

101. 18/05/19,

## StagBreweryRedevelopment

---

**From:** Barrie McPherson - [REDACTED]  
**Sent:** 09 May 2018 07:32  
**To:** StagBreweryRedevelopment  
**Subject:** Re Planning Ref No: 18/054/FUL.

Dear Sir/Madam

Re Planning Ref No: 18/054/FUL. My address:  
26 Elm Road, SW14 7JQ.

Generally I am supportive of the redevelopment of this site but do not support the current proposals due to the following:

- The proposal for 7 storey high buildings is unacceptable. 5 storeys maximum would be more appropriate with other buildings staggered accordingly.

- The cinema proposal is alien to a relatively small town/village. It's size and appearance would perhaps be at home in an out of town industrial type retail park. I do not object to a cinema per se although do question its need with the existing facilities in both Richmond and Barnes. However, a Picture House/independent arts type approach would be infinitely more suitable than an 'Odeon' and the building should not stick out in the manner it does.

- In general the architectural approach to the development is disappointing. This would be an opportunity to do something architecturally interesting yet in keeping on the riverside rather than yet another of South Londons mediocre budget 'Berkeley Homes' type developments.

- Increased traffic will cause problems on the pedestrian crossing at Mortlake and on public travel services, specifically at key commuter and school run times. I do not believe this has been adequately addressed and is one of the reasons a smaller number of residential homes facilitated through lower buildings is the only acceptable solution.

Kind regards

Barrie McPherson  
Sent from my iPhone



101. 18/05/19,

## StagBreweryRedevelopment

---

**From:** Barrie McPherson - [REDACTED]  
**Sent:** 09 May 2018 07:32  
**To:** StagBreweryRedevelopment  
**Subject:** Re Planning Ref No: 18/054/FUL.

Dear Sir/Madam

Re Planning Ref No: 18/054/FUL. My address:  
26 Elm Road, SW14 7JQ.

Generally I am supportive of the redevelopment of this site but do not support the current proposals due to the following:

- The proposal for 7 storey high buildings is unacceptable. 5 storeys maximum would be more appropriate with other buildings staggered accordingly.

- The cinema proposal is alien to a relatively small town/village. It's size and appearance would perhaps be at home in an out of town industrial type retail park. I do not object to a cinema per se although do question its need with the existing facilities in both Richmond and Barnes. However, a Picture House/independent arts type approach would be infinitely more suitable than an 'Odeon' and the building should not stick out in the manner it does.

- In general the architectural approach to the development is disappointing. This would be an opportunity to do something architecturally interesting yet in keeping on the riverside rather than yet another of South Londons mediocre budget 'Berkeley Homes' type developments.

- Increased traffic will cause problems on the pedestrian crossing at Mortlake and on public travel services, specifically at key commuter and school run times. I do not believe this has been adequately addressed and is one of the reasons a smaller number of residential homes facilitated through lower buildings is the only acceptable solution.

Kind regards

Barrie McPherson  
Sent from my iPhone

