

'G Gate' marshalling yard, Olympia Exhibition Centre, Hammersmith Road

in the London Borough of Hammersmith and Fulham

planning application nos. 2013/03808/FUL & 2013/03807/LBC

Strategic planning application stage II referral

Town & Country Planning Act 1990 (as amended); Greater London Authority Acts 1999 and 2007; Town & Country Planning (Mayor of London) Order 2008

The proposal

2137a: Erection of a part 7 and part 9 storey hotel building (Class C1) providing 242 bedrooms with the retention of a ground level marshalling yard to the rear for use by the Olympia Exhibition Centre; internal pedestrian links to Olympia Central and West Hall buildings of the Olympia Exhibition Centre, together with ancillary uses including a restaurant and bar at first floor level and café at ground floor level fronting Hammersmith Road; creation of a taxi drop-off facility, landscaping and public realm improvements on Lyons Walk.

2137b: Alteration and part removal of the west facade of the Olympia Central building and provision of new internal connections above ground floor level to the proposed part 7, part 9 storey hotel building on the adjacent G Gate site.

The applicant

The applicant is the **Earls Court & Olympia Group Ltd** and the architect is **Collado Collins**

Strategic issues

The **principle** of a hotel development to provide **visitor accommodation** to serve the Olympia Exhibition Centre in a highly accessible location is strongly supported in strategic terms. Issues raised with regards **urban design, inclusive access, and transport** have been fully addressed and matters of **climate change** were acceptable at stage one. The development respects and positively responds to the site's location adjacent to a **heritage asset** and there will be a positive impact on **local views**. Appropriate mitigation is secured through **conditions** and **section 106 agreement** to ensure that the scheme fully accords with London Plan.

The Council's decision

In this instance Hammersmith and Fulham Council has resolved to grant permission subject to the S106 agreement.

Recommendation

That Hammersmith and Fulham Council be advised that the Mayor is content for it to determine the case itself, subject to any action that the Secretary of State may take, and does not therefore wish to direct refusal or direct that he is to be the local planning authority.

Context

1 On 14 October 2013 the Mayor of London received documents from Hammersmith and Fulham Council notifying him of a planning application of potential strategic importance to develop the above site for the above uses. This was referred to the Mayor under Category 1C of the Schedule to the Order 2008:

1C - Development which comprises the erection of a building that is more than 30 metres high and is outside the City of London.

2 On 13 November 2013 the Mayor considered planning report D&P/2137a/01, and subsequently advised Hammersmith and Fulham Council that the application was broadly acceptable but further information was required in order to fully comply with the relevant policies of the London Plan, as set out in paragraph 52 of that report.

3 A copy of the above-mentioned report is attached. The essentials of the case with regard to the proposal, the site, case history, strategic planning issues and relevant policies and guidance are as set out therein, unless otherwise stated in this report. On 10 December 2013 Hammersmith and Fulham Council decided that it was minded to grant planning permission and on 13 December 2013 it notified the Mayor of this decision. Under the provisions of Article 5 of the Town & Country Planning (Mayor of London) Order 2008 the Mayor may allow the draft decision to proceed unchanged, direct the Council under Article 6 to refuse the application or issue a direction to the Council under Article 7 that he is to act as the Local Planning Authority for the purposes of determining the application. The Mayor has until 9 January 2014 to notify the Council of his decision and to issue any direction.

4 The decision on this case, and the reasons will be made available on the GLA's website www.london.gov.uk

Update

5 At the consultation stage, the principle of a hotel development to provide visitor accommodation to serve the Olympia Exhibition Centre to which it would be physically connected, was supported in strategic planning terms in this highly accessible location. It was noted that the design, mass and building height responded well to its location whilst respecting the setting of the adjoining listed building, although the Lyons Walk elevation needed revisiting in order to give some prominence to the main entrance. With regards inclusive access, the architect was encouraged to ensure tactile paving is used in the landscaping strategy to ensure the public realm is accessible, safe and convenient for all users. Matters of climate change and transport were broadly acceptable, although matters of cycle specific safety equipment on construction vehicles, final Delivery Servicing Plan and Construction and Environmental Management Plan needed to be secured through planning condition. Addressing each point in turn, the following is noted:

Design

6 At consultation stage, the design was broadly commended. In particular the ground floor layout had been altered from the pre-application scheme to reduce the amount of frontage dedicated to servicing. The main entrance and large reception was relocated to Lyons Walk with the cafe and restaurant positioned onto Hammersmith Road to increase ground floor interaction. As a result of this, GLA officer raised an issue with the lack of prominence of the main hotel entrance on Lyons Walk from views further east from Hammersmith Broadway.

