

# BRENTFORD HIGH STREET REGENERATION SCHEME SCORECARD

## SUMMARY

Assessment date: 18-Nov-11 Assessment number: 1

**N.B. Just like the masterplanning, this assessment is an interative process that will be repeated in the coming months with scores updated based on the latest information. Average scores include "Undecided" zero percentage scores, so it is to be expected at this point in the pre-application process that scores will be low, and should not be a matter of undue concern. The focus should initially be on addressing fundamental "Red" and "Red/Amber" issues. Of course not all Red scores are in the control of the developers. A good number require urgent action by London Borough of Hounslow to help move the regeneration scheme forward successfully.**

	AV. SCORE	RED	RED/AMBER	AMBER	AMBER/GREEN	GREEN	UNDECIDED
Part I: Brentford High Street: The Community Vision (2007) Assessment	16%	5	8	9	3	7	60
Part II: Brentford Area Action Plan (2009) Assessment	20%	11	8	12	4	8	66
Part III: Princes Foundation for the Built Environment Report (2010) Assessment	49%	2	0	5	1	3	6
<b>Totals</b>	<b>28%</b>	<b>18</b>	<b>16</b>	<b>26</b>	<b>8</b>	<b>18</b>	<b>132</b>

## SUMMARY OF KEY CONCERNS AT THIS STAGE IN PROCESS (extracted from supporting paper)

5.2.1 **Massing along river edge** - three tower blocks and adjacent waterside blocks a significant concern, given impact on site as whole and views from Kew World Heritage site. Fundamentally proposed heights exceed BAAP policies. Other massing options should be explored with community.

### 5.2.2 Spatial issues, street plan and access

5.2.2.1 **Retain Ridgeways Yard (rather than Plough Yard)** as identified in BAAP and suggested for retention in Princes Foundation report. The route centres on the Market Place drawing people down from The Butts to the Workhouse Dock.

5.2.2.2 Southern end funnel of Boar's Head Yard could be narrowed and our proposed Ridgeways Yard opened up with funnel at southern end instead. This will provide better location for opening onto the Dock. The design approach to this and other sloped yards needs to be explored in greater detail with the community. This will be aided by cross sections being shared as soon as possible.

5.2.2.3 The proposals should focus on a **car free pedestrian centre** to the site. The road surface along northern edge of Workhouse Dock should be totally pedestrianized to maximise leisure potential.

This could be achieved by limiting the impact of vehicle movements and bringing car borne access for shoppers and servicing to the scheme below ground and to the edge of the site. Clitherow Yard should be a Home Zone and a route for emergency vehicle access to the wider site. Live information on car parking spaces should be available at entry points to the town centre. Servicing of major multiples should be by box vans (rather than articulated trucks) out of peak periods as much as possible. Independents will need servicing at more flexible hours of the day.

5.2.2.4 We **do not support the present number of vehicle access points to the site**. We support key access via The Ham although flooding issues must be addressed. Catherine Wheel Yard should be restricted to servicing access only if at possible. The other key access points for basement level parking could be via a new entry adjacent to Montgomery Wharf Alley.

- 5.2.3 Production of **economic and retail strategies** for the site must be accelerated by developer, as well as an **Environmental Sustainability Strategy**, to feed into wider masterplanning discussions. Community involvement in the research process is essential. It is vital that these strategies look at the town centre as a whole, rather than the site in isolation.
- 5.2.3.1 Site specific format for quality food store is required - as well as information on target catchment and traffic management for the additional vehicle movements it will create. We need to understand how this will be complementary to and not instead of specialist food retailers.
- 5.2.3.2 Watermans - LB Hounslow must stick with the existing strategy to move Watermans to Brentford town centre and confirm this in writing as soon as possible so planning on this move can progress. Watermans is integral to the Brentford cultural quarter concept, Community Vision (2007), BAAP regeneration policy of the Council (2009) and A Vision for Hounslow 2030 (published 2011). With 220,000 visitors per annum Watermans is essential to economic and community cohesion in Brentford and an important compliment to restaurants and other facilities in the new scheme, ensuring that the area is lively in the evening. Even in its present location it is the main public building on Brentford High Street.
- 5.2.3.3 LB Hounslow promised to produce a paper on retail portfolio management and rental strategy in Brentford several years ago. It is now vital that this dovetails with the production of a retail strategy for the south side of the High Street.
- 5.2.3.4 First and subsequent phases should be so planned that existing traders can continue to operate on or close to the site during construction and be offered permanent units in the final scheme.
- 5.2.4 **Consultation process** generally strong but mailshots need to reach approx 10,000 homes (not 5,000), as well as hard to reach groups within the community.
- 5.2.5 More information needed on **residential mix and parking strategy**
- 5.2.5.1 Residential accommodation should be varied. At least 30% should have private amenity space and 3 or more bedrooms. As much affordable housing as possible should be provided.
- 5.2.5.2 Provision should be made for crèches, an old people's home and sheltered housing.
- 5.2.5.3 We would welcome St Lawrence's church being converted into live-work units in the first phase of redevelopment. We believe this to be commercially realistic and it would relate well the proposed adjacent housing. Generally across the site we would support more live-work units including some of a size designed for families/artisans.
- 5.2.5.4 We need more information on parking. If as we understand 400 parking spaces are provided for 800 homes, how many parking spaces will be provided for shoppers?
- 5.2.6 **Development appraisals** - Land value assumptions should be put in the public domain as early as possible in pre-application process (by the Council and developer) to inform debate on what total quantum of development is needed for the scheme to be financially viable. Equally, whilst we acknowledge weaknesses in the tool, Ballymore should share Dragons toolkit assessment(s) with community groups early in the process.

### Assessment Process

- 1) The scorecard assessment will be undertaken by members of Brentford High Street Steering Group (BHSSG), at open meetings of the charity. A Working Group of interested members will undertake the scorecard reviews and feed a draft into the open meetings.
- 2) If inadequate information is available to form a view the 'RAG' field will be left blank until the point of planning application submission. At this point if BHSSG do not have the necessary information to form a view, the indicator will score "Red".
- 3) How frequently the scorecard is updated is still to be determined. As far as possible the updates will be aligned to key stage gates in Ballymore's pre-application community engagement process.
- 4) RAG ratings: Red (0%) - current proposed solution of considerable concern; Amber (50%) - current proposed solution of some concern; Green (100%) - no present concerns with proposed solution. Red/Amber (25%) and Amber/ Green (75%) ratings will also be an option.
- 5) Comments fields will be used to provide new contextual narrative and/or explanation regarding RAG status.
- 6) BHSSG have removed recommendations from the Community Vision (2007) from this Scorecard that have already been implemented or are not relevant to the planning application phase of the regeneration. It is recognised that there is considerable duplication within the BAAP assessment, but this checklist approach has been adopted for thoroughness.
- 7) The scorecard will be published on BHSSG's website and circulated by email to local councillors, relevant council officers and the developers.
- 8) In the event that a RAG assessment is disputed by the developer they can write to the director trustees of BHSSG requesting a review and expect a response within 10 working days.

**BRENTFORD HIGH STREET REGENERATION SCHEME SCORECARD**

**PART I: BRENTFORD HIGH STREET: THE COMMUNITY VISION (2007) ASSESSMENT**

'Brentford High Street: The Community Vision' was published in 2007 by Brentford High Street Steering Group in partnership with Brentford Chamber of Commerce, Brentford Community Council, Brentford High Street Traders Group and Grand Union Community Development. It was produced with funding from LB Hounslow's Innovation Fund and the process was supported by the New Economics Foundation and Grand Union Community Development. Representatives of partner organisations, Watermans, local schools and other stakeholders participated in the development of the report and its final recommendations. The process lasted about 10 months and during that time hundreds of local residents made contributions. Uniquely for a community-led process the community vision included a simple appraisal of the development economics to test the deliverability of recommendations. In 2008 the report and process was recognised as an awards finalist by the Academy for Sustainable Communities (now part of the HCA).

Indicator summary	Recommendations	Score	
Social		43	28%
Environmental		25	5%
Economic		24	14%
		<b>92</b>	<b>16%</b>

**PART I: RADAR SUMMARY OF REGENERATION SCHEME**

Recommendation	Responsible and accountable stakeholder(s)	By when?	On target? Red/ Amber/ Green	Comments
<b>2.3 Children and young people's priorities</b>				
<input type="checkbox"/> Natural features, fun outdoor activities and spaces for all ages	Developer/ Architects/ Hounslow Council	Pre-application consultation/ Planning application	0%	Undecided - more information required
<input type="checkbox"/> Mainstream retailers and independents with youth appeal	Developer	Pre-application consultation/ Planning application	0%	Undecided - more information required
<input type="checkbox"/> Create a Café society in pedestrian area	Developer	Pre-application consultation/ Planning application	0%	Undecided - more information required, particularly on clustering of types of retail outlet
<input type="checkbox"/> Develop more river and canal-side activities	Developer/ Hounslow Council	Planning application/ usage phase	50%	The interaction between activities developed in the ISIS and Ballymore schemes need to be considered to ensure viability of new initiatives and appropriate investment levels. See section 4.0 of supporting paper for more detail.

