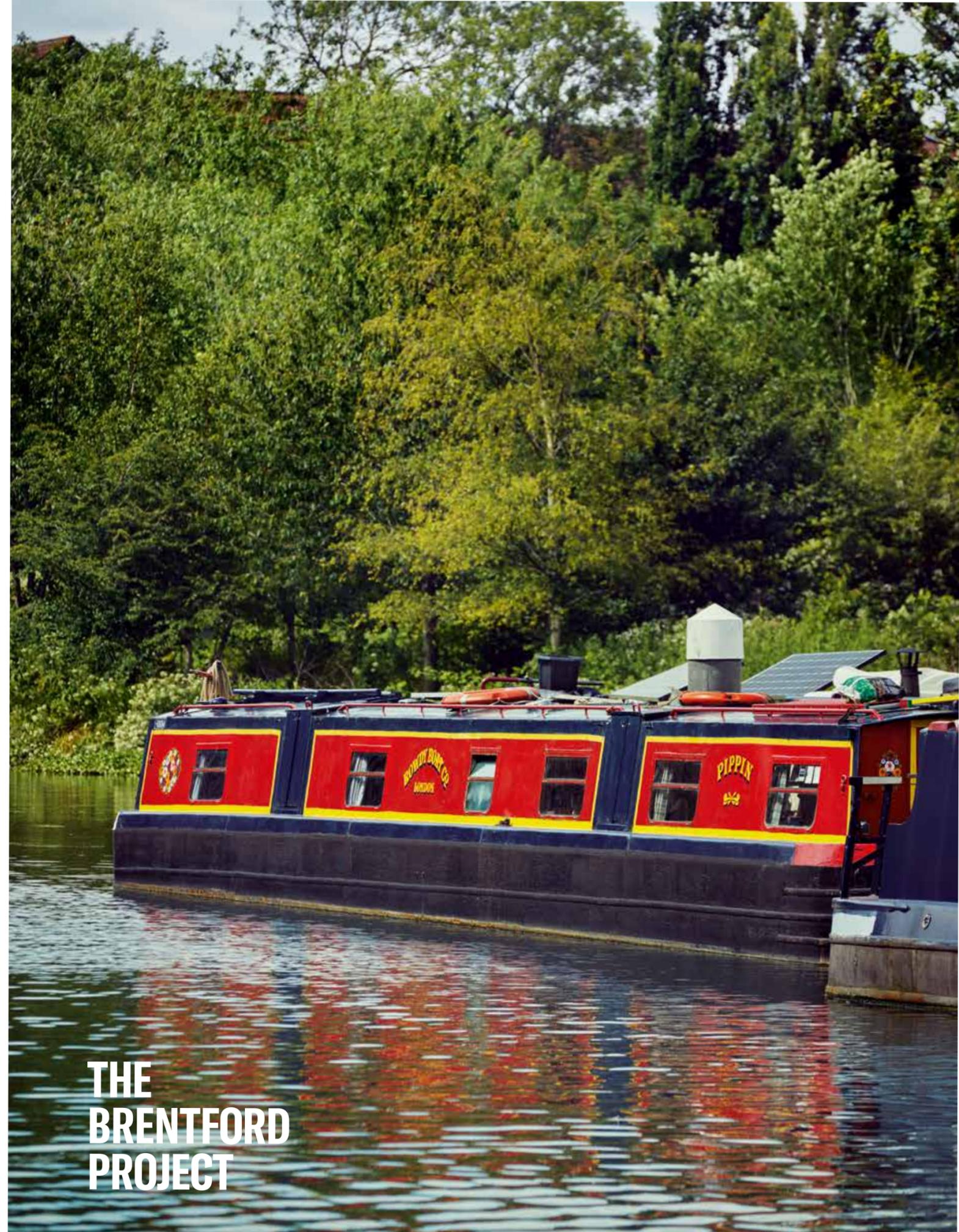


A ringing  
song of  
a town, its  
toes  
lapped by  
the  
Thames

A place  
of  
wordsmiths,  
music  
makers,  
boat  
builders  
and  
bakers



THE  
BRENTFORD  
PROJECT



## A poem to Brentford

A ringing song of a town, its toes lapped by the Thames  
 The Arcadian dream of peace and pleasure  
 Runners and fishermen threading the banks  
 Eights, fours and sculls part the water, rushing through  
 Horses pulled barges past allotments  
 heavy with plums and woodsmoke

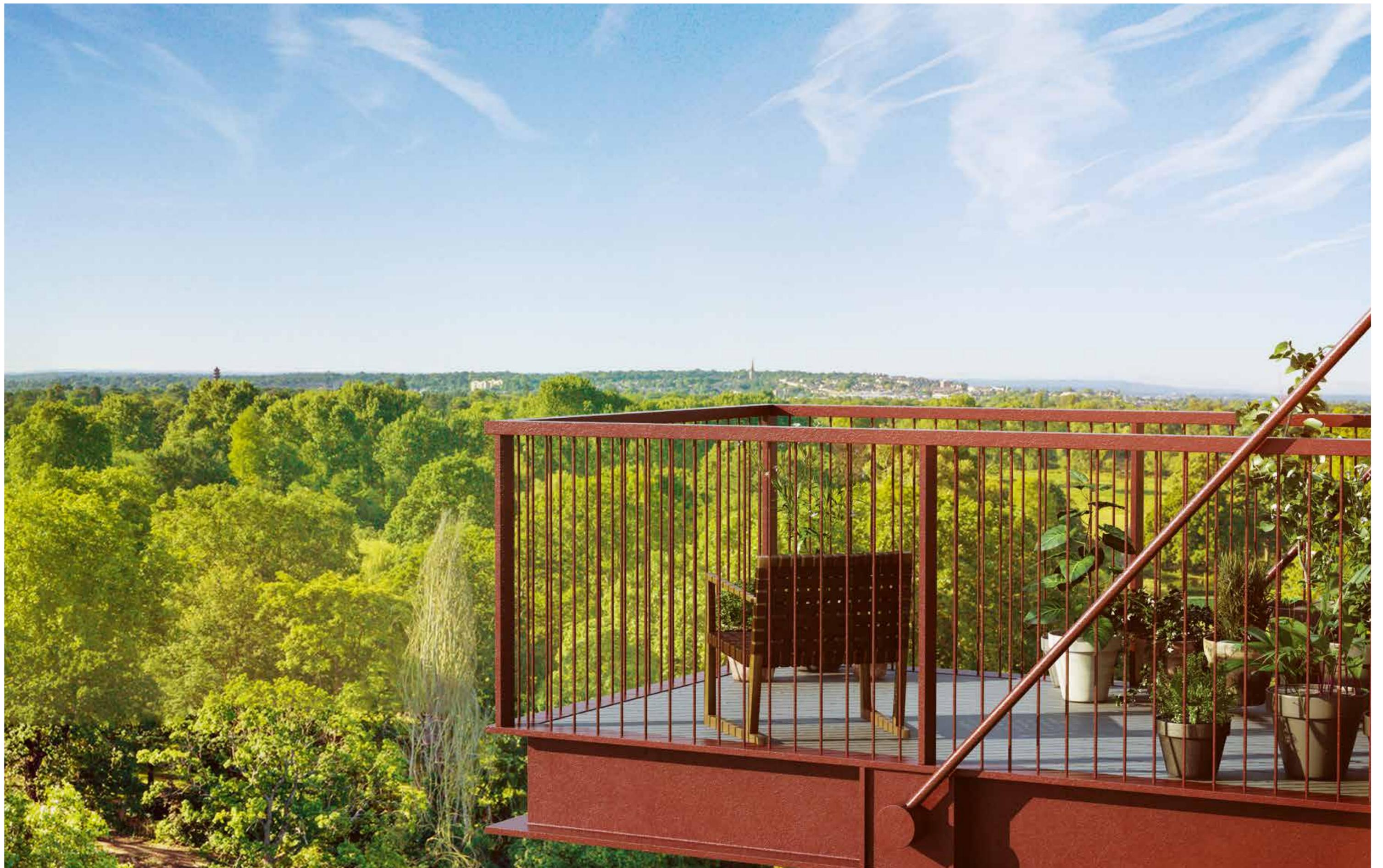
Swans beating the water with heavy wings lift into the sky  
 Leaving moorhens, coots and goslings bobbing  
 Market banter and bustle  
 Scent of fresh bread and coffee, olives and apples  
 Then as now, engineers and artists, imagine side by side  
 Commerce and community twist fingers together  
 Sparks fly, anvils ring, the buzz of match day  
 A pub on each corner guarding the beautiful game  
 Our team, our time, our scarves of woolly red and white

This is our town  
 Where roads, tracks and waterways meet  
 To make this place of barter and history  
 Its community our day to day  
 Our lives its song  
 We who come here, stay here  
 Held between golden deco mile to the north  
 The tidal lift and fall of river to the south  
 Carrying the tang of hops on the breeze

Sometimes salt memory of the sea  
 Hear the clamour of boatyard hammer  
 beating in time with guitar and drum  
 The cheerful bubble of a ukulele band  
 Rock raising the rafters  
 A harmony of boatyard blues or joyful gospel glory glory









# Foreword

At Ballymore, we have 40 years of experience as pioneers in creating new places. As a family business, we're invested in the homes we build, the neighbourhoods we develop and the communities we serve. We take our role as a place maker very seriously, and are bold in our ambitions.

The arts, creativity and culture sit at the core of what we do. Each development has its own identity and sense of place – its own bit of magic that makes it truly special and, importantly, fitting for the local community. We've brought English National Ballet and London Film School to east London, introduced the world's first 'sky pool' between two buildings, and opened London's newest Thames pier at Royal Wharf.

We're proud of the awards we've received over the years for the design, construction and community spirit at the new neighbourhoods we've established across London. From Embassy Gardens in south west London, to Royal Wharf in London's Docklands, these new town centre communities are flourishing.

At Ballymore, we provide the spark that gives a place soul and spirit. We put boundless energy and experience into everything we do, and have listened and learnt from every project we've delivered.

Now, we're bringing this experience to Brentford. Here, we're regenerating a town that builds on the area's rich heritage and strong community, and delivers for modern life – a place in which people, business, culture and society can thrive.

The revitalisation of this vision is exciting and breath-taking, strengthening the social fabric of Brentford by embracing the land of the High Street to the water's edge. Thank you for sharing our vision, the decision to make your home here is a smart move.



