



Aerial sketch of the proposed development

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.

Community feedback

At our first consultation events in May we shared early designs with the community and gathered feedback. We've since taken that on board and we're now able to share further detail on development. Feedback from the community on the early plans was positive, with questions on key topics including:



Construction

You want to understand how this will be managed and any disruption minimised



Design, height and massing

Attendees had mixed views with many positive on the proposed architecture and replacing an underused building with something new. Others wanted to find out more about height, design and massing as well as views from local streets



Traffic and servicing

Brook Green residents wanted to understand the impact on local traffic and how the building would be serviced



Landscaping and public spaces

You were very positive on the proposals to improve public space, landscaping and the new restaurant with spill out seating on Hammersmith Road

Today you will be able to:



See how local feedback has been incorporated into the proposals



Find out more about our latest plans



Meet and speak to members of the project team



Share your feedback and help shape the proposals before we submit a planning application

The team

MRP

MRP
Freeholder and developer

**ALLFORD
HALL
MONAGHAN
MORRIS**

AHMM
Lead architect

GERALDEVE

Gerald Eve
Planning consultant

East
architecture
landscape
urban design
east.uk.com

East
Landscape architect

elliottwood

Elliot Wood
Structural and civil
engineer, transport and
sustainability consultant

LCA

LCA
Community engagement
consultants

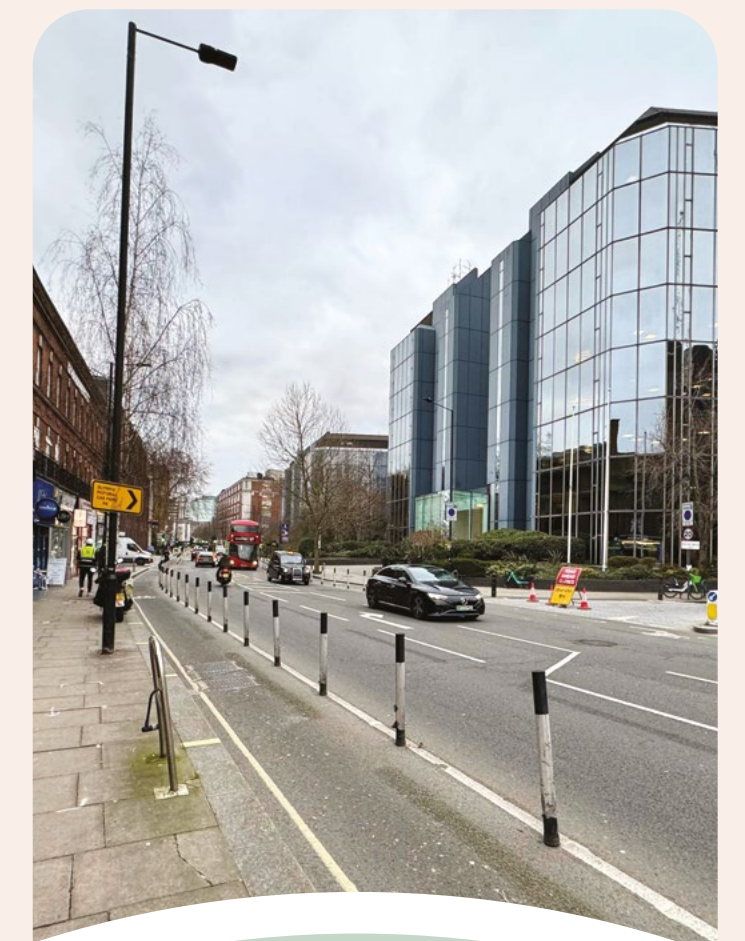
The site

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.



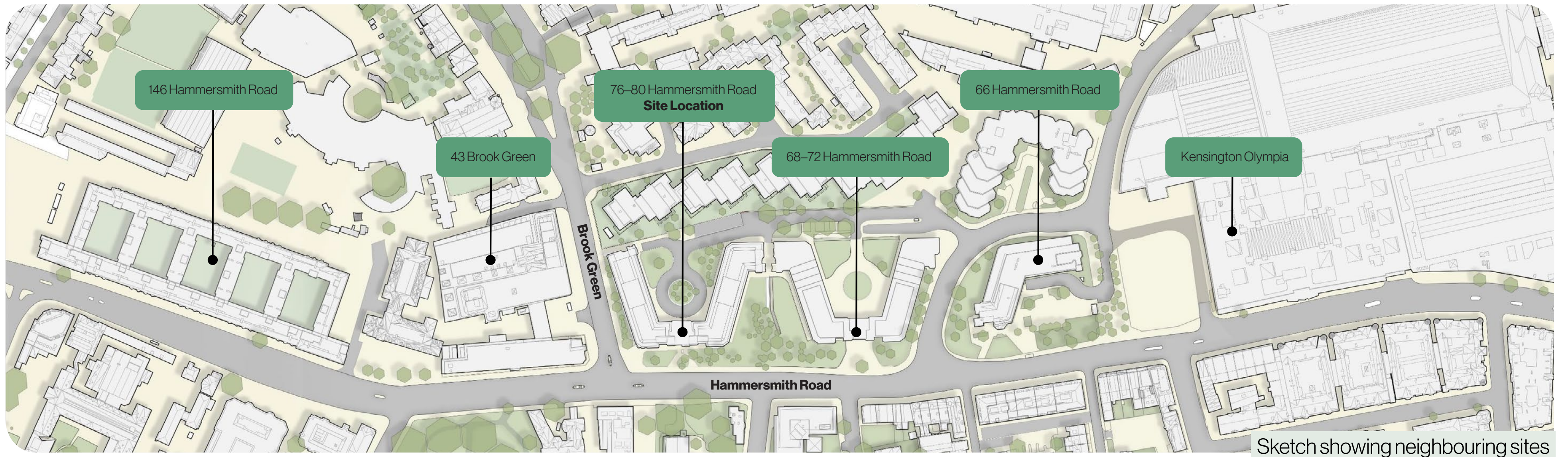
Previous planning application

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

A rich history of business and innovation

The site at 76 – 80 Hammersmith Road has long been used for industry, innovation and hospitality, a history we want to build upon with the proposals for a new hotel as well as office space to facilitate research and development.

