September 2020

# SYON GARDENS
## HOMEBASE BRENTFORD SITE, TW7 5QE
## DESIGN AND ACCESS STATEMENT

Consultant: Patel Taylor

St Edward
Designed for life

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Patel Taylor

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Design and Access Statement

**Project**
Syon Lane

**Status**
For planning

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# Contents

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# Executive summary


Figure 1.1: CGI view of the proposed development from north of Gillette Corner looking south

The Homebase site on Syon Lane is one of two strategic sites within the Great West Corridor Opportunity Area being brought forward for regeneration and redevelopment by St Edward Homes Limited (St Edward), which also includes the Tesco Osterley site on Syon Lane. Together, these strategic brownfield sites have the potential to deliver much needed homes for Hounslow, a state-of-the-art Tesco store, flexible community, retail and employment uses as well as dramatic improvements to the streetscape environment and public realm.

With the design team's placemaking expertise, this is an exciting opportunity to kick-start regeneration of the Golden Mile with landmark architecture and a much greener landscape.

The site will bring together the new and the old: celebrating the historic grand Art Deco industrial buildings, encouraging new employers into the area and marking a new era for the Golden Mile.

The regeneration of the Homebase site is a significant opportunity to relocate the existing Tesco superstore and therefore unlock the regeneration of the Tesco site.

The Proposed Development, located within the London Borough of Hounslow, will be of a mixed use nature, combining residential, commercial and community uses. The combination of new homes, retail and spaces for the local community, will make this an important place within the local area. It will support a wide variety of activities and draw upon local history to contribute to a sense of place and community.

The proposed scheme will create an attractive, well connected, sustainable place for people to live, work and socialise, helping to regenerate the surrounding area and create a step-change in the perception of the Great West Road.

# The proposed scheme

The proposed scheme is for the follwing:

“Full planning application for the demolition of existing building and car park and erection of buildings to provide residential units, a replacement retail foodstore, with additional commercial, business and service space, and a flexible community space, and ancillary plant, access, servicing and car parking, landscaping and associated works”

**Summary of scheme**

- Delivery of 473 high quality homes;
- 38% affordable housing (on a habitable room basis);
- A new and modern Tesco retail store of circa 10,550 sqm (GIA);
- Community space of 200 sqm (GIA);
- 137 sqm (GIA) of flexible commercial, business and service space;
- 400 retail car parking spaces;
- 100 residential car parking spaces;
- 3 residential visitor car parking spaces and 2 car club spaces;
- 204 retail cycle parking spaces;
- 896 residential cycle parking spaces;
- Building heights include a four-storey podium with blocks ranging up to seventeen storeys;
- Communal residential amenity space with biodiverse podium gardens including open space and children’s play space;
- New active frontages and improved, safer public realm along Syon Lane and the Great West Road;
- Dedicated new pedestrian and cycle friendly ‘clean air’ route provided between Syon Lane Station and the Great West Road via Syon Gate Way and new eastern street, Syon Gate Lane.
-

473 new homes

38% Affordable Housing

200 sqm of new community space

A modern and sustainable Tesco Extra store

Iconic architecture and a new landmark building

Safe off-road cycle lanes

Over 2 acres of green space and new public realm

Significant biodiversity gain

193 construction jobs (each year of build)

Creating and safeguarding Tesco jobs


Figure 1.2: CGI view of the proposed scheme along Syon Lane

Figure 1.3: CGI view of the proposed residents' gardens at podium level

Figure 1.4: CGI view of the proposed residents' gardens at podium level

## 1.1 Purpose of the document

1.1.1 The Design and Access Statement (DAS) is one of a number of documents prepared to support the Detailed Planning Application for Homebase Brentford site, Syon Lane, TW7 5QE. The application is seeking a “Full planning application for the demolition of existing building and car park and erection of buildings to provide residential units, a replacement retail foodstore, with additional commercial, business and service space, and a flexible community space, and ancillary plant, access, servicing and car parking, landscaping and associated works”.

1.1.2 The purpose of the DAS is to provide a comprehensive overview of the design process behind the application proposals, a description of the proposals themselves and how they integrate in with the local context and community. Furthermore, it will demonstrate how the design proposals have been carefully thought through to allow everyone, including disabled people, older people and very young children, to use the building and its environment.

Figure 1.1: CGI view of the proposed development

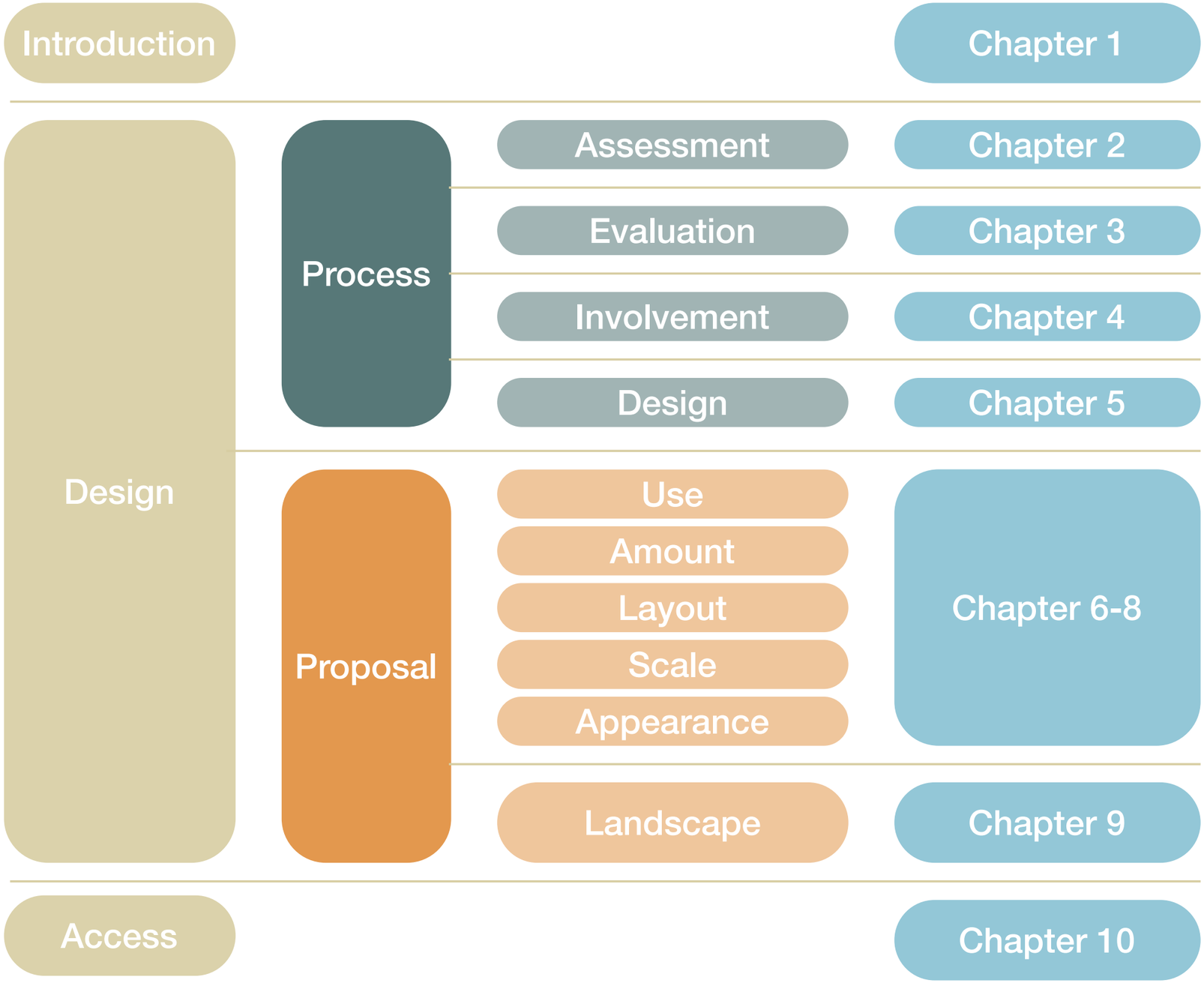


Figure 1.2: Structure and contents of the Design and Access Statement

## 1.2 Structure of the document

1.2.1 The Design and Access Statement (DAS) has been prepared having regard to Government guidance entitled 'Guidance on Information Requirements Validation' (2010) and guidance published by the Commission for Architecture and Built Environment (CABE).

1.2.2 The DAS contains the following information:

## 1.3 Design

1.3.1 Figure 1.2 illustrate the how the contents of the DAS are organised and described.

### 1.3.2 The process

1.3.3 The physical characteristics of the scheme have been informed by a process which includes the following steps:

- Assessment: description and analysis of the physical, social, economic and planning context.
- Involvement: description of the community involvement and consultation process and how this has helped shape the scheme.
- Evaluation: evaluate the information collected to identify constraints and opportunities.
- Design: evaluation of design options and description of the rationale behind the scheme as submitted.

### 1.3.4 The proposals

1.3.5 Detailed descriptions of the proposals including:

- Use: what uses are included in the scheme, why are the appropriate and how well they work together.
- Amount: amount of development for each of the uses described.
- Layout: description of the layout of the proposals and how it will work and fit with its surroundings.
- Scale: description and appropriateness of the scale of development.
- Appearance: description of what the building and the place will look like.
- Landscape: description of all treatments of outdoor spaces including soft and hard materials as well as planting.

## 1.4 Access

1.4.1 The DAS includes all forms of potential aspects of access. These include:

- Vehicular and transport links: description of access routes and points, why they have been chosen and how the site responds to road layouts and public transport provision.
- Inclusive access: description of how everyone can get to and move thorough the place on equal terms regardless of age, disability, ethnicity or social status.

## 1.5 Client and Professional Team

### St. Edward - Client

1.5.1 St Edward Homes Limited is a joint venture company between M&G Investments and Berkeley. 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.

1.5.2 Some of the key developments include Stanmore Place, a new community in Harrow best known for its award-winning landscape design and feature lake; 190 Strand, provided homes in Central London in the sensitive context of Grade II listed St Clement Danes Church; and Warwick Row Masterplan, transforming the local area with over 1,000 homes including affordable housing, a new primary school and over a hectare of landscaped open space, alongside shops, cafés and community space.

### Patel Taylor - Architect

1.5.3 Patel Taylor is an award-winning architectural practice working on some of the largest urban regeneration schemes in the UK. We have a proven track record in designing leading residential and mixed-use developments that encompass a range of contexts and densities. Our approach is founded on the relationship between architecture, landscape and urban design and informed by local context and community needs. This approach has facilitated planning approvals on a range of sensitive schemes. With more than three decades in practice, we are skilled in creating bespoke solutions for each commission; from city to human scale.

1.5.4 We are currently designing close to 13,700 homes in several large scale projects across London, including: London Dock in Wapping, South Bank Place in Waterloo, White City in West London and Beam Park in Barking/Havering.

### Murdoch Wickham - Landscape architect

1.5.5 Murdoch Wickham's narrative for landscape design stems from mirroring the things that nature does best. The team bring their dynamic vision to life, creating vibrant and engaging spaces that work simply with the surrounding natural environment and embrace the history and story of the site. It's the balance between ecology and amenity that makes each Murdoch Wickham project so unique.

1.5.6 Some of their major projects include White City, masterplanned by Patel Taylor and developed by St James, part of the Berkeley Group, Woodberry Down, One Tower Bridge and Goodman's Fields.


Figure 1.3: Royal Warwick Square by St. Edward


Figure 1.4: 190 Strand by St. Edward


Figure 1.5: Kensington Primary Academy by St. Edward


Figure 1.6: White City by Patel Taylor


Figure 1.7: London Dock by Patel Taylor


Figure 1.8: Southbank Place by Patel Taylor


Figure 1.9: White City by Murdoch Wickham


Figure 1.10: Woodberry Down by Murdoch Wickham


Figure 1.11: Goodman's Fields by Murdoch Wickham

## 2.1 Site Location and Setting

2.1.1 The site is located in the London Borough of Hounslow at the junction of Syon Lane and the Great West Road, just a 100m walk from Syon Lane Station.

2.1.2 The site is in an area of transition from industrial grain to residential grain. Terraced houses sit opposite the site along Syon Lane to the west and similarly to the south across the railway line.

2.1.3 The site marks the entrance to a section of the Great West Road popularly known as the 'Golden Mile' due to the high concentration of industrial buildings of Art Deco style in a short stretch.

2.1.4 The setting is characterised by the changing urban grain from industrial buildings and large retail boxes to the finer residential grain of terraced housing. There are several buildings of high architectural quality, including listed structures such as the Gillette Building, Syon Clinic or NatWest Bank. Also in close proximity is the GSK building, as another example of high quality tall buildings in the local area.

2.1.5 The site is 1km from Brentford Town Centre and just over 2km from Hounslow Town Centre.

2.1.6 The site is within a 10 minute walk from a number of local green spaces such as Osterley Park, Syon Park and Boston Manor Park.

Site

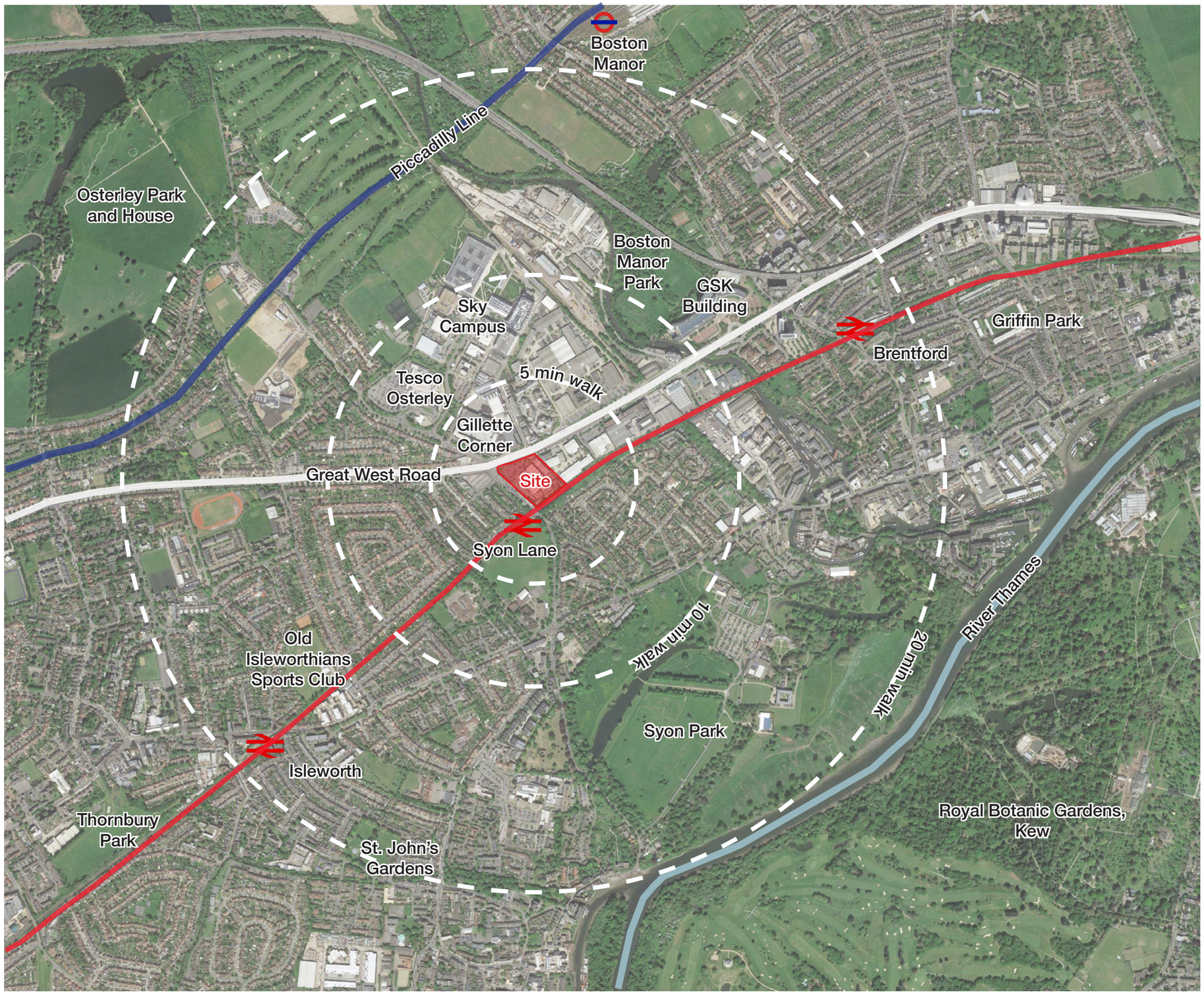


Figure 2.1: Site location and setting

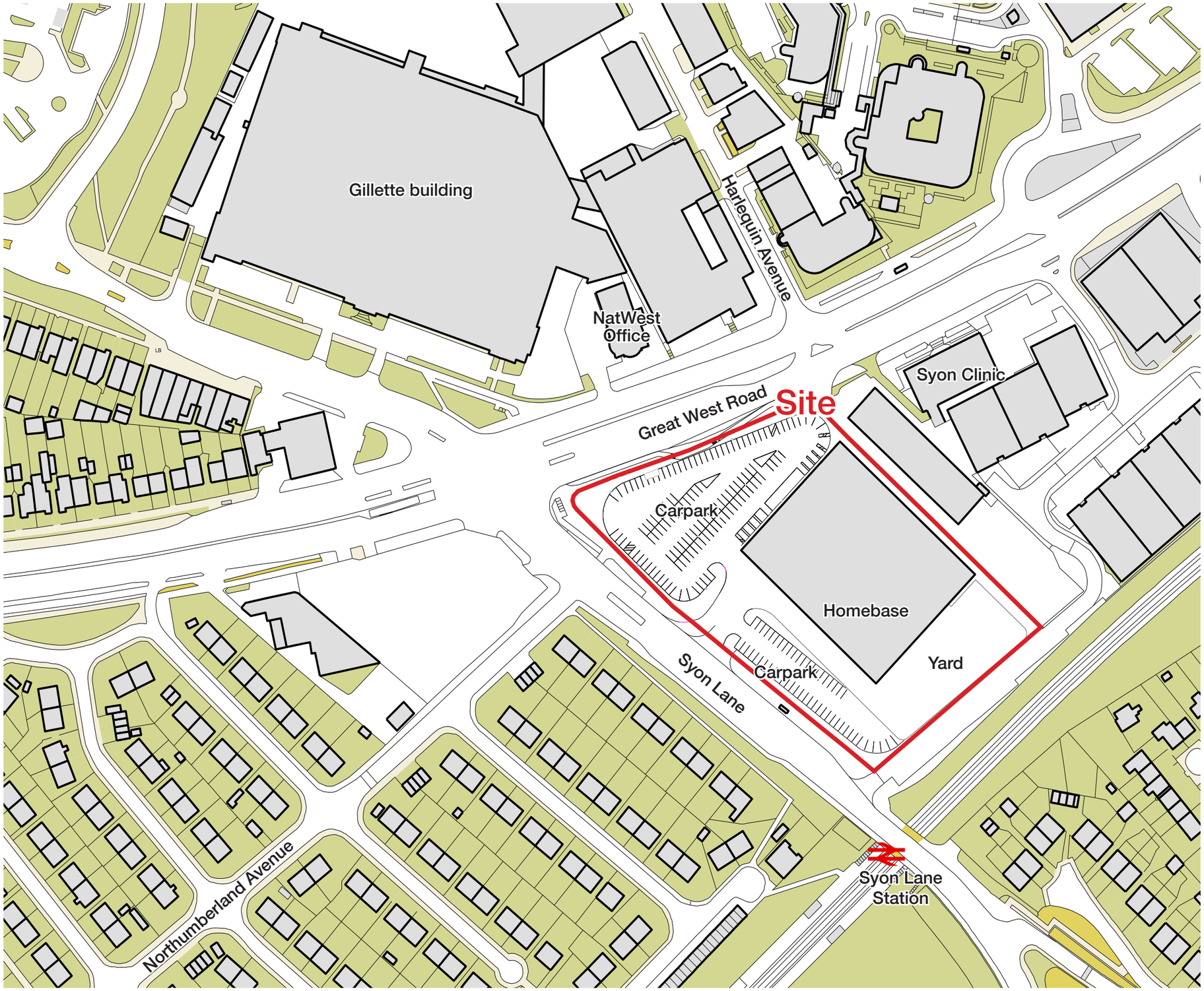


Figure 2.2: Existing site plan with red application boundary line

## 2.2 Site description

2.2.1 The site has an area of approximately 1.4 ha / 3.5 acres. It is bounded by:

- The Great West Road to the North-West
- Syon Lane to the South-West
- Syon Gate Way and railway line to the South-East
- Skoda Dealership Garage to the North-East

2.2.2 The urban grain is mainly industrial to the North and residential to the South.

2.2.3 The site is developed with a large single level Homebase store (4,180sqm) and associated surface and under-croft car parking (295 spaces). The Homebase store comprises a large industrial style shed with metal cladding. The building is effectively two storeys high with a pylon to the front which is identified in the Hounslow Urban Context and Character Study (2014) as a 'landmark'. The site has limited areas of overgrown and self seeded soft landscaping located to the north and west of the site.

## 2.3 Site photos

2.3.1 The images on this page are a selection of photos which show the current state of the site.

- Figure 2.4: a car dealership is located on the north-east edge of the site.
- Figure 2.5: the Homebase site is a rectangular plot of land of approximately 1.4 hectares (ha). The site is developed with a large single level Homebase store (4,180sqm) and car parking (295 spaces). It is bounded by the Great West Road to the North-West.
- Figure 2.6: an underpass allows crossing to the other side of Syon Lane across the Great West Road.
- Figure 2.7: the site sits in front of the Grade II Listed iconic Gillette building, one of many buildings of heritage interest in the local context.
- Figure 2.8: there currently is a single vehicular access to the site from Syon Lane.
- Figure 2.9: the site fronts two storey houses across Syon Lane


Figure 2.3: Views

Figure 2.4: View of the site from the northern corner of the site


Figure 2.5: Site from the junction of Great West Road and Syon Lane


Figure 2.6: Underpass at the West corner of the site

Figure 2.7: View of Gillette corner from the site

Figure 2.8: Existing access to the site from Syon Lane


Figure 2.9: View of Syon Lane at the southern point of the site

Figure 2.10: Brentford area - OS 1856

## 2.4 Site History

### Brief history of the local area

2.4.1 Brentford was established before the Roman occupation of Britain at the confluence of the River Brent and the Thames at the first point on the tidal portion of the river. London Road, which runs north east to south west through Brentford towards the equally ancient settlement of Isleworth, is an old trackway adapted by the Romans to link their cities of London and Bath. The oldest part of the parish boundaries however are those formed by the Rivers Thames and the Brent.

2.4.2 London Road runs north of Syon Park and most of the long-established tracks over the hitherto open fields of the parish were converted to roads after the enclosures beginning in 1818 thus maintaining the historic pattern of those main routes.

2.4.3 Syon Lane follows an ancient route through the open countryside running north-south across the old London Road through what is now Syon House park to the church and from there to the River Thames and the ferries which crossed the river between it and Richmond. Being accessible to the Court of Kew Palace, Isleworth became home to several grand villas, including the Duke of Marlborough's Syon Hill at its southern end and Osterley Park at its northern end. Marlborough Cottage stood on the east side of the Lane built by one of the Duchesses of Marlborough as a 'place of retirement'.

2.4.4 Wyke Manor lay at the northern end of Syon Lane and comprised 104 acres of farmland and woods on either side of Wyke Lane (now part of Syon Lane). It was, by 1570, held by Sir Thomas Gresham together with Osterley. In 1778, Wyke Manor was purchased by John Robinson MP who modernised the manor house renaming it Wyke House. In the 19th century, the rebuilt house became a school then later a private asylum which use it maintained until the late 20th century. Despite being a Grade II listed building, it was demolished in 1978. The Wyke Green Golf Club (founded 1928) occupies some 90 acres of the old grounds of Wyke House to the east of Syon Lane. Wyke Green itself, now reduced to a few acres, still exists as an open green.

### Syon House and Park

2.4.5 Syon House is the London home of the Duke of Northumberland. Originally the site of a medieval monastery the Abbey became forfeit to the Crown in the year 1539, the on the Dissolution of the Monasteries. The site was leased to the 1st Duke of Somerset, who built Syon House in the Italian Renaissance style before his death in 1552. Syon passed by marriage to Henry Percy, the 9th Earl of Northumberland in 1594. The building standing today is essentially the same house with later remodelling. In 1750 the 1st Duke of Northumberland, inherited the estate and commissioned Robert Adam to remodel the house and the landscape architect Lancelot 'Capability' Brown to work on the grounds. Extensive interior works were completed between 1762-69 and Capability Brown continued to work on the landscape for the next 20 years during which time he extended the landscaped grounds and created Pleasure Grounds to the north, centred on large new ornamental lakes. The 3rd Duke of Northumberland initiated a series of major works in the 19th century. The House remains in private ownership and has been open to the public since 1968.

### The 19th century

2.4.6 During the 19th century the economy of Brentford and Isleworth was dominated by market-gardens supplying London which covered 875 acres in 1840. The use of glass houses intensified the type and variety of crops that could be grown including both fruit and flowers. Heston was noted for cherries, and Hounslow for roses and other flowers. In 1921 just over 1000 persons in the parishes of Heston and Hounslow were employed in farming, gardening, and other work on the land. This number had fallen to 434 by 1951. Alongside this largely agrarian economy industries such as milling, brickfields, breweries and pottery flourished alongside some manufacturing.

2.4.7 In 1849 the Windsor, Staines & South Western Railway opened their loop line from Barnes to Feltham as far as Smallberry Green (now Isleworth) Station and in the following year the loop was completed through Hounslow Station. The Hounslow and Metropolitan Railway (now the District line of the London Underground) was opened in 1883 with a station at Thornbury Road and its terminus on the site of the present bus garage in Hounslow High Street. Streets of houses were begun to be laid out in anticipation of an influx of the professional class that would hopefully be attracted to the new suburbs by these improved transport links, but the expected rush did not materialise.

**The Great West Road and the Golden Mile**

2.4.8 The greatest single effect on the economy of the area was the opening of the Great West Road in 1925. The new road by-passed to the north the agricultural landscape of Brentford and Hounslow triggering a decade of development which transformed these districts out of all recognition. The first factory, Firestone's, opened in 1928 and over the following ten years more modern, streamlined Art Deco-style factories followed until they lined the road between Chiswick roundabout and Syon Lane giving the stretch the moniker of the "Golden Mile". No commercial buildings were built further west along the Great West Road (A4) after Syon Lane (Gillette Corner) as the land was owned and reserved by the Church Commissioners. Alongside this manufacturing the area saw a high number of offices, workshops and showrooms established which created a wide variety of products from cars to razor blades. The number of these establishments rose from 82 in 1911 to almost 200 by 1957 with many employing more 1,000 persons each.

2.4.9 One of the notable buildings remaining from the heyday of the Golden Mile is the former Gillette factory designed in 1937 by Sir Banister Fletcher. The landmark building, which is Grade II listed, gives its name to Gillette Corner, the junction of Syon Lane and the Great West Road. Its high brick tower surmounted by a four-faced neon-illuminated clock can be seen from afar both day and night. Gillette Corner also marks the border between Osterley and Brentford. Gillette moved production to Poland in 2006 and the building has lain empty ever since.

2.4.10 To the west of this Gillette Corner, inter-war suburban housing quickly spread across the fields and orchards in order to house the 1000s of workers drawn to the area. By 1938 the whole network of residential streets, with completed houses, was in place. Syon Lane station was opened in 1931 to serve their needs and the Piccadilly Line was extended in 1933 with the former Hounslow and Metropolitan Railway station at Thornbury Road being replaced in 1934 by the present Osterley Station, designed by S. A. Heaps and Charles Holden.

2.4.11 Much of the remaining open land behind the factories along the Great West Road was used as sports grounds and today these dominate the northern part of Syon Lane, with football clubs on the west side and rugby clubs on the east.

2.4.12 Post-war the changes brought about by the shift in the manufacturing economy away from its traditional centres couple with cheaper imports and well as labour shortages, saw the manufacturing powerhouses of the Great West Road fall into decline. The post-war extension of the Great West Road eastwards into central London and the construction of Chiswick roundabout and flyover between 1957 and 1959 also saw a decline in the commercial heart of Brentford.

2.4.13 No Historic Area Assessment has been produced for the former 'Golden Mile', or for Brentford as a whole. Designed to help explain the character of a place and define its significance, it seems clear that should such an exercise be undertaken for 'Gillette Corner' and its hinterland, the importance of the Great West Road in attracting and shaping show-piece factories, and stimulating suburban housing, would figure prominently. Its construction changed irrevocably the northern part of Brentford, bringing a dual carriageway carrying 'a huge volume of westbound traffic' that was lined with show-piece factories and fringed with (mostly) privately developed housing. This transformed the northern part of Brentford, changing it from an area of farmland and historic estate parkland, to one of (or bisected by) light industry and inter-war housing.

2.4.14 The Victoria County History described Brentford as comprising, by 1954, three distinct districts, the northernmost characterised by the factories in the Great West Road, and the surrounding municipal and private inter-war housing. This northern district owed little to Brentford's earlier historical development; in terms of historic character and sense of place, the urban corridor formerly known as the Golden Mile shows more affinity with the rest of the Great West Road (and other London bypass routes) than with the older, predominantly 19thcentury core of Brentford to the south. Linear transport routes have always created their own morphologies that superimpose or bisect established landscapes – whether canals in the 18th century, railways in the 19th century, or bypass roads in the inter-war period. The Great West Road – and especially its 'Golden Mile' – was archetypal of London's roadside inter-war industrial architecture - indeed, once, an 'industrial Arcadia'. Together with Western Avenue, and the linking North Circular Road, it constituted, between the wars, 'the single greatest concentration of industry in the country, running from Wembley through Park Royal south and west to Twickenham'.


Figure 2.11: The Great West Road at the Golden Mile stretch

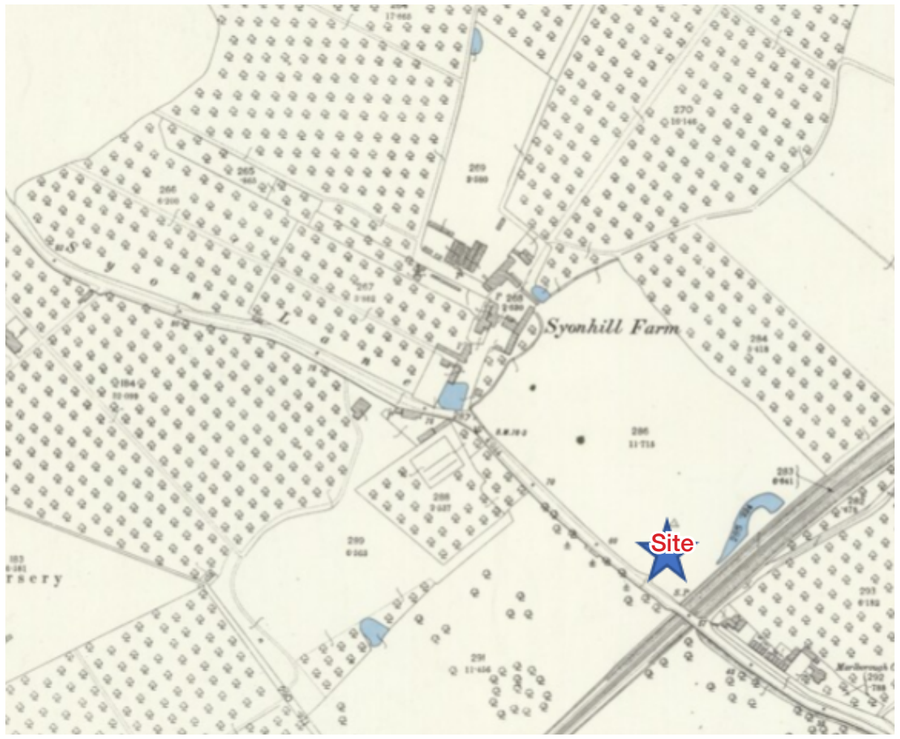


Figure 2.12: The site and the local area - OS 1897


Figure 2.13: The site and the local area - OS 1936

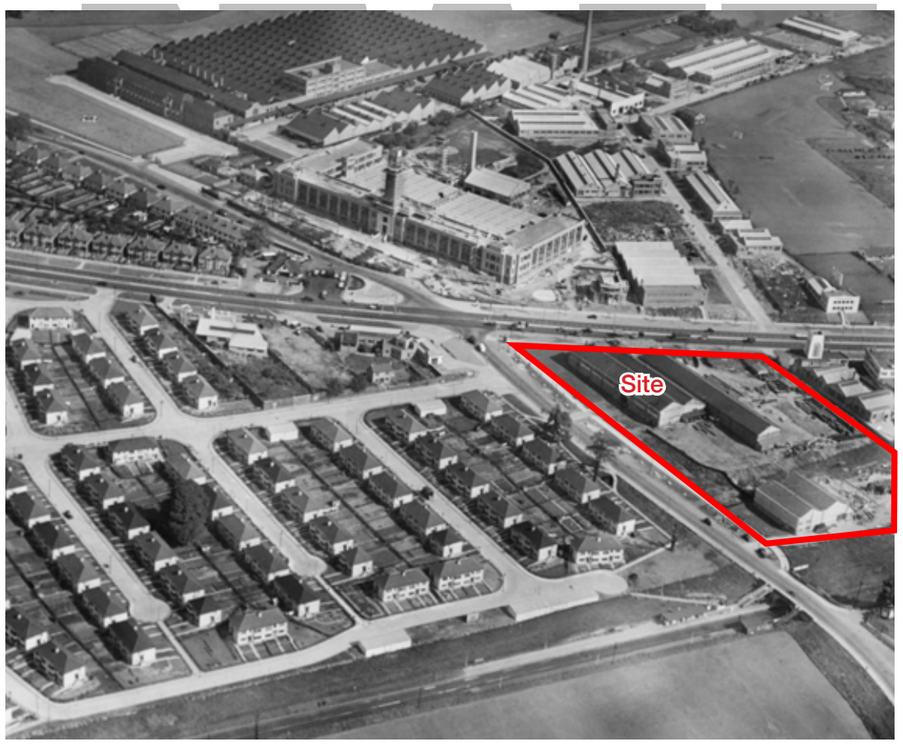


Figure 2.14: Aerial view of the site in 1936

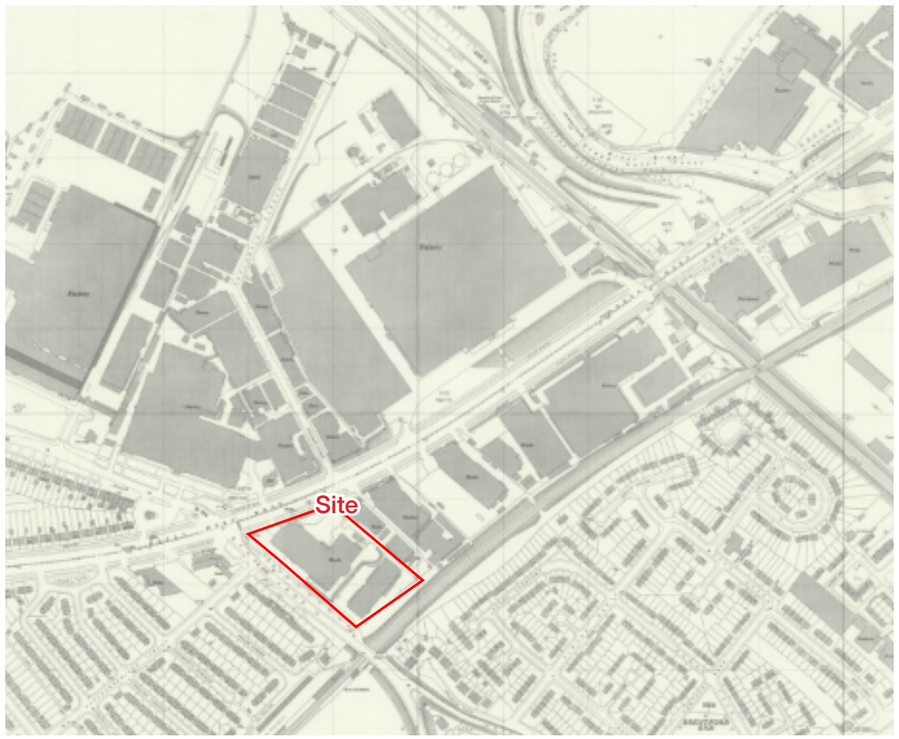


Figure 2.15: The site and the local area - OS 1961

**The Homebase site**

2.4.15 The site was open fields up until the 1920s when the construction of the Great West Road brought an avalanche of new industrial and residential developments to the area.

2.4.16 The 1936 OS map shows how the area has started to change as a result of the arrival of the A4. The site is home to the Isleworth Winery plant; later the VP Wine Company, known as sherry importers. The aerial photograph of 1935 shows the site and its immediate surroundings including the Gillette factory and recently built housing.

2.4.17 By 1961, extensive light industrial, as well as residential, development that has taken place during the course of the 20th century

2.4.18 Homebase commissioned Nicholas Grimshaw & Partners to design a flagship store for this brownfield site in 1986. The brief called for over 4,000m2 of column-free enclosed space, the avoidance of a flat roof, and as many car parking spaces on a level site as possible. Nicholas Grimshaw sketched out his first designs for the store in September 1986. It was constructed between 1987-98 and was open by June 1988

2.4.19 The Homebase building is not statutorily listed nor is it on Hounslow's Local List. On 3rd December 2019 a Certificate of Immunity was issued under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended, as the Secretary of State does not intend to list this building to which the notice relates for a period of five years.

## 2.5 Heritage

2.5.1 The site is not within any conservation area. The heritage context of the area is featured by listed buildings of great history and architectural value and the registered landscapes of Syon Park and Osterley Park. This section includes a description of some of these historic buildings and landscapes.

**Gillette Factory - Grade II**

2.5.2 Designed in 1937 by the architect Bannister Fletcher, it is an art deco office and works development which incorporates a high brick tower surmounted by a four-faced neon-illuminated clock. As this tall structure sits on high ground it represents a prominent local landmark and can be seen from afar, day and night. From the early 1930s until the early 21st century this building was the European headquarters of the Gillette Company, of Boston, Massachusetts. The building has been unoccupied since the company moved to Eastern Europe.

**Coty Factory (Syon Clinic) - Grade II**

2.5.3 Designed by Wallis, Gilbert and Partners in 1933, this modernist building accommodated for several years Coty perfumes and cosmetics factory. It was used to manufacture soaps, lipsticks, scents and creams until 1979. The building currently accommodates a private health centre known as BMI Syon Clinic.

**Osterley Park - Grade II***

2.5.4 Osterley Park is a large park and one of the largest open spaces in London. In its grounds, there is a large mansion which is often referred to as 'Osterley House'. The park lies between Osterley, Isleworth; Heston, Hounslow; Norwood Green, Southall, Hanwell, Ealing and Brentford, in the London Boroughs of Hounslow and Ealing.

**Syon Park - Grade I**

2.5.5 Syon Park is the 56.6 hectare (139 acre) garden of Syon House, the London home of the Duke of Northumberland in Isleworth in the London Borough of Hounslow. It was landscaped by Capability Brown in the 18th century, and it is Grade I listed for its special historic interest. The 56.6 hectare main gardens are a Site of Borough Importance for Nature Conservation, Grade I, and the flood meadows next to the River Thames are a biological Site of Special Scientific Interest (SSSI) and a Site of Metropolitan Importance for Nature Conservation.

2.5.6 Other listings in the local context include:

- NatWest Bank (Grade II)
- Church of St Francis of Assisi (Grade II)
- Osterley Park (Grade II*)
- Central gates, gate piers and railing from the former Firestone factory (Grade II).


Figure 2.16: Heritage context

Figure 2.17: Gillette Factory

Figure 2.18: NatWest Office


Figure 2.19: Former Coty Factory, currently Syon Clinic


Figure 2.20: Aerial view of Syon Park in relation to the site

Figure 2.21: Syon Park

## 2.6 Context use, structure and grain

2.6.1 The site is in a transition zone between two very different urban grains: the large grain to the North and the finer grain to the South.

2.6.2 The large grain to the North of the site is the characteristic grain of the large footprint of commercial and industrial buildings along the Great West Road in what is popularly known as the ‘Golden Mile’, spanning from Syon Lane to Brentford. The building use is mainly commercial, industrial and retail. This grain features key locations within the borough such as the Grade II listed Gillette Building, the Sky Campus and GSK headquarters.

2.6.3 The finer grain to the South of the site is the residential grain of the terraces of houses. They all follow a similar structure of front garden - house - back garden and most terraces are paired semi-detached properties. This area also features other uses, which serve the residential community, such as educational, religious and community uses.


Figure 2.22: Surrounding land use plan

Figure 2.24: Residential grain

Figure 2.25: Residential grain

Figure 2.26: Residential grain

Figure 2.27: Open space, Osterley Park

Figure 2.28: Syon Park

Figure 2.23: Syon House Conservatory in Syon Park

## 2.7 Local context and character

2.7.1 The photographs in the following pages illustrate the variety of architectural characters which are featured in the local context of the site.

**Residential character**

2.7.2 The residential areas to the South of the site are mainly terraces of paired semi-detached houses. These two-storey houses are mostly in white render and brick and traditional pitched roofs.

2.7.3 The residential area to the South of the site in Hounslow's Northumberland Avenue is recognised as an Area of Special Character in the Urban Context and Character Study.

**Open space character**

2.7.4 There are two important parks in the local area which feature iconic buildings:

- Osterley Park and Osterley House
- Syon Park and Syon House

2.7.5 These are large open spaces with interspersed views of tall structures such as the Gillette building which can be seen at various viewpoints.

2.7.6 The design proposal has carefully considered the character of these open spaces and listed buildings within and the potential impact of the proposed development on their setting. This was achieved through a thorough assessment of key views.

### The Golden Mile

2.7.7 The Great West Road which is also known as the ‘Golden Mile’ is the stretch north of Brentford running west from the western boundary of Chiswick into London.

2.7.8 The ‘Golden Mile’ title came from the concentration of industrial buildings (many of these were built in the 1920s in the Art Deco style) along this short stretch of road. Since the 1960’s the new M4 Motorway to the west was opened, starting at Brentford.

2.7.9 Up until today the Great West Road has attracted many companies who have built their high rise headquarters along this stretch leading up to Gillette Corner.

2.7.10 There are some tall buildings in the Golden Mile such as the GSK Building, the Great West House and the Allianz building.

### The Sky Campus

2.7.11 The campus for the prestigious network Sky is located to the North-West of the site. It is one of the main employment hubs within the local area. Their campus is made up of a series of office buildings, studio spaces and multi-storey car parks set within a landscaped environment.

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

Figure 2.29: Syon Clinic


Figure 2.30: JCDecaux

Figure 2.31: Allianz building

Figure 2.32: GSK building

Figure 2.33: Gillette building

Figure 2.34: Sky Campus

Figure 2.35: Detail of the tower of the Gillette building

Figure 2.36: NatWest Office

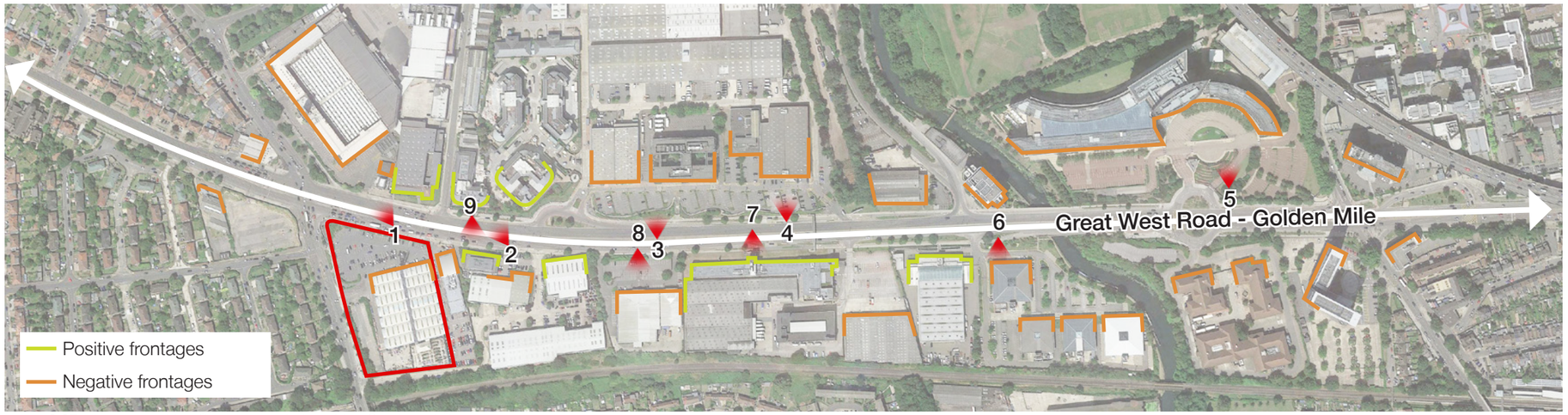


Figure 2.37: Aerial view of the Golden Mile stretch of the Great West Road


Figure 2.38: View 1 - The Gillette Factory and NatWest Bank


Figure 2.39: View 2 - Former office buildings turned into residential


Figure 2.40: View 3 - West Cross House

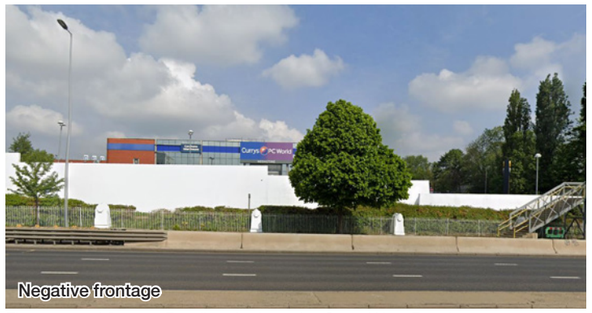


Figure 2.41: View 4 - Retail park along the Great West Road


Figure 2.42: View 5 - GSK building


Figure 2.43: View 6 - Brentside Park


Figure 2.44: View 7 - JCDecaux Building


Figure 2.45: View 8 - Retail park along Great West Road


Figure 2.46: View 9 - Syon Clinic

## 2.8 The local townscape and streetscape of the Golden Mile

2.8.1 The streetscape of the Golden Mile is featured by a range of different buildings, including commercial box type of buildings, listed Art Deco former factories and the tall GSK office building. Whilst some of these have a very high architectural historical merit, most them lack any architectural value.

2.8.2 The width of the street is consistently around 30-35m, which includes typically six vehicle lanes and a wide integrated foot and cycle path on both sides of the route. The streetscape created is very poor and does not provide any sense of enclosure. Even though some of the buildings create relatively active frontages to the street, most of them bear little or no relationship to the street because of deep car parks or arbitrary setbacks.

2.8.3 Figure 2.37 illustrates the two type of building frontages in the streetscape of the Golden Mile. Positive frontages create a sense of enclosure which help define the street. These are street defining buildings. Negative frontages are buildings which are set back from the road, primarily to create a big carpark, creating a negative space which fails to define a street edge.

2.8.4 The majority of the building frontages are negative, failing to create a clear street frontage. The lack of sense of enclosure together with the vast width of the road, the six lanes of traffic and the poor pedestrian crossings, make the Golden Mile a very hostile street environment for pedestrians.

2.8.5 Figure 2.40 to Figure 2.46 show some of the buildings along the Golden Mile and illustrate the poor relationship of the buildings with the street frontage. Almost every building is set back from the street and creates a negative space. Furthermore, there are several instances where there are walls, fences or significant level changes the break even further the relationship between street and buildings.

## 2.9 Urban role of the site in the local townscape

2.9.1 The site is located by an important junction of the Great West Road, popularly known as the Gillette Corner. The site, by responding to the size and presence of the Gillette Building, will both help to mark that corner and emphasise the significance of the Gillette's location. In addition, the site is immediately adjacent to Syon Lane railway station, an important public transport node.

2.9.2 The Great West Road has been and continues to be a major arterial route to the West London. The north-south orientation of Syon Lane creates a notable crossing point. It is key, therefore, that the site is developed to reflect the significance of the location.

2.9.3 The site and current building, notwithstanding the tower or mast of the Homebase building, are not playing this urban role in the local townscape. Regardless of its architectural merit, the existing Homebase site fundamentally fails in urban terms by the creation of negative space: it is, essentially, an industrial shed in the middle of a car park, an object building surrounded by vacant space.

2.9.4 The regeneration of the site has the capacity to foster a process of place-making that helps to create a more favourable and respectful context for the heritage assets in the vicinity of the site. This can be achieved by the better occupation of the site, both physically and in terms of use, and creating a landmark that assist in locating the site. This is an appropriate location for a development incorporating buildings of significant scale.


Figure 2.47: View of the site from Syon Lane, north of Gillette Corner, looking south

Figure 2.48: View of the site from the Great West Road looking west

Figure 2.49: View of the site from the Great West Road looking east

Figure 2.50: View of the site from Northumberland Avenue looking east


Figure 2.51: Open space in the local context

## 2.10 Open space

2.10.1 The site enjoys easy access to major parks within walking distance, including:

- Syon Park (Registered Historic Park and Garden) within a 5 minute walk. Syon House's garden is publicly accessible during the summer upon payment of a set fee. Syon Park itself is used for grazing and fishing and includes both public and permissible footpaths.
- Boston Manor Park within 10 minute walk. It is free to access and open throughout the year
- Osterley Park within Osterley Park (Registered Historic Park and Garden) the area of the park that surrounds Osterley House is accessible between 7am and 7.30pm throughout the year and the park is used for grazing and includes public footpaths and bridleways. It is within 10 to 15 minute walk

2.10.2 Further smaller playing fields and incidental areas of open space associated with residential areas can be found within the study area along with private playing fields such as Goals Gillette Corner or educational facilities

Site

## 2.11 Transport and movement

### Public transport

2.11.1 Based on the TfL PTAL calculator, the site has a PTAL of part 2, part 3 which equates to a Poor to Moderate public transport accessibility. The southern part of the site falls into a PTAL 3 area , due to its proximity to bus services on London Road.

2.11.2 The site is connected to Central London via railway, underground and bus:

- Syon Lane Rail Station is situated approximately 100m to the south of the site, along Syon Lane. The station provides National Rail services that operate to London Waterloo, via locations including Brentford, Chiswick, Putney, Clapham Junction and Vauxhall.
- Osterley Station provides access to the Piccadilly line service and is located within a 2km walk of the site. It connects the local area to Heathrow, Piccadilly Circus, Leicester Square, Covent Garden and Kings Cross.
- Several bus routes serve the site and its context. The closest bus stop is on Syon Lane on the South-West edge of the site.

### Highway connections

2.11.3 The main road access to the site is via Syon Lane. It is a local distributor road, which in the vicinity of the site has a north-west/ south-east alignment. Syon Lane is a single carriageway two-way road which extends between Osterley Park in the north and the A315 London Road at its southern extent. In the vicinity of the site, a 30 miles per hour (m.p.h.) speed restriction operates on Syon Lane.

2.11.4 The site is bound to the north by the A4 Great West Road which is a two-way dual carriageway road, which forms part of the Transport for London Road Network (TLRN). The A4 Great West Road connects with the M4 at Brentford. and routes towards Central London to the east, and with Heathrow Airport to the west. The A4 Great West Road is a two-way dual carriageway road, which forms part of the Transport for London Road Network (TLRN). The A4 Great West Road connects with the M4 at Brentford and routes towards Central London to the east, and with Heathrow Airport to the west.

2.11.5 The Homebase site access is located between Syon Lane Station and the A4 Great West Road.

- Main Roads
- Underground
- Overground railway line
- Bus routes
- Bus stops
- Site


Figure 2.52: Existing transport network

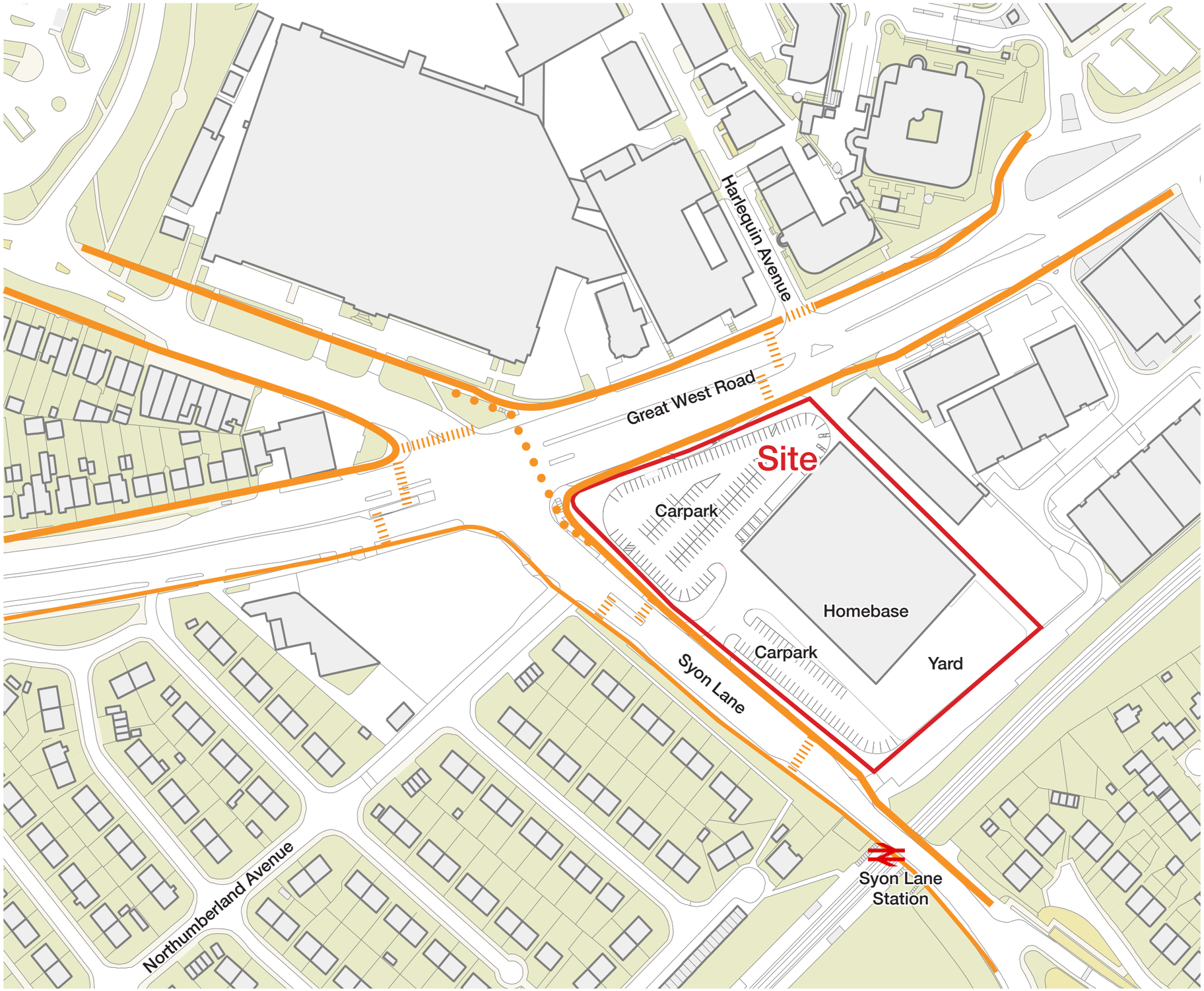


Figure 2.53: Pedestrian movement along the site

**Pedestrian movement**

2.11.6 The existing pedestrian network in the vicinity of the site predominantly caters for movements across the northern and western frontages of the site, on Syon Lane and Great West Road respectively. The footways are generally wide, and street lighting is provided throughout the surrounding area. Pedestrian connectivity to the southern frontage of the site is through a private access road (Syon Gate Way) whilst the eastern frontage is bound directly by the adjacent car showroom access road.

2.11.7 The pedestrian routes provide the following pedestrian crossings:

- A direct pedestrian crossing directly to the north of Syon Lane Station
- A staggered signalised pedestrian crossing some 30m north of the Homebase site access junction.
- A staggered signalised pedestrian crossing to the North-West of the site on the junction of Syon Lane and the Great West Road.
- An underpass crossing on the north-west corner of the site running underneath the Great West Road at the towards Gillette corner.
- A staggered signalised pedestrian crossing to the north-east corner of the site, at the junction of the Great West Road (A4) and Harlequin Avenue.

2.11.8 Pedestrian surveys were undertaken in the vicinity of the site . The results illustrate quite accurately the movement of people along the site and will inform the design of the public realm:

- During the weekday morning peak hour, the surveys identify groups of pedestrians crossing Syon Lane from the direction of the station and walk northbound, on the eastern side of the Syon Lane carriageway, heading towards the Homebase site access, the A4 and Sky Campus.
- In the opposite direction, peak pedestrian movements occur in the early evening when pedestrians cross the carriageway routing towards Syon Lane station.
- Comparatively few pedestrians cross the carriageway at the existing staggered signal control crossing in the vicinity of Northumberland Avenue.
- The survey shows that the majority of these people cross to the North side of the Great West Road.
- The survey shows how 95% of pedestrians that choose to cross the Great West Road by the Gillette corner do so via the underpass rather than the surface crossing to the west of the junction.
- A considerable amount of people use the surface crossing by Harlequin Avenue.

Pedestrian routes
Surface crossing
Underpass crossing
Site

## 2.12 Community infrastructure

2.12.1 The local community is well served by community facilities, including schools.

### Local context

2.12.2 The adjacent figure shows the location of key community uses in the local context, including:

- Primary and secondary schools
- Higher education facilities
- Childcare and nurseries
- Community spaces
- Healthcare
- Faith centres
- Sport facilities
- Other relevant spaces

### Environmental Impact

2.12.3 A **Population and Human Health** study has been prepared in support of this application and forms part of the **Environmental Statement**. This study considers the existing situation and rates of, for example, health / employment / crime / income / education, and looks at the potential impact of the Development. The assessment also describes the effects of the development on the environment in respect of issues related to the population; including the impact on housing, education (primary and secondary phase), primary healthcare (General Practitioner (GP) and dental services), wider human health and employment.


Figure 2.54: Community facilities

| 2011 Census | Study Area | LBH | London | England |
|---|---|---|---|---|
| 0 to 15 | 19% | 20% | 20% | 19% |
| 16 to 64 | 71% | 69% | 69% | 65% |
| 65+ | 11% | 11% | 11% | 16% |
| **2018 MYPE** | **Study Area** | **LBH** | **London** | **England** |
| 0 to 15 | 21% | 22% | 21% | 19% |
| 16 to 64 | 67% | 66% | 68% | 63% |
| 65+ | 13% | 12% | 12% | 18% |

Table 2.1: Age Profile (rounded). Source: ONS, 2011 Census (Table KS102EW) and 2018 Mid-Year Population Estimates (MYPE)
Notes: Figures may not sum to 100% due to rounding

| Type | Study Area | LBH | London | England |
|---|---|---|---|---|
| Detached | 5% | 5% | 6% | 22% |
| Semi-detached | 25% | 29% | 19% | 31% |
| Terraced | 18% | 23% | 23% | 25% |
| Flats | 51% | 43% | 53% | 22% |
| **Tenure** | **Study Area** | **LBH** | **London** | **England** |
| Owned | 52% | 50% | 48% | 63% |
| Shared Ownership | 3% | 2% | 1% | 1% |
| Social Rent | 18% | 23% | 24% | 18% |
| Private Rent | 26% | 23% | 25% | 17% |
| Living Rent Free | 1% | 1% | 1% | 1% |

Table 2.2: Household Accommodation Type and Tenure (2011 Census). Source: ONS, 2011 Census, Tables KS401EW and KS402EW
Notes: Figures may not sum to 100% due to rounding. NB: Caravan/mobile or temp structures are excluded as results are negligible

| Industry | Study Area | LBH | London | England |
|---|---|---|---|---|
| Information & communication | 8,400 | 20,000 | 408,000 | 1,150,000 |
| Health | 3,850 | 12,000 | 530,000 | 3,306,000 |
| Business administration & support services | 1,600 | 14,000 | 565,000 | 2,388,000 |
| Professional, scientific & technical | 1,400 | 10,000 | 705,000 | 2,325,000 |
| Education | 1,400 | 9,000 | 383,000 | 2,312,000 |
| Retail | 1,200 | 11,000 | 422,000 | 2,429,000 |
| Accommodation & food services | 1,000 | 10,000 | 436,000 | 1,936,000 |
| Transport & storage | 925 | 39,000 | 212,000 | 1,279,000 |
| Arts, entertainment, recreation & other services | 850 | 5,000 | 248,000 | 1,156,000 |
| Wholesale | 800 | 8,000 | 158,000 | 1,084,000 |
| Financial & insurance | 725 | 2,000 | 362,000 | 902,000 |
| Construction | 475 | 4,000 | 184,000 | 1,202,000 |

Table 2.3: Top 12 Employing Sectors (ranked at Study Area level). Source: Business Register and Employment Survey, 2018
Notes: Figures have been rounded

## 2.13 Socio-economic context

2.13.1 The anticipated build completion year of the development is 2026. The ONS 2018-based Household Projections have been used to identify that, by 2026, the average household size in LBH is forecast to be 2.64 people.

