



LONDON BOROUGH OF HOUNSLOW

DRAFT REPORT 23 JULY 2024

# HOUNSLOW TALL BUILDING STUDY



The 27 storey residential tower in the heart of Hounslow town centre rises above the lower scale context of the town centre



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Image 2.1: Recent urban scale development in Brentford

# 1. INTRODUCTION

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## 1.1 PURPOSE OF THE STUDY

1.1.1. The London Borough of Hounslow are currently in the process of preparing a new single Local Plan. This will help enable positive development in the Borough that meets the needs of communities, addresses climate change and enhances the built and natural environment.

1.1.2. The new single Local Plan will also complement the London Plan (2021), ensuring that it reflects and builds upon the vision, objectives and planning policies set out within it.

1.1.3. London Plan policy D9, requires Development Plans to define what is considered a tall building for specific localities, determine if there are locations where tall buildings may be an appropriate form of development and identify these on maps in the Development Plan.

1.1.4. This study provides the evidence base to support the tall buildings policy in the London Borough of Hounslow new single Local Plan.

1.1.5. It provides a spatial overview of the Borough, including an analysis of existing building heights and explores the potential for tall buildings through a review of sensitivities and potential opportunities for growth. Furthermore it provides a definition of a tall building for different parts of the Borough and makes recommendations on appropriate locations for tall buildings and the potential height of these tall buildings.

1.1.6. The study draws on existing evidence including the Hounslow Characterisation and Growth Study and existing area based studies including the Great West Corridor masterplan, and masterplans for Brentford, Feltham and Hounslow town centres the latter of which includes a Tall Buildings Annexe.

## 1.2 STATUS

1.2.1. The Tall Buildings Study provides an evidence base for the emerging new single Local Plan and informs and supports the tall buildings policy within the plan.

## 1.3 STRUCTURE OF THE STUDY

1.3.1. The Tall Buildings Study is set out in eight chapters as set out below:

- **Chapter 1: Introduction** – setting out the purpose and content of the study and its status;
- **Chapter 2: Planning Policy Context** – which provides a review of the existing national, London wide and local planning policy context in relation to building heights;
- **Chapter 3: Tall buildings** – which describes and classifies tall buildings;

- **Chapter 4: Spatial overview of the Borough** – which sets the strategic context to the Borough and describes the spatial structure, land uses, movement network, heritage assets, topography, views, character and building height context. The tall buildings pipeline is also identified;
- **Chapter 5: Building Height Strategy** – which draws on the information in the preceding chapters to establish 12 overarching objectives for tall buildings, to establish a tall building definition and identify existing tall buildings in the Borough;
- **Chapter 6: Identifying potential for tall buildings** – which establishes ‘Areas of Search’ in the Borough through a sieving exercise that identifies tall buildings sensitivities and supporting factors that may make an area suitable for tall buildings;
- **Chapter 7: Assessing potential for tall buildings** – which provides a more detailed assessment of the opportunity for tall buildings for each of the Areas of Search. This includes recommendations on the potential locations for tall buildings and their height, informed by modelling potential proposals in the VuCity model and assessment of their impact in representative views; and
- **Chapter 8: Summary of tall building opportunity** – which presents the location of the opportunity for tall buildings within a number of plans and also indicates potential heights.



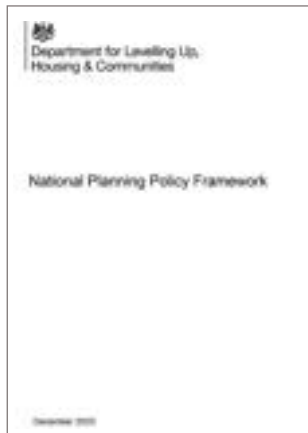
Image 2.3: Residential street in Brentford with the post-war towers at the Green Dragon Estate in the backdrop

## 2. PLANNING POLICY CONTEXT

### 2.1 NATIONAL POLICY

#### National Planning Policy Framework

2.1.1. The National Planning Policy Framework (NPPF) (latest version December 2023) sets out the government’s objectives for new development. The NPPF does not have any specific policies on tall buildings, however, it sets out a number of more general design and planning principles which are relevant to the development of tall buildings.



**Image 2.4: National Planning Policy Framework (December 2023)**

2.1.2. Good design is a key requirement of the NPPF and it states that *‘The creation of high quality beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve’* (Paragraph 131) and that *‘Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable’*. (Paragraph 132)

2.1.3. Planning policies and decisions should ensure that developments:

- Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- Are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

- Optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience. (Paragraph 135)

2.1.4. The NPPF makes a presumption in favour of sustainable development and states that significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes (paragraph 109).

2.1.5. To provide maximum clarity about design expectations at an early stage, local planning authorities should prepare design guides or codes consistent with the principles set out in the National Design Guide and National Model Design Code, and which reflect local character and design preferences (paragraph 133).

2.1.6. The NPPF also advocates the use of design review panels and other tools and processes for assessing and improving the design of development (paragraph 138).

## National Design Guide

2.1.7. The National Design Guide was published in October 2019 and is intended to illustrate how well-designed places that are beautiful, enduring and successful can be achieved in practice. The National Design Guide identifies ten cross cutting characteristics for creating well-designed places. These characteristics are not only concerned with the physical character of the development but also how the design helps to nurture and sustain a sense of community and addresses environmental issues affecting climate.

2.1.8. In respect of tall buildings the National Design Guide states in paragraphs 69 and 70 that:

*'Well-designed tall buildings play a positive urban design role in the built form. They act as landmarks, emphasising important places and making a positive contribution to views and the skyline.'*

*Proposals for tall buildings (and other buildings with a significantly larger scale or bulk than their surroundings) require special consideration. This includes their location and siting; relationship to context; impact on local character, views and sight lines; composition - how they meet the ground and the sky; and environmental impacts, such as sunlight, daylight, overshadowing and wind. These need to be resolved satisfactorily in relation to the context and local character.'*

2.1.9. The National Design Guide also references tall buildings in respect of long-term management and maintenance and that this should be considered in the design and planning of buildings for example in respect to the renewal of cladding systems (paragraph 155).

## The National Model Design Code

2.1.10. The National Model Design Code was launched in January 2021 to provide detailed guidance on the production of design codes, guides and policies to promote successful design. It was then republished in two parts - part 1 - the coding process and part 2 - guidance notes in July 2021.

2.1.11. The National Planning Policy Framework expects local planning authorities to develop local design codes or guides, taking account of the National Design Guide and the National Model Design Code.

2.1.12. With reference to tall buildings the National Model Design Code identifies the following design principles for consideration in guidance:

**Top:** Consider the impact on the skyline. Services need to be concealed, and both the street views and the long views need to be considered.

**Form:** Should be well-proportioned in terms of slenderness when viewed from all frontages.

**Materials:** The use of materials to be consistent and simple.

**Base:** Consider following the building line at street level, which may require a base to the building that is scaled to the surrounding buildings.

**Public realm:** Public spaces around the base to be generous, well designed and contribute positively to the local context.

