

## 3.12 SUMMARY OF DESIGN KEY CHANGES



PreApp 1 Masterplan



Submission Masterplan

### Key changes that have been made during the design development process:

- Introduced a bus turnaround and welfare facilities within the site to allow the extension of the E1 and H28 bus routes to the site
- Introduced terraced townhouses rather than blocks along most of the Syon Lane frontage to respond to context
- Reduced height of block at corner of Syon Lane and Macfarlane Lane to improve relationship with nearby houses
- Introduced a large focal green public space as a softer, greener alternative public space to the mixed use cluster around the Clearing
- Stepped buildings back from Macfarlane Lane to allow the retention of the existing oak tree
- Reduced height of blocks along Macfarlane Lane to step down in views from Oaklands Avenue
- Reduced height in north-east corner to reduce massing in the backdrop of the Gillette tower when seen from Syon Park
- Moved tallest elements to locations of the site where they mark the corners of the key public spaces
- Introduced greater visual permeability by extending the north-south boulevard further into the site and extending the two east-west lanes
- Introduced clearer east-west routes that respond to the emerging policy requirement for 'clean air routes' and link to wider desire lines
- Reduced height of link blocks and stepped back nearby taller elements to improve light to podium courtyards
- Designed non-residential units to respond to desired uses informed by local consultation such as a health centre, general store, hairdressers and pub
- Introduced colonnades on key buildings to emphasise routes into and through the site
- Introduced more active frontage to building fronting onto Grant Way
- Introduced new pedestrian crossings on Syon Lane and Grant Way
- Reduced width of the roadway on the boulevard and the lanes
- Opened up a longer view of Gillette tower from the public spaces within the site
- Introduced public access to decking over the Water Gardens
- Increased play provision throughout the site

# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

## INTRODUCTION

At all stages of the design development process, the design team has appreciated that the proposals will form a part of the wider aspirations and objectives of the emerging Great West Corridor masterplan, and that for this to achieve the vision of a new local centre this must be connected on a local and wider level.

Throughout the design process we have referred to the guidance of the Local Plan, to ensure the two align.

### Great West Corridor Local Plan

The site is located within the Great Western Corridor (GWC) Local plan, the most recent plan was prepared in July 2019.

Our site is located within the 'GWC West' section of the masterplan, and identified as the 'Tesco Site'.

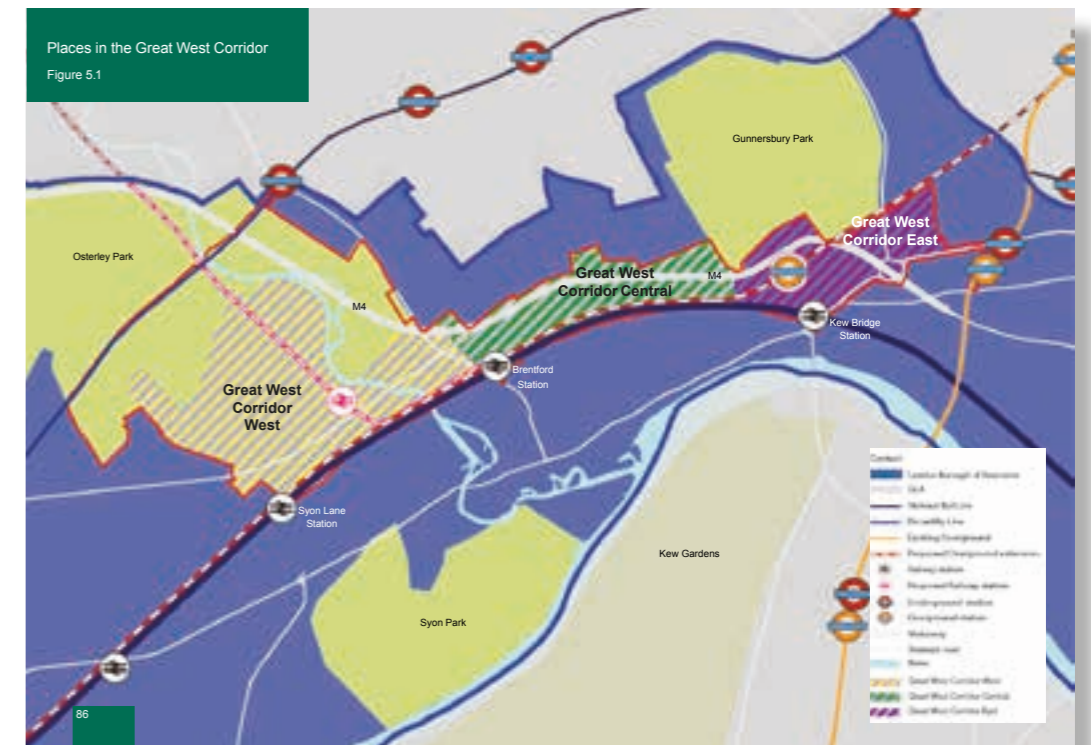
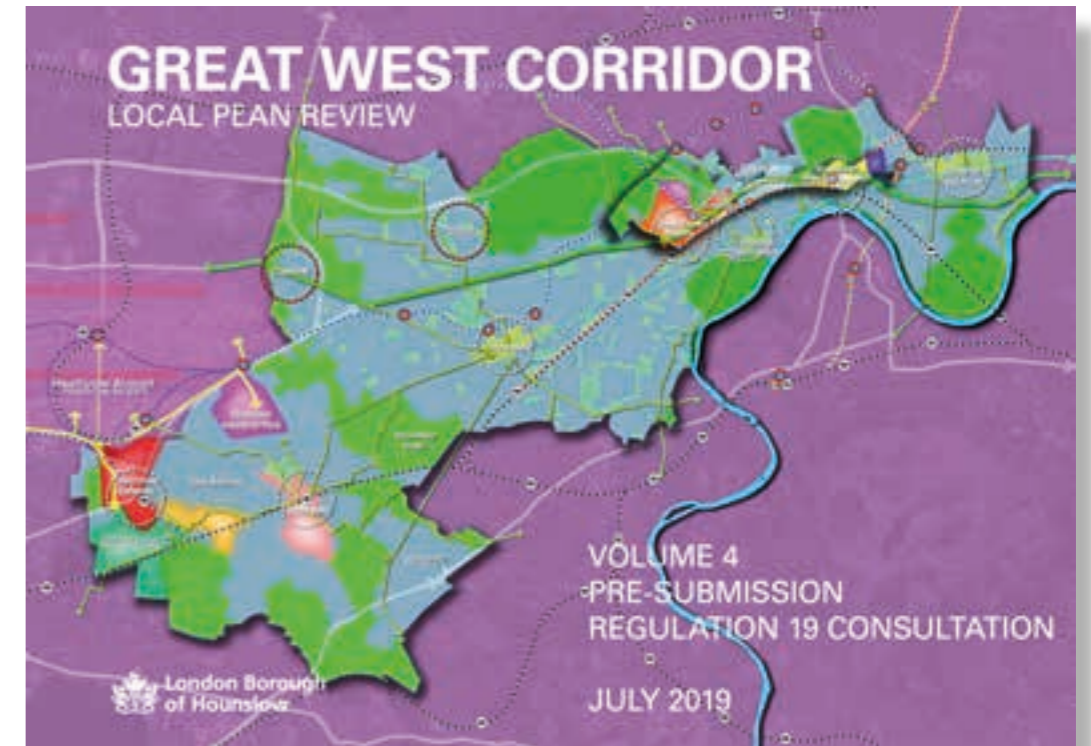
The plan highlights 'fundamentals' that are needed to ensure the entire plan is achieved listed on the right.

This overview is then followed by how the site, as an integral piece of this overall spatial strategy of the wider masterplan, responds to the number of Strategic Objectives and associated Strategic Policies identified.