2.13.2 At the time of the 2011 Census, LBH recorded a population of 253,957, 10% of which lived within the Study Area (totalling 26,585 people). Examination of the 2011 age profile of the Study Area establishes that there is a slightly lower proportion of younger people (0 to 15), as compared with LBH and London generally. In contrast, the Study Area has a slightly higher proportion of working age (16 to 64) population than the LBH, London and national comparators. The proportion of the older population (65+) is the same across the Study Area, LBH and London as a whole (all 11%), but notably lower than the national average (18%).

2.13.3 Between 2011 and 2018 (the current mid-year population estimates), the Study Area grew in population by 4% from 26,585 people to 27,641. he age profile of the Study Area has undergone an increase in percentage of young people and the percentage of older population. In contrast, this has resulted in a 4% decrease in working age population living within the Study Area.

2.13.4 The 2011 Census recorded approximately 94,902 households in LBH, 11% of which (10,586) are within the Study Area. There are notably high levels of owner occupation within the Study Area compared to London overall. The rental market within the Study Area also demonstrates a far higher tendency towards private rented accommodation that social renting, which marks the Study Area as atypical for the tenure profile borough-wide, where social and private renting is of equal proportions.

2.13.5 With regard to existing employment provision on the Site, there is currently a Homebase store. It is understood that the store has approximately 35 employees.

2.13.6 Over the period January 2019 to December 2019, LBH recorded a total of 141,100 residents as economically active. Of these, 135,900 residents were in employment with 7,200 people unemployed. Of those unemployed, 895 residents of LBH are currently (April 2020) claiming Job Seeker Allowance (JSA). Of those claiming JSA, the majority are seeking employment in elementary trades, plant & storage related occupations and in sales occupations.

2.13.7 The primary driver of the LBH economy is the transport and storage sector which accounts for 25% of the jobs within LBH. The largest number of jobs within the Study Area are within the Information and Communications industry, accounting for 37% of the total employment in this area. There are in the region of 4,000 construction jobs within the LBH area; these being part of a total 184,000 construction jobs across London, of which 475 are located within the Study Area.

2.13.8 The commuting patterns of economically active residents establish that almost half of residents of the Study Area commute between 5km and 20km for employment. Residents of the Study Area also display a marginally higher tendency to work mainly at or from home compared to residents for LBH.

## 2.14 Planning context

### Planning History

2.14.1 Planning permission was granted in 1988 for the erection of a non-food single storey A1 retail warehouse for the operational Homebase store, with ancillary service yard and parking. 2.21.

The relevant planning history for the site is summarised below:

- Planning permission was granted on 2 June 1965 (LPA ref. 00505/H/P1) for the erection of an extension to form covered area with offices (55 sqft) and to install two underground fuel tanks;
- Planning permission was granted on 22 November 1965 (LPA ref. 00505/H/P2) for the erection of a first-floor office extension, new store and garage buildings and loading bay canopy and to form new access to Syon Lane;
- Planning permission was granted on 22 February 1966 (LPA ref. 00505/H/P3) for the conversion of the building to provide additional offices and toilets;
- Planning permission was granted on 1 July 1970 (LPA ref. 00505/H/P9) for the erection of extension to link winery with warehouse;
- Planning permission was granted on 22 September 1970 (LPA ref. 00505/H/P10) for the construction of enclosed conveyor bridge between production and storage buildings;
- Planning permission was granted on 10 December 1987 (LPA ref. 00505/H/P16) for the erection of a DIY retail store and garden centre with associated parking facilities; and
- Planning permission was granted on 26 January 2001 (LPA ref. M01106/V/P1) for the variation of Condition 4 (parking, loading and turning spaces) of approved planning permission reference no. 00505/H/P16.

### Planning Policy

### London Plan

2.14.2 The London Plan (Intend to Publish version December 2019) has increased the Borough's annual housing target by 165% to 2,182 completions per annum.

2.14.3 The Plan recognises the Great West Road as an Opportunity Area capable of delivering 7,500 new homes and 14,000 new jobs over the next 10 years.

2.14.4 Table 2.4 and Table 2.5 outline all relevant policies from the Adopted London Plan 2016 and the London Plan (Intend to Publish version December 2019).

### Local policies

2.14.5 The site is not allocated in the current Hounslow Local Plan (2015) as either SIL or LSIS.

2.14.6 The site is located within the Great West Corridor Opportunity Area.

2.14.7 Table 2.6 and Table 2.7 outline all the relevant policies from the Local Plan and the Emerging Local Plan Review.

2.14.8 The site is included in the Site Allocations Local Plan Reviews Vol.2 (Site allocation 11 - Homebase Syon Lane). It is considered the potential to redevelop the site as a residential-led mixed use development with a large retail provision.

| Adopted London Plan (2016) | |
|---|---|
| 2.13 | Opportunity Areas and Intensification Areas |
| 2.18 | Green Infrastructure: The Multi-Functional Network of Green and Open Spaces |
| 3.3 | Increasing Housing Supply |
| 3.4 | Optimising Housing Potential |
| 3.5 | Quality and Design of Housing Developments |
| 3.6 | Children and Young People's Play and Informal Recreation Facilities |
| 3.7 | Large Residential Developments |
| 3.8 | Housing Choice |
| 5.6 | Sustainable Design and Construction |
| 5.11 | Green Roofs and Development Site Environs |
| 5.13 | Sustainable Drainage |
| 6.1 | Strategic Approach |
| 6.9 | Cycling |
| 6.10 | Walking |
| 6.13 | Parking |
| 7.7 | Location and Design of Tall and Large Buildings |
| 7.8 | Heritage Assets and Archaeology |
| 7.9 | Heritage Led Regeneration |
| 7.10 | Biodiversity and Access to Nature |
| 7.14 | Improving Air Quality |
| 7.15 | Reducing and Managing Noise, Improving and Enhancing the Acoustic Environment and Promoting Appropriate Soundscapes |

Table 2.4: Adopted London Plan (2016) relevant policies

| Emerging London Plan (Intend to Publish version December 2019) | |
|---|---|
| GG2 | Making the Best Use of Land |
| CG4 | Delivering the Homes Londoners Need |
| CG6 | Increasing Efficiency and Resilience |
| H1 | Increasing Housing Supply |
| H5 | Delivering Affordable Housing |
| H6 | Threshold Approach to Applications |
| H7 | Affordable Housing Tenure |
| H12 | Housing Size Mix |
| D1A | Infrastructure Requirements for Sustainable Densities |
| D1B | Optimising Site Capacity through the Design Led Approach |
| D2 | Delivering Good Design |
| D4 | Housing Quality and Standards |
| D5 | Accessible Housing |
| D8 | Tall Buildings |
| D12 | Agent of Change |
| D13 | Noise |
| HC1 | Heritage Conservation and Growth |
| SD1 | Opportunity Areas |
| SD7 | Town Centres |
| E7 | Industrial Intensification, Co-location and Substitution |
| E9 | Retail, Markets and Hot Food Take Away |
| T1 | Strategic Approach to Transport |
| T2 | Healthy Streets |
| T3 | Transport Capacity, Connectivity and Safeguarding |
| T4 | Assessing and Mitigating Transport Impacts |
| T5 | Cycling |
| T6 | Car Parking |
| S4 | Play and Informal Recreation |
| G4 | Open Space |
| G5 | Urban Greening |
| G6 | Biodiversity and Access to Nature |
| G7 | Trees and Woodlands |
| SI1 | Improving Air Quality |
| S12 | Minimising greenhouse gas emissions |
| S13 | Energy Infrastructure |
| SI4 | Managing Heat Risk |
| SI5 | Water Infrastructure |
| SI13 | Sustainable Drainage |

Table 2.5: London Plan (Intend to Publish Version Dec. 2019) relevant policies

| Hounslow Local Plan - Relevant policies | |
|---|---|
| SV1 | Great West Corridor |
| SC1 | Housing Growth |
| SC2 | Maximising the Provision of Affordable Housing |
| SC3 | Meeting the Need for a Mix of Housing Size and Type |
| SC4 | Scale and Density of New Housing Development |
| SC5 | Ensuring Suitable Internal and External Space |
| CC1 | Context and Character |
| CC2 | Urban Design and Architecture |
| CC3 | Tall Buildings |
| CC4 | Heritage |
| TC1 | Town and Neighbourhood Centre Network |
| TC3 | Managing the Growth of Retail and Other Main Town Centre Uses |
| EC1 | Strategic Transport Connections |
| EC2 | Developing a Sustainable Local Transport Network |
| GB2 | Open Space |
| GB4 | The Green Infrastructure Network |
| GB7 | Biodiversity |
| GB9 | Play Space, Outdoor Sports Facilities and Burial Space |
| EQ1 | Energy and Carbon Reduction |
| EQ2 | Sustainable Design and Construction |
| EQ3 | Flood Risk and Surface Water Management |
| EQ4 | Air Quality |
| EQ5 | Noise |
| ED2 | Maintaining the Borough's Land Supply |

Table 2.6: Hounslow Local Plan relevant policies

| Emerging Hounslow Local Plan Review Relevant policies | |
|---|---|
| GW1 | Employment Growth |
| P1 | Great West Corridor Housing and Economic Growth |
| GWC1 | Employment Growth |
| GWC2 | Housing Growth |
| GWC3 | Health and Wellbeing |
| GWC4 | Open Space and Green Infrastructure |
| GWC5 | Design and Heritage |
| GWC6 | Connecting People and Places |
| P1 | Great West Corridor West |
| P2 | Great West Corridor |
| Local Plan Review Vol.2: Site Allocations, Site Allocation 11 | |

Table 2.7: Emerging Hounslow Local Plan Review relevant policies

**National Planning Policy Framework (2019)**

2.14.9 Revised National Planning Policy Framework (NPPF) was published on 24 July 2018 and was updated on 19 February 2019. This sets out the Government's planning policies for England and how these are expected to be applied. The National Planning Practice Guidance (NPPG) which is regularly updated sits alongside the NPPF and provides guidance on how the policies should be applied.

2.14.10 Both the NPPF and NPPG are important material considerations in the determination of planning applications. Central to the NPPF is the presumption in favour of sustainable development in paragraph 11. It advises that, for decision-taking, this means approving development proposals that accord with the development plan without delay.

2.14.11 With reference to the proposed development, key chapters from the NPPF include:

- Chapter 2 – achieving sustainable development;
- Chapter 5 – delivering a sufficient supply of homes;
- Chapter 8 – promoting healthy and safe communities;
- Chapter 9 – promoting sustainable transport;
- Chapter 11 – making effective use of land; and
- Chapter 12 – achieving well-designed places.

**National Design Guide (2019)**

2.14.12 The National Design Guide (2019) also provides guidance outlines and illustrates the government's priorities for well-designed places by focussing on good design, helping to inform development proposals and their assessment by local planning authorities.

2.14.13 The priorities have been set out below:

Built form – A coherent pattern of development:

- B1 – Compact form of development
- B2 – Appropriate building types and forms
- B3 – Destinations people want to visit

Context – Enhances the surroundings:

- C1 – Understand and relate well to the site, its local and wider context

Homes & buildings – Functional, healthy and sustainable:

- H1 – Healthy, comfortable and safe internal and external environment
- H2 – Well-related to external amenity and public spaces
- H3 – Attention to detail: storage, waste, servicing and utilities

Identity – Attractive and distinctive:

- I1 – Respond to existing local character and identity
- I2 – Well-designed, high quality and attractive
- I3 – Create character and identity
- Life span – Made to last:
- L1 – Well-managed and maintained
- L2 – Adaptable to changing needs and evolving technologies
- L3 – A sense of ownership

Movement – Accessible and easy to move around:

- M1 – An integrated network of routes for all modes of transport
- M2 – A clear structure and hierarchy of connected streets
- M3 – Well-considered parking, servicing and utilities infrastructure for all users

Nature – Enhanced and optimised:

- N1 – Provide high quality, green open spaces with a variety of landscapes and activities, including play
- N2 – Improve and enhance water management
- N3 – Support rich and varied biodiversity

Public spaces – Safe, social and inclusive:

- P1 – Create well-located, high quality and attractive public spaces
- P2 – Provide well-designed spaces that are safe
- P3 – Make sure public spaces support social interaction

Resources – Efficient and resilient:

- R1 – Follow the energy hierarchy
- R2 – Selection of materials and construction techniques
- R3 – Maximise resilience

Uses – Mixed and integrated:

- U1 – A mix of uses
- U2 – A mix of home tenures, types and sizes
- U3 – Socially inclusive

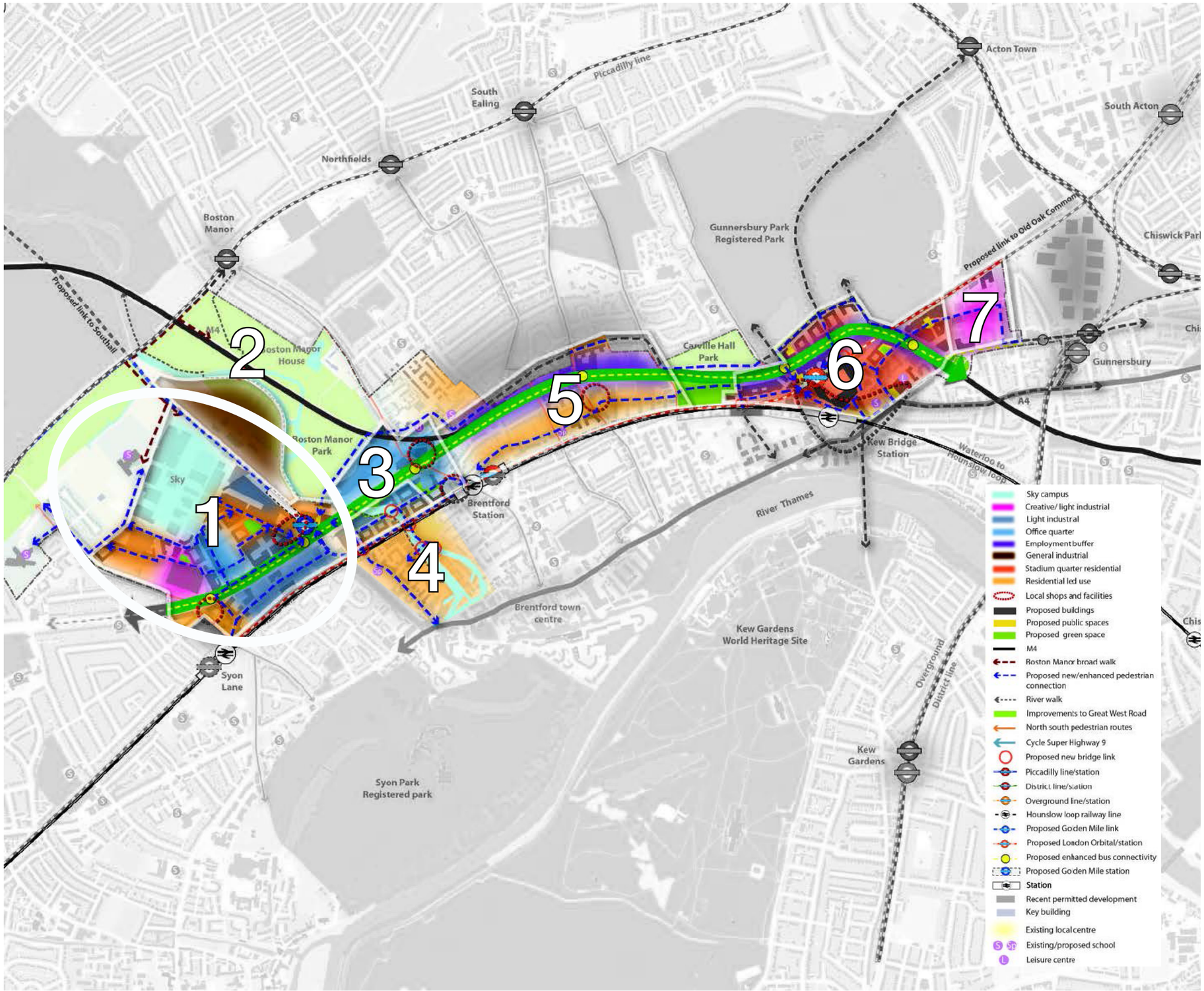


Figure 2.55: Map of the surveyed area, including the Golden Mile Station Quarter

**Great West Corridor Opportunity Area**

2.14.14 The site is within the Great West Corridor Opportunity Area, and opportunity area, defined by the London Plan and Hounslow's GWC Local Plan, which aims to reinvigorate the area into a thriving 21st Century business destination, turning it into an anchor and driver for economic activity in Hounslow. A Masterplan and Capacity Study was prepared in 2019 to support the Great West Corridor Review Plan.

2.14.15 The Masterplan has been curated to attract new businesses, make more efficient use of land and create an improved urban environment while retaining the existing business ecology. The Opportunity Area has potential to deliver:

- 7,500 new homes;
- 14,000 jobs;
- 180,000 sqm office floor space;
- 200,000 sqm industrial space; and
- 20,000 sqm retail space.

2.14.16 The key objectives of the masterplan are:

1. Healthy streets and excellent public transport
2. A buzzing urban place with a vibrant mix of uses
3. A place with character and a distinct identity
4. Integration with the surrounding area

2.14.17 The vision has been translated into a spatial concept plan for the Great West Corridor, which envisages the establishment of Seven Quarters, each with its own distinct role and character. The following Seven Quarters are proposed:

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

### Golden Mile Station Quarter

2.14.18 The site is within the quarter known as the Golden Mile Station Quarter. This is the western end of the opportunity area and is around the stretch of the road known as the Golden Mile.

2.14.19 The quarter is a mixture of retail boxes, light industrial and the Sky Campus, which is a principal business anchor in the corridor. The character of the area is featured by Art Deco buildings and listed structures such as the Gillette Factory.

2.14.20 The area is largely under-utilised and offers a great opportunity for intensification. Transport connectivity and pedestrian movement will be key to allow development and attract new businesses and residents. The main aspirations of the masterplan in terms of movement are:

- A new railway station know as the Golden Mile Station which will create a link to Southall.
- Improve pedestrian movement establishing a connected and permeable network of routes across the quarter. The plan aims to change the character of the Great West Road from a traffic dominated highway to a green urban environment.

2.14.21 The Golden Mile Station Quarter is divided in a series of sub-areas with different proposed land uses including general industrial, light industrial, employment and offices, and residential led uses.

### The masterplan framework

2.14.22 The masterplan recognises the significant opportunity for residential intensification of the Tesco site and the crucial role of the Homebase site in this wider regeneration. The plan envisages the relocation of the superstore to he Homebase site on Syon Lane, where an efficient new store stacked above parking and wrapped by residential uses could be developed. Relocating the Tesco store would free up a large site for comprehensive redevelopment with a sizable new residential quarter.

### The role of the site in the Great West Corridor masterplan

2.14.23 The site will play a key role in the masterplan of the quarter. The masterplan's vision for the site is to:

- Enable regeneration of the adjacent Tesco site
- Deliver a new Tesco superstore along with new retail
- Deliver substantial amount of housing.
- Improve connectivity to and from Syon Lane station
- Deliver high quality public realm


Figure 2.56: Proposed masterplan principles for the Golden Mile Station Quarter

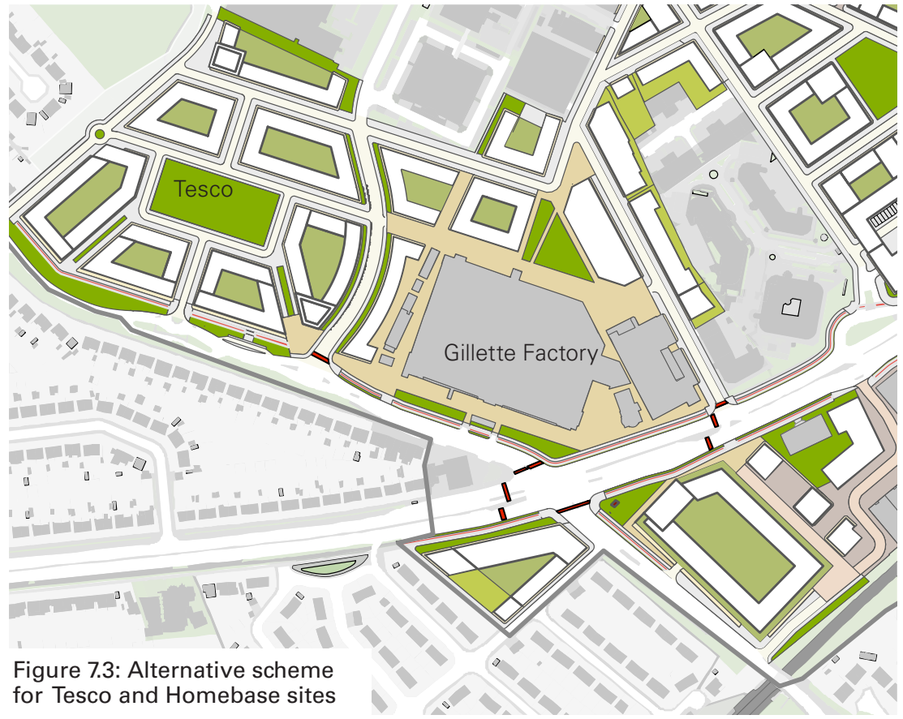


Figure 7.3: Alternative scheme for Tesco and Homebase sites

Figure 2.57: Proposed masterplan framework for the Homebase and Tesco sites

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## 3.1 Site constraints

3.1.1 The diagram on Figure 3.1 illustrates the site constraints.

3.1.2 Some of the key context attributes to take into account when developing the design strategy area:

- The listed buildings surrounding the site such as the Gillette Corner, NatWest Bank or Syon Clinic
- The Great West road and its impact on connectivity, noise and air quality
- Existing road access to the site
- Distances to adjacent residential context
- Site levels
- Site orientation
- Views from historic parks and landscapes including Syon Park and Osterley Park

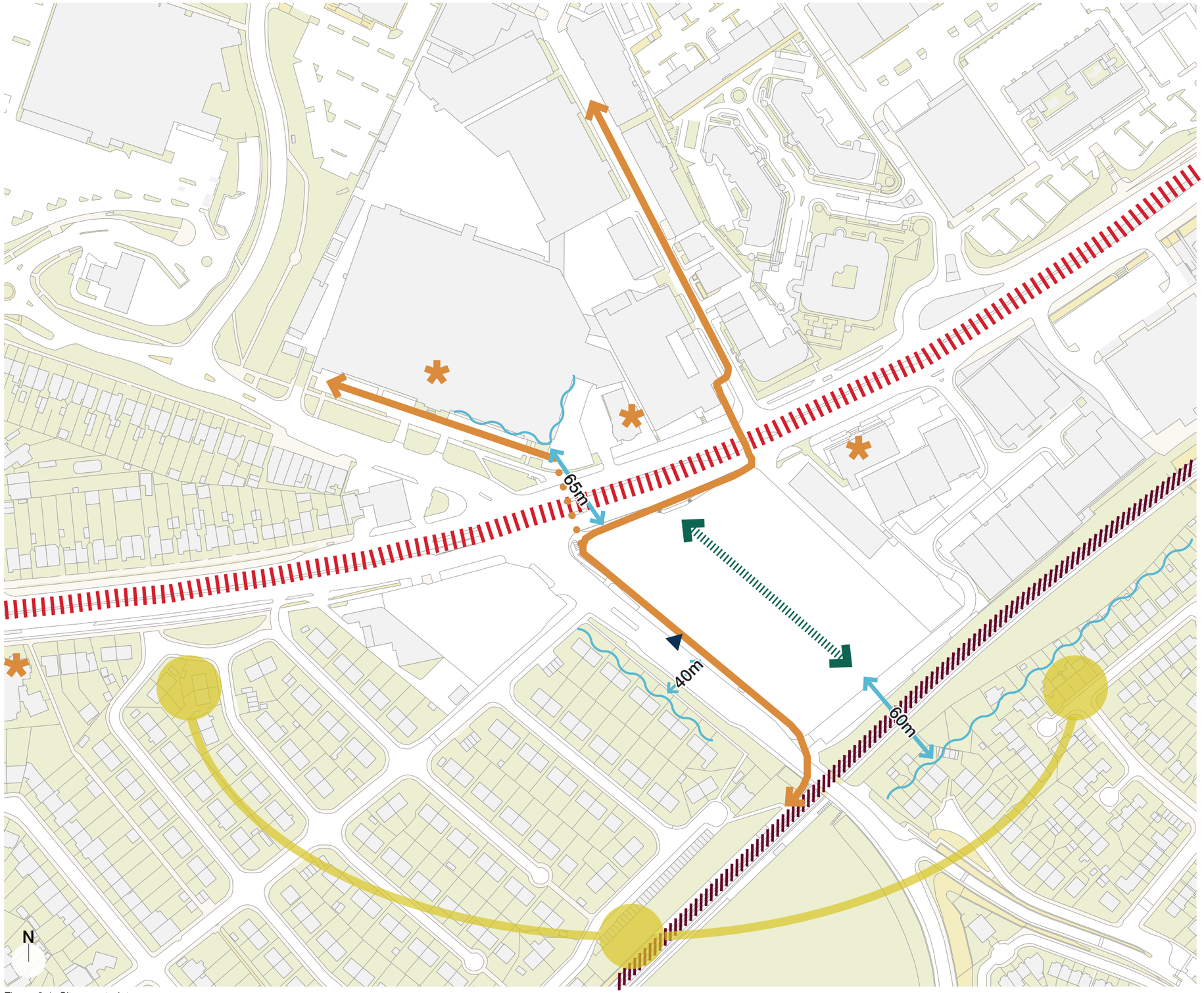


Figure 3.1: Site constraints

## 3.2 Site opportunities

3.2.1 The redevelopment of the site can deliver major regeneration opportunities for the local area. The opportunity and benefits of the wider regeneration vision is detailed in section 3.4.

3.2.2 In particular, the design strategy for the site should endeavour to:

- Complement the existing heritage context of the Golden Mile
- Improve connectivity via high quality public realm
- Deliver active frontages to create safe routes
- Improve connectivity across the Great West Road
- Create new potential routes
- Create a positive frontage to both the Great West Road and Syon Lane

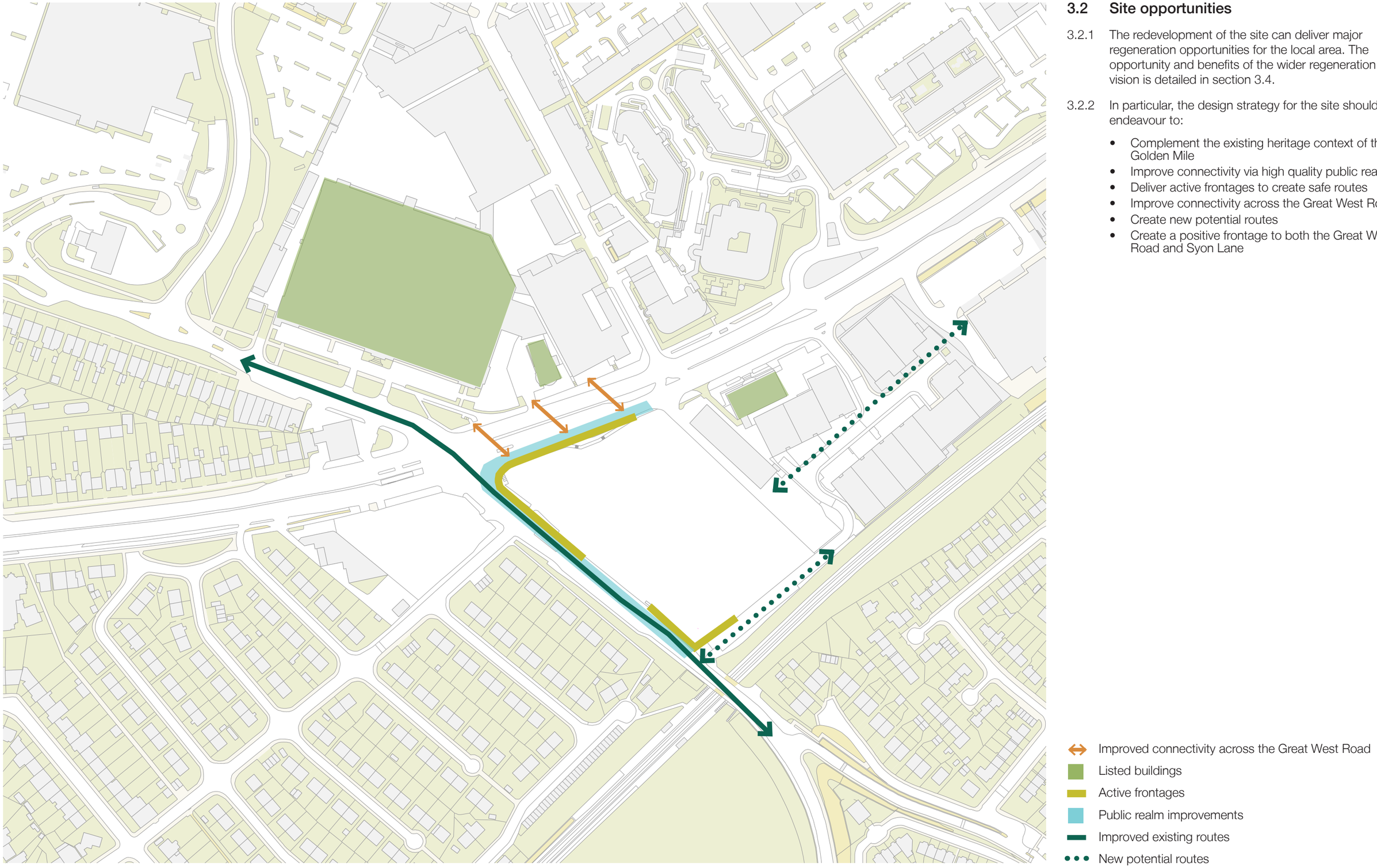


Figure 3.2: Site opportunities

## 3.3 The design brief

3.3.1 St Edward approached Patel Taylor with the vision to deliver a wider regeneration of the Osterley/Syon Lane community by the combined redevelopment of the Homebase and Tesco sites on Syon Lane.

3.3.2 Patel Taylor were asked to develop ideas for the regeneration of the Homebase site in order to deliver:

- A landscape-led placemaking strategy for the site that puts people first
- High quality urban design
- High quality public realm
- Improved connectivity and way-finding
- A new modern Tesco store where the current Osterley store can be decanted to
- High quality architecture
- A range of homes of different size and tenures
- New dedicated spaces for the local community

3.3.3 The briefing for the proposed development also included St Edward's vision to be world-class business generating long term valued by creating successful sustainable places where people aspire to live and work. Any development must make positive environmental, social and economic contribution to the fabric of the communities in which they are. In meetings this challenge, it will be key to integrate sustainability into every aspect of the development process from early stages to completion.

3.3.4 All commercial spaces will be certified to BREEAM 'very good' or be capable of achieving BREEAM 'very good' if the fit-out is to be undertaken by the tenant.

3.3.5 The design must ensure that the energy strategy identifies clear routes to enable the development to achieve zero operational emissions in the future, even when this can't be achieved on day one of the project.

3.3.6 The design must put in place adaptation measures on the development to ensure continued thermal comfort for residents and to address climate change risks, such as overheating, flooding and water shortages.

3.3.7 The design must enhance and protect all features of ecological value on the site as well as delivering a net biodiversity gain.

3.3.8 Housing design must comply with the current Building Regulations, NHBC Standards and appropriate Building Standards and good building practice.

3.3.9 All homes must be designed in accordance with the National Described Space Standards (March 2015) and provide the minimum required dimensions for each room and storage.

3.3.10 Construction methods for modular and off-site manufacture, such as bathroom pods, will be explored. Construction will also aim to design out waste by exploring and implementing measures to prevent waste production through design (e.g. avoid site cutting, consider packaging...).

3.3.11 All materials will be specified in accordance with the Berkeley Group Sustainable Specification and Procurement Policy. This includes a preference for materials;

- With low environmental impact
- With high recycled content
- Locally available
- Certified by an environmental/responsible sourcing scheme
- Help to mitigate issues such as climate change, ecological damage, waste production, water scarcity

3.3.12 All timber will be FSC or PEFC certified (demonstrated by a Chain of Custody).

3.3.13 Each home will have fixed units in the kitchen to store recyclable waste – with number of streams reflecting those collected by local waste authority;

- A minimum of 30 litres for home with 1-2 bedrooms
- 40 litres for homes with 3 + bedrooms
- Space to store at least 5 litres of food waste in line with local authority requirements

3.3.14 The scheme will meet the water efficiency requirement: the estimated consumption of water calculated in accordance with the methodology in the water efficiency calculator of the Building Regulations should not exceed 105 litres/person/day. If following a fittings approach;

- WC: 4 / 2.6 litres dual flush
- Shower: 8 l / min
- Bath: 170 litres
- Basin taps: 5 l / min
- Sink taps: 6 l / min
- Dishwasher: 1.25 l / place setting
- Washing machine: 8.17 l / kilogram

3.3.15 100% LED lighting will be installed in all homes and communal areas.

3.3.16 All domestic appliances and white goods will meet the following ratings as a minimum under the EU Energy Efficiency Labelling Scheme

- Fridges and fridge-freezers A+
- Washing machines A++
- Dishwashers A+
- Washer dryers A
- Tumble dryers

3.3.17 Fire performance on refrigeration appliances will:

- Meet EN 60335-2-24
- Be manufactured by a member of the Association of Manufacturers of Domestic Appliances (AMEDA)


Figure 3.3: Vision and guidance for design team

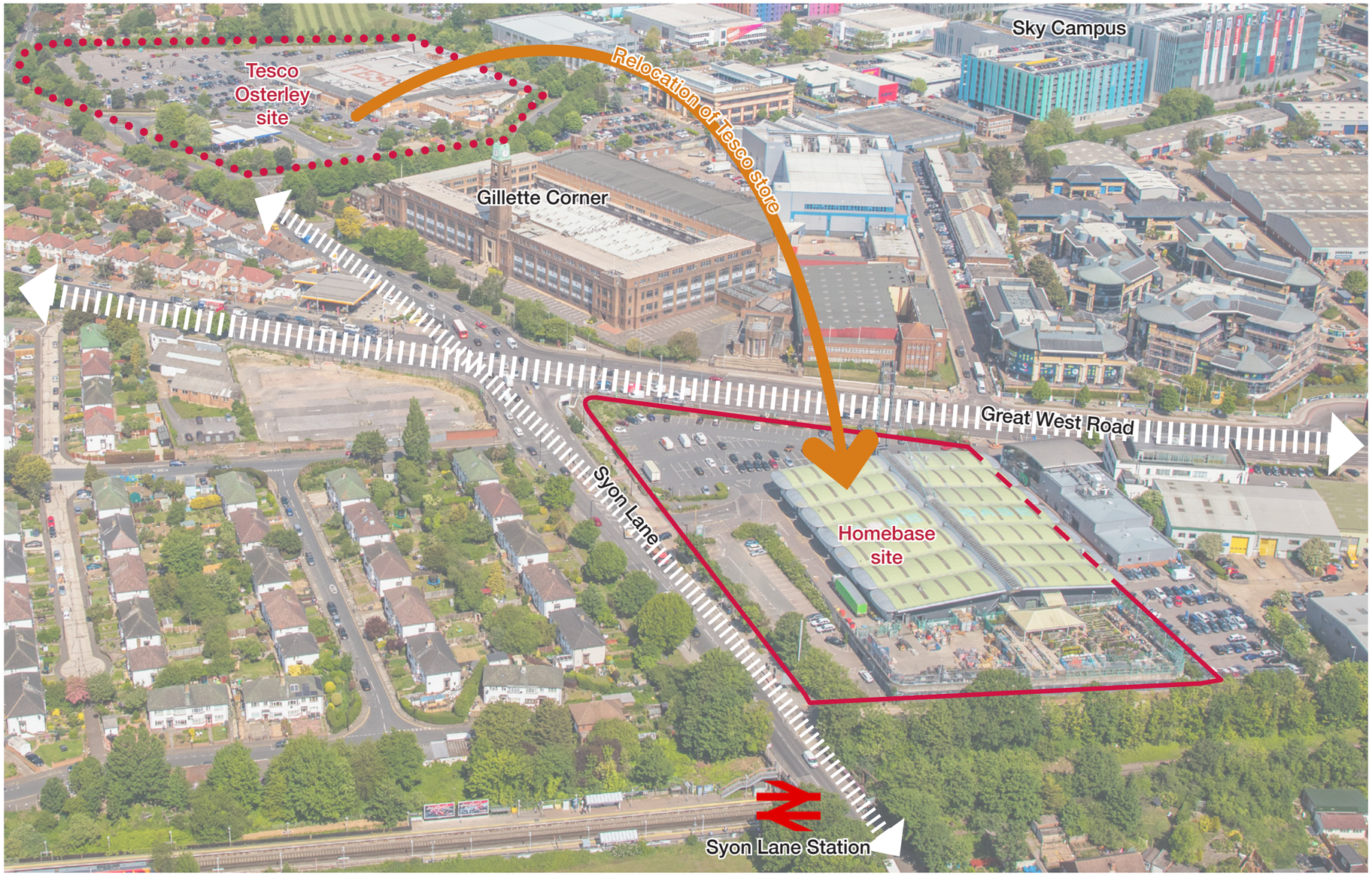


Figure 3.4: Location of Homebase and Tesco Osterley


Figure 3.5: Benefits for the local community

## 3.4 The vision:

### A golden opportunity

3.4.1 The opportunity for the redevelopment of the Syon Lane Homebase site must be evaluated in conjunction with the Tesco Osterley site.

3.4.2 Together, these strategic brownfield sites have the potential to deliver hundreds of much needed homes for Hounslow, a state-of-the-art Tesco store and dramatic improvements to the streetscape environment.

3.4.3 Putting together the placemaking expertise of St Edward, Patel Taylor and Murdoch Wickham, this is an exciting opportunity to kick-start regeneration of the Golden Mile with landmark architecture and a much greener landscape.

3.4.4 The site will bring together the new and the old: celebrating the grand Art Deco factories of industry and encouraging new employers into the area, marking a new era for the Golden Mile.

### Unlocking the wider regeneration

3.4.5 There is a unique opportunity to move the existing Tesco store from the current Osterley location into a new and more modern store on the soon to be vacated Homebase site.

3.4.6 The regeneration of the Homebase site can deliver not only a new modernised Tesco store, but also new homes, public realm improvements and community space. Once the construction on the Homebase site is completed, Tesco will be able to start operating here, vacating the current store and allowing for the regeneration of the Tesco Osterley to commence.

3.4.7 The opportunity to build a new store in a nearby site will unlock the regeneration of the current store site while ensuring that Tesco remains operational during the process, which is key for the local community.

3.4.8 Overall, the shared regeneration of both sites will deliver numerous key benefits to the community:

- Designated community spaces
- A new community heart in the form of a public square
- A new public park
- New shops, cafés, and restaurants, creating jobs for the community.
- New homes
- Bespoke architecture
- Investment in the improvement of the local area and its infrastructure
- A modern and sustainable Tesco store
- Green space for biodiversity and ecology
- Reduced retail parking and car movements
- Better and safer routes for pedestrians
- A long term place-keeping and community plan

**More homes for everyone**

3.4.9 The Great West Road Corridor was identified by Hounslow Council and the Greater London Authority in the London Plan (Intend to publish version from December 2019) as a target location for 7,500 new homes.

3.4.10 The regeneration of the Syon Lane Homebase and the Tesco Osterley sites have the potential to deliver hundreds of private and affordable homes, helping considerably towards Hounslow's increased annual housing target.

3.4.11 The shared regeneration of this site will not only enable the delivery of new homes on the Homebase site but also unlock the delivery of more homes in the Tesco Osterley site.

**A new Tesco store**

3.4.12 The site offers a fantastic opportunity to deliver a brand new, modern Tesco store.

3.4.13 Car parking will be provided above the store with a significant reduction compared to the local Tesco site, minimising the impact of cars in the local area.

3.4.14 The proposals will deliver the same retail offer, making sure local people still benefit from all the wonderful amenities Tesco has to offer.

3.4.15 The supermarket provides activated frontages all the way along the Great West Road and part of Syon Lane, creating safer pedestrian routes.

3.4.16 Tesco will continue to support local employment with a range of job opportunities.

Figure 3.6: The proposed development will deliver homes for everyone

Figure 3.7: Local community at the opening of a Berkeley Homes residential scheme


Figure 3.8: Interior of a Tesco Extra store


Figure 3.9: The new Tesco store will support local employment

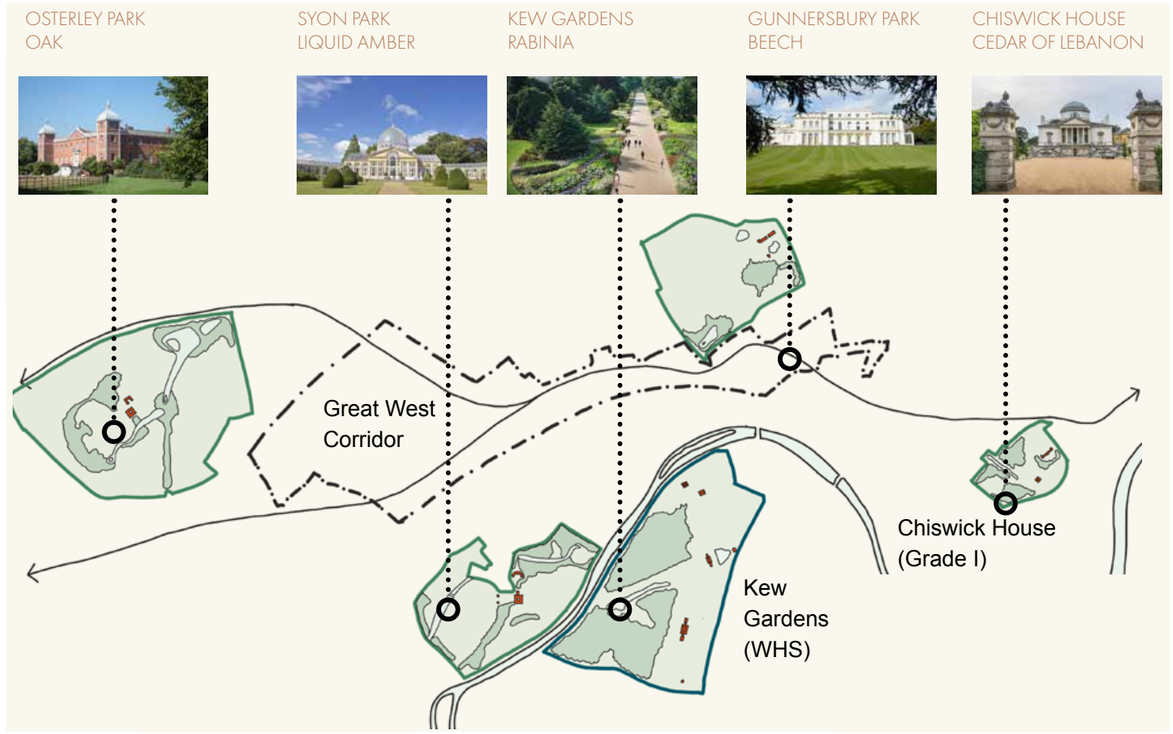


Figure 3.10: Major open spaces along the GWR

Figure 3.13: Woodberry Down nature led approach


Figure 3.11: The redevelopment of the sites could act as a catalyst attracting people from the borough

Figure 3.12: The vision is to create a new community hub with a large community, retail and leisure offer

**A nature led approach**

3.4.17 High quality landscape and public realm is the essence of a successful masterplan, creating an attractive place where people want to live and spend time, and benefits the whole community.

3.4.18 The Homebase site was once part of Syon Hill Farm, an estate of 146 acres around the farmhouse located roughly on the site of the Gillette building.

3.4.19 This part of London was rich in agricultural land growing produce for London.

3.4.20 We want to celebrate the site's former agricultural use by re-introducing a wider range of planting to improve the site's ecology and biodiversity.

**Restore the Golden Mile's reputation as a hub of activity**

3.4.21 The proposed development, together with the regeneration of the Tesco Osterley site, will be a new comprehensively well planned mixed-use quarter where new development will inject vibrancy, urban life and a new focus into the area. There will be a mix of uses with new, high quality employment and residential buildings.

3.4.22 Furthermore, the redevelopment of the Tesco site presents a unique opportunity to create a new distinctive village square where people can meet, work and play. The village square will be framed by a variety of uses that reflects the needs of the local community, and will reinvigorate business and generate urban buzz. We anticipate dedicated community space and a mix of ground floor commercial uses such as shops, restaurants and cafés.

3.4.23 The regeneration of these two sites will create hundreds of employment opportunities and apprenticeship opportunities.

3.4.24 More housing will help bring investment into the town centre as residents and visitors use the local shops and cafés.

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## 4.1 Consultation overview

4.1.1 A meaningful consultation strategy has been key to informing the proposed scheme. Understanding the views of local residents, stakeholders, the local authority and statutory bodies has been a fundamental part of the design process.

4.1.2 This chapter of the DAS summarises the consultation process which has taken place in the development of the project. A more detailed report can be found in the Statement of Community Involvement.

### Public consultation

4.1.3 During the design process, three main consultation events open to the general public were held in October and November 2019 and February 2020. These events were held in conjunction with the design team for the Tesco Osterley site.

4.1.4 The first round of consultation was held on 3rd of October at Marlborough Primary School and 8th of October at Nishkam School West London. This early consultation event was key to understand the general view of the public on the principle of the development and establish what were the expected key benefits for the local community.

4.1.5 The second round of consultation events were held on 19th and 23rd of November. These were a walk & talk format in which local residents were able to do a comprehensive walk with the design team around the site and understand the detail of the proposed development.

4.1.6 A third and final round of public consultation events were held on 27th of February at Nishkam School and 29th of February at Marlborough School. These consultation events included a comprehensive level of detail for the Homebase site proposals including urban design, architectural approach to building design, landscape, transport and highways.

### CLG Workshops

4.1.7 A series of workshops with representatives of key local community groups have been held throughout the design process. The topics discussed have included design, community, green space, play, traffic and transport.

### Digital engagement

4.1.8 Give My View by Built-ID has enabled a significant level of engagement during the first phase of consultation for the project, with approximately 6,700 visitors to the platform, 2,500 individual users and nearly 11,000 poll questions answered.

4.1.9 This is an enormous data set from which the design team has been able to extrapolate principal concerns and issues, plus priorities for future development and investment in Brentford and Osterley.

### London Borough of Hounslow

4.1.10 As a key stakeholder, LB of Hounslow have been closely involved in the development of design proposals since the inception of the project.

4.1.11 A series of pre-application meetings have been arranged to discuss all aspects of design.

4.1.12 Patel Taylor was first brought on board in July 2019. The first pre-application meeting PT attended was held on 11th September 2019. The revised proposals were welcomed and the feedback included the points below:

- The design of the new team had improved how the development would relate to its context especially the public realm.
- The planners welcomed the approach to the building as a series of building typologies which address better the different frontages of the site (Great West Road, Syon Lane...)
- The building heights have been reduced in relation to previous proposals by the previous design team. Even thought the average height is above the parameters set in the Great West Road Corridor masterplan, the planners recognise the opportunity for taller elements in particular locations within the site.
- The planners considered that there was still a need for the height and massing to be refined further and for further assessment of the potential impacts of the proposal to justify the buildings taller than envisaged in the draft Local Plan.
- The public realm strategy was welcomed and it was agreed that the improvements along Syon Lane and the Great West road would assist in enhancing the character of the local area.
- The planners reinforced the need to create legible pedestrian routes
- The mix of uses was supported

4.1.13 A second pre-application meeting took place in December 2019. The feedback included the points below:

- The principle of redevelopment, public realm approach and land use is still welcomed.
- The redistribution of the massing to improve townscape views and daylight and sunlight is welcomed.
- It is recognised that the building along the Great West Road would provide a high quality addition to the townscape and although it is of considerable scale, it respects key views of the Gillette Tower.
- Concerns were raised over the scale, massing and articulation of the buildings along the eastern flank, particularly in views along the Great West Road.
- The team need to ensure that the frontages along Syon Gate Way and the proposed Syon Gate Lane need to be of human scale.
- Further details on privacy treatments where opposing units are below 18m separation need to be provided
- The team should explore options to reduce the size of the podium.
- The facade treatment of the cores along Syon Lane (blocks D & E) needs to be softened.
- Care should be taken to ensure that the well functioning of the public realm by maximising widths to allow the increased flow of pedestrians.
- The planning officers reinforced the need to create a scheme designed so that walking and cycling are residents' first choice of travel.
- Further detail is required on visual impact assessment on particular views from Syon Park and within the setting of listed buildings, such as Gillette Factory and Syon Clinic.

### Greater London Authority

4.1.14 The client and design team have met with the GLA to help shape proposals and to respond to the requirements of the Mayor.

4.1.15 Feedback:

- The comprehensive mixed use redevelopment is strongly supported.
- The architectural quality is supported.
- Further detail is required to confirm that the provision of dual aspect units is maximised and that north-west facing single aspect units are of acceptable quality.
- The proposed density, layout, design and massing of the scheme is supported subject to a full TVIA.
- The scheme will require appropriate mitigation measures to address air and noise pollution.
- Further information should be provided on play space requirements and on-site provision.
- The quantum of residential car-parking is acceptable. Whilst the amount of retail car-parking is not in line with the Draft London Plan, GLA officers consider that an appropriate level of flexibility can be applied to this site given the wider public benefits of the development.
- The scheme must contribute to improve road safety as well as pedestrian and cycle connections.

### Hounslow Design Review Panel

4.1.16 A DRP session was held on 20th of September. The constructive feedback given by the panel concentrated on placemaking, public realm and quality of housing. This feedback has helped shape the revised proposals.

4.1.17 Some of the key feedback from the review include:

- The team should ensure that the scheme is driven more by place-making than the needs of Tesco.
- Concern about the public realm due to the lack of rigorous site analysis
- Concerns over the hard edge that the podium could create
- The scheme should provide a more generous public realm
- The secondary street along the south-east edge needs careful consideration of interaction of traffic and pedestrians.
- The scheme should consider the future proofing strategy and long-term sustainability approach for the Tesco superstore.

### Historic England

4.1.18 The design team presented the proposals for the site to Historic England on 17th of February 2020.

4.1.19 Historic England recognises the development potential of the site. However, they raised concerns regarding the potential impact on the setting of the Syon Park Grade I registered landscape, which is a highly designated and important heritage asset. They recommended that further analysis of significance in order to better understand the impact of the development and inform design revisions to avoid or minimise harm. This is likely to involve a review of the massing. They also recommended further investigation in order to determine the possible extent of the impact on the Royal Botanic Gardens, Kew World Heritage Site.

### MET Police

4.1.20 A design review with MET Police took place on 14th January 2020. As a result, a series of recommendations were given to the design team on how to ensure that the design creates a safe environment for residents and the wider community.

4.1.21 The feedback included:

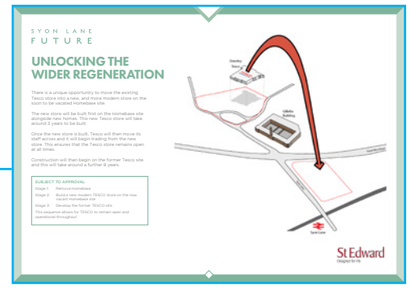
- The building lines are generally clean with no recesses, which is good.
- There is a big emphasis on natural, passive and formal surveillance. However, there are some vulnerable areas on one side of the building. These can be mitigated by good lighting and CCTV which will assist the concierge.
- Including an airlock in each entrance will provide an element of security and encourage residents to challenge others by approaching a secondary secure entry point. Due to the layout and design it may not always be possible to implement this method so fobbing the ground floor stair core and lifts would be another alternative as opposed to compartmentalising each floor.
- All visitors should be encouraged to report to reception including any contractors.
- The podium level is open to all the residents in all the cores therefore all the windows and doors in these areas will need to be security rated as this area is deemed accessible in accordance with Approved Document Q

Commencement of current design team work

**11th September 2019**
Pre-application meeting 01

**24th September 2019**
Presentation to the OWGRA

**3rd & 8th October 2019**
Public consultation 01




**6th December 2019**
CLG Workshop 1

**17th December 2019**
CLG Workshop 2

**14th January 2020**
CLG Workshop 3

**10th February 2020**
CLG Workshop 5

**24th February**
CLG Workshop 6

**28th July 2020**
Presentation to Planning Committee Members

**18th June 2020**
CLG Workshop 7

**September 2020**
Application submission

September 2019

October 2019

November 2019

December 2019

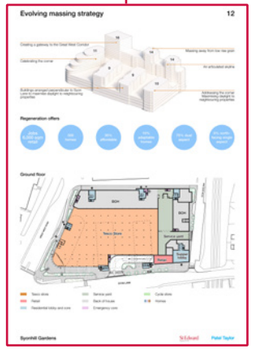
January 2020

February 2020

March 2020

September 2020

**20th September 2019**
HDRP meeting 01




**19th September 2019**
GLA meeting 01

**19th & 23rd November 2019**
Public consultation 02

**18th December 2019**
Pre-application meeting 02

**25th January**
CLG Workshop 4

**27th & 29th February 2020**
Public consultation 03

**July 2020**
Online public consultation

**July 2020**
Pre-application meeting 03

## 4.2 Design evolution

4.2.1 Throughout the design process of the site redevelopment, the consultation process with the local community, stakeholders and statutory bodies has pro-actively contributed to the design evolution of the scheme.

4.2.2 This section outlines the design evolution through consultation. In order to illustrate this evolution, this section will look at the design in three key dates:

- September 2019: initial designed presented in the first round of pre-applications and public consultations.
- December 2019: developed design presented in the second round of pre-applications and public consultations.
- July 2020: design submitted for planning.

**September 2019**

4.2.3 The initial design was presented to the Local Authority, GLA and local residents in September and October 2019. The main changes in the scheme in comparison to the one put forward by the previous design team were:

- The approach to the building typology as a collection of different architectural typologies.
- The overall heights had been reduced in comparison to the previous scheme.
- There were noticeable improvements on public realm along Syon Lane and Great West Road both in quality and amount.


Figure 4.1: September 2019 scheme - View from the Gillette Tower

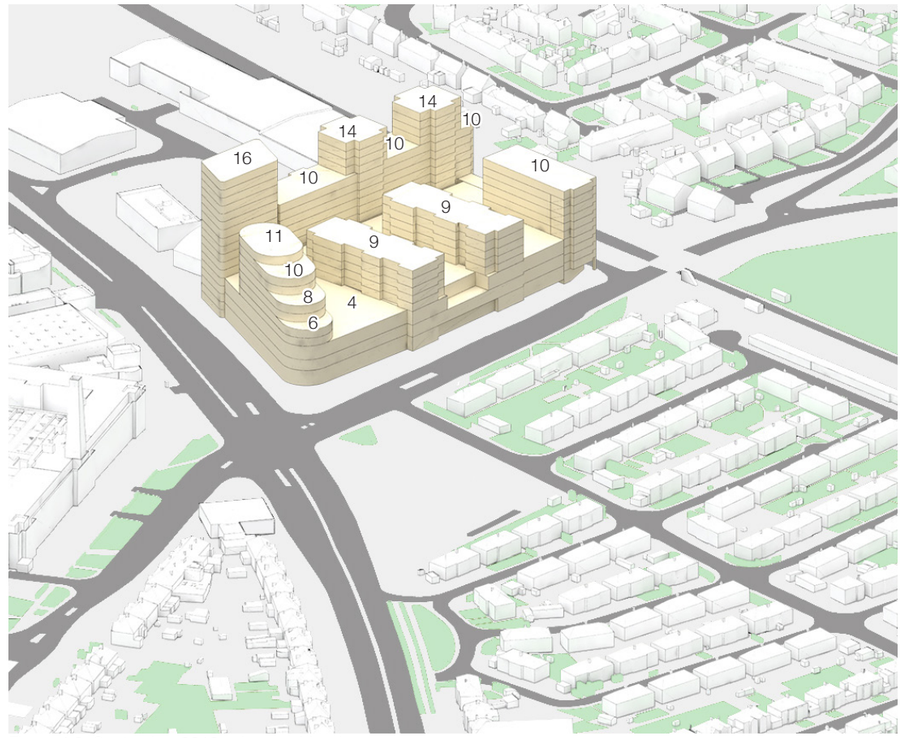



Figure 4.2: September 2019 scheme - Massing

Figure 4.3: September 2019 scheme - View along Syon Lane


Figure 4.4: September 2019 scheme - Public realm


Figure 4.5: December 2019 scheme - View from the Gillette Tower

Figure 4.6: December 2019 scheme - View along Syon Lane

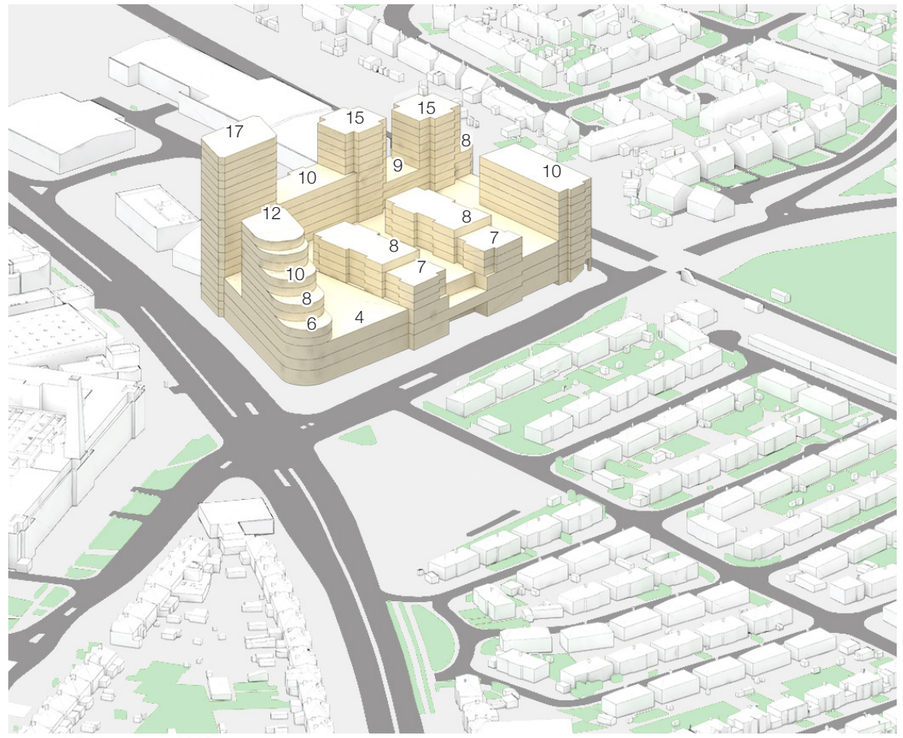



Figure 4.7: December 2019 scheme - Massing


Figure 4.8: December 2019 scheme - Public realm

**December 2019**

4.2.4 Following on from the first round of pre-application meetings and public consultations, the design team presented revised proposals in December 2019.

