



The Hammersmith Society

Newsletter October 2016



*The Dunnhumby Building, (formerly Access Self Storage) Little Brook Green, W12
Winner of the 2016 Hammersmith Society Environment Award*

*AGM * ENVIRONMENT AWARDS * CAMBRIDGE HOUSE * HEATHROW * THE WALKABOUT *
AIR QUALITY COMMISSION * LOCAL PLAN * OPDC AND GENESIS HOUSING * CAR GIANT *
CAPABILITY BROWN STATUE * CECIL FRENCH COLLECTION * TOWN CENTRE
MASTERPLANNING * FESTIVAL OF ARCHITECTURE * WHITE CITY PLACE * FRIENDS'
MEETING HOUSING * ST. AUGUSTINE'S CHURCH AND PRIORY * WESTFIELD AND PHASE
TWO * AND MORE.....*

EDITORIAL

Welcome to the October 2016 Newsletter. This has been a year of deepening involvement by the Hammersmith Society in the representation of the local community's views. In addition to the Hammersmith Residents' Working Party, comments on the draft Local Plan and detailed representations to the Old Oak and Park Royal Development Corporation (OPDC), the Committee has continued to scrutinise larger planning applications, making considered submissions to LBHF Planners and monitoring applications' progress. Membership continues to grow, and this year's AGM at the Dorsett Hotel, our next item, was a resounding success.

We are particularly grateful to our chairman, Tom Ryland, who has worked tirelessly on our behalf despite health issues, and provided us with frequent email newsletters. Our thanks also go to all those who have given invaluable advice and made contributions to the Newsletter. The Committee works closely together as a team, pooling information and attending meetings and presentations. If this is something that interests you, and you would like to be involved, in furthering the work of the Society, please contact our Chairman, Tom Ryland at email: tomryland@cparchitects.com or on tel:07778 547447.

Regular news updates can be found on our website www.hammersmithsociety.wordpress.com/

THE HAMMERSMITH SOCIETY AGM – 9 JUNE 2016

The Dorsett Hotel, the venue for this year's awards was the joint winner of our 2015 main Environment Award, and generously hosted our AGM, providing canapés, wine and refreshments. The awards were presented by Cllr Mercy Umeh, Mayor of Hammersmith and Fulham in front of a record turnout of members.

We were particularly fortunate this year to have as a speaker Peter Murray, Director of New London Architecture, whose talk 'The West London Powerhouse' was both an inspiring and insightful overview of our part of the city.

The 2016 Environment Awards can be viewed on the last three pages of the Newsletter.

THE AIRPLANE FACTORY (CAMBRIDGE HOUSE), W6

Committee members and local residents were invited to a tour of the building whilst refurbishment was taking place, and commented on the application which was subsequently amended. After a meeting with the developer, Council leader and residents, the application was withdrawn in June. The refurbishment however is a first class example of how a 1890s building, poorly redeveloped in the 1970s, can be retained and make a positive contribution to the townscape.

HEATHROW EXPANSION

The decision on the third runway at Heathrow may be made within the next month. Growing concerns about additional air pollution from both airplanes and vehicular traffic using the airport have been studied in detail by the government. Air pollution at Heathrow already exceeds EU limits and a third runway would extend this (and noise pollution) to over one million Londoners. Despite this there is huge pressure for approval. The Society has written directly to both Theresa May and David Cameron in their capacities as Prime Minister, expressing our concerns. We also continue to support HACAN and other groups in their opposition. See handfnorththirdrunway.org for local updates.

THE WALKABOUT, SHEPHERD'S BUSH GREEN, W12

PLANNING AND LISTED BUILDING APPLICATIONS REF: 2016/04044/FUL & 04045/FUL



The Walkabout - Revised Elevation facing Shepherd's Bush Common

Members of the Committee and of H&F Historic Buildings Group attended a presentation of the latest proposals at the end of July.

The revised scheme by Flanagan Lawrence Architects, for Dorsett Hospitality International, will provide an extension to the existing hotel, and also additional ground floor restaurant space and (hopefully) a small basement cinema.

