

# Brentford Town Centre Masterplan

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London Borough  
of Hounslow

Allies and Morrison



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# Context for the masterplan

## What is the masterplan and why has it been prepared?

- 1.1 The Brentford town centre masterplan is a strategic study, it identifies potential future development opportunities and strategies for improving the town centre and supporting its economic and social recovery from ongoing global crises.
- 1.2 The masterplan has been prepared for the town centre in response to a number of major development projects coming forward and a wish of the Council to better coordinate these different proposals.
- 1.3 The masterplan represents a holistic development strategy for Brentford town centre and its surroundings. It sets out a series of thematic frameworks and site-specific guidance, developed as a tool for the Council to use when informing and shaping future proposals coming forward in the town centre.

## Isn't there already a masterplan?

- 1.4 The Brentford Project is a large mixed use development that gained outline planning consent in 2015. As a part of the application a masterplan was prepared to illustrate proposals and set a framework for detailed applications to be submitted as the development progresses.
- 1.5 Whilst the masterplan covers a significant portion of land from the south of High Street to waterside, opportunities to protect and enhance the rest of the town centre exist as well as scope to inform subsequent detailed design elements of the Brentford Project.
- 1.6 The Council, therefore, chose to prepare a strategy for a wider town centre area. The masterplan is an aspirational guidance document that seeks to go beyond traditional land use planning, with consideration of development, design and socio-economic

issues. It is a consideration in planning decisions to steer and guide change in line with Council ambitions. The masterplan replaces guidance in the 2009 Brentford Area Action Plan and the 2015 Local Plan.

## How have you arrived here?

- 1.7 The masterplanning process underwent a number of iterative stages of production, leading to the final document here. Key workstages as summarised below:
  - **Baseline**  
Analysis of the town centre covering the built environment, landscape, movement, pipeline development and previous community engagement feedback.
  - **Town Centre Vision review**  
Review of Brentford vision, its 'Big Ideas', objectives and the kinds of projects that could be appropriate for the masterplan. (please visit <https://www.hounslow.gov.uk/info/20061/regeneration>)
  - **Framework and sites development**  
Preparation of themed frameworks identifying town centre-wide priorities, identification of potential development sites and options testing on proposals including viability and delivery commentary.
  - **Engagement**  
Engagement with Council officers, elected Council Members, members of the public and key landowners /developers through a series of separate meetings and workshops. Phase two of the engagement was undertaken in spring / summer 2023.
  - **Final masterplan**  
Preparation of the final masterplan, incorporating engagement feedback

## How does this relate to the town centre vision?

- 1.8 The masterplan has been developed in accordance with the Brentford town centre vision and borough-wide priorities, itself developed by the Council in collaboration with communities in 2021 including residents, businesses and visitors.
- 1.9 Informed by the ‘Big Ideas’ and suggested projects in the vision, the masterplan provides an additional level of detail in a development context. Read in conjunction, both the vision and masterplan can be used as a roadmap for attracting and guiding investment in the town centre; and facilitating partnership working between the local community, stakeholders, public and private sectors to realise shared objectives for Brentford town centre.

## How does this relate the wider policy and strategy context?

- 1.10 The masterplan has been prepared within a broader framework of planning policy and guidance at the national, London and local scales. The diagram opposite illustrates the relationship between these documents. The adjacent diagrams set out the relationship with other important borough documents including the Character, Sustainability and Design Code SPD and Climate Change Mitigation and Adaptation SPD.

### NATIONAL

**National Planning Policy Framework**  
(2021)



### LONDON

**London Plan**  
(2021)



### LOCAL

**Hounslow Local Plan**  
(2015)



#### Relevant strategies and guidance

- *Ambitious for Hounslow, Corporate Plan 2022*
- *Climate Emergency Action Plan (2020)*
- *Character, Sustainability and Design Codes SPD (2024)*
- *Climate Change Mitigation and Adaptation SPD (2024)*
- *Green Recovery Strategy (2021)*
- *Greener Borough Framework (2021)*
- *Emerging Public Realm Strategy*
- *Hounslow Green and Blue Infrastructure Strategy*
- *Hounslow Joint Strategic Needs Assessment (JSNA)*
- *Hounslow Joint Health and Wellbeing Strategy 2018-2022*
- *Public Health England Public Health Outcomes Framework*
- *Emerging Great West Corridor Masterplan (2020)*
- *Conservation Area Appraisals Supplementary Planning Documents*
- *Hounslow Transport Strategy (2019)*
- *Air Quality Action Plan (2018)*
- *Colne & Crane Valley Green Infrastructure Strategy (2019)*

- 1.11 The Council's Climate Emergency Action Plan sets out its intention to reduce its own direct emissions to net zero by 2030, and to use its influence and community leadership responsibilities to reduce wider borough emissions. The Council's most direct sphere of influence over wider borough emissions relates, through planning policy, to those associated with new residential and commercial development. It therefore seeks to utilise the planning system to support the delivery of zero carbon new development as quickly as practicable. Other areas of influence relate to the promotion of sustainable transport – active travel, public transport and the transition of vehicular trips to electric mobility; and to delivering a greener borough which is more resilient to climate change.
- 1.12 This draft Climate Change Mitigation and Adaptation SPD sets out additional guidance on how development plan policy should be implemented in order to deliver on the Climate Emergency Action Plan and support the journey to net zero. Its intention is to support building owners and developers as they seek to address matters of climate change, be that through the design of new building schemes or through refurbishment of existing properties.
- 1.13 The emerging Character, Sustainability and Design Code SPD provides a core set of borough design principles and design guidance and codes at the area, neighbourhood and site type level. Further detailed design codes for key sites draw from these and provide site-specific parameters. Ultimately, the aim is to raise the bar of design quality across the entire Borough, so that local people can live, work and thrive in sustainable, healthy, social, enduring and inspiring places.
- 1.14 The Town Centre Masterplans should be read in conjunction with both the draft Climate Change Mitigation and Adaptation SPD and the emerging Character, Sustainability and Design Code SPD.

## **How does this relate to the Healthy Streets agenda?**

- 1.15 The objectives and methods of Healthy Streets has influenced the masterplan and the initial movement interventions proposed. Healthy Streets links street design with movement and health matters, encouraging active travel and putting people's well-being and experience at the centre of planning the urban environment. It sets the standards expected in all related initiatives whether, street furniture, active travel, safety or accessibility. It also provides tools to identify the action needed and measure the improvements realised.

## **How will proposals be delivered?**

- 1.16 The Council is preparing a Brentford Town Centre Delivery Plan to take forward proposals in the Brentford Town Centre Vision. The document identifies delivery partners, funding sources and next steps for local initiatives and investment in Brentford and will be a live document that will be reviewed and updated annually. Funding for identified projects is currently modest but it is envisaged this will increase over time.
- 1.17 The Council will also use the masterplan as a reference tool in pre-application discussions with developers and designers of sites in private ownership. This will help guide design proposals from early in the process and will also aid discussions on CIL, S106 and S278 covering community infrastructure and public realm consistency.

**PART A  
BOROUGH**

**A1 Introduction and Borough Analysis**

This section introduces the Character Study and how it will be used. It also impacts Hounslow's overall character at the Borough-wide level its past character, physical character and people character.

The "How to Grow Well" chapter summarises Hounslow's character both its assets and inequalities. The response is a set of overarching design principles for the whole Borough which are the priorities for future change.

The chapter goes into impact where growth should be focussed and the nature of growth for different areas.

**A2 Common considerations for all sites**

This chapter sets out overarching design guidance relevant to all site types. It covers topics like nature, movement, homes and buildings and shopfronts.

**A3 Site types**

This chapter gives design guidance for six site types: backland, residential infill, adjacent to infrastructure, arterial route, waterside and upwards extensions.

**A4 Tall buildings design guidance**

This section provides further detail on the criteria for assessing tall buildings set out in the Local Plan Policy D9.

**A5 Residential extensions design guidance**

These chapters give more tailored guidance for residential extensions. The Residential Extensions Guidelines SPD (2017) is superseded by the updated guidance contained in this study.

**PART B  
PLACES**

**Introducing Hounslow's places**

This chapter introduces the 10 large places, and the 37 neighbourhoods within them.

**B1 Feltham**

**B2 Hanworth**

**B3 Bedfont**

**B4 Hounslow West**

**B5 Cranford & Heston**

**B6 Central Hounslow**

**B7 Isleworth**

**B8 Osterley**

**B9 Brentford**

**B10 Chiswick**

Each of the ten places include a vision and growth strategy for each area to guide the transition towards a fairer, stronger and greener borough. Neighbourhood level design codes and guidance are included within each place. Town centre and site codes are also included where relevant.

The emerging Character, Sustainability and Design Code SPD: the elements highlighted in pink will be particularly important for site in Brentford

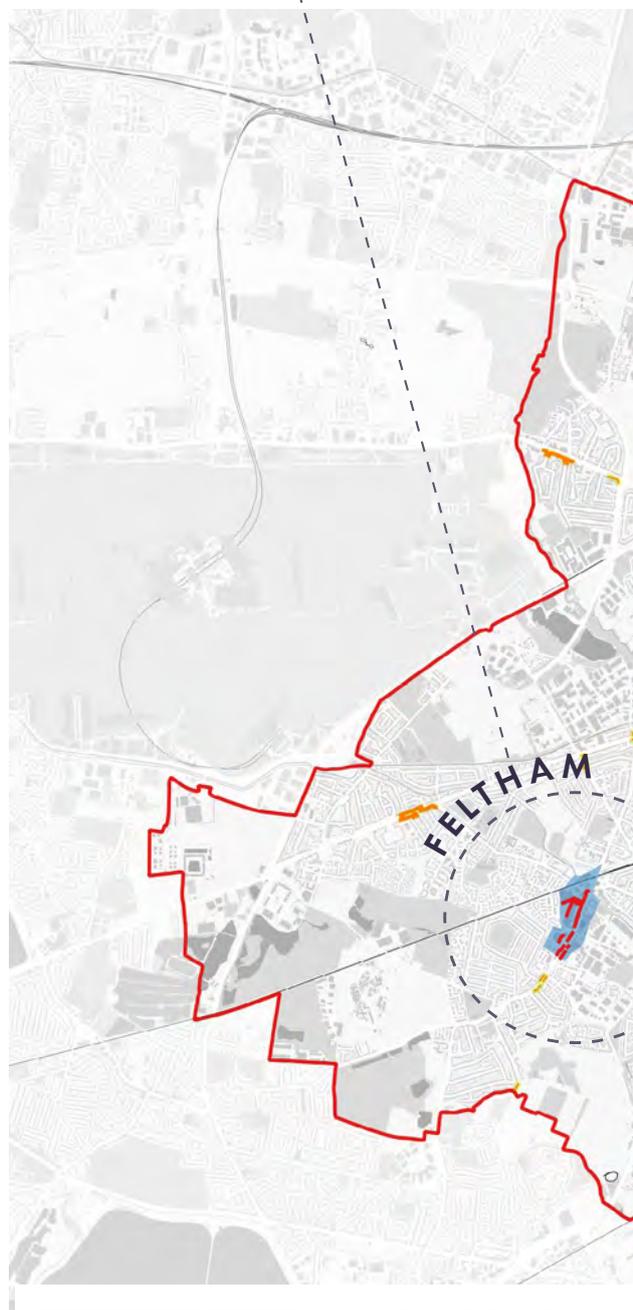


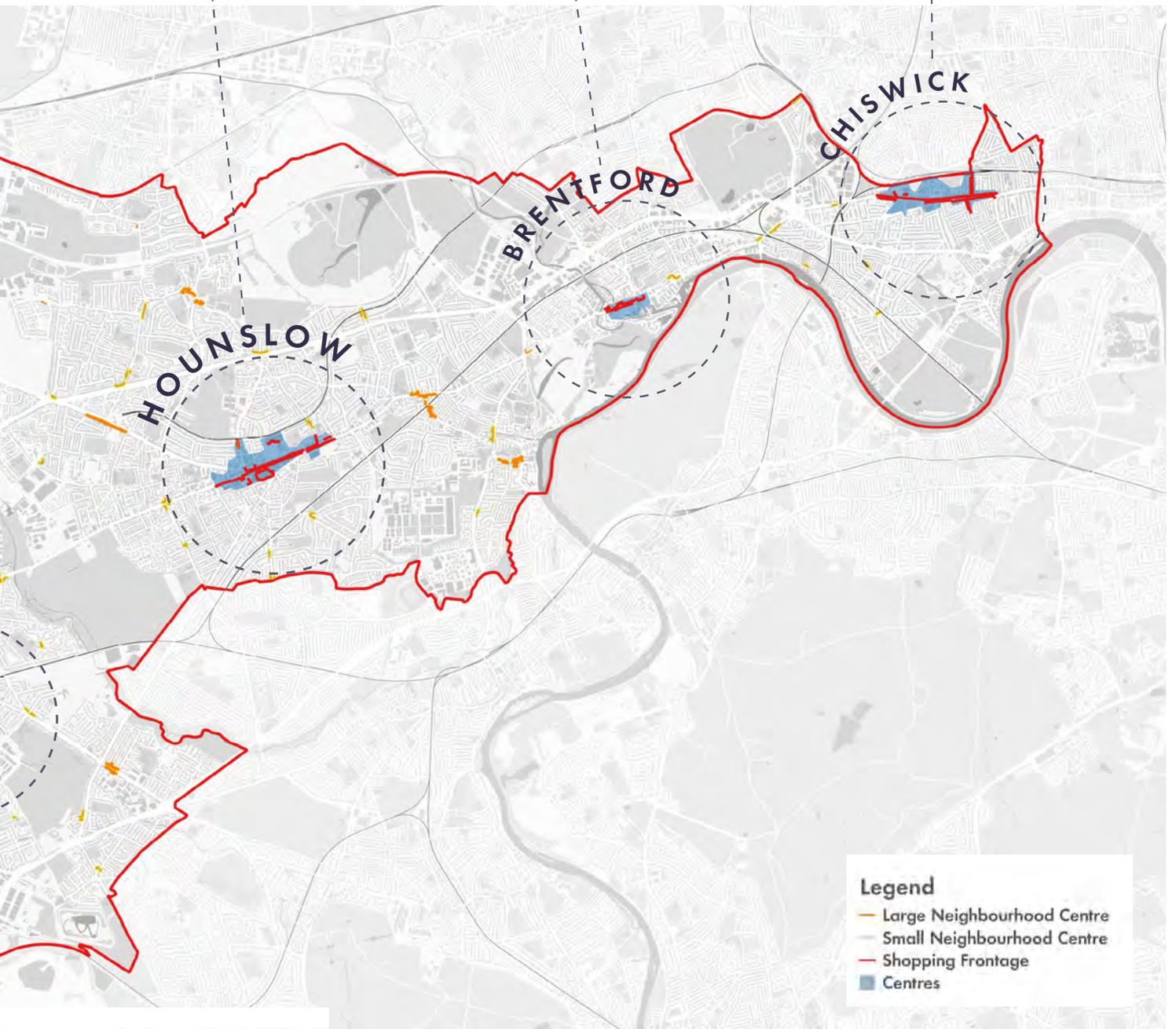
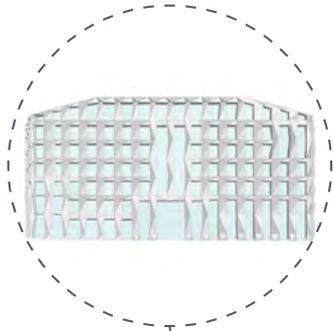
A sustainable design process from the Climate Change Mitigation and Adaptation SPD

# Responding to change

## Strategic drivers of change

- 1.18 Hounslow has shown strong economic performance in recent years and prior to the COVID-19 pandemic it was the third fastest growing London Borough.
- 1.19 It is home to four town centres including Chiswick, Brentford, Hounslow and Feltham. These centres are hubs of social and economic activity, the lifeblood of local communities and focal points for civic and administrative activity. Intensely used and under pressure to respond to an increasing range of challenges, it is crucial to plan positively for growth and change in these locations through regeneration.
- 1.20 Each centre has a distinct character and set of unique qualities and challenges, including the different ways in which recent global and national economic challenges have and will continue to impact town centres. For this reason, visions and high level economic strategies have been developed, setting out borough-wide priorities, 'Big Ideas' and suggested projects to underpin a bespoke regeneration agenda for each town centre.
- 1.21 Recognising the strategic role and potential of both Hounslow and Brentford, as well as the scale of development change facing each, masterplans have been prepared by the Council for both town centres. The masterplans build on the objectives of the visions, whilst drawing on guidance set out in the Hounslow emerging Character, Sustainability and Design Code SPD. This document sets out the masterplan for Brentford town centre as a whole. Proposed developments for strategic sites will be required to engage with the Design Review Panel.





# Borough-wide priorities

## Delivering the Climate Emergency Action Plan



*Establish our centres as part of the '15-minute city' with shops, jobs and services accessible in 15 minutes on foot, by bike or public transport.*

*Improve local walking and cycling routes and infrastructure to support this.*

*Green our town centres to provide shade and drainage and improve air quality and biodiversity, making use of green roofs, walls and SUDs.*

*Make new town centre homes highly energy efficient and factor in the embodied carbon of existing buildings when considering redevelopment.*

*Further develop our recycling and circular economy schemes for town centre businesses, homes and in public spaces, to keep waste down and our town centres clean and tidy.*

*Design new buildings to be adaptable over time so that they can respond to changing habits and their embodied energy is not wasted.*

## Improving residents' health and well being



*Invest in our towns' open spaces to give people decent access to nature, with a range of spaces including growing space.*

*Incorporate activities for all ages in centres and spaces such as play, running routes, gyms and skate parks.*

*Improve access to waterways near the centres, and make these waterside routes safe and comfortable.*

*Improve access to and raise the profile of community services in our centres. Create sociable centres with gathering spaces - outdoor seating, pop-up spaces, markets and open library areas.*

*Support residents to walk and cycle for short journeys and invest in the public realm to make these trips more pleasant.*

*Work with the network of amazing community groups operating across our town centres.*

## Creating attractive and well-designed centres



*Recognise the fantastic heritage of our town centres, protect the significance of assets and celebrate this by raising the profile and providing information on these.*

*Explore lighting opportunities for landmark buildings within our centres.*

*Ensure that new development responds to the character of our town centres, with planning applications looking beyond their site boundary at the wider context.*

*Encourage creative reinterpretations of our traditional Georgian, Victorian and Art Deco buildings.*

*Explore opportunities for events that celebrate the craft, making and historic industries of our town centres.*

*Make our town centres comfortable and attractive places for people to walk and spend time, with public spaces and greenery.*

## Flexible town centres and economies that work for everyone



*Adjust our town centres to respond to changing shopping patterns, with a greater mix of cultural, community, work spaces and homes alongside shops.*

*Support local markets and explore pop-up shops in empty units. Establish click and collect facilities in centres and dedicated areas for takeaway drivers.*

*Invest in the public realm to make our town centres places to meet and spend time, aside from simply shopping.*

*Support small businesses through flexible and affordable space that can encourage collaboration.*

*Support connections between our local business and education establishments.*

*Partner with creative and engineering business in the borough to provide internships and job opportunities for our young people.*

# Issues and opportunities

## Issues

### 1.22 A growing population

- Infrastructure upgrades are needed to meet the needs of existing and emerging communities resulting from the growing population e.g. parks and green spaces, leisure and recreation and public transport.

### 1.23 Mixed uses and economic resilience

- Limited commercial diversity and an absence of employment uses means the 'offer' of the town centre is currently undefined - not a destination for working, shopping or visiting.

### 1.24 Physically dislocated by infrastructure

- The town centre is constrained by watercourses to the south and west, busy roads and rail lines to the north, creating fragmented areas that are difficult to walk between.

### 1.25 Inaccessible riverside

- Brentford's riverside has a low profile and is currently largely inaccessible from the town centre, despite being so close.

### 1.26 Limited green infrastructure

- Areas of major green space exist e.g. Syon Park (Grade 1 Listed) Boston Manor Park, Gunnerbury Park, and but are disconnected from the town centre with poor connectivity between them.

### 1.27 Identity and sense of place

- Brentford's proud history currently feels lost within the town centre, with a tired and unloved character in parts needing investment to elevate its perception.
- Much of Brentford is covered by an Archaeology Priority Area, which must be considered in any development proposals



*Watermans Park is close to the town centre but difficult to reach and will need continued investment to match population increases*



*The riverfront is difficult to reach and lacks a strong presence in the town centre*



*The busy High Street and other busy roads create a place that is difficult to walk and cycle around*

## Opportunities

- 1.28 **Great location with close proximity to major assets and anchor uses**
- Located in the Great West Creative Enterprise Zone supporting creative businesses.
  - Close to the Great West Road and 'Golden Mile' of major production industries and studios
- 1.29 **Network of landscape assets and public spaces with potential**
- Market Place, 'Grade 1' Syon Park, Watermans Park, Brentford Lock, the river and canal towpath.
  - Unique waterside setting at the meeting of the Rivers Thames, Brent and Grand Union Canal.
- 1.30 **Network of active community groups and cultural institutions**
- Active groups including West London Chamber of Commerce and Brentford Voice.
  - Home to a community of creative production including Watermans Arts Centre, Protege Gallery, London Museum of Water and Steam, Musical Museum, Johnson's Island and the Jimmy Choo Academy of Fashion (JCA)
  - The September Creative Mile weekend, across 22 venues with input by 80+ creatives
- 1.31 **Local heritage**
- A key part of London's history with proud local heritage going back to prehistoric, Roman, Medieval and Victorian periods. Brentford contains numerous designated heritage assets, including Grade I and II\* listed buildings, three conservation areas and has a rich archaeological heritage.
- 1.32 **A compact town centre**
- A compact town centre providing a strong basis for creating a town centre that is easy to walk and cycle around.



*Brentford Lock has seen recent investment in high quality new homes and public realm*



*Investment in affordable creative workspace in the town centre is elevating its role within Hounslow's Creative Enterprise Zone - Creative Enterprise West'*



*The hallmarks of Brentford's heritage can be seen through its built environment including its boatmaking heritage*



Photography of Brentford town centre



# An evolving context

1.33 A number of substantial developments have recently been delivered, are under construction and have planning permission in Brentford town centre. These include:

## Under construction

- The first phase of Brentford Project covering a substantial portion of the south side of the High Street and taking in a large area fronting the River Brent.
- The redevelopment of the Heidelberg site with a mix of commercial and residential space, which also sits between the High Street and the River Brent
- Phase 3 at Brentford Lock West, the final stage of the Brentford Lock developments which have established residential streets and river frontage.

## With planning permission

- The later phases of the Brentford Project, which have outline planning permission
- Council redevelopment of Albany House and Charlton House to the north of the High Street and fronting Ealing Road
- The former Police Station site, which has planning permission for an arts centre and new homes, though is subject to review
- The Albany Riverside site, adjacent to Waterman's Park and on the site of the current Watermans Arts Centre

## With committee recommendation for approval

- Proposals for redevelopment of Manderson House at the southern end of Commerce Road and the former rail viaduct, for new industrial space and homes.

