

DESIGN PROCESS



3.1 PROCESS AND TIMELINE

The design of the scheme was informed and has evolved through the help of numerous consultation meetings, presentations to the council, the GLA, stakeholder groups, and local residents.

The project has also benefitted from the independent and professional design advice from the Hounslow Design Review Panel, from which the design team took forward and implemented comments from the board. These have resulted in a cohesive project, which seeks to provide the local residents with a new community and commercial spaces.

Pre-application meetings have been held to discuss all aspects of the project and to improve the legibility of spaces, transport, massing; and in general to agree and establish the anticipated quality of spaces and buildings sought by the RMAs.

A community liaison group was formed to discuss in more depth the details of the project, and the aspirations of the local residents. The project responds directly to issues raised by the local community, evident in the clustering of mixed uses, which respond to the needs and range of offers for the local residents.

Following the government lockdown on the 23rd March all subsequent presentations and consultations have occurred remotely.



Walk and Talk
Site & Surroundings



Community Liaison Group Presentation 1
Tesco Car Park Consultation Room



3.1 PROCESS AND TIMELINE



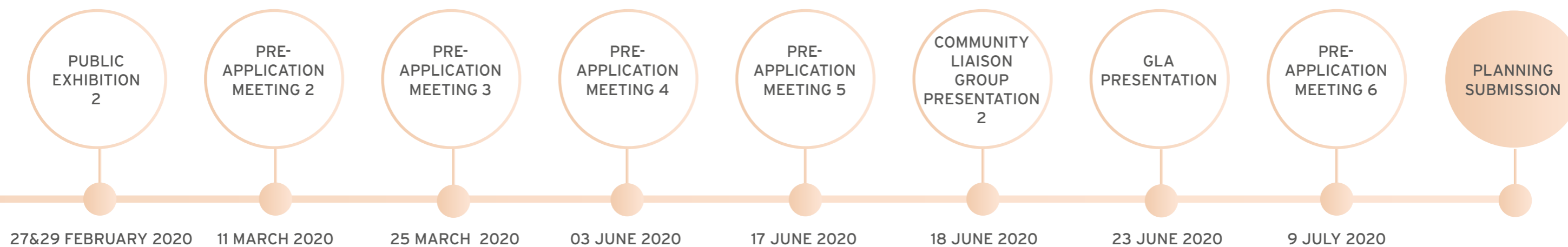
Community Liaison Group Presentation 2
Tesco Car Park Consultation Room



Public Exhibition 2
Marlborough Primary School



Public Exhibition 2
Nishkam School West London



3.2 PREVIOUS MASTERPLAN ITERATION

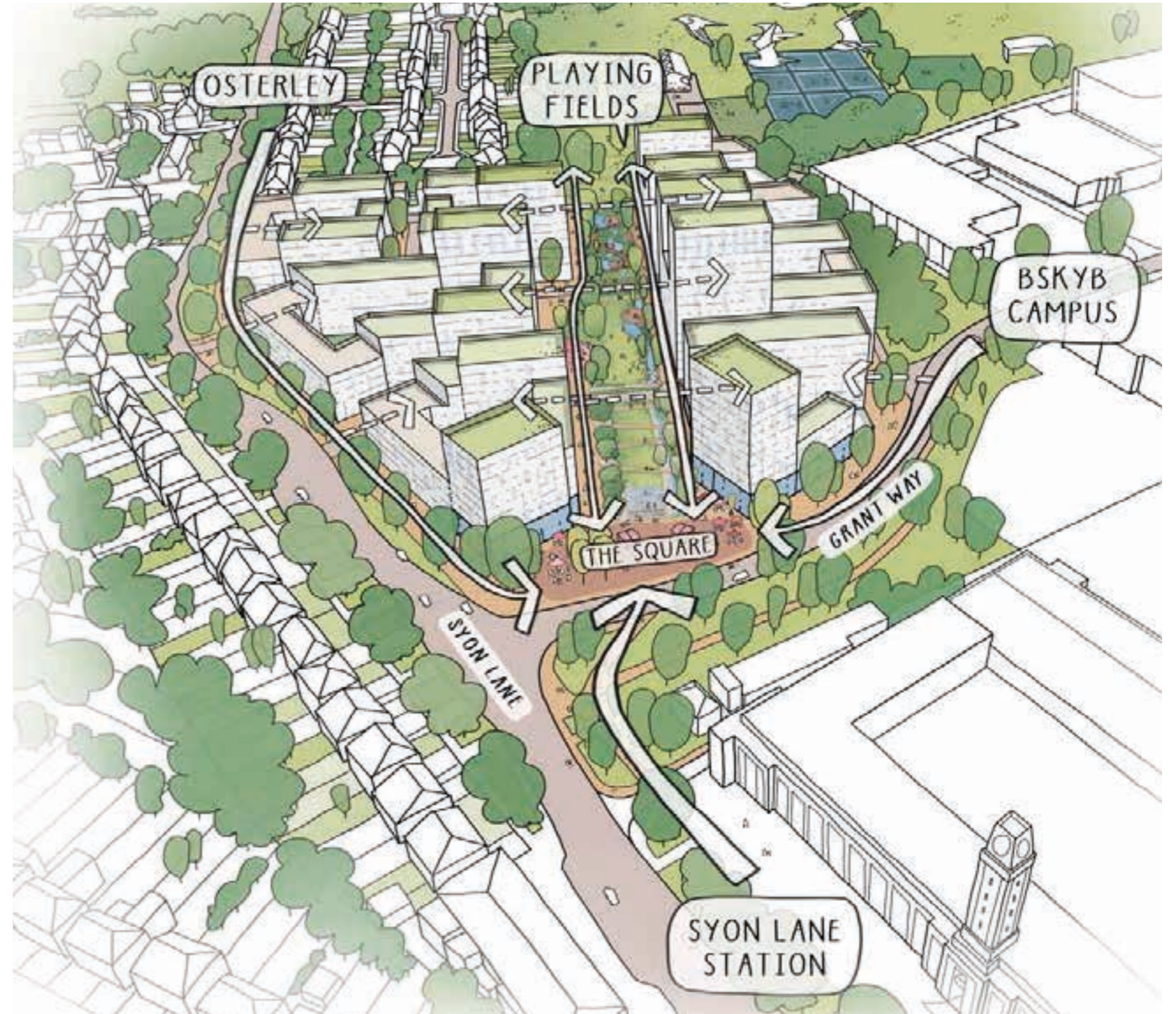
The first masterplan iteration for Osterley Place began in 2019, prior to JTP joining the process in October 2019. The masterplan included a formal linear park, spanning from Grant Way to the playing fields, lined by tall buildings. The Gillette building acted as a marker at the end of the linear park.