4.2.5 The key revisions of the scheme were aimed to respond to concerns raised by LB Hounslow, GLA, HRPD and the local residents.

a. Massing:

- Re-arrangement of heights in order to minimise the visual impact of the proposed scheme as well as improving the daylight and sunlight.
- The height of the palazzo buildings (D&E) is lowered to reduce the daylight and sunlight impact on the neighbouring houses.
- The building articulation on the buildings along the eastern edge is improved to respond to concerns over views of this flank along the Great West Road.
- The reviewed massing strategy had been designed by assessing the visual impact of the scheme in key local views, including from open spaces such as Syon Park .

b. Public realm and landscape design

- Re-alignment of the ground floor along Syon Lane to maximise the pavement width on arrival to the scheme from the station.
- A survey of footfall and pedestrian trips was carried out to understand desire lines and to improve the design of the pedestrian routes along the site.
- The landscape design proposals along the Great West Road and Syon Lane were revised to ensure comfortable flow of large amounts of people in peak times.
- Landscape proposals for the public realm along Syon Gate Way are detailed to respond to concerns over the overlap of pedestrian, cycling and servicing routes.
- Landscape proposals for the new public realm along Syon Gate Lane are detailed to demonstrate the residential character of the street.

c. Architectural design

- The team presented a detailed design strategy for all façades to demonstrate that the proposals are of the highest architectural quality and that would seamlessly fit in with the local character.
- Review of the design of buildings along the Great West Road to create an architecture which is contextual to the Art Deco character of the Golden Mile.

d. Other

- The team created a series of options for future proofing of the store and car park to respond to the HDRP concerns.
- Further work was carried out to demonstrate the acceptable impact on daylight and sunlight to the local context.

**July 2020**

4.2.6 Following on from the second round of pre-application meetings and public consultations, the design team presented revised proposals in June and July 2020 prior to the planning submission in July 2020.

4.2.7 The key revisions of the scheme were:

- The width of Blocks D and E has been reduced to increase the distance between façades, adding more shared amenity space at podium level, improving daylight and most importantly improving the visual impact on Syon Lane with more articulated and finely detailed gable façades comprising glazed brickwork.
- The elevations of Blocks A and B1 have been developed to include inset open balconies to give a more conventional residential look and feel to these façades which has been combined with slightly revised details and materiality.
- The design of the other blocks has also been developed to accommodate a revised residential mix and tenure distribution within the development.


Figure 4.9: July 2020 scheme - View from the Gillette Tower

Figure 4.10: July 2020 scheme - View of the proposed residents' gardens

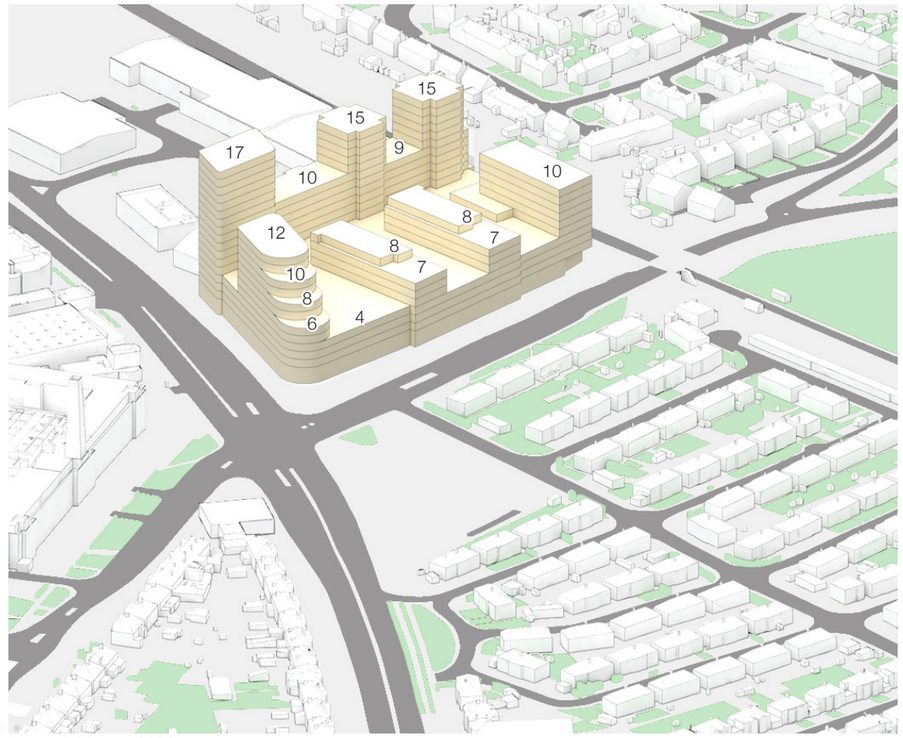



Figure 4.11: July 2020 scheme - Massing


Figure 4.12: July 2020 scheme - Public realm

## 5.1 Placemaking strategy

5.1.1 The regeneration of the Syon Lane Homebase site relies on four main principles to create a successful place: capitalise the regeneration opportunity, create a unique retail offer. improve connectivity and public realm and introduce high quality architecture.

**Capitalise on the regeneration opportunity**

5.1.2 The site, which accommodates a soon-to-be-vacated Homebase store, has great potential to be redeveloped into a new mixed use scheme which could deliver hundreds of new homes along with active uses and new public realm. Furthermore, there is a much greater potential to maximise wider regeneration of the local area by relocating the Tesco Osterley store. By doing so, it will unlock the regeneration potential of this second site, delivering hundreds of new homes along with community, retail and leisure uses and more than 5 acres of open space.

**Create a unique retail offer**

5.1.3 A new modern Tesco store will be delivered at the heart of the scheme, returning the iconic British brand to the Great West Road. The store will deliver the same retail offering in a new modern and sustainable building with a substantially improved shopping experience. New cafe and community space will increase the offer to the local people.

**Improve connectivity**

5.1.4 Public realm is at the heart of the proposed development. The design will maximise the potential enhancements of the public realm along Syon Lane and the Great West Road in order to improve the pedestrian experience along this routes to and from the station. The active frontages provided by the new Tesco store, together with other retail uses and residential frontages, will help create safer routes. New public realm along Syon Gate Way and Syon Gate Lane will be created. They will future proof the development to integrate potential new routes should adjacent sites be redeveloped. It also delivers the 'clean air route' envisioned by the Local Authority in the Great West Road Masterplan.

**High quality architecture**

5.1.5 The design proposals will aim to deliver the highest standards of urban design and architecture. The placemaking strategy will respond to the challenges of the urban grain and deliver contextual architecture that addresses the local heritage context of the Golden Mile.

5.1.6 The concept of the architectural approach is 'a collection of five buildings defining a new urban block'.

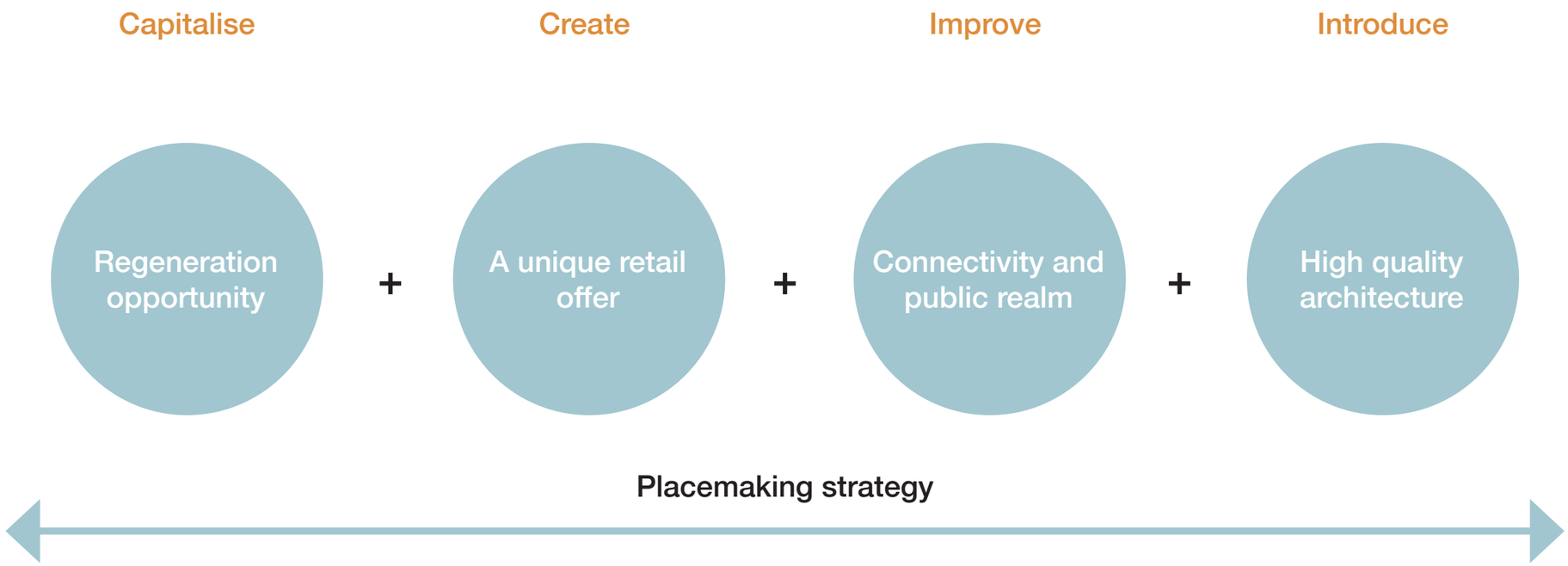



Figure 5.1: Placemaking concept diagram

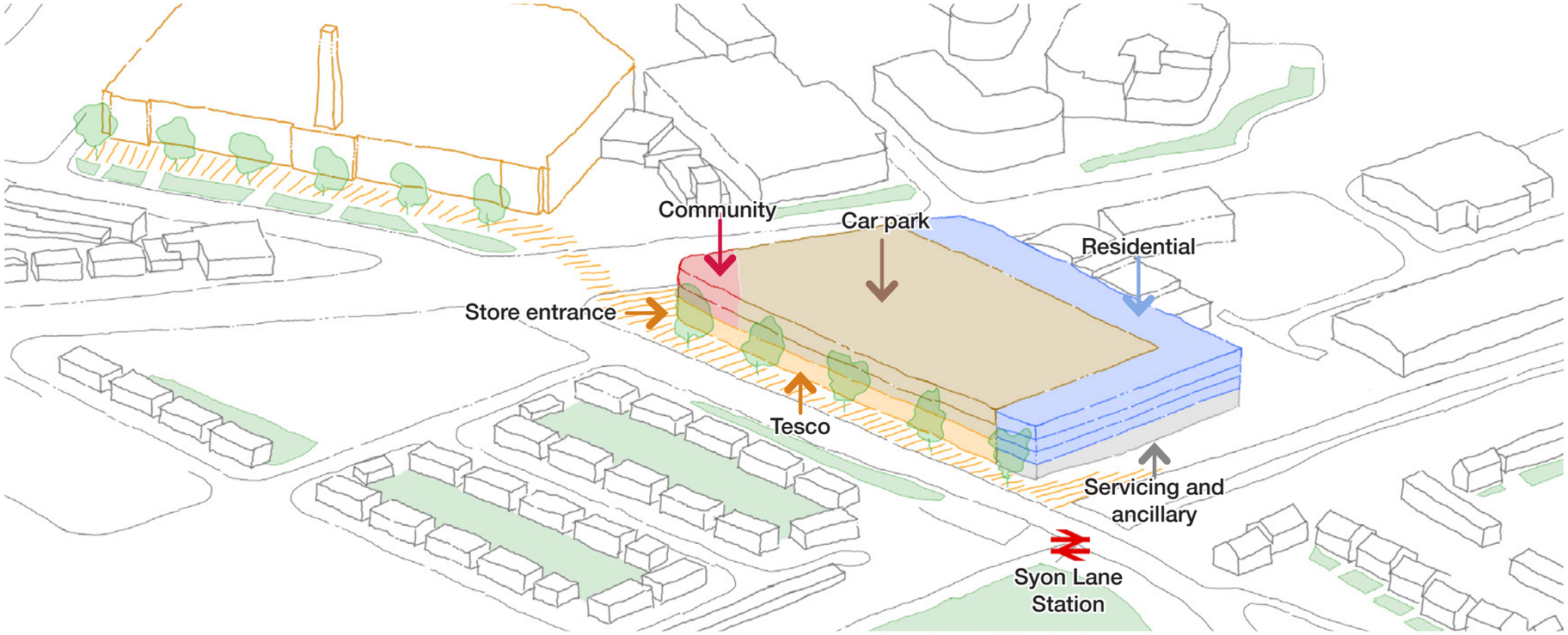



Figure 5.2: Creating an animated public realm

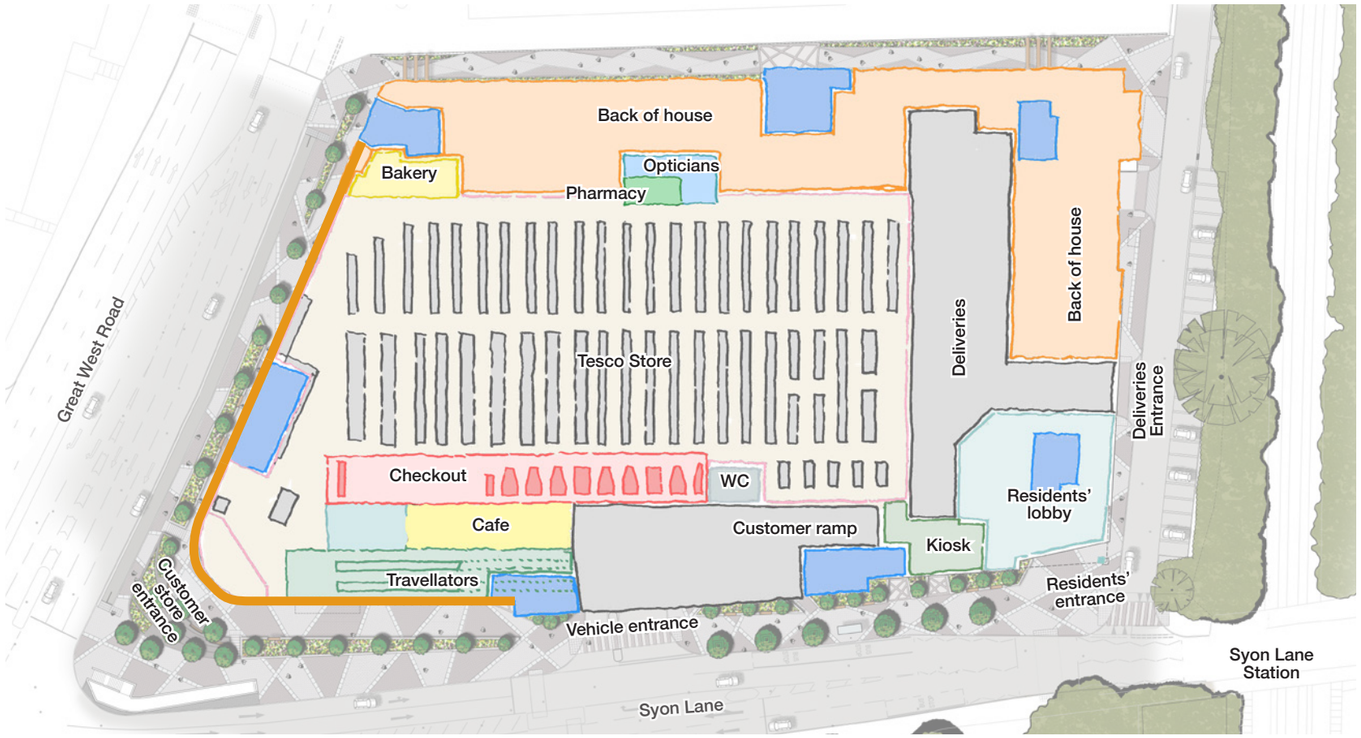



Figure 5.3: Illustrative layout of the new Tesco Extra store

Figure 5.4: Same retail offer, improved shopping experience

Figure 5.5: A new cafe and community space for the local people

## 5.2 Key design principles

### 1. The new Tesco Store

5.2.1 A new Tesco Extra store will be located on the ground floor of the proposed scheme in a prominent location: the corner of Great West Road and Syon Lane.

5.2.2 The current Tesco store is a key asset for the local community, offering a wide range of amenities which are used every day by the local residents as well as providing key jobs for the locals. By relocating the store on the site, these amenities and jobs will be retained within the local area whilst unlocking the potential development of the current Tesco site.

5.2.3 The store will deliver:

- The same store offering with an improved shopping experience
- A new cafe and a community space
- A store built to modern and sustainable standards
- No petrol station
- A reduction of customer car parking provision from 625 to 400 spaces.

5.2.4 The new Tesco Extra store will become an anchor of retail and social activity for the local community. Furthermore, it will create a continuous active frontage along Syon Lane and the Great west road helping to create safer routes.

5.2.5 The store will be arranged across three levels on the podium base of the building:

- The ground floor will accommodate the Tesco Extra store. The entrance will be located at the corner of the Great West Road and Syon Lane.
- Community space will be provided on the upper levels on the corner above the entrance.
- Customer car parking will be provided above the store across two levels. A total of 400 spaces are associated to retail use.

5.2.6 The proposed scheme will provide a flexible and multi-purpose community room on first floor. This community offering can be used by both the new and existing communities. The use of this space will be free of charge and the functioning of it will be managed by a full time Community Champion appointed by Tesco.

### 2. Public realm: improving connectivity and creating new clean air routes

5.2.7 Creating a greener, friendlier and safer pedestrian interventions and cyclist experience is at the heart of the project. The proposed scheme includes two main public realm intervention: enhancing the existing pedestrian routes along Syon Lane and Great West Road and creating new clean air routes off the Great West Road.

**Public realm improvements along Syon Lane and the Great West Road**

5.2.8 The scheme proposes to create an enhanced public realm along Syon Lane and the Great West Road, which will create a new pedestrian experience for people walking to and from Syon Lane station. The intervention will also go beyond the site creating a cohesive way-finding strategy for key local routes that go to and from Tesco Osterley site and Sky Campus Some of the key landscape interventions include:

- New segregated cycleway and foot way
- Supermarket entrance plaza
- Street trees
- Raised planters with seating
- Improved finishes to foot ways

**The new clean air routes**

5.2.9 The GWC Local Plan aims to establish clean air routes parallel to the Great West Road to promote cycling and walking between stations, quarters and open spaces away from the noise and pollution of the road corridor.

5.2.10 The proposed design contributes to the creation of new clean air routes through the enhancement of Syon Gate Way and the creation of a new pedestrian route along the eastern boundary.

5.2.11 The nature of these spaces will be mainly pedestrian, will include cycle routes and will aim to create an attractive and safe environment for people to walk to and from the station as well as for residents to access their homes. The landscape proposals will create a pedestrian friendly environment with improved finishes to foot ways and maximising greenery.

5.2.12 The new route along the eastern boundary, known as Syon Gate Lane, will be designed so that it can integrate further extension should the adjacent site be redeveloped.

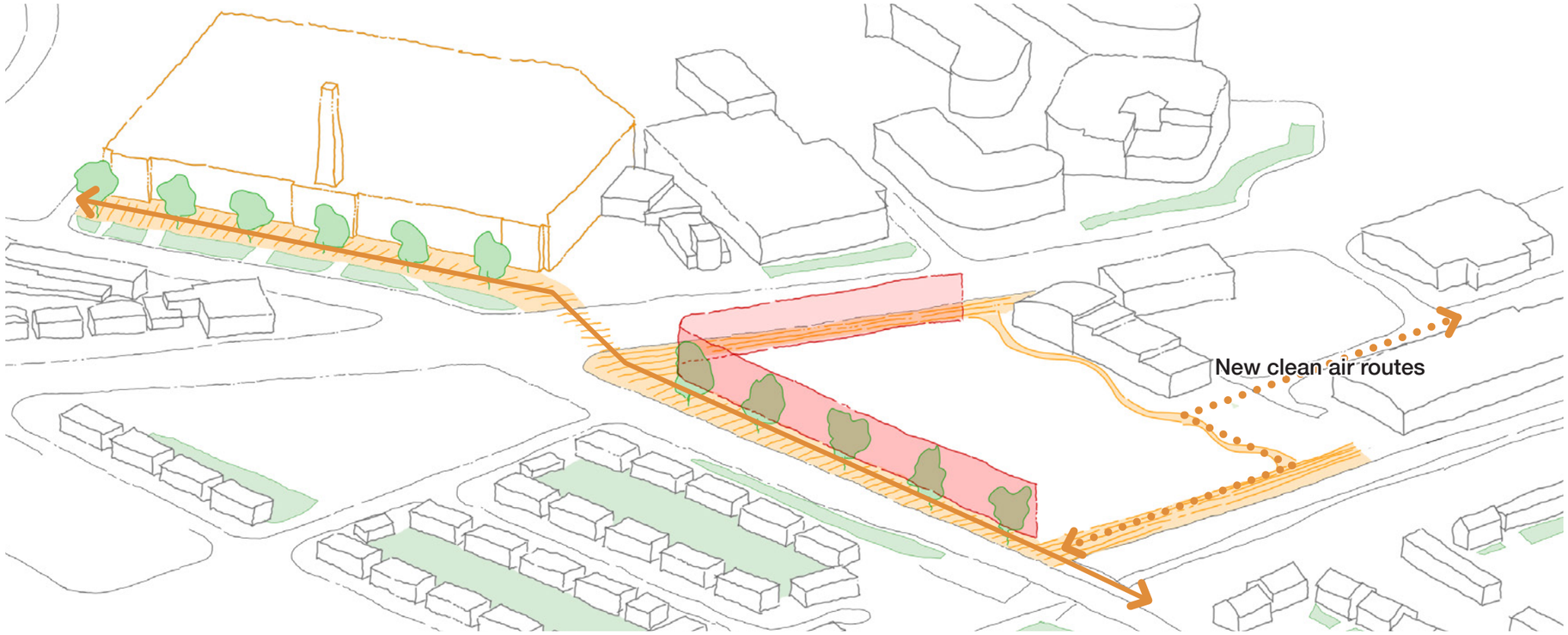



Figure 5.6: Creating an animated public realm


Figure 5.7: Images of the existing public realm

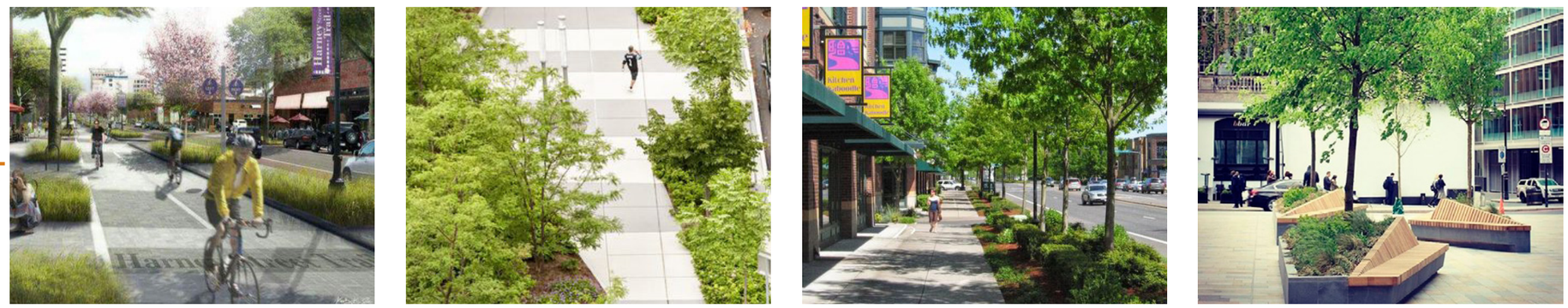



Figure 5.8: Precedent images of the design intent for the new public realm

Figure 5.9: Reconciling the urban grain

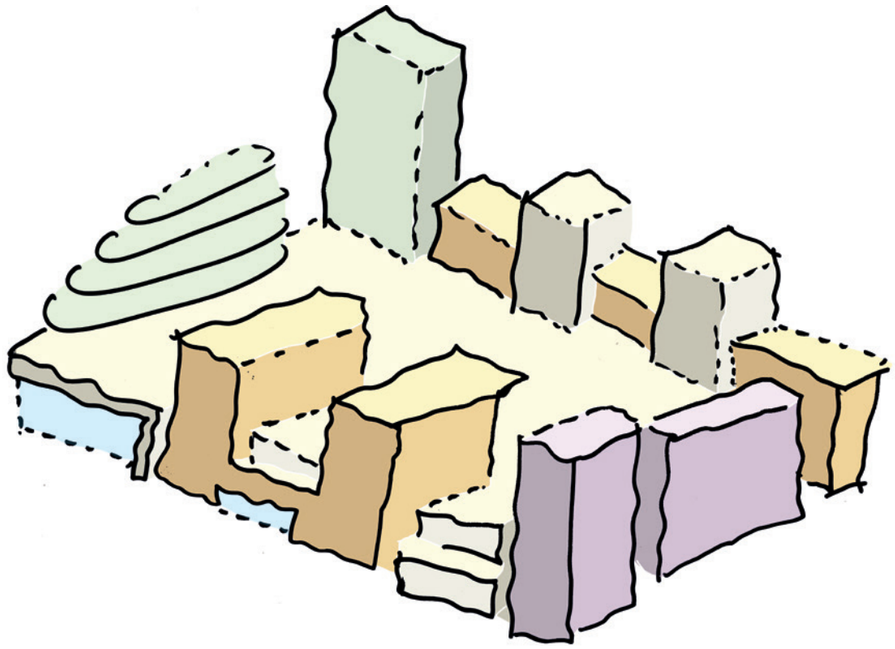


Figure 5.10: A collection of buildings dissolving the plinth and creating an urban block

**3. A collection of buildings: reconciling the urban grain**

5.2.13 The proposed design will have to respond to the challenge of the urban grain: reconciling the industrial large footprint grain with the finer residential grain.

5.2.14 The concept for the design is ‘a collection of five buildings defining a new urban block’. The strategy is to create a variety of building typologies which touch the ground creating a finer articulation to the urban grain of the building. By stepping away of a strategy based on buildings on a podium, the collection of buildings will help dissolve the large footprint of the retail base.

5.2.15 The typologies, even though different, will have a series of common principles which will tie up together the different buildings to create a cohesive masterplan for the site.

5.2.16 Section 5.3 does a comprehensive analysis of the design principles and architectural qualities of each of the five building typologies.

## 5.3 A collection of buildings

5.3.1 As described in section 5.2, the concept for the design is ‘a collection of five buildings defining a new urban block’. The intention is to deliver a range of urban typologies which create a finer articulation to the urban grain. Whilst these typologies are different in form and principle, the detailed design and facade treatment will ensure there are a series of common elements which tie together the design and deliver a cohesive building.

**Building typology 1: celebrating the corner**

5.3.2 The building frontage to the junction of the Great West Road and Syon Lane, known as the Gillette Corner, aims to celebrate the significance of the Grade II Listed Gillette building . Building A adopts a curved footprint to create a prominent frontage which celebrates the corner.

5.3.3 In order to address the presence of the Gillette Corner in views along Syon Lane, the massing of the building terraces to the top stepping back from the street frontage. By doing so, the massing of the building takes a secondary role in the views along Syon Lane allowing the Gillette Tower to stay as the main feature.

5.3.4 The prominent corner is the best location for the entrance to the Tesco Store. It will be an active frontage with a high pedestrian footfall. Furthermore, a multi-purpose community room on first floor will offer a flexible space for the local community.

5.3.5 Given the location along the GWR on to the Golden Mile setting, this building will look at Art Deco as an inspiration for its architectural language.

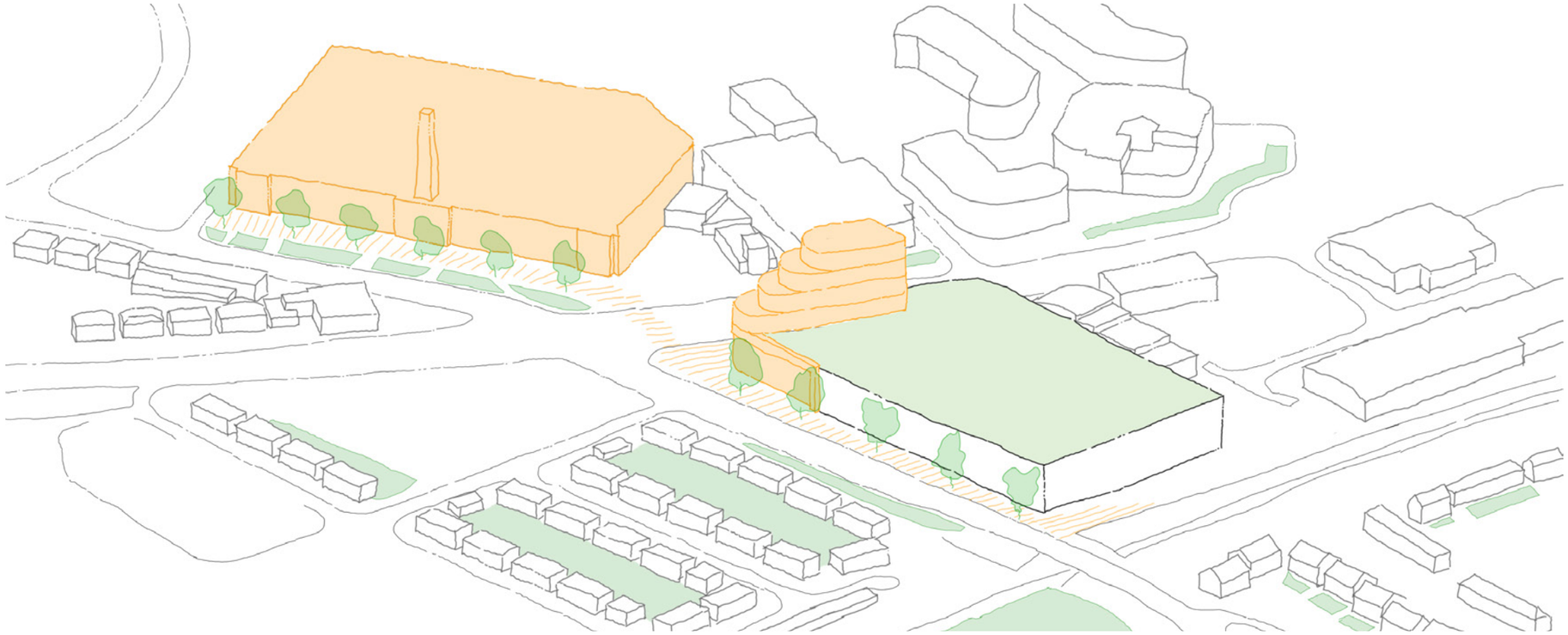


Figure 5.11: Concept diagram of building typology 1

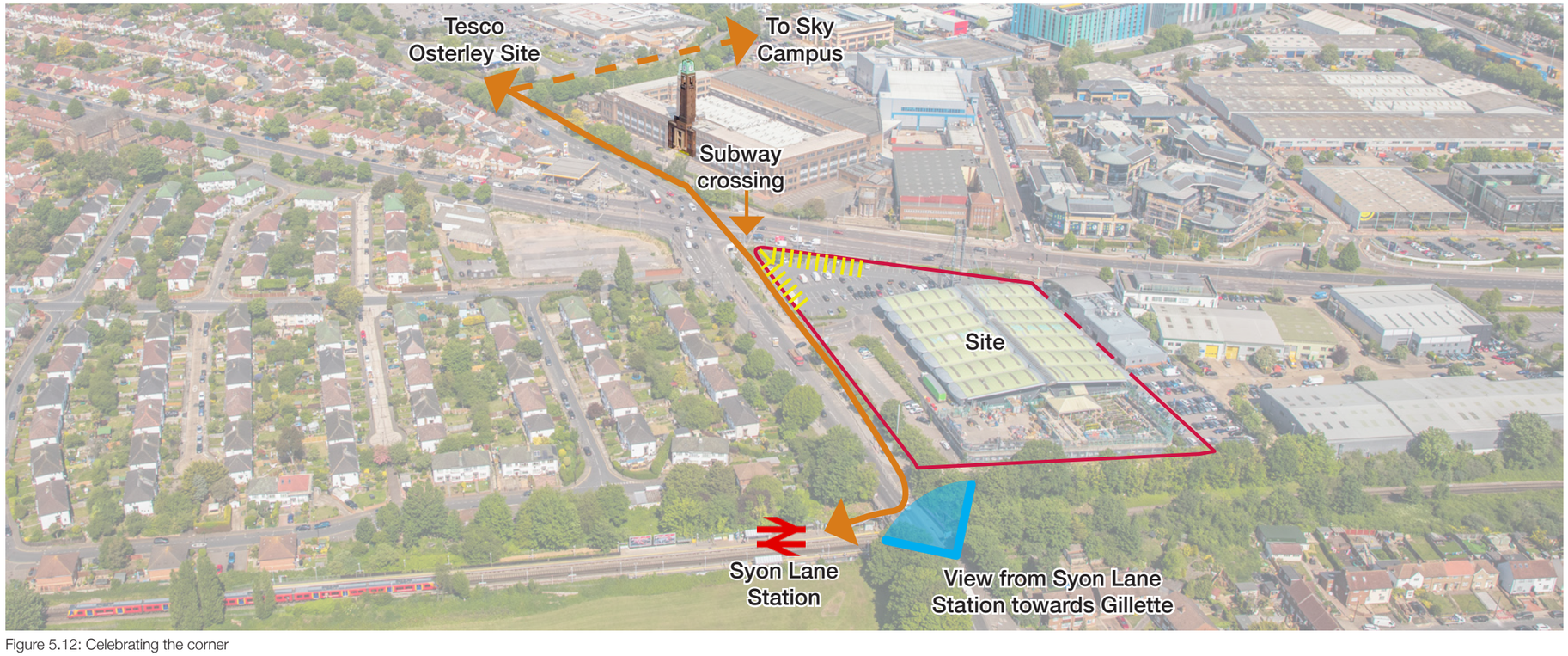



Figure 5.12: Celebrating the corner

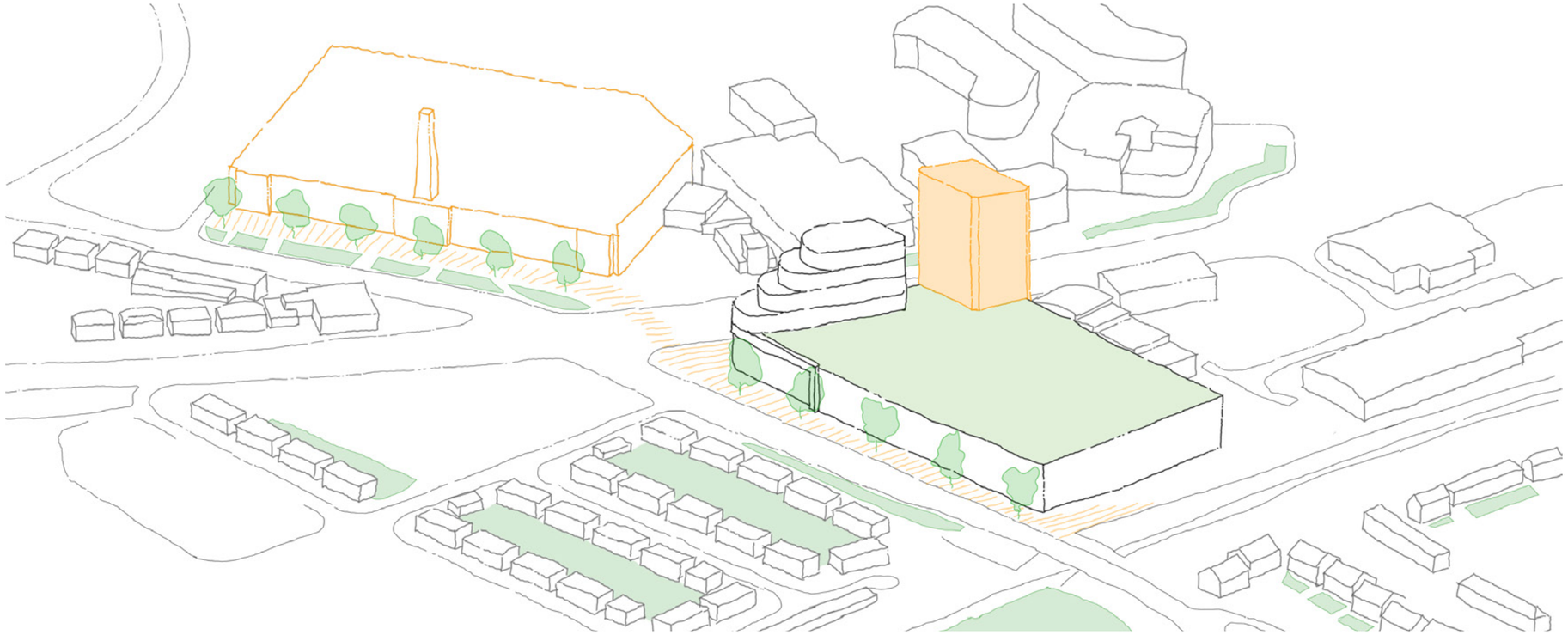


Figure 5.13: Concept diagram of building typology 2


Figure 5.14: Addressing the Great West Road and its changing grain

**Building typology 2: celebrating the Great West Road**

5.3.6 Building B1, which is located on the northern most corner of the site, is conceived as a townscape marker which addresses and celebrates the Great West Road and helps way-finding.

5.3.7 The site is located on the entrance to the Great West Corridor and on a point of change of the urban grain from residential to industrial. This building will create a gateway into the townscape corridor and address the change of grain.

5.3.8 Locating the townscape marker on this corner responds to the strategy to move the massing away from the Gillette Corner, avoiding interference on views towards the Gillette tower along Syon Lane and from other key strategic views such as Syon Park.

5.3.9 This building typology, similarly to building A, will be inspired by Art Deco architecture to reference the historic context.

**Building typology 3: addressing Syon Lane**

5.3.10 Buildings D and E, located along Syon Lane, are conceived as a pair of palazzo buildings. The massing is arranged perpendicular to Syon Lane in order to maximise daylight to the podium gardens and minimise the impact on neighbouring properties.

5.3.11 The massing of the buildings is sympathetic with its local context cascading down towards Syon Lane.

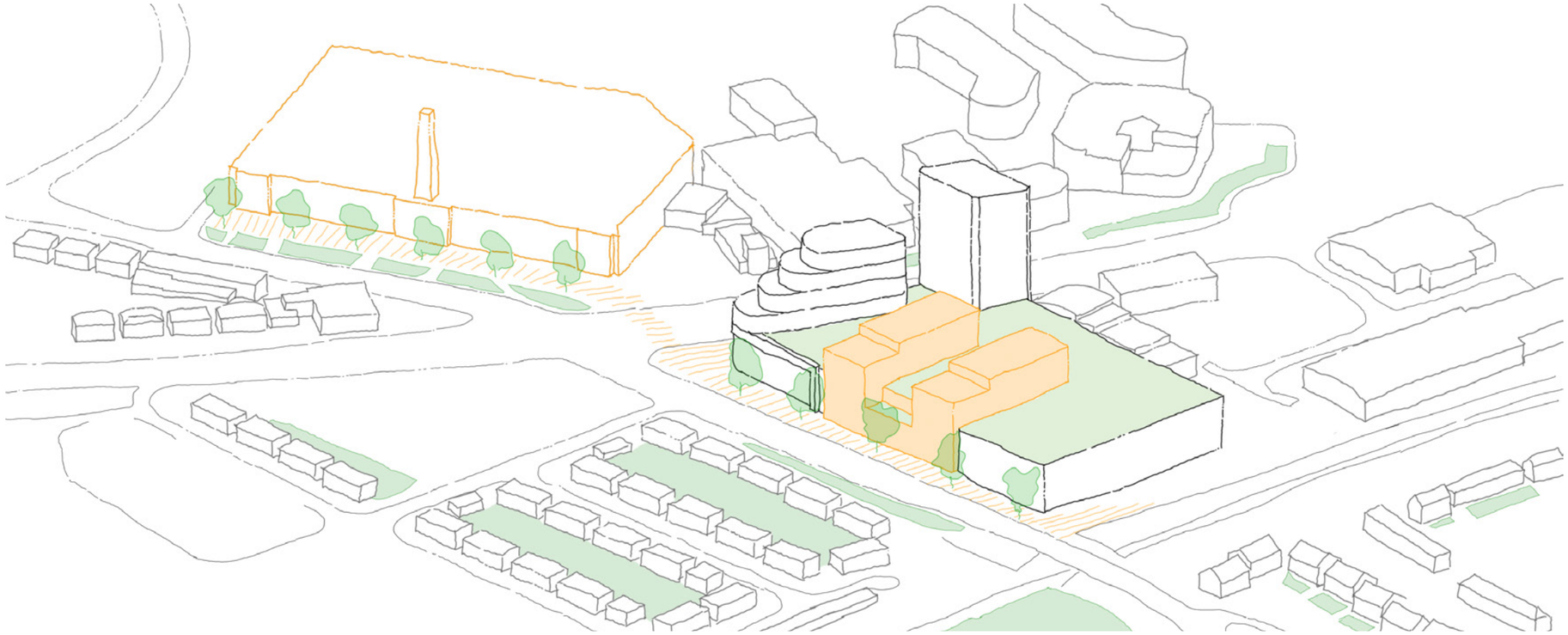


Figure 5.15: Concept diagram of building typology 3


Figure 5.16: Addressing Syon Lane and the existing residential grain

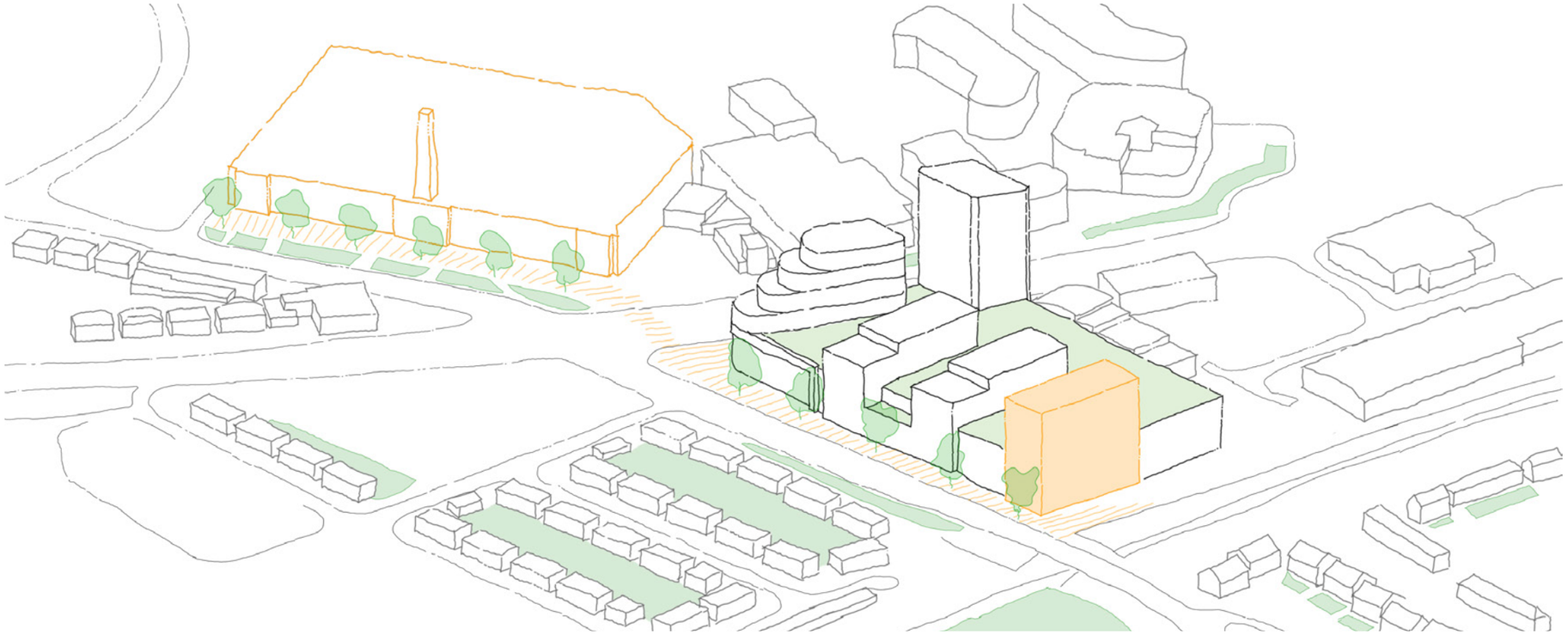


Figure 5.17: Concept diagram of building typology 3

**Building typology 4: marking the station arrival corner**

5.3.12 Building C, located on the southern corner of the plot, will be a key focal point from the station. The taller massing, form and arrangement is conceived to create a prominent arrival corner from the station.

5.3.13 The arrangement of massing in this location responds to the fact that the neighbouring properties are located on the other side of the railway tracks at a greater distance so the impact is minimised.


Figure 5.18: Addressing Syon Lane and the existing residential grain

**Building typology 5: defining a new route and creating an articulated skyline**

5.3.14 Building B2B3, located along the new Syon Gate Lane, aims to create a new setting along this route by:

- Defining a continuous building which helps establish the street frontage.
- Locating residential frontages and entrances which help to create a more intimate and domestic setting.
- Delivering high quality landscaping which helps to create a pedestrian friendly route.

5.3.15 The new route and public realm along Syon Gate Lane will help deliver the GWC Masterplan vision to create 'clean air' routes off the Great West Road.

5.3.16 The massing of this typology capitalises on the location away from sensitive residential context. It creates an articulated skyline to avoid a wall effect on views along the Great West Road.

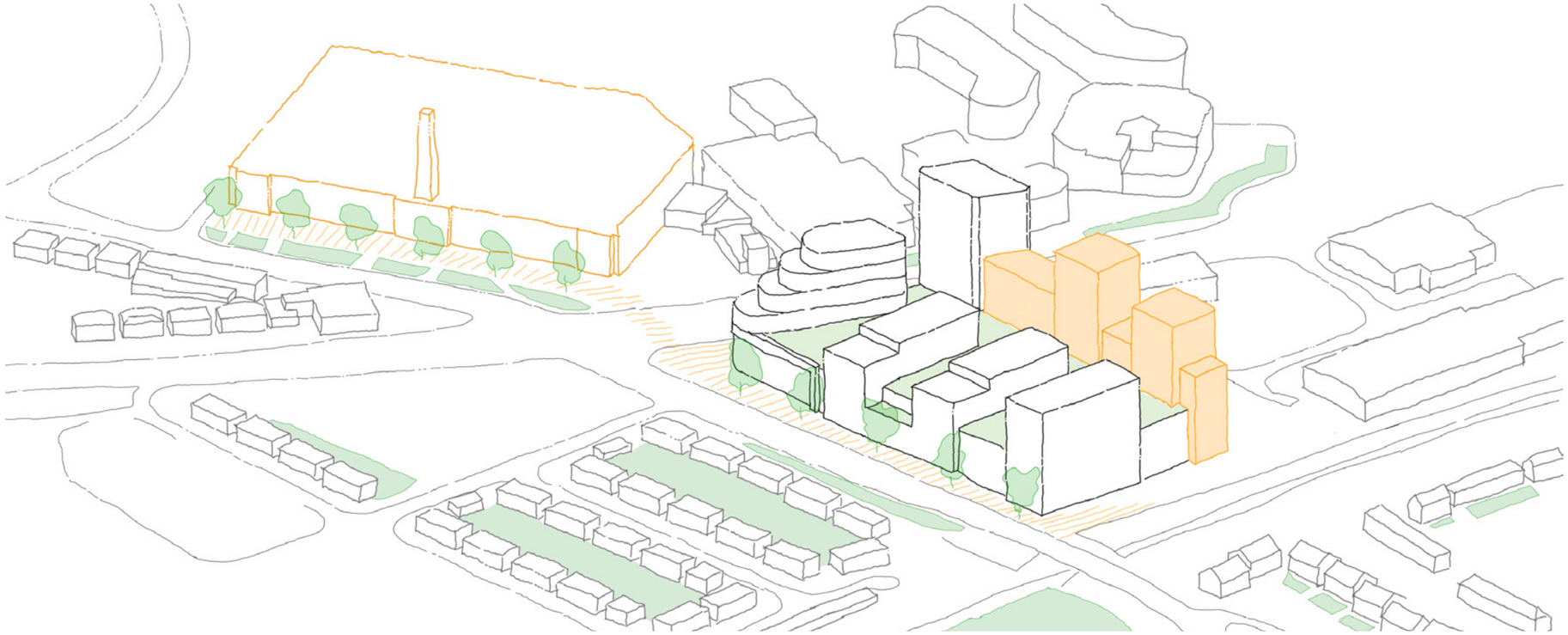


Figure 5.19: Concept diagram of building typology 3


Figure 5.20: Addressing Syon Lane and the existing residential grain

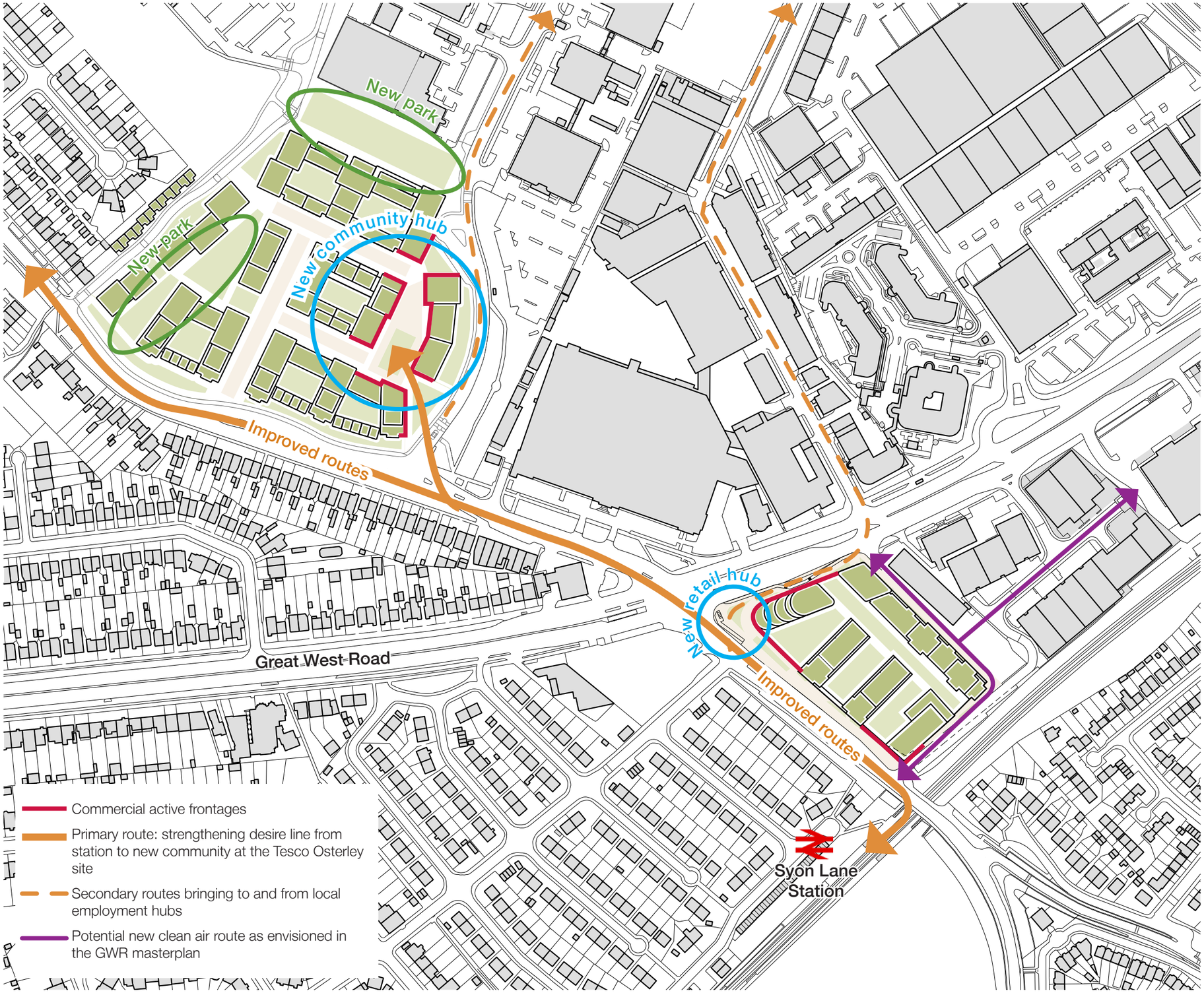



Figure 5.21: Wider masterplan for Tesco Osterley and Homebase Syon Lane sites within the Great West Corridor opportunity area

## 5.4 The wider masterplan: the role in the Great West Corridor

5.4.1 The regeneration of the Homebase site in Syon Lane is one piece of a two-site regeneration project led by St. Edward. The proposed scheme will unlock the regeneration of the Tesco Osterley site. The two sites together will deliver a new entrance and west-end to the Great West Corridor, a new local hub with a network of open spaces and a mix of uses to meet the needs of the existing a new local community

5.4.2 The regeneration of the Tesco Osterley and Homebase Syon Lane sites will help deliver the vision of the Great West Corridor Masterplan:

1. Employment growth: the two sites together will create a variety of uses that will deliver job opportunities for the local community. There will also be an offer of employment space that will attract various types of businesses. Furthermore, the placemaking strategy will create an environment where existing and new businesses can thrive.
2. Housing growth: the two sites together will deliver a total of 2,150 much needed homes, included a provision of 35% affordable homes. High quality housing will be provided in a range of sizes, tenures and types creating a new inclusive community. The new homes will be integrated with a mix of uses to deliver a lively and liveable place.
3. Health and Well-being: the proposed schemes will mitigate air and noise pollution from the Great West Road through well thought and considered design. All homes will meet standards of size, daylight, sunlight, ventilation. In order to meet the needs of the new and existing community the masterplan for the two sites will deliver a mix of health, educational, community, retail and leisure uses.
4. Open space and green infrastructure: the proposed schemes will deliver a network of open spaces that will create strategic links whilst improving the ecology and biodiversity of the local area.
5. Design and heritage: the schemes have been designed with all heritage assets in mind to ensure there is no harm to their setting. Furthermore, the proposed architecture will be of the highest quality and contextual to celebrate the heritage of the Golden Mile.
6. Connecting people and places: the proposed redevelopment of the two sites will improve local connectivity by enhancing public realm along Syon Lane. The regeneration will support and improve local public transport, deliver enhance cycling routes and help deliver a network of ‘clean air routes’ off the Great West Road.

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## 6.1 Scale and massing

6.1.1 The massing strategy has been designed to:

- Create a building that integrates in the local context and wider townscape setting
- Create a positive relationship between the building and the local heritage
- Carefully consider the impact on the skyline and the relationship with the surrounding context
- Make a townscape contribution to the local area
- Deliver a high density housing development which maximises the amount of homes including affordable
- Maximise the amount of open space
- Address daylight and sunlight impact on the neighbouring properties

6.1.2 Figure 6.24 to Figure 6.26illustrate the massing which is described below.

**Building : A responsive massing**

6.1.3 The form and scale of this building is a responsive massing which celebrates the corner and addresses the Gillette building. The massing steps away from the listed building to avoid interference in local views.

6.1.4 Furthermore, the building marks the crossing in the route to the station and creates a prominent corner for the Tesco entrance and the community use.

**Building B1: A townscape marker along the Great West Road**

6.1.5 This building, which will be the tallest within the site, is conceived as a townscape marker that will create a gateway into the Great West Corridor. It will address the Great West Road and its changing grain as well as help way-finding.

6.1.6 The massing of this building is strategically located in the site to not interfere with the views towards Gillette along Syon Lane and set away in views from Syon Park.

**Buildings D & E: Addressing the existing context along Syon Lane**

6.1.7 This pair of buildings are conceived as ‘palazzos’ at Northumberland Gardens. The buildings are arranged perpendicular to Syon Lane to maximise daylight into the podium gardens. The massing steps away from Syon Lane to minimise impact at Northumberland gardens and the Gillette building.

**Building C: An arrival building**

6.1.8 The massing and scale of this building has been designed to mark the arrival corner from Syon Lane Station and the location of the main communal entrance for all residents.

**Building B2B3: An articulated skyline**

6.1.9 The urban role of this building is to create a new street frontage along the eastern edge of the site. The massing of this building is set away from the sensitive context and views towards the Gillette building. The building articulation creates an interesting skyline avoiding a wall effect on views along the Great West Road.

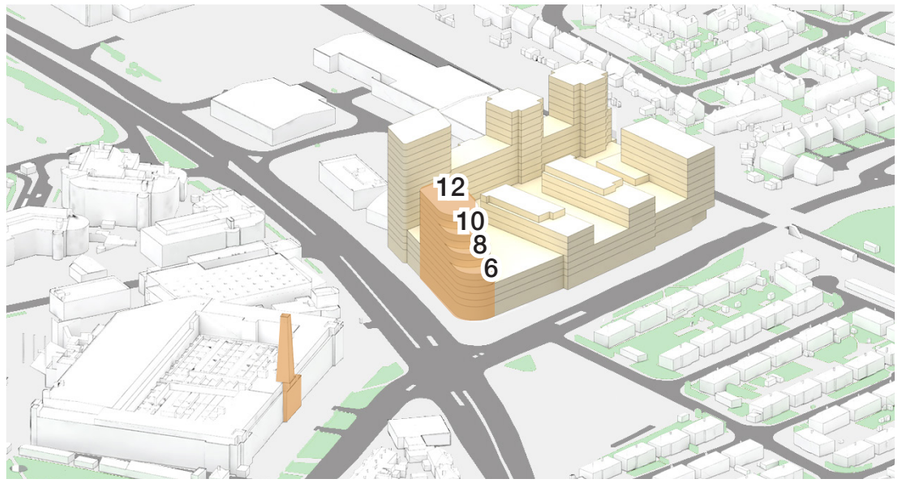


Figure 6.1: Massing of building A - Responsive massing celebrating the corner

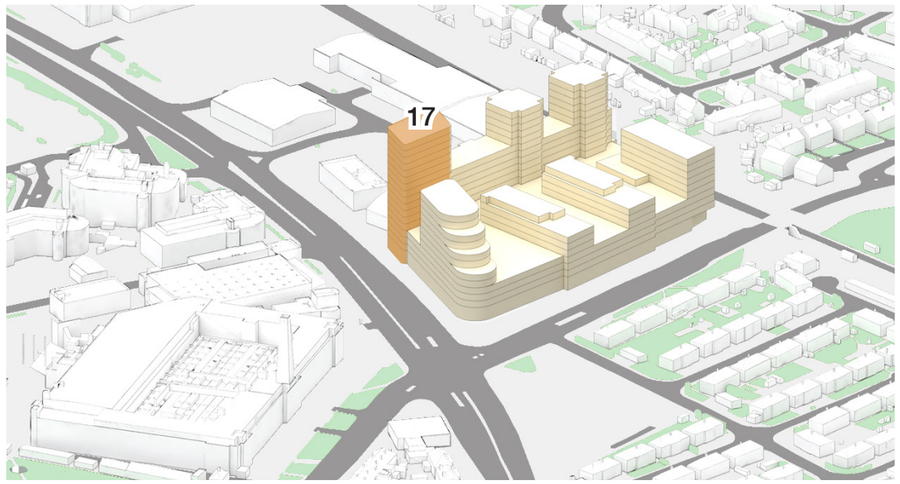


Figure 6.2: Massing of building B1 - A townscape marker along the Great West Road

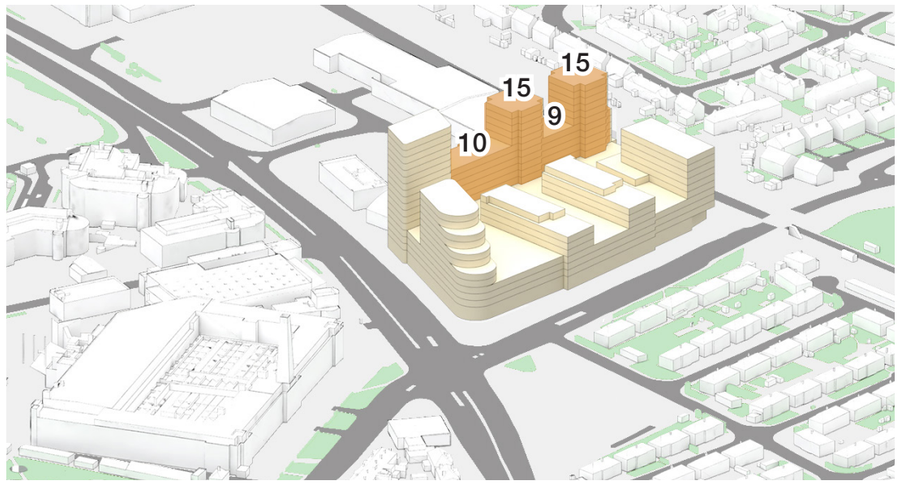


Figure 6.3: Massing of building B2B3 - An articulated skyline

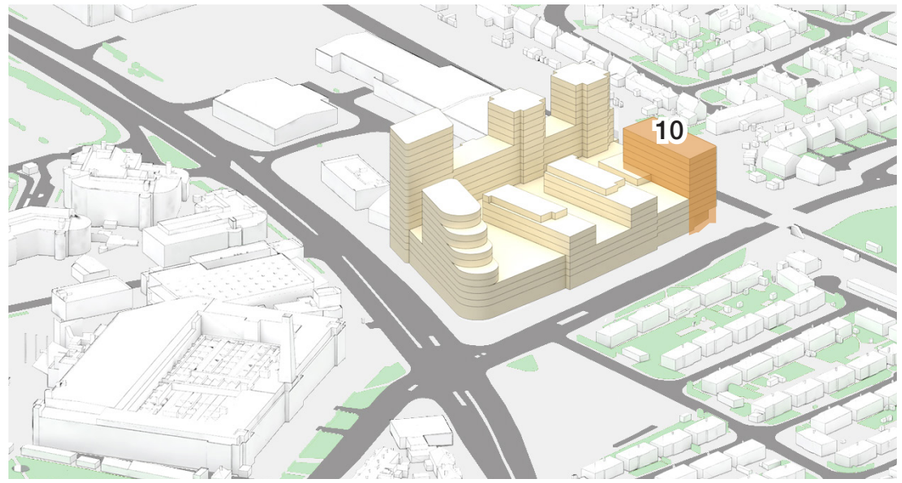


Figure 6.4: Massing of building C - An arrival building

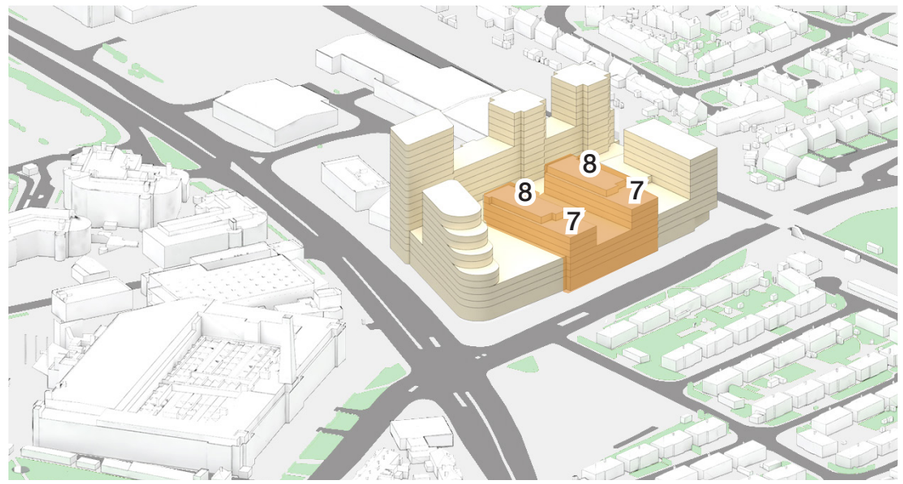


Figure 6.5: Massing of buildings D and E - Addressing the existing context along Syon Lane


Figure 6.6: Verified view of the proposed scheme from Syon Lane station looking north

Figure 6.7: Verified view of the proposed scheme from the Great West Road looking south

Figure 6.8: Verified view of the proposed scheme from Syon Lane station looking south

Figure 6.9: Verified view of the proposed scheme from Northumberland Avenue looking north

## 6.2 Scale, townscape and heritage

6.2.1 Section 2 of this Design and Access Statement assesses the role of the site in the local townscape. The assessment concludes that site has an urban role to emphasise the significance of its location by the Gillette Corner and Syon Lane Station.