1.34 The masterplan's movement and public realm principles are intended to help stitch these separate schemes together, to provide a coherent and inviting town centre for Brentford. The Council will direct CIL, S106 and S278 funds from individual schemes to establish a consistent surfacing and landscaping approach across the town centre.

1.35 It is likely that Brentford's townscape context will continue to evolve and it is not possible for the strategic masterplan to foresee all new developments and provide comprehensive guidance for all areas. Other sites may come forward in future and these will need to consider and align with the masterplan principles and framework plans, and the key objectives for the identified opportunity sites. Further policy and guidance will be provided in the emerging single Local Plan.



Figure 1.2: Development pipeline in Brentford

**Key**

- Existing buildings
- Schemes under construction
- Schemes with planning permission granted
- Scheme with committee recommendation for approval

# A vision for Brentford

*Brentford will be home to a larger local community with homes and spaces fronting the river and rejuvenated high street and yards. It will, however, remain rooted in its historic position at the confluence of the Rivers Thames, Brent and the Grand Union Canal: a waterside town with a continuous river path and a transformed Waterman's Park; and a vibrant community with industrial heritage, Georgian squares, houseboats, places to eat, drink and enjoy live music. This happy mix will provide a destination for both locals and visitors; for families and people of all ages.*

*The town will continue to foster talent and develop creative businesses through focused provision for smaller businesses to complement larger spaces in the Great West Corridor. In new and adapted historic buildings (made energy efficient), tech businesses will sit alongside Brentford's array of artists, sculptors, cabinet and jewellery makers and boatmakers - a centre of excellence for digital creatives and makers alike.*

## Our Visionary Themes

- 1.36 Previous to this masterplan, visions for each of the main town centres in the borough were prepared. These visions have been developed in close collaboration with the local community through extensive engagement to help improve each town centre. These documents are the 'spring-board' for the masterplans. They build a plan to be delivered in partnership, based on the ambitions of stakeholders and the public, for the right kind of development and change.
- 1.37 Each town is currently very distinctive and the vision for each place is designed to strengthen the best of these identities and help attract investment and funding to overcome the specific challenges facing each place. The following pages summarise the six 'Big Ideas' that underpin the vision for Brentford.



## 1 A balanced town centre for all



Cater to existing and new residents with a good mix of daytime and evening uses for all ages and provide opportunities to bring the community together

Example projects might include:

Support the continued provision of everyday shops and services during redevelopment, including opportunities for pop-ups at empty buildings and development sites.

- Explore innovative rental strategies that take a long-term approach, supporting diverse, independent businesses and workspaces.
- A new, central home for Waterman's Art Centre
- Cluster shops, cafés, restaurants, community space and evening uses on the high street. Establish community uses and a possible music venue at refurbished St Lawrence's .
- Support and expand the market with a range of products for the whole community and links with local artists.
- A community hub by Brentford station, with active use of Carnegie Library, a new health centre and rejuvenation of the former public baths on Clifden Road.
- Provide a good range of shops, homes, workspaces and outdoor spaces that can cater to all ages and a diverse community.
- Strengthen Brentford as a light industrial centre for Green Innovation and Enterprise

## 2 Celebrating Brentford's history and character



Raise the profile of Brentford's river, built and industrial history, and forge stronger connections with nearby landmarks

Example projects might include:

- Showcase Brentford's landmarks such as the former Magistrates' Court, Market Square, St Lawrence's , Toll House and Carnegie Library with lighting and art
- Improve links to, and the historic profiles of the Golden Mile, Syon House, Gunnersbury Park and Museum, Boston Manor House and Park.
- Celebrate Brentford's craft/making, industry and waterways heritage through a programme of events at local spaces, supporting existing events such as the Creative Mile and exploring potential for creating a Brentford Heritage Harbour.
- A town wide museum trail covering Gunnersbury Park, Museum of Water and Steam, Musical Museum and waterfronts, with collaboration opportunities. Explore innovative ways of showcasing collections locally, including the Thomas Layton collection.
- Retain Brentford's remaining historic buildings and warehouses and adapt these for community uses, shops and workspace, to protect character in the context of change.
- Provide guidance on new development and how this can establish a design-led, contemporary take on Brentford's historic Georgian, industrial and Art Deco buildings.

# 3

## A creative centre of production and making



Explore opportunities to integrate the Creative Enterprise Zone and draw on Brentford's industrial heritage and creative energy

Example projects might include:

- Provide a range of workspaces for freelancers, micros and SMEs to support the CEZ, including specialist studio and rehearsal space, tech space and flexible co-working space, including reusing existing buildings.
- Better connections to/from businesses on the Great West Corridor, so workers can make more use of Brentford town centre.
- Build research collaboration between CEZ businesses, University of West London and West Thames College and provide intern/job opportunities for young people.
- Protect existing maker/artist space at Johnson's Island, Watermans, Boston Manor House and the MSO and Lots Ait Boatyards.
- Re-provide space for creative businesses where current spaces are redeveloped, such as at Catherine Wheel Road.
- Support artists to set up residences with apprenticeships/workshops.
- Establish public art that reflects Brentford's heritage, with support from larger CEZ businesses.

# 4

## A waterfront town centre



Reconnect Brentford with its waterfront identity, through better river front paths, activity on the waterfront and better public spaces

Example projects might include:

- An attractive, safe, accessible and continuous Thames River Path that connects to the River Brent and Grand Union Canal. This could be part of a heritage/museum trail, centred within the Grand Union Canal and Boston Manor conservation area.
- Provide a good mix of activity fronting the water to make it a destination - traditional industries, canal boats and pubs; new cafés/bars with outdoor seating; parkland and wetland.
- Waterman's Park as a priority project, to transform this river front space, with planting and community facilities.
- Better signage towards the waterfront and maximise street level river views. Partnership working to invest in Brentford's historic yards, connecting the High Street to the water.
- A programme of events celebrating Brentford's role at the confluence of the Rivers Thames and Brent, with learning and volunteering opportunities.
- Investment in the canal with leisure uses, such as floating stage/cinema, and kayak or paddleboard hire and clubs.

## 5 Greening Brentford



Establish a network of green and open spaces within the town and better links to large open spaces nearby. Reinforce Brentford's distinctiveness through planting

Example projects might include:

- Invest in St Lawrence's yard, Waterman's Park and St Paul's Recreation Ground as Brentford's key green spaces.
- Better walking and cycling links to Boston Manor Park, Gunnersbury Park and Syon Park, as well as exploring the opportunity for a new River Brent footbridge to Syon Park.
- A new nature reserve at the former rail line to the west of Commerce Road with learning and volunteering opportunities.
- A network of green spaces of different sizes and character, including growing spaces, incidental planting and play space for all ages that is safe and welcoming for women, girls and gender diverse people.
- Bring nature into the town centre, with street tree planting, pollinator friendly plants, green roofs and walls, SUDs, and a tool-kit for community groups to revive local spaces.
- Take a green infrastructure first approach, investing in existing, and delivering new, greening to support increasing residential densities coming forward.

## 6 Integrating Brentford



Improve links between the town centre and key destinations and between distinct neighbourhoods. Establish the town centre as a place rather than a through route

Example projects might include:

- Invest in routes to key destinations such as the station / community hub and Gtech community stadium, to make sure town centre businesses and services benefit from footfall.
- Better crossing facilities on the A4 to link the CEZ and neighbourhoods to the north. Investment in Boston Manor Road to strengthen links to the high street, local cultural activities and the new arts market.
- Encourage people to walk and cycle by considering town centre parking, extending Cycleway 9 to Hounslow, and increasing cycle parking and benches. Make streets active environment and follow the Healthy Streets principles
- Develop better walking and cycling links between and through neighbourhoods, particularly to/from residential estates north of the high street
- Establish the high street as a town centre, not just a through route, with public realm investment and signage.
- Raise the profile of Brentford as the heart of the CEZ, with excellent access to / from central London and Heathrow, maximising its appeal as a destination for creative and tech businesses to locate.

# Spatial framework

1.38 The plan on this page summarises some of the key spatial priorities for the town centre. Some of these spatial moves might include:

- An expanded town centre boundary from the 2015 Local Plan boundary, to better support the needs of the growing Brentford community. This was expanded with stakeholder input during the Vision process.
- A stronger role and profile for Boston Manor House and Park with maker space and a market.
- An option for a greater role for the Carnegie Library alongside a new health centre close to the station and refurbishment of the former public baths building.
- Better crossings on the A4 and a more pleasant route along Boston Manor Road, to integrate the Golden Mile and the Town Centre and to improved access to Boston Manor, Northfields and South Ealing tube stations.
- An active riverfront, with a continuous publicly accessible path on the north side of the Thames.
- Continued investment in Watermans Park and St Paul's Recreation Ground on the riverfront, with planting, play space and tables and chairs.
- Better links to Gunnersbury Park, Brentford Community Stadium and Syon Park.
- Improve access to nature and potential future linear green route along the former rail line, with a link over the rail line to join up with Great West Road and the Creative Enterprise Zone (CEZ).

The full Vision document, with strategic policies and framework plans can be viewed [here](#).



Figure 1.3: Spatial Framework plan for Brentford



# Masterplan study area

- 1.39 The study area for the town centre masterplan is illustrated on the plan below, focusing on the core mixed use area. Although proposals do focus on this core area, a number of strategies take a wider view in terms of improving the relationship between the town centre and the wider residential hinterland.
- 1.40 The masterplan, as well as focusing on a number of town wide strategies, also focuses on a set of key sites. The table opposite sets out which of the town centre sites are allocated as part of the Local Plan and which have been identified as part of the masterplan process.

- 1.41 Sites include allocated sites identified within the LB Hounslow Local Plan Review Volume 2 (September 2020) that fall within the study area, as well as new opportunity sites identified through the vision and masterplan process and stakeholder engagement. These sites provide additional opportunities for new homes and work spaces but have no formal requirements to contribute towards the Objectively Assessed Needs for housing, employment and infrastructure. Guidance for sites will be considered in planning decisions.

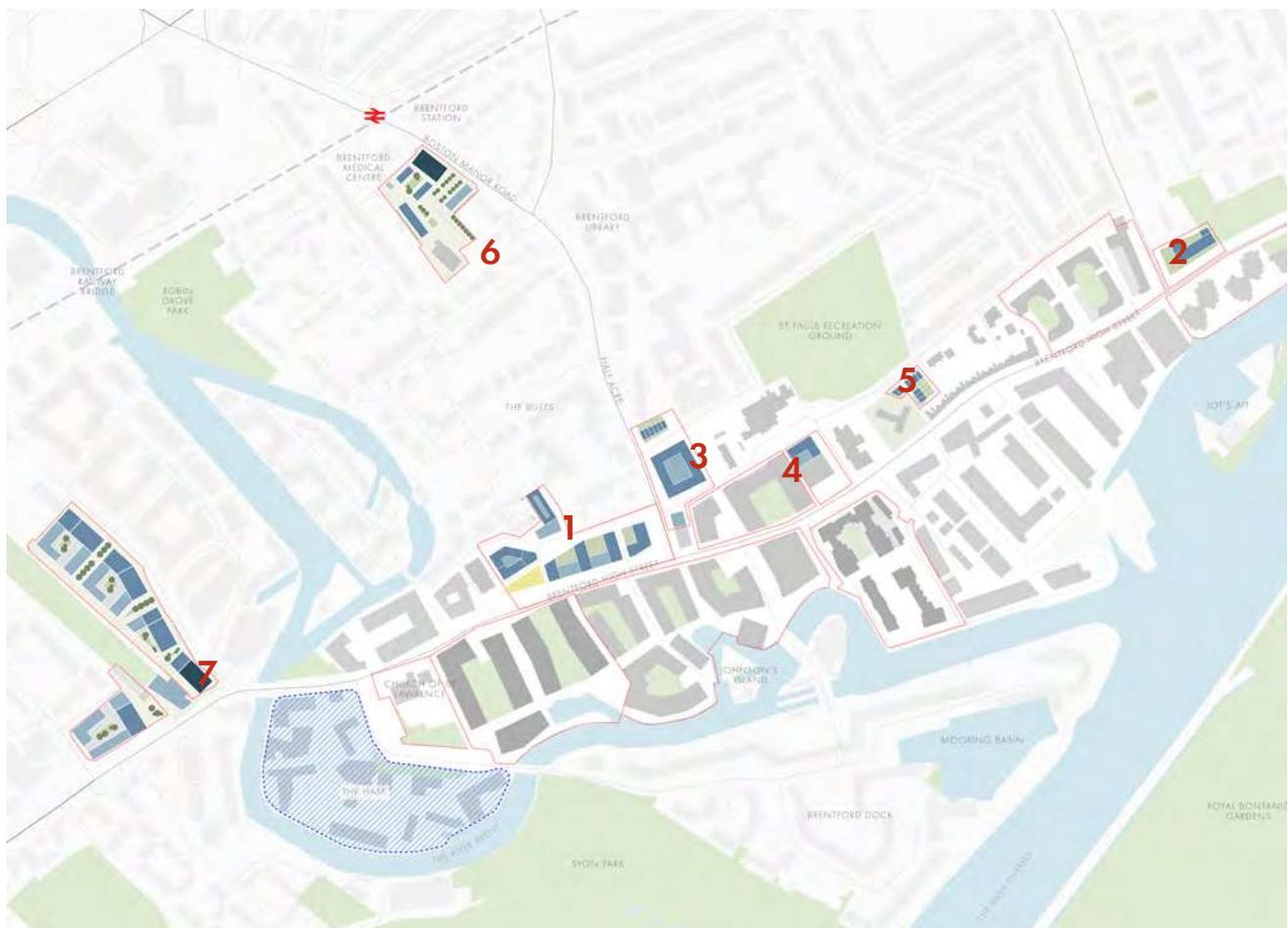


Figure 1.4: The masterplan development form

Site	Site name	Site allocation:	Opportunity site:	
		Opportunity site	Justification	
1	High Street Parade and Lion Way	N/A	YES	Public engagement suggested this could be an opportunity site worth evaluating, given scale of change coming forward on the south side of the High Street within the Brentford Project. Did not want this side to 'feel like a poor relative'. Lion Way is a central location within the town centre, currently under utilised and could accommodate more appropriate town centre uses e.g. commercial.
2	McDonalds and Green Edge	N/A	YES	Identified through public engagement that this is a prominent location at the easterly entrance to the town centre at nexus of a historic route to Ealing. Large area of surface car parking and low density building could make better use of available land and provide a strong edge to this key marker point. Opportunity to provide a stronger edge to the neighbouring green space and invest in landscape here, forming a higher quality amenity space for local people including to residential estates to the north.
3	Brentford Police Station	<b>ALLOCATED SITE</b>		N/A
4	Brentford County Court	N/A	YES	A good example of modernist design, should future opportunities come forward for consolidation / relocation of the County Court, there could be an opportunity to bring this building into a public facing / active role. Current use is very private and internalised but a refurbishment / retrofit project could form a part of a heritage-led regeneration, given a lot of Brentford's historic built fabric and identity has been lost through comprehensive redevelopment.
5	Infill site on Albany Road	N/A	YES	Garage site and low quality green space on the fringe of a residential estate. Opportunity to improve local sense of safety though securing the edge to the residential estate; improve frontage and surveillance to St Paul's recreation ground; enhance the setting of St Paul's Conservation Area; and contribute towards LBH's small sites housing target.
6	Brentford Medical centre	<b>ALLOCATED SITE</b>		N/A
7	2-10 London Road	N/A	YES	Out of town format store that forms an important part of the arrival to the town centre. Opportunities to create access to a route along the former rail line and deliver new public spaces, homes, commercial and business space.
8	The Ham	N/A	YES	A light industrial area with some homes and community uses. Adjacent to the Brentford Project and providing car access to a new Morrisons store. It has extensive river frontage and is subject to development pressure.

\*Surface car parks adjacent to the site allocation have been identified through the masterplan process as development opportunities and included within the analysis and proposals for this site.

# Stakeholder engagement

1.42 The masterplan has been developed as the next step following on from the visioning work completed over 2020-2021. The 'Big Ideas' and projects within the vision were developed directly from ideas and comments shared by the public as part of an extensive programme of engagement.

1.43 Over 1,000 people participated in creating the visions through a dedicated webpage. Feedback on the draft vision documents was received through engagement activities including workshops, surveys and events with younger people from the borough.

1.44 A number of the key messages from this engagement included:

- The success of the town centre is closely linked to its hinterland - the Great West Corridor, Kew, Chiswick and Ealing
- We must address the prolonged closure of shops along the High Street. This will have a huge impact on its profile and appeal
- Replacement shops should be varied, with specialist and independent stores at affordable rents/rates
- New and existing communities must integrate so Brentford gels as one place
- Culture is a big part of Brentford's identity and should be a priority - Watermans Art Centre is highly valued though affected by the Covid-19 pandemic
- We need to shift the perception of the High Street from being a thoroughfare to a place for people.
- We need to capitalise on the uplift in cyclists and improve facilities

This feedback, alongside the 'Big Ideas' developed as part of the visions set the starting point for the masterplans. A series of workshops were held in 2021 to test the emerging spatial frameworks and explore the areas of focus for redevelopment proposals in the town centre. A further round of stakeholder engagement was undertaken in February 2023. This masterplan was taken out to formal consultation during spring / summer 2023.

1.45 A summary of headline comments are summarised below under a series of headings which relate to the themes of the frameworks:

## Public realm

- The Market Place and public realm should be able to host events and activities such as markets, dance performances, live music, public art installations etc. Public realm design must facilitate this (infrastructure) and not inhibit this by poorly placed street furniture and planting.
- Recognised recent investment in Brentford's public realm along the High Street and that this should be expanded and work in coherence with proposals coming forward elsewhere e.g. The Brentford Project.
- Investment needed in Brentford's existing hard and soft landscaped spaces, such as Watermans Park, St Paul's Recreation Ground and The Butts Georgian Square. Better seating, signage, litter bins etc. can improve use and enjoyment of the assets.
- There is the desire to have a continuous riverside walk that acts as a public space to creation and leisure. And support for a linear green space at the old railway embankment.
- Support for greening and soft landscape features within the town centre, linking up the waterfront to green spaces such as Gunnersbury Park and Boston Manor, and areas of tree planting, to create a connected public realm.

## Movement

- Interest in exploring opportunities to relocate the bus standing from behind Brentford County Court to a more central location. Could it form part of a broader placemaking proposal and be mixed use / multifunctional.
- Improve walking and cycling connections to the Great West Road and Boston Manor Park. This could be along the River Brent as well as investing in the disused rail line which runs parallel with Commerce Road in the west.
- There needs to be better connections to the

riverfront. These should be a mix of vehicular and more intimate pedestrian yards.

- The width of the riverside walk should be expanded where possible to facilitate easy use by pedestrians and cycling.
- Wayfinding and signage throughout the town centre should be improved e.g. towards the station, Syon Park, Gtech Community Stadium.

### Townscape

- Concern that the existing High Street Parade could feel 'dwarfed' and dated next to the forthcoming Brentford Project proposals.
- The heart of the High Street needs to have a character that reflects metropolitan London - needs to be contemporary.
- Consider how Brentford's boat making and other riverside industries can inform proposals - an industrial vernacular.
- Nice pockets of townscape exist, such as The Butts or St Paul's - these areas should be invested in and protected.
- Can historic features be brought back, such as the fountain at Brentford Dock and Kew Bridge.
- The town centre's east and west arrival points (McDonalds and Pets at Home) are currently poor and need improvement.

### Land use

- It's important to think about spaces needed to support creative industries in Brentford. Artistic and artisanal activities are what distinguish Brentford and should be protected with provision of affordable (and messy) space in retained and new buildings.
- There should be a non-residential buffer between homes and industrial areas to maintain these important productive spaces in Brentford.
- The core of the town centre needs to be strengthened as a cultural and commercial hub and enjoyable place to visit. Essential services and distinctive independent retail or cultural offers are needed.

- Essential services like a bank, post office, supermarket should be maintained in the town centre to serve local people during the upheaval of major regeneration.
- Night time economy needs to be thought of strategically in terms of the cultural offer. How can these work in synergy and be closely located? This should include music venues.
- There is a proud history of pubs and inns in Brentford. Existing pubs should be protected and new ones encouraged. Could we have pop-up pubs as meanwhile uses on development sites?
- Riverside food and beverage coming forward at The Brentford Project will be great. Can the Heidelberg site's relationship to the water be more interesting and productive? E.g. creative arts hub with outdoor exhibition space.

# 2 Town-wide frameworks



S



# Development

- 1.46 The urban design framework provides guidance on future development within Brentford Town Centre over the next decade. The framework is made up of the adjacent development plan and the following pages including land use, townscape, public realm and movement. The frameworks propose shorter term physical environmental improvements and will help to act as a guide for planning applications which are currently coming forward. Longer term strategic transport and development projects have also been proposed.
- 1.47 The adjacent drawing shows the indicative development framework. It is designed as a flexible plan that provides a clear structure and guidance as these sites come forward for redevelopment, without being prescriptive. The strategy balances the need to promote change in certain areas of the town centre, where large development sites have been identified while protecting and promoting a finer grain of block structure and greater mix of uses in other areas. A series of core urban design principles have been identified that development proposals across the town centre will need to adhere to and will help to ensure the delivery of high quality development. These set out the key moves that are being made in terms of the built form of proposals.

## Defining fronts, backs and edges

- 1.48 Support a range of development proposals that contribute to the wider townscape by resolving ambiguous block edges and introduce frontage where appropriate, improving synergy with the existing built form and open spaces. Development should front streets and spaces where possible, contributing to an animated and safe pedestrian experience. Where this isn't possible, servicing areas should be well designed and easily accessible.

## Returning to a town centre grain

- 1.49 Support proposals to break down large footprint buildings that are inappropriate for well integrated and well functioning modern town centres. Finer grain buildings have historically



Figure 1.5: Masterplan development form

been more adaptable between uses and therefore embedded resilience in the built fabric of a town centre. Finer grain buildings also contribute towards a rich and permeable pedestrian environment.

## Conserve and enhance through retrofit

- 1.50 Retrofitting existing buildings and structures can have multiple benefits including; breathing new life into underutilised assets, engendering a sense of collective memory, reinforcing the local distinctiveness, considering the embodied carbon and improving technical and environmental and energy performance - a key means of decarbonisation across the borough. Retrofit of traditionally constructed buildings needs to be informed by a whole building approach, informed by heritage expertise.



#### Key

- Existing buildings (outside town centre)
- Existing buildings (within town centre)
- In planning pipeline
- Under construction
- Proposed buildings

(Shade of blue differentiates scale and mass of proposals in plan, with darker blue being relatively taller in height to lighter blue being relatively lower).

