

ROYAL BOROUGH  
OF  
KENSINGTON & CHELSEA

DOCUMENT SEPARATOR

DOCUMENT TYPE:

OTHER



\*OTH\*

**Appearance**

The appearance of the development proposed has the further effect of bringing an ugly Estate feel right to the borders of a low density, friendly, Conservation Area characterised by mostly single family homes, and traditional housing styles. In comparison to the recently built Coach House, whose style of construction makes a positive impact on the Swanscombe Road streetscape, the proposed development is ugly, comprising a mishmash of styles and materials which will not complement the area, and which will not age gracefully.

**Size**

The size of the proposed development is also completely out of proportion to the surrounding buildings. Although the Organ Factory's roof is quite high, most of that height comprises a steeply pitched roof. It is in any case an historical anomaly within the block, and does not represent the scale of more recent developments. Behind our property, the roof of the new Coach House is significantly lower than that of the proposed development (while I believe it to be higher than originally planned). The modern pub that stood on the site was of a single storey, and the other new development along the western edge of the block is much lower than the proposed development. Again, for us and our neighbours, the development proposed would have a disastrous impact.

In addition to our strong objections to the development proposed, we are also extremely concerned about the precedent that allowing such a development would set for any future developments in the block.

**2. Effect upon a Conservation Area**

Whilst I understand the site for the proposed development is outside the Norland Conservation area, it sits immediately on its borders. For that reason, I feel most strongly that the development proposed should be reviewed in terms of its impact on that Conservation area. For all the reasons discussed above, I believe that that impact on the Norland Conservation Area would be strongly negative.

**3. Effect upon the setting of Listed Buildings**

The houses on St Ann's Villas are listed buildings, and I understand the Organ Factory also to be a listed building. The proposed development would have a substantially negative impact on the setting of these buildings, for the reasons discussed above and below.

**4. Traffic, access and parking**

This is a major issue in the area, and the proposed development will be disastrous for traffic, access and parking. St Ann's Villas is already a busy street with both local and 'cut through'

traffic. The junction of St Ann's Villas and Swanscombe Rd/St James's Gardens is already dangerous with the traffic island etc. A large increase in the traffic coming into and out of Swanscombe Road will further congest traffic and, I believe, increase the perils to drivers and pedestrians.

The development proposes 11 off street parking spaces. This is obviously fewer than the number of units, so there will be a huge increase in pressure for residents' parking spaces in the area. RBKC reduced the number of residents' bays in the area in the last couple of years to make way for more Pay and Display spaces. There are currently 4 RBKC residents' bays in Swanscombe Rd, in pretty much constant use: clearly the pressure for these would become intolerable with a large number of new residents competing for those spaces.

**5. Sunlight and daylight, Overlooking and loss of privacy.**

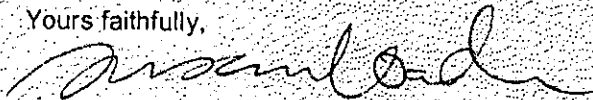
I am extremely concerned about the impact the proposed development will have on light and privacy at our property. In terms of daylight, the building proposed will block huge areas of open sky – and therefore daylight – from our property at all levels, and will also block direct sunlight into our rear windows and garden at certain times of the day. This will be a huge detriment to our enjoyment of our property and I express the strongest possible objections.

The proposed development will overlook our property at all levels. Although the development claims that only 'utility' rooms will face towards St Ann's Villas, these include kitchen windows. In fact, kitchen windows are used extensively for viewing throughout the day while preparing food, etc. This will result in a major loss of privacy for us. The 'penthouse' apartment also features a balcony which will look directly into our rear windows. This profound loss of privacy through overlooking by the proposed development is totally unacceptable.

A further amenity issue raised by the scale and density of the proposed development is security. We believe that the security of our and neighbouring properties, and personal security in the surrounding area, will be compromised should the development proposed go ahead.

