

DESIGN & ACCESS STATEMENT

# OSTERLEY PLACE

---

SEPTEMBER 2020





GOALS

SKY HQ

Aerial view of site showing the Site Boundary

MACFARLANE LANE

TESCO

GRANT WAY

PETROL FILLING STATION

SYON LANE

GILLETTE TOWER

GILLETTE CORNER

GREAT WEST ROAD





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View looking east along Syon Lane

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# EXECUTIVE SUMMARY

**THIS DESIGN AND ACCESS STATEMENT HAS BEEN PREPARED BY JTP ON BEHALF OF ST EDWARD HOMES LIMITED IN SUPPORT OF AN OUTLINE PLANNING APPLICATION FOR THE REDEVELOPMENT OF THE TESCO OSTERLEY SITE ON SYON LANE. THE DEVELOPMENT IS HEREAFTER REFERRED TO AS OSTERLEY PLACE.**

The site is within the London Borough of Hounslow in close proximity to the A4 Great West Road and other key transport corridors. It covers an area of approximately 5.45 hectares and is currently occupied by a Tesco supermarket and petrol filling station.

This document sets out the site analysis which has been undertaken and the design process which has led to the masterplan proposals forming the basis for the application. Because this is an outline application, detailed design proposals will form part of future Reserved Matters applications, so images of the proposals are only illustrative at this time. The detailed design will be guided by key principles and standards set out in the Design Code, which is one of a number of other documents which support the application, covering a wide range of disciplines. These two documents should be read in order, Design and Access Statement followed by the Design Code, to gain a full understanding of the overall design proposals and future design parameters.

The proposals for Osterley Place respond positively to the existing site context, including strategic planning policy, and aim to improve connectivity and permeability in the area while providing a significant number of new homes and mixed uses, creating a focal point for the immediate neighbourhood.

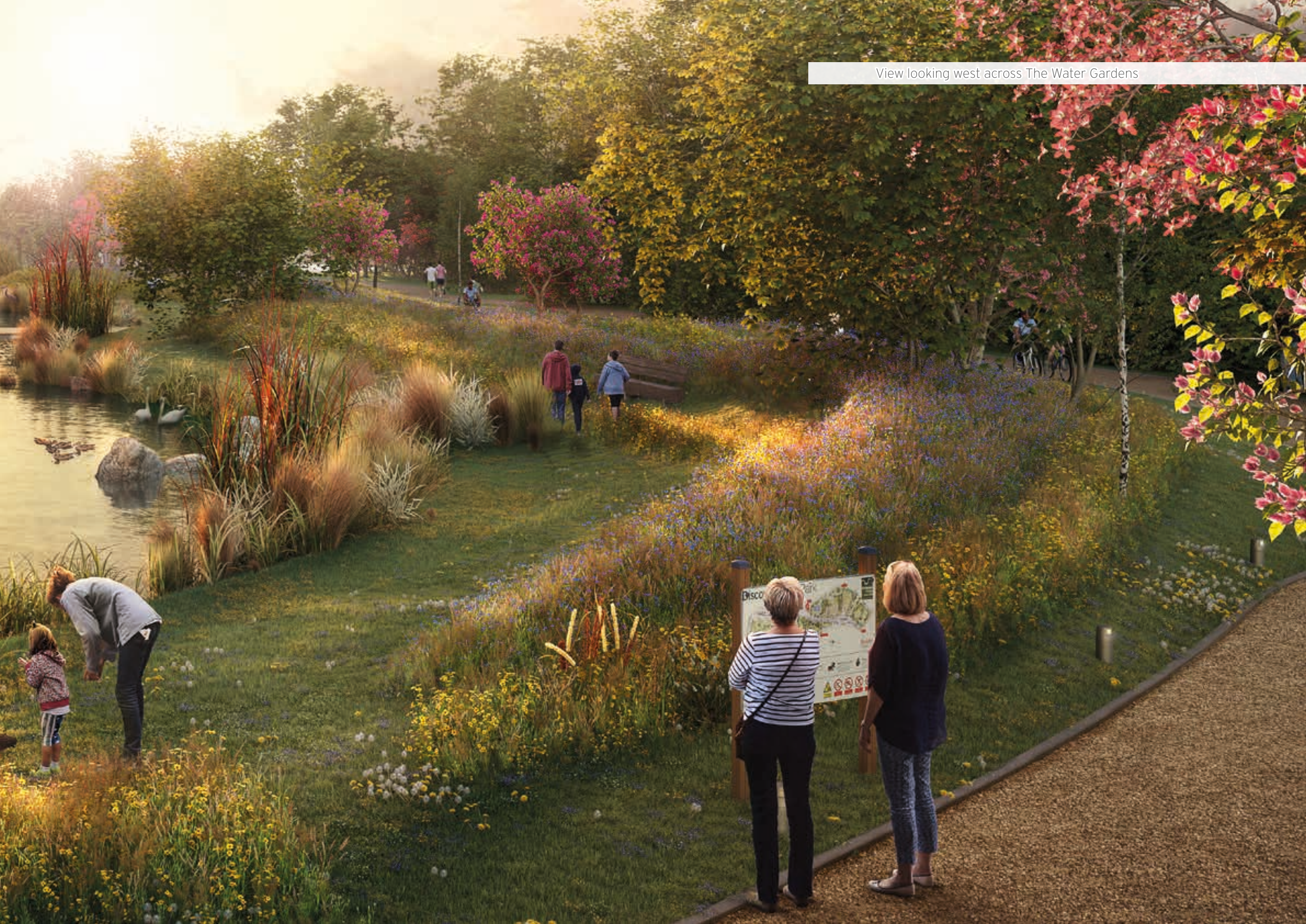
The Outline Planning Application consists of up to 1,677 homes and up to 5,000 m<sup>2</sup> of commercial and community uses. The proposals include three significant new public spaces: The Clearing, a new public square surrounded by mixed uses; The Meander, a new park; and The Water Gardens, a tranquil space focused around a revitalised body of water with homes overlooking it.

Together these will form an attractive, vibrant new neighbourhood featuring an appealing mix of high quality new homes, landscaped open space and valuable new amenities serving new and existing residents.





View looking west across The Water Gardens





# THE SPIRIT OF COMMERCE

The Great West Road is a place that has an industrious history. The site currently occupied by Tesco, was originally the location of the MacFarlane Lang & Co. Biscuit Factory. This was part of a cluster of factories and showrooms developed around the Brentford Golden Mile, a section of the A4 which runs from the Gillette Corner to Chiswick roundabout.



© Peter Young www.bhsproject.co.uk

Before the completion of the M4 motorway, the Golden Mile, formed the principal entrance to London from the west, and companies built a series of grand and iconic factories and offices along the route, creating a hub for new manufacturing technologies. Today the Golden Mile is still home to important headquarter buildings including Sky and GlaxoSmithKline.



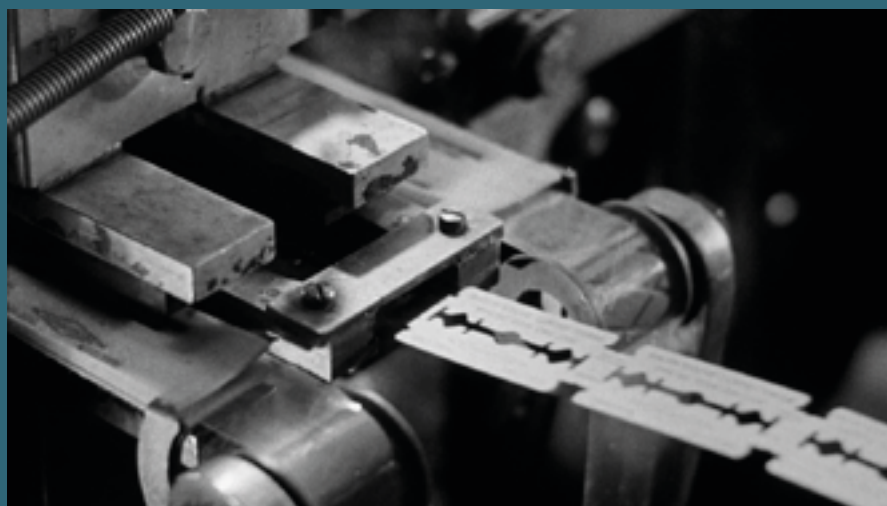
## A PIONEERING HERITAGE

Left to right, top to bottom:

Firestone Factory - one of the original factories along the Great West Road with a distinguished Art Deco Style for an American Tyre Company.

Great West Road traffic approaching London.

Razor blades manufactured at the Gillette Building.



*“Heritage and history are so important for an area”*

Local Resident (Community Engagement)

## PALACES OF INDUSTRY

Left to right, top to bottom:

MacFarlane Lang Biscuit Factory

Golden Mile festive traditions with Christmas trees and decorations lining the road.

MacFarlane Lang Biscuit Factory signage and advertisements.



Firestone Tire & Rubber Co Factory 1953 - © Historic England



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© Alamy Stock



# THE MASTERPLAN



Osterley Place has been designed to provide a new heart for Osterley, through a sequence of streets and open spaces that connect with, and knit the site into, the wider residential and commercial area.

The new public realm and landscape network will create a sustainable place where both people and nature can flourish.

The **Clearing** is the heart of Osterley Place. A meeting point where the new and existing communities can gather, engage and socialise.

The **Water Gardens** are rejuvenated to create a peaceful and educational blue and green landscape.

The **Meander** connects Syon Lane to the Water Gardens through a network of routes interwoven with green and blue threads. A place for both relaxation and play within a landscape of wild flower meadows studded with trees.

*“Emphasis on green spaces for humans and to preserve nature. We must protect and extend the green spaces we have.”*

Local Resident (Community Engagement)



# LOCAL WAYS OF LIVING

Varied scales of streets and spaces shift the pace and purpose compelling us to venture forward and explore. This creates a community of shared interests, appealing to different residents needs and desires. Together they bring the place alive. At the heart of Osterley Place you'll find...



## DIFFERENT WAYS TO MOVE AROUND:

A new Mobility Hub with bus stops, cycle parking, public realm and car club creates a new arrival and departure point connecting into a wider transport network with increased bus services.



## DIFFERENT WAYS TO GET TOGETHER:

Generous public spaces with programmed performance areas. Serving the community through leisure facilities and play spaces.

Local foodies will gather to sample and buy produce in the local store and eating and drinking establishments.

## DIFFERENT WAYS TO SHOP:

A curated offer of independent and local shops, with quirkier units and fewer chains. Shorter and more flexible leases offer a mix of affordability to excite and encourage start-ups.



## DIFFERENT WAYS TO LIVE:

A broad range of residents will be attracted by the opportunity of living at Osterley Place including young professionals, co-renters, families, down-sizers and senior residents. A range of home sizes will cater for the new community alongside residents facilities which will be well used spaces encouraging people to connect and feel part of the community.



## DIFFERENT WAYS TO WORK:

High quality, smaller office units, co-working spaces, studios and workshops. Creating diversity in provision of workspace and encouraging new business enterprise.

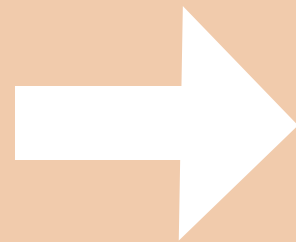




# INSPIRED BY YOU

We have spoken to members of the local community – both young and old – who have shared their aspirations and dreams, and helped us reimagine Osterley as a place to be enjoyed by all.

The following pages share our vision for the sights, sounds and spaces at the heart of Osterley Place.



*“Create a community by  
letting residents share stories,  
experiences & lives.”*

Local Resident (Community Engagement)

*“We need a new heart within  
the Great West Corridor”*

Local Resident (Community Engagement)



THE CLEARING LOOKING SOUTH



Where...

# OSTERLEY'S GREEN MEETS BRENTFORD'S GOLD

*Creating a new community heart that brings Brentford & Osterley together.*



*“...more community facilities where people can socialise, such as cafes, restaurants or a leisure centre.”*

Local Resident (Community Engagement)



Wander through...

## THE CLEARING

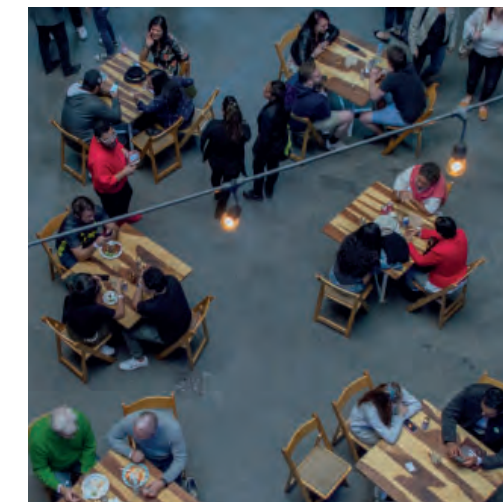
*A place to... cultivate community*

Osterley's new centre stage, where people will gather to enjoy performances and festivities.

Whether in the sunlight or moonlight, this is where the community hangs out, and where the bustle brings it to life. From an after work happy hour, to alfresco dining, this is an informal spot to eat, drink and socialise.

### In The Clearing you'll find...

- Restaurants and cafés, benefitting from sunny aspect
- Entertainment, such as outdoor concerts and performances. A place for festivities, like a Christmas market, and a place for the tree.
- A space that is large and flexible.
- Community facilities; places to gather, socialise and work.
- A Mobility Hub with bicycle storage and hire, and car club and bus information.







*Embracing & enhancing the existing natural assets.*

WATER GARDENS LOOKING WEST TOWARDS BOLDER ACADEMY

*Where...*

# NATURE MEETS THE CITY

*Creating ecologically rich landscapes across the site among areas of thriving urban density.*



WATER GARDENS LOOKING EAST TOWARDS SKY HQ

*Into..*

## THE WATER GARDENS

*A place to... nurture ecology*

An inviting, ecologically rich, biodiverse space, that welcomes everyone. Whether moving through it to Bolder Academy or visiting for relaxation and pleasure, the Water Gardens is a beautiful and educational landscape which is accessible to all.



*“communal gardens with educational activities for children”*

Local Resident (Community Engagement)



*Where...*

# GRAND BUILDINGS MEET RESIDENTIAL HOMES

*A place to that respects its neighbours.*



*Creating a scale that feels  
intimate and considered.*



*Along..*

## SYON LANE

*A place to... indulge your senses.*

Establishing a style that allows for bold architectural moves yet cares for the joyful everyday.

Homes are placed within a soft, green edge of trees and wildflower meadows, providing protection from Syon Lane and enhancing this key pedestrian and cycle route.



*“Love to see unique buildings, adds lots of  
character, defines areas.”*

Local Resident (Community Engagement)







*Where...*

# SERENE MOMENTS MEET THE WIDER NATURE NETWORK

*A place that envelops us in nature creating a space that nurtures and cares for our healthy everyday.*



*Weaving & uniting  
paths of green & blue  
networks.*



*“We need a park, green  
space with paths for  
walking dogs & for children  
to run & play.”*

Local Resident (Community Engagement)

*Through..*

## THE MEANDER

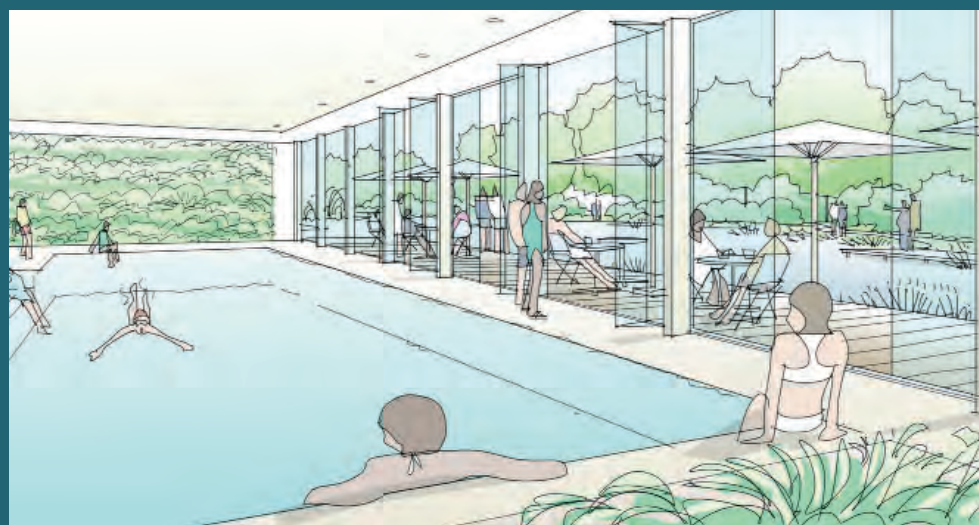
*A place to... marry environments.*

Peaceful meadows provide a place for relaxation, socialising and play within a rich green and blue landscape. Protected from the bustle of everyday life, this opportunity for serene moments will enhance the quality of your day.

THE MEANDER LOOKING NORTH



Osterley Place will provide a new centre of gravity, the result of a community contribution to create a place of bold moves and urban buzz that brings innovative work to life to reinstate the draw of the Golden Mile.





# THE BIGGER PICTURE

St Edward Homes Limited is bringing forward the redevelopment of both the Tesco and Homebase sites. The existing Tesco store would be re-provided on the Homebase site as part of a mixed-use development with residential above (known as Syon Gardens), which releases the opportunity to deliver a comprehensive residential-led mixed-use development on the Tesco site (Osterley Place).

The amalgamation of Osterley Place and Syon Gardens will form a new heart for the Great West Corridor Opportunity Area. The existing retail on these two designated sites provides a high level of footfall, however the potential of their locations is not being fulfilled. The two mixed use proposals will unlock this potential as they bed into the wider context, creating a new focus for local residents.

Osterley Place will create new connections; stitching into the wider context with new streets and spaces which link into the wider Transport and Connectivity Strategy for the Great West Corridor, including the clean air routes and the Boston Manor Boardwalk.

New pedestrian access points around the perimeter of the site will open it up and enable east-west and north-south routes to weave through it, all converging on The Clearing.

This central public square forms a new heart for the area, connected to the surrounding commercial and residential areas by a series of routes, each with their own character and purpose.

The Clearing will provide an appealing and protected route for pedestrians approaching Sky and Bolder Academy from Syon Lane Station, instead of the existing route along the busy Grant Way. Key to this is the improvement of pedestrian routes across Grant Way, with the introduction of two crossing points which prioritise pedestrians and cyclists.

The creation of the Mobility Hub along Grant Way provides a new focus for sustainable movement within the local area, offering important information and improved bus facilities, offering improved connectivity to Greenford, Ealing, Bulls Bridge and West Middlesex Hospital.

To the north, The Water Gardens connects to the new Bolder Academy, providing a safe pedestrian and cycle route.









# INTRODUCTION





# 1.1 PURPOSE AND CONTENT OF THE DOCUMENT

## PURPOSE OF DOCUMENT

This Design and Access Statement (DAS) forms an important part of the information submitted to accompany the Outline Planning Application (OPA) for Osterley Place. The purpose of the document is to provide stakeholders with the information they need to consider the proposed development and to demonstrate that an inclusive and integrated approach to masterplanning and design has been adopted. However, the DAS is not an approved planning document, so the information contained within it remains illustrative.

## OTHER PLANNING DOCUMENTS

The DAS should be read alongside the suite of documents submitted as part of the OPA, particularly the following documents, which set out design controls for future detailed Reserved Matters applications.

### Development Specification

This document sets out the proposed quantum of development, tenure and mix, residential quality standards, open space and play space standards, transport and parking standards, and environmental performance requirements.

### Parameter Plans

The Parameter Plans set out the design parameters which will control the overall layout, form and scale of development. The plans show the siting and geometry of development parcels, routes and open spaces, according to defined limits of deviation. The parameter plans represent a distillation of the design principles inherent in the masterplan developed for the site.

### Design Code

The Design Code sets out the level of design quality that must be delivered as individual development parcels are brought forward through a process of phased development. It also aims to ensure a consistent and coherent design approach between different parcels, maintaining the overall design ethos for the wider development set out in the DAS. The document aims to provide a level of certainty for the planning authority and other key stakeholders.

## CONTENT OF DOCUMENT

The DAS sets out the overall vision and rationale for the Osterley Place masterplan, describing how the design was developed through site analysis and engagement with the community and other stakeholders. The document has been structured in a number of chapters as follows:

### 1 INTRODUCTION

This chapter summarises the role of the document in the planning application and other background information.

### 2 SITE CONTEXT & ANALYSIS

This chapter analyses the existing site in detail, looking first at its context and then at its specific characteristics and, in both respects, recording aspects that could or should shape the development form.

### 3 DESIGN PROCESS

This chapter summarises how the emerging proposals have been shaped by stakeholder engagement through all stages of the project.

### 4 ILLUSTRATIVE MASTERPLAN

This chapter sets out the design concepts and principles that underpin the proposed masterplan, describing the type and amount of development that is proposed, its layout, and how it will integrate with the surrounding area. It also describes the key streets and spaces that will form the public realm. The Illustrative masterplan is a representation of one way that the design parameters set out in the Parameter Plans could be interpreted.

### 5 LANDSCAPE STRATEGY

This chapter sets out the more detailed strategies for open space and play provision on the site and provides information about the ecology, drainage and planting strategies.

### 6 BUILT FORM

This chapter explains the proposed heights and massing of buildings and provides an indication of what they might look like. Much of the information in the chapter is indicative, as full details will be provided as part of subsequent Reserved Matters applications.

### 7 ACCESS AND MOVEMENT

This chapter provides information about how the site will be accessed by pedestrians, cyclists and vehicles, and explains the strategies for parking, servicing, emergency access and refuse collection. This chapter will also explain how the proposals have been designed to provide an inclusive environment for residents and visitors.

### 8 IMPLEMENTATION

This chapter sets out how the site will be developed and managed, including an indicative phasing plan.

### 9 SUMMARY

This chapter describes the key benefits which development of the site will bring and summarises the key features of the proposals that have been described in the rest of the document.



# 1.2 SUMMARY OF PROPOSAL



Illustrative view of central mixed use square - The Clearing

“Outline planning application with all matters reserved except access for the demolition of existing building and car park and erection of buildings to provide residential homes, plus flexible non-residential space comprising commercial, business and service space, and/or learning and non-residential institution space, and/or local community space, and/or public house/drinking establishment, and/or a mobility hub, along with associated access, bus turning, car and cycle parking, and landscaping arrangements.”

The key elements of the development comprise:

- Up to 1,677 new homes
- 35% affordable housing (habitable room basis)
- Building heights ranging from 2 storeys to 17 storeys
- Between 3,000 sqm and 5,000 sqm of flexible non-residential floorspace comprising commercial, business and service space, and/ or learning and non-residential institution space, and/or local community space, and/or a public house/ drinking establishment, and/or mobility hub;
- A new bus turning facility for E1 and H28 buses
- A mobility hub and bus welfare facilities
- Up to 400 car parking spaces, including car club bays and on-street and off-street provision
- 20% of car parking spaces to be electric vehicle charging points, with remaining spaces to be passive
- London Plan compliant cycle parking
- A minimum of 20,000sqm of publicly accessible open space including three new public open spaces
- A minimum of 8,000sqm of communal amenity space at podium and roof level
- A minimum of 5,000sqm play space split between public ground floor area and communal podium/roof levels
- A new public route through the retained and enhanced Water Gardens
- Planting of a minimum of 300 new trees



## 1.3 INTRODUCTION TO ST EDWARD HOMES LIMITED

### A Joint Venture Creating Communities for Everyone

St Edward Homes Limited is a joint venture company owned by M&G Investments and Berkeley Group.

The powerful combination of the two companies' strengths and complementary skills provides a strong vehicle for delivering fantastic communities where people enjoy a great quality of life.

The joint venture is 13 years old and has a portfolio of 12 sites: four are completed, five are under construction and three are in planning. Over the last three years St Edward Homes Limited has supported 432 people into apprenticeships or vocational training and has raised nearly a quarter of a million pounds for charities and local communities.

Our developments include extensive public realm and facilities, designed to meet local needs and contribute to the wider area. This includes a new primary school at 375 Kensington High Street, a business centre at Stanmore Place, a heritage restoration and public art at Millbank and 70 acres of parkland at Hartland Village. We deliver facilities and amenities that the whole community benefit from such as parks, schools, shops and community centres.

We are award-winning. Over the past decade we have won over 20 awards, including awards from Evening Standard New Homes Awards, Considerate Constructor Awards, Royal Society for Prevention of Accidents, British Homes Awards and WhatHouse? Awards.

We build homes and neighbourhoods with a focus on creating beautiful, successful places across London and the South of England. Our team has a wealth of experience in delivering complex developments that provide much needed homes, community facilities and improvements to local infrastructure.



Chiswick Bridge, London



Kew Bridge, London



Hartland Village, Fleet



# 1.4 INTRODUCTION TO JTP



## Fulham Reach, Hammersmith - JTP & The Berkeley Group

Fulham Reach is located to the east of Hammersmith Bridge between the River Thames and Fulham Palace Road. The site is in close proximity to Hammersmith with its range of facilities and transport links.



## Leven Road Gasworks, Tower Hamlets - JTP & The Berkeley Group

The 8.3 ha Leven Road Gasworks site sits on the River Lea in the Aberfeldy area of Tower Hamlets. The new quarter will transform a derelict brownfield site into a thriving destination, connecting the people of Poplar back to the River Lea.



## JTP

JTP specialises in harnessing human energy to create new places and breathe new life into old ones.

Our goal is to create places where life in all senses can flourish, places that are economically thriving, artistically stimulating, environmentally footprint-free, with a strong sense of identity. In short, places where people feel they belong.

We approach all of our projects through a process of:

### Understanding

Understanding the DNA of a place is fundamental to successful placemaking. We don't stop until we get under the skin of a place and identify what makes it special.

### Engaging

Engaging stakeholders and clients encourages understanding, creates shared ownership, and allows the construction of a collective vision.

### Creating

Creating begins with the visioning process and ends with physical interventions. Along the way there are many issues to resolve and many actions to co-ordinate.

Together they add up to a process we call 'Collaborative Placemaking'.

This means putting people at the heart of the creative process, unearthing the real needs of a community, empowering stakeholders, creating goodwill, inspiring community spirit and building consensus. Far from imposing ready-made off the shelf solutions, we build a vision together.

This leads to places that are vibrant, valued and sustainable from the outset.







# SITE CONTEXT & ANALYSIS





OSTERLEY PARK

WYKE GREEN GOLF CLUB

FUTURE BOLDER ACADEMY

GOALS

SKY HQ

MACFARLANE LANE

NISHKAM SCHOOL

TESCO

GRANT WAY

PETROL FILLING STATION

GILLETTE TOWER

SYON LANE

GILLETTE CORNER

GREAT WEST ROAD

HOME BASE

SYON LANE STATION







## 2.1 INTRODUCTION

### TESCO OSTERLEY



The site sits in between the A4 and M4, acting as a marker between two built scales, the commercial use of the Great West Road to its east and the domestic use of the Church Commissioners land to its south.

The site covers an area of circa 5.45 hectares and is occupied by a Tesco Extra, an associated petrol station, and surface level parking.

The site is designated in the Local Plan for redevelopment with Residential infill with Retail uses.

To the south and east of the site, on the other side of the A4, is the Homebase site, also owned by the applicant, which forms part of the wider masterplan for the area, and will facilitate the relocation of the Tesco Store.

#### KEY

-  The Site Boundary
-  Homebase Site



# 2.2 STRATEGIC CONTEXT

## STRATEGIC LOCATION

The site is located within the London Borough of Hounslow (LBH), approximately 9 miles west of Central London. It falls within Osterley and Spring Grove Ward, the northern ward in Hounslow, forming the boundary with the neighbouring borough of Ealing.

The Borough is home to the London Museum of Water & Steam and many heritage and natural assets, including Osterley Park, Gunnersbury Park, Syon House, and Chiswick House.

Other important destinations and attraction points that border the borough of Hounslow include Twickenham Stadium and London Heathrow Airport in the London Boroughs of Richmond-upon-Thames and Hillingdon respectively.



Map of London's Boroughs





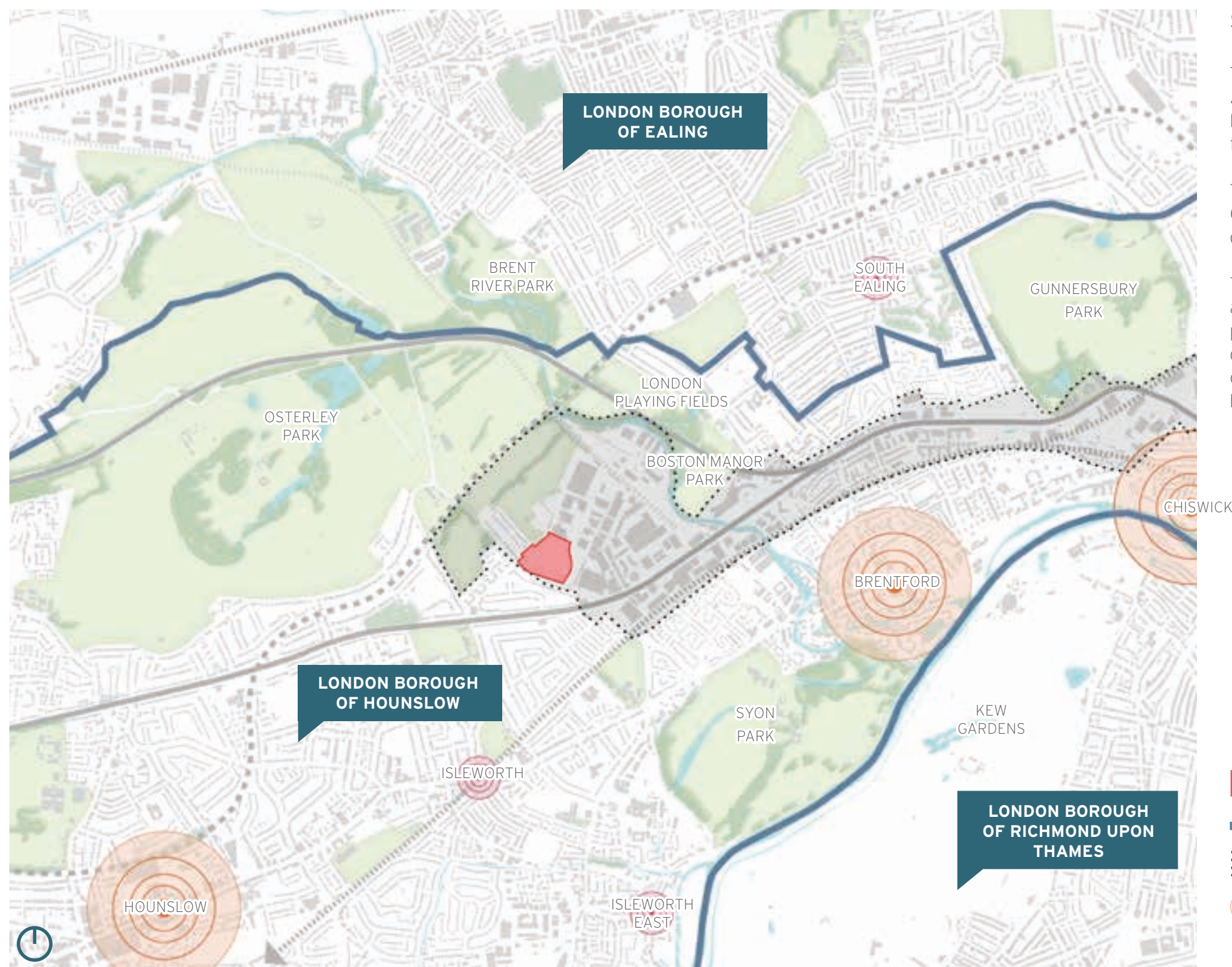
## 2.2 STRATEGIC CONTEXT

### STRATEGIC OPPORTUNITY

The site sits within the Great Western Corridor (GWC) Opportunity Area (sometimes referred to as the Golden Mile), in Hounslow's Local Plan, adopted in September 2015 - see 2.5 Planning Context section for further details.

The site is located between two major parks within east Hounslow, Osterley Park and Syon Park, presenting a spatial opportunity for the development to become a beacon for green connections.

The site is situated between two local centres; Brentford to its west and Hounslow to its south-east. With the upcoming developments proposed within the area (see 2.6 Emerging Context section for more details) the site location has the potential to attract employment/commercial uses and residents, and to become a much needed focal hub for the neighbourhood.





# 2.2 STRATEGIC CONTEXT

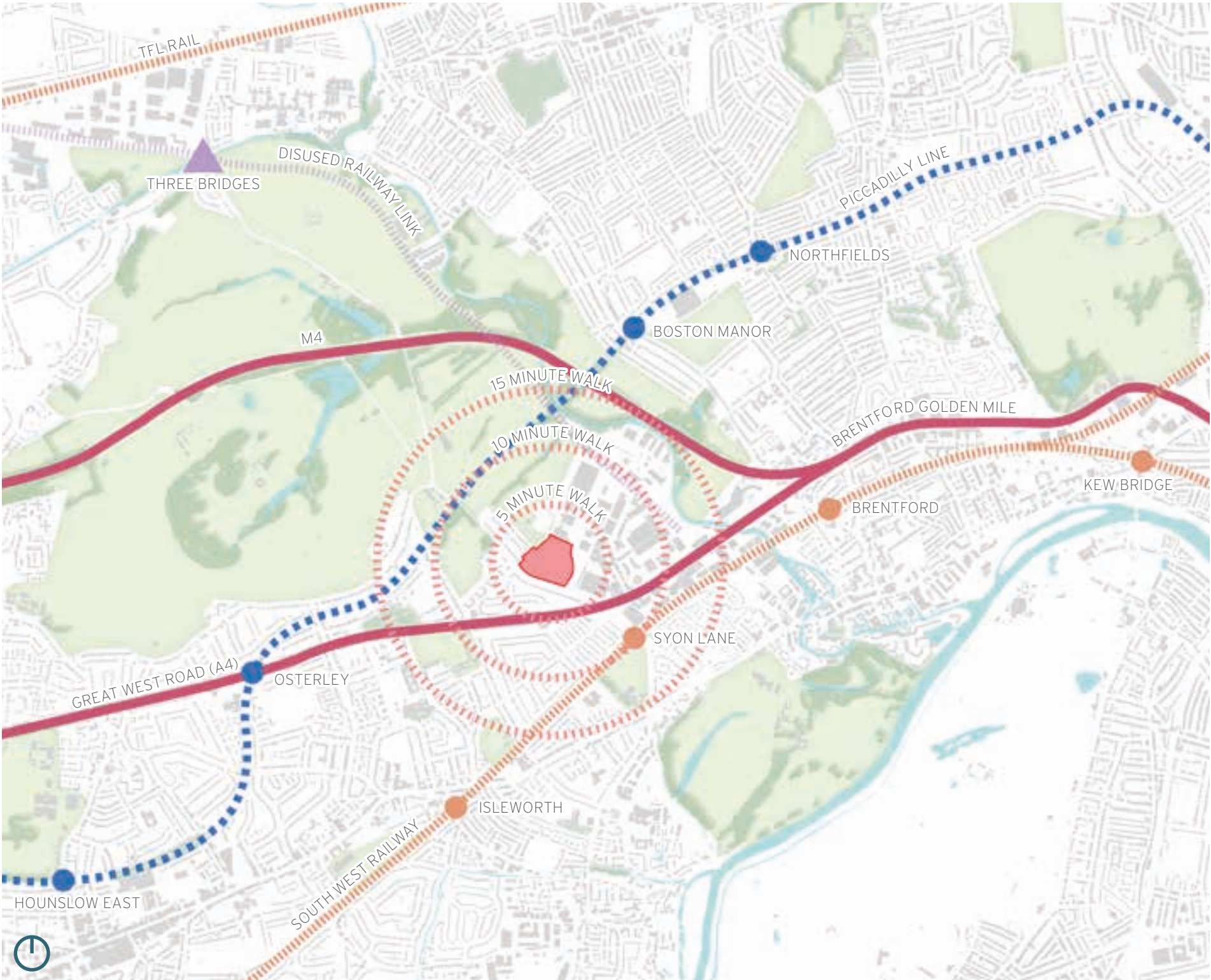
## WIDER CONNECTIVITY

The site has good access to major east-west connections, being strategically located between the M4 motorway to its north and the A4 to its south. Together these roads provide linkages towards central London in the east and Heathrow Airport, the west of England and Wales to the west.

The site is located only 12 minutes away from Heathrow Airport by car, which gives the area international importance, specifically in regards to potential new employment areas and the associated need for housings which comes with it.

There are two railway lines that can be easily accessed from the site, Syon Lane Station for the South West Railway and the Osterley Station on the Piccadilly Line of the London Underground.

There is also a disused railway line extending up to West Cross Way, northeast of the site, with proposals for a new station to be opened providing services to Southall, and associated connections to Crossrail.



### KEY

- The Site Boundary
- Primary Vehicular Road
- Piccadilly Underground Line
- Railway Line
- Disused Railway Line



## 2.2 STRATEGIC CONTEXT

### GREEN SPACES

The allocated area has close proximity to multiple important green open areas, including Osterley Park and Syon Park, which are counted as some of the largest in London.

These rich natural assets on the doorstep of the site, have the potential to become a valuable green & ecological lung for residents if new and proposed linkages are taken advantage of and improved where necessary.



Osterley Park



Syon Park



# 2.2 STRATEGIC CONTEXT

## WIDER LAND USE

The site is located between two distinct land ownerships and land uses, the large scale commercial use of the Great West Road and the smaller scale domestic use of the Church Commissioners land.

Notably, Syon Lane acts as a southern boundary for the site which emphasises the separation of the two distinguished land uses, where factory buildings come face-to-face with semi-detached homes.

Please refer to 2.3 Local Context - Local Character for more detailed analysis and comparison of the land uses adjacent to the site.

### KEY

-  The Site Boundary
-  GWC Study Area
-  Commercial Land Use
-  Domestic Land Use
-  Expanded Domestic Land Use
-  Great West Road
-  Syon Lane





## 2.3 LOCAL CONTEXT

### HISTORIC CONTEXT

The site is located between Osterley Park and Syon House, two important historic estates on the periphery of London. The site is adjacent to the Gillette Tower, a visible reminder of the great industrial units that once lined the GWR, and one of few that now remain on this route into London.



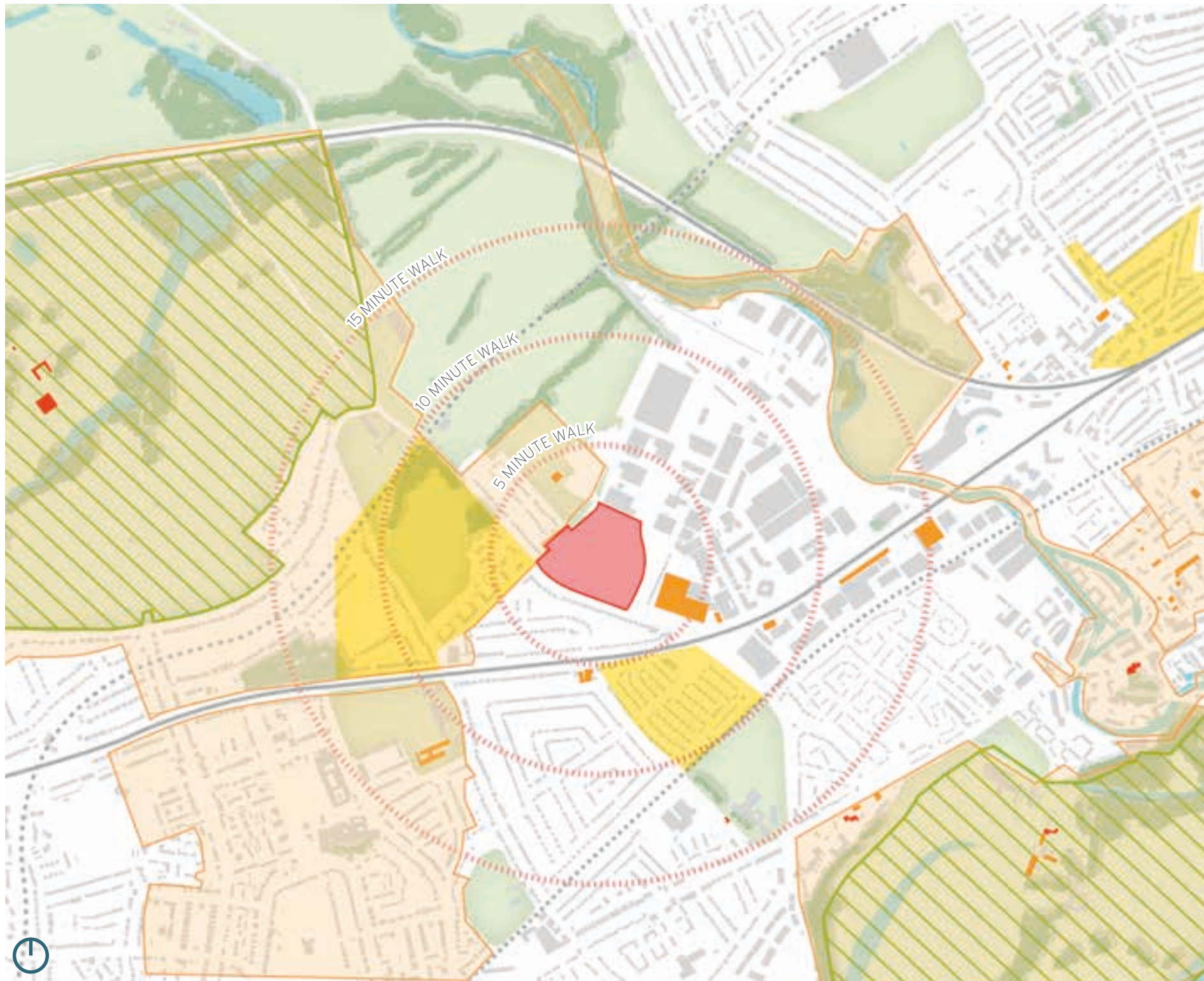
Grade I listed Osterley House, Osterley Park



Grade I listed Lion Gate, Syon Park

#### KEY

- |  |  |
|--|--|
|  The Site Boundary        |  Areas of Special Character |
|  Grade I Listed Building  |  Registered Park & Garden   |
|  Grade II Listed Building |  Conservation Area          |





# 2.3 LOCAL CONTEXT

## ASSETS

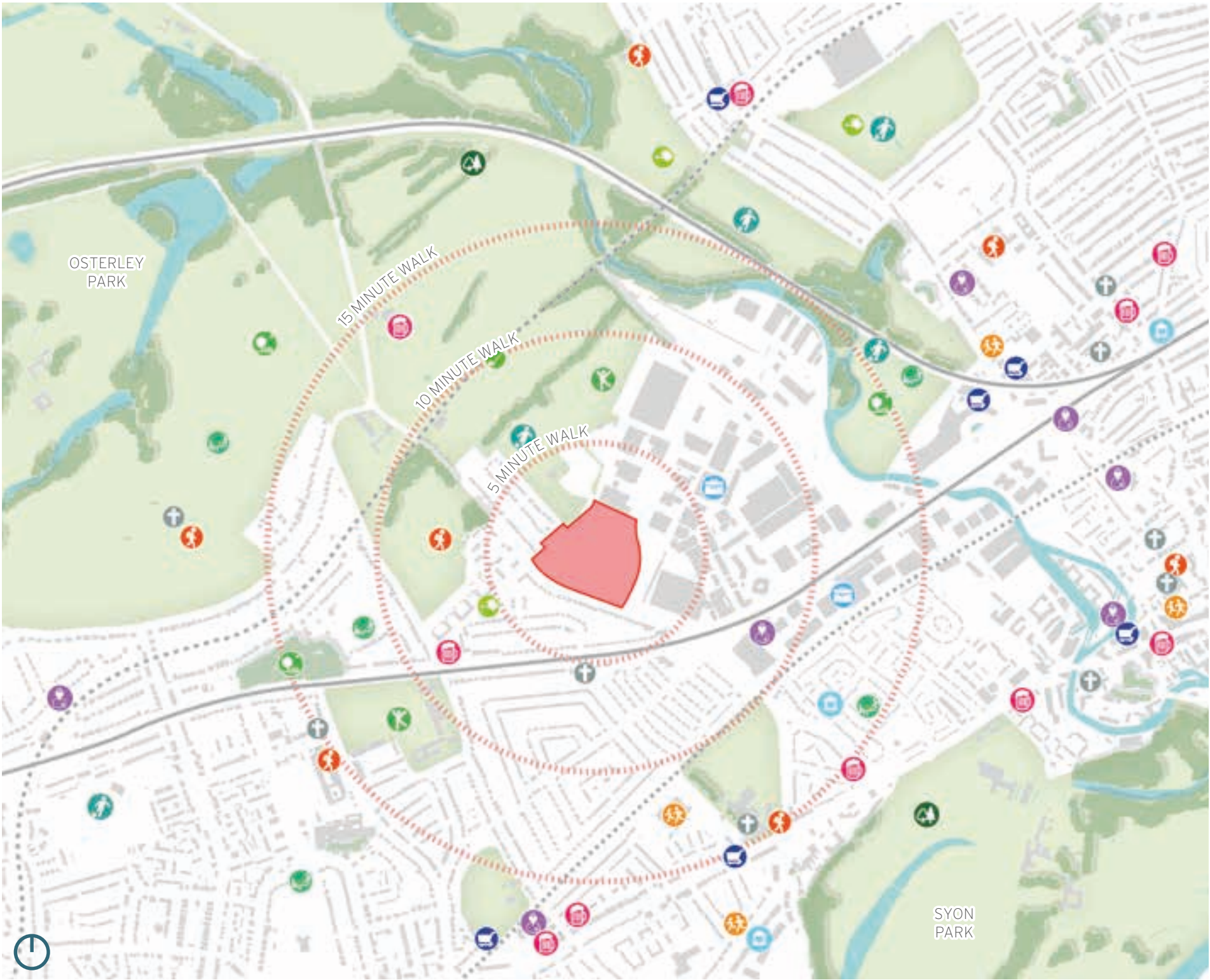
The wider area offers a good selection of utilities and facilities, in particular, a range of green space, employment spaces, schools and community spaces, places of worships, pubs and community centres.

Many of these facilities are within a 15 minute walk of the site, but overall the range of facilities to serve residential properties within a 5 to 10 minute walking distance is more limited.

There is an opportunity for development on the site to address this.

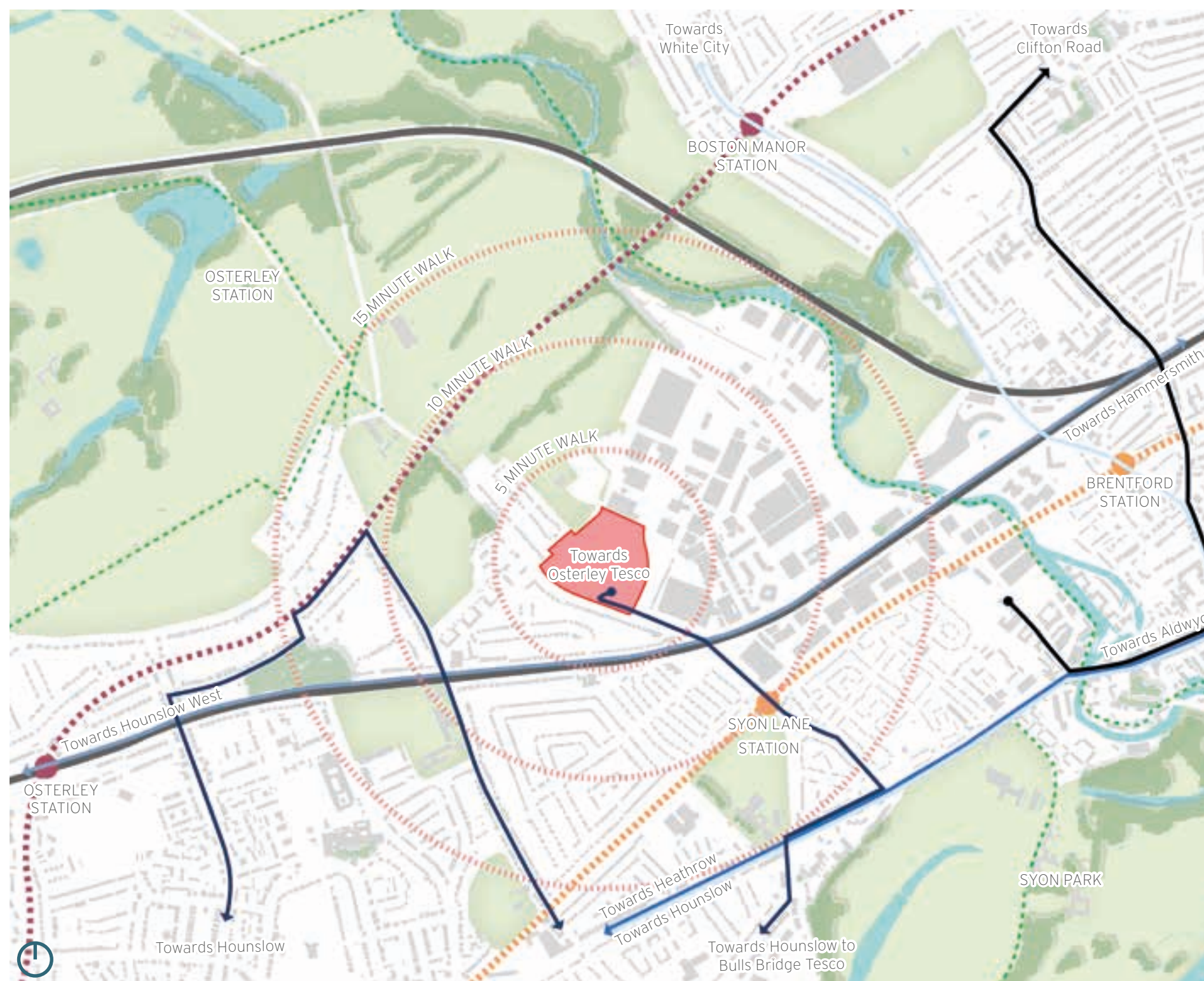
### KEY

- Allotments
- Play Area
- Local Park / Greenspace
- Playing Fields
- Leisure Centre
- Golf Court
- Major Natural Greenspace
- Community / Village Centre
- Pub
- Place of Worship
- GP / Surgery
- Primary School
- Secondary School
- Supermarket
- Industrial Estate / Employment Centre





## 2.3 LOCAL CONTEXT



### LOCAL CONNECTIVITY

The site currently has an average PTAL rating of 2. However, it is in close proximity to various public transport system options.

The site is within 10 minutes walking distance to Syon Lane train station. South Western Railway links Syon Lane station to London Waterloo in 30 minutes, making the commute from central London to the site around 40 minutes.

There are also multiple bus routes within 1, 10, and 15 minutes walk from the site, linking the area to several key employment and transport hubs of London, including Heathrow and Aldwych, as well as Hounslow, Ealing Broadway, White City and Hammersmith.

Importantly, the site has great access to a number of open, green and blue spaces.

### KEY

- The Site Boundary
- Public Right of Way
- South West Railway
- Piccadilly Underground Line

### Bus Routes:

- H28 - Bulls Bridge Tesco to Tesco Osterley
- H91 - Hounslow West Stn to Hammersmith Bus Stn
- 237 - Frampton Road to White City Bus Stn
- N9 - Aldwych / Somerset House to Heathrow Terminal 5
- E8 - The Bell, Hounslow to Ealing Broadway Stn / Haven Green
- E2 - Commerce Road / Brentford Lock to Clifton Road, Greenford



2 SITE CONTEXT & ANALYSIS

# 2.3 LOCAL CONTEXT

## LOCAL CHARACTER

The character of the site edges are diagonally split between the industrial character led by Sky Campus and the residential character of Church Commissioner’s land (please see 2.3 Site: Edge Analysis for more information). The split between the two areas is noticeable from the building footprints map, with larger development parcels shown on its north/east, whilst smaller parcels apparent to the south/west.

### Noise vs tranquillity

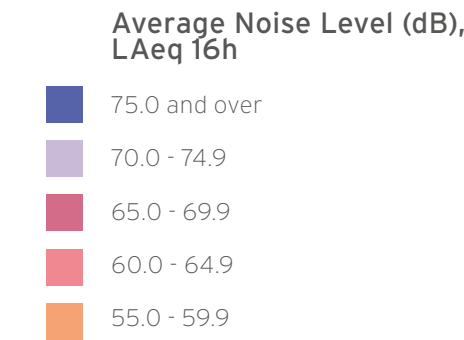
Located near the Great West Road and the M4, the site is close to the exposure from high noise pollution levels and acts as a transition point between the noisy Great West Road and the tranquillity of residential homes and open green spaces.

