

Mr Henry Courtier
Pegasus Group
21 Ganton Street
London
W1F 9BN

4th July 2025

Applicant:
227 SBR Limited
C/o Agent

Application Reference: **2025/01160/FUL**

Registered on: **29th April 2025**

**Town and Country Planning Act 1990
Town and Country Planning General Regulations 1992**

FULL PLANNING PERMISSION

Location and Description:

227 Shepherd's Bush Road London W6 7AS

Installation of 2no rooflights above the roof of mezzanine floor rear back addition; erection of a free standing canopy structure to provide cycle storage and provision of additional cycle storage to eastern elevation courtyard (rear) of the building; installation of a new door opening to delivery area; installation of install2no cycle racks at the front (west) elevation of the building.

Drawing Nos: See Condition 2.

Particulars of Decision:

Full planning permission granted subject to the following condition(s):

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

SHE_P01d12c REV D; SHE_P02d12c REV D; SHE_P03d12c REV D; SHE_P08d12c REV D; SHE_P09d12c REV D; SHE_P10d12c REV D; SHE_P12d12c REV D.

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

- 3 The development hereby approved shall be carried out and completed in accordance with the materials details (including colour and finish) specified below:


- New doorway: Metal door.
- Sheffield stands: Metal.

The development shall be permanently retained in accordance with the approved details. Any works of making good to existing elevations shall be carried out in materials to match the elevation to which the works relate.

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

Reason(s) for granting planning permission:

- 1 The proposal hereby approved is considered to ensure a satisfactory visual appearance which would preserve the character and appearance of the application building and the surrounding area (including designated heritage assets). Furthermore, the proposal would mitigate against detrimental harm to the amenity of neighbouring occupants and the highway network. In this respect, the proposal would be consistent with Policies HC1, T5 and T6 of the London Plan (2021) and Policies DC1, DC4, DC8, HO11, T1 and T3 of the Local Plan (2018).



Joanne Woodward, Director of Planning and Property, Economy Department
Duly authorised by the Council to sign this notice.

Notes:

This decision is a planning permission under Part III of the Town and Country Planning Act 1990 only. It must not be taken as implying that the Council will grant any other consent, permission or approval that may be necessary in connection with the development, whether under any other statutory powers or in any other capacity.

Refer to the Statement of Applicants' Rights and general information enclosed.

Naming and Numbering of Streets and Buildings:

Where development involves any of the following:

- construction of new building(s);
 - subdivision of existing building(s) into units (eg flat conversions);
 - combination of existing buildings or units;
 - construction or modification of a named street;
 - abolition or stopping up of any part of a named street;
 - any other development necessitating the creation or modification of a postal address;
- then the Custodian of the Local Land and Property Gazetteer must be contacted at the earliest opportunity to ensure that all addresses are lawful and comply with the Council's policies.

Please E-mail: **namingnumbering@lbhf.gov.uk**

or telephone: **020 8753 3030** for advice.

Explanatory notes and an application form are enclosed for your convenience.

**LONDON BOROUGH OF HAMMERSMITH AND FULHAM
TOWN AND COUNTRY PLANNING ACT 1990**

STATEMENT OF APPLICANTS' RIGHTS

arising from the grant of planning permission subject to conditions

1 An applicant aggrieved by the accompanying decision may appeal to the Secretary of State in accordance with Section 78 of the Town and Country Planning Act 1990. An appeal must be made by Notice served within six months of the date of this notice.

The Secretary of State has the power to allow a longer period for the giving of notice of appeal but will not normally be prepared to exercise this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State is not required to entertain an appeal if it appears to him that permission for the proposed development could not have been so granted otherwise than subject to the conditions imposed by them, having regard to the statutory requirements, to the provisions of the Development Order and any Direction given under the Order.

2 If permission to develop land granted subject to conditions, whether by the local planning authority or by the Secretary of State, and the owner of the land claims that the land has become incapable of reasonably beneficial use in its existing state, and cannot be rendered capable of reasonably beneficial use by the carrying out of any development which had been or would be permitted, then a Purchase Notice may be served on the Council of the London Borough of Hammersmith and Fulham requiring that authority to purchase the owner's interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.

3 In certain circumstances, a claim may be made against the local planning authority for compensation, where permission is refused, or granted subject to conditions by the Secretary of State on appeal or on a reference of the application to him. The circumstances in which such compensation is payable are set out in Section 108 of the Town and Country Planning Act, 1990.

4 Any appeal must be made on the appropriate forms, which can be obtained by post from:
The Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN
or from the Inspectorate website at: <https://www.gov.uk/appeal-planning-decision>
Telephone: **0117 372 8000**

GENERAL INFORMATION

The granting of planning permission does not relieve developers of the necessity for complying with any local Acts, the Building Regulations and general statutory provisions in force in the area, nor does it modify or affect any personal or restrictive covenants, easements etc, applying to or affecting either the land to which the permission relates or any other land or the rights of any persons or authorities (including the Council of the London Borough of Hammersmith and Fulham) entitled to the benefit thereof or holding in the property concerned in the development permitted or in any adjoining property.

The Council's Building Control Officer should be consulted at the earliest possible opportunity before commencing the development with regard to the provisions of the Building Regulations and/or other statutes.

Further, applicants are advised that the granting of planning permission does not authorise any development which may encroach upon a public highway and, in the event of such an encroachment, the Council may take such action as is appropriate to secure the removal of that part of the development which encroaches upon the public highway.

The Council's Highways and Engineering Division should be consulted as to any works proposed to, above, under or abutting any carriageway, footway or forecourt.

For all telephone enquiries please call the Council's Corporate Contact Centre on: **020 8753 1081**

**Building Control
BUILDING REGULATIONS
APPROVAL**



Now you have planning permission, it's time to get your building regulations approval.

We have an expert team in-house to help you through the process.

Visit our website at www.lbhf.gov.uk/building-control

Call our duty officer on 020 8753 3387 (Monday to Friday 9.30am - 12.30pm)

Or email us at buildingcontrol@lbhf.gov.uk

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Building Control Service
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Street Naming and Numbering

LONDON BUILDING ACTS (AMENDMENT) ACT 1939 - PART II (AS AMENDED BY THE LOCAL GOVERNMENT ACT 1985) STREET NAMING AND NUMBERING

The Council provides a naming and numbering service for all properties in the borough. It deals with all changes to streets, buildings, houses and units, both residential and commercial.

Under the above Act it is obligatory that streets and buildings are named and numbered through the Council. It is an offence under Section 13 of the above Act to display any name or number which has not been lawfully assigned by the Council.

We Are Here To Help

Please contact us if you are involved in:

- Property Development
- Creating New Properties
- Building Conversions

If you do not have your name/number lawfully assigned by the Council your address may not be recognised and you may experience difficulties with the following:

- Postal Deliveries
- Utilities Connection / Billing
- Obtaining Credit
- Electoral Registration

What Do We Do?

Many problems arise because the Royal Mail does not hold a correct address. Please note that the Royal Mail will only amend their database on the recommendation of the Council so changes of this nature should be directed to us in the first instance. The Royal Mail are, however, solely responsible for the allocation of postcodes.

If a new name or number must be assigned to a street, premises or development then a series of consultations must be carried out with the Metropolitan Police, Fire Brigade, Ambulance Service and the Royal Mail. This is to avoid duplications which may cause confusion and lead to possible misdirection and/or delay of post and emergency services. This process will often take 2-6 weeks to complete.

It is therefore advisable that the naming and numbering of new streets and buildings is applied for well in advance of their occupation to avoid delays to the provision of utilities and other services.

Please note that a fee is charged for this service, calculated according to the number of addresses required.

How To Contact Us

If you are the owner or developer and need to get in touch with the Council, please write to us, or fill out the attached form, and send with a site plan of the property in question indicating the main entrances to:

**Street Naming & Numbering
Transport and Technical Services
Town Hall Extension
King Street
London
W6 9JU**

Or email: namingnumbering@lbhf.gov.uk

For enquiries please phone 020 8753 3030

Street & Building Naming & Numbering Application Form

Applicant Details

Name: _____
Address: _____
_____ Post code: _____
Telephone: _____ Mobile: _____
Fax: _____ Email: _____

Are you the owner of the Property/Site? _____

N.B. If the applicant is **NOT** the freeholder of the property/site, please ask the freeholder to apply or alternatively attach a letter (with appropriate signatures) confirming that the applicant is acting on behalf of the freeholder.

Existing Address (If Applicable)

Address: _____
_____ Post code: _____

Proposed Address/ Street for (Re) Naming & Numbering

Note: Preference will always be given to names that have a historical or local relevance.

Address(s): _____

Please continue on a separate sheet if necessary

Planning application number? _____ When did building commence? _____

Historical Relevance And/or Reason for Change Please detail on which grounds you wish us to name/rename. Are there historical connections to the name(s)?

N.B. A site plan is required – this need only be a site outline indicating main entrances.

