

SYON LANE  
FUTURE

# WELCOME TO OUR CONSULTATION

Hello and welcome to our public exhibition. We have organised the event today to start a discussion with local residents and community groups about the future of these two important strategic sites.

We want to hear your thoughts about how the redevelopment of these sites can make a positive contribution to the local area.

The aim of today's exhibition is to present our aspirations for each site at this early stage and to listen to what you have to say. Your views will help inform our scheme going forward.

Please take your time to read through all of the information on display and feel free to put any questions you might have to a member of the project team.



# SYON LANE FUTURE

## ABOUT ST EDWARD

St Edward is a joint venture between Berkeley Group and the Prudential Assurance Company.

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

### SOME KEY FACTS ABOUT US

- Berkeley has built a total of 19,660 homes over the last five years and supported 29,250 jobs annually.
- We take the issue of climate change seriously, and in 2018 we committed to become the UK's first Carbon Positive housebuilder.
- On all our sites we now deliver a Net Bio-diversity Gain, and we work closely with the London Wildlife Trust to ensure this.
- Since 2011, over £18m has been committed by the Berkeley Foundation to over 100 charities, and our staff have raised nearly £5m for good causes.



**Considerate Constructors**  
Over 70% of our sites have awards under the Considerate Constructors scheme. This compares to an industry average of 11%.



**UK Green Building Council**  
We are a UK Green Building Council (UKGBC) Gold Leaf Member. We partner with them on their Advancing Net Zero programme for carbon in the built environment.



**Management Today**  
In 2011 we were delighted to be awarded First across all sectors in Britain's Most Admired Companies. We were Second in 2012 and again in 2017.



**Queens Award**  
Berkeley were the first housebuilder to be awarded the Queens Award for Sustainable Development in 2014.



**St Edward**  
Designed for life

# SYON LANE FUTURE

## ONE COMBINED VISION

We work with existing communities to create special places that are truly focussed on people and improving lives for everyone.

We want to create places that the local residents can be part of, and be proud of. While we may build the buildings, we believe it is the community that creates the place.

We believe the art of placemaking can be defined by four key ingredients:

- 1 We always put people first and start with a Vision for the community.
- 2 Then comes the place and we plan for the things that really matter to the community and create a real sense of place now and for years to come.
- 3 Good architecture is clearly important, but more so is the space between the buildings, the landscaping and public realm.
- 4 Finally we design the buildings around these.

## OUR VISION

“To work with the **local community** to create a **social place** providing green space, homes and jobs for local people, whilst building on and embracing a **proud local heritage**”