SEAN MULRYAN,  
Chairman & Group Chief Executive

P01  
Brentford

P19  
The High Street

P35  
The Lanes

P47  
The Waterside

P61  
Home

P79  
St Lawrence  
Gardens

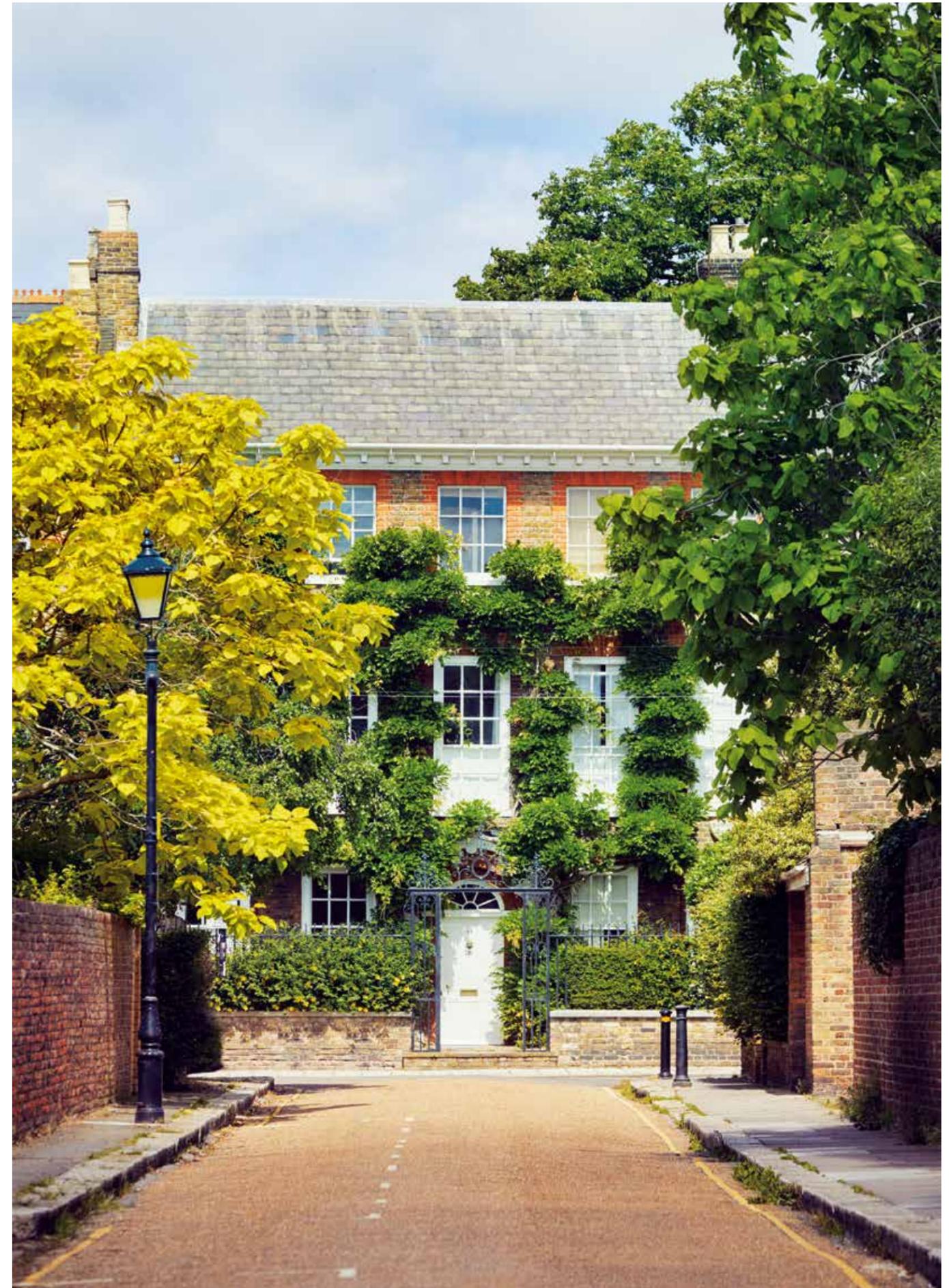
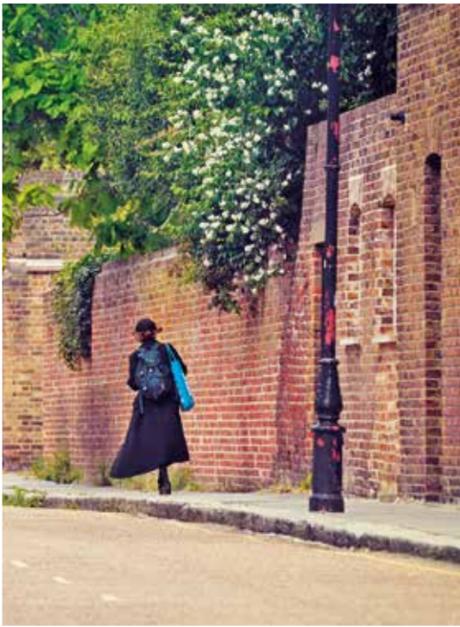
P107  
Connected  
Brentford

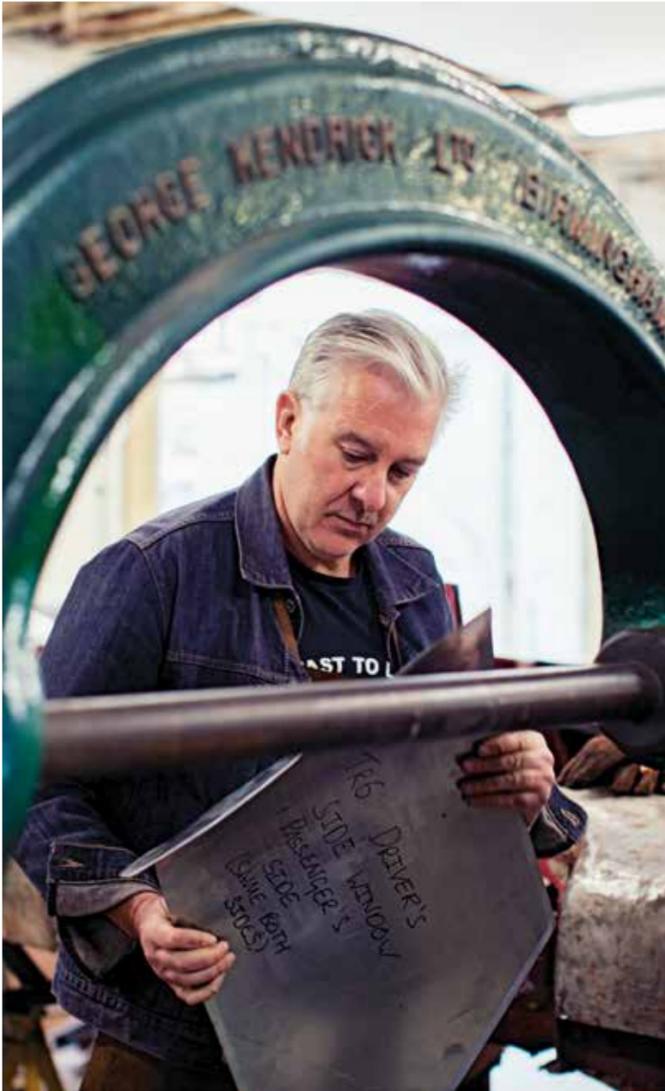
P117  
Ballymore



This is Brentford

# The undiscovered waterside in West London





Restoring classic cars at Duke of London.



Preparing Sunday lunch at Rye by the Water.



Another boat re-fit at MSO Marine.

## A rich history greeted a bright future

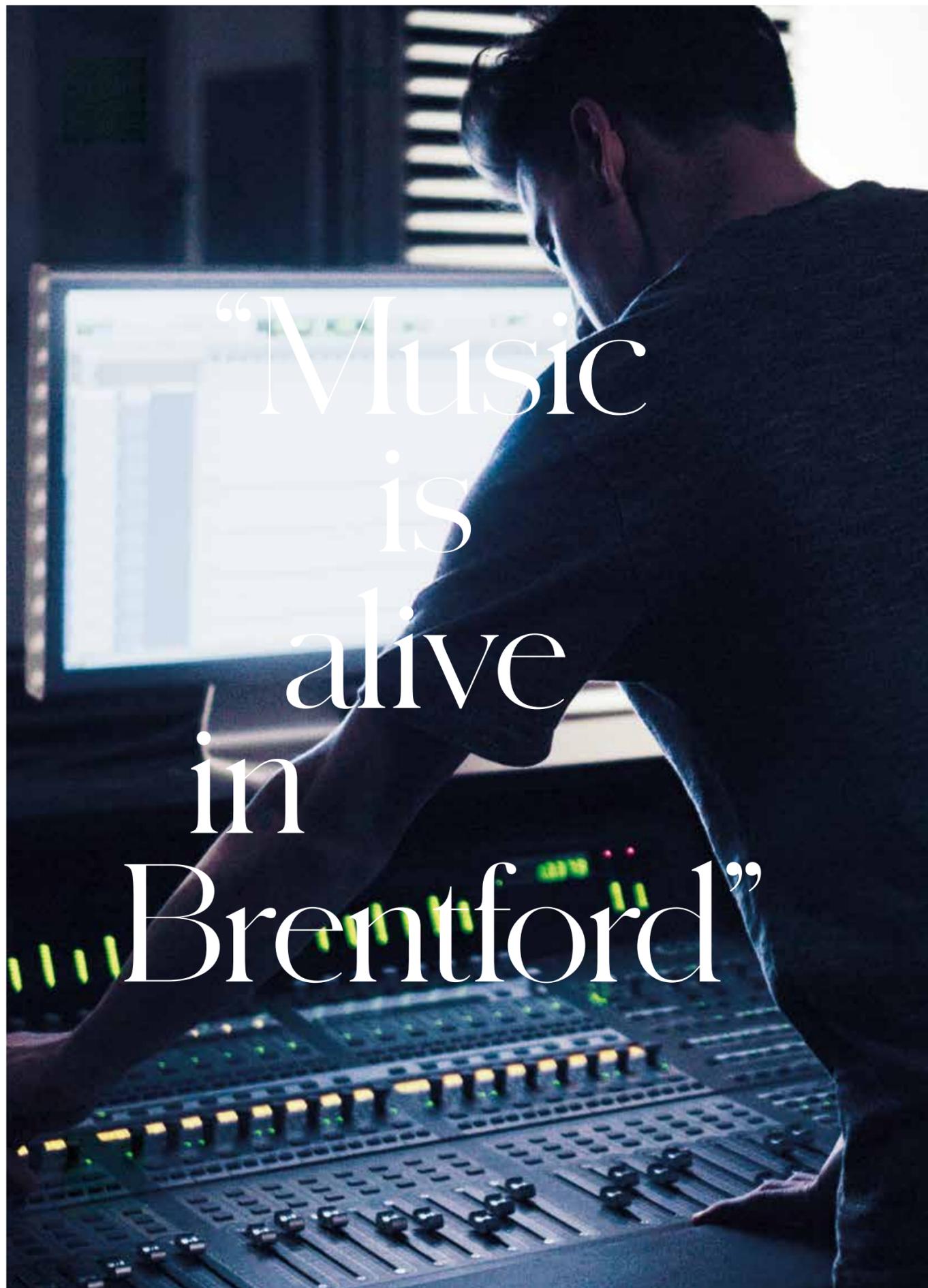
Building on generations of industry, Brentford continues to earn an enviable reputation for enterprise and ingenuity. From classic cars to artisan bakers, passionate and creative people are setting up shop here. Thanks to a host of co-working and collaborative spaces, and with the support of Ballymore, The Brentford Project will fast become a business hub for a new generation of creative start-ups and independent makers.

An enviable place on the river has brought many makers to Brentford: basket weavers and brick makers, brewers and timber merchants. Boatyards and breweries remain here, as does the architecture of history. Thomas Hardwick's magnificent nave at St Lawrence's Church and the Grade II listed Georgian townhouses at The Butts stand as monuments to the town's 18th century expansion.

From Roman times through to Royal connections, the town is as storied as any of its neighbours. Today, the interplay between Brentford's past and The High Street, Lanes and Waterside of The Brentford Project is central to the balance between the town's proud heritage and the aim of building a town centre with its focus firmly on the future.



