

PLANNING AND DEVELOPMENT CONTROL COMMITTEE
Addendum 12.10.2021

REG REF.	ADDRESS	WARD	PAGE
2021/01526/FUL	1-3 Chesilton Road	Town	9
Page 13	Condition 16, third line, replace 14 with 15		
2020/02525/ADV	Walham Green Court	Parsons Green and Walham	26
Page 27	Officer Recommendation 1, second line, delete 'permission' and insert 'consent'		
	Condition 03, line 3: Delete '01/20', replace with '01/21'		
Page 35	Para 4.19, first line, after luminance levels, insert '(a maximum of 300 candelas/m2)'		
Page 36	Para 4.20, line 4: Delete '01/20', replace with '01/21'		

Late representation: An email sent to committee services (11th October 2021) from Vice Chairman, Broadway Focus Group requesting better consultation with residents of Walham Green Estate so the proposal will feel less of an imposition. Reference is also made to the revenue potential that the advert may generate.

Officer Comment: In addition to site and press notices, individual notification letters were sent to residents in Walham Green Court. We received 5 objections and 4 of these were from occupiers at Walham Green Court – the addresses are listed on Page 30 of the officer report and the comments raised have been taken into account. Potential income generation has not been given any material weight by officers in the assessment of this particular advert application.

2021/01544/FR3	Traffic Island located at junction of Fulham Palace Rd & Talgarth Rd	Hammersmith Broadway	38
Page 40	Condition 04, Line 3: Delete '01/20', replace with '01/21'		
Pages 43/44	Delete paragraphs 3.0 to 3.6 (Duplication - covered by paras 4.0 to 4.7) Renumber the paragraphs following.		
Page 49	Paragraph 5.22, line 8: Delete '01/20', replace with '01/21'		

Late representations: A letter of objection (dated 5th October 2021) has been received from the Hammersmith and Fulham Historic Buildings Group. The grounds for objection can be summarised as:

- strongly oppose yet another visual intrusion in Broadway gyratory system. The area is already becoming very cluttered with items unrelated to road or pedestrian safety. It would appear that the Council is trying to ride two horses which are pulling in different directions. Satisfying the growing pressure to provide improved cycle infrastructure and secure cycle storage cycle on one hand, and on the other its duty to uphold the principles of the Conservation Areas. Both notable aims, but almost always non compatible. The site is located on the fringe of the Hammersmith Odeon Conservation Area

and abuts the Hammersmith Broadway Conservation Area. Additionally, it would be in sight of several listed buildings including St Paul's Church, Bradmore House and of course the Hammersmith Apollo.

- At many times of the day particularly outside of commuter times there are very few cycles on this area, and the area remains comparatively uncluttered
- if the hub were to be installed, it would be there 24/7 and would become a permanent visual blight. Some have likened the proposed cycle hub not dissimilar to a giant roadworks shed, others that it is a temporary toilet block. The proposed black colour with a red stripe at roof level does nothing to mitigate this proposal.
- Two young trees are going to be removed to accommodate the structure but we note that 2 replacement trees within the locality of the application site will be planted in the next available planting season following the installation of the cycle hub.
- We accept the design is functional but why can it not also be attractive, a thing of beauty if it must be sited in such a prominent position. As we understand it, the use of the hub involves signing up , a getting pass keys or codes etc, on that basis it does not appear to be readily available for ad hoc use, so becomes rather elitist being for members only.
- We strongly disagree with the statement in the D&A statement that the proposals enhance the environment of the Hammersmith Town Centre.

Correspondence (dated 6.10.21) was also received from the Fulham Society commenting:

- We do appreciate the need for cycle parking around Hammersmith Broadway and this site, so conveniently in the very centre, is obviously ideal. Although the proposed one storey building is somewhat bulky and not particularly attractive, it will not really be noticed in the general traffic chaos at the top of the Fulham Palace Road and is far enough away from any of the important buildings to impede any views of them. So, we do feel that this is an acceptable proposal.
- The loss of the trees is not important as they were not well placed and always looked somewhat odd and insignificant, badly sited as they were almost under the flyover. I doubt if they would have flourished well on that unsuitable site.
- We are somewhat opposed to the 'greening' of the site- and feel that this will only add extra clutter to what is already very busy area and would not be really appropriate in the middle of heavy traffic. Keep it simple, with no fuss or pretensions.

2021/02292/ADV	Traffic Island located at junction of Fulham Palace Rd and Talgarth Rd	Hammersmith Broadway	53
Page 54	Condition 03, line 3: Delete `01/20`, replace with `01/21`		
Page 62	Para 4.20, line 4: Delete `01/20`, replace with `01/21`		
Page 62	Para 4.15: Line 1: Delete `illuminance` replace with `luminance`		