

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



















# 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 & Chief Executive

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Brentford

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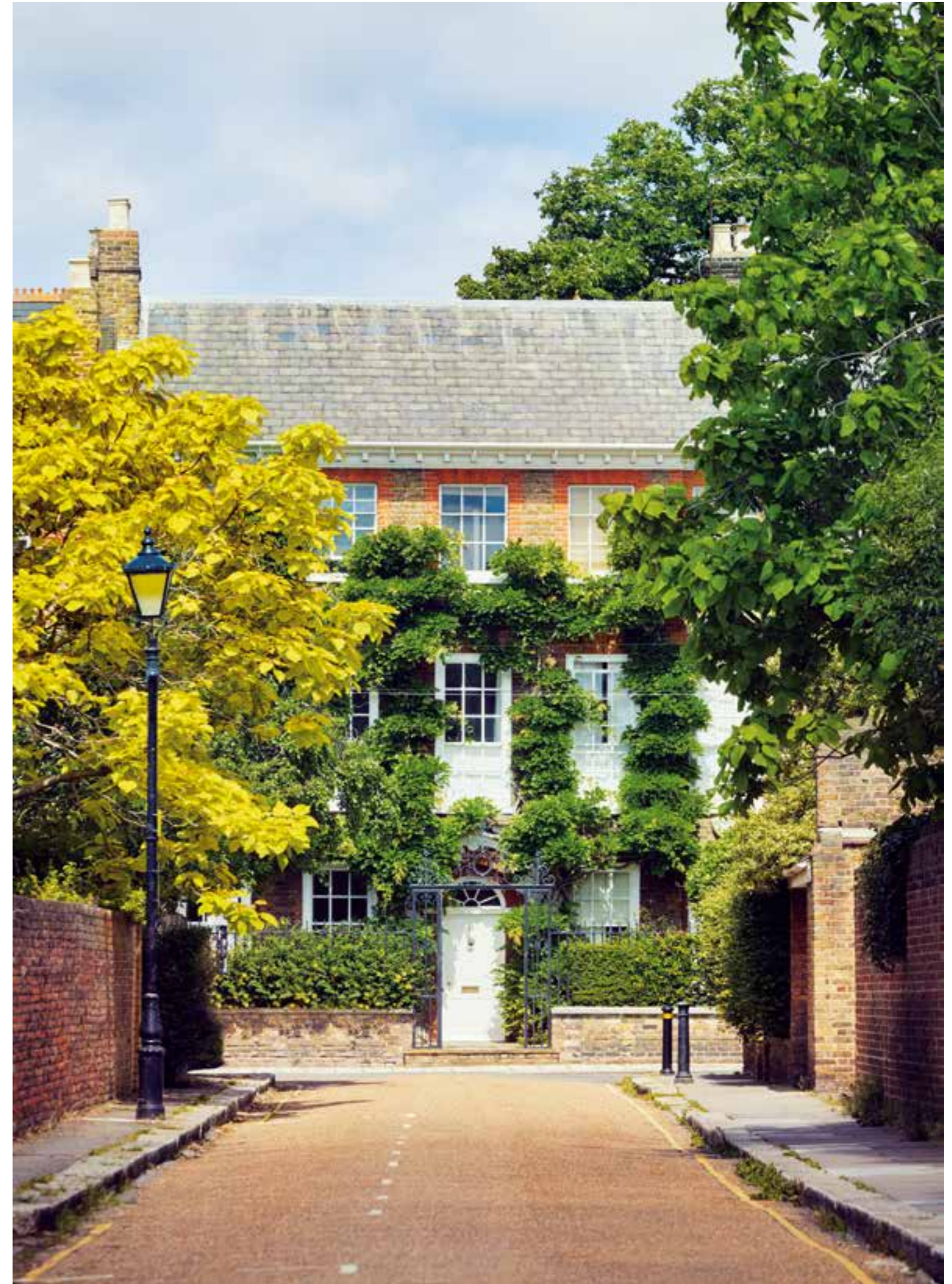




This is Brentford



# 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 greet's 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.

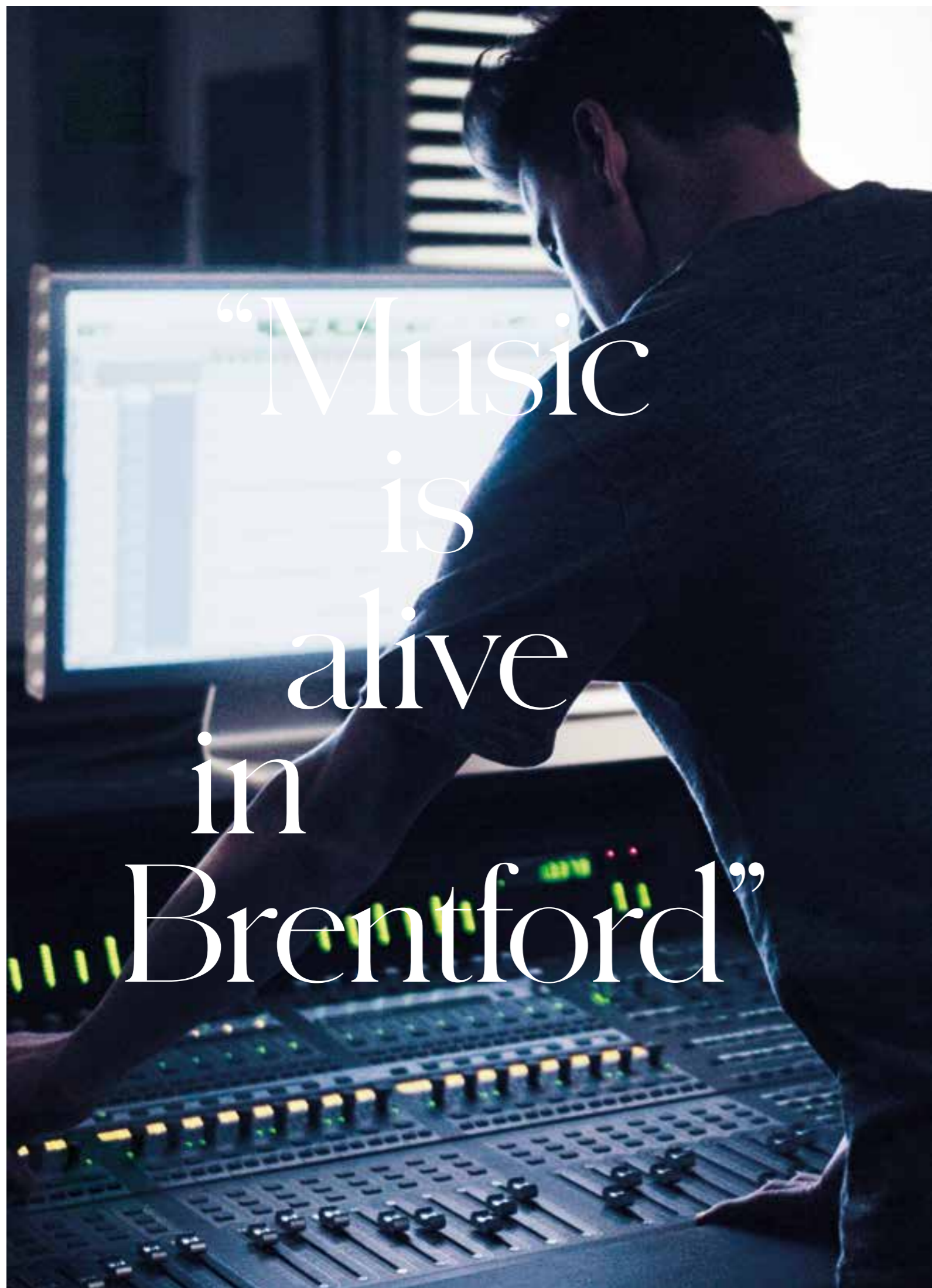
From Roman times through to Royal connections, the town is as storied as any of its neighbours. Today, the interplay between Brentford's past and The High Street, Lanes and Waterside of The Brentford Project is central to the balance between the town's proud heritage and the aim of building a town centre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

