

# WELCOME

The proposals viewed from Greenock Road, with the entrance to the new homes in the foreground



**Welcome to our public exhibition for Soap Works – a new and exciting place to live and work at 8–10 Greenock Road**

**Today, you will be able to:**



**View our plans**



**Meet and speak to members of the team**



**Share your feedback**

**DE VERE**  
PARTNERS

# THE TEAM – TRUSTED PARTNERS



De Vere Partners & HTA Design – 3-15 Stirling Road

## De Vere Partners

**De Vere Partners has a strong track record of delivering new homes in Ealing,** including most recently across Bollo Lane and Stirling Road in South Acton, and want to continue to invest in the transformation of the area.

Working with HTA Design, De Vere Partners recently achieved planning approval to deliver 88 new homes on 3-15 Stirling Road and Bollo Lane, which also provides industrial space at the lower floors.

## HTA Design

**HTA Design is an award-winning inter-disciplinary design practice.**

Their approach to placemaking is achieved by collaborating, internally and externally, to create successful, popular, and sustainable residential and mixed-use places.



HTA Design – Acton Gardens

## Project team



# MAXIMISING THE SITE'S POTENTIAL

Home to a series of outdated industrial warehouses, the site has the potential to deliver much more for South Acton



## The site

- **The site is located on 8-10 Greenock Road in South Acton.** It is designated as a 'Locally Significant Industrial Site' (LSIS), which means it can support a wide range of employment uses.
- **The site is currently occupied by a pair of two-storey industrial warehouses with associated office space,** adjoined by one storey extensions, as well as a front yard with vehicle parking.
- **These buildings are home to a mix of industrial businesses, whose leases are due to expire between 2023-2024.** This presents an opportunity to upgrade these outdated warehouses to fulfill the true potential of this site, while reflecting the current and future needs of the area.

## The surrounding area

- **The area has a rich history as an industrial centre,** and throughout much of the 20th Century the main source of work was divided between The Brickfields and Laundrettes, giving South Acton the nickname of **The Soapsuds Island**. Acton soon became described as "The Motor Town" with a large concentration of industry, notably one of the largest in the country.
- **South Acton is becoming a vibrant centre in Ealing,** adapting to the demands for quality housing and more diverse employment opportunities for local people, while protecting its industrial character and the interests of existing residents.

# THE PROPOSALS AT A GLANCE

We are looking to celebrate the rich industrial heritage of this site, creating a new mixed, sustainable community where people can afford to live and work

We see an opportunity to deliver:



Around 110 high-quality homes



Family and low-cost homes residents can afford



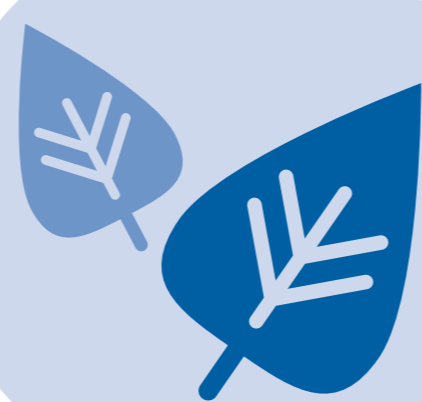
More jobs and well-paid work to the area



More modern and flexible industrial space for local start-ups, SMEs and bigger businesses