Cadby Hall (as the site was formally known) was a major office and factory complex, home to the headquarters of catering company Joseph Lyon and Co for almost a century.



Our site – a timeline

1874 Cadby Hall built

The name originated from Charles Cadby, a piano manufacturer, who purchased 8.5 acres (34,000 m²) of land along the High Road (today named Hammersmith Road) in 1874.

1890

Building taken over by Kensington Cooperative Stores, who carried out further reconstruction and revived the name of Cadby Hall.

1899

Lyons occupied No. 62 Hammersmith Road in agreement with the Kensington Cooperative Stores. The collective block became one of the largest food factories in the country, eventually covering more than 13 acres.

1980s

Site demolished and the glazed office buildings you see today were built.



Home to one of the first computers

As the biggest catering company in the UK at the time employing about 30,000 people, Lyons' was famous for being on the forefront of innovation. In order to minimise administration in the back office they set about building the 'Lyons Electronic Office' aka LEO computer – only the third computer to exist in the country at the time.

The LEO computer was an enormous machine comprising 5,936 valves and 64 mercury memory tubes. Each memory tube was 5ft long and weighed half a ton. It took up 5,000ft² (464m²) of floor space and required 30,000 watts of energy.



Revitalising Hammersmith Road

View looking west



Our proposals will transform 76 – 80 Hammersmith Road from a mostly empty glass office building into a beautiful new mixed use development, providing a high-quality hotel and state-of-the-art office and laboratory space for research and development.

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 designed for research and development across a range of industries, including life sciences.

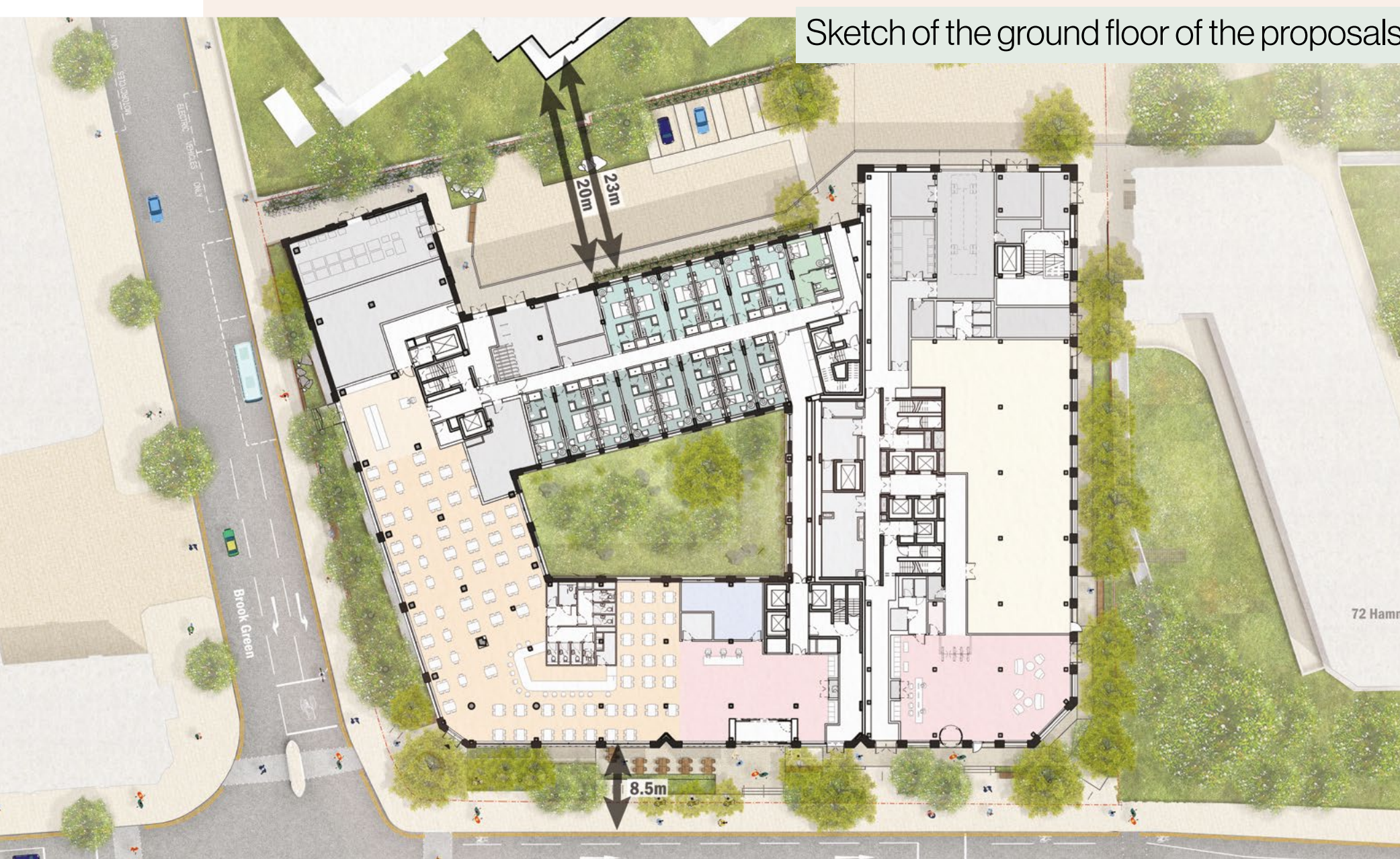
View looking east



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

Sketch of the ground floor of the proposals



Hotel



New office
and lab space



Developing our designs

In May we held public exhibitions to showcase and invite feedback on our early plans for the development of 76 – 80 Hammersmith Road.

