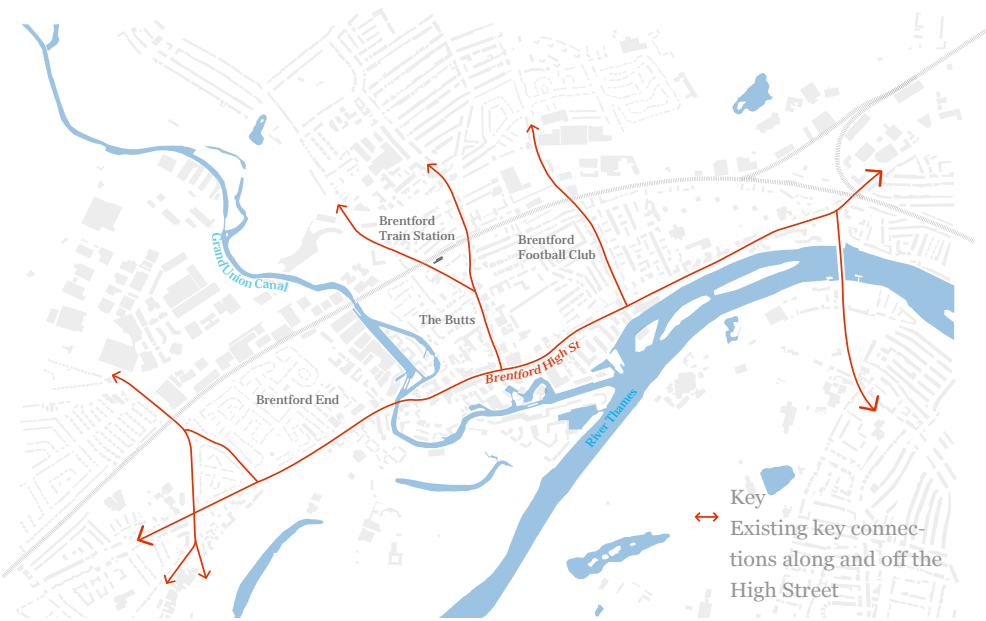




## *3.0 Masterplan Development*

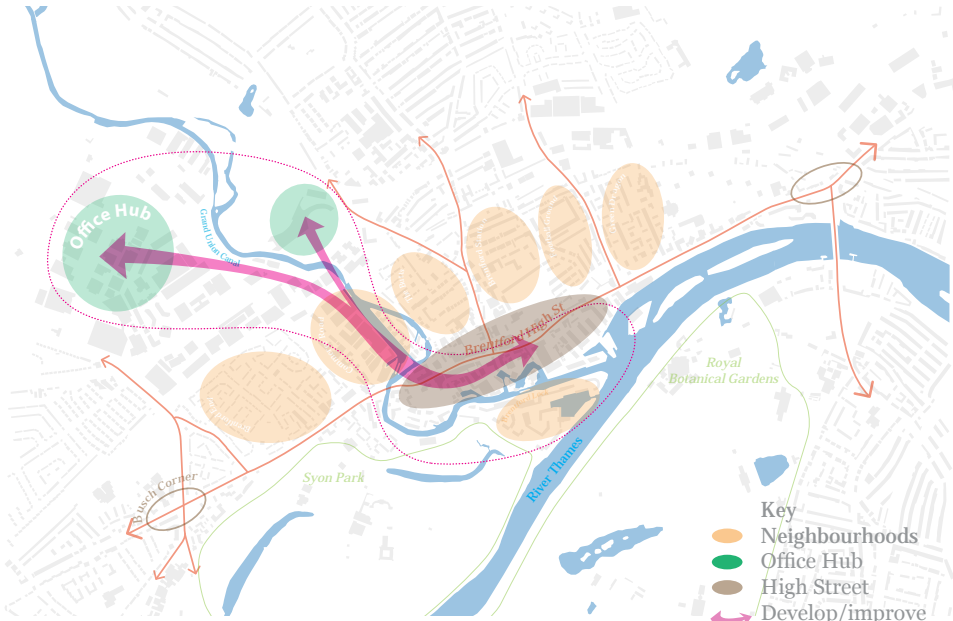
# 3.1 Scheme Objectives

In which we describe a strategy for the development of Brentford and the role of the BLW site in the town's regeneration.



## 001 - Existing Connections

There are currently very few north / south connections off the High Street



## 003 - Connecting and integrating key employment centres

In terms of employment and economy the issue is how to link the town centre more effectively to the Golden Mile. The water is the factor that unifies these areas and there is the potential to establish a more effective connection along the canal.



## 002 - Neighbourhoods

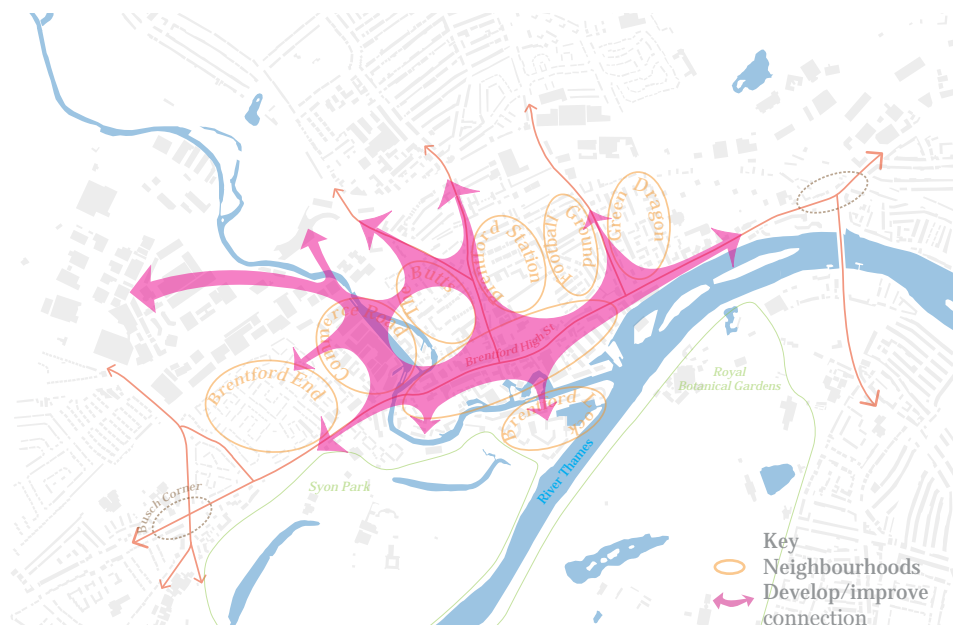
If we were to draw a diagram of the town centre it should look like this - a series of communities feeding into the High Street. The waterways in the area mean that these neighbourhoods are only located on one side of the High Street.



