



The Hammersmith Society

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For the attention of Case Officer Jesenka Oezdalga

Shepherd's Bush Market Development Proposals

We refer to planning application ref 2023/01093/FUL for the development of Shepherd's Bush Market, the Old Laundry Yard and associated areas.

The application proposes a substantial building of over 8 storeys, to provide residential and commercial accommodation, in a landlocked urban site, surrounded by long-established buildings and incorporating the historic Shepherds Bush Market. Whilst new development in this demanding context requires particular sensitivity, the development has the potential to uplift a decaying corner of Hammersmith, bringing affordable family-sized accommodation, market and affordable office space, and securing a new future for the Market.

Hammersmith Society has been involved in a number of consultation meetings with the development team, and emerging proposals were reported on the Society website earlier this year, and we have now reviewed the planning application scheme, with particular reference to the Design and Access Statement and the CGI images.

The Society is supportive of the application proposals, subject to a number of issues which we identify below and summarise at the conclusion of this note.

The commercial building

Massing and context:

From Goldhawk Road: in CGI views from Wells Road opposite the market entrance, the proposed building dominates the street and dwarfs the existing shop parade, but with a presence which diminishes as viewing points move east towards Shepherds Bush Green. However this bulky new neighbour appears to settle noisily but comfortably amongst the disparate scale and jumble of urban elements in the Goldhawk Road streetscape. We note that the plant room screen at roof level is likely to be more evident than shown, and the CGI image should be adjusted accordingly. The location of the GOLDHAWK STUDIOS sign draws attention to the building height and would be better located elsewhere.

From Pennard Road: the impact of the new building on the Pennard Road properties is evident in CGI views from the rear of No. 29 (DAS Ch6/2 p130). The building height is shown to comply with planning policy (LBHF SPD HS6) for building adjacencies, and the building is some 18 metres away from No.29, similar to the width of a residential street - but its

presence is intrusive, and would be still more intrusive when office lights are on in winter evenings. Mitigating measures are needed, possibly dense evergreen planting, high fencing, and window louvre treatment, and review and implementation of design options should be included in planning conditions. It is noted that the HS6 compliance diagram does not include the roof plant screen, and this should be corrected for completeness.

From Shepherds Bush Market: the commercial building would create a new, east side to the market thoroughfare, with stalls tucked under the oversailing first floor, bringing a welcome sense of permanence to the market environs. Confirmation of the impact of the building on daylight and brightness within the market should be added to the application.

Architecture: the stepped bays, integral balconies and balcony planting will soften the perceived bulk of the commercial building. An enduring provision for care of the planting is essential. A pale plain concrete external finish has been selected from the three options offered in earlier consultations: this is likely to diminish the definition of the building geometry, but the darker window spandrel bands and the brick treatment to the ground level colonnade should provide sufficient in compensation. Selection of the cladding should ensure that the brightness of the concrete finish will not be lost in damp weather, and will not become stained from rain drips and run-off.

The Heritage, Townscape and Visual Impact report includes CGI views of the development from external viewpoints, which could be usefully extended to include views within the site; we disagree with the greater part of the report's commentary, which indicates that almost every view reveals an improvement, and even notes that the development is '*an attractive marker of Shepherd's Bush Market and the north-south route between Goldhawk Road and Uxbridge Road*', an observation typical of the vacuous comments elsewhere.

The residential building

Architecture: the residential building reflects a change in architectural tempo which brings a valuable counterpoint to the mass of the commercial building alongside. The brick finish and the busy profile of bays and set-backs on the east elevation together create a fitting residential character for the views from Pennard Road houses. The concrete faced roof storey is not likely to be the same colour as the white wispy clouds, as shown in the CGI illustrations (DAS Ch6/2 p130), and the image rendering should be checked: this continuous monolithic skyline element could become an inappropriately dominant part of the façade composition. Profiled concrete is proposed for a major part of the west elevation to the market: we would hope this would be smooth and stone-like, and not the dreary finish of concrete car parks.

We note that the Fire Specialist Report confirms acceptance of the means of escape provided by the single staircase and external deck access facilities.

Provision: the allocation includes 90% 2-3 bedroom family flats, with generous external amenity space and a 'playable landscape' - but no playground, because this might '*...feel exclusionary to residents without children*' (DAS Pt9 p205). This is a place where children will live, and surely a playground should be included.

Families require family transport, and with the discouragement of car use and the absence of parking on site, LBHF need to pressure TfL to maintain good public transport services for the site.

The Market:

We welcome the extensive improvements proposed to the Market and the stallholders contract arrangements, benefits which should be bound into the conditions of the consent. An appealing orderly chaos is a characteristic of outdoor markets, and this quality must not be lost in the improvement process. Individuality of stalls should be celebrated, and the requirement, for example, that projecting shop canopies and shop signs should line-up throughout the market, (DASCh5/5 p117), would bring an inappropriate commonality and sameness. The proposed floor finish of red tarmac throughout would benefit from some surface division, possibly using paviers or similar inserts. The finish to the building

soffit over the east-side stalls should reflect the solidity of the building, and hide the veneer of the cladding evident in the outer edge. The stalls under the railway arches must enjoy a dry environment, and measures should be agreed with TfL, including financial arrangements if necessary, to ensure this is provided during the market upgrade - unfortunately the £10K contribution to stall-holders is unlikely to be sufficient.

Landscaping and access:

The generous landscaping is an essential part of the development design, and the quality of the landscape is as important as the quality of the buildings: the landscaping provides screening for the Pennard Road householders, balcony planting which softens the visual bulk of the buildings, and brings joy – and oxygen – to those that stroll through the site. Adequate upkeep of this landscaping should be an enduring condition of consent. Whilst private contractors are to look after the landscaping elsewhere on the site, LBHF are identified as guardians of the residential block and Pennard Mews landscaping. The state of parks and planters in the borough suggest LBHF are an inappropriate choice, and alternative arrangements should be required under the consent conditions. Goldhawk Road deserves better than the utilitarian gateway proposed for the 42 Goldhawk Road access, and creative design is needed for the gates and the passageway to become a fitting element in the parade of shops.

Energy strategy and carbon status: we note that (i) assessment of the commercial building, which is the predominant use class in the development, confirms a total embodied carbon over the life cycle to be over 30% lower than the GLA benchmark figure, and (ii) the residential and non-residential assets of the development achieve a 71% and 17% improvement, respectively, against Part L 2021 carbon emission target. To meet the zero-carbon target for domestic and non-domestic element, the remaining carbon emissions would be offset via offsite measure and secured by a cash in lieu contribution secured through the S106 agreement

Daylight sunlight and overshadowing report: this substantial technical report covers design issues which are critical to the success of the project. The conclusion provides a non-committal but generally positive assessment, and we suggest the report should be reviewed by an independent specialist.

Conclusion

The strategy and concept of this development could transform this vital corner of the borough and would resurrect the life of the Market. Subject to the observations set out in this letter, we would support consent to this application.

Yours sincerely
Richard Winterton
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The Hammersmith Society

Summary of points raised:

CGI views: roof plant enclosures/29 Pennard outlook after dark/views with the site
Roof plant enclosure on HS6 diagram
Mitigation of intrusion on Pennard Road houses
Daylight conditions in the Market area
Concrete panels finish
Playground provision
Individuality of stalls
Market paving
Damp-proofing railway arches
Landscape maintenance
Design of passage at 42 Goldhawk Road
Independent scrutiny of daylight report.