

Heritage Statement

1 West Cross Way, West Cross House and 1-6
Windsor Close

December 2021

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1. Introduction

Purpose of this Report

1.1 This Heritage Statement has been prepared by Turley Heritage on behalf of our 'Client' (Legal & General Assurance Pensions Management Ltd) to provide relevant and proportionate information to the local planning authority (London Borough of Hounslow) with regard to the built heritage impacts associated with the proposed development at 1 West Cross Way, West Cross House and 1-6 Windsor Close, TW8 9EX ('the Site') see Figure 1.1 below.

1.2 This Heritage Statement relates to a planning application for:

'The phased redevelopment of 1 West Cross Way, West Cross House and 1-6 Windsor Close, all within the West Cross Industrial Estate, comprising the following:

Phase 1: Use of 1 West Cross Way for a hybrid use (sui generis) to include car workshop with MOT testing facilities, storage and distribution, offices and ancillary showroom for the sale of motor vehicles. Replacement of existing cladding and the installation of glazing to the front elevation Erection of a car wash facility at the rear of the building and the provision of 4 car display spaces, customer car parking and associated works.

Phase 2: The demolition and redevelopment of West Cross House and 1-6 Windsor Close for a new flexible E(g)(iii)/B2/B8 unit with office floorspace, new vehicular access, service yard and basement car parking; undercroft pedestrian and cycle entrance from the Great West Road and cycle store; together with landscaping, boundary and other associated works.

Works to the estate roads, the Shield Drive junction to the Great West Road and the provision of temporary decked car parking to the front of 6 West Cross Way to allow for its continued use and operation as a retail store.'

1.3 The requirement for this report stems from Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990, which requires that special regard be given to the desirability of preserving the special interest of listed buildings or their settings. The National Planning Policy Framework (NPPF) 2021 provides the Government's national planning policy for the conservation of the historic environment. In respect of information requirements, it sets out that:

*'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.'*¹

1.4 Paragraph 195 then sets out that local planning authorities should identify and assess the particular significance of heritage assets that might be affected by proposals,

¹ MHCLG, National Planning Policy Framework (NPPF) 2021– para. 194.

including by development affecting the setting of a heritage asset. They should take this assessment into account when considering the impact of proposals in order to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.

- 1.5 This report has been prepared in line with the legislative and planning policy heritage framework which is detailed in Appendix 1.
- 1.6 This application has been made following a series of pre-application meetings with Hounslow Council. This included an iterative review of the emerging design to ensure the design appropriately responds to the sites sensitivities, including those heritage assets identified in this report.
- 1.7 This report should be read in conjunction with the full planning submission material, including drawings package and Design and Access Statement, prepared by Chetwoods London Ltd as part of the full application submission material.

Structure of this Report

- 1.8 In accordance with the legislative and policy requirements outlined above, **Section 2** of this report firstly identifies the relevant heritage assets within the Site and its vicinity, the significance of which may be affected by direct or indirect impacts from the proposals at application. These have been confirmed for assessment through desktop and subsequent fieldwork analysis.
- 1.9 **Section 3** of this report provides a description of the Site and its surroundings, in order to establish context, and so to inform an understanding of the Site's contribution to the significance of nearby heritage assets in later sections. Although a site visit has been attended, direct access to primary and secondary sources as part of archival research has been limited due to adherence of the proper health and safety requirements in light of COVID-19.
- 1.10 **Section 4** provides proportionate statements of significance for each of the identified heritage assets that may be affected by the proposed development. These summaries are proportionate to both the importance of the asset and the nature, scale and extent of likely indirect impacts. This includes a description of the contribution of the Site to the significance of the heritage assets, as an element within their settings, using established national guidelines.
- 1.11 **Section 5** describes the application proposals and assesses the heritage impacts of the scheme design. **Section 6** completes this report with a summary of the findings of this heritage impact assessment of the proposed scheme design, and also its conclusions.
- 1.12 **Appendix 1** provides a full review of relevant legislative and policy context. The list entries for the identified listed buildings are included in **Appendix 2**.

2. Heritage Assets

Introduction

- 2.1 The National Planning Policy Framework (NPPF) updated 2021 defines a heritage asset as:

“A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest.”²

Designated Heritage Assets

- 2.2 Designated heritage assets are those which possess a level of heritage interest that justifies designation under relevant legislation and are then subject to particular procedures in planning decisions that involve them.

Listed Buildings

- 2.3 There are a number of statutory listed buildings of special architectural or historic interest located within the Study Area, which have been designated nationally on the advice of Historic England or its predecessors. The listed buildings for the purposes of assessment are listed in **Table 2.1**.

Table 2.1: Listed buildings included for assessment.

Listed Building	Grade	Location
Central Gates, Gate Piers and Railings to the Former Firestone Factory. Designated 23 October 2001	Grade II	Located within the Site boundary
Westlink House (former Pyrene Factory) Designated 12 February 1981	Grade II	Located on the Great West Road, c.35m opposite the Site
991, Great West Road (formerly occupied by Curry’s Ltd) Designated 13 January 1994	Grade II	Located on the Great West Road, c.150m west of the Site
Part of the Former Coty Factory Premises Designated 12 February 1981	Grade II	Located on the Great West Road, c.150m east of the Site

² MHCLG, National Planning Policy Framework (NPPF) 2021 - Annex 2: Glossary

- 2.4 List Entries for each of the identified listed buildings have been provided by Historic England³, which are also included at **Appendix 2** for reference.
- 2.5 There are further listed buildings within the wider townscape surrounding the Site but at a greater distance. It is our assessment however that the development proposals would not affect our understanding or appreciation of the significance of these other designated heritage assets through impact on their wider settings and views. This is because of the screening effects of distance, topography, established street patterns and built development and or vegetation, or by virtue of their different historical development and or particular heritage interests.

Non-Designated Heritage Assets

- 2.6 The NPPF identifies that heritage assets include not only designated heritage assets, such as listed buildings and conservation areas, but also assets that may be identified by the local planning authority during the plan making and or application process (including through the Council-led process of local listing). These are described for the purposes of the NPPF as ‘non-designated heritage assets’. This would be a further material consideration in planning terms.
- 2.7 The London Borough of Hounslow maintains a local list of buildings or sites which are recognized for their contribution to the local character and distinctiveness, this was last updated in September 2019. There are no non-designated heritage assets located within the Site. It is our assessment that the proposed redevelopment does not have the potential to impact any of these non-designated heritage assets.
- 2.8 It is noted that the potential implications of any proposed development on Site on the archaeological resource below ground is likely to be a further planning consideration, but which is outside the remit of this reporting and will need to be addressed separately.

³ HE, The National Heritage List for England (website)

3. Site Description and Context

Introduction

- 3.1 The Site is located in the London Borough of Hounslow, immediately north of the Great West Road (A4), west of Brentford.
- 3.2 The Great West Road dates back to the late 1920's when the area established itself as a leading industrial location. The areas success earned it the nickname the 'Golden Mile' and remains home to a number of impressive Art Deco buildings related to these former industries. The area still attracts a number of high-profile companies including Glaxo Smith Kline (GSK) and Sky, which are focused on this section of the Great West Road.

Historical development

- 3.3 Before 1920, the land making up the site was agricultural, associated with the nearby Syonhill Farm, northwest of Brentford, and to the west of the crossover between the Brentford Branch of the Great Western Railway and the London and South Western Loop Line (**Figure 3.1**). No major industrial activity was present at this time, though the railways sit as dominant features within this landscape as key transport and commercial links to nearby Brentford.

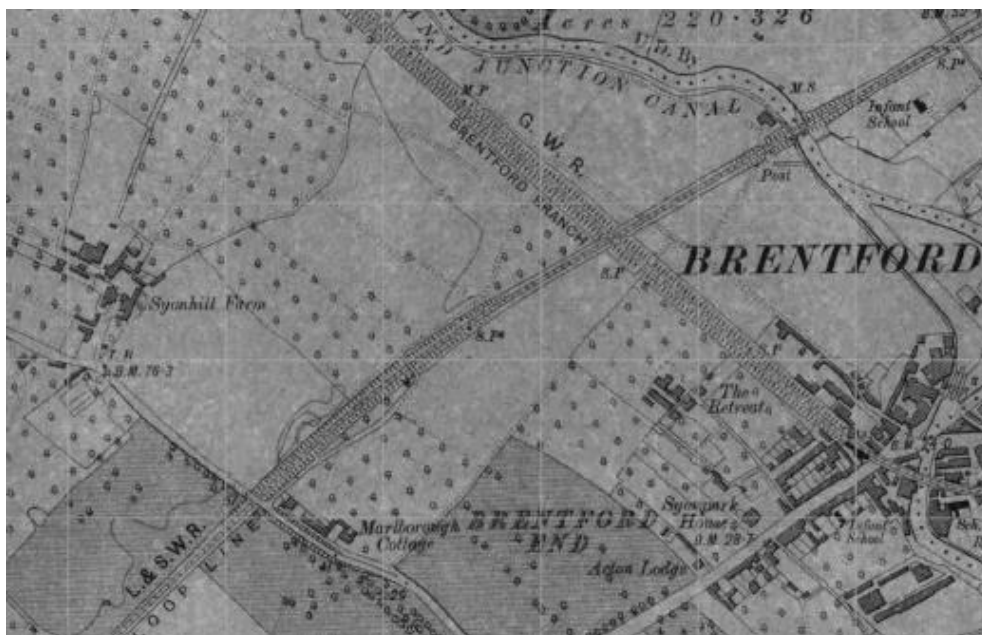


Figure 3.1: 1:10,560 OS Map published 1920.

- 3.4 The Great West Road was built in the 1920s to relieve congestion through Chiswick, Brentford and Hounslow. The first section through Brentford and Hounslow was opened in 1925 and was followed by the development of what is often referred to as 'The Golden Mile' due to the many showpiece factories constructed along its length in the late 1920's and 1930's (**Figure 3.2**). The road became the principle showcase of a

new type of open and hygienic factories for household names such as Firestone, Pyrene and Gillette.

- 3.5 The architecture also reflected the period with symmetrical modern facades, embellished with jazz motifs inspired by a variety of sources from aeronautical to Egyptian. The most successful architects, designing factories and warehouses along the road were Wallis, Gilbert & Partners, who designed numerous factory buildings in the early 20th century including string of factories along the Great West Road such as the Pyrene, Firestone and Coty. The original Firestone building being built in 1928.

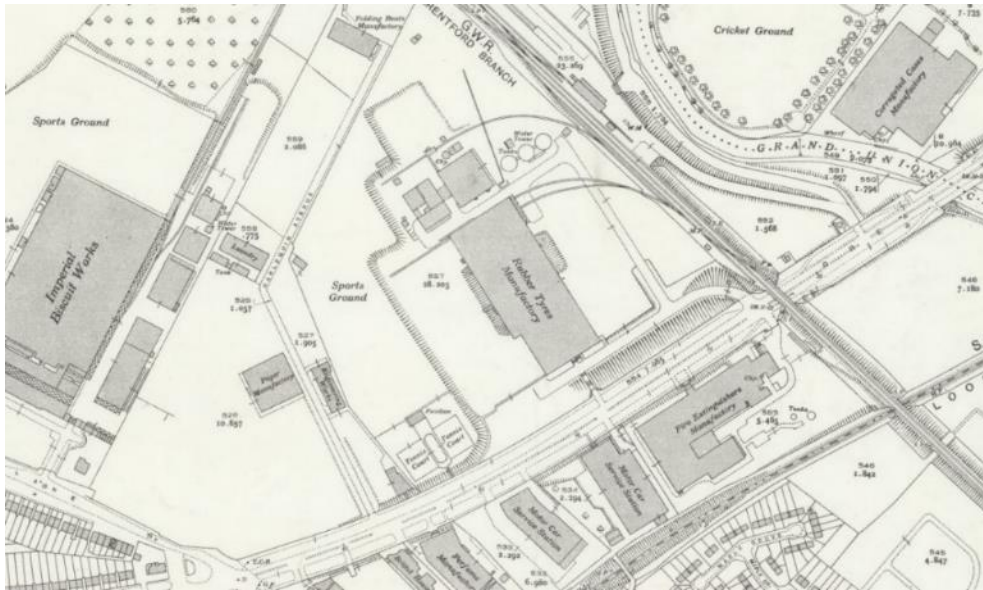


Figure 3.2: Detail of the 1:25 Inch OS Map published 1936. Former Firestone Factory located centre of image.

