

higher than most of the land to the south-west, south and south-east; the formally designated, low-density, low-rise housing area sloping down towards the line of the railway that stretches south-westwards and north-eastwards, and Syon Lane and the school playing fields extending further south-eastwards beyond Syon Lane Station and the railway to the south-west towards the London Road. Such topography brings the Gillette Building, and, in particular, its clock-tower, into considerable prominence in views from the extensive open land to the south-east of the railway and to a lesser degree in views from further away – including, importantly from the grade I registered Syon Park.

Both individually and cumulatively, the generally modest height of the buildings presently occupying and formerly occupying the respective sites to the south of the junction (the application site has been cleared of buildings), avoid or have avoided hitherto competing with the scale of the two, listed buildings to the north. Indeed, the presence of two-storey, inter-War, suburban housing in the areas to the west, south-west and south of the junction reinforces the predominantly low, urban scale of the immediate setting the application site and the two listed buildings.

Importantly, it is this prevailing, low, urban scale which enables the Gillette Building and its clock-tower to maintain its pre-eminence in the immediate area of the junction and in views from the east, the west and the south-east despite its fronting Syon Lane rather than the Great West Road, and enable the National Provincial Bank – NatWest building, to maintain its own presence despite its modest scale. It is the comparatively low scale of the sites on the south-west and south-east corners of the junction of the Great West Road with Syon Lane which is the essential element of the immediate setting of the listed buildings to their south which contributes to their significance, and the open land of the playing fields which is the essential element of the broader setting of the Gillette Building.

May I express the keen hope that in developing the proposals towards the submission of an application for Planning Permission, full account will be taken of these factors and that the proposals will be supported with drawings that demonstrate a new development of a quality and sensitivity commensurate with the importance of the site's location.

Yours sincerely,

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