



Brentford Area Action Plan Preferred Options Questionnaire



Comments _____

M4 Thames Water site, Kew Bridge Road

Agree Disagree

Agree subject to changes below

Comments _____

Comments _____

M6 Town Meadow Site, Pump Alley, off Brentford High Street

Agree Disagree

Agree subject to changes below

Comments _____

Comments _____

M8 Land South of the High Street

Agree Disagree

Agree subject to changes below

Comments _____

Comments _____

M5 Albany Riverside (Waterman's plus adjoining commercial sites)

Agree Disagree

Agree subject to changes below

Comments _____

Comments _____

M7 Somerfield, High Street, Brentford

Agree Disagree

Agree subject to changes below

Comments _____

Comments _____

RR1 Ferry Wharf, Point Wharf, Soap House Creek

Agree Disagree

Agree subject to changes below

Comments _____

Consultation Response Form

Please let us know whether you agree or disagree with the preferred options. It would be extremely helpful if you could tell us the reasons for your views and/or what changes you would recommend in the 'comments' section. Please continue on a separate piece of paper if necessary.

1. OVERALL OBJECTIVES

The overall aim of the Brentford Area Action plan is to promote a future for the area that embraces and delivers regeneration in a way that prioritises community cohesion, sustainable living, and environmental enhancement. In partnership with the local resident and business community, local service providers, land owners and developers, the following key objectives will provide the platform for sustained delivery.

- (i) To promote the re-use and redevelopment of land and buildings which provide a range of accommodation and activities to support mixed communities and sustained economic success, specifically with regards to the provision of family housing, and does not lead to additional pressure on the social, economic and environmental infrastructure of the area.

Agree Disagree

Agree subject to changes below

Comments _____

- (ii) To embrace the concept of sustainable and healthy living and working across the area through the promotion of a range of measures which will improve peoples quality of life, and deliver sustainable development to support mixed communities, whilst promoting community cohesion and social inclusion.

Agree Disagree

Agree subject to changes below

Comments _____

- (iii) To deliver a better environment for everyone, improving civic pride and community safety, through prioritising the importance of good urban design which capitalises on the area's historic, cultural and natural assets, specifically with regard its numerous conservation areas, the River Thames and the Grand Union Canal.

Agree Disagree

Agree subject to changes below

Comments _____

- (iv) To deliver a revitalised town centre that provides a vibrant retail, social and commercial centre for the local community whilst making the most of the natural and historic assets associated with the area's industrial past and its waterways.

Agree Disagree

Agree subject to changes below

Comments _____

- (v) To ensure that new development results in a positive impact on existing air quality and noise levels pollution, areas at risk of flooding, nature conservation areas and open spaces.

Agree Disagree

Agree subject to changes below

Comments _____

- (vi) To maximise the use of existing assets and promote new developments which provide for a range of community, education, health, cultural, sport and entertainment facilities to support the local community, particularly young people.

Agree Disagree

Agree subject to changes below

Comments _____

- (vii) To prioritise the regeneration of the Great West Road through achieving a balance between the introduction of new uses and buildings, the protection of existing uses and historic buildings, and through good quality urban design, including improvements to the public realm that meet a range of economic, social and environmental needs and deliver the vitality and image befitting for this important gateway into London.

Agree Disagree

Comments _____

- (viii) To actively promote a landmark development which showcases the delivery of all elements of sustainable development and sustainable living and facilitates greater community cohesion throughout the area.

Agree Disagree

Agree subject to changes below

Comments _____

2. SUSTAINABLE LIVING

The preferred option is to give a much higher priority and greater commitment to design and provision of services, facilities and infrastructure that support and promote sustainable living. All development proposals will need to address the following issues;

- (i) Community provision and development
- (ii) Construction and demolition waste recycling
- (iii) Water conservation and Sustainable Urban Drainage Systems
- (iv) Sustainable building techniques and materials.
- (v) Energy efficient building design and energy use
- (vi) Waste management and recycling facilities
- (vii) Air quality and pollution control initiatives
- (viii) Sustainable transport and movement
- (ix) Health and well being of occupants or users of the development
- (x) Landscaping, habitat protection and creation

Agree Disagree

Agree subject to changes below

Comments _____

3. URBAN DESIGN

The preferred option is to provide guidance with regards to urban design in order that potential developers have a clearer understanding of the expectations of new development proposals both in terms of the way in which a new development can contribute to improving urban design in the area as well as the constraints and opportunities presented by the surrounding environment. The intention is to consider new development proposals within the context of an overall urban

We would appreciate it if you could provide the following information in order that;

1. We can monitor who is taking part in the consultation
2. We can adapt our consultation in the future to encourage more people to take part.

