

Please reply to: 65 Kew Green, Richmond-upon-Thames, TW9 3AH

Planning Department
London Borough of Hounslow
Civic Centre,
Lampton Road
Hounslow TW3 4DN

Attention Mr George Murphy.

28 July 2008

Dear Sir

Land at Kew Bridge Road – Scottish Widows Site. Ref 00657/P/P13 & 00657/P/CA1

The Kew Society objects to this proposed development. The site is a particularly sensitive one being within the Kew Bridge Conservation Area and at the gateway to the World Heritage Site of the Royal Botanic Gardens as well as the Kew Green Conservation Area. The whole of this area of the river was landscaped in the 18th century and any development should be of a scale that recognises this.

Our primary concerns include the following:

- The scheme would have a deleterious impact on Kew Bridge and its present setting, which includes spaciousness around its approaches on both sides of the bridge and on both sides of the river. The six storeys facing Kew Bridge would not only destroy this spaciousness and the balance between the two sides of the bridge, but also cast a long shadow over the bridge for much of each day as well as over the houses on the opposite side of Kew Bridge Road to the North of the site.
- Given the World Heritage Site and Conservation Area considerations, the section of the building adjacent to Kew Bridge should be greatly reduced in height.
- The scheme appears to take no account of the Thames Landscape Strategy. In that document it states at page 170, Policy proposal 12.3: “Prevent any further flat-roofed high-rise buildings from intruding into the Brentford Waterfront massing. When the Kew Bridge office block comes up for re-development it should be replaced with a lower building of a form, massing and materials



which complements the surrounding townscape”. (That building was lower than the proposed development and is set well back from the river.)

- In this case, it would be appropriate for the height of the proposed development to be below the height of the mature trees around the site.
- The design is out of keeping with the neighbouring buildings with its far greater mass and is itself, an odd mixture of utilitarian designs. It is wholly out of scale with its surroundings and the properties on the Eastern side of Kew Bridge. The design takes little account of the views expressed by the inspector on the appeal relating to the previous application in his report to the First Secretary of State.
- Traffic & Parking: although the site will contain a leisure area, pub and boat clubs, there is no allowance for any parking space for non-residents. This is clearly going to be needed. . Although we understand that 160 parking spaces for residents is planned in the underground car park, temporary parking for visitors as well as parking for occupiers of the commercial units is going to be needed. Without it, many visitors will no doubt seek to park on Kew Green, which has too little space for the current level of visitors. In addition, the development will generate a lot of traffic – from residents, service vehicles and visitors - in an area where traffic congestion is already a serious problem seven days a week.
- Density. The proposed development is an over-development of the site – it is designed, on the site of a former boat club, to house more people than the entire residential population of Kew Green! In a location adjacent to the North Circular, one of the busiest roads in London, this new development will put undue pressure on the local infrastructure.

We therefore hope that you will reject this application.

Yours sincerely

Giles Dixon
For The Kew Society