

Hounslow town centre

Regeneration Progress so far

The Hounslow Town Centre Masterplan published by the council in 2013, sets a framework for future development, based on a clear vision to 2021 and comprehensive set of development principles. The council is delivering regeneration projects to serve as a catalyst for change and to attract investment into the town centre through the New Homes Bonus Top-slice, Transport for London and Housing Zone funding programmes.



The Outer London Fund was designed to support economic growth in London's high streets. In 2011, Hounslow town centre was awarded £500,000 in Round 1 for a programme of shopfront improvements, events, and street markets. In 2012, Hounslow Council received the largest combined award in Round 2 for Hounslow High Street (£2m) and Brentford (£1m), worth £3 million.

The completed improvements co-funded by OLF and Hounslow Council included:

- a new street market, Hounslow Market trading from Tuesdays to Saturdays brings a range of food stalls and specialist wares to add to the town's rich retail mix and also provide practical opportunities for start-ups
- creation of a new town square, Bell Square on Bell Road for outdoor performances that international acts regularly perform for free to the public
- public realm improvements to enable a secondary performance space along with a new war memorial at Church Square
- revamp of a number of shopfronts and business support provided for shops
- public realm improvements (Phase1): new paving, lighting, seating and street trees to improve the pedestrian experience of the High Street

The investment in Hounslow town centre has already helped generate new confidence and created the right conditions for business growth. Evidence of this success came in November and December 2014 when H&M and Next opened for business, bringing queues of excited shoppers and pride that Hounslow town centre is once again attracting key names and brands.

Case Study 3: Public realm improvements in town centres

Hounslow Council was awarded £3.7m from rounds one and two of the Mayor of London's Outer London Fund (OLF) in 2011 and 2012 respectively. OLF was designed to support economic growth in London's high streets. This money, plus £2.8m of council funding was used towards vital regeneration projects in Hounslow and Brentford town centres including new public squares, new shopfronts, improved public realm and connectivity. The pictures below show the transformations funded by Hounslow Council and Outer London Fund Round 2.



Hounslow Town Centre, 2015: public realm Improved



Church Square in Hounslow Town Centre, 2015 created for hosting community and local events

Other regeneration initiatives

Second phase of improvement works has been completed to the middle (bus only) part of Hounslow High Street, continuing the scheme eastwards with new paving, lighting, planting and seating. The roadway has also been resurfaced and realigned to create a contraflow cycle lane. The scheme has been funded by Transport for London.

New Homes Bonus Top-slice funding will be used in Hounslow Town Centre to improve the linkages to the High Street, particularly along Lampton Road (the route from Hounslow Central Underground station to the High Street) and Whitton Road (the route from Hounslow mainline station to the High Street). Highlights will include new paving and carriageway resurfacing; lighting of the Hounslow Central bridge creating a new gateway feature; improved accessibility of bus stops; upgraded cycle parking facilities; and shopfront improvements. The work will be completed by March 2017.

New Civic Centre

Hounslow Council is proposing to relocate the existing Civic Centre at Lampton Road to the Bath Road Car Park in Hounslow Town Centre to create a civic presence and a new focal point for interaction. The relocation will help maintain and enhance vibrancy and vitality of the town centre. The relocation enables the existing Civic Centre site to be re-developed for housing as allocated in the Local Plan. Planning briefs for Bath Road Car Park and Hounslow Civic Centre were adopted by Hounslow Planning Committee in February 2015 to offer planning certainty to potential development partners with information regarding the council's desired outcomes for both sites.

Hounslow Council also welcomes the award of £18.5m from the Mayor of London towards the Hounslow Town Centre Housing Zone which is part of its ambitious regeneration programme designed to boost jobs and business growth, and to accelerate high quality house-building.

Case Study 4: Public realm improvements in town centres

A particular highlight is Bell Square which holds part of the Hounslow Market from Tuesdays to Saturdays. The space is used alternatively for outdoors performances on Saturdays. The vibrant new event space provides a forum for Hounslow's multicultural communities to enjoy year-round cultural events and activities. The work of Bell Square was funded by Hounslow Council and the Outer London Fund Round 2. The square was opened in spring 2014 and has since hosted a range of well received events. A new performance pavilion, to be built by the council subject to resources, will provide an event management facility with an external stepped area to provide seating for audiences and for every-day recreational use. This will further enhance this section of the High Street. Bell Square is also used as one of the locations for the Careers Coach service, a mobile employability service which delivers training, employment advice and support to residents



Before: Bell Square in Hounslow Town Centre launch, 2012



After: Bell Square Performance Space July 2014

Case Study 5: High Street Quarter

The council has been working closely with Barratt London and Wilson Bowden to deliver a major regeneration scheme called "Hounslow High Street Quarter" which is in a council car park. The scheme proposes 527 high quality homes, 41% being affordable, with new retail units, cafes and restaurants, a 10 screen multiplex cinema, new town square as well as secure car parking. The council made a compulsory purchase order (CPO) to assist in assembling the land needed to implement the scheme. The scheme includes an iconic 27-storey tower which will create a landmark for the town centre. The new housing and commercial development will provide much needed homes and jobs and will boost the evening economy of the area, revitalising Hounslow town centre.



Hounslow town centre regeneration priorities

- H1** Relocating Hounslow Civic Centre to create a civic presence, a new focal point for interaction and increased footfall
- H2** Working with arts delivery organisations to create a programme of events in Bell Square for 2016 – 18 that will help establish Hounslow as a top cultural destination in West London
- H3** Improvements to the public realm including the bus only section of the High Street, as well as the High Street linkages – Lampton Road and Whitton Road
- H4** Accelerating and unlocking further housing growth and affordable housing for the Housing Zone, whilst satisfying the presumption in favour of sustainable development
- H5** Delivering the new Hounslow Town School and housing development, new Civic Centre and Civic Centre housing development as outlined in the adopted planning briefs for these sites
- H6** Continuing to develop and enhance the Hounslow Town Centre Market
- H7** Encouraging new retailers and office based employers into the town centre to fill vacant sites and office sites
- H8** Completing the new pavilion in Bell Square
- H9** Progressing the Hounslow High Street Quarter scheme
- H10** Endorsing suitable town centre stakeholders and groups to form a representative voice for businesses in the area
- H11** Exploring linkages and partnerships with the rest of the town centre and help unlock regeneration according to the Hounslow Town Centre Masterplan