7 In response, the applicant provided further justification on architectural rationale. The ground and first floors of the building would be set back on a strong diagonal line to both highlight the hotel's entrance visually, and also to provide cover to those arriving by foot or taxi. The entrance would be double height at about 10m tall with the reception, which together with the

setback, gives the reception prominence in the street. In their view, due to the layout of the bedroom accommodation at the upper levels, a full height glazed feature would confuse and diminish the architectural clarity and legibility of the scheme.

8 Hammersmith Council are satisfied that the double height entrance to the hotel on Lyons Walk would be sufficiently legible from the western approach, and consider that a full height glazed section is unnecessary as it would undermine the rhythm of the facades. GLA officers have revisited this element of the scheme. Taking into account the architects justification and the fact that the scheme presents a vast improvement on the current view from the west of the low quality western elevation to the Olympia building, on balance, GLA officers are satisfied with the design of the scheme overall.

Inclusive design

9 At consultation stage, the applicant was encouraged to include tactile paving in the landscaping strategy to ensure the public realm is safe and accessible for all users. The Council's draft decision notice includes a condition to secure finer details of the landscaping strategy, including paving and planting, and the draft heads of terms for the s106 agreement includes a financial contributions to fund improvement works to the public realm on Lyons Walk including surface treatments in accordance with Streetsmart guidance, disabled parking bay, street tree planting, street furniture and lighting. On that basis, GLA officers are satisfied with the scheme in this regard.

Transport

10 At stage one TfL requested that conditions be attached to the decision to secure cycle specific safety equipment on construction vehicles, and final versions of a Delivery Servicing Plan and Construction and Environmental Management Plan. The draft decision notice includes a condition requiring the submission of a Construction Management Plan and Construction Logistics Plan prior to commencement (which will include safety equipment on construction vehicles). A number of conditions have been included to control timings and types of deliveries and the draft section 106 agreement requires the submission of a Delivery and Servicing Plan (to include refuse collection).

11 There are no outstanding strategic issues in relation to transport.

Response to consultation

12 The application was advertised by Hammersmith and Fulham Council by way of site and press notices and notification letters sent to 394 surrounding properties. A total of 17 responses were received, 16 objecting and one raising concerns. Matters raised by objectors related to the following:

- Design out of keeping with the area and listed buildings.
- Overdevelopment of a small site.
- Traffic generation and large amount of servicing vehicles will be detrimental to the highway.
- Increased traffic and increased need for parking.
- The pedestrianised Lyons Walk will be consumed by hotel guests and should be for the local community.
- Loss of sunlight, daylight and privacy to nearby properties.
- Increased noise and disturbance.

- Lack of and impact on local infrastructure and local services.
- Increased risk of flooding and greater impact on sewer network.

13 In relation to the objections raised, matters relating to neighbour’s residential amenity, local services, noise and disturbance are not in this instance planning matters of strategic importance and have been assessed by the Council in the committee report, with appropriately worded conditions and planning obligations secured where necessary. In relation to the objections raised in relation to design and building height, public realm, and transport issues, these matters have been dealt with in this and the previous report, and the scheme has been found to be acceptable and in accordance with the London Plan.

14 Other statutory consultees responded as follows:

- **Environment Agency:** No objection subject to a condition regarding sustainable urban drainage system to deal with surface water run-off (a condition is included in the draft decision notice).
- **Thames Water:** Similar to above.
- **English Heritage:** No objection subject to a condition requiring the implementation of a programme of archaeological investigation to be carried out in accordance with a written scheme of investigation (an appropriate condition has been attached)

Article 7: Direction that the Mayor is to be the local planning authority

15 Under Article 7 of the Order the Mayor could take over this application provided the policy tests set out in that Article are met. In this instance the Council has resolved to grant permission with conditions and planning obligations, which satisfactorily addresses the matters raised at stage I, therefore there is no sound planning reason for the Mayor to take over this application.

