



A new 1,965 home Build-to-Rent scheme with supporting infrastructure

Greenford, Ealing

Greystar

ICENI PROJECTS – CASE STUDY

Iceni was instructed by Greystar to lead the preparation of a detailed application at the former GSK headquarters and former Sunblest bakery site in the London Borough of Ealing.

This application obtained approval for a residential-led mix of uses including: 1,965 new homes (including an element of affordable housing); 21,443 sqm of flexible commercial and community floorspace in use classes A1, A2, A3, A4, A5, B1, D1 and / or D2, a new two-form entry primary school, new pedestrian bridge across the canal, car and cycle parking, landscaping and associated works. Iceni has coordinated the planning application submission, including the Environmental Impact Assessment. The application was submitted in September 2016 following engagement with the local community, Council and GLA and approved at Committee in March 2017.

Iceni is now acting on behalf of Greystar to discharge the necessary conditions to enable Greystar to deliver the scheme on site.

5 interesting facts about the project

1: SCALE

The development at Greenford will be the largest Build to Rent scheme in the UK to-date. It will set the benchmark for quality and customer service for future purpose designed rental accommodation in the market and provide a new neighbourhood for existing and prospective residents.

2: GSK

The many patents held by GSK remain registered at Glaxo Wellcome House at the entrance to the proposed development site. This will remain on site and provide a long-term reminder of the significant history of innovation on the site during its time occupied by GSK.

3: EXCELLENT CONNECTIVITY

Proximity to Greenford Station, opening up of Berkeley Avenue, and the provision of new bus stops ensure that the site is ideally located to connect to both Central London (25mins to Bond Street) and Heathrow Airport.

4: INTEGRATION WITH THE COMMUNITY

The opening up of the canal and the provision of a new bridge link will dramatically alter the role played by the development in the wider community. This coupled with level changes and works on the public realm will ensure that it will be successfully knitted into the wider community.

5: INFRASTRUCTURE

The provision on site of a new primary school, potential health centre and publicly accessible open space will ensure the delivery of a successful community.

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