Questions on design of the building, heights and massing were one of the most common pieces of feedback received. The information on this board explains how the designs have evolved from this first exhibition by responding to your feedback and continuing to work with Hammersmith and Fulham Council.

A façade inspired by the history of the site

The proposed design is inspired by the Portland stone and red Fareham bricks of Cadby Hall which used to occupy the site.

Our designs take the central expressed columns and double height ground floor illustrated in the left image. These designs in red brick enable the building to 'repair' the previous street line with a building in-keeping with local architecture.



Cadby Hall



The proposed building

Your feedback

You had questions on:

- Views from key local areas
- Rooftop set backs
- The building's relationship with Windsor Way to the north

You were positive towards:

- Modern brick facades
- Taking inspiration from Cadby Hall
- Restoring the street frontages
- Activating the ground floor

Facing Brook Green



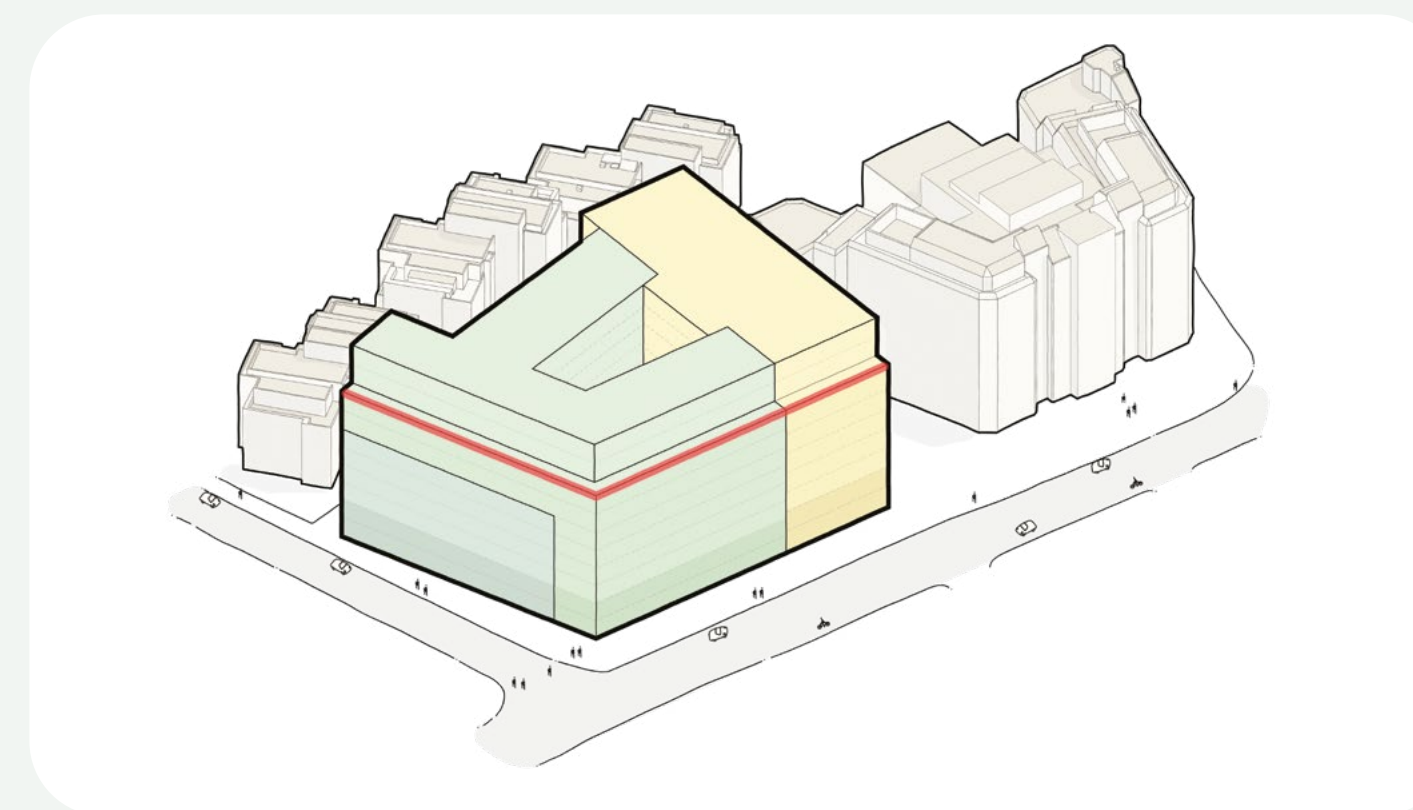
We have updated the designs of the 'flank' section facing Brook Green to reduce any overlooking and reflect the design of Cadby Hall.