Legal considerations

16 Under the arrangements set out in Article 5 of the Town and Country Planning (Mayor of London) Order 2008 the Mayor has the power under Article 6 to direct the local planning authority to refuse permission for a planning application referred to him under Article 4 of the Order. He also has the power to issue a direction under Article 7 that he is to act as the local planning authority for the purpose of determining the application and any connected application. The Mayor may also leave the decision to the local authority. In directing refusal the Mayor must have regard to the matters set out in Article 6(2) of the Order, including the principal purposes of the Greater London Authority, the effect on health and sustainable development, national policies and international obligations, regional planning guidance, and the use of the River Thames. The Mayor may direct refusal if he considers that to grant permission would be contrary to good strategic planning in Greater London. If he decides to direct refusal, the Mayor must set out his reasons, and the local planning authority must issue these with the refusal notice. If the Mayor decides to direct that he is to be the local planning authority, he must have regard to the matters set out in Article 7(3) and set out his reasons in the direction.

Financial considerations

17 Should the Mayor direct refusal, he would be the principal party at any subsequent appeal hearing or public inquiry. Government guidance in Circular 03/2009 (*Costs Awards in Appeals and Other Planning Proceedings*) emphasises that parties usually pay their own expenses arising from an appeal.

18 Following an inquiry caused by a direction to refuse, costs may be awarded against the Mayor if he has either directed refusal unreasonably; handled a referral from a planning authority unreasonably; or behaved unreasonably during the appeal. A major factor in deciding whether the Mayor has acted unreasonably will be the extent to which he has taken account of established planning policy.

19 Should the Mayor take over the application he would be responsible for holding a representation hearing and negotiating any planning obligation. He would also be responsible for determining any reserved matters applications (unless he directs the council to do so) and determining any approval of details (unless the council agrees to do so).

Conclusion

20 Having regard to the details of the application, the matters set out in Hammersmith and Fulham Council's committee report, draft heads of terms, and its draft decision notice, the scheme is acceptable in strategic planning terms. It sees an underused brownfield site in a highly accessible location redeveloped to provide visitor accommodation to serve Olympia Exhibition Centre. The design is high quality and respects local views and the adjoining listed building, and the scheme is acceptable in terms of transport, climate change and inclusive access. Further information has been provided, which together with conditions and planning obligations secured by Hammersmith and Fulham Council, address the outstanding issues that were raised at stage one. On this basis, the proposed development is supported in strategic planning terms.

for further information, contact Development & Projects:

Colin Wilson, Senior Manager – Development & Projects

020 7983 4783 email colin.wilson@london.gov.uk

Justin Carr, Strategic Planning Manager (Development Decisions)

020 7983 4895 email justin.carr@london.gov.uk

Natalie Gentry, Senior Strategic Planner (case officer)

020 7983 5746 email natalie.gentry@london.gov.uk

'G Gate' marshalling yard, Olympia Exhibition Centre, Hammersmith Road

in the London Borough of Hammersmith & Fulham

planning application nos. 2013/03808/FUL & 2013/03807/LBC

Strategic planning application stage 1 referral

Town & Country Planning Act 1990 (as amended); Greater London Authority Acts 1999 and 2007; Town & Country Planning (Mayor of London) Order 2008

The proposal

2137a: Erection of a part 7 and part 9 storey hotel building (Class C1) providing 242 bedrooms with the retention of a ground level marshalling yard to the rear for use by the Olympia Exhibition Centre; internal pedestrian links to Olympia Central and West Hall buildings of the Olympia Exhibition Centre, together with ancillary uses including a restaurant and bar at first floor level and café at ground floor level fronting Hammersmith Road; creation of a taxi drop-off facility, landscaping and public realm improvements on Lyons Walk.

2137b: Alteration and part removal of the west facade of the Olympia Central building and provision of new internal connections above ground floor level to the proposed part 7, part 9 storey hotel building on the adjacent G Gate site.

The applicant

The applicant is the **Earls Court & Olympia Group Ltd** and the architect is **Collado Collins**

Strategic issues

The principle of a hotel development is supported in strategic terms; however, further information or revisions with regard to **urban design, inclusive access, and transport** are required to address outstanding concerns, for the scheme to be considered as fully compliant with the London Plan.

Recommendation

That Hammersmith & Fulham Council be advised that the application on balance does not fully comply with the London Plan for the reasons set out in paragraph 52 of this report; but that the possible remedies set out in this paragraph could address these deficiencies.