6.2.2 The proposed scheme will foster a process of placemaking that will help to create a more favourable and respectful context for the heritage assets in the vicinity of the site. This is achieved by the better occupation of the site, both physically and in terms of use, and by creating a landmark that assists in locating the site.

6.2.3 The development has been sensitively designed recognising the heritage context of the site. It includes a variety of listed buildings, such as the Gillette Building (Grade II) and the Syon Clinic (Grade II), as well as registered landscapes, such as Osterley Park (Grade II*) and Syon Park (Grade I). The impact of the proposed scheme on these heritage assets has been tested through a wide range of view points, including from within Osterley Park and Syon Park.

6.2.4 Figure 6.8 to Figure 6.9 illustrate how the proposed scheme integrate within the local townscape and the listed buildings in the vicinity.

6.2.5 The townscape setting of the listed buildings in the vicinity of the site remains largely unaffected. Whilst the scale of the proposed development is greater than the scale of the listed buildings, their townscape setting does not rely on a specific scale on the site. The massing of the proposed scheme has been arranged to ensure that listed buildings, such as the Gillette Factory clock tower, are still visible features along the Great West Road.

6.2.6 The proposed development will change the setting of heritage assets in the local context because of its visibility and presence. The heritage value of the buildings does not rely on an unchanged setting and is not necessarily harmed by the presence of new development. Furthermore, there are several townscape and placemaking benefits in the visibility of new development, such as defining the urban block and creating natural surveillance.

6.2.7 Figure 6.10 to Figure 6.13 illustrate how the building profile integrates in the wider local townscape from the registered landscapes of Osterley Park and Syon Park.

6.2.8 The key views demonstrate how the heritage significance of the registered landscapes and their buildings will not be harmed. The proposed development would not appear in the principal designed views from either landscape and not be visible at all from Osterley House itself. From Syon House, the development would just appear at the far right of the view from the west-facing entrance to Syon House, largely obscured by trees and the Grade II Former Riding School. The presence of the development within other views in the park is of less significance and should be read in context of other built form.

6.2.9 The heritage significance of both Osterley Park and Syon Park does not rely on an empty skyline. That idea is not supported by the existing reality of the setting of these places or emerging policy. In the case of Syon, it is also important to note that the tower of the Gillette building is not directly related to the significance of Syon Park or its buildings.

6.2.10 For further details please see 'Heritage Statement' and the Environmental Statement's 'Built Heritage' and 'Townscape and Visual' chapters, prepared to support this application.

Figure 6.10: Wireline view of the proposed scheme from Osterley Park

Figure 6.11: Rendered view of the proposed scheme from Syon Park by the Gate Lodge

Figure 6.12: Wireline view of the proposed scheme from Osterley Park by Osterley Park House terrace

Figure 6.13: Rendered view of the proposed scheme from Syon Park by the southern entrance footpath


Figure 6.14: Gillette Factory


Figure 6.15: JC Decaux building

Figure 6.16: Syon Clinic (former Coty factory)


Figure 6.17: Art Deco apartment building in Chelsea


Figure 6.18: Art Deco apartment building in Hampstead


Figure 6.19: Florian Court in Smithfield


Figure 6.20: Swindon Wya by Allies and Morrison


Figure 6.21: The Landsby in Stanmore by Collado Colins

Figure 6.22: One Putney by Phase 3

## 6.3 Appearance: context and precedents

6.3.1 The design of the architectural language and appearance of the scheme has been heavily influenced by the Art Deco Heritage of the context.

6.3.2 As part of the design process, a thorough analysis of the Art Deco architectural language has been carried out. This study included the industrial buildings along the Golden Mile stretch of the Great West Road as well as traditional and contemporary residential art deco buildings in London.

6.3.3 Figure 6.14 to Figure 6.16 illustrate some of the landmark art deco structures of the local area. Figure 6.17 to Figure 6.19 illustrate some of the best examples of traditional residential art deco in London. Furthermore, Figure 6.20 to Figure 6.22 showcase some of the best examples of contemporary residential London architecture which has an art deco inspiration.

6.3.4 As a conclusion of the assessment, the following common facade articulation and composition elements have been identified:

- Predominant horizontal lines
- Emphasised corners by curving or chamfering
- Corner windows
- Mixture of brick and white render
- Brick banding
- Industrial buildings have a grand celebrated entrance
- Some industrial buildings include a marker element, such as the tower in the Gillette factory or the clock element on the JC Decaux building

## 6.4 Building A appearance

### Facade articulation

6.4.1 The architectural language of building A has been inspired by the Art Deco legacy of the context.

- The massing sets back every two floor to push the height away from the Gillette Corner (Figure 6.23).
- The base is defined by a frame (Figure 6.24) and articulated in a series of vertical elements (Figure 6.25).
- The primary horizontal banding defines the stepping and set-backs of the building (Figure 6.26)
- Secondary horizontal banding marks each floor (Figure 6.27) together with a tertiary subtle horizontal articulation (Figure 6.28).

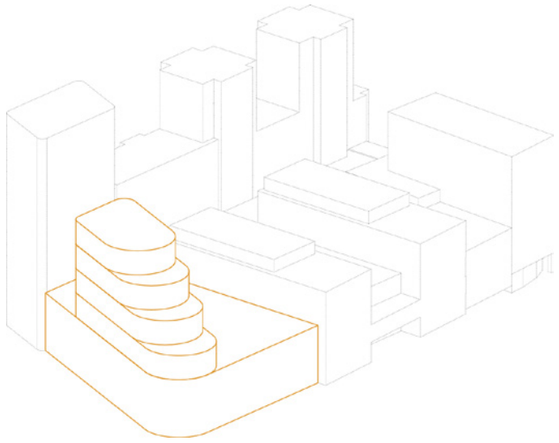


Figure 6.23: Building A massing

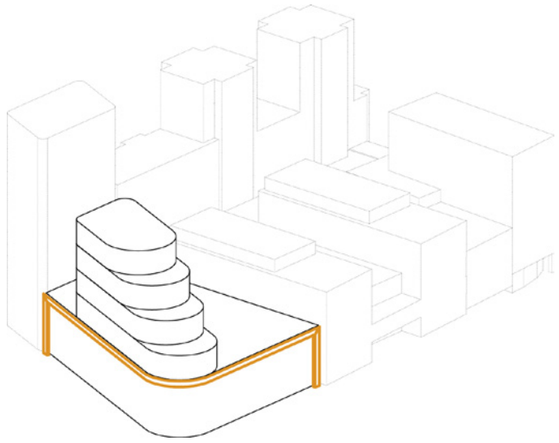


Figure 6.24: Building A articulation - Base frame

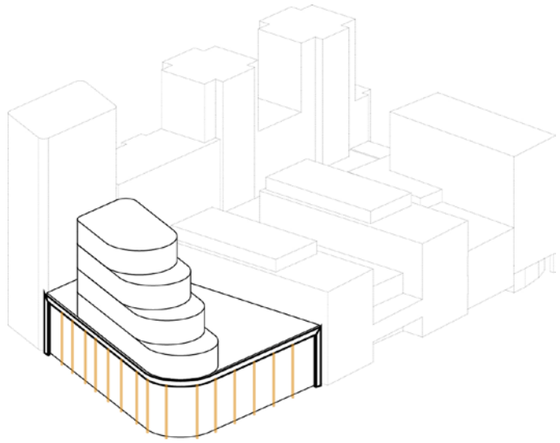


Figure 6.25: Building A articulation - Base vertical articulation

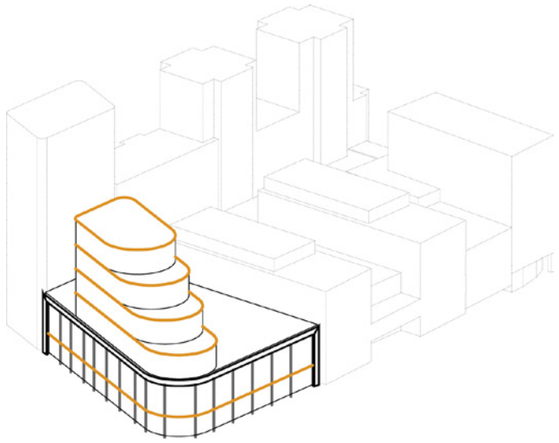


Figure 6.26: Building A articulation - Primary horizontal banding

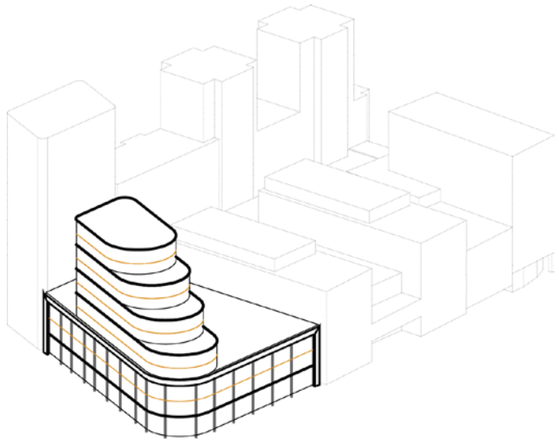


Figure 6.27: Building A articulation - Secondary horizontal banding

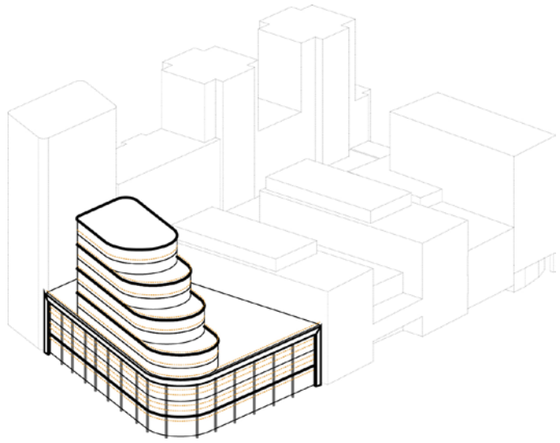


Figure 6.28: Building A articulation - Tertiary subtle horizontal articulation

Figure 6.29: Blue brick

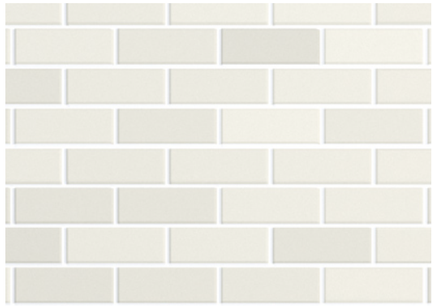


Figure 6.30: White brick

Figure 6.31: Bronze coloured metal

Figure 6.32: White coloured metal

Figure 6.34: North West elevation


Figure 6.33: Building A - Bay elevation

**Material palette - Building A**

6.4.2 Building draws inspiration from the Art Deco legacy of the Great West Road. The material palette has been selected to materialise this articulation.

6.4.3 Brick cladding is used as the predominant material for its robustness and proximity to local Art Deco examples such as the Gillette Factory. The range of brick colours has been selected to express the building articulation as well as to create a distinctiveness to the building itself. Whilst the architecture of the building draws attention to the Art Deco heritage of the local area through different compositional devices, it also tries to establish a distinctive identity for the building itself. Figure 6.29 and Figure 6.30 illustrate the brick types chosen.

6.4.4 A consistent tone of bronze metal will be use for window frames (Figure 6.31).

6.4.5 White metal (Figure 6.32) is used for tertiary subtle horizontal articulation in the base and upper levels.

**Bay elevations**

6.4.6 Figure 6.33 details the facade composition and materiality of building A.

1. Blue brick cladding
2. Base frame: white brick horizontal banding
3. Primary horizontal banding: white brick horizontal banding
4. Secondary horizontal banding: blue brick horizontal banding
5. Tertiary horizontal banding: white coloured metal horizontal banding
6. Bronze coloured aluminium faced window
7. Bronze coloured aluminium faced door to balcony
8. Bronze coloured metal balustrade
9. Bronze colour solid metal balustrade
10. Carpark ventilation louvres
11. Bronze/White coloured metal canopies

## 6.5 Building B1 appearance

### Facade articulation

6.5.1 The architectural language of building B1 has been inspired by the Art Deco legacy of the context.

- Primary horizontal banding marks every other floor (Figure 6.36).
- Primary vertical articulation (Figure 6.35).
- Secondary vertical fins emphasise the verticality of the building (Figure 6.38).

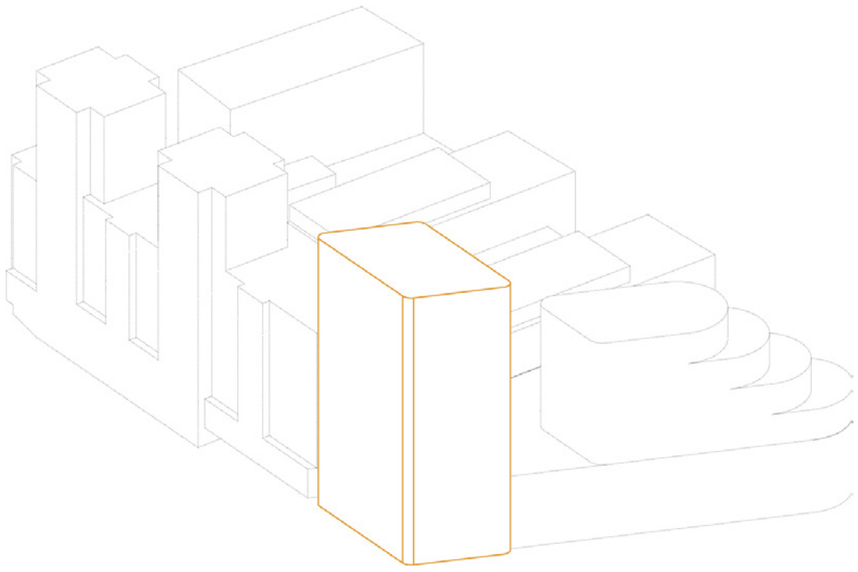


Figure 6.35: Building B1 massing

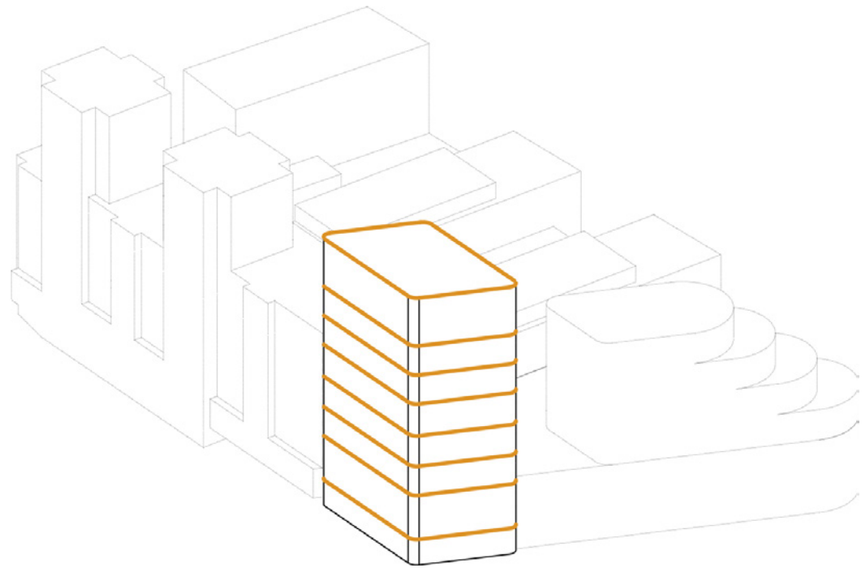


Figure 6.36: Building B1 articulation - Primary horizontal articulation

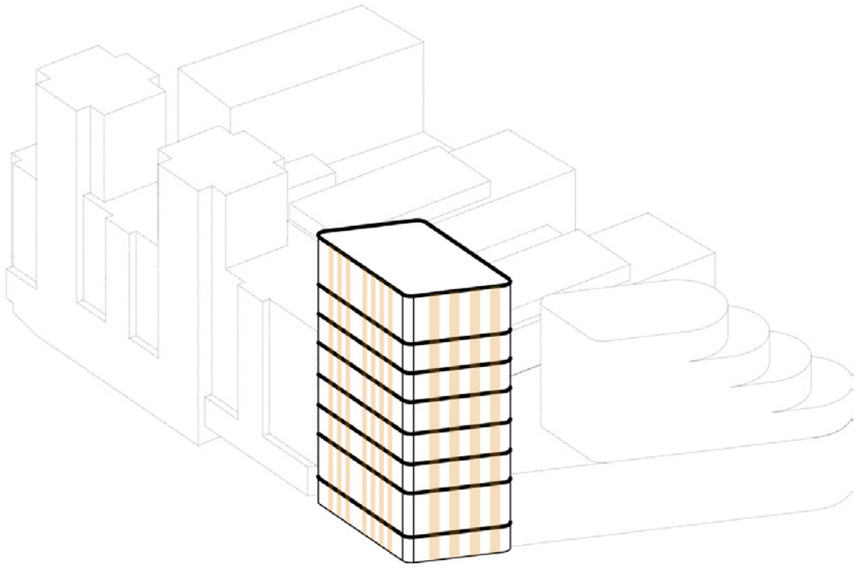


Figure 6.37: Building B1 - Primary vertical articulation

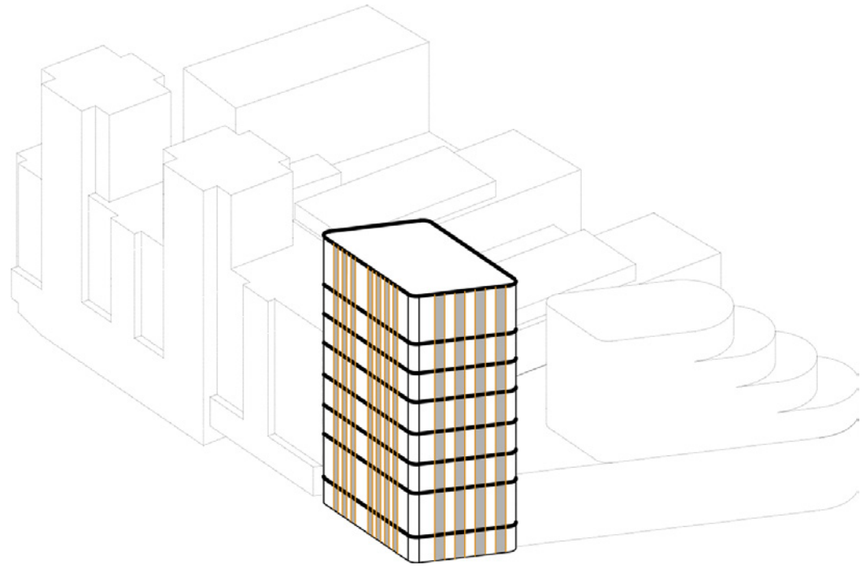


Figure 6.38: Building B1 - Secondary vertical articulation

Figure 6.39: Blue brick

Figure 6.43: White coloured metal

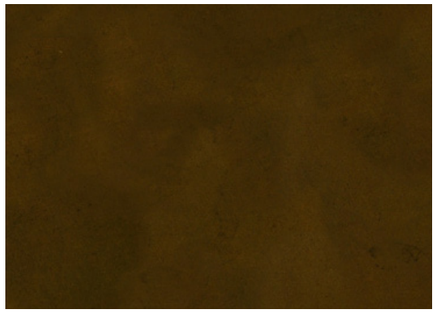


Figure 6.44: Bronze coloured metal

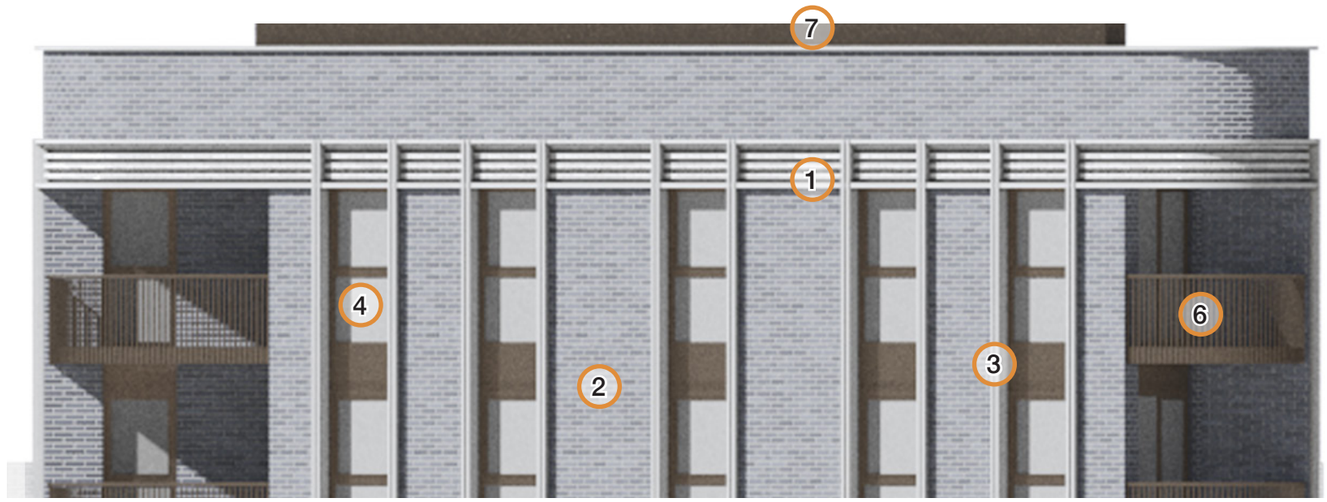



Figure 6.40: Building B1 - Bay elevation - Top

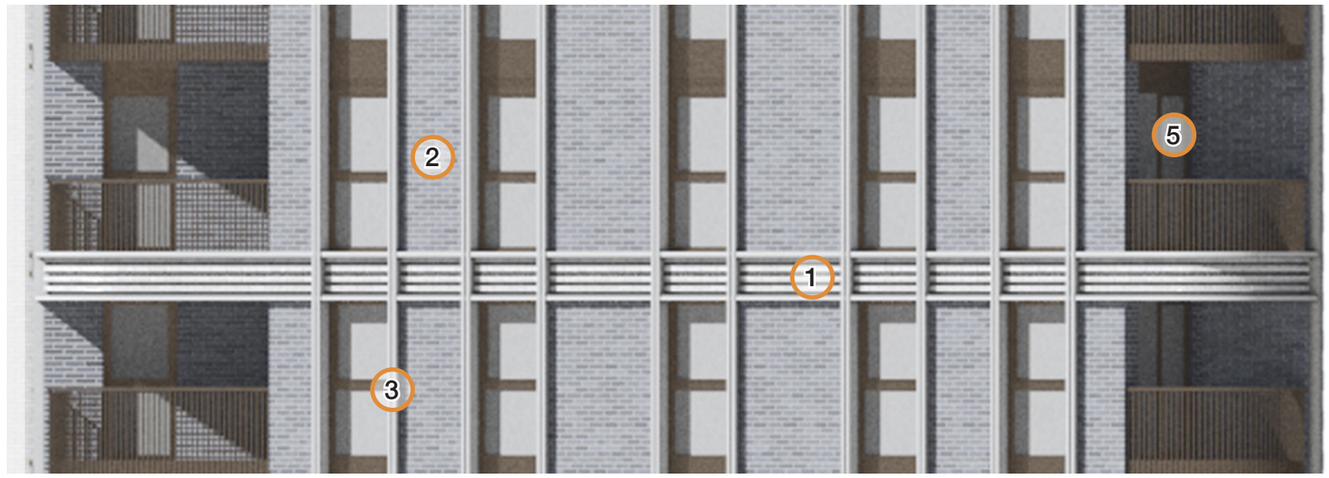



Figure 6.41: Building B1 - Bay elevation - Middle

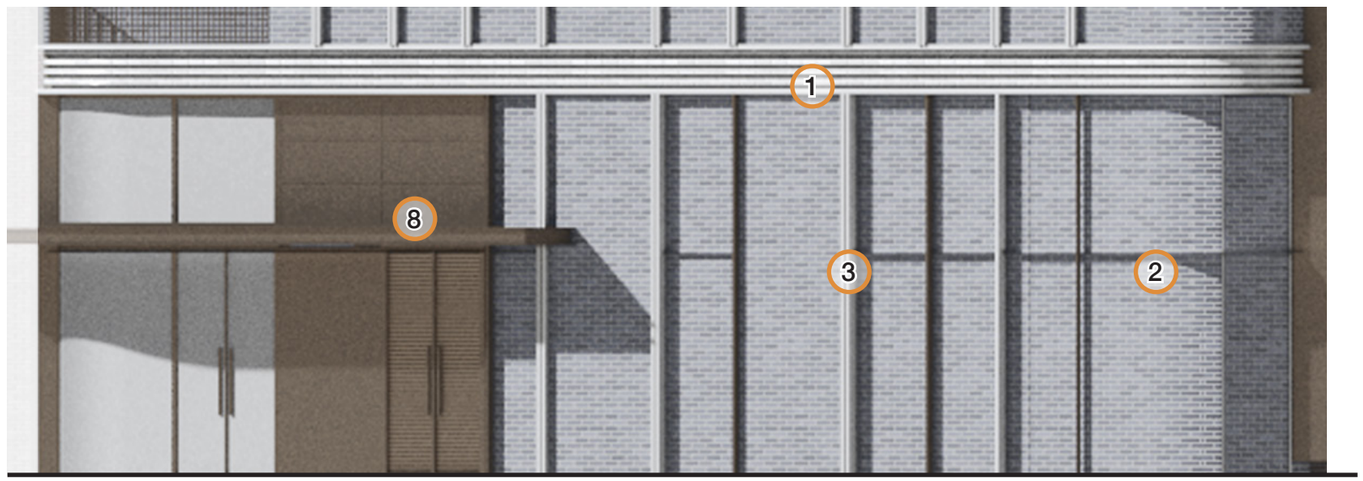



Figure 6.42: Building B1 - Bay elevation - Bottom

Figure 6.45: North West elevation

**Material palette - Building B1**

6.5.2 Building draws inspiration from the Art Deco legacy of the Great West Road. The material palette has been selected to materialise this articulation.

6.5.3 Brick cladding is used as the predominant material for its robustness and proximity to local Art Deco examples such as the Gillette Factory. The range of brick colours has been selected to express the building articulation as well as to create a distinctiveness to the building itself. Whilst the architecture of the building draws attention to the Art Deco heritage of the local area through different compositional devices, it also tries to establish a distinctive identity for the building itself. Figure 6.39 illustrates the brick type chosen.

6.5.4 A consistent tone of bronze metal will be use for window frames (Figure 6.44).

6.5.5 White metal (Figure 6.43) is used for the primary vertical and secondary horizontal articulation.

**Bay elevations**

6.5.6 Figure 6.40 to Figure 6.42 detail the facade composition and materiality of building B1.

1. Primary horizontal articulation: white coloured metal horizontal banding
2. Primary vertical articulation: blue brick cladding
3. Secondary vertical articulation: white coloured metal vertical linings
4. Bronze coloured aluminium faced window
5. Bronze coloured aluminium faced door to balcony
6. Bronze coloured metal balustrade
7. Bronze coloured metal plant screen
8. Bronze coloured metal canopy

## 6.6 Buildings D and E appearance

### Facade articulation

6.6.1 Buildings D and E are articulated as a pair of ‘palazzo buildings’ and they have the same architectural articulation and appearance.

- A series of horizontal piers define the primary articulation (Figure 6.47).
- A series of vertical piers define the secondary articulation creating a grid that holds the facade (Figure 6.48).
- Glazed brick panels articulate the gable ends and create and interesting visual appearance (Figure 6.49).

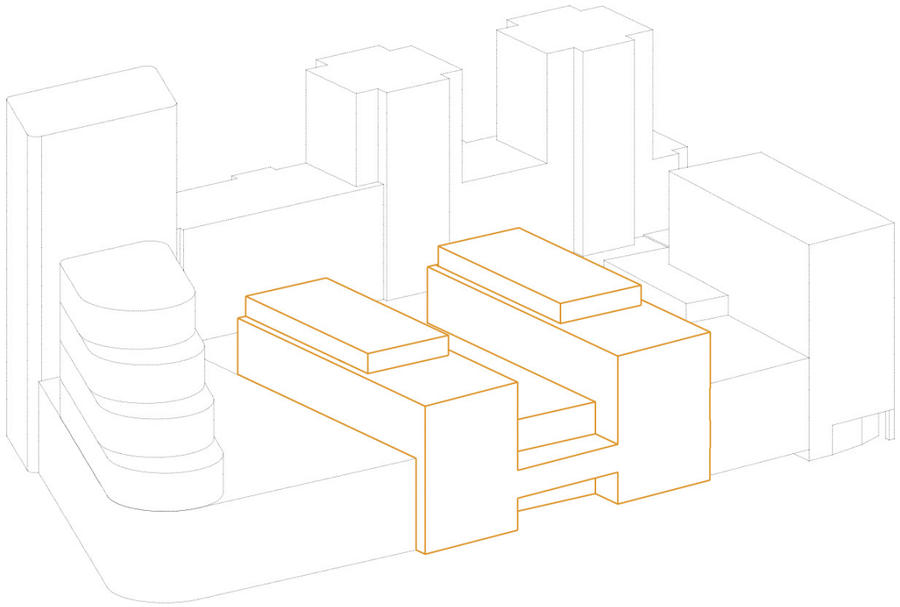


Figure 6.46: Buildings D & E massing

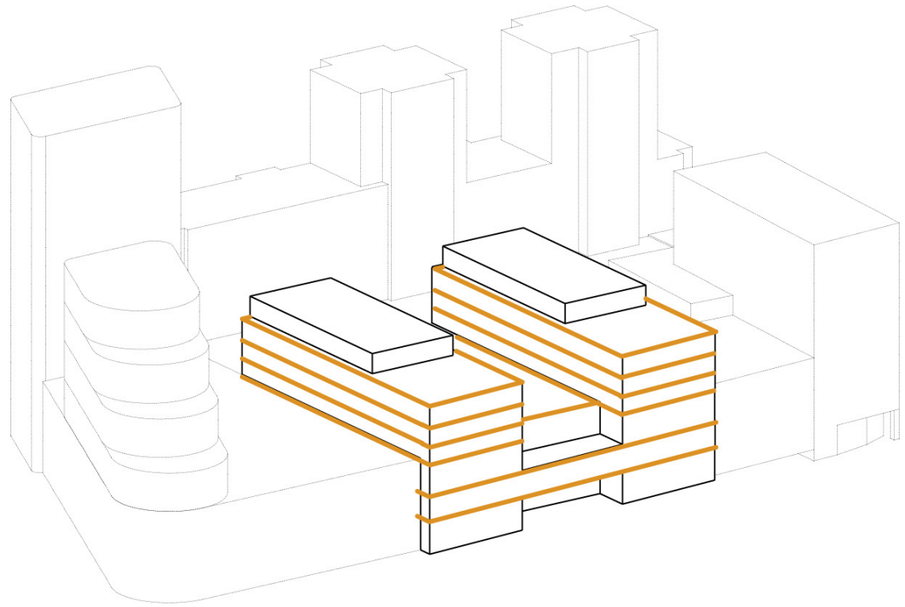


Figure 6.47: Buildings D&E articulation - Primary horizontal articulation

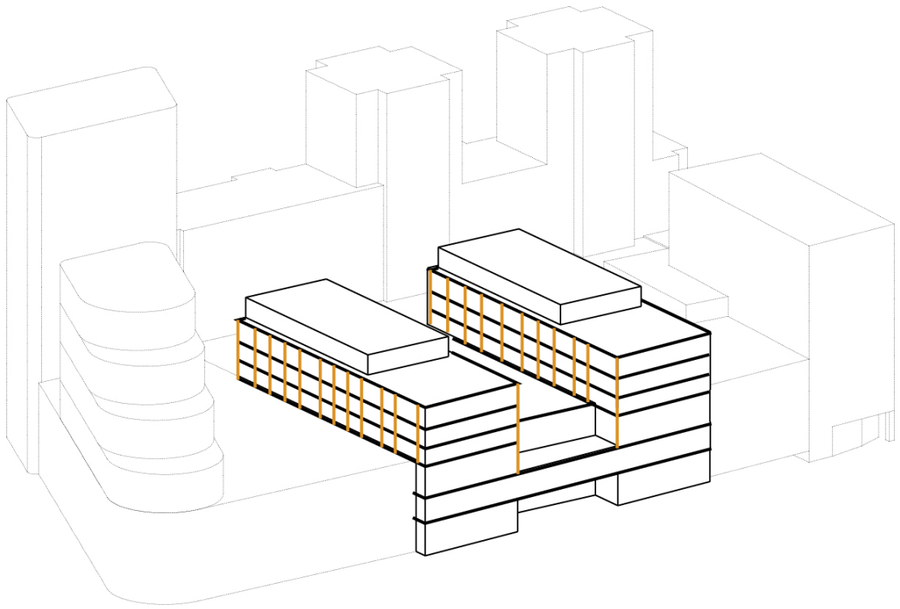


Figure 6.48: Buildings D&E articulation - Secondary vertical articulation

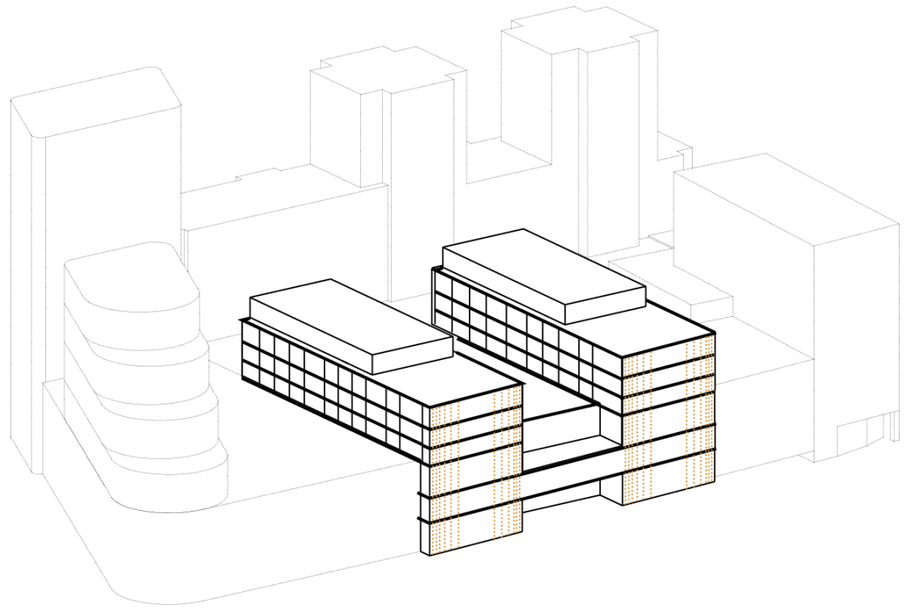


Figure 6.49: Buildings D&E articulation - Articulating the gable ends

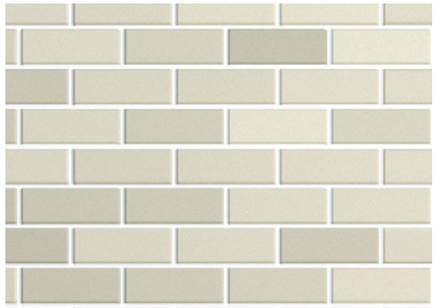


Figure 6.50: Cream brick

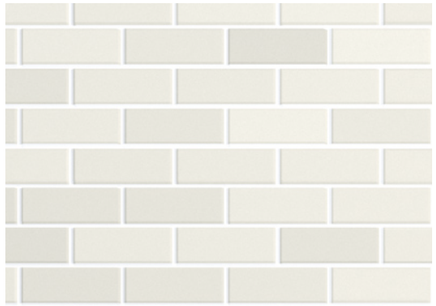


Figure 6.51: White brick

Figure 6.52: Bronze coloured metal



Figure 6.53: White coloured metal

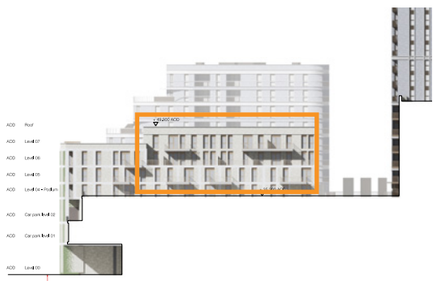


Figure 6.57: Block E east courtyard elevation

Figure 6.56: South west elevation


Figure 6.54: Buildings D and E - Bay elevation


Figure 6.55: Buildings D and E - Bay elevation


Figure 6.58: Buildings D and E - Bay elevation

**Material palette - Buildings D and E**

6.6.2 The material palette of buildings D and E has been selected to give a residential character to the blocks in order to be sympathetic to the residential context of Northumberland Gardens.

6.6.3 Brick cladding is used as the predominant material for its robustness and proximity to local context. The range of brick colours has been selected to express the building articulation. The primary brick colour is cream creating a calm building which integrates in its context. The horizontal and vertical banding is materialised in white brick, which ties with the brick banding for the other buildings along Syon Lane. The frontage to Syon Lane has been further articulated with green coloured glazed bricks. Figure 6.50 and Figure 6.51 illustrate the brick types chosen.

6.6.4 A consistent tone of bronze metal will be use for window frames (Figure 6.52).

6.6.5 White metal (Figure 6.53) is used for subtle horizontal articulation.

**Bay elevations**

6.6.6 Figure 6.54 to Figure 6.55 detail the facade composition and materiality of buildings D and E.

1. Cream brick cladding
2. White brick horizontal banding
3. White brick vertical banding
4. Green glazed brick
5. Bronze coloured aluminium faced window
6. Bronze coloured aluminium faced door to balcony
7. Bronze coloured metal balustrade

## 6.7 Building C appearance

### Facade articulation

6.7.1 Building C is articulated to create a prominent presence from the station, to define the arrival corner:

- Base massing articulation to create an arrival for the residential lobby (Figure 6.59)
- A metal frame defines the vertical articulation on the Syon Lane facade and holds the balconies (Figure 6.60)
- Horizontal brick banding every other floor and on the base (Figure 6.61)
- Windows lined with metal (Figure 6.62)

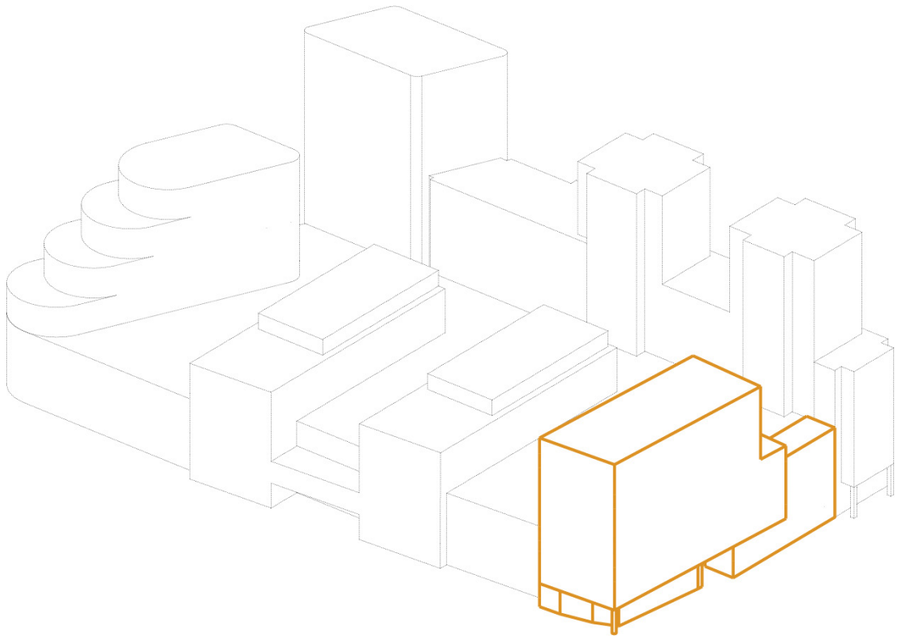


Figure 6.59: Building C massing

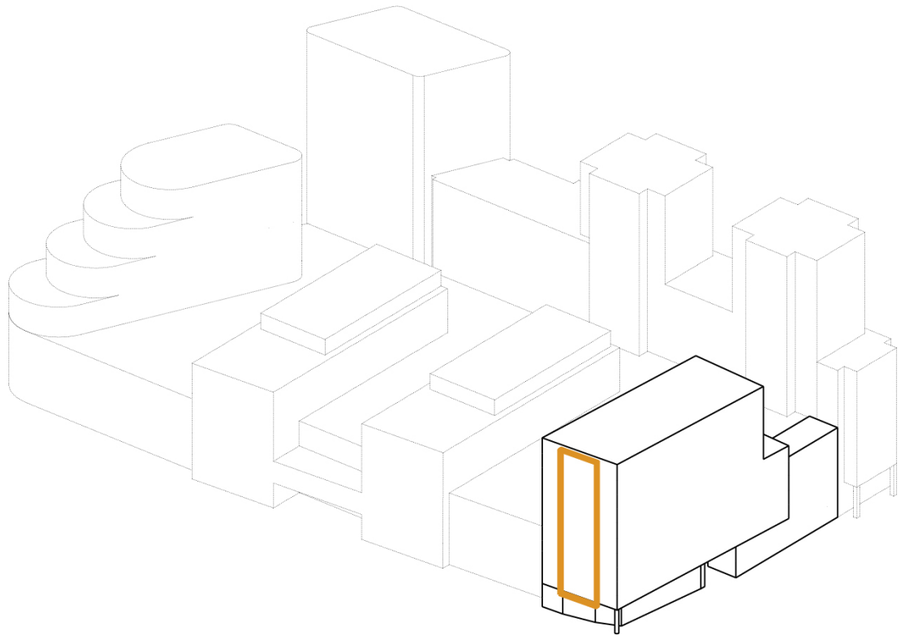


Figure 6.60: Building C strong hoop element

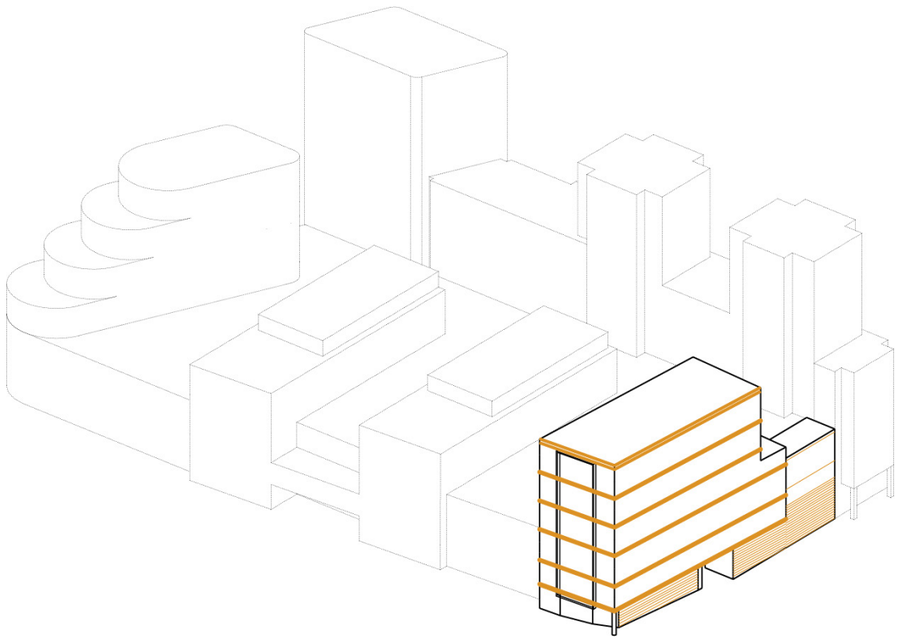


Figure 6.62: Building C articulation - Horizontal banding

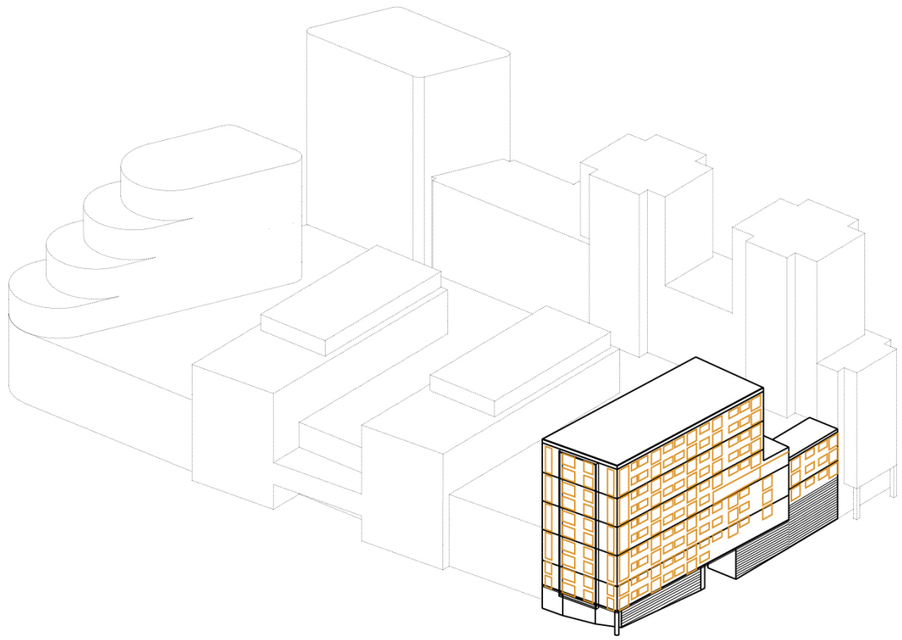


Figure 6.61: Building C articulation - Window linings

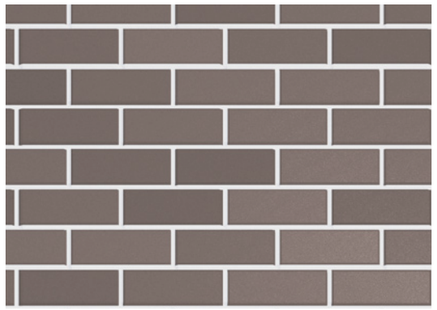


Figure 6.63: Brown brick

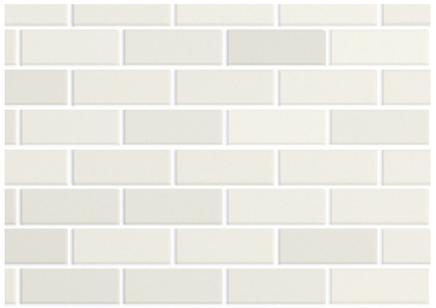


Figure 6.64: White brick

Figure 6.65: Bronze coloured metal

Figure 6.66: White coloured metal

Figure 6.70: South west elevation

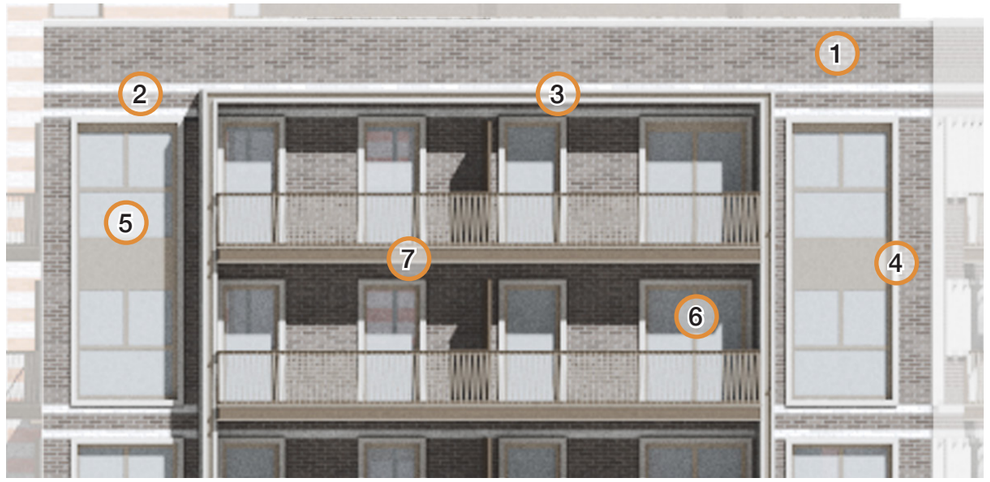



Figure 6.67: Building C - Bay elevation

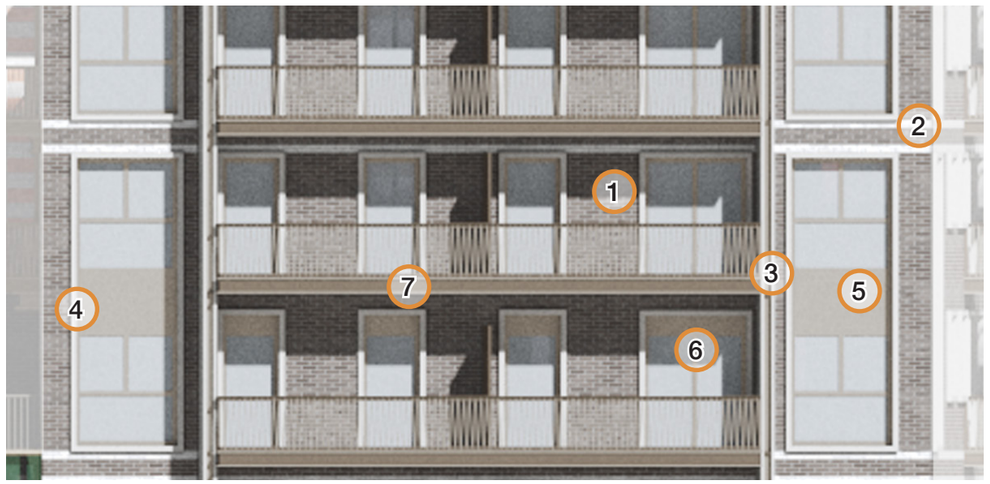



Figure 6.68: Building C - Bay elevation

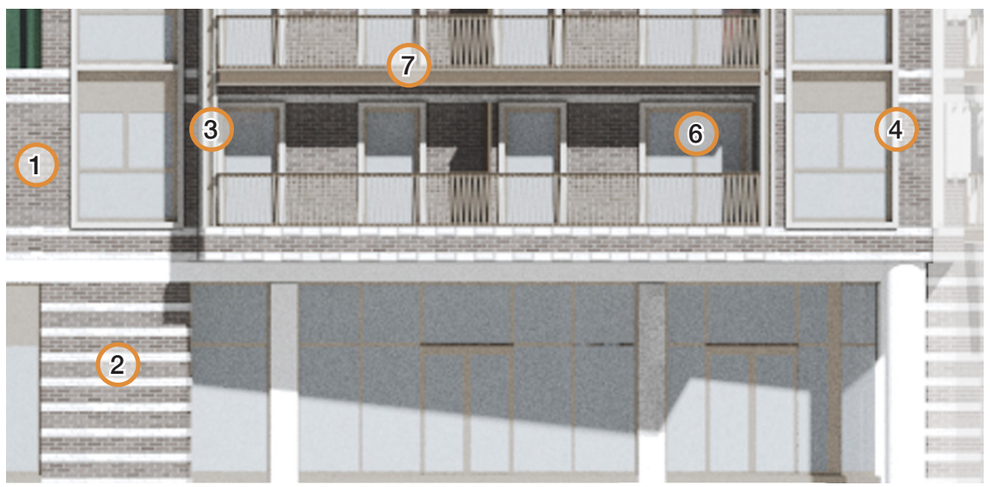



Figure 6.69: Building C - Bay elevation

**Material palette - Building C**

6.7.2 The material palette of buildings C has been selected to give a residential character to the block as well as creating a distinctive building which marks the arrival corner to the scheme from Syon Lane Station.

6.7.3 Brick cladding is used as the predominant material for its robustness and proximity to local context. The range of brick colours has been selected to express the building articulation. The primary brick colour is brown which gives the building a distinctiveness. The horizontal banding is materialised in white brick, in line with the other buildings along Syon Lane. Figure 6.63 and Figure 6.64 illustrate the brick types chosen.

6.7.4 A consistent tone of bronze metal will be use for window frames (Figure 6.65).

6.7.5 White metal (Figure 6.66) is used for the frame

**Bay elevations**

6.7.6 Figure 6.67 to Figure 6.69 detail the facade composition and materiality of building C.

1. Brown brick cladding
2. White brick horizontal banding
3. White coloured metal frame
4. White coloured metal window linings
5. Bronze coloured aluminium faced window
6. Bronze coloured aluminium faced door to balcony
7. Bronze coloured metal balustrade and balcony fascia

## 6.8 Building B2B3 appearance

### Facade articulation

6.8.1 Building B2 and B3 has been articulated to create an interesting skyline and avoid a wall effect on views along the Great West Road:

- Buildings are articulated in different bricks to break down the scale of the building (Figure 6.71).
- Massing is articulated with indents to create dual aspect and hold the balconies (Figure 6.72).
- White brick framing the massing (Figure 6.73).
- Vertical bands of red and white brick banding (Figure 6.74).
- Secondary vertical banding in red brick (Figure 6.75).

6.8.2 The diagrams in this section demonstrate how the two blocks in B2B3 have the same architectural style and articulation even though they are materialised in different brick colours.