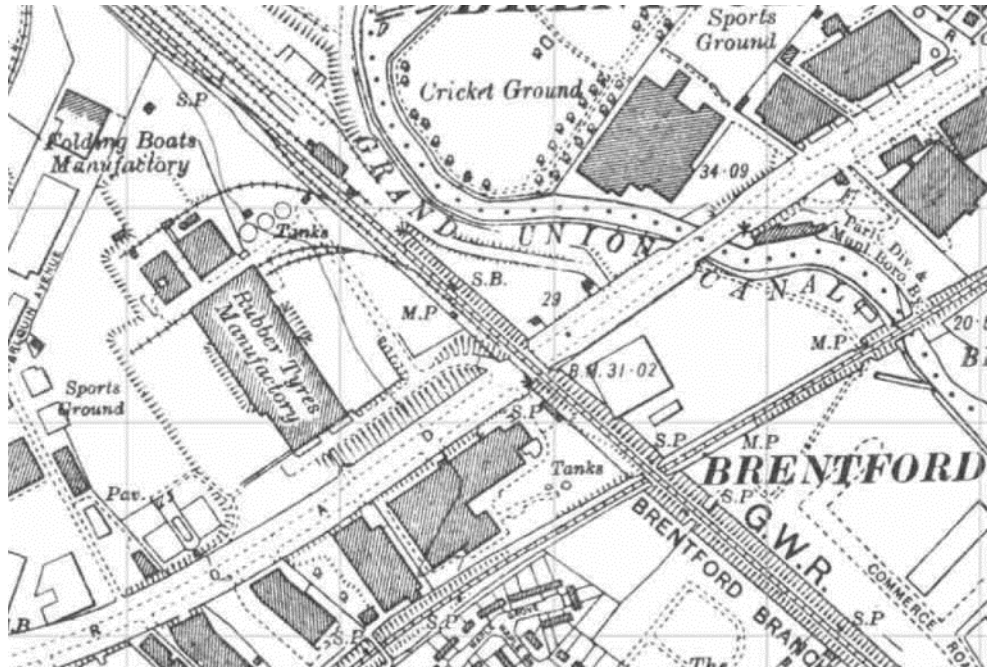


Figure 3.3: Detail of 1:10,560 OS Map published 1938. Pale square shape east of the railway indicates the new 991 Great West Road.

- 3.6 The Firestone Factory was one of the first industrial buildings built on the newly constructed Great West Road and is representative of the growth of purpose built factory buildings supporting the emerging automotive industries. Opposite the Firestone Building was the Pyrene factory (constructing fire extinguishers and car components) and factories for Packard Cars and Lincoln Cars also located opposite.⁴ These were buildings were at the forefront of design, representing the development of new commercial industry with other factories such as the Gillette razor blade factory and the Maclean's Toothpaste works representing the wider growth of new consumer products.
- 3.7 The Firestone Factory appears to have gone through three main phases of development, although other phases and alterations are likely to have occurred whilst it was operational.
- 3.8 The first phase was designed by Wallis, Gilbert & Partners and comprised offices fronting onto the Great West Road with north-lit factory buildings behind. The architectural detailing and embellishment was focused on the front elevation where the building faced onto the Great West Road, creating a landmark for passing traffic. The striking Art Deco design incorporated Egyptian motifs around a symmetrical temple-like design with a columns forming a portico in antis with centralised entrance and stair towers either side (**Figure 3.4** and **Figure 3.5**).

⁴ K. A. Morrison and J. Minnis, 2012, *Carscapes, The Motor Car, Architecture and Landscape in England* (Yale University Press), pp.30-34.



Figure 3.4: Aerial photo of the Firestone Factory under construction c.1928 (<https://britainfromabove.org.uk/en/image/EPW023233>)



Figure 3.5: Firestone Factory c.1928

3.9 The Firestone Factory was expanded prior to the 1950's with two factory wings either side of the main building. These were single storey north-lit factory blocks symmetrically located either side of the central offices but also set back, expanding on the existing floorplan of the factory. These wings were utilitarian in character but maintained the rhythm of fenestration across the elevation fronting onto the Great West Road (**Figure 3.6**).



Figure 3.6: Aerial photo of the Firestone Factory under construction c.1953 (<https://britainfromabove.org.uk/en/image/EAW050743>)

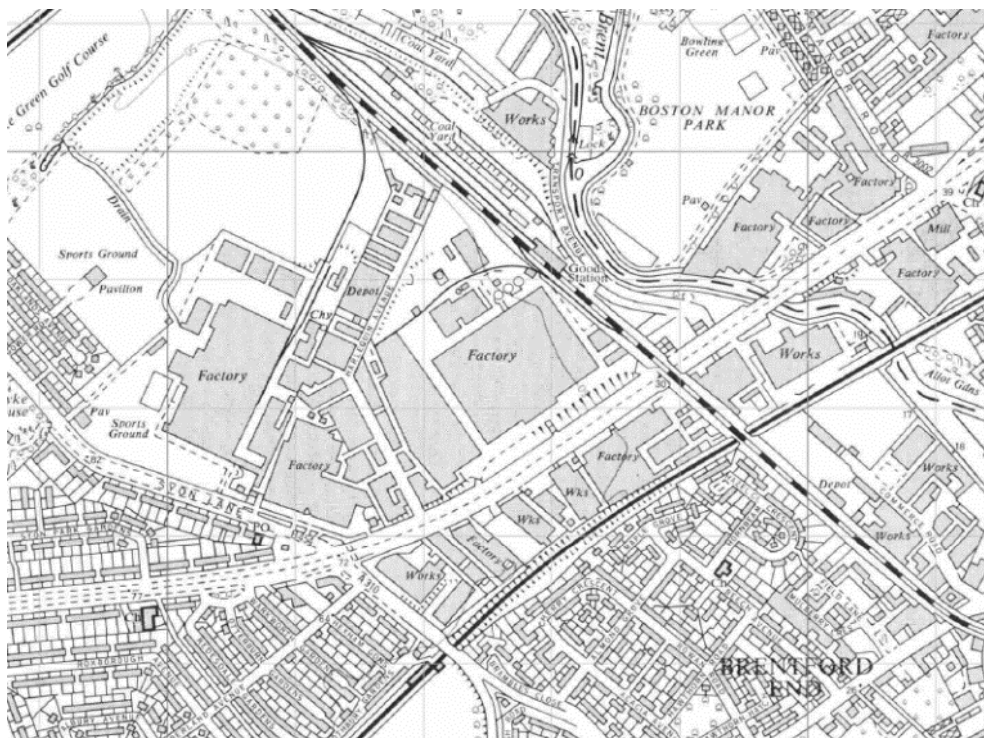


Figure 3.7: 1:10,560 OS Map published 1966

3.10 The building was further expanded prior to 1963, when the estate itself was enlarged to include additional buildings to the east. The two side wings of the factory were raised by another storey with the Firestone logo emblazoned across the front. An adjacent plot to the west was similarly designed, again with white rendered factory buildings which maintained the pattern of fenestration from the main building (**Figure 3.7** and **Figure 3.8**). In this period the railings and piers were also expanded around the whole estate, these can be distinguished by the white railings in comparison to the original black painted railings and detailed gates (**Figure 3.9**). This development is representative of the wider expansion of factories and warehouses during this period, focusing on the arterial roads into London as there was a growing reliance on roads for goods transport.



Figure 3.8: Firestone Factory c.1963.



Figure 3.9: Firestone Building prior to demolition.

- 3.11 The architecture of the Firestone Factory was critically disparaged by architectural commentators when originally opened in the 1920's, but in the late 20th century became newly appreciated as representative examples of the architecture of the period and its association with changes in transport and interwar commercial industry.
- 3.12 The case of the Firestone Factory is notable because its demolition became one of the most important conservation events in the 20th century, resulting in the growth of many conservation groups. In 1979 Firestone announced the closure of the Brentford factory. Following its sale for development the building had been put forward for spot listing as a statutory listed building. The building was then demolished over a bank holiday weekend in 1980 before the listing was secured leading to controversy that this had been undertaken pre-emptively in anticipation of the listing (**Figure 3.10**). The demolition was followed by public outrage that resulted in greater attention being given to protection of similar buildings and the case becoming a key moment in stakeholder groups including The Twentieth Century Society and SAVE Britain's Heritage.



Figure 3.10: Demolition of the Firestone tyre factory in 1980.

3.13 Following the demolition of the Firestone Factory, West Cross House was constructed on the Site with the surviving gates, gate piers and railings to the former Firestone Factory retained and now statutory grade II listed (**Figure 3.11**)

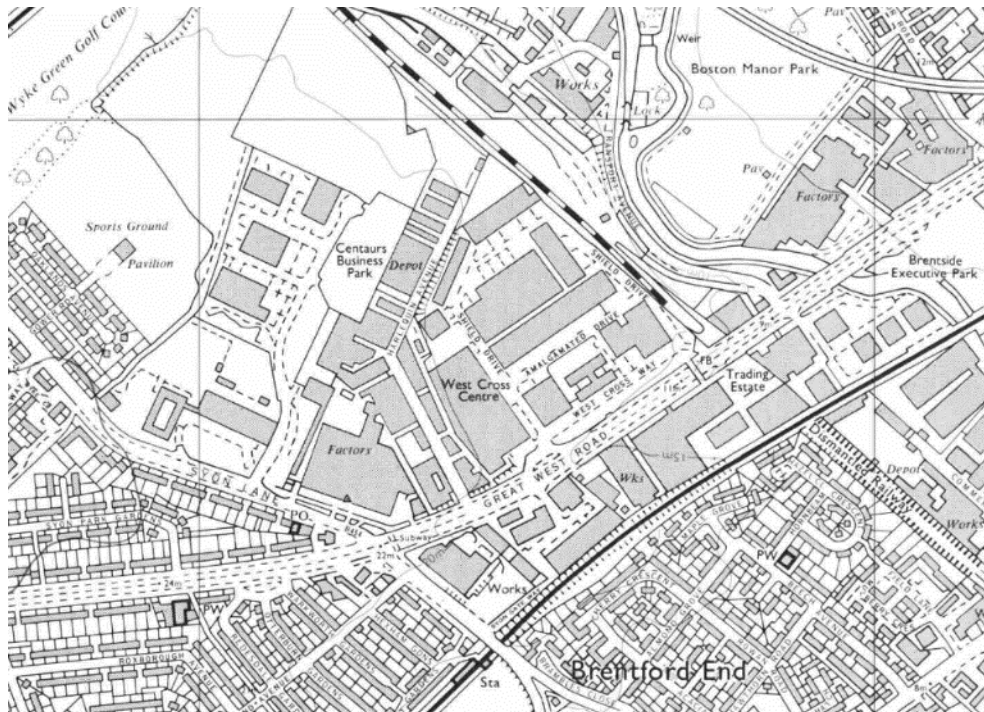


Figure 3.11: 1:10,000 OS Map published 1987. The Firestone Factory has been replaced by a new 'T' shaped building.