1. PEOPLE FIRST



2. COMMUNITY



3. GREEN SPACES AND PLACES

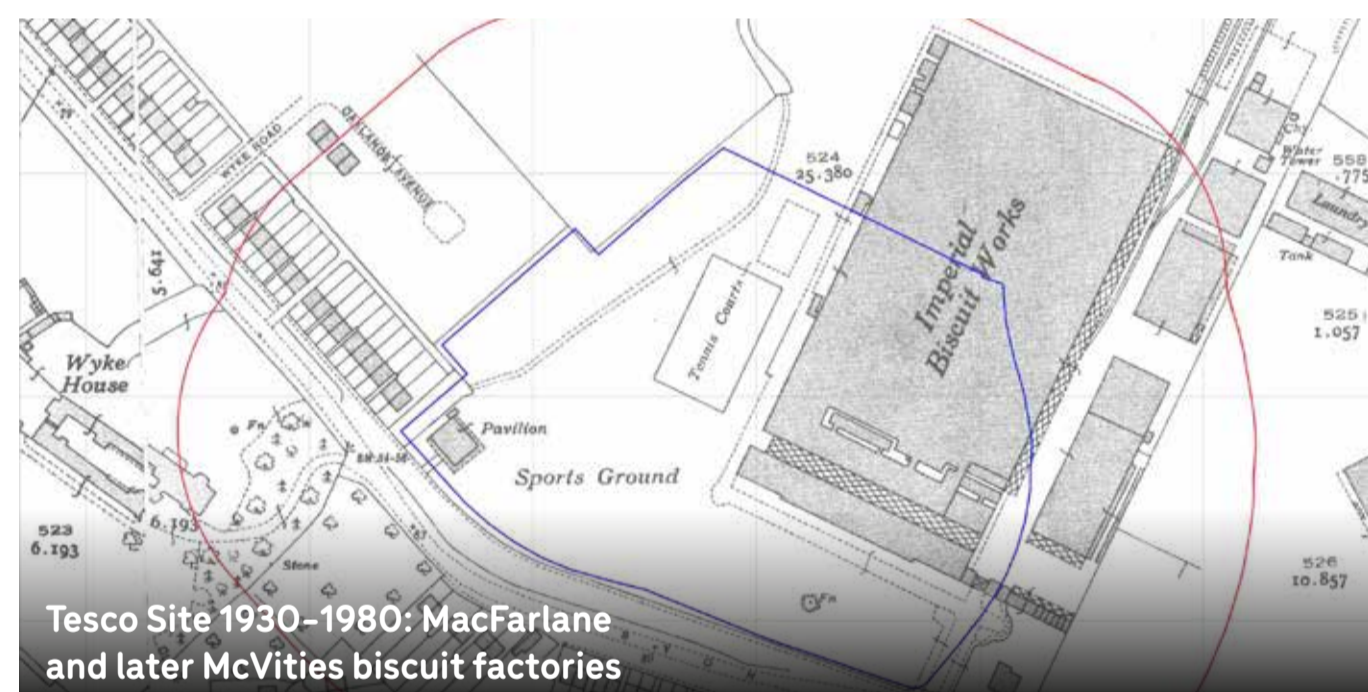


4. THEN THE HOMES

## HOW TO CREATE A REAL COMMUNITY

# SYON LANE FUTURE

## LOCAL CONTEXT

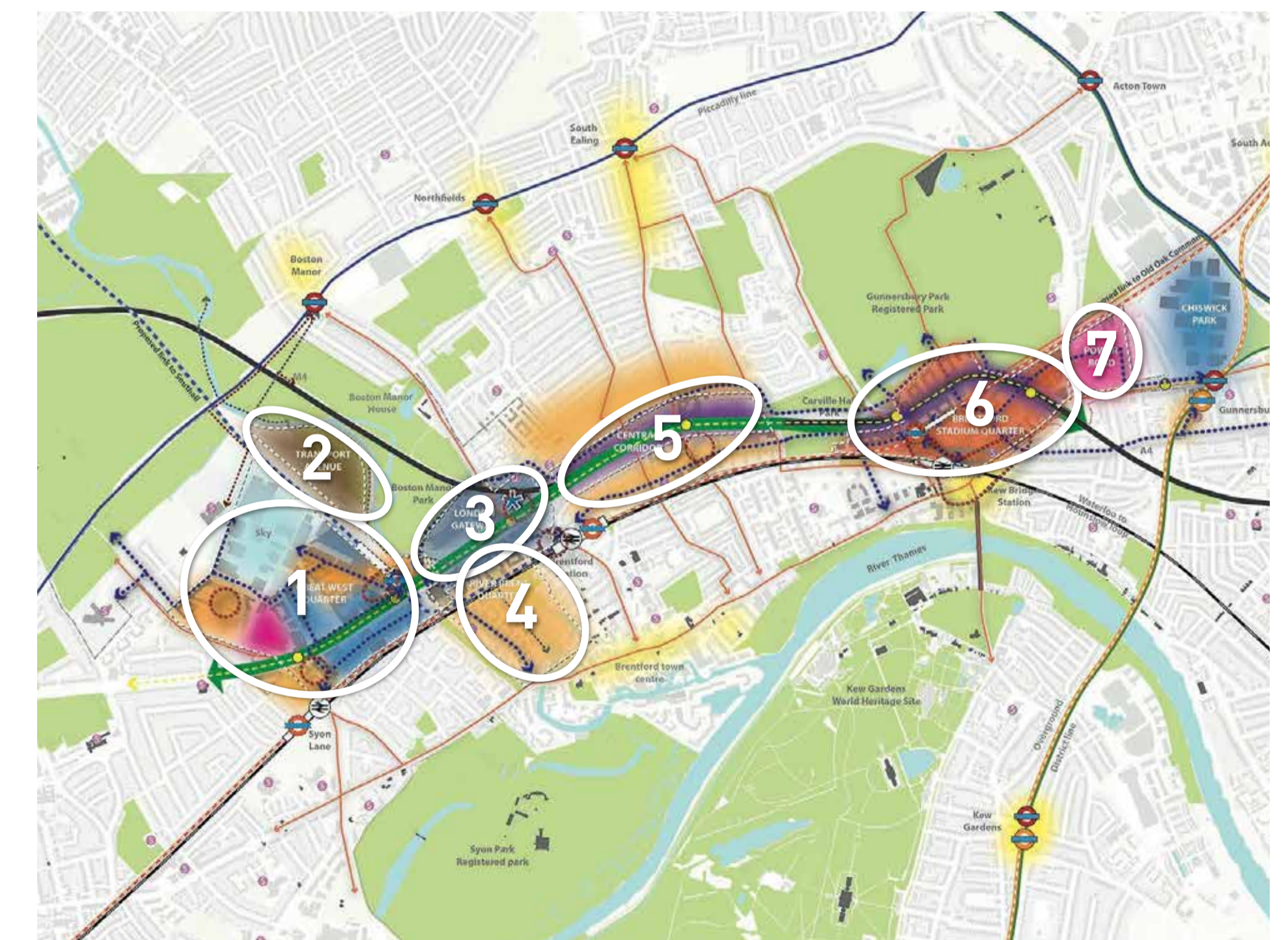


## OPPORTUNITY AREA

The London Plan designates the site within the Great West Road Opportunity Area. This aims to deliver a minimum of 7,500 new homes and up to 14,000 new jobs.

The London Borough of Hounslow has itself produced its own Plan for the Opportunity Area. This envisages seven new mixed-use quarters where new development will inject vibrancy, urban life and a new focus into this part of Hounslow.

