INTRODUCTION

Welcome to the Kew Bridge Road and Thameside Centre Public Exhibition.

This exhibition has been organised following the submission of a planning application in March 2011. It is an opportunity to view the changes since the previous public consultation events and to discuss the application with the design team.

EXISTING PERMISSION

Planning permission was granted for Kew Bridge Road, 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

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.

A NEW VISION

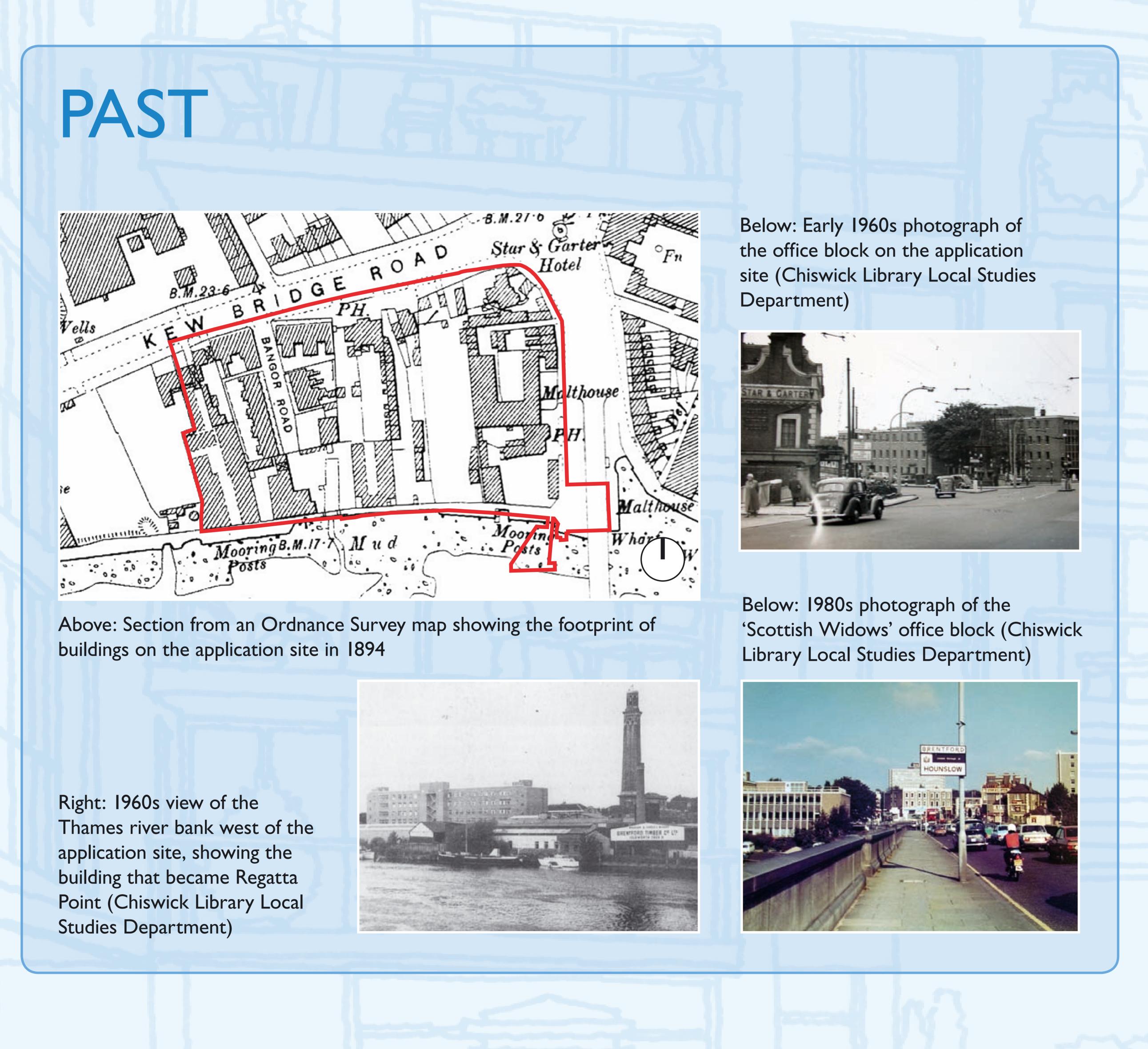
The proposals are designed to create a vibrant, active and sustainable environment for residents, visitors and the local community. The proposals for the 1.82ha (4.5acre) site will create 313 new homes (149 additional to the existing permission) and a range of commercial uses including offices, shops,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

The wider site 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
- Over 170 metres of improved river towpath
- 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 business occupiers

Following our Community Engagement programme at pre-application stage, we amended our proposals prior to the formal submission of our application.