## 004 - The missing neighbourhood

This highlights the importance of the land south of the High Street site and the land along Commerce Road that is effectively a missing neighbourhood. This argues for the introduction of a mix of uses onto both sites that would help to sustain and reinforce the High Street and the Golden Mile, which maximise the potential of the waterways.





## 005 -A connected town

Common to both of the previous maps is the need to improve the connectivity of Brentford, both between neighbourhoods and between the town and the surrounding areas. This plan starts to show how this might be achieved and emphasises the central role that the BLW site potentially plays in this.

## A new network

Another way of looking at this is to consider the existing streets and connections and imagine an integrated series of neighbourhoods across the BLW site, the town centre and the land south of the High Street



The street network today



A future connected network



Water,,, for biodiversity and people



To introduce a variety of forms, colours, shapes and moods



Parks, water and green roofs...



Pedestrians, boating and bikes have priority



## 3.2 Design for Change Process

In which we describe the 'design for change' process which took place to develop the scheme in collaboration with the local community



Design for Change Event 2 - held at Holiday Inn



Design for Change Event 1 - held at Grounds Cafe

### 3.2.1 Design for change event

In order to inform the future development strategy ISIS have progressed an extensive process of community consultation. This has been based on a 'design for change' process coordinated by URBED to genuinely engage with stakeholders and community.

To date this process has comprised of:

- **Design for Change Event** : A two-day event held on the evening of 30th September and 1st October 2009.
- **Consulting on Options** : An evening event held on 26th November 2009 to discuss the options generated as part of the design for change event

Further consultation events have also taken place following the design for change process. (These are discussed as part of the scheme development.)

- **Emerging Development Framework Consultation** : Event held on 18th February 2010, to consult on the emerging development framework which came out of the previous event
- **Masterplan Update**: An update event following further discussions between ISIS, the design team, LB Hounslow. Held on 14th July 2010.
- **Present Final' Outline' Masterplan**: The updated masterplan was presented at the Brentford festival on the 5th September

The design for change event was run over 2 evenings. The first evening invited 30 local residents and stakeholders and focused on gaining a collective understanding of Brentford and understand the spatial implications of the High Street Vision's issues and recommendations. This was done through a series of collective analysis plans of the wider area.

The second evening focused on generating a number of different options for Brentford and was open to the public, attracting over 60 people. These options have been summarised opposite. These models were based on the issues identified on the first day and generated 4 differing approaches to the site in regards to mix of uses, movement and accessibility, urban form and open space.

### 3.2.2 Consultation on Options

The purpose of this event was to consult on the 4 options developed during the workshop. The event comprised a series of presentations from various representatives from the ISIS team in relation to each option, including a viability and market assessment. This was followed by a facilitated round table discussion on the emerging ideas for the site and the wider area of Brentford as contained in the options.

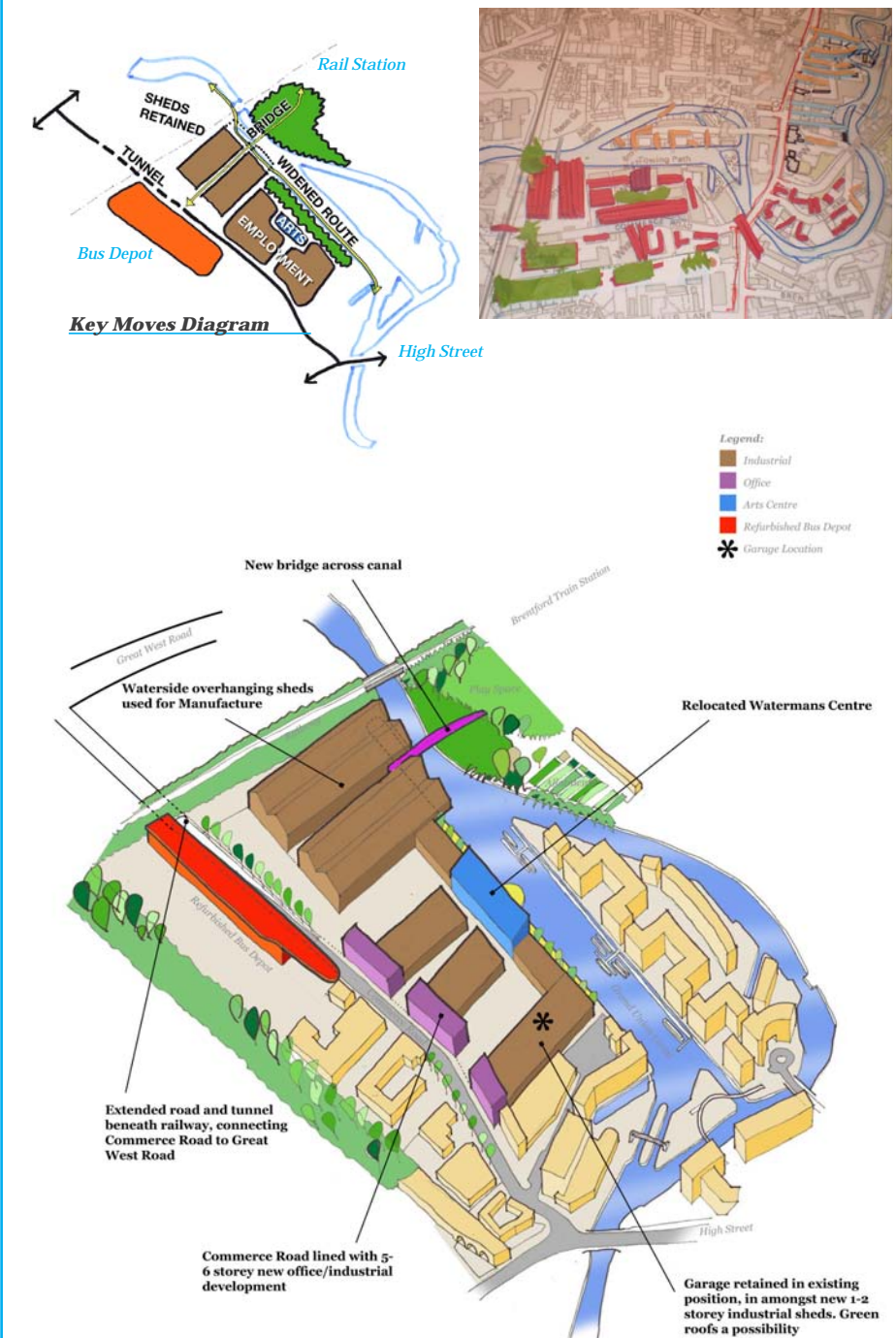
From the workshop we were able draw a number of conclusions from the event which were used to develop the emerging development framework.