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<input type="checkbox"/> Anchor High Street redevelopment in historical roots	Developer/ Architects	Pre-application consultation/ Planning application	100%	This is one of the most impressive aspects of the scheme, although it does risk being undermined if massing is not kept to a sensible scale.
<input type="checkbox"/> Use a mix of energy sources and design adaptable buildings	Developer/ Architects	Pre-application consultation/ Planning application	0%	Undecided - more information required
<input type="checkbox"/> Reduce on street parking in town centre	Developer/ Architects	Pre-application consultation/ Planning application	0%	Undecided - more information required
<input type="checkbox"/> Introduce a rickshaw service	Developer/ Hounslow Council transport	Usage phase	0%	Undecided - more information required
<input type="checkbox"/> Improve pedestrian crossings on High Street	Developer/ Architects/ Hounslow Council transport	Pre-application consultation/ Planning application	50%	Indications are that this is part of the masterplanners thinking, but more detail required.
<input type="checkbox"/> Link the football stadium to the high street	Hounslow Council/ Developer	Pre-application consultation/ Planning application/ build	0%	Undecided - more information required. This should integrate with OLF Legible London project.
<b>2.4 Older people and accessible streets</b>				
<input type="checkbox"/> Consider introducing a local shopper bus service	Developer/ Hounslow Council transport	Pre-application consultation/ Planning application	0%	Undecided - more information required
<input type="checkbox"/> Positive action to address barriers to good access	Developer/ Architects	Planning application	0%	Undecided - more information required
<input type="checkbox"/> Create safe 'Shared Space'	Developer/ Architects	Planning application	0%	Undecided - more information required
<input type="checkbox"/> 5Cs of Good Walking Networks should clearly be applied, as well as a complete response provided to the issues raised in TfL's Walkability Checklist	Developer/ Architects	Planning application	0%	Undecided - Completed TfL Walkability Checklist required
<input type="checkbox"/> Plans for south side of High Street should clearly categorise priority accorded to pedestrians	Developer/ Architects	Planning application	50%	Indications are that this is part of the masterplanners thinking, but more detail required.
<input type="checkbox"/> Widen the pavement on the south side of High Street and reduce pavement on the north side	Developer/ Architects / Hounslow Council transport	Pre-application consultation/ Planning application	0%	Undecided - more information required
<b>2.5.5 Historical conservation recommendations</b>				
<input type="checkbox"/> Retain and reinstate historical place names	Developers/ Hounslow Council	Planning application/ usage phase	100%	One concern: Local historians are baffled at why Workhouse Dock/ Ridgeway's Basin has been given an entirely new name.
<input type="checkbox"/> Do not retain Brent Way	Developers/ Hounslow Council	Planning application	100%	

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<input type="checkbox"/> Establish a High Street Conservation Area	Hounslow Council/ Syon and Brentford ward councillors	Autumn 2007		Undecided - Would Ballymore endorse an extension to the neighbouring conservation area once the scheme's build phase is underway to enhance sale values? Would LB Hounslow support this approach? 0%
<input type="checkbox"/> Conserve majority of historic yards and passages	Developer/ Architects/ Hounslow Council	Planning application		Aside from concerns about the Ridgeway's Yard route and whether this would be better retained than Plough Yard, this is all very encouraging. This issue should be further explored with community stakeholders, councillors and council officers. 75%
<input type="checkbox"/> Conserve historical, industrial or otherwise interesting sites and integrate into development with new uses	Developer/ Architects/ Hounslow Council	Planning application		The level of retention across the site is encouraging. This will only be realised if restoration and maintenance plans for some buildings are accelerated. 100%
<b>2.6 Arts, leisure and culture</b>				
<input type="checkbox"/> Relocate Watermans Arts Centre to new facilities in the heart of the town centre	Developer/ Hounslow Council/ Watermans Arts Centre	Pre-application consultation/ Planning application		We are extremely concerned that the develop can not proceed with this aspect of plan due to the Council considering moving Watermans to Hounslow. See section 3.5.7 in supporting paper. 0%
<input type="checkbox"/> Make 'water' central to the redevelopment approach	Developer/ Architects	Planning application		This certainly appears to be the direction of travel, but initial draft of waterside/space strategy needs to be published for scrutiny and comment. 50%
<input type="checkbox"/> Resource a town centre arts manager to deliver a programme of events on the High Street	Developer/ Hounslow Council/ Watermans Arts Centre	Completion of town centre redevelopment		Undecided - more information needed. 0%
<b>2.7 Healthy Living</b>				
<input type="checkbox"/> Plan, fund and provide additional health and social services capacity	Developers/ Architects/ Hounslow Council	Pre-application consultation/ Planning application		Undecided - more information required 0%
<input type="checkbox"/> Develop outdoor healthy living opportunities from a waterside cycle trail to outdoor exercise bikes	Developers/ Hounslow Council/ Fusion or Laing	Pre-application consultation/ Planning application		Undecided - more information required. Have some of these less intrusive ideas been considered by the waterside consultant? 0%

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<input type="checkbox"/> Key agencies must apply Healthy Urban Development Unit (HUDU) formula to determine Brentford High Street health services S106 contribution	PCT/ Hounslow Council	Planning application	0%	Undecided - more information required
<b>2.8 Policing and community safety</b>				
<input type="checkbox"/> Identify resources and appoint a town centre manager	Developers/ Hounslow Council	Planning application	0%	Undecided - more information needed. Since 2010 the Brentford High Street Steering Group has proposed this role, as well as a permanent town centre manager post, is funded from 2013 through a Business Improvement District (BID) organisation. We would welcome an economic strategy for the scheme providing the 'feasibility study' for a BID.
<input type="checkbox"/> Apply Secured by Design principles	Developers/ Architects	Planning application	0%	Undecided - more information required
<input type="checkbox"/> Create a vibrant environment with plenty of movement and CCTV, rather than shutters for security	Developers/ Architects	Planning application	0%	Undecided - Seems to be the intention but more information required. See note under 2.6
<b>2.9.4 Street layout/zones</b>				
<input type="checkbox"/> Ensure good site permeability and clear views to the water	Developers/ Architects	Planning application	100%	
<input type="checkbox"/> Establish focal points at Market Place, Workhouse Dock and Town Wharf	Developers/ Architects	Planning application	50%	This would appear to be the direction of travel but more information is needed on landscaping and architectural treatment.
<input type="checkbox"/> Introduce new frontages down historic alleys	Developers/ Architects	Planning application	100%	Some concern regarding whether mix of size of units is appropriate.
<input type="checkbox"/> Carefully site residential units in relation to boatyards	Developers/ Architects	Planning application	50%	This would appear to be the direction of travel but more information is needed.
<input type="checkbox"/> Establish a comprehensive plan for visitor and residential moorings, some of which should have affordable mooring fee controls	Developers/ RSL or local charity	Planning application	0%	Undecided - more information required
<b>2.9.5 Underground car parking that works around Brentford High Street's heritage</b>				
<input type="checkbox"/> Design underground car parking around heritage assets	Developers/ Architects	Planning application	100%	The approach to building retention, and phased build now being adopted, drives this.
<b>2.9.6 Massing</b>				
<input type="checkbox"/> Building height must respect local context	Developers/ Architects	Planning application	25%	It does in parts, but is excessive on southern edge of site
<input type="checkbox"/> Deliver required density through close grain design, rather than height	Developers/ Architects	Planning application	25%	Generally adopting this approach but compromised by height of three tower blocks way in excess of BAAP height envelope
<input type="checkbox"/> No change in skyline from northern pavement of High Street	Developers/ Architects	Planning application	25%	This is probably the case but needs to be demonstrated with illustrations.

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<input type="checkbox"/> Close height relationship between buildings on High Street frontage	Developers/ Architects	Planning application	50%	This does seem to be the approach adopted, but will become clearer as more detailed drawings emerge.
<b>2.9.7 Street scene character</b>				
<input type="checkbox"/> Develop High Street's mixed character frontage	Developers/ Architects	Planning application	0%	Undecided - more information required
<input type="checkbox"/> Contemporary and innovative design as elements of scheme	Developers/ Architects	Planning application	0%	Undecided - more information required
<b>2.10 Community development and capacity building</b>				
<input type="checkbox"/> Ensure sufficient affordable space for community groups and networks	Developers/ Hounslow Council	Planning application	25%	More information required. With Ballymore's support, the viability of this concept is starting to be tested with the first floor of Docking Station (108 HIGH ST)
<b>3.1 Local development guidance and mechanisms for promoting sustainable design and construction</b>				
<input type="checkbox"/> Submit a detailed sustainability strategy and completed sustainability checklist with planning application	Developers	Planning application	0%	Undecided - more information required
<b>3.0.3 Key recommendations for environmentally sustainable design and construction</b>				
<input type="checkbox"/> Achieve Eco-homes Excellent/Code for Sustainable Homes Level 4 and other relevant BREEAM environmental standards	Developers	Design/ Planning application/ certification post-construction	0%	Undecided - more information required
<b>3.1 Deconstruction</b>				
<input type="checkbox"/> Maximise reclamation during demolition and reuse of materials on site through 'Demolition Protocol'	Developers/ Council/ High Street Steering Group	Agreement Pre-deconstruction/ Implemented through deconstruction phase	0%	Undecided - more information required
<b>3.2 Energy</b>				
<input type="checkbox"/> Research the local supply of renewable fuel source for CHP in Brentford town centre	Developers/ Continental Landscapes/ LBH Economic Development Unit	Pre-application consultation phase/ Planning application	0%	Undecided - more information required. It would be interesting to find out fuel sources for Sky (Osterley) and Harmony Homes (Isleworth).
<input type="checkbox"/> Provide 20% renewable energy onsite, possibly through ESCO structure	Developers/ Hounslow Council/ London Climate Change Agency	Pre-application consultation phase/ Planning application	0%	Undecided - more information required. Ballymore should build on the work commissioned by ISIS from Fulcrum on a 'Brentford Energy Strategy' to determine when an ESCO structure would be viable.
<b>3.3.1 Water efficiency</b>				
<input type="checkbox"/> Comprehensive water efficiency measures	Developers	Planning application	0%	Undecided - more information required
<b>3.3.2 Water reuse</b>				
<input type="checkbox"/> Design in water reuse across the site	Developers	Planning application	0%	Undecided - more information required
<b>3.3.3 Flood risk mitigation</b>				



