

THE JAMES

Chiswick

Thank you for your interest in our forthcoming proposals.

We are here to show you the emerging proposals for the empty site between Larch Drive and Chiswick Roundabout.

Please have a look at the information on these boards and ask us any questions you may have.

You can see an aerial view of the site here, with the red line indicating the site boundary.



As you may be aware, there is a significant planning history on this site, where a number of different schemes have come forward. Here is a look at the planning history.

Importantly, the site is at the start of the Golden Mile, the UK's largest creative tech innovation district and, as home of 37% of the UK's broadcast media jobs (45% of London's), is a nationally significant cluster.

Golden Mile London anchors £5billion GVA and, intertwined with hundreds of acres of green space, is already one of the world's largest creative tech innovation districts.

We are confident that, should planning permission be granted, we can deliver the proposals you will see today.



2000 'THE PINNACLE'

This all-office scheme was 120m tall, and was approved by LB Hounslow in January 2000, but the application was withdrawn after being called in by the Secretary of State.



2002 'THE CITADEL'

This 60m tall all-office scheme was approved by LB Hounslow in September 2002. The consent was implemented and is still live, but in subsequent years changes in the office sector have made it unviable.



2012 'THE OCTOPUS'

In the aftermath of the 2008-2010 global recession this predominately advertising scheme, with a modest office interior, was secured via the Appeal process. Funding issues prevented it being built out.



2019 'THE 'CHISWICK CURVE'

A 120m tall predominately residential scheme which was refused by LB Hounslow and subsequently dismissed at Appeal in 2019.



OCTOBER 2024 'HOLLY HOUSE'

A 90m tall residential scheme which was approved by LB Hounslow in October 2024. Since the planning application was submitted in August 2021, changing market conditions have significantly undermined the viability of this scheme, including declining office demand, a softened residential sales market and wider economic pressures.

The applicant, The James, is a dynamic residential operator delivering a growing portfolio of thoughtfully designed co-living and private homes across the UK.

You can find out more about The James by visiting their website – scan the QR code to take a look.

Architects Ackroyd Lowrie have been appointed for their experience and knowledge of London's residential and co-living landscape, with numerous successful schemes developed in the capital.



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OUR AIMS FOR THIS DEVELOPMENT

The project team has a number of aims for this project. They can be summarised as follows:



DELIVERABILITY. We want to make sure that what we put forward can actually be built. For a number of reasons, very few new homes are actually being built due to a variety of economic and social reasons and we are working hard to ensure that the proposals shown here today can be built.



AFFORDABILITY. We all know that there is a shortage of affordable homes. We are working hard to maximise the affordability of the new homes that we are proposing.



LOCAL AMENITIES. At present the site offers nothing. We can provide shops at ground floor level and new accessible open space. Your thoughts on ground floor uses would be welcome.



IMPROVED PEDESTRIAN AND CYCLE EXPERIENCE. We can create a better environment for those on foot and cyclists.



EMPLOYMENT OPPORTUNITIES. As well as significant employment opportunities during construction there will be permanent full and part time jobs within the completed building.

Starting with Holly House

The starting point for the team is the consented Holly House proposal. We know that we cannot exceed the height or the massing of this building. We will show that we have stayed within these limitations. A computer-generated view of Holly House is shown below.

What kind of homes are we proposing?

We are proposing a building that contains two elements – conventional apartments, and co-living.

What is co-living?

Co-living consists of purpose-built studio apartments combined with generous communal areas with a variety of uses and activities, which create a community ethos. This enables residents in co-living buildings to benefit from living in prime locations whilst paying more affordable rents. Each private room is fitted with an en-suite bathroom, double bed, small kitchen area, table and chairs.

What kind of apartments?

The apartments will consist of a mixture of two- and three-bedroom homes, all built to the highest standards. There will be around 60 in total and we will work with the London Borough of Hounslow to maximise the number of truly affordable apartments in this part of the building.

How tall will the building be?

