

The image is a vertical split-page architectural sketch. The left half is a blue-tinted sketch of a city street scene, showing a canal with a bridge, modern buildings, and people walking. The right half is a more detailed, color-sketch of a similar scene, featuring a prominent curved building, a canal with a boat, and two people walking in the foreground. The overall style is a loose, hand-drawn architectural illustration.

**LONDON BOROUGH  
OF HOUNSLOW**

**GREAT WEST  
CORRIDOR  
MASTERPLAN AND  
CAPACITY STUDY**

**OCTOBER 2020**

**URBAN  
INITIATIVES  
STUDIO**

# 4203

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## Note to reader:

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# GREAT WEST CORRIDOR - OUR VISION



A bold vision, entrepreneurial spirit, great planning and leadership made the Great West Corridor a success.

This legacy inspires the NEW VISION for the renaissance of the Great West Corridor as a modern employment hub and attractive place to work, live and visit.

**The principal aim of the Vision is to reinvigorate the Great West Corridor into a thriving 21st century business destination, which will be an anchor and driver of economic activity in Hounslow and the sub-region.**

The Masterplan seeks to attract new businesses, make more efficient use of land and create an improved urban environment while retaining the existing business community.

The Masterplan has potential to deliver:

- 8,287 new homes;
- 11,700 jobs;
- 147,500 sqm office floor space;
- 246,800 sqm industrial space; and
- 24,600 sqm retail space.

## Key objectives:

- A Healthy streets and excellent public transport**
- B A buzzing urban place with a vibrant mix of uses**
- C A place with character and a distinct identity**
- D Integration with the surrounding area**

# 1.0 INTRODUCTION

## 1.1 CONTEXT

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This masterplan was commissioned by the London Borough of Hounslow to establish a vision and spatial framework for the Great West Corridor. It is a significant update of the 2017 version of this masterplan, which informed the Regulation 18 draft of the Great West Corridor Local Plan. The masterplan update responds to comments received during the Regulation 18 consultation and takes account of a changed policy context, including the update of the NPPF (2018) and the Draft London Plan. The forthcoming London Plan designates the Great West Corridor as a London Opportunity Area and sets ambitious targets for the delivery of 7,500 new homes and 14,000 jobs in the area.

The Great West Corridor is a major commercial area that follows the A4 and M4 corridors between Brentford and Chiswick. It dates back to the 1930s when the original Great West Road (now the A4) and the area established itself as a leading industrial location. The area's success earned it the nickname the 'Golden Mile' and is still home to a number of impressive Art Deco buildings long after industrial activities have disappeared. In the 1960s the M4 motorway was built over the Great West Road. Over time several multi-national, high profile companies have chosen to locate along the corridor including Glaxo Smith Kline (GSK) and Sky.

Despite its high profile tenants the Great West Corridor is under-performing as a business

location. Its environment is traffic dominated and fragmented and public transport access is poor. There are significant vacancies in the office stock and overall it lacks a clear and positive identity.

In 2014 the Council established a high level strategic vision for the 'Golden Mile' which aimed for the renaissance of the corridor as an employment hub in the Borough, building on its strategic location as gateway into central London.

In recent years the area has seen increased development activity, including major investment by Sky in expanding its campus and the development of the 17,250 seat Brentford Community Stadium that is currently on site. There is significant developer interest in the corridor, especially on larger sites. Many development proposals include tall buildings.

The masterplan establishes a vision and framework for the development of seven new and enhanced quarters in the Great West Corridor, creating a vibrant business environment, providing attractive places to live and visit and being served by much improved public transport.

Historic England expressed concern about the impact of tall buildings on the areas significant number of important heritage assets including the Royal Botanic Gardens Kew World Heritage Site, and the study has undertaken 3d testing and includes recommendations about tall buildings and their height.

The masterplan has been prepared in close collaboration with stakeholders (including the GLA, Historic England, Kew Gardens, officers, councillors, community representatives and developers) through a series of meetings and workshops.

This report brings the outputs of this masterplan together and is structured as follows:

### **Chapter 1: Introduction**

**Chapter 2: Understanding the Great West Corridor** - An overview of the history of the study area and an analysis of its spatial structure and components.

**Chapter 3: Development Context** - Policy and employment context.

**Chapter 4: SWOT** - Identifying the Strengths, Weaknesses, Opportunities and Threats to the Great West corridor.

**Chapter 5: Vision** - The vision which guides the masterplan.

**Chapter 6: One Corridor, Seven Quarters** - Describes each of the seven sub-areas in the Masterplan.

**Chapter 7: The Masterplan Framework** - Illustrative Masterplan and topic-based strategies.

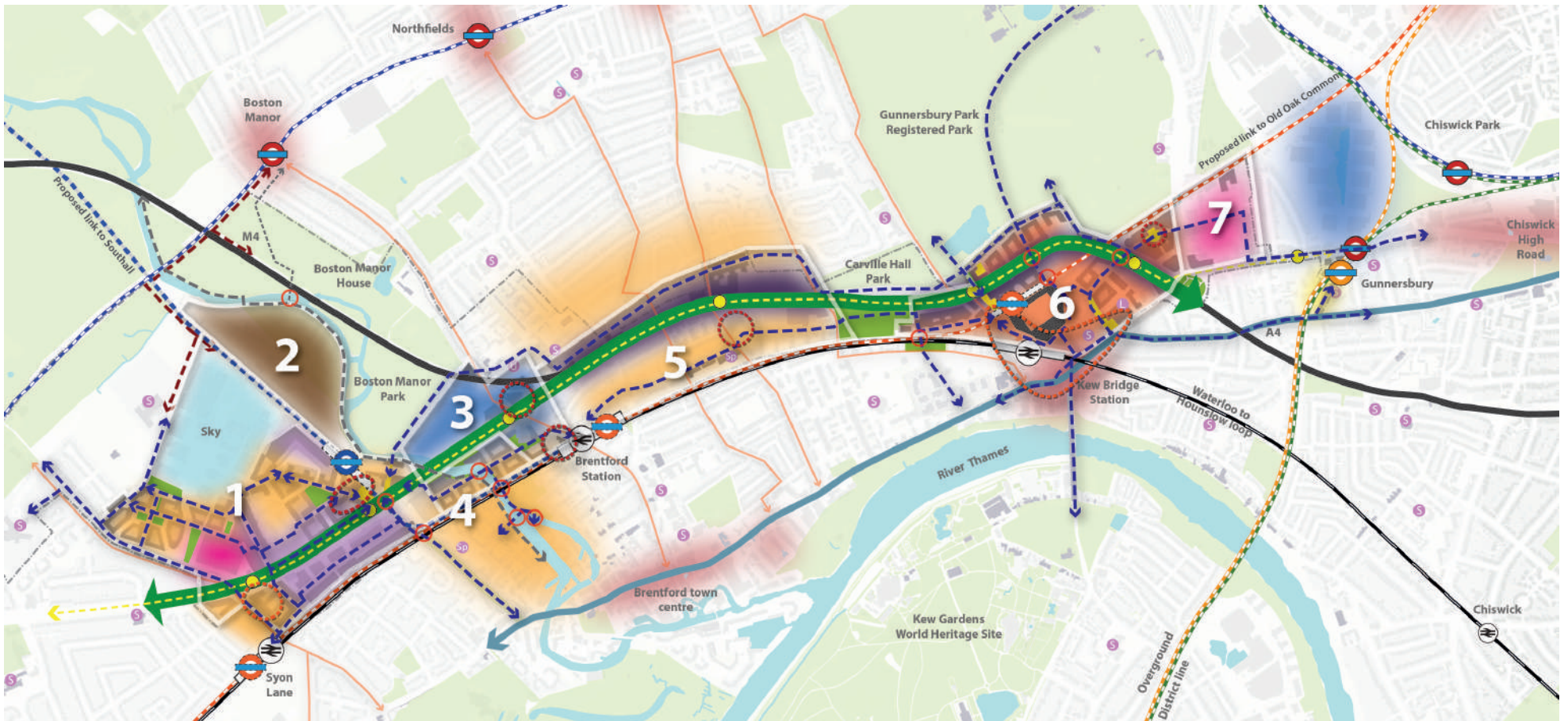


Figure 1.1: Concept Plan

Seven Quarters:

- 1 Golden Mile Station Quarter
- 2 Transport Avenue Industrial Quarter
- 3 London Gateway
- 4 River Brent Quarter
- 5 Central Corridor
- 6 Brentford Stadium Quarter
- 7 Power Road

<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #ADD8E6; border: 1px solid black; margin-right: 5px;"></span> Sky campus</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #FF00FF; border: 1px solid black; margin-right: 5px;"></span> Creative/ light industrial</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #DDA0DD; border: 1px solid black; margin-right: 5px;"></span> Industrial / Light industrial</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #4169E1; border: 1px solid black; margin-right: 5px;"></span> Office quarter</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #483D8B; border: 1px solid black; margin-right: 5px;"></span> Employment buffer</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #8B4513; border: 1px solid black; 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## 1.2 THE STUDY AREA

The Great West Corridor (the study area) is a stretch of the A4 / Great West Road (GWR) that extends for 2.5 miles from the Chiswick roundabout in the east, to Gillette Corner in the west, and forms an important, strategic corridor into central London from Heathrow Airport.

The adjacent aerial image identifies important buildings, places and streets within the study area.

1. Former Gillette Factory
2. Site of Bolder Academy
3. Sky Campus
4. Boston Manor Station
5. Boston Manor Park
6. GlaxoSmithKline
7. Boston Manor and Park
8. Brentford Lock
9. Brentford Station
10. Brentford High Street
11. Brentford Football Club (current)
12. Great West Quarter
13. Carville Hall Park
14. Kew Palace
15. Gunnersbury Park
16. Kew Bridge
17. Kew Bridge Station
18. Gunnersbury Cemetery
19. Chiswick roundabout
20. Chiswick Park
21. Syon Lane Station
22. The M4
23. The Great West Road (A4)
24. London Water and Steam Museum
25. Planned Brentford Community Stadium



Figure 1.2: The Great West Corridor Study Area



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# 2.0 UNDERSTANDING THE GREAT WEST CORRIDOR

## 2.1 HISTORY AND HERITAGE

### 2.1.1 WIDER HISTORICAL CONTEXT

#### Early Settlement

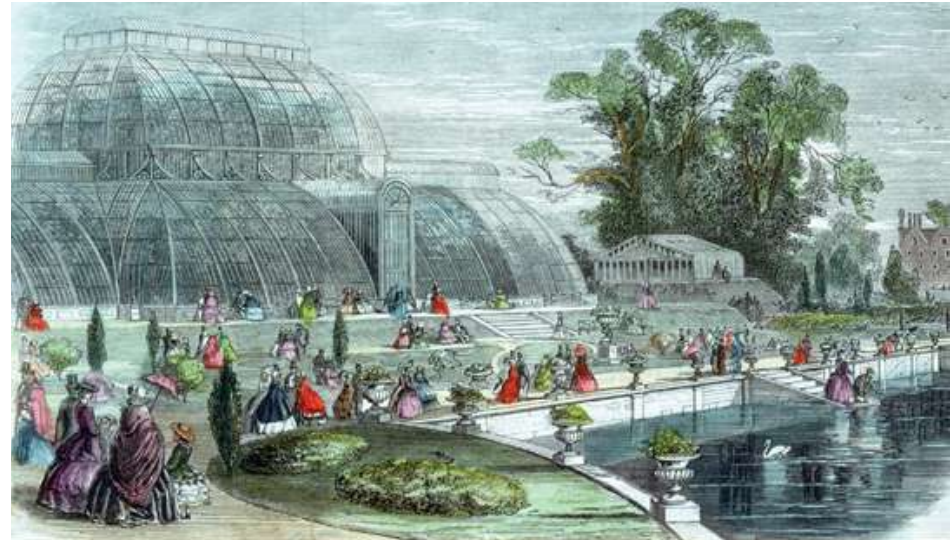
Development in this part of London dates back many centuries. Archaeological evidence suggests that a settlement here predates the Roman occupation of Britain. Early development was focused at Brentford, which is said to have been a meeting point for pre-Romanic tribes. The area had strategic importance as one of the only points on the Thames that could be crossed by foot.

#### Historical Legacy

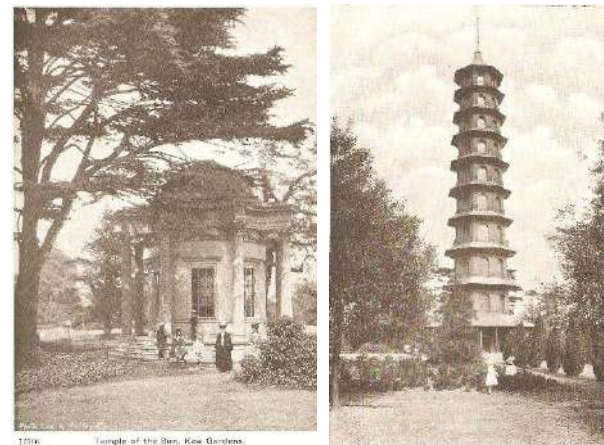
The wider area has been used for centuries for residences of the British royal family and nobility. This has left an important legacy of architectural and landscape design in the immediate context of the Great West Corridor. Syon House, Osterley Park and Gunnersbury Park are examples of nearby royal estates which are relatively intact and open to the public. These sites feature landscape design from designers such as Lancelot "Capability" Brown and include key listed buildings.

The Royal Botanical Gardens at Kew, one of four World Heritage Sites in London, is located just south of the study area, in LB Richmond. The unique importance of this site in the development of botanical science is protected by agreement between UNESCO and the UK Government.

Although these sites are not within the study area boundary, their location in it's immediate context provides a unique historical backdrop for the development of the Great West Corridor.



Historical drawing of the Palm House, Kew Gardens



Early 20th Century photographs of Temple of the Sun (left) and Pagoda (right), Kew Gardens

Painting of Syon House by Robert Griffier (1700s)  
Source: Wikipedia



## 2.1.2 HISTORY OF THE GREAT WEST CORRIDOR



Figure 2.1: 1865 map of the study area and wider context

### Pre 1860

Early built development followed the line of the Roman road which linked London to the west of England (now approximately aligned with Brentford High Street). Major changes started to occur in the late 18th and 19th centuries. These were led by advances in engineering. The first Kew Bridge was built in 1759. This was followed by the construction of the Grand Junction Canal between 1793 and 1805.

Further advances came with the arrival of the railway in the 1850s and later the construction of Brentford Dock – designed by Isambard Kingdom Brunel. The dock was built by the Great Western and Brentford Railway Company. Its purpose was to allow for the transfer of goods from the railway to barges operating on the Thames.

Most development in this early period was focused along Brentford High Street.



Aerial Photograph: Brentford Dock  
(<http://gerald-massey.org.uk>)



Figure 2.2: 1910 map of the study area and wider context

### Late 19th & 20th Century Development

The late 19th and early 20th centuries saw rapid residential growth in the area. Most of this development was focused in the eastern part of the study area to the north of Brentford High Street. It was characterised by long rows of terraced housing - much of which survives today.

Brentford Football Ground was constructed in 1904 at Griffin Park. Tram cars and the Piccadilly underground line arrived in this period reflecting the increasing residential population.

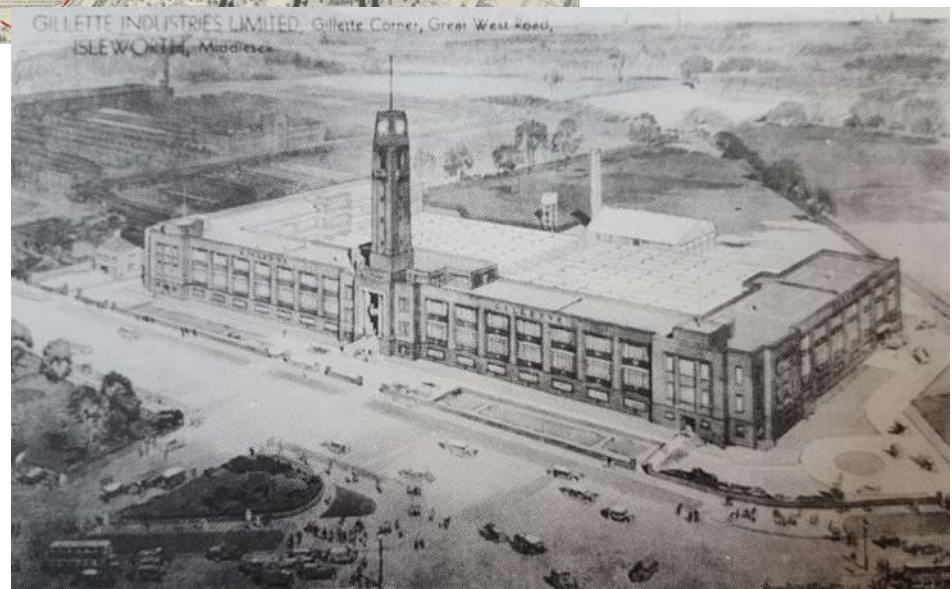


Figure 2.3: Postcard of Art Deco Gillette Building

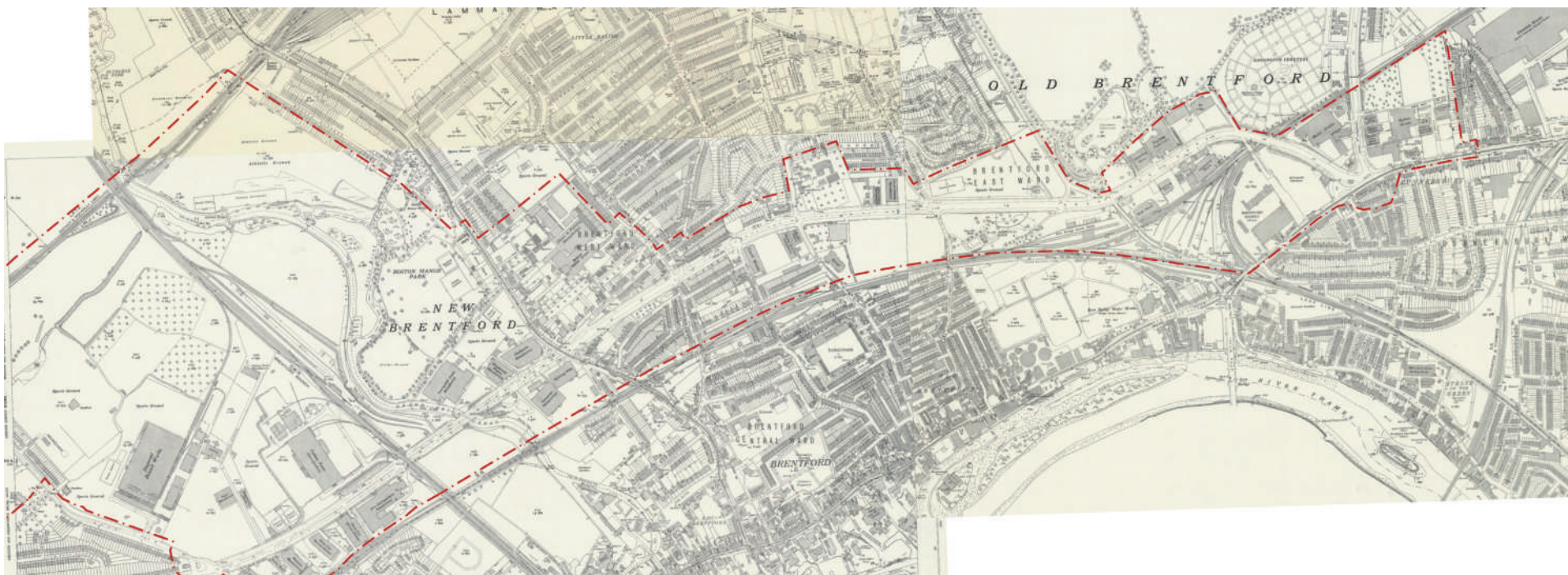


Figure 2.4: 1933 map of the study area and wider context

### Inter-War Period

For years Brentford High Street was the main route from London to the west. This changed in 1925 when the Great West Road was built to bypass Brentford. This new road became an important industrial location. Large companies including Gillette, Firestone, Beecham Pharmaceuticals, Currys, Coty Cosmetics and Lucozade built factories along the corridor. Many constructed imposing Art Deco buildings. These were designed to be seen from the road and show off the companies' state of the art accommodation. Some of these structures still stand today and form an important part of the character and identity of the corridor. It was at this time that the moniker of the 'Golden Mile' was applied to the Great West Corridor. Residential expansion continued through the inter-war period – especially to the west of Brentford.



Aerial image of the Great West Road, 1936, showing early industrial buildings along the A4 (Britain from Above, Historic England)



Figure 2.5: 1960 map of the study area and wider context

### Post-war: Infrastructure Investment

Post-war road infrastructure improvements continued to shape the development of the area. Great West Road was widened and extended to Hammersmith. Later, in 1965, the M4 motorway was constructed connecting London to Wales. This investment in infrastructure saw the further expansion of industry with many new, large footprint, industrial buildings appearing at this time.

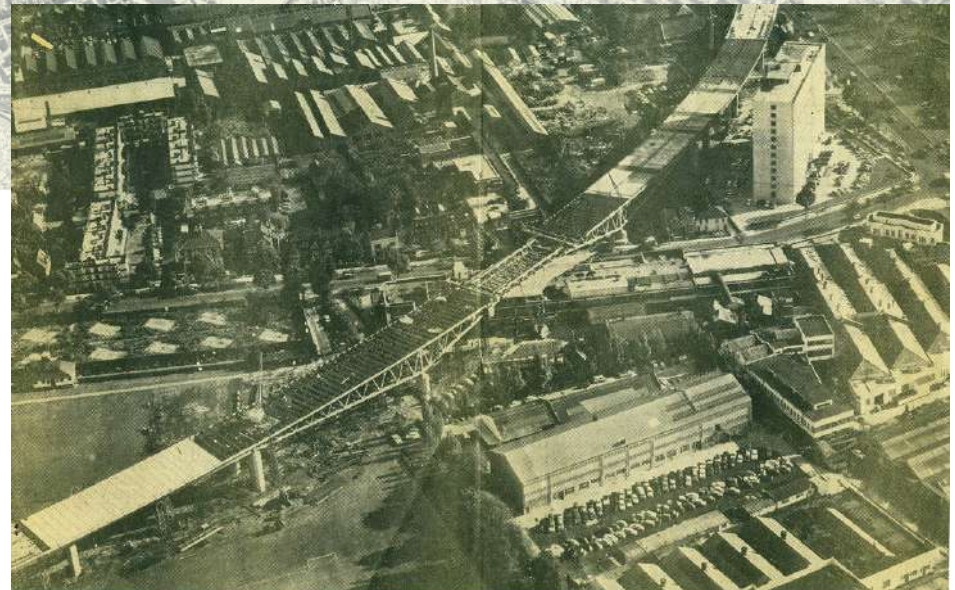


Figure 2.6: Image of the construction of the elevated M4, 1964 (press cutting)



Historic aerial view of the Great West Road



Figure 2.7: 2018 map, including recent and permitted development such as the Brentford Community Development

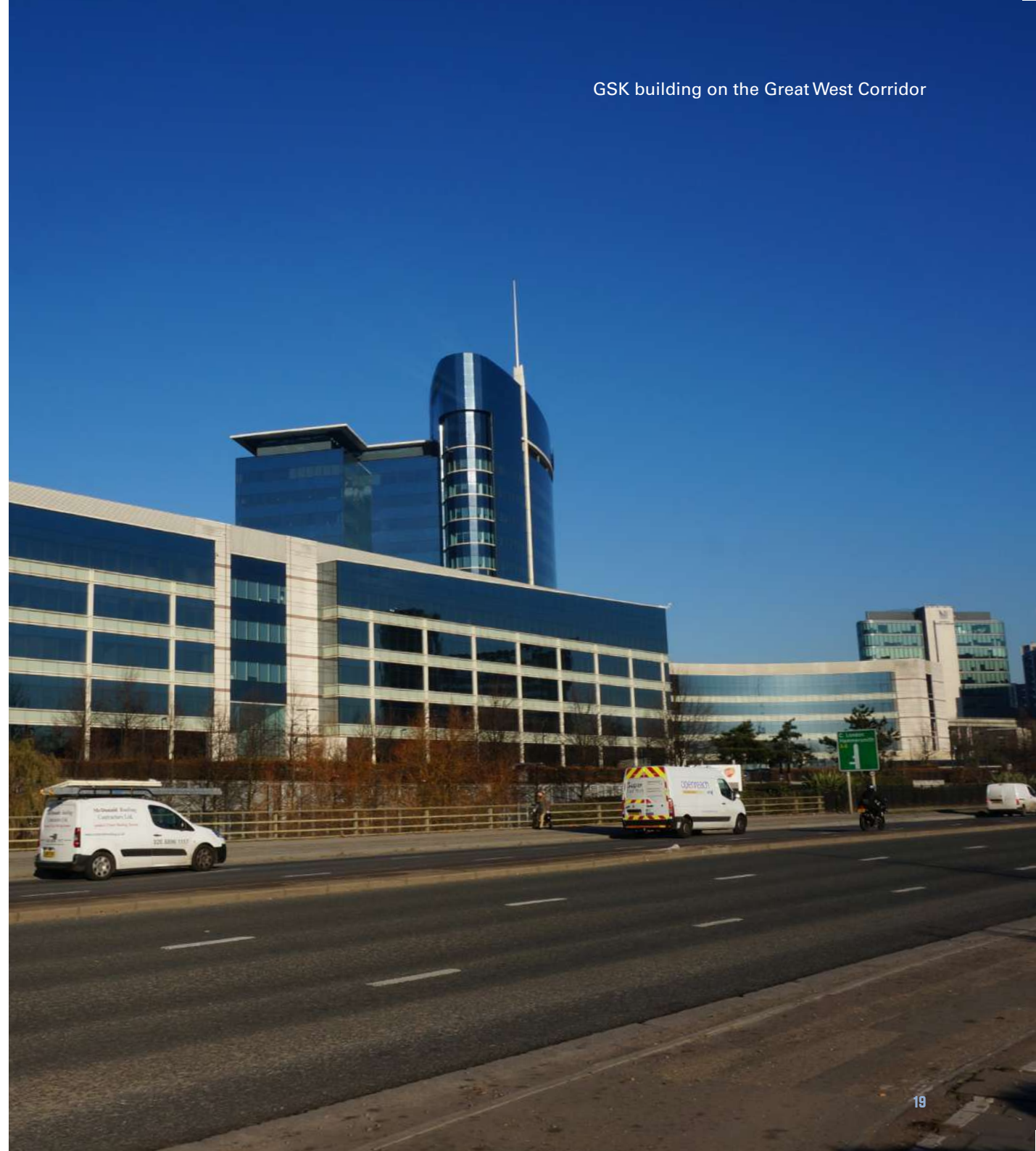
## Post-Industrialisation

By the 1970s industry had begun to decline. Factories closed and this period saw the loss of some of the area's most notable buildings such as the Firestone factory which was demolished in 1980.

As heavy industry moved out, other uses moved into the area. The highly accessible and visible location led to the construction of office and industrial parks, big box retail sheds and car showrooms.

Development interest in the corridor has continued to grow into the modern day and it is now home to several high profile employers such as The University of West London, Sky and GSK. Like their industrial predecessors, many of these companies chose to construct high quality, monumental buildings to take advantage of the highly visible location along the M4 / A4 corridor.

Renewed developer interest since 2000 has seen the construction of many new buildings and the refurbishment of some older properties (such as the JCDecaux building). New residential development has taken place in some of the former industrial areas such as at Brentford Lock and around the converted, Art Deco, Wallis House. This trend seems set to continue as many new and exciting developments are proposed for the Great West Corridor. These include the development of Brentford Community Stadium at Capital Interchange Way.



## 2.2 CHARACTER

### 2.2.1 GENERAL CHARACTER

The Great West Corridor and surrounding area has been characterised in Figure 2.8 based on the Urban Context and Character Study (2014, LB Hounslow).

Much of the surrounding context for the corridor is comprised of Victorian and pre-war housing which exhibits a strong urban block structure. However, this structure is interrupted by more modern typologies, such as early 2000s high density development, post-war towers and big box retail/industrial areas. This ultimately results in a fragmented character for the area as a whole.

#### Brentford

Brentford is comprised of a diverse mix of character types. The town centre is located just north of the Thames and a swath of compact pre-war terraces stretches northwards to Ealing from here. To the east and west of the town centre are a variety of development types, including big box industrial premises, riverside “urban renaissance” apartments and post-war slabs and towers.

#### Chiswick

Chiswick is dominated largely by late Victorian and Edwardian residential terraces which are set back from the linear urban centre along Chiswick High Road. The area contains some key public open spaces such as Turnham Green, Chiswick Gardens and Dukes Meadows.

#### Osterley and Spring Grove

Located south-west of the GWC, the Osterley and Spring Grove area is characterised largely by loose grid residential estates from the inter-war period. This is interspersed with later development in the form of courts and cul-de-sacs.

#### Kew

Kew is located south of the river Thames in the London Borough of Richmond. It is largely uniform Victorian settlement with well-maintained terraced and detached historical properties, occasionally punctuated with post-war development, such as the brutalist National Archives building.

#### Great West Corridor

The character within the corridor is notably different than the surrounding area, which reflects the history of employment and industrial uses in the GWC.

Within the GWC, the character is highly mixed, with big box/industrial, office parks, contemporary high density residential and earlier, loose grid post-war housing sitting side by side. The Great West Corridor generally contrasts with the surrounding historic, low-rise urban fabric.



Coherent residential streets characterise large parts of the wider context area



The mixture of architectural styles within and around the Great West Corridor

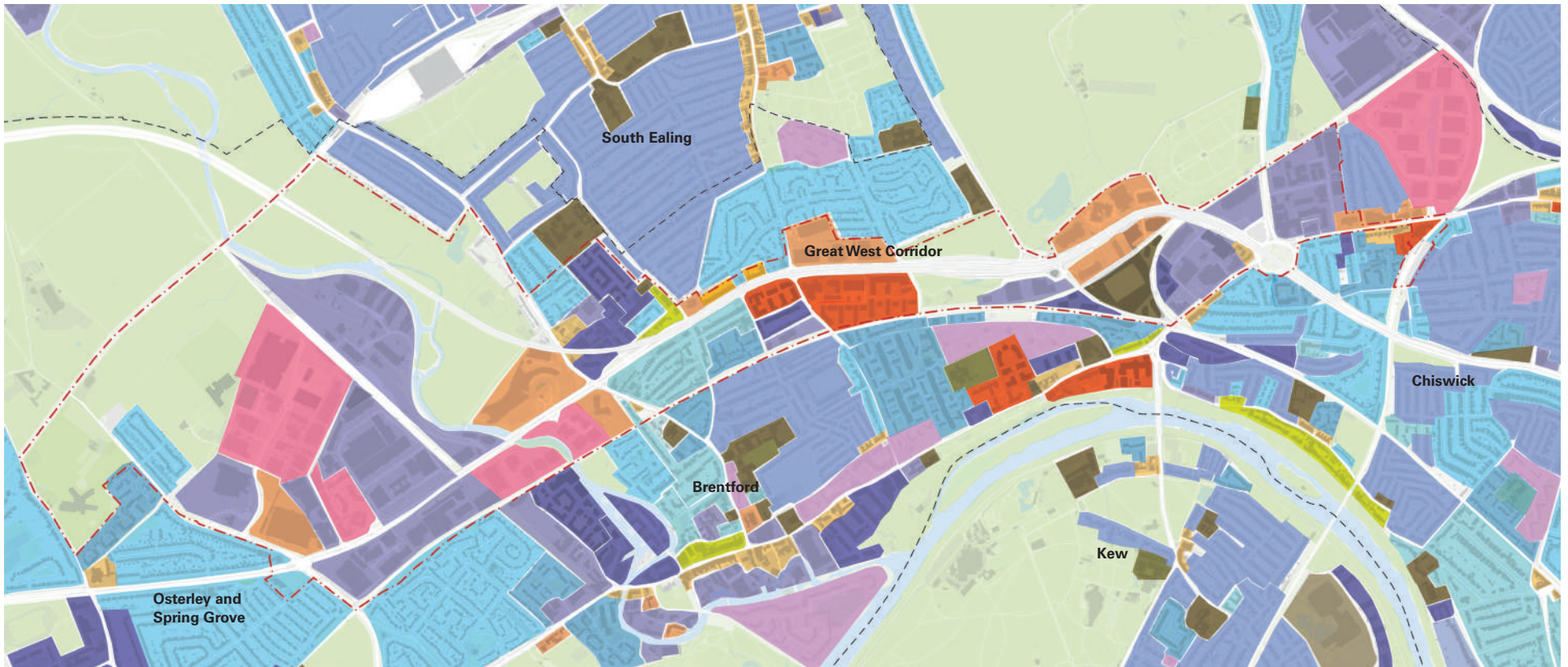
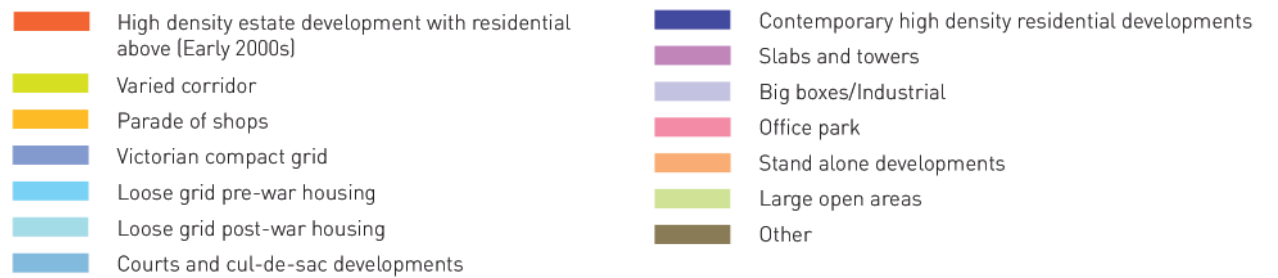


Figure 2.8: Existing general urban types





## 2.2.2 EXISTING CHARACTER AREAS

The study area can be broken up into a number of distinctive character areas. These are:

- A) **Sky Campus**
- B) **Transport Avenue**
- C) **Great West Corridor West**
- D) **Great West Corridor Central**
- E) **Brentford East**
- F) **Power Road**

Each character area is described on the following pages.

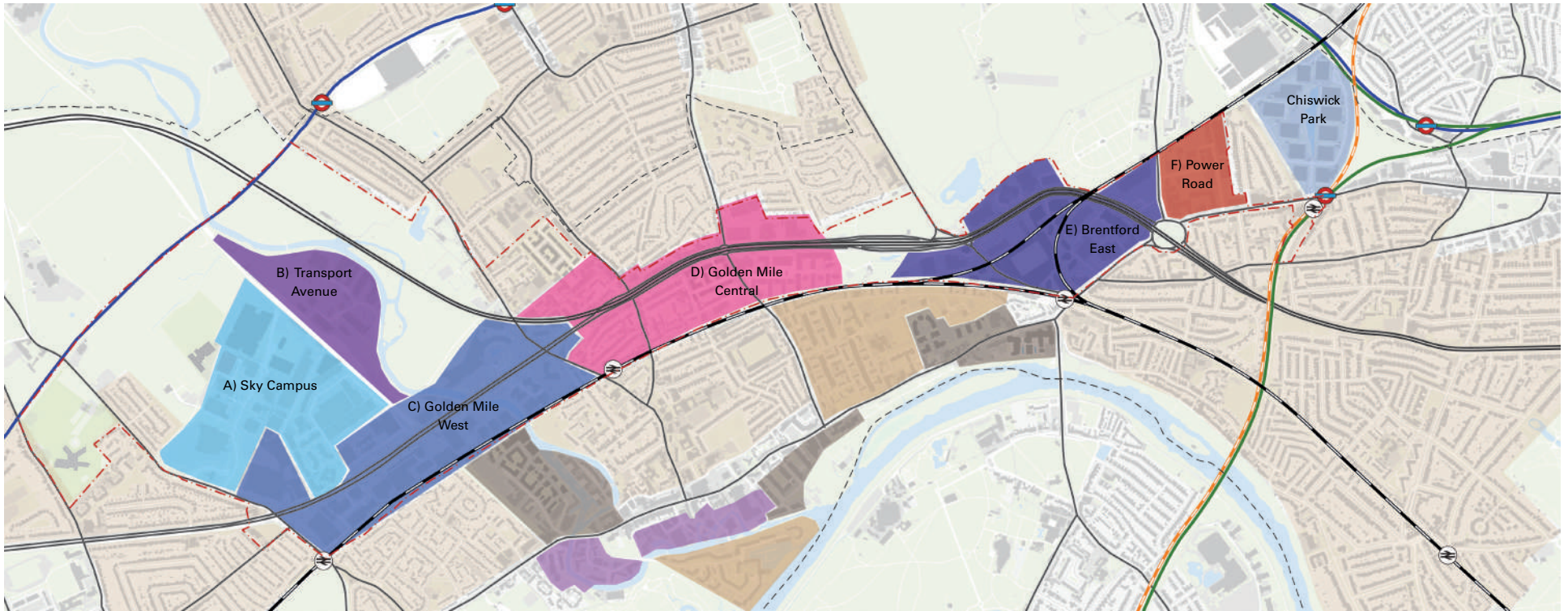
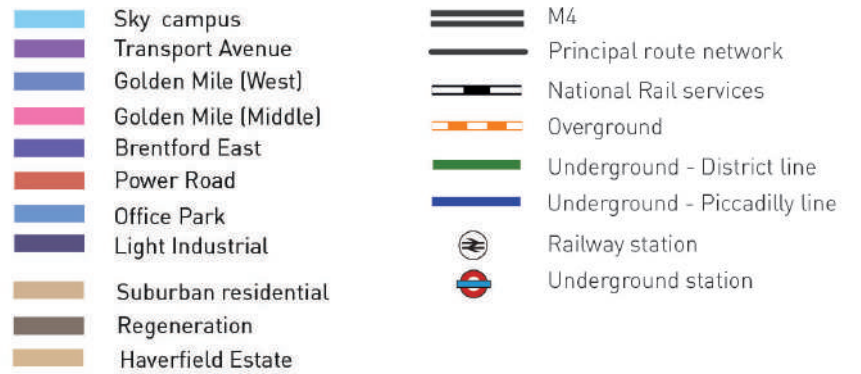


Figure 2.9: Existing wider sub-areas



Much of the Great West Corridor is characterised by major road and rail infrastructure together with large scale industrial uses

## A) SKY CAMPUS

The Sky Campus can be sub-divided into three distinctive zones. The largest of these areas is occupied by Sky itself. Their campus is made up of a series of office buildings, studio spaces and multi-storey car parks set within a landscaped environment.

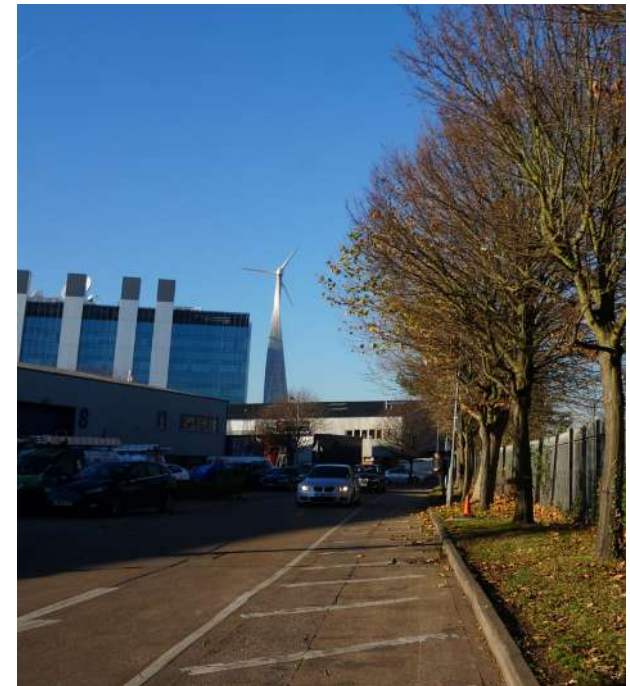
There is only one route that runs through the Sky campus – Grant Way. Secure access to individual buildings is taken off this road. Grant Way terminates in a cul de sac and does not connect the campus to surrounding streets or sites. There are a variety of building footprints on site ranging from very large studio spaces to smaller office blocks. The height of buildings varies between 7 and 13 metres. The Sky wind turbine is the tallest element on site and is a local landmark.

A Tesco Extra store and petrol filling station is located to the south of the Sky campus. It blocks views to the Sky buildings beyond and limits their visibility along Grant Way.

The eastern corner of this character area is occupied by West Cross Industrial Park. This area is formed of a series of light industrial buildings aligned along Harlequin Avenue and Shield Drive. The built form in this area is very inconsistent. There are a variety of different buildings of differing ages and scales ranging from 1-2 storey brick built inter-war offices and warehouses to expansive modern sheds several storeys taller.



Figure 2.10: The Sky Campus



New wind turbine at the Sky campus is a local landmark



Tesco superstore in the southwest corner of the character area



West Cross Industrial Park

## B) TRANSPORT AVENUE

The Transport Avenue character area is located to the north of the Sky campus. It is sandwiched between the River Brent to the north and the freight rail line that borders the Sky campus to the south. This area is occupied by heavy / dirty industrial uses such as aggregate storage, a waste transfer site and a cement works. These uses take advantage of the site's access to the rail and road network. However, with only one point of access from Great West Road, vehicular movement across this character area is limited.

The towpath along the River Brent runs along the eastern periphery of the site. It is a very pleasant pedestrian and cycle route located within the Grand Union and Boston Manor Conservation Area (See P40). However, access to it is not highly visible and there is very little passive surveillance along the path. These factors may discourage people from using it.

There are a variety of buildings on site. The majority are large industrial sheds set within service yards. The area is used by a high volume of heavy vehicles.

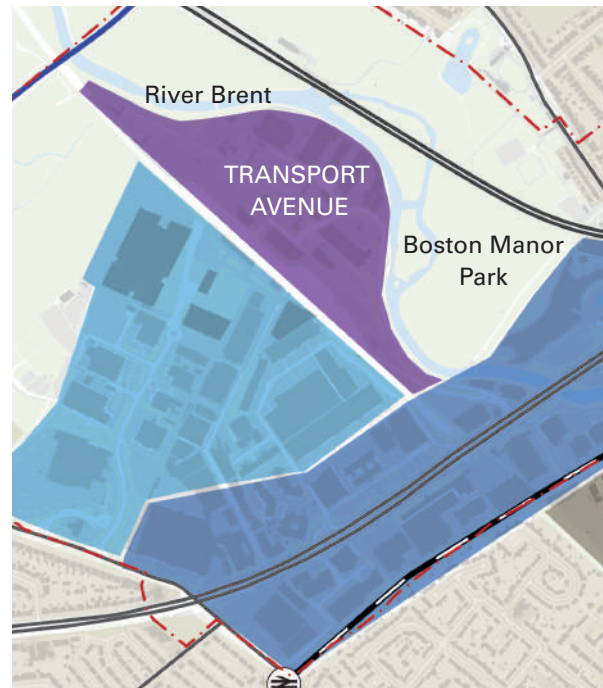


Figure 2.11: Transport Avenue



River Brent tow path



Smaller scale industrial premises



Heavy vehicles



Heavy industry

## C) GREAT WEST CORRIDOR WEST

The Great West Corridor West character extends along the A4 road corridor between Syon Lane and Brentford Stations. This area is dominated by office uses and includes a variety of stand-alone office buildings with dedicated car parks, smaller office / industrial parks, light industrial units and big box retailers.

Office buildings are typically 3-5 storeys high however there are some notably taller structures such as Great West House (17 storeys) and the GSK headquarters building. Buildings face onto the A4 corridor where they can take advantage of high levels of visibility from passing traffic. There are a variety of building styles. These include some of the remaining grand Art Deco buildings that once defined the corridor and modern, glass clad, office blocks.

The area is very much dominated by the traffic that runs along the A4. Many of the buildings that align the corridor are set back from the road behind surface car parks. The set back distance and alignment of such structures varies and this reduces the sense of enclosure along the road corridor.

There are very few local amenities, considering the large workforce that descends into the area on a daily basis, with just a few local shops and cafes. Boston Manor Park provides an open green space but this is difficult to access. The pedestrian and cycling environment is poor by nature of the heavy traffic along the A4 and the design of the plots along the corridor which suffer from poor levels of permeability.



Great West House

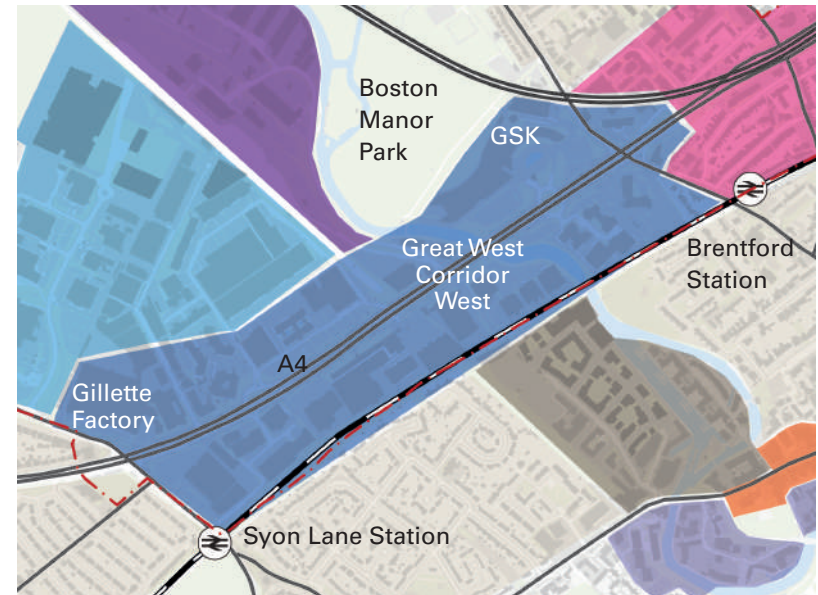


Figure 2.12: C) Great West Corridor (West)



The Art Deco Pyrene building on the Great West Road

## DJ GREAT WEST CORRIDOR CENTRAL

This character area follows the A4 and elevated M4 road corridor in the mid-section of the study area. The area has a fragmented character due to the range of different uses that can be found here.

This character area includes a significant proportion of residential property - especially around Brentford. There are some community facilities here including shops and the pub at Brentford Station. Generally, the residential accommodation can be split into two categories – two / three storey suburban terraces and apartments (both traditional and post-war estates) and more recent higher density developments such as the blocks around the refurbished Wallis House.

Most of the commercial uses are located in the eastern portion of this character area. These include the apart-hotel in the Kew Eye building and Phoenix Trading Park which houses a variety of tenants including big box retailers such as Screwfix and the Audi car show room. Many of the commercial buildings are high quality, modern structures that reflect renewed developer interest in the Great West Corridor. Many are taller in height (6-20 storeys) so that they can be seen from the elevated M4 corridor. However, at ground floor level many of the commercial uses turn their back to the Great West Road (for instance the Phoenix Trading Park which is accessed from Ealing Road).

This area is distinct from others along the corridor as it has strong north-south



New and old residential scales



Figure 2.13: The Great West Corridor (Middle)



Elevated M4 corridor runs through this area



The pub at Brentford Station

connections that link it with Brentford and South Ealing. However, the A4 remains a hostile corridor with high levels of air and noise pollution. This is exacerbated by the inconsistent scale and alignment of buildings

along the corridor that fail to create a sense of enclosure along the road or a coherent sense of character.

## EJ BRENTFORD EAST

The Brentford East character area extends between Carville Hall Park and Chiswick Roundabout. The area is fragmented by major infrastructure. The A4, M4, South and North Circular Roads and railway lines These barriers make connections across the character area particularly difficult.

The area is home to a variety of commercial uses. These include car showrooms, light industrial uses, a leisure centre and big box retailers such as B&Q.

There is a distinctive cluster of tall office buildings to the south of Gunnersbury Park. These range from 28 to 46 metres in height and are highly visible from the elevated M4 carriageway and beyond.

There are a number of redevelopment sites in this character area. The most significant of these lies in a difficult to access triangular site surrounded by railway lines. This will be redeveloped to accommodate the new Brentford Community Stadium and a variety of other uses. When complete, this will have a significant transformational effect on this character area.

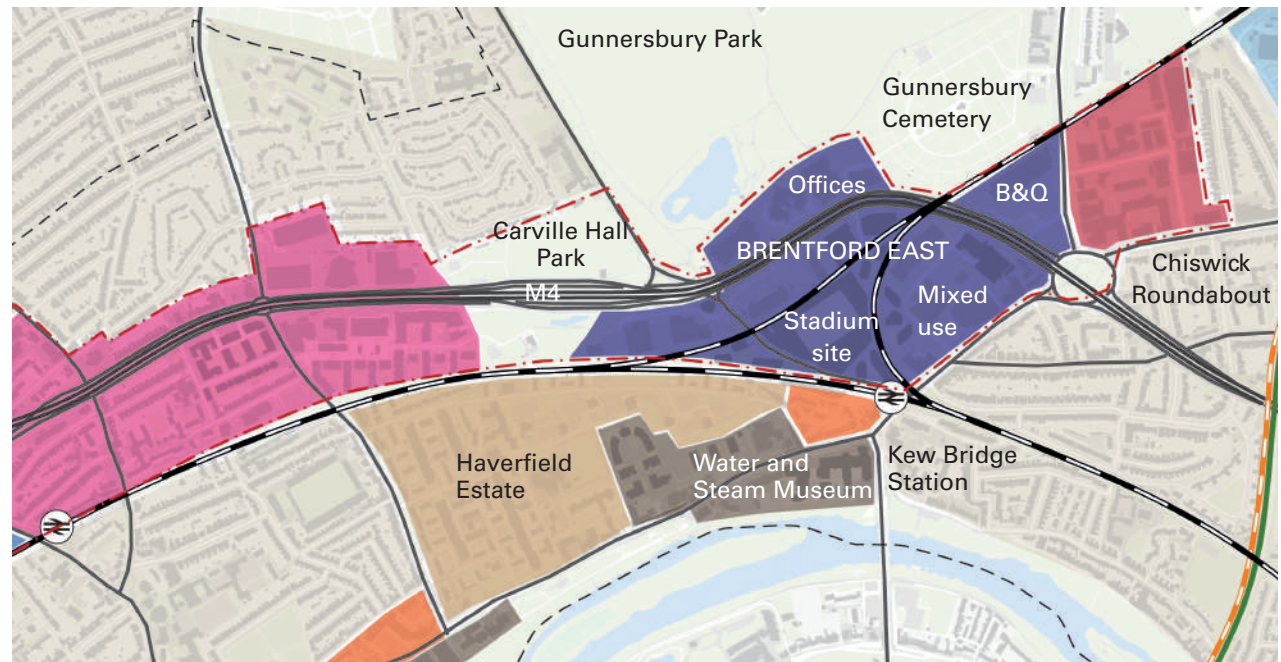


Figure 2.14: Brentford East



Offices facing onto Great West Road



B&Q site

## FJ POWER ROAD

The Power Road character area is located to the north - east of the Chiswick Roundabout. It is a compact employment area with a variety of uses including car showrooms, smaller office buildings, a hotel and a gym. It is adjacent to the Thorney Hedge Conservation Area - an attractive residential area characterised by Victorian terraced and semi-detached houses. Accordingly, building heights are generally quite low at up to 10 metres.

The area includes a variety of different building styles including some historic industrial buildings with a distinctive character such as the Power Road Studios. The area houses a significant amount of managed workspace for the digital media and creative industries. It benefits from close proximity to transport links at Gunnersbury and Kew Bridge Stations and the local amenities at Chiswick High Street.

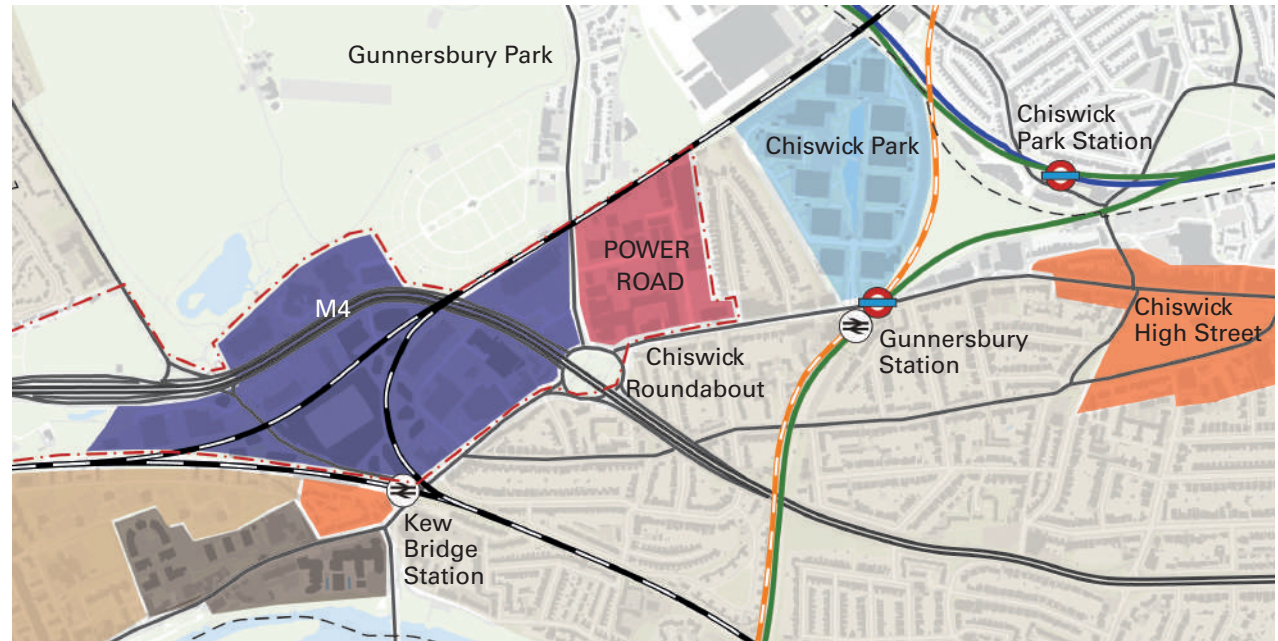


Figure 2.15: Power Road



Peugeot Dealership on Chiswick Roundabout



Creative industries units at Power Road



Power Road Studios

## 2.3 LAND USES

### 2.3.1 GENERAL LAND USE

The general land use plan illustrates the urban structure of the wider area around the GWC. Land use have been broken down into five main categories to provide a simplified view (more detail is provided in the next section).

The context of the Great West Corridor is largely comprised of residential areas which are supported by shopping streets and institutional uses such as schools.

It is clear from Figure 2.16 how much space within the context area is undeveloped open land, which is key asset for the area (this is discussed further in the following sections).

The main employment centre (offices and industry) is located in the western end of the study area. Another major employment hub is located to the north-east of the study area boundary, and includes Chiswick Business Park.

The land uses become much more varied (although comprised of largely single-use sites), closer to the Great West Corridor, which reflects its historical role in employment and industry.



The wider area features a large amount of open space (above: River Brent and Boston Manor Park) as well as more dense, urban developments (below: Brentford Lock)

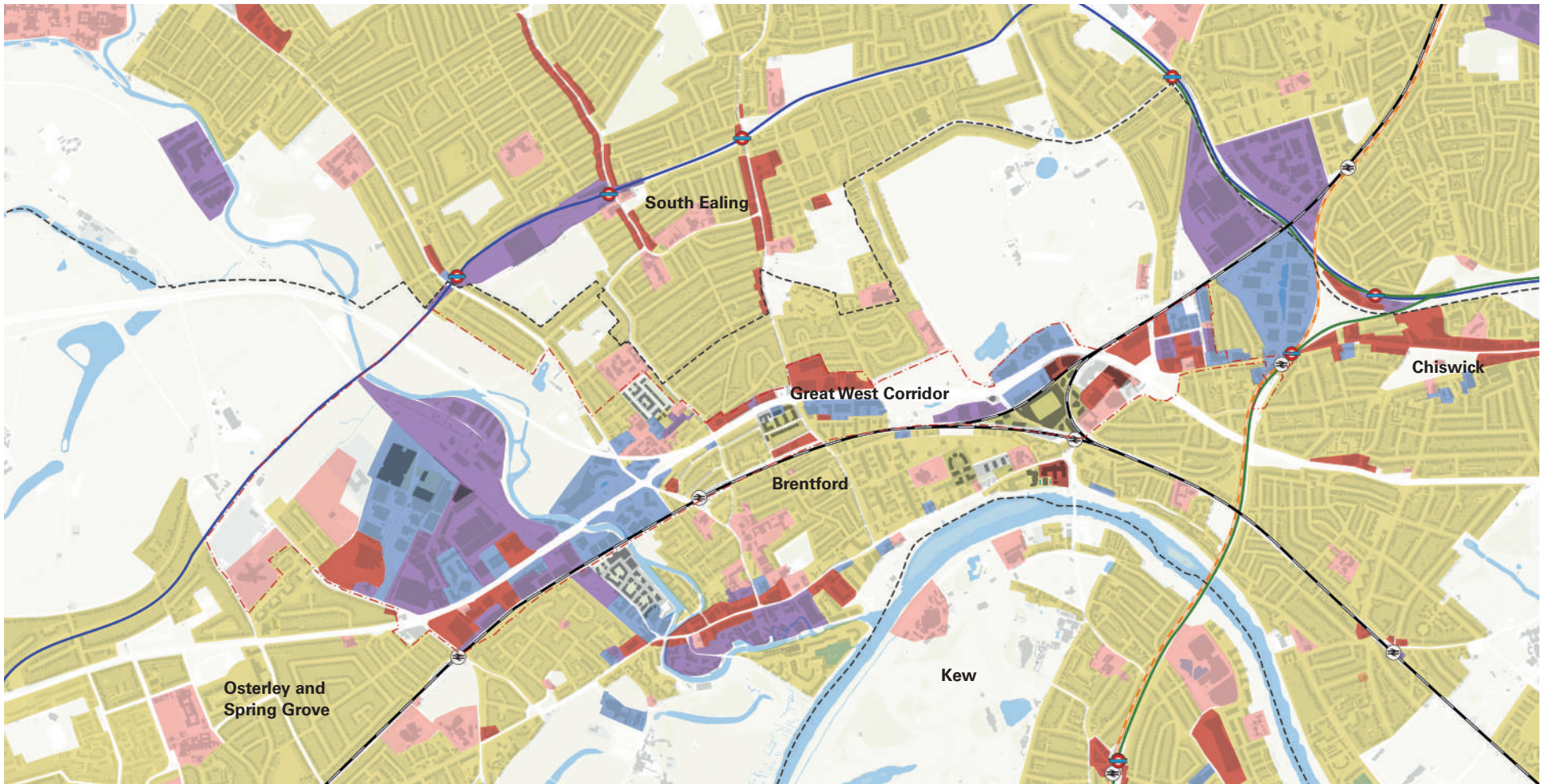


Figure 2.16: General land use



### 2.3.2 STUDY AREA LAND USE

The A4 / M4 road corridor is the focal point for most of the commercial activity that occurs in this part of west London. There is subsequently a strong concentration of employment land uses in the study area.

The western end, (between Brentford and Syon Lane Stations), is predominantly occupied by office / industrial uses. To the east of Brentford Station there is a much more varied pattern of land uses including, big box retail, shop parades, schools and residential.

The wider area is dominated by housing. This includes lower density development (predominantly Victorian / Edwardian terraces) and higher density developments (such as post-war estates and recent 20th century development). Most of the residential accommodation in the study area is located to the north of Brentford Station.

There are currently several empty office buildings that are at risk of being converted to residential use under permitted development rules. This would dilute the commercial function of the area. However, the Council has implemented an Article 4 Direction to restrict the conversion of remaining office (B1a use) stock to residential (C3) in following areas relevant to the study:

- Osterley Area;
- Commerce Road Industrial Estate;
- Brentford Town Centre;

- Great West Road Area;
- Power Road Industrial Estate;
- Bollo Lane Industrial Estate;
- Chiswick Business Park; and
- Chiswick Town Centre.

Despite the commercial focus of the area there is very little in the way of local amenities or services for the people who work along the Great West Corridor (such as cafes, bars and shops). The area lacks the vitality or buzz of a central London location.

Distinct to the area is the prominence of the TV and film industry. The Sky campus is a major employment hub and nearby, the Gillette building is currently in use as a film studio. Further east, Discovery, Paramount Pictures and Walt Disney are based in Chiswick Park.

There is also a fine grain network of creative businesses throughout the area, comprising of micro-enterprises, freelancers and startups. These are difficult to map but are an important part of the business ecosystem.



Empty office spaces risk being converted to residential

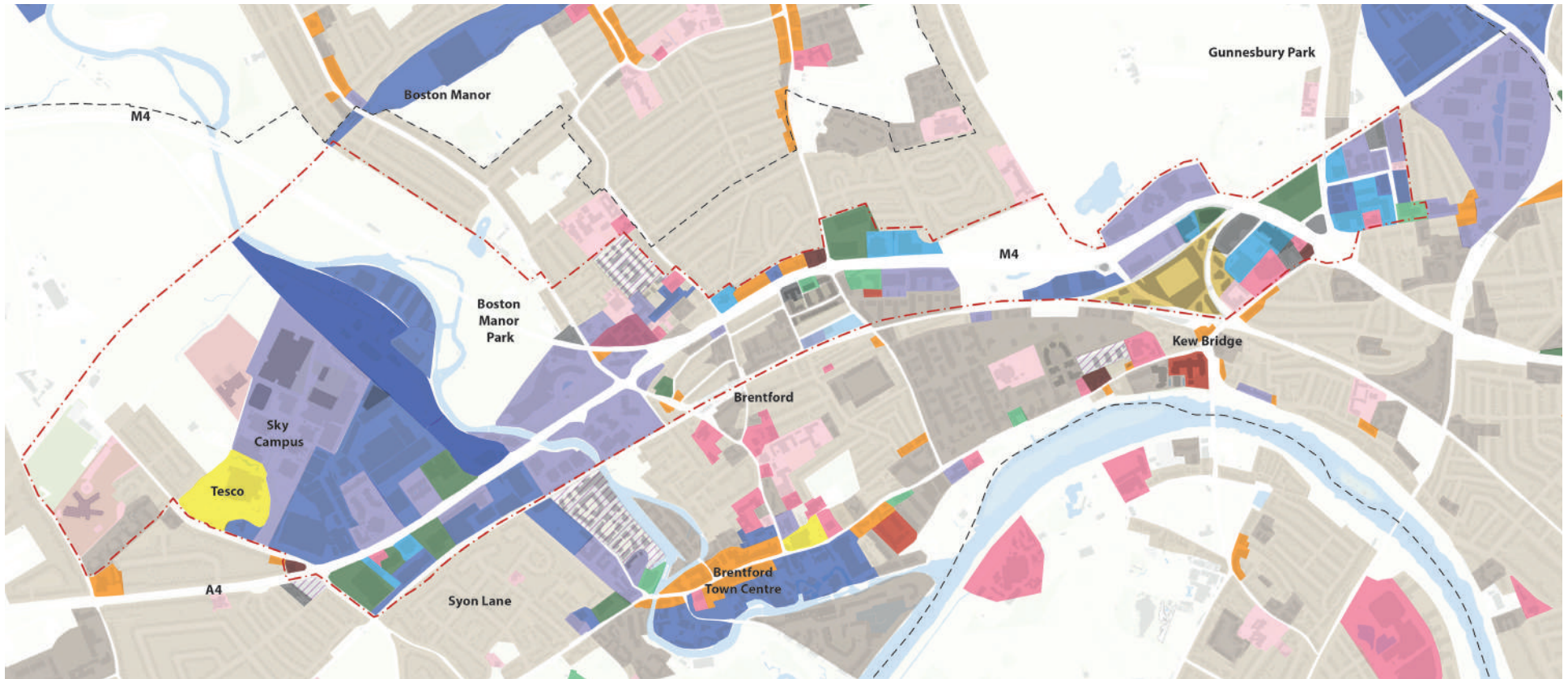
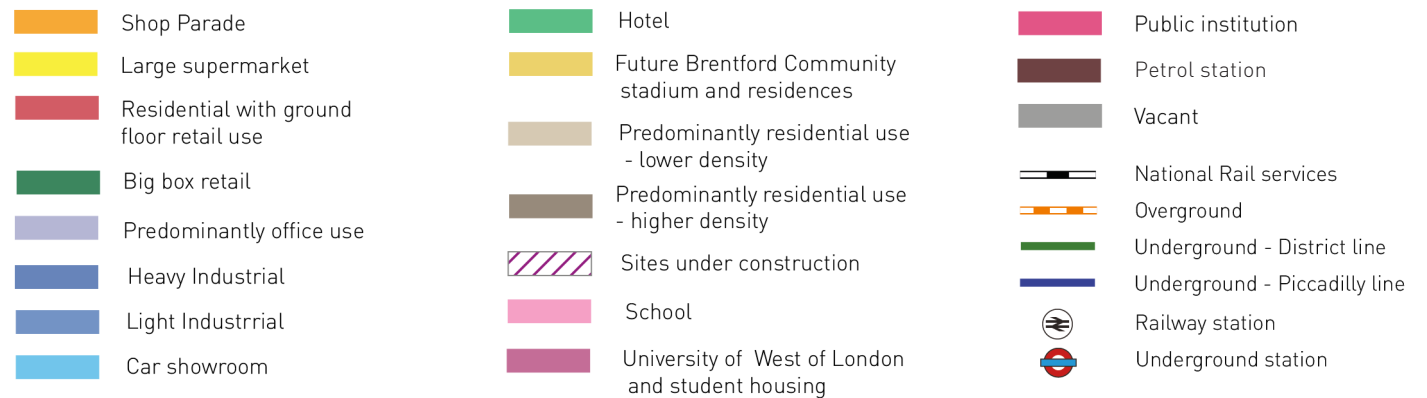


Figure 2.17: Existing land uses



### 2.3.3 EMPLOYMENT DESIGNATIONS

Employment designations are shown on Figure 2.18. These include:

#### **Strategic Industrial Locations (Industrial Business Parks)**

Industrial Business Parks are higher quality industrial clusters and London's main reservoirs of industrial and related capacity. They are protected under London Plan Policy 2.17.

The Great West Road Industrial Business Park located to the west of Boston Manor Park is designated as an Industrial Business Park. It includes the Sky campus, which has started to shift the profile of the area from a primarily industrial location to an higher intensity office and mixed employment location.

#### **Strategic Industrial Locations (Preferred Industrial Locations)**

Strategic Industrial Locations (Preferred Industrial Locations) are designated for heavy industrial uses which do not require a high quality environment. These are protected under London Plan Policy 2.17.

There is one such site in the study area - the Brentford Preferred Industrial Location. This is split into two parcels either side of the Great West Road and to the west of Boston Manor Park.



The low rise office park, Great West Plaza, is designated as a Key Existing Office Location in the Local Plan

#### **Key Existing Office Locations**

Key Existing Office Locations are designed to protect strategic large office floor spaces and clusters. These are protected under Local Plan Policy ED2. There is one such location in the study area - The Great West Road Key Existing Office Location. This is sub-divided into two areas - one to the south of Gunnersbury Park and one to the east of Boston Manor Park. Other Key Existing Office Locations in proximity to the study area include Chiswick Park, and Chiswick and Brentford town centres.

#### **Locally Significant Industrial Sites**

Locally Significant Industrial Sites are local employment areas made up of B Class uses. They are protected under Policy ED2. There are three such sites in the study area - Phoenix Trading Park, Kew Bridge Distribution Centre and Power Road Industrial Estate.

Bollo Lane Locally Significant Industrial Site is located directly to the east of the study area.

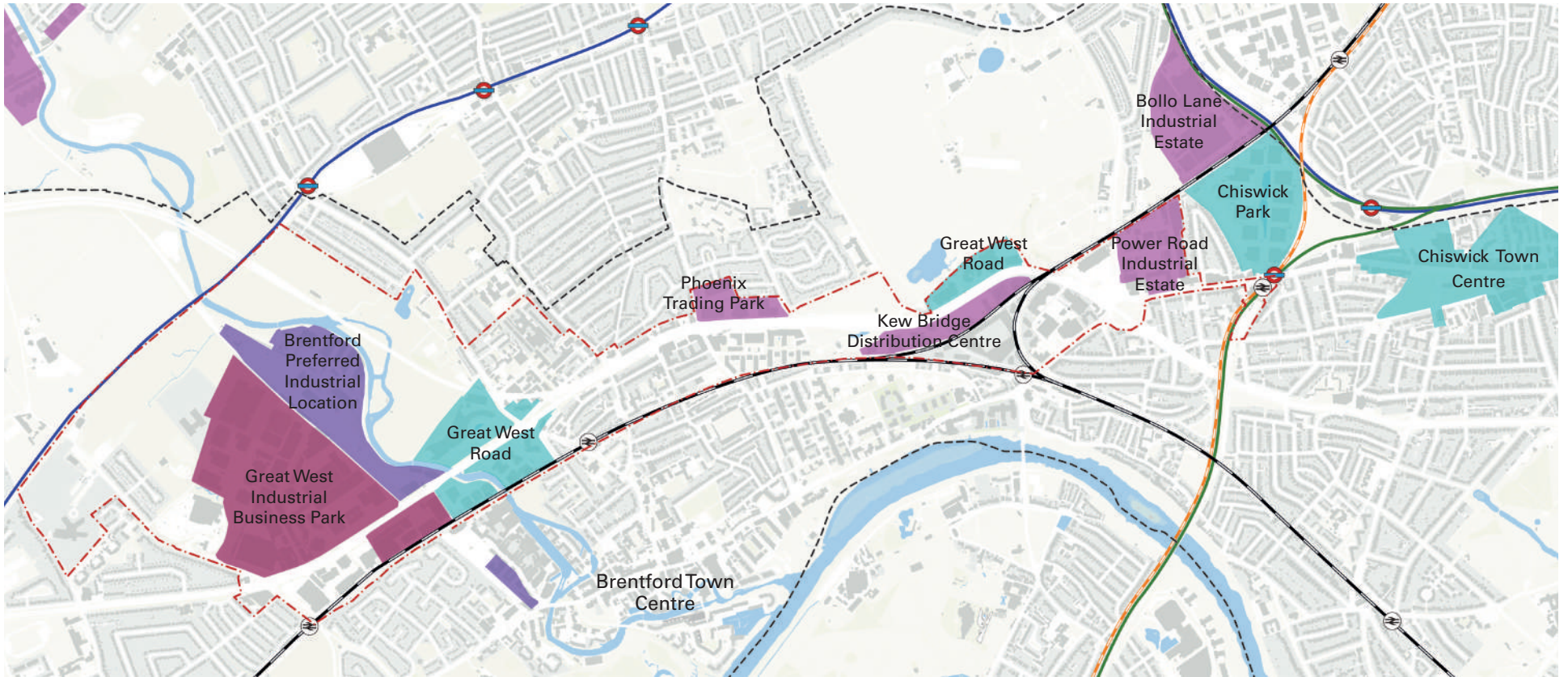


Figure 2.18: Designated employment sites

- SIL Industrial business park
- SIL Preferred Industrial Location
- Locally Significant Industrial Site
- Key Existing Office Location

## 2.4 HERITAGE

### 2.4.1 HERITAGE ASSETS

#### World Heritage Site

One of the most significant heritage assets in London and in proximity to the study area is the **Royal Botanic Gardens at Kew**.