The baseline block height along the linear park and the Water Gardens was set at 8 storeys. The buildings lining Syon Lane were of a consistent height of 6 storeys and stepping higher towards the linear park. Building heights ranged from 4 to 16 storeys.

The previous masterplan iteration was discussed at pre-application meetings. Feedback back from these early meeting has been taken into consideration in the new iterations, looking at ways to strengthen and celebrate existing assets, such as the Gillette Clock Tower and the Water Gardens.



Early St Edward Homes Limited Feasibility Scheme



Early St Edward Homes Limited Feasibility Scheme

3.3 COMMUNITY ENGAGEMENT



Walk and Talk - Key Areas



Walk and Talk Sessions

WALK AND TALK SESSIONS

The walk and talk sessions took place in November 2019, after JTP were selected as the architects by the Community Liaison Panel.

These sessions allowed the design team to identify initial site constraints and opportunities. The residents expressed concern with MacFarlane Lane as being too narrow and dangerous at night, and identified areas of fly tipping and general neglect.

During these sessions the Water Gardens were described as underutilised and not well used by the local residents. It was also stated that this area could encourage more active use.

To access the Water Gardens it was stated that Grant Way felt inaccessible and dangerous for pedestrians.

The residents indicated that the small parade of shops already available in the area was not sufficient and that the retail offer could be improved.

Other general comments were related to the under maintained footway along Gillette Building and underpass, and the prevalence of cyclists using this at speed.

Following the walk and talk sessions, site visits were organised in December to visit other Berkeley projects (Kidbrooke Village and Dickens Yard, Ealing), to demonstrate the design of the public spaces and built quality of these developments.

3.3 COMMUNITY ENGAGEMENT

COMMUNITY LIAISON GROUP MEETINGS

The community liaison group was formed in November 2019 to discuss the various issues around the proposed development.

These are listed below, along with topics discussed at each meeting, and comments received.

The new Tesco store could be used to facilitate community gatherings, also adding that the space should be multi-functional and consider how the needs of the community may change in the coming years.

Creating playable landscapes that support active lifestyles

Successful examples of previous schemes such as Woodberry Down

A sustainable resident-led approach to maintaining spaces

An aspiration to deliver a variety of interesting landscaped areas at different levels

Having a children's play area is vital

Gradients can be used to create active spaces which require minimal landscaping.

*Landscape should recognise climate change - use tree canopies and inclusion of water to aid cooling in summer months
Should see this as an opportunity to improve the ecological state of the site*

Ensure that green spaces are well maintained and kept

Further information regarding community engagement events can be found in the Statement of Community Involvement submitted along with the planning application.

CONSULTATION EVENT	DATE	DETAILS
Community Liaison Group Meeting	3 December 2019	Community and local identity
Community Liaison Group Meeting	17 December 2019	Meet the architects, transport workshop
Community Liaison Group Meeting	14 January 2020	Discussions about landscape, open space and play
Community Liaison Group Meeting	25 February 2020	Exhibition preview; overview of proposals for Osterley Place and Syon Lane Gardens
Community Liaison Group Meeting	18 February 2020	Discussions regarding Design Principles



Community Liaison Group Workshop



The Clearing Mixed Uses

3.3 COMMUNITY ENGAGEMENT



Public Exhibition, February 2020

- **804 Forms** of Written Feedback
- **100 Visitors** to the Consultation Centre
- **7 Community Liaison Group Workshops**
 - **2 Community Events**
- **2 Exhibitions** Attended by 153 Local Residents
- **19,000 Online Visits** to the Project
- **6,500 Flyers** to Local Residents & Businesses

PUBLIC EXHIBITIONS

The first public exhibition was held in October 2019, prior to JTP joining the design team. This was held over two days, with over 87 people attending it.

A second public exhibition was held on the 27th and 29th of February 2020, which was attended by 66 residents. The aim of this event was to inform the residents of the new masterplan iteration and to receive their feedback.

Other community engagement events included workshops and drop-ins to the consultation centre set up on the site.

Overall, the key feedback themes from the two exhibitions can be summarised as:

A new Local Centre: Strong support and excitement over the new commercial and community facilities that will be provided. Cafés and restaurants are a welcome addition.