4. Heritage Significance

Introduction

- 4.1 The NPPF 2021 defines the significance of a heritage asset as:

“The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.”⁵

- 4.2 The NPPF defines the setting of a heritage asset as:

“The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.”⁶

- 4.3 Historic England has published general guidance with regard to the preparation of statements of heritage significance, and how the proper analysis of the significance of heritage assets should be used to inform an assessment of impacts on that significance as a result of proposed change / applications.⁷

- 4.4 Historic England also provides guidance⁸ in respect of the setting and views of heritage assets, providing detail on understanding setting and views and the associated assessment of the impact of any changes. This presents a series of attributes of a setting which can be used to help assess its contribution to the significance of a heritage asset. These can comprise the asset’s physical surroundings; the experience of the asset; and the asset’s associative attributes.

- 4.5 Historic England has also has provided further guidance in the past for their staff (and others) on their approach to making decisions and offering guidance about all aspects of England’s historic environment.⁹ This provides advice on how to assess the contribution of elements of a heritage asset, or within its setting, to its significance in terms of its “heritage values”. These include: evidential, historical, aesthetic and communal. This supplements the established definitions of heritage significance and special interest set out in founding legislation and more recent national planning policy and guidance / advice.

Listed Buildings

- 4.6 Listed buildings are designated heritage assets that have special architectural or historic interest that are, for the time being, included in a list compiled or approved by the Secretary of State under Section 1 of the Planning (Listed Buildings & Conservation Areas) Act 1990; for the purposes of that Act. The principles of selection for listed

⁵ MHCLG, National Planning Policy Framework (NPPF) 2021 – Annex 2: Glossary

⁶ MHCLG, National Planning Policy Framework (NPPF) 2021 – Annex 2: Glossary

⁷ Historic England: Advice Note 12: Statements of Heritage Significance 2019

⁸ Historic England, Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets, 2017 (2nd Ed.)

⁹ English Heritage (now Historic England) Conservation Principles: Policies and Guidance, 2008

buildings are published by the Department of Culture, Media and Sport and supported by Historic England's Listing Selection Guides for each building type.¹⁰

Assessment

- 4.7 The following section provides proportionate statements of significance for each of the identified built heritage assets, the significance of which would be affected by the proposed development, including an assessment of the site's contribution (if any) to significance as an element of each asset and / or its setting (as relevant). That assessment of heritage significance is undertaken on the basis of published information, targeted historical research and on-site visual survey. The assessment is proportionate to the importance of the identified heritage assets and sufficient to inform the decision-making process.

¹⁰ DCMS. Principles of Selection for Designating Buildings, 2018

Central Gates, Gate Piers and Railings to the Former Firestone Factory (Grade II Listed Building)

Overview

- 4.8 The Central Gates, Gate Piers and Railings to the Former Firestone Factory were added to the statutory list on the 23rd October 2001. The inclusion as a grade II listed building is representative of the buildings national importance and its special architectural and historic interest. The list description reads as follows:

*'Central gates, gate piers and railings to the former Firestone Factory. 1928 by Wallis, Gilbert and Partners. Reinforced concrete, cast iron railings and lanterns. The former central pedestrian entrance to the Firestone Factory, comprising a pair of outer piers, two runs of original railings; a pair of gate piers with double gates; two plinths supporting lanterns either side of a flight of shallow steps; and a pair of lower piers at the top of the stairs. The piers are designed in a highly characteristic Jazz Modern idiom: they are pylon-shaped, with staggered keystone motifs to the tops and fluting to the upper friezes. The lantern plinths have similar profiles, but also include central sections with scrolled ornament. The railings are Egyptian in style, with square rails with blunt terminals. The gates are similar in style, with central circular bosses with shields containing the letter 'F', supported on X-motifs. The lanterns behind have square bases, with winged 'F's to each face, set between wings; the tapering standards are circular in section, and reeded; the distinctive lanterns on top have chevron ornament to each face, and gilt ribs to each angle. The other stretches of railings and piers have been compromised by the loss of the original railings and are not included within this list description. HISTORY: this was the central pedestrian entrance to the now-demolished Firestone Factory, designed by Wallis, Gilbert and Partners in 1928 and celebrated as one of the finest interwar factories; it was demolished in 1980 on the eve of being decreed a listed building. The factory embodied the industrial expansion of interwar London; the rise of arterial roads with factories built on them; the development of the automotive industry, following the growth of road transport; and the strongly Modernistic architectural flavour that these factories were given. Wallis, Gilbert were the leading architects of such Jazz Age buildings.'*¹¹

¹¹ <https://historicengland.org.uk/listing/the-list/list-entry/1389664>



Figure 4.1: Gates, Piers and Railings to the former Firestone Factory, viewed from Great West Road



Figure 4.2: Detail of gates and piers to the former Firestone Factory



Figure 4.3: Gates, Piers and Railings to the former Firestone Factory, viewed from top

Special Architectural and Historic Interest

- 4.9 The central gates, piers and cast iron railings of the former Firestone Factory (now demolished) are still in-situ and remain the only element of that building to survive. They were built in 1928 to the design of Wallis, Gilbert and Partners, forming the main pedestrian entrance to the Firestone Factory. Wallis, Gilbert and Partners are notable architects, known for their design of industrial and commercial buildings during the interwar period and for pioneering the use of Art Deco and Jazz Moderne design in their industrial buildings. This association makes a significant contribution to the architectural interest.
- 4.10 They are comprised of reinforced concrete piers that sit in pairs, interceded by two sections of original railings, a pair of gate piers with double gates, two plinths supporting lanterns, and a flight of shallow steps, with a further pair positioned at the top. All are highly stylised, following a Jazz Modern idiom, coordinated through the pier's pylon-shapes, staggered keystone motifs and fluting on the upper friezes. The lantern plinths are stylistically homogenous bearing distinctive scrolled ornamentation. The square profile of the railings, featuring blunt terminals, references Egyptian design. The gates have central circular bosses with shields containing the letter 'F', supported on X-motifs. The elaborate design and detailing of this street furniture was linked to the front elevation of the Firestone building. The largely unaltered appearance of the original design to the building makes a significant contribution to their architectural interest.
- 4.11 The central gates, gate piers and cast iron railings have historic interest through their association with interwar industrial development in London. This resulted in the

growth of consumer industries and specifically in the development of the automotive industry. In addition they have historic interest through their association with the conservation efforts that arose following the demolition of that factory. Their retention is, in part, representative of the public outcry that followed the demolition of the Firestone Factory and the greater attention given to the conservation of 20th century industrial buildings following its loss.

- 4.12 The central gates, piers and railings also have heritage interest due to their group value associated with other contemporary industrial buildings located on the Great West Road. The success of industrial development resulted in this area begin dubbed 'the Golden Mile' and many of the surviving buildings from the interwar period are now statutory listed as a result of their architectural and historic interest. These building share the Art Deco design style with the gates, piers and railings, and in this area form a cohesive group that survive from that period.

Contribution of Setting and Site to Significance

- 4.13 The Gates, Piers and Railings front onto the Great West Road and form the estate boundary to this road. The use of architectural detailing to this boundary treatment was intended to be seen by passing road traffic and act as a showpiece for the former Firestone Factory. The West Cross Estate behind is located on the footprint of the former Firestone Factory for which they were constructed. As such, the functional and historical relationship of the gates, piers and railings with the Great West Road and the West Cross Estate makes an important contribution to the heritage significance of the listed building.
- 4.14 The listing description covers the central gates, piers and railings but the railings, piers and boundary treatment extends the length of the estates boundary with the Great West Road. These additional railings and piers represent the expansion of the factory in the 1960's. The additional railings are painted white instead of black and are a simple design, the additional piers are constructed to a design matching the Art Deco originals (**Figure 4.4**). The additional railings, piers and boundary treatment are in keeping with the overall aesthetic of the listed structures and are intrinsically linked through their historical association. As such, they are considered to contribute to the heritage significance of the listed building.



Figure 4.4: Additional railings and piers fronting the Great West Road

- 4.15 The Great West Road includes a number of former industrial buildings that are contemporary with the Gates, Piers and Railings of the former Firestone Factory. Most notably the grade II listed Westlink House (former Pyrene Factory) located opposite, which was also designed by Wallis, Gilbert and Partners. Where these contemporary buildings are located within close proximity, they form a contextual group with the listed Gates, Piers and Railings that assists the legibility of their architectural language and contributes to their heritage significance.
- 4.16 The Site is located in the former plot of the Firestone Factory and maintains a visible link to the function of the Gates, Piers and Railings. However, the entrance to West Cross House is offset from the piers, breaking the visible link between the buildings. Moreover, the modern glass elevations of the building provides little architectural association to the listed building and is considered to sit uncomfortably in its juxtaposition of style. As such, the existing buildings are not considered to make a contribution to the heritage significance of the listed building. Instead, it is considered that the unsympathetic architecture and location of West Cross House detracts from the architectural and historical interests of the listed building.

Westlink House (Grade II Listed Building)

Special Architectural and Historic Interest

- 4.17 Westlink House is former Pyrene II Factory which was designed by Wallis, Gilbert and Partners in 1928 and constructed just after the Firestone Factory opposite. The building has a prominent Art Deco design focused on a central tower and entrance. The building is composed over two storeys with a largely symmetrical frontage onto the Great West Road. The central tower, of four storeys, is the focus of embellishment with stepped haunches, abstract moulded features at the top and a richly decorated doorway which forms the focal point. The survival of the original design which is associated with one of the most notable industrial architects of the period is a major contributor to the buildings architectural interest.
- 4.18 The Pyrene Company were best known for their fire extinguishing equipment and the factory included a demonstration ground alongside the factory. In addition Pyrene 'car bumper' division produced a significant amount of the car bumpers for the UK motor industry. The buildings association with the historically significant industries and a notable company contributes to the historical interest of the building.
- 4.19 Westlink House has further heritage interest due to the group value associated with other contemporary industrial buildings located on the Great West Road. The success of industrial development resulted in this area begin dubbed 'the Golden Mile' and many of the surviving buildings from the interwar period are not statutory listed as a result of their architectural and historic interest. These building share the Art Deco design with Westlink House and form a cohesive group that survive from that period.



Figure 4.5: Westlink House

Contribution of Setting and Site to Significance

- 4.20 Westlink House fronts onto the Great West Road and was designed to be a showpiece of the company, seen by passing traffic. As such, the functional and historical relationship with the Great West Road makes an important contribution to the heritage significance of the listed building.
- 4.21 This building has significant group value with other contemporary interwar industrial buildings located on the Great West Road, including the Gates, Piers and Railings of the former Firestone Factory opposite, which were designed by the same architects, Wallis, Gilbert and Partners. Where these contemporary buildings are located within close to each other they form a contextual group with a shared architectural language that contributes to its heritage significance.
- 4.22 West Cross House is not considered to make a contribution to the setting of the listed building, given the modern design of the post-1980s office building.

991, Great West Road (Grade II Listed Building)

Special Architectural and Historic Interest

- 4.23 This warehouse, completed in 1936 by F. E. Simpkins for Curry's Ltd, is significant given its consistent period style and industrial history, originally functioning as the distribution centre for the Curry's chain of shops.
- 4.24 It is built of reinforced concrete with steel frame utilised within its structure in parts. Flat roofs and a front range, intersected by an impressive staircase tower centrepiece, form a large and cohesive symmetrical composition. Windows accentuate horizontality across, bookended by idiosyncratic arched windows on each side. Adjacent to the middle tower, they are curved in a typically 'moderne' manner. The tower features corner pilasters, a toothed top, central clock and a bold tripartite staircase window.
- 4.25 The building is highly significant principally as a result of the survival of original fabric and design. It has particular group value alongside other designated heritage assets on the Great West Road of similar industrial typologies. This area was notable for consisting of many modernist interwar factories and warehouses.



Figure 4.6: South face of 991, Great West Road

Contribution of Setting and Site to Significance

- 4.26 No. 991, Great West Road was constructed in a bold Art Deco Design fronting onto this main trunk road into London as a showpiece of design and advertisement of the company. As such, the functional and historical relationship with the Great West Road makes an important contribution to the heritage significance of the listed building.
- 4.27 This building has significant group value with other contemporary interwar industrial buildings located on the Great West Road, including the Gates, Piers and Railings of the former Firestone Factory. Where these contemporary buildings are located within close proximity, they form a contextual group with a shared architectural language that contributes to its heritage significance.
- 4.28 West Cross House is not considered to make a contribution to the setting of this building, given the modern design of the post-1980 office building.