**Entrance:** The entrance needs to be clearly marked.



**Image 2.5: National Design Guide (2019) and National Model Design Code (2021)**

**Micro-climate:** Needs to be considered in terms of overshadowing and wind. It may be necessary to protect the surrounding public realm from down draughts.

**Active frontage:** If required by the design code the ground floor of the tall building needs to include active frontages.

## Living with Beauty, The Building Better, Building Beautiful Commission

2.1.13. In 2018 the Secretary of State for Housing, Communities and Local Government established The Building Better, Building Beautiful Commission.

The commission had three primary aims:

1. To promote better design and style of homes, villages, towns and high streets, to reflect what communities want, building on the knowledge and tradition of what they know works for their area.
2. To explore how new settlements can be developed with greater community consent.
3. To make the planning system work in support of better design and style, not against it.

2.1.14. The Building Better, Building Beautiful Commission published its final report 'Living with Beauty Promoting health, well-being and sustainable growth' in January 2020.

2.1.15. The report proposes three main aims and its recommendations serve to deliver against these aims:

**Ask for Beauty** – Setting a benchmark for new development. Where beauty includes everything that promotes a healthy and happy life, everything that makes a collection of buildings into a place, everything that turns anywhere into somewhere, and nowhere into home. Beauty should be an essential condition for planning permission.

**Refuse Ugliness** – Ugly buildings present a social cost that everyone is forced to bear. Ugliness means buildings that are unadaptable, unhealthy and unsightly, and which violate the context in which they are placed. Such buildings destroy the sense of place, undermine the spirit of community, and ensure that we are not at home in our world. Preventing ugliness should be a primary purpose of the planning system.

**Promote Stewardship** – Protecting and enhancing both the built environment and the natural environment for the long-term benefit of the communities that depend on them. New developments should be regenerative, enhancing their environment and adding to the health, sustainability and biodiversity of their context.

2.1.16. The Commission recommends that these three aims are embedded in the planning system and in the culture of development, in such a way as to incentivise beauty and deter ugliness at every point where the choice arises.

2.1.17. Whilst the Commission does not make any particular comments in respect of tall buildings it advocates a place focused response to development that identifies beauty locally, recognises the importance of area based masterplanning to create beautiful places (as compared to a piecemeal site by site approach which it suggests leads to poor outcomes) and advocates design codes. It also advocates relaxation of building regulations and standards that make delivering what are described as 'gentle densities' (mid rise mansion block developments) difficult to deliver in many places.

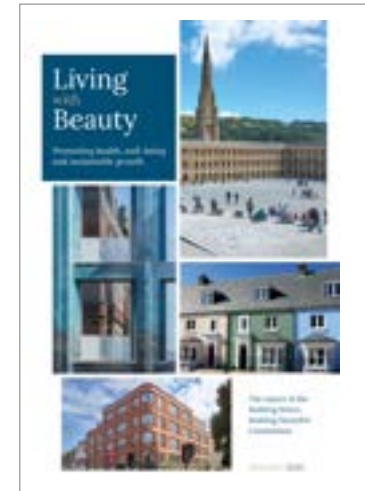


Image 2.6: Living with Beauty BBBBC (2020)

2.1.18. The Commission also places a strong emphasis on re-greening our towns and cities (street trees, urban orchards, use of urban greening factor) citing evidence that the presence of greenery in the urban environment normally has a positive impact on our mental and our physical health.

*'There is a considerable body of evidence that shows green spaces in rural and urban areas are highly beneficial to health and well-being and also provide space for people to meet. The perception of beauty is an important factor for realising these benefits.'* Parks Alliance / Green Building Council

2.1.19. The Commission's recommendations are advisory but given the greater visibility and prominence of tall buildings within the wider townscape the recommendations add weight to the importance of responding to the character and identity of a place when planning for tall buildings, considering how the buildings may appear from all viewpoints (360° view and from short, medium and long range) and looking to the long term.

## Historic England Advice Note 4

2.1.20. Historic England published a Tall Buildings Advice Note in December 2015 and a second edition in March 2022 updated in light of changes to national planning policy and guidance.

2.1.21. Advice Note 4 promotes a positive, plan-led approach to the location and design of tall buildings. This should be informed by an understanding of place, character and historic significance and tall buildings proposals should take account of local context and historic character

2.1.22. The Advice Note takes a balanced view on tall buildings and states that:

*'In the right locations tall buildings can support major change or regeneration while positively influencing place-shaping and conserving the historic environment.'* (Paragraph 3.1)

2.1.23. But also that:

*'If a tall building is not in the right place, by virtue of its size and widespread visibility, it can seriously harm the qualities that people value about a place.'* (Paragraph 3.2)

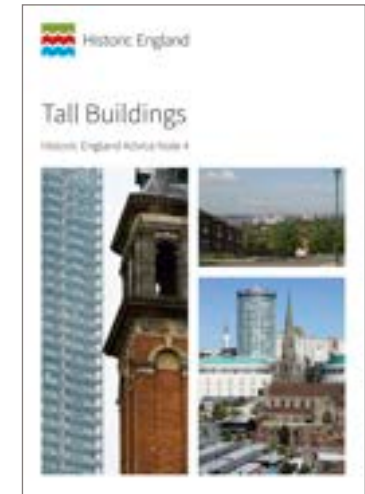
2.1.24. The Advice Note advocates an approach to defining a tall buildings which is informed by local character and states that *'Tall buildings vary significantly in their impact depending on their height, mass and location. What might be considered a tall building will vary according to the nature of the local area. A five-storey building in a mainly two-storey neighbourhood could be considered tall, whereas in the centre of a large city it may not.'* (Paragraph 3.4)

2.1.25. The Advice Note recommends that development plans include a specific tall buildings policy and that this should be informed by proportionate evidence to direct tall buildings to suitable locations where they make a positive contribution to the urban or rural landscape and ensure potential harm to the significance of heritage assets is avoided or minimised.

2.1.26. It recommends that tall buildings policy:

- Identifies suitable locations for tall buildings;
- Ensures the protection of heritage assets, and historic character that makes a place distinctive;
- Forms part of a coherent plan-led place-shaping strategy;
- Specifies tall building height parameters; and
- Addresses location, relationship to context, impact on local character and views, building composition environmental impacts and tall building clusters.

2.1.27. The Advice Note promotes the use of three-dimensional modelling to test urban design approaches and analysis of views and a sifting process which takes account of factors such as character, townscape and landscape value and significance of heritage assets to identify areas and sites for tall buildings.



**Image 2.7: Historic England Tall Buildings Advice Note (March 2022)**

## 2.2 LONDON WIDE POLICY

2.2.1. The new London Plan was adopted in March 2021. It is the statutory spatial development strategy for Greater London. All of London's Borough's Local Development Plans must be in general conformity with the policies included within this document. It provides important policies regarding Opportunity Areas, tall buildings, character, heritage (including World Heritage Sites), which are relevant when planning for tall buildings.



Image 2.8: The London Plan (2021); and Characterisation and Growth Strategy LPG (2023)

### Opportunity Areas

2.2.2. The London Plan identifies two Opportunity Areas that include land within the London Borough of Hounslow, and where substantial development growth is expected over the plan period. The Opportunity Areas and indicative development potential are:

- Heathrow (13,000 homes and 11,000 jobs) also covers land within LB Hillingdon; and
- Great West Corridor (7,500 homes and 14,000 jobs).

