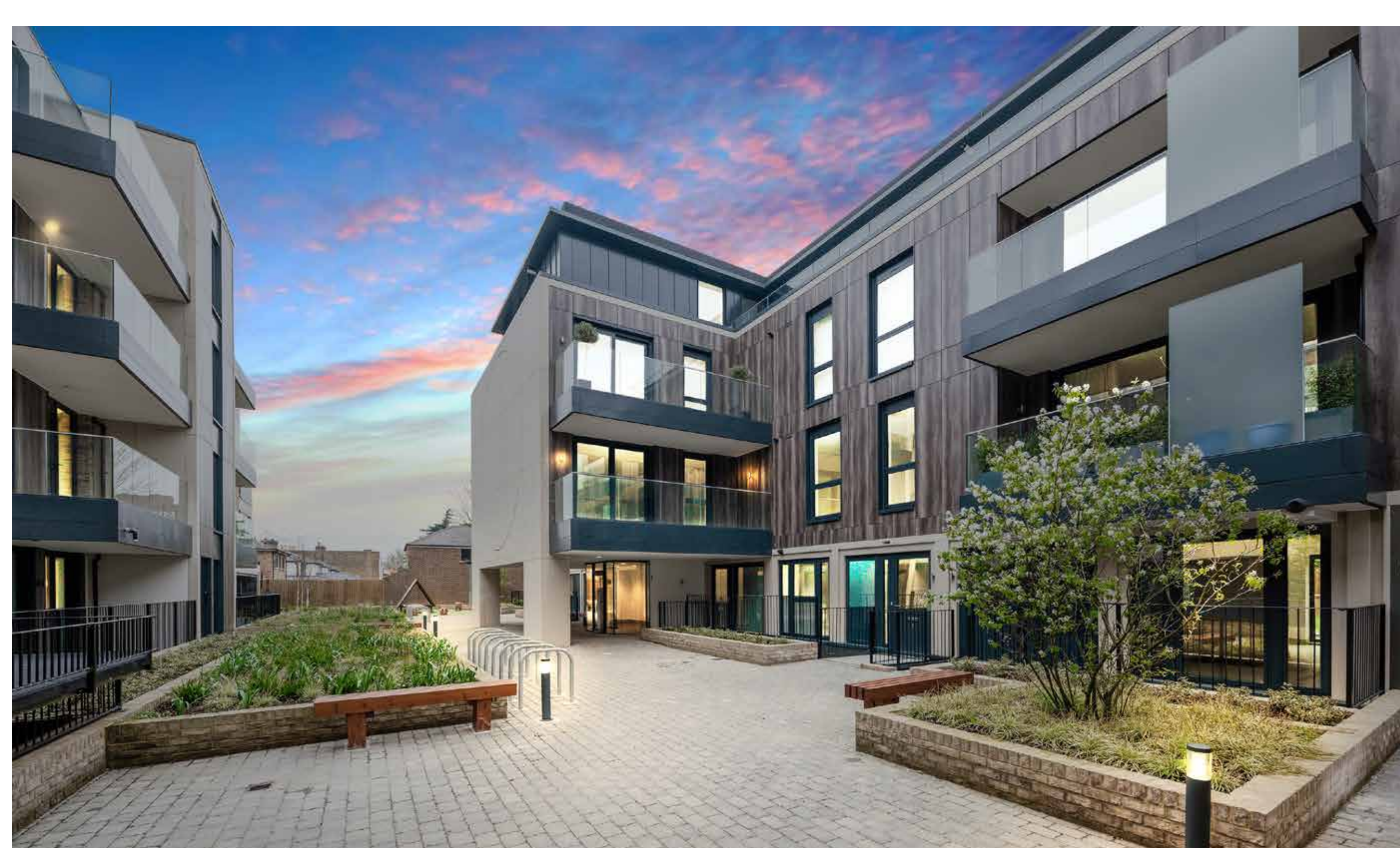
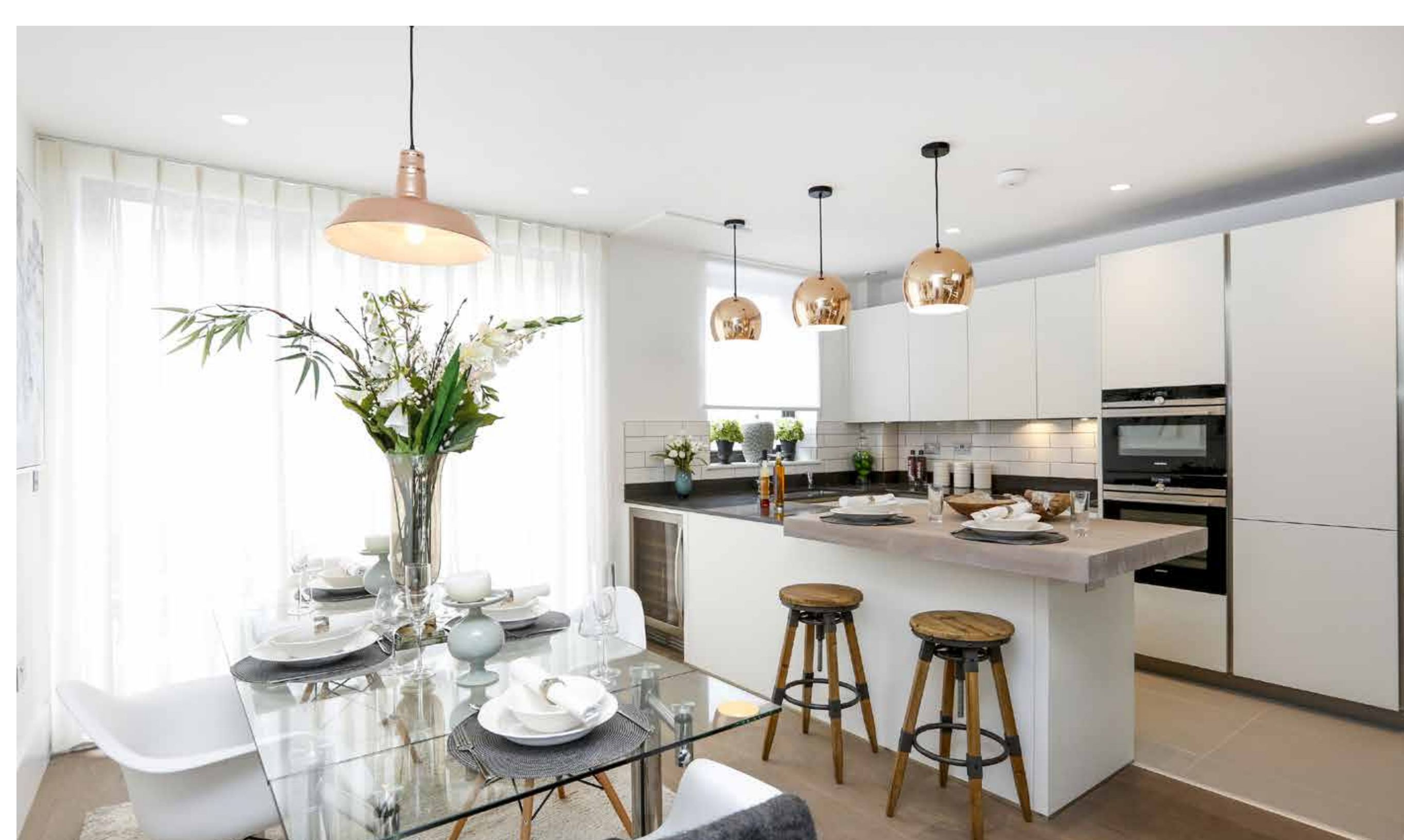




