



09.12.21

**1 West Cross Way, West
Cross House and 1-6
Windsor Close, Brentford**
Design and Access Statement



Chetwoods London Ltd
12–13 Clerkenwell Green
London EC1R 0QJ

+44 (0)20 7490 2400
www.chetwoods.com

Chetwoods Birmingham Ltd
32 Frederick Street
Birmingham B1 3HH

+44 (0)12 1234 7500
www.chetwoods.com

Issue date	09.12.21
Document status	Planning
Document name	West Cross House - Design and Access Statement
File Ref	5027
Revision	G
Author	SW
Checked by	CW

Contents

1.0 Introduction

1.1	Purpose of the Design and Access Statement	6
1.2	Structure of the Document	6
1.3	Phase 1	6
1.4	Phase 2	6
1.5	Other Works	7

2.0 Context

2.1	Planning Policy Context	10
2.2	Heritage Context	11
2.3	Central Gates, Gate Piers and Railings	13
2.4	Wider Context	14
2.5	Local Context	16
2.6	Site Analysis	18

3.0 Design Brief, Principles and Concept

3.1	Design Brief	22
3.2	Design Principles	22
3.3	Concept and Vision	23

4.0 Design Development

4.1	New Firestone Building	26
4.2	Front Entrance Options	34

5.0 Design Proposals – New Firestone Building

5.1	Use and Amount	38
5.2	Layout, Access and Movement	39
5.3	Scale and Massing	40
5.4	Materials and Façade Principles	41
5.5	Landscape	46

6.0 Technical Design

6.1	Sustainability - Summary of Initiatives	58
6.2	Sustainability Strategy Summary	60
6.3	Energy Strategy Summary	62
6.4	Waste and Recycling Management	64
6.5	Security	66
6.6	Existing Transport Connections	68
6.7	Proposed Site Connectivity	71

7.0 Design Proposals - Renault Building

7.1	Introduction	76
7.2	Design Principles	76
7.3	Scale, Massing and Materials	76
7.4	Landscaping	76

8.0 West Cross Campus

8.1	L&G's Business Plan for the West Cross Campus	82
8.2	Overall West Cross Campus Allocation	83
8.3	Long Term Masterplan Options	84
8.4	Scenario 1	85
8.5	Scenario 2	86

9.0 Consultation

9.1	Introduction	88
9.2	Stakeholder Engagement	88
9.3	Public Engagement	88

© Chetwoods (London) Ltd

Please note the information contained in this drawing / document is solely for the benefit of the Employer and should not be relied upon by third parties.
All information is preliminary and is issued subject to surveys, site investigations, design development & validation and statutory approvals.

Introduction

1.1	Purpose of the Design and Access Statement	6
1.2	Structure of the Document	6
1.3	Phase 1	6
1.4	Phase 2	6
1.5	Other Works	7

1.0 Introduction

1.1 Purpose of the Design and Access Statement

1.1.1 This Design and Access Statement (DAS) has been prepared on behalf of the applicant, Legal & General Assurance Pensions Management Ltd (L&G), to support an application for full planning permission for the phased development of two plots to the front of the West Cross Industrial Estate for employment purposes.

1.1.2 The purpose of the DAS is to explain the design context, principles, approach and evolution of the development proposals.

The description of development is as follows:

1.1.3 *The phased redevelopment of 1 West Cross Way, West Cross House and 1-6 Windsor Close, all within the West Cross Industrial Estate, comprising the following:*

1.1.4 *Phase 1: Use of 1 West Cross Way for a hybrid use (sui generis) to include car workshop with MOT testing facilities, storage and distribution, offices and ancillary showroom for the sale of motor vehicles. Replacement of existing cladding and the installation of glazing to the front elevation. Erection of a car wash facility at the rear of the building and the provision of 4 car display spaces, customer car parking and associated works.*

1.1.5 *Phase 2: The demolition and redevelopment of West Cross House and 1-6 Windsor Close for a new flexible E(g)(iii)/B2/B8 unit with office floorspace, new vehicular access, service yard and basement car parking; undercroft pedestrian and cycle entrance from The Great West Road and cycle store; together with landscaping, boundary and other associated works.*

1.1.6 *Works at the Shield Drive junction to improve pedestrian and cycle access, works to the estate roads and footways, and the provision of temporary decked car parking to the front of 6 West Cross Way to allow for its continued use and operation as a retail store.*

1.1.7 The development will transform an area of the estate which has been blighted by obsolete building and deliver a boost to the local economy through supporting approximately 300 jobs.

1.1.8 The application has been preceded by considerable, supportive, pre-application engagement with officers at the Council, together with local consultation.

1.2 Structure of this Document

1.2.1 The document firstly and principally addresses the design rationale and strategy for the new build industrial element of the application (referred to as 'the Firestone Building'), which will be a second phase redeveloping West Cross House and 1-6 Windsor Close.

1.2.2 The design approach to the immediate conversion of 1 West Cross Way (also known as 'W1') for Renault as a first phase is also dealt with.

1.2.3 A section is also included within the DAS to demonstrate that the Council's wider ambitions for the estate referred to in the draft Local Plan, whilst not included within this application, remain capable of delivery in the future.

1.3 Phase 1

1.3.1 West Cross Way, also known as "W1", is a single storey building of circa 3,000Sqm at the western end of the estate's frontage. It is a rather shoddy unit, has been vacant for two years and currently makes no employment or other contribution to the estate. It was formerly occupied by Sky in most part for vehicle storage, with some repair. In the late 1990s planning permission was granted for the change of use of the unit from warehouse to a light industrial building with ancillary office and warehousing, however, it is understood that Sky's occupation of the unit was predominantly as a warehouse to store its vehicles with a low employment density, rather than light industrial.

1.3.2 The unit has been marketed since December 2018 however, it has proven very difficult to re-let because of its low eaves height of only 5.8 metres and its poor service yard provision, which are not well suited to modern requirements.

1.3.3 L&G has exchanged an agreement for lease, conditional on planning, to transform the W1 unit to Renault UK's flagship UK headquarters. The proposal is to spend significant sums of money to refurbish the unit externally, to present an interesting commercial frontage to The Great West Road, improve the unit's sustainability credentials and for it to provide a hybrid mix of motor related uses including workshop, storage and distribution and office functions together with an ancillary showroom; that will serve the local economy and population.

1.3.4 Through this multi-functional use, and through the new 52 jobs to the Borough that the scheme will offer, the proposal reflects a significant change in the car dealership sector away from dominating showrooms, that has been accelerated by COVID-19.

1.3.5 The scheme will present an immediately transformative, striking frontage on to the A40 and the entrance to the estate, which will in turn attract new occupiers, and give the critical confidence to underpin the significant investment decisions that will be required for phase 2 which is being pursued speculatively

1.4 Phase 2

1.4.1 1.4.1 West Cross House currently provides 7,720Sqm Gross Internal Area (GIA) of office accommodation, together with circa 190 car parking spaces. It has been the subject of 6-month short-term licences albeit large parts are now vacant, and its continued occupation is not sustainable because of its state of disrepair. In short, it is not well suited to modern office requirements and is fast becoming obsolete.

1.4.2 1.4.2 1-6 Windsor Close is another dilapidated building on the estate's frontage of 1,877Sqm GIA. A sandwich shop occupies floorspace to the front of the building and there is a former gym to the rear.

1.4.3 1.4.3 This application proposes the redevelopment of the combined plot to follow as a second phase after the immediate conversion of the W1 unit.

1.4.4 1.4.4 The new unit will be for flexible E(g)(iii)/B2/B8 and office use across up to 9,267Sqm GIA of floor space, plus 85 car parking spaces within a basement of 3,312Sqm in total, split as 7,189Sqm GIA of industrial, warehouse, the principle space of use class E(g)(iii), formerly B1c/B2/B8, and up to 2,0784Sqm GIA of office and ancillary space at first, second and third floors. The office and ancillary space could potentially reduce if a tenant chooses not to construct one upper floor which will be an option presented to the market.

1.0 Introduction

1.4.5 The letting agents for L&G anticipate that the scheme, whilst speculative, could attract interest from sectors including, E commerce, parcel distribution, high end engineering, pharmaceutical production and distribution including life sciences, global manufacturing and assembly, retailer led distribution, food production, food and drink distribution, general storage and distribution, film and TV studios and associated media industry businesses already based along the A4 corridor and the wider West London area, and businesses seeking global HQs.

1.4.6 The design of the unit is heavily influenced by the previous Firestone building that was on the site and which was demolished in the 1980s. It will have high sustainability credentials, including a target to achieve a BREEAM excellent rating in accordance with the Council's policy.

1.4.7 The grade II listed pedestrian entrance from The Great West Road, which is a remnant from the previous Firestone building, will be retained, accompanied by a new pedestrian and cycle under-croft from the road and beneath the service yard, with a secure glazed entrance on its eastern side (closest to the future station), to avoid any conflict with vehicles. The scheme includes extensive cycle parking.

1.4.8 Land between the back of The Great West Road footway and the service yard in front of a slightly adjusted boundary wall will be landscaped to provide a green character to The Great West Road.

1.4.9 The scheme will deliver an industrial intensification at over double the existing quantum of floorspace in use class terms, and in practice greater, given that the MOT workshop, car storage and distribution elements of the W1 conversion will be industrial activities.

1.5 Other Works

1.5.1 This application also includes temporary parking arrangements to serve Curry's, including a decked area, that will be required as enabling works because of the displacement of some of their existing spaces to the side of West Cross House and until their lease expires in 2027. Works to the estate roads will also be necessary and the proposals include improved pedestrian and cycle infrastructure from Shield Drive as part of a strategy to discourage car use which also include a framework Travel Plan.

Context

2.1	Planning Policy Context	10
2.2	Heritage Context	11
2.3	Central Gates, Gate Piers and Railings	13
2.4	Wider Context	14
2.5	Local Context	16
2.6	Site Analysis	18



2.0 Context

Planning Policy Context

2.1 Planning Policy Context

- 2.1.1 The Planning Statement refers to the planning policy context and provides a planning assessment of the proposal.
- 2.1.2 The London Plan allocates The Great West corridor as an opportunity area, for significant investment and growth. It targets delivery of 14,000 new jobs and 7,500 new homes within the area over the next 20 years.
- 2.1.3 Whilst the SIL designation is being consolidated through The Great West Corridor Local Plan review and the application site will no longer form part of it in favour of a new Site Allocation, the principle that new development should deliver an industrial intensification remains. This is the guiding principle that underpins this planning application, and which has been supported by officers from the Council.
- 2.1.4 Accordingly, the new build industrial development over phase 2 is being optimised and the application in the round will more than double the quantum of industrial floorspace that currently exists.
- 2.1.5 Consideration has also been given through scheme evolution to other emerging policy aims including the provision of an interesting, active commercial frontage and green character to The Great West Road, the creation of a buffer to potential future residential development to the north and significantly improving the site's sustainability credentials.



Fig 2.0 Aerial views of the site and site location map

2.0 Context

Heritage Context

2.2 Heritage Context

The Golden Mile

- 2.2.1 The first section of The Great West Road was constructed through Brentford and Hounslow in 1925 to relieve congestion through Chiswick, Brentford and Hounslow.
- 2.2.2 The location attracted new commercial developments and became the principal showcase of a new type of open and hygienic factories for household names such as Firestone, Pyrene and Gillette. The architecture also reflected the inter war period with symmetrical modern façades, embellished with jazz motifs inspired by a variety of sources from aeronautical to Egyptian. These buildings were designed to be seen from the road, advertising the emergence of these new commercial industries. The success of these companies resulted in the road being coined 'The Golden Mile', with many showpiece factories constructed along its length.
- 2.2.3 The most successful architects, designing factories and warehouses along the road were Wallis, Gilbert & Partners, who designed numerous factory buildings along The Great West Road including Pyrene, Firestone and Coty
- 2.2.4 Following the Second World War, The Great West Road was widened and extended to Hammersmith. Later in 1965, the M4 motorway was constructed to the north. This supported the continued growth of industry in this area, with existing factories expanding their footprint and new buildings constructed at this time.
- 2.2.5 The M4 and A4 corridor has continued to be a focus for development to the modern-day with high profile companies such as Sky and GlaxoSmithKline (GSK). Monumental architecture continues to advertise these building's presence, making full use of the visibility from major thoroughfares.



Fig 2.1 Former warehouse for Curry's Ltd, built 1935-6



Fig 2.3 Former Firestone factory, built 1928 (now demolished)



Fig 2.2 Former Coty factory, built 1933



Fig 2.4 Former Gillette factory, built 1937

2.0 Context

Heritage Context

2.2.6 The Firestone Factory was one of the first industrial buildings on the newly constructed Great West Road and is representative of the growth of purpose-built factory buildings supporting new commercial industry. There appears to have been three main phases of development, although additional phases and alterations are likely to have occurred whilst the factory was operational.

- Phase 1, designed by Wallis, Gilbert & Partners and comprising a front piece of offices onto The Great West Road with north-lit factory buildings behind.
- Phase 2, built before the 1950s with factory wings on either side of the main building. These were single storey north-lit factory blocks symmetrically located on either side of the central offices
- Phase 3, built before 1963 with the substantial enlargement of the estate. The two side wings of the factory were raised by an additional storey with the Firestone logo emblazoned across the front. An adjacent plot to the west was also developed with utilitarian factory buildings, white rendered, which maintained the pattern of fenestration from the main buildings.

2.2.7 In 1979 Firestone announced the closure of the Brentford factory. Following its sale, for development, the building had been proposed for spot listing as a statutory listed building. The building was then demolished in 1980, before the listing was secured, leading to controversy suggesting it had been undertaken pre-emptively in anticipation of the listing. The demolition resulted in greater attention being given to the protection of similar buildings from the period, now recognised as a key moment in history.

2.2.8 Following the demolition of the Firestone Factory, West Cross House was constructed on the site with the surviving gates, gate piers and railings to the former Firestone Factory retained and now grade II listed.



Fig 2.5 1:10,560 OS Map published 1938



Fig 2.6 Firestone factory c.1928



Fig 2.7 Firestone factory c.1963



Fig 2.8 1:10,560 OS Map published 1966



Fig 2.9 Aerial view of the Firestone factory c.1953



Fig 2.10 Demolition of the Firestone factory in 1980

2.0 Context

Central Gates, Gate Piers and Railings

2.3 Central Gates, Gate Piers and Railings

2.3.1 The central gates, gate piers and railings to the former Firestone Factory were added to the statutory list on the 23rd October 2001 as Grade II listed.

2.3.2 Built in 1928 to the design of Wallis, Gilbert and Partners, they formed the main pedestrian entrance to the Firestone Factory. They are comprised of reinforced concrete piers set in pairs, interceded by two sections of original railings, a pair of gate piers with double gates, two plinths supporting lanterns, and a flight of shallow steps, with a further pair of piers positioned at the top. All are highly stylised, following a Jazz Modern idiom, coordinated through the pier's pylon-shapes, staggered keystone motifs and fluting on the upper friezes. The lantern plinths are stylistically homogenous bearing distinctive scrolled ornamentation. The square profile of the railings, featuring blunt terminals, references Egyptian design. The gates have central circular bosses with shields containing the letter 'F', supported on X-motifs.

2.3.3 The additional railings and piers surrounding the estate are excluded from the listing. The list description states:

2.3.4 'The other stretches of railings and piers have been compromised by the loss of the original railings and are not included within this list description.'

2.3.5 These additional railings and piers represent the substantial expansion of the factory in the 1960s. The railings have a simple design without any elaboration and are painted white, distinguishing them from the listed black-painted railings. The additional piers are constructed to a design matching the Art Deco originals.



Fig 2.11 Details of gates, railings and piers



2.0 Context

Wider Context

2.4 Wider Context

2.4.1 The site is located in the London Borough of Hounslow on The Great West Road, a major vehicle route out of London created in the 1920s and now providing an important and very busy route to Heathrow and other major areas to the west of London. The road provided the impetus to create a number of signature industrial buildings in the area after its construction, establishing the 'Great West Corridor' as a leading location for cutting edge industrial development through the 1930s.

2.4.2 The wider area has a long history of grand estates and designed landscapes, including nearby Kew Gardens which sits to the south across the River Thames. To quote from the Council's 'Great West Corridor' study (2019), 'the wider area has been used for centuries for residences of the British Royal Family and nobility. This has left an important legacy of architectural and landscape design in the immediate context of The Great West Corridor. Syon House, Osterley Park and Gunnersbury Park are examples of nearby royal estates which are relatively intact and open to the public.'

2.4.3 The nearby River Brent joins the Thames at Brentford, the closest town centre to the site. Brentford was an older settlement on the confluence of the two rivers, as well as sitting on the roman road connection between London and the West, and this centre gained in importance with the arrival of the canals and railways. The site is to the north of the town centre, separated from it by railway infrastructure, the River Brent and by The Great West Road itself.

2.4.4 As well as the significant green spaces, this section of the borough also includes considerable areas of generally suburban residential developments, many of which pre-date The Great West Road and largely consist of low rise, semi-detached houses. Pockets of higher density housing and mixed-use developments are now being built throughout the wider area, increasing the numbers of local people and no doubt increasing the demand for local jobs.



Fig 2.12 Brentford Canal



Fig 2.14 Syon Park



Fig 2.13 Kew Gardens



Fig 2.15 Brentford High street

2.0 Context

Wider Context

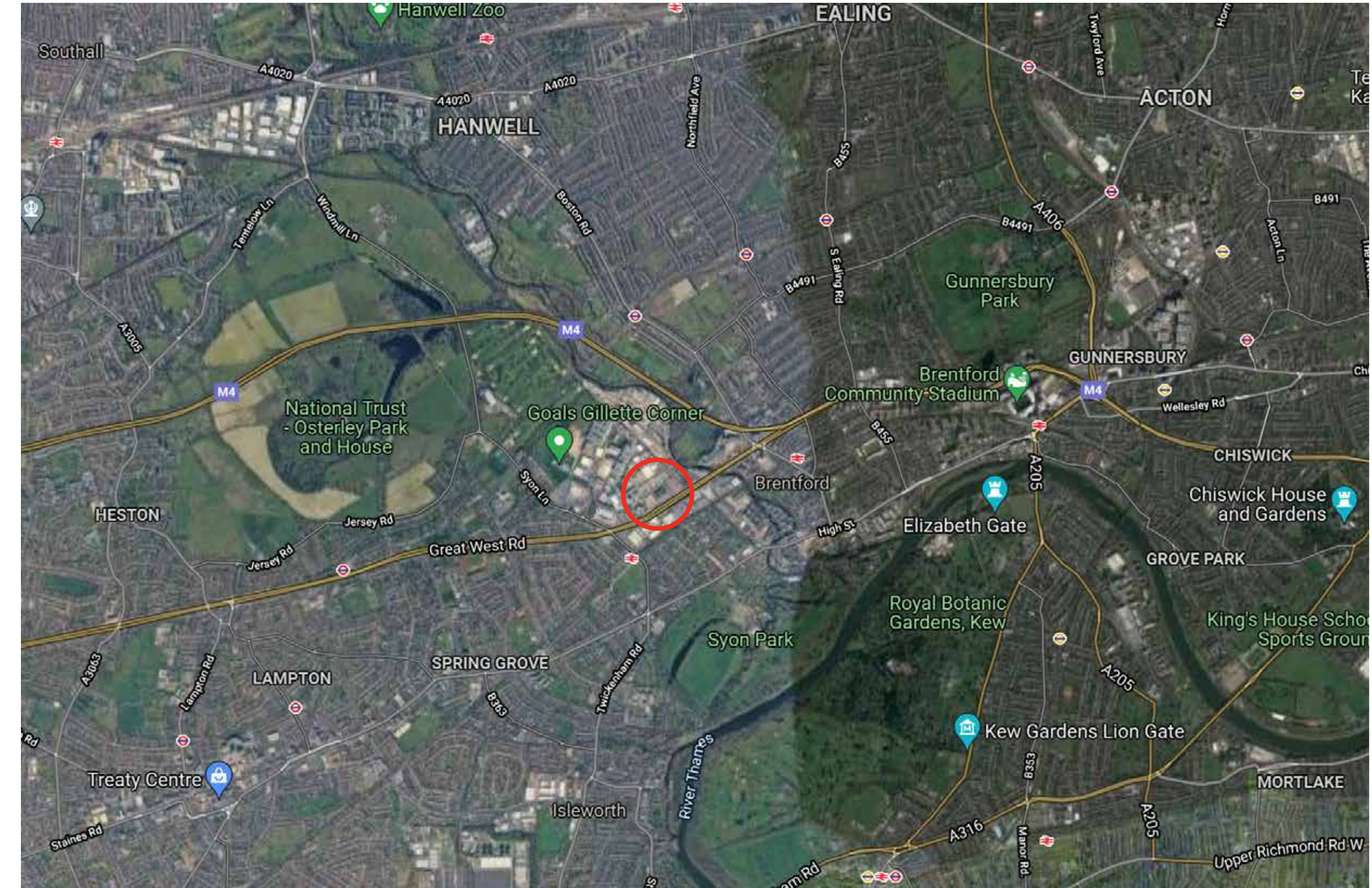


Fig 2.16 Aerial of the wider area showing site location

2.0 Context

Local Context

2.5 Local Context

2.5.1 This location is part of an employment area and forms a loose triangle edged by The Great West Road to the south, the Bolder Academy school's grounds and golf course to the north-west and the remnants of an original railway line and associated open industrial uses to the north-east. This aspect is further edged by the meandering River Brent and by Boston Manor Park open green space beyond.

2.5.2 The character of the local area has traditionally been distinctively defined by its large-scale industrial buildings, particularly the early 1930s blocks with their distinctive central clock towers defining the symmetry of the front office buildings, set in front of expansive factories. The character and uses of this area have eroded over time, including, for instance, the 1980s demolition of The Firestone Building on this site. However, with increases in investment and the changing demand for industrial activities in the area, The Golden Mile is experiencing improvements to the street itself and a mixture of refurbishment and redevelopment to many existing sites in the area.



Barratt building



Coty Cosmetics building



Pyrene building



JC Decaux building



Fig 2.17 Images of remaining local buildings in Art Deco style



Gillette building



2.0 Context

Local Context

2.5.3 One example of the changes is the recent Sky Studios campus to the north of the site, while in terms of extending the overall mix of uses in the area, existing office buildings to the west of the site have recently been converted into housing, introducing residential activities closer to the site.

2.5.4 There is a remnant railway spur to the east of the site, which used to connect to the River Brent from the canal in the north. This is currently used partly as a railway depot and is projected to become a new line connecting with Southall, enabling better transport links to the surrounding area and Heathrow in particular. A new station will stimulate wider redevelopment, including a local centre at the station and potential mixed-use housing development to the north of the site.

2.5.5 The Great West Road includes two-way cycle lanes along both sides of the carriageway, although these are not completely continuous and the northern lane terminates at the historic site entrance steps.



Fig 2.18 Sky Campus



Fig 2.19 GSK on Great West Road



Fig 2.20 Great West Road



Fig 2.21 Great West Road

2.0 Context Site Analysis

2.6 Site Analysis

2.6.1 The site itself has a strong relationship with The Great West Road, with the original Firestone steps still rising from the footpath into the site, buffered with planting. The site 'platform' sits above the roadway level, giving it a clear sense of elevation over the street and surrounding area to the south. The site is largely level after rising up a short distance from The Great West Road and all vehicular traffic enters from the west side of the site and circulates to the rear of it along Amalgamated Drive, then exits to the east onto Shield Drive which then meets Great West Road. Vehicles can only turn left onto Great West Road.

2.6.2 The Great West Road provides an artery to the south of the site.. To the west of the site are residential buildings (converted from office use under permitted development).

2.6.3 The adjacent buildings to the north are generally two storey light industrial buildings with a broad range of uses. These provide the site's edge condition across Amalgamated Drive, although the long-term character of this part of the site is expected to change over time within the context of the longer term masterplan for the area.

2.6.4 The application site includes 3 buildings at present, 2 of which are proposed for demolition as part of this proposal – West Cross House and 1-6 Windsor Close ; - and one of which (W1) will be refurbished to become the Renault Building; Part of this project is also to temporarily re-provide parking for this retailer through an area of decked parking until 2027, some of which will be displaced by the development.

2.6.5 The opportunities and constraints plan, Fig 2.23, shows the site in its immediate context, noting adjacent uses potential future uses and access routes.

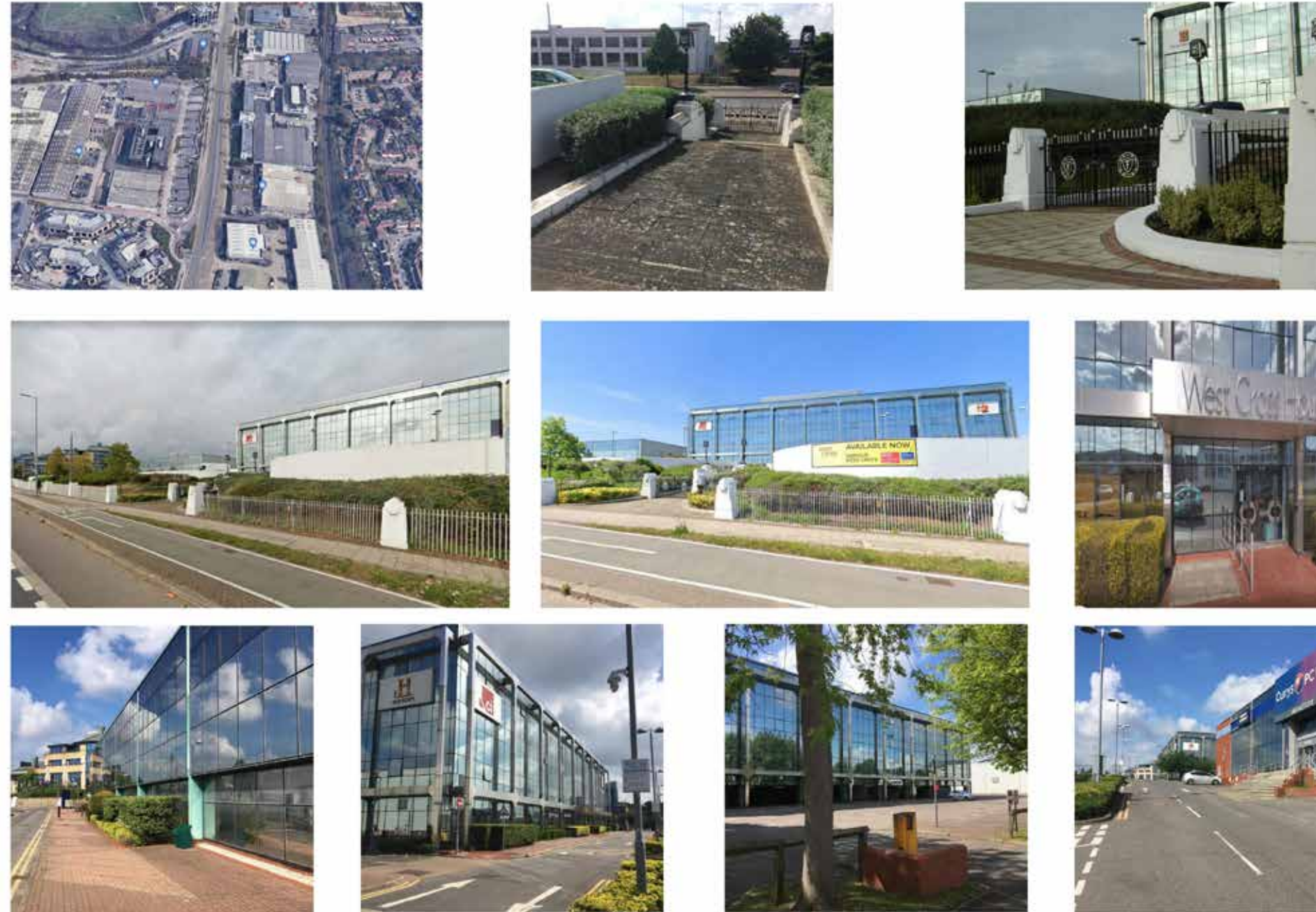


Fig 2.22 Images of existing site

2.0 Context Site Analysis

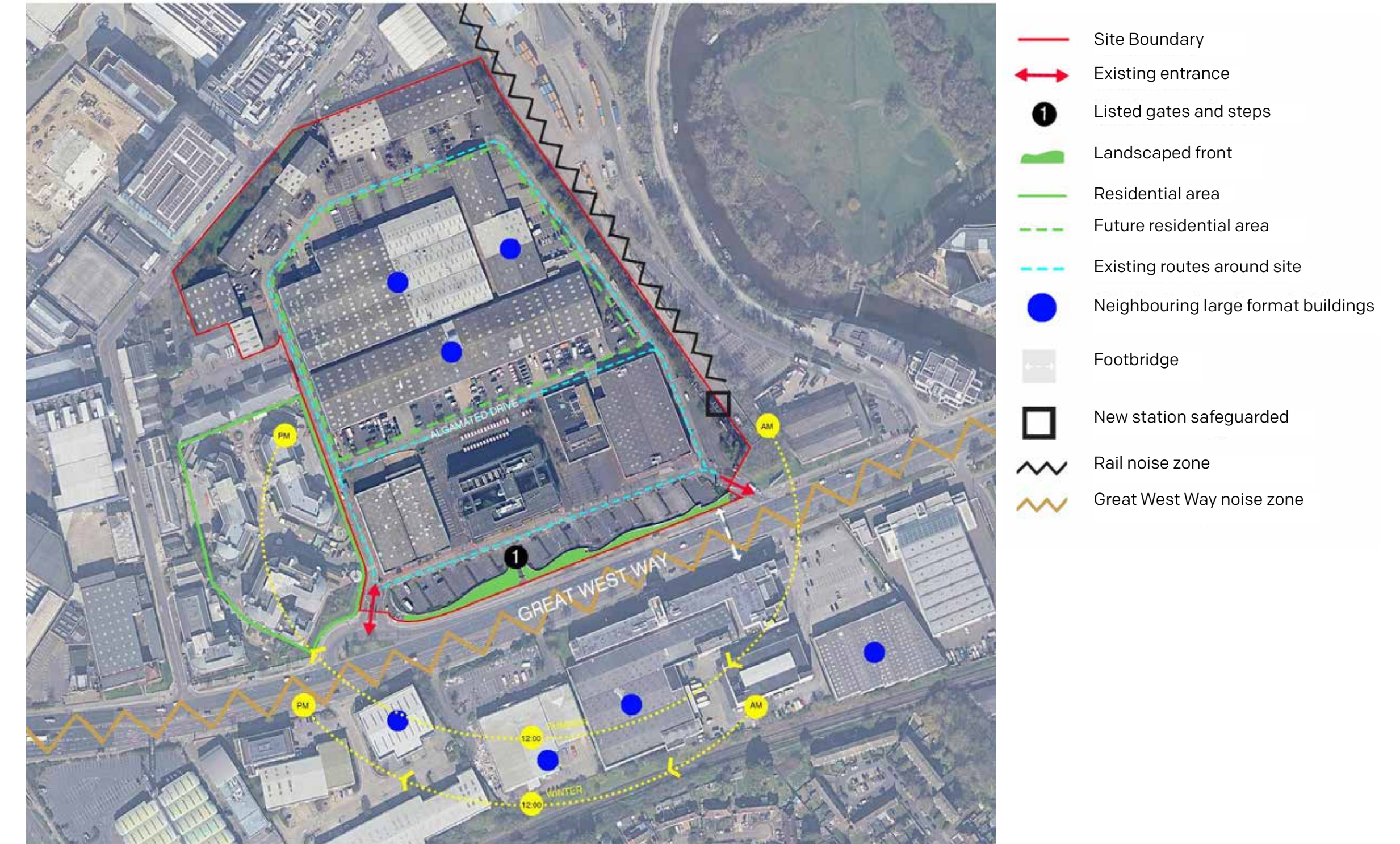


Fig 2.23 Opportunities and Constraints Plan

Design Brief, Principles and Concept

3.1	Design Brief	22
3.2	Design Principles	22
3.3	Concept and Vision	23



3.0 Design Brief, Principles and Context

Design Brief and Principles

3.1 Design Brief

3.1.1 The site represents a rare and exciting redevelopment opportunity in a highly sought after location. The proposals will deliver a new high profile and prominent super-prime industrial unit with best in class Environmental Social Governance (ESG) credentials on a major West London arterial road.

3.1.2 The design brief called for a speculative building for E(iii) / B8 / B2 use, with a circa 75,000sqft Gross internal area (GIA) warehouse, with 15m clear height to warehouse haunch; also, associated offices circa 15,000 to 20,000sqft GIA plus ancillary spaces. Offices are to be provided at first, second and third floor levels at the front of the building creating an attractive HQ style facility. The development is to be set on the site of 3.63 acres resulting in a site coverage of 47% and density (including the offices) of 57%.

3.1.3 The vehicle and movement requirements are to include a 40m clear yard area, 6 standard docks, 2 euro docks, 2 level access doors, 4 small vehicle level access doors, and 85 parking spaces (including 9 disabled bays).

3.1.4 Summary of building performance requirements:

- Clear Height to Haunch – 15m;
- Floor Loading – 75kn/m2;
- BREEAM Excellent;
- On-site renewables in form of wind turbines and air source heat pumps;
- 20% on site EV parking with infrastructure in place for remaining spaces;
- 1.5MVA electricity supply targeted – all fossil fuels will be removed from the building and additional capacity will be supplied to facilitate the delivery of 20 rapid chargers for commercial vehicles;
- Views from upper levels over Osterley Park and beyond.
- Energy Performance Certificate “A” rating.

3.2 Design Principles

3.2.1 The design principles for the site have been developed in the context of the site brief and an understanding of The Great West Road Masterplan and Capacity Study 2019 and include the following points:

- Providing for the intensification of industrial uses and an enhanced visible commercial frontage to The Great West Road;
- Retention and enhancement of the listed steps/gates;
- Using architectural cues taken from the former Firestone Building and local precedents in the building design;
- Greening the site’s frontage to The Great West Road;
- Concealing car parking in a basement;

- Locating the proposed development along Amalgamated Drive, set back from The Great West Road, to shield potential residential plots to the north from noise and air quality impacts from The Great West Road and the unit’s service yard;
- Giving greater priority to pedestrian and cycle access with two dedicated access points from The Great West Road, and provision of showers and facilities within the building, ensuring an inclusive development;
- Ensuring no compromise to pedestrian, or cycle access to the remaining area of the estate including that allocated from the potential new station (the Currys site).