The overall bulk and internal organisation of the proposals remain unchanged from that illustrated in our April issue, but the front elevation on to Shepherd's Bush Common has been much improved, based on new photographic evidence of the mid-1920s cinema on the site.

THE HAMMERSMITH AND FULHAM AIR QUALITY COMMISSION

Rosemary Pettit, the former Chairman of the Hammersmith Society, presented the draft report to the Community Safety, Environment and Resident Services (CSERS) Policy and Accountability Committee on 21 September 2016. The Commission, under Rosemary's leadership, gathered evidence from experts and local residents.

The final report includes an assessment of available data, and provides recommended actions for LBHF, the London Mayor, government and local organisations, businesses, and residents.

The report will now be presented to the Council cabinet for adoption on 7 November,

THE CAPABILITY BROWN STATUE

Hammersmith Society Committee members offered their unanimous support for the Capability Brown statue, and a planning application was submitted on 6 June 2016 for a site on the Thames Embankment at the end of Chancellor's Road, W6. See our April Newsletter for more details of the statue.

New research has brought to light that many of Capability Brown's greatest surviving gardens – Burleigh, Petworth, Longleat, Bowood, Chatsworth and Alnwick were commissioned during his Hammersmith years, confirming that this was the most productive time of his career, and reinforcing the decision that a statue funded by public subscription be sited in the Borough.

THE LOCAL PLAN

The revised draft Local Plan has been published following previous comments invited by the Council. The Plan is a very large and comprehensive overview of every area affected by planning policy.

The Hammersmith Society Committee is reviewing the Plan, particularly new sections on housing, amenity space, air quality, heights and density of development, basements and proposals for the centre of Hammersmith.

Consultation closes at 5pm on Friday 28th October. If you have any comments, you may either make them directly via the Council website or forward them to our Committee at whitlockmelanie@hotmail.com

THE OPDC AND GENESIS HOUSING, NW10

The Old Oak and Park Royal Development Corporation (OPDC) is the local planning authority responsible to the Mayor of London, planning control having been divested from LBHF, LB Ealing and LB Brent. As a coordinated response, the Grand Union Alliance was set up to represent resident and community groups, voluntary organisations, individuals and small businesses, over the three constituent boroughs.

A draft Local Plan with its statutory framework and consultations was prepared, generating goodwill from the community but concerns remained about density, heights and affordable housing provision. Despite a promised 'complete review' of the project by the incoming London Mayor Sadiq Khan, (members of the Hammersmith Society having contributed to the Mayoral review process), a scheme has been approved by the OPDC Planning Committee that massively contravenes its own site policies and London Plan policy.

The proposal by Genesis Housing Association and QPR Holdings Ltd is for the Oaklands site on the west side of the development area. The Local Plan for this, and similar areas is for medium density at 8-11 storeys, whilst the approved Genesis Housing scheme is for two towers of up to 26 storeys providing 611 new homes. The intention of the Local Plan is that applications are only permitted to exceed the densities where the design is of 'exceptional design quality'. In the case of Genesis Housing and the Oaklands site this is clearly not the case.

Much community goodwill to the OPDC has been lost by this first approval. We must await the London Mayor's complete review before assuming this is a portent of things to come.....

CAR GIANT, OLD OAK, NW10



Artist's Impression of part of the Car Giant Development adjacent to the Grand Union Canal

Car Giant owns a 46-acre site on the eastern side of the OPDC Regeneration Area, and with their development partner London and Regional Properties, and the design team of PLP/Architecture and Arup, has carried out an impressive series of public consultations, taking on board comments and refining the design proposals for their site.

However, Queen's Park Rangers has an alternative proposal for this site, less favoured by amenity groups. This is to build a new football stadium with ancillary businesses and housing. Its development partner, Genesis Housing, does not own the site.

