

To; Councillors Fenella Aouane, Malcolm Spalding and Linda Wade
James Husband, Anne Cyron and Sarah Addenbrooke

Dear Councillor,

Re: Land on the south side of West Cromwell Road

As you may recall back in October 2015 the Planning Committee granted Planning Permission and Advertisement Consent to redevelopment land on the south side of West Cromwell Road with a design created for JCDecaux by the architectural practice Zaha Hadid Architects.

Existing structure



New Structure



The scheme has taken considerable time to plan and liaise with the various public and private organisations that together contribute to the realisation of the scheme. We have now assembled the construction team under the principal contractor, *Raymond Brown Construction*, and we are due to commence demolition within the next month.



The site being high profile we expect there to be considerable interest in what is happening over the build period and some may approach you to find out. Please see attached a draft letter that the principal contractor will be sending out to local residents. The purpose in writing is to advise you of the programme and provide information on the extent of the works and how long it is likely to take. I attach within the email a copy of the *Design and Access Statement* which contains the detail of the proposed works and the benefits this development will deliver. In summary it will:

- Replace an existing unattractive building with one designed by the World's leading and renowned architectural practice, *Zaha Hadid Architects* and is an inspiring design that successfully combines an advertisement within a contemporary piece of architecture.
- The new structure will reduce the footprint of the building thus widening the pedestrian footpath to the rear, transforming it from a narrow, dark and oppressive space to a brighter, open and inviting pedestrian route.
- The design of the new structure curves away from the footpath and creates opening through the design thereby creating a better and safer pedestrian experience that will be complemented by improved lighting.
- With the agreement of Transport for London the existing brick planter at the junction of Earl's Court Road will be rebuilt into a more graceful and attractive form of planter that will complement the public realm improvements.

Proposed western view showing the redesigned TfL Planter



In terms of the build programme, works will begin with site set up including traffic management, site hoarding and office installation on 17th July. The key stages and time frames are:

Phase 1	Commence	Duration
Demolition	27 th July 2017	approx. 12 weeks
Phase 2		
Construction of the new foundation and floor slab	23 rd October 2017	approx. 9 weeks
Phase 3		
Installation of the new advertising structure	24 th January 2018	approx. 6 months
Phase 4		
Landscaping	7 th June 2018	approx. 4 weeks

(Single lane closure in place 17th July 2017 to 3rd July 2018)

Should you wish to speak with the development team or need more information we would be happy to arrange a meeting to present to you at the Town Hall. Alternatively, the below contact numbers may be useful if you need clarification on any aspect of the proposal not covered in the Design and Access Statement.

Contacts

JCDecaux

Martin Stephens – Director of Planning

0208 326 7732

Marc Jackson – Project Lead

0208 326 7789 / 07899 878 706

Raymond Brown Construction

Marc Pantony – Project Manager

07929 283 076