

Gillette South

Welcome

Thank you very much for attending this public presentation of the submitted plans for the regeneration of the Gillette Corner South site.

The site is owned by Access Self Storage, one of the country's largest and fastest growing self-storage companies with twenty years' experience and over 50 locations.

A vacant, brownfield site at present, a good opportunity exists to create a gateway building to mark the 'Golden Mile', offering a mix of uses which includes a self-storage facility, affordable workspace and new homes.

The purpose of today is to provide information on the submitted planning application which will be the subject of public consultation by Hounslow Council. Access has held three previous pre-application events to gather feedback on emerging proposals for the site and the results of previous community consultation were taken on board in developing the submission proposals.

Members of the team would be pleased to answer any questions.



Site Photograph



View along the A4



View from the junction



View of Adini building along the A4



View from Syon Lane



View along Northumberland Avenue



View of site



3D view showing site location

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The Proposals

The key elements of the finalised proposals are:

Self-storage facility and lexible/affordable workspace

- Reception area and offices for the self-storage facility;
- Enclosed loading bay and parking;
- Underground storage space within three basement levels of approximately 7,401 sq. m.
- Workspace targeted at small and start up businesses and providing space for about 75 new jobs;

- Approximately 731 sq. m. of workspace on the ground level of the proposed building and providing active frontages along Great West Road and Syon Lane;
- 9 covered car parking spaces.

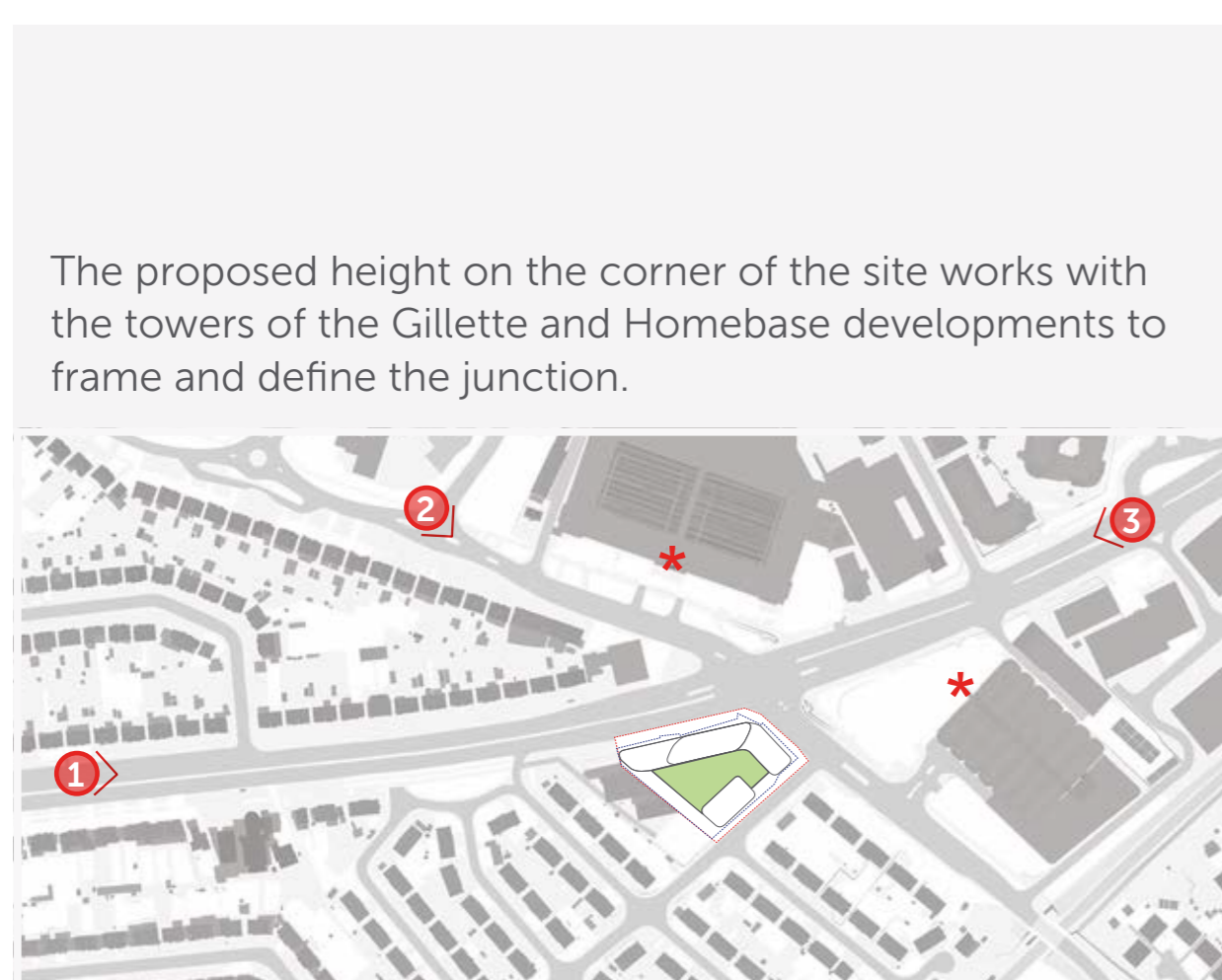
Residential

- 102 apartments including 37 duplexes, all for rent;
- A mix of Studio, 1, 2 and 3 bedroomed units to ensure variety and choice;
- A landscaped podium garden and terraces for residents' use of approximately 1,150 sq. m;

- Provision of family-sized units and affordable discounted rents subject to a viability assessment;
- 42 car parking spaces for residents underground and 2 for visitors plus 1 for a car club at ground floor level.