TOWN CENTRE MASTER PLANNING

The Hammersmith Residents' Working Party was set up with the intention of assisting the Council in determining the future of Hammersmith town centre, including options for the Flyunder. Four Committee members from the Hammersmith Society were asked to join the panel of 25 residents. Major stakeholders and local businesses are also being consulted.

The Council appointed Grimshaw Architects as master planners and a series of workshops have been organised. For the purposes of the study the town centre has been divided into six character areas, and these areas have been analysed in terms of identity, experience, living, shopping, leisure recreation, public and green spaces, work, traffic and parking.

There have also been detailed discussions and analysis concerning critical connections, land use and opportunity areas, height, density and transport connections.

In parallel with these workshops a separate study has been undertaken by Donald Insall Associates, a specialist conservation practice, which has assessed the areas in terms of their heritage assets. A final report by Grimshaws together with their recommendations is due to be issued by the end of this year.

CECIL FRENCH COLLECTION

Cecil French was a Dublin-born artist who settled in Fulham and upon his death left 53 Pre-Raphaelite paintings and drawings to the Metropolitan Borough of Fulham. This important collection, now under the custodial care of LBHF, includes works by Waterhouse, Burne-Jones, Shackleton, Watts and Alma-Tadema. Until recently works were on loan to Leighton House.

Much of the collection is in storage at Sotheby's in Greenford and in need of some conservation work for which the Council hopes to raise funds. The collection includes some really fine oil paintings and gouaches, and a number of beautiful chalk and pencil drawings by Burne-Jones.

Ideally, these works should be available for residents to see and enjoy, but finding secure display space has so far proved unfeasible. A group of enthusiasts, the Cecil French Bequest group, have set up a Facebook page to publicise the works, with the ultimate goal of a gallery and museum, within the borough, perhaps in one of the major new developments to the north of the borough.

IMAGINE HAMMERSMITH: LONDON FESTIVAL OF ARCHITECTURE

Organised by the West London Architects' Group in late June 2016 as part of the London Festival of Architecture, this was an ideas competition for Hammersmith town centre. The competition was open to all; and, as in previous years, local schools were invited to participate. There was an independent panel of locally based judges. The number of entries was disappointing, however, despite generous prize money offered. The brief and the entries can be seen at www.westlondonlink.com.

The School's Prize was won by St. Stephen's Primary School, and there were two joint first-place adult winning entries. The competition and reception at St. Paul's Church Centre was generously sponsored by HammersmithLondon BID, and the proposals remained on display until the end of July. A follow-up seminar by LookWest has been arranged to review the competition proposals and this will take place on Wednesday 9th November at 3pm.

WHITE CITY PLACE AND TELEVISION CENTRE, WOOD LANE, W12

Formerly the BBC Media Village, the site covers 17 acres and is bounded by Westway, Wood Lane and South Africa Road. It was sold by the BBC in June 2015 to Stanhope and funding partners Mitsui Fudosan and AimCo, and refurbishment and upgrading of the 600,000 sq. feet of existing office accommodation has started. Three buildings have been pre-let to the BBC.

A planning application has been submitted for a new building, White City Gateway, of 22 storeys and providing a further 300,000 sq. feet of office space, for the site between South Africa Road and Wood Lane, which was previously open space (the BBC Symphony Orchestra's projected Concert Hall was never built). The new building has an interesting design but the Society has commented that it is sited too close to South Africa Road and the open spaces seem mean, with inadequate tree planting and lack of soft landscaping. We also object to the felling of healthy, mature trees.

The adjacent redevelopment of the Television Centre, also by Stanhope, will provide 1000 new homes, further office space, three BBC studios and the BBC Worldwide HQ, shops and restaurants and a new Soho House. Given the excellent transport infrastructure and proximity to the extended Westfield this will undoubtedly become a revitalised part of our borough.

ART, SUPER GRAPHICS OR GRAFFITI?

Sponsored by Adidas, this painted wall art is at the corner of Bamborough Gardens and Goldhawk Road, W12.



Another painted wall, sponsored by Horton and Garton, opposite the BP Station on Great West Road, W6 lacks any artistic merit.