In summary, I object in every respect to the proposed development, principally because of its size, scale, appearance and outlook over our property. We would welcome a residential development on a smaller scale more in keeping with the character and appearance of the adjoining Conservation Area, and which did not compromise our enjoyment of daylight, sunlight, and privacy at our property. I would be happy to discuss this with you in person or by telephone, and I will be contacting you for information about the next steps in the planning process.

Yours faithfully,



Susan Wade

---

**PLANNING AND CONSERVATION**

---

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

---

Councillor Ernest P. Tomlin,  
43, Wallingford Avenue,  
London,  
W10 6PZ

Switchboard: 020-7937-5464

Direct Line: 020-7361-2701

Extension: 2701

Facsimile: 020-7361-3463

Date: 31 May 2002

---

THE ROYAL  
BOROUGH OF



KENSINGTON  
AND CHELSEA

My Ref: DPS/DCN/PP/02/00901/DT Please ask for: D. Taylor

Dear Councillor Tomlin,

**Town and Country Planning Act 1990**

**Site at 7 Swanscombe Road, London, W11 4SU**

**Construction of residential development of 17 residential units comprising one, two and three bed units and provision for 11 off-street parking spaces. (MAJOR DEVELOPMENT)**

Under the recently agreed procedures, I am writing to advise you that at least three objections were received in respect of the above current application within the statutory consultation period.

Should you wish to receive any further information of this case, please do not hesitate to contact me.

Yours sincerely

**M. J. FRENCH**

**Executive Director, Planning and Conservation**

---

**PLANNING AND CONSERVATION**

---

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

---

Councillor David Lindsay,  
The Town Hall,  
Horton Street,  
London,  
W8 7NX

Switchboard: 020-7937-5464

Direct Line: 020-7361-2701

Extension: 2701

Facsimile: 020-7361-3463

Date: 31 May 2002

THE ROYAL  
BOROUGH OF



KENSINGTON  
AND CHELSEA

My Ref: DPS/DCN/PP/02/00901/DT Please ask for: D. Taylor

Dear Councillor Lindsay,

**Town and Country Planning Act 1990**

**Site at 7 Swanscombe Road, London, W11 4SU**

**Construction of residential development of 17 residential units comprising one, two and three bed units and provision for 11 off-street parking spaces. (MAJOR DEVELOPMENT)**

Under the recently agreed procedures, I am writing to advise you that at least three objections were received in respect of the above current application within the statutory consultation period.

Should you wish to receive any further information of this case, please do not hesitate to contact me.

**Yours sincerely**

**M. J. FRENCH**

**Executive Director, Planning and Conservation**



① Ach ② DT  
DPS/TPD/DCN/OST/DEJ  
01178/DT

Mr Derek Taylor  
Department of Planning Services  
RBU & C  
The Town Hall  
Horton Street  
London W8 7NR

S/A Ruicadale Road  
London W11 4NW  
07 727 63596  
07 243 2013 f

12 July 2002

EX DIR	HDC	TP	CAC	AD	CLU	AS
R.B. K.O.	15 JUL 2002			PLANNING	18	
N/A	AW	SE	APP	10	10	10
		ARB	FPLN	DEB	FEES	

Dear Mr Taylor,  
7 Swanscombe Road, W11

You will see from the enclosed formal objection to the above proposal, that the Norland Conservation Society has serious misgivings over

- ① its height & bulk, both in relation to the adjacent buildings, & in relation to the proposed 4-storey residential tower of the Edward Wood Estate
- ② the wholly inappropriate and unacceptable use of sand & brick adjacent to a brick-built Conservation Area
- ③ insufficient parking space.

Given these serious misgivings we feel that any the objection should be withdrawn for further consideration by Council staff with the developers, as the Council staff & the Planning Committee should insist or however least on the reduction of this proposal to one storey, & an brick rather than sand & tile for its cladding.

Yours sincerely,  
Robin Rice  
NCS Planning Secretary


**The Royal Borough of Kensington and Chelsea**  
**Department of Planning Services**

46

To: M.J. French  
Director of Planning Services

Dept. 705,  
The Town Hall,  
Hornton Street,  
London, W8 7NX.