### Large buildings along the Great West Road

The character to the north/east of the site reflects its commercial use. The built form is bigger and taller compared to the residential characteristics of the land south/west. The design and form of a recently developed apartment complex (see image 3), located along the Great West road, aligns with its commercial neighbours, however contrasts with the suburban housing to the south/west of the site. Located between these built characters the site will need to consider this difference in scale.

### Smaller residential developments of the Church Commissioner’s land

The residential buildings to the south/west of the site are primarily two storey, semi-detached housings, with predominantly brown and red bricks and roofs. Much of these houses are along smaller, more private roads and cul-de-sacs, typical of the period.





## 2.3 LOCAL CONTEXT



1. New housing development along the Great West Road



3. Houses along Oaklands Avenue



2. Commercial and Industrial buildings along the Great West Road



4. Houses along Syon Park Gardens, with a view of Gillette Tower

- Commercial Land Use
- Domestic Land Use
- Vehicular Road
- Piccadilly Underground Line



## 2.4 THE SITE

### THE SITE TODAY



The majority of the site today is occupied by a Tesco Extra superstore, its petrol station and a large surface car park.

The northern part of the site is occupied by an existing area of green space - The Water Gardens - which includes a public footpath along the northern boundary of the site.

The edges of the site include under-used and neglected wide grass verges and trees of varying size and quality. The northern and western boundary of the car park are fenced, preventing access across the site.

A small parcel of neglected land is located to the west, off McFarlane Lane, forming the boundary to the rear of the Oaklands Avenue properties.



1. Tesco store with Sky Campus seen in the background



3. Empty parking spaces on the edge of the Tesco Extra



2. Tesco petrol station



4. Parking dominated Tesco land



## 2.4 THE SITE



5. Vehicle priority internal streets, Gillette tower seen at the back



7. Hard railing edge separating the Sky Campus from the site (Water Gardens)



9. Sky News building fronting onto the Water Gardens



6. Pedestrian crossing at entrance to the site



8. Parking fronting onto the Water Gardens



10. Inactive piece of green land along Syon Lane
















# 2.4 THE SITE

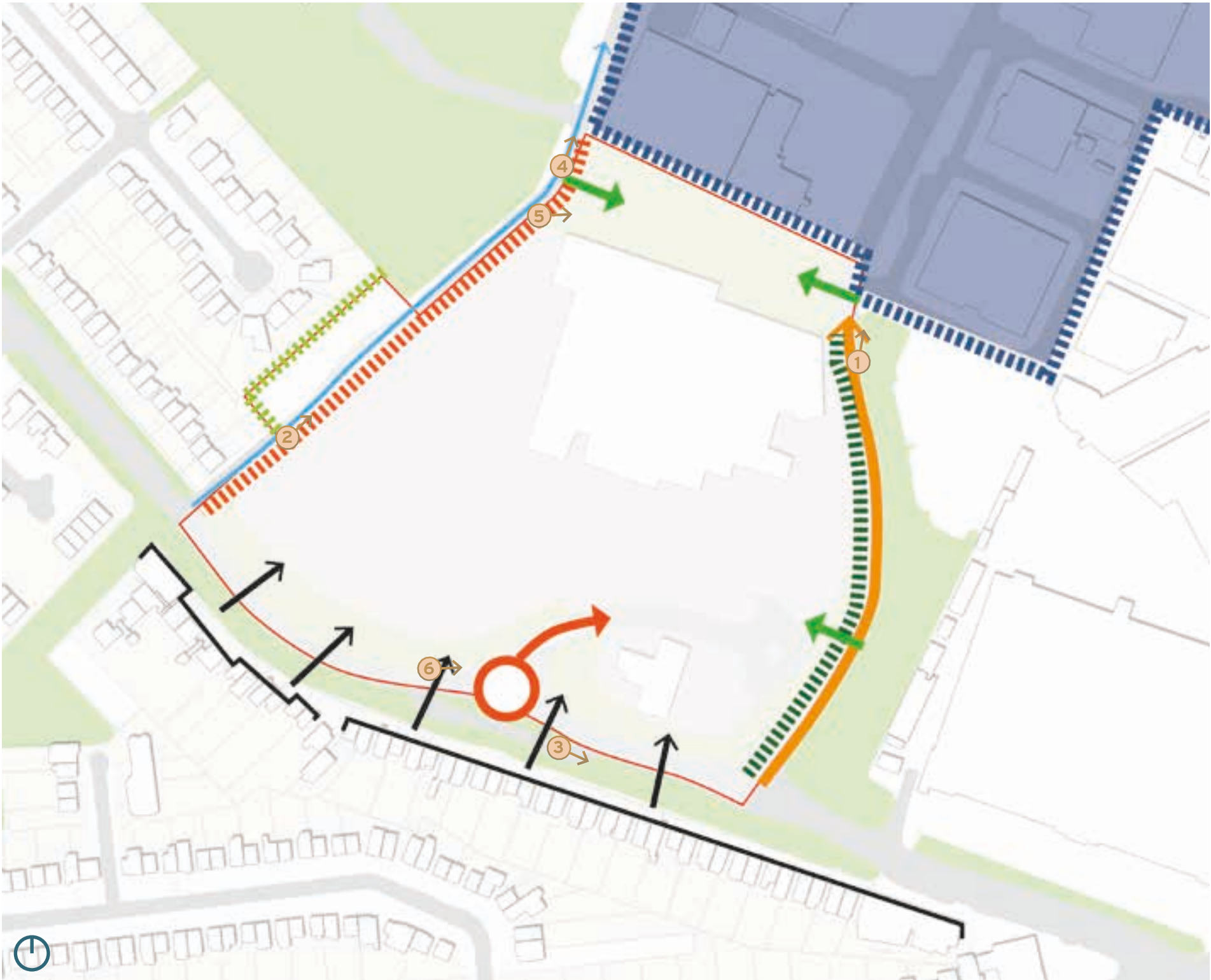
## EDGE ANALYSIS

The character of the site edge conditions varies significantly. The southern and northern edges are characterised by buildings fronting onto the site, whereas the eastern and western edges are bounded by vehicular access routes and landscaped areas. There is potential to enhance all of these edges as part of the development of the site.

The site itself lacks permeability, with only one vehicular access and three poor quality pedestrian accesses into the site. The majority of the site is closed off by soft and hard fenced edges. Therefore, improving access and creating desire lines within the site is key to creating an accessible and well connected development and local area.

### KEY

-  The Site Boundary
-  Vehicular Access to Sky Campus (Grant Way)
-  Small Vehicular access to Bolder Academy (MacFarlane Lane)
-  Residential Frontages
-  Frontages onto the Site
-  Fenced Edge
-  Tree Lined Edge
-  Exposed Back Garden Edge
-  Sky Campus Fenced Edge
-  Sky Campus
-  Vehicular Access into the Site
-  Existing Roundabout
-  Pedestrian access into the Site





## 2.4 THE SITE



1. Grant Way



2. MacFarlane Lane



3. Residential buildings along Syon Lane



4. MacFarlane Lane, gated entrance to Sky Campus



5. MacFarlane Lane, view towards gated water gardens



6. Existing roundabout into Tesco, along Syon Lane



## 2.5 PLANNING POLICY CONTEXT

The Intend to Publish London Plan designates the Great West Corridor Opportunity Area and sets a target of 7,500 new homes and 14,000 new jobs. It identifies the Great West Corridor as one of London's key approaches, which presents unique opportunities for place-making. It references the distinctive local character with high-quality Art Deco architecture and the nearby historic landscapes including the River Thames, Syon Park, and Osterley Park, noting that the opportunities to integrate and draw inspiration from the area's heritage should be fully explored.

### LOCAL PLAN

#### Vision for the London Borough of Hounslow 2030

The vision for Hounslow Local Plan sets out multiple policies, targets and strategic locations for potential development over a 15 year plan period commencing 2015. The major and overarching goals for the borough between 2015 and 2030 are as follows:

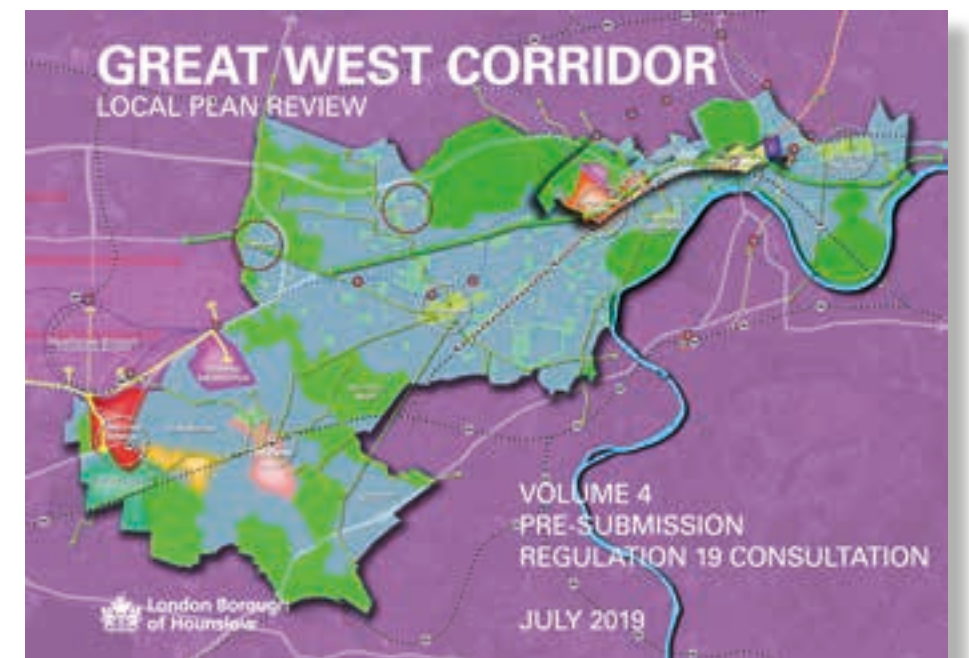
- Minimum of 12,300 additional new homes to be built
- New homes to provide a range of housing tenures, types and sizes in line with the identified need
- Sustainable development approach to be taken with all new proposals
- Supplies of new community infrastructure to be provided to meet the needs of the borough's expanded population
- Development to be directed in areas that have capacity for change, including the borough's town centres and the Great West Corridor.
- The many great landscape, natural and built heritage assets and distinctive residential characters found across the borough to be protected and enhanced.

### GWC MASTERPLAN

The site is located within the Great Western Corridor (GWC) Opportunity Area, otherwise known as the Golden Mile. This strategic policy area has been identified in the Hounslow Local Plan 2015-2030. This area forms an important, strategic corridor into central London from Heathrow Airport. The site is located within the 'GWC West' section of the masterplan, and is identified as the 'Tesco Site', allocated for development of residential-led uses, with local shops and facilities.

The council's vision for the GWC covers the span of 15 years, seeking to deliver at least 7,500 new homes and 17,600 new jobs, new and improved public transport services and public realm. The GWC further underlines new 'fundamentals' of the vision, which include:

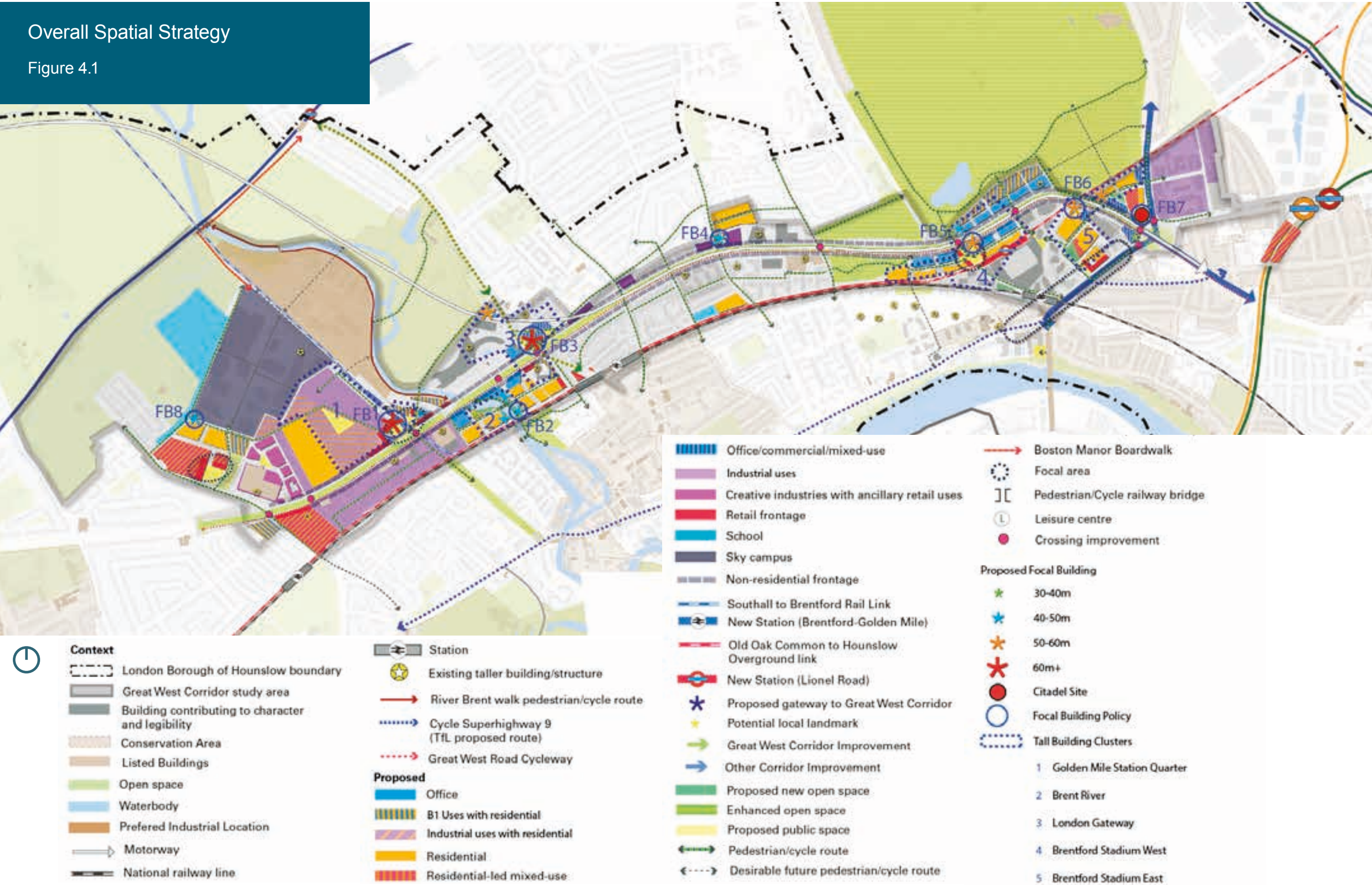
- A range of amenities and services for employees;
- A range and choice of floorspace types including affordable workspaces;
- New housing options to attract workers to the area;
- Reliable, frequent and accessible public transport services;
- Public realm improvements that reduce the dominance and impact 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 business clusters within the Golden Mile Business Hub;
- 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.





## Overall Spatial Strategy

Figure 4.1





# 2.5 PLANNING POLICY CONTEXT

## GWC STRATEGIC OBJECTIVES

The following strategic policy objectives are identified in the GWC masterplan.

### GWC1 EMPLOYMENT GROWTH

**Strategic Objective 1:** To provide a mix of employment spaces that would be attractive for the entire business community in existing and potential growth sectors, catering for larger companies, small and medium sized enterprises, microbusinesses, as well as the large freelance workforce.

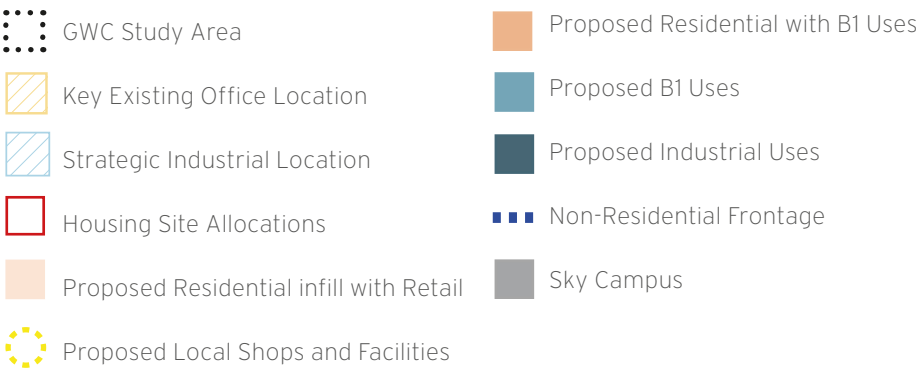
**Strategic Objective 2:** To foster an environment where existing, new, innovative, cultural and creative enterprises can prosper.

### GWC2 HOUSING GROWTH

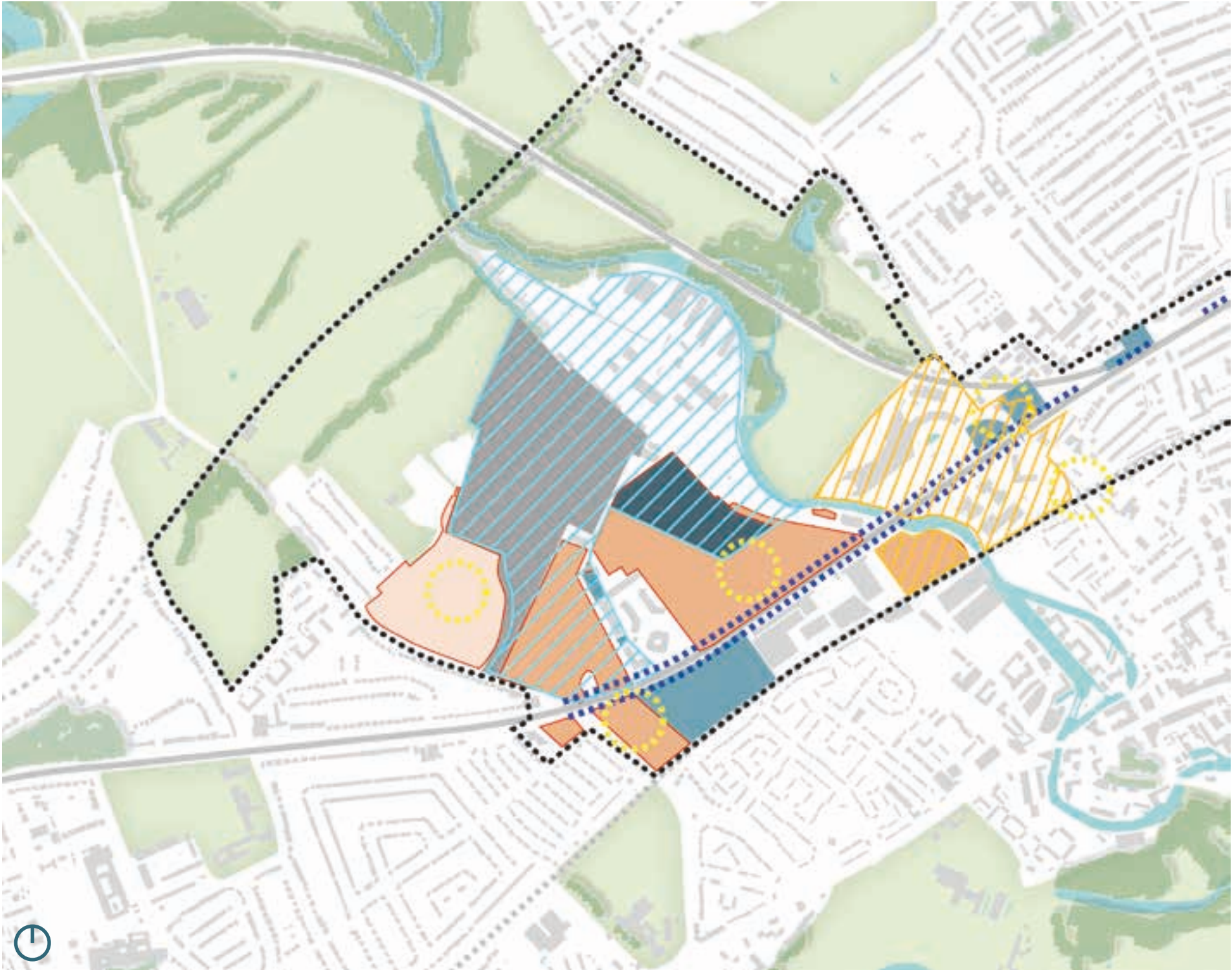
**Strategic Objective 3:** To provide new homes in sustainable locations where residents can walk and cycle to local jobs, amenities and green space.

**Strategic Objective 4:** To provide high-quality housing at sizes, tenures and types which are affordable to local residents and helping London meet its needs.

**Strategic Objective 5:** To ensure new homes support good growth by integrating with businesses, shops, and community uses in order to promote mixed and inclusive communities and deliver lively and liveable places.



GWC1 Employment Growth & GWC2 Housing Growth





## 2.5 PLANNING POLICY CONTEXT

GWC3 Health and Wellbeing & GWC4 Open Space and Green Infrastructure



### GWC3 HEALTH AND WELLBEING

**Strategic Objective 6:** To mitigate the impact of noise and air pollution through the design and positioning of buildings and greening of the area.

**Strategic Objective 7:** To protect, enhance, develop and / or co-locate new health, education, recreational and leisure facilities to meet the needs of residents and workers.

**Strategic Objective 8:** To encourage active lifestyles through the provision of improved parks and play facilities connected by a network of green corridors for active travel.

### GWC4 OPEN SPACE & GREEN INFRASTRUCTURE

**Strategic Objective 9:** To protect and enhance the quality, accessibility and function of green infrastructure and open spaces, whilst improving the ecology of the area and ensuring an overall net gain in biodiversity.

**Strategic Objective 10:** To establish a well-connected and continuous green corridor that strategically links green infrastructure and open spaces with neighbourhoods and workplaces.

- |  |                                   |
|--|-----------------------------------|
| GWC Study Area                             | Proposed New Public Space         |
| Metropolitan Open Land                     | Proposed River Walk               |
| Site of Importance for Nature Conservation | Proposed Boston Manor Walk        |
| Local Green Grid Strategic Corridor        | Pedestrian / Cycle Railway Bridge |
| Proposed Clean Air Routes                  |                                   |
| Proposed Pedestrian / Cycle Routes         |                                   |
| Proposed GWC Public Realm Improvements     |                                   |



# 2.5 PLANNING POLICY CONTEXT

## GWC5 DESIGN AND HERITAGE

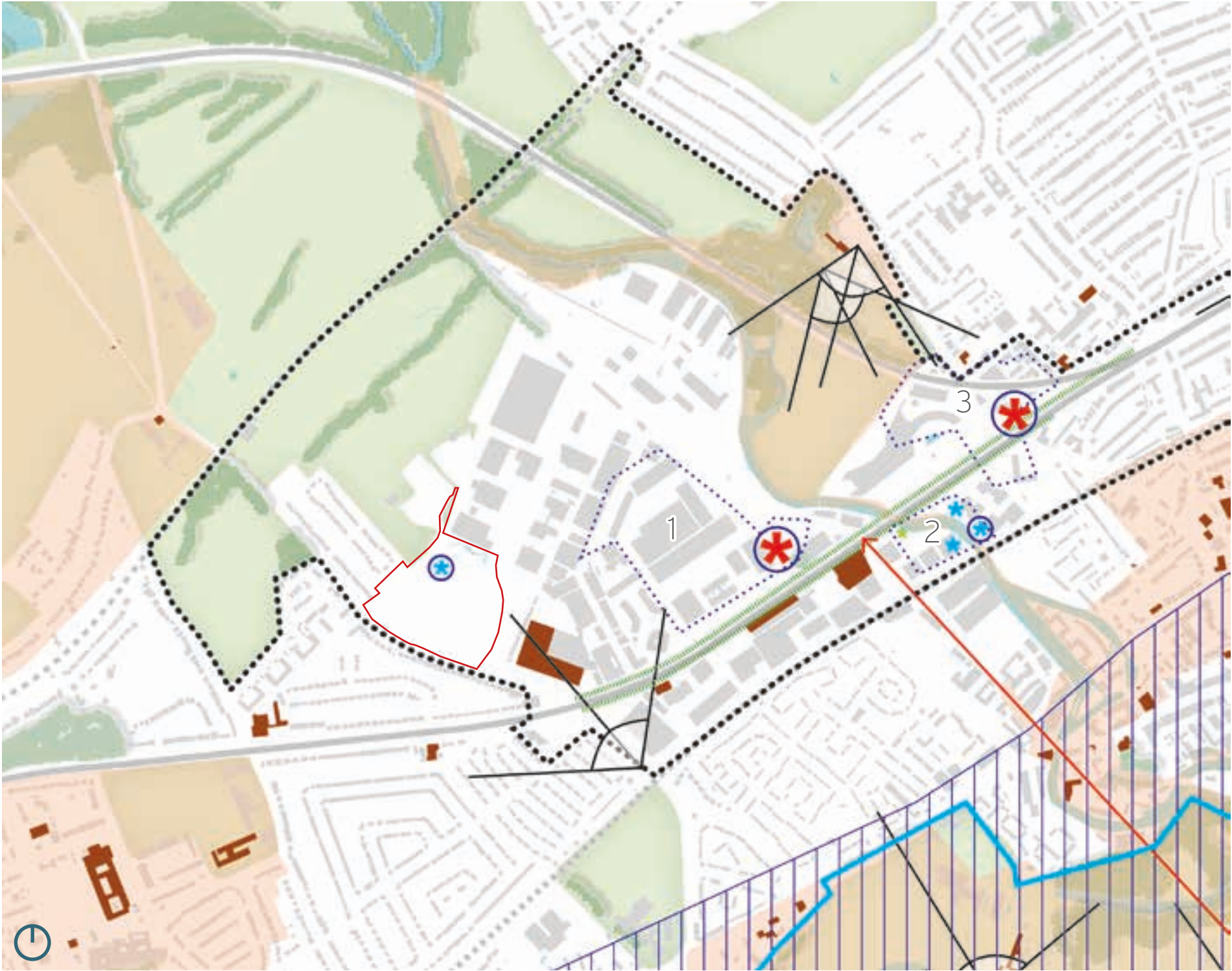
**Strategic Objective 11:** To establish a coherent and high-quality environment with distinct buildings and features along the M4 and A4 corridors.

**Strategic Objective 12:** To protect and make the most of our unique heritage and historic environment, while encouraging innovations in building technology and improving sense of place.

**Strategic Objective 13:** To establish a series of local places with their own strong characters and identities by ensuring that high-quality new development express distinctively their role and function, through the scale and form of buildings and is integrated with, respects and enhances the natural and historic environment within and around the corridor, on both sides of the Thames.

- GWC Study Area
- Archeological Priority Area
- Conservation Area
- Listed Buildings
- World Heritage Site Buffer Zone
- Panoramic View
- Linear View
- Building Set Backs for Soft Landscaping Improvements
- Proposed Focal Building 30-40m
- Proposed Focal Building 40-50m
- Proposed Focal Building 60m+
- Focal Building Policy
- Tall Building Clusters
1. Golden Mile Station Quarter
2. Brent River
3. London Gateway

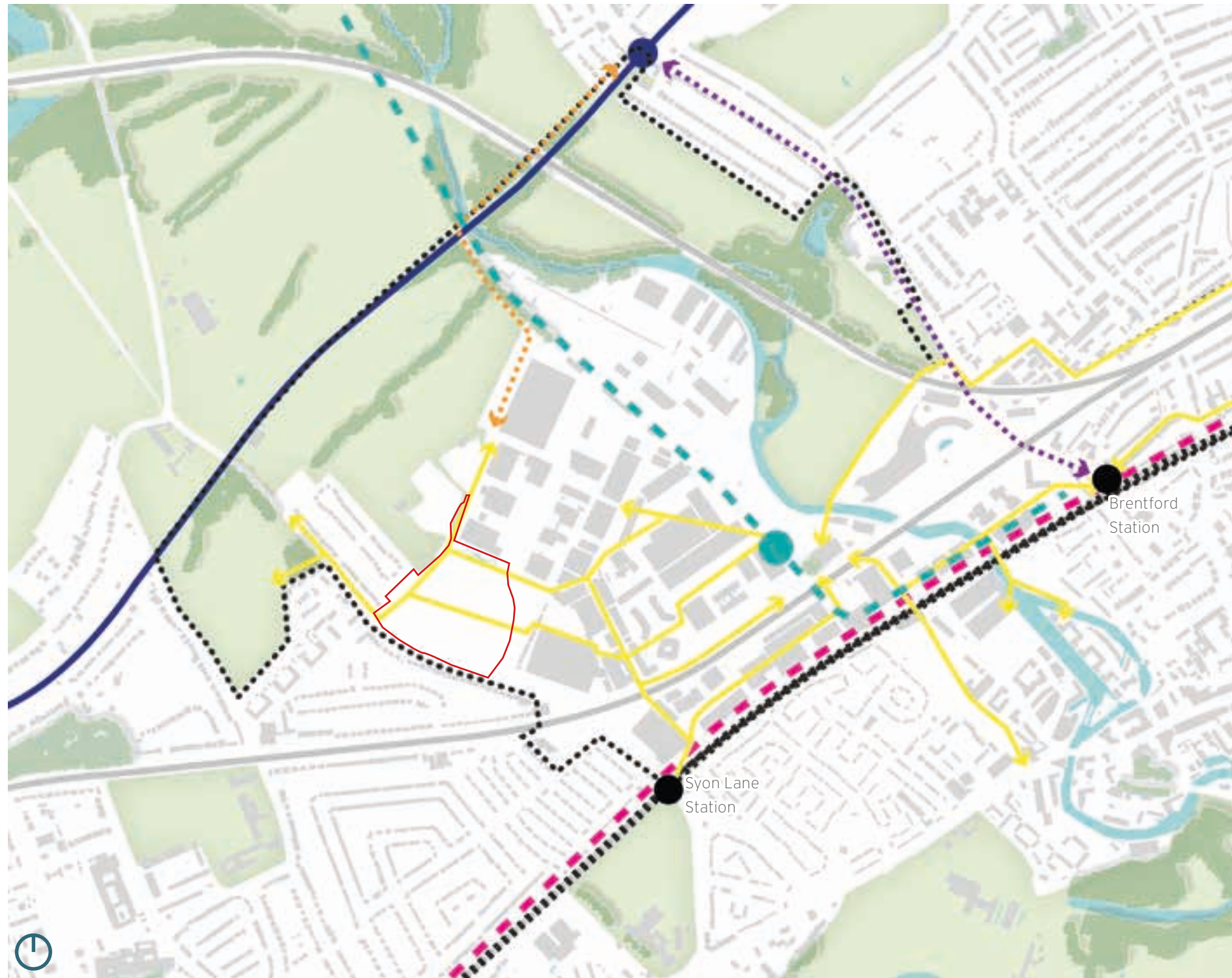
GWC5 Design and Heritage





## 2.5 PLANNING POLICY CONTEXT

### GWC6 Connecting People and Places



### GWC6 CONNECTING PEOPLE AND PLACES

**Strategic Objective 14:** To increase public transport options by supporting the delivery of strategic rail networks, enhanced bus services and improved connections to and from transport hubs and key local and strategic destinations.

**Strategic Objective 15:** To provide new and enhanced walking and cycling networks to encourage active travel and improve accessibility, connectivity, and ease of movement within the corridor, and between the corridor and key local destinations.

**Strategic Objective 16:** To support the use of sustainable car travel through the delivery of electric vehicle infrastructure, encouraging car-sharing options and limiting the offer of car-parking.

**Strategic Objective 17:** To promote ways to reduce the impact of construction, servicing, and delivery trips.

**Strategic Objective 18:** To positively meet our duties to deliver our strategic and local growth needs, linked to effective infrastructure planning and delivery.

- GWC Study Area
- Piccadilly Underground Line and Boston Manor Station
- National Railway Line and Stations
- Proposed Southall Crossrail link to Golden Mile Station
- Proposed Golden Mile Station
- Proposed Old Oak Common to Hounslow Overground link
- Proposed Clean Air Routes
- Proposed Boston Manor Board Walk
- Proposed Boston Manor Cycle Route Improvement



# 2.6 EMERGING CONTEXT

## THE CHANGING SCENE OF OSTERLEY

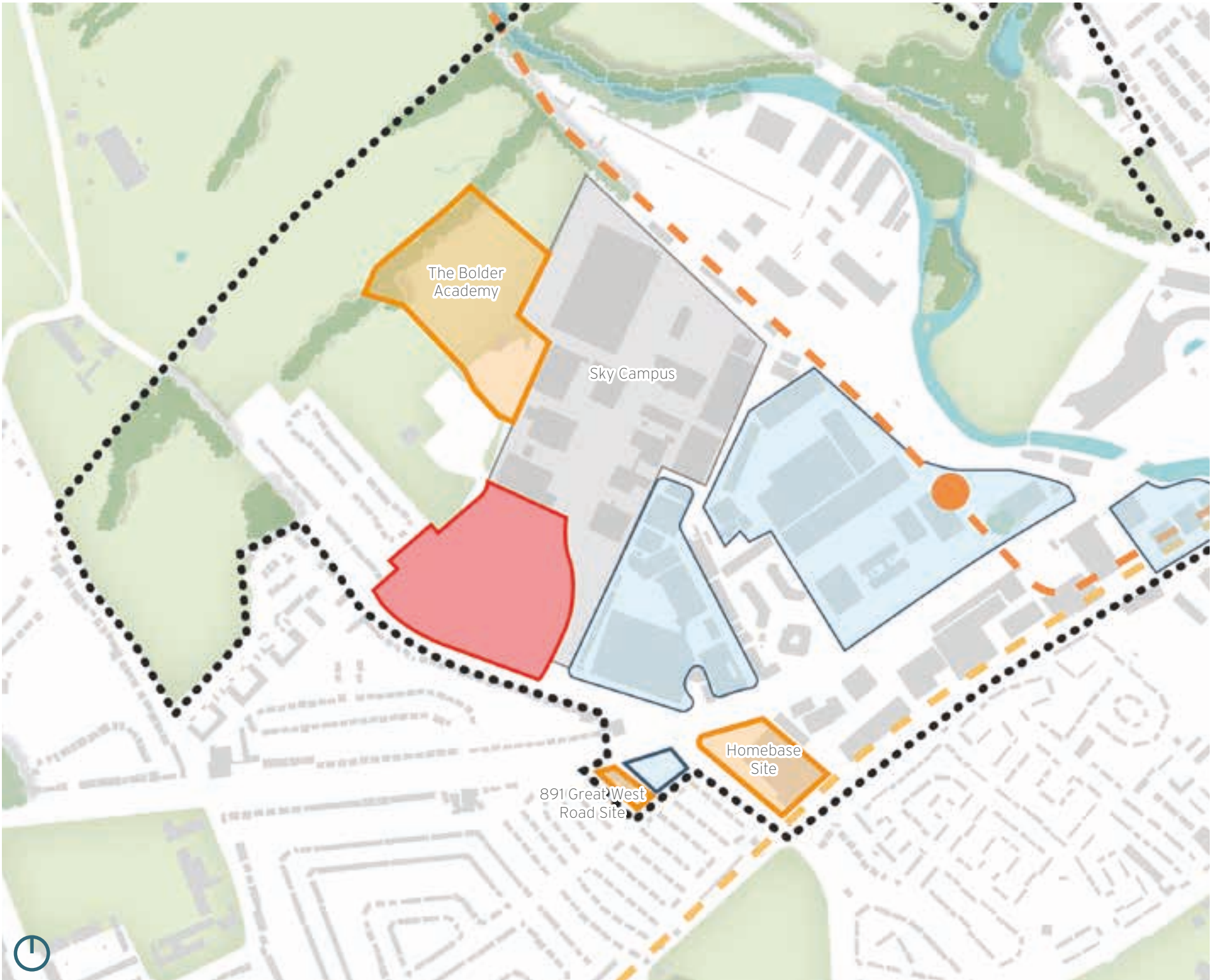
Located within the GWC study area, the site and its immediate surroundings are undergoing rapid redevelopment and change.

Neighbouring the Tesco Site are the Bolder Academy development and the Sky Campus Masterplan, as well as the proposed new trainline and the Golden Mile Station.

These new developments help justify the need for additional housing and employment in the area, with increased capacity for schools, employment, as well as new and improved connections around key local centres and neighbourhoods around London.

**KEY**

-  GWC Study Area
-  The Site Boundary
-  GWC Allocated Opportunity Sites
-  Sky Campus
-  Developments Under Planning / Development
-  Proposed Southall Crossrail Link to Golden Mile Station
-  Proposed Old Oak Common to Hounslow Overground Link





## 2.6 EMERGING CONTEXT

### SKY CAMPUS MASTERPLAN



Innovation centre © Sky Group

The Sky campus is a large scale masterplan with approximately 7,500 employees across a number of buildings. The new campus is also home to the Hub, an executive suite, Sky Academy and Sky Central.

Sky Central contains the largest number of employees at 4,000 workers, together with key facilities for all campus staff including a post office, hairdresser, dry cleaners and bike shop. Sky Central also has new recording studios and screening facilities.

The Innovation Centre, totalling around 6,500 sqm, will mark the last phase of the Sky Campus development. This building will house technology engineering, software and app development, to push the Sky group into developing a leading consumer technology.

### THE BOLDER ACADEMY



Bolder Academy, Callison RTKL (planning permission granted, August 2017)

Bolder Academy will be a state-funded 6 form entry secondary school and will accommodate up to 180 pupils in each academic year group, giving 900 places at full capacity for pupils aged between 11-16 years.

The development will also provide post-16 education for a further 250 students and a specialist centre for 25 students with Special Education Needs (SEN).

Bolder Academy will be equipped with a four court, Multi Use Games Area (MUGA), an indoor sports hall and studio, classrooms for adult education, as well as two retained and existing rugby pitches; all of which are designed to allow community use outside of school hours.

### 819 GREAT WEST ROAD



891 Great West Road and Land to the North of Northumberland Avenue, Satish Jassal Architects

The scheme at 891 Great West Road will comprise of 16 new homes, as well as B8 and B1(a) uses across two, 3-4 storey buildings. The proposed breakdown of the mixed-uses of the development is as following:

B8 Uses (Total: 1,661.5 sqm)  
Warehouse / storage: 1,565.9 sqm  
Reception and ancillary gallery/display area: 51.85 sqm  
Ancillary retail area: 43.7 sqm

B1(a) Uses (Total: 952.5 sqm)  
Office: 539.3 sqm  
Graphic design studio and ancillary photographic studio: 317.6 sqm  
Reception and ancillary gallery/display area: 51.85 sqm  
Ancillary retail area: 43.7 sqm



## 2.6 EMERGING CONTEXT

### HOMEbase BRENTFORD

St Edward Homes Limited is bringing forward the redevelopment of both the Tesco and Homebase sites. The existing Tesco store would be re-provided on the Homebase site as part of a mixed-use development with residential above, which releases the opportunity to deliver a comprehensive residential-led mixed-use development on the Tesco site (Osterley Place).

The Homebase scheme, designed by Patel Taylor, includes a proposal for 10,550m<sup>2</sup> GIA of new and relocated Tesco store, including 399 parking spaces for the store's customers. It will also provide 473 new homes, of which, 35% will be affordable on a habitable room basis.

The proposed building heights will range from 4 to 17 storeys, with 0.5ha podium garden space incorporating on-site play space and delivering significant biodiversity net gain and greening of the site.



View from Syon Lane and Great West Road Junction © Patel Taylor



## 2.6 EMERGING CONTEXT



View from Syon Lane Station Entrance © Patel Taylor



Podium Gardens © Patel Taylor



# 2.7 HERITAGE & TOWNSCAPE

## HISTORY AND DEVELOPMENT PATTERN

The primary establishment of Osterley was documented in 1274, with an Old English name meaning 'sheepfold clearing'.

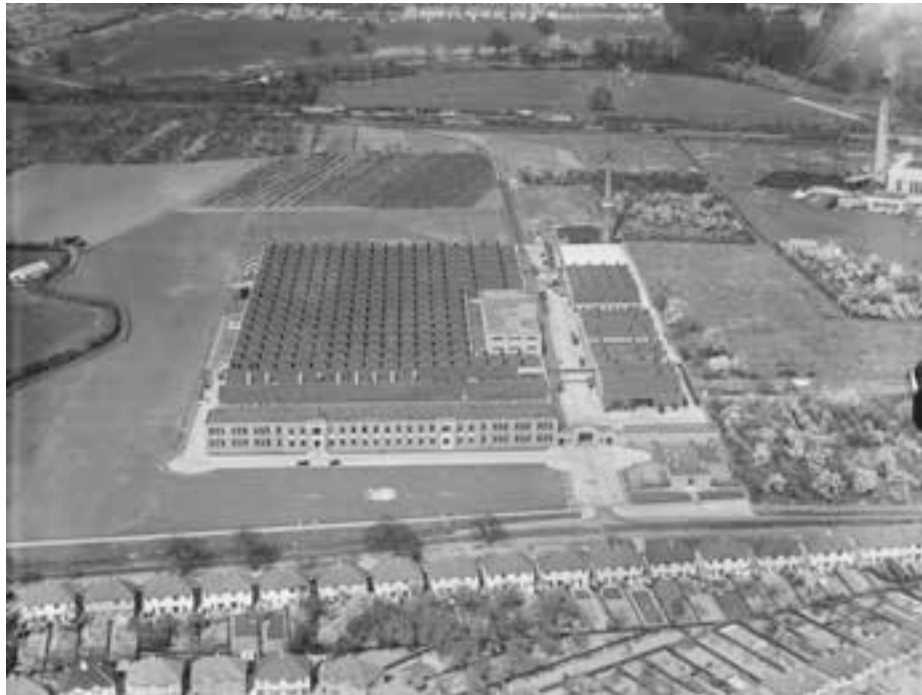
The map of urban growth pattern shows the historic parts of Osterley and its nearby neighbourhoods. The areas that have longer urban development history are the neighbourhood and local centres of Isleworth and Brentford.

The Tesco site and its surroundings have relatively recent urban growth. The developments here took place after the 1920s after the opening of the Great West Road.





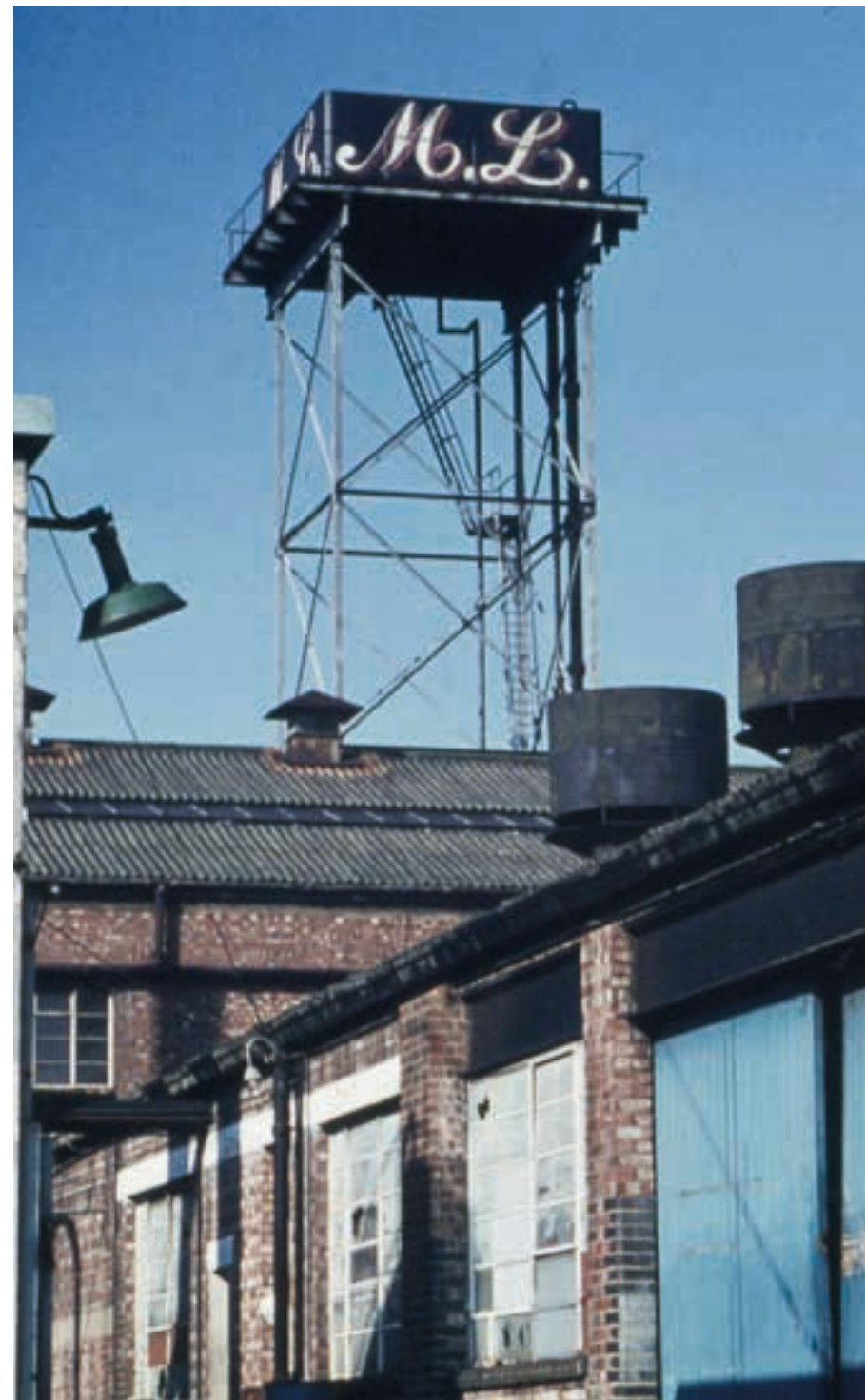
## 2.7 HERITAGE & TOWNSCAPE



MacFarlane & Lang Biscuit Imperial Biscuit Works 1933 - © Historic England



MacFarlane & Lang Biscuit Imperial Biscuit Works Under Construction 1930  
- © Historic England



MacFarlane & Lang Biscuit Factory 1974 - © Peter Young [www.bhsproject.co.uk](http://www.bhsproject.co.uk)

### HISTORY OF TESCO SITE

The Tesco site was originally occupied by Macfarlane & Lang Imperial Biscuit Works Factory in 1931.

MacFarlane Lang was one of the largest manufacturers of biscuits in Britain in the early 1900's, and merged with McVitie & Price in 1948 to form United Biscuits.

The Macfarlane & Lang's production doubled during the First World War, and with the need of expansion, the company purchased 60 acres of land along Syon Lane. The site's great access to railway facilities and links to the Great West Road was a particular advantage to building the factory in this location.



© Alamy Stock



## 2.7 HERITAGE & TOWNSCAPE

### INTER-WAR COMMERCE: BIG FACTORIES, MAKING EVERYDAY GOODS...

The Gillette Factory, built in 1936, is located adjacent to the Tesco site, next to the Macfarlane & Lang Biscuit Factory.

The factory's iconic Clock Tower is Grade II listed and is said to be 'stylised' like the contemporary safety razor.

The Firestone factory was one of the original factories to establish itself along the Golden Mile. The factory was built in 1928 in a distinguished Art Deco style for American tyre manufacturers, the Firestone Tire and Rubber Company of Akron, Ohio. This magnificent building was a local landmark for many years until Firestone closed down operations in 1980.



Firestone Factory, Great West Road, Brentford 1970s - © Peter Young  
[www.bhsproject.co.uk](http://www.bhsproject.co.uk)



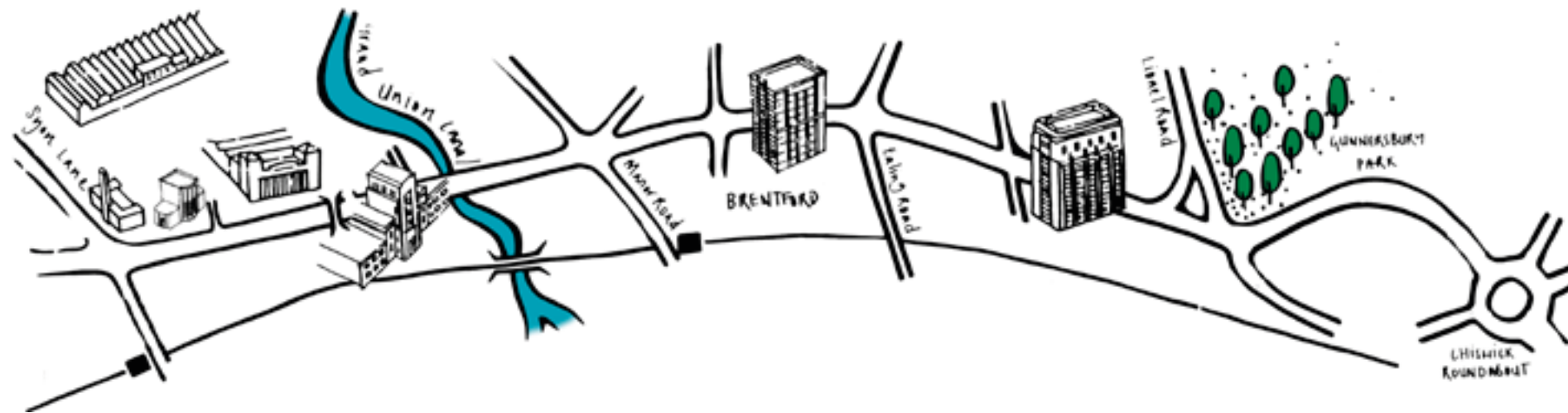
Gillette Building & Firestone 1953 - © Historic England



Gillette & MacFarlane & Lang Biscuit Factory 1936 - © Historic England



## 2.7 HERITAGE & TOWNSCAPE



The Golden Mile

### THE GOLDEN MILE

On 30th May 1925, the new Great West Road opened. This by-pass through Brentford and Hounslow triggered mass development, transforming these districts from predominantly agricultural to industrial lands.

Specifically, to the east of the Great West Road, the strip of land between the Gillette Corner and Chiswick Roundabout has come to be known as the Golden Mile. The Golden Mile, with the cluster of new factories and showrooms, formed a leading strategic area for new manufacturing technologies.

One of the iconic traditions of the Golden Mile happened during Christmas. Until as recently as the 1990s, the factories and businesses along the Great West Road would decorate the fronts of their premises with trees, lights and decorations for Christmas.

Since World War II and the introduction of global competition, there has been changes in business patterns that have affected many factories along the Golden Mile. The increased competition of manufactured products brought by imported goods, along with the post-war labour shortage, created a national economy restructure from manufacturing towards a growth in the service sector.

This change is evident in the Golden Mile today, with many innovative offices such as Sky Campus, gsk, Virgin Media and Samsung C&T finding home where the old manufacturing factories of Golden Mile used to be.

Moreover, the increased presence of Heathrow Airport helped to further transform the economy of West London and created the M4 corridor.