2.2.3. London Plan **Policy SD1 Opportunity Areas** sets out the Mayor's commitment to support partners (such as local Boroughs and Transport for London) to realise the potential of such areas. Boroughs are expected to develop more detailed policies and proposals for Opportunity Areas and Intensification Areas within their Local Development Frameworks. Such elements should encourage a holistic approach to development that include social and other infrastructure to sustain growth, contain a mix of uses and ensure that new development is well integrated with its context.

2.2.4. The London Borough of Hounslow has prepared a masterplan for the Great West Corridor which identifies the development capacity of potential sites and has, through detailed view testing, established the locations where tall buildings may be appropriate and their potential heights.

### Tall Buildings

2.2.5. **Policy D9 Tall Buildings**, is the primary policy with regard to tall buildings. It states that tall buildings should be part of a plan-led approach and that local authorities should identify in Development Plans, locations where tall buildings are appropriate in principle and indicate general building heights that would be appropriate.

2.2.6. Whilst this is the primary London Plan policy in relation to tall buildings it should be considered in conjunction with **Policy D3 Optimising site capacity through the design-led approach** which requires that all development must make the best use of land by following a design-led approach that optimises the capacity of sites. The design-led approach requires consideration of design options to determine the most appropriate form of development that responds to a site's context and capacity for growth and to the existing character of a place.

2.2.7. London Plan Policy D9 puts the onus on London Boroughs to define what constitutes a tall building in their Development Plans. It states that:

*'Based on local context, Development Plans should define what is considered a tall building for specific localities, the height of which will vary between and within different parts of London but should not be less than 6 storeys or 18 metres measured from ground to the floor level of the uppermost storey.'*

2.2.8. Policy D9 – Part C identifies impact criteria that will determine the appropriateness of a location for tall buildings. These include:

#### 2.2.9. Visual impacts

- The views of buildings from long-range, mid-range and immediate views and how they contribute to the existing and emerging skyline (and do not adversely affect local or strategic views), the local townscape and the immediate context / street environment;
- Whether as part of a group or stand alone they reinforce the spatial hierarchy of the local and wider context and aid legibility and wayfinding;
- The architectural quality and materials – which should be of an exemplary standard;
- The relationship with heritage assets and their settings;
- The relationship with the setting of a World Heritage Site - a tall building must preserve and not harm the Outstanding Universal Value of a World Heritage Site and the ability to appreciate it;
- The relationship with the River Thames where the open quality of the river and riverside public realm including views should be protected and enhanced and avoiding canyon effects;
- Avoiding adverse reflected glare and minimise light pollution.

#### 2.2.10. Functional impacts

- Ensure that the internal and external design ensures safety of occupants;
- Ensure that servicing, maintenance and management can take place without inconvenience to surrounding area;
- Adequate space and appropriate ground floor uses to accommodate people accessing and egressing at peak times;
- Adequate capacity in the local transport network to access facilities and services;
- Avoid interference with aviation, navigation or telecommunications and any detrimental affects on solar energy generation in neighbouring buildings.

#### 2.2.11. Environmental impacts

- Not compromise comfort in respect of wind, daylight, sunlight and temperature conditions around the building;
- Avoid adverse noise impacts from air movements, servicing machinery, or building uses.

#### 2.2.12. Cumulative impacts

- Consider the cumulative visual, functional and environmental impacts.

2.2.13. The policy also states that, where appropriate, publicly accessible areas should be incorporated into tall buildings to afford wider views across London.

## Character and Capacity for Growth

#### 2.2.14. Policy D1 London's form, character and capacity for growth

states that development plans and new developments should demonstrate an understanding of, and response to, local distinctiveness and character in order to understand an areas capacity for growth. Development plans and strategies should identify the special and valued features of a place, including the urban form and structure, block pattern, building heights, housing types, historic evolution and heritage assets, movement networks and open spaces, which are unique to that locality.

2.2.15. This understanding is essential in determining how places may best develop in the future and new developments that show a clear relationship with these special features through appropriate architectural style, layout, orientation and height are more likely to be successful.

2.2.16. Protecting local character is important, however as the London Plan states, respecting character and accommodating change should not be seen as mutually exclusive. Change is a fundamental characteristic of London. It is important to ensure an appropriate balance is established between existing fabric and any proposed change; understanding a places distinctive character and recognising that not all elements of a place are special and valued is therefore important.

#### 2.2.17. London Plan Guidance - Characterisation and Growth Strategy (June 2023)

provides further guidance on how London Borough's should determine the capacity for growth in response

to character. The LPG sets out a methodology for carrying out characterisation of a Borough and through this identification of the level of change that may be appropriate for each part of the Borough with this categorised as Conserve, Enhance and Transform areas.

2.2.18. The guidance also indicates that a tall building definition should be established and that this should *‘identify the height at which a building becomes substantially taller than its surroundings, and causes a significant change to the skyline’*.

2.2.19. The guidance also indicates that *‘this can be in the form of one borough-wide definition; but, where considerable variations in context heights exist, different definitions can be used for different regions to reflect changes in building height across the borough’*.

2.2.20. The definition should be stated as the total height of a building in metres from ground level to the top of the building including any rooftop equipment. The definition should not be less than 6 storeys or 21 metres as measured from ground to the top of the building.

2.2.21. The guidance then advocates a sieving process to identify the locations where tall buildings may be appropriate. Mapping sensitivities allows some areas to be discounted as *‘inappropriate’* from the outset.

2.2.22. The remaining areas can then be considered informed by an evaluation of character including potential for change, and with 3D modelling used to test potential impacts and harm to sensitivities in views.

## Heritage

2.2.23. **Policy HC1 Heritage conservation and growth**, requires strategies to demonstrate a clear understanding of the historic environment and heritage value and embed this in place making. Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets’ significance and appreciation within their surroundings.

2.2.24. **Policy HC2 World Heritage Sites** emphasises the importance of World Heritage Sites and the responsibility that local authorities have to safeguard their Outstanding Universal Value. The London Plan states:

*‘The surrounding built environment must be carefully managed to ensure that the attributes of the World Heritage Sites that make them of Outstanding Universal Value are protected and enhanced, while allowing the surrounding area to change and evolve as it has for centuries.’* (paragraph 7.2.2)

2.2.25. Development proposals that may have an impact on the setting of a WHS must be supported by a Heritage Impact Assessment. This is also true for proposals that may contribute to a cumulative impact on a WHS.

## Strategic and Local Views

2.2.26. **Policy HC3 Strategic and Local Views** requires development proposals to be assessed for their impact on a designated view if they fall within the foreground, middle ground or background of that view. Three types of Strategic View are designated in the London Plan – London Panoramas, River Prospects and Townscape Views. These are identified in the London View Management Framework (LVMF) SPG.

2.2.27. **Policy HC4 London View Management Framework** identifies that development proposals should not harm, and should seek to make a positive contribution to, the characteristics and composition of Strategic Views and their landmark elements. They should also preserve and, where possible, enhance viewers’ ability to recognise and to appreciate Strategically Important Landmarks in these views and, where appropriate, protect the silhouette of landmark elements of World Heritage Sites as seen from designated viewing places.