At a local level, both sites are subsequently allocated for residential-led mixed-use development including high quality new homes and commercial spaces.



# SYON LANE FUTURE

## UNLOCKING THE WIDER REGENERATION

There is a unique opportunity to move the existing Tesco store into a new, and more modern store on the soon to be vacated Homebase site.

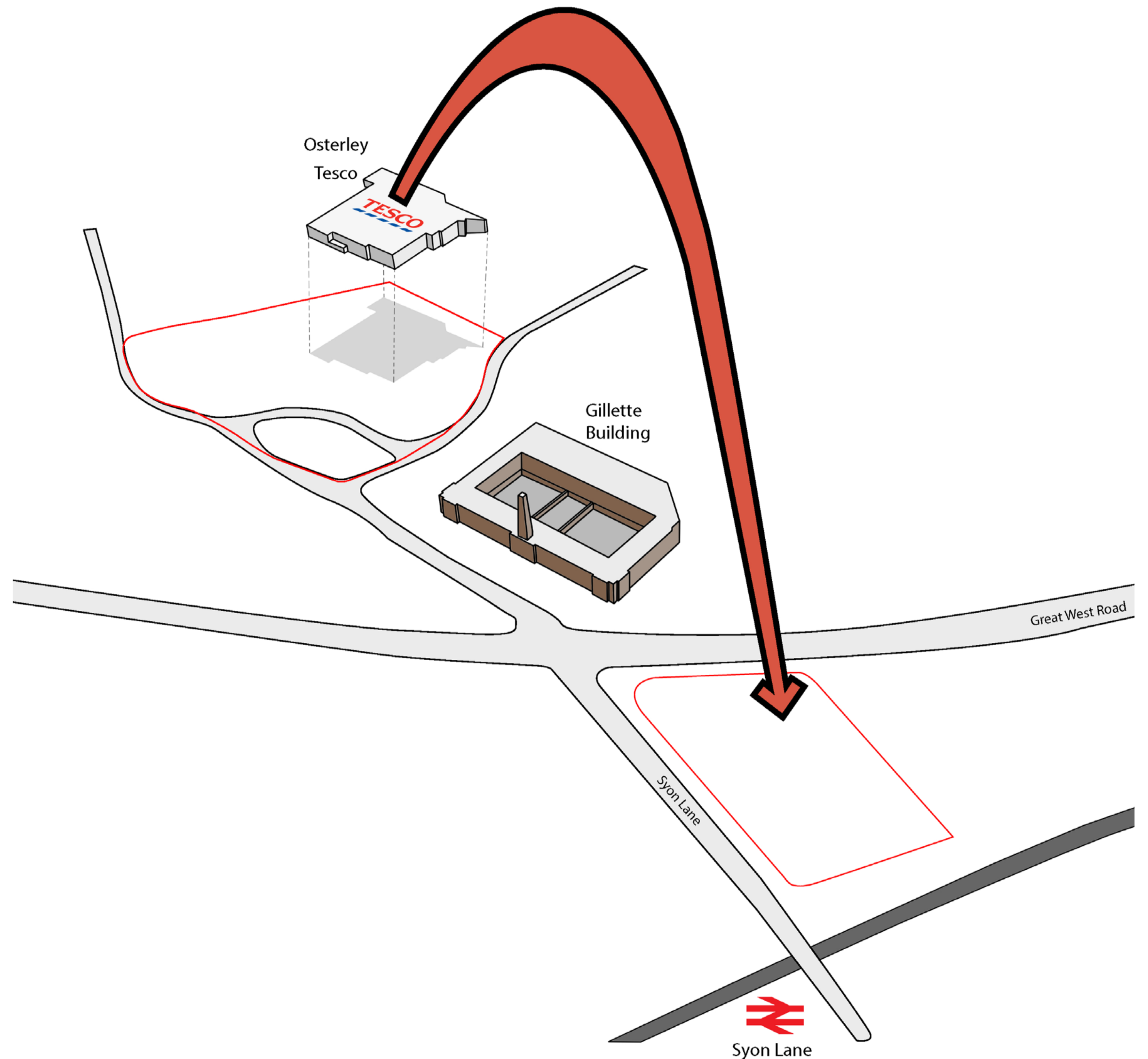
The new store will be built first on the Homebase site alongside new homes. This new Tesco store will take around 3 years to be built.

