



# ALFA LAVAL TOWER

GREAT WEST ROAD  
BRENTFORD / TW8 0QW

**RESIDENTIAL  
AND COMMERCIAL  
DEVELOPMENT\*  
AND INVESTMENT  
OPPORTUNITY**

**\*SUBJECT TO PLANNING**

**AL-TOWER.CO.UK**





# EXECUTIVE SUMMARY

CENTRAL LONDON

M4 FLYOVER



Prominent site overlooking the Great West Road/M4 flyover with approx 1M car movements every week driving past the property.



Vacant 12 storey tower above basement in shell condition.



Total site area of approx 0.61 acres (0.25 hectares).



Allocated for mixed use development alongside wider Alfa Laval site, which may include commercial or residential uses, subject to obtaining the necessary consents.



Planning consent in place for car showroom.

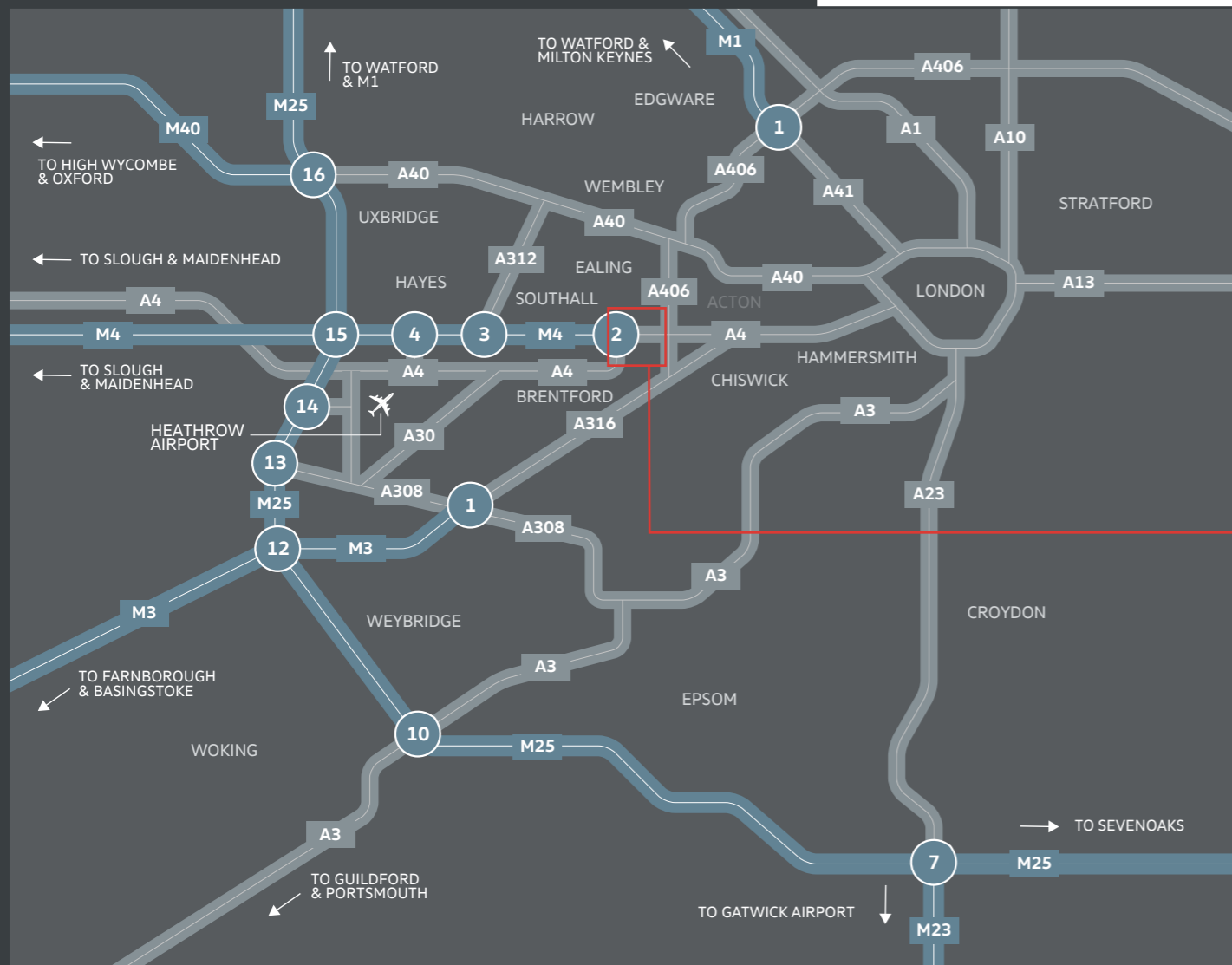
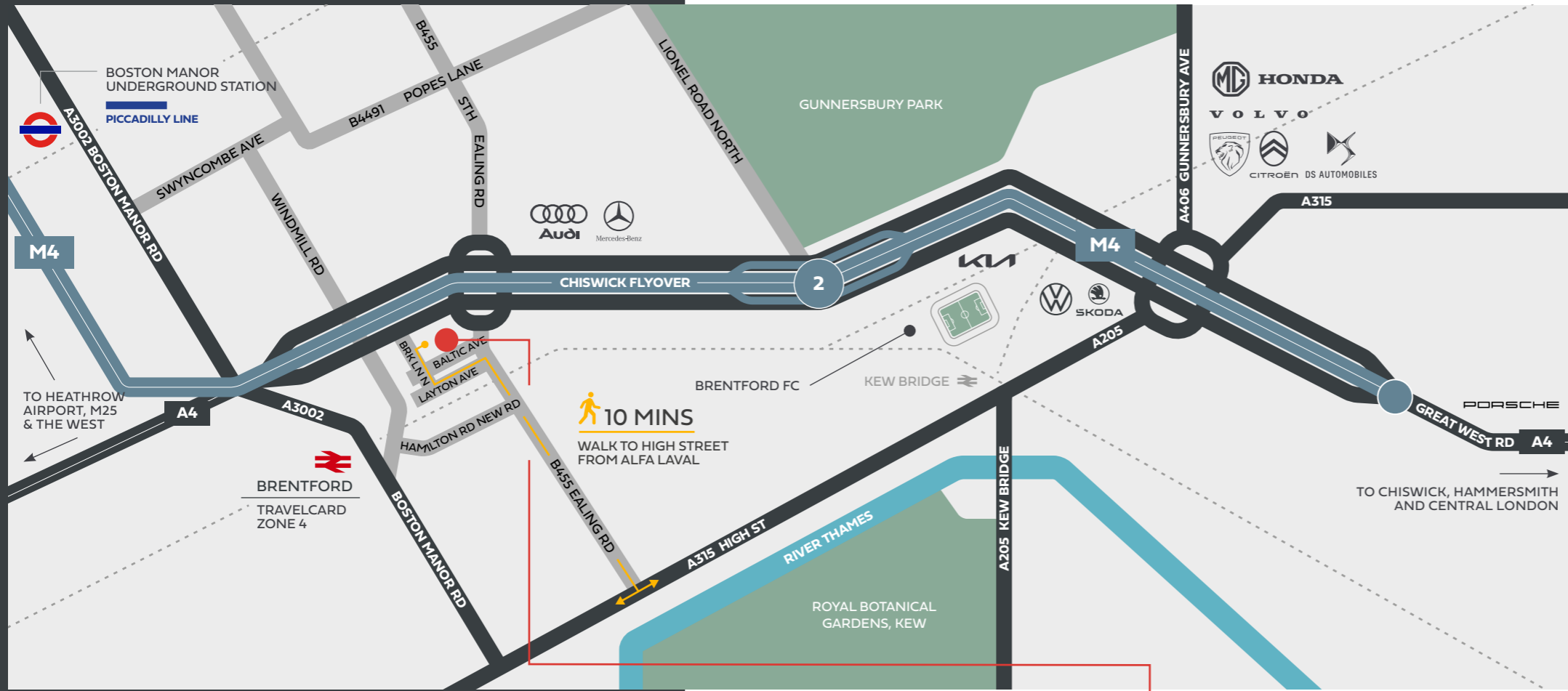