The following pages identify key elements within the masterplan which respond to the many disciplines that form the Local Plan.

## GWC - THE NEW 'FUNDAMENTALS' OF THE VISION

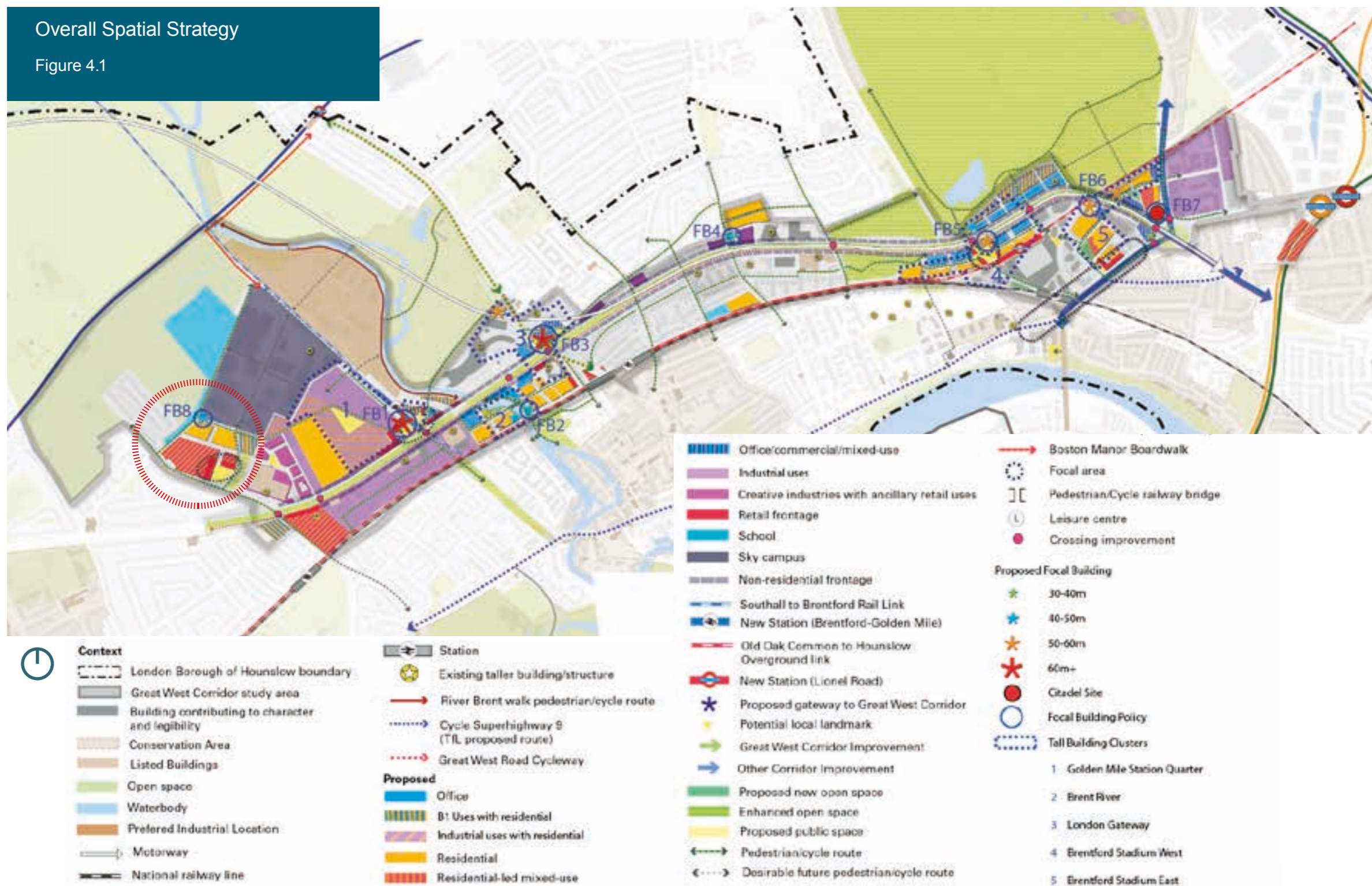
- *A range of amenities and services for employees;*
- *A range and choice of floorspace types including affordable workspaces;*
- *New housing options to attract workers to the area;*
- *Reliable, frequent and accessible public transport services;*
- *Public realm improvements that reduce the dominance 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;*
- *Embracing 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;*
- *Establishing 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.*



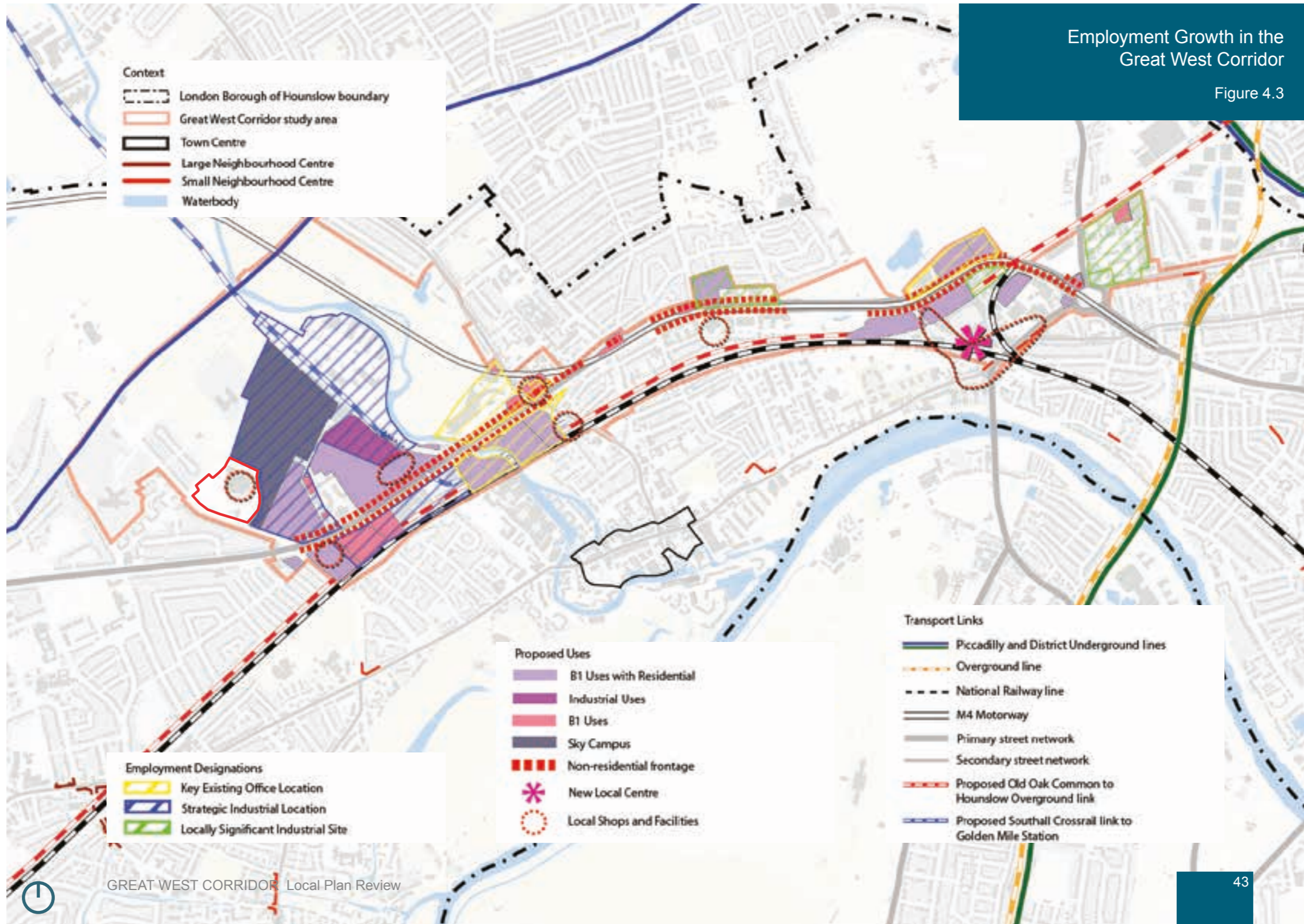
# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

## Overall Spatial Strategy

Figure 4.1



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES



Strategic Policy  
GWC1: Employment Growth

**Strategic Objective 1:**

To provide a mix of employment spaces that would be attractive for the entire business community in existing and potential growth sectors, catering for larger companies, small and medium sized enterprises, microbusinesses, as well as the large free-lance workforce.