Once the new store is built, Tesco will then move its staff across and it will begin trading from the new store. This ensures that the Tesco store remains open at all times.

Construction will then begin on the former Tesco site and this will take around a further 8 years.

### SUBJECT TO APPROVAL

- Stage 1: Remove Homebase
  - Stage 2: Build a new modern TESCO store on the now vacant Homebase site
  - Stage 3: Develop the former TESCO site
- This sequence allows for TESCO to remain open and operational throughout



# KEY BENEFITS TO THE COMMUNITY



DESIGNATED  
**COMMUNITY SPACES**  
DESIGNED BY YOU



NEW  
**COMMUNITY HEART /**  
PUBLIC SQUARE



**3 ACRE**  
PUBLIC PARK



**NEW SHOPS, CAFES  
AND RESTAURANTS,**  
CREATING JOBS FOR THE  
COMMUNITY



**NEW HOMES** FOR  
EVERYONE IN AN  
OPPORTUNITY AREA



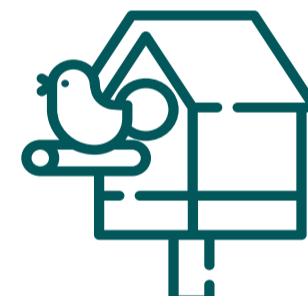
BESPOKE  
**ARCHITECTURE**



**OVER £20M** OF CIL AND S106 MONIES INVESTED  
INTO **LOCAL INFRASTRUCTURE**



A MODERN AND  
**SUSTAINABLE**  
**TESCO** STORE



OVER **7 ACRES**  
OF GREEN SPACE  
FOR BIODIVERSITY



**REDUCED**  
RETAIL PARKING AND  
CAR MOVEMENTS



**BETTER AND SAFER**  
ROUTES FOR  
PEDESTRIANS



ADDRESSING  
**CLIMATE CHANGE** AND  
CARBON REDUCTION

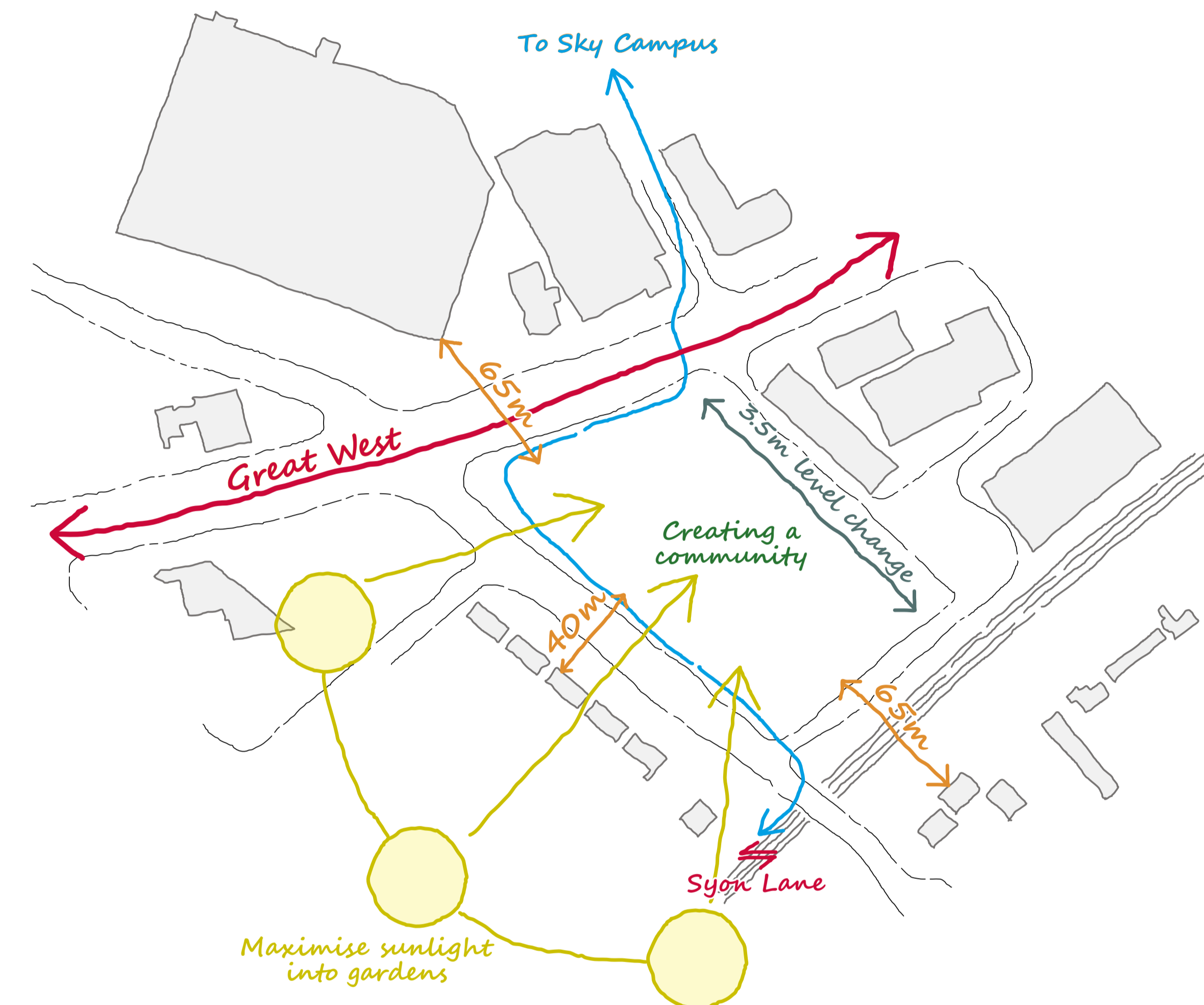


LONG TERM  
**PLACEKEEPING**  
& COMMUNITY PLAN

# HOMEBASE

## THE SITE

- 3.5 acres (1.7 ha)
- Homebase went into a CVA (Company Voluntary Arrangement) in August 2018
- The store is currently occupied under a temporary arrangement with the landlord
- 295 parking spaces
- No viable longer term future for the building
- Limited jobs and benefits to the local community



## EXISTING SITE CONSTRAINTS:

- Inefficient use of land in a well located position
- Large level change across the site
- No activation along surrounding streets
- Poor pedestrian routes to the station
- Relationship to Gillette building
- Limited ecology and wildlife
- Regular fly-tipping and disturbances

# SYON LANE FUTURE

## HOMEBASE – THE NEW TESCO STORE

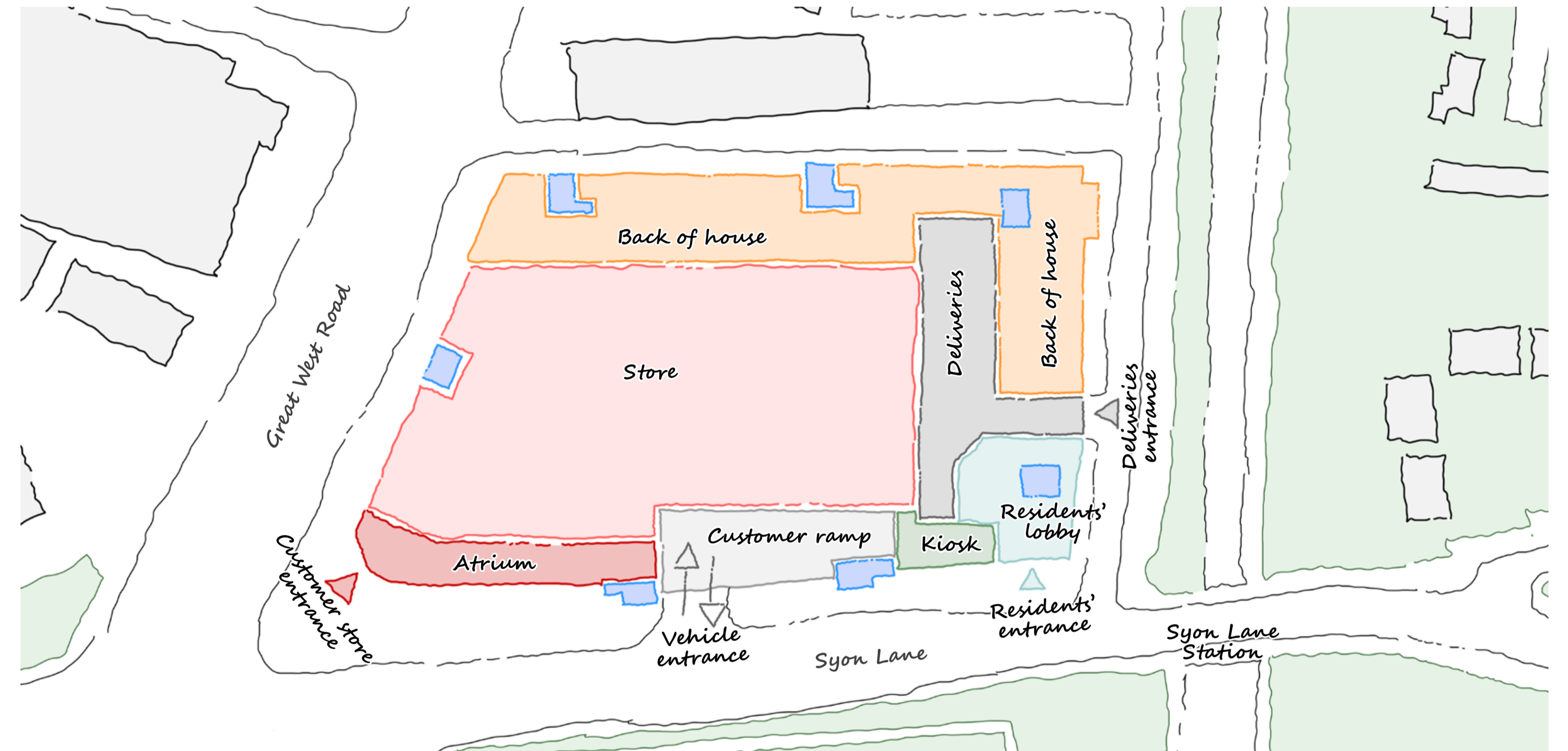
The relocation of the existing Tesco store onto the Homebase site will protect the future of the Tesco store and preserve existing jobs.