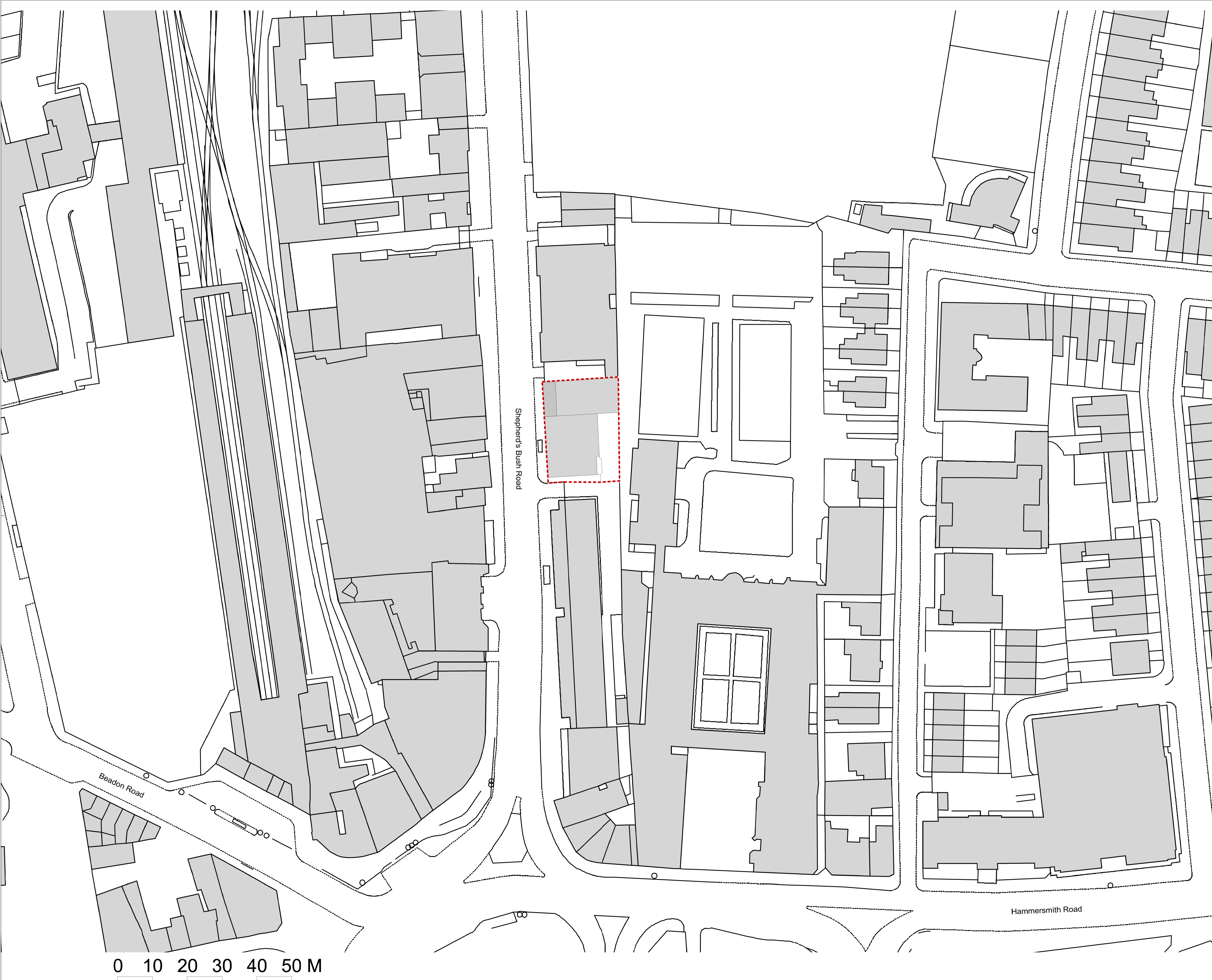
Applicant Signature _____ **Date** _____

Please wait for council approval before printing stationery or erecting name plates.

Please return the completed form along with any information you feel may support your request to:
Street Naming & Numbering, Hammersmith Town Hall Extension, King Street, W6 9JU

Tel: **020 8753 3030** or Email to: namingnumbering@lbhf.gov.uk

Please note that a fee is charged for this service, calculated according to the number of addresses required.



LEGEND

site area

ALL DIMENSIONS TO BE CHECKED ON SITE

© ALL COPYRIGHTS RESERVED

project

client

title

status

scale

date

drawn

no.

m 0 10 20 30 40 50

NORTH

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Conversion to residential
 227 Shepherds Bush Road
 London W6 7AS

227 SBR Ltd
 London, UK

Site Location Plan

planning only	
	1:1000 @A3
	1:500 @A1
	17.04.2025
	I.lezzi

SHE_LOC3

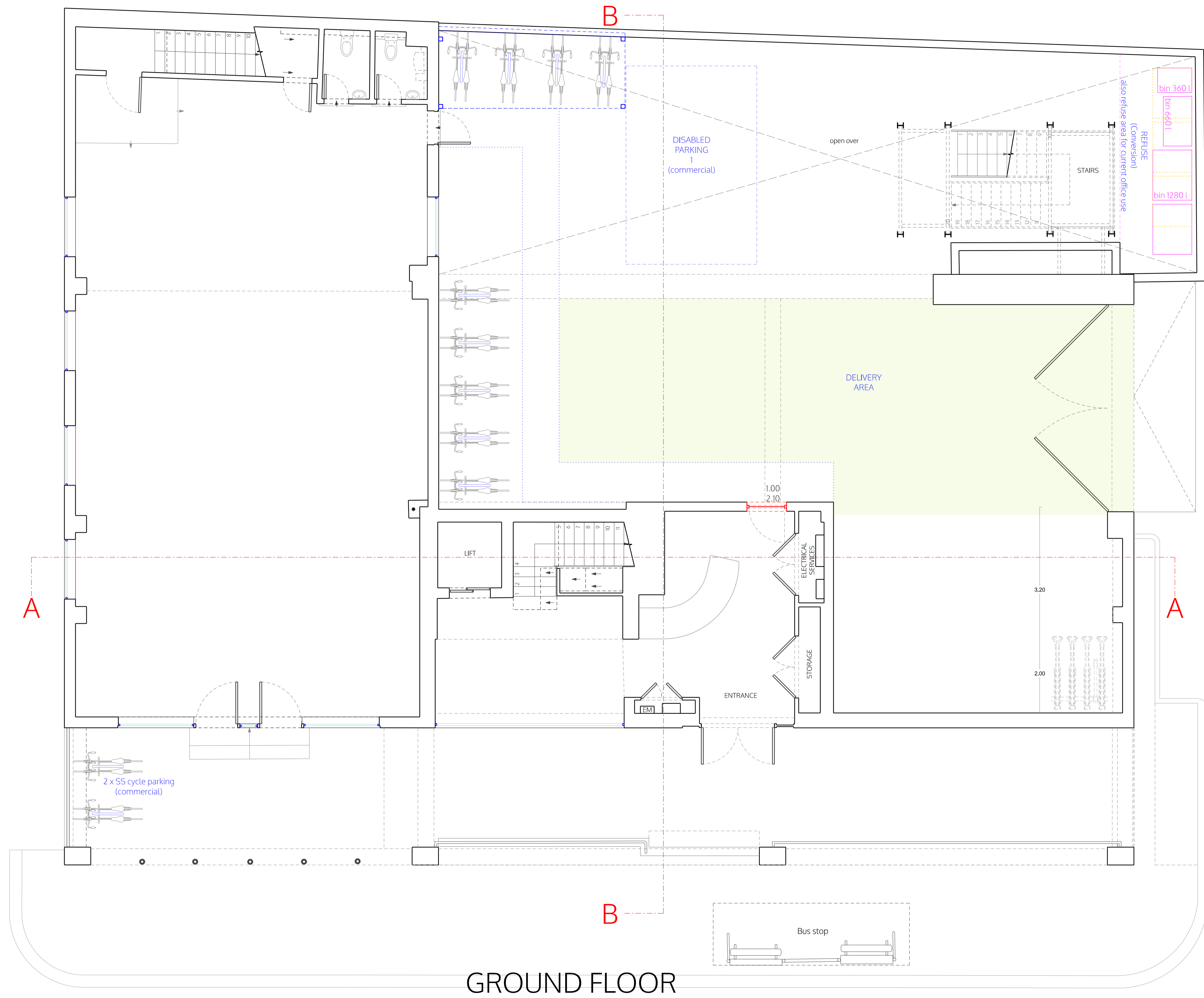
0 10 20 30 40 50 M

SITE LOCATION PLAN

Hammersmith Road

Shepherd's Bush Road

Beadon Road



GROUND FLOOR

no. drawn date scale status title client project © ALL COPYRIGHTS RESERVED m 0 1 2 3 4 5 ALL DIMENSIONS TO BE CHECKED ON SITE