2.2.28. There are no LVMF views that extend into the London Borough of Hounslow however there are a number of views identified in the Royal Botanic Gardens Kew World Heritage Site Management Plan (2024) in which the Borough forms the backdrop to views and which could be impacted by tall buildings.

## 2.3 LOCAL PLANNING POLICY

2.3.1. The Hounslow Local Plan (2015) Policy CC3 Tall buildings states that *‘a tall building is any building or structure which is over 20m in height and/or which is significantly taller than the surrounding townscape and/ or which recognisably changes the skyline.’* This definition conflicts with the minimum height for a tall building of 21m promoted in the London Plan Policy D9 and re-iterated in the Characterisation and Growth Strategy LPG.

2.3.2. The policy supports tall buildings of high quality in identified locations which accord with the principles of sustainable development.

2.3.3. The locations identified are:

- Hounslow town centre;
- Feltham town centre (a limited number);
- Brentford town centre (a limited number where they do not have significant adverse impact on the setting of or views from heritage assets); and
- Along sections of the A4 Golden Mile frontage.

2.3.4. Detailed locations are not indicated and nor is guidance on potential heights.

## Character, Sustainability and Design Codes SPD

2.3.5. The Character, Sustainability and Design Codes SPD is in two parts. Part A gives overarching principles for good design including guidance on tall buildings. Part B is focused on design guidance and codes for places - 10 large places and the 37 smaller neighbourhoods within them.

2.3.6. Part A4 of the SPD provides guidance and codes that relate to tall buildings. It identifies and maps existing building heights, sensitivities and suitabilities and an initial sieving to identify appropriate locations. Design principles for tall building form, their relationship to public realm and how their design should address micro-climatic and sustainability aspects are also provided. More detailed guidance on tall building location and appropriate heights are not provided and nor is a Hounslow specific definition of ‘a tall building’ as required by London Plan Policy D9 and the Characterisation and Growth Strategy LPG.

2.3.7. This Tall Buildings Study draws on information provided in the Character, Sustainability and Design Codes SPD and provides the additional information and guidance on tall buildings not covered in the SPD.

## Hounslow Characterisation and Growth Study (2024)

2.3.8. The study includes detailed mapping of the built character of the Borough and building types of which its places are composed and assesses where growth and change may happen and the scale of that change. This is informed by many layers of information including the physical character and condition, socio-economic priority areas, local centres and their catchments and the priorities of local communities. It sets out a high level overview of change on a spectrum of conserve - enhance - transform.



Image 2.9: Local Plan (2015); and Character, Sustainability and Design Codes SPD (2024)

## Other spatial studies

2.3.9. The London Borough of Hounslow have prepared masterplans for each of the four locations identified in the Local Plan as having potential for tall buildings.

### Hounslow Town Centre Masterplan (2023)

2.3.10. The Hounslow town centre masterplan provides a vision for the centre that builds on the existing character and townscape whilst enhancing its role as a civic centre and delivering new high quality development. The masterplan identifies potential future development opportunities and strategies for improving the town centre. A tall buildings annex to the masterplan has also been prepared. This provides a building height framework for the town centre which sub-divides it into 'zones' and provides broad height ranges for each. Site specific guidance is provided including appropriate height ranges, the potential role / justification for tall buildings, design principles and sensitivities.

2.3.11. The study draws on suitability and sensitivity analysis to identify sites. Visual markers in the centre and important views are identified as part of the character and townscape section of the masterplan. Building heights are expressed in storeys throughout.

### Feltham Town Centre masterplan (2017)

2.3.12. The Feltham Town Centre masterplan provides a vision and spatial framework for change in the town centre and identifies the opportunities and capacity for development on a series of sites in, and close to, the town centre.

2.3.13. The masterplan identifies the potential for a number of tall buildings in the centre including:

- At the intersection of New Road and Hounslow Road (up to 14 storeys);
- At the corner of New Road with the Longford River (up to 12 storeys);
- At the corner of Bedford Lane and New Road immediately to the west of the Longford River (up to 12 storeys);
- At the location of Network House site on Hounslow Road (up to 9 storeys);
- At the south-eastern corner of the Leisure West site on Browells Lane (7 storeys); and
- Within the MOD site south of Feltham High Street (8 storeys).

2.3.14. The study identifies the church spire of the former St. Catherine's church as an historic landmark and a prominent feature in the townscape of Feltham, which helps legibility and way finding. The masterplan seeks to protect the setting of and visual prominence of the spire in six local views.

### Brentford Town Centre masterplan (2024)

2.3.15. The Brentford Town Centre masterplan provides a spatial framework for the town centre that takes account of numerous consented schemes in the centre. It also provides specific guidance for sites within the masterplan area. This includes simple block layout plans and information about building uses, built form, public realm and development densities. Building height ranges are also identified although testing of views or 3D modelling is not included.

### Great West Corridor masterplan (2020)

2.3.16. The Great West Corridor masterplan provides a vision a spatial strategy for this Opportunity Area and identifies the development capacity of sites within the corridor. The area already includes a number of tall buildings and the vision for the area anticipates that distinct and well-designed tall buildings can support place making and create a memorable kinetic experience and journey along the M4. They may also act as focal buildings that support legibility and way finding, contribute to the character and identity of new quarters and assist in the delivery of the significant quantum of new development in the area (both employment and residential) to support London's economy and provide much needed housing.

2.3.17. The Great West Corridor and its immediate hinterland accommodate a number of outstanding heritage assets that are sensitive to tall buildings. These include the Royal Botanic Gardens Kew (World Heritage Site), Registered Parks and Gardens, including Gunnersbury Park, Syon Park, Osterley Park and Chiswick House, and a great number of Conservation Areas and listed buildings.

2.3.18. The masterplan identifies locations where tall buildings may be appropriate and provides appropriate heights, identified in metres above ground and above ordnance datum (AOD) for each. An indicative number of storeys (residential) is also indicated. The heights were established through detailed testing in representative views. The tall building role, height and design principles and heritage sensitivities are also identified.



Image 3.1: Tall buildings visible on the skyline at Brentford waterfront in the view from Kew Bridge

# 3. TALL BUILDINGS

## 3.1 WHAT IS A TALL BUILDING?

### Introduction

3.1.1. A ‘tall building’ is a relative term. A building of 25 metres in height (8 residential storeys) would be a tall building in a domestic scaled area where buildings are typically 8 metres in height (two residential storeys) but a local high point in an urban area composed of buildings that are 15-18 metres in height (5 storeys). This is diagrammatically illustrated in Figure 3.1. Thus, tall buildings must be considered in relation to their local context. This relative definition of ‘tallness’ aligns with the Historic England Advice Note 4 (2nd edition).

3.1.2. The taller a building the greater its presence and impact is likely to be, both locally as well as on the skyline.