The common themes were:

- Uses - Mix of uses in 3 out of 4 of the options;
- Pedestrian/cycle bridge over the canal providing a more direct link to the Station;
- Strong preference for both north-south and east-west movement through the site;
- Retention of bus depot and Commercial edge along Commerce Rd;
- Desire for more 'quality' open space at canal-side;
- Retention of some or all overhanging warehouses in 3 out of 4 of the options;
- Community facilities desired – e.g. leisure use, canoe club, arts centre;
- Canal edge – 3 out of 4 options retain the canal edge as it is;
- Heights – generally 4 / 5 storeys across the site with scope to increase to higher level adjacent to 'live' railway line at northern end of the site; and
- Residential: Greater choice - Larger family accommodation with private outdoor space.

### Option1: Green Employment Cluster

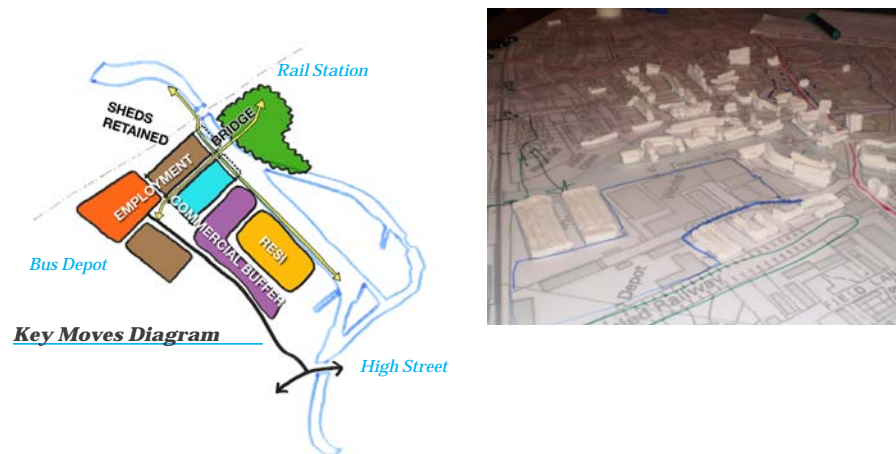
This option explored the possibility of the site remaining as light and heavy industry. A new road is punched under the railway to gain better access to the Great West Road. A new Waterman's facility is provided along a widened tow path.





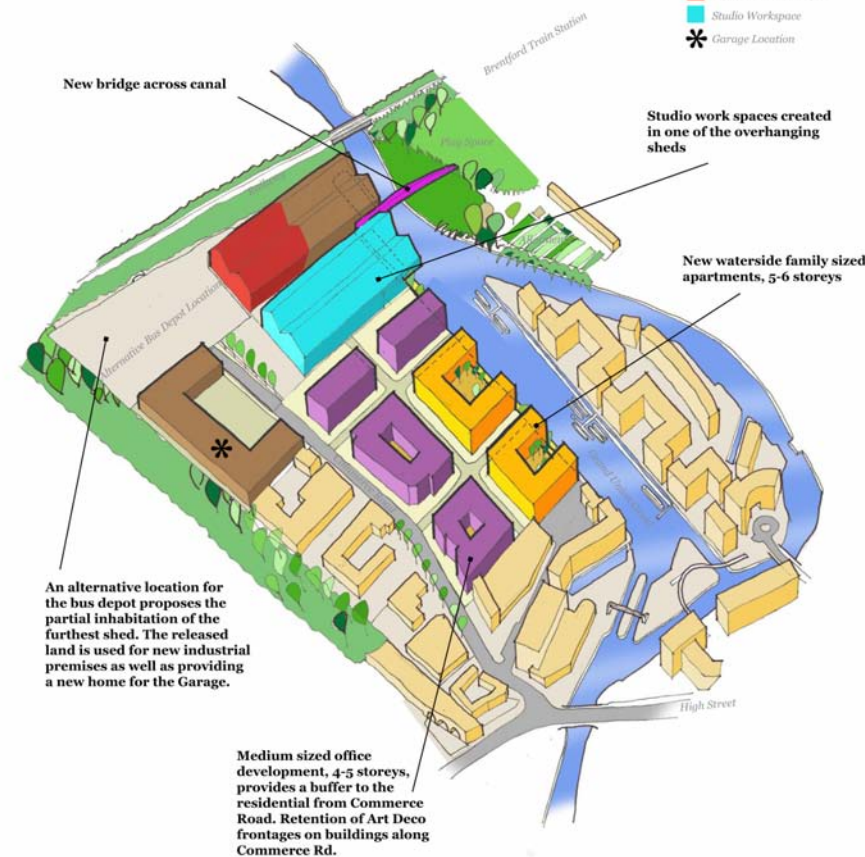
## Option 2: Live / Work

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



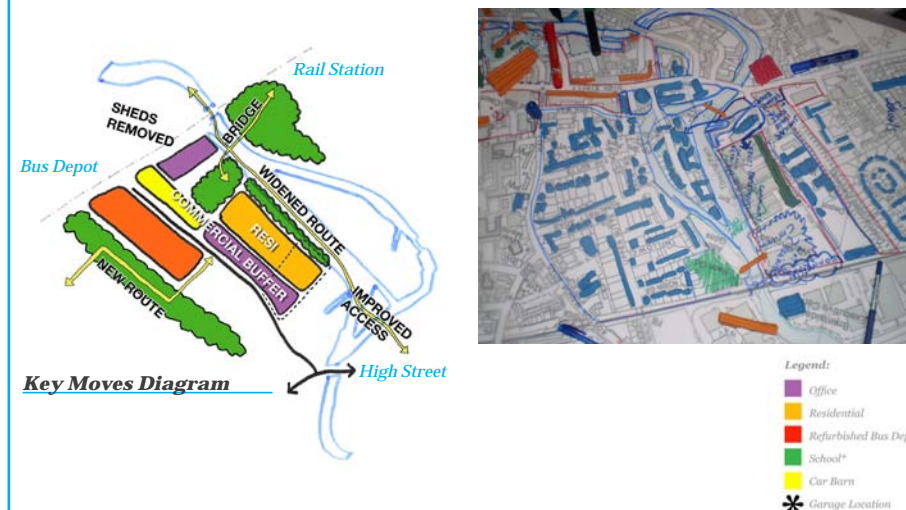
Legend:

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



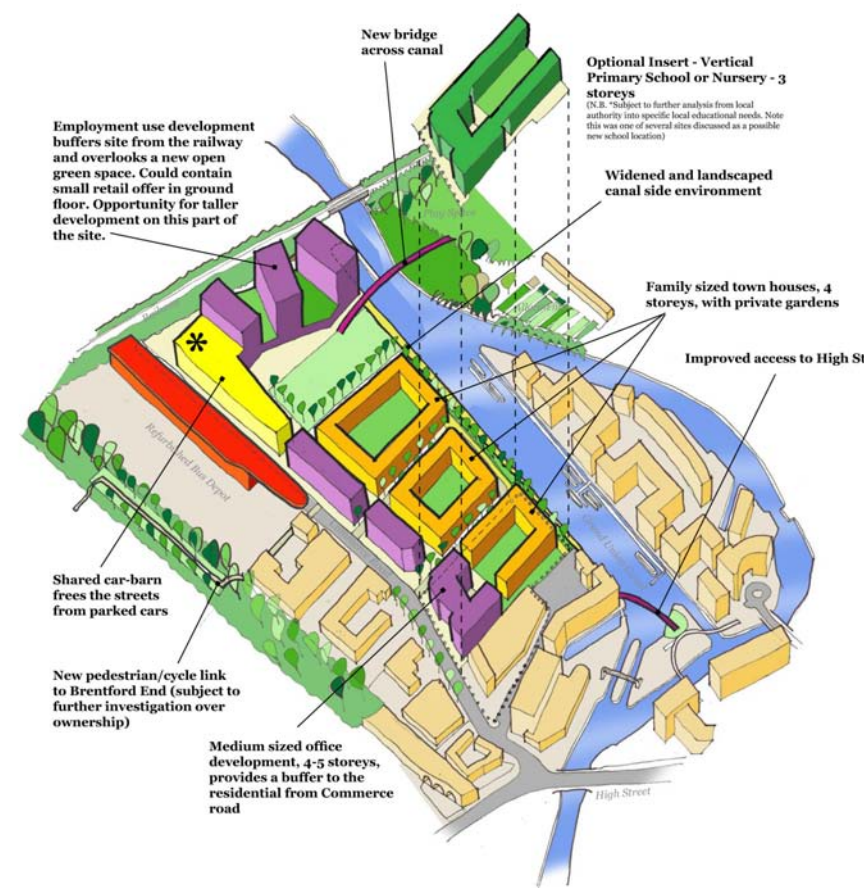
## Option 3: Mixed Use

This option explored a combination of office and housing. The office provided 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. The option removes the existing sheds to the north of the site.



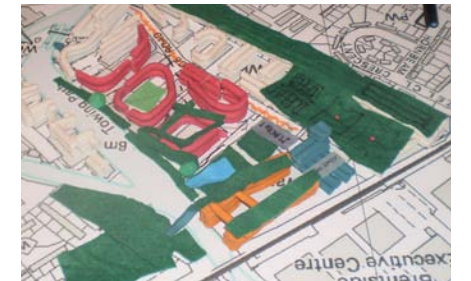
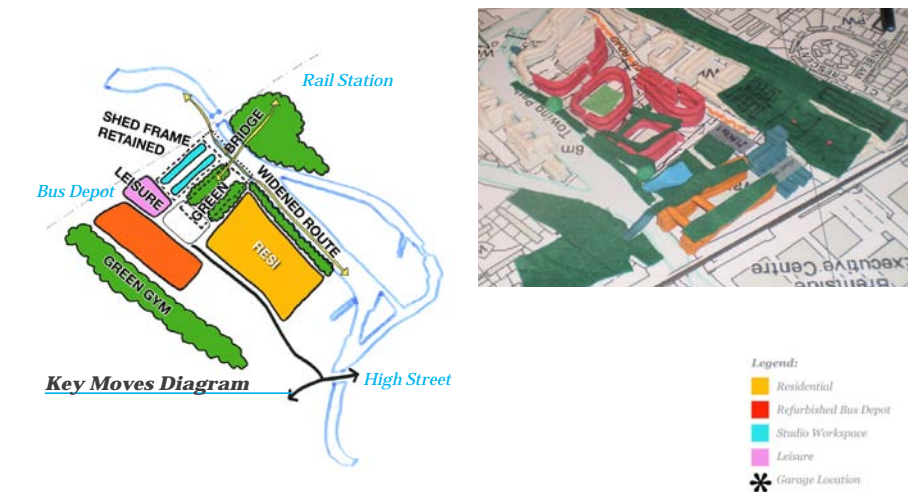
Legend:

- Office
- Residential
- Refurbished Bus Depot
- School\*
- Car Barn
- Garage Location