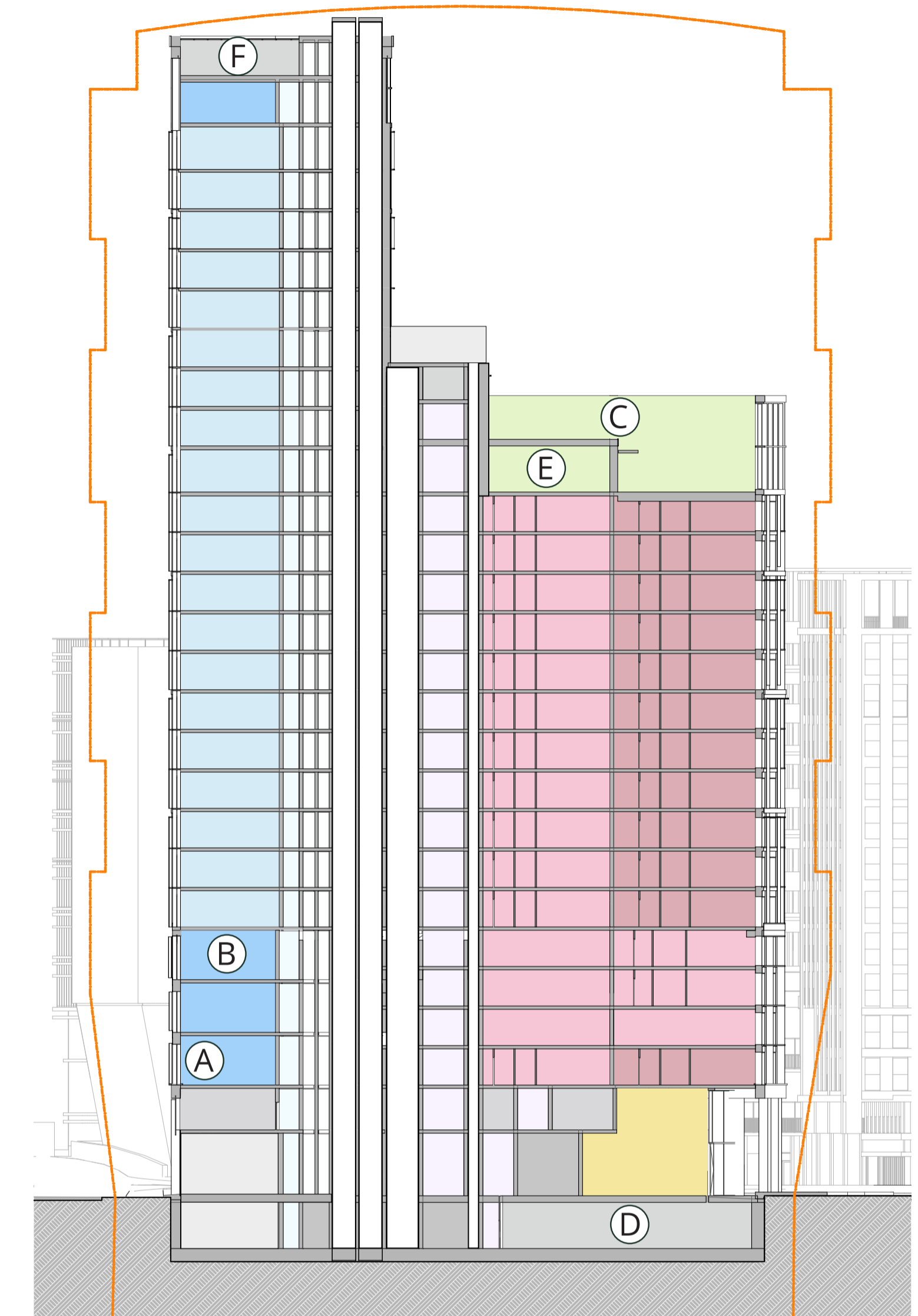
On the right you can see a cross-section of the building. The floors in blue show the co-living rooms, the floors in pink are the apartments.

The orange outline is the outline of Holly House. As you can see, the new proposals remain within the height and massing of Holly House.

What will be on the ground floor?

The plan shows the layout and potential various uses on the ground floor. They include new shops and a new gym and new open space and planting.

1 Residential lobby	8 Bottle shop
2 Shared winter garden lobby	9 Specialist fitness studio
3 Co-living reception	10 Grab-and-go food store
4 Co-living staff room	11 Substation and switch room
5 Co-living postal room and staff welfare	12 Vehicle access to substation
6 Servicing bay	13 Cycle storage
7 Residential refuse collection	14 Public e-cycle spaces



- (A) Bike storage is positioned at first floor to raise sleeping and amenity accommodation away from the vehicles at ground floor and the elevated M4.
- (B) The co-living internal amenity occupies the space facing the elevated M4, to increase the distance between the sleeping accommodation and this noise source.
- (C) Rooftop external amenity space is surrounded by a tall glazed crown, creating a comfortable, quiet amenity space for all residents.
- (D) Extent of basement excavation is reduced from 3.5 storeys to 1 storey.
- (E) All external amenity is overlooked by associated internal amenity.
- (F) Air source heat pumps and pv panels are located at roof level.