Our concern is that, over a period of time, ongoing maintenance and renewal of super graphic painted advertisements will not be adequate, and the street scene will take on a derelict, and in the case of the Adidas advertisement, a sinister air.....

FRIENDS' MEETING HOUSE, BRADMORE PARK ROAD, W6

This scheme, first reported in our autumn 2014 newsletter, is part of the first phase of the King Street Development (Town Hall) on the west side of Nigel Playfair Avenue. The Meeting House there is to be pulled down and a new one constructed in Bradmore Park Road.

The revised scheme has high environmentally friendly standards, but the elevational treatment to the circular Meeting Room and some of the internal layout has been sympathetically amended. Spaces are designed for community use, and to complement rather than compete with the Grove Community Centre immediately opposite.

ST. AUGUSTINE'S CHURCH AND PRIORY, FULHAM PALACE ROAD, W6

This project was described in detail in our spring 2016 newsletter, and an application has now been submitted. The Hammersmith Society support the application which includes stripping back internal finishes and reinstating the original materials, and making the frontage to Fulham Palace Road more welcoming.

The demolition of recent extensions to make way for the small tower offering accommodation for friars, and a reduction of car-parking, are also welcomed.

NEWSLETTER SPONSORSHIP Benham Reeves Residential has kindly offered to sponsor the printing costs of the newsletter, on a trial basis over the next four issues. This will release Society funds to make small donations to worthwhile projects such as the restoration of Pre-Raphaelite drawings in the Cecil French Collection, and the gift of a tulipa lirodendron tree to Wormholt Park to celebrate the 90th Birthday of HM Queen Elizabeth II.

NEWS IN BRIEF

NORTH KENSINGTON GATE, SCRUBS LANE



This application (Ref: 16//0119/FUL OPDC) refers to two sites on Scrubs Lane, backing on to St, Mary's Cemetery. The proposed height of the buildings and densities of the two sites far exceed the London Plan and OPDC Masterplan. Although the height of the south building (illustrated) has now been reduced from 25 to 22 storeys, we continue to object to the application, and are not impressed by the quality of the design.

EALING, HAMMERSMITH AND WEST LONDON COLLEGE Situated at the corner of Gliddon and Talgarth Roads, the college is proposing to redevelop its site, allowing it to consolidate studies currently at other locations.

SAVOY CIRCUS, W12 At the junction of Old Oak Road and Western Avenue (on the former cinema/bingo hall site) this project for student housing has now been approved. The latest scheme is more sympathetic to the original concept of the circus. The Hammersmith Society expressed concern in written comment and verbally at the planning meeting that the open space garden is not permitted for quiet enjoyment by the students. We hope this can be reviewed.

WORMHOLT PARK, W12 The official re-opening of the park took place on the 28 July 2016, following improvements costing £1 million. Progress of the planting will be reviewed in a year's time.

RAVENS COURT PARK, W6 The results of the archaeological dig commissioned with partners the Museum of London and carried out in autumn 2015 by Archaeology South-East (part of UCL), can now be found, together with photographs, on The Friends of Ravenscourt Park website, www.friendsofravenscourtpark.org.

THE TRIANGLE, BEADON ROAD/ HAMMERSMITH GROVE, W6 Numerous proposals by the developer Romulus and architects Allies and Morrison for the Triangle site have been deservedly turned down by LBHF Planning Committee. Romulus re-worked its most recent scheme, and, following refusal of planning permission, decided to take it to appeal scheduled for March 2017.

LANDMARK HOUSE, BLACKS ROAD, W6 This is the 16-storey building to the north of St Paul's Green (behind Marks and Spencer) now owned by Eastern + Oriental plc. Initial schemes put forward by Rogers, Stirk, Harbour + Partners indicate a mixed use of offices, creative work spaces, visual arts facilities and a quality hotel in three blocks of 4 ,9 and 26 storeys. The possibility of opening up the site at ground level for public use is particularly exciting and could provide a much improved connection between the town centre and the river.