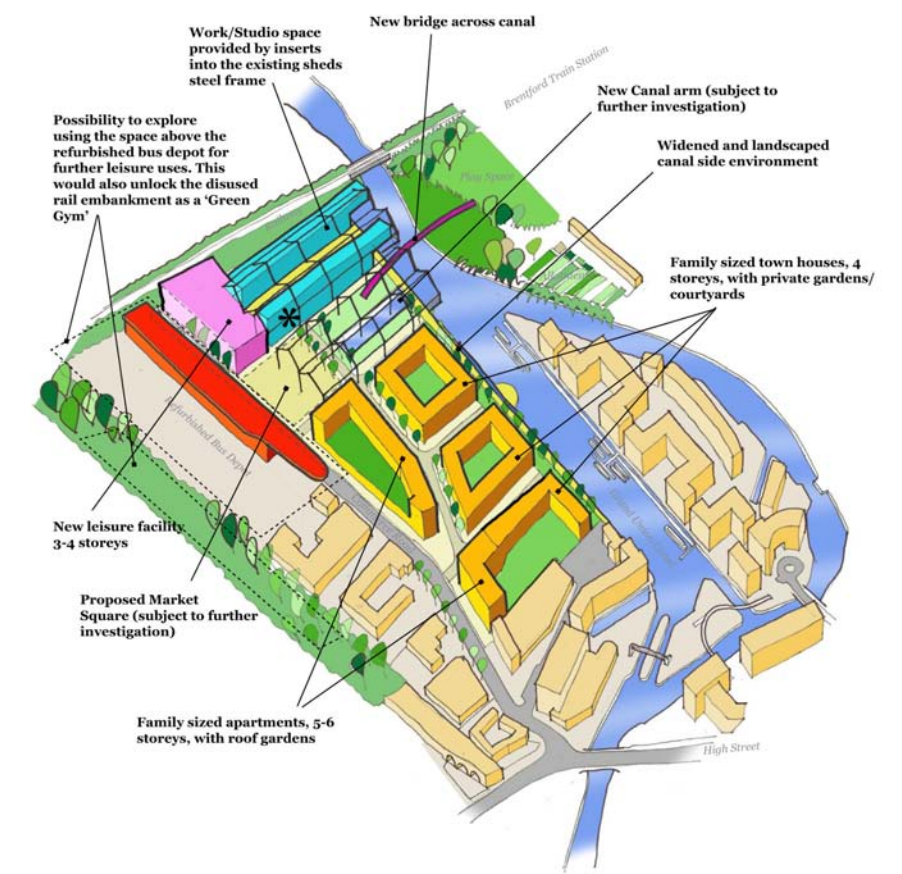
## Option 4: Live, Work & Play

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



Legend:

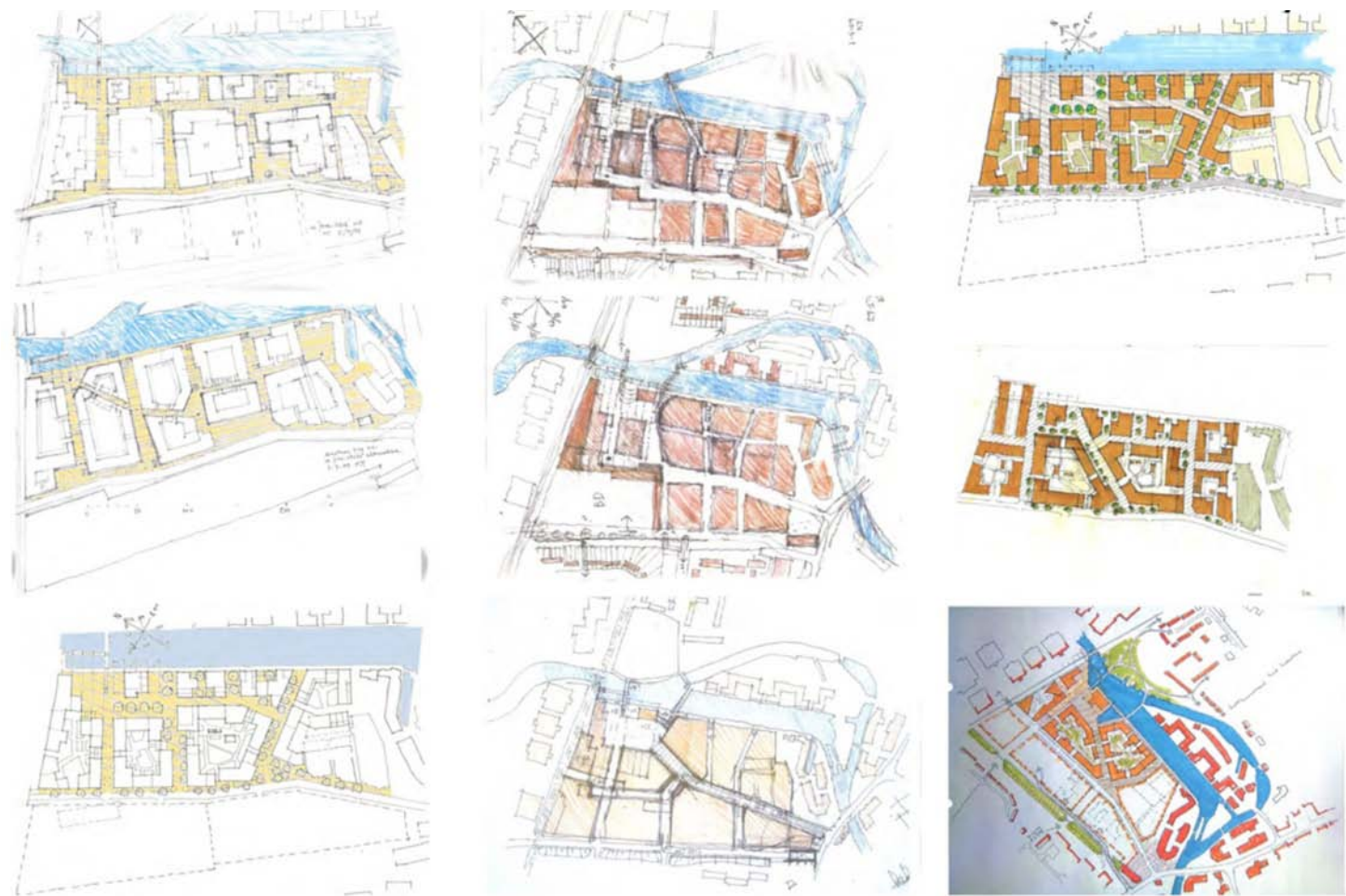
- Residential
- Refurbished Bus Depot
- Studio Workspace
- Leisure
- Garage Location





# 3.3 An Emerging Development Framework

In which we describe the core principles that have shaped the masterplan. These are set out in a number of steps.

