


93

**OLD OAK  
COMMON LANE**

**Summary of Proposals  
December 2023**

 **020 3900 3676**

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# INTRODUCTION

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**Officer Recommendation:** *That the committee **GRANT** planning permission subject to the satisfactory completion of legal agreements under section 106 of the Town and Country Planning Act 1990.*

*KAZ Hotel Group is bringing forward plans to redevelop the site at 93 Old Oak Common Lane to provide a high-quality sustainable hotel, including flexible space within the basement for hotel or snooker use, that delivers new amenities for the community and local socio-economic and environmental benefits including:*

- the replacement of a building at the end of its life with a much more sustainable building that contributes positively to the character of the area,*
- contribution towards identified demand for hotel accommodation in the Borough,*
- increased employment opportunities,*
- significantly increased expenditure in the local community*
- section 106 payments towards local highways improvements, a commitment to local training and skills, and contributions to local air quality improvements and public open space improvements*
- Adherence with London Plan Policy S5 Part C (2) which seeks re-provision of existing indoor and recreation uses.*

*Following consultation with the Council, KAZ Hotel Group now seeks to amend the original proposed development to allow for the introduction of flexible space within the basement level 2, to enable this space to potentially come forward as a snooker hall.*

# PROJECT TEAM

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**KAZ Hotel Group** *Applicant, a family run London based hospitality company passionate about delivering comfortable, cosy, and affordable accommodation in London with a customer orientated forefront. We have appointed a world-class project team to help deliver a sustainable, new building that will enhance Old Oak Common Lane while respecting the sensitivity of our neighbours.*

**Manolo & White** *Architect*

**Urban Landscape Partnership** *Landscape Strategy*

**Kanda Consulting** *Community Engagement*

**tor&co** *Planning Consultant*



**Manalo & White**



**tor  
&CO**

# AMENDMENTS TO THE AUGUST 2022 APPLICATION (I)

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*Following Ealing Planning Committee's decision in August 2022 to defer our initial application, KAZ Hotel Group and the 93 Old Oak Common Lane project team have been working with Planning Officers to bring forward a scheme allowing for the potential reprovision of the snooker use within the basement subject to a snooker operator securing a lease agreement with the applicant prior to commencement of development.*

*Subsequently, following further discussions with LBE Officers, the Applicant agreed to amend the scheme to incorporate flexible use floorspace at -2 basement level. The flexible use floorspace does not result in any changes to the external design or layout of the proposed building and would largely only impact the permitted uses at -2 basement level*

*The indicative snooker facility layout could accommodate:*

- A minimum of 8 x snooker tables and 6 x English pool tables.*
- 480 sqm GIA floor area.*
- Dedicated storage, washrooms and a bar area.*
- Potential for the operator to benefit from operational efficiencies alongside the hotel by having access to their food and drink offer.*

*The Applicant considers the proposed amended development would be in full accordance with London Plan Policy S5 Part C (2) which seeks reprovision of existing indoor sport and recreation uses.*

# AMENDMENTS TO THE AUGUST 2022 APPLICATION (2)

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*KAZ Hotel Group has provided draft Heads of Terms, which details their obligations to:*

- *Undertake a 6-month marketing exercise prior to commencement of development to identify any potential snooker operators who would seek to secure a pre-let lease for the flexible -2 basement floorspace.*
- *A further 3-month negotiating period would be triggered should any operator come forward to agree pre-let terms. Should the existing operator confirm interest to retain their operations within the proposed development, they would be provided first right of refusal.*
- *Subject to a pre-let lease agreement being reached, the flexible -2 basement floorspace would be provided as shell and core and would come forward specifically for E(d) 'snooker' use.*
- *Should no snooker operators come forward seeking to secure a pre-let lease, or pre-let terms were unable to be agreed, the Applicant would be entitled to implement the proposed development entirely as C1 hotel use as per the originally proposed development.*