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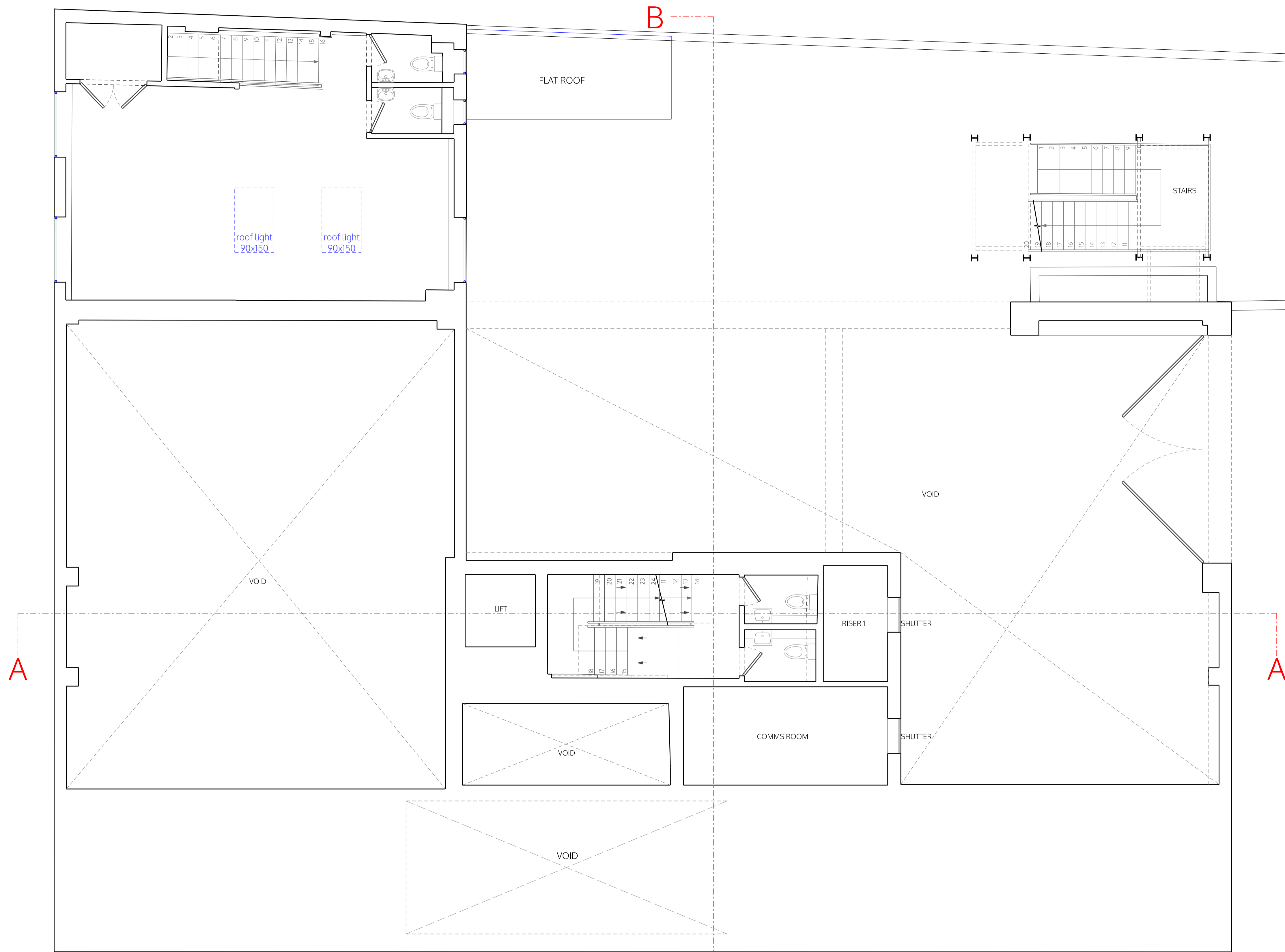
Conversion to residential
 227 Shepherds Bush Road
 London W6 7AS

227 SBR LTD
 London

Ground floor plan
 as proposed
 rev. D = External works

Planning only	
1:100 @A3	1:50 @A1
28.04.2025	
I.lezzi	

SHE_P01d12c



MEZZANINE

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Conversion to residential
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 London W6 7AS

227 SBR LTD
 London

Mezzanine plan
 as proposed
 rev. D = External works

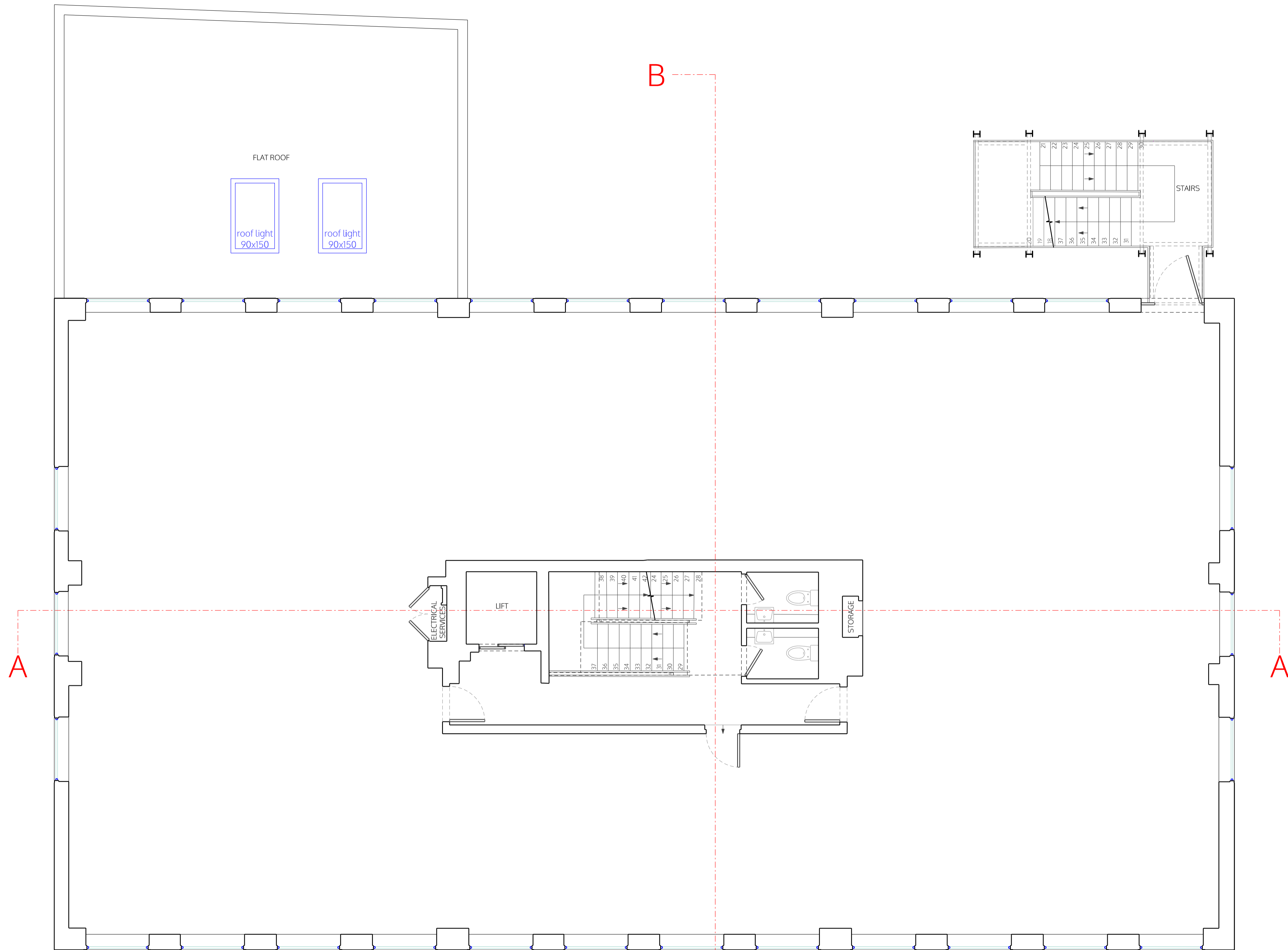
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SHE_P02d12c



FIRST FLOOR

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Conversion to residential
 227 Shepherds Bush Road
 London W6 7AS