Part of Former Coty Factory Premises (Grade II Listed Building)

Special Architectural and Historic Interest

- 4.29 This building has special architectural and historic significance as an example of the Modernistic work of Wallis, Gilbert and Partners. It was constructed in 1933, following the expansion of other factory and warehouse buildings along the Great West Road. The Art Deco design is symmetrically formed with white rendered brick on a steel frame, it has a continuous shaped parapet, with triple horizontal clasp motifs contained within the angles beneath. There are raised features at the corners and a quasi-pediment over the name-panel in centre. The long, small-pane, metal windows emphasise its horizontal dimensions and are typical of the period. Pillars forming vertical accents are comparatively very slight. Classical motifs are reworked in this modern, façade to create an architectural composition typical of the period.
- 4.30 The building has significance principally associated with the survival of original fabric and design. It has particular group value alongside other designated heritage assets on the Great West Road of similar industrial typologies. This area was notable for consisting of many modernist interwar factories and warehouses.



Figure 4.7: Former Coty Factory Premises

Contribution of Setting and Site to Significance

- 4.31 The former Coty Factory was designed by the same architects as the Firestone Factory and former Pyrene factory, Wallis, Gilbert and Partners. These were designed with bold Art Deco frontages to face onto the Great West Road as an advertisement for the company to be seen by passing traffic. As such, the functional and historical relationship with the Great West Road makes an important contribution to the heritage significance of the listed building.

- 4.32 This building has significant group value with other contemporary interwar industrial buildings located on the Great West Road, including the Gates, Piers and Railings of the former Firestone Building, which were designed by the same architects, Wallis, Gilbert and Partners. Where these contemporary buildings are located within close proximity, they form a contextual group with a shared architectural language that contributes to its heritage significance.
- 4.33 West Cross House is not considered to make a contribution to the setting of this building, given the modern design of the post-1980 office building.

5. Application Proposals and Heritage Impacts

Introduction

Scheme Proposals

5.1 The application is submitted on behalf of Legal & General Assurance Pensions Management Limited (L&G) which is the freehold owner of, and long- term investor in the site. It has been preceded by considerable, supportive, pre-application engagement with officers at the Council together with local consultation. This proposal consists of the phased redevelopment of 1 West Cross Way, West Cross House and 1-6 Windsor Close, all within the West Cross Industrial Estate, comprising the following:

- Phase 1: Use of 1 West Cross Way for a hybrid use (sui generis) to include car workshop with MOT testing facilities, storage and distribution, offices and ancillary showroom for the sale of motor vehicles. Replacement of existing cladding and the installation of glazing to the front elevation Erection of a car wash facility at the rear of the building and the provision of 4 car display spaces, customer car parking and associated works.
- Phase 2: The demolition and redevelopment of West Cross House and 1-6 Windsor Close for a new flexible E(g)(iii)/B2/B8 unit with office floorspace, new vehicular access, service yard and basement car parking; undercroft pedestrian and cycle entrance from the Great West Road and cycle store; together with landscaping, boundary and other associated works. Works at the Shield Drive junction to improve pedestrian and cycle access, works to the estate roads and footways, and the provision of temporary decked car parking to the front of 6 West Cross Way to allow for its continued use and operation as a retail store.

5.2 The description of development is as follows:

'The phased redevelopment of 1 West Cross Way, West Cross House and 1-6 Windsor Close, all within the West Cross Industrial Estate, comprising the following:

Phase 1: Use of 1 West Cross Way for a hybrid use (sui generis) to include car workshop with MOT testing facilities, storage and distribution, offices and ancillary showroom for the sale of motor vehicles. Replacement of existing cladding and the installation of glazing to the front elevation Erection of a car wash facility at the rear of the building and the provision of 4 car display spaces, customer car parking and associated works.

Phase 2: The demolition and redevelopment of West Cross House and 1-6 Windsor Close for a new flexible E(g)(iii)/B2/B8 unit with office floorspace, new vehicular access, service yard and basement car parking; undercroft pedestrian and cycle entrance from the Great West Road and cycle store; together with landscaping, boundary and other associated works.

Works to the estate roads, the Shield Drive junction to the Great West Road and the provision of temporary decked car parking to the front of 6 West Cross Way to allow for its continued use and operation as a retail store.'

5.3 A full drawings package and Design and Access Statement, prepared by Chetwoods London Ltd have been provided as part of the full application submission material and should be read in conjunction with this report.

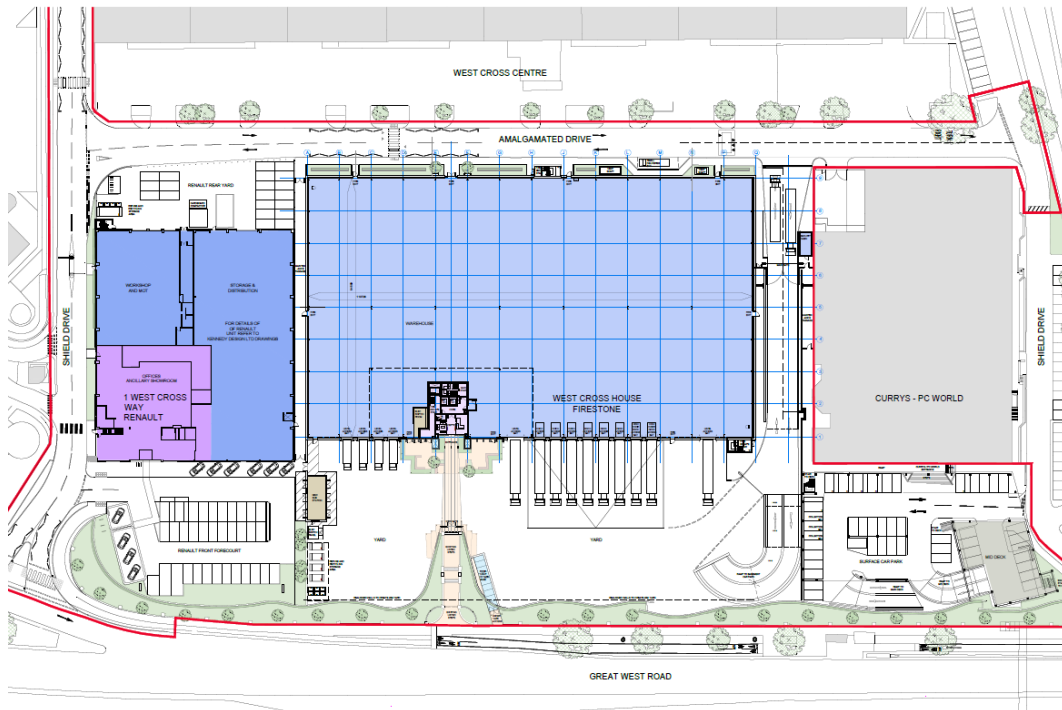


Figure 5.1: Proposed Ground Floor Plan

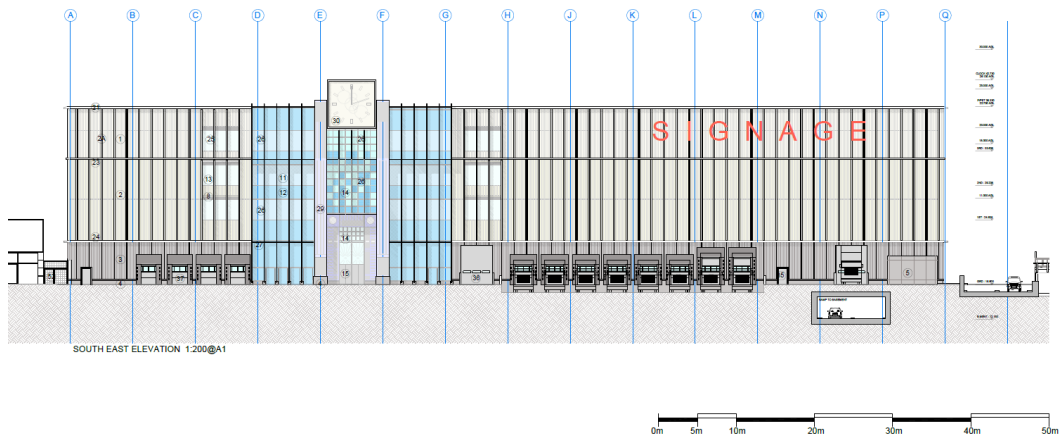


Figure 5.2: Proposed South East Elevation (facing A4 Great West Road)



Figure 5.3: Illustrative CGI views of front elevation to Great West Road

Heritage Impact Assessment

Introduction

- 5.4 The heritage assets which would be affected (either directly or indirectly) by the application proposals for development on this Site have been properly identified in **Section 2** of this report, and their significance (and any contribution of setting) described proportionately in **Section 4** of this report.
- 5.5 This section of the report focusses on describing the likely effect of the scheme proposed on Site on the particular significance of each of the heritage assets identified in the surrounding area. At the end of this section the heritage impacts of the proposed scheme as a whole are reviewed in light of the relevant statutory duties of the Planning Act 1990, national policy within the NPPF 2021 and supporting NPPG, and local planning policy and guidance to be applied with regard to change within the historic environment (Greater London and LB Hounslow authority areas).
- 5.6 The relevant heritage legislation, planning policy and guidance for change within the historic environment has been considered through this process, which is also set out in full at **Appendix 2**.

Central Gates, Gate Piers and Railings to the Former Firestone Factory (Grade II Listed Building)

- 5.7 The existing building, West Cross House, was constructed following the demolition of the Firestone Building in the 1980s and took little consideration to the appearance of the surviving gates, gate piers and railings of the former Firestone factory, or the iconic interwar factories that characterise the Great West Road. Its design is typical of its construction date with glazed curtain wall, paying little regard to the history of the area, and an entrance that is not aligned with the listed central gates that approach from the Great West Road (**Figure 5.4**). As such, the existing building is not considered to make a contribution to the heritage significance of the listed gates, piers and railings and could be considered to detract from its aesthetic due to the off centre alignment.



Figure 5.4: West Cross House, viewed from the Great West Road

5.8 The proposed development has taken a considerate approach that has been informed by the character of the Great West Road and the siting of the listed gates, piers and railings. This design was developed through consultation with Hounslow Council's Conservation and Design officers to ensure it would be appropriate for the location. As such, it is our opinion that the proposed design would enhance the setting of the listed gates, piers and railings due to the following key reasons:

- The entrance of the proposed building is aligned with the steps, restoring the visual connection to the gates, piers and railings that has been lost following the demolition of the Firestone factory (**Figure 5.3**).
- The proposed development would complement the appearance of the listed gates, piers and railings by taking cues from the historical language of Art Deco architecture that characterises the Great West Road and incorporating it into a high-quality contemporary design. This is principally appreciated in the front elevation where the entrance and offices are architecturally enriched and elevated with vertical elements and detailing. This is flanked by more plane elements that maintain a sense of rhythm to the elevation through the use of solar shading. This is in keeping with the principles of design that characterise the Art Deco factories of the Great West Road and the former Firestone factory. The emphasis of design is given to the principle elevation, highlighting the entrance and office blocks with functional factory or warehousing to the sides and rear. These buildings were designed as advertisements of the companies that occupied them and to be seen from the passing road traffic. This is embedded into the proposed design and further displayed by the use of a large area of signage also applied to the front elevation.
- The landscaping takes cues from the design motifs of the listed gates, piers and railings and incorporates them into the proposals. This is best seen in the surface detailing of the entrance which reflects the pier motif and the use of additional railings that are in keeping with the listed railings (**Figure 5.5** and **Figure 5.6**). Furthermore, the landscaping introduces high quality planting and boundary treatment to improve the existing appearance fronting onto the Great West Road.