Public realm

- New active frontages on Great West Road, Syon Lane and Northumberland Avenue and widened footpaths;
- Defined cycle lane;
- Landscaping at street level.



Gillette corner



View of Street Activation Along the Great West Road



View of Street Activation Along Northumberland Avenue



View Along the Great West Road

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Responses to feedback received during consultation

The development team carefully analysed all feedback received and responses are detailed in a Statement of Community Involvement which forms part of the planning application.

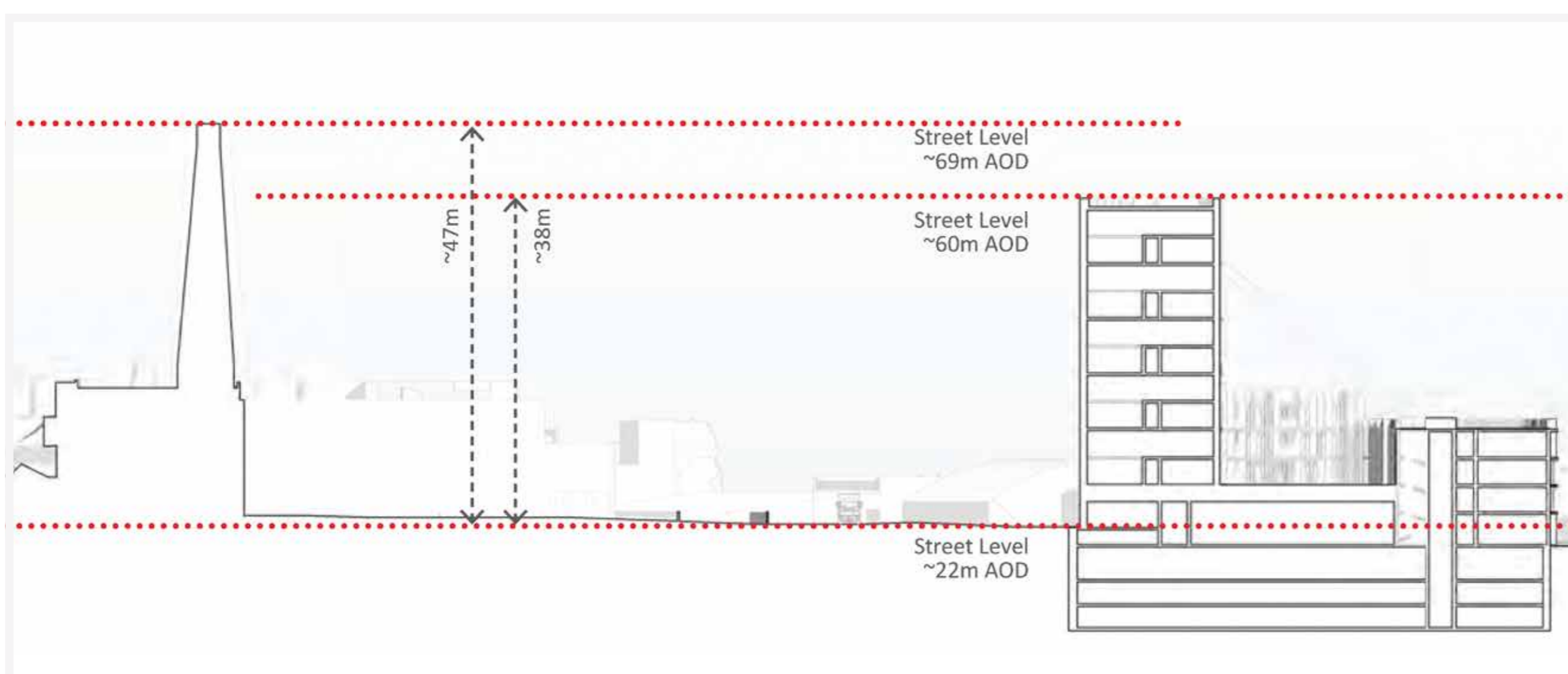
There was support for the regeneration of the site with the mix of uses proposed and the design quality of the proposals put forward.

Key issues raised related to traffic generation, traffic management and parking and whether the height of the building was appropriate at this location.