A Brentford waterside Sunday lunch



“Music  
is  
alive  
in  
Brentford”

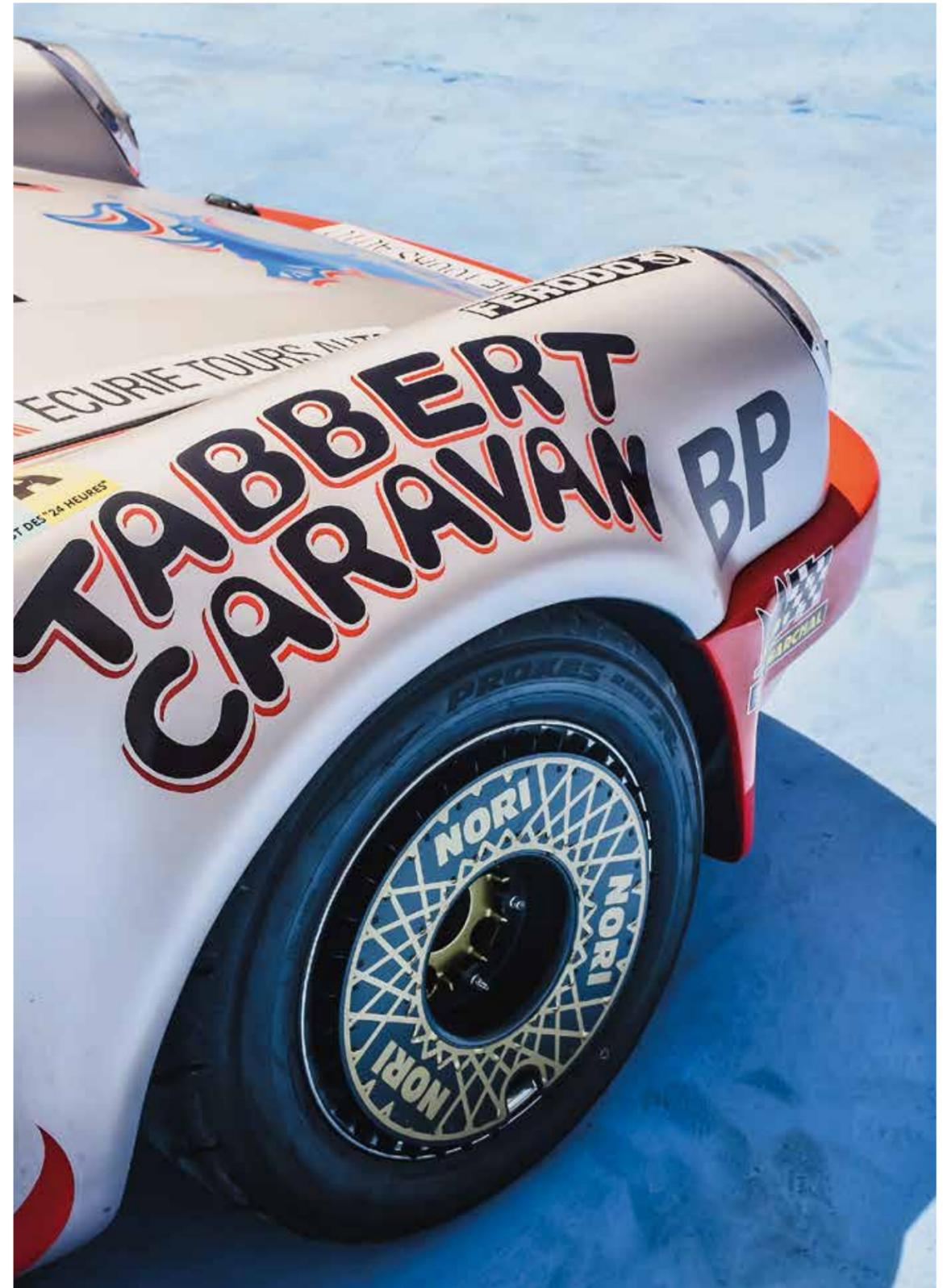


West London's place in musical history is long-established. In W5, the Ealing Club played host to new talents like the Rolling Stones and The Who. Eel Pie Studios in Twickenham was the workplace of Pete Townsend. Record labels have made their home here too, from Rough Trade to Warner Brothers. In September each year, Brentford Festival offers a stage for local acts and emerging musical talent. And for venues, from The Half Moon in nearby Putney to The Old Hat in Ealing, music fans have plenty of choice. In fact, the musical spirit out here in the west means any pub can become a performance space at a moments notice.





Duke of London, in his Brentford garage.



One of Merlin's cars on show at The Brentford Project.

# A creative hub & home to entrepreneurs

Already well-established is Merlin McCormack's family owned classic car workshop and showroom, Duke of London. Lined with legendary motors, this 3,000sq ft eclectic and eccentric multi-use space has already played host to cocktail nights, business seminars, supper clubs, and now legendary Classics & Cake days. As a serial entrepreneur, it's very likely that Merlin will continue to make his presence felt with new enterprises across The Brentford Project.

# History

Brentford enjoys a rich history; the original settlement pre-dating the Roman occupation of Britain. Julius Caesar is said to have crossed the Thames here during his invasion of Britain in 54 BC. In 1016 the Battle of Brentford was fought between the invading Canute and Edmund Ironside, and in 1642 the second Battle of Brentford was an important moment in the English Civil War.

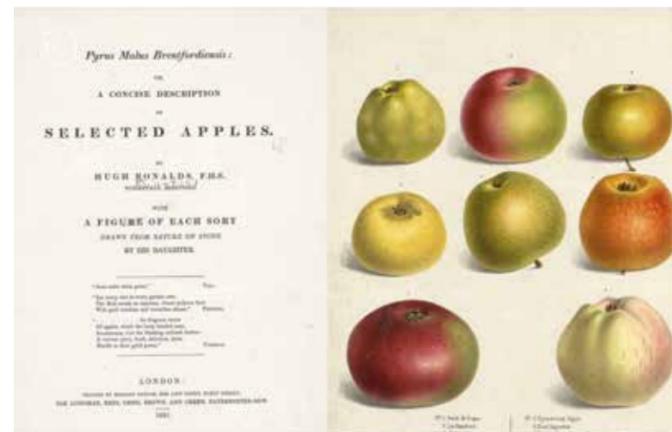
Depicted here are just four of the many fascinating craft based historical footnotes to the town.



Historic map of Brentford showing Market Place & Workhouse Dock.



Old Hugh's house in Brentford.



Hugh junior's book of 1831 entitled 'Pyrus malus Brentfordiensis'. Illustrated by his daughter.

The Ronalds family, noted nurserymen and seedsmen, ran one of London's most important garden nurseries on land by St Lawrence's Church. 'Old Hugh' Ronalds arrived in Brentford in the 1750s, and soon after set up home in The Butts, just off the High Street. In partnership with sons Hugh and Henry, he nurtured plants, shrubs, trees and flowers and was a trusted supplier to Syon Park and Kew Gardens.

The nursery also grew some 300 varieties of apple, and evidence of this remarkable and widely celebrated collection is most famously represented in Hugh junior's book of 1831 entitled 'Pyrus malus Brentfordiensis'. Illustrated by his daughter Elizabeth 'Betsey' Ronalds, its 42 colour plates, drawn from life directly onto stone, showed 179 of the nursery's apple varieties. Though almost 200 years old, Betsey's work is still considered a standard work in horticulture.



Hedging and Ditching', Joseph Mallord William Turner, c.1808, Tate.

The countryside, river and local waterways provided him a source of artistic inspiration, and early sketches and paintings would be exhibited in the window of his father's barbershop in Covent Garden.

Already a prodigious talent, the 14-year old Turner was accepted into the Royal Academy Schools just two years after leaving Brentford, and the light and colour of the River Thames would be a subject he would return to as he established himself as one of the great English landscape artists.



Turner's sketch book depicting an oak tree.

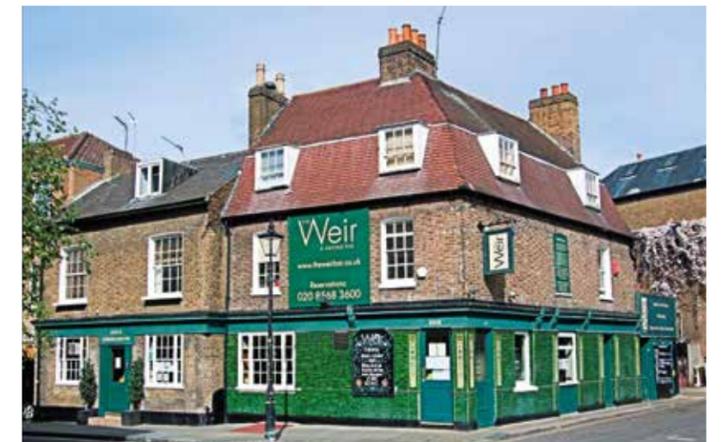
# JM.W. Turner

The young Joseph Mallord William Turner spent a couple of his formative years in Brentford. From 1785 to 1787, he lived with his uncle William Marshall, a local butcher, who had a cottage on a site next to what is now The Weir public house.

Turner went to school at Boars Head Yard, and it was during this time that he received his first commission, to hand colour engravings in a book owned by the foreman of the Brentford Distillery. He was just 10 years old.



Young Anglers', Joseph Mallord William Turner, c.1808, Tate.



The Weir public house in Brentford today, next door to the house where Turner lived with his uncle, William Marshall.

# W Dawes & Sons



William John Dawes was one of the great basket-makers of London, and like others in the same trade based close to Brentford's waterside, he capitalised on the local abundance of Osier Willow harvested from the banks and islands of the Thames. From father to sons, the business worked hard to meet the demand created by the market gardeners that worked Brentford's acres of orchards.



W Dawes basket manufacturing in Brentford.

Founded in the late 19th century Dawes eventually traded from a three-storey building at No. 306 High Street. A sign, itself woven from willow, hung outside. The premises were also his family home, and in time Dawes' three sons would become part of the family business. The firm's sturdy and practically designed baskets would be filled with fresh produce and taken by cart, boat or on foot to markets across London.



Harvesting willow branches along the river for the manufacture of baskets.



W Dawes basket manufacturing in Brentford.



Commercial weaving today.



Vellum book.



Vellum has been used in religious text for centuries.



The racks used to stretch & cure the skins for transformation into Vellum.

# H Band & Co Ltd

One of the great parchment works in the world, H Band & Co Ltd, was based on what was once Plough Yard. Founded in the late 19th century by Henry Owen Band, the business specialised in the production of an exceptional quality of vellum and parchment.

Among their notable clients was the 19th century polymath William Morris who used the paper for books and bindings at his legendary Kelmscott Press.

The skills required to work the sheep and calf skins by hand and machine to become parchment and vellum were passed down through generations, and the business itself was passed from father to son.

Yet despite surviving two significant fires and gaining an international reputation, the works would eventually close in 1983, though items from the workshops can still be found in the Gunnersbury Museum.



Vellum manufacturing today.







The High Street



The Brentford Project forms the heart of a new town centre for Brentford. When complete, the entire southern side of the existing high street will have been transformed. Across the scheme, there will be 876 new homes, 50 new retail spaces, an eclectic range of cafés, bars and restaurants, an independent cinema, a new arts, events and co-working space in St Lawrence's Church and a focus on wellness and recuperation at the residents' club, The Wick.

Market banter  
and bustle

Scent of fresh  
bread and  
coffee,  
olives  
and  
apples





The backbone of the community, Brentford's high street will undergo a radical transformation. A new parade of stores on the southern side will expand the shopping options for the whole town. Familiar names and high street staples will be side by side with new faces and independents.

Along with the pharmacy, the bank, and the dry cleaners will be places to stop by and grab a coffee in the morning or drop in and stay a while on the way home, where you can pick up fresh produce and everyday essentials, or pick out a special something for supper or a lazy weekend brunch. A brand new Morrisons will be the go-to for the weekly shop, and a new independent cinema will be the place to catch silver-screen classics and new release movies.



View along Brentford High Street with Willow Square in the foreground. The harvesting of branches from pollarded Willow trees along the river's edge in Brentford was, long ago, an important commercial activity. The willow branches were made into baskets for the transportation of farm produce grown in the region & used to feed the population of London.

## A place to grow

Opposite Market Square, a stand of pollarded willow is a reminder of the town's agricultural and industrial past, and the legacy of two celebrated Brentford families.



The view outside the Old Magistrates Court, looking across Market Place to Bradshaw Lane.

From the bustle of The High Street and Market Square to the more intimate stores of The Lanes and the sense of light and green space by the water's edge, this is an opening up what was a crowded network of post-industrial sites to create a town centre with all the facets that modern life demands.

# Coffee on The High Street



View across the new high street towards Bradshaw Lane.





## Bringing new life to heritage

St Lawrence's Church will be re-shaped into a new venue for emerging West London creative talent, - a marketplace for artisan producers and pop-up food festivals, a backdrop for art shows and a changing schedule of craft markets, a collaborative co-working space or a community-focused events venue.

From its versatile floorspace to the magnificent vaulted ceiling the sensitive re-development of Thomas Hardwick's treasured 18th century building gives the town a new permanent platform for workshops, masterclasses, open days and impromptu performances with familiar faces from the flourishing local music scene.

# BRADBURY'S MEW

CINEMA CAFE BAR



The Lanes



The Lanes are perfect for days that start without a plan. From the bustle of The High Street, you step into a more peaceful network of paved passageways that are a powerful evocation of Brentford's past, and along which the stores and traders will reward those who take their time and arrive with a spirit of unquenchable curiosity.

Nothing beats the feeling of discovering a hidden gem or a new must-visit store. Whether it's an old piece of vinyl, a fine first edition, or a new piece by an emerging artist, the emphasis is on picture-perfect places filled with magical things run by passionate people.

