

# THIS IS BRENTFORD

An exciting new retail and leisure opportunity.

**THE  
BRENTFORD  
PROJECT**





A new chapter for  
West London's waterside.

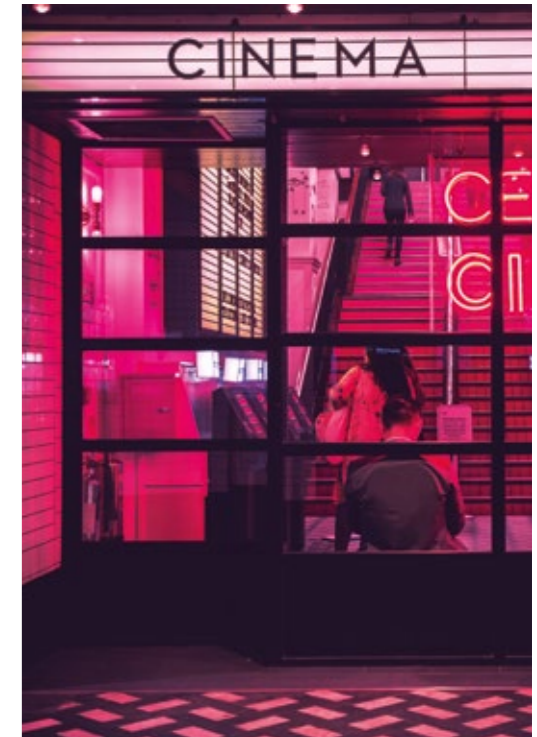




THE HIGH STREET

# This is

# Brentford.





The commercial rejuvenation of Brentford will create a place for locals and visitors alike, breathing new energy and vibrancy to the town.