Sculpting the building

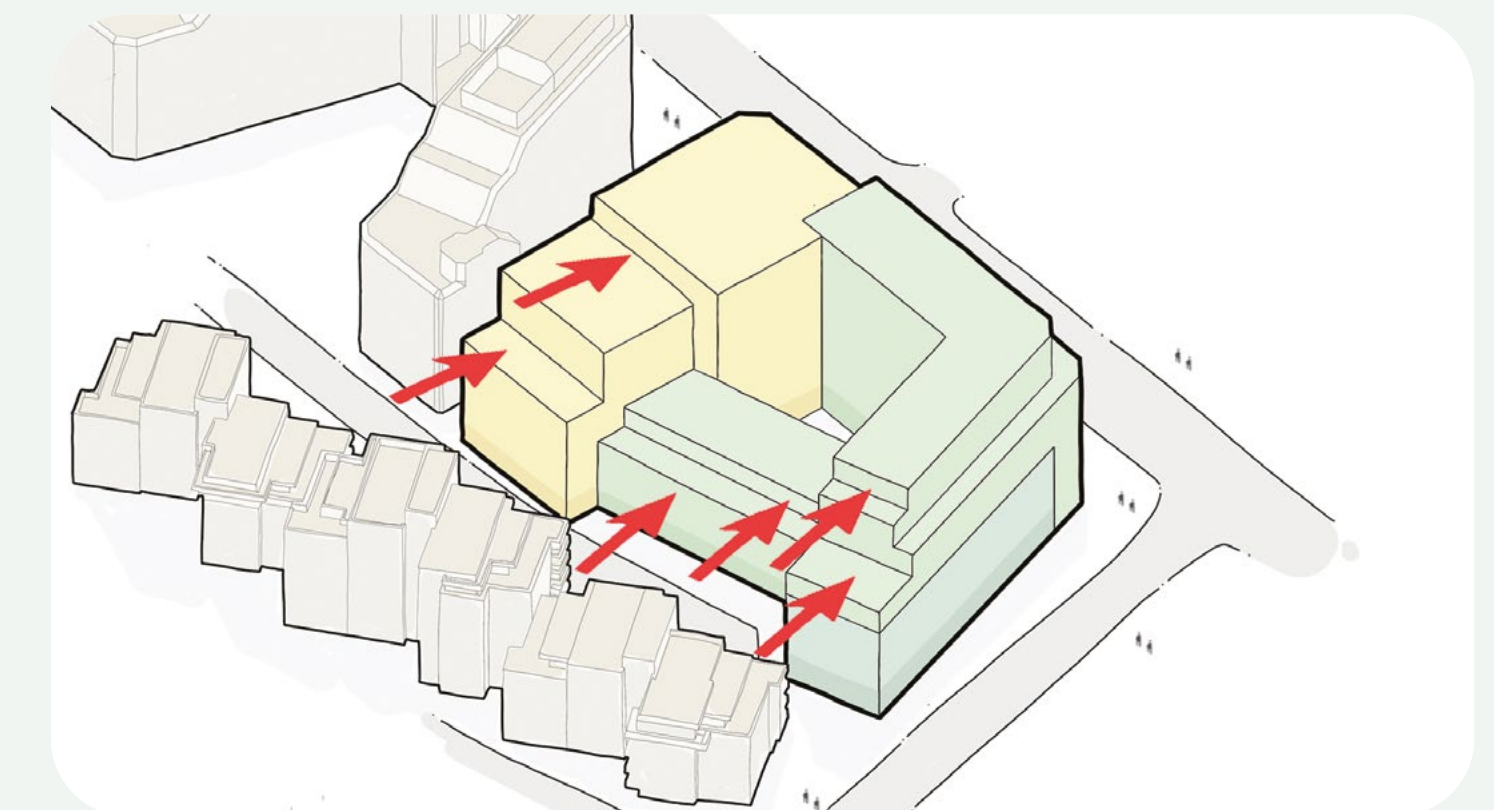
Since our first exhibition, architects Alford Hall Monaghan Morris (AHMM) have been reviewing the shape and form of the building focusing on the top levels.

The result is the set back levels of the top two floors on all sides of the building providing articulation and detail and minimising the visual impact of the building.

The new building will be 10 storeys tall, plus space for machinery, a modest increase on the existing building.



A consistent 'shoulder' height of the building creates a uniform and minimised visual impact on Hammersmith Road in-fitting with neighbouring buildings.



Setback top storeys further reduce visual impact, give shape to the building and maximises light to neighbours.

Designing the sensitive edges

At the first exhibition in May our closest neighbours on Windsor Way wanted to understand how the development would look from their homes.

A new linking block will provide hotel rooms and back of house servicing at ground level. This portion of the building will be significantly lower, at only 6 storeys including setbacks to maximise light to our neighbours and maintain distances between the two buildings.