Additional income can be derived from installation of a new advertising display hoarding, subject to obtaining the necessary consents.



Offers invited for the freehold interest.





## LOCATION CONNECTIVITY



The Alfa Laval Tower is a landmark site located in Brentford in West London, approximately 7.5 miles from Central London, prominently overlooking the Great West Road/M4 flyover and offering extensive frontage.



The area is a thriving commercial, office and residential area within a highly sought after borough of West London, bordered by Ealing to the north, Kew and the River Thames to the south, Chiswick to the east and Hounslow to the west.



Benefits from being a short distance from the River Thames and is within close proximity to local amenities including a range of bars, restaurants and cafés (Rye by the Water, Coffeeology, La Rosetta Restaurant, Feather & Hart, Siracusa Lock-Side Restaurant, and The Weir Bar) all located along Brentford High Street.



Good transport links with nearby Brentford Railway station a 10 minute walk (approx) away, which is within Travelcard Zone 4 and is a South Western Railway operated service on the Hounslow Loop Line. The station provides regular direct services into Windsor and Eton Riverside (c. 36 mins), Clapham Junction (c. 19 mins) and London Waterloo (c. 32 mins). Boston Manor Underground station is a c. 25 min walk to the north west of the site and is served by the Piccadilly Line, which connects to Heathrow Terminals 2 and 3 (c. 17 mins), Green Park (c. 29 mins) and King's Cross St Pancras (c. 35 mins).



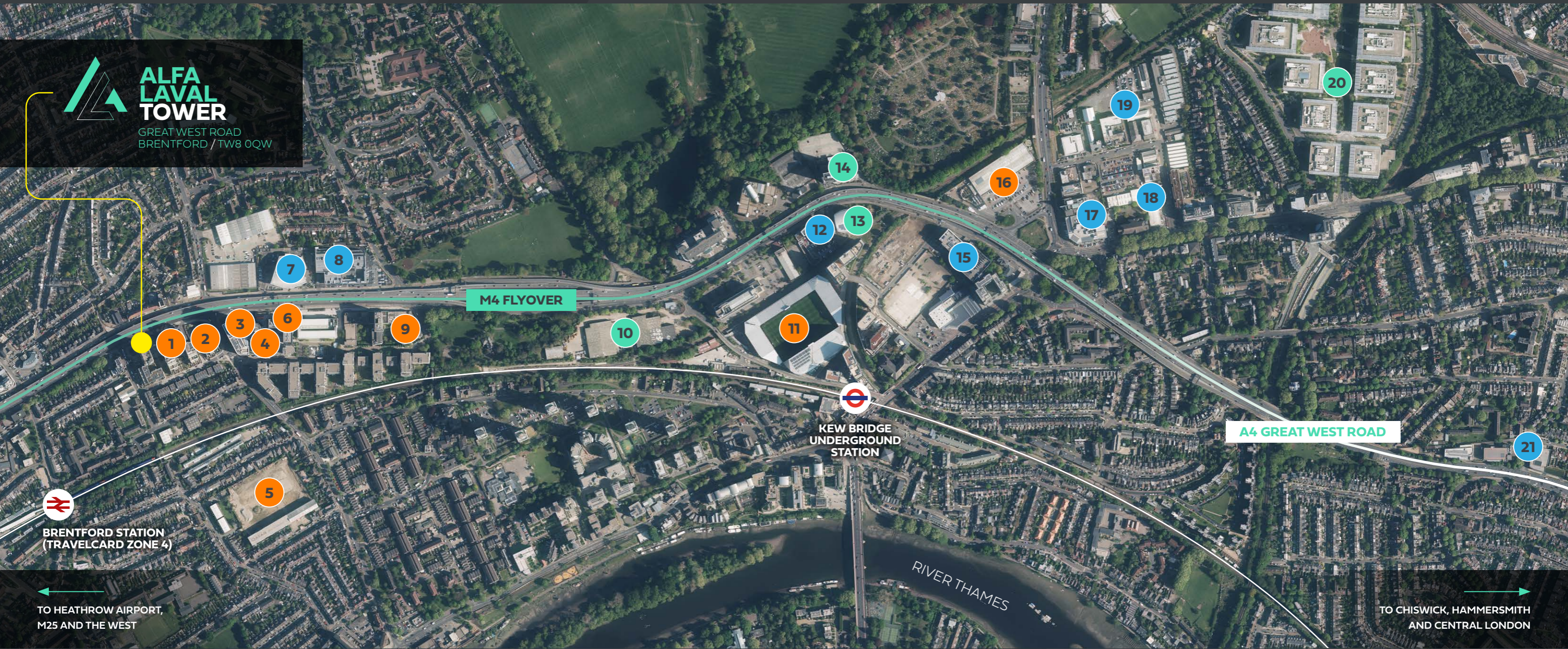
The site neighbours the Great West Road (A4) /M4 flyover, which connects to Junction 2 of the M4, with Central London, Chiswick and Hammersmith to the east and Maidenhead, Reading and Bristol to the west. There are approx 1M car movements every week past the property.



