INTRODUCTION

WELCOME TO THE SECOND KEW BRIDGE ROAD AND THAMESIDE CENTRE PUBLIC EXHIBITION.

The March 2011 planning application followed and responded to the pre-application community engagement process carried out between December 2010 and March 2011. A public exhibition was held on 8/9th April and dialogue has continued with the Council and other stakeholders. As a result further changes to the planning application were submitted on the 17th May and the purpose of this exhibition is to explain these changes made in response to consultation.

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 revised proposals are designed to create a vibrant, active and sustainable environment for residents, visitors and the local community. The proposals for the 1.82ha (4.5 acre) site will create 308 new homes (144 additional to the existing permission) and a range of commercial uses including offices, shops, restaurants, a riverside pub and a boating club. Over 50% of the site will be publicly accessible open space.

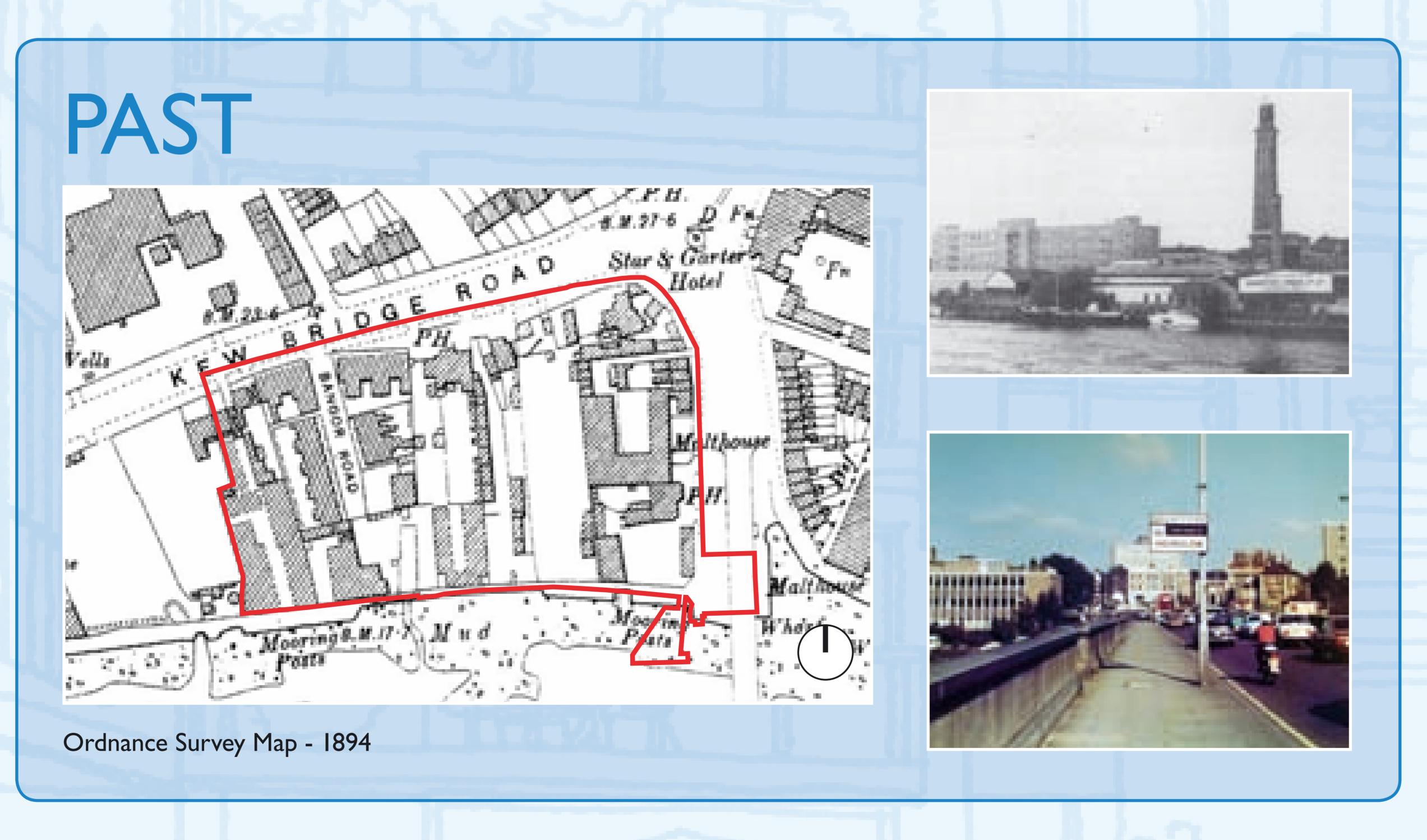
A public exhibition was held in April 2011 to present the planning application proposals for Kew Bridge Road and Thameside Centre. Since then a variety of design changes have been made to the scheme to reflect the various comments received from local residents. The principal changes are outlined below.

Amendments since the April 2011 exhibition are;

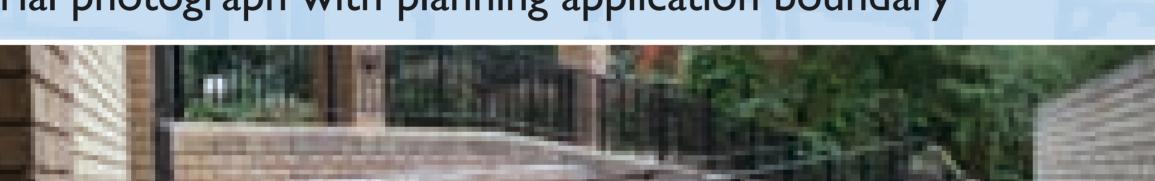
- Reduction in the number of homes.
- Reduction of the Provenance Wharf building by one storey.
- Provenance Wharf moved further from the River Thames. Revised Provenance Wharf elevations to add more visual interest.
- The Riverside Ellipse Building moved eastward and the roof design simplified to improve views to the river.
- Introduction of angled balcony and window arrangements to address the relationship with the adjacent building.
- Changes to the Kew Bridge Road elevation to ensure no new north facing homes. • 50% increase of basement cycle spaces from 420 to 620 designed to achieve independent security
- Options submitted to the council for Affordable Housing.
- Increased green spaces and new play facilities. 128 electric vehicle charging points provided.
- Inclusion of wheelchair housing strategy. Independent accessibility audit by RNIB.