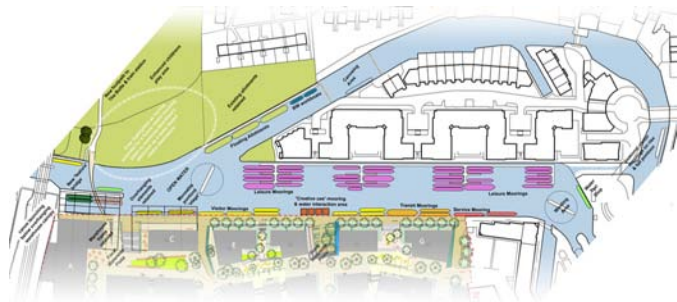


Sketch development of the masterplan

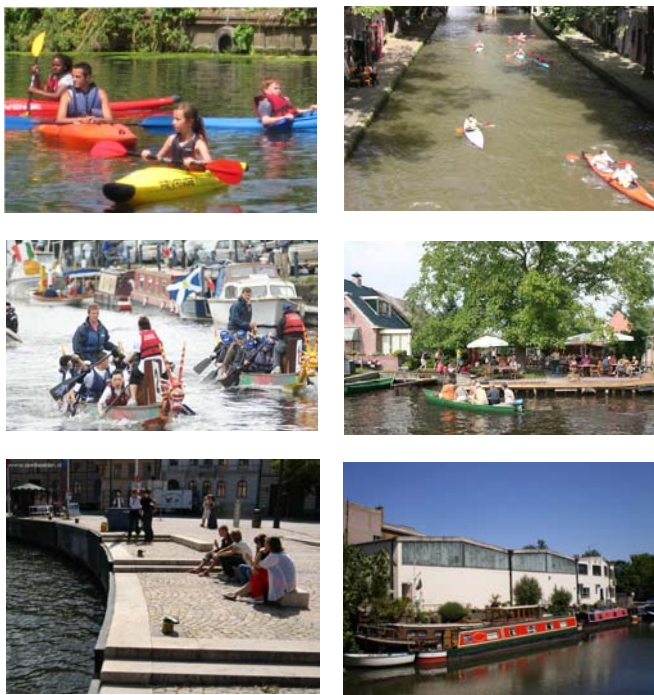
## 3.3.1 Establishing a structure

Based on the key principles established during the design for change workshops we then began sketching out design solutions for the area that attempted to capture the aspirations of the community and generate an area of interest, of variety, of Brentford. The key ideas for the development of BLW are laid out across the following 2 pages.

### Step 1: Starting from the Waterspace

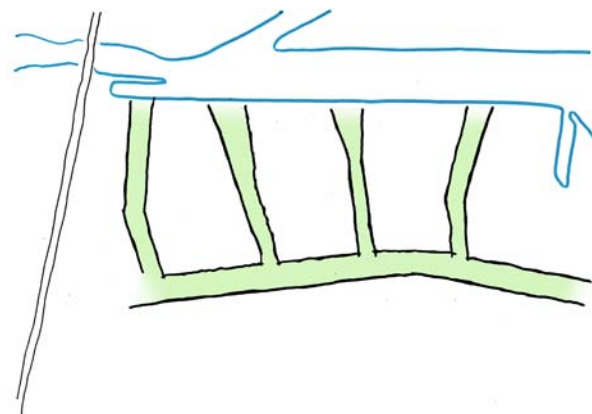


- Increased leisure moorings
- New home for the Canoe club
- Facilities for small scale boat repairs
- Water taxi
- Floating classroom





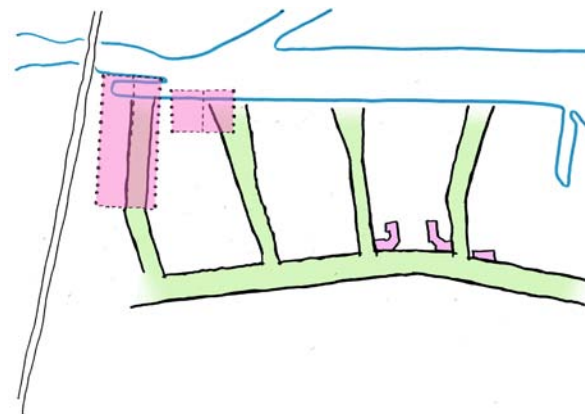
## Step 2: Introducing east-west connections to the canal



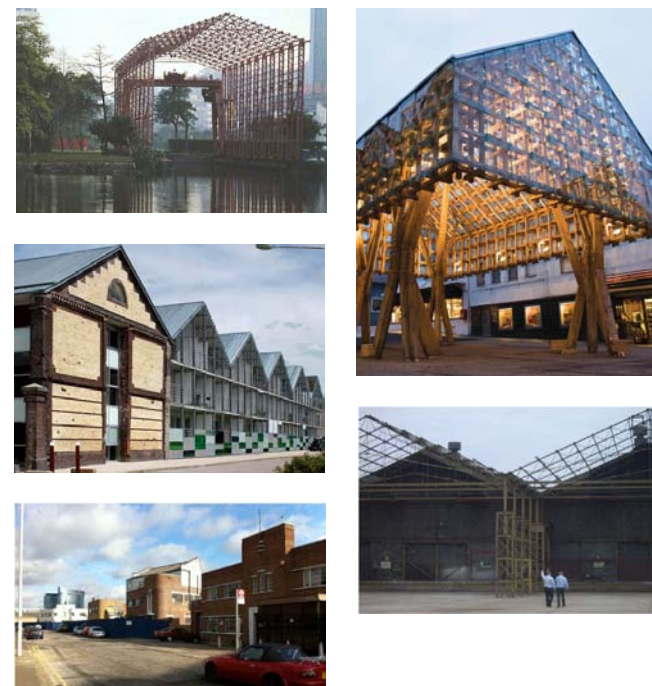
- A series of routes down to the water similar to the High Street



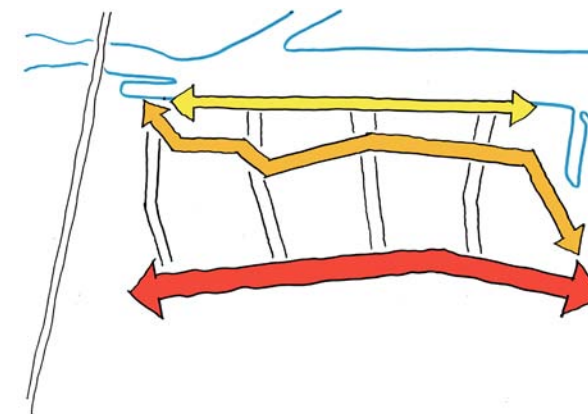
## Step 3: Retaining and integrating existing heritage features and structures