Transport and traffic: Although there is strong support for the 'no net increase in traffic', respondents feel the developer should do more in assuring the community how this will be delivered.

Open spaces and landscaping: this continued to be a key topic of interest for respondents. However, during this round of exhibitions, respondents commented that these spaces should be safeguarded from pollution.

Height and scale: As the design concepts evolved from the first exhibition, attendees were shown more detail on the proposed overall massing, as a result there was an increased level of interest in the building heights and overall scale of the development. Many respondents felt that the local heritage should be conserved, and the development should be respectful to that.

CONSULTATION EVENT	DATE	DETAILS/ ATTENDEES
Public Exhibition	3 & 8 October 2019	87 residents, previous masterplan iteration
Door knocking	12 November 2019	Door knocking to immediate neighbours
Walk and talk	19 & 23 November 2019	Site visit with architects
Community Christmas Events	21 December	Local Community
Public Exhibition	27 & 29 February 2020	66 residents across 2 days, one at Niskham School and another at Marlborough Primary School
CV and Skills Workshop	9 March 2020	Workshop at Niskham School

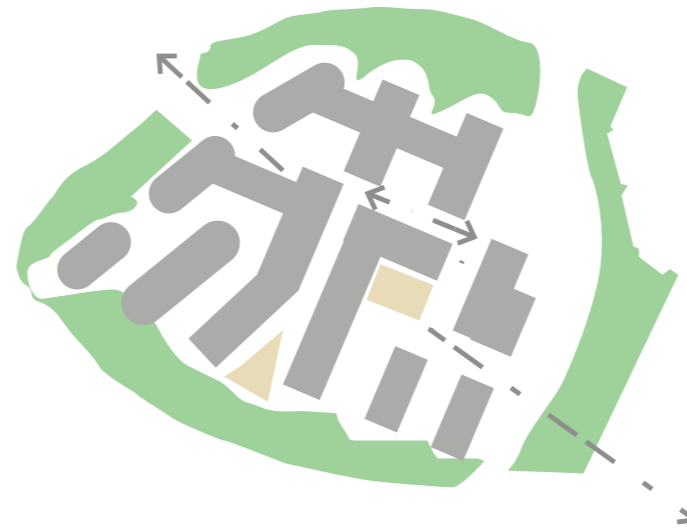
3.4 INITIAL IDEAS

All projects within JTP start with a collaborative design exercise to investigate the real opportunities of the site, and ensure the strongest design concepts are identified early.

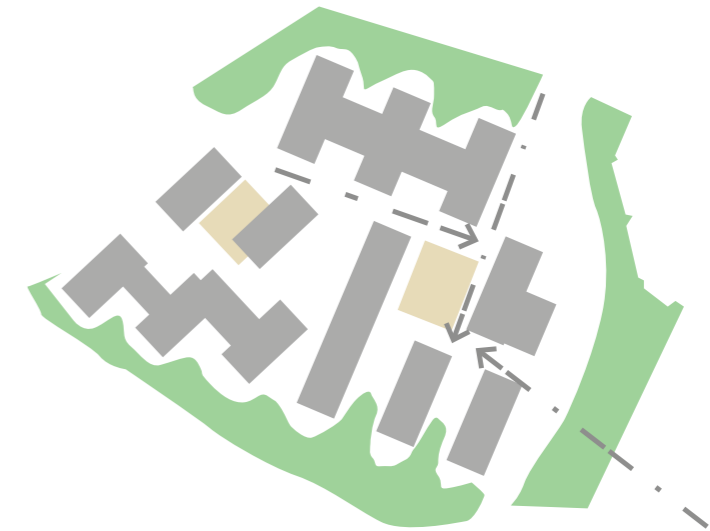
These form the foundations to progress future design iterations.

The diagrams to the right display a variety of ideas considering the early engagement and discussions with the community which resulted in the key themes below becoming established and implemented in the preferred masterplan:

An Enhanced Green Edge
Providing a Key Community Space
Consideration of Routes & Users
Ranges of Block Sizes
Ranges of Block Typologies



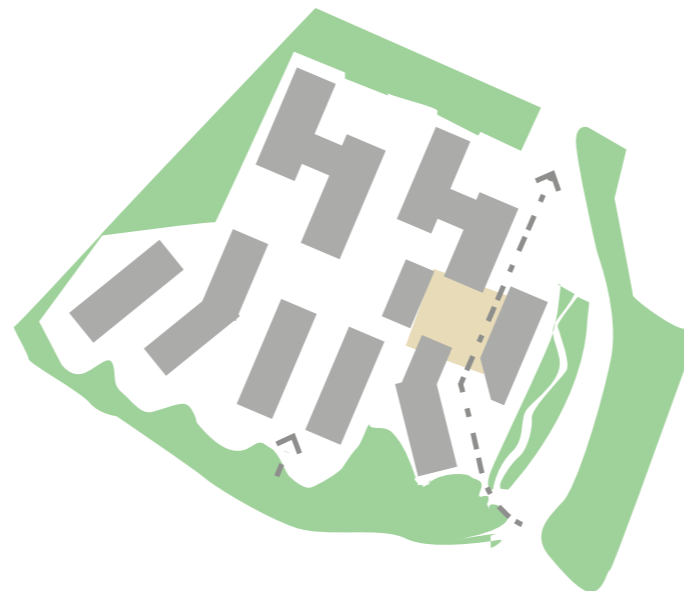
- KEY IDEAS
- **Green edges**
 - Arrival and meeting space
 - Route east & west