5.9 The proposed development will also include a new level access entrance located to the east of the listed gates, piers and railings. This is adjacent, but does not directly interact or physically impact any listed elements. The location of the new entrance has been developed through an options assessment which is detailed within the accompanying Design and Access Statement. This process evaluated the options for a lift or location further from the listed elements, however, these were either considered unfeasible due to the operational requirements of the service yard, or visually intrusive, such as the option for a lift.

5.10 The proposed level access entrance has been designed to be subservient to the prominence of the listed gates, piers and railings. This is achieved with a simple design, entered via an automatic gate, which matches the non-listed railings on the Great West Road, to a glazed opening that leads to the basement level (**Figure 5.7**). The glazing is in keeping with the proposed main building to link that contemporary design language

which is complementary to the character of the Great West Road. It is our opinion that the simple, subservient design integrates with the overall proposals whilst retaining the prominence of the listed gates, piers and railings and, as such, would sustain their heritage interest and significance.

- 5.11 Overall, it is considered the proposals would improve the setting of the grade II listed central gates, gate piers and railings to the former Firestone factory and enhance its heritage interest and significance. This is predominantly achieved by aligning the steps to the building entrance and delivering an architectural and landscape design that compliments the Art Deco design of the listed elements and surviving historic industrial buildings on the Great West Road.

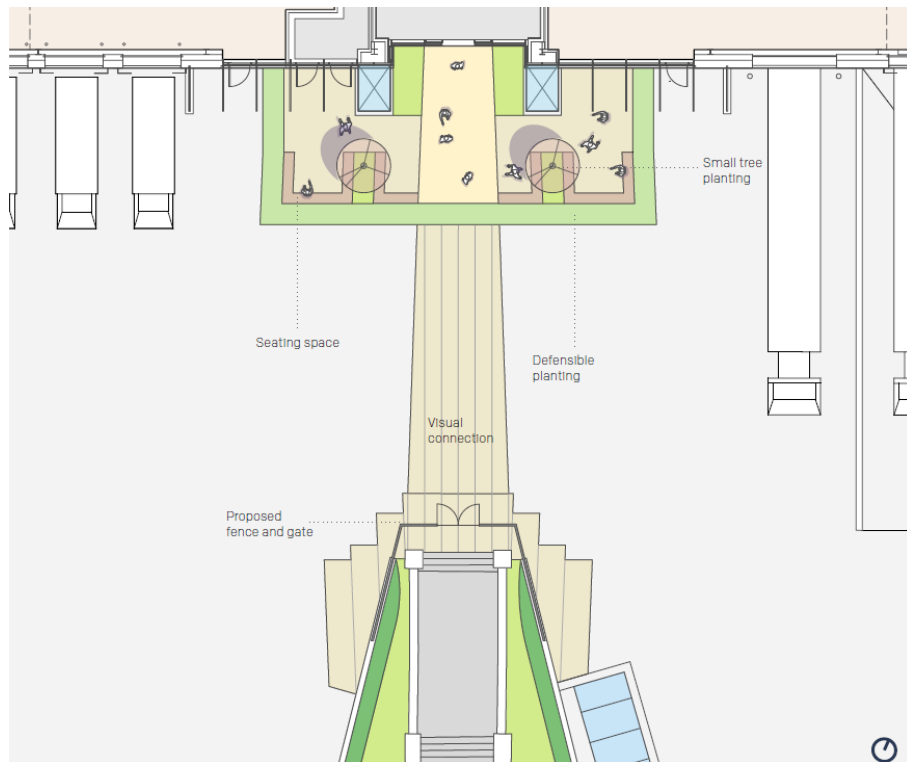


Figure 5.5: Extract of the proposed landscaping and entrance arrangement

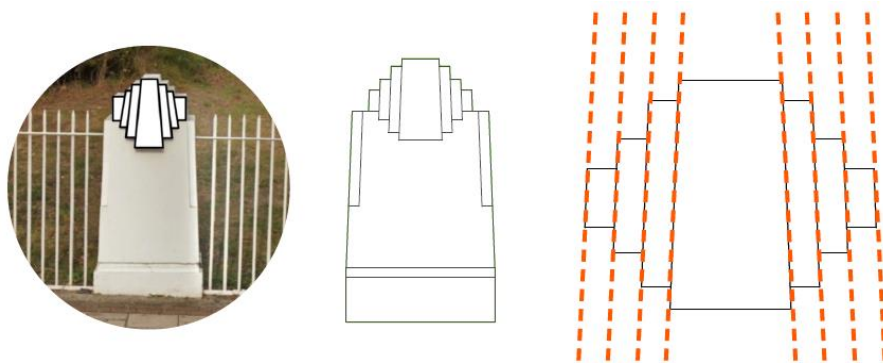


Figure 5.6: Firestone Pier Motif

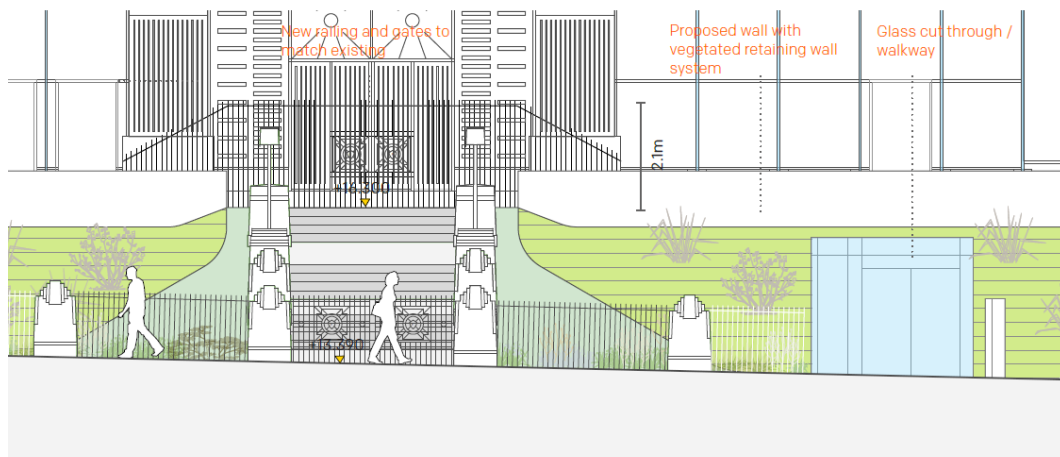


Figure 5.7: Detail of proposed entrance arrangement.

Westlink House (Grade II Listed Building)

5.12 The proposed development is located opposite the listed Westlink House, a former Pyrene Company factory that was designed by the same architects as the Firestone Factory, Wallis, Gilbert and Partners, in an Art Deco style which characterises historic buildings on the Great West Road. The existing West Cross House is not considered to make a contribution to the setting of the listed building, given the modern design of the post-1980s office building. The listed Gates, Piers and Railings of the former Firestone factory, which form part of the proposed development Site, were designed by the same architect and considered to make both a historical and architectural contribution to the heritage significance of the Westlink House.

5.13 It is our opinion that overall the proposed development will provide an enhancement to the setting of Westlink House. This is achieved through the replacement of West Cross House with a building designed to complement the historic character of the Great West Road. The key architectural moves that achieve this include the ‘showpiece’ elevation onto the Great West Road which takes its cues from the Art Deco precursors and packages it into a contemporary design fit for the 21st century. This includes an enriched façade treatment with implied vertical columns, the use of a central clock to elevate the entrance and office block and reference to the plain and long horizontal elevations. For the reasons set out above, it is considered that the proposals would sustain the overall heritage interests and significance of the listed Westlink House.

991, Great West Road (Grade II Listed Building)

5.14 The proposed development is c.150m west of the 991, Great West Road located on the opposite side to the building. It shares a common group value with the surviving former industrial buildings on the Great West Road which are typically characterised by the use of bold Art Deco styling on the principle elevations. These buildings were designed to be seen from passing traffic and acted as advertisements to the companies that occupied them.

5.15 Similarly to both Westlink House and the former Coty Factory, which are also within a visual proximity to the Site, the existing West Cross House is not considered to make a

contribution to the setting of the listed building given its modern design. However, the listed Gates, Piers and Railings of the former Firestone factory, which form part of the proposed development Site, are considered to make both a historical and architectural contribution to the buildings heritage significance due to the group value and setting.

- 5.16 It is our opinion that overall the proposed development will provide an enhancement to the buildings setting. This will be achieved through the replacement of West Cross House with a building designed to complement the historic character of the Great West Road. The key architectural moves that achieve this include the 'showpiece' elevation onto the Great West Road which takes its cues from the Art Deco precursors and packages it into a contemporary design fit for the 21st century. This includes an enriched façade treatment with implied vertical columns, the use of a central clock to elevate the entrance and office block and reference to the plain and long horizontal elevations. For the reasons set out above, it is considered that the proposals would sustain the overall heritage interests and significance of the listed 991, Great West Road.

Part of Former Coty Factory Premises (Grade II Listed Building)

- 5.17 The proposed development is c.150m east of the former Coty Factory, located on the opposite side of the Great West Road. The Coty Factory shares a common group value with the surviving former industrial buildings on the Great West Road and was designed by Wallis, Gilbert and Partners, who also designed the former Firestone Factory and the associated listed Gates, Piers and Railings located within the Site.
- 5.18 Similarly to both Westlink House and 991, Great West Road, which are also within a visual proximity to the Site, the existing West Cross House is not considered to make a contribution to the setting of the listed building given its modern design. However, the listed Gates, Piers and Railings of the former Firestone factory, which form part of the proposed development Site, are considered to make both a historical and architectural contribution to the buildings heritage significance due to the group value and setting.
- 5.19 It is our opinion that overall the proposed development will provide an enhancement to the buildings setting. This will be achieved through the replacement of West Cross House with a building designed to complement the historic character of the Great West Road. The key architectural moves that achieve this include the 'showpiece' elevation onto the Great West Road which takes its cues from the Art Deco precursors and packages it into a contemporary design fit for the 21st century. This includes an enriched façade treatment with implied vertical columns, the use of a central clock to elevate the entrance and office block and reference to the plain and long horizontal elevations. For the reasons set out above, it is considered that the proposals would sustain the overall heritage interests and significance of the listed Former Coty Factory Premises.

Review of Heritage Legislation, Policy and Guidance

Statutory Duties

The Planning (Listed Buildings and Conservation Area) Act 1990

- 5.20 In light of the relevant statutory duty of the Planning Act 1990 (s.66(1)), considerable weight and importance must be given to the requirement to pay special regard to the desirability of preserving the special interest and setting of any listed buildings as part of any application determination.
- 5.21 It is our assessment that the proposals have taken due consideration to the heritage interest of the identified listed buildings that have a potential to be impacted by the proposals. The proposals would result in the replacement of the existing West Cross House with a building that has been designed to be in keeping with the character of the Great West Road. It is our opinion that proposals have been appropriately designed for the location and would complement the identified listed buildings. As such, these proposals would preserve the special interest of the listed buildings identified.

NPPF 2021 (and NPPG 2019)

- 5.22 In accordance with the requirements of paragraphs 194–195 of the NPPF, the significance (and also, where relevant, any contribution of setting to that significance) of the identified designated heritage assets has been described proportionately in **Sections 2 and 3** of this report.
- 5.23 This report and also the full supporting material to this application submission – including the package of drawings, illustrations, visualisations and DAS – demonstrate how due account has taken in developing the design approach for this scheme in accordance with paragraph 197 of the NPPF. This paragraph encourages development proposals to consider the desirability of sustaining and also enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; supporting the contribution that heritage assets can make to sustainable communities including their economic vitality; and, also the desirability of new development making its own positive contribution to local character and distinctiveness.
- 5.24 With regard to the likely affected designated heritage assets, paragraph 199 sets out that great weight should be given to their conservation. Importantly, Annex 2 of the NPPF defines the term “conservation” as the process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance. In our view this is not intended by national planning policy to be a process that looks to prevent change or arrest development, particularly where new development has been shown to be well-considered and well-designed in light of its particular context, and also has the potential to deliver wider public benefits. Our assessment set out in this section of the report is that the significance of each of the identified designated heritage assets (comprising listed buildings and one conservation area) would overall be enhanced, and their significance sustained and not harmed.
- 5.25 The NPPF sets out at paragraph 200 that any harm to, or loss of, the significance of a designated heritage asset should require clear and convincing justification. However, it is our assessment of heritage impacts in this section that harm would not arise to any

of the identified heritage assets as a result of the proposals. The further policy provisions or tests with regard to heritage harm (as set out in paragraphs 201-202) would therefore not apply.

