

Ms Susie Saraiva,
Environment Department,
LB Hammersmith & Fulham, Town Hall,
King St, London W6 9JU

Application Ref: 2010/03465/FUL

Listed Building Consent ref: 2010/03466/LBC and Conservation Area Consent ref: 2010/03467/CAC

I wish to register my objection to the above planning application for the following reasons:

- The two 15 storey apartment blocks are out of scale with the surroundings and is contrary to UDP requirement EN8. They are higher than what was originally presented in consultation with residents and will damage key views from Hammersmith Bridge, from up river Chiswick as well as from Barnes and Mortlake. The bend of the river makes the site more sensitive as it enhances the impact of the views.
- The development has a huge impact on the historic environment and in particular the historic cluster of buildings where Upper Mall meets Furnival Gardens. There are a number of listed Grade II buildings which would be damaged by the proposed footbridge over the A4. The ramps offer no enhancement nor improvement to the Gardens.
- The redevelopment will create light pollution and visual intrusion on the night time views. Many residential blocks will become illuminated landmarks and introduce uninvited and unnecessary visual presence which will be seen from as far afield as Barnes and Putney.
- There will be loss of local amenities such as the much loved and much used cinema. The redevelopment will add little by way of new public amenities apart from a supermarket and shops that would only add more competition for existing local businesses.
- Unlike in the original plans where some affordable housing was envisaged, the new scheme offers no affordable housing component whatsoever. There will in fact be 50 fewer units currently owned by Pocklington Trust which will not be replaced. It would be a huge shame to have to relocate the blind residents currently housed there and no assurances have been given that the Trust and the residents will be adequately compensated.

In short, the redevelopment of King Street has little to offer local residents and communities. Furthermore the commercial terms negotiated by the Council and the developers have been hatched behind closed doors and on terms contrary to earlier consultations. This also raises questions regarding the potential conflict of interest on the part of the Councillors and Council officers in prioritising the building of Council offices over the needs and wishes of residents and of neighbouring boroughs.

Yours Sincerely

Merlene Emerson
Lib Dem Parliamentary Candidate May 2010