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DRAFT

BCC 543

19 August 2011

Dear John,

**Brentford – South side of Brentford High Street building line
and the Outer London Fund Second Round Bid**

In David's absence due his summer break, can we thank you once again for your team's presentation of early stage ideas for the masterplan for the South side of Brentford High Street to the Brentford Community Council, the Brentford High Street Steering Group and the Brentford Chamber of Commerce on 28 July 2011.

At that meeting you explained how you were working on the basis of the preliminary studies done by the Council, the Princes Foundation for the Built Environment and the High Street Steering Group. Key aspects of their preliminary ideas were a phased, low rise, high density development retaining some of the significant buildings through the site and linking the High Street frontage to the river through the lanes which were an important feature of the historic character of Brentford. **We welcome these ideas coming through strongly in your team's initial work and your active support for the Mayor's Outer London Fund Round 2 bid.**

On reflection a concern that we did not give voice to at the meeting is shifting back quite so much of the existing building line: your team suggested drawing a line between the edge of NatWest Bank and the Magpie and Crown pub. We feel this expanded gap between the building lines on the north and south side of Brentford town centre will put in jeopardy the character of the area. The close relationship and "conversation" between these building lines was first eroded by the last rebuild of the town centre, reducing the intimacy of the space and place. We all accept that County Parade's architecture is of little value and that the building line closer to

the Magpie and Crown should be set back. **However, we would be sorry to see the loss of the façades to both the Post Office and 107-110 High Street.** We entirely accept that the backs of these building will be demolished for the scheme to be commercially viable and that the Post Office block may rise to four stories stepped back from the original façade.

It was explained at the recent meeting that the existing pavement (2m wide) was too narrow to provide a proper frontage and to include bus stops. A 4m wide pavement was considered suitable. We have long advocated the re-design the footpath on the north side of the High Street to allow the carriageway to be relocated (shifted slightly north) and the southern footpath to be widened as the means of achieving this goal. Indeed it was a conclusion of the year-long community visioning exercise in 2007. The Council commissioned study of environmental improvements in January 2010 also suggested this was explored.

The Brentford Community Council, the Brentford Chamber of Commerce and the High Street Steering Group strongly encourage Ballymore's consultants' work on the Round 2 bid and wider masterplan to further develop proposals to reduce the footway on the north side of the High Street and widen the southern pavement in this way. We are ccing Councillor Cadbury in this letter as we hope she will also help us champion this as part of the development of the "Making the connection" Round 2 bid over the coming weeks. **At the very least we would hope that improvements to the "Making the connection" route over the next two years are a stepping stone towards this ultimate goal.**

We look forward to a continued active dialogue in the weeks and months ahead to ensure the best scheme possible for Brentford.

Yours sincerely,

Denis Browne
Chair, Planning Consultative Committee, Brentford Community Council

Andrew Dakers
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Peter Hughes
President, Brentford Chamber of Commerce

cc: Patricia Huertas, Town Centre Manager – patricia.huertas@hounslow.gov.uk

Cllr Cadbury, Lead member for regeneration and Councillor for Brentford ward – ruth.cadbury@hounslow.gov.uk

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