

Over the last few months, P. Goddard & Sons have been working to explore the potential of transforming the underused storage site on The Ham, Brentford, to create an attractive new self-storage unit.

This briefing note has been prepared for Planning Committee Members to give an overview of the latest proposals, the benefits they will provide and how we have consulted with the local community.

We are delighted that the proposals have been well-received by local residents, as well as Hounslow Council Officers, who have recommended the application for approval.



Indicative bird's eye view of the proposed development within context looking north highlighting the green roof and solar panels



Indicative view of the proposed façade along the towpath. The proposed screen replicates the roof geometry of the traditional industrial warehouses



Indicative bird's eye view of the northern elevation showing the staircase enclosure and window details



Indicative view of the landscaping and screen geometry as seen from the towpath

KEY BENEFITS

- The existing site is an under-used, unattractive storage yard which does not contribute to the local area
- The redeveloped site will provide a modern and attractive self-storage facility, set within a landscaped setting
- The new building will provide a much needed facility for local residents and businesses as part of the regeneration of Brentford
- The new building will also allow other sites in Brentford currently used for storage to be released and redeveloped, improving their environments and creating more appropriate uses

CONSULTATION AND FEEDBACK

In January 2018 we undertook a programme of consultation and engagement, targeted at local residents and businesses.

Activity included:

- Pre-application meeting with London Borough of Hounslow Officers
- Email contact with the Ward Councillors and adjoining Ward Councillors
- Leaflet drop to 1,700 addresses neighbouring the application site
- Drop-in event at the Brentford Lock Holiday Inn, from 4pm-8pm on Tuesday 23 January 2018, attended by over 100 people
- Responding to telephone and email enquiries



Attendees at the consultation drop-in

34 feedback forms were completed in response to the consultation, the majority of which support the proposal to transform the site. Additional supportive comments were made by local residents and members of the local business community at the consultation event.

The majority of consultees expressed support for the proposals, with many commenting that it is a significant improvement on the existing situation in both terms of use and appearance.

HOW WE'VE RESPONDED TO FEEDBACK

Since submitting our application we have made further changes to refine our proposal, taking on-board feedback received from the local community and Hounslow Council. In summary, we have:

- Revised the design to ensure it better reflects the industrial heritage of the area, referencing the historic buildings at Brentford Dock and Jupps Shed on Dock Road.
- The nursery courtyard elevation is simplified with the introduction of a low scale timber screen forming a playful building and roofscape silhouette of similar proportions to the existing nursery building. Interspersed opaque panels add to the playful form and scale of the courtyard.



Indicative view of the pocket park



Indicative view of nursery courtyard elevation