

ITEM 3 – THURSDAY 28 JULY 2011

JOINT SESSION OF BRENTFORD HIGH STREET STEERING GROUP, BRENTFORD COMMUNITY COUNCIL AND BRENTFORD CHAMBER OF COMMERCE

UPDATE BY BALLYMORE'S DESIGN TEAM ON THE SOUTH SIDE OF BRENTFORD HIGH STREET SITE

BACKGROUND CONTEXT

Planning permission

- There is presently no planning permission for the town centre site, although a scheme was proposed in around 2000 by the now defunct Brentford Town Centre Ltd

Land acquisition and consolidation

- There are now just a few small pockets of land in an 8-9 acre site to the South Side of Brentford High Street where Ballymore (Geronimo Ltd) continue to be in discussion with various landowners. One piece of land, County Parade, is owned by the Council. The Council has agreed that they will put their land (ie the County Parade site) into the right scheme – on terms to be agreed. Ballymore are therefore masterplanning on that basis.
 - ***Compulsory Purchase Orders*** - In the Brentford Area Action Plan (BAAP) the Council has committed to using Compulsory Purchase Orders (CPOs), if any pockets of land need to be acquired to enable a scheme supported by the Council to progress.

Site brief/ policy context

- In 2007 the High Street Steering Group completed an innovative, award winning community visioning project which considered all aspects of the sustainable regeneration of our town centre and set out 114 recommendations by which any scheme brought forward by developers should be assessed.
- In early 2009 LB Hounslow's Brentford Area Action Plan was given approval after many years of consultation. A significant part of this local planning policy document is devoted to the town centre.
- After an initial false start, with a new project team in place, in 2009 Ballymore undertook an initial community consultation exercise with key stakeholders supported by [Soundings](#); organised a visit to other London sites with similar characteristics to Brentford High Street for key stakeholders; spent 2 days canvassing views on the High Street; and started working to deliver a programme of temporary uses on site.
- In 2010, with funding secured from Ballymore and the local area committee S106 fund, Ballymore and the High Street Steering Group commissioned a joint workshop and report that was facilitated and produced by [The Princes Foundation for the Built Environment](#). The workshop (15 March 2010 at St Pauls Church) and [final report](#) started to work through the complex urban design required for the site. This was to provide the basis of Ballymore's brief for the urban planners hired to develop a planning application for the site.

- The report's site consolidation plan (overleaf) included suggested storey heights and on 'Architectural character' of a new scheme it concluded: *"The site ...also has some good warehouse buildings from different decades but with frames structures, masonry infill and often metal windows... New development should attempt to pick up on these local clues and develop places of subtly different architectural character that marry well with the heritage and function of the area."*
- The High Street Steering Group continue to monitor whether sufficient Council officer time is being given to progressing this vital regeneration project. We welcome the recent (April 2011) appointment of a Town Centre Manager (2 days a week Brentford/ 3 days Hounslow). We have long campaigned for this role and it is a welcome development as it provides substantially more dedicated capacity than previous existed to support town centre regeneration.
- In May/ June 2011 Ballymore appointed a project team to progress the development of a masterplan for the site. This is led by [Allford Hall Monaghan Morris](#) supported by [MaccreeanorLavington Architects](#) and [Glenn Howells Architects](#). The team is also supported by [Soundings](#). This meeting is their first presentation of their initial work to the local community. The High Street Steering Group welcomes the mix of architects being involved in the process, which is much more likely to deliver a textured scheme that blends well with Brentford's urban character.

LOOKING FORWARD

- ***Investment*** None of the above will happen without continued investment. The total development cost is likely to be in the region of £200m (approx figure drawn from modelling behind *Brentford High Street: The Community Vision* report - Nov 2007). Whilst we have been frustrated at some aspects of how the process has progressed to date (at times too many shops remain boarded up, older buildings are not being well cared for, and one of our boatyards is closed) we welcome Ballymore's readiness to invest in Brentford and their responsiveness to addressing these concerns in recent years. However, naturally, local people's frustration with the painfully slow progress and visible development blight continues to bubble away.
- ***Economic climate*** - Particularly given the current economic climate, we welcome Ballymore's commitment to the site with their initial consultation in April 09, the joint working with the Princes' Foundation for the Built Environment in 2010, and their recent success in securing funding to proceed with the masterplanning phase of the scheme.
- ***Outer London Fund*** - The High Street Steering Group hope in the coming weeks to support ISIS (Commerce Rd developers) and Ballymore on a "Round 2" bid for funding from The Mayor's Outer London for Brentford Town Centre. Whilst we remain sometimes 'critical friends', cross-sector collaboration is vital. By working together we can hopefully secure faster the scale of investment needed to ensure Brentford's town centre regeneration is a world-class scheme and is win-win for investors and the community alike.

