

**London Borough of Hammersmith & Fulham**

Development Management, Planning and Growth  
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Mr A Richards  
Development Management  
London Borough Of Hounslow  
The Civic Centre, Lampton Road  
Hounslow TW3 4DN

**9th February 2016**

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Applicant:  
Mr A Richards  
Development Management  
London Borough Of Hounslow  
The Civic Centre, Lampton Road  
Hounslow TW3 4DN

Application Reference: **2016/00099/OBS**  
Registered on: **12th January 2016**

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**Town and Country Planning Act 1990**

**OBJECTION RAISED**

**Location and Description:**

**Tower, Land At Chiswick Roundabout Great West Road London W4**

Redevelopment of site to provide a mixed use building of one part ground plus 31 storeys and one part ground plus 24 storeys, comprising 320 residential units (Use Class C3), office (Use Class B1) and retail/restaurant uses (Use Class A1-A3), basement car and bicycle parking, resident amenities, hard and soft landscaping and with all necessary ancillary and enabling works.

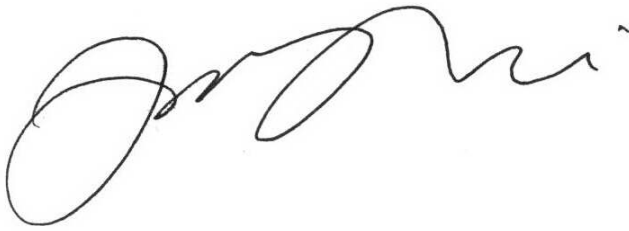
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**Particulars of Decision:**

**This Council raises objection to the proposed development for the following reason(s):**

- 1) The applicant has failed to demonstrate that the proposed development would preserve or enhance the settings of The Mall Conservation Area, the Grade II\* listed Hammersmith Bridge or the Grade II listed Nos. 1a to 6 (consec.), Grade II\* listed No. 7, and Grade listed Nos. 8 to 16 (consec.) Hammersmith Terrace. In the absence of the required information it cannot be concluded that the development would meet the statutory duties set out in Section 66(1) and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 or comply with the NPPF in particular paras.128 and 132, or comply with Development Management Local Plan (2013) policies DM G1, DM G6 and DM G7 or comply with Core Strategy (2011) policy BE1.

Juliemma McLoughlin  
Director for Planning & Growth

A handwritten signature in black ink, consisting of several loops and a trailing flourish.

On behalf of the Executive Director, Transport and Technical Services  
Duly authorised by the Council to sign this notice.