indigoScott is a private developer of high quality homes and commercial spaces, based in south west London and established in 1997. As a family run business, it has traditional values together with innovative but truly considered design and construction processes.

indigoScott has extensive expertise in land acquisition, planning, design, and construction which enables each development to be carefully appraised and actively promoted through the planning system - resulting in high quality end developments.



### We Value Your Views

Thank you for attending today's exhibition. We hope you find it useful and informative to meet with representatives from indigoScott and their project team.

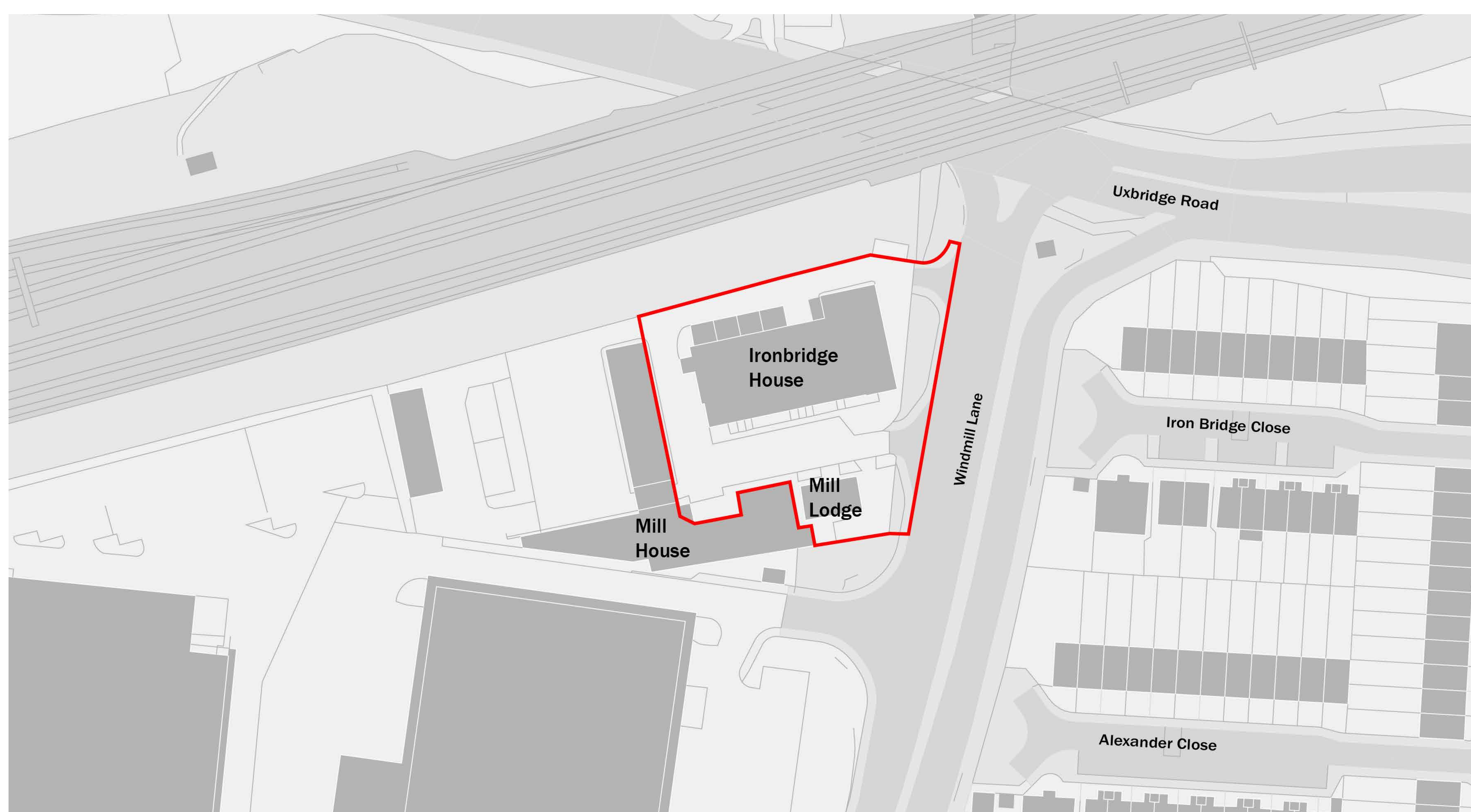
We would like to hear your thoughts on our proposal to provide new homes and employment spaces. You may do so by:

- Filling out an exhibition response card;
- Responding to the postal flyer using the enclosed pre-paid envelope;
- Emailing [ironbridgehouse@rapleys.com](mailto:ironbridgehouse@rapleys.com); or
- Writing to us at:

Ironbridge House Consultation  
Rapleys LLP  
55 Spring Gardens  
Manchester  
M2 2BY

Please provide your comments by 19th July 2019.