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CO-LIVING RESIDENT JOURNEY

To understand a little more about co-living we can look at the typical journey and day in the life of a co-living resident.



Through the winter garden lobby off Gunnersbury Avenue.



Past reception to collect post.



Secure bike store on the ground or first floor.



Pickle ball game booked on the roof terrace.



Back to the room to freshen up.



Up to the roof terrace to meet some friends for a post work beer.



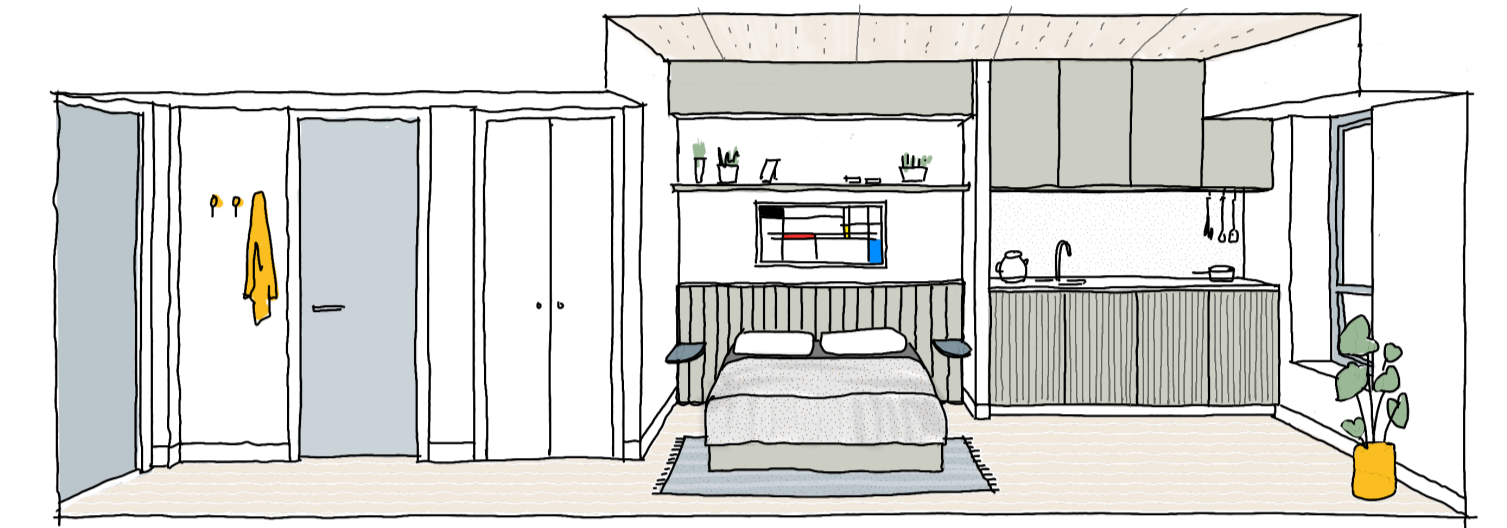
The friends head downstairs to make dinner.



Film night at the cinema room.

Co-living units are sized between 22 and 27 sqm and 28 to 30sqm for accessible rooms.

Each bedroom is well-lit with at least one floor to ceiling window, the width and reveal depth dependant on the orientation. Windows are fixed due to their proximity to the motorway, and rooms are ventilated with integrated cooling. Kitchenettes are equipped with a kettle, microwave, sink, two-plate hob, and a mini fridge. Ample storage space is also provided.