### Mediating scale

- 1.51 The scale of development coming forward in the town centre should avoid dwarfing existing townscape, and should respond sensitively to the character or heritage of the area. Developments should use carefully crafted scale and massing to mediate between existing and emerging areas. Creating a human scale should underpin all development proposals, particularly in pedestrian-centric areas such as the High Street and riverside.

### Riverfront views, access and setting

- 1.52 Proposals should accommodate views across and along Brentford's waterfront. Ground floors, public realm and land uses strategy should encourage the enjoyment of the riverside setting, whilst the layout, massing and aspect of proposals should maximise riverfront prospects and pedestrian access.

# Uses and activity

- 1.53 The opposite diagrams illustrate the land use pattern and an indicative / conceptual land use strategy for Brentford Town Centre. This is intentionally flexible and non-prescriptive, designed to help guide a shift towards particular uses in some key areas of the town centre.
- 1.54 The strategy focuses on strengthening existing and emerging clusters of activity in the town centre, as well as diversifying its offer to create a network of destinations and footfall drivers. Town centres are often the most resilient and adaptable places and Brentford must continue this by responding to both national and local trends. The town centre can benefit from agglomeration of similar uses as well as synergies between specialised industries and activities.
- 1.55 The concept diagram is intended to illustrate the following principles.

## A vibrant town centre core

- Support proposals that reinforce the commercial hierarchy of the High Street as the primary retail cluster between Half Acre and Tallow Road.
- Work with ground floor uses coming forward in the Brentford Project south of the High Street, supporting complementary uses to the north including retail, professional services and community uses.
- Support the role of the town centre market in market place as a continued affordable convenience offer, as well as attracting specialist retail that reflects Brentford's unique maker and independents community.

## Spreading active ground floors eastwards

- Support development proposals that propose town centre uses at ground floor in the east of the town centre between Half Acre and Ealing Road.
- Use this development to shift the perception of the town centre eastwards with active ground floors that positively address the High Street and foster a convivial experience.

## A choice of workspace

- Support proposals that deliver a combination of workspaces including offices; maker / light industry; and rehearsal and production space, as part of a resilient town centre mix.
- Explore opportunities for an affordable workspace provider in the town centre, providing fertile space for start-ups, creative industries and spin-off businesses associated with the Creative Enterprise Zone.
- Protect the local stock of fine grain employment space for traditional industries e.g. support businesses looking for follow-on space for expansion and/or diversification.

## A mix of cultural, leisure and commercial

- Diversify the town centre offer by supporting proposals for commercial leisure and cultural facilities, including a new home for the Watermans Arts Centre, where communities can collaborate creatively.
- Explore opportunities for community-facing, cultural meanwhile uses on development sites and vacant retail units, driving footfall and changing perceptions of the town centre e.g. temporary micro museums to showcase local collections.

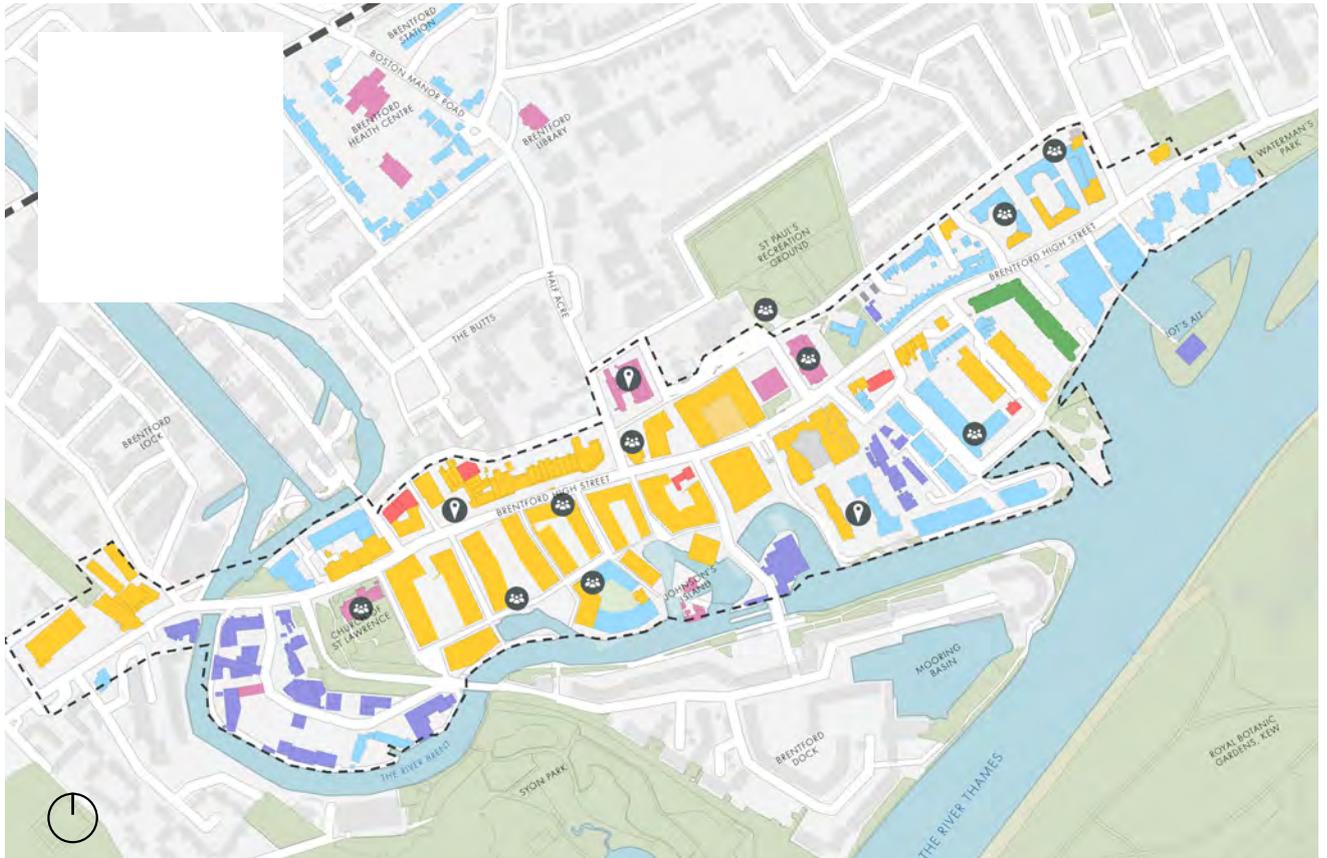


Figure 1.6: Existing land uses at ground floor plan that reflects consented schemes

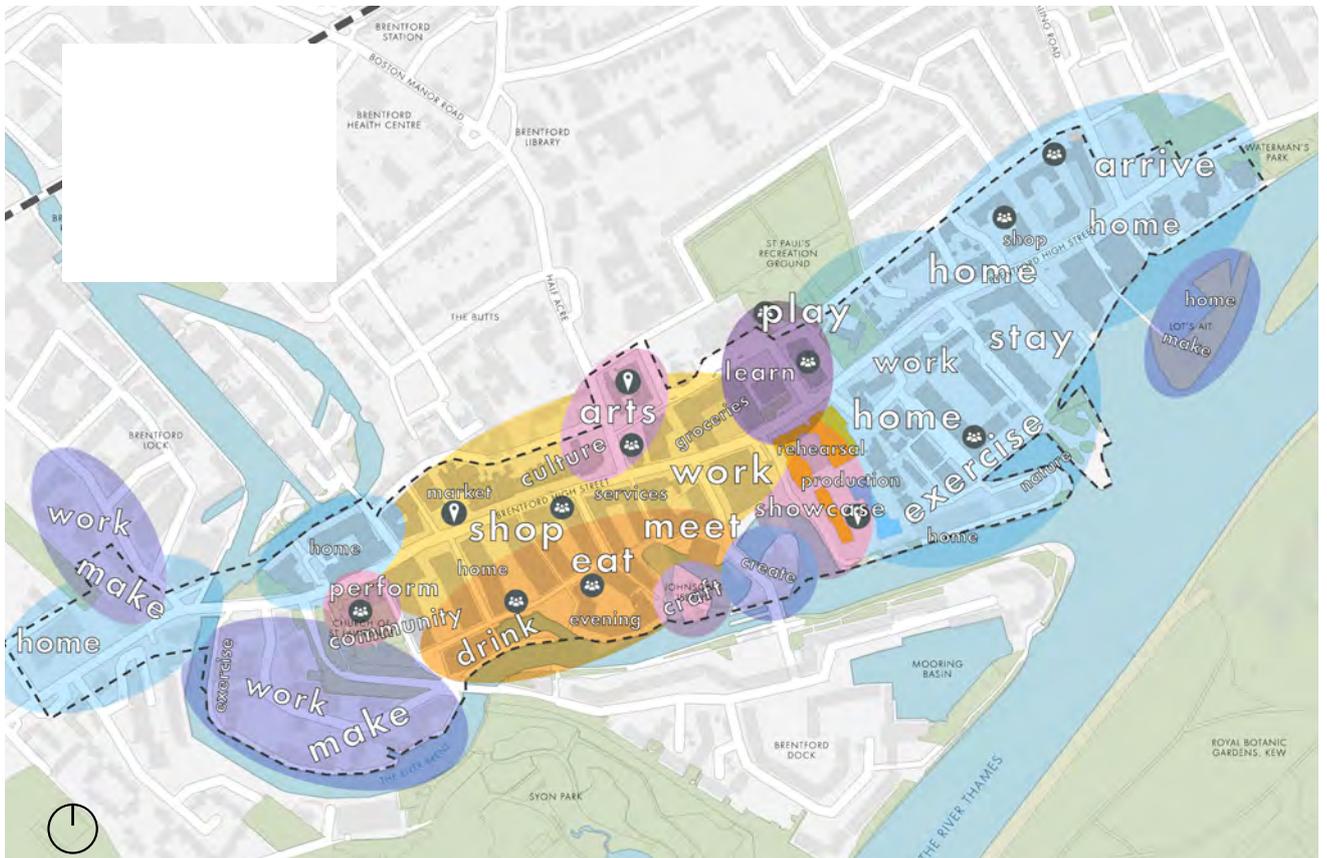


Figure 1.7: Conceptual land uses strategy framework plan

1.56 The plan opposite sets out the proposed ground floor uses for the specific development sites that have been reviewed as part of this masterplan. These indicative uses are intended to illustrate the delivery of this framework. Further detail on these sites is included in Chapter 3.

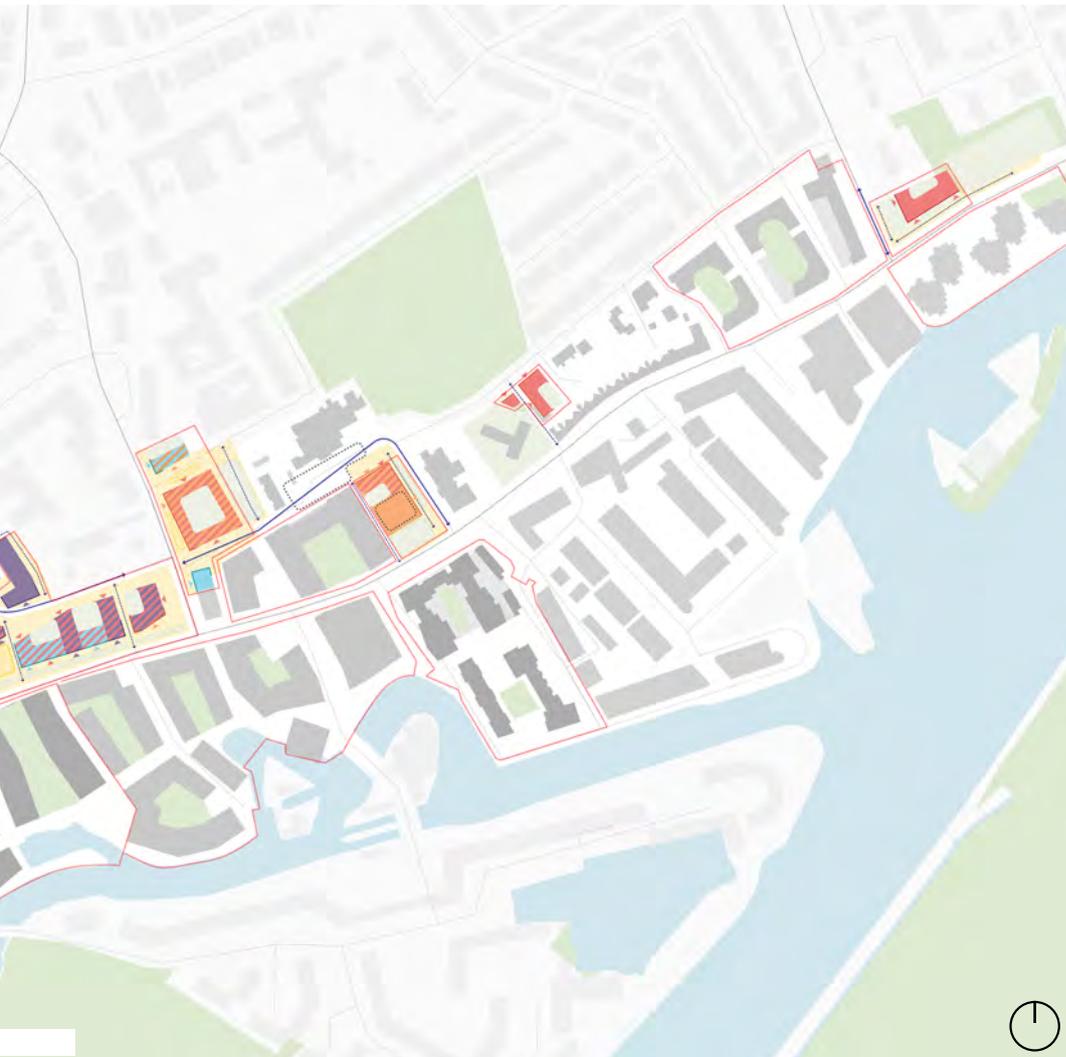
1.57 The existing and future context for each key land use is set out below:

- **Retail:** Whilst the trend is decline for physical retail, Brentford has a limited provision because of the Brentford Project. With significant new numbers of residents in Brentford, there is likely to be a modest increase in the demand for convenience retail to support new residents. However the type of retail will need to be considered within the context of retail already being delivered. Furthermore in the future, there is likely to be opportunities to develop a vibrant independent retail offering linked to the wider creative economy, which could draw in visitors from a much broader area. The overall offer should cater for a broad range of socioeconomic groups.
- **Leisure/culture/community:** The new Watermans Arts Centre has the potential to attract complimentary cultural uses to Brentford, aligned to the existing creative economy. Furthermore this will drive the food and beverage and evening economy offer. There is also the potential to better align with the University of West London and Richmond American University London at Chiswick Park, and to integrate high quality support and networking opportunities for SMEs, enabling their growth.
- **Food and beverage:** Brentford's setting on the riverside has the potential to create a more dynamic food and beverage and evening economy. Furthermore this offering has the potential to mature over time as new residents move to Brentford, creating a destination proposition.



Figure 1.8: Masterplan development framework with illustrative ground floor land use.

- **Employment:** The proximity of Brentford to the Great West Corridor and its wide range of businesses and education institutions presents opportunities to further develop the local economy, both through focussed provision for SMEs to complement larger spaces in the Great West Corridor, and through co-working space. There is a clear lack of SME messy/maker and rehearsal space in West London for a range of sectors including tech, digital and creatives. The energy of Brentford town centre and its connections to wider businesses make it an ideal location to address this shortfall. This can complement and diversify the established transport, logistics, automotive and light industry in the area.



**KEY**

- Residential
- Community
- Office
- Retail
- GF community with resi above
- GF retail with resi above
- GF retail with office above
- GF retail with community above
- GF office with resi above
- Public realm improvement
- Outdoor amenity
- BUS ST** Bus Station
- CC** Brentford County Court

- **Residential:** New homes and residents to Brentford will support the future vitality of the town centre and help drive demand for the uses above. In addition to this, Brentford has a unique riverside setting that can attract residents who want better access to the waterside and associated amenities. In order to support a mixed community, affordable and social housing should be provided in the town centre in line with the London Plan, which states that 50% of all new housing should be affordable.

# Character and townscape

- 1.58 Brentford town centre comprises multiple Conservation Areas and is within the Kew World Heritage Site buffer zone yet it is also undergoing considerable change via numerous consented schemes. This includes the Brentford Project which is redeveloping a significant portion of the town centre south of the High Street. It is important to retain and enhance distinctive remaining buildings and spaces where possible, and to utilise the historic character and heritage to inform and inspire new development. This will in turn strengthen the townscape and allow the built environment to continue to tell the story of Brentford's rich history.
- 1.59 A series of character and townscape themes have been identified:
- **A retrofit-first approach:** Brentford's collection of existing buildings and structures should be used as a part of heritage-led placemaking, delivering investment to and finding new long-term occupiers for these assets. A retrofit-first approach should be pioneered to explore how structures can be retained and re-purposed for modern requirements, conserving and enhancing character and embodied carbon in the process. Examples of buildings could include Brentford County Court, Brentford Library and Lion Way depot.
  - **Responsive typologies and urban design:** Support proposals that use appropriate typologies that respond to their setting and positively contribute to local urban fabric and townscape. For example, infill urban terraces and townhouses could be used to repair edges and provide frontage to St. Paul's Recreation Ground, whilst podium blocks could sit along the riverside, creating a rich pedestrian environment whilst providing frontage to the historic waterfront.

Please refer to the Character, Sustainability and Design Codes SPD Town Centre codes for further design guidance and codes on how development can enhance character in the town centre.

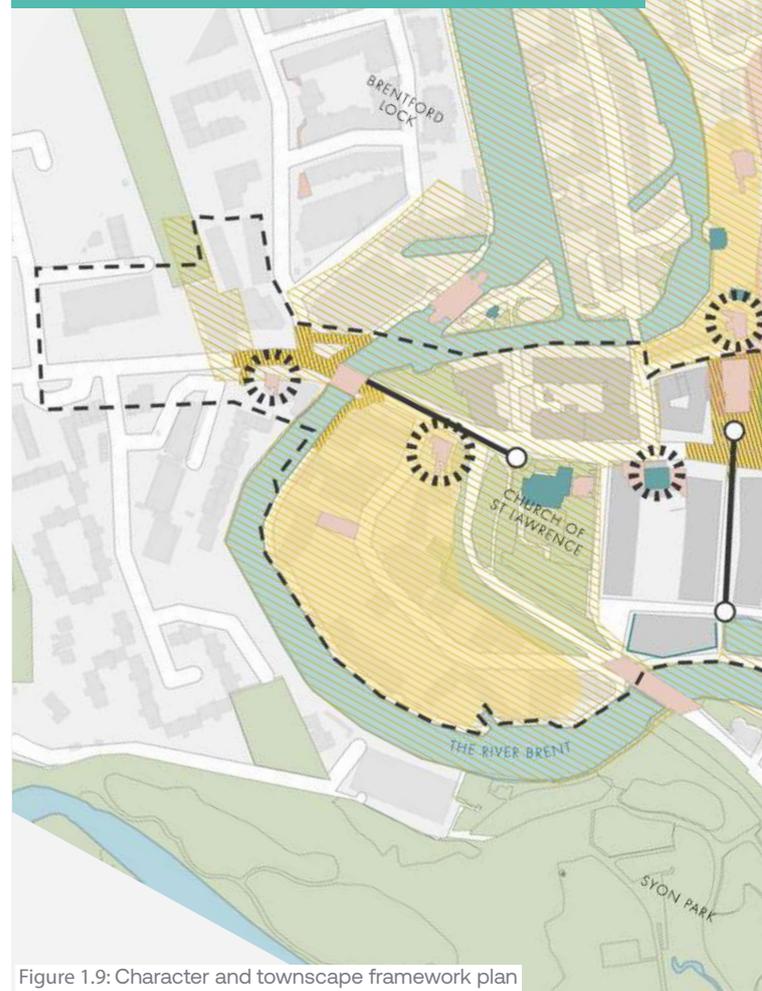
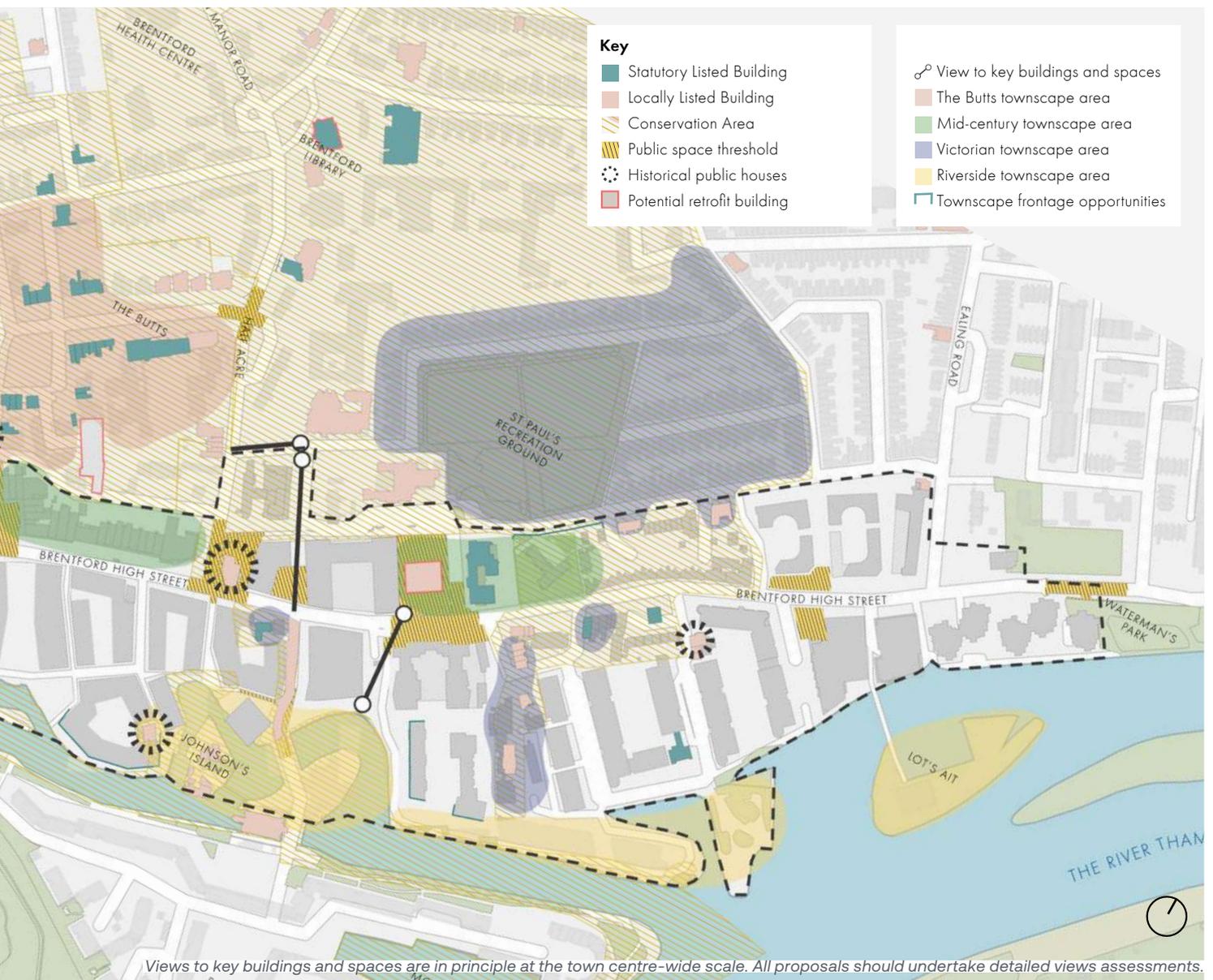


Figure 1.9: Character and townscape framework plan

- **Reinforce local character areas and key holding points:** Support placemaking proposals that reinforce distinctive local character areas, through traditional typologies; scale, form and massing; materials and palette; and use and function. Key thresholds in the town centre are often anchored by heritage buildings or a convergence of routes that could be reinforced through development and public realm strategies. The waterfront is a core character area, which should be celebrated through public art, interpretation and/or the establishment of a heritage dock to celebrate the area's built and social history.



