

A NEW VISION

Interland is looking to transform Park View Place in Sudbury Hill into a vibrant and inclusive neighbourhood.

Read on to find out how you can shape our early plans to create more areas of natural beauty, public spaces, better connections, community facilities and homes.



NEXT STEPS

- **Early 2025:**
Presenting final plans to the community
- **Early 2025:**
Planning application submitted
- **Late 2025:**
Application is considered by Ealing Council (target date)
- **Late 2026/27:**
Possible start of work on site (dependent on planning permission)
- **2030:**
Estimated opening of first building

THE TEAM

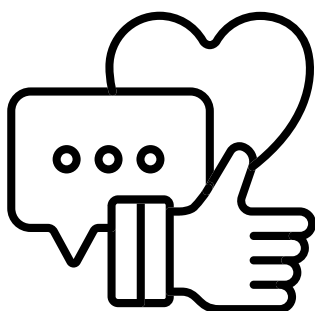
Site owner
and developer

Planning consultant

Lead architect

Landscape architect

Consultation
and engagement



TELL US WHAT YOU THINK!

Shape the new spaces on our interactive displays



Scan the QR code to fill
in our survey

GOT ANY QUESTIONS? GET IN TOUCH!

☎ 0800 307 7572 🖱 parkviewconsultation.co.uk ✉ parkviewplace@thisislca.com



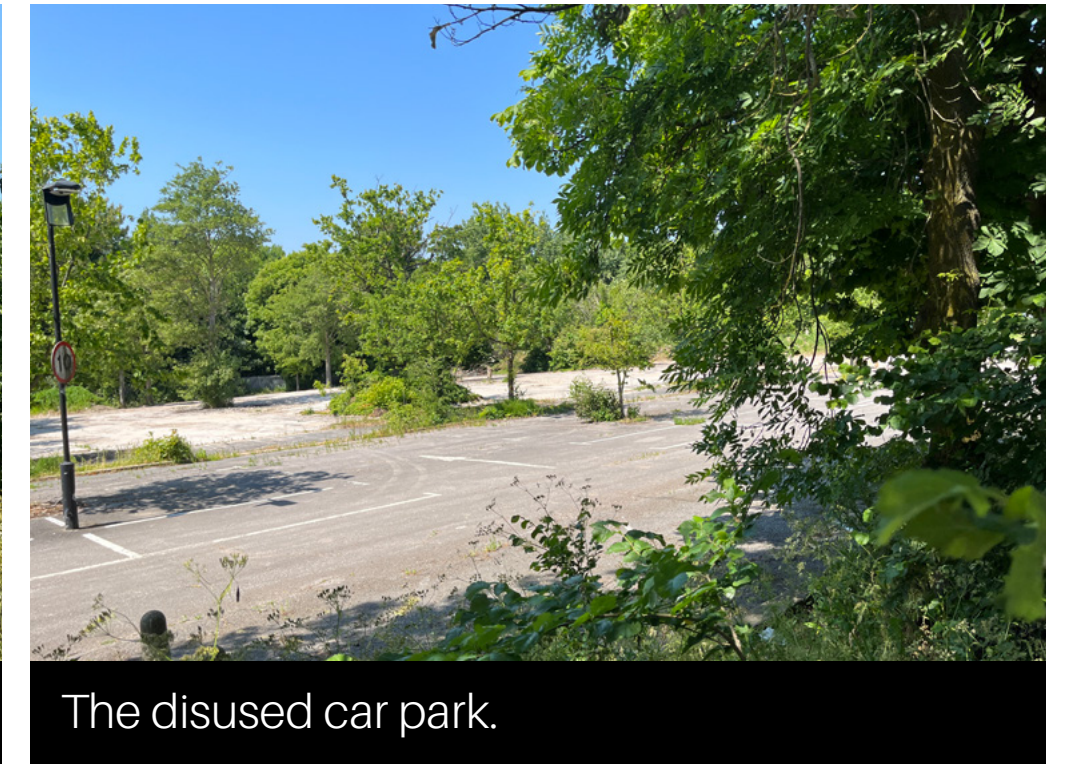
THE STORY SO FAR

ABOUT THE SITE

- **3.25 hectares** of brownfield land.
- **Previously home to the Kellogg Tower** – the former UK headquarters of US engineering company KBR.
- **Now mainly a disused car park.**
- **It's Metropolitan Open Land (MOL) designated** – though Ealing plan to remove this.