LAMDA, TALGARTH ROAD, W6 The new building for the London School of Music and Dramatic Art (LAMDA), by architects Niall McLaughlin Associates is nearing completion. This will consolidate the school's activities on one site. There will be studio and workshop space, including the 200-seat Simon Sainsbury and 120-seat Carne Studios. We look forward to theatre performances being made more widely open to the public.

HAMMERSMITH BRIDGE, W6 Preparatory work is being carried out by the Council and TfL ahead of a major scheme of improvements due to start in late 2017. Loadings on the bridge are to be increased to take double-decker buses. Since May 2016 only one single-deck bus is allowed to cross the bridge at a time following concerns about excessive vibration and the poor state of the carriageway.

ADELAIDE WORKS, W12 The application to redevelop this late 19th century foundry for housing was refused. The Hammersmith Society considers the site to be an important element of the industrial heritage of the northern part of the borough and a more sensitive development that retains its distinctive square factory chimney should be put forward. Alfred Gilbert's famous statue of Eros, sited at Piccadilly Circus, was cast at Adelaide Works.

MOBILE PHONE MASTS LBHF planners have consistently turned down applications for mobile phone masts, and their attendant equipment cabinets sited on pavements. A test case is imminent as Vodafone are taking its current application to appeal. The Society has objected to all proposals arguing that these masts should be mounted on tall buildings.

10B SHEPHERD'S BUSH ROAD, W12 (Ref: 2016/03271/FUL) A housing scheme has been submitted for approval for the site of the car wash opposite The Grampians, The Hammersmith Committee has yet to formally respond to the proposals but our initial view is that the site could have benefitted from a bold modern building, rather than the fairly standard proposals put forward.

WEST LONDON MAGISTRATES' COURT, TALGARTH ROAD, W6 The Ministry of Justice has recently announced that they are considering closure of the West London Magistrates' Court (including the youth court). This follows the closure of the County Court earlier this year. If plans go ahead, the site would be sold off for development. Proposals are open for consultation until 27th.October.

WESTFIELD AND PHASE TWO Phase Two is currently being built with a new John Lewis department store, a further 70 shops and restaurants, community space and leisure facilities. At a cost of £1 billion, 8,000 jobs will be created.

The fly in the ointment, regrettably, is the housing element of the Phase Two scheme. John Lewis would not agree to housing being built over its new department store, and as an important component in the success of the enlarged Westfield their views carried the day. The 1522 new homes being created on the site, including affordable ones, are tightly packed in towers of up to 20 storeys alongside the busy West Cross Route. A more generous housing solution would have been welcomed.

HAMMERSMITH SOCIETY COMMITTEE 2016-17

Following the Environment Awards at the AGM, the Committee for 2016-17 was elected:

Prof. Hans Haenlein RIBA – President	Tom Ryland RIBA - Chairman
Melanie Whitlock – Vice-Chairman	Richard Tollemache –Treasurer
Rosemary Pettit – Membership Secretary	Annabel Clark – Secretary
Richard Jackson- Newsletter Editor	Angela Clarke MBE
Julian Hillman	Annabelle May
Richard Winterton RIB A	Derrick Wright

MEMBERSHIP

If your membership subscription to the Society needs renewing (or increasing) we have enclosed in the newsletter an appropriate form for you to use. We would be grateful for a response with cheque or preferably standing order. Subscriptions remain at £6 for individuals, £8 for a family or couple, and £15 for organisations.

The membership is the lifeblood of the Hammersmith Society. It is what gives it energy, validity and purpose. Our membership is steadily increasing, and with thirteen affiliated residents' associations we are able to reach thousands of members. The Society is in an increasingly good position to represent residents' interests.

We are Hammersmith's only borough-wide dedicated amenity society, and are keen to recruit new members. Do you know of a neighbour, friend or family member with an interest in the built environment, in architecture, and in the open spaces of our borough?

Please direct them to <https://hammersmithsociety.wordpress.com> for membership details or contact our Membership Secretary, Rosemary Pettit at email: rosemary@rosemarypettit.plus.com or tel: 020 8846 9707.