- Celebrate local landmarks:** Brentford has a number of locally distinctive buildings that can form a network of local landmarks to improve legibility and wayfinding around the town centre. Delivering investment to these buildings through enhanced public realm, lighting and sensitive retrofit projects can elevate their townscape prominence. Examples include the of St Lawrence, Alexandra House, Magistrate’s House and a number of local inns and pubs such as The Beehive, which reflects Brentford’s local association with malshouses and breweries. The historic waterfront should also be celebrated through interpretation boards

- Creating a more coherent townscape:** New development should respond to the recent increase in density and scale, to create a more coherent townscape and transition between heights. Heights should consider the Kew Gardens WHS, along with immediate townscape issues. A proportionate heritage impact assessment, informed by relevant expertise, is needed to consider the heritage impact, should all of the sites come forward. MOD should be consulted, where development exceeds 50m above ground level to assess impact on aircraft related to RAF Northolt.

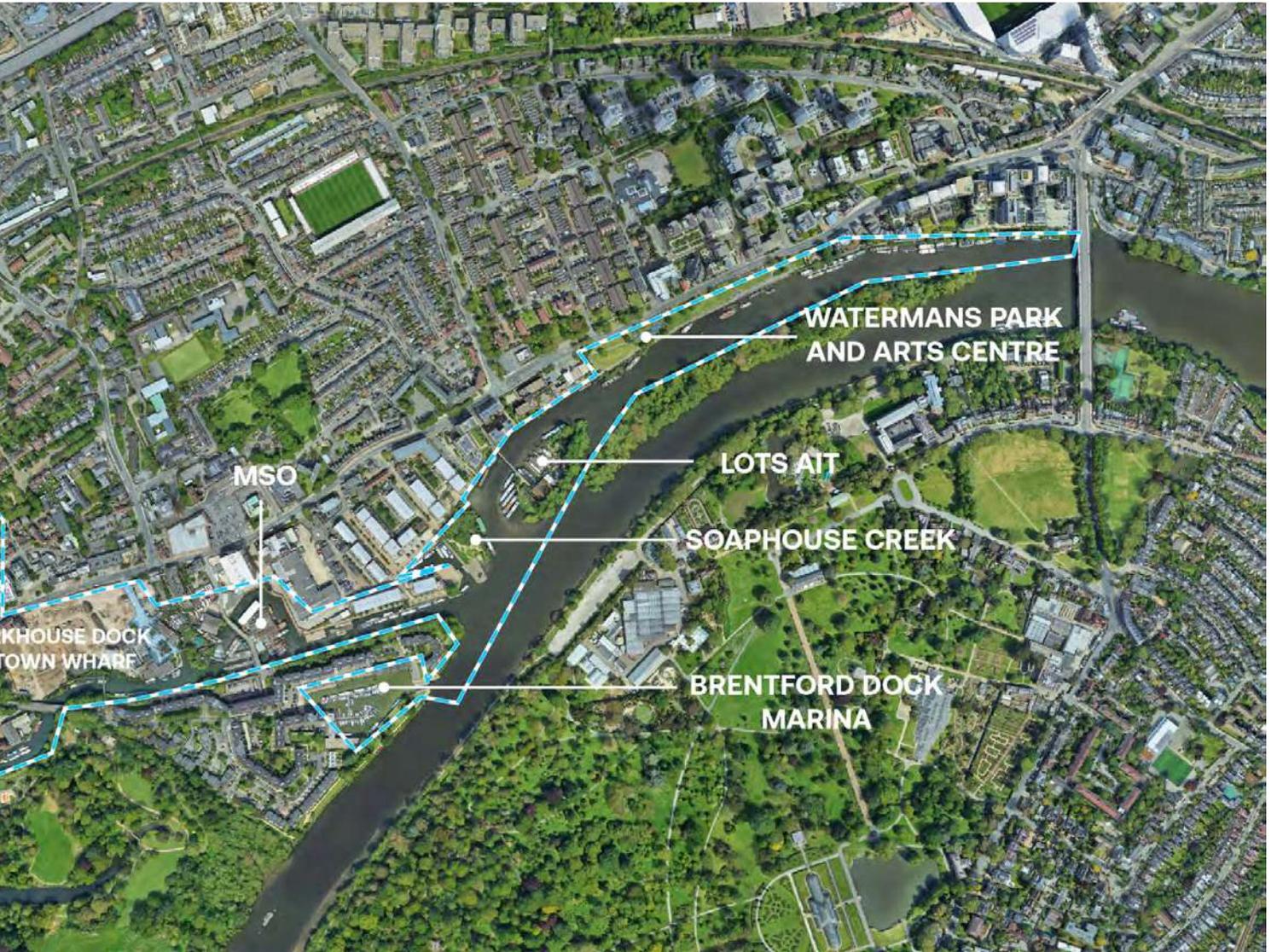
## Brentford Heritage Harbour

- 1.60 Heritage Harbours is a joint initiative between local groups and Maritime Heritage Trust, National Historic Ships and Historic England to recognise the value of ageing ports and harbours and breathe new life into existing historic buildings; moorings; maintenance facilities; and waste land with the aim of safeguarding and conserving historic harbour locations. Twelve Heritage Harbours have been established to date, with three of these being inland harbours. The key objectives and benefits for Heritage Harbours are:
- protection of heritage assets at risk
  - support for local business growth
  - increase tourism
  - improve community cohesion and inclusivity
  - attract investment
  - attract heritage funding.
- 1.61 Brentford's historic harbour role at the juncture between the Rivers Thames and Brent and the Grand Union Canal make it a strong contender for designation as a Heritage Harbour in an area broadly aligning with the Grand Union Canal and Boston Manor Conservation Area. Brentford is one of only two London entrance points to the canal network from the River Thames, the other being Limehouse Basin, and has an historic dock originally engineered by Isambard Kingdom Brunel in 1855.
- 1.62 Initial review of the project has involved Maritime Heritage Trust, River Thames Society, Habitats and Heritage, local boat residents, ward councillors and Brentford Voice. Further work will involve identifying local and national partners and documenting existing and potential physical and natural assets that could form part of the offer within a Heritage Harbour designation.



Figure 1.10: Possible boundary for Brentford Heritage Harbour





Brentford Lock area, within the suggested designation



Brentford's historic harbour infrastructure

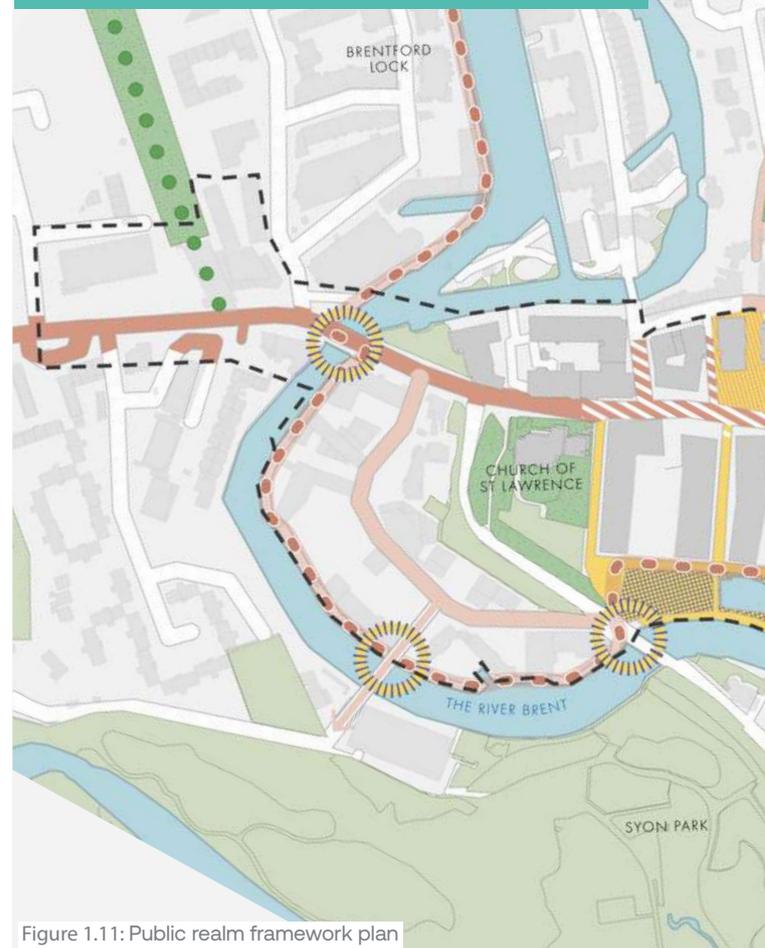
# Public Realm

1.63 The public realm comprises streets and open spaces accessible by the public, forming an essential part of the public commons. It is these 'spaces in between' and their relationship with buildings and local people that set the scene for civic life to flourish. The pandemic has further highlighted the opportunity for a robust public realm that can support a range of activities and requirements.

1.64 The framework plan opposite and principles below highlight a number of priorities for the public realm, linked closely with the movement framework on the following pages:

- **Reinforce the town centre core as a place for people and civic life:** The core of the town centre should be reinforced as a place for people and civic life, as well as vehicular movements. Public realm design should set the scene for and instigate opportunities for social exchange and dwelling. This can be achieved through continuous active frontage and articulated façades, high quality planting and surfacing, integrated signage, lighting and street furniture.
- **A navigable street hierarchy:** A successful public realm and movement strategy is underpinned by a clearly defined street hierarchy. The public realm should be appropriate to the relevant hierarchy of the street or space and signify the appropriate modal, temporal and behavioural type of activity that should take place there. For example, a change in surfacing and lighting can signify a transition from the busy, vibrant High Street into a quieter and calmer residential area, such as The Butts
- **Brentford's characteristic yards:** Brentford's High Street and riverside have historically been connected by a series of narrow yards. Used for movement and as working spaces associated with traditional waterside industries, this characteristic public space typology should be used to enhance the town centre's urban fabric. The Brentford Project seeks to reinstate new yards, whilst existing connections could be enhanced

The Council's emerging Public Realm Strategy provides further design guidance on how to incorporate public realm improvements within the town centre. Please also refer to the Character, Sustainability and Design Codes SPD.



through surfacing and signage to create a stronger spatial and psychological connection between the High Street and the waterfront.

- **A distinctive natural landscape:** Landscape proposals for the town centre should build on Brentford's unique landscape character, taking cues on planting mix, design and size. This includes the natural wetland environment of the riverside; the grand estate parklands of Syon Park and Kew



Gardens; the Victorian civic character of St. Paul's Recreation Ground (a former orchard); and the formal atmosphere of The Butt's Georgian square. Proposed developments should consider continuity of natural habitats, urban greening and biodiversity and incorporate flood defence strategies early in the design process.

- **A network of coherent and robust spaces:** Modern town centres have varied requirements of their streets and public

spaces in order to perform a number of functions. Investment in upgrading infrastructure and operational management can enable public spaces to be robust and thrive. Investment in power supply, lighting, refuse, and durable surfacing can allow Market Place and riverside spaces to accommodate public events, outdoor dining, art installations and more. Coordination of S106, CIL and S278 funds across development schemes will ensure a consistent and coherent public realm.

## The Bee Line

- 1.65 A feasibility study has been prepared for establishing a new community green amenity space on the elevated former Brentford Branch Line railway embankment running between London Road at the southern end and the South Western Rail Line at the northern end. The study has been funded by Hounslow Council and prepared by Adams & Sutherland in collaboration with Brentford Voice and helps to progress a key opportunity highlighted within the Vision for Brentford, including biodiversity enhancement and community interpretation opportunities.
- 1.66 The green space will be a characterful and accessible place. Proposals will work with the the existing wild character, which has evolved as the abandoned railway has been colonised by nature, to create a special and reflective place to go. As well as providing access to nature, the space will celebrate local history, enhance biodiversity, improve air quality, and make a space for education. Sensitive planting, signage, and new clearings, within which to sit or host activity, will be linked by a winding path. An ambitious extension, integrated into future development on an adjacent site, will link the Bee Line to London Road and provide a frontage for what is currently a hidden place.
- 1.67 The study considers access points and identifies the route's potential to become a strategic walking route in the future, connecting to mixed-use redevelopment on the Great West Road.
- 1.68 Hounslow Council has provided funding for ongoing design work and a small pilot project to be tested as a first delivery stage of the ambitious project.



Adams and Sutherland's landscape plan, visualisation and character precedent i



Images for the proposed Bee Line along the elevated former Brentford Branch Line railway embankment

# Movement

1.69 The movement framework sets out a number of ideas to improve the town centre, focused around the area of the sites within the masterplan. These proposals are not detailed or prescriptive, but respond to local opportunities and a series of key challenges that have been identified in the town centre. They relate to more strategic movement challenges within the wider context of the area such as links to the train station, strategic green spaces and the Gtech Community Stadium. The strategy balances the need to promote improvements to sustainable modes and access into the heart of the town centre, whilst recognising the strategic importance of the High Street (part of the broader London Road) as a vehicular movement corridor.

## The High Street: a place for people and vehicular movements

1.70 The character and convenience of the High Street is compromised by the volume of through-traffic, impacting its quality and identity as a place for local people and visitors. Investment in surfaces, expanding crossings and changes to traffic light sequencing will help to shift priority from vehicles to people and better integrate the north and south sides of the High Street, balancing this with traffic flows.

## Improving connectivity and wayfinding between neighbourhoods and destinations

1.71 The rivers and canal, the Gtech Community Stadium and Syon, Boston Manor and Gunnersbury Parks are destinations and important leisure assets. Local schools, rail and tube stations are also major trip generators. Access to these should be improved from the town centre and neighbourhoods by investment in walking and cycling on secondary streets to provide calm, characterful and healthy alternatives to heavily trafficked roads. This includes consistent, well-positioned wayfinding, cycle lanes and pavement widening, new crossings, seating, planting and introduction of parklets. Syon/Field Lane, Brent Lea and Clayponds, should be prioritised for improving neighbourhood links with the town centre. Boston

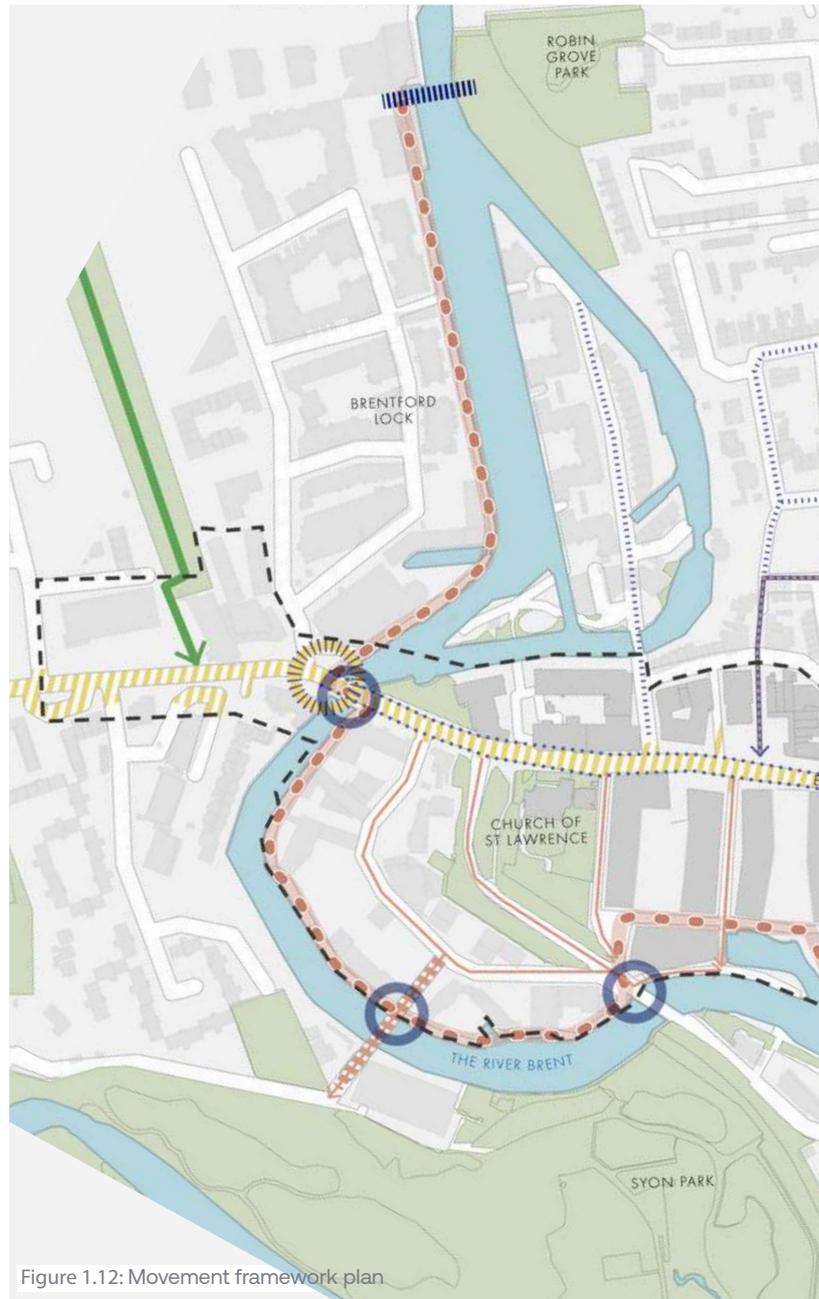
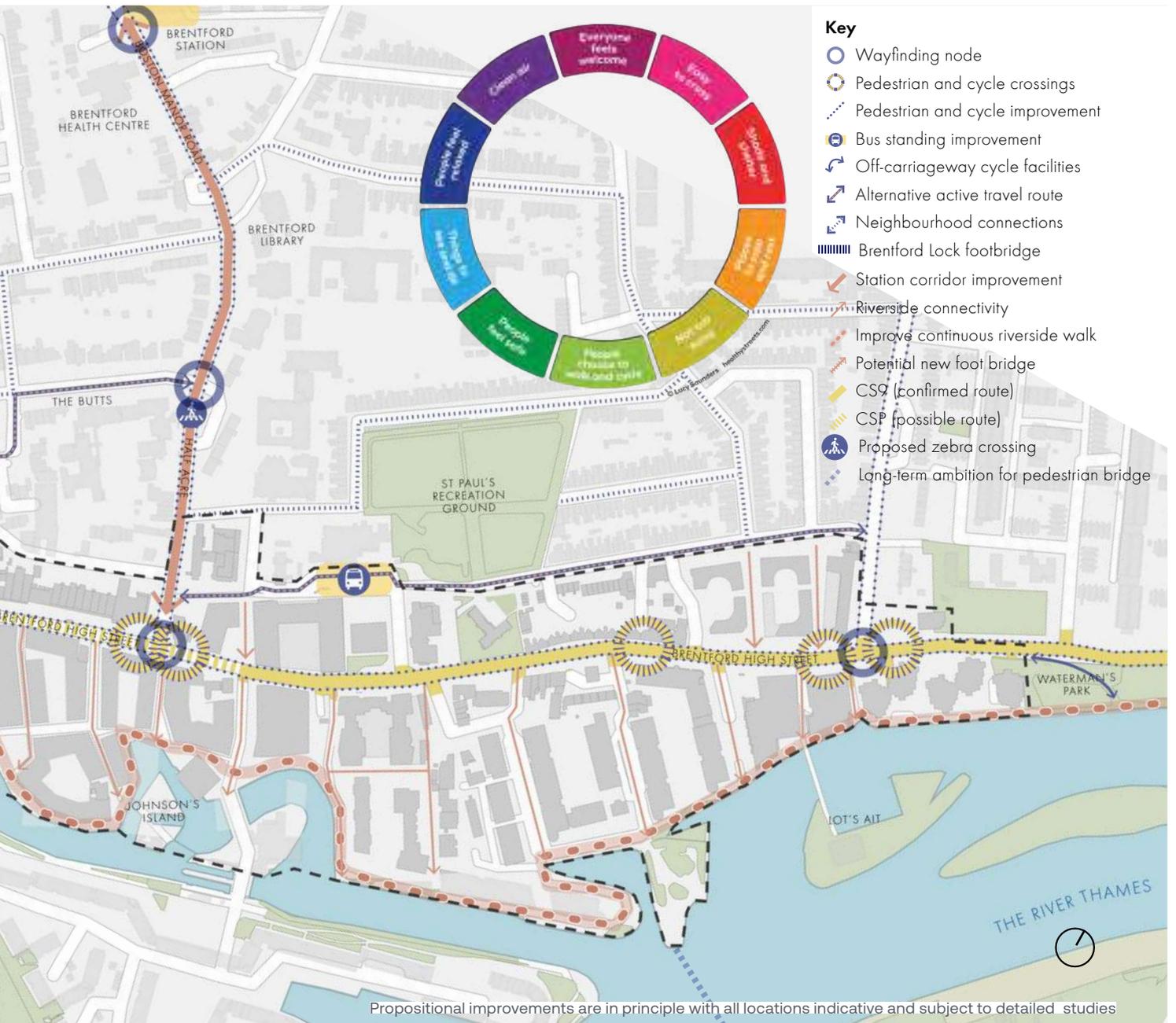


Figure 1.12: Movement framework plan

Manor Road and Windmill Lane should be prioritised for accessing stations. Long-term, a footbridge from Ferry Lane to the Thames Path on the south side of the river could be established.

## A continuous, publicly accessible, riverside walk

1.72 The current riverside walk is difficult to access and fragmented, limiting its use and enjoyment. The council will explore opportunities to create an uninterrupted and accessible riverside walk through surfacing and lighting improvements, and wayfinding from the High Street. As sites come forward they should retain or introduce a public and accessible riverside walk and carefully consider frontages to the waterfront.