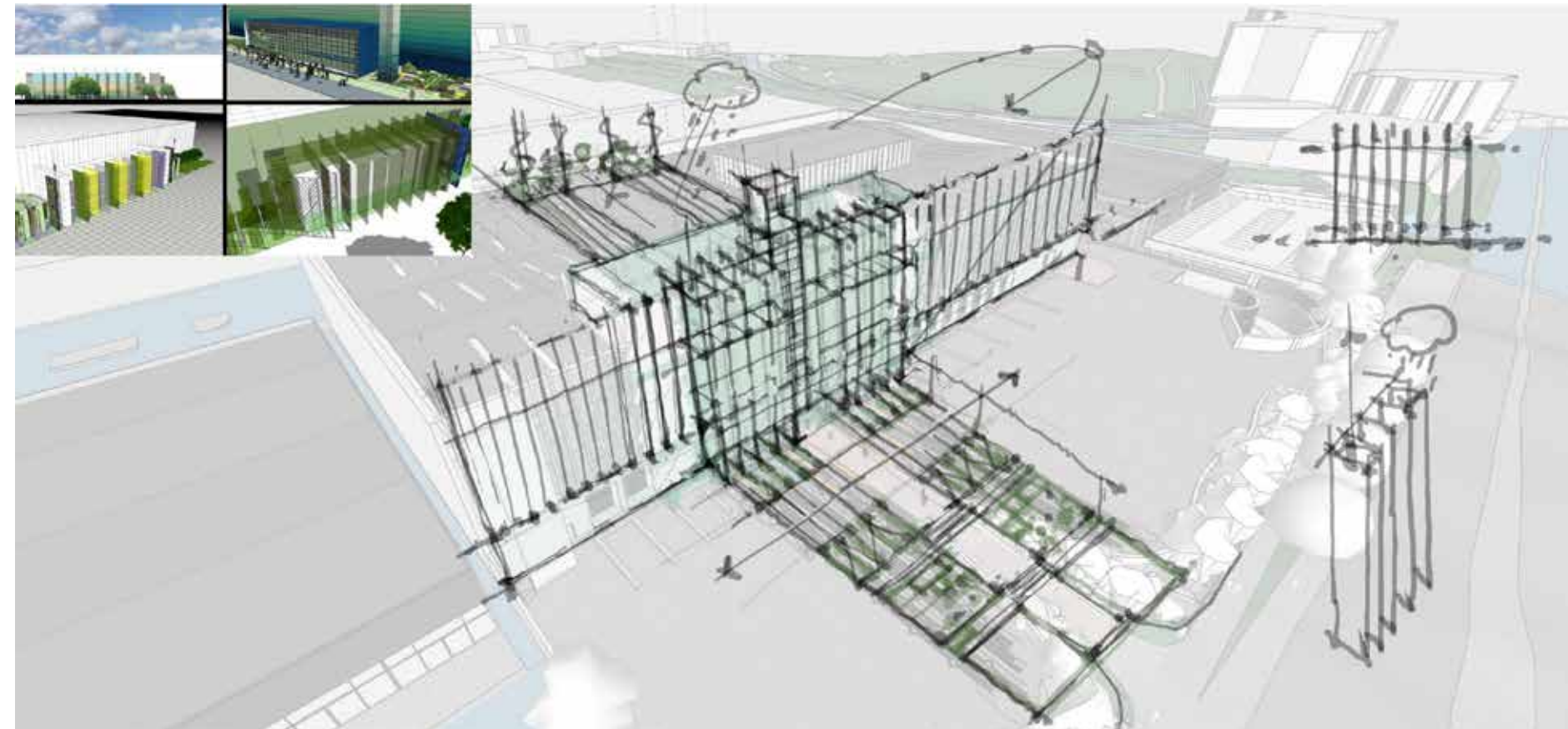


Fig 3.1 Sketch designs exploring building frontage

3.0 Design Brief, Principles and Context

Concept and Vision

3.3 Concept and Vision

3.3.1 Vision: To carry forward the original vision of The Golden Mile as an exemplar of industrial innovation and an expression of the future. To reference forms, symbols and elements from the original buildings to update an industrial image in this location for the 21st Century.

3.3.2 The concept for this site grows from its location on the former Firestone Building site where the previous structure was an iconic building at the eastern entrance to The Golden Mile, the new major industrial boulevard out of London. According to the long-term masterplan the local area is identified as a location for major change and the area to the north of this site is intended for future redevelopment as a mixed-use area, including housing. However, this site and all those fronting The Great West Road will remain in industrial use, as buffers between the changing uses to the north and the ongoing busy movement route of The Great West Road.

3.3.3 The proposed built form is set back from the road to accommodate its operational functions on the street side, away from future housing. However, because of the existing topography and street layout, vehicle access to the site is most logically gained from the rear, using a one-way system providing access to all the sites along this part of The Great West Road. The operational parking on the street-side is largely screened from public view by the raised topography and green buffer which incorporates the heritage steps and fence elements.

3.3.4 While the original Firestone Building has gone, its front steps, gates and some sections of fencing remain and will be incorporated into a new pedestrian and cyclist street entrance to the development. The new entrance will be located beside the existing steps, but to meet the needs of inclusive access into the building, there will be a new glass pod built at street level which will provide easy access at basement level into the core of the new building.

3.3.5 The central clock tower of the building was an iconic form, and the form still exists in other local buildings from this era, and designing a new 21st Century iconic tower, identifying the building and major entrance from the street also forms a central element of the overall concept.

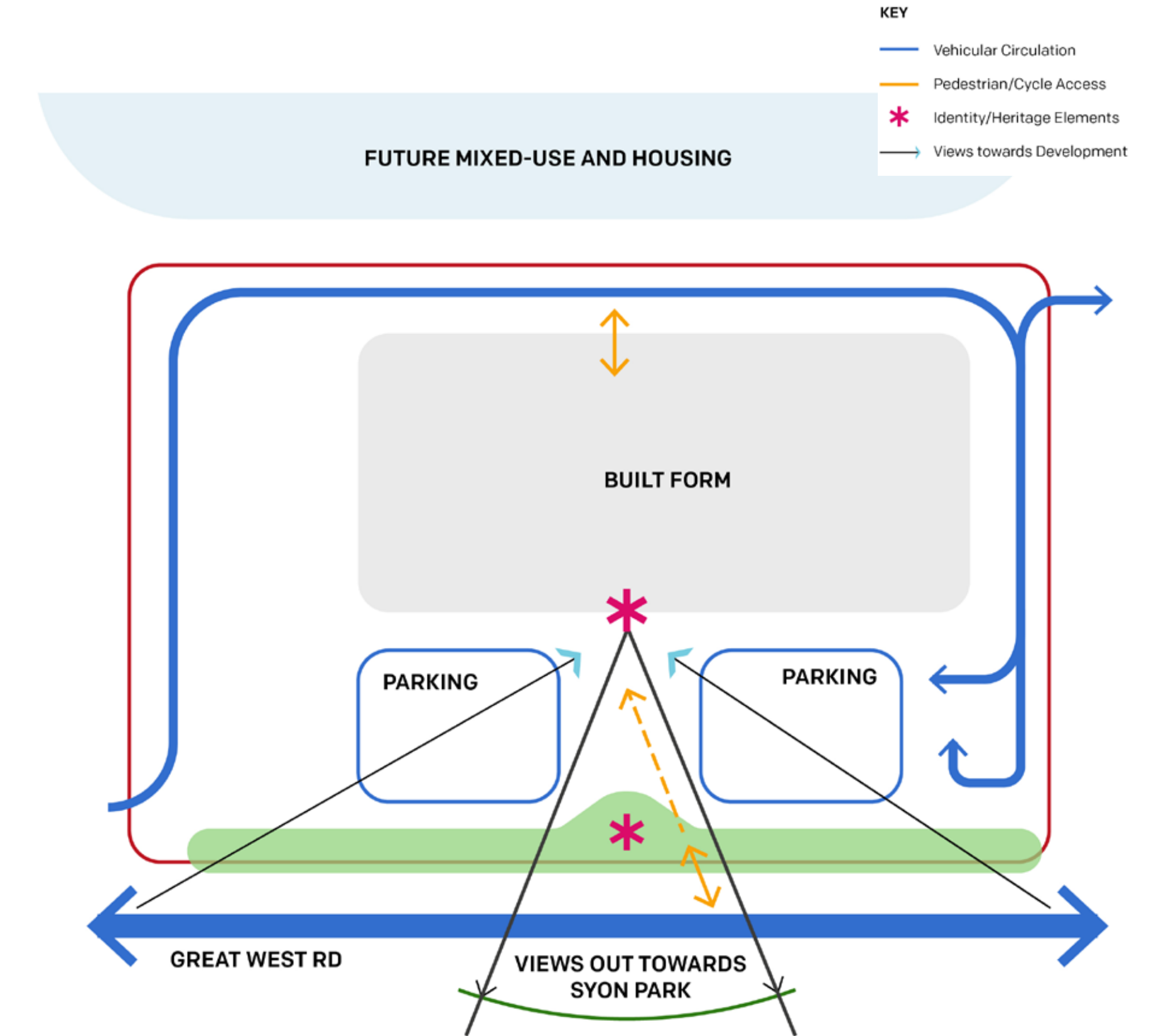
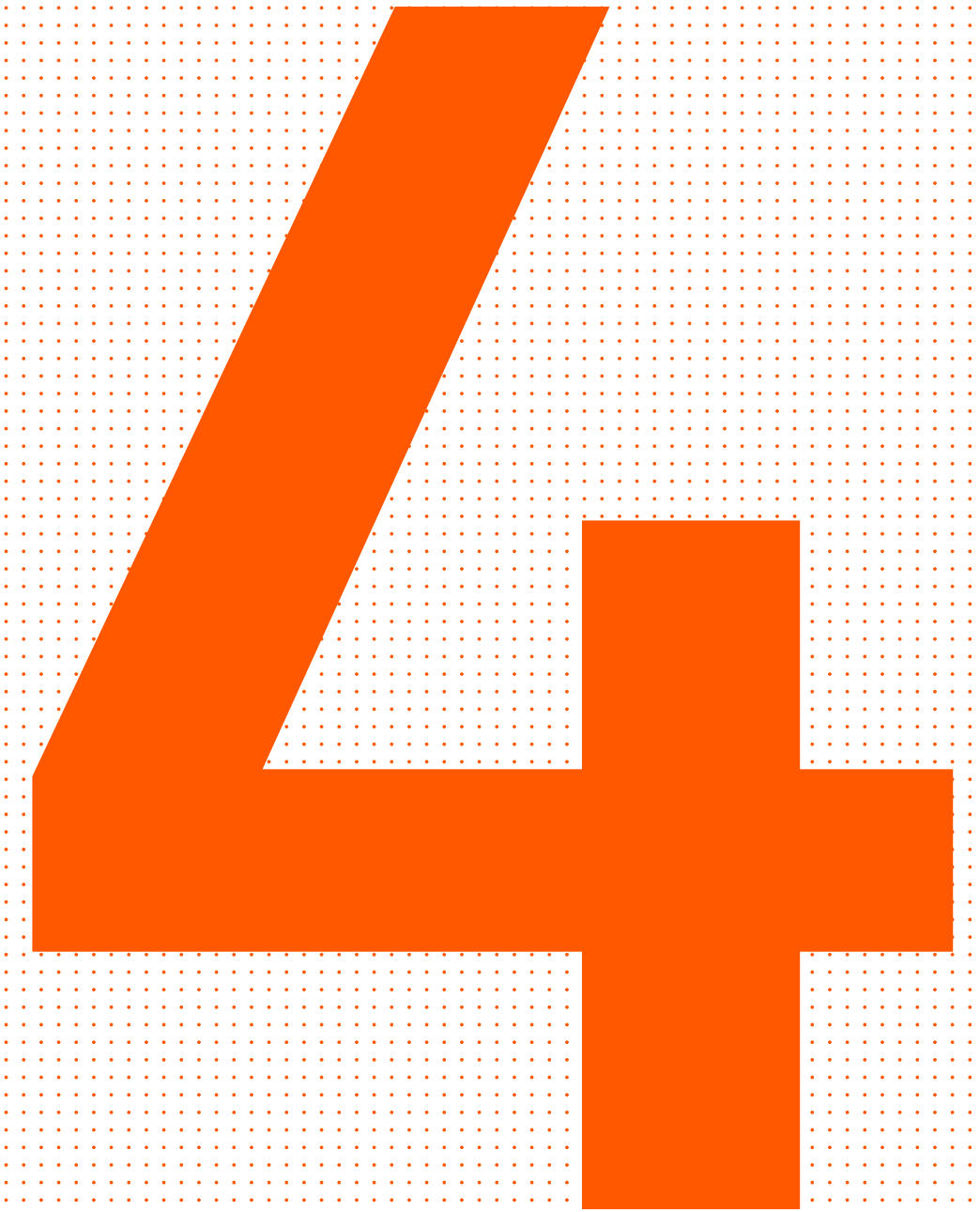


Fig 3.2 Concept Plan

Design Development

4.1	New Firestone Building	26
4.2	Front Entrance Options	34



4.0 Design Development New Firestone Building

4.1 New Firestone Building

Site Strategy

4.1.1 A range of different developments for the site were studied to find the optimum response to the aims and objectives of The Great West Corridor Masterplan, in conjunction with the needs and aspirations of the client brief.

4.1.2 Each of these was assessed - 3 schemes set out in this section - and the preferred option was chosen and further developed. An approach to the future phased development of the wider site was one of the components taken into account in consideration of the preferred option. The schemes considered included the following Schemes A, B & C.

Scheme A

4.1.3 This proposal includes 6,977Sqm of flexible industrial/warehouse space, excluding offices and amenities, offering several units of varying sizes, with a central massing, part of which sits forward on the site close to the street frontage. The built form fills the space between the existing Curry's building and Building W1 to the west, allowing for car parking to the balance of the frontage areas, retaining Curry's existing parking, with operational yards located off Amalgamated Drive to the rear of the buildings.

This proposal presents several issues which are summarised as follows:

- The yard to the rear creates a possible conflict with the future masterplan for the area;
- The layout does not lend itself well to a single large tenant as well as multiple smaller ones;
- The building line to The Great West Road is likely to conflict with the masterplan aims and creates an inconsistent building frontage on the site itself;
- The forward frontage building line would require the relocation of the historic steps.

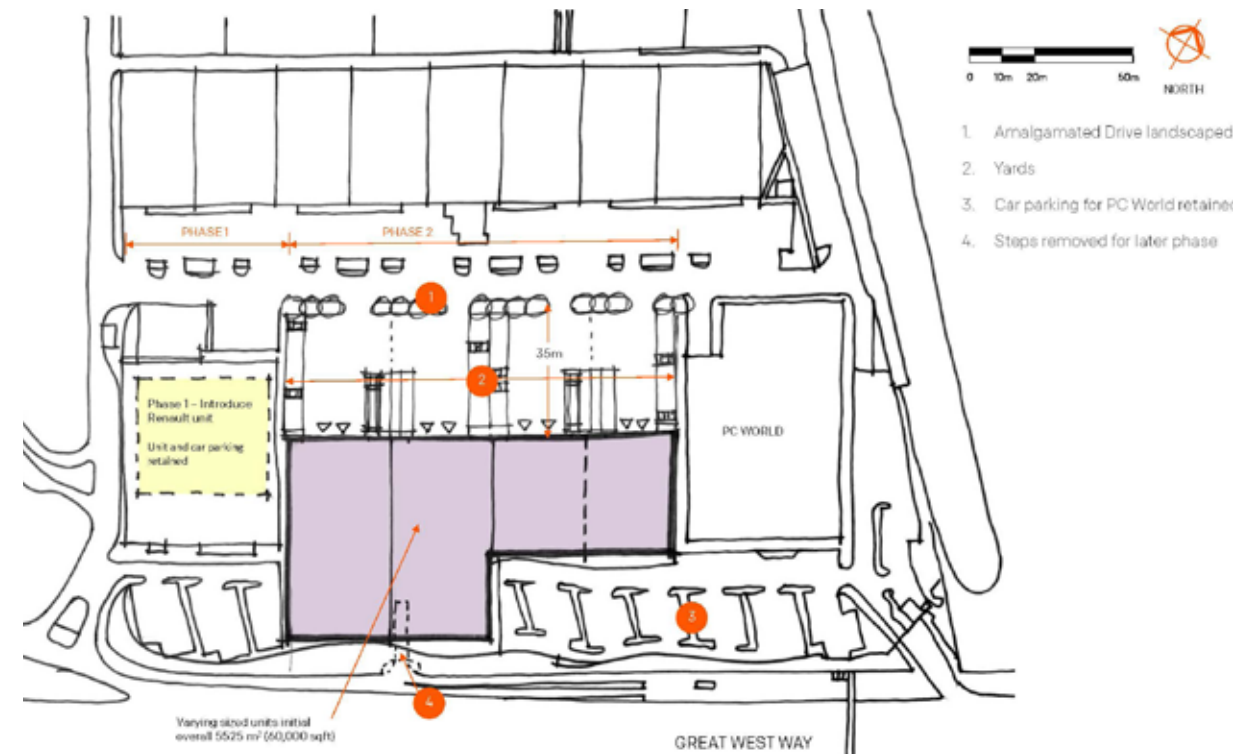


Fig 4.2 Scheme A Sketch Plan Layout

4.0 Design Development New Firestone Building

Scheme B

4.1.4 This proposal investigated a multi-storey approach to industrial units, providing a high quantity of development, 10,000Sqm over 3 levels, and siting the building to the west adjacent to the existing Building W1, as well as locating it forward on the site close to the street frontage. The proposal occupies a smaller footprint than Scheme A and also allows for car parking to the balance of the frontage, retaining Curry's existing parking. The proposed operational yards are located off Amalgamated Drive to the rear and eastern side of the building. This proposal presents several issues which are summarised as follows:

- A suitable ramp to serve the upper floors can not be designed effectively within the sites small footprint. Approximately 3 times the site area would be required;
- The yard to the rear creates a possible conflict with the future masterplan for the area and does not provide noise or air quality shelter to future housing in the north;
- The side yard breaks the building line, to the main elevation, and does not provide noise or air quality shelter to future housing in the north;

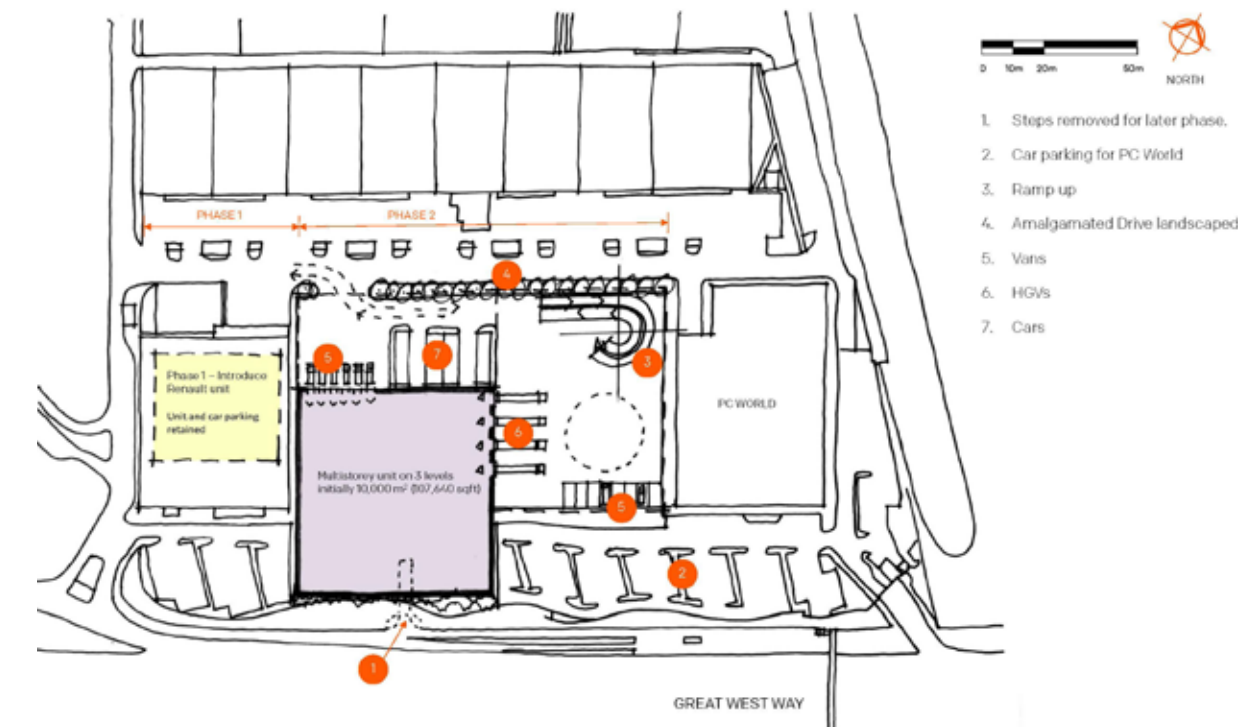


Fig 4.3 Scheme B Sketch Plan Layout

- The multi-storey layout increases heights considerably and clashes with the masterplan height constraints;
- The building line to The Great West Road is likely to conflict with the masterplan aims and creates an inconsistent building frontage on the site itself;
- The forward frontage building line adversely affects the listed features and requires the relocation of the historic steps.

Scheme C

4.1.5 This proposal includes a 6,975Sqm single level warehouse with additional offices and amenity space. The building is set back from the street frontage, accommodating the operational yard to the front of the building, away from the future housing north of Amalgamated Drive. This potentially avoids conflict with the masterplan, maintaining the historic building line and protecting future residential development from noise and vehicle movement activity. This siting also maintains the listed steps in their current location. There is some minor drawbacks to this scheme:

- The yard to the front requires a creative approach to making a sense of arrival from The Great West Road;
- There is limited space for visitor parking in the frontage area;
- The operational lorries and vans need to be brought onto the site from Amalgamated Drive;
- The existing Curry's parking must be re-provided elsewhere.

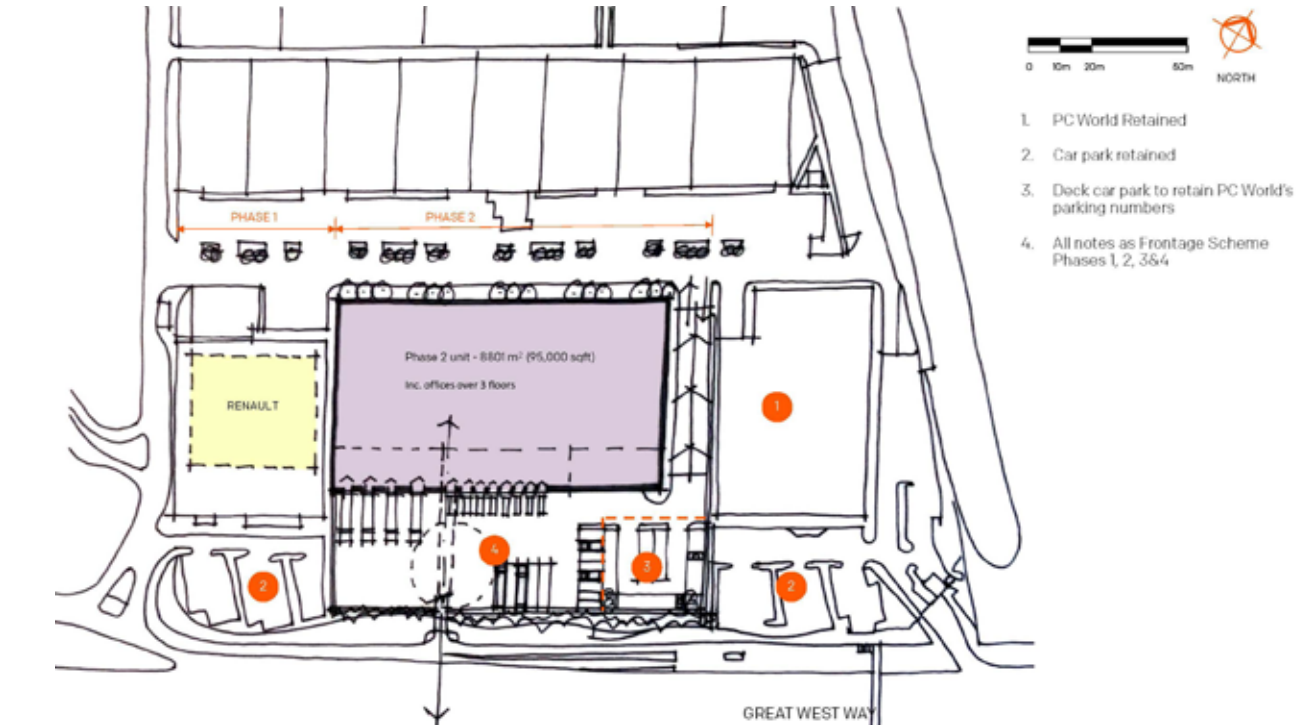


Fig 4.4 Scheme C Sketch Plan Layout

4.0 Design Development New Firestone Building

4.1.6 Following consideration of the alternative options explored it was concluded that Scheme C offers greater opportunities for a coherent, flexible and highly usable development and this concept was further developed as the preferred proposal.

4.1.7 This scheme offers practical solutions to the parking issues raised by both the adjacent Currys store and by the needs of the new building. Parking for Currys is to be re-provided by the addition of a single level parking deck over its existing car park area on the site frontage. This is relatively easily enabled by the existing ground levels with ramping to the front of the site, setting the new deck back against the existing building, with minimal visual impact from the street and no interference to the front landscape treatment which is conceived as a continuous element along the whole site. This parking level and ramp is seen as a temporary feature for the duration of the Currys lease, whereupon the site may be incorporated into the new station development area.

4.1.8 Parking for users of the new Firestone Building is located in a basement below new building with access down a ramp adjacent to the front boundary and the boundary with Currys. This ramp structure does not interfere visually with views towards the front of the new building nor impinge on the landscaped front area of the site.

4.1.9 The basement is accessed by vehicles arriving via Amalgamated Drive, as does all the HGV and van traffic entering the yards, however the cars just use the access route alongside the new building, then enter or leave the basement without having to access the operational yard area, where larger vehicles manoeuvre. The basement accommodates all the necessary parking, including required disabled spaces, bicycle parking and other ancillary needs.

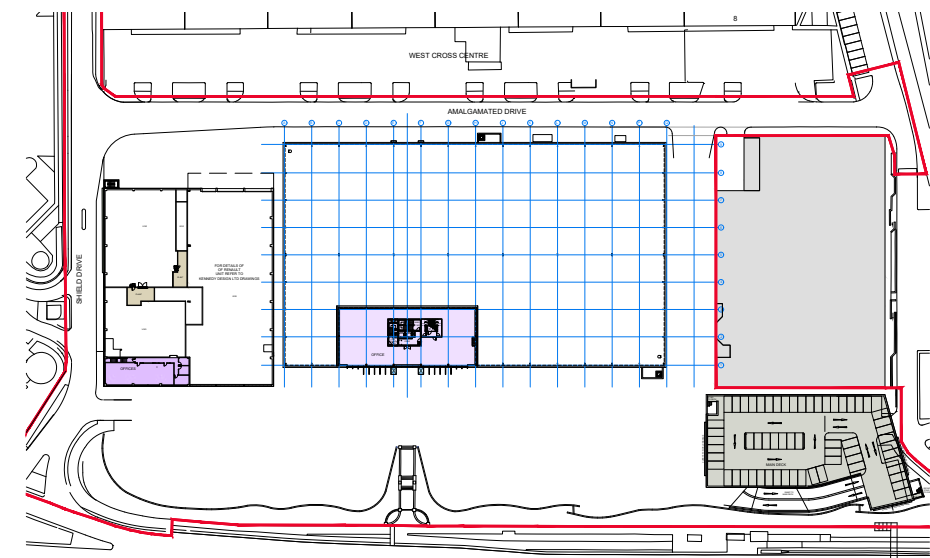
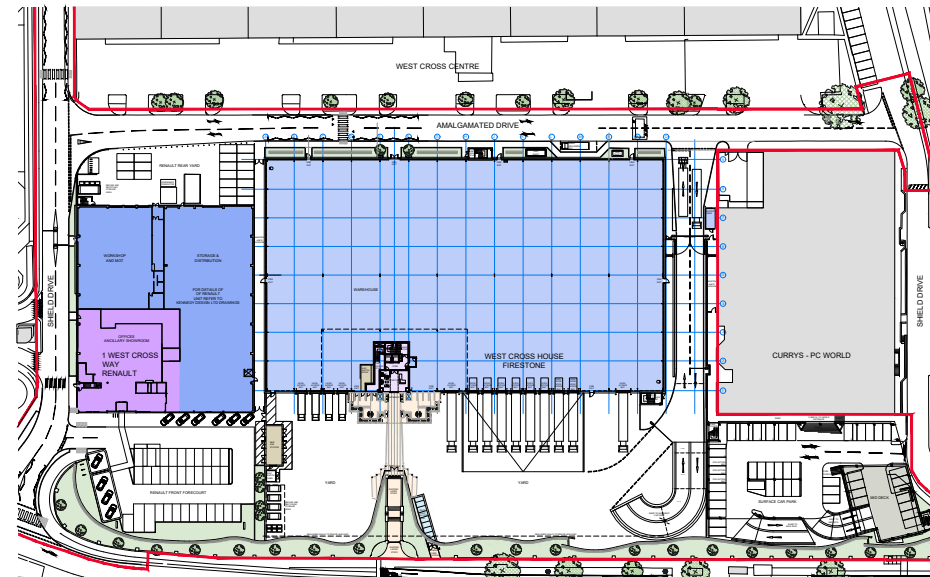
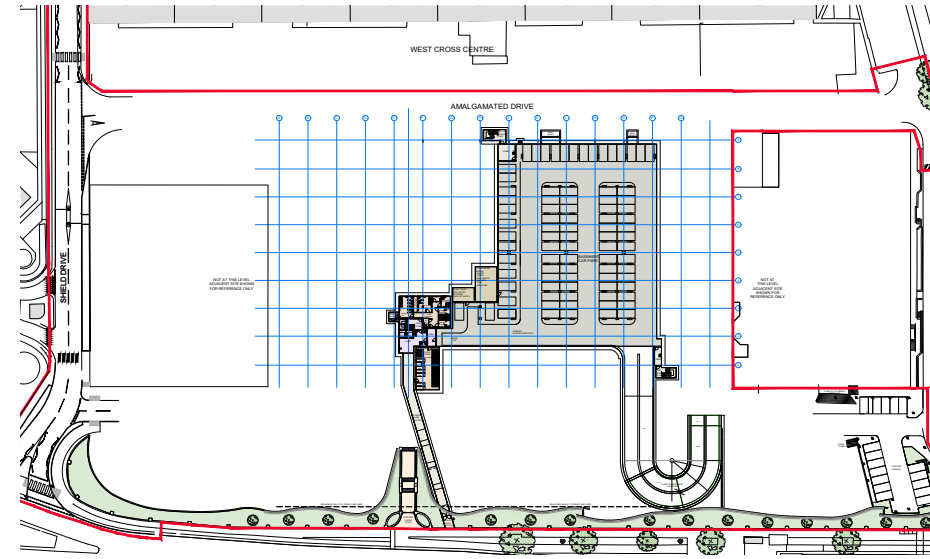


Fig 4.5 From top, Basement, Ground and First Floor plans

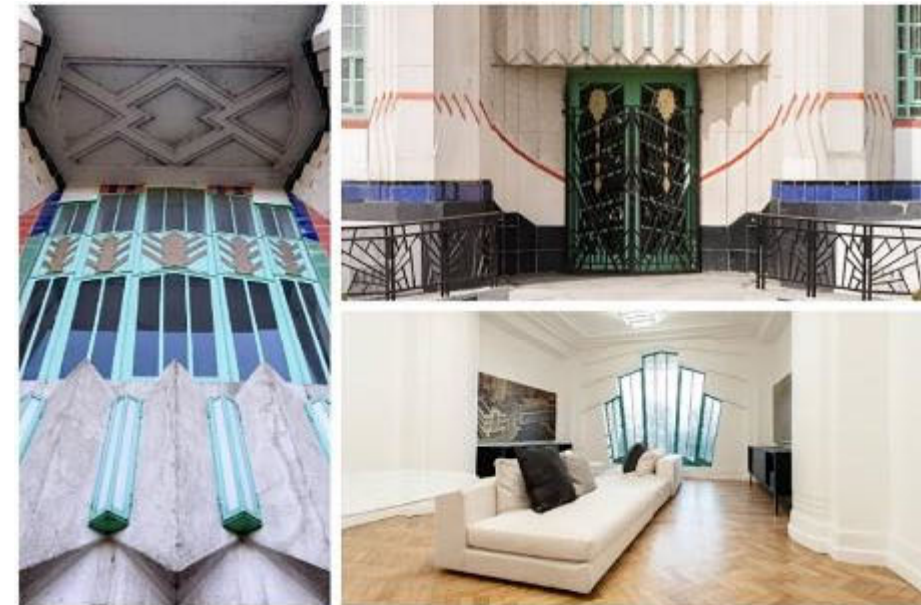


Fig 4.6 Precedent images.

4.0 Design Development New Firestone Building

4.1.10 Fig 4.7 shows early sketch studies of the following references to The Firestone Building:

- Large vertical elements echoing the columns of the historic elevation of and aiding the expression of the entrance.
- Cladding and materials used to portray fluting and column details
- How elevations are seen as a balance of vertical and horizontal elements while allowing each to retain their own legibility and integrity.

4.1.11 Fig 4.8 shows a hierarchy diagram plan in relation to the evolution of The Firestone Building. The proposal deconstructs, distils and celebrates this order in an enhanced way for the elevation fronting The Great West Road,

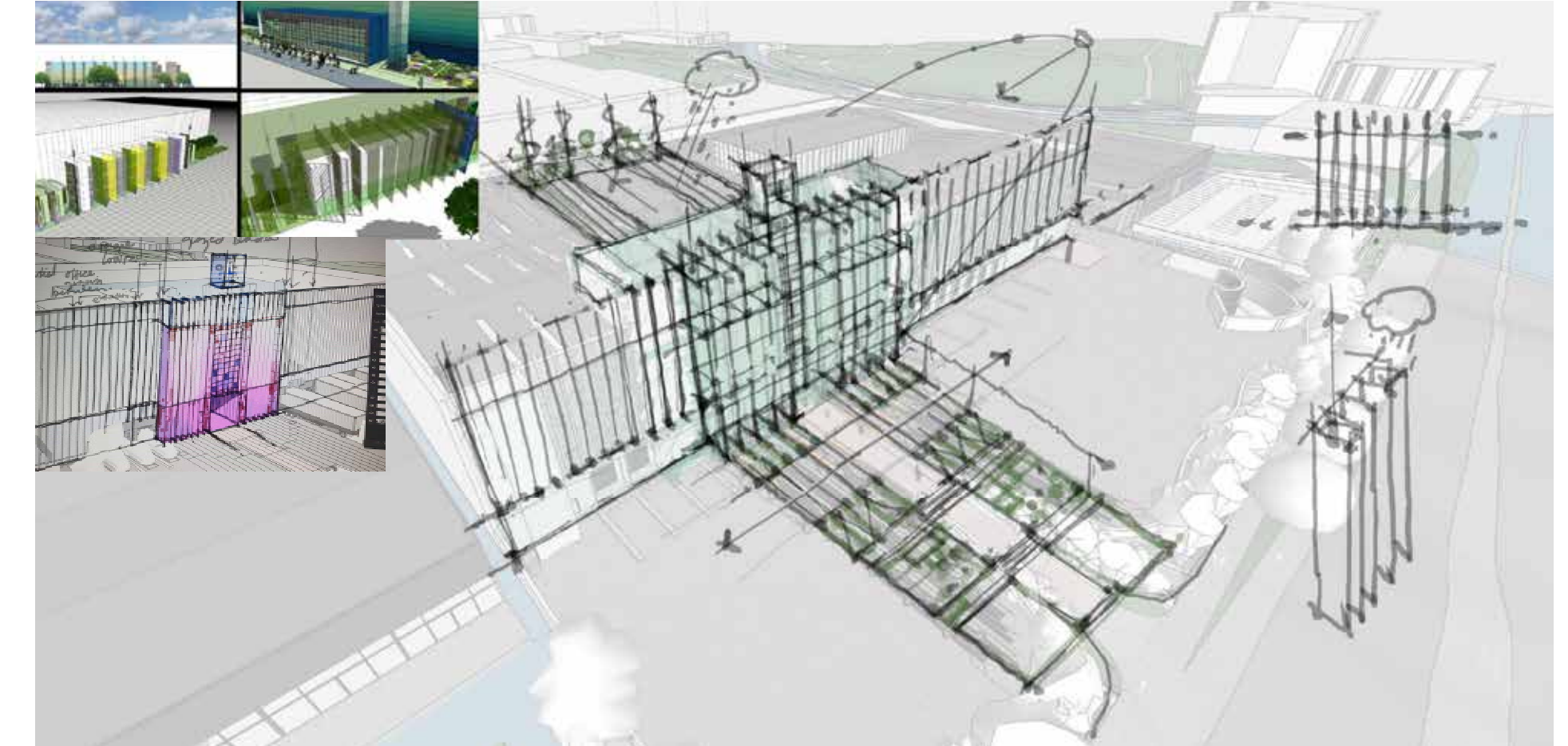
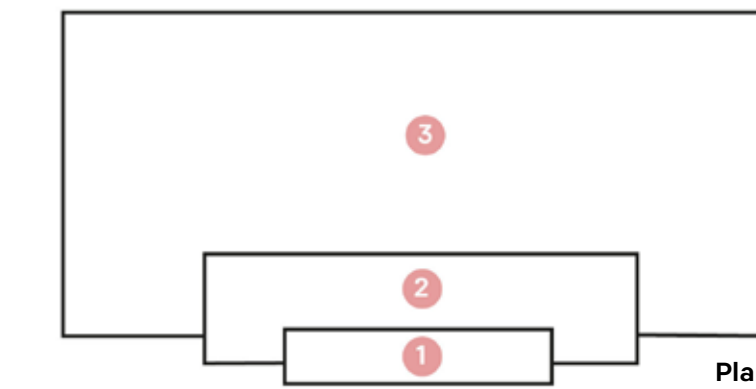
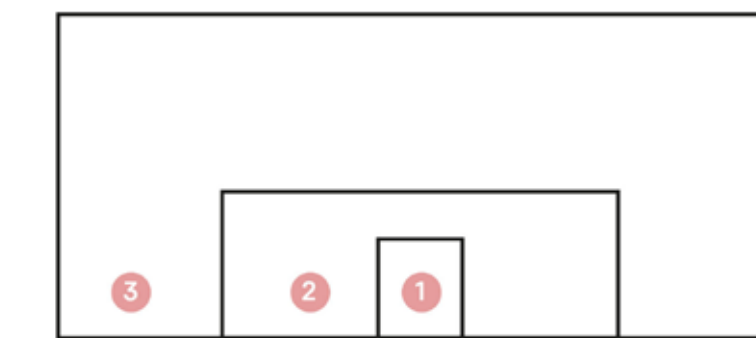


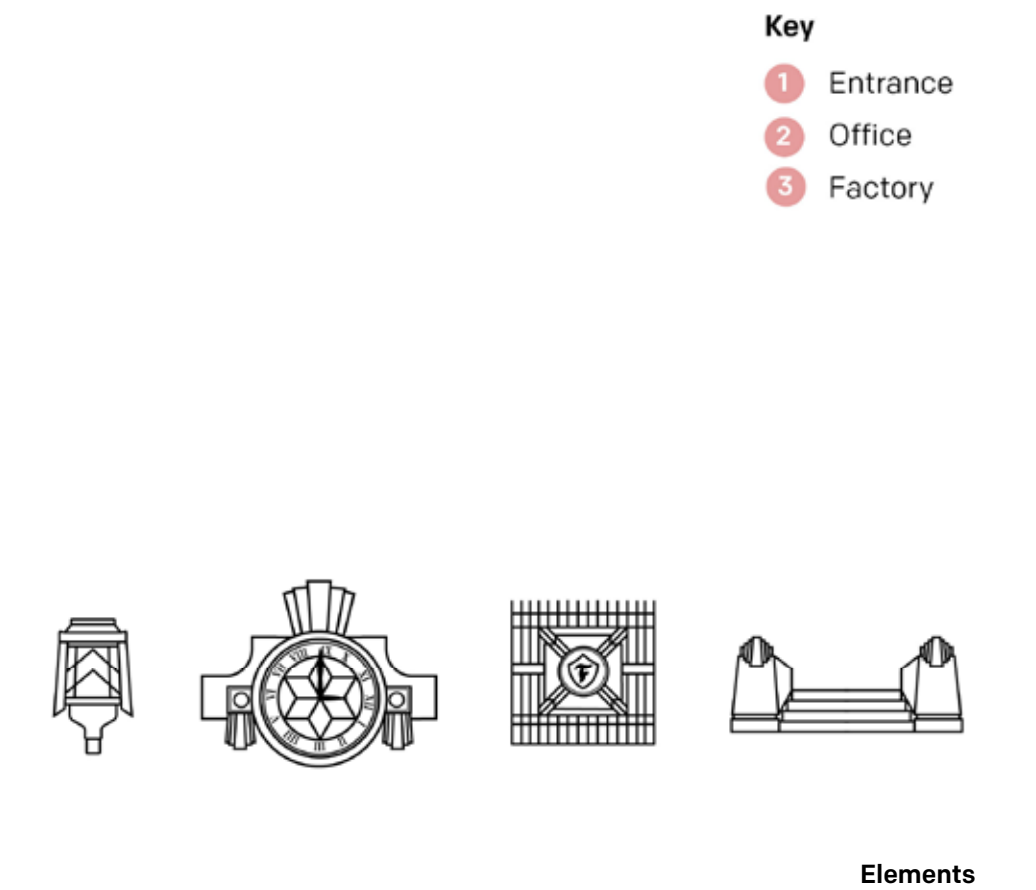
Fig 4.7 Development sketches.