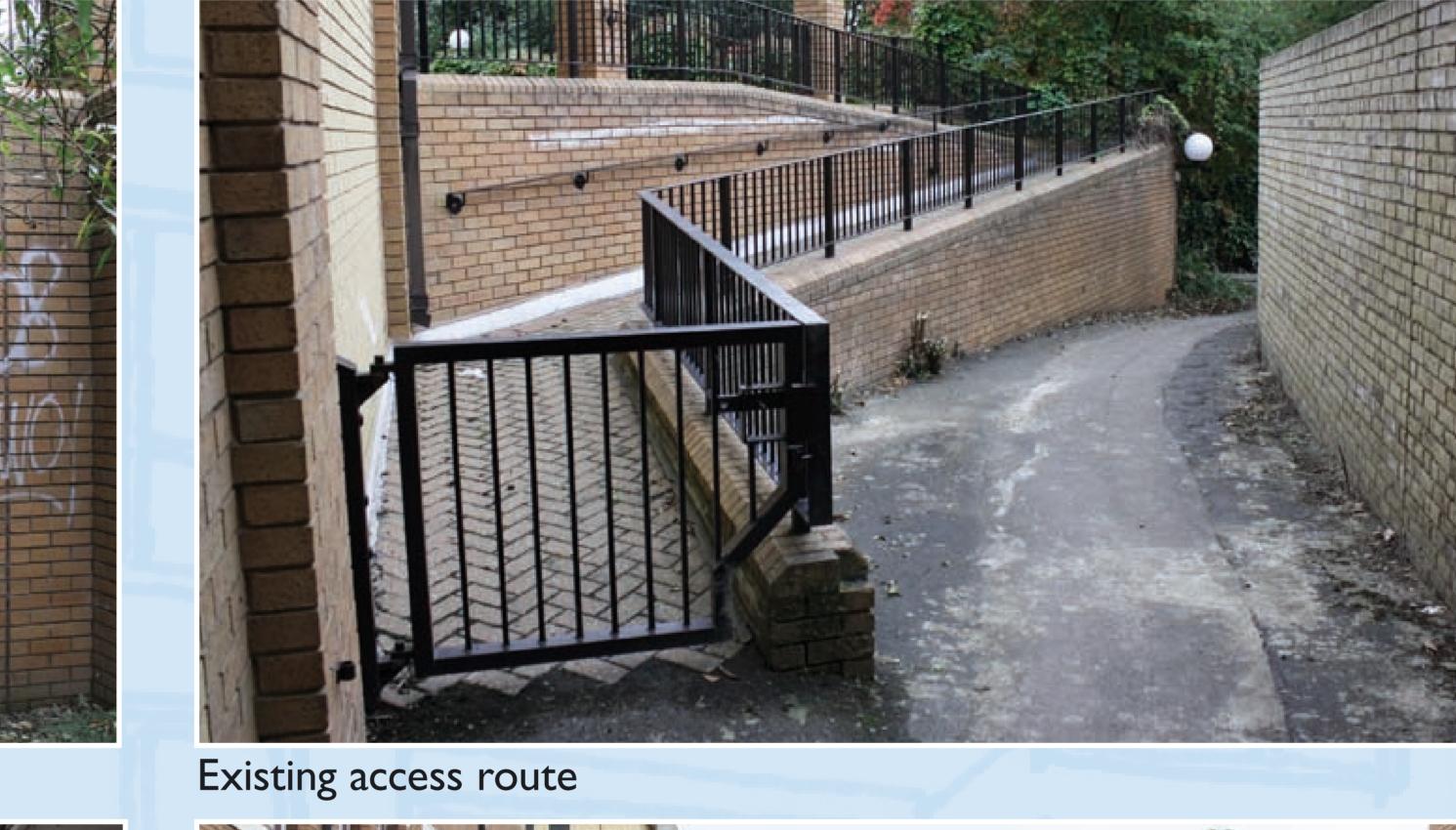
The application has been registered with the London Borough of Hounslow (Registration number 00657/P/P16) and can be viewed in detail at www.hounslow.gov.uk