**Electric vehicle charging**

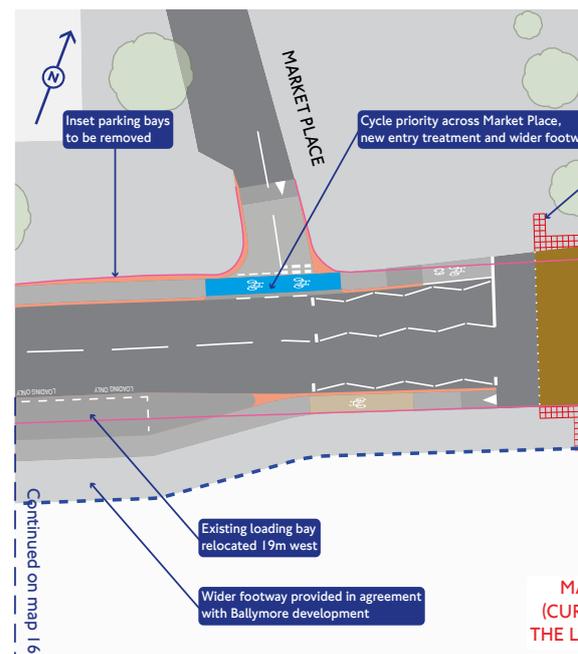
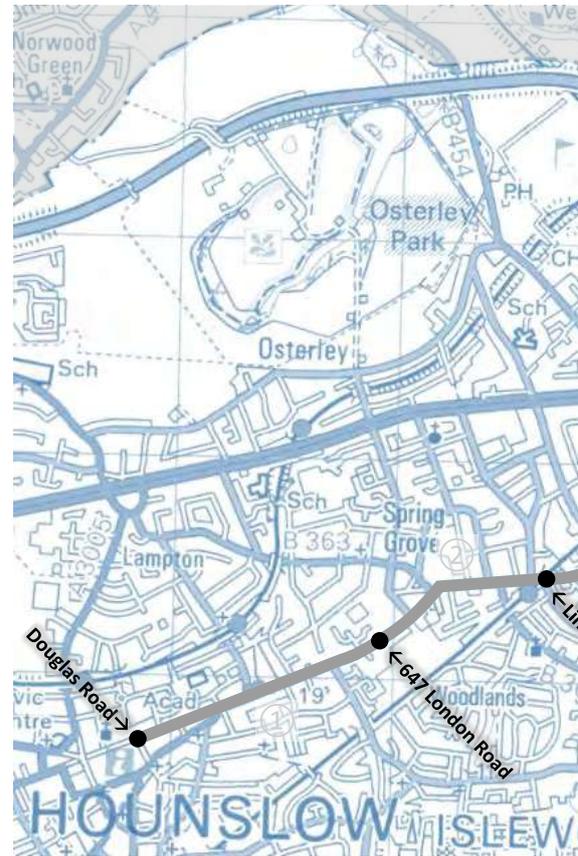
1.73 Streets and car parks should be future-proofed with publicly accessible, on-street electric vehicle charging points, integrated within light columns to limit clutter. 20% of council-owned car parks will provide dedicated electric vehicle charge points.

**Taking a Healthy Streets approach**

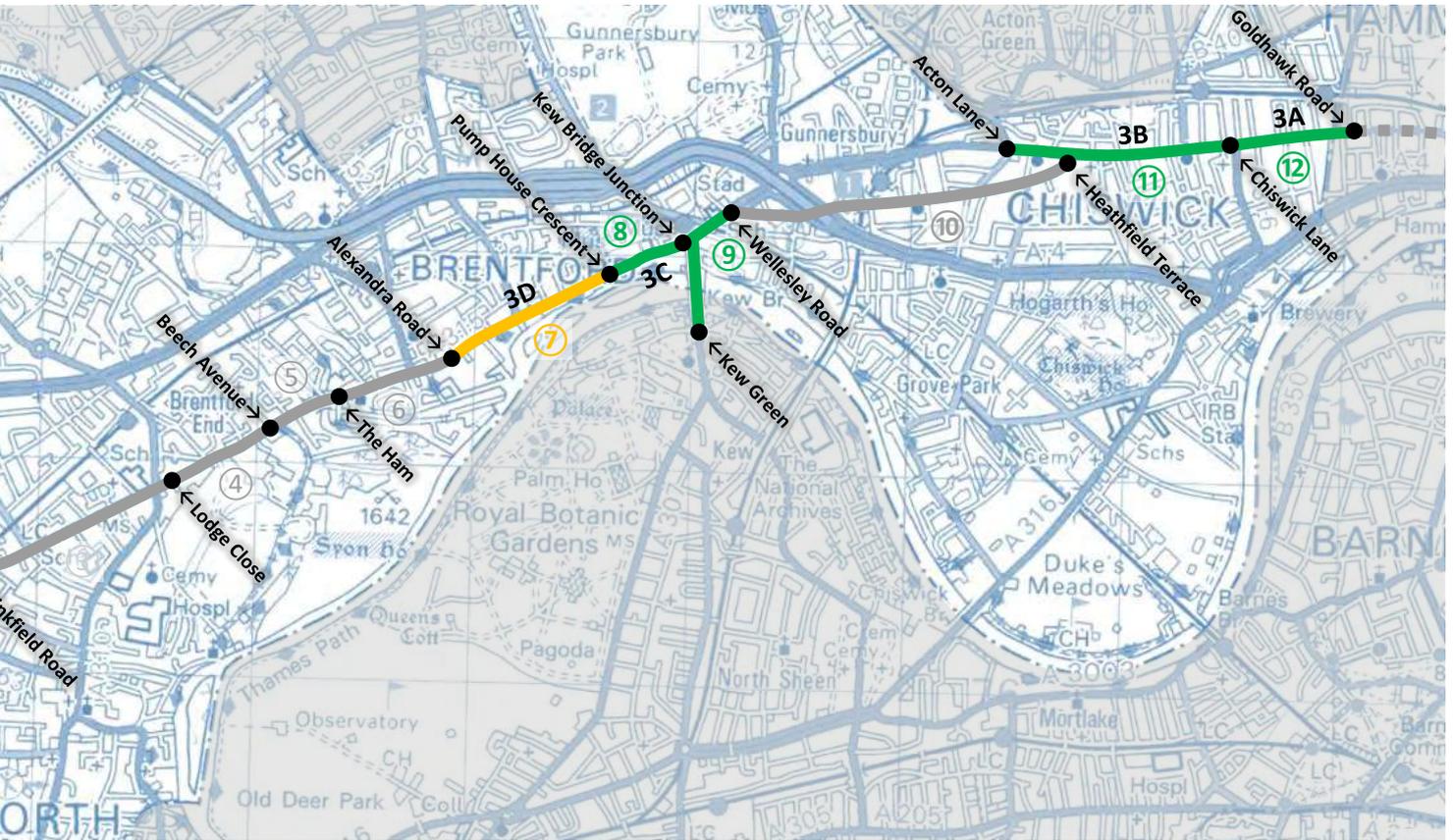
1.74 Investment in Brentford's streets should reflect the Healthy Streets approach, appreciating the relationships between movement and noise, air quality, safety and seating, amongst others, in making people feel welcome and comfortable

## Accommodating Cycleway 9 appropriately

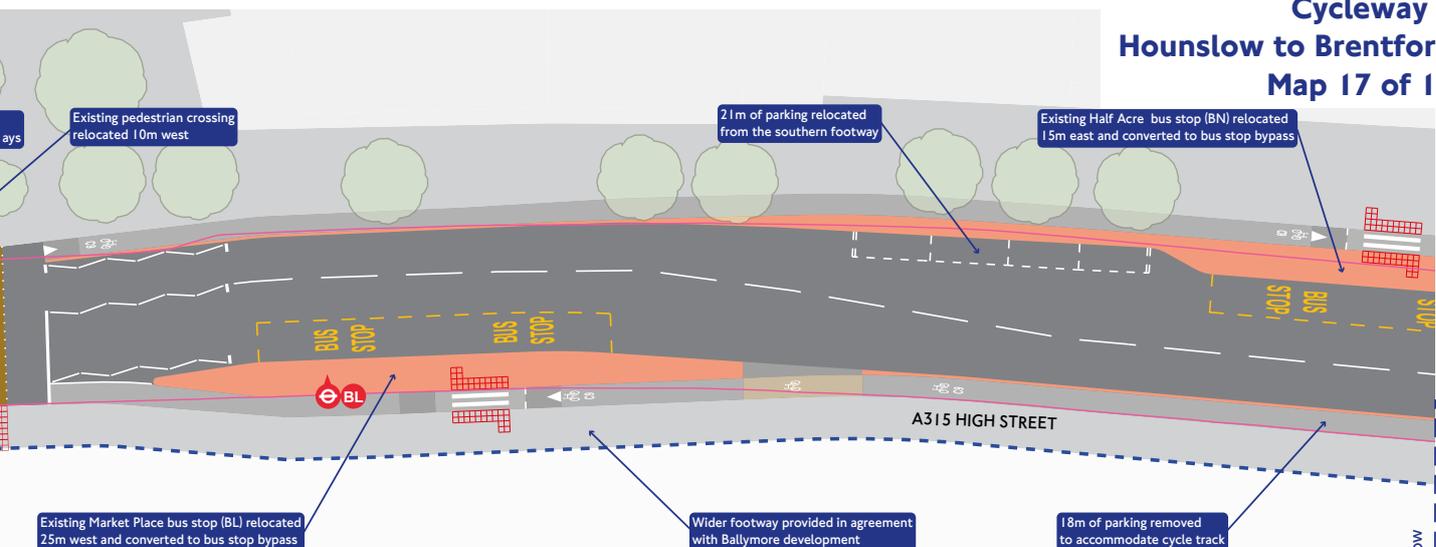
- 1.75 TfL's Cycleway 9 is now confirmed as a permanent route and may be extended to Hounslow in the future. The route will transform movement patterns through the centre and shift the character of the core area. C9 Sections 8, 9, 11 and 12 have been constructed. Section 10 is operational and accommodated on quieter streets, with formal interventions planned. Section 7 along the High Street is being constructed during 2024, with a new pedestrian crossing being established outside Brentford County Court.
- 1.76 Cycleway 9 will create a safer, more attractive route for people cycling that, in turn, will reduce congestion and improve air quality through lower private vehicle traffic levels. Consideration for people walking and taking public transport has been factored into designs so that sustainable transport methods can work in tandem rather than compete with one another.
- 1.77 Accommodating Cycleway 9 on the High Street, and integrating it smoothly with local cycle routes to neighbourhoods, stations and Brentford destinations will be important in realising the full benefits of the strategic route.
- 1.78 At a minimum, new development scheme designs should ensure the integrity of the cycleway is maintained as a continuous, safe, attractive and direct route. Schemes should also seek to improve C9 and its environs with provision of new/improved onward cycle routes and cycle parking. Schemes should clearly demonstrate how building lines, pedestrian routes within and beyond site boundaries and landscaping respond thoughtfully to the cycleway.



Cycleway 9 route overview and detail design for Brentford High Street



**Cycleway 9**  
Hounslow to Brentford  
Map 17 of 18



MARKED AREA COVERED BY BALLYMORE DEVELOPMENT (CURRENTLY IN CONSTRUCTION); DETAILED PROPOSALS FOR LAYOUT IN THE BOXED AREA ARE STILL TO BE CONFIRMED

Key:					
	Existing kerbline removed		New white road markings		Red tactile paving
	Existing tree		New bus cage/yellow box markings		Buff tactile paving
	Tree removed		New footway / traffic island		Signal-controlled pedestrian crossing
	Potential new tree		Shared-use area		Contrasting surfacing for safety at side roads
	Bus stop		Contrasting surfacing at vehicle accesses		
	Bus stop removed				

Continued below

# Useful precedents

1.79 The following case studies are helpful precedents to understand how new development could come about in Brentford in the best way. The precedents demonstrate best practices on how to make effective use of land, respond to local character, improve movement environment for all and improve public streets and spaces to make them inclusive and pleasant places to be in.



*Westbourne Baptist, west London by Allies and Morrison architects. Photo: James Newton.*

## Layering mixed uses

This mixed use scheme by Allies and Morrison accommodates a mix of functions: new accommodation for the family centre, and Paddington Children's Library; a community hall and thirty-two apartments. It replaced a 1960's which was outdated, poorly configured and considered to have a negative impact on the Westbourne Conservation Area.

Westbourne Baptist , London by Allies and Morrison architects

- ✓ Uses and activity
- ✓ Character and townscape



*The Green, Nunhead Green by AOC architects. Photo: Allies and Morrison.*

### Responding to local character

A community centre that responds to the neighbouring historic pub through its choice of predominant red brick material; black window frames with deep reveals; the pronounced vertical volume echoing the tall chimney stack; and the brick lattice detailing on one facade evoking the patterned brickwork of the pub. The community building is funded by adjacent housing development, creating a space for existing and emerging communities to meet and get to know one another.

The Green, Nunhead Green by AOC architects.

- ✓ Uses and activity
- ✓ Character and townscape



*Mini Holland scheme, Waltham Forest, London. Photo: Allies and Morrison.*

### Improving walking and cycling

Walking and cycling improvements include the introduction of new at-grade crossing points, well defined by lighting and road markings. Choosing points with good visibility for both pedestrians, cyclists and vehicles is key, as is choosing strategic locations that reflect desire lines between key destinations and linking into existing route networks.

Mini Holland scheme, Waltham Forest, London. Photo: Allies and Morrison.

- ✓ Public realm
- ✓ Movement



Arts installation, the Low Line, Southwark. Photo: Allies and Morrison. Artist unknown.

### Animating streets and spaces

Public art installations can be used to activate and animate places in town centres, providing points of interest and places to pause and reflect. Art that is prepared by the local community through participative means can be particularly successful by creating a sense of ownership and open up opportunities to learn new skills and practices. Installations can be individual projects or form wider strategies e.g. creating check points along an alternative walking and cycling route that benefits from better air quality and noise pollution.

Artist unknown.

- ✓ Uses and activity
- ✓ Character and townscape
- ✓ Public realm
- ✓ Movement



Paved Court in Richmond. Photo: Nan Palmero

### Providing a range of commercial environments

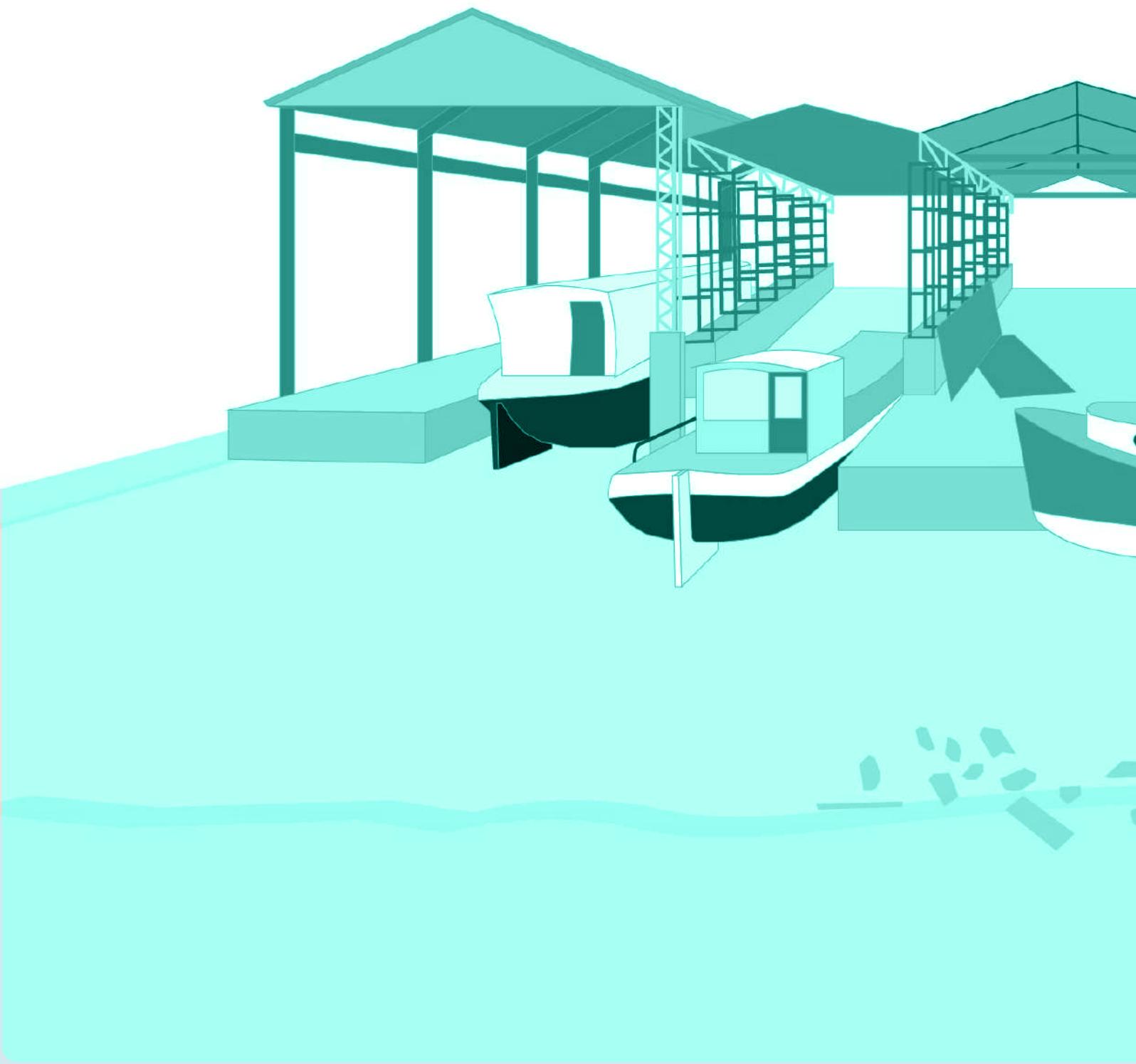
Lanes and passageways provide intimate and characterful environments and smaller retail, F&B or work spaces to bring variety and richness to town centres. This is well-demonstrated by Paved Court in Richmond, which provides a useful precedent for the establishment of traffic-free lane leading from the High Street to Lion Way, should an extended portion of the north side of the High Street be redeveloped. This could provide space for creative businesses as well as improving permeability in the town centre.

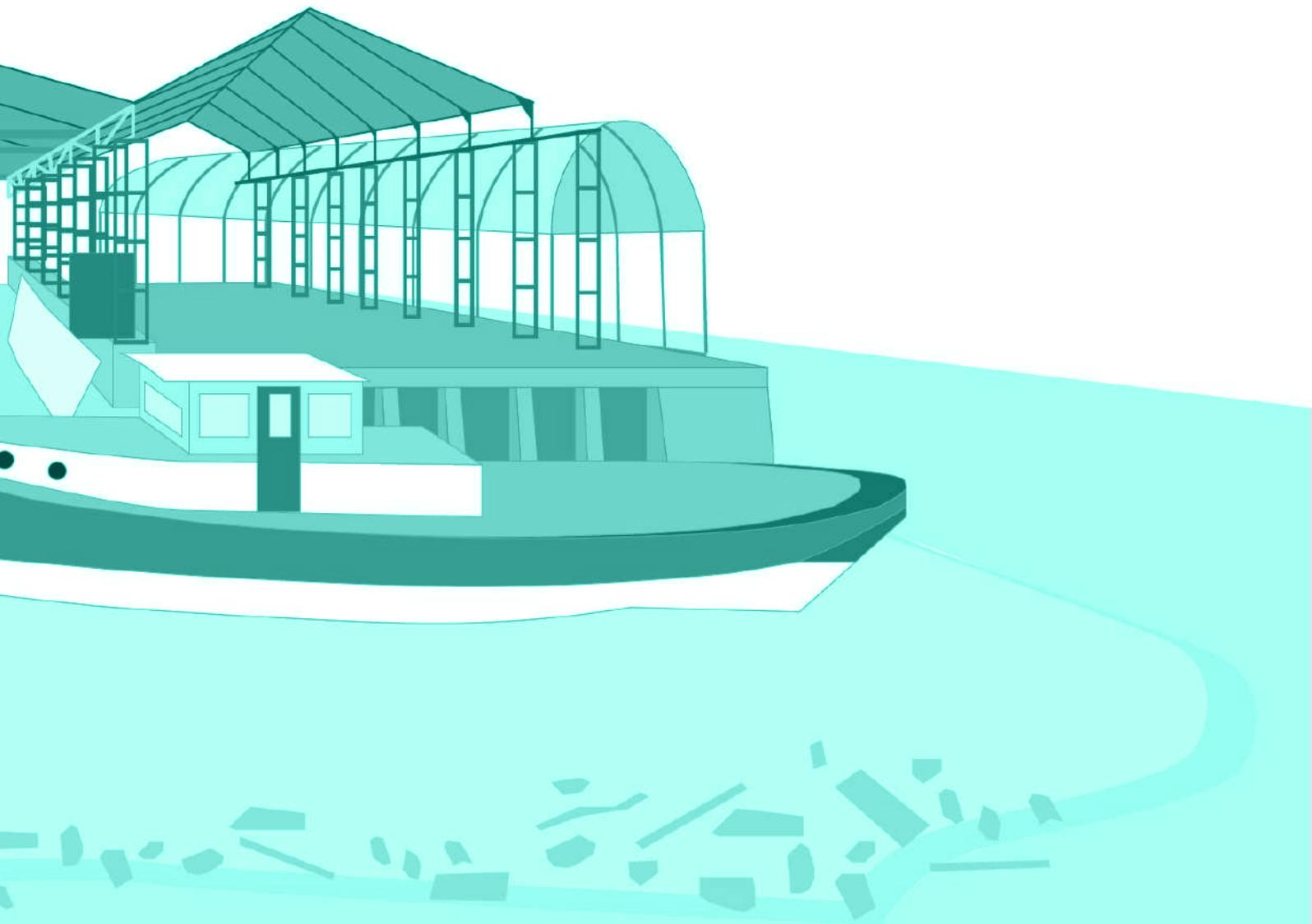
Paved Court, Richmond.

- ✓ Uses and activity
- ✓ Character and townscape
- ✓ Movement



# 3 Site guidance





# High Street Parade and Lion Way

## Overview

1.80 The High Street Parade comprises two to three storey buildings with shops at ground floor and homes above. The parade is made up of discrete buildings with varying degrees of architectural quality from poor to moderate. Brentford Market Place occupies the western edge of the site.