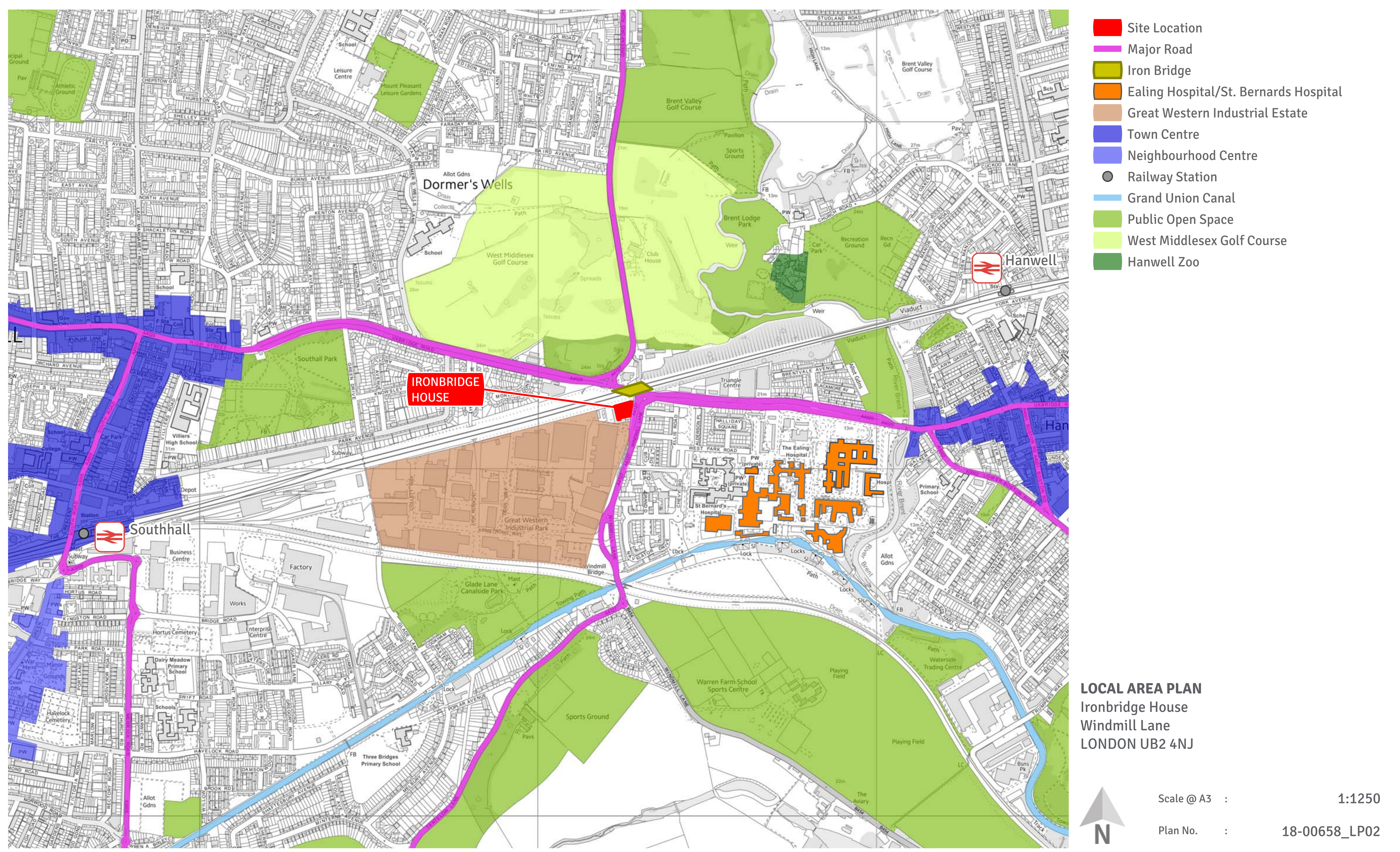
Details provided through any of these channels will be passed to third parties instructed by indigoScott to be processed. We confirm that all information whether sensitive or otherwise, will be treated in accordance with the GDPR and the UK Data Protection Act 2018.



### Project Team:







**The Site**

The site comprises the existing Ironbridge House, a 1-3 storey building (with 4 storey tower feature) and Mill Lodge, a 2 storey building, and extends to approximately 0.70 acres (0.28 hectares). It lies within the north eastern corner of the Great Western Industrial Estate and was previously used as offices (Windmill Place Business Centre).



The site is situated to the west of Windmill Lane and close to the junction with Uxbridge Road (A4020), which passes under Iron Bridge to the north east of the site. The site is bound to the north by the Great Western Railway line, to the south and west by Mill House, and to the east by Windmill Lane. The principal access to the site is taken from Windmill Lane, to the south of the existing Ironbridge House.

**Residential Use**

In June 2018, Ironbridge House received approval for conversion from office to residential use under permitted development rights. Mill Lodge has been converted into 2 residential apartments. Mill House, next to the site, has also been converted into residential use.