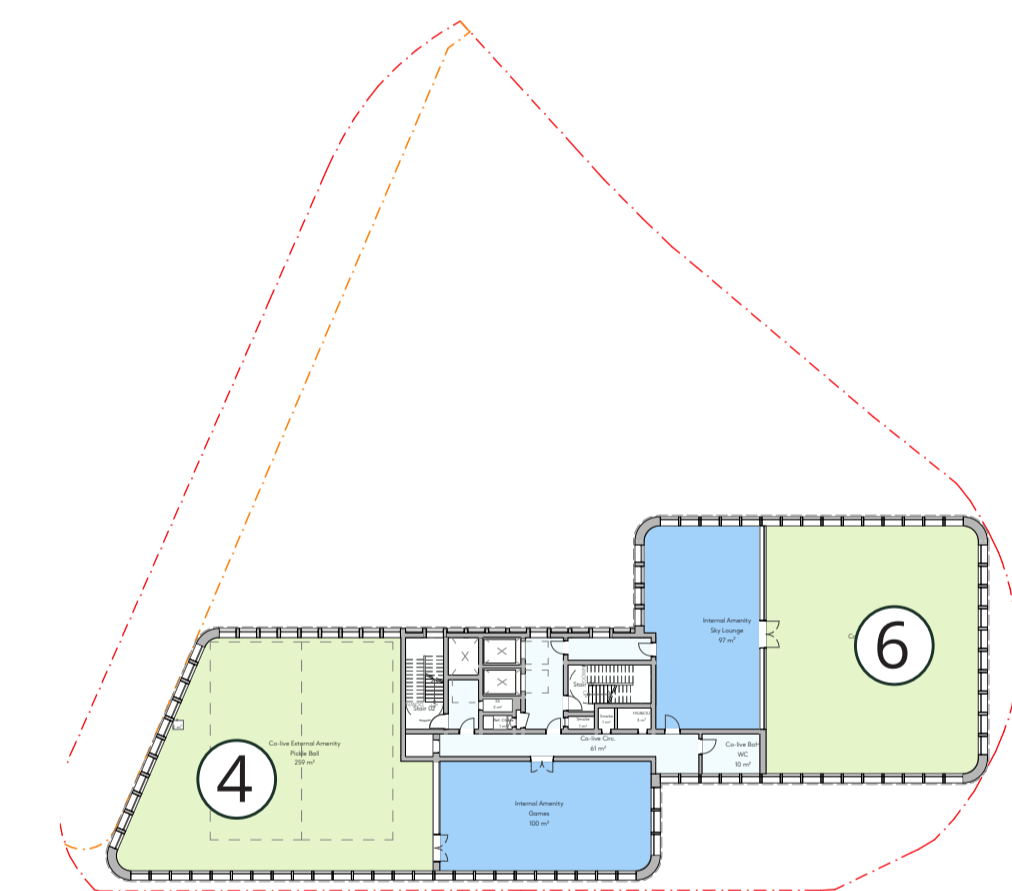


Above you can see a sketch of a standard room and examples of floorplans.

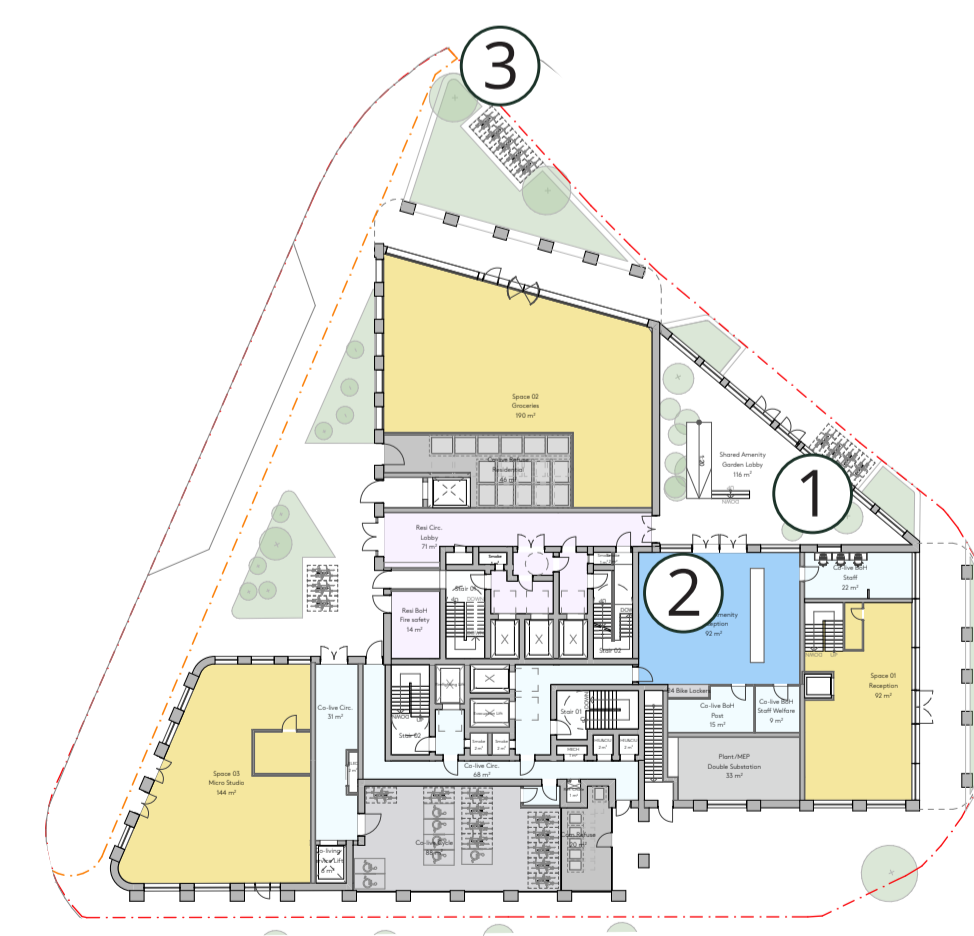
In total, around 500 co-living rooms are proposed.