Relevant Key Identification

- Local Shops and Facilities
- Sky Campus
- Strategic Industrial Location
- B1 Uses with Residential
- Non-residential frontage

**Masterplan Proposals**

The proposal is residential-led with commercial and retail frontages arranged to face the main square forming a new focal area containing local shops and community facilities for this part of the GWC.

The offer will contain a maximum GIA of 5,000 sqm across a range of sizes, covering the following use classes: E, F2 & Sui Generis and providing 355 jobs. This will also provide a range of employment spaces for a variety of new and existing operators.

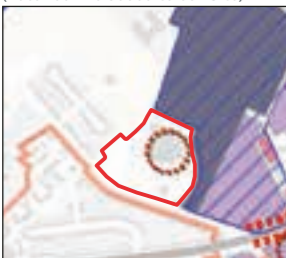

Strategic Policy  
GWC1: Employment Growth

**Strategic Objective 2:**

To foster an environment where existing, new, innovative, cultural and creative enterprises can prosper.

Relevant Key Identification

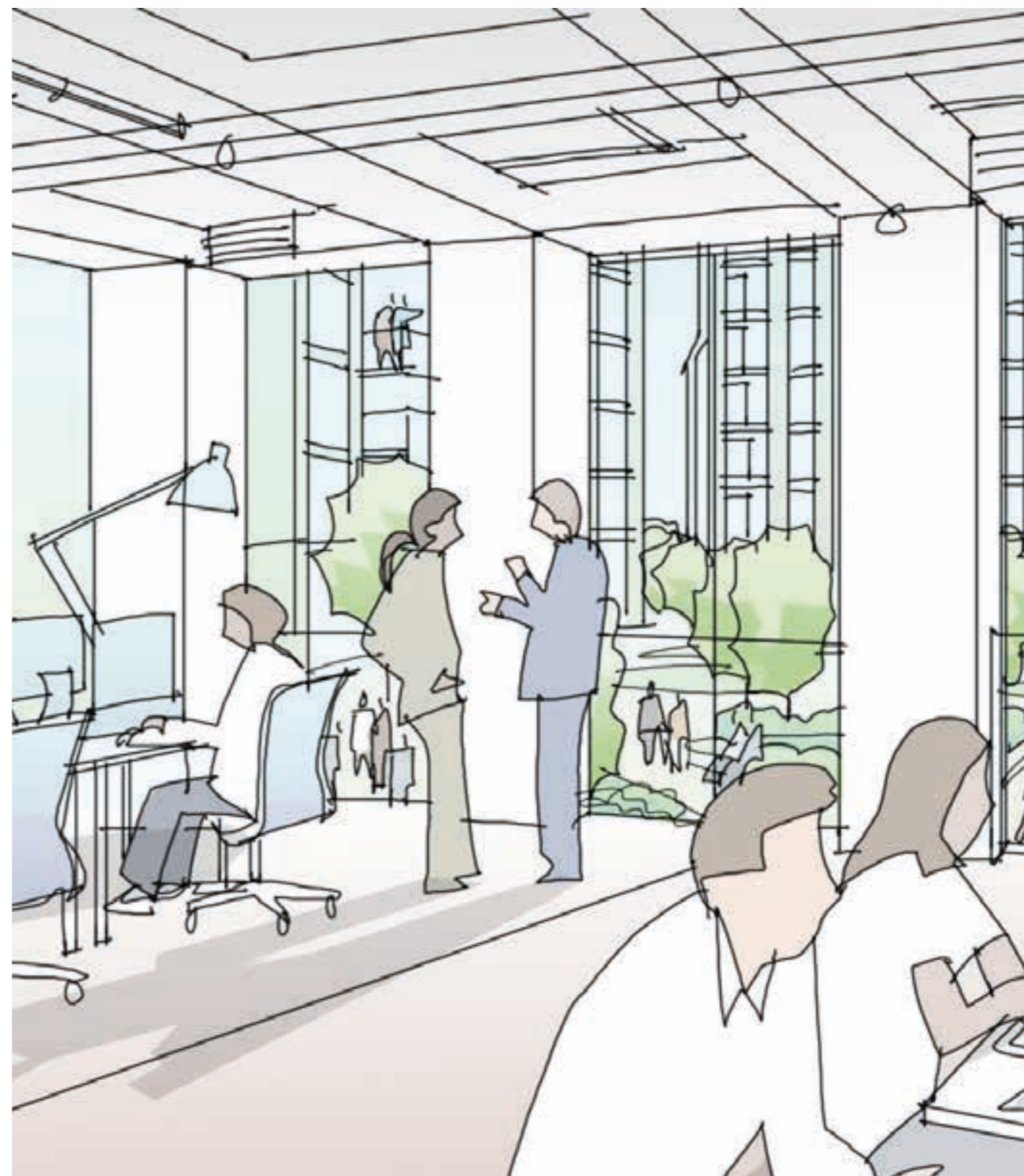
- Local Shops and Facilities
- Sky Campus
- Strategic Industrial Location
- B1 Uses with Residential
- Non-residential frontage

**Masterplan Proposals**

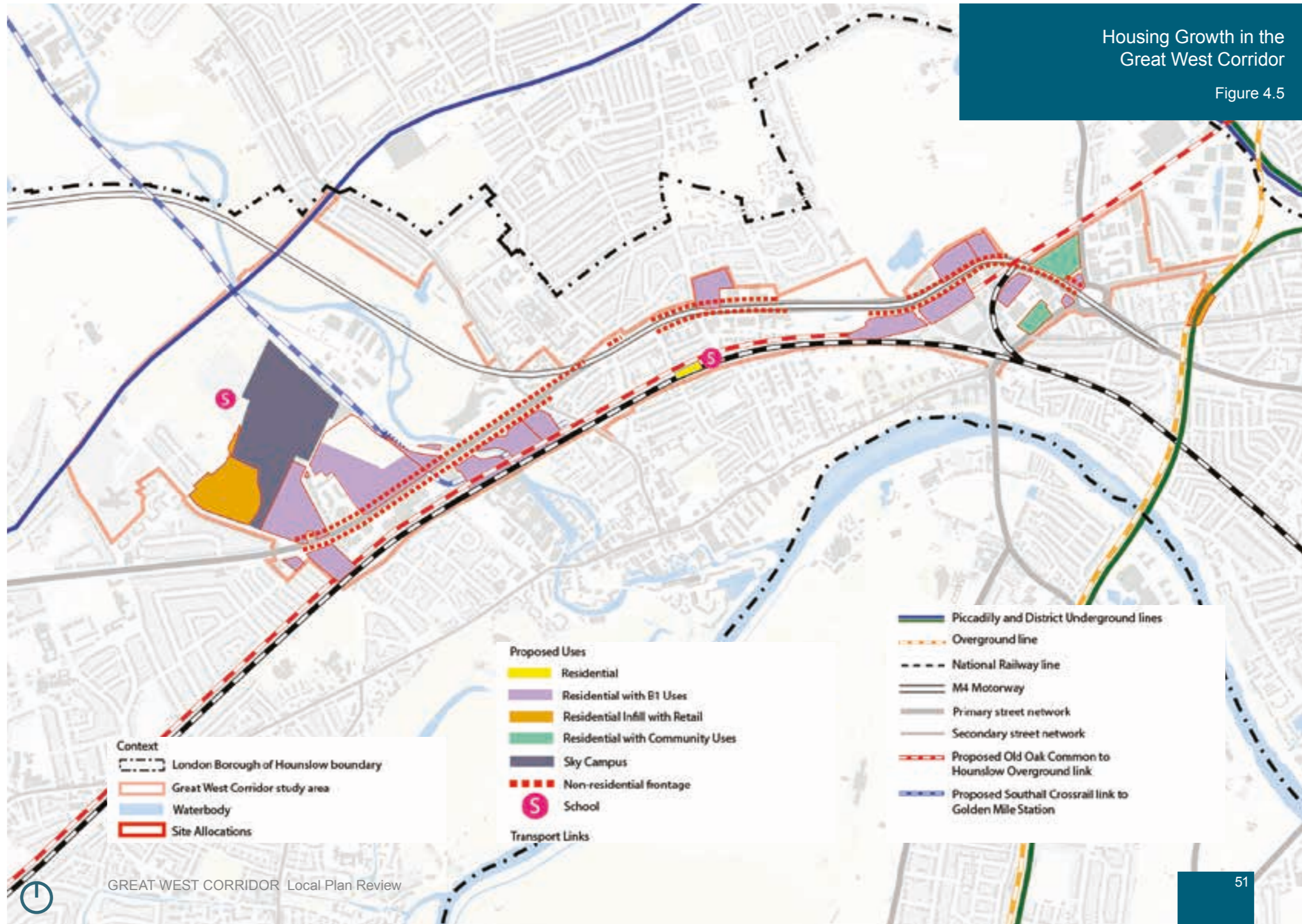
As a residentially-led mixed-use proposal both existing and new enterprises will benefit from the natural footfall the new homes will provide.