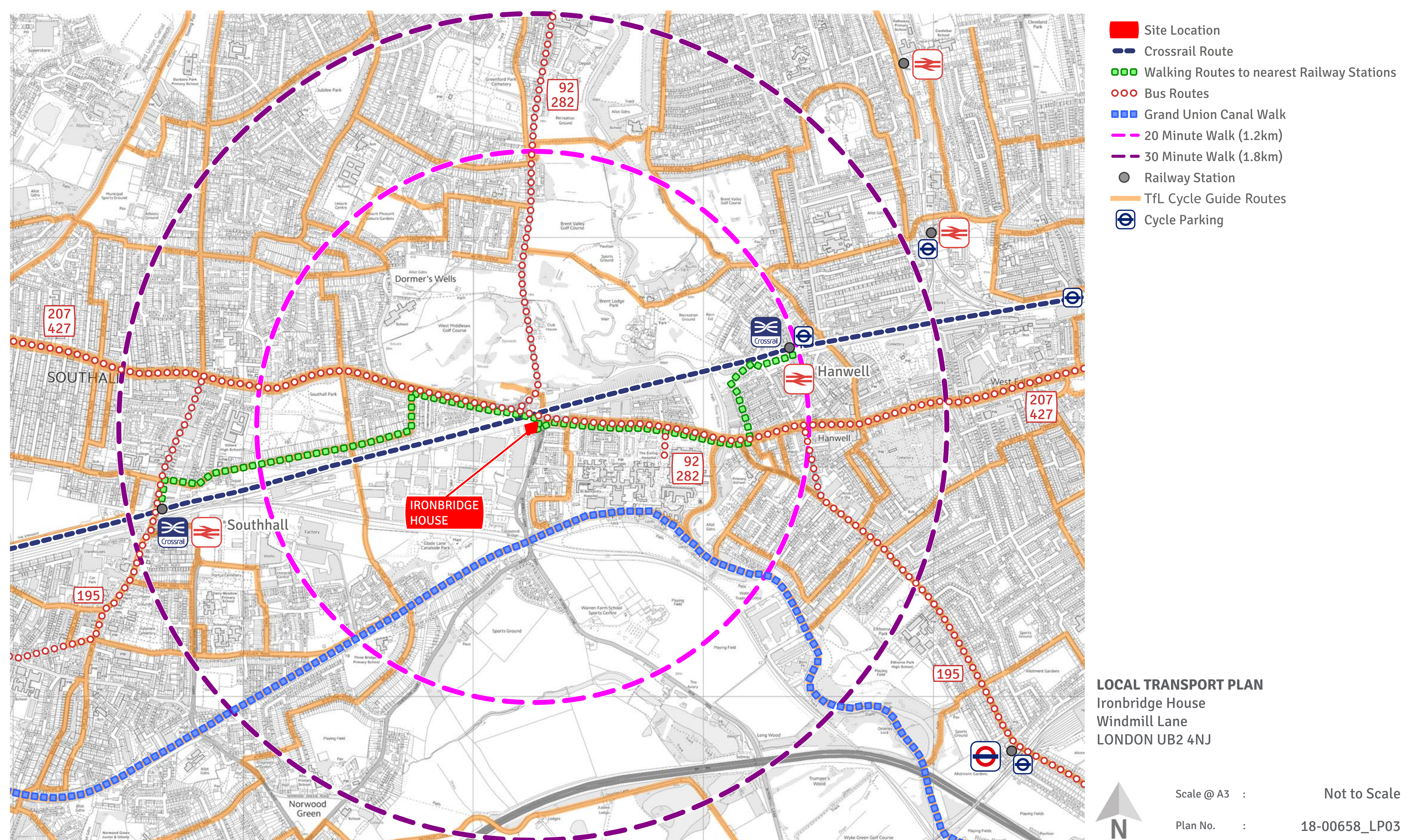
**Surrounding Context**

The immediate surrounding area is comprised of residential estates to the east of Windmill Place (predominantly three storey) and industrial sheds to the south and west beyond Mill House. To the north of the railway line are a small number of business and commercial uses (including a timber yard and petrol filling station) and a residential estate, and further east along Uxbridge Road is Ealing Hospital.





The site is located immediately adjacent to Uxbridge Road (A4020). It therefore benefits from access to a good transport network, including nearby bus stops to access the established bus routes (92, 195, 207, N207, 282, 427, 483, N83 and 607) serving Uxbridge, Southall, Brentford, Ealing, Acton, Shepherd's Bush and further afield, and from which there are ongoing connections to London underground and national overground services.



The site is located 860 metres to the west of Hanwell District Centre and 1.2 kilometres to the east of Southall Town Centre and is around a 20 minute walk to Hanwell Station and a 25 minute walk to Southall Station. Both Stations are on the new Elizabeth Line route (Crossrail 1), which will provide quick access to central London and Heathrow.

Within the vicinity of the site are numerous local cycle routes that are identified on Transport for London's Local Cycling Guide. Cyclists can also access the Three Bridges and Grand Union Canal towpath to the south of the site.



Hanwell District Centre



Southall Town Centre

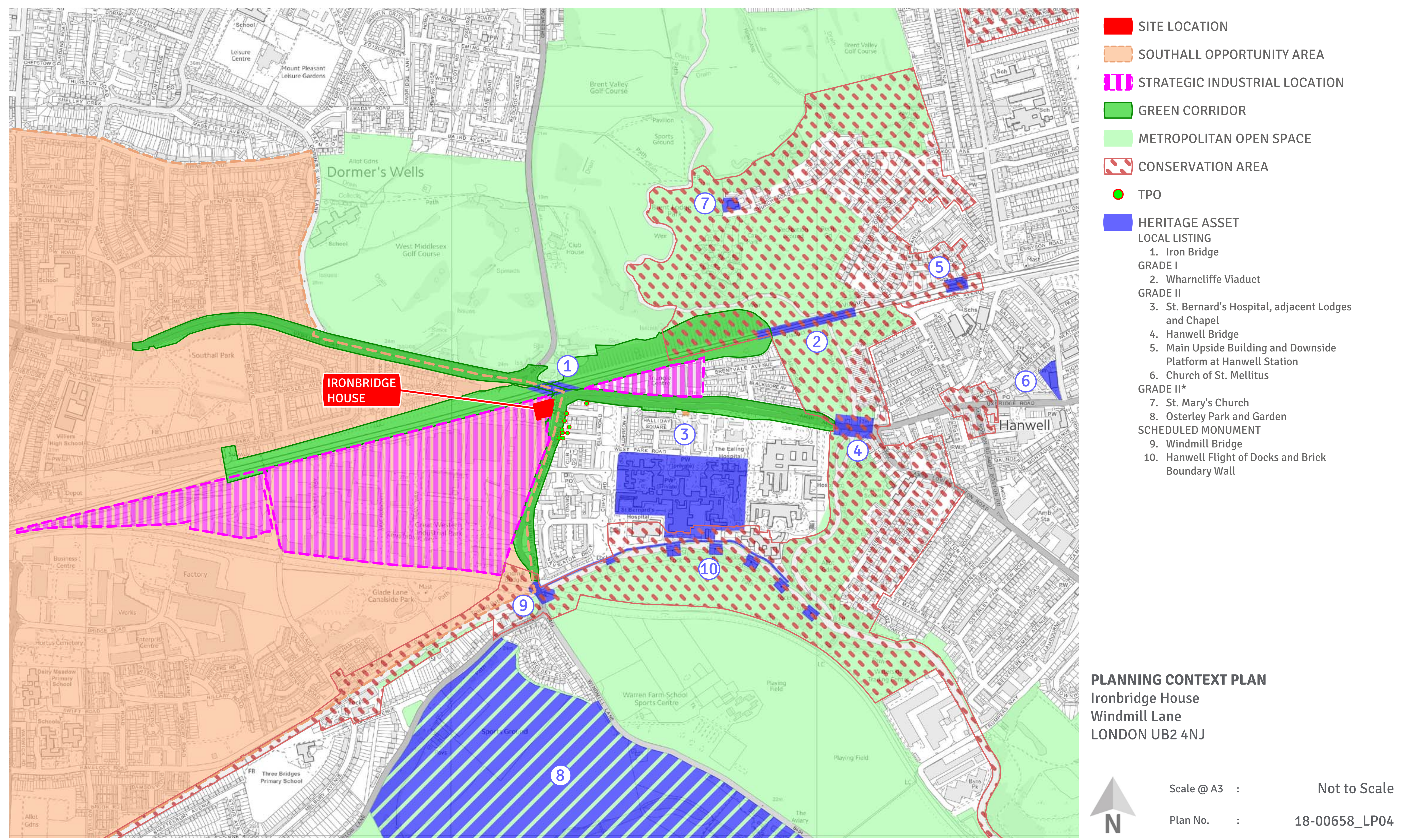


Three Bridges Grand Union Canal



Grand Union Canal





**Strategic Industrial Location**

The site is located within the Great Western Strategic Industrial Location (SIL) and Southall Opportunity Area as defined in the Ealing Local Plan and London Plan. Although SILs are generally protected for employment uses, the site benefits from permitted change of use from office to residential. This permitted change therefore represents a material consideration to support the proposed comprehensive residential-led redevelopment of the site.