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<input type="checkbox"/> Adopt Sustainable Urban Drainage System best practice	Developers	Planning application	0%	Undecided - more information required
<input type="checkbox"/> Develop systematic approach to managing flood water	Developers	Planning application	0%	Undecided - more information required
<b>3.4 Construction materials</b>				
<input type="checkbox"/> Sustainable construction materials should be specified	Developer / Council approval	Before build commences	0%	Undecided - more information required
<b>3.5 Transport</b>				
<input type="checkbox"/> Improve town centre Public Transport Access Level (PTAL) rating	Developers/ Hounslow Council transport team	Planning application	0%	Undecided - more information required
<input type="checkbox"/> Significantly improve Brentford's cycling infrastructure	Developers/ Hounslow Council transport team	Planning application	25%	This is a process that led by LB Hounslow has started to occur since 2007, but this development and others must push this much further forward.
<input type="checkbox"/> Workshop opportunities for developing bus services	Developers/ Hounslow Council transport team	Planning application	0%	Undecided - This is a process that perhaps needs to be done jointly between Ballymore, ISIS and LB Hounslow.
<input type="checkbox"/> Develop Brentford Bus Station facilities	Developers/ Hounslow Council transport team	Planning application	0%	Undecided - more information required
<input type="checkbox"/> Introduce realistic levels of parking for new residents and shoppers	Developers/ Hounslow Council transport team	Planning application	25%	The plans may be in the right ball park, but we need more informed discussion about people/ car movements and an economic strategy for the town centre underpinning it. This needs to be commissioned quickly to inform other aspects of the masterplanning process.
<input type="checkbox"/> Introduce a car club to the town centre	Developers/ Hounslow Council transport team	Planning application	0%	Undecided - more information required
<input type="checkbox"/> Develop water transport links to Brentford High Street	Developers/ Cllr Ruth Cadbury with support from Jane Ferrier-May	Planning application	0%	Undecided - more information required. Needs to be discussed with ISIS and Kew Gardens.
<b>3.6 Food</b>				
<input type="checkbox"/> Improve sustainability of food supply through rooftop allotments	Developers	Planning application	0%	Undecided - more information required
<b>3.7 Creating a zero carbon living culture</b>				
<input type="checkbox"/> Local area committee should support and promote Brentford becoming a "Transition Town"	Local area committee	Nov-07	75%	This initiative started in 2010/11 with a particular emphasis on local food - and small grants from the local area committee. Additional resourcing will be required to build the capacity and capability of the group.
<input type="checkbox"/> Green caretakers/concierges should be recruited	Developers/ site managers	Planning application/ site opening	0%	Undecided - more information required



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<input type="checkbox"/> Establish a community extranet	Developers/ site managers	Planning application/ site opening	0%	Undecided - more information required
<input type="checkbox"/> Develop green clauses for retail and office unit contracts	Developers/ Hounslow Council/ Site managers	Planning application/ Phased in as council renews tenancy agreements/ New unit tenancy agreements	0%	Undecided - more information required
<input type="checkbox"/> Promote West London Carshare to new residents	Developers/ site management company	Planning application/ use phase	0%	Undecided - more information required. N.B. West London 'Liftshare' has now been superseded by <a href="https://london.liftshare.com/">https://london.liftshare.com/</a>
<input type="checkbox"/> Provide folding bicycles on lease agreements to all tenants	Developers/ site management company	Planning application/ use phase	0%	Undecided - more information required
<input type="checkbox"/> Well designed recycling and composting facilities	Developers/ LBH Recycling Team/ Brentford Recycling Action Group	Planning application	0%	Undecided - more information required
<b>4.2 High Street capital investment requirements</b>				
<input type="checkbox"/> The council must commission more detailed development appraisals and put these in the public domain	Hounslow Council	Planning application	0%	The ISIS scheme demonstrated how the affordable housing element demands that developers must put their appraisals in public domain - although these do not always reflect the reality of what is economically viable. Ballymore are encouraged to have discussions that are as open as possible on the economics of the scheme so the local community can understand the difficult tradeoffs that may be necessary to make a viable scheme. See section 5.2.6 of supporting paper.
<input type="checkbox"/> S106 contribution proposals should be reviewed by the local community	Hounslow Council/ Developers	Planning application	0%	Undecided - more information required
<b>4.2.4 Financing green developments</b>				
<input type="checkbox"/> Council must seek assurances from town centre developers that they are prepared to apply innovation and creativity to deliver on sustainability goals	Hounslow Council/ Developers	Pre-application consultation/ Planning application	0%	Undecided - more information required. Balancing sustainability demands across housing, heritage, energy, food and economic development will be an even greater challenge in 2011 than 2007 when the Community Vision was developed.
<b>4.3.1 Demand scenarios</b>				

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<input type="checkbox"/> Develop a mixed retail offer on a smaller scale than the BTC Ltd proposals, with the introduction of a new anchor store	Developers/ LBH Corporate Property/ High Street Traders Group	Planning application/ Marketing phase	75%	The new anchor store would be additional to the existing draw of Morrisons and should be selected to add to Brentford's retail diversity, rather than duplicate, as should all new retail. See section 2.1.12 of supporting paper.
<input type="checkbox"/> Ambitious targets for increased localisation of Brentford residents' retail expenditure through limited expansion in retail floor space and increase in sales density/quality of retail offer	Developers/ LBH Corporate Property/ High Street Traders Group	Planning application	0%	Undecided - need information on specific targets arising from an Economic strategy
<b>4.3.3 Future rent management and retail mix development</b>				
<input type="checkbox"/> Establish a Landlords' Forum	High Street Steering Group?/ Ballymore?/ LB Hounslow?	Autumn 2007	0%	Undecided - Considered low priority (as of Autumn 2011) but perhaps something to return to in due course. Might be addressed by a BID.
<input type="checkbox"/> Detailed proposals for future retail mix should form part of any planning application for the south side of Brentford High Street	Developers	Planning application	0%	Credible research needs to be published on this element of an economic strategy as soon as possible to inform other elements of scheme, particularly the built environment.
<input type="checkbox"/> Annual Retail Action Plan to local area committee for retail development on Brentford High Street	Hounslow Council/ other High Street property owners	Autumn 2007 – annually thereafter	0%	We await a report to IBAC, and commitment to something along these lines from LBH Corporate Property, in Autumn 2011
<input type="checkbox"/> Establish rent differentials by retail function and explore turnover based leases in the interests of a diverse, thriving High Street	LBH Corporate Property/ other High Street property owners	Dec-07	0%	Whilst we support a variation in rent by retail function, we are broadly accepting of a view that turnover based leases are impractical to manage without access to audited ePOS data - unlikely with independent retailers. Rent by retail function is an approach that LB Hounslow has been too slow to codify and adopt.
<b>4.4 Plugging the leaks and redeploying our community asset base</b>				
<input type="checkbox"/> Establish flexible and affordable shared office space for small businesses/ sole traders to meet and work together	Developers/ Andrew Dakers with support from Kate Doyle	Planning application	25%	More detail needed, but intent seems to be there. See note under 2.10
<input type="checkbox"/> Ensure local industries are amply protected against threats from 'change of use' and redevelopment	Hounslow Council/ Ruth Cadbury / Developers	Immediate	50%	Indications are encouraging that the masterplan will respect the realities of metal bashing industries.
<b>4.4.1 Employment and skills development</b>				
<input type="checkbox"/> Replace lost office and retail jobs	Developers	Planning application	0%	Undecided - more information needed.
<input type="checkbox"/> Invest in local (green) construction skills programmes and use local labour wherever possible	Developers	Planning application/ Construction phase	0%	Undecided - more information needed.

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<input type="checkbox"/> Explore young peoples' perceptions of high street job opportunities further and how best to promote and develop the high street/ small business work environment	Hounslow Council Economic Development/ Hounslow Education Business Partnership	Spring 2008	0%	Undecided. This may also be a question that the developers Ballymore can explore through the work that they are commissioning from Soundings.
<b>4.4.3 Reinvesting community asset base Brentford's new town centre</b>				
<input type="checkbox"/> Introduce greater variation of retail unit size	Developers/ Hounslow Council / other High Street property owners	Immediate and through planning application	50%	This seems to be occurring but there is concern as to whether there is sufficient graduation in mix of unit size proposed.
<input type="checkbox"/> Affordable start-up 'incubation' rental agreements and business support	Developers/ Hounslow Council	Immediate and through planning application	0%	Undecided - more detail needed. This recommendation was particularly with respect to start-up <i>retail</i> businesses.
<input type="checkbox"/> Retain and strengthen all four remaining Brentford boatyards	Developers/ Hounslow Council/ British Waterways	Immediate and through planning application(s)	0%	Undecided - more information needed. Two of the four boatyards are now merged into the MSO Marine facility. The other two boatyards, Ridgeways and Lots Ait, are closed. We will be interested to see whether there is potential for the Ridgeways yard to reopen, perhaps on a smaller scale, making use of the old slipway.
<input type="checkbox"/> Build a youth centre for Brentford	Developers/ Hounslow Council	Planning application	0%	Undecided - more information needed.
<input type="checkbox"/> Shift from 1-2 bedroom provision to more family housing	Developers	Planning application	25%	Initial indications are encouraging but more information needed. There is a growing consensus that a diverse mix of different types of live-work unit would be welcomed.
<input type="checkbox"/> Deliver affordable housing within the High Street redevelopment	Developers/ RSL	Planning application	0%	Undecided - more information needed.
<input type="checkbox"/> Evaluate potential for locating affordable starter "pod" flats near the MSO boatyard	Developers	Planning application	0%	Undecided - more information needed.
<b>4.5.2 Future town branding and signage</b>				
<input type="checkbox"/> Introduce integrated branding and signage for Brentford as a whole, leading people towards the High Street/ town centre	Developers/ Hounslow Council/ Brentford High Street Steering Group	Phased in mid-2008 onwards	100%	This process has been ongoing since 2010. BHSSG, LB Hounslow, ISIS and Ballymore are now seeking to implement Legible London standard.
<input type="checkbox"/> Engage JC Decaux in discussions around Brentford town centre being an exemplar location for appropriate examples of their street furniture products	Developers/ Hounslow Council/ Brentford High Street Steering Group/ JC Decaux	Late 2007	0%	Undecided - This is a conversation that ISIS could perhaps also be engaged in, particularly if the Round 2 bid to the Mayor's Outer London Fund is successful.
<b>4.6 Supporting businesses through the transition</b>				
<input type="checkbox"/> Phase build of new development and provide first options on new units to existing traders	Developers	Planning application/ construction	0%	Undecided - more information needed.