Plan



Elevation



Elements

Fig 4.8 Design hierarchy.

4.0 Design Development New Firestone Building

4.112 Apart from the vehicle access ramp the basement is also entered by foot or cycle from The Great West Road through a new link below the yard. This link takes advantage of the existing topography which locates the site at a higher level than the footpath along this major route and allows for a secure entrance to come off the street, using a level surface, then travel safely beneath the yard to arrive at a lower level of the entrance core, see later section for options exploring different approaches to this access point. This clever design accommodates inclusive access while also protecting and enhancing the existing steps, which can be used to walk to the front entrance. The entrance to the link is adjacent to the existing steps for clear legibility, but of a modern glazed design.

4.113 The original arrival to the previous Firestone Building was from the street up a series of carefully designed steps which reflected the design ethos of the time. Remarkably, these steps are still in place, along with aspects of their original design like the lights, plinths and some of the fencing, and it is an essential part of the design intent to integrate these steps into the new design, retaining these for the long term as fitting memorials to the grand beginnings of The Great West Corridor.

4.114 The existing location of the front steps to the site was an important element in deciding the entrance and office location to the main building and setting out the yard and basement parking. The steps reinforce the original building hierarchy, which will be repeated in this new project, with the factory being the major element, the offices a lesser part of the structure to the front of the building and the entrance, while grand, being a yet smaller element in the overall form, but adding an element of additional height for emphasis.

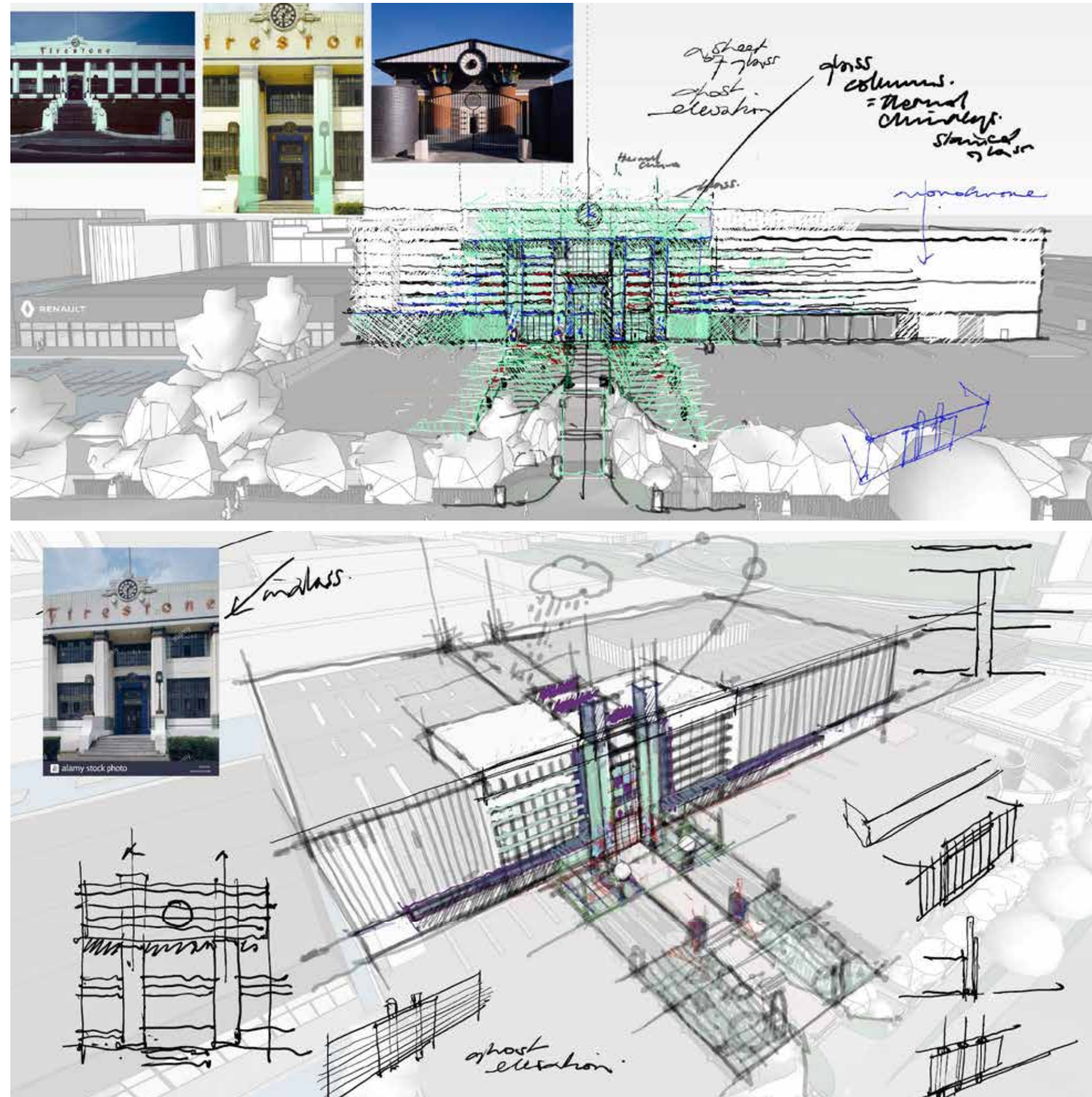


Fig 4.9 Sketch development with precedent images

4.0 Design Development New Firestone Building

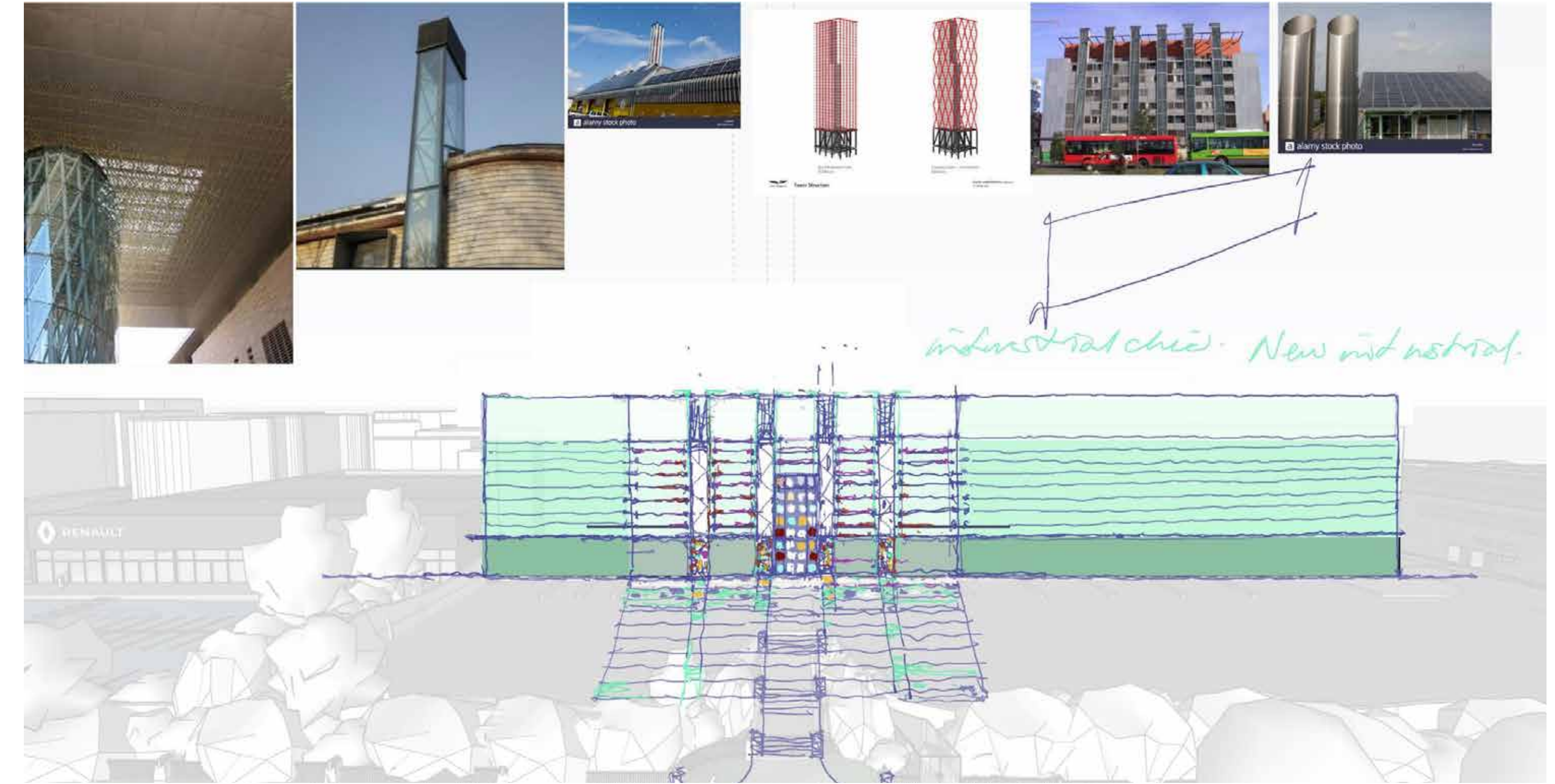


Fig 4.10 Design development sketches for identity entrance

4.0 Design Development New Firestone Building

4.115 The steps and frontage treatment set a design tone for the whole project, with the proposed new building entrance and its clock tower providing identity and detail interest to a largely horizontal building. The proposed cladding for the building brings a vertical rhythm to this horizontality, as did the original Firestone design and the front entrance will also incorporate a clock in reference to its earlier cousin.

4.116 A number of ideas were explored for the details and materials for the proposed building, particularly relating to the identity elements of the front entry, as shown in the sketches in this section, and reference is made to the original colours, the clock and the elements around the entrance steps and front fence, gate, lighting and plinth details.

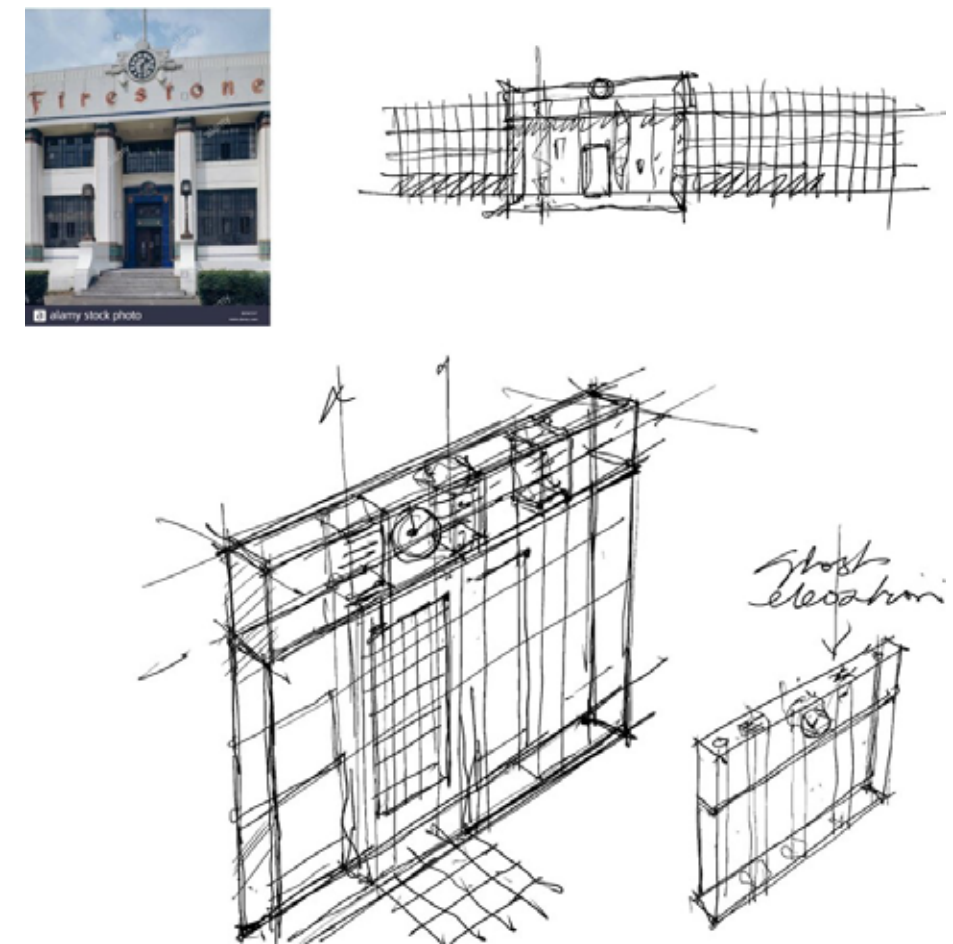
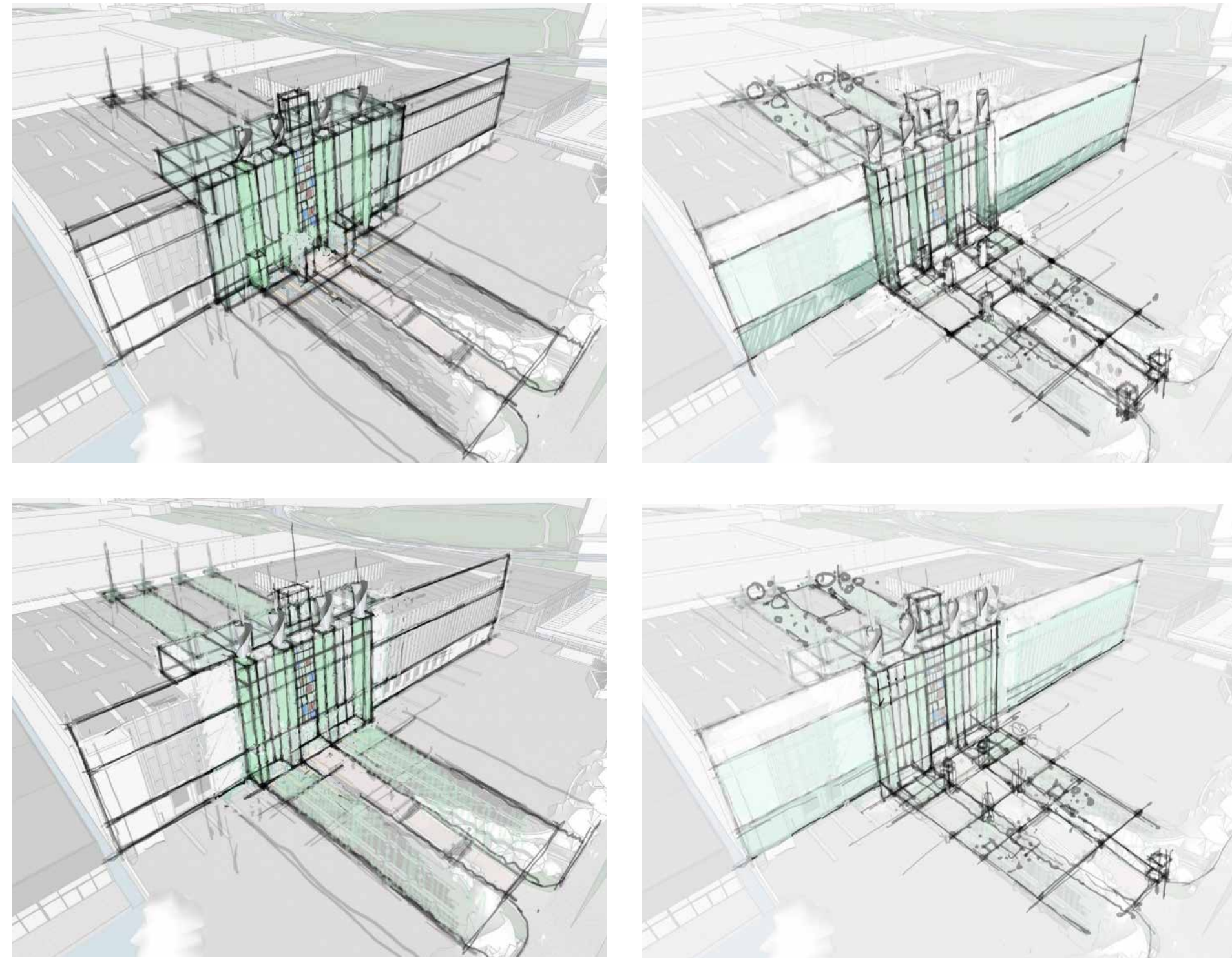


Fig 4.11 Design development sketches for entrance and street frontage



4.0 Design Development New Firestone Building

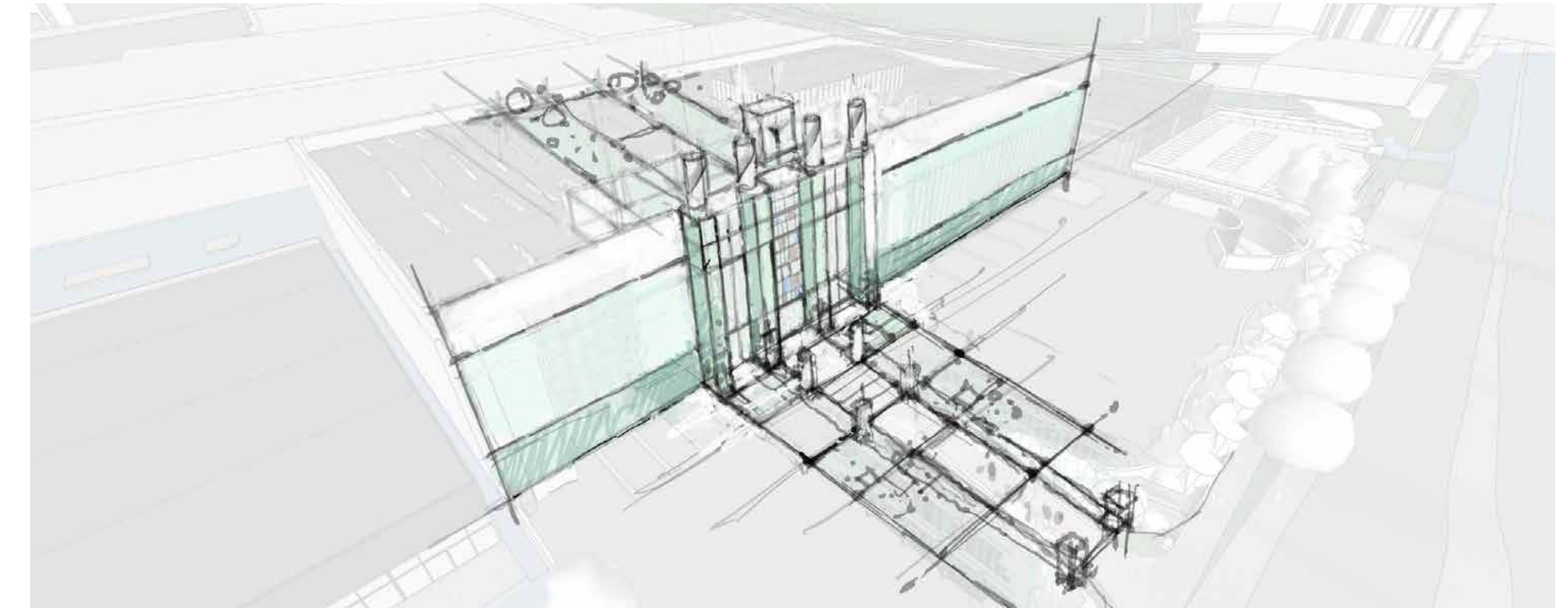


Fig 4.12 Design development sketches for entrance and street frontage

4.0 Design Development Front Entrance Options

4.2 Front Entrance Options

Objective

4.2.1 To provide access to the building from The Great West Road, for pedestrians, both able bodied and with special needs including wheelchair users and cyclists, while having the least effect physically and visually on the listed steps.

4.2.2 Access options were explored and informed by pre application feedback, to minimize impact to listed features while presenting a viable solution for visitors and building users.

Scheme A - Below Yard Link

4.2.3 This proposal creates a gate in the white railings to the right hand side of the listed steps. (the gate would be formed to match the style of the existing railings, and be on an auto shut arrangement) giving access to a structural glass glazed box set close to the curved wall.

4.2.4 This glass box leads to a below yard link leading to the cycle store and building core, giving a safe level access route for cyclists and those with special needs to the building.

4.2.5 The top of the glass box would sit lower than the curved wall, and lower than the top of the proposed planted green wall (i.e. within the green wall).

4.2.6 The passage would have a rooflight for part of its route under the yard, but this would be set lower than the level of the curved wall, so not visible from outside the yard



Fig 4.13 Structural glass box

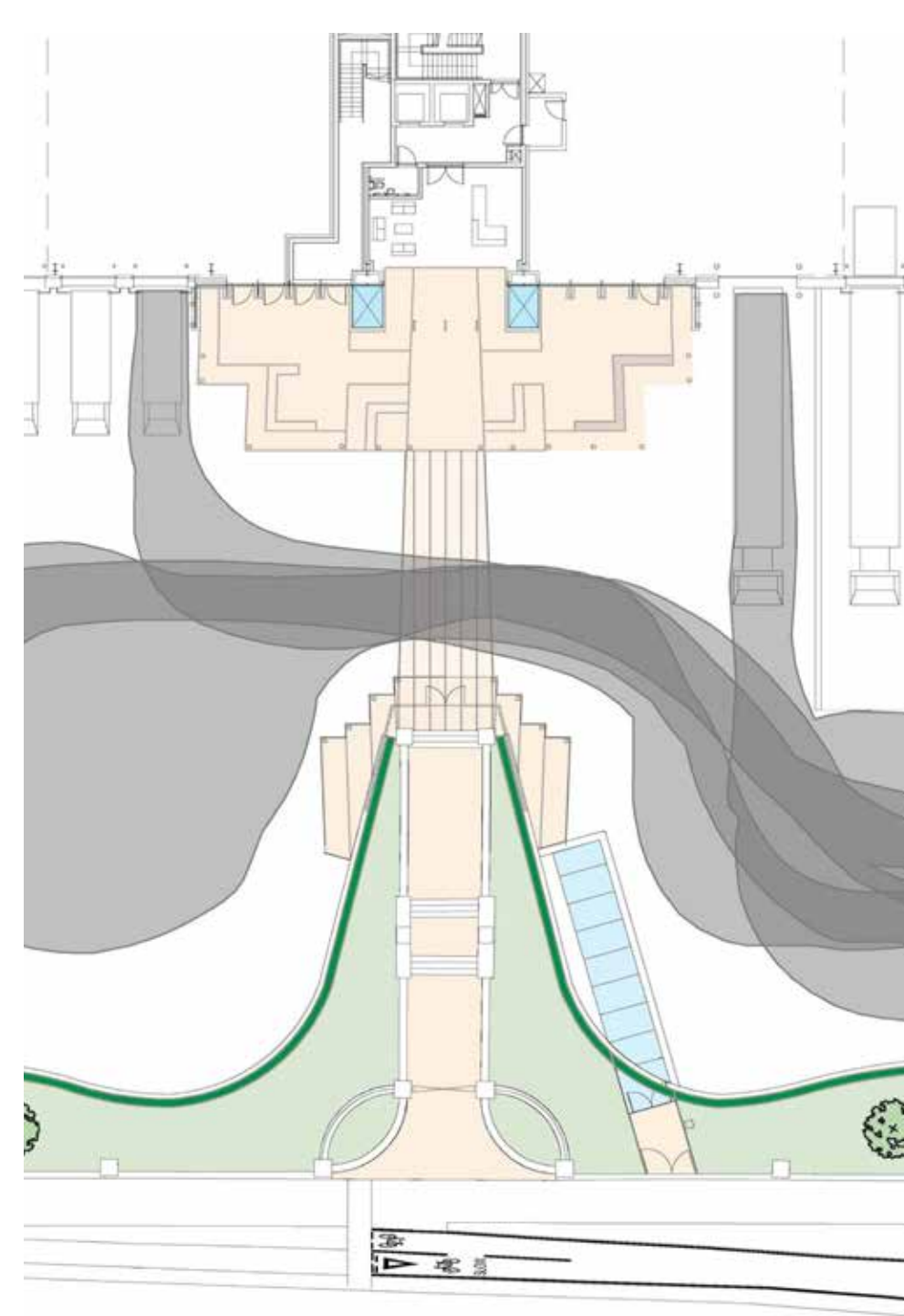


Fig 4.14 Plan at Great West Road level & yard level

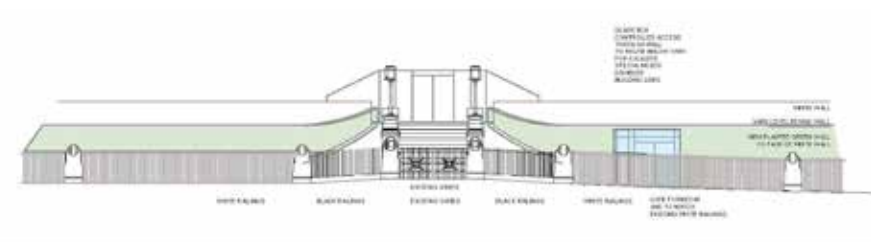


Fig 4.16 Elevation at steps

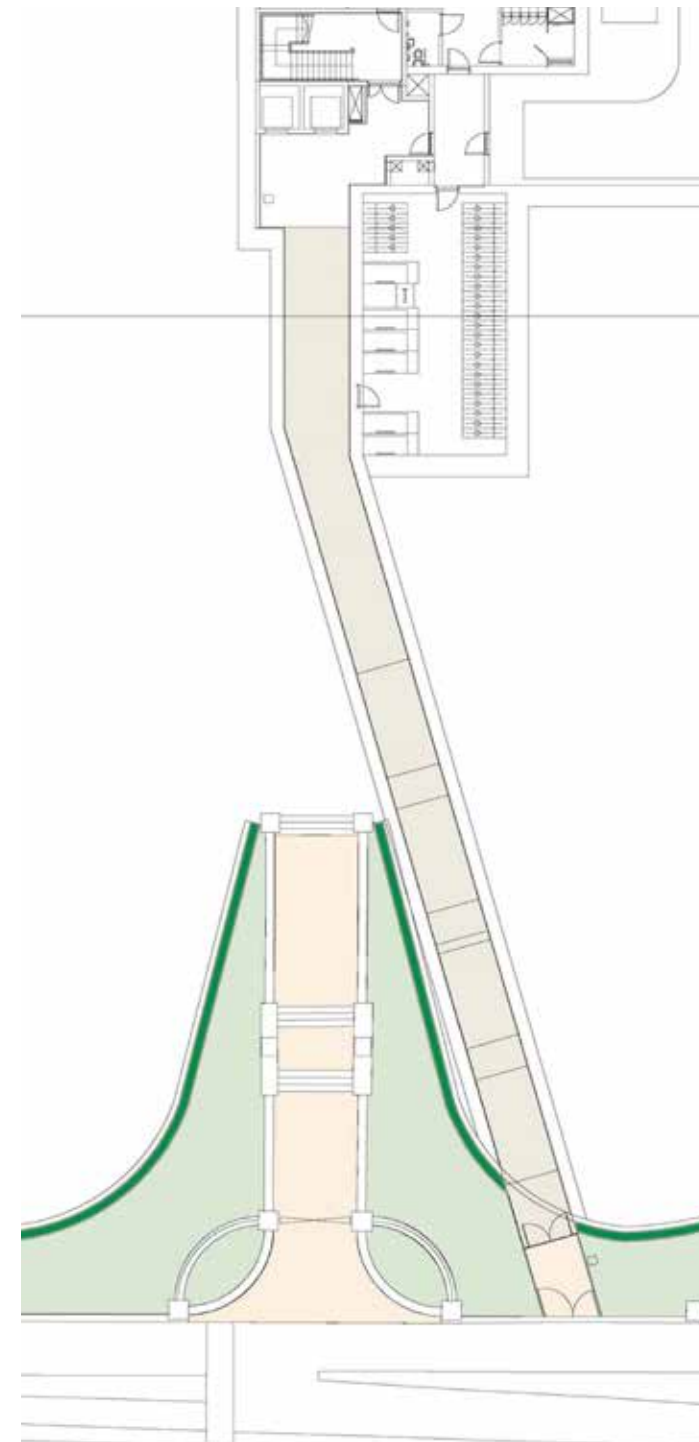


Fig 4.15 Plan at Great West Road level & below yard level

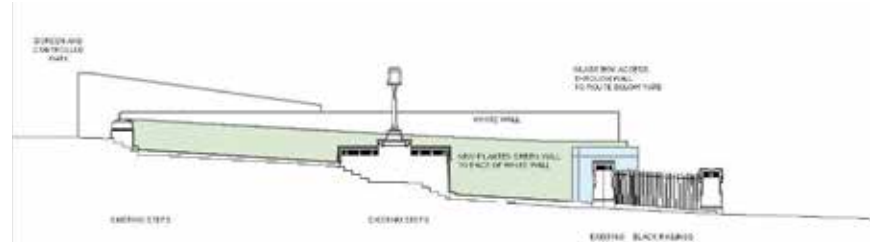


Fig 4.17 Section/elevation through step

4.0 Design Development Front Entrance Options

Scheme B - Lift to Yard Level

4.2.7 This proposal creates a gate in the white railings to the right of the listed steps. (the gate would be formed to match the style of the existing railings, and be on an auto shut arrangement) giving access to a structural glass glazed box set close to the curved wall, which leads to lift set just behind the curved wall.

4.2.8 The lift would then rise to yard level where cyclists and special needs users would need to cross the yard area to the building.

4.2.9 The top of the glass box would sit lower than the curved wall, and lower than the top of the proposed planted green wall (i.e. within the green wall).

4.2.10 The lift would be housed in a glass shaft which would rise to approx. 3.8m above yard level / 2.6m above the curved wall so would be visible from outside the site.

4.2.11 This proposal was not considered suitable as a lift would be visually incongruous and overbearing against the listed steps. A lift would require regular maintenance, especially in an outdoor setting and associated access space and it offers no alternative access in the event of a breakdown.