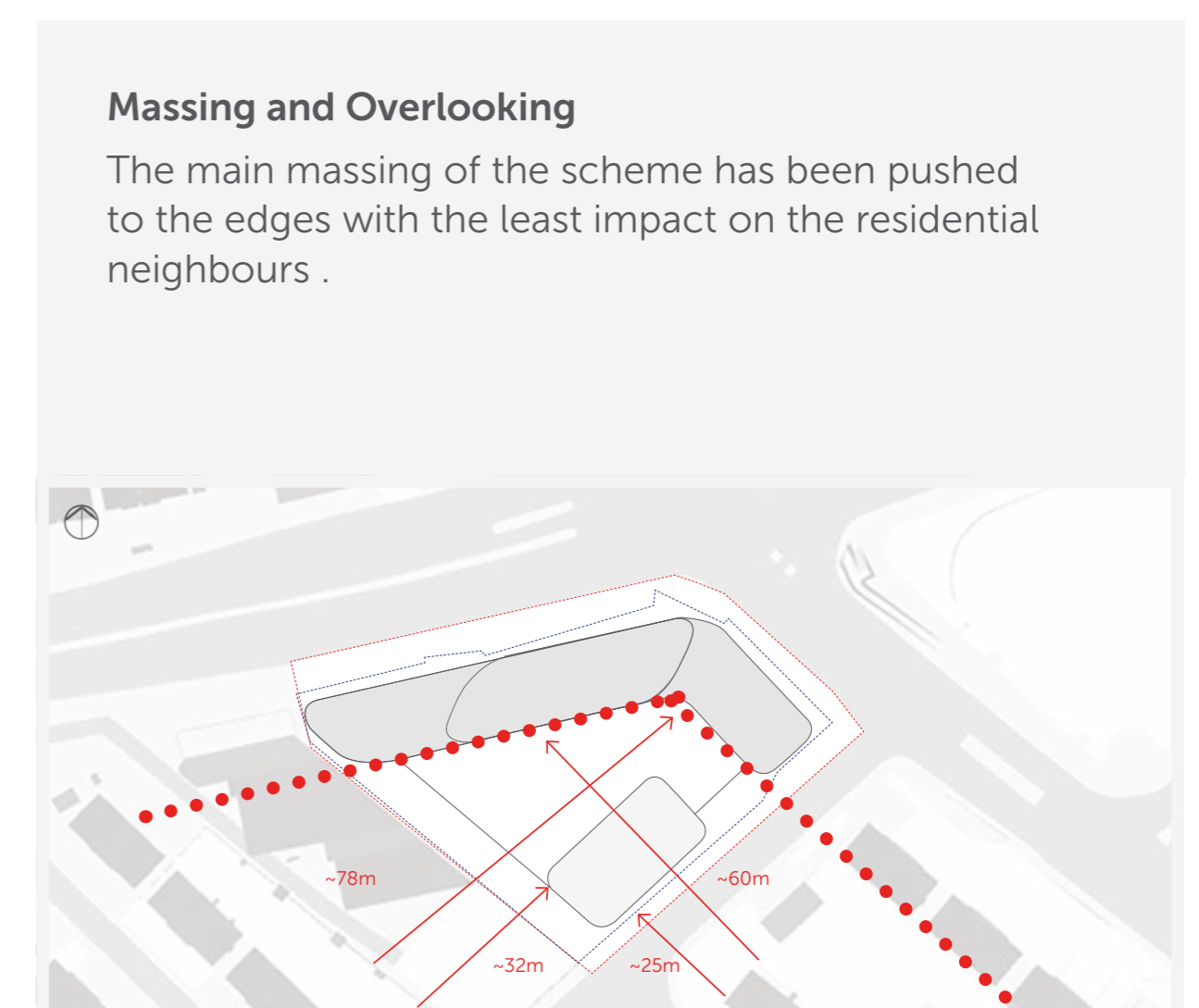
Key responses to consultation

- Height – the proposals were reduced in height from 14 to 11 storeys as a result of previous consultation. The tallest element of 11 storeys is along the frontage of the Great West Road and reflects the prominent landmark location of the site. To the south and the west of the site, the proposed buildings are stepped down in height to 4/5 storeys and also further broken up along Northumberland Avenue to respond to the domestic streetscape;
- Amenity space – increased through the introduction of two new terraces;
- Increase in cycle parking provision and the inclusion of a cycle lift to the basement;

- Revised elevational treatment;
- Traffic and parking – parking provided on site as a minimum to limit the amount of development-related traffic. Technical work to demonstrate that the additional traffic will not change the nature of the operation of the local road network. No ability of new residents to apply for parking permits in the Controlled Parking Zones. Introduction of yellow hatching of Northumberland Avenue/ Syon Lane junction and provision of Road Safety Audit to demonstrate safe operation of access arrangements.



Section through the scheme and the Gillette Tower



Plan diagram



Sketch View Along Syon Lane



View 1 - Along the Great West Road looking West



View 2 - Along the Great West Road looking East



View 3 - Along Syon Lane looking South

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Residential Uses

The site lends itself well to residential development and the aim is to provide a fully rented scheme which will be professionally managed to a high standard by Access as an extension of their existing business which includes hotels and storage facilities in the UK, and residential accommodation in North America.

All accommodation will be high quality and provided to a single standard. Duplexes are provided along the Great North Road providing views both to the north towards the Gillette Factory and to the south looking into the proposed podium amenity space.