Stepping off The High Street into one of The Lanes will be a transformational experience. With architectural signatures of Brentford's yards and warehouses, The Lanes have an altogether gentler pace, lined with the kind of small stores, emerging entrepreneurs and independent retailers that Ballymore has a long and proud history of

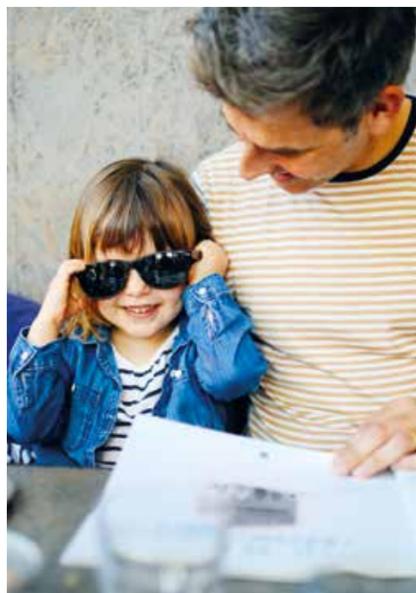
supporting. Goods spill out onto the paving, chairs are pulled round for impromptu conversation and doors are opened by studios and workshops to share the tricks and the skills of their trade.



Strolling down Bradshaw Lane



The  
Arcadian  
dream  
of  
peace  
and  
pleasure





Meeting friends



THE BRADBURY BUILDING

The Waterside



Enjoying a drink by  
The Waterside

The tidal lift  
and fall  
of river to the  
south  
Carrying  
the tang  
of hops on the  
breeze





The Waterside brought back to life





Workhouse Dock restaurants &amp; cafés.

The abundance of blue and green looking out from Workhouse Dock, towards the meeting point of the Grand Union Canal and the River Thames, is one of the most striking aspects of the new town centre. The waterways and paths that criss-cross south of the dock will be a hive of activity for cyclists, walkers, committed kayakers and family's looking for a day strolling along the river.

Pathways at the canal side and river's edge can take you east to Chiswick, south to Richmond and as far north as Birmingham. For those who want to stay close to home, head for the sweeping terraced steps at dockside to grab a paddle board or two, or better still, treat yourself to a day idling on one of the canal boats moored in the dock.



Opened out and accessible after years of being virtually hidden from view, the stunning water's edge along the southern boundary of The Brentford Project will be a hive of activity. The cooler air, open space and buzzing atmosphere of The Waterside is a signal of a complete change in pace.

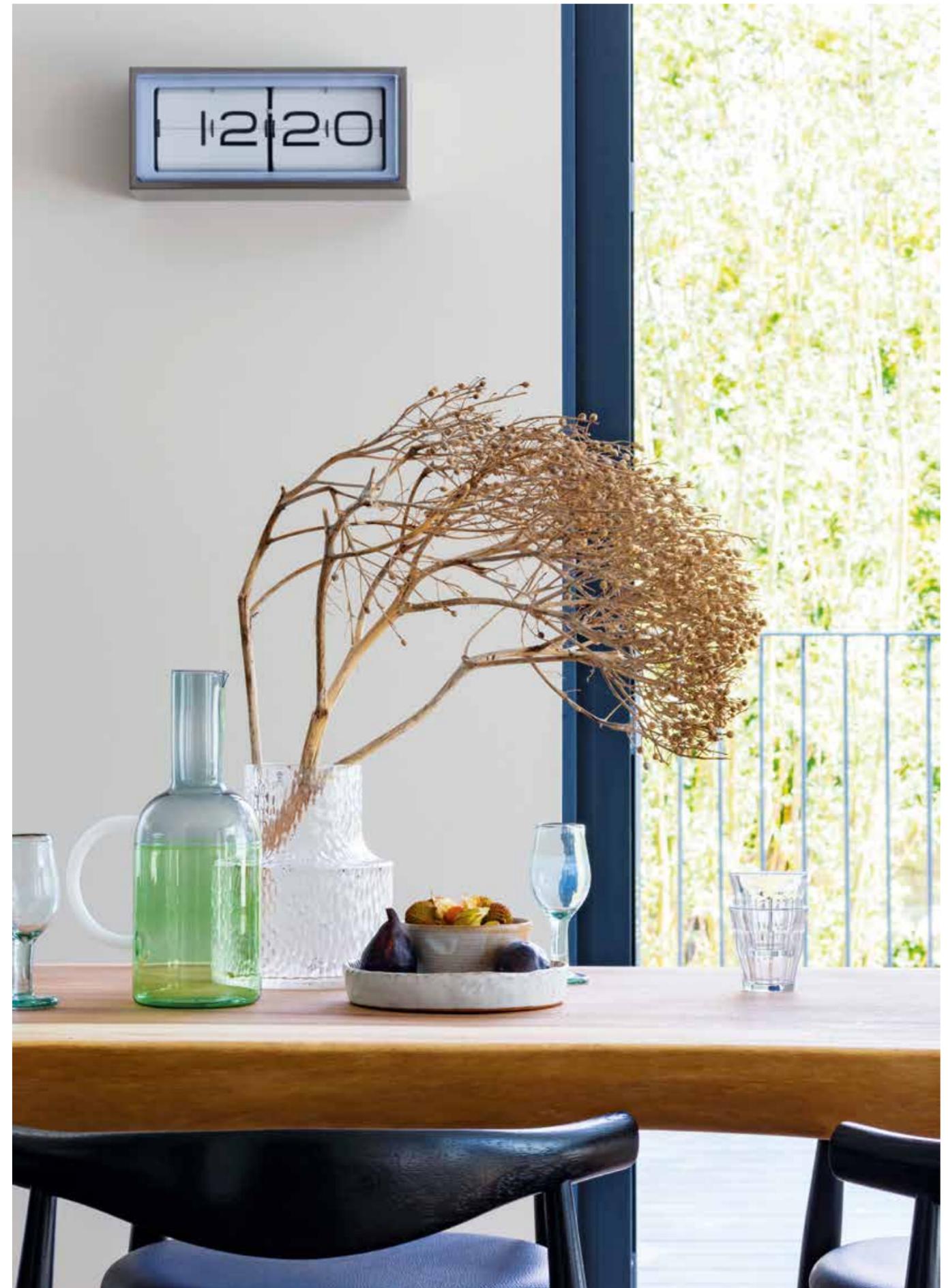
Tables spill out onto the cobbles, and trees cast refreshing shade as friends and neighbours meet for coffee and conversation in the square. Regular food markets will set out stalls of fresh produce, and food trucks with cult-followings will attract lines of hungry workers seeking something out of the ordinary for an al fresco working lunch.



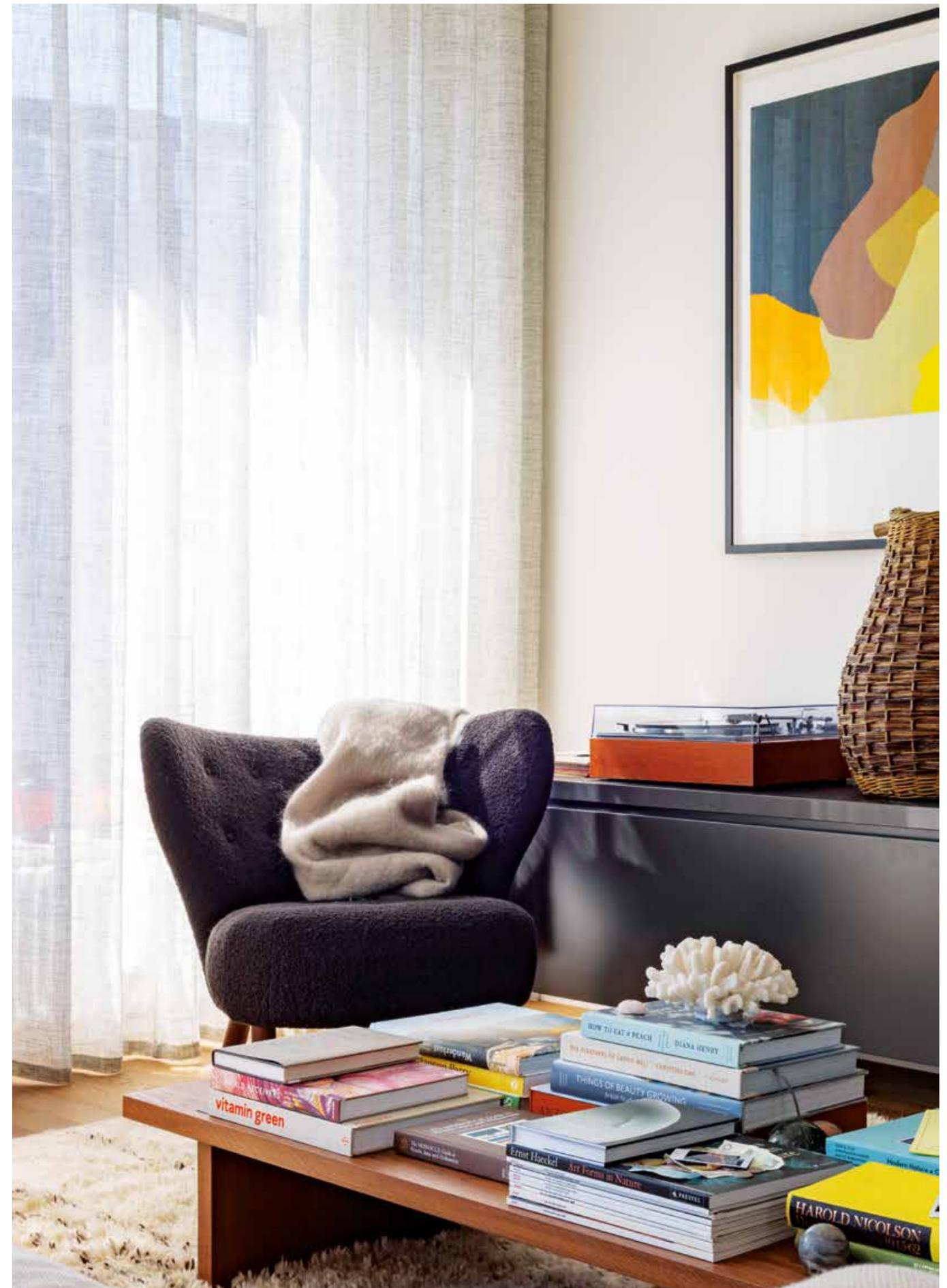
Bask in the summer sun



Home











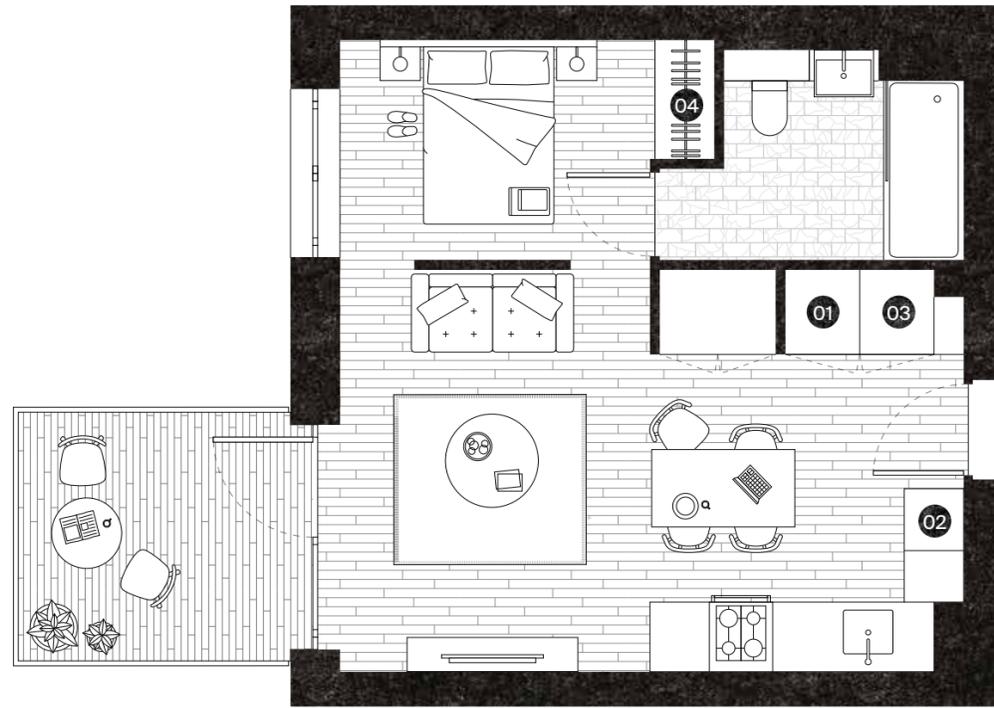


Podium garden overlooking Workhouse Dock.

