



## Kew Bridge, Brentford, London, UK

A New Riverside Destination:  
Creating Waterfront Public Realm



Our aim to create a high quality, residential led mixed use development with significant public realm improvements at this important riverside site.



Ian Dobie, St George West London

Kew Bridge is a site of over 1.82 hectares located on the northern bank of the River Thames overlooking the World Heritage Site of Kew Gardens. It is located within two Conservation Areas, adjacent to the Grade II listed Kew Bridge, and in close proximity to the Grade I listed Campanile of the Kew Steam Museum.

St George acquired the site in 2002 but was unsuccessful in achieving planning consent. John Thompson & Partners were appointed to a new design team in 2006. Subsequently, St George acquired additional sites of the Thameside Centre and the Wagon & Horses pub extending the site, incorporating the additional area into a new masterplan.

### Project Delivery

- In order to address the significant local opposition that had been established to the previous scheme proposals, JTP undertook an extensive community engagement process.
- The engagement process informed the emerging design proposals which were developed in collaboration with local community resident groups, Kew Steam Museum and London Borough of Hounslow.
- Creation of a new destination including riverside piazzas and improved riverside walkway with south facing aspect over the River Thames towards Kew Gardens
- A range of mixed uses including a new public house, restaurants, retail units and a mix of one, two and three-bedroom residences in a number of buildings of different character.
- These buildings are developed in a number of different architectural styles. 'Provenance Wharf' is a building with dual gabled roofs making reference to traditional warehouse architecture, whilst the landmark 'Ellipse' building is a crisp, simple, structure in a finished white render.
- Planning permission for Kew Bridge granted in July 2010 with the extended masterplan approval in March 2011. Completion due in 2014.

### Client

St George West London Limited