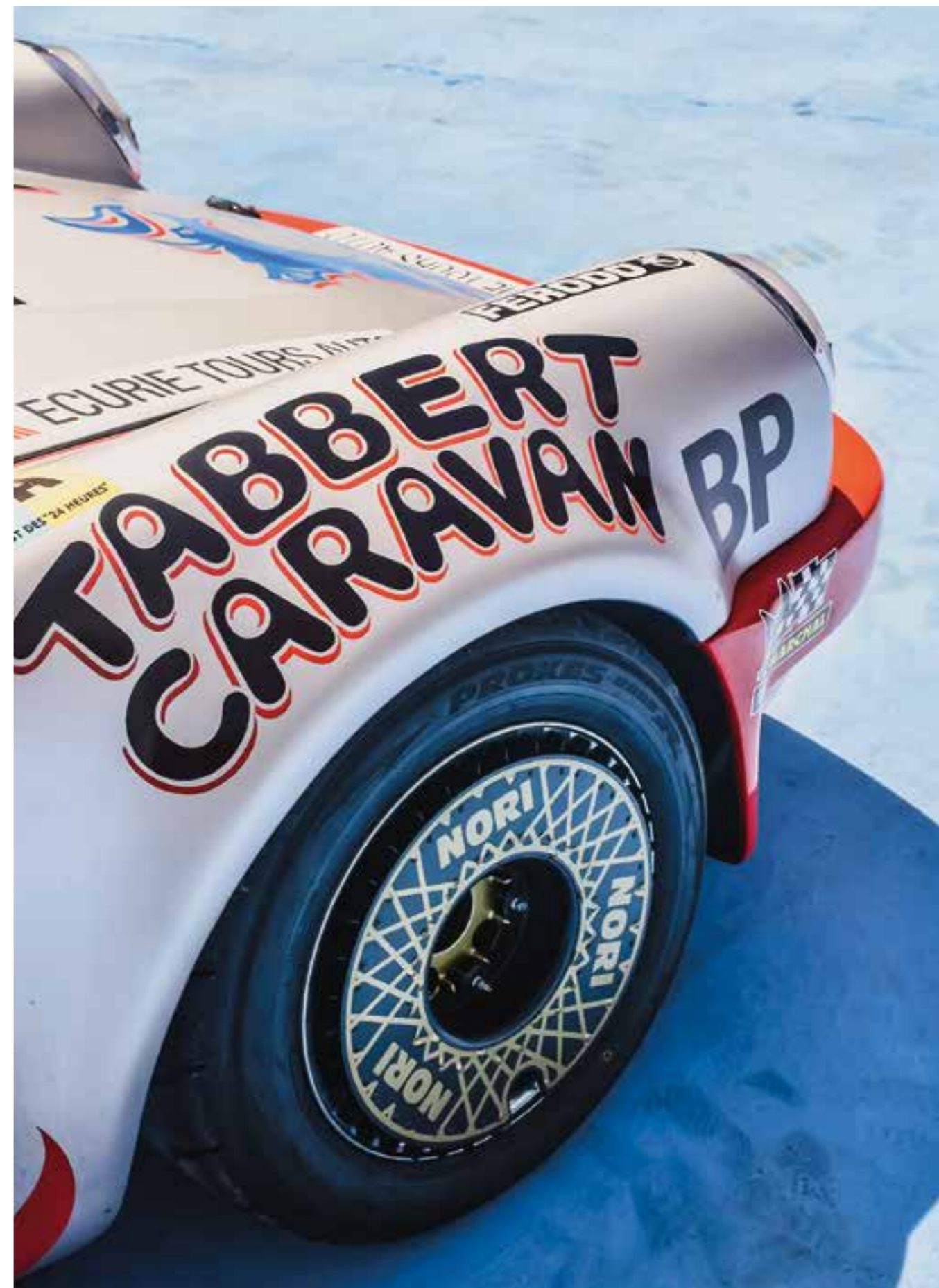








Duke of London, in his Brentford garage.



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.

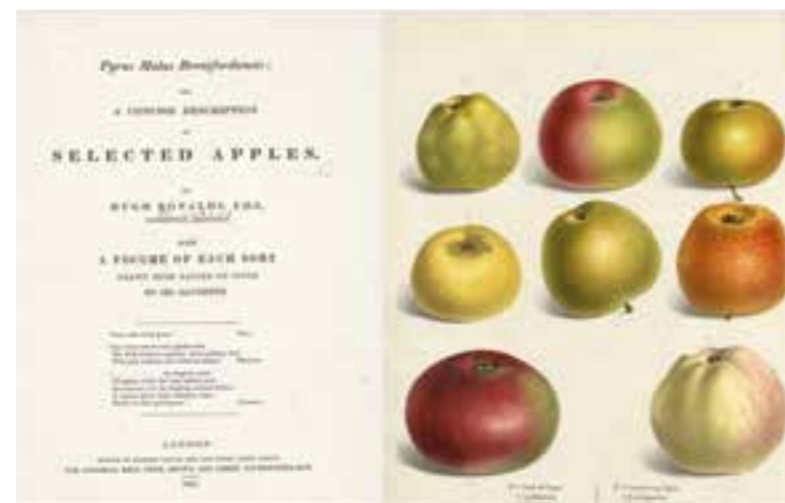
Depicted here are just four of the many fascinating craft based historical footnotes to the town.



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.

# 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.



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.



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

# 'Old Hugh' Ronalds



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 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. One of the UK's most successful grocery stores, Morrison's proudly delivers fantastic service and commitment to sourcing and processing more than half the fresh food that it sells, ensuring the highest quality from farm to fork, and preparing more fresh food than any other supermarket. With fishmongers, butchers, bakers, and a deli open from early Morrison's will rustle up breakfast, lunch, and dinner just how customers like it. And of course, the store will also hold all the everyday essentials so that people can pop-in and pick up a fresh-cooked bite or be inspired by the in-store chefs to gather all the ingredients for their next meal. One of the UK's most successful patisserie and coffee brands, locals will be able to choose from a wide selection of breakfasts, sandwiches, pastries, and savoury dishes as well as freshly brewed coffees and teas. A barber and a card and gift shop are also set to take their place on Brentford's bustling High Street, and the choice of shops will continue to grow.



Market banter  
and bustle

Scent of fresh  
bread and  
coffee,  
olives  
and  
apples











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 of what was once 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/COFFEE BAR



The Lanes





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.

Down the Lanes, discover a new location for an independent West London bookseller perfect for popping in to browse the latest from leading authors or unearthing hidden gems and staff recommendations to pick up and read by the river. The store will host readings, book signings, and gatherings throughout the year.