The Royal Botanic Gardens, Kew is a designed landscape of international importance recognised by its status as a World Heritage Site (WHS), Grade I Registered Park and as a Conservation Area. Its many Listed Buildings (Grade I, Grade II\* and Grade II) and two Scheduled Monuments also contribute to its international value. Existing and permitted development has already harmed the asset and further development (especially of tall buildings) must avoid negative impacts on the setting of the WHS, including views in and out of it.



Osterley House within the landscaped grounds of Osterley House

#### Listed buildings

Most listed buildings are located within the designated Conservation Areas that surround the study area. However, there are some Art Deco industrial buildings and historic churches along the M4 / A4 corridor with heritage value which must be protected and enhanced where possible. These include:

- Gillette Building (Grade II)
- National Westminster Bank (Grade II)
- Smithkline Beecham House (Grade II)
- Former Currys Office Building, 991 Great West Road (Grade II)
- Church of St John (Grade II)

#### Conservation Areas

Conservation Areas (CA) are areas of high quality townscape where planning restrictions apply. There is only one Conservation Area within the study area - Grand Union Canal and Boston Manor which runs along the River Brent and its towpath. This CA contains the Grade I Listed Boston Manor and its grounds. The River Brent and Grand Union Canal form a distinct landscape for this Conservation Area, which clashes with the noise and urbanity of the M4 motorway that crosses over it.

Numerous Conservation Areas are also located in close proximity, which are protected under Local Plan Policy CC4. New development will need to respect the setting and character of these areas. Conservation Areas are sensitive to change along the GWC, as follows:

- **Osterley Park** - a large planned landscape containing the Grade I Listed Osterley House, views within and out of this CA may be threatened by tall building development along the GWC;
- **Gunnersbury Park** - long views across the open parkland and Kensington Cemetery may be affected by tall buildings;
- **Thorney Hedge** - directly adjoins the eastern edge of the GWC study area and so is vulnerable to insensitive nearby development;

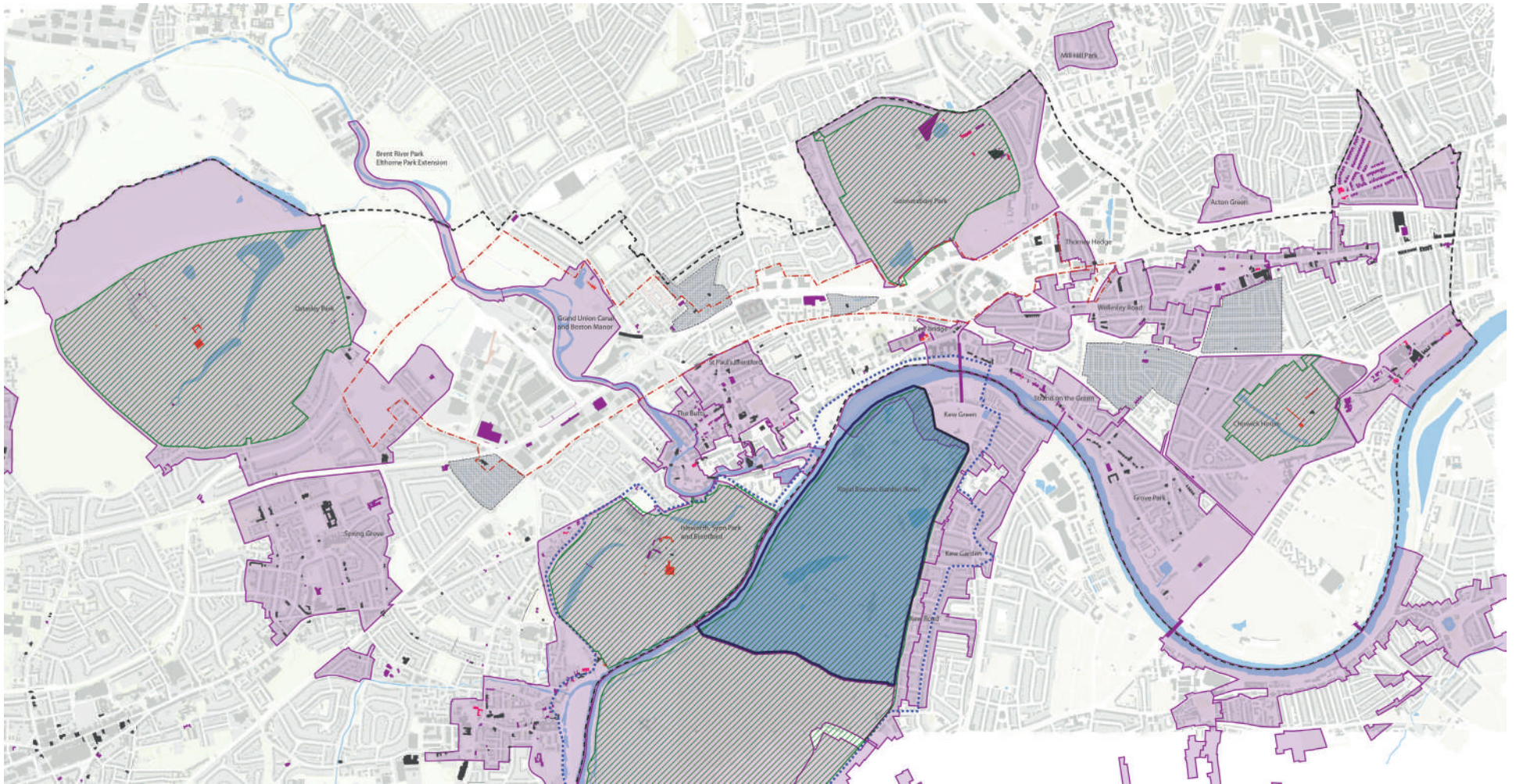


Figure 2.19: Heritage context

Note: Locally Listed Buildings within LB Richmond upon Thames are not available to this study and so have not been included in the above map.



- **Wellesley Road** - comprises of mostly two storey 19th Century streets which are sensitive to intrusion from tall buildings;
- **Turnham Green** - the focal point open space, surrounded by modestly scaled historic buildings provides a traditional town centre aesthetic which could be harmed by the intrusion of insensitive development;
- **Chiswick House** - CA designation protects views into and out of the 18th Century landscape, which are highly sensitive to tall buildings;
- **Grove Park** - the backdrop of views along the Thames looking northwest may be affected by development along the GWC;
- **Strand on the Green** - the backdrop of the CA when viewed from the southern bank of the Thames is particularly sensitive to tall buildings development, which could be overbearing on the intimate village-like area;
- **Kew Bridge** - this CA contains a number of important listed buildings which act as local landmarks, such as the Museum of Water and Steam with its Standpipe Tower (Grade I) and Kew Bridge. The setting of this historical industrial area is sensitive due to its location directly south of the GWC study area;



Views of the Strand on the Green



Views from Kew Green to the Standpipe Tower

- **Isleworth Riverside** - a large CA which includes Syon House and Park, whose open spaces are sensitive to the addition of tall building developments to the skyline; and
- **Spring Grove** - a planned Victorian suburb with a prevailing material palette and cohesive aesthetic, the setting of this CA may be harmed by insensitive additions to the skyline.



JCDecaux refurbishment of the Art Deco former Curry's office building

## Registered Parks and Gardens

The wider area surrounding the GWC is unique in its number of historic parks and gardens. These protected sites are planned landscapes which have historical significance and generally include one or more listed buildings. These sites have the added protection of being located within Conservation Areas.

The setting of landscapes within Kew Gardens, Osterley Park, Chiswick Park and Gunnersbury Park are sensitive to change and views (including some kinetic views) into and out of these registered sites may be affected by development along the GWC. To an extent, these sites are somewhat insulated from surrounding development due to thick foliage and tree cover. However, this level of protection is seasonal and is subject to the health of vegetation and storm damage, and so cannot be fully relied on to screen intrusive developments.

Registered parks and gardens are a material planning consideration and any development which would cause less than substantial harm to their setting would have to be balanced against public benefit. Substantial harm should be wholly exceptional and is unlikely to be outweighed by public benefits.

A small number of existing developments, such as the Brentford Towers and the Kew Eye, are visible from within the registered parks and Kew Gardens WHS and detract from



The Mansion at Gunnersbury Park

their setting. These developments do not set a precedent for future tall building development but instead highlight the sensitivity of these important heritage assets.

### Areas of Special Character

In addition to designated Conservation Areas the Local Plan identifies several 'Areas of Special Character'. These are areas with significant local value in terms of townscape and architectural quality. New development should respect and preserve the character of these areas.

Appendix B to this report contains an more detailed overview of heritage assets in the context of the corridor, including their significance and sensitivity to tall buildings.

## 2.4.2 HERITAGE VIEWS

The Great West Corridor is in the backdrop of sensitive views from Kew Gardens and Conservation Areas. Development, especially of taller buildings, will need to have due regard to their impact on the local heritage and its setting.

The World Heritage Site Management Plan 2020-2025 defines the setting of the WHS, this includes, but is not limited to, a number of views and vistas, some of which were also included in the 2014 Plan. A number of these views have been tested by the Council at their mid or one other fixed point and it is acknowledged they are kinetic views - something a developer proposing a tall building would need to fully test; along with the potential impact on the setting of the WHS

The most significant vistas run through the study area from the Royal Botanic Gardens at Kew. The World Heritage Site Management Plan has identified a number of vistas that extend beyond the World Heritage Site Buffer Zone, which 'are an integral part of the Site's Outstanding Universal Value and will need additional planning protection.'

In addition, views within or of Conservation Areas and views of listed buildings, such as the Grade I Listed Standpipe Tower, are sensitive and may be affected by development in the corridor. Figure 2.20 identifies the sensitive views tested as part of this study, including those identified in the Kew Gardens WHS Management Plan. Examples of some of these views are shown on the right.

In some places, the views into and out of Conservation Areas and the WHS are already impacted by development. However, much of



BG15: Significant view outside Palm House within Kew Gardens WHS showing consented developments + Citroen proposal



GP5: View from within Gunnersby Park CA showing consented developments + Citroen proposal



KG1: View within Kew Green CA showing consented developments + Citroen proposal

the original elements of the heritage assets' setting are intact and should be protected.

Extensive views testing has been undertaken as part of this study to understand the individual and cumulative impact that consented and proposed development may have on the significance of heritage assets and their setting. The impact testing informed the establishment of appropriate heights for tall buildings in the corridor. The testing and recommendations are set out in Section 7.7 of the report. Appendix C contains the detailed view testing report.

Views in Figure 2.20 are based on those views which have been primarily engaged in planning applications and pre-planning applications thus far, as well as those in the Kew Management Plan (many of which fall in several categories) and on an assessment of which views are likely to be most affected by sites which have yet to engage the planning process. These are considered to be the ones that are related to sites in Hounslow which are most likely to affect significance, but this is not considered to be exhaustive.



Figure 2.20: Locations of identified representative sensitive views, including Kew Gardens WHS, that were tested as part of the tall buildings work (see section 7.7)



## 2.5 HEIGHT AND MASSING

There are a significant number of tall buildings and structures along the Great West Corridor. These have been designed to be visible from the A4 and M4 and seen by the high number of vehicles that pass through the area on a daily basis. The imposing skyline is very much part of the character of the area.

Some of the area's tall buildings and local landmarks date back to the early development of the Great West Corridor. These include Wallis House and the Gillette Corner tower. More modern tall structures include the Sky wind turbine and the six tower blocks at Brentford. These are marked on Figure 2.21.

Most of the non-commercial buildings in both the study area and wider context are ten metres or less in height. Most are traditional in character - formed of 2-3 storey rows of terraced housing. In the study area, these buildings are focused around Brentford and Kew Bridge. However, newer residential development is generally taller in height (approximately 4-8 storeys or up to 24m).

The numbering of the figures to the right correspond with Figure 2.21 on page 43.



a. Gillette Corner tower



b. Sky wind turbine



c. GSK



d. Great West House



e. Mille Building



f. Alfa Laval



g. Kew Eye



h. Audi car dealer



i. Wallis House



j. Six Brentford towers



k. London Museum of Steam and Water



l. Vantage London

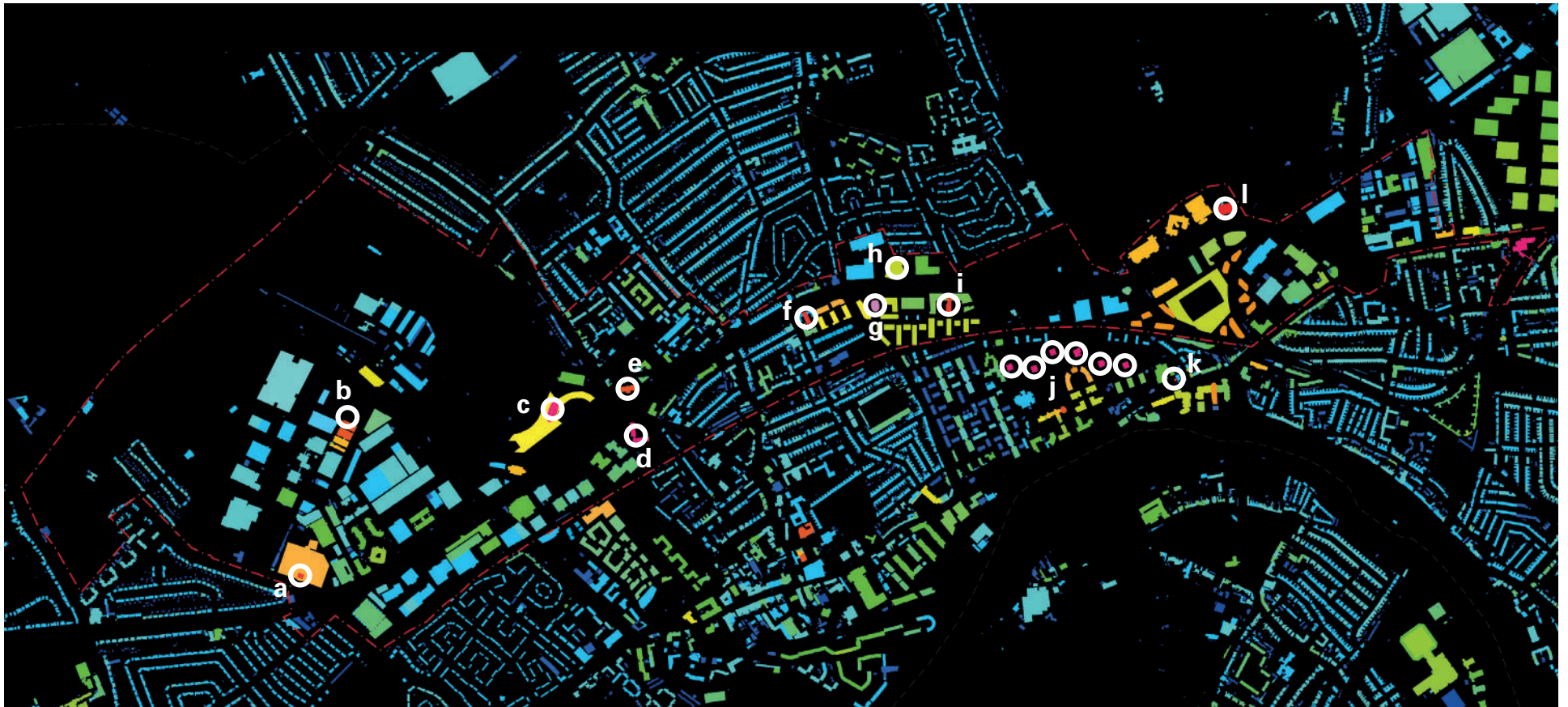
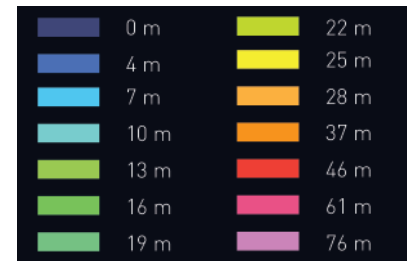


Figure 2.21: Existing building heights including existing landmark features



**Outstanding Landmarks:**

- a. Gillette Corner tower
- b. Sky wind turbine
- c. GSK
- d. Great West House
- e. Mille Building
- f. Alfa Laval
- g. Kew Eye
- h. Audi car dealer
- i. Wallis House
- j. Six Brentford towers
- k. London Museum of Steam and Water
- l. Vantage London



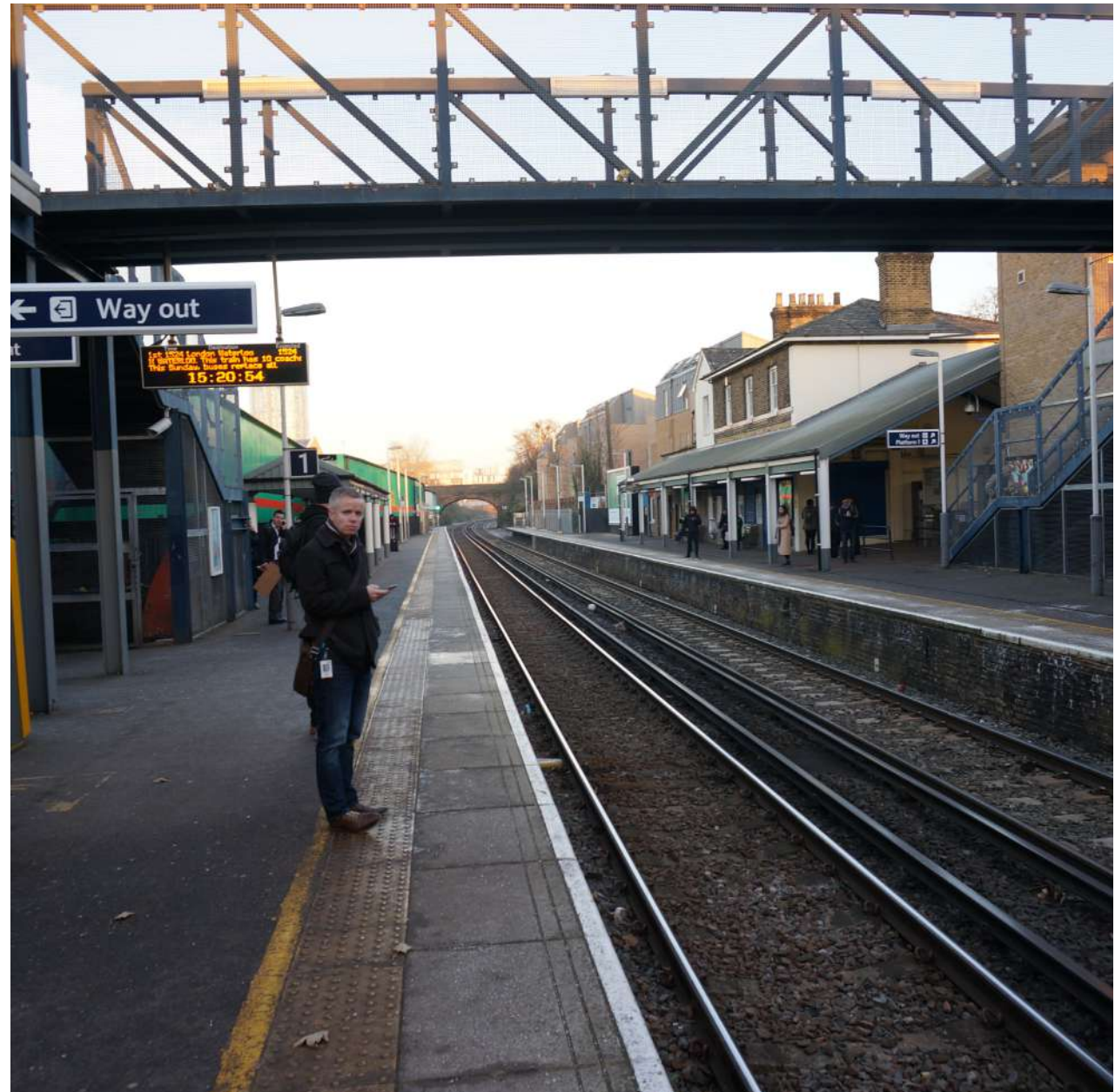
## 2.6 MOVEMENT

### 2.6.1 WIDER CONNECTIONS

At present, wider connections between the Great West Corridor and surrounding areas are largely road-based. Existing rail links and the Piccadilly tube line provide limited public transport links to Central London and to Heathrow airport. However, north-south connections are limited to bus services.

In the coming years, proposed public transport improvements will provide more options for residents and workers. A planned extension to London Overground (West London Orbital) will connect the study area with West Hamstead and the major redevelopment site, Old Oak Common. Here, passengers could interchange with High Speed 2 and Elizabeth Line, providing access to Central London and other major cities in the UK. The Orbital will also create a new link to the Metropolitan Line and Thameslink services.

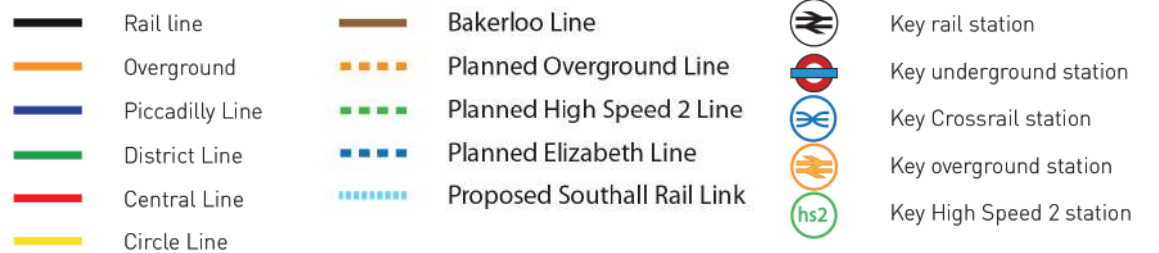
LB Hounslow promotes a new shuttle rail link between the Great West Corridor and Southall to provide a rapid connection with the Elizabeth Line.



Brentford Station



Figure 2.22: Strategic connections



## 2.6.2 ACCESS AND MOVEMENT

The study area is dominated by the strategic transport infrastructure.

The busy A4, M4, North and South Circular road corridors and railway lines are significant barriers to movement with only a limited number of crossing points.

This problem is exacerbated by the pattern of commercial development along the A4 /M4 corridor. This is largely comprised of inward looking trading estates with limited pedestrian or vehicular connection between them and the wider context.



Elevated M4



Great West Road below the elevated M4



Great West Road

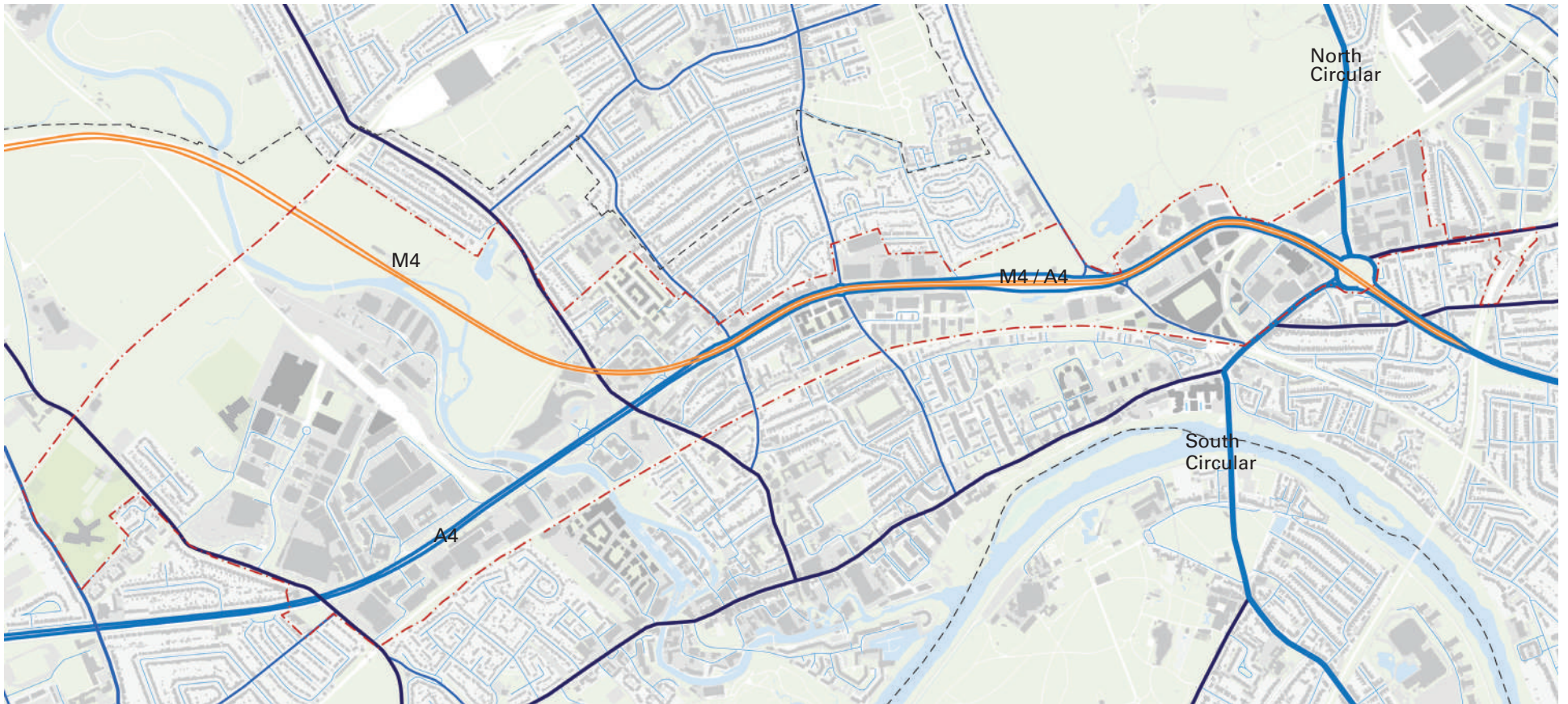


Figure 2.23: Road network

-  M4
-  Strategic routes
-  Primary routes
-  Secondary routes
-  Tertiary routes

### 2.6.3 PUBLIC TRANSPORT

Public Transport Accessibility Levels (PTAL) are generally low in the study area (between 2a and 4). Levels are particularly low in the western part of the area. For this reason Sky, GSK and the University of West London operate their own dedicated bus services for their workforce and students.

The highest PTAL ratings are concentrated around Brentford (outside of the study area) in the west and around Chiswick Roundabout and Kew Bridge to the east. These locations have access to national rail services at Brentford, Kew Bridge and Gunnersbury Stations and have several bus routes running through them. Gunnersbury Station also gives access to London Underground, although the station experiences serious congestion at peak times.

A number of local bus routes cross the Great West Corridor in a north-south direction, connecting with Brentford town centre. However, there is only one bus route that runs along the Great West Road itself. This lack of connectivity is a constraint to development that should be addressed by the masterplan, and is one reason why several larger companies run their own employee shuttle services.



Sky mini buses run from rail and underground stations to the Sky Campus



Railway services link Brentford, Kew Bridge and Gunnersbury Stations



Local bus services run into Brentford rather than along the Great West Road



Figure 2.24: Public transport accessibility (PTAL)



## 2.6.4 WALKING AND CYCLING

The A4 / M4 corridor, North and South Circular Roads and railway lines are major barriers to pedestrian and cycle movement within the study area.

The Great West Corridor is the main east-west movement route in the area. The walking environment along the corridor is severely impacted by the noise and air pollution levels caused by the volume of traffic. Most of the buildings on the Great West Corridor are set back behind surface car parks. There is an irregular street frontage and a poor sense of enclosure which further limits the quality of the pedestrian and cycle environment. The North and South Circular road corridors experience similar issues; especially with regards to noise and air pollution.

Availability of north-south links varies along the corridor. The middle section, between Brentford and Kew Bridge, is limited in the west. Other areas are less well connected and are isolated from surrounding areas and the city as a whole.

A towpath runs along the length of the River Brent and terminates at Brentford Dock. It provides a north-south pedestrian and cycle route but its quality varies along its length. In places it is poorly overlooked and passes along heavy industrial sites which offer a poor quality walking environment.

In places there are streets parallel to the A4 but these do not provide a coherent alternative

route to the poor quality route fronting the A4, and in places there is no alternative.

Work has now commenced on the proposed Cycleway 9 (C9) which will provide a high quality cycle route from Brentford to Hammersmith and Kensington Olympia. There is also scope for the extension of the cycleway further west to Hounslow. The route will run east-west to the south of the study area, along the A315 corridor.

The Capital Ring walking route is a 78 mile long walking route encircling London. Part of the route passes through the study area, stretching from Syon Park to the north of the Great West Corridor via the Grand Union Canal. This route provides an excellent walking experience, connecting open spaces around London. However, it is predominantly a leisure route, rather than being practical for everyday use.



Isolated towpath along the River Brent



Poor sense of enclosure along the A4



Poor quality walking environment under the M4

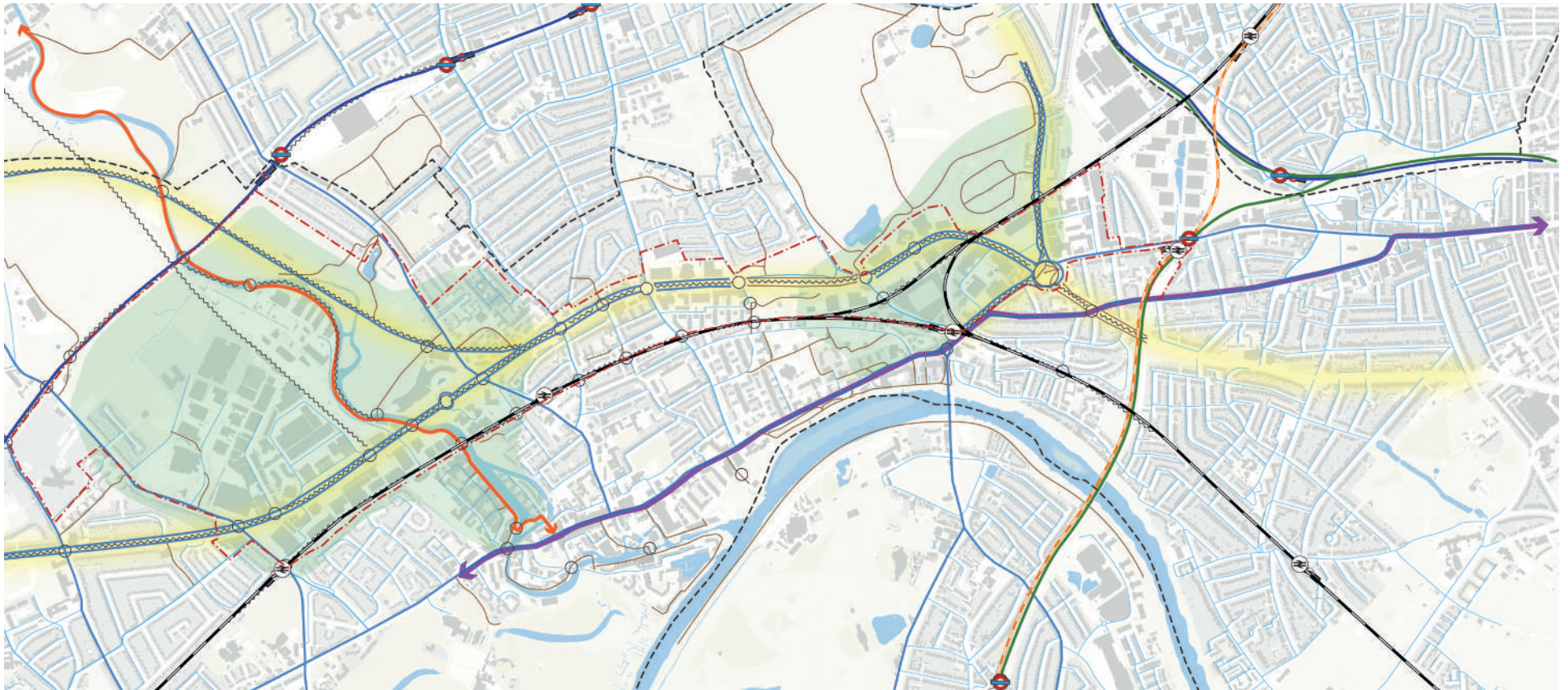


Figure 2.25: Walking and cycling environment

- Pedestrian path
- Walking Ruote along main street
- ↔ Capital Ring Walk
- ↔ Cycleway 9
- Areas with poor permeability
- Barrier
- Barrier Crossing
- 🚉 Station
- Area affected by road noise and air pollution

## 2.7 OPEN SPACE

### 2.7.1 PUBLIC OPEN SPACES

Within the study area there are two parks. These are:

- Carville Hall Park; and
- Boston Manor Park.

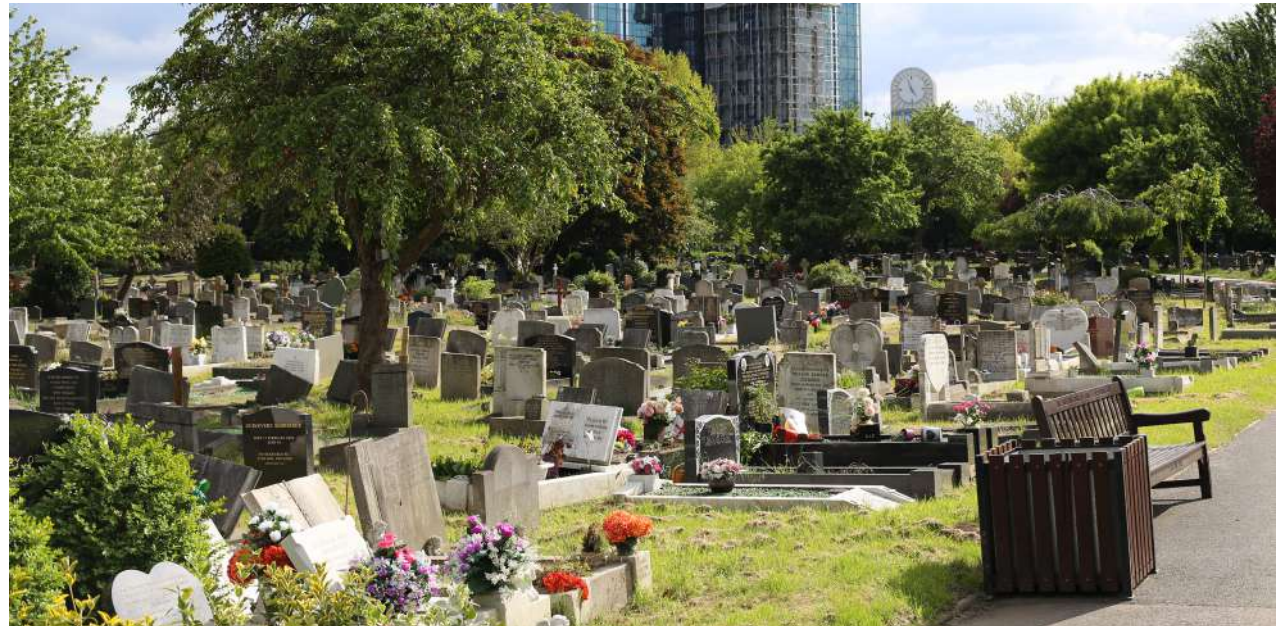
However, access to these spaces is restricted due to the M4/A4 corridor which limits movement in a north - south direction.

Beyond the study area are several further large areas of open space. These include:

- Gunnersbury Park;
- Syon Park;
- Osterley Park; and
- The Royal Botanic Gardens at Kew.

Many of these locations both within and beyond the study area have outdoor play facilities.

There are however three areas of open space deficiency identified within the study area. The largest of these areas is located between Boston Manor and Carville Hall Parks.



Gunnersbury Cemetery (also known as Kensington Cemetery) is situated directly to the north of the study area



The former entrance to Gunnersbury Park

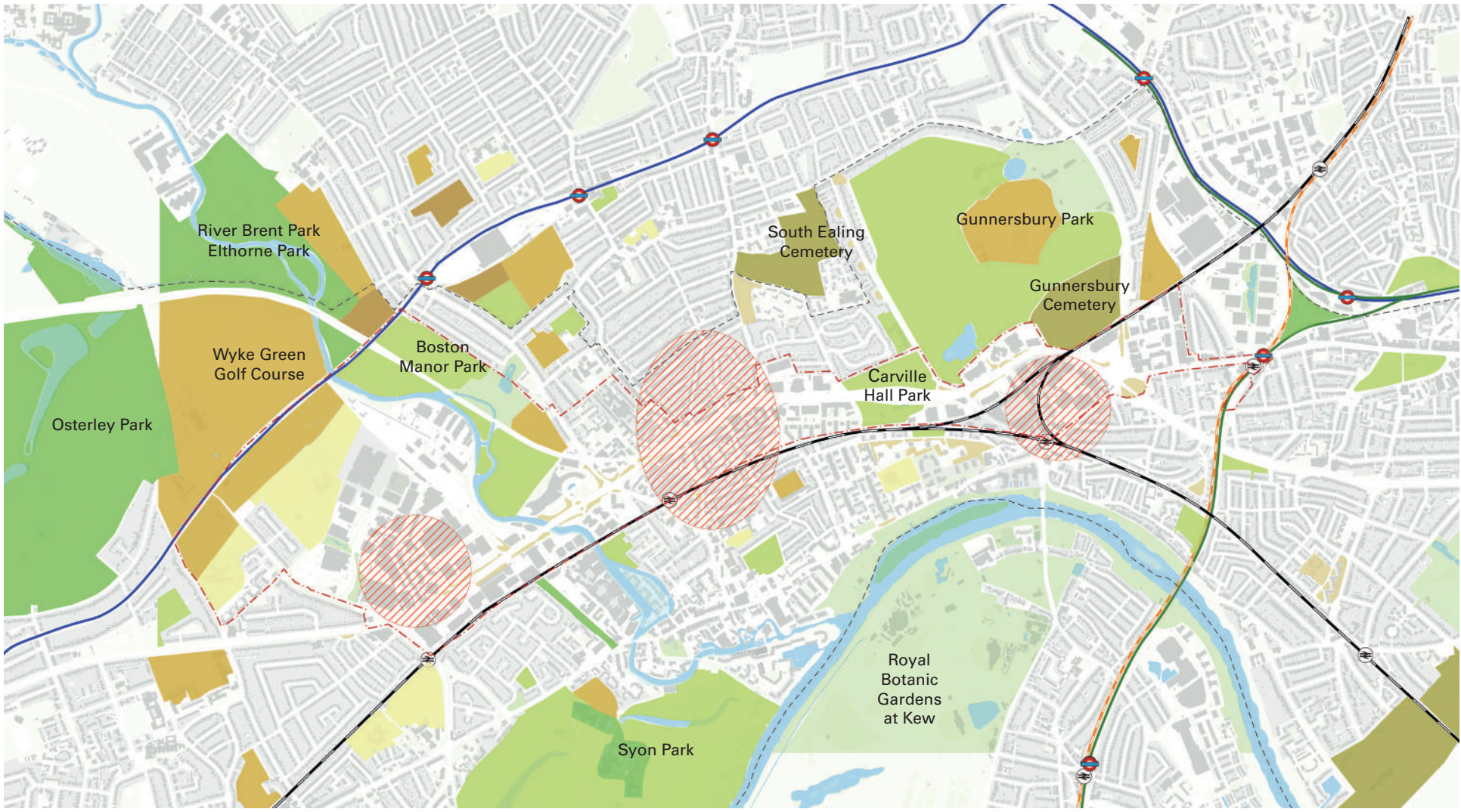


Figure 2.26: Existing open spaces



## 2.7.2 OPEN LAND AND NATURE CONSERVATION AREAS

### **SINC – Sites of Importance for Nature Conservation**

Sites of Importance for Nature Conservation are locally designated sites for nature conservation. They are protected under Local Plan Policy GB7. There are several SINC's within the study area including areas within Boston Manor Park, Wyke Green Golf Course, alongside the Grand Union Canal / River Brent and a linear area along Hounslow Loop's rail sidings.

Other significant SINC areas outside of the study area can be found in Gunnersbury Park.

### **Metropolitan Open Land**

Metropolitan Open Land (MOL) is designated under the London Plan. It is afforded the same level of protection from development as Green Belt. Much of the open space both within and in close proximity to the study area is designated as Metropolitan Open Land. This includes Osterley Park, Boston Manor Park, Carville Hall Park, Syon Park, Gunnersbury Park together with land alongside the River Thames (Dukes Meadows and Thames).



The River Brent at Boston Manor Park is designated a Site of Importance for Nature Conservation (Metropolitan Importance)



Figure 2.27: Nature Conservation

- Site of Importance for Nature Conservation (Metropolitan importance)
- Site of Importance for Nature Conservation (Borough importance)
- Metropolitan Open Land (MOL)
- Royal Botanic Garden (Kew)
- Other open spaces

## 2.8 ENVIRONMENTAL ISSUES

### 2.8.1 AIR POLLUTION

Air pollution is a significant issue along the Great West Corridor. This is a direct result of the heavy traffic along the A4 / M4. The issue is particularly apparent along the combined A4/M4 corridor and at Kew Bridge where levels of  $>60 \mu\text{g}/\text{m}^3$   $\text{NO}_2$  can be found. The western part of the M4 and Brentford East have similarly high levels at  $50 - 60 \mu\text{g}/\text{m}^3$   $\text{NO}_2$  (see Figure 2.28).

The North and South Circular roads also suffer from high levels of pollution with levels varying between  $50 - 60 \mu\text{g}/\text{m}^3$   $\text{NO}_2$ . A hot spot for pollution can be seen at the junction between the South Circular and the A315 just to the north of Kew Bridge.

Air quality is a significant issue that needs to be addressed. New development must not exacerbate the existing poor air quality and can deliver benefits through travel planning, and CHP (Combined Heat and Power). New development should also protect the well being and health of its end users by providing adequate ventilation and air filtering.

The Mayor SPG on Sustainable Design seeks to minimise air pollution and make new development 'air quality neutral' or 'air quality positive'.



The A4 and M4 generate high levels of air pollution

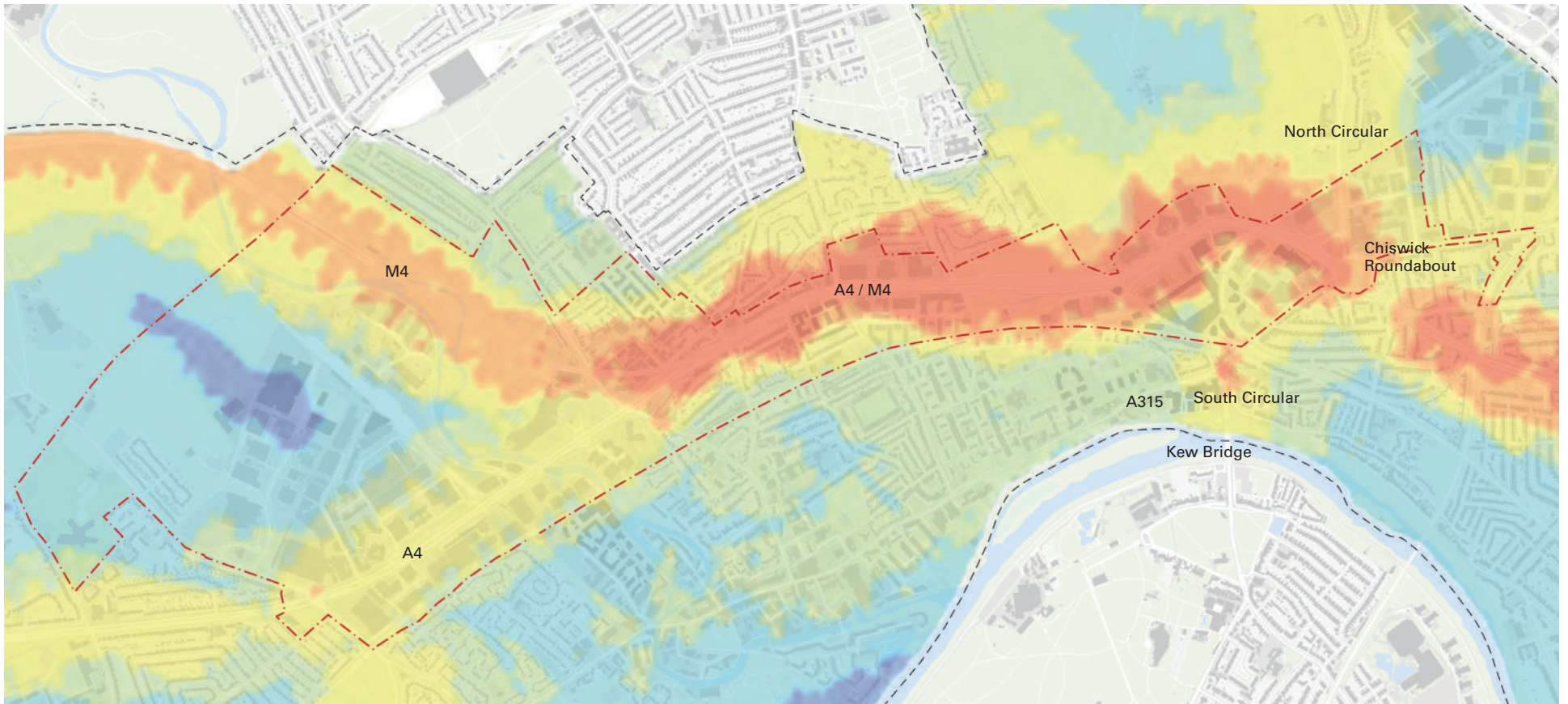
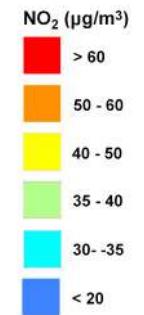


Figure 2.28: Air Quality (NO<sub>2</sub>)



## 2.8.2 ROAD TRAFFIC NOISE

The noise generated by the A4 and M4 corridors is another significant issue that development in the study area must respond to. Figure 2.29 shows levels of noise along the M4 / A4 corridor at 75+dB LAeq. The elevated section of the M4 projects these noise levels even further with significant impacts on neighbouring property.

Buildings that face the A4 / M4 corridor play a significant role in sheltering areas behind them from noise. These buildings should be for non-residential uses.

The Local Plan states that noise sensitive development should be located outside the 69 dB LAeq contour and family housing outside the 63 dB LAeq contour.

Noise sensitive uses are defined in the Local Plan as residential, nursing/care homes, schools/educational establishments and hospitals/healthcare facilities.



The A4 and M4 generate high levels of noise pollution



Figure 2.29: Noise pollution



### 2.8.3 FLOOD RISK

There is very limited flood risk within the study area. This is limited to the River Brent, Brentford Dock and the railway cutting at Kew Bridge.

Flooding from the Thames is limited to a small area to the south east of the proposed Brentford Football Ground site.





The River Brent is the main flood risk area in the plan



River Thames viewing westwards from Barnes Bridge



Figure 3.1: Flood risk

-  Flood zone 3, annual probability of river flooding >1%
-  Flood zone 2, annual probability of river flooding 1%-0.1%

( Flood zones reproduced from Environment Agency database  
[www. maps.environmental-agency.gov.uk](http://www.maps.environmental-agency.gov.uk) )

# 3.0 DEVELOPMENT CONTEXT

## 3.1 POLICY CONTEXT

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### 3.1.1 HOUNSLOW LOCAL PLAN

The London Borough of Hounslow Local Plan was adopted in 2015. It forms part of the statutory development plan for the borough and provides an over-arching planning strategy until 2030. The Local Plan requires two Local Plan reviews to be quickly carried out – one of these is for the Great West Corridor Plan.

The requirements for the Local Plan review are set out in Policy SV1 (Great West Corridor Plan). It states that the plan will:

- a. Identify the extent of the Great West Corridor;
- b. Determine the location and sustainable quantum of additional employment and residential development above existing Local Plan levels;
- c. Coordinate delivery of public and private investment in transport infrastructure;
- d. Progress the designation of the Opportunity Area through the review of the London Plan;
- e. Support the growth of the digital and media sectors in line with the designation of the Strategic Outer London Development Centre (SOLDC);
- f. Improve linkages to Brentford town centre through public realm improvements, improved connectivity and the location of amenities and facilities for workers;

- g. Identify sites suitable for high buildings following further urban design work;
- h. Review the existing employment land designations and requirement or employment space;
- i. Explore opportunities for mitigating and reducing the impact of noise and air pollution for existing and future residents; and
- j. Review local infrastructure requirements.

When complete the Great West Corridor Plan will be integrated into an altered version of the Local Plan. This is to satisfy the NPPF which discourages the use of separate development plan documents.

This study forms part of the evidence base for the Great West Corridor Plan.

### 3.1.2 CREATIVE ENTERPRISE ZONE

Creative Enterprise West is one of six Creative Enterprise Zones (CEZ) that were selected for funding by the Mayor of London in late 2018. The purpose of the CEZ is to promote new creative clusters and workspaces, provide employment and training for local people and strengthen the already thriving creative economy in Hounslow.

The geographical boundary of the CEZ covers much of the same area as the Great West Corridor study area and entails some overlap in proposals. It has been noted in the report where the Great West Corridor Masterplan and the CEZ are interlinked and compliment each other.

The strength of the area lies in its established role in the television and film industries. The CEZ is home to 46.25% of London's television, programming and broadcasting jobs, and is part of the famed "TV Triangle", a cluster of related industries underpinned by Sky (in the study area), BBC and Virgin.

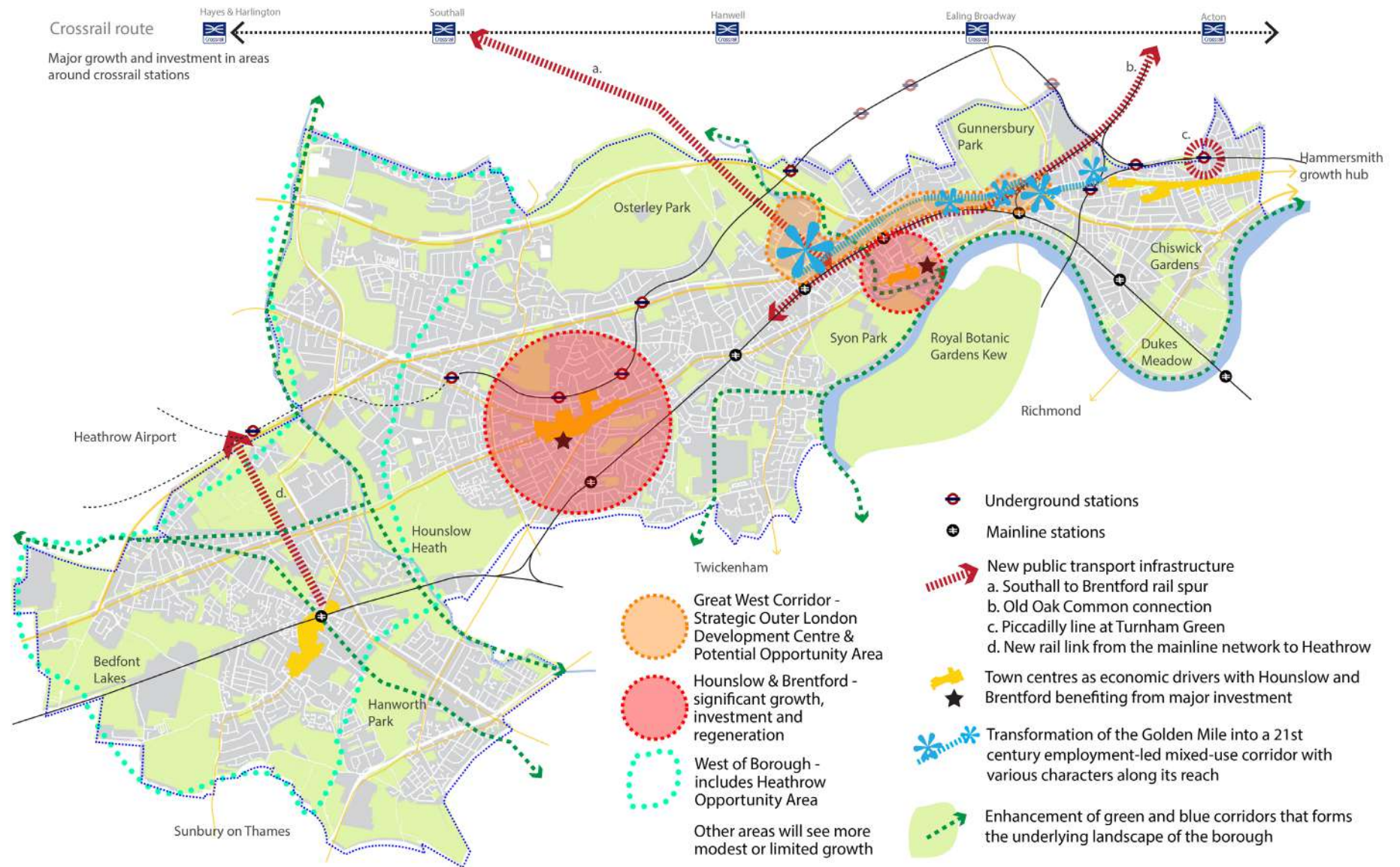


Figure 3.2: Hounslow Local Plan 2015-2030, Spatial Strategy Key Diagram

### 3.1.3 THE LONDON PLAN

The significance of the Great West Corridor is not only recognised by local planning policy but is also referred to at a strategic level in the London Plan.

The Great West Corridor Plan Review is required to support the policies and strategies set out within the London Plan. The GLA has expressed its intention to designate the Great West Corridor as an Opportunity Area. Opportunity Areas are areas of brownfield land with significant capacity to accommodate new development supported by existing or proposed public transport improvements.

Policy 2.13 of the London Plan (Opportunity Areas and Intensification Areas) sets out the Mayor's commitment to support partners (such as local Boroughs and Transport for London) to realise the potential of such areas. Boroughs are expected to develop more detailed policies and proposals for Opportunity Areas and Intensification Areas within their Local Development Frameworks. Such elements should encourage a holistic approach to development which include social and other infrastructure to sustain growth, contain a mix of uses and ensure that new development is well integrated with its context.

Development within Opportunity Areas is expected to optimise residential and non-residential output and densities – especially when associated with improved transport accessibility. Such intensification is supported by

Policy 7.7 (Location and Design of Tall and Large Buildings) which identifies Opportunity Areas as one of the locations where tall buildings may be acceptable (subject to a number of other criteria).

Policy 2.15 of The London Plan designates the Great West Corridor as a 'Strategic Development Centre'. Strategic Development Centres are business locations with specialist strengths which potentially or already function above the sub-regional level and generate growth significantly above the long term outer London trend.

Policy 2.16 of the London Plan states that such locations should be developed and promoted by the Mayor, Local Boroughs and stakeholders. Such bodies are required to ensure that adequate development capacity is brought forward, coordinate public and private investment in infrastructure and encourage the development well designed business environments. The development of planning frameworks/ tools to realise the potential of these locations is encouraged.

At a wider level, the London Plan also sets out an ambition to improve London's outer boroughs – of which Hounslow is one. The potential of Outer London Boroughs is recognised by Policy 2.6 (Outer London: Vision and Strategy) which states an ambition to recognise the potential of the city's outer boroughs, especially opportunities

for economic growth and public transport improvement. This vision is further articulated by Policies 2.7 and 2.8.

Policy 2.7 (Outer London: Economy) focuses on how economic growth in London's outer boroughs can be achieved, especially in Strategic Development Centres such as the Great West Corridor. It suggests a number of improvements that need to be made to support the economic development such as, improved accessibility, managing and improving the supply of industrial buildings to meet needs and enhancing the competitive advantage and synergies for clusters of related activities and business locations.

Policy 2.8 (Outer London: Transport) addresses outer London's transport needs. This includes the need to encourage more active travel (cycling and walking), maximising the opportunities offered by the Elizabeth Line and encouraging land use and transport planning that ensures the use of vacant and underused land.

### 3.1.4 DRAFT NEW LONDON PLAN

In December 2017, a new draft of the London Plan was published for public consultation. Subsequently (August 2018), the mayor published an updated version of the draft plan, which incorporates suggested changes. The Plan has gone through Examination in Public in 2019 and a final version is due for publication in 2020.

The current 2016 Plan is still the adopted Development Plan. However, the Draft London Plan is a material consideration for planning decisions. It is therefore essential that the study considers the content of the Draft Plan.

#### Great West Corridor in the London Plan

The recommended approach to development in the corridor is stated in the draft London Plan as follows:

*“The Great West Corridor is one of London’s key approaches and presents unique opportunities for place-making. It inspired high-quality Art Deco architecture in the 1930s, creating a distinctive local character. The route is surrounded by some of London’s most significant historic landscapes including the River Thames, Syon Park, Gunnersbury Park, Osterley Park and The Royal Botanic Gardens Kew World Heritage Site. Masterplanning in the corridor should carefully consider these natural and historic assets, utilising the latest modelling techniques. The opportunities to integrate and draw inspiration*

*from the area’s heritage should be fully explored.”*

#### Tall Buildings

Draft Policy D9 ‘Tall Buildings’, is the primary policy with regard to tall buildings. It states that tall buildings should be part of a plan-led approach and that local authorities should identify in Development Plans, locations where tall buildings are appropriate in principle and indicate general building heights that would be appropriate.

The Draft London Plan Policy D9 puts the onus on London Boroughs to define what constitutes a tall building in their Development Plans. It states that:

*“Based on local context, Development Plans should define what is considered a tall building for specific localities, the height of which will vary between and within different parts of London”.*

Where a local definition of tall buildings has not been determined, the Tall Buildings policy (D8) applies to buildings over 25m in the Thames Policy Area, and above 30m elsewhere in London.

Policy D9 - C identifies the following impact criteria that will determine the appropriateness of a location for tall buildings:

- Contribute to skyline and not adversely affect strategic views;

- Reinforce the spatial hierarchy of the local and wider context;
- Assist legibility and wayfinding;
- Respect heritage and not cause harm to World Heritage Sites;
- Be of exemplary architectural quality;
- Be supported by transport and social infrastructure;
- Maximise economic and regeneration benefits.

#### Existing Character and Heritage

Policy D1 ‘London’s form, character and capacity for growth’ states that development plans and new developments should demonstrate an understanding of, and response to, local distinctiveness and character. Development plans and strategies should identify the special and valued features of a place, such as heritage assets and open spaces, which are unique to that locality. New developments that show a clear relationship with these special features through appropriate architectural style, layout, orientation and height are more likely to be successful.

Protecting local character is important, however as the draft London Plan states, respecting character and accommodating change should not be seen as mutually exclusive because change is a fundamental

characteristic of London. It is important to ensure an appropriate balance is established between existing fabric and any proposed change.

### **World Heritage Sites**

Policy HC2 'World Heritage Sites' makes clear the importance of World Heritage Sites and the responsibility that local authorities have to safeguard their Outstanding Universal Value. The draft London Plan states:

*"The surrounding built environment must be carefully managed to ensure that the attributes of the World Heritage Sites that make them of Outstanding Universal Value are protected and enhanced, while allowing the surrounding area to change and evolve as it has for centuries."*

Development proposals that may have an impact on the setting of a WHS must be supported by a Heritage Impact Assessment. This is also true for proposals that may contribute to a cumulative impact on a WHS.

### **Agent of Change**

Policy D13 explains how boroughs should integrate the Agent of Change principle into decision-making. In a situation where a new development is located near an existing use which generates noise or other nuisances, the Agent of Change principle places the responsibility on the new development to ensure that the residents or users of the development are not adversely affected by the existing nuisances. As an example,

if residential flats were constructed near an existing music venue, then it is the responsibility of the residential development to ensure it is constructed with adequate soundproofing.

The principle also works in reverse; a new nuisance-generating use must ensure that it does not adversely impact on existing nearby residents or users. The Agent of Change principle is mainly concerned with noise issues, but other nuisances that should be considered include dust, odour, light and vibrations.

### **Industrial Intensification**

Draft London Plan Policy E7 'Industrial intensification, co-location and substitution' encourages local authorities, through development plans, to identify opportunities to intensify existing industrial uses in SILs to provide additional industrial capacity. Intensification can be brought about through the introduction of small units, multi-storey schemes, addition of basements and the more efficient use of land.

Development plans should also be proactive in encouraging co-location of appropriate business/industrial uses with residential and other uses to contribute to town centre renewal.

Policy E7 must be implemented through a co-ordinated masterplanning approach in consultation with the GLA and relevant borough rather than through ad-hoc

planning applications. The GLA's Industrial Intensification Practice Note (November 2018) sets out a two-stage process which masterplans should follow. Stage 1 considers the whole SIL/LSIS and wider area in order to identify potential sites for intensification. Stage 2 takes a more detailed look at sub-areas within the SIL/LSIS where development is proposed.

Future masterplans for intensification and co-location of SILs and LSIS must follow this approach and engage early in the process with the GLA and relevant boroughs.

The Great West Corridor Masterplan and Capacity Study (this study) identifies opportunities for intensification in relevant SILs, and so can be said to engage with Stage 1 of the above approach. Due to the strategic nature of the study, the exact quantity of existing industrial development are not known. Instead a plot ratio of 65% is used as the default assumption for industrial and warehousing sites as prescribed in Draft London Plan policy E4.

### **Urban Greening Factor**

There is a growing awareness of, and body of evidence for, the benefits of green infrastructure and urban greening. The existence of open green spaces, street trees, green roofs and other green elements contribute to physical health and mental well-being, climate change resilience, and enhanced biodiversity. However, it is difficult to quantify the amount and benefits

of urban greening provided as part of new developments.

Policy G5 of the Draft London Plan states that London Boroughs must develop an Urban Greening Factor (UGF) to assess new developments. A UGF is a tool used to rate the amount and quality of green infrastructure a development will provide. Using this tool, different surface types are given a rating (a factor) based on their potential ecological benefits. These factors are then multiplied by the area of the relevant surface type, added together, and divided by the total site area, which results in the Urban Greening Factor for that development.

The benefit of using a UGF is that it ensures new major developments will contribute to the greening of London and provides a method of assessing an otherwise subjective concept. The draft London Plan (2018) places responsibility on London Boroughs to determine the minimum UGF required for various locations and uses. The plan provides a list of surfaces and factors which boroughs should base their UGF on and recommends a minimum score of 0.4 for predominantly residential developments and 0.3 for predominantly commercial developments.

## Healthy Streets

Healthy Streets is an approach to managing streets and public spaces to bring about improved public health, active travel and public transport use while reducing car dominance, air and noise pollution, and severance. The approach uses 10 indicators which streets and spaces can be compared against, as follows:

- Pedestrians from all walks of life
- Easy to cross
- Shade and shelter
- Places to stop and rest
- Not too noisy
- People choose to walk, cycle and use public transport
- People feel safe
- Things to see and do
- People feel relaxed
- Clean air

Policy T2 Healthy Streets of the Draft London Plan states that London Boroughs should incorporate the Healthy Streets approach into development plans. In Opportunity Areas, opportunities for improved walking, cycling and public transport should be planned at an early stage and development proposals should demonstrate how they are delivering against the Healthy Streets indicators.



Source: Lucy Saunders

Healthy Streets indicators

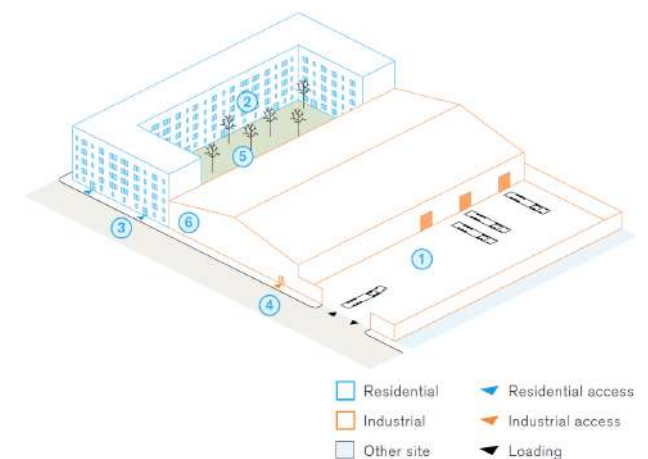


Diagram showing co-location of residential and industrial uses

Source: GLA (2017) Industrial Intensification Primer

## Creative Enterprise Zones

Policy HC5 'Supporting London's culture and creative industries' states the continued growth and evolution of London's diverse cultural facilities and creative industries is to be supported. In Local Plans and through planning decisions, boroughs should:

- 1) Protect existing cultural venues, facilities and uses where appropriate and support the development of new cultural venues in town centres and places with good public transport connectivity;
- 2) Identify and promote new, or enhance existing, locally-distinct clusters of cultural facilities, venues and related uses defined as Cultural Quarters, especially where they can provide an anchor for local regeneration and town centre renewal;
- 3) Identify, protect and enhance strategic clusters of cultural attractions;
- 4) Consider the use of vacant properties and land for pop-ups or meanwhile uses for cultural and creative activities during the day and at night-time to stimulate vibrancy and viability and promote diversity in town centres, Cultural Quarters and other areas; and,
- 5) Seek to ensure that Opportunity Areas and large-scale mixed-use developments include new cultural venues and/or facilities and spaces for outdoor cultural events.

Where a Creative Enterprise Zone has been identified, Local Plan policies should:

- 1) Develop, enhance, protect and manage new and existing creative workspace, providing flexibility for changing business needs, and an attractive business environment including related ancillary facilities;
- 2) Support existing, and the development of new, cultural venues within the Creative Enterprise Zone;
- 3) Help deliver spaces that are suitable, attractive and affordable for the creative industries, taking into account the particular requirements of established and emerging creative businesses in the Creative Enterprise Zone in accordance with Policy E2 Low-cost business space, Policy E4 Land for industry, logistics and services to support London's economic function and Policy E8 Sector growth opportunities and clusters;
- 4) Encourage the temporary use of vacant buildings (including heritage assets) and sites for creative workspace and activities;
- 5) Integrate public transport, digital and other infrastructure, and services provision such as leisure, recreation, education and community facilities in the establishment and development of the Creative Enterprise Zone;
- 6) Support a mix of uses which derive mutual benefits from, and do not compromise, the creative industries and cultural facilities in the Creative Enterprise Zone in line with the Agent of Change principle (see Policy D12 Agent of Change); and,
- 7) Contribute to the achievement of wider objectives for the business location such as the economic vitality and diversity of a town centre or the intensification of an industrial area.

### 3.1.5 HISTORIC ENGLAND ADVICE NOTE 4 TALL BUILDINGS (CONSULTATION DRAFT 2020)

Historic England published a Tall Buildings Advice Note in December 2015. It is intended to support all of those involved in dealing with proposals for tall buildings from designers to local authorities. A draft revision of this Advice Note was published for consultation in March 2020. The draft revision significantly expands the existing 2015 Advice Note. It strengthens its emphasis on the harm tall buildings can have on the qualities people value about places and the impact they would have on heritage assets and the historic character of places. It significantly expands on the evidence base and studies that are required to support plan-making.

Advice Note 4 takes a balanced view of tall buildings. It states that tall buildings can be excellent works of architecture and make a positive contribution to towns and cities. For tall buildings to be successful, measures to control the location and design of such structures must be embedded in local planning documents.

Advice Note 4 contains guidance for plan making by local authorities in respect of tall buildings. It also provides recommendations on the requirements to applicants for tall buildings.

#### **Plan making by Local Authorities**

Advice Note 4 promotes a positive, plan-led approach to the location and design of tall buildings. It states that this should be specific to areas and include a local definition for tall buildings that is appropriate to its specific context. The guidance states that the definition of a tall building is relative to context, topography and the location of the viewer. Therefore, it is not appropriate to characterise tall buildings as being above a certain predetermined height, but rather a building must be considered tall in relation to its location, surroundings and our experience of it. Tall building policies should be prepared to define tall buildings based on the local context and encourage appropriate developments.