Context

1 On 14 October 2013 the Mayor of London received documents from Hammersmith & Fulham Council notifying him of a planning application (and listed building consent application) of potential strategic importance to develop the above site for the above uses. Under the provisions of The Town & Country Planning (Mayor of London) Order 2008 the Mayor has until 22 November 2013 to provide the Council with a statement setting out whether he considers that the application

complies with the London Plan, and his reasons for taking that view. The Mayor may also provide other comments. This report sets out information for the Mayor's use in deciding what decision to make.

2 The applications are referable under Category 1C of the Schedule to the Order 2008:

Category 1C: "Development which comprises or includes the erection of a building of...more than 30 metres high and is outside the City of London"

3 Once Hammersmith & Fulham Council has resolved to determine the application, it is required to refer it back to the Mayor for his decision as to whether to direct refusal; take it over for his own determination; or allow the Council to determine it itself.

4 The Mayor of London's statement on this case will be made available on the GLA website www.london.gov.uk.

Site description

5 The site is located towards the eastern border of the borough of Hammersmith & Fulham, close to the boundary with Kensington & Chelsea Council. The site is 2330 sq.m in size and comprises land at the corner of Lyons Walk and Hammersmith Road, commonly known as 'G Gate' as it provides an access point and marshalling yard for vehicles servicing the adjoining Olympia exhibition centre. The site is located at the western edge of the Olympia complex, and is bounded by Olympia Central (formerly Olympia 2) to the east; Hammersmith Road to the south; Lyons Walk to the west with a seven storey office building beyond; and West Hall to the north. The site is currently hard-standing and is surrounded by large advertisement hoardings. The nearest residential properties are to the north-west at Kensington Centre and to the south on the opposite side of Hammersmith Road.

6 The site lies within the Olympia and Avonmore Conservation Area and is surrounded by a number of heritage assets. Those in closest proximity to the site include the Grand Hall, National Hall and the Pillar Hall (formerly the Minor Hall); and, Olympia Central (formerly Olympia 2), all of which form part of the Olympia complex, and are Grade II Listed Buildings. The site is also adjacent to the boundaries of two other conservation areas; Brook Green to the north-west and Dorcas Estate to the south-west across Hammersmith Road.

7 The site is located on Hammersmith Road and the corner of Lyon's Walk. Hammersmith Road forms part of the Strategic Road Network (SRN), and is served by a number of bus services providing frequent services to various destinations in the capital, including some 24 hour services. Kensington Olympia Station is located approximately 350 metres north of the site, and is served by London Overground and Southern Rail services. London Underground services between Earl's Court and Kensington Olympia are also periodically available; however, these services are limited, and normally scheduled around events at the Olympia exhibition centre. Overall, the site has an excellent public transport accessibility level (PTAL), registering a score of six, on a scale of one to six, where six denotes the most accessible locations in the capital.

Relevant history

8 The site benefits from planning permission for a part 7, part 9 and part 10 storey building to provide a 259 unit apartment-hotel with a 69.5 sq.m Class A1/A3/A4 retail unit at ground floor (Hammersmith & Fulham reference: 2008/00547/FUL).

9 That application was referred to the Mayor, who, on 11 June 2008, considered GLA report PDU/2137/01, and advised Hammersmith & Fulham Council that the proposed development was

acceptable in strategic planning terms. Following the resolution of issues concerning; air quality (associated with a proposed biomass boiler), climate change mitigation and adaptation, and transport, the Mayor considered GLA report PDU/2137/02, and on 9 October 2008 advised Hammersmith & Fulham Council that he was content for the application to be granted.

10 The application was subsequently called in by the Secretary of State on 23 October 2008, and following a public inquiry, planning permission was granted on 3 December 2009 subject to legal agreement and conditions. Following the signing of the legal agreement and correction to conditions, the planning permission was issued on 11 January 2010.

11 On 11 February 2013, Hammersmith & Fulham confirmed, by way of a Certificate of Lawfulness, that technical implementation of the 2010 planning permission had taken place in November 2012.

12 A pre-application meeting was held on 16 March 2013 in relation to the current proposal, and an advice report was issued on 30 April. The report confirmed that officers supported the scheme in principle, although highlighted that the future planning application would need to respond to matters raised in relation to urban design, inclusive access, sustainable development and transport.