**DRAFT**

**Brentford High Street Regeneration Scheme Scorecard**  
Part I: Brentford High Street: The Community Vision (2007) Assessment

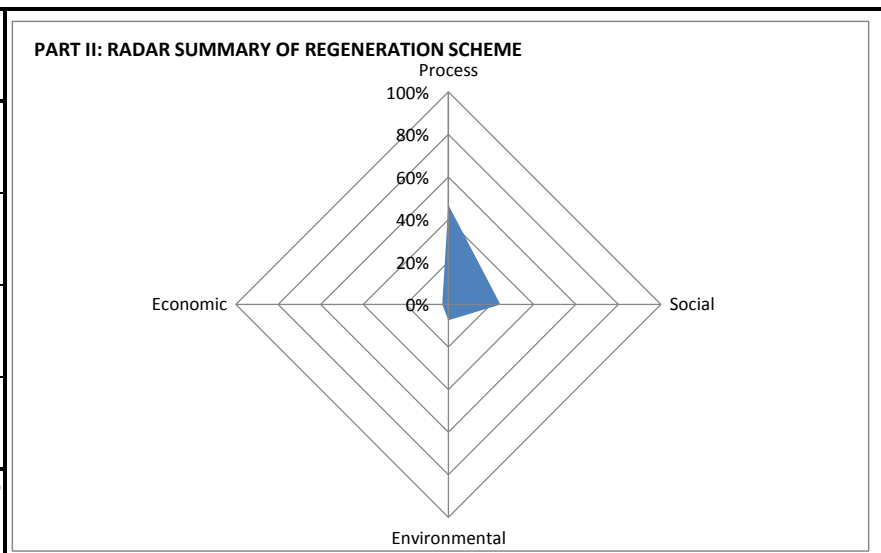
Source: <http://coactivate.org/projects/brentfordhighstreet/brentford-high-street-the-community-vision/brentford-high-street-the-community-vision-november-2007.pdf>

**BRENTFORD HIGH STREET REGENERATION SCHEME SCORECARD**

**PART II: BRENTFORD AREA ACTION PLAN - BAAP (2009) ASSESSMENT**

The BAAP was commissioned by LB Hounslow as the local component of the Local Development Framework (LDF). It was the result of many years of community consultation and was in part informed by the Community Vision (2007). From a planning law perspective it carries by far the most weight of the three studies. Below are the extracts most relevant to Brentford Town Centre.

Indicator category	Recommendations	Score
Process	8	47%
Social	48	24%
Environmental	27	7%
Economic	26	3%
	<b>109</b>	<b>20%</b>



<i>Policies</i>	<i>Responsible and accountable stakeholder(s)</i>	<i>By when?</i>	<i>On target? Red/ Amber/ Green</i>	<i>Category</i>	<i>Comments</i>
<b>POLICY CONTEXT</b>					
Moves towards the successful redevelopment of Brentford High Street including the development of a community vision 5.46 The long-term goal is for the High Street to be regenerated in an economically, socially and environmentally sustainable manner. The Area Committee wishes to place emphasis and support for steps towards this goal. This includes work to achieve a clearly defined expression of the local community's vision for the future of Brentford High Street and to ensure that this vision is influential in the future development of the High Street. (pg 21) Community Plan 2007-2010 - Isleworth and Brentford Area Plan - As set out in Special Project 2 the Isleworth and Brentford Area Committee have prioritised the successful redevelopment of Brentford High Street including promoting and supporting community participation. The delivery of this project will support the implementation of policy BAAP3 (pg 49).	LB Hounslow/ IBAC/ BHSSG	2007	50%	Process	LB Hounslow provided funding to BHSSG, Grand Union Community Development and the New Economics Foundation in 2007 to develop the Community Vision through a participative process actively involving the local community. In 2011 the challenge remains to convert this into reality. Planning permission for a high quality scheme must be secured; and then this must be financed (probably in phases) in a difficult financial climate.

<b>A VISION FOR BRENTFORD</b>					
<b>Brentford Town Centre (pgs 25-26)</b>					
6.8 - Up to 9,250m <sup>2</sup> of additional retail floorspace and 3,000m <sup>2</sup> of leisure uses within a consolidated town centre boundary that focuses new development on the existing High Street to create a strong retail core.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - more information needed
Enhanced retail offer together with some supporting leisure, business and residential uses will increase the attraction of the centre for surrounding residents by improving access to a range of services and reducing the need to travel.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - more information needed
New development within the town centre will also deliver a number of community benefits including a new area of public open space at the rear of St Lawrence Church, the provision of a new youth facility on the High Street and a permanent site for a local farmers market.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed. The viability of a farmers market in Market Place is about to be retested with a series of themed markets in late 2011/ early 2012. BHSSG has secured the capital from the Mayors Outer London Fund to purchase a marquee, staging and market stalls.
6.9 Regeneration within the town centre should also maximise the benefits of its historic assets and waterside location.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	75%	Social	Waterside strategy needs further development - see supporting paper section 3.2.4 and 4.0
Links between the High Street and the waterside will be provided to reconnect the centre with its waterways leading to new areas of public space along the banks of the canal and River Brent.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	100%	Social	
The Centre's built heritage (including the character and setting of The Butts and Boston Manor and Grand Union Canal Conservation Areas, listed buildings and buildings of local townscape value) will be protected and enhanced through redevelopment, including the restoration of St Lawrence Church to secure its removal from the Register of Listed Buildings at Risk.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Social	Prospects of restoring St Lawrences seem high, but character at risk from current massing strategy.
Remnants of the town's historic role as the gateway to the inland canal network from the River Thames illustrated through water-related industries and facilities such as boatyards, moorings and slipways are also protected as locally distinctive symbols of the working waterways.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - More information needed. Particularly unclear as to plan for slipway at Workhouse Dock.
6.10 Significant increases in traffic [on Brentford High Street] are likely to be unacceptable with a number of junctions at capacity and experiencing significant congestion.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Environmental	Current scheme raises significant questions regarding impact and capacity on local road network. More information on strategy needed to come to more informed view.
The scale of retail development envisaged is limited to be compatible with a local catchment appropriate to the Brentford's District centre status.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - more information needed. This element of the BAAP may need to be revisited in the context of new economic strategy. Whilst it might be predominantly a local catchment many independent, specialist retailers will be dependent on a catchment wider than Brentford for viability.

**Brentford High Street Regeneration Scheme Scorecard**  
Part II: Brentford Area Action Plan (2009) Assessment

Contribute to improvements to sustainable access including increasing the frequency of the E8 bus service, improving cycle and pedestrian links, and promoting demand management measures such as car free development on major town centre regeneration sites.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - more information needed
<b>Enhancing local character (pg 27)</b>					
6.15 The underlying development principle of the Brentford Area Action Plan is to preserve and enhance all the features that make Brentford distinctive and to continue to provide the community with its sense of place and history.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed
There are a number of historic buildings and features ...within the town centre that continue to tell the story of Brentford's urban development that should be retained and enhanced for future generations. <i>In particular, the community place significant value on the historic contribution of the working waterways to Brentford's overall character and the Plan seeks the retention of these remaining links.</i>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	75%	Social	Significant building retention encouraging although many buildings need restoration sooner rather than later if they are not to be lost. More detail needed on working waterways proposals. Funding for interpretative signage throughout scheme to introduce site history to visitors would be welcomed.
Looking to the future, Brentford's character will continue to develop leading the way for rest of the Borough on issues of sustainable design and construction.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - more information needed
<b>PLAN OBJECTIVES</b>					
<b>Objective 1: To promote the sustainable development and regeneration of Brentford. (pg 28)</b>					
• Delivering new development that supports the successful integration of new residents by meeting the social needs of Brentford's growing and mixed communities. <i>Specific attention will be given to the need for affordable and family housing in all developments that provide residential accommodation.</i>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed
• Encouraging early community engagement as part of all major development proposals enabling people to contribute and participate effectively and influence the future of the area.	Developer	Pre-application consultation	50%	Process	Generally some of the best community engagement we have yet seen by a developer on a major site in Brentford. Areas for improvement identified below.
• Promoting sustainable modes of transport to discourage non-essential use of the private car.	LB Hounslow/ Developer	Pre-application consultation/ Planning application/ Usage	0%	Environmental	Undecided - more information needed
<b>Objective 2: To promote the re-use and redevelopment of previously developed sites and existing buildings within Brentford. (pg 28)</b>					
• The redevelopment of sites ...to provide for uses that will contribute to sustainable regeneration and controlled growth.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - more information needed
• The re-use of existing buildings which add to the character and local distinctiveness of Brentford, particularly within the town centre and waterside areas.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	100%	Social	