Preparing clear and robust plans and policies for tall building allow planning authorities to:

- “Identify the role and contribution of tall buildings, where appropriate, as part of an overall place-making strategy
- Ensure early public engagement on the principles of development in relation to place, context and design and consideration of the impact on, and contribution to, the aspirations of local communities
- Protect designated heritage assets and their settings, where this contributes to their significance, as well as the overall historic character that makes a place distinctive and special

- Identify areas that might be, and definitely are not, appropriate for tall buildings in advance of specific proposals, reducing unnecessary, speculative applications in the wrong places
- Demonstrate that in selecting areas for tall buildings due consideration has been given to alternative sites or forms of development to meet identified local needs, and to the impacts on land outside the local authority’s area
- Express the clear expression of spatial scale and design quality requirements for new tall buildings
- Highlight opportunities for the removal of past inappropriate developments and their replacement by development of an improved quality and scale.”

(Historic England, Advice Note 4 revision, March 2020).

Advice Note 4 states that the scale and form of development should be assessed as part of the formulation of the local plan. It suggests the use of characterisation and building height studies, as well as heritage and urban design assessments, to designate appropriate locations and policies for tall buildings. The consultation draft of the revised Advice Note 4 (2020) places further emphasis on the use of three-dimensional modeling to test buildings of various heights and their impact on the skyline and heritage assets. This should be done proactively to inform policy and development

management. For areas where significant regeneration is planned, a masterplanning approach should be followed to provide more detailed guidance and clarity. The impact of potential tall buildings on key views is a key consideration when assessing the suitability of sites for tall buildings as well as their scale and form.

### **Guidance on planning applications**

Advice Note 4 (Consultation draft) sets out detailed guidance for planning applications for tall buildings. It states that it is good practice to consult with the local planning authority and other relevant parties, such as Historic England, before making an application. To inform this process applicants are asked to identify the zone of visual influence of proposals, which can assist in understanding the character of the areas that may be affected and determine which heritage assets are likely to be affected (this includes considering recognised views and the settings of heritage assets). Consultation will help establish an understanding of what illustrative material is required to support the application, and the requirements for the Design and Access Statement and the Statement of Heritage Significance and any Heritage Impact Assessments.

It is a general requirement for tall buildings to be of exemplary design in terms of scale, form and massing, proportion, silhouette and materiality. Advice Note 4 (Consultation draft)

states that a high quality tall building will have a positive relationship with:

- Topography
- Unique character of the place
- Heritage assets and their settings
- Height and scale of development (immediate, intermediate and town or city-wide)
- Urban grain and streetscape
- The impact on the skyline and on the role of existing prominent buildings of importance or merit

And, where relevant:

- Open spaces
- Rivers and waterways
- Important views including prospects and panoramas

Advice Note 4 (Consultation Draft) recommends that applicants test tall buildings using 3d models and Accurate Visual Representations using photography to assess the impact on the surrounding area, based on an understanding of what the development will look like when it is constructed.

The cumulative impact of a proposed tall building in relation to other existing tall buildings and concurrent proposals will need to be fully understood to assess the merits of the proposal. Where a proposal is promoted as

part of a cluster, a successful design will have a positive relationship within the cluster, and the altered impact of a cluster itself also needs to be considered.

Tall buildings must also consider their social and environmental impacts, such as provision of public open space, mix of uses, microclimatic impacts, light pollution and aviation. The maintenance and potential future retrofit of tall buildings is also an important consideration.

## 3.2 EMPLOYMENT CONTEXT

The preservation and improvement of the employment function of the Great West Corridor is a primary objective of this masterplan. As part of its evidence base review for the Local Plan, the Council have commissioned studies to better understand the local economy. These make a series of suggestions about the amount of employment land required by the Borough, the types of employment it should attract and where these uses should be located. Information relevant to the Great West Corridor is summarised below.

### 3.2.1 EMPLOYMENT LAND REVIEW

In 2016 Hounslow Council commissioned Peter Brett Associates to undertake an Employment Land Review (ELR). It provides the evidence base to support the employment policies, designations and site allocations in the Great West Corridor.

#### Office Demand

The ELR identifies the need for additional office provision in the Borough. It states that the Council should identify land to accommodate 150,000sqm of additional office space above existing commitments. Should a third runway be constructed at Heathrow, the ELR predicts that this need would become even more pressing with a requirement for a further 96,000sqm of office floor space, with an update to the projection carried out in 2020 pointing to a similar quantum of office floorspace – an additional 147,000 sqm – being needed up to 2034. This figure has since been revised down in the update study, but at 48,000 sqm remains potentially a significant future requirement.

The ELR states that the highest demand for office space is focused around the provision of 'Grade A' office space in campus style environments.

In addition to this primary requirement, the ELR identifies a strong need for small to mid size offices in an area known as the TV triangle which stretches from Shepherd's Bush to

Osterley and around Chiswick. This centres around a demand for modern, flexible and affordable workspace. However, it is unclear whether this type of space could be delivered in such a competitive location without compromising viability.

The study found that smaller, less profitable businesses in the emerging sectors have difficulty finding affordable space in Hounslow, and may be priced out, so they generally locate in cheaper parts of London. The ELR suggests that the Council may consider an appropriate response, such as to provide or subsidise accommodation for SMEs, especially in the digital and media sector, which has achieved rapid growth in the past and has further growth potential.

#### Industrial Demand

Between 2011 and 2016, Hounslow lost 15.5 Ha of industrial land, surpassing the Mayor's benchmark figure of 15 Ha by 2031. In light of this, the further loss of industrial land should be resisted. The ELR suggests that the loss of protected industrial land in the study area and the need for additional industrial space could be met by intensifying existing industrial clusters and making new allocations.

Demand for industrial land is rising. It is estimated that the Borough will need 154,000sqm of net additional industrial floor space within the life of the Local Plan, rising by a further 187,000sqm should a third

runway be constructed at Heathrow. The latest projections continue to show large projected increases in demand, with the update study showing a need for 182,000 sqm of net additional industrial floorspace up to 2034, and an extra 202,000 sqm, additional to this, should the third runway be built. The original 2016 study suggested the creation of three new industrial allocations comprising of extensions to Radius Park, Market Trading Estate and to the north-west of the Clockhouse roundabout. These locations are not within the study area and there is no mention of the need for new industrial land within the Great West Corridor.

### **The Great West Corridor's role in office provision**

The ELR makes a recommendation that the demand for office space could be met in part by the redevelopment or partial redevelopment of Strategic Industrial Locations - (SILs). It suggests that the Great West Road SIL, located within the study area, could be partially redeveloped as a new Chiswick Park style office campus.

However, it should be recognised that the ELR did not consider the spatial implications or viability of developing the sites identified above. The Great West Corridor Local Plan and this masterplan are charged with creating a strategy for the whole area not just individual sites.

The suggestions made in the ELR in respect of proposals for the development of offices in SIL location need to be considered against the need to resist the loss of industrial land and in the context of the Draft London Plan Policy on Industrial Intensification.

Whilst the development of offices on SIL sites can help deliver more office space it should not come at the cost of a loss of industrial space. A combination of office and industrial spaces in hybrid development may be one solution to be considered as the practices of smaller businesses and creative industries often elude standard use classes.

### **Employment Sector Research**

In addition to the Employment Land Review the Council commissioned Regeneris Consulting to undertake a separate assessment of the Borough's economy in 2015.

This 'Hounslow Sectors Research' includes a detailed analysis of the Borough's economy and reveals that Hounslow has one of London's largest economies and has registered the strongest levels of growth of all London's Borough's in recent years.

The Borough has a strong base of large employers with over 100 businesses employing over 100 people or more - accounting for 42% of all employment in the Borough. This sector is predicted to be stable.

Alongside these corporations the borough is home to 1,700 small and medium sized enterprises (SMEs). These account for 44% of all employment in Hounslow and are growing.

Micro businesses account for the remaining proportion of the Borough's employment. There are a staggering 10,700 such businesses with strong levels of growth predicted. 50% of these micro businesses lie within the business support and professional services fields.

In 2020, Tom Fleming Consultants, Hatch Regeneris and We Made That were selected to conduct the Great West Corridor Market Study and Creative Industry Strategy for the Creative Enterprise Zone. Initial baseline research found that, through UK Business Count data, in 2019 there were 445 creative businesses in the Great West Corridor. There has been a strong rate of business growth over the last five years, with 27% more creative businesses in the Great West Corridor compared to 2014. Companies House data estimates there are currently 520 creative businesses located in the Great West Corridor. Data from Companies House allows mapping of businesses within the area. There is a clustering of creative businesses along the Great West Road, with strong concentrations around Brentford station, around the Sky campus and around Gillette Corner.

The initial findings from the research also found that based on the sector and

geographical definitions used, it is estimated there are 8,290 people employed in the creative sector in the Great West Corridor, accounting for 32% of total employment in the area and 13% of total employment in LB Hounslow. The creative sector in the Great West Corridor is highly specialised relative to the sector across London. The creative sector is 3.3 times more concentrated in the Great West Corridor area relative to London. The Great West Corridor has a high concentration of activity with the film, TV, video, radio & photography sub-sector, accounting for nearly three-quarters (74%) of all creative employment within the corridor. The IT, software & computer services is the next largest sub-sector in the corridor, accounting for 17% of all employment in the creative sector.

### Core Sectors

The Borough has a varied economy represented by many different sectors.

Regeneris' research identifies particular strengths in the following areas:

1. Transport and Logistics: This sector is primarily concerned with Heathrow Airport and other transport related fields which account for 75% of the businesses.
2. Media and Broadcasting: The TV triangle is a focal point for the television and media industries in west London. It runs across the Great West Corridor from Shepherd's

Bush to Osterley. It has over half of the UK's broadcasters by number and a significant number of specialist support companies in fields such as post production. The largest employer in this sector is Sky which employs 18,800 people. The Gillette Building site use as a temporary film studio, with six sound stages, creating an additional 150-250 jobs when hosting productions. There are a further 300 businesses in production and broadcasting and 160 businesses (3,600 jobs) in professional services related to media. The industry has many freelance workers.

3. ICT and Digital Media: ICT and Digital Media is very distinctive from other employment sectors as 94% of its businesses are micro-businesses. Many of these are run from home and have no visible premises the borough. They could be supported by the creation of small workspaces.
4. Business and Professional Services: Business and Professional Services is Hounslow's largest employment sector. It provides 35,000 jobs. There are many SMEs in this field in the east of the Borough but these are not concentrated in specific areas.

### Opportunity sectors and future demand

In addition to expanding the existing core sectors identified above, the Regeneris report identifies the opportunity to develop the following sectors in the Borough:

- Advanced manufacturing;
- Low Carbon;
- Tourism; and
- Oil and Gas.

Recent growth rates have exceeded the forecasts set out in the 2011 Employment Land Review. For this reason, the Regeneris report recommends that the policy related to employment land provision be reviewed.

Specifically, there is a strong level of need for affordable office accommodation for the Borough's growing number of SME's and micro-businesses. Such provision could include incubators, accelerator and co-working premises.

In addition to the provision of new commercial space, the Sectors Study suggests that Hounslow must address some of the 'bigger issues' that face both large and small businesses. Issues identified include transport (particularly in a north / south direction), emerging plans for the third runway at Heathrow and achieving better connectivity and internet speeds.

There is also a local skills shortage in the area especially within the IT, media, creative, science and tourism sectors. Businesses are heavily reliant on in-commuting – especially amongst the higher skilled workforce.

Some of these issues can be addressed in this masterplan.

# 4.0 SWOT ANALYSIS

## 4.1 SUMMARY

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Based on the analysis of the area and through discussions with officers, stakeholders and local people the following strengths, weaknesses, opportunities and threats have been identified for the Great West Corridor area.

### 4.1.1 STRENGTHS

#### **Established employment location**

The Great West Corridor is a strategic employment location in the east of Hounslow. A number of large multi-national companies are present along the corridor, including the international headquarters of Sky and GlaxoSmithKline, alongside a broad range of industrial and office based businesses.

#### **TV and Digital Media Hub**

Sky has embarked on an ambitious expansion of their estate to create a new Digital and Media campus that will increase employees from 8,000 to 12,000. The corridor forms part of the TV triangle – the western European TV industry hub with a major concentration of media tech businesses.

#### **Creative Enterprise Zone**

The corridor is situated within the Creative Enterprise West Enterprise Zone, which has been designated by the Mayor to support artist and creatives businesses in London.

#### **Concentration of car dealerships**

The corridor is home to many car dealerships that represent a significant proportion of car manufacturers trading in the UK.

#### **Strong education focus**

The area is home to the University of West London with three of its eight academic schools located at the Brentford Campus together with over 800 student rooms/flats.

In 2018 the Nishkam School, a Sikh ethos, multi-faith all-through school for boys and girls aged 4-19 opened their new campus in Osterley.

The Bolder Academy, a new, non-denominational, mixed secondary school is planned to move on a site adjacent to Sky in the study area.

#### **Gateway into London**

The corridor is the western gateway into Central London when arriving on the M4 and A4, and it benefits from direct road connections with Heathrow Airport.

#### **Significant development interest**

There is strong development activity and interest within the area for residential, commercial and mixed use development.

#### **Visitor destination**

The new 17,250 seat Brentford Community Stadium is being built at Kew Bridge Station. As a new joint home for the Premier League

Brentford Football Club and the London Irish Rugby Club it will become a major new visitor destination within the Great West Corridor.

The area further benefits from a number of Museums nearby including the London Museum of Water and Steam. Kew Gardens, on the southern side of the River Thames, is a major London visitor attraction.

#### **Quality parks and open spaces**

The area benefits from the presence of a number of large historic parks with attractive landscapes and amenities in walking distance, including Gunnersbury Park, Osterley Park, Syon Park and Boston Manor Park. The River Brent / Grand Union Canal passes through the area and the river Thames is nearby.

#### **Attractive residential areas**

The Great West Corridor is surrounded by attractive residential areas and benefits from proximity to the town centres of Brentford, Chiswick, Acton and Ealing.

#### **Heritage**

The area is rich in heritage assets which contribute to its character and identity. It is situated amidst a concentration of registered Parks and Gardens including the Kew Gardens World Heritage Site. Many surrounding areas and neighbourhoods are conservation areas, and the corridor itself contains many listed buildings, including notable Art Deco buildings.



## 4.1.2 WEAKNESSES

### Underperforming office uses

There are significant vacancies in older office buildings. Some office buildings have seen significant investments in stock upgrades and face lifts yet still remain vacant. The conversion of office buildings to residential use under permitted development rights is a challenge which needs addressing. An Article 4 direction is in place to restrict the conversion of remaining office (B1a use) stock to residential (C3) in key areas across the borough (see Section 2.3.2 for details).

### Lack of vitality and vibrancy

The area lacks the range and quality of amenities and services that modern businesses and their employees seek, especially in digital, knowledge-based or innovative sectors. Missing elements include integrated shopping, restaurant and leisure offer, as well as a range of housing nearby.

### Limited public transport accessibility

Public transport accessibility into the area is poor. Rail services focus on providing access to and from central London and there is a distinct lack of orbital connectivity, particularly to the north. The corridor suffers from poor links to the Piccadilly line, particularly at its western extent. There is only one bus service along the corridor, and walking routes to stations are indirect and of poor quality.

### Barriers to movement

Movement within and through the area is significantly affected by a number of barriers. These include the M4 and A4 strategic roads, rail lines and rivers, as well as the pattern of self-contained development.

### Significant pollution

Alongside the A4 and M4 air pollution and noise levels are a significant issue for health and well being of people passing through the area or living in close proximity.

### Car dominated, poor quality public realm

The area is designed around efficient and fast motorised transport at the expense of the quality of the local walking and cycling environment. The public realm is dominated by traffic and its quality is poor.

### Hidden green spaces

Access to existing parks is limited and often difficult to find. The area lacks a network of continuous safe and quiet routes between neighbourhoods and open spaces.

### Lack of strong and positive identity

The area feels fragmented and does not convey a strong and positive identity as a business location or sense of place.

## 4.1.3 OPPORTUNITIES

The area offers significant opportunities:

### Variety of employment space

- To intensify its role as an industrial location and to expand its provision of industrial floor space, light industrial and hybrid uses to support a wide range of businesses in existing and growing sectors.
- To support and expand creative industries especially within TV, prodcasting, film and related sectors.
- To make better use of existing buildings and



The Great West Road presents a barrier to pedestrians and cyclists

to provide employment spaces at higher densities that are affordable and cater for the needs of small and medium-sized firms, micro-businesses, as well as the broader freelance workforce, with potential to mix in with residential and other uses.

### **Strategic office destination**

- To build on the presence of key employers such as Sky and GSK and to strengthen and expand the corridor's role as a strategic office destination in West London.

### **Urban Mix**

- To provide a sense of place and urbanity, by providing a greater mix of uses, including combining employment uses with residential and other uses, such as cafes and restaurants, local shops, services and leisure uses. The mix should generate vibrancy, footfall and animation especially around transport nodes, and enhance the offer and amenities for people working and living in the area.

### **Improved public transport accessibility**

- To significantly enhance public transport access to the area, better integrate it with the strategic rail and underground network in the Capital, enhance the interchange between modes and provide good walking and cycling access to stations.

### **Create an attractive walking and cycling environment**

- To provide a quality walking and cycling environment with new connections, a choice of routes, a joined-up network of paths and quiet routes, and an attractive and safe environment.

### **Reduce prevalence of private car use**

- To provide attractive alternative choices to private car use, such as improved public transport provision and the provision of quality walking and pedestrian environments.
- To limit parking provision for new development and promote more sustainable travel to work arrangements for existing businesses.
- To promote car sharing and cleaner transport technologies.

### **Create a friendly and welcoming corridor**

- To transform the quality and image of the Great West Road from a traffic dominated road towards a landscaped green corridor with a quality public realm, coordinated development frontages and punctuated by distinct buildings, that provide for a varied, attractive and memorable experience when travelling along the A4 and M4 and promote the corridor as a unique and desirable London business location.



A sense of urbanity and buzz



High quality walking environment

## Place-making

- To enhance existing places and develop areas with their own strong sense of place and identity, building on and strengthening existing characters, heritage assets and landscape features. Creating places people want to be in.

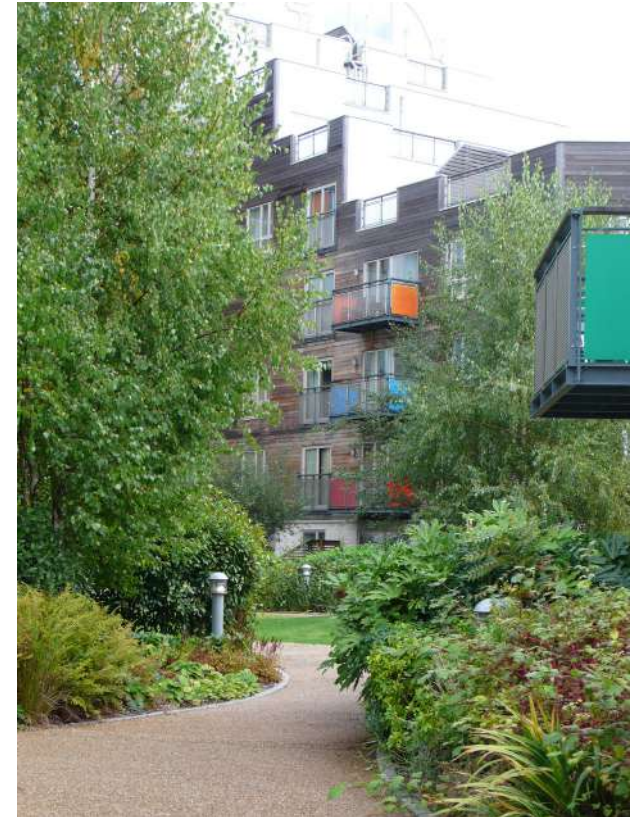
## Integration

- To overcome the segregation by the corridor and to create a stronger sense of integration between the Great West Corridor and its residential hinterland and centres.
- To provide better and more frequent physical connections, especially for walking and cycling, and improved public transport provision within the corridor.
- To generate employment opportunities for local people (especially through working with local schools and up-skilling of the workforce, but also by attracting new residents that work locally).
- To provide new destinations, activity nodes and infrastructures that will enhance the offer and amenities for existing as well as new residents without undermining the vitality of existing centres and facilities.

- To establish a sense of identity through the use of public spaces, festivals and events that attract workers and residents alike.
- The GLA's designation of the area as a Creative Enterprise Zone will bring new opportunities for communities and businesses to become involved in creative, heritage and cultural events increasing the vibrancy of the area and its identity as a creative centre.

## A green network

- To provide a strategic network of green and blue corridors that link open spaces, rivers and ponds with each other and offer opportunities for recreation and an leading an active and healthy lifestyle.



Green network in the urban area

## 4.1.4 THREATS

### Competition

The Great West Corridor is in competition with other existing and emerging office and employment locations in west London, some of which have significantly better public transport access, such as Old Oak Common.

The Great West Corridor needs to carefully position itself in the market, building on its sector strength, complementing rather than competing with other centres, and increasing its relative attractiveness in respect of public transport access, image, amenities and offer.

### Public transport accessibility

Failure to significantly improve public transport accessibility of the area will continue to undermine the attractiveness of the area for modern businesses and stifle demand for modern employment spaces. It also will continue to add pressure on the road infrastructure and contribute to congestion, air pollution and noise.

### Image

Failure to transform the image and perception of the area by providing a step change in the quality of the environment along the A4/M4 corridor, the provision of high quality development and an attractive public realm, and effective place making and branding, will mean the area will lose out to other up-and-coming areas in retaining or attracting businesses.

### Lack of connectivity and integration

Failure of development to establish new connections across ownerships and infrastructure barriers will reinforce the area's poor connectivity, deter people from walking and cycling and fail to deliver wider regeneration benefits to the local community.

### Loss of employment to other uses

Failure to provide flexible and affordable employment spaces as part of the redevelopment of existing industrial or office sites will result in an erosion of the area's importance as an employment corridor. It will undermine its competitive advantage in terms of relative size, profile and offer, as well as affect its ability to benefit from business clustering and to sustain supporting facilities. Development pressure for residential development could see applications coming forward that are inappropriate for their location.



The area suffers from a poor image and lack of connectivity

### **Lack of flexibility**

Failure to offer a degree of flexibility in regards to the type of uses including the inclusion of non-employment uses may undermine the deliverability of development and affect the regeneration of the area.

Continuing to enforce the mono-culture of employment uses in the Great West Corridor would deter business sectors such as digital media or other knowledge based or innovative sectors such as life science from coming to the area as it would not satisfy the contextual requirements these businesses seek from their business location.

Overly prescriptive use specifications may also stifle innovation and undermine the regenerative potential of a scheme, as well as its ability to evolve over time.

### **Affordability**

Failure to provide affordable (and quirky) office and workshop space will undermine the attractiveness for start up companies and creative businesses to locate here, and hence fail to support the clustering of the digital and media sector that rely on these type of spaces.

### **Local benefits and integration**

Failure of development to deliver environmental improvements to the corridor, better connections with its hinterland and open space, enhancement to public transport, and provision of local facilities will result in opposition from the local community, and present a lost opportunity for the wider regeneration of Brentford and surrounding areas.

### **Lack of coordination and management of change**

The lack of clear planning framework supported by strong leadership, management and coordination of the regeneration, will result in a protracted and uncoordinated development process, land speculation, piecemeal and disjointed development, planning disputes and an inefficient allocation of resources, failure to deliver infrastructure investments and environmental improvements, and ultimately fail to realise the full potential of the area.



Single use employment area

## 5.0 GREAT WEST CORRIDOR VISION

The Great West Road was built in the 1920s and established itself as a leading industrial location. Remnants of this activity can still be traced today in a number of special Art Deco factory buildings lining the corridor. Following the building of the M4 above the Great West Road, the corridor attracted a series of office buildings including the GSK HQ, and later the development of the Sky campus at its western end. It is a hub for creative employment and activity.

**A bold vision, entrepreneurial spirit, great planning and leadership made the Great West Corridor a success.**

**This legacy inspires THE NEW VISION for the renaissance of the Great West Corridor as a modern employment hub and attractive place to work, live and visit.**

The Vision for the Great West Corridor has been developed through a thorough study of the area, its strengths and weaknesses, as well as its opportunities and constraints. It was shaped through numerous discussions, workshops and engagements, including with Council officers, local politicians, the GLA, Historic England, CABE, developers, community representatives and other stakeholders.

The Vision for the Great West Corridor is set out on the following pages.



# 1 RE-CHARGING THE GOLDEN MILE BUSINESS HUB



The principal aim of the Vision is to reinvigorate the Great West Corridor into a thriving 21st century business destination, that will be an anchor and driver of economic activity in Hounslow and the sub-region.

The business hub aims to facilitate the 'clustering' of existing key sectors and support the vertical integration and mutual support between larger and smaller businesses. Large 'big name' companies such as Sky and GSK, are surrounded by a range of employment spaces that can host a wide variety of supporting businesses, SMEs, micro-businesses and freelancers.

The concentration of larger and smaller businesses within interconnected sectors has the potential to generate a dense entrepreneurial environment and deliver cluster benefits, such as innovation, business formation and spin-offs.

Specific sectoral clustering opportunities are:

- Concentration of digital, media, broadcasting, film and creative sectors focused on Sky and the wider TV triangle; and
- Concentrating professional services and knowledge-based industries, high-tech manufacturing, and other technology driven or service sectors around GSK and University of West London.

The corridor will be open to a broad range of businesses, yet clustering is encouraged and nudged by promoting and branding the area and supporting incubator schemes, such as a Creative Hub in the Gillette Factory, that actively attracts and concentrates certain types of new businesses into the area. The Gillette Factory site has attracted several film productions over the last few years, including *Alien: Covenant* and *Bohemian Rhapsody*, bringing new creative businesses and jobs with each project.

Currently the Great West Corridor is home to a broad range of light industrial uses, including small high-tech manufacturing, studio spaces, workshops, car service and repair, trade counters, and storage units, mixed in with leisure units and small offices. Change and intensification should not come at the expense of the existing business ecology, which should remain a valued part of the area. However, due to its low density, the 'mono-culture' and nature of the stock and its lack of modern business environments the Golden Mile needs change and intensification. New development should make more efficient use of land, stack industrial uses, bring forward flexible hybrid spaces that bridge office and industrial typologies and explore co-location with other uses including residential where appropriate.

The corridor will provide a broad range of types and sizes of employment spaces. This should include new Grade A office space, serviced

office accommodation, quirky office space for creative industries, hybrid studio and workshop spaces, light industrial spaces and more conventional industrial and distribution areas.

Affordability will be key for attracting smaller businesses especially in the creative, digital and media sectors and retaining existing light industrial occupiers in the area. Providing a face-lift and re-purposing of former industrial buildings as well as older office buildings should play an important role of this, as well as the provision of a proportion of dedicated and protected affordable employment spaces as part of new development.

Affordable incubators, workshops and hub spaces should be established in the Great West Corridor to satisfy demand from the self-employed and micro-businesses for flexible spaces with shared facilities. Current provision is geared towards larger and more conventional businesses, leaving this demand unmet.

Part of the Great West Corridor is the Transport Avenue Industrial Area, which is a Strategic Industrial Location that accommodates a waste transfer plant, the Chiswick Concrete plant and other larger businesses served by its freight rail access. It provides a strategic resource for heavy industrial uses of sub-regional importance, that must be retained and protected. In other areas larger space hungry, lower density



## 2 VISION OBJECTIVES

and traffic intensive industrial uses should over time move out of the corridor to make room for the more efficient use of land for employment purposes. Existing and planned new industrial land in the West of the Borough should be offered to provide replacement accommodation for these businesses within LB Hounslow.

With the rise in online retail and changing retail patterns, big-box retail stores such as Homebase and Carpet Right found along the A4 are struggling, and there is an expectation that some of these units will come forward for redevelopment in the plan period. Redevelopment of these sites should optimise on their development capacity and contribute to the envisaged industrial or mixed use character of a place. This could include the reprovision of smaller retail spaces of a similar type (especially where they serve a local catchment, such as DIY stores and trade counters), and the provision with other types of employment or last mile distribution spaces, but not retail that would start competing with established centres in the wider area.

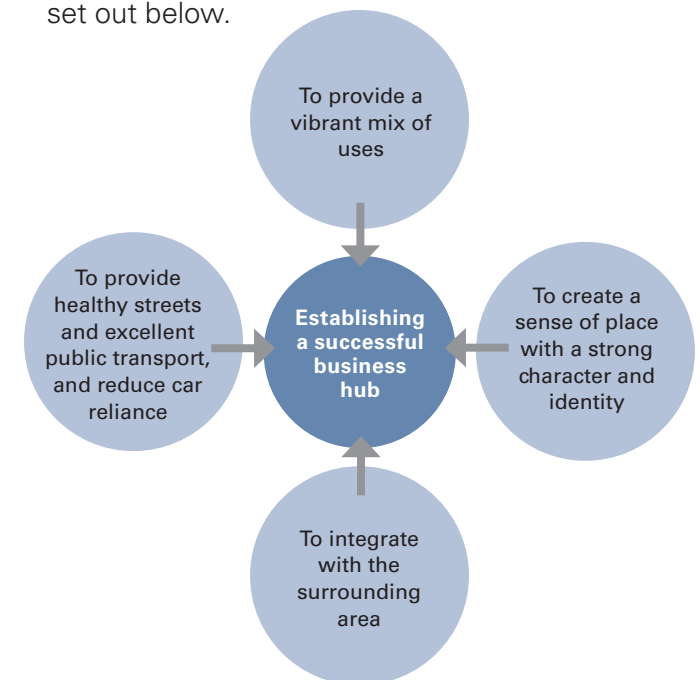
The corridor is already home to a large number of car dealerships, car service and repair centres. The existing car dealership cluster on the elevated section of the M4 should be expanded. It benefits from high visibility and can develop into a unique visitor

destination in its own right. The clustering of many manufacturers could result in tangible benefits to the corridor as their corporate drive for green credentials could be pooled and channelled into improving the image and environmental quality along the A4 and M4. Flagship store development could provide interest and a distinctive character, and the branding of this area as London's Auto Mile could assist with this ambition. Car servicing and repair should be an integral part of the service offer to ensure developments serve the local population and provide a source of local employment.

The transformation of the Great West Corridor into a high intensity business hub is an ambitious goal. It will require a number of complementing strategies set out below, including the provision of a mix of other uses. Development should be guided by the principle that the move from lower to higher intensity employment uses should deliver a net increase in employment floor spaces taking account of sectoral and local needs. This will ensure that the corridor strengthens its strategic employment function and delivers economic growth and business development, delivers wider regeneration objectives and makes an optimal use of land.

Modern businesses environments must offer more than just appropriate business spaces. The competitive edge and success of a contemporary business location is directly linked to external factors, such as the quality of the environment, the image and character of a location, the facilities and amenities it offers for employees and visitors, and how easy it is to access, especially by public transport.

In order to achieve the principal aim of establishing a 21st century employment hub four objectives will need to be met, which are set out below.



# A HEALTHY STREETS AND EXCELLENT PUBLIC TRANSPORT

The connectivity and visibility offered by the Great West Road and M4 has long supported its vitality as a business location. However, the tide has turned. With the change from manufacturing towards service industries, access by car is less of a necessity. Congestion, noise and air pollution along the corridor now undermine the quality and image of the business environment, detract from the location and affect the health and well being of people living and working in the area.

Changing attitude and lifestyle preferences mean employees increasingly wish, or need to travel to work by public transport and businesses actively seek locations where public transport accessibility is good for their workers and visitors. The poor public transport accessibility especially with Central London is described by businesses as a major impediment to the success of the Great West Corridor business location.

The objective is to transform the Great West Corridor from a car-reliant environment to one where people walk, cycle and have access to quality public transport choices. The vision embraces the Healthy Streets approach advocated by the Mayor of London, managing streets and spaces to bring about improved health, active travel and public transport use while reducing car dominance, air and noise pollution, and severance.

This requires the following:

- Establish excellent public transport connections with London's rail and underground network and the wider hinterland via the West London Orbital;
- Highway interventions that help facilitate a better-connected public bus network, alongside reductions in journey time, improved service reliability and convenient interchange;
- Provide a connected network of quality walking routes that connect residential and employment areas with local centre, stations and open spaces, providing easy crossing facilities across the Great West Road and quiet parallel routes to the corridor;
- Provide a network of safe and continuous cycling routes and facilities that also cater for less experienced cyclists, away from the A4;
- Ensure the delivery of quality public realm and integration with development so as to provide animated, safe and overlooked routes, that are legible and easy to navigate, stimulate interest, offer pocket spaces to stop and rest, with tree planting and landscaping that offer shelter and amenity, and create an environment that invites for walking and cycling;
- Provide greening along the Great West Road with intensive landscaping, tree planting and public realm improvements that mitigate air and noise pollution and provide a more attractive environment;
- Incentivise the provision of car clubs, car sharing, workplace parking levies, electric and cleaner car technologies, and encourage behaviour change to reduce reliance on the use of private cars; and
- Limit new car parking provision and require businesses to implement sustainable travel plans.



# B CREATE URBAN PLACES WITH A VIBRANT MIX OF USES

The Great West Corridor still is a largely mono-functional employment area with an industrial character. The lack of cafes, convenience, service, leisure and other facilities for employees and its functional, traffic dominated and bland character have become major weaknesses of the corridor. This is recognised by major employers such as Sky and GSK, which provide a wide range of typical high street uses within their campus environments.

Enhancing the prospect of the Great West Corridor will require the provision of a greater mix of uses in the corridor. New developments should deliver urban qualities, such as diversity, choice and vibrancy. This should include providing local shops and services, cafes and restaurants, hotels and leisure opportunities, and cultural and community uses.

Mixed use developments should be concentrated around transport nodes, where they can benefit from footfall and help to animate the area, especially in the evenings and weekends, when office activities are lower. The delivery of the new Brentford Community Stadium will bring a major new visitor destination into the area that can deliver wider benefits but needs careful management.

Delivering new housing in the corridor will contribute to addressing London's housing problem, but also establish a more sustainable land-use pattern, providing opportunities for people to live and work locally. Given a number

of businesses including Sky operate 24 hours a day this could provide an attractive option for workers.

New housing should offer a quality living residential environment that is adequately sheltered from pollution and noise of the strategic road network. New neighbourhoods should be well connected with their wider residential hinterland and contribute to the provision and enhancement of local social infrastructure.



# C A PLACE WITH CHARACTER AND A DISTINCT IDENTITY

The 'Golden Mile's fascinating industrial history can still be traced through many of the Art Deco buildings along the corridor. The corridor is also situated in an area of exceptional historic landscapes and townscapes. It is close to the River Thames, has direct access to the River Brent, and benefits from proximity to an astounding number of historic houses, gardens and parklands including the World Heritage Site Kew Gardens. So far the corridor has neglected its rich heritage as a source of identity and pride, and largely turned its back on the assets of the wider area. This needs to change. Development in the corridor should respond sensitively to its special heritage context, connect with its assets and embrace the historic environment as part of its unique selling point (USP).

The Great West Corridor is an important gateway into central London on the approach from the west of England and Heathrow airport. Tens of thousands of people travel through the corridor on a daily basis. However, the corridor does little to make this a special and welcoming arrival experience or to present itself proudly along this route. The overall impression is that of a harsh, fragmented, and unloved environment, a place for cars and not for people.

Successful business environments go to great length to establish an inviting and unique place identity to attract and retain businesses. Whilst the Great West Corridor has a number of strong location advantages and assets, it

currently fails to generate either a sense of place or positive identity. Place making in the Great West Corridor will need concerted action on a number of fronts, including:

- Public realm improvements that reduce the dominance and impact of the car and create a quality environment for people with landscaping, attractive furniture and lighting;
- Planned and coherent development that establishes a series of unique places with their own character and identity within the Great West Corridor;
- Embracing the wider area's heritage as a unique location asset that contributes to the corridor's unique identity, amenity and offer;
- Active promotion and branding of the different functional business clusters within the Great West Corridor; and
- Establishing a distinctive arrival experience and journey along the M4 and A4 that welcomes visitors into London and proudly presents the area as a place to visit, do business and stay.



# D INTEGRATION WITH THE SURROUNDING AREA

Road and rail infrastructure, the River Brent and the pattern of ownerships and development disconnect the Great West Corridor internally and from surrounding neighbourhoods, open spaces and the River Thames.

The strategy for improving the Great West Corridor cannot consider the corridor in isolation. It must look to overcome barriers with the surrounding areas and consider the need for wider regeneration.

The Great West Corridor's significant development potential, its concentration of high profile businesses, its strategic road infrastructure, its designation as an Opportunity Area by the London Mayor, the planned expansion of Heathrow airport, as well as its location amidst a unique concentration of heritage assets, all present significant opportunities to attract investment, bring positive change to this part of Hounslow and deliver wider benefits.

Development should contribute to the improvement and greater integration of the wider area. This should include:

- Overcome the severance of the A4 corridor by improving existing and establishing new crossing facilities that follow desire lines and provide a quality and safe public realm;
- Provide new pedestrian bridges over the River Brent and the railway line to facilitate greater local permeability and choice of routes;

- Establish a continuous network of safe and clean walking and cycling routes across the area away from the main traffic thoroughfares, that connect stations, workplaces, neighbourhoods, schools, open spaces and visitor destinations, both in north-south and east-west directions;
- Enhancing the Grand Union Canal and River Brent towpaths to provide a valuable, underused north south link from the heritage and open space assets of Boston Manor House to the Great West Road and down to the amenities of Brentford High Street;
- Improve the accessibility and the quality of existing open spaces and deliver new public spaces as part of new development;
- Contribute to the provision and enhancement of new facilities that serve the wider community, such as health centres, schools, nurseries, leisure and other facilities;
- Enhance the network of green and blue corridors across the area as recreational, natural and wildlife resources;
- Provide new local centres and facilities without undermining the established centres of Brentford and Chiswick or competing with existing local shopping parades;

- Support local community groups and activities that help foster greater interaction between the business and resident communities; and
- Provide opportunities for local people through training, internships and local job opportunities.



# 6.0 ONE CORRIDOR / SEVEN QUARTERS

The vision is translated into a spatial concept for the Great West Corridor, which envisages the establishment of Seven Quarters, each with its own distinct role and character.

The quarters are defined in response to the existing characteristics of an area, its accessibility and relationship with their surroundings, and by considering their opportunity for development and place making.

The Spatial Concept proposes the following Seven Quarters:

## **1 Golden Mile Station Quarter**

## **2 Transport Avenue Industrial Quarter**

## **3 London Gateway**

## **4 River Brent Quarter**

## **5 Central Corridor**

## **6 Brentford Stadium Quarter**

## **7 Power Road**

The Seven Quarters are described in more detail on the pages that follow.

The spatial concept plan is shown in Figure 6.1. It provides the overarching spatial guidance for the coherent transformation of the corridor.

It captures key development principles for the corridor, including the location of proposed local centres, the broad distribution of land uses, connectivity improvements and proposed open spaces.

The following new connectivity improvements are proposed:

**A) Golden Mile Rail** – a new rail shuttle service from the Great West Corridor to the Southall / Elizabeth Line Station.

**B) West London Orbital** – a new overground service linking Hounslow to Old Oak Common (HS2 and Elizabeth Line) and beyond to West Hampstead and Hendon.

**C) Great West Corridor bus connectivity** - quick, frequent and reliable bus services along the corridor and connecting transport hubs.

**D) Improved cycling facilities** - improved cycle provision and integration of Cycleway 9.

**E) Improved local connectivity** – Healthy Streets approach with a network of parallel and cross-corridor walking routes that enhance permeability and local connectivity.

Further information on the proposed connectivity improvements can be found in Section 7.3 of this report.

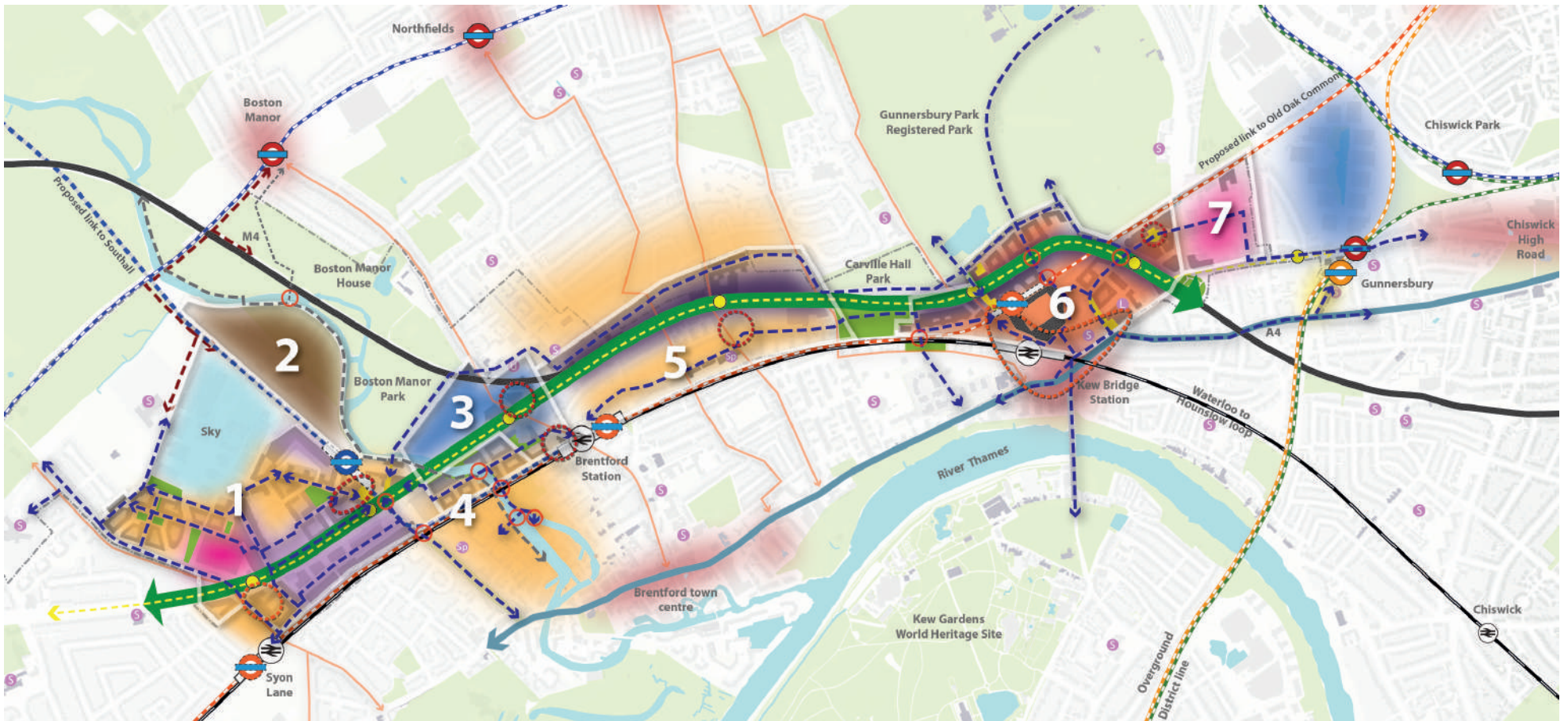


Figure 6.1: Concept Plan

Seven Quarters:

- 1 Golden Mile Station Quarter
- 2 Transport Avenue Industrial Quarter
- 3 London Gateway
- 4 River Brent Quarter
- 5 Central Corridor
- 6 Brentford Stadium Quarter
- 7 Power Road

Sky campus	M4	Proposed new station
Creative/ light industrial	Boston Manor broad walk	Existing station
Industrial / Light industrial	Proposed new/enhanced pedestrian and cycle connection	Recent permitted development
Office quarter	Proposed enhanced river walk	Key building
Employment buffer	Improvements to Great West Road	Existing local centre
General industrial	North south pedestrian routes	Existing/proposed school
Stadium quarter residential	Cycleway 9	Leisure centre
Residential led use	Proposed new bridge link	
Local shops and facilities	Piccadilly line/station	
Local shops, facilities and supermarket	District line/station	
Proposed buildings	Overground line/station	
Proposed public spaces		
Proposed green space		

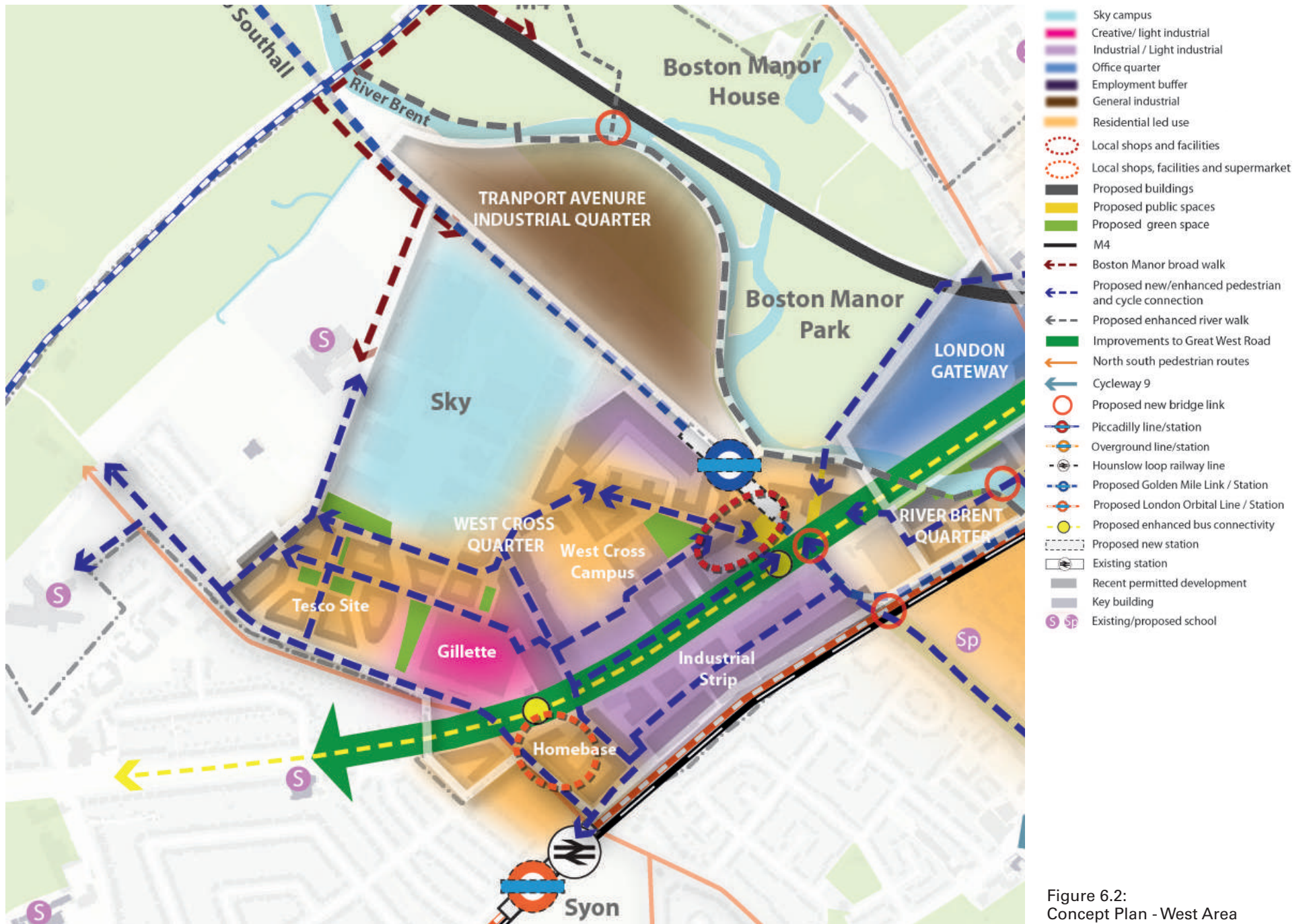


Figure 6.2:  
Concept Plan - West Area

## 6.1 GOLDEN MILE STATION QUARTER

The Golden Mile Station Quarter at the Western end of the Great West Corridor offers a major opportunity for improvement and intensification. With the Sky campus it contains one of the principal business anchors in the corridor. With the exception of a few big box retail sheds and a Tesco Superstore, the majority of land is in light industrial use. Most of the area is designated as Strategic Industrial Land (SIL Industrial Business Park). The area is largely under-utilised and offers significant capacity for intensification. The former Gillette Factory is an imposing Art Deco building that marks the western entrance to the Golden Mile and has a unique character.

To help unlock this site a new shuttle rail link with Southall Station is proposed, providing a new station on the Great West Road. Using an existing freight line, this will connect the Great West Corridor with the Elizabeth Line (Crossrail) and open it up to fast rail access with Central London and Heathrow. Syon Lane Station will continue to serve the area and provides connection to Waterloo, Hounslow and in the longer term Old Oak Common (HS2), West Hampstead and Hendon via the proposed West London Orbital. Significantly improved public transport accessibility is critical to retaining existing and attracting new businesses into the corridor and to shift away from the motor car.

The Golden Mile Quarter will only fully develop its potential if it manages to overcome current barriers to pedestrian movement and to establish a connected and permeable network

of routes across the quarter and its sub-areas, specifically linking the Golden Mile Station, Syon Station, Sky, the Nishkam School and the proposed Bolder Academy. Figure 6.2 shows the principal connections that need to be established to connect the area.

A consistent and high quality public realm throughout the area is a prerequisite to creating a quality and attractive business environment. This includes changing the character of the Great West Corridor from a traffic dominated highway to a green urban boulevard that is overlooked and defined by development and presents an attractive front door to the quarter. There is a potential strategic opportunity to transform the Tesco and Homebase sites with major mixed-use development providing high quality housing, public realm and open space.

The Golden Mile Station Quarter comprises of a number of large sub-areas each with their own specific role and opportunity for change which are described below.

### **Sky Digital and Media Campus**

Sky has been progressing with the implementation of its ambitious digital and media campus masterplan. It has built a number of modern buildings including the Sky Hub and Sky Central to house its 7,000+ employees in a modern and creative environment, consolidating its business and broadcasting activities here. The campus also includes retail, restaurant and leisure facilities for the exclusive use of its employees. Over

the coming years Sky is planning to continue to improve, upgrade and replace older buildings within their campus environment.

Security of the campus is of great concern to Sky and the Council has been working with Sky to secure temporary road stopping orders to facilitate a better management of security around the Sky campus.

While the masterplan does not propose change within the Sky campus directly it stipulates a number of improvements around the campus that will help facilitate more direct and quality pedestrian accessibility for Sky employees from both the Syon Lane and Golden Mile stations.

In developing their Campus, Sky should actively work with the Council and adjoining landowners in maximising pedestrian connectivity across the area, supporting public transport provision and reducing its reliance on private car access.

A quality walking and cycling connection will need to be established between Golden Mile Station, Bolder Academy and Nishkam School to the north of the quarter. This requires access across land controlled by Sky on Grant Way.

Presently the Sky campus is inward looking. This strategy encourages Sky to develop a positive approach towards the development and changing character in its surrounding, to over time establish a cohesive and well connected quarter with a distinct identity.



Artist impression of the proposed character along the Great West Corridor in the Golden Mile Station Quarter

## West Cross Campus

The West Cross Industrial Estate presents an opportunity for intensification and the development of a modern industrial quarter and co-location with housing and ancillary uses. The area is adjacent to Sky, directly accessible from the Great West Road and benefits from a front door to the Golden Mile Station that will link with Elizabeth Line.

Industrial uses are proposed to be located to the east of the site along the railways line and as a buffer along the Great West Road. Industrial uses should be stacked to make more efficient use of land. Design of industrial spaces should consider yard style formats with units facing each other and shared access, parking and servicing arrangements. Goods access to upper floors should be realised by vehicular ramps or goods lifts. The aim should be to create a flexible and dynamic business environment with a sense of 'industrial life'. A range of unit sizes should be provided that can provide spaces for wide range of industrial sectors and smaller businesses that are critical to London's economy, including the creative industries, urban servicing, production and utility, distribution and storage. Affordable space provision for creative business supporting the broad casting, media and film, industries in the Creative Enterprise Zone.

Central to the site a residential quarter should be established extending across the sites from the Golden Mile Station up to Harlequin Avenue. Residential use should

be concentrated in the centre of the site and sheltered from its industrial neighbours to the east and the impact of the Great West Road to the south. Residential frontages are proposed to 'wrap' these industrial hubs towards the streets and spaces of the quarter, providing a positive and friendly interface. Opportunity exist to have more public facing front doors to commercial units, small offices, workshop spaces and trade counters at ground floor levels, to contribute to the animation of streets and the employment character of the area.

Combining employment and residential uses in the same area will create a vibrant and dynamic environment. It will animate the area and its open spaces through-out the week and evenings and support a greater variety of local facilities. The layout and design of the



Animated ground floor uses with cafes and restaurants

quarter however will need to ensure the quality of homes and out door amenity spaces, and adequately protect and shelter them from impact of industrial uses, considering the 24/7 nature of modern businesses, their servicing requirements, noise, pollution, odours, light pollution and fire risks.

The layout of the site should accommodate a direct, safe and quality pedestrian connection from the Golden Mile station to Harlequin Avenue. This should provide access to the Sky campus and join up with an onward connection across the Gillette site with Grant Way, helping to establish a clean air route to the Bolder Academy and Nishkam School. The public realm of this key route must be of high quality and provide distinctiveness to help establish a sense of place. Central to the residential quarter



High density urban business environment

a new soft landscaped public space should be provided as the principal amenity space and focus of the quarter. Industrial traffic and through traffic should be minimised around the space to ensure it provides an attractive amenity space for residents and workers to meet, sit out, play, have lunch and a break.

Another public space should be provided outside the Golden Mile Station as an arrival plaza and orientation space. This should be hard landscaped and provide an urban character. Active ground floor uses with local convenience retail, services, food and beverage uses should be provided around the space to serve local people and animate the area.

The urban form of the area should be street based with continuous building frontages and good street enclosure that underlines



New infill development

the urban character of the area. Development should not back onto the Great West Corridor but develop a positive frontage onto the corridor and support the establishment of a green boulevard.

The transformation of the West Cross Campus needs to be carefully managed and phased to ensure existing business are offered a realistic prospect and choice to remain in the area if they wish. Industrial development should be delivered early on to provide move-on spaces for existing business before their premises are redeveloped. The introduction of housing should not lead to a net-loss of commercial floor space. Residential uses should only be considered once public transport infrastructure has been delivered and/or would be expected to contribute towards the delivery of this.



Conversion into industrial style creative offices

## New Horizons Court

The prior approval conversion of New Horizons Court from office to residential use undermines the potential of the area for more comprehensive change. This masterplan takes this development as a given. However, should during the plan period this site come forward it should be developed as a contiguous extension of the West Cross Campus with urban blocks and continuous routes. Development on Harlequin Avenue should retain its light industrial character and nonresidential uses should provide a buffer on the Great West Road.

## Gillette Creative Hub

Reanimating the iconic Grade II listed Gillette Factory is an important objective of the plan. With its Art Deco architecture, generous spaces, large windows, details and features it provides an inspiring and unique environment for creative and innovative businesses. Bringing it back to life will prevent this listed building falling into disrepair. At the time of writing the building is used for film productions, which could lead to a more permanent occupation by the film, broadcasting and media industries.

Its large spaces offer flexibility for the development of a creative hub for digital, media, broadcasting and film industries that seek affordable and characterful spaces within the TV triangle and in close proximity to Sky.

Any intervention affecting the historic building will need to have due regard to the building's listing and its significance, and especially help to preserve and enhance the Art Deco front, the clock tower and internal detailing. Later industrial addition to the rear of the site with no heritage value could be redeveloped to complement and support the creative hub.

Potential uses in the hub could include industrial style office spaces, shared facilities, recording and film studios, specialist manufacturing units and other spaces for collaborative working. This could be complemented by ancillary uses that support the creative environment and character, such as gallery and exhibition space, small niche and alternative shops and business support services, cafe, bar or restaurant spaces, a gym or other leisure uses, and potentially opportunities for cultural and music venues. The mix may also include some non-employment



Affordable industrial space for local businesses

uses such as a hotel or serviced apartments to support the creative activity and help to enable the delivery of the creative hub.

The Gillette Factory site has used in recent years as a temporary TV and film studio. Since 2012, major productions filmed there have including *Alien: Covenant*, *Bohemian Rhapsody*, *Great Expectations*, *24: Die Another Day* series, and most recently in 2019, Paramount's *'Infinite'* starring Mark Wahlberg. Each production lasts for 10-12 months and brings several creative businesses to the site, creating between 150-200 jobs. This use complements the creative industries ecosystem, as West London is already home to a vibrant film and TV industry, including major studios (e.g. Pinewood, Shepperton, Ealing, Osterley); while the major international companies and many SME suppliers in areas such as Chiswick Park sit in the middle of London's 'TV Triangle', the sub-regional of cluster of creative media companies connecting with Shepherds Bush (BBC/ITV) and Hammersmith (Virgin Media/UKTV).

Development of the site should create an distinct development with buildings and spaces expressing its industrial history Permeability across the Gillette site and around the main factory buildings should be realised as part of the development, especially to provide access to its more public and visitor oriented functions. Re-use and integration of the industrial heritage, public art, signage and creative lighting should provide a highly original

character and express the creative atmosphere of the hub, offering spaces to meet, relax, sit out, as well as outdoor spaces for events and performances.

A critical element of the Gillette Factory development will be the establishment of a public pedestrian route (or street) that connects Harlequin Avenue with Grant Way, to facilitate a continuous legible route from the Golden Mile Station to the Tesco site and the two schools.

Establishing this Gillette Creative Hub will not happen overnight but require a well-managed and carefully choreographed process of promoting and nurturing the creative potential and 'edginess' of this building. This will be an iterative process delivered over many years. The initial focus may be the interim use of existing spaces for filming, exhibitions and events, and the provision of basic 'hybrid' office and workspace. During later phases more formal office and work spaces and other uses could be established.

The Council should work actively with the site owners to establish how to assist with the retention and conservation of this important landmark and heritage asset, and how to support the delivery of the Creative Hub including by having a flexible approach towards planning and meanwhile uses. The designation of the Great West Corridor as a Creative Enterprise Zone and associated funding for establishment of creative and entrepreneurial spaces may also help to unlock the potential of the Gillette Factory.

## Tesco site

Tesco is planning to relocate its superstore into a new development on the nearby Homebase site. Freeing up the Tesco site provides a major development opportunity for a new residential quarter in close proximity to transport links, open spaces, schools and employment opportunities.

The development should establish a high quality living environment with friendly streets and quality public and communal spaces. Urban street blocks should provide a clear definition and frontages towards Grant Way, Syon Lane and MacFarlane Lane and new streets within the development. The layout should provide permeability with legible routes connecting diagonally across the site, facilitating pedestrian movement from Syon Lane (south corner) to the Bolder Academy



Example of residential development (Millennium Village, Greenwich)

(north corner) and from Grant Way (north eastern corner) to the Nishkam Academy on Syon Lane (western site corner).

An internal green space should be provided to give the neighbourhood its identity and offer amenities to residents. The existing green space to north of the site should be enhanced and accommodate a direct pedestrian link that forms part of the pedestrian route between the Bolder Academy and the Golden Mile Station.

The development should provide a mix of tenures and unit sizes including for families and older people to support the establishment of a cohesive community. Local shops could be provided on the junction of Grant Way with Syon Lane, where they can benefit from wider footfall through the area. The development should facilitate the provision of necessary social infrastructures such as nursery and health care provision.

Development height and form should respond sensitively to the neighbouring Grade II listed Gillette Factory and not compete with or detract from its iconic clock tower in local views.

## Industrial strip

The narrow strip of land between the Great West Road and the railway line (between the Homebase site and JCDecaux) comprises a broad range of businesses including light

industrial uses, big box retail, car dealers and services, and storage space. It offers light industrial spaces that are affordable for businesses and provide an important local service function for the wider area. Part of the strip is currently designated as SIL Industrial Business Park.

The proposal is to retain the light industrial character and role of this area and prevent any intrusion with other non-employment uses (specifically residential uses) that could undermine the suitability and affordability of this area for this type of employment. The extension of industrial protection should be considered by designating the remainder of land as a Locally Significant Industrial Site.

Development in this area should seek to intensify the provision with employment floor space through infill or selective redevelopment underperforming stock. Infill development along the Great West Road should orientate towards the corridor and establish a consistent frontage that responds to the scale and building line set by the Pyrene Building and the Syon Clinic and responds sensitively to these listed Art Deco buildings.

The Pyrene Building should be brought back to life potentially by converting it into smaller office suites or workspaces for creative or similar industries which value the distinctiveness of the building offered by its Art Deco architecture and detailing.

When sites come forward for development the opportunity should be sought to establish lateral connections between neighbouring plots with the aim, over time, to establish a continuous internal walking 'clean air' route through the Industrial Strip from Syon Lane Station and parallel to the Great West Road. This route should have a clear gateway / entrance at Syon Lane and must safeguard pedestrian and cyclists from any vehicular traffic and especially servicing activities. The access from Syon Lane must prioritise pedestrian and cyclists.

### **New superstore (Homebase site)**

The Homebase site at the corner is targeted for comprehensive re-development and the relocation of the Tesco superstore from Syon Lane. Given its accessibility and prominent visibility from the principal road network and its central location this site presents an optimal location for a large supermarket. The development should provide a stacked arrangement with the supermarket being located above or below its car park. Frontages towards Syon Lane and the railway should provide residential uses towards the outside, while there is an opportunity to accommodate additional residential development and communal amenity spaces on top of the supermarket. Ancillary retail could be provided fronting onto the Great West Road and Syon Lane to help animate the street space.

Moving a large supermarket to this prominent position would reinforce the place as a local centre and support the vitality of other local shops and services around the junction. In combination with the proposed housing led redevelopment of the Tesco Extra Osterley site, this will deliver a step change to the area and act as an important catalyst for other development to follow.



Example of a high quality residential area



Opportunities should be sought to enhance access to the Grand Union Canal Walk

## **6.2 TRANSPORT AVENUE INDUSTRIAL QUARTER**

The Transport Avenue Industrial Quarter is designated as the Brentford Preferred Industrial Location. It benefits from rail access and is home to aggregate storage, a cement works and a waste transfer station among other industrial uses. It is an important resource of heavy industrial land in this part of London and should remain protected. There may be opportunities to intensify older industrial sites with modern and more space efficient industrial and commercial buildings as long as don't undermine the strategic industrial uses on site.

Any new development along the northern edge of the quarter should seek to improve the relationship with the Grand Union Canal Walk by improving overlooking and animations and increasing the number of access points.

The quarter suffers from poor accessibility and opportunities to establish a new walking and cycling link across the River Brent and with Boston Manor Road should be explored.

The public realm along Transport Avenue should be improved, providing better facilities for walking and cycling, as this is currently the only way in and out of the site for people working in and visiting the quarter.

## 6.3 RIVER BRENT QUARTER

This area is currently home to two lower density office parks with surface car parking and is designated as a Key Existing Office Location. It has a poor relationship with the Great West Road and the River Brent. This area offers significant opportunities for intensification and the co-location with housing.

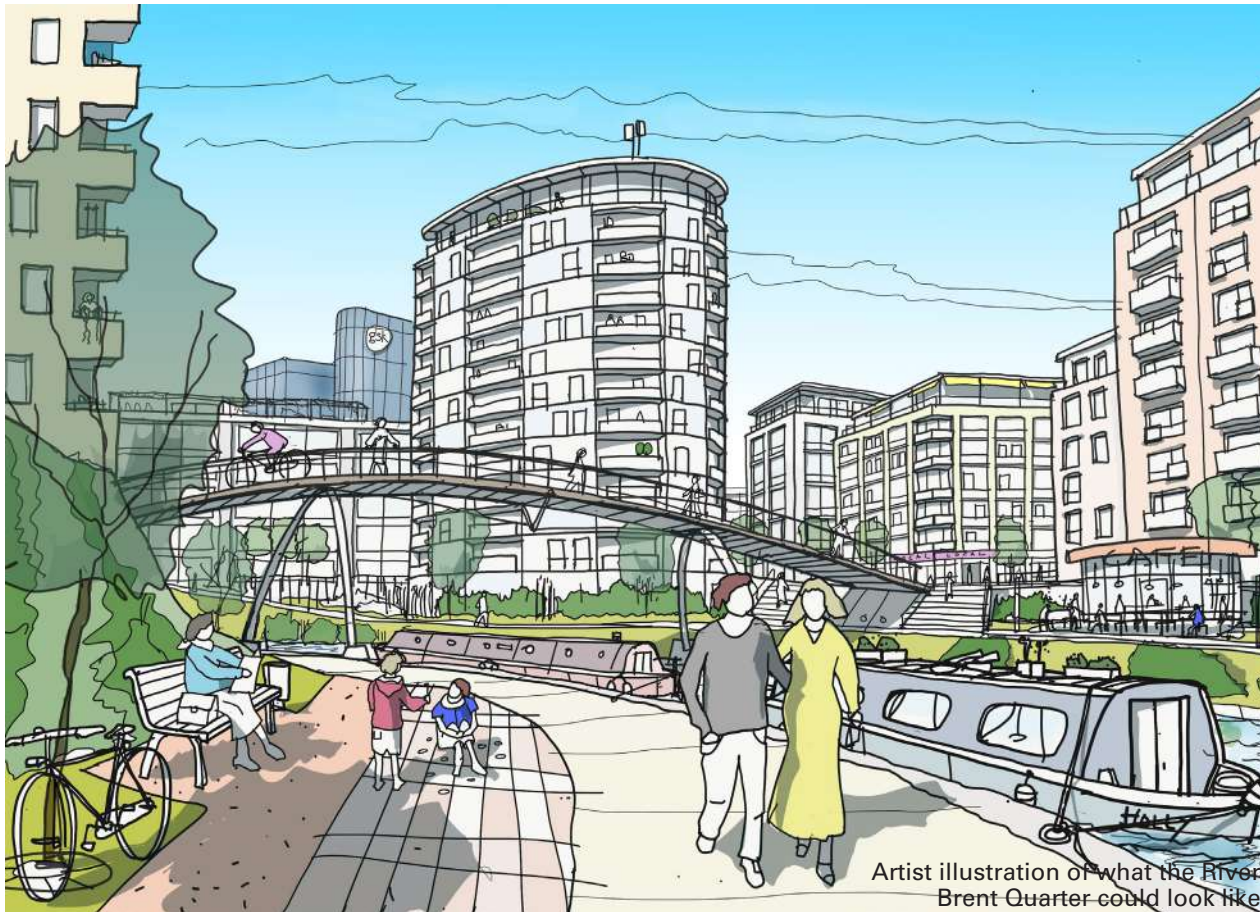
The masterplan proposes to transform this area into the River Brent Quarter, a residential led quarter that is sheltered from the Great West Road by modern office buildings. The quarter offers the opportunity to live close to the workplace in an attractive riverside development with direct access to Brentford town centre, Brentford Station and Boston Manor Park.

Development should re-provide the current quantity of office floor space in modern efficient buildings along the corridor where they benefit from visibility from the A4 and become part of the London Gateway Office Hub (see 6.4). The buildings should shelter the residential development to the south from noise, pollution and visual impacts of the corridor.

The quarter extends the character of the Brentford Lock development into the Great West Corridor. It should provide a mix of homes including a significant proportion of larger units for families. The new neighbourhood should be characterised by urban and lively streets and a quality, pedestrian-focused, public realm. A new bridge should connect both sides of the river and facilitate a direct walking route through the area from the Golden Mile Station to Brentford Station.



Figure 6.3: Concept Plan - Central Area



Opportunities to accommodate smaller office units and live work spaces at ground level along the internal walking route should be explored to animate this route. This could also include community facilities, such as a doctor's surgery or nursery. Around the proposed pedestrian bridge provision should be made for a cafe or restaurant, where it benefits from footfall and the outlook over the riverside.

The development should front onto, and establish a positive relationship with the River Brent, offering a high level of permeability and improving access from key entry points on

the A4 corridor. The green spaces along the river should be enhanced to become a central feature to the development. This could include mooring spaces for canal boats, and a design that engages with the water space and invites to stop, sit, meet, play and watch activities.

The canal walk should be enhanced and integrated with the network of paths and spaces of the quarter. A new path to the east of the river should be established and connect with the landlocked and underused open space to the south of the railway line (to the back of Robin Grove). The possibility of another

bridge link to the south of the railway with Tallow Road and/or the Grand Union Canal Walk should be explored to improve access to this open space further. These improvements will strengthen the links between Brentford and the new Creative Maker spaces and Arts Street Market at Boston Manor House, encouraging creative industries to establish themselves in the River Brent Quarter

A new pedestrian connection linking Robin Grove recreation ground to Riverbank Way over the railway and a clean air route along the rail line have been secured by condition and will greatly enhance the pedestrian experience.

A strip of land to the north of the existing rail line must be safeguarded to allow for a future extension of the Golden Mile Rail Link from the Golden Mile Station to Brentford Station.

The towpaths provide a valuable, underused north south link from the heritage and open space assets of Boston Manor House and Park – including sports facilities and the Brent Meander, to the Great West Road and down to the amenities of Brentford High Street. The quality of this route varies along its length. In places it is poorly overlooked and passes along heavy industrial sites which offer a poor quality walking environment. As a result, the High Street suffers from low levels of footfall from the Great West Corridor workers due to the campus style offers of many of the businesses, and the perception the High Street is a significant distance away. Interventions focused on signage, improving perceptions of safety and antisocial behaviour, better lighting, as well as making the link more attractive would increase pedestrian and cycle traffic.

## 6.4 LONDON GATEWAY

This area, at the intersection of Boston Manor Road and Great West Corridor, is already home to a number of larger office buildings including GlaxoSmithKline, Great West House, the Mille Building, and the University of West London. These buildings have a strong visual presence on the M4, and the cluster marks the arrival point into the Great West Corridor as well as into central London. The area is currently designated as a Key Existing Office Location.

