

Denis Browne, Chairman
Chatham House
15 The Butts
Brentford
Middlesex TW8 8BJ

Sarah Scannell, East Area DC
by email

ref: BCC 760
February 9 2016

Dear Sarah Scannell,

Chiswick Curve: LED Advertisements: 00505/EY/AD22

The Planning Consultative Committee of the Brentford Community Council considered this application on February 8th 2016 and they have asked me to write to you to request that you include their views in your report to members.

We note that policy CC5 of the adopted Local Plan states that " all advertisements must respect their context with a suitable regard to considerations of amenity and public safety." and we wish to object to the proposed four internally illuminated LED-ly screens as they would be too large and too intrusive.

The screens would be 25meters x 7 meters, 10 meters x 7.8 meters, 10meters x 7.8 meters, 15 meters x 7.8 meters high.

The screens would be close to the height of the M4 so they would be very visible from ground level, the motorway and the surrounding area from all sides of the building.

The number and size of the screens is greater than those associated with previous applications for this site.

We request that this application is refused.

Yours sincerely

Denis Browne
Chairman, Planning Consultative Committee
Brentford Community Council

CC: Shane Baker, Marilyn Smith, Members of the Planning Committee,
Members of the Isleworth and Brentford Forum, Ruth Cadbury MP, Local
Amenity Societies and the applicant.