Fig 4.18 Examples of lifts in glass enclosures

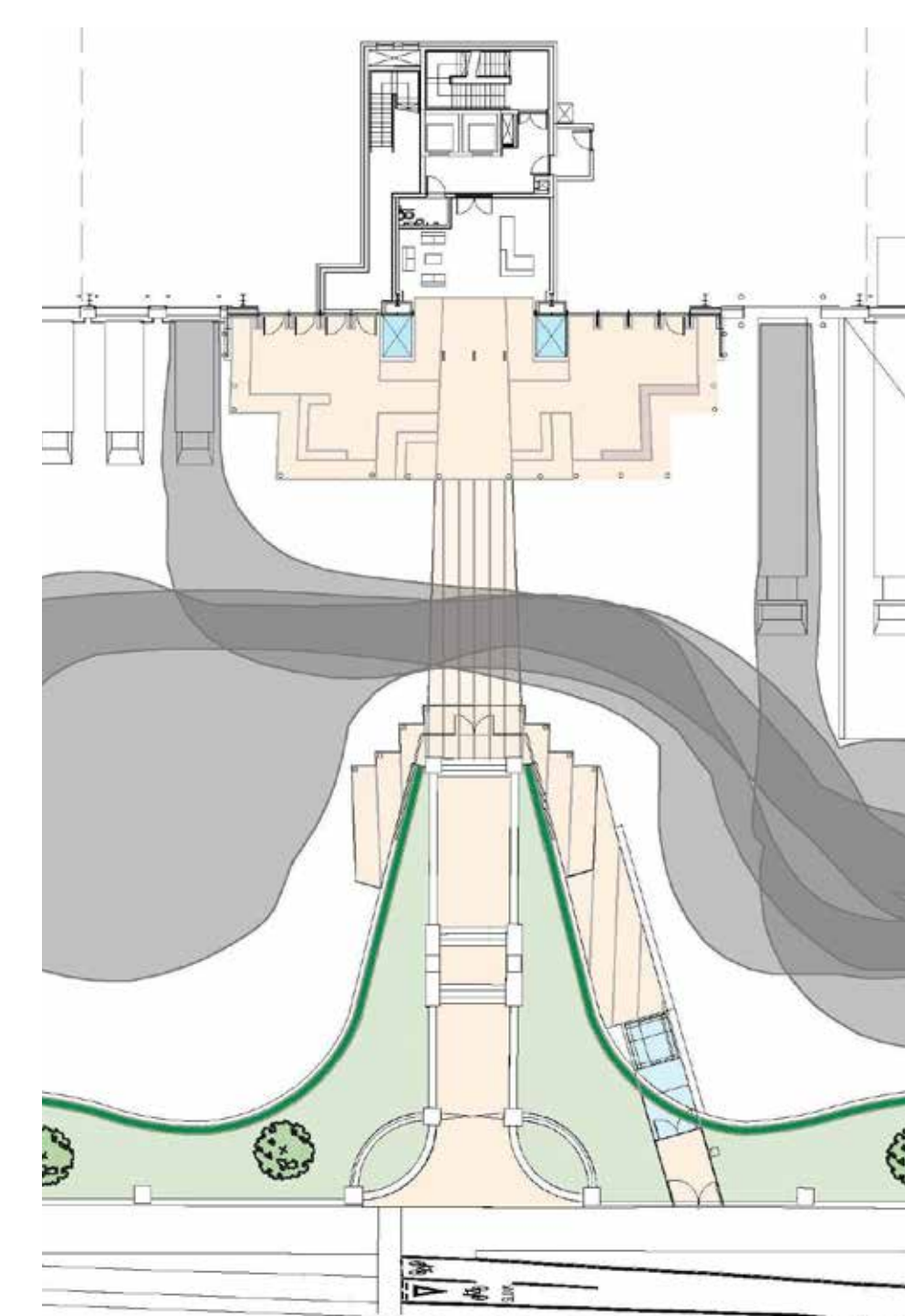


Fig 4.19 Plan at Great West Road level & yard level

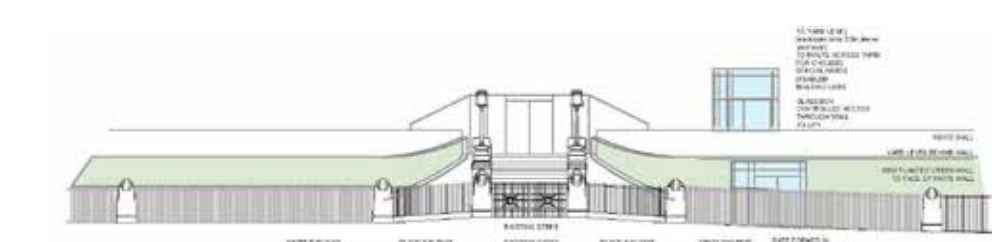


Fig 4.21 Elevation at steps

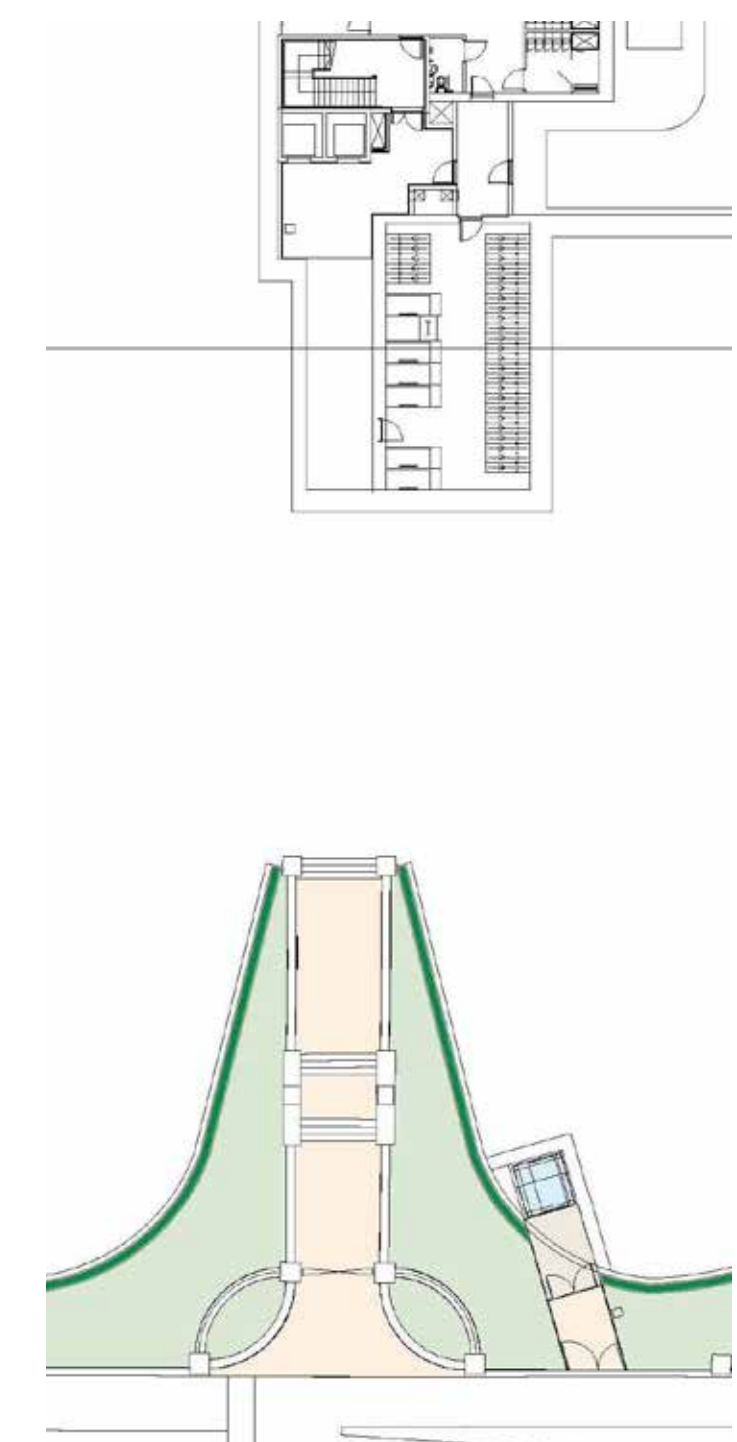


Fig 4.20 Plan at Great West Road level & below yard level

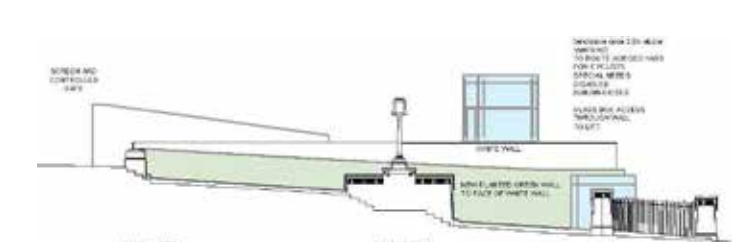


Fig 4.22 Section/elevation through steps

4.0 Design Development

Front Entrance Options

Scheme C

4.2.12 Creates a gate in the white railings to the right hand side of the listed steps in the second bay from the steps, (the gate would be formed to match the style of the existing railings, and be on an auto shut arrangement) giving access to a structural glass glazed box set close to the curved wall, which leads to a below yard link leading to the cycle store and building core, giving a safe level access route for cyclists and those with special needs to the building.

4.2.13 The top of the glass box would sit lower than the curved wall, and lower than the top of the proposed planted green wall (i.e. within the green wall). The passage would have a rooflight for part of its route under the yard, but this would be set lower than the level of the curved wall, so not visible from outside the yard

4.2.14 The access for the cyclists and special needs users is remote from the main stepped entrance, and remote from the end of the existing two-way cycle lane. However the required headroom for the below yard link necessitates an area that upstands within the yard, the extents shown as rooflight in Fig 4.21.

4.2.15 Unlike scheme A where this is set to the side of the yard, in scheme C this site in the open area of the yard segregating the yard and obstructs the tracking routes for the vehicles.

4.2.16 This option is therefore not possible as it inhibits the operation of the building.



Fig 4.13 Structural glass box

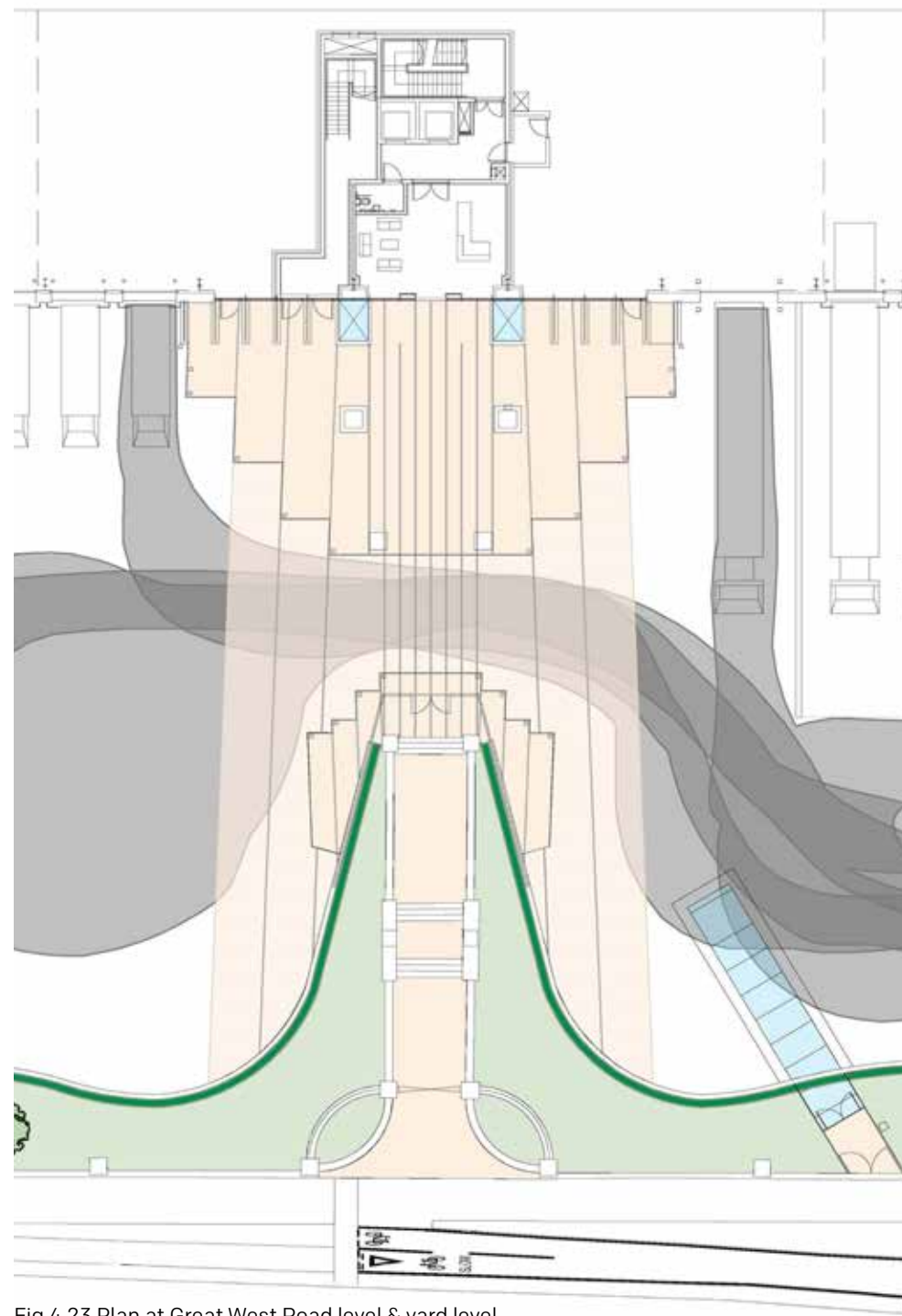


Fig 4.23 Plan at Great West Road level & yard level

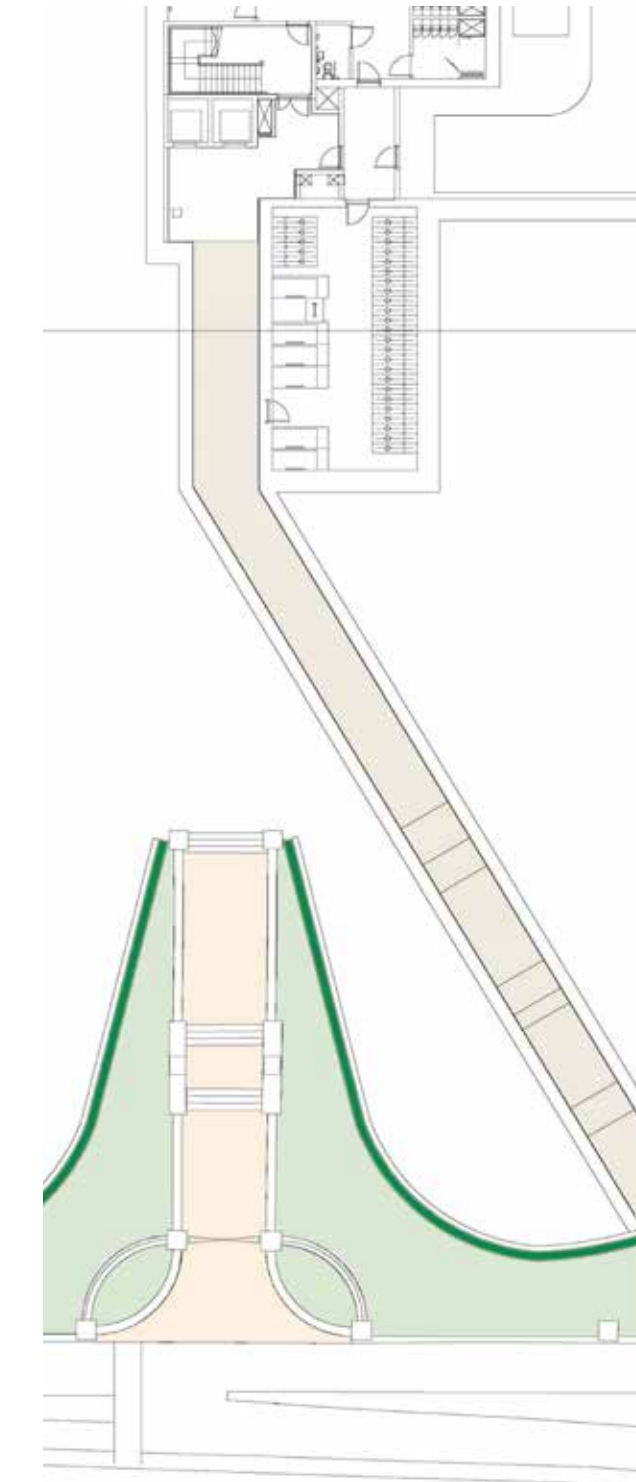


Fig 4.24 Plan at Great West Road level & below yard level



Fig 4.25 Elevation at steps

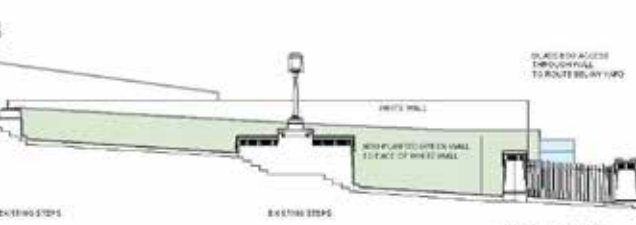


Fig 4.26 Section/elevation through steps

Design Proposals - New Firestone Building

5.1	Use and Amount	38
5.2	Layout, Access and Movement	39
5.3	Scale and Massing	40
5.4	Materials and Façade Principles	41
5.5	Landscape	46



5.0 Design Proposals - New Firestone Building Use and Amount

5.1 Use and Amount

- 5.1.1 The proposed building will provide a warehouse (the principle space of use class E(g)(iii), formerly B1c/B2/B8) of 6,977Sqm GIA. Associated offices, with an area of 2,374Sqm GIA with cores at ground and basement, staff showers and lockers at basement, and the office floor plates located across first to third floors to the front of the building. In addition to this ancillary areas such as the cycle store, plant rooms and below yard access route are located in the basement area with associated escape stairs. The basement also provides room for 85 cars, including 9 for disabled users, and 62 cycle parking spaces
- 5.1.2 The operational yard to the front of the building will have a 40m depth with the capacity to accommodate both lorries and vans in separate areas, the east side with 6 dock level doors, 2 euro dock level doors & 2 level access doors, and the west side with 4 level access doors for smaller lorries and vans.

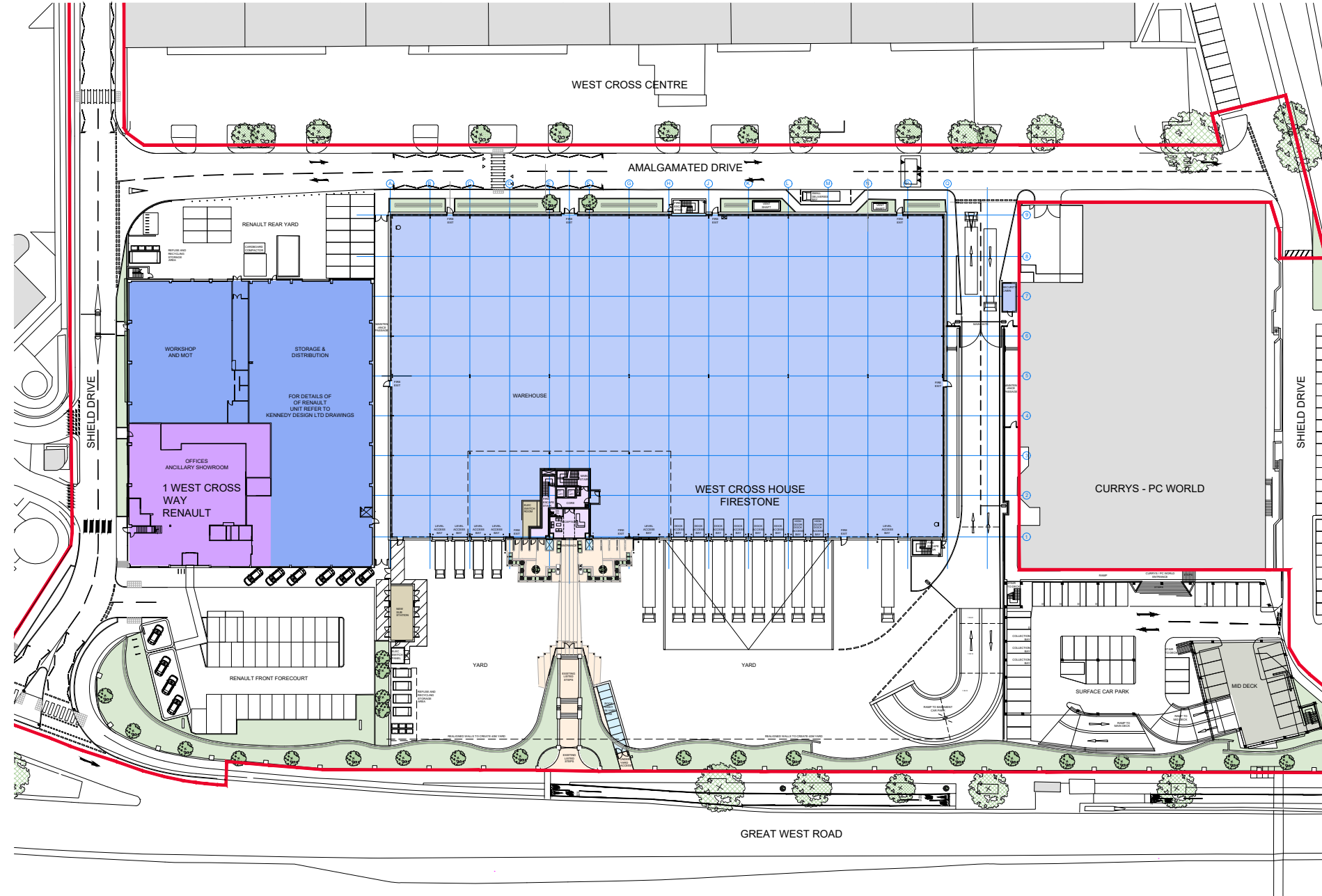


Fig 5.1 Ground Floor Plan

5.0 Design Proposals - New Firestone Building Layout, Access and Movement

5.2 Layout, Access and Movement

- 5.2.1 The overall movement strategy for the West Cross House part of the site uses the current vehicle access route off The Great West Road to the rear of the overall site, then directs vehicles up the east side of the building and either down to a parking basement below the new building or onto the front forecourt for operational parking.
- 5.2.2 Vehicles also exit along the same route to the east of the proposed building, turning right onto Amalgamated Road which then turns back to The Great West Road along Shield Drive and meets the major distributor route at a left turn only intersection.
- 5.2.3 Tracking shows that the 40m deep yard works for the vast majority of occupiers. Whilst limited in number, some other speculative schemes in the South East, have been built with 35m deep yards. Although the area in front of the listed steps reduces the yard depth to 16.5m at this point, the provision of level access van doors on the western side of the yard will mitigate the impact of this reduced depth. An occupier can choose to use this area of the yard for alternative vehicle types but may need to initiate a form of vehicle movement management system.
- 5.2.4 The building is to include 6 standard dock level, 2 euro dock level, 2 level access and 4 van level access loading doors, with a 40m yard allowing for sufficient turning capability as well as being able to secure the yard. Car parking is to be located under the yard and the building, accessed via a ramp within the yard. 85 car parking spaces and 60 bicycle parking spaces are to be included. Physically separating the parking in this manner will minimise the risk of conflict between cars and commercial vehicles within the yard area. The site entrance will benefit from a security hut.

5.2.5 The 'identity front' of the building faces The Great West Road, although it is somewhat setback from the street and will have a considerable green buffer to its street edge. A major two-way cycle path runs along The Great West Road in front of the proposed development. Pedestrians and cyclists arriving at the front of the building on The Great West Road are invited to the location of the original steps which lead up to The Firestone Building, however as these are not compliant for disabled users, nor designed to accommodate cycle access, a new inclusive access is proposed, immediately adjacent to the historic steps.

- 5.2.6 This will be a projecting glazed pod set into the green buffer retaining wall with a welcoming and secure entry area adjacent to the base of the steps. This entry will provide an attractive level access pedestrian arrival area, running beneath the vehicle circulation zone and ground-level entrance to arrive at the basement level of the main foyer. This foyer will connect all the office floors above the main arrival level as well as the basement arrival space.
- 5.2.7 As well as providing secure car parking and cycle parking, the basement level will also accommodate showers and WCs for employees, as well as the arrival foyer for pedestrians entering the building via The Great West Road link.

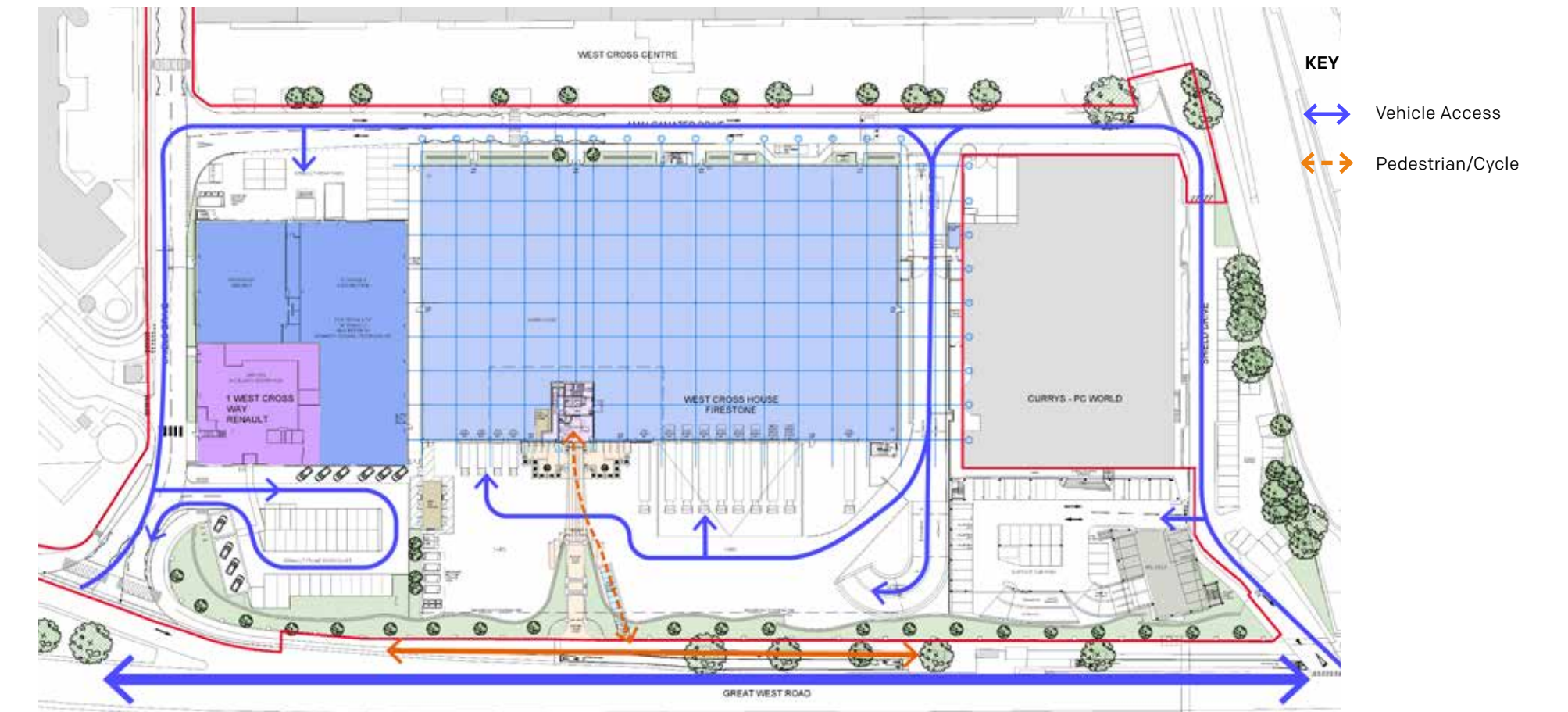


Fig 5.2 Site Plan Showing major movement routes and access points

5.0 Design Proposals - New Firestone Building

Scale and Massing

5.3 Scale and Massing

5.3.1 The proposed building is a single level industrial space designed to accommodate a range of warehouse, logistics or large studio uses as well as ancillary functions including office areas and support amenities. The main body of the building is approximately 18.55m high to the parapet with the raised front office section set over the main arrival area and reaching 20m. This sits within the guidance given in the Council's Great West Corridor Masterplan of a 24.0m maximum 'shoulder height' in this area.

5.3.2 The design approach of a single strongly horizontal form with an expressed semi-central entrance feature evokes the character and design of the original Firestone Building (demolished 1980s) on the site as well as reflecting the designs of the remaining local 1930s industrial buildings in the local area. All of these buildings were innovative and 'state of the art' in their day and applying this design approach to the new Firestone building carries on the principle of innovation using current and future sustainability principles and materials.

5.3.3 The central entrance feature is the primary identity element in the street elevation and it will include an integrated clock 'tower' to reflect that of the original building.



Fig 5.3 Evening illumination sketch with 'Firestone Red' signage



Fig 5.4 The Hoover Building, face on and from the site. A white façade illuminated by a wash of colour.

5.0 Design Proposals - New Firestone Building

Materials and Façade Principles

5.4 Materials and Façade Principles

5.4.1 The elevational treatment of the new building seeks to draw reference from the historic Art Deco Firestone Building in a contemporary manner. The office element of the scheme is centred on the retained listed steps from The Great West Road, establishing a strong connection to the original entrance location to The Firestone Building.

5.4.2 The front elevation takes its rhythm and proportions from the design of the original building and will seek to draw on the refined use of colour that was present in the historic building's tiling. The elevations of the proposed building respond to environmental characteristics incorporating elements of solar shading and the potential use of photovoltaics on the elevations.

5.4.3 The original building was generally seen at an angle when approached from the side, rather than from the front, Fig 5.6. This set up combined with its colonnade, created an oblique fracturing of the front elevation, which is replicated by the use of expressed vertical elements in the proposal.

5.4.4 Large vertical elements such as fins and shades, expressed details and large format materials are used in memory of the fluting and fine details on the original building columns.

5.4.5 The side and rear elevations take on a simpler treatment, akin to the historic factory building, while still keeping in mind the future importance of the elevation to Amalgamated Drive in respect of future development of the estate.

5.4.6 In reference to the colour of The Firestone Building and other buildings of this style, white or off white cladding is proposed to create a 'canvas', with the potential for built in lighting, so the façade can be coloured or used for projections, Fig 5.4. These displays could support seasonal or local events



Fig 5.5 Precedent images



Fig 5.6 The common oblique view of The Firestone Building

5.0 Design Proposals - New Firestone Building

Materials and Façade Principles

5.4.7 In addition to the heritage context, modern precedents were explored such as The Cantonal Museum of Fine Arts by Barrozzi Veiga which, like some of the other examples in Fig 5.5 & 5.7, responds to its context in ways which are relevant to the proposed scheme:

- Exaggerated reveals to express entrances
- Window openings vary based on location and importance. - The proposal shows expressed windows at the entrance and more subservient windows progressively further from the central feature.
- Referencing what was on site before. For example, a 'ghost' outline on the side elevation of The Cantonal Museum. - For this proposal, a variance of, cladding finish and tone is used to express remembrance of the verticality of the columns along the front elevation of the Firestone Building. The proposed building is also broken up horizontally in reference to the base, middle and top of the Firestone Building's vertical composition, including the celebrated pediment with its feature clock which is achieved in the proposal by positioning the top of the contemporary clock above the parapet line
- Carry and express the memory of the site, echoing the former use of the site with pragmatic forms, rigorous geometry and hard, sharp lines.
- Integrate fragments of the past in a contemporary way
- Façade design that responds to context. The museum is blanking the railway yet open, permeable and animated to the main entrance side, setting up a dialogue with the public realm. - The proposal responds to the active, public street frontage with an expressed and ordered façade, while the sides and back elevations are appropriate to their immediate setting.



Fig 5.7 Precedent images, top two: The Cantonal Museum of Fine Arts

5.0 Design Proposals - New Firestone Building

Materials and Façade Principles



Fig 5.8 Views of front elevation to Great West Road

5.0 Design Proposals - Firestone Building
Materials and Façade Principles



Fig 5.9 Entrance front elevation view

5.0 Design Proposals - Firestone Building
Materials and Façade Principles



Fig 5.10 Evening front elevation view

5.0 Design Proposals - New Firestone Building Landscape

5.5 Landscape

Site Objectives

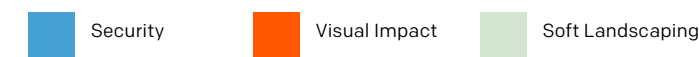
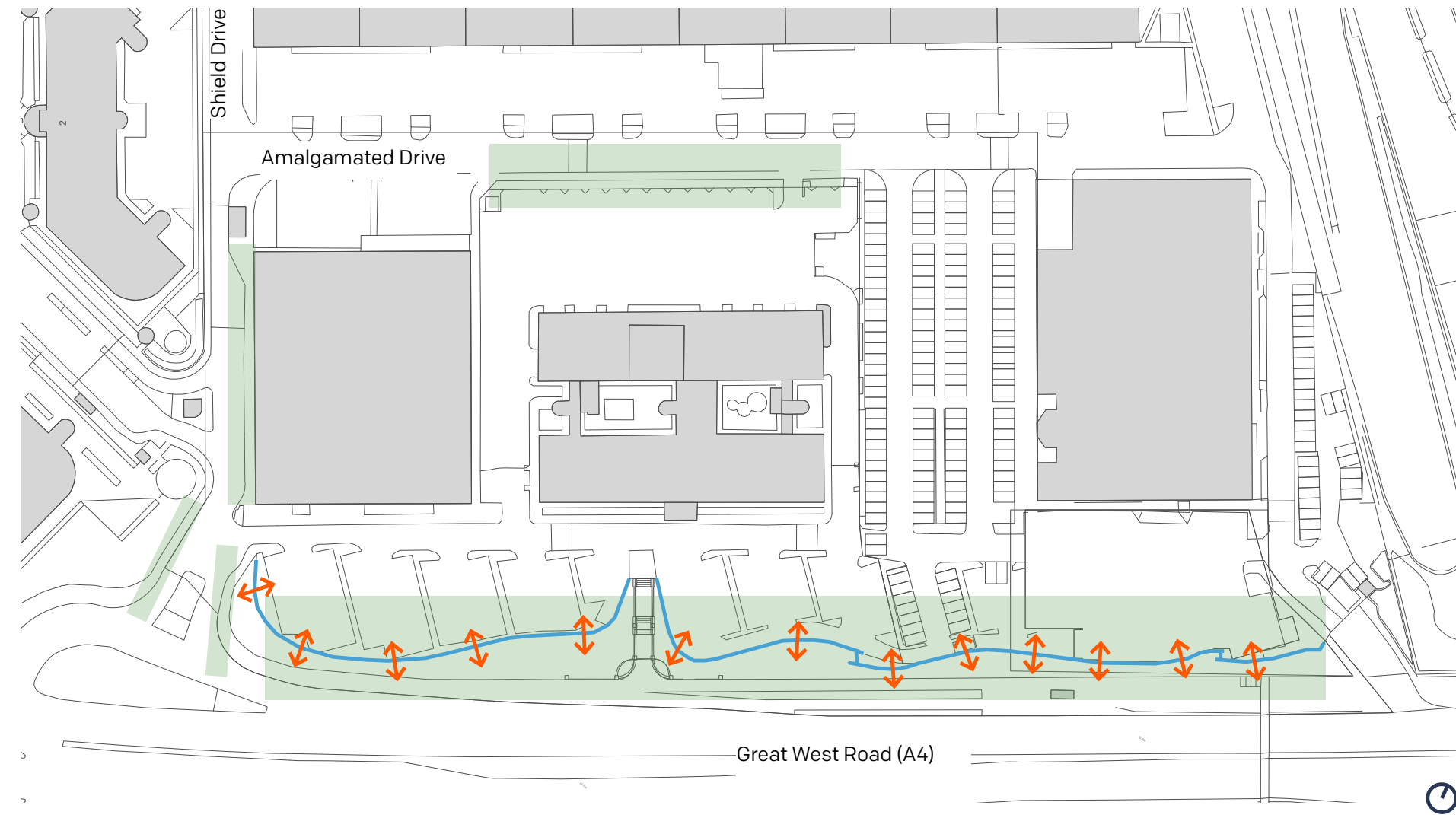
- 5.5.1 Security - The site needs to be secure, therefore any landscape proposals, especially along The Great West Road, must be height appropriate
- 5.5.2 Visual Impact - The visual impact of proposals must be considerate to pedestrians and passing vehicle users. The landscape must not be too visually obtrusive
- 5.5.3 Soft Landscaping - Appropriate planting will be used to soften the visual impact of the proposals. Species that benefit pollinators will be used to enhance the ecological value of the site