Looking toward Atrium Point from Grove Farm.



The disused car park.

WHAT'S HAPPENED SO FAR?



The previously consented scheme from 2022.

- We have two previous planning consents from 2020 and 2022.
- Our most recent approval can deliver 558 homes.
- **But...**
 - we want to ensure further fire safety with additional staircases to comply with Government fire regulations.
 - we want to create better connections, public spaces and more homes.

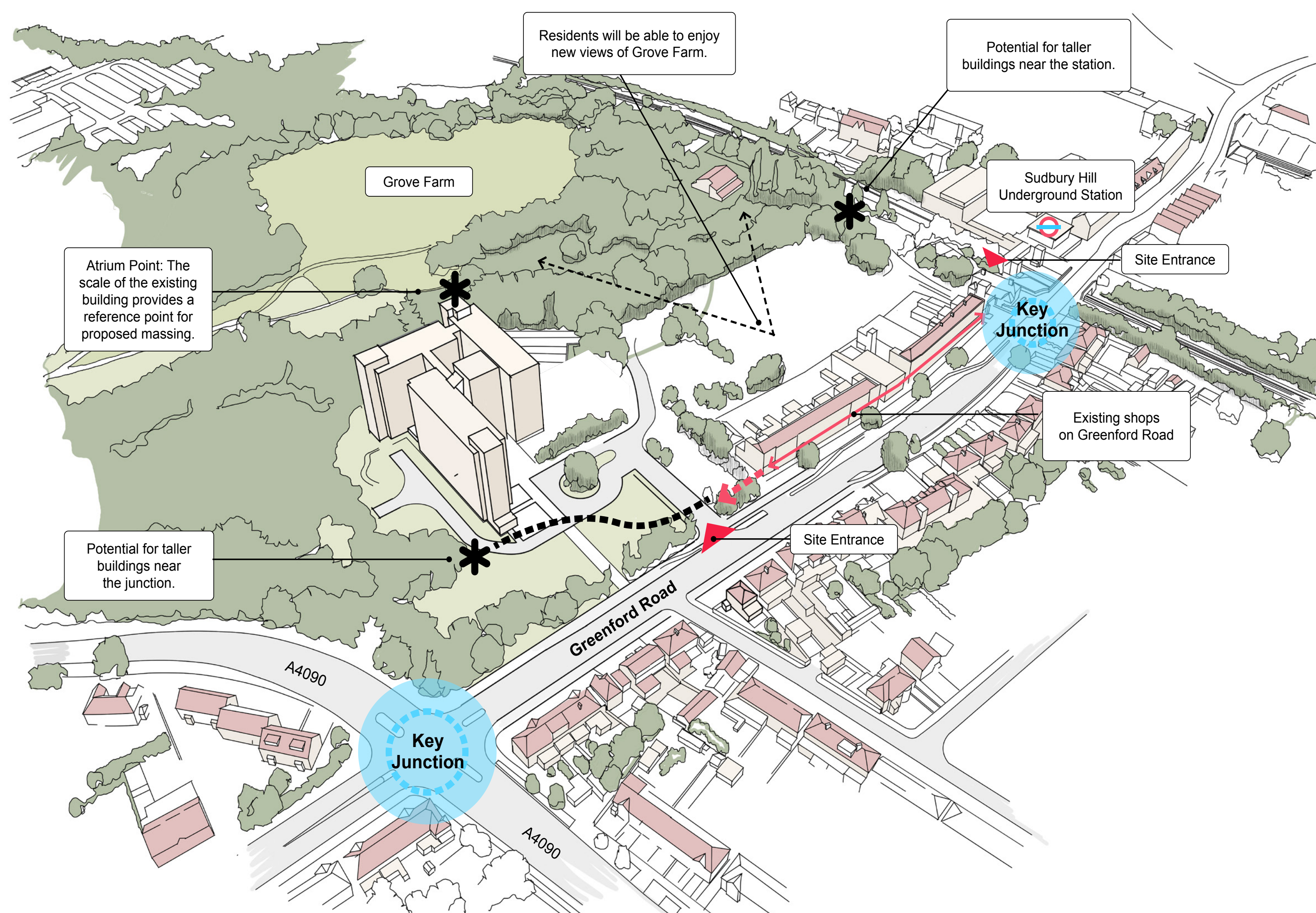
WHY SUDBURY HILL?