Please tick appropriate boxes

Are you male or female? Male Female

How old are you?
 <12 12-15 16-18 19-24 25-34 35-44 45-54 55-64 65+

Do you consider yourself to have a disability? Yes No

Which of these best describes your ethnicity?

| | |
|---|--|
| <input type="checkbox"/> White British | <input type="checkbox"/> White Irish |
| <input type="checkbox"/> Indian | <input type="checkbox"/> Pakistani |
| <input type="checkbox"/> Other White | <input type="checkbox"/> Bangladeshi |
| <input type="checkbox"/> White and Black Caribbean | <input type="checkbox"/> Other Asian |
| <input type="checkbox"/> White and Black African | <input type="checkbox"/> Black African |
| <input type="checkbox"/> White and Asian | <input type="checkbox"/> Black other |
| <input type="checkbox"/> Other mixed | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> Other (please specify) _____ | |

MDO1 'Brentford Diamond', Lionel Road/Chiswick High Road

Agree Disagree

Agree subject to changes below

Comments _____

Title: _____

First Name: _____

Last Name: _____

Job Title: _____

Organisation: _____

Agent: _____

Address: _____

Post Code: _____

Telephone Number: _____

E-mail Address: _____

What do you think about the methods we are currently using for consultation? Do you have any suggestions about how these can be improved?

Comments _____

Responses must be in writing and returned by email ldf@hounslow.gov.uk, fax 020 8583 5233, or post to Strategic Planning Policy, London Borough of Hounslow, Civic Centre, Lampton Road, Hounslow, TW3 4DN.

Part 3 Personal and/or agent details

If you would like to be notified about future stages in preparation of the Brentford Area Action Plan, or about any stage of the Local Development Framework please specify your contact details.

design framework as well as offering general design guidance relating to potential proposal sites. This advice will form an integral part of the final proposals schedules.

Agree Disagree

Agree subject to changes below

Comments

4. REGENERATION OF BRENTFORD TOWN CENTRE AND CANALSIDE

The preferred option is to encourage the regeneration of the centre primarily through consolidating and improving the retail offer within a central core area as well as encouraging social, leisure and entertainment facilities of an appropriate nature and scale to provide a vibrant centre for the local resident and business community.

Whilst the mix of uses is important, the appearance of any new development, the way in which it is used and built, and its potential to enhance the historic and waterside assets of the town centre are also key to the centres sustained success. Brentford town centre and canal side is characterised by a wealth of historical and natural assets which have been under valued and neglected for many years. The intention is to unlock their potential and maximise their positive impact in order to deliver a town centre and canal side environment which is unique in character, enjoyable and diverse in the variety of uses it provides.

In order to deliver this preferred option, the intention is to:

- (i) Reduce the extent of the town centre boundary in order to consolidate town centre uses within a more distinct area;

Agree Disagree

Agree subject to changes below

Comments

- (ii) Identify a retail core within this area in order to consolidate shopping provision at the heart of the town centre.

Agree Disagree

Agree subject to changes below

Comments

- (iii) Regenerate the centre in accordance with sound urban design principles by identifying a network and hierarchy of focal points and town squares, conserving and re-using buildings and other assets of historic, environmental or architectural interest and promoting redevelopment which has a positive impact on the wider historic and canal side environment.

Agree Disagree

Agree subject to changes below

Comments

- (iv) Maximise the centre's vitality and viability by prioritising retail uses of an appropriate scale for a district centre, supported by a mix of uses including social, leisure and entertainment facilities as well as an appropriate amount of short term car parking. Educational, health and water related uses, particularly those that support greater use of the canal and river for educational and recreational uses would also be supported. Whilst an element of business and residential development would add to the health and activity of the centre, these uses should only be provided as ancillary to the main core of development proposals for mixed use at Land South of the High Street.

Agree Disagree

Agree subject to changes below

Comments

- (v) Improve sustainable movement and accessibility to and through the centre for the local resident and business community by promoting improved ease of movement through the urban environment together with initiatives which facilitate access by walking, cycling and public transport and deter through traffic from travelling through the area.

