

Hannah Pearce
Rapleys LLP.
51 Great Marlborough Street
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By email

Ref: BCC 642 dmb
June 28 2013

Dear Hannah Pearce,

Wheatstone House.

Thank you for coming to present your scheme to us with your architects. We appreciated your offer to seek our views before you submitted an application. We were also glad to welcome representatives of the Kew Society and of the West Chiswick and Gunnersbury Society and John Ormsby, a former chair of SOGA.

The committee have asked me to write to you to express our views on your project.

1. Land Use.

We considered that for reasons of outlook, air quality, noise and vehicular access this was not a desirable site for residential development. For similar reasons and lack of footfall at this location neither are shops or restaurants, likely to succeed. The site is off a busy dual carriageway, close to the elevated M4 and the congested Chiswick roundabout. It does. However, enjoy a reasonable PTAL and could be suitable for air-conditioned offices.

2. Development.

Given that, despite these comments the application is for residential development we welcomed the inclusion of family size housing, of affordable housing and of the care taken to minimise the disadvantages of the site. However, we considered that these measures did not provide residents with acceptable accommodation. In particular, the enclosure of the balconies would make them into unheated rooms. Which may be useful but would not provide amenity space in the accepted sense of land or terraces open to the sky and with adequate privacy to sit out in.

3. Height and Scale.

We objected to the proposed height (9 floors) as being out of scale with the adjacent leisure centre and filling station and with the 4 storey terraces which line the west side of the Chiswick High Road.

We noted that while your client may be tempted to consider the site as part of the A4 corridor, it is in fact on Chiswick High Road and we will consistently and strongly resist any attempt to widen the designation of the Great West Road beyond the buildings that actually front onto it. Similarly we would refute any proposal that development on this site should be compared to a hypothetical proposal for the football stadium complex and we would ask your architect not to include any images or references to that site in your street frontage elevations.

We hope that your client will have an opportunity to re-consider his brief so that an acceptable development can be agreed.

Yours sincerely

Denis Browne
Chairman, Planning Consultative Committee
Brentford Community Council

Copy to Shane Baker, London Borough of Hounslow
SOGA
Kew Society
Gunnersbury and West Chiswick Society

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