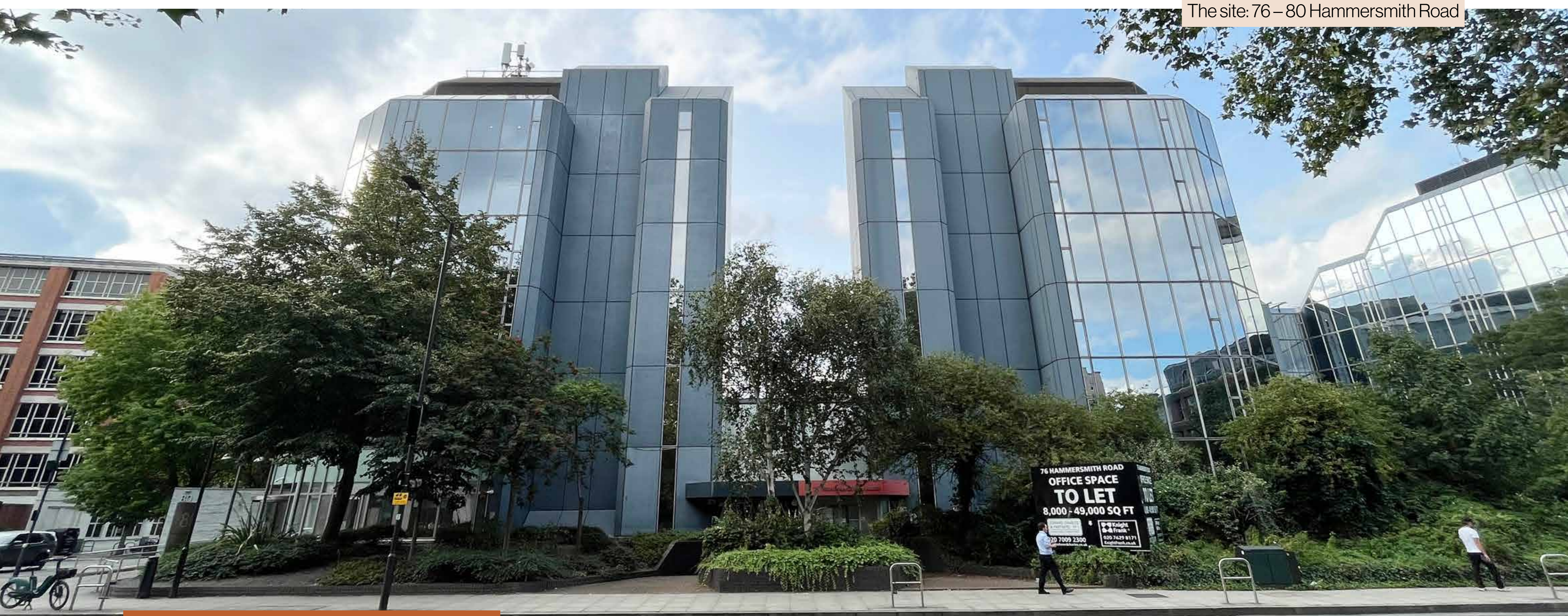


# Welcome

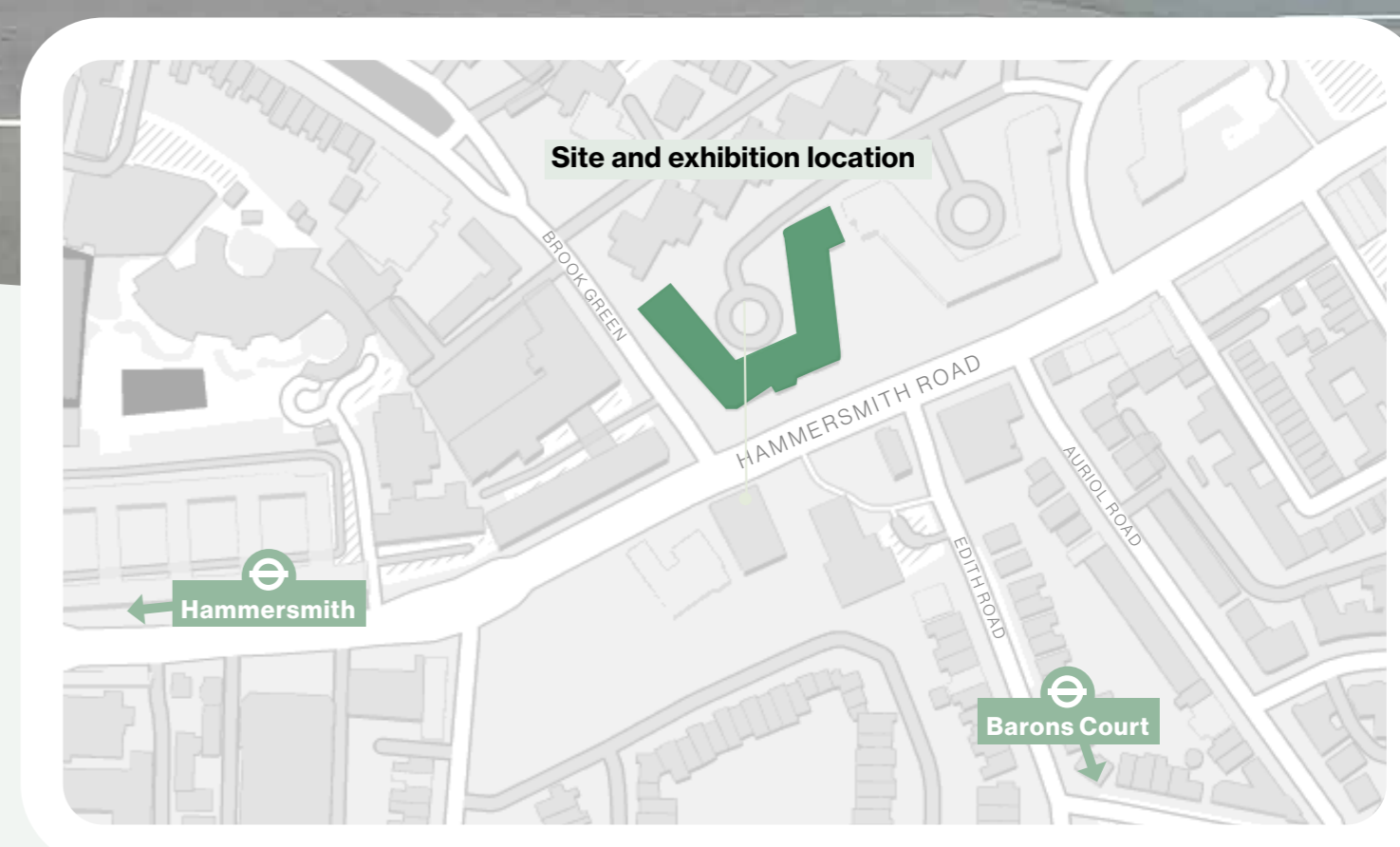
Thank you for attending our public exhibition on MRP's plans to deliver a high-quality hotel and office space at 76–80 Hammersmith Road.

The site: 76 – 80 Hammersmith Road



## Today you will be able to:

-  Find out more about our emerging plans and vision for the site
-  Meet and speak to members of the project team
-  Share your feedback and help shape the proposals