Agree Disagree

Agree subject to changes below

Comments

- (vi) Ensure that all new development is designed to deter crime and deliver accommodation that facilitates sustainable living and working including sustainable design and construction, comprehensive and integral waste management facilities and attractive and convenient cycle parking and storage facilities.

Agree Disagree

Agree subject to changes below

Comments

5. THE GREAT WEST ROAD

The preferred option for the Great West Road is to introduce a greater variety of uses in order to facilitate area regeneration whilst ensuring that a sufficient amount of employment land is retained to satisfy local and strategic needs now and in the foreseeable future.

Whilst the Great West Road is an important commercial area, public transport accessibility is

generally poor and the introduction of mixed use development on a limited number of sites which have lain vacant for a substantial length of time can make a positive contribution to the image, vitality and the function of the area. The nature, density and mix of uses will largely be dependent on site-specific circumstances including public transport accessibility, surrounding uses and environmental constraints. Those sites where redevelopment is anticipated within the lifetime of the plan will be identified as proposal sites within the Brentford Area Action Plan in order to provide clarity and a degree of certainty to ‘would be’ developers.

Whilst the introduction of other uses can make a positive contribution to the area, the preferred option is that good urban design should apply to all new developments within sites and along the Great West Road generally. This is considered key to its continued success and its potential to fulfil its strategic gateway role between London and Heathrow airport.

Agree Disagree

Agree subject to changes below

Comments

Designations and Proposal Sites

Designations are described below and proposal sites are identified on the map in the centre of this consultation leaflet. Please let us know with reference to the specific site whether you agree or disagree, and any reasons or recommendations you have.

6. Designations

Whilst proposals aim to deliver an appropriate mix of new development in the area, it is important to ensure that existing land and buildings are protected from inappropriate development. The majority of designations have been carried forward from the existing UDP. These include;

- Conservation Areas
- Thames Policy Area
- Nature conservation areas
- Waste management sites
- Local Open Space. Previous omissions including land at Green Dragon Lane and future open space anticipated as part of the Thames Water proposal have been added.

- Employment designations contained within the Employment DPD preferred options report have been included as they relate to the plan area.

New designations include;

- 6.a. **Water related activities** (Lots Ait, Johnson’s Island and land to the south of Dock Road). Whilst existing planning policy aims to protect these uses, the designation serves to highlight their importance and value to Brentford’s community and their valuable contribution to the character of its waterways. The designations are also intended to assist the consideration of new development nearby as many activities such as boat building and maintenance do not make good residential neighbours.

Agree Disagree

Agree subject to changes below

Comments

- 6.b. Large scale arts, cultural, entertainment and leisure facilities. Existing facilities already have protection through existing planning policy contained within the UDP. Public consultation has indicated that the network of existing facilities, large and small, should continue to be protected and potentially expanded where appropriate. Whilst not all facilities have been individually designated, they all have equal protection. However, those facilities that attract a significant amount of people and could potentially be affected, directly or indirectly, by redevelopment proposals have been identified in order to draw attention to their value and need for protection or re-provision.

2 Second fold

BUSINESS REPLY SERVICE
License No. HL 417



London Borough of Hounslow
Borough Planning Office
Attn Lesley Underwood
The Civic Centre
Lampton Road
Hounslow
TW3 4BR

3 Third fold

Comments

BE2 Commerce Road

Agree Disagree

Agree subject to changes below

Comments

BE3 Lucozade Annexe, Great West Road

Agree Disagree

Agree subject to changes below

Comments

Agree Disagree

Agree subject to changes below

Comments

7. Proposal sites

For preferred uses please refer to main map and explanatory text in the ‘Preferred Proposal Sites’ box and the site specific boxes. Please continue on a separate piece of paper if necessary. Please inform us if you consider that other proposal sites should be added.

BE1 Gillette

Agree Disagree

Agree subject to changes below

M1 Former Alfa Laval site and Baltic Centre, Great West Road

Agree Disagree

Agree subject to changes below

Comments

M2 Wallis House, Great West Road

Agree Disagree

Agree subject to changes below

Comments

M3 Kew Bridge Site, Kew Bridge Road

Agree Disagree

Agree subject to changes below

4 Tuck into this flap

1

First fold downwards along this line