The new store will be reprovided at ground floor and will take up much of the site. It will have the same offering, however in a more efficient and sustainable layout.

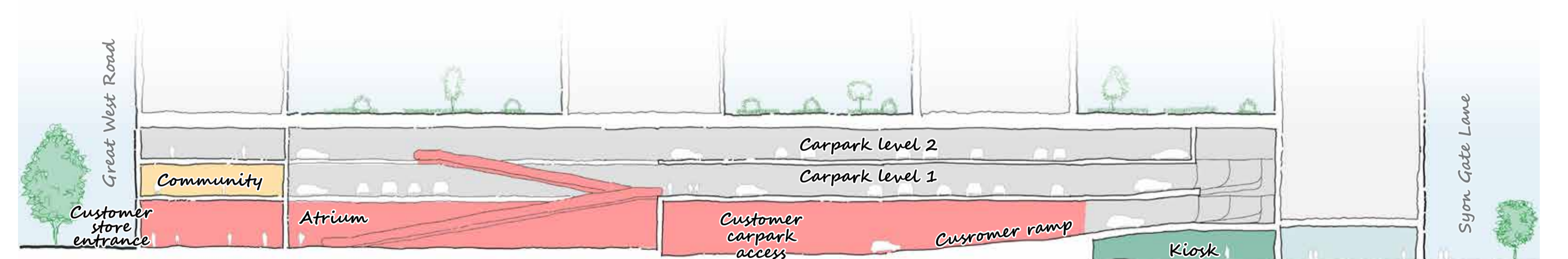
Customer parking will be spread across two levels above the new store. The level of customer parking will be reduced from 625 spaces to 400 spaces.

The petrol station that currently exists will be closed and will not be re-provided, reducing car movements.

There will also be a new café and a community space included in the store. The community offering is on the first floor and will have a prominent viewing point on the corner. We will welcome your views on the future use of this space.



Conceptual Site Plan



Conceptual Section View

## PEOPLE FIRST – IMPROVING THE PUBLIC REALM

The concept proposals have been developed and careful consideration has been given to placemaking.

We always start with the people. We will enliven and improve the streets around the site by creating activity and investing in the landscaping.

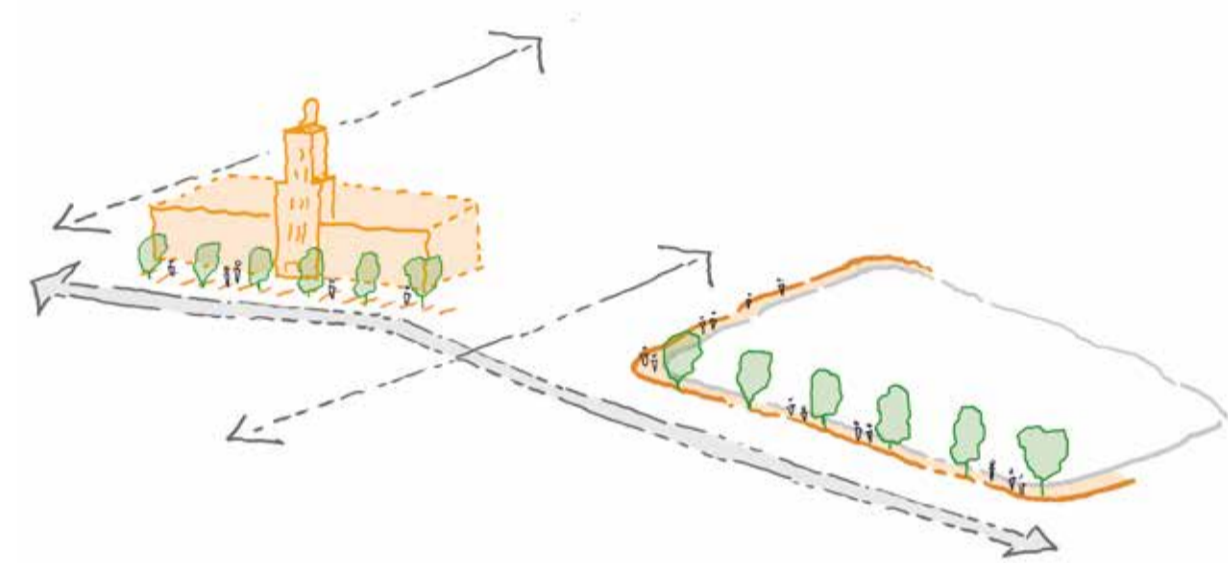
This will provide a more enjoyable and safe experience for all the people that walk from Syon Lane station to either the local schools or workplaces such as Sky.



1. New segregated cycle highway & footway
2. Potential improvements to existing underpass
3. Supermarket entrance plaza & amphitheatre with seating steps
4. Street trees
5. Raised planters with varied planting and tree buffer planting to adjacent roads
6. Improved finishes to footway

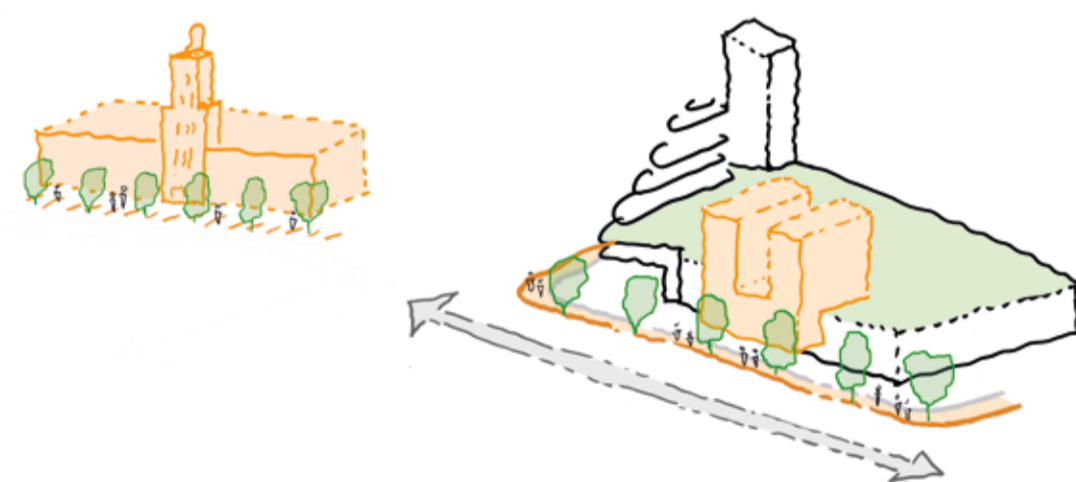
# HOMEBASE DESIGN CONCEPT

The emerging proposals seek to wrap the Tesco store and car parking levels with a series of buildings that create a landmark destination in Brentford.



