

Dear Mr Pallace

The Ashchurch Residents Association represents a group of Hammersmith residents for whom King Street is important .

And as you know some of us have spent a lot of time in or outside the Town Hall in recent months over the plans to develop 282 Goldhawk Road.

In that context, I am writing in support of some well made points in the Hammersmith Society's representations to you about the planned King Street regeneration scheme.

These relate specifically to the tall blocks included in the scheme; the effect of the footbridge on the Town Hall; and on Furnival Gardens.

I quote from the Hammersmith Society letter.

The height of the scheme now reaches 14 ½ stories for two of the buildings, despite the original brief linking the height to that of the existing Town Hall extension (7 stories) as an indicative maximum. The other blocks are 7, 8 and 9 storeys. The developers have added a further 30+ units to the scheme. The impact of the increased height and density over the original proposals is significant. A development of this size will have an unacceptable negative impact on its surroundings in height and mass, dominating and overpowering the immediate vicinity.

The two tallest buildings will affect the long views from the river and be visible from many parts of Hammersmith. The 8 and 9 storey blocks will also be very visible from the river.

If built, the height of the two 14+ storey blocks will constitute a precedent for tall buildings between King St and the Town Hall. This will have serious and permanent consequences for the townscape of Hammersmith and should be taken into account when considering the planning application.

Setting of the Listed Town Hall

The demolition of the 1970s Town Hall Extension is offered as a planning gain to the public, in terms of the creation of a new public space which re-introduces the Town Hall to its rightful setting.

This is certainly to be welcomed. However we consider the raising of Nigel Playfair Avenue to first floor level will damage the setting of the listed building by crowding the west side of the Town Hall and taking away the possibility of seeing the building standing alone as it was intended to be.

Footbridge over A4

The Society's objections are well founded and can be summarised as follows:

- It would damage the setting of the listed Town hall (as above)
- It would have a serious and aggressive effect on Furnival Gardens by removing usable ball game and other recreational space in order to

create the bridge's landing slope. We question whether the bridge ramps will take only 10% of Furnival Gardens' space, as claimed. It will damage the intimate and low-rise character of the Gardens and surroundings, which is part of what attracts people to enjoy themselves there.

We shall comment at greater length when the planning application is received, so I'd appreciate notice when it is.

Best wishes

Fiona Anderson

Chairman, Ashchurch Residents Association