## The team



**MRP**  
Freeholder and developer

East  
architecture  
landscape  
urban design  
east.uk.com

**East**  
Landscape architect

**ALLFORD  
HALL  
MONAGHAN  
MORRIS**

**AHMM**  
Lead architect

**elliottwood**

**Elliot Wood**  
Structural and civil engineer,  
transport and sustainability consultant



**GERALDEVE**

**Gerald Eve**  
Planning consultant

**LCA**

**LCA**  
Community engagement consultants

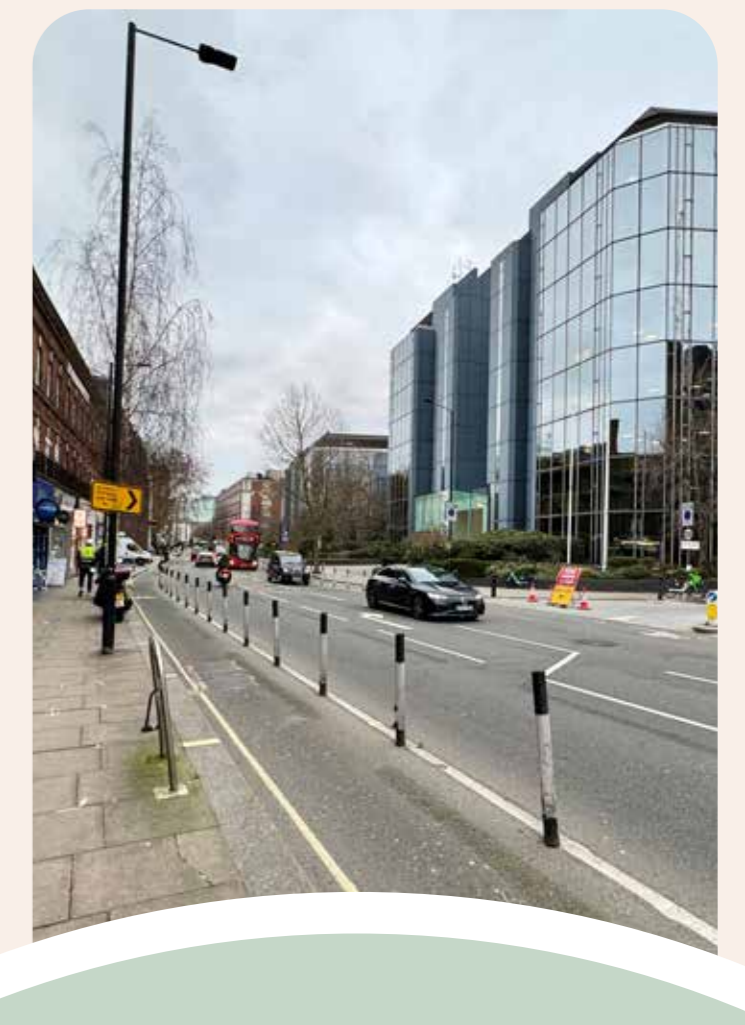
# The site

**Our site is occupied by two buildings formally known as Liberty House and is located at 76 – 80 Hammersmith Road.**



## Liberty House in its existing form

**Originally constructed in the 1980s to provide office space, the buildings are now underutilised and occupied in part on short-term leases. Both buildings share a basement carpark that is accessed from Blythe Road.**



## Site history and local context

**This location on Hammersmith Road has a rich history as the former site of Cadby Hall, a major office and factory complex that acquired its name from the piano manufacturer Charles Cadby in the 1870s.**

Cadby Hall itself was constructed using Portland stone and red Fareham bricks, with terracotta panelling above the first-floor windows. Our proposed designs have been inspired by this architectural history and aim to return this location to its former grain and architectural form.



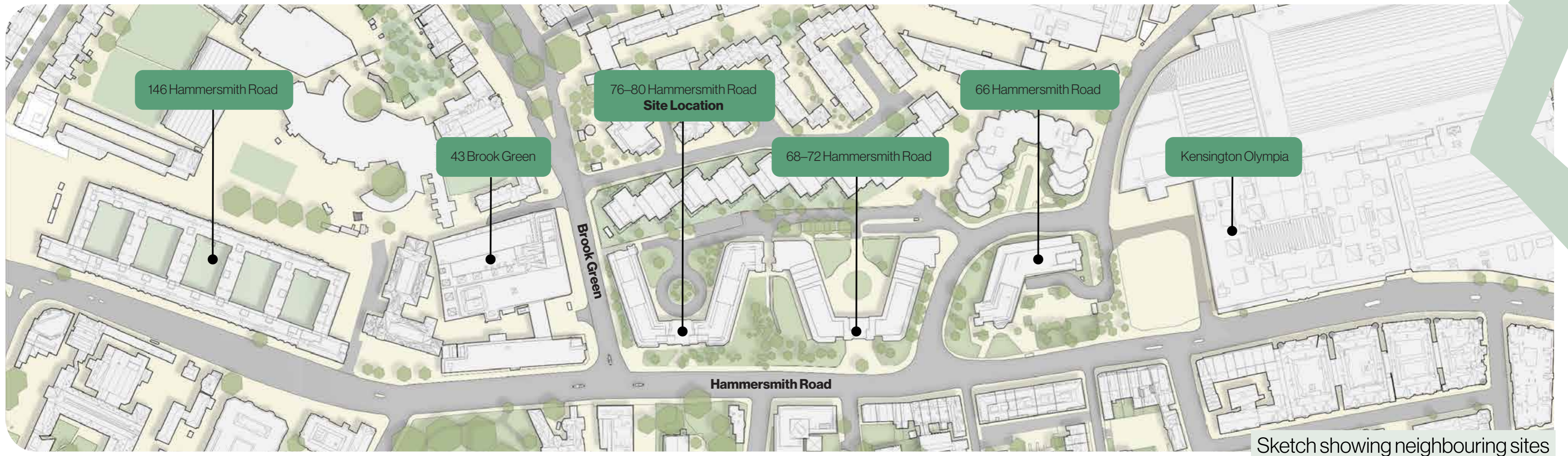
## Previous planning application

The previous freeholder submitted a planning application to provide 13,303sqm of additional office and commercial floorspace at 76 Hammersmith Road.

Although the Council agreed to grant the application, the plan was shelved before any work started onsite when the site was sold in 2023.



# Understanding local architecture



Sketch showing neighbouring sites

## Hammersmith Road today

**We have created these local studies to ensure our proposals are sympathetic to local architecture and work with nearby developments that are being brought forward by other landowners.**

The below images show the proposed changes to the building edges of our neighbours that are subject to consents, including the £1bn Kensington Olympia regeneration project to the east of the site.

The images around the map show notable local buildings, giving a sense of the architectural context.

### Key

 Consented schemes



Local context: sketch showing new developments and the character of the local architecture

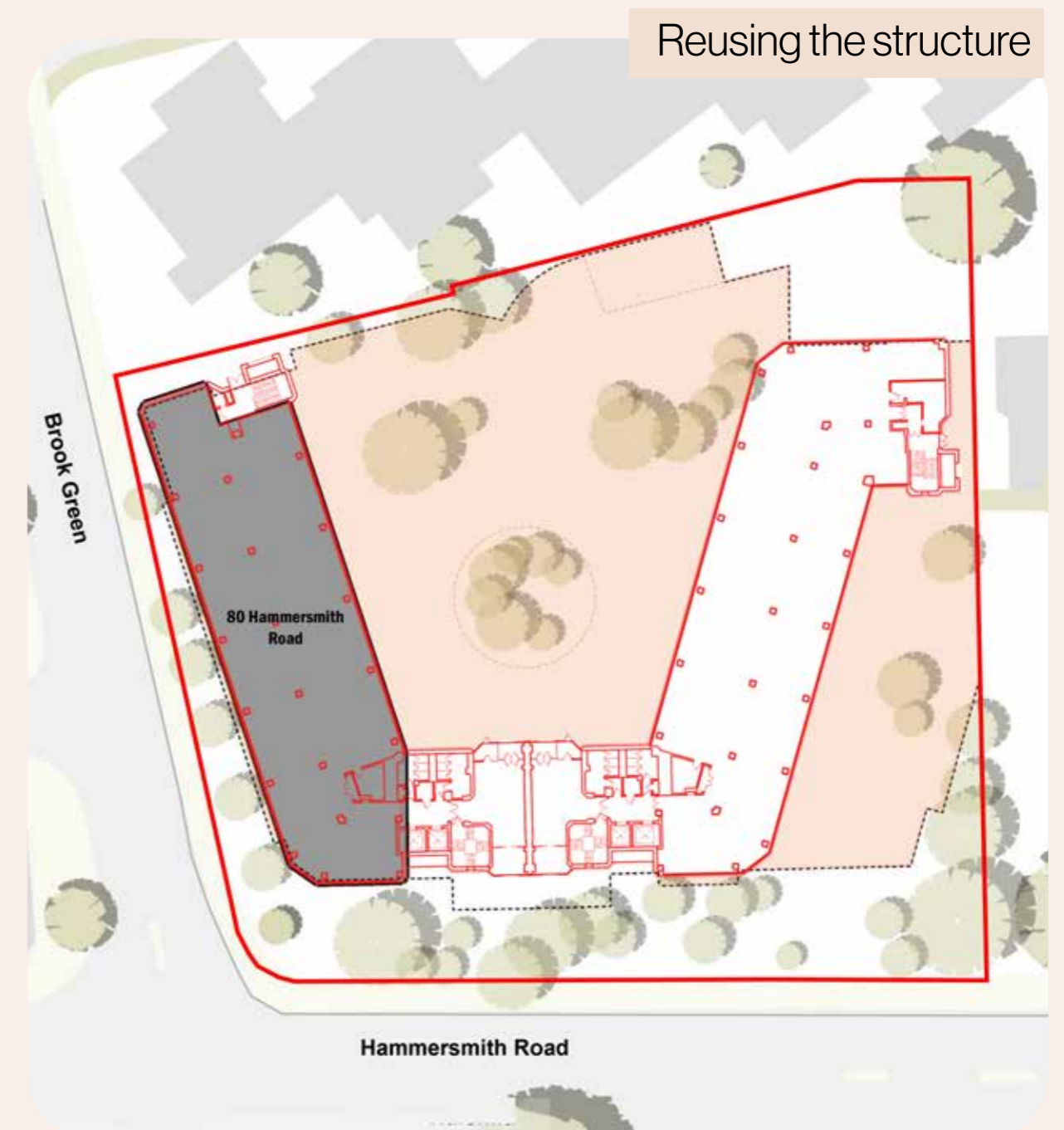
# Our vision

**Our proposals will transform 76-80 Hammersmith Road from a 1980s underused and partly vacant office building into a new development, providing a high-quality hotel and new office space designed for research and development including laboratory spaces.**

We want to retain as much of the structure of the building as possible and remove the reflective glass design, replacing it with modern, beautiful architecture in keeping with the local area.