- A great **sustainable town centre location**, with local amenities which can be enhanced.
- It's **well-connected to great transport links**.
- It's a large site which can **support a community of this scale**.
- **It's next door to Grove Farm** – a beautiful Local Nature Reserve for residents to enjoy and contribute to.
- This brownfield site presents an **excellent opportunity to deliver much needed new homes**, reducing the pressure on the greenbelt.



A FRESH APPROACH

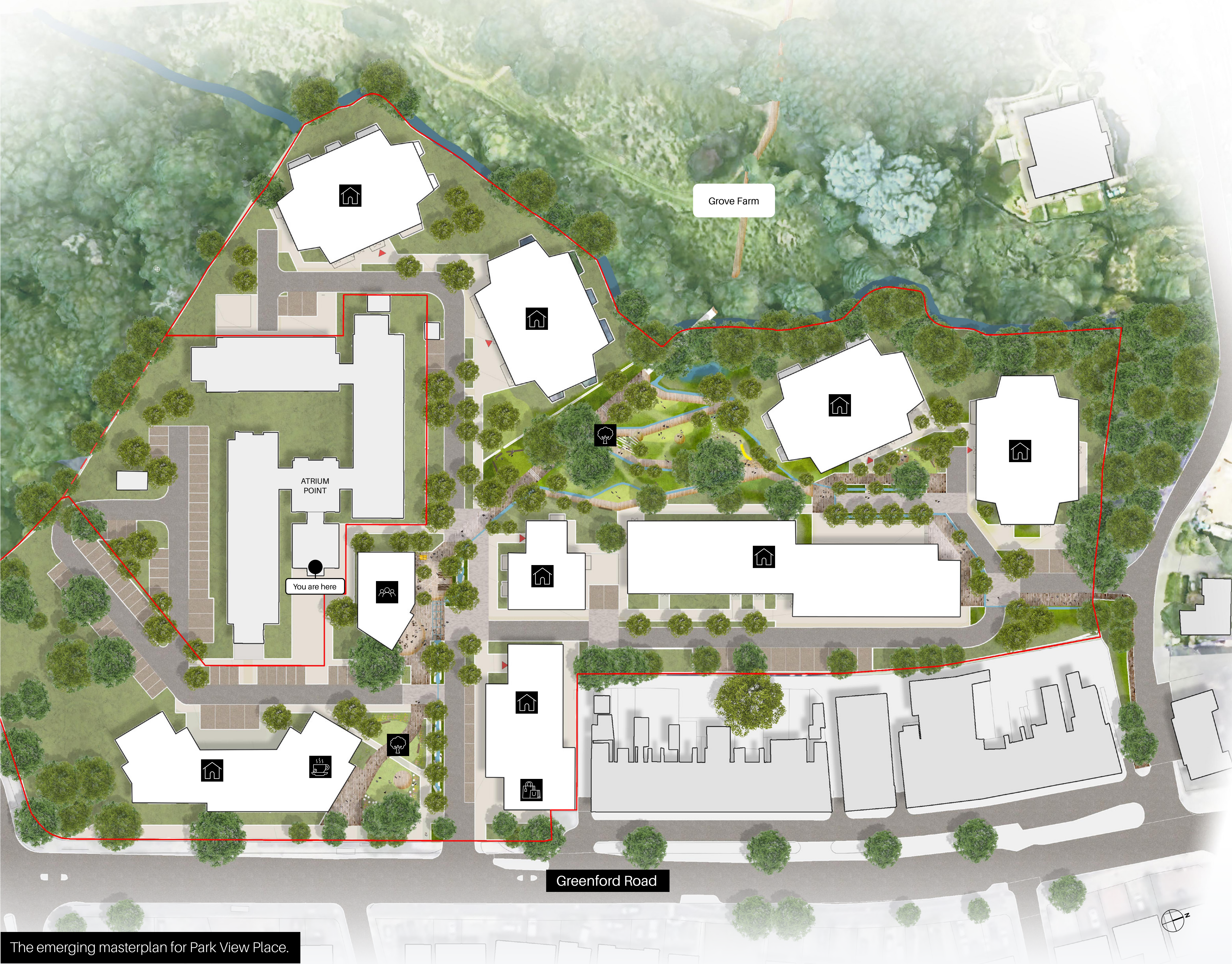
We now have a fresh team, with a new leadership and vision to finally fulfil this site's untapped potential. We've also brought on board world class and globally renowned architectural practice TP Bennett to bring our plans to life.