- Retain structure and form of the sheds and function of the inlet for boat repair and canoe club
- Retain “art-deco” frontages

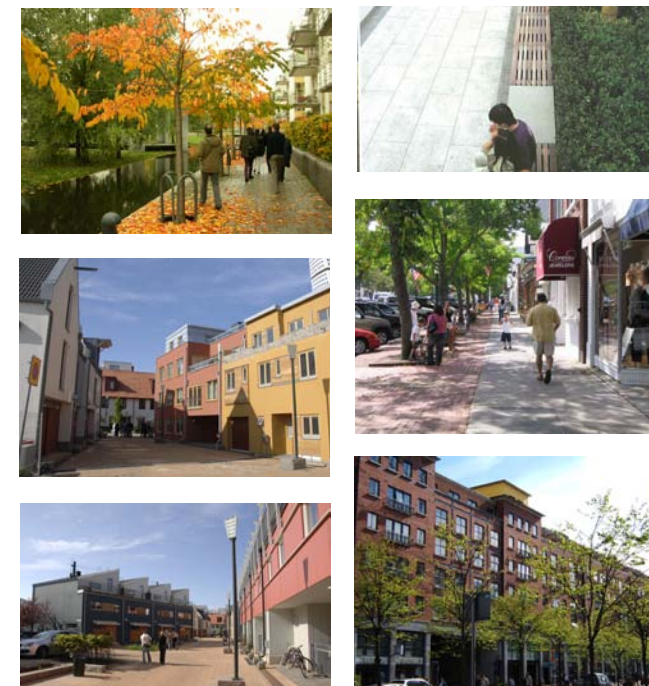


## Step 4: Establishing clear hierarchy of north/south routes

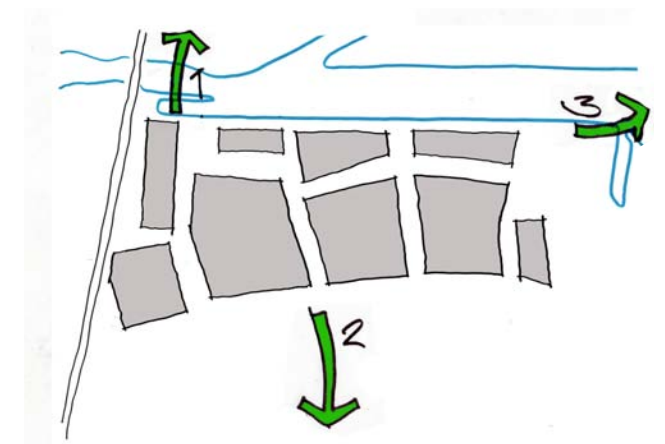


Three clear routes:

1. Canal esplanade (leisure)
2. Winding walk (pedestrian)
3. Commerce Road (cars and buses)

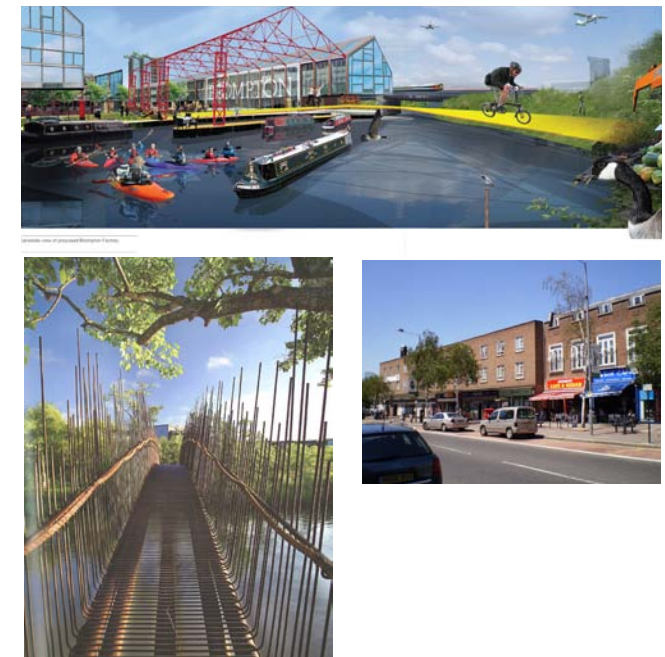


## Step 5: Connecting and integrating into wider Brentford



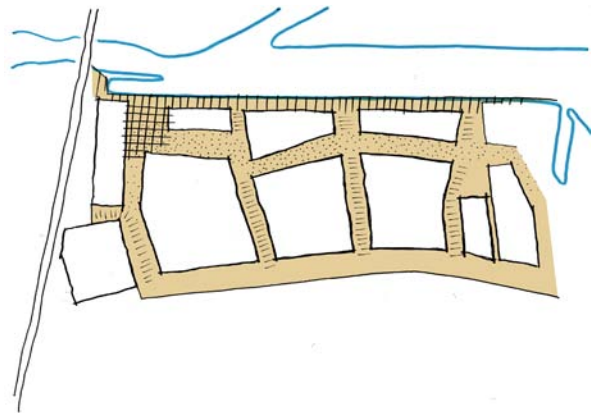
Wider connections. The network linked to the surrounding area via:

1. Bridge towards the train station
2. Possible link to Brentford End
3. Improved link to High Street





## Step 6: Securing a high quality and diverse public realm



- Public realm activity plan



## Step 7: Introducing a diverse mix of uses and activities



- Range of uses to animate public realm
- Media, entertainment, creatives, IT & communications
- Scope for flexible space for SMEs, start-ups, academic links & connections to 'Golden Mile' businesses
- Retain bus depot & provide environmental buffer



## Step 8: Establishing a diverse living environment



- Housing typologies. Apartments / Town Houses & Family housing



## Step 9: Developing appropriate heights and massing



- Primarily 4-5 storeys across the site
- Taller buildings at rear of site - providing transition to Great West Road taller buildings as well as terminating the Commerce Road vista.