**Housing Need**

The need for housing in London is acute and Ealing is no exception. Planning documents published over the past decade show a significant increase in the housing requirements for the borough. The current London Plan 2016 sets a minimum 10 year housing target for Ealing of 12,972 units to be delivered between 2015 and 2025 (or 1,297 units annually). However, the Draft New London Plan (August 2018) more than doubles this 10 year housing target to 28,070 for the decade 2019/20 to 2028/29 (or 2,807 units annually).

**Other Designations**

The site and surrounding area are also subject to the following planning designations:

**Green Corridor** - The railway line, Uxbridge Road, Iron Bridge and Windmill Lane are designated as a Green Corridor in the Ealing Local Plan.

**Heritage** - Iron Bridge is a locally listed heritage asset. It was designed by Isambard Kingdom Brunel in 1837.

St Bernard’s Hospital to the east of Windmill Lane (beyond Chevy Road) and adjacent lodges to the south of Uxbridge Road are Grade II listed buildings. St Mary’s Church, located approximately 750 metres to the north east of the site, is Grade II\* listed (with other Grade II listed properties adjacent) and Wharncliffe Viaduct, located approximately 700 metres to the east is Grade I listed.

Other structures / buildings identified for their heritage value are also found within the wider vicinity of the site.

**Flood risk** - The site is located within Flood Zone 1 and therefore in an area with a low probability of flooding.

**Southall Opportunity Area**

The Southall Opportunity Area Planning Framework (OAPF) seeks to accommodate 18,000 new residents and 3,000 new jobs over the 20 year plan period. The Opportunity Area covers 520 ha of land in Ealing and will see significant transformation following the opening of the Elizabeth Line (Crossrail 1), which will serve Southall and Hanwell.

The OAPF aims to build balanced communities with accessible social and community facilities. The key planning principles for the area include:

- At least 6,000 new homes in a mix of unit sizes, types, tenure and affordable housing.
- Provision of a built environment that complements existing context, with some taller buildings provided to improve legibility in key locations.
- Provision of sustainable technologies that could include the incorporation of sustainable urban drainage systems (SUDS) and to achieve an air quality neutral impact.



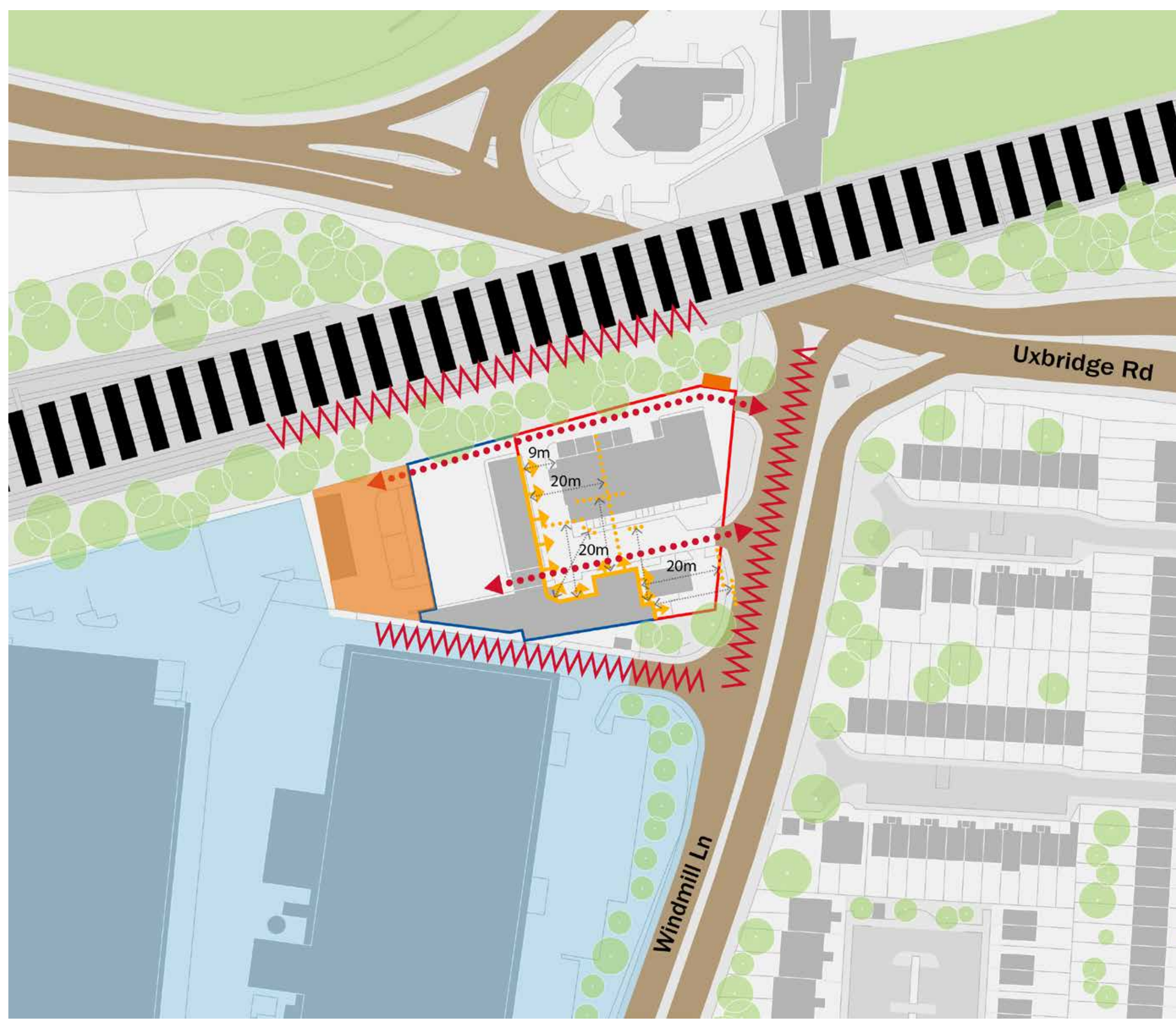
Iron Bridge



Wharncliffe Viaduct



A detailed contextual analysis has been undertaken to identify the key constraints and opportunities.