Christmas Lights & Firestone Factory 1966 - © Clive Warneford (cc-by-sa/2.0)

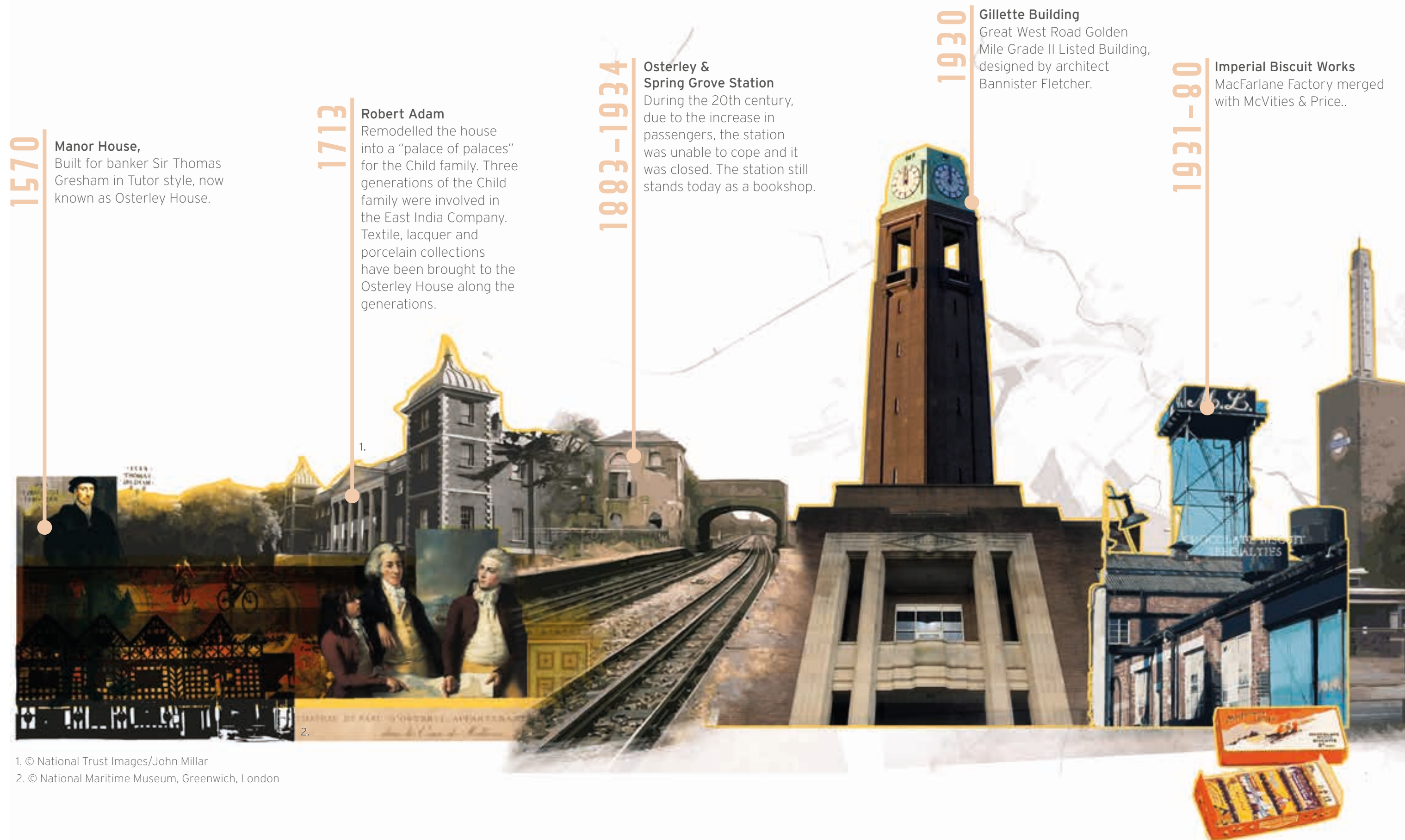


Construction of M4/A4 Brentford 1960s - © Colin Carter  
[www.bhsproject.co.uk](http://www.bhsproject.co.uk)





## 2.7 HERITAGE AND TOWNSCAPE





## 2.7 HERITAGE AND TOWNSCAPE

1934

### Osterley Tube Station

Opened on Great West Road after the closure of Osterley & Spring Grove Station.

1949

### Osterley House

Lord Jersey gifted the Osterley house and the 140 acres of land to the National Trust.

1989

### Sky Osterley campus

In the campus work around 7,500 employees. 'Sky Central Building' is the tallest commercial timber structure.

2017

'Sky Central Building' is the tallest commercial timber structure.





2 SITE CONTEXT & ANALYSIS

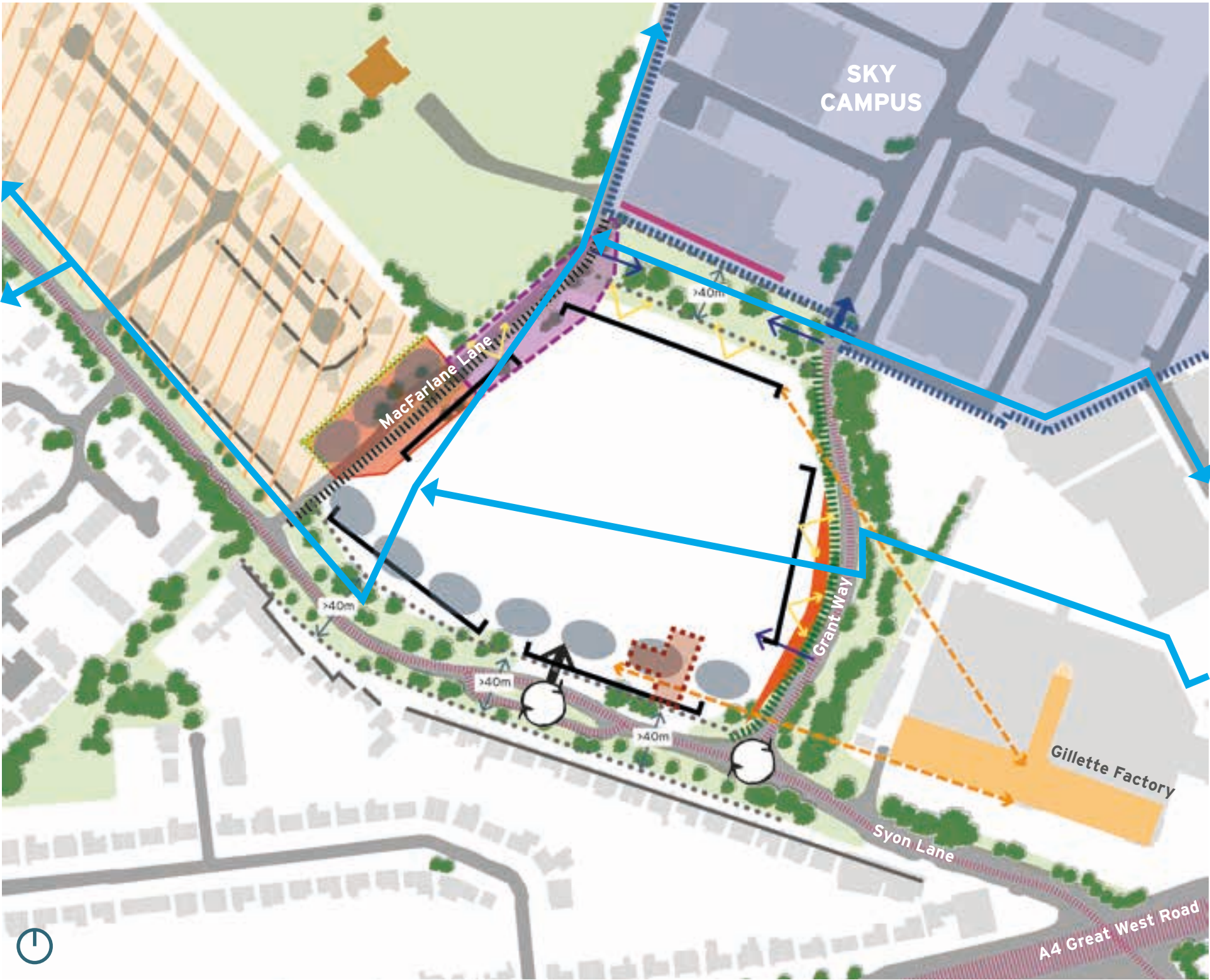
# 2.8 CONSTRAINTS

## CONSTRAINTS

The adjacent plan highlights key development constraints associated with the site and surrounding area which are pertinent to the development proposals. Key boundaries are identified which require a sensitive approach to existing neighbours, established heights, and the provision of considered and retained separation distances.

**KEY**

- Existing Road Junction
- Conservation Area
- Pavilion & Clubhouse (Grade II Listed)
- The Gillette Factory (Grade II Listed)
- Views Towards the Gillette Factory
- Restrictive covenant not to erect anything other than private residential properties/not to carry out trade or business.
- Restrictive covenant not to erect anything other than private residential properties.
- Right of Access for Retrieving Balls
- Existing Surrounding House Frontages
- Overlooking Windows
- Garden Walls
- Sky Campus
- Fenced Boundary of Sky Campus & Main Entrance
- Fenced Edge
- Green Fenced Edge
- Vehicular Access into the Site
- Pedestrian Access into the Site
- Considered Separation Distances to Existing Frontages
- Areas where proposed heights are to respect the existing context and neighbours.
- Noise from increased vehicle traffic movement
- Location of Petrol Filling Station
- Clean Air Route





## 2.8 CONSTRAINTS



Grade II listed Gillette Building with prominent clocktower



Grade II listed National Westminster Bank



Grade II listed part of former Coty Factory



Grade II listed Isleworth Pavilion and Clubhouse

### DEVELOPMENT HEIGHTS & MASSING

#### Townscape, views and built heritage

Although there are no listed buildings located on-site, the following buildings are located in the immediate surrounding area, and thus careful consideration should be given to the design proposals and their visual impact:

- Grade II listed Gillette Building
- Grade II listed National Westminster Bank
- Grade II listed part of the former Coty Factory
- Grade II listed Isleworth Pavilion and Clubhouse

In particular, the height and form of the development should respond sensitively to the neighbouring Grade II listed Factory and not compete with or detract from its iconic clock tower in local views. The surrounding developments and their uses and frontages should also be considered and responded to accordingly.

#### Daylight & Wind

Heights and massing options should take into consideration the strategic policy requirements for the site's redevelopment and the daylight, sunlight and overshadowing amenity of sensitive receptors.

Moreover, the site is located in the north-east of the Borough of Hounslow and has an exposure to the prevailing south-westerly winds that are the predominate winds for this area of London.



## 2.8 CONSTRAINTS

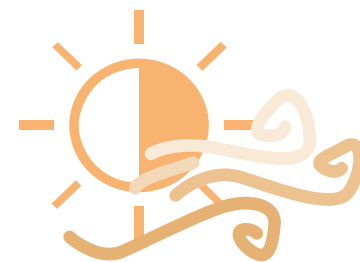
### KEY CONSIDERATIONS:

#### ...BUILD HOMES



##### BUILDING HEIGHTS

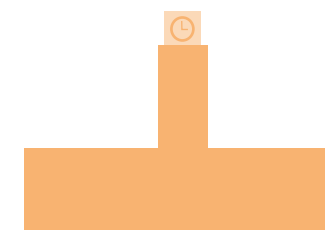
HEIGHTS RESPOND TO IMPORTANT VIEWS AND SURROUNDING BUILDINGS



##### DAYLIGHT & WIND

BUILDINGS ARRANGED TO OPTIMISE SUNLIGHT AND MINIMISE WIND CHANNELS

#### ...RESPOND TO SURROUNDINGS



##### HISTORIC EDGE

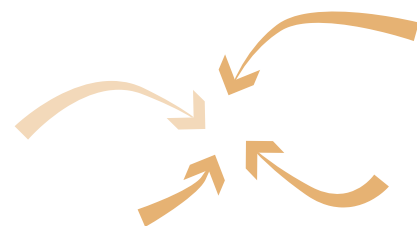
2 GRADE II LISTED BUILDINGS & 1 CONSERVATION AREA



##### RESIDENTIAL EDGE

LOW-RISE HOUSES ALONG THE SOUTH-WESTERN EDGE

#### ...CREATE CONNECTIONS



##### ACCESS TO SITE

CURRENTLY ISOLATED, AND FENCED OFF SITE TO BE OPENED UP



##### GREEN MOVEMENTS

NEW AND IMPROVED PEDESTRIAN AND CYCLE ROUTES THROUGH



##### INDUSTRIAL EDGE

SKY CAMPUS AND GILLETTE FACTORY ALONG THE NORTH-EASTERN EDGE



##### GREEN EDGE

OSTERLEY PARK AREA C ALONG THE WESTERN EDGE AND DRIED OUT WATER GARDENS TO THE NORTH OF THE SITE



## 2.9 OPPORTUNITIES






### CONNECTING OSTERLEY

The site presents significant opportunities to become a green and well-connected place, whilst providing facilities for the local community.

There are opportunities for established routes to be extended through the site, connecting the key pedestrian and cycle routes and improving linkages between the site and key local destinations. The opening up of the site will benefit the surrounding developments as well as existing residents, and promote walking and cycling as the preferred mode of transport over private vehicles.

Moreover, responding to the creation of key routes within the site, as well as neighbouring frontages, there is an opportunity to establish strong, defined building frontages towards Grant Way, Syon Lane and MacFarlane Lane, and accommodate legible walking routes across the development to facilitate access to both schools from the Golden Mile Station link.

### KEY

-  Opportunity for New and Established Pedestrian / Cycle Routes
-  Potential Green Corridors through the Site
-  Opportunity to Create Green/Open Spaces
-  Opportunity for Defined Frontages towards Existing Roads
-  The Gillette Factory Building as Local Landmark





2 SITE CONTEXT & ANALYSIS

# 2.9 OPPORTUNITIES

## GREENING OSTERLEY


One of the site’s greatest opportunities is it’s currently neglected green and blue assets.


There is potential to enhance the existing Water Gardens as a reinvigorated and well connected public space with a new water body reflecting its former design.


Moreover, there is an opportunity to enhance and bring inward the existing assets of trees and green landscape along its edges to create smaller pockets of landscape and streets within the site. Together, there is an opportunity to develop an integrated green and blue infrastructure network across the site which connects into the wider green corridors.


The development could be oriented to face and front onto the created and enhanced green and blue areas of the site, offering visual amenity and an opportunity for residents to better connect with nature.


KEY


 Opportunity for enhancement of Water Gardens


 Opportunity to enhance and protect existing greenery

 Opportunity to bring greenery into the site

 Opportunity for views onto greenery from development

 Opportunity for defined frontages towards existing roads

 The Gillette factory building as landmark

 Osterley Park C Area

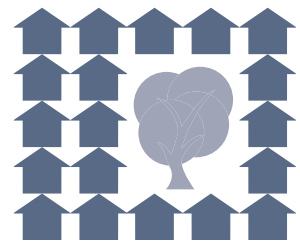




## 2.9 OPPORTUNITIES

### AN OPPORTUNITY TO:

#### ...PROVIDE HOMES



UP TO 1,677

NEW  
HOMES

=



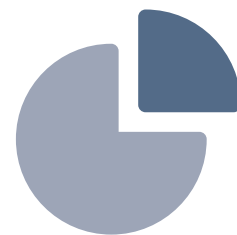
22%  
OF GWC  
7,500 NEW HOMES



CIRCA 560

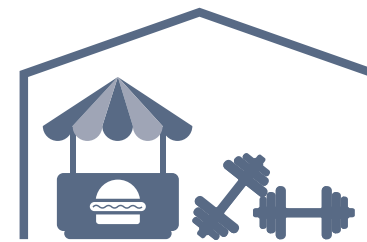
AFFORDABLE  
HOMES

=



18%  
OF GWC 3,000 NEW  
AFFORDABLE HOMES

#### ...CREATE JOBS



5,000

SQM NEW MIXED  
USE

+



322

NEW  
JOBS

+



3,170

CONSTRUCTION JOBS  
(OVER TEN YEARS)

#### ...SUPPORT COMMUNITY



2

NEW BUS ROUTES  
AND A MOBILITY HUB



20,000+

SQM OF PUBLICLY  
ACCESSIBLE  
OPEN SPACE



300+

NEW TREES  
PLANTED



5,000+

SQM PLAY SPACE







# DESIGN PROCESS





# 3.1 PROCESS AND TIMELINE

The design of the scheme was informed and has evolved through the help of numerous consultation meetings, presentations to the council, the GLA, stakeholder groups, and local residents.

The project has also benefitted from the independent and professional design advice from the Hounslow Design Review Panel, from which the design team took forward and implemented comments from the board. These have resulted in a cohesive project, which seeks to provide the local residents with a new community and commercial spaces.

Pre-application meetings have been held to discuss all aspects of the project and to improve the legibility of spaces, transport, massing; and in general to agree and establish the anticipated quality of spaces and buildings sought by the RMAs.

A community liaison group was formed to discuss in more depth the details of the project, and the aspirations of the local residents. The project responds directly to issues raised by the local community, evident in the clustering of mixed uses, which respond to the needs and range of offers for the local residents.

Following the government lockdown on the 23rd March all subsequent presentations and consultations have occurred remotely.



Walk and Talk  
Site & Surroundings



Community Liaison Group Presentation I  
Tesco Car Park Consultation Room





# 3.1 PROCESS AND TIMELINE



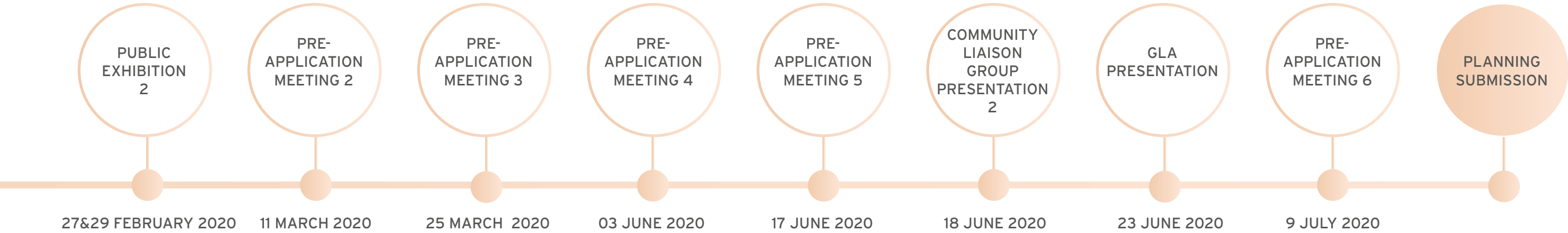
Community Liaison Group Presentation 2  
Tesco Car Park Consultation Room



Public Exhibition 2  
Marlborough Primary School



Public Exhibition 2  
Nishkam School West London





## 3.2 PREVIOUS MASTERPLAN ITERATION

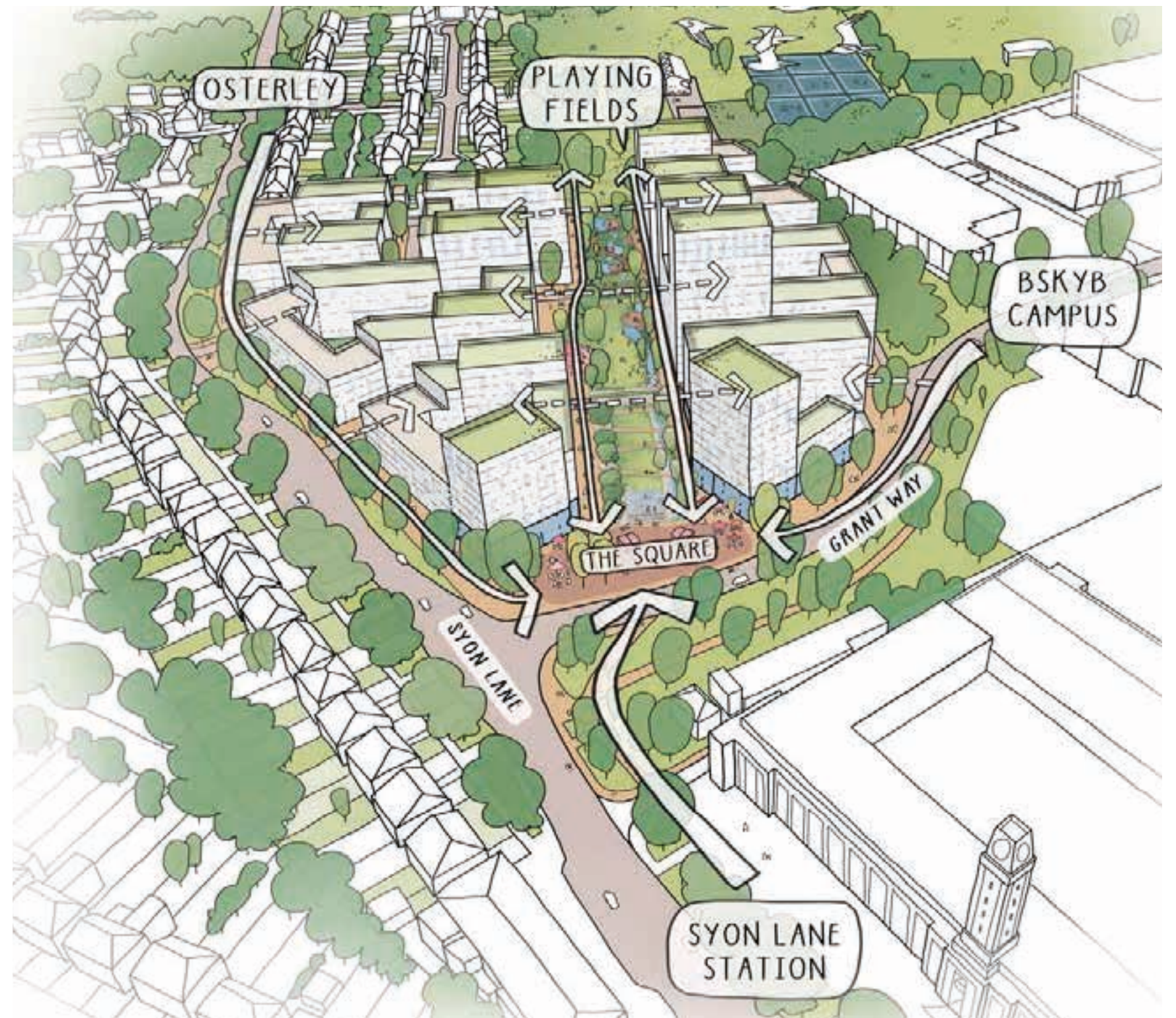
The first masterplan iteration for Osterley Place began in 2019, prior to JTP joining the process in October 2019. The masterplan included a formal linear park, spanning from Grant Way to the playing fields, lined by tall buildings. The Gillette building acted as a marker at the end of the linear park.

The baseline block height along the linear park and the Water Gardens was set at 8 storeys. The buildings lining Syon Lane were of a consistent height of 6 storeys and stepping higher towards the linear park. Building heights ranged from 4 to 16 storeys.

The previous masterplan iteration was discussed at pre-application meetings. Feedback back from these early meeting has been taken into consideration in the new iterations, looking at ways to strengthen and celebrate existing assets, such as the Gillette Clock Tower and the Water Gardens.



Early St Edward Homes Limited Feasibility Scheme



Early St Edward Homes Limited Feasibility Scheme



## 3.3 COMMUNITY ENGAGEMENT



Walk and Talk - Key Areas



Walk and Talk Sessions

### WALK AND TALK SESSIONS

The walk and talk sessions took place in November 2019, after JTP were selected as the architects by the Community Liaison Panel.

These sessions allowed the design team to identify initial site constraints and opportunities. The residents expressed concern with MacFarlane Lane as being too narrow and dangerous at night, and identified areas of fly tipping and general neglect.

During these sessions the Water Gardens were described as underutilised and not well used by the local residents. It was also stated that this area could encourage more active use.

To access the Water Gardens it was stated that Grant Way felt inaccessible and dangerous for pedestrians.

The residents indicated that the small parade of shops already available in the area was not sufficient and that the retail offer could be improved.

Other general comments were related to the under maintained footway along Gillette Building and underpass, and the prevalence of cyclists using this at speed.

Following the walk and talk sessions, site visits were organised in December to visit other Berkeley projects (Kidbrooke Village and Dickens Yard, Ealing), to demonstrate the design of the public spaces and built quality of these developments.



# 3.3 COMMUNITY ENGAGEMENT

## COMMUNITY LIAISON GROUP MEETINGS

The community liaison group was formed in November 2019 to discuss the various issues around the proposed development.

These are listed below, along with topics discussed at each meeting, and comments received.

*The new Tesco store could be used to facilitate community gatherings, also adding that the space should be multi-functional and consider how the needs of the community may change in the coming years.*

- Creating playable landscapes that support active lifestyles*
- Successful examples of previous schemes such as Woodberry Down*
- A sustainable resident-led approach to maintaining spaces*
- An aspiration to deliver a variety of interesting landscaped areas at different levels*

- Having a children's play area is vital*
- Gradients can be used to create active spaces which require minimal landscaping.*
- Landscape should recognise climate change - use tree canopies and inclusion of water to aid cooling in summer months*
- Should see this as an opportunity to improve the ecological state of the site*

- Ensure that green spaces are well maintained and kept*
- Further information regarding community engagement events can be found in the Statement of Community Involvement submitted along with the planning application.

CONSULTATION EVENT	DATE	DETAILS
Community Liaison Group Meeting	3 December 2019	Community and local identity
Community Liaison Group Meeting	17 December 2019	Meet the architects, transport workshop
Community Liaison Group Meeting	14 January 2020	Discussions about landscape, open space and play
Community Liaison Group Meeting	25 February 2020	Exhibition preview; overview of proposals for Osterley Place and Syon Lane Gardens
Community Liaison Group Meeting	18 February 2020	Discussions regarding Design Principles



Community Liaison Group Workshop



The Clearing Mixed Uses



# 3.3 COMMUNITY ENGAGEMENT



Public Exhibition, February 2020

- **804 Forms** of Written Feedback
- **100 Visitors** to the Consultation Centre
- **7 Community Liaison Group Workshops**
  - **2 Community Events**
- **2 Exhibitions** Attended by 153 Local Residents
- **19,000 Online Visits** to the Project
- **6,500 Flyers** to Local Residents & Businesses

## PUBLIC EXHIBITIONS

The first public exhibition was held in October 2019, prior to JTP joining the design team. This was held over two days, with over 87 people attending it.

A second public exhibition was held on the 27th and 29th of February 2020, which was attended by 66 residents. The aim of this event was to inform the residents of the new masterplan iteration and to receive their feedback.

Other community engagement events included workshops and drop-ins to the consultation centre set up on the site.

Overall, the key feedback themes from the two exhibitions can be summarised as:

*A new Local Centre: Strong support and excitement over the new commercial and community facilities that will be provided. Cafés and restaurants are a welcome addition.*

*Transport and traffic: Although there is strong support for the ‘no net increase in traffic’, respondents feel the developer should do more in assuring the community how this will be delivered.*

*Open spaces and landscaping: this continued to be a key topic of interest for respondents. However, during this round of exhibitions, respondents commented that these spaces should be safeguarded from pollution.*

*Height and scale: As the design concepts evolved from the first exhibition, attendees were shown more detail on the proposed overall massing, as a result there was an increased level of interest in the building heights and overall scale of the development. Many respondents felt that the local heritage should be conserved, and the development should be respectful to that.*

CONSULTATION EVENT	DATE	DETAILS/ ATTENDEES
Public Exhibition	3 & 8 October 2019	87 residents, previous masterplan iteration
Door knocking	12 November 2019	Door knocking to immediate neighbours
Walk and talk	19 & 23 November 2019	Site visit with architects
Community Christmas Events	21 December	Local Community
Public Exhibition	27 & 29 February 2020	66 residents across 2 days, one at at Niskham School and another at Marlborough Primary School
CV and Skills Workshop	9 March 2020	Workshop at Niskham School



## 3.4 INITIAL IDEAS

All projects within JTP start with a collaborative design exercise to investigate the real opportunities of the site, and ensure the strongest design concepts are identified early.

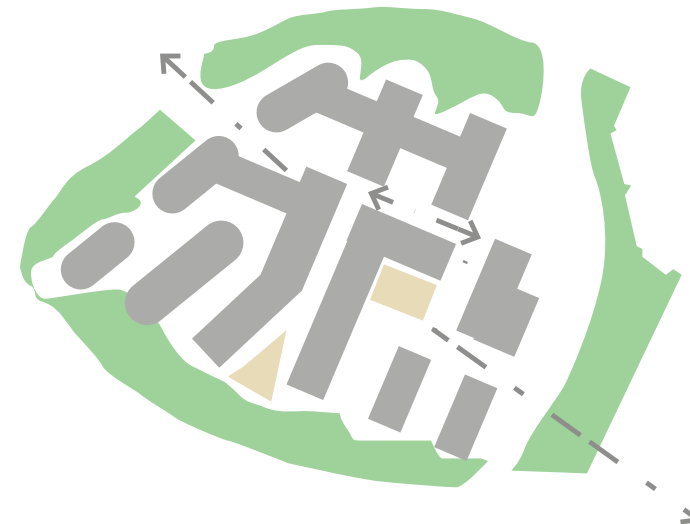
These form the foundations to progress future design iterations.

The diagrams to the right display a variety of ideas considering the early engagement and discussions with the community which resulted in the key themes below becoming established and implemented in the preferred masterplan:

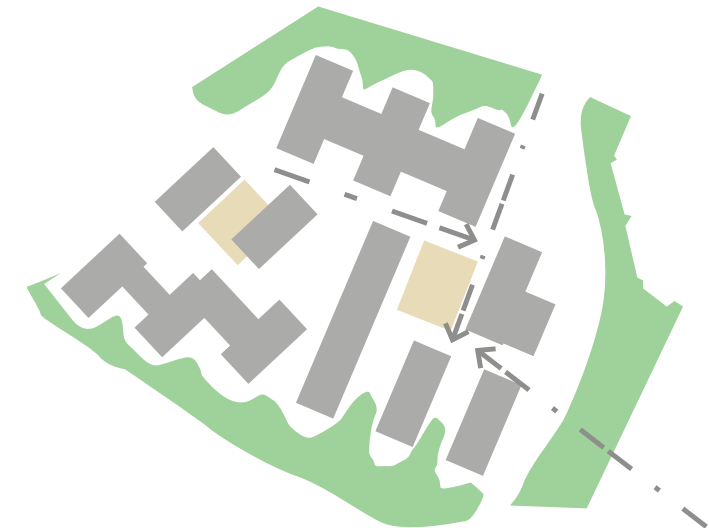
*An Enhanced Green Edge*  
*Providing a Key Community Space*  
*Consideration of Routes & Users*  
*Ranges of Block Sizes*  
*Ranges of Block Typologies*



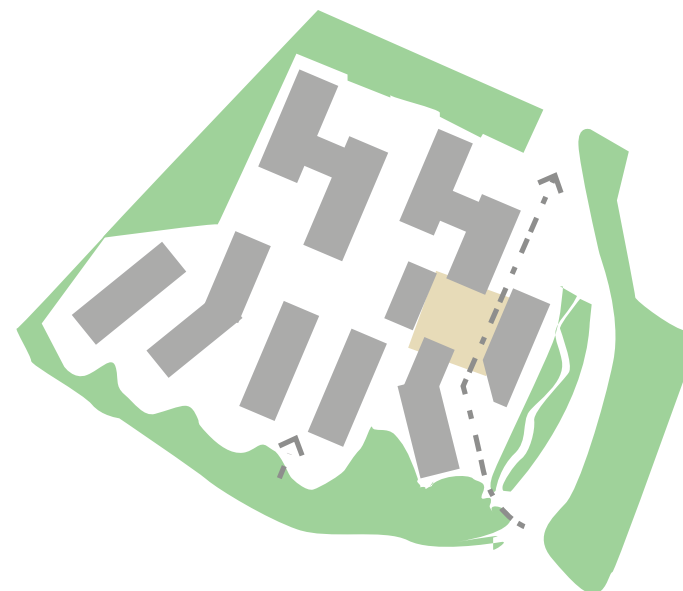
- KEY IDEAS
- Green & hard spaces
  - Independent & linked blocks
  - **Key main square**
  - South facing podiums



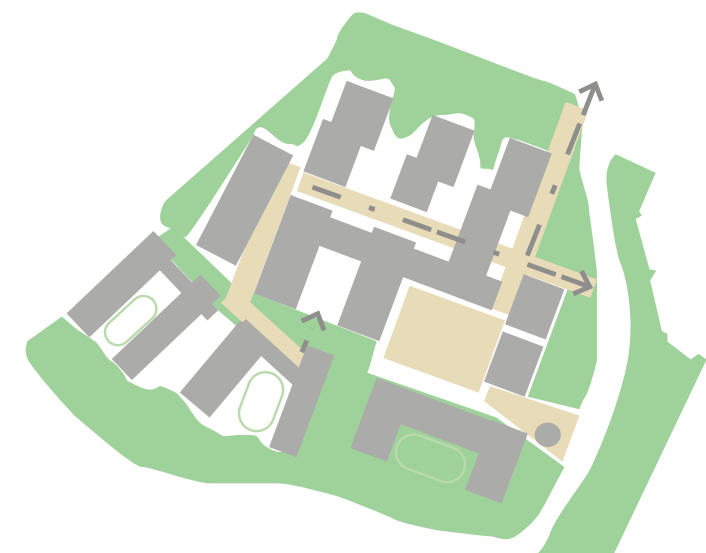
- KEY IDEAS
- **Green edges**
  - Arrival and meeting space
  - Route east & west



- KEY IDEAS
- Undulating green edges
  - Links through north to Sky
  - **Strong geometry from north**



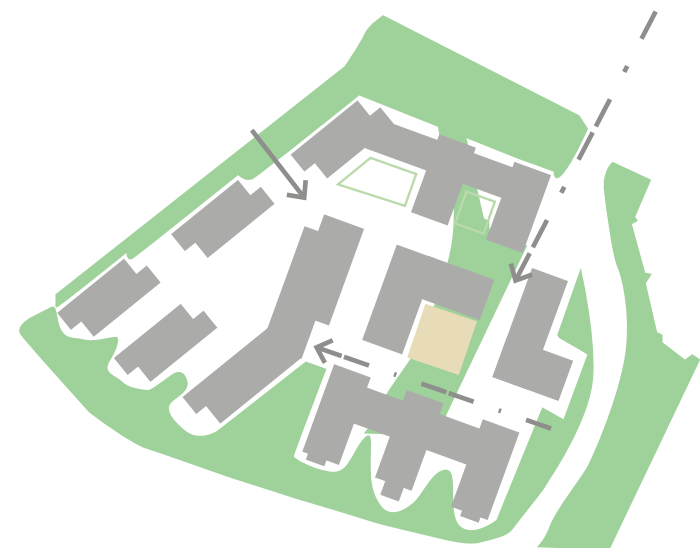
- KEY IDEAS
- Incorporated green edges
  - **Strong central geometry**
  - Key square on main route
  - South facing podiums



- KEY IDEAS
- Undulating green edges
  - Entrance space off grant way
  - Slipped blocks
  - **Linked blocks**



# 3.4 INITIAL IDEAS



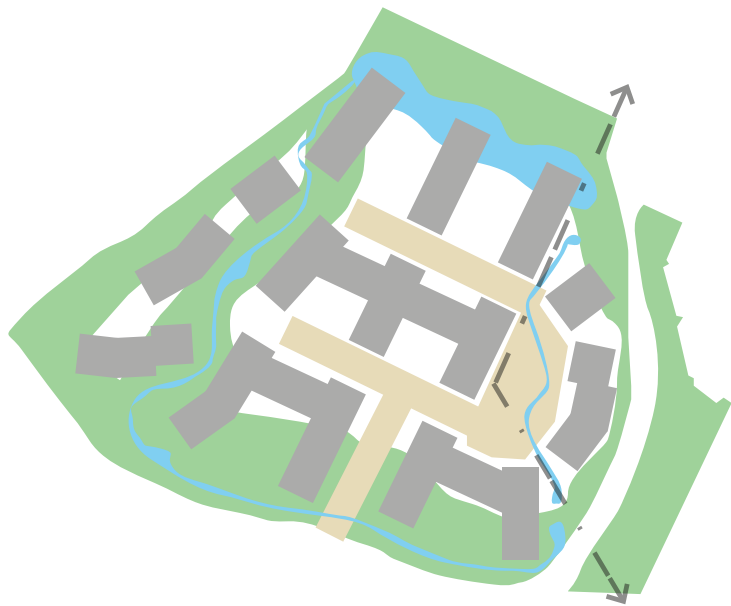
- KEY IDEAS
- Undulating green edges
  - **Bringing greenery inward**
  - Finer scale to southern edge



- KEY IDEAS
- Incorporated green edges
  - Strong link north
  - Central green space
  - **South facing podiums**



- KEY IDEAS
- Undulating green edges
  - Range of block sizes
  - Perimeter blocks
  - **50:50 Green & hard space**



- Preferred option**
- **Green & hard spaces**
  - **Key main square**
  - **South facing podiums**
  - **Strong central geometry**
  - **Range of block sizes**

The various masterplan iterations moved away from the idea of the linear park connecting Grant Way to the playing fields. This approach also sought to improve daylight and sunlight through building orientation and south facing courtyards.

The preferred option proposed a sequence of public spaces, with different characters and uses, visually connected through water features all linking back to the enhanced area of the existing Water Gardens. These spaces will be located throughout the development for the local community, Sky employees and new residents.

The new masterplan iteration sought to improve routes East to West from Grant Way to Bolder Academy and also to the Sky Campus, a key desire line identified within the emerging local plan of the Great West Corridor.

The Water Gardens are acknowledged as a strong site asset and are enhanced, connected, and celebrated as a key public space within the development.



Current Masterplan Concept Routes



# 3.5 PRE-APPLICATION MEETING 1 - 22 JANUARY 2020

The design proposals for Osterley Place have evolved over a series of meetings with the London Borough of Hounslow.

The first pre-application meeting with the LBH and JTP as architects was held in January 2020. Preceding this meeting were three key engagements with the local community, a public exhibition event, a walk & talk around the local area, and our first Community Consultation Group.

These meetings, together with the reviewed HBC feedback of the early feasibility studies, offered a clear and early understanding of the interests and key disciplines that would be considered throughout the design process.

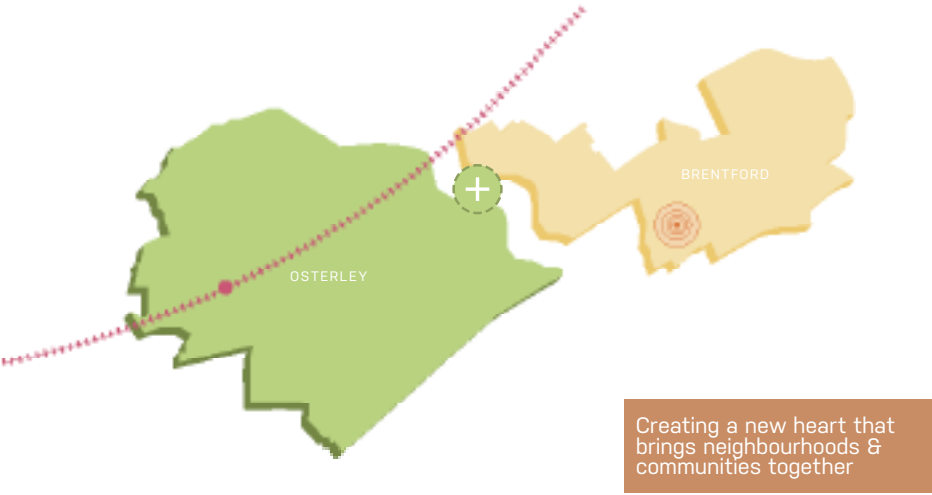
The subsequent presentation was structured to present our analysis of the site, both at macro and micro scales, together with a vision for the site. This Vision was built on strong design responses to the analysis, and bought into reality through the curation of public places and built forms.

THE VISION	THE PLACE	THE FORMS
Thriving	Protect	Relate
Sustainable	Enhance	Consider
Connected	Connect	Address

Following these we presented early ideas relating to three key areas, Landscape, Building Principles, and Townscape and Heritage displaying both our 'work-in-progress' thoughts alongside an awareness of the practical considerations associated with the project.

## A VISION TO COMBINE...

...Osterley's **Green** to Brentford's **Golden Mile**



## A VISION TO INTEGRATE..

...Osterley's **fine grain** to Brentford's **Large Footprints**



## A VISION TO CELEBRATE...

...Osterley's **everyday** life with Brentford's **Palaces of Industry**



## A VISION TO ENGAGE...

...people with **wildlife** by having **nature on the doorstep**





# 3.5 PRE-APPLICATION MEETING 1 - 22 JANUARY 2020

**A PLACE TO PROTECT...**  
...the local views of the **Gillette Tower** as a celebrated local landmark



**A PLACE TO ENHANCE...**  
...the mature boundary planting environments, drawing it into the masterplan as a **connected sequence of different spaces**




**A PLACE TO ENHANCE...**  
...the function of the **Water Gardens**, creating a **working surface water network** across the masterplan




**A PLACE TO CONNECT...**  
...the **four edges of the site and beyond**, with **varied and safe routes**, **green and blue habitats**, and **facilities for all the community**.




**FORMS THAT RELATE...**  
...a **central geometry** aligned with the **Commercial footprint** to the north of the site




**FORMS THAT RELATE...**  
...the **geometry of the edge buildings** to the **offset and parallel geometry of the varied residential streets**



**FORMS THAT CONSIDER...**  
...the **increase in scale** across the site, **from domestic to commercial**



**FORMS THAT ADDRESS...**  
...and **contain the key space**, where all forms are collected to create a **varied environment that is identifiable and inviting to all**





Illustrative Masterplan Pre-Application Meeting 1



Syon Lane Frontage - Illustrative View



The Clearing - Illustrative View



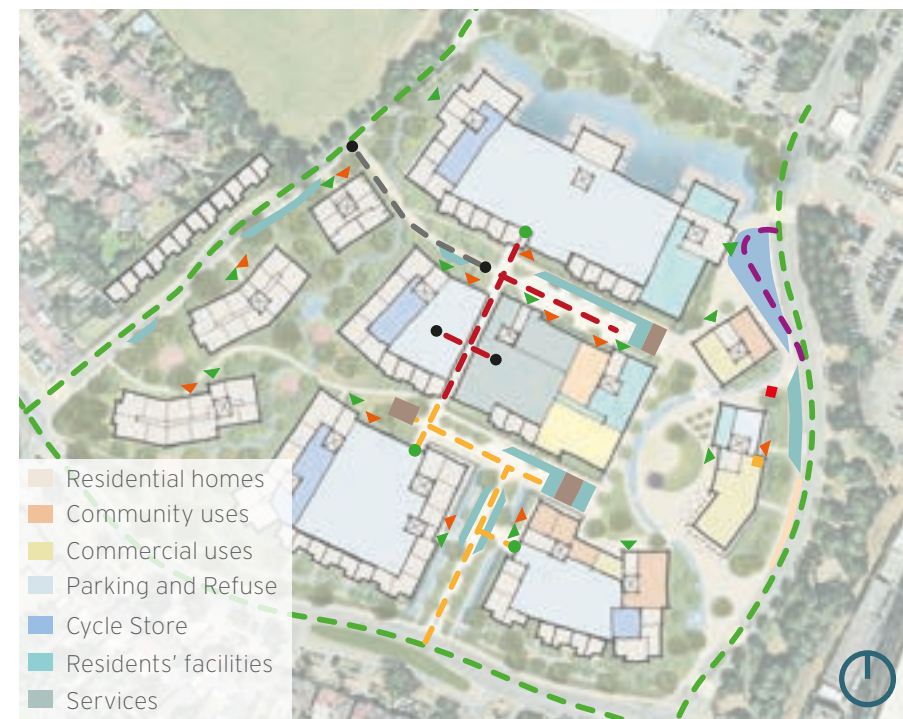
# 3.6 DESIGN REVIEW PANEL - 21 FEBRUARY 2020

A design review panel took place in February 2020. The presentation introduced the project to the panel by illustrating the development of the concept masterplan. Initial access strategies and environmental commitments were also discussed.

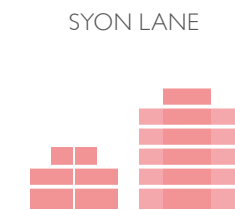
Following comments from the first pre-application meeting, the movement and access strategy was developed further, along with the servicing strategy for the commercial spaces along Grant Way. Key pedestrian, cycle and vehicular routes were also identified.

The masterplan also sought to integrate the proposed bus route and the bus end terminus. The ground floor plan illustrated first considerations regarding the extent and type of mixed uses within the Clearing, these being informed through conversations with the local community and through CLG workshops.

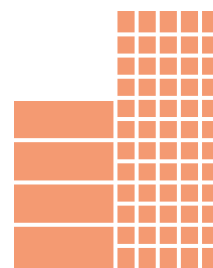
Initial thoughts about building form principles were also presented. These were split into four main typologies which responded to the different character areas. The principles resulted from analysis of the semi-detached houses along Syon Lane and the factories along the Golden Mile.



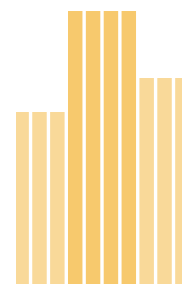
Ground Floor Plan - Mixed Uses and Servicing Strategy



THE WORKS



PAVILION



CODE BREAKER



Illustrative Aerial - Looking North from South - East



## 3.7 PRE-APPLICATION MEETING 2 - 11 MARCH 2020



Illustrative Masterplan Pre-Application Meeting 2

The second pre-application meeting took place in March 2020. Key design moves were incorporated to respond to concerns from the community and the local authority from the previous meeting and the DRP. These were related to access, movement, servicing, legibility of spaces and building form.

The masterplan moved away from the large central building which was configured with a podium through route. This was considered to lack legibility. As a result, the access point to the site was moved further west, allowing for a more legible entrance with clear and identifiable routes.

The updated masterplan iterations consolidated The Meander into a more defined green space, enclosed by buildings, responding to comments from both the first Pre-App meeting and the Design Review Panel.

The massing was further refined to allow a clear view of the Gillette Clock Tower from the newly defined green space, which could now act as a point of reference.

The masterplan removed unnecessary breaks in the buildings surrounding The Clearing, allowing for more structured entrance and exit points. Colonnades were introduced at key corners helping to identify and accommodate pedestrian movement routes from Grant Way to the Bolder Academy.



Illustrative View - The Lanes (South)



Illustrative View - The Clearing



# 3.8 PRE-APPLICATION MEETING 3 - 25 MARCH 2020

The third pre-application meeting took place virtually in March 2020.

The masterplan design was further developed to create a series of streets and spaces which improved wayfinding in a more rational and legible manner. This included further strengthening of the frontages along MacFarlane Lane with a regular slip block typology.

The Clearing included opportunities for co-working, residents' facilities including a fitness centre, café and restaurants for eating, a convenience store for local goods, health centre, community hall for meeting groups, a concierge to manage deliveries and maintenance, as well as a wide variety of open spaces to relax and unwind. This was illustrated through a series of sketches which represented a 'day in the life' of a resident.

The design evolved with input from the Townscape Consultant and through a careful consideration of local and strategic views. As a result, heights to the southern buildings, along Syon Lane and north of the site were reduced to lessen their impact upon local residents and views towards the Gillette Clock Tower respectively. The concept of lower buildings to south and west was strengthened, with a height focus to the north-east.



Illustrative View - The Resident's Lounge



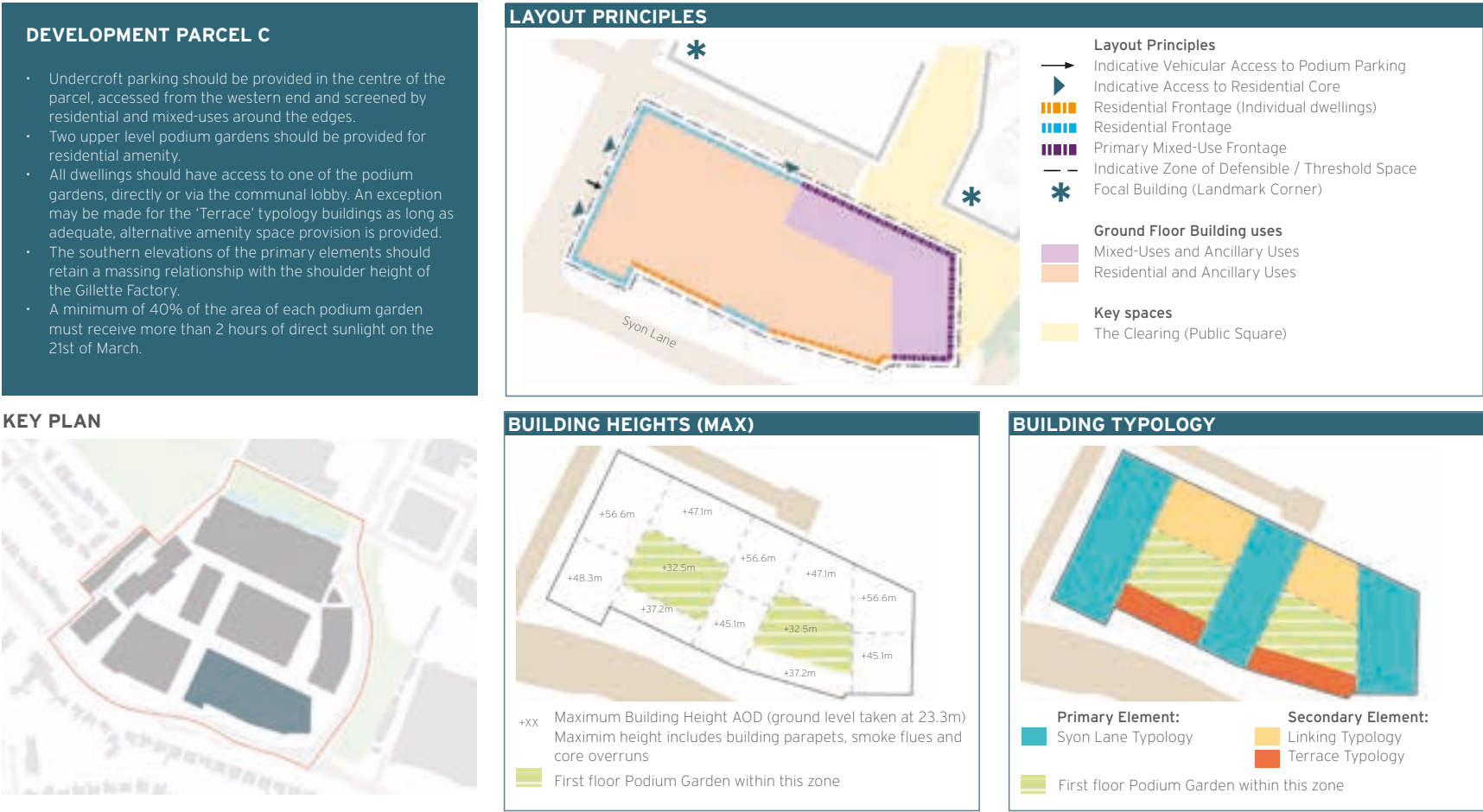
Illustrative Masterplan Pre-Application Meeting 3 - Key Design Changes



# 3.9 PRE-APPLICATION MEETING 4 - 3 JUNE 2020

6 BUILDING DESIGN

## 6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES



The fourth pre-application discussion also took place virtually, in early June 2020.

The primary focus of the meeting was to review the developing Design Code, as requested in the previous meeting, but there was also discussion of the Development Specification.

### Design Code

The form and proposed content of the Design Code was presented to officers, with sample pages from each section of the document used to explain the way in which information would be presented and how there would be differentiation between mandatory and advisory elements.

Officers approved of the scope and format of the document but made the following recommendations for additions or revisions which have subsequently been addressed in the finalised document.

- Add information about the wider access and movement strategy before focusing on the detailed street hierarchy.
- Set out the minimum number of trees to be planted across the site.
- Clarify how private/defensible space will be delivered around the base of ground floor residential homes.
- Define the minimum separation distances between the frontages of blocks across streets and podium gardens.
- Ensure that the need for buildings along Syon Lane frontage to reference the shoulder height of the Gillette Building is included.
- Clarify the guidance provided on block structure and building typologies.

### Development Specification

The content of the development specification was discussed and there was agreement in principle to its contents. Officers encouraged the setting of specific housing quality standards based on relevant policy and/or best practice, which have been reflected in the submitted document.

It was agreed that although broad energy targets would be set out in the development specification, and an energy strategy would be submitted as part of this application, it would only be in outline, since each subsequent RMA would need to be accompanied by a detailed energy strategy.



## 3.10 PRE-APPLICATION MEETING 5 - 17 JUNE 2020

The fifth pre-application meeting took place virtually in June 2020. This offered a design update to the planning authority along with a demonstration of compliance with the strategic objectives and associated policies of the GWC (this is set out in section 3.13).

The proposed masterplan aims to follow the new fundamentals of the wider Local Plan's vision by providing:

- A range of amenities and services for employees;
- A range and choice of floorspace types including affordable workspaces;
- New housing options to attract workers to the area;
- Reliable, frequent and accessible public transport services;
- 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;
- Reference to 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 business clusters within the Golden Mile Business Hub;
- 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.

Design responses to previous comments were also addressed, with an updated cycle and servicing strategy.

The character of the streets was discussed, where additional sections were provided to illustrate the design intention. Different street and pavement widths were proposed to the lanes and boulevard. The road width of the lanes was reduced to 5m to allow for an enhanced green verge and footway.

Other key design changes were the result of the developing daylight and sunlight assessment, with a reduction in height in key areas as highlighted in the adjacent diagram.



Illustrative Masterplan Pre-Application Meeting 5 - Key Design Changes



# 3.11 PRE-APPLICATION MEETING 6 - 9 JULY 2020



Illustrative Masterplan Pre-Application Meeting 6 - Key Design Changes

The sixth pre-application meeting focused on the daylight and sunlight assessment results. Key changes involved height redistribution and reduction across the site, to improve the results of three of the podium courtyards, which was welcomed.