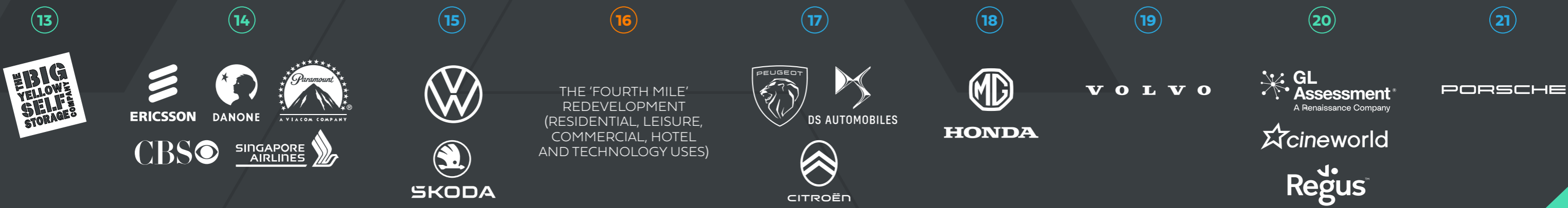
London Heathrow Airport is a c. 15 min car journey away and is one of the world's busiest international airports, providing connections to numerous destinations across the globe.



● Amenity, Hotels, Gyms & Residential
 ● Car Dealerships
 ● Office and Commercial Occupiers



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# DESCRIPTION

The Alfa Laval Tower lies within the wider Alfa Laval site, which has now almost been built out with the exception of the consented office scheme. The property has been vacant since 1996 and has solely been used for advertising with large fixed banners attached to the western elevation of the building fronting the M4/Great West Road. The building itself comprises a 1960's concrete frame construction extending to 12 storeys above basement. The basement includes a car park providing access to the adjoining Premier Inn. The tower is in shell condition and has been prepared for demolition. The total Gross Internal Area (GIA) of the building comprises approximately 6,226 sq m (67,017 sq ft) of former office accommodation.



Sits within the successfully built out wider Alfa Laval site



Building extends to 12 storeys above basement



Basement includes car park with access to Premier Inn



67,017 sq ft (6,226 sq m) GIA of former office accommodation







# DEVELOPMENT POTENTIAL

The property is located in the London Borough of Hounslow and currently benefits from a site allocation for mixed use development alongside the wider Alfa Laval site. The majority of the wider site has been redeveloped, with the exception of the Alfa Laval Tower and the consented office scheme identified as number 2 on the image. The Tower was last occupied in 1996. The building forms part of a wider site that has undergone extensive redevelopment and regeneration and includes residential uses and a hotel. Planning permission 00505/Z/P33 dated 25/11/2009 included refurbishment of the Alfa Laval Building for use as a 180-bed hotel together with office, hotel, community and residential development.


Planning permission 00505/Z/P36 included a new car showroom comprising the conversion of the existing tower and delivery of two new podiums flanking it to the east and west to provide for ancillary facilities, car parking, MOT testing, repair and servicing. Works to implement that consent had commenced and a number of the planning conditions were discharged. The works were subsequently paused.

The site occupies a prominent position along the A4 and, as such, has a long history of Advertising Consents. Advertisement Consent for a 165sqm (14.32m high by 11.52m wide) static LED advertising board along the western side of the building which was granted at appeal. The permission remains live until 15th January 2043 (25 years).

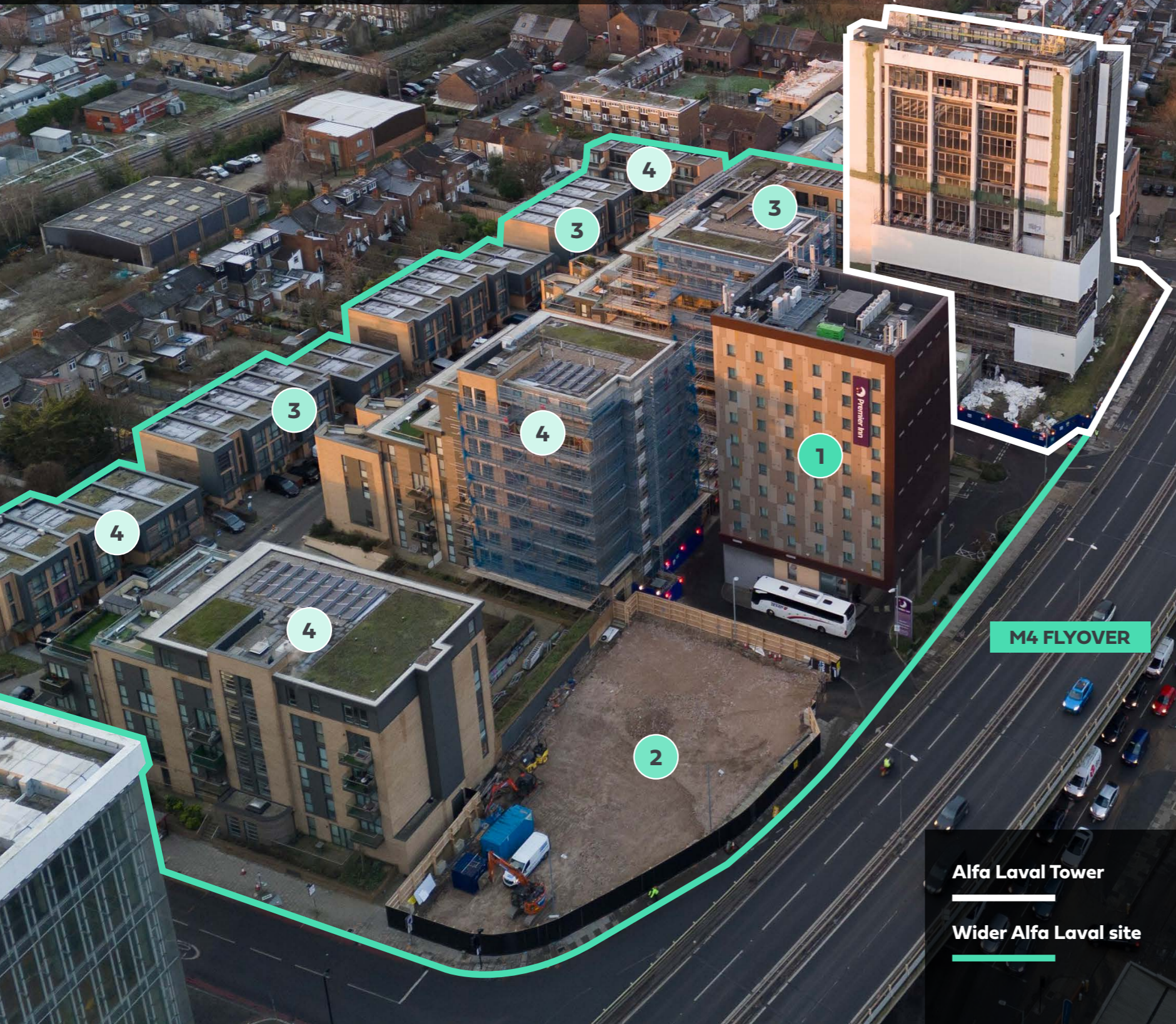
More recently application 00505/Z/AD50 comprising an externally illuminated advertisement measuring 27m wide x 17.5m high set within an art deco shroud design on the west elevation of the tower building was approved for a 24-month period (from 01 January 2022 to 31 December 2023). An application to extend this for a further two years was refused as was a subsequent appeal. (00505/HB/AD1) which was dismissed in May 2024, although the dismissed appeal is currently subject to legal challenge.

