

58B Wellesley Road, Chiswick W4 (01177/58B/P11)

Comments from the West Chiswick and Gunnersbury Society

The Society objects to the proposed roof extension and associated alterations. The existing building is already a negative element within the Wellesley Road Conservation Area being of utilitarian design unsympathetic to the prevailing Victorian buildings (it was built before the CA was established). The proposal to replace the roof with a “large glass box” would increase the negative impact of the building by increasing its size and drawing attention to it. The proposed design and materials are inappropriate for the area and would create an over-dominant feature including in long views westward along Wellesley Road. The Pilot public house to the east has been nominated for inclusion in the Council’s Local List of buildings of townscape character. The proposed changes would neither respect the character of the area in accordance with Local Plan Policy CC 2 nor conserve or enhance the Conservation Area. As such they would not be in accordance with Local Plan Policy CC 4 and contrary to s.72 of the Planning (Listed Buildings and Conservation Areas) Act. The harm to the designated heritage asset would not be outweighed by public benefits contrary to the NPPF.

Noting that the D&A statement states:

“it is noteworthy that the majority of the glazing would actually face the M4” we are concerned that it is the potential to use this glazing for advertising rather than the “additional 34sqm in office use” that has prompted this application. The existing dormer facing the M4 is already prepared for such use following an appeal. The use of the building for the display of advertisements could cause harm to visual amenity and harm to highway safety by affecting drivers using the A4/M4. The Advertisement Regulations alone may not provide sufficient means of controlling LED illuminated advertising screens which are installed within the building and set back from the glazing.

In the event of an appeal following refusal of planning permission, the Inspector should be requested to impose a condition in order to prevent the use of the building for the display of advertising as this would result in materially different planning considerations.

WCGS

September 2018