The daylight quality within the illustrative homes was tested as well, demonstrating that the height and massing of the illustrative masterplan allowed for good daylight permeability.

Heights were also reduced to improve evening sun in the Meander and to enhance the difference in character between the Boulevard and the Lanes. The typical plan also demonstrated a resolution of the two single aspect north facing homes.



Illustrative View - The Lanes - stepped building heights



Syon Lane Frontage looking east  
towards the Gillette Tower





## 3.12 SUMMARY OF DESIGN KEY CHANGES



PreApp 1 Masterplan



Submission Masterplan

### Key changes that have been made during the design development process:

- Introduced a bus turnaround and welfare facilities within the site to allow the extension of the E1 and H28 bus routes to the site
- Introduced terraced townhouses rather than blocks along most of the Syon Lane frontage to respond to context
- Reduced height of block at corner of Syon Lane and Macfarlane Lane to improve relationship with nearby houses
- Introduced a large focal green public space as a softer, greener alternative public space to the mixed use cluster around the Clearing
- Stepped buildings back from Macfarlane Lane to allow the retention of the existing oak tree
- Reduced height of blocks along Macfarlane Lane to step down in views from Oaklands Avenue
- Reduced height in north-east corner to reduce massing in the backdrop of the Gillette tower when seen from Syon Park
- Moved tallest elements to locations of the site where they mark the corners of the key public spaces
- Introduced greater visual permeability by extending the north-south boulevard further into the site and extending the two east-west lanes
- Introduced clearer east-west routes that respond to the emerging policy requirement for 'clean air routes' and link to wider desire lines
- Reduced height of link blocks and stepped back nearby taller elements to improve light to podium courtyards
- Designed non-residential units to respond to desired uses informed by local consultation such as a health centre, general store, hairdressers and pub
- Introduced colonnades on key buildings to emphasise routes into and through the site
- Introduced more active frontage to building fronting onto Grant Way
- Introduced new pedestrian crossings on Syon Lane and Grant Way
- Reduced width of the roadway on the boulevard and the lanes
- Opened up a longer view of Gillette tower from the public spaces within the site
- Introduced public access to decking over the Water Gardens
- Increased play provision throughout the site



## 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

### INTRODUCTION

At all stages of the design development process, the design team has appreciated that the proposals will form a part of the wider aspirations and objectives of the emerging Great West Corridor masterplan, and that for this to achieve the vision of a new local centre this must be connected on a local and wider level.

Throughout the design process we have referred to the guidance of the Local Plan, to ensure the two align.

#### Great West Corridor Local Plan

The site is located within the Great Western Corridor (GWC) Local plan, the most recent plan was prepared in July 2019.

Our site is located within the 'GWC West' section of the masterplan, and identified as the 'Tesco Site'.

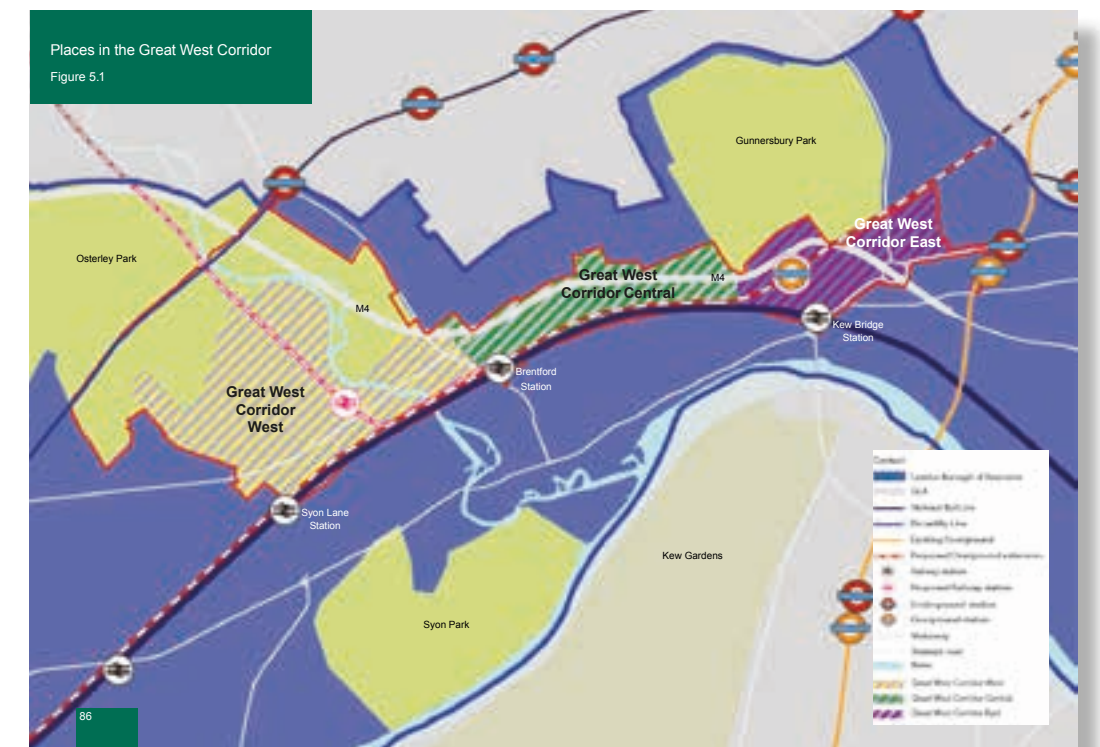
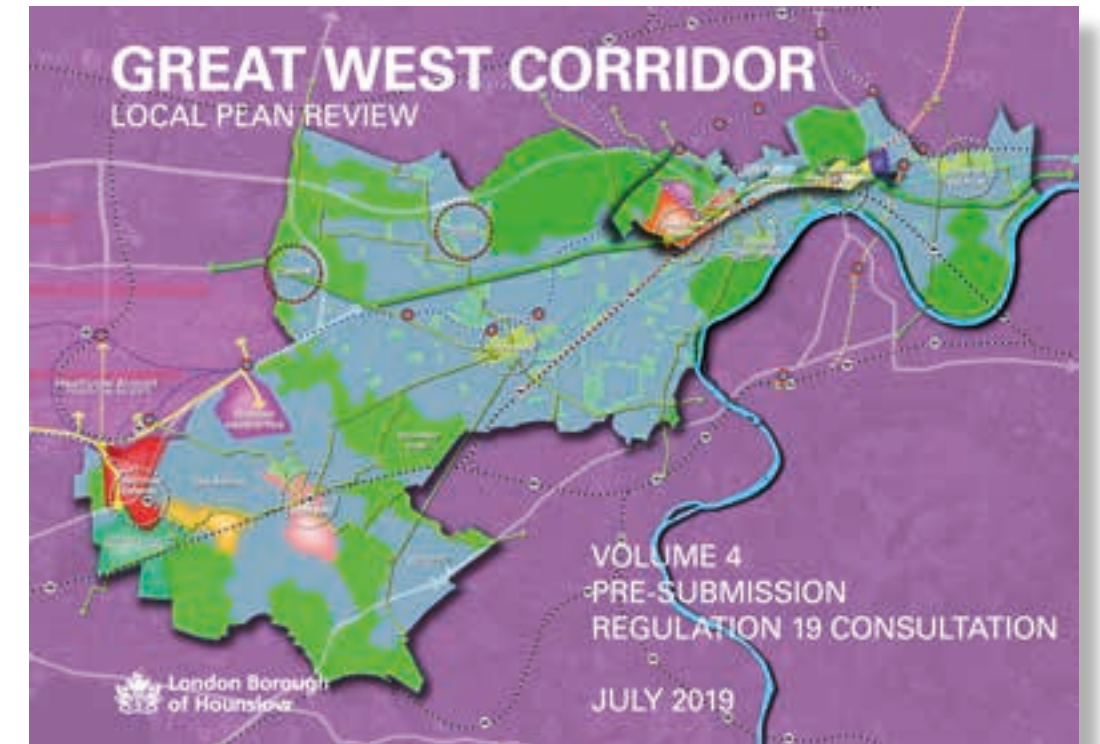
The plan highlights 'fundamentals' that are needed to ensure the entire plan is achieved listed on the right.

This overview is then followed by how the site, as an integral piece of this overall spatial strategy of the wider masterplan, responds to the number of Strategic Objectives and associated Strategic Policies identified.

The following pages identify key elements within the masterplan which respond to the many disciplines that form the Local Plan.

### GWC - THE NEW 'FUNDAMENTALS' OF THE VISION

- *A range of amenities and services for employees;*
- *A range and choice of floorspace types including affordable workspaces;*
- *New housing options to attract workers to the area;*
- *Reliable, frequent and accessible public transport services;*
- *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 business clusters within the Golden Mile Business Hub;*
- *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.*

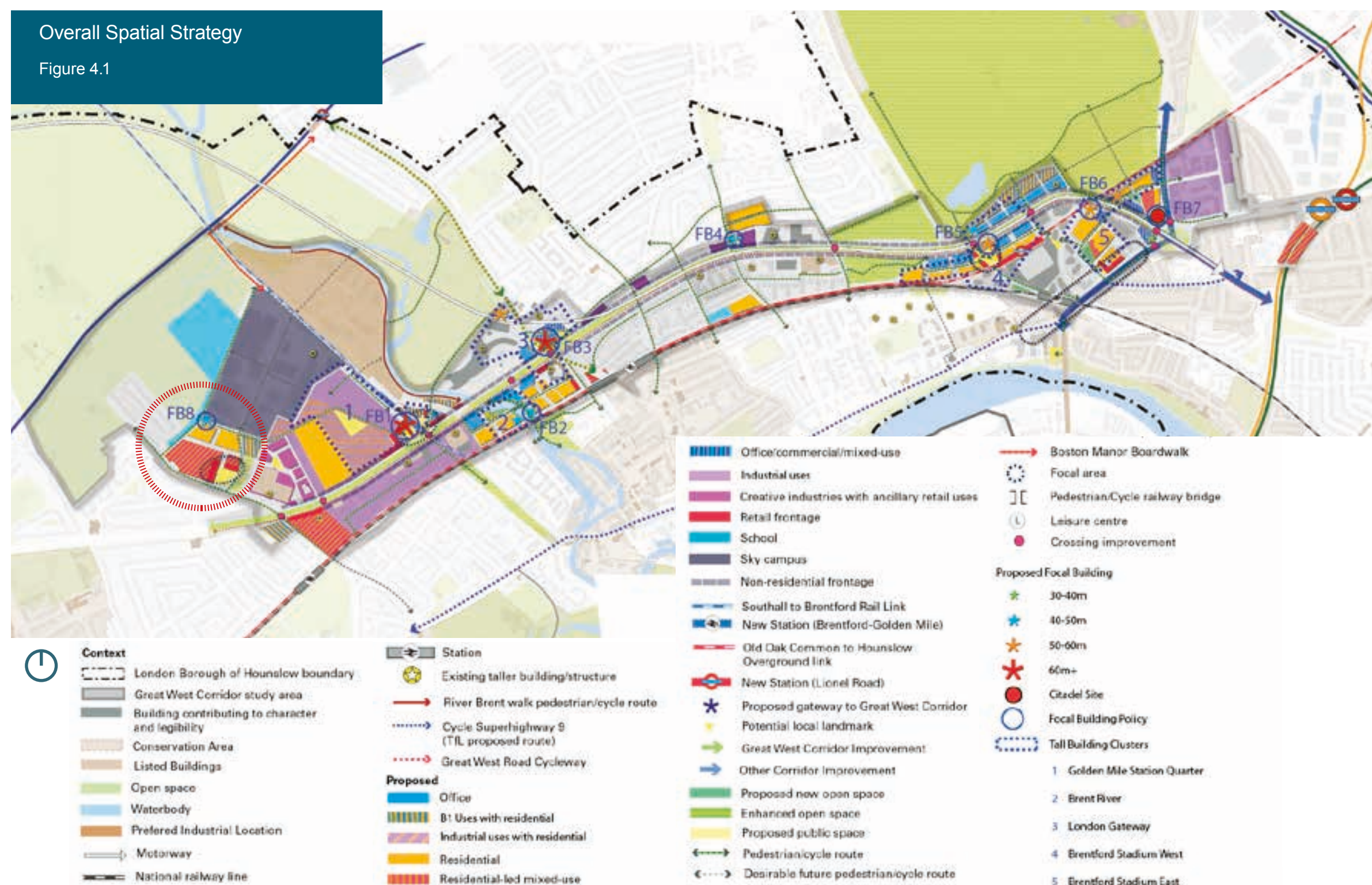




# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

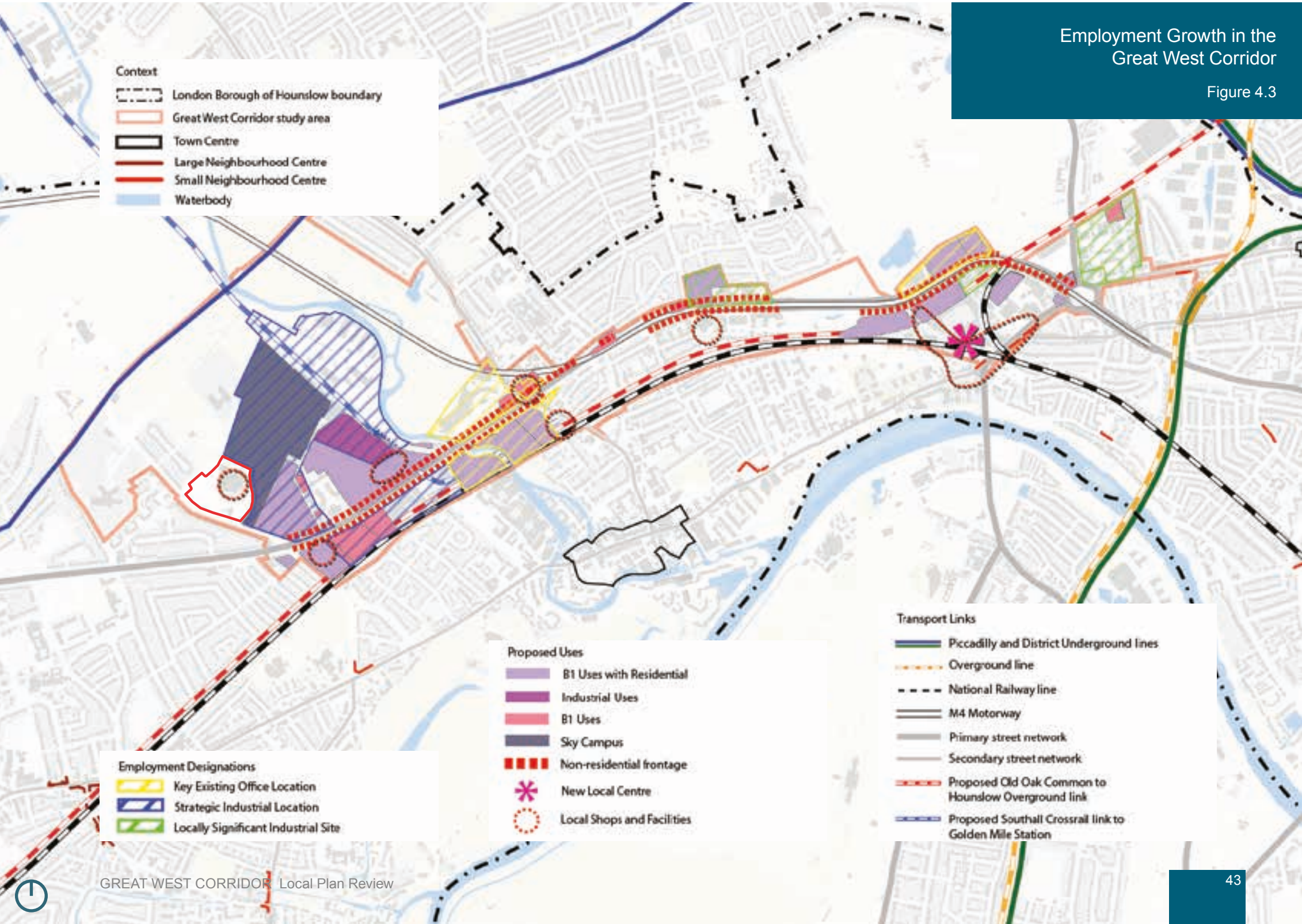
## Overall Spatial Strategy

Figure 4.1





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC1: Employment Growth

## Strategic Objective 1:

To provide a mix of employment spaces that would be attractive for the entire business community in existing and potential growth sectors, catering for larger companies, small and medium sized enterprises, microbusinesses, as well as the large free-lance workforce.

GWC Employment Growth Plan - Detail  
(note red line added to our Site)



Relevant Key Identification

- Local Shops and Facilities
- Sky Campus
- Strategic Industrial Location
- B1 Uses with Residential
- Non-residential frontage

## Masterplan Proposals

The proposal is residential-led with commercial and retail frontages arranged to face the main square forming a new focal area containing local shops and community facilities for this part of the GWC.

The offer will contain a maximum GIA of 5,000 sqm across a range of sizes, covering the following use classes: E, F2 & Sui Generis and providing 355 jobs. This will also provide a range of employment spaces for a variety of new and existing operators.



Strategic Policy  
GWC1: Employment Growth

## Strategic Objective 2:

To foster an environment where existing, new, innovative, cultural and creative enterprises can prosper.

GWC Employment Growth Plan - Detail  
(note red line added to our Site)



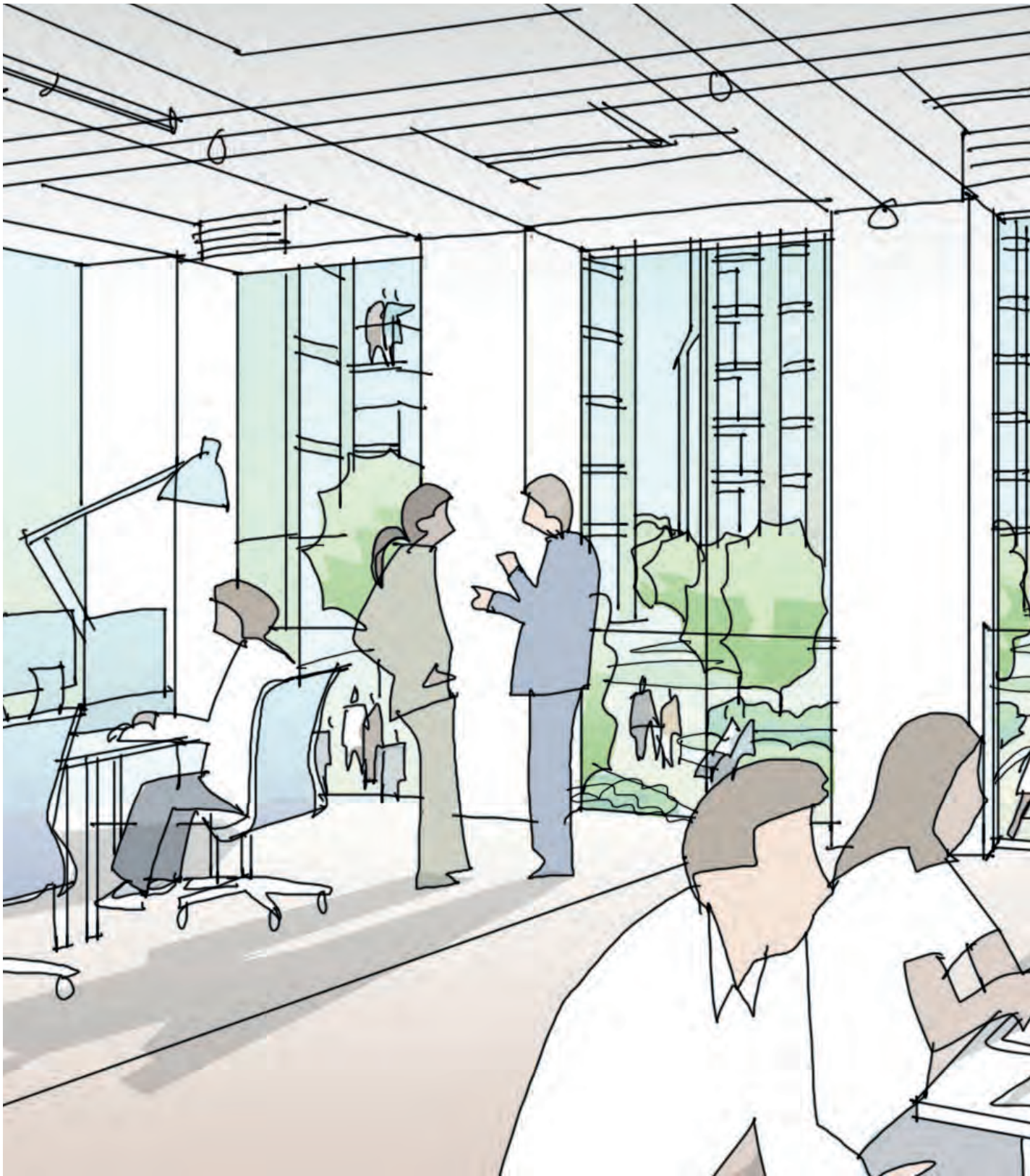
Relevant Key Identification

- Local Shops and Facilities
- Sky Campus
- Strategic Industrial Location
- B1 Uses with Residential
- Non-residential frontage

## Masterplan Proposals

As a residentially-led mixed-use proposal both existing and new enterprises will benefit from the natural footfall the new homes will provide.

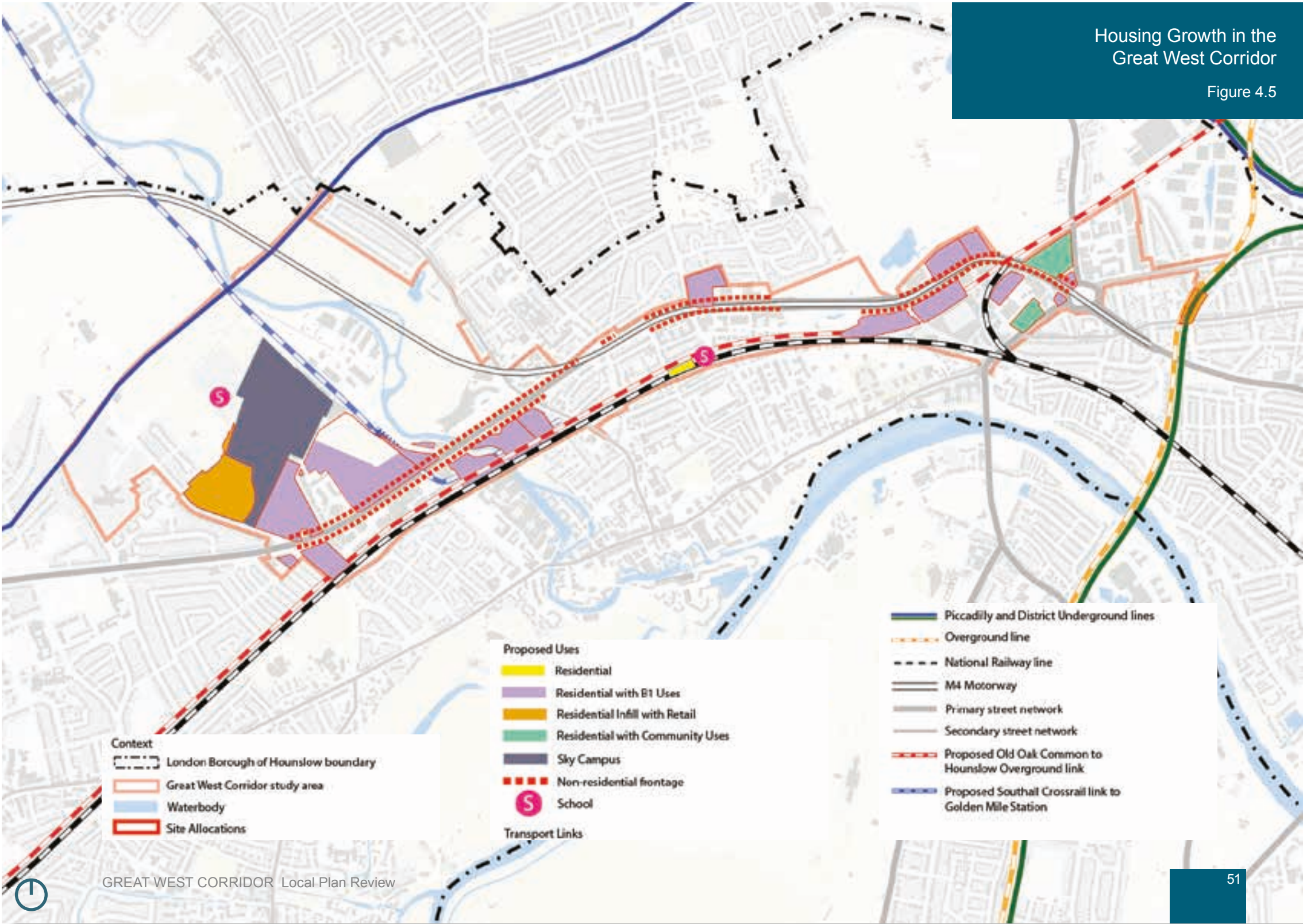
In addition, the masterplan focuses the commercial offer on exiting pedestrian and cycle routes between the Sky Campus and Syon Lane Station, while also being adjacent to the proposed mobility hub, ensuring high visibility and use from the local workforce and wider neighborhood.



Work Spaces



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC2: Housing Growth

## Strategic Objective 3:

To provide new homes in sustainable locations where residents can walk and cycle to local jobs, amenities and green space.

## Masterplan Proposals

The proposed 1,677 homes will occupy a site that is a confluence of new local amenities, employment opportunities, existing publicly accessible green spaces, and improved connections for all modes of sustainable transport.

All homes will be provided with cycle storage facilities following WestTrans Cycle Parking Guidance, ensuring ease of access to the cycle network.

GWC Housing Growth Plan - Detail  
(note red line added to our Site)



Relevant Key Identification

- Residential
- Residential with B1 Uses
- Residential Infill with Retail
- Residential with Community Uses
- Sky Campus
- Non-residential frontage
- School



Strategic Policy  
GWC2: Housing Growth

## Strategic Objective 5:

To ensure new homes support good growth by integrating with business, shops, and community uses in order to promote mixed and inclusive communities and deliver lively and liveable places.

## Masterplan Proposals

A major part of the Public Consultation has involved the design team reaching out to the existing community to ask them what they are in need of, and what it is that this site can offer.

In addition to the commercial and community uses the new homes, in a range of sizes, will offer an accessible alternative when compared to the semi-detached homes that dominate the current market. This will bring a new range of age groups to Osterley as a lively and livable growing community.

GWC Housing Growth Plan - Detail  
(note red line added to our Site)



Relevant Key Identification

- Residential
- Residential with B1 Uses
- Residential Infill with Retail
- Residential with Community Uses
- Sky Campus
- Non-residential frontage
- School



Strategic Policy  
GWC2: Housing Growth

## Strategic Objective 4:

To provide high-quality housing at sizes, tenures and types which are affordable to local residents and helping London meet its needs.

## Masterplan Proposals

The proposed homes will adhere to Berkeley's commitment for high quality homes. The scale of development allows us to offer a range of sizes, tenures and types of accommodation - see section 6.8 for illustrative mix.

The current proposed mix of tenure and size aligns with the current affordable guidance provision. Being an Outline Application this is intended to be adaptable in order to respond to future guidance as-and-when a detailed scheme is submitted.

GWC Housing Growth Plan - Detail  
(note red line added to our Site)



Relevant Key Identification

- Residential
- Residential with B1 Uses
- Residential Infill with Retail
- Residential with Community Uses
- Sky Campus
- Non-residential frontage
- School



Syon Lane Frontage



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC3: Health and Wellbeing

## Strategic Objective 6:

To mitigate the impact of noise and air pollution through the design and positioning of buildings and greening of the area.

## Masterplan Proposals

The proposals will enhance and the existing boundary, including the Water Gardens to the northern edge.

Tree lined streets and boulevards between buildings will provide clean air routes, connecting shaded green public spaces, and bio-diverse areas for recreation. These streets are positioned to connect into the wider network of GWC public realm improvements and future pedestrian and cycle routes.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification



Strategic Policy  
GWC3: Health and Wellbeing

## Strategic Objective 8:

To encourage active lifestyles through the provision of improved parks and play facilities connected by a network of green corridors for active travel.

## Masterplan Proposals

Active lifestyles are encouraged for both existing and new residents through seamless connections linking the four edges of the site, and creating linked green corridors for active travel.

Focused areas for play facilities are located within the Meander area, while the improvements to the Water Gardens offer this under-used space as a place for relaxation; all connected to the wider existing network of public open green spaces.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification



Strategic Policy  
GWC3: Health and Wellbeing

## Strategic Objective 7:

To protect, enhance, develop and / or co-locate new health, education, recreational and leisure facilities to meet the needs of residents and workers.

## Masterplan Proposals

The main square, with its focal offer of community and commercial uses, has immediate access to both established cycle and pedestrian routes and the proposed mobility hub.

This will allow for an ease of access, for a range of uses, by both new and existing residents and workers.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification



The Lanes



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC4: Open Space & Green Infrastructure

## Strategic Objective 9:

To protect and enhance the quality, accessibility and function of green infrastructure and open spaces, whilst improving the ecology of the area and ensuring an overall net gain in biodiversity.

## Masterplan Proposals

The site has a wealth of green infrastructure which the proposal seeks to protect and enhance.

Working with the WildLife Trust and Murdock Wickham the design team's proposal will transform an existing car park into an area of improved ecology, at both ground and roof level, this as part of the Berkeley Group's commitment to ensure that all new developments create a biodiversity net gain.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)



Relevant Key Identification



Strategic Policy  
GWC4: Open Space & Green Infrastructure

## Strategic Objective 10:

To establish a well-connected and continuous green corridor that strategically links green infrastructure and open spaces with neighbourhoods and workplaces

## Masterplan Proposals

The existing boundaries to the site, although green, offer little in the way of pedestrian routes into the site, this cutting off the routes across and severing neighbours from areas of nearby open space.

The considered location of entry points and routes through the site will allow these relationships to be reconnected, creating strategic links of green infrastructure, for both new and existing residents and workers into the open spaces of Osterley & Boston Manor Park.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)



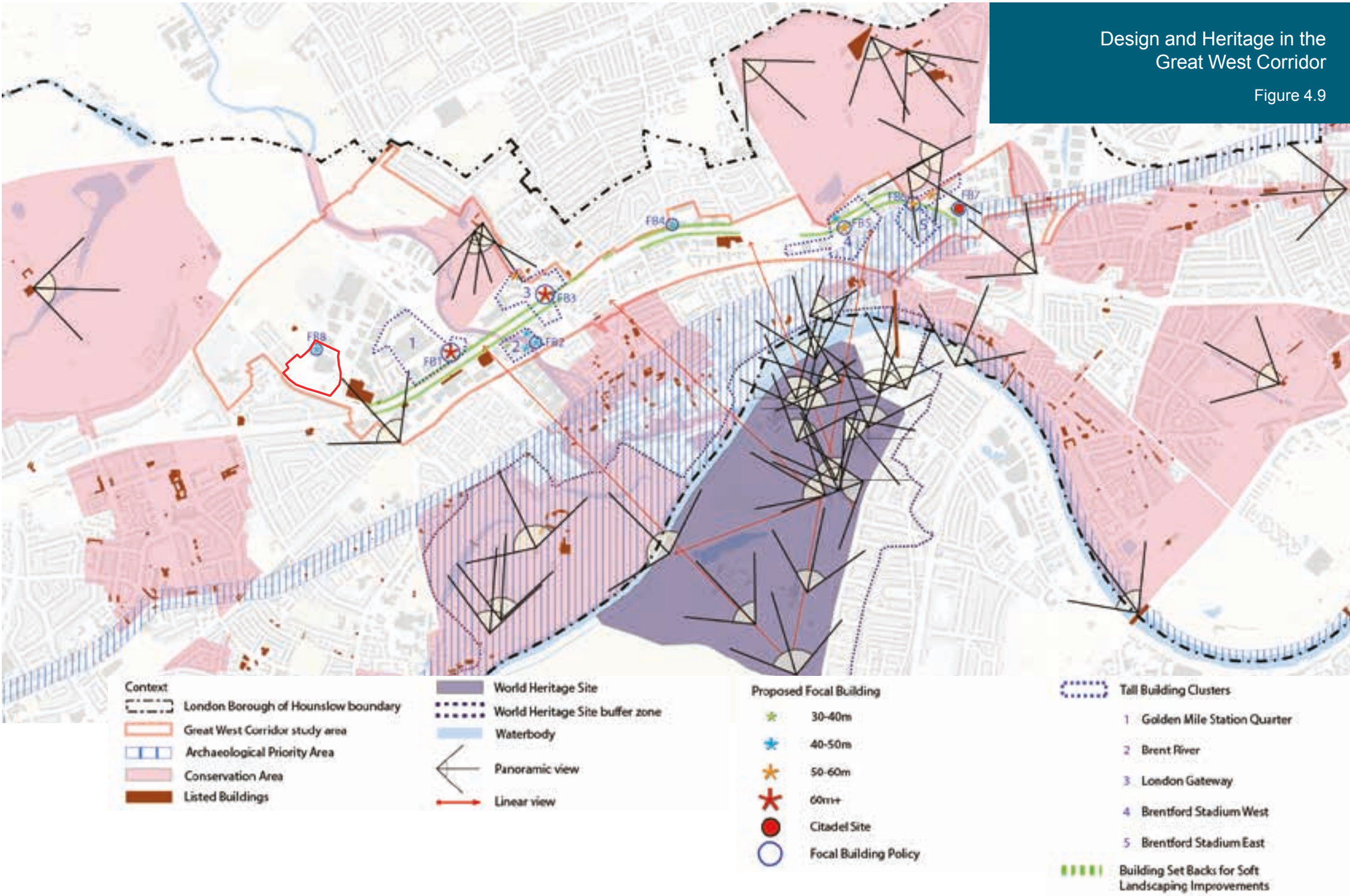
Relevant Key Identification



Water Gardens



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC5: Design & Heritage

## Strategic Objective 11:

To establish a coherent and high-quality environment with distinct buildings and features along the M4 and A4 corridors.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)



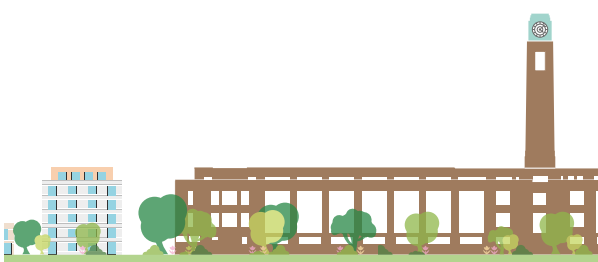
Relevant Key Identification



## Masterplan Proposals

The Design Code looks to reference and bridge the current context of the site. The site is located between domestic scale homes to the south and west, and large scale factories to the East and the Sky Campus to the north.

The Design Code establishes a facade character, with subtle Art Deco references, across the site. This will offer a coherent built language that communicates with their contextual neighbors.



Strategic Policy  
GWC5: Design & Heritage

## Strategic Objective 13:

To establish a series of local places with their own strong characters and identities by ensuring that high-quality new development express distinctively their role and function, through the scale and form of buildings and is integrated with, respects and enhances the natural and historic environment within and around the corridor, on both sides of the Thames.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)



Relevant Key Identification



## Masterplan Proposals

Aspiring to become the new local heart of Osterley the combination of routes, spaces and buildings will take guidance from the strength of character of both the domestic and industrial buildings making this a successful new place.

The proposed forms, with focal buildings addressing key routes into the site and key spaces, locates height to the north respecting sensitive neighbours, and celebrating the open spaces.



Strategic Policy  
GWC5: Design & Heritage

## Strategic Objective 12:

To protect and make the most of our unique heritage and historic environment, while encouraging innovations in building technology and improving sense of place

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)



Relevant Key Identification



## Masterplan Proposals

The local landmark of the Gillette Tower acts as a western gateway marker to the GWR and is the most visible reminder of the wealth of heritage still present here.

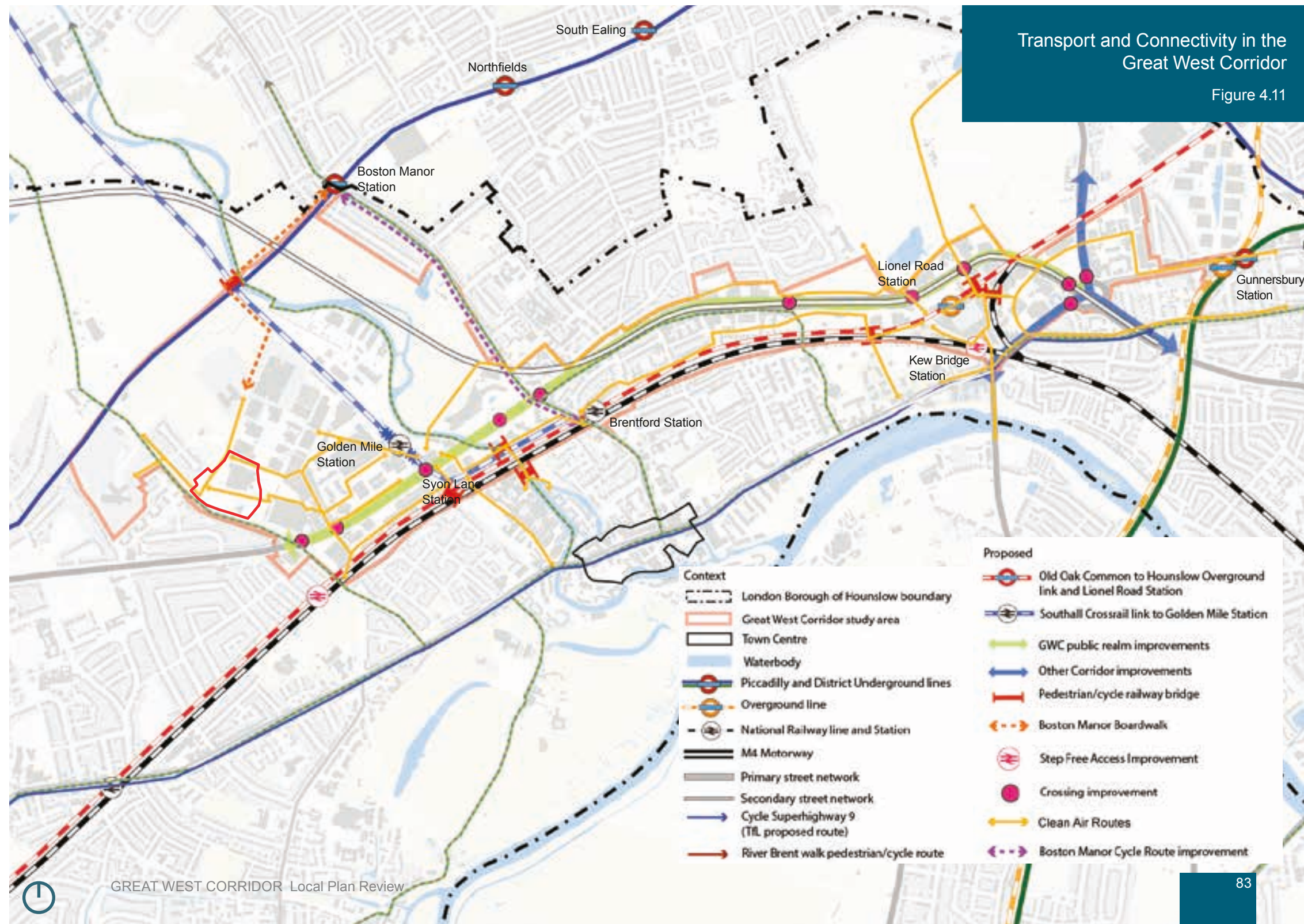
The proposal celebrates the clocktower, enforcing the sense of place by framing views of it from within the site. Wider reaching and local views have been studied to ensure the prominence of the clocktower is respected from key locations surrounding the site.



Syon Lane



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC6: Connecting People & Places

## Strategic Objective 14:

To increase public transport options by supporting the delivery of strategic rail networks, enhanced bus services and improved connections to and from transport hubs and key local and strategic destinations.

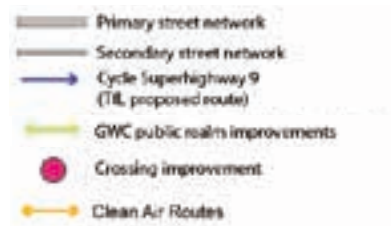
## Masterplan Proposals

Key to the proposal is the extension of the E1 and H28 bus routes, which have been instrumental in locating the position of the mobility hub. The crossing upgrades being explored for Syon Lane & GWR intersection will aid improved and safer access for new and existing residents to the newly improved Syon Lane railway station.

Routes to the north safeguard access to the Boston Manor Boardwalk, offering access to the tube network at Boston Manor.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification



Strategic Policy  
GWC6: Connecting People & Places

## Strategic Objective 16:

To support the use of sustainable car travel through the delivery of electric vehicle infrastructure, encouraging car-sharing options and limiting the offer of car-parking.

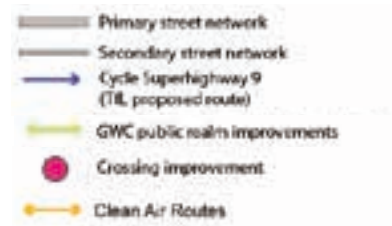
## Masterplan Proposals

The proposal identifies 10 spaces to be allocated for a car club, which will be available for hire by both residents and the existing community.

A minimum of 20% active electric vehicle charging points will be provided, with remaining car parking spaces to be passive electric vehicle charging points.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification



Strategic Policy  
GWC6: Connecting People & Places

## Strategic Objective 15:

To provide new and enhanced walking and cycling networks to encourage active travel and improve accessibility, connectivity, and ease of movement within the corridor, and between the corridor and key local destinations.

## Masterplan Proposals

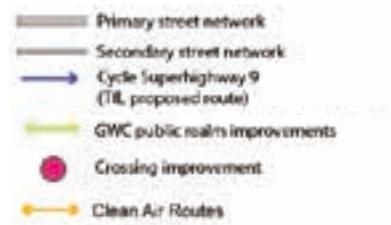
Internal boulevards and streets will provide clean air routes connecting the site to the wider context.

The provision of the transport hub and increased bus services will improve the connection available to key local destinations for both new and existing residents and workers.

All homes will be provided with cycle storage facilities, ensuring ease of access to the improved cycle network.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

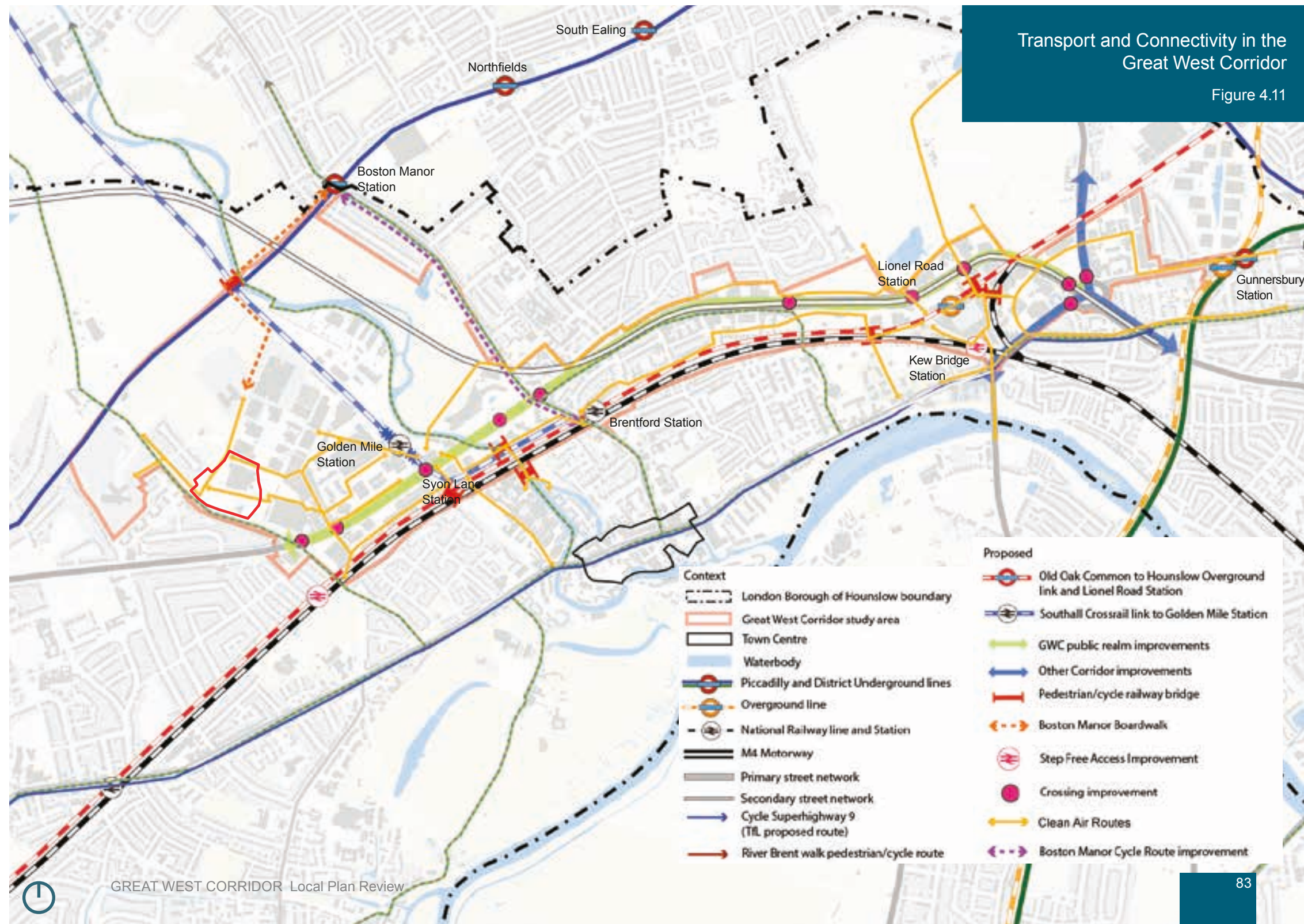
Relevant Key Identification



The Clearing



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC6: Connecting People & Places

## Strategic Objective 17:

To promote ways to reduce the impact of construction, servicing, and delivery trips.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)



Relevant Key Identification

- Primary street network
- Secondary street network
- Cycle Superhighway 9 (TfL proposed route)
- GWC public realm improvements
- Crossing improvement
- Clean Air Routes

## Masterplan Proposals

Berkeley are members of the Considerate Constructors scheme, ensuring that the impact from the construction process will be minimized.

Operating the site, key areas have been identified for servicing and delivery, to both residential and commercial users.

Commercial servicing is contained within a allocated podium, which is covered to prevent unnecessary visibility and reduce noise.



Strategic Policy  
GWC6: Connecting People & Places

## Strategic Objective 18:

To positively meet our duties to deliver our strategic and local growth needs, linked to effective infrastructure planning and delivery.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)



Relevant Key Identification

- Primary street network
- Secondary street network
- Cycle Superhighway 9 (TfL proposed route)
- GWC public realm improvements
- Crossing improvement
- Clean Air Routes

## Masterplan Proposals

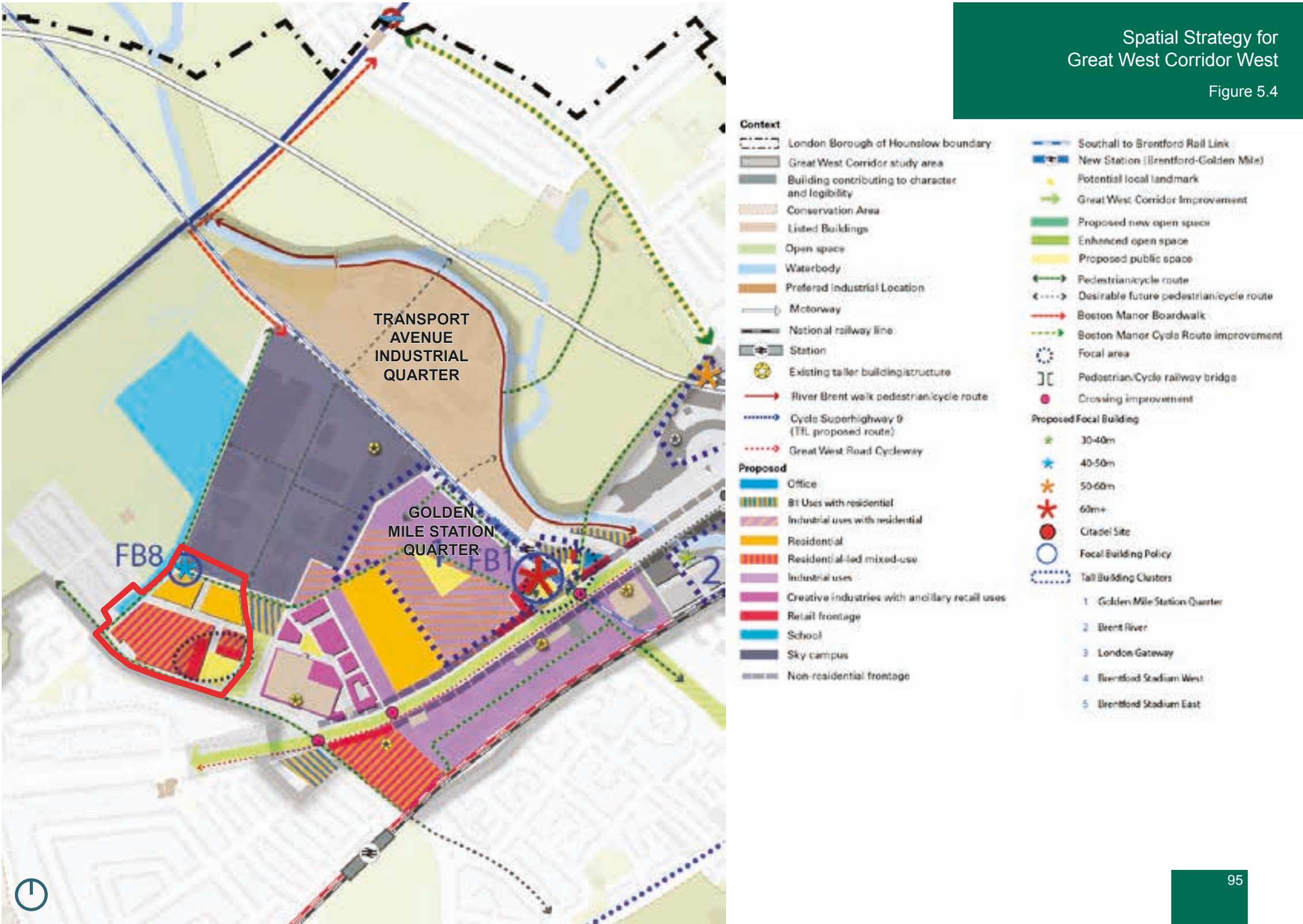
As part of the wider network of identified development sites within the GWC Local Plan the proposal safeguards and supports the objectives listed, with the success being in the combined alignment and layering, of the five GWC disciplines.