Reflect the site's rich 'Soapsuds' history in our designs



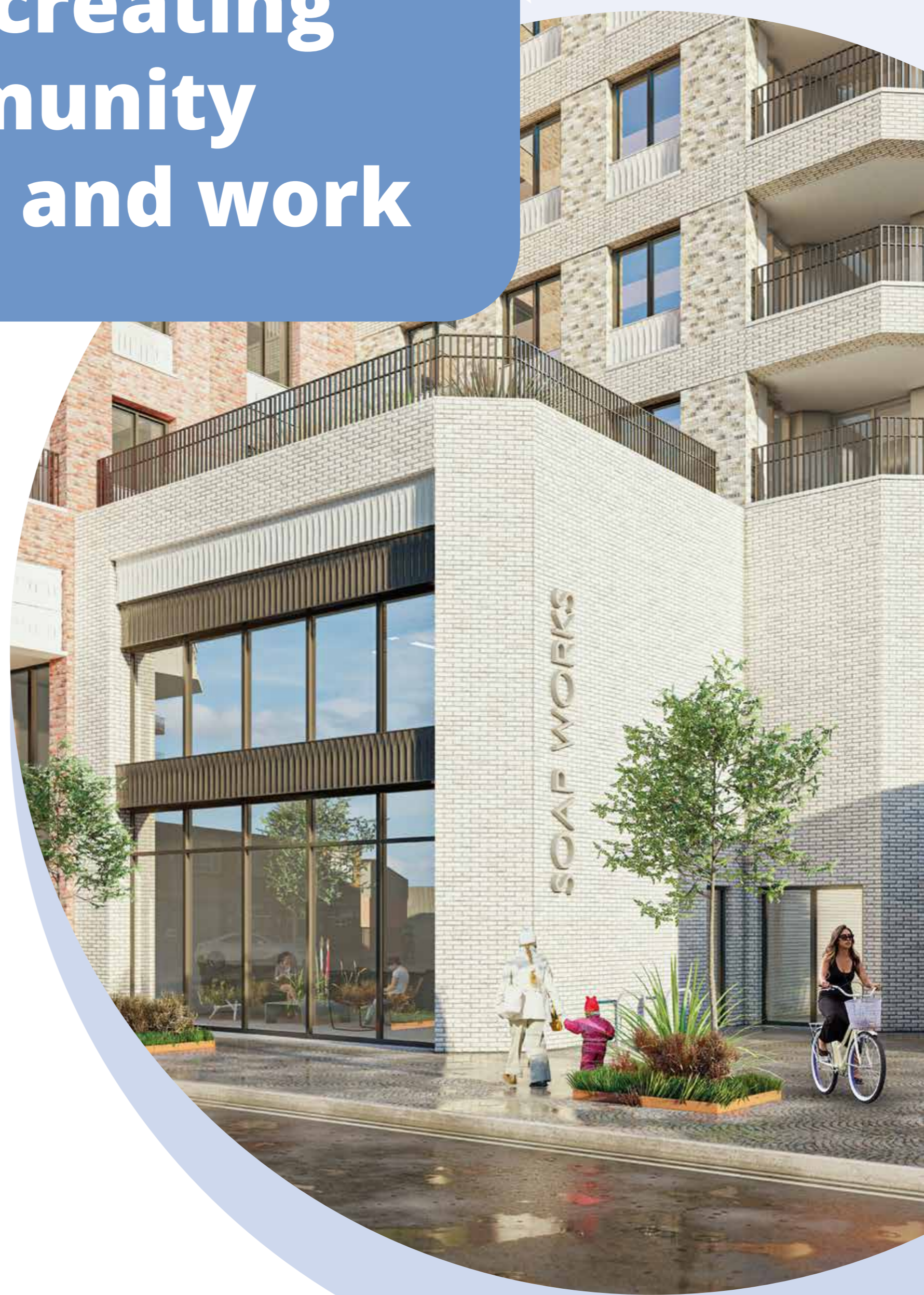
A green heart, with low carbon, sustainable buildings with more biodiversity and cycle parking – all within a car-free scheme



Transform the street scene with new public footpaths and pockets of planting

**Tell us what you think!**

Let us know what you think of our vision for Soap Works by filling in one of our comment forms



# IMPROVED INDUSTRIAL SPACE

Soap Works will reflect the rich industrial heritage of the site, with new job opportunities and spaces for local small, medium and large businesses



The industrial space entrance within the new two storey podium

We are looking to introduce new light industrial spaces over the ground and first floors.



**This new space will accommodate roughly 70 new jobs**, giving local people opportunities for employment and upskilling where they live.



**These spaces are designed to be flexible**, meaning that they could host a large business or a local small or medium size business looking to lay their roots here and expand.



# NEW OUTSTANDING HOMES

Soap Works will deliver around 110 new homes, providing high-quality places for new and existing residents to live – at prices they can afford



The proposals viewed looking towards South Acton station



**High-quality, flexible spaces** for new and existing residents to live.



**At least 35% of these homes will be affordable**, with a mix of 1, 2 and 3 beds available. A total of 19 family-sized homes (3 beds) will be provided, ensuring local residents and families can afford to continue living in the area.



**New shared amenity spaces for residents to enjoy.** Roof terraces on the tenth and thirteenth floor will offer views of London from seating areas within a shaded pergola, and the second-floor podium garden will be a larger family-orientated space with playspace for young children.

# A NEW STREET SCENE

Soap Works will transform the street scene, with new public footpaths and green areas



- The new industrial spaces will bring **much more activity** to this site than what currently exists.
- **A new pedestrian link**, replacing the partial pavement will make the street more pleasant to walk along for everyone with new planting and trees.
- **Planting** near the housing and industrial space entrances will create a more welcoming environment for all.
- **Improving access to the site is also a priority.** The pavements around 8-10 Greenock Road, some of which are currently uneven and disjointed, will be repaved to improve accessibility for everyone.