In addition, the masterplan focuses the commercial offer on exiting pedestrian and cycle routes between the Sky Campus and Syon Lane Station, while also being adjacent to the proposed mobility hub, ensuring high visibility and use from the local workforce and wider neighborhood.



Work Spaces

# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC2: Housing Growth

## Strategic Objective 3:

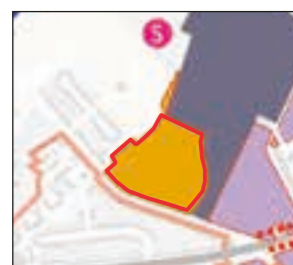
To provide new homes in sustainable locations where residents can walk and cycle to local jobs, amenities and green space.

## Masterplan Proposals

The proposed 1,677 homes will occupy a site that is a confluence of new local amenities, employment opportunities, existing publicly accessible green spaces, and improved connections for all modes of sustainable transport.

All homes will be provided with cycle storage facilities following WestTrans Cycle Parking Guidance, ensuring ease of access to the cycle network.

GWC Housing Growth Plan - Detail (note red line added to our Site)



Relevant Key Identification

- Residential
- Residential with B1 Uses
- Residential Infill with Retail
- Residential with Community Uses
- Sky Campus
- Non-residential frontage
- S School



Strategic Policy  
GWC2: Housing Growth

## Strategic Objective 5:

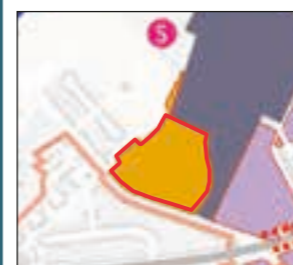
To ensure new homes support good growth by integrating with business, shops, and community uses in order to promote mixed and inclusive communities and deliver lively and liveable places.

## Masterplan Proposals

A major part of the Public Consultation has involved the design team reaching out to the existing community to ask them what they are in need of, and what it is that this site can offer.

In addition to the commercial and community uses the new homes, in a range of sizes, will offer an accessible alternative when compared to the semi-detached homes that dominate the current market. This will bring a new range of age groups to Osterley as a lively and livable growing community.

GWC Housing Growth Plan - Detail (note red line added to our Site)



Relevant Key Identification

- Residential
- Residential with B1 Uses
- Residential Infill with Retail
- Residential with Community Uses
- Sky Campus
- Non-residential frontage
- S School



Strategic Policy  
GWC2: Housing Growth

## Strategic Objective 4:

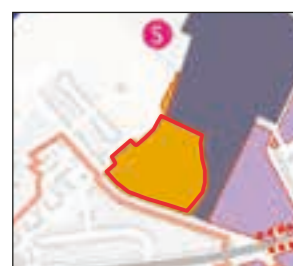
To provide high-quality housing at sizes, tenures and types which are affordable to local residents and helping London meet its needs.

## Masterplan Proposals

The proposed homes will adhere to Berkeley's commitment for high quality homes. The scale of development allows us to offer a range of sizes, tenures and types of accommodation - see section 6.8 for illustrative mix.

The current proposed mix of tenure and size aligns with the current affordable guidance provision. Being an Outline Application this is intended to be adaptable in order to respond to future guidance as-and-when a detailed scheme is submitted.

GWC Housing Growth Plan - Detail (note red line added to our Site)



Relevant Key Identification

- Residential
- Residential with B1 Uses
- Residential Infill with Retail
- Residential with Community Uses
- Sky Campus
- Non-residential frontage
- S School



Syon Lane Frontage

# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC3: Health and Wellbeing

## Strategic Objective 6:

To mitigate the impact of noise and air pollution through the design and positioning of buildings and greening of the area.

## Masterplan Proposals

The proposals will enhance and the existing boundary, including the Water Gardens to the northern edge.

Tree lined streets and boulevards between buildings will provide clean air routes, connecting shaded green public spaces, and bio-diverse areas for recreation. These streets are positioned to connect into the wider network of GWC public realm improvements and future pedestrian and cycle routes.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification



- Metropolitan Open Land
- Local Open Space
- Site of Importance for Nature Conservation
- Clean Air Routes
- Pedestrian/cycle railway bridge
- New public space
- GWC public realm improvements
- Boston Manor board walk



Strategic Policy  
GWC3: Health and Wellbeing

## Strategic Objective 8:

To encourage active lifestyles through the provision of improved parks and play facilities connected by a network of green corridors for active travel.

## Masterplan Proposals

Active lifestyles are encouraged for both existing and new residents through seamless connections linking the four edges of the site, and creating linked green corridors for active travel.

Focused areas for play facilities are located within the Meander area, while the improvements to the Water Gardens offer this under-used space as a place for relaxation; all connected to the wider existing network of public open green spaces.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification



- Metropolitan Open Land
- Local Open Space
- Site of Importance for Nature Conservation
- Clean Air Routes
- Pedestrian/cycle railway bridge
- New public space
- GWC public realm improvements
- Boston Manor board walk



Strategic Policy  
GWC3: Health and Wellbeing

## Strategic Objective 7:

To protect, enhance, develop and / or co-locate new health, education, recreational and leisure facilities to meet the needs of residents and workers.

## Masterplan Proposals

The main square, with its focal offer of community and commercial uses, has immediate access to both established cycle and pedestrian routes and the proposed mobility hub.

This will allow for an ease of access, for a range of uses, by both new and existing residents and workers.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification



- Metropolitan Open Land
- Local Open Space
- Site of Importance for Nature Conservation
- Clean Air Routes
- Pedestrian/cycle railway bridge
- New public space
- GWC public realm improvements
- Boston Manor board walk



The Lanes

# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC4: Open Space & Green Infrastructure

**Strategic Objective 9:**

To protect and enhance the quality, accessibility and function of green infrastructure and open spaces, whilst improving the ecology of the area and ensuring an overall net gain in biodiversity.

**Masterplan Proposals**

The site has a wealth of green infrastructure which the proposal seeks to protect and enhance.