<b>Objective 3: To provide a range of community, education, health, cultural, sport and entertainment facilities that will support Brentford's growing community, particularly young and old people. (pg 28-9)</b>					
• Providing community and social facilities and services that respond to the needs of a growing community.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed
• Intensifying the use of existing assets to provide for a range of uses that respond to the needs of a diverse population, new provision or relocation will be considered as needs increase and opportunities arise.	LB Hounslow/ Developer/ Watermans	Pre-application consultation/ Planning application	0%	Economic	Undecided - more information needed
• Ensuring additional educational provision at primary and secondary level, requiring phasing if necessary.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed. Concern about LBH's /NHS's capacity to invest S106 monies locally on major projects.
• Providing additional health services and facilities needed to cater for a growing population.	LB Hounslow/ Developer/ PCT	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed. Concern about LBH's /NHS's capacity to invest S106 monies locally on major projects.
• Providing for an increase in the scale and range of uses (social, community and entertainment facilities) within the town centre as part of 'Brentford Waterside' development.	LB Hounslow/ Developer/ Watermans	Pre-application consultation/ Planning application	0%	Social	Very concerned about potential loss of Watermans from scheme if LB Hounslow does not do the right thing by Brentford and back community-supported move to Brentford Town Centre.
• Ensuring adequate utility infrastructure to support new development	LB Hounslow/ Developer/ Thames Water	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed
<b>Objective 4 : To ensure that the design of new developments will protect and enhance Brentford's local distinctiveness. (pg 29)</b>					
• Ensuring high quality design in all developments in order to deliver a better environment, improve civic pride and community safety for everyone.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	25%	Social	Thus far very encouraged by quality of team of architects recruited. Achieving diversity of architectural character and language will be their challenge.
• Requiring new designs to capitalise on the area's historic, cultural and natural assets.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed
• Protecting and enhancing high quality and locally important buildings and structures.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	100%	Social	
• Ensuring that the design of any new development adjoining Brentford's waterways starts from the waterspace.	LB Hounslow/ Developer/ Thames Landscape Strategy	Pre-application consultation/ Planning application	100%	Social	Design needs to think in both directions. From waterspace and high street.

• Taking into account the impact of new developments on views from Kew World Heritage site.	LB Hounslow/ Developer/ Kew Gardens	Pre-application consultation/ Planning application	0%	Social	Concerns about impact of 3 tower blocks massing on World Heritage site
<b>Objective 5: To support Brentford's distinctive role for the provision of waterside industries and support facilities, and reconnect the area with its unique waterside location including the river and canal banks and foreshore. (pg 29-30)</b>					
• Protecting and enhancing Brentford's boatyards, together with its riverside and canalside buildings of distinction in a manner that contributes to the overall regeneration and character of the area.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - need more information
• Encouraging greater use of Brentford's waterways for transport, freight, recreation and leisure by enhancing or restoring existing facilities, and providing additional facilities where appropriate, within all waterside development sites.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - need more information
• Increasing public access for all sections of the community to, from and along the waterways within all waterside development sites. Specific attention will be given to delivering a continuous path along the Thames, where this does not interfere with boatyard operations; and providing attractive, convenient and accessible links between the canal and the river.	LB Hounslow/ Developer/ Thames Landscape Strategy	Pre-application consultation/ Planning application	75%	Social	Interference with boat yard operations needs consideration.
• Moorings, specifically off-line moorings, will be promoted and supported within waterside development sites. Support for further on-line moorings will only be considered where appropriate, in locations that will not impede navigation and/or visitor moorings.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - need more information
<b>Objective 6: To regenerate Brentford town centre as a vibrant District centre that celebrates the town's heritage and waterside location. (pg 30)</b>					
• 'Brentford Waterside' will be the key site to provide for a mix of town centre uses including retail, social and community uses. This scale and nature of uses should be sufficient to serve the community well whilst recognising its role as a district centre within London's retail hierarchy.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - need more information to assess broad "scale and nature of uses"
• The net increase in retail floorspace is anticipated to be between 5,000 - 6,000m <sup>2</sup> offering a range of local convenience and comparison facilities.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - need more information
• An appropriate level of residential and commercial development should also be provided in order to deliver a viable town centre scheme.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Economic	Would like breakdown of likely housing mix of 800 homes asap.
• New development should be designed to protect and enhance local character, making the most of natural, historic and specialised local economic assets, specifically with regards to its location at the confluence of the River Thames and the Grand Union Canal.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Social	Concerns about impact of 3 tower blocks massing on World Heritage site

• Clear and attractive gateways should mark the entrance to the town centre and integrate well with access points to and through the centre.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - need more information
• Ensure that all new development contributes to the coherence and function of the town centre as a whole by consolidating the primary shopping area and the High Street frontage.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	How site will impact coherence and function of town centre as a whole can only be determined through accelerating work on an Economic Strategy
<b>Objective 7: To ensure that all new developments within Brentford contributes to the Community Plan goal of a 'carbon-neutral' borough and address key environmental issues that exist within the area. (pgs 30-31)</b>					
• Sustaining biodiversity throughout and beyond the borough boundaries and avoiding and/or mitigating any adverse impacts produced by new development in Brentford through the protection and improvement of nature conservation areas and enhancements to local open spaces. <i>Development that is not in compliance with the requirements of the Conservation Regulations 1994 is not considered to comply with the environmental objectives of the Plan.</i>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
• Ensuring new developments are resilient to existing aircraft, road traffic and industrial noise, air, light and water pollution and contribute to reduction where feasible through sustainable design and construction.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
• Directing new development to areas with a low risk of flooding. Where developments are allowed exceptionally in high flood risk areas, flood management measures should reduce areas at risk of flooding.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
• Reducing surface run-off by requiring Sustainable Urban Drainage Systems in all new developments.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
• Minimising CO2 and carbon emissions from major developments	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
• All major developments contributing to the promotion of sustainable movement throughout the area, supporting healthier lifestyles and discouraging the non-essential use of the private car.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
<b>BAAP POLICIES</b>					
<b>Policy BAAP1 Sustainable development (pgs 34-35)</b>					
I. Developments should make the best use of previously developed land through the regeneration of proposal sites identified on the proposals map with an appropriate mix of uses as identified in the Development Site Policies.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Environmental	Right direction of travel, but final assessment against this indicator of success be based on submitted plans.

II. All major developments will be required to show how heating, cooling and power systems will minimise Carbon Dioxide (CO2) emissions and then reduce CO2 emissions by at least 20% from on-site renewable energy generation (including decentralised renewable energy) where such options are viable and feasible). The feasibility for Combined Heat and Power (CHP) and private wire should be considered for all major schemes.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information. See previous notes regarding opportunity to draw on work already commissioned by ISIS from Fulcrum.
III. All residential developments should achieve a sustainability rating of at least Level 3 as set out in the Government's Code for Sustainable Homes or equivalent. Major regeneration schemes should achieve the highest possible level of the Code, including provision of 'zero carbon' homes (Level 6).	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
IV. Comply with relevant development plan policies and Supplementary Planning Documents relating to air quality.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
V. Where appropriate, all major developments will be expected to contribute to the provision of services, facilities and infrastructure within the area in order to deliver the environmental, social, community, education and health capacity needed to respond to increasing pressure generated by the development. <i>Depending on the circumstances these contributions may be provided off site, but in some instances e.g. development sites within areas of open space deficiency, provision may need to form an integral part of the development on site. In some instances development may need to be phased to allow time for necessary infrastructure to be provided.</i>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - need more information
VI. Sustainable Urban Drainage Systems should be used in all new Developments	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
VII. All development within areas that suffer from high noise levels due to traffic, aircraft or industrial operations will need to demonstrate that an acceptable living environment can be delivered for future occupiers.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
VIII. Developers will be required to demonstrate that there is adequate water supply and wastewater infrastructure capacity, both on and off site to serve the development and that it would not lead to problems for existing or new users. <i>In the event that overloading occurs, new development may need to be phased to allow the prior completion of the necessary infrastructure.</i>	LB Hounslow/ Developer/ Thames Water	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
IX. Developments will be required to ensure the protection and safeguarding of nature conservation interests within and beyond the borough boundaries.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information

