

# *design for change event.*

*Brentford Workshop Outcomes*

*30th September & 1st October 2009*





This report has been produced by URBED, Tovatt Architects and Planners and Klas Tham on behalf of ISIS Waterside Regeneration.

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October 2009

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# Introduction



## ***Brentford Design for Change Workshop***

*Brentford is a unique place with its waterways, high street, heritage significance and economic role. It is however under-performing as a town centre and whilst the community and stakeholders have created a clear vision for the High Street, there is a need to build upon this to benefit Brentford town centre, its residents, businesses and fantastic waterways for future generations to come.*

### **What was the purpose of the workshop?**

The workshop was an opportunity to bring together a range of interested parties to help talk about and start to think about the design of Brentford's waterside and its future regeneration and how Brentford Lock West, the Commerce Road area could play a part in this.

### **Where, when and with whom?**

The workshop was held at Grounds Cafe, Brentford Lock, over two evenings;

5.30pm - 9pm Wednesday 30th September 2009

5.30pm - 9pm Thursday 1st October 2009

A list of participants for the first evening can be seen on the opposite page. On the second evening which was open to the public there were over 60 attendees

### **What is this document about?**

This document is intended to be a record of the workshop and the comments made over the two evenings. In addition this document will also provide an opportunity to keep those who attended the workshop and drop-in session over the two days informed and involved in the process we are undertaking.





### ***Workshop Participants***

Phillip Nash	Resident - The Island & Designer
John Ashley	Island Waterways Association
Duncan Smith	ACAVA
Catherine Warwick-Wilson	Glaxo Smith Kline
Del Brenner	Regents Network, London Waterway Commission
Dennis Browne	Brentford Community Council
Mike Freely	Octink
Andrew Dakers	Councillor
Roli Payne	Blira
Kay Birch	Resident
Andy Ward	Business
Rhian Meakin	Resident
Victoria Vaughan	Resident
Jason Desuey	Thames Landscape Statedgy
N. Moore	BCC
C. Quilliam	QPS
Leo Thom	Kingston University
Brian Burgess	Brentford Football Club (BFC)
Clare Dawson	Resident - The Island
Kim Milnes	British Waterways (BW)
Elaine Stanley	BW
Mark Blackwelll	BW
Jon Hardy	LBH
Peter Hughes	Brentford Chamber Of Commerce
Jason Lipton	Kingston University
E.Caingerrod	He1 Xx5
Leigh Stops	Watermans
Les Brown	Blira
Neil Thomas	BFC Community Sports Trust
Sarah Poland	Bus Society

# Design for Change Workshop

**Wed. 30th September 2009**

*On the 30th September 2009 we ran a design for change workshop for Brentford. The aim of the workshop was to analyse Brentford as a whole and then develop proposals for both Commerce Road and the surrounding area. The evening was well attended by a variety of different people with certain groups concentrating on Commerce Road while other groups tackled the wider area. The evening was split into 4 parts that are explained below*



*Part 1: Introduction / Presentations*

The evening started with a presentation by David Rudlin on the purpose of the evening before we quickly entered into the first activity.



*Part 3: Possibilities Slide show*

The analysis was followed by a presentation of lots of different places. Each group was asked to pick out images that they would like to see in Brentford. This activity is summarised on page 10.



*Part 2: Analysis*

The first activity was to analyse the area using a number of techniques commonly used by urban designers. This involved each group producing a figure-ground plan and road hierarchy plan (see above photo).

A historic analysis of Brentford was then presented to the group. For information on this please see [Brentford: A water-side town Report](#)



*Part 4: Modelling*

The final activity of the evening was to develop proposals for Commerce Road and the surrounding area. Each group used plasticine to model proposals for the area based on their local knowledge of the area and analysis plans produced earlier in the evening. By the end of the evening 4 different options were produced for Commerce Road. Two of these options considered the wider area. These options were then summarised on the Thursday morning and represented at the drop-in event on the 1st October.

Models generated during the event

Summarised models/drawing presented at the drop in event. Please see options later in the report for more info.



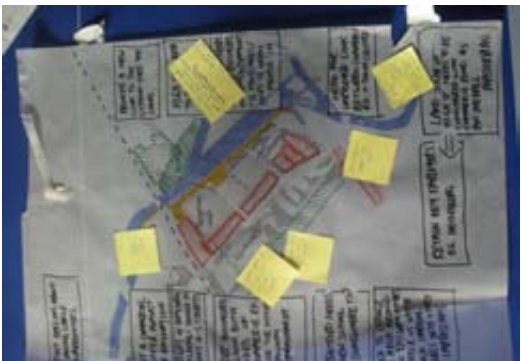
Option 1



Option 2



Option 3



Option 4



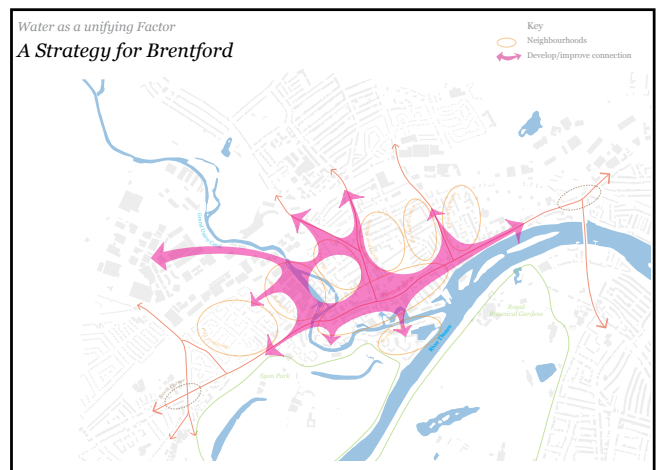
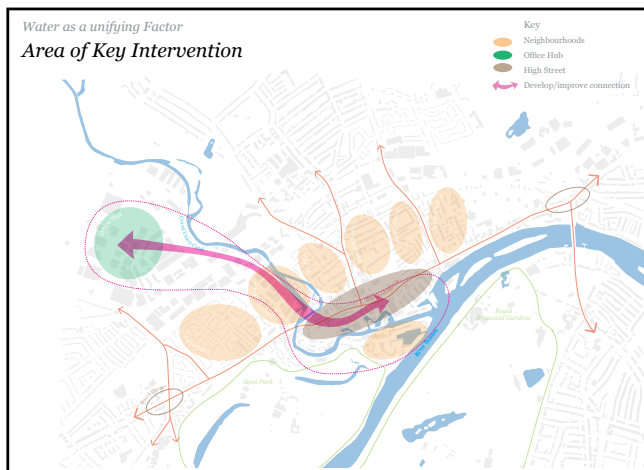


# Background analysis

## Development of London



Figure ground plans of Brentford on 1920 (left) and today (right)



Extract plans from the 'Brentford: a Waterside Town' presentation - for further details please see [www.brentfordlockwest.org](http://www.brentfordlockwest.org)

## Building upon valuable work already done in Brentford

Three key existing documents and pieces of work have already been produced for Brentford. These are the Brentford Action Area Plan (BAAP), the Community Vision for Brentford High Street and the Brentford Biopsy. It is important to utilise these documents and develop the ideas and vision that have already started to surface into a strategy that will help the future regeneration of Brentford as a whole. One of our own initial contributions is the development of a sequence of maps that hopefully

tells a story of how Brentford has developed and could develop into the future - entitled 'Brentford: A Waterside Town' which was presented during the workshop to the audience at Grounds Cafe and is available with additional notes in a separate report. To download please go to:

**[www.brentfordlockwest.com](http://www.brentfordlockwest.com)**



Artist: Christian Nold with Designer: Daniela Boraschi

instead of using counterexamples as a way to show a function being. The paper uses cultural studies to investigate the local social body and its singular elements. I, the author concludes, the project takes a holistic view of the body to look at the interconnectedness between problems to get a sense of the whole.