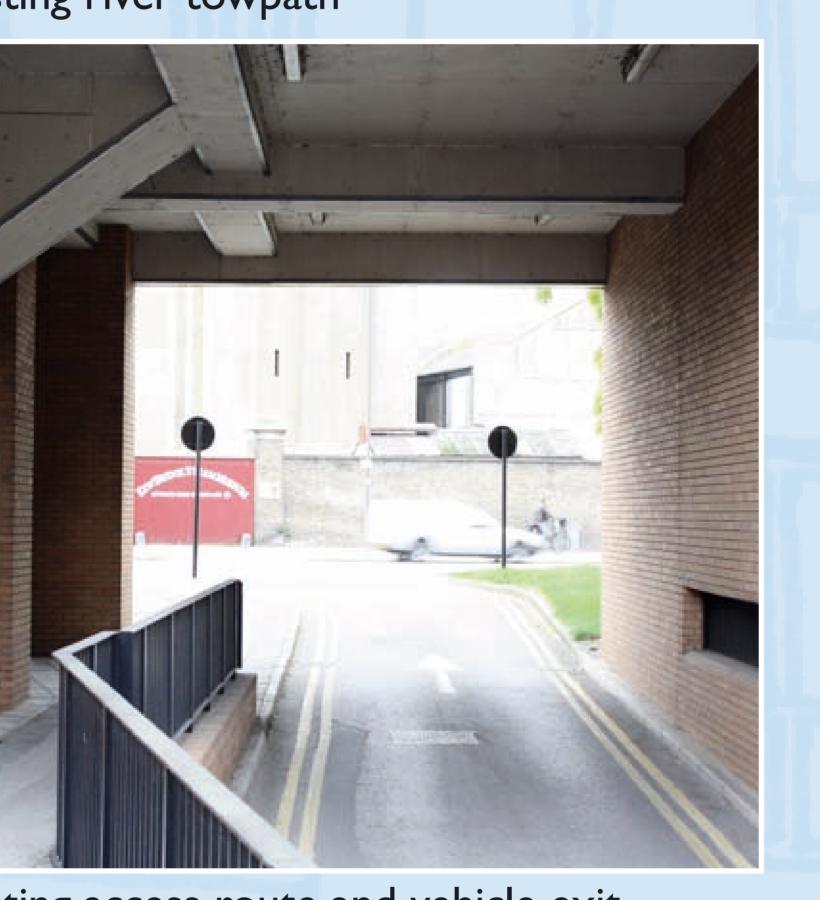


PRESENT



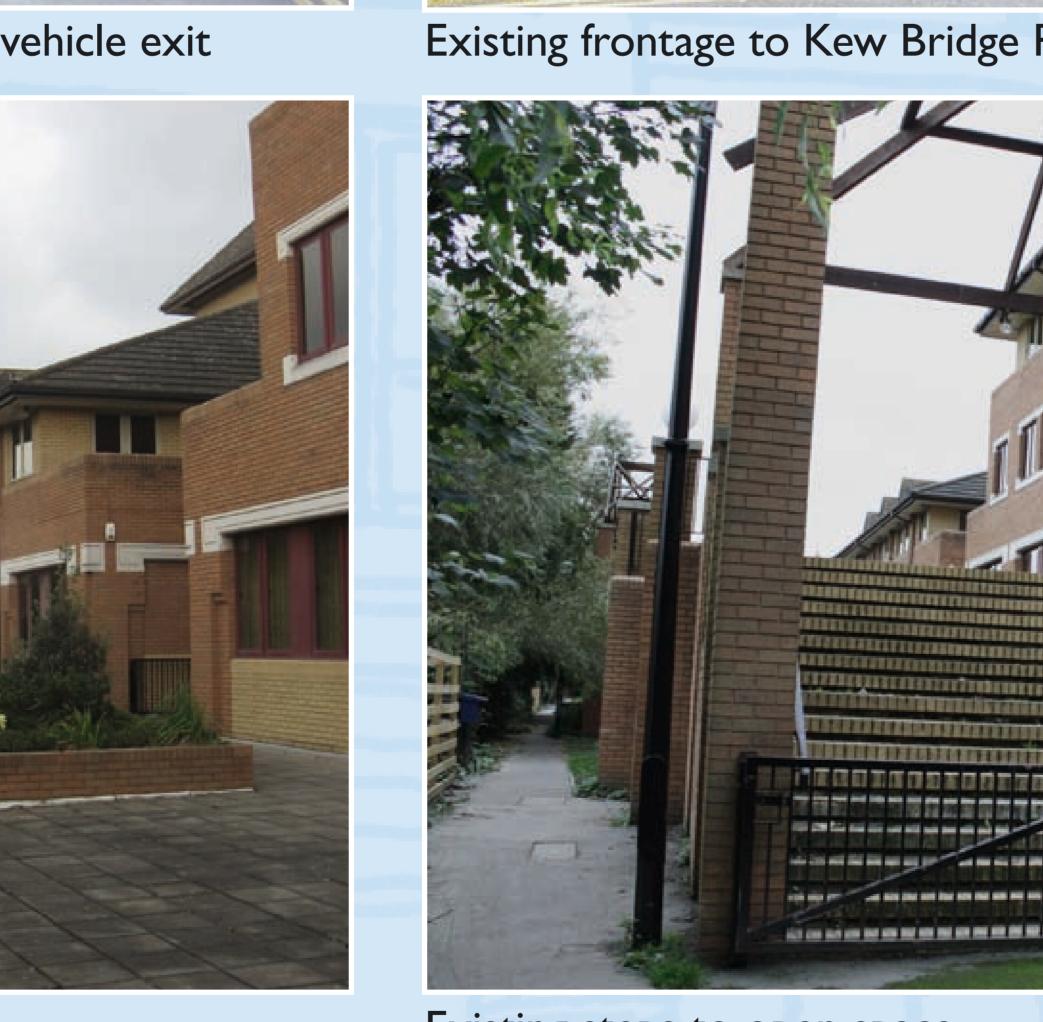






Existing open space







FUTURE



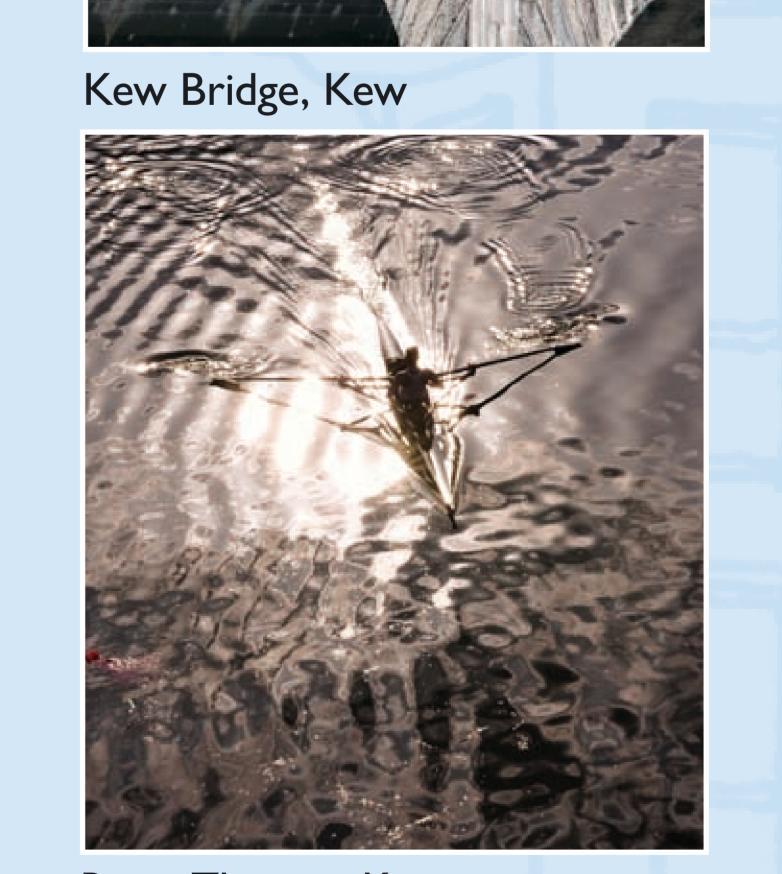


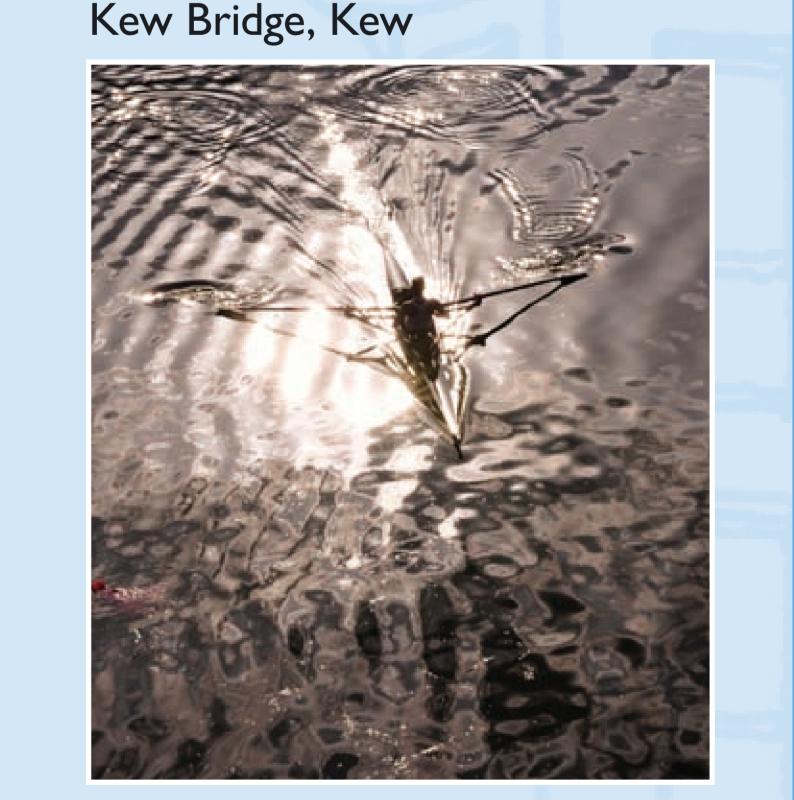












COMMUNITY ENGAGEMENT AND SCHEME CHANGES

An active pre-application community engagement process has been undertaken by St George, led by John Thompson & Partners to ensure local participation throughout the design process.

views have significantly influenced the design proposals for the Kew Bridge Road and Thameside Centre that now form the Planning Application including the following comments:

Concerns were noted over the potential impact on the

Buildings have been set back from Kew Bridge Road to

create a new public square that provides a setting to

the listed buildings. Key views of the campanile tower

are retained to act as a local way finder around

KEW STEAM MUSEUM

listed Kew Bridge Steam Museum.