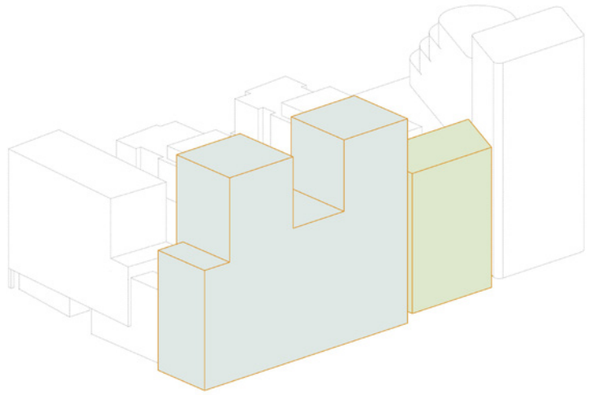


Figure 6.71: Building B2B3 different types of brick

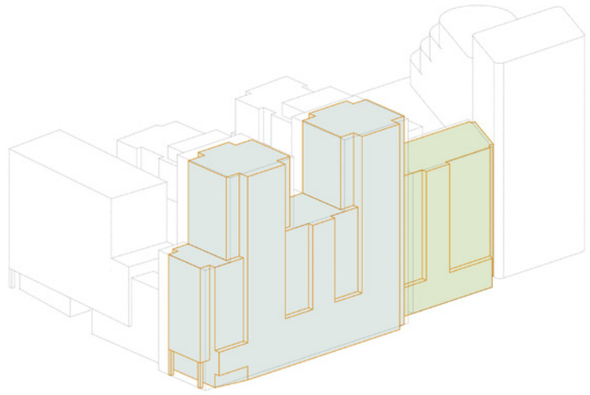


Figure 6.72: Building B2B3 massing articulation to achieve dual aspect

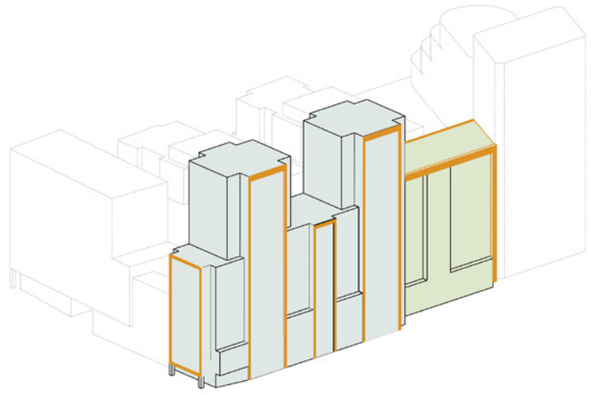


Figure 6.73: Building B2B3 articulation - Framing

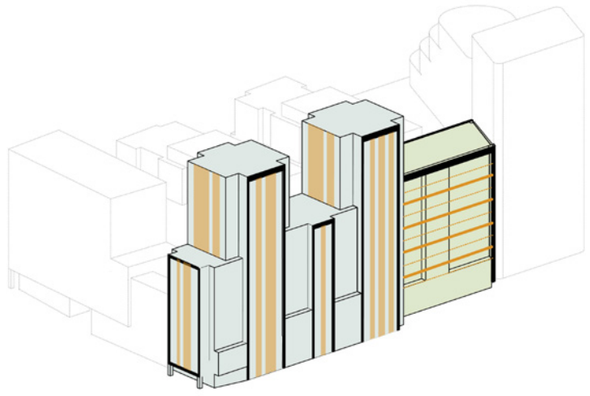


Figure 6.74: Building B2B3 articulation - Primary vertical banding

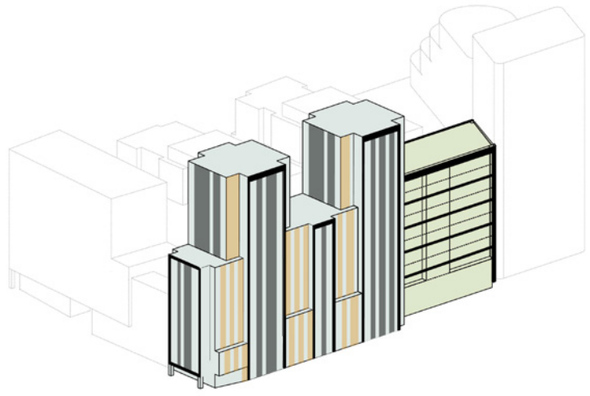


Figure 6.75: Building B2B3 articulation - Secondary vertical banding

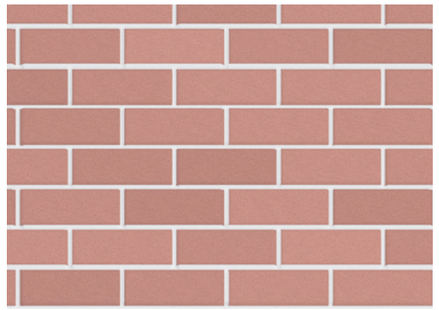


Figure 6.76: Red brick

Figure 6.77: White brick

Figure 6.78: Cream brick

Figure 6.79: Bronze coloured metal



Figure 6.80: White coloured metal

Figure 6.84: North east elevation

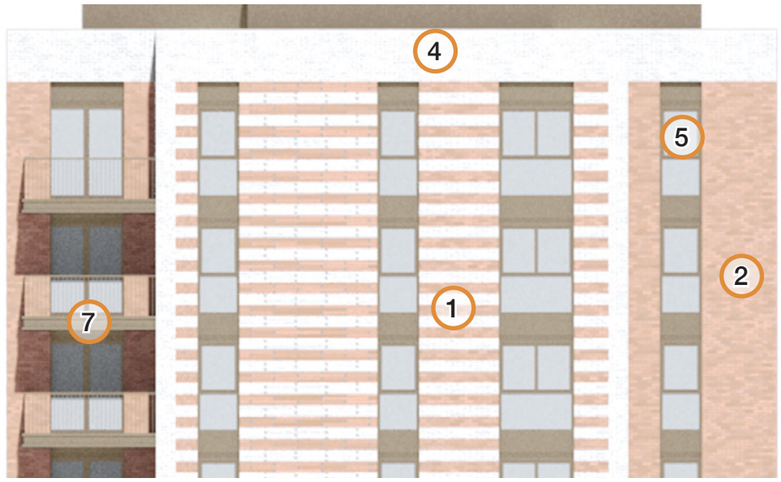



Figure 6.81: Building B2B3 - Bay elevation

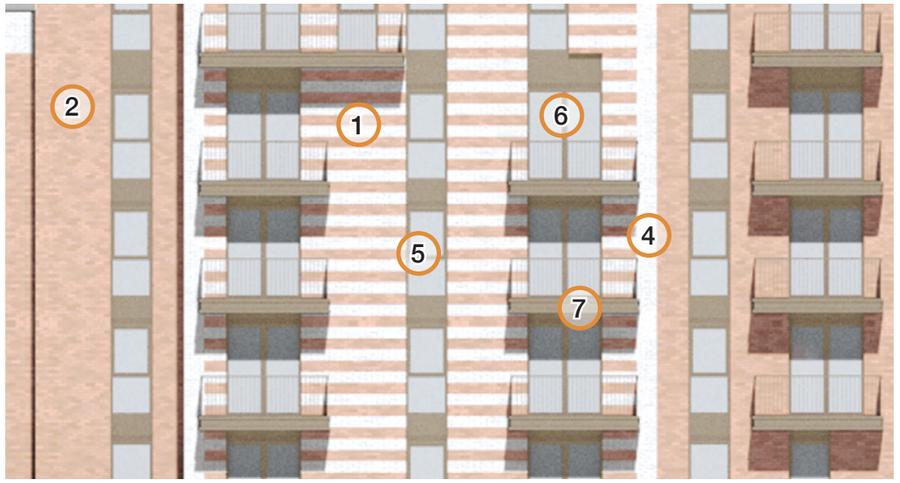



Figure 6.82: Building B2B3 - Bay elevation

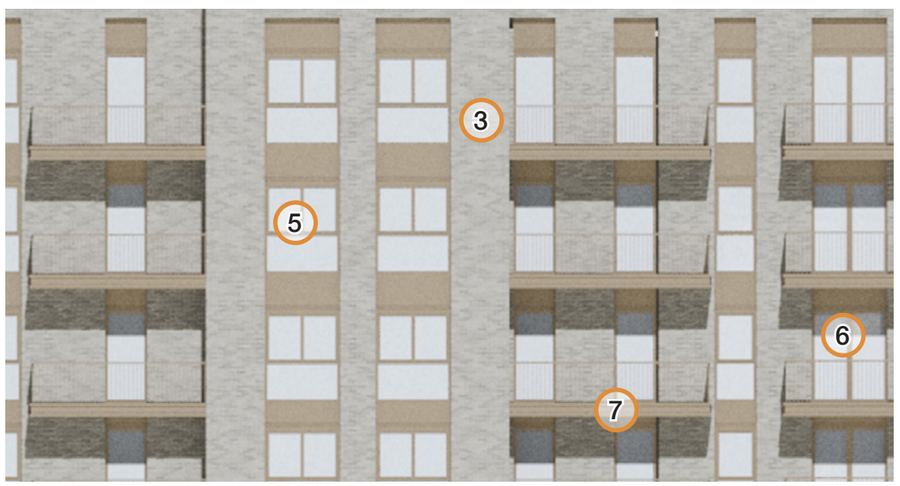



Figure 6.83: Building B2B3 - Bay elevation

**Material palette - Buildings B23**

6.8.3 The architectural treatment of the facade along the eastern boundary aims to break down the building into a series of blocks.

6.8.4 The styles transition from the Art Deco building B1 (rounded and chamfered corners, corner windows, horizontal banding, metal detailing...) to the more traditional domestic architecture of B2B3: a combination of cream and red brick integrated with white brick banding.

6.8.5 The material palette has been selected to create a more traditional domestic character to the building, differing from the Art Deco style of B1. This domestic style will aid the relationship of the building with the surrounding context. Brick cladding is used as the predominant material for its robustness and proximity to local context. The range of brick colours has been selected to express the building articulation. Figure 6.76 to Figure 6.78 illustrate the types of brick chosen.

6.8.6 A consistent tone of bronze metal will be used for window frames (Figure 6.79).

6.8.7 White metal (Figure 6.80) is used for the balconies

**Bay elevations**

6.8.8 Figure 6.81 to Figure 6.83 detail the facade composition and materiality of building B2B3.

1. Red and white brick cladding
2. Red brick cladding
3. Cream brick cladding
4. White brick cladding
5. Bronze coloured aluminium faced window
6. Bronze coloured aluminium faced door to balcony
7. Bronze coloured metal balustrade and balcony fascia

## 6.9 Overall appearance

6.9.1 This section illustrates the overall appearance of the scheme and how it relates to its immediate context through a series of CGIs from key points of view.

**The Gillette Corner frontage**

6.9.2 The building frontage to the junction of the Great West Road and Syon Lane, known as the Gillette Corner, aims to celebrate the significance of the Grade II Listed Art Deco building as well as creating a marker along the Great West Road.

6.9.3 The prominent corner frontage, together with the scale of the building, will make this frontage a townscape marker which will aide way-finding towards Syon Lane station.

6.9.4 The building steps back from the corner itself pushing the massing away from the Gillette tower, ensuring the Grade II Listed building is still the main feature in this location.

6.9.5 In this particular location, the building successfully defines a clear street frontage and creates a prominent entrance at the corner into the store

6.9.6 The architectural language of the buildings fronting the Gillette Corner, A and B1, is heavily inspired by Art Deco as a reference to the heritage of the Golden Mile. Some of the articulation and composition elements of the facade are common ingredients in traditional Art Deco architecture:

- Strong horizontal banding
- White banding
- Industrial style windows
- Curved corners
- Chamfered corners
- Corner windows
- Metal details

6.9.7 The choice of the primary material of this frontage, blue brick, aims to create a distinctiveness to the building itself. Whilst the architecture of the building draws attention to the Art Deco heritage of the local area through different compositional devices, it also tries to establish a distinctive identity for the building itself.

6.9.8 In summary, the building frontage to the Gillette Corner claims its identity in the local townscape as a building with a particular use, different from the traditionally industrial use, whilst incorporating elements of the local heritage to integrate it into the context.


Figure 6.85: CGI view from north of Gillette Corner looking south


Figure 6.86: CGI view of the corner of Syon Lane with the Great West Road

**The Great West Road frontage**

6.9.9 The eastern frontage of the proposed scheme is a frontage which creates a transition from the Art Deco style of the Golden Mile to the more domestic architecture of Syon Lane, from the townscape marker scale of the Great West Road to the street defining scale of Syon Gate Lane.

6.9.10 The arrangement of the building footprint along the eastern boundary aims to create a new street frontage, known as Syon Gate Lane. This new frontage is articulated in different buildings, both in scale and facade treatment.

6.9.11 The articulation of the massing breaks down the overall length of the building creating an interesting skyline. Whilst most of the buildings along the Great West Road have a primary facade which announces the presence of the building on the corridor, Syon Gardens not only establishes a prominent frontage along the Golden Mile but also creates secondary visible frontages which announce the new public realm and secondary 'clean air route'.

6.9.12 The architectural treatment of the facade along the eastern boundary follows a similar pattern to the massing and breaks down the building into a series of blocks by choosing different brick colours. The architectural language transitions from the Art Deco building B1 (rounded and chamfered corners, corner windows, horizontal banding, metal detailing...) to the more traditional domestic architecture of B2B3: a combination of cream and red brick integrated with white brick banding.

6.9.13 Whilst building B utilises a range of different architectural treatments and brick colour in its three blocks, the overall facade shares a series of common elements which help define a cohesive appearance.

6.9.14 The eastern frontage of the building will become a key frontage in views along the Great West Road announcing the scheme, the Tesco Store and the new clean air routes.


Figure 6.87: CGI view looking south from Great West Road


Figure 6.88: CGI view looking north from Syon Lane station

**The Syon Lane frontage**

6.9.15 The site, as it currently stands, does not define a clear edge to Syon Lane, failing to create an urban setting and clear street frontage.

6.9.16 The proposed scheme aims to address this edge by creating a continuous and animated street frontage along Syon Lane. The various active frontages (store, kiosk and residents' lobby) together with the articulated building frontage , which is pushed and pulled at different points to create a new lively and liveable street environment. It ultimately creates a great setting for new high quality landscape which enhances the public realm.

6.9.17 The overall result is a renewed urban edge and an improved pedestrian route.

6.9.18 Architecturally, the frontage is a sequence of three buildings, a transition from the Great West Road scale and predominantly Art Deco style to the more domestic scale and traditional style towards Syon Lane station.

6.9.19 Building C, located on the southernmost corner of the site, is a prominent building which announces the site upon arrival to Syon Lane station. The ground floor cut-out creates a prominent communal entrance for all residents, drawing inspiration from the enhanced height entrances to industrial buildings along the GWR such as the Gillete, Syon Clinic or JC Decaux. The choice of brown brick creates an independent identity for the building. This is combined with white brick banding and white metal window linings.

6.9.20 Building D&E is conceived as a pair of palazzo buildings which are set back from the residential properties of Northumberland Avenue. The choice of cream brick responds to the intention of creating street defining buildings with a calm presence. It will help draw attention towards the corner buildings, which have an important role in the townscape of marking specific locations.

6.9.21 Even though the frontage is comprised of three buildings with different and distinctive facade treatments, there are a series of unifying elements, such as the white horizontal brick banding.

## 6.10 A collection of buildings: unifying elements

6.10.1 The spatial constraints of the new Tesco Extra store will require a large podium footprint on the ground floor. The proposed design will have to respond to the challenge of the urban grain: reconciling the retail large footprint grain with the finer residential grain.

6.10.2 The concept for the design is ‘a collection of five buildings defining a new urban block’. The strategy is to create a variety of building typologies which touch the ground creating a finer articulation to the urban grain of the building. The proposed scheme is comprised of five buildings with different architectural treatments to materialise this concept.

6.10.3 By stepping away of a strategy based on buildings on a podium, the collection of buildings will help dissolve the large footprint of the retail base.

6.10.4 The typologies, whilst different, will have a series of common principles which will tie up together the different buildings to create a cohesive masterplan for the site.

6.10.5 Horizontal white banding is a common unifying element on buildings along the Great West Road and Syon Lane. The white brick banding helps define a primary horizontal articulation which ties up all blocks together (Figure 6.89 and Figure 6.90).

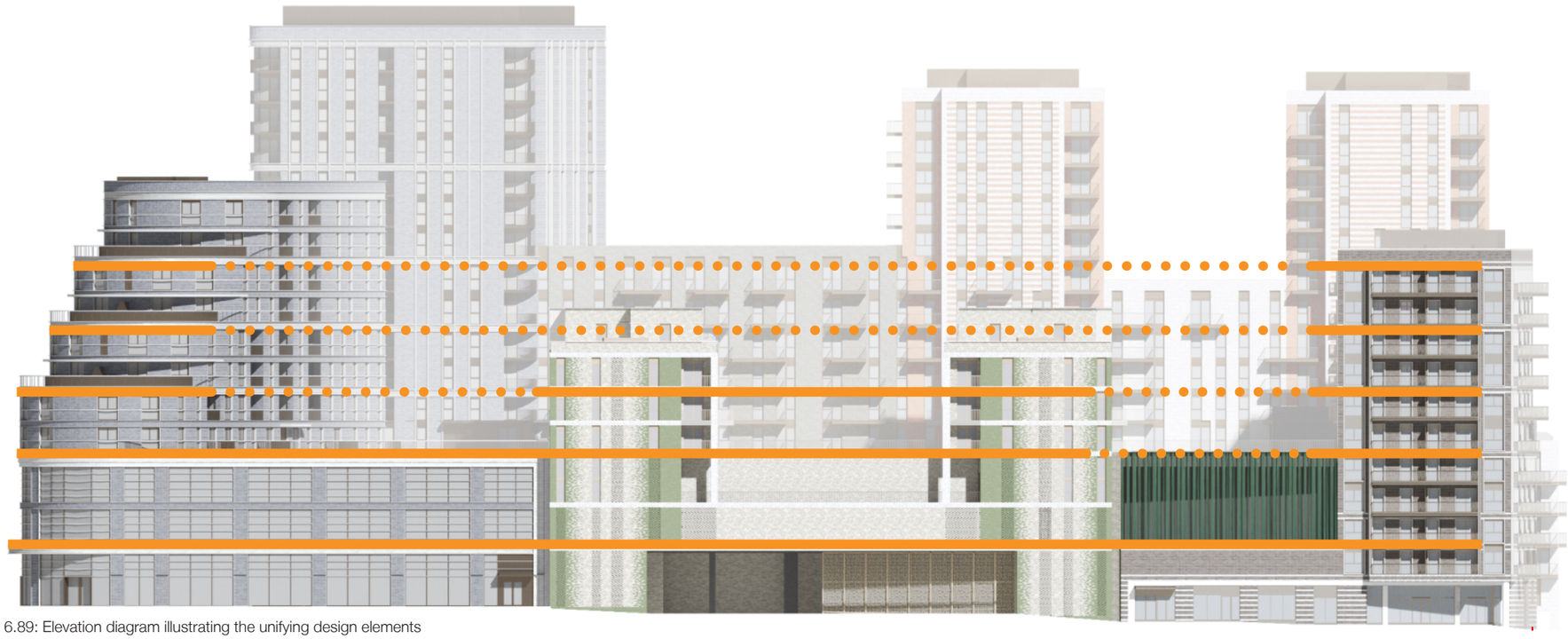


Figure 6.89: Elevation diagram illustrating the unifying design elements

6.10.6 The massing and architectural treatment of the facade along the eastern boundary breaks down the building into a series of blocks by choosing different brick colours (Figure 6.91).

6.10.7 The architectural language transitions from the Art Deco building B1 (rounded and chamfered corners, corner windows, horizontal banding and metal detailing) to the more traditional domestic architecture of B2B3: a combination of cream and red brick integrated with white brick banding.

6.10.8 Whilst building B utilises a range of different architectural treatments and brick colour in its three blocks, the overall facade shares a series of common elements which help define a cohesive appearance:

- The primary horizontal articulation every other level is a common element across all façades
- The frame defining the volume is a common element on B2B3
- All window and balcony systems are similar to create a cohesive appearance
- The height of all levels is aligned to create a cohesive appearance.


Figure 6.90: Diagram illustrating the unifying design elements

Figure 6.91: Diagram illustrating the unifying design elements

## 7.1 Use

7.1.1 The site sits within the transition from the residential grain to the large industrial grain of the Great West Road's Golden Mile.

7.1.2 The proposed development aims to reconcile the two fragmented grains and to create a transition. The proposed development is of a mixed use nature with predominant residential use. The proposed use classes are:

- Residential
- Food store
- Community use
- Flexible commercial, business and service space

7.1.3 The co-location of all proposed uses is compatible.

**Non residential**

7.1.4 In keeping with the existing use of the site, it is proposed to re-provide the retail use in the form of a Tesco Extra store and a small flexible retail/office unit.

7.1.5 The current Tesco store is a key asset for the local community, offering a wide range of amenities which are used every day by the local residents as well as providing key jobs for the locals. By relocating the store on the site, these amenities and jobs will be retained within the local area whilst unlocking the potential development of the current Tesco site. The store will include all required associated ancillary uses, such as back of house, cash office, staff rooms and servicing yard.

7.1.6 A smaller flexible retail/office unit will be located along Syon Lane.

7.1.7 These commercial uses will be key to create active frontages along the site attracting people and creating safe routes.

**Residential**

7.1.8 The inclusion of residential accommodation above the commercial use is an opportunity to create a new community; a successful and vibrant new place which will provide much needed homes for local people.

7.1.9 The proposed residential tenures are social rent, affordable rent, intermediate and market sale. The different tenures are spread across the blocks and all buildings have been designed in a tenure blind approach helping to create mixed and inclusive communities.

**Car parking**

7.1.10 The proposed development includes ancillary car parking use to serve both the commercial and the residential uses.

## 7.2 Amount

7.2.1 The proposed scheme will deliver a total built GIA of 76,011 sqm. This is divided in three main uses:

- Residential:
  - 473 new homes ranging from 1 to 3 bedroom.
  - 1,252 habitable rooms.
  - 42,786 sqm Gross Internal Area
  - 30,758 sqm Net Internal Area
- Commercial and community: a total of 10,889 sqm GIA in the form of a food superstore, community space and a small retail/office unit.
  - Tesco Extra 10,550 sqm GIA
  - Flexible commercial, business and service space 137 sqm GIA
  - Community 200 sqm GIA
- 505 car parking spaces to serve these uses:
  - 400 spaces associated to retail use
  - 100 spaces serving the residential uses
  - 3 residential visitor car parking spaces
  - 2 car club spaces

7.2.2 On top of these, a small amount of space will also be dedicated to ancillary uses:

- Plant rooms
- Refuse stores
- Cycle stores delivering 896 residential cycle parking spaces and 204 retail cycle spaces


Figure 7.1: Map of land use within the wider context of the site

| | |
|---|---|
| **Residential** | 473 new homes ranging from 1 to 3 bedrooms<br>42,218 sqm GIA<br>30,758 sqm NIA |
| **Commercial & Community** | Tesco Extra store of 10,550 sqm GIA<br>Community space of 200 sqm<br>Flexible commercial, business and service space of 137 sqm GIA |
| **Parking** | 400 spaces associated to retail use<br>100 spaces associated to residential use<br>3 residential visitor car parking<br>2 car club spaces<br>204 retail cycle parking spaces<br>896 residential cycle parking spaces |

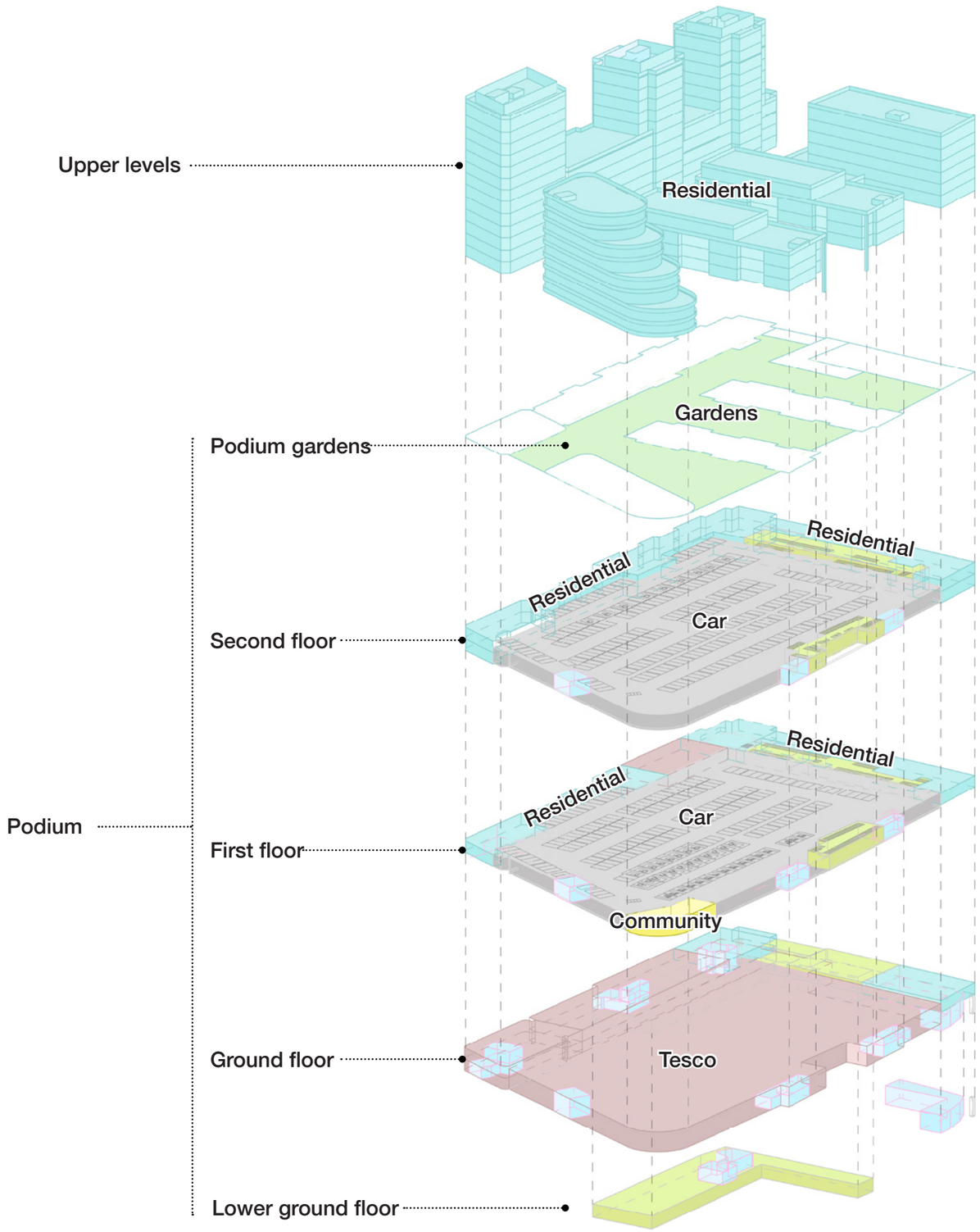



Figure 7.2: Diagram of proposed uses across different levels

## 7.3 Layout

7.3.1 The building uses are laid out in across two main parts of the building: the podium and the upper levels.

**The podium**

7.3.2 The podium is the 4-storey base of the building which accommodates the following uses:

- Lower ground floor
  - » Car park
  - » Back of house and ancillary (refuse, cycle store, plant...)
- Ground floor
  - » Tesco Extra store
  - » Kiosk
  - » Resident's lobby
  - » Entrance to car park
  - » Servicing bay for Tesco
- First floor
  - » Car parking
  - » Residential
  - » Back of house and ancillary (refuse, cycle store, plant...)
- Second floor
  - » Car parking
  - » Residential
  - » Back of house and ancillary (refuse, cycle store, plant...)
- Podium gardens located on level 4

**The upper levels**

7.3.3 The upper levels accommodate the residential use across five different buildings.

**Lower ground floor**

7.3.4 The level difference from Syon Lane to Syon Gate Lane is utilised to deliver a lower ground floor. This level accommodates:

- Access to residential cycle stores
- Access to Tesco servicing bay
- Access to refuse stores
- Access to residents' car parking
- Plant and other ancillary uses

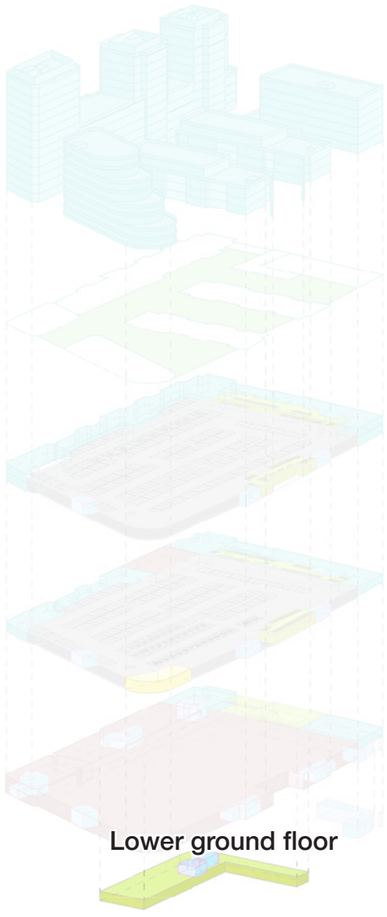



Figure 7.3: Diagram of stacking of uses - Lower ground floor

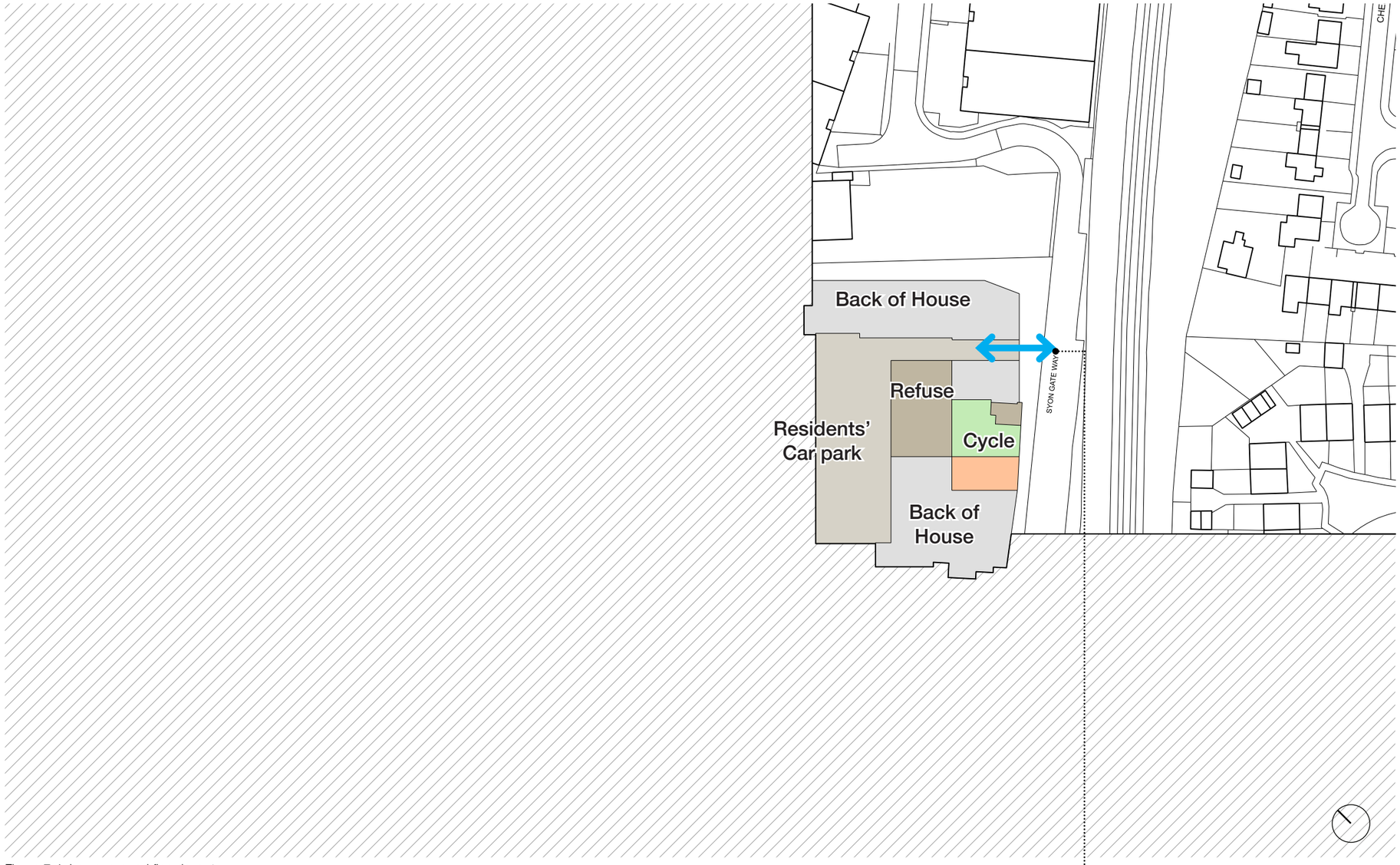



Figure 7.4: Lower ground floor layout

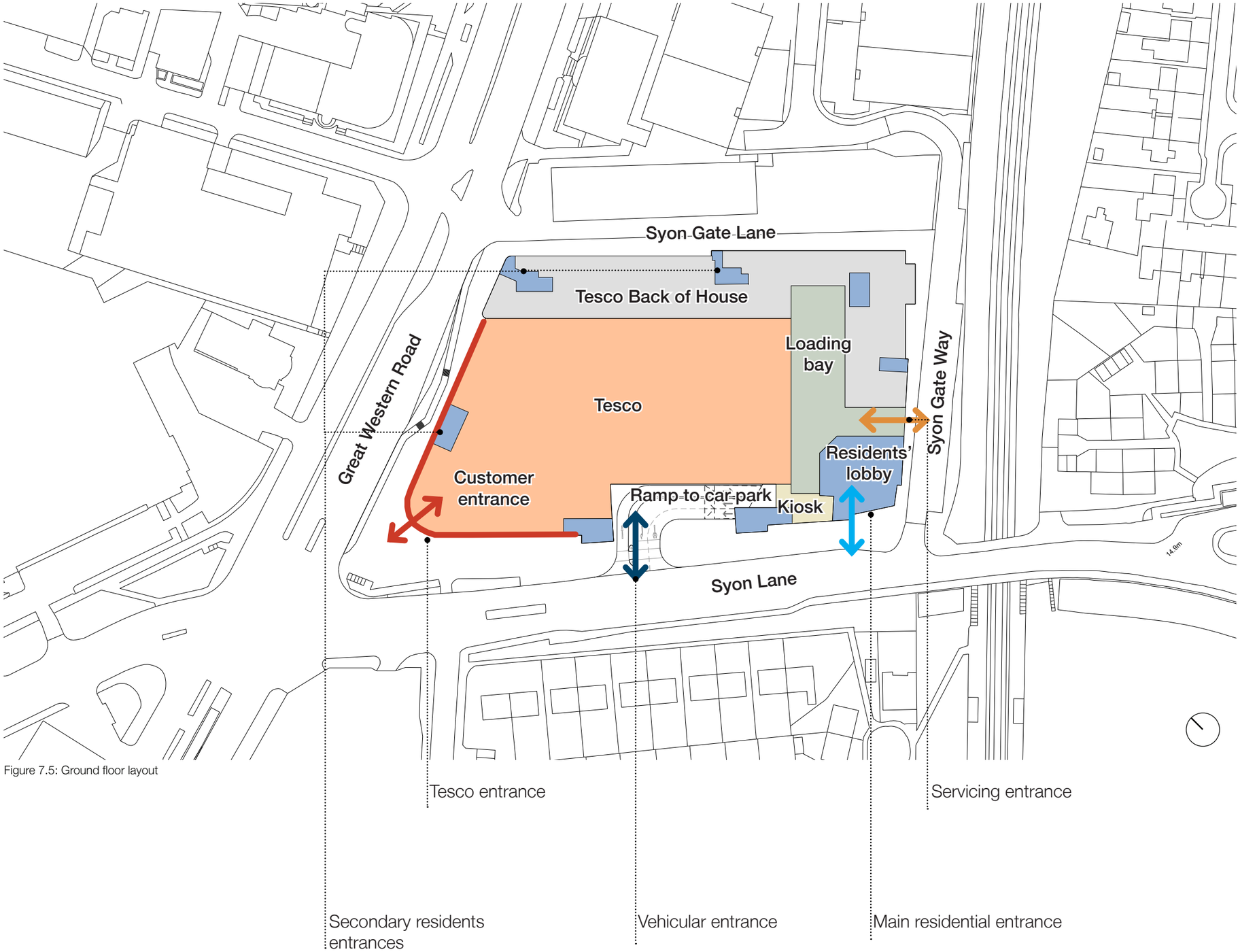



Figure 7.5: Ground floor layout

**Ground floor**

7.3.5 The layout design of the ground floor aims to create a safe and inclusive environment by:

- Creating a positive street-defining frontage, opposed to the current negative frontage of the Homebase store
- Maximising active frontages
- Creating legible routes and entrances to buildings
- Delivering step-free access to commercial and residential buildings
- Responding to the site levels creating ramped accessible pathways where necessary

7.3.6 The Tesco superstore is located along the North and West edges of the building in order to activate the routes and create a prominent frontage to the Great West Road. The entrance is at the corner, aiding legibility and inviting people into the store.

7.3.7 The main residential entrance is at the southernmost corner of the site, a prominent corner in the route from the station.

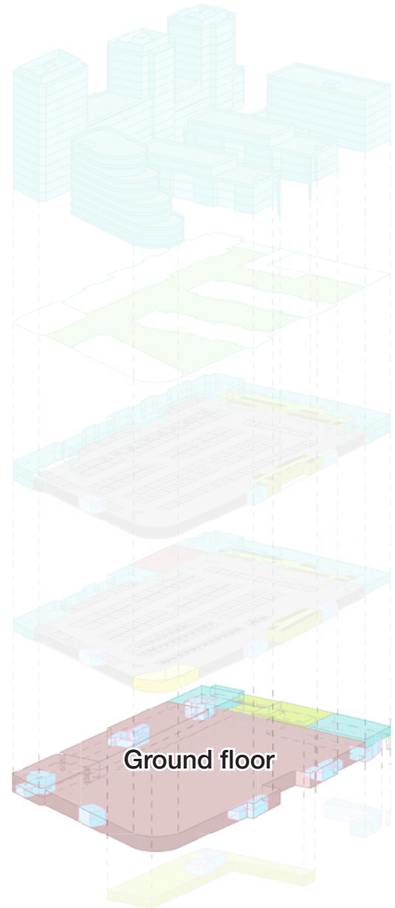



Figure 7.6: Diagram of stacking of uses - Ground floor

**Car park levels 1 and 2**

7.3.8 The layout design of the podium car parking levels 1 and 2 has been designed to create an active and visually attractive building by:

- Enclosing the car park within the building
- Minimising car parking ventilation frontage
- Maximising frontages of other uses such as community or residential around the car parking.

7.3.9 The car park is accessed by vehicles from a ramp with entrance from Syon Lane. A set of travellators and lifts are provided within the Tesco store to link customers to the car park.

7.3.10 A community space is located on the first floor above the entrance corner.

7.3.11 Residential uses veneer the frontage of the car park along Syon Gate Way and Syon Gate Lane.

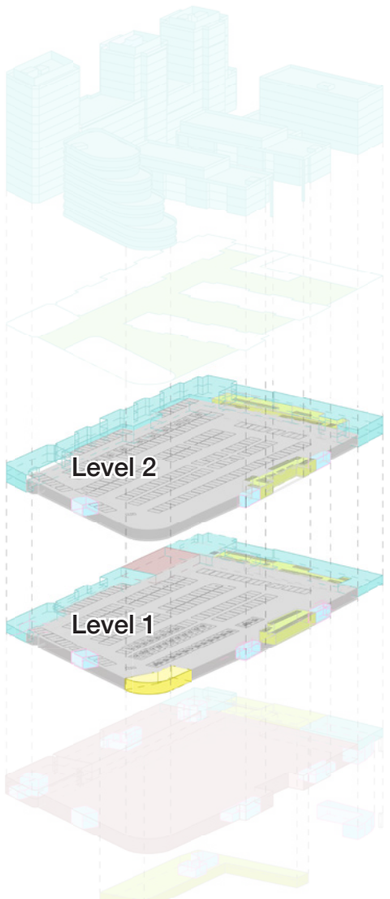



Figure 7.9: Diagram of stacking of uses - Levels 1 and 2

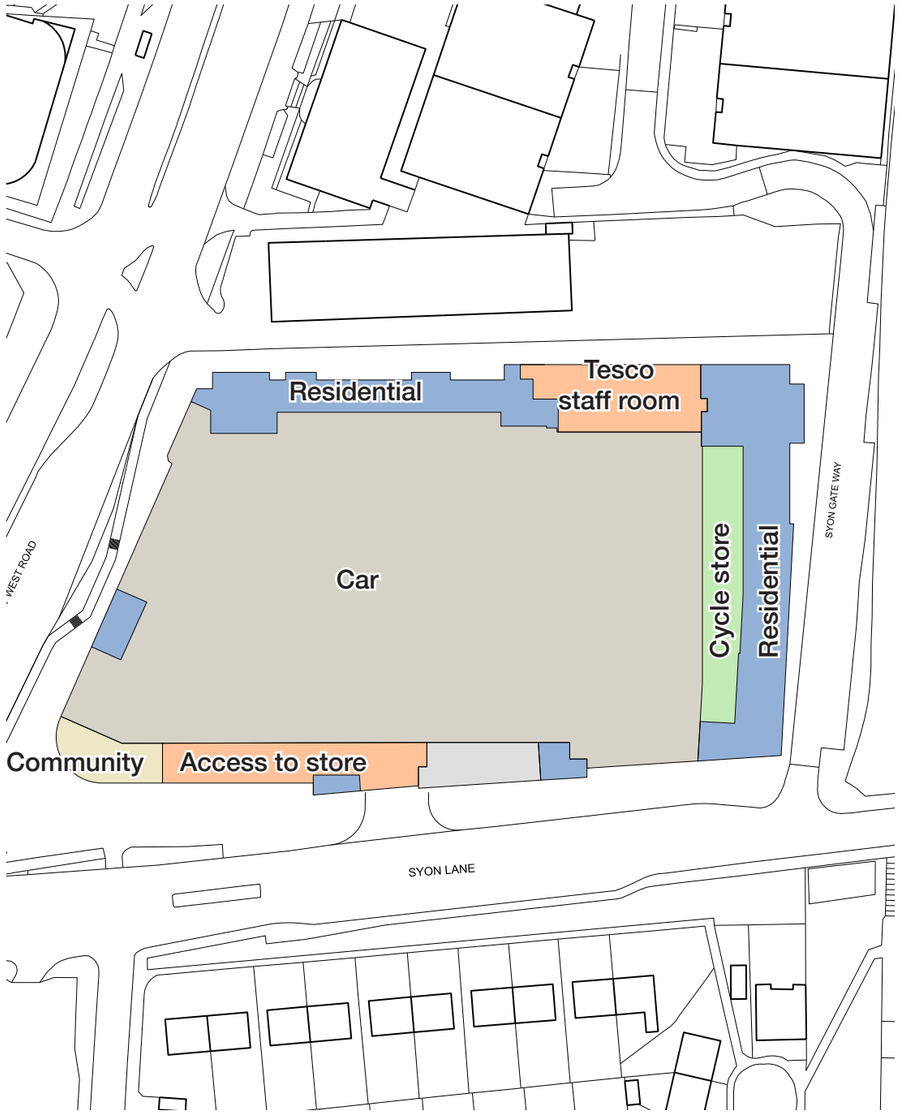



Figure 7.7: First floor layout

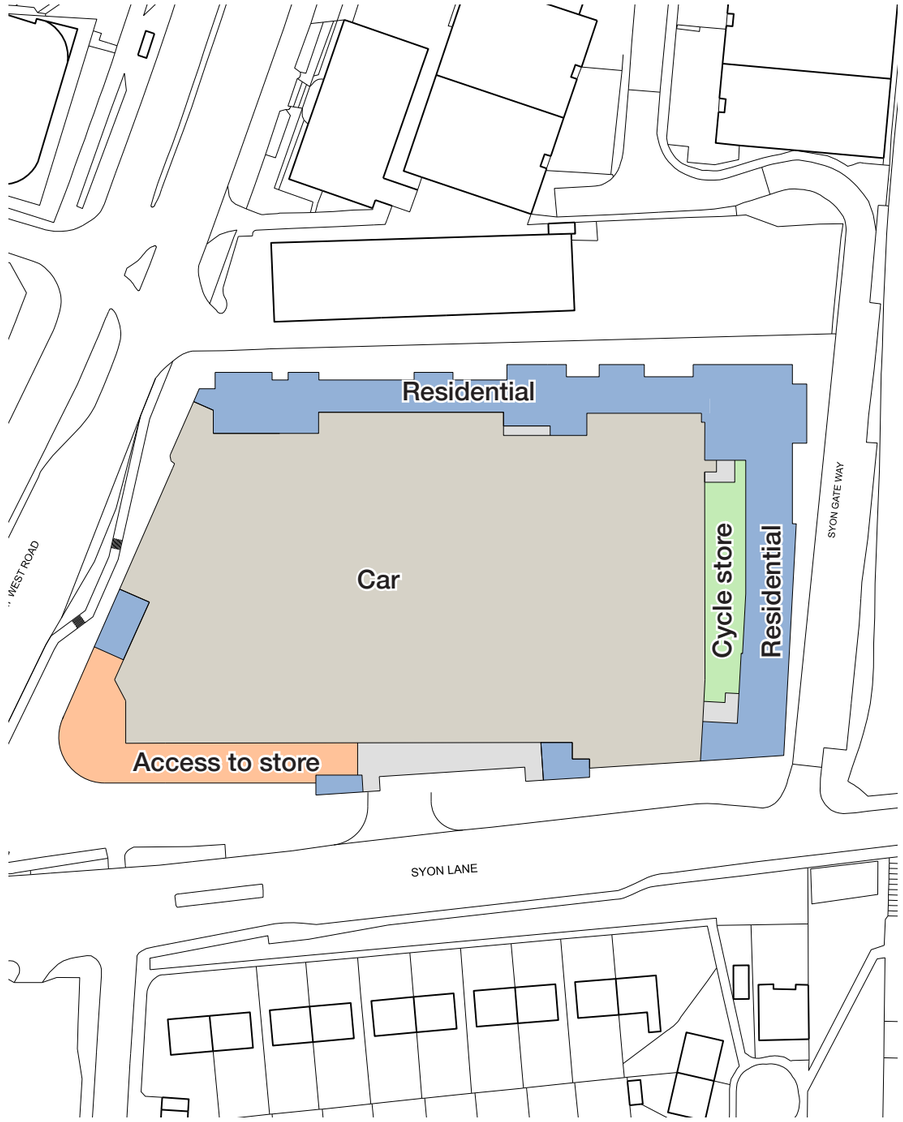
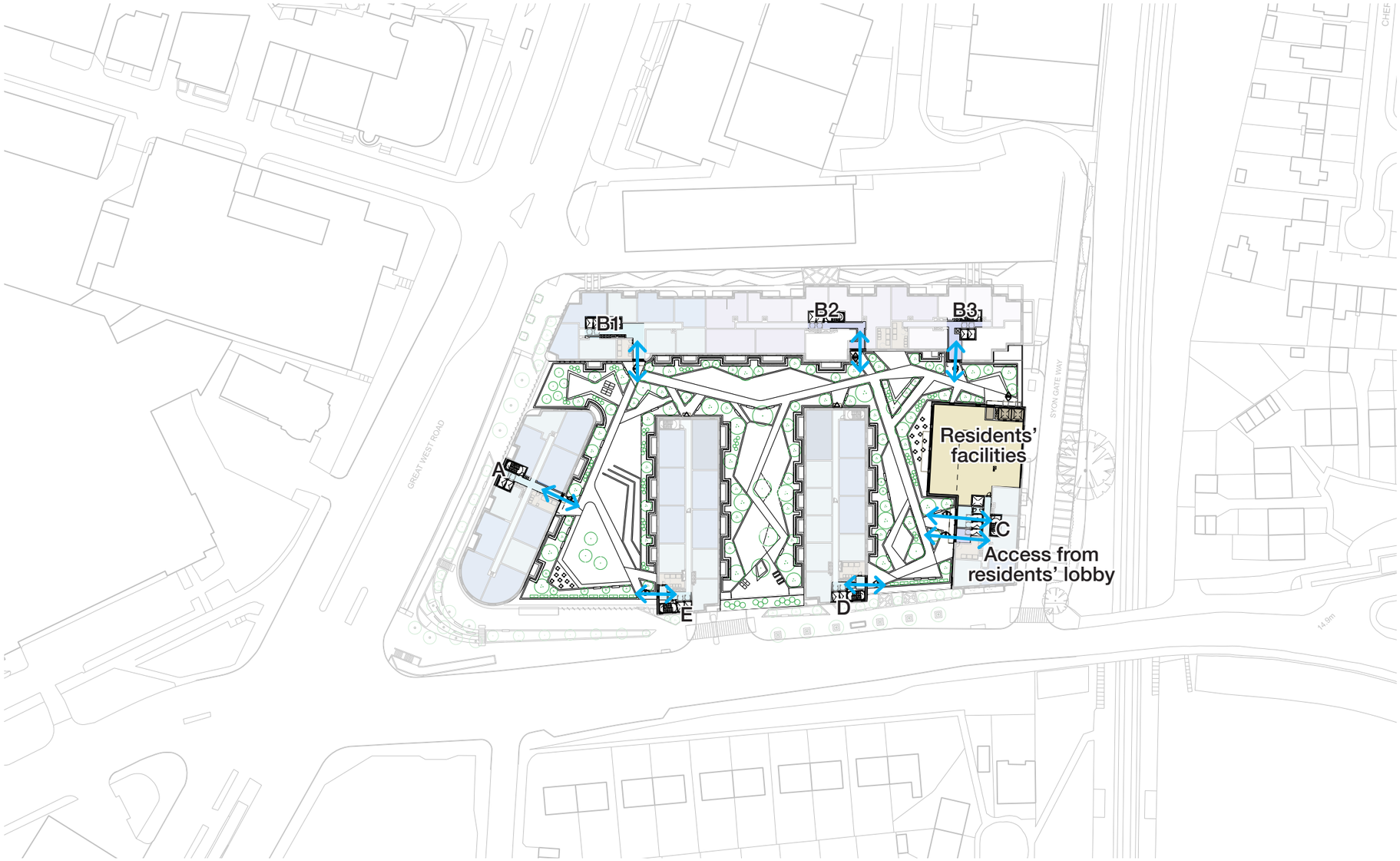



Figure 7.8: Second floor layout




**Podium gardens**

7.3.12 A series of gardens for residents are spread across the roof of the podium on level 4. They are amenity space for residents as well as provide access to the different residential cores.

7.3.13 A means of access link the residents' lobby on the ground floor with the gardens on level 4, from which residents can meander the garden paths to make their way to their residential core.

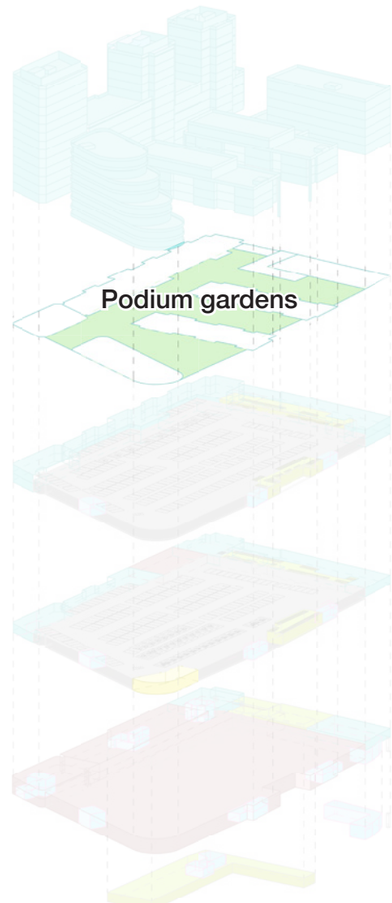



Figure 7.10: Diagram of stacking of uses - Podium gardens

**Residential - upper levels**

7.3.14 The arrangement of buildings has been carefully thought out to create a massing that responds to the context:

- Buildings along Syon Lane are arranged perpendicular to the road in order to break-up the frontage of the building maximising daylight and sunlight
- Buildings along the eastern boundary (Syon Gate Lane) arranged parallel to the road in order to help create this new route. However, the massing is articulated to create a skyline which reduces the wall effect of the building on views along the Great West Road.
- Prominent corner to the Great West Road in the junction with Syon Lane to celebrate the Gillette building and mark the entrance to the superstore
- Prominent corner on the junction of Syon Lane and Syon Gate Way to announce the main residential entrance to the site.
-

7.3.15 Standard 28 of the Housing SPG states that design proposals should demonstrate how habitable rooms within each dwelling are provided with an adequate level of privacy in relation to neighbouring properties, the street and other public spaces. In the past, planning guidance for privacy has been concerned with achieving visual separation between dwellings by setting a minimum distance of 18 – 21m between facing homes (between habitable room and habitable room). The Housing SPG states that these are useful yardsticks for visual privacy but adhering rigidly to these measures can limit the variety of urban spaces and housing types in the city and can sometimes unnecessarily restrict density.

7.3.16 Buildings have been arranged to maximise distances between them. However, it was not possible to achieve the 18m separation distance guide in all locations across the site without significantly compromising on the density of the scheme. In circumstances where 18m has not been achieved, dual aspect dwellings have been maximised for better outlook, staggering of habitable room windows have been incorporated to avoid overlooking, as well as projecting balconies avoided as they further reduce separation distances.

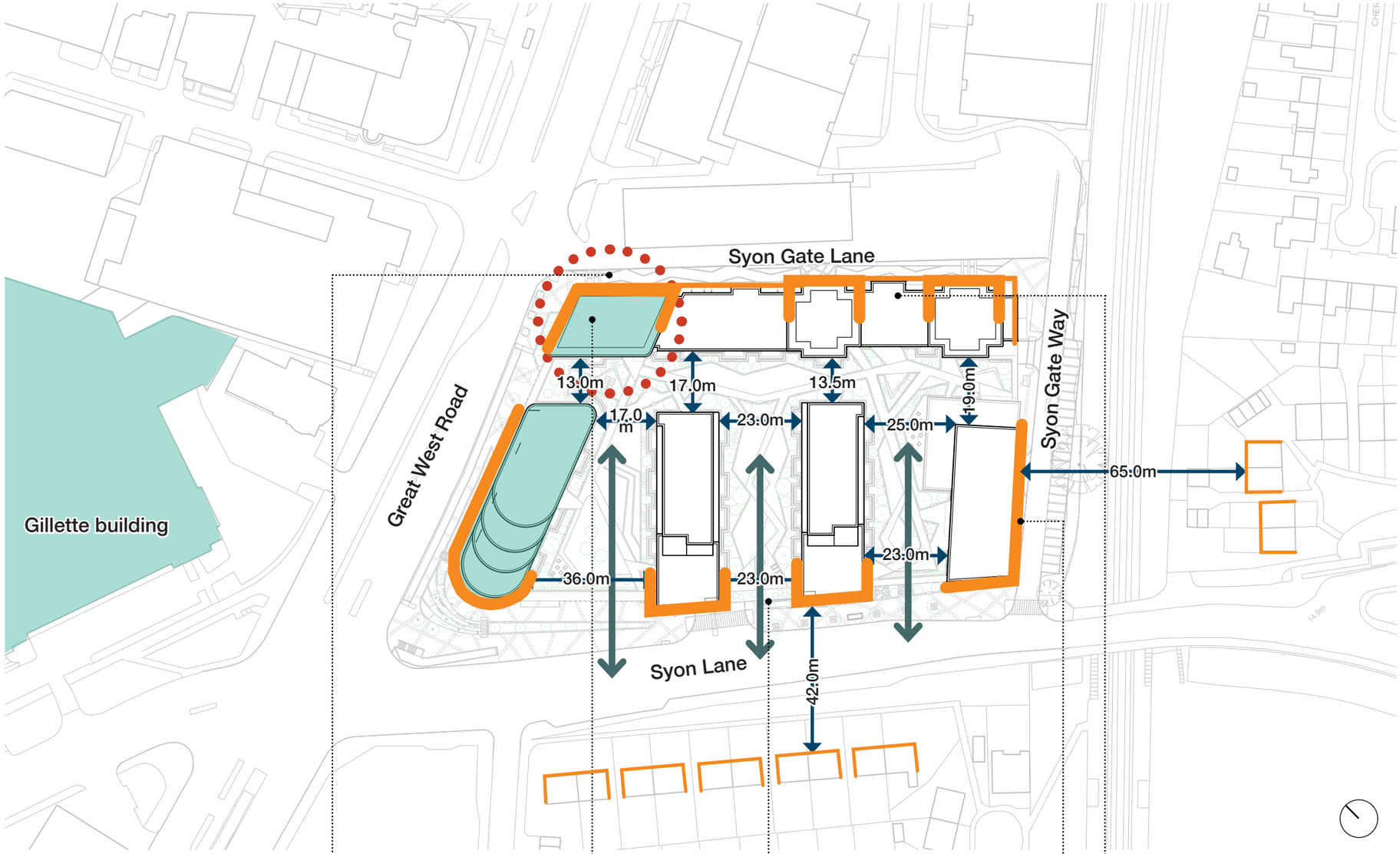



Figure 7.11: Layout of residential buildings

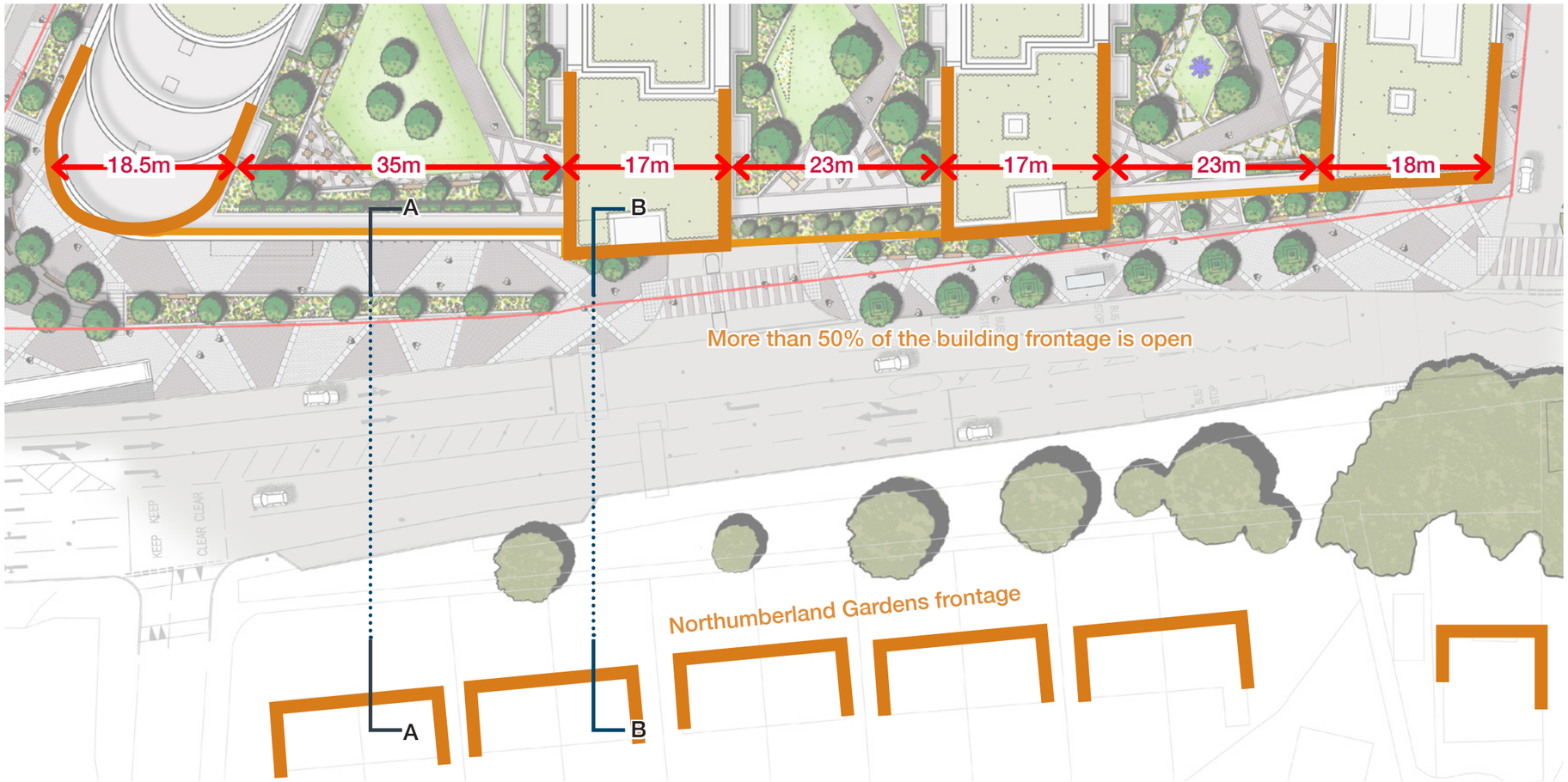



Figure 7.12: Plan diagram of Syon Lane frontage

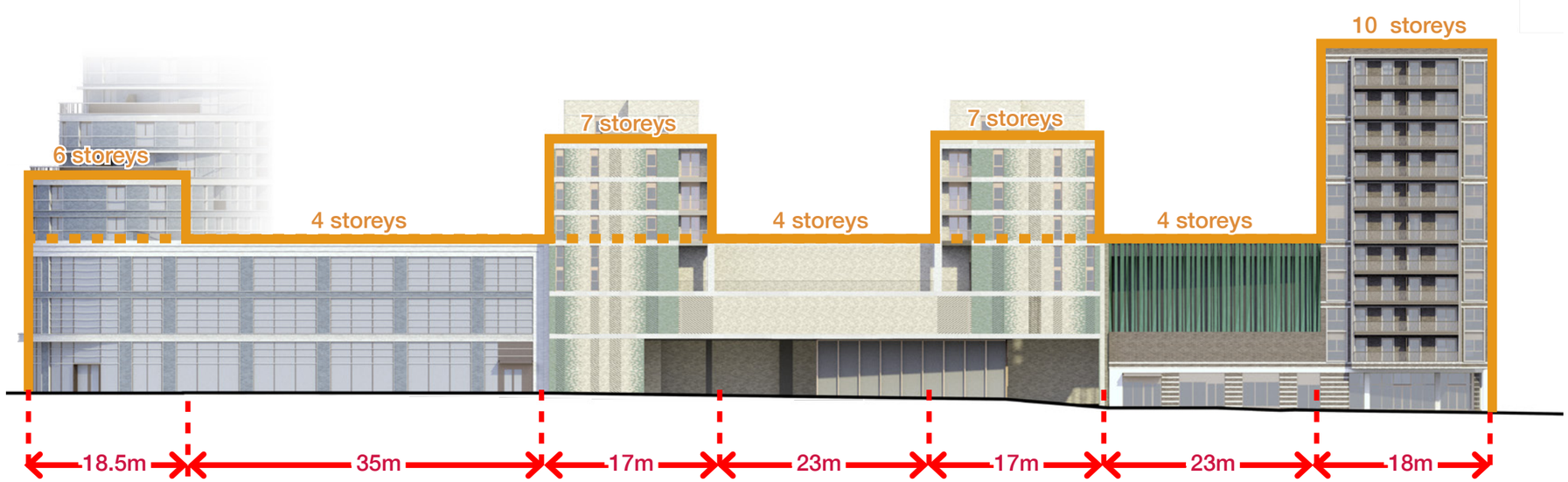



Figure 7.13: Elevation diagram of Syon Lane frontage

**Building separations and frontage to Syon Lane**

7.3.17 The frontage to Syon Lane has been carefully developed to be sympathetic in massing and appearance to the residential frontage to Northumberland Gardens.