Details of the proposal

13 The proposal is for the redevelopment of land at the corner of Lyons Walk and Hammersmith Road, known as 'G Gate' Olympia, by the erection of a part 7 and part 9 storey building to provide a 242 unit hotel, with the retention of a ground level marshalling yard at the rear for Olympia exhibition centre. The proposal also includes the provision of pedestrian links to the Olympia Central and West Hall buildings of the exhibition centre, ancillary uses including a restaurant, bar and gym/spa at first floor level and a café at ground floor level fronting Hammersmith Road. A taxi-drop-off facility, landscaping and public realm improvements are also proposed on Lyons Walk.

14 Existing vehicular accesses would be retained to access the development at Gate F, off Hammersmith Road, and Gate G off Blythe Road.

15 A listed building consent application accompanies the planning application for works to the adjoining Olympia Central building, comprising; the removal and alteration of part of the south western brick façade to allow a pedestrian connection through to the new hotel.

Strategic planning issues and relevant policies and guidance

16 The relevant issues and corresponding policies are as follows:

- Visitor infrastructure *London Plan; Good Practice Guide on Planning for Tourism (DCLG); Mayor's London Tourism Vision 2006-2016, London Tourism Action Plan 2009-2013*
- Urban design *London Plan; Shaping Neighbourhoods: Character and Context Draft SPG*
- Historic environment *London Plan;*
- Inclusive access *London Plan; Accessible London: achieving an inclusive environment SPG; Planning and Access for Disabled People: a good practice guide (ODPM);*
- Flood risk *London Plan; Sustainable Design and Construction SPG*

- Sustainable development *London Plan; Sustainable Design and Construction SPG; Mayor's Climate Change Adaptation Strategy; Mayor's Climate Change Mitigation and Energy Strategy; Mayor's Water Strategy;*
- Transport and parking *London Plan; the Mayor's Transport Strategy;*
- Crossrail *London Plan; and, Mayoral Community Infrastructure Levy.*
- For the purposes of Section 38(6) of the Planning and Compulsory Purchase Act 2004, the development plan in force for the area is the 2011 Hammersmith & Fulham Core Strategy and Proposals Map; the Hammersmith & Fulham Development Management Local Plan (July 2013), and the 2011 London Plan with 2013 Alterations.

17 The following are also relevant material considerations:

- The National Planning Policy Framework and Technical Guide to the National Planning Policy Framework; and
- The Hammersmith & Fulham Planning Guidance Supplementary Planning Document (SPD) (July 2013)

Principle of development

18 As discussed in paragraphs 8-9 above, the site benefits from an extant planning permission for a 259 unit apartment-hotel of up to ten storeys. The principle of developing this site to provide visitor accommodation has, therefore, been clearly established.

London's visitor infrastructure

19 London Plan Policy 4.5 seeks to maintain and enhance London as a top international destination and principal gateway to the United Kingdom for visitors, tourism and investment. The Policy seeks to achieve 40,000 net additional hotel bedrooms by 2031 and ensure new visitor accommodation is appropriately located. The Policy provides locational criteria for visitor accommodation and states that outside of the Central Activities Zone, such facilities should be focussed in town centres and opportunity and intensification areas, where there is good public transport access to central London and international and national transport termini.

20 Whilst the site isn't within a town centre, opportunity or intensification area, it is located approximately 500m away from Hammersmith Town Centre and Riverside Regeneration Area to the west, and is well connected to them. Its siting next to the Olympia Exhibition Centre, to which it would be connected, will provide specific visitor accommodation for major events and exhibitions being held at the venue. Given the excellent level of public transport accessibility at the site, and the proximity to, and integral affiliation with the Olympia exhibition centre (a major visitor attraction of greater than sub-regional importance), GLA officers support the proposed hotel development in accordance with the strategic aims of London Plan Policy 4.5

21 The proposal would maintain the existing use of the land as a marshalling yard for the Olympia exhibition centre whilst intensifying the use of the site with a complementary tourism based land use. The other proposed uses, such as a restaurant, bar and gym would remain ancillary to the main hotel use to support the visitor attraction, and so the proposal, in strategic terms, is consistent with the London Plan.