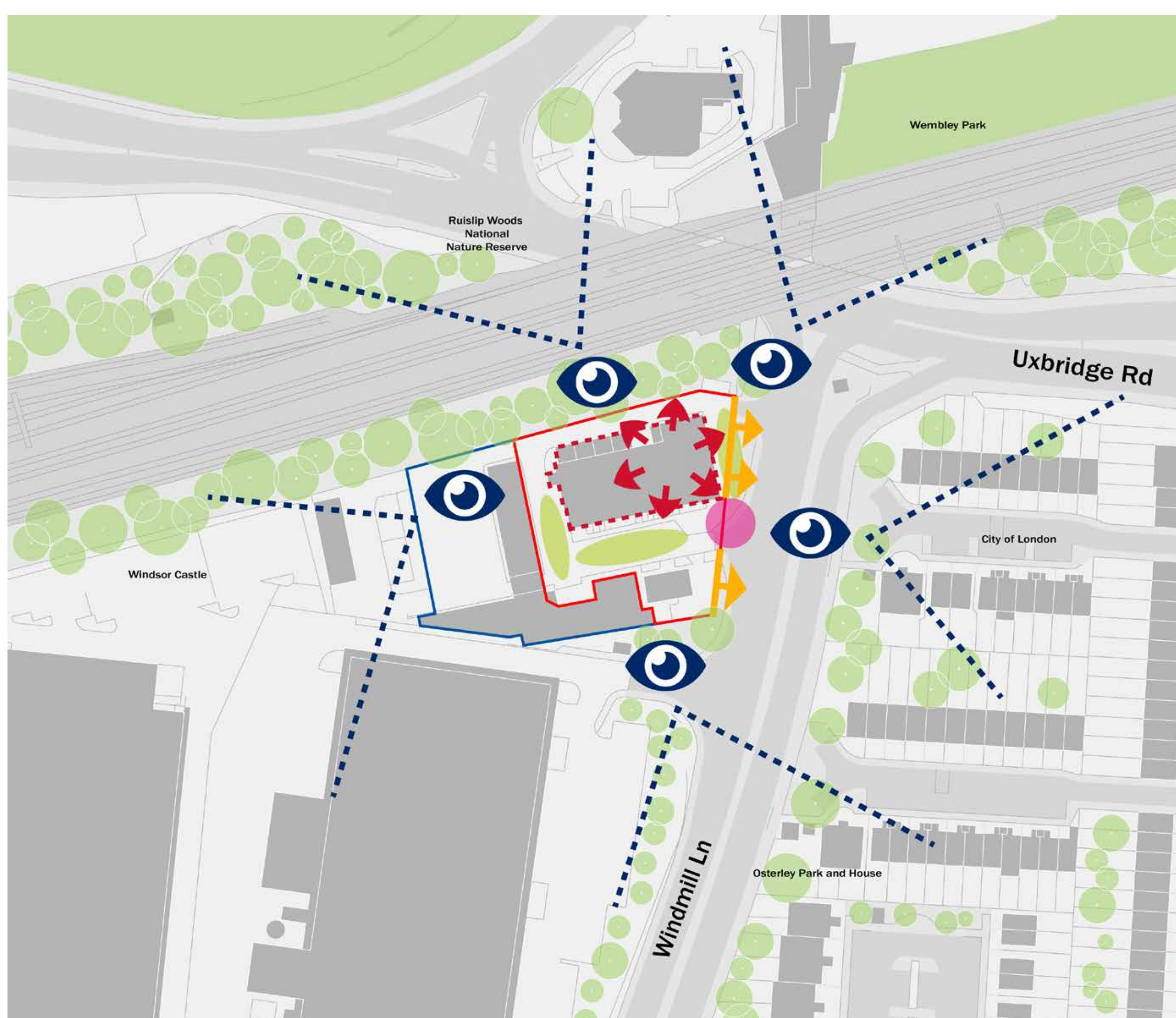
Site Constraints

- Site boundary
- Raised Railway
- Roads
- Industrial Area
- Substation
- Green Areas
- Existing Trees
- Right of Way
- Overlooking
- Noise

- Road and railway infrastructure – potential impacts on new development arising from noise and air pollution.
- Great Western Industrial Estate – potential impacts from activities associated with the adjoining industrial estate, including noise and odour pollution.
- Orientation – the need to ensure adequate residential amenity for existing and future residents.
- Access – the need to retain rights of ways to the electricity substations and existing properties at Mill House.

- Heritage – ensuring that the proposals will have no significant impact on identified heritage assets.
- Heathrow Airport – understanding the flight path safeguarding requirements for aircraft in respect of tall buildings.

The planning application will therefore be supported by a range of technical reports that assess the identified potential impacts and inform the scheme design.



Site Opportunities

- Site boundary
- Raised Railway
- Roads
- Industrial Area
- Substation
- Green Areas
- Existing Trees
- Right of Way
- Overlooking
- Noise

- Brownfield land – a clear opportunity to make best use of this underutilised brownfield site and provide much needed new homes, including affordable housing and employment space.
- Site significance - the site sits at the junction of a key transport infrastructure route where the Great Western Railway line intersects with Uxbridge Road and Windmill Lane / Greenford Road.
- Landmark building – the site’s significance is further cemented through its location at the eastern extent of the Southall Opportunity Area. It presents the opportunity to provide a high quality ‘marker’ building to distinguish this important intersection and gateway to the Opportunity Area.

- Active frontages – development along Windmill Lane largely ‘turns its back’ on the road. The redevelopment of Ironbridge House could help to redress this and create an active ground floor frontage at the site.
- Green corridor – the redevelopment presents the opportunity to enhance the landscaping and thereby ecological / biodiversity value of the site and the associated Green Corridor, which is currently largely devoid of vegetation.



## DESIGN PRINCIPLES

The proposed building design seeks to respond to the identified constraints and opportunities, within the context of the policy framework for the Opportunity Area and has regard to the following principles.

**Re-use of a prominent brownfield site to make the best use of land** - provide much needed homes for Londoners close to two Elizabeth Line stations.

**Provision of a landmark building** - provide a tall building of architectural merit to respond to the site's significance at the gateway to the Opportunity Area and important intersection.

**Townscape impact** - ensure the building's design responds to its context in terms of its scale, height, massing and key views.

**A mixed-use development** - re-provide employment / commercial uses, which will be accommodated at lower floor levels (with residential apartments above).

**High quality new homes for Londoners** - Provide a mix of 1, 2 and 3 bedroom homes that accord with the national space standards.