There may be an opportunity as part of any redevelopment scheme to accommodate additional height on the site, subject to the quality of architectural design and detailed testing to ensure that proposals accord with tall building design criteria and would not create an unacceptable relationship with the surrounding area.

The emerging Hounslow Local Plan 2020-2041 has reached Regulation 19 (Pre-submission) stage and was subject to consultation in October 2024. The emerging plan is seeking to set overall parameters on building heights in consideration of wider townscape and heritage issues, and will be subject to examination during 2025. The vendors have made representations to the Hounslow Local Plan in support of the Alfa Laval site. Further information on the local plan process can be found at: [https://www.hounslow.gov.uk/info/20167/local\\_plan](https://www.hounslow.gov.uk/info/20167/local_plan).

- 1** Premier Inn London Brentford
- 2**  **KARBON SELF STORAGE** Site owned by Karbon Self Storage. Wider Alfa Laval site planning consents to deliver circa 50,343 sq ft (4,677 sq m) office building on this land parcel.
- 3** A2 Dominion affordable housing completed development
- 4** Bellway Homes completed development

The building currently benefits from extant planning permissions which would allow either change of use to a **180 bed hotel (C1)**, or change of use and **part redevelopment for a car showroom** (Sui Generis).



Alfa Laval Tower  
Wider Alfa Laval site



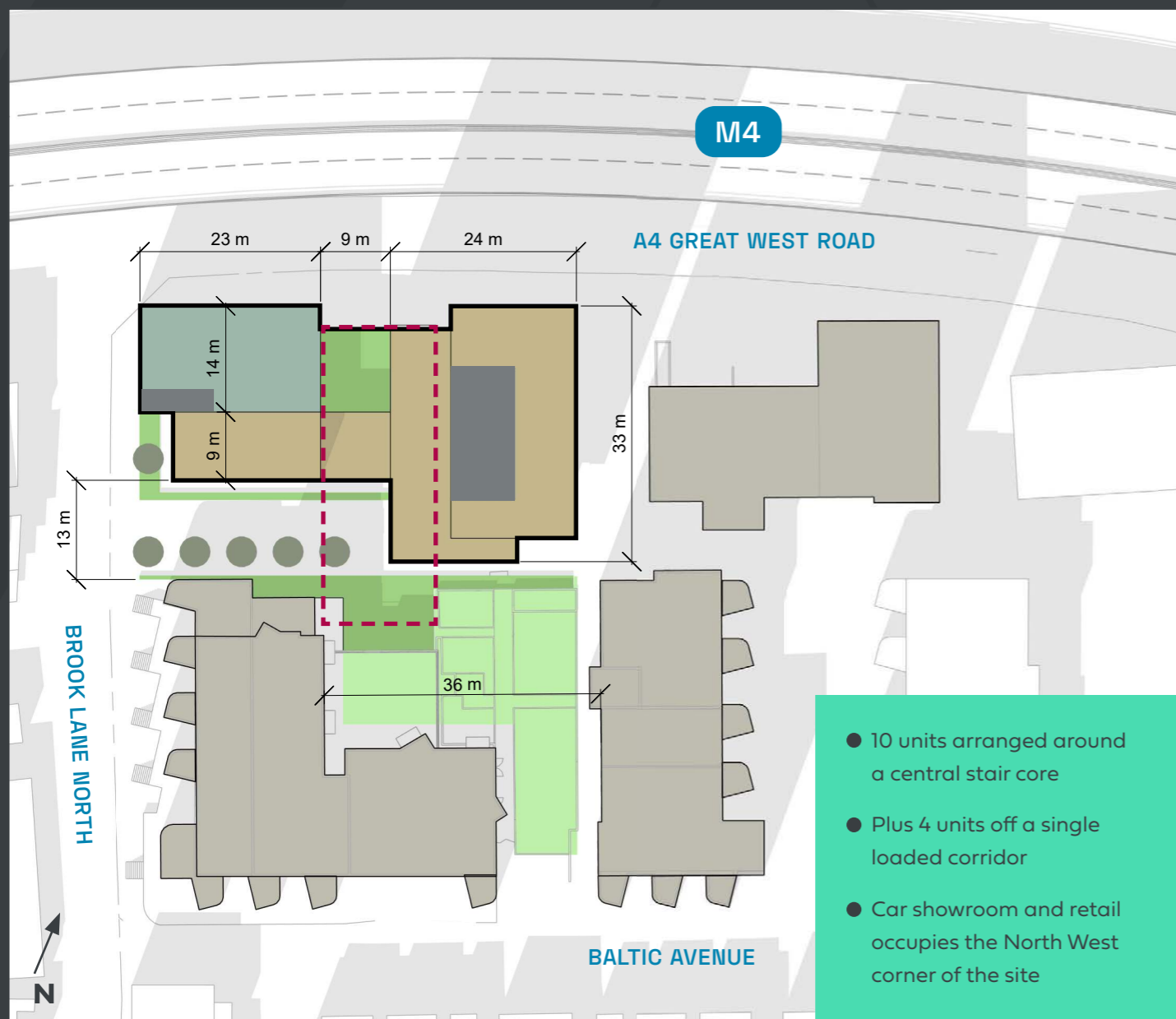
# REDEVELOPMENT CONCEPT

Our clients have commissioned a density design scheme which considers maximising the site for redevelopment to incorporate an element of retail, showroom and residential.

The images and narrative are provided for guidance and indication purposes only and do not form part of any contractual obligation on behalf of our clients.