Standard floor 5-15



25th floor roof terrace



Ground floor



1st floor

RESIDENTIAL RESIDENT JOURNEY

We have taken equal care over the apartment buildings.
Here is a typical residential journey:



Post work gym session.



Cup of tea in the winter garden balcony.



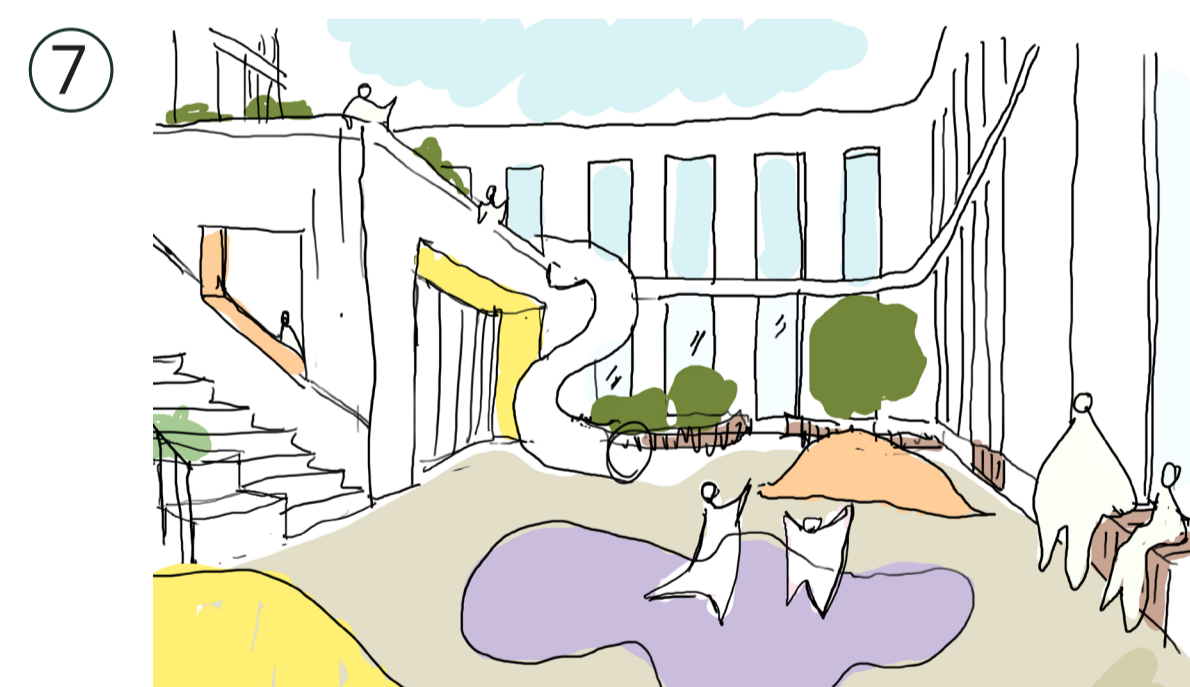
Through the garden lobby to the lifts.