- 5.26 Paragraph 206 of the NPPF states that local planning authorities should look for opportunities for new development within the setting of heritage assets to enhance or better reveal their significance. It is our assessment that overall the proposed development would enhance the setting of those identified heritage assets and therefore should be treated favourably when reviewing this application.

London Plan 2021

- 5.27 This report appropriately identifies the designated heritage assets that could be affected by the application proposals. It is demonstrated that the proposed would conserve and sustain the significance of those designated heritage assets by being sympathetic to the character of the assets' surroundings. This is in accordance with Policy HC1.

London Borough of Hounslow Local Plan 2015

- 5.28 In accordance with the relevant points of Policy CC4 (Heritage), this report concludes that the development proposals would appropriately conserve the significance of the identified heritage assets. The development has been designed to integrate with the existing townscape character and replace an existing building which makes no contribution to the heritage significance of the identified heritage assets.

Great West Corridor Local Plan Review, 2017

- 5.29 In accordance with Policy GWC3 Design and Heritage, the proposals have demonstrated a robust design process with iterative pre-application review and local consultation that has shown the building impacts heritage (designated and undesignated assets).

6. Summary and Conclusions

- 6.1 This Heritage Statement has been prepared by Turley Heritage on behalf of the applicant to provide relevant and proportionate information to the local planning authority with regard to heritage impacts, in support of an application for the proposed development at 1 West Cross Way, West Cross House and 1-6 Windsor Close, Hounslow. This scheme comprises:

'The phased redevelopment of 1 West Cross Way, West Cross House and 1-6 Windsor Close, all within the West Cross Industrial Estate, comprising the following:

Phase 1: Use of 1 West Cross Way for a hybrid use (sui generis) to include car workshop with MOT testing facilities, storage and distribution, offices and ancillary showroom for the sale of motor vehicles. Replacement of existing cladding and the installation of glazing to the front elevation. Erection of a car wash facility at the rear of the building and the provision of 4 car display spaces, customer car parking and associated works.

Phase 2: The demolition and redevelopment of West Cross House and 1-6 Windsor Close for a new flexible E(g)(iii)/B2/B8 unit with office floorspace, new vehicular access, service yard and basement car parking; undercroft pedestrian and cycle entrance from the Great West Road and cycle store; together with landscaping, boundary and other associated works.

Works to the estate roads, the Shield Drive junction to the Great West Road and the provision of temporary decked car parking to the front of 6 West Cross Way to allow for its continued use and operation as a retail store.'

- 6.2 The requirement for this report stems from Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990, which places a duty upon the local planning authority in determining applications for development affecting listed buildings to pay special regard to the desirability of preserving the building or its setting.
- 6.3 To comply with this statutory duty and national planning policy, as set out in the NPPF 2021, heritage asset with a potential to be impacted by these proposals have been identified and their significance described proportionately as part of this report (Sections 2-3). The identified heritage assets include the grade II listed 'Central Gates, Gate Piers and Railings to the Former Firestone Factory' which are located within the Site boundary, although will not be directly impacted by the proposals, and three grade II listed buildings which are considered to share sufficient visible, historical and spatial proximity to be potentially impacted by the proposals; Westlink House (former Pyrene Factory), 991, Great West Road (formerly occupied by Curry's Ltd) and Part of the Former Coty Factory Premises.
- 6.4 This application proposals would involve the demolition and redevelopment of the existing West Cross House and 1-6 Windsor Close for a new flexible development with office floorspace, new vehicular access, service yard and basement car parking; undercroft pedestrian and cycle entrance from the Great West Road and cycle store; together with landscaping, boundary and other associated works.

- 6.5 This has been informed by a thorough understanding of the development history of the Site and its location on the Great West Road, historically coined 'The Golden Mile' through its association with new industrial development in the early-20th century manufacturing and warehousing. Moreover, the proposals have been sensitively designed and informed by a series of pre-application consultations with Hounslow Council's Conservation and Design officers.
- 6.6 A review of the application proposals and their impact on the significance of the listed building has been undertaken in Section 4. The proposals are assessed in light of the relevant statutory duty, national and local planning policy and guidance for heritage assets, which is set out in full at Appendix 2.
- 6.7 The grade II listed Central Gates, Gate Piers and Railings to the Former Firestone Factory are located within the Site boundary. The proposals would not involve any works to directly impact upon the listed gates, piers and railings, however, they would result in a change to their setting. Our assessment concludes that overall, the impact would be positive, resulting to an enhancement as a result of the replacement of the existing building with a more considered design that takes its cues from the Art Deco appearance of the historic buildings of the Great West Road. For this reason, it was also concluded that the design would enhance the setting of the listed building that share a visible relationship with the Site, including the grade II listed Westlink House, former Coty Factory and 991, Great West Road.
- 6.8 It is our assessment of the proposed scheme overall that the identified designated and non-designated heritage assets would each be conserved, and their significance sustained and not harmed as a result. This is in accordance with the aims and principles set out in the relevant statutory duties of the Planning (Listed Buildings and Conservation Areas) Act 1990; national policy set out in the NPPF 2021 and supported by NPPG; and other relevant local policy and guidance, including the London Plan 2021, London Borough of Hounslow Local Plan 2015, and other supplementary planning guidance.

Appendix 1: Heritage Legislation, Policy and Guidance

Legislation

The Planning (Listed Buildings and Conservation Areas) Act 1990

In determining applications for planning permission affecting the setting of statutory listed building, the following duty is placed on the decision maker:

“s66 (1) In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.”

Case law has confirmed that Parliament’s intention in enacting section 66(1) was that decision-makers should give “considerable importance and weight” to the desirability of preserving the special interest and setting of listed buildings, where “preserve” means “to do no harm.”

The presumption is therefore that development proposals should not give rise to harm to the special interest of a listed building. This duty must be borne in mind strongly when considering cases where harm may be considered to accrue, and then the balancing of such harm against public benefits as required by national planning policy.

National Planning Policy

National Planning Policy Framework, 2021

The National Planning Policy Framework (NPPF) is the full statement of Government planning policies. Chapter 16 outlines the Government’s guidance regarding the conservation and enhancement of the historic environment.

Paragraph 194 of the NPPF outlines the information required to support planning applications affecting heritage assets, stating that applicants should describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

Paragraph 197 of the NPPF states that planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 199 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. Conservation is defined as:

“The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.”¹²

¹² MHCLG, National Planning Policy Framework (NPPF) 2021 - Annex 2: Glossary

Paragraph 200 confirms that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.

Paragraph 201 states that where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- the nature of the heritage asset prevents all reasonable uses of the site; and
- no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
- conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
- the harm or loss is outweighed by the benefit of bringing the site back into use.

Paragraph 202 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

Paragraph 206 states that local planning authorities should look for opportunities for new development within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

In weighing applications that directly or indirectly affect non-designated heritage assets, Paragraph 203 of the NPPF states that a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

Development Plan

The London Plan 2021

The new London Plan 2021 was recently adopted in March 2021, and replaces the previous London Plan (2016 with alterations since 2011) and relevant policies. Policy HC1 of the new London Plan which states:

Policy HC1 Heritage conservation and growth:

'A. Boroughs should, in consultation with Historic England and other relevant statutory organisations, develop evidence that demonstrates a clear understanding of London's historic environment. This evidence should be used for identifying, understanding, conserving, and enhancing the historic environment and heritage assets, and improving access to the heritage assets, landscapes and archaeology within their area.

B. Development Plans and strategies should demonstrate a clear understanding of the historic environment and the heritage values of sites or areas and their relationship

with their surroundings. This knowledge should be used to inform the effective integration of London's heritage in regenerative change by:

1) setting out a clear vision that recognises and embeds the role of heritage in place-making

2) utilising the heritage significance of a site or area in the planning and design process

3) integrating the conservation and enhancement of heritage assets and their settings with innovative and creative contextual architectural responses that contribute to their significance and sense of place

4) delivering positive benefits that sustain and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing.

C. Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings, should also be actively managed. Development proposals should seek to avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.

D. Development proposals should identify assets of archaeological significance and use this information to avoid harm or minimise it through design and appropriate mitigation. Where applicable, development should make provision for the protection of significant archaeological assets and landscapes. The protection of undesignated heritage assets of archaeological interest equivalent to a scheduled monument should be given equivalent weight to designated heritage assets.

E. Where heritage assets have been identified as being At Risk, boroughs should identify specific opportunities for them to contribute to regeneration and place-making, and they should set out strategies for their repair and re-use.'

Local Planning Policy and Guidance

Hounslow Local Plan 2015-2030

Policy CC4 Heritage

Our approach

We will identify, conserve and take opportunities to enhance the significance of the borough's heritage assets as a positive means of supporting an area's distinctive character and sense of history.

We will achieve this by

(a) Collating a borough-wide Heritage Strategy to guide a long-term, ambitious strategy for the continued conservation, enhancement and enjoyment of the significance of the borough's heritage assets, in consultation with the borough's local history societies and residents;

(b) Conserving and taking opportunities to enhance the significance of the borough's network of designated and non-designated heritage assets and their settings, identifying new assets where appropriate and recognising the cumulative positive impact of heritage assets in a given area in consultation with the borough's local history societies and residents. We will use Article 4 directions where appropriate to enhance conservation of character or fabric;

(c) Promoting heritage-led regeneration, particularly where this brings long term value and sense of place to development, such as in our town centres and along the Golden Mile. We will aim to secure the regeneration of heritage assets at risk, including those within Gunnersbury Park, Hanworth Park, Boston Manor House and the former Hounslow Powder Mills sites;

(d) Working with Royal Botanic Gardens Kew World Heritage Site, London Borough of Richmond and Historic England to conserve and enhance the outstanding universal values of The Royal Botanical Gardens Kew World Heritage Site, its buffer zone and its setting, including views to and from this asset. This includes assisting in the implementation of the World Heritage Site Management Plan;

(e) Promoting the appropriate re-use of historic buildings and supporting schemes that conserve the significance of, and provide the heritage asset with a sustainable, long-term use;

(f) Working with our network of partners to ensure the borough's heritage is accessible, appreciated, valued and enjoyed by residents, workers and visitors;

(g) Conserving and enhancing the strategic and local views identified in the Urban Context and Character Study that give the borough its character, visual richness and coherence; and by maintaining and updating a schedule of views; and

(h) Conserving and enhancing the borough's beneficial and historic landmarks identified in the Urban Context and Character Study, which provide a strong visual and physical presence in the townscape.

We will expect development proposals to

(i) Conserve and take opportunities to enhance any heritage asset and its setting in a manner appropriate to its significance;

(j) Retain, conserve and reuse a heritage asset in a manner appropriate to its value and significance;

(k) Demonstrate that substantial harm to or loss of a heritage asset is avoided, unless exceptional circumstances can be demonstrated, consistent with the NPPF;

(l) Demonstrate that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset (see Glossary), this harm will be outweighed by the public benefits of the proposal, including securing its optimum viable use; or

(m) Have regard to any harm to, or loss of, the significance of a non-designated heritage asset, including from both direct and indirect effects. Non-designated heritage assets include locally listed buildings, Archaeological Priority Areas and areas of special local character.