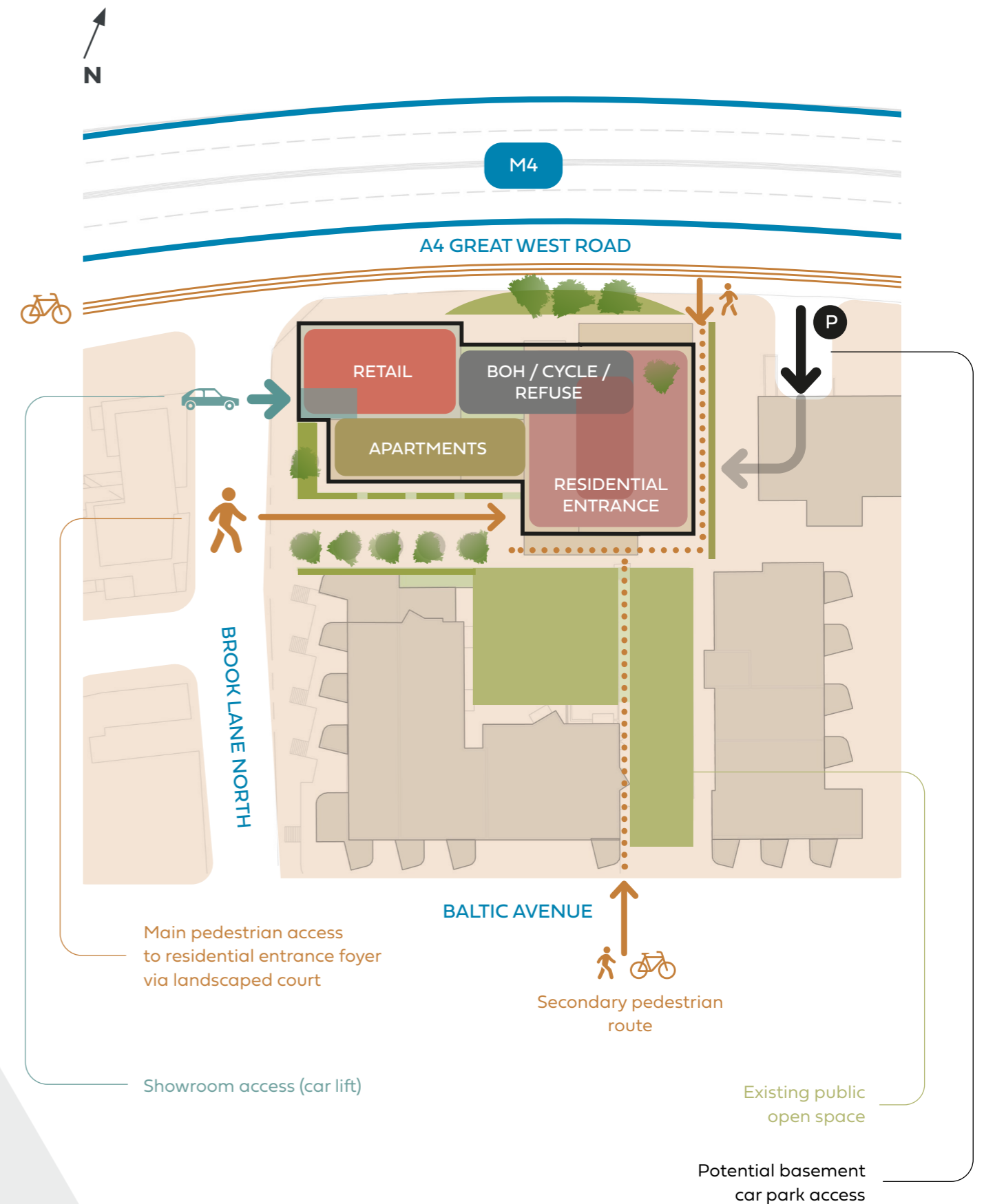
Purchasers must make their own representations to the Local Authority.