It is proposed to amplify the area's role as an office destination, and to make more of its prominent location at the gateway into Central London. The current open form of development, with large left-over green spaces and parking areas, offers ample opportunities for office intensification through infill or re-development.

Critical to the success of this area will be an enhanced image and a strong sense of place. This will require the transformation of the Great West Road into a green and friendly boulevard with a high quality public realm on either side and improved pedestrian crossings at the junction with Boston Manor Road. A consistent frontage of new office buildings along the Great West Road and Boston Manor Road should be developed to establish an enclosed urban street environment.

Development should express the corners of the intersection of both streets to clearly mark this as the heart of the London Gateway.



High quality new office buildings

There is an opportunity to re-develop the tired looking 'Mille' building with a modern, office-led, mixed-use development. This could become a central landmark to the gateway, both visible on the M4 as well as from the Great West Corridor.

The proposed Mille redevelopment should provide a quality pedestrian link between Boston Manor Road, the space outside the University of West London and Boston Park Road away from the direct impact of the A4. This development could also provide local convenience and restaurant uses to serve the office workforce and local people.

In the long term it may be possible to extend the Southall rail link from Golden Mile Station to Brentford Station. New development around the station should create a better arrival experience and guide people into the area. Development needs to be sensitive to



The Mille redevelopment could include a sheltered pedestrian lane with cafes and restaurants supporting the office environment

the lower scale development to the north of Boston Manor Road and the setting of the historic Kings Arms public house. Should a rail extension into Brentford not prove feasible the former railway embankment could be converted in to a pedestrian route.

A new entrance into the station from Church Walk should be explored to better serve development in the west, including the River Brent Quarter. A new pedestrian link from the station to the River Brent Quarter should be established, overlooked and animated by development. The provision of a new entrance/exit to Brentford Station at Church Walk could also be considered to provide a more direct link to the River Brent Quarter.

A quality public realm should be established along Boston Manor Road to improve the connection of the London Gateway with Brentford Station and Brentford Town Centre. The Cycle path on Boston Manor Road should be extended to the south and into Brentford Town Centre.

## 6.5 CENTRAL CORRIDOR

The central section of the Great West Corridor is negatively impacted by the elevated M4 and the A4 roads. It currently presents a hostile environment, dominated by traffic, and impacted by noise and pollution. The built environment along the road corridor is fragmented and consists of commercial units, car show rooms, converted factory buildings, terraced housing, vacant plots and new mixed use development. The width of the corridor is relatively narrow in this area and both sides are tightly developed. The Phoenix Trading Park and adjoining car dealerships area is designated as a Locally Significant Industrial Site.

The recent development of Barratt's Great West Quarter has already started to change the character of the central corridor, providing higher density mixed use development with new housing along a quiet street parallel to the A4 including a few local shops.

The relatively few further development opportunities in the corridor which exist are mainly infill or redevelopment sites along the corridor itself, of which the Phoenix Business Park is the largest.

The development objectives for the Central Corridor are:

- To improve the quality of the environment and visual amenity of corridor;
- To improve facilities for walking and cycling including through increasing and improving crossing points; and

- To develop a more consistent building frontage along the corridor that defines the space and enhances the journey experience on the upper and lower road section.

Where new development is proposed adjacent to the corridor, this should primarily be for non-residential commercial uses that can appropriately respond to the noise and pollution impact from the road space. The shape and form of buildings at the front of the corridor should act as a buffer that shelters residential areas to the rear from the adverse impact of the road, especially noise and pollution.

Sheltered sites to the rear of commercial buffering uses could be developed for residential uses where they satisfy environmental and health conditions. To the south and north side of the A4/M4 continuous pedestrian and safe cycling routes should be established to offer quiet 'clean air' routes and an attractive environments for residents.

The Central Corridor is already home to a number of car dealerships, including the award winning Wilkinson Eyre designed Audi showroom. There is an opportunity to bring forward similarly exciting flagship showrooms in the Central Corridor to reinforce this location as a highly visible car dealer cluster and establish it as a visitor destination. Branding this as 'London's Auto Mile' could assist with this ambition. Car servicing and repair should be an integral part of the service offer to ensure these developments serve the

local population and provide a source of local employment.

The clustering of many manufacturers in the area could also result in tangible benefits for the corridor. A renewed corporate drive for green credentials could lead to investment providing real improvements to the image and environmental quality along the A4 and M4, and the provision of new facilities for visitors.

Development of the Phoenix Trading Estate should ensure that trade counter businesses that serve the local area are retained as part of the redevelopment.

A small local centre exists in the Great West Quarter and additional local shops and facilities could be developed along Ealing Road around the junction with the Great West Road where they could benefit from existing footfall. This should be supported by more direct pedestrian crossing facilities over the Great West Road, and an enhanced bus interchange around this junction.

A site on Layton Road is reserved for a primary school to serve future education demand in the area if required.

## 6.6 BRENTFORD STADIUM QUARTER

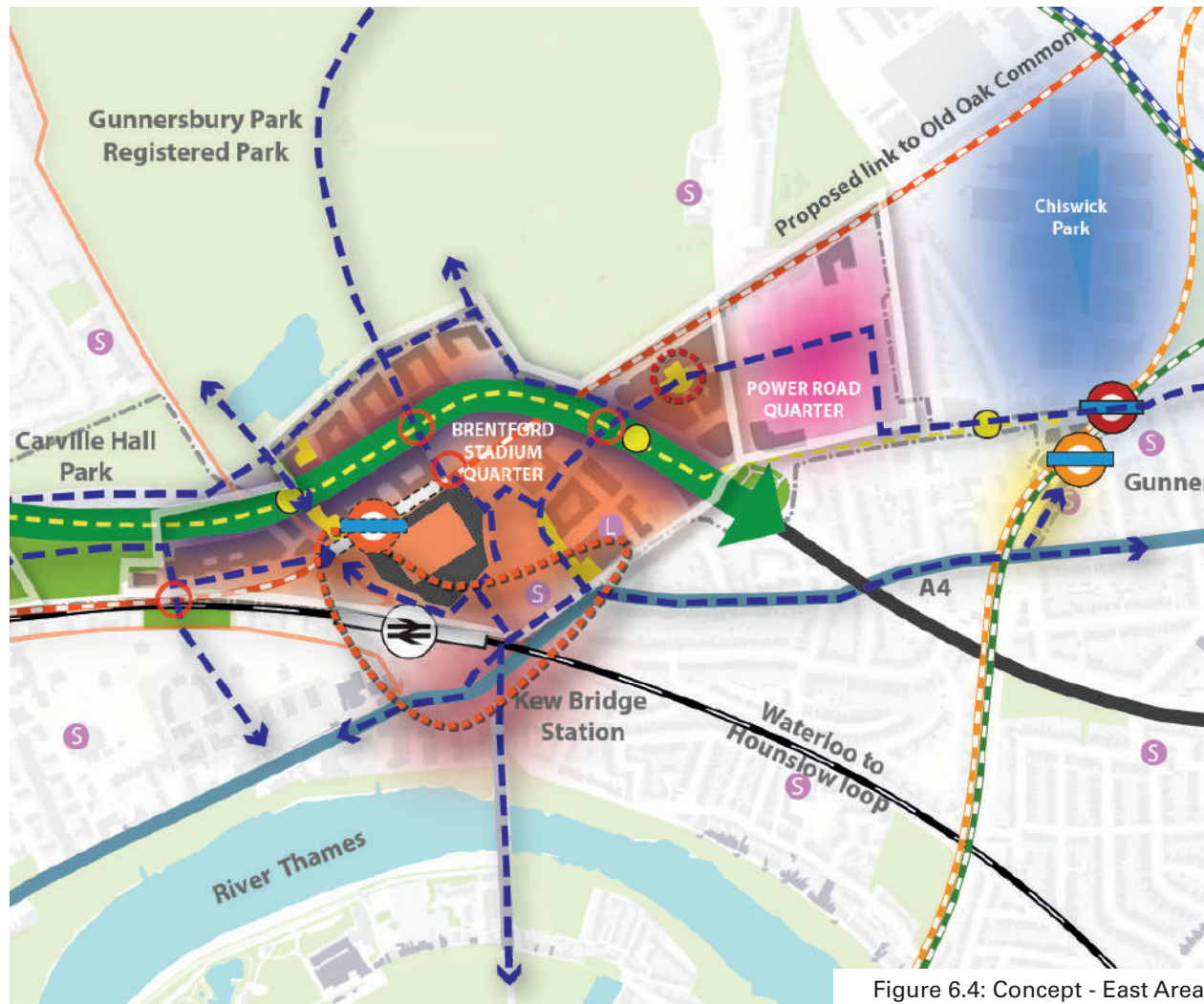


Figure 6.4: Concept - East Area



This part of the Great West Corridor is home to a mix of commercial, office and industrial uses, vacant sites and plots under redevelopment. Parts of the site are designated as a Key Existing Office Location and a Locally Significant Industrial Site. The Great West Road and railway lines divide this area into segregated land parcels that are primarily accessed from the main road corridors and lack connectivity in between plots.

With its large buildings, surface car parks and fragmented structure the area starkly contrasts and detracts from the built-up established residential character of its surroundings. Kew Bridge to the south of the railway line is a local centre characterised by fine grain modest scale Victorian buildings, later additions and new residential riverfront development. It is also home to the London Water and Steam Museum and the striking 60m high Victorian Standpipe Tower. Victorian housing adjoins to the east and Gunnersbury Park sits to the north.

The Brentford Community Stadium, a new 17,250 visitor football and rugby stadium, is currently being built in the railway triangle at Lionel Road, scheduled for opening in autumn 2020. Associated residential development is also taking place around the stadium and expected to deliver over 1,000 homes in a series of mid-rise and taller buildings. Complementary retail and community uses will also be delivered.

The development will bring forward an enhanced public realm along Lionel Road,



Artist illustration of what the Lionel Road Station plaza could look like

a new bridge connection with Capital Interchange Way and a direct entrance to Kew Bridge Station (north platform).

As a visitor destination the stadium will attract thousands of fans on match days and associated residential development will animate and enliven the area. The scheme will improve the general environment and bring a sizable new residential community into the area.

The stadium development will radically redefine this area and laid the foundations for

the development of an exciting new mixed use quarter with an urban character.

With Kew Bridge Station, Brentford Stadium Quarter currently benefits from direct rail access from the Hounslow Loop. The proposed West London Orbital service is planned to provide a new overground link between Hounslow, Old Oak Common, West Hampstead, Hendon and wider rail links, which is expected to serve the area with a new station at Lionel Road in the medium to long term. Land for Lionel Road station must be

safeguarded in the development of 27 Great West Road.

The vision for the Brentford Stadium Quarter area is to transform it into a vibrant mixed use area that provides new homes set in a quality and friendly environment, well linked with surrounding open spaces, the river Thames and the existing centres of Chiswick and Brentford. Employment uses along the A4 corridor will continue to provide economic vitality and also act as a buffer to its residential hinterland.



Brentford Community Stadium proposals

The established concentration of office and industrial uses on the Great West Road should be retained and reinforced. To safeguard the area's employment capacity, no net loss of office or industrial space should be acceptable when sites are redeveloped. However compact development with greater height should enable the re-provision of existing quantities together with the delivery of new homes and other uses.

Employment or commercial buildings should front onto the Great West Road, making the most of access and visibility from the corridor and provide shelter to residential areas to the rear from noise and impact of the road.

Residential development should be located away from the immediate impact of the Great West Road. Development should ensure the quality and livability of residential accommodation and amenity spaces. Given the challenging environment and constrained sites the assessment of proposals should



New public space central to each parcel

specifically consider day-lighting, overshadowing, overlooking, outlook, privacy, noise, and the quality of private and communal amenity spaces.

Active ground floor uses that animate streets and add to the vitality of the quarter are encouraged where they serve the needs of local residents, workers and visitors. Proposed uses should avoid competing with the established local centres and the town centres of Chiswick and Brentford.

The Brentford Fountain Leisure centre is proposed to be re-provided with modern facilities as part of development.

A key objective for development in the Brentford Stadium Quarter is to deliver a high level of permeability, providing connections between neighbouring sites, including with new railway bridges and improved crossings over the A4. The ambition is to create a joined-up, coherent quarter, where people can walk and cycle through quality and enjoyable spaces



Proposed urban scale development

without being affected by the noise and impact of the road corridors and railway lines.

The network of routes should connect with surrounding areas including with Kew Bridge, Wellesley Road, Power Road, Gunnersbury Park, Carville Hall Park and CS9/Brentford High Street. Realising a high quality public realm throughout with continuous connections across barriers will be critical for the future success of the quarter. This includes better crossings of the A4 and it is essential that all new development facilitates pedestrian and cycle links across the area

Brentford Stadium Quarter should provide a number of internal public spaces as part of development. Each space should become a focal point for local activities, and with its design and offer contribute to a strong sense of place.

Public spaces should be sheltered from road noise, have a sunny aspect, offer a range of



Provision of cafes and places to meet

public space amenities, be overlooked by development and animated by active ground floor uses. The strategy envisages three new public spaces:

- **Fountain Square** - a new space on Capital Interchange Way at the intersection with the new route to Brentford Stadium, former Brentford's Fountain could be re-instated in this space;
- **Lionel Road Station Plaza** - a new space outside the proposed station that will create a welcoming gateway into the area; and,
- **Gunnersbury Square** - a new public space in the heart of the B&Q site development, on the route from Capital Interchange Way to Power Road, and with the potential future connection into Gunnersbury Cemetery. The site is currently isolated and development must ensure it is fully integrated into the rest of the area

## 6.7 POWER ROAD

Power Road is a diverse employment area with a mix of car related businesses, light industrial uses and office conversions for creative industries, such as the Power Road Studios and The Light Box.

While located within the study area, the area feels more part of Chiswick than the Great West Corridor. This is due to the good accessibility from Chiswick High Street and Gunnersbury Station, and the visual and physical barrier of the M4 and Chiswick Roundabout.

There is an opportunity for Power Road to intensify and incrementally to consolidate its creative industries offer with conversions and new development. The area should in particular strengthen its role as a cluster for the creative industries, providing affordable office and workspace for smaller companies in the digital and media industries to satisfy local demand and to complement the Grade A office offer at Chiswick Park nearby.

The reuse and repurposing of older industrial stock is preferred to comprehensive new development as this will retain and enhance the industrious character and creative feel of the area. An improved public realm, the location of car parking to the rear of buildings out of view, the establishment of pocket spaces, provision of a cafe and lunch food offer, public art and meanwhile uses, all could play a part in making this a truly special and attractive SME employment hub.

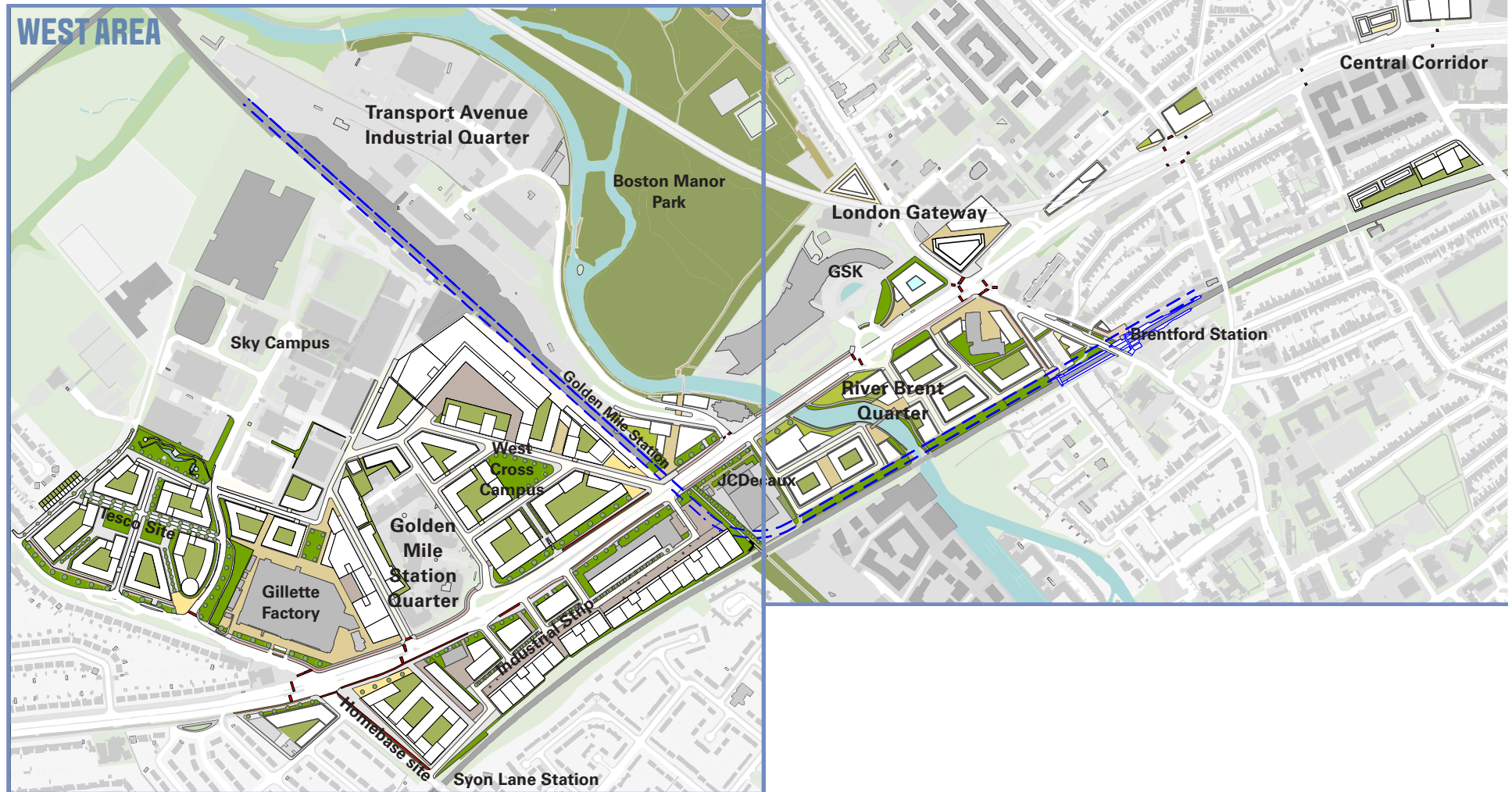


Potential for new office buildings

Given high residential values in the area there might be considerable pressure from developers to seek conversions for residential uses or similar. This should be resisted to prevent a loss of employment space and its affordability.

# 7.0 MASTERPLAN FRAMEWORK

Figure 7.1: Illustrative Masterplan





### 7.1 ILLUSTRATIVE MASTERPLAN

Based on the strategic concept an illustrative masterplan was prepared for the Great West Road corridor.

The illustrative masterplan illustrates how the proposed development principles could be implemented on a site-by-site basis to form a coherent development response that delivers the Great West Corridor Vision.

The illustrative masterplan was also used to test typological solutions, the form, massing and height of development, principal access arrangements and connectivity improvements, and to establish the capacity of development sites.

Given the length of the corridor the study area was sub-divided into three sub-areas, which are presented separately, as follows:

- 1/ WEST AREA:** the Golden Mile Station Quarter and the Transport Avenue Industrial Quarter
- 2/ CENTRAL AREA:** the River Brent Quarter, the London Gateway and the Central Corridor
- 3/ EAST AREA:** Brentford Stadium Quarter and Power Road



Figure 7.2: 3d model of the illustrative masterplan

## 7.1.1 DEVELOPMENT CAPACITY

The illustrative masterplan was used to establish development capacities of identified development sites.

This shows that the corridor has the potential to deliver the following new development.

- 8,287 number of new homes;
- 147,519 sqm office floor space;
- 246,820 sqm industrial space; and
- 24,667 sqm retail space.

It is estimated that the development could deliver 11,709 number of jobs within the proposed new development (note that this excludes SKY, which will deliver significant number of new jobs).

Note, that development capacities are for new development and not net-additional space, as floor space quantum of existing office, industrial or retail uses was not available to this study.

A breakdown of development capacity by the three areas, West, Central and East, is included in the adjacent table.

Table: Development capacity of illustrative masterplan

WEST AREA										
Areas	Total Residential GIA	Total number Residential units	Total non-Residential GIA	Retail (GIA m2)	Office (GIA m2)	Light Industrial/ Workspace (GIA m2)	General Industrial / Distribution (GIA m2)	Residential Institutions / Hotels (GIA m2)	Leisure/ Sui Genesis (GIA m2)	Structured Parking (GIA m2)
Tesco	95,619	1,034	10,795	549	0	0	0	0	0	10,246
Gillette Creative Hub (including re-use of the Gillette factory building)	22,932	249	56,138	1,057	0	24,446	28,296	0	0	2,339
West Cross Campus	165,971	1,802	69,247	1,816	0	15,871	39,201	0	0	12,359
Homebase	34,349	373	20,624	8,651	2,035	251	0	0	0	9,688
Other West Area Sites	26,252	285	87,186	230	0	52,016	34,033	0	0	906
<b>TOTAL</b>	<b>345,123</b>	<b>3,743</b>	<b>243,989</b>	<b>12,302</b>	<b>2,035</b>	<b>92,584</b>	<b>101,531</b>	<b>0</b>	<b>0</b>	<b>35,537</b>
CENTRAL AREA										
Areas	Total Residential GIA	Total number Residential units	Total non-Residential GIA	Retail (GIA m2)	Office (GIA m2)	Light Industrial/ Workspace (GIA m2)	General Industrial / Distribution (GIA m2)	Residential Institutions / Hotels (GIA m2)	Leisure/ Sui Genesis (GIA m2)	Structured Parking (GIA m2)
Brent River Quarter	72,420	786	34,069	900	27,436	0	0	0	0	5,733
London Gateway	8,791	95	71,117	4,964	54,832	0	2,515	0	0	8,807
Central Corridor	28,837	313	35,345	0	0	7,430	19,660	0	6,099	2,157
<b>TOTAL</b>	<b>110,048</b>	<b>1,195</b>	<b>140,531</b>	<b>5,863</b>	<b>82,268</b>	<b>7,430</b>	<b>22,175</b>	<b>0</b>	<b>6,099</b>	<b>16,696</b>
EAST										
Areas	Total Residential GIA	Total number Residential units	Total non-Residential GIA	Retail (GIA m2)	Office (GIA m2)	Light Industrial/ Workspace (GIA m2)	General Industrial / Distribution (GIA m2)	Residential Institutions / Hotels (GIA m2)	Leisure/ Sui Genesis (GIA m2)	Structured Parking (GIA m2)
Brentford Stadium Quarter	297,438	3,229	144,851	5,567	61,982	6,134	6,603	14,027	35,590	14,950
Power Road	0	0	10,365	0	0	10,365	0	0	0	0
Gunnersbury Station (infill)	11,779	120	2,351	935	1,234	0	0	0	160	23
<b>TOTAL</b>	<b>309,217</b>	<b>3,349</b>	<b>157,567</b>	<b>6,502</b>	<b>63,215</b>	<b>16,499</b>	<b>6,603</b>	<b>14,027</b>	<b>35,749</b>	<b>14,973</b>
GREAT WEST CORRIDOR										
<b>TOTAL</b>	<b>764,388</b>	<b>8,287</b>	<b>542,088</b>	<b>24,667</b>	<b>147,519</b>	<b>116,513</b>	<b>130,308</b>	<b>14,027</b>	<b>41,848</b>	<b>67,206</b>

## 7.2 LAND USES

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### 7.2.1 LAND USE STRATEGY

A large number of industrial sites within the Great West Corridor comprise of single storey industrial or big box retail sheds with associated surface storage and car parking areas. Generally they make inefficient use of land and as such offer opportunities for intensification. Many are designated as Locally Significant Industrial Site (LSIS) or Strategic Industrial Location (SIL) - Preferred Industrial Location. Similarly, many office buildings are surrounded by surface car parks and could make more efficient use of land.

The Draft London Plan encourages Local Authorities to intensify SILS by making more efficient use of land as well as to explore the co-location of industrial uses with other compatible uses including residential uses. The proposed designation as an opportunity area requires the delivery of 14,000 jobs in the area.

One principal aim for the corridor is to strengthen its function as an economic driver for Hounslow and important business and employment hub. It needs to retain and enhance its light industrial capacity, but also to reinvigorate its office market and to attract sectoral businesses that can benefit from co-location with the Sky or GSK anchors in the corridor. This may include digital, media, broadcasting, film and creative sector businesses, as well as professional services and knowledge-based industries. It will require the provision of a range of spaces, including

traditional office spaces, managed offices and workspaces, light industrial, workshop and hybrid spaces, and conventional industrial units. Generating interest from higher value businesses and stimulating productivity and innovation will require attractive environments with facilities and amenities for the workforce and good public transport accessibility.

#### **Office Cluster Enhancement**

To strengthen the two office locations, London Gateway and Brentford Station Quarter, it is proposed to significantly enhance their appearance and image, and to provide better facilities for their workforce. This should include the improvement of the quality of the public realm, the establishment of urban hubs nearby with a mix of food, convenience and leisure uses, and a coherent place branding strategy.

#### **Industrial intensification**

In some of the industrial areas including Transport Avenue area, the Industrial Strip and Power Road the intensification of industrial floor space is encouraged. Intensification of existing industrial areas should be delivered through infill development or the redevelopment of single storey or inefficient buildings with modern, flexible and stacked industrial units. To protect the industrial character, affordability and unique business ecology the introduction of non-employment uses should be resisted.

#### **Industrial co-location with other uses**

In the West Cross Campus area, on the Gillette Factory site and the Phoenix Business Park it is proposed to concentrate industrial and light industrial floor space on specific parts of each site, while redeveloping the remainder of the site with a mix of residential and other uses. The clustering of industrial activity takes the form of industrial yards with stacked industrial and light industrial accommodation, accessed by ramps or goods lifts. This concentration aims to create a sense of industrial life, support innovation and the clustering of smaller businesses in similar sectors. Industrial developments should be wrapped with other developments to integrate well into the wider area. Redevelopment of industrial floorspace should lead to a net-gain of employment in terms of floor space and employment numbers.

#### **Car dealership cluster**

Another strand of the strategy is the promotion of the expansion of the existing car dealership cluster along the Great West Corridor. Car dealers benefit from the visual exposure on the M4 and A4 and the general accessibility of the area. A car dealer cluster can create a new visitor destination, bring footfall into the wider area and contribute to the image and identity of the corridor. Dealerships should also provide on-site car servicing and repair to generate and support local employment.

## **New Homes**

A significant number of new homes are planned to be built in the Great West Corridor. Delivering new homes is important to cater for Hounslow's and London's housing need. Residential development in close proximity to employment areas deliver more sustainable land use pattern and supports the provision of facilities and amenities that are essential for modern employment uses.

New residential quarters should create a healthy and livable environment. They should be inclusive and provide a mix of unit sizes and tenures including affordable housing.

Residential development should join up with existing residential areas or be of a sufficient size to create a comprehensive residential environment with its own facilities and open spaces. Isolated residential pocket developments amidst employment or other uses should not be permitted. Proposed new residential quarters are the Great West Campus, the Tesco development, Brent River Quarter, and Brentford Stadium Quarter.

Residential uses should only be provided in locations where they are adequately protected from noise, air and light pollution and where a healthy and quality living environment indoors as well as outdoors can be guaranteed.

Residential uses are generally not considered appropriate where they front directly onto the M4 corridor. Normally a non-residential buffer development should be provided between the A4/M4 corridor and residential use to provide shelter from noise and pollution. The case for residential uses in the upper floors of taller buildings on the corridor could be explored if

suitable mitigation measures are applied and meet the relevant legislative requirements in respect of air and noise pollution for residential accommodation and internal and external amenity spaces.

Development should have full regard to the Agent of Change Principle established in the Draft London Plan that places the responsibility for mitigating the impact of noise and other externalities of existing uses firmly on the new development. This means that the design of new development needs to appropriately mitigate future residents from impacts of existing noise-generating uses, thereby protecting existing users and future residents.

## **Local centres**

The masterplan proposes the creation of new local centres (Golden Mile Station, Syon Lane Station) and the reinforcement of existing local centres (Brentford Station, Ealing Road, Kew Bridge) to serve new residents and workers. These should provide local retail, food and leisure uses for their local catchment. Local centres should not compete with or undermine the vitality of existing town centres in Brentford, Chiswick and Ealing nearby. New large scale retail development is not permitted outside of existing town centres apart from where part of a site allocation.

## **Creative Industries Clusters**

The Creative Enterprise Zone programme was created to support creative industry clusters. In 2020, the Great West Corridor Market Study and Creative Industry Strategy for the Creative Enterprise Zone initial baseline research found that there is a clustering of creative businesses along the Great West Road, with strong

concentrations around Brentford station, around the Sky campus and around Gillette Corner. Clusters of creative activity across the Great West Corridor that exist and are to be supported, include:

- Advertising & Marketing: primarily clustered around two main areas; a cluster of activity around JCDcaux on Great West Road and around the University of West London Brentford site.
- Architecture: a relatively sparse distribution across the Great West Corridor, with some small clustering around the University of West London Brentford site.
- Crafts: a relatively sparse distribution across the Great West Corridor.
- Design: a relatively sparse distribution across the Great West Corridor.
- Film, TV, Video, Radio & Photography: two large clusters of activity, with other activity across the Corridor. Two main clusters are around the Sky Campus and north of Kew Bridge station (close to the SEGA and Dell headquarters).
- IT, Software & Computer Services: activity all over the Corridor, with a number of clusters centred along Great West Road.
- Museums, Galleries & Libraries: a relatively sparse distribution across the Great West Corridor.
- Music, Performing & Visual Arts: concentration around Brentford and the University of West London Brentford site.
- Publishing: strong clustering of activity to the North of Kew Bridge station.

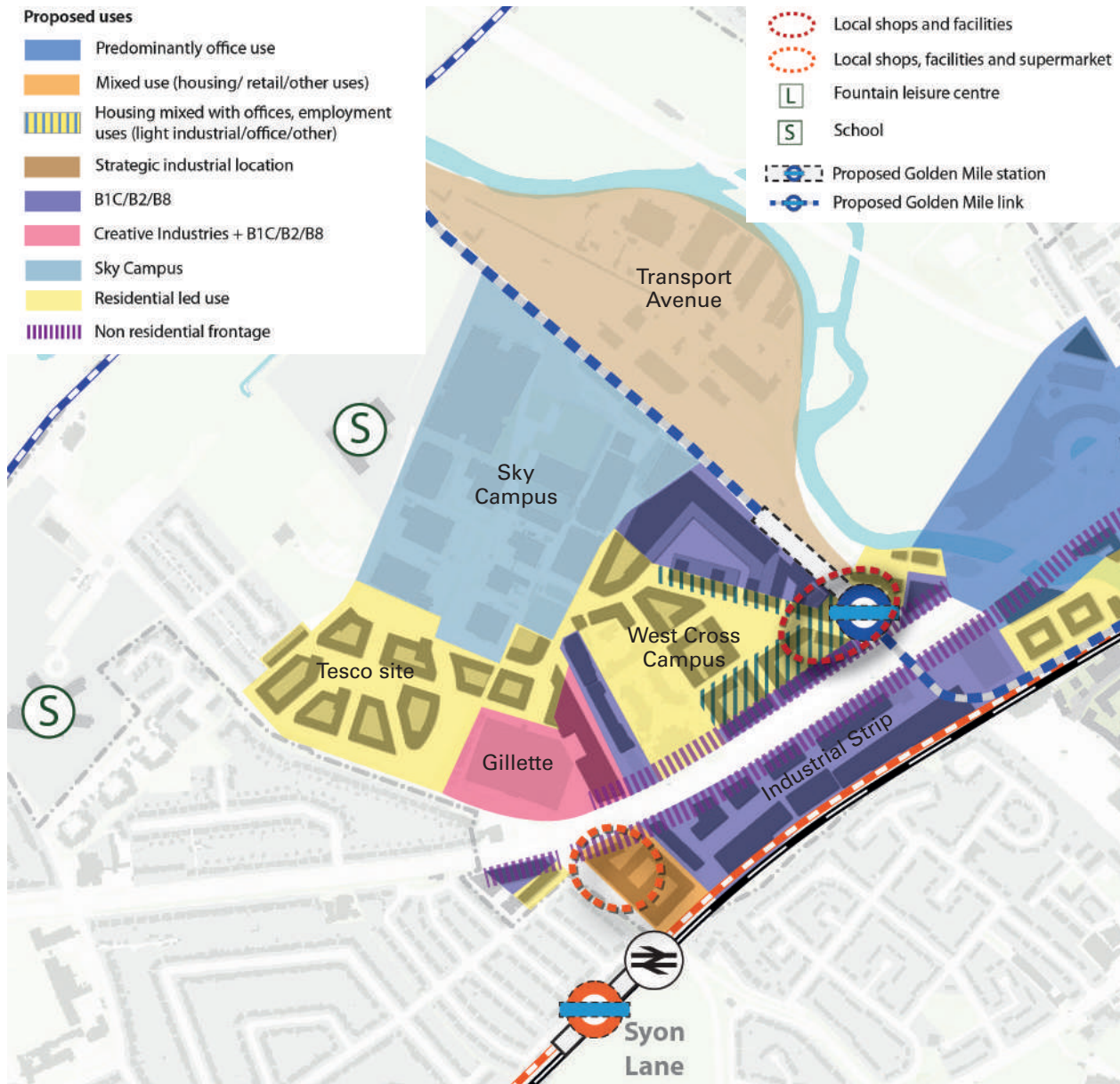


Figure 7.3: Proposed land uses (West Area)

## 7.2.2 WEST AREA

Proposed land uses are indicated in Figure 7.3.

Recommendations for land uses in the West Area for respective sub-areas are outlined below:

### Sky

- Sky Digital Media Campus is of strategic employment importance for the area and serves as a key anchor in the TV triangle;
- Development to strengthen its employment role, the success of its broadcasting business (with the uses that must entail) and, where possible, support smaller businesses in its supply chain.

### West Cross Campus

- Major opportunity for industrial transformation and intensification to take forward the Mayors policy for industrial intensification and co-location with residential uses (Policy E7, New London Plan);
- Concentrate industrial spaces in specific locations situated against the railway and along the Great West Corridor (see also 7.2.6 on industrial intensification);
- Introduce residential and mixed use development on the remaining sites (excluding fronting directly onto the Great West Road);
- Ground floors throughout the campus to provide compatible employment spaces, such as small offices, workshops and

showrooms, where they can contribute to animation and a positive street scene;

- Establish a local centre around the Golden Mile Station adjacent to the Great West Road to provide convenience, restaurant, leisure, community and health facilities to serve the local resident and employment population and to stimulate urban life;
- Introducing other uses into this area will require a redefinition of the strategic employment designation of the area.

### **Gillette Creative Hub**

- Re-use Gillette Factory as hub for creative, film and broadcasting businesses;
- Complement with limited other uses such as convenience and niche retail, restaurant, leisure and cultural uses that support the creative environment and character;
- May include residential use to support the creative activity and if necessary to deliver the creative employment provision;
- Flexible approach towards meanwhile use of the building and hub to support the curation and establishment of the Creative Hub.

### **Homebase**

- Redevelop the homebase site with a new compact superstore and ancillary retail with structured parking;
- Intensify the site with residential uses above the superstore and along Syon Lane and towards the railway line;
- Provide non-residential uses towards the Great West Corridor.

### **Tesco**

- Move the Tesco store to the Homebase site and redevelop the entire site as a residential quarter with a mix of unit sizes and tenures;
- Provide social infrastructure such as a nursery, community facility and ancillary local retail space at the corner of Grant Way with Syon Lane.

### **Industrial Strip**

- Promote industrial intensification through redevelopment of low intensity premises with stacked industrial floor space. Protect industrial area and extend existing employment designation up to (but excluding) the Homebase site;
- Non-employment uses are not permitted;

### **Transport Avenue**

- Retention as a cluster of heavy industrial use, specifically those that rely on the freight rail access and serve the sub-region;
- Limited to industrial uses, while allowing limited convenience / lunch / cafe provision to support employees and visitors.

### **Redevelopment of existing employment sites**

Where existing businesses in the West are affected by development, they should be offered a realistic opportunity to remain in the area, relocating them as part of a phased approach to development.

There should be no net-loss of employment space within the area but that employment provision, in terms of space and job numbers, should be increased. The type and affordability of spaces should support the needs of small businesses, especially in the creative industries, urban servicing, production, utility, distribution and storage, which are essential parts of the industrial economy in London.

### **Golden Mile Rail Link Safeguarding**

Development needs to safeguard space for the Golden Mile station and the alignment of a potential future extension of the rail link to Brentford Station.

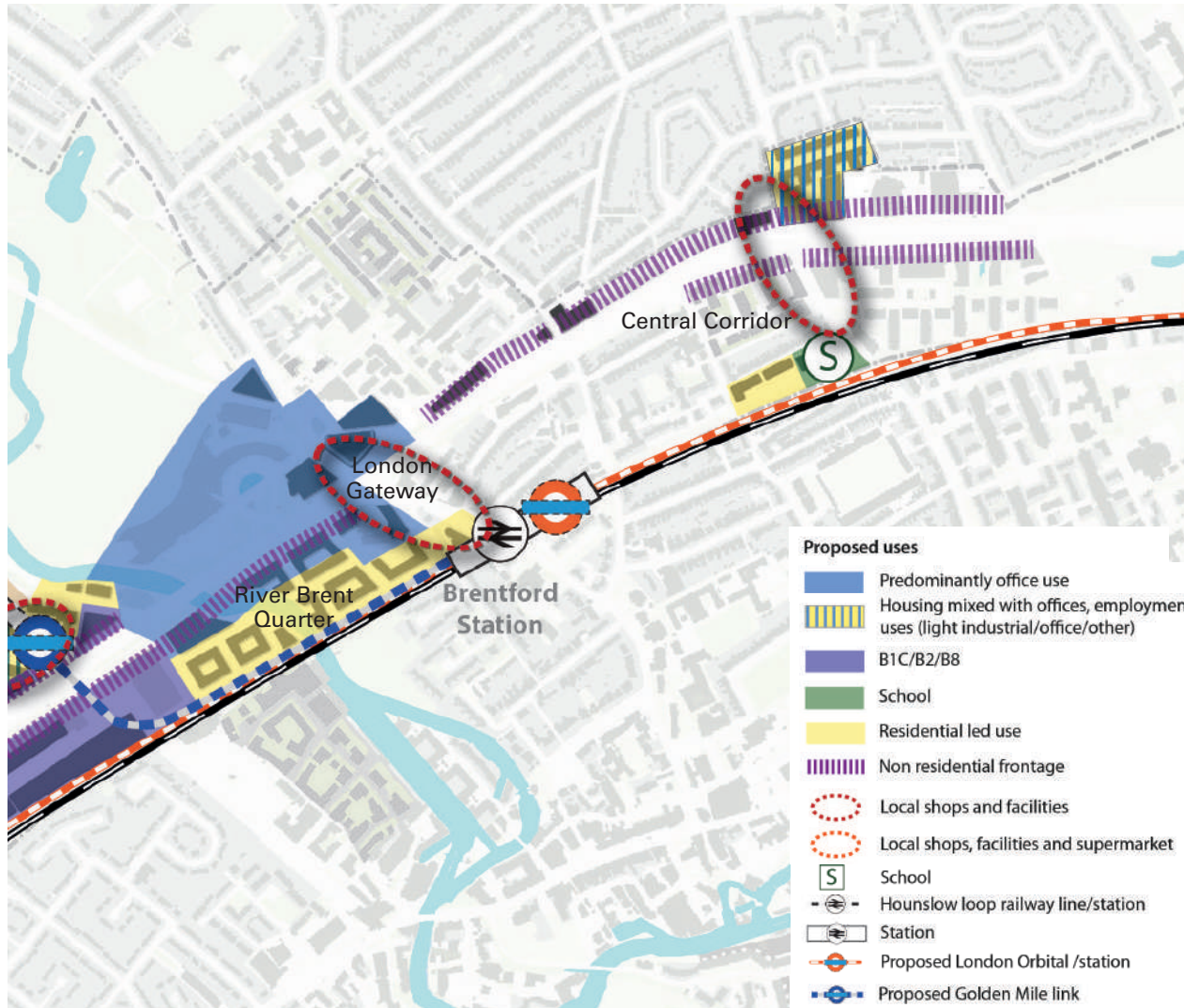


Figure 7.4: Proposed land uses (Central Area)

## 7.2.3 CENTRAL AREA

Proposed uses are indicated in Figure 7.4.

Recommendations for land uses in the Central Area are outlined below:

### London Gateway

- Intensify office provision and establish an office quarter with a strong identity at the intersection with Boston Manor Road;
- Provision of Grade A office buildings with single or multiple occupancy, as well as serviced office space with potential to accommodate research and development, life sciences, engineering, and professional services;
- Part of the office accommodation could be used to expand GSK, to attract related businesses, or to accommodate spin-offs and start-ups;
- Support and reinforce the local centre function around Brentford Station, and extend this along Boston Manor Road into the heart of the London Gateway. Local centre to provide convenience retail, restaurants and leisure uses to support local residents and office employees, and deliver a sense of urbanity.

### **River Brent Quarter**

- To reprovide existing office floor space in high quality office buildings along the Great West Corridor to form part of London Gateway Hub;
- Development of the remainder of site as a residential quarter, providing a liveable environment and a mix of unit sizes, including for families;
- Ground floor uses along the internal connecting route to include spaces for local employment such as small office units, live-work units or spaces for health or community uses;
- Provide opportunity for a cafe on the River Brent bridge crossing as a focus and to provide animation to the open space.

### **Central Corridor**

- Locate employment / light industrial or commercial uses along the Great West Road where they are highly visible and easily accessible, and where buildings can help to shelter the residential hinterland from the impact of the Great West Road;
- Strengthen the position of the Central Corridor as a car dealership cluster and destination and promote the development of flagship stores along the Central Corridor. Car dealers to provide car servicing and repair facilities on site to support local employment;
- Where industrial units or other employment uses are affected by redevelopment, offer realistic relocation opportunities on site or nearby to support the continuity of their business and employment in the area;
- New development to support the local centre on Ealing Road / Great West Quarter, and where appropriate provide additional small scale retail space for local shops and restaurants;
- Promote residential development on infill sites where they can contribute to the existing residential character and livability of the area;
- A school expansion site is safeguarded on Layton Road that could help serve additional demand in the area from residential development.

### **New Homes in the Central Area**

Opportunities to provide more housing are generally encouraged in the Central Area. However, residential uses, including student housing, are generally not acceptable fronting directly onto the Great West Road. Residential uses should only be provided in locations where they are adequately protected from noise, air and light pollution, where a quality living environment, indoors as well as outdoors, can be ensured, and where they do not undermine existing or future employment uses.

### **Golden Mile Rail Link Safeguarding**

Development in the Brent River Quarter needs to safeguard space for the Golden Mile station and the alignment of a potential future extension of the rail link to Brentford Station.

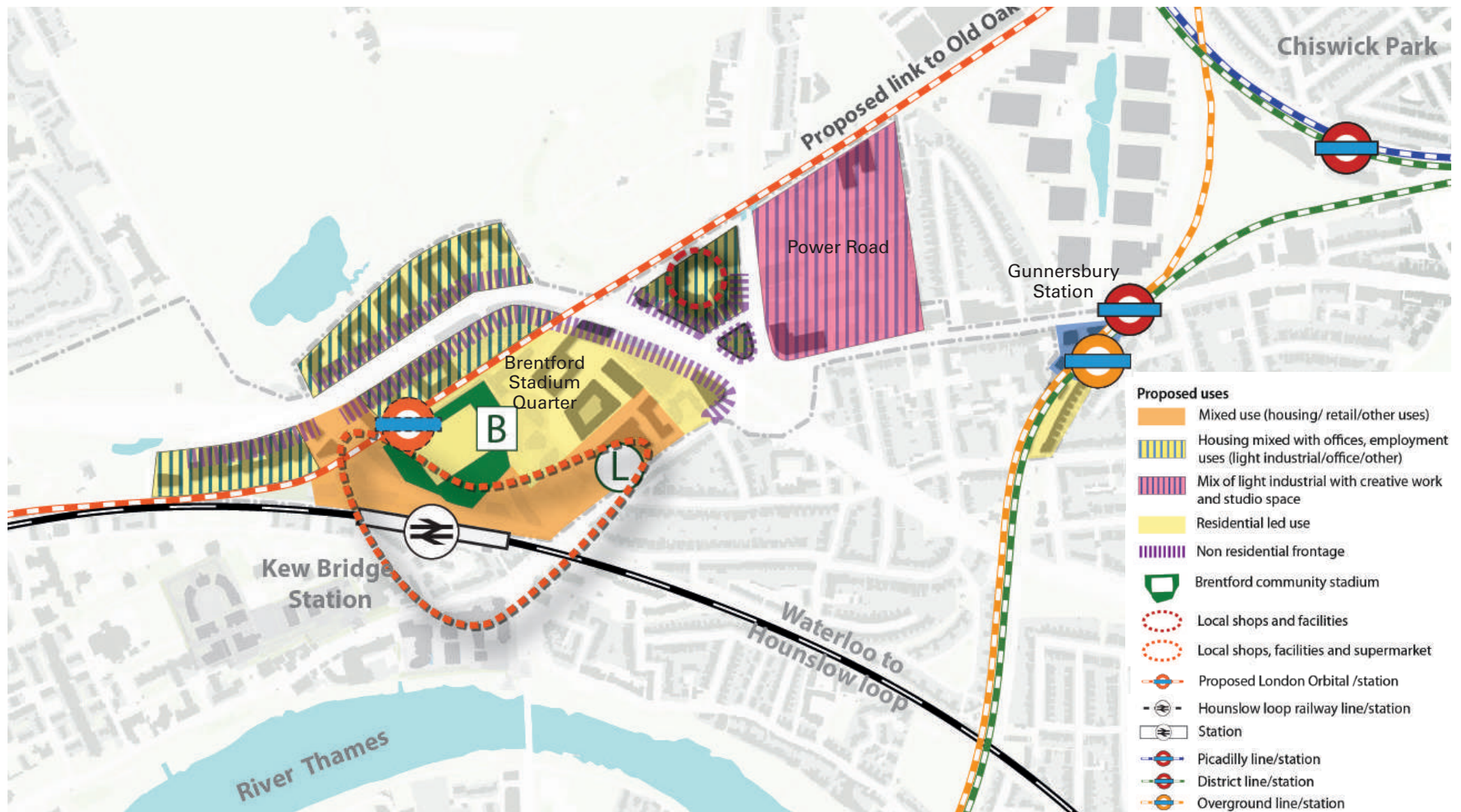


Figure 7.5: Proposed land uses (East Area)

## 7.2.5 EAST AREA

Proposed uses are indicated in Figure 7.5.

Recommendations for land uses in the East Area are outlined below:

### **Brentford Stadium Quarter**

- Significant intensification of the area with a mix of employment and residential uses;
- Concentration of office developments along the Great West Road corridor to support the existing office cluster in the Brentford Stadium Quarter, where it can benefit from visibility from the M4 / A4 and direct access from the proposed Lionel Road Station;
- Intensification of industrial or big box retail uses, re-providing employment spaces in more compact formats mixed with other appropriate uses. This could include light industrial uses, workshops, car dealerships and repair centres;
- Employment development should generally be located along the main road corridors to provide shelter to residential areas behind from traffic noise, pollution and visual impact of the corridor;
- Where existing employment sites are redeveloped, the new development should deliver at least the same net-area of the same type of employment floor space or job numbers (whichever is the greater) to support the continued employment role of this area;

- Optimise the use of sites for residential uses with a mix of tenures and unit sizes, including families, while ensuring the delivery of quality housing and livable environments;
- Kew Bridge local centre extends into the Stadium Quarter along Lionel Road and Chiswick High Road (West) up to the proposed new Lionel Road Station, providing active ground floor uses with local retail, restaurant, leisure and community facilities that animate the area and serve local residents, workers and visitors. A local centre provision is also included on the B&Q site;
- The quarter should include provision of community infrastructure, such as a health centre, nursery, social and cultural facilities, to meet identified local need. Should the Brentford Fountain Leisure Centre site be redeveloped, the leisure centre should be re-provided.
- The Council should establish if schools in the catchment have sufficient capacity to accommodate additional children from the new development, and require developers to contribute to any capacity enhancements necessary to appropriately serve new residents;
- Operation of the 17,250 seat Brentford Community Stadium will bring significant visitor numbers into the area. The design

and management of the quarter and residential development should minimise impact and nuisance generated by the stadium, its activities and visitor crowds on the amenity of residents.

### **Power Road**

- Strengthen Power Road as an employment hub in the Creative Enterprise Zone with new development providing affordable offices and workspaces especially for micro businesses and SME's from creative industries' sectors;
- Support provision of ancillary uses, such as print shops, cafeterias, bars and cultural venues that support creative businesses and identity of this area;
- Non-employment uses should not be permitted in the Power Road area to protect the unique business environment and affordability of the area.

### **Gunnelsbury Station**

- Significantly enhance access and capacity of the station, and explore the opening of a secondary entrance from Wellesley Road to cater for more direct access to the Brentford Stadium Quarter;
- Intensification of site curtilage for offices, residential and complementing uses.

## 7.2.6 INDUSTRIAL INTENSIFICATION AND CO-LOCATION

The intensification of light industrial uses and the co-location with residential uses that is promoted by the New London Plan is a relatively new territory that requires pioneering new design approaches.

The main principle of industrial intensification is the stacking of industrial floor space, generally providing larger spaces at the ground floor and smaller units above.

Providing more compact industrial floor space will require the sharing of access, servicing and parking arrangements. Larger spaces that rely on frequent deliveries and access by HGVs should be accommodated at the ground floor, while units in the upper floors would be expected to have less frequent delivery requirements. They may have direct front door access for smaller lorries and vans via a ramp, or are accessible via a goods lift and corridors that can be used by a forklift.

Provision of parking space comes at a premium and should only be provided for visitors and vehicles associated with the business. Workers would generally be expected to use public transport.

Industrial development should be organised around managed shared yard spaces (or streets) which accommodate service and delivery access, visitor parking and the front door to the development. These create an internal central focus and can contribute to

the establishment of vibrant industrial life, encourage the clustering of businesses and foster entrepreneurship.

Co-location with residential uses requires careful consideration on how both functions can be accommodated without affecting their respective purpose and qualities. Residential uses will need to be effectively protected from the impact of businesses on the quality, amenity and safety of homes and outdoor spaces. This may include impacts from noise, vibration, odours, light pollution, fire and other safety hazards.

Businesses often operate 24 hours and the impact of delivery and servicing access on the residential environment will also need consideration. As far as possible residential and industrial access arrangements should be separated. Dedicated access routes from the strategic road network to industrial development should be provided away from residential development to protect the residential amenity.

It is beyond the scope of this study to develop fully tested prototypes for industrial intensification and co-location. Nevertheless, this study develops three principal design approaches that could be explored by development within the area targeted for intensification, which are presented on the following pages.

Industrial intensification and co-location is an emerging field which needs pioneering developments to act as examples. It is not limited to one market sector and may be attractive to a range of industries and services. Developers must work closely with the council to understand local needs and market conditions, and identify the optimal mix and design solution for a particular site.

A number of recent publications provide further literature on this topic:

GLA Industrial Intensification Primer (<https://www.london.gov.uk/sites/default/files/industrialintensificationprimer.pdf>)

GVA Places That Work (<https://www.gva.co.uk/media/38522/places-that-work-summer-2018-web.pdf>)

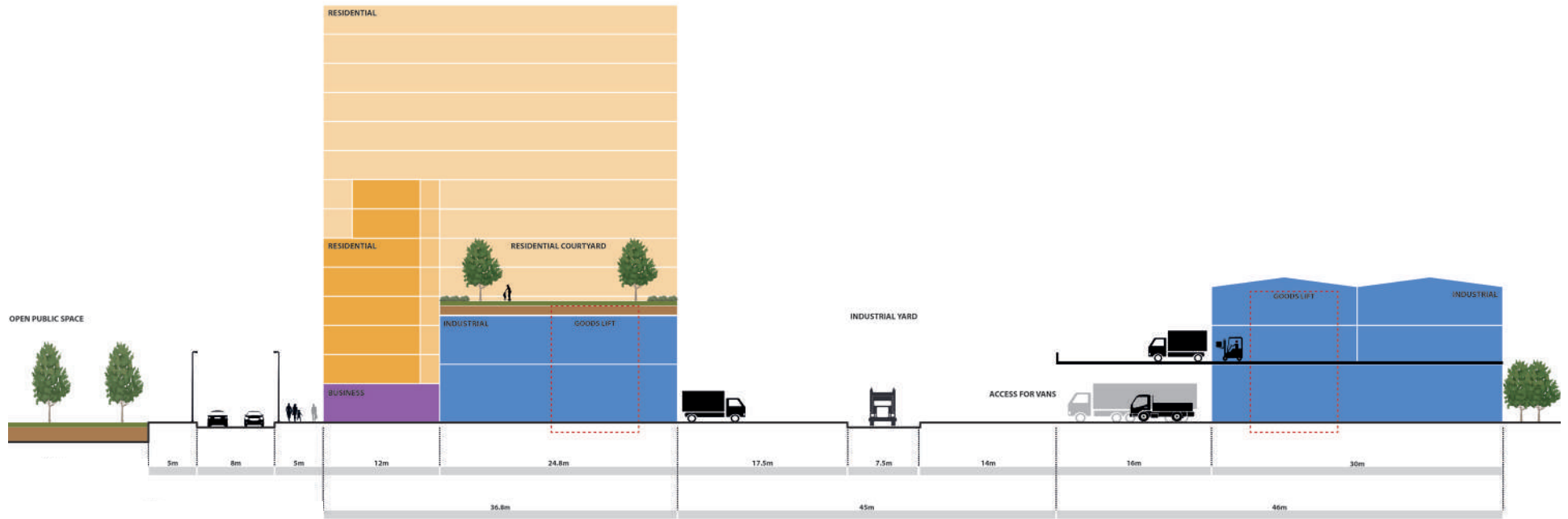


Figure 7.6: Hybrid design approach cross section

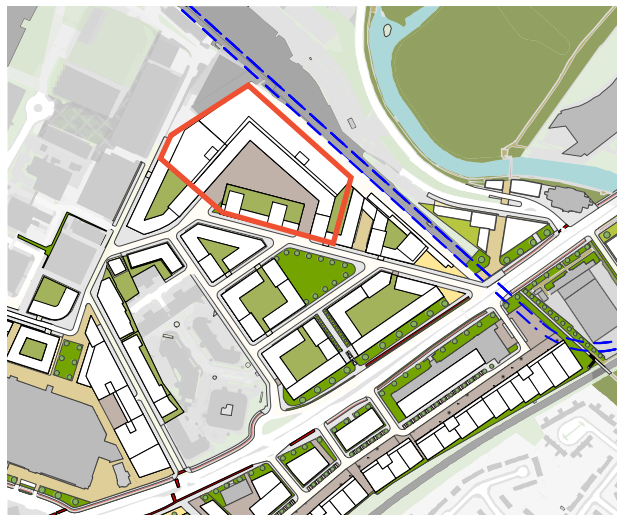


Figure 7.7: Site boundary

## DESIGN APPROACH 1: THE HYBRID

### Location: West Cross Campus

- Development set against the Golden Mile Link rail line;
- Industrial yard with servicing and parking providing access to a stacked industrial development to the back and a mix of light industrial and residential uses to the front;
- **Back:** Larger industrial / distribution warehouses at ground floor; two floors of medium / smaller sized units above; ramp access for smaller trucks and vans to a deck above ground floor to serve upper floor units; goods lift to serve first and second floor;
- **Front:** Business units at the ground floor fronting the street with residential accommodation above;
- Two floors of stacked industrial units to rear, served by goods lift;
- Perpendicular larger blocks overlooking communal courtyards above industrial units; green visual screen to mask outlook from communal space onto the industrial area.

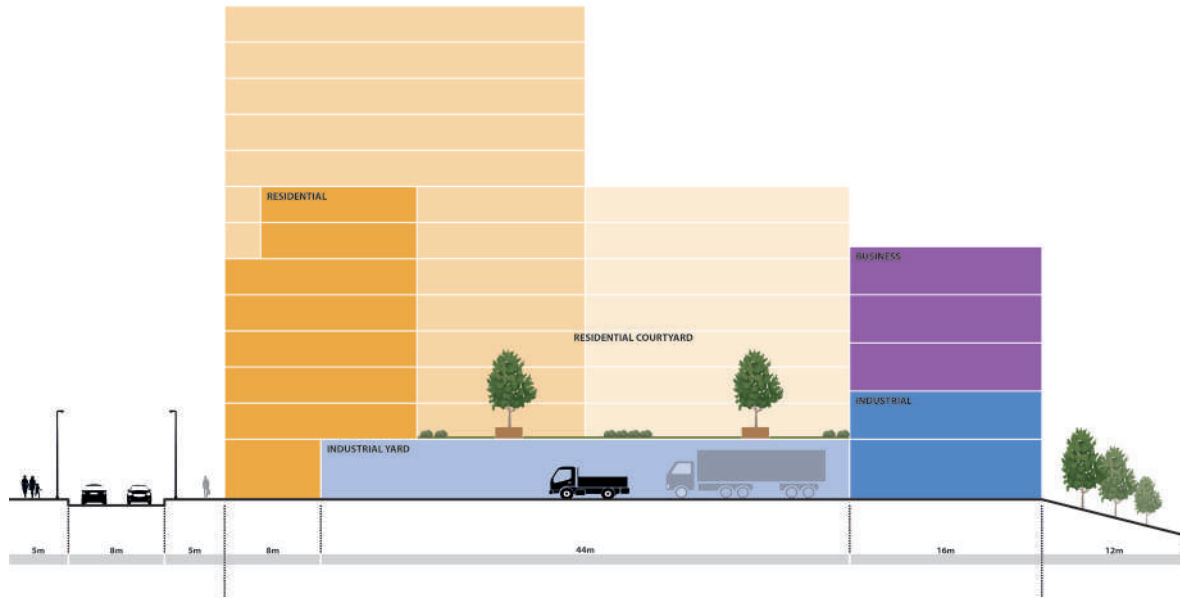


Figure 7.8: The Decked Yard design approach cross section

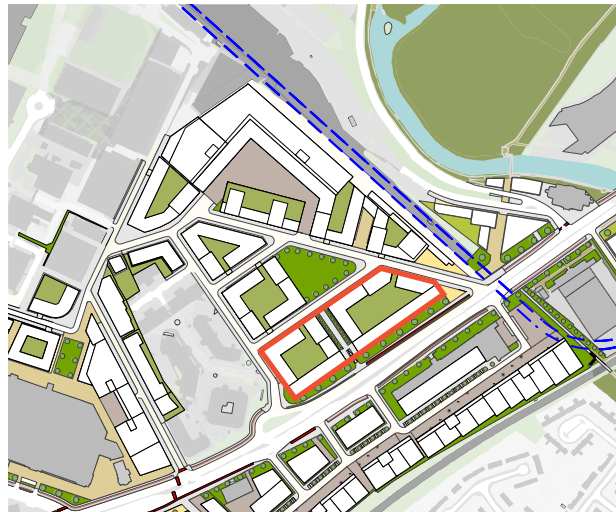


Figure 7.9: Site boundary

## DESIGN APPROACH 2: THE DECKED YARD

**Location:** West Cross Campus

- Industrial development to form the buffer between the Great West Corridor and the residential quarter;
- Provide decked industrial yard for access, servicing and storage with residential courtyard above;
- Residential development located around and overlooking the residential courtyard;
- **South:** Multi-storey industrial and light industrial workspace buildings with ground floor servicing from industrial yard and goods lift access;
- **North:** Residential block to front onto street space, interspersed by larger residential blocks, overlooking communal outdoor spaces which sit above industrial yard. Residential maisonettes providing a positive street interface;

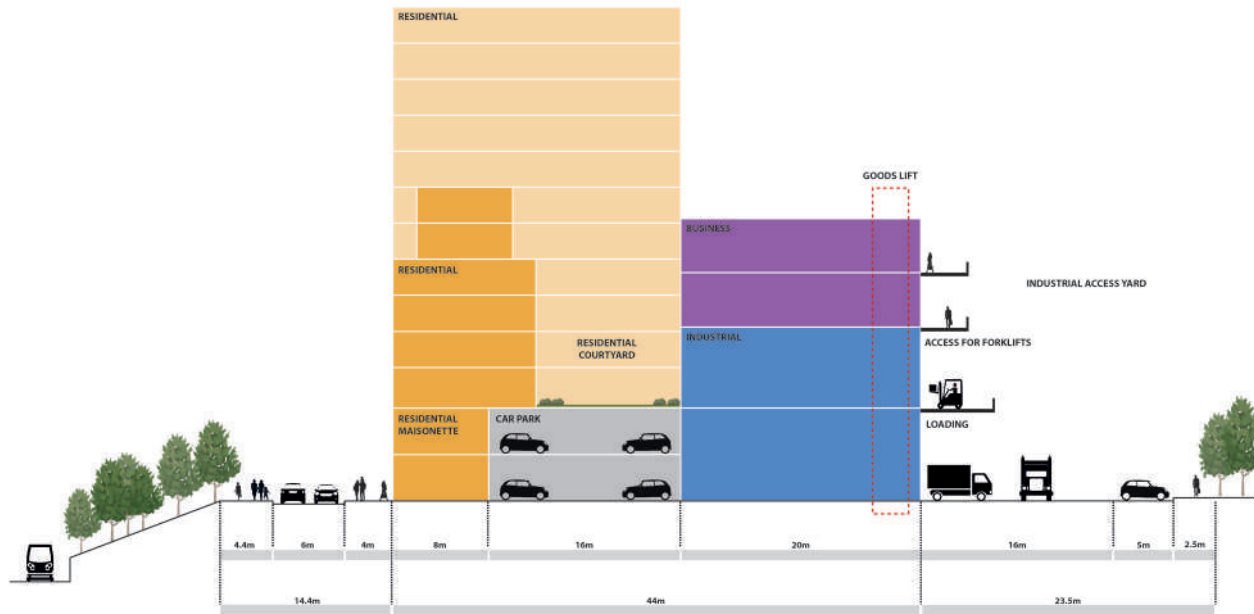


Figure 7.10: Back to Back design approach cross section

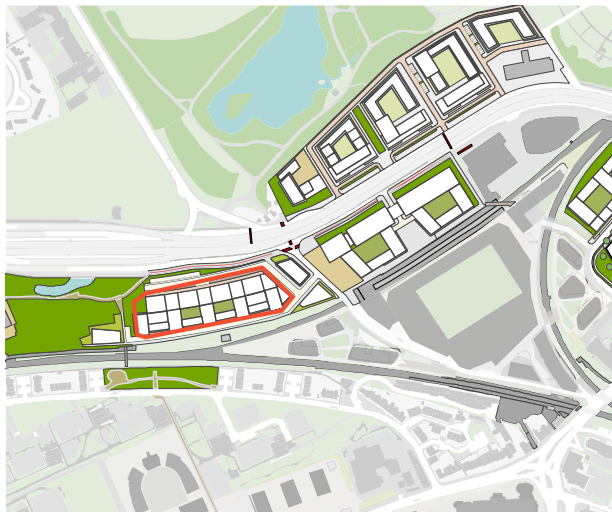


Figure 7.11: Site boundary

### DESIGN APPROACH 3: BACK-TO-BACK

**Location:** Kew Bridge Distribution Centre

- Development between the A4/M4 and the railway line;
- Clear horizontal separation between industrial and residential uses;
- **North:** Units stacked over four floors with larger industrial units at ground and first levels and smaller light industrial units at second and fourth level. Upper floor units are accessed by goods lifts and external balconies that allow forklifts;
- **South:** residential scheme with maisonettes facing street, internal parking garage, residential south facing block interspersed with smaller tower elements, and communal courtyards;



## 7.3 TRANSPORT AND MOVEMENT

### 7.3.1 HEALTHY STREETS APPROACH

The Mayor of London promotes the Healthy Streets Approach, with the purpose to manage streets and public spaces to bring about improved public health, active travel and public transport use while reducing car dominance, air and noise pollution, and severance.

The Healthy Streets Approach runs as a golden thread through the masterplan for the Great West Corridor. It is wholeheartedly embraced in all of its elements. The plan proposes to

- Establish walkable neighbourhoods and quarters with good access by public transport, a connected network of walking and cycling routes and a quality public realm with tree planting;
- Invest in public transport services and provide public transport infrastructure to improve accessibility and reduce the need to travel by car;
- Establish clean air routes parallel to the A4 to promote cycling and walking between stations, quarters and open spaces away from the noise and pollution of the road corridor;
- Create new connections across barriers (railway line and waterways) and improved crossing facilities on the A4 to improve the connectivity between areas and provide a choice of routes to take;



Source: Lucy Saunders

Figure 7.12: Healthy Streets Diagram

- Propose establishment of new public spaces throughout the sub-areas as places to rest, enjoy and for play;
- Distribute and orientate development to provide overlooking and animation to the public realm and make it feel safe;
- Guide development to establish distinctive, characterful and quality developments that provide an interesting, animating and friendly experience for people; and
- Require development proposals to demonstrate clearly how the Healthy Streets approach has been applied as part of their design and approach, with reference to the 10 indicators.

More detail on how the Healthy Streets Approach is applied can be found in the following sections: Transport and Movement; Built Form and Quality Design; Public Realm and Public Spaces.

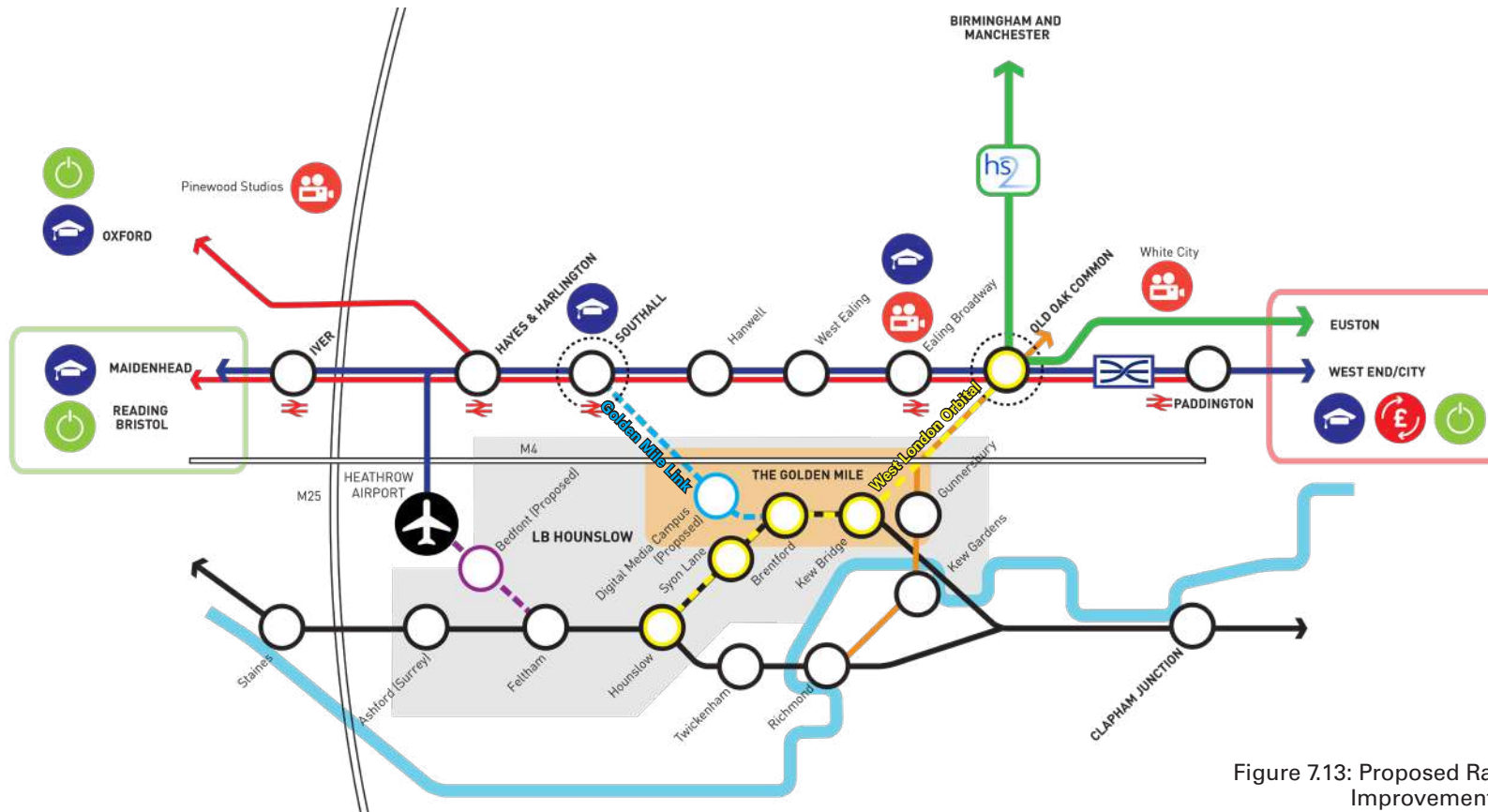


Figure 7.13: Proposed Rail Improvements

### 7.3.2 RAIL IMPROVEMENTS

Significant improvements to the public transport network are required to support development and to underpin the success of the employment function of the corridor. Since the initial visioning in 2014 the Council has been committed to bringing better rail based public transport access to the area.

The following rail improvements projects are proposed:

#### **Brentford to Southall Rail Link**

Hounslow Council proposes a new passenger rail link on the former Brunel Railway line (currently a freight line), that will connect Brentford Station with the Elizabeth Line station at Southall, with a new Golden Mile Station proposed on the Great West Road (at the height of the PC World store).

