

**Planning Committee: 28.02.2024**  
**Briefing Notes**

**ITEM 03 - 41-49 Stirling Road, Acton, W3 8DJ (224830FUL)**

**Amended Recommendation**

N/A

**Further representation(s)**

One representation in relation to the proposed development was inadvertently not included within the Committee Report, due to administrative error. This representation was received on 2 October 2023. A summary of the points raised, along with an Officer Response is provided within the table below.

<b>Public Comment</b>	<b>Officer Response</b>
<p>Agent of Change – concern regarding the re-provision of ‘appropriate’ uses at ground floor level and the net impact of substantial residential development above. Residential and industrial uses together has been tested and found in many cases to create tensions between the two uses.</p>	<p>A full Agent of Change assessment has been carried out and appropriate and strict conditions have been recommended, particularly with relation to noise and air quality, to ensure that any negative impacts relating to the co-location of these uses, as well as the surrounding area can be mitigated.</p>
<p>Uncontrolled densification and height within the industrial estate. Whilst the development might be acceptable in isolation, particularly with the TfL scheme, the TfL scheme was brought forward through a co-ordinated outline consent. Would create an inhospitable pedestrian environment. Footpath widening should be a priority, as has been seen with 29-39 Strirling Road where the footpath width is minimal.</p>	<p>A co-ordinated outline consent approach that was adopted for the TfL scheme would not be possible in this instance given the fragmented ownership structure of the LSIS.</p> <p>The space at the front of the building line on Bollo Lane is owned by Council (currently inaccessible) and would, post-development, form part of the footpath, increasing the width of the footpath in this location over and above the existing situation. The width of the footpath on Bollo Lane would be approx. 5 metres.</p> <p>The scheme has followed the South Acton LSIS Masterplan which is detailed within the Committee Report.</p>
<p>Materials and detailed design – disappointed with the quality of the buildings currently under construction. The area is ripe for more contextual industrial vernacular design, through the use of high quality metallic finishes red brick, crittel windows. Materials should be salvaged.</p>	<p>As outlined within the Committee Report, the scheme integrates elements of industrial architectural vernacular within its façade to distinguish the different industrial and residential elements to the scheme.</p>

	<p>Other developments within the surrounding area incorporate elements such as red brick and crittal windows, which give each building its own individuality, whilst providing coherency within their overall form. The proposed development would incorporate a steel framed entrance to the industrial space on Bollo Lane and steel banding would exist around the base of the balconies to both provide a contrast to no. 29-39 Striling Road but also express a materiality that is consistent with the site's industrial heritage.</p> <p>Full details of materials will be required through condition.</p>
<p>A Masterplan approach is essential for any future development within the LSIS – guided by clear heights/density matrix and design guide. The aspiration should be to preserve and protect industrial uses, urban greening and sustainability</p>	<p>It is noted that this representation was received prior to the ratification of the South Acton LSIS Masterplan, of which the Committee Report refers to.</p> <p>The proposal would preserve the availability of industrial space, indeed enhance it with an 11% uplift in space. The industrial capacity of this development has taken a similar approach to adjoining developments.</p> <p>As noted within the Committee Report, the scheme achieves an Urban Greening Factor (UGF) of 0.42, exceeding the requirements of both the London Plan and Draft Ealing Local Plan (Reg19), which is a good outcome. The Design Review Panel welcomed the efforts to achieve this UGF, given the constraints of the site relating to its tight footprint.</p>
<p>56% carbon reduction below Part L isn't good enough and should be pushed harder</p>	<p>The scheme achieves overall site-wide CO2 emissions cut of 60.4% (13.96% through lean measures and 46.44% through green measures). This is increase is in response to an additional technical note that was provided to Council's Energy Consultant, dated 16/10/2023.</p>
<p>Council should more readily enforce construction hours and noise levels</p>	<p>Council's Environmental Control Records for complaints has been reviewed and in relation to existing construction activities</p>

	<p>occurring, 2 complaints have been received in regard to out-of-hours building works. One was received on 15/07/2022 and another on 11/06/2021. The case notes for the most recent complaint were that this had been resolved by the Council with the developer and no further complaints have since been received.</p> <p>Residents are encouraged to report to Council any activities that occur outside of allowed hours or excessive noise levels so they can be investigated.</p>
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Another objection was also received, however this objection referenced “student accommodation” a number of times and there is no student accommodation proposed within this scheme. It is likely that this objection was in relation to planning application reference: 232800FUL, which was presented to the planning committee on 19 October 2023.

A further two representations were neutral and made the comment “no objection”.

**Notes/ Additional Clarification(s)**

At various points within the report, the industrial space proposed is referred to as 951sqm of space and in other areas as 943sqm of space. For clarification, the total industrial space proposed is 951sqm.