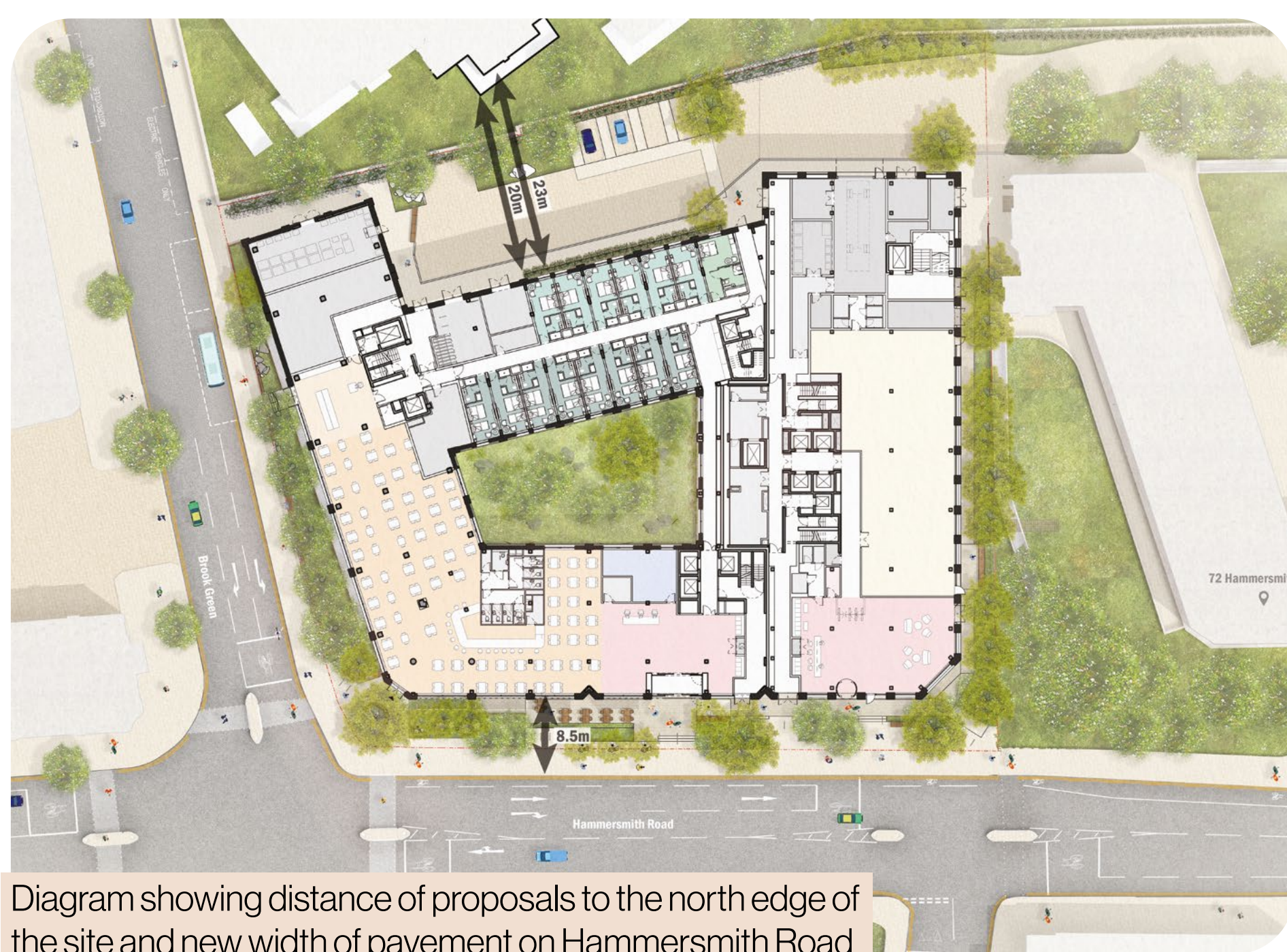


Diagram showing distance of proposals to the north edge of the site and new width of pavement on Hammersmith Road

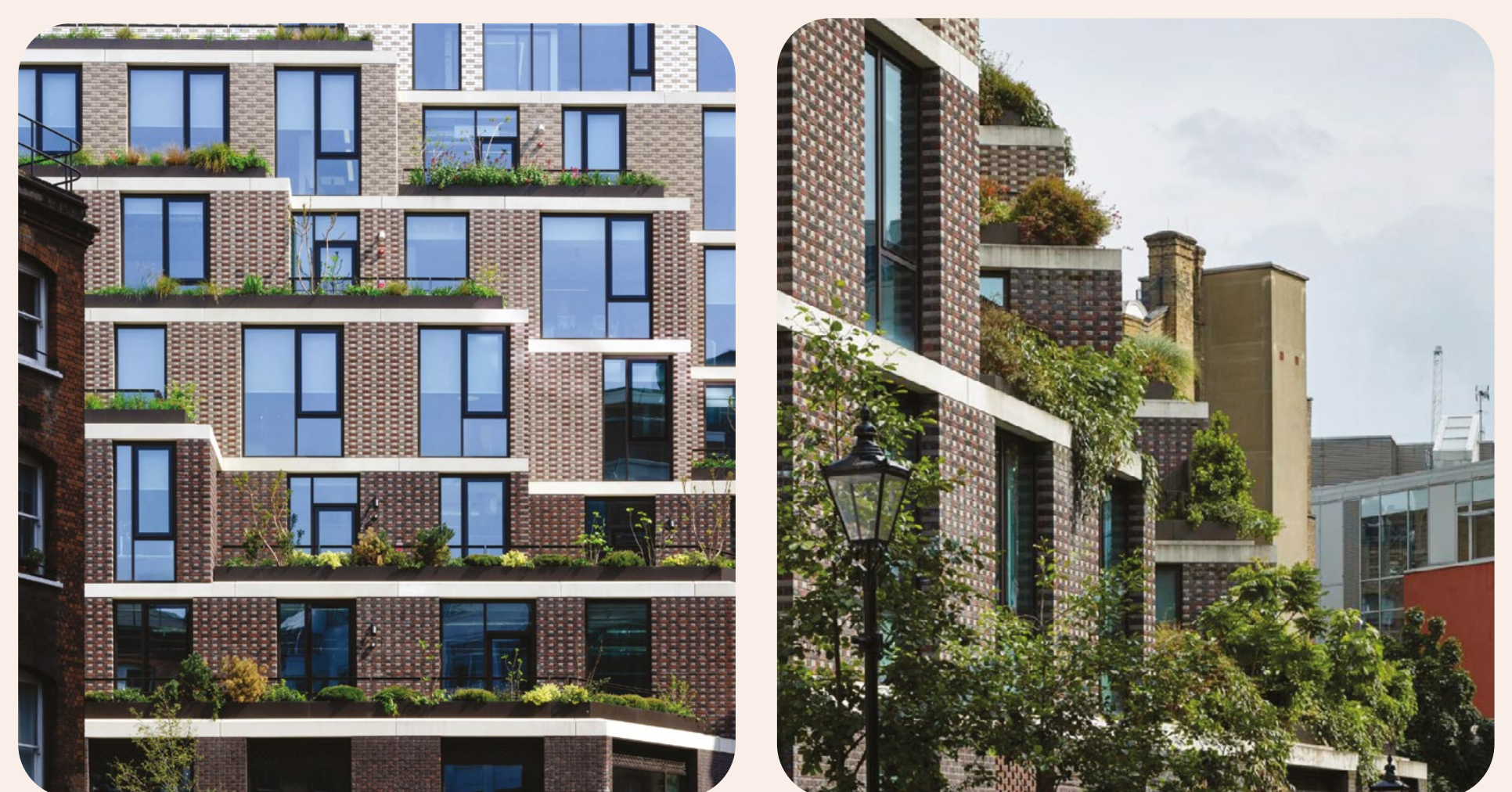
A distance of 20 and 23 metres will be maintained from the new link block to the Windsor Way Estate. The new widened footpath on Hammersmith Road will be 8.5m.