227 SBR LTD
 London

First floor plan
 as proposed
 rev. D = External works

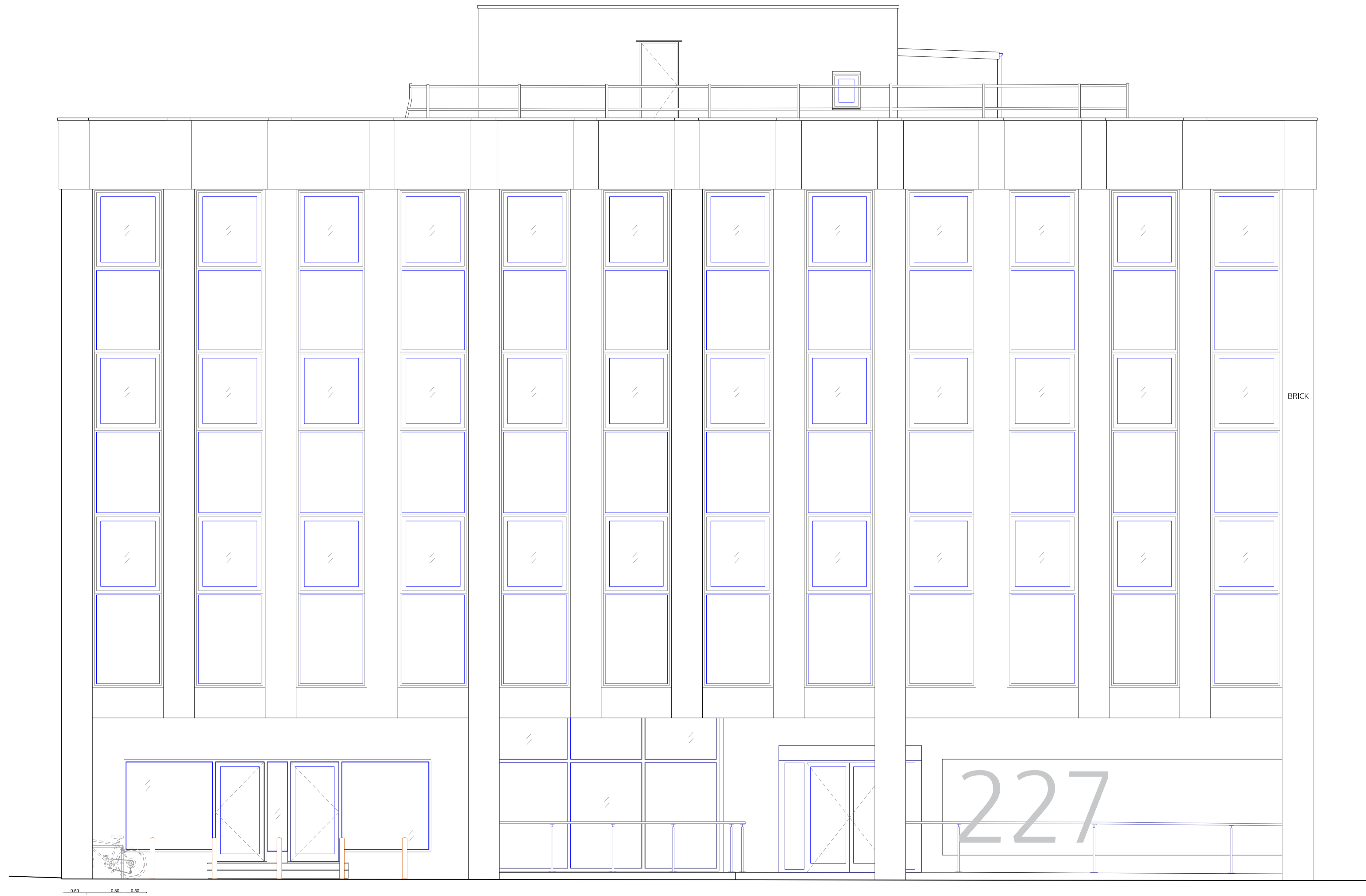
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SHE_P03d12c



FRONT ELEVATION (WEST)

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Conversion to residential
 227 Shepherds Bush Road
 London W6 7AS

227 SBR LTD
 London

Front elevation (West)
 as proposed
 rev. D = External works

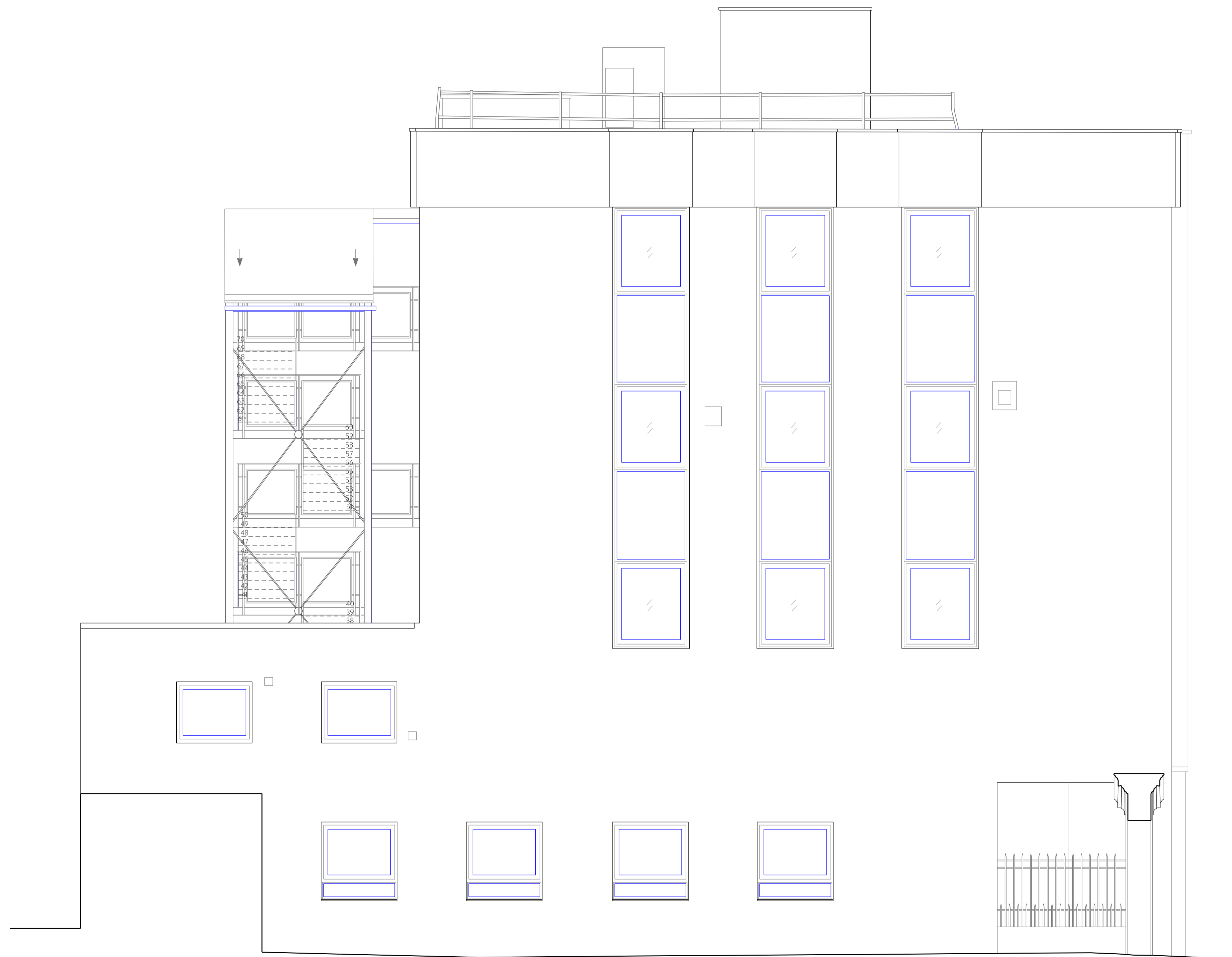
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SHE_P08d12c