There'll be a boutique cinema that blends art-house philosophy with state-of-the-art digital projection and a comfortable café and bar, this new outpost from a respected independent cinema of exceptional pedigree will be the perfect place to connect with cinema classics, latest releases, and event cinema. Pick up delicious,

hand-prepared delicacies and carefully sourced fresh produce from a new independently run deli for waterside picnics - the list of makers and creators choosing to make the Lanes their home here is growing too.





Strolling down Bradshaw Lane





The  
Arcadian  
dream  
of  
peace  
and  
pleasure









Meeting friends

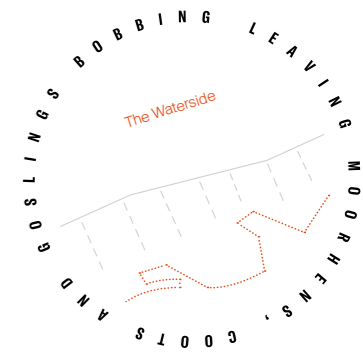




THE BRADBURY BUILDING

The Waterside





Enjoying a drink by  
The Waterside





The Waterside  
brought back to life



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











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.





The stunning water's edge along the southern boundary of The Brentford Project will be a hive of activity - tables spill out onto the cobbles, and trees cast refreshing shade as friends and neighbours meet for coffee and conversation in the square.

A restaurant that offers all-day dining in a setting that mixes informality and glamour, with a menu that focuses on Modern British cooking and the very best produce sourced from artisan suppliers all over the UK will call the waterside home. The newest restaurant at The Brentford Project comes from an established and successful West London team, with a great pedigree, and a deep understanding of the unique opportunities

of a riverside setting and the need to create a space that can transform from daytime easy dining to a more relaxed evening setting. And at the heart of the Waterside, a local, family-friendly gastropub from a team that has already developed a reputation for bringing treasured pubs back to life will be one of The Brentford Project's most treasured locations. Food is focused on fresh ingredients that are locally

and seasonally sourced. Ever-changing specials prepared by a talented team of chefs, and a range of local beers and carefully chosen wines will make this a new social hub for residents and guests, and a haven for a quiet evening drink or a cosy weekend Sunday lunch.



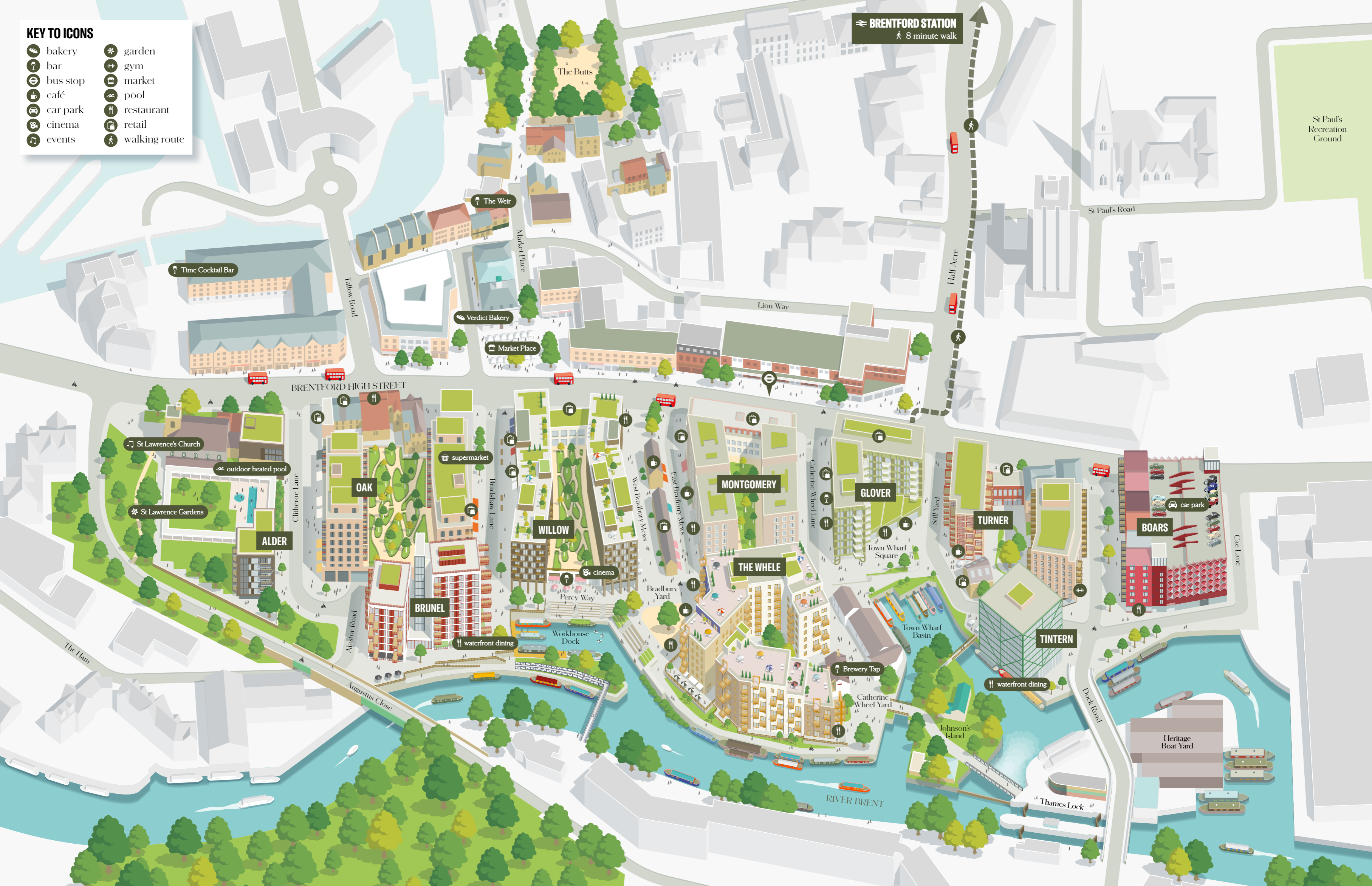


Bask in the summer sun



**KEY TO ICONS**

	bakery		garden
	bar		gym
	bus stop		market
	café		pool
	car park		restaurant
	cinema		retail
	events		walking route