Buildings and structures

(n) In the case of alterations, extensions or changes of use of a heritage asset a proposal should demonstrate that:

i. It is in keeping with the character of the building and harmonious with its surroundings and the wider character of the area; and, with particular respect to listed buildings or identified aspects of locally listed buildings, it preserves their special architectural or historic character and any features they may possess;

ii. It is of a high quality design and sympathetic in terms of scale and form to the original building and in the use of materials and other details to the period and style of the original building;

iii. Opportunities to mitigate or adapt to climate change through the re-use or adaptation are maximised as long as this is not to the detriment of important aspects of character;

iv. That it maintains the character of interiors and retain internal features of interest including layouts, methods and means of construction where these are important;

v. That the original use is no longer viable and the benefits of the proposed use are demonstrated and would be in keeping with the character of the area; and

vi. That a record is made and submitted of features of interest found, to be maintained and extended during works. Sustainability and salvage aspects should be factored into proposals.

Strategic and local views

(v) Conserve and enhance any strategic or local views identified in the Urban Context and Character Study and undertake a visual impact assessment to demonstrate no adverse impacts on the designated view or on views from Royal Botanic Gardens Kew World Heritage Site.

Great West Corridor Local Plan Review, 2017

GWC3 Design and Heritage

Key Issues

- The area is fragmented and comprises of a series of disjointed and poorly connected sub-areas. The area does not present a strong and positive identity as a desirable business location, and lacks a clear identity and sense of place.
- Although there are no Conservation Areas in the study area itself there are many in close proximity. The World Heritage Site of Royal Botanic Gardens at Kew include Listed Buildings (Grade I and Grade II) and Scheduled Monuments are also in close proximity to the area. The Great West Corridor sits in the backdrop

of these sensitive views and development, especially of taller buildings, will need to have due regard to their impact on local heritage assets and their setting.

- The high occurrence of existing digital advertisements on the elevated section of the M4 together with other visual stimuli from road signs, buildings, and long rooftop views, means that the M4 is visually cluttered. There is evidence that visual clutter has an increased potential for driver distraction that could lead to poorer vehicle control, especially for older drivers (Austroads, Impact of Roadside Advertising on Road Safety, 2013).
- The area is severed from other areas and from itself, with both the M4 and A4 and the railway serving as barriers to movement. Additionally, there are only a limited number of crossing points over these routes. This problem is further exacerbated by the pattern of commercial development along the A4 corridor, which largely comprises of inward looking estates with limited pedestrian or vehicular connections between them and the wider area beyond.

Our Approach

This Plan seeks to create a strong sense of place and identity for the Great West Corridor. Through a strong urban design led approach the Plan seeks to knit the Great West Corridor well, into its surroundings, and to provide a comprehensive approach to managing new development. In addition to facilitating appropriate development, the plan also seeks to protect and enhance heritage assets within and adjacent to the Corridor, through establishing a coherent and high quality environment with architecturally significant, well designed landmark buildings and features along the M4 and A4 corridors, that create a memorable journey for those travelling through it and for those living and working within it.

We Will Achieve This By:

(a) Working with developers and partners to establish a series of interconnected local places with their own strong characters and identities that build on their strengths, heritage and special features, as well as distinctively express their role and function, through the scale and form of buildings, the quality of open spaces and the mix of their uses and activities.

(b) Making best use of redevelopment opportunities whilst respecting and enhancing the area's distinctive characters and historic environment. (c) Supporting Heritage trails and other community-led initiatives that aim to celebrate and enhance the awareness of the area's history and foster its identity and the sense of belonging. (d) Promoting positive enhancements to the quality of the public realm with well-designed and generous pavements, landscaping, tree planting, a consistent palette of materials, furniture, signage and lighting, as well as enhancements to the underside of the elevated M4. (e) Supporting the creation of public squares at key locations which can help deliver a strong sense of place to the area with a welcoming and vibrant character that offer respite from the busy A4, M4 and railway corridors.

(f) Creating environments that are inclusive and follow Secured by Design principles such as ensuring spaces are well lit, overlooked and feel safe at different times of the day and in the evening. The Council will expect development proposals to: (g) Preserve and enhance heritage assets, bringing back into meaningful use where they have been left empty, abandoned or

underused through enabling development. (h) Respond sensitively to adjoining, neighbouring and relevant heritage assets including Conservation Areas, Registered Parks and Gardens and Kew Gardens World Heritage Site. The Council will support proposals where Heritage buildings play a central role in the 'place making' of the Corridor and are given the prominence they deserve including reinforcing views that allow the appreciation of the asset and its special characteristics and features.

(i) Protect and where possible enhance strategic and local views from Conservation Areas, Registered Parks and Gardens and Kew Gardens World Heritage site (Figure). Development proposals are expected not to have any significant impact and should reinforce the significance of these views where possible, especially views from and impact on surrounding heritage assets such as Gunnersbury Park, Kew Gardens World Heritage Site, Strand on the Green Conservation Area, Kew Green Conservation Area, Wellesley Road Conservation Area, the River Thames Corridor, and listed buildings, such as the Campanile of the London Museum of Water & Steam on Kew Bridge Road.

(j) At the following locations, support the delivery of landmark buildings to create a strengthened and identifiable character for the corridor (Figure 4.4):

i. Chiswick roundabout (eastern gateway landmark) – to mark the eastern edge of the corridor and indicate the transition from the commercial and industrial uses of the corridor to the low rise residential uses to the east; ii. Gillette Corner (an existing western gateway landmark) – to mark the western entrance to the corridor from the A4 and;

iii. The London Gateway where the elevated M4 Motorway merges with the A4 below – to signify arrival into inner London for those travelling on the M4 into the city from Heathrow and the West. (k) Support the delivery of corridor landmark buildings, to confer distinctiveness to the corridor when viewed from street level as well as dynamic views from along the M4, at the following locations (Figure 4.4): i. The inside corner of the M4 at Capital Interchange Way, to respond to the bookend landmark at Chiswick Roundabout.

ii. The site adjacent to the proposed Lionel Road Station (at the junction of Lionel Road South and the A4), which would be subject to the delivery of the station. iii. The corner of Ealing Road and the A4, as a focal point which responds to the existing Kew Eye building on the south side of this intersection and would need to respond appropriately to the existing residential uses to the north

iv. The northern side of the A4 adjacent to the Shield Drive and Transport Avenue – to demarcate the location of the Southall Link Station, subject to the delivery of the station. The design and height of each landmark site are required to be of exceptional quality and be designed so that the built form and general layout positively contribute to wayfinding and the character of the corridor.

(l) The design and height of each landmark site will need to be of exceptional quality and design such that the built form and general layout will positively contribute to wayfinding and the character of the corridor and any associated heritage assets.

(m) Demonstrate that a robust design review process has been undertaken that shows how the building impacts heritage (designated and undesignated assets) and that the skyline has been

tested, considered and appropriately mitigated, through the use of verified view impact studies.

(n) Support the delivery of public realm improvements that will contribute to the creation of a boulevard effect, such as:

i. A well-defined streetscape through a consistent building line and clearly identifiable nonresidential frontage. Building frontages along the M4 should be set back and follow a continuous building line in order to green and animate the street scape

ii. Greening and tree planting

iii. A Council approved consistent suite of street furniture, including, seats, lighting, rubbish bins, cycle stands, landscaping and paving materials and where appropriate, shading.

(o) Contribute to the delivery of public squares at key locations which can help deliver a strong sense of place to the area with a welcoming and vibrant character that offer respite from the busy A4, M4 and railway corridors.

(p) Assess the impact of new or altered advertisement signage on the streetscape and on road users on the M4 and A4 carriageways. Applications for signage and advertisement will need to consider the location of existing advertisements and demonstrate how the proposal will not contribute to existing or create additional harm, in terms of townscape (visual clutter), amenity or public safety and is of an appropriate scale. Standalone totems or monolith features will be resisted and the Council will seek signage and advertising features that are of appropriate scale and innovatively incorporated into the built form of buildings.

(q) Promote active frontages and front doors at ground level to enliven and animate streets.

Other Guidance and Material Considerations

National Planning Practice Guidance (NPPG)

National Planning Practice Guidance (NPPG) was first issued by the Government in 2014 as a living web resource, including a category on conserving and enhancing the historic environment. This is intended to provide more detailed guidance and information with regard to the implementation of national policy set out in the NPPF, and has been updated most recently in 2019 to reflect policy and case law changes.

National Design Guide: Planning practice guidance for beautiful, enduring and successful places 2019

The government has published the National Design Guidance to underpin the NPPF design policies. The purpose of this document is to set out how well-designed places are recognised, and to assist policy makers, decision takers and applicants preparing applications.

The document outlines and illustrates the Government's priorities for well-designed places in the form of ten characteristics which form an overarching framework.

"Well-designed places have individual characteristics which work together to create its physical Character. The ten characteristics help to nurture and sustain a sense of Community. They work to positively address environmental issues affecting Climate. They all contribute towards the

cross-cutting themes for good design set out in the National Planning Policy Framework.”

The ten characteristics are summarised as follows:

Context – enhances the surroundings;

Identity – attractive and distinctive;

Built form – a coherent pattern of development;

Movement – accessible and easy to move around;

Nature – enhanced and optimised;

Public spaces – safe, social and inclusive;

Uses – mixed and integrated;

Homes and buildings – functional, healthy and sustainable;

Resources – efficient and resilient; and

Lifespan – made to last.

A National Model Design Code will be published and consulted on in due course and will form part of this guidance. This will set standards for key elements of successful design.

Department of Culture, Media and Sport Circular: Principles of Selection for Listing Buildings 2018

The Principles of Selection for listing buildings sets out the general criteria for assessing the special interest of a building in paragraph 16, as below:

7. *“Architectural Interest. To be of special architectural interest a building must be of importance in its architectural design, decoration or craftsmanship; special interest may also apply to nationally important examples of particular building types and techniques (e.g. buildings displaying technological innovation or virtuosity) and significant plan forms;*

8. *Historic Interest. To be of special historic interest a building must illustrate important aspects of the nation’s social, economic, cultural, or military history and/or have close historical associations with nationally important people. There should normally be some quality of interest in the physical fabric of the building itself to justify the statutory protection afforded by listing.”*

When making a listing decision, paragraph 17 sets out that the Secretary of State may also take into account:

9. *“Group value: The extent to which the exterior of the building contributes to the architectural or historic interest of any group of buildings of which it forms part, generally known as group value. The Secretary of State will take this into account particularly where buildings comprise an important architectural or historic unity or a*

fine example of planning (e.g. squares, terraces or model villages) or where there is a historical functional relationship between the buildings. Sometimes group value will be achieved through a co-location of diverse buildings of different types and dates.

Fixtures and features of a building and curtilage buildings: The desirability of preserving, on the grounds of its architectural or historic interest, any feature of the building consisting of a man-made object or structure fixed to the building or forming part of the land and comprised within the curtilage of the building.

The character or appearance of conservation areas: In accordance with the terms of section 72 of the 1990 Act, when making listing decisions in respect of a building in a conservation area, the Secretary of State will pay special attention to the desirability of preserving or enhancing the character or appearance of that area.”

General principles for selection are also set out in this advice, in paragraphs 18-23. These include: Age and rarity; Buildings less than 30 years old; Aesthetic merits; Selectivity; and National interest, although State of repair will not usually be a relevant consideration.

In addition to the criteria and general principles set out in the guidance, a number of Selection Guides for different building types have been published by Historic England, first in 2011 and then later updated. These Selection Guides provide further information regarding each building type, and demonstrate what features are considered significant and likely to make a building of special architectural or historic interest when assessing each building type.

Equivalent Selection Guides for registered parks and gardens of historic interest have also been published by Historic England regarding each landscape type.

Historic England, Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment 2015

This document provides advice on the implementation of historic environment policy in the Framework and the related guidance given in the PPG. For the purposes of this report, the advice includes: assessing the significance of heritage assets; using appropriate expertise; and also historic environment records.