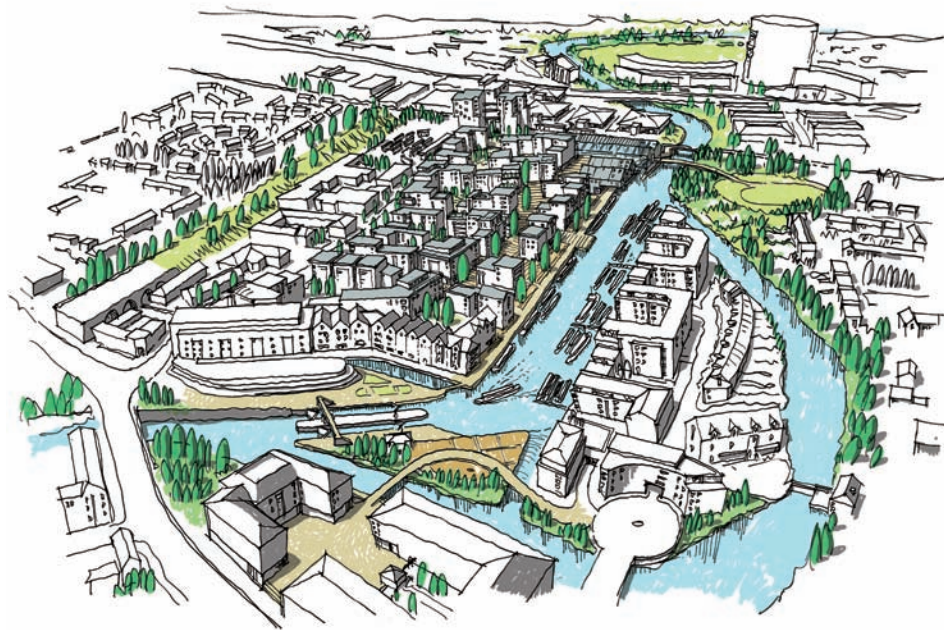




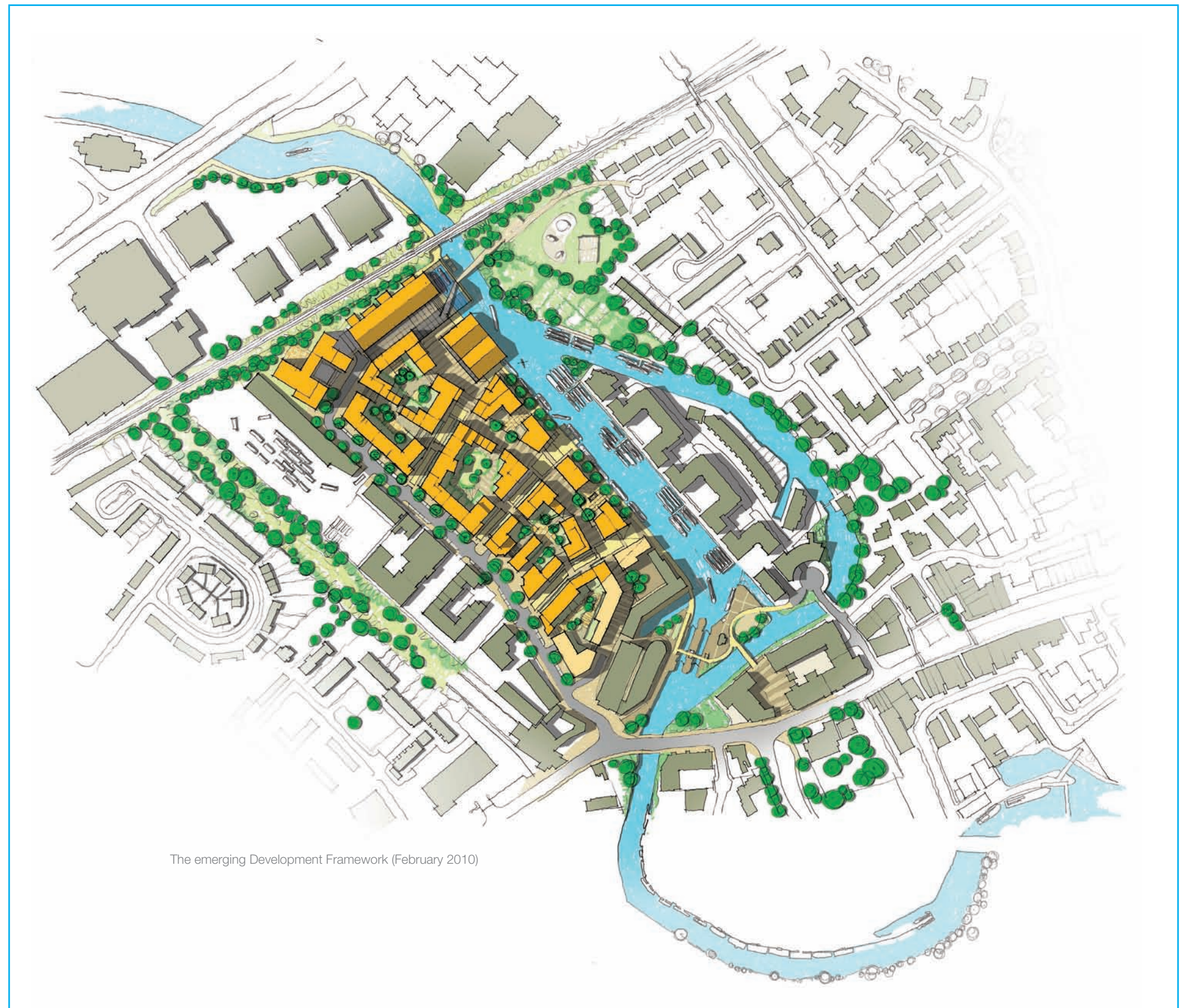


### 3.3.2 Emerging Development Framework Consultation

Following the feedback from the November event, the design team began to work towards a 'preferred option' which was presented as an 'Emerging Development Framework'. This was more in the form of an exhibition which sought feedback through a simple questionnaire which was available on the evening and following day and thereafter on the project website. The presentation material focused on character areas within the framework namely: the waterside, the commercial hub, internal streets, courtyards and Commerce Road. The event was attended by over 50 people with overall feedback from the event being positive. Over 80% of people either liked or really liked the character areas and 85% of people believed that the proposals will be of benefit to the High Street and the wider area.



Aerial View looking North West  
(Emerging Development Framework - February 2010)



The emerging Development Framework (February 2010)