



SAVE OUR SKYLINE UPDATE 9 SEPTEMBER 2011

REVISED TOWN HALL SCHEME SUBMITTED TO PLANNING

PUBLIC MEETING ON 27 SEPTEMBER TO FIGHT APPLICATION

RETAIL SURVEY REVEALS CONCERNS OF LOCAL SHOPKEEPERS

9 September 2011 - following publication of revised plans for development of the Hammersmith Town Hall area by King St Developments, a public meeting has been called by SOS to rally continuing opposition to the scheme. Now that the formal planning application has been resubmitted with minor amendments, it is vital for all to write now to confirm their objections to this scheme. See below for details of how to resubmit objections.

At the meeting, SOS will be giving updates on the scheme, and advising on how best to make your views count at this critical stage.

The meeting is taking place at **7pm on Tuesday 27 September at Rivercourt Methodist Church, King Street W6**, just west of the Town Hall. All are welcome, and are warmly encouraged to come and bring friends, neighbours and relations. This is your last chance to participate and make your views known before the planning meeting (tbc) at which the Council will decide if the scheme can go ahead.

John Jones, Chairman of SOS, said:

“The derisory tinkering to this unwanted development highlights the contemptuous attitude of the Council and its development partners to the real concerns of local residents and community groups as expressed through over 700 letters of objection.

“This revised scheme does nothing to address the overdevelopment, excessive height, damage to Furnivall Gardens and the riverside, demolition of the much-loved cinema and eviction of some of our community’s blind and most vulnerable members. Furthermore, our survey of local retailers shows that, far from fuelling regeneration as the Council promises, this scheme will further damage a significant proportion of local businesses.

“It is vital for residents to attend the SOS meeting on 27 September to hear what they must do to combat this barmy scheme.”

Summary - Revised plans do not address residents' concerns:

- The scheme remains much too dense:
 - Riverside tower block reduced from fourteen to ten storeys, but remains taller than existing Town Hall extension, dominating the river setting and 1930s Town Hall
 - Taller King Street tower block which was previously given as 52.125 metres (170'11") in height has now been reduced by ONE inch in the current proposals!
- Classic 1930s cinema still to be demolished, with no arts, culture or entertainment facility to replace it in the new scheme - in contravention of GLA's stage 1 report
- Still not a single unit of affordable housing in the scheme, despite demolition of 54 units of low-cost housing offered by the Pocklington Trust.
- Blind and vulnerable tenants still to be evicted from Pocklington buildings, with no firm commitment to rehousing, in contravention of new core strategy
- 25% of grassed area of Furnivall Gardens still to be lost to massive access ramps, 5m high, obscuring Town Hall facade
- Scheme still to incorporate unwanted and unnecessary 2,000m² supermarket to further undermine King Street retailers.

Retail survey reveals threat to shopkeepers

In July 2011, independent retail consultancy The Chambers carried out a survey, on behalf of SOS, of 78 local businesses from King Street and King's Mall. These include 30 retail shops, 21 cafes, restaurants and bars, and 27 other service-oriented businesses. The results reveal that retailers are deeply concerned over the impact to their business, with revenues set to be hit by another supermarket opening and the closure of the cinema:

- **67%** of retailers believed their sales would fall, with **43%** believing the scheme would have a very negative effect, in contrast to only 10% who thought the development would have a very positive effect.
- **53%** believed that there would be a negative impact on vacancy levels, rents and premiums, with **33%** saying it would be very negative. In contrast, only 17% thought it would be very positive.
- **43%** of operators of restaurants, bars and cafes expected a fall in revenues *as a result of the closure of the cinema*, with **29%** saying this would have a very negative impact
- **33%** of restaurant, bar and café operators believed that they were less likely to be trading in five years' time as a direct consequence of the scheme

Write again to ensure your views are considered

Although over 700 letters of objection were submitted in an almost unprecedented show of community anger at the earlier scheme, those who continue to oppose the scheme need to write again, reaffirming their opposition to ensure their voice is heard. This could either involve:

- Submitting a revised version of the earlier letter – changing the date would be sufficient
- Sending an email (see contacts below) referencing the previous letter of opposition and confirming that it still stands
- Writing a new letter of opposition, highlighting any new issues

In all cases, it is critical to ensure your name and address are included in order for your letter to carry full weight as an individual objection.