BUILDING HEIGHTS

RESPONSE













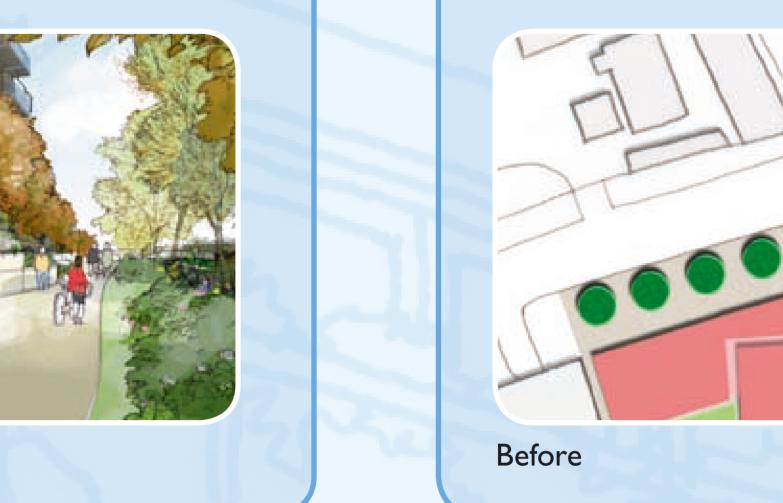
RIVER TOWPATH

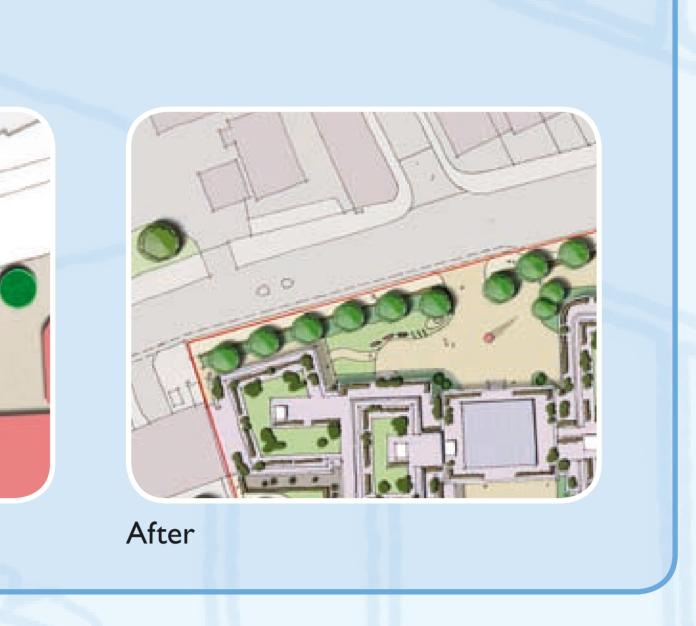
Some members of the community felt the river towpath is currently an unfriendly place and it should be made to feel more safe.

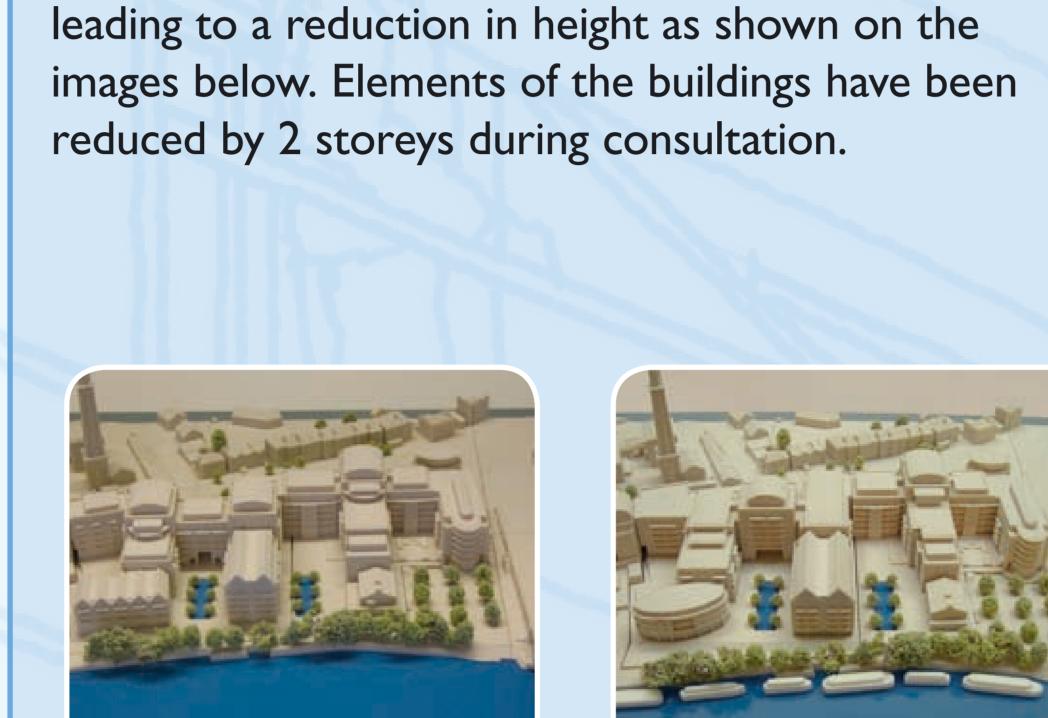
Significant improvements to the river path will be undertaken to open up 170m of the river. As a result of consultation, the river towpath has been widened to better accommodate both pedestrians and cyclists with greater natural surveillance.