# Re-imagining the town from the High Street to the water's edge.

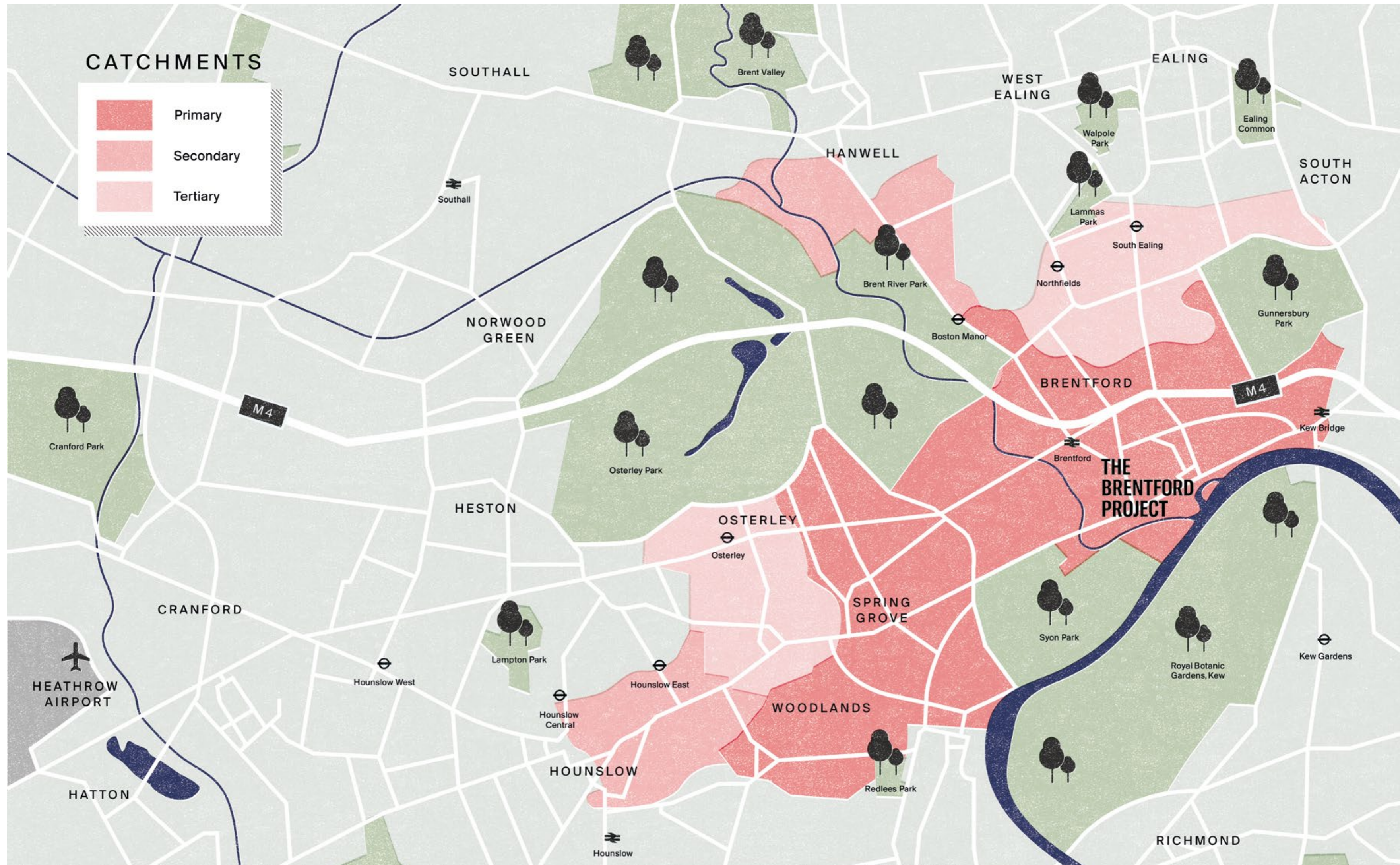


Creating rich new retail  
opportunities full of character  
and discovery.

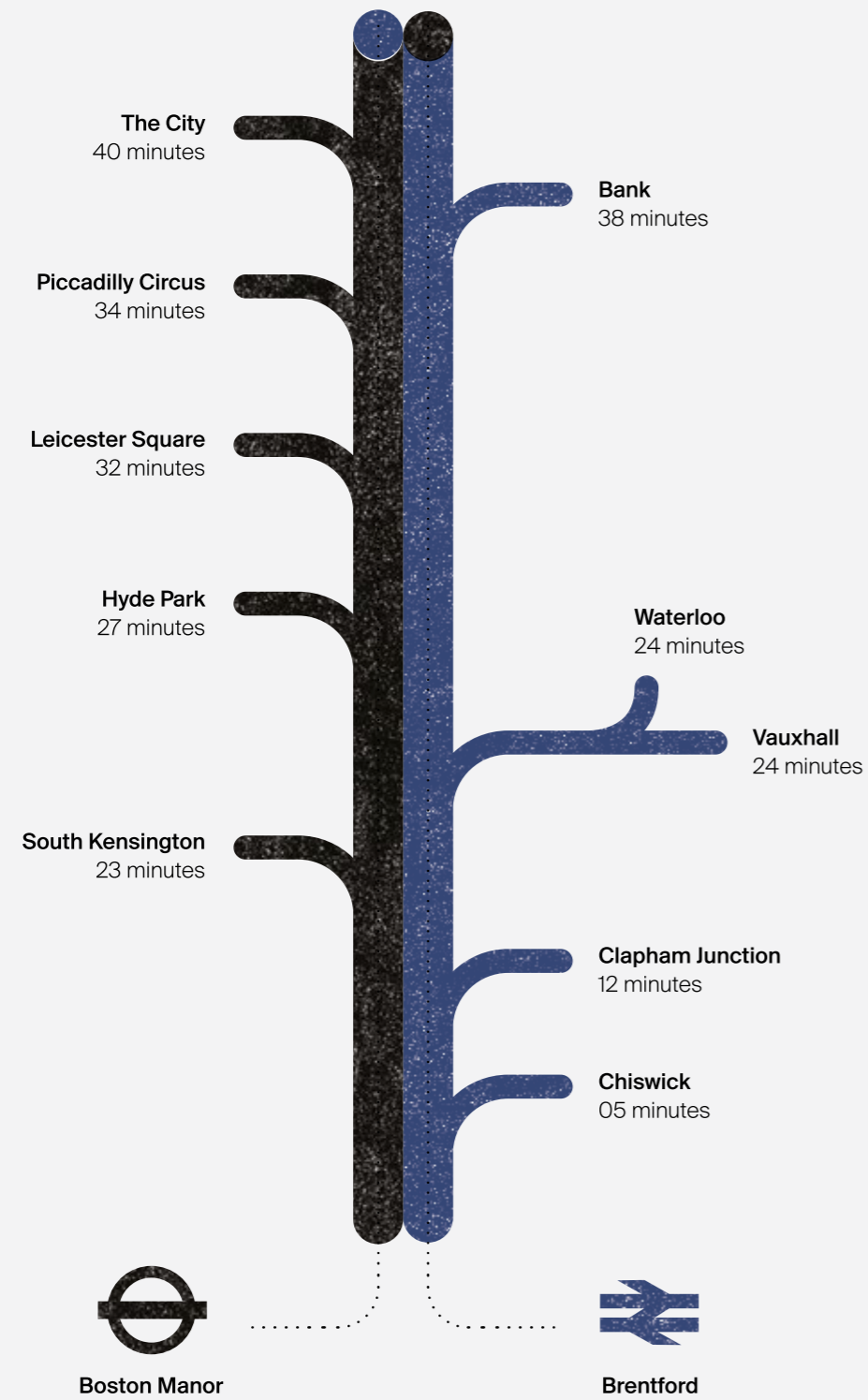


A riverside West London location, connected to both the heart of the city and national travel gateways.