NORTH ELEVATION

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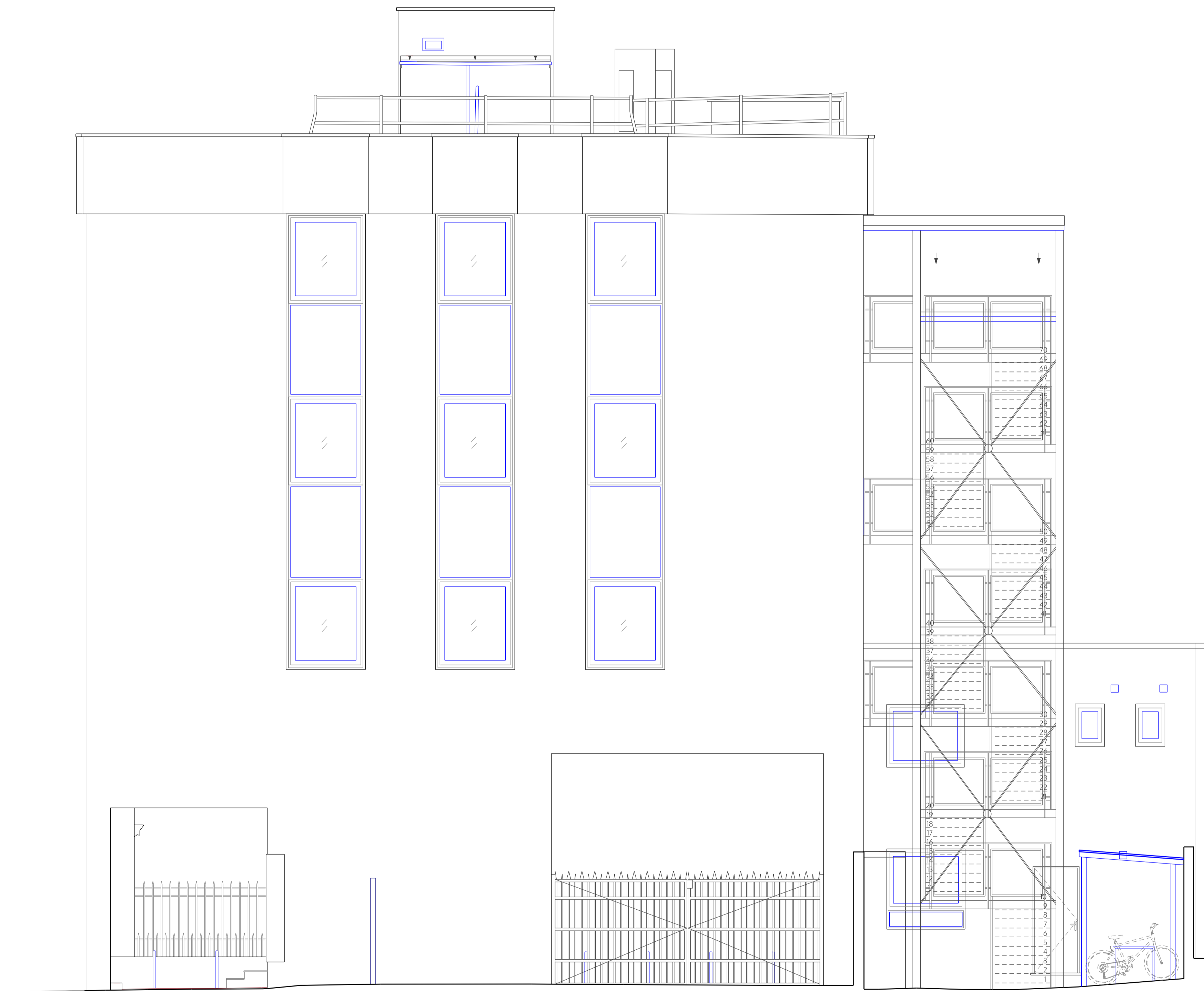
Conversion to residential
 227 Shepherds Bush Road
 London W6 7AS

227 SBR LTD
 London

North elevation
 as proposed
 rev. D = External works

Planning only	
	1:100 @A3 1:50 @A1
	22.04.2025
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SHE_P09d12c



SOUTH ELEVATION

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Conversion to residential
 227 Shepherds Bush Road
 London W6 7AS

227 SBR LTD
 London

South elevation
 as proposed
 rev. D = External works

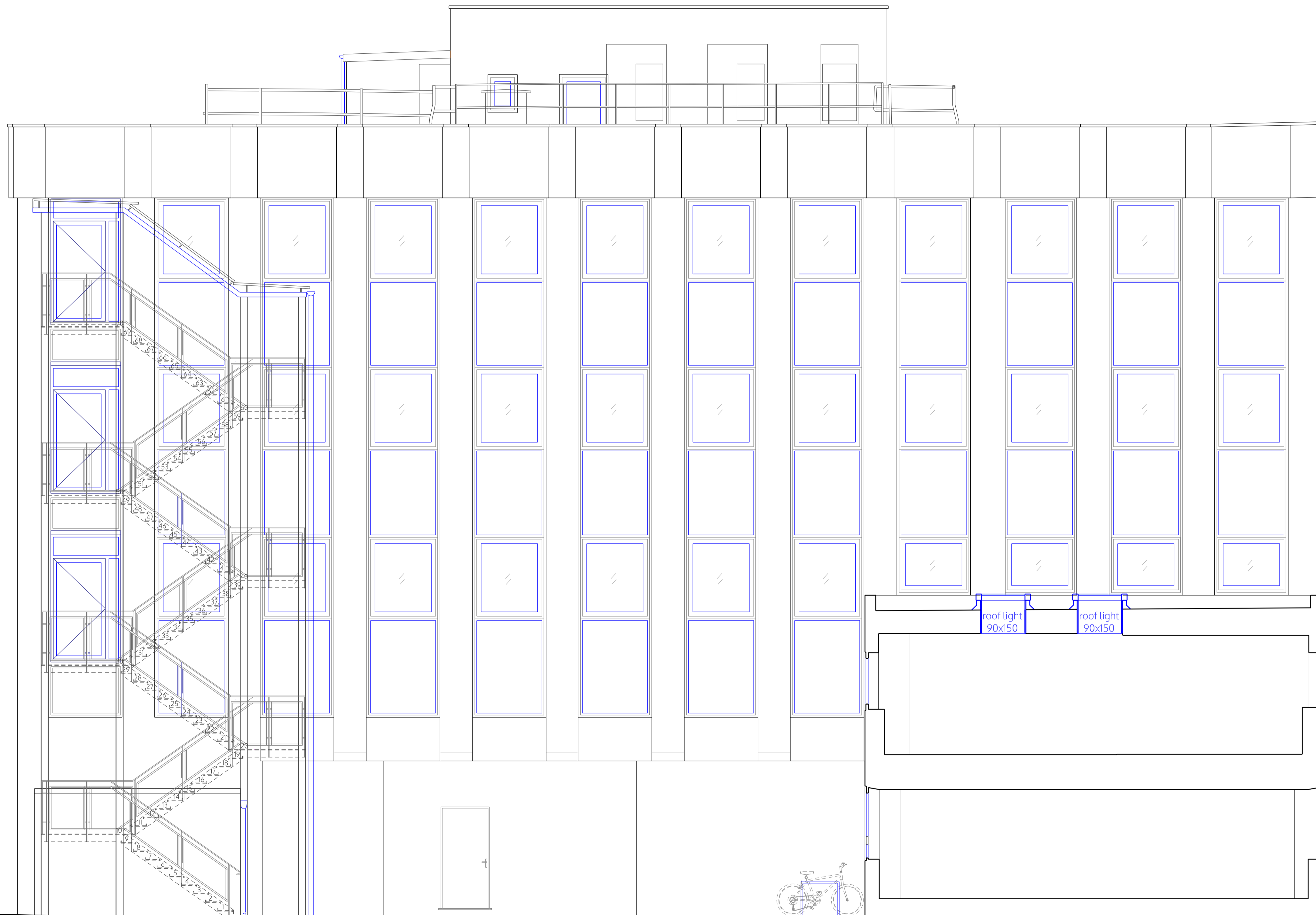
Planning only

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22.04.2025

I.lezzi

SHE_P10d12c



BACK ELEVATION (EAST)

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Conversion to residential
 227 Shepherds Bush Road
 London W6 7AS

227 SBR LTD
 London

Back elevation (East)
 as proposed
 rev. D = External works

Planning only

1:100 @A3
 1:50 @A1

28.04.2025

I.lezzi

SHE_P12d12c

22 April 2025

Planning Department
Hammersmith & Fulham Council
Town Hall
King Street
Hammersmith
London
W6 9JU

Dear Sir / Madam,

Town and Country Planning 1990 (as amended)
227 Shepherds Bush Road, Hammersmith, London, W6 7AS
Application for Full Planning Permission
Planning Portal Ref. PP-13956500

Pegasus Group have been instructed on behalf of 227 SBR Limited (the “Applicant”) to submit a planning application relating to external building alterations at 227 Shepherds Bush Road, Hammersmith, London, W6 7AS (“the application site”).

Accordingly, the following documentation has been submitted directly to the London Borough of Hammersmith and Fulham (LBHF) via the Planning Portal (ref. PP-13956500):

- Planning Application Form;
- CIL Form;
- Plans and Drawings, prepared by SpaceAgent Architects Ltd:
 - Site Location Plan (drawing no. SHE_LOC3);

 - Ground Floor Plan as Existing (drawing no. SHE_E01e12b);
 - Mezzanine Plan as Existing (drawing no. SHE_E02e12b);
 - First Floor Plan as Existing (drawing no. SHE_E03e12b);
 - Front Elevation (West) as Existing (drawing no. SHE_E08e12b);
 - North Elevation as Existing (drawing no. SHE_E09e12b);
 - South Elevation as Existing (drawing no. SHE_E10e12b);
 - Back Elevation (East) as Existing (drawing no. SHE_E12e12b);

 - Ground Floor Plan as Proposed (drawing no. SHE_P01d12c);
 - Mezzanine Plan as Proposed (drawing no. SHE_P02d12c);
 - First Floor Plan as Proposed (drawing no. SHE_P03d12c);
 - Front Elevation (West) as Proposed (drawing no. SHE_P08d12c);
 - North Elevation as Proposed (drawing no. SHE_P09d12c);
 - South Elevation as Proposed (drawing no. SHE_P10d12c); and
 - Back Elevation (East) as Proposed (drawing no. SHE_P12d12).

