

## RAVENS COURT ACTION GROUP

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Nigel Pallace  
Director of Environment  
London Borough of Hammersmith and Fulham  
Town Hall  
London W6 9JU

Please reply to:  
6 Ravenscourt Road  
London W6 0UG

28 September 2010

Dear Mr Pallace

### **King Street Redevelopment Scheme**

As you will know, Ravenscourt Action Group was set up in 2004 to deal with antisocial behaviour in what was to become later a Dispersal Zone – in and around Ravenscourt Park and King Street from the Park to the Town Hall and the roads off it. Working with the council and police, the problem was resolved and happily antisocial behaviour is now rare. We have also taken a keen interest in the general environment of the area and members have been involved with the council in the removal of overstaying estate agents signs and improvements to shop fronts in this part of King Street. We have worked to ease traffic congestion; on parking issues, pavements and street furniture matters. We brought to the council's attention loss of architectural detail in the conservation area which led to its reinstatement.

Planning blight has now taken hold of the area around the Town Hall. The cinema has been allowed to run down, Cromwell Mansions desperately needs painting and it seems the Town Hall Extension has never been maintained externally, certainly the windows are never cleaned. We would like to see the area improved as long as it is done sensitively, respects existing buildings, trees and the street scene. The excessive height of the proposed buildings is completely out of scale with the low rise, small scale character of this part of King Street and surrounding residential streets. **It is important to respect the particular character of this part of Hammersmith which is very different from the Broadway and the east end of King Street.**

We have the following specific comments:

- The idea of a square is a good one but not if it is to be overshadowed on every side - apart from the north - by high buildings which will cut out sunlight and create eddying winds leading to unpleasant conditions and airborne litter. You will be aware how gloomy the south side of King Street is with little sunlight – with higher buildings the square would be just as bad and the north side of King Street would be put into shadow as well.
- It is not appropriate or sustainable to propose the demolition of the Town Hall Extension and then to replace it with two buildings of much the same bulk – it would, perhaps, be better to refurbish and reclad this neglected building, which could be much improved. It has been suggested that a pedestrianised and open Nigel Playfair Avenue would make a good approach to the river.
- The development would damage views from the Ravenscourt and Starch Green Conservation Area – from the Park, streets, private gardens (loss of privacy as well) and for example, the Tube station platforms. Badly affected by a view of one of the

bulky 14 storey towers would be that south down Dalling Road and eastwards along King Street past the Ruby Grand.

- Whilst we appreciate the cinema is currently rundown, it is on the Council's list of Buildings of Merit (along with Cromwell Mansions) and should therefore be preserved. A cinema is an asset to any town centre, providing entertainment other than just shopping and eating for everyone, including families.
- We know of no one in this area who wants another supermarket - regardless of brand. Such a store would affect the trade of local shopkeepers and the existing foodstores in central Hammersmith. A supermarket would generate a great deal of traffic and we are concerned that making Cromwell Avenue a service road for this store, other shops, the new council office, the Town Hall and 320 apartments as well as Marryat Court would cause severe congestion at the junction with King Street and be visually damaging.

We urge the council to rethink the proposals and provide a design that is in keeping with and enhances our area.

Yours sincerely

Nick Bastin

for Ravenscourt Action Group

Cllr Lucy Ivimy  
Cllr Harry Phibbs  
Cllr Charlie Dewhirst  
Cllr Michael Cartwright  
Cllr Stephen Cowan  
Cllr P J Murphy  
Andy Slaughter MP  
The Hammersmith Society  
Hammersmith and Fulham Historic Buildings Group  
Save Our Skyline  
Various residents groups