

Perfume Factory: Bringing London's biggest build to rent to life

An Art Deco former perfume factory is to become London's biggest ever single build-to-rent housing development. With more than 500 homes proposed at the two-hectare Elizabeth Arden site in north Acton, LDA Design's focus has been on making the spaces work hard to create a convivial, neighbourly place where lives will easily overlap.

Referencing the site's unique Art Deco heritage, as well as its perfume manufacturing past, the proposals include distinct, characterful spaces, including The Yard, a robust entrance space with capacity for street food, markets, café spill out, display making, and vehicle access.

The Sun Lounge features a garden and lawn in the sunniest part of the site. It includes biodiverse planting, play, sociable seating, food growing, cooking, a book exchange, wi-fi, and artists' spaces.

The Glasshouse is a green atrium designed for use throughout the seasons, while The Platform is a hard garden space for events, parties and classes.



Client
Essential Living

Location
North Acton, London

Partners
Squire and Partners, Robert Bird Group

Services Used
Landscape Architecture

Area
2 ha

Schedule
Ongoing

¹ The Yard



¹ The Sun Lounge ©
Squire & Partners