The main residential entrance will be on Northumberland Avenue.

The Build to Rent and Private Rented Sector (PRS) model proposed for the site is a tenure type recognised by the London Mayor and local authorities that can help alleviate the capital's ever growing housing crisis. The objective is to provide high quality accommodation to those choosing to rent, and particularly to rent for a long period. The company has extensive experience of developing and managing operations based on rental space.

The apartments will be available fully-furnished and offer a mixture of sizes ensuring provision for a wide range of

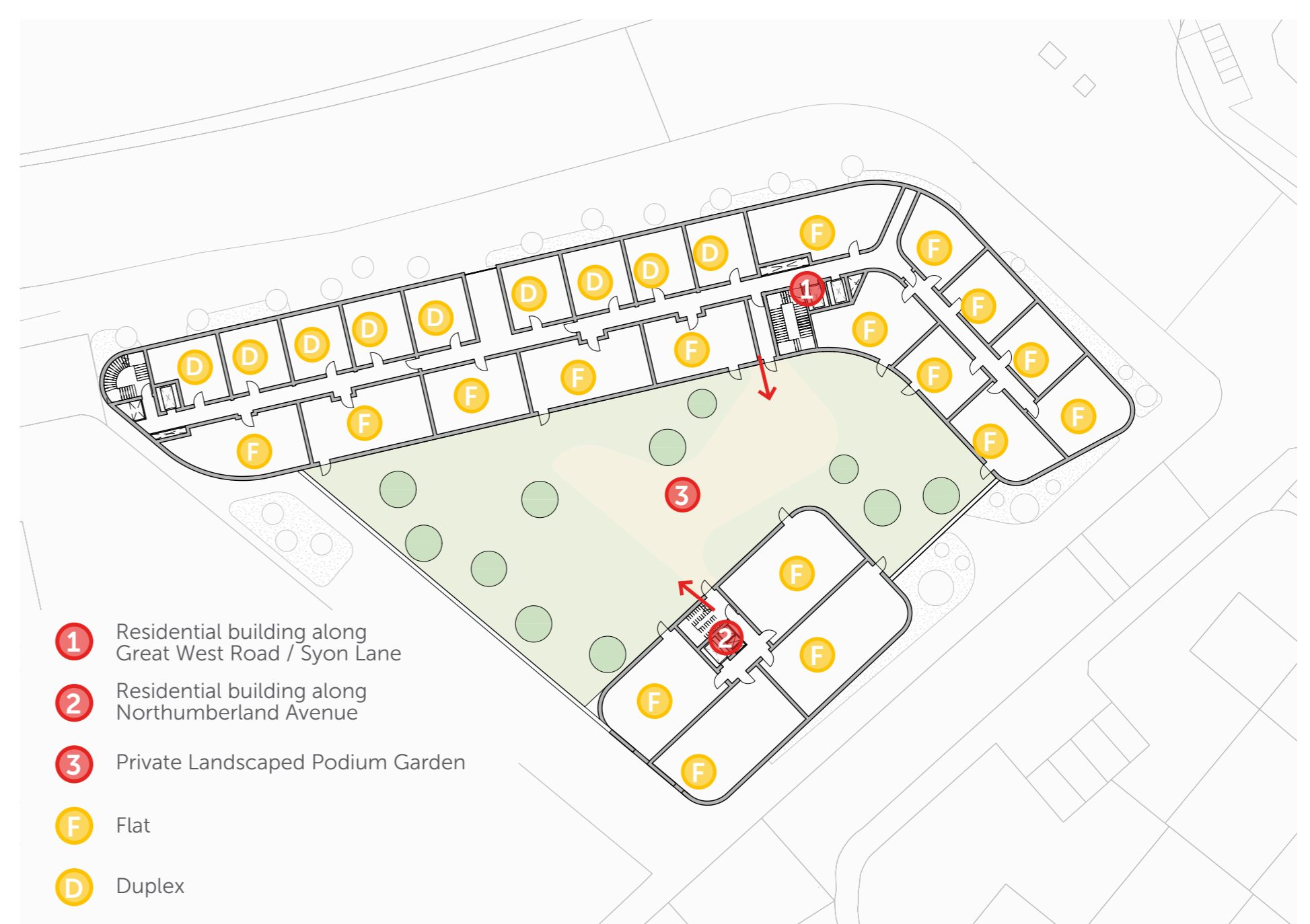
occupiers. Flexible lease terms will be offered and tailored to the individual's requirements. The objective is to make the whole rental process quick, easy and hassle free.

As well as providing a dedicated on-site management team available 24 hours a day, Access developments will include a range of private and public amenities and services such as:

- Outdoor terraces, gardens and play areas
- Onsite storage rooms
- Parking spaces and car club services
- Delivery areas for food, parcels and post
- Wi-Fi within rooms.



Ground floor plan



Podium floor plan



Access Self Storage, office and PRS residential scheme – Streatham High road



Office and PRS residential scheme – Raynes Park



Office and PRS residential scheme – Raynes Park

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Storage Facility and Flexible Office Uses

Access Self Storage has developed an expertise over many years in managing secure storage facilities.