The hotel will transform the ground floor of the building with a 24-hour staffed lobby and restaurant spilling out onto Hammersmith Road.

Our new office space will provide state-of-the-art offices and lab space perfect for research and development across a range of industries, including life sciences.



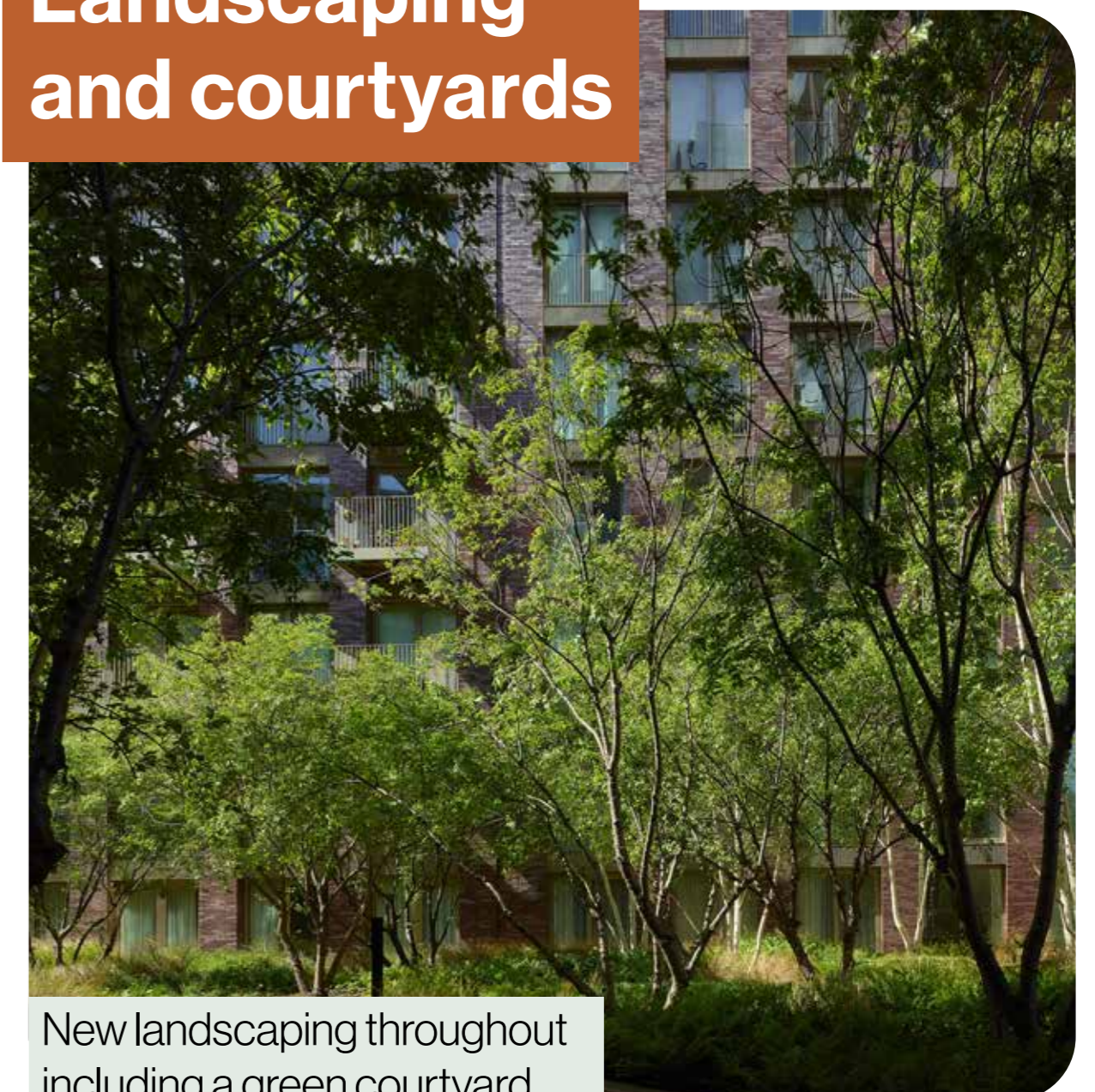
## Hotel



## New office and lab space



## Landscaping and courtyards

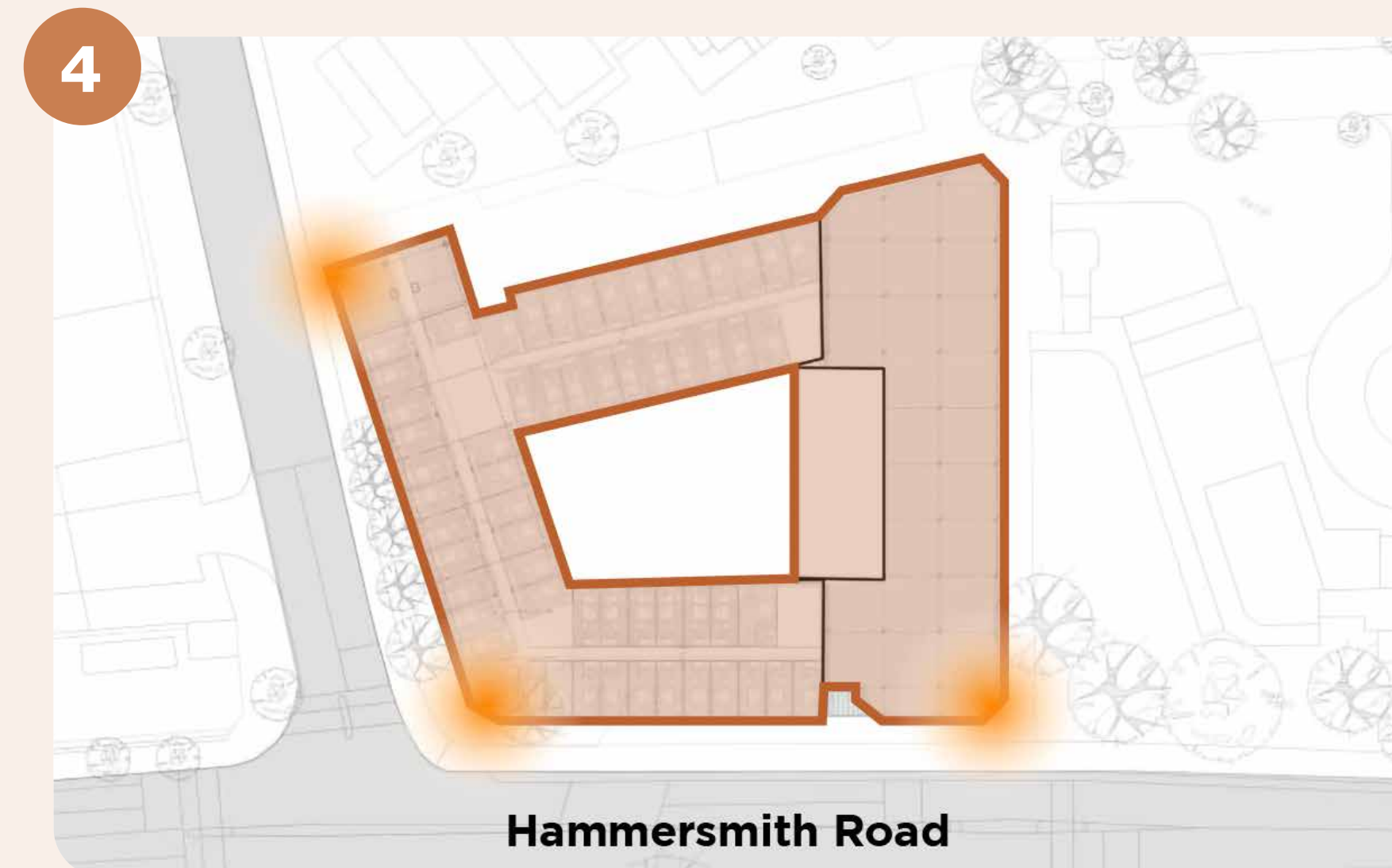
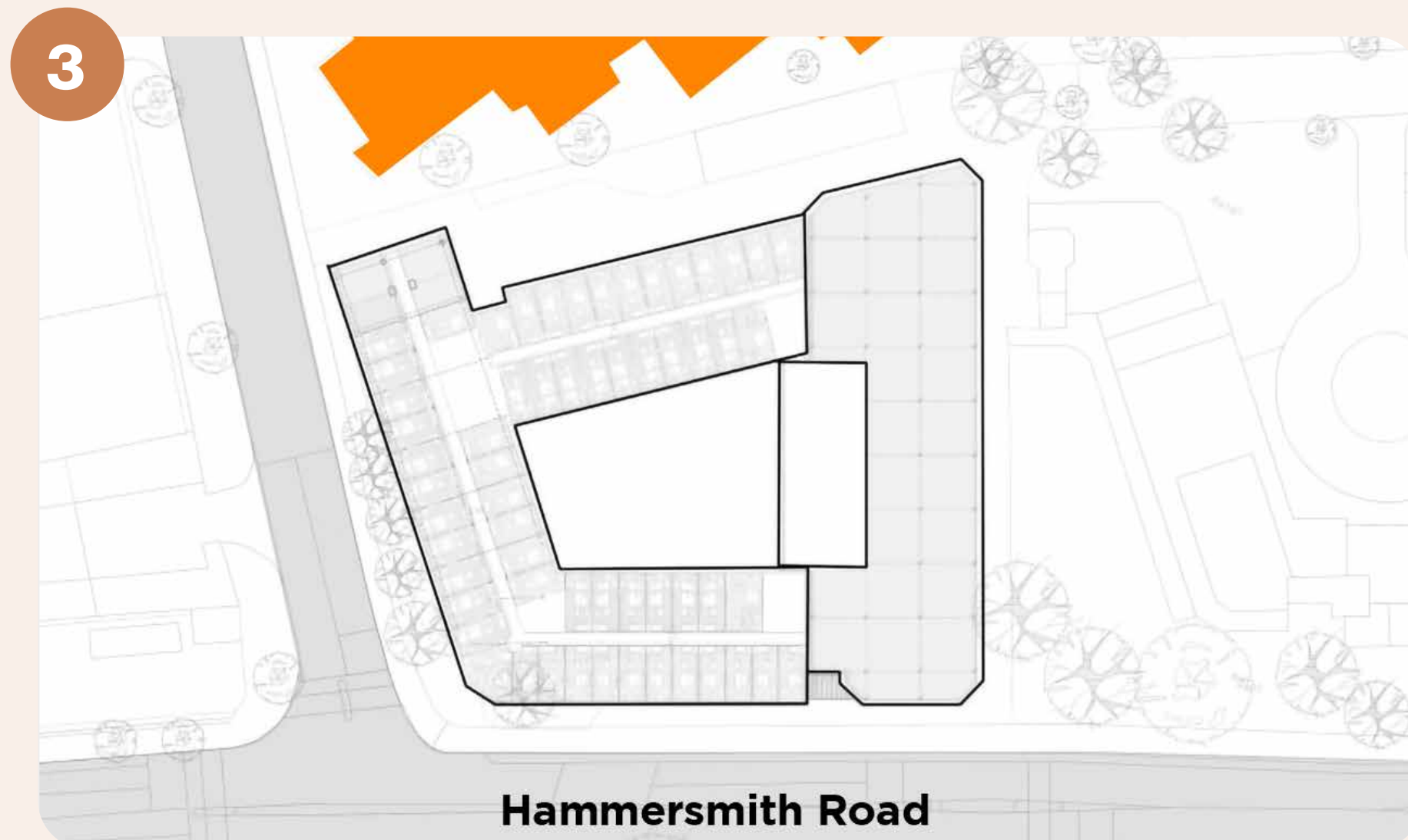
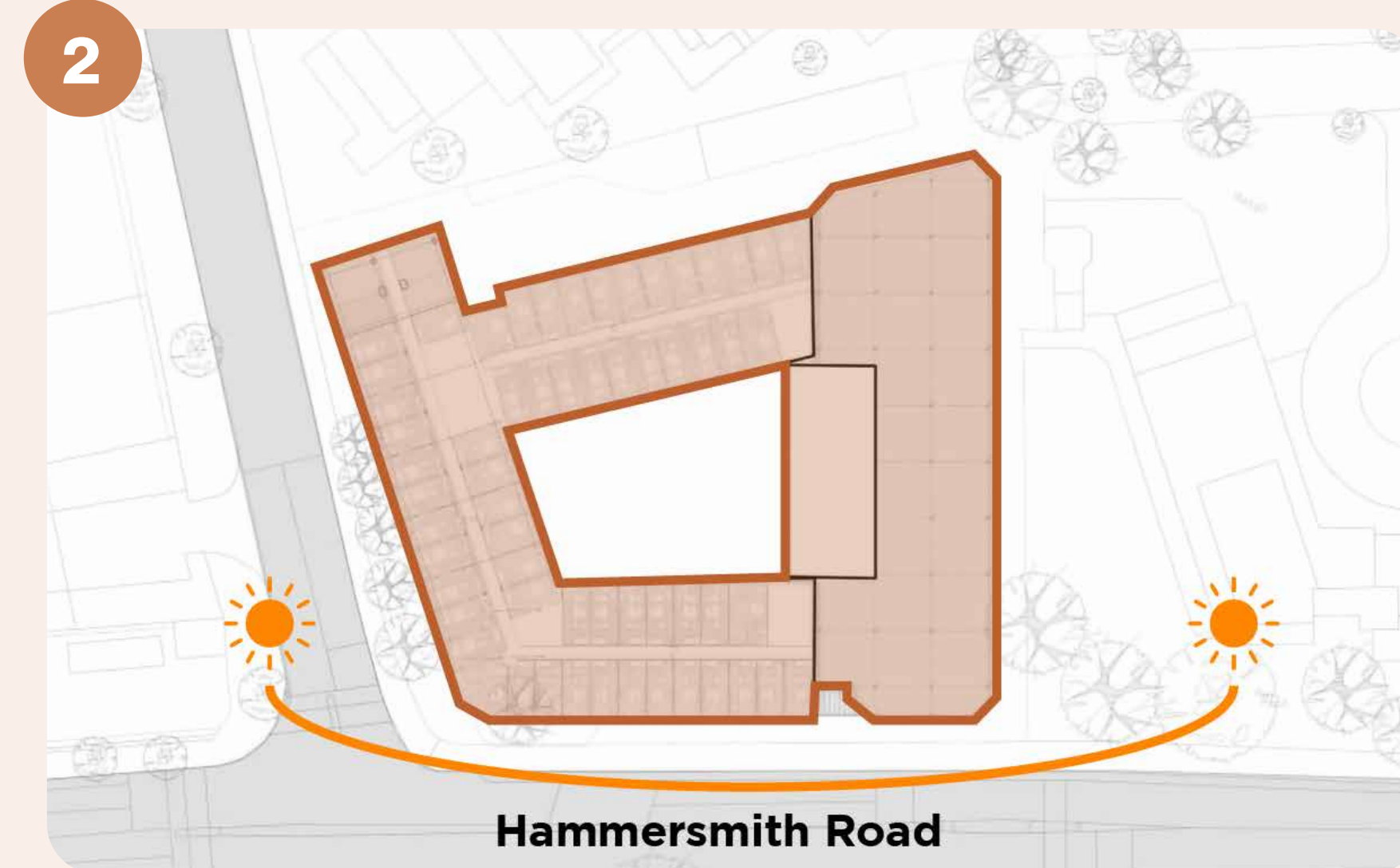
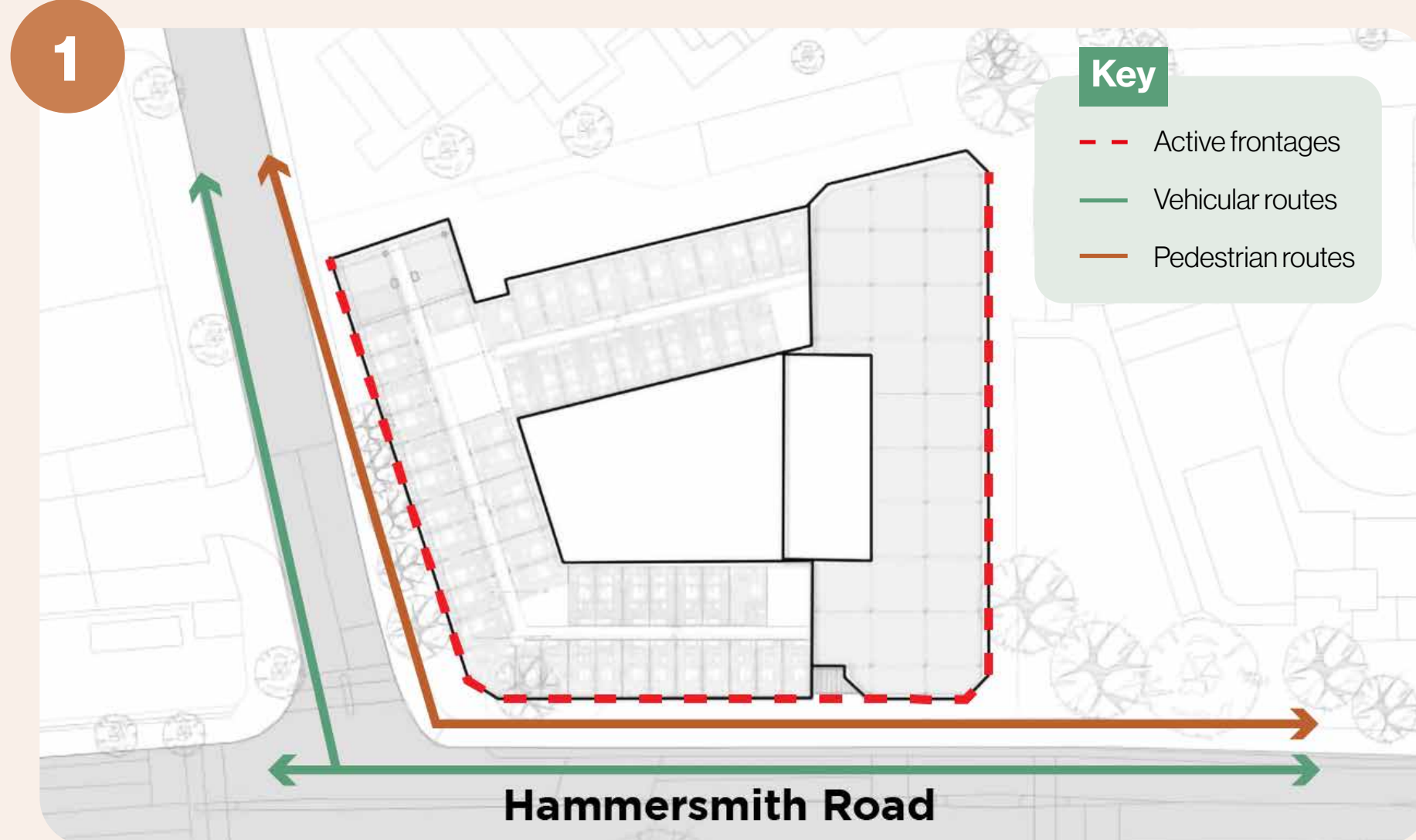