It provides a suggested staged approach to decision-making where there may be a potential impact on the historic environment:

- “1. Understand the significance of the affected assets;*
- 2. Understand the impact of the proposal on that significance;*
- 3. Avoid, minimise and mitigate impact in a way that meets the objectives of the Framework;*
- 4. Look for opportunities to better reveal or enhance significance;*
- 5. Justify any harmful impacts in terms of the sustainable development objective of conserving significance and the need for change;*

6. Offset negative impacts on aspects of significance by enhancing others through recording, disseminating and archiving archaeological and historical interest of the important elements of the heritage assets affected.”

With particular regard to design and local distinctiveness, advice sets out that both the NPPF (section 7) and NPPG (section ID26) contain detail on why good design is important and how it can be achieved. In terms of the historic environment, some or all of the following factors may influence what will make the scale, height, massing, alignment, materials and proposed use of new development successful in its context:

- (a) The history of the place*
- (b) The relationship of the proposal to its specific site*
- (c) The significance of nearby assets and the contribution of their setting, recognising that this is a dynamic concept*
- (d) The general character and distinctiveness of the area in its widest sense, including the general character of local buildings, spaces, public realm and the landscape, the grain of the surroundings, which includes, for example the street pattern and plot size*
- (e) The size and density of the proposal related to that of the existing and neighbouring uses*
- (f) Landmarks and other built or landscape features which are key to a sense of place*
- (g) The diversity or uniformity in style, construction, materials, colour, detailing, decoration and period of existing buildings and spaces*
- (h) The topography*
- (i) Views into, through and from the site and its surroundings*
- (j) Landscape design*
- (k) The current and historic uses in the area and the urban grain*
- (l) The quality of the materials*

Historic England: Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets 2017 (2nd Edition)

GPA Note 3 provides information to assist in implementing historic environment policy with regard to the managing change within the setting of heritage assets, and also now views analysis. This also provides a toolkit for assessing the implications of development proposals affecting setting and views. A series of stages are recommended for assessment, these are:

- (m) Step 1: identifying the heritage assets affected and their settings*

- (n) *Step 2: assessing whether, how and to what degree these settings make a contribution to the significance of the heritage asset(s)*
- (o) *Step 3: assessing the effect of the proposed development*
- (p) *Step 4: maximising enhancement and minimising harm*
- (q) *Step 5: making and documenting the decision and monitoring outcomes.*

Historic England: Advice Note 1: Conservation Area Designation, Appraisal and Management 2019 (2nd Edition)

This Historic England Advice Note supports the NPPF and NPPG, and is intended to set out ways to manage change in a way that conserves and enhances historic areas through conservation area designation, appraisal and management. It seeks to offer advice to all those involved in managing conservation areas so that the potential of historic areas worthy of protection is fully realised, the need for community and owner consultation examined, and the benefits of management plans to manage change, and achieve regeneration and enhancement, fully exploited. Advice on appraisal of conservation areas is also given, as assistance in demonstrating special interest and articulating character, guiding investment, and in developing a management plan.

Historic England: Advice Note 2: Making Changes to Heritage Assets 2016

This advice note provides general advice according to different categories of intervention in heritage assets, including repair, restoration, addition and alteration, as well as on works for research alone. This covers different types of heritage assets, including buildings and other structures; standing remains including earthworks; buried remains and marine sites; as well as larger heritage assets including conservation areas, registered landscapes, and World Heritage Sites.

Historic England: Advice Note 12: Statements of Heritage Significance 2019

This Historic England Advice Note provides general advice with regard to preparing statements of heritage significance and also the analysing of significance for the full range of heritage assets. This is designed primarily for applicants proposing changes to heritage assets, and accords with the Framework as revised.

English Heritage (now Historic England): Conservation Principles: Policies and Guidance 2008

This guidance document sets out Historic England's approach to making decisions and offering guidance about all aspects of England's historic environment. The contribution of elements of a heritage asset or within its setting to its significance may be assessed in terms of its "heritage values":

- 10. *"Evidential Value: the potential of a place to yield evidence about past human activity.*
- 11. *Historical Value: the ways in which past people, events and aspects of life can be connected through a place to the present.*
- 12. *Aesthetic Value: the ways in which people draw sensory and intellectual stimulation from a place.*

13. *Communal Value: the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory.’ (Paras. 30-60)”*

A draft has been released for public consultation and subsequent revision of this document in 2018.

Appendix 2: Listed Building Entries

CENTRAL GATES, GATE PIERS AND RAILINGS TO THE FORMER FIRESTONE FACTORY

Overview

Heritage Category:

Listed Building

Grade:

II

List Entry Number:

1389664

Date first listed:

23-Oct-2001

Statutory Address:

CENTRAL GATES, GATE PIERS AND RAILINGS TO THE FORMER
FIRESTONE FACTORY, GREAT WEST ROAD

The building or site itself may lie within the boundary of more than one authority.

County:

Greater London Authority

District:

Hounslow (London Borough)

Parish:

Non Civil Parish

National Grid Reference:

TQ 16603 77554

Details

787/0/10122 GREAT WEST ROAD 23-OCT-01 Isleworth Central gates, gate piers and railings to the Former Firestone Factory

GV II

Central gates, gate piers and railings to the former Firestone Factory. 1928 by Wallis, Gilbert and Partners. Reinforced concrete, cast iron railings and lanterns. The former central pedestrian entrance to the Firestone Factory, comprising a pair of outer piers, two runs of original railings; a pair of gate piers with double gates; two plinths supporting lanterns either side of a flight of shallow steps; and a pair of lower piers at the top of the stairs. The piers are designed in a highly characteristic Jazz Modern idiom: they are pylon-shaped, with staggered keystone motifs to the tops and fluting to the upper friezes. The lantern plinths have similar profiles, but also include central sections with scrolled ornament. The railings are Egyptian in style, with square rails with blunt terminals. The gates are similar in style, with central circular bosses with shields containing the letter 'F', supported on X-motifs. The lanterns behind have square bases, with winged 'F's to each face, set between wings; the tapering standards are circular in section, and reeded; the distinctive lanterns on top have chevron ornament to each face, and gilt ribs to each angle. The other stretches of railings and piers have been compromised by the loss of the original railings and are not included within this list description. HISTORY: this was the central pedestrian entrance to the now-demolished Firestone Factory, designed by Wallis, Gilbert and Partners in 1928 and celebrated as one of the finest interwar factories; it was demolished in 1980 on the eve of being decreed a listed building. The factory embodied the industrial expansion of interwar London; the rise of arterial roads with factories built on them; the development of the automotive industry, following the growth of road transport; and the strongly Modernistic architectural flavour that these factories were given. Wallis, Gilbert were the leading architects of such Jazz Age buildings.

Legacy

The contents of this record have been generated from a legacy data system.

Legacy System number:

488371

Legacy System:

LBS

Legal

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

End of official listing

WESTLINK HOUSE

Overview

Heritage Category:

Listed Building

Grade:

II

List Entry Number:

1255218

Date first listed:

12-Feb-1981

Statutory Address:

WESTLINK HOUSE, GREAT WEST ROAD

The building or site itself may lie within the boundary of more than one authority.

County:

Greater London Authority

District:

Hounslow (London Borough)

Parish:

Non Civil Parish

National Grid Reference:

TQ 16720 77560

Details

The following shall be added:

1. GREAT WEST ROAD ISLEWORTH

TQ 1677 19/500 Westlink House, (former Pyrene II Factory)

2. By Wallis, Gilbert and Partners. 1928, but altered. Modernistic. Symmetrical and rectilinear. Rendered. Sited on raised bank. Mainly two storeys. Chief feature is central Tower with stepped haunches and abstract moulded features at top. It has recessed panel in face enclosing 3 tiers of 3 narrow windows above entrance framed by geometric decoration (now covered to window), with prominent front steps dividing into sideways flights and having square buttressing. Long wings of horizontal lines with gridwork of 12 large windows (originally small-framed but altered to large panes); the terminal windows being narrow ones in slightly advanced sections.

Parapet with ribbed panels and raised section at corners. Rear parts of building not of special interest. Later 6-window section abutting to left not included.

Listing NGR: TQ1672077560

Legacy

The contents of this record have been generated from a legacy data system.

Legacy System number:

458955

Legacy System:

LBS

Legal

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

End of official listing

991, GREAT WEST ROAD

Overview

Heritage Category:

Listed Building

Grade:

II

List Entry Number:

1260638

Date first listed:

13-Jan-1994

Statutory Address:

991, GREAT WEST ROAD

The building or site itself may lie within the boundary of more than one authority.

County:

Greater London Authority

District:

Hounslow (London Borough)

Parish:

Non Civil Parish

National Grid Reference:

TQ 16876 77648

Details

The following building shall be added:

GREAT WEST ROAD TQ 1677 (south side [off]) 19/10008 No. 991 GV
II

Warehouse, 1935-6 by F E Simpkins for Curry's Ltd as the distributive centre for their chain of shops. Reinforced concrete with some steel frame, especially at rear. Flat roof to long office block at front, 5-bay warehouse to rear has jagged industrial profile with northern rooflights over single storey. The front range is of two, rising to three central storeys, and with an impressive staircase tower as its centrepiece, in a symmetrical 3,6,1,6,3 composition. All windows metal, with strong horizontals, mostly of 4-lights in tripartite fashion but with idiosyncratic arched windows at end. Those to the side of the central tower are curved in the famous moderne manner. The building is entered under the staircase tower on the first floor via a flight of concrete steps that are part of the composition and have concrete balustrades with pylons complete with set-back tops. Double doors have stepped flat concrete surround and flat canopy over. The central tower rises between corner pilasters, with a set back and toothed top and remains of clock. Under it the tripartite staircase window has 19 horizontal lights. Included as a remarkably complete survival in the style the Great West Road made famous, which has particular group value with its listed neighbours, the former Pyrene and Coty factories.

Listing NGR: TQ1687677648

Legacy

The contents of this record have been generated from a legacy data system.

Legacy System number:

440172

Legacy System:

LBS

Legal

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

End of official listing

PART OF FORMER COTY FACTORY PREMISES SITUATED ABOUT 50 METRES SOUTH EAST OF THE JUNCTION WITH HARLEQUIN AVENUE

Overview

Heritage Category:

Listed Building

Grade:

II

List Entry Number:

1270424

Date first listed:

12-Feb-1981

Statutory Address:

PART OF FORMER COTY FACTORY PREMISES SITUATED ABOUT 50 METRES SOUTH EAST OF THE JUNCTION WITH HARLEQUIN AVENUE, GREAT WEST ROAD

The building or site itself may lie within the boundary of more than one authority.

County:

Greater London Authority

District:

Hounslow (London Borough)

Parish:

Non Civil Parish

National Grid Reference:

TQ 16460 77410

Details

The following shall be added:

1. GREAT WEST ROAD ISLEWORTH

TQ 1677 19/501 Part of former Coty factory premises II situated about 50 metres south east of the junction with Harlequin Avenue

2. 1933 by Wallis, Gilbert and Partners. Modernistic. Symmetrical. Rendered on a steel frame. 2 storeys on raised bank. Entrance and vertical window above it are recessed below the continuous shaped parapet, with triple horizontal clasp motifs in the angles beneath the parapet. Each side are long, horizontal, small-pane metal windows, interrupted only by slight pillars, and wrapped round the corners to continue along shorter return fronts. (Parts of the building to the rear of these are not of special interest). Tall continuous parapet has raised features at corners and quasi-pediment over name-panel in centre.

Listing NGR: TQ1646077410

Legacy

The contents of this record have been generated from a legacy data system.

Legacy System number:

458954

Legacy System:

LBS

Legal

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

End of official listing

Turley Office
8th Floor
Lacon House
84 Theobald's Road
London.
WC1X 8NL

T 020 7851 4010