

Environment Directorate / Development Management

Web: www.richmond.gov.uk/planning
Email: envprotection@richmond.gov.uk
Tel: 020 8891 1411
Textphone: 020 8891 7120



London Borough Of Hounslow
Development Management
Hounslow House, 7 Bath Road
Hounslow
TW3 3EB

Letter Printed 16 January 2024

FOR RECOMMENDATION DATED
16 January 2024

The Town and Country Planning Act 1990, (as amended)
Consultation - Objection

Application: 23/3236/CON
Your ref: 00505/GV/P1
Our ref: DC/DAV/23/3236/CON/CON
Applicant:
Agent:

LOCATION

27-1053 GREAT WEST ROAD BRENTFORD TW8 9BW

for

PROPOSAL

Redevelopment of the site comprising of demolition of existing buildings and erection of a mixed use scheme comprising 916 homes (Use Class C3) in total (630 private homes and 286 affordable homes (mixed tenures)), 6,170sq.m commercial (combination of office and workshops) and 1,600sq.m retail use (Use Classes E/B2/B8) with associated highway and public realm works, landscaping, car and cycle parking, infrastructure and other associated works.

I refer to your consultation regarding the above mentioned proposal.

My Council's observations are as follows:

The be advised that the London Borough of Richmond upon Thames objects to the scheme for the reasons detailed in the attached schedule.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'R. Aray'.

www.richmond.gov.uk/planning

London Borough of Richmond upon Thames
Civic Centre, 44 York Street, Twickenham TW1 3BZ

Tel 020 8891 1411 Textphone 020 8891 7120 Email envprotection@richmond.gov.uk

Robert Angus
Head of Development Management

SCHEDULE OF REASONS AND INFORMATIVES FOR CONSULTATION 23/3236/CON

APPLICANT NAME

Development Management
Hounslow House, 7 Bath Road
Hounslow
TW3 3EB

AGENT NAME

LOCATION

27-1053 GREAT WEST ROAD BRENTFORD TW8 9BW

PROPOSAL

Redevelopment of the site comprising of demolition of existing buildings and erection of a mixed use scheme comprising 916 homes (Use Class C3) in total (630 private homes and 286 affordable homes (mixed tenures)), 6,170sq.m commercial (combination of office and workshops) and 1,600sq.m retail use (Use Classes E/B2/B8) with associated highway and public realm works, landscaping, car and cycle parking, infrastructure and other associated works.

SUMMARY OF REASONS AND INFORMATIVES

REASONS

U0172894	Impact on heritage assets
----------	---------------------------

INFORMATIVES

U0087643	Officer commentary
----------	--------------------

DETAILED REASONS AND INFORMATIVES

DETAILED REASONS

U0172894 Impact on heritage assets

The London Borough of Hounslow is to be advised that this Authority (London Borough of Richmond Upon Thames) raises objection to the proposal. There would be 'less than substantial' harm caused to the significance of heritage assets in Richmond borough, with harmful skyline intrusions particularly apparent in relation to Kew Green , but also impacting other views. It is particularly important that any visual impact on the Kew Gardens World Heritage Site is made clear. Because of the sensitivity of the sites involved, views should also be shown with trees not in leaf.

DETAILED INFORMATIVES

U0087643 Officer commentary

The conclusion in the submitted TVIA (p9) is that the proposed development would give rise to '(less than substantial)' harm to The Orangery, Kew WHS, and Kew Green Conservation Area.

The TVIA document is difficult to read as the existing and proposed visualisations are each at different sections of the document, and the photography does not register well when increased in size. The views are also shown with the trees in full leaf. In addition to providing seasonal screening to the proposals, it also underplays the visibility of heritage assets within Richmond- in particular in relation to Kew Green, it is considered that the relationship between an important group of listed buildings on the north side of Kew Green and the proposed buildings is played down. As shown there would clearly be a degree of negative impact on this borough, the following in particular are of concern:

View 5 Chiswick Bridge: this is an identified view in Richmonds (draft) Local Views SPD. Whilst other tall buildings are visible in the distance, the proposed development would be visible, and would have an urbanising effect on this view identified in the SPD.

Views 11/ 17 RBG Kew: the text explains that there would be some very limited visibility. It is difficult to identify from the visuals, which are not of high quality when enlarged on the screen, and trees are shown in leaf.

View 20 Kew Green: the visual impact on Kew Green is clearly shown in View 20, and this is highly intrusive visually. The proposed taller blocks which will be visible will appear quite monstrous in this important and highly sensitive setting. The revised conservation area appraisal for Kew Green highlights this issue.

View 22 Strand on the Green: this is an identified with in Richmonds Local Views SPD, the proposed buildings would be visibly taller than any others in this view.

View 30 Kew Bridge: the proposals are visible but seen in the context of the urban view north to Brentford town centre. No issues in relation to this view.

END OF SCHEDULE OF REASONS AND INFORMATIVES FOR CONSULTATION
23/3236/CON