Ground Floor Mixed Uses

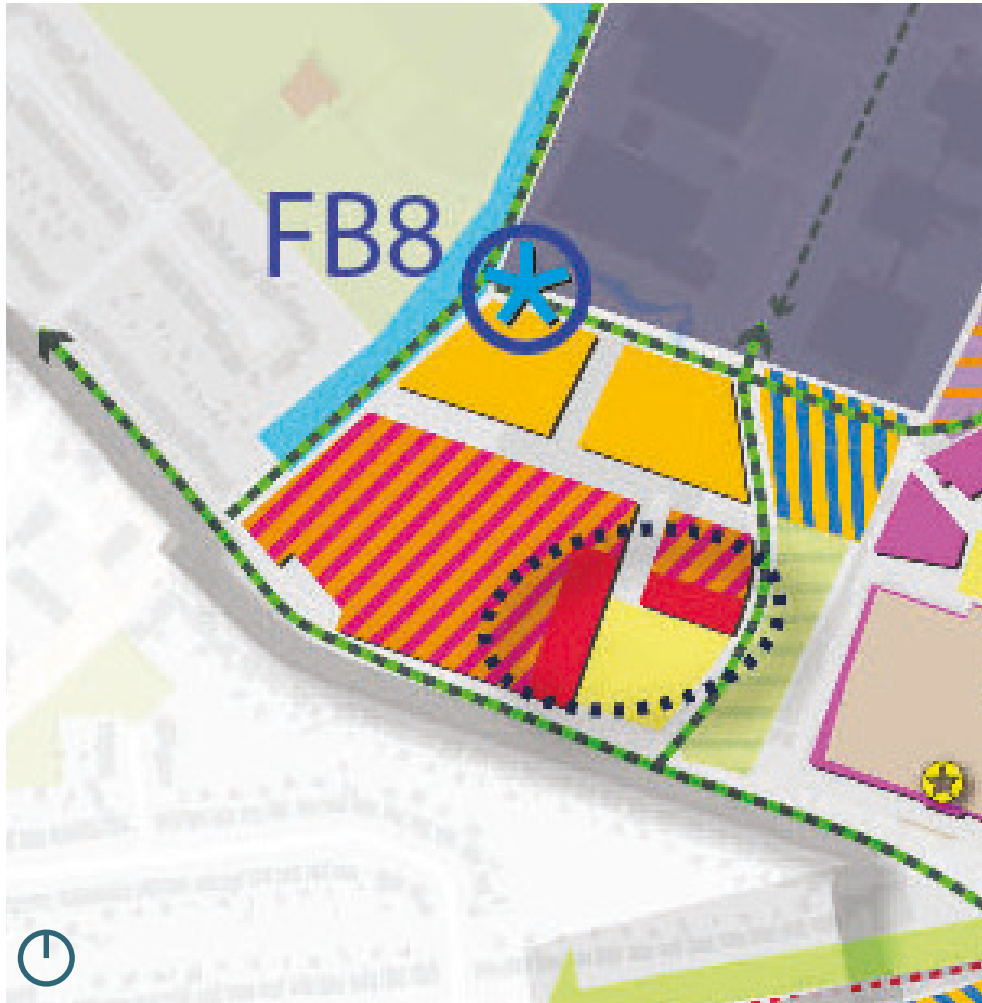


# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES



GWC Indicative Design

Existing Analysis & Context

Site Specific Identified Elements

Listed Buildings	Residential-led mixed-use
Open space	Retail frontage
Existing taller building structure	Proposed public space
Sky campus	Residential
Great West Road Cycleway	Desirable future pedestrian/cycle route
Pedestrian/cycle route	Focal area
B1 Uses with residential	Proposed Focal Building
Creative industries with ancillary retail uses	40-50m



Masterplan Proposals

Site Specific Identified Elements

- Residential-led mixed use proposals
- Retail frontages to East of the site
- Public Space(s) to East of the site
- Residential to North & West
- Pedestrian and cycle routes through proposals
- Focal area to the East, defined as the Clearing
- Focal building to the West, addressing the MOL
- + Water Gardens enhanced
- + Mobility Hub provided
- + Bus turnaround location provided
- + Clear East to West routes
- + Clear North to South service routes
- + Designated green public space to the West
- + After Analysis of the Boundary Conditions and their sensitivities the Focal Building has now been located in the north east corner due to it proximity to the Commercial land Use and to increase the distance from the MOL







# ILLUSTRATIVE MASTERPLAN





# 4.1 DESIGN NARRATIVE

The design narrative explains the series of layers and principles which have informed the masterplan layout.

Being a landscape-led masterplan, these principles are preceded by the formative three key vision principles:

## *Protect*

Identify and retain site and community assets

## *Enhance*

Work with existing and new assets to improve the site

## *Connect*

Create a landscape and public realm network; routes and spaces for both people and nature

These principles were born from early collaboration with The London Wildlife Trust, where the mantra of: protecting, restoring, and creating forms the aspiration of a linked sequence of wild places for nature to thrive.

These principles are followed by practical considerations relating to access, parking, built height and legibility; ensuring the vision is achievable being supported by these more pragmatic principles.

## 1. PROTECT



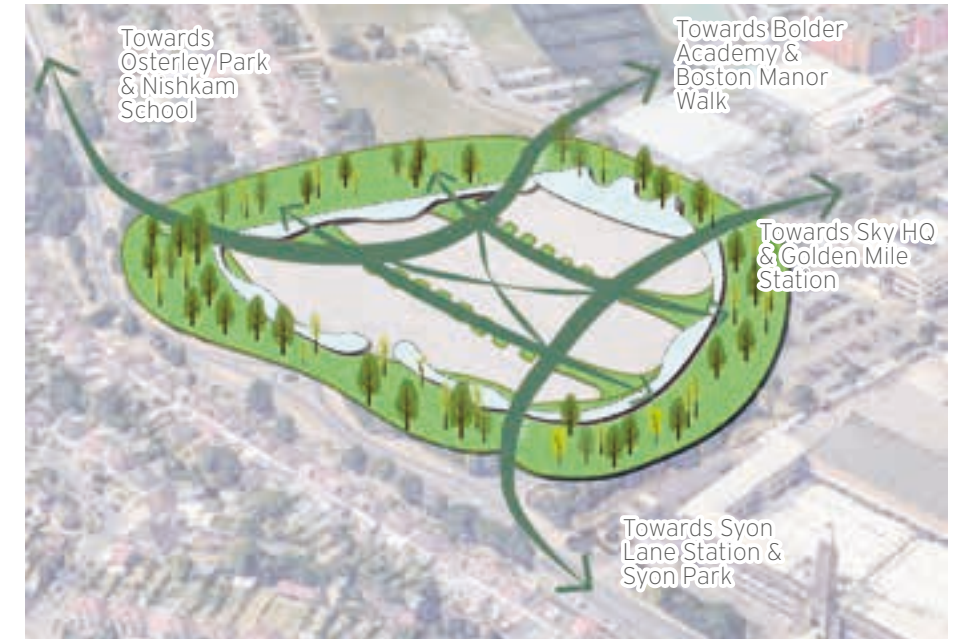
Identify and protect the existing green assets of the site.

## 2. ENHANCE



Enhance the quality, accessibility and functionality of green assets and public realm. Develop SuDS strategy across the site with focus on new water feature in Water Gardens.

## 3. CONNECT



Establish new and enhanced walking and cycling routes ('clean air routes'), that link key local and strategic destinations.

## 4. CREATE



Create two key public spaces, sheltered from road noise that are well lit and animated.



# 4.1 DESIGN NARRATIVE

## 5. LIMIT



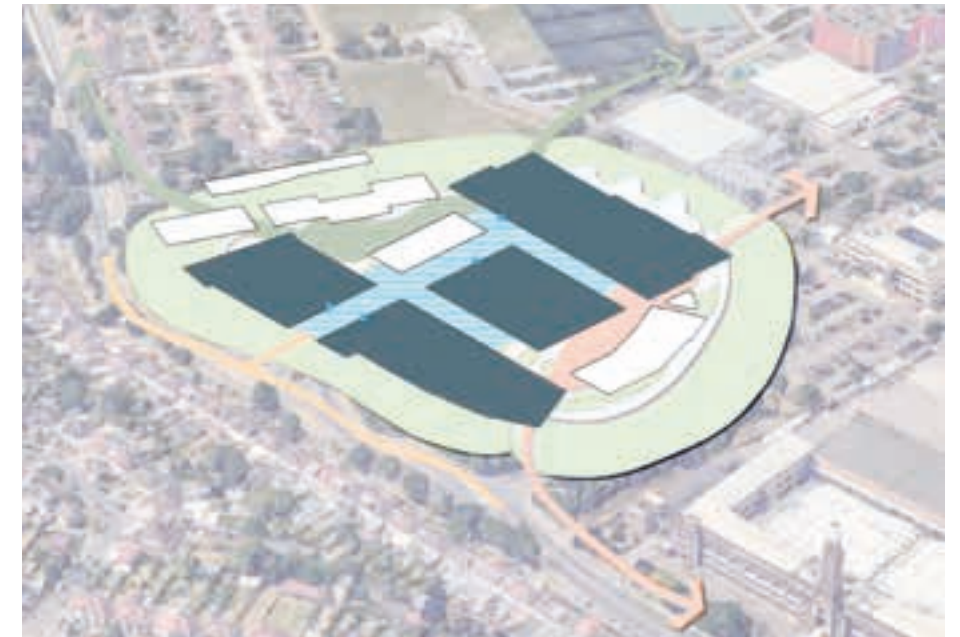
Restrict vehicular access and movements within the site to create a pedestrian-friendly public realm.

## 7. MASSING



Massing of the blocks to create a series of finger and courtyard blocks, with greater height towards the northern and eastern boundaries.

## 9. PARKING



Parking and servicing is dealt with discreetly beneath blocks, with limited provision on the street.

## 6. DEVELOP



Development parcels define strong, positive and active frontages to streets and spaces within the site and around its edges.

## 8. WAYFINDING



Feature buildings at key corners of the development parcels aid legibility and wayfinding.

## MASTERPLAN LAYOUT



The layering of these principles, and with existing and proposed elements create a rich and vibrant public realm.



The Meander looking east towards the  
Gillette Tower





## 4.2 LANDSCAPE VISION

### THE GREEN GRID

The landscape is an integral part of the development and is conceived as a green grid across the site, providing valuable open space for the enjoyment and benefit of future residents and the existing wider community. The green grid will:

- Provide easy access to open space for the existing and future community.
- Create a hierarchy of open spaces with complementary characters and sense of place.
- Conserve and enhance landscapes and the natural environment.
- Promote sustainable and healthy transport movement throughout the green grid and ensure good connectivity to the wider context.
- Accommodate surface water management as part of the site wide drainage strategy.
- Deliver a sustainable landscape which responds to climate change issues and promotes biodiversity, delivering benefits to wildlife, residents and the wider community.

### LANDSCAPE STRATEGY

The Green Grid defines the structure of the proposed masterplan, including the following key components:

- Enhancements to the existing streetscape along Syon Lane, Grant Way and Macfarlane Lane, including retaining boundary vegetation where appropriate and additional tree planting;
- A circulation network which responds to the existing and future movements, including landscaped footways and cycleways. Providing permeability within the site and to the wider local context promoting healthy living and community cohesion;
- Protecting and framing key views from within the site towards the iconic Gillette Tower;
- A high quality landscaped public realm, offering communal amenity space for future residents and existing wider community;
- Restoration of the Water Gardens on the northern boundary;
- Surface water drainage to be treated on site in the form of swales and attenuation basins;
- Promotion of biodiversity and sustainability through wildlife friendly planting and ecological enhancements;
- A safe and secure environment.





## 4.3 ILLUSTRATIVE LANDSCAPE MASTERPLAN

The Landscape Masterplan can be split into a series of distinct character areas, outlined below:

### 1. WATER GARDENS

The Water Gardens are located on the northern boundary, forming a key part of the public realm. Where appropriate the boundary trees will be retained and enhanced with additional tree planting. Landscaped footways meander through the open space offering views across the water body, animated with natural play elements and seating. The restoration of the Water Gardens will focus on promoting nature and wildlife.

### 2. THE CLEARING (PUBLIC SQUARE)

The Clearing provides an urban square on the eastern side of the development, gateway landscaping and a generous gap between the buildings offers views from Syon Lane and Grant Way into the civic space. An urban rill, tree planting and an amphitheatre will create a vibrant area of public realm appropriate to the new local hub for community, retail and other non-residential facilities.

### 3. THE MEANDER (PRINCIPLE GREEN SPACE)

Forming the principal communal green space within the development a naturalistic, swale weaves through the landscape connecting a series of green amenity lawns, wildflower meadows and planting. Natural play elements and seating integrated with the landscape provide opportunity for play, informal recreation and socialising.

### 4. THE BOULEVARD

The Boulevard forms the vehicular access into the development from Syon Lane, wide roadside verges provide opportunity for the inclusion of rain gardens and signature, avenue tree planting along the length of the Boulevard.

### 5. THE LANES

A change in surface finish, reduced kerb heights and carriageway widths define the Lanes secondary vehicle routes within the Site. Soft rain garden verges and character tree planting green these routes and further define the character. The Lanes provide direct routes onto the Meander and the Clearing providing legible east-west permeability through the development.

### 6 THE BOUNDARY STREETSCAPE

The boundary landscape provide a soft edge to the development with gently mounded landform, planted with trees and under-planted with wildflower meadows and other wildlife friendly species

Further details on these areas are described on the following pages.







Illustrative Landscape Masterplan



# 4.4 KEY SPACES - WATER GARDENS

## THE WATER GARDENS

Located at the northern extent of the site, restoration of this currently neglected public green space will create a new pocket park with an emphasis on nature and natural processes.



Biodiversity enhancements for wildlife



Landscaped shared footway/cycleway



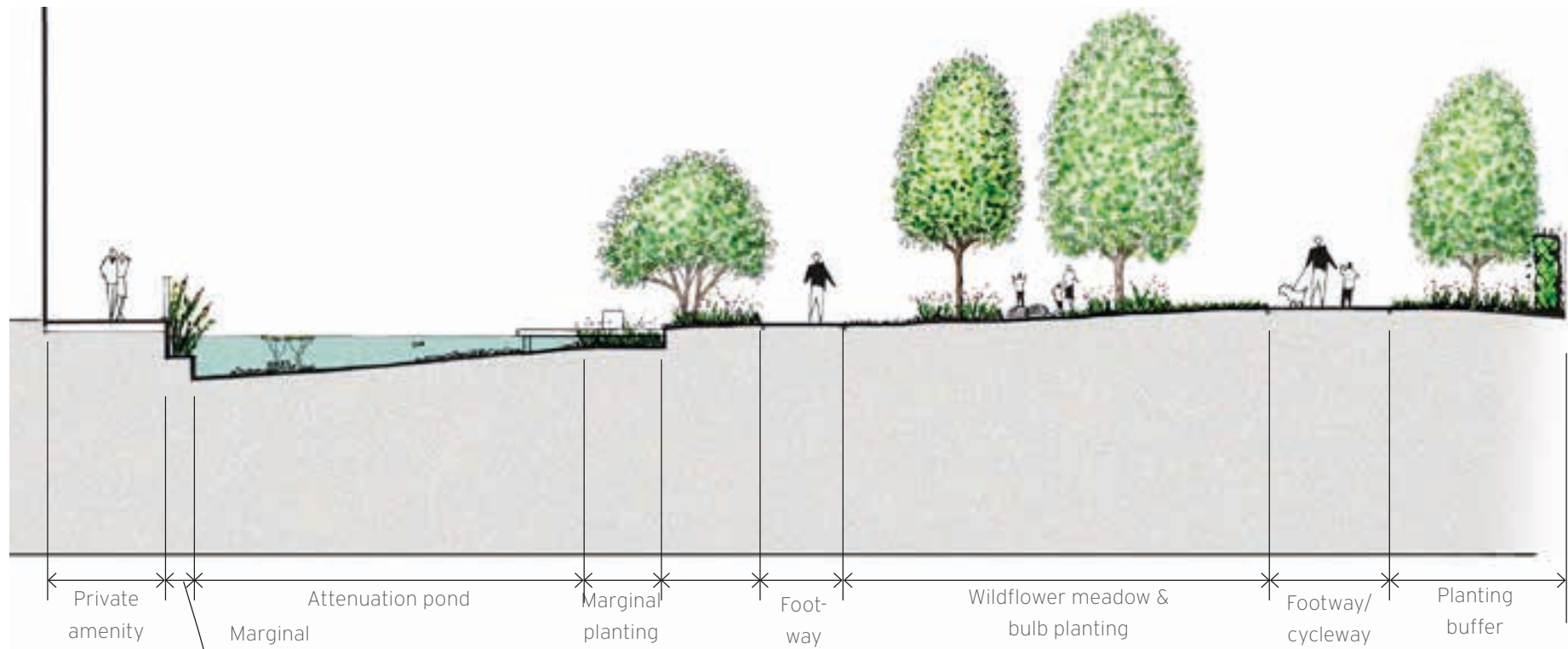
Natural Play



Viewing deck



Landscape Plan - NTS



Section AA - Typical Section through the water gardens - NTS

Located at the northern extent of the site, restoration of this currently neglected public green space will create a new pocket park with an emphasis on nature and natural processes.

A large permanent water body, integrated as part of the site's water management strategy, will be located adjacent to the built form creating an attractive outlook and separation to the publicly accessible park area.

To the north of the lake the landscaping will consist of retained trees, wildflower meadow and native tree planting, managed for benefits to wildlife.

A primary cycleway/footway installed as part of the Bolder Academy s278 works provides an east-west link to the north of the Water Gardens and an amenity trail provides access to the lake edge and viewing decks.

Species rich grassed areas are located along the footways with integrated, nature-inspired play elements and seating. The restored water gardens will provide a natural space which promotes and facilitates opportunities for communing with, and learning about, nature as part of everyday recreational, play and social activity.



A DAY IN THE LANDSCAPE



Landscaped shared footway/cycleway



Natural Play



Natural Play



Lawns create opportunities for informal recreation



The Water Gardens



# 4.4 KEY SPACES - THE CLEARING

## THE CLEARING

A flexible civic public space located at the confluence of key routes to the Sky Campus and Bolder Academy.



1

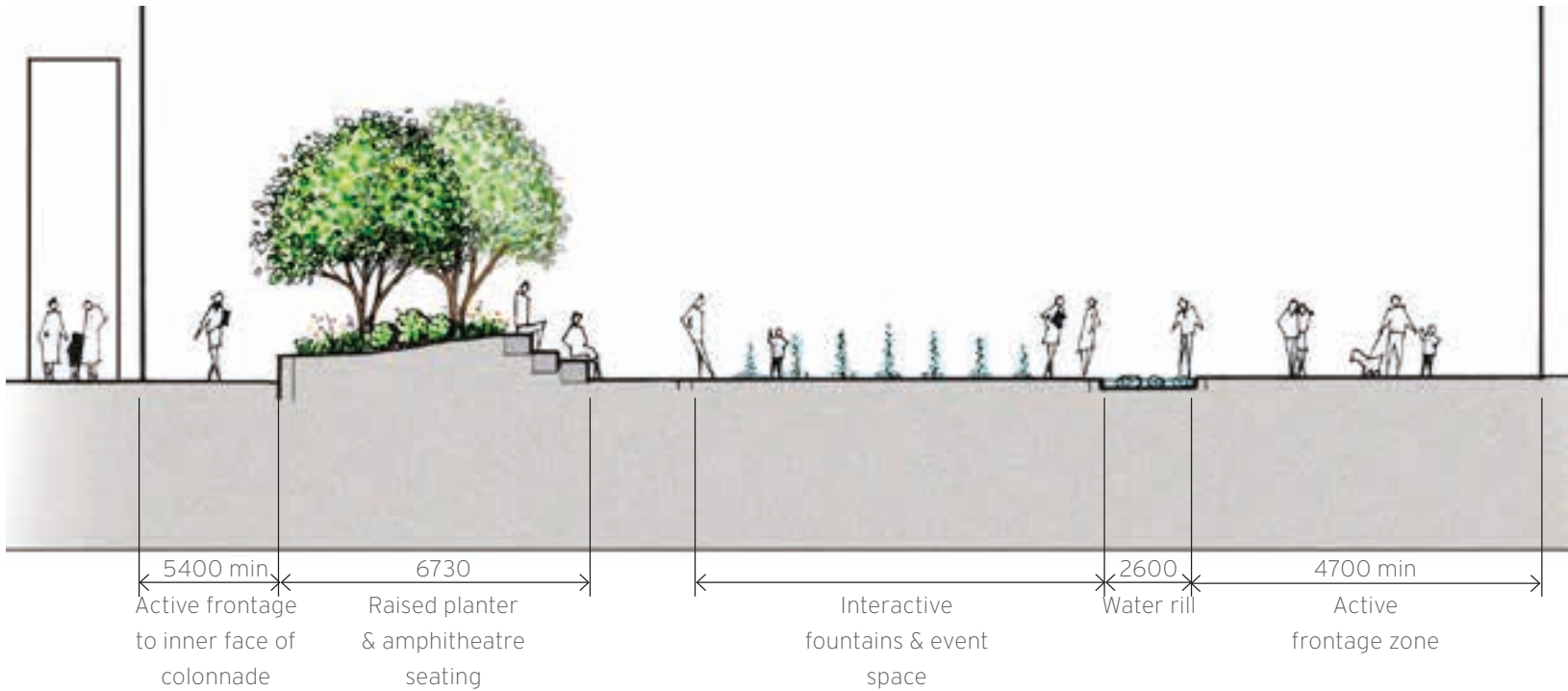


2



3

- 1. Water play - dancing jets
- 2. Community events
- 3. Amphitheatre



Section BB - Typical Section through the clearing piazza - NTS

The Clearing is located to the east of the Site and forms an important civic space within the public realm.

The character of the Clearing, responds to facilities and enhances the associated non-residential uses that form a local hub within this part of the Site. Strong permeable links connect into the Clearing in both a north-south and east-west directions, allowing it to be accessible for both the existing and proposed community.

Designed as a vehicular free space with appropriate landscape features to restrict access. The landscaping for the Clearing will include a sweeping urban rill with multiple crossing points following the pattern of the pedestrian desire routes, an interactive fountain, raised planters with tree planting and amphitheatre seating; providing an attractive integrated seating and public square with the flexibility to support a variety of uses and functions throughout the day and into the evening.



Landscape Plan - NTS



A DAY IN THE LANDSCAPE



1



2



3



4



5

- 1. Cafe culture
- 2. Local market
- 3. Seating areas for socialising
- 4. Water play
- 5. Community events space



The Clearing



# 4.4 KEY SPACES - THE MEANDER

## THE MEANDER

A new communal public green space with a green naturalistic landscape character.



1



2



3

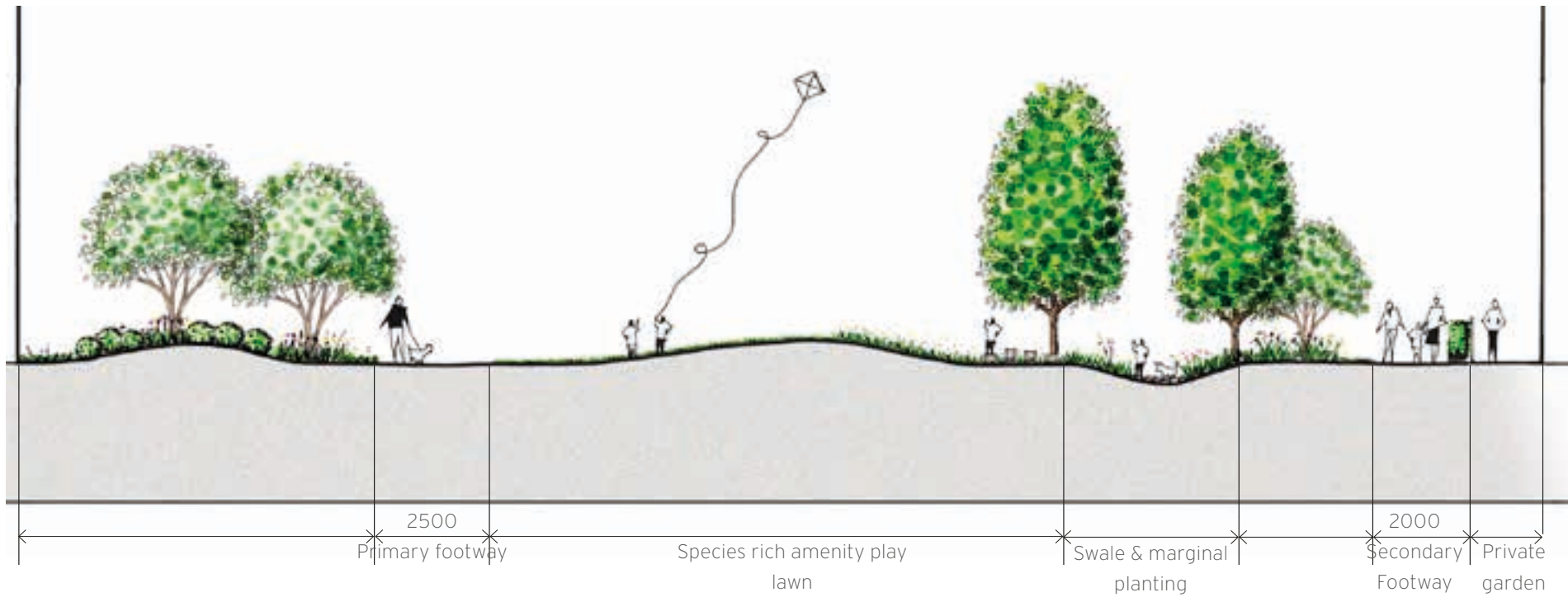
- 1-2. Natural landscape elements encouraging play
- 3. Eco-planting through green space

Located to the west, the Meander forms a significant communal green space enclosed and overlooked by residential frontages.

The natural movement of water is expressed as an open, temporal swale which flows through the landscape, following the natural topography of the site, attenuating and cleansing run-off before discharging into the balancing lake located in the Water Gardens.

The line of the swale defines a landscape comprising open, amenity lawns, wild flower meadows, perennial and tree planting. Seating areas and play elements integrated within the landscape create opportunities for informal recreation, relaxation, socialising within this rich green setting.

A primary footway is located along the full length of the green space, with secondary footways providing access into the buildings and links to other parts of the site.



Section CC - Typical Section through the Meander  
- NTS



Landscape Plan -  
NTS



A DAY IN THE LANDSCAPE



Landscaped walking/cycling routes



Amenity space for relaxation



Water play



Amenity space for socialising



Community space



The Meander CGI



# 4.4 KEY SPACES - THE BOULEVARD

## THE BOULEVARD

The Boulevard forms the main vehicular and service entrance into the proposed development.

Designed with a formal streetscape character reflecting the linear enclosure provided by the adjacent architecture and reinforced by semi-mature avenue tree planting.

The buildings are orientated to overlook the road and footways providing natural surveillance. Parallel parking and service bays are located along the road with generous breaks in the bays providing the opportunity for verges to be treated as rain gardens and parking bays with permeable paving where viable.

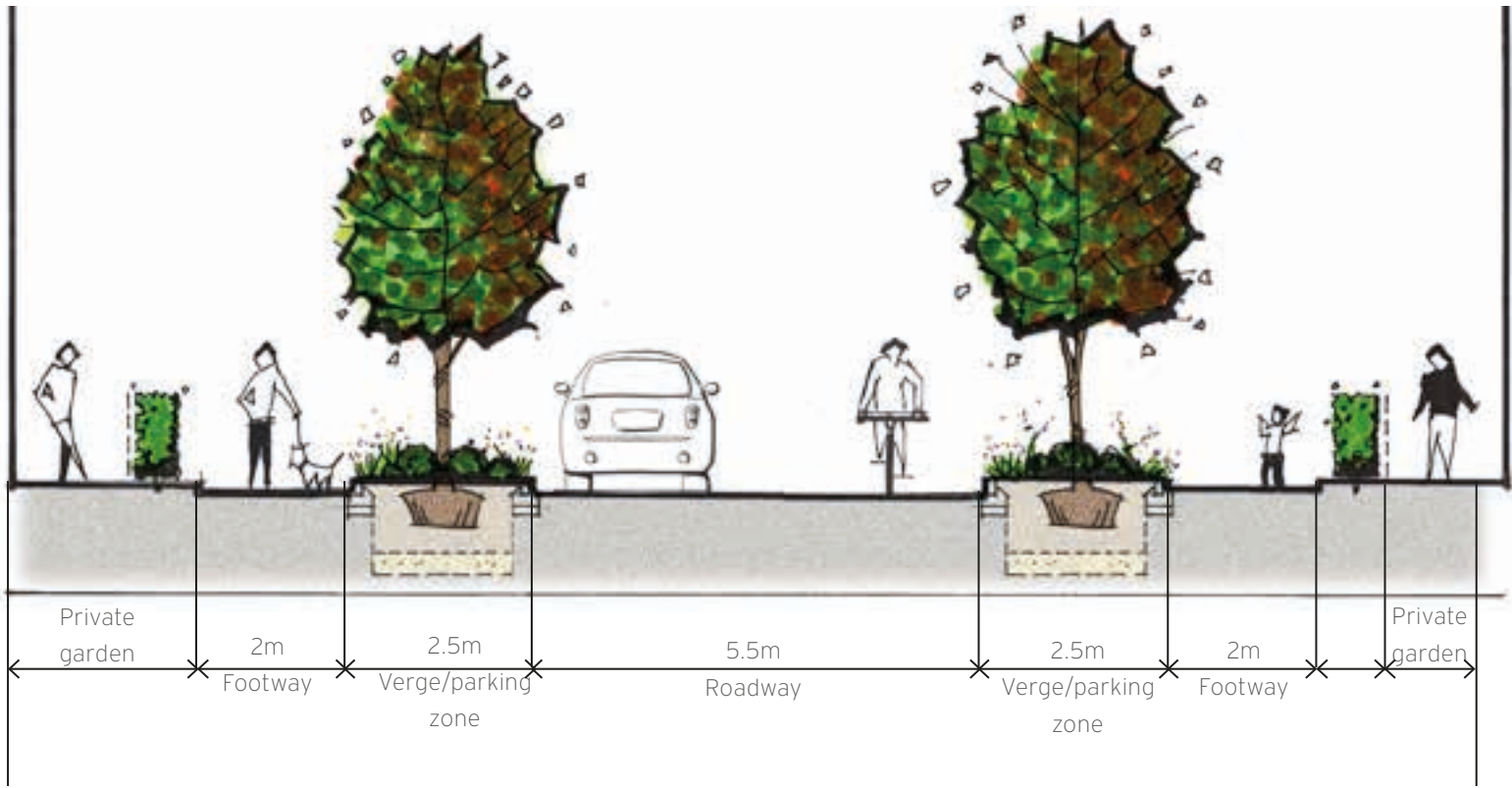
The majority of the site's residential parking and servicing, including that serving the Clearing, is accessed directly from the Boulevard, reducing the need for vehicle movements in other parts of the site.



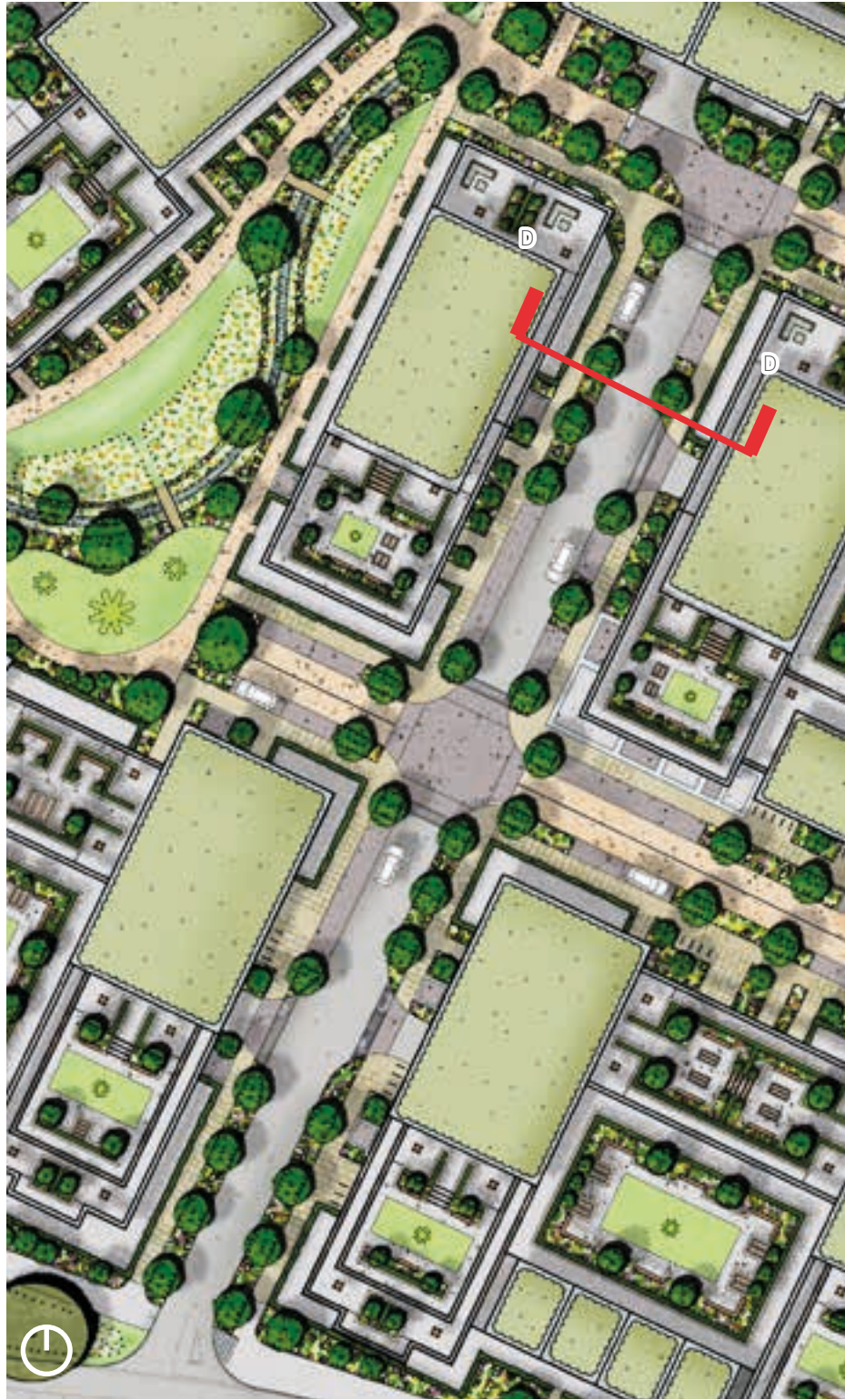
Boulevard tree planting



Bioretention rain garden



Section DD - Typical Arrival Boulevard Section - NTS



Landscape Plan - NTS



## 4.4 KEY SPACES - THE LANES

### THE LANES

The narrower Lanes form secondary east-west vehicle and service routes within the site.

With reduced vehicle movements compared to the Boulevard, the carriageway widths and kerb heights are reduced and the carriageway delineated by a change in surface finish.

The character of the Lanes is further reinforced through a change in street tree species and the incorporation of rain gardens into the verges, where viable.

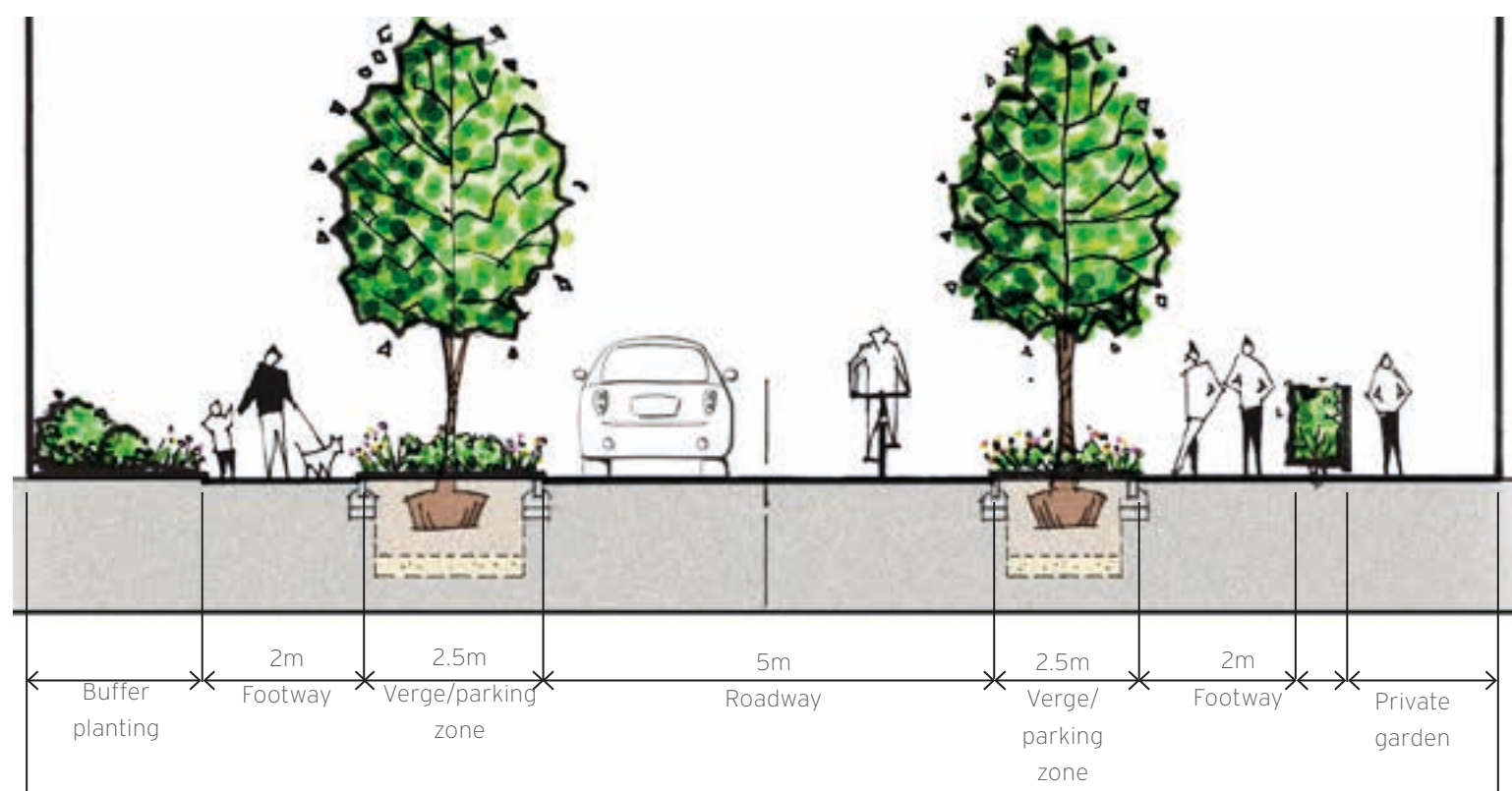
Due to the proximity of the Clearing and the Mobility Hub, the majority of parking provision within the Lanes is dedicated for car club spaces and special purpose parking - i.e. the GP surgery.



Granolithic sett paving



Boulevard tree planting



Section EE - Typical Lane Section - NTS



Landscape Plan - NTS



# 4.4 KEY SPACES - THE PODIUM GARDENS AND ROOF TERRACE

## THE PODIUM GARDENS & ROOF TERRACE

The buildings will be designed to have podium gardens accessible to the residents of that building.

These spaces will include lawns, trees and shrub planting selected to provide year round seasonal interest and value for wildlife.

The podium gardens will integrate measure for play provision and communal seating areas, offering opportunity for socialising and informal relaxation and recreation. Within the planting beds for each of the podium gardens space will allocated to allow residents the opportunities to engage in food production.

This provision will be monitored and replacement planting installed if demand is not present. Private roof terraces are located to the perimeter of the communal podium gardens.

The boundaries will be clearly defined with railing and hedge planting and additional planting in the communal podium gardens to provide additional privacy and separation.

### LANDSCAPE ELEMENTS

- 1. Access into building
- 2. Rose arch gateway
- 3. Raised planter with integrated seating
- 4. Multi-stem tree & shrub planting
- 5. Amenity lawn with integrated play elements
- 6. Stepping stone path
- 7. Private residential gardens
- 8. Green/brown roof (upper level)



Podium garden



Opportunity for community growing beds



## 4.4 KEY SPACES - PRIVATE TERRACES



### LANDSCAPE ELEMENTS

1. Private terrace
2. Hedge and railing treatment
3. Landscape buffer planting

### PRIVATE TERRACES

Private terraces should be designed to have appropriate boundary treatment to provide a secure space and uniform landscape treatment, including railings to the perimeter and a hedge treatment. The hedging should be within the public realm to ensure appropriate management. The private terraces boundary treatment varies slightly across the scheme as outlined below:

- The Boulevard and the Lanes - Private terraces railing and evergreen hedge treatment
- The Meander - Private terraces railing and native hedge treatment, additional buffer planting adjacent to the hedging along the primary footway
- Syon Lane and Macfarlane Lane - Private terraces railing and evergreen hedge treatment additional buffer planting adjacent to the hedging
- Water Gardens - Timber decked terraces with timber latticed balustrade



Railing and evergreen hedge treatment to private terrace



Hedge treatment and additional buffer landscaping to provide separation to the amenity space



## 4.5 ILLUSTRATIVE MASTERPLAN

### THE MASTERPLAN

The proposed development will consist of a coherent network of streets and spaces, forming a framework within which parcels of development sit.

These development parcels will provide residential accommodation and a mix of other community and commercial uses along with supporting ancillary accommodation.

The illustrative masterplan shows how it is proposed to bring these elements together to create a high quality new neighbourhood with an attractive and vibrant public realm.

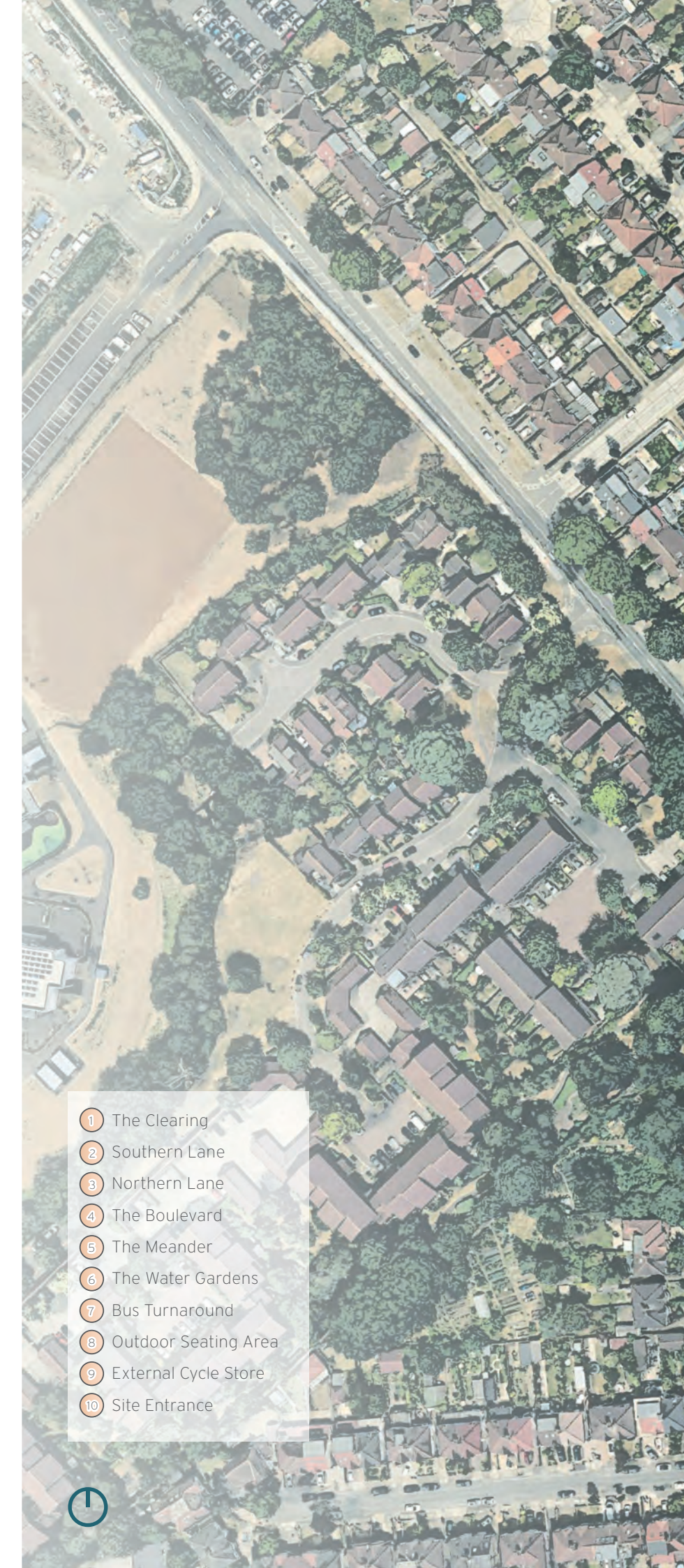
### MIX OF USES & QUANTUM OF DEVELOPMENT

The application proposes between 3,000 sqm and 5,000 sqm of flexible non-residential floorspace comprising commercial, business and service space (Class E), local community space (Classes F2), a public house (sui generis) and/or a mobility hub (sui generis); excluding covered servicing area for non-residential uses.

For the purposes of assessing the effects associated with this non-residential floorspace, the following breakdown of uses has been adopted within this report, which is considered to provide a robust assessment of the likely effects of this flexible floorspace:

- 1,000 sqm of retail (previously use classes A1-A4)
- 1,000 sqm of commercial (previously use class B1)
- 1,000 sqm of community (previously use classes D1-D2)

The design decision was to concentrate all commercial, residential and community uses along the Clearing and Southern Lane to form a cohesive space, with a strong servicing strategy.



- 1 The Clearing
- 2 Southern Lane
- 3 Northern Lane
- 4 The Boulevard
- 5 The Meander
- 6 The Water Gardens
- 7 Bus Turnaround
- 8 Outdoor Seating Area
- 9 External Cycle Store
- 10 Site Entrance







Sky Campus

Playing fields

Oaklands Avenue

Gower Road

Macfarlane Lane

Syon Lane

Grant Way

Gillette Building

Great West Road

6

7

3

5

2

1

9

8

10

4



# 4.5 ILLUSTRATIVE MASTERPLAN

## MIXED USE STRATEGY

The proposed mixed uses are closely related to the needs of the new and existing community. These are principally located around the Clearing and in close proximity to the Water Garden.

The concierge is located along the Boulevard, aiding with wayfinding and facilitating deliveries. Alongside this, the community hall is situated along the Southern Lane. Other community uses include a pharmacy and a GP surgery, both located at the southern edge of the Clearing.

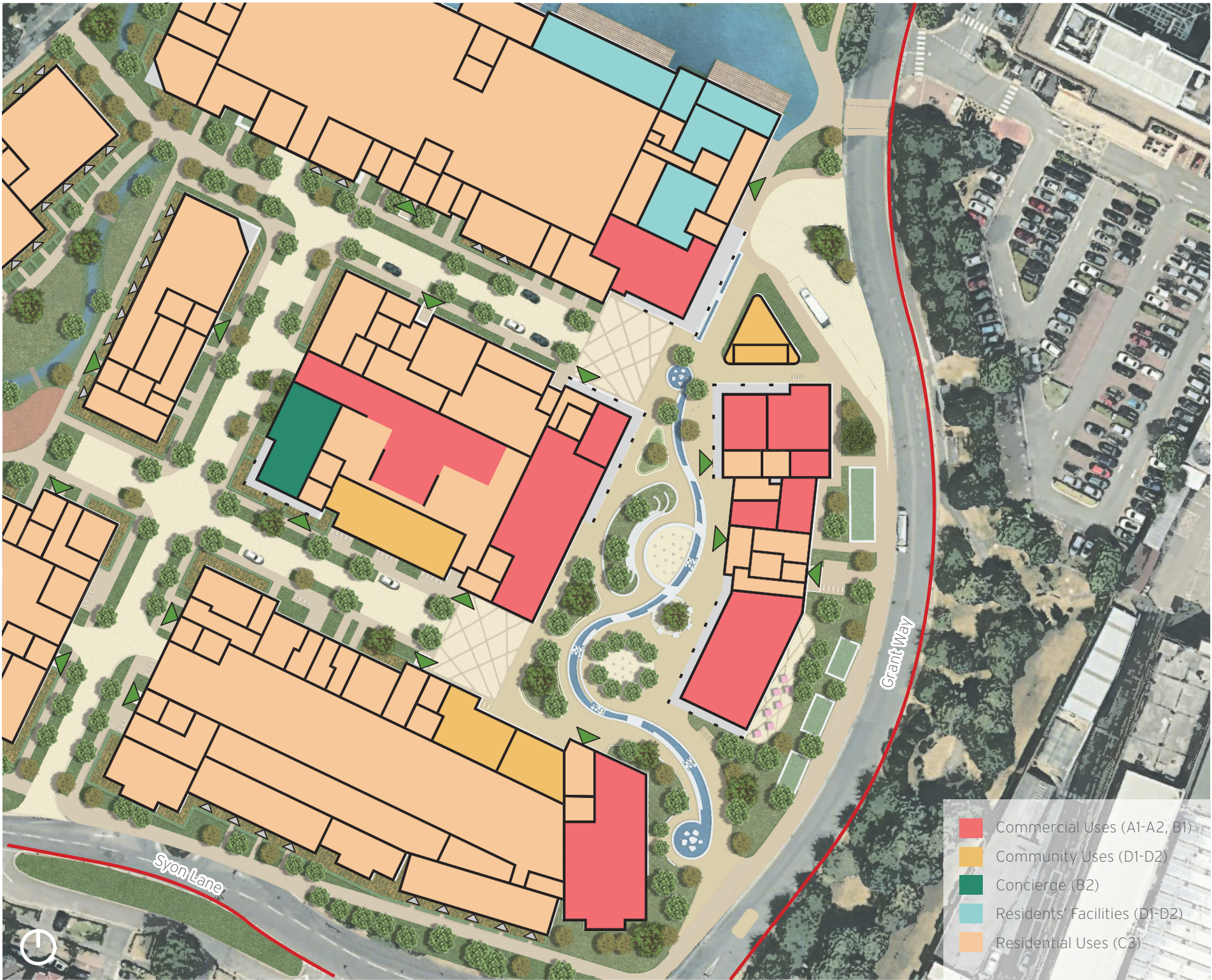
The residential facilities are clustered around the Water Gardens, and include a swimming pool and an external deck looking over the water.

The supermarket is located in a prominent location, facing the Clearing, but backing onto a podium parking/servicing area, allowing commercial deliveries to be managed within this enclosed space. This strategy allows for activities within the Clearing to occur unhindered by back of house commercial activities and deliveries. Through this, the residential quality in the area is also protected.

The gastro pub, situated at the corner of Development Parcel B and at the entrance to the development, activates both the Clearing and Grant Way. Spill out spaces in the Clearing and Grant Way will enjoy morning and evening sun.

A mobility hub is proposed to be located in a standalone building, adjacent to the bus stop to the north of the public space. This building will contain various facilities related to public transport - including a welfare facility for bus drivers - as well as information on wider accessibility and bike hire/storage. This building forms the gateway to the site from the north.

Other proposed commercial uses include a florist, cafe and hairdressers, which complement the neighbouring local uses and support the development of a diverse and successful community.