Along  
 the  
 towpath  
 the  
 Sunday  
 walkers  
 amble

# Typical Studio

**Internal Area**  
41.5 sq m  
447 sq ft



Layout and areas shown are typical.

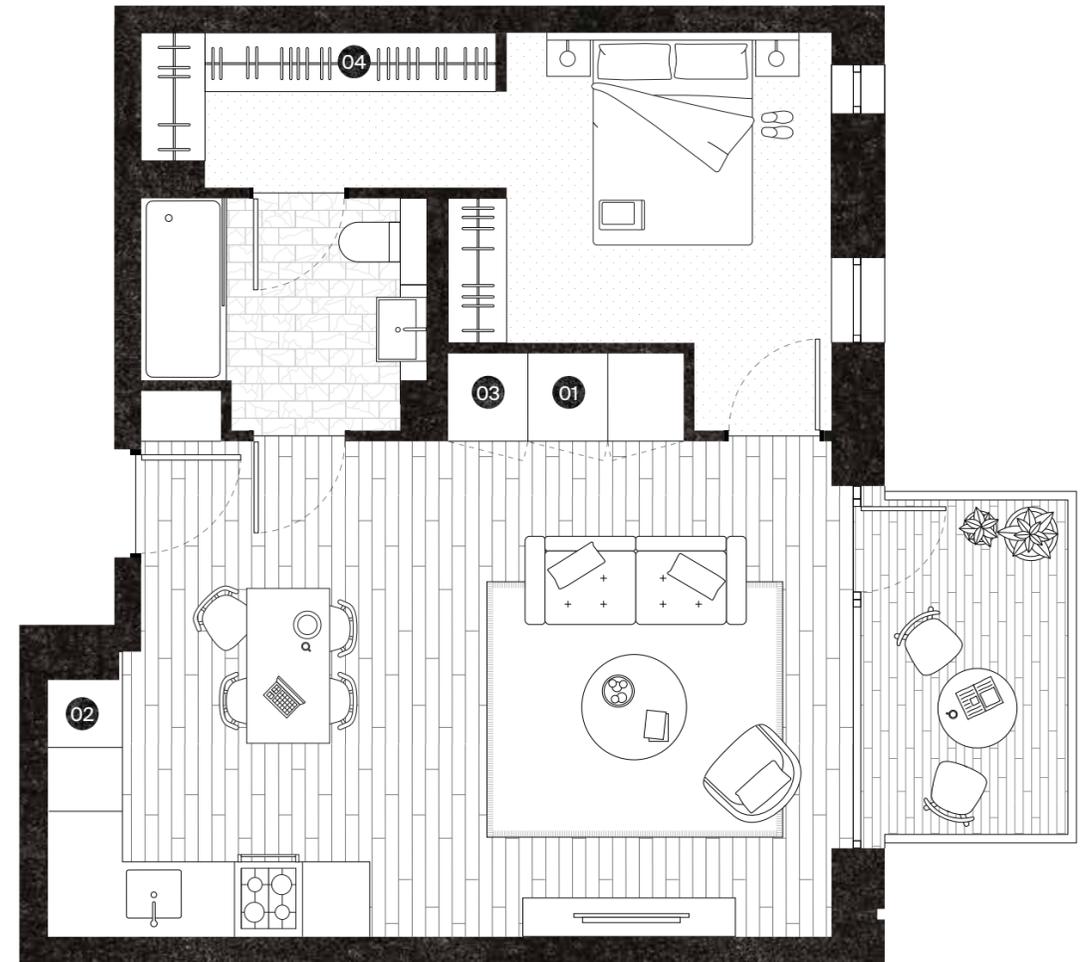
**Living Area**  
6485 x 3580 mm

**Bedroom 1**  
2850 x 2720 mm

- 01. Washer / Dryer
- 02. Fridge
- 03. Utility Cupboard
- 04. Wardrobe

# Typical 1 Bed

**Internal Area**  
50.4 sq m  
542.5 sq ft



Layout and areas shown are typical.

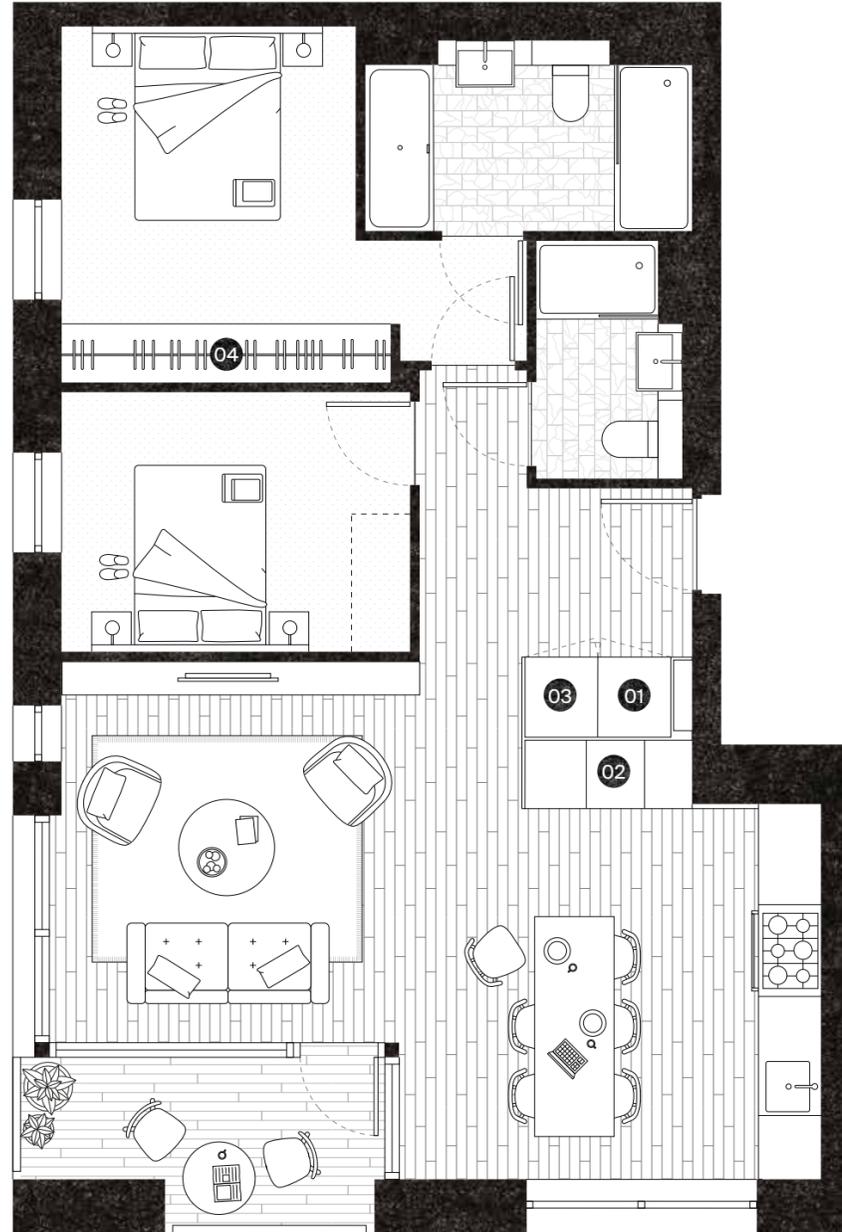
**Living Area**  
6300 x 4535 mm

**Bedroom 1**  
3680 x 3360 mm

- 01. Washer / Dryer
- 02. Fridge
- 03. Utility Cupboard
- 04. Wardrobe

# Typical 2 bed

**Internal Area**  
73.3 sq m  
789 sq ft



Layout and areas shown are typical.

**Living Area**  
6905 x 3905 mm

**Bedroom 1**  
3645 x 3025 mm

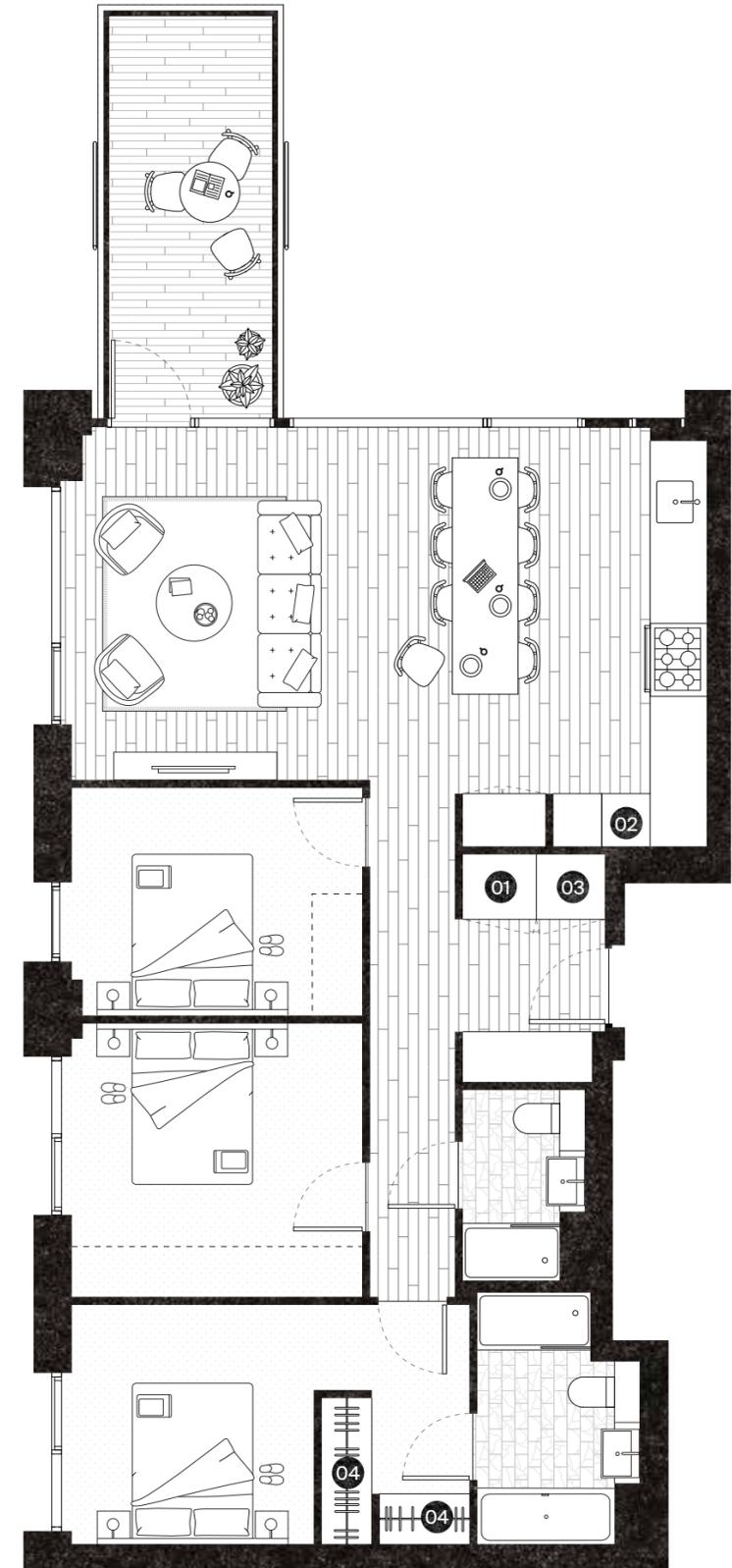
**Bedroom 2**  
3645 x 3025 mm

- 01. Washer / Dryer
- 02. Fridge
- 03. Utility Cupboard
- 04. Wardrobe

# Typical 3 bed

**Internal Area**  
97.9 sq m  
1054 sq ft

**Balcony**  
10.5 sq m  
113 sq ft



Layout and areas shown are typical.