Urban design

22 The scheme would maintain the essential vehicular accesses and marshalling yard functions, whilst optimising the development potential of the site by providing a well-integrated hotel use

that will complement the function of the Olympia exhibition centre. The design of the proposed scheme was commented on at pre-application stage, and whilst the design approach was broadly supported in strategic planning terms, a number of issues were highlighted that needed to be addressed for its design to be considered wholly acceptable. The design and layout of the scheme has been further refined since the meeting and following further public consultation, and GLA officers are pleased to see that previous concerns have been addressed.

Ground floor layout

23 The proposal to wrap the marshalling yard with active ground floor uses such as the hotel entrance, lobby area and cafe onto Hammersmith Road and Lyons Walk is welcomed. The entrance areas on both road frontages are prominently located with the latter being close to the corner junction, animating this area. The alteration to the scheme from the pre-application now provides the main hotel entrance in the centre of the Lyons Walk elevation rather than on Hammersmith Road, which will provide a good level of activity, surveillance and a focal point onto this pedestrianised street. The form of the building on Lyons Walk now includes a recessed ground floor extending the outside space into the envelope of the building, and this is strongly supported to further enliven this area.

24 Whilst a degree of hotel servicing uses are still located at ground floor level adjacent to the G Gate access point, officers are satisfied that the level of activity created by the recessed entrance lobby on Lyons Walk would be more than adequate to create activity in this area.

25 The landscaping, lighting and public realm strategy for Lyons Walk and Hammersmith Road is strongly supported with the ground floor canopies extending those already on the frontage of Olympia Central. The Council is advised to ensure the detail, together with the delivery and on-going maintenance of this space is secured by condition.

Scale and massing

26 The approach responds well to the building envelope established by the extant permission, but has shifted the mass to create a building that does not compete visually with the adjacent listed buildings of the Olympia complex. The overall height has been reduced and the top two floors recessed, which, from street level, would result in the building appearing similar in height to Olympia Central. The mass has been redistributed in order to achieve the reduced height, and to create the internal atrium and glazed link to Olympia Central. The overall scale and massing of the building is supported in strategic planning terms.

Architectural appearance

27 As a result of moving the main hotel entrance to the Lyons Walk elevation, the glazed recess has been lost on the Hammersmith Road façade, which responded to the northward vista along New North Road. This however, is not a key visual axis. It is more important that the building responds to the Hammersmith Road vista (especially the view from the west from Hammersmith Broadway) due to the open space in front of Kensington Gardens from this approach and the relationship with the listed buildings, and this has been achieved.

28 The architecture is simple and would respond to the surrounding buildings which are typically 'mansion block' in style comprising brick and stone dressing and detailing. The architectural concept proposes a strong and standalone building. This is quite different from the approach taken in the consented scheme, where the architecture and height was bolder and with a more 'stand out' appearance. Nonetheless, GLA officers are content that the proposed architectural approach would be appropriate to the setting and comply with London Plan Policies 7.4, 7.6 and 7.8.

29 The outer face of the building would be brickwork broken into double height components with horizontal stone bands to respond to the horizontal nature of the adjacent Olympia Central building and mansion blocks. With the setback upper floors in bronze-coloured framed glazing, and the recessed ground floor activities, the building will achieve a strong base, middle and top. Whilst the materials palette is fairly restrained, GLA officers are content that the architectural appearance will respect the setting and draw on the positive elements of surrounding buildings, without appearing pastiche.

30 As a result of the altered layout and approach to the building, the inclusion of glazing through the upper floors of the building to mark the main entrance has been removed (except for ground and first floor). GLA officers would encourage the architect to reconsider this aspect to help to emphasise the Lyons Walk hotel entrance in longer views east along Hammersmith Road.

Historic environment

31 As discussed in paragraph 5, the site lies within the Olympia and Avonmore Conservation Area, and is adjacent to a number of Grade II Listed Buildings which form the Olympia complex. Based on the overall reduced height, the redistribution of mass and the simplified architectural detail, GLA officers are broadly supportive of the proposed response to the conservation area and neighbouring heritage assets. The design and access statement and the heritage statement considers in detail the impact on the heritage assets both in long range views and in close-up detail of the connection points. The detail submitted is satisfactory and raises no strategic concerns in relation to London Plan policy 7.8.