<p>Developers of all major developments should engage community and neighbourhood based organisations at the earliest possible stages in decisions about the future in order to deliver developments that take account of the wishes of the community, based upon local economic, social, physical and environmental needs and in so doing, strengthen community cohesion and facilitate social inclusion.</p>	<p>LB Hounslow/ Developer</p>	<p>Pre-application consultation/ Planning application</p>	<p>50%</p>	<p>Process</p>	<p>- Our one criticism of Ballymore's community engagement to date was the lack of community and local authority involvement in the selection of masterplanners/ architects, otherwise there has been a high level of engagement in recent years. We hope in future phases of the development that the community will be involved in the selection process as ISIS have proved is possible with their recent design competition. - There is a need to broaden engagement to include young people ...and old - Future newsletters need to go to 10,000 not 5,000 homes - Interim studies/ reports should be made available on project website as they become available - 'Open Source Planning' should draw on the collective intelligence and knowledge of the community</p>
<p><b>Policy BAAP2 Urban Design (pgs 41-42)</b></p>					
<p>I. Through ...the regeneration of Brentford town centre... the Council will seek to create high quality public spaces. ...The environmental and landscape improvements identified in the Development Site Policies should be reflected in development proposals.</p>	<p>LB Hounslow/ Developer</p>	<p>Pre-application consultation/ Planning application</p>	<p>25%</p>	<p>Social</p>	<p>Need more information on approach to Workhouse Dock and Town Wharf, as well as ideas for Market Place</p>
<p>II. All development proposals are required to demonstrate how the design complements existing areas of high quality and/or how they have realised the opportunities available for improving the character and quality of their local context. Brentford's character areas set out the local urban design context to assist future developments in creating or reinforcing local distinctiveness, and the Development Site Policies interpret local character at a site-specific level. <i>8.6 The physical qualities of Brentford's historic assets enrich the townscape giving it its distinct character and creating a sense of place. Historic assets include any component of Brentford's heritage from historic buildings to archaeological remains. Many of Brentford's historic buildings and artefacts and their townscape contribution, have already been lost through redevelopment over many years. This increases the imperative to conserve what remains and encourage new developments which enhance these historic assets through complementary yet innovative designs. (pg 44)</i></p>	<p>LB Hounslow/ Developer</p>	<p>Pre-application consultation/ Planning application</p>	<p>0%</p>	<p>Social</p>	<p>Undecided - need more information. What archeological surveys/ digs will be required?</p>

<p>III. The Council will seek the following enhancements to Brentford's built heritage:</p> <ul style="list-style-type: none"> <li>• Development proposals should preserve or enhance the character and setting of the Butts, St Paul's ...and Grand Union Canal... Areas as well as Kew World Heritage Site</li> <li>• Seek to retain and enhance buildings that make a positive contribution to the townscape, including listed buildings and buildings of local townscape character</li> <li>• Secure the beneficial re-use and sensitive adaptation of Listed Buildings at Risk within the Plan area including the Church of St Lawrence ...and any other local buildings subsequently included by English Heritage in the Buildings at Risk register</li> <li>• Where appropriate, retain and restore historically significant features within the town centre including but not limited to plot widths, building lines, pedestrian links, open spaces and architectural styles</li> </ul>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Social	Right direction of travel but concerns about impact of 3 towers on World Heritage site
<p>IV. Design along Brentford's waterways, including the River Thames and the Grand Union Canal/River Brent, should start from the water space and make a positive contribution to Brentford's unique location at the confluence of these waterways. The contribution of boat yards, wharves and other waterway heritage features to the architectural quality and appearance of the area should be preserved and enhanced where appropriate. <i>8.7 The unique character of the waterside environment comes from the remaining water-related activities and buildings. The design qualities of these water-related features are mixed, but they continue to represent the working waterways, past and present, and make a major contribution to Brentford's unique sense of place. (pg 44)</i></p>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - need more information
<p>V. ...All development should deliver improvements to the public realm whilst respecting the scale and amenity of surrounding residential areas and open spaces</p>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - need more information
<b>Policy BAAP3 Regeneration of Brentford Town Centre</b>					
<p>I. The contribution the development makes to the role of Brentford as a District town centre and the variety of the retail offer and consumer choice for the local community. <i>The Council considers that Brentford town centre should aim to accommodate a net increase of retail floorspace of 5,000-6,000m2 split between comparison, convenience and service provision. A new convenience store, which complements the current convenience retail offer, will be encouraged (pg 50)</i></p>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - need more information

<p>II. The range of uses provided, which could include social, leisure, community, health, police, arts and entertainment facilities. These should be of an appropriate nature and scale that address the diverse needs of Brentford's community commensurate with its role as a District centre.</p> <ul style="list-style-type: none"> <li>- They should offer facilities that appeal to a wide range of age and social groups during the day and in the evenings. Appropriate provision and location will be considered in conjunction with the Council's licensing policy.</li> <li>- The Council will encourage the provision of a cultural centre/ quarter that provides for a diverse range of cultural, social and community uses.</li> <li>- Small workspaces for local artists and affordable accommodation for local voluntary and community groups will be encouraged.</li> </ul> <p><i>'Brentford Waterside' (Development Site M8) is the Council's main focus for town centre regeneration. It is anticipated that the scheme will involve the redevelopment of a significant proportion of town centre units located on the south side of the High Street. Accordingly, it is considered that the overall scheme should accommodate between 7,700m2 and 9,250m2 retail floorspace (gross) together with 3,000m2 (gross) for other town centre uses such as restaurants, leisure and services. (pg 50)</i></p>	<p>LB Hounslow/ Developer</p>	<p>Pre-application consultation/ Planning application</p>	<p>0%</p>	<p>Social</p>	<p>Concerned that the Council will not be able to deliver the cultural quarter without Watermans as the hub</p>
<p>III. The provision of a permanent site for the Brentford Farmers Market to enhance choice within the town centre and provide vitality. (pg 47) Provision of a permanent site for Brentford's Farmers market not only adds to the vitality and viability of the town centre, it also offers people choice, variety and a source of sustainable and healthy fresh food. The redevelopment of the town centre should take account of the benefits offered by the Farmers market and provide for a permanent site as an integral part of the town centre. (pg 50)</p>	<p>LB Hounslow/ Developer</p>	<p>Pre-application consultation/ Planning application</p>	<p>0%</p>	<p>Economic</p>	<p>Undecided - more information needed. See notes above regarding farmers markets.</p>
<p>IV. Business and residential development should be provided as part of any major mixed use retail led development proposals, adding to the health, activity and safety of the town centre.</p>	<p>LB Hounslow/ Developer</p>	<p>Pre-application consultation/ Planning application</p>	<p>100%</p>	<p>Process</p>	<p>Clearly this will be a mixed use scheme.</p>



<p>V. The quality of design and the way in which the development takes account of and enhances the variety of historic and waterside contexts and assets within and surrounding the town centre. (pg 47) <i>High quality design and the way in which new development enhances the character of the area and respects the local context is particularly important in the town centre as it is within or adjoining areas and landscapes of local, strategic and international significance. Kew World Heritage Site lies on the opposite bank of the River Thames, designations relating to the Blue Ribbon Network i.e. the Thames Policy Area and the Grand Union Canal Conservation Area, directly affect much of the town centre; and conservation areas including the Butts and St Paul's lie immediately to the north. The town centre is also home to a host of listed buildings and buildings of local historic interest that punctuate Brentford's identity and act as reminders to its links with the past and in particular, the old routes, some of which still exist, between the Butts and the waterside. (pg 51)</i></p>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed
<p>VI. The way in which new uses and buildings integrate with, and enhance the town centre as a whole, providing good links and relationships with existing uses and buildings within the primary shopping area designated on the proposals map. Uses should be considered in accordance with the designation of the shopping frontages and shopping policies in the UDP. <i>The shopping frontages within Brentford town centre are designated as follows: Primary (203 - 225 High Street/ 98 - 134 High Street); Secondary (191 - 202 High Street/ 227 to 228 High Street / Brentford Lock, 159 - 188 High Street / 79 – 97 High Street); Areas outside the primary and secondary frontage (139 High Street / 77 - 78 High Street); Any additional retail frontages within the Primary Retail Area will be treated as Primary Frontage.</i></p>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - more information needed
<p>VII. The contribution the design and construction of the development makes to delivering a town centre that is sustainable, and resilient to the potential impacts that climate change may have upon Brentford over the next 100 years in light of the possible increases in flood risk.</p>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - more information needed
<p>VIII. The contribution the development makes to improving sustainable access to and within the town centre by walking, cycling, public transport and boat. Traffic management proposals should prioritise the use of sustainable modes, restrain car use as appropriate, and deter through traffic. Short term parking should be provided for general public use and should be conveniently linked to the town centre. Specific attention should be given to pedestrian links to and within the town centre, between buildings and to and along the waterside. Where appropriate, new development should respect and enhance the historic access routes that run through the town centre from The Butts to the waterside where access should be provided to and from the canal. <i>Develop strong links between the town centre and waterside areas (pg 49)</i></p>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - more information needed

IX. Developments will be required to ensure the protection and safeguarding of nature conservation interests within and beyond the borough boundaries (pg 47-48)	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - more information needed
To ensure that developers engage with local residents and address their needs through good urban design and planning gain (pg 49)	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Process	See notes above regarding community engagement
<b>Policy BAAP5 Regeneration and protection of Brentford's river and canal support facilities, infrastructure and activities</b>					
The Council will seek to regenerate and/ or protect existing sites, infrastructure and facilities identified on the Proposals Map, and encourage future use of Brentford's waterside for those uses that have interdependence with the water, offer access, and support greater use of the waterways for passenger and freight transport, recreation and education uses where those are viable options.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - need more information
Proposals for redevelopment of, or that result in the loss of, waterway support facilities, infrastructure or activities will be refused unless it can be shown that: The site or facility is surplus to current or anticipated future requirements; and the site has been adequately marketed for support facilities uses and no realistic offer has been received; or alternative facilities will be re-provided at a newly established or improved facility capable or serving the same market sector.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - need more information
Proposals for redevelopment should include other water-dependant uses first, before uses that do not require a riverside location.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - more information needed
Support facilities and activities include boat building, servicing and repair activities, mooring sites and posts, boathouses and boatyards, slipways and other landing or stopping places, and those specifically subject to this policy are listed in paragraph 11.5.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - Initial indications encouraging but more information needed
Redevelopment proposals on adjoining or neighbouring sites will need to show that adequate safeguarding and appropriate mitigation measures can be introduced in order that essential infrastructure, including road access, and operations associated with water support facilities and activities are not adversely affected through the nature or location of new development e.g. new 'noise sensitive' uses will need to be delivered or located in such a way as to not limit essential boatyard operations.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	25%	Economic	Undecided - more information needed but concerned given low PTAL and % increase in car movements and lack of strategy as yet to manage this
Applicants should consider the provision of additional facilities and support measures that safeguard and support the continued expansion of Brentford's 'waterspace employment cluster'. (pg 60)	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - more information needed