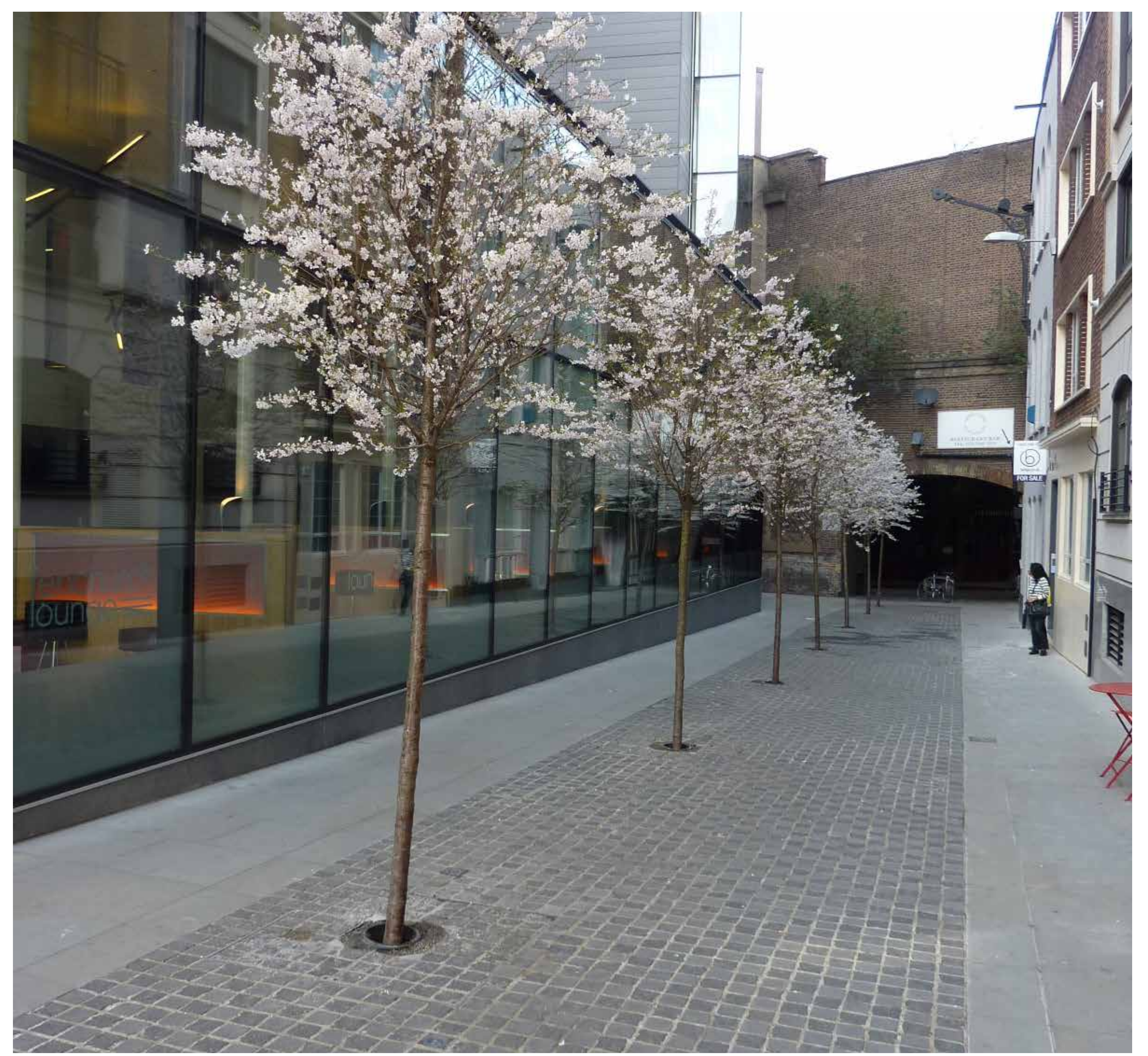
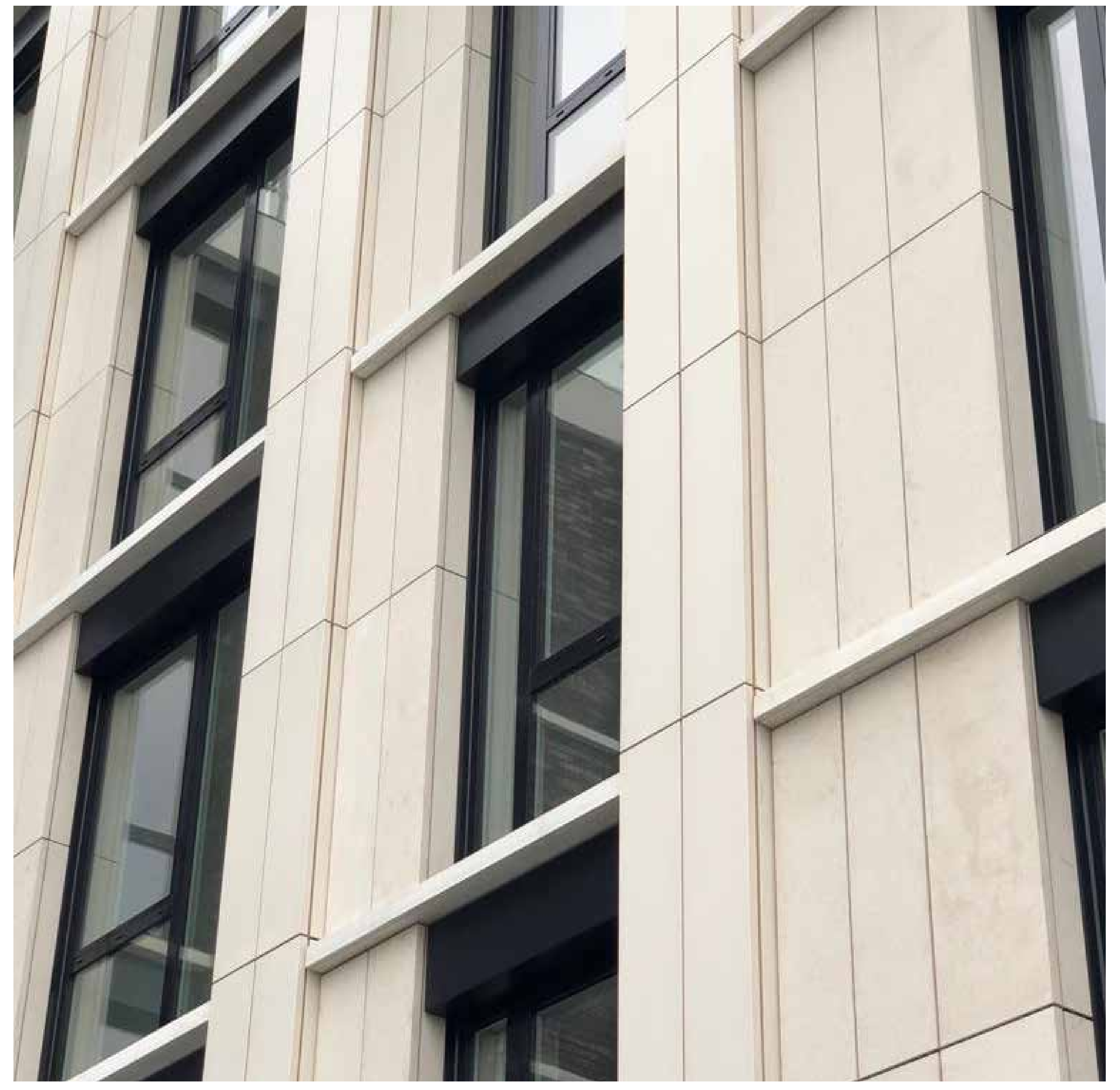
**Affordable homes** - subject to viability, 35% of units will be affordable with a mix of ownership/tenure types.