## Key benefits

-  A new hotel serving the growing needs of the area
-  New, lively ground floor with office and hotel lobbies and a new restaurant/bar spilling out onto the street
-  State-of-the-art purpose built office and laboratory space
-  Beautiful architecture, in fitting with the local area
-  Respecting key views and local townscape
-  Affordable workspace
-  Improved public space, pavements and greenery

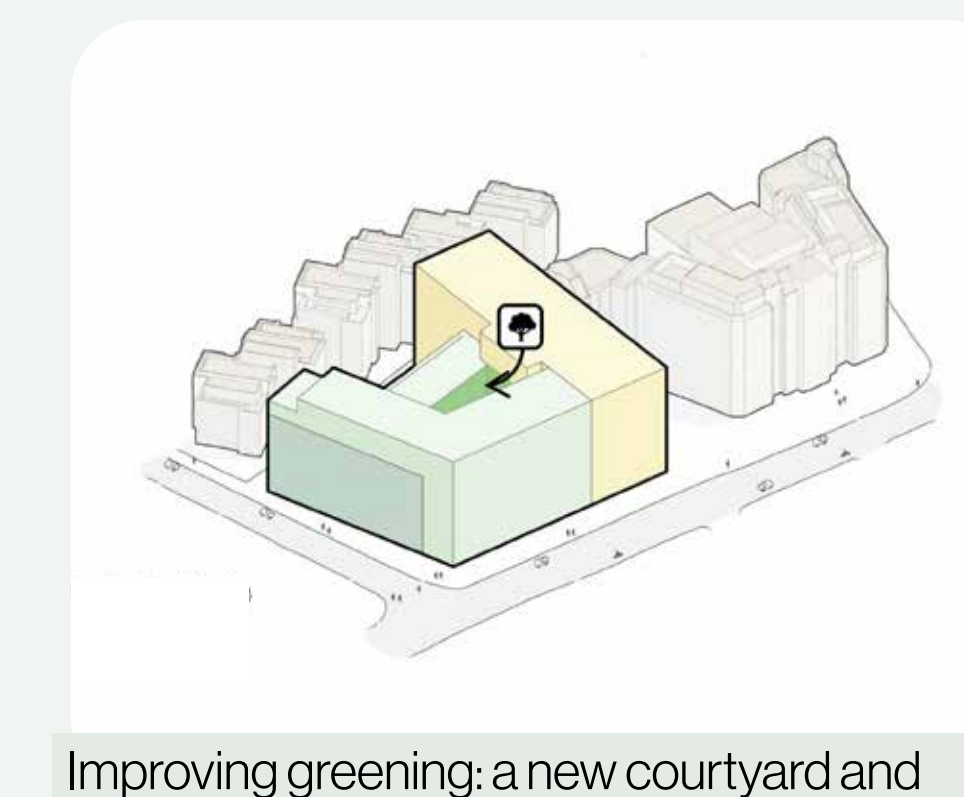
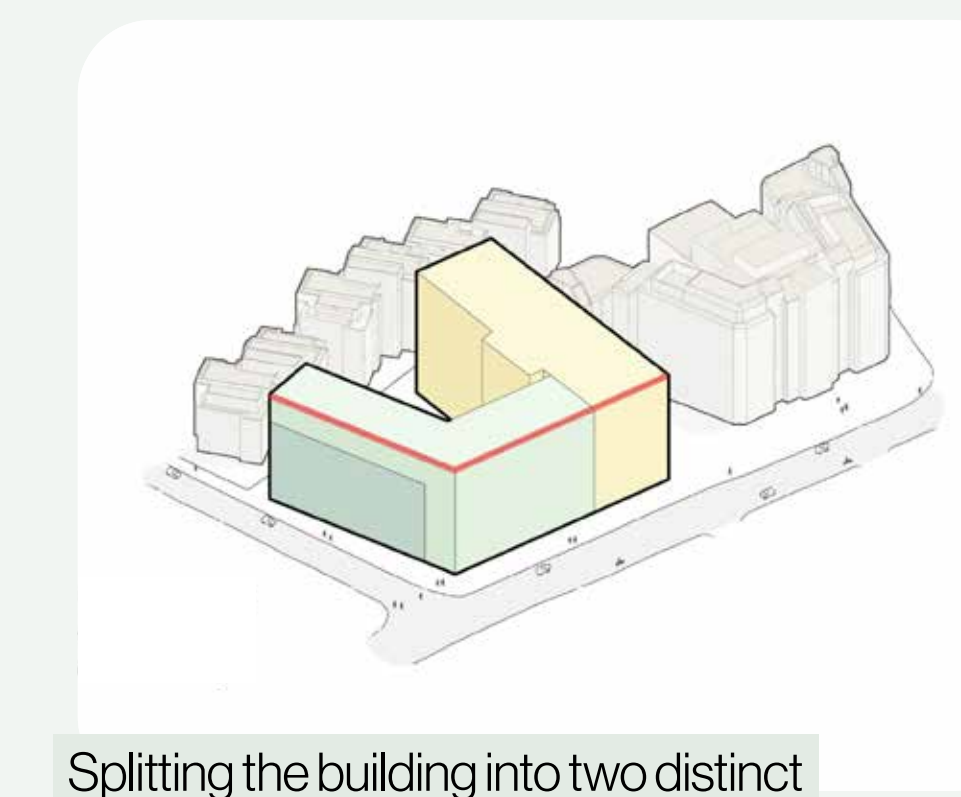
# Our design approach

Our project architect **Allford Hall Monaghan Morris (AHMM)** has developed the proposals based on the key considerations for the local area, as shown in the diagrams below.



- Key routes:** This shows access routes around the future site
- Movement of the sun:** To ensure the new building's impact on our neighbours is minimised
- Neighbours:** To maintain, as far as possible, distances between our closest neighbours on Windsor Way
- Sightlines:** How locals see the building, and key vantage points
- Uses:** Where the hotel and new office spaces will go

Our emerging designs will deliver a high-quality, sustainable building which reflects the rich character of Hammersmith. The new building will create a new hotel on the western side, with office space, including research and development lab space, on the eastern side.