Ref.: DPS/TP/DCN/03/02/01178/DT

Dear Sir,

**TOWN AND COUNTRY PLANNING ACT 1990**

Proposal Address <u>7, Swancombe Road</u> <u>W11</u>	Nature of Proposal <u>Re-build of 5-storey</u> <u>apartments &amp; town-houses</u> <u>on vacated site</u>
--	--

I have inspected the planning application and drawing(s) for the above property and have

**NO OBJECTION / OBJECTION \* \*\***

to the submitted proposal

**Comment**

This is a laudable but unsuccessful attempt to integrate the character & reasonable expectations of the Noland Conservation Area with the character of the Edward Woods Estate. It is unsuccessful for these reasons:-

- ① The height & bulk will (a) prevent full daylight and the western sun reaching the courtyard & forward garden of 3 Swancombe Road, and the rear of the western side of St Ann's Villa; and, (b) ~~not~~ create a sense of enclosure; this is enhanced by the obstructive lift shaft on the east of the proposed building, which should be aligned with the line of the wall.
- ② The height is inconsistent with the 4-storey height of the present re-build of part of the Edward Woods Estate.
- ③ The use of render & tile is totally inappropriate, and as a precedent within a such strict Conservation Area, entirely unacceptable.
- ④ Inefficient Planning Space: 11 spaces for 17 units is not consistent with Royal Borough policy; and 11 spaces would still not be sufficient if it is agreed (as it should) that the proposal be reduced to one storey.

\* Given our very serious misgivings, we suggest that the application be withdrawn for further consideration by Council staff & the developers.

Name: Robin M. Rice for Noland Conservation Society

Full Address: 5/7 Princesdale Road  
London W11 4NW

Date: 12 July 2002 Signed: R. Rice

\* If you wish to object to the proposals, or make any general comments, please give them, in full, in the space above.  
Any additional comments may be set down on the back of this form.  
\*\* Delete where applicable.

Copy to DT.

EX DIR	HDC	TP	CAG	AD	CLU	AO AK
R.B.	18 JUN 2002		PLANNING			
K.C.						
N	C	SW	SE	APP	IO	REC

Plans (1) area character.  
(2) Pass to DT.

Robert Wade  
33 St Ann's Villas  
London, W11 4RT  
(020) 7602 4331  
07711 009 127 (mobile)

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12) (13) (14) (15) (16) (17) (18) (19) (20) (21) (22) (23) (24) (25) (26) (27) (28) (29) (30) (31) (32) (33) (34) (35) (36) (37) (38) (39) (40) (41) (42) (43) (44) (45) (46) (47) (48) (49) (50) (51) (52) (53) (54) (55) (56) (57) (58) (59) (60)

14<sup>th</sup> June, 2002

Mr Michael French and Mr Derek Taylor  
RBKC Planning and Conservation  
The Town Hall  
Hornton Street, London W8 7NX

08/02/01178.

Dear Mssrs French and Taylor,

RE: Proposed major development at 7 Swanscombe Road, London W11 4SU

FURTHER NOTIFICATION RE HAMMERSMITH AND FULHAM COUNCIL APPLICATION

I wish to reiterate the comments I have previously made regarding the above mentioned planning application, outlined below, and summarised as follows:

- (i) The scale, density and appearance of the proposal are out of character with the block and would have a hugely negative impact on our home and the neighbouring area.
- (ii) The proposal would involve a significant and unreasonable worsening of light conditions for our home, as it would significantly reduce both sunlight and daylight into our house and garden;
- (iii) The proposal would cause a material loss of privacy for us, as it would result in a very significant and unreasonable worsening of overlooking into our home, both from the windows of the proposed development and from the terraces proposed;
- (iv) The proposal would increase our sense of enclosure to a material and unacceptable degree.