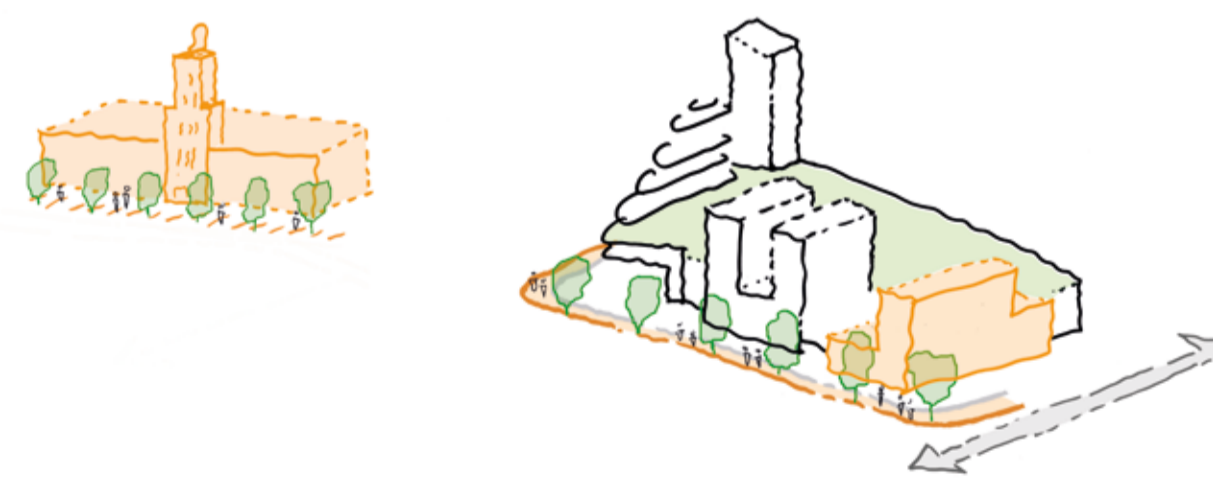
## 1. Improving streets and spaces

First we start with the people, ensuring the public realm is greener, safer, friendlier.



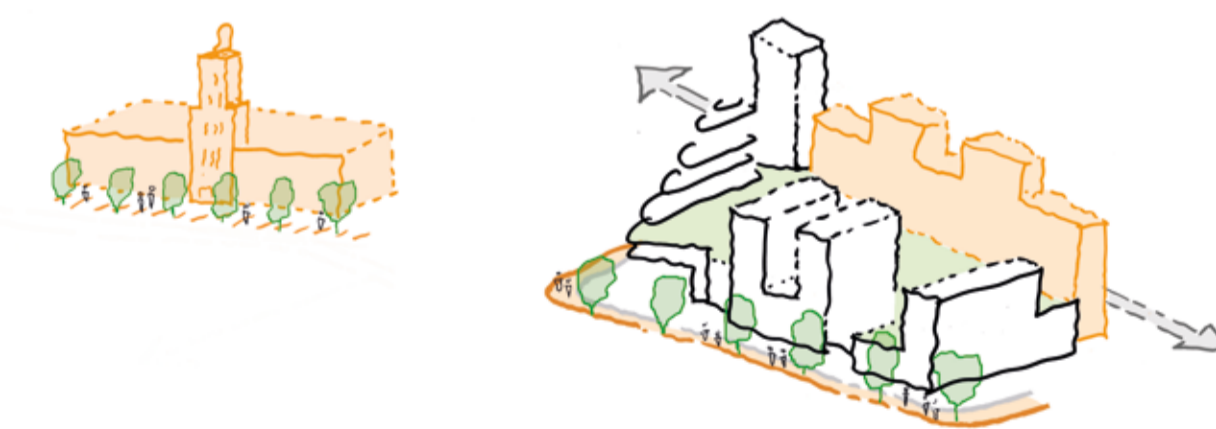
## 2. Celebrating the corner

Next we celebrate the corner with a building of iconic architecture that reflects the rich local heritage, and steps away to respect the Gillette building.



## 3. Addressing Great West Road

A feature building on the corner of the site creates a gateway into the Golden Mile, improving legibility and wayfinding.



## 4. Addressing Syon Lane

Rotating these buildings addresses Syon Lane and provides activation to the street, as well as being considerate of neighbouring houses.

## 5. Marking the corner next to the station

It is important to create a focal point from the train station for both local residents and workers, and visitors to the Golden Mile.

## 6. Addressing Syon Gate Lane

Finally the design is completed by a series of buildings along the new Syon Gate Lane.

# HOMEBASE DESIGN CONCEPT

GREENER, FRIENDLIER, SAFER - FROM SYON LANE STATION

## KEY BENEFITS

- A modern Tesco store
- 400 customer parking spaces
- Improved public realm
- 500 new homes including affordable homes for local people
- 125 residential parking spaces
- Over 1 acre of new green space
- New community space overlooking Gillette Corner
- Iconic architecture and a landmark building



Building heights ranging from 9-16 storeys



SYON LANE  
FUTURE

HOMEBASE

EARLY STAGE DESIGN CONCEPTS TO GIVE YOU AN  
UNDERSTANDING OF WHAT OUR PROPOSALS COULD LOOK LIKE



BEFORE



AFTER (DAY)



AFTER (DUSK)



VIEW POSITION

SYON LANE  
FUTURE

# HOMEBASE

BEFORE



AFTER



VIEW POSITION

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# OSTERLEY SITE OPPORTUNITIES

We have some very early ideas about how the new scheme concept will evolve, but we are keen to work with local communities to shape our plans to ensure we can deliver something of real benefit to existing and future residents.