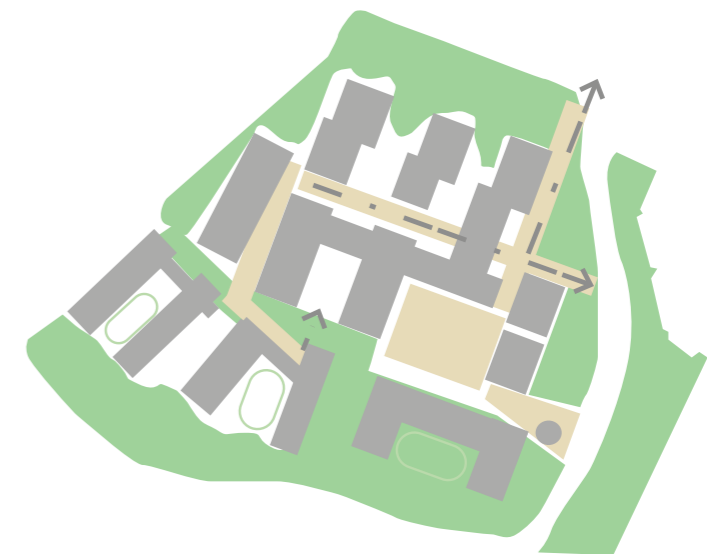
- KEY IDEAS
- Undulating green edges
 - Links through north to Sky
 - **Strong geometry from north**



- KEY IDEAS
- Green & hard spaces
 - Independent & linked blocks
 - **Key main square**
 - South facing podiums

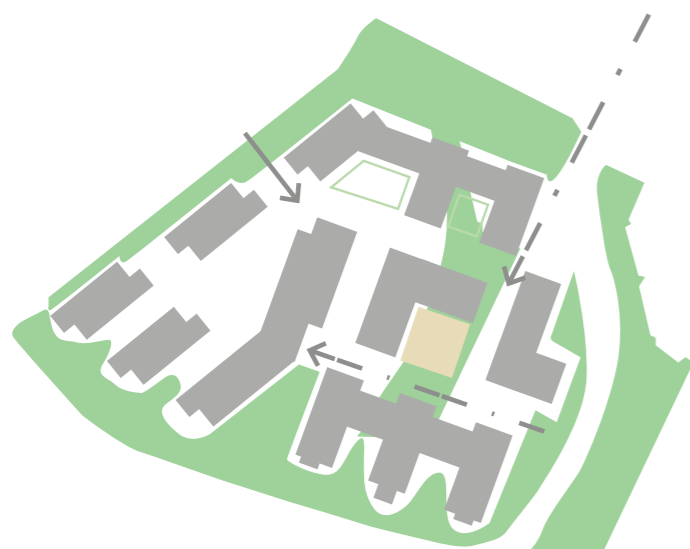


- KEY IDEAS
- Incorporated green edges
 - **Strong central geometry**
 - Key square on main route
 - South facing podiums



- KEY IDEAS
- Undulating green edges
 - Entrance space off grant way
 - Slipped blocks
 - **Linked blocks**

3.4 INITIAL IDEAS



- KEY IDEAS
- Undulating green edges
 - **Bringing greenery inward**
 - Finer scale to southern edge



- KEY IDEAS
- Incorporated green edges
 - Strong link north
 - Central green space
 - **South facing podiums**



- KEY IDEAS
- Undulating green edges
 - Range of block sizes
 - Perimeter blocks
 - **50:50 Green & hard space**



- Preferred option**
- **Green & hard spaces**
 - **Key main square**
 - **South facing podiums**
 - **Strong central geometry**
 - **Range of block sizes**

The various masterplan iterations moved away from the idea of the linear park connecting Grant Way to the playing fields. This approach also sought to improve daylight and sunlight through building orientation and south facing courtyards.

The preferred option proposed a sequence of public spaces, with different characters and uses, visually connected through water features all linking back to the enhanced area of the existing Water Gardens. These spaces will be located throughout the development for the local community, Sky employees and new residents.

The new masterplan iteration sought to improve routes East to West from Grant Way to Bolder Academy and also to the Sky Campus, a key desire line identified within the emerging local plan of the Great West Corridor.

The Water Gardens are acknowledged as a strong site asset and are enhanced, connected, and celebrated as a key public space within the development.



Current Masterplan Concept Routes

3.5 PRE-APPLICATION MEETING 1 - 22 JANUARY 2020

The design proposals for Osterley Place have evolved over a series of meetings with the London Borough of Hounslow.

The first pre-application meeting with the LBH and JTP as architects was held in January 2020. Preceding this meeting were three key engagements with the local community, a public exhibition event, a walk & talk around the local area, and our first Community Consultation Group.

These meetings, together with the reviewed HBC feedback of the early feasibility studies, offered a clear and early understanding of the interests and key disciplines that would be considered throughout the design process.