## Key objectives

- Improve the appearance and design quality of the retail parade in part or whole. This includes investigating how the portion of the parade of higher architectural merit may be retained and retrofitted to aid built fabric continuity in the townscape and preserve embodied carbon within the building.
- Maintain the human scale of buildings along the northern side of the High Street to mediate between the Brentford Project and .
- Transform Lion Way into a two-sided street with active uses at ground floor.
- Provide more opportunities for individuals and small enterprises to work within the town centre by providing high quality, affordable private and shared workspace.
- Introduce new community facilities alongside high quality homes and private outdoor amenity space.
- Enlarge Brentford Market Place and improve its visibility from the Butts and High Street. Investment in the square should include rationalising street furniture; investment in or replacement of the planters and stage; reinstatement of an electricity supply; and a lighting strategy for showcasing Magistrates House. A landscape design strategy for Market Place would help to coordinate these investments.
- Improve the permeability across the site with new open air pedestrian connections between Lion Way and the High Street.
- Soften the overly hard landscaped environment along the High Street through tree planting and a variety of urban greening measures.
- In conjunction with the Brentford Project site to the south, improve The Beehive pub junction, to improve turning access, widen pavements for pedestrians and explore the potential for accommodating diagonal pedestrian crossing.



Street photography and aerial image of the site and local context

Relevant Brentford Vision themes include:



*A balanced town centre for all*



*Celebrating Brentford's history and character*

- Consider the establishment of a narrow, traffic-free, lane with small, well-presented unique businesses that reflect the creative character of Brentford. This could be given a name reflecting local heritage, such as Parr Yard.
- External lighting should be improved and high quality decorative lighting should be provided to contribute to a sense of safety and attractiveness.
- Given the site's proximity to the Kew Gardens World Heritage Site, UNESCO's Guidance and Toolkit for Impact Assessments in a World Heritage Context (2022) should be considered early in the design process.



Figure 1.13: Building footprints

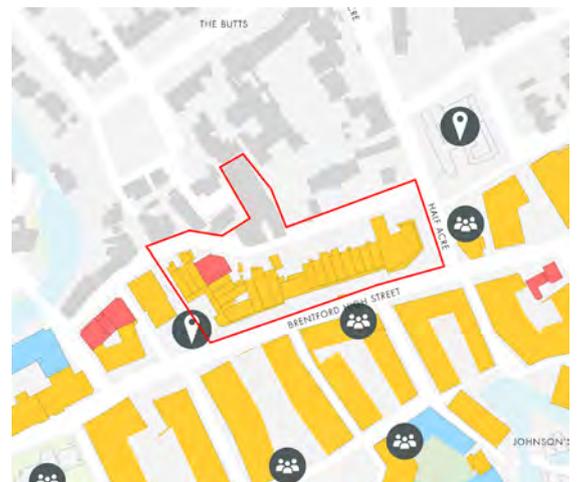


Figure 1.14: Land uses

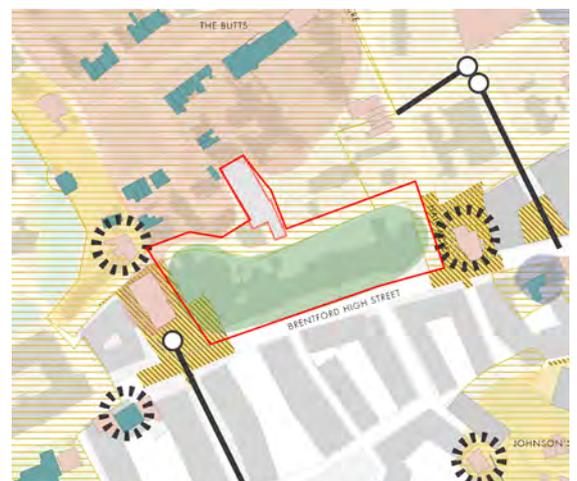


Figure 1.15: Townscape

## Indicative development framework

1.81 The development framework diagram below illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

KEY STATS	
Site area (ha)	1.05
Development	Partial / Comprehensive
Phasing	4 stages
Ground Floor Uses	Retail, community, offices
Upper Floor Uses	Residential, community, offices
Building Types	Perimeter / linear blocks, maisonettes
Suitable Heights	Mid-rise (2-5 storeys) with taller elements addressing Market Square*
Density (dph)	100 - 200
Public Realm	Tree planting along the High Street, improvements along Lion Way
Open Space	Enlarged / improved Market Square, private courtyards above podium

\* The Masterplan does not set appropriate heights for buildings in the town centre. A Tall Buildings Study is being undertaken to inform tall buildings policy in the single Local Plan, which in accordance with the London Plan, will define what is considered a tall building for specific localities, determine locations appropriate for tall buildings and the appropriate heights within these locations.

Any proposals for heights at 6 storeys or above would need to be carefully considered in terms of townscape sensitivity and suitability, with a strong case made for appropriateness and a robust analysis to show there is no negative townscape impact.

- Employment
- Retail
- GF community with resi above
- GF retail with resi above
- GF employment with resi above
- Public realm improvement
- Resi access
- Community entrance
- Employment entrance
- Retail entrance
- Vehicular access route
- Pedestrian access route
- Active frontage
- Outdoor amenity



**Delivery and viability**

- 1.82 The site consists of retail properties and residential properties that front into the High Street and Lion Way respectively. To the south of the site is the Brentford Project which is delivering high density residential led mixed use of nearly 900 new homes and a variety of commercial uses. To the north is a mixture of existing residential properties and commercial uses. To the east is the former Morrison’s supermarket and to the west Brentford Market Place.
- 1.83 The site is largely within Council ownership however there is one other private landowner.
- 1.84 Conclusions and next steps: This site presents an opportunity to improve this area of the High Street opposite the Brentford Project and to the east of the market square.

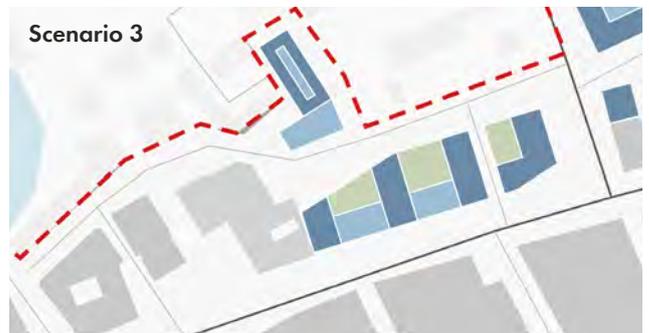
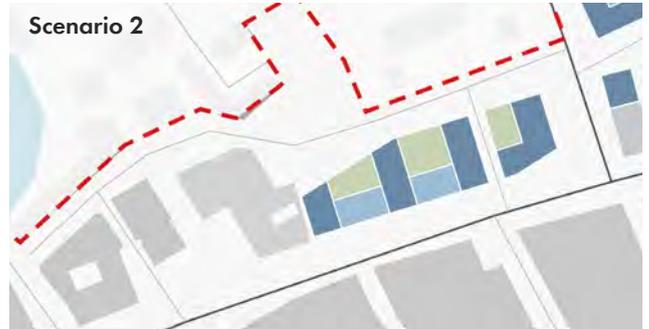


Figure 1.17: Illustrative scheme and phasing scenarios



Northern Retail Quarter, Bracknell by BDP architects. Photo: Allies and Morrison.

**Precedent example**

The Northern Retail Quarter in Bracknell by BDP architects successfully creates a new social and cultural heart for the town centre, offering a range of mixed uses connected by high quality soft and hard landscaped streets and civic spaces. The scheme successfully marries post war, New Town architecture with modern proposals with one in dialogue the other.

# Brentford Police Station

## Overview

- 1.85 The site is occupied by the former Brentford Police Station complex comprising a 13 storey tower and two storey podium which has been out of use since 2013 and are in poor condition. The Police Station dominates the local townscape; including the setting of the neighbouring Locally Listed St Paul's Church Brentford and Immanuel Brentford. The site also includes two small surface car parks to the north and south. The context for the site will be changing with the adjacent Morrisons site redevelopment.
- 1.86 The site currently has planning consent to accommodate the new home for the Watermans Arts Centre at basement, ground and mezzanine level and 105 new dwellings above, but is currently subject to review and amendment. Relocating the arts centre to a new purpose-built facility will bring civic life to the heart of the town centre, providing opportunities for cultural-led placemaking and regeneration.

## Key objectives

- Comprehensive redevelopment of the site to transform it into an important town centre destination and driver of footfall along the High Street.
- A mixed-use offer that accommodates the relocated Watermans Arts Centre or another arts organisation into a new, purpose built community facility that will bring civic life to the heart of the town centre.
- Expand the town centre core and enhance the evening and night time economy offer by providing food and beverage uses, shifting the focus from afternoon shopping to evening dining and night time performance and arts showcasing.
- Provide new, high quality homes and private outdoor amenity space above the arts centre.
- Make more efficient use of the land with a compact perimeter block structure.
- Reinstate missing frontages along Half Acre and the High Street.
- Provide active residential frontages along Back Lane and active commercial frontages along Half Acre and the High Street.



Street photography and aerial image of the site and local context

Relevant Brentford Vision themes include:



*A balanced town centre for all*



*A creative centre for production and making*

- Provide a better interface between new and existing buildings, particularly to the north and west of the site.
- The new development should be mid-rise in scale and manage the transition in heights between lower housing to the north and taller developments coming forward to the south.
- The physical character of the scheme should not dominate the setting of St Paul’s Church Brentford and Immanuel Brentford.
- Improve the quality of the public realm along Half Acre and the High Street, delivering urban greening within the site through soft landscaping and tree planting as well as public and private amenity space.
- The redevelopment of the two surface car parks adjacent to the site could come forward as part of a coordinated proposal or separately.
- Engage with TfL to explore enhancing the design of the bus standing area outside of the primary school could create a healthier and more attractive drop off / pick up point e.g. greening leading into St Paul’s Recreation Ground. Back Lane will need to remain in servicing use but should use public realm design to avoid conflicts with increased footfall associated with nearby proposals
- Consider UNESCO’s Guidance and Toolkit for Impact Assessments in a World Heritage Context (2022)

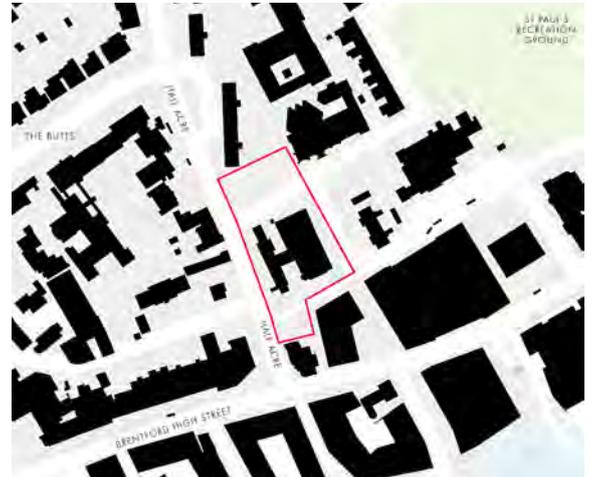


Figure 1.18: Building footprints

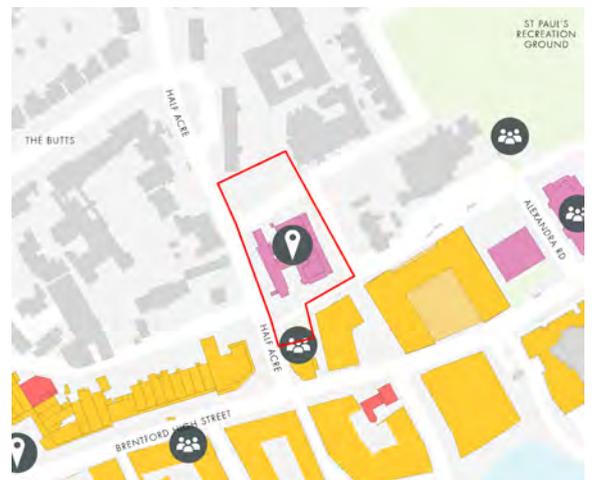


Figure 1.19: Land uses

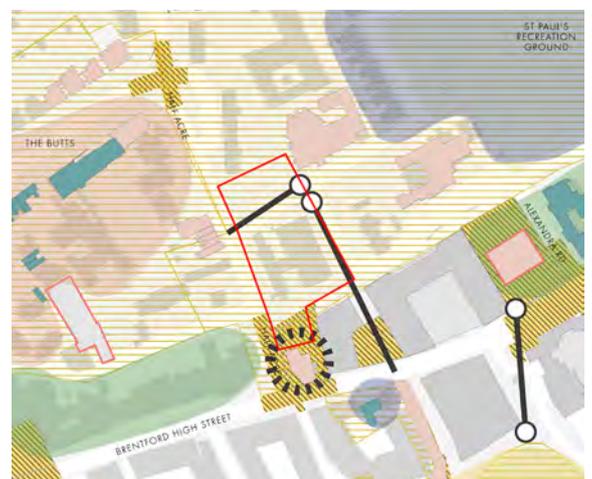


Figure 1.20: Townscape

## Indicative development framework

1.87 The development framework diagram below illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

KEY STATS	
Site area (ha)	0.27
Development	Comprehensive
Phasing	1 or 2 stages
Ground Floor Uses	Town centre uses, cultural, residential
Upper Floor Uses	Cultural uses, residential
Building Types	Mixed-use perimeter block
Suitable Heights	Mid-rise (2-5 storeys) to tall buildings (6 storeys +) with taller elements addressing
Half Acre*	
Density (dph)	200 - 450
Public Realm	Tree planting and soft landscaping on St Paul's Road/ Half Acre, new connection from Half Acre to Back Lane
Open Space	Play street or pocket park, private courtyard above podium

\* The Masterplan does not set appropriate heights for buildings in the town centre. A Tall Buildings Study is being undertaken to inform tall buildings policy in the single Local Plan, which in accordance with the London Plan, will define what is considered a tall building for specific localities, determine locations appropriate for tall buildings and the appropriate heights within these locations.

Any proposals for heights at 6 storeys or above would need to be carefully considered in terms of townscape sensitivity and suitability, with a strong case made for appropriateness and a robust analysis to show there is no negative townscape impact.

-  Retail
-  GF community with resi above
-  GF retail with community above
-  Public realm improvement
-  Outdoor amenity
-  Resi access
-  Community entrance
-  Retail entrance
-  Vehicular access route
-  Pedestrian access route
-  Active frontage

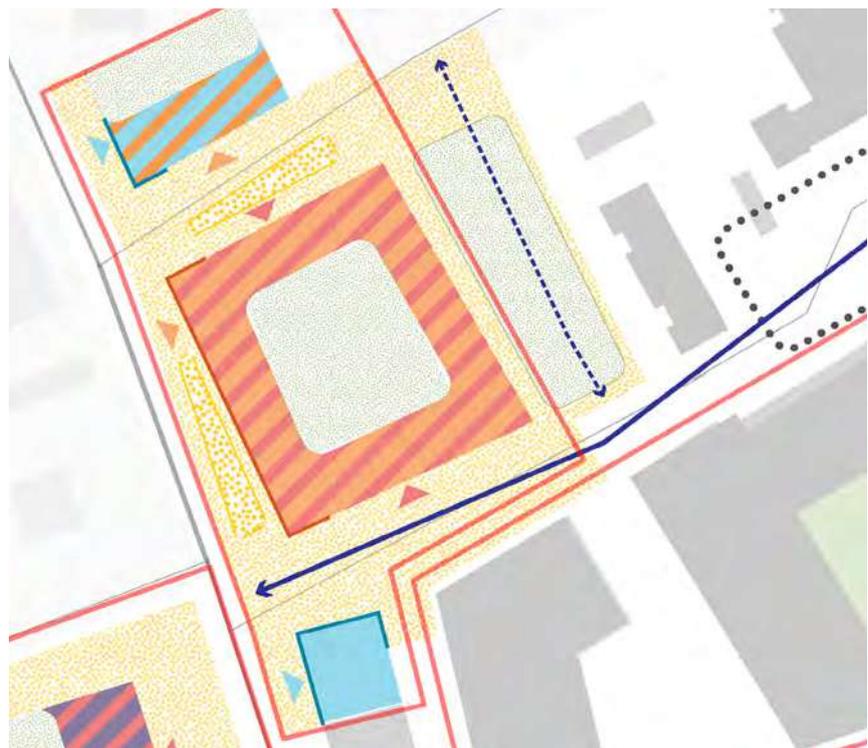


Figure 1.21: Development framework diagram

### Delivery and viability

- 1.88 The site is located to the north of the former Morrison's Supermarket and to the west of Half Acre Road, to the south of St Pauls Road and to the east of Back Lane. Located on the site is the former Brentford Police Station, which is vacant and some associated parking.
- 1.89 The site is in private ownership with a single landowner and there is an existing planning consent which includes space for the Watermans Arts Centre with new homes above. It is important to note that the existing consent provides more residential accommodation than the example scheme proposes. The example scheme is not intended to lower the acceptable number of homes on the site. An up-to-date feasibility study identifying the appropriate mix of cultural space should be undertaken to inform new proposals.
- 1.90 Conclusions and next steps: The inclusion of the Watermans Arts Centre or another arts organisation provides the town centre with a new cultural space that will improve the vibrancy of the town centre.

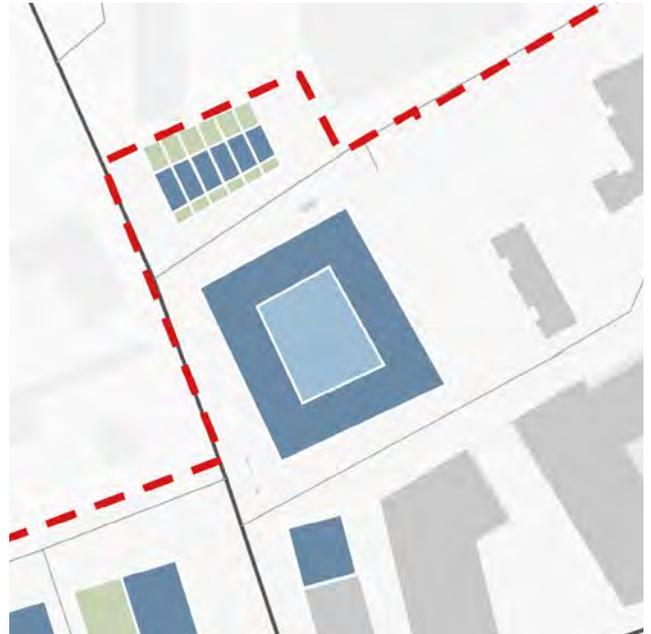


Figure 1.23: Illustrative scheme



Figure 1.22: Bethnal Green Mission by Gatti Routh Rhodes Architects. Photo: Jack Hobhouse.

### Precedent example

This truly mixed use block provides a contemporary place for worship as well as two community halls, café, community kitchen, food bank stores, offices, 14 private apartments and a vicarage in the heart of a busy urban environment. Its clear welcoming entrance is well defined whilst maintaining animated frontages and public realm enhancements. A clearly defined servicing and access 'back' avoids conflicts with neighbouring commercial activities by stepping back from the site boundary and well articulating access points through the facade and lighting.

# Brentford County Court

## Overview

- 1.91 The site is currently in use by Brentford County Court. A framework has been prepared should consolidation of local judicial services be considered in the future and a new occupier for the building is sought. A good example of modernist design, it is classified as a Locally Listed Building of local townscape of character; but is currently under appreciated in terms of its setting and use.
- 1.92 It is set back from the High Street with a secure boundary treatment, creating a negative relationship with the green space in front. The principal entrance is on the eastern elevation which feels illegible, given the primary frontage to the High Street. The rear of the site comprises a surface car park with an inactive frontage and little relationship to St Paul's Primary School or St Paul's Recreation Ground.
- 1.93 Delivering a sensitive retrofit and extension project could help anchor the eastern edge of the town centre core which is currently ill-defined. Identifying a new public-facing use, such as additional space for the new Watermans Arts Centre, could also build synergy with adjacent development on the Morrison's supermarket site and on the Heidelberg site, helping animate this part of the town centre.

## Key objectives

- Commission a retrofit project for the building including a front and rear extension with a mix of uses. Proposals should be high quality and sensitive to the modernist principles and integrity of the original structure.
- Resolve ambiguous fronts, backs and sides by introducing new entrance points, including a principal entrance and frontage to the High Street.
- Identify new occupier for the building, potentially a community use that can 'open up' access to and showcase the unique qualities of the building.
- Consider the role of retail at ground floor in the front extension, extending continuous active frontage in the town centre eastwards.



Street photography and aerial image of the site and local context

Relevant Brentford Vision themes include:



*A balanced town centre for all*



*Celebrating Brentford's history and character*

- Explore opportunities for residential uses on upper floors in the rear extension, bringing everyday activity and animation to the site.
- Respond sensitively to the St Pauls Brentford Conservation Area.
- Deliver public realm and landscape improvements around the building perimeter, particularly to the High Street; creating a welcoming public space and eastern 'front door' to the town centre as well as enhancing the setting of the historic monument.
- Should the bus standing to the rear be relocated, explore opportunities for an enhanced public realm that better relates to its surroundings including the entrance to St Paul's Recreation Ground.
- Facilitate the creation of a new pedestrian route to the west of the site, improving local permeability. Take into account the need for servicing arrangements associated with proposed uses and neighbouring activities.
- Consider the internal layout and arrangement of uses in the context of proposals for the neighbouring Morrison's supermarket site.
- Consider a graded public realm of gentle slopes and steps to overcome the level change and improve accessibility to the building.



Figure 1.24: Building footprints

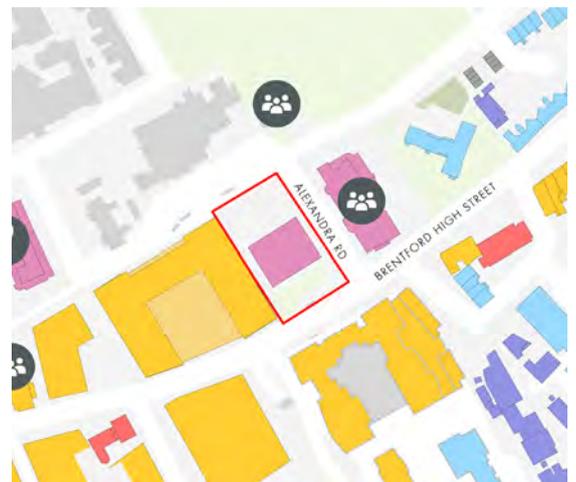


Figure 1.25: Land uses



Figure 1.26: Townscape

## Indicative development framework

1.94 The development framework diagram below illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

KEY STATS	
Site area (ha)	0.24
Development	Retrofit / extension
Phasing	2 stages
Ground Floor Uses	Retail, community, cultural, offices
Upper Floor Uses	Community, cultural, residential
Building Types	Dual aspect linear block
Suitable Heights	Mid-rise (2-5 storeys) fronting the bus station*
Density (dph)	N/A
Public Realm	Improved forecourt to High Street, tree planting on High Street and Alexandra Road
Open Space	Public terrace above podium, private courtyard above podium

\* The Masterplan does not set appropriate heights for buildings in the town centre. A Tall Buildings Study is being undertaken to inform tall buildings policy in the single Local Plan, which in accordance with the London Plan, will define what is considered a tall building for specific localities, determine locations appropriate for tall buildings and the appropriate heights within these locations.