The proposed storage facility consists of a central reception, enclosed loading bays and associated offices. It will serve both commercial and domestic users.

In addition, a key part of the proposal is to provide flexible and affordable office space which will activate the ground floor of the Great West Road frontage. Access has run similar offices at a number of their sites across London and these have been very popular with new and growing small businesses.



Commercial spaces at ground floor



Access Commercial Case Studies



Bee Good was founded in 2008 to create a brand of beeswax-based skincare range.

They located their business at the Access Self Storage facility in Basingstoke. The flexibility in storage space and the potential to expand or reduce the amount of space that they needed to run their business has helped them keep costs under control. The facilities that they were able to enjoy on site allowed them to accommodate the shipping companies used by their supermarket clients.

They are now an award-winning national brand which is stocked in over 100 Waitrose and Fenwick stores.

"Quite simply, Bee Good would never have got this far, this quick without Access storage and the guys at the Basingstoke premises."

Simon Cavill,
Co-founder of Bee Good

Sous Chef was founded in 2012 to provide specialist ingredients to home chefs and adventurous foodies through their website.

They have used the flexible storage space and office space at the Access facility in Hornsey to grow the business.

The company now has over 50,000 customers including Michelin starred restaurants in Europe and the website the company operates is widely recognised by food writers as the 'go-to' shop for all cooking needs.

"As we have got larger, the team at Access Self Storage Hornsey has delivered all the resources we needed to grow. All without the headache of long-term contracts and unforeseen expenses that go with traditional commercial premises."

Nick Carter,
Co-founder of Sous Chef



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Site Access and Transportation

The site is highly accessible by public transport within easy walking distance of Syon Lane railway station. Equally, there are a number of nearby bus stops and the London Underground Stations of Osterley and Boston Manor are just over a mile away. Great West Road also benefits from a dedicated cycle route.

The proposal seeks to introduce active frontages around the site and enhance the street-level environment with wider footpaths and planted borders. Provision for an off-road cycle route is proposed, linking up with the existing route on the Great West Road.

The proposal envisages a single site access and egress via Northumberland Avenue with no direct access onto the Great West Road. A controlled gate will ensure that there is no unauthorised access. In addition, new yellow hatched markings will be introduced at the Northumberland Avenue/Syon Lane junction to discourage queueing traffic blocking the junction.

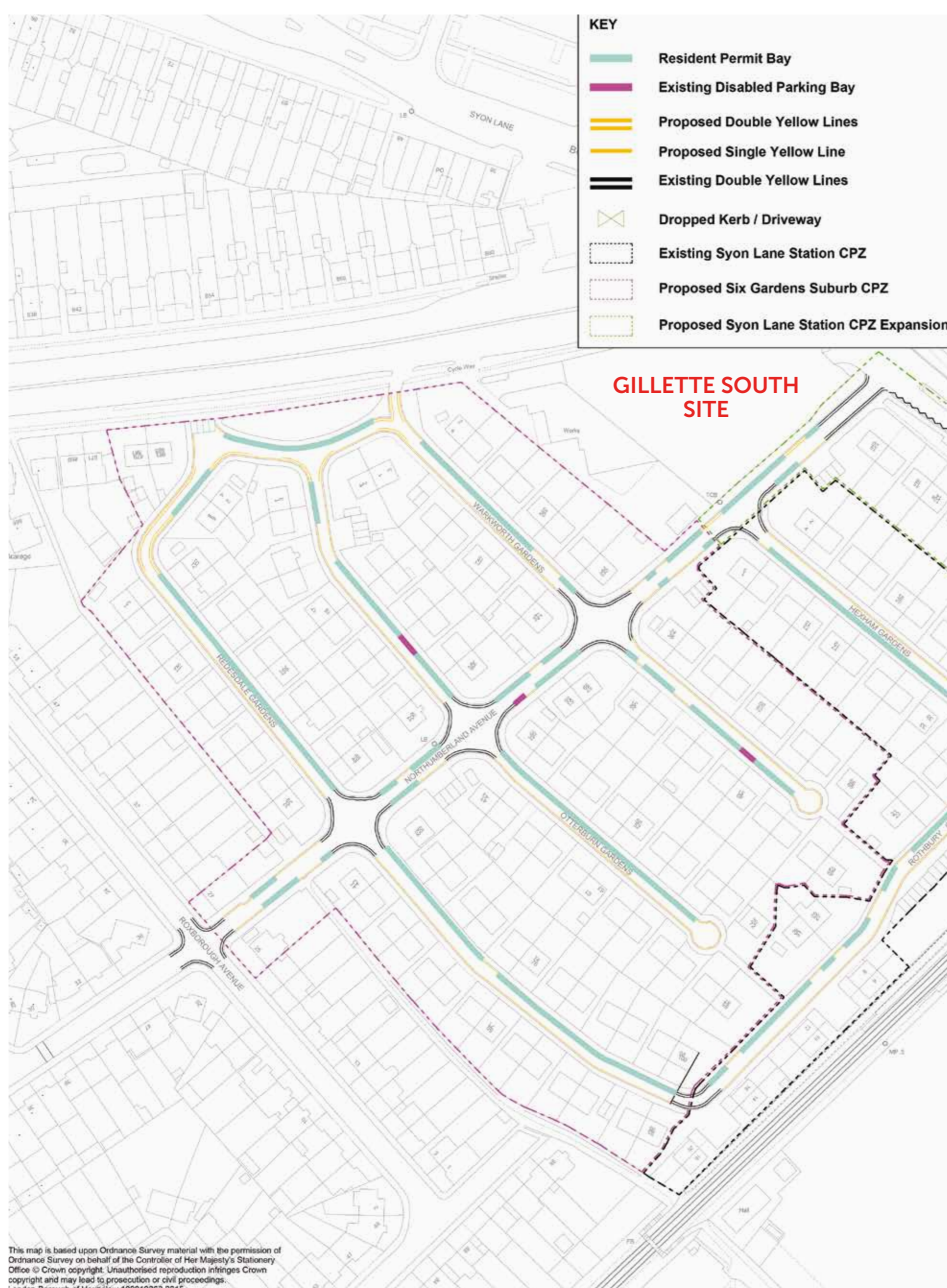
Internally within the site, there will be an entrance into a ground floor covered loading bay and parking for the self-storage facility.