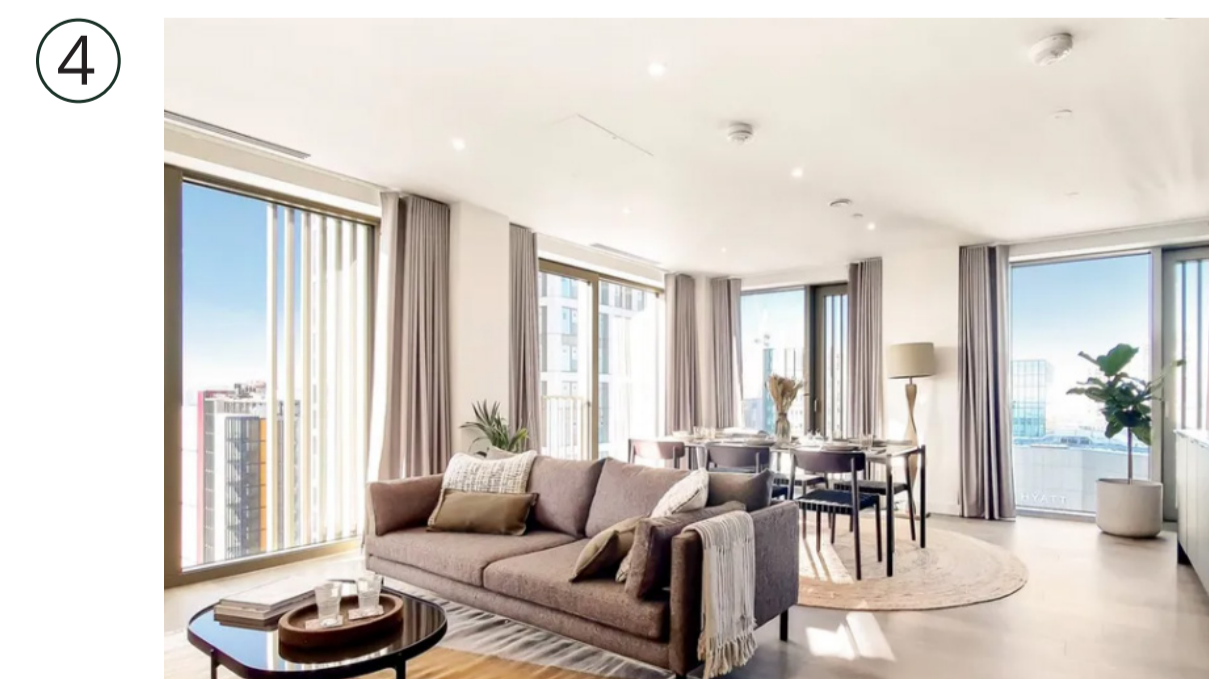
Your neighbour kindly offers to take the kids up to the soft play on the 17th floor.



Bike drop off on the secure first floor.



The sun is out, so the parents take a cup of tea to the winter garden terrace while the kids play.