The wider side benefits include;

- The delivery of much needed private and affordable new homes.
- Improved pedestrian and cycle access. Over 50% of the site will be 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.



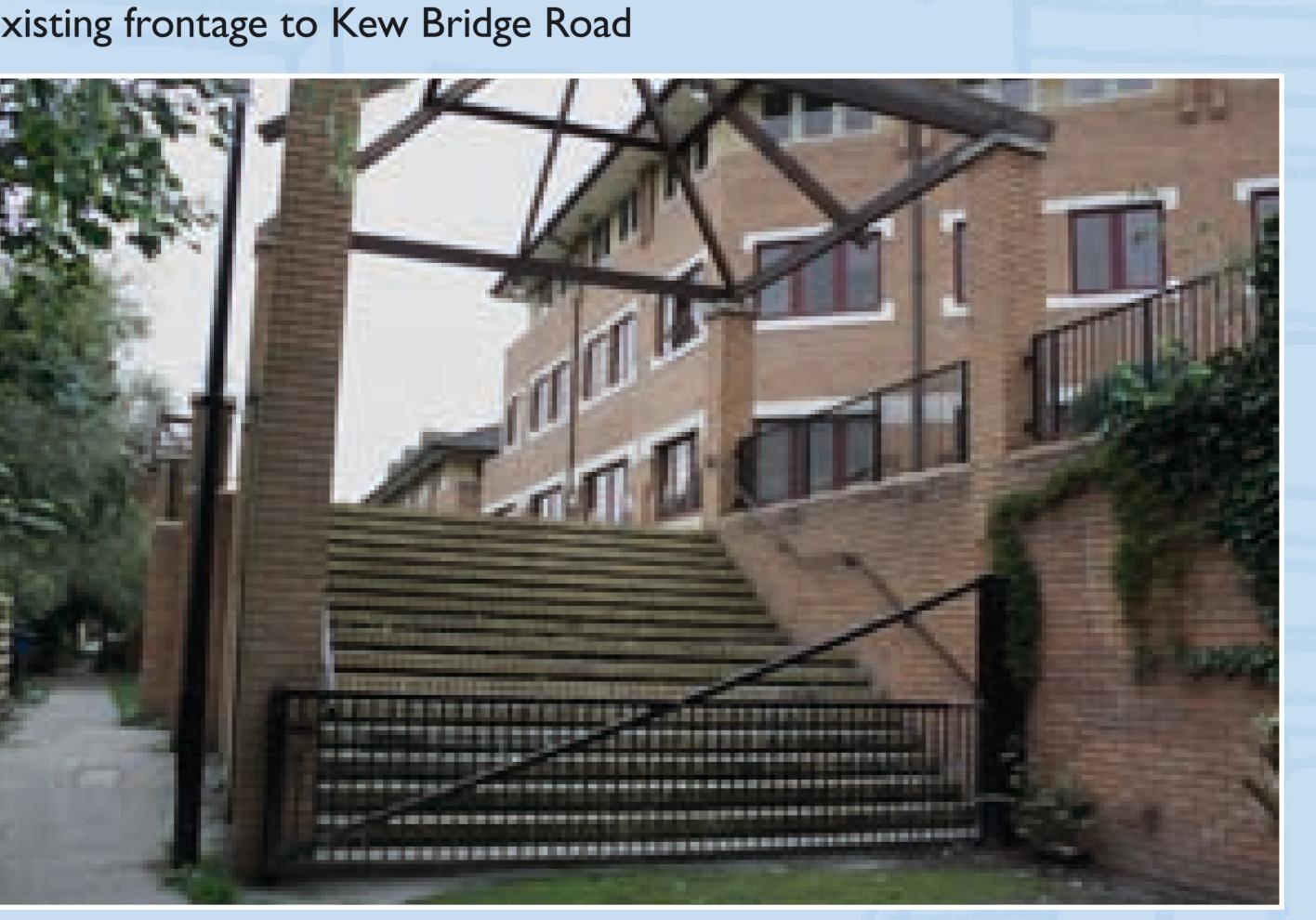




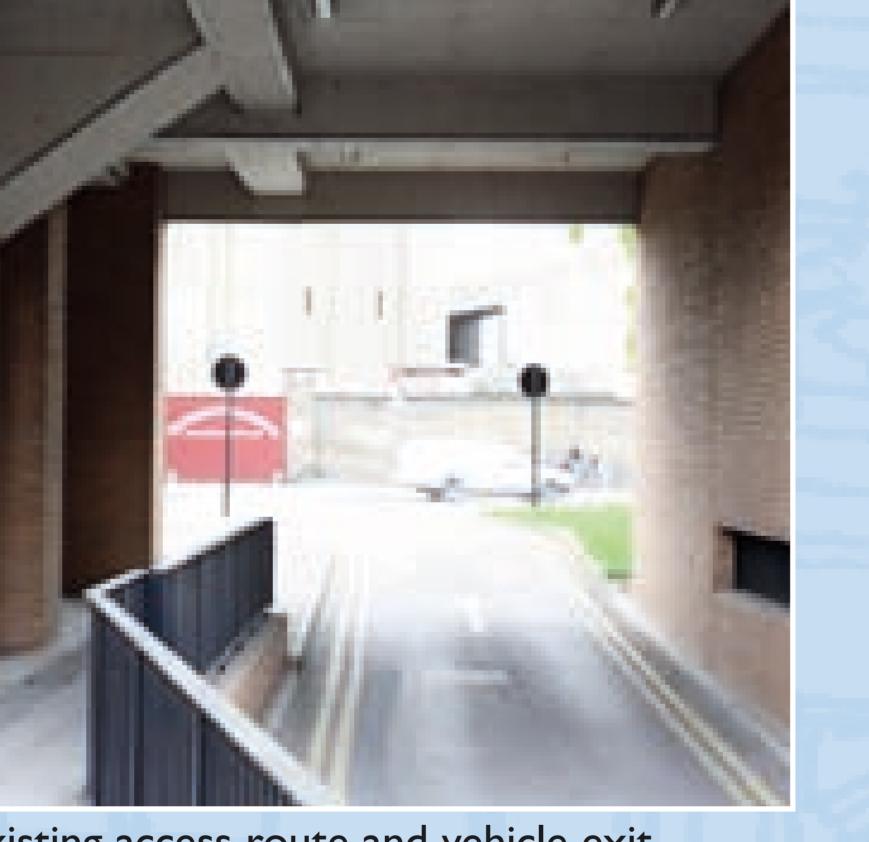




Existing frontage to Kew Bridge Road









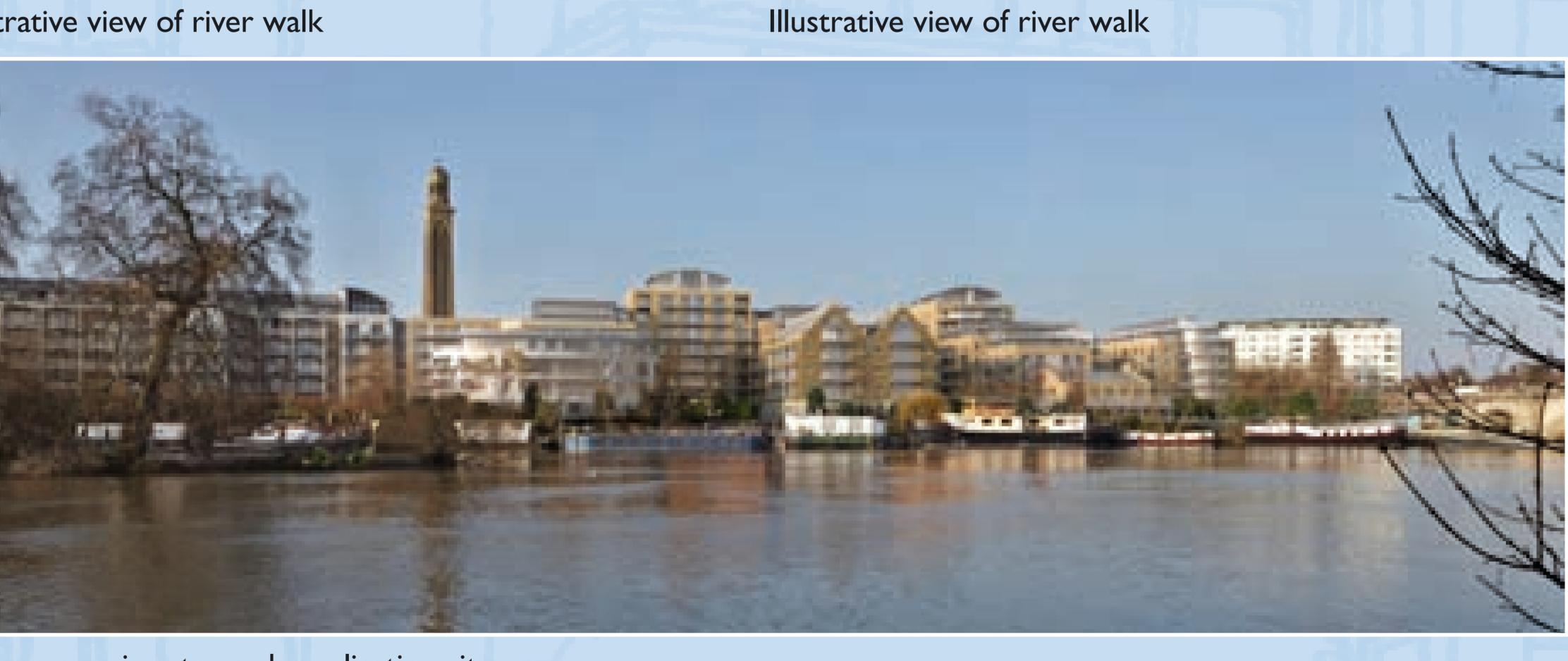
FUTURE

















"St George West London has been an integral part of Brentford Boating Arch since its conception. With the development of the new Kew

