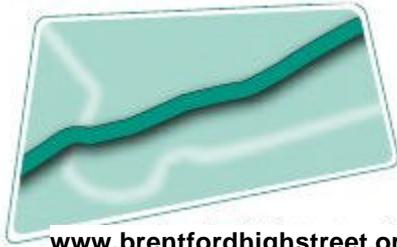


BRENTFORD HIGH STREET



www.brentfordhighstreet.org.uk

Brentford High Street Steering Group
c/o Grand Union Community Development,
191 High Street, Brentford TW8 8LB
Tel: 07788 116159
Email: info@brentfordhighstreet.com

Ballymore – Brentford High Street Project Team
c/o Rebekah Paczek
Director
PPS Group
69 Grosvenor Street
London
W1K 3JW
Tel: 020 7529 1716
Email: rebekah.paczek@ppsgroup.co.uk

Wednesday 27 February 2008

Dear Rebekah,

Ballymore's plans for Brentford Town Centre

Further to the cancellation of two meetings in the past few months between Ballymore and the Brentford High Street Steering Group to discuss your plans for the town centre, the sub-group leads have asked me to write on behalf of the group expressing our concern. We are keen to see progress made in the long delayed regeneration of Brentford Town Centre. Hence the faster discussions begin with the local community regarding your plans the better it will be for all stakeholders. The vacuum created by the current lack of communication simply allows for Brentford's lively rumour mill to fill the void.

We gather Ballymore are seeking to delay dialogue due to impacts of putting plans in the public domain on the continuing land acquisition/consolidation. Hence we were surprised at the article of 19 Jan 2008 in *Estates Gazette*. We assume this must not have been published at Ballymore's behest as if correct it will have a similar inflationary impact on land values. Have you asked *Estates Gazette* to issue a correction? The article outlined the following scope for the scheme:

- 1,136 homes
- 75,000 sq ft of shops
- 22,000 sq ft of restaurant/cafe space
- 7,500 sq ft of leisure facilities

1,136 homes at say an average gross area per unit of 100 sq m would mean a housing built area of roughly 115,000 sq m. There are about 10,500 sq m of non residential uses (less than 10%). The total built area is given as 1.5m sq ft (140,000 sqm).

The site area is given as 12 acres which is 4.8 Ha. The plot ratio would therefore be 2.9:1, which is high. The density would be 237units/Ha, which is also high. The London Plan density guideline for the site, depending on interpretation and parking provision, is in the range 100-150 units/Ha.

We were surprised to hear of such significant news released in such a manner when we want to build a constructive relationship and work together to identify a win-win solution for the site. We really feel that news on your proposals should have been presented to the local community and LB Hounslow *before* the industry media. The article also states "Last November, Ballymore began talks with the local residents steering group about options for the site. It is scheduled to unveil its proposals later this month." This is clearly inaccurate.

No talks have yet begun with the Steering Group, although we have welcomed Ballymore representatives attending and listening to community views at a few of our meetings, as well as your response to the draft community vision. No options for the site have yet been revealed into which the community can input.

Clearly none of us have control over the media and on such a large project it is always going to be the case that journalists will put two and two together and not always make four. However, such articles are damaging in that they can polarise. The situation could be usefully be redressed by Ballymore immediately arranging to engage actively with the Steering Group so as to fill the vacuum currently being filled by the *Estates Gazette*.

Despite these significant concerns we recognise that some positive progress has been made in the past twelve months. We welcome the progress made by Ballymore on site security, painting of fences, support for the Christmas Lights and continuing to keep many shops and small businesses active on the high street frontage. Furthermore we fully appreciate that completing the land consolidation is no easy exercise and the entire project represents a very significant investment in the town, which if implemented along the lines set out in the Community Vision last autumn is to be welcomed.

We hope that we can begin detailed and active dialogue very soon.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Andrew Dakers', with a horizontal line underneath the name.

Cllr Andrew Dakers
Chair, Brentford High Street Steering Group

cc. M Jordan (London Borough of Hounslow)