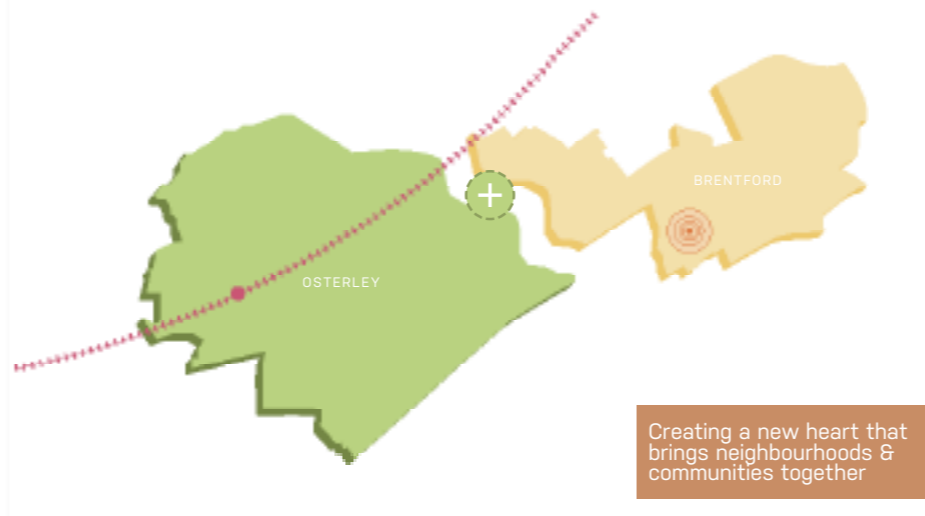
The subsequent presentation was structured to present our analysis of the site, both at macro and micro scales, together with a vision for the site. This Vision was built on strong design responses to the analysis, and bought into reality through the curation of public places and built forms.

THE VISION	THE PLACE	THE FORMS
Thriving	Protect	Relate
Sustainable	Enhance	Consider
Connected	Connect	Address

Following these we presented early ideas relating to three key areas, Landscape, Building Principles, and Townscape and Heritage displaying both our 'work-in-progress' thoughts alongside an awareness of the practical considerations associated with the project.

A VISION TO COMBINE...

...Osterley's **Green** to Brentford's **Golden Mile**



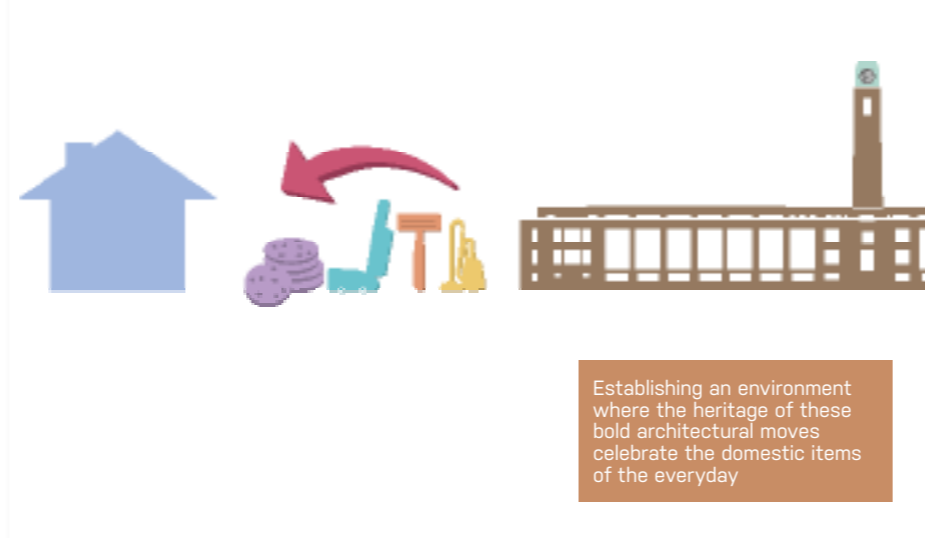
A VISION TO INTEGRATE..

...Osterley's **fine grain** to Brentford's **Large Footprints**



A VISION TO CELEBRATE...

...Osterley's **everyday** life with Brentford's **Palaces of Industry**



A VISION TO ENGAGE...

...people with **wildlife** by having **nature on the doorstep**



3.5 PRE-APPLICATION MEETING 1 - 22 JANUARY 2020

A PLACE TO PROTECT...
...the local views of the **Gillette Tower** as a celebrated local landmark

A PLACE TO ENHANCE...
...the mature boundary planting environments, drawing it into the masterplan as a **connected sequence of different spaces**

A PLACE TO ENHANCE...
...the function of the **Water Gardens**, creating a **working surface water network** across the masterplan

A PLACE TO CONNECT...
...the **four edges of the site and beyond**, with **varied and safe routes**, green and blue **habitats**, and **facilities for all the community**.

FORMS THAT RELATE...
...a **central geometry** aligned with the **Commercial footprint** to the north of the site

FORMS THAT RELATE...
...the **geometry of the edge buildings** to the **offset and parallel geometry of the varied residential streets**

FORMS THAT CONSIDER...
...the **increase in scale** across the site, from **domestic to commercial**

FORMS THAT ADDRESS...
...and **contain the key space**, where all forms are collected to create a **varied environment that is identifiable and inviting to all**