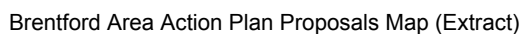
The first step in the development of a new product is the identification of a market need. This is often done through market research, which involves gathering information about the needs and preferences of potential customers. Once a market need has been identified, the next step is to develop a concept for a product that meets this need. This is often done through brainstorming and sketching. The third step is to create a prototype of the product. This is often done using materials such as cardboard or foam. The fourth step is to test the prototype with potential customers. This is often done through focus groups or surveys. The fifth step is to refine the product based on the feedback received. This is often done through iterative design. The sixth step is to create a business plan for the product. This is often done by identifying the target market, the distribution channels, and the pricing strategy. The seventh step is to launch the product. This is often done through a marketing campaign. The eighth step is to monitor the product's performance. This is often done through sales data and customer feedback. The ninth step is to make improvements to the product. This is often done through iterative design. The tenth step is to continue to monitor the product's performance. This is often done through sales data and customer feedback.

[www.brentfordhighstreet.org.uk](http://www.brentfordhighstreet.org.uk)



January 2009

*area\_action\_plan.htm*



# *Design for Change Drop-in Event*

***Thurs. 1st October 2009***

*A second drop in event was held on Thursday 1st October to allow people the opportunity to comment on the options generated on the previous evening. This event was attended by over 60 people. A list of all the comments are included after each option. The two main activities of the evening were:*



*Possibilities Slide show*

Using the same presentation as the previous evening people were asked to cut out images they would like to see in Brentford. A summary of this can be seen on p.10.



*The options*

The four options generated during the design for change event were presented with the opportunity for people to add their comments to each model.

### ***Drop - in Participants***

Brian Leung	Kingston University
Chris Kirk	Kingston University
Myck Prios	Kingston University
Tom Le	Kingston University
Spencer Dury	Kingston University
Rebecca David	Resident
Naomi Chadwick	Resident
Fred Chadwick	Resident
Simon White	Resident
Alison Appleby	
Denis Browne	Brentford Community Council
Jo Arnott	Resident and Worker
Andrew Kirkwood	Snakes and Ladders
Les Brown	BLIRA
Paul Hyman	BFCC
Neil Thomas	BFCC
E. Rompala	
I. Garden	
V. Wray	Resident
J. Benn	Resident
R. Coote	Resident
C. Nash	Resident
P. Nash	Resident
Joseph Jones	Resident
Abigail Frymann	Resident
Linda Jane James	Resident
Suzie Betlem	Resident
	BPZ
M. Ridha	kean films
J. Birnberg	Resident
Paul Seston	Resident

Wilma Seston	Resident and Business
Nigel Moore	Brentford Community Council
Chrestin van Heerden	
Eddie Smith	
Linda Love	
J. Echavarri	
M. Rockel	Brentford Community Council
Sara Novakovic	Olivers Wholefoods
Clare Dawson	The Island
Brian Smith	
Janet Mcnamara	Local Heritage Guides
Tricia Pipola	The Island - Resident
Stephen Browne	Brentford Community Council
Matt Parker	Kingston University
Marion Watkinson	Brentford Dock Resident
T. Famthorpe	
Pat Brown	
Rosa Appleby Alis	Resident
Suzanne Payne	Resident
Peter Hughes	President Brentford Chamber of Commerce
Les Beaumont	
J. Gavin	
Lydia Baker	Resident
Julian Dyer	Resident
Peter McGryth	Resident
Angela Wilkins	Resident
Deborah Collins	Resident
Tim Coombes	
Andrew Dakers	Councillor



# Possibilities Slide Show

*On both evenings people were asked to select a number of images that they would like to see in Brentford. These images were then collected and placed onto sheets along with an explanation for choosing the image. The collection of images was chosen from a wide variety of different types and styles of building, materials and activities.*

*Images from the 4 different groups from the design for change event on 30th September*



## Group 1

- small scale industry (workspace in the sheds)
- a range of water related activities
- New bridges and links - good quality public realm
- green roofs & local food production



*Group 2*

- mixture of modern & traditional styles of houses
- green solutions to parking, roofing and energy
- Greenery water activities and high quality public realm
- Play space & activities for children







### Group 3

- temporary use of existing buildings - events & studios
- mixed-uses - residential and employment
- water uses and high quality public realm
- improved accessibility - bridges



### Group 4

- an active use of the waterway
- new landscaping & more green space
- lively retailing (on High Street?)
- quality architecture within 3-4 storeys





At the drop in event people were asked to add images from the possibility slideshow on three boards labelled; *Like for Brentford*; *Like for Brentford Lock West* site and *No Thanks* (i.e. not suitable for Brentford)

### *Like for Brentford*

- enhance the golden mile
- a bridge to Kew Gardens
- more children & family related space
- unique places to visit
- 'green' technology solutions



### *Like for Brentford Lock West*

- an active waterside & more water related activities
- improved accessibility for pedestrians & cyclists
- buildings that represent a "Brentford Style"
- 'invisible' carparking



### *No Thanks*

- high rise apartments
- overly large structures
- waste recycling facility?

# Options for Brentford

Out of the four groups, two groups decided to look at wider issues including the relationship between the High Street, Commerce Road and the area south of the High Street.



## Option 1

### Green Employment Cluster

This option retains Commerce Road as a self-contained site of industrial use (red). The area south of the High Street therefore becomes residential only (yellow), consolidating existing industry such as boat yards to the area south of the church. The High Street would focus on connections to the area immediately to the south.



### Discussion

The group looked at three areas for future change and improvement; South of High street, southwest of the Church and Commerce Road area. The outcome was presented in a model and a plan diagram.

#### South of High street

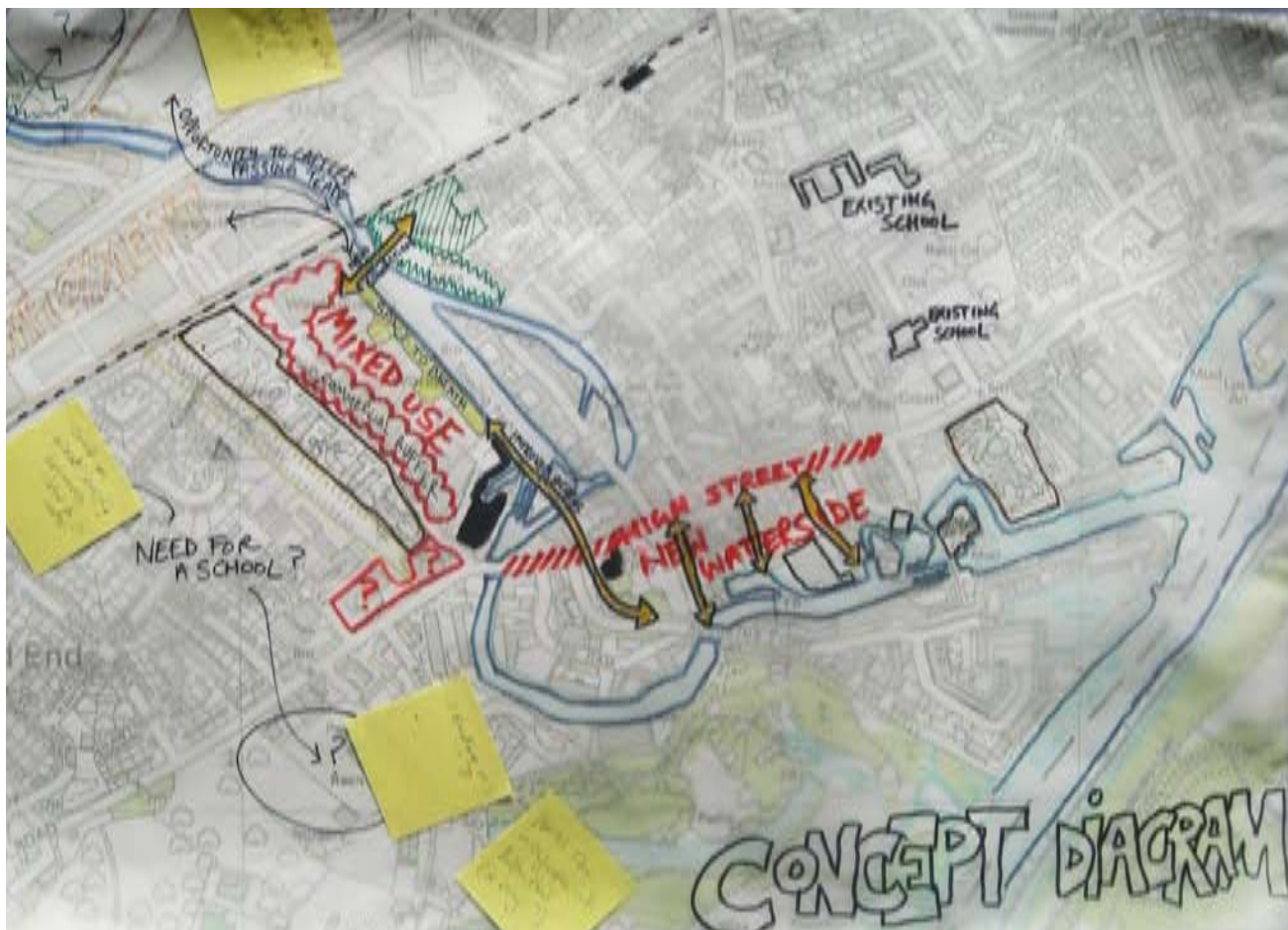
- This was perceived as an important location for mixed development – urban growth, expressed through a restored and rebuilt street pattern connecting the canal edges and High street.
- The modern development adjacent to High street to be replaced by medium-rise 4-5 storey residential premises with commercial or retail below.

