

Proposed extension

WELCOME

Welcome and thank you for joining our consultation on the future of Brentford Lock Holiday Inn, owned by Splendid Hospitality Group.

Splendid Hospitality Group is bringing forward proposals to reinvest in the hotel, to transform it into a Marriott hotel. The proposals would retain and refurbish the existing building, provide additional guest accommodation and reconfigure the lower floors to improve the facilities available to guests, visitors and the wider community.

The plans would retain, enhance and expand the existing conference and meeting spaces, gym and lounge areas, while also introducing new landscaping and outdoor seating.

ABOUT THE CONSULTATION

Before submitting a planning application, we are consulting local residents and stakeholders on the proposals.

This exhibition is an opportunity to explore the plans, speak to the project team and share your views. After reviewing the display boards, we invite you to provide feedback.

You can **complete a feedback form** here today or fill out the online survey.



Image of the site today

THE SITE TODAY

The hotel occupies a prominent site at the junction of Commerce Road and London Road, between the Grand Union Canal and the River Brent.

Its canal and riverside setting is an important part of the character of the site and surrounding area.

Rather than replacing the hotel, Splendid Hospitality Group is proposing to reinvest in the existing infrastructure and make use of the existing building, helping to give the hotel a longer-term future in Brentford.

HOW THE PROPOSALS HAVE EVOLVED

The proposals have been developed through pre-application engagement with the London Borough of Hounslow and have been considered at two Design Review Panel sessions.

The current plans build on that earlier work, retaining the overall approach to the scale and form of the building while responding to feedback on matters including overlooking, materials, landscaping and neighbouring spaces.

WHAT THE PROPOSALS

OUTDOOR SPACES

Reinvesting in and improving the existing hotel

Retaining and refurbishing the existing building while making better use of the hotel and its established infrastructure.

Improving conference, meeting and leisure facilities

Providing enhanced and expanded conference and meeting spaces, alongside improved gym, lounge and hospitality facilities for guests and visitors.

Making the hotel easier and safer to use

Improving movement around the building with a new staircase and lift, alongside updated fire escape arrangements.

Supporting Brentford's local economy

An improved hotel would help attract more business events and visitors to Brentford, supporting spending with local restaurants, shops, services and suppliers.

Improving the hotel's relationship with Brentford Lock

Using carefully chosen materials, new planting and seating to reflect the canal-side setting and make better use of underused outdoor spaces, improving the hotel's surroundings as well as the building itself.