# DESIGNING SOAP WORKS

Our designs will reflect the history of 'Soapsuds Island' and the area's changing landscape



The proposals viewed from South Acton station

Transport for London's approved plans for Bollo Lane will include buildings up to 25 storeys in height

- **Our designs are based around this area's rich industrial history**, with the first two floors reflecting the industrial space it contains through a metalwork design.
- **The building above will be predominantly brickwork**, referencing the 'Soapsuds island' history and the existing industrial use onsite at 8-10 Greenock Road.
- **We are looking at delivering a building between 10 and 16 storeys in height.** The height of the building steps down between 10 and 13 storeys nearer the South Acton Allotments and neighbouring Henley Investments proposals. This means there will be minimal impact on our neighbours.
- The proposed height allows us to deliver both the homes Ealing needs and an uplift in industrial space.



**Tell us what you think!**

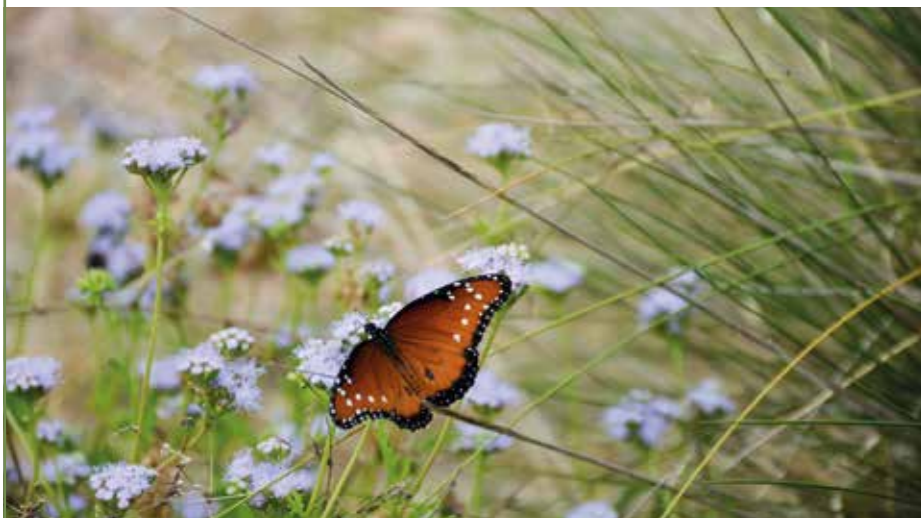
How else can we reflect the history of Soapsuds Island? Let us know by filling in one of our comment forms



# A GREEN HEART

Soap Works will aim for the highest standards of sustainable design

## Ecology



Introduce a variety of tree planting to create a diverse ecology

## Relaxing & Socialising



Create spaces for socialising, outdoor dining and relaxing with outdoor furniture for future residents

## Play



Provide natural playspace for young children living in the development

## Landscape design



Integrate soft landscaping to complement the building design across the communal gardens



**We are targeting a BREEAM excellent rating** to ensure that the new homes and industrial spaces are built to the highest sustainability standards. We will also use recycled materials wherever possible to reduce waste in construction.



The **development will be car-free**, encouraging residents to use the strong public transport links nearby, including from South Acton and Acton Town stations. New residents won't be able to apply for parking permits locally from Ealing Council.



We're also looking to create **180 cycle** parking spaces.



Aside from the green areas on the second-floor podium and tenth-floor roof terrace, the buildings will also include **green roofs** to contribute towards greening of the site.

# NEXT STEPS

**Thank you for attending  
our public exhibition**

**We will be submitting a planning  
application early next year.**

**Let us know what you think**

 Comments form available today

 0800 307 7985

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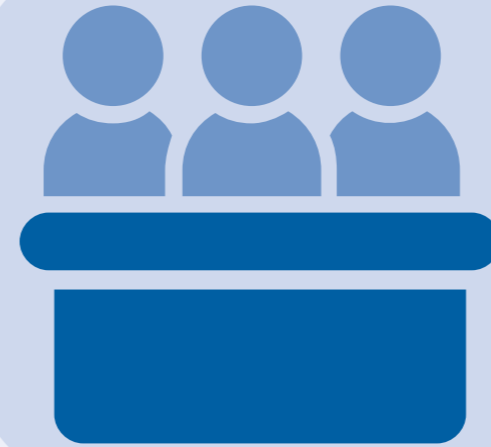
Scan here to see our proposals

**November 2022**  
Public exhibition



**Summer 2023**

Target for planning determination  
by Ealing's Planning Committee



**Early 2023**

Submission of planning  
application to the London  
Borough of Ealing



**Early 2024**

Possible start on  
site (dependant on  
planning permission)