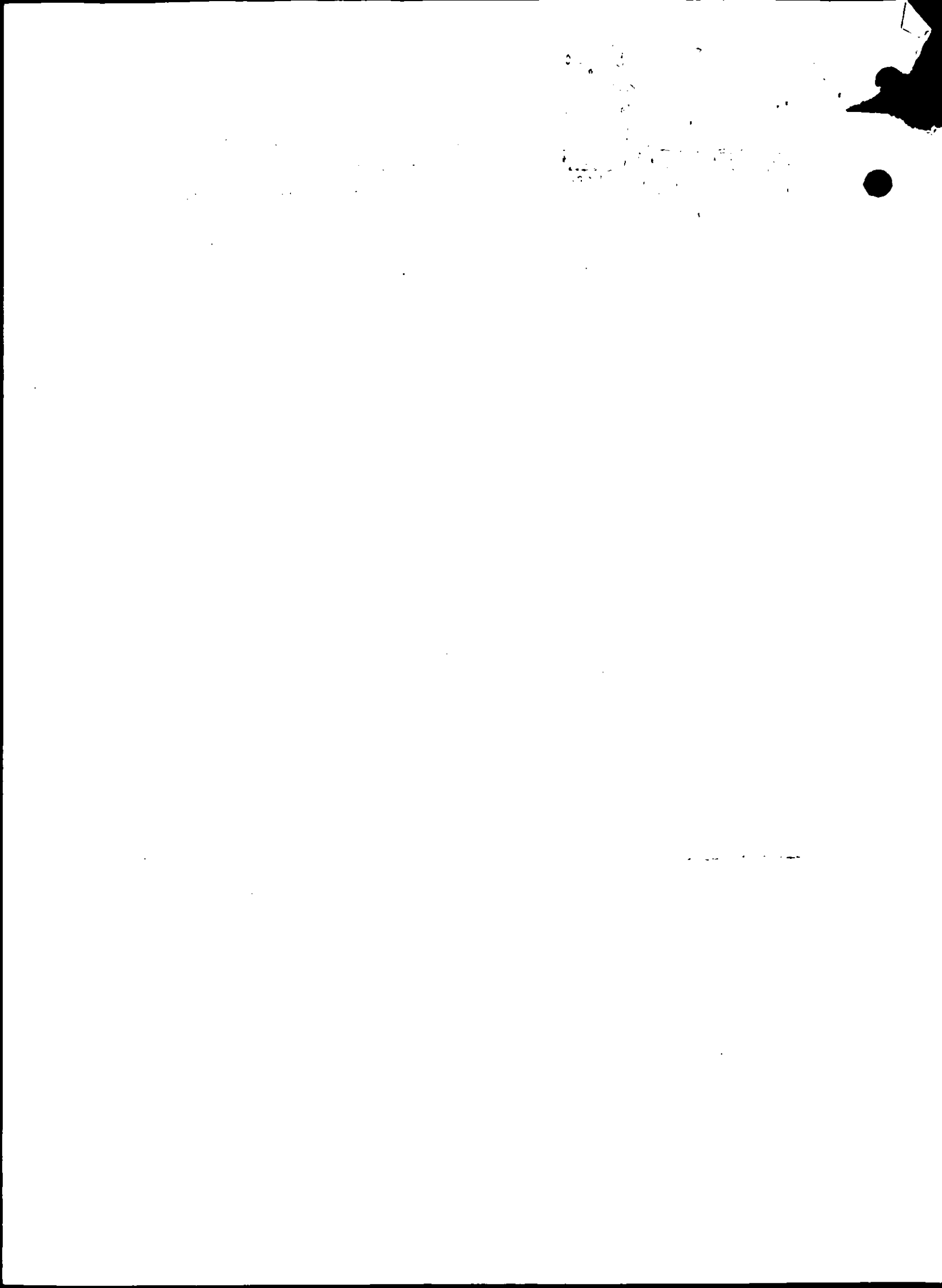
**1. Scale, appearance and impact.**

The development proposed would have a hugely negative impact on both our home and the neighbouring area. Its scale and size is completely out of proportion to surrounding buildings within the block, as is the density of the housing proposed.