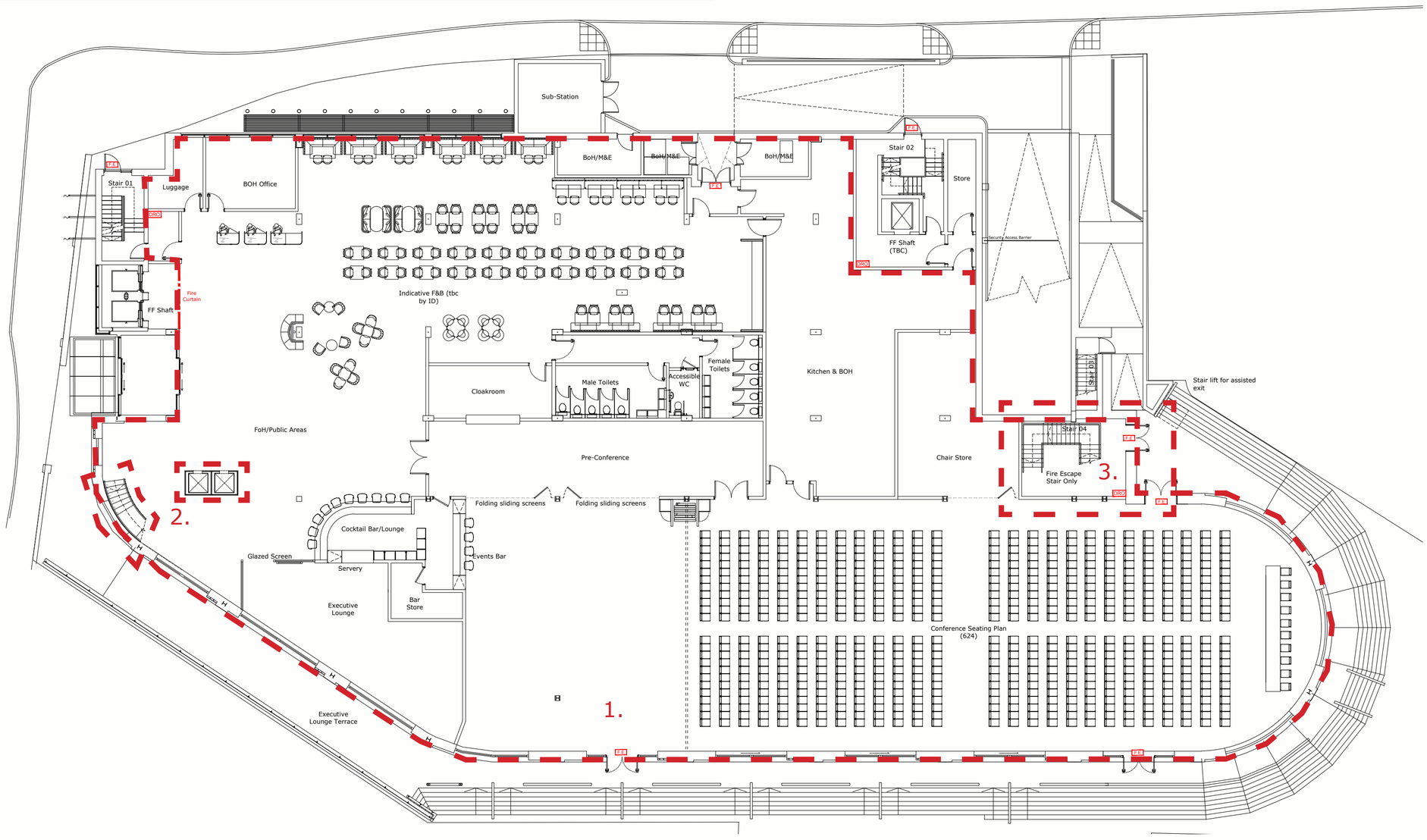
Responding to neighbouring properties

Refining the design to reduce overlooking and respond to feedback received during the design process.