#### **West London Orbital - Old Oak Common to Hounslow Link**

The Mayor of London proposes a new overground service, the West London Orbital, that links Hounslow with the planned Elizabeth Line/HS2 station at Old Oak Common, and beyond to West Hampstead and Hendon. This will use existing rail lines (overground, freight line, and Hounslow Loop). The service would serve Syon Lane and Brentford Station. A new station at Lionel Road is proposed.

### **Delivery of new rail infrastructure**

The Golden Mile Link is currently being investigated by Network Rail. The earliest this rail link could be in operation is in 2022 when the Elizabeth Line will have started serving Southall. The Old Oak Common link is a longer-term objective as it requires the completion of the interchange with HS2 at Old Oak Common, which is not anticipated until the mid-2020s.

Both connections would significantly improve PTAL levels in the corridor and support higher density development. The desire is for all stations to become step-free.

Hounslow council is looking at funding options and this could include a workplace parking levy as well as developer contributions. The council is in discussions with Network Rail and the DfT regarding delivery and the earliest opening date is likely to be around 2025.

### **Gunnersbury Station Improvements**

Significant improvements to the capacity of Gunnersbury Station are required to support development in the east of the Great West Corridor.

### **Kew Bridge Station Improvements**

There is potential to improve accessibility to Kew Bridge Station by adding lift access, raising platforms and providing more cover to platforms.

## **7.3.3 BUS IMPROVEMENTS**

It is recognised that improvements to the public transport accessibility in the corridor cannot wait until the proposed new rail connections arrive. Current bus access along the Great West Road is limited and infrequent, and major employers Sky and GSK provide dedicated shuttle services for their employees and visitors.

It is proposed to significantly improve bus access along the Great West Corridor and the network in the wider area, its connections with underground and overground stations, to improve travel times, and achieve better interchanges at stations and intersections.

Bus service improvements are required in the short to medium term, improving connections to rail and tube stations as well as local town centres. These improvements will need to be phased to allow development of the corridor and will require developer contributions.

The detail of proposed transport improvements can be found in Hounslow Council's Transport Strategy which supports this plan.

## **7.3.4 CYCLING INFRASTRUCTURE**

The proposed Cycleway 9 (C9) will provide improved cycle connectivity with Central London. Its planned alignment follows Chiswick High Road and Wellesley Road, continuing through Kew Bridge and onto Brentford High Street.

New cycling infrastructure in the area will need to tie into C9 to ensure a connected network.

Hounslow Council has recently implemented a new off-street cycle link along Boston Manor Road linking Boston Manor Station with the Great West Corridor. Additional dedicated cycle routes will be required, which may be delivered through developer contributions.

Improved cycle facilities should be provided along the A4, with additional crossing points of the A4, where possible. Existing cycle tracks should be upgraded to allow two-way cycling, where possible. The key to improving the A4 cycle facilities is to:

- Improve the surface;
- Improve crossings over side roads and accesses, giving cycle priority where possible; and,
- Use planting or barriers to mitigate air/noise pollution.

All new local streets should be designed with cycle use in mind. Development will need to establish continuous cycling facilities along the proposed key routes through the area (dedicated, shared or on street routes as appropriate). Cycle routes should be an integrated aspect of the public realm, serve desire lines and connect into existing cycling infrastructure. Secure bike stands should be provided in the public realm in regular intervals and at important locations.

### 7.3.5 WALKING

Walking has been too long neglected as an important means to move around the Great West Corridor, where the car is dominant. While many parts of the corridor are already within a short walk from a rail or underground station, the quality of the walking routes are often poor and involve navigating noisy and polluted road corridors.

The proposal is to turn the current character on its head and, in line with the Healthy Streets approach, create attractive places that invite people to walk (and cycle).

The proposal is to significantly improve the connections with and across the corridor, between neighbourhoods, stations, employment areas, visitor destinations and open spaces.

Proposed improvements to the walking network are shown in Figure 7.14. These include:

- Clean air routes parallel to A4 to provide continuous walking routes away from noise and pollution;
- New bridge links across the railway and River Brent to connect neighbouring areas with each other;
- Establishment of a new walking route across the Golden Mile Station Quarter, leading from the Golden Mile Station to the Sky campus, and onwards via the Gillette

site, and Tesco Site to the Bolder Academy and Nishkam School;

- Potential for a walking link from Boston Manor Station to the Sky campus and the Bolder Academy;
- Better integration and enhancement of the Grand Union Canal Walk;
- Create a new connection from the Grand Union Canal Walk with Boston Manor Station over the London Playing Fields;
- Create walking connection from Kew Bridge Station via Capital Interchange Way to Power Road through the redeveloped B&Q site, including level crossing facilities over the A4 and Gunnersbury Avenue;
- Internal connections within the Brentford Stadium Quarter to join up its disparate land parcels into a unified and permeable quarter; and
- Improve access into Gunnersbury Park from the Brentford Stadium Quarter by opening new entrances on its southern edge when development comes forward.

Developers will need to engage with neighbouring site owners and progress work jointly to ensure the establishment of continuous, publicly accessible and quality walking connections between sites that form part of a legible network of routes.

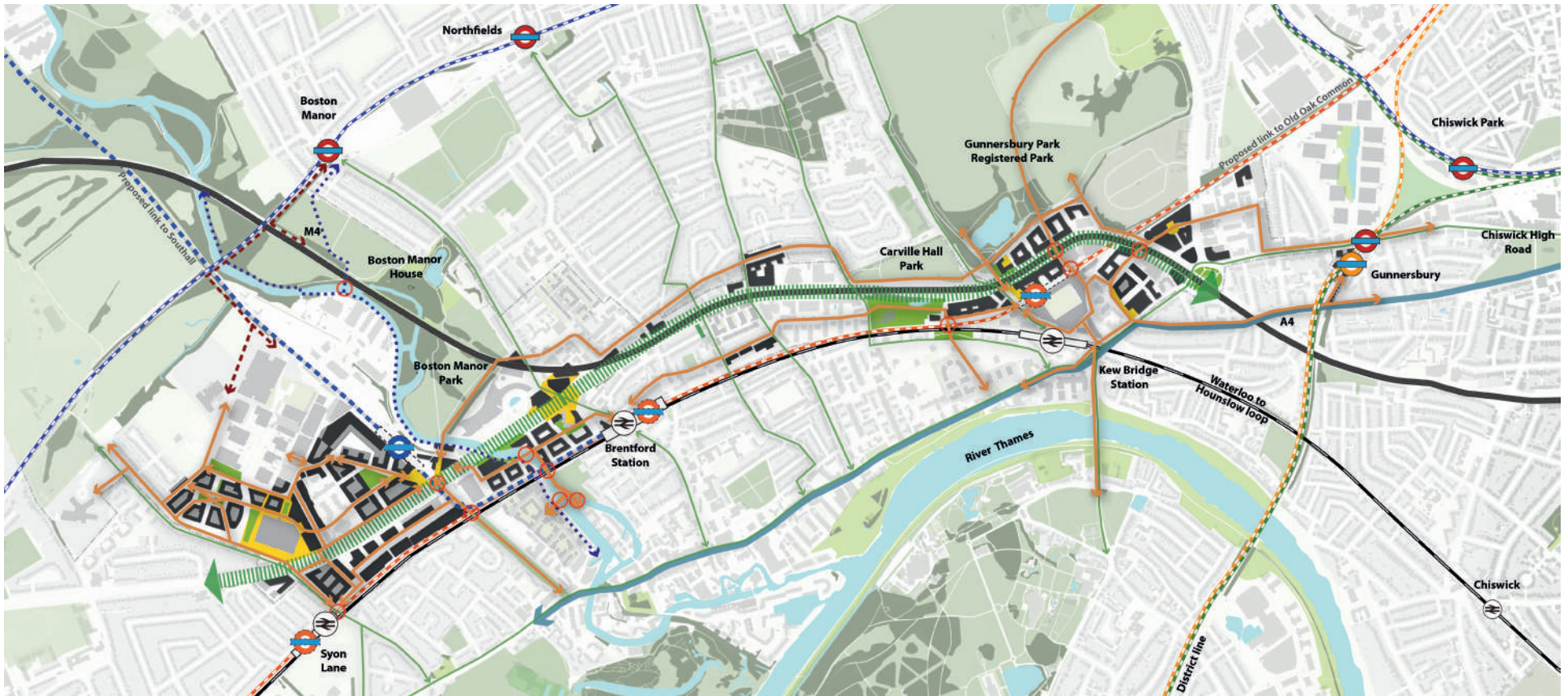


Figure 7.14: Proposed Walking and Cycling Network

- |  |                               |  |  |
|--|-------------------------------|--|--|
|  | Boston Manor broad Walk       |  | Cemetery                               |
|  | North south pedestrian routes |  | Dense vegetation                       |
|  | Clean Air routes              |  | Proposed new bridge link               |
|  | Canal walk                    |  | Piccadilly line/station                |
|  | M4                            |  | District line/station                  |
|  | Cycleway 9                    |  | Overground line/station                |
|  | Corridor improvements         |  | Hounslow loop railway line             |
|  | Proposed buildings            |  | Proposed Golden Mile Link / Station    |
|  | Proposed public spaces        |  | Proposed London Orbital Line / Station |
|  | Proposed green space          |  | Proposed new station                   |
|  | Park and playing fields       |  | Existing station                       |
|  | Public gardens                |  |  |

## 7.4 URBAN FORM AND DESIGN

### 7.4.1 DISTINCTIVE CHARACTER

The vision is to bring a step change to the quality, character and distinctiveness to the Great West Corridor. The establishment of seven quarters is proposed, each with its own purpose, character and identity as described in the spatial concept in Chapter 6.

Development does not sit in isolation but needs to respond to neighbouring development and the townscape and character of surrounding areas. New development should not be uniform or generic, but should actively contribute to the establishment of a distinct character that is consistent with the role and identity of the quarter it belongs to.

The scale, massing and grain of development together with the width of streets, the fenestration to facades, the materiality, the building interface and boundary treatments, and the design of the public realm, all contribute to the specific character and feel of a quarter. The design and sub-division of buildings together with their fenestration and balconies, should establish a varied rhythm of elements, colours and materials that contribute to a lively street scene, provide interest and help orientation.

Neighbouring developments should relate to each other and ensure a coherent approach to create seamless quarters. New developments should refer to LB Hounslow's Urban Context and Character Study (2014) and demonstrate their response to local character.

### 7.4.2 LAYOUT AND BUILT FORM

To overcome the area's fragmentation, new development should establish a pattern of street blocks, where generally buildings front onto and enclose and define the street space.

The layout of new development should accord with the concept plan and its proposed connections. It should provide a clear hierarchy of public routes that are expressed through the width, scale and enclosure by development and contribute to a legible and navigable urban fabric.



New developments with distinctive character

### 7.4.3 FRONTAGES AND ORIENTATION

Buildings along streets should establish a coherent frontage and orientate their principal front and entrances towards the street. Buildings should be positioned along a consistent building line that is normally parallel to the street. This will ensure a coherent development response, provide consistent enclosure and a sense of continuity. The illustrative masterplan demonstrates this approach.

Development should be designed to ensure that urban streets and public spaces have good levels of natural surveillance from buildings. Buildings should ensure that the street space is overlooked by ground floor habitable rooms and upper floor windows. Undercroft parking areas or service yards that are exposed to the public realm as well as blank walls are not permitted. Buildings on street corners will need to 'turn the corner' to address both streets and provide overlooking to the street space.



Active frontage and urban street space

#### 7.4.4 GREENING

Draft London Plan Policy G5 stipulates that major development proposals should contribute to the greening of London by including urban greening as a fundamental element of site and building design, and by incorporating measures such as high-quality landscaping (including trees), green roofs, green walls and nature-based sustainable drainage.

The inclusion of urban greening measures in new development will result in an increase in green cover, and should be integral to planning the layout and design of new buildings and developments. This should be considered from the beginning of the design process. The Draft London Plan states that Boroughs use an Urban Greening Factor approach for assessing new development.

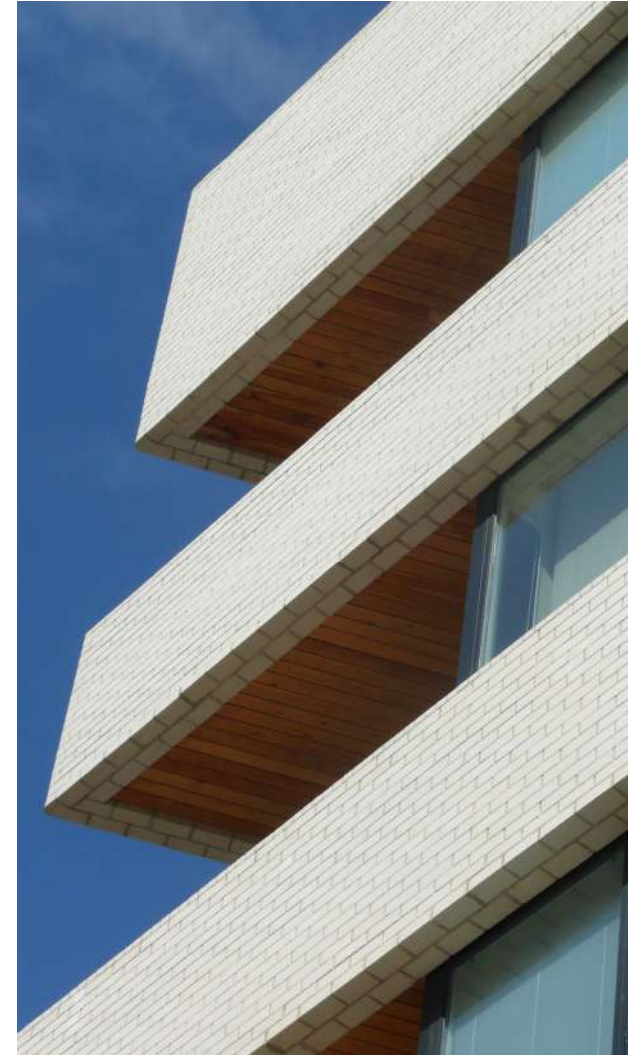
The Masterplan stipulates an urban greening factor target score of 0.2 for predominantly industrial development, 0.3 for mixed employment and commercial development and 0.4 for predominately residential development.

#### 7.4.5 DESIGN QUALITY

Development in the Great West Corridor will need to deliver high quality design. Applications will need to make reference to this masterplan and demonstrate that the design has responded to the design principles established in this masterplan. Large applications should be subject to a design review process that scrutinises the early stage design on its consistency with the masterplan and, at the later stages, in respect of its detail and design quality. The Council offers a design review panel service.



Greening is an important design consideration



High design quality, at all stages

## 7.5 RESPONSE TO LOCAL HERITAGE

The Great West Corridor benefits from a rich heritage context. Within the corridor the concentration of listed Art Deco buildings of its heyday provide distinctiveness and character.

The immediate surroundings of the area include an outstanding array of historic houses, gardens and parklands, as well as conservation areas and listed buildings.

Many successful development projects, such as at Kings Cross, have shown that recognising the local heritage as an important asset, and combining old and new in a sensitive and considerate way, can create rich contextual environments with ample character and regeneration benefits.

A sensitive response to the local heritage creates a sense of historical continuity and helps retain aspects of the social and cultural identity of an area as part of new development. The resulting distinctiveness and sense of place is valued by businesses and residents alike. They provide a sense of belonging and help deliver successful developments.

### 7.5.1 PRESERVE AND RE-USE

Heritage assets in the Great West Corridor should be preserved and enhanced, and brought back into meaningful use where they have been left empty, abandoned or under used.

The refurbishment of Wallis House, the former Currys Office (JC Deceaux) and Coty Cosmetics (Syon Clinic) are excellent examples of this approach.

The Gillette Factory and the Pyrene Building are both large, vacant, factory buildings at risk of dilapidation. Both should be brought back into occupation to ensure a basic standard of maintenance and to prevent them falling into disrepair. This could involve their re-use as affordable office or studio space for creative businesses and as exhibition or events space, perhaps on a short term/temporary basis. In the long run a suitable permanent use should be found that, together with potential grant funding, can ensure their thorough restoration and preservation for future generations to enjoy.

There are many more buildings and details of historic value that form part of the industrial heritage and contribute to the character of the area. The principle should be to re-use, enhance and incorporate these in new development rather than to demolish. These include smaller workshop buildings throughout the area, the railings of the Firestone Factory, and the Henly's Car Showroom sign (EC2).



Converted Wallis House



Residences overlooking Gunnersbury Park

### 7.5.2 OFFER PROMINENCE AND RESPOND SENSITIVELY TO THE HISTORIC FABRIC

New development should respond sensitively to the area's heritage assets. They should have an integral and central role in the 'place making' of a new development. Heritage buildings should be offered the prominence they deserve, and reinforce views that allow the appreciation of the building, its special characteristics and its setting.

Along the Great West Road, in the west of the corridor, development should reflect the typical horizontal character of the Art Deco buildings, and establish a coherent development frontage along the historic building line. New development should respond sensitively to the scale and height at the front of these buildings and help establish a sense of the historic street scale and enclosure.



Remains of Henly's Car Show room



Vacant Pyrene Building



The King's Arms public house at Brentford Station



Vacant Gillette Factory



Railings at the former entrance to the Firestone Factory

### 7.5.3 PROTECT THE SETTING AND VIEWS OF IMPORTANT HERITAGE ASSETS

To the north and south of the road corridor there are a number of important heritage assets. The scale and height of new development in the Great West Corridor could potentially affect the significance of Heritage Assets through impacting on views, the character and setting of assets.

The World Heritage Site Kew Gardens and Registered Parks and Gardens of Syon House, Osterley Park, Gunnersbury Park and Chiswick House are in close proximity and particularly sensitive to impact by development.

Nearby conservation areas such as The Strand on the Green, Kew Bridge, Kew Green and Wellesley Road Conservation Areas as well as listed buildings, such as the London Museum for Water and Steam, also require a considered response by development.

The masterplan has undertaken a High Level Assessment of Heritage Assets and Tall Building Sensitivity which is appended to this report. This provides further detail on the significance of surrounding heritage assets and their sensitivity to tall buildings.

The impact of any large scale or tall development proposal on heritage assets needs to be fully studied to avoid or limit adverse impacts on the setting and significance of these heritage assets. Section 7.7 of this report provides guidance on tall buildings that should be fully considered.



The Grade I Listed Standpipe Tower within its context.

This study has undertaken the testing of heights of tall buildings in the Great West Corridor and considered the impact on heritage assets from selected view points. The View Testing Study is appended to this report.



The setting of Kew Palace in the Royal Botanic Garden Kew, World Heritage site, is already compromised by the Brentford Towers and the Kew Eye tower, and is particularly sensitive to further intrusion of development in its backdrop.



Boston Manor House and its park are affected by the overtowering GSK building. Any larger scale development in the London Gateway area must respond sensitively to the Boston Manor heritage context and setting.

#### 7.5.4 CONNECT, PROMOTE AND INTEGRATE THE HERITAGE IN THE WIDER EXPERIENCE OF THE AREA

The majority of the area's historical landscapes, parks and gardens are hidden away and difficult to access from the Great West Corridor. This masterplan proposes accessibility improvements to Gunnersbury Park, Boston Manor Park and Osterley Park and the establishment of legible green routes to these spaces. This will deliver significant benefit to residents and the wider community within the Great West Corridor and could serve to enhance the area's identity and offer.

Information should be provided to 'tell the Golden Mile story' informing people of the unique history of the area. Heritage trails and other community led initiatives that celebrate and enhance the awareness of area's history and foster its identity should be supported.

Boston Manor House has received substantial funding from the National Lottery to undertake an ambitious restoration and regeneration programme. This will see the creation of new creative workspace, an Arts Street Market, community and heritage facilities re-purposing under-used public space to enhance the area's creative character.



Lancelot 'Capability' Brown designed the parklands at Syon Park



The setting of the conservatory at Syon House is affected by the GSK building, and Syon Park is sensitive to any further incursion of height in the London Gateway area.



Osterley House and Park are a magnificent gem within the area



## 7.6 BUILDING HEIGHTS

### 7.6.1 APPROACH TO GENERAL HEIGHT

When discussing the height of development it is useful to make a clear distinction between the 'general building height', that is the typical height of the majority of buildings in an area, and 'tall buildings', which covers buildings that are significantly taller than their context and outstanding on the skyline. Section 7.6 provides recommendations on the general buildings height, and Section 7.7 on tall buildings.

The general height of buildings affects many aspects of the quality and character of developments, which will need to be considered when defining the appropriate heights of areas.

#### **Character and legibility**

The general height of buildings has a significant bearing on the character of an area. The height of buildings and their relation to the street width defines the enclosure of a street. The degree of street enclosure together with the height of buildings relative to the human scale affects the perceived character of a street and area.

The scale of a street and its sense of enclosure gives important cues about the role and importance of a street in the urban fabric, and as such helps the legibility and understanding of a place.

#### **Height and density**

Building height, in combination with building footprint, site coverage and form of development, determines the density of an area.

Achieving higher density does not necessarily require high-rise buildings, and can equally be achieved with compact medium-rise development forms such as urban street blocks. However, tall buildings as part of the mix can help to increase density further, respond to challenging sites or assist in or with place making.

Higher density development should generally be located in areas with better public transport accessibility, such as those near rail stations and in town centres, which supports the case for increased general heights in these areas.

#### **Height and adjoining context**

Often where the difference in heights between two areas is more than two storeys, the abrupt change in height can create an imbalance and break the coherence of the urban fabric. Higher development may feel overbearing and undermine the integrity of buildings with lower height at the immediate interface. Generally development should overcome strong height differences through the stepping down of height at the interface.

#### **Height and residential amenity**

Greater height with a strong sense of street enclosure may be appropriate in a central urban area with a mix of uses and high levels of activities. The same height and degree of enclosure in residential areas, however, can feel intense and overbearing and may affect the quality and livability of the residential environment.

Residential environments benefit from low to medium rise development as they generally:

- Allow a more direct relationship between homes and outdoor communal spaces;
- Offer better quality residential environments in respect of overshadowing, overlooking and privacy;
- Provide a less anonymous and more sociable living environment; and
- Create a more supervised street environments.

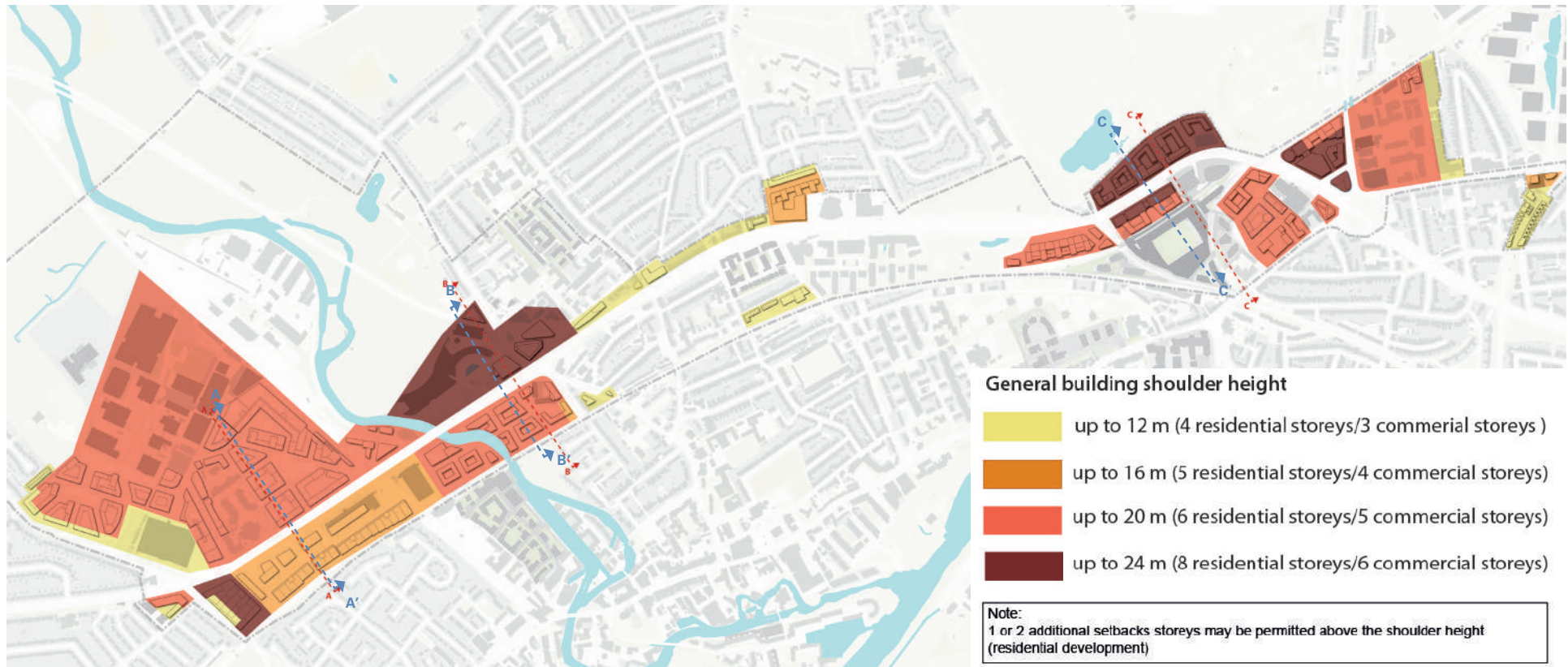


Figure 7.15: Proposed General Heights

Note: The number of storeys shown here is based on a standard measure of 3m floor to floor height for residential storeys and 4m floor to floor height for commercial storeys, and is indicative only.

## 7.6.2 GUIDING THE GENERAL HEIGHT

Guiding height can take many forms. This study adopts the approach of guiding the **building shoulder height**, which is the sheer height of a building at the back of the footway up to the eaves or parapet height. The shoulder height determines the level of enclosure on street and impacts on the character and feel of areas.

Buildings often may have one or two additional **set-back storeys** above this height, behind the main frontage. Due to their limited visibility from the street space set-back storeys have little impact on the perceived building height or enclosure of the street space. Set-back storeys can contribute to a lively roofscape, help to increase densities and offer a variety of spaces.

In some cases, however, the number or form of additional set-backs needs to be carefully managed to avoid intrusion into views or impacts on the character or visual coherency of an area. This is especially relevant where buildings are seen from further away, or are situated in the setting of heritage assets or within sensitive townscapes.

Given that many areas in the Great West Corridor have a mix of uses, and storey heights differ between residential and commercial uses, this study sets out proposed shoulder

heights in height brackets that are measured in meters above ground.

Proposed shoulder heights should be seen as general indications and not absolute measures. The expected number of storeys for residential and commercial uses respectively are also indicated. The following shoulder height brackets are proposed:

- up to 12m (4 residential / 3 commercial storeys);
- up to 16m (5 residential / 4 commercial storeys);
- up to 20m (6 residential / 5 commercial storeys); and
- up to 24m (8 residential / 6 commercial storeys).

One or two additional set-back storeys may be appropriate in residential developments where schemes can demonstrate that they do not have a significant effect on street enclosure, affect the quality of the residential environment or impact on sensitive views, setting or character.

Development should generally be developed up to the indicated shoulder height to establish a coherent and well defined street scene. In some areas taller buildings may be acceptable to rise above the building shoulder height. Guidance on tall buildings locations is contained in section 7.7.

## 7.6.3 PROPOSED GENERAL HEIGHT

Proposed general building heights are indicated in Figure 7.1515 and principal sections are represented in Figures 7.16-7.18.

Heights generally vary between sub-areas as they respond to the proposed character and the existing height context of the surrounding area.

Generally in new residential or mixed use areas shoulder heights of six residential storeys (or equivalent) are proposed. Development at this height can deliver high densities and an urban character without creating an overbearing street scale and detracting from the residential amenity of the area (assuming a street width to shoulder height ratio of 1 or greater). Set back storeys above this height (1 or 2 storeys) can be proposed where they do not significantly increase the enclosure and amenity of the street space and communal spaces.

Where development adjoins lower rise residential areas buildings should step down and be reduced to mediate and avoid stark contrasts in height. The same applies to sensitive heritage assets where development may be required to step down to appropriately respond to the setting and scale of a heritage asset, for example the Gillette Factory. Heights along streets generally should be coherent and balanced between both sides, and respond sensitively to heritage buildings.

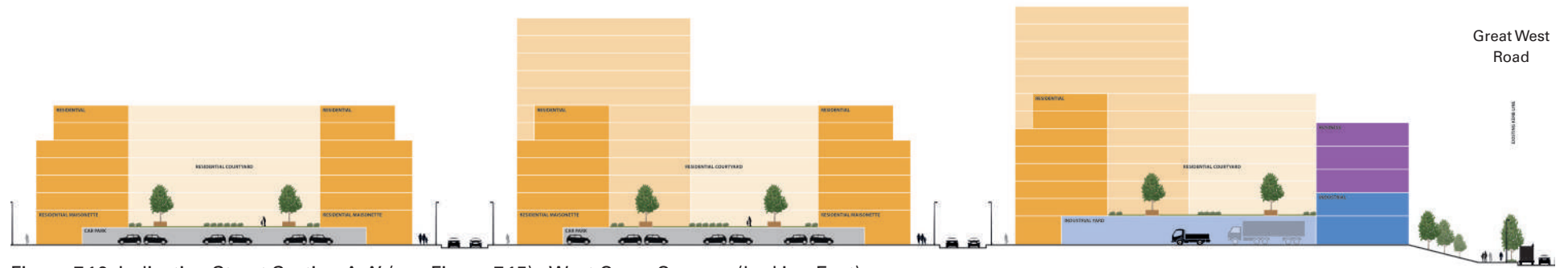


Figure 7.16: Indicative Street Section A-A' (see Figure 7.15) - West Cross Campus (looking East)



Figure 7.17: Indicative Street Section B-B' (see Figure 7.15) - Brent River Quarter (looking East)



Figure 7.18: Indicative Street Section C-C' (see Figure 7.15) - Brentford Stadium Quarter (looking East)

## WEST AREA

The following shoulder heights are proposed:

- **West Cross Campus:** Generally 20m plus up to 2 residential setback storeys;
- **Gillette Creative Hub:** Generally 20m plus 1 set back storey, need to step down in close proximity to the Gillette factory;
- **Sky campus:** Generally 20m on Grant Way plus up to one set-back storey ;
- **Tesco Site:** Generally 20m plus 1 setback storey, decreasing to 12m plus 1 setback storey along Syon Lane and at the interface with existing housing on MacFarlane Lane, two storey houses on the western side of MacFarlane Lane;
- **Homebase Site:** 16m at the interface with existing housing on Syon Lane, generally 24m with additional storey setback and occasional high points towards the rear up to 30m to support greater density adjacent to Syon Lane Station;
- **Industrial Strip:** up to 16m along the Great West Road, development to respond to the height and form of the Art Deco buildings.

## CENTRAL AREA

The following shoulder heights are proposed:

- **River Brent Quarter:** Generally 20m plus up to 2 setback storeys, heights to step down on Church Walk and around Brentford Station to no more than 12m (including set back) to respond to existing lower context;
- **London Gateway:** Generally 24m, but need to mediate with lower existing development at interface;
- **Central Corridor:** Up to 16m along the Great West Road with development stepping down to existing neighbouring development; up to 16m plus up to 2 setback storeys on Phoenix site, with development stepping down towards northern site boundary to respond to lower context; up to 12m (including the set-back storey) on Layton Road to respond to the lower context opposite.

## EAST AREA

The following shoulder heights are proposed:

- **Brentford Stadium Quarter:** Generally 20m, with potential for up to 2 set back storeys; development fronting onto the M4 corridor can increase heights up to 24m plus up to two set back storeys; development will need to step down at the edges where it interfaces with existing development such as the Wellesley Road Conservation Area, and to appropriately respond to Gunnersbury Park and Gunnersbury Cemetery (avoid to appear dominantly over the tree line);
- **Power Road:** Generally 20m, stepping down to 12m along the edges with the Thorney Hedge Conservation area.
- **Gunnersbury Station:** Generally up to 12m, height to respond sensitively to the lower height surrounding context including the use of setbacks; on Chiswick High Road height could step up to 16m.



Kew Eye Tower, a dominant landmark in the area, is visible from some open spaces within Kew Gardens and presents a harmful intrusion into the setting of the World Heritage Site.



Gunnery Park House, or Large Mansion, one of many heritage assets whose significance could be impacted by a tall building affecting its setting

## 7.7 TALL BUILDINGS

### 7.7.1 ROLE OF TALL BUILDINGS

The Great West Corridor is designated as an Opportunity Area in the New London Plan and must deliver a significant quantum of new development in the area to support London's growing economy and provide much needed housing. Tall buildings could play a role in this as part of a positive planning approach.

Tall buildings can help to increase density around transport nodes, deliver housing in highly accessible locations, and establish a critical mass to support the vibrancy and vitality of new quarters. They can become beacons of the area's development, instil confidence and be a catalyst for the regeneration of an area.

Distinct and well designed tall buildings can support place making and create a memorable kinetic experience and journey along the M4. They also can act as focal buildings that support legibility and way finding and contribute to the character and identity of new quarters.

Tall buildings may also offer a solution to the delivery of residential units on environmentally challenging sites adjacent to the Great West Road. Furthermore, they can help to support the viability of development schemes and help cross-subsidise the delivery of affordable housing and employment spaces.

To maximise these benefits, tall buildings must be part of comprehensive development led by a vision and coherent approach to place making, and deliver high quality amenity spaces and public realm.

### 7.7.2 SENSITIVITIES TO TALL BUILDINGS

The Great West Corridor and its immediate hinterland accommodate a number of outstanding heritage assets that are sensitive to tall buildings. This includes the Royal Botanic Gardens Kew (World Heritage Site), Registered Parks and Gardens, including Gunnersbury Park, Syon Park, Osterley Park and Chiswick House, and a great number of Conservation Areas and listed buildings.

Historic England and the Royal Botanic Gardens, Kew have voiced significant concerns about tall buildings in the study area as they could potentially cause substantial harm to the setting and significance of heritage assets in the surroundings and could have a substantial cumulative (with existing and proposed development) adverse impact on the Outstanding Universal Value of the World Heritage Site. These are significant international and national statutory and policy concerns.

The guidance therefore needs to provide a framework that tests and sets the boundaries of what is appropriate and acceptable in terms of tall buildings. This needs to look at the potential impact of tall buildings on sensitive heritage as well as at the potential regeneration and place making aspects that this development can bring.

While tall buildings can play a positive role in the development of the corridor, they need to be part of a plan-led approach, rather than the result of speculative and piecemeal

development. This approach will ensure that tall buildings are located in the right places and at the correct scale to ensure the integration with the character of proposed quarters, the surrounding context and the protection of heritage assets.

The masterplan has undertaken a High Level Assessment of Heritage Assets and Tall Building Sensitivity which is appended to this report. This provides detail on the significance of surrounding heritage assets and their sensitivity to tall buildings. The assessment has been used to inform the recommendations of this study.

The masterplan generally promotes mid-rise development and has carefully located and modulated tall buildings to avoid causing any additional harm to Kew Botanic Gardens WHS and minimise impact on other heritage assets.

Planning applications for tall buildings in the corridor will be expected to submit a Heritage Impact Assessment. This should provide a detailed assessment of the impact of proposals on surrounding heritage assets, including listed buildings, registered parks and Kew Botanic Gardens WHS. Reference should be made to Appendix B: Overview Assessment of Heritage Assets and Tall Building Sensitivity Study.



Kew Gardens, Broad Walk

### 7.7.3 TALL BUILDINGS APPROACH

The NPPF (2018, Paragraph 194) states that:

“Any harm or loss of significance of a designated asset should require clear and convincing justification”; and

“Assets of the highest significance, notably ..., Grade I and Grade II Star Registered Parks and Gardens and World Heritage Sites, should be wholly exceptional”.

The New London Plan (Policy D8 C.1e) states that:

*“(Tall) Buildings in the setting of a World Heritage Site must preserve the Outstanding Universal Value of the World Heritage Site, and the ability to appreciate it”.*

Tall buildings in the Great West Corridor must be tested against their impact on heritage assets and demonstrate how they avoid harm to the significance of assets.

Especially sensitive parkland views from within Kew Gardens World Heritage Site and other Registered Parks and Gardens require protection from insensitive intrusion of tall buildings.

Kew Gardens is an extensive historic parkland where the urban surroundings rarely intrude on the sylvan expanse of green landscape. Long views across the landscape with pockets of dense trees provide an illusion of *rus in urb* (a countryside in the city), a central

idea in English attitudes to landscape, which can also be found in the other Registered Parks. The park design provides a strong sense of enclosure and separation, of being “somewhere else”, a sanctuary, designed not to see the outside world. Kew, as well as the other Registered Parks, also include Grade I and Grade II\* listed buildings that, with their setting, afford an additional and independent level of protection.

The intrusion by tall buildings over the top or next to Grade I or II\* listed buildings would likely be imposing and harmful to their heritage significance. The looming of tall buildings over the tree line would significantly undermine the landscape character and harm

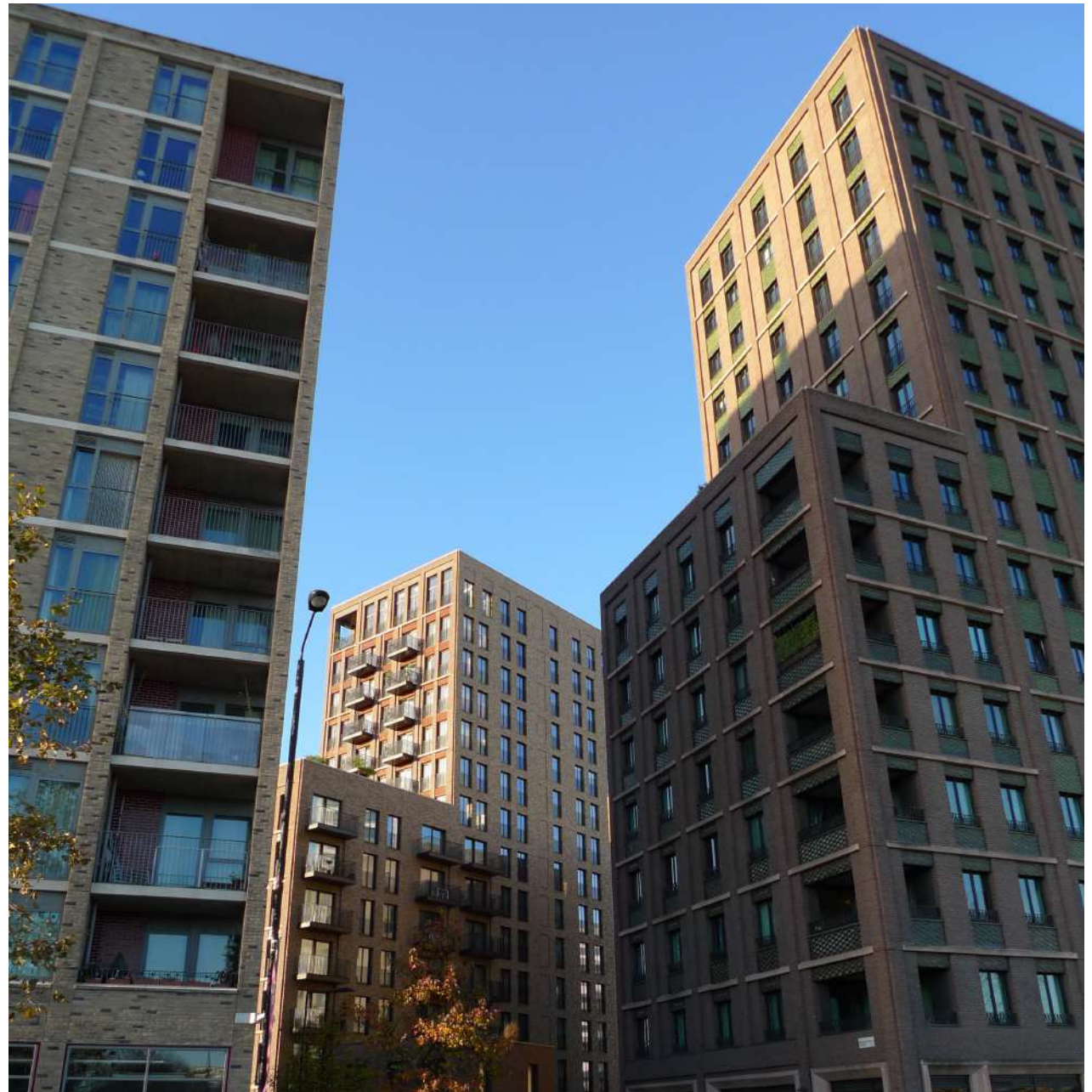
the OUV, as would visibility of tall buildings through the winter tree belt when leaves are down from November to April (5 months of the year).

The higher a building, the greater will be its propensity for harm. Proposals for tall buildings (20-30 storeys) may often be fuelled by developer ambition rather than any genuine pressing economic, regenerative or environmental driver.

There will be occasions where a tall or bulky development of a certain scale is simply unacceptable due to the potentially destructive effects on the setting of heritage assets.

Many of the sites capable of redevelopment associated with the Great West Corridor are of a significant size, capable of supporting substantial lower to medium height development.

The successful Kings Cross development demonstrates that high density development can be achieved with mid-rise buildings of 12 to 15 storeys that form part of urban street blocks. They can form integral elements of a lively urban quarter, contribute to a distinct character and animated skyline, without overdominating the public realm or intruding into protected views to St. Paul's that pass overhead.



Kings Cross development successfully integrates mid-rise buildings with place making and a human scale environment

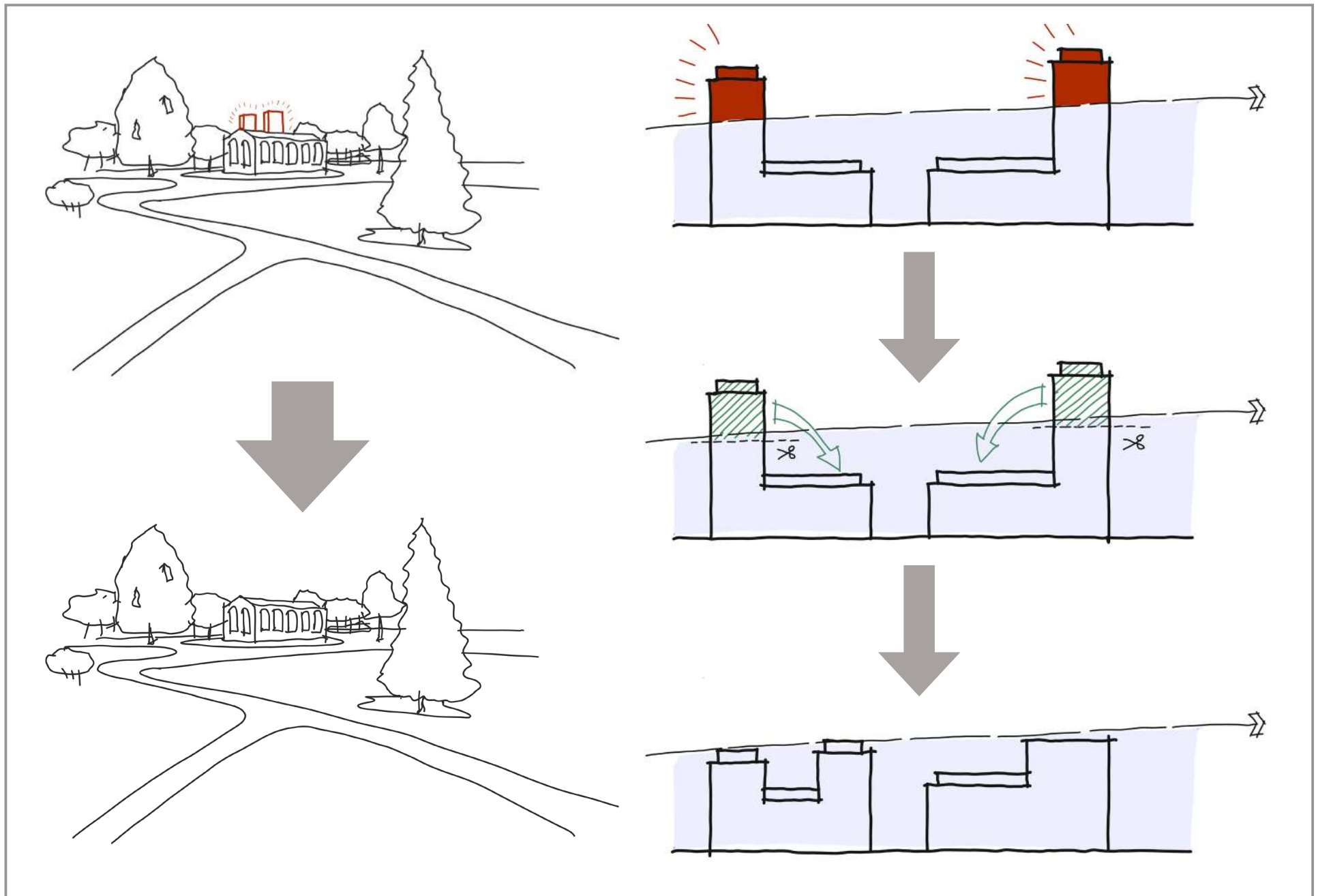


Figure 7.19: Reduce visual impact on heritage and landscape setting by promoting mid-rise buildings, rather than very tall buildings

The approach to tall buildings in the Great West Corridor is to promote mid-rise buildings rather than very tall buildings, as they will be better able to avoid or limit harm to heritage assets (see Figure 7.19). Mid-rise buildings can deliver desired tall building benefits (7.7.1) while also contributing to liveable environments with a human scale.

The key to successful new development within the setting of heritage assets is sensitivity to the characteristics of the asset plus imagination and flair to recognise:

*“The desirability of new development making a positive contribution to local character and distinctiveness”.*

NPPF Section 16 paragraph 185 c)

It is unlikely that all new development will be designed so as to be invisible within the setting of nearby heritage assets such as conservation areas and listed buildings. Where acceptable levels of intrusion into important settings occur, they should be imaginative, of good design quality and appropriately scaled.

Tall buildings in an area should not only be promoted due to their ability to increase density, help development viability and the delivery of housing and employment floor spaces. They also need to have a clear role in contributing to the existing and emerging character and townscape.

The masterplan identifies a number of places where tall buildings may be appropriate. It identifies the location of focal buildings where distinct buildings of exceptional design and architecture can assist legibility and provide distinctiveness to the corridor. It also identifies a few locations where clusters of mid-rise buildings could be developed as part of the character of a quarter. Detailed guidance can be found in sections 7.7.5 and 7.7.6. Tall buildings will not be appropriate outside the locations identified by this study.

Tall buildings will need to be carefully designed to appropriately respond to their immediate and wider context, especially in relationship to the street space, microclimate, impact on the amenity and privacy of residents and the overshadowing of outdoor space. Furthermore, tall buildings proposals require extra scrutiny through testing and design review. Section 7.7.7 provides more detail on general design criteria and requirements for applications for tall buildings.

## 7.7.4 TALL BUILDINGS TESTING

The New London Plan (Policy D8) states that tall buildings should be part of a plan-led approach and that local authorities should identify in Development Plans locations where tall buildings are appropriate in principle and indicate general building heights that would be appropriate. This study utilises view testing to assess the appropriateness of locations and height of tall buildings in respect of their impact on important heritage aspects in and around the corridor.

The view assessment specifically looks at the impact that tall buildings could have on the significance of heritage assets and their setting. The extensive size of the area, the large number of sensitive heritage assets, the number of potential tall building sites, and the high level and indicative nature of the design at masterplanning stage means that the scope of assessment needs to be realistic and proportionate in the context of the purpose of the study and the availability of resources.

The assessment can not aim to be at the level of a comprehensive heritage, townscape and visual impact assessment, as would be required as part of an EIA and a planning application. Instead it shadows these approaches and in principle applies their methodologies, but remains at a higher strategic level that is deemed appropriate to the evidence and guidance it aims to provide.

## METHODOLOGY

In establishing the location and appropriate height of development, the masterplan applies the following methodology, which is based on guidance from Historic England (The Setting of Heritage Assets Advice Note 3):

- 1) **Establish an understanding of the wider context**, including the existing character, urban form and structure, heritage assets and sensitivities, and the development demand and opportunities;
- 2) **Set out a vision and prepare a masterplan framework** that establishes principles for the comprehensive development of the area. As part of this, it considers where tall buildings could potentially have a role in contributing to the emerging character and townscape and help to deliver wider regeneration strategies, also considering pre-emptive strategies to minimise the potential impact on Heritage Assets;
- 3) **Test impact of tall buildings of different heights on heritage assets.** Given the broad scope of this study, a proportionately high level assessment approach has been taken as follows:
  - a) Understand significance of heritage assets and their sensitivity to tall buildings (see Appendix B: Overview Assessment of Heritage Assets and Tall Building Sensitivity Study);

- b) Identify and take representative verified photographs from sensitive viewing locations where the impact of a tall building could potentially be harmful to the significance of heritage assets. The selected views provide a representative sample and are not exhaustive;
  - c) 3d modelling of existing heights, permitted tall buildings and potential tall buildings with different height scenarios;
  - d) Evaluate the impact of potential tall building height scenarios on identified views of heritage assets and their settings. Assessing visual impact and considering the individual and cumulative effect of tall building proposals is a starting point to understand the potential impact on the significance of a heritage asset and it's setting (see Appendix C: View Testing);
  - e) Refine approach towards the location of tall buildings and calibrate their height in response to their impact on heritage assets.
- 4) **Set out a clear framework for development of tall buildings** that establishes locations where tall buildings could be acceptable and establish an indicative height that would be appropriate (see section 7.7.5 and 7.7.6);

- 5) **Set out further design criteria, tests and requirements** that tall building proposals will need to meet to be considered acceptable (see section 7.7.7).

This approach is appropriately detailed for the scope of the study and provides a robust high level impact assessment of tall buildings on relevant heritage assets.

Promoters of tall building developments will be expected to make full reference to Historic England Advice Note 3, conduct a Heritage Impact Assessment of relevant assets and demonstrate how the proposal has responded to the significance of heritage assets and their setting at application stage.

## HEIGHTS TESTING

This study has undertaken significant testing of heights to inform its tall buildings recommendations, following the methodology described above.

The wider masterplan work is based on an understanding of the wider context, and establishes a spatial vision for development in the corridor. As part of this potential locations are identified where tall buildings could play a role in the corridor in support of delivering the vision.

To understand the potential impact of tall buildings on heritage assets a High Level Assessment of Heritage Assets and Tall Building Sensitivity Study was undertaken. This identifies



Figure 7.20: View Testing - Royal Botanic Gardens Kew, View towards the Orangery across the Great Lawn (top: base option, middle: additional height scenario, bottom: appropriate height)

relevant heritage assets, their significance and sensitivity to tall buildings. This report is included in Appendix B.

33 representative views are identified by the council that allow the appreciation of heritage assets, their setting and significance, and that potentially could be affected by tall buildings in the Great West Corridor. These are representative views used as proxy to understand tall building impact on heritage assets. They present only a selection of views, and applications for tall buildings are likely to be required to test additional views to fully understand the impact of proposals.

Verified photographic records were obtained for each of these views (Figure 7.202.18). The significance and setting of heritage assets in these views was then assessed. An accurate geo-located 3d model of the area was prepared and formed the basis of the modelling the Illustrative Masterplan. This model was used to test tall buildings locations and heights. A total of 58 theoretical tall buildings locations were tested.

A view-shed analysis was carried out to obtain a general understanding of the potential impact of height on heritage assets. This tested different principal height scenarios from key locations throughout the masterplan area and identified their zones of theoretical visibility (see Appendix C: View Testing).

Then a 3d model of potential tall buildings was prepared. For each tall building location a **base**

**height scenario** was established, based on the viewshed work and the masterplan vision, and in response to the existing and proposed character and townscape. An **increased height scenario** was defined that involved increasing the height from the base option generally by five storeys. Both scenarios were modelled in the 3d model and accurately represented within the verified views.

Modelling also included permitted tall buildings that are under construction, such as the permission of the Brentford Community Stadium and associated residential towers.

A number of other sites have seen applications for taller buildings such as the Capital Interchange Way (granted permission), Citroen Site Application (at appeal stage at time of writing), Citadel (partly implemented) and Chiswick Curve (same site as Citadel, appeal was dismissed by Secretary of State).

For consistency, this study has tested heights for taller buildings on these sites without reference to any of these schemes. This will provide the council with an independent understanding of the appropriate height of tall buildings on these sites.

Each of the representative views was assessed and the impact of both options on the heritage significance of the view established. The assessment considered both the individual as well as the cumulative impact of tall buildings options. It also made assumptions about the impact of lack of tree

foliage on views and the potential impact during winter months or from brightly lit tall buildings.

Based on this initial assessment and through an iterative process of testing the **appropriate height** for each tall building location was established. This involved local design considerations as well as the judgement of the heritage impact in the context of wider planning and conservation benefits that could be delivered.

Images of the appropriate height option, the assessment of the heritage impact and a justification of the proposed height approach are contained in Appendix C: View Testing.

The views tested are not exhaustive and it is expected that during planning applications for tall buildings will be identified and tested.

Note on the Citadel permission: Any new scheme based on the height of the Citadel can only rely on it if the proposal takes into account the change in circumstances in the locale, ie the post Citadel designation of Kew Gardens as a World Heritage Site. Any new scheme of the height of the Citadel must now provide significantly more public benefits than the Citadel scheme to outweigh the harm such height now represents to the World Heritage Site. This is a high test. Please also see the View Appendix in this regard.



Figure 7.21: ViewTesting - Kew Green (top: base option, middle: additional height scenario, bottom: appropriate height)

## APPROPRIATE HEIGHTS

Appropriate heights for each tested location are shown in Figure 7.222 and 7.23. Tall building proposals in identified locations would not normally be expected to be higher than the appropriate height.

The height for each location is given in metres, both above ground and Above Ordinance Datum (AOD). In addition an indicative number of storeys is provided. The number of storeys is based on using a standard of 3m floor to floor height for residential storeys and 4m floor to floor height for commercial storeys. These are common heights used in the industry. In reality, storey heights may be higher or lower in any given development and so the number of storeys may vary from what is shown in the appropriate height plan. The key measure which guides new developments is the AOD height.

**Note that Figure 7.222 and 7.23 do not represent the blueprint for proposed tall buildings in the corridor. They provide an indication of heights that may be appropriate in tested locations. Tall buildings proposals should accord to guidance contained in the entirety of Section 7.7, specifically the tall building framework contained in the next section 7.7.5, the detailed site specific recommendations in section 7.7.6 and the recommendations contained in Appendix C; View Testing.**

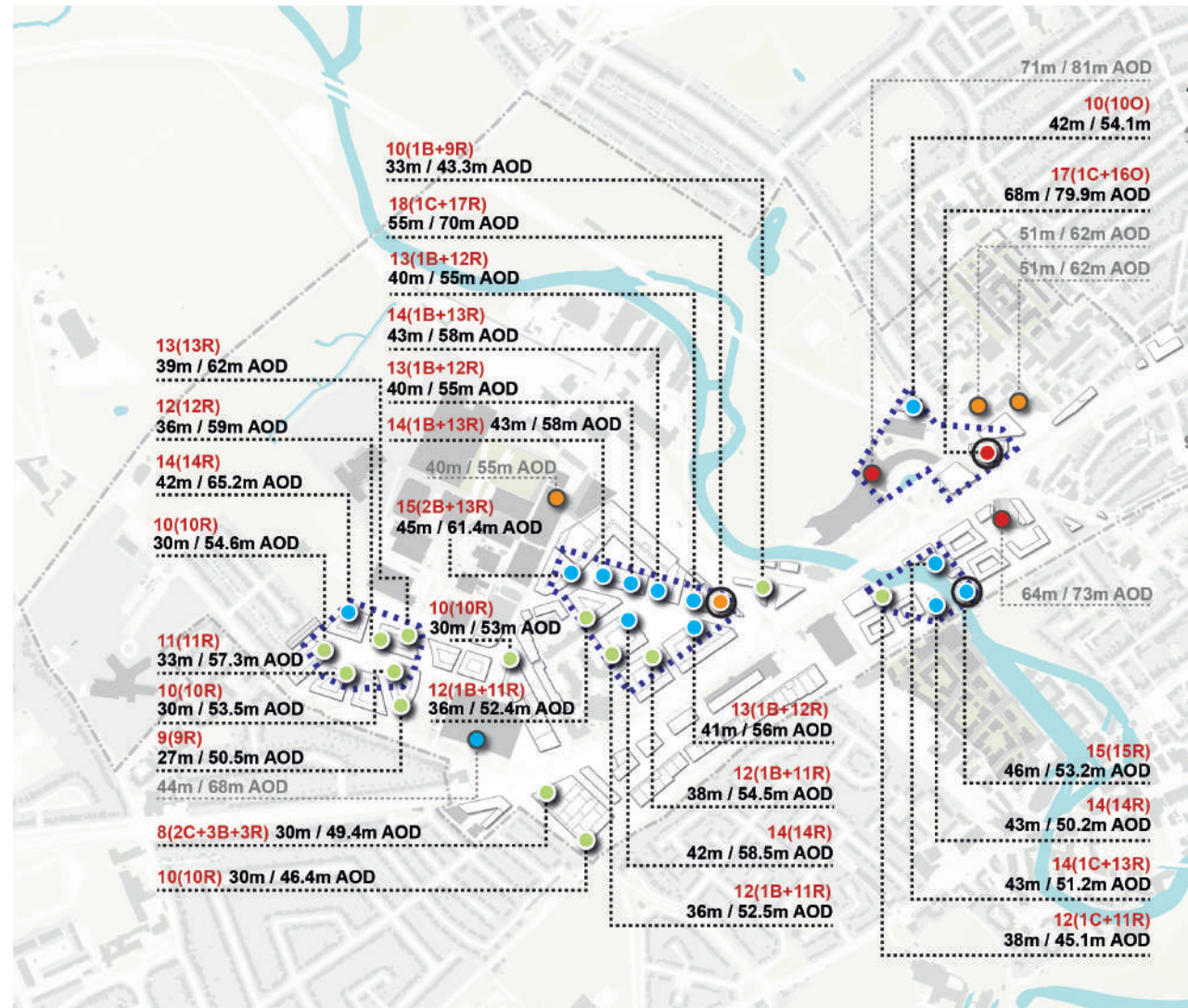


Figure 7.22: Appropriate height at tested potential tall building locations and AOD height of existing/permitted tall buildings (WEST and CENTRE).

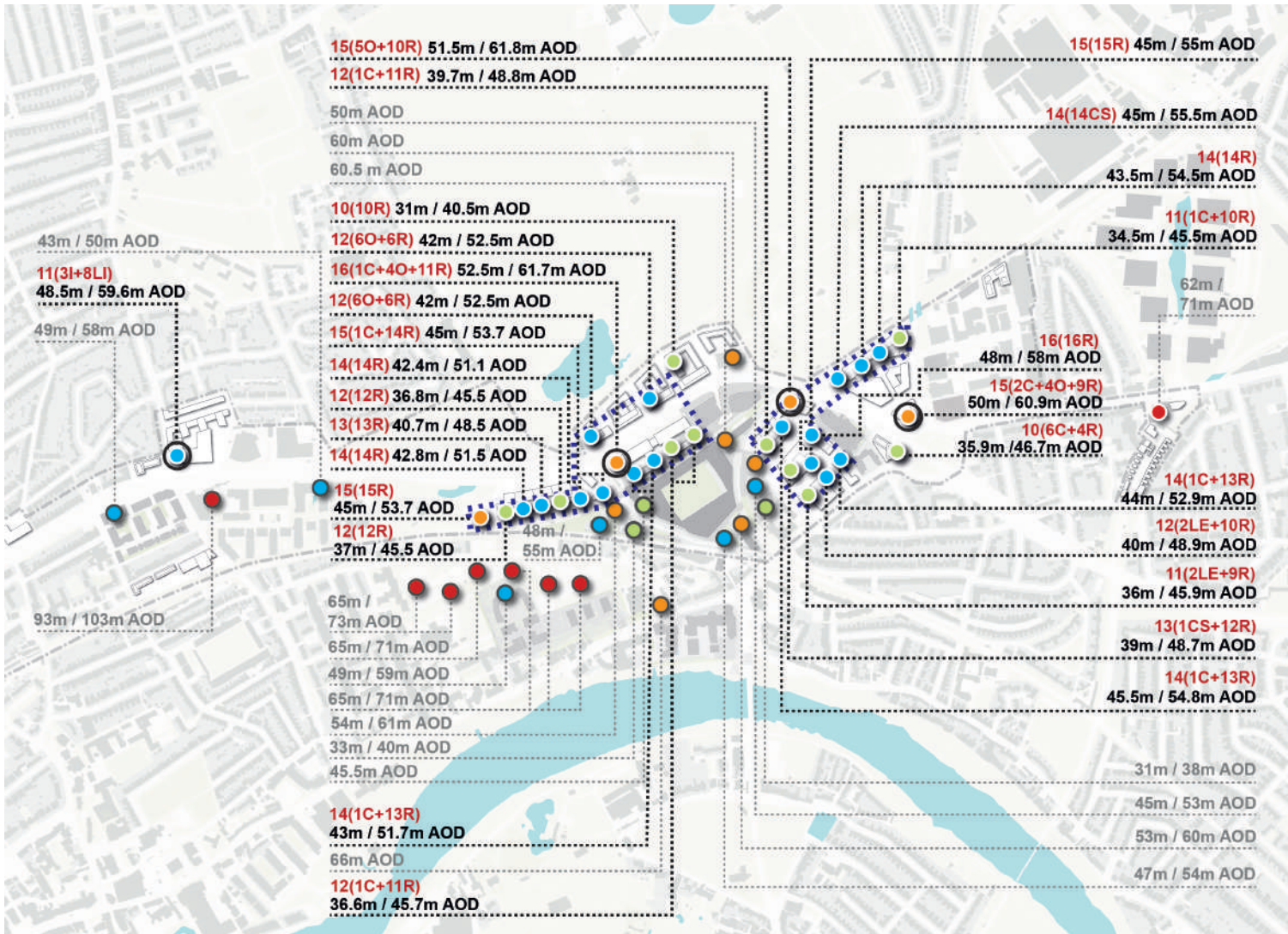


Figure 7.23: Appropriate height at tested potential tall building locations and AOD height of existing/ permitted tall buildings (EAST and CENTRE).

**Broad Height Range (Metre Above Ground)**

- 60 m +
- 50 - 59 m
- 40 - 49 m
- 30 - 39 m
- Proposed Tall Building
- Existing/Permitted Tall Building
- Proposed Focal Building
- ⋮ Proposed Tall buildings cluster

**Note:**  
Appropriate height for each tall building is identified on plan as

Indicative number of storeys

↙ ↘

Height above ground

Number of storeys by different use

↙ ↘

Absolute height Above Ordnance Datum (AOD)

**10(6C+4R)**  
35.9m / 46.7m AOD

**Codes and typical storey height by use:**

- C: Commercial floor 4-5m
- B: Light industrial floor 4-6m / Flexible business use 4-6m
- I: Industrial 5-6m
- CS: Car stacker 3m
- O: Office 4m
- R: Residential 3m
- LE: Leisure 4-10m

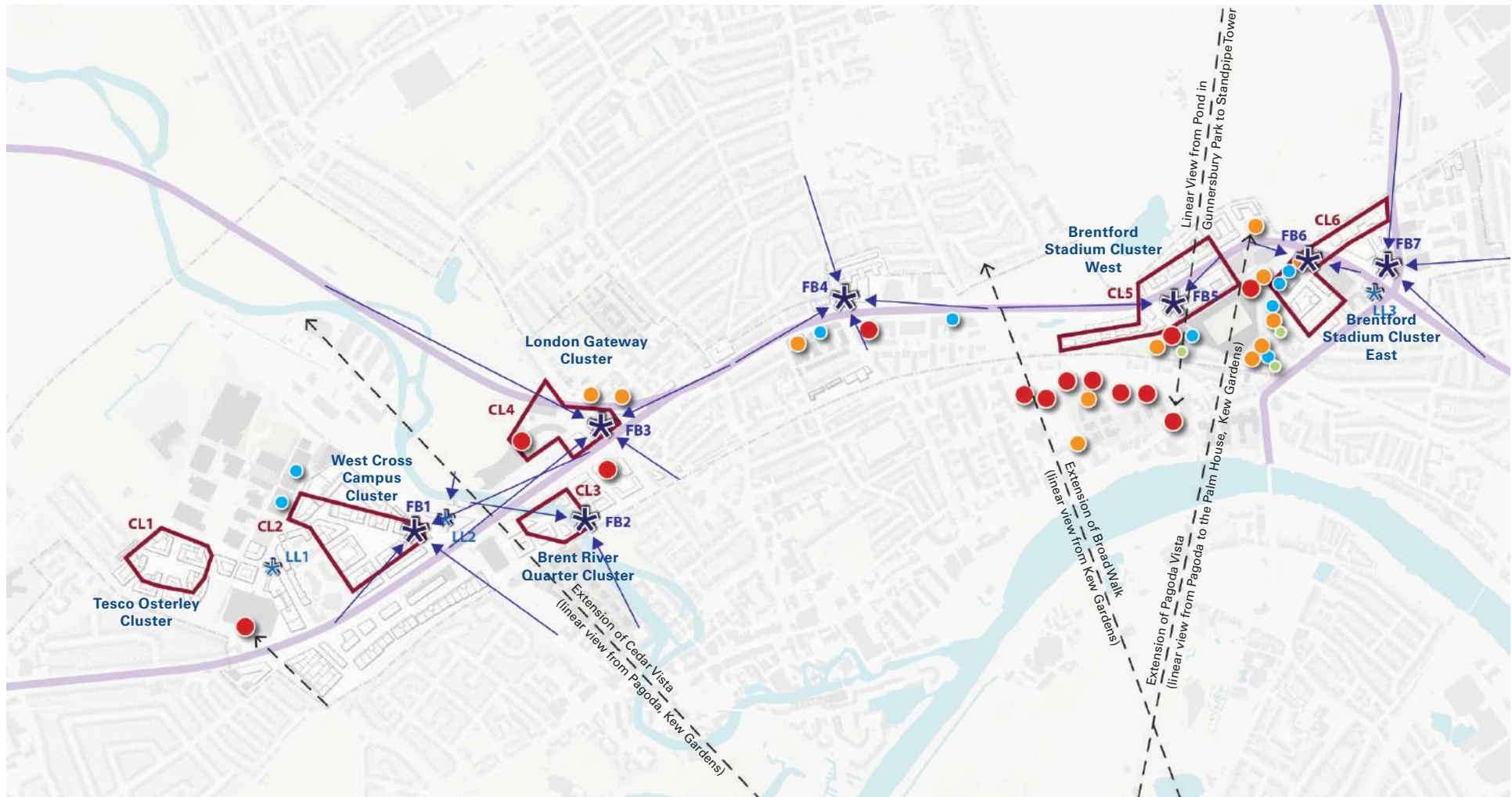






Figure 7.24: Tall Buildings Framework, proposed focal buildings, mid-rise buildings clusters and local landmarks

**Proposed High/Tall Buildings**



-  Local Landmark (LL)
-  Focal Building (FH)
-  Mid-rise Building Cluster (CL)

**Note:**  
Please refer to reference codes and associated detail in report

**Existing Permitted Tall Buildings Height Range**

-  30 - 40 m AOD
-  40 - 50 m AOD
-  50 - 60 m AOD
-  60 m + AOD

 Strategic Road Network

-  Sensitive Linear View
-  Approach View to Focal Building

## 7.7.5 TALL BUILDINGS FRAMEWORK

The masterplan establishes a tall buildings framework to guide tall buildings in the corridor. This categorises tall buildings into three groups:

- Focal Buildings
- Mid-rise Building Clusters and
- Local Landmarks.

Locations of each category are identified in Figure 7.24. An overview on each category is included on the following pages. Tall buildings should not be permitted outside of any of the identified locations.

Figure 7.24 identifies a number of sensitive linear views whose qualities should not be undermined by inappropriately placed tall buildings. The visual impact will need to be tested if there is a risk of a tall building intruding or detracting from a view.

**Specific recommendations for each tall building location can be found in a detailed table in section 7.7.6. This includes appropriate height, role and justification, design principles, and relevant heritage sensitivities that will need to be considered and tested by tall buildings proposals. These will need to be considered in conjunction with the recommendation contained in Appendix C: View Testing. Site specific recommendations are complemented by important design criteria and process requirements for tall building proposals that are included in section 7.7.7.**

### FOCAL BUILDINGS

Focal Buildings are distinct taller buildings that emphasise special locations in prominent townscape views. They support place making and the establishment of a strong character. Their function is also to mark important gateways into the cluster or to terminate long straight approach views on the M4 and A4 corridor.

Focal Buildings are not necessarily the tallest building in the corridor. However, their form and architecture must be distinctive, stand out among other developments and enhance legibility.

As anchor points within clusters they could rise slightly above surrounding buildings to enhance the legibility and distinctiveness of a cluster on the skyline. The proposed height of Focal Buildings range from 46m to 55m above ground (equivalent to 15 to 18 residential storeys). For actual heights refer to Table 7.1.