Analysis

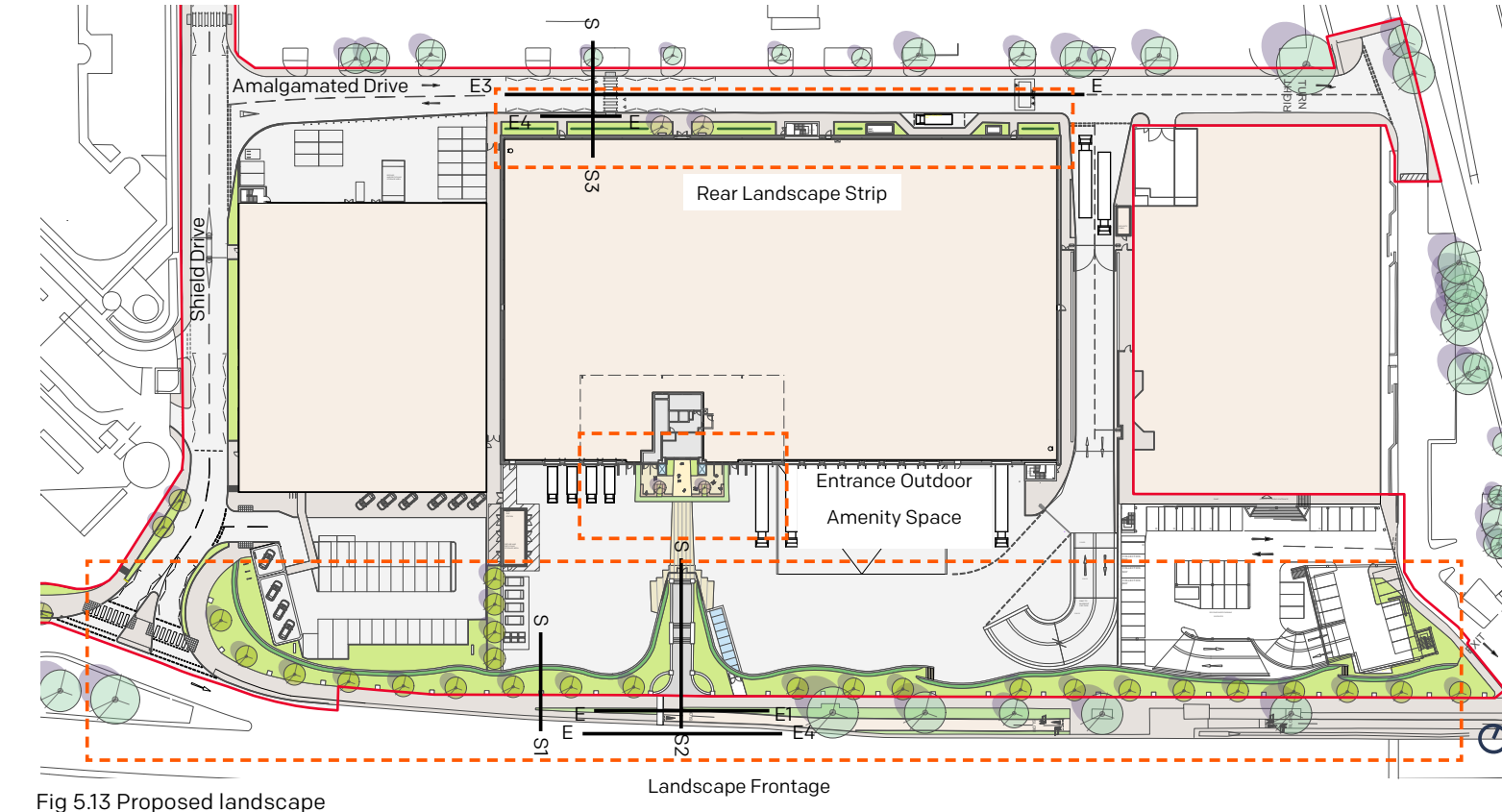
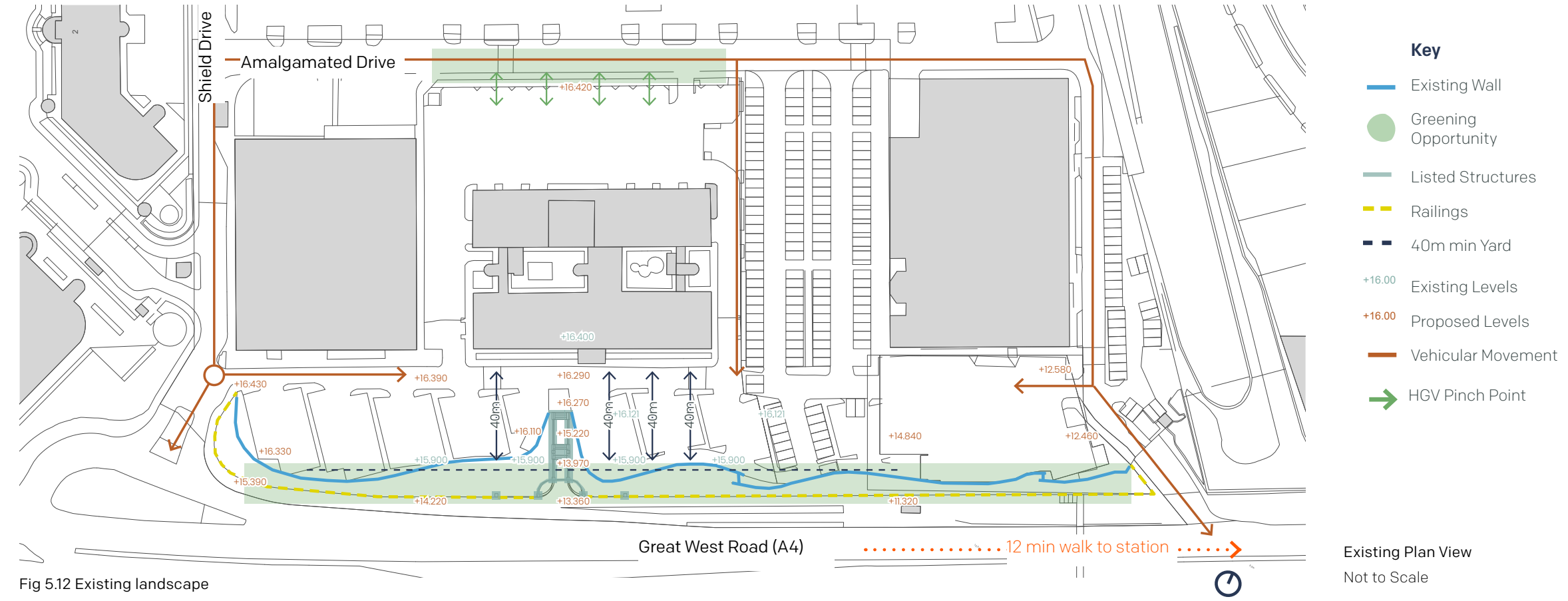
- 5.5.4 The West Cross House site is a well connected location, next to the major Great West Road (A4) - only a short walking distance from Brentford's retail core and train station
- 5.5.5 Listed structures must be carefully considered when proposing new design elements
- 5.5.6 Pinch point for HGV's along Amalgamated Drive - any soft landscaping must not impede movement
- 5.5.7 Distance between retaining wall frontage and front elevation of building must be 40m to allow for HGV movement
- 5.5.8 Opportunities for site wide enhanced soft landscaping to improve ecological value and visual experience

Site Overview

- 5.5.9 Landscape Frontage - The landscape along Great West Road provides a secure, and ecologically rich boundary between the site and the road.
- 5.5.10 Entrance Outdoor Amenity Space - The amenity space to the front of the newly proposed building gives workers an outdoor area to relax as well as creating a connection between the building and listed steps.
- 5.5.11 Rear Landscape Strip - An area of landscape that provides vertical opportunity for soft landscaping for soft landscaping along Amalgamated Drive.



5.0 Design Proposals - New Firestone Building Landscape



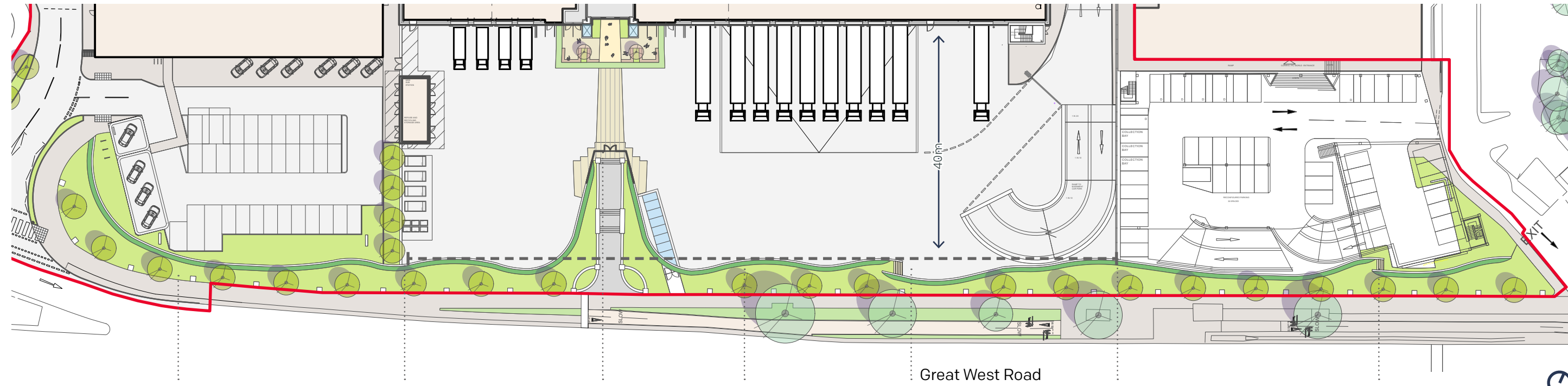
5.0 Design Proposals - New Firestone Building Landscape

Frontage Overview

- 5.5.12 The existing green landscape frontage to Great West Road is to be enhanced to provide a visually pleasing, ecologically rich and secure boundary to the buildings that lie behind it.
- 5.5.13 The existing wall to the yard in front of West Cross House is to be removed, backfilled and replaced to allow 40m distance for movement of HGV's.
- 5.5.14 The new retaining structure comprises a built wall that is rendered white to match the existing, faced with a green wall system to reduce visual impact.
- 5.5.15 Pollinator rich tree and perennial species will be introduced in front of the wall to enhance biodiversity.
- 5.5.16 Elements of design take into consideration the sensitivity of the listed steps, piers and railings to celebrate the structures and ensure their protection.



Fig 5.15 Existing Landscape Features



- Plan View
Not to Scale
- Proposed pollinator rich tree species *Acer campestre*
- Proposed wall ties back into the existing
- Newly proposed gates and railings to match existing
- Brick and green retaining wall system
- Service and maintenance access for landscape
- Proposed wall ties back into the existing
- Service and maintenance access for landscape

Fig 5.14 Proposed front landscape. Not to scale

5.0 Design Proposals - New Firestone Building Landscape

Firestone Pier Motif

- 5.5.17 Tenants of the building will be able to enjoy an outdoor amenity space. This space provides an area for workers to relax throughout the day with seating, and open and sheltered spaces.
- 5.5.18 The outdoor amenity landscape uses design language taken from the form of the Firestone Pillar Motif and creates a strong visual connection between the building, the landscape and the listed elements across the yard.
- 5.5.19 The space takes vehicle tracking into consideration to still allow unimpeded movement of light and HGV's across the yard.

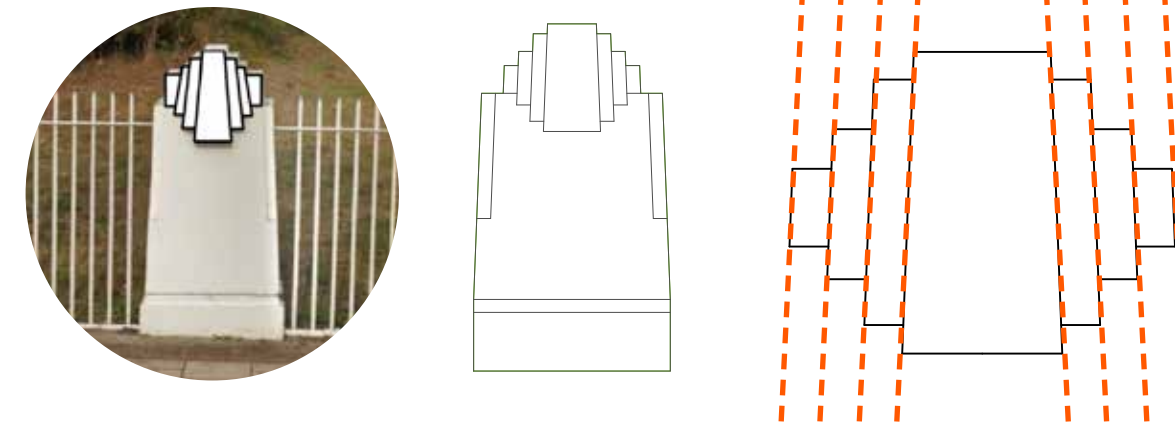


Fig 5.16 Firestone Pier Motif

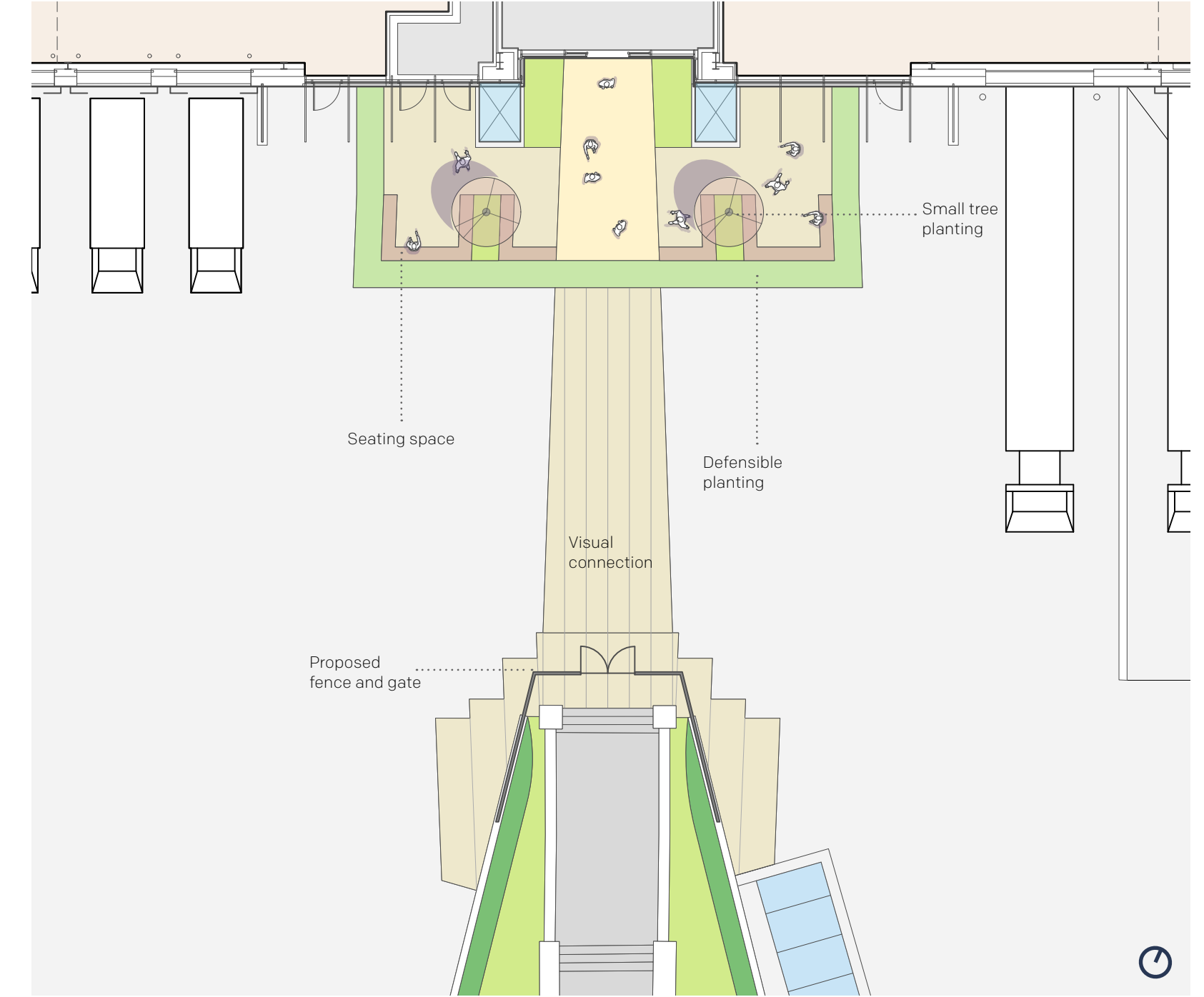


Fig 5.17 Entrance Outdoor Amenity Space Plan View NTS

5.0 Design Proposals - New Firestone Building Landscape

Sensitivity to Listed Features

5.5.20 The listed piers, steps, railings and lights must be protected and enhanced to celebrate the former historic Art Deco Firestone building that sat in place of the newly proposed building on site.

5.5.21 New railings with secure line gates are shown in Fig 5.18 & 5.19. Railings will run along the top of the proposed wall to wrap around the piers in the yard. Bespoke railings and gates will match existing listed features to sit together in harmony.

5.5.22 The vegetated green wall system will not touch or impede any listed features.

5.5.23 The use of metal gates and railings was raised by, discussed with and supported by Hounslow's Conservation Officer, so they have been shown as a preferred option. Metal railings are more cost effective, sustainable, easy to keep clean and maintain than glass.

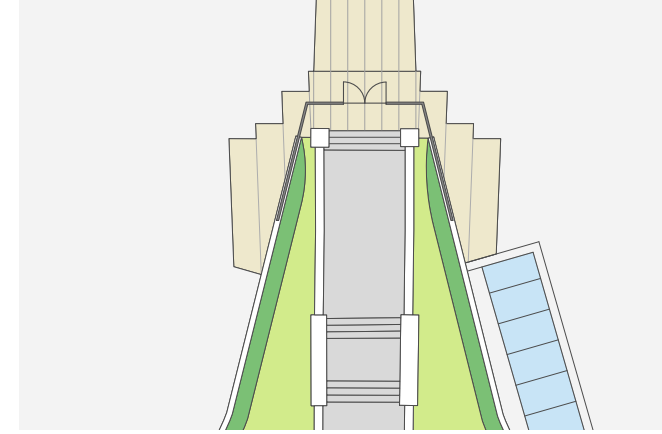


Fig 5.19 Plan at top of stairs
Not to Scale

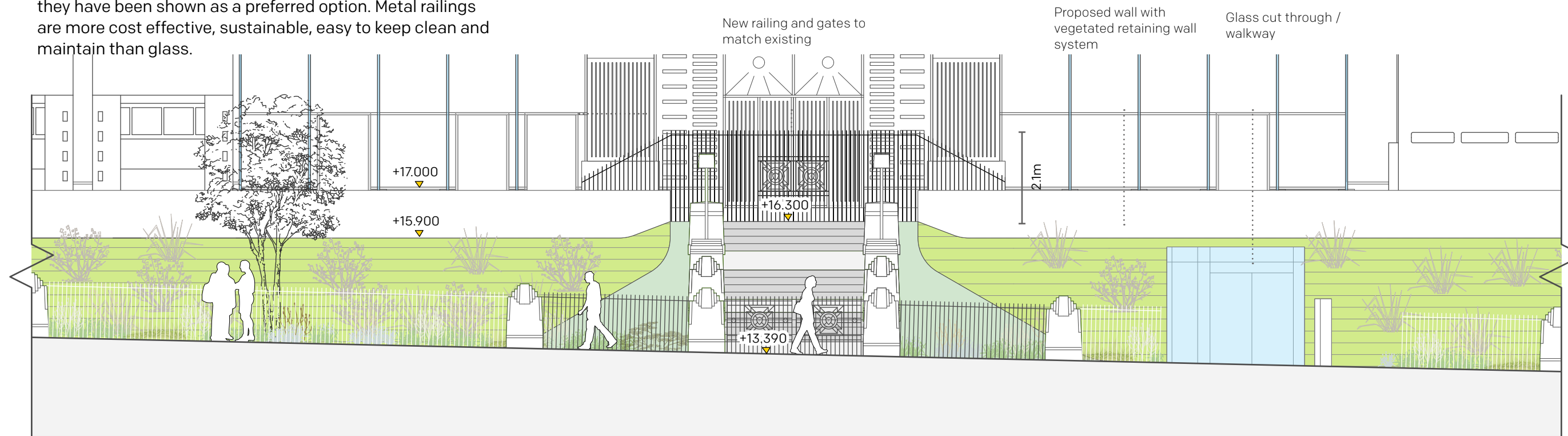


Fig 5.18 Elevation E - E1
Not to Scale

5.0 Design Proposals - New Firestone Building Landscape

Retaining Wall

5.5.24 Existing wall to be removed and newly proposed brick retaining wall to stand 1.1m above yard level - wall to be rendered white to match existing.

5.5.25 Vegetated green wall to the front of the brick wall softens its visual impact whilst enhancing ecological value to the site.

5.5.26 Flex MSE or equivalent vegetated green wall system uses interlocking bags filled with soil and mulch stacked on top of each other, held together by a plate, to create a solid and stable retaining wall. Sacks are then hydroseeded or plug planted to give a desired effect.

5.5.27 Complete retaining wall system must be 2.1m or above where possible to prevent intruders to the yard - the wall must have no greater gradient than 5° to prevent climbing.

5.5.28 New tree and perennials species will be planted in front of the retaining wall to enhance the ecological value and biodiversity of the site. Uplighters to trees to provide interest in the evening.

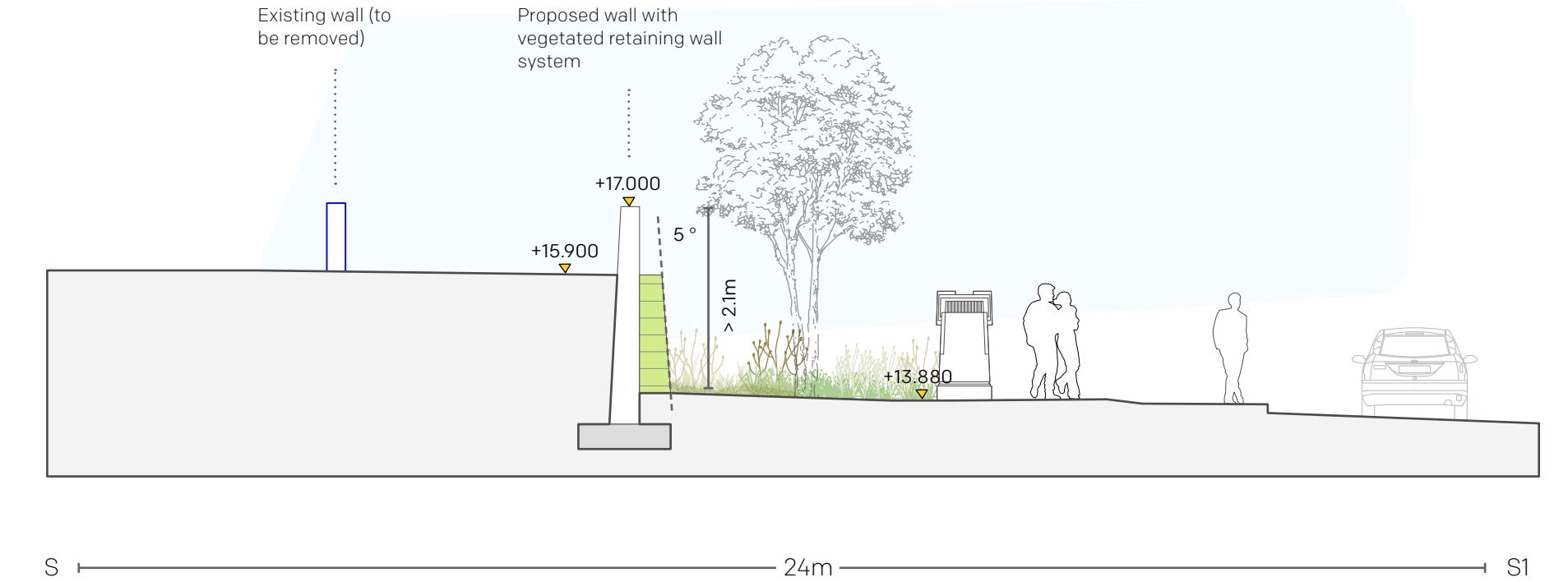


Fig 5.21 Section S - S1
NTS



Fig 5.20 Hydroseeding Process Images

Fig 5.22 Plug Planting Images

5.0 Design Proposals - New Firestone Building Landscape

Security to the Yard

5.5.29 New railings (to the yard) with secure line gates are shown in section through the listed steps, Fig 5.25. The listed features have the ability to be opened or closed dependant on the tenants wants / needs.

5.5.30 The vegetated wall, rendered wall and railings work together so that there is always a greater than 2.1m distance from ground level, in order to keep the yard secure.



Fig 5.23 Original Firestone Gates & Railings

Lighting

5.5.31 Appropriate lighting will be used to illuminate and highlight certain features in the landscape, such as trees and the historic piers to Great West Road - this will also help to increase security across the site.

5.5.32 Great West Road Christmas Lighting - Historically, Great West Road used to be adorned with lights during the festive period, memories of which many people still have to this day. Christmas lighting will be reinstated along the landscape frontage to pay homage to this period.



Fig 5.24 Examples of festive lighting on The Golden Mile

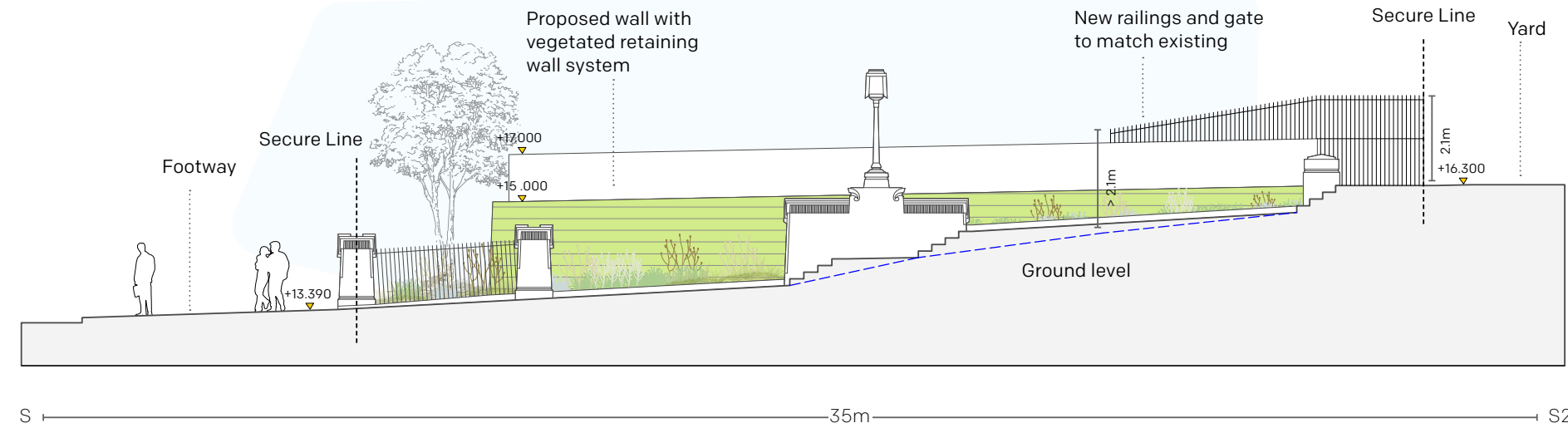


Fig 5.25 Section S - S2
NTS



Fig 5.26 Elevation E - E2
NTS

5.0 Design Proposals - New Firestone Building Landscape

Landscape Overview

5.5.33 The landscape to the rear of the new development looks for opportunity to increase soft landscaping. Due to the road being a pinch point for HGV's at 7.2m, limited tree planting is proposed due to the potential canopy width stretching out and further lessening this.

5.5.34 Vertical soft landscaping is achieved through the use of a green wall system which uses a combination of steel ropes and frames that support the growth of climbing species.



Fig 5.28 Elevation E - E3
Not to Scale

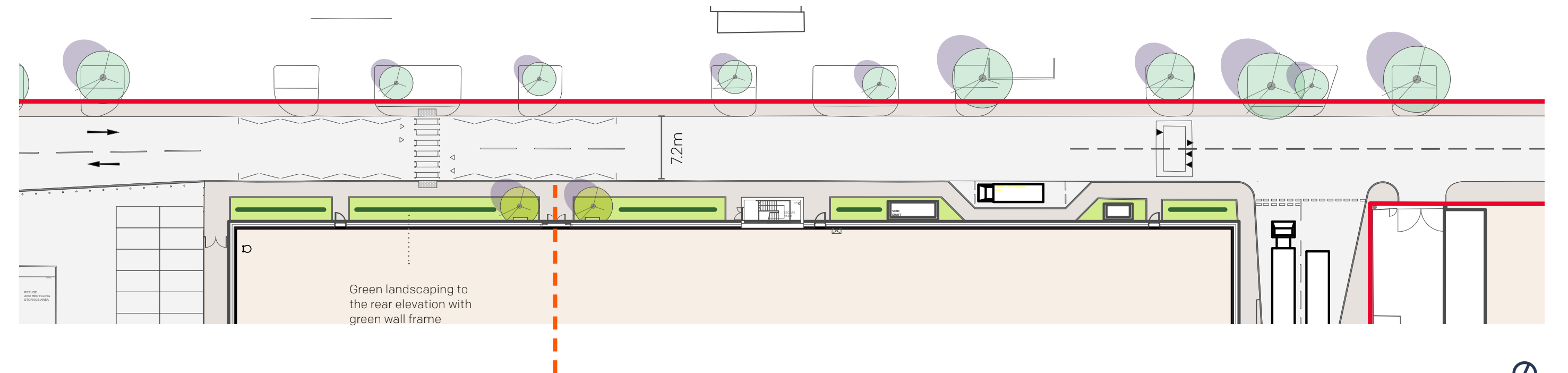


Fig 5.27 Proposed rear landscape. Not to scale

5.0 Design Proposals - New Firestone Building Landscape

Green Wall Frame

5.5.35 A web of stainless steel tension wire is fixed to a frame and pollinator rich climbing species, such as *Hedera helix*, are planted so the rope and frame system supports vertical growth.

Human Scale

5.5.36 The vertical green wall frame, shown in Fig 5.31, is free standing of the proposed building and helps to bring the street scene back to human scale.

5.5.37 Examples of steel tension wire systems are in Fig 5.29.



Fig 5.29 Steel Tension Wire System

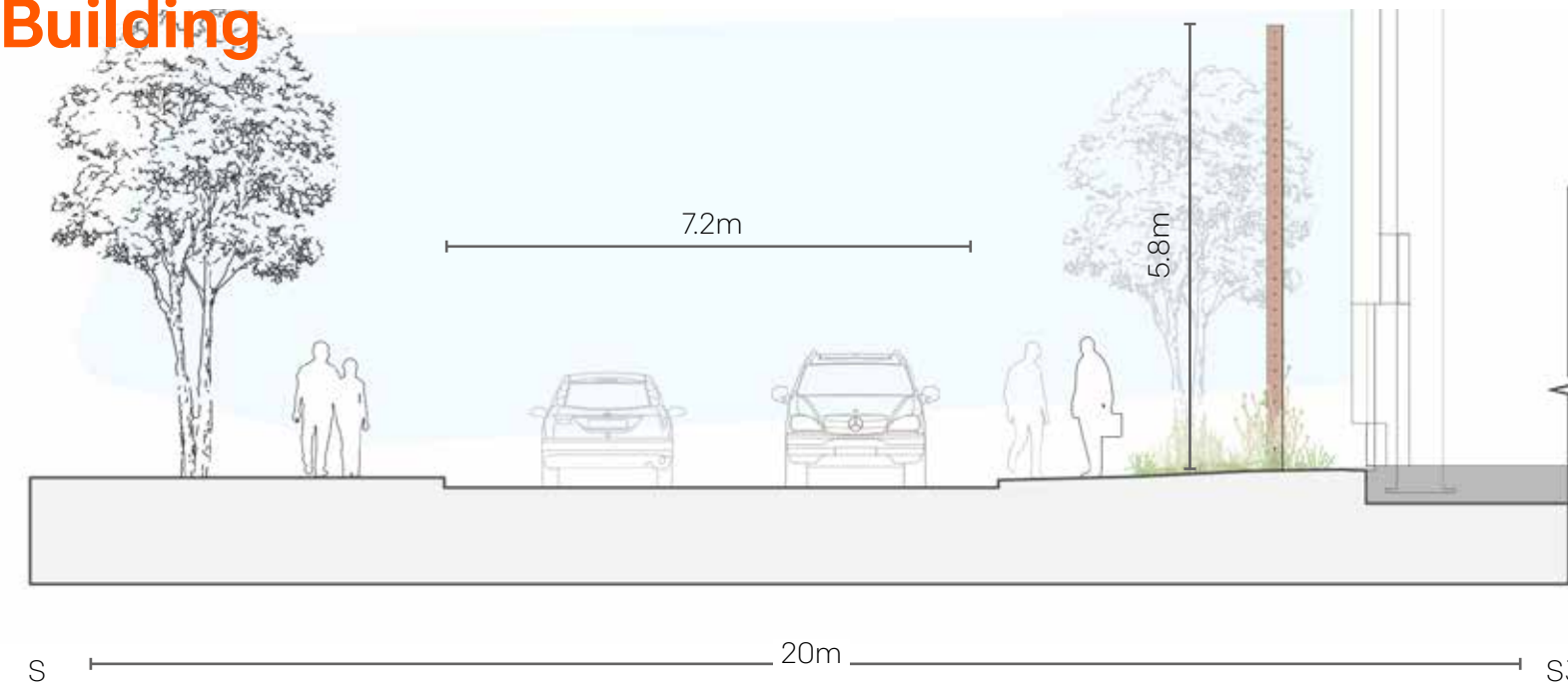


Fig 5.30 Section S - S3 . Not to scale



Fig 5.31 Elevation extract

5.0 Design Proposals - New Firestone Building Landscape

Brown Roof

5.5.38 A biodiverse living roof will lie on top of the building - it will be based on a low-nutrient substrate, plug planted and seeded with a range of species that are of value to wildlife species.

5.5.39 Other features such as log piles, rock piles, rope coils, sandy piles and ephemeral wetlands will be added to further increase the biodiversity of the roof landscape.



Fig 5.32 Brown roof precedents

Pollinator Rich Species

5.5.40 A select palette of species has been chosen to provide seasonal interest throughout the year as well as enhancing biodiversity across the site, Fig 5.33.

5.5.41 The species labelled with (P) are specifically chosen to provide forage for a wide variety of pollinating insects including bees. These (P) species have been chosen from the registered 'Plants for Pollinators' species list on the RHS website.