View from Tallow Road

FLOOR PLANS

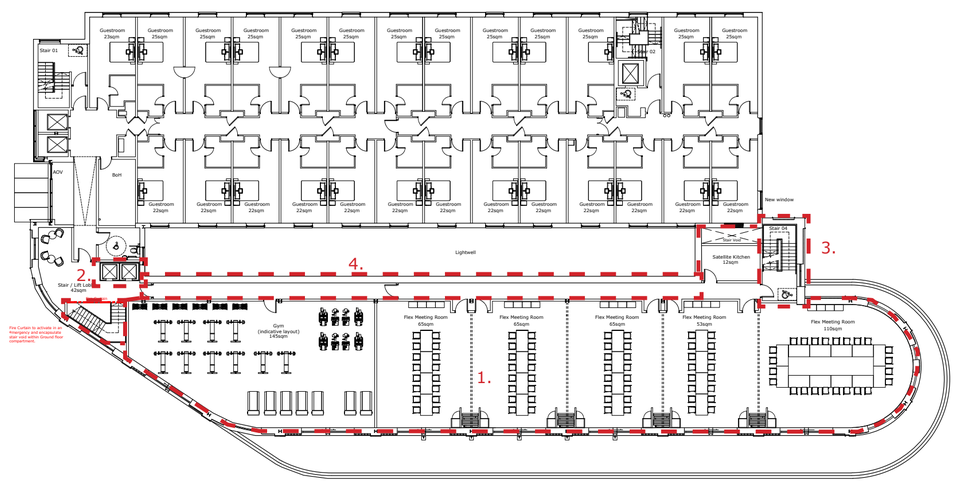


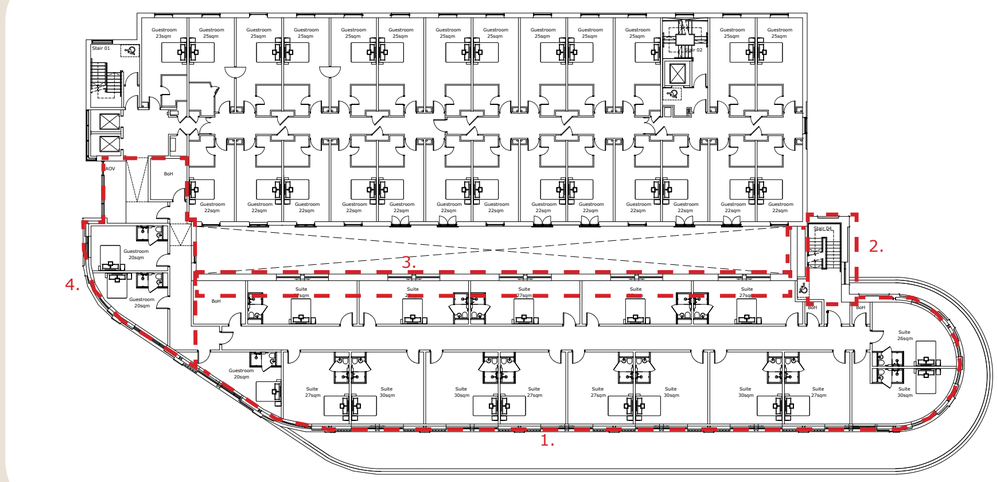
GROUND FLOOR

The proposals would reorganise parts of the existing hotel to create better facilities for guests and visitors and make it easier to move around the building.

The ground floor would be reorganised to create more welcoming and usable spaces for guests and visitors.

The proposals include improved lounge and hospitality areas, conference and event space, a new staircase and lift, and a new fire escape staircase for safety. The changes would all take place within the existing ground floor of the building.





FIRST FLOOR

The first floor would provide a wider range of facilities, including meeting rooms and a gym, alongside hotel bedrooms.

A small extension into an existing internal area of the building would help make better use of the available space and allow these additional facilities to be provided while maintaining the hotel's overall number of bedrooms.

SECOND & THIRD FLOORS

The second and third floors would be reorganised to create a simpler and more efficient layout for hotel bedrooms.

A central corridor would have bedrooms on both sides, helping the hotel make better use of the existing building and maintain its overall number of rooms.

LANDSCAPING AND

OUTDOOR SPACES

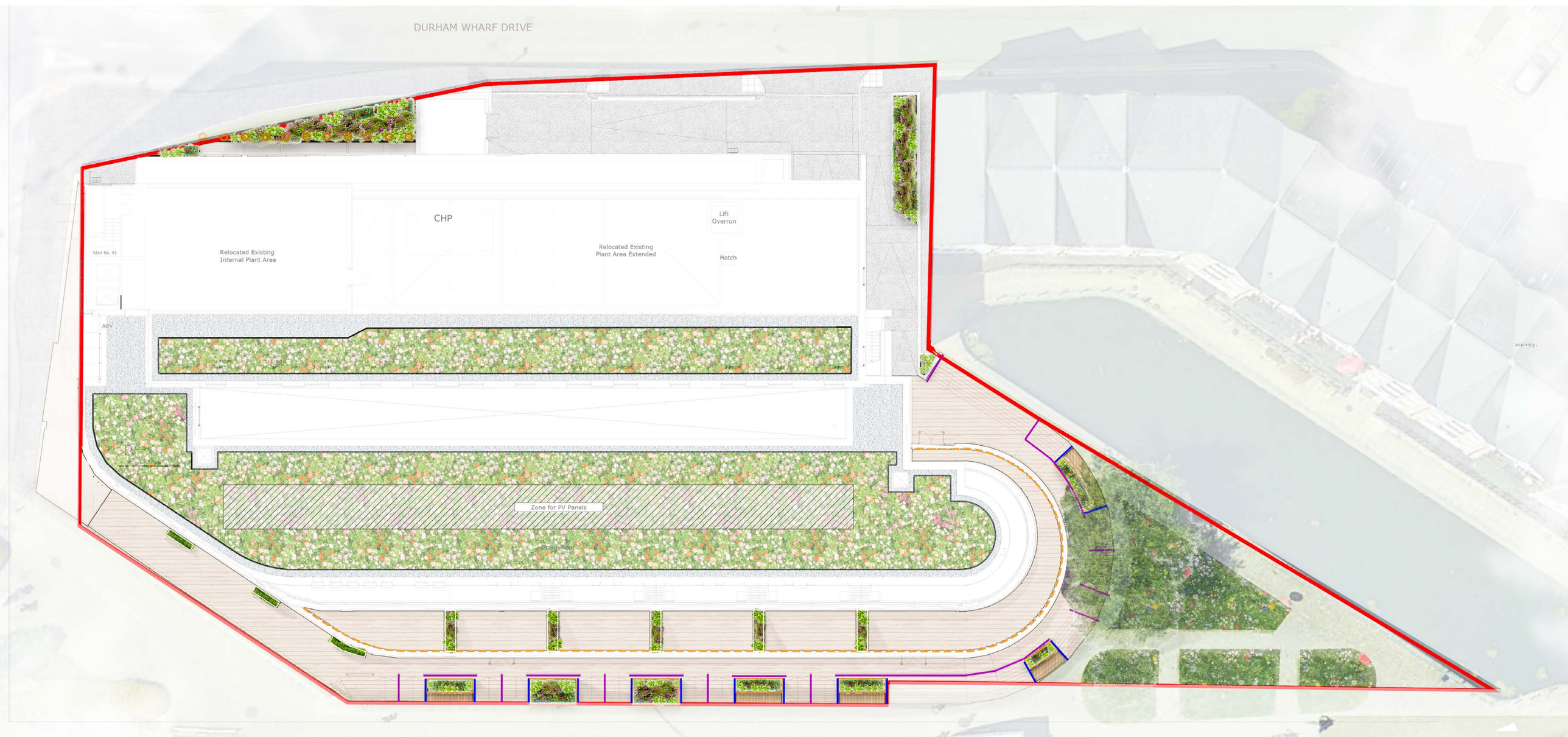
The latest design responds to the hotel's canal-side setting and the character of the Grand Union Canal & Boston Manor Conservation Area through carefully chosen materials, new planting and better use of underused outdoor spaces.