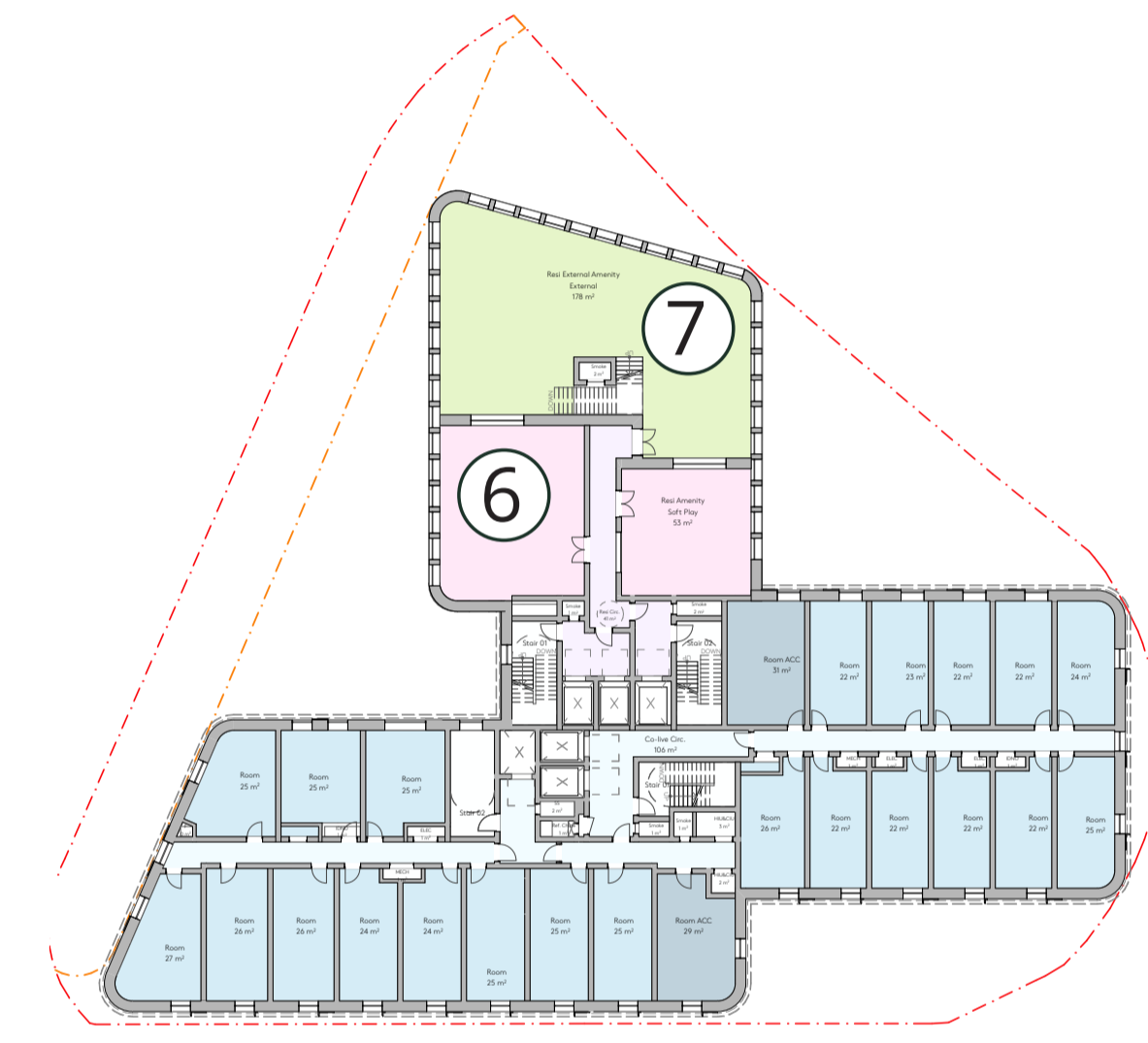
Time to un-wind at home, looking out over Gunnersbury Park.

In total there will be around 60 apartments, all either two bedroom or three bedroom.

We have prioritised play space for 0-5 and 6-11 ages, with play space on the ground floor, the 16th floor and the 17th floor roof area.



Standard floor 5-15



16th floor



Ground floor



1st floor



View showing the approach to the Gunnersbury Avenue building entrance.