Illustrative Masterplan Pre-Application Meeting 1



Syon Lane Frontage - Illustrative View



The Clearing - Illustrative View

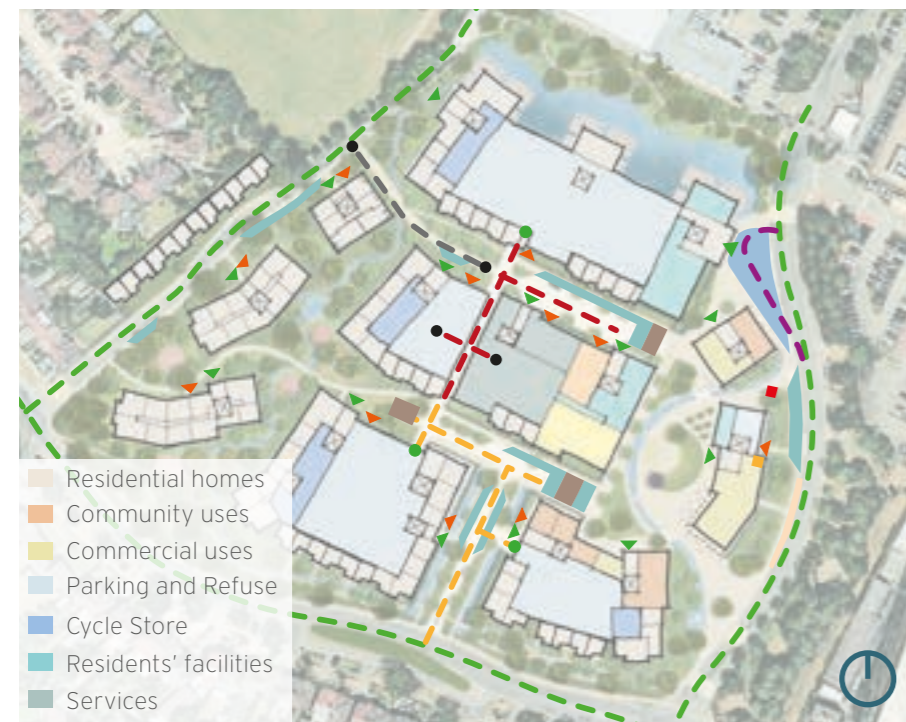
3.6 DESIGN REVIEW PANEL - 21 FEBRUARY 2020

A design review panel took place in February 2020. The presentation introduced the project to the panel by illustrating the development of the concept masterplan. Initial access strategies and environmental commitments were also discussed.

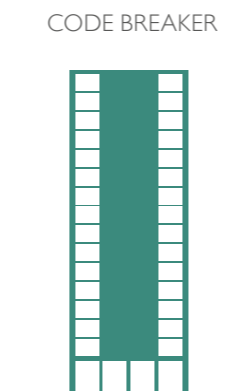
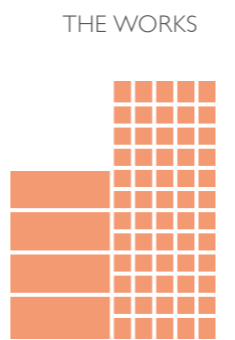
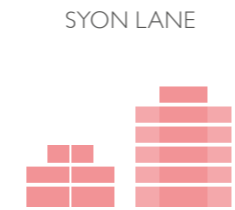
Following comments from the first pre-application meeting, the movement and access strategy was developed further, along with the servicing strategy for the commercial spaces along Grant Way. Key pedestrian, cycle and vehicular routes were also identified.

The masterplan also sought to integrate the proposed bus route and the bus end terminus. The ground floor plan illustrated first considerations regarding the extent and type of mixed uses within the Clearing, these being informed through conversations with the local community and through CLG workshops.

Initial thoughts about building form principles were also presented. These were split into four main typologies which responded to the different character areas. The principles resulted from analysis of the semi-detached houses along Syon Lane and the factories along the Golden Mile.



Ground Floor Plan - Mixed Uses and Servicing Strategy



Illustrative Aerial - Looking North from South - East

3.7 PRE-APPLICATION MEETING 2 - 11 MARCH 2020



Illustrative Masterplan Pre-Application Meeting 2

The second pre-application meeting took place in March 2020. Key design moves were incorporated to respond to concerns from the community and the local authority from the previous meeting and the DRP. These were related to access, movement, servicing, legibility of spaces and building form.

The masterplan moved away from the large central building which was configured with a podium through route. This was considered to lack legibility. As a result, the access point to the site was moved further west, allowing for a more legible entrance with clear and identifiable routes.

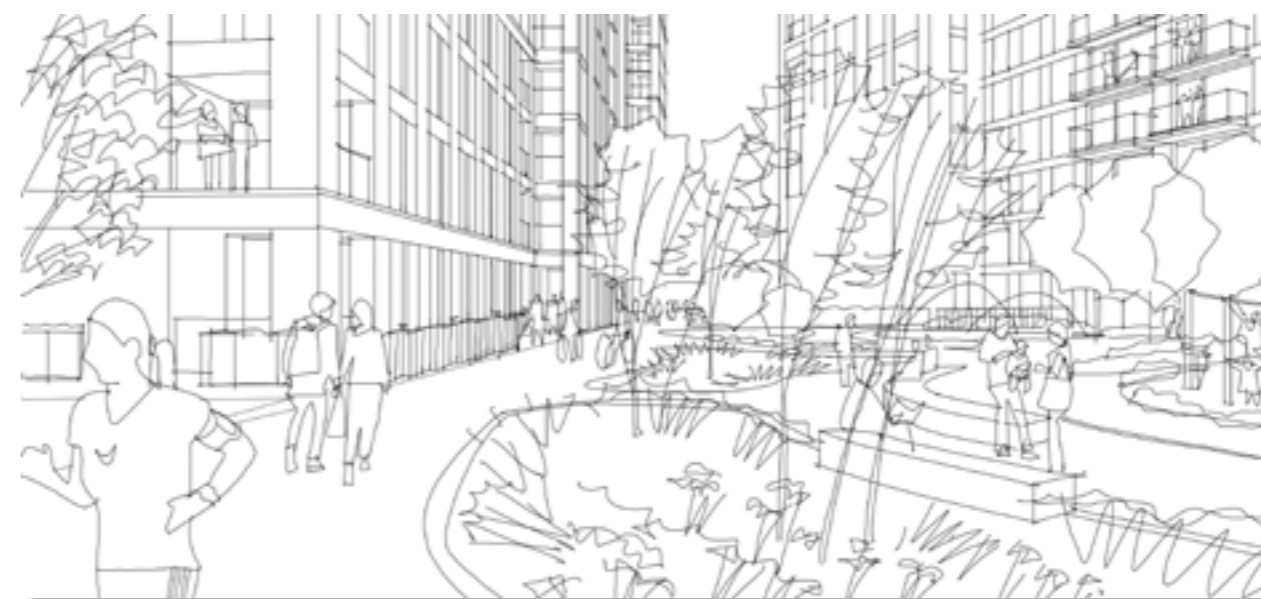
The updated masterplan iterations consolidated The Meander into a more defined green space, enclosed by buildings, responding to comments from both the first Pre-App meeting and the Design Review Panel.