Spring Interest Mar - May



Summer Interest June - Aug



Autumnal Interest Sept - Oct



Winter Interest Nov - Feb



Fig 5.33 Pollinator Rich Species

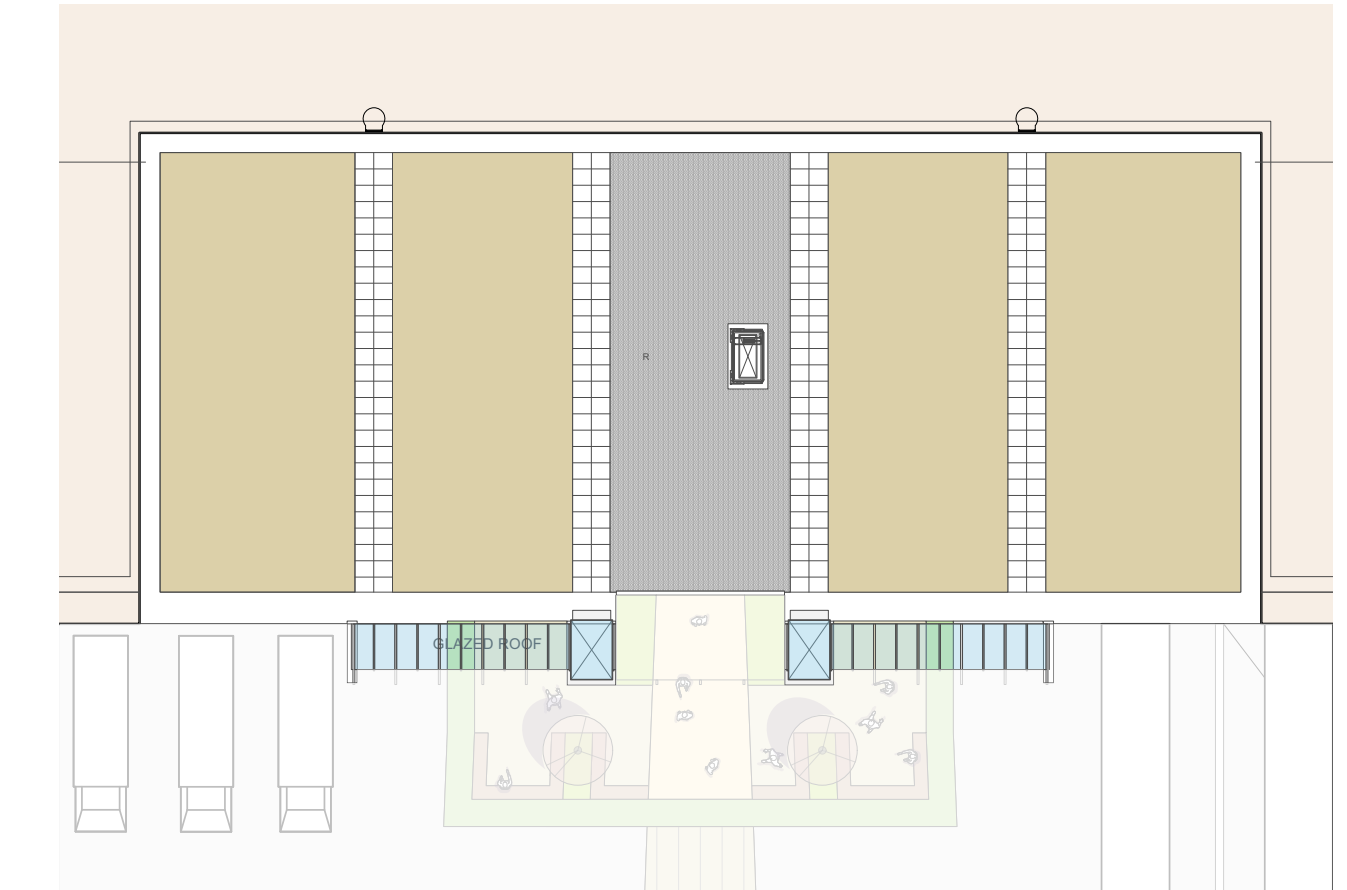


Fig 5.34 Brown roof plan

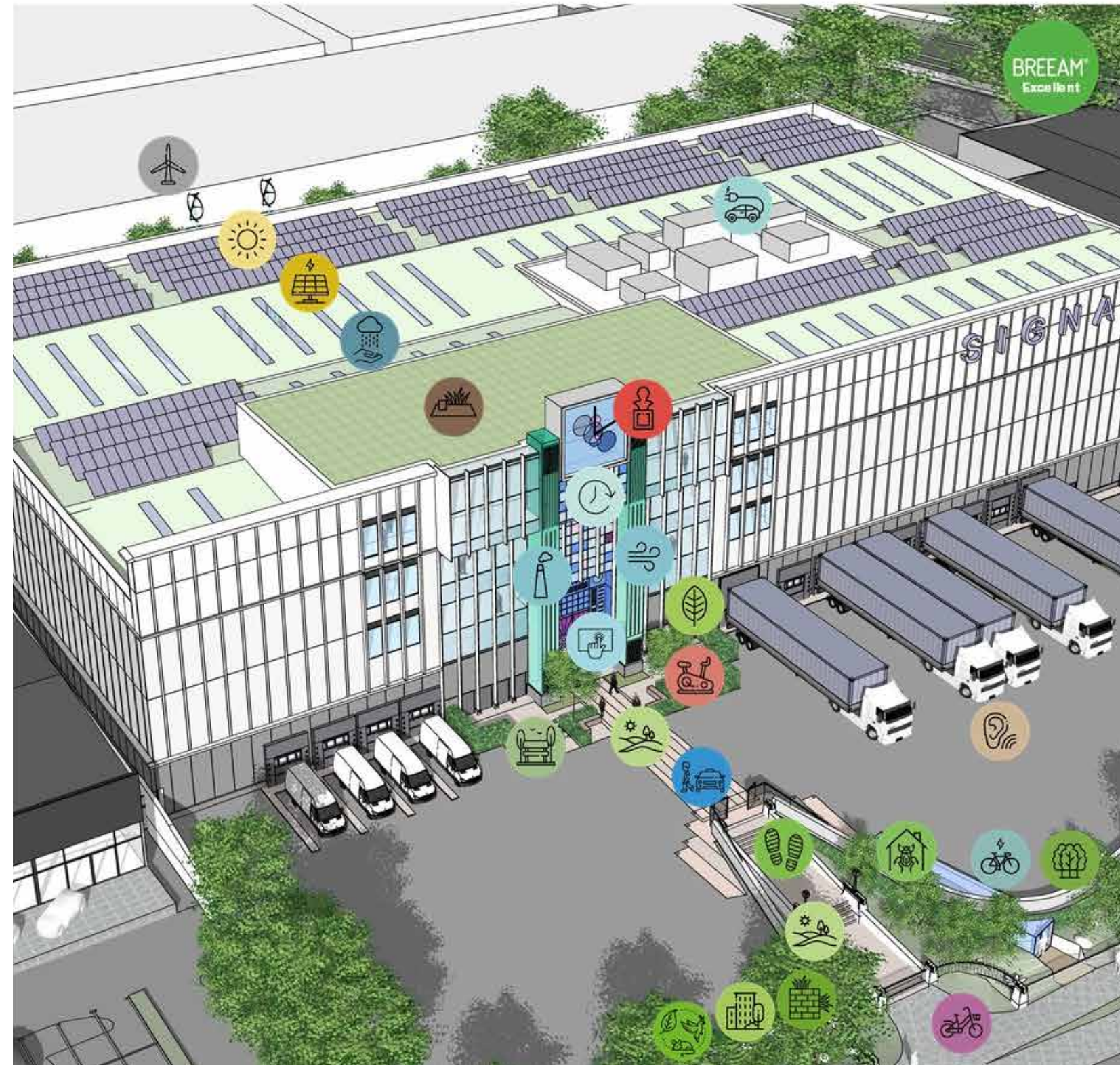
Technical Design

6.1	Sustainability Summary of Initiatives	58
6.2	Sustainability Strategy Summary	60
6.3	Energy Strategy Summary	62
6.4	Waste and Recycling Management	64
6.5	Security	66
6.6	Existing Transport Connections	68
6.7	Proposed Site Connectivity	71



6.0 Technical Design

Sustainability Summary of Initiatives



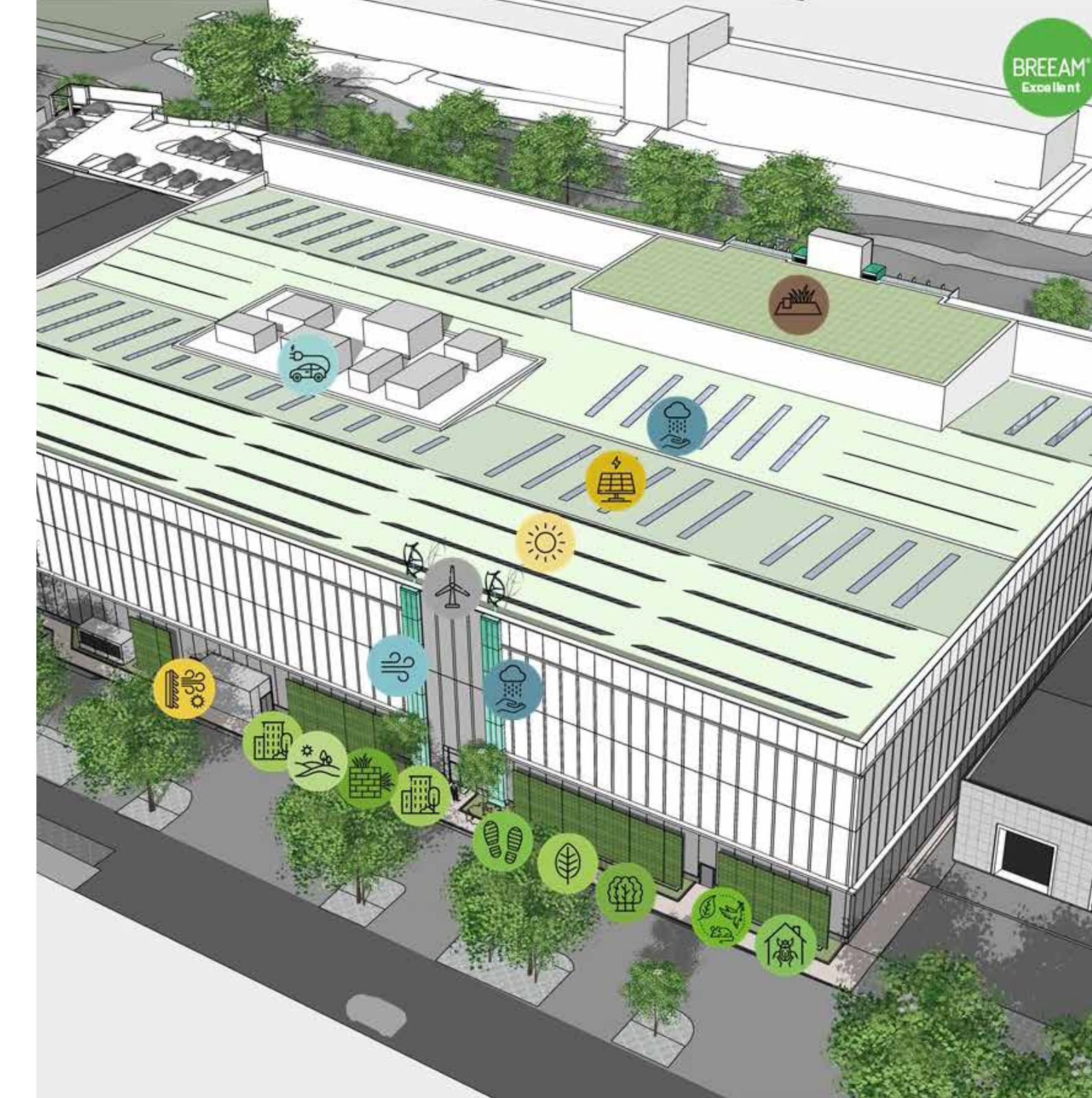
KEY

- | | | | |
|--|-----------------------|--|-------------------------|
| | Wind Turbines | | Plaza |
| | Natural Lighting | | Landscaping |
| | Photovoltaic | | Outdoor Gym |
| | Rainwater Harvesting | | Shared Surfaces |
| | Electric Car Charging | | Acoustic |
| | Brown Roof | | Healthy Entrance |
| | BREEAM Excellent | | Insect Hotels |
| | Public Art - Clock | | Green Wall |
| | Future Proofing | | Urban Greening |
| | Thermal Chimney | | Biodiversity |
| | Natural Ventilation | | Cycling |
| | Interactive Screens | | Electric Cycle Charging |
| | Biophilia | | Tree Planting |

Fig 6.1 Summary of initiatives - front view

6.0 Technical Design

Sustainability Summary of Initiatives



KEY

- | | |
|--|-----------------------|
| | Wind Turbines |
| | Natural Lighting |
| | Photovoltaic |
| | Rainwater Harvesting |
| | Electric Car Charging |
| | Brown Roof |
| | BREEAM Excellent |
| | Natural Ventilation |
| | Biophilia |
| | Landscaping |
| | Healthy Entrance |
| | Insect Hotels |
| | Green Wall |
| | Urban Greening |
| | Biodiversity |
| | Tree Planting |

Fig 6.2 Summary of initiatives - back view

6.0 Technical Design Sustainability Strategy Summary

6.1 Sustainability Strategy Summary

6.1.1 A full Sustainability Strategy study is submitted separately, the following report presents a Summary for the Proposed Development which has been informed by national, regional and local policies – that is, Building Regulations Part L, the Hounslow Local Plan (2015) and the Greater London Authority (GLA) London Plan (2021).

6.1.2 The Five Capitals Model is being applied to capture the multi-faceted sustainability benefits that the Proposed Development potentially brings to the Application Site, local community, surrounding businesses, and future building users.

Human capital – occupant wellness

6.1.3 The focus of the human capital is to deliver occupant wellness. The Proposed Development aspires to create healthy and safe public realm and workplace which enhance wellbeing through designing the building to enable good levels of internal daylight levels, thermal comfort, safety and security. In addition, good internal air quality will be maintained through mechanical ventilation aligning to BCO standards and the specification of products with low Volatile Organic Compound (VOC) and formaldehyde levels will be maximised. External lighting will be designed to minimise night-time light pollution and provide safe access to the Proposed Development. During construction stage, the contractor will be required to implement best practice policies in respect to managing pollution from construction processes.

Social capital – community connections

6.1.4 The Proposed Development is aspiring to create a space that adopts the local heritage and townscape and contributes to a diverse and vibrant community. To enhance the townscape and wider community, the Applicant is committed to providing jobs and training opportunities as well as engagement with local supply chains. The Applicant will seek to measure the social value benefit of the proposals by adopted the National Social Value Measurement framework.

6.1.5 As noted in the response to the human capital, the Contractor will implement best practice pollution prevention measures and in addition will be required to achieve at least a 'Very Good' score in the Considerate Constructors Scheme (CCS).

6.1.6 The safety and security of the development site has been addressed through engagement with local secured by design officers who have reviewed the design proposals and provided recommendations for enhancement of security.

Natural capital – positive impact

6.1.7 The Proposed Development will seek to enhance biodiversity and ecological value through the integration of ecological protection as part of the construction phase, the provision of new green wall and roof as well as additional planting around the perimeter of the Site and within the public realm. Collaboration between the project architect, landscape designer and ecologist has explored all potential avenues to increase biodiversity and green spaces within the development.

6.1.8 The minimisation of waste arisings and material consumption is also key to the sustainability proposals of the Proposed Development. For example, phase 1 includes the retention and refurbishment of an existing building and any demolition works across both phases will be preceded by a pre-demolition audit with aim to quantify potential materials for re-use in the construction phase. The Contractor will be required to implement a Site Waste Management plan and meet defined BREEAM targets for waste arising and diversion from landfill.

6.1.9 A Sustainable procurement plan will also be adopted which has been defined specific to the Proposed Development. This sustainable procurement plan includes targets for the regional and local procurement of responsible sourced materials as well as materials with certified Environmental Product Declarations as well as 20% of material products (by weight or volume) from recycled or reclaimed sources. All timber products will be 100% legally harvested and traded with full chain of custody evidence.

6.1.10 With respect to water minimisation, the Proposed Development will meet the minimum standards for water efficiency as defined in BREEAM by adopted low flow / capacity fixtures and fittings. In addition, rainwater harvesting will be provided for both buildings.

6.1.11 A Sustainable Urban Drainage (SUD) strategy has been defined for the site to deliver greenfield rates of run off for phase 2.

Physical capital – fit for the future

6.1.12 As part of the Proposed Development delivering high quality, sustainable design and construction, the Proposed Development will be resilient and adaptable to climate change and promote sustainable development within Brentford and the wider area.

6.1.13 The Energy Strategy, which will be submitted as part of the planning application, will be in line with the principles of the Energy Hierarchy, that is "Be Lean", "Be Clean" and "Be Green", including the additional requirements for "Be Seen" regarding post completion monitoring.

6.1.14 An Energy Performance Certificate (EPC) rating of A is targeted.

6.1.15 The energy strategy will be future proofed such that it will leverage the benefits of grid decarbonisation by utilising air source heat pumps for heating and hot water and supplement this by on-site solar photovoltaics, battery storage and solar water heating. As such, there will be no onsite combustion of fuels which will be of benefit to local air quality. Provision will also be provided for a future heat network connection which would be subject to a feasibility and viability appraisal at the relevant time should a network become available.

6.1.16 The Applicant is targeting alignment with the UKGBC definition for Net Zero Carbon, including minimising up front carbon impacts. Upfront carbon and embodied carbon targets have been set for Phase 2 which align with RIBA and LETI guidance, and the achievement of these targets will be monitored through the design phases. Upfront carbon will be offset at practical completion through a verified offsetting framework. In addition, for Phase 2 operational energy intensity targets have been set for the new building by the Applicant which will be further reviewed as the design progresses.

6.0 Technical Design Sustainability Strategy Summary

6.1.17 The focus of the physical capital is also to demonstrate how accessibility and connectivity of the site has been maximised. In this regard, electric vehicle parking equivalent to 20% of spaces will have electric vehicle charging points, with all the spaces passive. Ample cycle storage and facilities will be provided for both phases aligning to London Plan standards.

Economic capital – new opportunities

6.1.18 To deliver whole life value from the Proposed Development and promote economic sustainability, as well as boosting the local economy, the Proposed Development will create opportunities for local employment and skills development. This will include the prioritisation of regional and local procurement of goods and services and ensure that all small and medium enterprises are included within applicable RFPs and sourcing activities.

6.1.19 Any contracts for services will be required to adopt the Applicants modern slavery strategy. The Applicant is committed to only working with formal labour providers who are legitimate, registered business entities.

6.1.20 Additionally, the Applicant will report on Full Time Equivalent employment generation which will include:

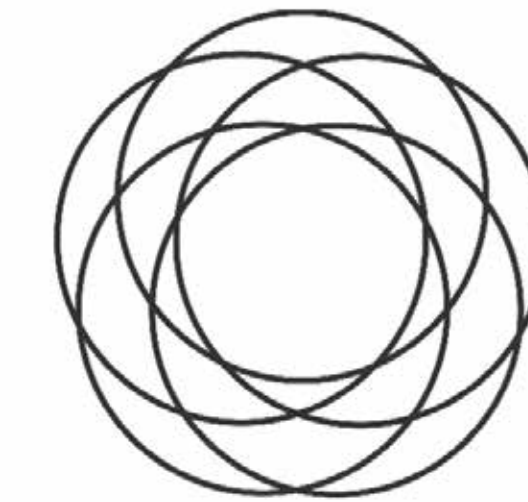
- New permanent employment as a result of tenant use of the property
- Any skills training, apprenticeships or employment activities relating to site works.

6.1.21 Please refer to the sustainability strategy submitted in support of the planning application for further detail the approach to sustainability for the Proposed Development.

Environmental assessment.

6.1.22 The Proposed Development will be assessed against BREEAM requirements and target a BREEAM Excellent rating in line with local policy:

- Phase 1 - W1 Refurbishment – BREEAM Excellent following BREEAM 2014 Non-domestic Refurbishment and Fit Out
- Phase 2 - New building – BREEAM Excellent following BREEAM 2018 New Construction.



A FRAMEWORK FOR
SUSTAINABLE DEVELOPMENT



Physical Capital	Creating high quality buildings ensures PHYSICAL VALUE is increased where buildings and infrastructure project an image of design for longevity and allow people to navigate easily on foot/by bicycle.
Social Capital	By enabling community identity, SOCIAL VALUE is increased where a great place brings people together, and creates a community.
Economic Capital	By ensuring equity for all, ECONOMIC VALUE is increased where all users of a place feel they have a level of ownership of the asset and buy-in to the outcomes it is seeking to achieve.
Human Capital	With a focus on people, HUMAN VALUE is increased where quality and longevity of life is improved and happiness is increased.
Natural Capital	By seeking to achieve positive gain, NATURAL VALUE is increased where existing quality is protected and new complimentary resources are introduced.

Fig 6.3 Five capital model

6.0 Technical Design

Energy Strategy Summary

6.2 Energy Strategy Summary

6.2.1 A full Energy Strategy study is submitted separately, the following is an energy summary that has been prepared in support of the planning application.

6.2.2 The Proposed Development will be delivered and assessed in two phases.

- Phase 1 - W1 Refurbishment
- Phase 2 - New building

Drivers

6.2.3 The energy strategy summarises the pertinent policies and requirements applicable to the Proposed Development. The principal target is to achieve 'zero carbon' corresponding to a 35% reduction in regulated CO² emissions, 15% via energy efficiency and passive design beyond the requirements of the Building Regulations Part L (2013), as set out in the London Plan (2021) and Hounslow borough Council Local Plan(2015).

6.2.4 National drivers; Approved Document Part L of the Building Regulations

6.2.5 Part L of the Building Regulations is the mechanism by which government is driving reductions in regulated CO² emissions from new buildings.

6.2.6 However, carbon factors set within this legislation are now known to be outdated, especially with regards to grid electricity: The carbon factor for electricity is known to have reduced compared to that set in Part L 2013. The consequence of this is a discrepancy between emissions calculated using current building regulations methodology from electrical plant and any technologies which offset grid electricity.

6.2.7 In line with the London Plan guidance, the assessment of the Proposed Development against policy targets has been carried out using the more up to date SAP 10 carbon factors.

Regional and local policy

6.2.8 The energy strategy summarises the pertinent policies and requirements applicable to the Proposed Development and sets out the Proposed Development's response to achieving these. Key energy related policy applicable to the Site is as follows which is defined by the LBH policy framework and where necessary the London Plan 2021:

- Meet carbon emission reduction requirements set out in the London Plan:
- Zero carbon with at least 35% reduction achieved on-site, and 15% of that achieved via energy efficiency measures only (equivalent to 'Be Lean' stage).
- SAP 10 carbon factors are used instead of SAP 2012 as per GLA Energy Assessment Guidance document, October 2020.
- Carbon offset payment agreed with the local borough, anticipated to be £95/tCO² for a 30year period.
- Connect to or extend existing decentralised heating, cooling or power networks to the Site, unless shown not to be feasible.

6.2.9 As noted above, the principal target therefore is to achieve 'zero carbon' corresponding to a 35% reduction in regulated CO² emissions on site as a minimum, with 15% via energy efficiency and passive design beyond the requirements of the Building Regulations Part L (2013).

6.2.10 This is to be achieved following the GLA energy assessment guidance.

Approach to the energy strategy

6.2.11 The energy strategy proposes measures to be implemented to reduce carbon dioxide (CO²) emissions and optimise energy efficiency within the Proposed Development for both Phase 1 and Phase 2.

6.2.12 The energy strategy has been developed using a 'fabric first' approach through the 'be Lean', 'be Clean', 'be Green' and 'be Seen' energy hierarchy.

6.2.13 The Be Seen stage of the energy hierarchy endorses the disclosure of the development's energy use with annual energy consumption being displayed on a public online platform accompanied by the predicted energy performance at the design stage.

6.2.14 This approach will demonstrate how developments are performing in-use and will underpin progress in reducing carbon emissions, operational running costs and will encourage the industry's route to achieving zero carbon buildings.

6.2.15 Each stage of the energy hierarchy will be assessing the Phase 1 - W1 Refurbishment and Phase 2 - New building separately.

6.0 Technical Design

Waste and Recycling Management

Assessment methodologies

6.2.16 To demonstrate alignment to the carbon targets as described, the Proposed Development has been assessed against the Building Regulations Part L 2013 as follows:

- Phase 1 - W1 Refurbishment – Building Regulations Part L2B 2013.
- Phase 2 - New building – Building Regulations Part L2A 2013.

6.2.17 The Proposed Development has been assessed using Part L2 compliant software. This software has been used to establish:

- Phase 1 - W1 Refurbishment – an existing building baseline based on gas boilers (based on GLA guidance) over which improvement measures are compared.
- Phase 2 - New building – new build notional building using a gas boiler baseline over which improvement measures are compared.

6.2.18 This has provided the basis for the analysis of the designed building and the consideration of all applicable passive design, energy efficiency and Low or Zero Carbon (LZC) technologies.

6.2.19 The assessment makes use of the Mayor of London's Energy Hierarchy Be Lean – Be Clean – Be Green – Be Seen, the heating hierarchy with regard to energy infrastructure, and the cooling hierarchy from the London Plan (2021).

6.2.20 In line with current GLA guidance, carbon emission reductions have been calculated using the carbon factors set out in the draft SAP10 guidance.

Proposed energy strategy summary

6.2.21 The energy strategy has been developed using a 'fabric first' approach through the 'be Lean', 'be Clean', 'be Green', 'be Seen' energy hierarchy.

6.2.22 Passive design and energy efficiency measures will provide the cornerstone to the energy demand and CO² emission reduction achieved for the Proposed Development.

6.0 Technical Design

Waste and Recycling Management

6.3 Waste and Recycling Management

Strategy

6.3.1 Individual units within the West Cross Estate operate their own individual waste management, with collection varying between weekly or twice weekly depending of tenant. It is proposed that the renovated Renault building and the new Firestone building will operate on the same basis.

6.3.2 The below calculations are made with reference to the London Borough of Hounslow : Recycling and Refuse SPD and BS 5906:2005 and in the case of Renault to know operator outputs.

Provision

New Firestone Building

6.3.3 Warehouse / Factory floor

Total Weekly arisings = 5L per floor area (m2)

Warehouse / Factory Floor GIA = 6968m²

Subtotal weekly arisings = 34,840 L

6.3.4 Office

Total Weekly arisings = 50L x no. of employees

(no of employees taken as 1 per 12m² of nett floor space)

Office occupancy = 143 persons

Subtotal weekly arisings = 7150 L

6.3.5 Total weekly arisings = 41990 L

50% refuse = 20995 L (15 x 1100L Eurobins)

50% recycling = 20995 L (15 x 1100L Eurobins)

6.3.6 Based on a single weekly collection:

- Provision required for 40no. x 1100L Eurobins, or:
- 4no. x 9175 L skips + 6no. x 1100L Eurobins

6.3.7 Space has been allocated for refuse and recycling waste storage within the service yard area.

6.3.8 Illustrated on the plans are:

- 2no. x 9175 L skips + 3no. x 1100L Eurobins for refuse waste
- 2no. x 79175 L skips + 3no. x 1100L Eurobins for recycling waste

6.3.9 Refuse collection vehicles will access the estate via Shield Drive, turning along Amalgamated Drive and into the yard area of the new Firestone building. The refuse & recycling storage area is located at the west side of the yard. Refuse vehicles can turn within the yard and before exiting onto Amalgamated Drive and re-joining Shield Drive at the east of the development then leaving the site onto The Great West Road.

W1 - Renault

6.3.10The operator has assessed their waste outputs based on known operational requirements.

6.3.11 Provision is made in the rear yard area for :

- 4no. 1100L eurobins for recycling for collection every other week
- 1no. 14 yard cardboard compressor skip for collection once a month
- 1no. 35 yard skip (26900L) for general for collection once a month

6.3.12Tyres are collected and stored within the unit, once 45 tyres are collected they are taken by Credential Environmental for recycling.

6.3.13Waste / used oil from cars is collected on site and stored within the unit and taken by Mid Counties Waste Management Services Ltd for recycling.

6.3.14Old car parts with oil in or on them are stored within the unit, and collected to be taken away and cleaned before recycling.

6.3.15Refuse collection vehicles will access the estate via Shield Drive, accessing the Renault rear yard area off Amalgamated Drive. The refuse & recycling storage area is located to the left and to the centre of the yard area. Refuse vehicles exiting onto Amalgamated Drive and re-joining Shield Drive at the east of the development then leaving the site onto The Great West Road.

6.0 Technical Design

Waste and Recycling Management

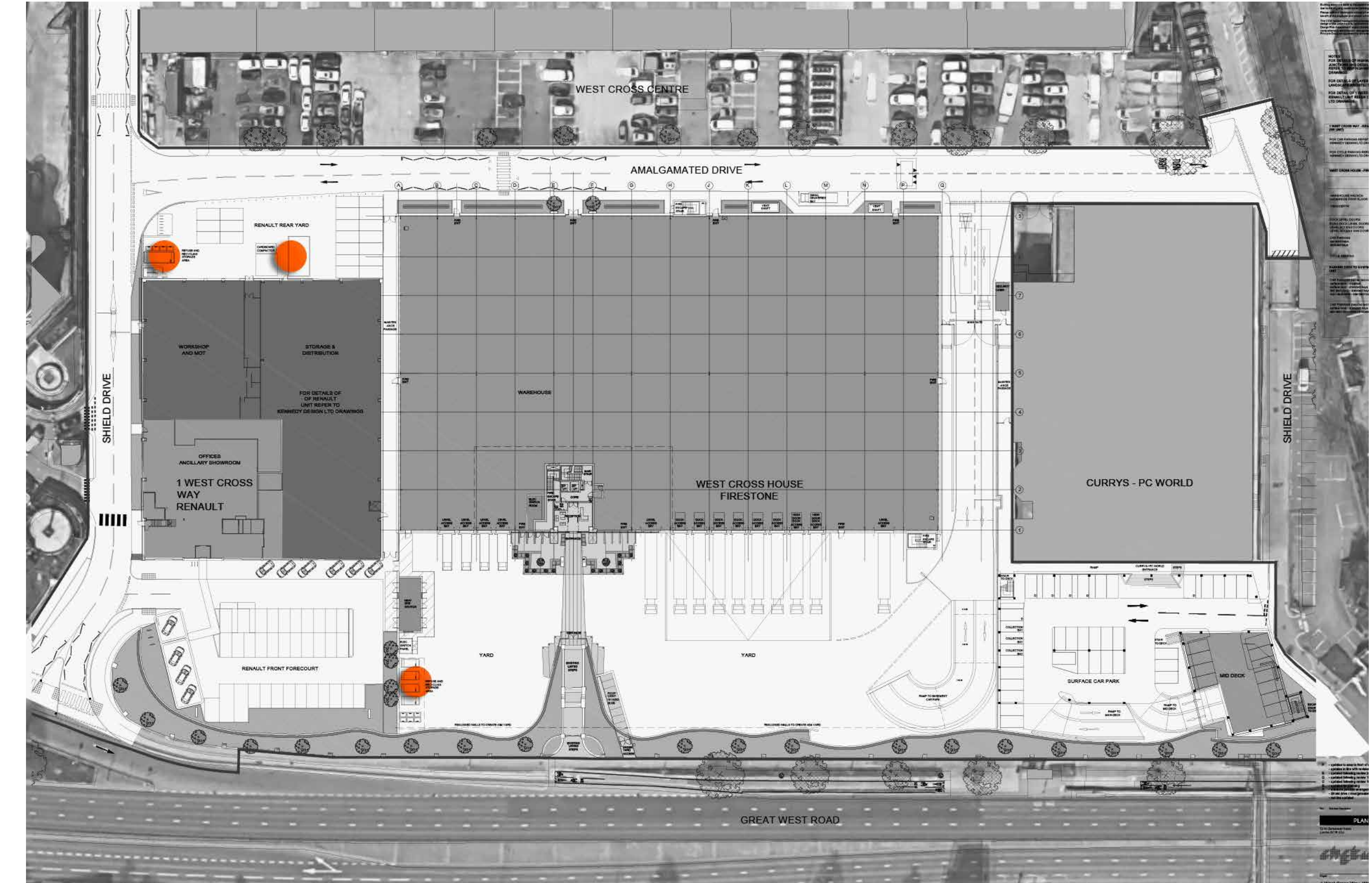


Fig 6.4 Waste strategy diagram

6.0 Technical Design Security

6.4 Security

- 6.4.1 The Safety and security of the site has been considered in the development of the design. The new units form part of the wider estate which benefits from a 24 hour security presence and centralised CCTV coverage.
- 6.4.2 The existing site arrangement allows for open pedestrian and semi secured vehicular permeability across the front and around the existing buildings. The development proposal will reduce this line of permeability by forming individual areas across the frontage of the new buildings for Renault, the new Firestone and existing Currys buildings.
- 6.4.3 The estate site entrance has been reconfigured as described in the transport statement to make Shield Drive two-way up to the junction with Amalgamated Drive. This necessitates the reconfiguration of the security barriers on Shield Drive, and the relocation of the facilities currently housed in the security cabin at this point. New two-way barriers (1) will be provided, and the facilities housed in the cabin will be rehoused within the estate.
- 6.4.4 The Renault unit rear yard will be protected by demountable bollards which allow for delivery by car transporter.
- 6.4.5 The new firestone unit has vehicular access off Amalgamated Drive, a barrier (2) is located to control access to the yard and building at this point, and full gates (2) are also located at this point to lock down the unit in out of hours periods. Adjacent to these gates is a Security Cabin (3) for the unit.
- 6.4.6 An existing vehicular barrier (4) is located on the eastern run of Shield Drive, to the side of the existing Currys unit, just beyond its junction with Amalgamated Drive, and a final exit barrier and gate (5) are located at the eastern end of Shield Drive as it exits onto The Great West Road, which allows for the full lock down of the estate in out of hours periods.

6.4.7 Pedestrian passage ways between Renault to Firestone buildings and between Firestone and Currys buildings, are provided for fire escape and building maintenance purposes, these are secured at either end by personnel gates (6).

- A security fence (7) is provided between the Firestone access / yard areas and the Currys building & Currys new deck car park.
- A security fence (8) is provided between Renault's rear yard and the Firestone building.
- A masonry wall (9) is provided between Renault's front forecourt and the Firestone yard area.

6.4.8 The Great West Road is set at a lower level than the body of the site, existing piers and railings (10) run the full length of the site at the boundary with the pavement. A planted landscaped area is provided between these railings and the existing / re-profiled retaining wall (11). For the length of Currys and Firestone (with the exception of around the listed steps) the retaining wall provides a minimum difference in level of 2.1m from ground level at The Great West Road to the top of parapet, while providing a 1.2m upstand to the yard edge.

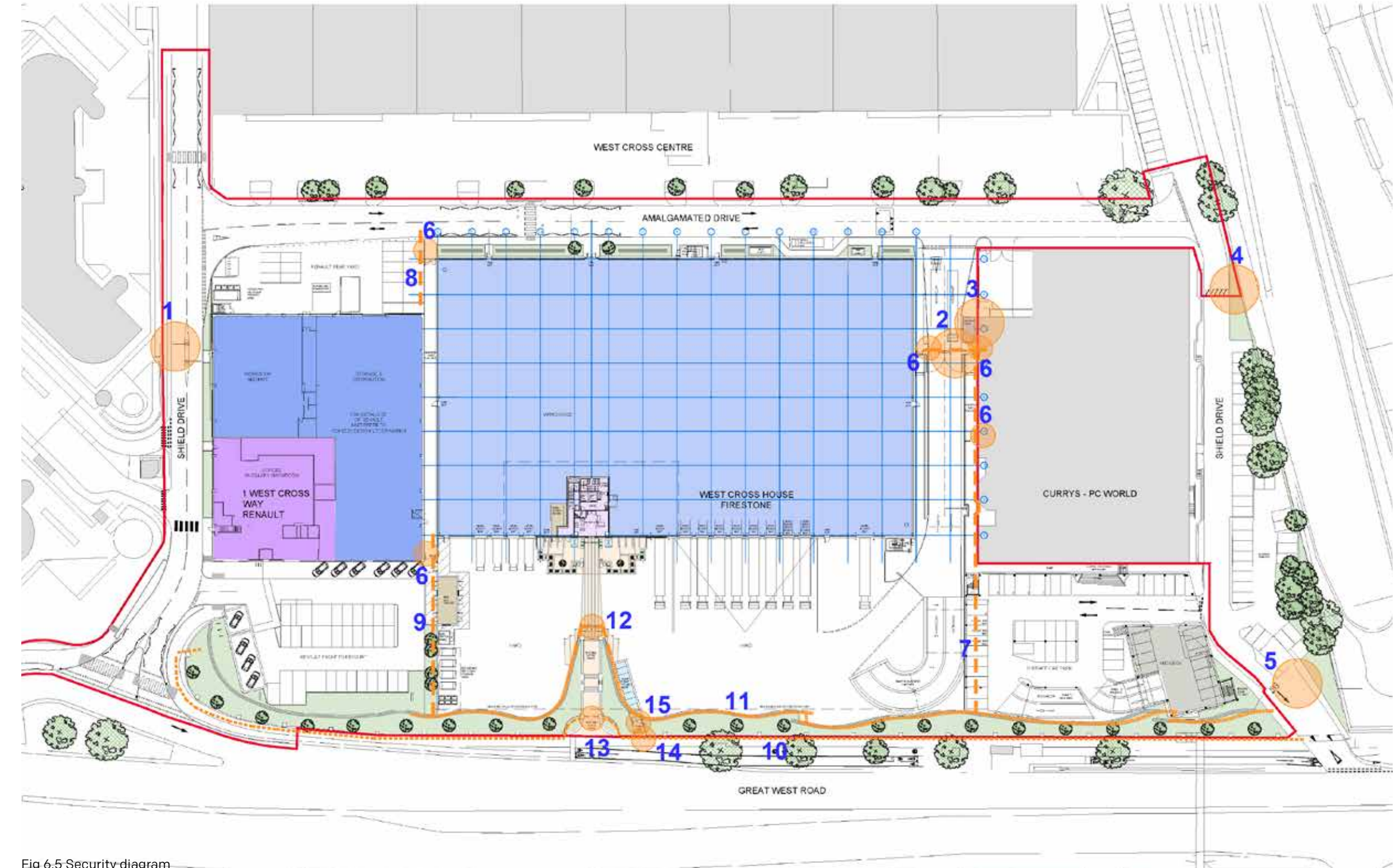
6.4.9 The main entrance to the Firestone building is located directly aligned with the listed steps off The Great West Road, which provide an access route for pedestrian visitors to the building. At the top of the listed steps, where the ground level rises, new railings and a new gate (12) are provided to maintain the 2.1m height division, and provide security to the yard area. An audio visual link will be provided between the gates and the building reception to control access through this gate. At the foot of the listed steps, the existing listed section of railings incorporate a gate (13) which will be provided with a lock to allow locking in out of hours periods.

