

Denis Browne, Chairman  
Chatham House  
15 The Butts  
Brentford  
Middlesex TW8 8BJ

ref: BCC771.  
23 07 2016

to Marilyn Smith,  
Development Control  
London Borough of Hounslow  
by email

Dear Marilyn,

**Developments at Half Acre Brentford: Pre-Application Discussions.**

**1.00. Context.**

1.01. The BCC has held meetings in June with London Green and Essential Living to discuss their preliminary ideas for the development of the Police site and the Morrison site on Half Acre.

1.02. Notes recording these meetings have now been agreed with both developers. Copies are attached. (BCC668 and BCC769).

1.03. On June 20 2016 Essential Living held an exhibition to show their proposals for the commercial and residential elements in their scheme for the first time.

1.04. As both London Green and Essential Living wish to work together, but to bring their own schemes to fruition independently we are copying these comments to both developers.

**2. 00. Co-ordination.**

2.01. The BCC and other resident groups have emphasised the need to fully co-ordinate the planning, accessing, servicing and programming of the major schemes in Brentford Town Centre.

2.02. A common outline plan should form part of the planning applications for the two sites. This would enable each development to proceed in the most appropriate way, but would ensure that the Planning Committee could be satisfied that the two schemes worked together for the benefit of residents.

2.03. It will also be necessary to co-ordinate plans with Ballymore to ensure that when Essential Living are ready to demolish the present supermarket they, Ballymore or another will be able to provide alternative shops/ supermarket + car park so that trading can continue.

2.04. We accept that the High Street capacity cannot be significantly improved and that further traffic generation may lead to grid lock. We would therefore urge the Council to adopt a strategy to ensure that as much commuter traffic as possible is diverted at Syon Lane and South Ealing Road and that the traffic policy for the Brentford Town Centre precinct is clearly established before further applications are determined.

2.05. The present plans for the Police Building site show a large arts centre + housing without parking for cars or cycles. To ensure the sustainable success of the Arts Centre sufficient parking will be needed to draw in patrons. This will have to be provided within the constraints set by the traffic strategy either on site or close by to protect established CPZs..

2.06. The plans would help to sustain the enlarged Arts Centre. A business plan will be required to demonstrate that the new centre will be sustainable

2.07. The massing of the two new developments need to be co-ordinated. Now that London Green have decided to demolish the Police Building to build the new Arts Centre + housing the skyline of both developments can be kept to low to medium heights, in keeping with the character of this part of Brentford and framing the view of St Paul's spire from the south with lower buildings.

2.08. The lower skyline will also avoid harm to adjacent Conservation Areas, St Pauls Primary School and the setting of listed buildings and unacceptable views from the World Heritage site at Kew.

2.09. We welcome the open space which Essential Living are proposing close to the Beehive. This has been designed to give further emphasis to the view of St Paul's spire from the High Street and Dock Road. It leads by a ramp and steps up to the level of the Police Building site.

2.10. We have asked London Green to consider amending the layout of the Arts Centre so that it was entered from the south east corner of their site; and that the design invited patrons of the Arts Centre to also enjoy the facilities on the Essential Living site.

Please will you consider these comments and those made in BCC668 and BCC769 (attached) when reviewing the emerging plans for these two important sites.

Sincerely

Denis Browne  
Chairman, Planning Consultative Committee  
Brentford Community Council

**Attachments:** Agreed Notes of meetings between the BCC and Essential Living (BCC 668) and between the BCC and with London Green and Jan Lennox of the Waterman's Arts Centre (BCC679).

**Copies to:** Marilyn Smith, Development Control, Mark Frost, Transportation, The Urban Design Officer, The Conservation Officer., LB Hounslow.

Essential Living, London Green, Jan Lennox, Waterman's Arts Centre, Ed Heppenstall, Ballymore, Keith Garner, Kew Gardens,

Members of the Isleworth and Brentford Forum, Members of the Planning Committee,

Andrew Dakers, Chair of The Brentford High Street Steering Group, Chris Richards, Chair of the Butts Society, Martin Case Chair of St Pauls Residents Association,

Members of G15+.and the BCC.