- Narrow historic alleyways restored between High street and the canal.

#### Southwest of Church

- The residential buildings were perceived as an exception and any new development should be in favour of and strengthen employment or canal related activities.
- Public access along the canal to be protected without limiting employment activities that use the river.
- The church should be protected and converted to host the Watermen's Art centre?





## Option 3

### Mixed-Use

*This option treats Commerce Road as an integrated part of the High Street redevelopment, offering an opportunity for a mix of uses that would compliment and enforce the revitalised High Street offer, as well as provide extended activity along the waterside. The area south of the High Street likewise proposes a mixture of use from residential to small office space which would work with, not against the existing boat yards and sites of heritage value. This option also aims to re-establish and improve the physical links between the waterside and the High Street, and considered the need for a new nursery/primary/secondary school and identified a number of possible sites.*

#### Discussion

- Land south of the High St needs to be considered with Brentford Lock West simultaneously as part of an overall masterplan for Brentford
- Waterside needs “space to breath” and would benefit from additional space next to the tow path to attract further people to walk/run/cycle along it
- The pedestrian connection between the Brentford Lock West tow path and the High Street was pointed out as particular restraint that would limit further footfall - and therefore improved permeability between these two locations was suggested. Further more a bridge over the canal near the railway bridge would create an alternative pedestrian/cycle route from the train station and improve access for Brentford End residents
- A long discussion was had over the possibility of providing some form of new educational facility to encourage further families to stay in the area. Several sites were suggested - such as Commerce Rd, South of London Rd, and sites around Boston Manor Rd. There was a consensus that increased residential development had to be weighted against how existing educational facilities would cope with a population increase. The Commerce Rd. site was briefly tested and although not impossible would involve a vertically arranged facility due to the sites restricted size and would also create some potential conflicts with the bus depot and existing businesses.
- There was a consensus to protect existing businesses by building buffer zones of commercial use to lessen their impact on any proposed residential development. Canal side employment was not ruled out but would have to be assessed in its context

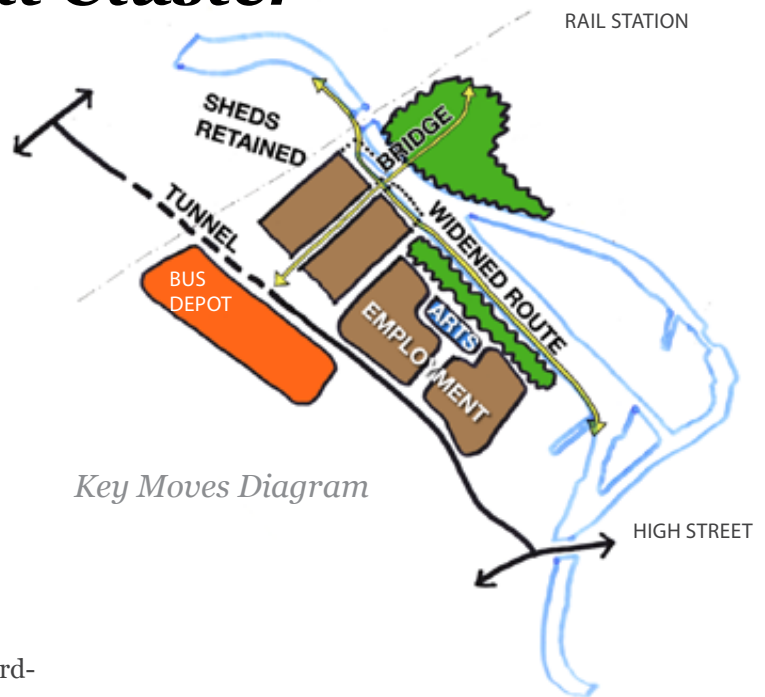


# Options for Brentford Lock West

## Option 1

### Green Employment Cluster

*This option explores the possibilities of the site remaining as light & heavy industry. A new road is punched under the railway to gain better access to the Great West Road. A new Waterman's facility situated along a widened tow path is also suggested.*



Key Moves Diagram

#### Discussion

- A majority of the group expressed concern regarding the loss of employment opportunities in Brentford as a whole and for this area in particular.
- Canal freight was discussed and seen as a good use for the site.
- A vehicular connection to Great Western Road was viewed as an important to prevent an increase of traffic on High street, generated by new employment activities.
- The synergies between Commerce Road employment area and the current industries and offices along the Great Western Road were viewed as something that would improve Brentford as a whole.
- The development of the site would be non-mixed with light industrial premises, "Green Business Park/Green Industries", offices and workshops.
- The overhanging warehouses to be restored and fitted to support contemporary canal freight uses or workshops.
- A new pedestrian bridge crossing was proposed parallel to the railway bridge to reduce the walking distance between the station and the employment area.
- High-density office buildings (up to six storeys) were proposed along Commerce road, opposite to the Bus depot.
- Watermen's Art centre was located in a central position along the canal.
- Some concerns were raised regarding safety, should the entire area be taken up by sole daytime activities.

Model from Group 1 Design for Change Event 30th September 2009



#### Car Parking Strategy

Surface car parking is suggested between the industrial sheds, which would also have to accommodate access for heavy good vehicles (HGVs) off Commerce Road.