Any proposals for heights at 6 storeys or above would need to be carefully considered in terms of townscape sensitivity and suitability, with a strong case made for appropriateness and a robust analysis to show there is no negative townscape impact.

- Community/retail
- GF employment with resi above
- Public realm improvement
- Outdoor amenity
- Active frontage
- Resi access
- Community entrance
- Retail entrance
- Vehicular access route
- Pedestrian access route



Figure 1.27: Development framework diagram

### Delivery and viability

- 1.95 The site sits to the east of the former Morrison's surface car park on the junction of high street and Alexandra Road. The site is currently occupied by Brentford County Court with surface car parking to the north and public realm to the south. The majority of the site is owned by the Ministry of Justice with the Council owning the public realm to the south.
- 1.96 Conclusions and next steps: The site will bring forward animation and improved vibrancy to the town centre in this location, opposite the Heidelberg, Police Station and Morrison's sites. The site is predominantly within the ownership of the Ministry of Justice and is currently used as a County Court.



Figure 1.29: Illustrative scheme



Figure 1.28: Royal Festival Hall, Southbank. Restoration by Allies and Morrison. Photo: Dennis Gilbert / VIEW.

### Precedent example

An icon on 20th century design, the Royal Festival Hall underwent restoration by Allies and Morrison. This transformed the building's relationship with its urban setting, better using the site and engaging with the waterfront, with ground floor retail and public realm elements now fundamental to the lively animation of London's Southbank.

# Infill site on Albany Road

## Overview

1.97 This small site on Albany Road is currently occupied by garages, a single storey shed and some low quality scrub green space associated with the adjacent Berkley House. The site lacks everyday animation and natural surveillance. It sits within the St Paul's Conservation Area with its immediate townscape characterised by Victorian urban terraces, sitting opposite St Paul's Recreation Ground.



Street photography and aerial image of the site and local context

Relevant Brentford Vision themes include:



*A balanced town centre for all*



*Celebrating Brentford's history and character*

### Key objectives

- Residential uses are most appropriate in this location, reflecting surrounding residential use and character.
- Enhance the St Paul's Conservation Area by taking a character-led approach to design e.g. urban terrace or mews typologies, respond to the local facade articulation and gabled roofscape, choice of materials etc.
- Provide frontage to St Paul's Recreation Ground, providing natural surveillance and better defined enclosure to a historic and locally important park.
- Formalise the pedestrian route between Albany Road and the High Street using frontage, appropriate surfacing and lighting.
- Secure urban block edges using frontage and well defined boundary treatments (e.g. front gardens) to improve safety and security to adjacent residential properties.
- Invest in upgrading Berkley House amenity green space for use by its residents.
- Do not compromise the amenity of existing neighbouring dwellings nor adversely impact their levels of daylight, sunlight or privacy.

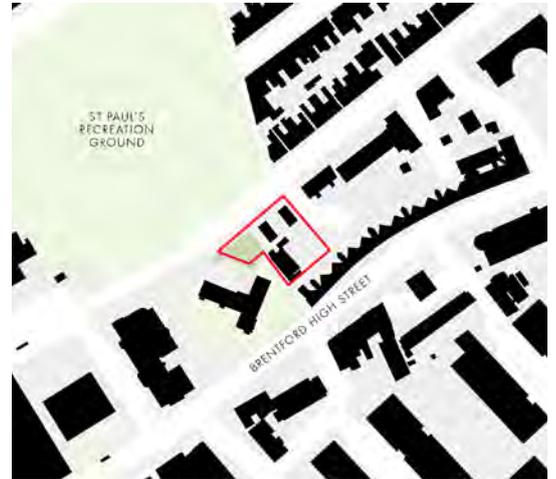


Figure 1.30: Building footprints



Figure 1.31: Land uses

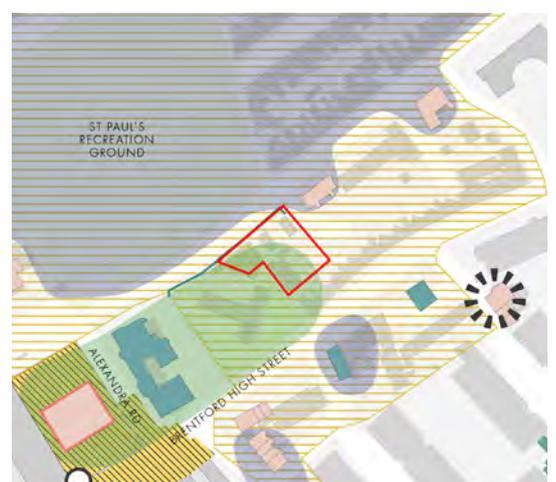


Figure 1.32: Townscape

**Indicative development framework**

1.98 The development framework diagram below illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

KEY STATS	
Site area (ha)	0.63
Development	Infill
Phasing	N/A
Ground Floor Uses	Residential
Upper Floor Uses	Residential
Building Types	Terraced houses, stacked maisonettes
Suitable Heights	Low-rise (1-2 storeys)
Density (dph)	30-60
Public Realm	Street furniture on Wilkes Road, Tree planting on Albany Place
Open Space	New square on Wilkes Road / High Street, Private gardens

\* The Masterplan does not set appropriate heights for buildings in the town centre. A Tall Buildings Study is being undertaken to inform tall buildings policy in the single Local Plan, which in accordance with the London Plan, will define what is considered a tall building for specific localities, determine locations appropriate for tall buildings and the appropriate heights within these locations.

Any proposals for heights at 6 storeys or above would need to be carefully considered in terms of townscape sensitivity and suitability, with a strong case made for appropriateness and a robust analysis to show there is no negative townscape impact.

- Residential
- Outdoor amenity
- ▼ Resi access
- Active frontage
- ↔ Vehicular access route
- ↔ Pedestrian access route

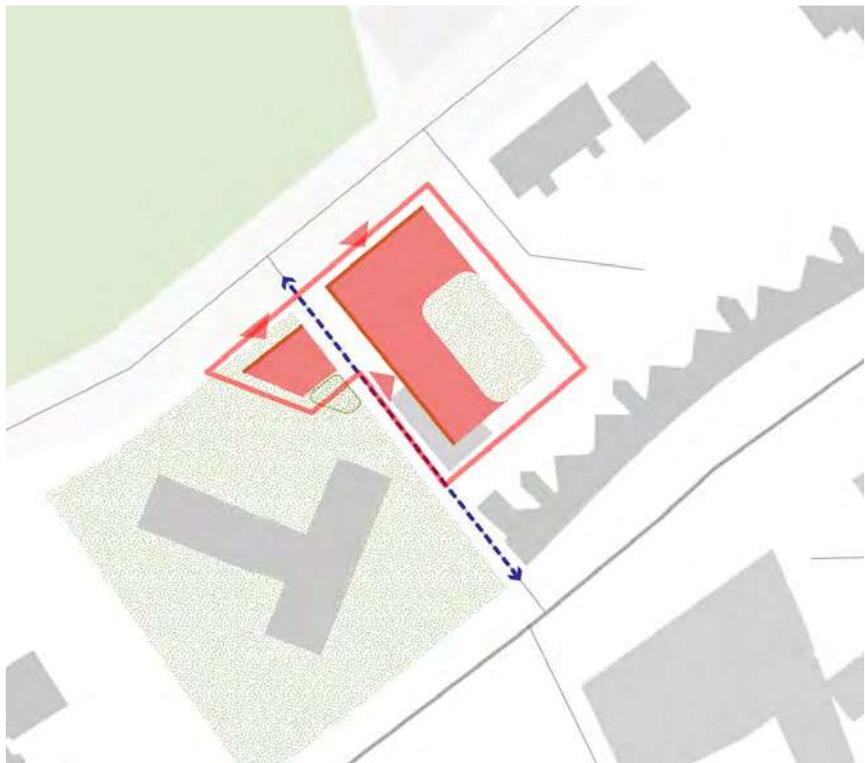


Figure 1.33: Development framework diagram

### Delivery and viability

- 1.99 The site is currently occupied by garages, low quality green space and storage for the adjacent Berkley House. To the south are existing medium rise (3/4 storey) residential properties. The northern part of the site is within Council ownership with the southern proportion in private ownership.



Figure 1.34: Illustrative scheme



Warriner Gardens, Battersea by Child Graddon Lewis.  
Photo: Allies and Morrison.

### Precedent example

This terraced infill scheme by Child Graddon Lewis architects occupies the site of a former industrial laundry. The scheme is designed as a contemporary take on the traditional terraced house, taking cues in terms of scale, rhythm and materiality from surrounding terraced Victorian housing.

# Brentford Medical centre

## Overview

- 1.100 Brentford Medical Centre is situated on Boston Manor Road in very close proximity to Brentford station. As illustrated in Figure 1.43, the site is situated in St Paul's Brentford conservation area. The health centre opened in 1996, ie on the site of the earlier Brentford Cottage Hospital.
- 1.101 The existing medical facilities are a complex of low-rise buildings, one to two storeys in scale with approximately half of the site area given over to surface car parking to serve the Medical Centre. The site has a relatively green setting, with the Boston Manor Road frontage, and many of the site boundaries defined by trees and shrubs.
- 1.102 It is acknowledged that discussions with the NHS Property Service and relevant partners will be required to understand the full range of options for the future provision of health services in the area. Nestled in a relatively low rise suburban context, the site offers a opportunity for intensification, alongside a broader programme of improvements to local medical provision, either on-site, or within the High Street.
- 1.103 St Pauls Brentford Conservation Area Appraisal (October 2021) does not attach any particular townscape contribution to the current buildings. However, the CAA notes that the original foundation stones for the Cottage former Hospital is “set in a remnant of a much earlier eighteenth century wall on the site that was formerly the boundary for an orchard”. The wall and foundation stones are considered to make a positive contribution, notably to the historical character of the area.



Figure 1.35: Street photography and aerial image of the site and local context

Relevant Brentford Vision themes include:



*A balanced town centre for all*



*Integrating Brentford*

### Key objectives

- Subject to discussions with the NHS Property Service and relevant partners, consider options for the future re-provision of health uses on the site to improve facilities, alongside homes.
- Subject to discussions, consolidate medical facilities on the site either in the south west or north east corner (the diagrams show positioning in the north west corner but this is not the finalised position).
- Deliver a mix of homes that respond to local needs, including family and affordable housing on the remainder of the site, with updated medical facilities being the priority.
- Encourage greater height to Boston Manor Road, in response to the accessible nature of the site.
- Step down to the south, as a sensitive response to the adjacent 2-storey homes.
- Consider how the site could be greened with a communal garden, pocket space and tree planting.
- Consider a more comprehensive site boundary to enable the creation of a pedestrian link from Church Walk that connects to the rail station.
- Consider options for the incorporation of the historic wall and foundation stones as part of any future scheme.



Figure 1.36: Building footprints



Figure 1.37: Land uses



Figure 1.38: Townscape

**Indicative development framework**

1.104 The development framework diagram below illustrates the objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

KEY STATS	
Site area (ha)	0.50 (Core) or 0.68 (extended)
Development	Comprehensive
Phasing	Multiple stages
Ground Floor Uses	Health centre
Upper Floor Uses	Health centre /Residential
Building Types	Larger scale medical block and a range of homes
Suitable Heights	Mid-rise (2-5 storeys) to tall buildings (6 storeys +) with taller element addressing Boston Manor Road, and lower elements adjacent to existing residential properties*
Density (dph)	100-150
Public Realm	Planting within the site as illustrated
Open Space	Community Garden and pocket park within the site

\* The Masterplan does not set appropriate heights for buildings in the town centre. A Tall Buildings Study is being undertaken to inform tall buildings policy in the single Local Plan, which in accordance with the London Plan, will define what is considered a tall building for specific localities, determine locations appropriate for tall buildings and the appropriate heights within these locations.

Any proposals for heights at 6 storeys or above would need to be carefully considered in terms of townscape sensitivity and suitability, with a strong case made for appropriateness and a robust analysis to show there is no negative townscape impact.

- Residential
- New medical centre above
- Public realm improvement
- Outdoor amenity
- Resi access
- Community entrance
- Vehicular access route
- Pedestrian access route
- Active frontage
- Retained medical building



Figure 1.39: Development framework diagram

### Phasing / options

- 1.105 The adjacent illustrative schemes demonstrate two main options for the site. The existing site boundary (figure 1.38) could be expanded to produce a more comprehensive approach (Figure 1.39). The incorporation of the existing property in the north west corner of the site would allow the creation of a more direct and attractive pedestrian link to Church Walk.
- 1.106 Both options allow flexibility in relation to the retention or removal of the southern NHS building.

### Related projects and stakeholders

- 1.107 As noted above, discussions with NHS Property Services and other partners will be required to understand the longer-term estates strategy for medical services in the area.

### Delivery & viability

- 1.108 The core site is in NHS ownership. The site offers a clear opportunity for a significant scheme. Delivery will be closely linked to the future re-provision of health services.



Figure 1.40: Illustrative scheme



Figure 1.41: Illustrative scheme with a more comprehensive boundary

# 2-10 London Road

## Overview

- 1.109 2-10 London Road occupies a prominent cluster of sites just beyond the High Street and River Brent.
- 1.110 Pets at Home is a retail shed which is set back from the London Road, within a perimeter of surface car parking. Further east, and turning the corner onto the western side of Commerce Road, are a collection of low rise employment uses, principally motor vehicle repairs.
- 1.111 These existing uses form a reverse “L-shape”, with the former railway embankment running parallel to Commerce Road, and terminating in the Former Dock railway viaduct which is currently occupied by a vehicle repair unit. The viaduct is situated in the Grand Union Canal and Boston Manor Conservation Area Appraisal. The pavement on the north side London Road is very narrow at this point, due to the viaduct structure.
- 1.112 The site contrasts significantly with the recent Brentford Lock development to the east of Commerce Road which has created a new residential community adjacent to the River Brent.
- 1.113 Brentford Voice has commissioned a feasibility study for the creation of a new linear park and nature reserve ‘The Bee Line’ along the railway embankment and has now secured funding for small pilot projects for the space.
- 1.114 A planning application for Manderson House was recommended for approval by Planning Committee in June 2023. The following development options show a more comprehensive scheme and can guide future proposals for the neighbouring sites.

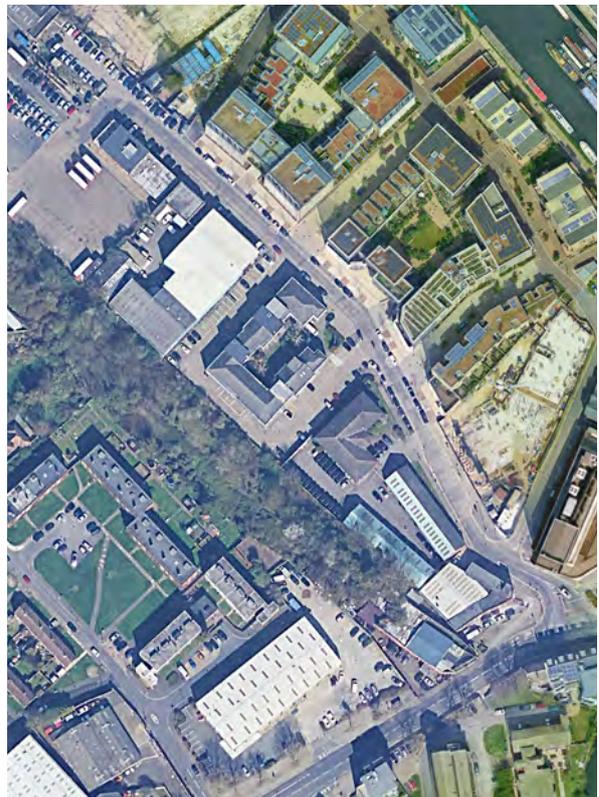


Figure 1.42: Street photography and aerial image of the site and local context

Relevant Brentford Vision themes include:



*Celebrating Brentford's heritage and character*



*Creative centre of production and making*



*Greening Brentford*

## Key objectives

- Redevelopment of Pets at Home for homes.
- Access to the linear park on the embankment, overcoming the level difference with steps and a ramp, at the southern end of the embankment and suitable wayfinding to the space a key locations.
- Creation of a small pocket space at the bottom of the embankment access to signify the entrance to the Bee Line.
- Retention and refurbishment of the historic rail arches and space beneath these for industrial and/or creative uses.
- Increase the pavement width on the north side of London Road, by opening up the final internal area as a short 'arcade' structure, with a public route through this.
- Provision of industrial/maker/creative space and residential development to integrate with the Brentford Lock scheme and replace space lost elsewhere in the town centre.
- Incorporation of staggered routes, to transform the townscape experience, enabling the termination of views by buildings, rather than the embankment.
- Integration of retail and business space in southern blocks on London Road.
- Creation of new frontages to small spaces (drawing on positive examples such as the double-fronted viaduct cafe space at Peckham Queens Road station).
- Accommodation of an access to the embankment on the east side, to the north of the development blocks.
- Respond to the Kew Gardens WHS and 'Syon Vista' within this. Consider UNESCO's Guidance and Toolkit for Impact Assessments in a World Heritage Context (2022).



Figure 1.43: Building footprints



Figure 1.44: Land uses



Figure 1.45: Townscape

## Indicative development framework

1.115 The development framework diagram below illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

- Residential
- Employment/maker space
- Retail
- GF retail with resi above
- GF employment with resi above
- Public realm improvement
- Resi access
- Employment entrance
- Retail entrance
- Vehicular access route
- Pedestrian access route
- Active frontage
- Outdoor amenity
- Steps
- Ramp

### KEY STATS

<b>Site area (ha)</b>	1.51
<b>Development</b>	Comprehensive and retrofit (viaduct)
<b>Phasing</b>	Multiple stages
<b>Ground Floor Uses</b>	Employment, maker spaces, retail and residential
<b>Upper Floor Uses</b>	Residential
<b>Building Types</b>	Apartments
<b>Suitable Heights</b>	Mid-rise (2-5 storeys) to tall buildings (6 storeys +)*
<b>Density (dph)</b>	200 to 250
<b>Public Realm</b>	Improvements to Commerce Road and London Road. New routes and spaces connecting to linear park
<b>Open Space</b>	New linear park on embankment space

\* The Masterplan does not set appropriate heights for buildings in the town centre. A Tall Buildings Study is being undertaken to inform tall buildings policy in the single Local Plan, which in accordance with the London Plan, will define what is considered a tall building for specific localities, determine locations appropriate for tall buildings and the appropriate heights within these locations.

Any proposals for heights at 6 storeys or above would need to be carefully considered in terms of townscape sensitivity and suitability, with a strong case made for appropriateness and a robust analysis to show there is no negative townscape impact.

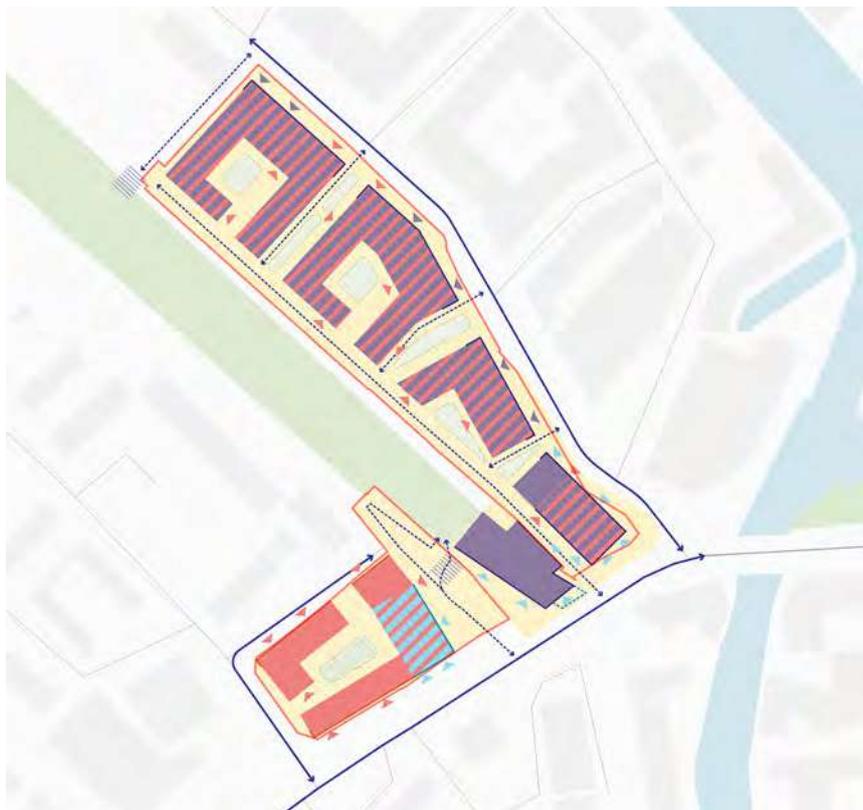


Figure 1.46: Development framework diagram (preferred option)

## Phasing / options

- 1.116 Proposals should adopt a comprehensive approach to the site as a whole, while retaining flexibility to embrace phasing associated with the existing businesses on site. Access and connections to the linear park require careful integration.
- 1.117 Three options have been developed. These scenarios relate to the viaduct area – specifically, the nature of connections to the embankment park, and the network of spaces and routes adjacent to London Road. Our emerging preferred approach sees the retention of the viaduct structure, and the set back of buildings to the west of the viaduct to create a new threshold between London Road and the embankment area.

1.118 The plans overleaf illustrate two alternatives.

## Related projects and stakeholders

- 1.119 It is understood that this site comprises a number of complex land ownership interests. The Council will seek to work collaboratively to facilitate a comprehensive approach which maximises placemaking benefits to the area.
- 1.120 Brentford Voice is currently progressing a feasibility study in relation to the embankment. These sites should be considered in tandem with the embankment area.

## Delivery & viability

- 1.121 As noted above, the site is understood to be in multiple ownerships. The Council will seek to encourage a comprehensive approach in dialogue with the constituent parties.



Figure 1.47: Illustrative scheme (preferred option)

## Alternative options

- 1.122 Option 2 maximises development by retaining the viaduct, and creating an adjacent building between the viaduct and the courtyard block on the Pets at Home site.
- 1.123 This is not favoured as it results in a proliferation of narrow lanes which lack a clear hierarchy and would present challenges in overcoming the level difference to access the embankment. It would not be possible to accommodate ramped access in this option and would instead rely on stepped access to the east of the embankment.



