

Dear Lee Jameson,

Agreed Draft ref: BCC 841 draft.
August 24 2018

Thank you for presenting your revised proposals for the development of the Gillette South site to the BCC on Monday August 13th.

Members appreciated your initiative in bringing forward a design which was intended to have due regard to its relationship to the listed Gillette building on the north side of the A4.

The provision of office accommodation along the principal street frontages is most welcome. As well as providing employment space in a development that would otherwise have virtually none, it will create active frontages to the public domain. It would be good if this could extend the full length of the Great West Road frontage, thereby avoiding any "dead" areas of the facade.

The Gillette building is the landmark on a dominant site which separates the residential stretch of the A4 in Osterley from the mixed development on section of the A4 which slopes to the east.

It is also an important building, widely recognised as a masterpiece by Sir Bannister Fletcher.

As such it is important to respect the scale, character and distant views of this well landscaped brick building.

Members expressed concern that the proposed building footprint, being much further forward than its neighbours, together with its massing, would impact significantly on those views, as well as limiting the scope for good quality planting around the perimeter.

Reservations were also expressed regarding the proposed cladding. The site marks the end of the large industrial/commercial properties and it changes to a domestic scale with more traditional materials. Large blank areas of metal cladding would not sit well in this context.

The BCC therefore asks you to modify your initial design to:

1. Clad most of the building in brick, or failing that, to carefully select a material that is in harmony with its surroundings.
2. Include detail design elements of a human scale.

3. Reduce the footprint to allow generous landscaping to the perimeter of the site.
4. Avoid a strong contrast between the main elevation and the set back top floor.
5. Ensure signage was an integral part of the design.

The BCC was also concerned about traffic issues as several HGVs would visit the site each day. The intersection of the A4 and Syon Lane is already a busy junction, where design improvements are needed. In addition, the Great West Corridor is defined as an Opportunity Area in the 2017 London Plan, where measures to reduce traffic and improve air quality will be needed if any new residential development is to be supported.

We are looking for measures to ensure that the traffic generated by this site are acceptable.

We hope that these comments will lead to a successful design and we would welcome a further visit from your design team if that would be helpful.

I have sent a copy of this letter to the case officer and to the other Amenity Societies represented at our meeting.

Yours sincerely

Denis Browne
Chairman Planning Consultative Committee.
Brentford Community Council