**Scale and density**

The proposal is for 17 units, or around 60 - 70 people, within a relatively small plot. The Organ Factory is a single family dwelling, as are 3 Swanscombe Road, 33 and 31 St Ann's Villas. The new Coach House at 5 Swanscombe Rd is a commercial building. Some of the houses in St





Ann's Villas have been converted into flats but where this is the case, there is only a very small number of units. The addition of such a dense population within the block would have an extremely negative impact on an area where neighbours are on first name terms, there are annual gatherings at Christmas and other regular neighbourly contact. The planning application refers to the proximity of the Edwards Woods Estate and notes that the proposed development looks there for reference. This is a totally inappropriate reference. Swanscombe Road – an unusually wide street due to the 90 degree parking on the Northern side – the large forecourt of the shops at street level, and the play area behind the site mark a clear boundary, both physical and psychological, to the Estate. The character of the block is completely different from that of the Estate, and I object wholeheartedly to a development which effectively extends the Estate beyond its current boundaries and into our block.

### **Appearance**

The appearance of the development proposed has the further effect of bringing an ugly Estate feel right to the borders of a low density, friendly, Conservation Area characterised by mostly single family homes, and traditional housing styles. In comparison to the recently built Coach House, whose style of construction makes a positive impact on the Swanscombe Road streetscape, the proposed development is ugly, comprising a mishmash of styles and materials which will not complement the area, and which will not age gracefully.

### **Size**

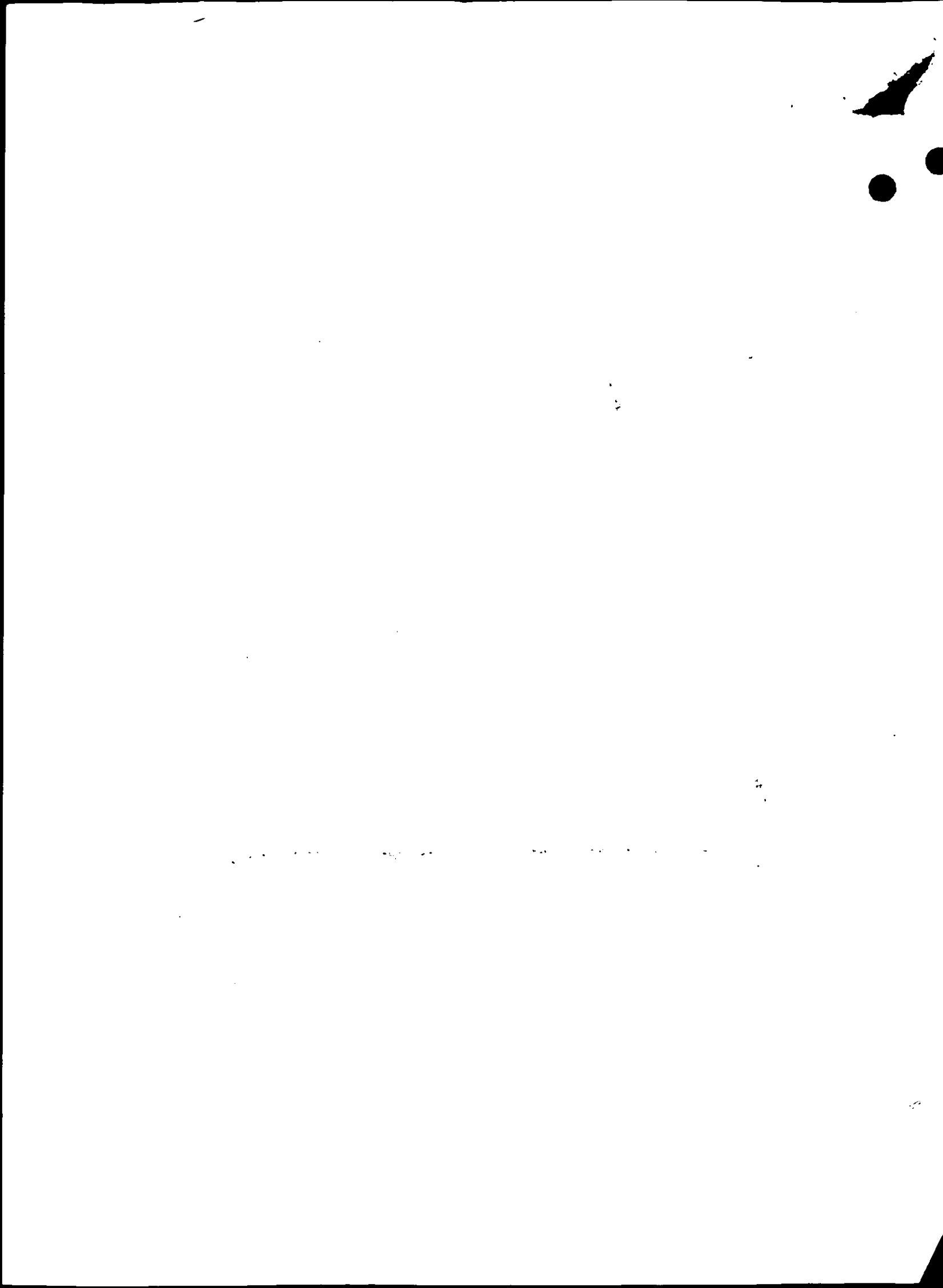
The size of the proposed development is also completely out of proportion to the surrounding buildings. Although the Organ Factory's roof is quite high, most of that height comprises a steeply pitched roof. It is in any case an historical anomaly within the block, and does not represent the scale of more recent developments. Behind our property, the roof of the new Coach House is significantly lower than that of the proposed development (while I believe it to be higher than originally planned). The modern pub that stood on the site was of a single storey, and the other new development along the western edge of the block is much lower than the proposed development. Again, for us and our neighbours, the development proposed would have a disastrous impact.