[The sketches below are our attempt at summarising the discussions/options and then presenting them in a uniform way for further comment. Approx. floor area assumptions are based on the sketch below]

## Site Area:

ISIS owned (includes Bus Depot)

47900 m<sup>2</sup>      515,100 sqft

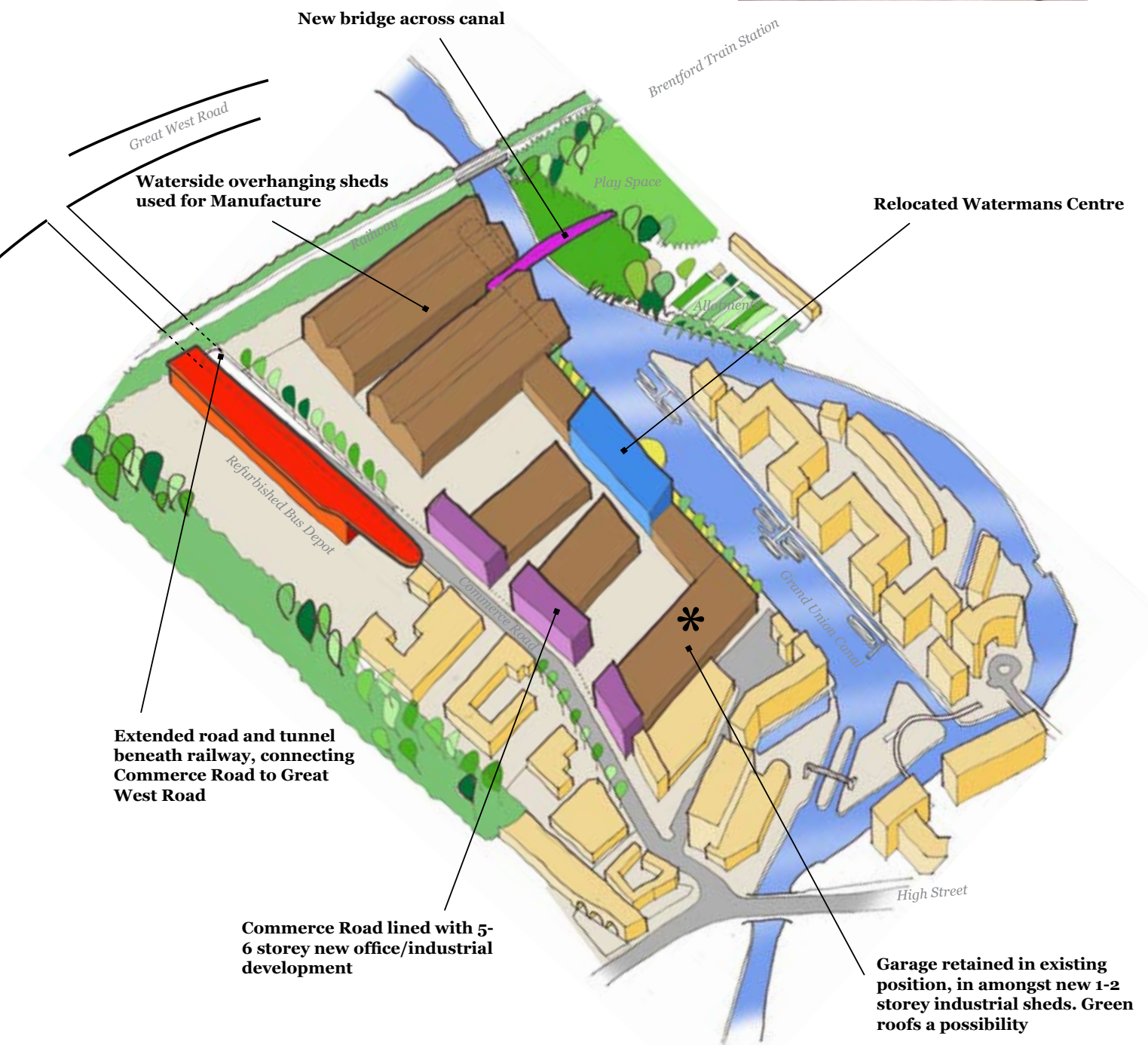
## Proposed Uses and Relative Gross Areas:

Industrial	12100 m <sup>2</sup>	130,300 sqft
Office	7480 m <sup>2</sup>	80,500 sqft
Arts Centre	3600 m <sup>2</sup>	38,800 sqft
<b>Total</b>	<b>23180 m<sup>2</sup></b>	<b>249,600 sqft</b>



### Legend:

- Industrial
- Office
- Arts Centre
- Refurbished Bus Depot
- \* Garage Location









# Comments on Option 1

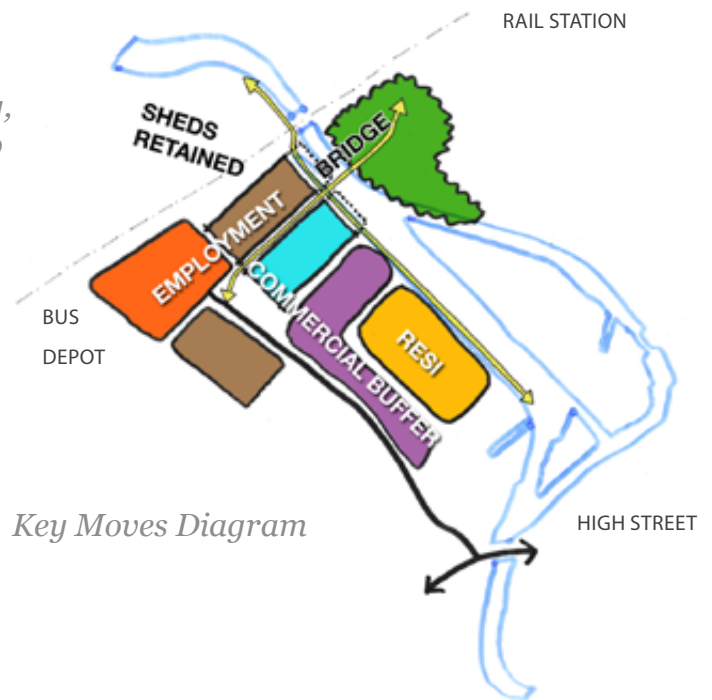
Comments from design for change  
drop in event on 01/10/09

- A bit like Nyhavn in Copenhagen
- Multi sports facility (shared facilities & other community groups).
- No more flats (ENOUGH)
- Noisy industry not attractive for Island residents
- Bring high street into Commerce Rd
- Make Brentford a water town
- Underground parking for shops & restaurants
- Needs family houses, no more flats
- More light industry, don't waste anymore time
- River taxi on canal
- Pull down flats on high street
- Open high street further towards the river
- Developments need to combine the high street revamp & Commerce rd development.
- No more one bedroom flats
- Not all light industry-mixed, some residential some commercial.
- Variety of uses and designs
- Encourage night-time usage
- Consider in conjunction with the south of the high street plans, (if they ever see the light of day). The road rethink cannot cope with more residents-needs a strategic transport plan.
- Some entertainment facilities, gym, swimming pool, cinema, etc
- A small boathouse for canoeing & rowing. The canal is ideal for introducing young children to watersports- primary age could also enable canoe polo to develop & junior Kajak racing.
- Allowance made for future water freight
- Stay economic
- Modern business park
- Develop the flow of walking...good experience stroll
- Extend high street to Syon Park
- Canal side to be interesting
- Watermans art in the church
- Should be mainly light industrial- some other commercial not mixed with housing.
- Any building to be low rise
- Free wireless keep the 50's buildings remake for design software industry.
- Keep employments open to canal
- Small-scale employment live-work
- High street must be closed to through traffic (exc-buses & access). Needs direct bus links to Richmond & Kingston.
- Development should not proceed without improving the Kewbridge/Chiswick roundabout/ M4 roads
- Without agreement on traffic & road usage any planning is wasting time.
- Connect with business & media community on Great West Rd.
- Pedestrian bridge alongside rail bridge so path leads alongside park on shortest route to station
- Walkbridge to Boston Manor Park ( good for mums)
- Must be mixed residential recreational light industry
- Castleford? 3 years TV project Hebden Bridge

# Options for Brentford Lock West *Option 2*

## *Live / Work*

*This option explores a combination of industry, workspace, office and housing. The option also looks at an alternative location for the bus depot. A new connection to the train station is suggested*



*Key Moves Diagram*

### *Discussion*

- If it is going to cost £20 million the group accepted that a road link to the Great West Road was unrealistic. The main reason being it would require too much development to pay for it.
- After much discussion the consensus was that without a road link to the Great West Road and in the absence of a rail head the site was not suitable for water freight uses.
- The overhanging sheds should however be retained in an alternative employment use.
- A consensus was established to create a pedestrian route to the station from Commerce Road
- The bus depot was discussed. The question: Does the bus garage need to expand? was posed, with a possible option being made possible by incorporating the shed adjacent to the railway as expansion space.
- Main site could be mixed use; employment in the sheds; existing employment expanded; focus on creative businesses and housing along the water
- An appropriate scale for the site was considered 4-6 storeys

*Model from Group 2 Design for Change Event 30th September 2009*



### *Car Parking Strategy*

Car parking would be accommodated in a number of ways. Residential and office car parking would be dealt within the footprint of the relative building in the form of basement parking. Industrial and studio workspace parking is suggested as surface car parking between the industrial sheds to keep costs to a minimum.



