

GOLD STANDARD 2010

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Robert Lancaster
RB Kensington and Chelsea
Town Hall
Hornton Street
London W8

September 20th 2012

Dear Mr Lancaster,

13-15 North Pole Road. Applications PP/12/03181, CA/12/03167, and PP/12/03172

As the residents association for this area, with a membership of 280 households, we wish to object to the above three applications.

We fully support the council's policy of resisting loss of pubs in the borough. The closure of the North Pole has meant the loss of an important social and community facility in the area. There are few such venues on the St Quintins Estate. For the past three years, the North Pole has been used for the association's Xmas party, to which all local residents are invited and for which an alternative venue is not obvious.

We have been advised by Tesco that the pub was non-viable, and had been in administration for five years. The pub did well at an earlier time, when it judged more successfully the food and drink offer it made to local residents. This is an area in which 400 postgraduate students will be arriving next month at the Imperial West development, and a further 1,150 new homes are proposed on the former Dairy Crest site at Wood Lane. It is hard to believe that a well managed pub could not be viable in this location.

Our objections to the three applications are as follows:

PP/12/03181

This application is for louvred doors for industrial plant, on the Latimer Road elevation of the building. The environmental report submitted by the applicant states that 'resultant noise levels are unlikely to give rise to complaints by local residents'

The council will no doubt have read many similar technical reports, with similar claims, before now. Experience of residents in the borough has been that there has been a steady increase of noise and nuisance from extracts and plants in shops and restaurants. The existing tenants living directly above the proposed store are likely to suffer material detriment through noise from plant and equipment.

The replacement of the current wooden doors on this elevation, with full height louvres, will detract from the visual appearance of this fine example of a Victorian pub, sited in the Oxford Gardens/St Quintins Conservation area.

The Planning Design and Access Statement submitted by Tesco says '*The property benefits from a shopfront akin to that of a traditional public house*'. This is typical of the nonsense written by consultants for developers. The building **is and has always been** a traditional public house, and should be allowed to continue as such.

CA/12/03167

This application for proposed signage conflicts with council policies CL1 (in not respecting the existing content and character of the area), CL2 (in not reinforcing the integrity of the building), and CL6 (in that the proposals harm the existing character of the building).

PP/12/03172

This application, for a proposed new shopfront and sliding door, is key to the proposed use of the building as a convenience foodstore. It is accepted that this does not involve a change of use class (under current national legislation). However, the council should be aware of the strong and widespread opposition from local residents to this use, for the following reasons:

- There are already 3 convenience foodstores in North Pole Road and the area does not lack these facilities
- Trade taken by a new store and part of a national chain is likely to be lost from the existing shops. These include the chemist and post office, both of which play a critical part in the lives of many elderly residents in the area, who do not have easy access to alternatives.
- Tesco has confirmed that if the post office was to go out of business, as a result of its arrival on the shopping parade, it would not take on the post office operation, as a matter of company policy.

The site proposed for the main entrance and sliding door is right next to a bus stop, on a comparatively narrow pavement, in a street which is heavily congested with queuing traffic at many times of day. This is not a suitable location.

Levels of traffic on North Pole Road have been a subject of growing concern to local residents and shopowners, with long queues of vehicles backing up beyond the roundabout and into St Quintins Avenue. These problems date from the opening of the Westfield Centre and have worsened year by year.

We have tried, unsuccessfully, to raise these issues with TfL.

The proposed major developments at Imperial West and on the former Dairy Crest site will both have access and egress off Wood Lane only. Developers in each case claim that the traffic impact on the Wood Lane/North Pole Road junction will be marginal, but local people (who view queues of traffic every day) have no confidence in such assurances.

Experience elsewhere of Tesco Express stores is that passing motorists, many of whom will not know the area, will park directly outside the store on a yellow line in the hope of making a quick purchase. This problem already arises on the opposite side of the road, with the three existing stores. When this happens, buses and large vehicles can at least get past. Any vehicle stopping outside 13-15 North Pole Road, even for seconds rather than minutes, will cause traffic chaos when combined with the bus stop.

It is not clear from any of the three applications how deliveries will be made. Assuming these will be from vehicles using Latimer Road, they will add to the problems already existing at the North Pole Road/Latimer Road junction, where vehicles attempt to force their way into queuing traffic.

For the above reasons, we urge the council to reject these applications.

Regards,

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cc
Cllr Judith Blakeman
Cllr Matthew Palmer
Matt Magee, Tesco
Sasha Nathan
Nick Clarke