# PROPOSED SITE PLAN



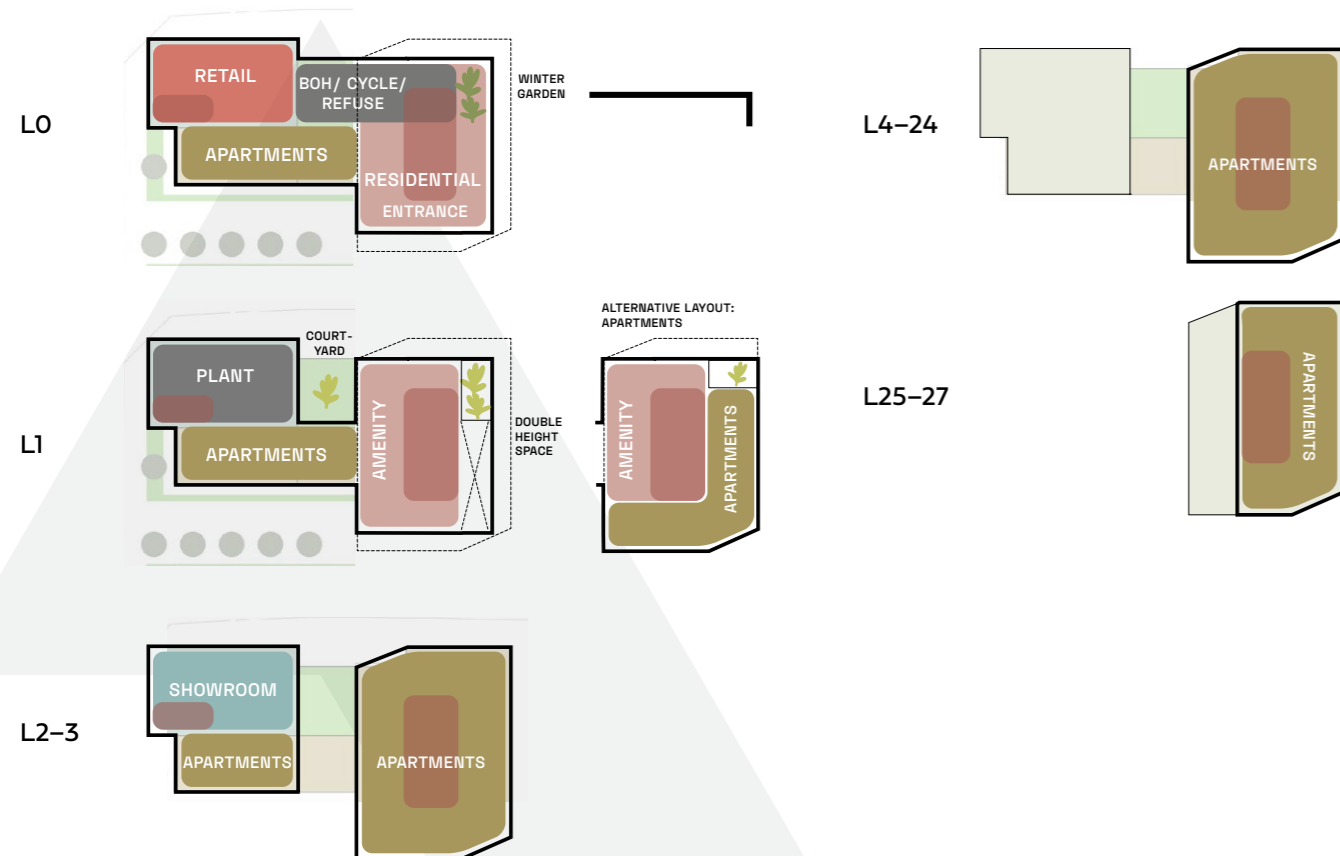
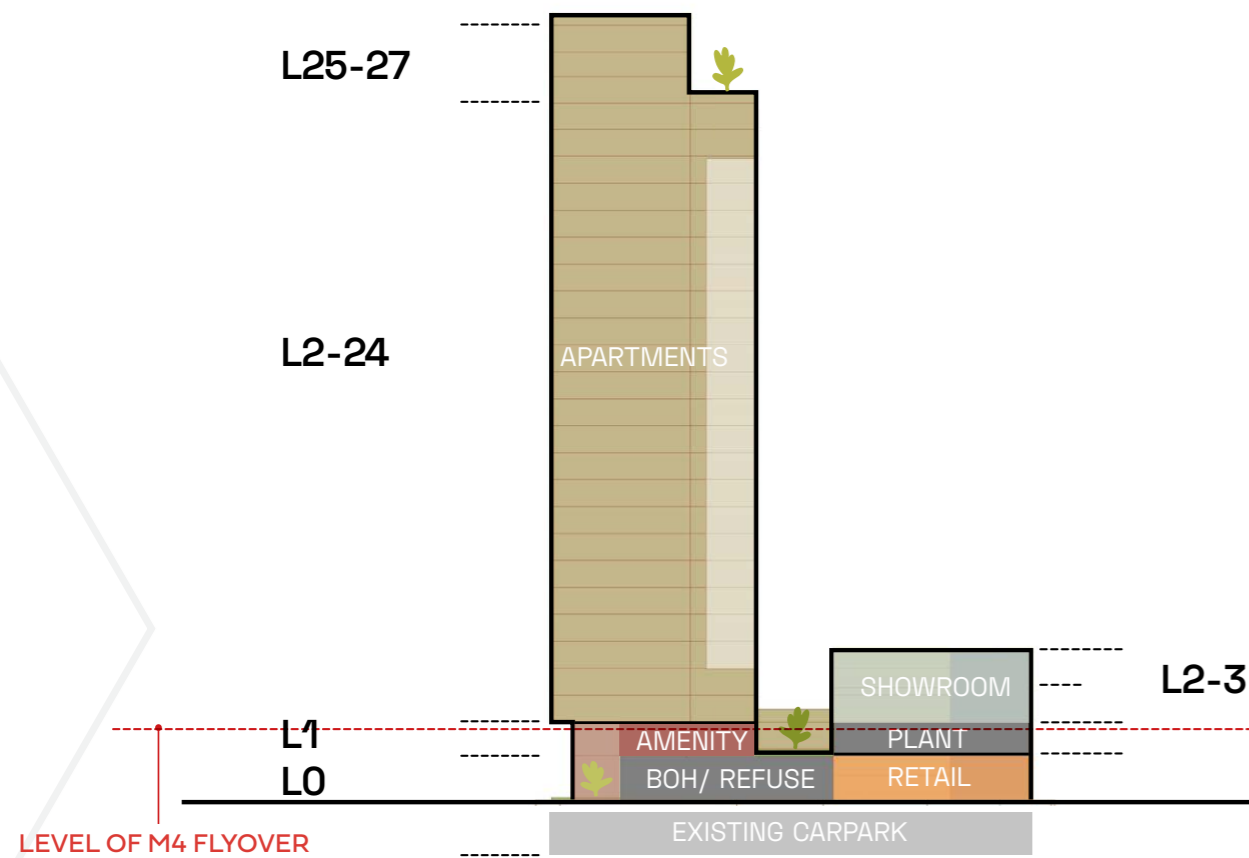
- 10 units arranged around a central stair core
- Plus 4 units off a single loaded corridor
- Car showroom and retail occupies the North West corner of the site