Within a proposed first level basement, some 40 car parking spaces will be provided for use by residents. These will be reached by two

car lifts. 2 additional car parking spaces for visitors will be provided at ground floor level along with a space for a car club vehicle. 9 parking spaces will also be provided for the commercial uses.

196 cycle parking spaces will be provided for residents at basement level, which will be accessed via a dedicated lift in addition to the car lifts. 4 further cycle parking spaces are provided at the main residential access point off Northumberland Avenue.

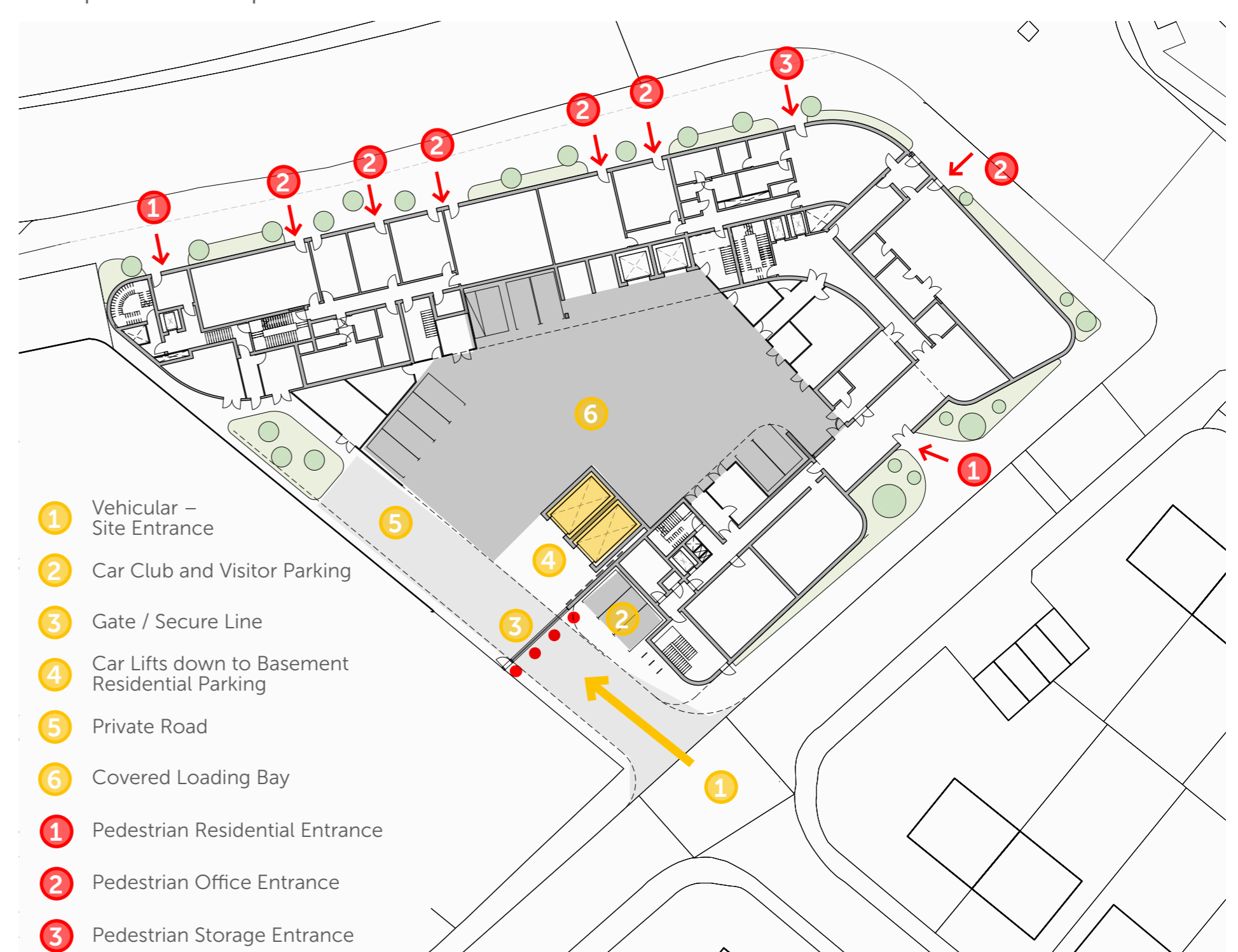
New residents will not be able to apply for parking permits in the existing and extended Car Parking Zones (CPZ's) in the area.