[The sketches below are our attempt at summarising the discussions/options and then presenting them in a uniform way for further comment. Approx. floor area assumptions are based on the sketch below]

## Site Area:

ISIS owned (includes Bus Depot)

47900 m<sup>2</sup> 515,100 sqft

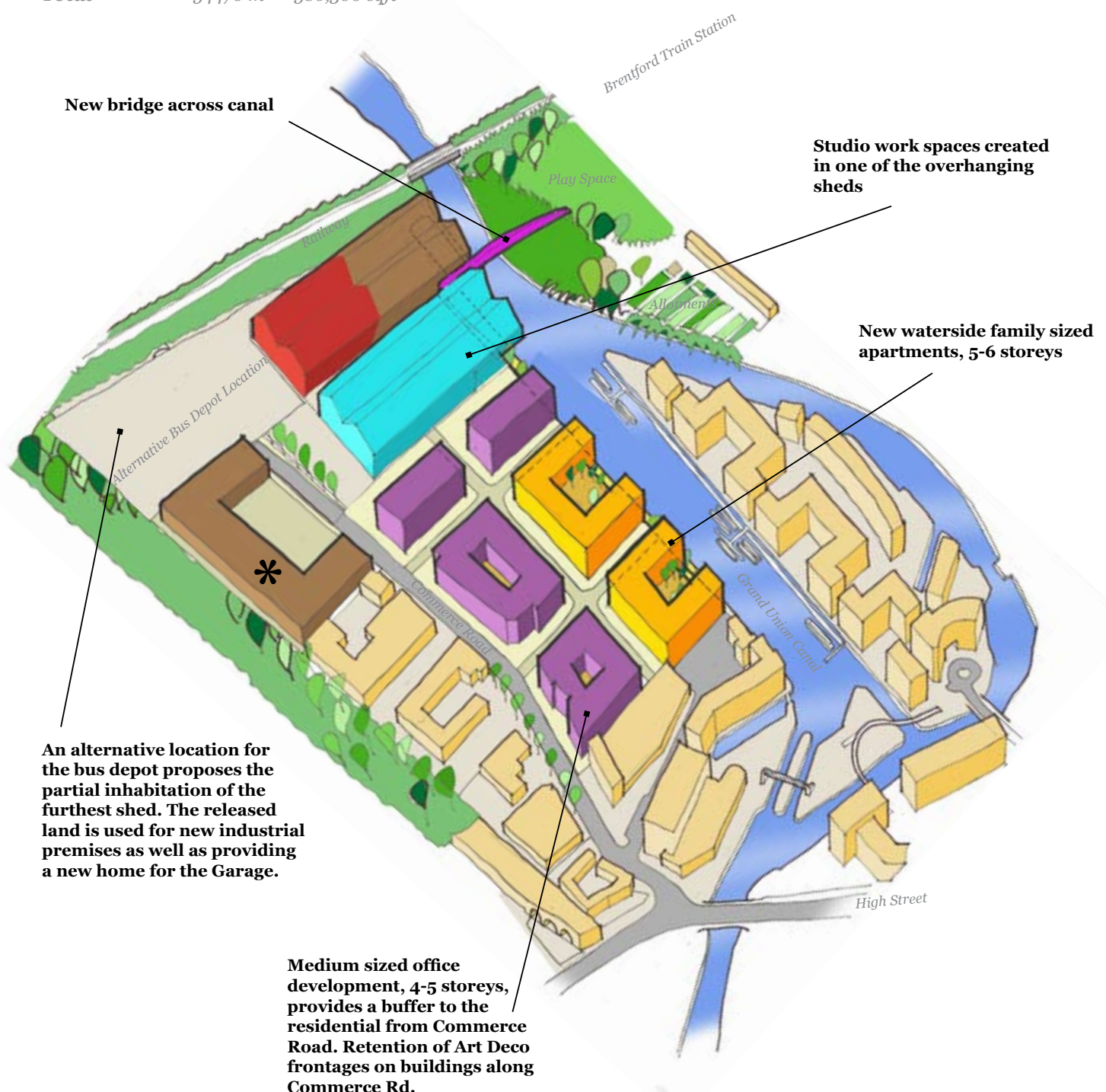
## Proposed Uses and Relative Gross Areas:

Industrial	6200 m <sup>2</sup>	66,700 sqft
Office	23750 m <sup>2</sup>	255,600 sqft
Residential	20520 m <sup>2</sup>	220,900 sqft
Studio Workspace	4000 m <sup>2</sup>	43,100 sqft

**Total** 54470 m<sup>2</sup> 586,300 sqft

### Legend:

- Industrial
- Office
- Residential
- Refurbished Bus Depot
- Studio Workspace
- ✱ Garage Location









# ***Comments on Option 2***

Comments from design for change  
drop in event on 01/10/09

- Success is vital
- Architectural salvage warehouse
- Glazed to create winter gardens to Kew
- Keep cars out of the picture – underground or a multi storey at the back of the site.
- Leisure/entertainments/food & drink, kiosks along the waterfront
- Contemporary design not Poundsbury! (kitsch/retro)
- No more houses or flats
- Restore sheds uses café Brunel museum
- Do not extend housing make it a green area with bridge next to park
- Get rid of sheds, they are awful serve no purpose , ugly & covered in poo
- Keep it transformed into performing spaces
- Pure sentiment must not stand in way of demolition of overhanging sheds
- Waterside uses, boat painting/canoeing
- Not to defined, open to growth & nurturing
- Reflects its historic industrial past & takes lesson from Kew heritage site
- Creating an identity for Brentford
- Growing opportunities for start-ups a catalytic space, an element of risk taking.

# Options for Brentford Lock West *Option 3*

## **Mixed-Use**

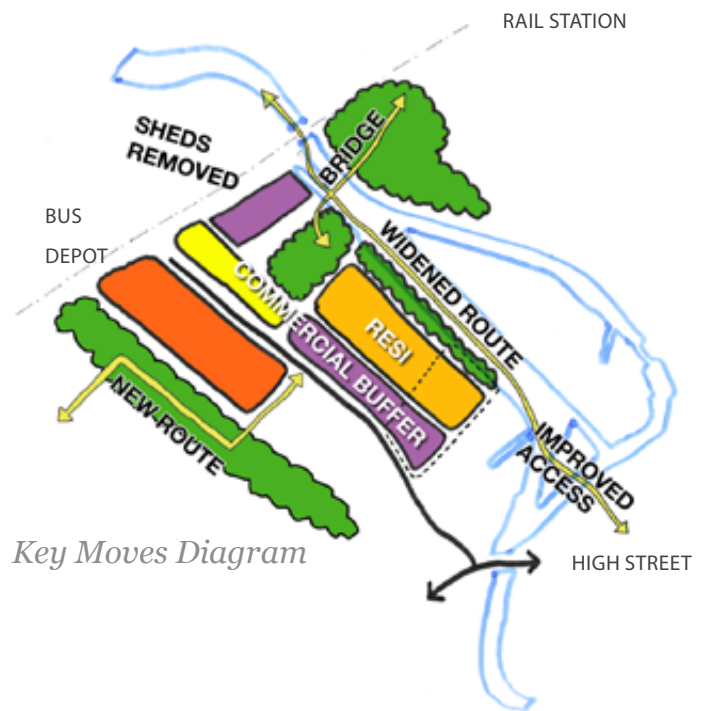
*This option explores a combination of office and housing on the site, with the office providing a buffer to the existing employment along Commerce Road. The option also looks at improving connections to the High Street, Train Station and Brentford End. This option removes the sheds to the North of the site.*