Illustrating the view from Windsor Way



This section diagram shows the Windsor Way on the left and the proposed building on the right viewed from Brook Green.



These two example pictures show another project designed by architects AHMM to illustrate what the building could look like from Windsor Way.

Setback levels create terracing and space for planting at all levels.

Plants on the terraces minimise overlooking from the hotel or office space whilst creating a lush outlook for neighbours.

Landscape

Our proposals present an opportunity to revitalise this unloved corner of Brook Green and Hammersmith Road.

Feedback on the landscape proposals from our first exhibition was overwhelmingly positive with many people remarking the current condition is negative and attracts anti-social behaviour and they avoided the site at night.

By repairing the street scene, creating all new public spaces and increasing foot traffic day and night, the development will bring life back to the area, enhancing natural surveillance and reducing the opportunities for anti-social behaviour.



Sketch view looking along Hammersmith Road

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

- The current pavement is cramped and less than 3 metres wide in some areas
- We will create a new 8.5m wide pavement, landscaped with all new diverse planting and trees creating a new zone between the road and the building
- Seating and café chairs from the hotel spill out into the area, creating a new spot to stop and socialise



Sketch view

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

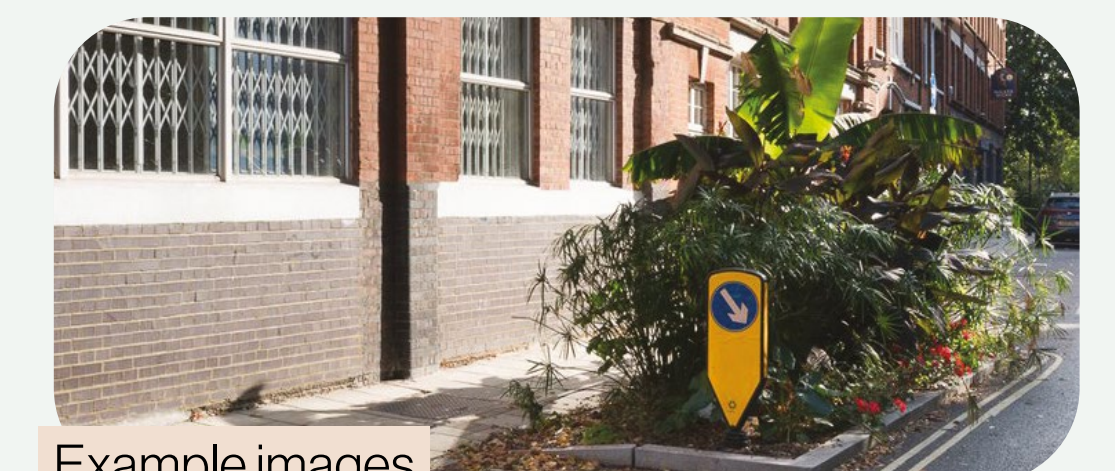
- A new lush, green sunken courtyard will provide rich biodiversity and a visual 'green heart' to the development
- A wide variety of trees and shrubs will be planted, including mature trees reaching up to the higher floors, creating a point of interest for all users of the building



Sketch view

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

Local transport management

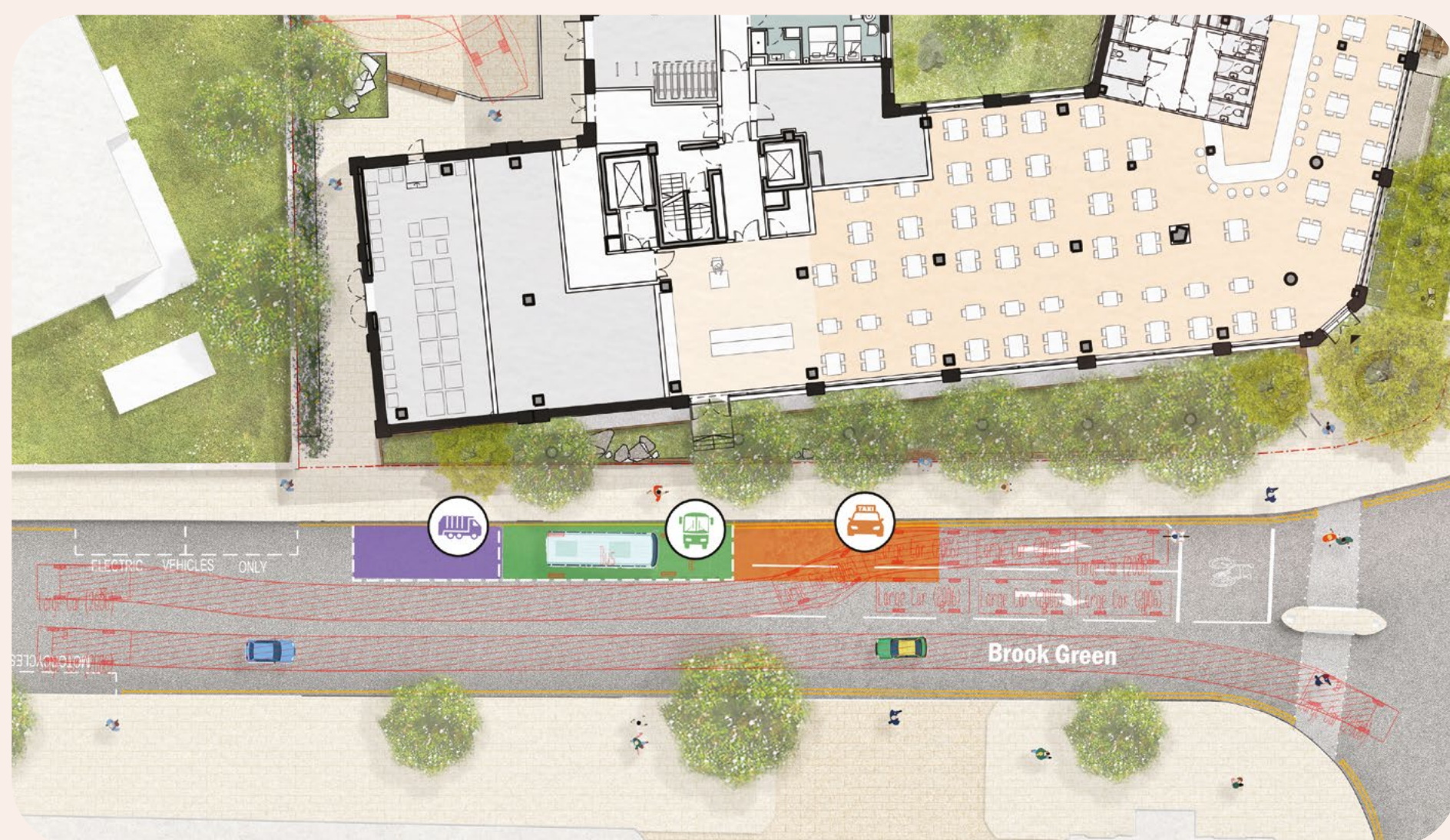
At our first exhibition local residents had questions about impact on local roads and traffic.