A VIBRANT AND INCLUSIVE NEIGHBOURHOOD




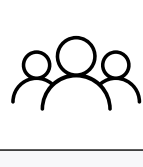




A sketch view from one of the pocket parks.



The emerging masterplan for Park View Place.

Key:

- | | | | | | |
|---|-------------------------|---|--------|---|---------------|
|  | Homes |  | Cafe |  | Public space |
|  | Community/
workspace |  | Retail |  | Site boundary |

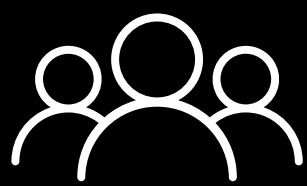
HELP US SHAPE THE NEW PUBLIC SPACES, CONNECTIONS AND COMMUNITY FACILITIES ON THE NEXT FEW DISPLAYS!



Improved connections to the town centre and Grove Farm – including a new footbridge, cycle routes, footpaths and woodland walks.



Lush, biodiverse public spaces – including pocket parks, trees, planting, places to relax and playspaces.



A variety of things for the community to do – which could include community facilities, workspaces, a café, supermarket and shops.



C. 900 homes including co-living, and 35% affordable housing.

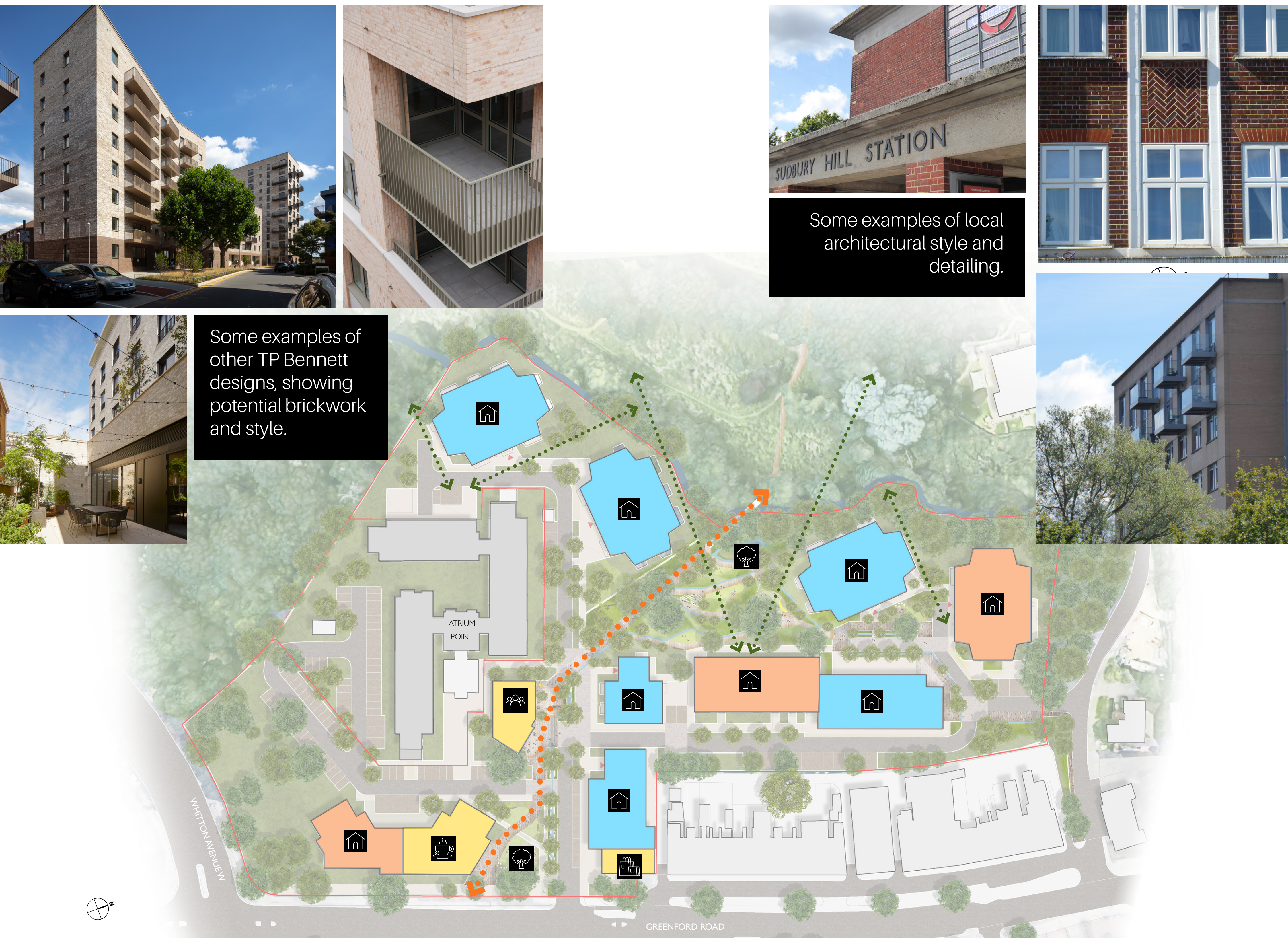
LOOK AND FEEL

LOCAL INSPIRATION


We want the look and feel of the new homes to reflect the character of the local area.

We'll be taking inspiration from local buildings, looking at a mix of yellowish-brown and red bricks.

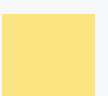
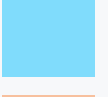

More information will be provided in early 2025 at our next consultation.





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- | | | | | | |
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Massing

- | | |
|---|----------------------|
|  | G + 1 to 6 Storeys |
|  | G + 7 to 10 Storeys |
|  | G + 11 to 14 Storeys |