The [Ridgeways] site has ...been safeguarded [within the BAAP] with a view to securing improved facilities. (pg 62)	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - how will this be achieved? Could a community boatyard/ training centre, with limited metal bashing, be located by the slip way?
<b>Policy BAAP6 Large scale arts, cultural, entertainment and leisure facilities</b>					
The Council will encourage the expansion and/or intensification of use of large scale facilities identified on the proposals map, taking account of their impact on the local community, and their potential to facilitate community cohesion and social inclusion.	LB Hounslow	Pre-application consultation/ Planning application	0%	Social	Moving Watermans to Hounslow would seem to completely undermine this policy
Developments that have either a direct or indirect effect on these facilities will need to indicate how they can be implemented without harming the appearance and function of the facility and, where appropriate, should seize opportunities to encourage greater use and widen the scope and function of the facility.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Does this policy impact Ballymore on this site?
Redevelopment and re-provision elsewhere within Brentford may be supported by the Council provided that this results in an improvement to the services offered and benefits the community overall.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Does this policy impact Ballymore on this site?
BAAP3 Regeneration of Brentford Town Centre – "In the event that it proves possible to relocate Waterman's Art centre within a new arts and cultural centre/ quarter, an additional 4,000m2 (gross) may need to be provided." (pg 50)	LB Hounslow/ Developer/ Watermans	Pre-application consultation/ Planning application	0%	Social	The developers inability to progress plans for relocating Watermans to town centre at this time is a matter of real concern.
[The Council will seek] planning obligations where appropriate to secure the protection, redevelopment or re-provision of large scale arts, cultural, entertainment and leisure facilities (pg 66)	LB Hounslow	Pre-application consultation/ Planning application	0%	Social	Ditto
<b>Policy BAAP7 Delivering Sustainable Access</b>					
All major developments will need to contribute to the delivery of sustainable access through a package of measures which promote sustainable movement and restrain the use of the car. The acceptability of developments will be subject to the provision of necessary transport infrastructure and/ or services as identified in the plan in an acceptable timescale.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - need more information
They should take account of the need to provide for pedestrian movement within, to and through sites, contribute to the improvement and provision of a comprehensive, coherent and safe cycle network and enhance bus services and facilities across the area.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - need more information
The Council will encourage improvements to the highway network, parking provision and control measures and the inclusion of innovative programmes that promote sustainable movement within (Green) Travel Plans.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
Improvements that facilitate greater movement for passengers and freight by water should be made in all appropriate circumstances. (pg 69)	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - need more information. What is current status of British Waterways work on freight issues?

<b>DEVELOPMENT SITE POLICIES</b>					
<b>M8 - 'Brentford Waterside', Land South of the High Street, Brentford</b>					
Uses - The site will be expected to fulfil the key role of providing a major redevelopment site to deliver the regeneration of Brentford town centre as well as protecting and promoting waterside industries and related uses, and making the waterways more publicly accessible. <i>Uses should include: Retail development; Restaurants, cafes, pubs; Social, community, cultural and entertainment facilities; Service uses appropriate to a town centre; Town centre parking; Open space; Residential development; Business uses; Waterside industries including boatyards; Waterside uses including moorings; Public access to, from and along the waterway; and Youth service facilities.</i>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	
Phasing - Whilst comprehensive site regeneration and redevelopment is favoured, the Council will consider phasing of development as appropriate provided that this is brought forward as part of a wider master plan which is deliverable over the longer term.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	75%	Process	Encouraged that detailed plans are in heart of town centre. Issue of vulnerable old buildings needs to be considered.
Flood risk - All proposed development in site M8 will require a detailed Flood Risk Assessment in accordance with Section 6.6.1 of the Hounslow Borough Strategic Flood Risk Assessment (SFRA). ... Existing buildings in the functional floodplain shown to be impermeable to floodwater by an appropriate Flood Risk Assessment will be considered Flood Zone 3b (Developed Areas) in accordance with section 6.4.4 of the borough's SFRA.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
Exceptions test - The Council consider that the redevelopment of Site M8 satisfies parts a) and b) of the exceptions test. However, all proposals should restrict development to the permissible land uses identified in Planning Policy Statement 25, Table D.2, unless part c) of the Exception Test can be satisfied (PPS25 Table D.3 and paragraph D.9).	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Process	Undecided - need more information
Development control and flood risk - All development proposals will be subject to the relevant development control conditions set out in the borough's SFRA and Brentford Area Action Plan Level 2 SFRA for Site M8. (pg 99)	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - need more information
<b>Urban Design – Development Principles</b>					
Density - The London Plan Density Matrix (Table 3A.2) provides guidance on appropriate densities for a site with a PTAL of 2-3 with an urban setting of 200-450 habitable rooms per hectare. The ability of the site to accommodate residential development at the upper end of this range is likely to be compromised by the need to provide a range of non-residential uses.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - need more information
Design approach - Design should start from the water. Proposals should introduce a built form, which takes account of the general scale, urban grain and massing in the town centre and along the waterside.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Social	Encouraging direction of travel although more detail needed to make full assessment.

**Brentford High Street Regeneration Scheme Scorecard**  
Part II: Brentford Area Action Plan (2009) Assessment

Massing - The overall height of new developments should take account of building heights in the surrounding character areas, which are generally up to 4 storeys and take full account of the impact on retained buildings and the waterside setting.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	"Generally up to four storeys". Towers up to 12 stories seems to be a very loose interpretation of this planning policy.
Layout and nature of development - should seek to take full account of the unique opportunities offered to preserve and potentially reinstate historic access ways in a north-south direction between The Butts and the waterside. This would also create new north-south views to and from the canal and the High Street.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	100%	Social	
High Street frontages - should provide for a pleasant shopper and pedestrian experience and all street-level uses should have active frontages to create interest and natural surveillance. The High Street frontage should link well with the northern side of the High Street. Opportunities should be taken to widen the pavement on the southern side of the High Street in order to create a more pleasant and safer pedestrian environment.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Undecided - more information needed
Views – views up and downstream from the bridges and locks across the canal and views of the lock and weir complexes should be retained.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Current massing raises concerns about impact on World Heritage Site views.
Public access to waterside - Any development should respect its canal-side location and ensure public access to and along the waterside. A Waterspace Strategy should be included as part of any planning application and demonstrate a coordinated approach to the waterside environment that integrates with surrounding areas and deliver public realm improvements. (pg 101-2)	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Social	Strategy in development but a number of concerns - see supporting paper section 4.0
<b>Water Infrastructure</b>					
Thames Water Utilities Ltd have requested that an impact assessment is provided to assess the capacity of the local sewerage network.	LB Hounslow/ Developer/ Thames Water	Pre-application consultation/ Planning application	0%	Environmental	Undecided - more information needed
<b>Water related support activities</b>					
Off-line moorings - should continue to be provided at Ridgeways basin and be supported by an appropriate range of uses and facilities.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	Social	Appears to be right direction of travel, but needs more debate around different options with cross section of Brentford community
Waterside employment cluster - The Council consider that appropriate retention and enhancement of the distinctive role as a 'waterside employment cluster' will add to the character of the area and offer a unique image to the town centre which will attract people to the town and add to the visitor experience.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - more information needed
Improved boatyard facilities - encouraged and consideration should be given to a community boat yard which provides for a variety of uses including DIY repair and maintenance, education and skill transfer and public access to and from the waterways.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Economic	Undecided - need more information

<b>Historical context</b>					
Whilst the majority of the site is not designated as a conservation area, it does contain numerous Listed buildings as well as buildings and features of historical merit and townscape character. Historic alleyways which led down to the waterfront are also present in some parts of the site. These include links from Church Walk to The Butts and Half Acre to the Canal. New development should take account of these buildings and features and every opportunity should be taken to enhance their role and character. <i>The whole of the site falls within the Thames Policy Area and the canal, basin and adjoining islands fall within the Grand Union Canal Conservation Area. The Butts and St Paul's Conservation Area lie immediately to the north and Kew World Heritage Site lies on the opposite bank of the Thames.</i>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Social	Concern that role and character will be compromised by the scale of scheme in some areas
Historic assets and waterside heritage - The Council will encourage regeneration of the site that takes account of these historical assets as well as the industrial waterside heritage of the site which is unique due to its strategic location at the junction of the Grand Union Canal and the River Thames.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	100%	Social	
<b>Open space and biodiversity</b>					
Much of the land south of the High Street lies within an area of public open space deficiency. It also lies within an area of deficiency in access to nature. Redevelopment should address both of these areas of deficiency. Open land to the rear of St Lawrence's Church should provide public open space.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	100%	Environmental	
Consideration should be given to adopting innovative designs that provide greater access to nature areas as an integral part of the development, for example, through the provision of green roofs.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Environmental	Undecided - more information needed
<b>Community engagement and social cohesion</b>					
The redevelopment of this site is key to the regeneration of the town centre and should serve the local community well. Developers are encouraged to engage with the local community throughout the development of their plans and implementation of their proposals with a view to reflecting their aspirations as far as possible, providing for their diverse needs and engendering community pride in this new development which will be at the heart of the town centre. (pg 102-3)	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Process	See notes above regarding community engagement
<b>APPENDIX 2: CHARACTER AREAS</b>					
<b>21. Brentford Riverside</b>					