Bridge and Thameside centre I have no doubt that its services will actively engage and welcome beable from the biazza"

COMMUNITY ENGAGEMENT AND SCHEME CHANGES MADE SINCE APRIL 2011

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.

the amended Planning Application including the following key changes made since the April 2011 exhibition:

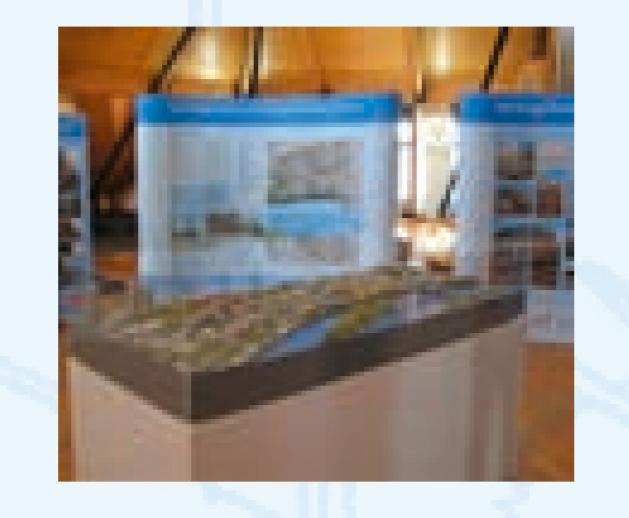
PROVENANCE WHARF FOOTPRINT

The building has been moved further from the river

and increased the public realm by 25% compared to

Can the distance to the river be increased?

the existing site situation.