To see a list of points you might raise in your letter, and/or to open a blank email, pre-addressed to all the recipients below, copied to all councillors and ready for you to write your message of objection, please visit our website at www.saveourskyline.co.uk.

Don't forget to state clearly that you **oppose** the plans, and be sure to give the planning application reference numbers in your letter:

- Main Planning Application Reference: 2010/03465/FUL
- Listed Building Consent Planning Application Reference: 2010/03466/LBC
- Conservation Area Consent Planning Application Reference: 2010/03467/CAC

Send your letter of objection to:

Susie Saraiva, Case Officer, Planning Department

susie.saraiva@lbhf.gov.uk

Nigel Pallace, Director of Environment

nigel.pallace@lbhf.gov.uk

Andy Slaughter, MP for Hammersmith

andy@andyslaughter.com

Please email a copy of your letter to us at isupport@saveourskyline.co.uk.

About Save Our Skyline

Save Our Skyline is an alliance of Hammersmith residents, associations and amenity groups, new and old. What we share is that we are proud of our local area and want it to be the best it can be.

Donations sought to fund campaign

We promise that all funds collected will be used for the purpose of fighting this proposed redevelopment. In the happy event that the application is withdrawn, any money left over will be donated to local charities. At the moment we need funds for advice about the revised plans from planning consultant Alsop Verrill.

We have established a Paypal button on the SOS website through which you can donate money to the campaign – you reach it through the button on the bottom right hand side of the website.

Alternatively, if you wish to make a direct donation, SOS's bank details are as follows:

- Bank details: NatWest Marylebone High St Branch
- Name: Save our Skyline
- Sort Code: 60 09 15
- Acct No: 73090174

For further information:

www.saveourskyline.co.uk
contact@saveourskyline.co.uk

A quick reminder of what's planned:

King St Developments has now submitted a revised planning proposal which will:

- Demolish the 7-storey 1970's Town Hall Extension
- Demolish the 3-storey 1930's Cineworld cinema, a Building of Merit, despite its annual 150,000 footfall and a petition of over 6,000 names in favour of its retention
- Demolish the 3-4 storey 1900's apartment blocks belonging to Thomas Pocklington Trust (Cromwell Mansions is also a Building of Merit), and the 1950's Friends Meeting House
- Construct one 10-storey and one 15-storey apartment block containing 290 luxury apartments and four "town houses" - but not a single unit of affordable housing
- Construct premises for Council offices and shops
- Create a 2,000m² supermarket (similar in size to Sainsbury's, King's Mall) - even though there are already 5 mid-size supermarkets within 500m of the site
- Develop a "new" public square between the 1930s Town Hall and King Street
- Construct a pedestrian bridge across the A4 to Furnivall Gardens and the river, with ramps/banks over 5m high

Local, regional and national organisations or associations with objections or reservations about the plans:

- Ashchurch Residents Association
- Barnes Community Association Environment Group
- Brackenbury Residents Association
- Brook Green Association
- Cambridge Grove & Leamore Street Residents Association
- Cathnor Park Area Action Group
- Cinema Theatre Association
- Digby Mansions Residents Association
- English Heritage
- Friends of Furnivall Gardens
- Friends of Ravenscourt Park
- Fulham Society
- Georgian Group
- Granville Mansions Association
- Greater London Authority
- Hammersmith and Fulham Historic Buildings Group
- Hammersmith Society
- Hammersmith Mall Residents Association
- London Parks and Gardens Trust
- Lord Napier Place Residents Ltd
- North Barnes Residents Association
- Old Chiswick Protection Society
- The Polish Centre (POSK)
- Putney Society
- Ravenscourt Action Group
- Ravenscourt Society
- St Peter's Residents Association
- Thomas Pocklington Trust
- The Twentieth Century Society
- Victorian Society
- Wendell Park Community Group
- West London River Group (over 30 associations)
- William Morris Society