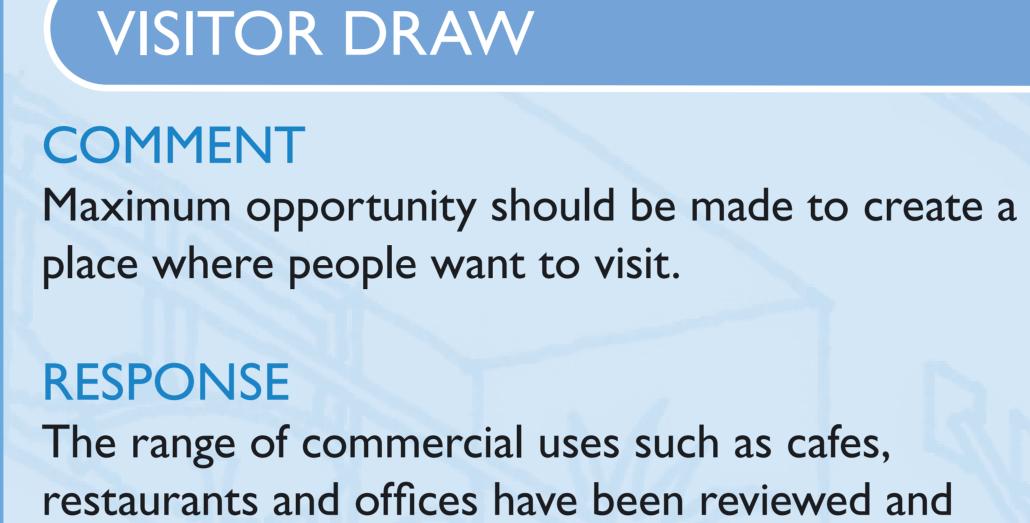


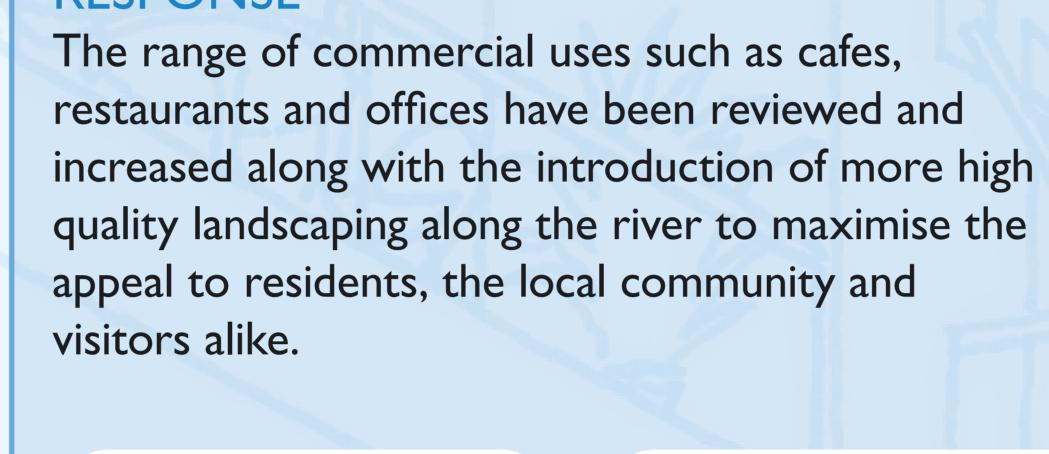




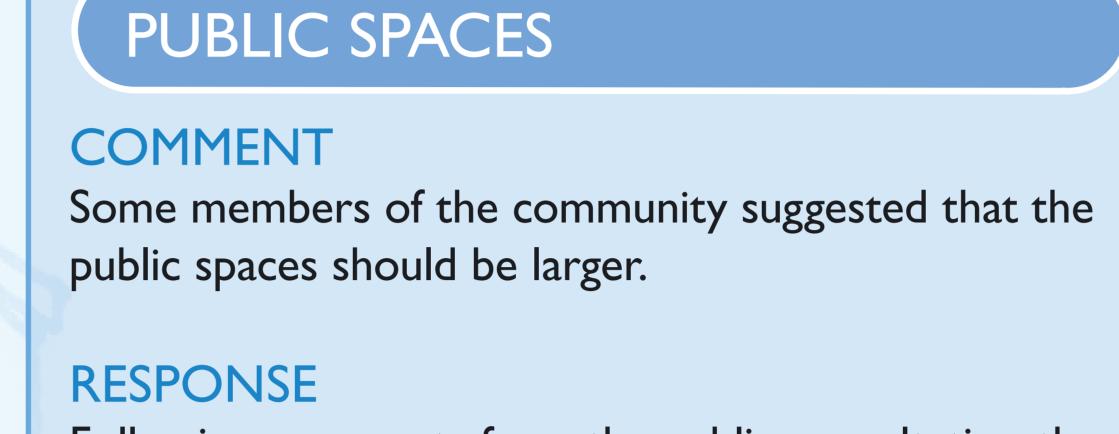


There has been significant re-design of the buildings









Following comments from the public consultation the quantity and quality of the new public spaces were revised and their proportion increased to over 50% of the site area with the building footprint reduced to only 36% of the site.

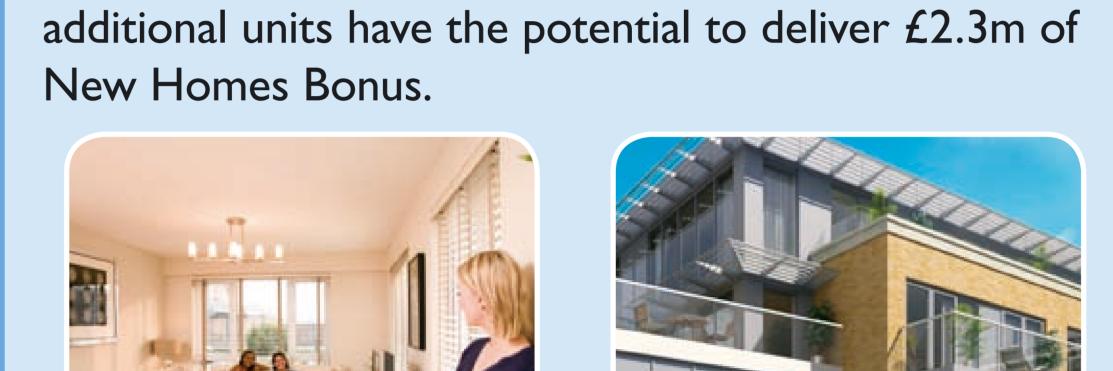


NUMBER OF HOMES

The scheme will be too dense with too many new

Kew Bridge Road part of the site. The proposed 149

Following a variety of design changes in response to community comments the proposed scheme has been reduced from circa 200 dwellings to 149. This is in addition to the 164 already approved on the