<p>Taller buildings in the east of the area have been described by a Planning Inspector at a recent Planning Appeal as <u>not</u> representing 'examples of good urban design which should be followed as a precedent'. The orientation of the buildings frontages means that they do interact with the riverside and their larger footprints shield views of the river from the road and in some places prevent physical access to the waterside. (pg 119)</p>	<p>LB Hounslow/ Developer</p>	<p>Pre-application consultation/ Planning application</p>	<p>0%</p>	<p>Social</p>	
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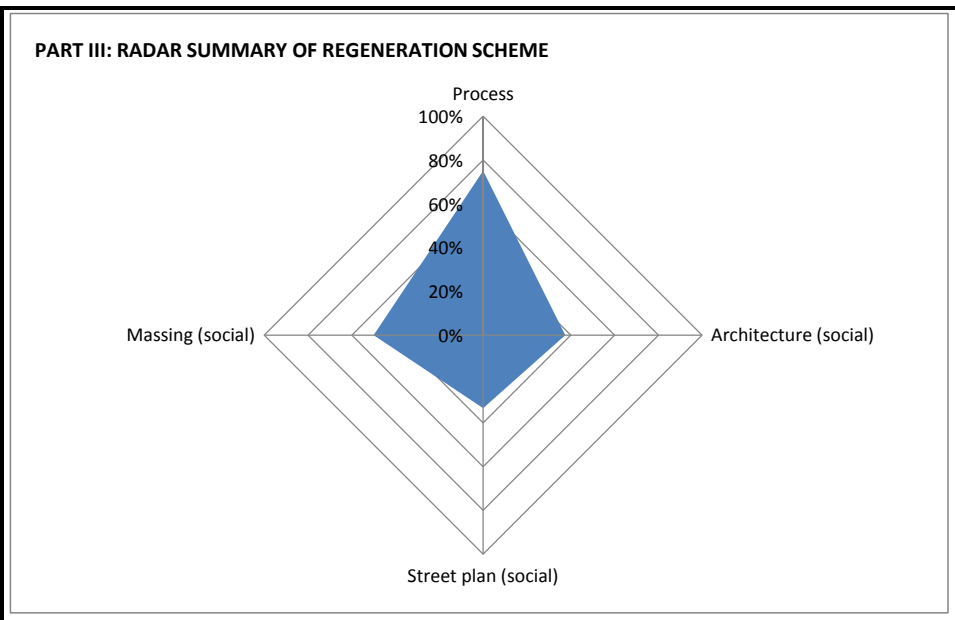
Source: <http://www.hounslow.gov.uk/baap.pdf>



**BRENTFORD HIGH STREET REGENERATION SCHEME SCORECARD**  
**PART III: PRINCES FOUNDATION FOR THE BUILT ENVIRONMENT REPORT (2010) ASSESSMENT**

In 2010, with funding from Isleworth & Brentford Local Area Committee, Brentford High Street Steering Group and Ballymore co-commissioned a workshop and short study from the Princes Foundation for the Built Environment to surface the next level of detail in urban design thinking to inform the design brief for the appointment of site architects and masterplanners. It was informed by the Community Vision (2007) and BAAP (2009). The recommendations are extracted below.

Indicator category	Recommendations	Score
Process	2	75%
Architecture (social)	4	38%
Street plan (social)	9	33%
Massing (social)	2	50%
	<b>17</b>	<b>49%</b>



Recommendation	Responsible and accountable stakeholder(s)	By when?	On target? Red/ Amber/ Green	Comments	Category
1 - Important to build on existing character of the area: historic buildings, historic links, canal area with its boatyards and industrial nature of many features	LB Hounslow/ Developer	Pre-application consultation/ Planning application	100%		Architecture
2 - Connecting streets from High Street to waterside could be attractive alleys with uses such as restaurants, pubs or cafes at ground level	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	More detail needed on retail mix and clustering	Street plan
3 - Enhanced pedestrian experience and compatible activities	LB Hounslow/ Developer	Pre-application consultation/ Planning application/ Usage	50%	More detailed needed, but appears to be intent	Street plan

4 - Widen footpath on south side of High Street	LB Hounslow/ Developer	Pre-application consultation/ Planning application	50%	More detailed needed, but appears to be intent	Street plan
5 - Slow traffic through high street to allow ease of short stay parking and safe pedestrian crossing	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Undecided - more information needed	Street plan
6A - Retail frontage - a blend of modified historic structures and new buildings. <i>Most [examples] of these have grown over time and are extremely difficult to replicate in terms of footprint and character. At the other extreme, large scale retail footprints, optimised for chain stores that have purely glass facades with little or no decoration or human scale, can be even more damaging to the success of a historic High Street.</i>	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Undecided - more information needed	Architecture
6B - Retail frontage - possible process to give an authentic feel would be to have multiple architects designing buildings for office and residential above and then another group working on retail frontages in relation to those buildings. <i>This type of process would bring authenticity through a logical process giving diverse urban and architectural form.</i>	Developer	Pre-application phase	50%	BHSSG welcomes the appointment in 2011 of several architectural practices to deliver the masterplan and 40% detailed plans. We would emphasise the need to ensure that architects with contrasting styles from within these practices are put on the project team, and also that radical ways of dividing up the design work, as suggested by the Princes Foundation, are adopted for some elements of the scheme.	Process
7 - Architectural character - New development should pick up on local clues (site has good warehouse buildings from different decades with framed structures, masonry infill and often metal windows) and develop places of subtly different character that marry well with heritage and function of area	Developer	Pre-application consultation/ Planning application	0%	Undecided - more information needed	Architecture
8 - Massing - Whilst not assessed in terms of financial viability nor historic character and scale, indicative storey heights of 2, 3-4, 4-5, 5-6, 6-7 and 6-8 [in different areas of site] are a middle ground that could potentially be achieved with careful articulation of architecture at first floor and roof level - based on precedent of converted industrial areas that can have relatively narrow streets and tall buildings with the right character.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	We are very concerned by the massing approach and request a copy of the typographic study that has led to the concentration of massing in three towers.	Massing
9 - Spatial analysis - A strong 'loop' is important from Workhouse Dock to Town Wharf and back around the High Street, connecting Brentford with the river and strengthening any future retail experience	LB Hounslow/ Developer	Pre-application consultation/ Planning application	100%		Street plan

10A The Market Square. Area in front of Magistrates Court is an important focal point/ potential Market Square.... The space in front of the Magistrate's Court could be unified including a shared surface and a more integrated crossing point. It offers itself as a natural civic centre, as it sits on the junction of the High Street and Market Place Street and could become an important link to the canal. The visual connection between the waterside and the Magistrate's Court will thus be enforced.	LB Hounslow/ Developer/ Ministry of Justice	Pre-application consultation/ Planning application	50%	Both LB Hounslow and local MP Mary Macleod have now started to engage the Ministry of Justice on this issue. Whilst this space features strongly in masterplan which is welcomed it needs to be clarified how Ballymore might contribute to the development and active use of the space, and there is a danger that ideas are developed for this space at the expense of Workhouse Dock and Town Wharf.	Street plan
10B The High Street frontage alteration. As a way to increase pedestrian space, the western stretch of the High Street frontage could be pulled back. This would be integrated with the Market Square and the traffic calming measures to the High Street.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	100%		Massing
10C Workhouse Dock. As one's first encounter with the canal, coming from the Market Square, this area offers a place of relaxation and relative quietness to the bustling High Street. Pubs, cafes and restaurants with offices and residential above, could be ideal uses with pleasant outdoor spaces facing south, towards the direction of Syon Park.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Undecided - not yet clear what the active usage will be around this space.	Street plan
10D Town Wharf/ Catherine Wheel Basin. The area around this quaint basin could be a centre of leisure and more vibrant activities, in keeping with the industrious character of the MSO Marine boatyard. This is again south facing but should be distinct from Workhouse Dock in activities and character.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Undecided - not yet clear what the active usage will be around this space.	Street plan
10E Saint Lawrence's Church. This listed building and its surroundings at the western end of the High Street, could not only continue its function as one of the area's landmarks but can be revived with a new use, either mixed or singular, as an Art Centre.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	Undecided - more information needed. We do not believe a community use is sensible in such an old building and suggest instead live-work units. See supporting paper section 3.2.9	Architecture
10F Beacon Works. This eastern most building block of the area, could provide another possibility for an anchor retail store or an Art Centre. This may help the longer term aspirations of a lane north of the High Street focused on the spire of St Paul's church seen from Dock Road.	LB Hounslow/ Developer	Pre-application consultation/ Planning application	0%	We are very concerned at potential loss of Watermans from Brentford - see supporting paper section 3.5.7	Street plan
11 - Indicative block layout should form the basis of a design brief for a team of masterplanning consultants to develop proposals in more technical detail for discussion with the local community and planning authority.	Developer	Pre-application consultation/ Planning application	75%	From initial presentations by Ballymore's project team it is clear that the block layout in the jointly commissioned report of the Princes' Foundation has formed the basis of a design brief. We hope it continues to shine through as the scheme detail is worked up. Note concern given to prioritisation of Plough Yard rather than Ridgeway's Yard opposite route from The Butts. See supporting paper recommendation section 5.2.2	Process

**DRAFT**

**Brentford High Street Regeneration Scheme Scorecard**  
Part III: Princes Foundation for the Built Environment Report (2010) Assessment

Source: [http://coactivate.org/projects/brentfordhighstreet/community-planning/Brentford\\_Workshop-Report.pdf](http://coactivate.org/projects/brentfordhighstreet/community-planning/Brentford_Workshop-Report.pdf)