

492-496 Chiswick High Road

(00248/492-496/P8)

Comments from the West Chiswick and Gunnersbury Society

The West Chiswick and Gunnersbury Society supported refusal of the previous application (00248/492-496/P7) when it was placed on the PDL (see e-mail of 14 May 2015). The only design change made within the current application is the addition of a screen on the roof terrace. This will be insufficient to mitigate the negative impact on neighbouring properties in Chiswick Road (see below). Moreover, it does not, in any way, address the other reasons for refusal given in the Delegated Report.

The Society maintains its previous objections and makes the following points.

1. As noted in the applicant's D & A statement:

Stylistically the building is differentiated from the rest of the terrace to the east having taller floor plates, different detailing and a more horizontal rhythm to the facade. The two storey corner building is in turn differentiated by virtue of change in roof style and this is clearly designed to allow the building to address the corner as well as deal with the non-linear floor plate at this end of the building.

These distinctive features provide a building of local character, enrich the street scene and provide a most appropriate corner building, leading from the Chiswick High Road to the residential terraced properties of Chiswick Road. Retention of these distinctive features is very important from the perspective both of the CHR and of Chiswick Road, especially considering the scale of the development currently under construction at 500 CHR. For the residents of Chiswick Road, the proposed development in this application would serve to increase the negative sense of enclosure resulting from the large-scale of 500 CHR, which will block the view to the west.

2. The applicant's D & A statement states:

The new flats will be accessed through the existing entrance to the office part of the first floor. These flats will therefore not be accessed from the existing roof terrace.

However the cycle storage and refuse bins for all 7 flats would appear to be on the roof terrace. This is a most unsatisfactory arrangement not only for the residents of the four new flats but also for residents along Chiswick Road and those in the three existing flats. The impracticality of and the increased noise and disturbance from refuse and bikes being carried up and down the external stairs and across the roof terrace would be quite unacceptable.

WCGS
November 2015