7.3.18 The building frontage is set back from the site boundary maximising distances to Northumberland Gardens to an average of 40m, as well as increasing the width of the public realm.

7.3.19 The building has a continuous 4 storey frontage to Syon Lane with a series of pop-ups from 6 to 10 storeys. The pop-ups fronting the majority of Northumberland Gardens are 7 storey maximum.

7.3.20 Furthermore, the distances between the pop-ups have been maximised and building width minimised to ensure that more than 50% of the building frontage above level 4 is open frontage with sky views.

7.3.21 A dense tree coverage in front of the Northumberland Garden properties adds a further buffer to the proposed design.

7.3.22 This design moves will ensure that residential properties at Northumberland Gardens enjoy good levels of daylight and sunlight and retain sky views.

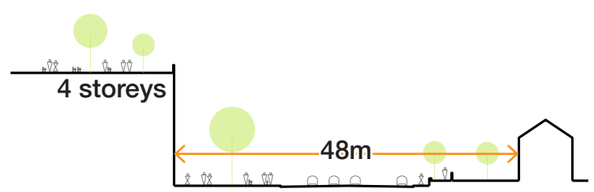



Figure 7.14: Section AA

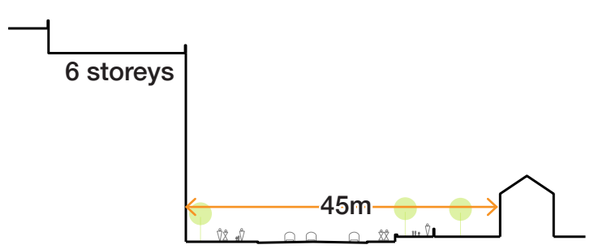



Figure 7.15: Section BB

## 7.4 Tesco superstore

### The store

7.4.1 A new Tesco Extra store will be located on the ground floor of the proposed scheme in a prominent location: the corner of Great West Road and Syon Lane.

7.4.2 The current Tesco store is a key asset for the local community, offering a wide range of amenities which are used every day by the local residents as well as providing key jobs for the locals. By relocating the store on the site, these amenities and jobs will be retained within the local area whilst unlocking the potential development of the current Tesco site.

7.4.3 The store will deliver:

- The same store offering with an improved shopping experience
- A new cafe and a community space
- A store built to modern and sustainable standards
- No petrol station
- A reduction of customer car parking provision from 625 to 399 spaces.

7.4.4 The new Tesco Extra store will become an anchor of retail and social activity for the local community. Furthermore, it will create a continuous active frontage along Syon Lane and the Great west road helping to create safer routes.

7.4.5 Located on the ground floor, the store will provide a similar net sales area as the current Tesco Osterley store. It will be a modern store which can respond to existing and future customer expectations and demand.

7.4.6 Access will be from the prominent corner of Syon Lane and the Great West Road.

### Kiosk

7.4.7 A new commercial unit is located on Syon Lane adjacent to the resident's lobby. This is an opportunity for a small business to flourish in this flexible commercial space. The commercial space will achieve BREEAM very good as a minimum.

### Servicing and loading bay

7.4.8 A servicing bay is located on the southern end of the store. It is access via Syon Gate Lane and directly connected to the store's back of house via a loading dock.

### Back of house

7.4.9 A back of house for product storage is located along the east end of the site. It is directly connected to the loading bay and the store in order to store and transport products from deliveries to the sales area.

7.4.10 There are other ancillary spaces and plant rooms to service the store on ground floor along Syon Gate Way.

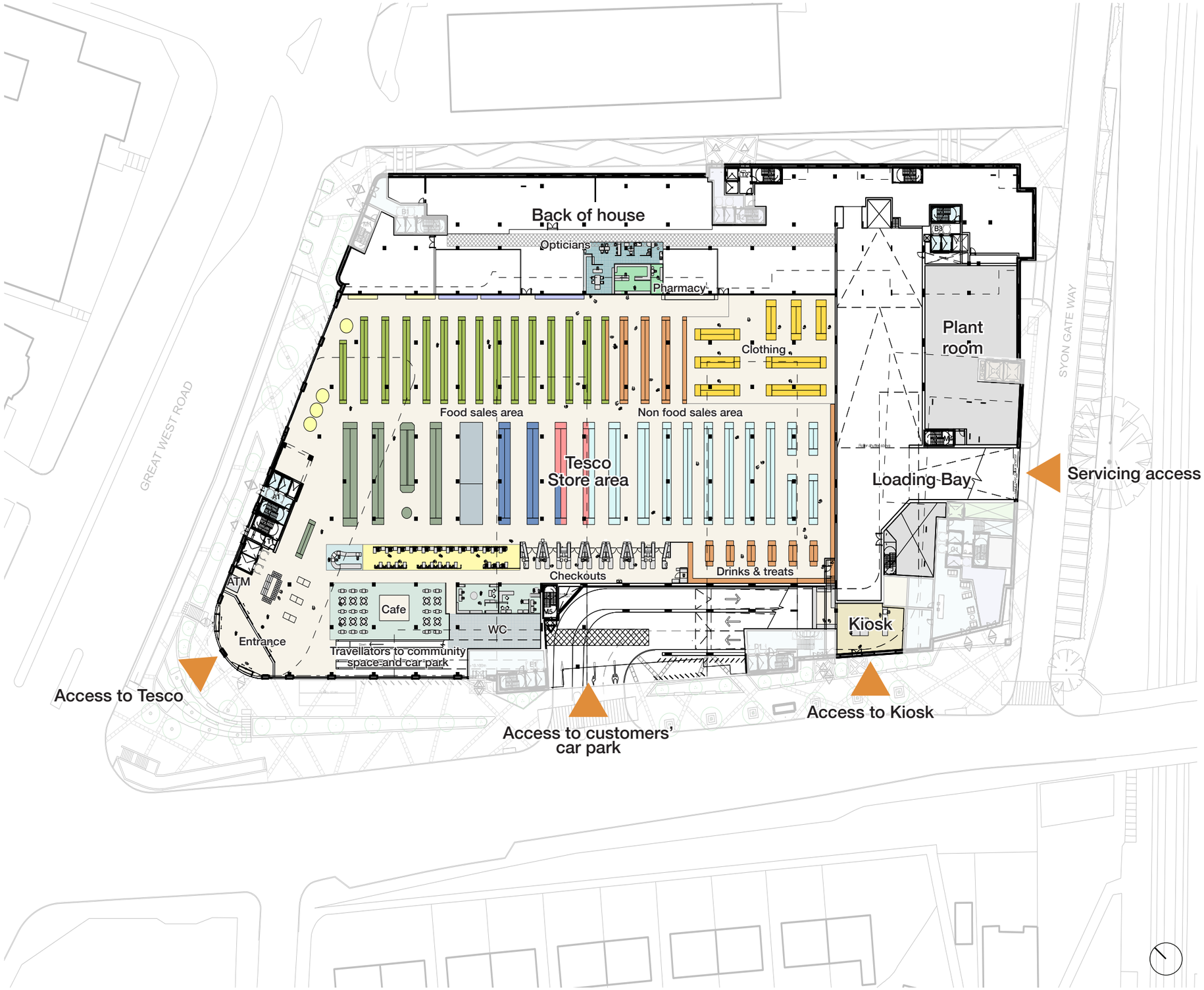



Figure 7.16: Ground floor - Tesco store

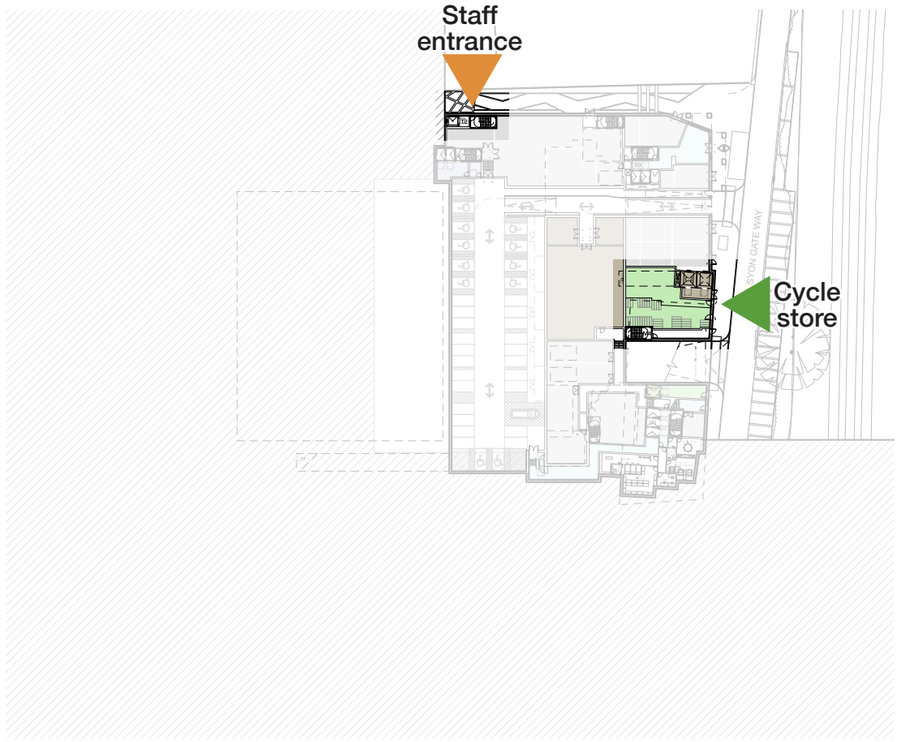



Figure 7.17: Lower Ground Floor

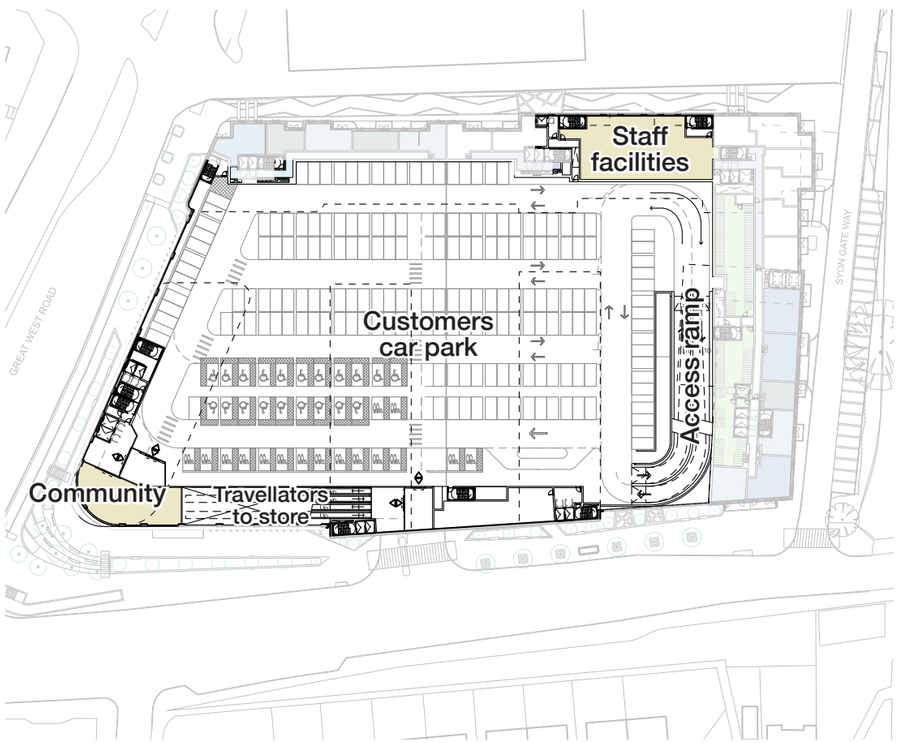



Figure 7.18: First floor

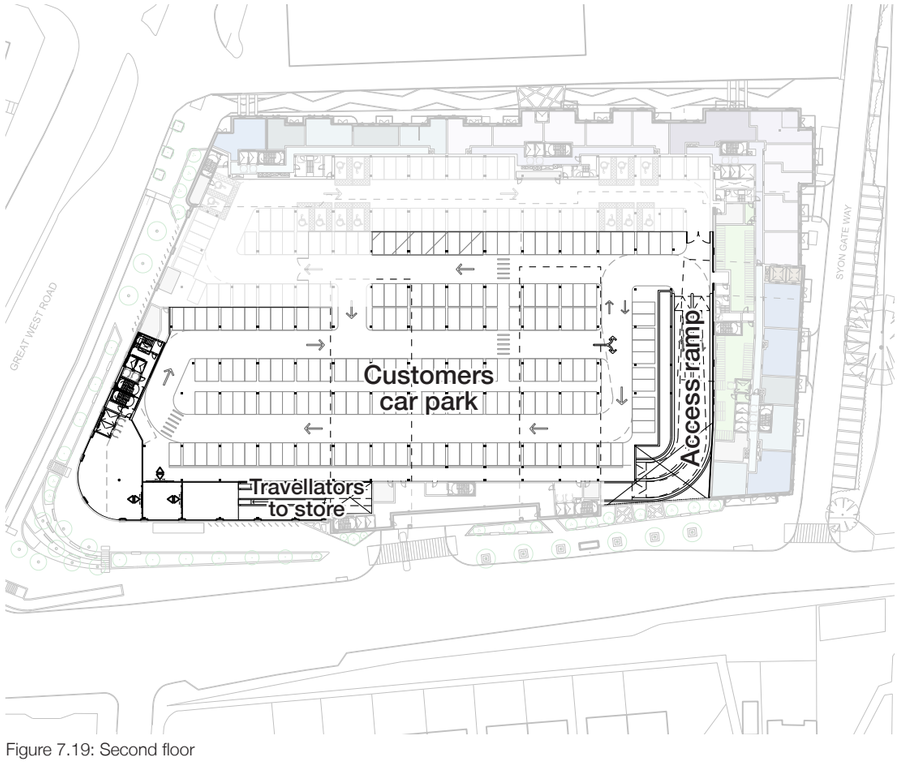



Figure 7.19: Second floor

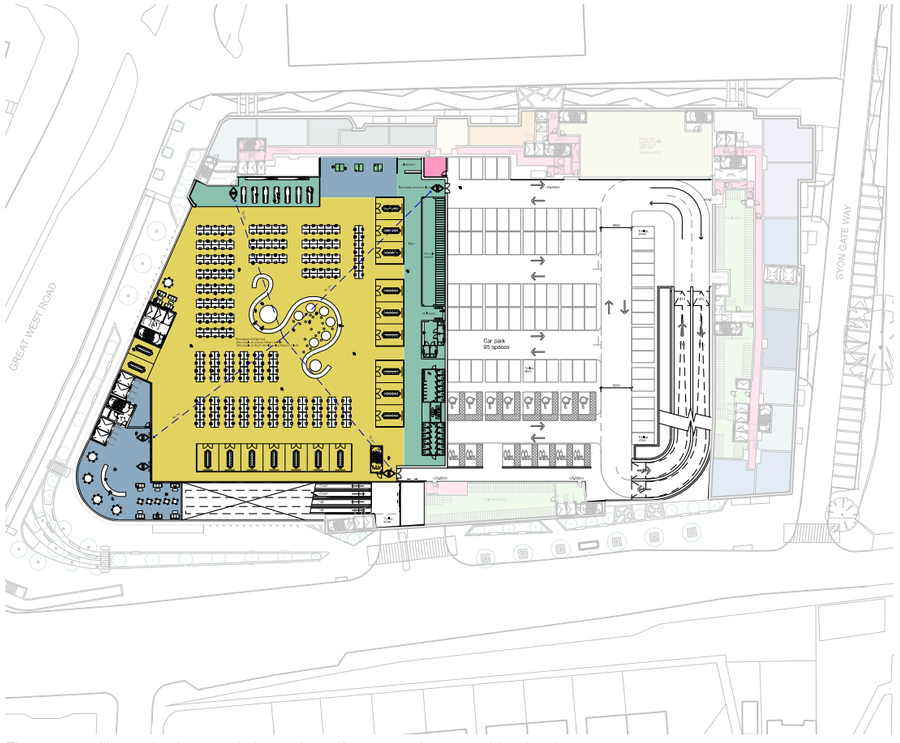



Figure 7.20: Illustrative layout of alternative office space in car parking levels.

**Community space**

7.4.11 The proposed scheme will provide a flexible and multi-purpose community room on first floor. This community offering can be used by both the new and existing communities.

7.4.12 It is located on the corner of Syon Lane and Great West Road, just above the Tesco entrance, enjoying a prominent and prime position with views towards the Gillette building. It will be accessed via the Tesco entrance and customer travellators.

**Staff facilities**

7.4.13 Staff access is from an entrance located along the new street Syon Gate Lane, on the eastern edge of the site.

7.4.14 Staff facilities are located on the first floor, directly connected to the staff entrance and the store via the staff vertical core.

**Cycle and car parking**

7.4.15 Vehicle car parking for customers is provided on levels 1 and 2. It is access via a ramp from Syon Lane. There are 400 spaces for retail customers.

7.4.16 Cycle parking for visitors/customers is located along the public realm in Syon Lane and Great West Road. Permanent cycle storage for staff is located in a store on the lower ground floor accessed from Syon Gate Way.

7.4.17 Electric vehicle charging and cycles storage provided in line with the emerging London Plan.

**Future proofing**

7.4.18 The future of transport in London is moving away from cars. The demand for car parking space will potentially reduce in the future. It is for this reason that the car park of the scheme has been designed with flexibility in mind to allow adaptability to future needs and uses.

7.4.19 Figure 7.20 illustrates the alternative use of a car park level as office space. Other uses could potentially include: storage, gym/sports facility and community uses.

## 7.5 Community

7.5.1 The proposed scheme will provide a flexible and multi-purpose community room on first floor. This community offering can be used by both the new and existing communities.

7.5.2 It is located on the corner of Syon Lane and Great West Road, just above the Tesco entrance, enjoying a prominent and prime position with views towards the Gillette building. It will be accessed via the Tesco entrance and customer travellators.

7.5.3 Tesco has an extensive experience in delivering and managing community spaces for the local residents, with a total of 72 spaces built into its Extra stores. The community room will be entirely non-profit for Tesco with users being able to enjoy the space free of charge. Occasionally, some activities may incur a small attendance fee to pay for an individual's skill and experience when the activity is genuinely good value to the local community.

7.5.4 The range of activities is curated in response to the local community's request. Some examples of potential groups and uses are:

- Local church groups who would like to hold a Book Club
- Local councillors/MPs who may wish to run a drop in surgery
- Non-profit making organisations who wish to hold meetings
- Instructors / teachers with relevant qualifications who wish to teach a fitness class & are prepared to reduce their fee.
- Local education establishments such as Schools and Colleges.

7.5.5 Tesco will appoint a full time Community Space Champion, who will manage the timetable and diary, liaise with all activity leads, respond to any enquiries and ensure the space is well maintained. The space champion will also carry out the duties of a traditional Community Champion, whose role is primarily around supporting their store to deliver the national community programmes at a local level.

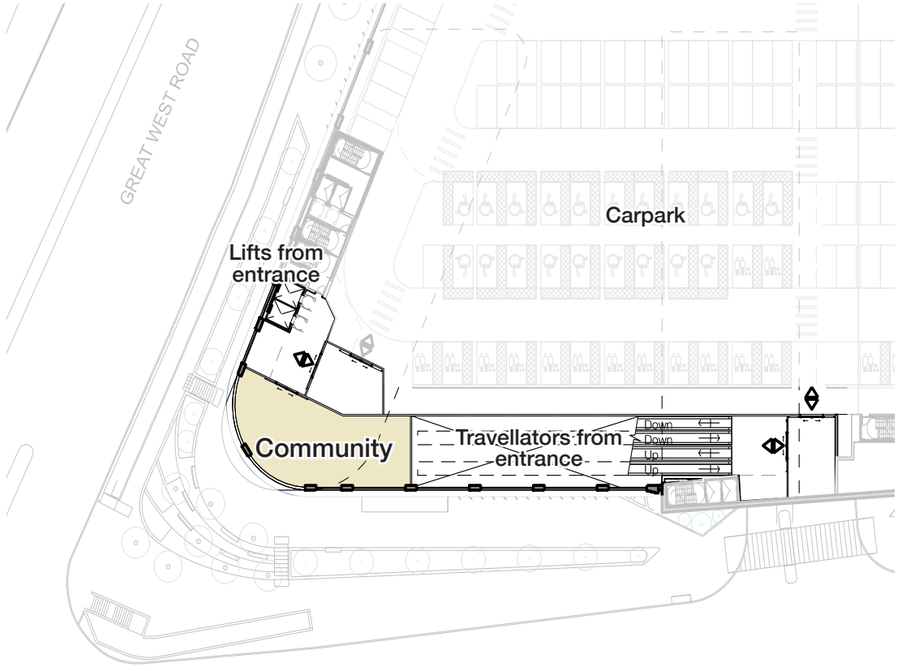



Figure 7.21: Level 01 - Location of the community room


Figure 7.22: CGI view of the community room in the corner of Great West Road and Syon Lane

## 8.1 Tenure distribution

8.1.1 The proposed development creates an inclusive, tenure-blind environment. Private and affordable homes are integrated throughout the development with similar approach to the design of external façades and spaces. They share a main entrance as well as communal amenity spaces.

8.1.2 The mix of residential tenures and unit sizes will help create a diverse new community.

8.1.3 Figure 8.1 shows the distribution of the different tenure across all blocks:

- Building A: private
- Building B1: private
- Building B2: affordable rent
- Building B3: affordable rent
- Building C: private
- Building D: private
- Building E: private

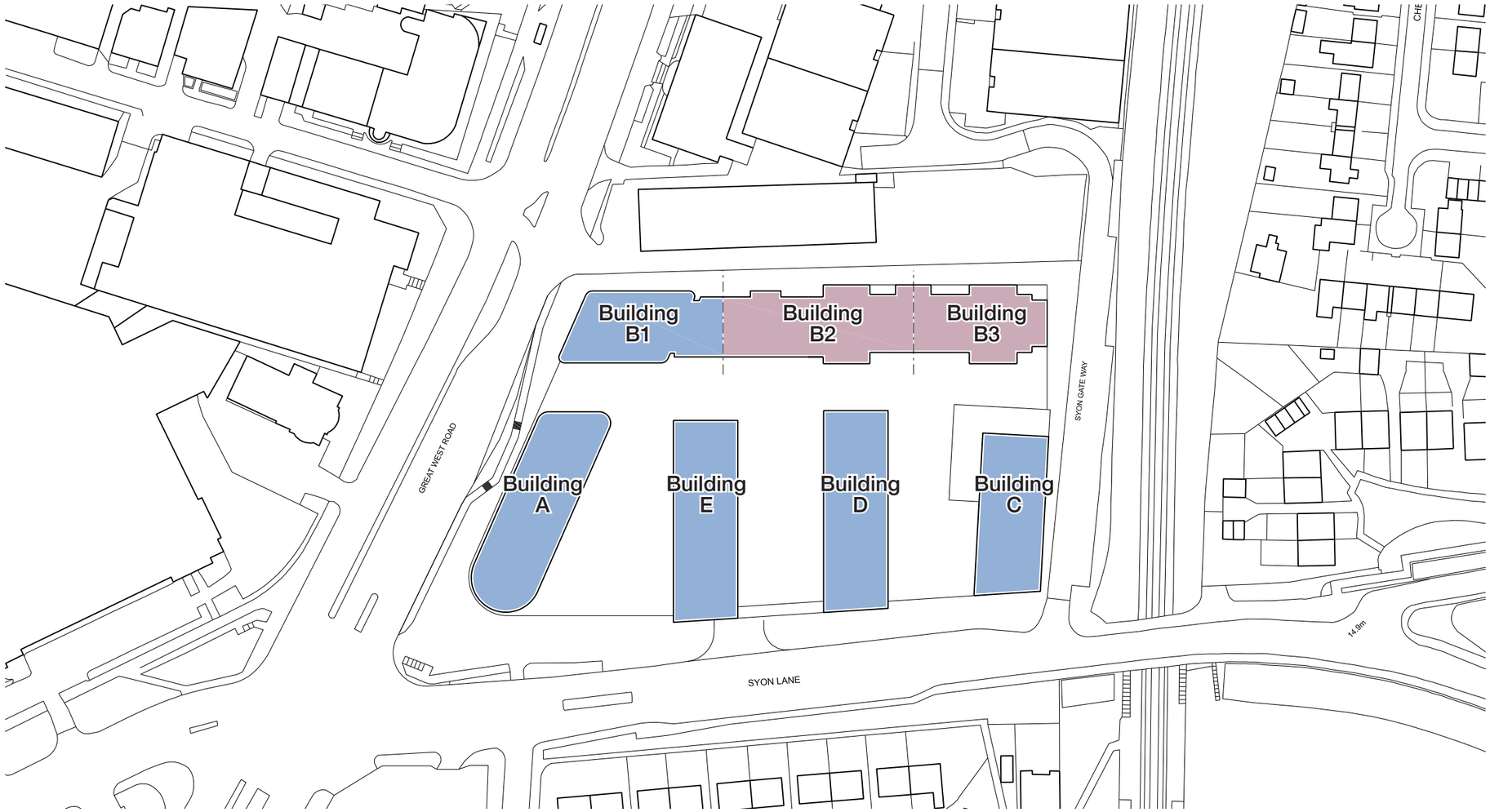



Figure 8.1: Diagram of proposed tenure distribution

| Tenure | | Home type | | | | Total |
|---|---|---|---|---|---|---|
| | | 1 bed | 2 bed | 3 bed | 4 bed | |
| Market | homes | 136 | 153 | 20 | | 309 |
| | mix | 44% | 50% | 6% | | |
| London Affordable Rent | homes | 62 | 57 | 40 | 5 | 164 |
| | mix | 38% | 35% | 27% | | |
| **Total** | **homes** | **198** | **210** | **60** | **5** | **473** |
| | **mix** | **42%** | **44%** | **13%** | **1%** | |

Figure 8.2: Schedule of homes split by tenure and size

| Tenure | Habitable rooms | Tenure split |
|---|---|---|
| Private | 776 | 62% |
| Affordable | 476 | 38% |

| | |
|---|---|
| Total | 1,252 |

Figure 8.3: Affordable housing split

## 8.2 Amount of residential

8.2.1 The proposed development will deliver a total of 473 new homes.

8.2.2 The scheme delivers 38% affordable homes by habitable room.

8.2.3 Figure 8.2 and Figure 8.3 schedule the number of homes split by tenure and size.

8.2.4 With an area of 1.45ha, the site will deliver a density of 326 homes per hectare or 863 habitable rooms per hectare.

8.2.5 London Plan Policy 3.4 seeks to optimise housing capacity, with Policies D1, D1B and D2 of the draft London Plan placing greater emphasis on a design-led approach being undertaken to ensure development makes the best use of land, taking into account site context, public transport, walking and cycling accessibility and infrastructure capacity. The site is suitable for a well-designed high density scheme, taking into account the site's size, close proximity to Syon Lane station and the mixed use nature of the proposed scheme.

8.2.6 The success of the proposed high density residential scheme lies in the improvements to public realm, delivery of a a modern and more energy efficient Tesco store, 473 new homes of which 38% will be affordable and improvements to the existing walking, cycling and public transport connections

## 8.3 Residential layout

8.3.1 Figure 8.4 to Figure 8.15 illustrate the layout of the residential component of the scheme across all typical floors.

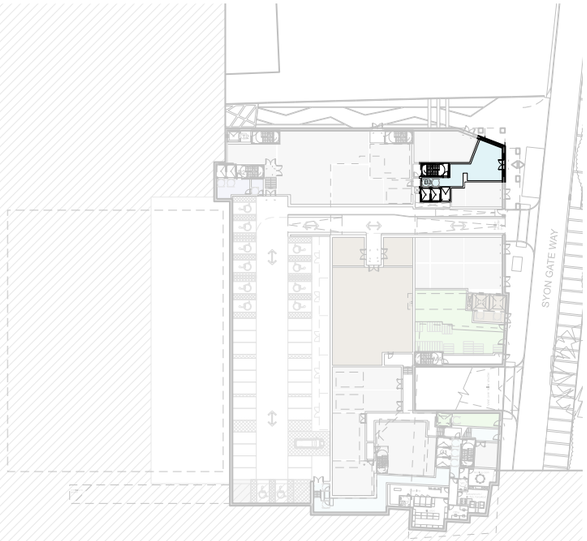



Figure 8.4: Lower ground floor - Residential layout

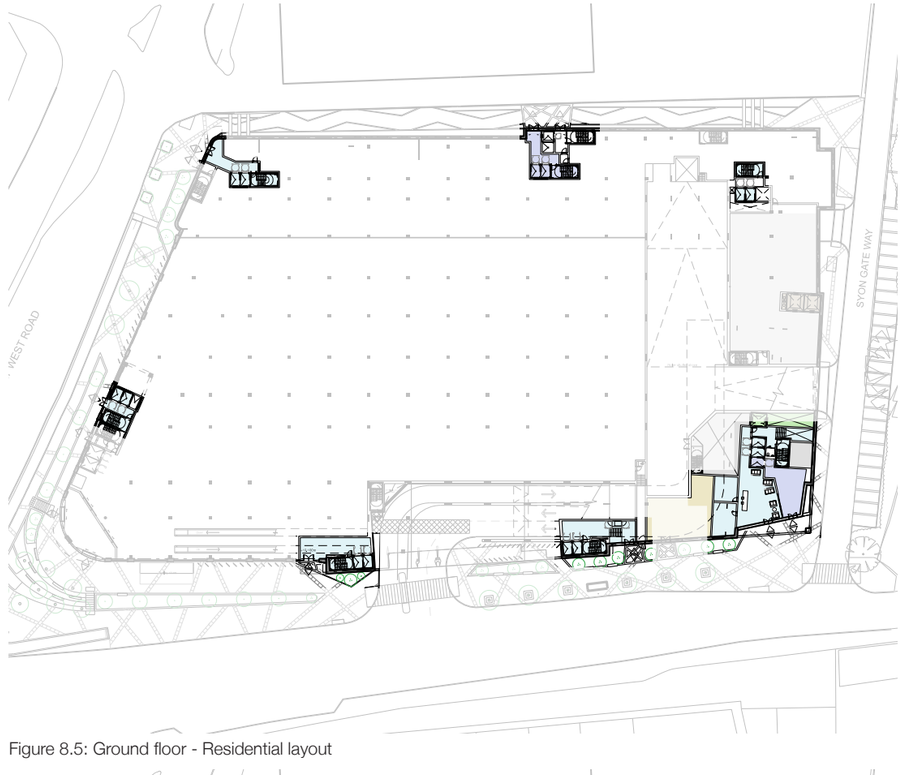



Figure 8.5: Ground floor - Residential layout

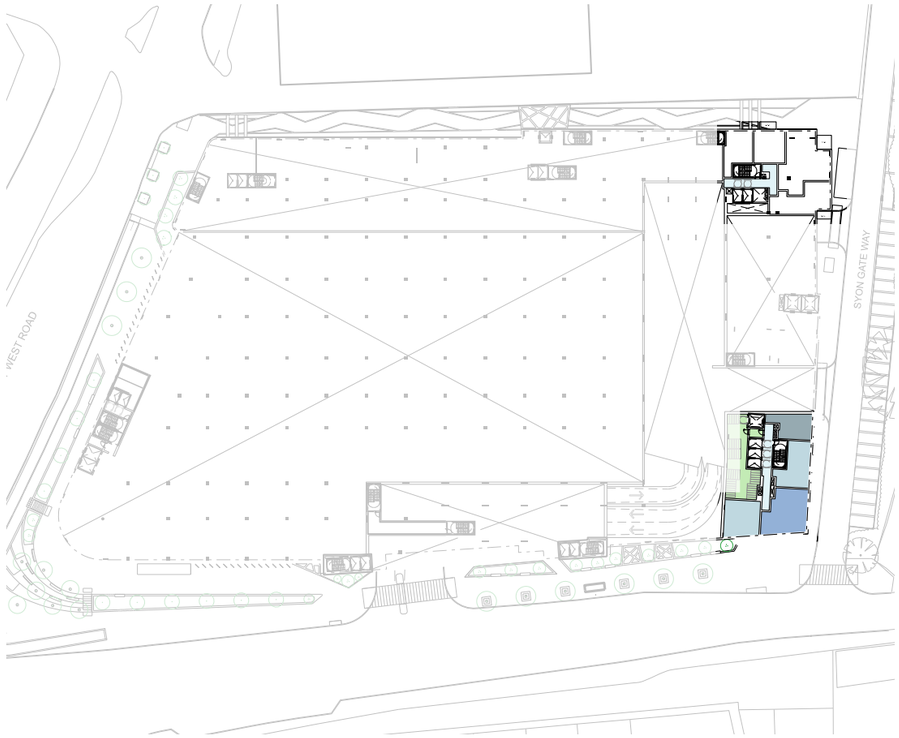



Figure 8.6: Mezzanine level - Residential layout

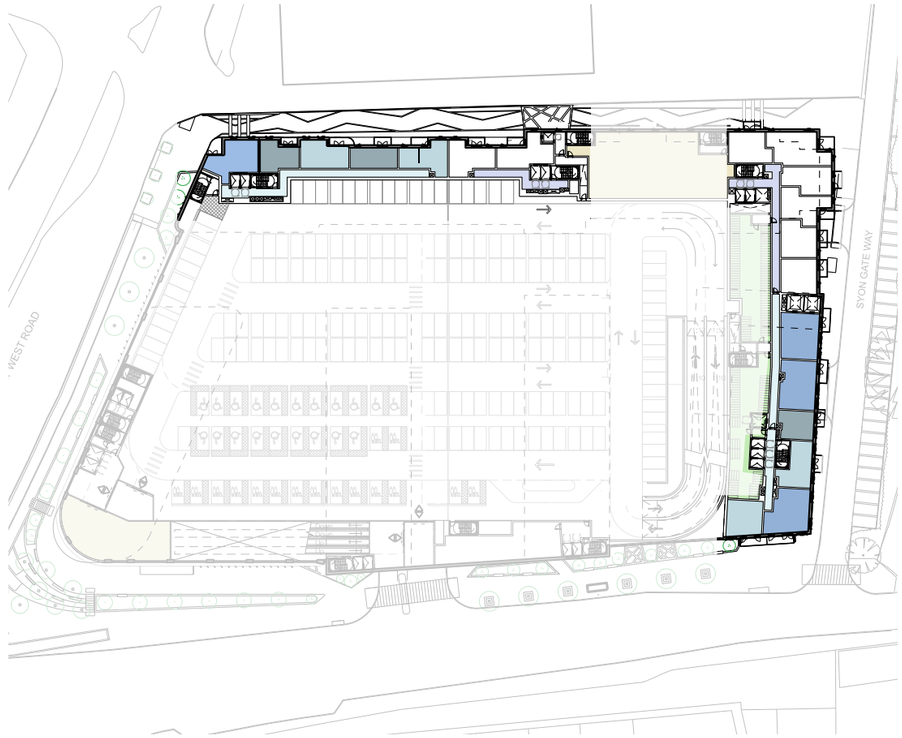



Figure 8.7: Level 1- Residential layout

**Key**

Residential lobby

**Private**

Studio

1 bed

2 bed

3 bed

**Affordable rent**

1 bed

2 bed

3 bed

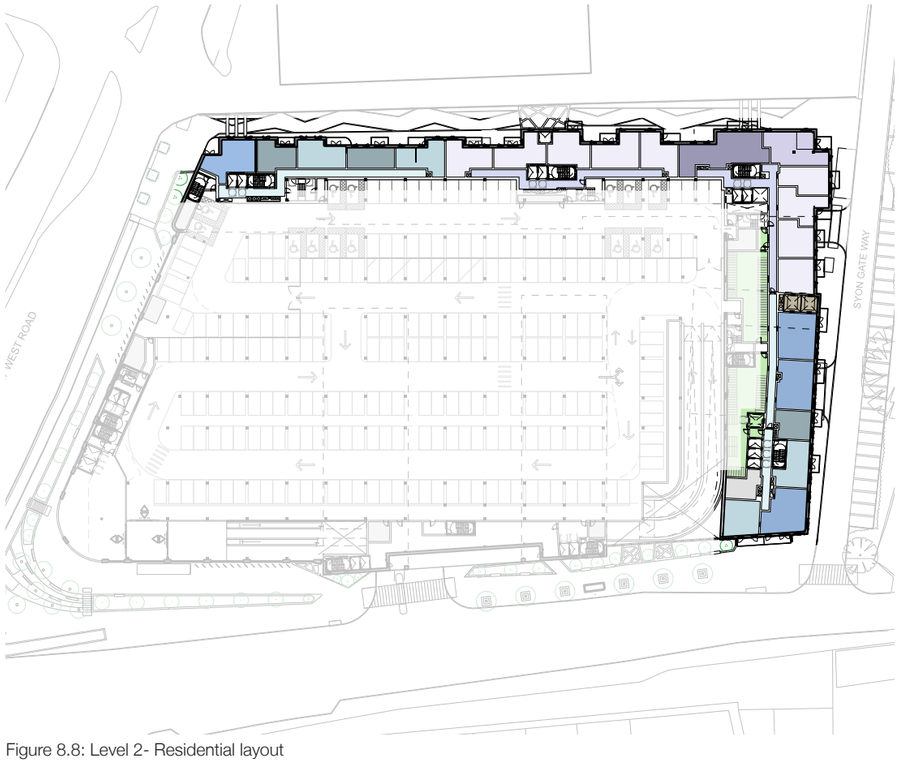



Figure 8.8: Level 2- Residential layout

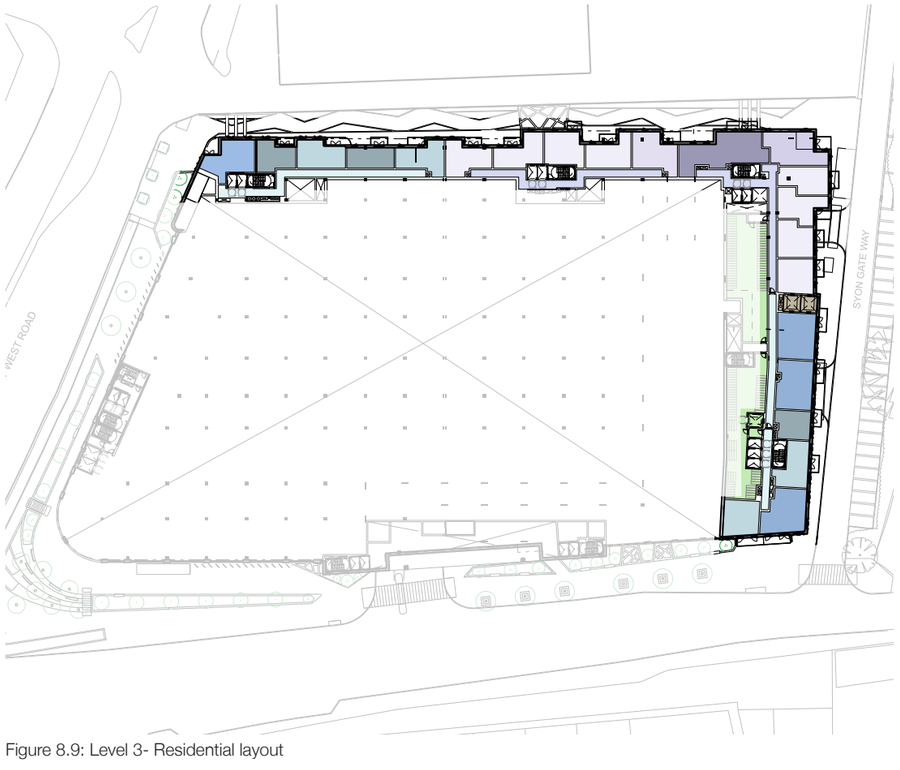



Figure 8.9: Level 3- Residential layout


Figure 8.10: Level 4- Residential layout


Figure 8.11: Level 5- Residential layout

8.3.2 Housing SPG guidance recommends that each residential core should be accessed to generally no more than eight units on each floor. The proposed scheme provide access to generally an average eight homes per core, except for Blocks D&E where there are slightly more.

8.3.3 Whilst some cores provide access to more than eight units in some floors, this is compensated by the fact that they provide access to less than eight units on upper floors as the buildings set back.

8.3.4 The corridors widths will be maximised, they will be well lit, and benefit from ventilation systems to ensure thermal cooling. There will be ample space in front of stairs and lifts larger than the minimum standards and the cores will comply with fire and safety standards. The travelling distances to facilities such as waste storage will be minimised.

**Key**

Residential lobby

**Private**

Studio

1 bed

2 bed

3 bed

**Affordable rent**

1 bed

2 bed

3 bed


Figure 8.12: Level 7 - Residential layout

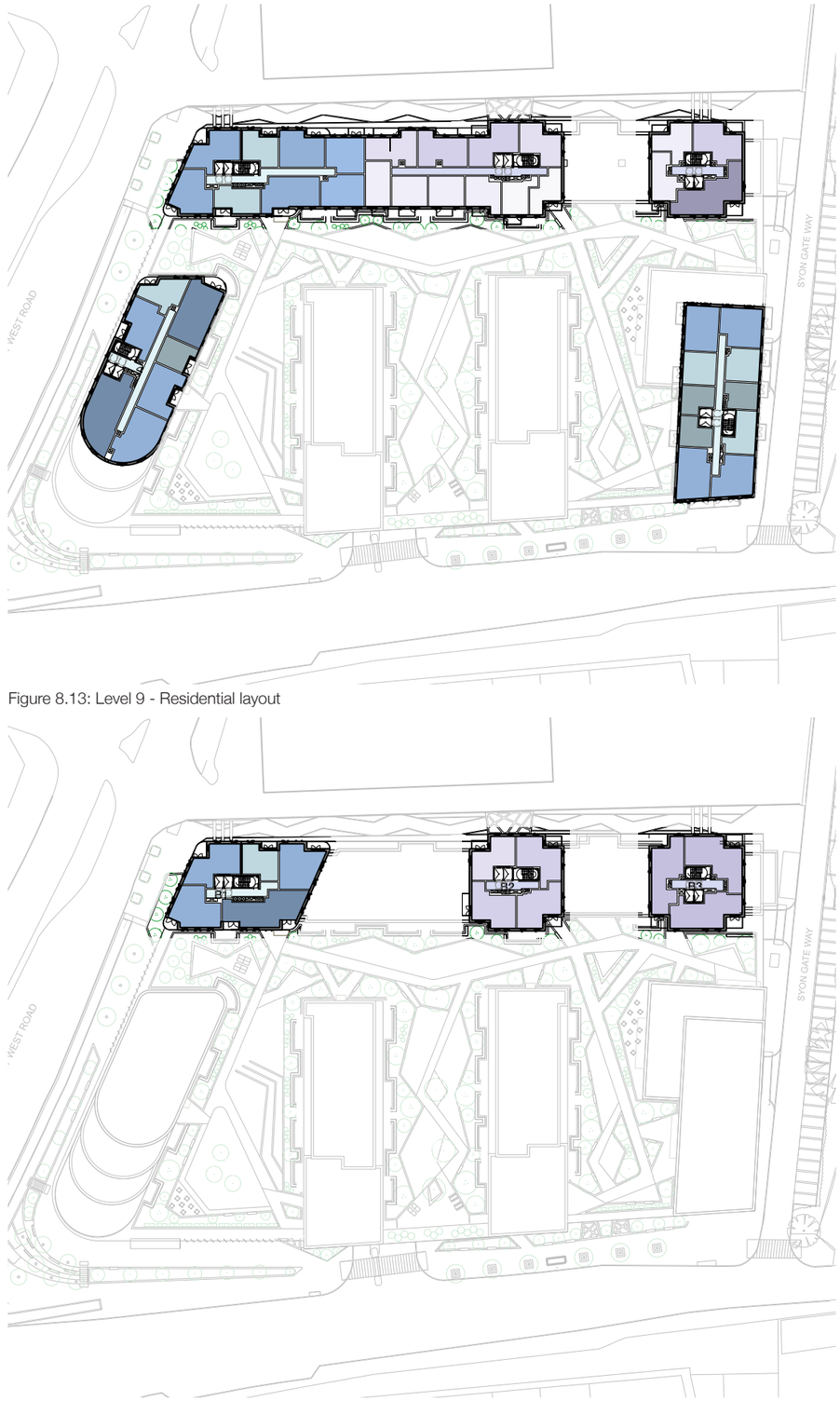



Figure 8.13: Level 9 - Residential layout




Figure 8.14: Level 10 - Residential layout




Figure 8.15: Level 13 - Residential layout

**Key**

Residential lobby

**Private**

Studio

1 bed

2 bed

3 bed

**Affordable rent**

1 bed

2 bed

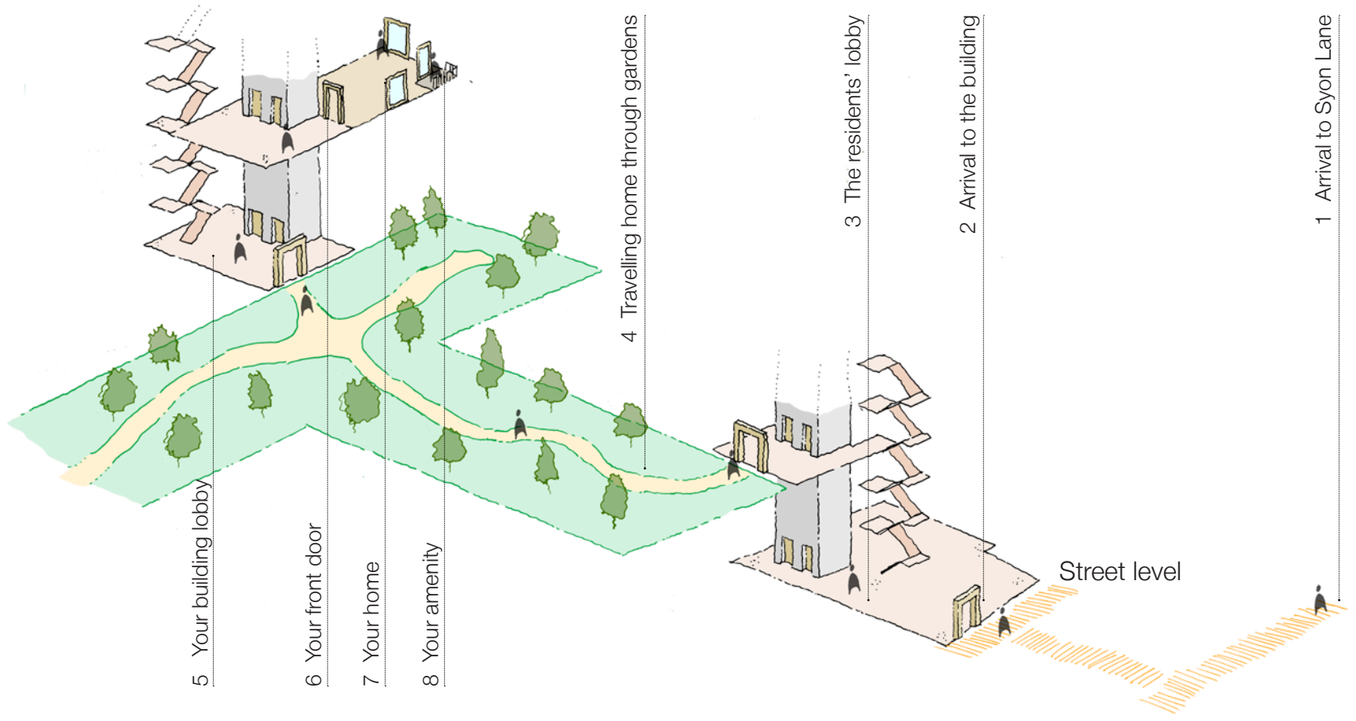
3 bed

1 Arrival to Syon Lane

2 Arrival to the building

3 The residents' lobby

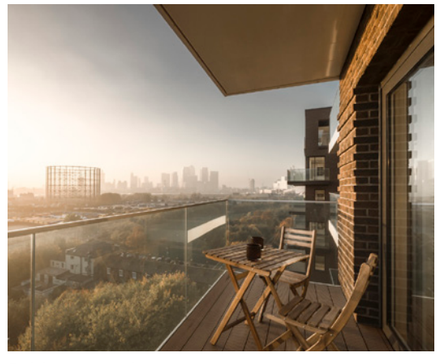
4 Travelling home through gardens




5 Your building lobby

6 Your front door

7 Your home



8 Your amenity

## 8.4 Residents' experience: the journey home

8.4.1 The high quality design is not exclusive to the internal residential spaces, extending to the totality of the journey home. This includes the design of the landscape at the approach routes, communal entrances, lobbies and circulation corridors.

8.4.2 The pedestrian journey home from Syon Lane station has been carefully designed to provide a great experience for residents. This journey is a sequence of 8 stages:

1. Arrival at Syon Lane: upon exit from Syon Lane station, the building announces itself through the corner marker typology.
2. Arrival to the building: the arrival to the building is announced with a cut-out on ground floor, which is located by the pedestrian crossing and gives access to the residents' lobby.
3. The residents' lobby: a communal entrance for all residents with a variety of facilities. This lobby is linked to the residents' garden and other communal facilities via lifts.
4. Travelling through gardens: the residents walk to their building entrance through the landscaped podium gardens.
5. Your building entrance: building entrances pour into the landscape at level 4 to allow residents access their building.
6. Your front door: within their buildings, residents use their particular core lift to reach their front door.
7. Your home: the front door marks the threshold to the home. Ample entrance lobbies will be provided.
8. Your amenity: the final stage in the journey is the private external amenity, a space where residents can enjoy fresh air and views.

## 8.5 Daylight, sunlight and aspect

8.5.1 Policy D6 of the London Plan (Intend to publish version December 2019) states: “Housing development should maximise the provision of dual aspect dwellings and normally avoid the provision of single aspect dwellings. A single aspect dwelling should only be provided where it is considered a more appropriate design solution to meet the requirements of Part B in Policy D3 Optimising site capacity through the design-led approach than a dual aspect dwelling, and it can be demonstrated that it will have adequate passive ventilation, daylight and privacy, and avoid overheating”.

8.5.2 The layout of the buildings has been carefully designed to maximise optimal levels of daylight and sunlight within the homes. Furthermore, the arrangement of buildings and massing has considered the overshadowing to the public realm and amenity spaces. Further detail on this can be found on the Daylight and Sunlight report submitted as part of this application.

8.5.3 The arrangement of homes and design of internal layouts have been designed to maximise dual aspect and semi dual aspect homes. The scheme delivers an overall 65% of dual and semi-dual aspect homes. There is a very low percentage of north facing single aspect homes.

8.5.4 In order to secure good levels of daylight within single aspect homes, the scheme has been designed to:

- Minimise the number of 2 and 3 bedroom single aspect homes.
- Minimise the depth of the home layout to improve daylight levels.
- Maximise size of glazing to secure good levels of daylight and sunlight.
- Deliver carefully thought internal layouts that ensure good levels of daylight within primary activity zones, such as living spaces and desks within bedrooms.
- Maximise articulation in the north-west facing building (B) to create pop-outs in upper level which deliver a high proportion of dual aspect homes

8.5.5 Furthermore, most of single aspect homes enjoy good outlook from their windows to the podium gardens.

8.5.6 The arrangement of buildings and massing has been carefully considered to maximise direct sunlight into the podium gardens. More than 90% of the gardens enjoy more than two hours of direct sunlight on 21st March, therefore exceeding BRE Guidelines standard.


Figure 8.16: Level 5 - Dual aspect homes


Figure 8.17: Level 10 - Dual aspect homes

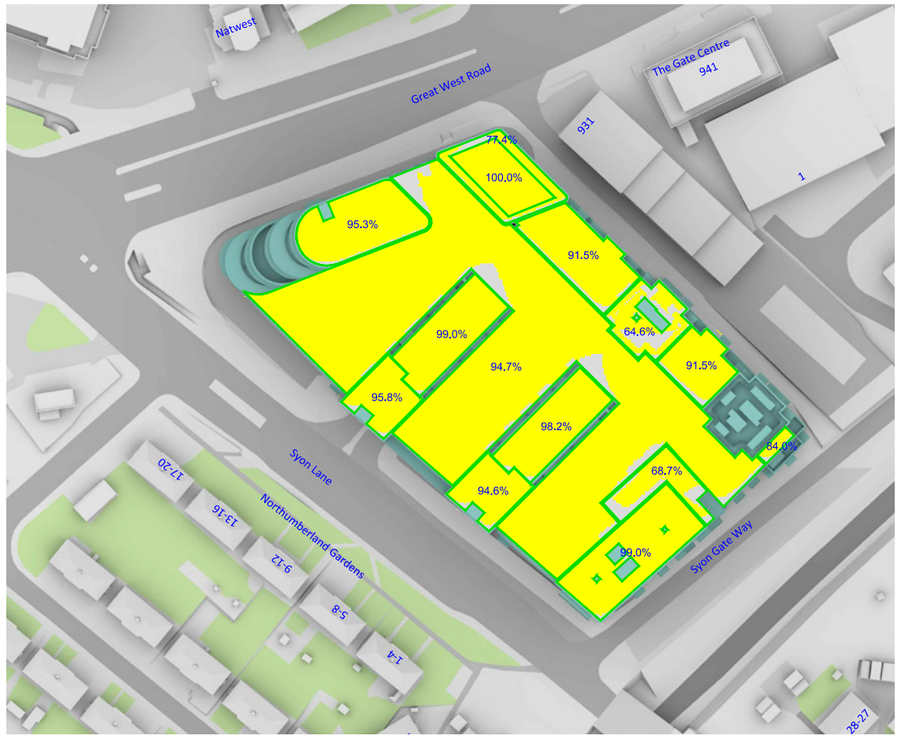



Figure 8.18: Diagram of sun on ground

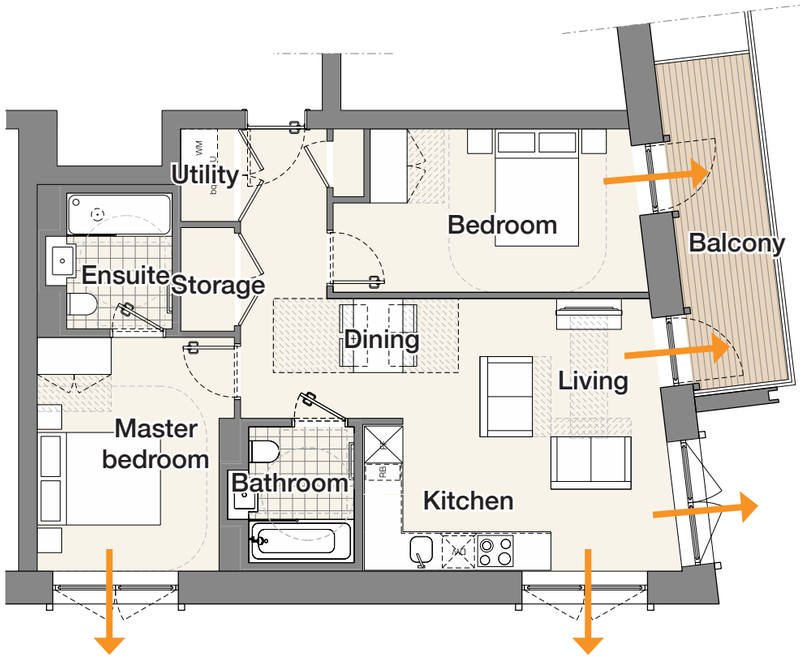



Figure 8.19: Example of dual aspect 2B4P home in building C

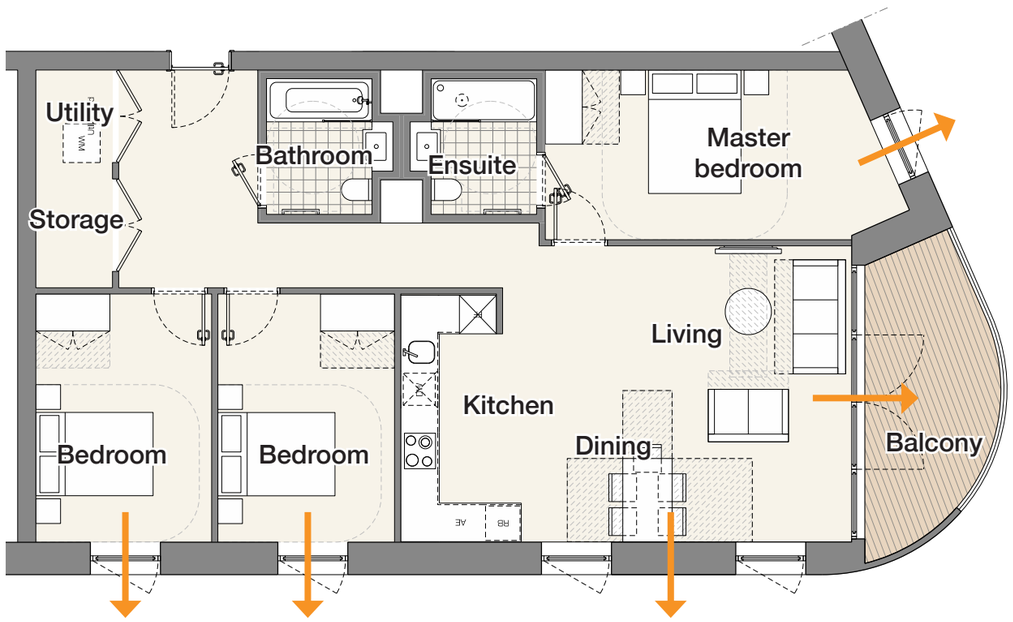



Figure 8.20: Example of dual aspect 3B6P home in building A

**Dual aspect typology**

8.5.7 The London Plan (Intend to publish version December 2019) defines a dual aspect dwelling as “one with openable windows on two external walls, which may be either on opposite sides of a dwelling or on adjacent sides of a dwelling where the external walls of a dwelling wrap around the corner of a building. The provision of a bay window does not constitute dual aspect”.

8.5.8 Dual aspect homes benefit from:

- Better daylight
- A greater chance of direct sunlight for longer periods
- Natural cross ventilation
- A greater capacity to address overheating
- Mitigating pollution
- A choice of views
- Access to a quiet side of the building
- Flexibility in the use of rooms, and potential for future adaptability by altering the use of rooms

8.5.9 Dual aspect homes are primarily delivered in the corner locations of all buildings.

Figure 8.22: Precedent interior of dual aspect home

Figure 8.23: Precedent interior of dual aspect home


Figure 8.21: Location of dual aspect homes

**Semi-dual aspect typology**

8.5.10 The core locations and resulting corridors in many of the buildings within the proposed scheme would normally result in a large proportion of single aspect apartments, providing dual aspect only in corner positions.