**Image 3.2: An eight storey building in an area with a three storey context appears tall**

### Context height ratio

3.1.3. The height relationship of a tall building with its context can be expressed as a factor of the prevailing contextual height or as the context height ratio (CHR). The CHR expresses the degree of ‘tallness’ of a building in relation to its context. It also provides a measure of the extent to which a building is ‘outstanding’ on the skyline considering the prevailing height and scale of development of a place. The CHR provides a means to discuss the relative relationship of a building’s height within its immediate context, as well as to discuss this within the wider place setting. It also enables the simple categorisation of tall buildings by height in respect to their context height.

3.1.4. The context height is the height that an observer would read as the typical or defining height of a particular area. In places with a coherent townscape and relatively similar heights, the context height may be the most commonly occurring building height. In areas where building height is more varied, the context height is the average height around which building heights fluctuate.

3.1.5. Figures 3.2 and 3.3 (on the following page) diagrammatically depict a large or tall building within its context. They illustrate how the relationship between the taller element and its surrounding context changes as its height increases.



Context height 8 metres (2 storeys) / 25 metre high building (8 storey) = tall building



Context height 15-18 metres (5-6 storeys) / 25 metre high building (8 storey) = local high point

**Figure 3.1: Determining whether a building is a tall building depends on the local context**

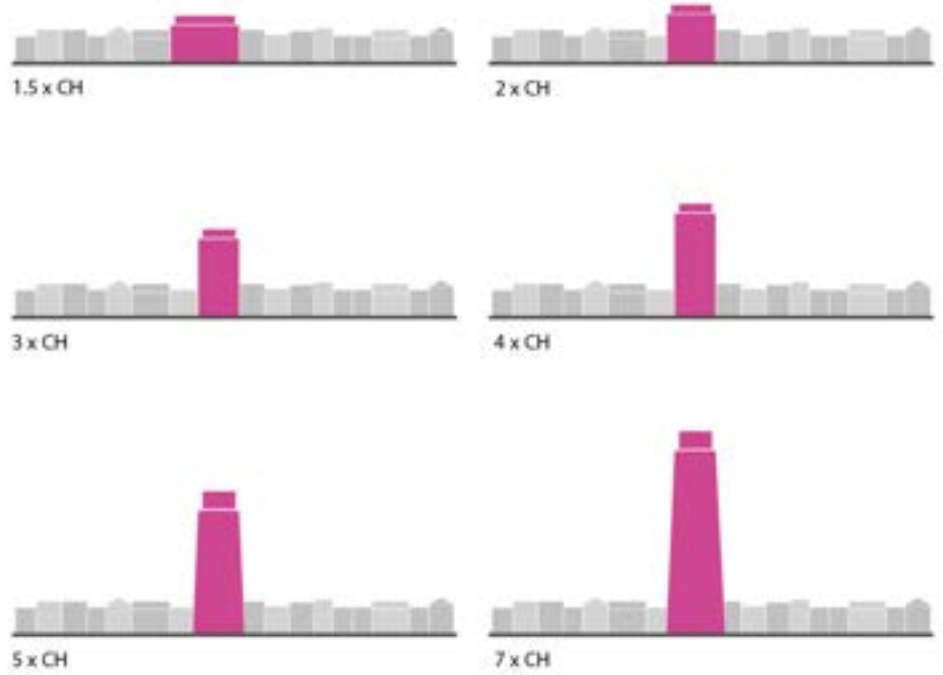


Figure 3.2: The height of buildings can be expressed as 'context height ratio'

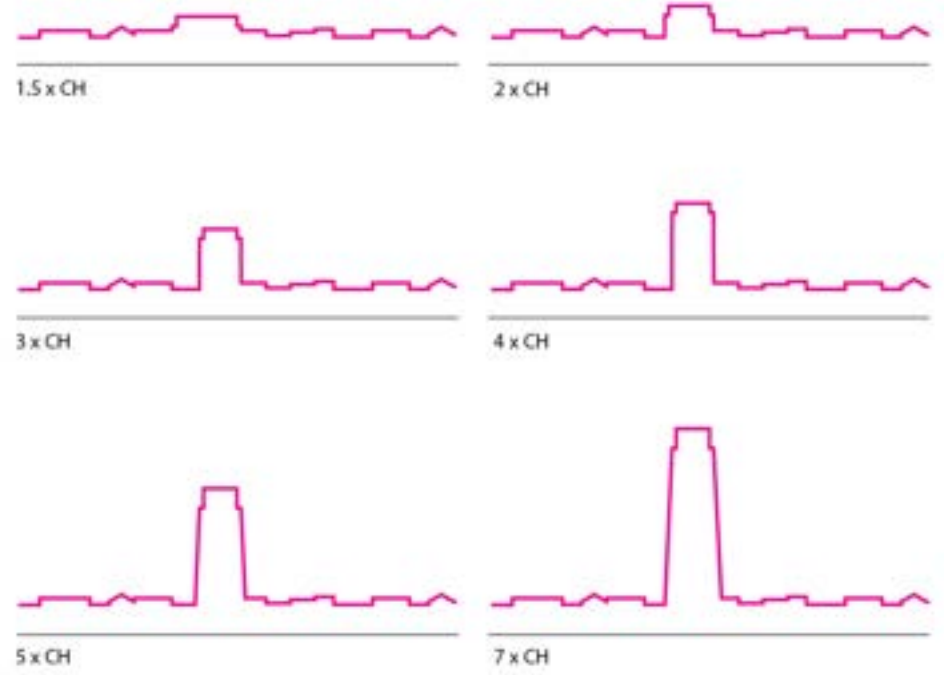


Figure 3.3: The context height expressed as an impact on the skyline

## 3.2 CLASSIFICATION OF TALL BUILDINGS

3.2.1. Tall buildings can be classified into different height categories based on the context height ratio.

3.2.2. The following tall buildings classification is established in relation to the context height:

- **Local Scale Tall Building** – 2 to 3x context height;
- **District Scale Tall Building** – 3 to 5x context height; and
- **Metropolitan Scale Tall Building** – 5x and above context height.

3.2.3. The area used to establish the context height and the context height ratio will need to reflect the extent of the tall building's impact. Local scale tall buildings can use the context height of their immediate local and wider surroundings, while district scale tall buildings will need to consider heights across a wider area.

3.2.4. Table 3.1 sets out for each of the tall buildings classification the perception of a tall building in relation to its context and its visual impact on the skyline.




3.2.5. The building context height of the Borough has been identified through the use of Lidar data and is illustrated in Figure 4.19 in Chapter 4 of this study.

3.2.6. It is recognised that aside from the context height ratio, there are other contextual factors that may have an impact on how a taller building is perceived in its local context, and at what point it would be considered tall.

3.2.7. These include:

- **Topography** – whether it is located on lower or raised land and the variation in ground level, which affects its general visibility;
- **Coherence of built form** – whether the height and form of buildings is consistent or varied. Where there is consistent built form in terms of scale and massing a taller building is likely to stand out / be more prominent;
- **Integration with development** – whether it is situated on its own, at the edge or centre of a development, and how it is perceived from the street space;
- **Scale, massing and form** – whether its form is bulky and squat or slender and elegant;
- **Roof and townscape** – whether it responds to or contrasts with the scale, grain and roofscape of the surrounding urban fabric;
- **Clustering** – if the building will be perceived in the context of other tall buildings in the vicinity; and
- **Prominence and visibility** – whether the building can be seen from important or frequented places in the urban fabric, such as in a vista along a street or across open spaces.