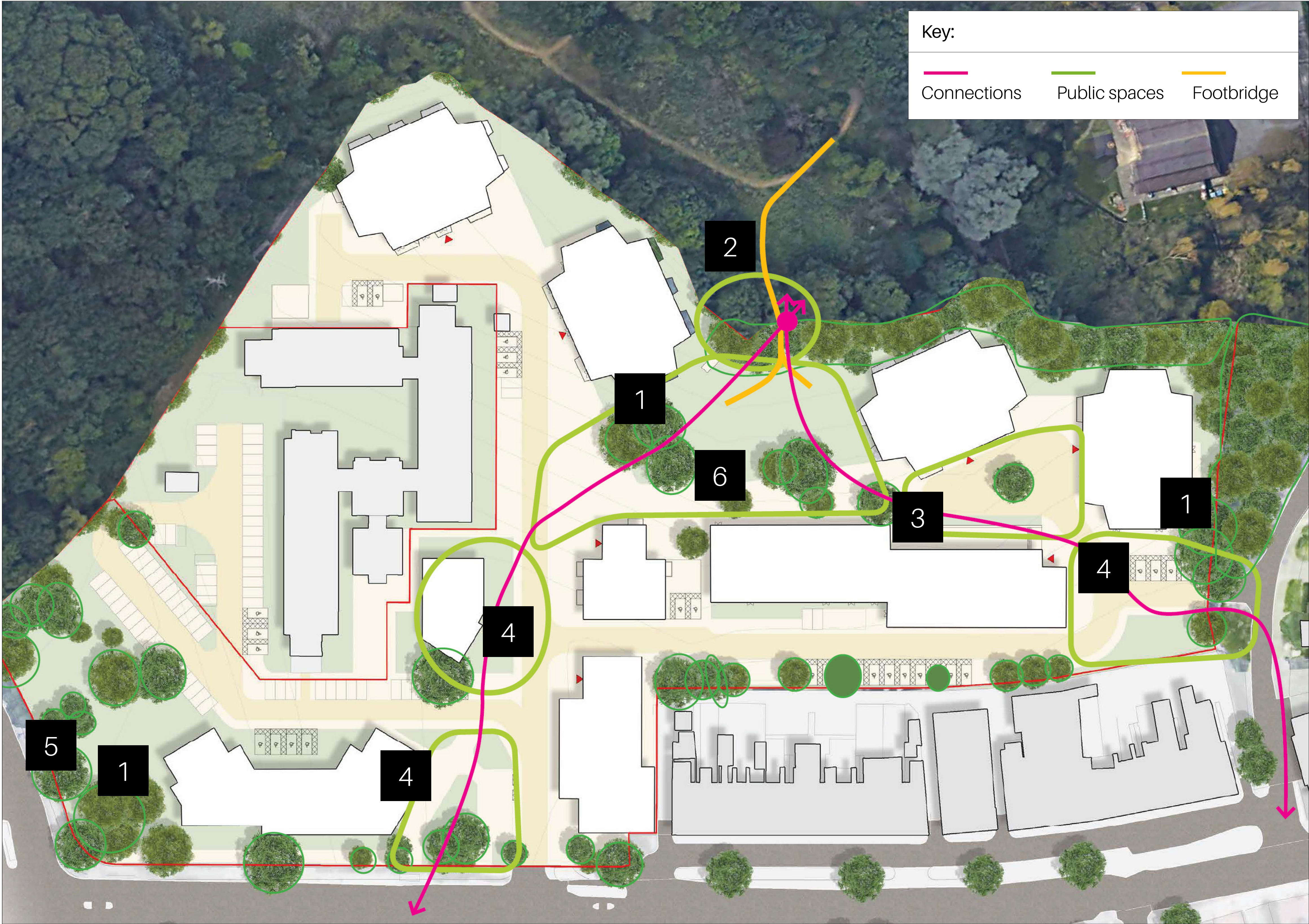