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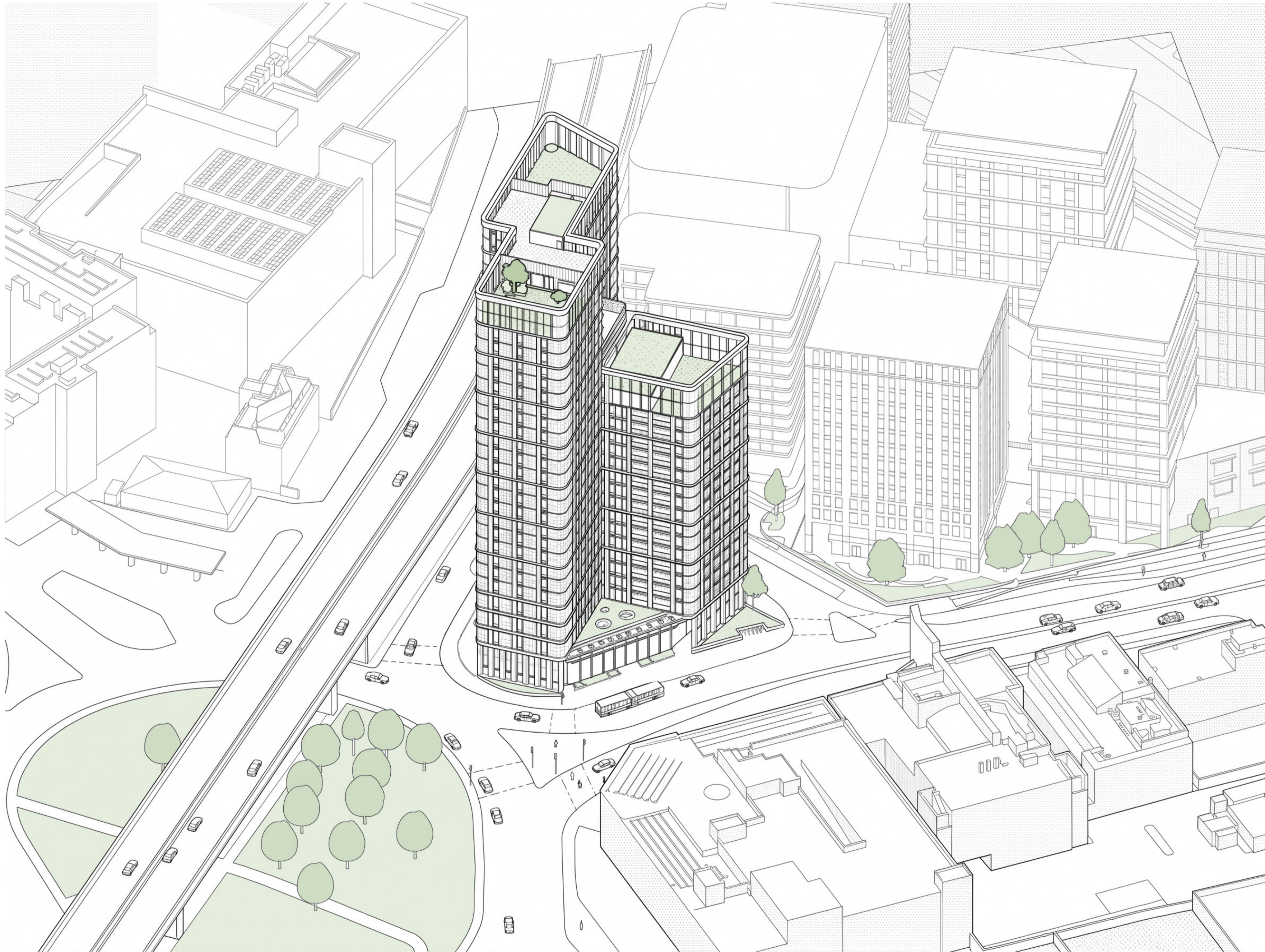
Aerial view from Chiswick roundabout.

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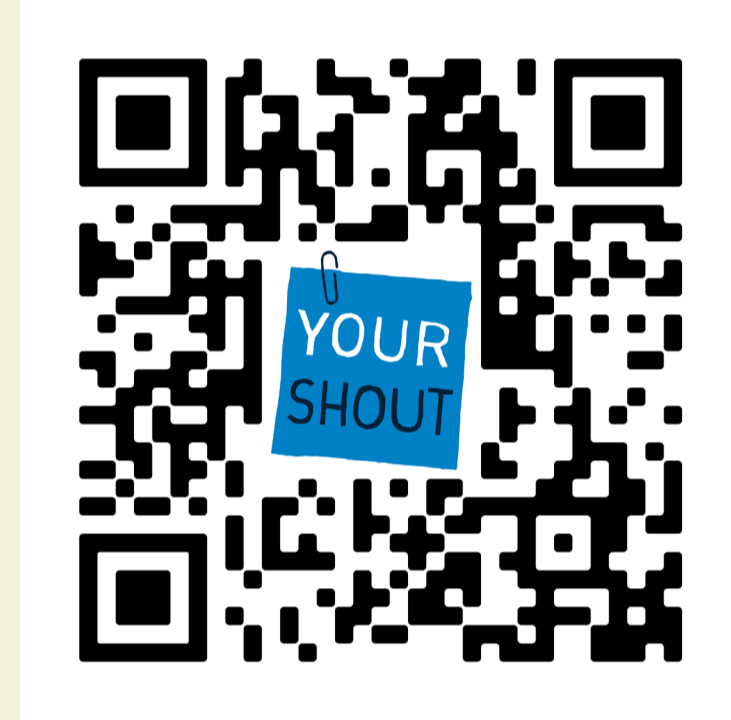
View from Chiswick roundabout crossing.

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Finally, we have prepared a 'wireframe' view of the building, demonstrating the different components of the building.

We will be finalising the planning application over the next few months, wherever possible taking into account the views of local residents and stakeholders. Please don't hesitate to speak to team members today or submit your views via the project website – please use this QR code to get to the website.



On behalf of all the team, thank you for your interest in our forthcoming application.



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