3.2.8. Notwithstanding this relative classification taller buildings are likely to have greater impacts on their surroundings by virtue of their height.

	Building height classification	Ratio to Context Height (CH)	Perception in Relation to its Context	Visual Impact on the Skyline	Potential location
	<b>Local Scale Tall Building</b> Tall building of local significance	2x CH to 3x CH (CHR 2-3)	Tall building establishes a prominent exception within its context, yet may be perceived as constituent part of the context	Tall building stands out from its context, yet its impact on the skyline is mainly local	To mark special locations in the townscape, such as a strategic street corner, a public space or a particular function, such as a station
	<b>District Scale Tall Building</b> Tall building of district wide significance	3x CH to 5x CH (CHR 3-5)	Tall building stands out markedly from its context and establishes a pronounced contrast with its context	Tall building is highly visible and notably affects the skyline on a district wide scale	Limited to locations that are of district wide importance, such as strategic infrastructure nodes or public institutions
	<b>Metropolitan Scale Tall Building</b> Tall building of metropolitan significance	5x CH and above (CHR 5+)	Tall building establishes a jarring contrast with its context, unless a locally increased building height and/or a cluster of other tall buildings help to mediate and visually build up to and integrate its height	Tall building is highly visible and significantly affects the skyline on a regional scale	Confined only to areas that have a regional importance

**Table 3.1: Table of tall building classifications relative to context height**

### 3.3 DESCRIBING BUILDING HEIGHT

3.3.1. When stating the height of a tall building this should be described in metres (height above ground) in addition to storey height and the height above ordnance datum (AOD).

3.3.2. Whilst building heights are often described in terms of the number of storeys this can be misleading. The floor to ceiling height is likely to be much greater in an office building (to take account of building servicing needs) than in a residential building and this means that an office building with the same number of storeys as a residential building is likely to be considerably taller. It is therefore more appropriate to describe the height of a building in metres.

3.3.3. Rooftop plant may also increase the height of a building significantly and must be included within the description and consideration of building height. For clarity the height of a building should be measured from the level at which it meets the ground, at the main pedestrian entrance to a building, to the highest point of the building (including rooftop plant which may extend to the equivalent of several storeys, building maintenance unit and /or antennae that may be present on the top of the building).

3.3.4. When considering the potential impact of a building on the skyline it is also important to consider the level of the land that the building is located on so that the height relative to other buildings and structures can be understood. In that context building height should also be expressed as height above ordnance datum (AOD), which, in simple terms, means the height of the building above the standard mean sea level.

3.3.5. This is particularly important in locations where there is a significant variation in topography where buildings on higher ground may be more visible and prominent. Nevertheless even in the relatively flat environment in Hounslow variations in topography impact on the prominence of tall buildings.

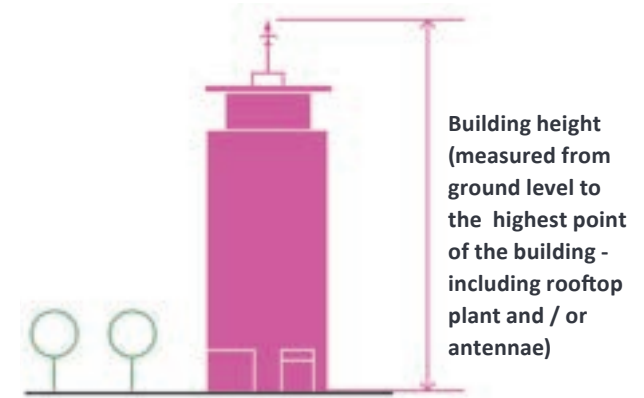


Figure 3.4: Defining building height

### 3.4 TALL BUILDING COMPOSITION

3.4.1. A tall building has three compositional elements: the base, the shaft and the top. The base of a tall building is where it meets the ground, and determines how it is experienced from the street and how well it integrates with, and responds to the townscape. The top is normally seen in views from further away and its shape and impact on the skyline is important in defining image and perception.

3.4.2. In relation to their base, two principal types of tall buildings can be distinguished, the stand-alone tower, and the tower that sits on top of a podium or develops out of an urban block.

3.4.3. Stand-alone towers can be more iconic sculptural features. However, due to the concentration of functions at the bottom of the tower and limited footprint, they often establish a poor relationship with the public realm around the base. In many cases they sit within an undefined public realm and provide limited animation of the surrounding environment.

3.4.4. Stand alone towers may take the form of point blocks – relatively slim structures that appear similar from whichever direction they are viewed (examples include the post-war towers in Brentford town centre) or rectangular ‘slab’ shaped buildings that may appear slim from some perspectives but extensive wall like structures from other directions. There are notable buildings that take this form in Feltham town centre.

3.4.5. Towers that develop out of an urban block or podium can usually better internalise their servicing requirements and establish an active



**Image 3.3: Post-war residential tall buildings in Brentford**

relationship to the street space all around the block. The more the tower element sits back from the building line of the street block the lesser will its impact be on the scale and enclosure of the street space and the character of an area. The tall residential towers recently built in the heart of the High Street Quarter in Hounslow take this form.

3.4.6. Setting back the tower can also improve the micro climatic condition in the street space around the building. Towers developing out of urban blocks relate better to the human scale perception of the street space, and are generally the preferable type of tall buildings in an urban context.



**Image 3.4: Recent towers emerging from urban blocks in Hounslow's High Street Quarter**

## 3.5 TALL BUILDING CLUSTERS

3.5.1. A cluster of tall buildings is formed when several tall buildings are co-located in a confined area.

3.5.2. Clustering of tall buildings can create powerful and distinctive features on the skyline but this requires careful management and coordination in respect of the location and height of potential tall buildings. Competition between sites for the 'tallest' building may shift the centre of gravity and affect the reading of a cluster on the skyline. Tall buildings proposed outside a cluster can weaken its strength and legibility. If not carefully managed clusters can easily mutate into an uncoordinated sprawl of taller buildings over time, and undermine the impact and reading of the cluster on the skyline.

3.5.3. Tall buildings need to stand sufficiently close together to be read as part of the cluster on the skyline; if the cluster stretches too far then it is likely to be less identifiable. Locating the tallest building in the centre of a cluster, with the height of other taller buildings decreasing the further they are away from the centre, is likely to deliver a more recognisable cluster that appears similar when viewed from different directions.

3.5.4. A cluster of tall buildings may be arranged to be viewed from a particular direction for example as part of the experience of moving along the Great West Corridor. This may create a skyline composition that reinforces the identity and image of the place.



**Image 3.5: Cluster of tall buildings emerging near Kew Bridge at the eastern end of the Great West Corridor**

3.5.5. Another notable cluster of tall buildings is emerging in Hounslow town centre. Similarly a number of tall buildings have recently been brought forward around the station in the heart of Feltham town centre.