Figure 1.49: Illustrative scheme (option 2)

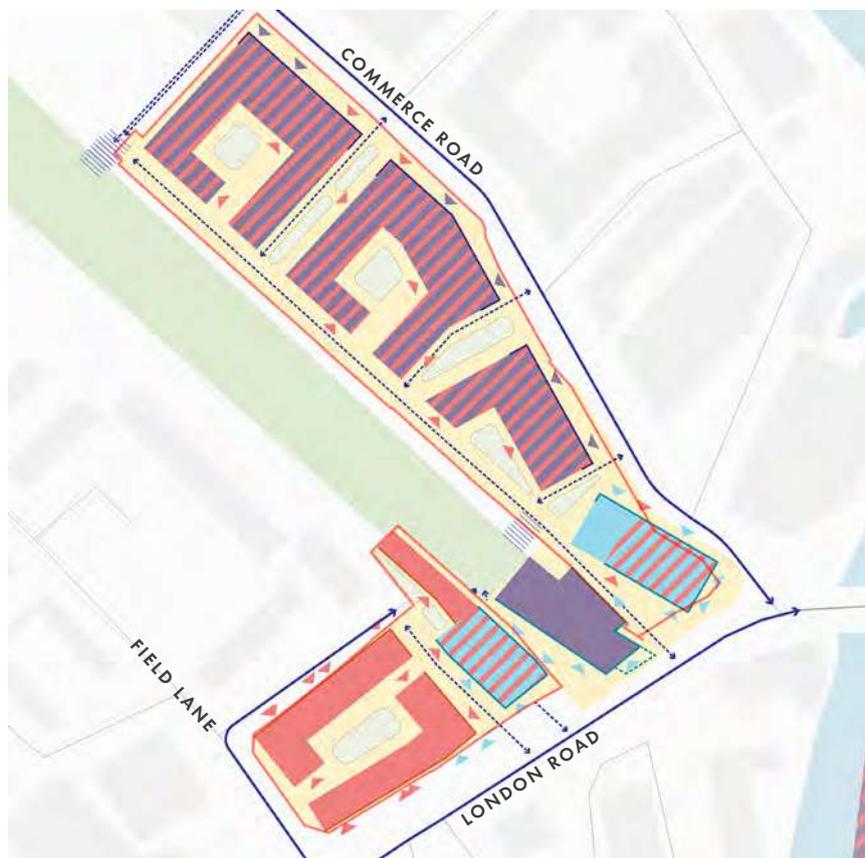


Figure 1.48: Development framework diagram (option 2)

### Alternative options (cont.)

- 1.124 Option 3 establishes a generous green square off the London Road. This affords space to achieve a ramped access up to the embankment, but would necessitate the demolition of the viaduct structure which forms a historic connection (and now termination) to the embankment.



Figure 1.51: Illustrative scheme (option 3)

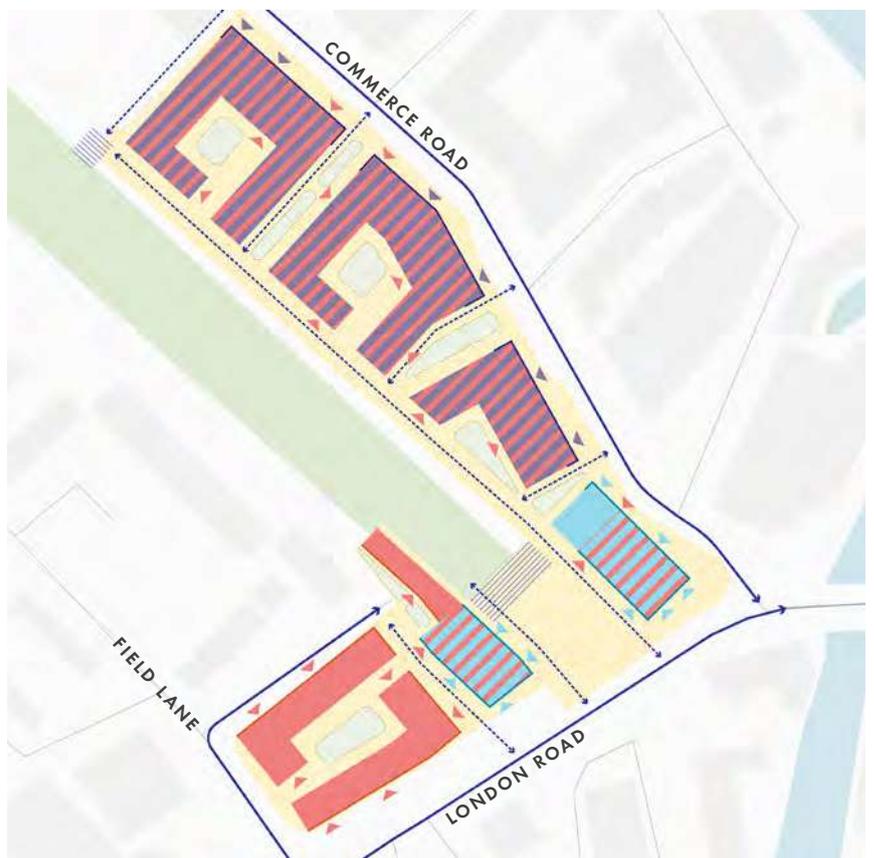
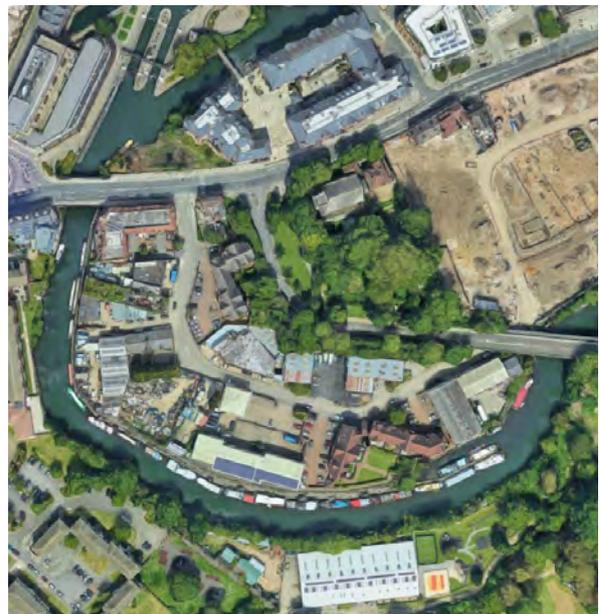


Figure 1.50: Development framework diagram (option 3)

# The Ham

## Overview

- 1.125 The Ham is a long-standing industrial area located between the River Brent/Grand Union Canal and Augustus Close which leads to Brentford Dock. The area sits within the Grand Union Canal & Boston Manor Conservation Area.
- 1.126 Existing businesses include timber merchants, motor mechanics, builders stores and suppliers of video equipment (linked with the nearby creative industries on the Golden Mile). However, the area has seen gradual change in recent years, with the introduction of residential apartments at Shire Place and the re-use of the locally listed old school house as a nursery school. Successfully accommodating and balancing these varied uses presents challenges.
- 1.127 The area incorporates a significant length of waterfront, being located on the sweep of the River Brent, and also sits directly between Brentford Town Centre and Grade 1 Listed Syon House and Park.
- 1.128 However, the area is rather isolated, with Brent Way closed during construction of the Brentford Project and with a poor pedestrian environment. There is no step-free access to the waterfront, with steps leading from Brentford Bridge at the north-west and temporary metal steps at Shire Place car park leading to an upper path which has a numerous other sets of steps before running beneath Augustus Close.
- 1.129 The historic commercial nature of the road does not provide good quality infrastructure for pedestrians, particularly those living in the newer residential developments. The area now provides vehicular access to the Morrison's store car park and is subject to development interest. Whilst The Ham is too large for a masterplan scheme, urban design objectives are provided for the area.



Street photography and aerial image of the site and local context

Relevant Brentford Vision themes include:



*A waterfront town centre*



*Celebrating Brentford's heritage and character*



*Creative centre of production and making*

## Key objectives:

### Movement

- Consider how traffic from Morrison's and the Brentford Waterfront development can be removed from The Ham in future. Ensure that public realm investment is made to balance vehicular movement with adequate pedestrian and cycle provision and that future designs for sites respond to this.
- Take account of servicing access required for industrial uses and protect their operations and functionality, whilst balancing these needs with residential access and environment.
- Improve walking and cycling provision along the Ham, overcoming barriers to pedestrian movement between Brentford Waterside and Brentford Bridge and facilitating a safe environment. An EqlA has been completed which includes an action plan of improvements that need to be delivered. Much improved pedestrian infrastructure is needed such as removing obstructions, providing dropped kerbs and crossing points, as well as wider footways.
- Maintain a continuous and publicly accessible waterside walkway along the River Brent. Improve this as part of the Thames National Trail and in line with the continuous riverside walk design code in the Character, Sustainability and Design Codes SPD.
- Consider how a pedestrian connection between The Ham and the Church of St Lawrence via Augustus Close could be established, to provide a more direct link to the town centre.
- Consider how a future ped/cycle bridge link could be accommodated to Syon Park in the future, and do not preclude this from happening. An indicative location is shown in plans but this would be subject to a full feasibility study. Should this not prove possible, an alternative connection from Augustus Close, making use of the existing bridge across the River Brent can be considered.



Figure 1.52: Building footprints



Figure 1.53: Land uses

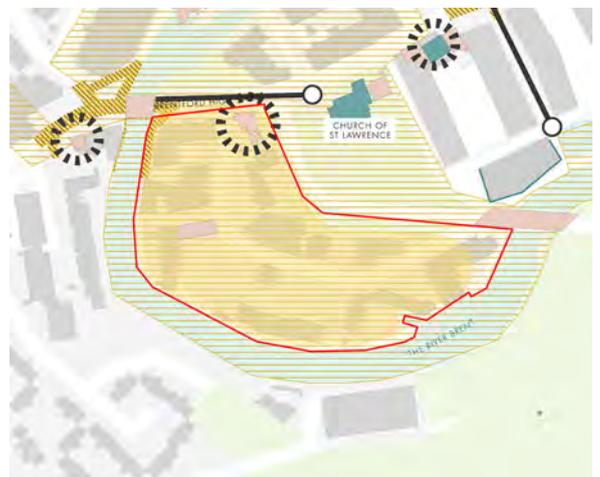


Figure 1.54: Townscape

## Character

- Use a retrofit first approach for historic industrial buildings with heritage value (in the context of the substantial replacement of these buildings in the wider area).
- Retain and enhance key heritage assets such as the Six Bells pub and locally listed old school house (operating as a nursery at the time of publication) and respond to guidance in the CA Appraisal (2017).
- Reinforce a distinctly industrial character in new buildings, in reference to the Union Canal and to support development of the industrial character area.
- Establish frontages with doors and windows onto the street and a more consistent and defined building line.
- Provide building frontage (if not active) to the riverside. It may be that front doors are positioned to the street, but windows overlook the River Brent and the waterfront path.
- Maintain a low height datum and carefully consider rooflines to step down from the town centre, articulate the CA, and respond to the context of Grade 1 Listed Syon Park and Kew Gardens, which is a World Heritage Site and Grade 1 Listed Registered Park and Garden.
- Given the area's proximity to the Kew Gardens World Heritage Site, UNESCO's Guidance and Toolkit for Impact Assessments in a World Heritage Context (2022) should be considered early in the design process. In particular the 'Cedar of Lebanon Vista' should be taken into account as The Ham sits directly in the backdrop to this protected view.

## Public realm

- Retain mature trees and increase tree planting in the immediate area for shade and drainage.
- Remove self-seeded vegetation along footways, which limit accessibility, and replace this with dedicated areas of planting which do not hinder movement. Introduce a regular vegetation inspection and maintenance programme for the area.
- Maximise access to the Church of St Lawrence, perhaps through a direct pedestrian link on a green route from The Ham.
- Increase lighting on The Ham and key pedestrian routes, to improve safety and comfort levels in accordance with the Council's PFI contract. Relocate lamp columns to a

consistent position at the front or rear of pavements, to avoid obstructing pedestrians.

- Invest in and improve the character of the River Brent path. The Canal Walk here is quite winding, green and creates little moments of discovery, which is quite lovely. Future developments could take prompts from this when developing a character for the public realm.
- Consider the creation of a new pocket space with seating onto the riverside as a resting point along the continuous riverside walkway.
- Ensure that refuse bin storage is provided alongside buildings and does not obstruct the footway or dominate the street presence of buildings. Design adequate refuse storage into new schemes, reflecting guidance in the Character, Sustainability and Design Codes SPD and the Council's Recycling and Refuse Guidance.
- Install flood risk measures such as raised flood barriers in line with TE2100 plan, to reduce the risk of flooding along the Thames Path and the wider area of The Ham.

## Spatial framework

- 1.130 The diagram above sets out an indicative spatial framework for The Ham area, which reflects the identified urban design objectives. The diagram is not intended to be prescriptive and as such, identified routes to the river and pocket spaces reflect potential locations for these and the principle for including them within the area, rather than concrete proposals for a particular location.

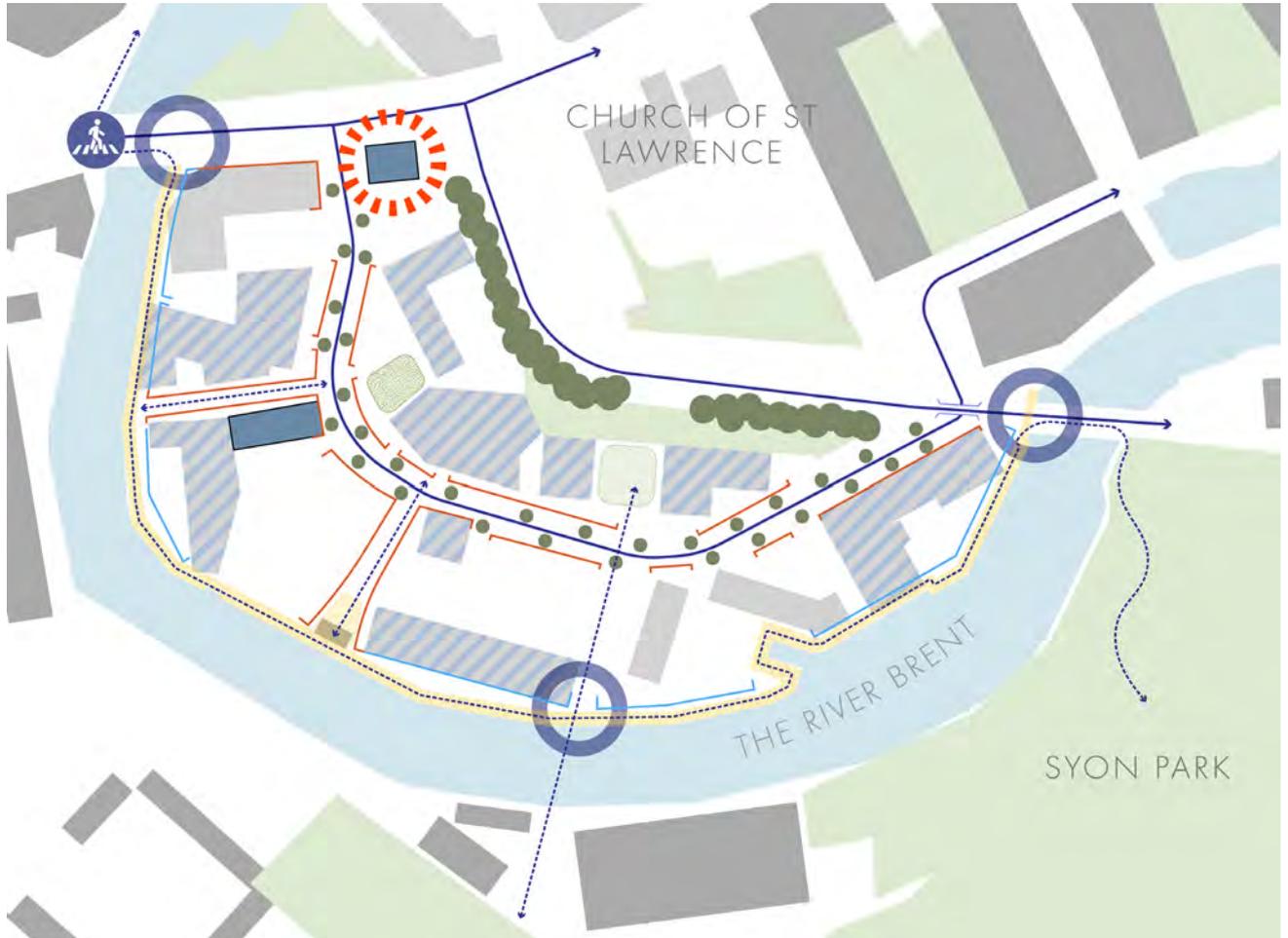


Figure 1.55: Indicative opportunities diagram for the Ham area

**Key**

-  Buildings with potential for re-development
-  Locally listed building to be retained
-  Locally listed building with opportunity for enhancements
-  Active frontage
-  Passive frontage
-  Public realm area
-  Outdoor amenity
-  Trees
-  Vehicular access route
-  Pedestrian access route
-  Pedestrian crossing
-  Wayfinding node

# In the longer term...

## McDonalds and Green Edge

### Overview

- 1.131 This site is occupied by a fast food restaurant and linked surface car park; and a neighbouring green space that runs parallel with the A315. The fast food restaurant is the site of the former Red Lion pub that was demolished in 1996, though the site is still affectionately known as Red Lion corner. The restaurant is popular locally and has recently seen investment. Any proposals here are subject to the restaurant ceasing to operate in the future. There are no plans for a Compulsory Purchase Order (CPO) on the site or to redevelop without agreement from the owner or franchise holder.
- 1.132 The site sits at a prominent juncture with Ealing Road, a historic route between Brentford and Ealing. However, the fast food restaurant fails to address either Ealing Road or the A315 positively owing to being set back, low scale and of limited architectural merit. This presents opportunity to better anchor this part of the town centre with a positive addition to the local townscape, alongside other new development in this area, such as the redevelopment of Watermans Art Centre site and its relocation.
- 1.133 The green space has the character of a roadside verge with few interesting features beyond mature trees, limited seating and a basic pavilion structure on eastern side. Opportunity exists to establish a strong relationship with the neighbouring residential linear blocks to the north and with Watermans Park to the south.



Street photography and aerial image of the site and local context

Relevant Brentford Vision themes include:



*A balanced town centre for all*



*Greening Brentford*

### Key objectives

- Residential use is appropriate at this location, responding to existing and planned homes in this area. Commercial provision would be unsuitable owing to the quantum coming forward in the core town centre.
- Establish frontage to both Ealing Road and the A315 to demarcate this prominent corner and historic nexus of routes, as well as contribute to changing the character of the A315 from 'road to street', including junction improvements for active travel.
- Scale and massing could step up at this corner and along the A315 to reinforce the street hierarchy and create a more legible urban structure in the town centre.
- Development proposals should create frontage to and better enclose the neighbouring green space, creating natural surveillance and a sense of safety.
- Entrances should be located on the Ealing Road and A315 elevations, bringing a sense of everyday activity and animation to this part of the town centre.
- Proposals should explore taking the building line of the residential linear block to the north, reinforcing a sense of coherence to the built environment in this location.
- Public realm enhancements should be delivered to the immediate setting including the nearby bus stop and pedestrian crossing over the A315, improving the pedestrian experience in this area.
- Deliver investment to the green space with an improved landscape design and edge condition with the residential estate to the north, facilitating everyday amenity use and a greater sense of ownership.
- Make more efficient use of the land with a compact and permeable block structure.
- Provide a better interface between new and existing housing along Walnut Tree Road.
- New developments should conform to the predominantly mid-rise character of buildings around the site.



Figure 1.56: Building footprints

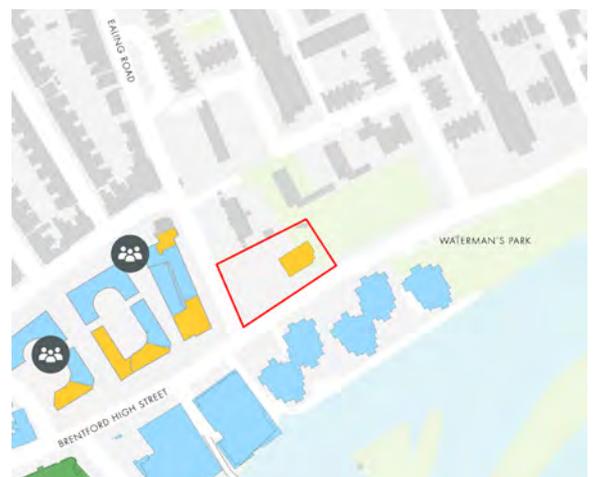


Figure 1.57: Land uses



Figure 1.58: Townscape

## Indicative development framework

1.134 The development framework diagram below illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

KEY STATS		<p>* The Masterplan does not set appropriate heights for buildings in the town centre. A Tall Buildings Study is being undertaken to inform tall buildings policy in the single Local Plan, which in accordance with the London Plan, will define what is considered a tall building for specific localities, determine locations appropriate for tall buildings and the appropriate heights within these locations.</p> <p>Any proposals for heights at 6 storeys or above would need to be carefully considered in terms of townscape sensitivity and suitability, with a strong case made for appropriateness and a robust analysis to show there is no negative townscape impact.</p>
Site area (ha)	0.43	
Development	Comprehensive	
Phasing	N/A	
Ground Floor Uses	Residential	
Upper Floor Uses	Residential, office	
Building Types	Dual aspect linear block, Stacked maisonettes	
Suitable Heights	Mid-rise (2-5 storeys) distributed evenly	
Density (dph)	100 - 200	
Public Realm	Tree planting along High Street, new enclosure and benches for park, improved wayfinding	
Open Space	Private residential amenity	

- Residential
- Public realm improvement
- Outdoor amenity
- Resi access
- Active frontage
- Vehicular access route
- Pedestrian access route



Figure 1.59: Development framework diagram

### Delivery and viability

- 1.135 This site is located at the junction of the High Street and Ealing Road, it currently consists of a fast-food restaurant and associated surface car park; and the greenspace to the east that runs parallel with the High Street. There is existing medium rise residential to the north of the site and the detailed designs need to take into consideration the interface with the existing greenspace.
- 1.136 The site is owned by LB Hounslow, McDonalds and Southern Electric.
- 1.137 Conclusions and next steps: Delivery of improved greenspace will enhance the overall public realm and attractiveness as the Brentford evolves to become more established as a thriving town centre.



Figure 1.60: Illustrative scheme



95 Peckham Road, Southwark by Peter Barber Architects.  
Photo: Allies and Morrison.

### Precedent example

Built alongside a main road in south London, 95 Peckham Road by Peter Barber Architects contains 33 homes in a six-storey, tenement style linear block. It is comprised of apartments and lower rise maisonettes to the rear, creating multiple private front doors, activating the pavement edge as public space, and multiple private courtyard gardens, balconies and roof terraces on each floor.