The massing was further refined to allow a clear view of the Gillette Clock Tower from the newly defined green space, which could now act as a point of reference.

The masterplan removed unnecessary breaks in the buildings surrounding The Clearing, allowing for more structured entrance and exit points. Colonnades were introduced at key corners helping to identify and accommodate pedestrian movement routes from Grant Way to the Bolder Academy.



Illustrative View - The Lanes (South)



Illustrative View - The Clearing

3.8 PRE-APPLICATION MEETING 3 - 25 MARCH 2020

The third pre-application meeting took place virtually in March 2020.

The masterplan design was further developed to create a series of streets and spaces which improved wayfinding in a more rational and legible manner. This included further strengthening of the frontages along MacFarlane Lane with a regular slip block typology.

The Clearing included opportunities for co-working, residents' facilities including a fitness centre, café and restaurants for eating, a convenience store for local goods, health centre, community hall for meeting groups, a concierge to manage deliveries and maintenance, as well as a wide variety of open spaces to relax and unwind. This was illustrated through a series of sketches which represented a 'day in the life' of a resident.

The design evolved with input from the Townscape Consultant and through a careful consideration of local and strategic views. As a result, heights to the southern buildings, along Syon Lane and north of the site were reduced to lessen their impact upon local residents and views towards the Gillette Clock Tower respectively. The concept of lower buildings to south and west was strengthened, with a height focus to the north-east.



Illustrative View - The Resident's Lounge



Illustrative Masterplan Pre-Application Meeting 3 - Key Design Changes

KEY DESIGN CHANGES

Slip Block typology to mark desired route through site

Link block removed to increase site permeability

Houses to align with MacFarlane Lane

Reduction in Height to 4/5 Storeys

Push Back in Line with adjacent Residential

Additional pedestrian crossings along Syon Lane

Introduction of Pontoons on Water Body

Introduction of 5 Storey Links (3 storeys above podiums)

Introduction of Rainwater Gardens to the northern side of The Lanes

Block moved further east in line with easements

All blocks at 9 storeys

3.9 PRE-APPLICATION MEETING 4 - 3 JUNE 2020

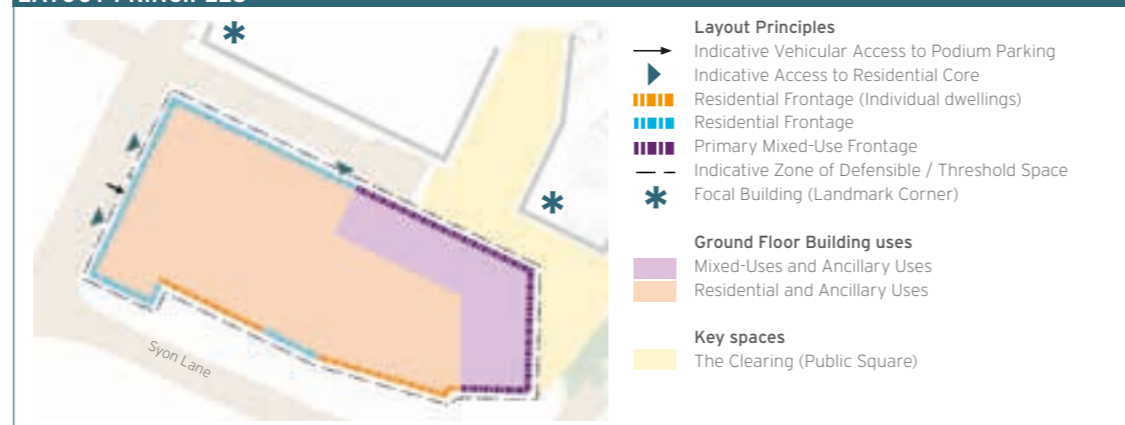
6 BUILDING DESIGN

6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL C

- Undercroft parking should be provided in the centre of the parcel, accessed from the western end and screened by residential and mixed-uses around the edges.
- Two upper level podium gardens should be provided for residential amenity.
- All dwellings should have access to one of the podium gardens, directly or via the communal lobby. An exception may be made for the 'Terrace' typology buildings as long as adequate, alternative amenity space provision is provided.
- The southern elevations of the primary elements should retain a massing relationship with the shoulder height of the Gillette Factory.
- A minimum of 40% of the area of each podium garden must receive more than 2 hours of direct sunlight on the 21st of March.

