

To Rachel Greenhoff by email  
[rig@rableys.co.uk](mailto:rig@rableys.co.uk)  
and to Marilyn Smith  
marilyn.smith@hounslow.gov.uk

from Denis Browne  
Chatham House  
15 The Butts  
Brentford Mddx TW8 8BJ

Ref: BCC 484 dmb  
October 30 2009

Dear Rachel Greenhoff

**Planning Application: Wheatstone House Brentford.  
Pre-Application Presentation.**

I have been asked to send you these comments which were adopted by the Planning Consultative Committee on October 26 2009.

First we would like to thank you for making a presentation to the BCC. I have to apologise that on this occasion we unusually had a Monday meeting which resulted in a very poor attendance. However your material has also been discussed with other members who were not able to be present so it represents a wider range of views than might appear at first.

We can also confirm that if you send us any further drawings we will review our initial comments which are based on your exhibition material and your presentation.

The BCC were impressed by the care taken on the design and technical input, even though there was some adverse comment on the possible impact on nearby Conservation Areas.

We were also aware that this is an outline application for a building/site which is currently for sale. We noted that you said there was no interest for re-using the existing building, but that interest had been expressed in your application proposals.

We have therefore tried to be aware that a consent might either lead to a development of the scheme as now presented or of a scheme of similar content to another design.

We were further aware that the site lies between one of the most successful petrol stations in London, which is serving the busy Chiswick roundabout and the Council owned Fountains Leisure Centre.

The future of the Fountain Centre is unknown. The Council are presently improving the existing building in the expectation that it will remain for some time, but in the BAAP they have given a measure of support for the proposed relocation of the Football stadium which could involve the redevelopment of that site.

You indicated that you wished to apply for consent regardless of the outcome of the Fountain Centre discussions. This means that any residential development on your site could be the only housing on this side of the dual carriageway. We do not consider that it would be an appropriate location for residential accommodation and particularly for family accommodation. We would therefore request that no residential accommodation is included in your proposal.

We understand that you have specific interest for a three star hotel. The supply of new hotels including those in the planning pipe line suggests that this interest needs to be fully established.

If it is it might be possible to include "part-hotel" serviced flats as part of the hotel complex.

We are concerned at the existing traffic congestion in the area, but accept that the redevelopment of this site may not greatly worsen the position. However, it would be desirable to ensure that ALL of the areas within walking distance of the site are covered by CPZs.

We consider that the site is over-provided with parking. With a PTaL 4 the majority of the journeys to and from the site should be by public transport.

We consider that the scheme is over-dense and too high and that the space between the two blocks as illustrated is too small. The buildings will dominate the "podium" garden area and it is doubtful whether standards of privacy, day lighting and sun lighting will be so well achieved that the building will remain attractive in a competitive hotel market.

In summary we would support your wish to redevelop the site and we would encourage your client to amend the scheme on the lines suggested and to apply for a detailed consent.

***As currently proposed we would ask the Council to recommend that consent was refused.***

I have copied this letter to the Department of the Environment (planning) at Hounslow, to the Strand on The Green Association, the West London River Group and the Gunnersbury and West Chiswick Association.

Yours sincerely

Denis Browne  
Chairman, Planning Consultative Committee  
BCC