

The Butts Society initial response to Goddards planning application, February 2018

GODDARDS CORNER

This is a key site in Brentford, both in townscape terms and land use. It has long been an eyesore and redevelopment is welcome.

But it needs to be a high quality design.

We have no issue with the proposed land uses - retail ground floor with residential above is appropriate to its location.

However, the proposal is too tall for its location. The High Street was not considered to be the right place for taller buildings. This has been respected on the Ballymore site opposite, where the frontage buildings on the High Street have been kept to 3-4 storeys.

The tall (stair tower?) on the back of the building is particularly out of scale with its surroundings, creating an awkward juxtaposition with the conservation area to the North.

The design is mediocre. The style is dated, the proportions and articulation are poor, and the urban landscape opportunities are not realised. Extending the existing building is probably a mistake. It puts too many constraints on achieving a good design

THE HAM

This is a total missed opportunity. A waterfront site in a town centre calls for uses that contribute to the vitality of the place. A storage unit is absolutely the wrong use - it presents a dead frontage to the canal. It fails to preserve and enhance the canal conservation area, and provides virtually no employment.

The proposed self-storage building is vast in relation to its site and would constitute massive over-development .

It is intended that it would operate and be accessible 24/7, which would be harmful to a residential area. Night time use should not be permitted.

It would comprise a very high number of individual storage units . Yet there are only six on-site car-parking spaces for users (if these do not get blocked off by larger trucks , which are supposed to be limited to two at a time because of the restricted loading area).