In addition to our strong objections to the development proposed, we are also extremely concerned about the precedent that allowing such a development would set for any future developments in the block.

## **2. Effect upon a Conservation Area**

Whilst I understand the site for the proposed development is outside the Norland Conservation area, it sits immediately on its borders. For that reason, I feel most strongly that the development

48



proposed should be reviewed in terms of its impact on that Conservation area. For all the reasons discussed above, I believe that that impact on the Norland Conservation Area would be strongly negative.

49

### **3. Effect upon the setting of Listed Buildings**

The houses on St Ann's Villas are listed buildings, and I understand the Organ Factory also to be a listed building. The proposed development would have a substantially negative impact on the setting of these buildings, for the reasons discussed above and below.

### **4. Traffic, access and parking**

This is a major issue in the area, and the proposed development will be disastrous for traffic, access and parking. St Ann's Villas is already a busy street with both local and 'cut through' traffic. The junction of St Ann's Villas and Swanscombe Rd/St James's Gardens is already dangerous with the traffic island etc. A large increase in the traffic coming into and out of Swanscombe Road will further congest traffic and, I believe, increase the perils to drivers and pedestrians.

The development proposes 11 off street parking spaces. This is obviously fewer than the number of units, so there will be a huge increase in pressure for residents' parking spaces in the area. RBKC reduced the number of residents' bays in the area in the last couple of years to make way for more Pay and Display spaces. There are currently 4 RBKC residents' bays in Swanscombe Rd, in pretty much constant use: clearly the pressure for these would become intolerable with a large number of new residents competing for those spaces.

### **5. Sunlight and daylight, Overlooking and loss of privacy.**

I am extremely concerned about the impact the proposed development will have on light and privacy at our property. In terms of daylight, the building proposed will block huge areas of open sky – and therefore daylight – from our property at all levels, and will also block direct sunlight into our rear windows and garden at certain times of the day. This will be a huge detriment to our enjoyment of our property and I express the strongest possible objections.

