



The Hammersmith Society

Richard Winterton *Chairman*

263 Goldhawk Road
London W12 8EU
9 July 2020

The Planning Inspectorate
Temple Quay House
2 The Square
Bristol BS1 6PN

Redevelopment of garage site at 12 Wellesley Avenue W6 0UP
Appeal APP/H5390/W/20/3251291 against refusal of planning consent ref 2019/03018/FUL

OBJECTION by The Hammersmith Society

submitted on 9 July 2020 to the Planning Inspectorate Temple Quay House 2 The Square Bristol BS1 6PN by email to <https://acp.planninginspectorate.gov.uk/>

The Hammersmith Society is a borough-wide dedicated amenity society with a membership which includes both individuals and affiliated local groups caring for the built and natural environment across Hammersmith. Since our beginning in 1962 we have worked to monitor and influence development proposals throughout the borough, to nurture the preservation and enhancement of our conservation areas, parks and open spaces, to protect the unique Thames riverside frontage, and to support the integration of traffic and urban services into Hammersmith life.

The redevelopment of the garage site at 12 Wellesley Avenue presents a great opportunity to both repair and rejuvenate this delightful street, and it is so disappointing that the application scheme reflects an alien insensitivity which wholly fails to respond to the qualities of the special urban setting. We have worked with our local affiliate the Brackenbury Residents Association to oppose both development schemes for this site, and we have participated in the work of the Wellesley Avenue Residents Group, which has brought a level of energy and dedication which demonstrates the strength of local opposition to the development design.

The Hammersmith Society objects to the development proposals, we support the objections lodged by the Brackenbury Residents Association, and we endorse the Objection Statement submitted by Steven Levrant Heritage Architecture on behalf of the Wellesley Avenue Residents Group.

An Amenity Group concerned with Planning and Conservation in Hammersmith since 1962

Patron: The Mayor of Hammersmith & Fulham

Member of the London Forum of Amenity and Civic Societies

Founder Member of The West London River Group

President: Professor Hans Haenlein MBE

Chairman: Richard Winterton

Secretary: Annabel Clarke, 42 Greenside Road, W12 9JG Tel: 07940 575590

The proposed development fails to comply with fundamental urban design policies issued by the Mayor's Office and LBHF including:

1 London Plan Policy 7.6 Architecture

includes in Para 7.22: '*... A building should enhance the amenity and vitality of the surrounding streets. It should make a positive contribution to the landscape and relate well to the form, proportion, scale and character of streets.... including the historic environment. New development should not have a negative impact on the character or amenity of neighbouring sensitive land uses...*'

The application design fails to comply with this policy: the development would be an overbearing visual and social presence on Wellesley Avenue, spoiling both the amenity and utility of the existing street.

2 LBHF Local Plan 2018: Strategic Objectives

includes Para 3.2 Objective 10: '*...Preserve and enhance the quality, character and identity of the borough's natural and built environment (including its heritage assets) by respecting the local context, seeking high quality, intelligent developments and design..*'

The application design fails to comply with this policy: the proposed development fails to recognise this headline policy objective of the LBHF Local Plan: the application design neither preserves nor enhances the quality, character and identity of the built environment of Wellensley Avenue.

3 LBHF Local Plan Policy DC2 Design of New Build

'New build development will be permitted if it is of a high standard of design and compatible with the scale and character of existing development and its setting.

All proposals must be designed to respect:

- 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...*

The application design fails to comply with this policy: this all-encompassing headline policy provides guidance specific to the context of the application site, and identifies important qualities and priorities which are wholly absent from the proposed design.

We request that the appeal is dismissed.

Richard Winterton
Chairman
The Hammersmith Society