The planning application fee of **£383.00** (£298.00 + £85.00 Planning Portal admin fee) will follow under separate cover.

This planning application has been submitted in conjunction with an application for Prior Approval to utilised Permitted Development Rights under Schedule 2, Part 3, Class MA of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) (GDPO 2015) (Planning Portal Ref. PP-13920022). This Prior Approval Application seeks the conversion of part of the ground floorspace and the upper three storeys at the application site to create 22no. self-contained residential units.

Site Description

The application site comprises of a modern, detached, four storey office (Class E) property located on the eastern side of Shepherds Bush Road in Hammersmith. The property comprising the application site consists of a multi-tenanted serviced office building with parking and servicing facilities, partially accommodated within an undercroft area at the rear. The extent of the application site is identified within the below map extract.

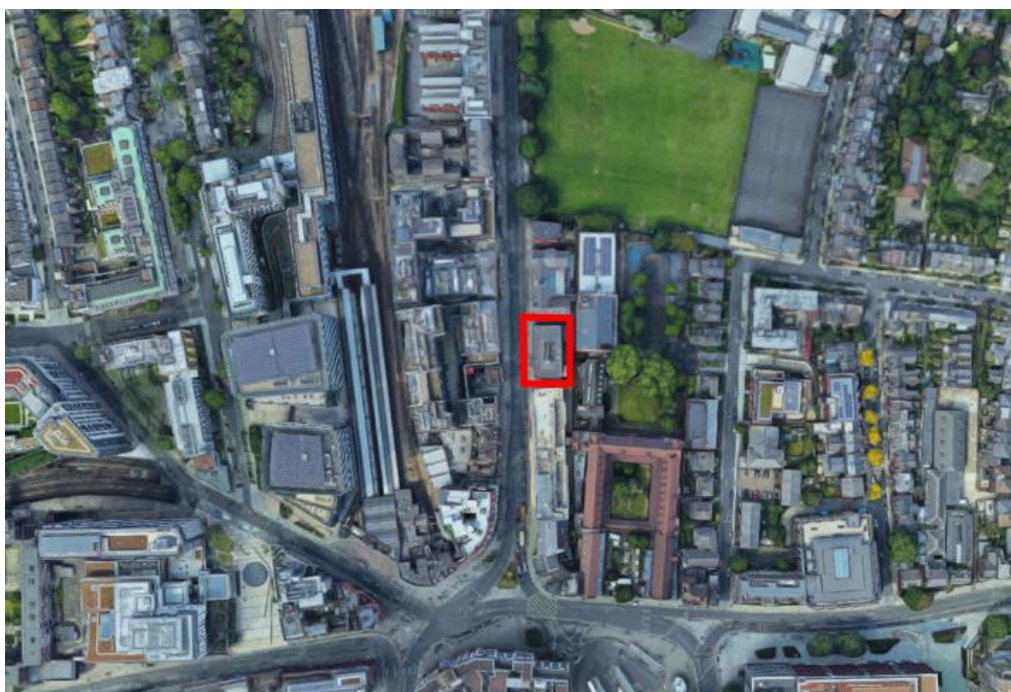


Figure 1: Site Location (Google Maps extract)

The ground floor of the property is recessed from the upper floors with supporting redbrick pillars creating an open frontage to the property and comprises full length windows across each façade. The application site shares vehicular access to the south with nos. 229-243 Shepherds Bush Road (Brook House), which operates as a hotel (Class C1) on the upper floors and part of the ground floor, and a restaurant (Class E) on the remainder of the ground floor.

The application site has a Public Transport Accessibility Level (PTAL) of 6b, indicating excellent access to public transport. Hammersmith Underground Station is situated approximately 180m (3-minute walk) to the south of the site providing access to the District, Circle and Piccadilly Lines. Several bus stops are located on Shepherds Bush Road, including a stop directly to the front of the site, which provide services to various locations across London. Furthermore, due to the site's town center location, there are extensive amenities and facilities located within walking distance including shops, schools, medical facilities and public houses.

The application site is located within Flood Zone 3a. The site is not located within a Groundwater Source Protection Zone, and is not located within a surface water or groundwater drinking water safeguarded zone, and is at low groundwater vulnerability risk.

The appraisal site is not located within a Conservation Area, however the site’s northern and eastern boundary are in proximity to the boundary of the Brook Green Conservation Area, and the Hammersmith Broadway Conservation Area is sited approximately 12m westward of the application site. The application boundary does not comprise a Listed or Locally Listed Building, albeit there are various Listed Buildings located within the nearby Conservation Areas, including the Sacred Heart High School (Grade II*) and Carnegie Central Library (Grade II).

Planning History

A Prior Approval application (ref. PP-13920022) was submitted via the Planning Portal on 14 April 2025 for the conversion of part of the ground floor and the upper three storeys of no. 227 Shepherds Bush Road to provide 22no. residential flats under Schedule 2, Part 3, Class MA of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).

The planning records obtained from LBHF have revealed that the further following planning history is of relevance to this application.

Table 1: Planning History

Ref.	Development	Decision/Date
2022/01872 /FUL	Erection of infill extension at ground floor and mezzanine floor levels, alterations to vehicular access, new glazed entrance to No.227 Shepherd's Bush Road, retained brick columns with new glazed infill to undercroft, provision of bin and cycle stores; associated external alterations.	Approved 07/10/22 (unimplemented)
2019/00638 /FUL	Erection of infill extension at ground floor and mezzanine floor levels, alterations to vehicular access, new glazed entrance to No.227 Shepherd's Bush Road, retained brick columns with new glazed infill to undercroft, provision of bin and cycle stores; associated external alterations.	Approved 10/09/19 (unimplemented)
2013/03139 /FUL	Installation of new windows and set of doors to replace the existing windows at ground floor level to the front elevation.	Approved 23/09/13
2013/03049 /CLE	Continued use of the ground floor property as offices (Class B1).	Approved 12/09/13
2013/03139 /FUL	Installation of new windows and set of doors to replace the existing windows at ground floor level to the front elevation	Approved 02/07/13
2008/01052 /FUL	Use of part of ground floor as retail (Class A1) and restaurant (Class A3); enclosure of the existing front undercroft at ground floor level to create floor space for	Approved 06/06/08

	use Class B1 (Office); alterations to north elevation comprising new handrail at ground floor level; alterations to east elevation comprising extract grilles and new door at ground floor level; alterations to south elevation comprising new window at ground floor level; alterations to front elevation comprising new windows, doors and handrails at ground floor level.	
2005/00525 /FUL	Retention of alterations to front elevation at ground floor level including new doors, windows, feature panel (with building numbering) and existing access ramp, creation of new access ramp with railings around.	Approved 03/05/05
2003/03147 /FUL	Retention of alterations to front elevation at ground floor level including new doors, windows, bollards and access ramp.	Refused 15/01/04
2003/03122 /FUL	Installation of three air conditioning condenser units and AHU plant at roof level; installation of railings at roof level.	Approved 09/01/04
1986/00240 /FUL	Redevelopment of the site by the erection of a part three part four storey building for use as offices (742 square metres) (revised scheme).	Approved 04/03/86
1985/01568 /FUL	Redevelopment of the site by the erection of a part three part four storey building for use as offices (643 square metres)	Approved 25/11/85

Planning Policy Context

The Adopted Development Plan for LBHF comprises of the London Plan (March 2021) and Hammersmith and Fulham Local Plan (February 2018). LBHF’s Planning Guidance Supplementary Planning Document (SPD) (February 2018), Hammersmith Town Centre SPD (August 2024) and Climate Change SPD (October 2023) are also relevant to the application proposals.

The Adopted Development Plan identifies that the site is located within the Hammersmith Town Centre and the Hammersmith Regeneration Area where there is an identified need to continue the regenerative drive and continue to compete with London’s other employment and retail centres.

Material considerations also include the National Planning Policy Framework (NPPF) as well as Planning Practice Guidance (PPG).

Development Description

This application seeks full planning permission for the following proposed development:

“Addition of two rooflights at the mezzanine floor level, access door at ground floor level (rear) and the erection of bicycle storage facilities within the building’s curtilage.”

A separate Prior Approval application (ref. PP-13920022) was submitted via the Planning Portal on 14 April 2025 for the conversion of part of the ground floor and the upper three storeys of no.

227 Shepherds Bush Road to provide 22no. residential flats under Schedule 2, Part 3, Class MA of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended). It is the intention that this full planning application will be implemented concurrently to the Class MA to facilitate the conversion of the floorspace to residential.

If the Class MA Prior Approval is not granted, but the Council is minded to approve this full planning application for external works, it will be ensured that this permission cannot be implemented in order to avoid impacting the existing commercial parking arrangements on site.