## We propose to do this by:

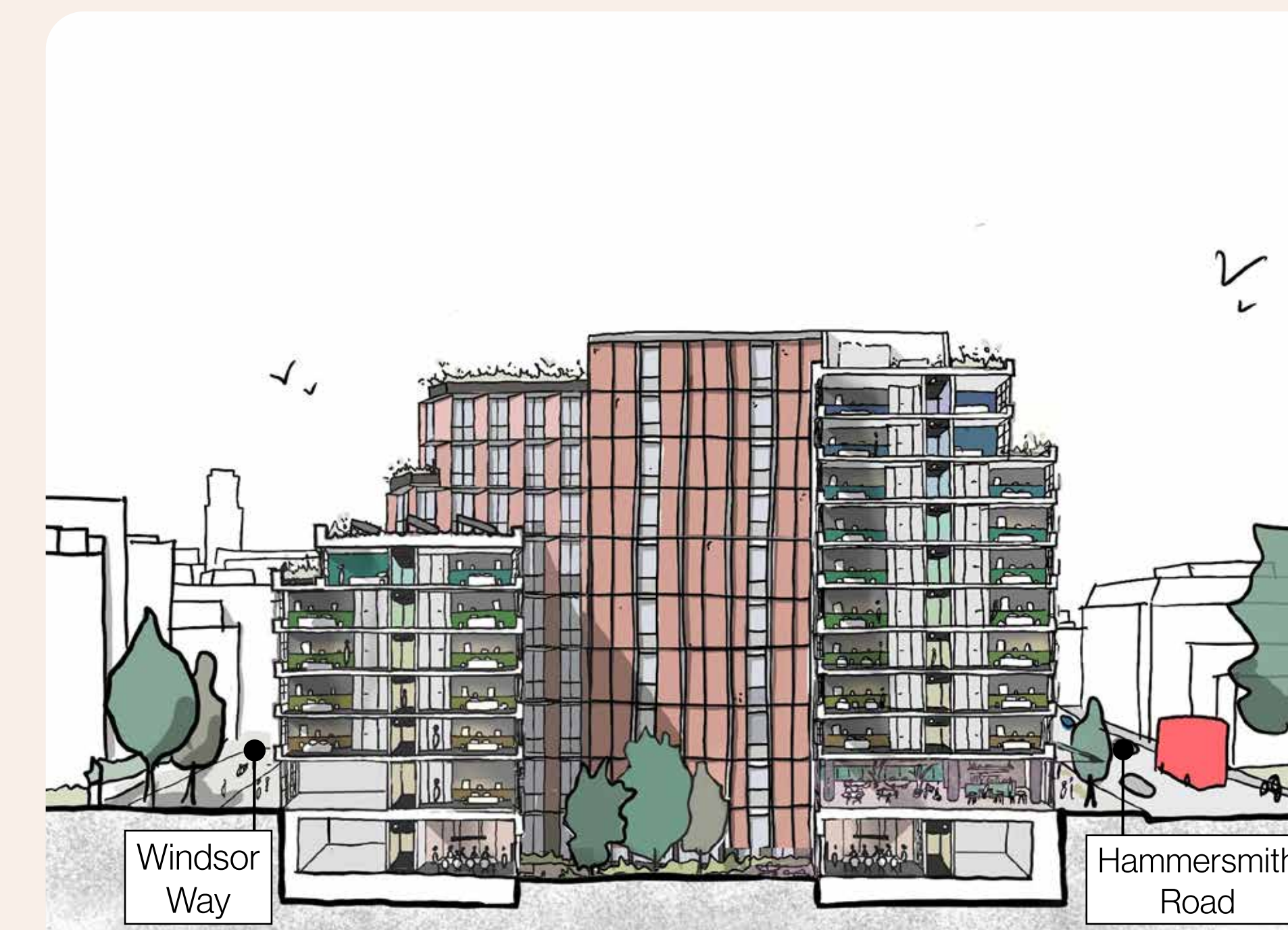
- Replacing a mostly vacant 1980s office building with a modern, sustainable and beautiful building in fitting with local architecture
- Activating the street level with new entrances and a new restaurant/café on the ground floor of the hotel
- Designing a building which respects our neighbours and local landmarks

- Improving and increasing public space on Hammersmith Road
- Minimising embodied carbon release by reusing part of the structure of the building
- Keeping the building to 9 and 10 storeys, an increase of only 3 from what is currently there

## Sensitive design

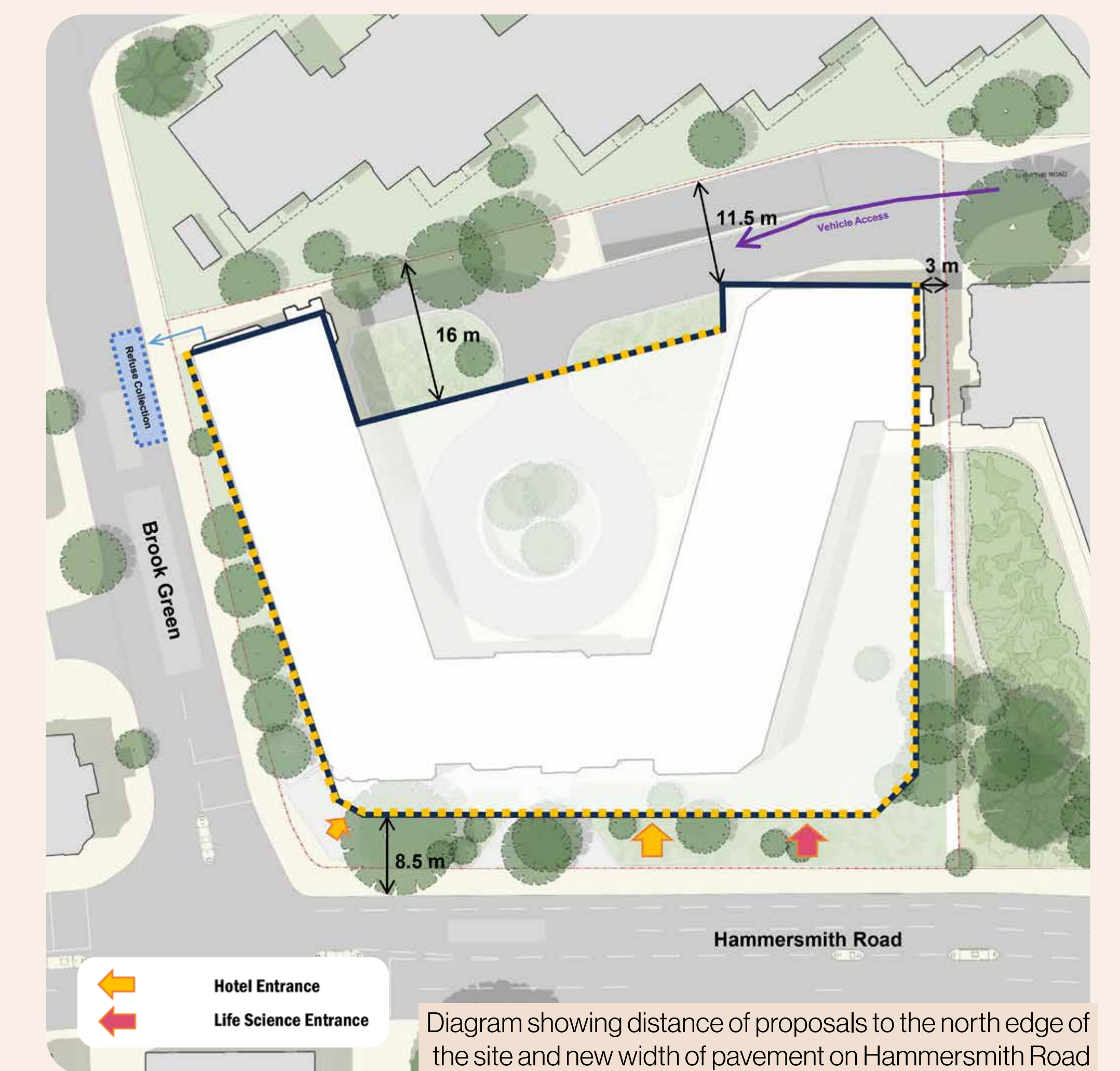
To enable both the hotel and office/research uses in the new building we are proposing a modest height increase from 7 storeys to 9 on life science offices, which equates to 10 storeys for the hotel.

The new building will step down from its highest point along Hammersmith Road to its lowest point of 6 storeys to the back of the site, closer to Windsor Way. We have undertaken early daylight testing to ensure any impacts to neighbouring homes are minimised.



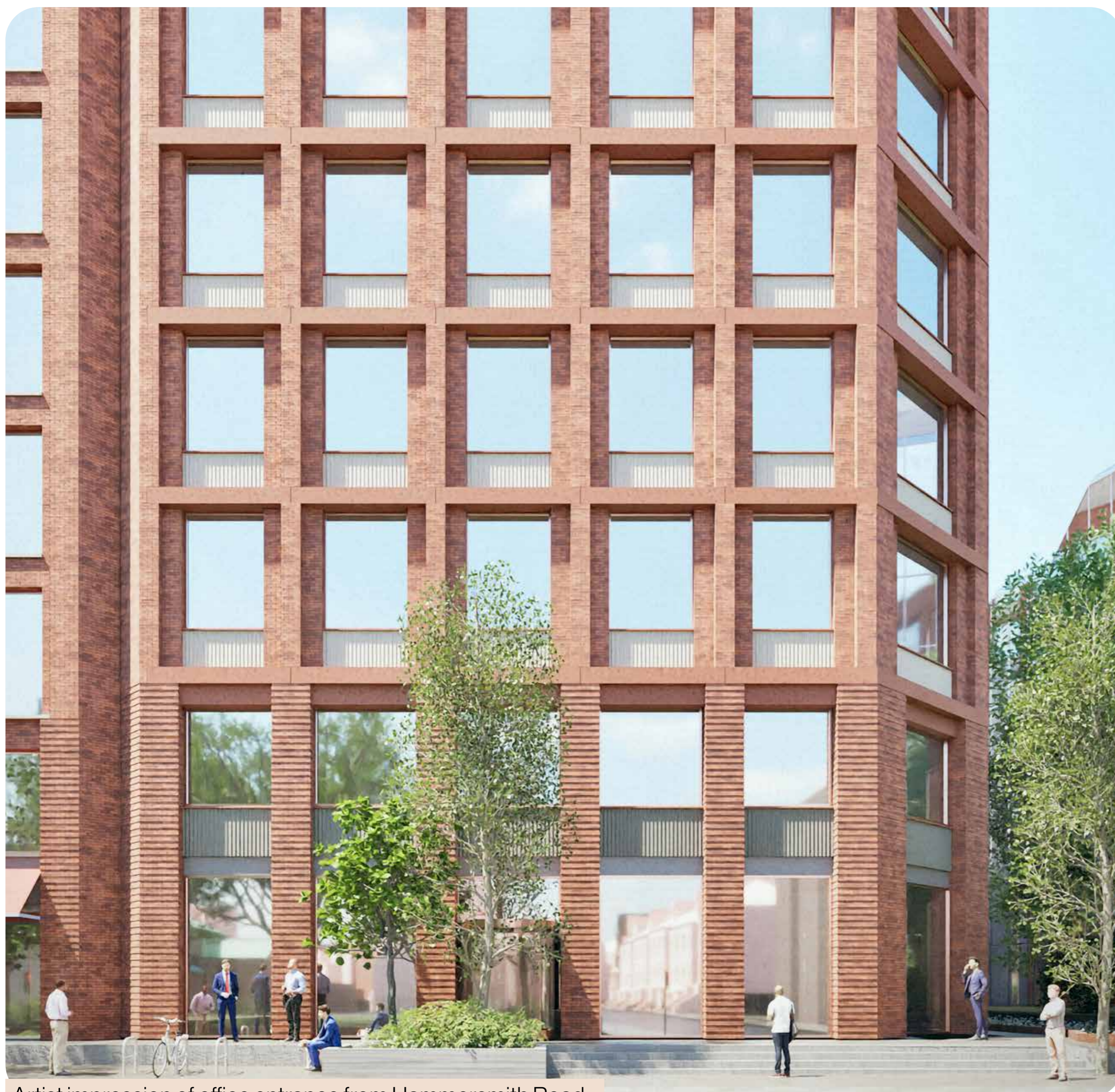
A cut through sketch showing Windsor Way to the left and Hammersmith Road on the right of the image