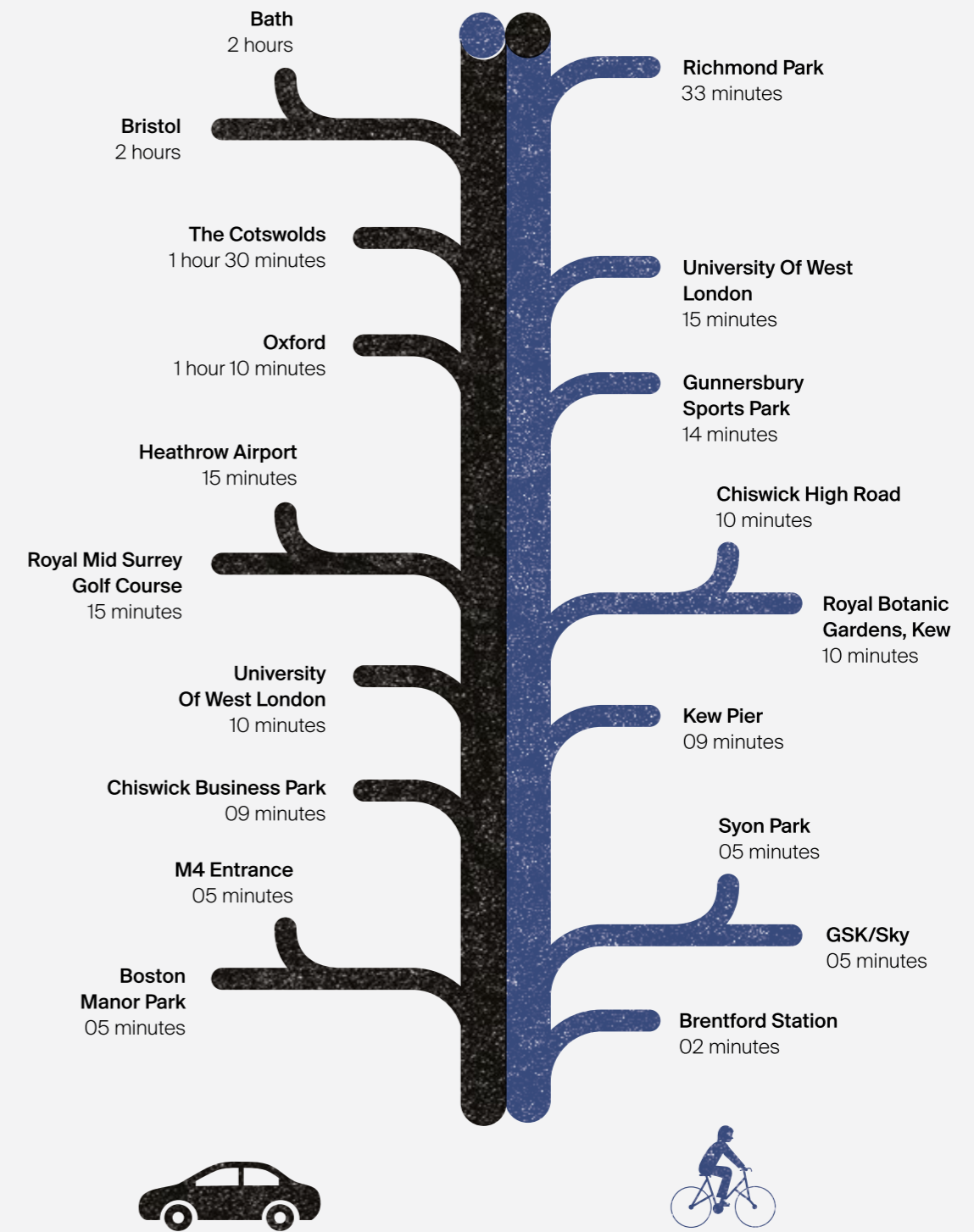
# Well-connected... and easy to reach.