DISCUSSION POINTS

Whilst acknowledging the team are in the early stages of masterplanning – what are your current thoughts on:

- Massing – does the emerging scheme align with storey heights in the Prince's Foundation's Consolidation Plan (overleaf)?
- Balance of residential to retail
 - Type of housing
 - Achieving a successful retail mix, that increases the quality of retail, whilst not squeezing out independents and creating a 'Clone Town'
 - Introducing a new supermarket that does not compete directly with Morrisons, thus causing another site to become vacant
- Architectural character
- Preservation and restoration of historical buildings
- Environmental sustainability
- Flooding
- Phasing of development – and the relocation of traders during and post-build

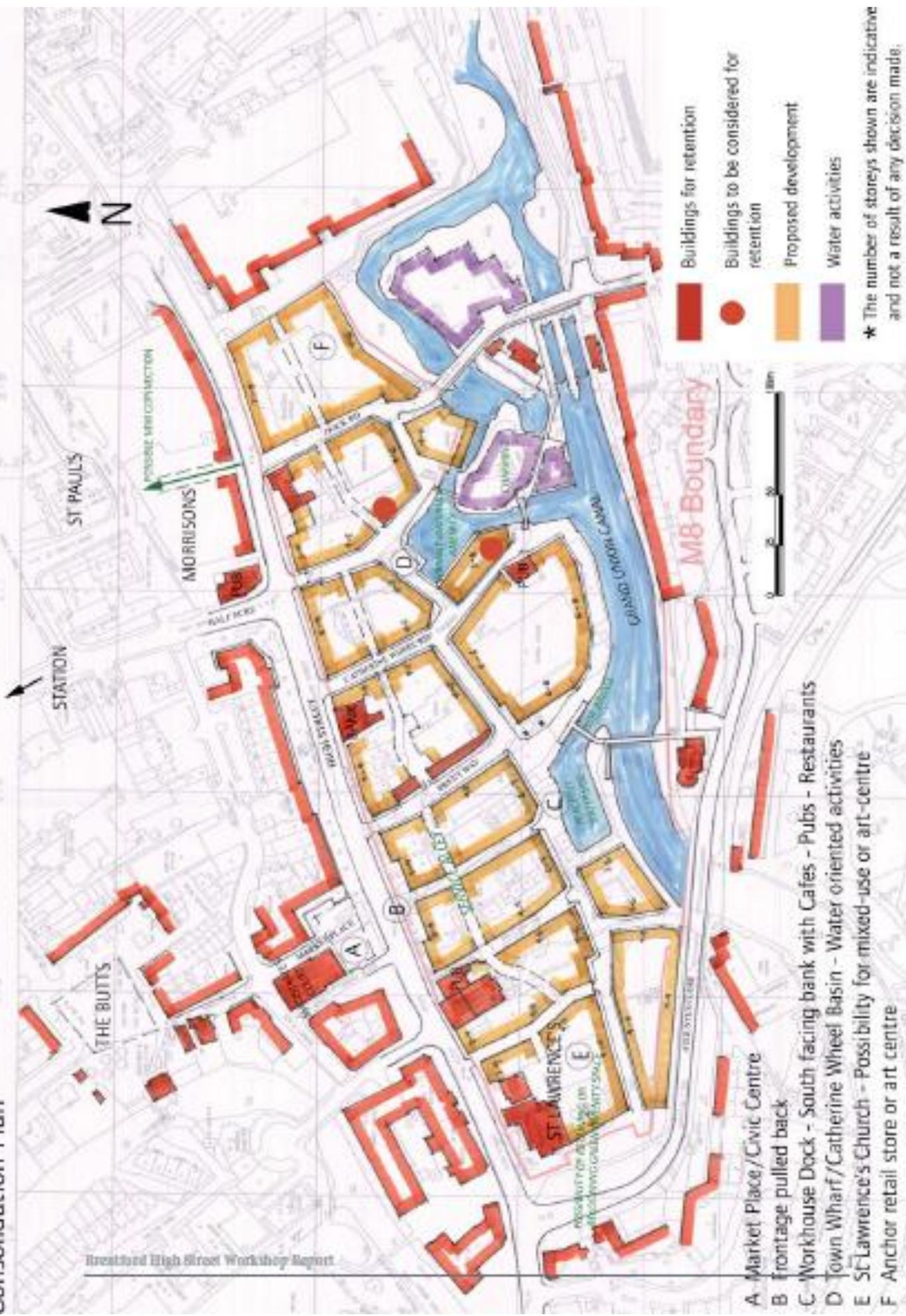
FURTHER BACKGROUND READING

- Princes Foundation for the Built Environment report (2010) - http://coactivate.org/projects/brentfordhighstreet/community-planning/Brentford_Workshop-Report.pdf
- Brentford Area Action Plan – London Borough of Hounslow (2009) – pgs 32-72 and 99-105: <http://www.hounslow.gov.uk/baap.pdf>
- Community Vision summary in High Street newsletter - pgs 2 and 3 (2007): http://coactivate.org/projects/brentfordhighstreet/community-planning/highstreetnews-june-2007_lowres.pdf
- Community Vision (2007) - see particularly sections 2.4, 2.5, 2.6, 2.9, 3, 4.2, 4.3 and 4.6: <http://coactivate.org/projects/brentfordhighstreet/brentford-high-street-the-community-vision/brentford-high-street-the-community-vision-november-2007.pdf>

Andrew Dakers, Chair, Brentford High Street Steering Group, July 2011

Consolidation Plan

Breasted High Street Workshop Report



- A Market Place/Civic Centre
- B Frontage pulled back
- C Workhouse Dock - South facing bank with Cafes - Pubs - Restaurants
- D Town Wharf/Catherine Wheel Basin - Water oriented activities
- E St Lawrence's Church - Possibility for mixed-use or art-centre
- F Anchor retail store or art centre

- █ Buildings for retention
- Buildings to be considered for retention
- █ Proposed development
- █ Water activities

★ The number of storeys shown are indicative and not a result of any decision made.