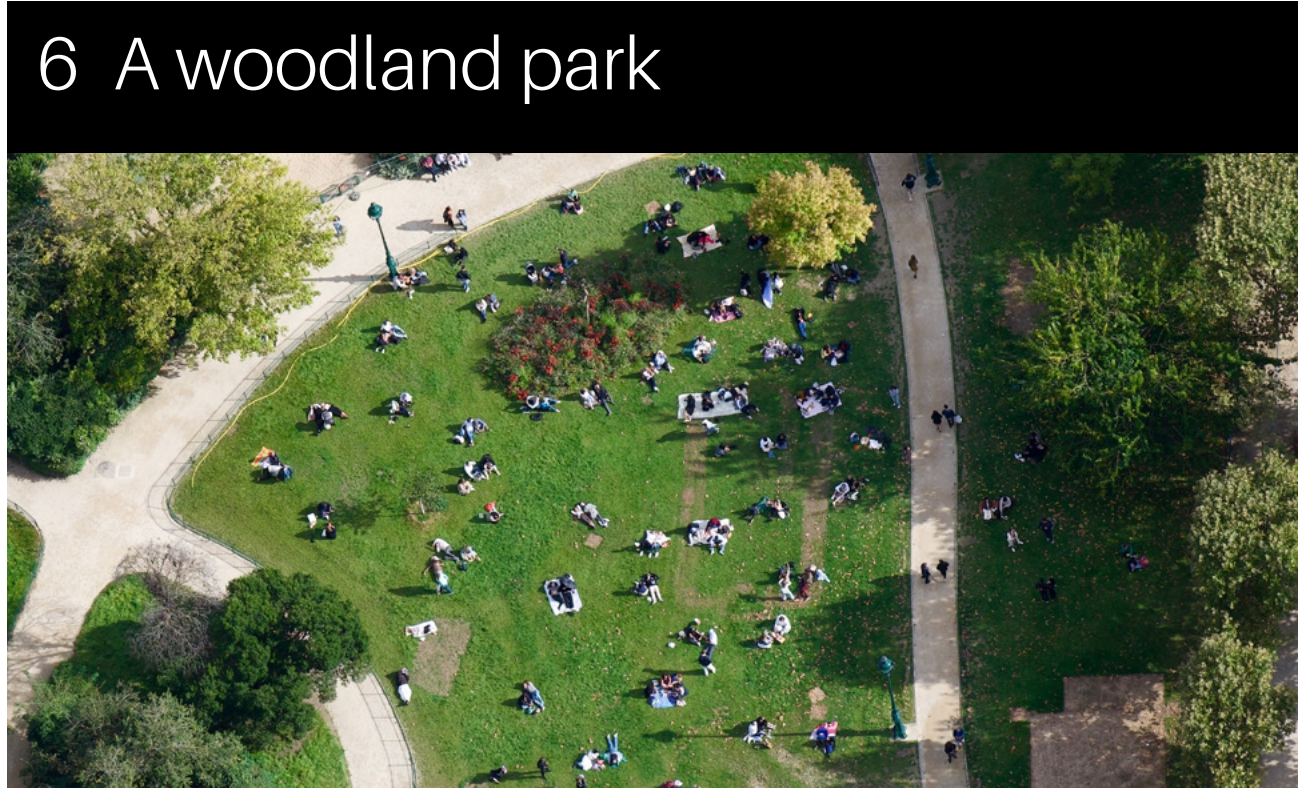
Connectivity