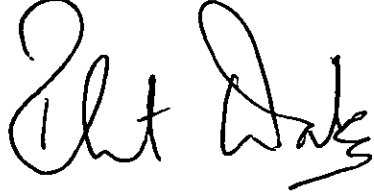
The proposed development will overlook our property at all levels. Although the development claims that only 'utility' rooms will face towards St Ann's Villas, these include kitchen windows. In fact, kitchen windows are used extensively for viewing throughout the day while preparing food, etc. This will result in a major loss of privacy for us. The 'penthouse' apartment also features a balcony which will look directly into our rear windows. This profound loss of privacy through overlooking by the proposed development is totally unacceptable.

50

A further amenity issue raised by the scale and density of the proposed development is security. We believe that the security of our and neighbouring properties, and personal security in the surrounding area, will be compromised should the development proposed go ahead.

In summary, I object in every respect to the proposed development, principally because of its size, scale, appearance and outlook over our property. We would welcome a residential development on a smaller scale more in keeping with the character and appearance of the adjoining Conservation Area, and which did not compromise our enjoyment of daylight, sunlight, and privacy at our property. I would be happy to discuss this with you in person or by telephone, and I will be contacting you for information about the next steps in the planning process.

Yours faithfully,



Robert Wade



Taylor, Derek: PC-PlanSvc

THE ROYAL  
BOROUGH OF

From: Taylor, Derek: PC-PlanSvc  
Sent: 24 July 2002 11:32  
To: 'Susan Denham'  
Subject: RE: Development at 7 Swanscombe Road



Thanks for your comments - it's always just a little difficult giving a presentation with both residents and developers watching, as clearly we always run the risk of the residents accusing us of being too favourable and the developers accusing us of being too negative! But essentially I just try to give the Committee all the information they need to take their decision; it is not my role to "sell" a proposal to them, that's up to the architect/planning consultant and I don't think their presentation did very well at that last night - by contrast I thought your presentation was clear, concise, contained good points and was pitched at exactly the right level of time and detail for the Committee. You left their representative with a big hill to climb!

In my view a deferral was a good result. I hope my report made it clear that, notwithstanding the fact that it did recommend approval, the scheme was pushing against a number of policies in different ways and the whole thing was very much 'on balance', and I think all of the Committee (maybe bar one) felt the same way too. They didn't see any clear ground to refuse the whole thing, but still felt rather uncomfortable about approving it.

The next stage is for me to meet the applicants and negotiate with them to get some meaningful reductions in the scheme - they will clearly want to do as little as possible to it as every sq.m means money to them, but I will explain that 'fiddling here and there' won't be enough and the Committee have given me a clear instruction to seek some tangible and significant reductions, which will need to be in both scale, unit numbers and habitable rooms.

I'm on leave for the last three weeks of August, so unless I can meet with the applicants and agree on revisions for them to be working on when I'm away then everything will slip until September. We will formally notify everyone again as/when we receive a set of revised plans, but I'll try to keep you informally updated by e-mail etc as to any developments in the meantime.

Derek Taylor,  
Area Planning Officer

-----Original Message-----

From: Susan Denham [mailto:susan.denham@bbc.co.uk]  
Sent: 24 July 2002 09:53  
To: 'Derek.Taylor@rbkc.gov.uk'  
Subject: RE: Development at 7 Swanscombe Road

Thank you for your help and information on this application. I hope you feel we got the 'best' result last night, as I think we do. I thought your presentation of the case was very fair - although as you know I have different views on the where the 'balance' lies on some of the points. I learnt a lot from being at the meeting and hearing the discussion - everyday stuff for you but completely fascinating to a beginner!  
What happens next?  
kind regards  
Susan

-----Original Message-----

> From: Derek.Taylor@rbkc.gov.uk [SMTP:Derek.Taylor@rbkc.gov.uk]  
> Sent: Monday, July 15, 2002 12:53 PM  
> To: susan.denham@bbc.co.uk  
> Subject: Development at 7 Swanscombe Road

>  
> Just to confirm that the application for Swanscombe Road is on the agenda

> for the Planning Services Committee meeting of 23rd July, with an 'on  
> balance' recommendation for approval.