**Image 3.6: A number of tall buildings have recently been built around Feltham station**

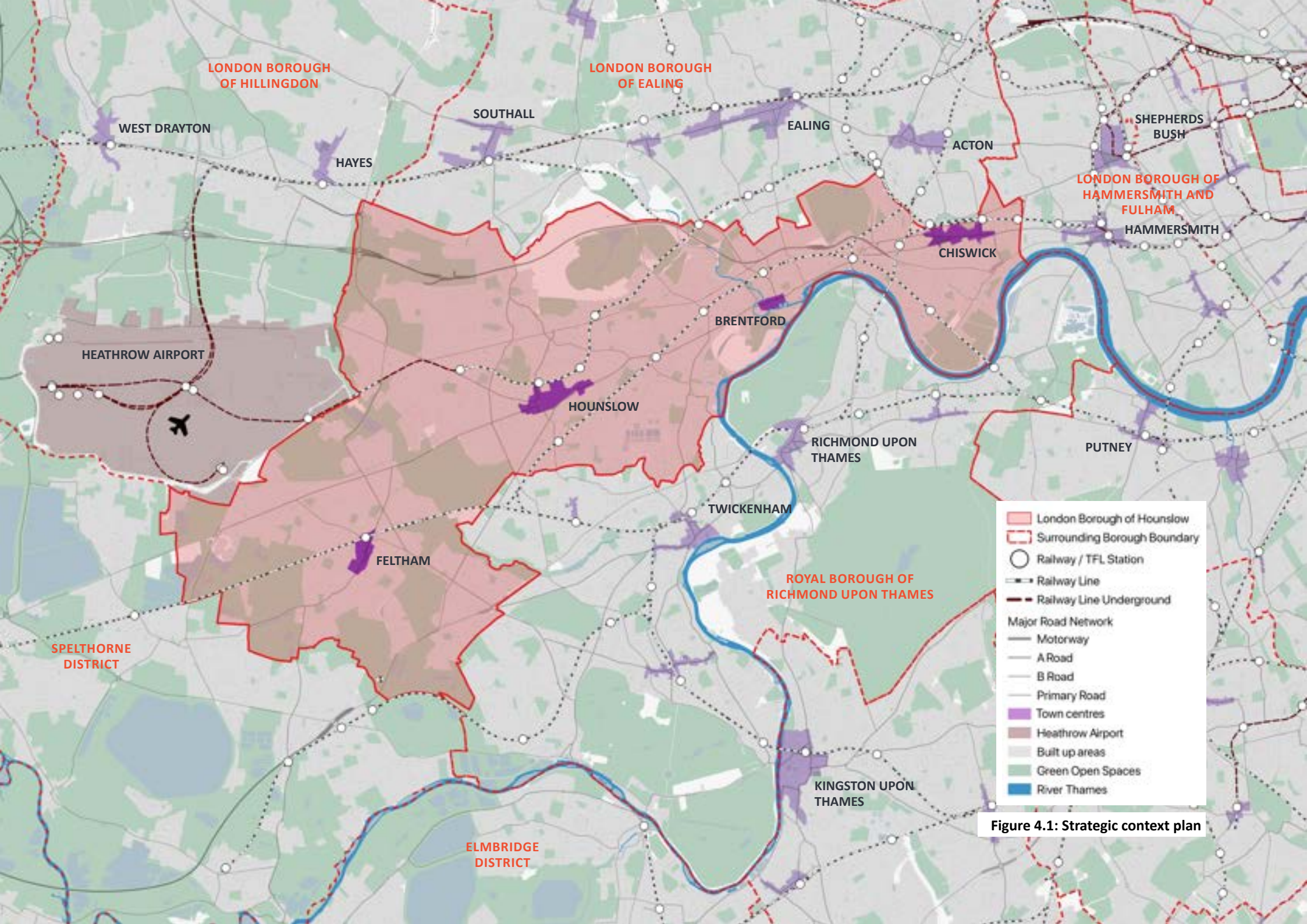


Figure 4.1: Strategic context plan

## 4. SPATIAL OVERVIEW OF BOROUGH

### 4.1 STRATEGIC CONTEXT

4.1.1. The London Borough of Hounslow is located to the west of London and extends approximately 16 km from the more urban Chiswick in the east to the suburban borders of Surrey to the west. It borders the London Boroughs of Richmond upon Thames, Hammersmith and Fulham, Ealing and Hillingdon, in addition to Spelthorne District in Surrey and has an overall area of approximately 56 sq km (21 sq miles).

4.1.2. The London Borough of Hounslow is located to the north of the River Thames with the river forming the Borough's boundary and influencing its character in the east. Heathrow Airport is located at the western edge of the Borough and has significant impact both economically and environmentally with the flight path extending across the Borough.

4.1.3. The main movement corridors, M4 motorway, Great West Road (A4) and Staines Road / Bath Road together with rail and London Underground Piccadilly Line are all aligned east to west through the Borough with north to south connections less well defined.



**Image 4.1: Brentford town centre alongside the River Thames towards the south - east of the Borough**



**Image 4.2: Bath Road on the approach to Hounslow West with the spire of Church of St. Paul (Hope Church) prominent on this main east to west route**