Inclusive access

Dwellings

32 London Plan policies 7.2, 7.5 and 3.8 seek to ensure that new development is designed to be accessible and inclusive to all. The detail submitted with the application confirms that out of the 242 hotel bedrooms, 10% will be wheelchair accessible in accordance with Policy 4.5. A typical floor layout has been provided showing the location of these within the building. Officers are pleased to see that these units have been positioned close to the lifts to minimise difficulty for wheelchair users accessing their hotel room.

33 The Council should secure the provision of wheelchair accessible rooms through appropriate planning conditions.

Public realm

34 The strategy proposed to improve the public realm outside the building on Hammersmith Road and Lyons Walk is broadly supported. The applicant is however requested to consider the use of tactile paving and other measures to ensure the space is accessible, safe and convenient for everyone, particularly disabled and older people.

Flood Risk

35 A Flood Risk Assessment (FRA) has been undertaken by Campbell Reith which confirms that the site is within Environment Agency Flood Zone 1. As such the proposal is acceptable in principle in flood risk management terms.

36 The FRA states that the development will seek to include suitable surface water management measures, potentially including green roofs and attenuation measures. Given the nature and location of the proposals, the inclusion of such surface water management measures should be considered the minimum necessary measures in order to comply with London Plan policy 5.13 and the Sustainable Design and Construction SPG. The surface water management measures should be secured using an appropriate planning condition.

Climate change adaptation

37 The applicant has broadly followed the energy hierarchy to reduce carbon dioxide (CO₂) emissions. A range of passive design features and demand reduction measures are proposed to reduce the CO₂ emissions of the development, including air permeability and heat loss parameters, mechanical ventilation with heat recovery, low energy lighting and solar controlled glazing, which are all supported by officers. The development is estimated to achieve a reduction of 11 tonnes per annum (2%) in regulated CO₂ emissions compared to a 2010 Building Regulations compliant development.

38 The applicant investigated the potential to connect into a district heating network, but unfortunately none exist within the vicinity of the site. Potential connection into the Olympia has also considered, but due to the intermittent use of the exhibition centre, it is concluded that connecting the two sites would not be feasible. The applicant has, however, provided a commitment to ensuring that the development is designed to allow future connection to a district heating network should one become available, and this is supported.

39 The applicant is proposing to install a site heat network to serve all uses within the hotel building, which will be supplied from a single energy centre. Further information on the floor area and location of the energy centre is required. A gas fired combined heat and power (CHP) unit is proposed as the lead heat source for the site heat network, which will achieve a further reduction of 135 tonnes per annum (21%) in regulated CO₂ emissions.

40 The applicant has investigated renewable energy technologies and is proposing to install solar PV on the roof of the building. A reduction in regulated CO₂ emissions of 19 tonnes per annum (4%) will be achieved through this third element of the energy hierarchy.

41 An overall reduction of 165 tonnes of CO₂ per year in regulated emissions compared to a 2010 Building Regulations compliant development is expected, equivalent to an overall saving of 25%. This complies with Policy 5.2 of the London Plan.

Transport for London

42 TfL has a duty under the Traffic Management Act 2004 to ensure that any development does not have an adverse impact on the Strategic Road Network (SRN), which, for this proposal is the Hammersmith Road. The nearest Transport for London Road Network (TLRN) is Holland Road which is approximately 400m to the east of the site. As mentioned in paragraph 7, the PTAL for the site is 6a, so it has excellent public transport links with several bus routes and is within walking distance of Kensington Olympia, Baron's Court and West Kensington stations. In that context, a car-free development is supported.

43 The proposal does, however include a Blue Badge holder parking bay on Lyons Walk. This is positioned close to the access ramp near the main entrance and will facilitate convenient access for those users, which is supported in accordance with London Plan policy 6.13.

44 36 staff cycle parking spaces are proposed that would be located in the basement, along with showers and changing facilities; 18 cycle spaces would be located in the Lyons Walk public realm for guests and the public, which is supported.

45 There is no dedicated coach drop-off or coach parking proposed, but a number of locations in the vicinity of the site are available for coach drop-off and parking. This was the same situation with the extant scheme, and in that context is considered acceptable. A shared surface drop-off area for taxis is proposed on Lyons Walk which is supported.