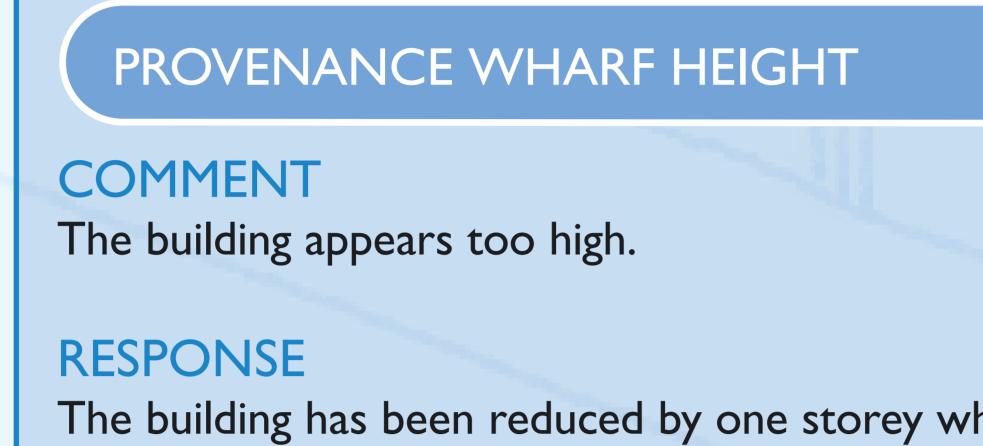










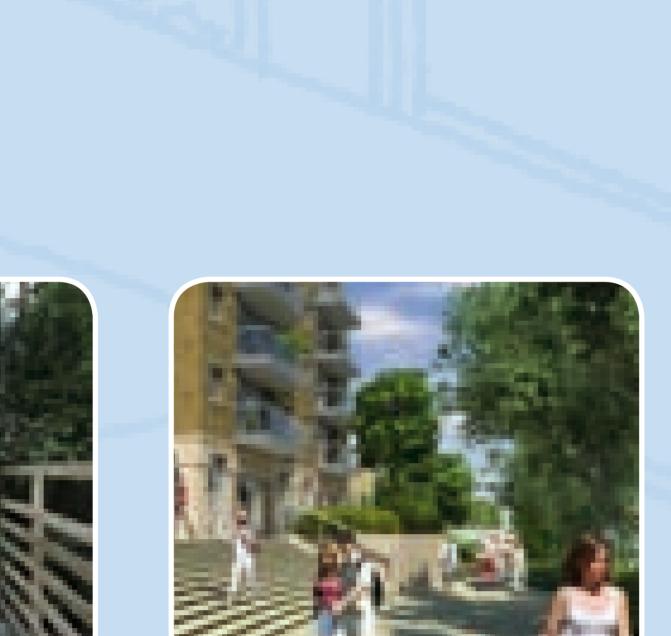


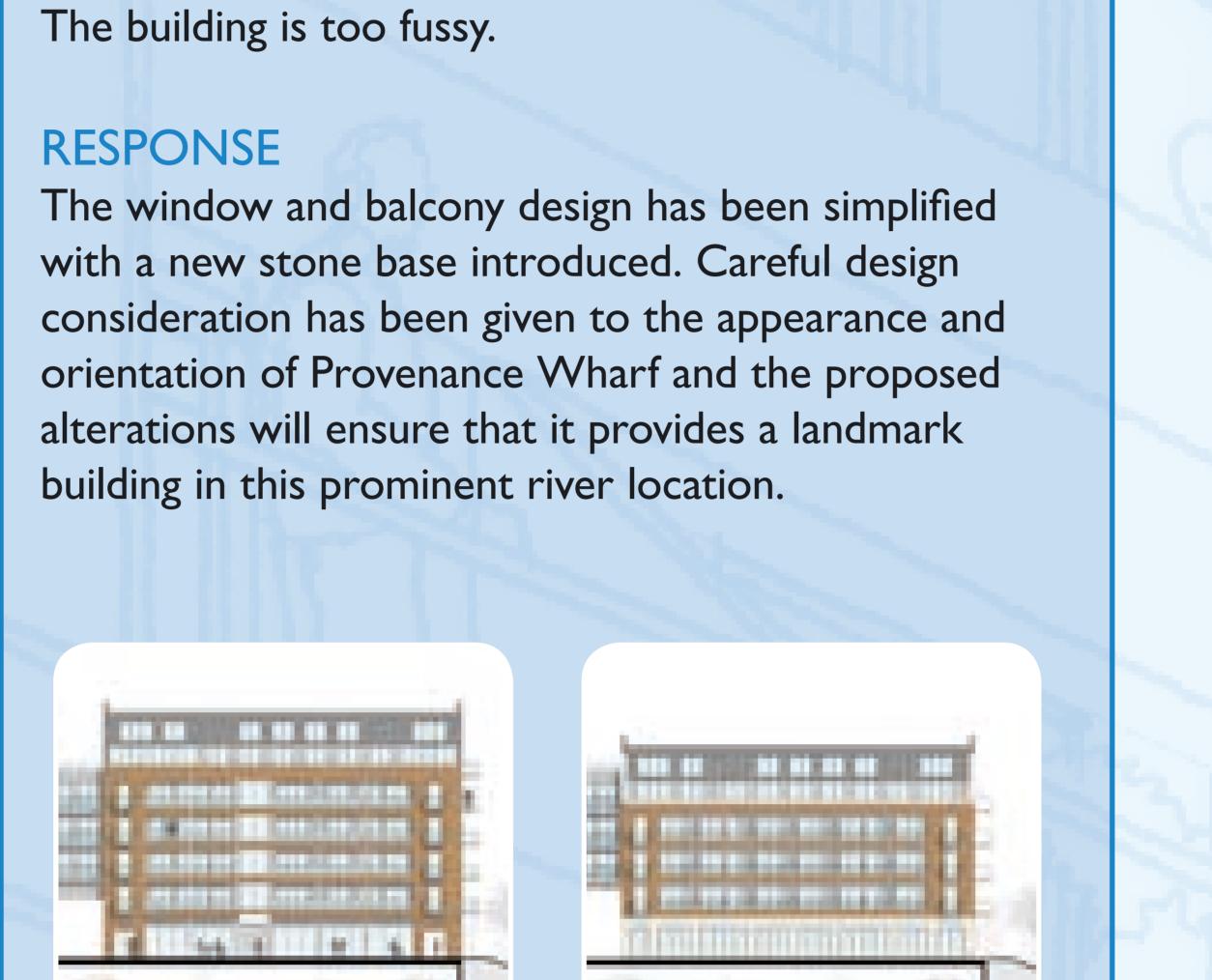
The building has been reduced by one storey whilst maintaining the popular architectural approach. The building ridge height is no higher compared to the existing site situation along the river.