The new part of the building to the north and closest to Windsor Way will contain hotel rooms and 'back of house' at ground level. The proposals are designed to maintain distance to our residential neighbours.



# Attracting new investment

**We are proposing to provide state-of-the-art new office and lab space for research and development.**



Artist impression of office entrance from Hammersmith Road

## High-quality laboratory and office space

**There is an ever-growing demand for purpose-built office space that can accommodate the needs of those working in the life sciences sector.**

- Many of the vacant office spaces in Hammersmith, including this site, are outdated and do not meet the standard required.
- The UK Government is investing over £500m into the life sciences sector, but these new and growing companies need space to operate in.
- Much of the space currently available is not up to standard or poorly retrofitted from older offices.
- Imperial College London is based in the borough and creates a need for purpose built offices of this type.

## Growing demand for research and development

- Hammersmith and Fulham is home to one of the fastest growing clusters of this type of business in London.
- Our proposals will support the growth of West London as a Knowledge Cluster for life science and the White City Innovation District, helping to drive investment into Hammersmith & Fulham.



# A new hotel and restaurant

**Our proposals will turn the western portion of the building into a high-quality hotel with a new restaurant spilling out onto the landscaped pavement on Hammersmith Road.**



**This new hotel will reuse the retained portion of the old building with two smaller infill blocks forming a new courtyard at the heart of the site.**

The hotel is proposed to provide about 430 new rooms, a gym, meeting rooms, conferencing facilities, a 24/7 staffed reception area and new café/restaurant with outdoor seating.

It will transform the streetscape on Hammersmith Road, creating activity, turning an un-loved and sometimes negative space into a modern vibrant street and making it feel welcoming and safe.

Artists impression of hotel entrance from Hammersmith Road

## A redeveloped Olympia

- Attracted 3 million visitors a year before its redevelopment
- It will reopen in 2026 and is expected to attract an additional 9 million visitors a year to a new conference centre, exhibition halls, offices and theatre as well as extensive shops and restaurants
- The new demand from Olympia and other attractions means our hotel won't compete with Hammersmith town centre hotels, whilst under-provision of hotel space drives demand for local Airbnb style accommodation in private homes and flats

## Growing demand for hotels in the area

**We have done extensive research in the area to understand the supply and demand and ensure this is a successful location for a new hotel.**

Locally, hotels have shown very strong recovery since Covid, with occupancy in 2023 almost reaching 2019 levels, despite the change in working patterns.

We expect demand locally to grow as nearby development projects finish building in the coming years.

# Landscape

**Our proposals present an opportunity to revitalise this unloved corner of Brook Green.**



## We want to:



Repair the street scene



Plant new trees



Improve biodiversity and landscaping



Create all new public spaces



Protect existing trees where possible

## We will do this through a landscape-led approach creating and improving a wide variety of spaces:

### 1 Hammersmith Road

- A new 8.5m wide pavement is landscaped with all new diverse planting and trees
- Seating and café chairs from the hotel spill out into the area, creating a new spot to stop and socialise
- Wide pavement creates a focal point on corner of entrance to hotel lobby



### 2 Brook Green

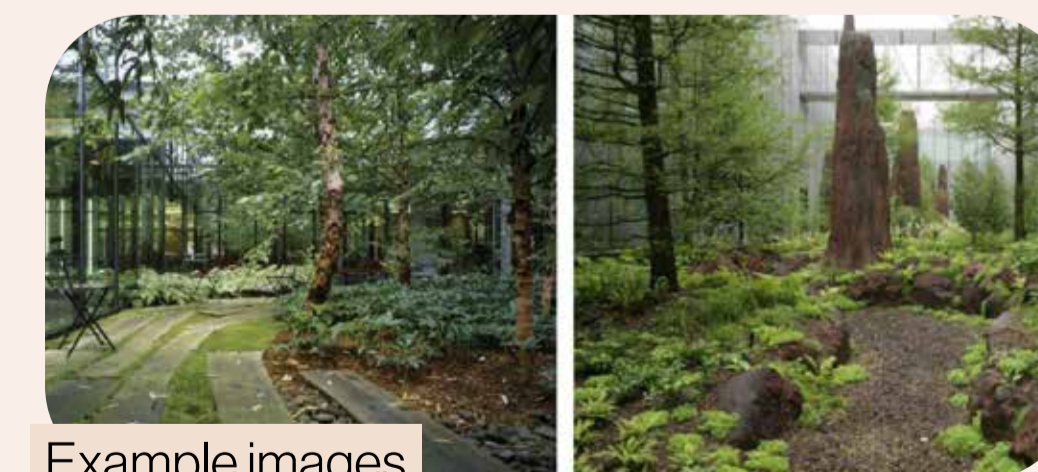
- We will protect trees on Brook Green which extend from the green of the local park all the way to Hammersmith Road
- Lower ground planting will be improved, creating space for new species and more beautiful landscaping



Example image

### 3 Courtyard

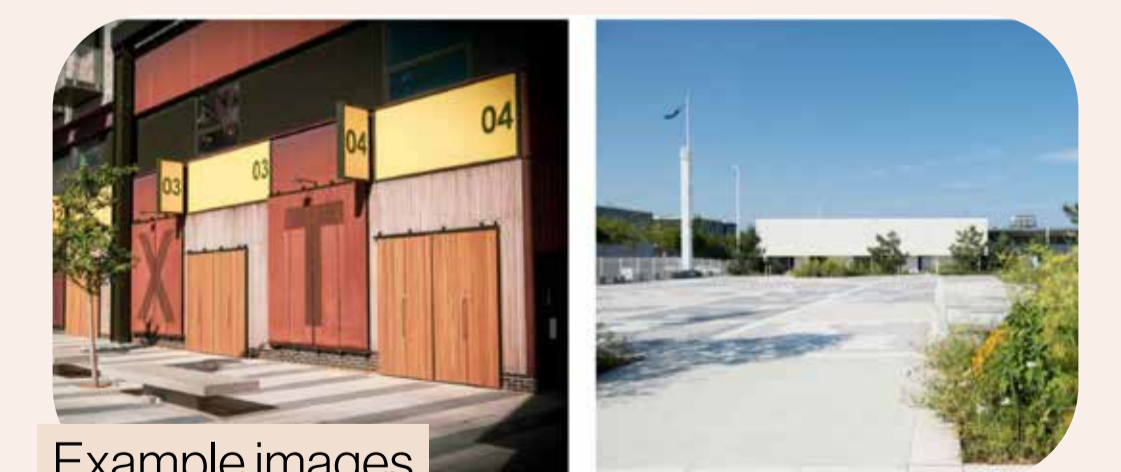
- A new lush, green sunken courtyard will provide rich biodiversity and a visual 'green heart' to the development
- A wide variety of trees and shrubs will be planted, including mature trees reaching up to the higher floors, creating a point of interest for all users of the building



