



The Hammersmith Society

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17 March 2020

Director for Planning & Development
Development Management, Planning and Growth
London Borough of Hammersmith and Fulham
Town Hall 3 Shortlands W6 8DR
For the attention of John Sanchez

Dear John

**Planning Application ref 2020/00300/FUL
Development at 227 Wood Lane by Women's Pioneer Housing Ltd**

We note below our principal observations concerning the application for planning permission for the redevelopment of 227 Wood Lane ref 2020/00300/FUL:

Site context: this is a raw urban site, with the proximity of the A40 raised highway, the busy Wood Lane junction, the Central Line trains immediately alongside, and the alien form of the Imperial West tower dominating the campus on the opposite side of Wood Lane. The development area is part of a larger triangular site, where the 2-3 storey buildings and open space of the adjacent residential estate, in separate ownership, will be retained; residential buildings of 3-4 storeys extend on the west side of the site, fronting on to Du Cane Road. An established pedestrian route from Wood Lane to Du Cane Road is identified and is provided for in the proposals.

Building form and context: a V form 25-storey tower accommodates 350 bed-sitting rooms and recreational spaces of co-living accommodation, and at the lower 6 storeys the plan is extended to the north to provide conventional WPH flats. The application design presents a robust elevation to the railway and road adjacency on the south and east elevations, and a softer less defensive elevation to the north side. An elegant 2-story grid divides the façade to the flats on the north side of the tower, enriched by a carefully orchestrated mix of materials. For the 28 storey façade to the tower, a brick-faced rectilinear grid frames 350 identical openings, creating monotonous and

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monolithic elevations, pausing only at the double-storey grid at ground level and at the open glazing to the amenity floor at 8th level (see *HamSoc letter 4.11.19*); a shy acknowledgement of the top of the building is provided by the recessed glazing and roof plant screen. This relentless grid dominates the elevations, creating a two-dimensional wrap to the southern facades. The applicant has acknowledged inspiration from The New York Flat Iron building (attached), and this might offer some further cues in façade enrichment. Even the unwelcome willful oddness of the Imperial College tower at 88 Wood Lane might now be commended for at least bringing a counterpoint to enliven the dullness of the proposed building.

Urban context: the scale of the proposed development makes little concession to the long-existing residential buildings alongside to the north and west: the tower would make a selfish and inconsiderate neighbour for the intimate 2-3 storey buildings of Pioneer Way, Wood Lane and Pankhurst House, and would not create the ‘... *positive relationship to the surrounding townscape context in terms of scale, streetscape and built form.*’ as required by the Local Plan Policy DC3. Unless LBHF intend redevelopment and densification of these sites, the discord between tower and house is unacceptable; in this context LBHF need to respond to the important issues raised by Du Cane Estate Residents Association in their letter of 5.2.20 (attached).

Conclusion:

The majority of these issues were raised at consultation stage in our letter of 4.11.19.

The application proposal fails to take due account of the existing residential surroundings, and the design remains lacking in the inspiration and interest essential to a building of this size. We consider further work is essential before consent is allowed.

Yours sincerely

Richard Winterton

Chairman

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*The Flat Iron Building New York
Architect Daniel Burn (1902)*



Application building