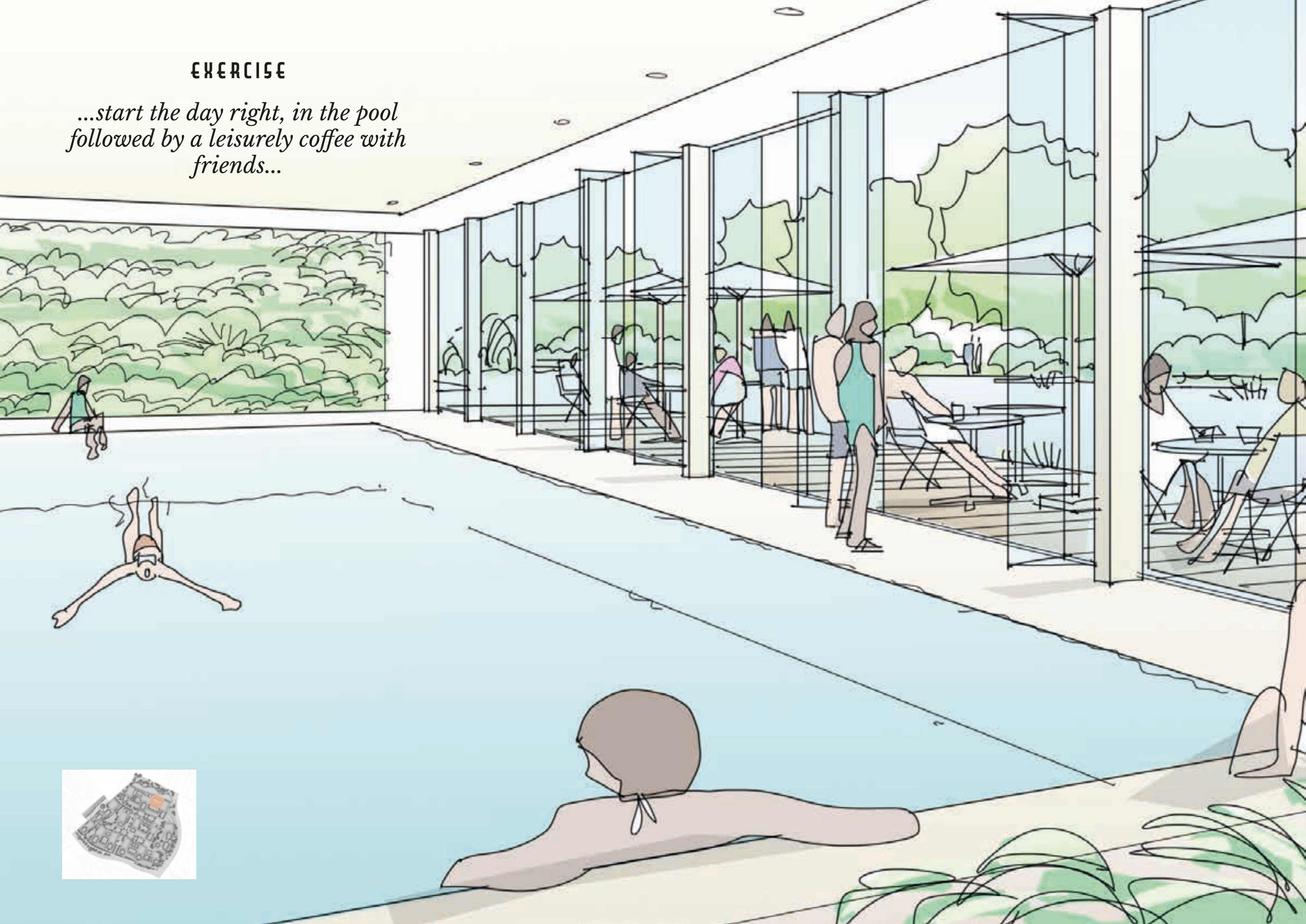


- 1 Pool/Sauna/Steam
- 2 Residents' Lounge
- 3 Residents' Gaming/Cinema
- 4 Office
- 5 Mobility Hub
- 6 Cafe
- 7 Office
- 8 Florist
- 9 Gastro Pub
- 10 Pharmacy
- 11 GP
- 12 Community Hall
- 13 Concierge



## EXERCISE

*...start the day right, in the pool  
followed by a leisurely coffee with  
friends...*







## EXERCISE

*...arrange to meet a friends at the  
mobility hub to plan your weekend  
cycle ride & trip to Ealing...*





ENJOY

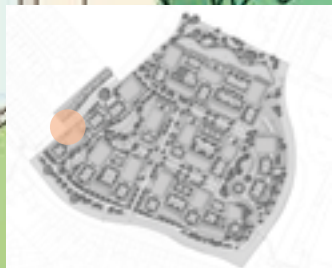
*...take a stroll around the  
development, starting on Grant  
Way...*





ENJOY

*..and north along MacFarlane  
Lane with the pupils from the new  
Bolder Academy...*







## SHOP

*...the General Store, addressing  
the Clearing, offering essentials  
for residents, workers and the  
community...*





## MEET

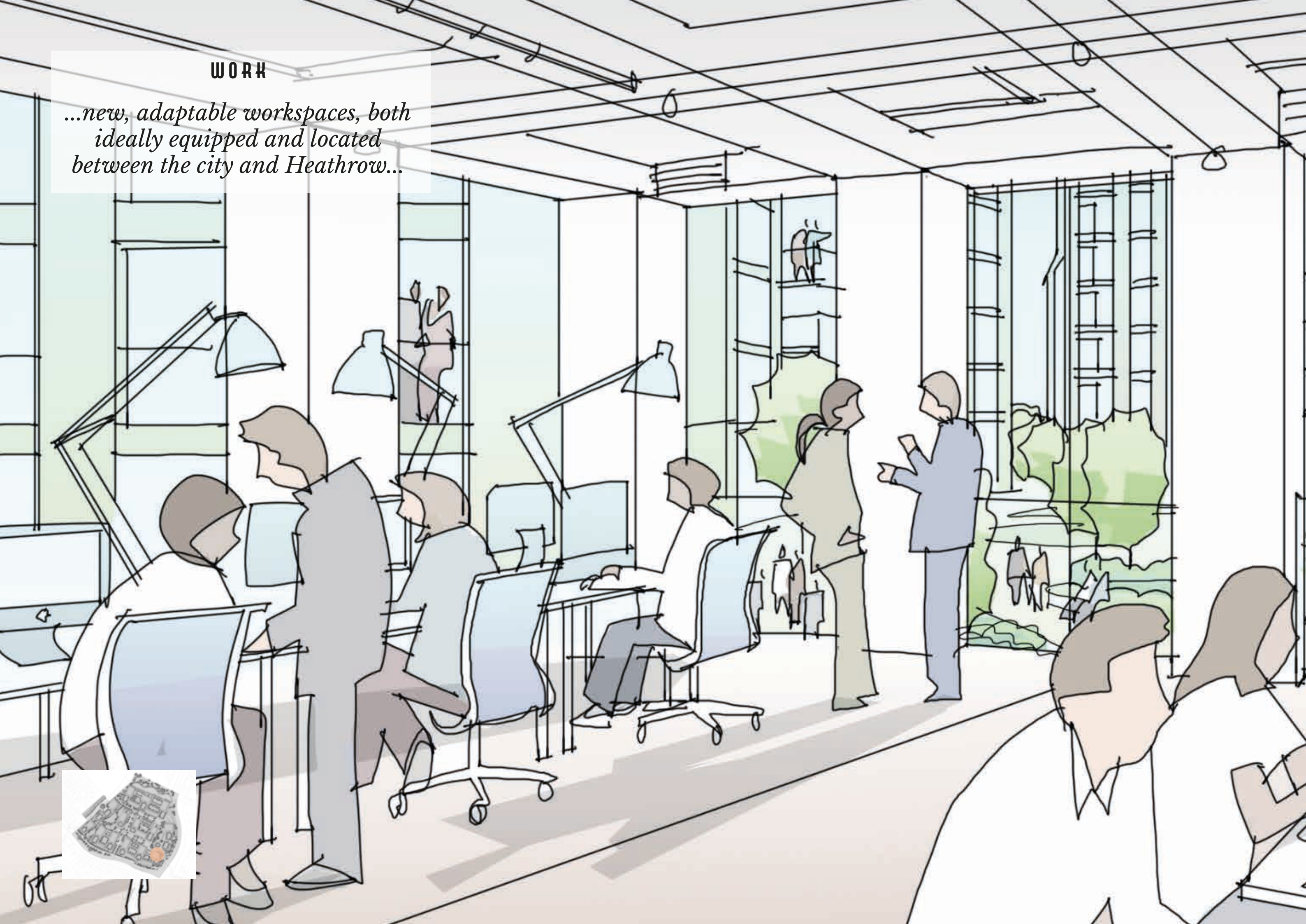
*...fine summer evenings flood  
the Clearing with evening  
sun, the ideal place to meet  
after work...*



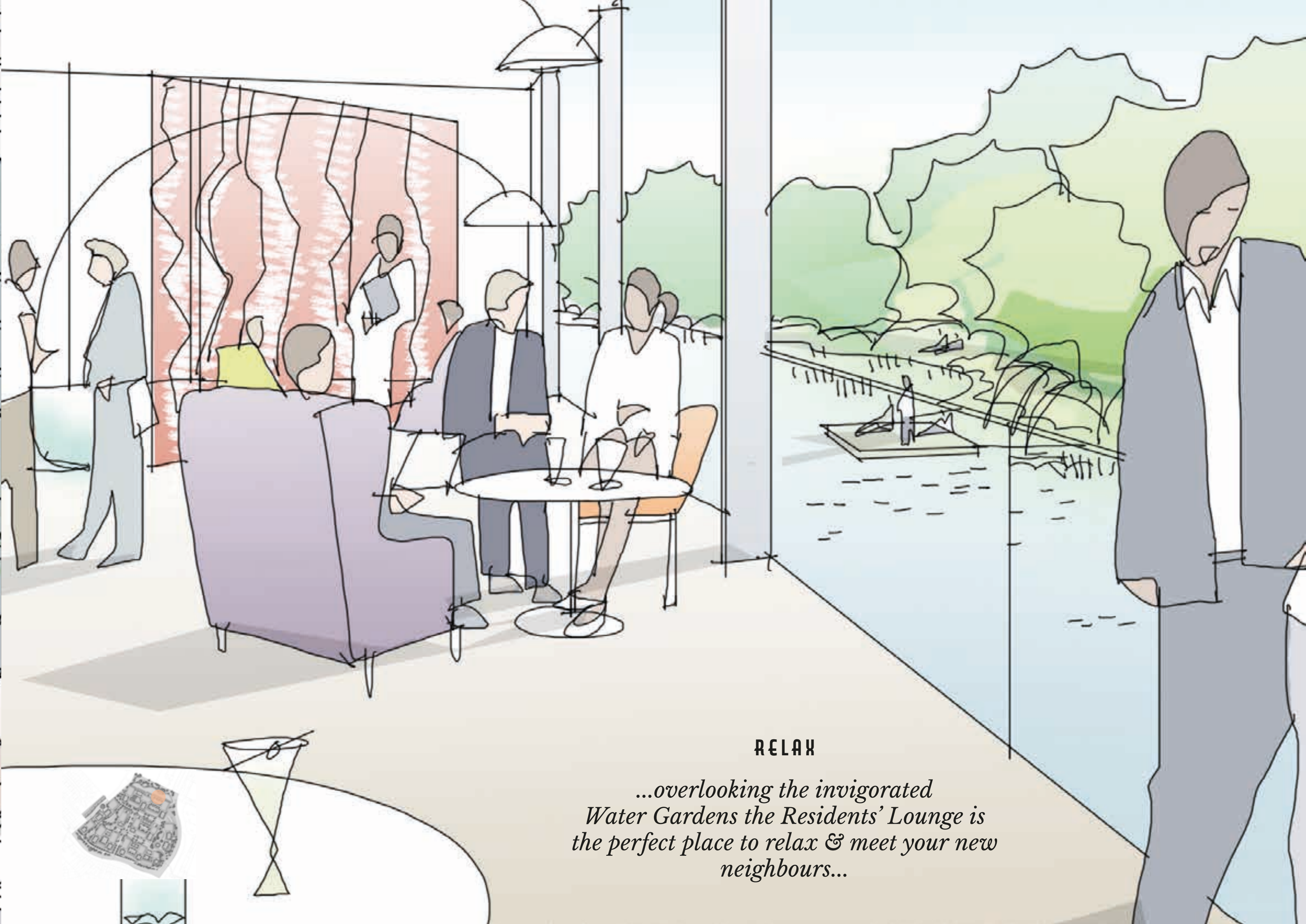


## WORK

*...new, adaptable workspaces, both ideally equipped and located between the city and Heathrow...*





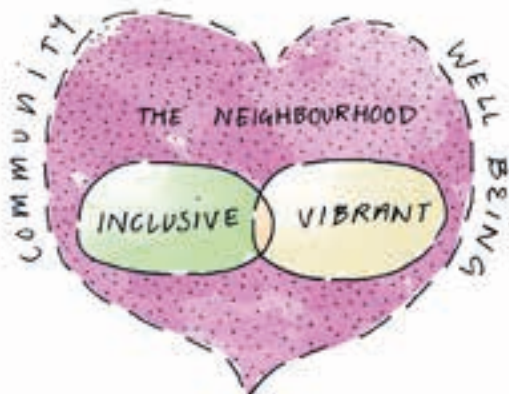


RELAX

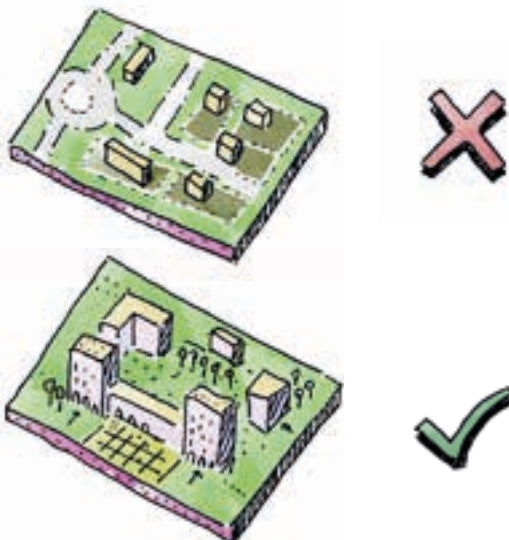
*...overlooking the invigorated  
Water Gardens the Residents' Lounge is  
the perfect place to relax & meet your new  
neighbours...*



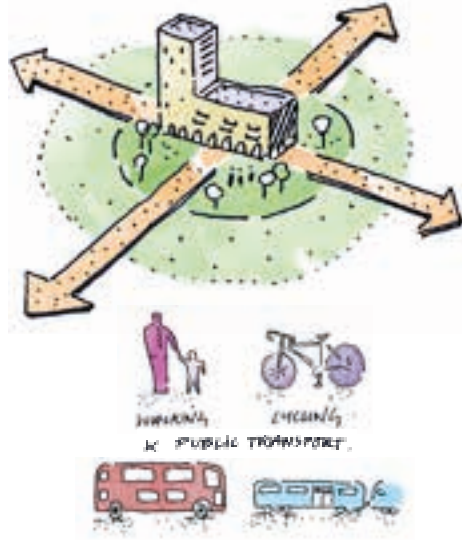
# 4.6 HEALTHY PLACEMAKING



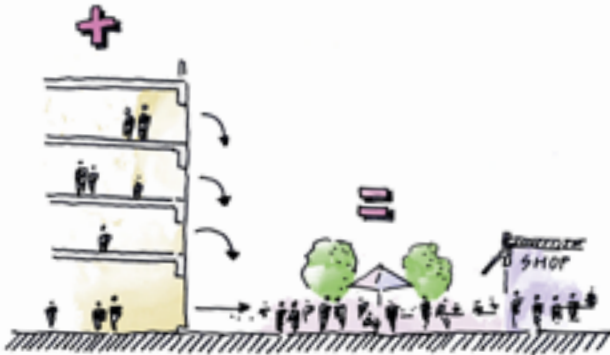
1. The proposals create an inclusive, vibrant neighbourhood to generate a sense of community and well-being.



2. Land has been considered as a precious resource with the use of compact, higher density housing typologies.



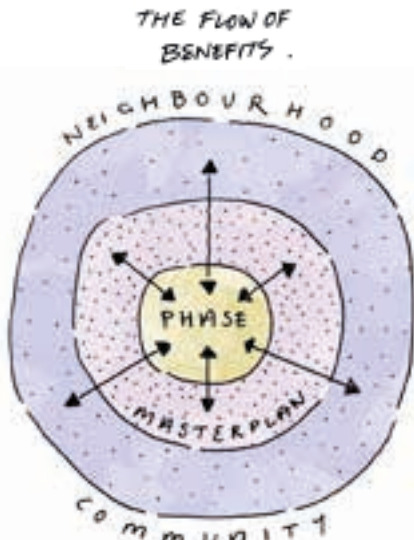
3. The amount of parking is minimised, taking advantage of the accessible location to promote use of local transport, cycling and walking and thereby improve air quality.



4. The proposals intensify the residential population to improve footfall and support the retail and employment uses on the site and in the local area.



5. The lives of residents and visitors will be improved by embracing nature into the site; with parkland and landscaped streets that contribute to comfortable microclimates and biodiversity net gain.



6. Each phase of development will contribute to the broader masterplan and the wider Osterley community, to rethink social infrastructure and disseminate benefits.



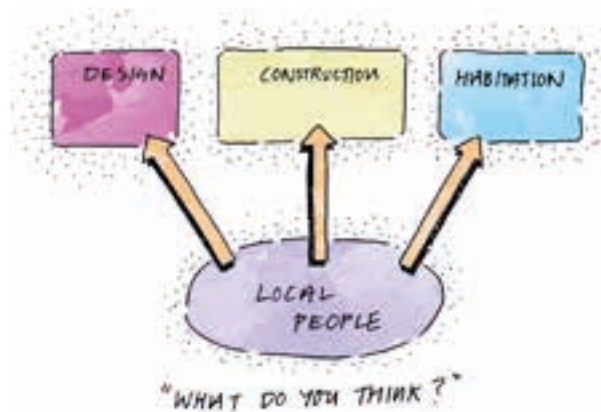
7. Development will provide a mix of homes across the site and on each floor, with opportunities for chance meetings to respond to London's diversity and counter isolation.



8. Proposals will deliver an engaging and well designed public realm that is stimulating and encourages social interaction is self-policing, and generates a sense of pride.



## 4.6 HEALTHY PLACEMAKING



**9.** The design process has empowered the community and built trust by reaching out to involve local people and stakeholders. This will continue into construction and habitation.



**10.** Proposals offer the chance to maximise the southerly aspect of homes and promote dual aspect to create attractive and liveable homes.

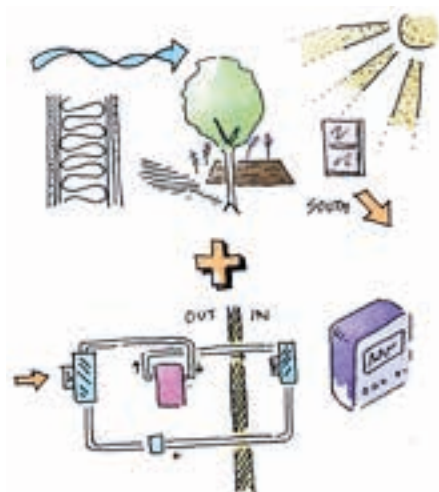


**11.** Proposals seek to optimise views from homes out towards green space and provide balcony and terrace amenity space to encourage greater interaction with the outdoors.

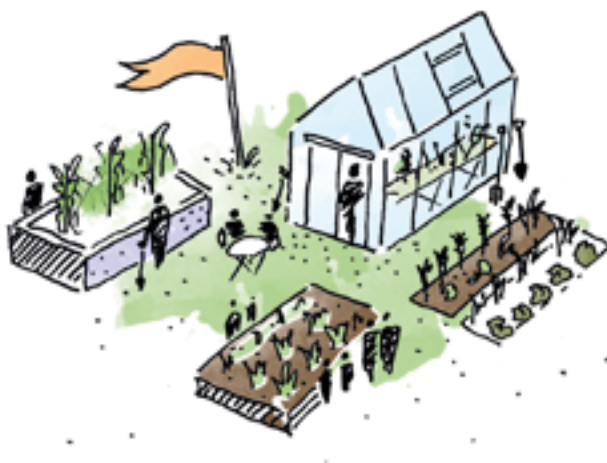
HIGH QUALITY,  
LOW MAINTENANCE.



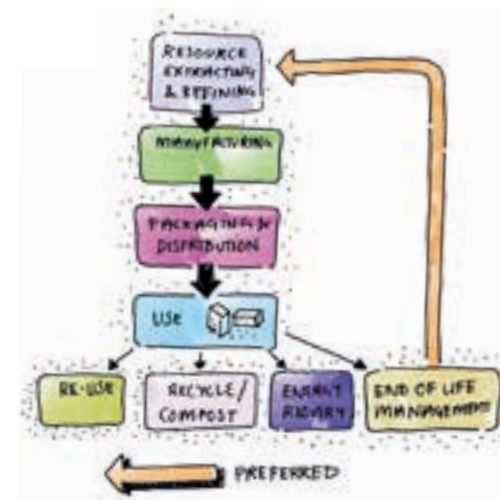
**12.** Proposals promote a palette of robust and long-lasting materials that inform the architecture and will create high quality, low maintenance buildings.



**13.** Proposals encourage the use of passive technologies to minimise energy usage and technological advancement in energy creation.



**14.** Residents will be engaged in the improvement of the quality and productivity of the landscaped spaces for recreation and a heightened sense of ownership.



**15.** Proposals will consider the full lifecycle of materials and their ability to be recycled as well as understanding the opportunity for the recycling of existing materials present on site.



**16.** The proposals are designed to create something uniquely 'Osterley' to ground the project and reinforce a sense of identity and belonging.







# LANDSCAPE STRATEGY





# 5.1 OPEN SPACE STRATEGY

## LANDSCAPE OPEN SPACE STRATEGY

London Borough of Hounslow set out their requirements for flatted developments within Local Plan policy SC5.2. The proposed development requires a residual communal open space requirement of 31,358sqm. The proposed development is committed to providing a minimum of 20,000sqm publicly accessible space and 8,000sqm of communal amenity space.

The landscape masterplan recognises the importance of providing high quality accessible open space for the future residents and the existing local community. As illustrated on the adjacent plan the proposed open spaces can be categorised into the following:

### Publicly Accessible Space

The landscape masterplan has been designed to provide an accessible and diverse public realm, easily accessed from the surrounding streets. These spaces include the Water Gardens along the north, the Clearing public square on the eastern side and the Meander greenspace along the western side, all connected by generous width footways.

### Residents Only Communal Amenity Space

The residents only communal amenity space is located on podium garden and roof terraces, comprising of lawns, tree and shrub planting selected for all year round seasonal interest and value to wildlife. Communal seating areas provide opportunity for socialising and the open lawn spaces offer space for play, relaxation and informal recreation.

### Private Amenity Space

The private terraces are restricted to access by individual residents, the boundaries will be clearly defined with railings and planting to provide privacy and separation.

Key:

The Site boundary  
[Area= 54,482 sqm]

Public Space  
[Area= 16,201 sqm]

Communal Amenity Space with public access  
[Area= 8,429 sqm]

**Total Publicly Accessible Space - 24,630 sqm**

Communal Amenity Space - Podium Gardens with residential access only  
[Area= 2,945 sqm]

Communal Amenity Space - Roof Terraces with residential access only  
[Area= 6,166 sqm]

**Total Residents Only Communal Amenity Space - 9,111 sqm**

Private Amenity Space - Ground Floor  
[Area = 2,225 sqm]

Private Amenity Space - Upper Floors  
[Area = 7,493 sqm]

**Total Private Amenity Space - 9,718 sqm**



Illustrative Open Space Strategy Plan



Public Space



Communal Amenity Space



Communal Amenity Space - podium gardens/roof terraces





# 5.2 PLAY SPACE STRATEGY



Illustrative Play Space Strategy Plan


## PLAY SPACE

GLA Play space requirements:

Typology	Masterplan Requires
Children under 5 years old	3,026 sqm
Children 5-11 year olds	2,083 sqm
Children 12+ year olds	959 sqm
<b>Total</b>	<b>6,068 sqm</b>

The masterplan will deliver the minimum commitment for 5,000 sqm of play space.  
The illustrative masterplan indicates a play space provision of 5,530 sqm.

### Legend

 Play space  
(Area = 5,530 sqm)

## PLAY SPACE STRATEGY

The play strategy for Osterley Place integrates play within the overall open space/amenity strategy.

Opportunities for play will be distributed throughout the public realm, with the use of natural landscape features, seating providing a flexible and playable landscape, offering a landscape suitable for different ages and shared by all generations.

The play strategy recognises that play takes place within a variety of settings and may not involve formal play equipment. Opportunities for play are proposed to occur within the whole environment that a child occupies; the street, along well-defined and overlooked 'playable routes', along key pedestrian connections, green spaces, communal courtyards and private gardens.

The Meander greenspace provides the opportunity for the swale to be designed to allow for play, accessible footways allow children to use 'ride on toys' encouraging play-on-the-way and open lawn areas provide informal amenity space.

The Clearing public square will be designed to have an area of dancing water jets, water rills, mounds for climbing and seating areas for socialising.

The Water Gardens provides landscape footways with open lawn areas for informal amenity space, various landscaped play features will be distributed along the footways, including timber climbing logs and hollow trunks.

The communal podium gardens will be designed to include lawns for informal play and leisure, animated with landscape features to encourage play and seating for socialising.



Landscape features integrating play



Water play



Open lawn areas



Games



Play on the way





# 5.3 BIODIVERSITY

The landscape function of the green grid is to provide a balance between ecology and amenity where both co-exist in parallel to provide a beautiful and naturalistic landscape for play and biodiversity.

St Edward Homes Limited, and the Berkeley Group, are committed to ensuring all their new developments create biodiversity net gain. This is part of a strategic plan for the company called Our Vision captured in the 'Nine Concepts Guide - Making Space for Beauty and Nature', as outlined in the adjacent diagram.

The landscape masterplan has responded to these commitment opportunities to enhance the biodiversity of the proposed development, including the following elements for the promotion of biodiversity:

- New tree and shrub planting including native species or species for wildlife value
- Wildflower grasslands throughout the green grid
- Species rich amenity grass to lawns
- Swales and attenuation basins planted with marginal aquatics
- Native hedge planting to private residential gardens
- Bird and bat nesting boxes inbuilt to the buildings and attached to trees, suitably located within minimal lit vegetated corridors
- Invertebrate 'Bug Hotels'
- Biodiverse and brown roofs - Biodiverse roofs will have additional features such as biodiverse wildflower planting, boulders and pebbles, log piles, integrated bird boxes and insect hotels
- Any fencing to have a 13cm gap at the base for movement of hedgehogs
- Lighting strategy to be sensitive to bats and informed by the team's ecologist
- Additional enhancement for invertebrate species will be provided through provision of log piles, pebbles, cobbles and boulders within the landscape planting
- Where appropriate provision for information boards, advising visitors on the ecological features present and their importance for wildlife.



Wildflower grassland



Woodland tree planting



Attenuation basin



Landscaped cycleways



Wildlife Planting



Integrated bat/bird boxes



Bird boxes



Berkeley Group nine concepts



## 5.3 BIODIVERSITY

### BIODIVERSE AND BROWN ROOFS

Where podium gardens are not required the remaining roofs will be designed as biodiverse green and brown roofs. The aim of these roofs is to create natural habitats to support a variety of plants, birds, animals and invertebrates. These roof will also include stone, sand and dead wood to form different habitats, ideally to support insect life.

These roofs are important for providing habitat stepping stones within an urban environment, between the large green open habitats of Syon and Osterley Park.



Illustrative biodiverse and brown roof plan



Brown roof



Biodiverse roof



# 5.4 SUSTAINABLE DRAINAGE STRATEGY

As part of the site wide surface water drainage strategy the inclusion of SUDs elements have been a key consideration, improving the water quality, whilst creating biodiversity benefits. The water strategy will form an integral part of the landscape-led masterplan design.

The swales and the Water Gardens will be designed to function as natural landscape features within the green grid, providing functional and attractive elements of drainage. This will be achieved with gentle slopes of less than 1:3, natural landscape shapes and marginal aquatic planting.

Where viable, parking bays should include permeable paving and verges designed as rain gardens.



Planting to the edge of the Water Gardens



Swales planted to enhance biodiversity



Swales planted to enhance biodiversity



Opportunity to create playful spaces



Rain gardens



Illustrative Sustainable Drainage Strategy Plan

## Legend

	The Site boundary		Rain garden		Direction of flow
	Permanent water body		Piped flow		
	Temporal swale		Permeable paving		



## 5.5 PLANTING STRATEGY

The proposed landscaping has maximised tree planting opportunities, divided into the following categories and illustrated by the plan and images on the following pages. Further detail on the proposed tree strategy can be seen in the Design Code for Osterley Place.



Existing retained trees

The masterplan is retaining 24 trees and a minimum of 300 new trees will be planted



Illustrative Tree Strategy Plan

### Meander Green Space

Acer negundo (multi-stem)  
Betula nigra (multi-stem)  
Betula pendula  
Cornus mas (multi-stem)  
Corylus avellana (multi-stem)  
Euonymus alatus (multi-stem)  
Malus toringo (multi-stem umbrella)

### Clearing Piazza

Amelanchier lamarkii (multi-stem umbrella)  
Betula jacquemontii (multi-stem)  
Ginkgo biloba  
Malus baccata 'Street Parade' (roof trained)  
Metasequoia glyptostroboides  
Platanus acerifolia (pollarded)

### Building Frontages

Amelanchier lamarkii (multi-stem umbrella)  
Crataegus prunifolia (multi-stem umbrella)  
Euonymus alatus 'Compactus' (multi-stem)  
Magnolia 'Susan' (multi-stem)  
Magnolia stellata (bush)  
Malus 'Evereste' (multi-stem umbrella)  
Parrotia persica (multi-stem)  
Photinia x fraseri 'Red Robin' (multi-branched umbrella)  
Viburnum rhytidophyllum (multi-stem)

### Internal Streets

Carpinus betulus 'Frans Fontaine'  
Acer freemanii 'Autumn Blaze' (main avenue)

### Podium Specimens & Multi-stems

Amelanchier lamarkii (multi-stem umbrella)  
Crataegus prunifolia (multi-stem umbrella)  
Magnolia 'Susan' (multi-stem)  
Magnolia stellata (bush)  
Osmanthus burkwoodii (clipped form with round crown)  
Parrotia persica (multi-stem)  
Photinia x fraseri 'Red Robin' (multi-branched umbrella)  
Prunus lusitanica (3/4 standard)

### Syon Lane & Grant Way

Betula pendula  
Carpinus betulus 'Fastigiata' (entrance to Piazza)  
Corylus avellana (multi-stem)  
Euonymus alatus (multi-stem)  
Malus 'Evereste' (multi-stem umbrella)  
Prunus avium 'Plena'  
Tilia cordata 'Green Spire'  
Tilia cordata 'Rancho'

### Water Gardens

Alnus glutinosa  
Alnus glutinosa (multi-stem)  
Betula pubescens (multi-stem)  
Cornus mas (multi-stem)  
Populus tremula (multi-stem)  
Salix caprea (multi-stem)  
Salix babylonica 'Tortuosa'  
Betula nigra (multi-stem)



# 5.5 PLANTING STRATEGY

## Clearing Piazza Tree Images



Betula jacquemontii, multi-stem



Ginkgo biloba



Malus baccata 'Street Parade', roof trained



Metasequoia glyptostroboides



Platanus acerifolia, pollarded



Sorbus torminalis

## Meander Green Space Tree Images



Acer negundo, multi-stem



Betula nigra



Cornus mas, multi-stem



Euonymus alatus



Malus toringo, multi-stem

## Water Gardens Tree Images



Alnus glutinosa, multi-stem



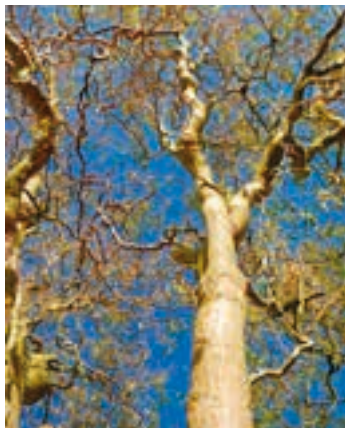
Alnus glutinosa



Betula pubescens multi-stem



Populus tremula multi-stem



Salix babylonica 'Tortuosa'

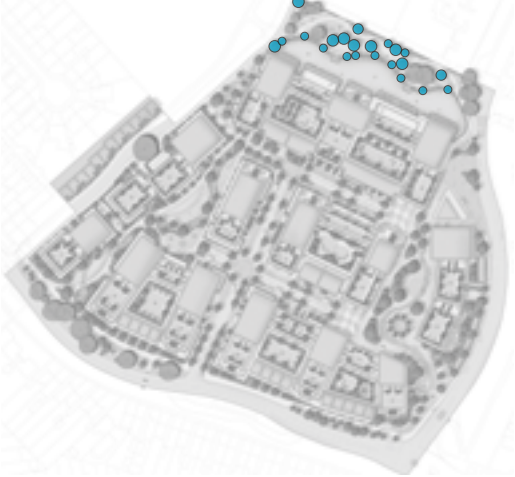
## Clearing Piazza Tree Location Plan



## Meander Green Space Tree Location Plan



## Water Gardens Tree Location Plan





# 5.5 PLANTING STRATEGY

## Syon Lane & Grant Way Tree Images



Betula pendula



Carpinus betulus 'Fastigiata'



Corylus avellana, multi-stem



Malus 'Evereste', multi-stem umbrella



Prunus avium 'Plena'



Tilia cordata 'Green Spire'



Tilia cordata 'Rancho'

## Syon Lane & Grant Way Tree Location Plan



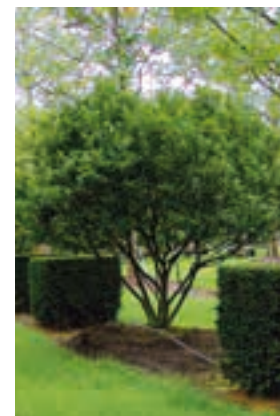
## Building Frontages Tree Images



Amelanchier lamarckii (multi-stem Umbrella)



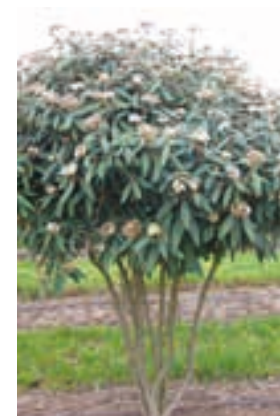
Crataegus prunifolia



Magnolia 'Susan'



Malus 'Evereste', multi-stem umbrella



Viburnum rhytidophyllum



Acer freemanii 'Autumn Blaze'



Carpinus betulus 'Frans Fontaine'

## Building Frontage and Internal Streets Tree Location Plan



## Podium Specimens & Multi-stems Tree Images



Amelanchier lamarckii, multi-stem umbrella



Magnolia 'Susan', multi-stem



Magnolia stellata, multi-stem



Osmanthus burkwoodii, multi-stem



Parrotia persica, multi-stem

## Podium Specimens & Multi-stems Tree Location Plan









# BUILT f o R m





MacFarlane Lane looking towards Bolder Academy





# 6.1 INTRODUCTION



This chapter of the document explains the approach to the built form, responding to the existing surrounding context and the principles identified to create the new environment of Osterley Place.

The chapter is ordered as follows,

## Design Approach

Heights & Massing

Primary and Secondary Elements

Illustrative Sections

Built form Principles

Building Typologies

Illustrative Views

## Analysis of Illustrative Masterplan

Indicative Floor Plans

Residential Quality



## 6.2 HEIGHTS & MASSING PRINCIPLES

### Heights and Massing

The proposal locates height and massing at suitable locations, responding to both the analysis of the existing context and the iterative development of the masterplan, addressing new routes and spaces created.

From the outset the project recognised the need to carefully and successfully bridge the transition of scale between the domestic scale of Osterley's surrounding housing stock and the industrial scale of Brentford's large factory buildings located along the Great West Road, and within the Sky Campus.

This is captured by three early principles employed to form the built environment:

*Forming the Build Environment*  
Guided by the foundations of the Landscape principles the built Vision is linked to three key principles:

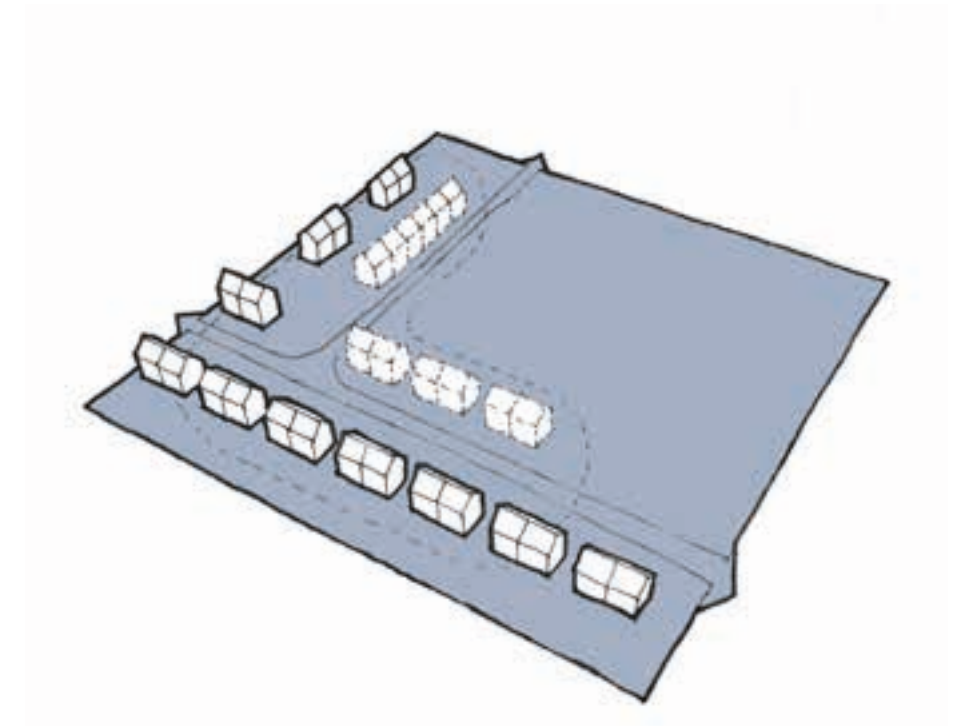
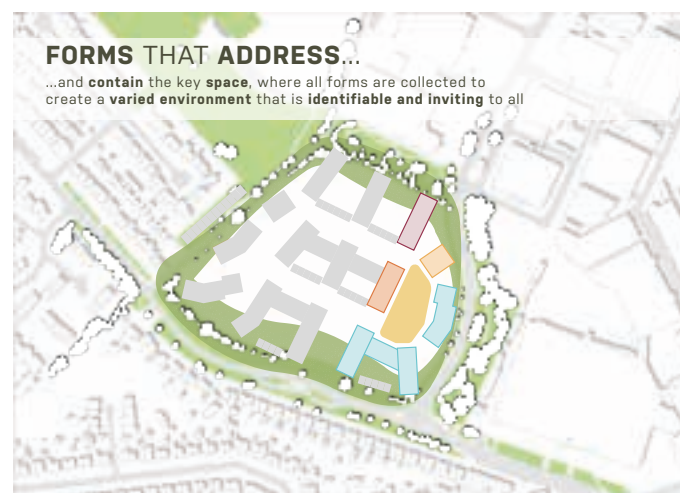
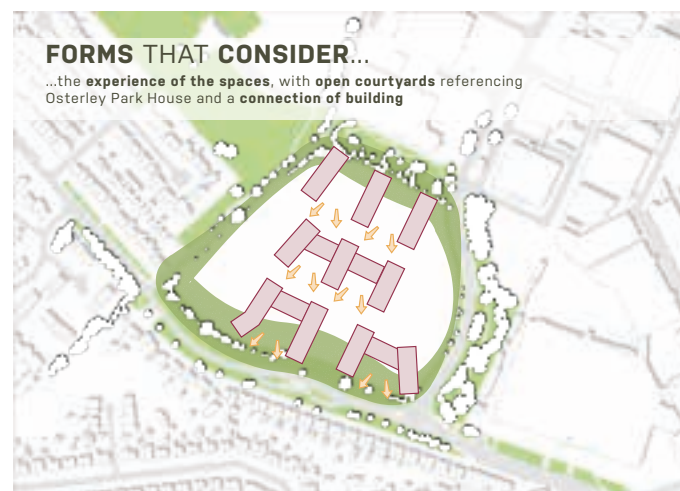
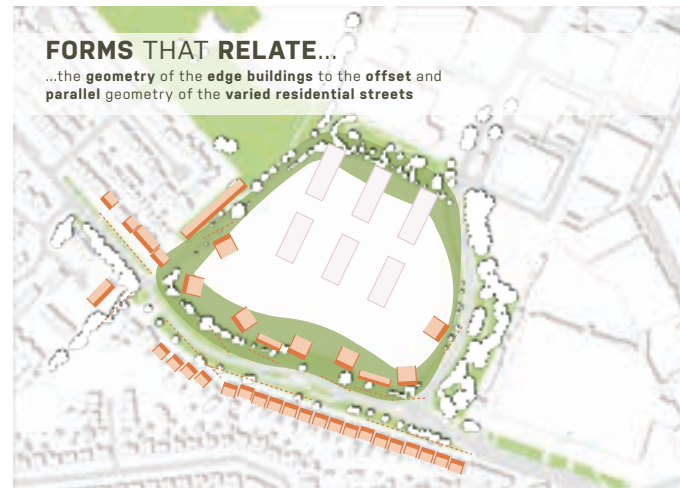
*Relate*  
Connecting to the existing context and built form

*Consider*  
Application of height and orientation within the existing context

*Address*  
Identify buildings which address their particular role within the masterplan

The sequence of steps highlight the process the design development has gone through, considering building footprint, widths, depths, and height at every stage.

Aware of the importance and sensitivity of the Gillette tower as a local landmark and heritage asset, independent views assessment of the built form throughout the design development has occurred, ensuring the prominence of this building is respected, celebrated, and referenced as part of our proposals.



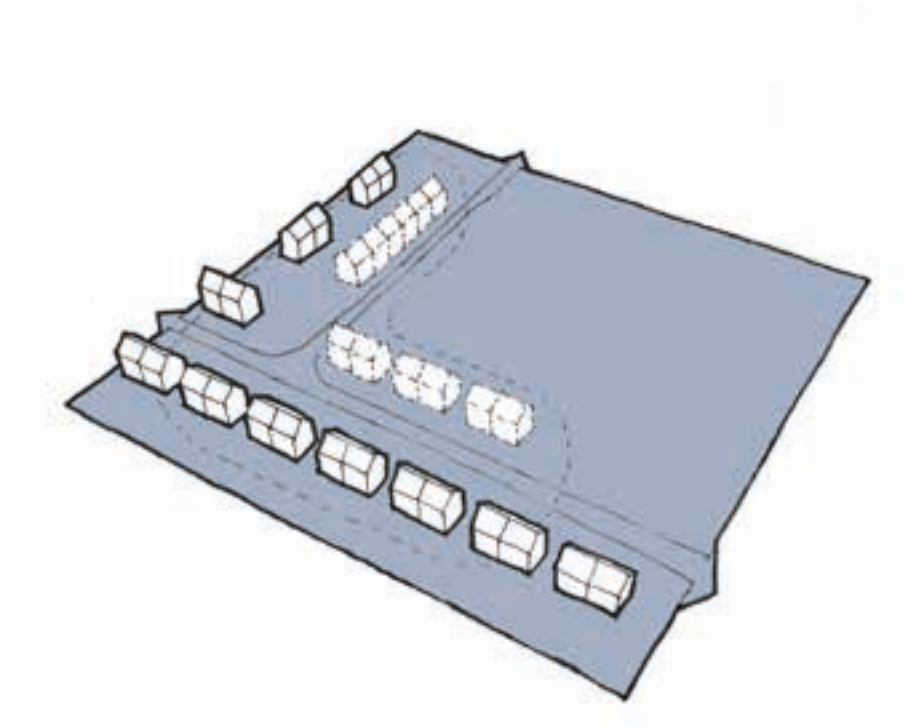
### Respecting existing edges

To the south and east exist the fine grain semi-detached postwar houses that form the main character of Osterley.

Addressing these homes are new terraces of 2 and 3 storey houses, of smaller footprints and finer grain, completing Syon Lane reflecting the character of the surrounding streets.

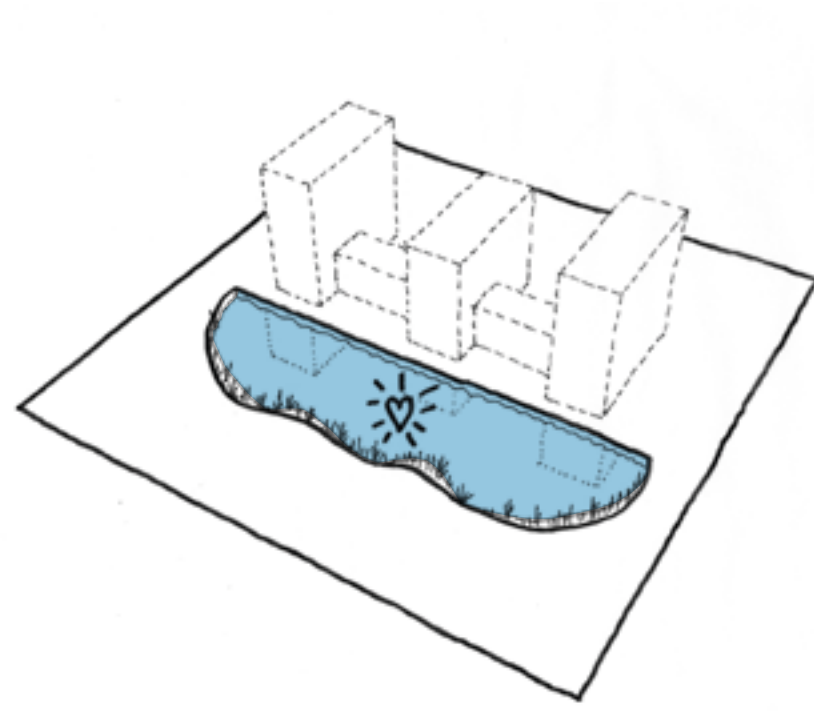


## 6.2 HEIGHTS & MASSING PRINCIPLES



### Referencing existing buildings

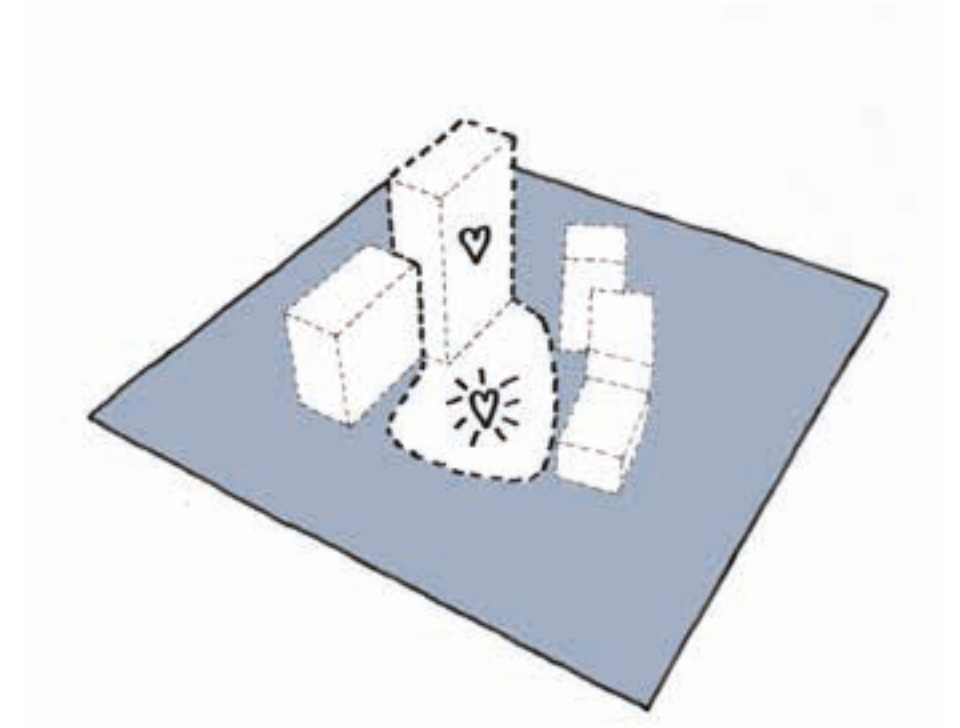
The Gillette building presents a confident and consistent facade to the intersection of Syon Lane and the Great West Road, this completed in the domestic material of brick. The height of the main body of the building has formed a suitable shoulder height to the end elevations facing Syon Lane.



### Celebrating existing spaces

The existing space of the Water Gardens to the north of the site is an under used and poorly maintained asset to the local community.

The proposals celebrate this generous space with three key buildings lining the southern edge, offering natural surveillance and supporting the SUDs and drainage strategy by providing shade in the summer months to the reinvigorated water feature.



### Focal buildings as markers to new public spaces

The proposal forms two new public spaces, The Meander to the West and The Clearing to the East.

A focal building addressed each of these public spaces. These buildings have been identified as suited to being higher than the surrounding buildings. Townscape analysis has informed the location of these focal buildings.



# 6.3 PRIMARY & SECONDARY ELEMENTS

## Primary and Secondary Elements

The masterplan is conceived as a flexible grid of generally north-south orientated primary building elements, linked with lower, generally east-west orientated secondary elements, forming a series of u-shaped blocks, public spaces and semi-private communal courtyards.

Early in the design process we looked to the historic reference of Osterley House, where the original Elizabethan courtyard house was transformed by Adam in the 18th century to open one face onto the surrounding parkland.

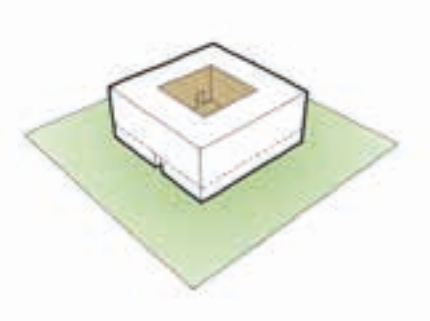
This key alteration connected the building to landscape, whilst improving the views and light from those rooms facing onto the courtyard.



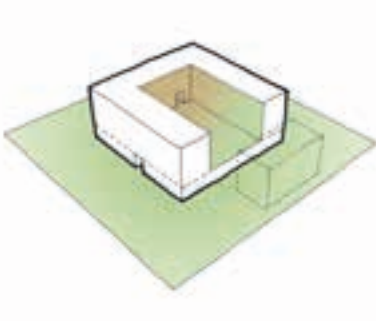
West Elevation



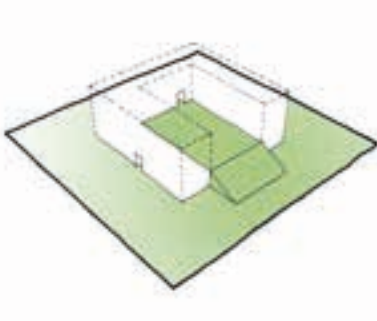
East (Adapted) Elevation



1. Within Landscape:  
Original house existed within the landscape, but raised above and detached.



2. Connecting Landscape:  
Robert Adam removes the east link, creating a direct relationship within the house, the courtyard, and the landscape.



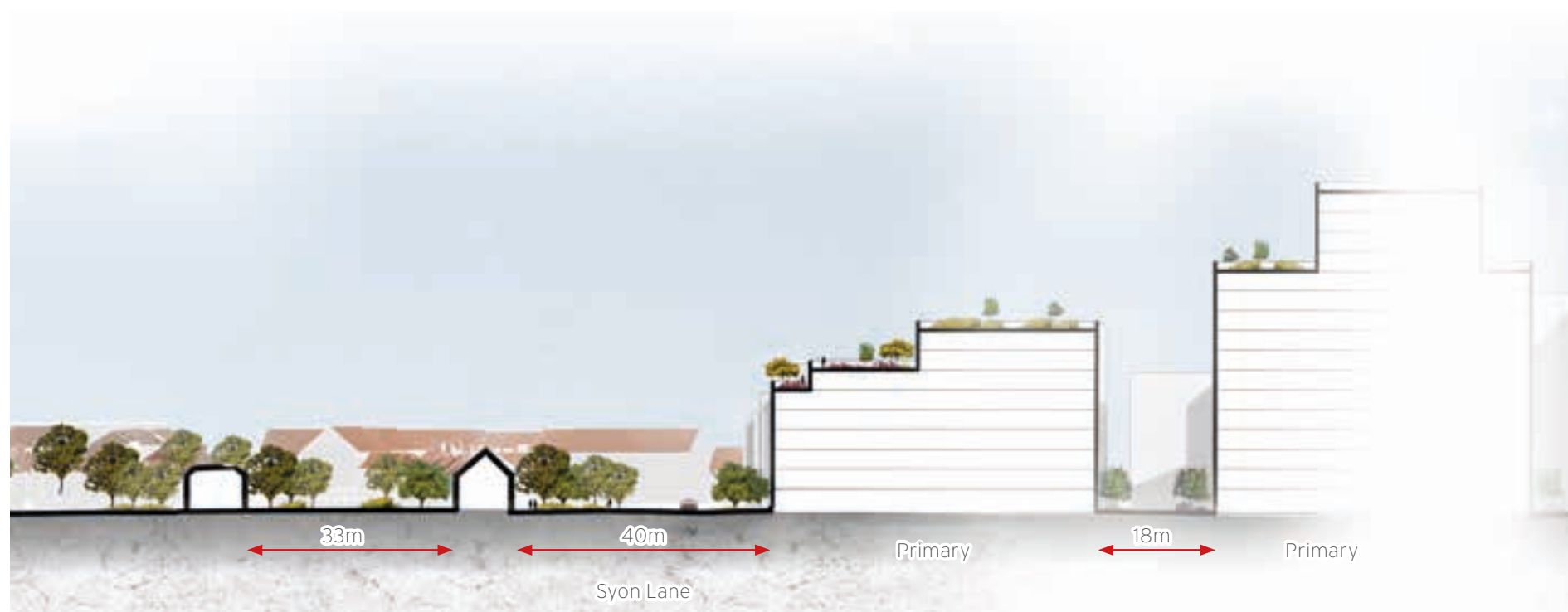
3. Embracing Landscape:  
The steps to the first floor create a building embracing the surroundings with a connected and varied ground floor.