Example images

### 4 Planted Yard

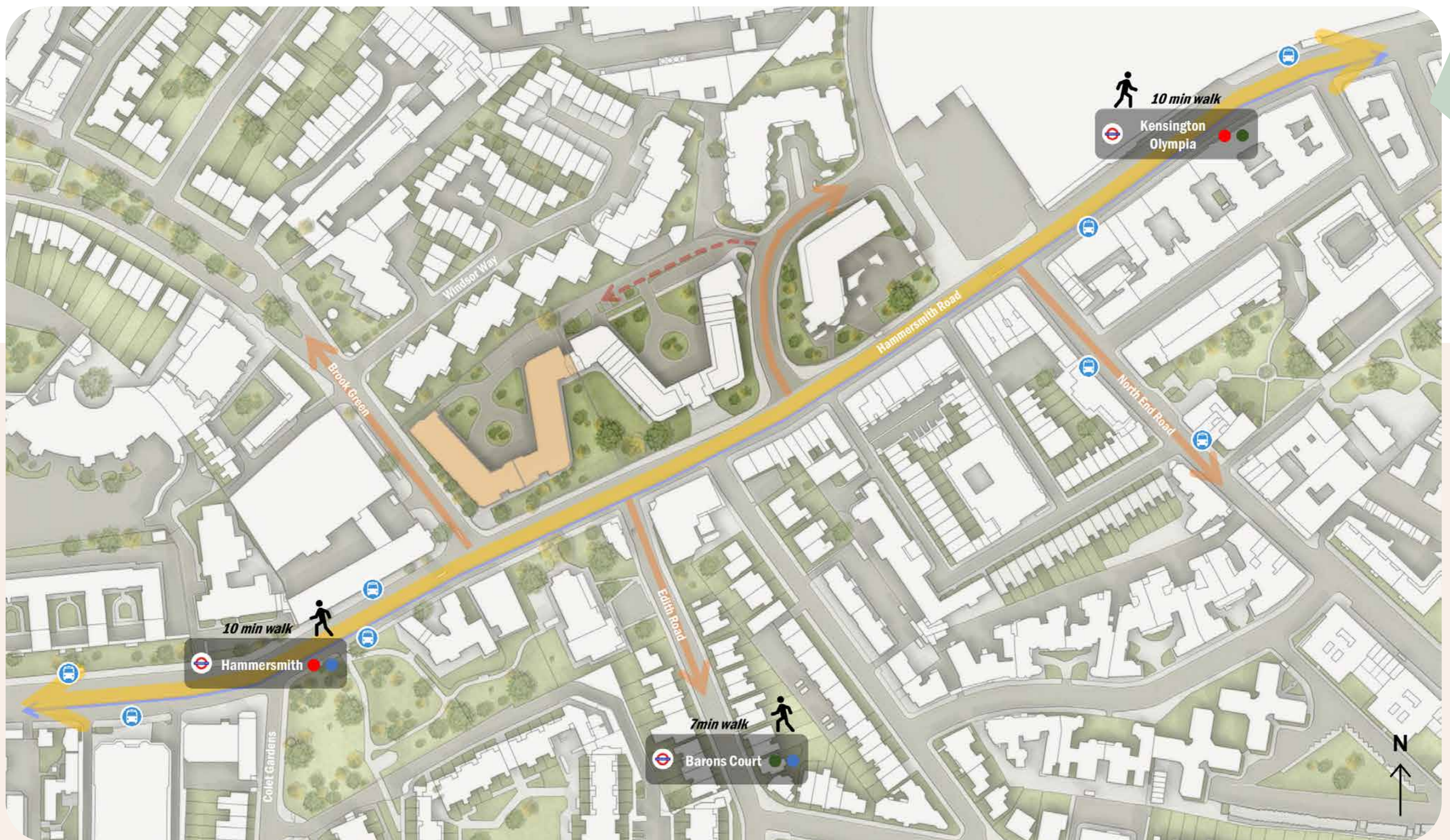
- To the north we will protect and enhance the trees and planting on the boundary with our closest neighbours
- The trees will continue to act as a green screen to this 'back of house' area for servicing
- Enhanced planting including along the boundary wall will improve biodiversity and air quality



Example images



# Transport and servicing



## Promoting sustainable travel

**Our scheme aims to encourage sustainable and active forms of travel. The site is conveniently located within walking distance of good public transport links, with Barons Court, Hammersmith, and Kensington Olympia stations all accessible in under 10 minutes.**

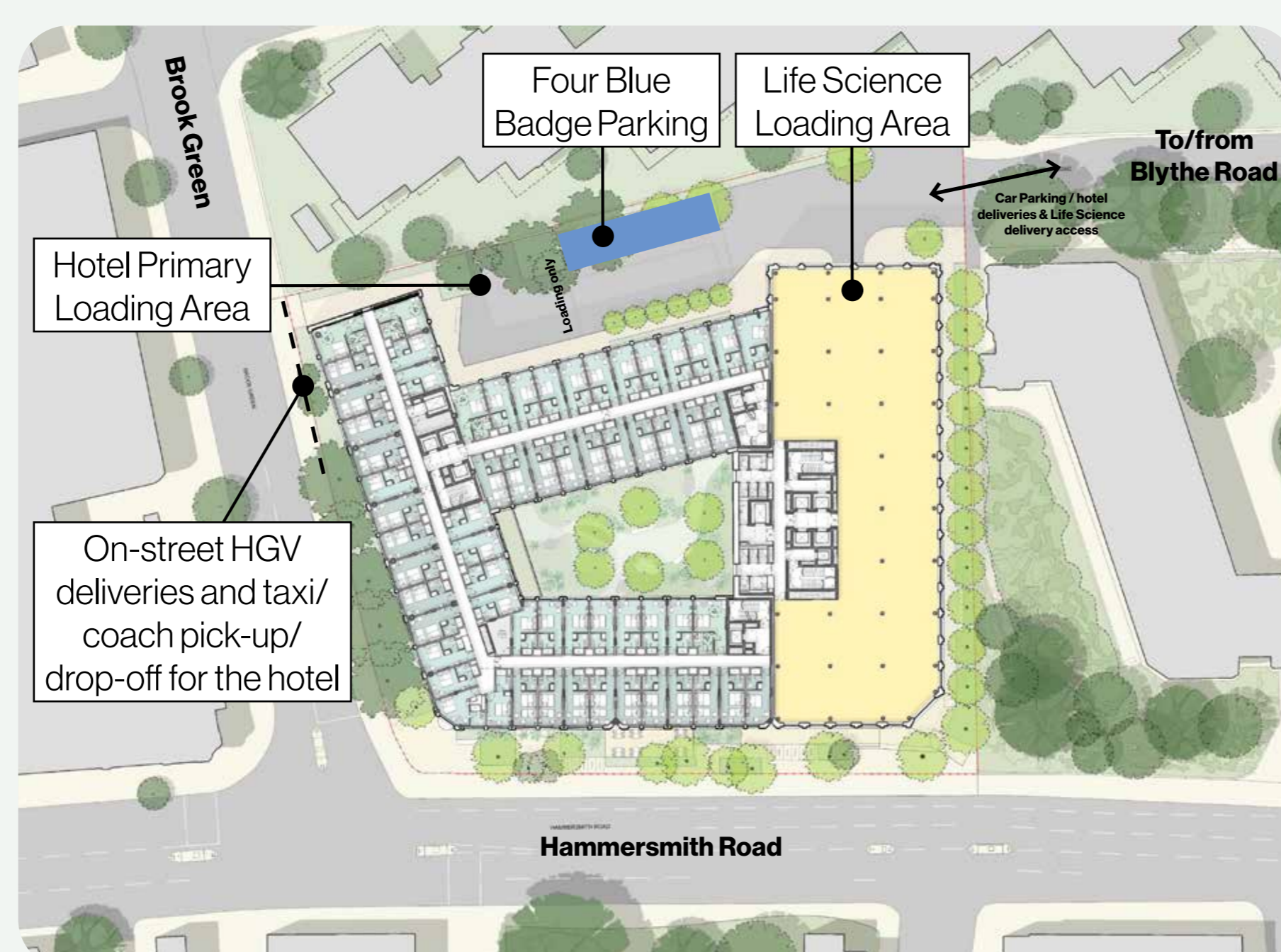
Segregated cycle lanes flow in both directions on Hammersmith Road. Our proposals include secure basement cycle storage that will be accessible from the rear private road. The site falls within a Controlled Parking Zone with parking restrictions in place during the day.

An exception to what is otherwise a car-free proposal is the provision of disabled parking bays at ground floor level.

## Servicing the hotel and offices

All servicing activity for the office building will be on-site via a dedicated loading area. Most deliveries for the hotel will be on-site via a dedicated loading area to the rear.

The proposed development will replace single yellow lines next to the site with a bus and loading bay to accommodate occasional large deliveries, refuse collection and infrequent coach drop-offs.



**HOTEL**  
 ■ Twin  
 ■ Double  
 ■ WAC

## Impact on local traffic

We will remove 103 car parking spaces which is forecast to remove over 400 two-way vehicle trips on the local highway network per day.

The exception to this is increased taxi trips to the hotel and occasional servicing or coach drop-offs on Brook Green. We are working with Hammersmith and Fulham council to minimise the impact of these trips on Brook Green.


# Have your say

## Next steps and how to share your feedback



### Get in touch

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-  [76-80HR@londoncommunications.co.uk](mailto:76-80HR@londoncommunications.co.uk)
-  0800 085 1987



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