8.5.11 In order to improve the aspect of many homes and benefit from the dual aspect characteristics, a proportion of the homes within the scheme incorporate recesses or projections to create a second facade, which within the documentation are referred as 'semi-dual aspect'. These meet GLA's guidance by:

- Creating a length of secondary facade which is big enough to accommodate a window
- Using this wall to provide a full height door access to a balcony to provide cross ventilation
- Allowing oblique views from the living space
- Providing a minimum of one aspect to the living room orientated west, south or east

8.5.12 In addition, the semi-dual aspect typology benefits from:

- Increased privacy to bedroom from recessed balcony
- Better sense of enclosure/privacy to recessed balcony from adjoining apartments
- Improved living room sunlight as window is located to the face of the building, unshaded by a balcony
- Secondary outlook from living room
- Improved sunlight from secondary facade
- Cross-ventilation in living room through two openings located in different walls

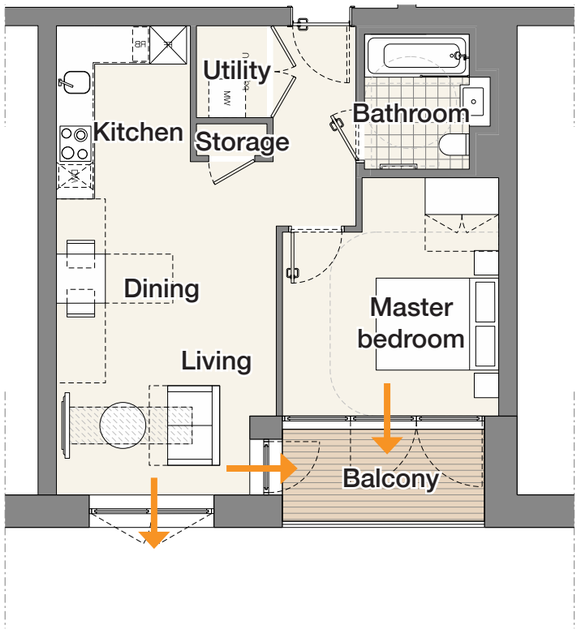



Figure 8.24: Example of semi dual aspect 1B2P home in building A

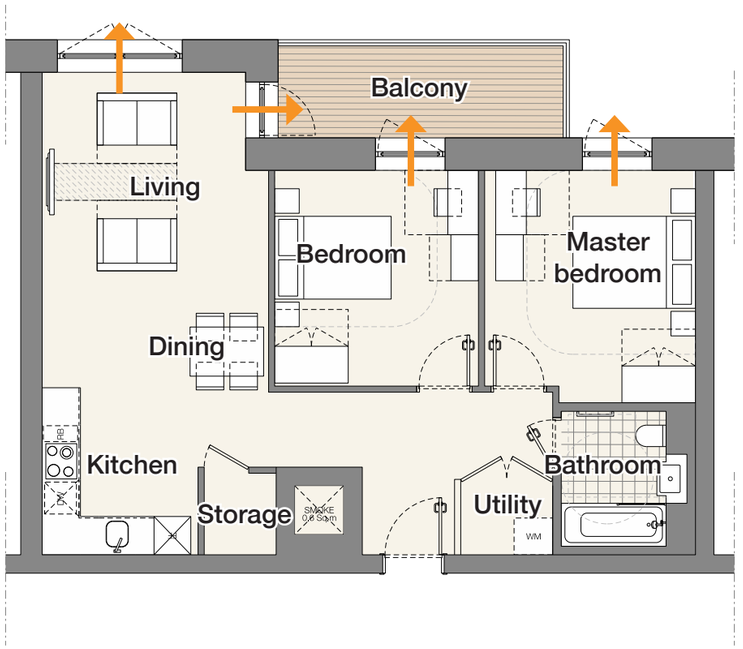



Figure 8.25: Example of semi dual aspect 2B4P home in building B2B3

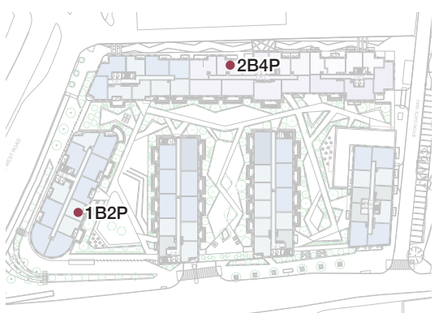



Figure 8.26: Location of semi dual aspect homes

Figure 8.27: Precedent interior of semi-dual aspect home

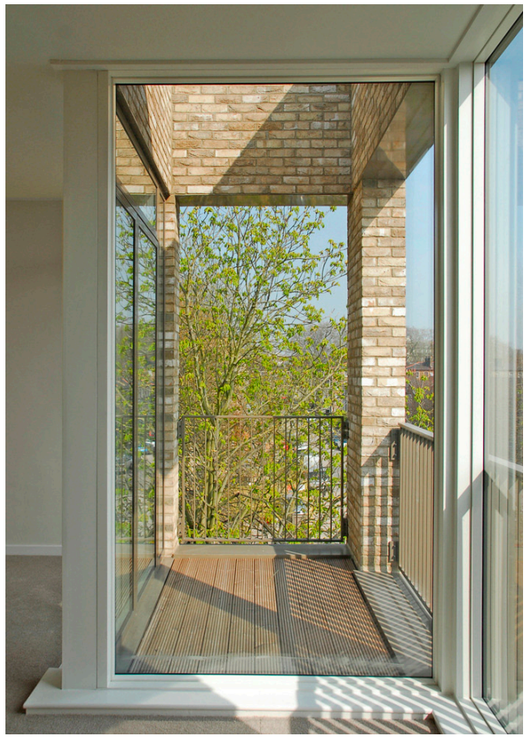


Figure 8.28: Precedent interior of semi-dual aspect home

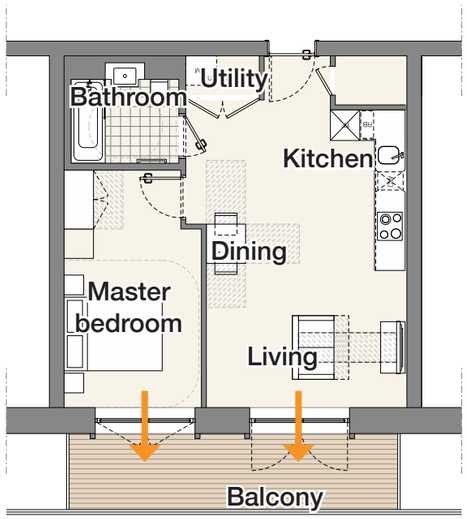



Figure 8.29: Example of single aspect 1B2P home in building C

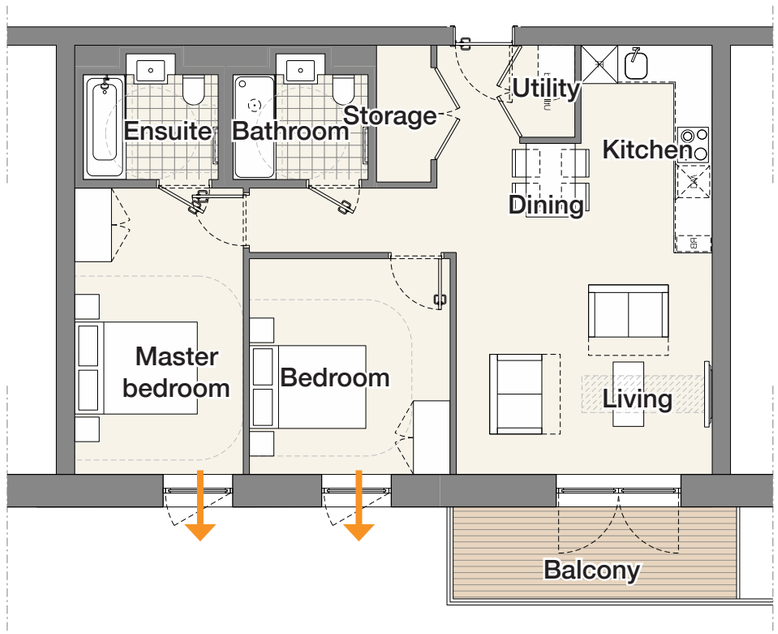



Figure 8.31: Example of single aspect 2B4P home in building D

Figure 8.32: Precedent interior of single aspect home

**Single aspect typology**

8.5.13 The London Plan (Intend to publish version December 2019) contemplates the inclusion of single aspect dwellings "where it is considered a more appropriate design solution to meet the requirements of Part B in Policy D3 Optimising site capacity through the design-led approach than a dual aspect dwelling, and it can be demonstrated that it will have adequate passive ventilation, daylight and privacy, and avoid overheating".

8.5.14 The scheme has been designed to minimise the number of single aspect units. There is a very low percentage of north facing single aspect homes.

8.5.15 In order to secure good levels of daylight within single aspect homes, the scheme has been designed to:

- Minimise the number of 2 and 3 bedroom single aspect homes.
- Minimise the depth of the home layout to improve daylight levels.
- Maximise size of glazing to secure good levels of daylight and sunlight.
- Deliver carefully thought internal layouts that ensure good levels of daylight within primary activity zones, such as living spaces and desks within bedrooms.
- Maximise articulation in the north-west facing building (B) to create pop-outs in upper level which deliver a high proportion of dual aspect homes

8.5.16 Furthermore, most of single aspect homes enjoy good outlook from their windows to the podium gardens.


Figure 8.30: Location of single aspect homes

## 8.6 Private amenity

8.6.1 Policy D6 of the London Plan (Intend to publish version December 2019) states : “a minimum of 5 sqm of private outdoor space should be provided for 1-2 person dwellings and an extra 1 sqm should be provided for each additional occupant, and it must achieve a minimum depth and width of 1.5m”.

8.6.2 All homes have private outdoor amenity space, in the shape of a balcony, which complies with the minimum area and depth/width requirements.

- Building A: inset balconies across all levels, internalised amenity and terraces.
- Building B1: inset balconies across all façades
- Building B2B3: projecting balconies
- Building C: projecting balconies
- Buildings D&E: projecting balconies

8.6.3 All external private amenity spaces enjoy good air quality and noise levels.

8.6.4 All balconies have level access.

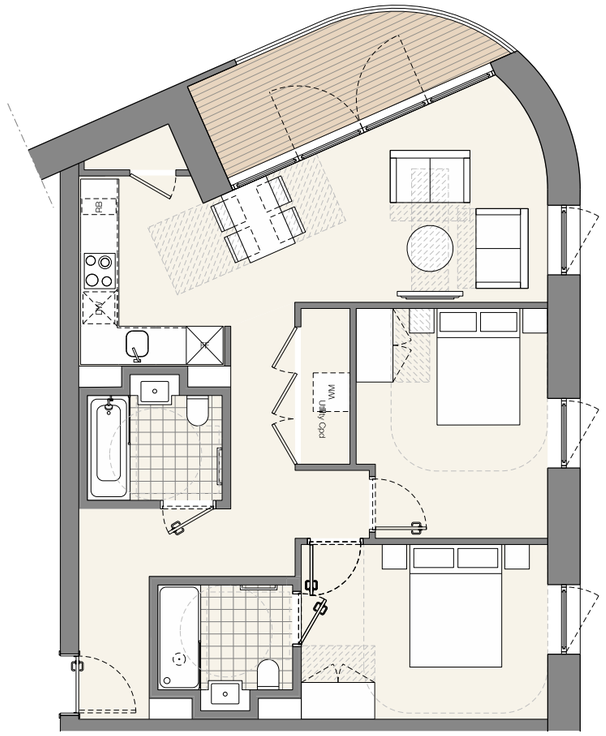



Figure 8.36: Dwelling with inset balcony in building A

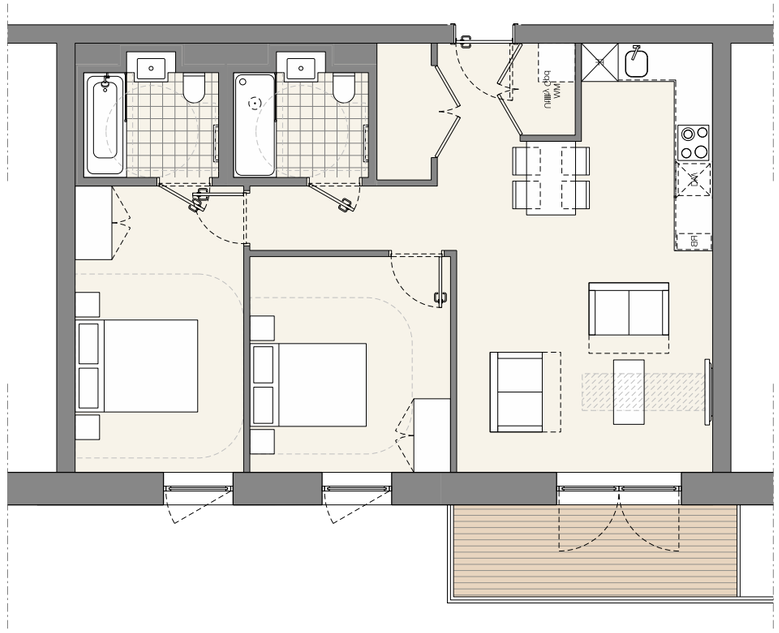



Figure 8.37: Dwelling with projecting balcony in building D

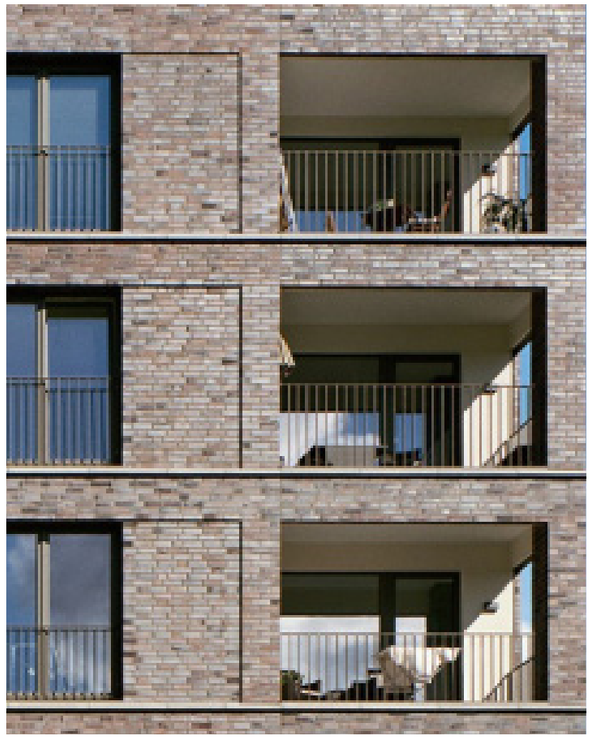


Figure 8.33: Precedent image of inset balcony

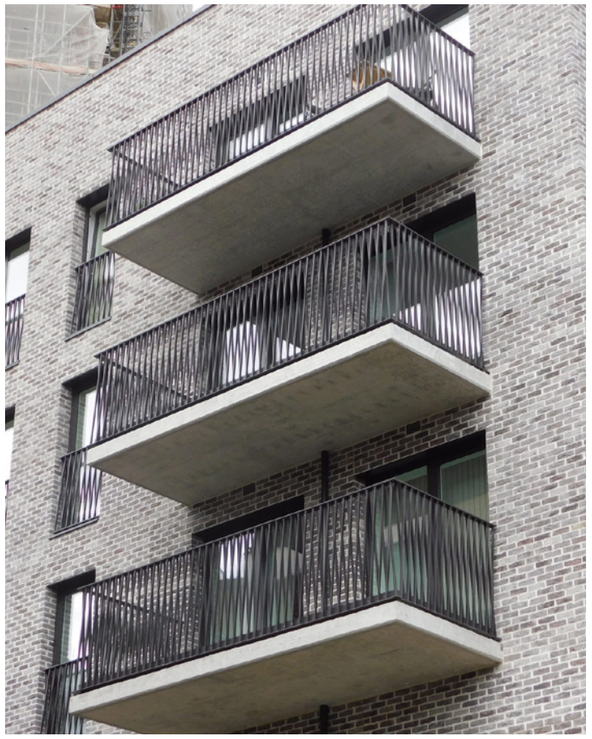


Figure 8.34: Precedent image of projecting balcony

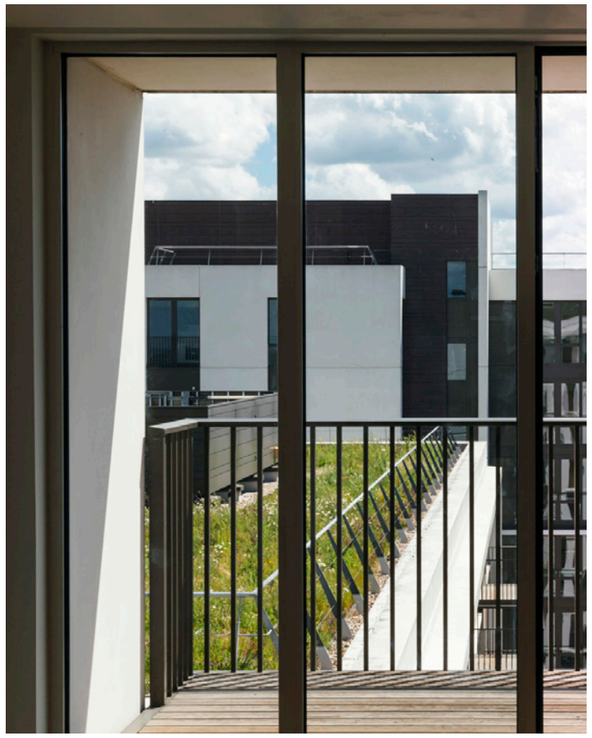


Figure 8.35: Precedent image of access to balcony

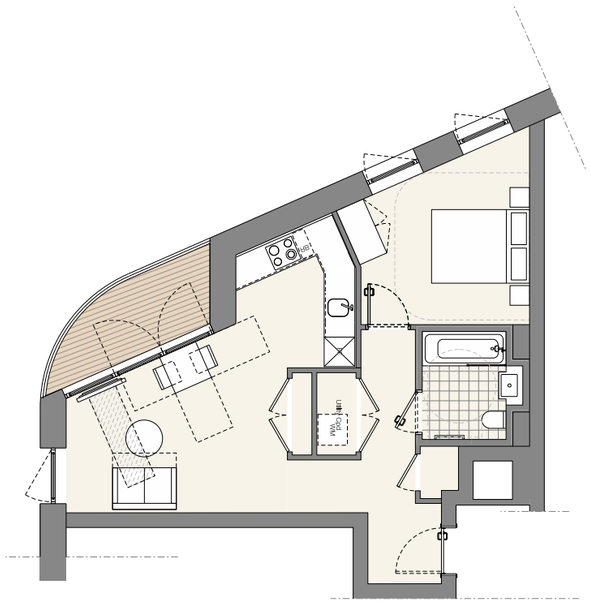


Figure 8.39: Building A - 1B2P typical layout

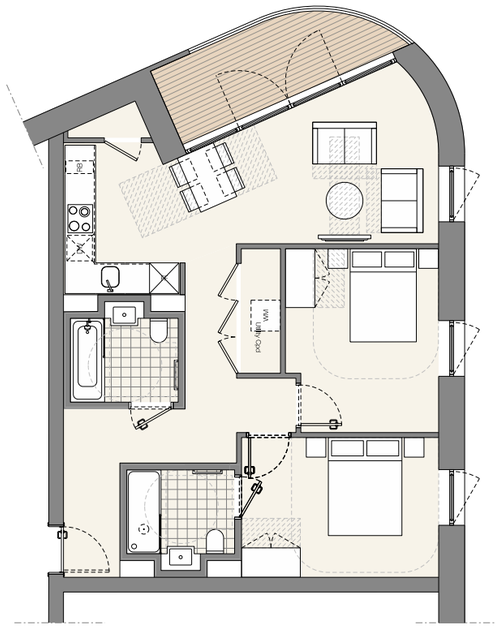


Figure 8.40: Building A - 2B4P typical layout

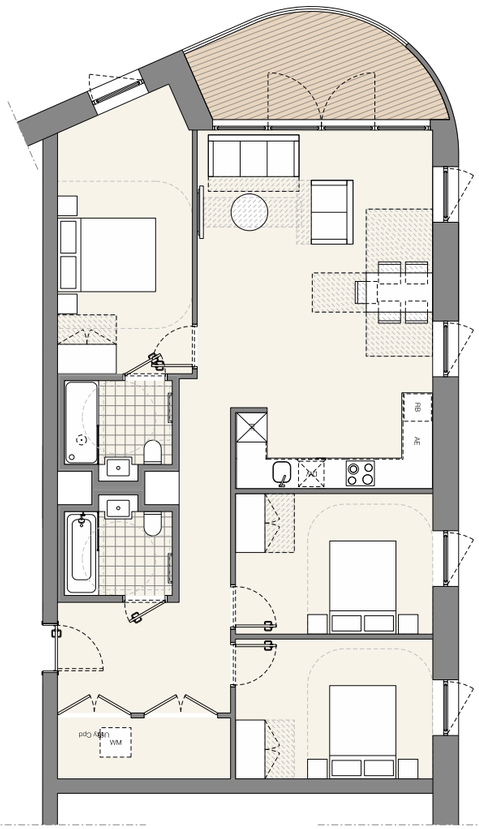


Figure 8.41: Building A - 3B5P typical layout

## 8.7 Quality of homes

8.7.1 In order to ensure residential quality, careful consideration has been given to internal living standards for each dwelling.

8.7.2 Buildings have been designed to deliver high quality homes. Tall ceilings, generous glazing and careful arrangement of living spaces will maximise views and sunlight or daylight entering the habitable rooms for part of the day, particularly the living room areas, kitchen dining spaces and bedrooms. Parallel considerations on privacy and overheating ensure a balance is achieved between these objectives.

8.7.3 A variety of dwelling types will be delivered, providing all homes with good levels of private amenity with level access to one or more balconies or terraces in frontages where air quality and noise is acceptable.

**Building A**

8.7.4 Figure 8.39 to Figure 8.41 illustrate some of the typical apartment layouts of building A.

8.7.5 The layouts of the homes have been designed to achieve high standards of living, which include:

- Ample entrance lobbies with access to storage cupboards where possible.
- Wide corridors to distribute spaces in the home.
- Enough storage space for the relevant occupancy and utility cupboard with washing machine/dryer.
- Large living space with combined kitchen, dining and lounge area.
- Balcony or terrace with access from living area and great outlook.
- Large bedrooms with enough space for king size beds and ancillary furniture.
- Dual aspect where possible.


Figure 8.42: Building A level 05 - Location of apartments


Figure 8.38: Building A level 08 - Location of apartments

**Building B1**

8.7.6 Figure 8.43 to Figure 8.45 illustrate some of the typical apartment layouts of building B1.

8.7.7 The layouts of the homes have been designed to achieve high standards of living, which include:

- Ample entrance lobbies with access to storage cupboards where possible.
- Wide corridors to distribute spaces in the home.
- Enough storage space for the relevant occupancy and utility cupboard with washing machine/dryer.
- Large living space with combined kitchen, dining and lounge area.
- Balcony with access from living area and great outlook.
- Large bedrooms with enough space for king size beds and ancillary furniture.
- Dual aspect where possible.

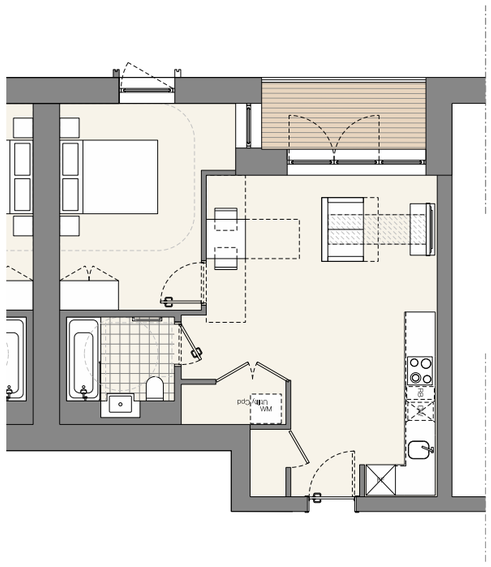


Figure 8.43: Building B1 - 1B2P typical layout

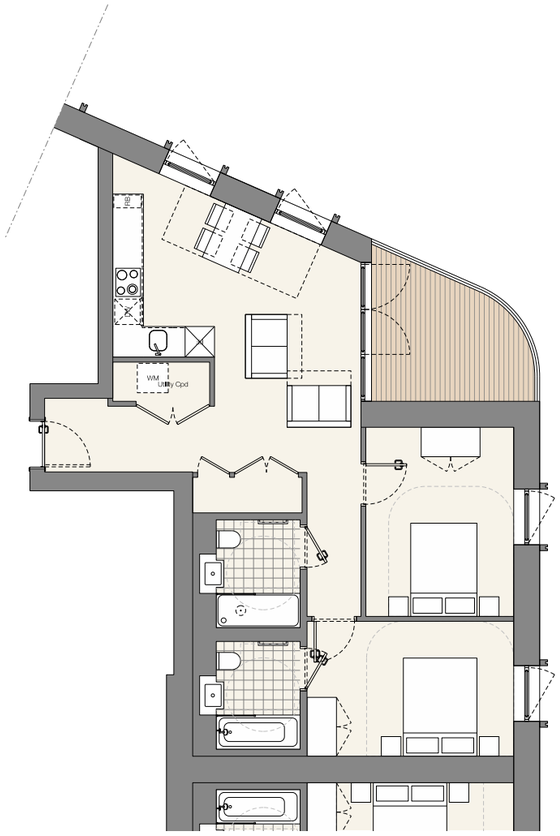


Figure 8.44: Building B1 - 2B4P typical layout

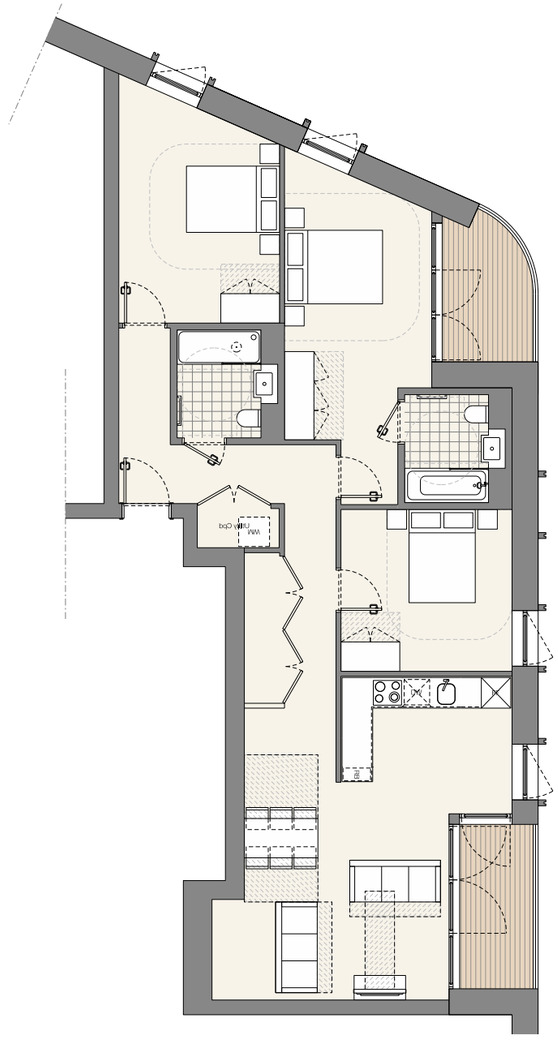


Figure 8.45: Building B1 - 3B5P typical layout

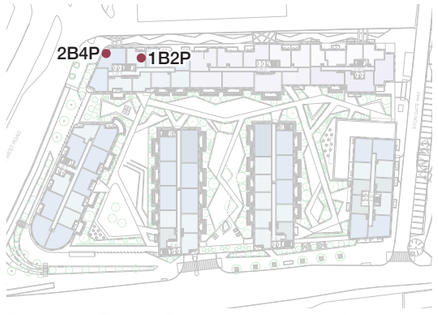



Figure 8.46: Building B1 level 05 - Location of apartments

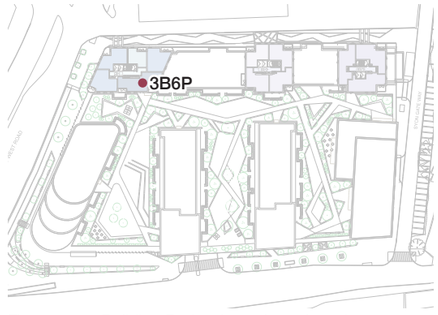



Figure 8.47: Building B1 level 13 - Location of apartments

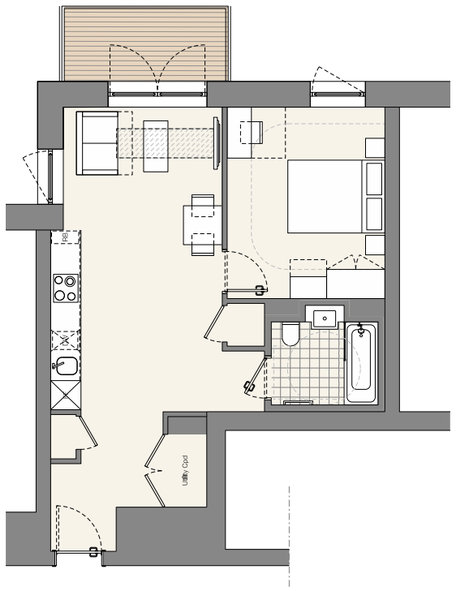



Figure 8.48: Building B2 - 1B2P typical layout

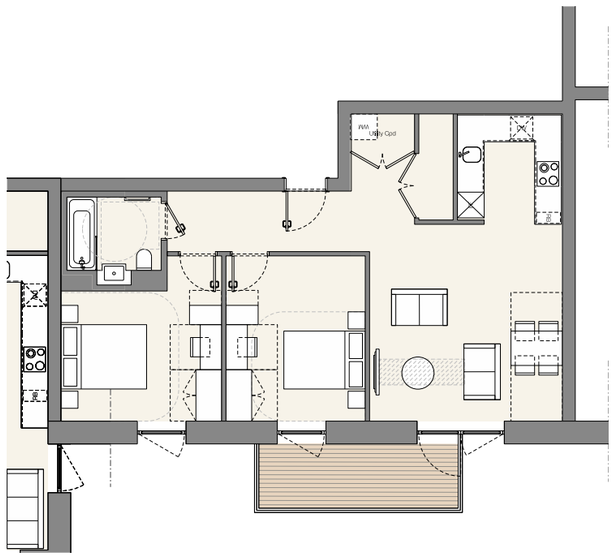



Figure 8.50: Building B2 - 3B5P typical layout

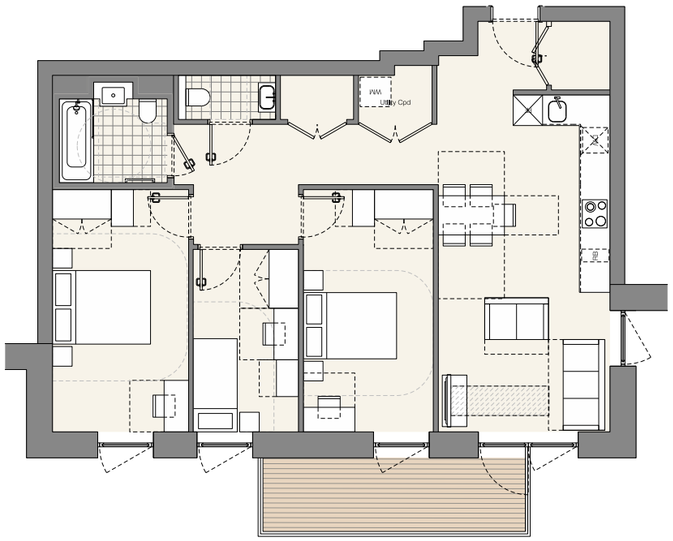



Figure 8.49: Building B2 - 2B4P typical layout

**Building B2B3**

8.7.8 Figure 8.48 to Figure 8.50 illustrate some of the typical apartment layouts of building B2.

8.7.9 The layouts of the homes have been designed to achieve high standards of living, which include:

- Ample entrance lobbies with access to storage cupboards where possible.
- Wide corridors to distribute spaces in the home.
- Enough storage space for the relevant occupancy and utility cupboard with washing machine/dryer.
- Large living space with combined kitchen, dining and lounge area.
- Balcony with access from living area and great outlook.
- Large bedrooms with enough space for king size beds and ancillary furniture.
- Dual aspect where possible.


Figure 8.51: Building B2B3 level 05 - Location of apartments

**Building C**

8.7.10 Figure 8.52 and Figure 8.53 illustrate some of the typical apartment layouts of building C.

8.7.11 The layouts of the homes have been designed to achieve high standards of living, which include:

- Ample entrance lobbies with access to storage cupboards where possible.
- Wide corridors to distribute spaces in the home.
- Enough storage space for the relevant occupancy and utility cupboard with washing machine/dryer.
- Large living space with combined kitchen, dining and lounge area.
- Balcony with access from living area and great outlook.
- Large bedrooms with enough space for king size beds and ancillary furniture.
- Dual aspect where possible.

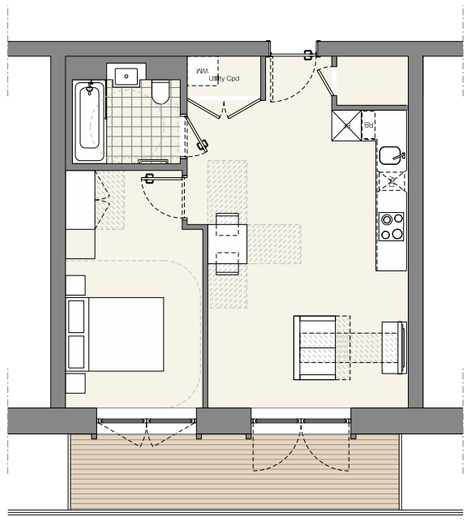



Figure 8.52: Building C - 1B2P typical layout

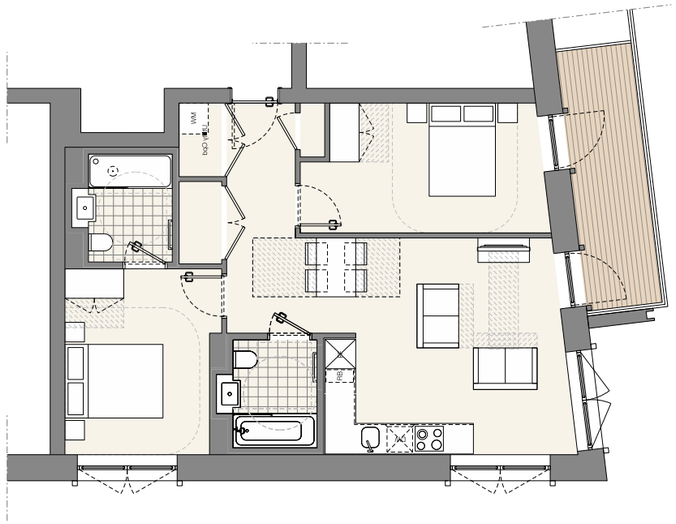



Figure 8.53: Building C - 2B4P typical layout

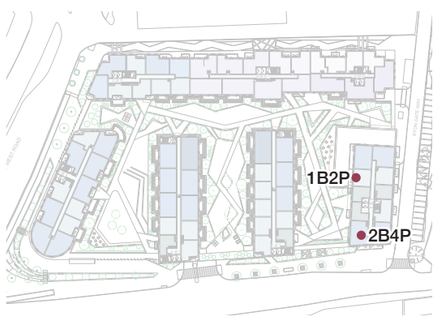



Figure 8.54: Building C level 05 - Location of apartments

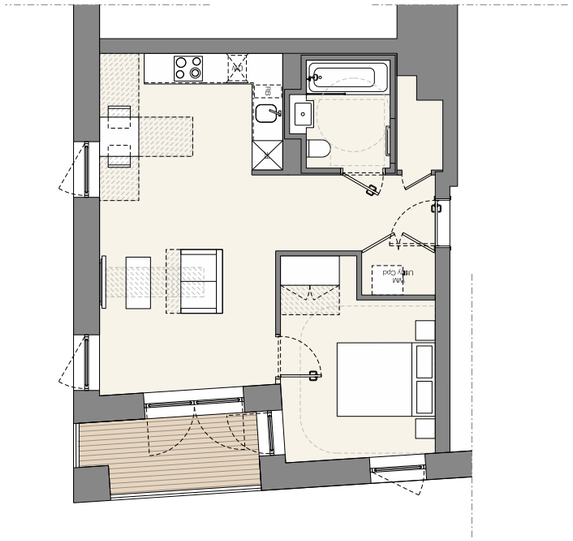


Figure 8.56: Building D/E - 1B2P typical layout

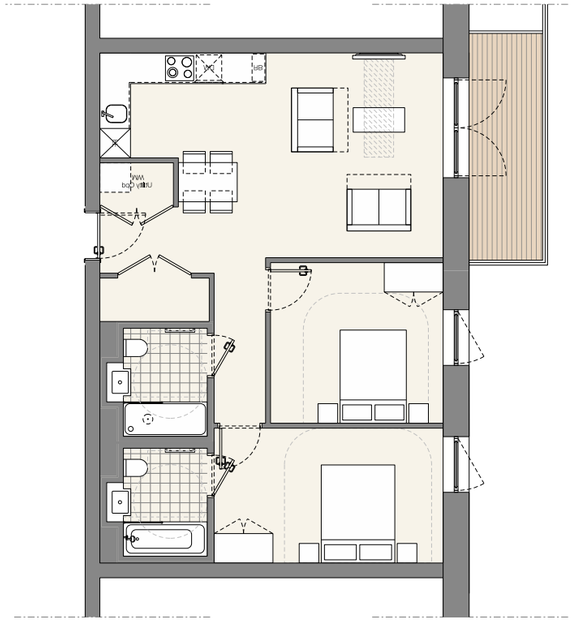


Figure 8.57: Building D/E - 1B2P typical layout

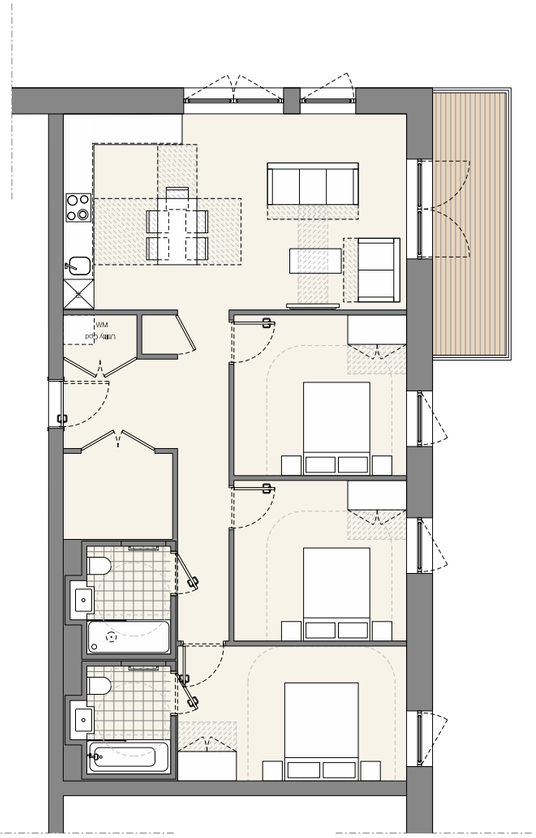


Figure 8.58: Building D/E - 2B4P typical layout

**Buildings D and E**

8.7.12 Figure 8.56 to Figure 8.58 illustrate some of the typical apartment layouts of buildings D and E.

8.7.13 The layouts of the homes have been designed to achieve high standards of living, which include:

- Ample entrance lobbies with access to storage cupboards where possible.
- Wide corridors to distribute spaces in the home.
- Enough storage space for the relevant occupancy and utility cupboard with washing machine/dryer.
- Large living space with combined kitchen, dining and lounge area.
- Balcony with access from living area and great outlook.
- Large bedrooms with enough space for king size beds and ancillary furniture.
- Dual aspect where possible.


Figure 8.59: Building C level 05 - Location of apartments

Figure 8.55: Building C - Location of typical apartments

## 8.8 Inclusive design

8.8.1 This section of the Design and Access Statement details the philosophy and approach to inclusive and accessible design which has formed part of the development process and is reflected in the proposals.

8.8.2 The design aspiration for Syon Gardens is the creation of an inclusive environment throughout, to be experienced by all residents, visitors, people working or using the commercial space and the wider community, including those with disabilities. This approach considers the requirements of all users; notably those with mobility impairments, blind or partially sighted and people with difficulty of hearing.

8.8.3 In doing so it also considers the needs of older people and those with small children. The result is a development that maximises independence, comfort and dignity for residents and visitors alike.

8.8.4 The inclusive design strategy aims to fulfil the following set of goals:

- To maximise access to all parts of the development, its services and facilities as required by local, regional and national policy;
- To ensure that appropriate standards for accessibility are met at the outset and as part of mainstream inclusive design wherever possible;
- To design inclusively, which means designing beyond the minimum requirements of the Building Regulations Part M, to ensure that all people, regardless of age, sex or ability can use and enjoy the built environment;
- To address the anticipated increase of older people in proportion to the working class population in the near future and their needs;
- To meet the aims of the Equality Act, where applicable; and
- To follow design guidance given in relevant British Standards and other currently published good practice guidance about meeting the needs of disabled people.

**Design standards**

8.8.5 The scheme has been developed with reference to the following standards:

- The Equality Act 2010;
- Building Regulations 2015 + 2016 amendments Approved Document M: access to and use of buildings;
- Building Regulations 2013 Approved Document K: protection from falling, collision and impact;
- British Standard BS 8300-1:2018: Design of an accessible and inclusive built environment. External environment - code of practice;
- British Standard BS 8300-2:2018: Design of an accessible and inclusive built environment. Buildings - code of practice;
- British Standard BS 9266:2013: Design of accessible and adaptable general needs housing - code of practice;
- National Planning Policy Framework 2019 (NPPF), Ministry of Housing, Communities & Local Government (MHCLG);
- Hounslow Local Plan 2015
- The London Plan (Intend to publish version December 2019);
- The Mayor of London Housing SPG (2017);
- Mayor of London Accessible London SPG (2014);
- MHCLG Technical Housing Standards (2016);
- St. Edward design brief

**Development overview**

Syon Gardens will provide:

- 10% dwellings to be ADM4(3) compliant;
- 90% dwellings to be ADM4(2) compliant;
- Balconies designed in compliance with ADM and GLA standards;
- All wheelchair accessible dwellings located in upper floors to be served by two lifts;
- Public realm to be wheelchair friendly, including the residential courtyards;
- Public realm to be suitable for those visually impaired;
- Accessible housing to be delivered across all tenures and in a range of different sizes;
- All homes in the Social Rent tenure to be fully adaptable and homes in the Affordable Intermediate to be easily adaptable in accordance with the provisions in ADM4(3);
- Accessible parking bays to be provided as close as possible to ADM4(3) compliant dwellings; and
- Enlarged cycle parking to be provided within the cycle stores of each block and accessible to use by residents regardless of dwelling size, tenure or accessibility level.

**Communal spaces and access routes**

8.8.6 The approach routes to the residential cores are designed to be inclusive, with gentle gradients, suitably paved surfaces and good lighting levels. The proposed scheme does not include any external stepped access routes.

8.8.7 Communal routes have been designed to comply with applicable Building Regulations, the Mayor of London Accessible London SPG and the Draft New London Plan, in particular with clause 3.5.2 of the DNLP (**Policy D5**):

> "Where any part of an approach route including the vertical circulation in the common parts of a block of flats is shared between dwellings of different categories (i.e. M4(2) and M4(3)), the design provisions of the highest numbered category of dwelling served should be applied, to ensure that people can visit their neighbours with ease and are not limited by the design of communal areas."

**Lifts and stairs**

8.8.8 All cores comprise two lifts, for back-up in case of temporary failure or maintenance. Both lifts are sized to accommodate at least a manual or electrically powered wheelchair and one accompanying person as set out in Table 4 of BS8300-2:2018. One of the lifts at each core is sized to 13-Person capacity, increasing flexibility.

8.8.9 During detail design stage, careful consideration will be given to the finishes and design of the lifts to ensure they are not only suitable for those with low mobility but also for users which are hard of hearing, or visually impaired by providing measures such as sound announcements and adequate contrast and lighting. Lift landings at all floors provide a 1500x1500mm clearance zone directly outside the lift and free of any door swings.

8.8.10 All common stairs will be designed in accordance with ADK, with dimensions that suit ambulant disabled people and visual contrast to aid partially sighted users. Handrails will be installed at 900mm above nosings, and will extend 300mm beyond the top and bottom riser, with a closed loop to prevent clothing from being caught.

**Entrances and circulation**

8.8.11 Any internal access route is a minimum 1200mm wide and all lobbies provide a minimum 1570mm distance between door swings. Entry systems such as video or audio entry systems, fobs or similar are to be designed and located so that they are usable by all visitors and residents. They are to be mounted at an appropriate height and be possible to be activated with a closed fist and using minimal force.

8.8.12 Communal entrances will be fitted with double doors, each providing a minimum 850mm clearance and designed to provide accessible thresholds.

8.8.13 Internal corridors giving access to apartments will be typically 1500mm wide to facilitate circulation and never below 1200mm.

**Courtyard gardens**

8.8.14 The communal gardens level 4 have been designed to comply with the Mayor of London Housing SPG (**Standard 4**) which requires that communal open space "is accessible to disabled people including people who require level access and wheelchair users."

8.8.15 Access to the gardens will be step free via the communal core and available to all residents. All access points to the courtyards will be provided with accessible thresholds of suitable width in accordance with the requirements of Approved Document M.

8.8.16 All residential external doors will provide a minimum clearance width of 850mm. External routes within the courtyard will be provided with spaces for 1500mm diameter turning circles at regular intervals for ease of circulation and choice of turning points. These areas are integrated into the design in a natural way rather than defined, following the principles of inclusive design.

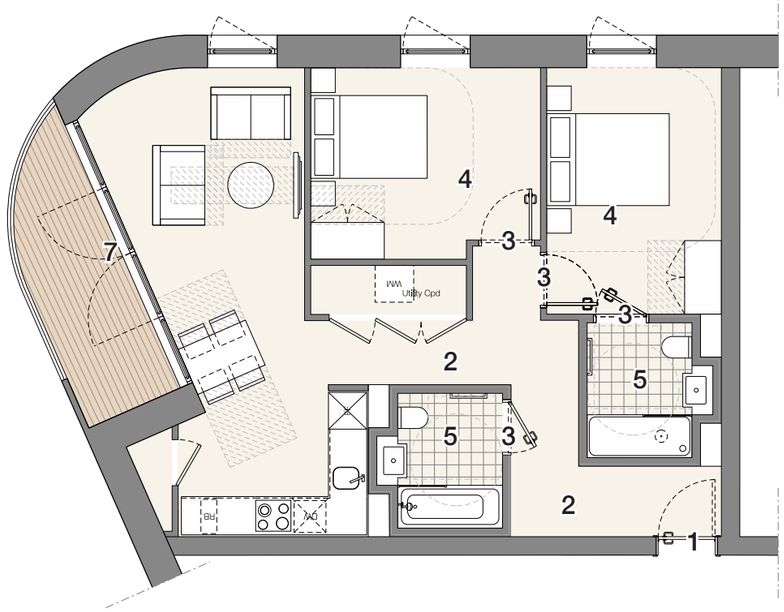



Figure 8.63: Building A - M4(2) home layout

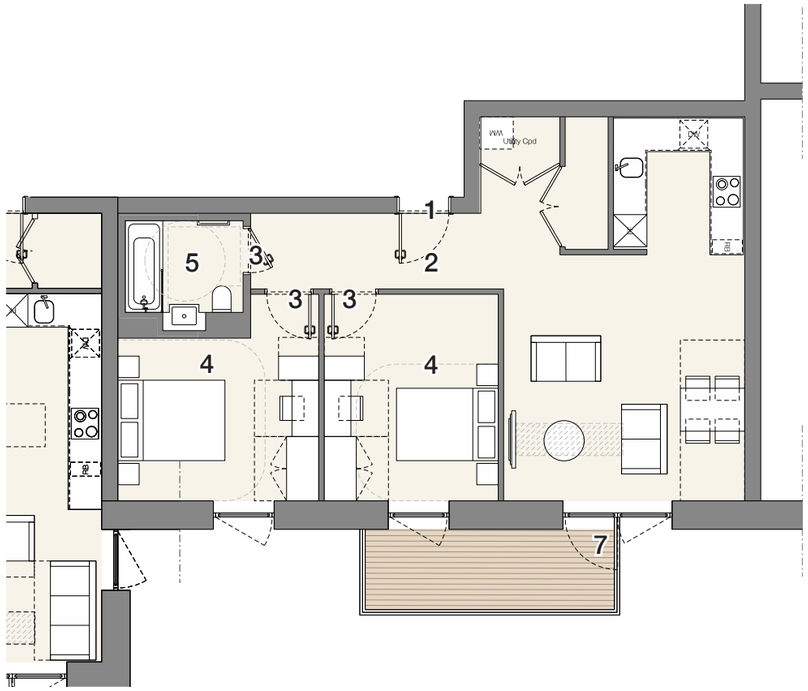



Figure 8.62: Building B - M4(2) home layout

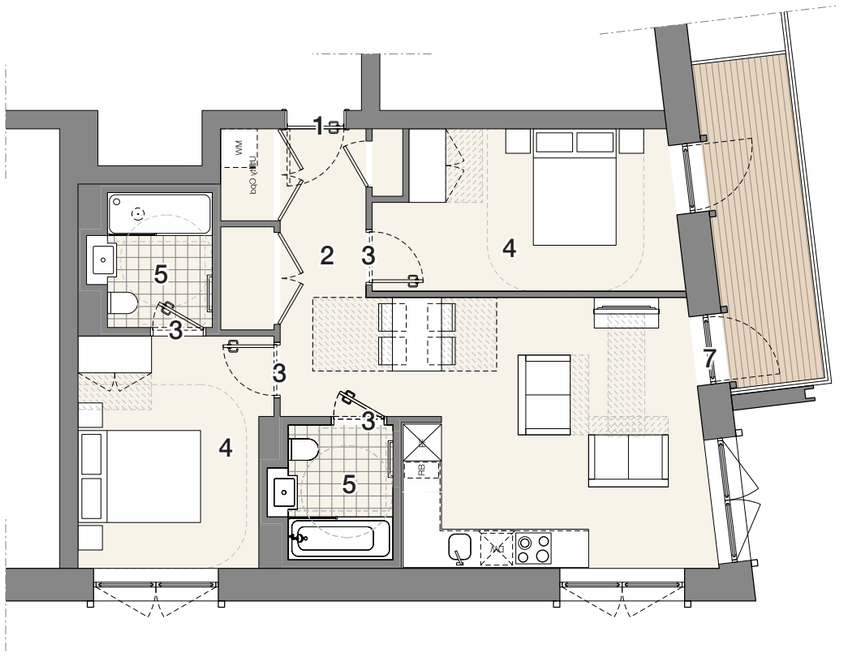



Figure 8.60: Building C - M4(2) home layout

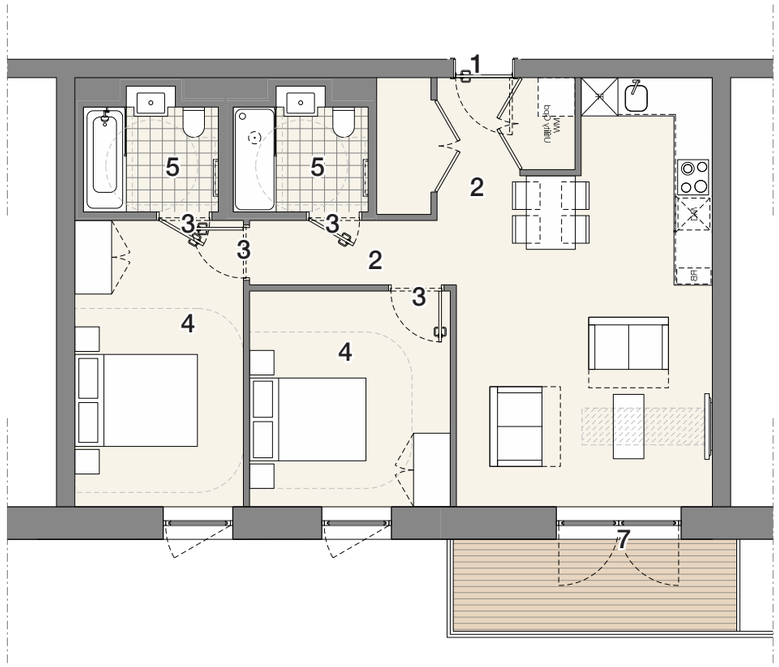



Figure 8.61: Buildings D&E - M4(2) home layout

**Part M4(2) Dwelling review**

8.8.17 Typical unit layouts are provided in this section of this report to demonstrate how the design has met the requirements under ADM4(2) design standards.

1. Entrance level door min 850mm clear opening width
2. Minimum clear width of every hall or landing is 900mm
3. Internal circulation doors within units min 800mm opening width
4. 750mm clear space to sides and foot of bed within at least one main bedroom
5. The bathroom meets the provisions of Diagram 2.5 of ADM4(2)
6. Capped floor drainage for future provision of shower
7. Balcony doors with clear opening width of 850mm

**Notes**

- All bathrooms provided with suitably reinforced walls for future adaptations
- Ceilings designed to support expanded bolt fixings
- Doors capable of opening beyond 90 degrees

### Part M4(3) Wheelchair user dwelling review

8.8.18 The proposed scheme will deliver 10% wheelchair user adaptable dwellings across all tenures.

8.8.19 Figure 8.65 details the number of dwellings which are adaptable for wheelchair users within each tenure.

8.8.20 Figure 8.64 to Figure 8.66 show typical unit layouts to demonstrate how the design has met the requirements under ADM4(3) design standards.

8.8.21 The wheelchair accessible/adaptable units have been designed in accordance with ADM4(3):

1. Entrance level door 850mm effective opening
2. Internal circulation doors within units with minimum 825mm opening widths
3. Bathroom adaptable to allow for level access shower cubicle
4. 1000mm approach to bed and transfer
5. Activity square 1200x1200mm clear of bed and other things
6. Balcony with clear opening door of 850mm
7. 1100 x 1700mm wheelchair charging zone
8. 1800 x 1500mm clear zone inside front door

**Notes**

- All bathrooms provided with suitably reinforced walls for grab rail installation
- Ceilings designed to support expanded bolt fixings
- Doors capable of opening beyond 90 degrees

| Tenure | Number of homes | M4(3a) homes | Percentage per tenure | Total percentage |
|---|---|---|---|---|
| **Private** | 309 | 33 | 10.7% | 7.0% |
| **Social rent** | 164 | 15 | 9.1% | 3.1% |
| **Total** | **473** | **48** | **-** | **10.1%** |

Figure 8.65: Schedule of M4(3a) dwellings

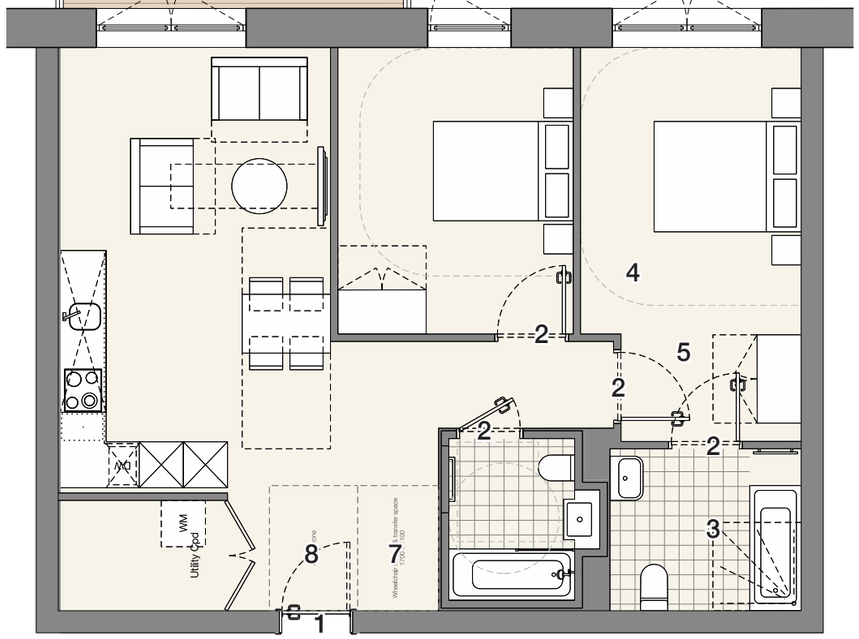



Figure 8.64: M4(3) home layout - 1

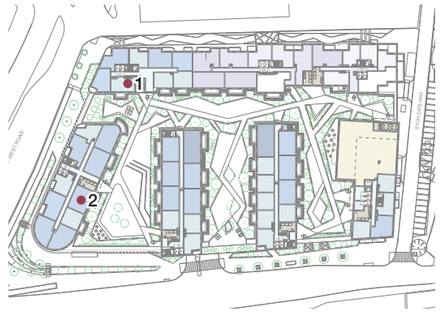



Figure 8.67: Level 04 - Location of apartments

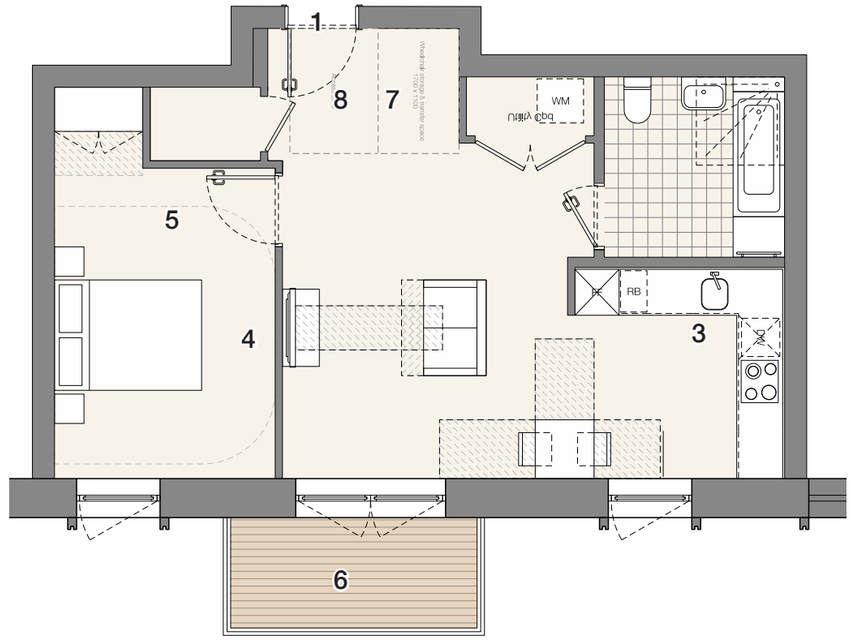



Figure 8.66: M4(3) home layout - 2

# 9.0 Access

## 9.1 Introduction

9.1.1 The Access Statement details the philosophy and approach to inclusive and accessible design which has been integrated into the design process and reflected in the public realm, parking arrangements, entrances, horizontal and vertical circulation arrangements and individual residential apartments. This report also considers all relevant sources of accessible design guidance.

9.1.2 The scheme has been developed to consider the needs of a wide range of people including those who are disabled. Residents, visitors, Tesco customers and Tesco employees are considered in the approach that has been adopted to accessing the built environment ensuring integration for all regardless of ability.

9.1.3 Figure 9.1 shows the main local existing access routes and the main proposed access locations for pedestrian, cars, cycles and servicing vehicles.