Site opportunities:

- New public square for the local community including community spaces, shops, cafés and exercise or healthcare uses
- Significant high quality public realm of over 4 acres
- A new beautifully landscaped park featuring water, play space and public art
- Enhance existing water gardens
- New bus turnaround for improved bus network
- Better routes to Bolder Academy
- Connecting the community to the Sky Campus
- Reduction in traffic movements
- Efficient use of a brownfield site to deliver much needed new homes (circa. 1,650 of which 35% will be affordable homes) whilst safeguarding the green belt
- Affordable homes for local people



SYON LANE  
FUTURE

# OSTERLEY CONCEPT - A NEW PARK FOR THE COMMUNITY

At the heart of our proposal will be a stunning park. This will be publicly accessible, combining a significant network of a park, piazzas, green streets and public shared surfaces.

We would be interested to know from you what kind of open spaces would you like the new park to include?

- Children's play space
- Outdoor gym
- Community gardens
- Picnic lawns
- Ecology gardens
- Wildflower meadows
- Water fountains
- Event space



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# SYON LANE FUTURE

## OSTERLEY CONCEPT - A NEW HEART FOR THE COMMUNITY

We want to create a place with something for everybody. To achieve this we want to provide a vibrant social and cultural life in the new community with access to a range of health, education and leisure facilities.

As well as being a great new attraction for the area, this will help create new jobs, stimulate local investment and will support both new and existing residents.

- A new public square and shops
- New landscaped park and play space
- Quality new homes including affordable homes
- New community space...

*Space for coffee mornings?*

*Kids clubs?*

*Pop Up Library?*

*Creche?*

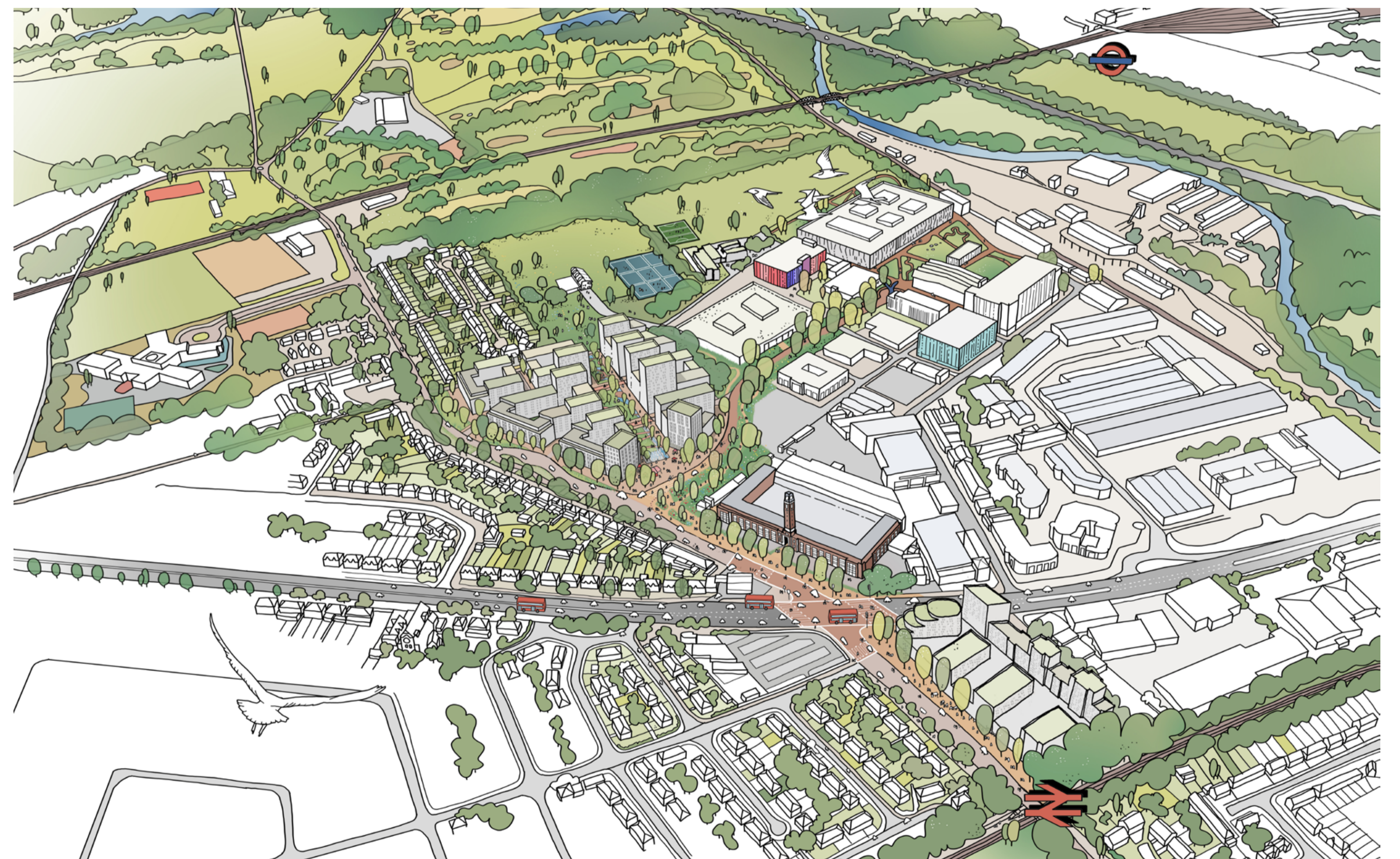
*... to be informed  
by the community*

*Youth groups?*

*Yoga/Crossfit classes?*

*Temporary art exhibitions?*

*GP/Dentist?*



# SYON LANE FUTURE

## COMMUNITY PLAN

### BUILDING UPON THE EXISTING COMMUNITY

Our commitment to make a difference goes beyond our sites and the environment, to the communities where we develop.

Communities are about people; we provide places, space and opportunities the whole community can benefit from, and where people come together, meet and get to know their neighbours.

We will put together a Community Plan to establish community events - including social clubs, fetes and festivals, concerts, markets, health and wellbeing initiatives and other activities - that will help residents to form a community as well as draw in neighbours from the local area.

We have a long-term view and play an active role in ensuring that the stewardship, management and placekeeping is self-sustaining once the place is created.