**Materials** - the approach to materials will be contextual with contemporary elements.

**Access** - retain the existing accesses/egresses to and from the site for use as the main vehicle / service routes and pedestrian access, for the development and existing uses.

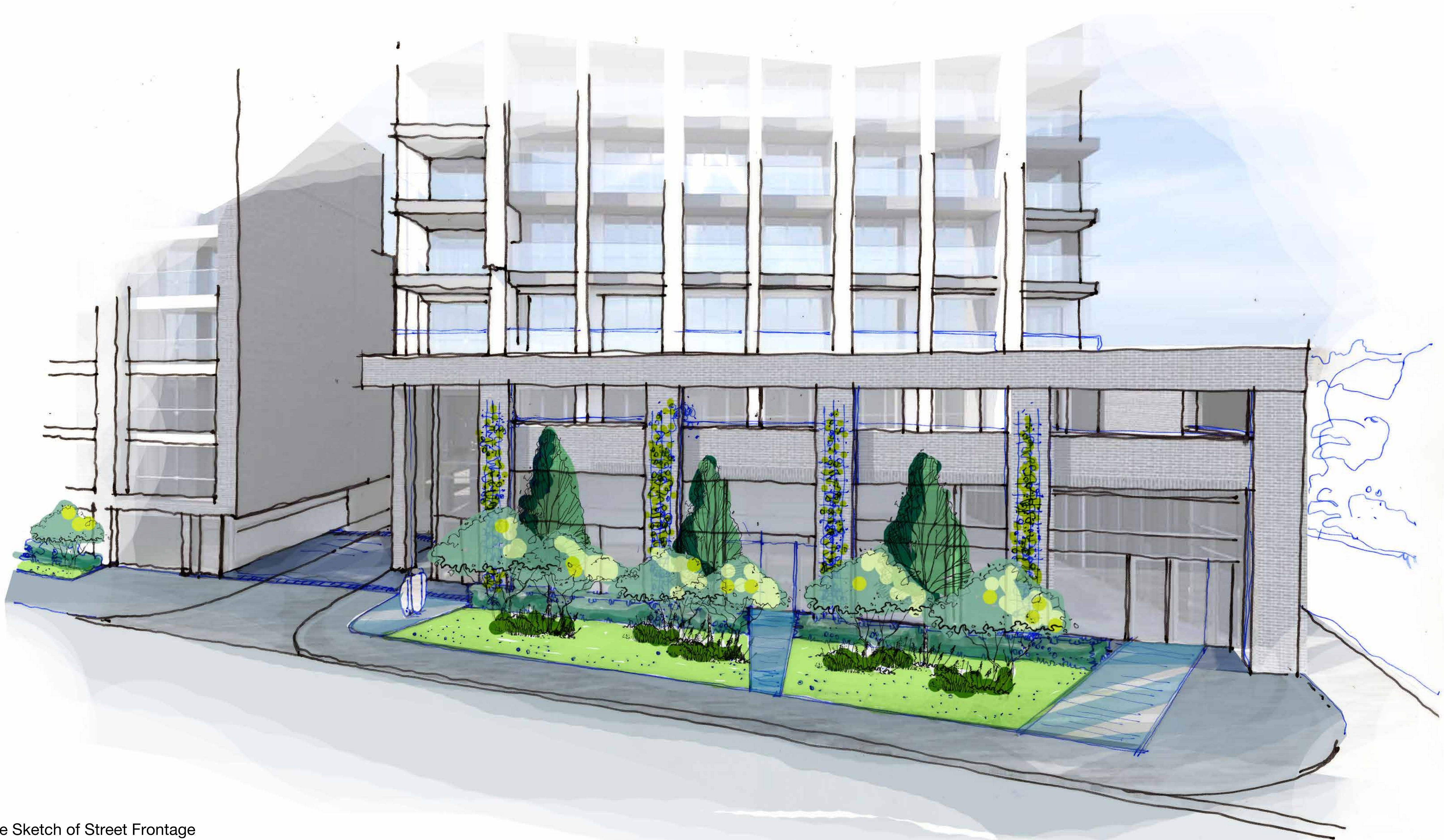
**Sustainability** - provide a development that meets relevant guidelines and policy requirements to minimise its energy use through the use of sustainable design and technologies.

The proposal has been designed by examining a series of different approaches to the redevelopment of the site in the context of these relevant considerations. The draft proposals have also been informed through discussions with Ealing Local Planning Authority as part of a formal pre-application process.



Images showing examples of architectural styles





Indicative Sketch of Street Frontage

The draft proposal responds to the identified site constraints and opportunities, and seeks to achieve the following:

- Sustainable regeneration of a brownfield site to provide new homes and workspaces
- Provision of around 250 new homes including a range of 1, 2 and 3 bedroom apartments
- Provision of around 1,300 sq.m of new commercial floorspace, which can accommodate around 75 full time jobs
- New amenity spaces and high quality landscaping
- A new and active vibrant frontage along Windmill Lane
- 35% of new homes as affordable housing
- Sustainable investment including approximately 750 construction jobs, and an estimated £3M in additional revenue and spending generated by new residents and businesses



Indicative Sketch of Mews



Ground floor layout



Indicative Sketch of the Development