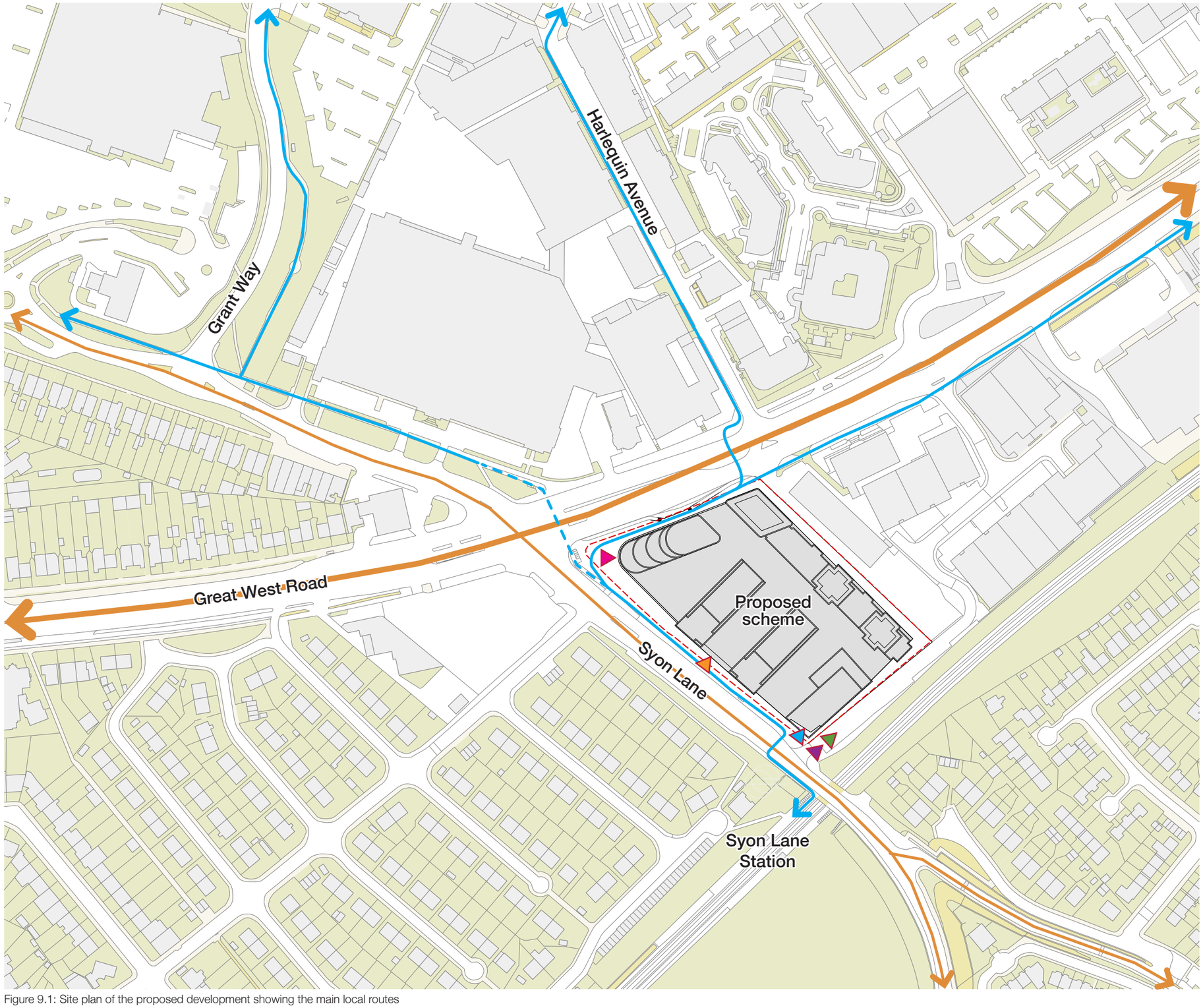



Figure 9.1: Site plan of the proposed development showing the main local routes

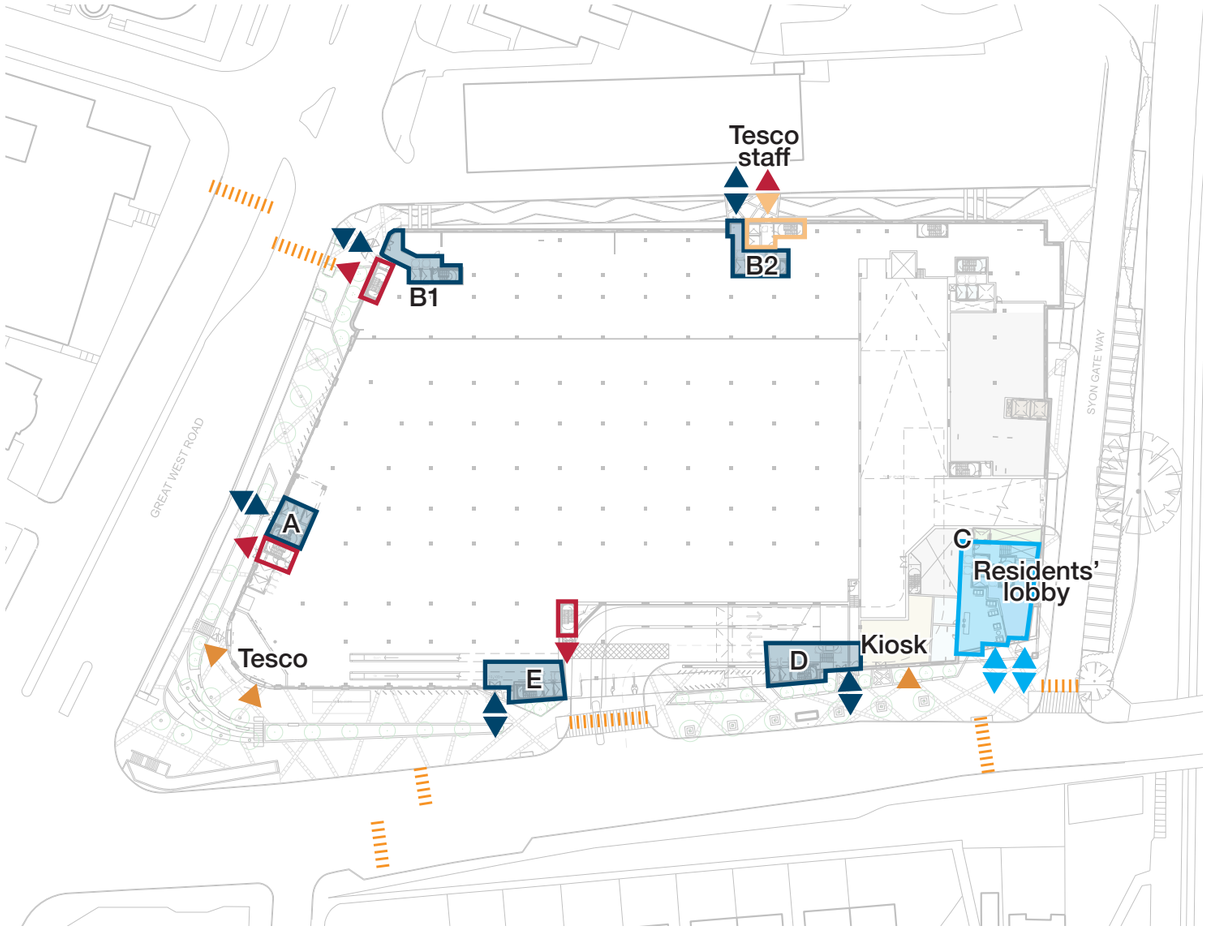



Figure 9.2: Ground floor - Pedestrian access

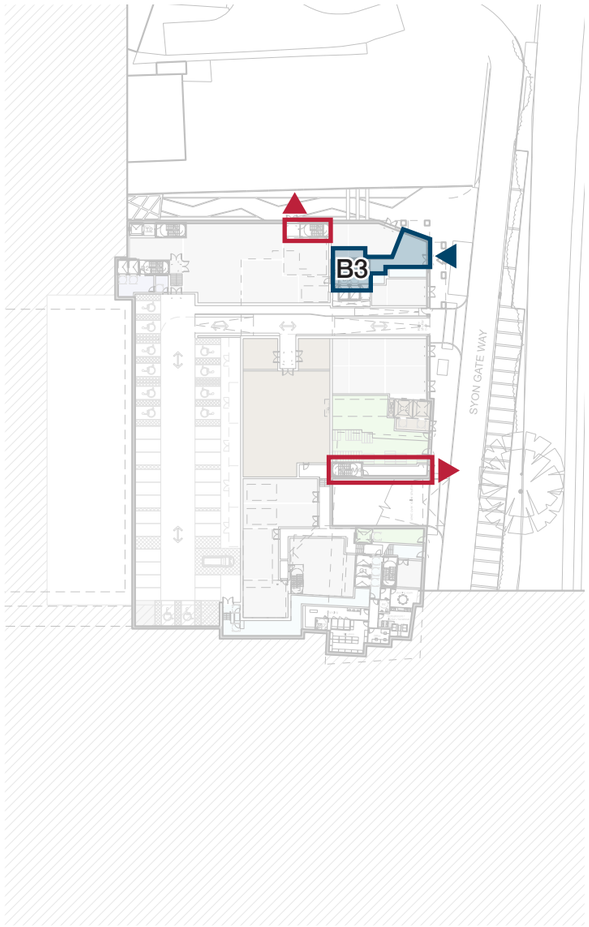



Figure 9.3: Lower ground floor - Pedestrian access

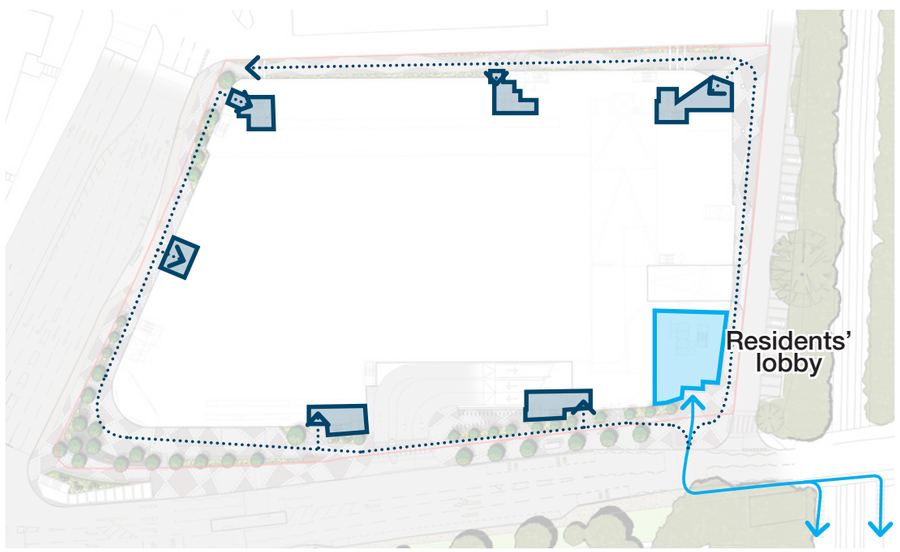



Figure 9.4: Ground floor - Pedestrian residential journey

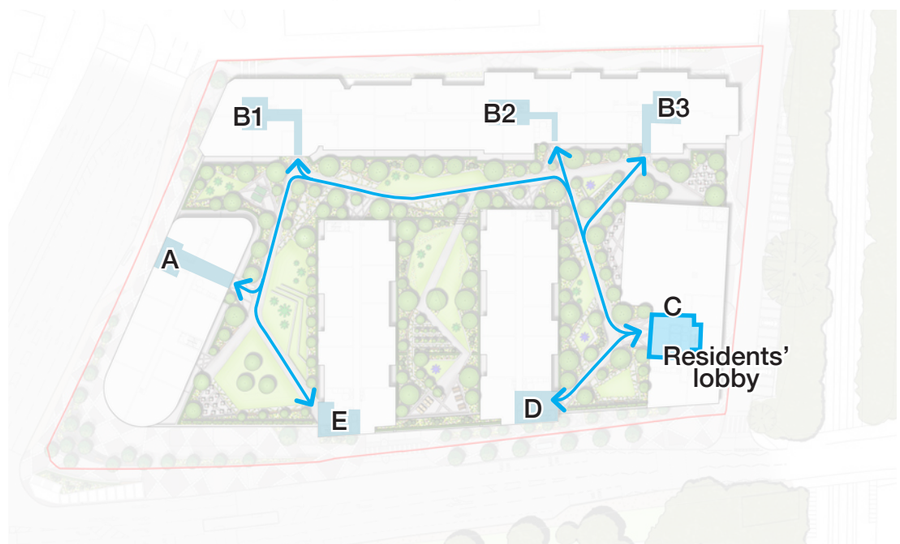



Figure 9.5: Level 4 - Pedestrian residential journey

## 9.2 Pedestrian access and circulation

9.2.1 Driven by the principles of the wider regeneration strategy and guided by TfL's Healthy Streets indicators, Syon Gardens is designed to create an environment that is accessible on foot as well as by mobility scooter or wheelchair.

9.2.2 The proposed development is surrounded on four sides by a public pedestrian pavement. The design of the street network and presence of demarcated footpaths will ensure a legible environment for pedestrians.

9.2.3 There are a series of existing crossings which will take people into the site from the other side of Syon Lane and the Great West Road. An underpass is located on the north end of the site that can be used to cross towards the Gillette Corner.

9.2.4 Figure 9.2 to Figure 9.5 illustrate the pedestrian access strategy for residential, commercial and emergency.

**Residential**

9.2.5 The entrance to the communal residents' lobby is on the corner of Syon Lane with Syon Gate Way. Its prominent location on the arrival corner from the station will help legibility and access.

9.2.6 Residents will access via the residents' lobby and go up to podium level where they will access their particular core by crossing through the residents' gardens.

9.2.7 Alternatively, there is secondary access and exit at street level for each residential core.

**Commercial**

9.2.8 The customer entrance to Tesco is located on the corner of Great West Road and Syon Lane.

9.2.9 Access to the commercial kiosk is on Syon Lane, between cores C and D.

9.2.10 Tesco staff will access via a dedicated entrance and core along Syon Gate Lane.

9.2.11 A series of emergency cores and escape exits are located across the building to serve the carparking and store.

**Key**

- Primary residential access
- Residents' lobby
- Secondary access to residential cores and escape
- Residential cores
- Commercial pedestrian
- Tesco staff access
- Emergency escapes
- Pedestrian road crossing

## 9.3 Cycle access and parking

9.3.1 The proposed development will encourage cycling by providing residential and commercial cycle parking in compliance with the Draft New London Plan (Policy T5) and Local Plan Policy.

9.3.2 Figure 9.6 to Figure 9.11 illustrate location of cycle stores.

**Residential**

9.3.3 Cycle parking has been provided for residents in line with Draft New London Plan (Intend to Publish version December 2019) standards:

- 1.5 spaces per 2 person 1 bedroom dwelling
- 2 spaces for all other dwellings
- Visitor short-stay parking: 1 space per 40 units

9.3.4 A total of 896 cycle parking spaces are provided for residents.

9.3.5 Cycle stores are located on levels mezzanine to third. All cycle stores are served by a cycle lift, which is access from street level along Syon Gate Way. The lift size has been agreed with Highway officers to ensure ease of use by cyclists.

9.3.6 Visitors' short-stay cycle parking is located in a separate store

9.3.7 Sheffield stands are provided in a separate store on the lower ground floor along Syon Gate Way.

**Commercial**

9.3.8 Long-stay cycle parking spaces are provided for staff on a dedicated cycle store on the lower ground floor along Syon Gate Way.

9.3.9 Short-stay cycle stores are provided for customers along the public realm on Syon Lane (adjacent to carpark entrance) and by the Tesco store entrance.

9.3.10 A total of 204 cycle parking spaces are provided for retail customers.

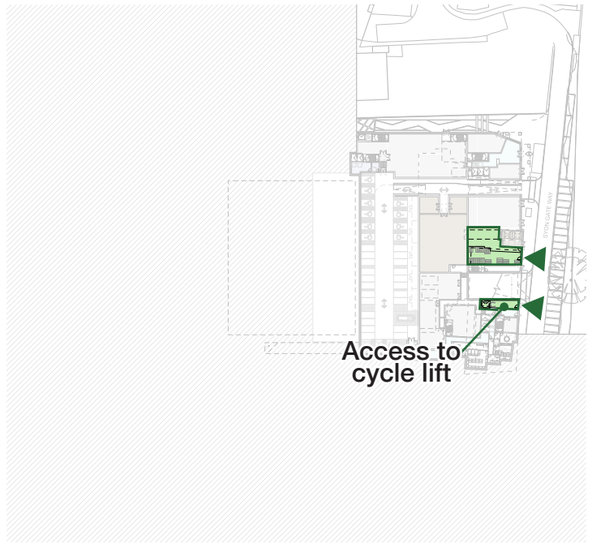



Figure 9.6: Lower ground floor - Cycle access and parking

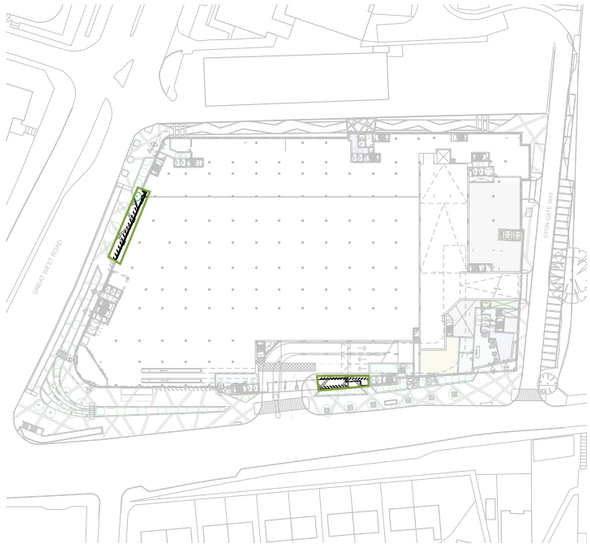


Figure 9.7: Ground floor - Cycle access and parking


Figure 9.8: Mezzanine level - Cycle access and parking

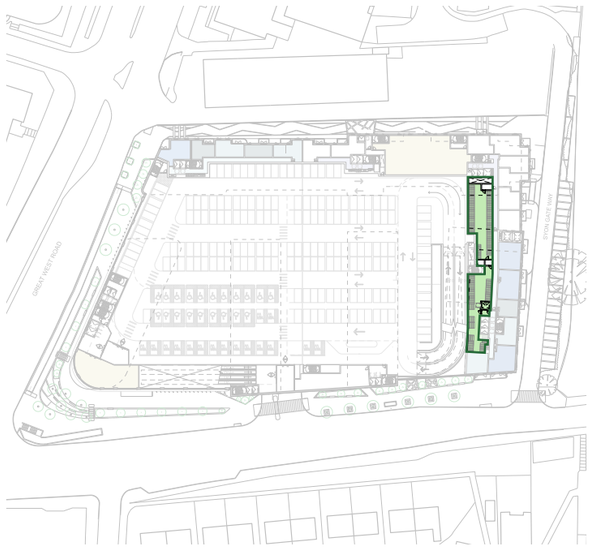


Figure 9.9: Level 1 - Cycle access and parking

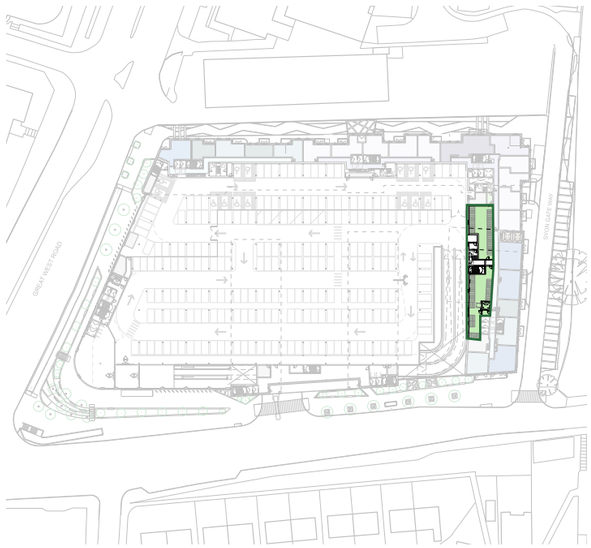


Figure 9.10: Level 2 - Cycle access and parking

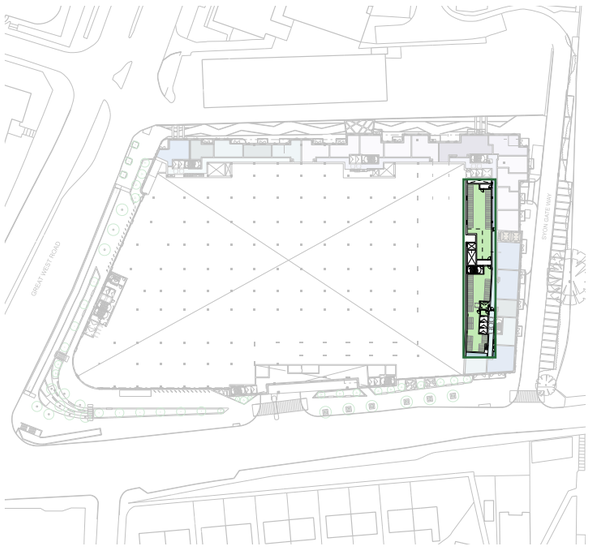


Figure 9.11: Level 3 - Cycle access and parking

**Key**

- Cycle access
- Cycle store

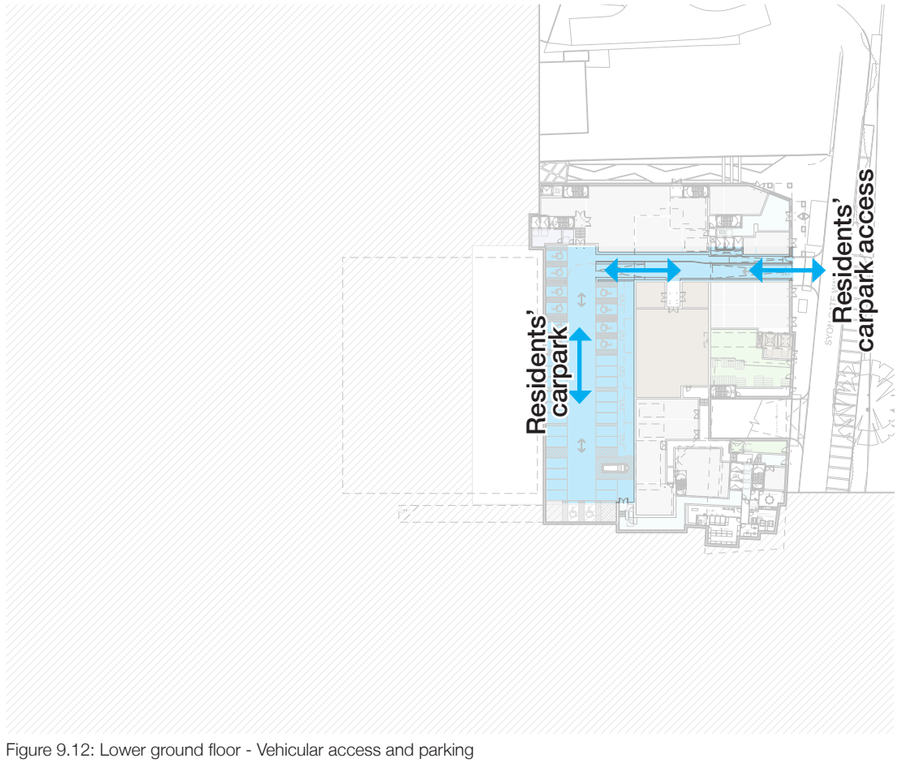



Figure 9.12: Lower ground floor - Vehicular access and parking

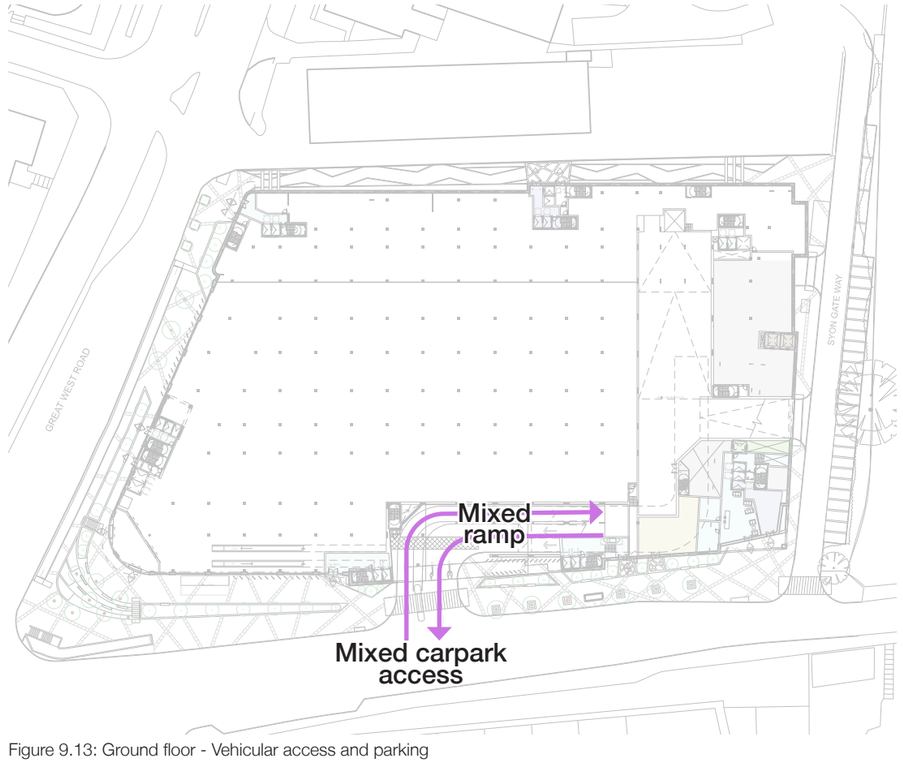



Figure 9.13: Ground floor - Vehicular access and parking

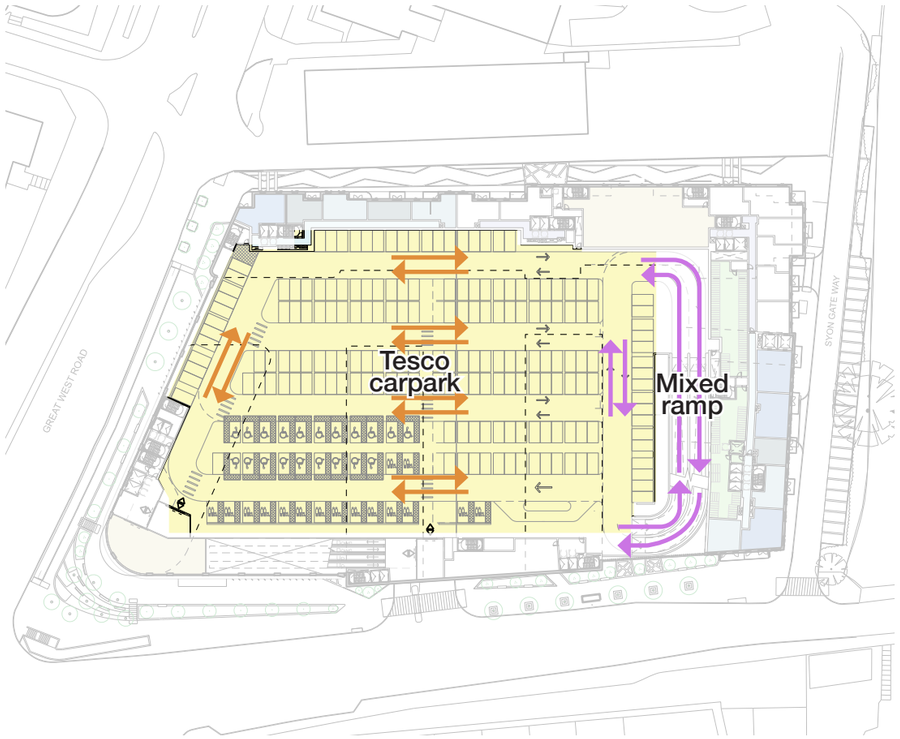



Figure 9.14: Level 01 - Vehicular access and parking

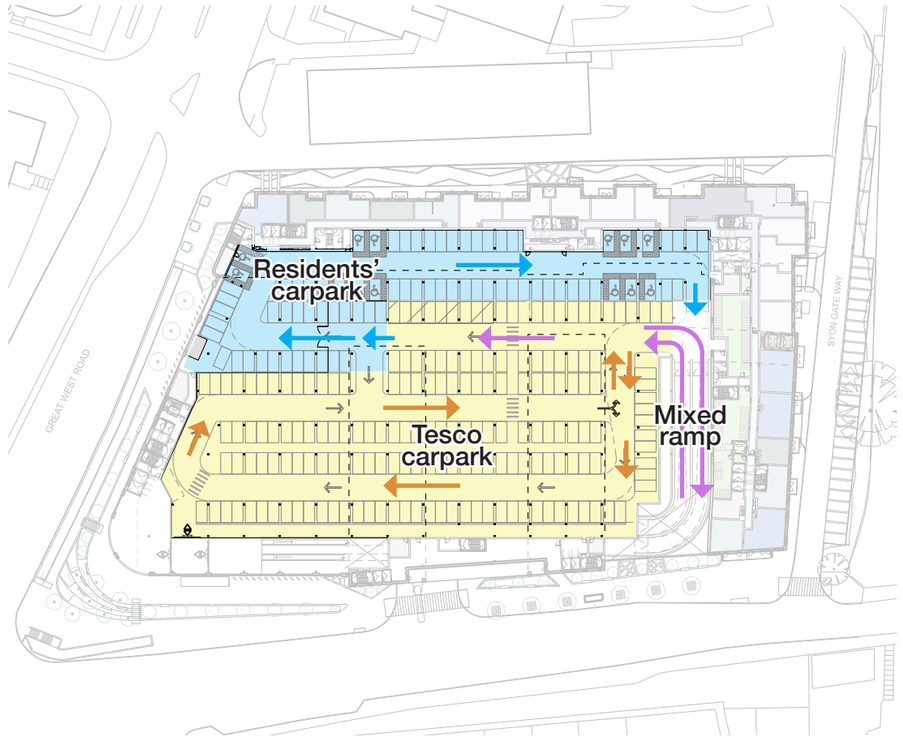



Figure 9.15: Level 02 - Vehicular access and parking

## 9.4 Vehicular access and parking

9.4.1 The vehicular access strategy of the site will need to carefully consider the mixture of traffic of residents and commercial customers.

9.4.2 The majority of car-parking is delivered on the podium levels 1 (Figure 9.14 ) and 2 (Figure 9.15). It is accessed from Syon Lane via a mixed traffic ramp (Figure 9.13). Level 1 is exclusively for Tesco whereas Level 2 is split between Tesco customers and residents. Residents' carpark is separated and secured.

9.4.3 There is a secondary residential carpark located in the lower ground floor and accessed from Syon Gate Way (Figure 9.12).

9.4.4 The amount of parking spaces provided are:

- 400 spaces for commercial use
  - » 364 standard
  - » 20 wheelchair
  - » 16 family
- 105 spaces for residential use
  - » 79 standard
  - » 26 wheelchair
- 3 spaces for residential visitors
- 2 car club spaces

9.4.5 Electric vehicle charging and cycles storage provided in line with the emerging London Plan.

9.4.6 Vehicular entrances have been designed to avoid conflict with pedestrian and cycle routes.

9.4.7 For further details on car parking strategy and vehicular access please refer to the Transport Assessment submitted as part of this application.

**Key**

- Mixed traffic circulation
- Tesco customers circulation
- Tesco carpark
- Residential traffic circulation
- Residents' carpark

## 9.5 Servicing and deliveries

9.5.1 The servicing and delivery strategy has been carefully considered in order to minimise conflict between vehicles, pedestrian and cycles.

9.5.2 All servicing and deliveries will be from Syon Gate Way, a secondary road with very limited traffic allowing for vehicles to stop easily.

9.5.3 Servicing to Tesco Extra store is via a servicing yard, located adjacent to the back of house and accessed directly from Syon Gate Way Figure 9.16).

9.5.4 Servicing and deliveries to residential buildings will be from the loading bay on Syon Gate Way. Delivery vehicles will stop on this bay and deliver goods to the residents' lobby and concierge services (Figure 9.17). Two van delivery bays are also located in the LGF car park where they can access core C1.

9.5.5 For further details on servicing and deliveries, such as vehicle tracking, journeys generated, etc, please refer to the Transport Assessment submitted as part of this application.

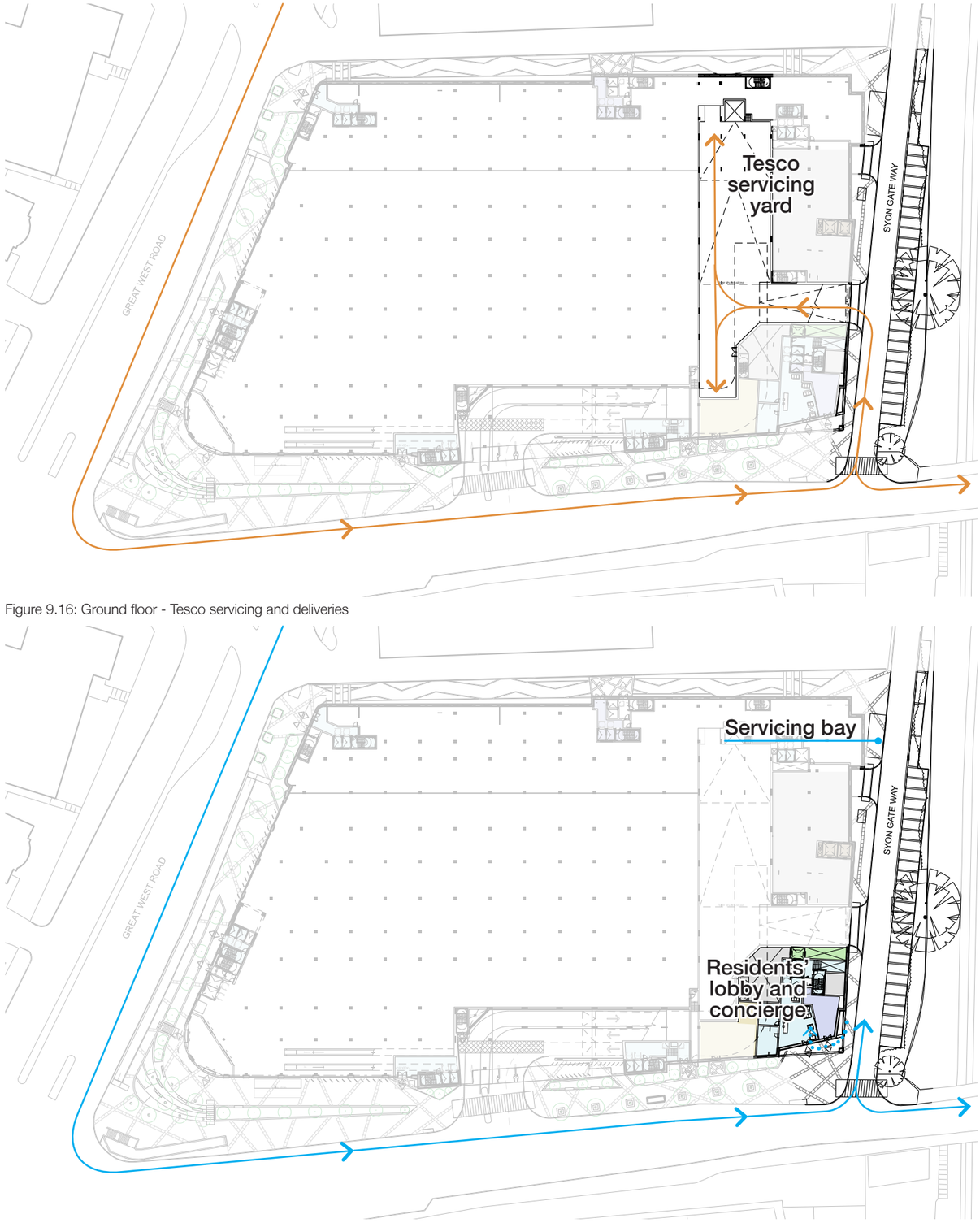



Figure 9.16: Ground floor - Tesco servicing and deliveries




Figure 9.17: Ground floor - Residential servicing and deliveries

**Key**

—— Tesco servicing access

—— Residential servicing access

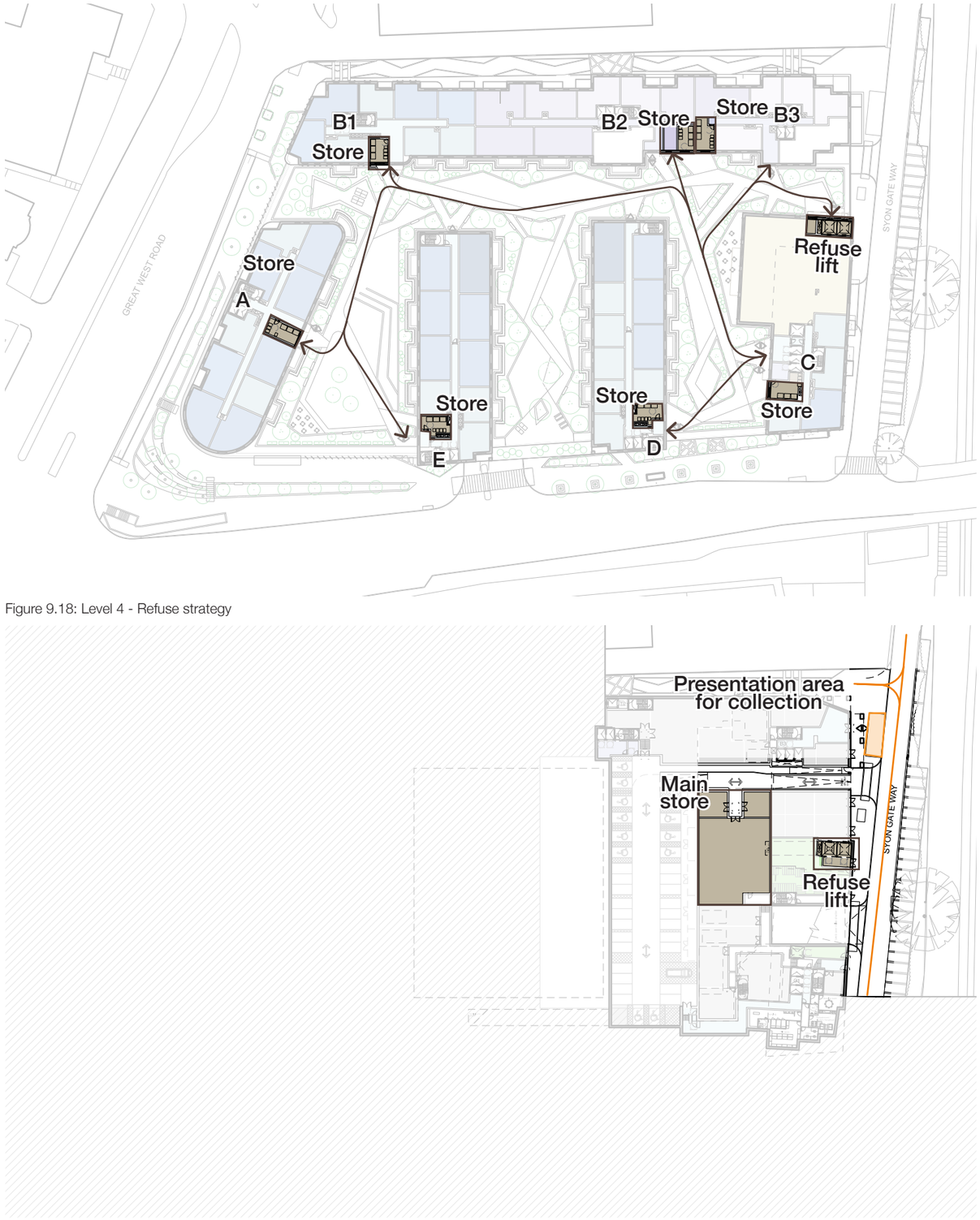



Figure 9.18: Level 4 - Refuse strategy




Figure 9.19: Lower ground floor - Refuse strategy

## 9.6 Refuse collection

**Tesco**

9.6.1 The refuse stores for Tesco will be provided within the back of house area and will be managed by the store.

**Residential**

9.6.2 A refuse store is located on level four on each core with easy access from residential units. These stores have capacity for roughly 1 day refuse collection (Figure 9.18).

9.6.3 The management of the building will move full bins on a daily basis and replace them with empty ones. They will be transported via a goods lift down to the lower ground floor level where they will be stored in the main store until collection (Figure 9.19).

9.6.4 On collection day, bins will be transported to a presentation area along Syon Gate Way from where refuse vehicles will collect them (Figure 9.19).

9.6.5 For further information please refer to ‘Operational waste and recycling management strategy’ submitted as part of this application.

## 9.7 Emergency access

9.7.1 The access strategy has considered emergency access to all building frontages and pedestrian entrances:

- Emergency vehicles can access the Great West Road and Syon Lane frontages from the highway
- Emergency vehicles can access the frontages along Syon Gate Way and Syon Gate Lane from Syon Lane and exit onto the Great West Road
- Landscape design will carefully consider necessary clear widths and tracking for emergency vehicle access

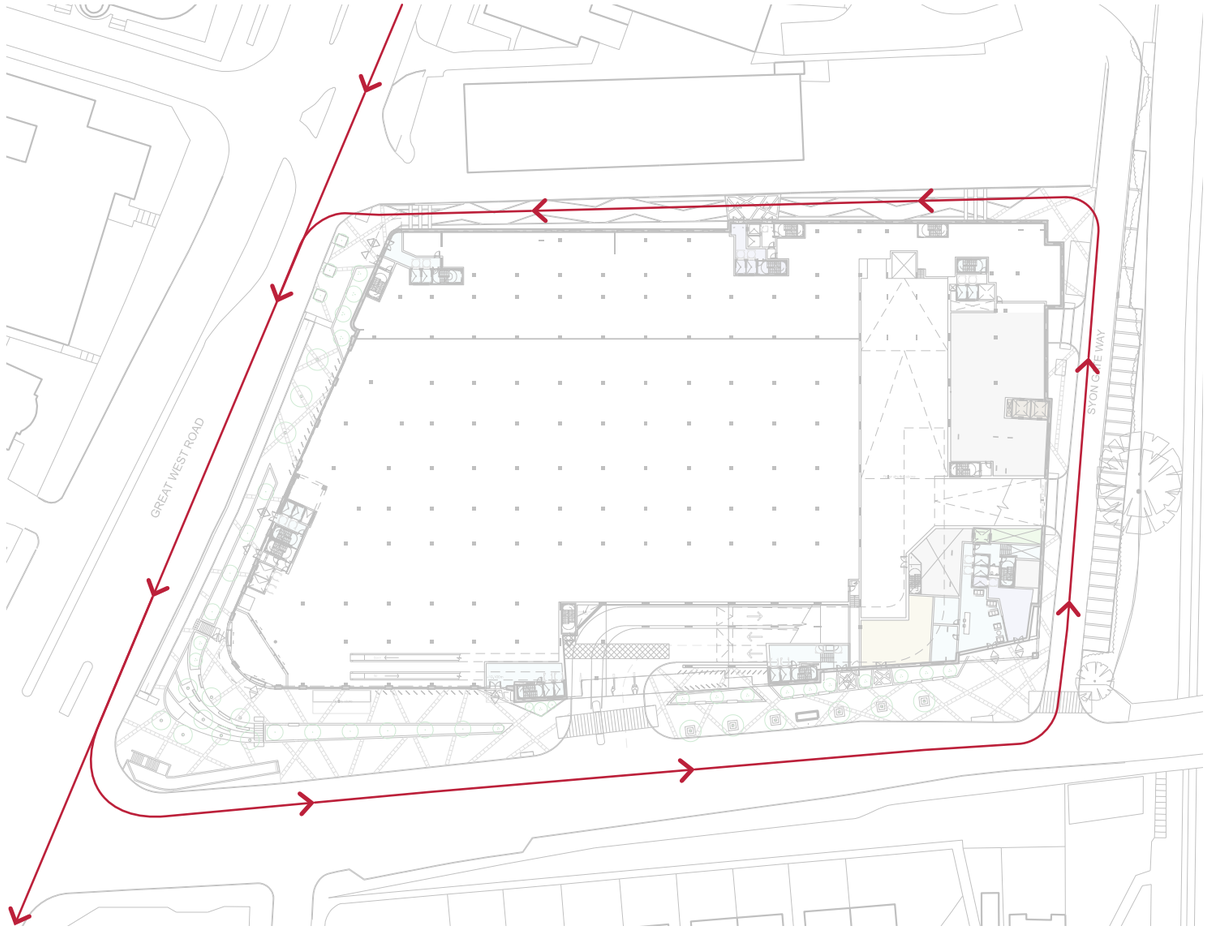



Figure 9.20: Ground floor - Emergency access


Figure 10.1: CGI view of the proposed development from north of Gillette Corner looking south

The redevelopment of the Homebase site on Syon Lane capitalises on the regeneration opportunity the soon-to-be-vacant site offers. The site is a key element required to unlock the wider regeneration plan for the western quarter of the Great West Corridor Opportunity Area. The relocation of the Tesco store to the Homebase site will trigger the beginning of the regeneration and unlock the opportunity to deliver a new nature and community led scheme on the Tesco Osterley site.

The proposed scheme has been designed to deliver improved connectivity, a unique retail offer, homes for all and high quality architecture that can integrate within its context. In summary, the regeneration of the site will create ‘a new place to live, work and play’.

**Improved connectivity**
Public realm is at the heart of the proposed development. The design maximises the potential enhancements to the public realm along Syon Lane and the Great West Road in order to improve the pedestrian experience along the routes to and from the station. The active frontages provided by the new Tesco store, together with other retail uses and residential frontages, will help create safer routes and friendlier streets. New public realm along Syon Gate Way and Syon Gate Lane will be created as well, further enhancing pedestrian and cyclist experience. They will future proof the development integrating the potential new ‘clean air route’ envisioned by the Local Authority in the Great West Corridor Local Plan Review and Masterplan.

**Unique retail offer**
The proposed scheme will deliver a brand new, modern Tesco store. The retail offer will be similar to the existing store whilst the retail experience will be dramatically improved. The new store will deliver high standards of sustainability and energy efficiency along with a carefully considered, sensible layout. The store will also provide spaces for the community in a prominent location on the corner of the Great West Road. A secondary retail unit will be located further down Syon Lane. The retail offer will create crucial job opportunities for the local community. Furthermore, it will generate active frontages along Syon Lane and the Great West Road, helping to deliver pedestrian friendly safer routes around the site.

**Homes for all**
The regeneration of the Syon Lane Homebase site will deliver hundreds of private and affordable homes, helping considerably towards Hounslow’s increased annual housing target. The regeneration of the site will also unlock further housing delivery in the neighbouring Tesco Osterley site. All homes will be designed to the highest standards and will deliver amenity spaces for all residents.

**High quality architecture**
The design proposals will deliver the highest standards of urban design and architecture. The placemaking strategy will respond to the challenges of the urban grain and deliver contextual architecture that addresses the local heritage context of the Golden Mile. The arrangement, massing, scale and appearance of buildings have been designed to deliver a scheme that addresses the local heritage and integrates within the urban grain of the Golden Mile.

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# Appendix 01
# Housing compliance checklist

| Standard | Source | Baseline | Good practice | Compliance | Justification |
|---|---|---|---|---|---|
| **A. Dwelling space standards** | | | | | |
| **A.1. Internal floor area** | | | | | |
| A.1.1. All developments should meet the following minimum space standards<br><br>Flats: 1b1p 37; 1b2p 50; 2b3p 61; 2b4p 70; 3b4p 74; 3b5p 86; 3b6p 95; 4b5p 90; 4b6p 99<br>Two storey houses: 2b4p 83; 3b4p 87; 3b5p 96; 4b5p 100; 4b6p 107<br>Three storey houses: 3b5p 102; 4b5p 106; 4b6p 113 | MHCLG Technical housing standards | • | | ✓ | 100% of the total number of homes comply with the minimum space standards. |
| A.1.2. For dwellings designed for more than 6 people, at least 10sqm gross internal area should be added for each person. | MHCLG Technical housing standards | • | | - | |
| A.1.3. Dwelling plans should demonstrate that dwellings will accommodate the furniture, access and activity space requirements relating to the declared level of occupancy. | MHCLG Technical housing standards | • | | ✓ | Typical apartment layouts are shown for each building within this document. |
| **A.2. Flexibility and adaptability** | | | | | |
| A.2.1. Dwelling plans should demonstrate that dwelling types provide flexibility by allowing for alternative seating arrangements in living rooms and by accommodating double or twin beds in at least one double bedroom. | ADM Appendix 3 | • | | ✓ | |
| **A.3. Circulation in the home** | | | | | |
| A.3.1. The minimum width of hallways and other circulation spaces inside the home should be 900mm. This may reduce to 750mm at 'pinch points' e.g. next to radiators, where doorway widths meet the following specification:<br><br>Minimum clear opening width of doorway (mm) / Minimum width of hallway where door is in side wall (mm): 750 / 1200; 775 / 1050; 900 / 900 | ADM4(2) | • | | ✓ | All homes meet the minimum corridor width. Corridors within dwellings are either 1050mm or 1100mm. |
| A.3.2. Where the hallway is at least 900 mm wide and approach to the door is head on, a minimum clear opening door width of 750mm should be provided. | ADM4(2) | • | | ✓ | All residential doorway clear opening widths are in excess of 800mm. |
| **A.4. Living / Kitchen / Dining** | | | | | |
| A.4.1. The following combined floor areas for living/kitchen/ dining spaces should be met:<br><br>Designed level of occupancy / Minimum combined floor area of living, dining and kitchen spaces: 2 person 23; 3 person 25; 4 person 27; 5 person 29; 6 person 31 | | • | | ✓ | 100% of units comply. |
| A.4.2. The minimum width of the main seating area should be 2.8m in 2-3 person dwellings and 3.2m in dwellings designed for four or more people. | MHCLG Technical housing standards | | • | ✓ | All dwellings comply. Minimum width of the sitting area of a 2-3 person dwelling is 2,800mm and 3,200mm for 4 or more persons. |
| A.4.3. Dwellings for five people or more should be capable of having two living spaces, for example a living room and a kitchen-dining room. Both rooms should have external windows. If a kitchen is adjacent to the living room, the internal partition between the rooms should not be load-bearing, to allow for reconfiguration as an open plan arrangement. Studies will not be considered as second living spaces. | MHCLG Technical housing standards | | • | ✓ | Dwellings for five people or more show one living space configuration but may be converted to show two living spaces if required. |
| A.4.4. There should be space for turning a wheelchair in dining areas and living rooms and basic circulation space for wheelchairs elsewhere. | ADM4(2) | • | | ✓ | Refer to wheel chair adaptable apartment layouts in DAS |

| Standard | Source | Baseline | Good practice | Compliance | Justification |
|---|---|---|---|---|---|
| A.4.5. A living room, living space or kitchen dining room should be at entrance level. | ADM4(2) | • | | ✓ | |
| A.4.6. Windows in the principal living space should start 800mm above finished floor level (+/- 50mm) to allow people to see out while seated. At least one opening window should be easy to approach and operate by people with restricted movement and reach. | ADM4(2) | • | | ✓ | |
| **A.5. Bedrooms** | | | | | |
| A.5.1. The minimum area of a single bedroom should be 7.5 sqm. The minimum area of a double or twin bedroom should be 11.5 sqm. | MHCLG Technical housing standards | • | | ✓ | |
| A.5.2. The minimum width of double and twin bedrooms should be 2.75m in most of the length of the room. | MHCLG Technical housing standards | • | | ✓ | |
| A.5.3. In homes of two or more storeys with no permanent bedroom at entrance level , there should be space on the entrance level that could be used as a convenient temporary bed space. | ADM4(2) | • | | ✓ | |
| A.5.4. Building structure above a main bedroom and an accessible bathroom should be capable of supporting a ceiling hoist and the design should allow for a reasonable route between this bedroom and bathroom. | ADM4(2) | • | | ✓ | |
| **A.6. Bathrooms and WCs** | | | | | |
| A.6.1. Dwellings designed for an occupancy of five or more people should provide a minimum of one bathroom with WC and one additional WC. | MHCLG Technical housing standards | • | | ✓ | |
| A.6.2. Where there is no accessible bathroom at entrance level, a wheelchair accessible WC with potential for a shower to be installed should be provided at entrance level. | ADM4(2) | • | | ✓ | |
| A.6.3. An accessible bathroom should be provided in every dwelling on the same storey as a main bedroom. | ADM4(2) | • | | ✓ | |
| A.6.4. Walls in bathrooms and WCs should be capable of taking adaptations such as handrails. | ADM4(2) | • | | ✓ | |
| **A.7. Storage and utility** | | | | | |
| A.7.1. All dwellings are to have built-in general internal storage space free of hot water cylinders and other obstructions, with a minimum internal height of 2m and a minimum area of 1.5 sqm should be provided for 2-person dwellings, in addition to storage provided by furniture in habitable rooms. For each additional occupant an additional 0.5 sqm of storage space is required. | MHCLG Technical housing standards | • | | ✓ | |

| Standard | Source | Baseline | Good practice | Compliance | Justification |
|---|---|---|---|---|---|
| **A.8. Study and work** | | | | | |
| A.8.1. Service controls should be within a height band of 450mm to 1200mm from the floor and at least 300mm away from any internal room corner. | ADM4(2) | • | | ✓ | |
| **A.9. Wheelchair user dwellings** | | | | | |
| A.9.1. Ten percent of new housing should be designed to be wheelchair accessible or easily adaptable for residents who are wheelchair users in accordance with the GLA Best Practice Guide on Wheelchair Accessible Housing. | ADM4(3) | • | | ✓ | |
| A.9.2. Private open space | | | | | |
| A.9.3. A minimum of 5sqm of private outdoor space should be provided for 1-2 person dwellings and an extra 1sqm should be provided for each additional occupant. | MHCLG Technical housing standards | • | | ✓ | |
| A.9.4. Private outdoor spaces should have level access from the home ‡. | ADM4(2) | • | | | |
| A.9.5. The minimum depth and width of all balconies and other private external spaces should be 1500mm. | MHCLG Technical housing standards | • | | ✓ | |
| **B. Home as a place of retreat** | | | | | |
| **B.1. Privacy** | | | | | |
| B.1.1. Design proposals should demonstrate how habitable rooms within each dwelling are provided with an adequate level of privacy in relation to neighbouring property and the street and other public spaces. | | | • | ✓ | |
| **B.2. Dual aspect** | | | | | |
| B.2.1. Developments should avoid single aspect dwellings that are north facing, exposed to noise exposure categories C or D, or contain three or more bedrooms. | MHCLG Technical housing standards | • | | ✓ | |
| **B.3. Noise** | | | | | |
| B.3.1. The layout of adjacent dwellings and the location of lifts and circulation spaces should seek to limit the transmission of noise to sound sensitive rooms within dwellings. | MHCLG Technical housing standards | • | | ✓ | |
| **B.4. Floor to ceiling heights** | | | | | |
| B.4.1. The minimum floor to ceiling height in habitable rooms should be 2.5m between finished floor level and finished ceiling level | MHCLG Technical housing standards | • | | ✓ | |
| **B.5. Daylight and Sunlight** | | | | | |
| B.5.1. Glazing to all habitable rooms should be not less than 20% of the internal floor area of the room. | Mayor of London Design Standards | • | | ✓ | |

| Standard | Source | Baseline | Good practice | Compliance | Justification |
|---|---|---|---|---|---|
| B.5.2. All homes should provide for direct sunlight to enter at least one habitable room for part of the day. Living areas and kitchen dining spaces should preferably receive direct sunlight. | Mayor of London Design Standards | • | | ✓ | |
| **B.6. Air quality** | | | | | |
| B.6.1. Minimise increased exposure to existing poor air quality and make provision to address local problems of air quality : be at least 'air quality neutral' and not lead to further deterioration of existing poor air quality (such as areas designated as Air Quality Management Areas (AQMAs). | Mayor of London Design Standards | • | | ✓ | |
| **C. Climate change mitigation adaptation** | | | | | |
| **C.1. Environmental performance** | | | | | |
| C.1.1. All homes should satisfy London Plan policy on sustainable design and construction and make the fullest contribution to the mitigation of and adaptation to climate change. | Mayor of London Design Standards | • | | ✓ | |
| **C.2. Energy and CO2** | | | | | |
| C.2.1. Development proposals should be designed in accordance with the London Plan energy hierarchy, and should meet the following minimum targets for carbon dioxide emissions reduction.<br><br>Year — Improvement 2010 Building Reg.<br>2010 - 2013 — 25 per cent<br>2013 - 2016 — 40 per cent<br>2016 - 2031 — Zero carbon | Mayor of London Design Standards | | • | ✓ | |
| **C.3. Overheating** | | | | | |
| C.3.1. Development proposals should demonstrate how the design of dwellings will avoid overheating during summer months without reliance on energy intensive mechanical cooling systems. | Mayor of London Design Standards | • | | ✓ | |
| **C.4. Water** | | | | | |
| C.4.1. New dwellings should be designed to ensure that a maximum of 105 litres of water is consumed per person per day. | Mayor of London Design Standards | • | | ✓ | |
| C.4.2. Where development is permitted in an area at risk of flooding, it should incorporate flood resilient design in accordance with PPS25. | Mayor of London Design Standards | • | | ✓ | |
| C.4.3. New development should incorporate Sustainable Urban Drainage Systems and green roofs where practical with the aim of achieving a Greenfield run-off rate. Surface water run-off is to be managed as close to source as possible. | Mayor of London Design Standards | • | | ✓ | |

| Standard | Source | Baseline | Good practice | Compliance | Justification |
|---|---|---|---|---|---|
| **C.5. Ecology** | | | | | |
| C.5.1. The design and layout of new residential development should avoid areas of ecological value and seek to enhance the ecological capital of the area in accordance with GLA best practice guidance on biodiversity and nature conservation. | Mayor of London Design Standards | • | | ✓ | |

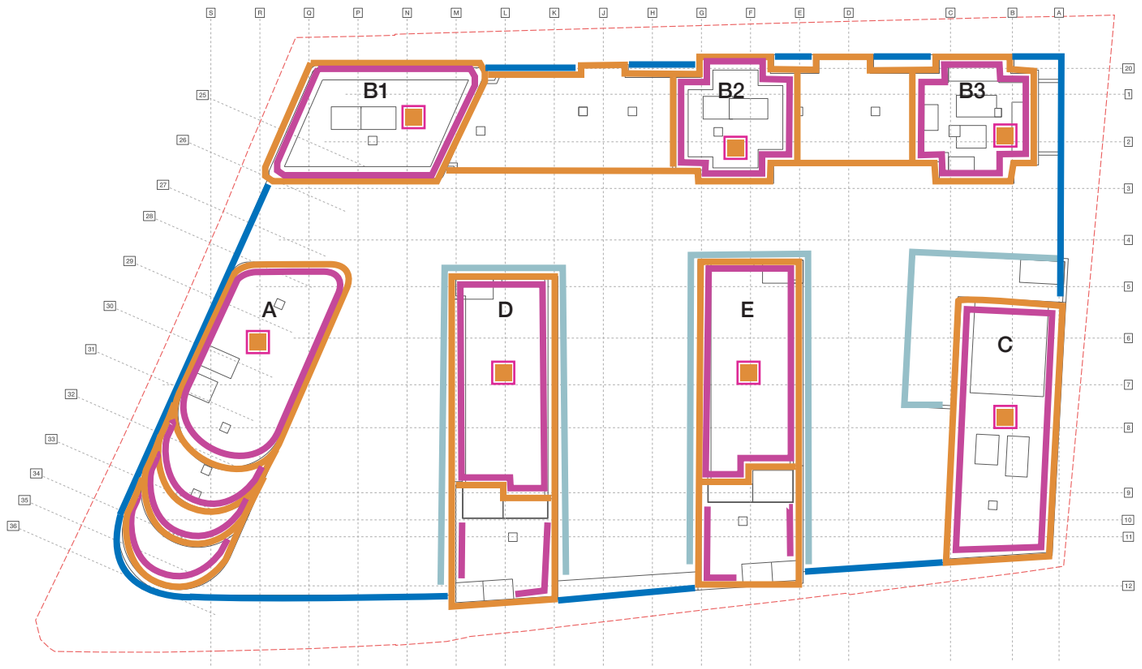


Figure 10.5: Façade cleaning strategy

Figure 10.2: MEWP access

Figure 10.3: Mansafe system

Figure 10.4: Davit arms

# Appendix 02
# Facade cleaning and maintenance strategy

### Tesco and podium façades (levels 00-03)

Cleaning of windows / curtain walling system and replacement of low level glass for Tesco and residential accommodation could be done using a MEWP / temporary scaffold / tucker poles from ground floor as required.

The MEWP / temporary scaffold usually require a strip of hard paving around buildings and façades to tbe clean which should be coordinated with landscape proposal at the next stage.

Entrance canopies to be cleaned with the MEWP from ground floor.

### Residential buildings façades above podium

Cleaning of windows above podium could be carried out as follows:

Block A: Davit arms and cradles or abseiling. Given the terraced nature of this building and ir order not to store davit arms on intermediate levels other systems such as the use of a MEWP from ground floor should be further studied.

Blocks B1-B2-B3: Davit arms and cradles or abseiling

Block C: Davit arms and cradles or abseiling. Tucker poles from podium could be also considered as an option to clean the facades of the residents' facilities.

Blocks D&E: Davit arms and cradles or abseiling. Given the height of these buildings above podium (3 storeys) tucker poles from podium could be also considered as an option to be further studied.

Replacement of glass: preferred strategy is to replace glazed elements from the inside. These will be transported to the upper floors using adequately sized lifts.

These cleaning and replacement methods need careful consideration: a specialist consultant should advise in the next stage.

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