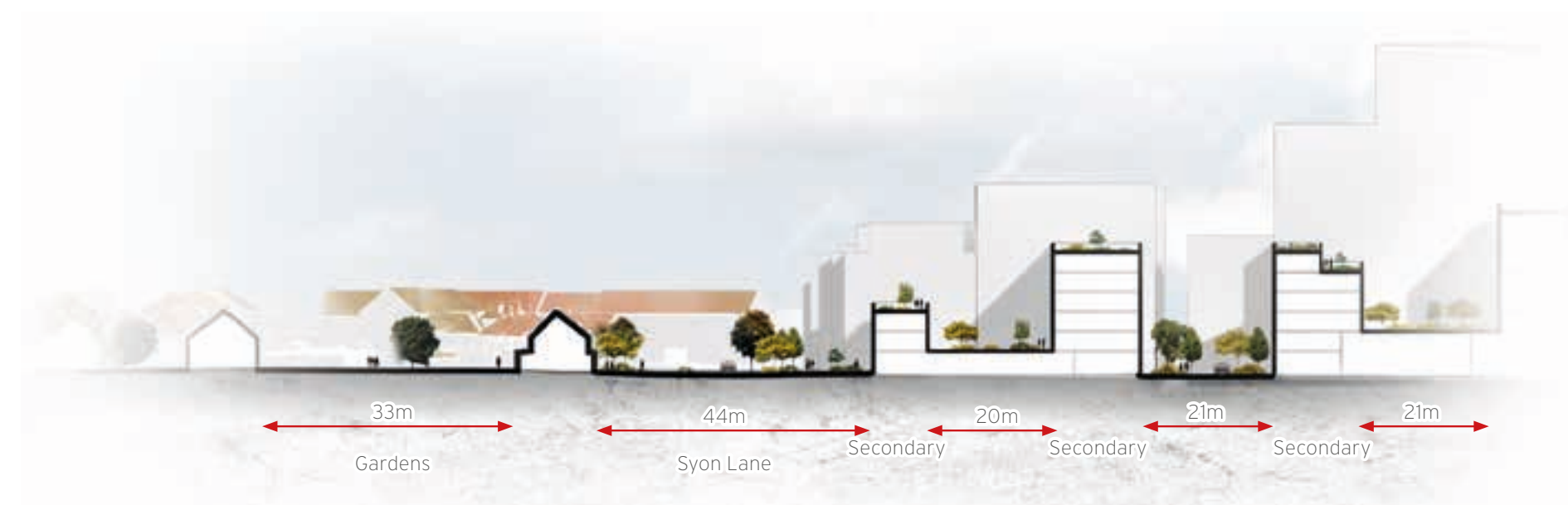
- Primary Elements
- Secondary Elements



## 6.4 ILLUSTRATIVE SECTIONS - SOUTH



AA - Section through Main Building Mass



BB - Section through Podium Gardens

Primary elements are higher, and are orientated north to south, stepping down to the 6 storey shoulder height of facing Syon Lane, with their shorter elevations addressing the existing road and houses.

Secondary elements are lower, and orientated east to west, at between 3 and 6 storeys, subservient to the Primary Elements and creating clear edges to the new and existing streets.

This arrangement of form ensures maximum levels of daylight and sunlight enter the courtyard gardens, and into the homes that face onto these communal spaces, whilst providing variety and character to the connecting streets.



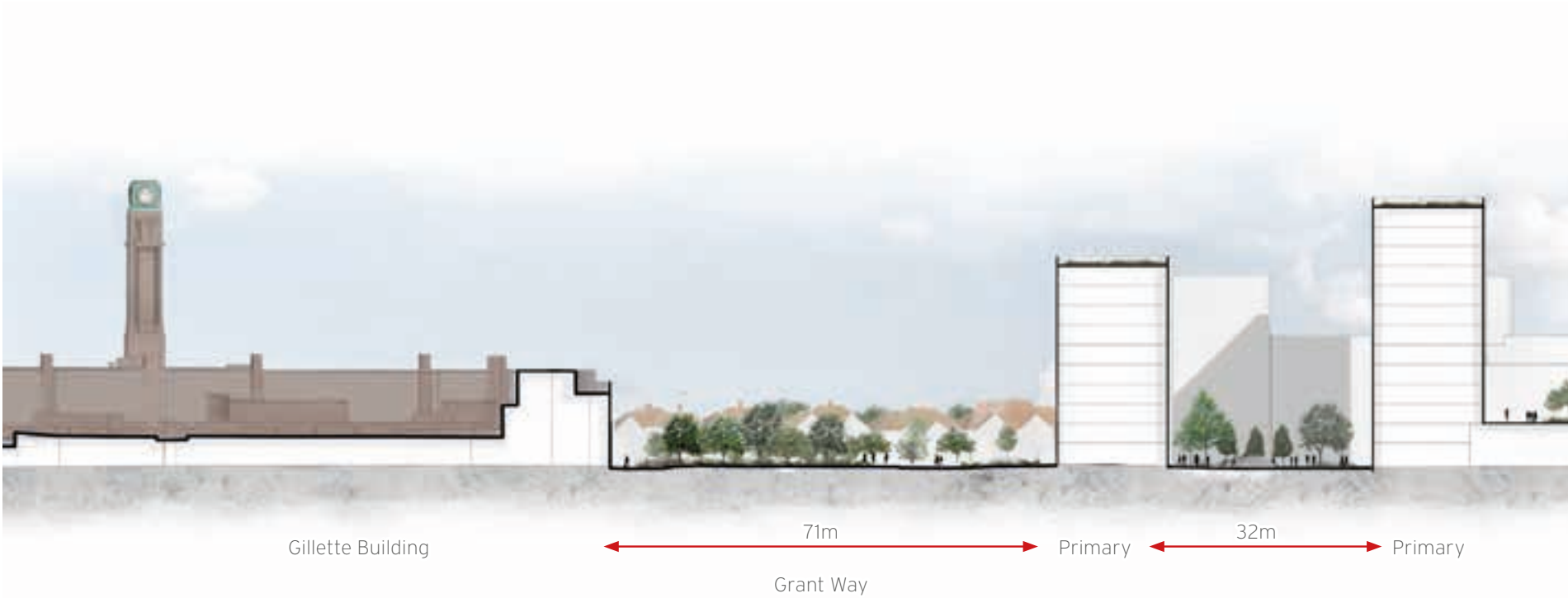


# 6.4 ILLUSTRATIVE SECTIONS - EAST & WEST

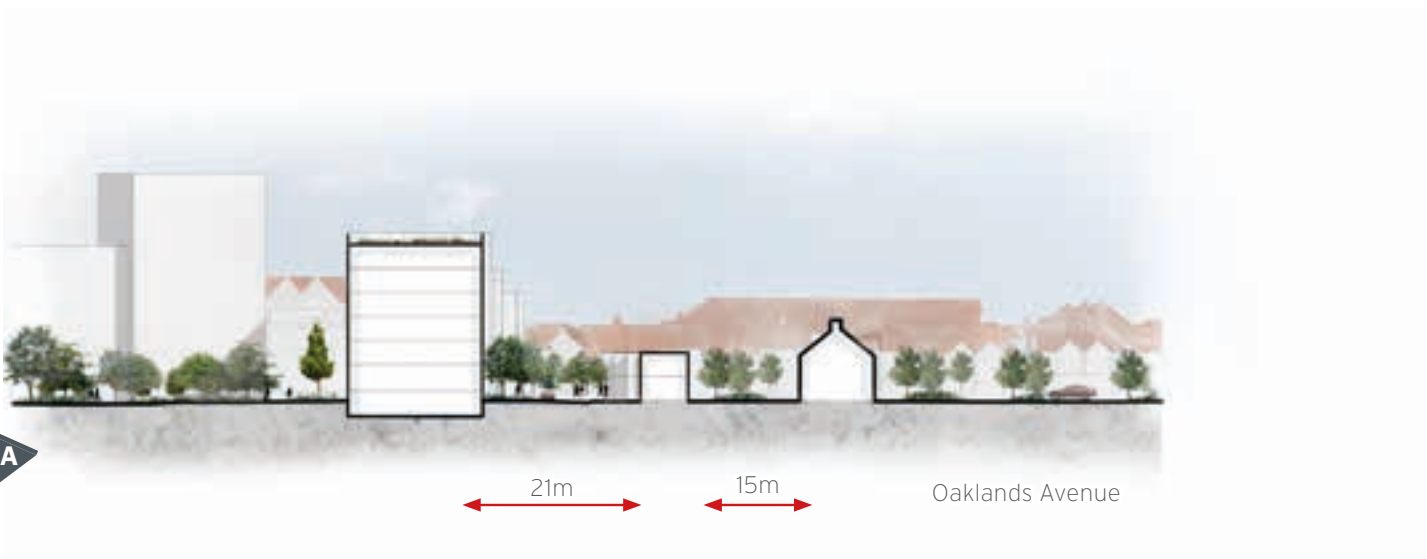
The eastern boundary addresses Grant Way, and the Gillette Factory. Development Parcel B forms a shallow and permeable plot defining the edge of Grant Way and The Clearing, active on all elevations at the ground level.

Within The Clearing a building at 17 storeys acts as a focal point to the space, located to the north west to maximise the daylight and sunlight to the public area, whilst tested to ensure key townscape views of the Gillette tower are considered.

A terrace of two storey homes reference and respect their existing neighbours to the west within Oaklands Avenue, aiding the transition in scale from the domestic surrounds. As the second newly created key public space the Meander is identified by a focal building at 15 storeys, located to the north east away from the sensitive edge of MacFarlane Lane and to maximise daylight and evening sun.



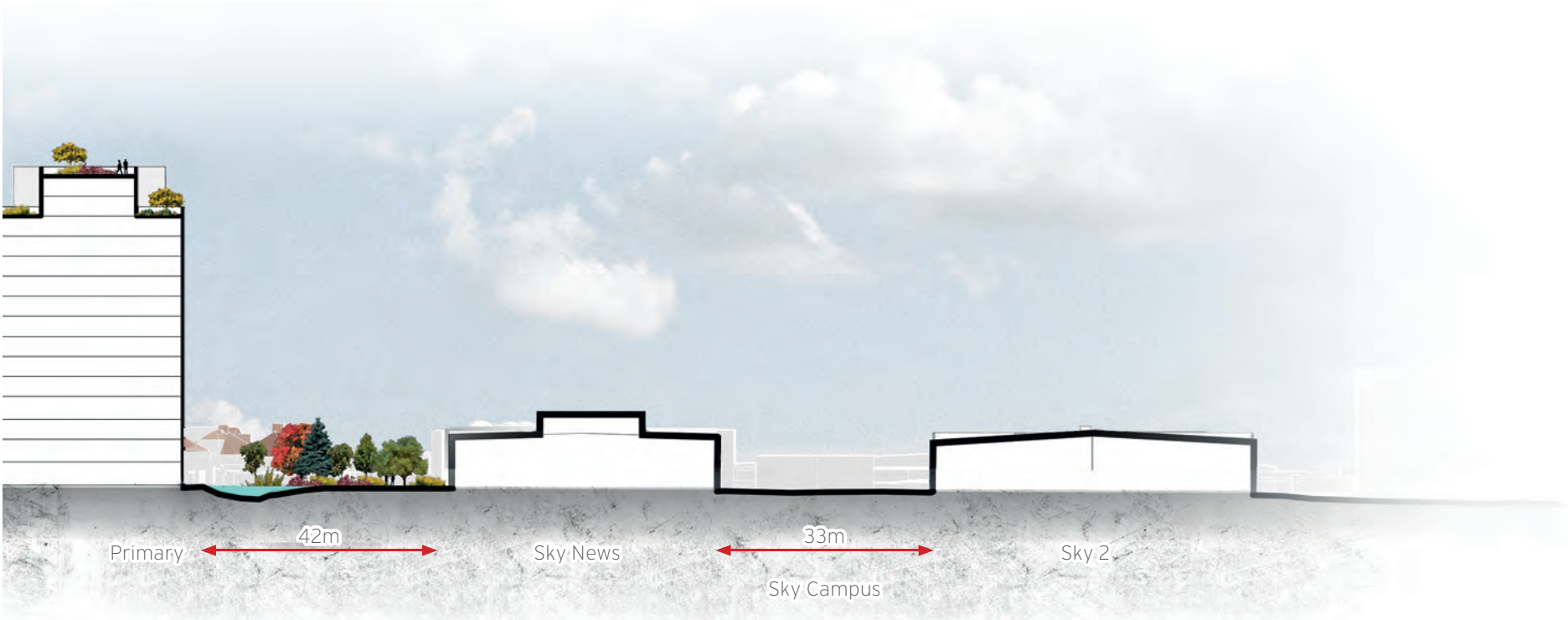
AA - Section through Main Building Mass



BB - Section through Building Mass



# 6.4 ILLUSTRATIVE SECTIONS - NORTH



AA - Section through Main Building Mass

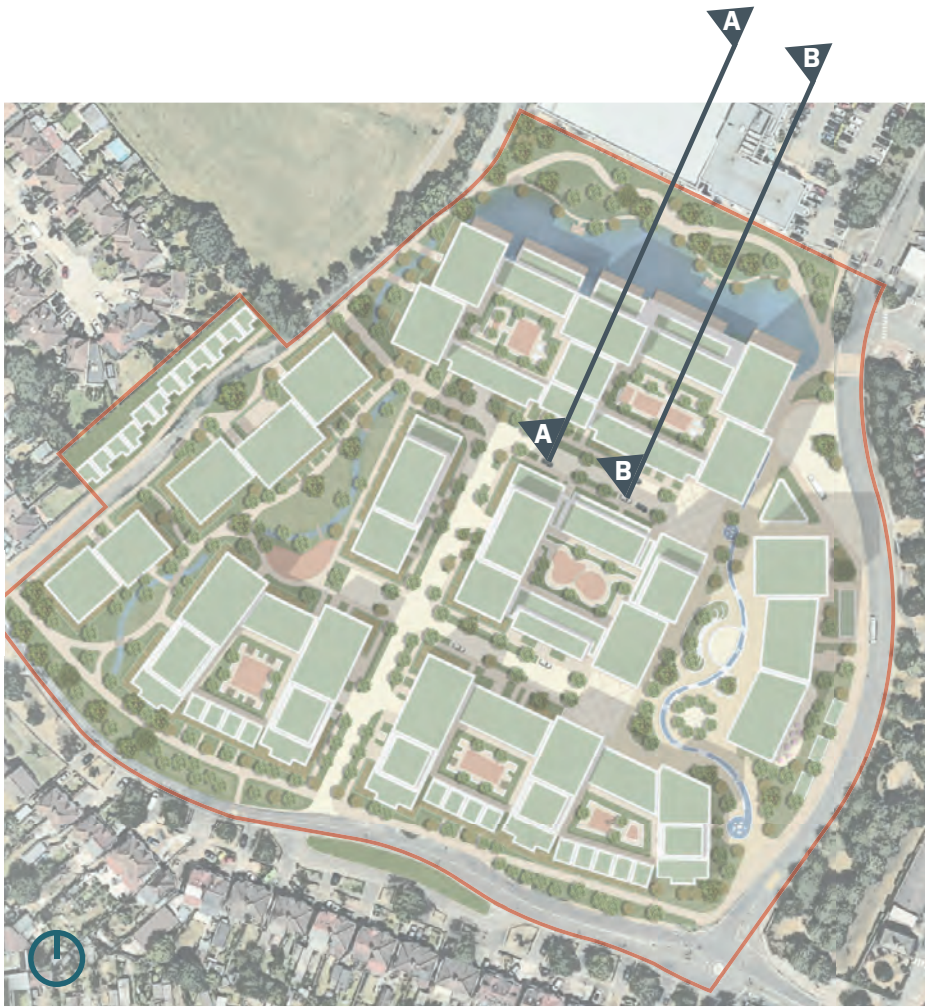


BB - Section through Podium Gardens

Taller Primary Elements address the generous open space of the Water Gardens and the larger structures of the Sky Campus to the north.

As part of the landscape and nature strategy the arrangement of height will benefit the SUDs strategy ensuring in warmer summer months the ponds to the north are shielded to prevent the newly reinvigorated water habitat from drying out.

The linear, formal shape of the Water Gardens is respectfully fronted by the symmetrical arrangement of mass, where two 15 storey taller elements flank a lower central building.



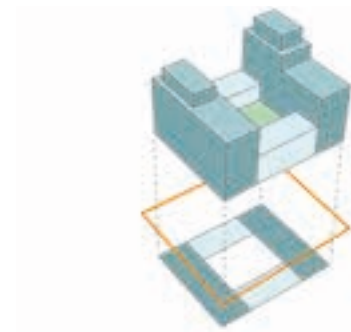


## 6.5 BUILT FORM PRINCIPLES

Primary and Secondary Elements are identified and brought together to form urban blocks. Each development parcel effectively forms an urban block within the masterplan, being surrounded by streets or public space.

Adhering to the Built Form Principles provides structure and coherence to the street, providing guidance and considerations to articulate the collection of elements into a series of legible buildings lining the new streets and public spaces.

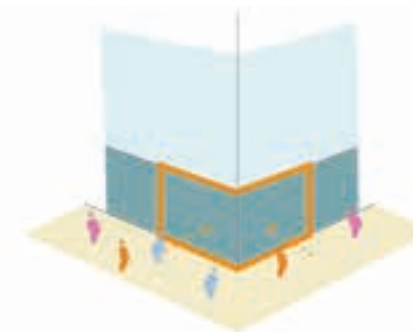
The detailed description and rationale for each discipline is contained within the Design Code document, forming mandatory principles to follow.



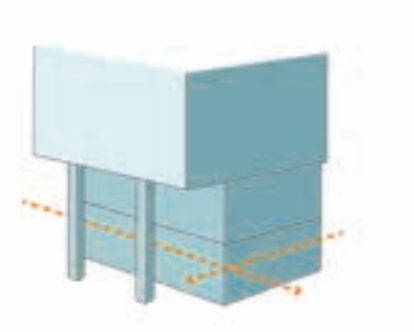
An aggregation of primary and secondary elements forming a central courtyard



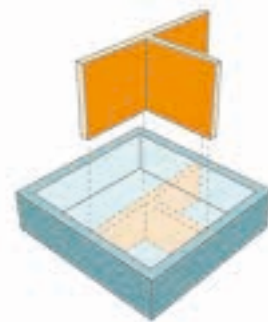
Lower building on southern side of parcel to optimise access to sunlight within courtyard garden



All buildings located on the corner of a parcel must positively address both sides with active frontage at ground floor level.



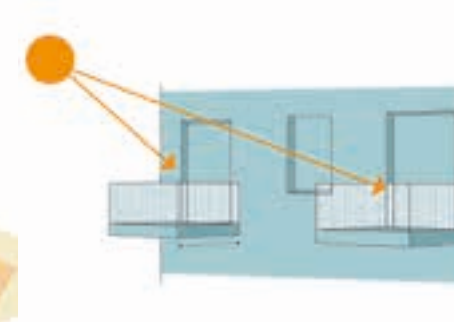
Focal building expressed at ground level by double height colonnade



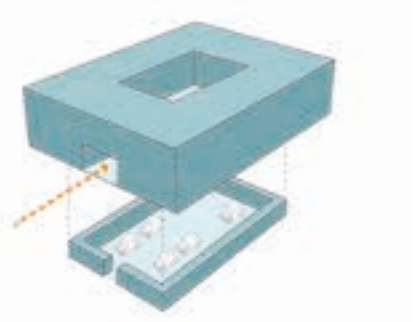
Mixed uses should be designed with sufficient adaptability to allow change over time, for example, easy future subdivision into smaller homes.



The main building entrance must be clearly defined and create a sense of arrival.



Balconies must be carefully designed and located to achieve good access to daylight and should have a minimum depth of 1.5m.



Where possible ancillary functions should be accommodated to the rear of buildings or beneath podium decks.



## 6.6 BUILDING TYPOLOGIES



Within each category of Primary and Secondary Element suitable typologies are identified to form a coherent, considered and legible development.

Five distinct building typologies have been identified, reflecting varying built form and roles within the masterplan. Each of these typologies is described on the following pages, with an explanation of their:

- General form and character
- Predominant facade character
- Architectural references

The two main elements are associated with the suitable typologies identified below:

### Primary Elements

- Syon Lane Typology
- Wayfinding Typology
- Waterfront Typology

### Secondary Elements

- Linking Typology
- Terrace Typology



# 6.6 BUILDING TYPOLOGIES - SYON LANE

Facade Character

Horizontal



Materials



Typology Name

'Syon Lane'



Typology Description

The Syon Lane typology responds to the height of the low slung structure of the Gillette Factory, establishing a strong shoulder to Syon Lane at 6 storeys, with a strong horizontal emphasis.

Further back from the road the blocks rise once to 9 storeys.

Contextual / Historic Reference

Gillette Building



Key Rationale

- 1. The buildings reference the height of Gillette, but turn ends to Syon Lane to reduce the scale of the buildings.
- 2. Building widths are sized at 18m, and separated by generous south facing podium gardens with 'Terrace' typology between.
- 3. End elevations are fragmented by central bays flanked by pairs of balconies.



# 6.6 BUILDING TYPOLOGIES - SYON LANE

Top floor set back and faced in contrasting material

Stone coursing provides distinct horizontal emphasis

Projecting, bolt-on balconies with metal railings

Taller floor to ceiling height on ground floor to accommodate podium parking behind



Illustrative bay study - Primary element

Expressed bay provides rhythm to Syon Lane frontage

Horizontal window proportions within facade banding

Partially recessed corner balconies create visual interest and layered facade

Brickwork recessed above ground floor windows to lift base



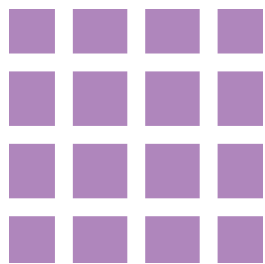
Illustrative corner balcony detail



# 6.6 BUILDING TYPOLOGIES - WAYFINDING

Facade Character

Gridded

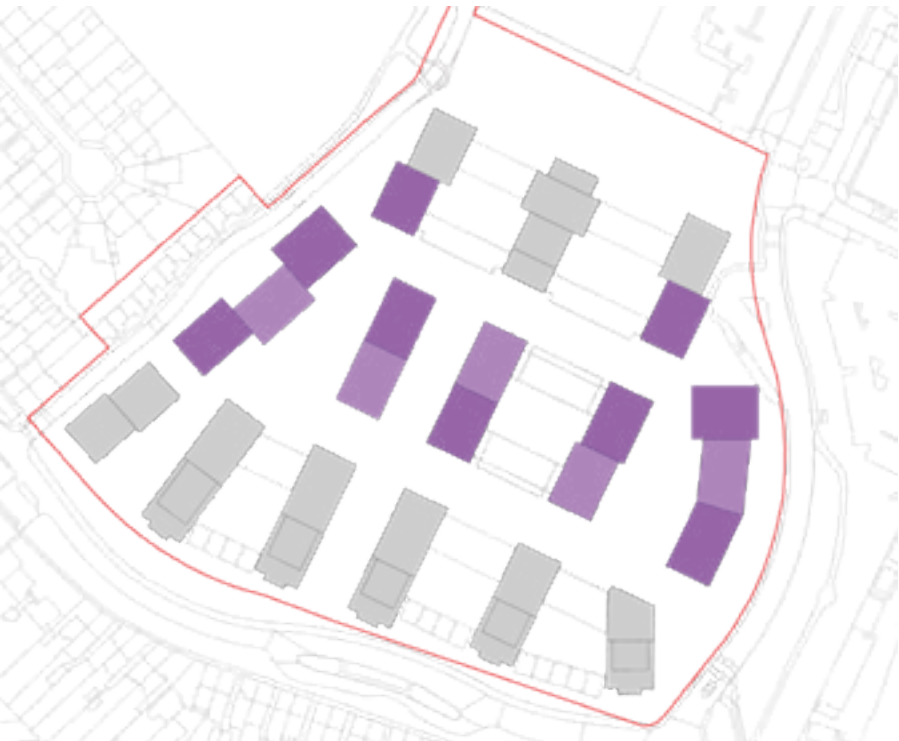


Materials



Typology Name

'Wayfinding'



Typology Description

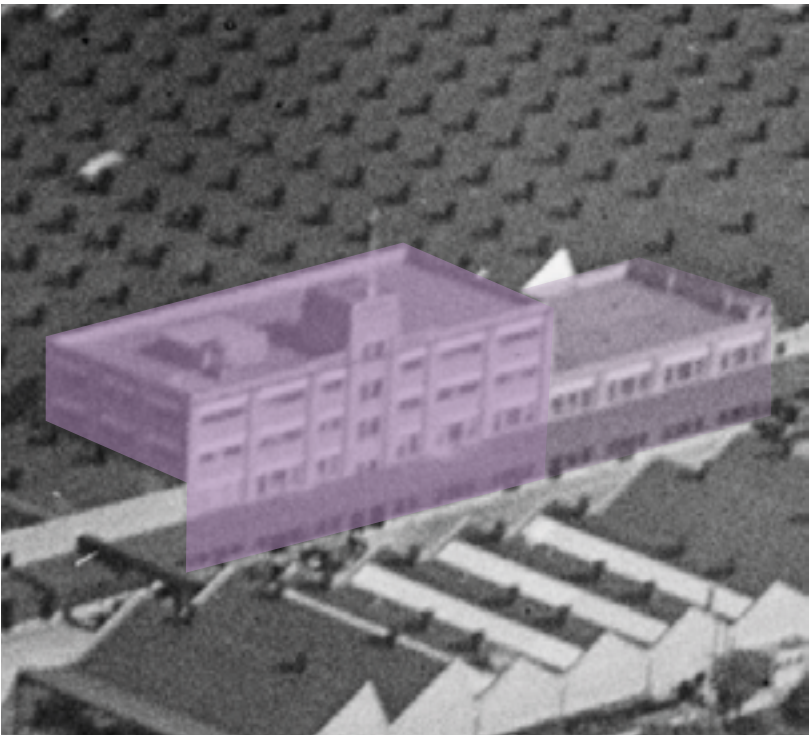
The Wayfinding typology responds to the identified routes through the site, at ground level providing a colonnade with set back frontages to key corners.

These are gridded buildings, referencing the industrial heart of the site history, infilled with brick.

The framed and articulated 'head' of the building is complement by a 'tail' of solid brick with punched openings, referencing the connected back of house warehouses found along the Great West Road.

Contextual / Historic Reference

The Imperial Biscuit Works



Key Rationale

- 1. The buildings provide colonnade space at the ground on key routes and corners.
- 2. They form a more industrial character to the centre of the site, through materials and robust infilled frames
- 3. Brick tones within the frames are varied to offer identity and individual character along these routes.
- 4. Balconies are recessed, with visibly permeable dual aspect corners referencing the access at ground level.



# 6.6 BUILDING TYPOLOGIES - WAYFINDING

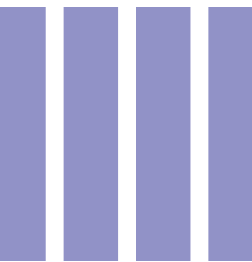




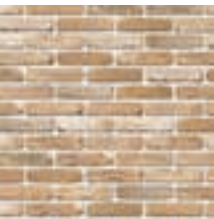
# 6.6 BUILDING TYPOLOGIES - WATERFRONT

Facade Character

Vertical



Materials



Typology Name

'Waterfront'



Typology Description

The Waterfront typology forms the central vertical building to the Water Gardens, with symmetrical linked bays either side.

The cruciform arrangement is articulated as an intersecting arrangement of solid and framed brick buildings, referencing the facade language of the Wayfinding Typology.

The brick colour of this building will be consistent, achieving character from the interlocking brick of the framed and solid parts.

Contextual / Historic Reference

Pyrene Factory



Key Rationale

- 1. The Waterfront typology formally addresses the Water garden as a centerpiece.
- 2. The interlocking form of two facade treatments creates the character.
- 3. Brick tone is consistent, focusing on the form to provide interest and identity
- 4. Balconies are recessed within framed section, with bolt on balconies to projecting wings.



# 6.6 BUILDING TYPOLOGIES - WATERFRONT

Building grid in filled at top level with feature cladding, identifiable from surrounding views.

Simple vertical arrangement of balconies

Solid base expressed as double height.



Illustrative Bay Study - Primary Element

Full height vertically proportioned windows & doors

Accent panels to enliven facade.



Illustrative Corner Balcony Detail



# 6.6 BUILDING TYPOLOGIES - TERRACE

Facade Character

Independent

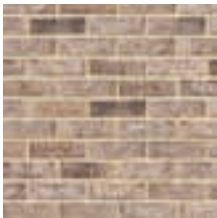
Typology Name

'Terrace'

Contextual / Historic Reference

Syon Lane Homes

Materials



Typology Description

The Terrace typology is positioned to respond to the existing western and southern edges of the site.

Together with the north facing houses along Syon Lane the 2.5 storey frontages complete this length of road, changing the character and scale from that of Gillette Corner.

To the west the 2 storey houses complete the edges of the Oaklands Avenue conservation area, whilst respecting the shared boundary onto existing rear gardens.



Key Rationale

- 1. The terraces are used to mitigate the impact of development on the existing residents overlooking the Tesco Site.
- 2. Frontage widths are sized to repeat and reference those onto the surrounding streets, with a common language of front doors and private defensible space to street level.
- 3. The terraces front the edges of the podium structures activating these frontages onto the surrounding streets.



# 6.6 BUILDING TYPOLOGIES - TERRACE

Expressed bay in contrasting material provides rhythm and references domestic scale architecture on other side of Syon Lane

Consistent parapet forms strong skyline

Balcony above bay provides amenity and creates visual interest

Taller floor to ceiling height on ground floor to respond to adjacent primary elements

Inset entrance with feature material provides shelter and highlights individual front doors



Illustrative bay study - Townhouses



Illustrative detail



# 6.6 BUILDING TYPOLOGIES - LINKING

Facade Character

Homogenous

Typology Name

'Linking'

Contextual / Historic Reference

The Imperial Biscuit Works



Materials

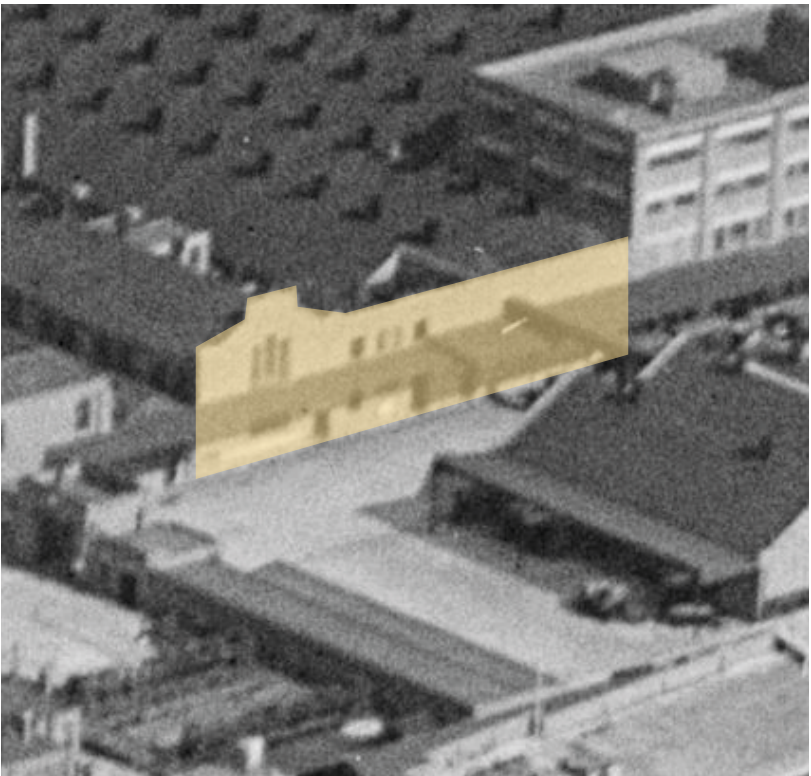


Typology Description

The Linking typology line the street edges at a domestic scale, occupied at ground and first by commercial units or maisonettes.

Their lower form breaks down the mass of the surrounding blocks, and east-west orientation allows daylight to penetrate into the streets and podium gardens.

To further differentiate the surrounding blocks these buildings will be finished in light buffs and off white material.



Key Rationale

- 1. Linking typology offer 'background' architecture to the new lanes and streets.
- 2. Lining the podiums with ground and first floor maisonettes accessed off the streets, and second and third floor maisonettes accessed off the podium gardens.
- 3. Material tone is consistent and light, providing visual separation from the main typologies.



# 6.6 BUILDING TYPOLOGIES - LINKING

Consistent parapet  
forms strong skyline

Simple high quality  
brickwork off-white,  
accentuating difference  
between Primary  
Elements

Dark brick socks to line  
active Lanes



Illustrative bay study - Townhouses



Illustrative detail



The Water Gardens









Syon Lane Frontage





Syon Lane Frontage looking east  
towards the Gillette Tower





The Meander





The Clearing looking east  
towards the Gillette Tower





Water Gardens





The Lanes looking east  
towards the Gillette Tower





# 6.8 INDICATIVE TYPICAL FLOOR PLANS

## GROUND FLOOR PLAN

The footprints of the Development Parcels are formed of two categories, larger lined podiums (A/C/D/H) behaving as perimeter blocks, together with smaller stand alone buildings (B/E/F/G).

This approach creates variation in the experiences created along both the existing and proposed streets and new public spaces created.

The lined podium blocks, accommodate the residential parking provision and commercial servicing to ensure the necessary utility and day-to-day functioning of the scheme are contained in considered locations to protect the street environment as pedestrian priority.

These are lined with a range of uses, with a commercial and community focus to the east, and a residential emphasis to the west.

The stand alone buildings break down the scale and grain of the proposal, containing accessible spaces whilst responding to the edge conditions of the site.

Development Parcel B contains the Gastro Pub to the south, which is active on all three sides, allowing views through from Grant Way into The Clearing.

Departing from the format of the larger blocks Development Parcel J addressing MacFarlane Lane is a much finer grain in reference to the semi-detached houses on Oaklands Avenue.

- Residential homes
- Entrances/lobbies
- Community uses
- Commercial uses
- Parking
- Service bay
- Cycle store
- Residents' facilities
- Refuse
- Plant
- Energy Centre





## 6.8 INDICATIVE TYPICAL FLOOR PLANS



### TYPICAL UPPER FLOOR PLAN

The plans show the distribution of unit types within the Illustrative masterplan, incorporating the following principles:

1. Buildings arranged to maximise views over existing and proposed green spaces.
2. All homes provided with their own private amenity space alongside additional communal private amenity
3. Building floorplates reduce at upper levels
4. Limiting the number of north facing, single aspect homes
5. Optimise dual aspect homes, with larger homes benefiting from this aspect where possible
6. Compliant with the Technical Housing Standards and Nationally Described Space Standard
7. 35% affordable accommodation by HAB room mix
8. 10% of homes will be adaptable wheelchair user homes
9. On average, 8 homes per core per floor
10. Active frontages at ground floor including several front doors at street level for townhouses, duplex and ground level apartments.

Studio  
 1B2P  
 2B3P  
 2B4P  
 3B5P  
 3B6P



# 6.9 RESIDENTIAL QUALITY

## SINGLE / DUAL ASPECT HOMES

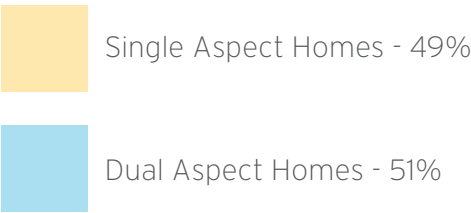
Larger homes are located at ends of corridors, benefiting from dual aspect views, with living / kitchen / dining spaces located on the corners of these homes to maximise views and daylight.

The proposed development is committed to delivering a minimum 50% dual aspect dwellings. The arrangement of massing of the illustrative masterplan, through a predominant north-south arrangement has resolved to remove single-aspect north facing homes, with single aspect accounting for 45% of the homes, whilst also maximising the opportunity for dual aspect homes at 55%.

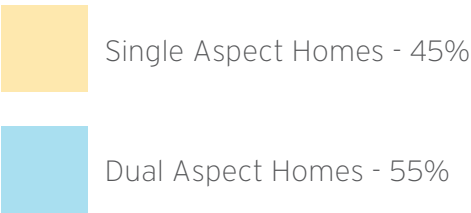
This ensures more homes benefit from better daylight and improved outlooks. At the upper levels the areas identified in red no longer link the buildings, providing increase provision in dual aspect homes.

Dual aspect homes have been counted as those with windows on two or more façades at 90° / 180°, and experience the benefits of multiple outlooks and/or ventilation as a result.

Aspect at typical Lower Levels:



Aspect overall:





# 6.9 RESIDENTIAL QUALITY



## LIGHT TO PUBLIC SPACES

BRE guidance has helped inform the scope of external daylight assessment to the key public spaces across the illustrative masterplan.

The figures listed on the plan identify the percentage of area with more than 2 hours of direct sunlight, occurring on the 21st March. BRE guidance looks for Public Spaces to achieve 50% by this date.

All assessment of the three spaces achieve excellent levels of daylight creating attractive settings for the new and existing residents, and local community to enjoy.

The submitted Parameter Plans identify the zone of public open space at ground level within which the adjacent spaces will be delivered. The Design Code sets minimum distances across key parts of these spaces



# 6.9 RESIDENTIAL QUALITY

## RESIDENTIAL COMMUNAL SPACES

### Podium Gardens

The dimensions of the podium gardens will be set in the detailed design to come forward under reserved matters. Within the Design Code it is stipulated that there must be a minimum of 17m between facing habitable windows and the courtyards must achieve a minimum of 40% area with 2 hours of sunlight on 21 March.

BRE guidance has helped inform the scope of external daylight assessment to communal podium spaces across the illustrative masterplan.

The figures listed on the plan identify the percentage of area with more than 2 hours of direct sunlight, occurring on the 21st March. Within the Design Code it is stipulated that the minimum figure to be achieved by this date is 40%.

### Roof Top Gardens

In addition to the Ground and Podium amenity spaces all blocks offer residents amenity space at the roof level totalling 23,200sqm across the locations identified here in the Illustrative masterplan.

As a combined amenity offer this will ensure residents have access to a range of communal external space, with high levels of daylight throughout the year.





# 6.9 RESIDENTIAL QUALITY

## LIGHT WITHIN THE APARTMENTS

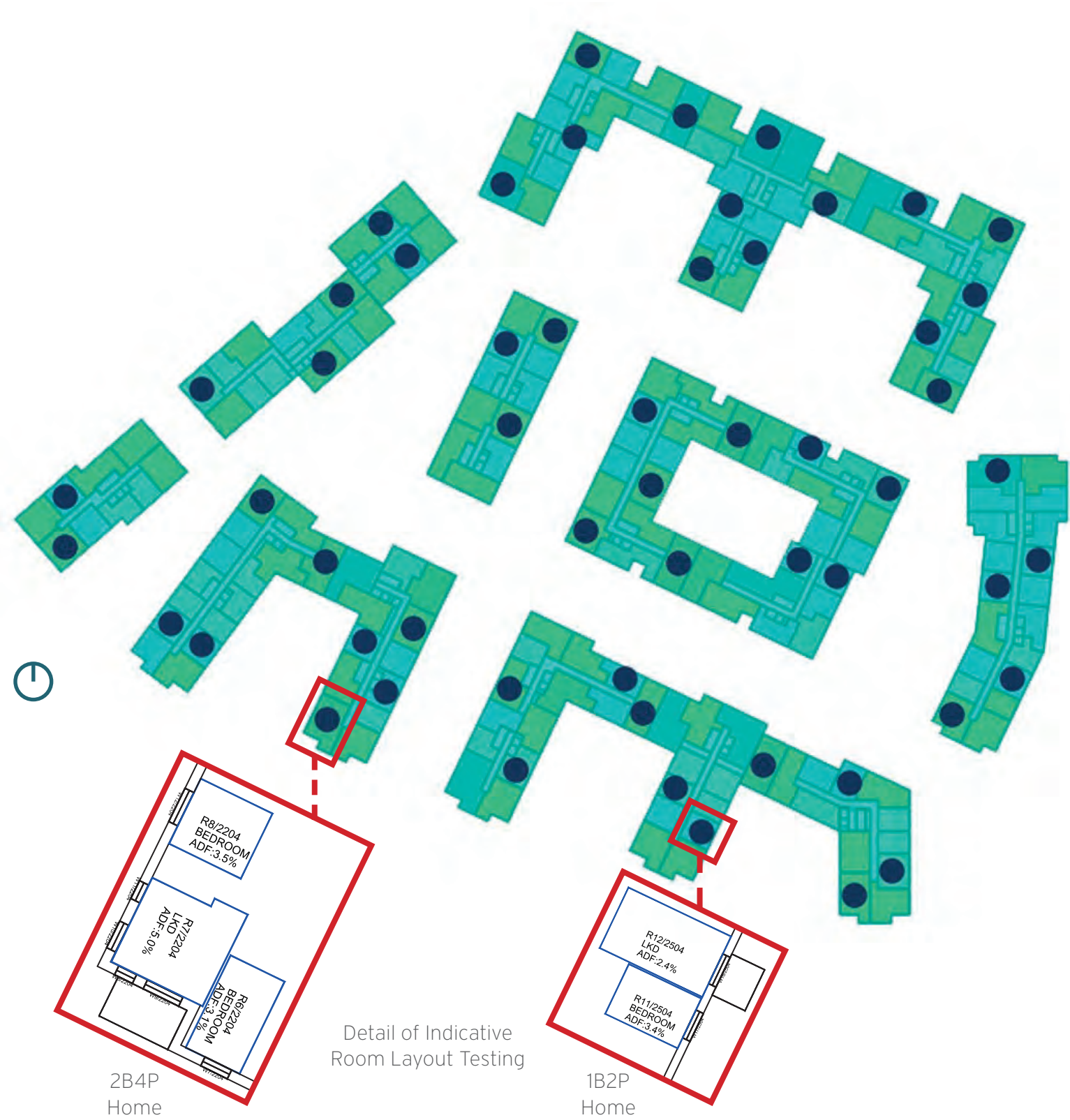
VSC façade analysis has helped inform the scope of internal daylight assessment across the illustrative masterplan.

In developing the proposals we have a tested 625 rooms across a representative selection of different unit types across the entire site, assessing homes along every façade, on alternate floors all the way up each block (as illustrated).

**Testing With Private Amenity Space**  
85% of rooms meet the minimum ADF targets for their room use, based upon a 1% ADF target for bedrooms and 1.5% ADF target for living/kitchen/dining rooms and studios.

**Testing Without Private Amenity Space**  
94% of rooms meet the minimum ADF targets for their room use, based upon a 1% ADF target for bedrooms and 1.5% ADF target for living/kitchen/dining rooms and studios.

This demonstrating that the general arrangement, height and massing of the illustrative masterplan allows for excellent daylight permeability and potential for new homes, and it is only where balconies are provided that some lower daylight levels are naturally experienced.





# 6.9 RESIDENTIAL QUALITY

## FAMILY SIZED HOMES

Family homes are identified as homes that offer 2+ bedrooms. Within the proposal 54% of the homes proposed will be this category.




Areas within the masterplan use a townhouse format to reference and respect the existing character of Syon lane and MacFarlane Lane.

MacFarlane Lane contains a terrace of 12 houses, arranged over two levels to be 2B4P houses.

To the north of Syon Lane Development Parcel D contains four townhouses, and Development Parcel C contains 9 townhouses; these arranged over three levels as 3B6P homes.

Beyond this provision there are areas of ground floor residential use which has been identified as suitable for use as duplex accommodation or larger ground floor single level apartments.

All homes to the ground floor could benefit from street access, making these particularly suited to larger families offering ease of access to the generous external play areas.

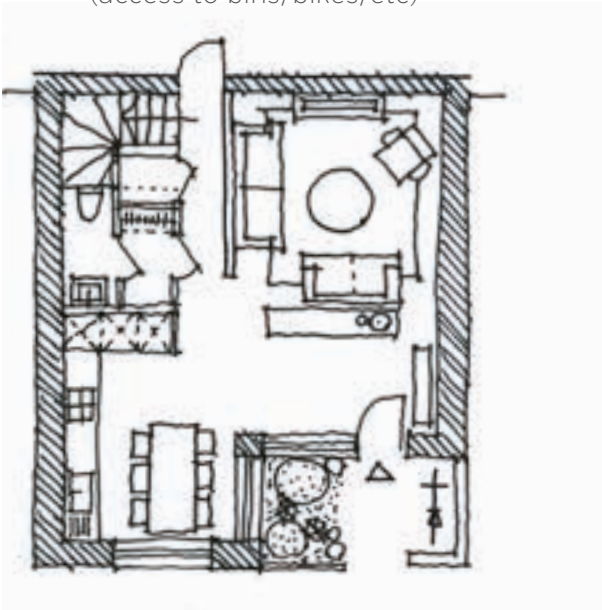
-  These frontages could be occupied by duplex homes or apartments accessed by their own front door.
-  The focus around the Meander enforces this as an environment for play and relaxation.
-  These frontages are identified as Secondary Elements within the Design Code, taking the form of 25 No. Urban Houses.





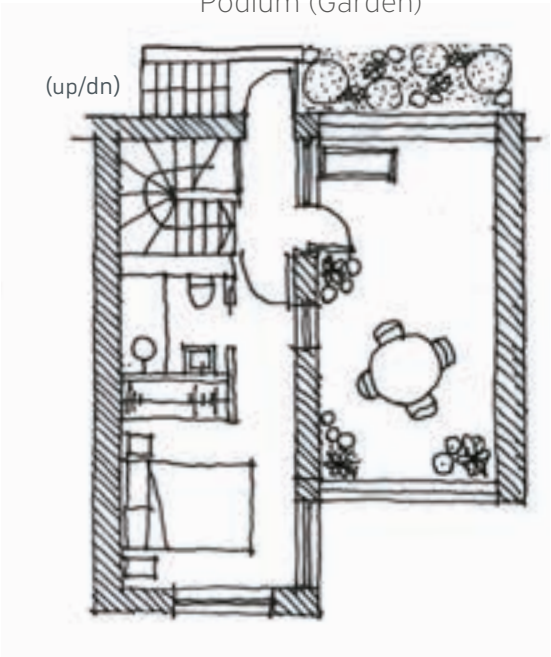
# 6.9 RESIDENTIAL QUALITY

Podium (Parking)  
(access to bins/bikes/etc)



Ground Floor

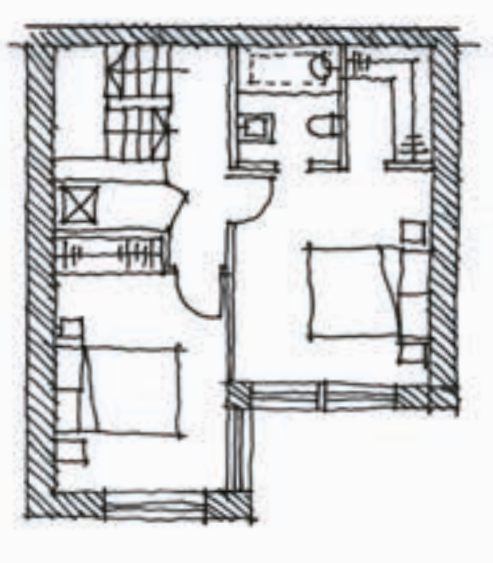
Podium (Garden)



Second Floor

(Full terrace with stair access on  
2B4P house option)

First Floor

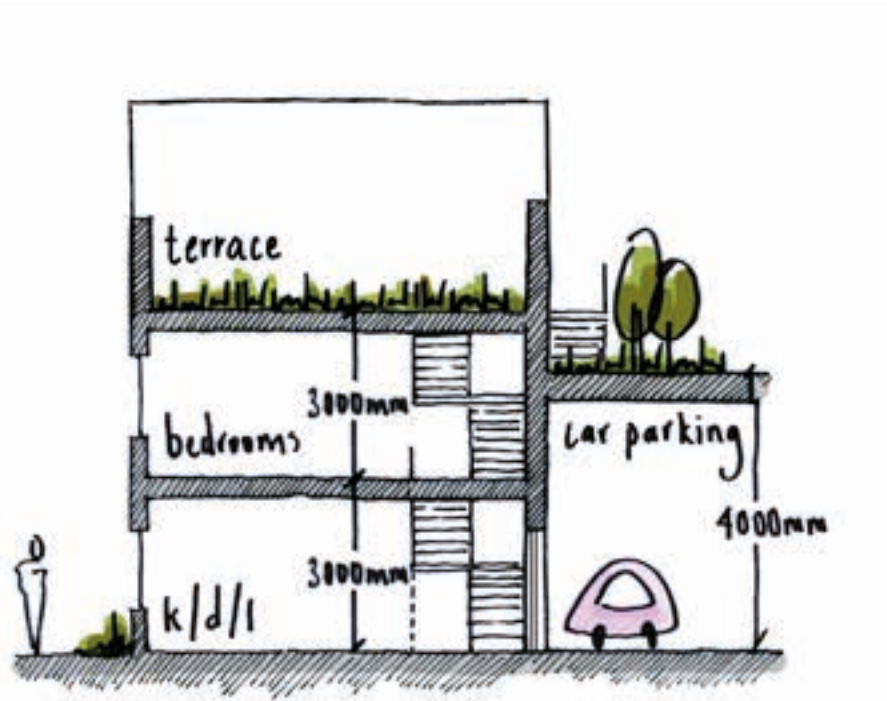


## TOWN HOUSE LAYOUT & PODIUM SECTION INTERFACE

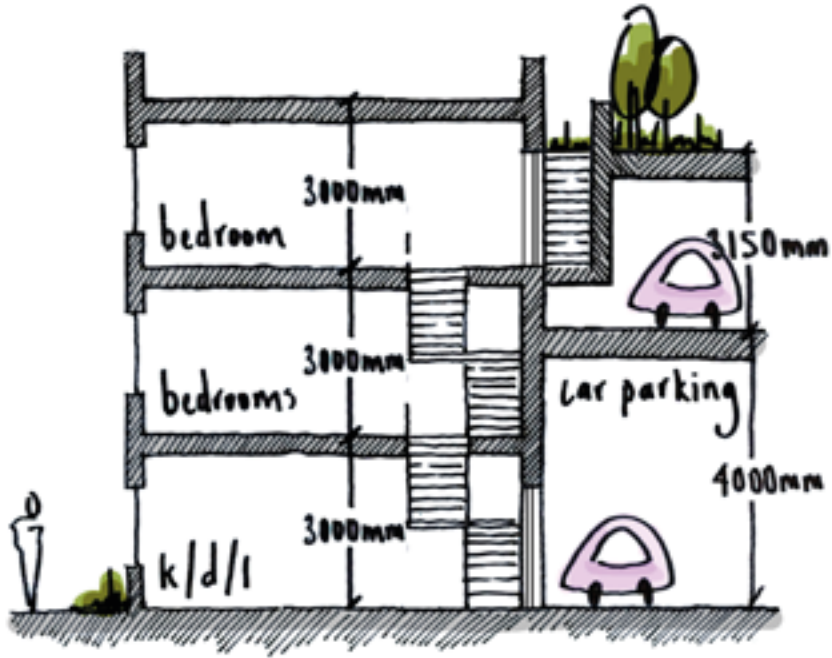
The townhouses are identified facing south on Syon Lane, and on the west side of MacFarlane Lane.

The layouts shown here are indicative to illustrate the type of accommodation and layouts the depths and heights shown within the parameter plans and Design Code guidance could achieve.

Key to these houses are their inclusive design to the other residential facilities within the development. Here external stairs are shown to allow access to the shared residential podiums, and secondary access at ground level through to the podium car park and associated facilities.



Single Height Podium



Double Height Podium







# ACCESS & movement





## 7.1 DELIVERING AN INCLUSIVE ENVIRONMENT

### Introduction

An inclusive environment is one in which all buildings, places and spaces are accessible to, and usable by, as many people as reasonably possible without the need for special adaptation or specialised design.

The Mayor of London requires all new development in London to achieve the highest standards of accessible and inclusive design and states that developments should address the following principles:

- Can be used safely, easily and with dignity by all regardless of disability, age, gender, ethnicity or economic circumstances.
- Are convenient and welcoming with no disabling barriers, so everyone can use them independently without undue effort, separation or special treatment.
- Are flexible and responsive taking account of what different people say they need and want, so people can use them in different ways.
- Are realistic, offering more than one solution to help balance everyone's needs, recognising that one solution may not work for all.

The design of Osterley Place aims to deliver a welcoming and inclusive environment that maximises accessibility for all, and consequently issues relating to access and inclusion have been considered throughout the design process. This satisfies the General Duty placed upon the London Borough of Hounslow under the Equality Act 2010 to promote the interests of disabled people.