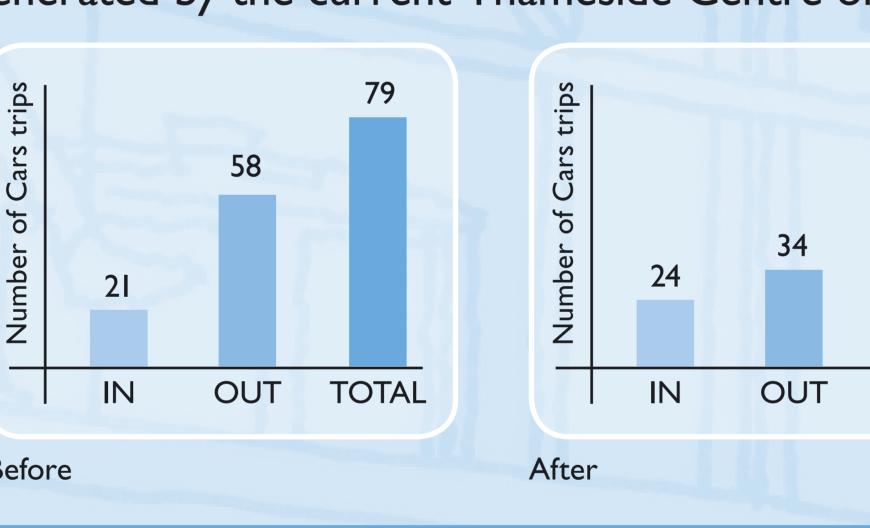


Local residents raised concerns over traffic generation at peak times along Kew Bridge Road and at the Kew Bridge junction

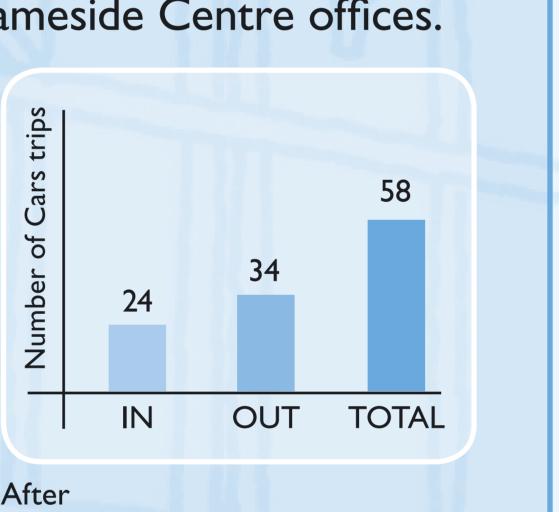
CAR PARKING

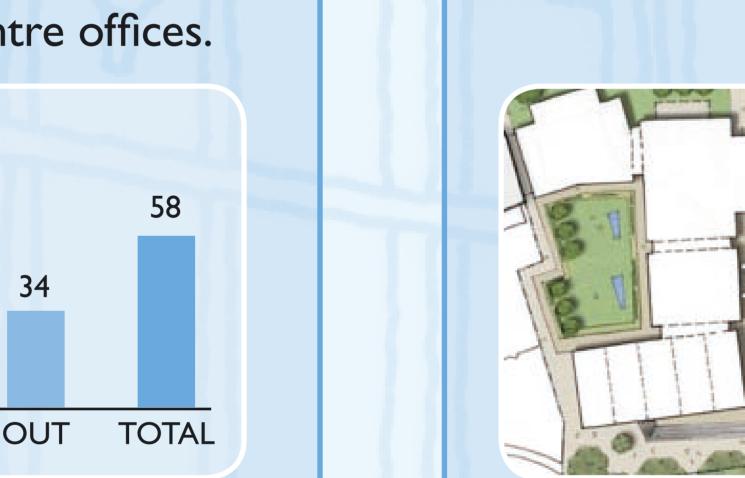
parking in surrounding streets.

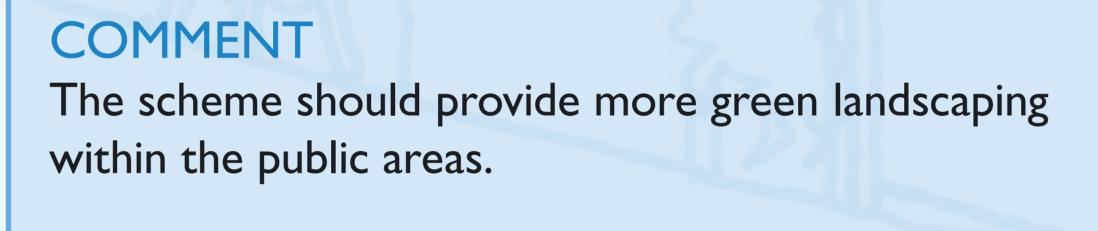
The number of proposed new homes have been reduced and efforts made to encourage non-car transport. As a result the predicated peak traffic generation, for the additional 149 new homes has reduced to a level where it is 25% less than that generated by the current Thameside Centre offices.



There is too little car parking, which will lead to







PUBLIC REALM

Greater tree planting and soft landscape proposals have been included within the 3 additional public squares and the overall scheme.







The parking ratio has been increased to I space per new home with additional parking for the new businesses. New residents will not be allowed to apply for permits in any future CPZ scheme. Additional funding for car club spaces is envisaged. Cycle storage numbers have increased and will be made very secure to encourage transport other than by car.