# SOCIO-ECONOMIC BENEFITS FOR THE LONDON BOROUGH OF EALING

A new hotel will be a major positive addition and improvement to the local area. The proposed development will provide a variety of socio-economic benefits including:



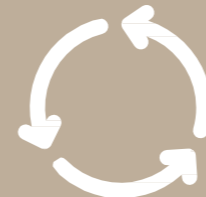
**Much increased employment opportunities including construction jobs and c.45 FTE jobs within the hotel once operational. The provision of training and skills opportunities for local schools and colleges.**



**Contribution towards demand for hotel accommodation in the Borough of Ealing within a sequentially preferential location.**



**An increase in trade, valued at an additional c.£590,000, to the local high street, assisting in the clawback of trade to East Acton.**



**Section 106 benefits and contributions totalling c.£330,000 towards the highway network, public realm improvements and enhancement of local open spaces.**

# ENVIRONMENTAL BENEFITS FOR THE LONDON BOROUGH OF EALING

KAZ Hotel Group's plans for 93 Old Oak Common Lane have been brought forward with sustainability and environmental benefits for the local area at the forefront of our thinking. By replacing an old building at the end of its lifespan with a new sustainable development, the following benefits are created:



An enhancement of the street scene replacing an inefficient building at the end of its lifespan with a new development including significant improvements to the public realm including a café and workspace available to the local community.



A new sustainable (targeting BREEAM 'Very Good') and air quality neutral development providing a model for development through an environmentally friendly approach to improving and optimising the site.



Introducing a modal shift in vehicle movement and an increase in use of public transport. Significant financial contribution towards highway schemes, such as cycle improvement and pedestrian enhancements.



Increased biodiversity, reduction of air pollutants, minimisation of water and energy use and the promotion of sustainable management practices.

# DELIVERY AND SERVICING STRATEGY

The hotel will result in a reduction in the level of delivery and service vehicles when compared with the existing site. The overall level of vehicular traffic to/from the site will also reduce when compared with the existing site. (Note, that all listed vehicle reductions are applicable for both future hotel and hotel/snooker hall use).



LBE highway officers have confirmed that the overall number of taxi pick up/drop off is expected to be small and will not impact the operation of the loading bay.



The Transport Statement submitted in support of the application shows that the overall level of service vehicles (large and small) will reduce by approximately 2 trips a day.



The level of larger delivery / servicing vehicles will reduce by approximately 7 trips a day. All goods and services will be bought into the hotel using the ramp from the layby to the footway and via the main entrance / hotel lobby.



Substantial financial contribution totalling £123,000 towards a range of highway improvements:



# A ROBUST DESIGN STRATEGY AND HERITAGE STATEMENT

*The existing building on site dates from the 1930s but has been significantly altered from its original state and, as such, it does not have any significant historic or architectural merit.*

*Significant discussions on massing, design development and justification of the uses have been held with the Case Officer prior to submission - improving the quality of the final scheme. The design team took on board comments relating to scale, mass and materiality and the proposed building will comprise high-quality materials that will be carefully selected to reflect existing materials and features in the high street.*

*The scheme represents an improvement of the street scene and local character with more positive and active frontage and public realm improvements. This scheme would lead to an enhanced context and setting of the neighbouring conservation area (in LB Hammersmith & Fulham).*



Proposed façade and the front of the building

# PUBLIC CONSULTATION

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November 2021

- *Introductory letter detailing information about the proposals sent out to 78 near neighbours.*
- *Emails sent to political and community stakeholders inviting them to a meeting to discuss the proposals.*
- *A postal exhibition and feedback form sent to 1,450 local addresses, with option to provide feedback online.*

December 2021

- *Briefing with Cllr Shital Manro (ward councillor for North Greenford and Cabinet Member for Good Growth).*
- *Meeting with representatives from the Ealing Civic Society community group.*

Winter 2023

- *Further engagement with local councillors and MP discussing the amendments to the Application.*

Ongoing

- *Discussions and dialogue with the existing occupiers of the snooker hall*

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