

Mr. Brendan Tinney,  
Environmental Planning Department,  
The Civic Centre,  
Lampton Road  
Hounslow TW3 4DN.

June 28 2010  
Our ref: BCC 513.dmb  
Your refs: 00657/2/P3  
P/2010/1174

By email.

Dear Mr Tinney,

**Planning Application: No 2 Kew Bridge Road,**

The Planning Consultative Committee of the Brentford Community Council met on June 24 and considered this application. The scheme was presented to us by Mr Ginn, the applicants architect, and the meeting was attended by local residents, members of SOGA and by the consultant to the Royal Botanic Gardens at Kew.

***The committee resolved to ask you to refuse the application and to include these views in any report you make to members.***

We are aware of the objections raised by local residents and SOGA showing how the application is inappropriate in the context of the Conservation Area, which the BCC endorse.

Additionally we are concerned about particular issues:

Traffic.  
Conservation Character.  
Height and Massing  
Quality.

**1. Traffic**

As was made abundantly clear at the recent inquiry into the Scottish Widows site the traffic junction at the foot of Kew Bridge is congested and dangerous. No funds are known to be available to improve it. The access to and from Stand on the Green is unacceptable and so is any proposal to add traffic close to the junction.

***Until a CPZ has been adopted for this area and improvements have been made to the Kew Bridge junction any scheme increasing traffic and parking on this site should be rejected.***

## **2. Conservation Area Character.**

The area east of Kew Bridge is protected by Conservation Area designations to ensure that new development “preserves and enhances! the historic character of the area.

The BCC consider that the essential local character is one of small scale buildings with small footprints, set among trees, which are taller than the buildings.

The buildings immediately to the south and east of the application site follow this character and give an appropriate context for the development of this site.

Buildings such as Thames House and Utell House are exceptions to this rule and should not be precedents for future development.

***The application scheme is out of scale and character with the essential character of the Conservation Area and should be rejected.***

## **3. Massing and Height.**

The application scheme is raised up about 2m above the ground level so all the residential floors can be provided above the existing car parking. This results in:

This proposal results in a building which has grilles to the ground floor unlike other local buildings. As a result there is no active ground floor frontage unlike all other local buildings.

The application is in the form of a unified and dominant mass which is incompatible with most of the buildings in the conservation area.

***We believe that the massing and height of the building could be reduced and that the present design should be rejected.***

## **4. Quality.**

Architectural quality is hard to define, but can be easily recognised.

We consider that this application lacks any sympathy for local character and that quality has been sacrificed in an attempt to meet specific comments made in the recent inspectors report.

We consider that inspectors reports on the Scottish Widows site and on the first application for this site show that a deep understanding of local character is needed where new development is proposed in this location.

***The BCC consider that this application does not “enhance” the area and should be rejected.***

In the event that the scheme is not rejected under delegate powers we would ask you to include these views in your reports to members.

A copy of this letter has been sent to the applicant, SOGA and the Royal Botanic Gardens at Kew.

Yours sincerely

Denis Browne  
Chairman, Planning Consultative Committee  
BCC

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