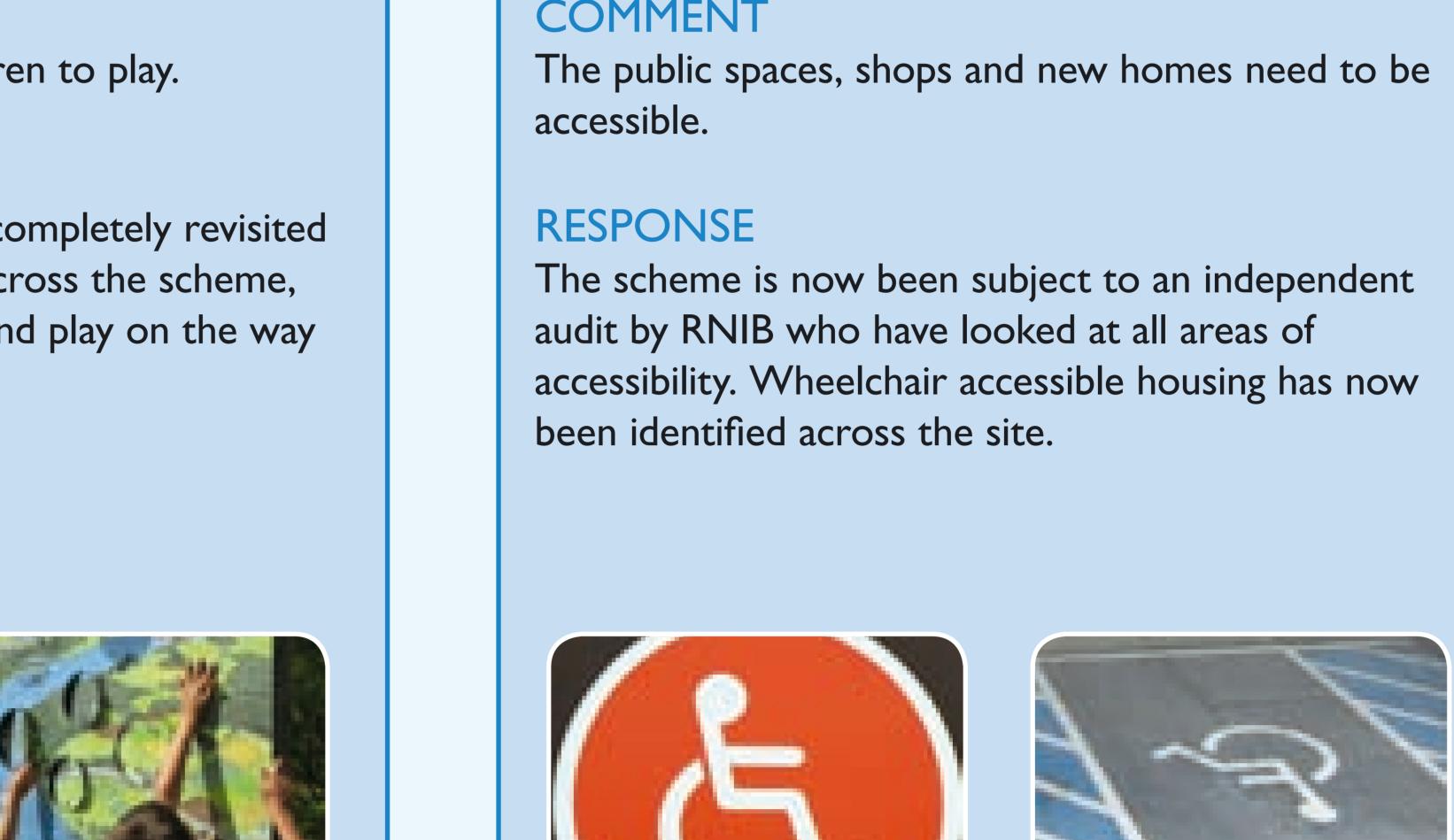


A REAL PROPERTY AND ADDRESS OF THE PARTY OF

DESIGN OF PROVENANCE WHARF







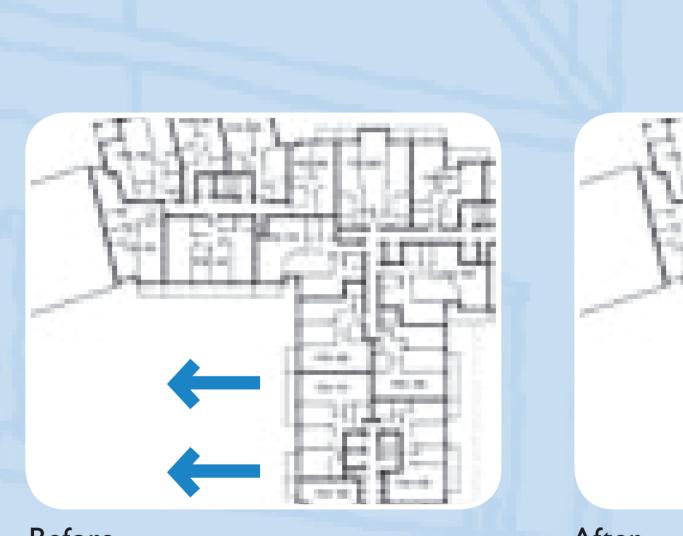
ACCESSIBILITY

