

66 Hammersmith Road : 2017/04752/FUL

We have viewed the application and we have serious concerns about size of the new building and the overbearing nature it would have upon the site, the adjoining buildings and particularly the nearby Listed buildings. On 3 October 2017 members of our committee met with the project team in the existing building, and we were happy in principle with the uses proposed and the main elements of the design. This was based on the explanations given and the project models shown to us. However, we realise that the full context of the proposed building, its positioning on the site and its scale were not clearly made. It is apparent from the application material that while the principles of the design, which we find quite elegant, have been further developed, the building as a whole sits quite uncomfortably in its surroundings. The site is adjoined by important Listed buildings in Hammersmith Road both opposite the site and the adjacent Olympia buildings.

Whilst the application site does not sit within a conservation area, there are a number in close proximity – notably the Dorcas Estate CA and the Olympia and Avonmore CA. The existing 1980's office development along Hammersmith Road which replaced the former Cadby Hall was inappropriate and did not respect the scale or urban grain of the Dorcas Estate, but at least respected the scale of the adjoining Olympia estate. However, these office buildings were set in a landscaped setting which has only recently matured. The proposed building does not respect the adjoining conservation areas and has lost the benefit of this landscaping. The moving forward of the building line on the site only emphasises this dominance.

The THVA presentation emphasises the overbearing nature of the proposals not just on its own site, but also to the context of the Hammersmith Road and specifically the relationship to the adjoining Olympia listed buildings. Another demonstration of the dominance of the proposed building on its site are the landscape proposals which are restricted to narrow strips around the building and are inadequate compensation for the loss of the present generous area of green landscaping on Hammersmith Road. The largest area is on Lyons Walk but this outside demise of the site and appears to be an adopted road – and so this proposal can at best only be regarded as aspirational. Similarly the proposed enhanced landscape treatment on Hammersmith Road frontage proposes planters on the public footpath.

In conclusion, we therefore object to the scheme as it stands for the above reasons.

Regards

Tom Ryland
Chairman

The Hammersmith Society