Working with the WildLife Trust and Murdock Wickham the design team's proposal will transform an existing car park into an area of improved ecology, at both ground and roof level, this as part of the Berkeley Group's commitment to ensure that all new developments create a biodiversity net gain.

GWC Health & Wellbeing Plan - Detail (note red line added to our Site)

Relevant Key Identification

- Metropolitan Open Land
- Local Open Space
- Site of Importance for Nature Conservation
- Clean Air Routes
- Pedestrian/cycle railway bridge
- New public space
- GWC public realm improvements
- Boston Manor board walk

Strategic Policy  
GWC4: Open Space & Green Infrastructure

**Strategic Objective 10:**

To establish a well-connected and continuous green corridor that strategically links green infrastructure and open spaces with neighbourhoods and workplaces

**Masterplan Proposals**

The existing boundaries to the site, although green, offer little in the way of pedestrian routes into the site, this cutting off the routes across and severing neighbours from areas of nearby open space.

The considered location of entry points and routes through the site will allow these relationships to be reconnected, creating strategic links of green infrastructure, for both new and existing residents and workers into the open spaces of Osterley & Boston Manor Park.

GWC Health & Wellbeing Plan - Detail (note red line added to our Site)

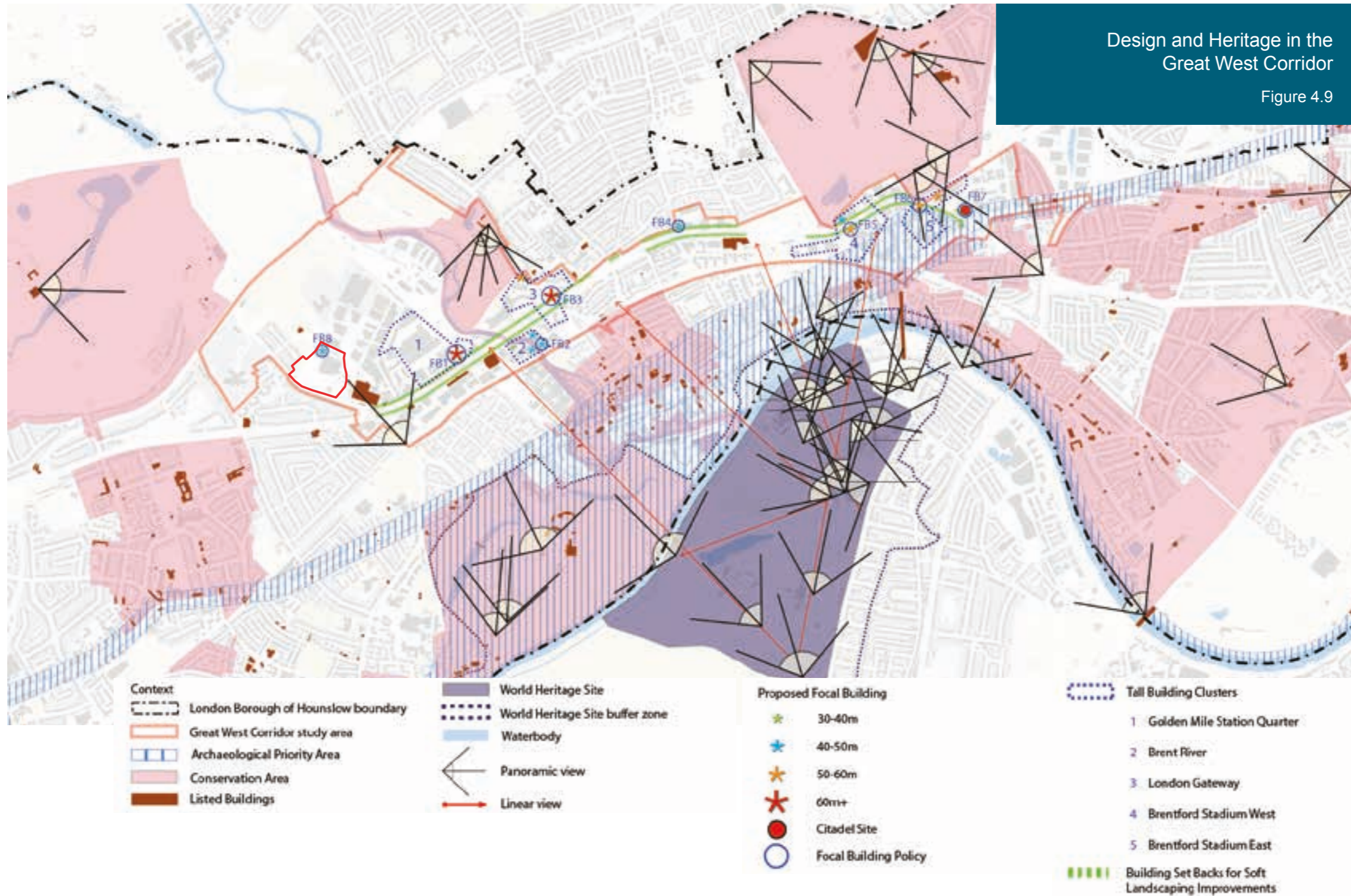
Relevant Key Identification

- Metropolitan Open Land
- Local Open Space
- Site of Importance for Nature Conservation
- Clean Air Routes
- Pedestrian/cycle railway bridge
- New public space
- GWC public realm improvements
- Boston Manor board walk



Water Gardens

# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC5: Design & Heritage

**Strategic Objective 11:**

To establish a coherent and high-quality environment with distinct buildings and features along the M4 and A4 corridors.

**Masterplan Proposals**


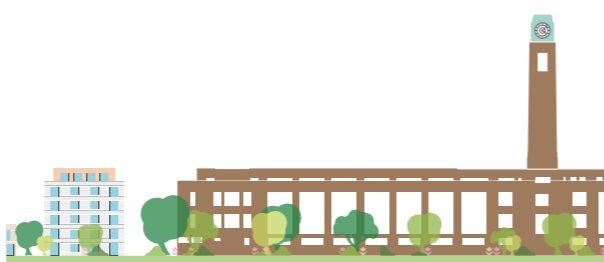
The Design Code looks to reference and bridge the current context of the site. The site is located between domestic scale homes to the south and west, and large scale factories to the East and the Sky Campus to the north.

The Design Code establishes a facade character, with subtle Art Deco references, across the site. This will offer a coherent built language that communicates with their contextual neighbors.

GWC Health & Wellbeing Plan - Detail (note red line added to our Site)

Relevant Key Identification

- Conservation Area
- Listed Buildings
- Waterbody
- 40-50m

Strategic Policy  
GWC5: Design & Heritage

**Strategic Objective 13:**

To establish a series of local places with their own strong characters and identities by ensuring that high-quality new development express distinctively their role and function, through the scale and form of buildings and is integrated with, respects and enhances the natural and historic environment within and around the corridor, on both sides of the Thames.

**Masterplan Proposals**



Aspiring to become the new local heart of Osterley the combination of routes, spaces and buildings will take guidance from the strength of character of both the domestic and industrial buildings making this a successful new place.

The proposed forms, with focal buildings addressing key routes into the site and key spaces, locates height to the north respecting sensitive neighbours, and celebrating the open spaces.

GWC Health & Wellbeing Plan - Detail (note red line added to our Site)

Relevant Key Identification

- Conservation Area
- Listed Buildings
- Waterbody
- 40-50m

Strategic Policy  
GWC5: Design & Heritage

**Strategic Objective 12:**

To protect and make the most of our unique heritage and historic environment, while encouraging innovations in building technology and improving sense of place

**Masterplan Proposals**



The local landmark of the Gillette Tower acts as a western gateway marker to the GWR and is the most visible reminder of the wealth of heritage still present here.