### The Equality Act (2010) & 'Disability'

The Equality Act has been in force since October 2010, and replaces, amongst other legislation, the Disability Discrimination Act (DDA). However, the same underlying philosophy regarding discrimination on the grounds of disability applies, and the duties placed on the physical design of the built environment remain unchanged.

In summary, the Equality Act 2010 aims to protect nine identified 'protected characteristics', of which 'Disability' is one. The Equality Act provides legal rights for disabled people in the areas of:

- employment;
- education;
- access to goods, services and facilities;
- buying and renting land or property; and
- functions of public bodies.

The Equality Act, although not prescriptive, includes an intent to offer disabled people an accessible environment which does not discriminate against them because of their impairment. Statutory regulations and recommendations for the built environment provide parameters for how an accessible environment can be achieved. Compliance with these regulations and recommendations is not proof that Equality Act issues have been addressed. They do though go a long way to ensuring such issues are considered.

In the Act, the term 'disability' includes not only disabled people, but also people who have an association with a disabled person (e.g. carers and parents) and people who are perceived to be disabled.

### Disability – Definition

The term "disability" has been viewed in its broadest sense and includes impaired mobility, sight, comprehension and hearing. However, the design principles set out in this document have also been considered in relation to, and have the potential to benefit, a wider spectrum of user groups including:

- Individuals with mobility, sight, comprehension or hearing impairment.
- The ageing population.
- People with temporary injuries.
- People whose movement may be impaired or encumbered in any way i.e. pregnant women, people with young children or people with baggage.

This approach addresses not only short-term compliance with the intent of the Equality Act and relevant planning policies, but also the long-term implications of sustainability.

### Sources of Advice & Guidance Used

The following documents and guidance have been used to inform the approach to access, with due consideration for the level of detail appropriate for an outline planning application.

- The Building Regulations Approved Document Part M 2015 Edition incorporating 2016 amendments "Access to and Use of Buildings"
- The Building Regulations Approved Document Part K 2013 Edition "Protection from Falling, Collision and Impact"
- BS 8300: 2018 (Design of an accessible and inclusive built environment),
- Department for Transport (DfT), 2013, "Inclusive Mobility" (A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure).
- The London Borough of Hounslow, Local Plan.
- Greater London Authority and Local Authority access specific design standards, where relevant
- The Mayor of London's Housing SPG 2016
- Consideration of Equality Act issues.



# 7.2 ACCESSIBILITY OVERVIEW

### Introduction

The principles of inclusive design have informed the development of the proposals for Osterley Place. However, because the planning application is in outline only, many of the accessibility and inclusivity principles can only be considered at a relatively strategic level, with more detailed design proposals being put forward in future Reserved Matters Applications (RMA).

The text below summarises some of the key issues which have been considered.

### Wider Connectivity

A key aspect of accessibility is providing connectivity to local amenities and public transport options. The proposals have carefully considered how the development will connect into the existing network and enhance it, but in a way which recognises the importance of sustainability. The proposals prioritise the use of walking, cycling and public transport ahead of the private car, but without neglecting the needs of those who rely on them because of disability or frailty. The following sections of this chapter explain the strategy in more detail.

### Examples of Inclusive Landscape Design



Sensory Planting



Wide Level Paths, Space around Benches for Accessibility



Water Jets Providing Inclusive Play

### Accessible Public Realm

The masterplan has been developed to create a high quality public realm with a clear, legible circulation pattern of new streets and spaces designed to accommodate multiple modes of travel. This approach will not only improve the legibility and clarity of the on-site circulation, minimising the need for extensive signage, but also create a vibrant and welcoming physical environment.

The topography of the site means that there will be no need for stepped access within the public realm and future RMAs should focus on providing an inclusive environment that is aesthetically pleasing and functional, and that can be used equally by all ages, gender or disability. Design consideration will need to be given to:

- Pedestrian routes - width of path and gradients
- Entry and exit points into each area
- Steps
- Site furniture - seats and perches
- Planting
- Inclusive play
- Lighting
- Way marking

### Mixed Use Units

A variety of commercial, employment and community uses are proposed across the site. All these units will be designed to meet the accessibility requirements set out in Building Regulations Part M and will also need to consider the regulations and recommendations set out in the Equality Act, particularly in respect of their detailed internal fit-out and how this will impact upon their employees and visitors.

### Mobility Hub

The proposed mobility hub will include a range of facilities designed to enhance access to local transport options. Proposed uses include:

- A cycle hub, providing a high quality, secure and covered cycle parking area. The cycle hub could provide Brompton Bike Hire lockers, allowing people to hire Brompton folding bikes and/or a dockless bicycle hire bay (Mo-Bike, Lime bikes or similar).
- A delivery locker, to enable residents to send and/or receive parcels without the need for excessive movement of delivery vehicles.
- Information board/map, showing how to access local facilities and public transport hubs.

### Accessible Parking Provision

The proposals support London Plan strategic aims to reduce the need to travel by car by improving accessibility to public transport, walking and cycling, and improving the interchange between different transport types through the provision of a Mobility Hub. However, the London Plan also recognises that many residents will continue to own and travel by car, particularly in outer London, and this is often particularly important for people who are disabled, whether wheelchair users or not.

The proposals will include accessible parking spaces provided both on the street and within the podium structures. These spaces will be strategically located in close proximity to building entrances and provide additional space around the edges to facilitate easy access into and out of vehicles.



# 7.3 ACCESSIBLE HOMES

Osterley Place will include homes of varying size and configuration to suit the needs of different households. In line with GLA requirements, and as set out in the Development Specification, a minimum of 10% of homes will be designed to meet Building Regulation requirement M4(3) - 'Wheelchair User Homes', with the remaining homes being designed to meet Building Regulation requirement M4(2) - 'Accessible and Adaptable Homes'.

The homes designed to M4(3) standard will be distributed across various buildings in the development and at different floor levels to enable the greatest choice, size and positioning for individuals who use wheelchairs. This approach ensures that wheelchair users are considered without discrimination and that M4(3) standard homes are not concentrated in any particular location.

Adherence to these requirements will remove barriers to access and enable as wide a cross section of the community as possible to live at Osterley Place.

## External & Internal Circulation

A key aspect of providing accessible homes in developments consisting largely of apartments is ensuring that the approach to the building and the communal areas within it, are every bit as accessible to residents and visitors as the homes themselves.

Because this is an outline planning application these elements have not been designed in detail, but future Reserved Matters applications (RMA) will need to demonstrate how external approach routes, shared building entrances and internal circulation spaces within communal areas have been designed to meet the requirements set out in the building regulations. This will include features such as the provision of two lifts within residential cores to ensure that access to upper floors is always available should one of the lifts be undergoing servicing or maintenance.

## Indicative Plans

The adjacent plans show indicative layouts for a typical building access core and different configurations of M4(3) compliant homes. These are not being submitted for approval, but demonstrate how the principles discussed above could be delivered as part of future RMAs.



- 10 Person Lift
- 13 Person Lift
- Fire Escape Stair
- M&E Risers
- Mechanical Smoke Extract Riser

Indicative Residential Core Layout



1B1P  
M4(3) LAYOUT



1B1P  
M4(3) LAYOUT



1B1P  
M4(3) LAYOUT

Indicative M4(3) Apartment Layouts



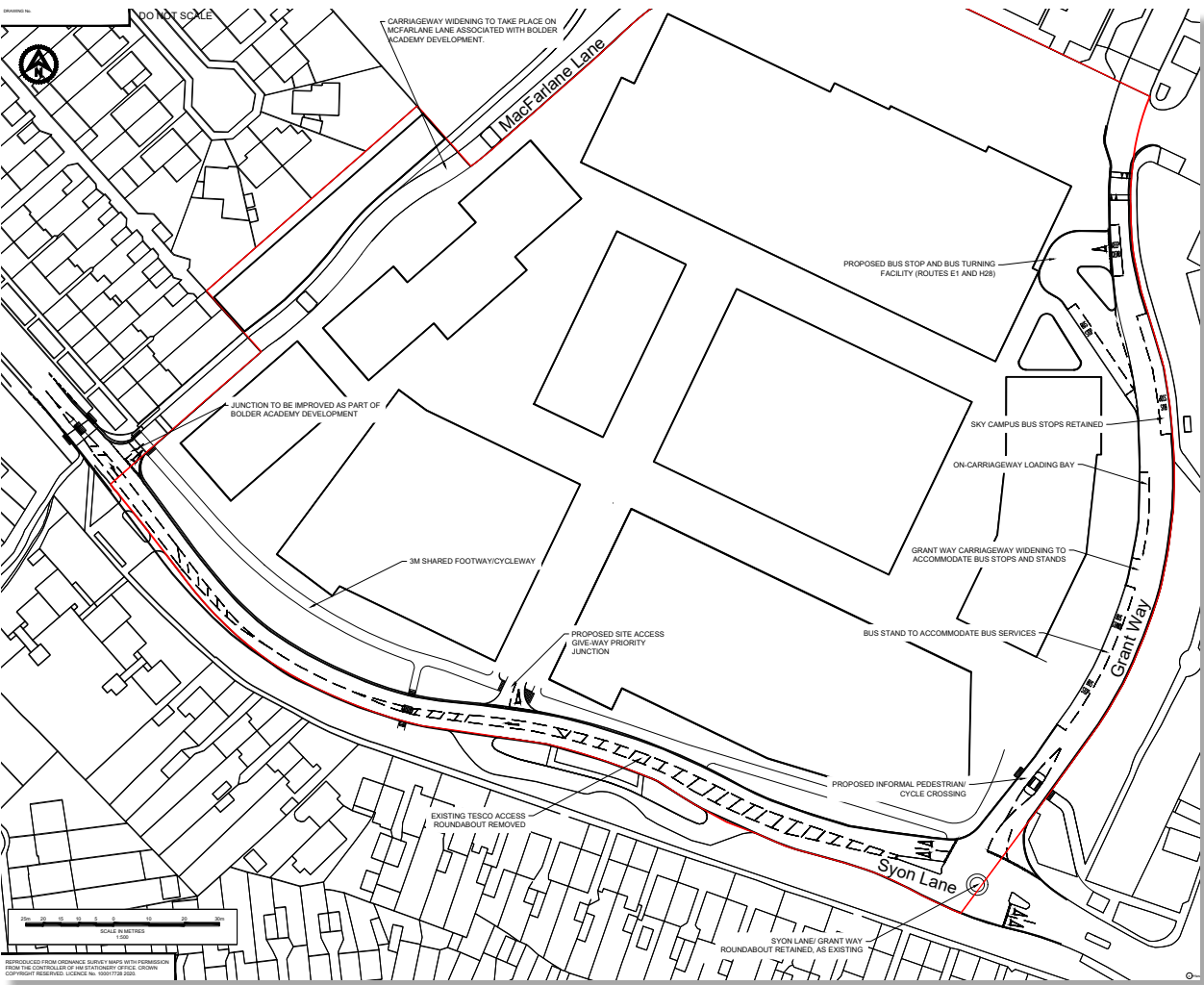
2B3P  
M4(3) LAYOUT



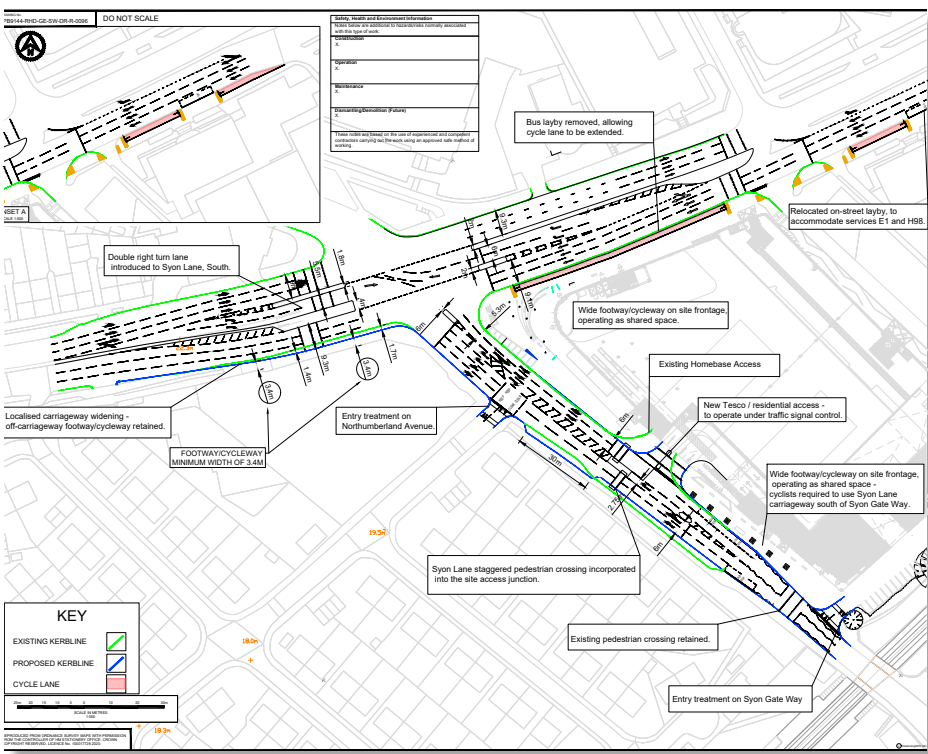
3B5P  
M4(3) LAYOUT



# 7.4 WIDER CONNECTIONS



Proposed Site Access Plan



Proposed Highway Arrangements - Pedestrian Underpass Retained

## GILLETTE CORNER JUNCTION IMPROVEMENTS

The highway infrastructure improvement works to the Gillette Corner junction will include localised carriageway widening and the creation of a double right turn lane to accommodate turning movements from the A4 (West) towards Syon Lane (South), in accommodating the reassignment of traffic associated with the development schemes.

The bus stop and layby adjacent to the site frontage on A4 Great West Road would be relocated to an on-street layby. This would serve to improve bus journey movements through the junction in relation to bus services E1 and H98. The removal of the bus layby would serve to provide a wide footway/cycleway on the site frontage, which would operate as shared space.

## ACCESS AND MOVEMENT STRATEGY

The wider access and movements arrangements surrounding the proposed development site are subject to improvements intended to encourage travel by sustainable modes, to reduce traffic congestion and reduce the associated environmental effects of traffic movements. These measures include facilitating an off-road cycle route along Syon Lane adjacent to the development site frontage. The cycle route would link with proposed cycle infrastructure improvements elsewhere on Syon Lane and along Great West Road. An off-road segregated cycle lane would be introduced as part of the Homebase scheme. The cycle lane would be located adjacent to the northern border of the Homebase site.

Public transport and highway enhancements would also be made as part of the scheme. These would include the removal of the existing Tesco roundabout access to improve the pedestrian environment along Syon Lane. The proposed site access junction with Syon Lane would incorporate a pedestrian crossing of Syon Lane. New bus infrastructure along Grant Way including bus stops and a bus stand would be provided to accommodate the extended E1 and diverted H28 bus services. The operation of these bus services would improve public transport accessibility to and from the site.



# 7.5 WALKING

The masterplan is designed to provide clear pedestrian priority routes through the site, connecting to key public transport access points and local facilities, as well as enhancing linkages between surrounding uses.

Routes are designed to meet accessible design standards. Overall, pedestrian routes have simple and logical sight lines and the hierarchy and orientation of buildings will aid way-finding.

Clearly defined strategies for parking and servicing will minimise vehicular movements within the streets and emphasise pedestrian priority within these spaces.

Careful siting of trees, planting and parking bays will help to create natural separation between the primary pedestrian routes and vehicular routes to increase pedestrian safety and allow for safe, comfortable access especially for wheelchair or mobility scooter users and parents with buggies.

All pedestrian routes will have a minimum width of 2m, with 3m provided on more heavily used routes. Suitable, non-slip surface materials will be specified, with flush junctions or shallow gradients at pedestrian crossings and appropriate illumination along routes to ensure safe use at all times of day.

Where provided, steps will meet or exceed the regulatory provisions as set out in Building Regulations Part M. Appropriately designed rest points will also be provided along pedestrian routes at suitable intervals.

KEY

Primary Pedestrian Routes ↔

Internal Pedestrian Movement - - -





## 7 ACCESS & MOVEMENT

# 7.6 CYCLING



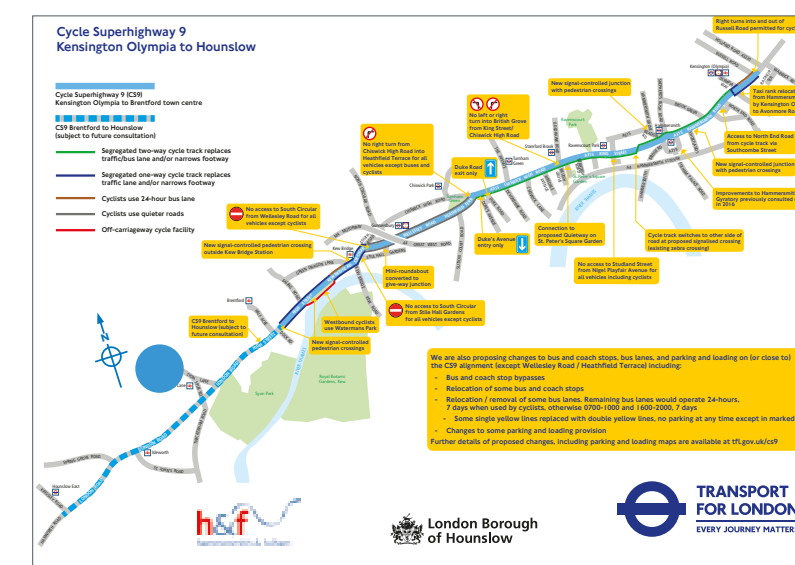
The masterplan is designed to connect into the existing desire lines and emerging network of cycle routes, promoting this mode of transport to access the wider area.

Working alongside the s278 improvement works that work part of the Bolder Academy application, the southern boundary of the site to Syon Lane will accommodate a shared pedestrian and cycle linking east to the Gillette Corner junction, and proposed extensions to the Cycle Super Highway 9.

To the north the Water Gardens will provide an improved east-west route, aligned with routes identified within the GWC Local Plan.

Within the Boulevard and Lanes will provide secondary routes shared with local traffic on the carriageway, linked at the junctions with the boundaries to the wider network.

Visitor parking to the local centre of the Clearing will be provided to the perimeter of this space, safeguarding this as a pedestrian priority area.



### KEY

- |  |                         |  |                         |
|--|-------------------------|--|-------------------------|
|  | Primary Cycle Routes    |  | External Cycle Routes   |
|  | Internal Cycle Movement |  | External Cycle Movement |



Improving MacFarlane Lane  
A Key Route to the new Bolder Academy







## CYCLE PARKING

Cycle parking will be provided across the site within the podiums, in semi-basement cycle stores and external cycle structures or short stay bike stands within the public realm. This will provide flexibility to meet the requirements of different user groups and respond to the varying character of the public realm.








Double stacked cycle storage beneath a building



Secure external cycle store - St Clements, Mile End

### KEY

-  Indicative Locations of External cycle store
-  Podium parking block

-  Access to podium parking
-  Semi-basement cycle store
-  Access to semi-basement cycle store



# 7.7 PUBLIC TRANSPORT

## BUS ROUTES AND BUS TURNAROUND

As part of the proposals the public transport services offer will improve the local connections, extending and improving the frequency of two local routes:

E1 Route	
Current	Proposed
Greenford to Ealing	Greenford to Osterley
6/hour	6/hour

By extending the route to Osterley the E1 would terminate at Osterley Place, utilising the welfare facilities within the Mobility Hub, the location identified on the adjacent plan, with illustrative accommodation listed below:

- Information Point
- 3 Unisex Superloos
- Cleaners Store
- General Store
- CCTV Cupboard

H28 Route	
Current	Proposed
Bulls Bridge to Osterley	Bulls Bridge to WHM
3/hour	3/hour

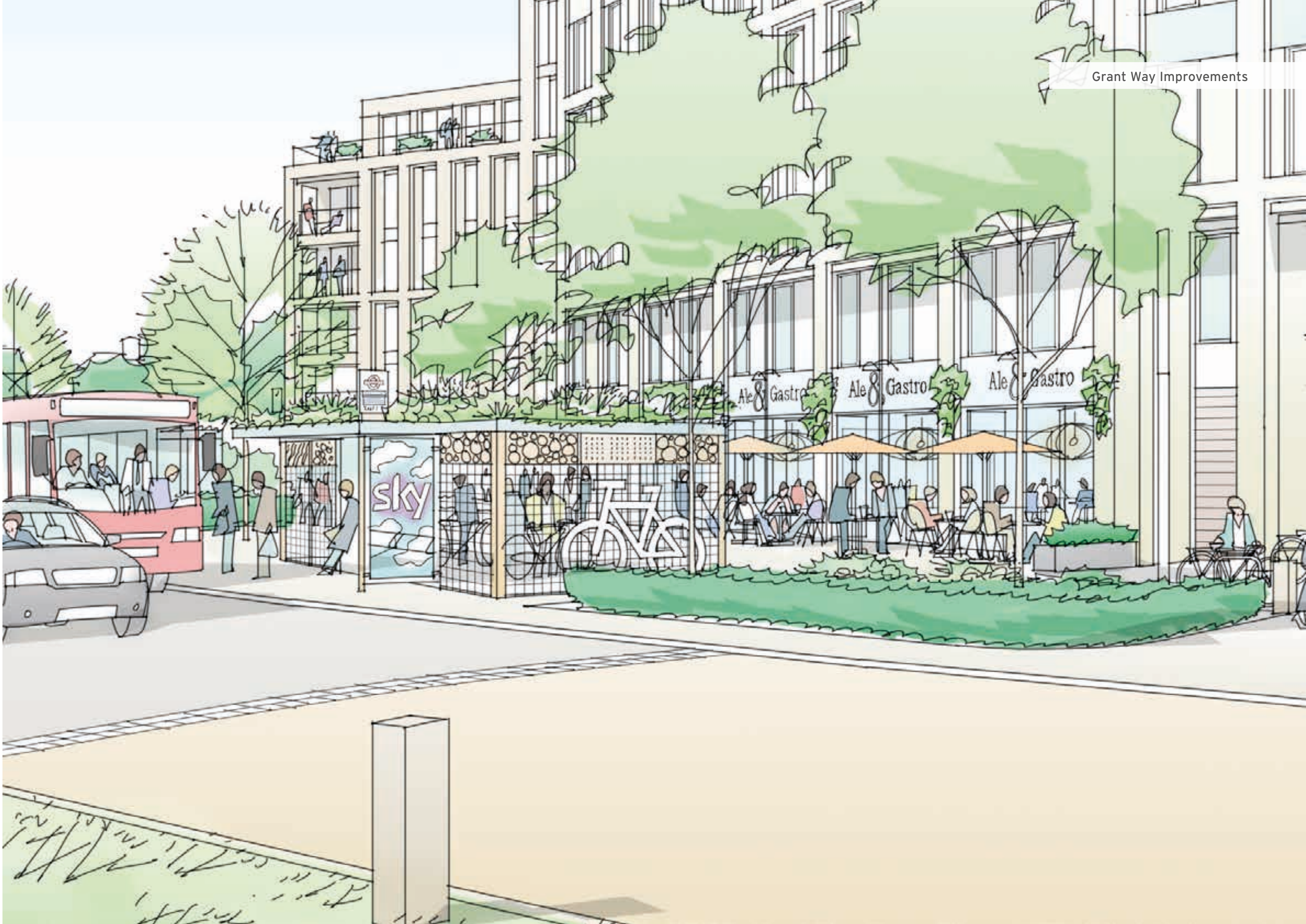
This existing service would alter the route, whilst continuing to serve the site, with the new terminus at at the West Middlesex Hospital.

KEY

- Bus Routes: E1 & H28
- Mobility Hub & Information









# 7.8 VEHICULAR ACCESS & MOVEMENT

## MAIN VEHICULAR ACCESS

The main vehicular access will be from Syon Lane, where the existing roundabout will be replaced with a priority junction with a ghost-island right-turn lane. The proposed design has been developed to accommodate large servicing and emergency vehicles. It is anticipated that vehicle movements will fall significantly when the land use changes from the current food retail use to the proposed residential/mixed use development.

In view of the notable levels of pedestrian movement observed across the site access on Syon Lane, and in accordance with the requirements of Healthy Streets, the site access design has been developed to provide suitable capacity and safe pedestrian crossing for users of all abilities. During pre-application discussions, the local authority expressed a preference for the provision of a direct 'straight-across' pedestrian facility at the site access arm of the junction, and this has been incorporated into the design.

## EMERGENCY/OCCASIONAL ACCESS

A restricted vehicular access point is provided from Macfarlane Lane, connecting to the western end of the northern Lane. This is intended to provide occasional access for emergency service vehicles and to facilitate a more convenient collection route for refuse and recycling vehicles around the site (see also section 7.11). The width of the access route will be the minimum required to adequately serve the vehicles which will use it, and the overall character and appearance will be that of a wide footpath/cycleway, which will be its primary function. Automatically lowering bollards will be provided at both ends to prevent unauthorised use.

### KEY

- Primary Car Routes ↔
- Secondary Car Routes - - -
- Turning Circle ○
- Emergency Access - - -





# 7.9 CAR PARKING

Most of the parking provision on the site will be provided within undercroft parking areas beneath the podium gardens of Development Parcels A, C, D and H.

A limited amount of provision will also be provided on the street, serving specific users and sensitively incorporated with landscaping to minimise its visual impact.

This will help to limit the impact of vehicles on the public realm and strengthen the creation of a pedestrian friendly environment.



*Car parking and cycle parking numbers have been tested within the Illustrative Masterplan using the relevant space standards and requirements and detailed layouts to ensure the numbers provided can be achieved.*

**KEY**

- On-street parking bays
- Podium parking
- Access to podium parking



# 7.10 COMMERCIAL & RESIDENTIAL SERVICING

The servicing of commercial and residential properties will be carefully controlled to avoid delivery vehicles being parked in inappropriate/inconsiderate locations within the public realm.

Deliveries will be managed by a concierge located in the south west corner of Development Parcel H, close to the main vehicular entrance to the site.

The majority of commercial servicing will be undertaken within the podium of Block H, with space provided for a minimum of two large vehicles and adequate turning provision within the boundary of the parcel.

Commercial properties for Development Parcel B will be serviced from Development Parcel H, with deliveries transported by palette across The Clearing.

Servicing bays will also be provided on MacFarlane Lane and along the Boulevard and the Lanes within the site to accommodate large deliveries to residential properties.



Development Parcel H

Service Podium tracked to allow for 2 No. 10m rigid vehicle + ancillary loading & direct General Store Access.

↔ Route to the Clearing identified for palette deliveries.

- KEY**
- Route for service vehicles —
  - Turning head —○—
  - On-street servicing bays —
  - Parcel H - - -
  - Indicative location of concierge ●





# 7.11 WASTE MANAGEMENT

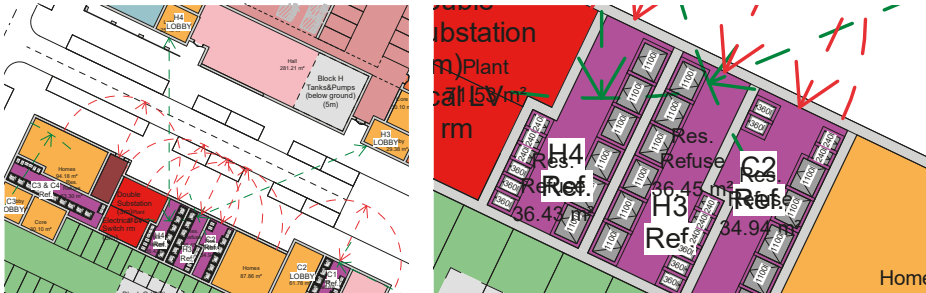


This document presents an outline waste strategy for the outline application for the residential-led mixed-use development by St Edward Homes Limited at Tesco Osterley. The waste strategy is indicative at this outline stage and will be detailed and the reserved matters stage.

The sizing and location of the refuse storage within the illustrative masterplan is based on the requirements set out by Aecom in Appendix A.

Waste and recycling will be collected at street level from dedicated stores beneath the buildings fronting the Boulevard and the Lanes. The internal street layout is designed to minimise the need for collection vehicles to reverse, with turning areas provided at the eastern end of both Lanes and a service only access to MacFarlane Lane in the north west corner of the site.

Buildings at the edges of the site will be serviced from surrounding streets, with Parcel B serviced from Grant Way and parcels E, F and J from MacFarlane Lane.



All refuse stores located within 30m of Lobby Entrance & 10m of carriageway

All refuse stores sized for capacity of waste streams and unit sizes as HBC policy, including provision for allocated areas of bulky waste.

Provision for commercial waste has been calculated, and stores provided. Commercial waste will be managed independently from that of the HBS collections.

- KEY**
- Refuse Routes
  - Residential Refuse Stores







# IMPLEMENTATION





# 8.1 DELIVERY AND PHASING

Given the outline nature of the application, a detailed development programme has not yet been finalised. An indication of the assumed sequencing of works is presented in the adjacent diagram.

The proposed phasing currently seeks to deliver the clearing early in the construction process so as to deliver these uses and benefits as early as possible to the existing and new community.

Prior to work starting on-site, the CEMP and CLP would be produced and agreed with LBH.

Prior to commencement of works, hoarding would be erected along the boundaries of the site as appropriate and suitable access would be arranged in consultation with LBH and TfL. Hoardings would be made secure, separating the general public from on-site activities.

Demolition works would comprise the removal of the existing building on-site together with any below ground structures and foundations. This would initially comprise the Tesco Extra store and The Petrol Filling Station would follow at vacant possession two years later. Detailed consideration would be given in assessing the assignment and routing of traffic as part of a construction traffic management plan and all works on-site would be undertaken in accordance with the provisions of the Construction (Design and Management) (CDM) Regulations 2015.

Phases and Expected Start Date:

- Phase 1 - Q3 2025
- Phase 2 - Q2 2027
- Phase 3 - Q2 2028
- Phase 4 - Q1 2030
- Phase 5 - Q3 2031
- Phase 6 - Q4 2032
- Phase 7 - Q4 2033



Indicative Phasing Diagram



## 8.2 MANAGEMENT



### Social Sustainability & Stewardship

From the outset, St Edward Homes Limited talk to local residents and understand what is already in the area and what people want. Good local engagement creates a sense of ownership for the proposals which helps with long-term support and stewardship of the place.

Then we undertake a social sustainability assessment. This applies a set of 13 criteria which reflect what academic research tells us are the building blocks of a strong community. They include links with neighbours, feelings of safety, local identity and ability to influence. Crucially, they cover both the physical and the social fabric of a neighbourhood.

Through this assessment we prioritise specific actions that will help to make a fantastic place to live and realise a shared vision. This is in tandem with, and informed by, extensive local consultation and masterplan preparation.

Well before residents start to move in, we develop a bespoke Community Plan to make sure that everyone's ambitions are delivered. Each Community Plan drives an events programme and a digital forum, which help people mix, meet and integrate into the surrounding community. It creates a system of community governance, which can range from social clubs to residents committees, and starts to embed a sense of shared responsibility and self-management.

The leadership initially comes from Berkeley Group but then passes to residents and the managing agent appointed by us to look after each place long-term.

St Edward Homes Limited also measure the success of each community we create. On some large developments we commission independent research to test our performance against the 13 social sustainability criteria. This provides evidence about people's wellbeing and a clear picture of what works and where we need to improve. Ultimately, we work to create a place where people are happy and where the residents can contribute and take charge.









# SUMMARY





## 9.1 KEY BENEFITS

**1,677**  
Homes

**35%**  
Affordable Homes  
(Hab Room Basis)

Biodiversity  
**NET GAIN**

**>45%**  
is Public Realm

**ZERO**  
Carbon Development

**HIGH**  
Quality Green  
Interventions

**>46%**  
Recovered Green &  
Blue Landscape

**12,000m<sup>2</sup>**  
Flat Roof Space for  
Play, Wildlife, Water  
& Energy Generation

**800m**  
Perimeter Trim Trail

**300+**  
Trees Planted

**46,000sqft**  
Commercial

**35%**  
On-Site Reduction  
Carbon Emissions

**HUB**  
TRANSPORT





## 9.2 CONCLUSION

*“...but where is the local centre,  
where is the heart?”*

This was our first question when arriving in Osterley, walking along the busy A4.

This simple question was raised time and again, becoming a common topic of conversation at many of the discussions we had while engaging with the local community over the last 6 months.

Today, Osterley Place together with Syon Gardens, presents a real generational opportunity for the established communities surrounding the sites to form and nurture a local heart to their neighbourhood. These two developments, framing the western entrance of the the Great West Road will establish a new identifiable centre for the area, designed to respond to the people and their needs whilst celebrating the unique social history and built heritage of this part of west London.

From the outset the three key vision principles of the landscape-led project have remained true; cultivate community, nurture ecology and marry environments. These have formed a foundation of a strong design narrative which has been welcomed by the council, Design review panels, Greater London Authority and the many community groups we have engaged with throughout the area.

The proposal makes efficient and considered use of this key brownfield site, in line with policy principles and reflective of its opportunity as a central and accessible location; whilst protecting and enhancing the existing natural assets, reinvigorating the neglected Water Gardens to the north, as part of a new sequence of outdoor public spaces.

The density of the development ensures a vibrant and active environment, while bringing a range of residential products accessible to a wider demographic. In addition to the surrounding transport provision the proposal safeguards space to provide a much needed transport hub to the area, facilitating increased frequency and extended bus routes further afield.

Combined with the emerging opportunities of the Great West Road Local Plan the proposal will unlock existing and future routes across the neighbourhood offering increase accessibility to all residents; enhanced by a new network of public street and spaces - these which form over 50% of the site area.

As a landscape-led proposal the public realm will provide much needed ‘spaces for uses’ to the surrounding population; areas to meet, shop, live, and enjoy. Offering the Osterley of the future a true local and active centre for residents and visitors alike.









# APPENDICES





A. OUTLINE WASTE STRATEGY

Residential Bin Storage Requirements.

This Memo has been written for St Edward Homes Ltd to advise on the bin storage requirements for the Tesco, Osterley Proposed Development located in the London Borough of Hounslow (LBH).

Methodology

The methodology for residential waste and recycle requirements has been taken from LBH's 'Recycling and Refuse Guidance, Guide for Architects and Planners submitting applications to Hounslow Council' 2019 document alongside additional communication with LBH (please see Table 1 and Table 2 of this Memo for the methodology used).

Table 1. Waste Arising Methodology

Method	Waste Arisings
LBH Guidance	(70 L x average number of bedrooms) + 30 Litres

Table 2. Waste Stream Split Methodology

MDR					Food	Residual	Total
50 %					10 %	75 %	125 %
Plastic	Cardboard	Paper	Cans/aerosols	Glass			
33%	33%	15%	12%	7%			

Bin Storage Requirements per Core

From the methodologies presented in Table 1 and Table 2 of this Memo, bin storage requirements per core based on a fortnightly collection frequency for residual waste and a weekly collection frequency for recycle waste can be seen in Table 3 of this Memo.

Please note, fortnightly collection of residual waste and weekly collection of recycle waste is the standard collection frequency within LBH. If frequency collection is to be increased, a commercial contractor would need to be used. If required, please see Appendix A for bin numbers based on a weekly residual waste collection and twice weekly recycle waste collection frequency.

Table 3. Bin Storage Requirements per Core Based on a Fortnightly Collection for Residual Waste and a Weekly Collection Frequency for Recycle Waste.

Block	Residual	Card	Plastic	Paper	Cans/Aerosols	Glass	Food
A	46 x 1,100 L	10 x 1,100 L	10 x 1,100 L	14 x 360 L	11 x 360 L	7 x 360 L	28 x 240 L
B	18 x 1,100 L	4 x 1,100 L	4 x 1,100 L	6 x 360 L	5 x 360 L	3 x 360 L	11 x 240 L
C	22 x 1,100 L	5 x 1,100 L	5 x 1,100 L	7 x 360 L	5 x 360 L	3 x 360 L	13 x 240 L
D	20 x 1,100 L	5 x 1,100 L	5 x 1,100 L	6 x 360 L	5 x 360 L	3 x 360 L	12 x 240 L
E	4 x 1,100 L	1 x 1,100 L	1 x 1,100 L	1 x 360 L	1 x 360 L	1 x 360 L	2 x 240 L
F	13 x 1,100 L	3 x 1,100 L	3 x 1,100 L	4 x 360 L	3 x 360 L	2 x 360 L	8 x 240 L

G	14 x 1,100 L	3 x 1,100 L	3 x 1,100 L	5 x 360 L	4 x 360 L	2 x 360 L	9 x 240 L
H	29 x 1,100 L	7 x 1,100 L	7 x 1,100 L	9 x 360 L	7 x 360 L	4 x 360 L	18 x 240 L
J	2 x 1,100 L	1 x 1,100 L	1 x 1,100 L	1 x 360 L	1 x 360 L	1 x 360 L	1 x 240 L

Combined Bin Storage Requirements

Combined bin storage requirements have been calculated based on the methodology provided in Table 1 and Table 2 of this Memo. Table 4 of this Memo shows bin storage requirements based on a fortnightly collection frequency of residual waste and a weekly collection frequency of recycle waste (if required please see Appendix A for bin numbers based on a weekly residual waste collection and twice weekly recycle waste collection frequency).

Table 4. Combined Bin Store Requirements Based on a Weekly Collection Frequency

Residual	Card	Plastic	Paper	Cans/Aerosols	Glass	Food
164 x 1,100 L	36 x 1,100 L	36 x 1,100 L	50 x 360 L	40 x 360 L	24 x 360 L	101 x 240 L

Additional Requirements

It should be noted, LBH do not collect compacted waste. If this apparatus is to be used within the Proposed Development, a commercial waste contractor would need to be used for waste and recycle collection. Bin numbers based on in-bin compaction can be calculated if required.

Bin stores should be < 30 m (excluding horizontal and vertical distance) from each residential unit. Further storage and collection requirements the development must adhere to are presented in Appendix B of this Memo. Please note, these requirements would require further discussion with members of the design team to make sure the proposed development is compliant to LBH's requirements.



# A. OUTLINE WASTE STRATEGY



## Appendix A – Increased Collection Frequencies.

Bin Storage Requirements per Core Based on A Weekly Collection Frequency of Residual Waste and a Twice Weekly Collection Frequency of Recyclate Waste.

Block	Residual	Card	Plastic	Paper	Cans/Aerosols	Glass	Food
A	26 x 1,100 L	6 x 1,100 L	6 x 1,100 L	8 x 360 L	7 x 360 L	4 x 360 L	16 x 240 L
B	10 x 1,100 L	2 x 1,100 L	2 x 1,100 L	3 x 360 L	3 x 360 L	2 x 360 L	6 x 240 L
C	12 x 1,100 L	3 x 1,100 L	3 x 1,100 L	4 x 360 L	3 x 360 L	2 x 360 L	8 x 240 L
D	11 x 1,100 L	3 x 1,100 L	3 x 1,100 L	4 x 360 L	3 x 360 L	2 x 360 L	7 x 240 L
E	2 x 1,100 L	1 x 1,100 L	1 x 1,100 L	1 x 360 L	1 x 360 L	1 x 360 L	2 x 240 L
F	8 x 1,100 L	2 x 1,100 L	2 x 1,100 L	2 x 360 L	2 x 360 L	1 x 360 L	5 x 240 L
G	8 x 1,100 L	2 x 1,100 L	2 x 1,100 L	3 x 360 L	2 x 360 L	1 x 360 L	5 x 240 L
H	17 x 1,100 L	4 x 1,100 L	4 x 1,100 L	5 x 360 L	4 x 360 L	3 x 360 L	10 x 240 L
J	1 x 1,100 L	1 x 1,100 L	1 x 1,100 L	1 x 360 L	1 x 360 L	1 x 360 L	1 x 240 L

Bin Storage Requirements per Core Based on A Weekly Collection Frequency of Residual Waste and a Twice Weekly Collection Frequency of Recyclate Waste

Residual	Card	Plastic	Paper	Cans/Aerosols	Glass	Food
94 x 1,100 L	21 x 1,100 L	21 x 1,100 L	29 x 360 L	23 x 360 L	14 x 360 L	58 x 240 L



## Appendix B – Storage and Collection Requirements.

In line with BS 5906:2005, Part H6 of the Building Regulations, and LBH 2019 document "Recycling and Refuse Guidance, Guide for Architects and Planners submitting applications to Hounslow Council", the following collection requirements has to be considered into the Proposed Development in order to comply with all mandatory waste storage requirements.

### Location

- Close proximity to living quarters need to be avoided, as well as, placing facilities beneath any area that could either act as a means of entry, cause a noise nuisance or be a potential fire hazard, i.e., placing a site against a garden fence or beneath the eaves of a low house or low tree.
- Facilities should not be placed so far from the point of entry that residents choose to place their waste in a more convenient location.
- Commercial containers (wheeled bins and compactor skips) must be stored within the external or internal space of commercial premises. Ideally this will take place within the building itself.
- Where co-location is not possible, the recycling facilities should be placed close to the logical direction that residents would take to exit the development. Recycling should be more convenient than disposing of residual waste.
- Storage area doors must not open over the public footway or road. Expectation will only be made where it would require structural and visual change that the council find unacceptable.
- Waste Storage chambers should be away from the main entrance of the building.
- Premises must have an off-street collection area at ground level. Waste Storage chambers should be located at vehicle access level. Basement level storage should have adequate provision to move waste to the ground floor for collection e.g. dedicated lift.
- Waste containers should be sited so that the containers can be taken to the collection point within 25m and not be taken through a building.

### Convenience

- If chutes are installed, they should be spaced no more than at 60m intervals so that the occupier should not have to carry waste a distance of more than 30m.
- Waste storage chambers should be situated in readily accessible positions and should not require householders to carry refuse waste more than 30m (excluding any vertical distance from each dwelling).

### Bulky Waste

- A separate area for bulky waste (i.e. fridges, mattresses) is recommended so that bulky waste does not block the bins. Bulky waste should be disposed using the chargeable council bulky waste services, or a private contractor.

### Screening or covering

- Obscuring bin stores for aesthetic reasons is ideal.
- [For commercial waste] where adequate screening of views from public areas and any over-looking sensitive uses (e.g. residential properties on higher floors) has been provided, storage in private yards will be acceptable. Such screening should consist of a fence or other boundary treatment to a minimum 1.8 m in height or that of the highest container as stored and seen from sensitive public vantage points.
- Bins should be kept off the public highway and screened.



A. OUTLINE WASTE STRATEGY



- Enclosures should be robust, well ventilated and attractively integrated with the building and screened for privacy and security.
- Internal built storage areas should conform to British Standard BS 5906-2005 – Waste management in buildings.
- Waste containers should be inside or at least enclosed. If bins are outside, they should be secured in a compound.
- Bins should be fitted with close fitting lids to prevent vermin access.

Signage

- Clear signage must be provided to make it easy for residents to differentiate which bins are for recycling. This should be done with suitable door or wall signs and, where appropriate, floor markings. This combats misuse of the recycling bins which cannot be tolerated.
- Signage should allow residents to identify with bin store is for their flats and locate the bin store if it is obscured from view.
- Commercial and Domestic mixed-use developments must have a separation of facilities, including appropriate signage.
- Residents should be made aware of the fire risk from waste storage. This should be done using applicable signage displaying the dangers of carelessly stored waste.
- All roads should be clearly marked to prevent unauthorised parking which may disrupt waste management practises.

Bin store design

- A bin store must be large enough for the bins to sit next to each other, not behind each other. Residents will not take responsibility for rotating bins.
- The height of the bin store must be sufficient for the residual waste bin lids to be opened.

Accessibility

- Storage must be designed to be accessible for disabled and other public as set out by the Disability and Discrimination Act (DDA), as specified in BS 8300:2009 the design of buildings and their approaches to meeting the full range of needs of all people.
- Facilities must be readily accessible by both residents and the collection crews with adequate space.
- Bulky items blocking access to the bins must be removed privately.
- The entrance of the waste storage room will be free from steps and projections.
- If the site has a gate key, fob or code, it will need to be supplied, to provide access.
- Residual waste and recycling should be placed together for ease of use by residents. The full range of recycling must be available in each bin store.

Access Paths

- Facilities should be designed so that bins can be pulled easily and safely to the vehicle for collection, including dropped kerbs where required. This should avoid slopes and narrow access.
- There is a 10-metre maximum pull distance for four-wheeled bins (euro) and a 15- metre maximum for two-wheeled bins, from the bin store to the vehicle collection point.
- The ground surface must have a solid foundation, be smooth (i.e. no cobbled surfaces), and have minimum width of 2 metres.
- Paths between container chambers and collecting vehicles should be free from kerbs or steps or inclines with a gradient more than 1:20 and be non-slip.



- Loading of commercial containers should take place within the private yard of the commercial premises. However, subject to no major disturbance to access for other vehicles and no need to reversing onto the public highway (for instance to reverse onto a skip for loading), it may be acceptable for the collection vehicle itself to remain outside but immediately adjoining the yard in public areas, with containers being loaded from the yard edge. This will avoid the need for large areas of space (redundant for other purposes) within the yard.
- For waste containers up to 250L steps should be avoided between the container store and the collection point, however if steps are unavoidable, they should not exceed 3 in number.

Vehicle Access

- Where a vehicle is required to enter a site a vehicle movement plan is required.
- All vehicles are rear steering; this means that the vehicle movement plan should allow clearance of all walls and bollards on the site with this in consideration.
- Manual for Streets (DfT) (2007), should be referred to during the design stage of the Proposed Development in regard to the design, and construction, of new residential streets and access roads.
- BS 5906:2005 recommends a minimum street width of 5 m for waste collection vehicles. However, Manual for Streets recognises that smaller general widths are likely to be acceptable, for example where on-street parking is discouraged.
- Loading bays should have headroom appropriate to the method of waste collection.
- Any part of the building through which a waste collection vehicle passes must have a minimum clearance height of 4.5m.
- There is a preference to drive forwards into and out of any site. Where this is not possible, a plan should be made to reverse into the site and drive out forwards. The Highway Code (200 – 203) requires that large vehicles do not reverse onto a main road.
- If vehicles are required to reverse, then the distance should not exceed 25m (only in exceptional circumstances).
- Consideration should always be given to the swing needed to gain access onto a site. If the road is narrow and cars park on one side, it is inevitable that the vehicle truck will not be able to swing in to gain the access.
- The vehicle movement plan should bring the rear of the vehicle to within 10 meters of the bin store, with sufficient clearance to operate the lifting mechanism.
- The plan should allow sufficient time to stop without causing an unnecessary obstruction.

LBH Standard Waste Collection Vehicle Dimension

Dimensions	
Minimum Vehicle Clearance Length	11 m
Height	3.6 m
Width	2.65 m
Weight (Tonnes)	26
Turning Circle (diameter)	23 m

- Commercial occupiers are likely to be less constrained in their choice of collection vehicles than residents. The size and type of vehicles used by different firms to collect a given commercial waste stream may vary widely, offering a greater potential to fit the collection vehicle to the public realm.

Collections

- The developer must contact the Principal Waste and Recycling Officer to commence collections and allow 4 weeks' notice.
- For commercial premises recycling should be prioritised.
- For commercial collections should be designed to minimise spillage of waste.
- Buildings are expected to have an off-street collection area at ground-level.



# A. OUTLINE WASTE STRATEGY



## Materials and Finishing

- The walls and roofs of the of the waste chamber should be formed of non-combustible robust and secure materials with a smooth finish suitable of washing down. The door of the chamber should be made of steel.
- Where appropriate, a trapped gully and water supply should be provided to make cleaning easier.
- To allow Euro bins or similar wheeled bins to pass easily through the doors of the Waste Store without damaging the doors, please ensure doors have door retainers on them.

## Safety and anti-social behaviour

- Unsightly bins can damage the visual amenity and contribute to increased levels of anti-social nuisance such as odour and litter. Therefore, bins should be planned carefully and should be stored in a publicly accessible area.
- The door should be capable from being opened from the inside as well as the outside for reasons of safety.

## Locks

- A universal lock and key system can be used to secure waste storage chambers. The standard Fire Brigade (FB) mortise lock and key would be the preferred option.
- If the site has a gate key, fob or code, it will need to be supplied to the council before collection services, to provide access.

## Fire Safety

- Fire safety guidance states that all wheeled bins should be 6 meters or further from a building, unless the bins are in a purpose-built brick waste store which has a roof and fire doors. See BS 9999:2008 Code of practice for fire safety in the design, management and use of buildings including DDA compliance.
- The walls and roofs of all waste stores should be formed of non-combustible, robust, secure and impervious material, and have a fire resistance of one hour when tested in accordance with BS 476-21, whilst the door of the stores should be made of steel or have a fire resistance of 30 min when tested in accordance with BS 476-22.
- Caged or screened bins should be locked if in a public accessed area and have a lid and wheel locking mechanism.
- Consideration should be taken to align with a development of fire strategy and plans and review emergency access and egress routes.
- Storage containers and sacks should not be left in entrances, atriums, gangways, shared communal areas or balconies.
- Any internal storage areas adjacent to a fire escape route must be fitted with fire doors, automatic fire detection and a sprinkler system and comply with the Regulatory Reform (Fire Safety) Order 2005.

## Ventilation and Lighting

- Facilities must be readily accessible with adequate ventilation (if internal) and lighting.
- Where the area is to be enclosed in a roofed building, adequate ventilation must be provided. Permanent ventilators should be provided giving a total ventilation area of not less than 0.2m<sup>2</sup>.
- Passive ventilators should be fly and vermin proof and located near the ceiling and floor of the chamber as possible but away from windows and dwellings.
- Electrical lighting should consist of sealed bulkhead fittings with houses related to IP65 in BS EN 60529: 1992 for the purposed of cleaning down with hoses and inevitable splashing.
- Luminaires should be low energy light fittings or low energy lamp bulbs, controlled by proximity detection or a time delay button to prevent lights being left on.



## Maintenance

- Bins stores must be regularly cleaned and checked.
  - Bin stores should have drainage to ensure that any liquid from commercial waste does not end up to the public highway.
  - Storage facilities should be kept clean, maintained and managed.
  - Arrangements should be made for cleaning of the chamber with water. A hose union tap should be provided in agreement with the local water authority and the environment agency.
  - The floor of the chamber should have suitable fall towards the drainage points. Gullies should be positioned not to be in the track of container wheels and should incorporate a trap, which maintains a seal, even during prolonged periods of disuse.
- 1.1 In addition to the above requirements, the following points will also be adhered to:
- All restaurants will include separate suitable provision for waste cooking oil and food.
  - Residential and commercial waste will not be stored within the same waste store and will have independent stores.
  - Information packs will be available for residents which will include full information on available recycling facilities and the implemented waste management strategy.
- 1.2 The below diagram details guidance for the appropriate arrangement of waste containers within the waste storage rooms. These rooms must be large enough to allow residents to access to all containers without needing to rearrange any other containers within the storage space itself. The storage area must permit users to access the long edge of each bin.
- 1.3 In addition, it should be noted that the residential waste store should be accessible for disabled/wheel chair users (see the below image in this Memo).

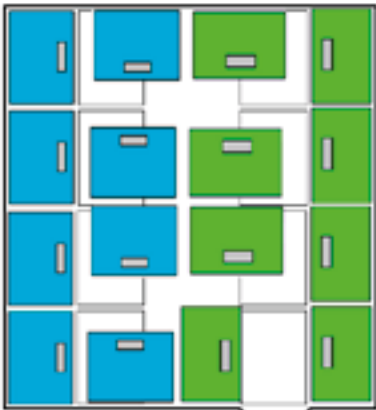


# A. OUTLINE WASTE STRATEGY

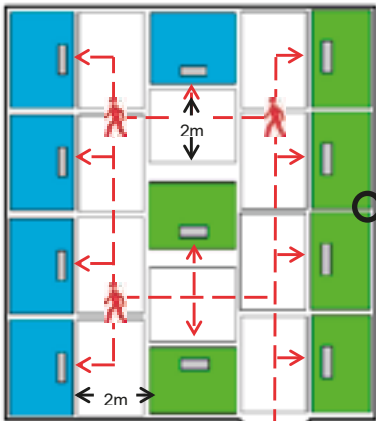
Bin Store Layout Guidance (For Euro Bins).



**Not Compliant:** It is not possible to access the long edge of the bin, and there is no space to manoeuvre bins within the storage room without moving another bin.



**Not Compliant:** Whilst it is possible to access the long edge of each bin, it is not possible to access all bins, or manoeuvre bins without moving another bin.



**Compliant:** It is possible to access the long edge of every bin without needing to move another bin. There is also space between each bin to manoeuvre bins without moving another bin.

150mm between and around each bin

Example Wheelchair Turning Circle