**BRENTFORD STATION**  
 8 minute walk

St Paul's  
 Recreation  
 Ground

The Butts

The Weir

Time Cocktail Bar

Verdict Bakery

Market Place

Lion Way

Half Acre

St Paul's Road

BRENTFORD HIGH STREET

St Lawrence's Church

outdoor heated pool

St Lawrence Gardens

ALDER

supermarket

OAK

WILLOW

MONTGOMERY

GLOVER

TURNER

BOARS

THE WHELE

cinema

BRUNEL

waterfront dining

Percy Way

Town Wharf Basin

TINTERN

Brewery Tap

waterfront dining

Catherine Wheel Yard

Johnson's Island

Heritage Boat Yard

Thames Lock

RIVER BRENT

The Ham

Augustus Close

Alastor Road

Chilberoe Lane

Bradshaw Lane

West Bradbury Mews

East Bradbury Mews

Catherine Wheel Lane

Still Yard

Cae Lane

car park

car park

car park

car park

car park

car park

car park

car park

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car park

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Home

























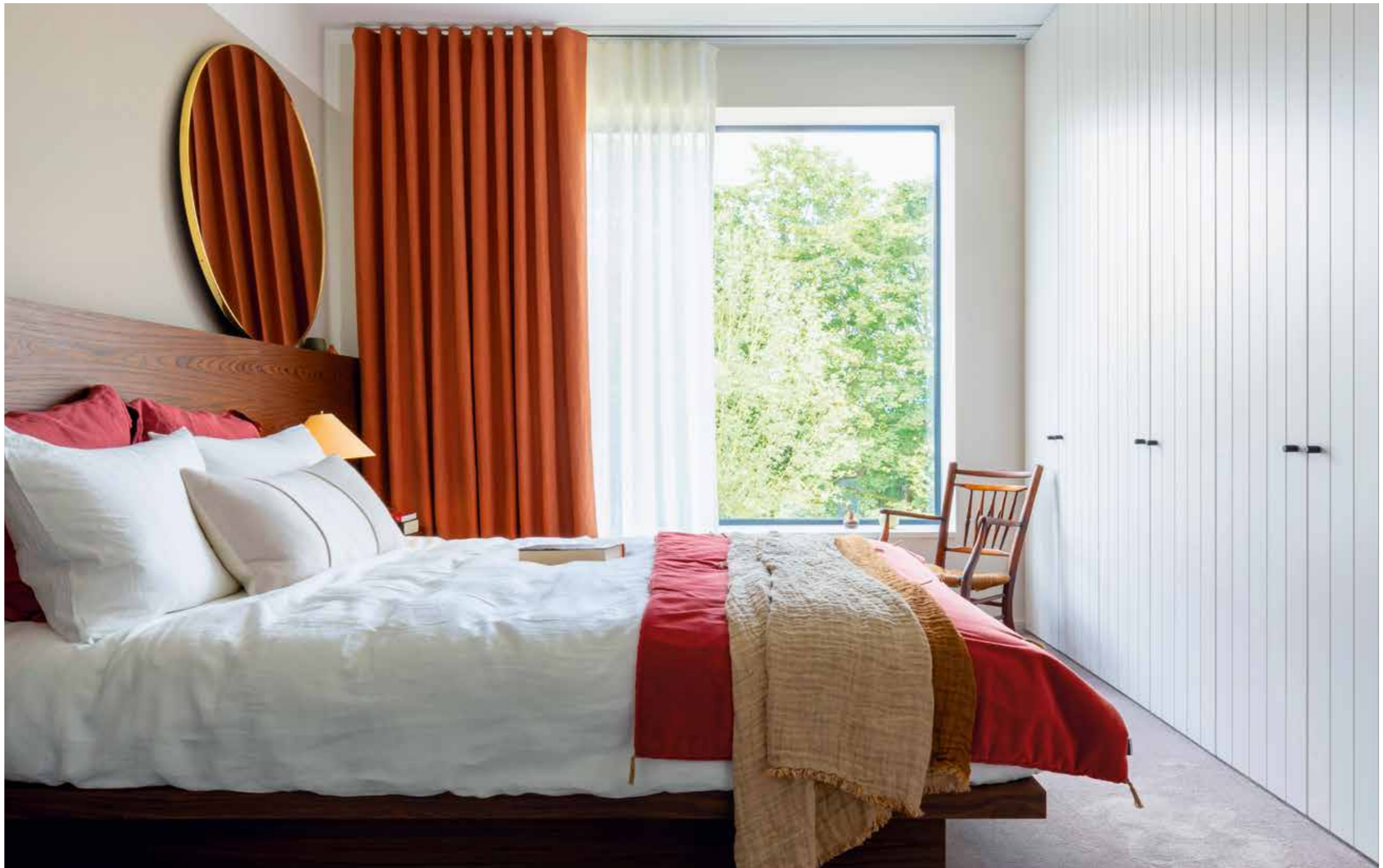


















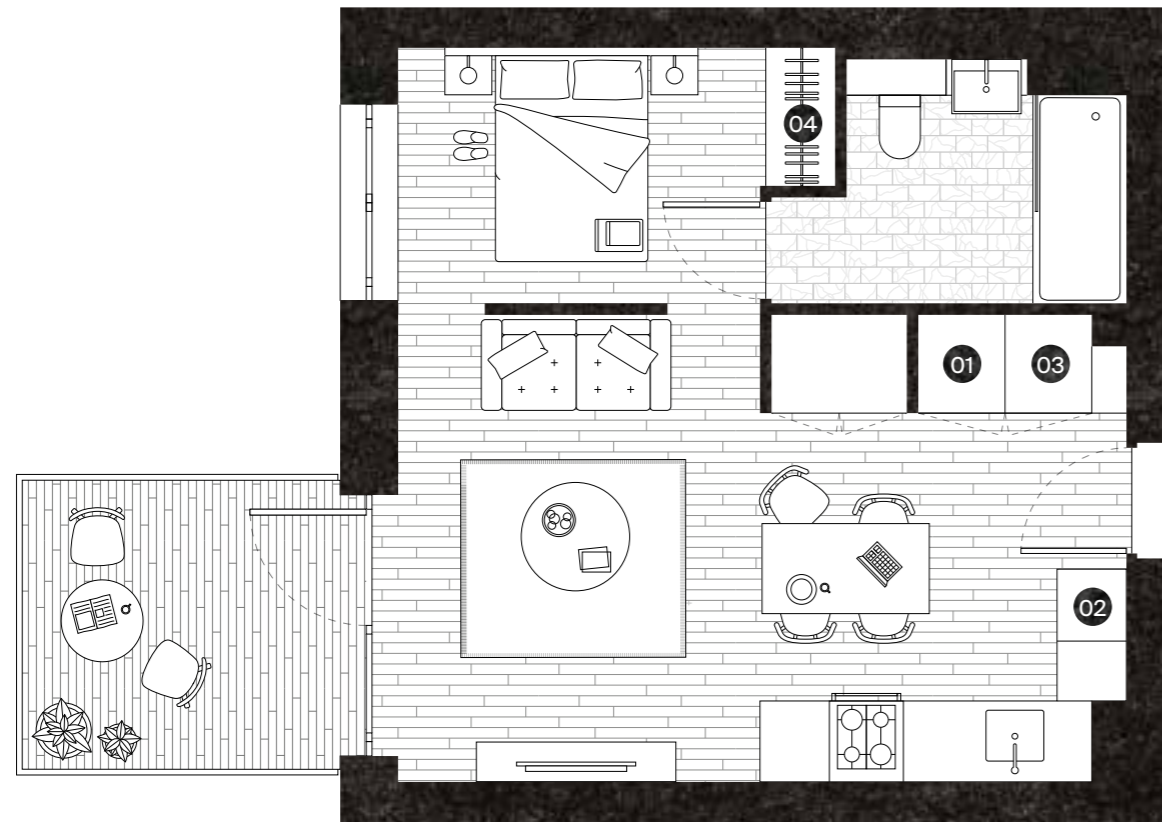


As  
the silver  
ribbon  
of  
water  
unfurls  
west into  
the sunset



# Typical Suite

**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

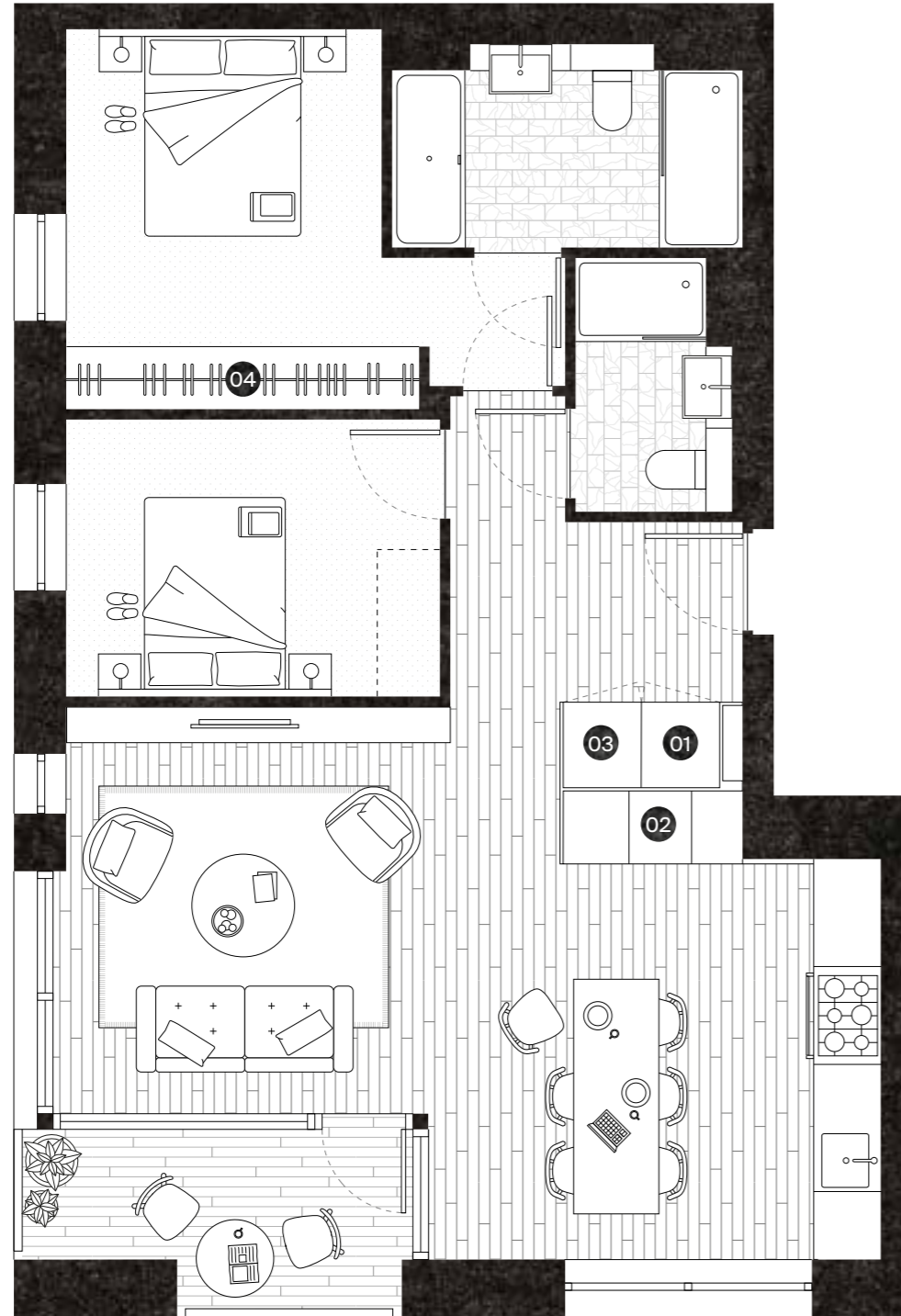
**Bedroom 1**  
3680 x 3360 mm

- 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

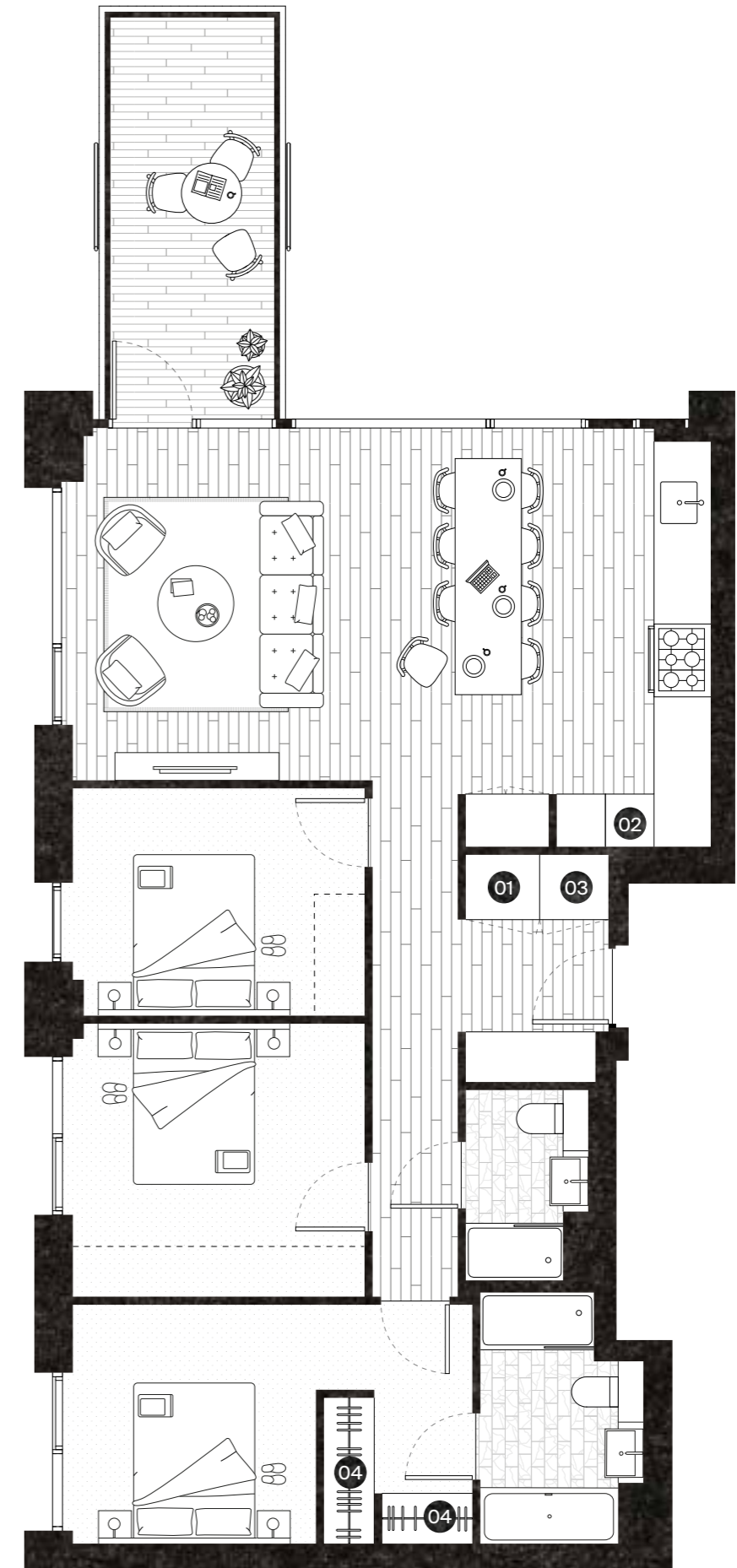
**Bedroom 2**  
3645 x 3025 mm

- 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 Open Air Pool, Fitness Suite & Cloister Garden.