The proposal celebrates the clocktower, enforcing the sense of place by framing views of it from within the site. Wider reaching and local views have been studied to ensure the prominence of the clocktower is respected from key locations surrounding the site.

GWC Health & Wellbeing Plan - Detail (note red line added to our Site)

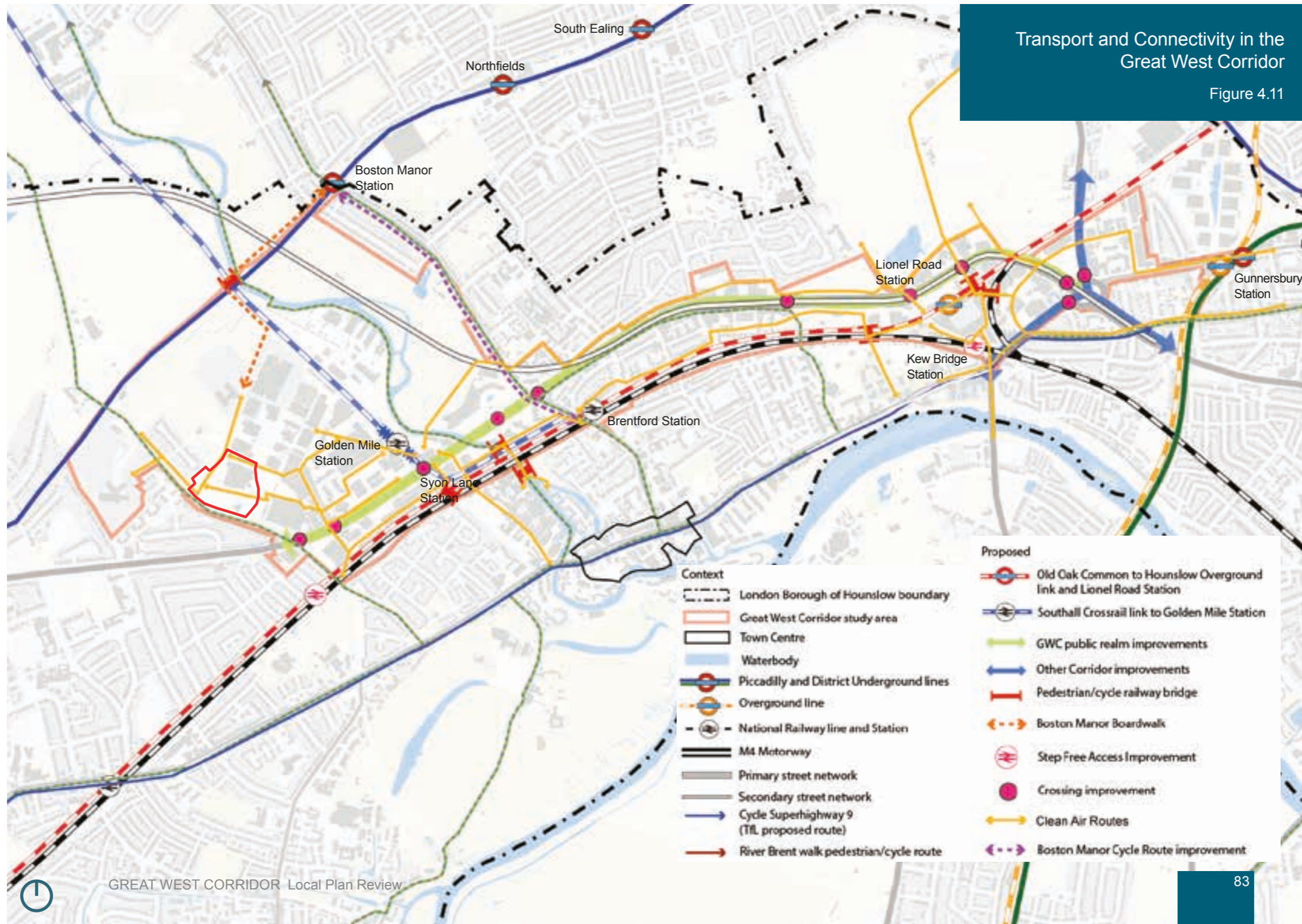
Relevant Key Identification

- Conservation Area
- Listed Buildings
- Waterbody
- 40-50m


Syon Lane

# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES



# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC6: Connecting People & Places

**Strategic Objective 14:**

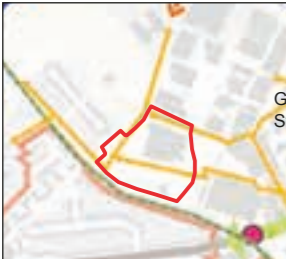


To increase public transport options by supporting the delivery of strategic rail networks, enhanced bus services and improved connections to and from transport hubs and key local and strategic destinations.

**Masterplan Proposals**

Key to the proposal is the extension of the E1 and H28 bus routes, which have been instrumental in locating the position of the mobility hub. The crossing upgrades being explored for Syon Lane & GWR intersection will aid improved and safer access for new and existing residents to the newly improved Syon Lane railway station.

Routes to the north safeguard access to the Boston Manor Boardwalk, offering access to the tube network at Boston Manor.

GWC Health & Wellbeing Plan - Detail (note red line added to our Site)      Relevant Key Identification

Strategic Policy  
GWC6: Connecting People & Places

**Strategic Objective 16:**

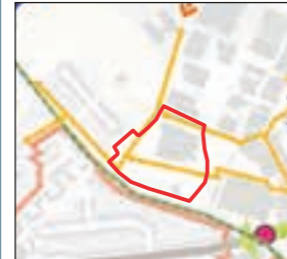


To support the use of sustainable car travel through the delivery of electric vehicle infrastructure, encouraging car-sharing options and limiting the offer of car-parking.

**Masterplan Proposals**

The proposal identifies 10 spaces to be allocated for a car club, which will be available for hire by both residents and the existing community.

A minimum of 20% active electric vehicle charging points will be provided, with remaining car parking spaces to be passive electric vehicle charging points.

GWC Health & Wellbeing Plan - Detail (note red line added to our Site)      Relevant Key Identification

Strategic Policy  
GWC6: Connecting People & Places

**Strategic Objective 15:**

To provide new and enhanced walking and cycling networks to encourage active travel and improve accessibility, connectivity, and ease of movement within the corridor, and between the corridor and key local destinations.

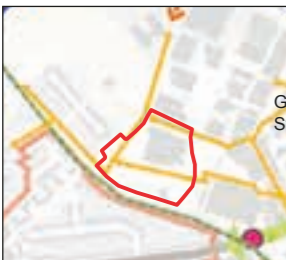


**Masterplan Proposals**

Internal boulevards and streets will provide clean air routes connecting the site to the wider context.

The provision of the transport hub and increased bus services will improve the connection available to key local destinations for both new and existing residents and workers.