6.4.10 To the right of the listed steps a gate is formed in the existing railings (14) this will be on a spring close hinge and provided with a lock to allow locking in out of hours periods. This gate leads to a structural glass box enclosure incorporating doors (15) leading to a below yard link to the building core, the door will be provided with an audio visual link to the buildings reception to control access. This below yard link provides a level access route for cyclists and non-ambulant users of the building.

6.4.11 A meeting has been undertaken with Hounslow & Richmond's Designing Out Crime Officer, and the following key points were highlighted to be taken into consideration in the progression of the development:

- Consideration is to be given of where the current elements and personnel housed in the estate entrance cabin are relocated elsewhere on the estate,
- Including the guardianship of the security team provided by the current location.
- Minimise any hidden areas.
- Make sure any vulnerable areas are suitably covered by CCTV.
- The existing estate CCTV system to be adjusted and supplemented to reflect the changes made by the new development.
- Lighting should be designed to comply with BS 5489:13 lighting of roads and public amenity spaces.
- Gates at the listed steps and adjacent below yard access should include locking ability for out of hours situations.
- As the development progresses the detailed design should be developed with reference to the Secure by Design Commercial Developments 2105 document.
- Further meetings with the local Crime Prevention Unit and the Anti-terrorism unit will be held as the development progresses.

6.0 Technical Design Security



Key

1. Estate Barrier
2. West Cross House Firestone Unit Vehicular Gate and Barrier
3. West Cross House Firestone Unit Security Cabin
4. Existing Estate Barrier
5. Existing Estate Final Exit Barrier and Gate
6. Fire Escape Personnel Gates
7. Security Fence to Firestone/ Currys - Deck Parking
8. Security Fence to Renault/ Firestone
9. Wall to Renault/Firestone
10. Existing Railings
11. Existing and Reformed Retaining Wall
12. New Gates and Railings to Top of Listed Steps
13. Existing Gates and Railings to Foot of Listed Steps
14. New Gate Formed in Existing Railings
15. Entrance to Below Yard Access Route

Fig 6.5 Security diagram

6.0 Technical Design

Existing Transport Connections

6.5 Existing Transport Connections

Location

6.5.1 The Site is located in the west of Brentford in the London Borough of Hounslow, adjacent to the A4 Great West Road and sits within the West Cross Industrial Park which is home to a variety of industrial and office units.

Existing Site Connectivity – Sustainable Modes

6.5.2 A description of access by the various modes summarised below. Plans showing the existing connectivity of the site are shown in Fig 6.6 & 6.7.

Pedestrians

6.5.3 Current pedestrian accessibility to the Site is attained via Shield Drive with routes available to both the east and west of the site. Footways are on the northern side of Shield Drive at the western access in front of the A4 Great West Road. Along Shield Drive within the West Cross Industrial Park footways are present, providing access to Amalgamated Drive and access further into the Industrial Park.

6.5.4 Along the A4 Great West Road there is a shared footway/ cycleway along the east and westbound carriageways. Pedestrians have multiple crossing points across the A4 Great West Road in the form of, a signalised pelican crossing to the east at the junction with A3002 Boston Manor Road, as well as a pedestrian footbridge that crosses the A4 Great West Road which is located adjacent to the eastern end of the Proposed Development.

Cyclists

6.5.5 Similar to pedestrians, access for cyclists to the Site is currently attained along the A4 Great West Road and Shield Drive. Shield Drive provides connections onto the shared footway/cycleway along the A4, which in turn connects to the surrounding neighbourhoods.

6.5.6 The A4 Great West Road connects cyclists to Brentford Railway Station to the east and to Osterley Underground Station to the west. A shared use and segregated cycle path along the A3002 provides good cycle access to Boston Manor Underground Station. Syon Lane connects directly with the shared footway / cycleway on the A4 Great West Road.

Buses

6.5.7 The Site has a PTAL value of 2 with a small section of the Site having a PTAL value of 1b. A score of around 2 is considered an average to poor score in terms of public transport accessibility.

6.5.8 The closest bus stops to the Site are located on Great West Road, directly outside the site. The stop, West Cross Way, is served by the H91 service, which operates between Hounslow West Station and Hammersmith Bus Station. Nearby bus stops which serve different routes include Syon Lane Station and Brentford Station, which are 10 and 14-minutes' walk away respectively.

Rail / Underground

6.5.9 Syon Lane Station is the closest railway station to the site, accessible within 10 minutes on foot or five minutes by cycling. Brentford Station is also close to the site, located 1.1km to the north-east. Travel time to the station is 15 minutes on foot or four minutes by cycling on designated cycle lanes.

6.5.10 Underground services can be accessed via Boston Manor and Osterley, a 22 and 28-minute journey on foot and a seven and 11-minute cycle respectively. Both stations operate on the Piccadilly Line.

Existing Site Connectivity – Road Access

A4 Great West Road

6.5.11 The key highway link to the site is the A4 Great West Road, which all traffic uses to access the site. The road runs parallel to the site with the Site accessed from the eastbound carriageway.

Shield Drive

6.5.12 Shield Drive is the access for West Cross Industrial Estate and thus the Site itself.

6.5.13 Shield Drive is a private road with the exception of the loop it forms at its western end where it connects with the A4 where it, and the A4 itself, form part of the Transport for London Road Network (TLRN). It has two junctions with the A4, to the south-east and south-west of the site.

6.5.14 Shield Drive forms the internal access route running around the site, providing access to a number of commercial buildings on both sides of the carriageway. Around the wider estate, and north of Ryan Drive, Shield Drive operates as a one-way route forming an exit only junction with the A4 at the eastern edge of the estate.

West Cross Way

6.5.15 West Cross Way runs along the southern side of the site, parallel with the A4 and forms a mini-roundabout junction at its western end with Shield Drive and a priority 't-junction' with Shield Drive at its eastern end. It provides access to car parking spaces serving the units which form part of this application as well as the retained Currys building. West Cross Way is predominantly two-way except for the western end where it is one-way eastbound providing ingress for vehicles from the A4 and Shield Drive.

Amalgamated Drive

6.5.16 Amalgamated Drive is a two-way single lane carriageway which connects the western and eastern lengths of Shield Drive. It is located to the north of the site, running parallel with West Cross Way and the A4. It provides direct access for staff parking and servicing for the units on Site as well as to the commercial units to the north.

6.0 Technical Design

Existing Access

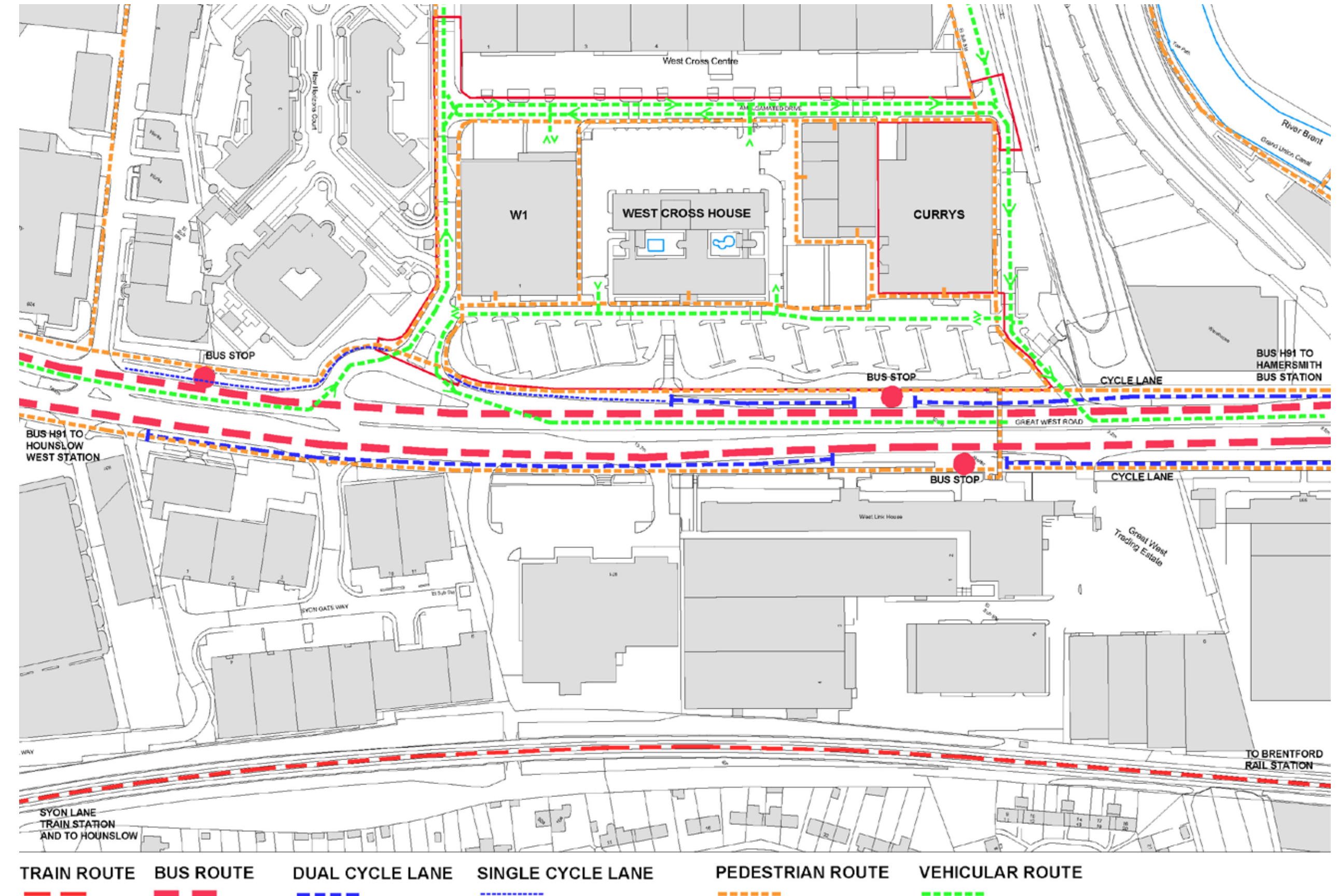


Fig 6.6 Existing access

6.0 Technical Design

Existing Access - Wider Context

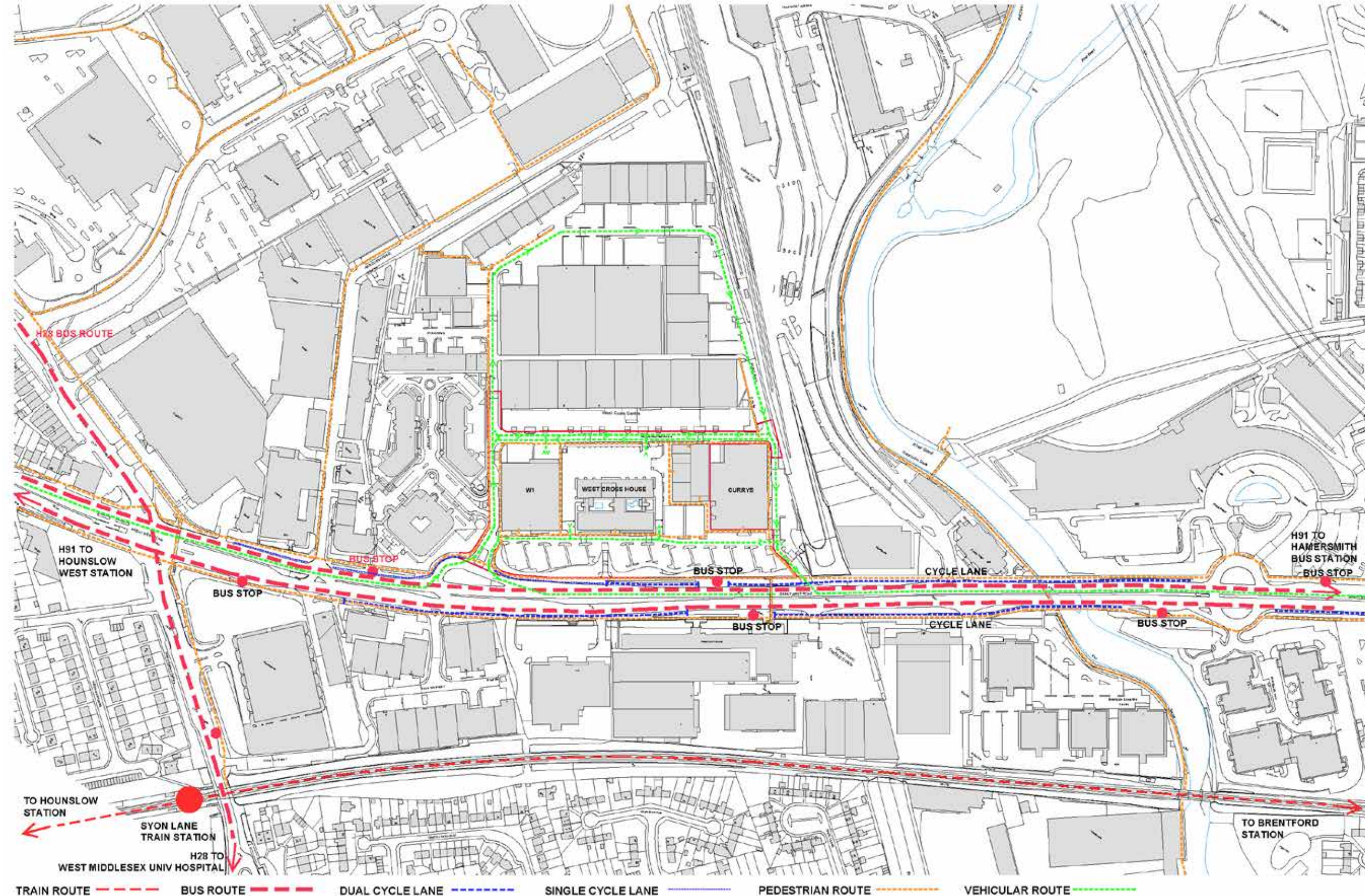


Fig 6.7 Existing access, wider context

6.0 Technical Design

Proposed Site Connectivity

6.6 Proposed Site Connectivity

Sustainable Modes

6.6.1 A description of access by the various modes summarised below. Plans showing the proposed connectivity of the site are shown in Fig 6.8 & 6.9.

Pedestrians and Cyclists

6.6.2 The existing footway / cycleway along the A4 will be retained. The western Shield Drive junction is to be tightened up following the removal of the mini-roundabout. A more formalised pedestrian / cycle crossing is provided across the Shield Drive access, which provides a segregated crossing facility consisting of a zebra crossing for pedestrians and a demarcated route (using the same principles as a zebra crossing) for cyclists. This prioritises pedestrians and cyclists over vehicular traffic (although pedestrians and cyclists still have to check for traffic before crossing the road).

6.6.3 The tightening up of the access also enables the footway / cycleway to be wrapped around into the site on the eastern side of Shield Drive and up to the access into the Renault building. The footway along the western side of Shield Drive (west) will then be retained with a new zebra crossing provided across Shield Drive (west) just north of its junction with Amalgamation Drive. A new zebra crossing will also be provided across Amalgamation Drive itself thereby providing access into the rear of the redeveloped West Cross House building.

6.6.4 The principal pedestrian / cycle access to West Cross House will be provided in the form of an underground link that will lead directly to the basement level of the new West Cross House from the A4 Great West Road footway / cycleway. This access will be located to the east of the retained Grade 2 listed staircase. Lifts within the basement will then provide access back up into the main building.

6.6.5 The redeveloped W1 building (Renault) and West Cross House will include changing and showering facilities for use by all staff.

6.6.6 The Renault car dealership will have a total of seven long-stay and 21 short-stay cycle parking spaces.

6.6.7 For West Cross House, as the options in terms of end occupiers and final land uses are not known at this stage, the provision of long stay and short stay minimum cycle spaces varies. It is proposed that 62 cycle parking spaces are provided for West Cross House with all cycle parking provided below ground level in close proximity to the proposed building entrance accessed via the underground connection to the footway / cycleway on the A4. Six of the proposed 62 spaces will be able to accommodate larger cycles.

Proposed Site Connectivity – Vehicular Access

6.6.8 The proposed development will use the western Shield Drive access from the A4 in order to access the Site. As a result of the wider masterplan considerations incorporating West Cross House, the leisure unit, etc. West Cross Way will no longer be a through route between the western and eastern ends of Shield Drive. Consequently, a car transporter and larger vehicles delivering to the Renault building will be unable to use West Cross Way as there will be insufficient space for them to turn around and exit the site.

6.6.9 Consequently, larger vehicles serving the Renault building, such as car transporters, will service from the rear, routeing all the way around Shield Drive, before turning right into Amalgamation Drive and approaching the Renault development from the east.

6.6.10 As a result, the way in which the car transporter will access the Renault building will be as follows:

- The car transporter will pull into Shield Drive off the A4 and then drive all the way around the estate on Shield Drive before turning right into Amalgamation Drive;
- The car transporter would then pull into the rear demised area behind the Renault building to unload vehicles; and
- On exit the car transporter would leave the Renault yard back on to Amalgamation Drive, turn left into the section of Shield Drive to be made two-way and then back out on to the A4.

6.6.11 The junction of Shield Drive (west) and Amalgamation Drive will be reconfigured to facilitate this including a reconfigured kerb line along the southern side of Amalgamation Drive, with a flush kerb provided for most of the length of the Renault demise with a series of demountable bollards which sit behind that. At times when the car transporter arrives the bollards can then be removed to enable the vehicle to pull in off the highway, unload vehicles before then turning back out on to Amalgamation Drive, left on to the section of Shield Drive to be made two-way and back out on to the A4.

6.6.12 To simplify the access of Shield Drive with the customer car park at the front of the Renault building the existing mini-roundabout junction with West Cross Way is to be removed and reconfigured to a standard priority "t-junction". This reduces conflicts in this area and also enables the Shield Drive (west) junction to be reconfigured and tightened up to improve pedestrian / cycle crossing facilities.

6.6.13 Vehicles to West Cross House will turn right into Amalgamation Drive from Shield Drive (west) and then right into the West Cross House service yard and basement car park access. These vehicles will then exit the site by turning right back out on to Amalgamation Drive, right on to Shield Drive and then join the A4. To facilitate large vehicles turning right out of Amalgamation Drive on to Shield Drive some minor kerb line amendments are proposed to this junction.

6.6.14 The main West Cross House access is shared between both operational vehicles and staff vehicles. As such, traffic light systems will be in place to control the movement of larger vehicles as they cross the basement car park ramp to the ground level servicing area, minimising any potential conflict with staff movements to / from the basement car park.

6.0 Technical Design

Proposed Site Connectivity

Car Parking

West Cross House

6.6.15 West Cross House will deliver 85 car parking spaces. In line with London Plan standards, 20% of all the spaces are to be provided for electric vehicles with an additional 10% passive provision for electric cars in the future. This car parking will be provided at basement level, accessed via Amalgamation Drive.

Renault HQ and Car Dealership

6.6.16 The proposals include 52 car parking spaces in total for customer and operational use. These spaces are located to the south and north of the building with the southern spaces accessed via Shield Drive (west) and what was West Cross Way whilst the spaces to the north will be accessed from Amalgamation Drive.

Currys

6.6.17 Currys will be retained and continue to operate as it does today. However, the proposed redevelopment of West Cross House leads to the loss of 70 car parking spaces, which are currently leased to Currys and will need to be re-provided to uphold the terms of the lease.

6.6.18 As part of the planning proposals a parking deck is therefore proposed to accommodate the lost 70 car parking spaces so that there is no net change in parking stock in accordance with the terms of the lease.

6.6.19 The Currys parking spaces will be accessed via Shield Drive (west), Amalgamation Drive and then Shield Drive (east).



Fig 6.8 Proposed access

6.0 Technical Design

Proposed Access - Wider Context

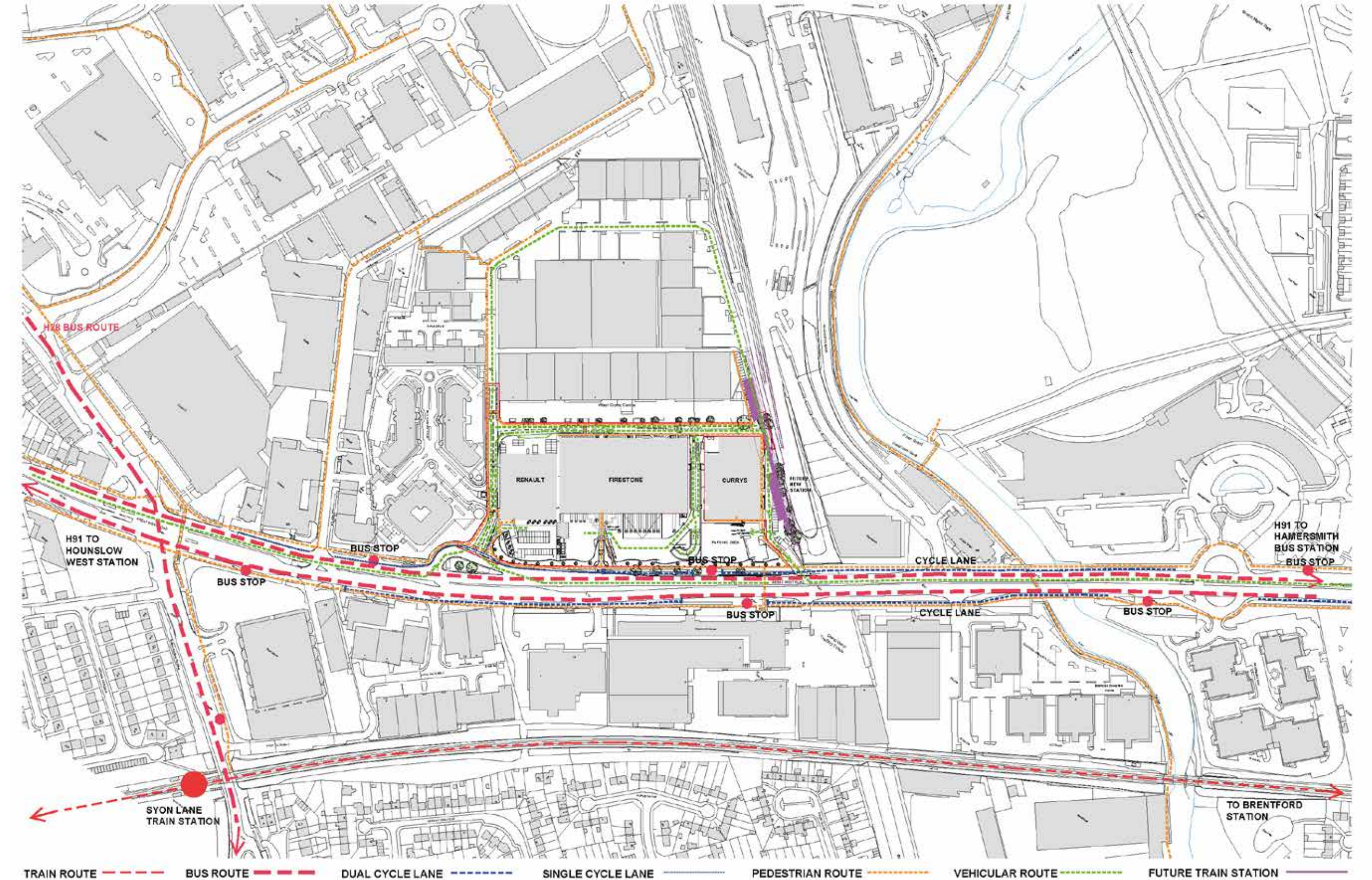


Fig 6.9 Proposed access, wider context

Design Proposals - Renault Building

7.1	Introduction	76
7.2	Design Principles	76
7.3	Scale, Massing and Materials	76
7.4	Landscaping	76



7.0 Design Proposals - Renault Building

7.1 Introduction

- 7.1.1 The proposed Renault HQ and dealership provides an integral part of the overall Legal and General phased development of the West Cross Estate and part of a multi-site reorganisation of Renault facilities in and around the London area.
- 7.1.2 The change of use will involve extensive upgrades to the building resulting in a far superior design, more sustainable and BREAM excellent building that is wholly appropriate in this prominent location at the entry to the West Cross estate.
- 7.1.3 The dealership use will generate activity and vitality during the day and evening, contributing to a vibrant and active street frontage and attracting people to the area and providing employment which is both skilled and well paid, supporting a strong and competitive economy.
- 7.1.4 The proposed works to the elevations will transform a tired looking 1980s industrial building into a smart and contemporary building, improving the architecture locally. The crisp clean lines will contribute to enhancing the street scene with high quality design and detailing. Integral to the design are elements that will improve the sustainability credentials of the building.
- 7.1.5 The proposals will not increase the building footprint and the changes to the external parking area at the front of the site will provide the opportunity to improve the current landscaping with carbon capture planting and increased biodiversity, achieved by replacing the current poor quality planting.
- 7.1.6 Electric vehicles (EV) form a large and growing part of the offering from Renault and the new London dealership will play a vital part in the roll out of this new technology. The site will provide both sales and servicing of these new innovative cars. The site has the potential to become a centre of excellence for EV's providing additional training facilities for staff.

7.2 Design Principles

- 7.2.1 The design builds upon and develops the existing advantages of the current site, the prominent location, good roadside visibility, presence, and size of accommodation on offer. The new elevational treatment of white composite cladding incorporates the current "Renault Architecture" to meet the international corporate standards which are utilized worldwide. The white cladding creates the backdrop to the black corporate signage, so that the main "Renault" elements are clearly visible and not lost/obscured. The external area to the front of the showroom provides the space to incorporate the corporate elements which make up the 'Renault Experience' seeking to provide customers and visitors to the site with simple clear guidance in and around the site and to the showroom.
- 7.2.2 The new elevational treatment and improvements will create a contemporary building on a prominent site within The Great West Road Corridor improving the appearance of the area.
- 7.2.3 The improvements to the building fabric will increase the thermal properties, by providing better levels of insulation to reduce energy use on site. Renewable and sustainable energy generation will be incorporated into the scheme, and these include

- A green wall on the Western elevation
- Rain water harvesting for car washing
- Solar PV panels and energy stores
- Solar thermal water heating;
- Carbon capture planting;
- Electric heating

7.3 Scale, Massing and Materials

- 7.3.1 The scale, massing and materials are the same as, or in keeping with, the existing building which is not being resized and the external materials are being replaced or upgraded.

7.4 Landscaping

- 7.4.1 The proposed works at the front of the site will provide the opportunity to increase both the quantity and quality of the soft landscaping provided, incorporating a diverse range of native trees, shrubs, herbaceous perennials, and ground covering plants.
- 7.4.2 With carbon capture at its core, planting will provide other important benefits to the environment, including a varied and diverse wildlife habitat for pollinators and other animals, feeding opportunities for overwintering birds and a reduction in soil erosion/water loss.
- 7.4.3 Part of the proposed landscape offering will be the addition of a 25m long by 9.4m high irrigated green wall to Shield Drive. This helps maintain the health and structure of the landscaping, as the location benefits from softer afternoon sunlight while boosting the enjoyable amenity of planting along the site edge.

7.0 Design Proposals - Renault Building

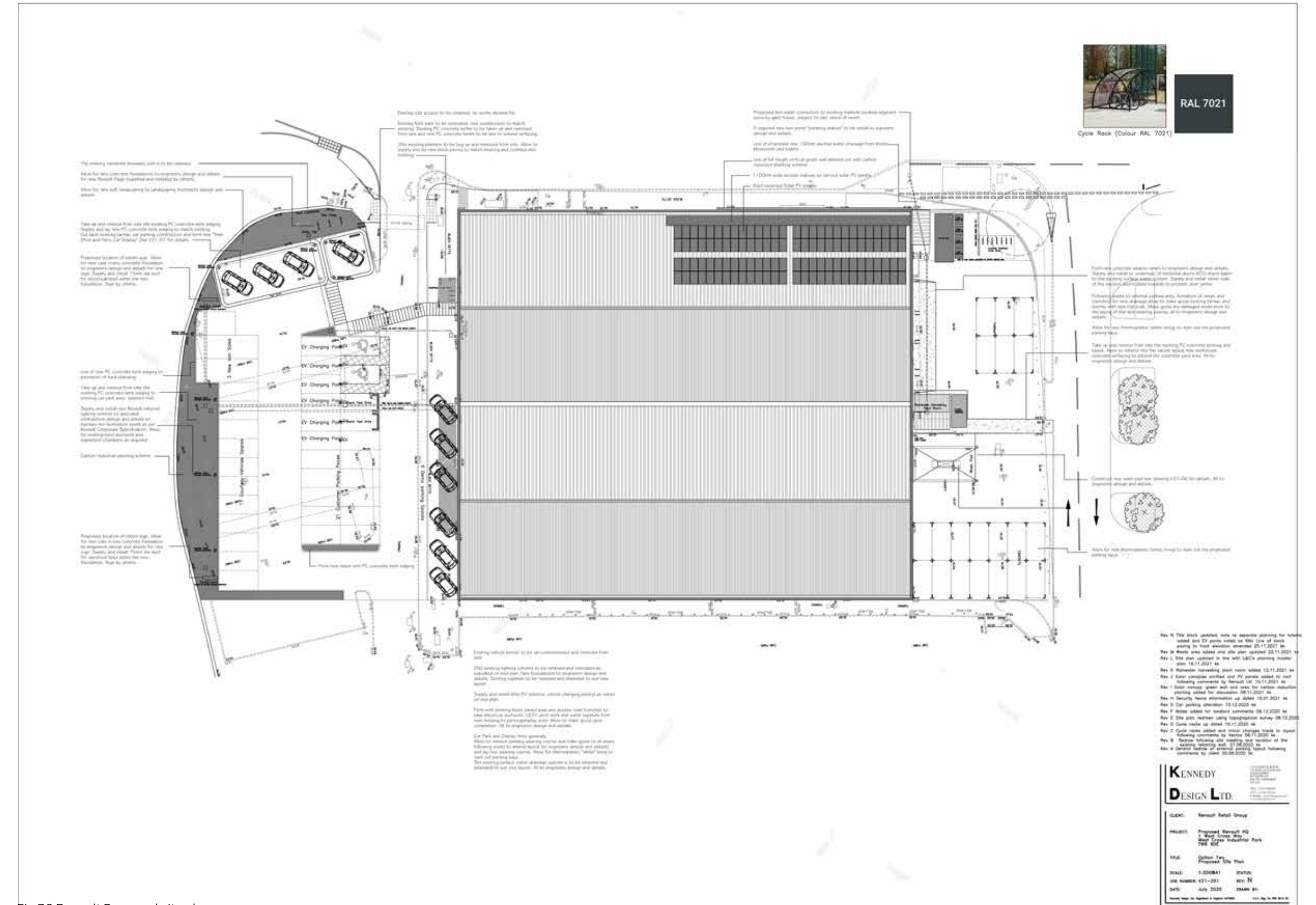


Fig 7.2 Renault Proposed site plan

7.0 Design Proposals - Renault Building

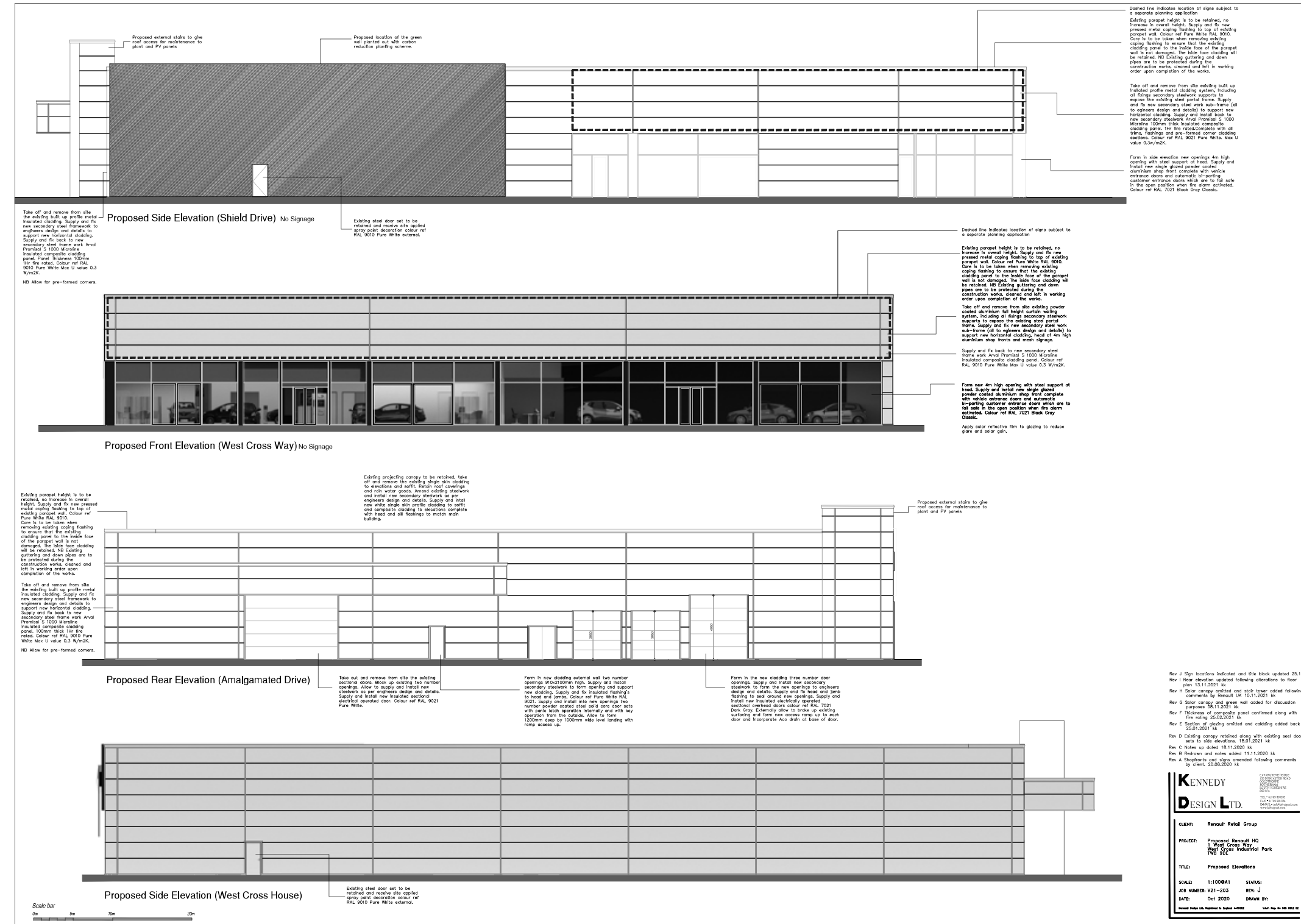


Fig 7.3 Renault Proposed Elevations

7.0 Design Proposals - Renault Building

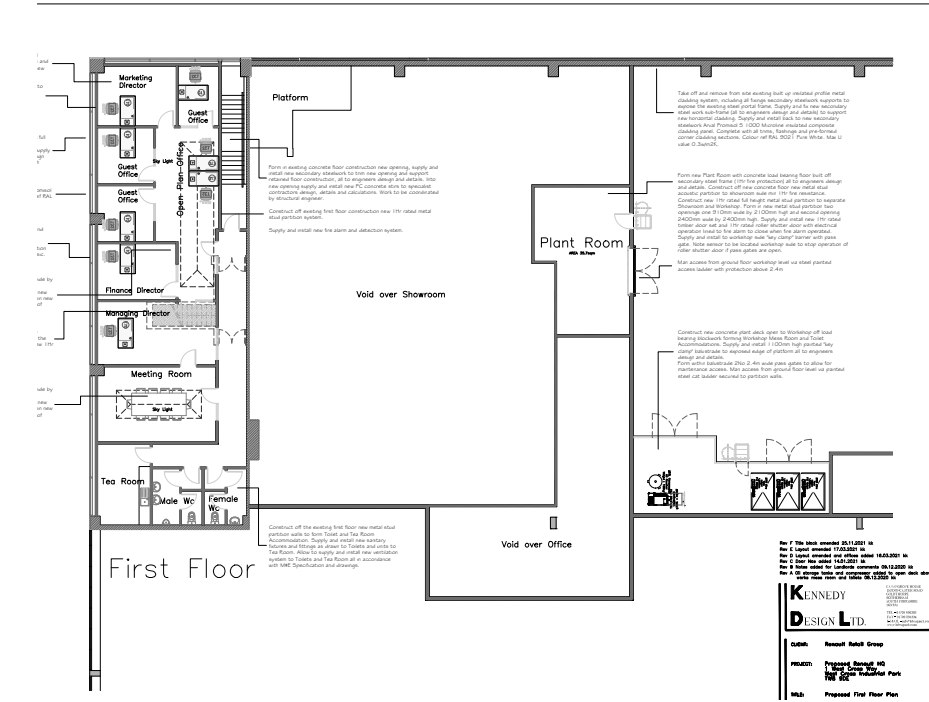
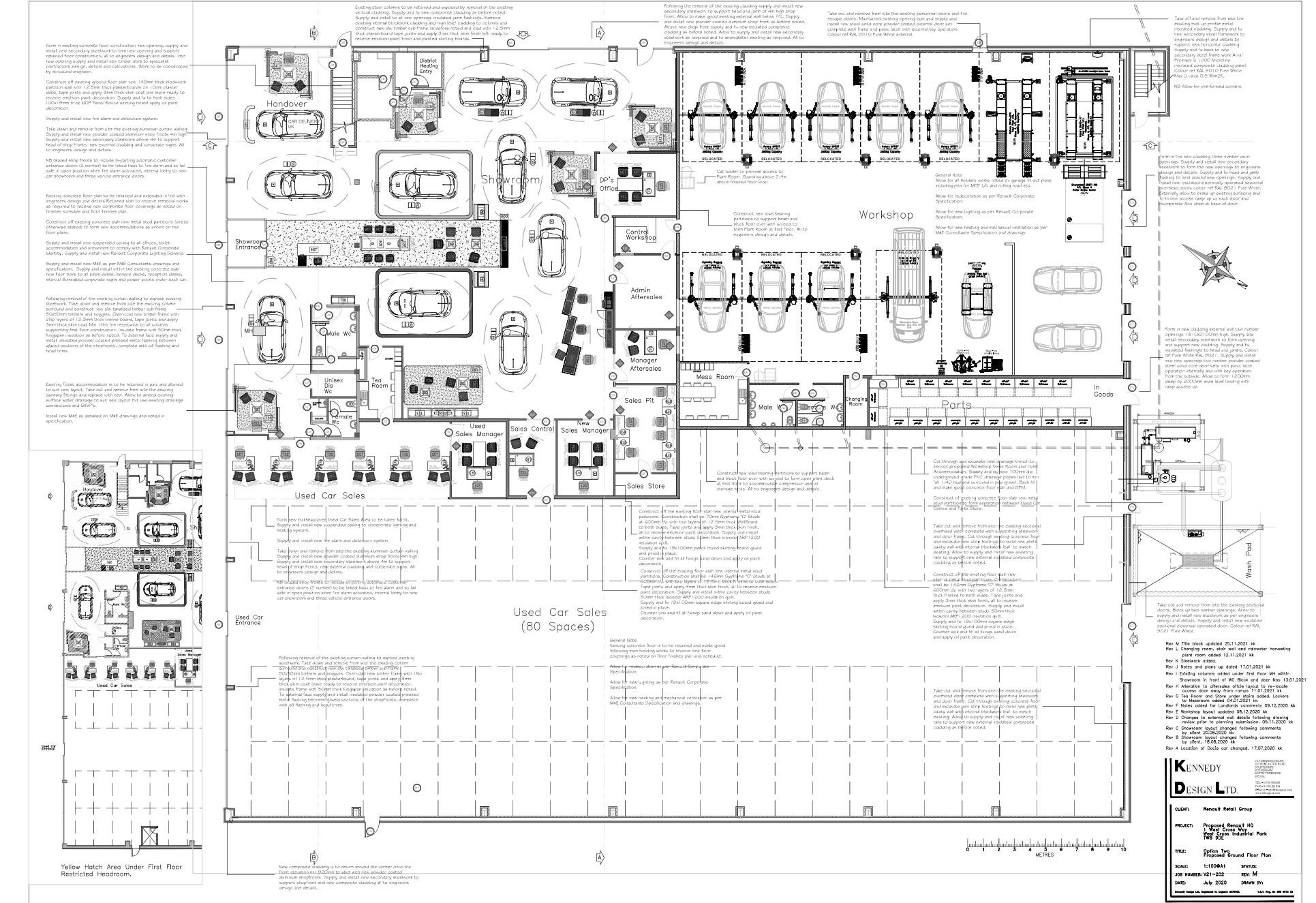