# Convenient and connected to...



# West London and beyond.



# The Brentford Project in numbers



With a focus on delivering an invigorated high street and a rediscovered open space by the water's edge, The Brentford Project brings together the perfect mix of cultural, social and commercial amenities for modern living, firmly establishing it as one of the best connected and most enterprise friendly developments in west London in recent times.

876 Apartments to be built in total within The Brentford Project

390,000

Catchment population\*

\*Estimated post development



223m

of new High Street facade

35,000

SQFT supermarket

150,000

SQFT retail and leisure space for residents and visitors

£5.0M

Catchment spend\*

\*Estimated post development within catchment area



# West London, where big business locates and...

Global business continues to invest in the west, bringing thousands of employees to live and work in the area.

North of The Brentford Project, the Great West Road is thriving with Sky, Sega, Warner Bros and Walt Disney all resident. It's a commercial hub that contributes £73bn to the UK economy.

Brentford FC's new stadium is a major new investment in the area, with a capacity of more than 17,000 fans at every game. Nearly 1,000 new homes are also opening in the neighbouring development, creating a steady stream of residents and visitors during the week and weekends. Match days, special events and concerts will mean an immediate increase in footfall throughout the town and The Brentford Project.



As well as a complete redevelopment of the traditional high street, The Brentford Project will create new, small commercial units aimed specifically at young start-up businesses.



An ideal setting for innovation and ambition, giving entrepreneurs a place to prosper and thrive.



# entrepreneurialism abounds.



The  
 revitalisation  
 of Brentford  
 will give  
 exciting young,  
 businesses  
 everything  
 they need  
 to flourish  
 and grow.



Family run classic car showroom Duke of London is already well-established at The Brentford Project, and the work of one of Brentford's new generation of home-grown entrepreneurs. It's an eclectic and eccentric multi-use space, hosting cocktail nights, supper clubs, and the now legendary Classics & Cake days. With the support of Ballymore, owner Merlin McCormack continues to expand operations to include the Santa Maria Pizzeria – voted Best Pizza in London – and a thriving catering business.