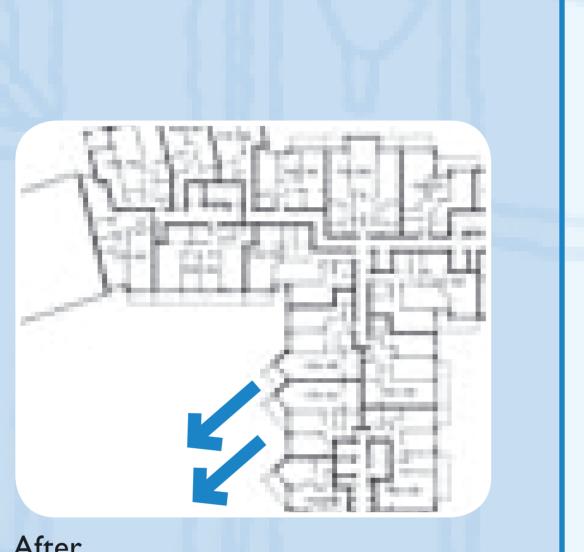


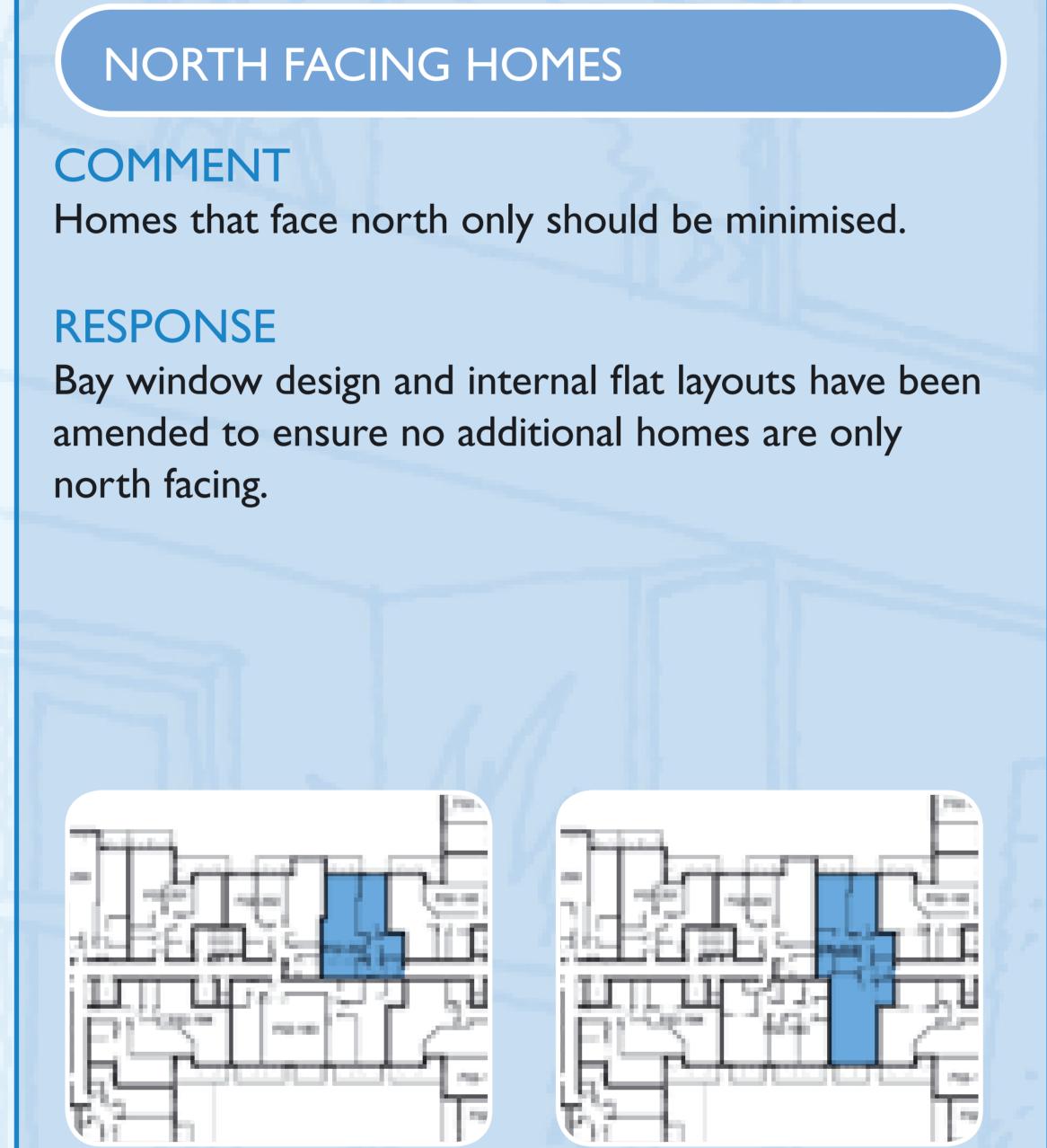
RELATIONSHIP TO ADJACENT BUILDING

The proposed scheme will overlook adjacent properties and reduce views of the river.