Summer  
murmur  
of neighbours  
across fences  
Clink of  
glass  
on  
glass









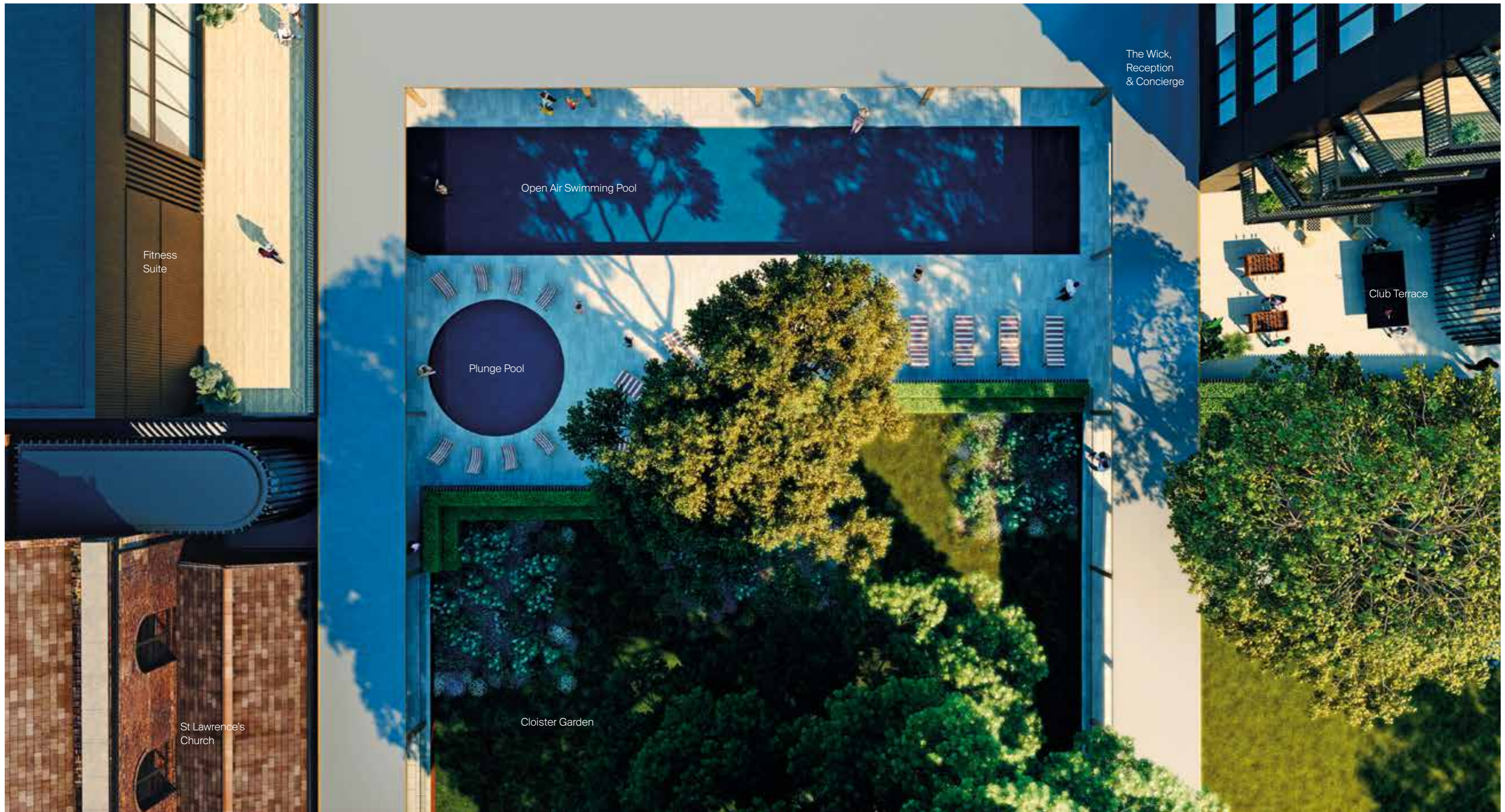




The Wick at St Lawrence Gardens is a serene oasis and beautifully set out private club to which residents are given automatic and exclusive membership. Outside, a beautiful open-air pool and covered walkways are framed by a modern cloister, where members are able to take time away from the hustle and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

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.





Fitness Suite

Open Air Swimming Pool

Plunge Pool

Club Terrace

The Wick,  
Reception  
& Concierge

St Lawrence's  
Church

Cloister Garden

# The Wick









View across the Cloister Garden.



Open Air Pool, Plunge Pool & Fitness Suite.



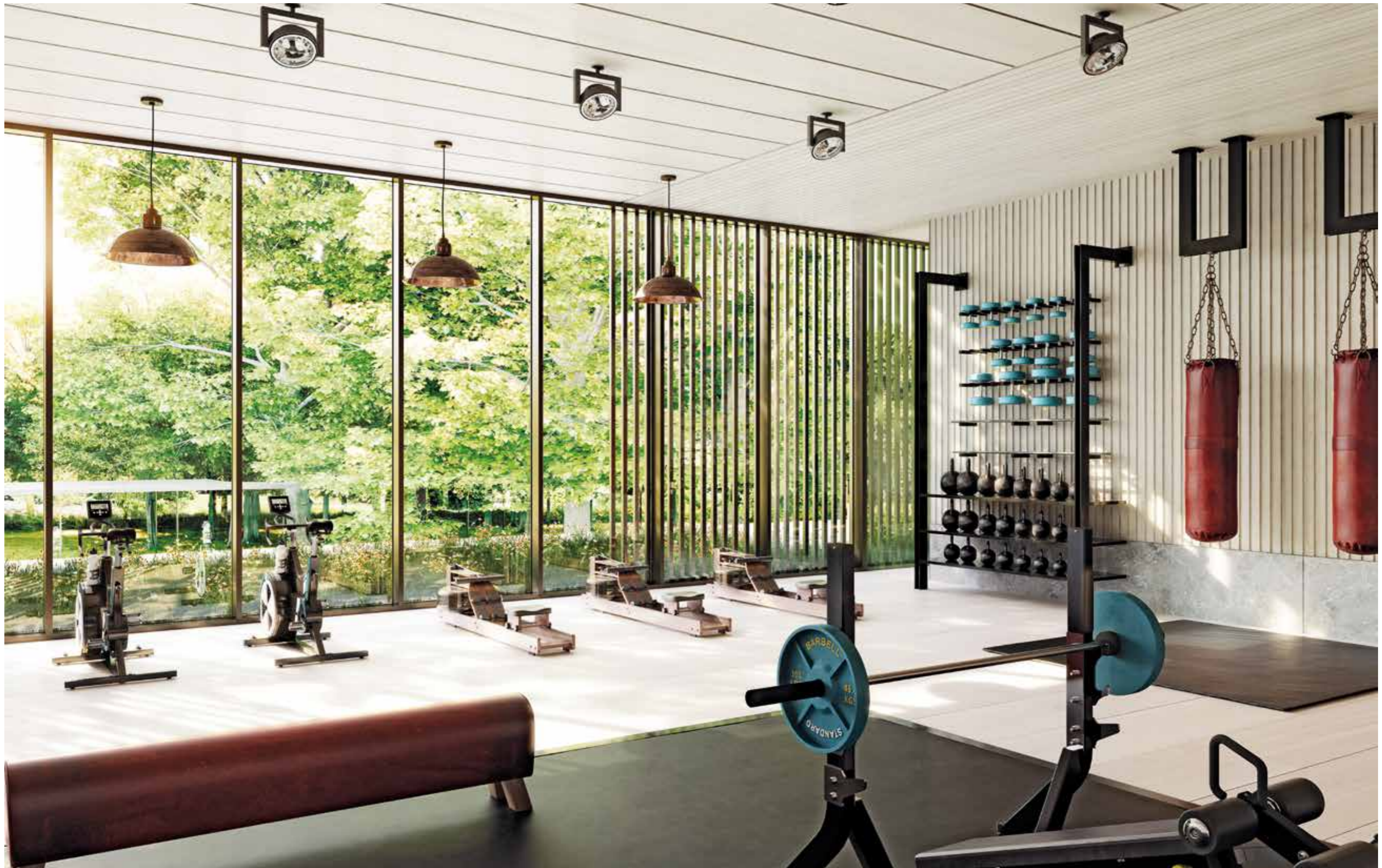


Sauna-steam room with 'hot' & 'ice' plunge pools, looking out towards the external Open Air pool & Sun Deck.