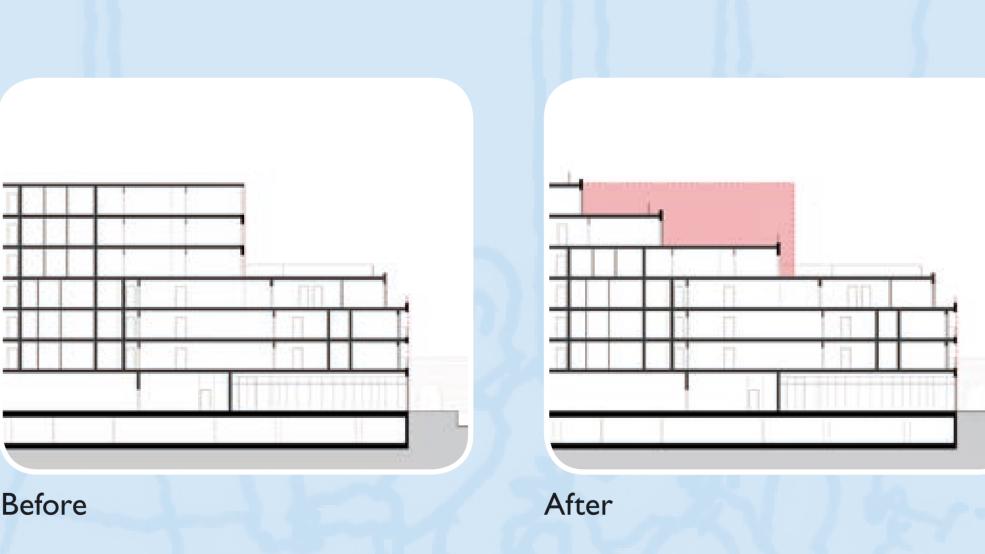




REGATTA POINT VIEWS

Some residents from Regatta Point expressed concern over potential loss of views enjoyed from their

The buildings adjacent to Regatta Point have been reduced in height. Additionally, the elliptical building has been set back further away from Regatta Point than the existing office block on the site.





"I think it is a very generous design which local people will come to appreciate greatly"

DESIGNVISION



A NEW RIVERSIDE DESTINATION Creates a new destination in this prominent riverside location to compliment and support a range of existing

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

PEDESTRIAN PERMEABILITY

established local facilities.

SCHEME DETAILS

37 x I Bed dwellings

169 x 2 Bed dwellings

107 x 3 Bed dwellings

PUBLIC OPEN SPACE

BUILT FOOTPRINT

36% of total site area

51% (2.2 acres) of total site area

RESIDENTIAL

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 locallydistinctive colours, materials and architectural detailing.

popularity of the riverfront.

local landmarks and skyline.

BUILDING FOR LIFE

PARKING

A UNIQUE LANDSCAPE SETTING

STRONG BUILT FRONTAGES

Enhances the towpath by taking advantage of its river setting

and provides significant new tree planting in all new public

Defines the edge of the site adjacent to both the river and

road and integrates with the existing townscape, including

Promotes and achieves the Berkeley Vision 2020 initiative

Develops housing for a range of income levels to promote a

healthy and diverse culture in the neighbourhood.

Designed to CABE Building for Life Principles.

325 Car Parking Spaces / 420 Cycle Spaces

by delivering a sustainable community built upon green

- adjacent neighbourhood and maximises the potential and
 - Kew Bridge Square
 - Steam Museum Square
 - River Towpath

