

Land adjacent to 632 Chiswick High Road, Chiswick W4 5RY

00248/ADJ632/P1

Comments from the West Chiswick and Gunnersbury Society

The West Chiswick and Gunnersbury Society does not object, in principle to a hotel on this site but we do question the need and hence viability of such a use. There is a hotel (Clayton) very close by and there are two budget hotels (Travelodge and Premier Inn) within a relatively short distance in Brentford. Moreover, both the Brentford Stadium scheme (consented) and the 4th Mile scheme (under consideration) include hotels.

Our major concerns with respect to this application relate to access and to design in relation to heritage.

Access We regard the proposed shared vehicle access with the car showroom at 632 Chiswick High Road together with the very small turning space in front of the hotel and cramped delivery access as highly unsatisfactory. The site is very close to the Chiswick Roundabout and the associated pedestrian crossing and the small hotel frontage is intended to provide both pedestrian access and vehicle (drop-off, taxis, deliveries etc) access and turning. We believe that the proposed access arrangements would give rise to pedestrian and road safety issues for the public and hotel guests, services and employees. The Chiswick Roundabout carries very high traffic load and the Chiswick High Road is frequently highly congested at this point. As with the car showroom, we are concerned that some vehicles will attempt access by turning right from the westbound carriageway of the high road to avoid navigating the roundabout.

The applicant's suggestion that guests arriving by private car will easily be able to park in the neighbouring residential streets is unrealistic and unacceptable. There is already high parking pressure within these streets which are within the West Chiswick or Stile Hall CPZs. The Council is currently consulting on extending the hours of these CPZs in view of the additional pressure that will arise during matches at the Brentford Stadium.

Please also refer to WCGS July 2017 comments on Robins and Day, 632 Chiswick High Road (00248/B/P22) with respect to Access, Traffic and Transport (provided with covering e-mail).

Design The building itself should respect both in style and materials its proximity to the attractive building at 630 Chiswick High Road* and the residential properties which are part of the Wellesley Road Conservation Area. The revised drawings showing a brick finish and a more understated entrance indicate that some effort has been made in this regard but we consider that more should be done. This consideration should also apply to any signage which we note will be applied for separately.

*Please also refer to WCGS July 2017 comments on Robins and Day, 632 Chiswick High Road (00248/B/P22) with respect to Height and footprint (provided with covering e-mail).

Other issues We question the proposed footprint of the building and the number of hotel rooms. The land in question is a relatively narrow (frontage) but deep (through) site, situated between the new car showroom at 632 and the building, currently occupied by the Saudi Cultural bureau at 630 Chiswick High Road. There is no clear indication on the plans of how the common facilities and guest rooms would sit with the neighbouring buildings, especially with regard to light and privacy.

WCGS
April 2020