# What the future holds...

Post development total consumer spend **£11.2M**

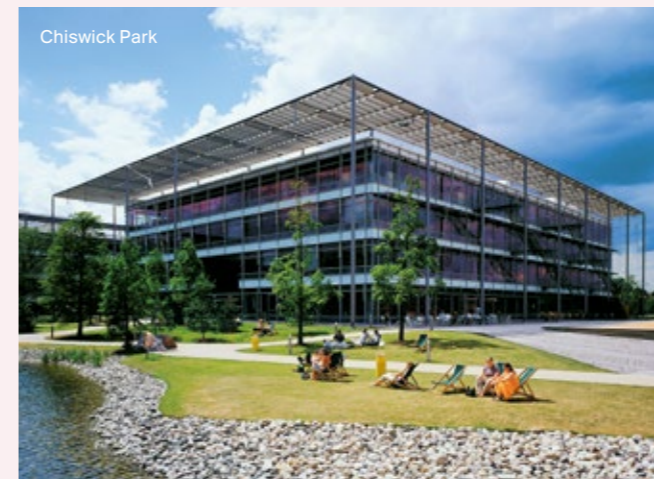


**4,800**

new homes will be built in the local area before 2022 contributing an additional

**£800,000**

of spend within Brentford Town Centre for retailers to capitalise on



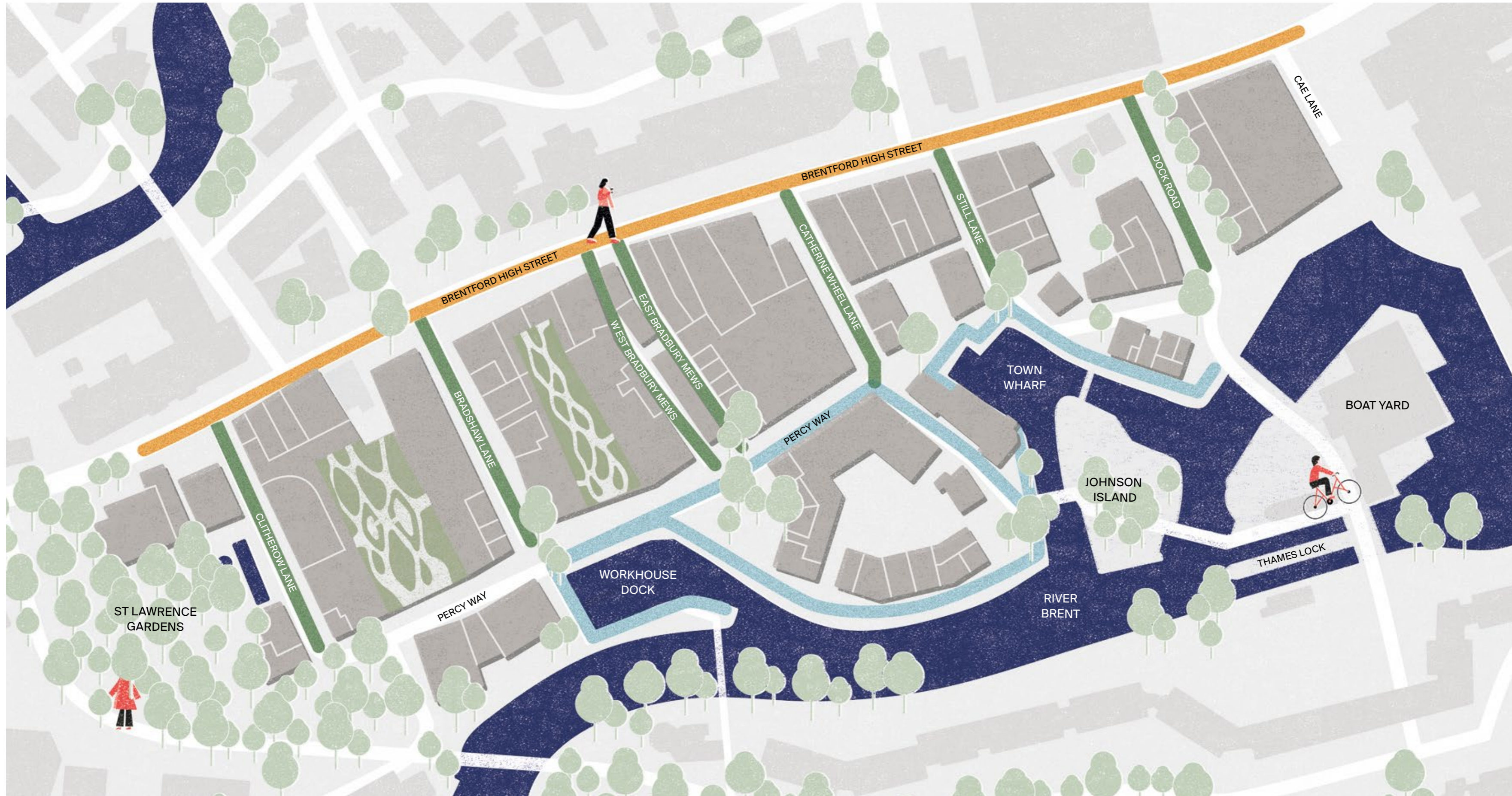
Post development local office worker spend increased by a further

**£700,000**



# One town, three districts...

- THE HIGH STREET
- THE LANES
- THE WATERSIDE



each with their own story.

The hustle  
and bustle of...



The High  
Street





Newly transformed,  
and with a major  
supermarket,  
this busy High Street  
will meet the  
everyday needs  
of the local  
community.

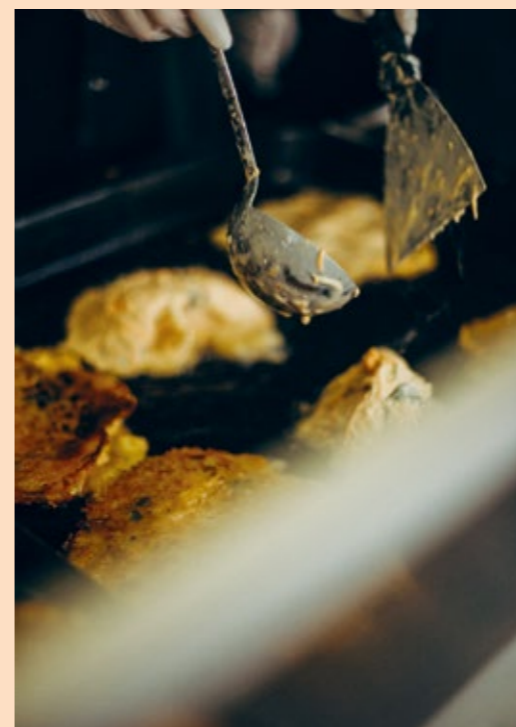
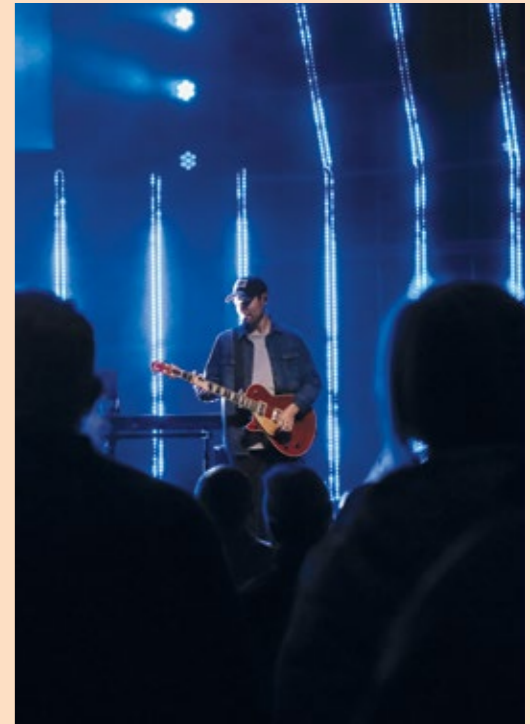