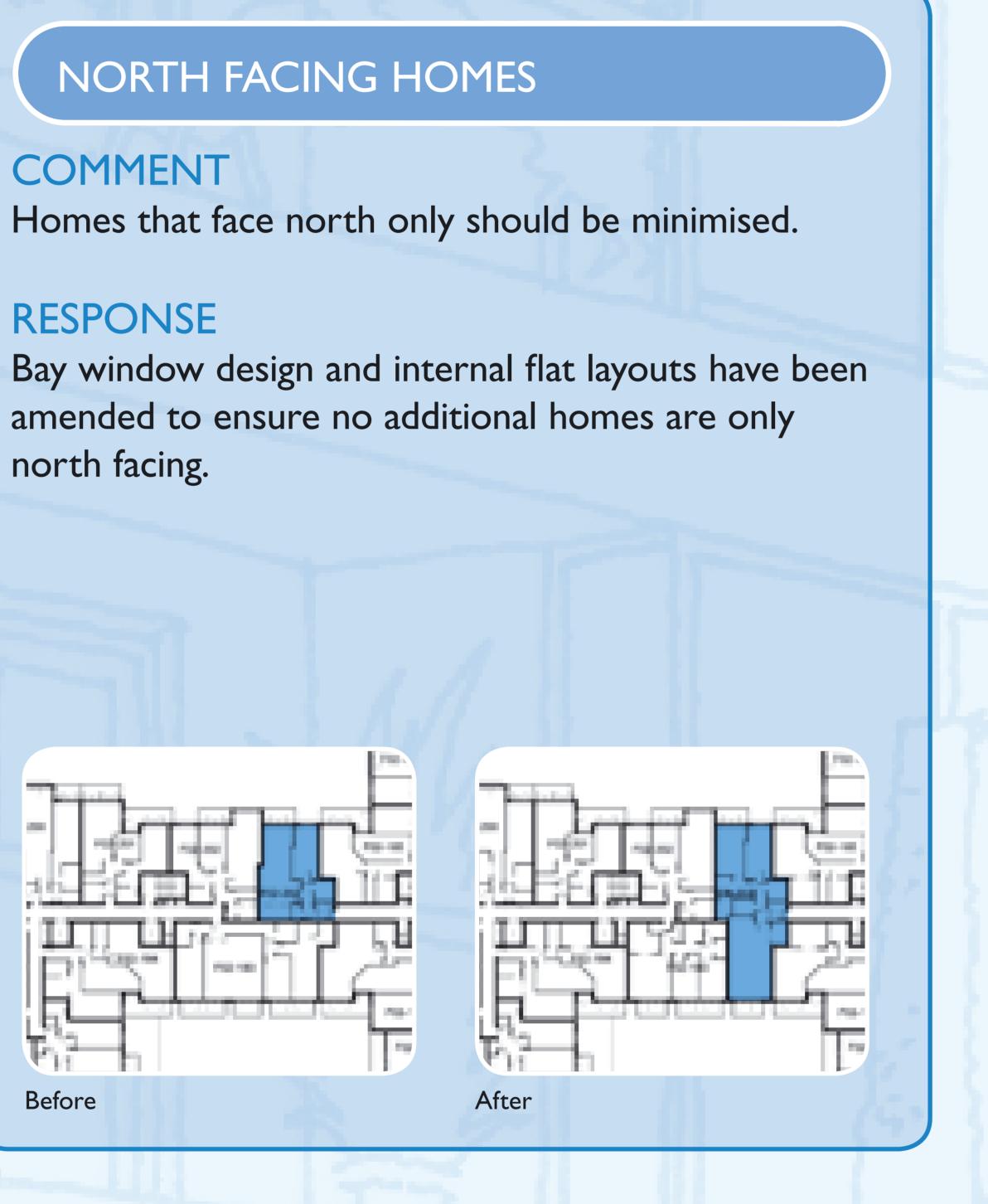
Angled window bays have been included to address the relationship with the adjacent building. The Provenance Wharf building has been reduced by one storey and moved further away from the river, with the Ellipse building being moved eastward to improve views.



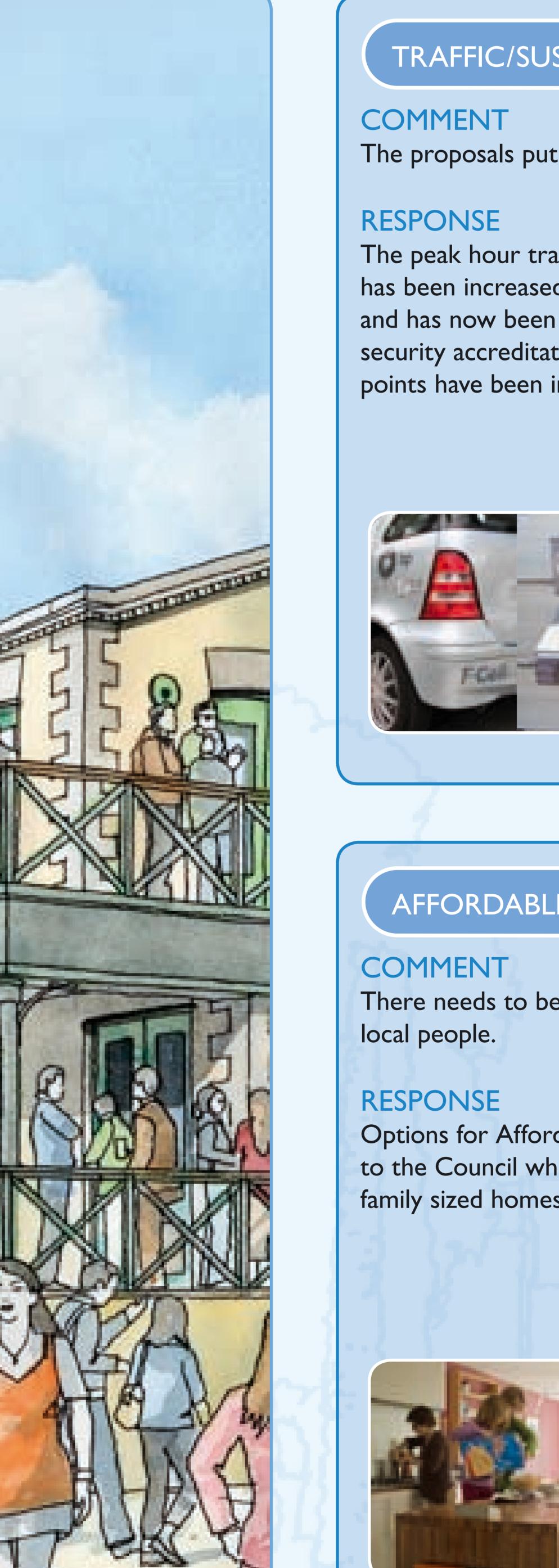
















DESIGN VISION



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 & ACCESSIBILITY Creates high quality public realm, with 3 new public spaces that encourage a vibrant mix of uses and activities independently audited for accessibility by RNIB.

