



# 455 London Road, Isleworth

## New build housing - change of use

455 London Road was the site of a five-storey office complex with ancillary and sports facilities attached. The office accommodation was dated and the opportunity therefore existed to consider redevelopment. The scheme developed a new complex, with a mix of residential and commercial facilities.

The location is on the main road between Brentford and Hounslow in a predominantly residential area. The development proposals sought to reflect the urban grain of the area in a sympathetic way with a mix of private, social and key worker accommodation to the rear of the site. The scheme was designed to stitch the new urban village more closely into the surrounding area.

There are a number of public employers within walking distance of the site and these were taken into account in the layout.

An important component of the design was therefore to provide key worker accommodation to support services within the local community.

119 new homes were provided through a mix of new flats and houses grouped around landscaped areas. While the new flats are in a series of pavilion blocks in a contemporary style, the new houses are more traditional and of a scale and form which reflects the housing in the surrounding streets.

High quality landscaping forms an important part of the development. The new pavilion housing is framed with trees and heavy planting to soften the design and the access to the development



**Location:**  
Brentford, London

**Client:**  
Barratt West London/Acton Housing Trust

**Project:**  
119 mix tenure new build houses and flats

**Value:**  
£15m

**Status:**  
Complete 2004

“The vision was to create a new, thriving community with sufficient wealth and activity to support a range of facilities.”