Controlled Parking Zone plan



Transport location plan



Street level plan

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Landscaping and Amenity Space

The building has been set back from the site boundaries to address the surrounding street edges and to allow the creation of an access road. At street level, the set back enhances the public realm around the site through the introduction of street trees, hedges and raised planting beds.

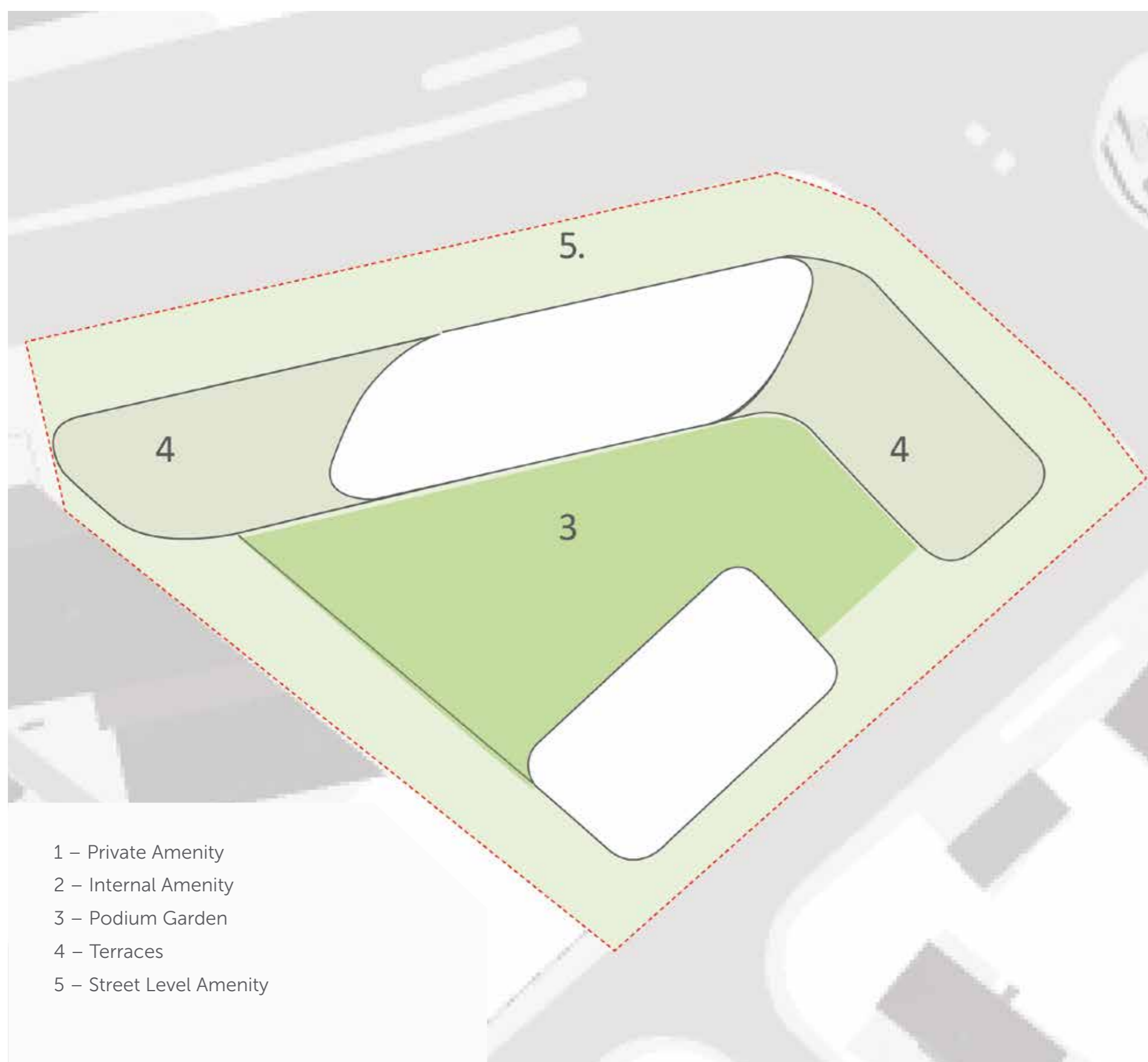
Wider footpaths creating much more spacious and safer pedestrian routes will be provided around the boundary of the site.