The transformation of the south side of Brentford High Street marks a step change in the quality and variety of shops available to the local area.

For spontaneous shopping trips or daily essentials, the arrival of a Morrisons supermarket will expand on the provision of accessible and convenient services and handy stores the local community will come to rely on.



A platform for craft and creativity.  
The magnificent space of the transformed St Lawrence's Church will become a diverse and ever-changing venue for food, music and events.



A familiar landmark that was almost forgotten, the stunning architectural transformation of St Lawrence's Church breathes new life into the heritage and cultural landscape of the area. The result puts the emphasis on creativity and creates an ever-changing showcase for residents and visitors alike.

From Dock Road to the stunning redevelopment of St Lawrence's Church, the south side of Brentford's high street will undergo a complete regeneration.



NUMBER	SQM	SQ FT	POTENTIAL USE
A1*	497	5,348	F&B**
B1	35	374	Retail
B2	124	1,340	Retail
B3	124	1,335	Retail
B4	283	3,042	F&B**
B5	3,294	35,460	Retail
C1	221	2,376	Retail
C2	156	1,683	Retail
C3	138	1,483	Retail
C4	248	2,674	Retail
D1	50	538	Retail
D2	45	484	Retail
D3	205	2,206	Retail
D4	155	1,668	Retail
D5	50	538	Retail
D6	60	645	Retail
E1	285	3,069	Retail
E2	292	3,142	Retail
E3	208	2,237	Retail
E4	247	2,655	Retail
F1	184	1,984	Retail
F2	165	1,781	Retail
G1	75	810	Retail

RETAIL
  F&B / LEISURE

FOOD STORE
 \* Mezzanine availability  
\*\* Food & beverage (restaurant, bar, cafe etc)

The vibrant  
charm of..



The  
Lanes



Turn a corner  
into a series of  
charming lanes to  
experience a different,  
more intimate energy,  
filled with  
independent shops.

Designed as a new shopping destination for people to pop-in to or stay all day, The Lanes are a complete change of pace from the High Street, lined with a fabulous array of Traders and familiar stores.

Start-ups will benefit from preferential rates as they set up shop alongside businesses with long-established roots in the area.



A unique opportunity is available for small businesses to make their home in The Lanes, alongside like-minded creatives and makers.



NUMBER	SQM	SQ FT	POTENTIAL USE
B1	35	374	Retail
B5	3,294	35,460	Retail
B6*	63	681	Retail
B7*	33	358	Retail
B8*	33	359	Retail
C1	221	2,376	Retail
C4	248	2,674	Retail
C5	72	779	Retail
C7	141	1,521	Retail
C8	104	1,115	Retail
C9	126	1,356	Commercial
C10	170	1,834	Commercial
D1	50	538	Retail
D8	130	1,399	Commercial
D9	54	581	Commercial
D10	75	807	Commercial
D11	35	376	Commercial
D12	135	1,453	Commercial
E1	285	3,069	Retail
E4	247	2,655	Retail
E5	48	521	Retail
F1	184	1,984	Retail
F3	169	1,820	Retail
F4	88	943	Retail
F5	159	1,707	Retail
G1	75	810	Retail
G2	99	1,061	F&B**

RETAIL

COMMERCIAL

FOOD STORE

\* Mezzanine availability

\*\* Food & beverage (restaurant, bar, cafe etc)

The tranquil  
buzz by...



