

London Borough of Hammersmith & Fulham

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Claire OBrien
Old Oak and Park Royal Development
Corporation
Brent Civic Centre
32 Engineers Way
Wembley
HA9 0FJ

18th February 2022

Applicant:	Application Reference: 2021/03843/OPDOBS
Claire OBrien	
Old Oak and Park Royal Development	Registered on: 30th November 2021
Corporation	
Brent Civic Centre	
32 Engineers Way	
Wembley	
HA9 0FJ	

Town and Country Planning Act 1990

OBJECTION RAISED

Location and Description:

1 Portal Way London W3 6RS

Hybrid planning application part full part outline for the demolition of all buildings and phased redevelopment to provide up to seven buildings.

Drawing Nos:

Particulars of Decision:

This Council raises objection to the proposed development for the following reason(s):

- 1) The scale of the tall buildings proposed would have significant and adverse townscape and heritage impacts when viewed from Hammersmith and Fulham. This would also result in significant and harmful impacts upon the skyline of Hammersmith and Fulham when viewed within a variety of mid-range to background views from the south and east. These impacts would be exacerbated when the scheme is considered cumulatively with other extant consents within the North Acton and Acton Wells area. In this respect the proposals are considered to be contrary to Policy P7 of the OPDC

Chief Planning Officer of The Economy
Department: Joanne Woodward

- 2) The TVIHA submitted in support of this application includes 4 important views from Wormwood Scrubs for consideration (View 10a/b - Wormwood Scrubs), including 2 views within conservation areas. The views from Wormwood Scrubs are identified as low to medium sensitivity in the TVIHA and the impact of the proposals on the significance is identified as moderate and the effect is beneficial. This assessment is considered to be flawed. The views should be described as medium sensitivity, and the increased scale of the proposals and cumulative impact, (when considered against the consented proposals for neighbouring sites), is considered to be such that there would be a major change to significance and the scale of effect would be detrimental. From these views, there would be significant degree of coalescence between the proposals and consented developments, which would have a detrimental impact upon the skyline and the background views from the scrubs.

- 3) View 13 (Henchman Street) in the TVIHA is located within the oldest part of the Old Oak and Wormholt Conservation Area which is identified as the Old Oak character area in the Conservation Area Profile. This has the highest quality townscape within the conservation area (overall, the estate has "the distinctive 'cottage garden' character and garden suburb architecture typified by the domestic scale of the housing, material palette, roofscapes; boundary treatments, and large planted front and rear gardens;" para.5.4). The TVIHA assessment concludes the view as a medium sensitivity location with the proposals having a moderate impact and neutral effect. This conclusion is considered to be flawed. The view should be defined as a medium/high sensitivity location given the quality of the picturesque townscape referred to above. Whilst the existing tall buildings are visible above the attractive roofline they are visible only to a limited extent and distant. In contrast, the 3 new towers A, C and E would appear to be much higher above the roofline and more apparent than the existing towers. As such a more accurate assessment would be to conclude the change to the significance would be major and the effect negative. This impact would also result in harm to the setting of the Old Oak and Wormholt Conservation Area, contrary to Policy DC8 of the H&F Local Plan 2018.

- 4) View 11 (Kensal Cemetery) in the TVIHA is actually taken from St.Mary's Cemetery a designated Conservation Area. The TVIHA assessment is correct that the view is medium in sensitivity, but the assessment is considered flawed in concluding the impact of the proposals on the significance is moderate and that the effect is beneficial. Although some tall buildings are visible in the existing view, they are dispersed and lower in height. The proposals will be taller and add a cluster to the view in their own right. This will add to the cumulative effect of the existing tall buildings and other consented tall buildings. This coalescence of buildings will create a dense cluster of significant scale and mass that will dominate the mid/long-range views. As such, the change to the significance is major and the effect is negative. This impact would also result in harm to the setting of the St Mary's Conservation Area, contrary to Policy DC8 of the H&F Local Plan 2018.

J Woodward

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Duly authorised by the Council to sign this notice.