The masterplan proposed the following new focal buildings (Codes refer to Figure 7.2.2):

- **FB1** adjacent to the Golden Mile Station, a visible marker of the station on the Great West Road;
- **FB2** on the east bank of Brent River in the focus of views from up and down the river, marking the Brent River Quarter;
- **FB3** replacing the Mille Building, marking



Focal Building FB5 on Lionel Road Station terminating the view along the M4 eastbound



Focal Building FB3 marking the London Gateway on the elevated section of the M4 travelling westbound



Focal Building FB1 marking the Golden Mile Station viewed from A4 west bound

the centre of the London Gateway and the arrival into Central London on the M4;

- **FB4** on the Phoenix Site, marking the corner of Ealing Road with the Great West Road and providing a focal point at the bend of the M4 east-bound;
- **FB5** outside Lionel Road Station, marking the station in the Brentford Stadium Quarter, emphasising the focal point of the view along the M4 east bound, and marking the centre of the Brentford Stadium Cluster West;
- **FB6** on Capital Interchange Way, marking the inside curve of the M4, emphasising the open outlook over Gunnersbury Cemetery, and providing a central focus to the Brentford Stadium East Cluster;
- **FB7** on Chiswick roundabout (Citadel site), marking the intersection of the A4 with the North and South Circular, the gateway into the Great West Corridor, and the start of the M4 on a highly visible site.

The review of the western gateway into the Great West Corridor has highlighted the sensitivity of this area to tall buildings and the importance of the Gillette Factory with its chimney as the focal building in this area. To avoid competing with this existing principal landmark no focal building is proposed at the western entrance into the Corridor.

## TALL BUILDINGS CLUSTERS

The masterplan identifies six locations that are appropriate for the clustering of mid-rise (smaller tall) buildings. Mid-rise buildings are broadly of a height between 30m and 45m above ground (an equivalent of 10 to 15 residential storeys).

The concentration of mid-rise buildings in clusters helps to increase densities of urban quarters, while minimising the visual impact of the development on heritage assets. Mid-rise buildings can also be well integrated with compact urban street blocks and support the establishment of livable urban neighbourhoods and a distinct character. Clustering of mid-rise buildings establishes a coordinated and distinct skyline, avoids fragmentation from otherwise scattered tall buildings, and preserves long views and the open character of the remainder of the urban landscape.

Clusters are meaningful where their visual prominence is associated with a particular character and special place in the urban fabric. The inclusion of a recognisable focal building within a cluster adds distinctiveness to the character of an area as well as on the skyline. Cluster design principles such as stepping down the height of mid-rise buildings towards the edge of a cluster and away from focal 'anchor' buildings can further enhance the cluster image on the skyline and help to mediate its impact with the lower rise surrounding fabric. Mid-rise Building Clusters should only be established in areas with high

public transport accessibility that have an emerging character and land use pattern that can accommodate this built form and the associated intensity of activity.

This masterplan identifies the following six mid-rise clusters:

- **CL1 - Tesco Osterley Cluster** - mid-rise buildings to support the establishment of a dense urban neighbourhood at the edge of Sky and in proximity of Syon Lane Station;
- **CL2 - West Cross Campus Cluster** - concentration of mid-rise buildings to help increase density, accommodate a mix of residential and light industrial uses in a highly dynamic environment, accessed by the Golden Mile Station and anchored by FB1 at the station;
- **CL3 - River Brent Cluster** - grouping of three mid-rise buildings around the river and proposed pedestrian bridge, emphasising the heart of the River Brent quarter and anchored by FB2;
- **CL4 - London Gateway Cluster** - existing cluster of tall buildings to be enhanced by FB3 marking the centre of the office quarter, with potential for a mid-rise building on Boston Manor Road;
- **CL5 - Brentford Stadium Clusters West** - concentration of mid-rise buildings to help increase density, to respond to constrained



CL1 - Tesco Osterley Cluster, viewed from west



CL2 - West Cross Campus Cluster, viewed from south west



CL3 - River Brent Cluster, viewed from south



CL4 - London Gateway Cluster, viewed from south



CL5 and CL6 - Brentford Stadium Cluster West and Brentford Stadium Cluster East, seen from south

Note: Clusters in images on this page are indicative and include existing tall buildings. For cluster boundaries refer to Figure 7.24



3d Model of the West and Centre of the Great West Corridor

sites, to create a dynamic environment and to respond and integrate the large scale and mass of the stadium; FB5 marks the centre of the west cluster; tall buildings should not obstruct the open view from Gunnersbury Park lake to the Standpipe tower.

- **CL6 - Brentford Stadium Clusters East**  
- concentration of mid-rise buildings to help increase density, to respond to constrained sites, to facilitate the connection across barriers and to create a strong character and sense of place; FB6 marks the centre of the east cluster.

The designation of clusters CL5 and CL6 include only new development sites but have considered the emerging skyline of the Brentford Stadium and associated development. Another key constraint that was considered is the retention of an open linear view along the Pagoda Vista from Kew Gardens that passes in-between the two clusters.

### LOCAL LANDMARKS

Local landmarks are buildings that are slightly higher than the context height, usually located outside of clusters, that help to enhance local legibility by marking special places. The masterplan identifies opportunities for three local landmarks (LL):

- **LL1 - To the back of the Gillette site**, high point to mark new connection with Grant Way on Harlequin Avenue;
- **LL2 - BSS Brentford**, high point to mark the proposed new connection with Transport Avenue and Boston Manor Park;
- **LL3 - Esso Station**, to accentuate the corner of Great West Road and Chiswick High Road.

**For guidance on appropriate height see section 7.7.6 and, for additional design criteria, section 7.7.7.**

### 7.7.6 SITE SPECIFIC TALL BUILDINGS GUIDANCE

This section provides site specific guidance on each of the identified Focal Buildings, Mid-rise Building Clusters and Local Landmarks identified in section 7.7.5.

For each it identifies appropriate height, the role and justification and rationale for a tall building, height and design principles, and heritage sensitivities that will need to be considered.

This guidance will need to be considered and adhered to by tall buildings proposals within the Great Corridor, in addition to the broader design principles contained in section 7.7.7, and recommendations on building responses contained within Appendix C: View Testing.

Notwithstanding this guidance, any proposed tall building will need to be justified and tested in respect of its individual and cumulative impact on heritage assets, views, townscape and character. This additional level of testing is necessary as the height, bulk, massing, form, architecture and materiality of a tall building all can affect its impact on heritage and other assets in both positive or negative ways. Sensitive views identified in this document are only a sample of representative views and other views may need to be tested. Tall building proposals need to take full account of relevant heritage legislation, guidance and requirements, including the Kew Gardens WHS Management Plan 2020-2025 and respond to Appendix B: Overview Assessment of Heritage Assets and Tall Building Sensitivity Study.

**TABLE 7.1: SITE SPECIFIC TALL BUILDINGS GUIDANCE: FOCAL BUILDINGS**

Code	Name	Appropriate Height*	TB Role / Justification	Height and Design Principles	Heritage Sensitivities
<b>FOCAL BUILDINGS</b>					
FB1	<b>Golden Mile Station</b>	approximately 18 storeys, not exceeding 70m AOD	<ul style="list-style-type: none"> <li>• Marking Golden Mile Station, a major new transport hub and gateway into the area</li> <li>• Enhancing local legibility of the station</li> <li>• Support place making and distinctiveness of the Great West Campus</li> <li>• Increase density and support vitality</li> <li>• Enhance project viability and delivery of homes</li> <li>• Support delivery of public space</li> </ul>	<ul style="list-style-type: none"> <li>• Tall building to be sited next to Golden Mile Station entrance overlooking new public space</li> <li>• Tall building to be integral part of a street block</li> <li>• Highly distinctive building with unified appearance when seen from different directions</li> <li>• Avoid adverse wind impact and shading of the public realm and station square</li> </ul>	<ul style="list-style-type: none"> <li>• Views from Syon Park and House</li> <li>• Views from Osterley Park and House, especially south-east Meadow</li> <li>• Views from Kew Gardens, especially Syon View and Pagoda View</li> <li>• Boston Manor and Park, Grand Union Canal</li> <li>• Gillette Factory, Ford Factory railings, Coty Factory, JC Decaux</li> <li>• Other local heritage assets</li> </ul>
FB2	<b>Brent River Gate</b>	approximately 15 residential storeys, not exceeding 53.2m AOD	<ul style="list-style-type: none"> <li>• Visual marker of the Brent River Quarter at the gateway into the area at the Brentford Railway Bridge on the Grand Union Canal</li> <li>• Support place making and distinctiveness of the Brent River Quarter</li> <li>• Building to support local legibility and overlooking of bridge crossing</li> <li>• Increase density and support vitality</li> <li>• Enhance project viability and delivery of homes</li> <li>• Support delivery of enhanced public realm along the river</li> </ul>	<ul style="list-style-type: none"> <li>• Tall building to be visually prominent when seen from Brentford Lock and associated with the proposed new pedestrian bridge across the river Brent</li> <li>• Highly distinctive building with unified appearance when seen from different directions</li> <li>• Avoid adverse wind impact and shading of the public realm</li> </ul>	<ul style="list-style-type: none"> <li>• Views from Syon Park and House</li> <li>• Views from Osterley Park and House, especially south-east Meadow</li> <li>• Views from Kew Gardens, especially Syon View and Pagoda View</li> <li>• Grand Union Canal, and Boston Manor CA</li> <li>• The Butts CA</li> <li>• St. Paul's Brentford CA</li> <li>• Coty Factory, JC Decaux</li> <li>• Other local heritage assets</li> </ul>
FB3	<b>Mille - London Gateway Anchor</b>	approximately 17 commercial storeys, not exceeding 80m AOD	<ul style="list-style-type: none"> <li>• Mark the arrival point into London on the M4</li> <li>• Mark a major intersection on the Great West Road</li> <li>• Mark the heart and public focus of the London Gateway Office Quarter</li> <li>• Anchor building within the centre of London Gateway Cluster providing distinctiveness to the quarter</li> <li>• Strengthen office hub by delivering significant new office space</li> <li>• Support intensification and regeneration</li> <li>• Support delivery of improved public realm in the London Gateway</li> </ul>	<ul style="list-style-type: none"> <li>• Building to replace Mille building</li> <li>• Significantly enhance the spatial definition and quality of the environment</li> <li>• Building to be distinctive and elegant, responding to vistas along approaching routes (M4, A4, Syon Lane), potentially stepping back or sub-dividing the building volume towards the top to enhance its sense of slenderness</li> </ul>	<ul style="list-style-type: none"> <li>• Views from Syon Park and House, especially views onto the Great Conservatory, from with the park and along access road</li> <li>• Views from Osterley Park and House, especially south-east Meadow</li> <li>• Views from Kew Gardens, especially Syon View and Pagoda View</li> <li>• Grand Union Canal, and Boston Manor CA, views especially from the rear of house</li> <li>• The Butts CA</li> <li>• St. Paul's Brentford CA</li> <li>• Coty Factory, JC Decaux</li> <li>• Other local heritage assets</li> </ul>

\* Appropriate height indicates the broad maximum height that may be acceptable in this location. An application for a tall building in this location will need to satisfy design and height requirements as per this study, fully justify its height and location within the Design and Access Statement, undertake visual impact work from relevant view points (to be agreed with the Planning Authority), and undertake a heritage impact assessment of identified heritage sensitivities (and any other agreed with the Planning Authority)

**TABLE 7.1: SITE SPECIFIC TALL BUILDINGS GUIDANCE: FOCAL BUILDINGS (CONT.)**

Code	Name	Appropriate Height*	TB Role / Justification	Height and Design Principles	Heritage Sensitivities
<b>FOCAL BUILDINGS</b>					
FB4	<b>Phoenix</b>	approximately 11 commercial storeys, not exceeding 60m AOD	<ul style="list-style-type: none"> <li>Visual marker on the Great West Corridor, enhancing the long vista along the M4 and A4 when approaching from the east</li> <li>Enhance local legibility by making important intersection with Ealing Road</li> <li>Support intensification and regeneration</li> <li>Support delivery of enhanced public realm</li> </ul>	<ul style="list-style-type: none"> <li>Tall building to be located in the focal vista along A4 and M4, situated close to the corner with Ealing Road</li> <li>Building to be distinctive and attractive when seen from M4</li> <li>Tower to avoid being overbearing on existing smaller scale housing and development to the north</li> </ul>	<ul style="list-style-type: none"> <li>Views from Syon Park and House</li> <li>Views from Gunnersbury Park and House</li> <li>Views from Kew Gardens, especially onto Kew Palace and from the Great Lawn</li> <li>The Butts CA</li> <li>St. Paul's Brentford CA</li> <li>Other local heritage assets</li> </ul>
FB5	<b>Lionel Road Station</b>	approximately 16 mixed use storeys, not exceeding 62m AOD	<ul style="list-style-type: none"> <li>Visual marker on the Great West Corridor, enhancing the long vista along the M4 and A4 when approaching from the east</li> <li>Enhance local legibility by marking Lionel Road Station</li> <li>Focal building at the centre of Brentford Station Cluster West</li> <li>Increase density and support vitality</li> <li>Enhance project viability and delivery of office space and new homes</li> <li>Support delivery of public space at the station</li> </ul>	<ul style="list-style-type: none"> <li>Tall building to provide the focus of the vista along the M4 travelling east</li> <li>Building to be distinctive and attractive when seen from M4</li> <li>Tall building to avoid canyon effect (two tall buildings facing each other across a street) with adjacent tall buildings on Lionel Road</li> </ul>	<ul style="list-style-type: none"> <li>Views from Gunnersbury Park and House, Cemetery</li> <li>Views from Kew Gardens, especially onto Kew Palace and from the Great Lawn</li> <li>Kew Green CA</li> <li>Kew Bridge CA</li> <li>Strand on the Green CA</li> <li>Wellesley Road CA</li> <li>Gunnersbury Park CA</li> <li>Standpipe tower</li> <li>Other local CAs and heritage assets</li> </ul>
FB6	<b>Capital Interchange Way</b>	approximately 15 mixed use storeys, not exceeding 62m AOD	<ul style="list-style-type: none"> <li>Visual marker on the Great West Corridor, marking the inside curve of M4 and emphasising the open outlook over Gunnersbury Park and Cemetery</li> <li>Enhance local legibility by marking Capital Interchange Way and crossing over Great West Road</li> <li>Focal building within the centre of Brentford Station Cluster East</li> <li>Increase density and support vitality</li> <li>Enhance project viability and delivery of office space and new homes</li> </ul>	<ul style="list-style-type: none"> <li>Building to be distinctive and elegant and to emphasise the curve of the M4 and the outlook over the Gunnersbury Park and Cemetery when seen from M4</li> <li>Tall buildings to avoid canyon effect (two tall buildings facing each other across a street)</li> <li>Building form to avoid having an overbearing effect when seen from Gunnersbury Cemetery</li> </ul>	<ul style="list-style-type: none"> <li>Views from Gunnersbury Park and House, Cemetery</li> <li>Views from Kew Gardens, especially onto Kew Palace and from the Great Lawn</li> <li>Kew Green CA, especially views across the Green</li> <li>Kew Bridge CA, especially view from Bridge</li> <li>Strand on the Green CA, especially view from Thames Path</li> <li>Wellesley Road CA</li> <li>Gunnersbury Park CA</li> <li>Standpipe tower</li> <li>Other local CAs and heritage assets</li> </ul>
FB7	<b>Citadel site (Former Chiswick Curve site)</b>	approximately 15 mixed use storeys, not exceeding 61m AOD <small>(height may need to be reduced so as to avoid visibility of building over the roof of the Orangery (See View 14 - A, Kew Gardens))</small>	<ul style="list-style-type: none"> <li>Visual marker of the Great West Corridor, marking its eastern gateway on the A4 / M4 and the Northern Circular</li> <li>Enhance local legibility of the strategic road interchange (Chiswick roundabout) at the corner of Great West Road with Gunnersbury Avenue</li> <li>Increase density and support vitality</li> <li>Enhance project viability and delivery of office space and new homes</li> </ul>	<ul style="list-style-type: none"> <li>Building to be distinctive and elegant, responding to vistas along approaching routes, especially from the M4 approaching from east and north/south views from South Circular Road, potentially stepping back or sub-dividing the building volume towards the top to enhance its sense of slenderness</li> <li>Tall building to avoid canyon effect (two tall buildings facing each other across a street)</li> <li>Development to provide ample footway space around the building and avoid adverse wind impact onto the public realm</li> </ul>	<ul style="list-style-type: none"> <li>Views from Gunnersbury Park and House, Cemetery</li> <li>Views from Kew Gardens, especially onto Kew Palace and from the Great Lawn</li> <li>Kew Green CA, especially views across the green</li> <li>Kew Bridge CA, especially view from Bridge</li> <li>Strand on the Green CA, view from Thames Path</li> <li>Wellesley Road CA</li> <li>Gunnersbury Park CA</li> <li>Standpipe tower</li> <li>Other local CAs and heritage assets</li> </ul>

\* Appropriate height indicates the broad maximum height that may be acceptable in this location. An application for a tall building in this location will need to satisfy design and height requirements as per this study, fully justify its height and location within the Design and Access Statement, undertake visual impact work from relevant view points (to be agreed with the Planning Authority), and undertake a heritage impact assessment of identified heritage sensitivities (and any other agreed with the Planning Authority)

**TABLE 7.2: SITE SPECIFIC TALL BUILDINGS GUIDANCE: MID-RISE CLUSTER**

Code	Name	Appropriate Height Range**	TB Role / Justification	Height and Design Principles	Heritage Sensitivities
<b>MID-RISE BUILDING CLUSTERS</b>					
CL1	<b>Tesco Osterley Cluster</b>	Height range of approximately 10 to 14 residential storeys, 53.5m to 65.5m AOD	<ul style="list-style-type: none"> <li>• Increase density and support vitality of area</li> <li>• Enhanced residential mix with a full range of home sizes</li> <li>• Support project viability and delivery of new homes</li> <li>• Provide sense of urbanity</li> <li>• Deliver high quality public spaces supporting the development</li> </ul>	<ul style="list-style-type: none"> <li>• Compact neighbourhood with occasional mid-rise buildings, avoid towers to be the dominant built form</li> <li>• Mid-rise buildings to rise out of urban blocks that define streets and spaces, avoid stand alone towers</li> <li>• Mid-rise buildings to enhance local legibility by marking entrances into the site and special places</li> <li>• Avoid being overbearing on existing housing to north and west and prevent excessive overshadowing of public open spaces</li> <li>• Avoid shiny and reflective materials and stark colours, preference for masonry facades (brick or similar)</li> <li>• Heights must vary within the area to deliver a lively skyline</li> <li>• Mid-rise buildings to avoid canyon effect (two towers facing each other across a street)</li> </ul>	<ul style="list-style-type: none"> <li>• Views from Syon Park and House</li> <li>• Views from Osterley Park and House, especially south-east Meadow</li> <li>• Views from Kew Gardens, especially Syon View</li> <li>• Gillette Factory, especially view along Syon Lane and Great West Road - avoid over-dominating factory building and undermining the chimney's silhouette against the sky</li> <li>• Osterley Park Conservation Area</li> <li>• Other local heritage assets</li> </ul>
CL2	<b>West Cross Campus</b>	Height range of approximately 12 to 15 mixed/residential storeys, 52.5m to 61.5m AOD	<ul style="list-style-type: none"> <li>• Increase density and support vitality of area</li> <li>• Enhanced residential mix with smaller and larger units</li> <li>• Support project viability and delivery of new homes</li> <li>• Provide sense of urbanity</li> <li>• Deliver a high quality public space at the heart of the development</li> </ul>	<ul style="list-style-type: none"> <li>• Compact neighbourhood with occasional mid-rise buildings, avoid towers to be the dominant built form</li> <li>• Mid-rise buildings to rise out of urban blocks that define streets and spaces, avoid stand alone towers</li> <li>• Mid-rise buildings to enhance local legibility by marking entrances into the site and special places</li> <li>• Mid-rise buildings to prevent excessive overshadowing of public and green space</li> <li>• Avoid shiny and reflective materials and stark colours, preference for masonry facades (brick or similar)</li> <li>• Mid-rise buildings to avoid canyon effect (two towers facing each other across a street)</li> <li>• Heights must vary within area to deliver lively skyline</li> <li>• Tall buildings to be subservient to focal building FB1</li> </ul>	<ul style="list-style-type: none"> <li>• Views from Syon Park and House</li> <li>• Views from Osterley Park and House, especially south-east Meadow</li> <li>• Views from Kew Gardens, especially Syon View and Pagoda View</li> <li>• Boston Manor and Park, Grand Union Canal, views from the rear of the house and the canal</li> <li>• Gillette Factory</li> <li>• Ford Factory railings, Coty Factory, JC Decaux</li> <li>• Other local heritage assets</li> </ul>
CL3	<b>Brent River Quarter</b>	Small group of mid-rise buildings supporting Focal building FB2; (no more than four including FB2)  Height range of approximately 12 to 14 residential storeys, 50.2 - 51.2m AOD, most western extent of cluster height not to exceed 45.1m AOD	<ul style="list-style-type: none"> <li>• Increase density and support vitality of area</li> <li>• Enhanced residential mix with smaller and larger units</li> <li>• Support project viability and delivery of new homes</li> <li>• Provide sense of urbanity</li> <li>• Deliver high quality public spaces supporting the development</li> </ul>	<ul style="list-style-type: none"> <li>• Mid-rise buildings to rise out of urban blocks that define streets and spaces, avoid stand alone towers</li> <li>• Mid-rise buildings to enhance local legibility by marking visually prominent places along the canal and the proposed bridge across the canal</li> <li>• Mid-rise buildings to prevent excessive overshadowing of public spaces and the river path</li> <li>• Avoid shiny and reflective materials and stark colours, preference for masonry facades (brick or similar)</li> <li>• Mid-rise buildings to avoid canyon effect (two towers facing each other across a street)</li> <li>• Heights must vary within area to deliver lively skyline</li> <li>• Tall buildings to be subservient to focal building FB2</li> </ul>	<ul style="list-style-type: none"> <li>• Views from Syon Park and House</li> <li>• Views from Osterley Park and House, especially south-east Meadow</li> <li>• Views from Kew Gardens, especially Syon View and Pagoda View</li> <li>• Grand Union Canal, and Boston Manor CA</li> <li>• The Butts CA</li> <li>• St. Paul's Brentford CA</li> <li>• Coty Factory, JC Decaux</li> <li>• Other local heritage assets</li> </ul>

\*\* Appropriate height range indicates the broad range of heights within a cluster location that may be acceptable. Tall buildings within a cluster would generally be expected to be distributed evenly between the bottom and the top of the range (unless indicated otherwise in the table). An application for a tall building (or buildings) in this location will need to satisfy design and height requirements as per this study, fully justify the height and location within the Design and Access Statement, undertake visual impact work from relevant view points (to be agreed with the Planning Authority), and undertake a heritage impact assessment of identified heritage sensitivities (and any other agreed with the Planning Authority)

**TABLE 7.2: SITE SPECIFIC TALL BUILDINGS GUIDANCE: MID-RISE CLUSTER (CONT.)**

Code	Name	Appropriate Height Range**	TB Role / Justification	Height and Design Principles	Heritage Sensitivities
<b>MID-RISE BUILDING CLUSTERS</b>					
CL4	<b>London Gateway Cluster</b>	Minor potential for mid rise buildings supporting the cluster, primarily on sub-station site, approximately 10 commercial storeys, not to exceed 54.1m AOD	<ul style="list-style-type: none"> <li>Mark the arrival point into the London Gateway Cluster on the M4</li> <li>Strengthen office hub by delivering significant new office space</li> <li>Support intensification and regeneration</li> </ul>	<ul style="list-style-type: none"> <li>Mid-rise buildings to avoid overbearing on smaller scale existing housing and development</li> <li>Mid-rise buildings to prevent excessive overshadowing of public and green space, especially Boston Manor Park</li> <li>Avoid shiny and reflective materials and stark colours, preference for masonry facades (brick or similar)</li> </ul>	<ul style="list-style-type: none"> <li>Views from Syon Park and House, especially views onto the Great Conservatory, from with the park and along access road</li> <li>Views from Osterley Park and House, especially south-east Meadow</li> <li>Views from Kew Gardens, especially Syon View and Pagoda View</li> <li>Grand Union Canal, and Boston Manor CA, views especially from rear and front of house</li> <li>The Butts CA and St. Paul's Brentford CA</li> <li>Coty Factory, JC Decaux and other local heritage assets</li> </ul>
CL5	<b>Brentford Stadium Cluster West</b>	Height range of approximately 12 to 15 mixed/residential storeys, 45.5 - 53.7m AOD	<ul style="list-style-type: none"> <li>Increase density and support vitality of area on constrained sites</li> <li>Support project viability and delivery of new homes and business spaces</li> <li>Provide a sense of urbanity</li> <li>Deliver a high quality public space at Lionel Road Station and local permeability</li> </ul>	<ul style="list-style-type: none"> <li>Heights to generally step down from the centre of the cluster (focal building FB5) towards the edge of cluster</li> <li>Heights must vary within the cluster to deliver lively skyline</li> <li>Mid-rise buildings to rise out of street blocks that define streets and space, avoid stand alone towers</li> <li>Mid-rise buildings to enhance local legibility by marking visually prominent places</li> <li>Mid-rise buildings to prevent overbearing and excessive overshadowing of public and green space, especially Gunnersbury Park and Cemetery</li> <li>Avoid shiny and reflective materials and stark colours, preference for masonry facades (brick or similar)</li> <li>Mid-rise buildings to avoid canyon effect (two towers facing each other across a street)</li> <li>Mid-rise buildings to avoid canyon effect (two towers facing each other across a street)</li> </ul>	<ul style="list-style-type: none"> <li>Views from Gunnersbury Park and House, especially the view from Pond towards Standpipe tower</li> <li>Views from Gunnersbury Cemetery</li> <li>Views from Kew Gardens, especially onto Kew Palace and from the Great Lawn</li> <li>Kew Green CA and Kew Bridge CA</li> <li>Strand on the Green CA</li> <li>Wellesley Road CA</li> <li>Gunnersbury Park CA</li> <li>Standpipe tower</li> <li>Other local CAs and heritage assets</li> </ul>
CL6	<b>Brentford Stadium Cluster East</b>	Height range of approximately 11 to 15 mixed/residential storeys, 45.5 - 55.5m AOD except Northern Edge of Citroen Site. Northern edge of Citroen Site not exceeding 58m AOD (height on Citroen site may need to be reduced so as to avoid visibility of building over the roof of the Orangery (See View 14-B, Kew Gardens)	<ul style="list-style-type: none"> <li>Increase density and support vitality of area on constrained sites</li> <li>Support project viability and delivery of new homes, business spaces and leisure</li> <li>Provide a sense of urbanity</li> <li>Deliver a high quality public space on Capital Interchange Way and local permeability</li> </ul>	<ul style="list-style-type: none"> <li>Heights to clearly step down from the centre of the cluster (focal building FB6) towards the edge of cluster</li> <li>Mid-rise buildings to rise out of street blocks that define streets and space, avoid stand alone towers</li> <li>Mid-rise buildings to enhance local legibility by marking visually prominent places</li> <li>Mid-rise buildings to prevent overbearing and excessive overshadowing of public and green space, especially Gunnersbury Cemetery</li> <li>Mid-rise buildings to be subservient to focal building FB6</li> <li>Heights must vary within area to deliver lively skyline</li> <li>Avoid shiny and reflective materials and stark colours, preference for masonry facades (brick or similar)</li> <li>Mid-rise buildings to avoid canyon effect (two towers facing each other across a street)</li> </ul>	<ul style="list-style-type: none"> <li>Views from Gunnersbury Park and House, Cemetery</li> <li>Views from Kew Gardens, especially onto Kew Palace and from Great Lawn</li> <li>Kew Green CA, especially views across the green</li> <li>Kew Bridge CA, especially view onto area from Bridge</li> <li>Strand on the Green CA, especially view from Thames Path</li> <li>Wellesley Road CA</li> <li>Gunnersbury Park CA</li> <li>Standpipe tower</li> <li>Other local CAs and heritage assets</li> </ul>

\*\* Appropriate height range indicates the broad range of heights within a cluster location that may be acceptable. Tall buildings within a cluster would generally be expected to be distributed evenly between the bottom and the top of the range (unless indicated otherwise in the table). An application for a tall building (or buildings) in this location will need to satisfy design and height requirements as per this study, fully justify the height and location within the Design and Access Statement, undertake visual impact work from relevant view points (to be agreed with the Planning Authority), and undertake a heritage impact assessment of identified heritage sensitivities (and any other agreed with the Planning Authority)

**TABLE 7.3: SITE SPECIFIC TALL BUILDINGS GUIDANCE: LOCAL LANDMARKS**

Code	Name	Appropriate Height***	TB Role / Justification	Height and Design Principles	Heritage Sensitivities
<b>LOCAL LANDMARKS</b>					
LL1	<b>Gillette Link</b>	Approximately 10 residential storeys, no higher than 53m AOD	<ul style="list-style-type: none"> <li>Local landmark to emphasise new connection with Grant Way on Harlequin Avenue</li> </ul>	<ul style="list-style-type: none"> <li>Landmark building to rise out of street block at corner with Harlequin Avenue</li> <li>Avoid shiny and reflective materials and stark colours, preference for masonry facades (brick or similar)</li> </ul>	<ul style="list-style-type: none"> <li>Views from Syon Park and House</li> <li>Views from Osterley Park and House, especially south-east Meadow</li> <li>Views from Kew Gardens, especially Syon View and Pagoda View</li> <li>Boston Manor and Park, Grand Union Canal, views from the rear of the house and the canal</li> <li>Gillette Factory</li> <li>Ford Factory railings, Coty Factory, JC Decaux</li> <li>Other local heritage assets</li> </ul>
LL2	<b>BSS Brentford</b>	Approximately 10 mixed / residential storeys, no higher than 43.3m AOD	<ul style="list-style-type: none"> <li>Local landmark to emphasise new pedestrian link across the site from Great West Road to Transport Avenue and Boston Manor Park</li> </ul>	<ul style="list-style-type: none"> <li>Landmark building to rise out of street block at new link on Transport Avenue</li> <li>Avoid shiny and reflective materials and stark colours, preference for masonry facades (brick or similar)</li> </ul>	<ul style="list-style-type: none"> <li>Views from Syon Park and House</li> <li>Views from Osterley Park and House, especially south-east Meadow</li> <li>Views from Kew Gardens, especially Syon View and Pagoda View</li> <li>Boston Manor and Park, Grand Union Canal</li> <li>Gillette Factory, Ford Factory railings, Coty Factory, JC Decaux</li> <li>Other local heritage assets</li> </ul>
LL3	<b>Esso station</b>	Approximately 10 mixed / residential storeys, no higher than 46.7m AOD	<ul style="list-style-type: none"> <li>Local landmark at the corner of Great West Road and Chiswick High Road to accentuate this important street corner</li> </ul>	<ul style="list-style-type: none"> <li>Landmark building to rise out of street block at corner of Great West Road and Chiswick High Road</li> <li>Avoid shiny and reflective materials and stark colours, preference for masonry facades (brick or similar)</li> </ul>	<ul style="list-style-type: none"> <li>Views from Gunnersbury Park and House, Cemetery</li> <li>Views from Kew Gardens, especially onto Kew Palace and from the Great Lawn</li> <li>Kew Green CA, especially views across the green</li> <li>Kew Bridge CA, especially view onto area from Bridge</li> <li>Strand on the Green CA, especially view from Thames Path</li> <li>Wellesley Road CA</li> <li>Gunnersbury Park CA</li> <li>Standpipe tower</li> <li>Other local CAs and heritage assets</li> </ul>

\*\*\* Appropriate height indicates the broad maximum height that may be acceptable in this location. An application for a tall building in this location will need to satisfy design and height requirements as per this study, fully justify its height and location within the Design and Access Statement, undertake visual impact work from relevant view points (to be agreed with the Planning Authority), and undertake a heritage impact assessment of identified heritage sensitivities (and any other agreed with the Planning Authority)

## 7.7.7 DESIGN PRINCIPLES AND CRITERIA

Proposals for tall buildings will also need to comply with the following design principles and criteria:

- Tall buildings should have a clear townscape justification and their height should be proportionate to their role and function in the wider context;
- Tall buildings should only be part of the comprehensive development of larger site, that deliver significant and tangible regeneration benefits;
- Tall buildings should generally not be stand-alone objects but form part of a larger development such as a street block that integrates with the urban form and defines the street space (Figure 7.255);
- Tall buildings in clusters should not be built all to the same height but create a variety of heights to support a lively skyline (Figure 7.266);
- In clusters the height of tall buildings should generally decrease away from the centre and tall buildings should respond sensitively to the character and townscape of its surrounding;
- Tall buildings should ensure the continuing quality and amenity of adjoining uses and outdoor spaces in respect of overlooking, privacy, sun and day lighting;
- Tall buildings potentially visible in the setting of sensitive heritage assets and historic landscapes should consider how their choice of materials, colours and appearance can avoid prominence in views and make them blend into the background and foliage of trees (for example by avoiding shiny and reflective surfaces and the use of subdued natural materials);

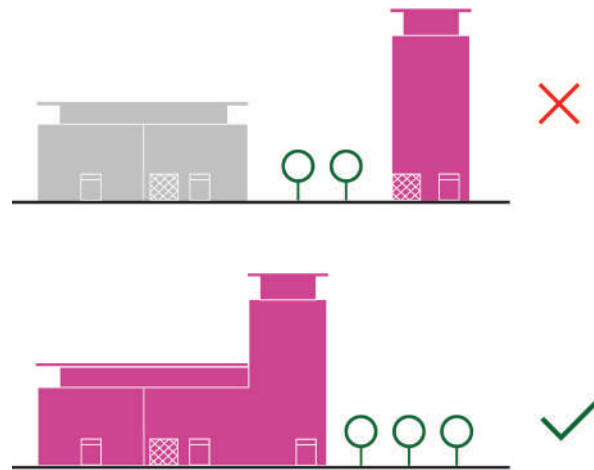


Figure 7.25: Tall building integrated within a street block

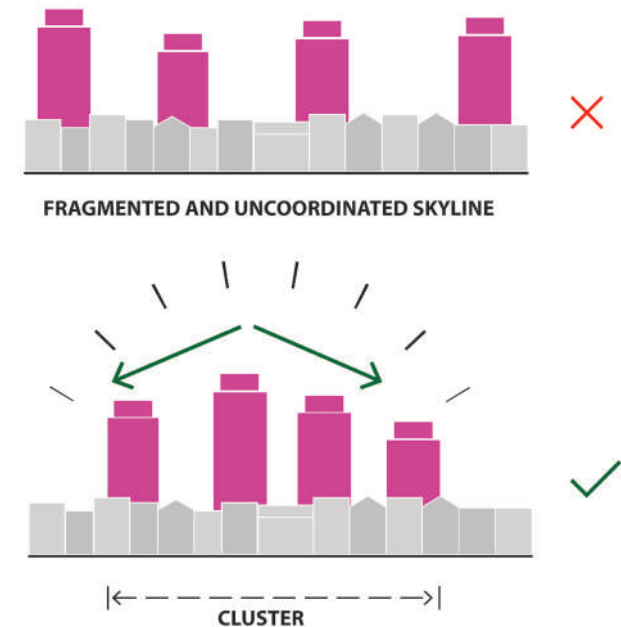


Figure 7.26: Tall building clusters

- Tall buildings should establish a positive relationship with the street space (Figure 7.277), ensure a quality and overlooked public realm, and effectively mitigate adverse micro climatic impacts (Figure 7.288);
- Teams proposing tall buildings proposals will need to engage early on in the design process with the council’s design and heritage officers to ensure a full understanding of relevant policies and guidance, to confirm the approach to testing heights, and to identify and agree potential additional views for the testing of proposals. To assist this process a view-shed analysis should be carried out, that identifies the zones of theoretical visibility of the aspired height; and
- Tall buildings proposals should normally be scrutinised at least twice by the council’s design review panel, firstly at the initial design stage to examine the principal approach and conformity with the masterplan framework, and secondly during the more detailed design stage to scrutinise the architecture and urban design solution.



Figure 7.27: Tall buildings should contribute to good street enclosure without being overbearing

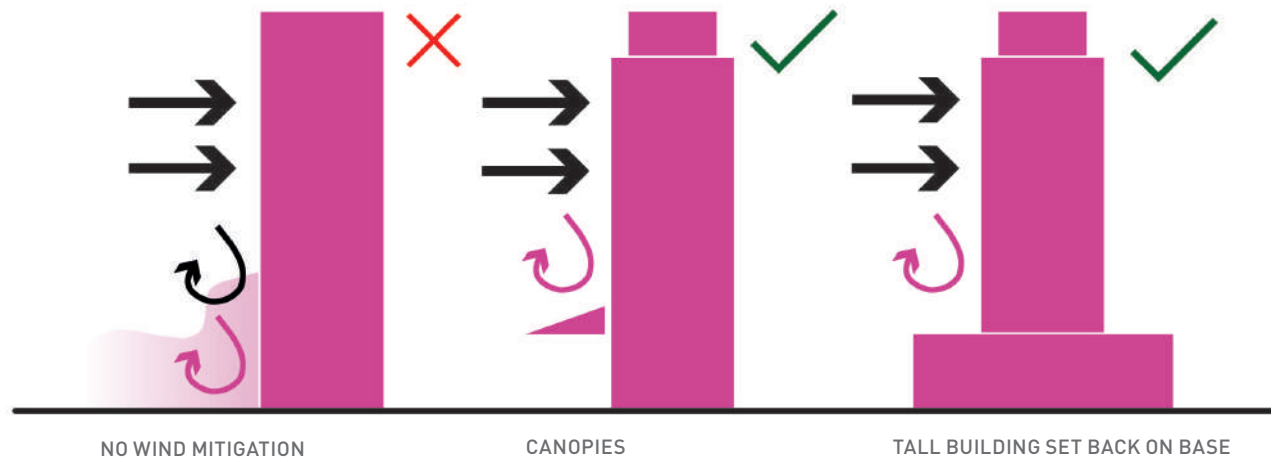


Figure 7.28: Good design of tall buildings should mitigate excessive wind at ground level

## 7.8 PUBLIC REALM AND OPEN SPACES

### 7.8.1 PUBLIC REALM

The Great West Corridor is dominated by the car. New development will need to rebalance the public realm in favour of walking and cycling to support sustainable development, livability and place making.

Achieving a high quality public realm throughout the corridor will significantly change the image and perception of the area. It is critical for the area's ability to attract both new businesses and residents into the Great West Corridor.

The design, materiality and quality of the public realm has a significant impact on the character and appearance of an area. The public realm should be generally of a high quality with consistent and continuous treatments adhering to generally agreed design standards.

A common palette of materials, street furniture and design standards should be used to ensure a coherent public realm throughout each quarter. To assist this, the Council should consider preparing a public realm design guide to set these standards.

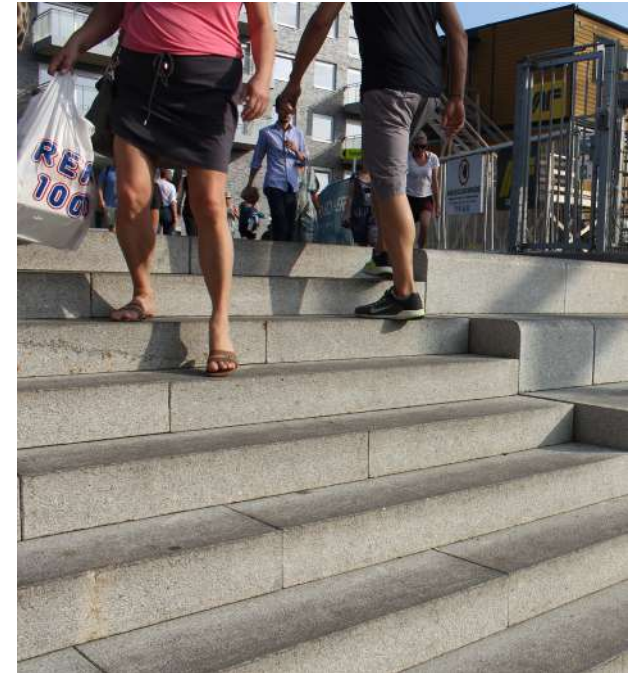
Public realm design should adhere to a number of general design principles:

- Larger developments should take responsibility for the improvement of the public realm beyond their immediate site and contribute to the enhancement of the wider street environment;



Public realm which reflects a place's history

- Public realm areas should be designed with a function in mind and leftover pieces of land with no role or purpose must be avoided;
- Footways should be of sufficient width to reflect the role of the street in the pedestrian network. On minor access streets the use of shared space home zone designs and play streets can be explored;
- Along key internal routes through the corridor such as the Clean Air Routes and on local streets, continuous footways at junctions should be the norm as it sends out the message that pedestrians have priority and drivers are expected to give way. Clean Air Routes must be designed with segregated cycle lanes.
- Pedestrian crossing points should be located along key desire lines and normally be provided on all arms of junctions. Raised side entry solutions should be considered along the main road corridors to help establish pedestrian priority.



High quality detailing of the public realm

- The design of the public realm should help express the character of the area and should include landscaping elements and tree planting. The public realm should actively contribute to the urban greening factor (see 7.4.4). Where possible this should include sustainable urban drainage solutions alongside other measures to reduce the water-run off rate. SUDs should not be an afterthought, but integral elements of the public realm design that support the wider character of the area.

Specific improvements to the Great West Road are discussed in section 7.9.

## 7.8.2 OPEN SPACES

The masterplan proposes a network of public open spaces each with their own particular character and function.

These open spaces serve a number of purposes:

- They form part of the essential green infrastructure in the Great West Corridor and integrate with the wider strategic green infrastructure network;
- They offer attractive environmental qualities and amenities and encourage social, cultural and recreational outdoor activities for the local workforce and residential community of all ages;
- They act as memorable points of reference and help people to find their way around; and
- They provide an attractive setting for adjoining uses and enhance property values.

Public spaces are best located at pivotal points in the pedestrian network, where they are easy to access and benefit from natural footfall through the area. In these locations they can help contribute to the legibility of the area and provide a focus for activity.

The masterplan has proposed a number of public spaces central to the proposed new

quarters, where they are protected from noise and impacts of the strategic road network.

The design of open spaces should be of high quality exemplar design and invite people to stay and enjoy. Open spaces should contribute to the envisaged character and distinctiveness of the quarter. They should provide with a range of outdoor amenities and offer flexibility of use for local events.

The future maintenance of public spaces needs to be considered from the outset. Suitable and sustainable maintenance arrangements need to be put in place that ensure a quality upkeep of new and existing open spaces in perpetuity.

The following new open spaces are proposed by the masterplan:

- Tesco Site - central neighbourhood green;
- Gillette - pocket green space;
- West Cross Campus - central green space and arrival piazza outside Golden Mile Station;
- River Brent Quarter - enhanced open space along the Brent River and integration of existing open space to the south of the railway (to back of Robin Grove);
- Brentford Stadium Quarter - new station plaza outside proposed Lionel Road Station, new space on Capital Interchange Way and central space within the B&Q site development.



Figure 7.29: Proposed Public Spaces (West)

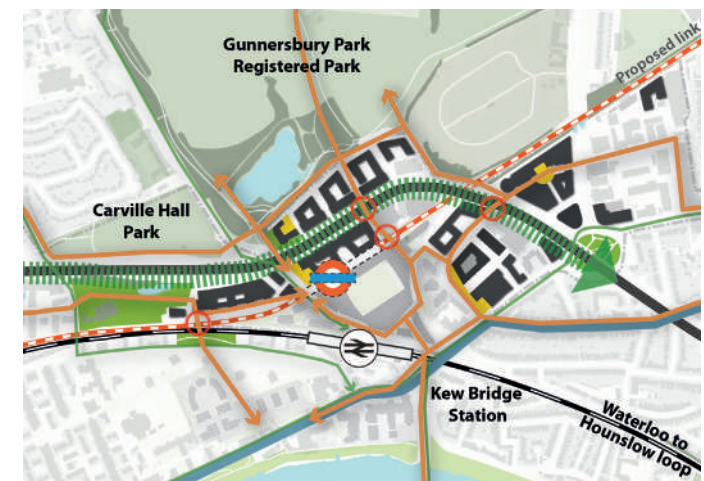


Figure 7.30: Proposed Public Spaces (East)

## 7.9 GREAT WEST ROAD IMPROVEMENTS

### 7.9.1 PUBLIC REALM IMPROVEMENTS

The image of the Great West Road must be transformed from a traffic dominated and neglected road into a quality environment - a 'boulevard', and an attractive front door for development.

This requires significant improvements to the quality of the public realm. Public realm treatment along the Great West Corridor should be coherent, use a consistent set of materials, furniture and treatments, and reduce clutter along the entire length of the Great West Corridor.

Corridor improvements could include the following interventions:

#### Public Realm and landscaping

- Landscaping with a central green reserve and landscaped buffer strip between the carriageway and the footway;
- Enhanced cycle and pedestrian facilities which could include a marked, single direction, 'fast' cycle lane, and a shared footway, that allows counter directional cycling;
- The Council in cooperation with TfL should consider tree planting and other landscaping interventions to improve the interface of the carriageway and the pavement
- Intensive landscaping between the back of the footway and the front of development, including tree planting along the footway (West Area);



Green central reserves enhance the green feel of the road (Nottingham)

- Where desirable, provision of separate service lanes to access and serve active ground floor uses on the corridor. These should apply shared space principles to enhance safety and the quality of the environment outside of shops and services. (Central and East Areas)
- Introduction of bus priority measures, potentially including dedicated lanes or green light priorities;
- Enhanced pedestrian crossing facilities that are direct, generous, and shelter pedestrians waiting for the green light from the visual and noise impact of moving traffic; and
- Provision of consistent set of materials, furniture and lighting.



Buildings should front onto the corridor and provide strong sense of enclosure (Oslo)

#### M4 Underside Improvements

- Enhancements to the spaces underneath the elevated M4 road. This includes repair to the concrete structure, architectural cladding to enhance its visual appearance, enhanced lighting levels during day and night time, removal of unnecessary railings and clutter and a coherent and neutral surface treatment to the median strip.
- Colourful spot and feature lighting to the underside of the M4 could provide an attraction and add interest and character to this environment;
- Explore potential to use the space underneath the M4 as an Outdoor Urban Gallery - an ever changing exhibition space for street art in the centre strip of the Great West Road. This could entail installing graffiti walls and public art in the



Improve the quality of pedestrian facilities with wide and direct crossings (Liverpool One)



Use urban art and graffiti to animate the space underneath the M4



Opportunity for creative and colourful lighting of the underpass (lighting by Fitz Gibbons, San Antonio, Texas. Source: <http://www.billfitzgibbons.com/>)

centre strip of the Great West Road and invite street artists to make their mark. Gallery and light installations are relatively low budget interventions, that could be implemented quickly and generate a big impact. The gallery could dramatically alter the appearance and perception of the road, generate interest and footfall, and create a destination in its own right. Car dealerships and other local businesses might be interested in sponsoring the graffiti walls and lighting schemes in return for an element of publicity and as contribution to an enhanced, colourful and more friendly environment.

### Noise Barriers

- Provision of noise barriers along the entire elevated section of the M4 where it passes through the urban environment. This could include solar panels that generate electricity to light the road below, and transparent sections where there are special views, for example towards Gunnersbury Park. This would significantly improve the noise pollution in surrounding areas and lower the impact of fast moving traffic and light pollution on the amenity of the area.

A future corridor feasibility study should look at how these aspirations can be realised. This should also identify measures to reduce noise and air pollution, tackle congestion, encourage a shift towards public transport and provide a long term solution to the future of the elevated sections of M4 that are in need of repair.



Potential to install sound barriers along the elevated section of the M4

## 7.9.2 GREAT WEST ROAD DEVELOPMENT FRONTAGE

Buildings along the Great West Corridor should be set back from the corridor to a consistent building line.

### West Area:

In the West Area this should respond to the building line established by existing development, such as the Pyrene Building.

Where no relevant building line exists, a new building line should be established 20m back from the edge of the typical carriage way. The strip between buildings and the back of footway should be intensely landscaped to provide a green and leafy character to the corridor, and to combat noise and air pollution.

### Central and East Area:

In the Central and East Areas the development of a service road should be considered to provide access to building frontages. Where this is considered, the frontage line should be a minimum of 21m away from the edge of the elevated section. Where this is not possible due to space constraints, a minimum distance of 17.5m between development and the edge of the elevated road should be considered.

Buildings should generally orientate towards the corridor, provide overlooking to the public realm and green space and have a principal entrance located at the front. Residential uses are generally not appropriate directly fronting onto the corridor, but they could be considered on set-backs over non-residential development, subject to meeting the Council's environmental and health policies (see section 7.10).

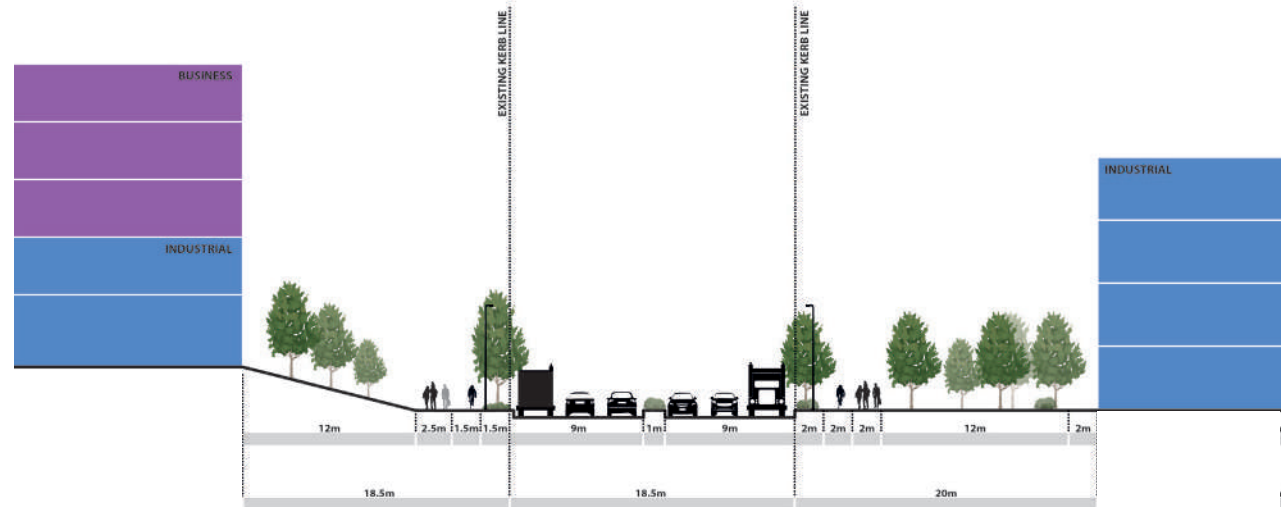


Figure 7.31: Great West Road (West Area) Indicative Section

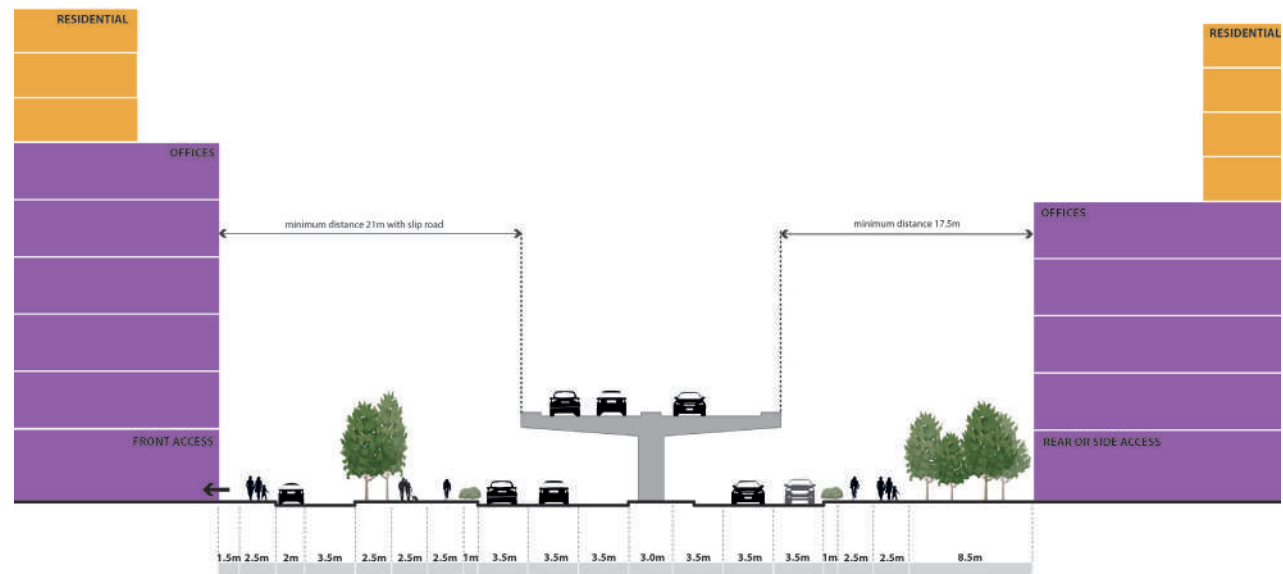


Figure 7.32: Great West Road (Central and East Areas) Indicative Section

### 7.9.3 ADVERTISEMENTS

The Great West Corridor, and especially the M4 with its high traffic volume, is a primary target for advertisement. Many advertisement panels are already mounted in the corridor, primarily alongside the elevated section of the M4. The majority are bright, digital LED signs with static electronic displays.

The high occurrence of existing digital advertisements on the elevated section of the M4, together with other visual stimuli from road signs, buildings, and long rooftop views, means that the driving environment on the M4 is already visually cluttered. There is evidence that visual clutter can cause driver distraction that can lead to poorer vehicle control, especially for older drivers (Austroads, Impact of Roadside Advertising on Road Safety, 2013).

The curving nature of the route, the narrow dual carriageway, lack of a hard shoulder, high travel speed (40mph) and traffic volume present a cognitively demanding driving environment. This environment, together with the potential for driver distraction from advertisement creates a road safety risk. This could mean a greater potential for accidents, which due to the elevated nature of the M4 could have disastrous consequences.

The number of digital advertisement boards on the M4 already detracts from an appreciation of the physical and place characteristics of the Great West Corridor, neither help to convey

the image of the Golden Mile as a desirable business location.

Elevated digital advertisement panels which cast their flashing lights over large distances may affect the amenity of existing and future residents and businesses. Light pollution from digital advertisement and the constant animation of digital panels may detrimentally affect the amenity, outlook and enjoyment of residential and other uses in the area.

Given the increased road safety risk, the detraction from the character and image of the area and the impact of light pollution on the amenity of existing and future residents an

increase in the number of digital advertisement panels in the corridor should be resisted.

Development along the corridor should be inspired by the Art Deco Buildings that expressed industrial pride through stunning architecture. The exceptional visibility from the M4 should be used by businesses in the corridor to display their branding, showcase their products and services, and provide architecturally stunning buildings that add value to real estate, while collectively expressing the unique image and profile of the Great West Corridor business hub.



Advertisement panels on the elevated sections of the M4

## 7.10 AIR QUALITY AND NOISE

### 7.10.1 INTRODUCTION

The negative effects of poor air quality and excessive noise on physical and mental health are well documented. Improving London's air quality is one of the central aims of the new London Plan (2019) and the Great West Corridor Local Plan revision highlights the local authority's commitment to improving air quality and noise levels in the area.

Within the Great West Corridor masterplan area, the single biggest source of air and noise pollution is the M4 motorway and Great West Road. This masterplan promotes development fronting onto and in close proximity to these arteries, as part of the long term vision to transform the corridor into a healthy, human-scale environment. However, in the short to medium term, residents and workers must be protected from NO<sub>2</sub>, particulate matter and excessive traffic noise. Other nuisance sources include rail lines, industrial uses and the Heathrow flight path. This section provides an overview of the policy background on these issues and describes how the design of new development must respond to air and noise pollution.

### 7.10.2 POLICY BACKGROUND

The importance of suitable air quality is recognised at the national and international levels with the EU Directive 2008/50/EC and National Air Quality Standards Regulations (amended) 2016 placing limits on acceptable levels of air pollution. The Great West Corridor has been and is in breach of these air pollution limits. The NPPF places an obligation on local authorities to prevent new and existing development contributing to or being adversely affected by unacceptable levels of air and noise pollution.

Within the adopted London Plan (2016), Policy 7.14 states that new developments should "be at least 'air quality neutral' and not lead to further deterioration of existing poor air quality". The new London Plan "Intend to Publish" version (2019) Policy S11 goes further and expects large scale redevelopment areas to "consider how local air quality can be improved across the area of the proposal as part of an air quality positive approach".

The new London plan policy D14 requires new development to "reduce, mitigate and manage noise", by firstly locating residential uses away from sources of noise, and secondly by providing adequate acoustic insulation. Policy D13 introduces the Agent of Change principle, which "places the responsibility for mitigating impacts from existing noise and other nuisance-generating activities or uses on the proposed new noise-sensitive development." The Agent of Change Principle is discussed

in detail in Section 3.1.4 of this report. Finally, policy D4 states that single aspect dwellings that would be exposed to significantly adverse noise levels should not be permitted.

At the local authority level, the LB Hounslow's Regulation 19 Consultation Draft of the Great West Corridor Local Plan Review places great emphasis on the need to improve and safeguard air and noise quality. Draft Policy GWC Health and Wellbeing expects development proposals to:

*"(i) Ensure site and building design minimises exposure to elevated levels of air and noise pollution through:*

- I. provision of noise and vibration insulation;*
- II. locating sensitive uses away from existing or planned sources of air and noise pollution, including through the siting of less sensitive non-residential uses adjacent to the A4 and M4 to act as a physical "buffer" between the roads and more sensitive uses to the rear;*
- III. the provision of winter gardens and balconies; and*
- IV. the use of greenery to act as a "buffer" along the A4/M4 corridor and other streets.*

*(j) Consider health and wellbeing during the design stages and use Best Available Techniques (BATs) to mitigate and minimise any adverse effects on health and quality of life (e.g. soil, noise, water, air or light*

*pollution). Proposals for major development schemes should also be supported by Noise Assessment, Air Quality Assessment (AQA) and a Health Impact Assessment (HIA).*

*(k) Minimise air pollution making new developments 'air quality positive' in accordance with the Mayor SPG on Sustainable Design."*

### **7.10.3 REQUIREMENTS FOR DEVELOPMENT IN GWC**

#### **Air Quality**

New large-scale development within the Great West Corridor masterplan area is required to demonstrate that it will be Air Quality Positive. For a development to be Air Quality Neutral, it must meet the air quality benchmarks set out in the GLA's Sustainable Design and Construction SPD.

Air Quality Positive developments must go beyond this and demonstrate how they will actually improve the air quality in the local area. The GLA plan to provide guidance on achieving Air Quality Positive developments in the near future. In the meantime, the new London Plan Intend to Publish version (2019) provides guidance on the process that new development should follow to demonstrate their impact on air quality. Firstly, a preliminary Air Quality Assessment should be carried out to inform the design process. This should assess sources of pollution, site

constraints, appropriate land uses for the site and appropriate design measures to improve air quality. As the design evolves, further assessments should be carried out to ensure the best outcomes.

Paragraph 9.1.13 of the new London Plan (2019) explains that statements should be prepared for large scale development proposals that set out:

- *"How air quality is intended to be analysed and opportunities for its improvement identified as part of the design process.*
- *How air quality improvements have informed the design choices made about layout and distribution of buildings, amenity spaces and infrastructure.*
- *What steps will be taken to promote the uptake and use of sustainable and zero-emission modes of transport beyond minimum requirements. This may include specific measures in transport plans or delivery against Healthy Streets indicators.*
- *How air pollutant emissions from the buildings or associated energy centres can be reduced beyond the minimum requirements set out in Part B of this policy. This may include specific measures in heating masterplans or working with existing heat network providers to reduce or eliminate energy centre emissions.*

- *How specific measures that are identified to deliver air quality improvements will be evaluated and secured, including whether more detailed design specifications will be required so that the final development meets the desired performance."*

Alongside striving for Air Quality Positive, new development must protect residents from exposure to existing pollution. The Great West Corridor Local Plan review policy GW3 states that major development proposals should be accompanied by a Health Impact Assessment, which would include the proposal's impact on air and noise quality.

The main traffic generated air pollutant of concern in the GWC is NO<sub>2</sub>. The GWC Noise and Air Quality Background Paper quantifies the threshold for safe exposure to NO<sub>2</sub> to be an annual mean of 50 micrograms per cubic metre (50µg/m<sup>3</sup>). Locations with an annual mean greater than 50µg/m<sup>3</sup> would be inappropriate for outdoor amenity space such as courtyards, gardens or balconies, and would warrant the use of mitigation measures to reduce the exposure to residential units.

PM<sub>10</sub> and PM<sub>2.5</sub> are also closely linked to poor health outcomes, as there is no safe limit for exposure to particulate matter. Proposals must demonstrate that resident's exposure to particulate matter is mitigated.

## Noise

New developments must ensure a good acoustic environment for residents and other building users. This relates to both the inside of buildings and external amenity areas, which are expected to provide a sense of tranquillity. National policy does not state specifically what an acceptable level of noise would be. Noise is a complex issue and its effects on residents is dependant on a number of factors such as the type of noise, the level of noise (dB), the regularity of noise and where in a home or development the noise is heard from (e.g. bedrooms are more sensitive to night time noise than living rooms).

The GWC Noise and Air Quality Background Paper provides guideline noise thresholds that development proposals in the GWC should not exceed. These are categorised in the table to the right.

Table of Noise Guidelines (Great West Corridor Noise and Air Quality Background Paper)

Effect Level	Noise Level Criteria	Impact
Significant Observed Adverse Effect Level (SOAEL)	<ul style="list-style-type: none"> <li>Bedrooms: 35 dB LAeq,8hours/45 dLAm<sub>ax</sub> more than 10-15 times per night</li> <li>Living Rooms: 40 dB LAeq,16hours</li> <li>Gardens/Balconies: 60 dB LAeq,16hours</li> </ul>	<p>Any development where the noise level criteria are exceeded would be required to robustly demonstrate how noise levels across the development site have been reduced as far as practicable, including the layout of the development.</p> <p>If average LAeq noise levels start to exceed the internal LAeq target levels by more than 5 dB, the more that most people are likely to regard them as “unreasonable”.</p> <p>Where noise levels in external amenity areas are expected to be within the SOAEL, provision of winter gardens or other mitigation measures to reduce noise levels within external amenity areas would be required.</p>
Unacceptable Observed Adverse Effect Level (UOAEL)	<p>Average noise levels are up to 10 dB above target criteria:</p> <ul style="list-style-type: none"> <li>Bedrooms: 40 dB LAeq,8hours/45 dB LAm<sub>ax</sub> more than 15 times per night</li> <li>Living Rooms: 45 dB LAeq,16hours</li> <li>Gardens/Balconies: 65 dB LAeq,16hours</li> </ul>	<p>Internal LAeq levels that exceed the target levels by more than 10 dB are highly likely to be regarded as “unacceptable” by most people, particularly if such levels occur more than occasionally.</p>

#### 7.10.4 DESIGN MITIGATION CONSIDERATIONS

For mitigation measures specific to development sites with the Great West Corridor, see the Noise and Air Quality Background Paper, which acts as evidence base for the Great West Corridor Local Plan review. There may be cases where the recommendations in the background paper require more stringent measures than is assumed in the Great West Corridor Masterplan (this report). In some instances, the Noise and Air Quality Paper recommends locating residential uses higher in buildings than is proposed in the masterplan. These inconsistencies must be dealt with at application stage through the use of detailed testing, where the emphasis will be on protecting the health and wellbeing of residents.

The ideal way of avoiding exposure to poor air quality and excess noise is to locate sensitive uses away from the sources of nuisance, which in GWC is the major roads and industrial uses. However, in an urban environment such as Great West Corridor, this may not always be possible or desirable. In these situations, developments should integrate effective mitigation measures on site. Measures that could mitigate both air and noise pollution include the following:

- Setting buildings back from the site edge/ source of nuisance;
- Locating residential units on upper floors where pollutants and noise have dissipated to an acceptable level;
- Green infrastructure features such as vegetated buffers, tree planting and green walls;
- Placing less sensitive buildings or other structures to shield sensitive uses from pollution and noise;
- Provision of winter gardens in place of balconies, which allow for better insulation from noise and air pollution

Additional mitigation measures specific to noise pollution:

- Adequate noise insulation in building design and suitable internal layouts;
- Use of water features in public open spaces/ amenity areas to mask nuisance noise;
- Solid balustrades for balconies.

Additional mitigation measures specific to air pollution:

- Mechanical ventilation that purifies air coming into buildings in place of openable windows.

The masterplan has sought to respond to air and noise pollution by avoiding residential frontages along the Great West Road and by establishing a buffer with less sensitive uses between the road and residential environments. However in a few places the masterplan suggests that residential development could be provided in upper floors of development fronting the Great West Road. While the impact of noise and air pollution generally decreases with height, no principal rule can be established for the threshold at which a development on the corridor may become appropriate. Each development will need to respond to the specific condition of its site and find an appropriate layout and use arrangement, complemented where necessary by other mitigation measures. The Noise and Air Quality Background Paper should be consulted for further detail, including suggestions on approaches that can be taken for each site.



# APPENDIX A: SITE SPECIFIC DESIGN PRINCIPLES



Figure A.1: Great West Corridor Illustrative Masterplan 3d Model

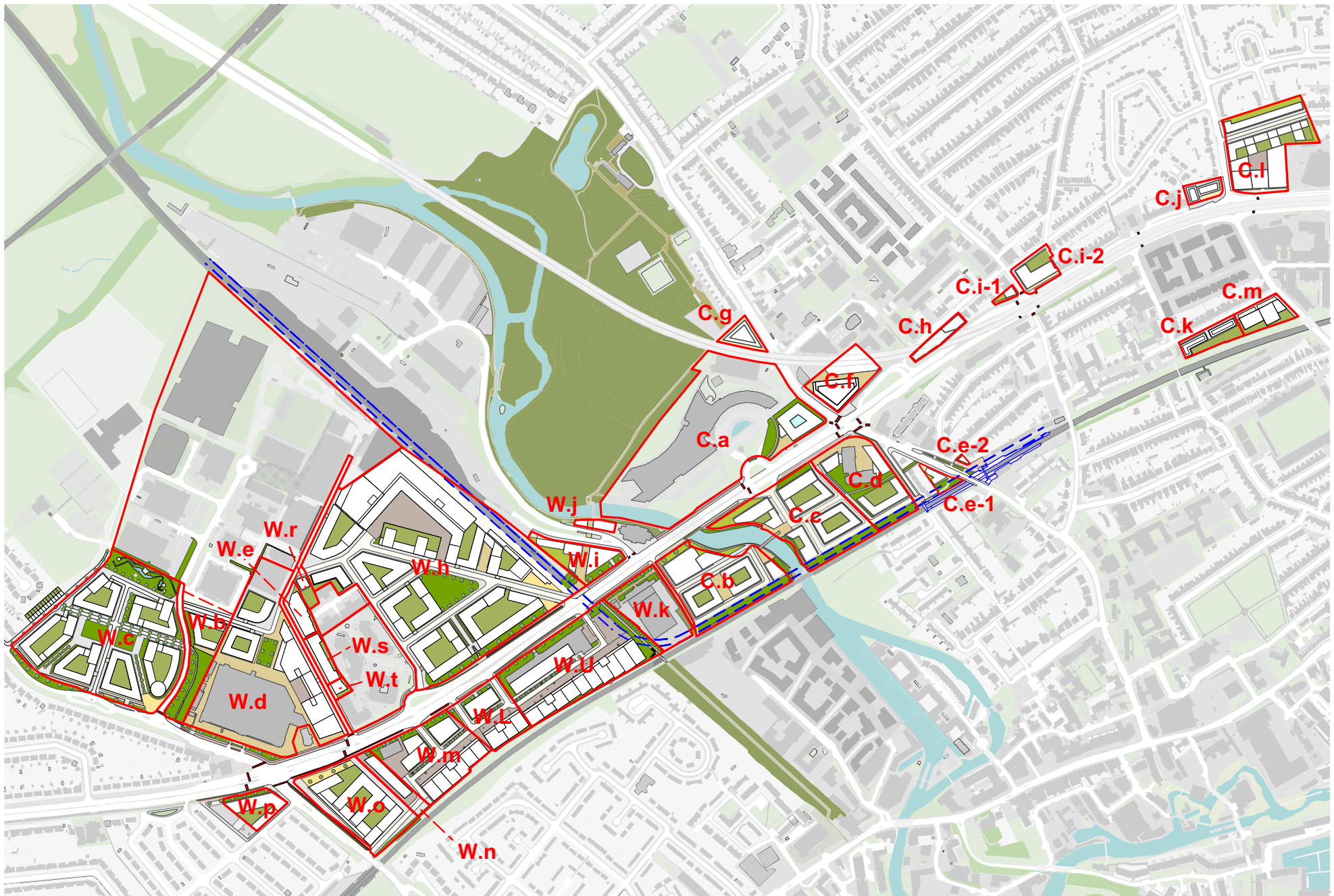


Figure A.2: Illustrative Masterplan (West and Centre) with Plot Codes

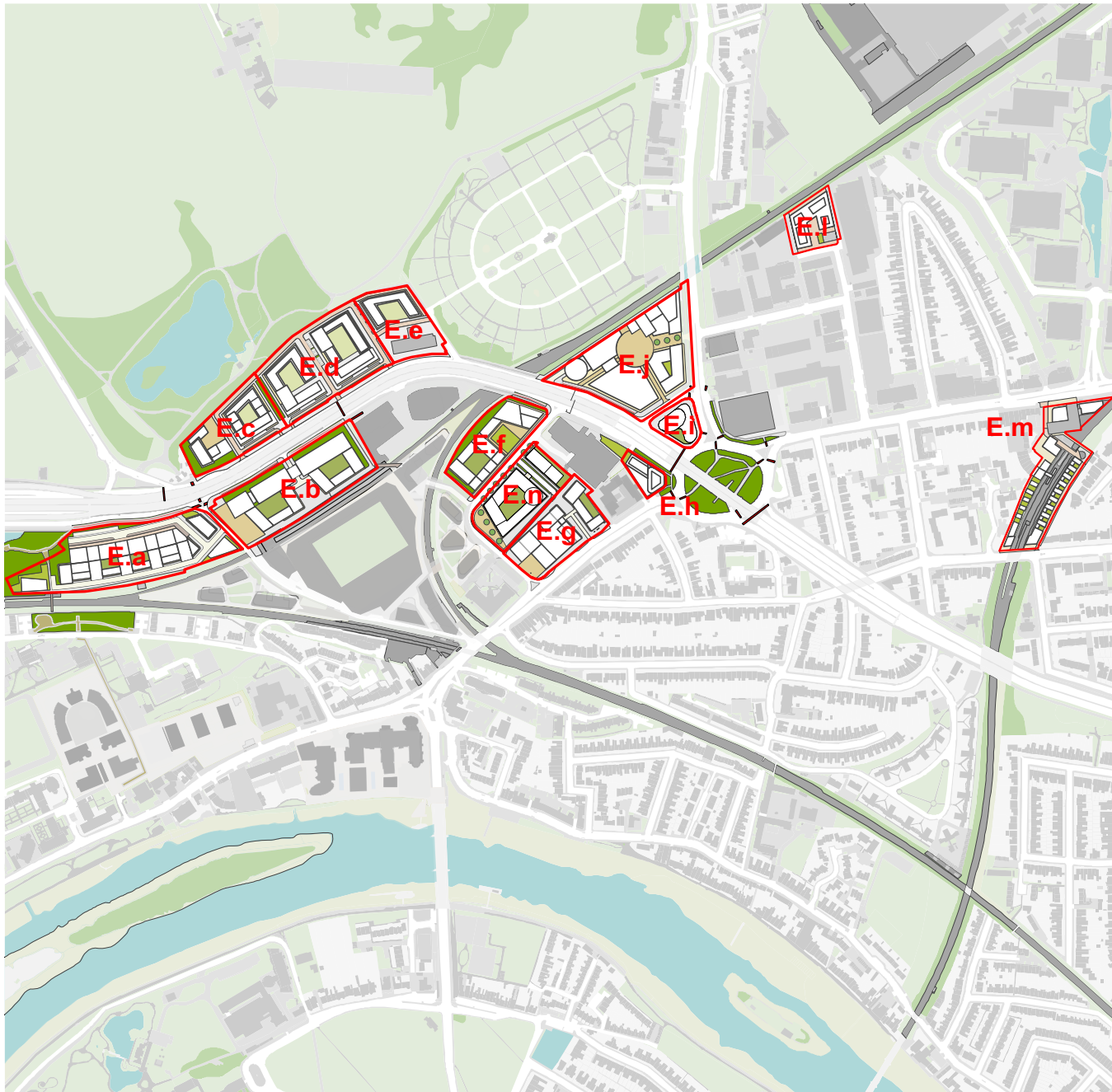


Figure A.3: Illustrative Masterplan (East) with Plot Codes

## INTRODUCTION

This appendix contains a summary of the design principles established by the Great West Corridor Masterplan and Capacity Study for each of the identified development opportunity sites.