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 locallydistinctive colours, materials and architectural detailing.

Generates a mix of uses that are complementary 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

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.

Promotes and achieves the Berkeley Vision 2020 initiative

by delivering a sustainable community built upon green

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

BUILDING FOR LIFE

Designed to CABE Building for Life Principles achieving Gold Standard in pre-application independent audit.

SCHEME DETAILS RESIDENTIAL

38 x I Bed homes 167 x 2 Bed homes 103 x 3 Bed homes

(of which 164 existing permission, 144 additional units)

PUBLIC OPEN SPACE 51% (2.2 acres) of total site area

BUILT FOOTPRINT 36% of total site area

PARKING

320 Car Parking Spaces (of which 128 will have Electric Vehicle Charging Points) 620 secure Cycle Spaces

COMMERCIAL AREA Over 40,000sq.ft of commercial Space comprising of office space, retail,

restaurant, cafe and a new riverside pub.

Generates over 250 jobs

MASTERPLAN KEY

Application Site Boundary

Kew Bridge Square

Steam Museum Square

River Walk

Restaurant/Cafe

Riverside Pub

6 Reflecting Pools

Basement Car Park Entrance

8 Private Amenity Courtyards

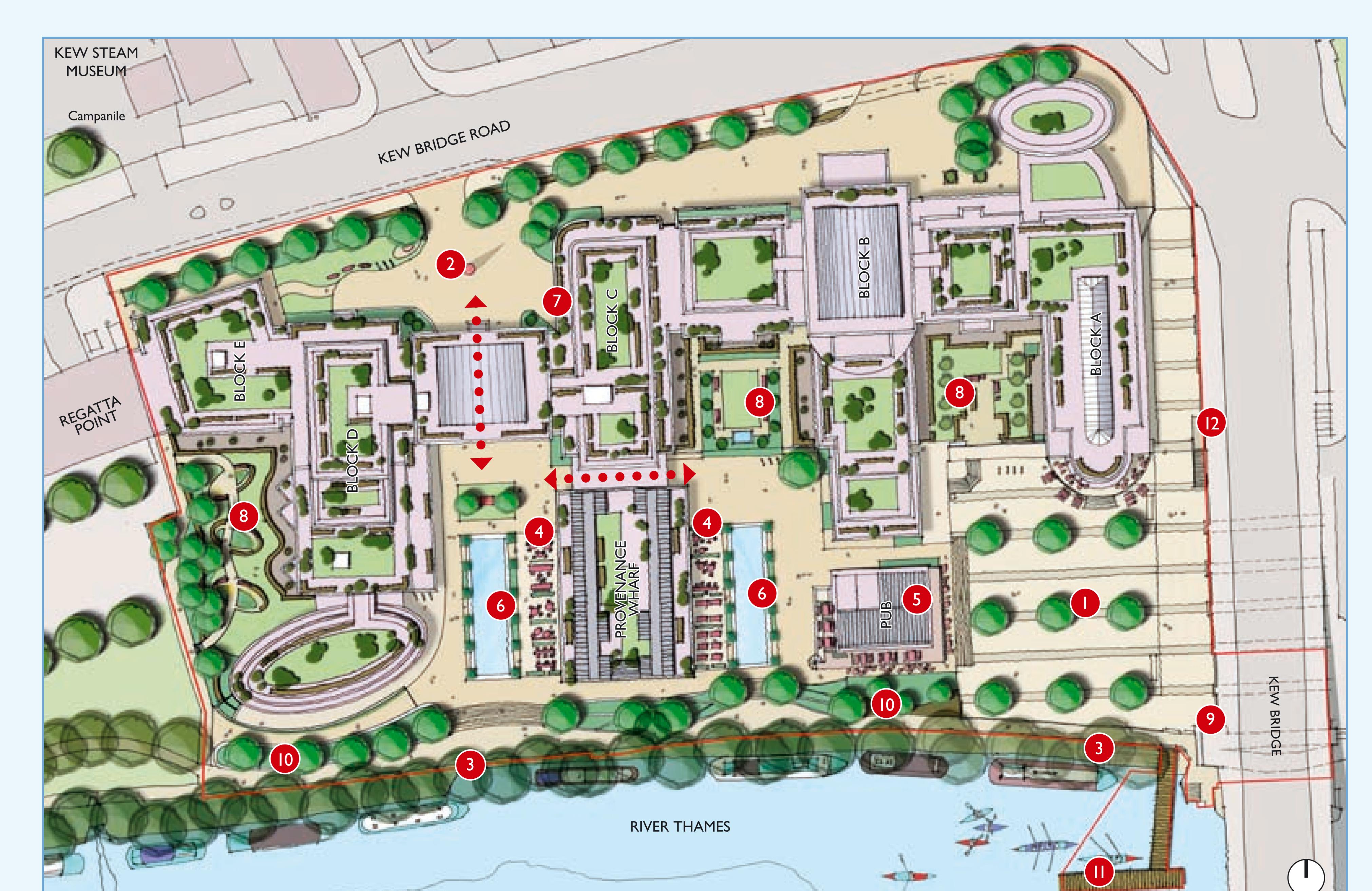
9 Boat Club beneath Arches

Additional Riverside Planting

Pontoon

Public WCs

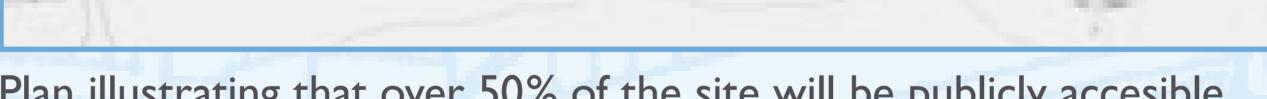


















"I can see that this will be a really attractive place for small businesses to thrive and people to live"



"It is fantastic that over half the site will be opened up for visitors and residents to enjoy"