



Melek Ergen  
Planning Officer  
London Borough of Hounslow  
Civic Centre  
Lampton Road  
Hounslow  
TW3 4DN

Sent by email: [melek.ergen@hounslow.gov.uk](mailto:melek.ergen@hounslow.gov.uk)

2 March 2017

Our ref: 96 07 04

Dear Melek Ergen,

**P/2017/0053 Redevelopment of the site to provide a mixed-use development with heights between 4 and 11 storeys at the former Syon Gate Service Station, Land south of Gillette Corner, Great West Road, Isleworth TW7 5NP**

The Twentieth Century Society has been made aware of the above application, and we wish to **object** to the proposals in their current form. Our comments are as follows.

**Significance**

The Gillette Building is a Grade II listed factory building, designed by the eminent architect and architectural historian Sir Banister Fletcher in 1937 and it is his best known work. Sited on the Great West Road, it forms a key part of the 'Golden Mile', the chief showplace for state of the art factories in the inter-war period, and now home to the best surviving and longest stretch of commercial art-deco architecture in Britain. Its prominent central brick tower, elegant architectural style and location at a main junction make it the defining and monumental landmark in this stretch of the Great West Road.

**Proposals**

The proposals are for the redevelopment of a brownfield site and the construction of a mixed-used scheme opposite the factory, and aims to create a 'gateway' building to mark the start of the Golden Mile.

**Twentieth Century Society Comment**

The Society has no objection in principle to the redevelopment of the site; however we consider that the current scheme will have a harmful impact on the listed Gillette Factory. We consider that it will form an overly dominant frontage to the junction, which with the exception of the landmark factory building is characterised by residential terraces and low industrial sheds.

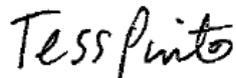
There is a paucity of verified views within the application documents that properly demonstrate the impact that the scheme will have within its immediate setting. Those which do take both the proposed building and the listed factory into account generally depict the new building as a wireline. Therefore it is difficult to fully grasp the true extent of the harm, but we are deeply concerned that the proposed building will significantly diminish the striking visual impact of the Gillette Factory, and through its size and bold, striated cladding will dominate the Gillette Factory. The factory is, and should remain, the

'gateway' building that appropriately defines the start of the art-deco Golden Mile on the approach into West London.

The Society considers that the application in its current form would constitute harm to a listed building which comprises an important part of the unique inter-war character of Hounslow. We are unconvinced that this harm will be outweighed by substantial public benefits, as is required by the NPPF (paras 132, 133). We therefore object to the application in its current form, and urge that it is withdrawn and significantly revised.

I trust that these comments are of use in your considerations. Please could you keep me informed of the progress of this application, and do not hesitate to contact me if you have any further queries.

Yours sincerely,



Tess Pinto  
Conservation Adviser  
**Twentieth Century Society**

**Remit:** The Twentieth Century Society was founded in 1979 and is the national amenity society concerned with the protection, appreciation, and study of post-1914 architecture, townscape and design. The Society is acknowledged in national planning guidance as the key organisation concerned with the modern period and is a constituent member of the Joint Committee of the National Amenity Societies. Under the procedures set out in *ODPM Circular 09/2005*, all English local planning authorities must inform the Twentieth Century Society when an application for listed building consent involving partial or total demolition is received, and they must notify us of the decisions taken on these applications.

cc. Paul Velluet, RIBA, IHBC [paul.velluet@velluet.com](mailto:paul.velluet@velluet.com)