

# PLANNING REPORT

Printed for officer by  
Jack Davies on 3 April 2024

## Application reference: 24/0536/CON

Date application received	Date made valid	Target report date	8 Week date
29.02.2024	29.02.2024	25.04.2024	25.04.2024

**Site:**

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.

**APPLICANT NAME**

**AGENT NAME**

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

**DC Site Notice:** printed on and posted on and due to expire on

**Consultations:**

**Internal/External:**

**Consultee**  
14D Urban D

**Expiry Date**  
14.03.2024

**24/0536/CON  
27-1053 GREAT WEST ROAD  
BRENTFORD  
TW8 9BW**

**Contact officer:  
Jack Davies**

**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.

**Site description and and surrounding:**

The site is located close to Kew Bridge, which connects Brentford with Richmond.

**Public representations:**

None undertaken.

**Professional comment**

This request for comment follows the Councils previous objection to the scheme. It is understood that additional views have been provided which illustrate the proposals in the winter months.

Design and Siting

The current submission shows visuals with trees out of leaf, and the views are better organised, so that the existing and proposed can be more easily compared. The new presentation confirms previous comments made on this application, and in some views it is clear that there will be in particular significant harmful implications for the World Heritage Site and heritage assets at Kew Green. In the case of the World Heritage Site significant urban incursions into the view detract from its OUV (Outstanding Universal Value) of which the comparative isolation from urban surroundings is a key feature. The visualisations demonstrate that the proposed heights are inappropriate in this very sensitive setting, and would have a major negative impact on the setting of Kew Green Conservation Area and the backdrop to listed buildings and other heritage assets here.

The revised visuals show some additional view affected.

Of particular concern from the viewpoints given are:

AVR5 Chiswick Bridge: as previous comments, an urbanising effect on this view identified in our Local Views draft SPD.

AVR11 The Orangery: appears screened by trees, but visual impact is unclear from the vantage point taken.

AVR14 The Hive: winter view demonstrates that there would be significant visual intrusion from the proposals.

AVR17 Kew Palace: view without the trees in leaf demonstrates that there would be significant visual intrusion from the proposals.

AVR20 Kew Green west: listed buildings and other heritage assets would be visibly dwarfed by the proposals.

AVR22 Strand on the Green: visibly taller than other buildings in a view identified in our Local Views draft SPD.

Conclusion - 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 recommended UNESCO is consulted.

Residential Amenity

In terms of residential amenity, given nature of the proposal and the distance from nearby residential properties (within the Richmond Borough), the proposal is not considered to unduly impact upon the residents within this Borough.

Transport

The Councils Transport Officer previously reviewed the submission details and the following comments remain valid for this re consultation:

The applicant says they have had extensive pre-app consultations with Officers from the London Borough of Hounslow and Transport for London (TfL) in October 2021, June 2023, and October 2023, during which time the parameters of the transport assessment and travel plan would have been agreed. The site is connected to the highway network by the M4, which is maintained by National Highways, Great western Road and the North Circular, which are maintained by TfL as part of the TLRN. It is also accessed by Lionel Road which is maintained by Hounslow Council. A key aspect of the development is the demolition of the existing car park with 250 spaces and the building of 916 dwellings with 89 car parking spaces and of car-free commercial uses. The applicant has used this point to argue that the proposal will create a net decrease of 40 vehicular trips in the AM weekday peak hour and 35 two-way vehicular trips in the PM weekday peak hour. Therefore, I would find it difficult to argue that the proposed development would have a severe impact on the road network in Richmond.

The only slight concern I have is that there will be a net increase of 120 two-way bus trips in the AM weekday peak hour and of 107 two-way bus trips in the PM weekday peak hour. The applicant has just taken the total number and then divided it by the number of services, not taking account of which direction bus users are most likely to want to go in and which services they will use, and what the impact will be, relative to future forecast bus loadings. This could affect bus Nos. 267 and 110 which accommodate a lot of bus users in Richmond. However, TfL have their own bus forecasting specialists whose job it is to plan future services so they will doubtless look at and interrogate the forecasts, as they will regarding the forecast increase in trips by the Underground from Gunnersbury.

Construction vehicle trips will peak at 66 x two-way vehicular trips per day in 2026/2027 but these will mostly occur on the TLRN.

Therefore, I have no objection to this application on transport or highway safety grounds.

**Conclusion**

It is recommended that Hounslow Borough Council is advised that **an OBJECTION** is raised to the proposal.

**Recommendation:**

The determination of this application falls within the scope of Officer delegated powers - YES /NO

**I therefore recommend the following: OBJECTION.**

Case Officer (Initials): DAV  
Dated: 03.04.2024

**I agree the recommendation:**

Principal Planner: ...  .....

Dated: .....03/04/2024.....