As determined through the case of *The King (LW Zenith Limited) v Secretary of State for Levelling Up, Housing and Communities v Hart District Council* [2022] EWHC 3317 (Admin) a ‘negatively’ worded planning condition can be used to ensure the completion of works under a separate full planning permission when relied upon to facilitate a change of use under Permitted Development Rights. As such, we would suggest the following planning condition could be used with the forthcoming grant of prior approval on site, submitted under Planning Portal ref. PP-13920022):

“The works hereby permitted, including the addition of an access door, rooflights and bicycle storage facilities, shall only be implemented following the grant of Prior Approval on site for the Class MA conversion under application reference XXX

REASON: To safeguard the living conditions of future occupiers and meet the full requirements of Class MA with regard to transport impacts”

A total of 26no. long-stay cycle parking spaces are proposed to be securely located to the rear of the site, within the existing undercroft area or within a dedicated shelter. In accordance with Chapter 8 of the London Cycling Design Standards (LCDS) (2014), the proposed cycle stores are secure, weatherproof, and easily accessible for future residents. Access to the cycle storage area will be via a single set of secure doors leading directly to an external footpath on the southern side of the site, ensuring both convenience and safety for users.

Of the 26no. long-stay spaces, 18no. will be provided via Sheffield stands and 8no. will be accommodated within double-stacker systems. This combination offers a balance between ease of use, accessibility, and efficient use of available space, consistent with the LCDS recommendations for residential developments.

A total of 4no. short-stay cycle parking spaces are also proposed. These will be provided in the form of Sheffield stands, located to the front of the property within the covered undercroft area, offering a convenient, secure, and sheltered provision for users in line with best practice design guidance.

The proposed cycle parking arrangements will deliver high-quality, practical facilities that encourage sustainable travel choices.

Within the rear undercroft / courtyard area, two disabled car parking spaces are to be provided, however these will involve demarking the existing hard surface which would not require planning permission.

An additional access door is proposed on the rear elevation of the property, which will provide access from the internal lobby to the rear of the site where parking, and refuse facilities are located. The proposed single door is to be constructed of metal.

The addition of two rooflights at the mezzanine level towards the rear of the property will not be visible from the public realm, will not impact the character of the surrounding area, and will ensure that sufficient daylight and sunlight are afforded to the internal spaces.

Assessment

Adopted Local Plan Policy DC1 (Design and Conservation) states that all development should create a high quality urban environment that respects and enhances its townscape context and heritage assets. Policy DC2 (Design of New Build) continues to state that high quality new build development should be achieved through addressing where appropriate the following components:

- a. the historical context and townscape setting of the site, and its sense of place;*
- b. the scale, mass, form and grain of surrounding development and connections to it;*
- c. the relationship of the proposed development to the existing townscape, including the local street pattern, local landmarks and the skyline;*
- d. the local design context, including the prevailing rhythm and articulation of frontages, local building materials and colour, and locally distinctive architectural detailing, and thereby promote and reinforce local distinctiveness;*
- e. good neighbourliness and the principles of residential amenity;*
- f. the local landscape context and where appropriate should provide high quality landscaping and public realm with good permeability;*
- g. sustainability objectives; including adaptation to, and mitigation of, the effects of climate change;*
- h. the principles of accessible and inclusive design; and*
- i. principles of Secured by Design.*

The development proposals do not extend to alterations to the host building's form, layout and do not materially change its overall character and appearance. The proposed amendments create no increased overlooking or privacy impacts. The proposed development is not visible from the public realm and will have no impact on the amenity of nearby residents and occupiers, no impact on crime levels and no impact on the local highway network. It is therefore considered that the development proposals comply with national, London-wide and local plan policy aspirations.

Conclusion

The development proposals do not extent to substantial building works which would significantly impact the character and appearance of the host building, or surrounding area. Therefore, the proposed development complies with the Hammersmith and Fulham Development Plan, London Plan, as well as the provisions of the NPPF.

As suggested herein, the grant of planning permission for this proposed development can be conditional upon the implementation of the concurrent Class MA Prior Approval to convert the building to 22 flats.

I trust that the above and enclosed is sufficient to allow the validation of this application and look forward to receiving confirmation of this in due course, alongside a receipt for the application fee.

If you require any additional information then please do not hesitate to contact myself, or my colleague Emily Thorne (Emily.Thorne@pegasusgroup.co.uk).

Yours, faithfully

Pegasus Group

Henry Courtier

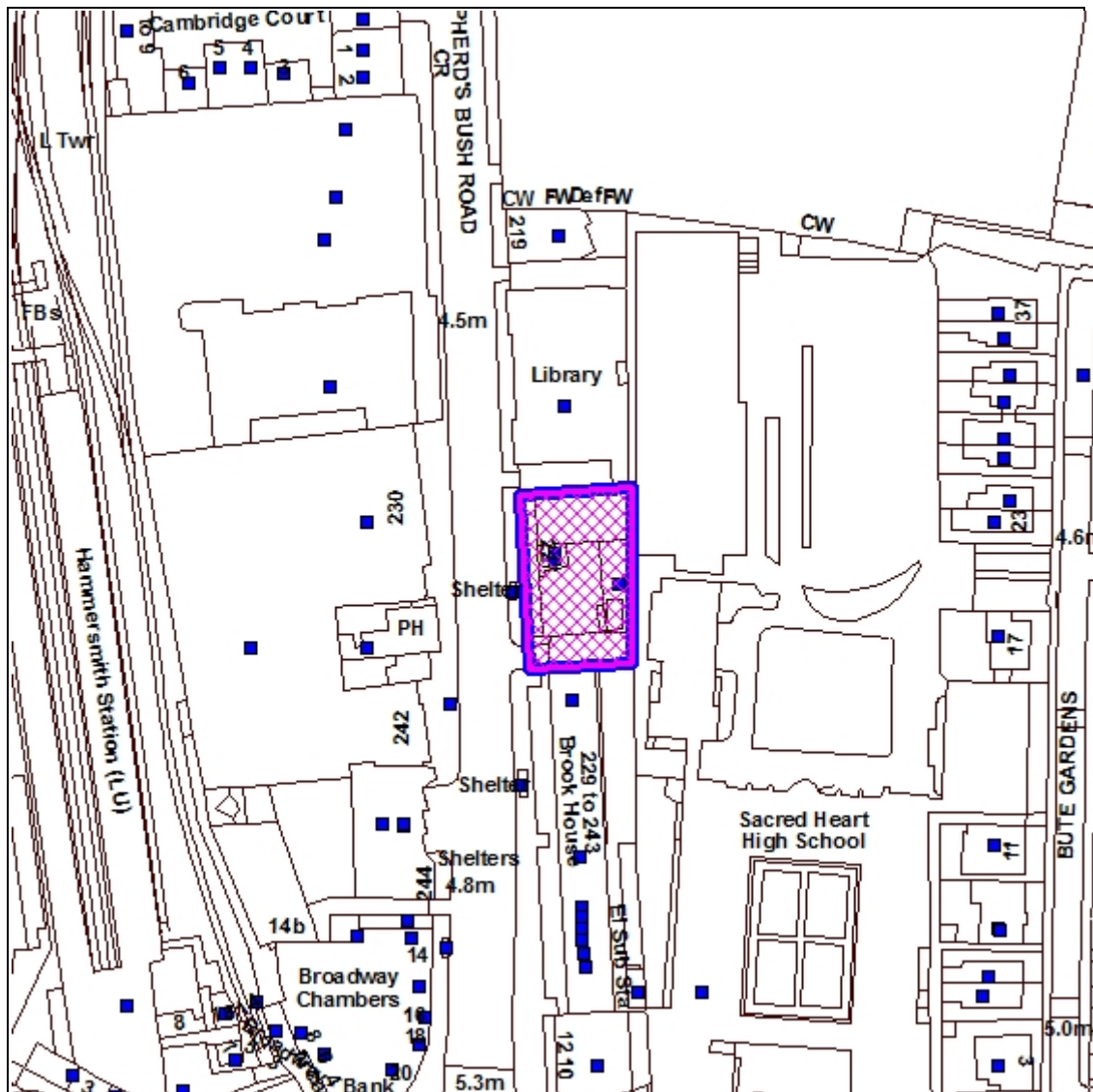
Director

Henry.Courtier@pegasusgroup.co.uk

DEVELOPMENT MANAGEMENT SERVICE PLANNING APPLICATION DETERMINED UNDER DELEGATED POWERS

Ward: Brook Green **Expiry Date:** 24th June 2025

Site Address:
227 Shepherd's Bush Road London W6 7AS



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For identification purposes only - do not scale.

Reg. No:
2025/01160/FUL

Date valid:
29.04.2025

Recommendation Date:
02.07.2025

Case Officer;
Elliot Brown

Conservation Area:
Constraint Name: Brook Green
Conservation Area - Number 3

Applicant:
227 SBR Limited
C/o Agent

Description:
Installation of 2no rooflights above the roof of mezzanine floor rear back addition; erection of a free standing canopy structure to provide cycle storage and provision of additional cycle storage to eastern elevation courtyard (rear) of the building; installation of a new door opening to delivery area; installation of install2no cycle racks at the front (west) elevation of the building.
Drg. Nos: See Condition 2.