The  
Waterside



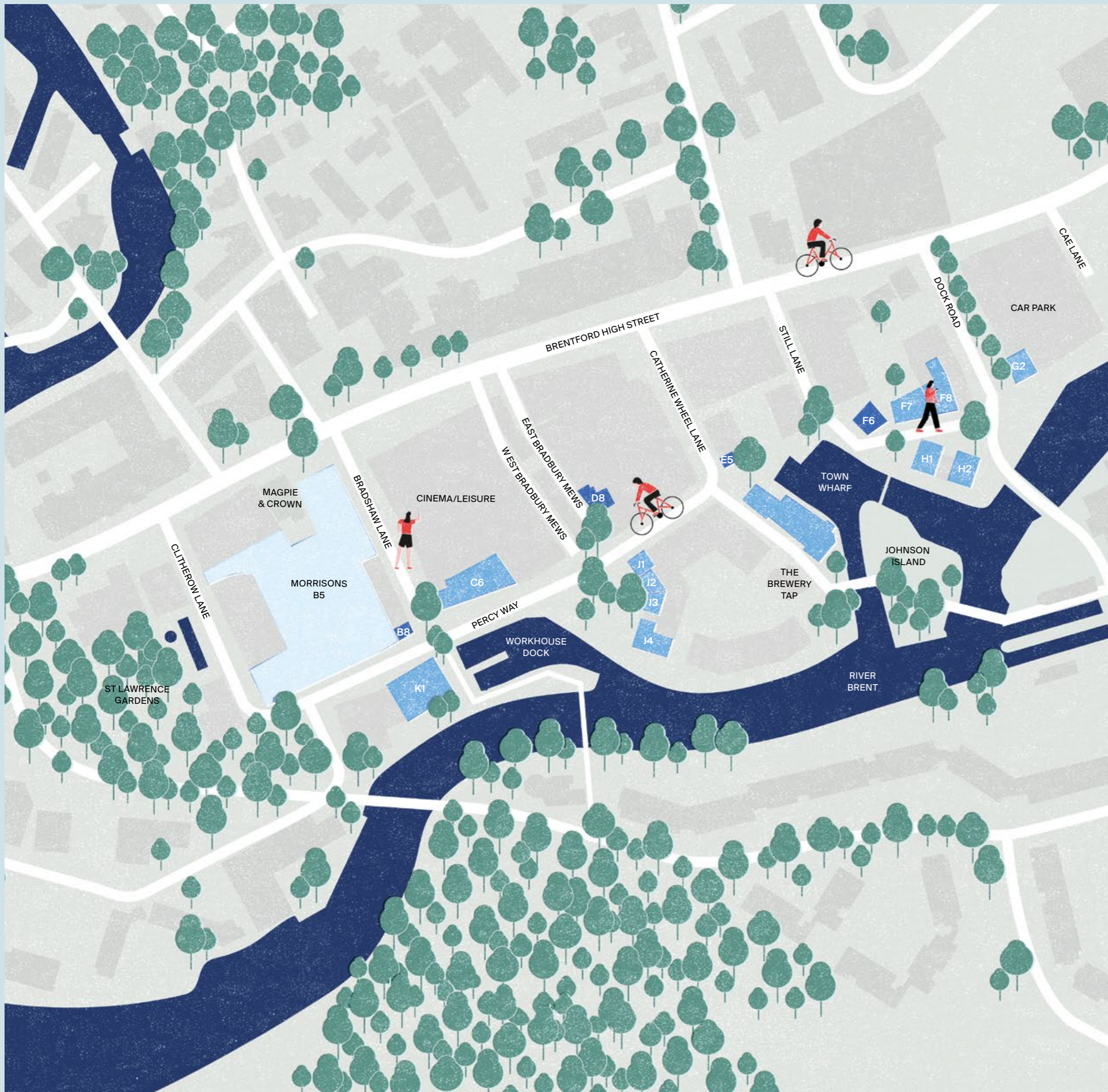
Step out and immerse yourself in this open waterfront setting, filled with activity and conversation in the bars and cafés lining the water's edge.



It's the perfect spot for people-watching, brunch with friends, a business meeting over lunch, dinner and a movie or the buzz of a summer's evening with live music at the water's edge.



One of the most attractive aspects of The Brentford Project, The Waterside will be an exceptional location for restaurants and bars in one of London's few newly realised developments.