**Table of Design Principles, Great West Corridor Development Sites**

Code	Name	Uses	Connection and Space	Height Principles
<b>West Area</b>				
<b>W.b</b>	<b>Sky on Grant Way</b>	<ul style="list-style-type: none"> <li>Potential for residential use, complementing development of Tesco site opposite</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate direct, well-defined and overlooked pedestrian and cycling connection between Grant Way and Harlequin Avenue (coordinate with Gillette development)</li> <li>Enhanced public green space between Grant Way and Gillette site</li> </ul>	<ul style="list-style-type: none"> <li>Generally 6 storeys + one set back storey(s)</li> </ul>
<b>W.c</b>	<b>Tesco Site</b>	<ul style="list-style-type: none"> <li>Redevelopment as a residential quarter with supporting ancillary uses (nursery, community facility and local retail)</li> </ul>	<ul style="list-style-type: none"> <li>Retain and enhance existing green space (north of Tesco Store) as focal soft space in the centre of development</li> <li>Provide good permeability across the site</li> <li>Facilitate pedestrian connectivity from Syon Lane (southeast corner) to MacFarlane Lane (northwest corner) and from Grant Way (north east corner) to Syon Lane (west corner)</li> <li>Provide active ground floor uses fronting onto junction of Grant Way with Syon Lane</li> </ul>	<ul style="list-style-type: none"> <li>Generally 6 storeys + set back storey(s)</li> <li>Towards Syon Lane and MacFarlane Lane (where it faces existing buildings of lower height) height to step down to 4 storeys (+1 set back)</li> <li>Potential for a cluster of mid-rise buildings with varied heights of 30m to 42m (approximately 10 to 14 residential storeys), not exceeding 65.5m AOD - taller buildings to the north east of the site - see cluster guidelines CL1</li> </ul>
<b>W.d</b>	<b>Gillette Site</b>	<ul style="list-style-type: none"> <li>Sensitive re-use of Grade II listed Factory building for range of creative employment uses (including light industrial / industrial uses)</li> <li>Residential development in the north of site to provide permeability and overlooking to new connection</li> <li>(Light) industrial uses along on Harlequin Avenue (east of site)</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate direct and well defined pedestrian and cycling connection between Grant Way and Harlequin Avenue (coordinate with SKY to west)</li> <li>Opportunity for small public space and to focus views from Harlequin Avenue to Gillette Factory chimney</li> <li>Establish coherent building line and landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>Generally 6 residential storeys + 1 set back storey(s)</li> <li>Potential for a building of up to 10 residential storeys (no higher than 53 m AOD) to mark new connection with Grant Way - see Local Highpoint Guidance LH1</li> <li>Sensitive height response to listed Gillette Factory building</li> <li>Width to height street ratio on Harlequin Avenue no less than 1 to avoid stark enclosure</li> </ul>
<b>W.e</b>	<b>Car Show Room</b>	<ul style="list-style-type: none"> <li>Mix of industrial and light industrial uses</li> </ul>	<ul style="list-style-type: none"> <li>Provide overlooking to Harlequin Avenue</li> <li>Defined corner to the north</li> </ul>	<ul style="list-style-type: none"> <li>Generally 4 commercial storeys</li> <li>Width to height street ratio on Harlequin Avenue no less than 1 to avoid stark enclosure</li> </ul>
<b>W.h</b>	<b>West Cross Campus</b>	<ul style="list-style-type: none"> <li>Triangular site along the railway line to provide for industrial uses</li> <li>Buffer zone along Great West Road to provide light industrial uses with industrial ground floors</li> <li>Residential quarter in the centre of the site, extending along pedestrian connection towards Harlequin Avenue</li> <li>Local retail node at the Golden Mile Station</li> </ul>	<ul style="list-style-type: none"> <li>Strong diagonal pedestrian and cycling connectivity across the site from Golden Mile Station to Harlequin Avenue, leading on towards Grant Way</li> <li>Central green space as principal amenity space</li> <li>Hard landscape arrival space outside Golden Mile Station</li> <li>Permeable network of streets</li> <li>Facilitate Clean Air Route parallel to Great West Road to link with Shield Drive, and potentially onwards to Harlequin Avenue</li> <li>Access to industrial zones primarily from Harlequin Avenue and Shield Drive</li> <li>Establish coherent building line and landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>Generally 6 residential storeys + 2 set back storey(s)</li> <li>5 industrial / light industrial storeys on Great West Road</li> <li>Width to height ratio of residential streets no less than 1 to avoid overbearing enclosure</li> <li>Potential for a distinct focal building to mark the Golden Mile Station and station square (up to 18 mixed/residential storeys, no higher than 70m AOD) - see guidance for FH1</li> <li>Potential for a cluster of mid-rise buildings with varied height of 36m to 45m (approximately 12 to 15 mixed/residential storeys), not exceeding 61.5m AOD - see cluster guidance CL2;</li> </ul>

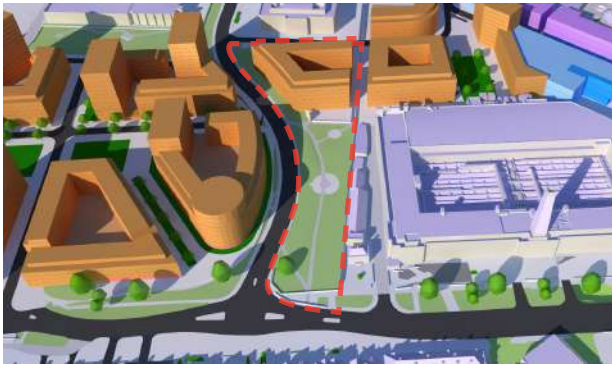


Figure A.4: W.b - Sky on Grant Way

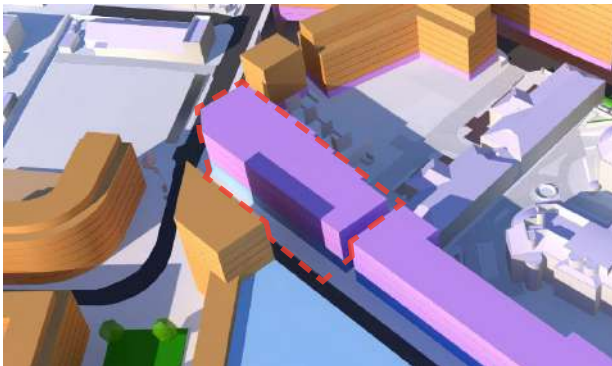


Figure A.7: W.e - Car Show Room



Figure A.6: W.d - Gillette Site



Figure A.5: W.c - Tesco Site

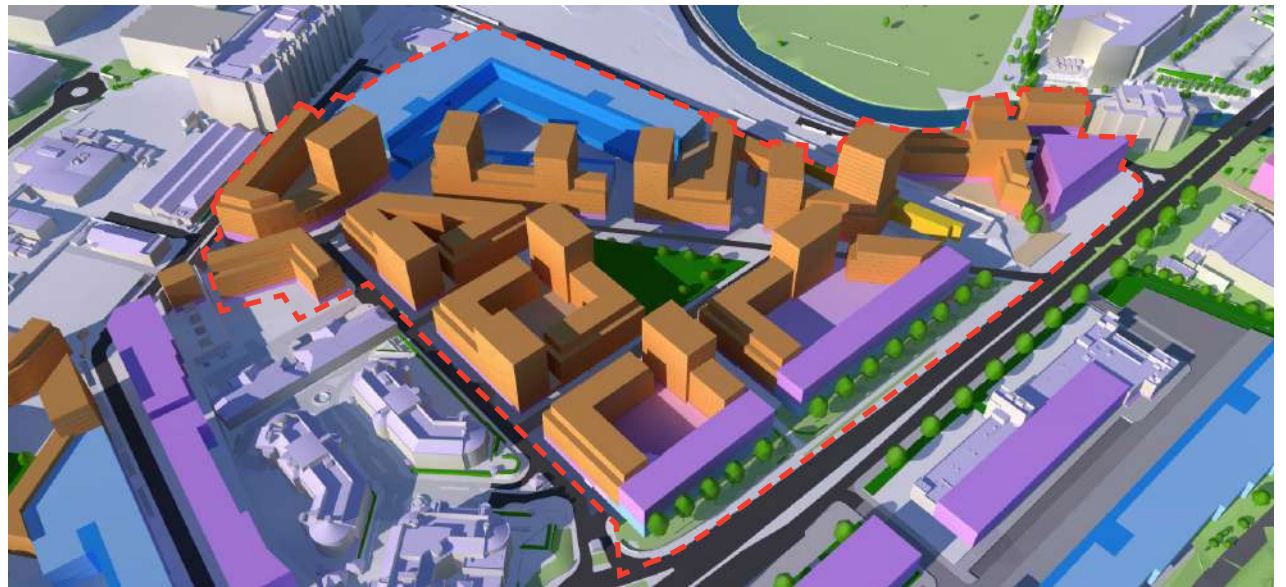


Figure A.8: W.h - West Cross Campus

Code	Name	Uses	Connection and Space	Height Principles
<b>West Area</b>				
<b>W.i</b>	<b>BSS Brentford</b>	<ul style="list-style-type: none"> <li>• Light industrial towards Great West Road</li> <li>• Non-residential ground floor uses towards Transport Avenue</li> <li>• Potential for residential uses subject to meeting environmental standards and requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Provision of legible and direct pedestrian connection across the site from Great West Road (southern corner of site) leading directly towards Boston Manor Park Footbridge (northern edge of site) with good forward visibility</li> <li>• Connection to align and coordinate with site layout for W.j</li> <li>• Establish coherent building line and landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>• Generally 6 residential storeys + 2 set back storey(s)</li> <li>• Potential for a Local High Point of up to 10 mixed/residential storeys (no higher than 43.3m AOD) to mark new connection with Transport Avenue and Boston Manor Park</li> <li>• See Local High Point guidelines LH2</li> </ul>
<b>W.j</b>	<b>Profile West Brentford Car Park</b>	<ul style="list-style-type: none"> <li>• Workspace / offices at ground and first floor, upper floors residential</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate direct physical and visual connection from Transport Avenue to Boston Manor Park Footbridge across the site,</li> <li>• Connection to align and coordinate with site layout for W.i</li> </ul>	<ul style="list-style-type: none"> <li>• 5-6 storeys</li> </ul>
<b>W.l</b>	<b>Carpet Right</b>	<ul style="list-style-type: none"> <li>• Stacked industrial units along southern site boundary</li> <li>• Light-industrial / work space along Great West Road</li> </ul>	<ul style="list-style-type: none"> <li>• Provide publicly accessible quality Clean Air Route parallel to the south of Great West Road through the site, connecting with adjoining sites</li> <li>• Establish coherent building line and landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>• 4 commercial storeys on Great West Road</li> <li>• 2 industrial storeys along railway</li> </ul>
<b>W.u</b>	<b>Great West Trading Estate</b>	<ul style="list-style-type: none"> <li>• Refurbishment of listed Art Deco Pyrene Building as workspace / office building, opportunity for replacement of buildings to the rear with modern employment spaces including stacked industrial units along southern site boundary</li> </ul>	<ul style="list-style-type: none"> <li>• Provide publicly accessible quality walking and cycling route along eastern site boundary towards the railway and facilitate installation of bridge crossing with viaduct to south (former railway viaduct towards Brentford)</li> <li>• Safeguarding of site for potential future extension of Southall rail link with Brentford Station (aligning parallel with Hounslow Loop)</li> <li>• Provide publicly accessible quality Clean Air Route parallel to the south of Great West Road through the site, connecting with adjoining sites</li> <li>• Establish coherent building line and landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>• Sensitive rear extension of up to 4 storeys behind listed building</li> <li>• 2 industrial storeys along railway</li> </ul>
<b>W.m</b>	<b>Syon Lane Industrial Estate</b>	<ul style="list-style-type: none"> <li>• Light-industrial / work space along Great West Road</li> <li>• Stacked industrial along southern site boundary</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance setting of listed Art Deco Coty Cosmetics Buildings (Syon Clinic)</li> <li>• Provide publicly accessible quality Clean Air Route from Syon Station parallel to Great West Road through the site, connecting with the adjoining site to the east</li> <li>• Establish coherent building line and landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>• 4 commercial storeys on Great West Road, stepping down to respond sensitively to the listed Art Deco Coty Cosmetics Buildings (Syon Clinic)</li> <li>• 2 industrial storeys along railway</li> </ul>
<b>W.n</b>	<b>Skoda</b>	<ul style="list-style-type: none"> <li>• Light-industrial / work space</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance setting of listed Art Deco Coty Cosmetics Buildings (Syon Clinic)</li> <li>• Establish coherent building line and landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>• 3 commercial storeys</li> </ul>

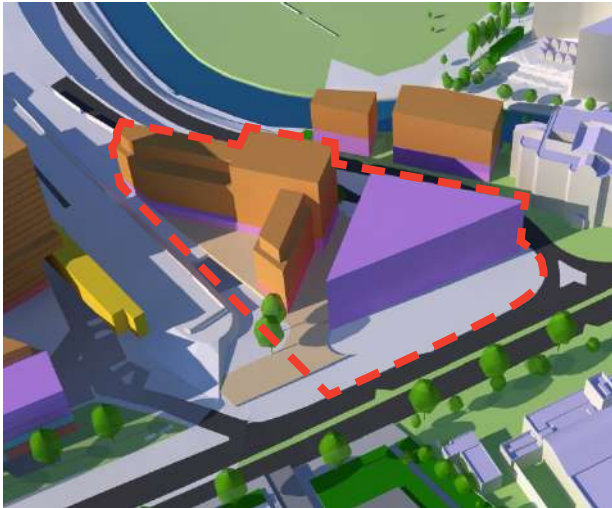


Figure A.9: W.i - BSS Brentford



Figure A.10: W.j - Profile West Brentford Car Park



Figure A.11: W.l - Carpet Right

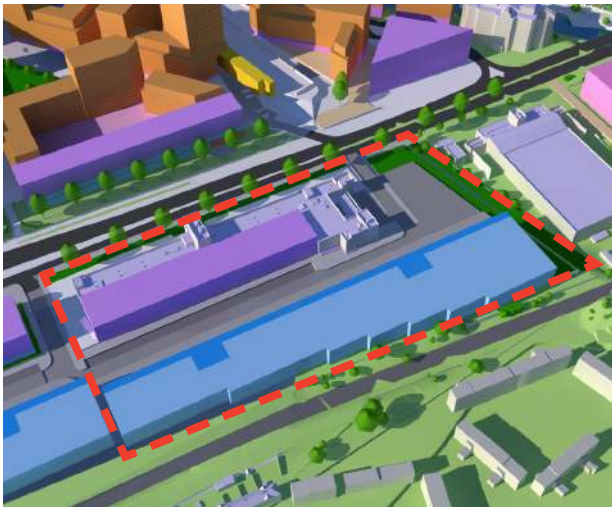


Figure A.12: W.u - Great West Trading Estate



Figure A.13: W.m - Syon Lane Industrial Estate



Figure A.14: W.n - Skoda

Code	Name	Uses	Connection and Space	Height Principles
<b>West Area</b>				
<b>W.o</b>	<b>Homebase</b>	<ul style="list-style-type: none"> <li>• Superstore above structured car park</li> <li>• Wrapped with residential use to west, east and south</li> <li>• Retail and commercial use towards Great West Road and junction with Syon Lane</li> <li>• Residential use above retail store</li> </ul>	<ul style="list-style-type: none"> <li>• Defined frontages with overlooking and animated by entrances at all sides of the building</li> <li>• High quality communal amenity space on top of retail store</li> <li>• Provide publicly accessible quality Clean Air Route from Syon Lane Station towards the Syon Lane Industrial Estate to the south of the building</li> <li>• Internalised car parking - avoid blank frontages and visual exposure of car park towards the public realm along Syon Lane, Great West Corridor and the Clean Air Route</li> <li>• Establish coherent building line and soft / hard landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>• General height 4 mixed/residential storeys on Syon Lane (16m) at the interface with existing housing</li> <li>• Away from Syon Lane, the site could step up to 8 mixed/residential storeys (24m)</li> <li>• Potential for occasional high points up to 10 mixed/residential storeys (30m) specifically on Great West Corridor and diagonally across from Syon Lane Station (no higher than 49.4m AOD to north and 46.4m AOD to south of site)</li> </ul>
<b>W.p</b>	<b>Land Southwest of Gillette Corner</b>	<ul style="list-style-type: none"> <li>• (Light) industrial / business use along the Great West Road and corner with Syon Lane</li> <li>• Potential for residential on Northumberland Avenue</li> </ul>	<ul style="list-style-type: none"> <li>• Defined frontages with overlooking and animated by entrances towards surrounding streets</li> </ul>	<ul style="list-style-type: none"> <li>• Maximum 5 commercial storeys on Great West Road</li> <li>• Up to four residential storeys on Northumberland Avenue</li> </ul>
<b>W.r</b>	<b>Harlequin Avenue Sub-Station</b>	<ul style="list-style-type: none"> <li>• Redevelopment incorporating sub-station with residential above</li> </ul>	<ul style="list-style-type: none"> <li>• Provide defined frontage and overlooking towards Harlequin Avenue</li> </ul>	<ul style="list-style-type: none"> <li>• No more than six mixed/residential storeys</li> </ul>
<b>W.s / W.t</b>	<b>Ajar / Phillips Wood</b>	<ul style="list-style-type: none"> <li>• Redevelopment with (light) industrial use</li> </ul>	<ul style="list-style-type: none"> <li>• Provide defined frontage and overlooking towards Harlequin Avenue</li> </ul>	<ul style="list-style-type: none"> <li>• Generally 4 commercial storeys</li> <li>• Width to height street ratio on Harlequin Avenue no less than 1</li> </ul>

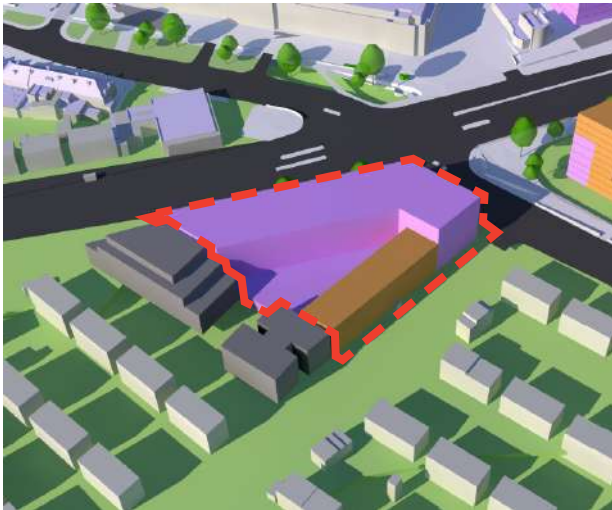


Figure A.15: W.p - Land Southwest of Gillette Corner

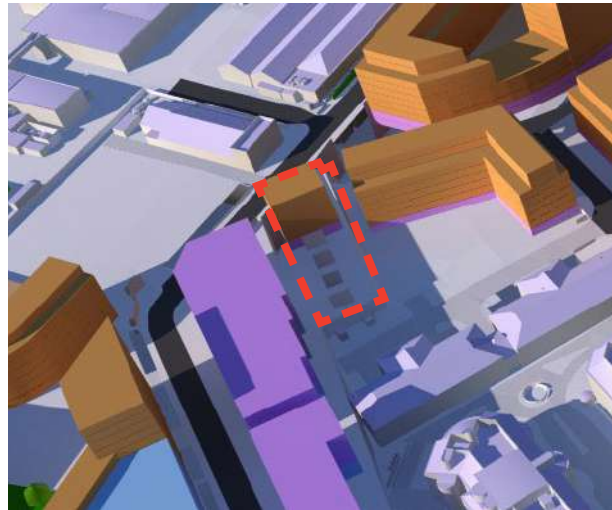


Figure A.16: W.r - Harlequin Avenue Sub-Station

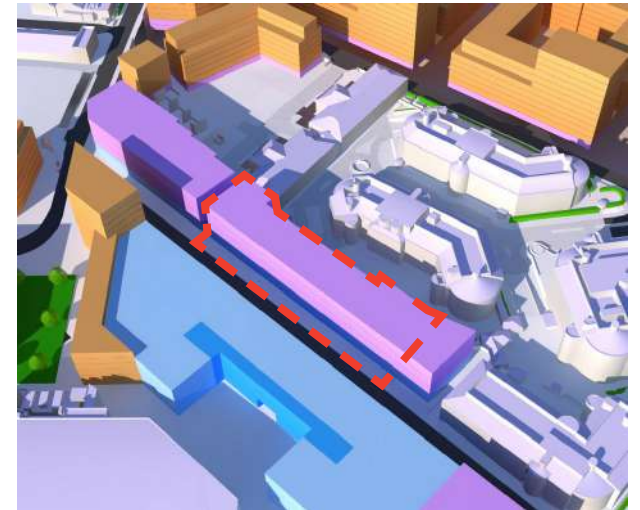


Figure A.17: W.s - Ajar

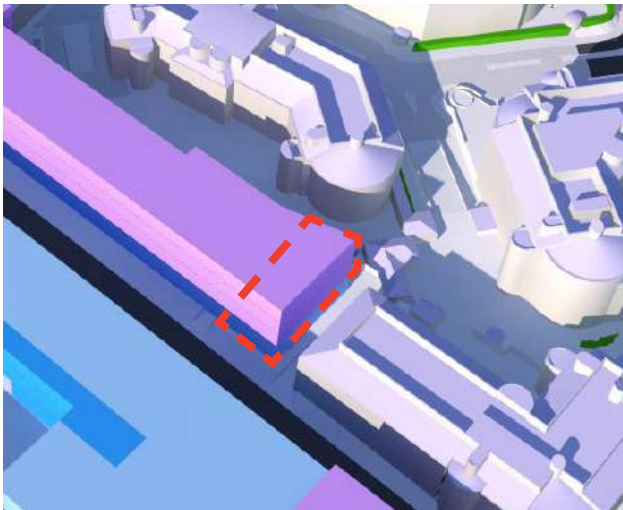


Figure A.19: W.t Phillips Wood



Figure A.18: W.o - Homebase

Code	Name	Uses	Connection and Space	Height Principles
<b>Central Area</b>				
<b>C.a</b>	<b>GSK extension</b>	<ul style="list-style-type: none"> <li>• Development of corner site with office extension to GSK</li> </ul>	<ul style="list-style-type: none"> <li>• Define and animate corner of Great West Road and Boston Manor Road</li> </ul>	<ul style="list-style-type: none"> <li>• Generally 6 commercial storeys</li> </ul>
<b>C.b</b>	<b>Brentside Park</b>	<ul style="list-style-type: none"> <li>• Office building along Great West Road</li> <li>• Residential towards the railway and canal</li> <li>• Ground floor retail use (restaurant / café) overlooking river</li> <li>• Work space units at ground floor of residential buildings along clean air route</li> </ul>	<ul style="list-style-type: none"> <li>• Provide permeable street grid</li> <li>• Provide publicly accessible quality Clean Air Route from Golden Mile Station / Great West Road parallel to the Great West Road through the site, connecting with the adjoining site to the east</li> <li>• Provision of new pedestrian and cycling bridge across Grand Union Canal / River Brent (to east)</li> <li>• Public space enhancement along the river</li> <li>• Establish coherent building line and landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>• General height 6 residential storeys + set back storey(s)</li> <li>• 5 commercial storeys on Great West Road</li> <li>• Opportunity for two mid-rise building facing the canal, up to 12 – 14 mixed/residential storey (not exceeding 45.1m AOD to the north and 50.2m AOD to the south) - see cluster guidelines CL3</li> </ul>
<b>C.c</b>	<b>Great West Plaza</b>	<ul style="list-style-type: none"> <li>• Office building along Great West Road</li> <li>• Residential towards the railway and canal</li> <li>• Ground floor retail use (restaurant / café) overlooking river</li> <li>• Work space units at ground floor of residential buildings along clean air route</li> </ul>	<ul style="list-style-type: none"> <li>• Permeable street grid</li> <li>• Provide publicly accessible quality Clean Air Route parallel to the Great West Road through the site, connecting with the adjoining site to the east (Great West Road)</li> <li>• Provision of new pedestrian and cycling bridge across Grand Union Canal / River Brent (to west)</li> <li>• Public space enhancement along the river</li> <li>• Establish coherent building line and landscaped interface along Great West Road (see section 7.92)</li> </ul>	<ul style="list-style-type: none"> <li>• General height 6 residential storeys + set back storey(s)</li> <li>• 5 commercial storeys on Great West Road</li> <li>• Potential for distinct focal building, as visual marker of the gateway into the Brent River Quarter at Brentford Railway Bridge on the Grand Union Canal when seen from Brentford Dock (up to 15 residential storeys, not exceeding 53.2m AOD) - see guidelines FB2</li> <li>• Opportunity for one other mid-rise building facing the canal (up to 14 residential storeys, not exceeding 51.2m AOD) - see cluster guidelines CL3</li> </ul>
<b>C.d</b>	<b>Great West House and Car Park</b>	<ul style="list-style-type: none"> <li>• Office extensions to Great West House along Great West Road and Boston Manor Road</li> <li>• Residential towards the railway and on Church Walk</li> <li>• Potential for active ground floor retail use on corner of Great West Road with Boston Manor Road helping to animate the street</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelop surface car parking and provide residual parking demand in structured car park</li> <li>• Extending the pattern of blocks from Great West Plaza into the site and establishing permeability across the site from Church Walk</li> <li>• Provide publicly accessible quality Clean Air Route parallel to the Great West Road through the site, connecting with the adjoining site (Great West Plaza) to the west and Church Walk / Brentford Station to the east</li> <li>• Development to provide new frontages onto Great West Road and Boston Manor Road to better define the corner and provide overlooking to the street space</li> <li>• Development to retain mature trees</li> </ul>	<ul style="list-style-type: none"> <li>• 5 commercial storeys on Great West Road and Church Walk</li> <li>• General height 6 residential storeys + set back storey(s)</li> <li>• Height to step down to respond appropriately to smaller development on Church Walk</li> </ul>
<b>C.e</b>	<b>Brentford Station Infill Development</b>	<ul style="list-style-type: none"> <li>• Mixed use development – residential over retail use</li> </ul>	<ul style="list-style-type: none"> <li>• Provide quality frontages onto Boston Manor Road</li> <li>• Explore establishment of potential pedestrian connection from Church Walk to Boston Manor Road / Brentford Station in continuation of Clean Air Route</li> </ul>	<ul style="list-style-type: none"> <li>• 3 residential storeys plus one set-back storey</li> </ul>



Figure A.20: C.a - GSK extension



Figure A.23: C.d - Great West House and Car Park

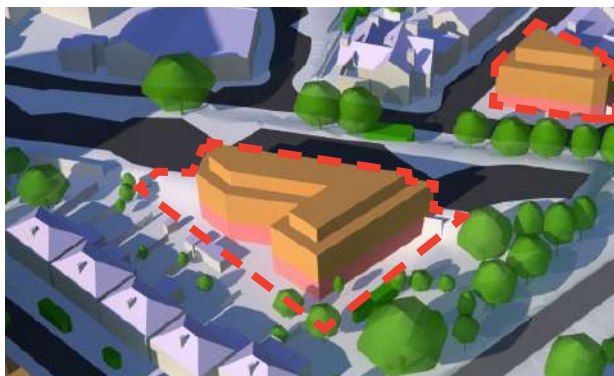


Figure A.24: C.e - Brentford Station Infill Development

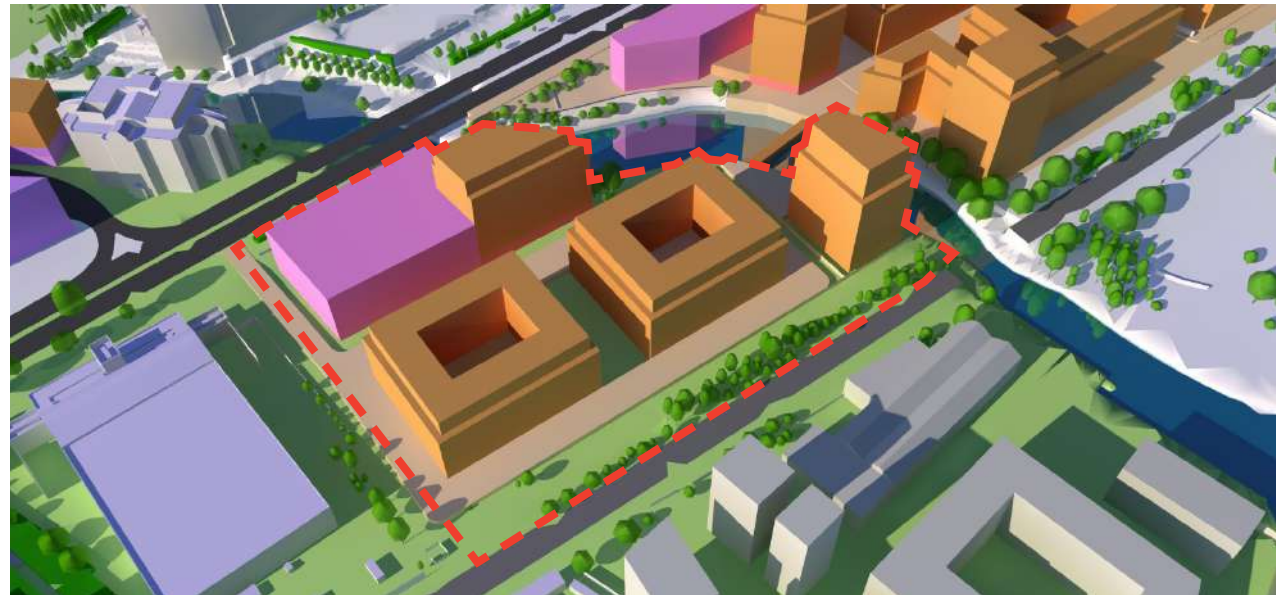


Figure A.21: C.b - Brentside Park



Figure A.22: C.c - Great West Plaza

Code	Name	Uses	Connection and Space	Height Principles
<b>Central Area</b>				
<b>C.f</b>	<b>Mille Building</b>	<ul style="list-style-type: none"> <li>Office building to intensify and support the office quarter</li> <li>Retail uses at ground floor to animate street space and to provide local centre function with café and restaurant uses, convenience retail and services.</li> </ul>	<ul style="list-style-type: none"> <li>Development to provide active frontages onto Great West Road and Boston Manor Road to better define the corner and provide overlooking to the street space</li> <li>Provide a short cut connection across site between Boston Manor Road and Boston Park Road to facilitate Clean Air Route</li> </ul>	<ul style="list-style-type: none"> <li>Potential for a distinct focal building to mark the arrival point into London on the M4, a major junction and intersection on A4 and the heart of the London Gateway Office Quarter</li> <li>Building to be distinctive and elegant, responding to vistas along approaching routes, potentially stepping back or sub-dividing the building volume towards the top to enhance its sense of slenderness</li> <li>Height to remain below the height of GSK and not exceed 79.9m AOD</li> <li>See Focal Building guidelines FB3</li> </ul>
<b>C.g</b>	<b>Boston Manor Road Sub-station</b>	<ul style="list-style-type: none"> <li>Office building to intensify and support the office quarter</li> <li>Integration of sub-station</li> </ul>	<ul style="list-style-type: none"> <li>Development to provide active frontages onto Boston Manor Road and towards Boston Manor Park, to better define the corner and provide overlooking to the street space and the park</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity for a mid-rise building of up to 10 commercial floors supporting the London Gateway Cluster</li> <li>Building to adequately respond to its lower rise neighbouring development and Boston Manor Park</li> <li>Building to announce the London Gateway Quarter on the M4 but being clearly sub-ordinate to the focal building in the centre of the cluster</li> <li>Height not to exceed 54.1m AOD</li> <li>See Cluster guidelines CL4</li> </ul>
<b>C.h</b>	<b>Enterprise Rent a Car</b>	<ul style="list-style-type: none"> <li>Opportunity to intensify commercial use of site (B1C, B2/B8) or car show room with service</li> </ul>	<ul style="list-style-type: none"> <li>Development to provide active frontage towards Boston Park Road</li> <li>Upper floors of development to visually relate to M4</li> </ul>	<ul style="list-style-type: none"> <li>Maximum 5 commercial storeys</li> <li>Development to respond appropriately to lower rise context and scale of street by stepping back above the second / third floor</li> </ul>
<b>C.i</b>	<b>Windmill Road Toyota</b>	<ul style="list-style-type: none"> <li>Opportunity for enlarged car showroom / service or other B1C, B2-B8 use</li> </ul>	<ul style="list-style-type: none"> <li>Development to provide frontage onto Great West Road, Windmill Road and Eastbourne Road</li> </ul>	<ul style="list-style-type: none"> <li>Maximum 4 commercial storeys</li> <li>Development to respond appropriately to lower rise context on Windmill Road and Eastbourne Road and step back above the second/ third floor</li> </ul>
<b>C.j</b>	<b>Esso Station</b>	<ul style="list-style-type: none"> <li>Opportunity for car showroom / service or other B1C, B2-B8 use</li> </ul>	<ul style="list-style-type: none"> <li>Development to provide frontage onto Great West Road and Ealing Road</li> </ul>	<ul style="list-style-type: none"> <li>Maximum 4 commercial storeys</li> <li>Development to respond appropriately to lower rise context to the rear and on Ealing Road on and to step back above the second/ third floor</li> </ul>
<b>C.k and C.m</b>	<b>Layton Road</b>	<ul style="list-style-type: none"> <li>Opportunity for residential use (C.k)</li> <li>Safeguarded as primary school site (C.m)</li> </ul>	<ul style="list-style-type: none"> <li>Development to establish positive frontage onto Layton Road and Ealing Road</li> </ul>	<ul style="list-style-type: none"> <li>C.k: Height on Layton Road 3 residential storey plus one set back storey</li> <li>C.m: Height on Layton Road up to 3 school storeys and one set back storey and 4 school storeys on Ealing Road</li> </ul>



Figure A.25: C.f - Mille Building



Figure A.26: C.g - Boston Manor Road Sub-station

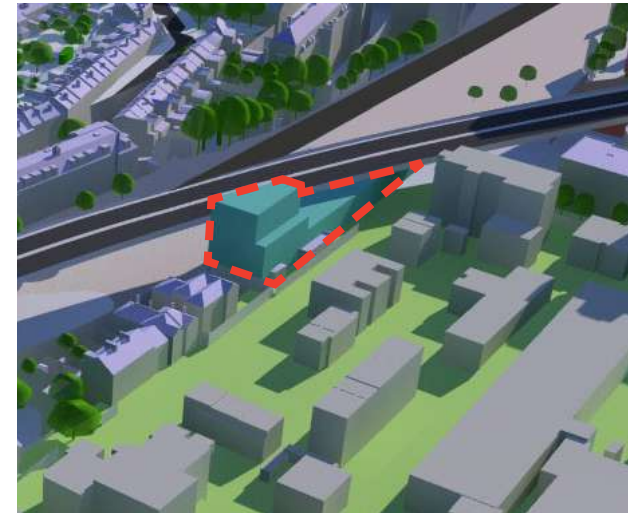


Figure A.27: C.h - Enterprise Rent a Car

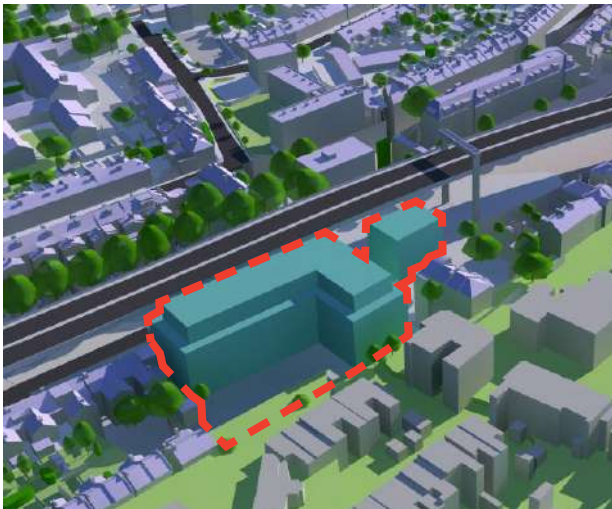


Figure A.28: C.i - Windmill Road Toyota

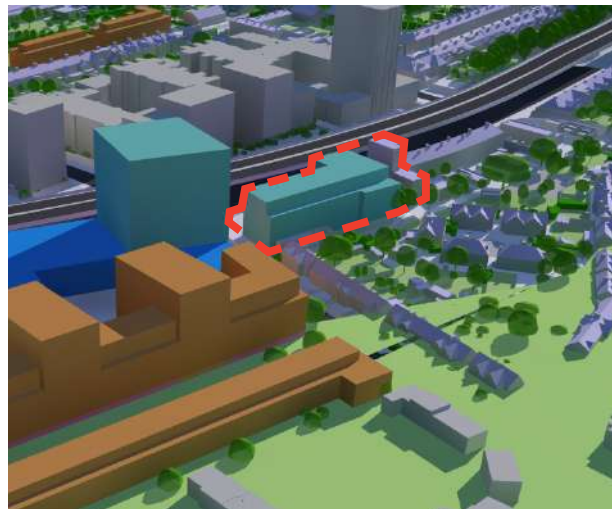


Figure A.29: C.j - Esso Station



Figure A.30: C.k / C.m - Layton Road

Code	Name	Uses	Connection and Space	Height Principles
<b>Central Area</b>				
<b>C.I</b>	<b>Phoenix Business Park</b>	<ul style="list-style-type: none"> <li>Stacked provision of B2/B8 (minimum 65% of site area) on Great West Road frontage</li> <li>Potential for B1C or other commercial uses above</li> <li>Residential use to the rear</li> </ul>	<ul style="list-style-type: none"> <li>Establish new public connection between Ealing Road and Springvale Avenue to provide quality Clean Air Route parallel to the Great West Road</li> <li>Development to establish positive frontages onto Great West Road, Ealing Road and the extension of Springvale Avenue (both sides)</li> </ul>	<ul style="list-style-type: none"> <li>Generally 5 residential storeys south of New Springvale Avenue and 4 residential storeys north of New Springvale Avenue plus one or two set back storey(s)</li> <li>Generally up to 5 commercial storeys along West Cross Road (or equivalent)</li> <li>Height to step down towards rear of site and existing residential buildings on Springvale Avenue</li> <li>Within centre of site (set well away from surrounding context) occasional heights of up to 10 residential storeys acceptable</li> <li>Potential for a distinct focal building at the corner of Great West Road with Ealing Road to provide the focus of the vista along the M4 travelling east</li> <li>Focal building not to exceed 58m AOD</li> </ul>



Figure A.31: C.I - Phoenix Business Park

Code	Name	Uses	Connection and Space	Height Principles
<b>East Area</b>				
<b>E.a</b>	<b>Kew Bridge Distribution Centre</b>	<ul style="list-style-type: none"> <li>Stacked provision of industrial uses (B2/B8) on Great West Road frontage</li> <li>Potential for light industrial uses (B1C) above</li> <li>Residential use to the rear and set back from Great West Road</li> <li>Potential for small retail use opposite proposed Lionel Road Station</li> </ul>	<ul style="list-style-type: none"> <li>Provide industrial frontage towards Great West Road, situated behind landscaped buffer and tree planted edge;</li> <li>Provide overlooked quality Clean Air Route through the site sheltered from impact of the Great West Road, leading from proposed Lionell Road Station into Carville Park South</li> <li>Provide high quality residential frontage towards the railway and Clean Air Route</li> <li>Facilitate a future pedestrian and cycle bridge connection across the railway from Carville Park South to Green Dragon Lane at the western end of the site</li> <li>Provide animation and overlooking towards Lionell Road</li> <li>Development to be located a minimum of 17.5m (21m with service road) away from the edge of elevated M4 carriage way and establish a landscaped interface and service road along the Great West Corridor</li> </ul>	<ul style="list-style-type: none"> <li>Generally 5 commercial storeys along West Cross Road (or equivalent)</li> <li>Generally 6 residential storeys plus up to two set back storeys towards the railway</li> <li>Potential for a group of mid-rise buildings with varied height of up to 12 to 15 storeys (no higher than 36.8m to 53.7m AOD)</li> <li>The heights of the tall buildings should vary (covering the entire range of heights) to provide a lively skyline</li> <li>Tallest buildings to accentuate both the eastern and western end of the site</li> <li>Tall buildings to avoid canyon effect (two tall buildings facing each other across a street) with adjacent tall buildings on Lionell Road</li> <li>See Cluster guidelines CL5</li> </ul>
<b>E.b</b>	<b>27 Great West Road</b>	<ul style="list-style-type: none"> <li>Office frontage towards Great West Road</li> <li>Residential development behind towards stadium</li> <li>Retail use towards Lionel Road Station and public space</li> <li>Safeguard land for Lionel Road Station and entrance plaza</li> <li>Residential use on Great West Corridor could be considered above a minimum of 20m above ground, set back from the street where possible, subject to meeting the Council's environmental and health policies.</li> </ul>	<ul style="list-style-type: none"> <li>Provide definition and positive frontage towards Great West Road and Lionel Road</li> <li>Provide overlooked quality Clean Air Route through the site sheltered from impact of the Great West Road, leading from proposed Lionel Road Station towards eastern end of the site</li> <li>Provide public north south pedestrian connectivity across the site at its eastern end, leading from a future pedestrian and cycle bridge across the railway (from Brentford Stadium pedestrian concourse) to proposed new pedestrian crossing over A4 and continuation of route into Gunnersbury Park</li> <li>Provide a spill out public space outside of Lionel Road Station surrounded and animated by active ground floor uses</li> <li>Development to be located a minimum of 17.5m away from the edge of elevated M4 carriage way and establish a landscaped interface along the Great West Corridor</li> </ul>	<ul style="list-style-type: none"> <li>Generally 5 commercial storeys along West Cross Road (or equivalent)</li> <li>Generally 6 residential storeys plus up to two set back storeys towards the railway</li> <li>Potential for a distinct focal building at the corner of Great West Road with Lionel Road to provide the focus of the vista along the M4 travelling east</li> <li>Focal building not to exceed 61.7m AOD</li> <li>See Focal Building guidelines FB5</li> <li>Potential for a group of mid-rise buildings with varied height of up to 12 (to east) and 14 mixed/residential storeys (to west) (no higher than 45.7m AOD and 51.7m AOD respectively)</li> <li>Tall buildings to avoid canyon effect (two tall buildings facing each other across a street) with adjacent tall buildings on Lionell Road</li> <li>See Cluster guidelines CL5</li> </ul>



Figure A.32: E.a - Kew Bridge Distribution Centre



Figure A.33: E.b - 27 Great West Road

Code	Name	Uses	Connection and Space	Height Principles
<b>East Area</b>				
<b>E.c</b>	<b>Park View</b>	<ul style="list-style-type: none"> <li>Office frontage towards Great West Road</li> <li>Residential development to the rear facing Gunnersbury Park</li> <li>Residential use on Great West Corridor could be considered above a minimum of 20m above ground, set back from the street where possible, subject to meeting the Council's environmental and health policies.</li> </ul>	<ul style="list-style-type: none"> <li>Provide definition and positive frontage towards Great West Road, Gunnersbury Park gate house and Gunnersbury Park</li> <li>Provide local permeability with an overlooked pedestrian route along the northern edge with the park, that provides a quality pedestrian experience and connectivity away from Great West Road; route to join up with EMC Tower development to the east</li> <li>Development to be located a minimum of 21m away from the edge of elevated M4 carriage way and establish a landscaped interface and service road along the Great West Corridor</li> <li>Provide a continuous slip road for access and servicing parallel to Great West Road connecting with EMC Tower development to the east</li> </ul>	<ul style="list-style-type: none"> <li>Generally 6 commercial storeys along West Cross Road (or equivalent)</li> <li>Generally 7 residential storeys plus up to two set back storeys towards the park</li> <li>Potential for a distinct mid rise building at the western end of the site overlooking Gunnersbury Park gate house and M4 approach from west, building not to exceed 52.5m AOD</li> <li>See Cluster guidelines CL5</li> </ul>
<b>E.d</b>	<b>EMC Tower</b>	<ul style="list-style-type: none"> <li>Office frontage towards Great West Road</li> <li>Residential development to the rear facing Gunnersbury Park</li> <li>Residential use on Great West Corridor could be considered above a minimum of 20m above ground, set back from the street where possible, subject to meeting the Council's environmental and health policies.</li> </ul>	<ul style="list-style-type: none"> <li>Provide definition and positive frontage towards Great West Road and Gunnersbury Park</li> <li>Provide publicly accessible pedestrian route from Great West Road (underpass / proposed pedestrian crossing) with Gunnersbury Park and facilitate a new entrance into the park at the end of this route</li> <li>Provide local permeability with an overlooked pedestrian route along the northern edge with the park, that provides a quality pedestrian experience and connectivity away from Great West Road; route to join up with Park View to the west and Vantage West to the east</li> <li>Development to be located a minimum of 21m away from the edge of elevated M4 carriage way and establish a landscaped interface and service road along the Great West Corridor</li> <li>Provide a continuous slip road for access and servicing parallel to Great West Road connecting with adjoining sites Park View and Vantage West</li> </ul>	<ul style="list-style-type: none"> <li>Generally 6 commercial storeys along West Cross Road (or equivalent)</li> <li>Generally 7 residential storeys plus up to two set back storeys towards the park</li> <li>Potential for two mid rise buildings of up to the equivalent of 14 residential storeys (no more than 52.5m) at Great West Road and up to 10 residential storeys (no more than 40.5m AOD) at Gunnersbury Park marking the proposed new entrance into the park</li> <li>See Cluster guidelines CL5</li> </ul>
<b>E.e</b>	<b>Vantage West extension</b>	<ul style="list-style-type: none"> <li>Residential development to the rear of Vantage West (redeveloping the car park) facing Gunnersbury Park and Gunnersbury Cemetery</li> </ul>	<ul style="list-style-type: none"> <li>Provide definition and positive frontage towards Great West Road, Gunnersbury Park and Gunnersbury Cemetery</li> <li>Provide local permeability with an overlooked pedestrian route along the northern edge with the park, that provides a quality pedestrian experience and connectivity away from Great West Road; route to join up with ECM to the west and the Great West Corridor to the east</li> <li>Facilitate potential future entrances into Gunnersbury Park and Gunnersbury Cemetery</li> <li>Establish a coherent and joined up slip road with the neighbouring ECM site</li> </ul>	<ul style="list-style-type: none"> <li>Generally 7 residential storeys plus up to two set back storeys towards the park</li> <li>The Vantage London building intrudes harmfully into the Pagoda View towards the Palm House (Kew Gardens World Heritage Site) - in case of any future re-development of the Vantage London building, its replacement should not be allowed to intrude into this vista</li> </ul>



Figure A.34: E.c - Park View

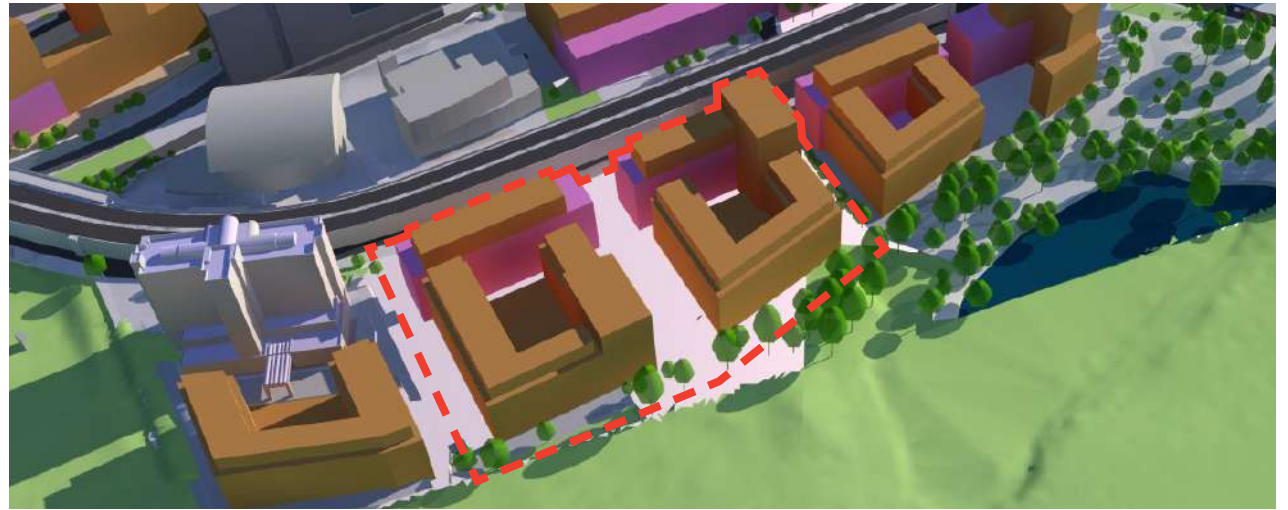


Figure A.35: E.d - EMC Tower



Figure A.36: E.e - Vantage West Extension

Code	Name	Uses	Connection and Space	Height Principles
<b>East Area</b>				
<b>E.f</b>	<b>Capital Interchange</b>	<ul style="list-style-type: none"> <li>Office frontage towards Great West Road</li> <li>Residential use on Great West Corridor could be considered above a minimum of 20m above ground, set back from the street where possible, subject to meeting the Council's environmental and health policies</li> <li>Residential development to the rear along Capital Interchange Way</li> <li>Potential for ground floor retail at western end of site</li> </ul>	<ul style="list-style-type: none"> <li>Provide definition and positive frontage towards Great West Road, Capital Interchange Way and the new bridge access to Brentford Stadium</li> <li>Provide publicly accessible landscaped amenity space for residents and wider community at street level</li> </ul>	<ul style="list-style-type: none"> <li>Generally 6 residential storeys plus up to two set back storeys towards Capital Interchange Way</li> <li>Potential for a distinct focal building at the corner of Great West Road with Capital Interchange Way to emphasise the inside curve of the M4</li> <li>Focal building not to exceed 61.8m AOD</li> <li>See Focal Building guidelines FB6</li> <li>Potential for two mid-rise buildings of up to 12 (to west) and 14 mixed/residential storeys (centre of site) (no higher than 48.8m AOD and 54.8m AOD respectively)</li> <li>Tall buildings to avoid canyon effect (two tall buildings facing each other across a street) with adjacent tall buildings on Capital Interchange Way</li> <li>See Cluster guidelines CL6</li> </ul>
<b>E.n</b>	<b>Citroen site</b>	<ul style="list-style-type: none"> <li>Residential development along Capital Interchange Way</li> <li>Potential for non-residential employment and community uses at ground floor fronting Capital Interchange Way and the proposed public space</li> </ul>	<ul style="list-style-type: none"> <li>Development to provide its part in a future connection between Capital Interchange Way and Chiswick High Road and join up as and when Brentford Fountain Leisure Centre development site is coming forward</li> <li>Provide local permeability, definition and positive frontage towards Capital Interchange Way, the Brentford Fountain Leisure Centre development site and the new route across the site from Chiswick High Road</li> <li>Building line to pull back from the street space in the southwest corner of the site and to provide a public space as focal and gathering space for this quarter</li> <li>Potential to reinstate the Brentford Fountain within this space</li> </ul>	<ul style="list-style-type: none"> <li>General height 6 residential storeys + up to two set back storeys</li> <li>Opportunity for up to three mid-rise buildings of up to 13 mixed/residential storeys (south west of site) and 16 mixed/residential storeys (north east of site) (no higher than 48.7m AOD and 58m AOD respectively) - top heights may need to be reduced as to avoid visibility of building over the roof of the Orangery (See View 14-B, Kew Gardens)</li> <li>Tall buildings to avoid canyon effect (two tall buildings facing each other across a street) with adjacent tall buildings on Capital Interchange Way and access routes on site and between site and Brentford Fountain Leisure Centre development site</li> <li>See Cluster guidelines CL6</li> </ul>
<b>E.g</b>	<b>Brentford Fountain Leisure Centre</b>	<ul style="list-style-type: none"> <li>Re-provision of Leisure Centre and complementing retail</li> <li>Potential for residential development above</li> <li>Non-residential ground floor on Chiswick High Road</li> </ul>	<ul style="list-style-type: none"> <li>Development to provide its part in a future connection between Capital Interchange Way and Chiswick High Road and join up as and when the Citroen development site is coming forward</li> <li>Provide local permeability and definition and positive frontage towards Chiswick High Road, Capital Interchange Way, the Citroen development site and the new route across the site from Capital Interchange Way</li> <li>Development to provide a public space outside the Leisure Centre entrance as focal and gathering space</li> <li>Potential to reinstate the Brentford Fountain within this space</li> </ul>	<ul style="list-style-type: none"> <li>General height 6 residential storeys + up to two set back storeys</li> <li>Opportunity for up to three mid-rise buildings of up to equivalent of 12 residential storeys (west of site) and equivalent of 14 residential storeys (north of site) (no higher than 45.9m AOD and 52.9m AOD respectively) set back from Chiswick High Road</li> <li>Tall buildings to avoid canyon effect (two tall buildings facing each other across a street) with adjacent tall buildings on Capital Interchange Way and access routes on site and between site and Brentford Fountain Leisure Centre development site</li> <li>See Cluster guidelines CL6</li> </ul>



Figure A.37: E.f - Capital Interchange

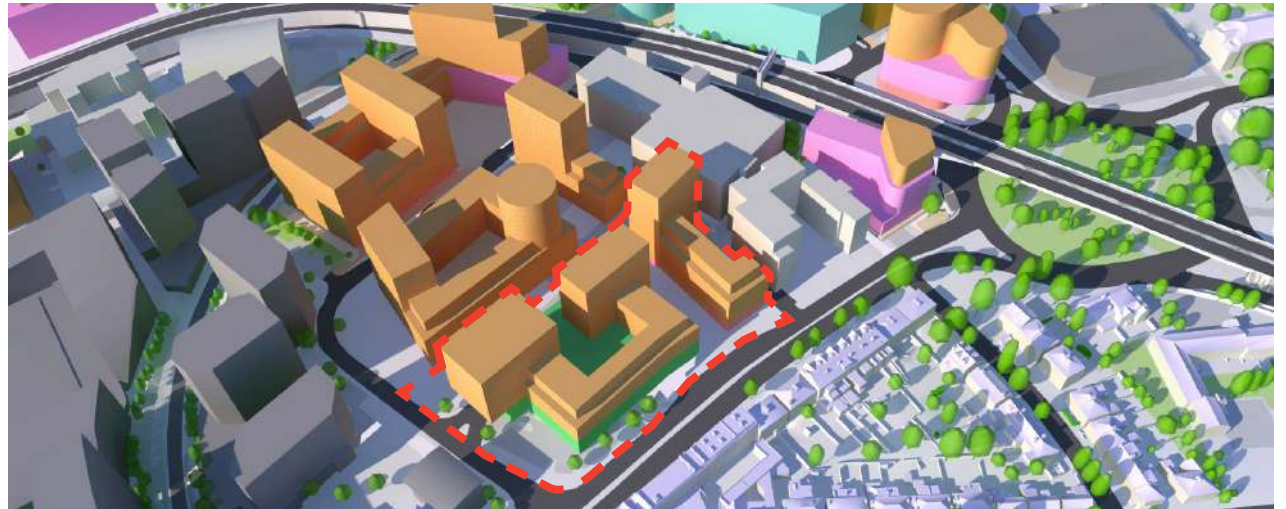


Figure A.38: E.g - Brentford Fountain Leisure Centre



Figure A.39: E.n - Citroen Site

Code	Name	Uses	Connection and Space	Height Principles
<b>East Area</b>				
<b>E.h</b>	<b>Esso Chiswick Roundabout</b>	<ul style="list-style-type: none"> <li>Office frontage towards Great West Road</li> <li>Residential use on Great West Corridor could be considered above a minimum of 20m above ground, set back from the street where possible, subject to meeting the Council's environmental and health policies.</li> </ul>	<ul style="list-style-type: none"> <li>Provide definition and positive frontage towards Great West Road and Chiswick High Road</li> </ul>	<ul style="list-style-type: none"> <li>General height 6 commercial storeys</li> <li>Potential for Local Highpoint at corner of Great West Road and Chiswick High Road to accentuate the corner (no higher than 46.7m AOD)</li> <li>See Local High Point guidelines LH3</li> </ul>
<b>E.i</b>	<b>Chiswick Curve site</b>	<ul style="list-style-type: none"> <li>Active ground floor uses that could include retail and services</li> <li>Office use above</li> <li>Residential use on Great West Corridor could be considered above a minimum of 20m above ground, set back from the street where possible, subject to meeting the Council's environmental and health policies.</li> </ul>	<ul style="list-style-type: none"> <li>Provide definition and positive frontage towards Great West Road, Gunnersbury Avenue, Chiswick Roundabout and Larch Drive</li> <li>Provide appropriately scaled quality public realm around the building</li> <li>Contribute to wider linkages to reduce isolated nature of site.</li> </ul>	<ul style="list-style-type: none"> <li>Potential for a distinct focal building at the corner of Great West Road with Gunnersbury Avenue to mark entrance into the Great West Corridor on and strategic road interchange (Chiswick roundabout)</li> <li>Focal building not to exceed 60.9m AOD - top heights may need to be reduced as to avoid visibility of building over the roof of the Orangery (See View 14-A, Kew Gardens)</li> <li>(Note that this is a reduction to the Citadel permission that sits at 66m AOD)</li> <li>See Focal Buildings guidelines FB7</li> </ul>
<b>E.j</b>	<b>B&amp;Q</b>	<ul style="list-style-type: none"> <li>Potential for light industrial use / car show room and car services on Great West Road</li> <li>Potential for hotel or leisure use on Gunnersbury Avenue</li> <li>Residential uses could be considered within the site and along its northern boundary</li> <li>Residential use on fronting onto major traffic corridors should only be considered above a minimum of 20m above ground, set back from the street where possible, subject to meeting the Council's environmental and health policies.</li> </ul>	<ul style="list-style-type: none"> <li>Provide definition and positive frontage towards Great West Road, Gunnersbury Avenue and Larch Drive</li> <li>Provide pedestrian route across the site that connects a proposed pedestrian crossing over the A4 at Capital Interchange Way with a proposed pedestrian crossing at Gunnersbury Avenue to link into Power Road, and provide crossing over North Circular Road if possible.</li> <li>Contribute to wider linkages to reduce isolated nature of site.</li> <li>Provide a central public space as the pedestrian focus for the area</li> <li>Provide central access to the railway line to facilitate a potential future bridge connection with Gunnersbury cemetery</li> </ul>	<ul style="list-style-type: none"> <li>General height 6 commercial storeys or equivalent on Great West Road</li> <li>General height of equivalent of 8 residential storeys plus up to two set back storeys on Larch Drive and Gunnersbury Avenue</li> <li>General height of 6 residential storeys plus one set-back storey overlooking Gunnersbury Cemetery</li> <li>Potential grouping of no more than four tall / mid-rise buildings with heights not exceeding 55.5m AOD to the west and 45.5m AOD to the east of the site</li> <li>Height and design of tall buildings to avoid overbearing Gunnersbury Cemetery</li> <li>Tall buildings to avoid canyon effect (two tall buildings facing each other across a street) with adjacent tall buildings on Capital Interchange Way and access routes on site and between site and Brentford Fountain Leisure Centre development site</li> <li>See Cluster guidelines CL6</li> </ul>
<b>E.l</b>	<b>110 Power Road</b>	<ul style="list-style-type: none"> <li>Potential for light industrial / creative work space</li> </ul>	<ul style="list-style-type: none"> <li>Provide quality public realm and pocket space to provide amenity for workers</li> </ul>	<ul style="list-style-type: none"> <li>General height 5 commercial storeys</li> </ul>
<b>E.m</b>	<b>Gunnersbury Station infill</b>	<ul style="list-style-type: none"> <li>Potential for office extension to side of Chiswick tower</li> <li>Station enhancement (improved platform access)</li> <li>Potential to redevelop stacked parking provision on either side of the station with residential use</li> </ul>	<ul style="list-style-type: none"> <li>Provide legible station access from Chiswick High Road with a high quality public realm</li> <li>Explore potential to provide pedestrian access from</li> </ul>	<ul style="list-style-type: none"> <li>General height of 3 residential storeys plus one set back storey (in respect of ground level, not level of tracks)</li> <li>Potential for office extension to side of Chiswick tower – height to be determined in respect of impact on views, especially from river, viewing the building across Strand on the Green</li> </ul>



Figure A.40: E.h - Esso Chiswick Roundabout



Figure A.41: E.i - Chiswick Curve Site



Figure A.42: E.l - 110 Power Road

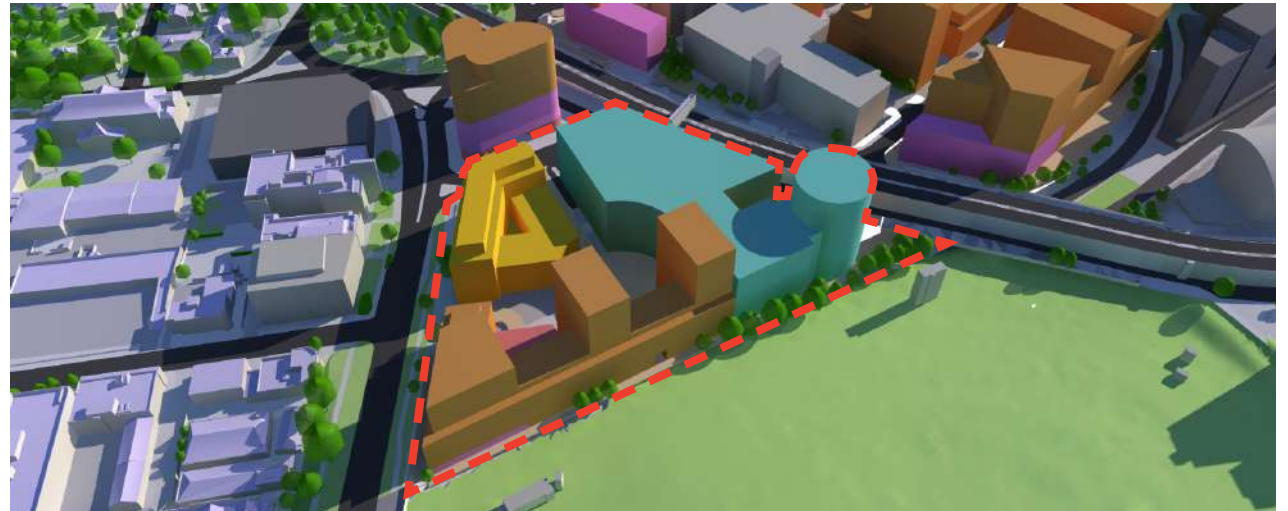


Figure A.43: E.j - B&Q



**APPENDIX B:  
OVERVIEW ASSESSMENT OF HERITAGE ASSETS AND  
TALL BUILDING SENSITIVITY**



## 1. INTRODUCTION

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The Great West Corridor is designated an Opportunity Area by the New London Plan, which means the Council must adequately plan for homes, jobs and infrastructure required in this area as a result of the designation. The Great West Corridor Masterplan and Capacity Study provide a framework for development in the corridor and are part of the evidence base for the Hounslow Local Plan Review. These documents demonstrate how the Council considers these aims can be achieved, while taking into account existing components of the area, including built and cultural heritage.

The Great West Corridor and its immediate hinterland accommodate several outstanding heritage assets that are sensitive to tall buildings and other development. This includes the Royal Botanic Gardens Kew (World Heritage Site), registered parks and gardens, including Gunnersbury Park, Syon Park and Osterley Park, and several conservation areas and listed buildings. Historic England and the Royal Botanic Gardens, Kew have voiced significant concerns about tall buildings in the study area as they could potentially cause substantial harm to the setting and significance of heritage assets in the surroundings and could have a substantial cumulative (with existing and proposed development) adverse impact on the Outstanding Universal Value of the World Heritage Site.

A study was undertaken by Urban Initiatives Studio to provide an overview of relevant heritage assets that could potentially be affected by tall development within the Great West Corridor.

The study provides an assessment of major heritage assets in the vicinity of the Great West Corridor. The study gives an overview their significance and that of their setting, in order to identify the sensitivity of each asset to tall buildings. The study although not previously published has partly informed the development of the masterplan, the testing of proposed tall buildings and underpins its tall buildings framework.

The principal purpose of this appendix is to be a reference document about relevant heritage assets and their principal sensitivities to tall buildings. It provides a guide on the heritage context to be read by developers, urban designers and architects as well as their heritage experts if they are promoting tall buildings in the corridor. It is an overview document and does not replace the requirement for tall building proposals to be supported by detailed site-specific heritage and visual impact assessments as part of an application.

The second part of this document provides a policy overview. The third part contains an overview of relevant heritage assets in the vicinity of the corridor, their significance and sensitivity to tall buildings.

## 2. OVERVIEW OF THE POLICY CONTEXT

There are a range of local, national, and international designations and policies that recognise and protect a variety of heritage assets, places and landscapes. These designations are important factors when considering possible increases in building massing and height and include:

- World Heritage Site Designation - a World Heritage Site is a landmark or area chosen by UNESCO as having cultural, scientific or other forms of significance and is legally protected by international treaties. In the case of the Royal Botanic Gardens, Kew, a "buffer zone" is also included to protect the setting of the site. There are three types of sites; cultural, natural and mixed. World Heritage sites are designated as having "outstanding cultural value".
- Scheduled Monument Designation (Ancient Monument and Archaeological Areas Act 1979).
- Listed Buildings and Conservation Areas (Planning (Listed Buildings and Conservation Areas) Act 1990).
- Registered Parks and Gardens (The Historic Buildings and Ancient Monuments Act 1953).
- Non-designated heritage assets - NPPF Planning Practice Guidance defines non-designated assets as "buildings, monuments, sites, places, areas or

landscapes identified as having a degree of significance meriting consideration in planning decisions but which are not normally designated heritage assets" This includes locally listed buildings, sites and structures which are designated at the discretion of the local planning authorities as being of local heritage value.

### 2.1 UNDERSTANDING SIGNIFICANCE

#### **International Guidance and Policy (only relates to World Heritage Sites)**

The UK Government is signatory to the World Heritage Convention which was established in 1972 by UNESCO. The Convention initiated a list of World Heritage Sites. World Heritage Sites are sites, places, monuments or buildings of "Outstanding Universal Value" to all humanity - today and in future generations.

Outstanding Universal Value is defined by UNESCO as:

*"Cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity."* (Paragraph 49 Operational Guidelines for Implementation of the World Heritage Convention, UNESCO, 2005)

The protection of a World Heritage Site is the responsibility of national governments in their role as State Party. Signature of the Convention is a commitment by that government to identify, protect and conserve their World Heritage Sites for future generations.