> Derek Taylor  
> Area Planning Officer

> \*\*\*\*\*  
> The Royal Borough of Kensington and Chelsea

> ~~This e-mail may contain information which is confidential, legally~~  
> privileged and/or copyright protected. This e-mail is intended for the  
> addressee only. If you receive this in error, please contact the sender  
> and  
> delete the material from your computer.

> \*\*\*\*\*  
>

THE ROYAL  
BOROUGH OF



KENSINGTON  
AND CHELSEA

This e-mail (and any attachments) is confidential and may contain personal  
views which are not the views of the BBC unless specifically stated.  
If you have received it in error, please delete it from your system, do not use,  
copy or disclose the information in any way nor act in reliance on it and notify  
the sender immediately.  
Please note that the BBC monitors e-mails sent  
or received. Further communication will signify your consent to this.

Fax To: Mr Michael French  
Executive Director, Planning and Conservation  
RBKC  
Fax 020 7361 3463

From: Mrs Susan Denham  
33 St Anns Villas  
Phone 07711 009 127

53

Re: 7 Swanscombe Road, W11

Key points to be raised by Susan Denham at Planning Services Committee Meeting, 23<sup>rd</sup> July 2002.

The main points I intend to raise at the meeting within the time allowed are as follows:

1. There is unanimous local opposition to the scheme, including from my neighbours, the Norland Conservation Society and our Ward Councillors. A petition signed by our neighbours has also been prepared, which I will table
2. The proposed development is too large, both in terms of size (height in particular, with impact on natural light, sense of enclosure and privacy) and density (number of units, with impact on traffic and parking, and character of the area)
3. The loss of natural light to my home and the Organ Factory that would occur if the proposal went ahead is very significant - I will illustrate with photos
4. I disagree with the Report's assessment of the character of the area from my perspective as a resident. I refute the applicants' argument that it is appropriate for this site to take as its primary reference the Edward Woods Estate rather than the Conservation Area surrounding it.
5. The proposal is inconsistent with other new building in the vicinity
6. The Report to the Committee outlines several definite breaches of Planning Policy in this proposal: unnecessarily of VERY HIGH DENSITY; insufficient parking provision; failure of the 25 degree natural light test; undesirable removal of a tree
7. I would like to ask the Committee review the 'on balance' conclusion in light of these points.

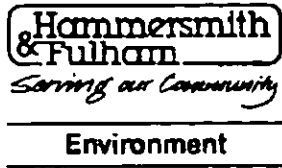


# Letter from Notting Hill HO (54)

- Invite the Cmtee to "look at the proposal with fresh eyes"
- Scheme at it's highest point is only as high as the St. Ann's Villas roofline
- Scheme respects the materials of surrounding townscape whilst avoiding pastiche
- Satisfies all UDP space standards
- Any reduction in housing unit numbers would (a) jeopardise the funding for the scheme and (b) would reduce affordable housing numbers first due to the need to maintain viability



55



London Borough of Hammersmith and Fulham  
Town Hall, King Street, Hammersmith, W6 9JU

Phone: 0181 748 3020  
0181 576 5500 (touch tone phones only)

**Environment Department**

**Facsimile Message**

From: Sara Dawes

Phone extension: 3389

Fax: 020 8753 3485

Date: 11/7/02

Internal fax extension:

e-mail: sara.dawes@lbhf.gov.uk

To: K+C

Fax No: 020 7361 3463

Attention of: Derek Taylor

Pages including cover: 2

Copied to:

Re: 7 Swanscombe Road

Here's the letter of objection, as discussed

Regards

Sara Dawes