

Kew Bridge Road and Thameside Centre

View of the development across the river



A NEW VISION

The proposals are designed to create a vibrant, active and sustainable environment for residents, visitors and the local community. The proposals for the 1.82ha (4.5acre) site will create 313 new homes (149 additional to the existing permission) and a range of commercial uses including offices, shops, restaurants, a riverside pub and a boating club.

The wider side benefits include;

- The delivery of much needed private and affordable new homes
- Improved pedestrian and cycle access
- Just over 50% of the site as publicly accessible open space
- Opening up the river and the creation of useable accessible public space. This will create a high quality, well lit and managed pedestrianised public space giving easy access to 170 metres of riverside frontage.
- A vibrant mix of uses including new shops, restaurants and offices for local businesses
- Reduced peak hour traffic
- New trees and green spaces
- 3 public squares accessible to all
- High quality office accommodation to suit modern occupiers

EXISTING PERMISSION

Planning permission was granted for the eastern part of the site in July 2010. The consent was for 164 homes along with new retail/restaurant uses, a riverside pub and new public square. Subsequent proposals for the adjacent Thameside Centre have come forward to extend the regeneration of this important riverside site.

The inclusion of the Thameside Centre site has allowed elements of the original scheme to be enhanced and improved. These include changing the location of the basement car park access, rotating the new riverside pub and amending the western building on the Kew Bridge site.

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MASTERPLAN



DESIGN VISION

The proposal has been developed with respect to key design objectives and will deliver the following site benefits:

A NEW RIVERSIDE DESTINATION

Creates a new destination in this prominent riverside location to compliment and support a range of existing established local facilities.

PUBLIC OPEN SPACE

Creates high quality public realm, with 3 new public spaces that encourage a vibrant mix of uses and activities.

PEDESTRIAN PERMEABILITY

Re-stitches the streetscape and urban fabric. Establishes a strong connection between Kew Bridge Road and the riverfront to ensure that the scheme is accessible to all and encourage integration with the community.

DISTINCT ARCHITECTURAL CHARACTER

Creates a sense of place that reflects the historical and physical context of the area. Responding to the prevailing rhythm and articulation of frontages and use locally distinctive colours, materials and architectural detailing.

MIXED USES

Generates a mix of uses that are complimentary to the adjacent neighbourhood and maximises the potential and popularity of the riverfront.

A UNIQUE LANDSCAPE SETTING

Enhances the towpath by taking advantage of its river setting and provides significant new tree planting in all new public spaces.

STRONG BUILT FRONTAGES

Defines the edge of the site adjacent to both the river and road and integrates with the existing townscape, including local landmarks and skyline.

SUSTAINABLE DEVELOPMENT

Promotes and achieves the Berkeley Vision 2020 initiative by delivering a sustainable community built upon green principles.

MIXED TENURE

Develops housing for a range of household income levels to promote a healthy and diverse culture in the neighbourhood.

BUILDING FOR LIFE

Designed to CABE Building for Life Principles.

MASTERPLAN KEY

- / Application Site Boundary
- 1 Kew Bridge Square
- 2 Steam Museum Square
- 3 River Towpath
- 4 Restaurant/Cafe
- 5 Riverside Pub
- 6 Reflecting Pools
- 7 Basement Car Park Entrance
- 8 Private Amenity Courtyards
- 9 Boat Club beneath Arches
- 10 Additional Riverside Planting
- 11 Pontoon
- 12 Public WCs

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Illustrative aerial perspective



Illustrative view of entrance square



Illustrative view of reflecting pools



Illustrative view of Riverside Pub and towpath



Illustrative view along Kew Bridge Road