

Mr Ian Rae by email

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Dear Ian

**Character Area 5. Brentford.
Response to Consultations by the
Brentford Community Council.**

May 13 2014
Ref: BCC 680

I have been asked to send you our comments on the revised Context and Character Area Studies for Brentford, dated April 2014:

Thank you for incorporating many of the suggestions we put forward in the first round of consultation on these last year. We will not repeat comments which we submitted then (BCC614).

Please read these comments in conjunction with our comments on C&CA 14, The Great West Road (BCC679), issued to you under separate cover.

C&CA 14, The Great West Road

A large part of C&CA 14, being reaches B, C and D, from Chiswick roundabout to Gillette Corner, is superimposed over Character Areas L, D, K, B, H and G (going east to west) of this C&CA 5. Neither the Local Plan nor the introduction set out which text should be used by applicants and by planning officers in assessing whether any new development proposals respect the urban character of their area.

The boundary of C&CA 14 is not currently defined, which will lead to confusion in its actual use in practise. We therefore suggest that a boundary is defined and drawn on all the maps, and that it is set as the extent of the areas of use defined in the "land and building use" maps. However, we suggest that the C&CA 14 boundary should not include Carville Hall or Gunnersbury Park.

The exception is Character Area B, which straddles the GWR, and has on both sides of that road, buildings more domestic in scale and unlike the taller buildings in other reaches of the GWR. Here the width of the C&CA 14 boundary should be that of the overall adopted area itself.

We note that the descriptive text for Character Areas D, G, H, K and L in C&CA 14 is more detailed than that in C&CA 5, so we further suggest that the descriptions for these five areas in C&CA 5 refer to C&CA 14.

Updating

A study such as this must largely be a snap-shot in time, and we understand that it is to be updated at intervals in the future. None the less, when published it should acknowledge the existence of those major developments not just granted permission, but actually under construction.

The text for Area K (ex Alpha Laval building), Area N (Commerce Road), and Area X (Kew Bridge Road waterworks) should be amended to briefly include these respective developments.

Balance

We appreciate that much of the work carried out by planning officers relates to applications for large new proposals. However, the quantitative majority of the geographical area "is predominantly built up in 2 storey terrace housing and suburban estates". The text both in the introductory pages and in the character area assessments tends to focus on the larger and more exciting aspects of each area, giving a misleading overall impression. The extent of 2 and 3 storey terrace housing must be clear in each area assessment where it is present.

Present day context

The line of cross section "X-Y" on "Present day context" is misleading if it is meant to be representative. If it is not meant to be representative it should be labelled as such.

Area H

Brentford is plagued with new "Gateway" proposals, each of which uses the word to excuse paying any respect to its surrounding built environment. In the Description the text "and are considered to function as a strategic gateway to West London." should be replaced with the text "and is the first group of tall buildings seen from the M4 coming into London".

Area S

We disagree strongly with the assessment of the Suitability for Tall Buildings as "Medium". The Area has no tall building at present, and is over looked by many heritage assets including listed buildings and Syon Park.

Assessments

We have taken a fresh view of the assessments, and put the following forward for your consideration.

	DQ	S	P	T
A	M	M	M	none
B	H	H	H	none
C	M	M	M	M
D	M	H	M	none
E	M	H	M	none
F	M	H	M	none
G	P	L	L	M
H	H/M	M	H/M	M
I	M	H	M	L
J	H	H	M	none
K	M	L	M	M
L	L	L	L	L (Gunnersbury Pk)
M	H	H	M	none
N	M	L/H	L/H	L (both side Com Rd?)
O	H	H	H	none
P	H	H	H	none
R	L	L	L	M
S	M	M	L	L
T	L	M	M	none
U	M	M	M	none
V	H/M	M	L	none
W	H	H	H	none
X	H/M	M	H/M	M
Y	H	H	H	none
Z	H	H	H	none

The Brentford Community Council requests that you incorporate these comments in the final version of this character study.

Yours sincerely

Denis Browne
Chairman, Planning Consultative Committee
Brentford Community Council.