- | | |
|---|--|
|  | Primary pedestrian priority connection
from Greenford Road to Grove Farm Park |
|  | Visual connectivity through site |

A GREEN HEART

LUSH NEW LANDSCAPING & PUBLIC SPACES

We want our new neighbourhood to feel welcoming and brimming with biodiversity.



HAVE YOUR SAY!

We're exploring a number of ideas for the public spaces, landscaping and connections, including: community growing gardens, exercise classes, cycle hubs, planting, water features and much more!

Tell us what you'd like to see by writing down your ideas on the sticky notes provided.

Add sticky notes here

CONNECTING THE NEIGHBOURHOOD

We want to improve connections across the area, including Grove Farm – an area which already is a place of real natural beauty – and the high street.


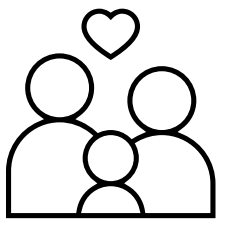

WE ARE LOOKING TO INTRODUCE:

- A **new footbridge** crossing over to Grove Farm.
- **New pedestrian paths** from Greenford Road to the new neighbourhood.
- **New biodiversity links** with pocket parks along the way, inspired by a woodland character.

A GREAT PLACE TO LIVE

NEW HOMES FOR ALL



We are looking to deliver a variety of new homes including:

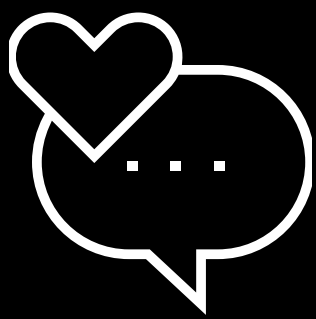
	35% affordable housing		Family homes		Homes to buy and rent, including co-living
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NEW PLACES TO SHOP, EAT, DRINK & WORK

We want residents to stay and spend time in the area – with plenty of activities and everything they need on the doorstep.

We’re exploring introducing:

-  New shops, a café and supermarket.
-  Community facilities and workspaces – which could include co-working, and spaces for activities and meetings.



HAVE YOUR SAY!

We’re exploring a number of ideas for the community facilities and workspaces, including: co-working, spaces for start-ups, SMEs and makers/ creators, spaces to hire for meetings and events, and much more!

Tell us how you would like to use these spaces by filling out a sticky note.

Add sticky notes here