

To Marilyn Smith
Department of Environmental Planning
Civic Centre, Hounslow
By Email.

from Denis Browne
Chairman, Planning
Consultative Committee
BCC.

November 24 2009
Ref: BCC 493 dmb

Dear Marilyn

**Outline Planning Application for Residential
Development on the site of the former
New England Public House,
Great West Road, Brentford.**

1. The Planning Consultative Committee of the BCC received a presentation by the planning consultant and architect for this application.

2. Previous applications for development on this site have met with local opposition endorsed by the BCC. We recognise that this is a difficult site to develop and that any new proposal has to be taken in context.

3. We consider that the site is too polluted and too much dominated by the elevated M4, and the proposed retention of the Alfa Laval tower to be suitable for new residential development.

4. We ask the Council to reject the scheme.

5. In support of this view we note that the application for the development of the adjacent Alfa Laval site and for the North West Quarter, to the east, are substantial sites for mixed development. In each case the whole of the northern part of the site has been allocated to non-residential development which screens the housing to the south.

6. Were the Council minded to agree to residential development we would also wish to object to this application on grounds which would include:

It is an over development.

Half the flats are 1 BR units

The podium offers dead frontages in a high crime area,

That parking should be reduced in view of the proposed additional public transport.

That private amenity is inadequate.

7. We also consider that a scheme which seeks to justify its excessive density by adopting a design form which is specifically related to the adjacent site should have been submitted as a detail application.

I would be grateful if you could include these views which were adopted by the BCC in your reports to members.

Yours sincerely

Denis Browne
Chairman, Planning Consultative Committee
BCC

Copy to applicant.