### *Discussion*

- The group as a whole was not precious about retaining the overhanging warehouses
- A discussion over whether Brentford needs a new school led to several sites being suggested; Commerce Road, South of London Road and around Boston Manor Rd. The overall opinion was that Brentford will almost certainly need a new school of some sort if there are to be further families introduced. The area to the south of the Commerce Road site was explored as the most suitable location for such a development - but was taken as an optional insert if further analysis identifies the demand.
- The group was in agreement that a commercial 'buffer' was needed to protect the most precious land closest to the water from disturbance from the railway and Commerce Rd traffic. This would keep businesses on either side of Commerce Rd.
- Height of any new buildings was considered to be around 4-5 storeys
- The area around the old railway arches and the 'Pets 'r' us' store is in need of change to transform

### *Car Parking Strategy*

Car parking is fully accommodated for by a communal, multi-storey 'Car-Barn' that would be shared by users of the proposed office and residential development



*Key Moves Diagram*

the access and first impressions on arriving to Brentford along London Rd.

- New linkages over the canal were discussed. One connecting the Brentford Lock West tow path to the train station was generally agreed in addition to improved access south to the High street.
- This area needs to have a mix of uses; businesses, housing, community facilities and a few cafes/shops to draw people in.

*Model from Group 3 Design for Change Event 30th September 2009*





[The sketches below are our attempt at summarising the discussions/options and then presenting them in a uniform way for further comment. Approx. floor area assumptions are based on the sketch below]

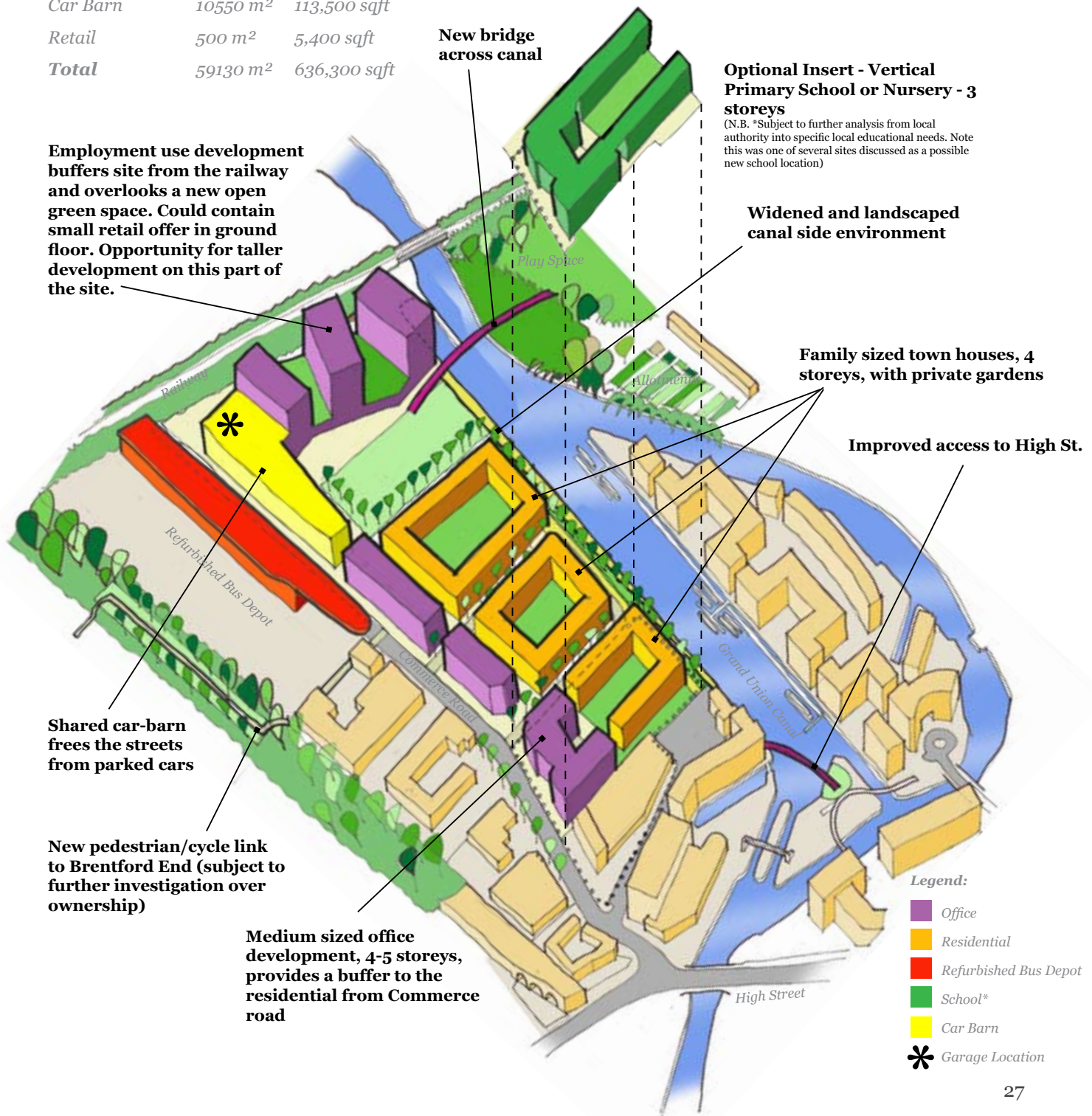
## Proposed Uses and Relative Gross Areas:

### Scenario 1 - Without School

Office	26920 m <sup>2</sup>	290,000 sqft
Residential	21240 m <sup>2</sup>	228,600 sqft
Car Barn	10550 m <sup>2</sup>	113,500 sqft
Retail	500 m <sup>2</sup>	5,400 sqft
<b>Total</b>	<b>59210 m<sup>2</sup></b>	<b>637,500 sqft</b>

### Scenario 2 - With School

Office	22040 m <sup>2</sup>	237,200 sqft
Residential	16040 m <sup>2</sup>	172,600 sqft
School*	10000 m <sup>2</sup>	107,600 sqft
Car Barn	10550 m <sup>2</sup>	113,500 sqft
Retail	500 m <sup>2</sup>	5,400 sqft
<b>Total</b>	<b>59130 m<sup>2</sup></b>	<b>636,300 sqft</b>