Collaboration is key to success and helps us create high quality places that go on to be thriving communities.



#### JANUARY

Wellness Week  
Residents' Committee  
Social Committee



#### FEBRUARY

Introduction to Construction Event  
Photography Club Competition



#### MARCH

Spring  
Arts & Crafts



#### APRIL

Easter Egg Hunt Syon Park  
Residents' Committee  
Social Committee



#### MAY

Osterley Park Sports Day



#### JUNE

Open Air  
Cinema Night



#### JULY

Osterley Festival



#### AUGUST

Fire Brigade Visit  
Arts & Crafts Event  
Summer Festival



#### SEPTEMBER

Wildlife Walk in the Water Gardens



#### OCTOBER

Halloween Arts & Crafts  
Residents' Committee  
Social Committee



#### NOVEMBER

Bonfire Night



#### DECEMBER

Decorate the  
Christmas Tree  
Santa's Grotto

# TIMESCALES AND NEXT STEPS

We hope you found the exhibition useful and informative.

We will be collating all the feedback we have received and, where possible, will take it on board ahead of submitting a planning application to the London Borough of Hounslow next year.

In the meantime, there will be further opportunities to meet, ask questions and give us your views about the development.

The team is opening a dedicated consultation centre in the Tesco, Osterley car park from Saturday 12 October.

Here you can meet the team, learn more about St Edward and our development proposals, and leave your feedback. The opening hours will be:

4.00pm – 7.00pm Tuesdays  
9.00am – 12.00pm Saturdays

## MEET THE ST EDWARD TEAM



Duncan Matthews



Joost Sandstra-Bennett



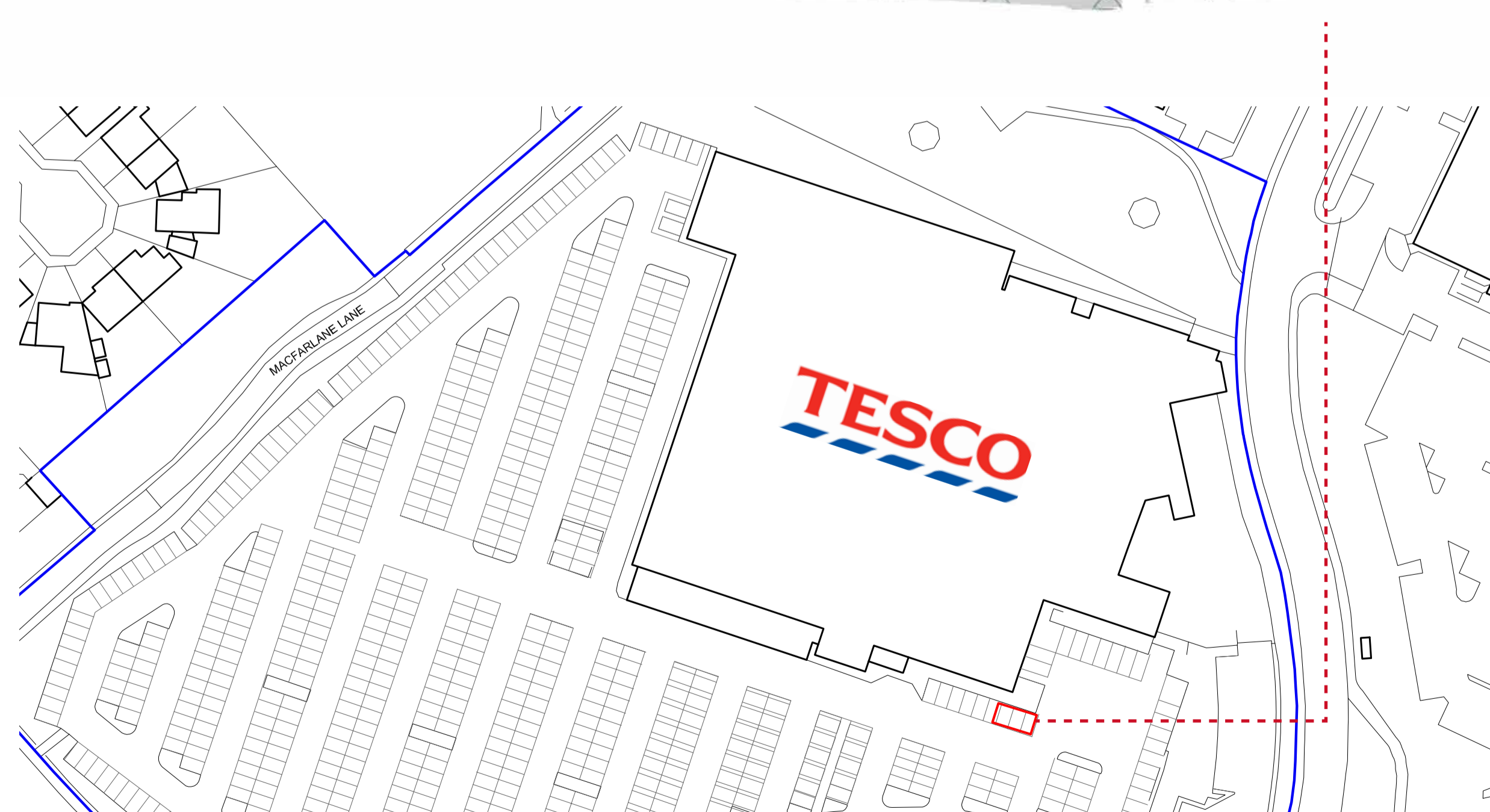
Peter Kufluk-Thackery



Mollie Mills O'Brien



Tom Fox



Before you leave, please remember to leave your feedback with our colleagues.

Residents' voice and influence are at the forefront of building a sustainable community and St Edward is committed to creating an environment in which people work together to manage and improve their neighbourhood.

There are several ways to give us your comments:

- Feedback forms at this exhibition
- Call our Freephone line on 020 7729 1705
- Email us at [hello@syonlanefuture.com](mailto:hello@syonlanefuture.com)
- Talk to a member of the project team here today
- Visit our website: [www.givemyview.com/syonlanefuture](http://www.givemyview.com/syonlanefuture)
- Come to any of our upcoming events

We hope to see you again soon.