Underused areas would be transformed into more attractive and useful spaces, with new seating incorporated into the existing stepped areas.

Bespoke timber planters, ornamental planting and climbing plants would introduce more greenery around the building. Existing planting areas would also be renewed, while areas of lawn would be converted to a species-rich wildflower mix to support biodiversity and provide seasonal colour.

The proposals would also include biodiverse green roofs, creating additional habitat and helping to increase the amount of greenery across the site.

Landscape design



Key

- Redline boundary
- Existing tarmac to be retained. Subject to site survey.
- Existing concrete paving slabs to be retained. Subject to site survey.
- Existing timber deck to be retained. Subject to site survey.
- Proposed wooden handrail to steps and terrace. H:1000mm. Design to match existing in character.
- Step seating with ventilation for lower ground floor to match existing steps.
- Proposed ornamental shrubs, herbaceous and grass planting in ground and planter. Minimum soil depth 450mm.
- Proposed bespoke wooden planter. Planter height TBC.
- Climbers within metal planter. Minimum soil depth 450mm. Planter height TBC.
- Wildflower species rich mix or similar and approved. Extent of seeding to be determined at later stage.
- Existing trees to be retained. Locations are for Information only. Subject to site survey.
- Existing bollards to be retained. Subject to site survey.
- Existing handrails to be retained. Subject to site survey.
- Proposed metal safety railing. Height: 1.1m above top of planter level.
- 10-20mm gauge gravel
- Biodiverse green roof. Growing medium to be mounded, depth varies 100-150mm, average 120mm. Green roof to be sown with green roof wildflower seed mix or similar and approved.

HAVE YOUR SAY

Thank you for attending today's event. We value your feedback and encourage you to share your thoughts on the proposed development.

NEXT STEPS

As part of this consultation, we will review your feedback before we finalise the proposals for Brentford Lock.

Following this, a planning application will be submitted in late 2026, including all the detailed technical assessment required.

The project team will continue to engage with the community over the coming months, ensuring your feedback is considered and you are kept updated as plans progress.

TELL US WHAT YOU THINK

You can provide feedback directly to our team via a number of ways:

info@brentfordhotelconsultation.co.uk

FREEPOST CRATUS COMMUNICATIONS
(no further address details or stamps required)

0203 026 3229

brentfordhotelconsultation.co.uk
(scan QR code to view our consultation website)

TELL US WHAT YOU THINK

October 2026
Public Consultation

Late 2026
Submission

Early 2027
Permission Granted

Late 2027
Construction Begins

2029
Completion