

Sheli Barracluff by Email

June 30 2017

Ref: BCC 795 dmb

Dear Sheli,

Thank you for your help on the phone and for agreeing to send us your notes on our recent meeting to discuss your early ideas for the Hudson Square development. These would be very helpful as would a list of those who attended.

After the meeting the representatives of the Brentford Community Council agreed that it might be helpful to compile a list of our major concerns so that your colleagues had an opportunity to consider them at an early date:

1. **Local Plan Context.** Scheme should fit into the emerging plans for the Great West Road Corridor, which will be evaluated by the inspector at the PLI and adopted by the Council.
2. **Co-ordinated Plans** The design should be co-ordinated with any revised plans for the Chiswick Curve site.
3. **Traffic** Traffic on the A4 and N/S circular should not be disrupted. Chiswick roundabout/Kew Bridge already over-loaded. Check DoT/TfL plans for possible road improvements.
4. **Access** Co-ordinate access for this site and Chiswick Curve. Provide separated access for vehicles/parking/cycles/pedestrians.
5. **Public Transport.** Note overcrowded Gunnersbury and Kew Stations. Further developments which will over-load these stations are already planned. Handling of additional buses If garaged at Capital Interchange Way.
6. **Air Quality.** High levels of pollution on N/S circulars and A4/M4. Unsuitable site for family life.
7. **Car Show Rooms** Could be an acceptable use if there is a realistic demand.

8. **Cinema** Unsuitable site. Should be in town centre. See proposals for re-locating Waterman's Arts Centre, for Hammersmith Riverside Studios and for proposed cinema on Ballet Rambert site.
9. **Hotel** Note proximity of proposed hotel on BFC site.
10. **Offices** PTaL is poor. There are empty offices on GWR.
11. **Housing.** Mayor's proposal to extend Ultra Clean Air Zone to N/S circular could increase pollution on this site. There is pressure for more traffic on A4/M4 could create similar problems. This is not a site for residential development.
12. **Density.** The development diagram appeared to show over-development.
13. **Heights.** There are too many 20 floor buildings in the area. Need to restore a more human scale.
14. **Quality** This is a conspicuous site. Too many recent buildings have a poor specification. If this scheme is not well done it could become an embarrassing slum.

When the design team have developed their ideas the BCC would welcome an opportunity to discuss them. Our Planning Consultative Committee meets at 7.30 on the second Monday of each month. These agendas get very full. So I hope you would accept an invitation to give us a presentation on Monday September 11 unless you would prefer a meeting in August.

Yours sincerely

Denis Browne  
Chairman, Planning Consultative Committee  
Brentford Community Council