

Brentford

Community Council

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Ms. Sarah Smail
Isleworth and Brentford Team,
Planning Department
Civic Centre, Lampton Road
Hounslow
TW3 4DN

3rd March 2010
BCC 503

Dear Ms Smail

Kings House, 963 Great West Road Brentford
Planning Reference: 00505/BF/P9

The Planning Consultative Committee of the BCC met on 10th February to discuss this application and we made the following comments;

1. We have no objection to the proposed use, although it should be noted that self-storage employs fewer people per square metre than most other B8 uses. Furthermore, unlike other B8 uses, this use does not support or facilitate other employment generating activity in the local area, or assist in the commercial regeneration of the area in any meaningful way.
2. The existing building on the site is generally a single story warehouse of conventional form, with a small higher structure of associated offices at the end nearest the elevated motorway. While unexciting, it fits in well with the adjacent industrial park. The massive rounded form of the proposed building, at seven stories in height, is an inappropriate contrast to adjacent buildings.
3. We do not consider that using a rounded form relieves a building of the need to respect the grain and massing of the area. This proposal clearly does not.
4. We have long asked for an explicit policy on high buildings in Brentford, but unfortunately the BAAP does not provide this. However we strongly resist the assumption that tall and massive forms such as this are automatically appropriate for buildings along the Great West Road corridor. In particular, current low-rise areas such as the south side of this stretch of the motorway should be protected from the incursion of tall buildings, to prevent the Great West Road becoming an unremitting canyon.
5. The notes on the cladding and finishes show that much of the exterior would be bright yellow, and that informal advertising for the operating company would be large component of the elevational design. We consider this to be a safety hazard to drivers on the adjacent motorway.

For these reasons we ask you to reject this application.

Yours sincerely,

Matthew Rockel
Planning Consultative Committee.