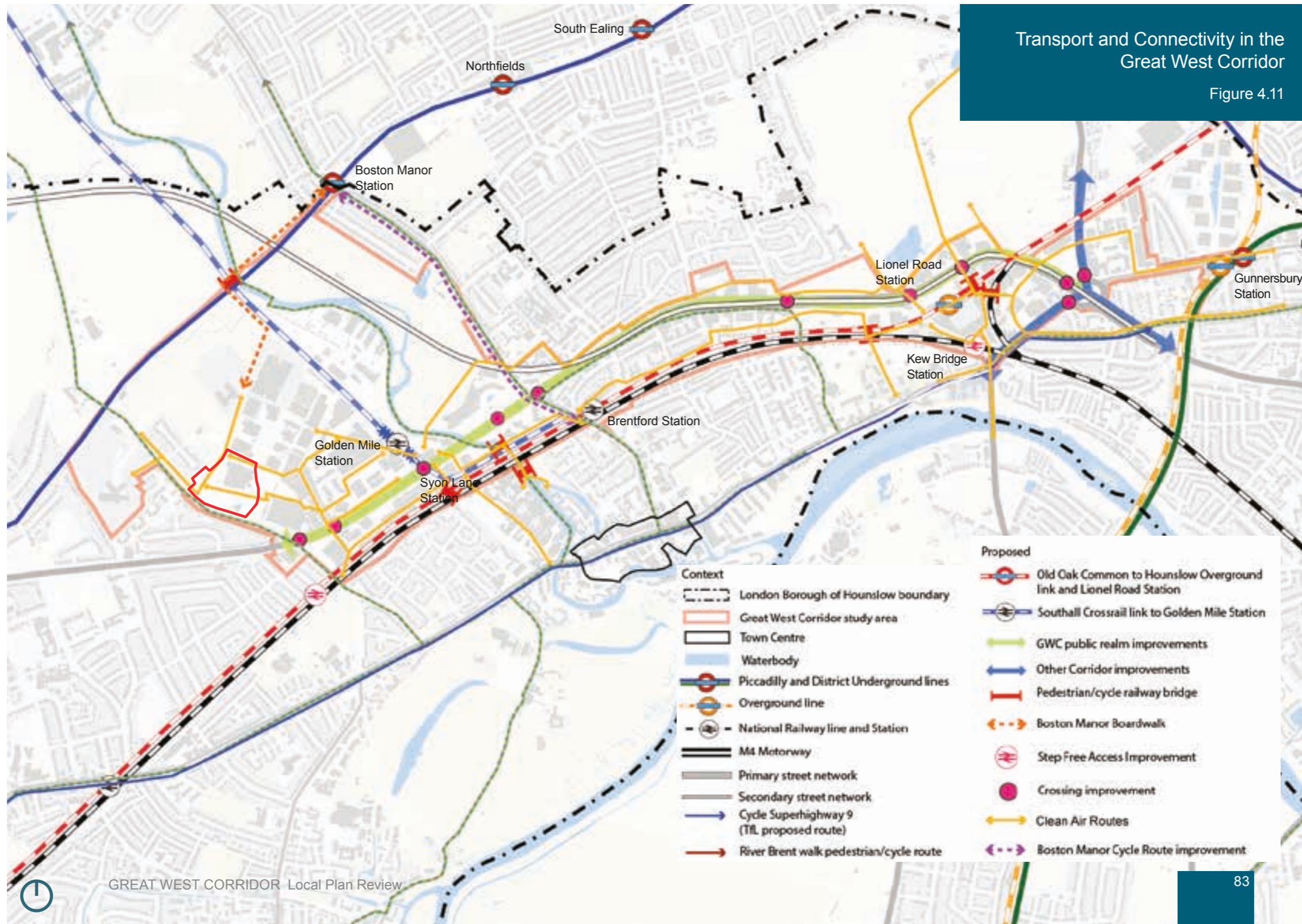
All homes will be provided with cycle storage facilities, ensuring ease of access to the improved cycle network.

GWC Health & Wellbeing Plan - Detail (note red line added to our Site)      Relevant Key Identification


The Clearing

# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES





# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES

Strategic Policy  
GWC6: Connecting People & Places

## Strategic Objective 17:

To promote ways to reduce the impact of construction, servicing, and delivery trips.

## Masterplan Proposals

Berkeley are members of the Considerate Constructors scheme, ensuring that the impact from the construction process will be minimized.

Operating the site, key areas have been identified for servicing and delivery, to both residential and commercial users.

Commercial servicing is contained within a allocated podium, which is covered to prevent unnecessary visibility and reduce noise.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification



- Primary street network
- Secondary street network
- Cycle Superhighway 9 (TfL proposed route)
- GWC public realm improvements
- Crossing improvement
- Clean Air Routes



Strategic Policy  
GWC6: Connecting People & Places

## Strategic Objective 18:

To positively meet our duties to deliver our strategic and local growth needs, linked to effective infrastructure planning and delivery.

## Masterplan Proposals

As part of the wider network of identified development sites within the GWC Local Plan the proposal safeguards and supports the objectives listed, with the success being in the combined alignment and layering, of the five GWC disciplines.

GWC Health & Wellbeing Plan - Detail  
(note red line added to our Site)

Relevant Key Identification

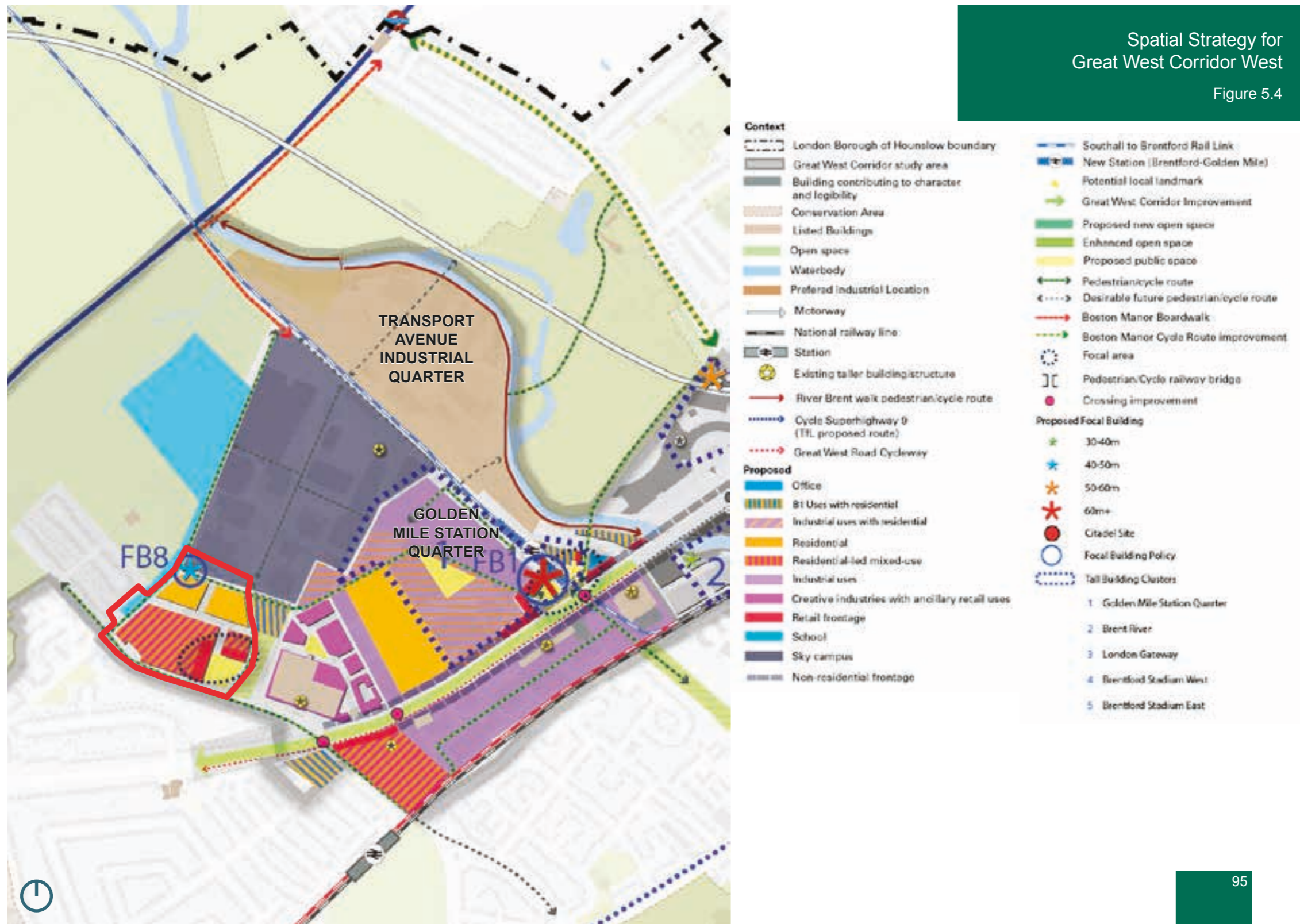


- Primary street network
- Secondary street network
- Cycle Superhighway 9 (TfL proposed route)
- GWC public realm improvements
- Crossing improvement
- Clean Air Routes

