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Edward Heppenstall,  
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BCC 766 dmb  
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Dear Mr Heppenstall,

Thank you for giving the time for a brief meeting today. It was good to hear that Ballymore hope to press ahead with demolition and construction of the phase 1 development next year, if the necessary agreements and site acquisitions are complete. It is understood that your programme may also depend on selling residential and commercial property off plans.

We mentioned that preliminary plans were being considered by Green London and Essential Living for their sites east of Half Acre and noted that if these developments were integrated with each other and with your later phases it might improve the cohesion of the town centre.

You confirmed that your first phase development would only include the three blocks opposite the Magistrate's Court building and that these would be built to the designs for which you have detail consent. The fourth block is to be built by the Council and a similar programme is anticipated.

Our understanding that your predecessor's intention to redesign the phase 1 retail element is not an immediate issue, but that you would be continuously reviewing the retail element to reflect the retailers' requirements. Your own experience, working for 15 years with Tesco before joining Ballymore, should ensure the appropriateness of the agreed design.

It will be a matter of common concern that your programme and that of Essential Living should ensure that the supermarket and retail trade is not inhibited by development programmes. This might involve careful timing of the two developments and/or a temporary building possibly on a Ballymore site.

I was interested to know that you read the BCC website and that you would like to know that you are always welcome at BCC meetings (which are held on the second Monday of each month) either to join in our discussions or to make a presentation to keep us up to date as your plans evolve.

I failed to tell you that I admired the graphic work you have done near Half Acre. I hope this imaginative spirit will long continue.

I hope this meeting today will be followed by others and that you will feel that as the Local Amenity Association the BCC should be involved in the development our town centre.

Yours sincerely

Denis Browne,  
Chairman, Planning Consultative Committee  
Brentford Community Council