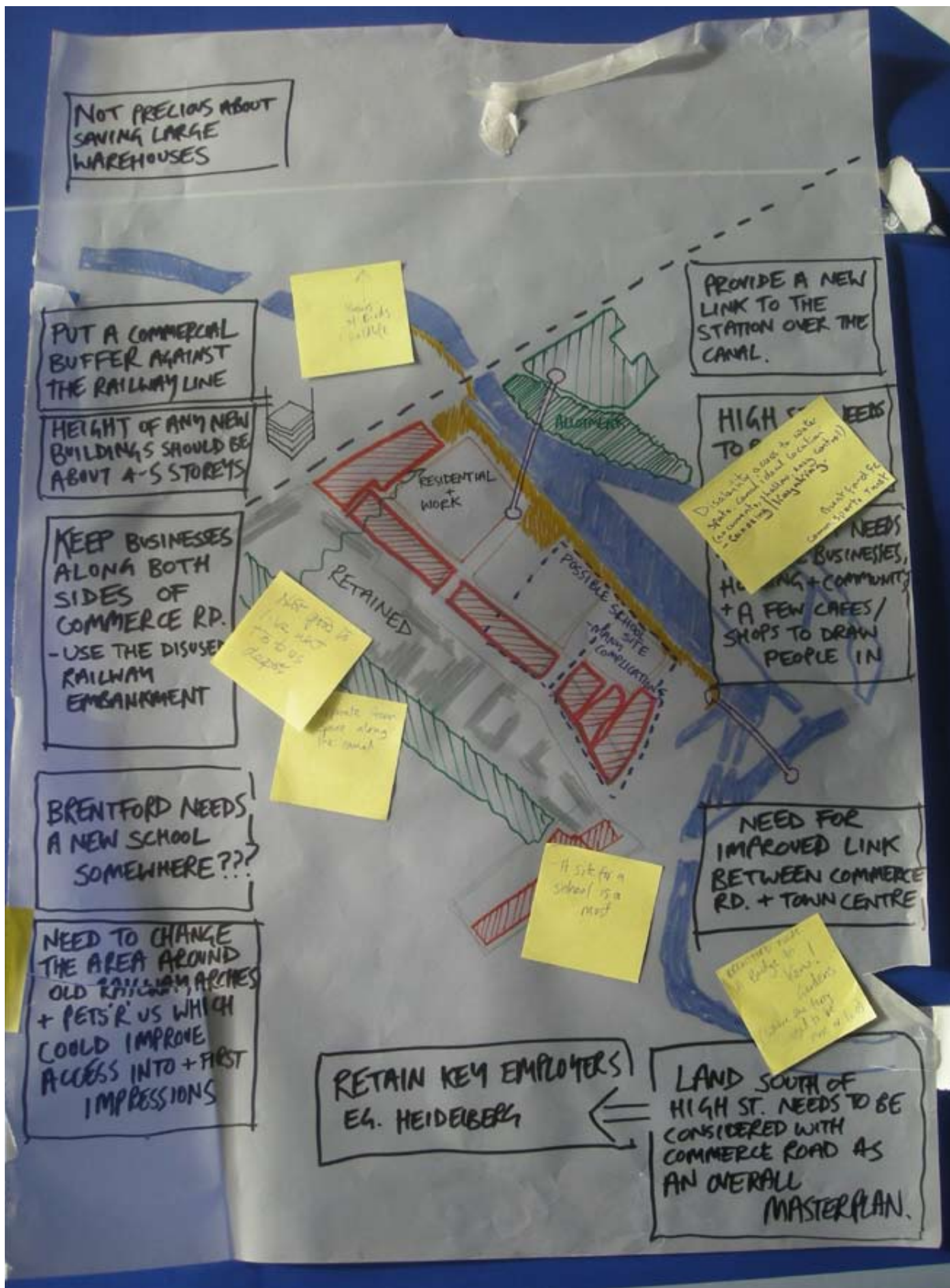


Photo of comments on Option 3 from the drop in session in 1st October 2009



# Comments on Option 3

Comments from design for change  
drop in event on 01/10/09



## Brentford Lock West / Commerce Rd

- Brentford needs a bridge to Kew gardens, (where the ferry used to be more or less)
- Where do young people go? Youth facilities, water-mans is the only one.
- Incorporate green space along the canal
- Not good to live next to bus depot
- Disability access to water sports, canal ideal location, no currents, shallow, easy control, canoeing kayaking
- Views of birds & wildlife
- Mix of houses is important - in particular large family houses with private gardens
- Bridge over the canal is crucial - "I had never thought about that"
- Somewhere to stop and sit along the canal is necessary

## Brentford

- Can businesses be relocated closer to water
- Provision for another hotel on site?
- Two bridges or one?
- Water taxis inconjunction with Hilton hotel or ferry?
- Better train services needed
- Really important to consider both sides of Brentford for the future plan of the town
- Brentford needs a heart/ a centre to go to or for the community to focus on - this should be something very clear from the High Street

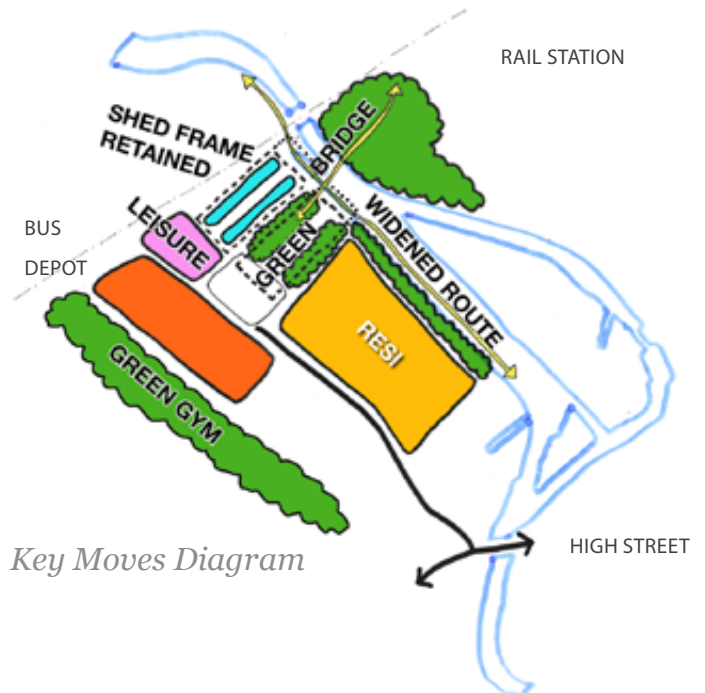
# Options for Brentford Lock West Option 4

## Live, Work & Play

*This option explores a combination of housing, workspace and leisure. New workspace and a canal basin are inserted into the existing sheds. This option also looks at the possibility of utilising the railway embankment and the space above the refurbished bus depot for leisure activities.*

### Discussion

- The first move made by the group was to concentrate on generating an option for the Commerce Road site.
- Residential development was proposed along the stretch of canal opposite the island site of not more than 4 storeys high. The possibility of going higher (up to 6 storeys) to the back of the site was discussed.
- The building line along the canal was then set back to provide a breathing space along the canal.
- A new canal arm was proposed to maximise waterside frontage. This was originally proposed opposite the existing housing but was later moved to the north of the site under one of the existing sheds.
- The group felt that any shops/bars/café on the site should not be located along the canal frontage as sound would travel across the canal and cause a disturbance to the residents of the island site. Instead any commercial activities should be located around the newly proposed canal basin and open space under one of the existing shed.
- Both the industrial sheds to be retained but stripped down to their frame with one of the sheds containing small workshops and workspace. This would provide employment opportunities on the site. The other shed would sit above a new open space, canal arm and market.
- A bridge over the canal was proposed to provide better access to the open space across the canal and to the train station.
- Car access to be limited to Commerce Road allowing the other streets to be pedestrian access only.



*Key Moves Diagram*

- Green roofs were proposed for all the buildings on the site along with green walls where appropriate.
- Given the amount of public open space provided in the option it was felt that the courtyards should be kept private for the use of the residents only.
- A leisure centre was proposed next to the bus depot. The centre would make use of the roof of the bus depot and the railway embankment for sports facilities and a 'green gym' respectively.

*Model from Group 4 Design for Change Event 30th September 2009*



### Car Parking Strategy

Car parking would be accommodated in a number of ways. Residential car parking would be dealt with a combination of on-street parking, incurtilage parking and basement parking depending on the type of residential development. Leisure and studio workspace parking is suggested as surface car parking to keep costs to a minimum.



