



Brentford High Street News

www.brentfordhighstreet.org.uk

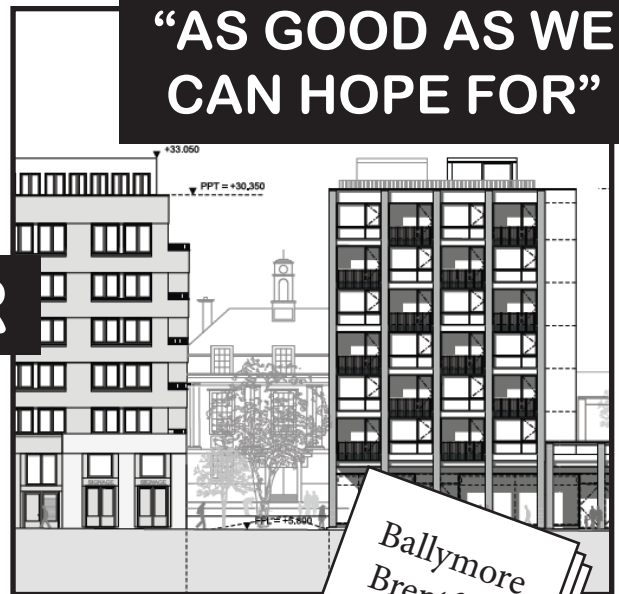
November 2014

SOUTH SIDE OF BRENTFORD HIGH STREET



**“TOO HIGH &
UGLY”**

OR



**“AS GOOD AS WE
CAN HOPE FOR”**

Ballymore
Brentford
Town Centre
Planning
Application

**WHAT IS THE
BEST DECISION?**

NO

YES

**YES, BUT WITH
SIGNIFICANT
IMPROVEMENTS**

BE PART OF THE MOST IMPORTANT DECISION FOR BRENTFORD THIS CENTURY

**DECISION DAY: THURSDAY 27
NOVEMBER 2014, CIVIC CENTRE,
HOUNSLOW, 7.30PM.**
(Planning Committee is a public meeting.)

THE HIGH STREET STORY SO FAR...

Seven years ago the Brentford community came together with our award-winning vision for the future of our town centre. In 2010 Brentford High Street Steering Group co-commissioned with developers Ballymore a study by The Prince's Foundation, to ensure a design brief of which future generations would be proud.

The result? Developers Ballymore submitted a plan which ignored too much of the community's vision and the hard work so far. It did not deliver the world-class scheme Brentford's historic town centre should be. Ballymore's plan is packed full of eighteen 6-11 storey high blocks with 929 residential units on the south side of Brentford High Street.

The high rise, bland buildings proposed:

- Ignore publicly agreed planning policy: the Brentford Area Action Plan.
- Are out of sync with the character and scale of the area.
- Include too many small flats and not enough infrastructure.
- Contain no clear plan for community facilities and small businesses.

A WAY FORWARD?

Brentford High Street Steering Group (BHSSG), Brentford Chamber of Commerce and Brentford Community Council all oppose approving the current scheme. However BHSSG suggests that if the Planning Committee is minded to approve the planning application, the following three issues must be addressed by planning condition:

1.

IMPROVE THE DESIGN OF THE MOST BRUTAL BUILDING FACADES OVER THE NEXT SIX MONTHS – 'Plot C' being the worst offender. S106 resources should be allocated to enable a working group of residents' representatives to work closely with the architects on bringing new facades back to Planning Committee that are loved rather than loathed. This would be backed up by a revised 'design code' for the wider scheme.

2.

A CLEAR, TIMETABLED PLAN FOR HOW WATERMANS WILL BE RELOCATED INTO THE TOWN CENTRE, should be presented to the community by the Council and Ballymore. Commissioning an inspirational architect such as Zaha Hadid to design the new arts centre would fit well with the Council's aspirations to put the Golden Mile and Brentford on the map as a world class location to live and work.

3.

SUPPORT THE SURVIVAL OF INDEPENDENT TRADERS ON THE SOUTH SIDE OF BRENTFORD HIGH STREET AND THE JOBS THEY HAVE CREATED. This means helping the traders sustain their businesses during the redevelopment and longer term rent being pre-negotiated. www.Boxpark.co.uk might provide a model for a temporary retail space.

WHAT YOU CAN DO TODAY...

Share your views by:

1) E-mailing the Planning Committee via its website:
<http://tinyurl.com/LBHplanning>

2) E-mailing Brentford and Syon Ward Councillors via their website:
<http://tinyurl.com/LBHwardcouncillors>

3) Diarising attending Planning Committee on Thurs 27 November at 7.30pm.

4) Subscribing to our mailing list for occasional updates on Brentford High Street:
<http://tinyurl.com/BrentfordHighStSubscribe>

5) Tweeting your views to
[@BrentfordHighSt](https://twitter.com/BrentfordHighSt)