The fitness suite, on all three floors, has fantastic views across the Open Air pool & Cloister Garden.









Connected Brentford



**KEY TO LINES**

**LONDON UNDERGROUND LINES**

- District Line
- Piccadilly Line

**OTHER LINES**

- Elizabeth Line
- London Overground
- South West Trains







# 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.

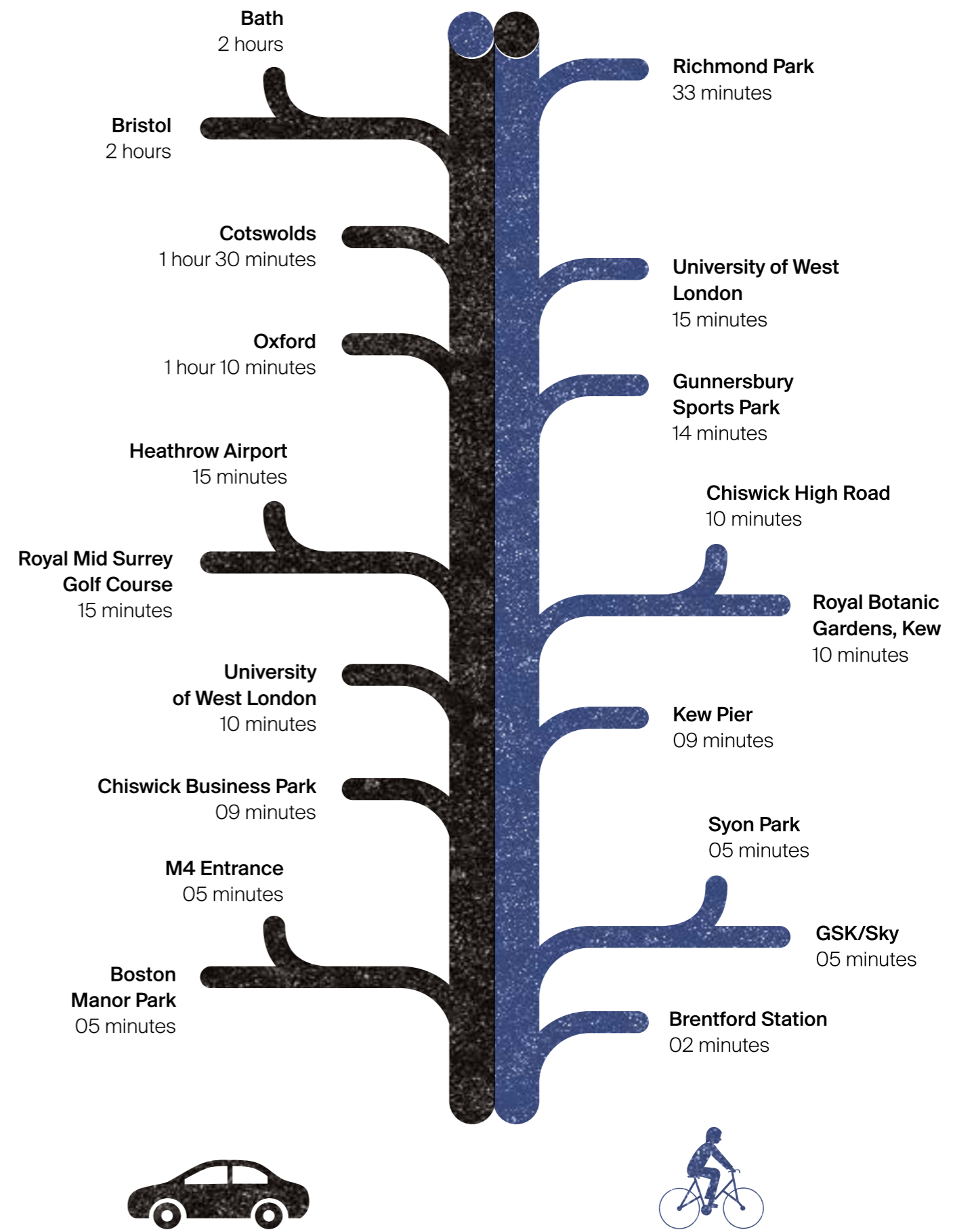
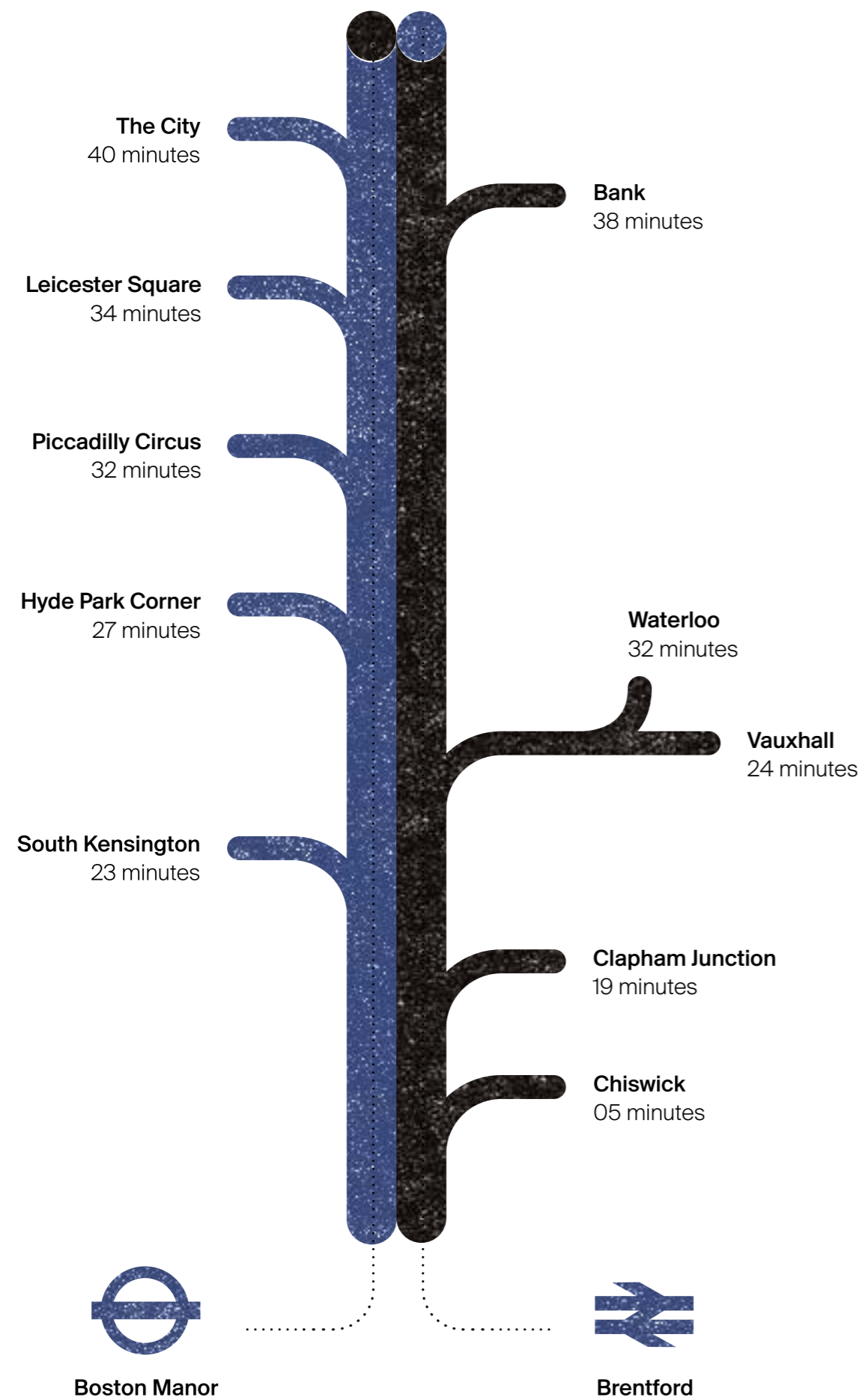