You asked about parking, taxis and how the hotel would be serviced.

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 on Brook Green to accommodate occasional large deliveries, refuse collection and infrequent coach drop-offs.

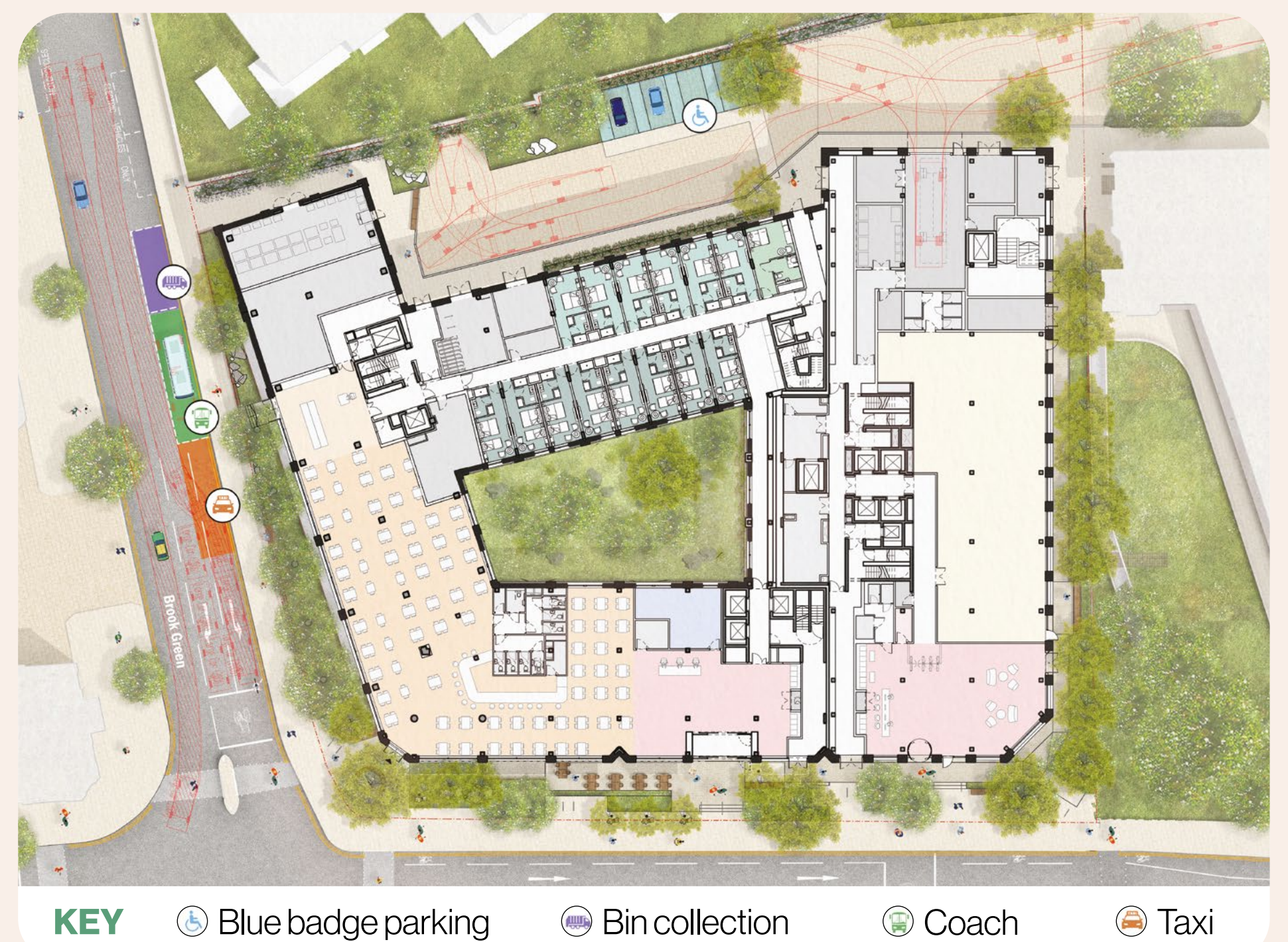


The diagram shows that during peak hour (17:00–17:30), up to four cars can still queue in each lane in front of the proposed bus and loading bay meaning there is no disruption to two-way traffic on Brook Green even if a coach is parked there.