Fig 7.4 From left, Renault Proposed First Floor and Ground Floor plans



The Wider Estate

8.1	L&G's Business Plan for the West Cross Campus	82
8.2	Overall West Cross Campus Allocation	83
8.3	Long Term Masterplan Options	84
8.4	Scenario 1	85
8.5	Scenario 2	86



8.0 The Wider Estate

L&G's Business Plan for the West Cross Campus

8.1 L&G's Business Plan for the West Cross Campus

8.1.1 Development of the wider industrial estate will be long-term, and will need to be in a phased and strategic manner. Whilst the estate is in single ownership, there are existing long term and varied lease lengths across it which, coupled with its strong performance as an asset within a Fund linked to pensions, will require very careful navigation. For this reason, an outline application is not being pursued for the whole estate at this time.

8.1.2 The application proposal referred to in this Design and Access Statement is for a first and second phase of redevelopment of vacant and obsolete buildings to the front of the estate for employment purposes.

8.1.3 The Curry's unit to the western end of the estate's frontage is subject to a lease until 2027, and whilst the retail sector has its challenges, the tenant is very happy with its store and has no current intention to close or downsize prior to lease expiry. The lease length therefore dictates the timing of the potential redevelopment of that plot as a Phase 3 in due course; to dovetail with the proposal for the new Golden Mile Station, on which L&G is collaborating with the Council.

8.1.4 The rear part of the estate from Amalgamated Drive northwards comprises a high quality multi-let industrial estate with a variety of lease lengths and diverse range of income; the redevelopment of which will be long-term over the next 10-20 years and following public transport improvement, albeit L&G will keep this under review as market conditions change.

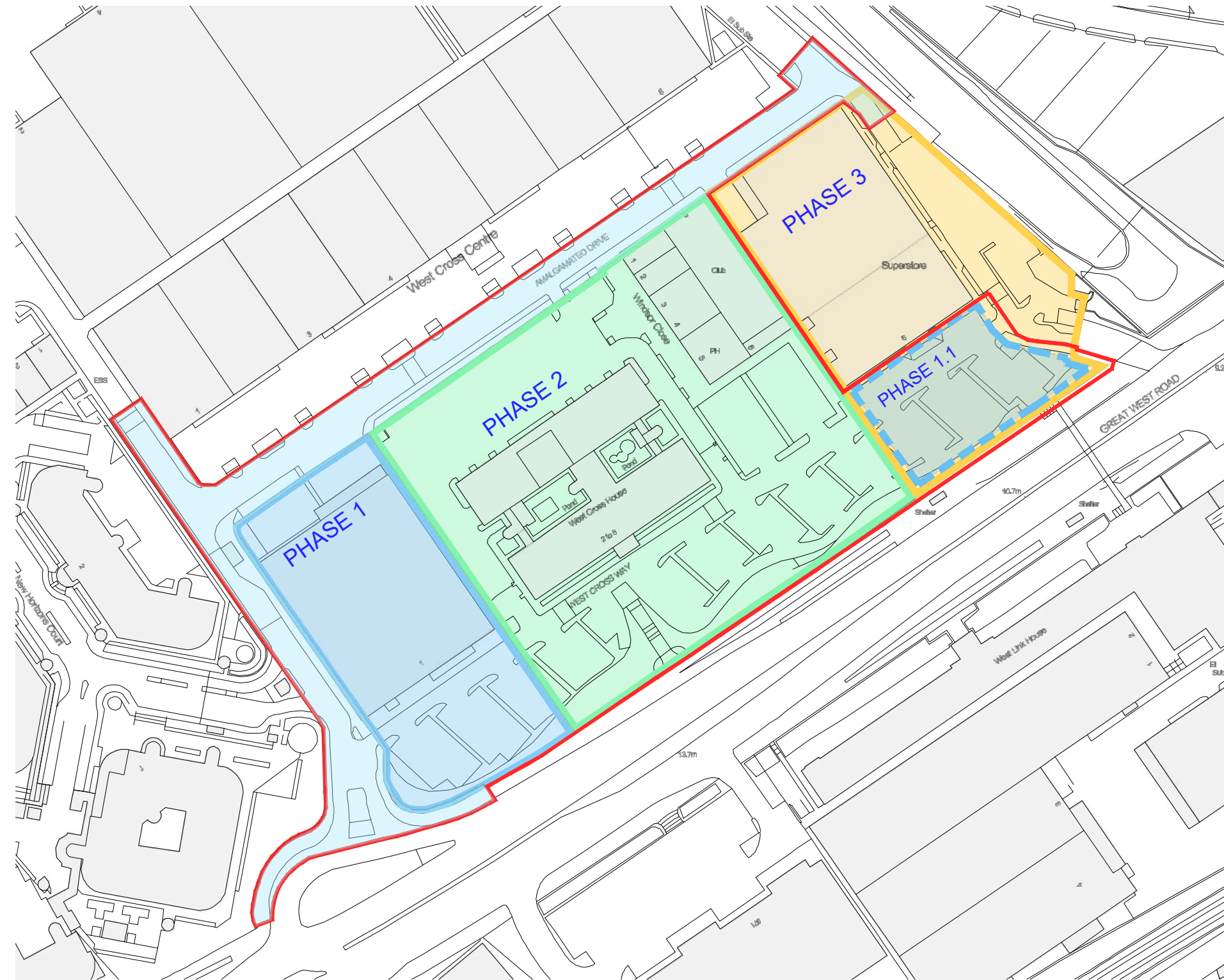


Fig 8.2 Phase plan

8.0 The Wider Estate

Overall West Cross Campus Allocation

8.2 Overall West Cross Campus Allocation

8.2.1 This application proposal will make an important contribution towards the draft Local Plan allocation for the West Cross Estate referred to as The West Cross Campus.

8.2.2 The draft Local Plan was informed by The Great West Corridor Masterplan Capacity Study commissioned by the Council in 2019. It includes the sketch opposite, illustrating the principles that have since been referred to in draft policy and which provides the starting point for the consideration of options for the estate. The Great West Corridor Masterplan and policy in the Local Plan review sets out what the Council consider to be appropriate heights. Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to test the impact of specific development proposals on heritage assets.

8.2.3 It additionally includes a series of development aspirations including the establishment of a main walking and cycling route across the site from a public outdoor amenity space outside the new Golden Mile Station, also on L&G land. The station is referred to as critical infrastructure to support the policy aims for the wider area. The draft Local Plan encourages green public open spaces and access for commercial vehicles separate from routes serving residential areas. It states that proposals with housing co-located with, or adjacent to employment uses should be provided in line with the agent of change principle. An illustrative minimum capacity is referred to of 1,800 new homes, 55,070Sqm of E(g)(iii)/B2/B8 floorspace and 1,810Sqm of retail type uses .

8.2.4 The draft Local Plan states that the "West Cross Campus will become a high-quality mixed-use quarter of industrial and other employment uses, in a range of unit sizes, co-located with housing and shared amenities creating a sense of an 'industrial life'. It is a major opportunity for transformation and intensification to take forward the Mayor of London's Policy for industrial intensification and co-location with residential uses". Draft policy anticipates that the delivery of this vision be over the entirety of the Plan period to 2035.



Fig 8.3 Policy diagrams for the site

8.0 The Wider Estate

Long Term Masterplan Options

8.3 Long Term Masterplan Options

8.3.1 This application will deliver industrial intensification. It will also meet several other draft policy objectives including presenting an interesting, active commercial frontage and green character to The Great West Road, creating a buffer to potential future residential development to the north and significantly improving the sustainability credentials of this part of the site, as referred to in previous sections. It will provide in the order of 14% to 17% of the 55,070Sqm of E(g)(iii)/B2/B8 illustrative floorspace capacity identified for the estate to 2035, within the draft local plan. This section demonstrates that the residual industrial floorspace, other uses and policy aims referred to in the draft allocation, including the delivery of the Golden Mile Station, whilst not forming part of this application, will remain capable of being delivered through future phases and are not prejudiced.

8.3.2 Whilst L&G does not have a fixed proposal for the estate beyond phases 1 and 2 because of the long lead in to the future availability of the wider estate, two long-term scenarios have been considered showing the good fit of the W1 conversion and redevelopment of West Cross House and 1-6 Windsor Close, within strategies to either co-locate industrial and residential, or to provide them adjacent to each other; as the draft site allocation allows.

8.3.3 Critically both scenarios demonstrate that the Golden Mile Station remains capable of delivery, fronted by public space and becoming a visible and distinctive focal marker along The Great West Road. In addition, pedestrian and cycle links from the station will be improved, facilitating better connectivity across the new masterplan and towards the Sky Campus to the north-west.

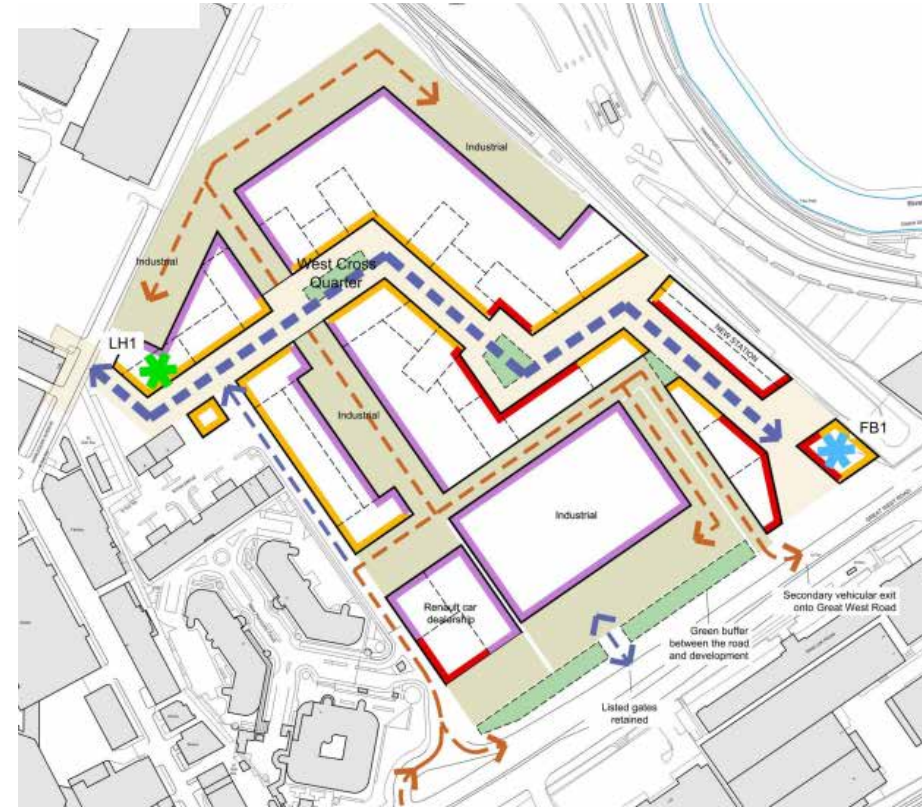


Fig 8.4 Scenario 1

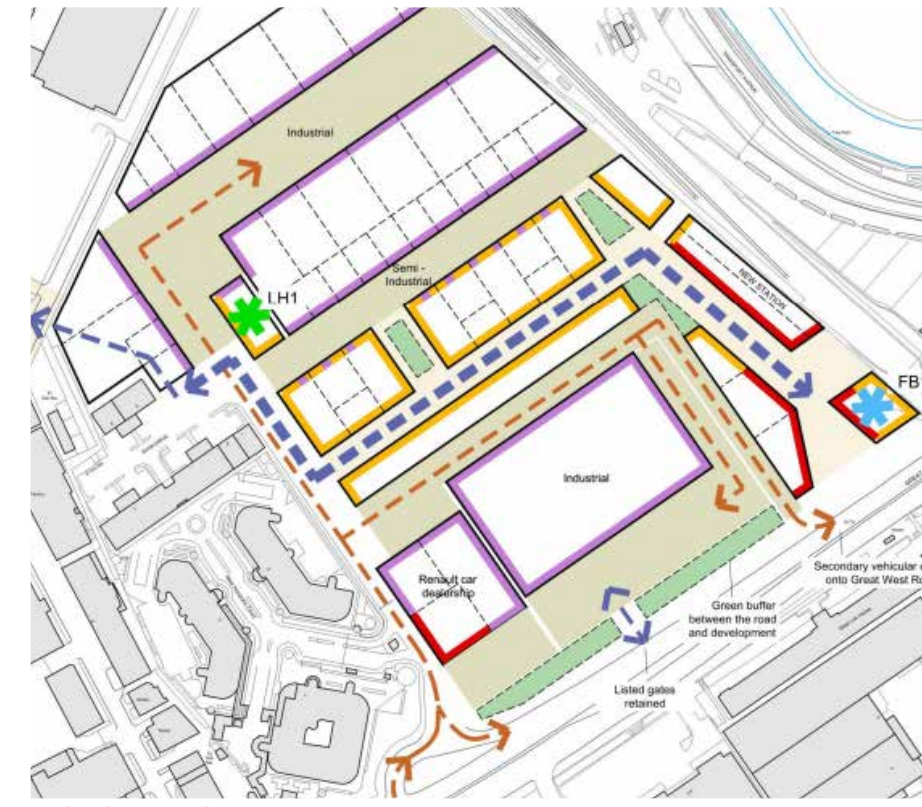


Fig 8.5 Scenario 2

8.0 The Wider Estate

Scenario 1

8.4 Scenario 1

8.4.1 The approach opposite co-locates multi-level industrial with adequate yard space and residential development to meet the development quantum guidelines of the draft Local Plan.

8.4.2 This masterplan includes new mixed uses, including a significant industrial frontage along The Great West Road set back from the carriage way creating a unified frontage. The central industrial building (which is the subject of this application) is being designed to replace the scale and prominence of the lost Firestone building previously on the site. Its architecture references the qualities of the historic Art Deco building, restoring the identity of the site and an approach, which may be carried through within the design of plots within the wider masterplan. The listed entrance steps and railings will be re-used ensuring their preservation.

8.4.3 The layout has been carefully considered so that industrial frontage does not face residential provision. New residential buildings have amenity space at street level, on rooftops and in courtyard gardens above industrial units. The staggered diagonal pedestrian route across the site offers interest through its form, is lined with residential accommodation and ground floor active uses and includes green spaces to create a high quality environment. Its termination is at an appropriate location diagrammatically along Harlequin Avenue, near to the Sky Campus.

8.4.4 The heights of development assumed at this stage are those referred to as appropriate within the Council's Great West Corridor Masterplan Capacity Study and accompanying views assessment. The tallest development parcels are shown to the very eastern end of the estate, acting as a focal marker along The Great West Road and signposting the new station. The heights would be subject to details views testing and analysis at planning application stage.

8.4.5 Principal vehicular access remains from The Great West Road via the two-way Shield Drive (which is being created through this application) with the potential in principle for a secondary access allowing for separation between commercial and residential traffic. Parking is envisaged largely to be undercroft, conceal from view.

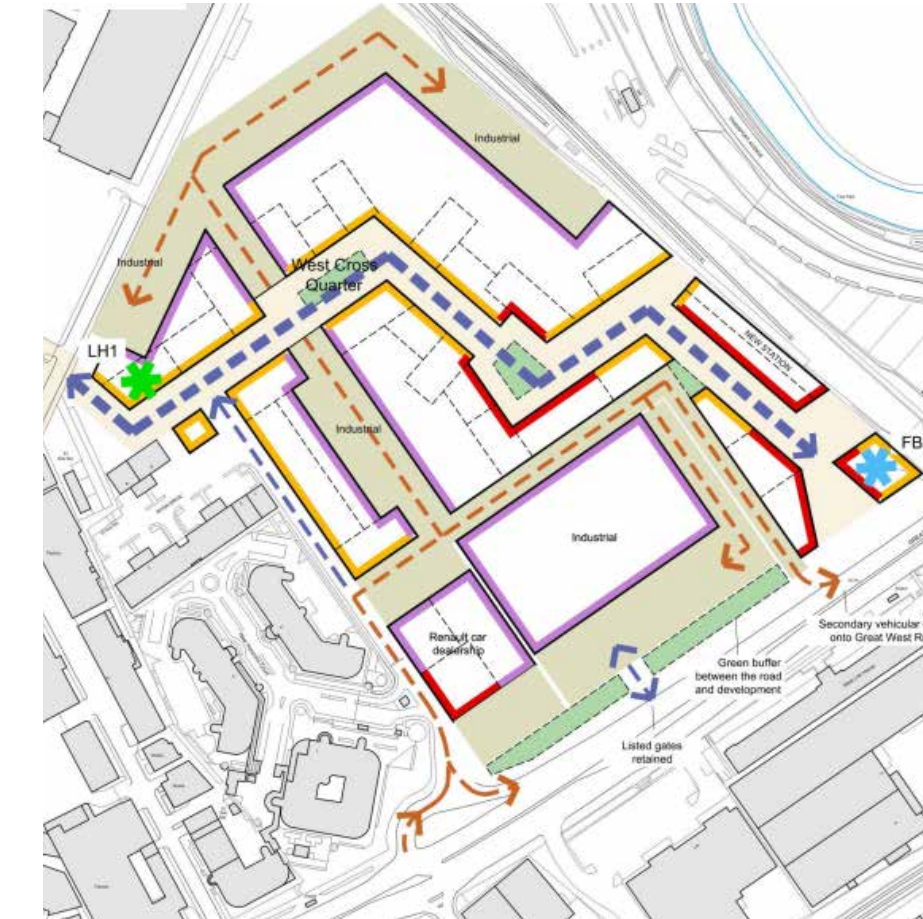
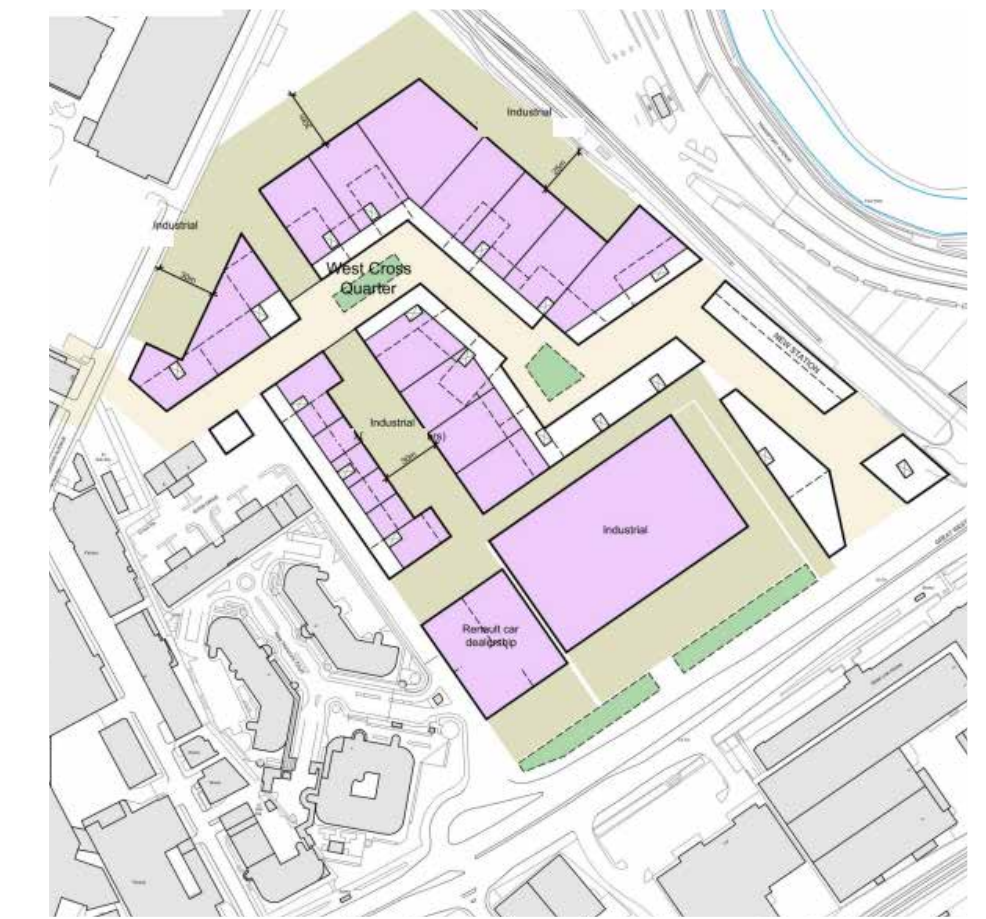


Fig 8.6 Co location of industrial and residential - Scenario 1



8.0 The Wider Estate

8.5 Scenario 2

- 8.5.1 This alternative approach opposite maintains separation between multi-level industrial and residential development to meet the development quantum guidelines of the draft Local Plan. Industrial use continues to provide a significant and unified frontage to The Great West Road, referencing the now demolished Firestone building, and bound the estate's north-eastern side opposite to the railway and facing the heavy industries along Transport Avenue beyond. A separate residential quarter is shown to the centre of the estate, along a east/west pedestrian boulevard from the station, including opportunity for green space. Its termination may be via a bridge or high-level link towards the Sky Campus. This central residential area links with the New Horizons Court development to the west and lines the new pedestrian route, ensuring an active and safe residential neighbourhood.
- 8.5.2 Again, the heights of development assumed at this stage align to those referred to as appropriate within The Great West Corridor Masterplan Capacity Study and accompanying views assessment and would ultimately be subject to detailed testing.
- 8.5.3 These studies demonstrate that there will remain different ways of achieving the Council's draft Local Plan policy objectives for the estate ,to be further explored and worked up with the Council and other key stakeholders over the new Local Plan period to 2035 and as plots within the wider estate become available..

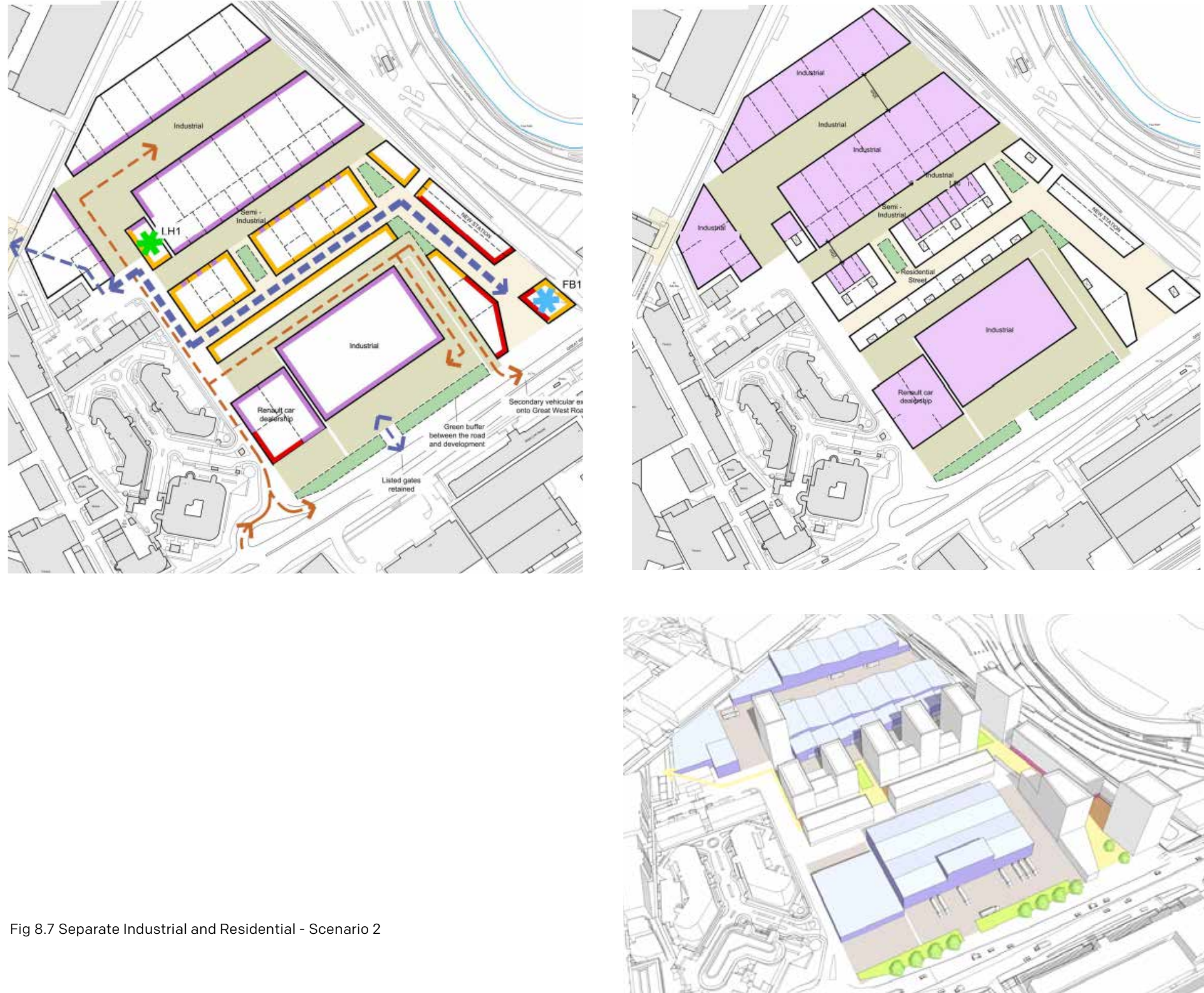


Fig 8.7 Separate Industrial and Residential - Scenario 2

Consultation

9.1	Introduction	88
9.2	Stakeholder Engagement	88
9.3	Public Engagement	88



9.0 Consultation Engagement

9.1 Introduction

9.1.1 This section provides a summary of the consultation that has been undertaken by the applicant with key local stakeholders as part of the pre-application consultation process. At the outset, the applicant contacted elected representatives for the Osterley and Spring Grove ward to offer a briefing meeting about the proposals. The applicant also contacted the Leader of the Council, Cllr Steve Curran to offer a briefing meeting.

9.2 Stakeholder Engagement

9.2.1 An initial meeting was held on site on Friday 1st October 2021 for Councillor Richard Eason and Cllr Unsa Chaudri, both Osterley & Spring Grove ward councillors. A further meeting was held on site on Wednesday 20th October with Cllr Tony Louki, ward councillor for Osterley and Spring Grove, who was unable to attend the initial briefing meeting, Cllr Guy Lambert, ward member for Brentford (and Cabinet Member for Highways), Cllr Richard Eason, representatives from

9.2.2 Brentford Voice and Osterley and Wyke Green Residents Association. As well as discussing the emerging scheme, comments were requested on the approach to consultation with the community, which resulted in the distribution scope for the promotional leaflet being increased.

9.3 Public Engagement

9.3.1 A two-week consultation period was launched on Tuesday 2nd November 2021. In order to provide raise awareness of the consultation, an information leaflet was distributed to neighbouring properties in the local area. The leaflet included:

- An overview of the proposed development;
- Details of the website westcrosshouseconsultation.info;
- Details of the public information event; and
- Available contact channels including the project email contact@westcrosshouseconsultation.info and Freephone telephone number.

9.3.2 The consultation leaflet was distributed to 463 properties in the surrounding area.

9.3.3 A digital public consultation event was scheduled for Thursday 11th November 2021 via Zoom. Two people registered for this event, one of them a local councillor for the area, and the other noting that they may not be able to attend the session. Given the low level of registration for this online consultation event, individual briefings were offered to the two people that registered for the event.

9.3.4 A full summary of the consultation activities and feedback received will be provided in the Statement of Community Engagement which will be submitted as part of the planning application.



Fig 9.1 West Cross House Consultation Leaflet

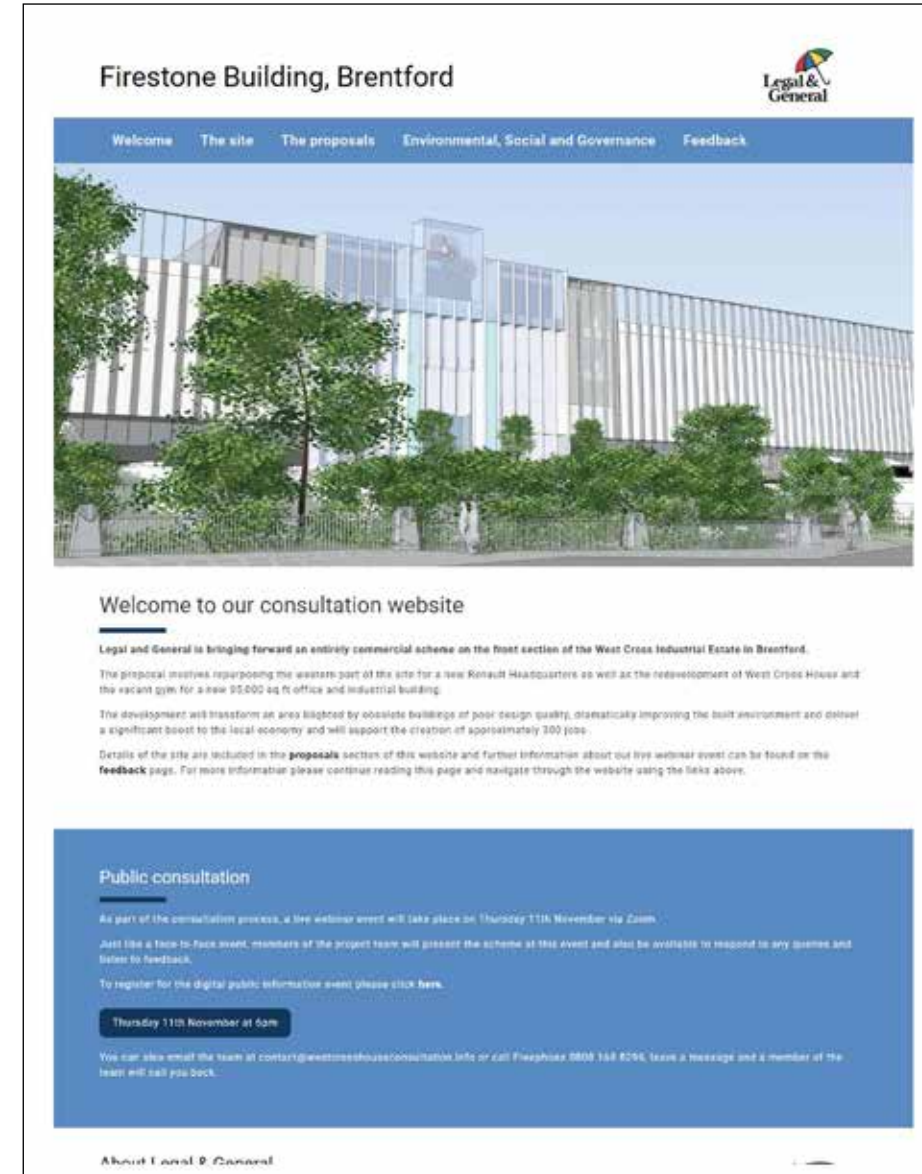


Fig 9.2 West Cross House Consultation Website



Fig 9.3 Front elevation view

Chetwoods London Ltd
12–13 Clerkenwell Green
London EC1R 0QJ

Laurie Chetwood
+44 (0)20 7490 2400
www.chetwoods.com

Chetwoods Birmingham Ltd
32 Frederick Street
Birmingham B1 3HH

Tim Ward
+44 (0)12 1234 7500
www.chetwoods.com