# ACCESS & PLACEMAKING

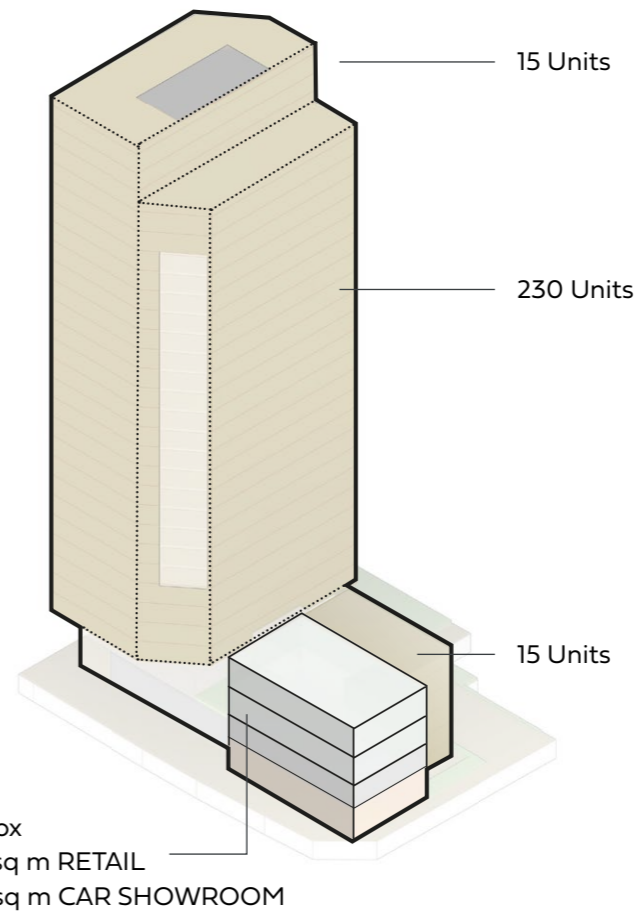
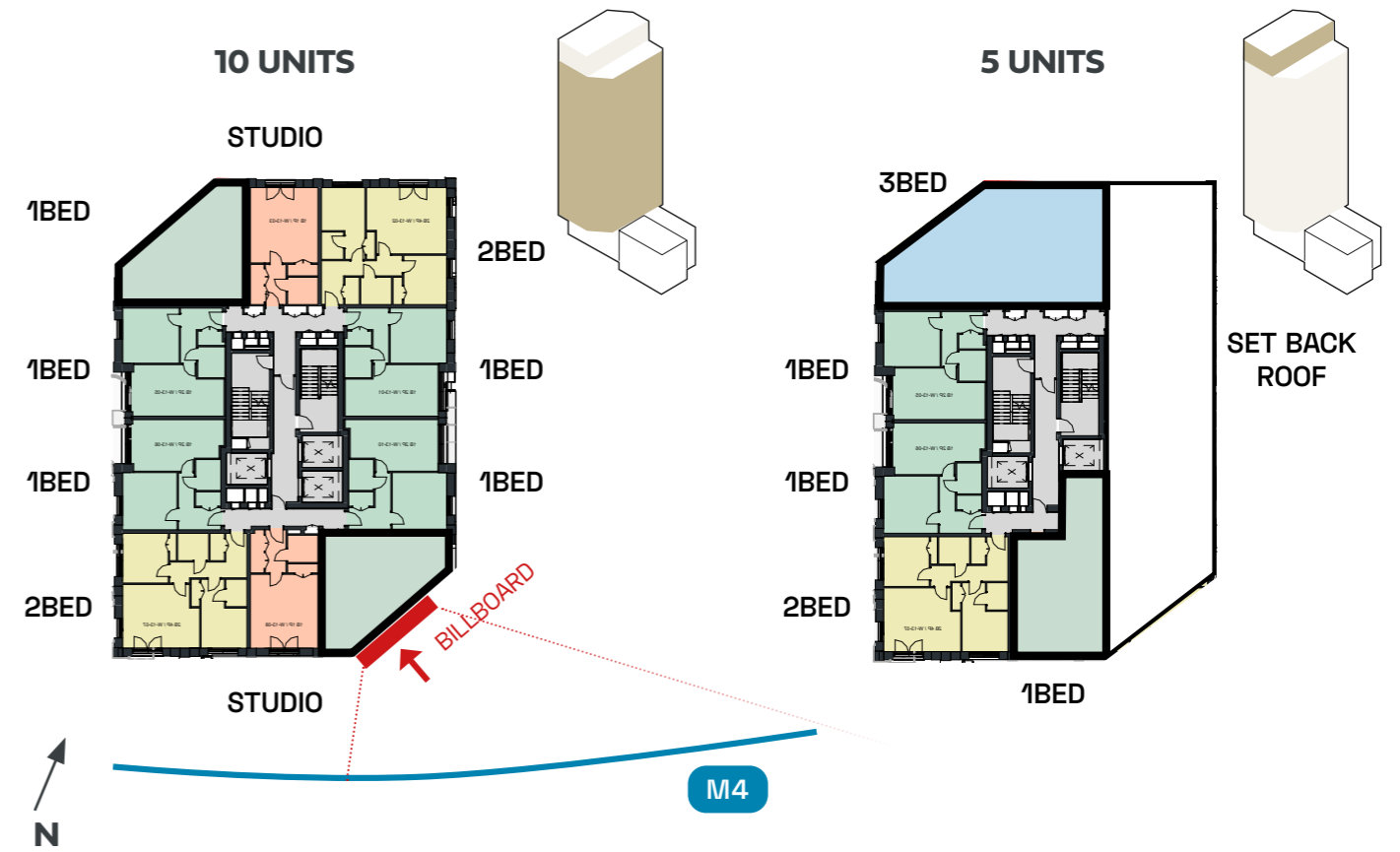


AWW  
AWW Architects

# INDICATIVE PLANS & SECTION



# TYPICAL FLOORPLANS & CAPACITY



## TOTAL: approx 260 UNITS

	23 floors		3 floors		
Studio	2	46			
1 Bed (2P)	6	138	3	9	
2 Bed (4P)	2	46	1	3	
3 Bed (5P)			1	3	
<b>TOTAL</b>	<b>10</b>	<b>230</b>	<b>6</b>	<b>15</b>	<b>245</b>





# FLAGSHIP DEALERSHIP CONCEPT

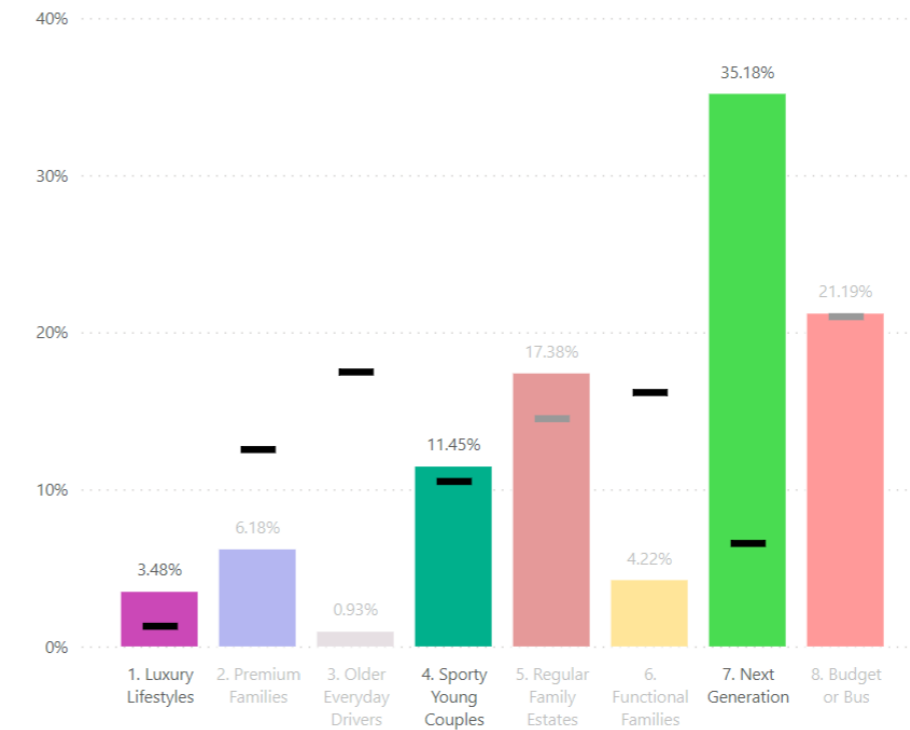


- Flagship dealership with 30,784 sq ft (2,860 sq m) of showroom space and 12 service bays
- Vehicle storage on floors 5 to 9, VIP showroom and café areas on the top floors