NUMBER	SQM	SQ FT	POTENTIAL USE
B5	3,294	35,460	Retail
B8	33	359	Retail
C6	351	3,775	F&B*
D8	130	1,399	F&B*
E5	48	521	Retail
F6	95	1,027	Retail
F7	155	1,664	F&B*
F8	180	1,938	F&B*
G2	99	1,061	F&B*
H1	115	1,237	F&B*
H2	115	1,235	F&B*
J1	61	658	F&B*
J2	58	622	F&B
J3	56	599	F&B
J4	144	1,548	F&B
K1	341	3,670	F&B*
L1	425	4,575	F&B*

RETAIL

F&B / LEISURE

FOOD STORE

\*Food & beverage (restaurant, bar, cafe etc)

# Retail Successes and New Opportunities.



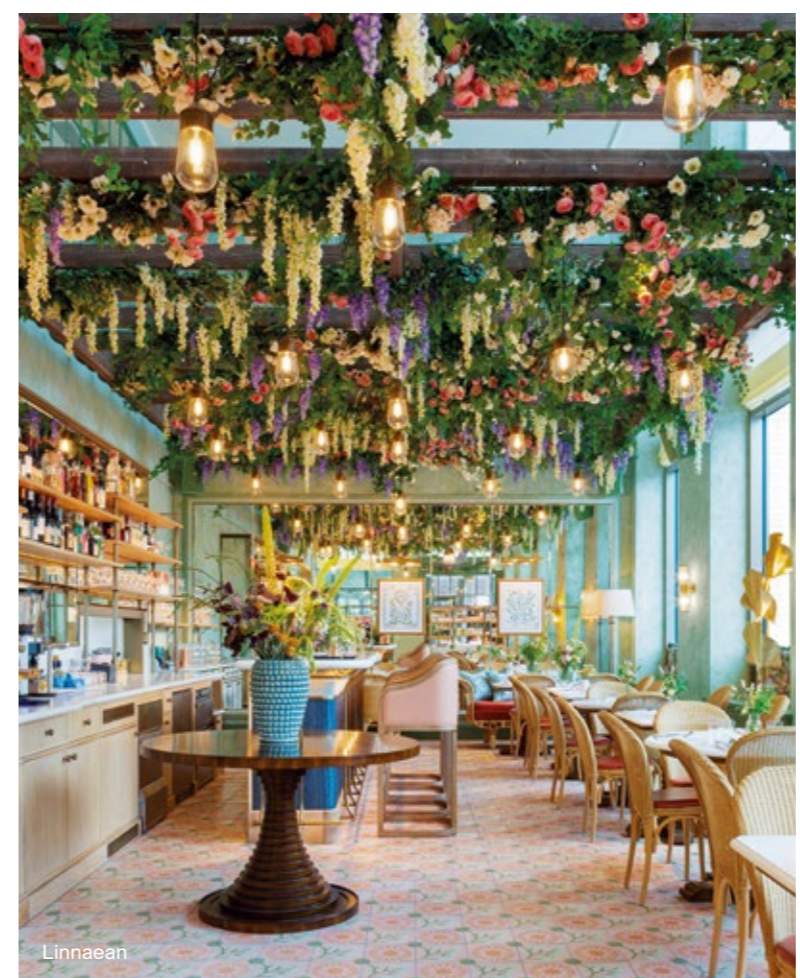
# Localised Retail Delivery.



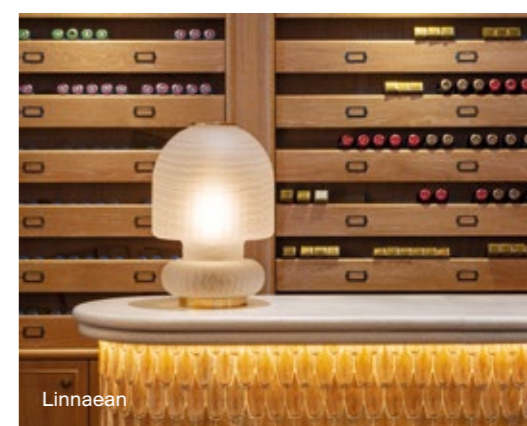
Darby's



The Alchemist



Linnaean



Linnaean



District



The Grocer



Royal Wharf



THEBRENTFORDPROJECT.COM

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**LEASE TERMS**

Units are available on new full repairing and insuring leases. Further information upon application.

**SERVICE CHARGE AND INSURANCE**

Service charge and insurance contribution will be calculated on a floor area apportionment basis, and will be payable for the duration of the term. Full details are available on request.

**BUSINESS RATES**

Business rates are yet to be assessed.

**LEGAL COSTS**

Each party is to bear their own legal costs in connection with the letting.

**EPC**

Available on request.

**VIEWING AND FURTHER INFORMATION**  
Through solely retained agents, Shackleton.

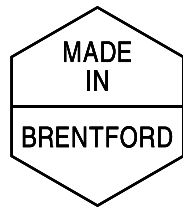
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DEVELOPED BY





**ballymore.**