

THE BRENTFORD PLAN

Preferred proposal sites

Each proposal site is referenced to a preferred use in the boxes surrounding the map. A detailed proposals schedule is available which highlights site constraints, public transport accessibility levels and key issues relating to the consideration of these preferred options.

If you wish to view the proposals schedule in its entirety, this is available from Brentford library and the Civic Centre, or you can go on line at www.hounslow.gov.uk/brentfordplan.

Alternatively please call 020 8583 5202 or email the Planning Policy team at ldf@hounslow.gov.uk.

BE1 Gillette

Preferred Use

A use or variety of uses compatible with the designation of the site as a Strategic Employment Location. This could include B1(b), B1(c) and high value B2 activities and potentially an element of offices. Whilst there is an existing office use, the site is not ideal for these purposes due to its poor public transport accessibility. The amount of improvements necessary would be dependant on the nature and scale of the office use proposed.

Whilst small scale, 'walk to' facilities such as a shop, café or nursery would all be considered as appropriate uses serving the needs of people working in the area, a proposal which introduced other uses eg. other employment or training/ higher education, would need to prove that it would not compromise the industrial offer of the wider area and that it was in accordance with other development plan policies, specifically with regard to location and access and overall economic regeneration.

BE2 Commerce Road

Preferred Use

Uses compatible with the designation of the site as a Strategic Employment Location (Preferred Industrial Location) including B1(c), B2 and B8 and the retention or re-provision of the bus garage. Some ancillary B1(a) will also be acceptable. Water related uses, which could potentially include water borne freight facilities, will be given priority along the canal frontage. An industrially led mixed use development could deliver a suitable regeneration solution for the site although there would need to be a clear geographical separation between certain uses and no net loss of B1(c), B2 and B8 employment.

BE3 Lucozade Annexe, Great West Road

Preferred Use

Business uses which offer a positive image to the Great West Road frontage with associated industrial uses to the rear.

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

Preferred Use

Mixed use development including commercial and a range of residential accommodation, including affordable and family housing. Any new development should provide for the replacement of jobs previously provided on the site and focus the commercial element of the scheme along the Great West Road, particularly within the NEC D noise contour. Educational, community and health uses could also form part of a mixed use scheme in order to contribute to the overall goal of area regeneration and sustainable living.

M2 Wallis House, Great West Road

Preferred Use

Mixed use development including commercial and a range of residential accommodation, in terms of size and tenure, and an appropriate re-use of the listed building. Any new development should provide for the replacement of the jobs previously provided on the site and focus the commercial element of the scheme along the Great West Road, particularly within the NEC D noise contour. Due to the size of the site, public open space will need to form an integral part to any mixed use scheme and provide improved pedestrian links to Carville Hall Park from residential properties to the west of the site. Educational, community and health uses could also form part of a mixed use scheme in order to contribute to the overall goal of area regeneration and sustainable living.

MD01 'Brentford Diamond', Lionel Rd/ Chiswick High Road

Preferred Use

This is a major site lying in the east of the area which offers significant potential to deliver a variety of uses within a land mark 'zero-carbon' area regeneration proposal. Due to the high public transport accessibility of the site, there is potential for a high trip generating development which can maximise the use of public transport and take advantage of the potential of a direct linkage with Kew Bridge Station. The Council would welcome the consideration of a new sports stadium with associated hotel, conference and entertainment facilities provided that the development can be delivered in a sustainable manner with regards to access, construction and energy use. An element of commercial and residential use may also be acceptable as part of the wider more comprehensive development. Educational, community and health uses could also form part of a mixed use scheme in order to contribute to the overall goal of area regeneration and sustainable living. Whilst comprehensive redevelopment would be given full consideration, the nature of the site also lends itself to the retention of some uses and buildings in the event that land assembly proves difficult. Whatever the nature of the development, the opportunity should be taken to improve the waste management function which exists within the development envelope, as well as the community and leisure uses provided by the 'Fountains Centre'.

M3 Kew Bridge site, Kew Bridge Road

Preferred Use

Mixed use development for commercial, residential and water related uses. Public access to the riverside will need to be secured through any planning proposal.

M4 Thames Water site, Kew Bridge Road

Preferred Use

Mixed use development which maintains the open space on site as well as the buildings of historic interest and provides a range of residential and business accommodation.

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

Preferred Use

Mixed use redevelopment of the site providing a range of residential accommodation catering for large and small households as well as a mix of tenures, and the provision of appropriate commercial uses. The arts centre must be re-provided either on or off site as a precondition of any development proposed. Educational, health and water related uses, particularly those that support greater use of the river and canal for educational and recreational uses, could also form part of a mixed use scheme in order to contribute to the overall goal of area regeneration and sustainable and healthy living.

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

Preferred Use

Conservation based scheme providing for a mix of residential accommodation and business uses.