[The sketches below are our attempt at summarising the discussions/options and then presenting them in a uniform way for further comment. Approx. floor area assumptions are based on the sketch below]

#### Legend:

- Residential
- Refurbished Bus Depot
- Studio Workspace
- Leisure
- \* Garage Location

### Proposed Uses and Relative Gross Areas:

Residential	31270 m <sup>2</sup>	336,600 sqft
Studio Workspace	9200 m <sup>2</sup>	99,000 sqft
Leisure	8360 m <sup>2</sup>	90,000 sqft
Retail	500 m <sup>2</sup>	5,400 sqft
<b>Total</b>	<b>49330 m<sup>2</sup></b>	<b>531,000 sqft</b>

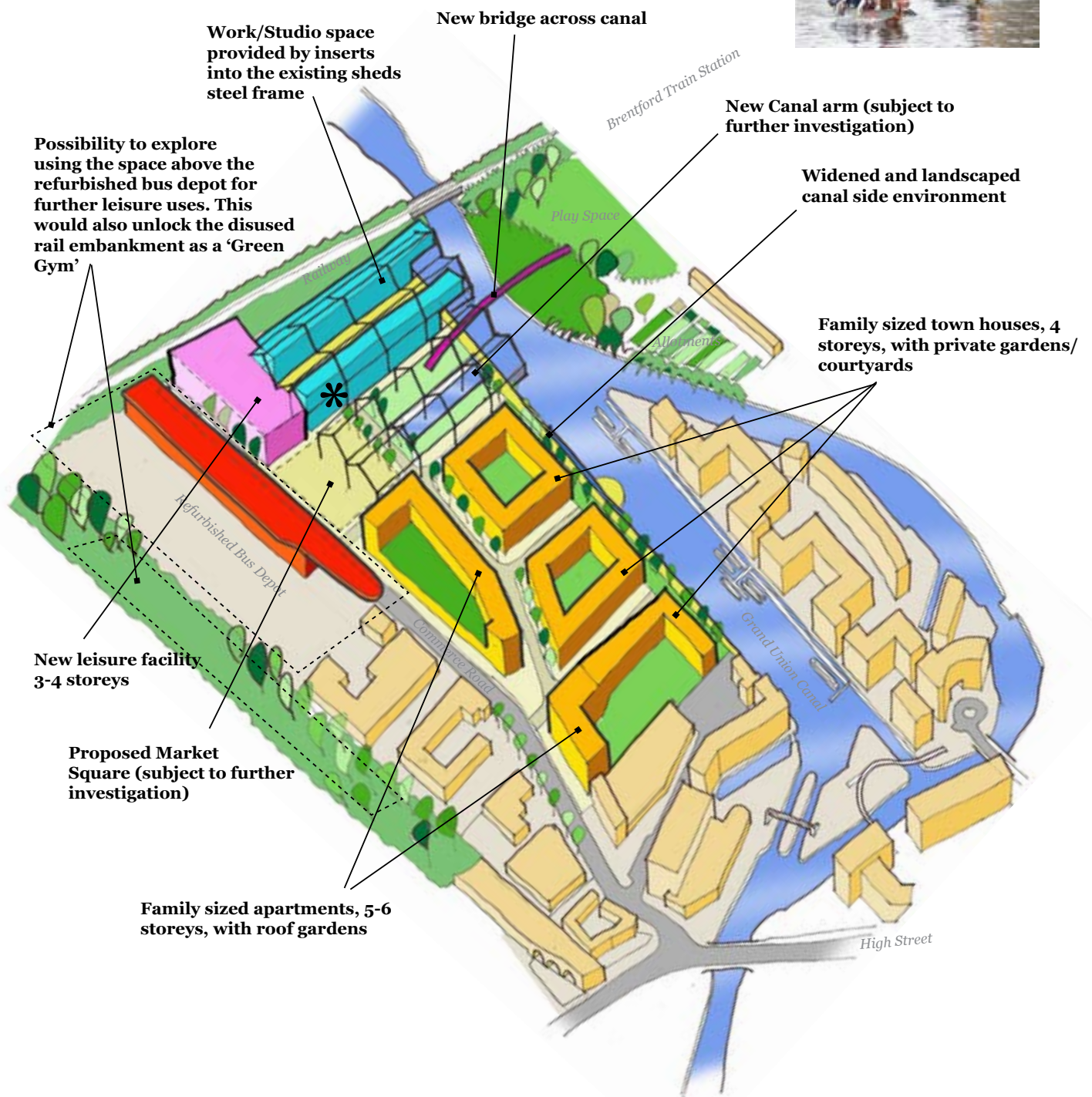




Photo of comments on Option 4 from the drop in session in 1st October 2009



# Comments on Option 4

Comments from design for change  
drop in event on 01/10/09

- Need to keep all demographics in Brentford
- Extend the platform
- A youth club for Brentford.
- Any development needs, soundproofing, pull down new red warehouse neat to over-sheds warehouse
- Echoing across to Thallow Rd, at the moment sound travels- voices, music, etc. from towpath
- Keep over hang warehouses but concern re: noise from metal building
- Storage & changing for canoeing & rowing at end of shed & boat building for canoes
- Shipping containers, resealed waterway, heritage open to any type of use.
- Brentford football club is moving, no plans to build leisure centre in new grounds
- Look at Chiswick, Regis but trendy
- Bridge from water taxi site on the island (original plans next to No20 Tallow Rd) across to the side of allotments, (up to station)
- Decent parking would help people come, a massive issue on the island
- A route through
- Activities would help reduce anti-social behaviour, Brentford has the worst crime
- A leisure centre can be put anywhere, watersports cant
- Baney Mow passage Chiswick, creative work spaces
- Private leisure centres expensive to use, Brentford fountain leisure centre is being done up, so maybe not realistic
- Parking... where/how much, space for vans? How might there be space for this.
- The skyline in New York
- Look at Shepherd Bush, activity under Westway
- Embankment
- Traffic is very heavy, I try not to go down there
- A complete waste to have industry on the beautiful waterfront
- Walkways linking into the towpath
- Problems with introducing residential area into an industrial area
- Facility for staff to use- light lunch
- Low level lighting in front of towpath
- Have commercial in front, not housing. Re-use/re-build old art deco buildings
- Access for fire/police at the end of the towpath. (recent fire on a boat – no access!!)
- Bridge?... from landing stage or at weir
- A sympathetic low rise approach seems appropriate, work space important. Synergies with canal, a destination for boats
- Festivals on the water
- Allotments
- A decent Marks & Sparks, we all go to Chiswick
- Open alley to canal, reasonably wide space to enjoy the water – a place to sit
- Historically industry, for front/ wharf, residential-back gardens, (the modern impression of a back garden)
- Shouldn't be a car park, should be a place to sit
- Housing maybe easier to sell
- Look at development at stonehouse, Hilton complex & conference centre/ leisure. Consult on new bridge.
- Should be light industrial
- Hard to find artist space
- Unique nature was boats use canal, a lot of over-nighting, good insulation between canal moorings & residential
- Schools, definitely primary schools, build a Brentford childrens centre, university linking into industries, i.e T.V.U
- Links to glaxo & nursery



# Next Steps

Alongside writing up the workshop we have also commissioned a number of reports. These include:

- A **Housing Market Report** to better understand the Housing needs of the area
- An **Employment Potential Report** to explore the potential and demands of employment in the area
- A **Water Space Strategy** to understand the existing waterways and waterway facilities and propose a strategy for their future role in Brentford.
- A **Heritage and Conservation Report** on the historic importance of buildings in the Commerce Rd. area and how waterside regeneration proposals should respond to the existing conservation area status.

Once these reports have been completed we will then carry out **Viability testing** on the four options that were generated during the design for change workshop.

We then hope to bring the options back to the community towards the end of November in order to gain comments on the 4 different options. We will then use this feedback to design a preferred option which we will consult people on, probably during January 2010.

All of these comments will then be used alongside the technical reports to develop a planning application for the Brentford Lock West area. We are aiming to submit the planning application during the first half of 2010.

Further details of the next steps can be found on the website:

[www.brentfordlockwest.com](http://www.brentfordlockwest.com)