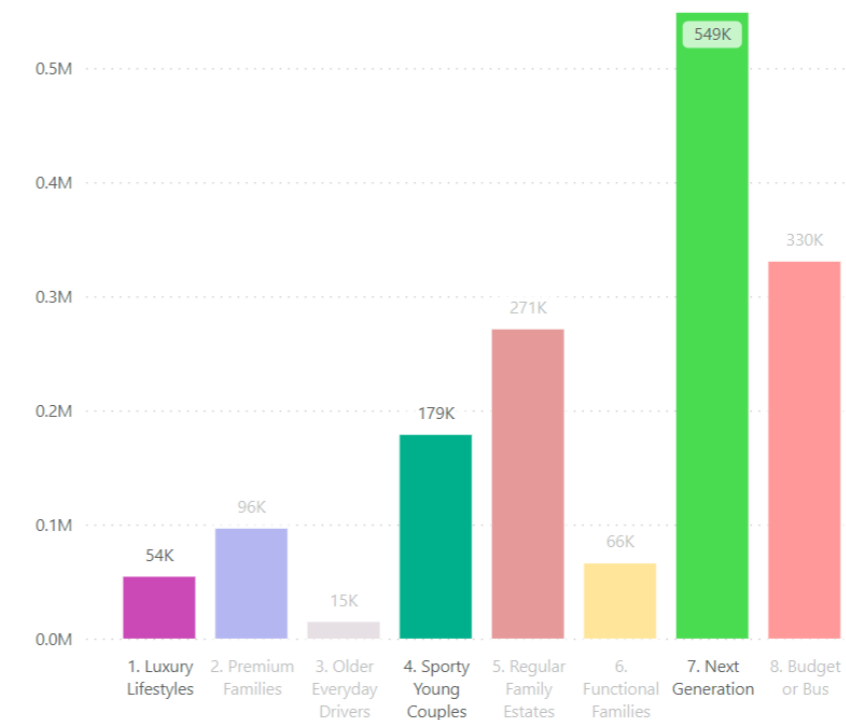
# POPULATION STATISTICS

Market served is a population of 1.6M across 40 postcode districts

RMA Acorn Population %



RMA Acorn Population



Which leads to a vehicle sales opportunity of c. 1500 units, of which c. 750 are RETAIL in the following segments:

- A: 100
- B: 140
- S2-C: 320
- D: 50
- S1: 140



## TENURE

The property is registered with the Land Registry under title number AGL329149 and the freehold interest is available for sale, which includes the Alfa Laval Tower site and service roads. The sale also comprises the basement car park and there is shared access to this basement with the adjacent Premier Inn hotel. We understand that the hotel benefit from 53 car parking spaces within this basement area at a peppercorn rent on a 25 year term. Further information is provided within the data room.

Purchasers should rely on their own enquiries for all title matters.

## INVESTMENT INCOME OPPORTUNITY

Given the prominent location of the site, additional revenue from a digital advertising hoarding could be available subject to obtaining necessary consent.

### VAT

The site has been elected for VAT and therefore VAT will be payable on the purchase price.

### DATA ROOM

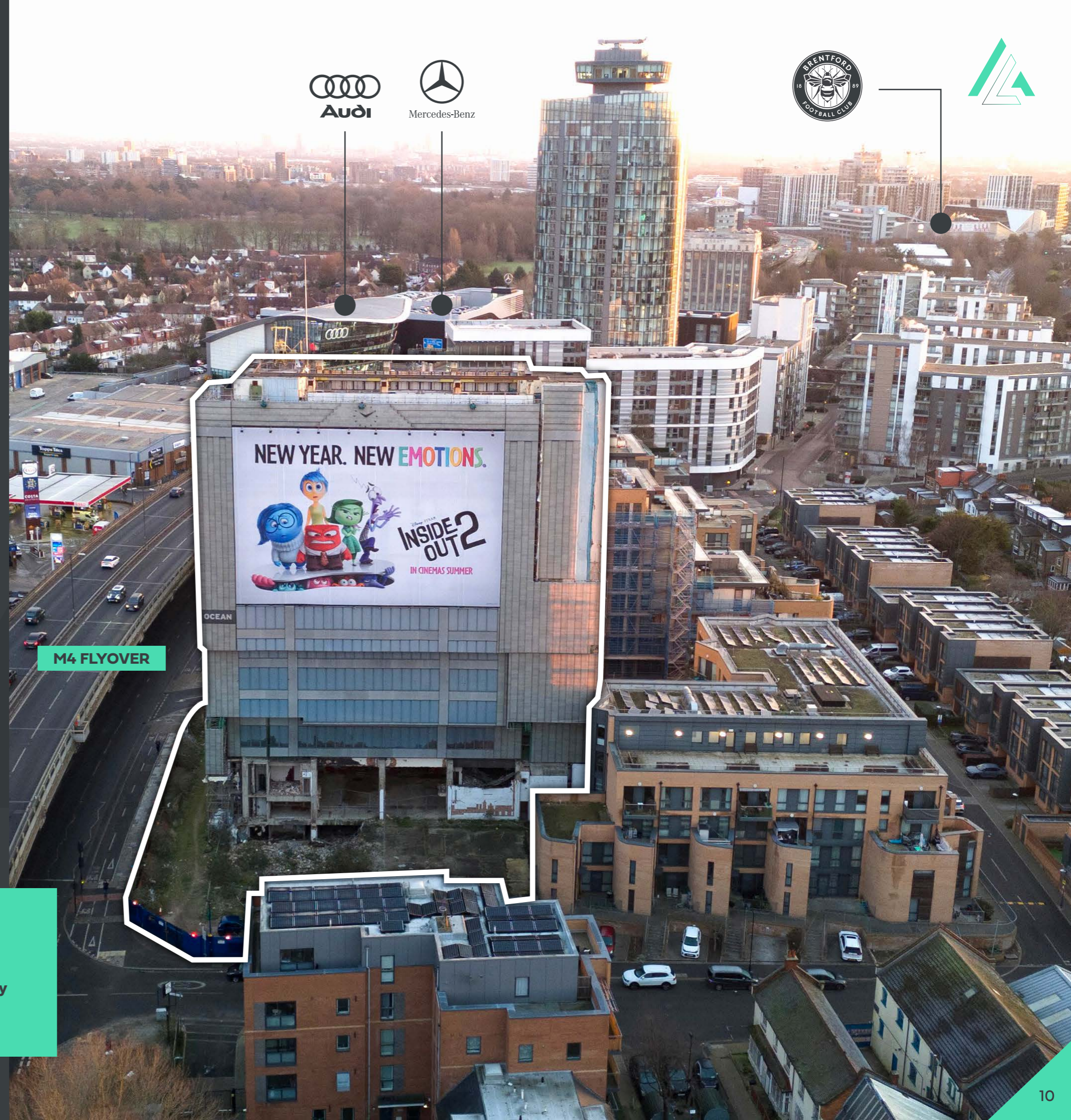
We have produced a comprehensive technical and legal pack, which can be accessed on request and includes the following:

- Title Summary
- Planning Summary
- Technical Surveys
- Management Information

[AL-TOWER.CO.UK](http://AL-TOWER.CO.UK)

## BIDDING INFORMATION

The entire site containing Alfa Laval Tower is available by way of a freehold sale with vacant possession of the tower site.







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In accordance with Anti-Money Laundering requirements, two forms of identification will be required from the purchaser or tenant and any beneficial owner together with evidence/proof identifying the source of funds being relied upon to complete the transaction.

For further information:



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