M7 Somerfield, High Street, Brentford

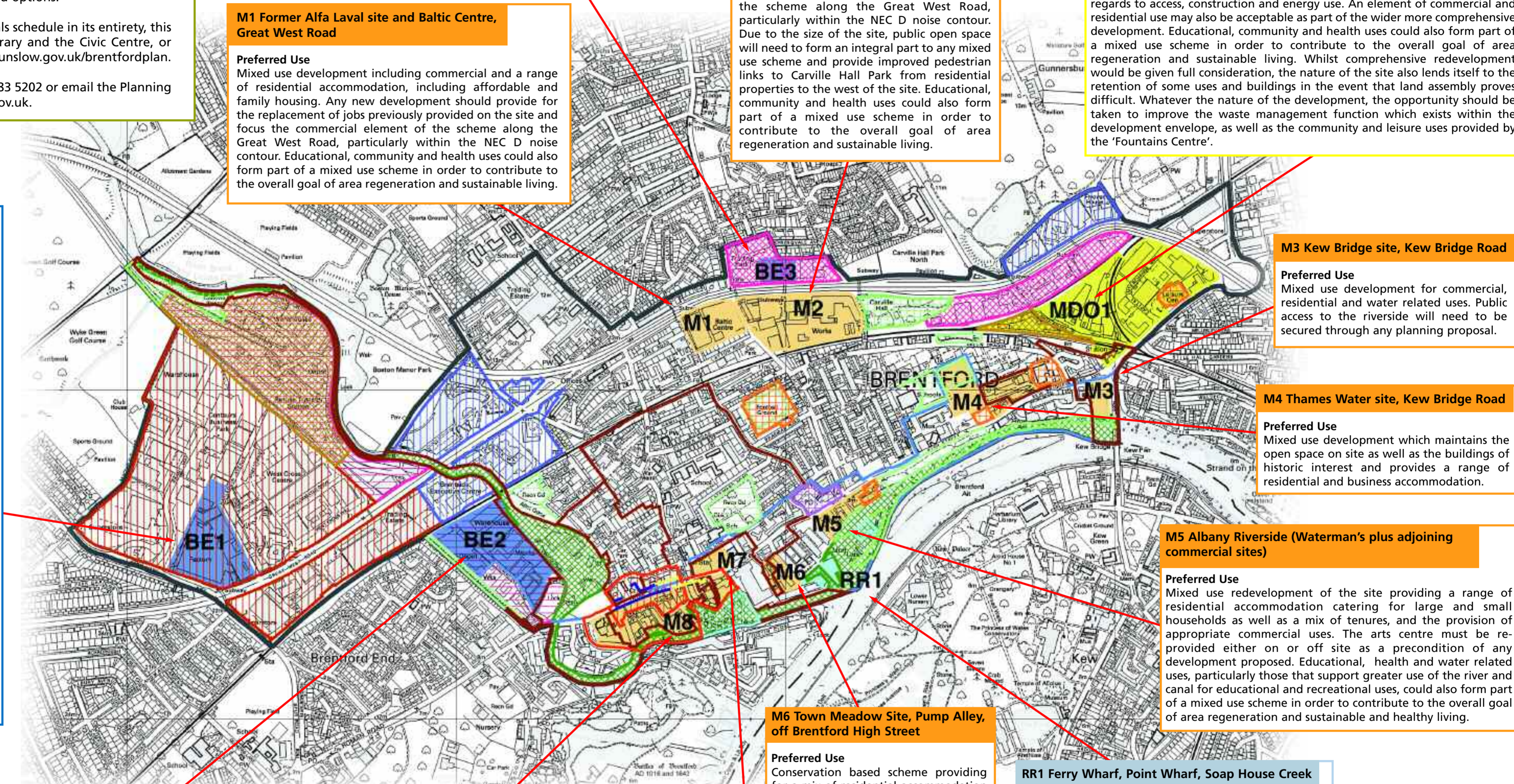
Preferred Use

Mixed use development to include an appropriate replacement/ refurbished food store, town centre parking, improved bus stand facilities and an appropriate range of residential accommodation, particularly with regard to the need for affordable and family units, and commercial uses. Educational, community and health uses could also form part of a mixed use scheme in order to contribute to the overall goal of area regeneration and sustainable living.

RR1 Ferry Wharf, Point Wharf, Soap House Creek

Preferred Use

Water related uses including boat house, water related visitor centre and ancillary restaurant use and moorings.



| BAAP Proposal Areas | BAAP Designation Areas | Key Office Location | Conservation Area |
|-------------------------------|--|-------------------------------------|-----------------------------|
| Employment | Local Open Space | Locally Significant Employment Area | Primary Shopping Frontage |
| Major Development Opportunity | Metropolitan Open Land | SEL - Preferred Industrial Location | Secondary Shopping Frontage |
| Mixed Use | Nature Conservation Area | SEL - Industrial Business Park | Thames Policy Area |
| River Related | Arts Culture Entertainment and Leisure | Waste Management Site | Town Centre |
| | Key Local Parade | Water Related Activities | |
| | Retail Core | | |

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