**Living Area**  
8000 x 4350 mm

**Bedroom 1**  
4930 x 2950 mm

**Bedroom 2**  
3600 x 3370 mm

**Bedroom 3**  
3600 x 2800 mm

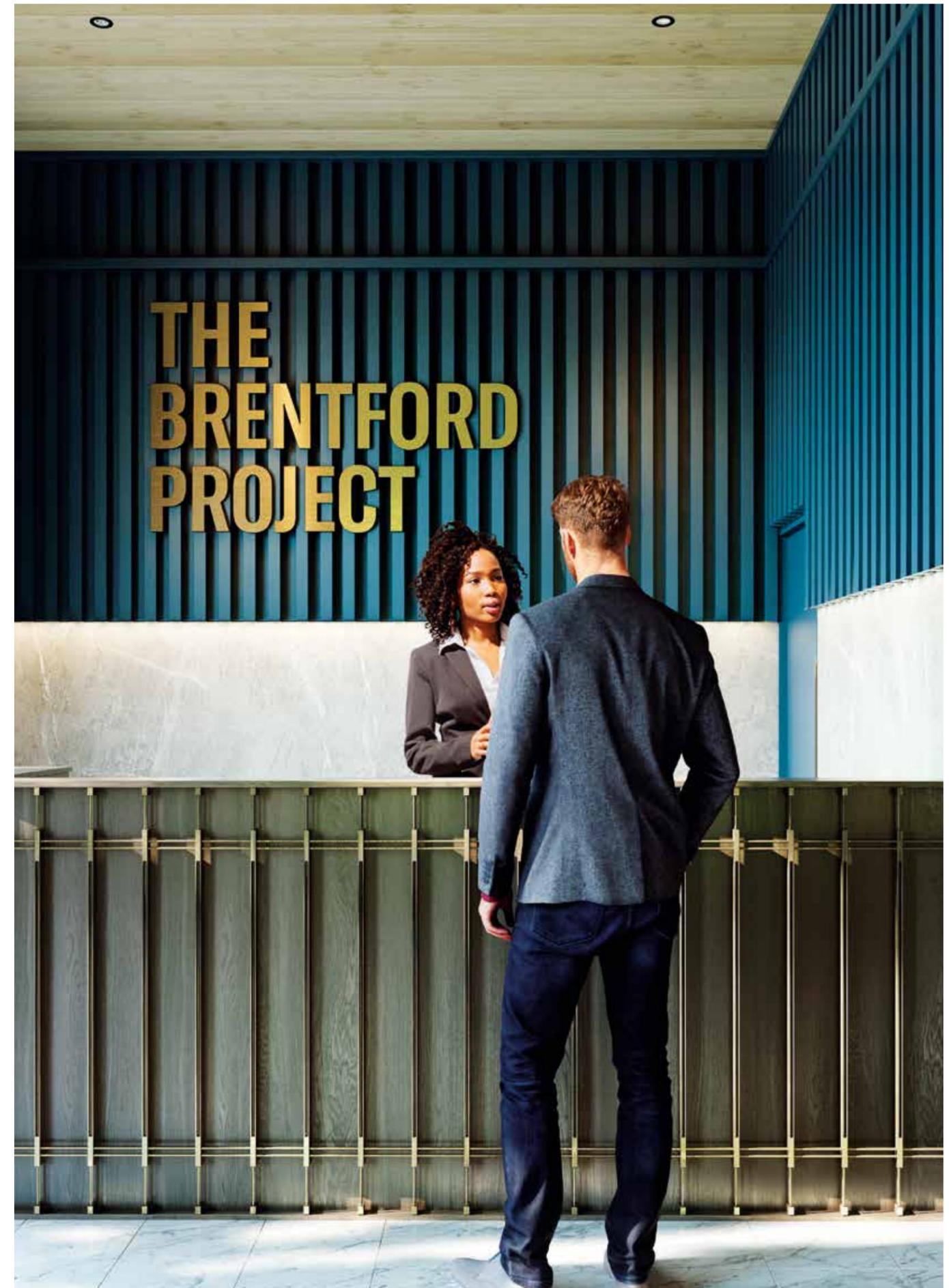
- 01. Washer / Dryer
- 02. Fridge
- 03. Utility Cupboard
- 04. Wardrobe



St Lawrence Gardens



The Wick  
Reception  
and Concierge



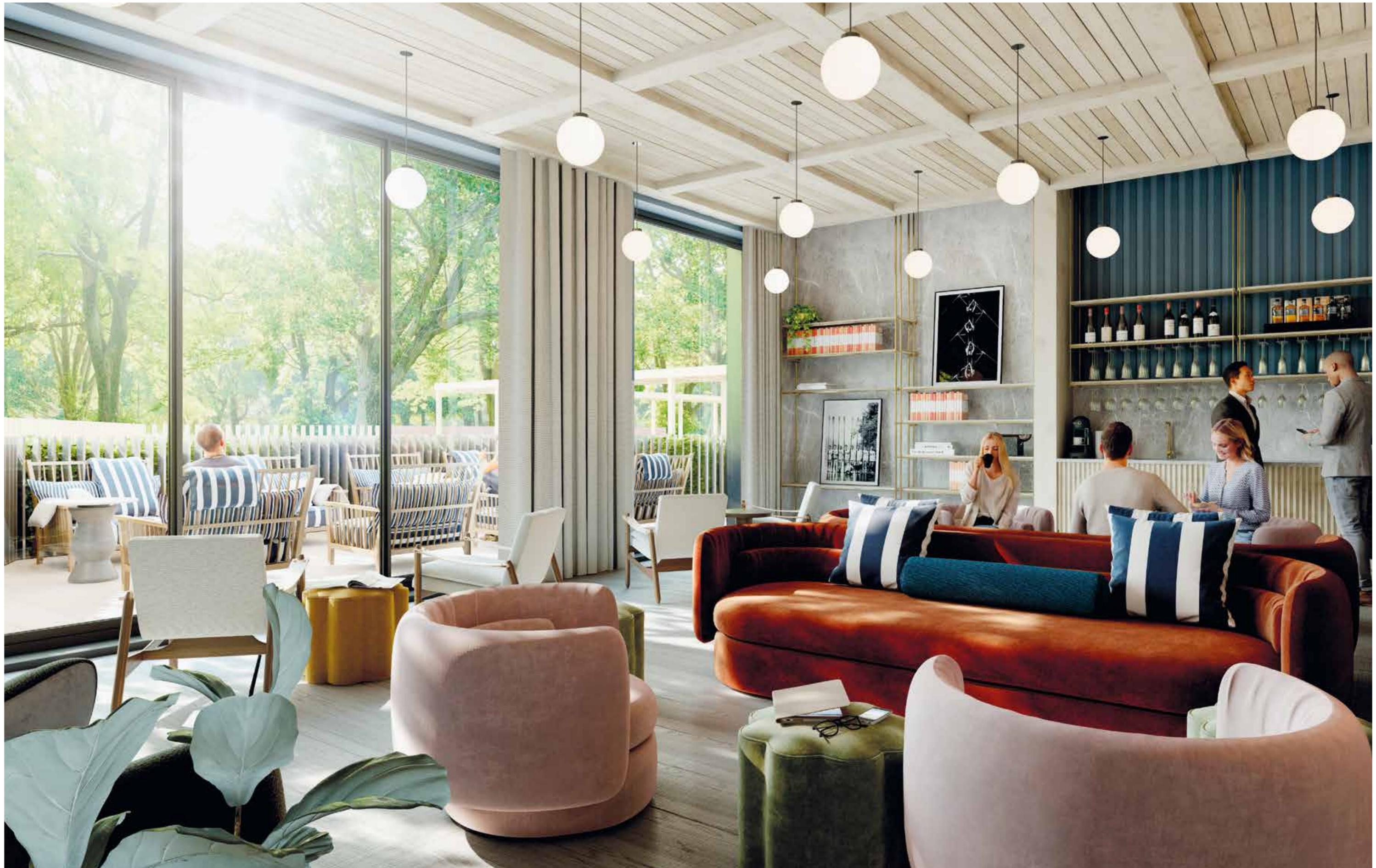


The Wick Reception & Concierge (right), looking towards 25m Pool, Fitness Suite & Cloister Garden.



Summer  
murmur  
of neighbours  
across fences  
Clink of  
glass  
on  
glass







The Wick at St Lawrence Gardens is a serene oasis and beautifully set out private club to which residents are given automatic and exclusive membership. Outside, a beautiful open-air pool and covered walkways are framed by a modern cloister, where members are able to take time away from the hustle and bustle with a cooling dip or a spot of healthy competition on the outdoor games terrace.



Fitness Suite

Open Air Swimming Pool

Plunge Pool

Cloister Garden

St Lawrence's Church

The Wick, Reception & Concierge

Club Terrace

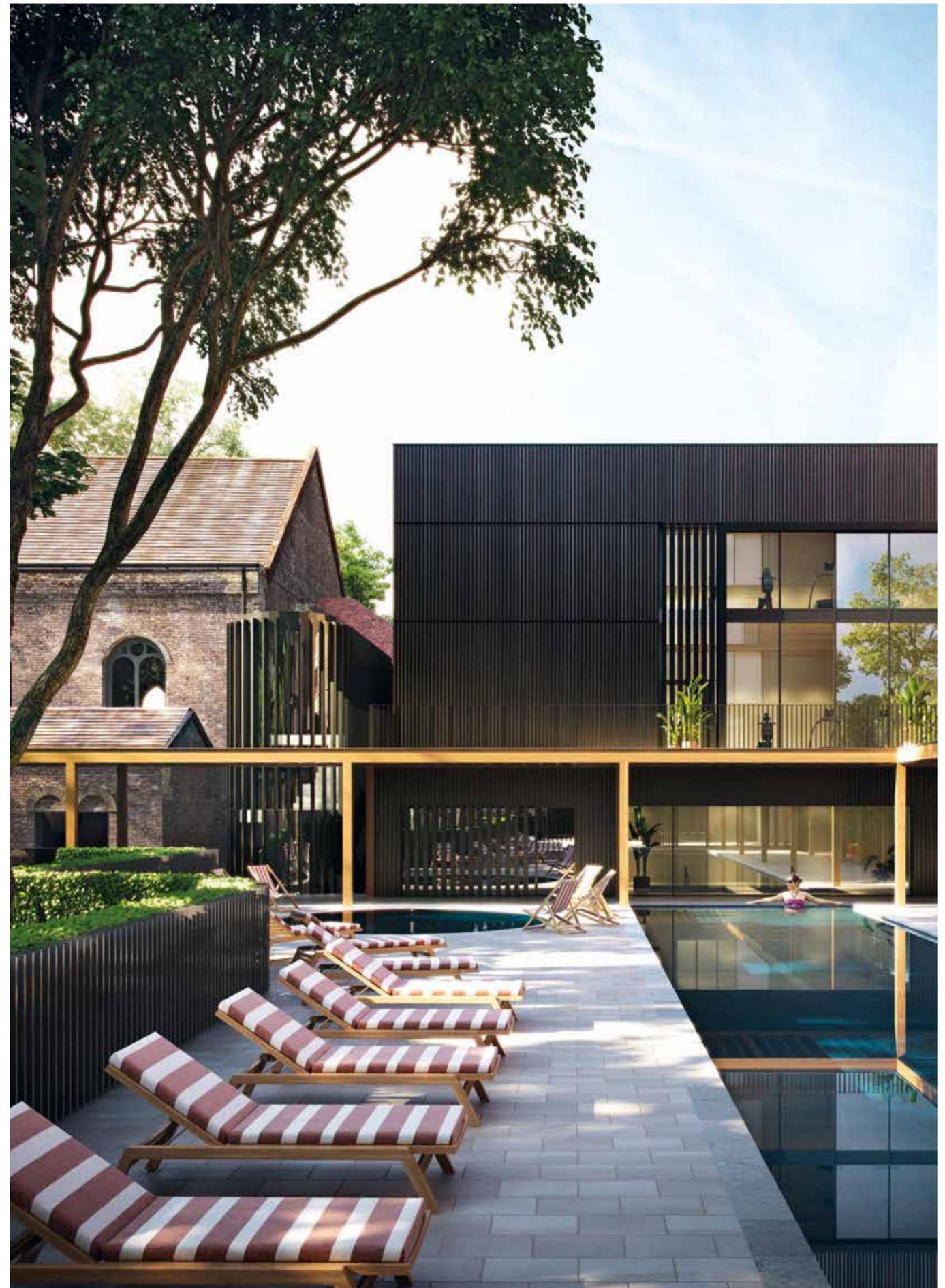
# The Wick

Inside, the exceptional amenities include a state-of-the-art gym, spa and treatment rooms perfectly complementing the outdoor space with a comprehensive contemporary wellness offering. The concierge, meeting spaces and quieter private rooms are perfect for impromptu conversation and social gatherings.