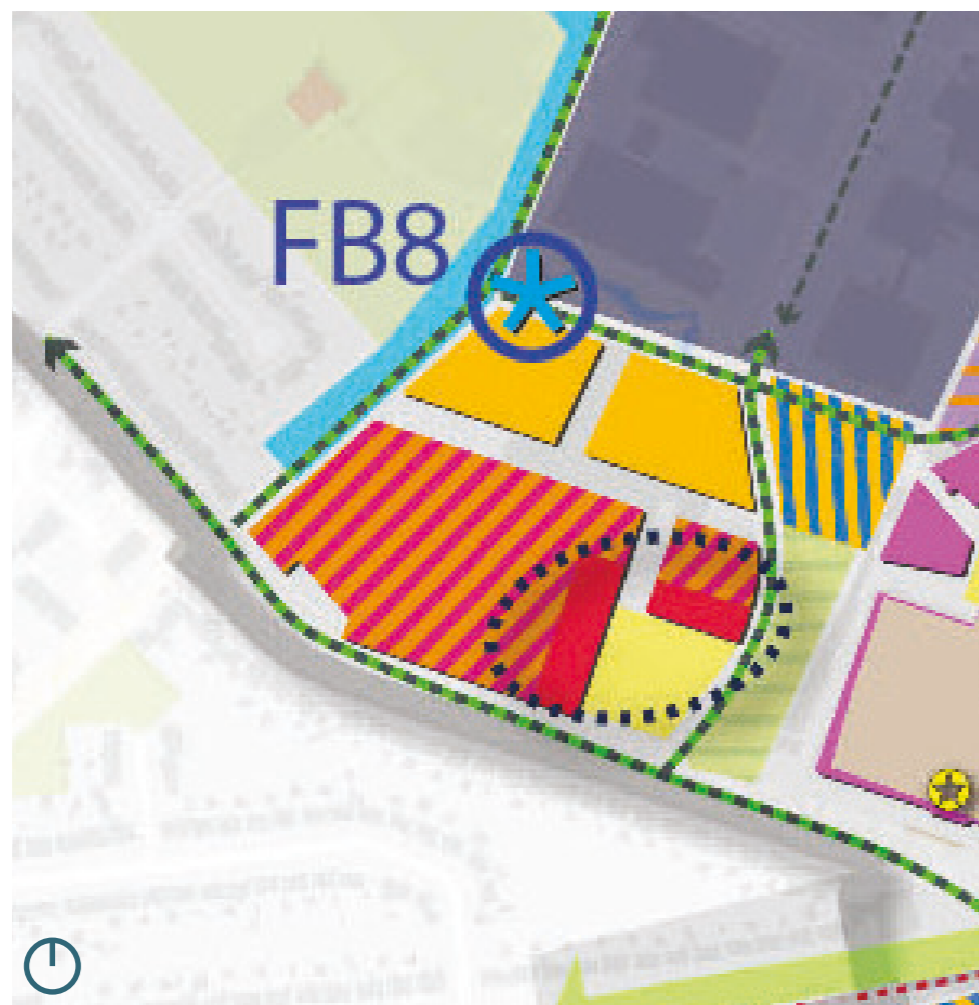


Ground Floor Mixed Uses

# 3.13 ALIGNMENT WITH GWC STRATEGIC OBJECTIVES



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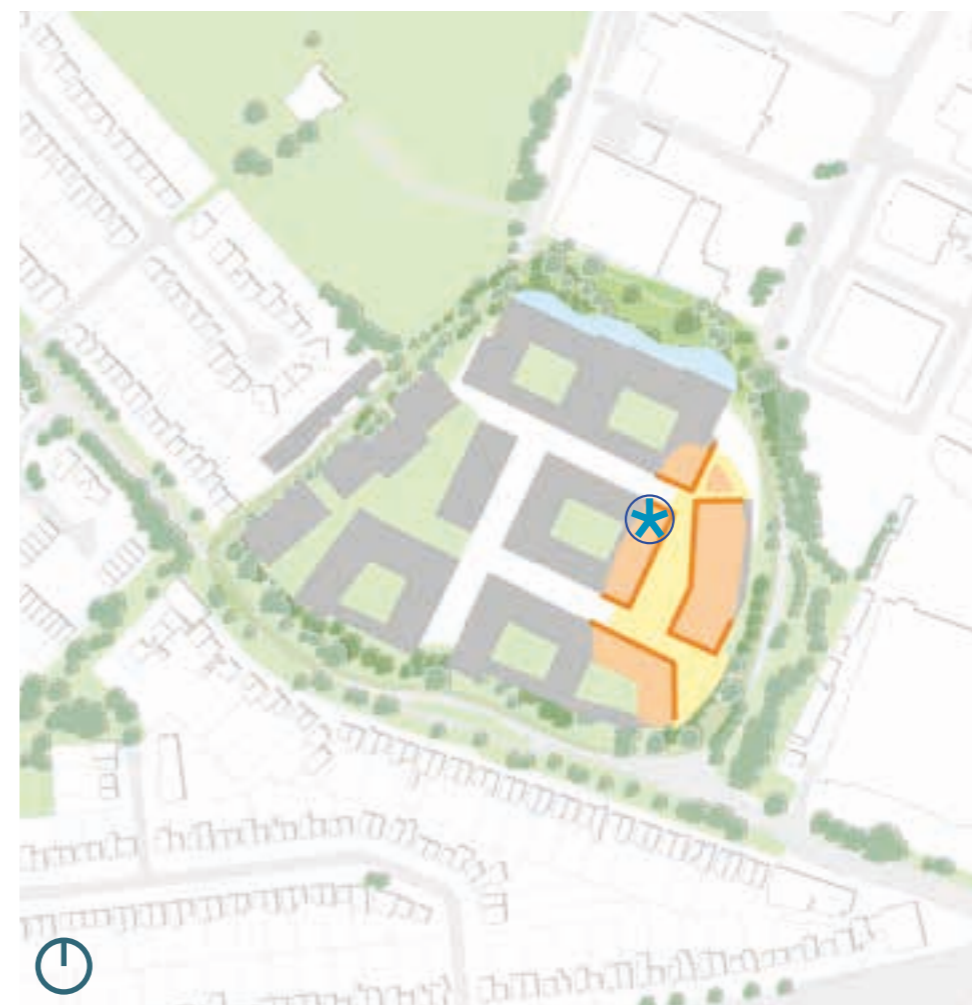


GWC Indicative Design

Existing Analysis & Context

Site Specific Identified Elements

Listed Buildings	Residential-led mixed-use
Open space	Retail frontage
Existing taller building structure	Proposed public space
Sky campus	Residential
Great West Road Cycleway	Desirable future pedestrian/cycle route
Pedestrian/cycle route	Focal area
BI Uses with residential	Proposed Focal Building
Creative industries with ancillary retail uses	40-50m



Masterplan Proposals

Site Specific Identified Elements

- Residential-led mixed use proposals
- Retail frontages to East of the site
- Public Space(s) to East of the site
- Residential to North & West
- Pedestrian and cycle routes through proposals
- Focal area to the East, defined as the Clearing
- Focal building to the West, addressing the MOL
- + Water Gardens enhanced
- + Mobility Hub provided
- + Bus turnaround location provided
- + Clear East to West routes
- + Clear North to South service routes
- + Designated green public space to the West
- + After Analysis of the Boundary Conditions and their sensitivities the Focal Building has now been located in the north east corner due to its proximity to the Commercial land Use and to increase the distance from the MOL