

Design Review Panel

Summary Feedback Notes

66 HAMMERSMITH ROAD

20 September 2017

Panel	LBHF	Architects and Agents
Jonathan Manser [chair] Gary Colleran Melanie Whitlock Niall Cairns Max De Rosee	Paul Goodacre Neil Egerton Lydia Nutt	Robin Partington & Mark William Jones – Robin Partington & Partners Richard Coleman – Richard Coleman Citydesigner Barnaby Collins & Colin Sinclair– DP9 Toby Pentecost – Quadrant Estates,

Main Issues Raised during the Design Review Panel

1.	Does the design of the elevations change to respond to context
2.	Comparative size of existing and proposed buildings
3.	Scale of the servicing area
4.	Wind impact on public realm
5.	Depth of typical floor
6.	Clients space requirements in future building
7.	Comparative heights of existing and proposed buildings
8.	Relationship of structural frame to the facade
9.	Performance of 3m. glazing modules in relation to solar gain
10.	Details of entrance lobby on Lyons Walk
11.	Replacement public realm and landscaping
12.	Type of retail and contribution to Hammersmith Road

Panel Summary and Recommendation

The Panel thank the team for their clear and thorough presentation of their proposals. Overall, it is considered to be a good scheme with enormous potential and would be a welcome addition to this part of Hammersmith Road. The aspirations of the design team and the means by which these goals have been incorporated into the development of the scheme is to be commended.

The move to align the building back to the street edge and to redefine and contribute to the townscape of the street is considered to be an appropriate response. The images presented at the Review were powerful and convincing in this respect.

The structure, floorplan and rigour of the grid, and the way this has informed the composition and massing has a clarity and is understood and supported.

Similarly, the materiality and the solid to void ratio of the facades are supported.

The area of the façade where the panel remain to be convinced is on the northern elevation, which less well resolved at this stage and needs further refinement.

The Panel debated the proposed height of the building and did not reach a consensus view. It is clear that it is taller than its neighbours and the re-alignment of the frontage to the street edge would mean that it would have significantly different impact on the street than the existing building. The Panel did agree that further work could be done to eat into the mass at the top of the building in order to reduce its apparent mass. The terraces for example could be fully expressed as suggested by some of the images presented, rather than eaten into by the floorplate. The 9m grid which has been used to fragment the bulk to some extent could be developed further. The composition of the 9m. grid gives the characteristic of a “set of drawers” which could be developed to “push” into the mass at the upper levels to reduce massing and apparent height.

The Panel were concerned with the proposed public realm and questioned whether the loss of the existing soft landscaping is being adequately repaid. The Panel questioned the potential success of the space created on the south-western corner, and whether the right ingredients were in place at this stage to make it a success. The Panel also question the space created at Lyons Walk and whether this could be more generous given that it is borrowing from existing public realm.

The Panel advise that the team should engage in full public consultation as the next stage and would be interested on how the scheme is received by the local community. Subject to the applicants team addressing the issues raised in the Review, the Panel look forward to the scheme going in for planning permission.