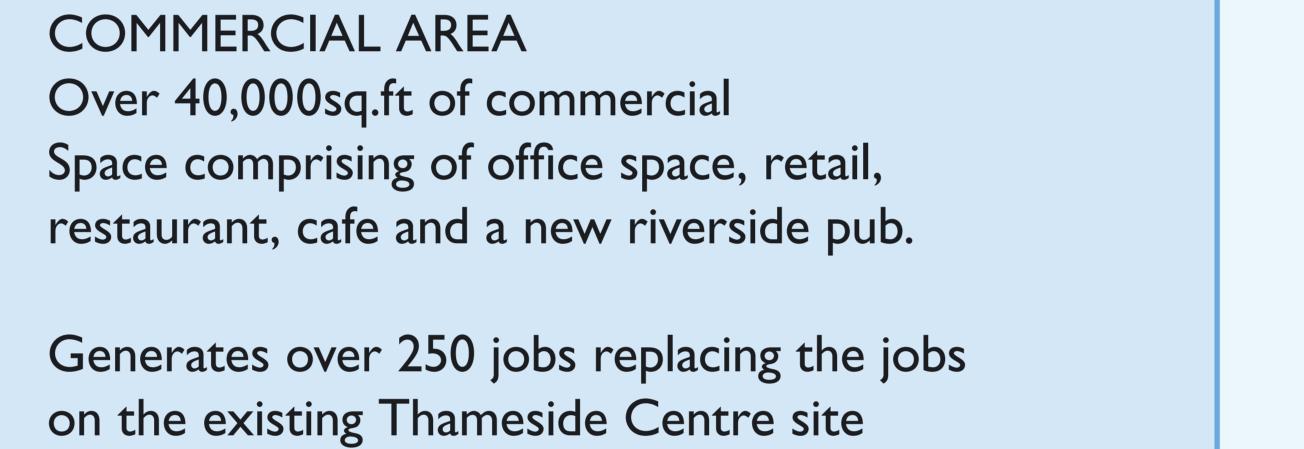
 - 7 Basement Car Park Entrance

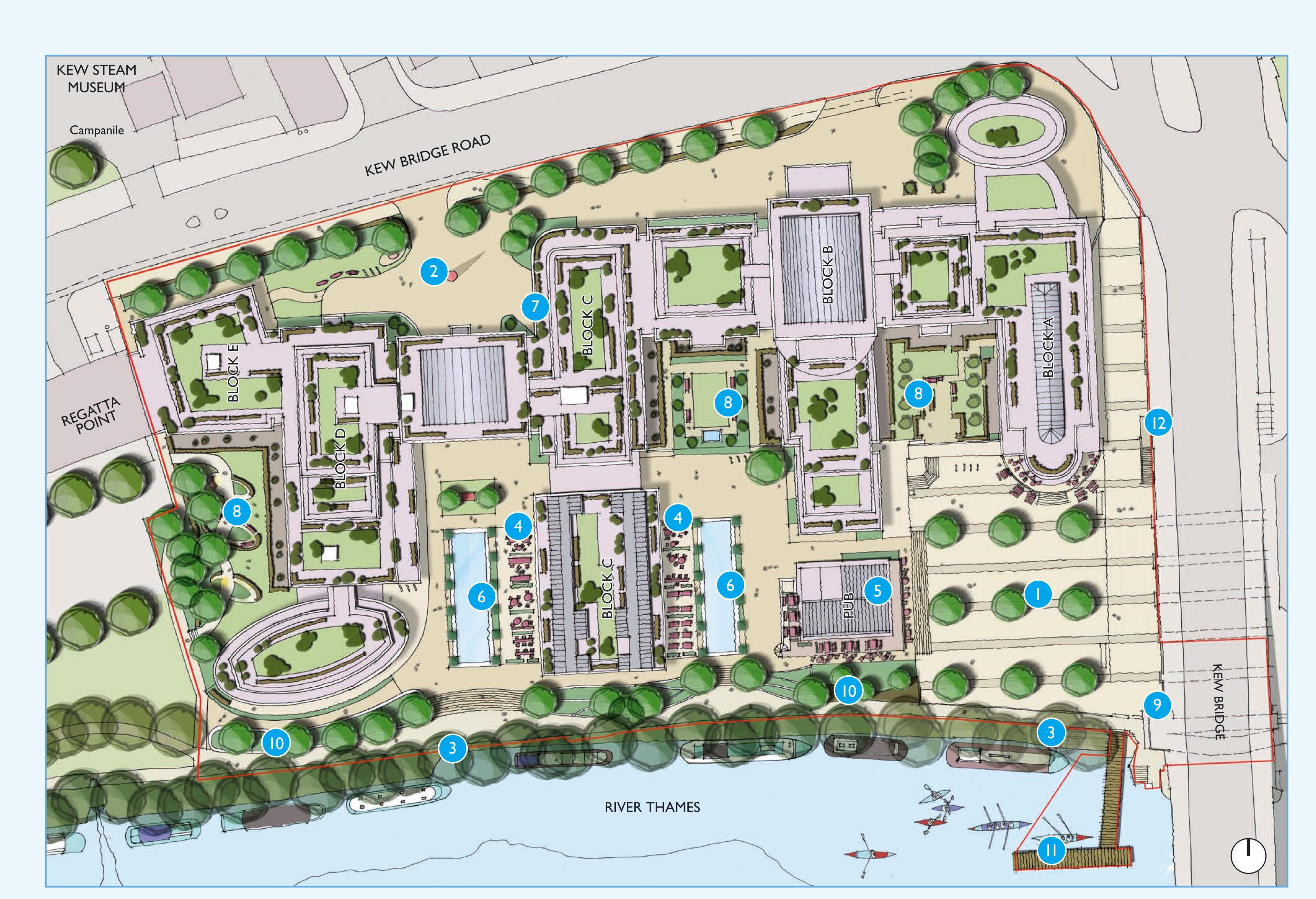
 - Pontoon
 - 2 Public WCs

MASTERPLAN KEY

- Application Site Boundary

- 4 Restaurant/Cafe Riverside Pub
- 6 Reflecting Pools
- 8 Private Amenity Courtyards
- 9 Boat Club beneath Arches
- O Additional Riverside Planting

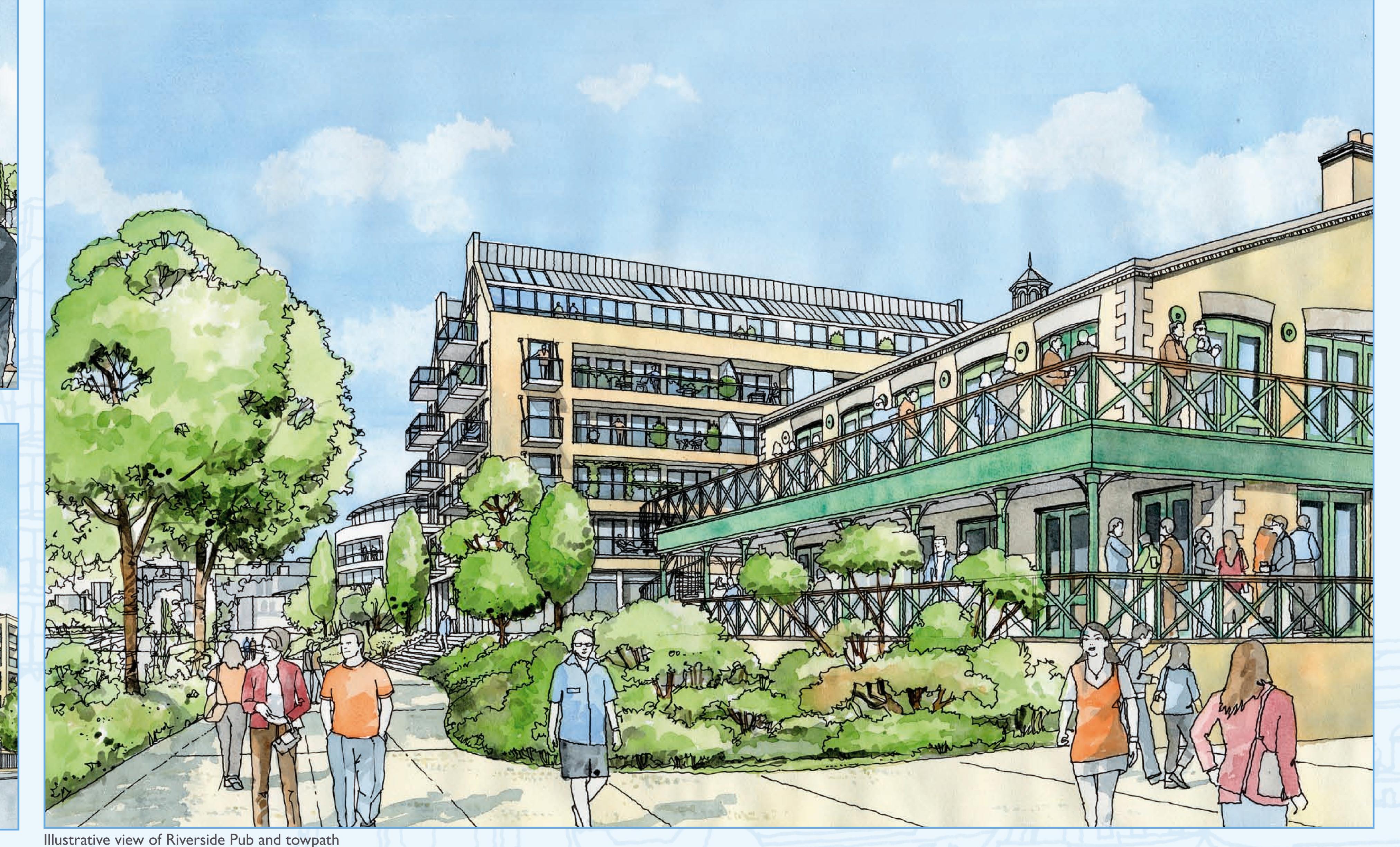

















"It is fantastic that riverside access will be opened up for visitors and residents to enjoy"