15 minutes



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.

Within a 15 minute drive both UK headquarters of Ebay and PayPal at Richmond as well as Heathrow Airport - one of the UK’s largest single site workplaces with 76,000 people employed across 400 businesses, and 80.1 million passengers annually.





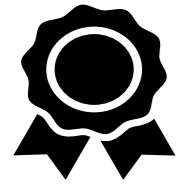


# Surrounded by educational excellence

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 University College London.

## Within a 5 mile radius



339

Ofsted Rated Good & Outstanding Schools



246

Primary Schools



77

Secondary Schools



10

Schools rated 'Outstanding' by Ofsted



72

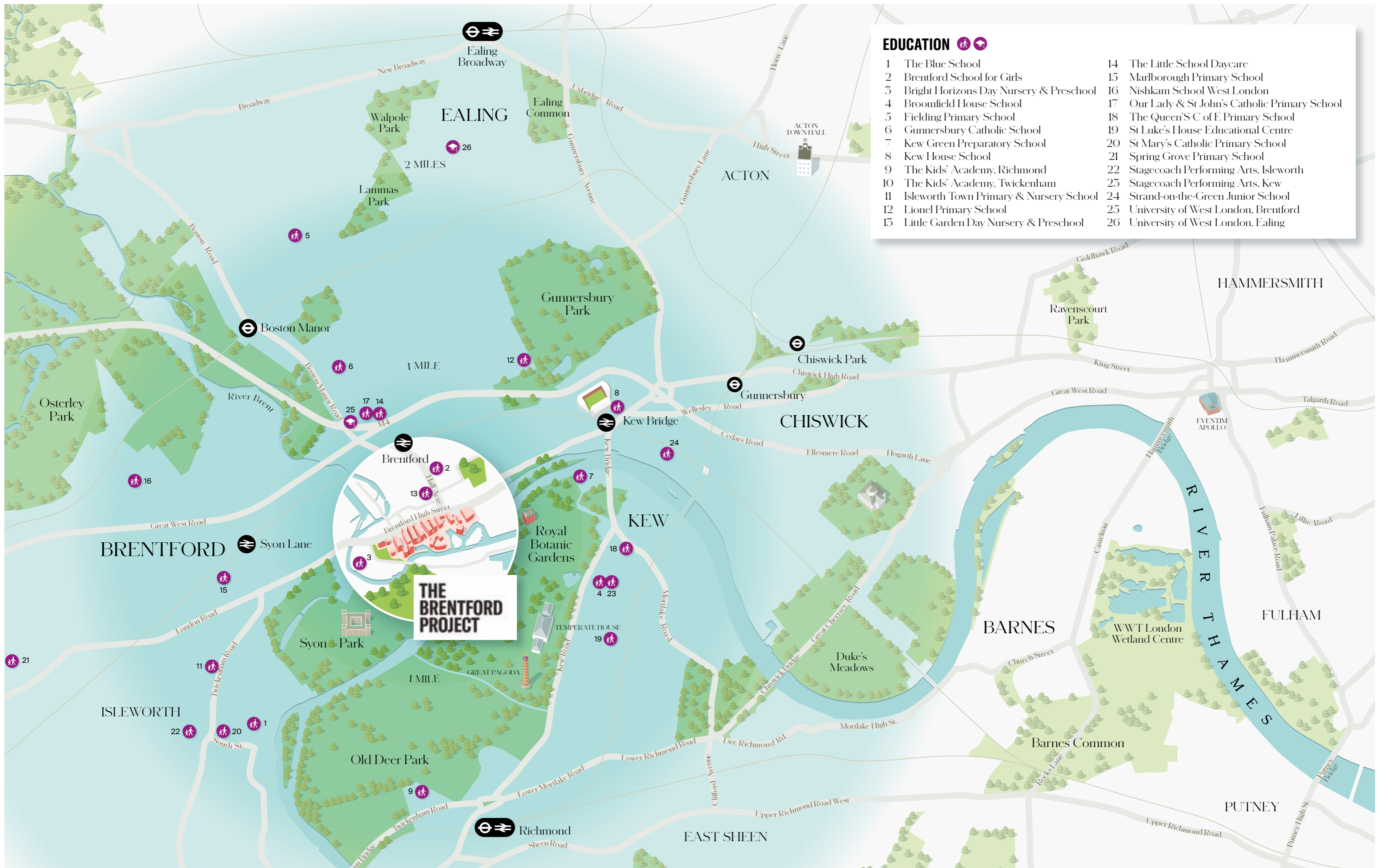
Sixth Form Colleges





**EDUCATION** 

- |  |   |
|--|---|
| 1 The Blue School                          | 14 The Little School Daycare                    |
| 2 Brentford School for Girls               | 15 Marlborough Primary School                   |
| 3 Bright Horizons Day Nursery & Preschool  | 16 Nishkam School West London                   |
| 4 Broomfield House School                  | 17 Our Lady & St John's Catholic Primary School |
| 5 Fielding Primary School                  | 18 The Queen'S C of E Primary School            |
| 6 Gunnersbury Catholic School              | 19 St Luke's House Educational Centre           |
| 7 Kew Green Preparatory School             | 20 St Mary's Catholic Primary School            |
| 8 Kew House School                         | 21 Spring Grove Primary School                  |
| 9 The Kids' Academy, Richmond              | 22 Stagecoach Performing Arts, Isleworth        |
| 10 The Kids' Academy, Twickenham           | 25 Stagecoach Performing Arts, Kew              |
| 11 Isleworth Town Primary & Nursery School | 24 Strand-on-the-Green Junior School            |
| 12 Lionel Primary School                   | 25 University of West London, Brentford         |
| 13 Little Garden Day Nursery & Preschool   | 26 University of West London, Ealing            |







Ballymore





EMBASSY GARDENS



DUBLIN LANDINGS



WARDIAN



NEW PROVIDENCE WHARF



PAN PENINSULA



ROYAL WHARF



LONDON CITY ISLAND

# 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.





OXEYE RESTAURANT



DARBY'S



ENGLISH NATIONAL BALLET



THE SUMMER SERIES



THE WOODS STUDIOS



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.





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