It is UK Government policy that each nomination of a new site to UNESCO must be accompanied by a World Heritage Site management plan to ensure that sites are managed in a sustainable way.

Designation of a World Heritage Site by UNESCO brings no additional statutory controls, but protection is afforded through the planning system as well as through the other designations (listed buildings, scheduled monuments, etc) that cover elements, if not the whole, of the site. The heritage significance of a World Heritage Site (its Outstanding Universal Value) will inevitably be reflected, at least in part, in the significance of any listed building, scheduled monument, etc. that forms part of it. The planning controls that apply to any such elements within a World Heritage Site will be an important part of the recognition and protection of the Outstanding Universal Value of the World Heritage Site.

Paragraph 172 of the UNESCO Operational Guidelines sets out the World Heritage Committee's desire for State Parties (DCMS acts as the UK State Party) to notify the Committee via the World Heritage Centre of schemes that are likely to affect world heritage sites.

Information received from States Parties and/ or other sources

*"172. The World Heritage Committee invites the States Parties to the Convention to inform the Committee, through the Secretariat, of their intention to undertake or to authorize in an area protected under the Convention major restorations or new constructions which may affect the Outstanding Universal Value of the*

*property. Notice should be given as soon as possible (for instance, before drafting basic documents for specific projects) and before making any decisions that would be difficult to reverse, so that the Committee may assist in seeking appropriate solutions to ensure that the Outstanding Universal Value of the property is fully preserved."*

The Operational Guidelines also state, in paragraph 96, that the protection and management of World Heritage properties should ensure that their Outstanding Universal Value, including the conditions of integrity and/ or authenticity at the time of the inscription, are sustained or enhanced over time.

Referring to management, paragraph 112 is very clear and states: *"effective management involves a cycle of short, medium and long-term actions to protect, conserve and present the nominated property. An integrated approach to planning and management is essential to guide the evolution of properties over time and to ensure maintenance of all aspects of their Outstanding Universal Value."*

The Xi'an Declaration on the Conservation of the Setting of Heritage Structures, Sites and Areas, adopted by the 15th General Assembly of ICOMOS in 2005, acknowledges the contribution of setting to the significance of heritage monuments, sites and areas, defining setting as the immediate and extended environment that is part of, or contributes to,

its significance and distinctive character. It advises on the need of developing planning tools and practices to conserve and manage settings.

Art. 7 and 8 state:

*"7. Planning instruments should include provisions to effectively control the impact of incremental or rapid change on settings. Significant skylines, sight lines and adequate distance between any new public or private development and heritage structures, sites and areas are key aspects to assess in the prevention of inappropriate visual and spatial encroachments or land use in significant settings.*

*8. Heritage impact assessments should be required for all new development impacting on the significance of heritage structures, sites and areas and on their settings. Development within the setting of heritage structures, sites and areas should positively interpret and contribute to its significance and distinctive character."*

It is important to remember that most of these principles also apply to other heritage assets.

## National Guidance and Policy

The Planning (Listed Buildings and Conservation Areas) Act 1990 is the primary legislation governing the management of change in the historic environment and its impact on significance. It places a duty on local planning authorities to consider the potential impact of proposals on listed buildings and conservation areas.

Section 66 General duty as respects listed buildings in exercise of planning functions states:

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

Section 72 General duty as respects conservation areas in exercise of planning functions states:

*1) In the exercise, with respect to any buildings or other land in a conservation area, of any functions under virtue of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.*

### The National Planning Policy Framework (NPPF)

The NPPF states in Paragraph 126 that *“Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations The NPPF requires that the significance of a heritage is identified and assessed during the planning process.”*

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

*190. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account*

*when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset’s conservation and any aspect of the proposal.*

The NPPF also states that any harm to the significance of a heritage asset requires clear and convincing justification (para 194).

This document defines significance as:

*“The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site’s Statement of Outstanding Universal Value forms part of its significance.”*

Historic England's Conservation Principles -Policies & Guidance 2008 defines the significance of a building or place as follows:

*"The sum of the cultural and natural heritage values of a place. Significance is a collective term for the sum of all the heritage values attached to a place, be it a building an archaeological site or a larger historic area such as a whole village or landscape."*

The document sets out a method for thinking systematically and consistently about the heritage values that can be ascribed to a place. People attached different value to historic places which have been grouped into four categories:

- Evidential value: the potential of a place to yield evidence about past human activity.
- Historical value: the ways in which past people, events and aspects of life can be connected through a place to the present - it tends to be illustrative or associative.
- Aesthetic value: the ways in which people draw sensory and intellectual stimulation from a place.
- Communal value: the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory.

The section Assessing Heritage Significance (pages 35-40) sets out a process for assessing the heritage significance of a place:

- Understand the fabric and evolution of the place- To identify the cultural and natural heritage values of a place, its history, fabric and character must first be understood. This should include its origins, how and why it has changed over time (and will continue to change if undisturbed). Documentation underpinning any existing statutory designations is also important. Historic Environment Records play a vital role in developing a comprehensive and dynamic information resource, both for understanding particular places and as a wider research tool.
- Identify who values the place, and why they do so- To provide a sound basis for management, the people and communities who are likely to attach heritage values to a place should be identified, and the range of those values understood and articulated, not just those that may be a focus of contention.
- Relate identified heritage values to the fabric of the place- An assessment of significance will normally need to identify how particular parts of a place and different periods in its evolution contribute to, or detract from, each identified strand of cultural and natural heritage value. This is current practice in

statutory designation, in relation to those particular values that are the basis of selection. The most useful categories for differentiating between the components of a place ('what') are temporal ('when', often linked to 'by whom') and spatial ('where', 'which part', often linked to 'why').

- Consider the relative importance of those identified values- It is normally desirable to sustain all the identified heritage values of a place, both cultural and natural; but on occasion, what is necessary to sustain some values will conflict with what is necessary to sustain others. If so, understanding the relative contribution of each identified heritage value to the overall value of the place – its significance – will be essential to objective decision-making.
- Consider the contribution of associated objects and collections - Historically-associated objects can make a major contribution to the significance of a place, and association with the place can add heritage value to those objects. The range includes, but is not limited to, artefacts recovered through archaeological fieldwork, artworks and furnishings, collections, tools and machinery, and related archives, both historical and archaeological.
- Compare the place with other places sharing similar values- Understanding the importance of a place by comparing it

with other places that demonstrate similar values. Designation at an international, national or local level is an indicator of the importance of particular value(s) of a place; but the absence of statutory designation does not necessarily imply lack of significance.

- Articulate the significance of the place- A 'statement of significance' of a place should be a summary of the cultural and natural heritage values currently attached to it and how they inter-relate, which distils the particular character of the place. It should explain the relative importance of the heritage values of the place (where appropriate, by reference to criteria for statutory designation), how they relate to its physical fabric, the extent of any uncertainty about its values (particularly in relation to potential for hidden or buried elements) and identify any tensions between potentially conflicting values. So far as possible, it should be agreed by all who have an interest in the place.

Perhaps the most important of the principles for this study, because of the nature of the assets concerned, is:

- Consider the contribution made by setting and context- The NPPF defines setting as: *"The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral. Setting is not limited to where an asset can or cannot be seen from."*

Historic England's Conservation Principles expects consideration of setting and context in order to properly assess significance:

"Setting" is an established concept that relates to the surroundings in which a place is experienced, its local context, embracing present and past relationships to the adjacent landscape. Definition of the setting of a significant place will normally be guided by the extent to which material change within it would affect (enhance or diminish) the place's significance.

"Context" embraces any relationship between a place and other places. It can be. For example, cultural, intellectual, spatial or functional, so any one place can have a multi-layered context. The range of contextual

relationships of a place will normally emerge from an understanding of its origins and evolution. Understanding context is particularly relevant to assessing whether a place has greater value for being part of a larger entity, or sharing characteristics with other places.

Historic England's The Setting of Heritage Assets. Historic Environment Good Practice Advice in Planning Note 3 (2nd Ed) offers a 5-step approach to assessing the impact proposals will have in the heritage asset:

*Step 1 Identify which heritage assets and their settings are affected.*

*Step 2 Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated.*

*Step 3 Assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it.*

*Step 4 Explore ways to maximise enhancement and avoid or minimise harm*

*Step 5 Make and document the decision and monitor outcomes.*

## Local Guidance and Policy

Listed Buildings - Hounslow has policies within the local plan and local plan reviews to ensure the continued conservation of the significance of the boroughs heritage assets. The NPPF requires that applicants describe the significance of any affected heritage assets as part of a planning application.

Conservation Areas - The Local Plan contains policies to designed to preserve and enhance the character and appearance of conservation areas. To assist with this, Hounslow have produced a series of conservation area appraisals to assist in understanding the character, appearance and special interest of these areas. The ones relevant to the Great West Corridor are:

- Kew Bridge C.A.
- Strand on the Green C.A
- Gunnersbury C.A
- Osterley Park C.A
- Isleworth Riverside C.A
- Grand Union Canal & Boston Manor C.A

In addition, the Council has produced the Hounslow Character and Context Study that provides further understanding of the borough's urban structure and character, including its historic growth pattern.

Other Local Guidance: The London Borough of Richmond upon Thames has also produced Conservation Area Statements and Studies for Kew Gardens and Kew Green.

Kew Gardens also produces a World Heritage Site Management Plan (2020-2025).

London Plan also contains heritage policies and the associated SPG on World Heritage Sites, the Thames Landscape Strategy and All London Green Grid 9: Arcadian Thames Area Framework, are all relevant guidance for the area

## 2.2 SIGNIFICANCE IN DECISION-MAKING IN THE HISTORIC ENVIRONMENT

Identifying the nature of heritage assets and their setting is a process that needs careful, informed and proportionate judgement. Some assets and their setting may be particularly sensitive to change, while others may be more able to accommodate change. Some proposals for change may have little or no effect on the significance of a heritage asset or its setting.

Historic England has produced guidance to assist judging the nature, extent and level of heritage significance in the decision process.

Managing Significance in Decision-Taking in the Historic Environment - Historic Environment Good Practice Advice in Planning 2 explains (on Page 2) that:

- *“The assessment of significance is part of the application process.*
- *Heritage assets may be affected by direct physical change or by change in their setting, Being able to properly assess the nature, extent and importance of the significance of a heritage asset and the contribution of its setting early in the process is very important to an applicant to conceive of and design a successful development and to the local planning authority in order to make decisions in line with legal requirements and the objectives of the development plan and the policy requirements of the NPPF.*
- *Understanding the nature of that*

*significance is important to understanding the need for the best means of conservation.*

- *Understanding the extent of that significance is also important because this can, among other things, lead to a better understanding of how adaptable the asset may be.....*
- *Understanding the level of significance is important as it provides the essential guide to how the policies should be applied....”*

An assessment of the significance as regards these three characteristics (nature, extent and level of significance) is therefore essential to ensure that the degree of proposed change can be accurately gauged in terms of their impact on particular assets, setting and significance.

To accord with the NPPF, an applicant will need to undertake an assessment of significance to inform the application process to an extent necessary to understand the potential impact (positive or negative) of the proposal and to a level of thoroughness proportionate to the relative importance of the asset whose fabric or setting is affected.

## 2.3 SPECIFIC GUIDANCE ON TALL BUILDINGS IN THE HISTORIC ENVIRONMENT

Tall buildings often represent a new element into the environment which is of a significantly different. Proposals which do not directly involve the alteration or demolition of heritage assets can still have an impact on their significance by virtue of being within their setting. The height and bulk of proposals need to be carefully assessed when tall or bulky building are proposed in the context of heritage assets.

Tall Buildings – Historic England Advice Note 4 (2015) is currently in force, but is due to be replaced by a new draft in 2020.

The Draft Advice Note (2020) highlights:

- Assessing appropriate locations for tall buildings in local plans
- A much greater emphasis on using local plans to take a managed approach to development.
- Updated references to the National Planning Policy Framework, the Planning Practice Guidance and the National Design Guide throughout, especially regarding design, place-making and the efficient use of land.
- Acknowledgement of the changing technologies and tools that are available and can be used to provide evidence when considering tall building proposals. This includes a checklist of useful evidence types including 3D Modelling, Urban Design, Townscape analysis and 'views

studies'. The Advice also mentions the use of new technologies such as virtual reality headsets, which can be beneficial on-site to illustrate and test the impacts of complex development proposals.

- Identifying the elements that create local character
- Discussing proposals before making a planning application
- Considering alternative approaches
- Considering the cumulative effect of other tall building proposals
- Setting high standards of design
- Giving consideration to a tall building's public realm and facilities

Historic England's current 2015 and 2020 advice note on tall buildings sets out their ethos for planning for tall buildings, which is summarized below:

- Towns and cities evolve, as do their skylines. Individually, or in groups, tall buildings can dramatically affect the image, character and identity of towns and cities as a whole, and once they are built will do so for a long time. Some of the most important buildings in our historic towns and cities are, or were when they were built, the tallest. In the right place well-designed tall buildings can make a positive contribution to urban life.
- A tall building, by reason of its height, bulk and widespread visibility, can seriously harm the qualities that people value about a place if it is not in the right place and not well designed. There will be some locations where the existing qualities of a place are so distinctive or sensitive that new tall buildings will cause harm regardless of the perceived quality of the design.
- A principal failing in the location and design of certain tall buildings has been a lack of understanding of the nature of the area around them, and the impact they would have on heritage assets and historic character of places.

- Definitions of tall buildings that are based on evidence assessing the local context help when developing planning policy and are more likely to encourage appropriate developments.
- The NPPF is clear that new development should be plan-led. Strategic policies should set out an overall strategy for the pattern, scale and quality of development, while making provision for the conservation and enhancement of the natural, built and historic environment.
- The supporting Planning Practice Guidance and the accompanying National Design Guide (NDG) also promotes the creation of high-quality buildings and places. The NDG sets out ten characteristics of good design; and first amongst them is an understanding and response to context.
- Thus, the importance of plan-makers developing clear policies that protect and enhance the historic environment, including the settings of designated assets, while promoting high-quality design, responding to local context, is a key planning objective running through from primary legislation to government guidance. The NPPF makes it clear that councils should put in place strategic policies that set out an overall strategy for the pattern, scale and quality of development, whilst making provision for the conservation and enhancement of the natural, built and historic environment.
- In a successful plan-led system, the location and design of tall buildings will reflect the local vision for an area, and a positive, managed approach to development, rather than a reaction to speculative development applications. It is therefore important that the appropriate scale and form of development is assessed as part of the formulation of policies in the development plan.
- Types of evidence needed to support plan-making could include: - Statements of Heritage Significance - Conservation Area Appraisals - Characterisation Studies - Inter-visibility Studies - Urban design and townscape analysis - Master-plans - Three dimensional (3D) modelling - Views studies.
- Tall buildings policies may form part of a wider urban design framework. A successful urban design framework will identify the various roles and characters of different areas, including their heritage interest, and thereby enable the conservation of heritage.
- Given the potential visual impacts of tall buildings, tall buildings policies are likely to interact with any policies intended to protect views of particular importance. It is advisable to prepare evidence to support such policies together and to associate them closely within the plan.
- Clearly identifying areas and sites where tall buildings would be considered appropriate in principle is likely to be the most effective way of ensuring development is genuinely plan led.
- The existence of a tall building in a particular location will not of itself justify its replacement with a new tall building on the same site or in the same area, as it may improve the area to replace it with a lower building. Nor will an existing tall building (or buildings) itself justify further tall buildings so as to form a cluster.

## 2.4 SUMMARY AND METHOD

Historic England states that cities and their skylines evolve, and tall buildings can make a positive contribution to urban life. However, if they are not in the right place and well-designed they can harm the qualities people value about a place and impact on the historic environment. Planning the location, scale and form of tall buildings should be part of the plan making process rather than be the result of speculative or piecemeal development applications. Plans should consider the role and contribution of tall buildings, as part of an overall vision for a place; and maintaining the protection of the setting of any designated heritage assets and the historic character that makes a city or area distinctive and special.

Tall buildings in the Great West Corridor by reason of their height are likely to have an impact on the setting of heritage assets rather than on the assets physically. Assessing the heritage impact of development on setting involves a five point approach, involving

(1) identifying the heritage asset;

(2) assessing the degree to which the setting makes a contribution to the significance of the heritage asset(s) or allow significance to be appreciated;

(3) assessing the effects of the proposed development on that significance or on the ability to appreciate it;

(4) exploring ways to maximise enhancement and avoid or minimise harm; and

(5) make and document the decision and monitor outcomes.

Testing of tall buildings at master planning stage naturally is limited to the massing and height of development, rather than detailed architectural proposals. Nevertheless, this level of detail allows the assessment of the broad impact of development on the setting of heritage assets, and the establishment of principals as to what height may be considered appropriate. The supporting heritage assessment needs to be proportionate to the level of detail required to make strategic judgements on the appropriateness of tall buildings in a certain area and their height. Any subsequent planning application for tall buildings on each site will need to undertake a detailed and site and heritage asset specific heritage (and visual) impact assessment as part of the planning application to ensure its impact is fully understood.

This document provides the heritage baseline for the high-level assessment of tall building proposals at masterplan stage. It covers the following points:

- Identification of heritage assets that may be affected by tall buildings
- Description of asset and principal designations
- A brief statement of significance of the asset and its setting.
- Sensitivity of the significance to tall buildings and potentially harmful impacts to be considered.

The assessment of the effects of tall building scenarios that were explored by the masterplan and the establishment of the appropriate height for tall building sites is recorded in the Masterplan report section 7.7 and Appendix C: View Testing.

### 3. THE PRINCIPAL HERITAGE ASSETS IN THE STUDY AREA AND THEIR SENSITIVITY TO TALL BUILDINGS

#### 3.1 THE ROYAL BOTANIC GARDENS KEW

##### Description & Significance

Running parallel and for some depth on the other side of the river to the Great West Corridor, the Royal Botanic Gardens Kew is a World Heritage Site and a heritage asset of national and international significance.

Created in 1759 as a botanical garden for Augusta, dowager Princess of Wales, the landscape includes work by Charles Bridgeman, William Kent, and Capability Brown. The Botanic Gardens became famous under the management of Sir Joseph Banks (1772-1819). In the 19th century, William Nesfield designed the distinctive walks and vistas. Father and son Sir William Jackson Hooker and Joseph Dalton Hooker (1842-1885) and made Kew an international centre for botanical research.

The site is notable for its historic landscape, designed views into and out of the landscape, numerous important listed buildings and scheduled monument as well as natural heritage in the form of plant collections, specimen trees and landscape design. Kew contains the most diverse plant species collection in the world.

The landscape design of the Gardens, their buildings and plant collections combine to form a unique testimony to developments in garden art and botanical science that were subsequently diffused around the world. As an ensemble, the collective heritage

assets convey the history of the Gardens' development from royal retreat and pleasure garden to national botanical and horticultural garden before becoming a modern institution of conservation ecology in the 20th century.

Overall, the setting of the Royal Botanic Gardens, Kew WHS makes a direct and important contribution to its significance as an evolved designed landscape representing key periods in garden history and royal history. The setting of the Site also contributes to the setting of individual architectural icons within it and the setting of individual garden structures and temples. Much of this contribution comes from the current form and nature of the wider environs of the site and their limited visual intrusion into the site.

A brief synthesis of the Outstanding Universal Value of the site is set out in the Kew World Heritage Site Management Plan 2020-2025:

*“Set amongst a series of parks and estates along the River Thames’ south-western reaches, this historic landscape garden includes work by internationally renowned landscape architects Bridgeman, Kent, Chambers, Capability Brown and Nesfield illustrating significant periods in garden design from the 18th to the 20th centuries. The gardens house extensive botanic collections (conserved plants, living plants and documents) that have been considerably enriched through the centuries. Since their*

*creation in 1759, the gardens have made a significant and uninterrupted contribution to the study of plant diversity, plant systematics and economic botany.*

*The landscape design of Kew Botanic Gardens, their buildings and plant collections combine to form a unique testimony to developments in garden art and botanical science that were subsequently diffused around the world. The 18th century English landscape garden concept was adopted in Europe and Kew’s influence in horticulture, plant classification and economic botany spread internationally from the time of Joseph Banks’ directorship in the 1770s. As the focus of a growing level of botanic activity, the mid 19th century garden, which overlays earlier royal landscape gardens is centred on two large iron framed glasshouses – the Palm House and the Temperate House that became models for conservatories around the world. Elements of the 18th and 19th century layers including the Orangery, Queen Charlotte’s Cottage; the folly temples; Rhododendron Dell, boundary ha-ha; garden vistas to William Chambers’ pagoda and Syon Park House; iron framed glasshouses; ornamental lakes and ponds; herbarium and plant collections convey the history of the Gardens’ development from royal retreat and pleasure garden to national botanical and horticultural garden before becoming a modern institution of conservation ecology in the 20th century.”*

## Designations

(i) UNESCO WORLD HERITAGE SITE (since 2003), This designation covers the full extent of Kew Gardens, with a Buffer Zone comprised of areas key to the protection of significant views into and out of Kew, areas with a strong historic relationship to Kew and the areas that have a bearing on the character and setting of the Gardens.

(ii) CONSERVATION AREAS- Royal Botanic Gardens Kew C.A (London Borough of Richmond), The protective Buffer Zone around Kew Gardens includes the Old Deer Park CA to the south (London Borough of Richmond), Syon Park to the west and part of Isleworth Riverside CA (London Borough of Hounslow), and Kew Green CA (London Borough of Richmond) to the north.

Kew Gardens, together with Syon Park, the old Deer Park, Kew Green, are all linked by the River Thames and constitute extensive historic and natural environments of importance.

(iii) 56 LISTED BUILDINGS including the most significant collection of 19th century iron framed glasshouses, including the Palm House and the Temperate House, which are both Grade I. Other listed buildings relevant for this study include the Orangery (1761 Sir William - Grade I), Kew Palace (1631 -Grade I), The Great Pagoda (1761-2 Sir William Chambers -Grade I) and Temple of Aeolus (1763 Sir William Chambers Grade II).

(iv) SCHEDULED MONUMENT- in addition to being listed, Kew Palace is also designated as a Scheduled Monument.

(v) REGISTER OF PARKS & GARDENS - Kew Gardens is designated as a Grade I Registered Park and Garden. The Gardens and buildings make up one of the most significant historic landscapes in the country. The heritage collection of trees and plants is unrivalled in the world.

### Environmental Issues & Threats To Setting From Tall Buildings

Tall buildings which intrude into the setting of Kew have the potential to harm this setting and the significance of this highly important heritage asset. This treat was raised in the 2002/3 ICOMOS review that lead to World Heritage status for Kew which noted that the 22 storey tower blocks of the Haverfield Estate at Brentford “seriously diminished the visual experience at Kew at several points in the garden,” and warned about the new developments cause potential harm to the site.

Further development in the Brentford area was seen as a threat and the following points were raised:

- Views from inside and from outside into the garden need to be protected;
- Conspicuously tall or large scale buildings should not be permitted in the Buffer Zone;

- Conspicuously tall or large scale buildings must not be visible above the peripheral tree belt of the garden; and
- Particular views associated with historic buildings, sightlines and avenues need careful protection from intrusive development.

The 2013 Periodic Report Second Cycle considered that new developments carried out within the buffer zone (and beyond) since inscription have harmed the OUV of the WHS, and that the boroughs of Richmond and Hounslow still have to incorporate relevant policies of the 2011 Management Plan within their local development frameworks.

The report considers that setting is especially important and has been a main concern in the conservation of the property, stating “Development outside the Buffer Zone may threaten the setting of the property”.

In its response to the Curve Public Inquiry, ICOMOS considered that the visual integrity of Royal Botanic Gardens, Kew, is threatened by the new development proposed. Moreover, the preservation of vistas and views specifically in that form part of the designed landscape are crucial for the enjoyment and experience of Kew and its OUV.

The NPPF defines a World Heritage Site as a designated heritage asset. Accordingly, great weight should be given to its conservation and

substantial harm (including in accumulation) to a World Heritage Site's significance (the heritage aspects of its Outstanding Universal Value) or total loss of the site should be wholly exceptional.

The Kew World Heritage Site Management Plan 2020-2025 sets out the contribution of setting to the Outstanding Universal Value of the WHS. The setting of the WHS is fundamental to its OUV, and contributes to it in the following ways:

- A largely unbroken skyline above the walls and planting, creating the sense of being separated from the surrounding urban area. This also allows visitors to fully appreciate the landscape design and its various historical phases.
- Areas of openness and "big sky" framing views across the landscape.
- Visual and physical connections to the River Thames and across it, as part of the designed relationship with Syon Park.
- Providing the backdrop to key views and vistas such as the Syon Vista, Broadwalk, Cedar Vista, Pagoda Vista and other internal views, such as views to individual buildings and follies.
- The well-defined boundaries directly enable the conservation of the internationally significant living connections housed within.

These contributions to the WHS are largely dependent on the form of development in the wider environs and their limited visual intrusions into the site. However, this contribution is under threat due to existing and proposed tall buildings. Commenting on the ongoing concern of UNESCO that developments in the surrounding area is damaging to the OUV of the WHS, the Kew World Heritage Site Management Plan 2020-2025 states:

*"The primary cause of this concern is the development of buildings, particularly tall buildings, which are visible from within the WHS. This concern has been exacerbated by a number of recent planning applications, including from within the "Great West Corridor" opportunity area, which would affect the setting of the WHS and key buildings within it and thus the Outstanding Universal Value (OUV) of the WHS."*

### **Notable Features (not exhaustive, but those identified in those views tested):**

The Grade I **Kew Palace** (refer to Appendix C: View Testing, Views BG2, BG4 and BG5) is significant for its architectural quality as an example of the Dutch Style which reflected the heritage of its original owner and is reflected in its other moniker, Dutch House, its historical significance as a royal residence which played an important role in the development of Kew and as a landmark within the grounds and part of the iconic architectural legacy of the site, one of the attributes of OUV.. It sits in a designed landscape of a lawn surrounded by trees and is clearly designed to be seen and appreciated. Its historic boundaries and its historic physical separation from the Gardens have long been removed and it now forms part of the experience of the Gardens; as well as being key to understanding its history. The open skyline is an important attribute of its setting, allowing the appreciation of the Palace's lawn and garden facing designed significance and the landscape.

The Palace make a direct contribution to the Garden's OUV, as part of the iconic architectural legacy of the site. Its setting contributes to its significance and consequently to the OUV of the WHS. Its setting is designed to be internal, but can be, and has been, negatively impacted by visual intrusions into its setting, harming the character of the design landscape and the prominence of the building. There is also potential for lower rise buildings to intrude into the setting of the building.

The Grade I **Palm House** (refer to Appendix C: View Testing, Views BG7, BG8 and BG9) is situated in a green by the lake, with contextual views in each direction. Along with the Temperate House, it has served as the model for conservatories around the world and is considered to be a bold example of 19th Century functionalism. Emanating from the central point of the Palm House, and integrated into the design of its formal parterres, are WA Nesfield's three vistas. The Palm House and its immediate setting are mostly protected from intrusion by tree screening and the distance of potentially harmful development. However, vistas such as the Broad Walk and the Pagoda Vista are already affected by respective harmful visual intrusion of the Haverfield Estate Towers and Vantage London (appearing over the roof top of the Palm House).

The **Syon Vista** and especially its western end (refer to Appendix C: View Testing, View BG10) is another important view in Kew Gardens. The components of this view sum up the essence of an Arcadian landscape ideal: "the classical imagery of a simple pastoral life as enjoyed in ancient Greece transferred to the banks of the Thames. Arcadia was in essence an idyllic pastoral paradise, a place where man and nature co-existed in perfect harmony. These ideas led to the formation of the English Landscape Movement and would ultimately spread across Europe" (Thames Landscape

Strategy). Capability Brown contributed to landscapes at both Kew Gardens and Syon Park, where the majority of his designed landscapes remains. The ha-ha was designed by Brown to ensure a continuous view over the River Thames centred on Syon House. The Syon Vista is an environment and heritage asset of great significance, connecting two highly significant heritage assets to creating an idyllic landscape which crossed the Thames. The arcadian, countryside, character of this view is central to its significance. Development which intrudes into this on this view and undermines the Arcadian ideal would be harmful to the significance of Kew and Syon House and Park, especially as it is unique in that it is a feature of a 'designed landscape that joins Kew and Syon across the Thames to create the ultimate arcadian ideal.

The **Great Pagoda** (refer to Appendix C: View Testing, View BG12 and BG13) was designed by Sir William Chambers and is Grade I listed. The Kew Pagoda was inspired by the porcelain Pagoda at Nanjing, considered one of the wonders of the medieval world. It was the largest and most ambitious building in a 'royal circuit' of 16 structures in Kew displaying architectural styles from around the world and is the most significant surviving architectural element of Chambers' designs.

The Pagoda became a major focus for the Nesfield / Burton landscape design, with the establishment of the Pagoda Vista. The

Pagoda's significance is derived from this architectural importance and its role in the history of designed landscapes on the site and as a landmark.

The setting of the Pagoda, as a landmark structure within the gardens and an important component of the design landscape, is protected from intrusion by tree screening and the distance of potentially harmful development. However the Cedar Vista, albeit partially obscured by tree growth offers a long linear vista towards the Great West Corridor. The vista has a landscape backdrop set against the open sky. Any intrusion of a tall building in this vista would have a detrimental impact on the appreciation of the significance of Kew's 'separated' landscape.

The **Temperate House** (refer to Appendix C: View Testing, View B12) was designed by Decimus Burton and is Grade I listed. Alongside the Palm House, the Temperate House is part of the iconic architectural legacy of the WHS. draft Kew World Heritage Site Management Plan (2020-2025) states that 'Its sheer scale and size marks it out amongst the glasshouses on the site and this is accentuated by its elevated position on a raised formal terrace. The Temperate House is the largest public glasshouse at Kew and the world's largest surviving Victorian glasshouse'. Much of the setting of the Temperate House is protected from intrusion of tall buildings by

tree screening and the distance of potentially harmful development.

A key element of its setting is its position as an elevated dominant form along the Pagoda vista. It is also part of a designed vista from the Queen's Gate. Vistas form an integral part of Kew's landscape and its significance. Development in the Great West Corridor should avoid any further intrusion into vista and the intensification of existing harm by inappropriate development.

The Grade I **Orangery and Great Lawn** (refer to Appendix C: View Testing, View BG14): Kew World Heritage Site Management Plan (2020-2015) states that 'Alongside the White House, and later Crenelated Palace, it was the principal architectural feature in this area of Augusta's gardens. It was designed to be seen across the Great Lawn and Lake as a key designed architectural element in the 18th century landscape of Kew Gardens'. Chambers' published record of the Gardens illustrates the view of the Orangery from the south. It is one of only three views included, which indicates that it was important. The building very clearly has a main elevation, the long south front, with its seven arched openings. The rear elevation to the north was originally blank and purely functional, with a central projection for the furnaces. As an Orangery, the building would need an open elevation to the sunnier south, and a closed elevation to the colder north. The side elevations were also blank, although

later each was given an arched opening. The building is designed to be a feature in a view from south to north, across the open pleasure grounds.

The great lawn has an important function as the setting for the Grade I listed Kew Palace and the Orangery. The open grassed area where three paths come together, affords fine views of the Orangery in its designed, verdant parkland setting. This area has an open green character with long views to the perimeter of the site, representing 'areas of openness and "big sky" framing views across the landscape" and an important aspect of Kew's setting and its significance. From some views points the sense of green enclosure and "unbroken skyline" is already compromised by the Kew Eye tower and the Haverfield Estate Towers appearing as incongruous and alien feature above the tree line. Any further intrusion of incongruous development above the tree line or the Orangery would exacerbate harm to Kew's significance and the setting of the Orangery and should be avoided. The Orangery has a 'central place in the designed landscape' and that 'axial views are central to an understanding of the building in its landscape setting'. Views towards the Orangery from and around the Broad Walk and across the Great Lawn are essential to an understanding of the place of the Orangery in the designed landscape and are integral

to the contribution that setting makes to its significance.

It is the part of Kew Gardens that is most engaged by development proposals in the Corridor and at the same time one of its most important assets and views. The setting of the Orangery is exceptionally important, not only because it is a designed setting, but also because the Orangery and the eighteenth-century Kew Gardens were both designed by the same architect, Sir William Chambers. Accordingly, they are inextricably bound together, and the setting of the Orangery is inseparable from its significance.

**General Summary:** Apart from the above identified buildings above, Kew Gardens offers a rich landscape of major heritage significance, whose setting is sensitive to the visual intrusion of tall buildings appearing over the trees and buildings, and into vistas, paths and historic landscapes. The setting makes a direct contribution to the significance of the site. As a heritage asset of the highest significance, great weight should be given to the conservation of the significance of the landscape at Kew. Preservation of the setting of Kew Gardens is crucial as it allows the significance of the site to be appreciated.

## 3.2 SYON HOUSE & PARK, AND ISELWORTH RIVERSIDE CONSERVATION AREA

### Description

Syon House set in the 80-hectare Syon Park and has been the historic home of the Percy family for more than 400 years. Syon House sits within a designed landscape by Capability Brown of major significance with designed views from Kew Gardens towards the house and a largely separate more pastoral area to the north of the house. Syon house was built on the remains of a 15th century nunnery and the house was reconstructed by Protector Somerset in the 16th century. Robert Adam and Capability Brown were brought in 18th century to remodel the house and grounds. Many of the Adam designed interiors remain, as does much of the Brown landscape, although this has been comprised by modern additions to the park. The grounds contain a number of notable buildings and structures including the Great Conservatory, the Lion Gate on London Road and the now embanked former boathouse.

The Isleworth Riverside Conservation Area, which includes Syon House and Park, is situated on the north bank of the Thames. The centre of “Old Isleworth” lies to the west of Syon Park. The conservation area comprises riverside settlement with a parish church of 13th century origins, a public house and a ribbon of 18th and 19th century houses which are seen in the most picturesque view provided from the river and from Kew Gardens until the curve of the river view is hidden by the tree-covered Isleworth Ait.

### Designations

Syon House is a Grade I Listed Building set with a Grade I Registered Park and Garden. The site contains other listed buildings and structures including the stables, gate lodges and garden ornaments.

Syon House and Park are included within the Isleworth Riverside Conservation Area.

### Significance

The house, its park and buildings form an ensemble of great heritage significance that can also be appreciated as part of a wider historic environment of the Old Deer Park to the south west and the Royal Botanic Gardens to the south east and originally to Syon Hill’s tower site (now Gillette Corner). The significance of the house and the landscape are intrinsically tied together, the landscape was meant to impress the visitor and enhance the status of the house and the house is at the centre piece of the gardens. Brown designed this landscape are the arcadian ideal, even reaching cross the Thames to draw in Kew gardens and use the Thames to enhances its character.

The historic core of the Isleworth Riverside Conservation Area provides a setting for the adjacent Syon Park and the Old Deer Park south of the river. The settlement contains a number of Listed Buildings as well as an historic village layout of small winding streets. The river views and small-scale buildings of

“Old Isleworth” together form an important historical riverside townscape.

### Sensitivity To Tall Buildings

The park landscape rises to the north away from the river. Views from the drive to the north (refer to Appendix B: View Testing Views SP1, SP2 and SP3) share the same characteristics; commanding views over the Capability Brown landscape as a setting for Syon House. The Grade I Listed house and the Capability Brown landscape combined to produce a landscape and country house setting of strongly Arcadian character which is a key part of the significance of the house and landscape. This would be detrimentally affected by the intrusion of tall buildings, which would bring an urban intrusion into the idyllic parkland. Tall buildings visible above the established tree height to the north would have a particularly harmful impact on the serene setting the landscape offers to the house and would detract from its significance. This has already happened through the presence of the Kew Eye Tower, the Sky Campus and the GSK building. These intrusions are very damaging to the Arcadian ideal, which relies on a setting which is free of intrusion from its more suburban surroundings.

In some views, the setting of the Great Conservatory has already been compromised by intrusion of the GSK building over the northern wing. Further intrusion and the crowding of the sky above the Conservatory should be avoided.

The small-scale buildings of the Isleworth Riverside Conservation Area are vulnerable to intrusion from possible tall buildings to the north which would have a detrimental effect on the skyscape of the historic core of the conservation area.

### 3.3 OSTERLEY PARK & HOUSE

#### Description

The Now neo-classical mansion was originally a Tudor House built in the 1570s. It was later transformed by the Child family who engaged Robert Adam in the 18th century to transform the house into the neo-classical house that is seen today. The surrounding parkland is mainly 18th century, although with substantial additional tree planting taking place in the 19th and 20th centuries. The estate contains numerous other listed and important structures, such as the stables, which date from the 16th century. The estate is now within the care of the National Trust.

#### Designations

Osterley House is listed at Grade 1, along with the Stables, the Temple and the Aviary or Little Orangery. Other buildings on the site such as Osterley Park Farmhouse are listed at Grade II. The park is a Grade II\* registered park and garden. The house and park, together with the flanking suburban housing on the southern boundary are included within the Osterley Park Conservation Area.

#### Significance

Surrounded by gardens, park and farmland, Osterley is one of the last surviving country estates in London. The house and park are relatively unspoiled and retain much of their Georgian arcadian character, however the presence of the M4 cutting through the north of the park is a detractor. Historically it was linked to the now Arcadian Thames by

the fields of Syon Hill, but now represents an isolated designed landscape in the north of the borough. Once described by Horace Walpole as 'the palace of palaces', Osterley, in its current form, was created in the late 18th century by architect and designer Robert Adam for the Child family to entertain and impress their friends and clients. Today the house is presented as it would have looked in the 1780s. The conservation area's primary special architectural and historic interest derives from Osterley House, its landscaped grounds and rural setting.

#### Possible Impact of Tall Buildings

The main existing intrusions affecting the setting of the house and park are some of the tall buildings in Ealing the noise and air pollution of the M4/Great West Road to the north.

The central area immediately around the house is largely protected by parkland and intense tree planting from the encroachment of tall buildings. Views to the south east from within Osterley Park look towards a mature tree belt. Some existing larger scale buildings in the Sky Campus and London Gateway area visible in between the trees in this view. The Conservation Area Appraisal identifies the 19th/20th century housing as forming the setting for the southern edge of Osterley Park. The domestic scale and a medley of roof slopes and vernacular details form a varied

### 3.4 BOSTON MANOR HOUSE & PARK AND THE GRAND UNION CANAL & BOSTON MANOR CONSERVATION AREA

#### Description

and low-key surrounding to the southern park fringes. These characteristics should continue in scale and detail to provide the southern setting for the park, without any disruption to the scale, height or domestic character.

Views across the open grassland to the south east within Osterley Park towards the Study Corridor are sensitive to intrusion from tall buildings. Tall buildings could contrast with the domestic scale surrounding the Park and provide an urban impact and will need to be carefully tested to understand this impact and avoid or minimise the harm to the heritage assets.

Boston Manor dates from 1622-3 (with alterations in the later 17th century and 19th century) and is a three-storey substantial red brick house with some stone dressings and triangular brick gables. It is one of the finest medium sized country houses in London, and is one of a small group of early 17th century houses in the London area notable for the early use of a compact double-pile plan. The adjacent stables and entrance gates are set in a still intact park (which is bisected at above ground level by the M4 flyover, which contains a lake.

The Boston Manor House and park are within the Grand Union Canal and Boston Manor Conservation Area. The Grand Union Canal dates mostly from circa 1800. Boston Manor is listed Grade I and the stables, walls, gatehouse and gates are listed Grade II.

The Grand Union Canal joins the River Brent at Hanwell, just to the north of the London Borough of Hounslow boundary. The canal mostly utilises the river course, before joining the River Thames at Brentford. Built in 1794 to the designs of William Jessop and engineer James Barnes, the meandering watercourse forms the south east boundary of Boston Manor Park, with the canal having a shortcut to the west of the river course. The wooded island thus created and the well-wooded canal bank provide a green barrier between Boston Manor Park and the industrial areas to the

south west on Transport Avenue beyond the elevated motorway.

#### Designations

Boston Manor House is a Grade I Listed building and an important example of an early 17th century double-pile house. It contains a rich mix of 17th century features and later alterations. On the first floor there is a Great Chamber with a remarkable 17th century ceiling, which is elaborately moulded and with emblematic panels. Other rooms have similar but simpler decoration. The adjacent Stables and the entrance piers and gates are listed Grade II. The House ensemble and stretches of the Grand Union Canal to the north and south as far as Brentford Riverside are included in the Grand Union & Boston Manor Conservation Area.

#### Significance

As a Grade I listed building, Boston Manor House has considerable national value, further added to by the stables block, boundary wall and gates (all Graded II), all part of the main building group. The Park provides the setting for the House, with many of its the historic features preserved, together creating the Park's cultural and aesthetic value.

Boston Manor House and Park are important heritage assets and the Manor House is one of the finest early 17th century houses of its type in London. Boston Manor is a rare example of

a modest, double pile, Jacobean Manor house. The original plan was an innovative move away from single ranges of rooms and is illustrative of evolving patterns of domestic usage. Boston Manor has numerous associations with British Royalty. It is reported that Charles I watched part of the Battle of Brentford from its windows. King William IV (the sailor king) and Queen Adelaide dined here in 1834. Boston Manor was in the ownership of various branches of one family for 253 years. The ebb and flow in the fortunes of this family, the Clitherows, offer a fascinating insight into local and national concerns of the day. Boston Manor and its surrounding parkland is a focus for community activity with an appeal that derives from its historic Arcadian setting.

The conservation area also includes the Grand Union Canal, an important and early canal project. The section running through Boston Manor Park dates from 1794. The conservation area is a mix of late Georgian canal engineering as well as incorporating the 17th century Boston Manor and its Park.

Although affected by the motorway noise and some harmful intrusion by the GSK building, the setting of the House in its immediate context is relatively intact. Parts of the canal are now enclosed by mature tree planting. Historically, there would have been an open landscape offering views towards industrial buildings in the Golden Mile Corridor.

Boston Manor Park has considerable significance as the setting for Boston House, some significance at a designed landscape in its own right and has significant local value as a public park.

### **Possible Impact Of Tall Buildings**

The heritage assets Boston Manor and its Park already suffer harm to their setting and context due to the nearby noise, pollution and disruption of the elevated M4, which carves through the woodland south of Boston Manor House. South of the motorway, tall buildings already exist (GSK, London Gateway Building and the Mille Building).

These buildings and the elevated motorway are harmful to the setting and significance of Boston Manor and the conservation area. Additional tall buildings beyond the elevated motorway can result in further harm to the setting. Regarding the setting of the Grand Union Canal in particular, the stretch adjacent to Boston Manor is similarly affected as the Manor House is from the noise and visual impact of the M4, as well as the industrial activities of Transport Avenue. Harm to setting of the canal portion of the conservation area is not considered to harm the significance of this part of the heritage assets.

## **3.5 THE GILLETTE BUILDING**

### **Description**

The Gillette Building dates from 1936-37 and was designed by Bannister Fletcher. The art deco Gillette building is a prominent local landmark with a distinctive central tower which is visible across a large area. The building is part of a wider complex which includes the decorative lampposts outside the building.

### **Designations**

The Gillette Building is a Grade II listed building, the lampposts outside the main factory entrance are also listed at Grade II.

### **Significance**

The Grade II Listed Gillette Building is a monumentally scaled Art Deco building and a prominent landmark in the Golden Mile. The former Gillette premises, colloquially referred to just as Gillette, is one of a group of prominent industrial Art Deco buildings built along the A4 on a stretch which came to be known as the Golden Mile. Other examples include the J.C. Decaux building (formally Currys), built in 1936 by F.E. Simpkins, Westlink House (formerly the Pyrene building) built in 1928-1930, and former Coty Cosmetics (1933) both designed by Wallis Gilbert & Partners.

The Gillette building is 150 metres long with a majestic central tower, all richly detailed with brickwork, stone portico, large cast-iron windows and elaborate lamp standards. The significance of the building is derived from

its sheer scale, the unity of the elements and careful articulation of the building massing and details, with its horizontal front façade and the central verticality of the tower. All these elements are handled with skill and carried out to a high standard. It is a significant and eloquent example of commercial Art Deco architecture. This can be appreciated from various places along Syon Lane and the A4. Historically, views towards the tower from the west along Great West Road were unobstructed by trees and the building marked the entrance to the industrial Golden Mile Corridor.

### **Possible Impacts of Tall Buildings**

The Gillette Building is a large-scale building which has always stood on a busy arterial road. It is the product of modern commercial activity rather than earlier smaller scale enterprises. It is important that proposed nearby tall or large-scale development respects the setting of the listed building in terms of scale, articulation details and materials and does not dominate its surroundings or detract from its prominence. The Gillette Tower should remain the dominant landmark and the highest townscape element.

## **3.6 GUNNERSBURY PARK & KENSINGTON CEMETERY**

### **Description**

The first house at Gunnersbury was built after 1656 when the land was purchased by Sir John Maynard. This original house was demolished in 1800 and the land divided into 13 lots, 10 of which were sold to Alexander Copland, who built his own house in 1801-1828. Nathan Mayer Rothschild purchased the estate in 1835 and remodelled the house to the designs of Sydney Smirke (now called the Large Mansion). The second or “Small Mansion” was built in 1801-1802 and after a variety of occupants, was bought by the Rothschild family as a guest accommodation annexe to the Large Mansion.

The estate was broken up and sold off in the early 20th century. In 1925 the local authority purchased 75 hectares of park land, including the mansions and parkland and opened them to the public in 1926. Important outbuildings include the Orangery and stables as well other follies and decorative structures.

In 1929, the land for Kensington Cemetery was carved out of the southern end of the park.

### **Designations**

Gunnersbury Park is Listed Grade II\* on the Register of Parks and Gardens, recognising the importance of the landscape. It contains the Large Mansion (Grade II\*) and the Small Mansion (Grade II). There are several ancillary and ornamental structures including the East stables (Grade II\*), a temple, likely dating from

Princess Amelia’s occupation of the estate, (Grade II\*). Other listed structures include the 18th century archway near the terrace to the Large Mansion, the Orangery, the Gothic Boathouse, the stables, and the complex of Gothic romantic 19th century ruins.

Of lesser significance is the Kensington Cemetery, a 20th century removal of an area of the original Gunnersbury Park land. Gunnersbury Park and Kensington Cemetery are included within the Gunnersbury Park Conservation Area.

The conservation area also includes two peripheral residential areas:

(i) Gunnersbury Park Garden Estate lies to the east of the main Park. This domestic-scale residential development dates from the 1926-1931 and is designed in a Garden Suburb style. The triangle of land became available following the building of the Underground Railway.

(ii) Popes Lane and Lionel Road lies to the north of the historic Gunnersbury Park. A developed of 125 houses started in 1926 by the Gunnersbury Park Development Company. The land was sold by Acton Borough Council to assist with the management of the historic 75-hectare Gunnersbury Park as a public open space.

## Significance

Gunnersbury Park, its planned parkland layout and the relationship with the two mansions and a range of other outbuildings form a group of buildings form a historically significant estate. Views are an important element of the landscape, especially those from the elevated terrace adjacent to the mansions from which there are commanding views of the landscape. Views throughout the park are an important part of the setting of the Listed Buildings and the character of the planned park land. The setting of the parkland contributes to its significance and ability to be appreciated as a design landscape.

The Kensington Cemetery carved out of the original southern part of Gunnersbury Park is of less heritage significance than the original Park. The key characteristic is, despite its location adjacent to the motorway, the open quiet and reposeful garden-like intimate atmosphere. The playing fields to the west of the park land, although part of the historic park, provides a buffer zone that is of lower heritage significance.

The two peripheral residential developments (Gunnersbury Park Garden Estate and Popes Lane/ Lionel Road) have their own distinct Garden Suburb character of generally domestic scale houses built in traditional materials such as brick and decorative timber framing under pitched tiled roofs.

## Possible Impact Of Tall Buildings

Sensitivity to tall buildings varies depending on the location within the Park.

The highest sensitivity is from visual intrusion by tall buildings into the entity of the planned parkland, and into views from the two mansions and other outbuildings. Such intrusion would detract from the Arcadian landscape composition including views from the Listed Buildings over the landscape. Development should avoid dominating the landscape, for example, by exceeding the height of the tree line or using reflective or shiny facing materials. Considering the potential impact of development in winter views after leaf fall is especially important.

Kensington Cemetery is an area of lesser heritage significance. The sensitivity to the impact of tall buildings will therefore be lower. The Cemetery acts as a visual buffer for the main Gunnersbury Park from the impact of tall buildings to the south. Tall buildings should avoid undermining the open nature of the Cemetery, retain sky views and not be perceived as being over-bearing.

The expansive playing fields are of lesser significance and the sensitivity to tall buildings is considered low. Development should not-dominate the tree belt and undermine its prominence as the defining edge of the park land.

The domestic scale of the Gunnersbury Park Garden Estate and Popes Lane/Lionel Road housing developments provide a low-scale domestic surrounding to the main Gunnersbury Park. Tall buildings to the north or east could be intrusive within the Park when viewed over the residential roof line.

### 3.7 KEW BRIDGE CONSERVATION AREA

#### Description

As the name suggests, it is centred on the River Thames crossing from Brentford to Kew. This provided a historically important hub for a confluence of roads that attracted industry, trade and residential development. Apart from Kew Bridge, the key heritage asset and landmark here is the Kew Bridge Waterworks (now the Museum of Water and Steam) and its majestic 60-metre high Standpipe Tower.

The area has been greatly changed by the Haverfield or Brentford Towers, built in the 1970s on the site of former filter beds. More recent commercial development such as Vantage West is also a dominant feature. Existing tall buildings around the north side of Kew Bridge could have a detrimental effect on the setting of Kew Green on the south side of the river. This harmful effect could be increased by further tall buildings in this location.

#### Designations

Kew Bridge and the surrounding area is designated as the Kew Bridge Conservation Area. Listed Buildings in the area include Kew Bridge (Grade II), Kew Pumping Works and Standpipe Tower (Grade I) and Kew Bridge Railway Station (Grade II).

The Kew Bridge Conservation Area is divided into three-character areas in the LB Hounslow Conservation Area Appraisal:

(i) Waterworks

The key heritage asset is the Kew Pumping Works (now the Water & Steam Museum), a major industrial historic complex, containing a number of Grade I listed buildings, including the landmark Stand Pipe Tower.

(ii) Kew Bridge Road and Green Dragon Lane

Characterised by 19th century terrace housing, this area also has the 19th century Express Tavern (locally listed) and Kew Bridge Station of 1849, designed by William Tite for London & S.W. Railway (listed Grade II).

(iii) The riverside.

#### Significance

The Waterworks, railway building, public houses and small terraced housing illustrate the rich mix of uses in the area.

The Conservation area is based on its topography and confluence of historic routes at the crossing of the Thames. This strategic location engendered the industrial and commercial uses in the area and housing for its workers (the terraced housing in Dragon Lane was for the Waterworks workers). The Kew Bridge Conservation Area documents a period in history when there was prestige in industrial buildings, and these are of specifically "architectural" design. The road layout is much older, but is still particularly important, as it is a place where many roads meet creating vistas, focal points and landmark buildings.

The key building in this industrial context is the historic water pumping works, now the

Museum of Water and Steam, incorporating the majestic Standpipe Tower, the landmark structure in the area. Kew Bridge Pumping Station is the oldest waterworks in the world, containing its original steam pumping engines and is the most complete early pumping station in Britain. Its early date (it started pumping in 1838) and the completeness of the station, including the office and gatehouse, make this site the most important historic site of the water industry in the country. This site is internationally important, and the site is an anchor point on European Route of Industrial Heritage and is of high visual quality.

The Kew Bridge railway station was built by Sir William Tite for the London & South Western Railway in 1862.

Kew Bridge over the River Thames marks an historic crossing, served for many centuries by a ferry. In 1759 Robert Tunstall built a wooden bridge, a testament to the level of commercial traffic. This was replaced in 1789 by a stone bridge designed by James Paine and finally by the current Bridge designed by Cuthbert Breveton in 1903.

#### Possible Impact Of Tall Buildings

Development should avoid any detrimental effect on the setting of the landmark Standpipe Tower or domination or disruption of the sense of scale of the smaller housing and other heritage assets central to the character of the wider Kew Bridge Conservation Area.

### 3.8 WELLESLEY ROAD CONSERVATION AREA

#### Description

Brentford Road Railway Station was built in 1869 by the London & South Western Railway Company. It was renamed Gunnersbury Station in 1871 and was a spur to the subsequent residential development. The conservation area is based on the 19th century development of the ancient Wellesley Road (originally Turnham Green Lane). The area extends north to Chiswick High Road that runs between Strand on the Green and the Chiswick roundabout, then eastwards to include the 19th century residential estate roads to mesh with the conservation area around Turnham Green. Good Victorian architectural detailing is evident in the mostly residential streets.

The mostly domestic houses have some commercial ground floor units. The later 19th century and early 20th century middle class houses are particularly attractive in Wellesley, Grosvenor and Harvard Roads and around Sutton Lane.

#### Designation

The streets described above form the designated Wellesley Conservation Area. The only Listed Buildings are 3-9 Harvard Road (Grade II), houses designed in the Bedford Park Garden Suburb idiom.

#### Significance

Wellesley Road Conservation Area is an example of late 19th century, mostly residential development that retains a great deal of its original quality in domestic architecture and detailing in a variety of houses sizes set within tree-lined streets. That are local landmarks such as the Gunnersbury Baptist Church and notable views to Turnham Green Church and the Pilot and John Bull Public Houses, both situated within the nearby Thorney Hedge Conservation Area.

The Wellesley Road Conservation Area Appraisal states that this area is based on the mainly nineteenth century developments of Adam Askew, (one of the first in this area to develop large areas of land for suburban housing), Alfred Kendall and William Tomlinson, on the ancient route of Wellesley Road, Initially a right of way for pedestrians, Wellesley Road later became a route from the market gardens of West Middlesex to Covent Garden, and has come to dominates the area. The conservation area in parts extends northward to the equally ancient former Brentford Road, now Chiswick High Road, and much of the history of the area is based on ancient streets and footpaths surrounding what were originally market gardens and farms.

To the west it is bounded by the former London Stile length of the High Road which runs between Strand on the Green and the Chiswick roundabout, then extends eastward to include the Victorian estate roads, and to

mesh with the conservation area surrounding Turnham Green. The early lanes are still very visible in the street pattern of the area, for example Sutton Lane.

The conservation area's special architectural and historic interest is in the high quality Victorian architectural detailing which is essential to the identity of the Gunnersbury part of Chiswick and the resultant largely small human scale suburban townscape it creates, which has a wide range of house types. The roads built by Tomlinson and Askew formed one of the first new middle class housing estates in Chiswick, and as with many suburbs of the period it developed around a railway station. The area retains many of its original early to later Victorian buildings, the majority domestic but on the main roads incorporating some commercial elements at ground floor.

#### Possible Impact Of Tall Buildings

The scale of the conservation area is generally two/three storey domestic buildings set among tree-lined streets. The BSI building is notably out of scale and intrusive. Further tall buildings on the periphery of the conservation area could be harmful to views and setting, detracting from the heritage significance of the area.

### 3.9 THORNEY HEDGE CONSERVATION AREA

#### Description

The origins of the Thorney Hedge Road and Silver Crescent area are similar to that of the Wellesley Conservation Area. The local developers, Askin and Tomlinson, created one of the first middle class housing developments in Chiswick, strongly encouraged by the creation of Brentford Station by the London and South West Railway Company, whose line took commuters from Richmond to London.

Thorney Hedge Road and Silver Crescent began from about 1864 but development accelerated from 1872 (Brentford Station opened in 1869 and was renamed Gunnersbury in 1871) perhaps in an attempt to add the cachet of association with Gunnersbury Park. The two streets of Thorney Hedge Road and Silver Crescent are a relatively unaltered enclave of late 19th century houses set in a tree-lined crescent. Silver Crescent is composed mostly of brick two storey houses plus elaborate dormer windows and stucco dressings. Thorney Hedge Road has more variety with two and three storey houses, some semi-detached and some in short terraces. The last houses here were not built until 1926.

The southern part of the conservation area includes part of Chiswick High Road whose "main road" character contrasts with the domestic enclave of Thorney Hedge Road and Silver Crescent. The north side has the oldest building in the locality, the Gunnersbury P.H. (originally the Sir John Bull) an altered early

19th century building on the Local List, and some mid 19th century villas. On the south side are three storey terraces with ground floor shops with a few remaining villas to the west

#### Designations

Thorney Hedge Road and Silver Crescent, together with the section of Chiswick High Road to the south forms the Thorney Hedge Conservation Area. The Gunnersbury Public house is locally listed.

#### Significance

The conservation area is comprised of two distinct, but related sections, the short length of Chiswick High Road and the horseshoe shaped development of Thorney Hedge Road and Silver Crescent. Much of the area's special interest derives from the high-quality Victorian detailing which is a key characteristic of the area. The area also has significance as unique estate typology in Chiswick, designed by notable local developers. The area retains most of its Victorian buildings and character.

The conservation area appraisal describes it as "an intimate, human and small-scale enclave/oasis of attractive and intact Victorian suburban townscape that is connected to and also shielded by the more commercial area to the south and is influenced by views to the east and west along the High Road."

#### Possible Impact Of Tall Buildings

Chiswick Tower (of the BSI buildings as it is also known) is an example of an existing tall building that is out of scale with the character of the area and has a detrimental effect on the setting and significance of the conservation area. Further tall buildings at the west end of Chiswick High Road have the potential to bring additional detrimental impact to the heritage significance of the area.

### 3.10 CHISWICK HIGH ROAD CONSERVATION AREA

#### Description

Chiswick High Road Conservation Area centres on the commercial and shopping buildings dating from the late 19th century and early 20th century. There are three distinct character areas:

(i) Chiswick High Road

Mainly three story commercial buildings on the ground floor with residential above. Most are brick with stucco and stone dressings. A wide tree-lined street with generous pavements giving a boulevard character. Notable individual buildings include the former Fire Station (1891) and Police Station (1874). The long tradition of coaching inns is reflected in the present numbers of public houses, bars and restaurants.

(ii) Devonshire Road

A secondary road to the High Road with two storey buildings and smaller plot widths. Included in the conservation area as an important part of the economic growth of the locality. Many original shop details survive such as fascias, pilasters and corbels although many shop fronts have been changed.

(iii) Turnham Green Terrace

This leads from the High Road to Turnham Green Station, acting as a gateway to Chiswick. Unlike the High Road or Devonshire Road, this character area is not of consistent scale, being three storeys on the west side with ground floor shops but single storey

shops on the west side dating from the early 20th century. The buildings are generally of high quality retaining many original details.

#### Designation

Chiswick High Road is a designated Conservation Area.

#### Significance

Chiswick High Road is a vibrant shopping centre with many high quality late 19th and early 20th century buildings. The High Road has generous pavements and tree planning and is an excellent example of turn of the century well designed and successful commercial area.

#### Possible Impact Of Tall Buildings

This conservation area is on the outer edge of the study area concerning the possible impact of tall buildings. The special interest and character of the area resides in the scale, detail and use of the buildings. Over-scaled and intrusive buildings could harm the setting and significance of the area, but generally, the area is more at threat from taller buildings immediately adjacent or within it.

### 3.11 TURNHAM GREEN CONSERVATION AREA

#### Description

Turnham Green Conservation Area lies immediately to the east of Chiswick High Road Conservation Area. The focal point is the open triangular green space of Turnham Green bounded by mature trees and containing Scott & Moffatt's Christchurch (1841-3 and Grade II Listed). The Green is the near converging point of the ancient roads Brentford Road (now Chiswick High Road) and Wellesley Road. Historically part of a much larger green (Chiswick Back Common, Acton Green and Stamford Brook Common) the surviving triangular Green is surrounded by low rise buildings, many of them listed. The Battle of Turnham Green took place over the open space formed by Turnham Green, Acton Green and Chiswick Common.

#### South side:

- 16-26 Heathfield Terrace (Grade II) three storey terraces, on a raised lower ground floor, adding to their grand character, dating from the early 19th century.
- Chiswick Town Hall. Italianate classical building of 1876 by W.J. Trehearne (Grade II).
- Voysey House (former Sanderson wallpaper factory by C.F.A.Voysey - built in 1902. (Grade II\*).
- Our Lady of Grace & St Edward Roman Catholic Church by Kelly & Birchall 1886 (Grade II).

#### North side:

Mostly 19th and 20th century buildings, this side of the Green is dominated by Empire House (1959 Carl Fisher). It is intrusive in height and scale compared with the other buildings on this side of the Green. This side of the green contains two notable pubs: the Crown and Anchor is of early 19th century origin (Grade II) and the Old Pack Horse 1905 by Nowell Parr, architect to Fullers Brewery (Grade II).

#### Western End:

Mostly 1930s and later development but Fromow's Corner has a well-detailed shop front and flats from 1829. The view from Turnham Green has a backdrop provided by Arlington Gardens, Walpole Gardens and Marlborough Road. The four Victorian blocks facing the Green are particularly grand and have an unspoilt roofline.

#### **Designations**

Turnham Green is a designated conservation area. There are a number of listed buildings around the Green, referred to in the "Description" section above.

#### **Significance**

Turnham Green is a significant remnant of a once much larger ancient common, famous for being the site of Civil War battle. The Green is the focal point of the area, bounded by mature trees with Christ Church as the dominant central feature. The Green appears spacious due to the relatively small scale of many of the peripheral buildings, which includes many listed buildings.

#### **Possible Impact Of Tall Buildings**

Turnham Green is at the outer edge of the Study Area some distance from the "Golden Mile" development pressures. However, an important characteristic of this conservation area is long views across the Green and over and between existing generally small-scale buildings. The significance of listed buildings or the conservation area and could be harmed by tall buildings intruding on the views and setting of the heritage assets.

### **3.12 KEW GREEN CONSERVATION AREA**

#### **Description**

Kew Green Conservation Area Appraisal states that the area was designated due to its character as an historic open space, the associated high quality of mostly C18th development and its superior riverside environment.

The Green constitutes a fine example of an historic green, with the entrance to Kew Gardens to the west, and is surrounded by large 18th and 19th century houses of varied form, many of which are listed and which through the quality of their architecture add formal grace to the central area. High boundary walls containing mature gardens provide a sense of privacy and enclosure.

St Anne's Church sits in the southern end of the Green, with a pond to the east. The area is also typified by street trees and mature gardens. The Riverside is an informal foil to the green with views to Brentford Ait, Oliver's Island. Thames River Walk and Strand-on-the-Green CA on the north bank of the Thames.

Kew Green sits on the Richmond side of the Thames and includes part of Kew Bridge, Kew Green, the historic buildings lining the Green and some surrounding residential streets. The main focus on the conservation area is Kew Green, with St Anne's Church as a focal point on the green. The Green is bounded by high quality historic buildings, dating mainly from the 18th and 19th centuries, many of which are listed.

The conservation area also includes a section of the Thames and footpath running along it. This section of the conservation area has a much different character to the Green. Kew Gardens runs alongside the towpath and conservation area and is part of its setting, as is Brentford on the other side of the Thames.

### **Designation**

Kew Green is a historic green with many Grade II Listed houses defining its perimeter. St Anne's Church, dating from 1714 with later additions is Listed Grade II\*. There is an entrance the Royal Botanic Gardens off the Green. . The entrance to the Green from the south is included in the conservation area due to its 19th century terraces and mature trees. Also included are the largely unaltered Victorian and Edwardian properties on the east side of the railway bridge.

Kew Green is included in the Buffer Zone protecting the WHS of Kew Gardens.

### **Significance**

Kew Green has a significance as a remarkable survival of a village green with its historic parish church and the peripheral listed houses, set amongst trees and mature gardens. Because of these characteristics, it is vulnerable to harm from buildings intruding over the skyline, diminishing its character as a village green strongly bounded by historic buildings.

### **Possible Impact Of Tall Buildings**

The heritage asset is already harmed by the detrimental and intrusive impact of the Brentford Towers. It is possible for developments to be detrimental through over-bearing bulk as well as height. Articulation of form, careful detailing and choice of materials are critical. Shiny or reflective facing materials should be avoided.

## **3.13 STRAND ON THE GREEN CONSERVATION AREA**

### **Description**

Strand on the Green is a picturesque riverside historic waterfront. It began as a fishing settlement and on John Roque's map (published 1746) is named "Strand Under the Green". Gradually, to the fishermen's cottages, many of which still remain, were added boat-builder's sheds, and maltings, six public houses and in consequence of the Residence of Court at Kew, the building of Kew Bridge (in fact a sequence of bridges) and the increasing numbers mansions in the immediate context , private houses of the "better class" were built. By the close of the 19th century the place had assumed much of the appearance it has today.

### **Designation**

Strand on the Green is a designated conservation area in 1968 and was last extended in 2018. Many of the river-front houses are Grade II Listed or of Local Historic Interest.

### **Significance**

Strand of the Green Conservation Area Appraisal states that the conservation area's special architectural and historic interest lies in its tranquil setting beside the water's edge, with fishermen's cottages, boat builders' sheds, public houses, maltings and larger and more elegant private houses added in the late 18th century. The conservation area also includes the various modest but attractively detailed Victorian and Edwardian terraced housing that has made use of the

former access road that serviced the industrial buildings to the rear of the riverside plots and developed on from there. The narrow alleyways and paths between the path and the rear road are of great character in their tiny scale and detailed interest.

It has a clear new riparian character area from the other side of Kew Bridge (on the Hounslow side) and from the Richmond side of the river with a unique (to the borough) unified scale, grain and grouping of heritage assets, which contrasts with the larger and more varied buildings of Brentford. The overall effect is one of picturesque charm, both from within the area and from advantageous views on the opposite river bank and further down the river towards Barnes, where a variety of individual buildings but of common interest and scale, with narrow lanes and alleys connecting the riverside to Thames Road.

The river frontage is described in the Thames Landscape Strategy as follows:

*“The sequence of grand Georgian houses alongside smaller cottages, many with Dutch gables and shutters, combine with the old riverside pubs along the River at Strand on the Green to create one of the most important historic and architectural waterfronts between Kew and Chelsea.”*

The setting of the conservation area is a key part of its significance. The river-side setting influenced the settlement by providing a

means of transport and by influencing the design of its buildings. The setting also allows the majority of Strand on the Green to be seen in a single view from the south of the river, along the Thames Path, with an uninterrupted sky above and river below. This view is crucial to appreciating the significance of Strand on the Green.

#### **Possible Impact Of Tall Buildings**

Chiswick Tower already intrudes above the buildings and detracts from the significance of Strand on the Green. Any new development which intrudes on the vistas of Strand on the Green would be extremely harmful to its setting, which is crucial to the significance of the conservation area. This is especially important when considering views onto Strand on the Green from the opposite side of the river and in more oblique views from down the river.

Some tall buildings already intrude into views of Strand on the Green, such as the Haverfield or Brentford Towers and the Kew Eye, disrupting fine views of the conservation area and harming its character and appearance. These should not be used for further justification for harmful intrusions into views of the conservation area.

### **3.14 CHISWICK BRIDGE VIEWS & CHISWICK HOUSE & PARK**

#### **Description & Significance**

Views to the northeast of Chiswick Bridge need careful evaluation regarding vistas to Chiswick House (Grade I Listed) and Gardens (Registered Park and Garden Grade I).

The view west from Chiswick Bridge (Grade II Listed) is significant for the assemblage of landscapes which sit within it.

Hounslow has a unique assemblage of historic landscapes within it as pure Arcadian Thames from Isleworth to Kew Bridge, via Syon Park and Kew Gardens (either in or opposite its river boundary), followed by the historic waterfront at Strand on the Green, which acts as the start of the transition of the pure Arcadian Thames to the metropolis beyond Chelsea of Lambeth, Westminster and below, but this stretch also has one of the most important Arcadian landscapes in Chiswick House the original English Landscape Movement.

#### Chiswick House & Park

Chiswick House and Park constitute the most famous Palladian house in England. Designed by Lord Burlington in 1729, the main champion of Palladian architecture, the house is set in a richly planted park. The Park (designed by William Kent and now restored) is the birthplace of the English Landscape Movement, whose influence spread worldwide and is a great Arcadian landscape design. The peripheral tree belt currently protects the house and park from visual intrusions from the relatively small-

## 4. CONCLUSION

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scale surrounding development. Like Osterley the site has become disconnected from the Arcadian Thames as the fields between it and the river have been replaced with suburban development.

Simon Thurley, previous chief executive of English Heritage, described Chiswick as the birthplace of a cultural revolution. "The Arcadian image of the landscape garden took Europe by storm in the 18th century and is one of England's greatest contributions to western culture."

### **Possible Impact Of Tall Buildings**

It is crucial that no development taller than the park tree belt should be allowed to detrimentally intrude into the park or the setting of Chiswick House.

South of Chiswick House and Park, the Arcadian Thames landscape takes in the Thames River Walk and historic landscapes along its length. The string of important historic developments near or adjacent to the River Thames ranging from Syon Park, Kew Gardens to the unique (to the Borough) historic waterfront of Strand on the Green require careful control of tall buildings as an essential protection of their significance as heritage assets.

The area can accommodate change, but this should ensure that its varied, verdant but vibrant character is also conserved and enhanced.

This report contains the High-Level Assessment of Heritage Assets and Tall Building Sensitivity Study. It provides an overview of the major heritage assets in the Study area, the statutory context and the heritage policy and guidance to assist in the judging of the impact of proposed tall buildings that may affect the setting of heritage assets.

The appendix is an overview of principles rather than a detailed investigation of particular buildings or places. Such detailed appraisal of a particular site must properly take place in the context of specific proposals that may affect particular locations.

This appendix and the broader study provide an informed guidance framework for properly detailed and focussed analysis of individual proposed tall buildings affecting heritage settings and thereby the significance of heritage assets.



URBAN  
INITIATIVES  
STUDIO