THE 2016 ENVIRONMENT AWARDS

The 54th AGM of the Hammersmith Society was held at the Dorsett Hotel on 9 June 2016. Peter Murray, Chairman of New London Architecture, gave a fascinating account of new developments in West London, and Richard Winterton, in the absence of Tom Ryland and Derrick Wright, gave an illustrated briefing on the contenders for the Environment Awards. Presentations to the winners were made by the Mayor.

There are five principal award categories:, The Main Award , The Nancye Goulden Award for smaller schemes , The Conservation Award, The Jane Mercer Award for Community Collaboration, and The Wooden Spoon Awards The main criteria for consideration are that the project must be finished and that it must be visible from the public domain.

In addition, a Special Award was created last year for schemes worthy of an award but which did not fit into the above categories. These might include interiors of a public building.

Main Award Winner - The Dunnhumby Building, 184 Shepherd's Bush Road, W12

This well-preserved industrial building built in 1915-16 was originally intended to be five storeys high but, as a result of the outbreak of the First World War, the top two were never completed. Built for the Ford Motor Company, which occupied the building from 1916-1926, it was subsequently taken over by Citroen (1926-39), the RAF (1939-1945), Osram and most recently Access Self Storage. By 2010, only a few features other than the structural elements remained. These have been retained in the design, together with an audacious extension created by a vaulted glazed roof that provides two additional storeys, and brings a welcome dazzle to the beautiful but sober brick and Crittall facade of the existing building. The architects, Collado Collins, are to be commended for this well-executed reimagining of an important landmark. (See photograph on the front cover of the Newsletter.



The Nancye Goulden Award - Bridget Joyce Square, W12

Bridget Joyce Square is one of a number of small scale projects in Hammersmith that are promoting a combination of sustainable urban drainage and appropriate landscaping. Whilst we feel that the hard landscaping details might have been done differently it shows an enlightened approach, recognising and optimising an urban opportunity by paving over Australia Road and creating landscaped planting areas, through which run snaking walkways, and sumps to hold back excess rainwater and slowly release it into the ground.

The project was undertaken by Robert Bray Associates.



The Conservation Award - Barons Keep, Gliddon Road, W14

This is a 1920s mansion block you have probably past many times, located on the north corner of Gliddon Road at the junction of Talgarh Road.. Curved corners and horizontal bands of windows are reflected in the sensitively designed new roof extension, the sweeping curves of the projecting roof integrating with the existing house style and creating a crisp skyline enhancement. Adding a floor and refurbishing the Crittall windows was always going to be a controversial decision. The original architects for the scheme were John McAslan, but the project was executed by others.



The Jane Mercer Award for Community Collaboration

282-292 Goldhawk Road. The consultation procedure undertaken by First Base was remarkable with community representatives involved in all stages including the selection of the architects, Pollard Thomas Edwards. The scheme is an interesting re-interpretation of the semi-detached classical villa and we welcome the overall quality of the design.

The Wooden Spoons



Linden Homes, Goldhawk Road, W6

The former Carpetright building on Goldhawk Road. We are pleased to see the demise of the old warehouse building, and, whilst hoping for a building more resonant to the particular street context, our main objection is the unfortunate liverish colour of the brick.



Notting Hill Housing Trust, Goldhawk Road, W6

On the corner of Hammersmith Grove and Goldhawk Road. Although a building of some merits, responding to the scale of Hammersmith Grove, well-detailed and well-constructed, it lacks empathy with its site surroundings. It fails to continue the street building line on Goldhawk Road and ignores the step-back of the upper levels, characteristic of the street.



Godolphin and Latymer Sports Hall, Iffley Road, W6.

Sports halls introduce a scale and dominance which is difficult to marry into a school campus, but we are unhappy that this squared-off building ill fits its surrounding Victorian Gothic aesthetic. In particular, it wins a Wooden Spoon, like Carpetright, for the liverish colour of its brick.

Supporters of the Hammersmith Society

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