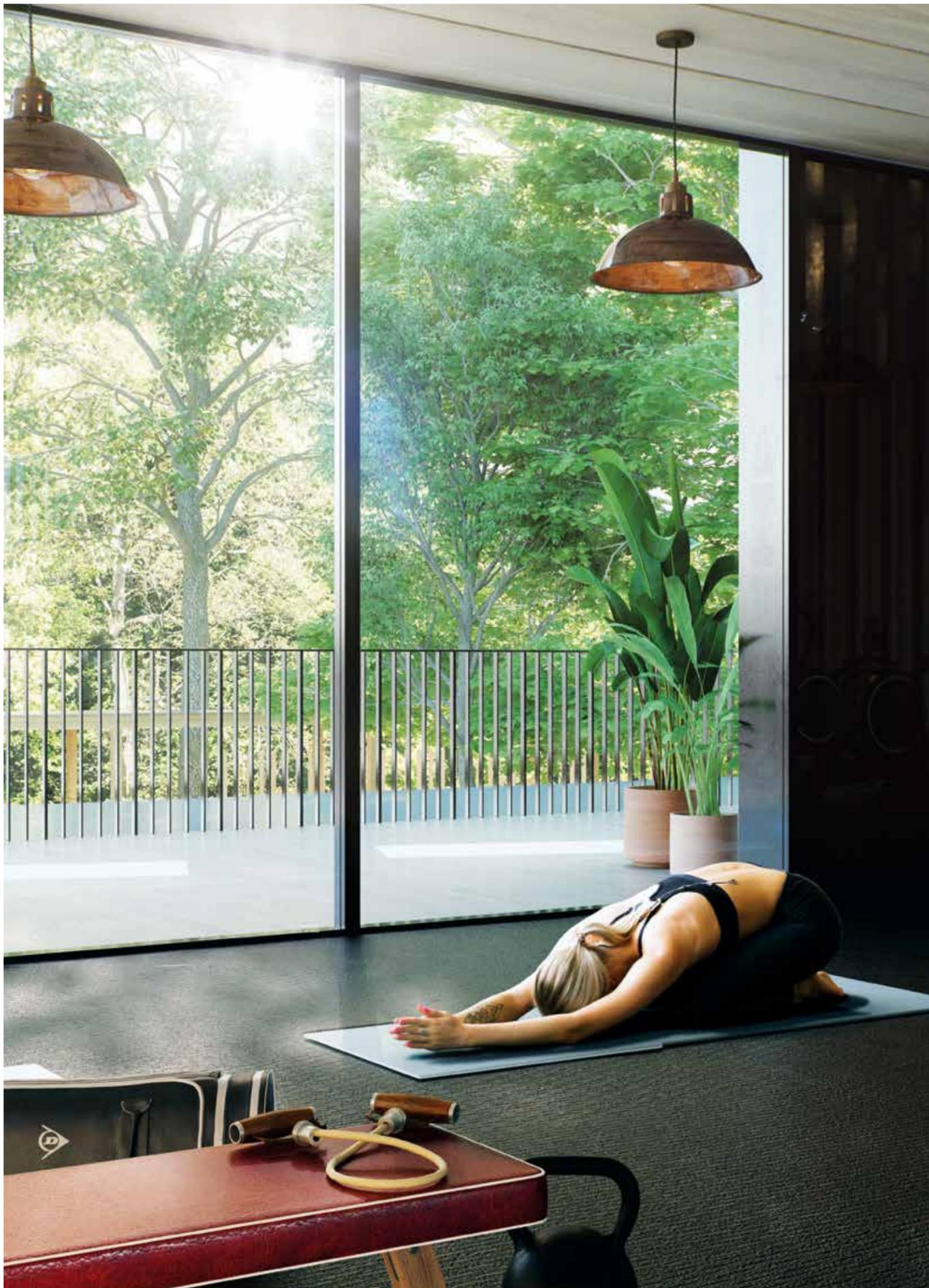
View across the Cloister Garden.



Open Air Pool, Plunge Pool & Fitness Suite.



Sauna-steam room with 'hot' & 'ice' plunge pools, looking out towards the external Open Air pool & Sun Deck.