Application type:
Full Detailed Planning Application

Officer Recommendation:
That the application be approved subject to the condition(s) set out below

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

SHE_P01d12c REV D; SHE_P02d12c REV D; SHE_P03d12c REV D;
SHE_P08d12c REV D; SHE_P09d12c REV D; SHE_P10d12c REV D;
SHE_P12d12c REV D.

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

- 3) The development hereby approved shall be carried out and completed in accordance with the materials details (including colour and finish) specified below:

- New doorway: Metal door.

- Sheffield stands: Metal.

The development shall be permanently retained in accordance with the approved details. Any works of making good to existing elevations shall be carried out in materials to match the elevation to which the works relate.

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

Justification for approving application:

- 1) The proposal hereby approved is considered to ensure a satisfactory visual appearance which would preserve the character and appearance of the application building and the surrounding area (including designated heritage assets). Furthermore, the proposal would mitigate against detrimental harm to the amenity of neighbouring occupants and the highway network. In this respect, the proposal would be consistent with Policies HC1, T5 and T6 of the London Plan (2021) and Policies DC1, DC4, DC8, HO11, T1 and T3 of the Local Plan (2018).

Particulars of Decision

Acting under powers delegated to officers of the Council on the London Borough of Hammersmith and Fulham I authorise the approval of the application in accordance with the officer's recommendation above.

Signed: Sian Brown

Authorising Officer, Planning Group

Dated: 4th July 2025

NOTE: Any alterations to the description, recommendation, conditions, observations or reasons for refusal must be initialled by the authorising officer.

Officer Report

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

All Background Papers held by case officer named above:

Application form received: 23rd April 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:

Neighbour Comments:

Letters from:

Dated:

OFFICER REPORT

1.0 SITE DESCRIPTION

1.1 The application site contains a four-storey detached office building (Use Class E) situated on the eastern side of Shepherd's Bush Road, approximately 100m north of the junction between Shepherd's Bush Road and Hammersmith Road. To the rear of the application site, there are existing off-street parking and servicing facilities, which are partially contained within an undercroft area. The off-street parking area is accessed from Shepherd's Bush Road; via an access road shared with the Premier Inn Hotel (229 - 243 Shepherd's Bush Road).

1.2 The application site does not lie within a Conservation Area, though the site does adjoin the Brook Green Conservation Area. The application site does not contain a Listed Building or a locally listed Building of Merit.

1.3 The application site lies within the Environment Agency's Flood Risk Zone 3.

2.0 RELEVANT PLANNING HISTORY

2025/01185/PDAA56 - Erection of two additional floors at roof level in connection with the creation of 2 x 3 bedroom and 2 x 4 bedroom self-contained residential flats. Currently under consideration.

2025/01113/PMA56 - Change of use of the first, second and third floor levels from offices (Class E) into 21no self-contained flats (Class C3) comprising of 18 x 1 bedroom and 3 x 2 bedroom flats; change of use of part of the ground and mezzanine floor level from office (Class E) into 1 x 2 bedroom self-contained flat (Class C3). Refused 23.06.2025.

2013/03049/CLE - Continued use of the ground floor property as offices (Class B1). Granted 12.09.2013.

1986/00240/FUL - Redevelopment of the site by the erection of a part three, part four storey building for use as offices (742 square metres). Granted 04.03.1986.

1985/01568/FUL - Redevelopment of the site by the erection of a part three, part four storey building for use as offices (643 square metres). Granted 26.11.1985.

3.0 PROPOSAL

3.1 The current application seeks planning consent for the following alterations:

- The installation of two rooflights on top of the flat roof of the mezzanine floor rear back addition;
- The installation of two Sheffield stands to the front elevation of the building, to provide four short-stay cycle parking spaces;
- The installation of long-stay cycle parking rear courtyard area of the building;

- The installation of a new door opening to the delivery area.

4.0 CONSULTATIONS

+ Neighbouring responses

4.1 84 surrounding properties were notified of the proposal via letter.

4.2 A site notice and a press notice were displayed/published.

4.3 No representations have been received.

+ Internal consultee responses

4.4 Highways - No objection.

+ External consultee responses

4.5 No external consultee responses have been received.

5.0 PLANNING CONSIDERATIONS

5.1 Officers consider that the proposal would raise the following material planning considerations:

- Design and impact upon the character and appearance of the parent building and the surrounding area (including designated heritage assets);
- Impact upon neighbouring amenity;
- Highway matters.

DESIGN AND IMPACT UPON THE CHARACTER AND APPEARANCE OF THE PARENT BUILDING AND THE SURROUNDING AREA (INCLUDING DESIGNATED HERITAGE ASSETS)

5.2 Policy HC1 of the London Plan (2021) section C states that development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed.

5.3 Policy DC1 of the Hammersmith and Fulham Local Plan (2018) notes that all development should seek to create a high-quality urban environment which respects and enhances its townscape setting, whilst Policy DC4 notes that all alterations and extensions to existing buildings should be a

subservient addition to the parent building and compatible with the scale and character of existing development, neighbouring properties and their settings.

5.4 Policy DC8 of the Local Plan (2018) outlines that the council will conserve the significance of the borough's historic environment by protecting, restoring and enhancing its heritage assets.

5.5 The application site does not lie within a Conservation Area, though the site does adjoin the Brook Green Conservation Area. Likewise, whilst the application site does not contain a Listed Building or a locally listed Building of Merit, there are a number of Grade II and Grade II* Listed Buildings in the surrounding locality (Hammersmith Library, The Old Fire Station (244 Shepherd's Bush Road) and Sacred Heart High School (212 Hammersmith Road)).

5.6 The proposed short-stay cycle parking is considered to be the element of the proposal most visible in public views from the surrounding streetscene, given that this is proposed to be installed to the front elevation of the building. The short-stay cycle parking would consist of the installation of two Sheffield stands within the covered undercroft area to the front of the building. Officers are satisfied that these proposed Sheffield stands would be of a siting and design which would mitigate against detrimental harm to the character and appearance of the parent building and surrounding designated heritage assets.

5.7 With regard to the two proposed rooflights to the roof of the rear addition, these are considered to be of a proportionate size and siting, ensuring that they would be accommodated within the subject roof without appearing overbearing or visually dominant. Furthermore, the site visit demonstrated that this element of the proposal would not be visible in public views from the surrounding streetscene.

5.8 Long-stay cycle parking is proposed within the rear courtyards area of the application site, in the form of Sheffield stands (18 spaces) and double-stacker systems (8 spaces). These elements of the proposal would not be visible in public views from the surrounding streetscene, and accordingly officers are satisfied that these would mitigate against detrimental harm to the character and appearance of the parent building and surrounding designated heritage assets.

5.9 Finally, the proposal seeks to create a new opening leading from the rear courtyard area into the ground-floor entrance lobby, to increase the convenience of access. The door is to be constructed on metal. Again, this element of the proposal would not be visible in public views from the surrounding streetscene, and accordingly officers are satisfied that these would mitigate against detrimental harm to the character and appearance of the parent building and surrounding designated heritage assets.

IMPACT UPON NEIGHBOURING AMENITY

5.10 Policy HO11 of the Local Plan (2018) specify that any proposal should ensure an acceptable impact upon the amenity of neighbouring residential occupants, especially with regard to outlook, privacy, daylight/sunlight and a sense of enclosure.

5.11 The immediate locality of the application site is predominantly non-residential, with the application site adjoining the boundaries of Hammersmith Library, the Premier Inn Hotel and the Sacred Heart High School. Officers also note that 242 Shepherd's Bush Road (iQ) contains purpose built student accommodation.

5.12 Officers note that the majority of the proposal consists of alterations at ground-level (with the exception of the two proposed rooflights to the roof of the rear addition). The nature of the proposals, together with their siting and design, would be considered sufficient to prevent detrimental harm to the amenity of neighbouring occupants, consistent with Policy HO11 of the Local Plan (2018).

HIGHWAY MATTERS

5.13 Policy T6 of the London Plan (2021) sets out that car-free development should be the starting point for all development proposals in places that are (or are planned to be) well connected by public transport.

5.14 The application site has a PTAL 6b rating, which indicates excellent public transport accessibility. Officers highlight that the application site currently features a number of off-street car parking spaces, however the proposed plans demonstrate that the existing off-street car parking spaces would be removed, with the exception of one blue badge parking space for the retained ground-floor commercial unit. Officers note that this would be consistent with the aims of Policy T6 of the London Plan (2021).

5.15 The Council's Highways team have been consulted on the proposal, with their comments outlining that the proposed cycle parking would be secure, weather-proof and accessible. No objections are therefore raised with regard to Policy T5 of the London Plan (2021).

6.0 RECOMMENDATION

6.1 Grant consent.