We will remove 103 car parking spaces which is estimated to remove over 400 two-way vehicle trips on the local highway network each day. This will reduce traffic on Brook Green, Hammersmith Road and Blythe Road.

There are some larger vehicles such as coaches and refuse trucks which will need to service the hotel via Brook Green using the proposed bus and loading bay.

Limitations will be placed on times this on-street bay can be used, with most vehicles expected to arrive between 10.00 – 16.00 including coaches.



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.

The proposed public realm works will widen the footpath along Hammersmith Road which will improve the experience for pedestrians in the area.

Our proposals include secure cycle storage that will be accessible from the rear private road. Staff will be provided lockers, showers and changing rooms to encourage cycling as a viable travel option.

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 four disabled parking bays at ground floor level.

Being a good neighbour

Many of you had questions about construction timelines and how we will work to minimise disruption and traffic to neighbours.

Subject to planning approval, construction is estimated to begin onsite in 2025, with anticipated completion late 2027.

We want to minimise impact on nearby residents as much as possible during this time, and will be working with you and the council to set management plans covering demolition and construction as well as traffic during these times.

A responsible contractor



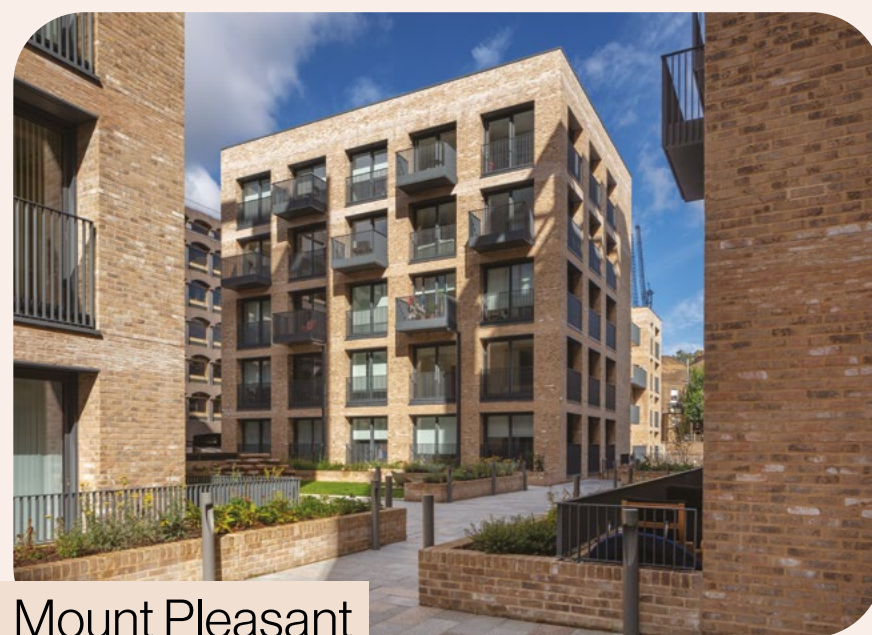
Brentford – info on Considerate Constructors Scheme



Smugglers Way, Wandsworth



Creed Court – St Pauls



Mount Pleasant

The scheme will be delivered by leading Design & Build Contractor, McAleer & Rushe. The contractor has over 50 years of experience working on complex city centre sites, with an award-winning track record for respecting the public and environment.

All of their current projects are registered under the Considerate Constructors Scheme – a scheme designed to help construction companies and hold them accountable for minimising impact on people, and the planet.

We're currently working with M&R to review construction logistics. The construction strategy, including vehicle movements and loading bay locations will be outlined in more detail within the Demolition Management Plan and Framework Construction Logistics Plan that are to be submitted as part of our planning application.

The images to the left show examples of high profile sites where M&R are managing construction, all with close residential and business neighbours.

Managing the site, minimising disruption

We'll agree a demolition and construction management plan with the council to ensure the highest standards of safety, whilst minimising disruption to residents.

Traffic management will be in place for vehicles coming in and out of the site, as well as diversions for those impacted by construction. This will all be outlined in the construction strategy submitted as part of the planning application.

We'll ensure dust is kept to a minimum, using precut materials where possible and ensuring regular cleaning and site maintenance.

Our construction team will be working during set hours* to minimise noise impact:

- Monday to Friday, 8am to 6pm
- Saturday, 8am to 1pm
- At no time on a Sunday or Bank Holidays

We'll provide regular construction programme updates to local residents via a newsletter and will have a telephone hotline and email that people can use if they have any queries or concerns.

*These hours will be agreed with the London Borough of Hammersmith & Fulham.



Have your say

Next steps and how to share your feedback.



Summer 2023

MRP acquires 76 – 80
Hammersmith Road

Spring 2024

Our early plans are shared
for public feedback at our
first exhibition

Summer 2024

Target planning
application
submission date

2025

Work on site begins
(subject to planning
approval)

Winter 2023

Project team assembled
to start design work and
technical studies

June/July 2024

A second phase of
consultation on the
evolved plans following
initial feedback

We are here

Winter 2024

Target date for proposals
to be determined by
Hammersmith & Fulham
planning committee

Late 2027

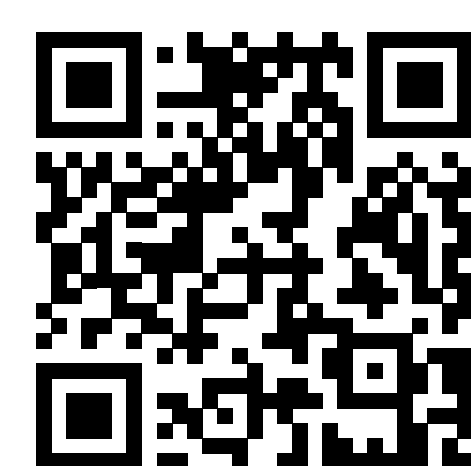
Estimated
completion

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