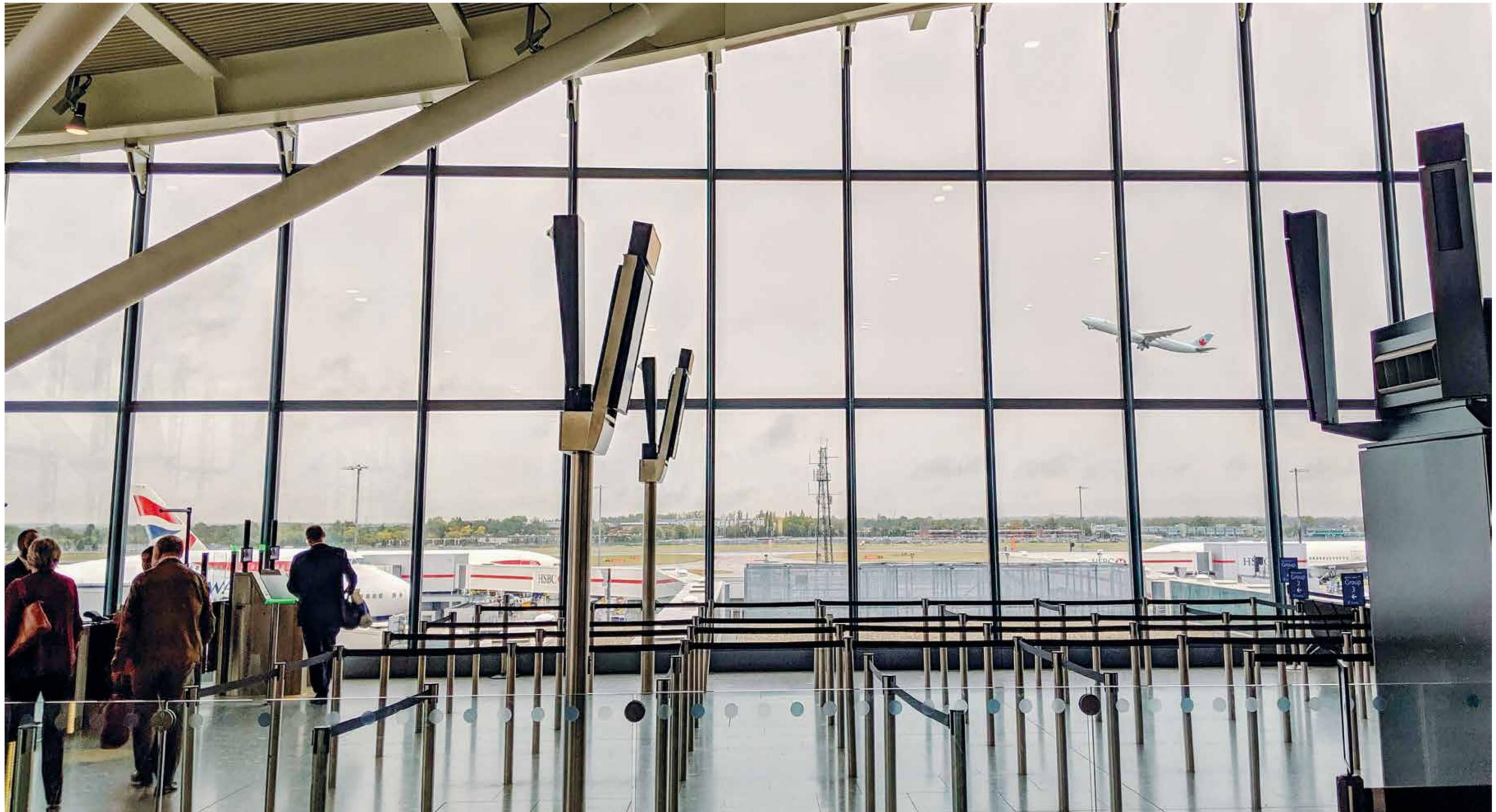








Connected Brentford



# The world is your neighbour

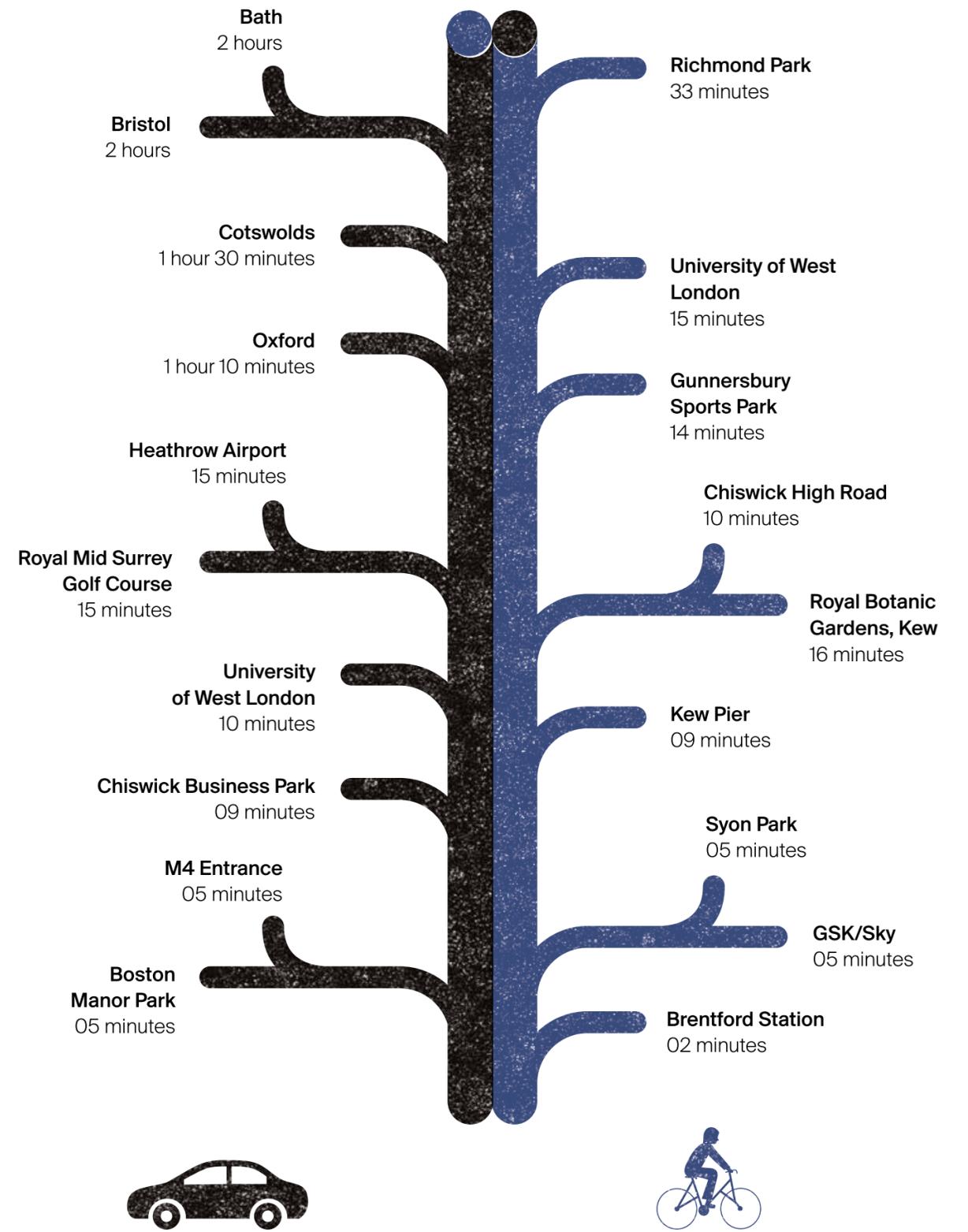
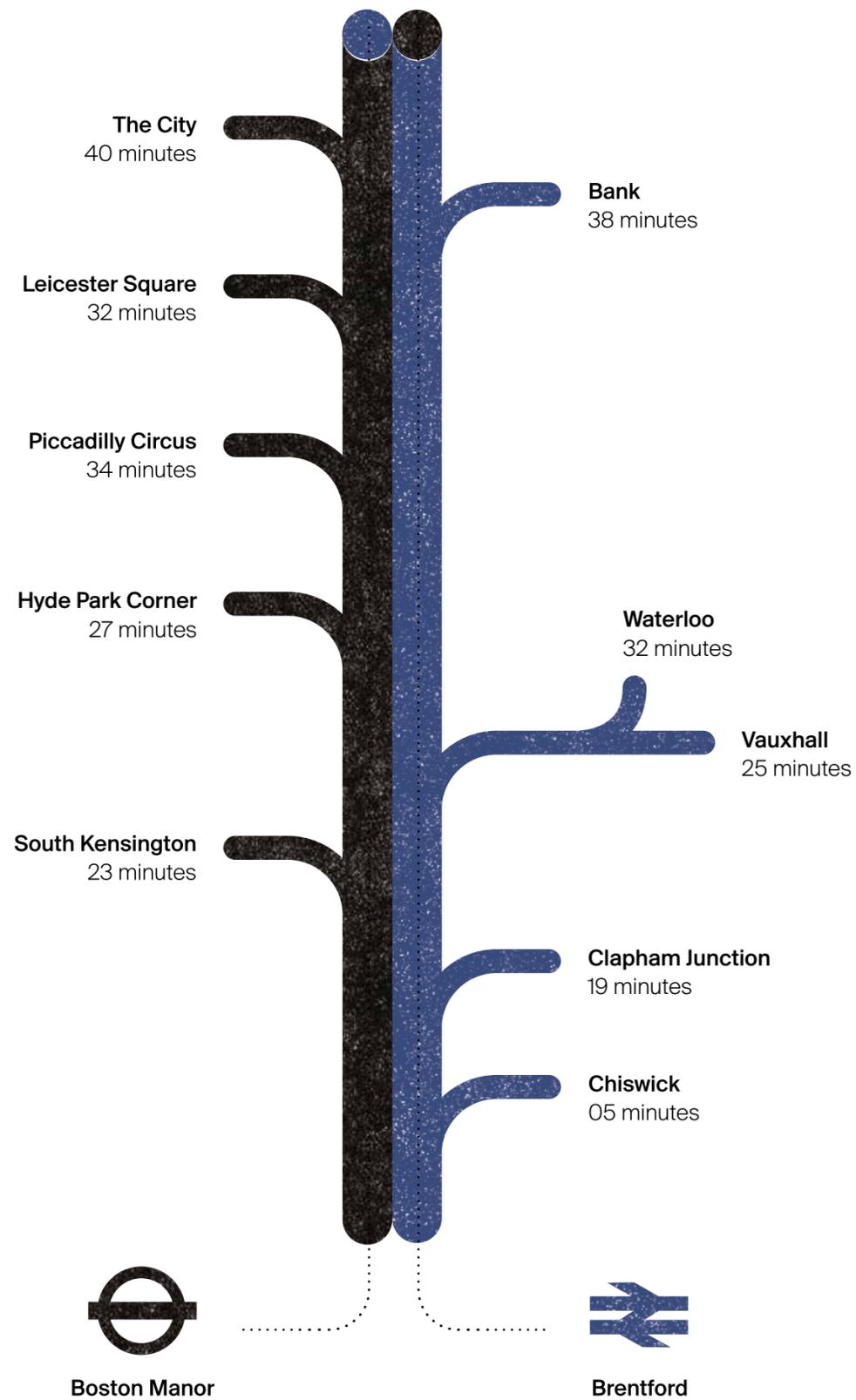
With Heathrow just 15 minutes away by car, the world is truly on your doorstep. From business meetings in Zurich to long days drinking cocktails on the beach in Thailand, The Brentford Project is perfectly placed to make international travel effortlessly accessible.



15 minutes



LHR





Chiswick Park is located within walking distance, just up the road.

Allianz 

AVON



UNISYS



sky

WALT DISNEY

ERICSSON CBS 

IMG

Discovery  
CHANNEL

SONY



## An employer powerhouse

The Great West Road – also known as the ‘Golden Mile’ – is just to the north of The Brentford Project and is one of London’s most flourishing business zones; Sky, Sega, and Disney already having a significant presence there. It’s a commercial hub of truly diverse businesses and global brands that collectively contribute £73BN to the UK economy.

Pharma giant GSK’s world headquarters can also be found just a little further west. Nearby, Chiswick Park is a fast-growing communications

and media powerhouse, on a purpose designed campus for some 9,000 people. CBS, Vue International, Paramount, Discovery, Pokémon and IMG are among the major blue-chips already resident.

Heathrow Airport is one of the UK’s largest single site workplaces with 76,000 people employed across 400 businesses, and 80.1 million passengers annually.

- 01. Kew College
- 02. Broomfield House School
- 03. The Queen's C of E Primary School
- 04. Strand on the Green
- 05. The Falcon Pre Prep
- 06. Kew House

- 07. Green Dragon Primary
- 08. St Pauls C of E Primary
- 09. International School of London
- 10. Lionel Primary School
- 11. Our Lady & St Johns Catholic
- 12. Gunnersbury Catholic School

- 13. University of West London
- 14. Brentford School for Girls
- 15. Nishkam School West London
- 16. The Green School for Girls
- 17. The Green School for Boys
- 18. Fielding Primary School



## Surrounded by educational excellence

Education at the highest standards – from early learning to further education – is within easy reach of Brentford and the broader catchment has steadily grown a reputation for academic excellence. In Brentford and Isleworth there are 10 schools rated 'Outstanding' by Ofsted.

For those in higher education, six exceptional universities are represented within neighbouring West London boroughs, including Brunel, Imperial College and the University of West London, and within easy reach by train from Brentford Station are world-leading institutions including King's College London, the London School of Economics and UCL.





English  
National  
Ballet

Ballymore



EMBASSY GARDENS



DUBLIN LANDINGS



WARDIAN



SPITALFIELDS MARKET



PAN PENINSULA



ROYAL WHARF



NEW PROVIDENCE WHARF

# Ballymore has a legacy of place making

Ballymore have been at the heart of some of Europe's boldest regeneration projects, with carefully executed developments in established and historic cityscapes that put quality of life and a connection to the arts and culture at their core. From Wardian in Canary Wharf to Goodluck Hope on the Leamouth Peninsula in East London and Dublin Landings, Ballymore's vision has seen the

transformation of neighbourhoods across capital cities, and the development of homes for generations of residents. And yet even as the scale and ambition of our work grows, we never forget the importance of working to the highest standards on every individual element of every development, creating places in which people, business, culture and society can thrive.



LONDON FILM SCHOOL



DARBY'S



THE SUMMER SERIES



THE WOODS STUDIOS



ENGLISH NATIONAL BALLET

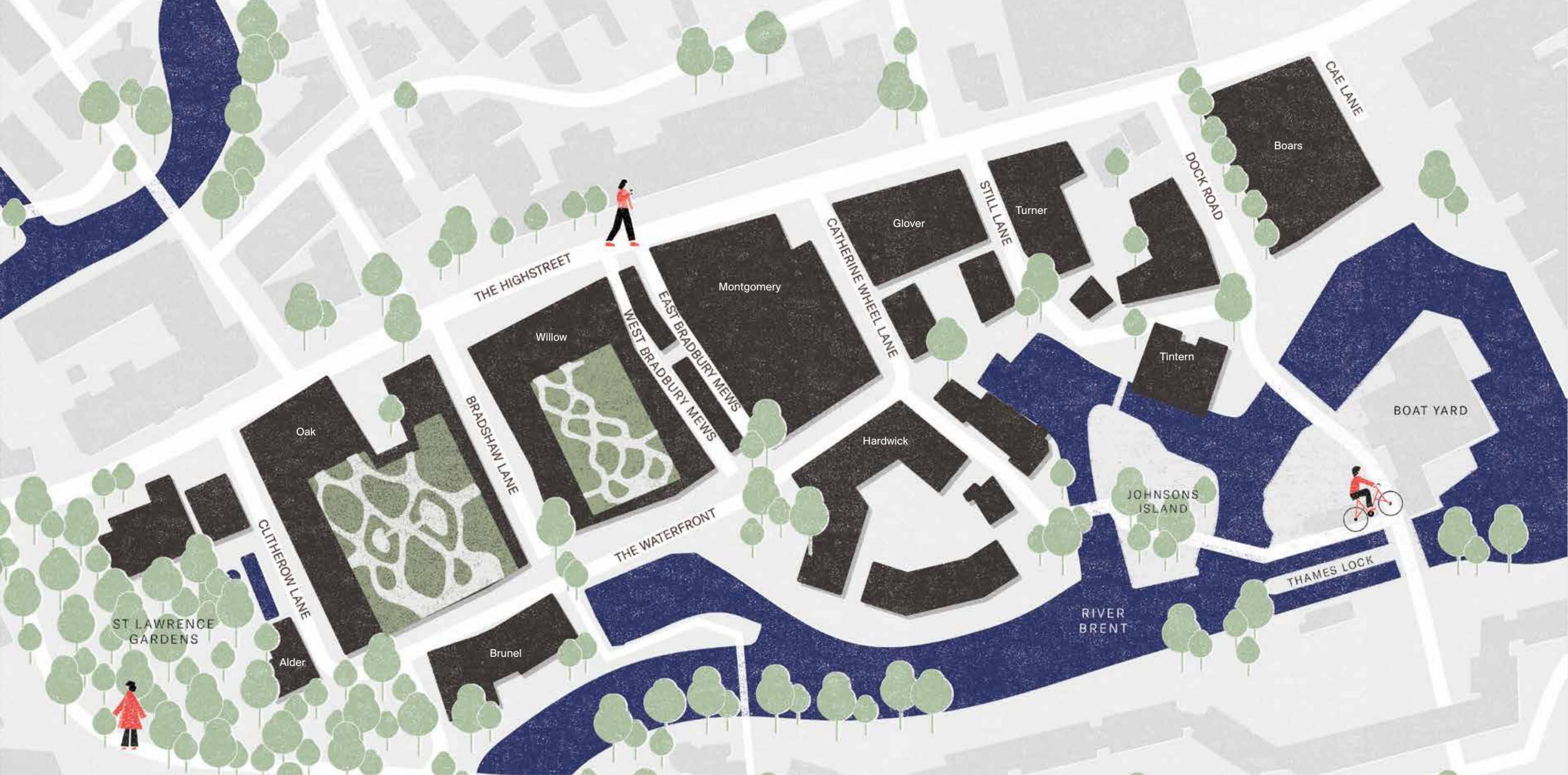


AREBYTE GALLERY

# Creativity, community & culture at our core

From immersive theatre by critically lauded companies to themed marketplaces featuring the best in fashion and food, from spectacular circus events for children to unmissable outdoor cinema screenings, the integration of culture and creativity within Ballymore developments

creates a true sense of place and belonging for residents and local communities alike, creating spaces with soul and spirit. The Brentford Project's own far reaching programme of arts and musical events is evidence of this commitment.



Where there's heart room there's hearth room  
 Summer murmur of neighbours across fences  
 Clink of glass on glass  
 Fragrant barbeque smoke tickles the appetite awake  
 Along the towpath the Sunday walkers amble  
 overtaken by lycra joggers  
 Cycle bells chime with church clocks  
 Time for pints and stories

As the silver ribbon of water unfurls west into the sunset  
 River mist twines round studios  
 Down steps to the water's endless changing colour  
 The tide calling  
 Capture me. Paint me. Dare you!

Smell of soap on the morning air,  
 once from the factory, later the baths  
 Residents in dressing gown and slippers,  
 good morning queuing  
 Making penny scores on the walls  
 as they wait to swim beneath echoing green tiles

Where once competing arrows flew  
 And bargees children learned their letters  
 Chanting their times table across the dappled square  
 Hear now the roar a golden mile long of a goal in the net  
 Come on, Brentford!  
 Our team, our town, our time.



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