46 TfL wishes to ensure that construction vehicles are fitted with cycle specific safety equipment, including side-bars, blind spot mirrors and detection equipment to reduce the risk of collisions on the capitals roads. TfL requests the council to secure details of these measures through planning condition prior to commencement, and consult TfL on the detail.

47 A draft Delivery and Servicing Plan and Construction and Environmental Management Plan have been submitted in support of the application. Whilst these are broadly acceptable in principle, the final plans will need to be secured by planning condition in consultation with TfL. In addition, TfL requires a travel plan to be secured through planning condition, which must be prepared in accordance with TfL's guidance, and cover staff, guest and visitor movements in accordance with London Plan policy 6.3.

Community Infrastructure Levy

48 This proposal is liable to pay the Mayoral Community Infrastructure Levy (CIL); the rate for Hammersmith & Fulham is £50 per square metre. Further details can be viewed online at the following link <http://www.london.gov.uk/priorities/planning/mayoral-community-infrastructure-levy>

Local planning authority's position

49 Hammersmith & Fulham Council officers support the proposal and are aiming to present the application to their Planning Applications Committee on 10 December, in accordance with the Planning Performance Agreement. The indicated recommendation is to grant permission.

Legal considerations

50 Under the arrangements set out in Article 4 of the Town and Country Planning (Mayor of London) Order 2008 the Mayor is required to provide the local planning authority with a statement setting out whether he considers that the application complies with the London Plan, and his reasons for taking that view. Unless notified otherwise by the Mayor, the Council must consult the Mayor again under Article 5 of the Order if it subsequently resolves to make a draft decision on the application, in order that the Mayor may decide whether to allow the draft decision to proceed unchanged, or direct the Council under Article 6 of the Order to refuse the application, or issue a direction under Article 7 of the Order that he is to act as the local planning authority for the purpose of determining the application and any connected application. There is no obligation at this present stage for the Mayor to indicate his intentions regarding a possible direction, and no such decision should be inferred from the Mayor's statement and comments.

Financial considerations

51 There are no financial considerations at this stage.

Conclusion

52 London Plan policies on the **principle of development, visitor infrastructure, urban design and heritage, inclusive access, flood risk, sustainable development and transport** are relevant to this application. The application complies with the majority of these policies but not with others and on balance does not comply with the London Plan. The reasons and the potential remedies to issues of non-compliance are set out below:

- **Principle of development:** The principle of a development to provide visitor accommodation has already been established by the grant of planning permission in 2010 for an extant scheme for a 259 unit apartment-hotel.
- **Visitor infrastructure:** The highly accessible location of the site directly adjacent to the Olympia Exhibition Centre to which the development would be physically connected, is supported in accordance with London Plan Policy 4.5.
- **Urban design and heritage:** Officers are pleased to see that suggestions made at pre-application stage have been taken on board to improve the ground floor layout of the scheme and public realm. The scheme draws on the positive aspects of the heritage assets and successfully complements them instead of competing with them visually. The architect is encouraged to revisit the Lyons Walk elevation with a view to reintroducing the glazed feature through the upper floors to mark the main hotel entrance.
- **Inclusive access:** The development incorporates a minimum of 10% wheelchair accessible hotel bedrooms which are well located, and a Blue Badge holder parking bay. Other measures such as ramped access have also been included. The applicant is encouraged to consider the use of tactile paving and other measures to ensure the public realm is accessible, safe and convenient for everyone, particularly disabled and older people ensure all users.
- **Sustainable development:** The applicant has broadly followed the energy hierarchy to reduce carbon dioxide (CO₂) emissions. An overall reduction of 165 tonnes of CO₂ per year in regulated emissions compared to a 2010 Building Regulations compliant development is expected, equivalent to an overall saving of 25%. This complies with Policy 5.2 of the London Plan.
- **Transport:** The application broadly complies with the transport Policies of the London Plan, subject to the following being secured through planning condition: cycle specific safety equipment on construction vehicles, final Delivery Servicing Plan and Construction & Environmental Management Plan.

for further information, contact Development & Projects:

Colin Wilson, Senior Manager – Development & Projects

020 7983 4783 email: colin.wilson@london.gov.uk

Justin Carr, Strategic Planning Manager (Development Decisions)

020 7983 4895 email: justin.carr@london.gov.uk

Natalie Gentry, Senior Strategic Planner

020 7983 5746 email: natalie.gentry@london.gov.uk