Overall, the public realm works will deliver a major improvement to the appearance of the site and the wider area.

Private amenity space is provided to all apartments in the form of balconies and terraces except a number facing Syon Lane where extra internal space is provided instead.

The large podium courtyard garden will provide excellent communal amenity space that will be screened from the Great West Road and protected from its noise and pollution. This will maximise the southerly aspect and the buildings will be designed to allow high levels of sunlight into this space.

Additional communal terraces at 5th and 7th floor levels have been introduced and children's playspace is provided within the courtyard garden and the terraces, exceeding Greater London Authority Standards.



Amenity Provision



Landscape Masterplan - Podium Level



Visual Looking Down at Podium Garden



Visual of Terrace at Fourth Floor

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Summary and Next Steps

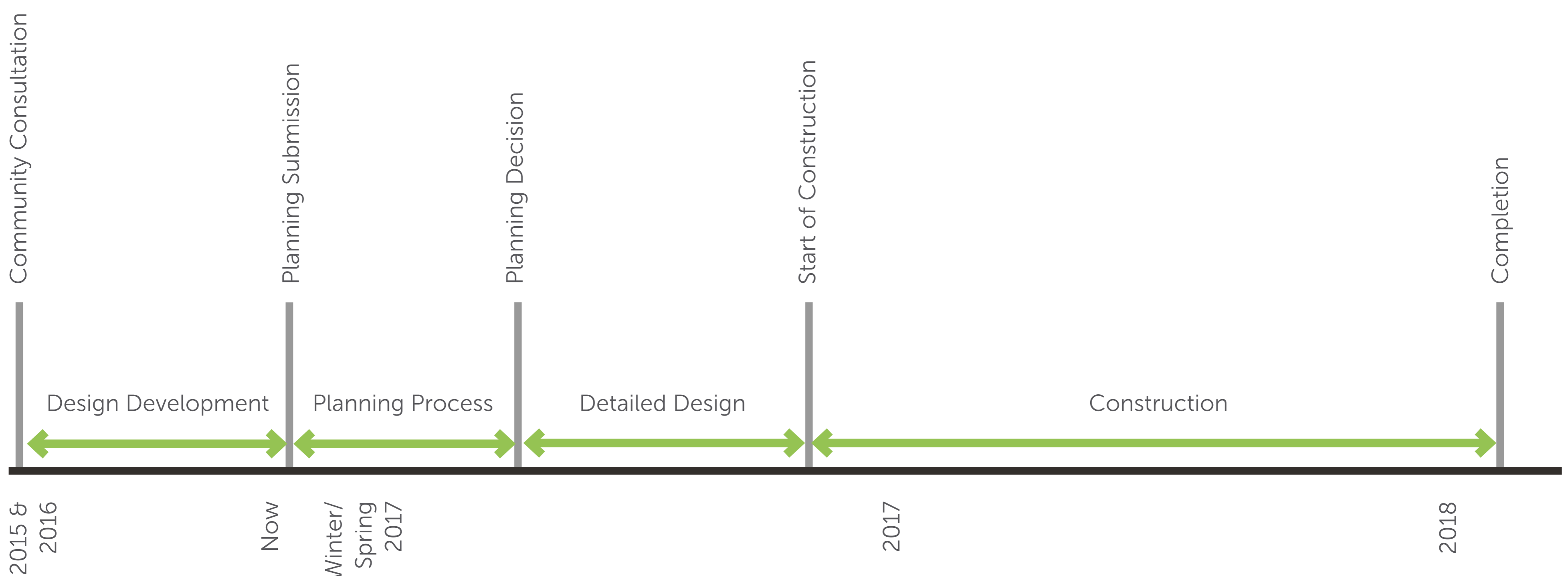
Thank you very much for attending this exhibition.

The next stage will be the statutory consultation by Hounslow Council on the planning application, which will take place once the application has been registered. All of the application documentation will be made available on the Council's website and adjacent neighbours will be notified by letter.

The proposals for Gillette Corner South have been conceived to deliver the following benefits:

- Regeneration of a prominent vacant brownfield site;
- The creation of around 62 full time equivalent jobs associated with the construction;
- Activation of the street level frontage along Great West Road and Syon Lane;
- Creation of a landmark building;
- Use of high quality materials and excellence in design;
- Improved and widened public realm;
- Flexible offices targeted at small businesses creating and providing around 75 new local jobs leading to around £129,000 in annual spending in the local area;
- Affordable homes and family-sized accommodation meeting local needs;
- Managed residential apartments for rent offering an excellent alternative to home ownership without the need for a large deposit or mortgage qualification;
- An estimated annual resident spending power of £1.5 million;
- Location of buildings to maximise separation distances from nearby properties;
- Large proportion of new homes with southern aspect;
- Self-storage facility contained within the internal fabric of the building;
- Podium garden shielded from busy local road network and terraces giving excellent amenity space;
- Buffer to noise created by heavy traffic;
- Greening of the streetscene;
- Entire site managed by owner.

Outline timetable



Sketch View Along the Great West Road