

The Leader of The Council,
Cllr Peter Thompson,

And to Catthy Gallagher
Department of the Environment,

Ref: BCC 481 dmb
27. 10. 09

Dear Leader,

Advertisements on the Great West Road.

The Brentford Community Council has met regularly over the last 21 years sending observations on Planning Applications and Policy documents to Council officers which they have reported to your members.

The Planning Consultative Committee of the BCC has asked me to write to following The publication of issue 7 (page 15) of "Hounslow Matters" which stated that:

"We are committed to removing advertisements that blight the borough and harm the character and appearance of local areas, as we want to be proud of where you live. The Great West Road, as one of the major roads of the borough is a crucial place to begin this work

You will now be starting to see the rewards of the hard work of our officers over the last couple of years to tackle illegal hoardings and over the coming months even more will be removed along the Great West Road either voluntarily or by our contractors with the costs recovered from the landowners."

The Brentford Community Council has supported this process both at decision level and at appeal and we commend the Council for the progress made.

However, we are aware that the A4/M4 corridor is considered to be a highly profitable location for advertisements, which are seen by many motorists, but blight our neighbourhood.

As a result advertisement applications continue to be lodged and I attach the BCC comments on two which are now with the Council at 27 Great West Road and at Kings house, Great West Road. (see BCC 482, attached).

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We also are aware that another application for an advertisement feature building for the site between B&Q and the Chiswick Roundabout is about to be lodged with the Council.

The BCC considers that the Council should formulate a policy defining where advertisements are and are not acceptable to reduce the continuing stream of applications, and possibly of illegal hoardings, which are such a blight on our area and on the reputation of our Council.

Yours sincerely

Denis Browne
Chairman, Planning Consultative Committee.