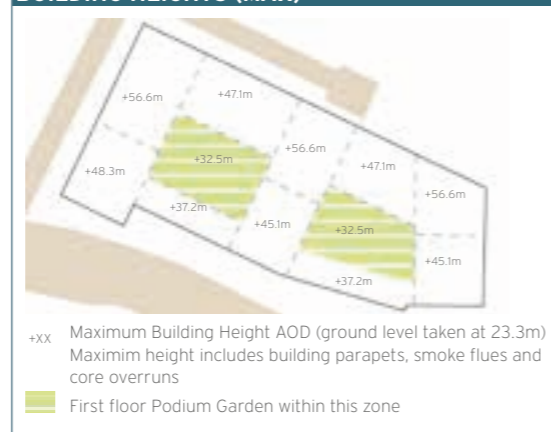
LAYOUT PRINCIPLES



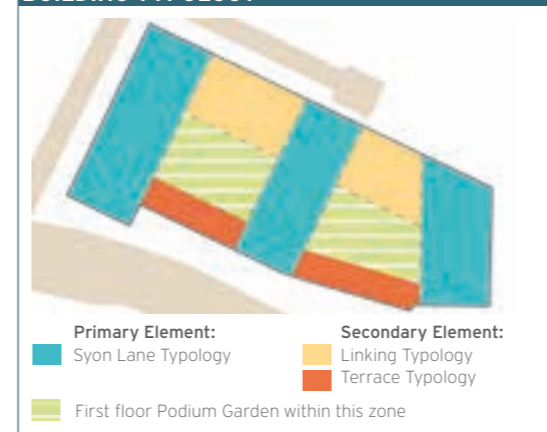
KEY PLAN



BUILDING HEIGHTS (MAX)



BUILDING TYPOLOGY



The fourth pre-application discussion also took place virtually, in early June 2020.

The primary focus of the meeting was to review the developing Design Code, as requested in the previous meeting, but there was also discussion of the Development Specification.

Design Code

The form and proposed content of the Design Code was presented to officers, with sample pages from each section of the document used to explain the way in which information would be presented and how there would be differentiation between mandatory and advisory elements.

Officers approved of the scope and format of the document but made the following recommendations for additions or revisions which have subsequently been addressed in the finalised document.

- Add information about the wider access and movement strategy before focusing on the detailed street hierarchy.
- Set out the minimum number of trees to be planted across the site.
- Clarify how private/defensible space will be delivered around the base of ground floor residential homes.
- Define the minimum separation distances between the frontages of blocks across streets and podium gardens.
- Ensure that the need for buildings along Syon Lane frontage to reference the shoulder height of the Gillette Building is included.
- Clarify the guidance provided on block structure and building typologies.

Development Specification

The content of the development specification was discussed and there was agreement in principle to its contents. Officers encouraged the setting of specific housing quality standards based on relevant policy and/or best practice, which have been reflected in the submitted document.

It was agreed that although broad energy targets would be set out in the development specification, and an energy strategy would be submitted as part of this application, it would only be in outline, since each subsequent RMA would need to be accompanied by a detailed energy strategy.

3.10 PRE-APPLICATION MEETING 5 - 17 JUNE 2020

The fifth pre-application meeting took place virtually in June 2020. This offered a design update to the planning authority along with a demonstration of compliance with the strategic objectives and associated policies of the GWC (this is set out in section 3.13).

The proposed masterplan aims to follow the new fundamentals of the wider Local Plan's vision by providing:

- A range of amenities and services for employees;
- A range and choice of floorspace types including affordable workspaces;
- New housing options to attract workers to the area;
- Reliable, frequent and accessible public transport services;
- Public realm improvements that reduce the dominance and impact of the car and create a quality environment for people with landscaping, attractive furniture and lighting;
- Planned and coherent development that establishes a series of unique places with their own character and identity within the Great West Corridor;
- Reference to the wider area's heritage as a unique location asset that contributes to the corridor's unique identity, amenity and offer;
- Active promotion and branding of the different business clusters within the Golden Mile Business Hub;
- A distinctive arrival experience and journey along the M4 and A4 that welcomes visitors into London and proudly presents the area as a place to visit, do business and stay.

Design responses to previous comments were also addressed, with an updated cycle and servicing strategy.

The character of the streets was discussed, where additional sections were provided to illustrate the design intention. Different street and pavement widths were proposed to the lanes and boulevard. The road width of the lanes was reduced to 5m to allow for an enhanced green verge and footway.

Other key design changes were the result of the developing daylight and sunlight assessment, with a reduction in height in key areas as highlighted in the adjacent diagram.



Illustrative Masterplan Pre-Application Meeting 5 - Key Design Changes

3.11 PRE-APPLICATION MEETING 6 - 9 JULY 2020



Illustrative Masterplan Pre-Application Meeting 6 - Key Design Changes

The sixth pre-application meeting focused on the daylight and sunlight assessment results. Key changes involved height redistribution and reduction across the site, to improve the results of three of the podium courtyards, which was welcomed.

The daylight quality within the illustrative homes was tested as well, demonstrating that the height and massing of the illustrative masterplan allowed for good daylight permeability.

Heights were also reduced to improve evening sun in the Meander and to enhance the difference in character between the Boulevard and the Lanes. The typical plan also demonstrated a resolution of the two single aspect north facing homes.



Illustrative View - The Lanes - stepped building heights

Syon Lane Frontage looking east towards the Gillette Tower

