

Dr Karen Liebreich, MBE

Attn: Sarah Scannell

London Borough of Hounslow

Planning Department

P/2015/5555

30 January 2016

Redevelopment of site to provide a mixed use building of 32 storeys on Chiswick Roundabout, W4

I wish to object to this proposal in the strongest terms.

1. The proposed development is far too high for the site. It will have a negative impact on local areas, being visible and dominating from several conservation areas, from across the river, from Kew Gardens (World Unesco site) – indeed from all over West London. It contravenes the recent Local Plan (especially the policies on tall buildings, eg section CC3). This development should be reduced by 15 storeys.
2. The residential element is inappropriate for this site which is highly polluted. Lying between the A4 and the North Circular, the pollution levels are among the highest in Europe. Saying that residents will have to keep their windows closed and air will have to be drawn in from the top of the building implies that residents are to be trapped within this building – in direct contravention of the Borough's stated policies on healthy living and outdoor exercise.
3. Public transport is already inadequate to service the current population, and should be improved first. Residents are already told not to use Gunnersbury tube station during rush hours (which is exactly when they need to use it!) – and that is before the additional pressure of already agreed developments in Brentford (football stadium and 900+ flats). Promised improvements to Gunnersbury after the building of the Chiswick Business Park did not materialise, and this should be carried out before massive new developments are approved.
4. Pedestrian access to the proposed development is terrible. The building will be directly on a very busy roundabout, with the only pathway off its island via the roundabout.

5. Public realm improvement promises are trivial. The central part of the roundabout is already relatively well planted and there are already cycle and pedestrian paths. The area is basically a roundabout under a motorway and developer's promised improvements are an irrelevant sop. They should be encouraged but ignored in terms of planning permissions.
6. The additional cumulative impact to motorised traffic at this site will be significant. It is already a roundabout that is often gridlocked, and always busy. This development will exacerbate an already difficult situation.
7. The advertising hoardings are vast, inappropriate and distracting. At 25metres long they will be visible not only to the supposed target audience – drivers travelling fast down the A4, and traffic approaching along the North Circular – but also the light will be visible far afield over the surrounding areas.
8. The surrounding conservation areas, and other areas defined within Hounslow's Local Plan, Context and Character survey, as approved by the Inspector, will be negatively impacted in a very dramatic way.

In conclusion, the Chiswick Curve should not be given planning permission. A revised application should be requested for a building 15 storeys lower. The advertising hoardings should be smaller and should only face the elevated A4. The transport infrastructure should be improved before further developments are permitted.

Yours sincerely

Dr Karen Liebreich, MBE