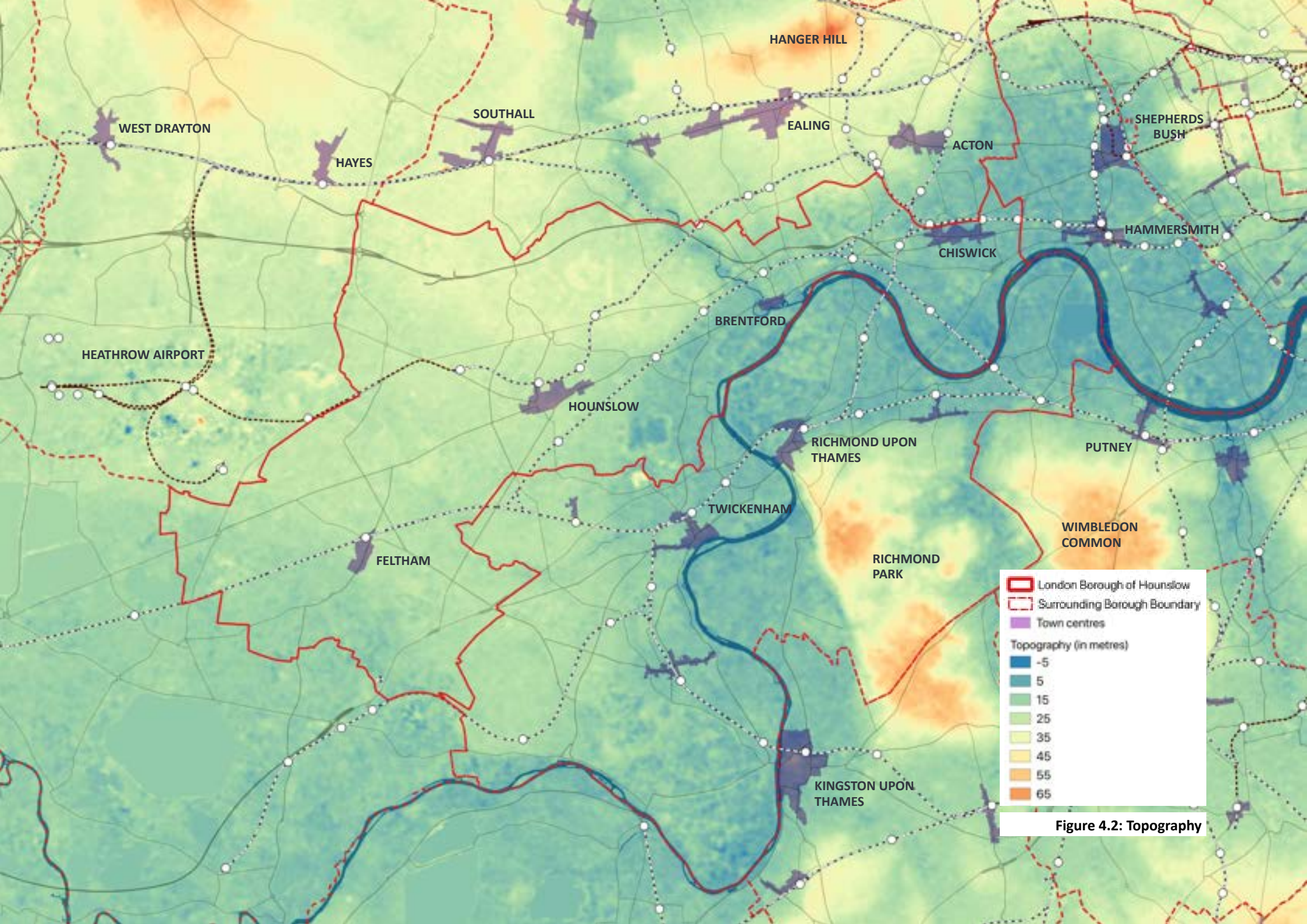


Figure 4.2: Topography

## 4.2 TOPOGRAPHY

4.2.1. The London Borough of Hounslow is relatively flat with low lying land alongside the River Thames and River Brent and the remainder of the Borough only a little higher (up to 30m AOD).

4.2.2. There is elevated land to the east within Richmond Park and Wimbledon Common and to the north at Hanger Hill.

4.2.3. Tall buildings in Feltham and Hounslow town centres are visible in views from elevated land on the western edge of Richmond Park and the taller buildings on the Great West Corridor (GSK headquarters and Great West House) are visible from Sawyers Hill at the northern edge of Richmond Park.

4.2.4. Whilst tall buildings may be more visible from elevated land the flat topography of the Borough means that taller structures may also be visible from a long way off with no elevated land in between to obscure views. Similarly where long views are visible along the River Thames visibility of tall buildings may also be accentuated.



**Image 4.3: Residential towers in Brentford are prominent viewing downstream on the River Thames from the Thames Path**



**Image 4.4: View from Richmond Park with Barratt House in Hounslow town centre helping to locate the centre in the view**

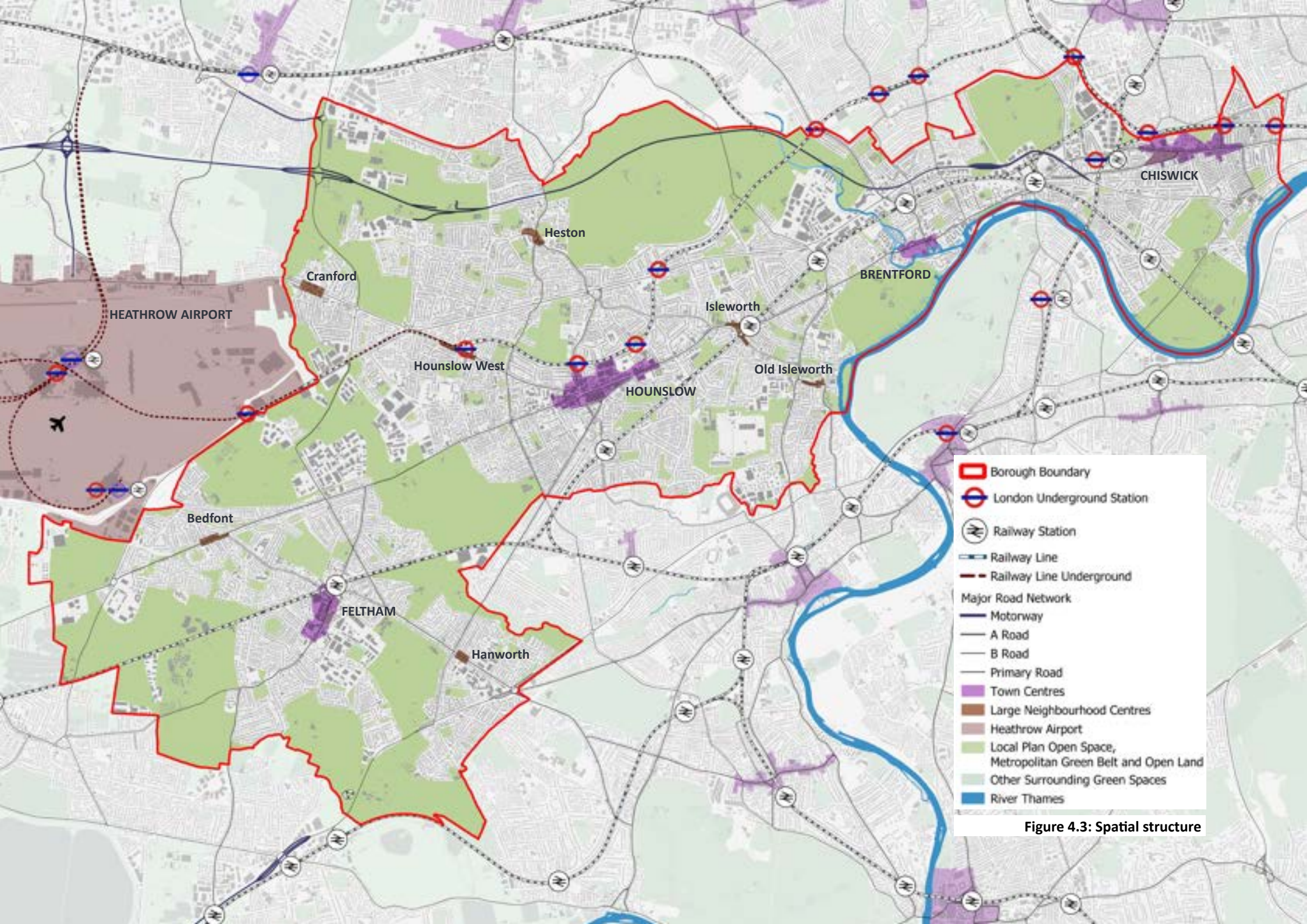


Figure 4.3: Spatial structure

## 4.3 SPATIAL STRUCTURE

### CENTRES

4.3.1. There are four town centres within the Borough; Feltham, Hounslow, Brentford and Chiswick. The latter three are linear settlements that extend along the A315. Feltham is to the south-west of the Borough.

4.3.2. There are also seven large neighbourhood centres; Bedfont, Hanworth, Cranford, Hounslow West, Heston, Isleworth and Old Isleworth.

4.3.3. The character of the centres varies reflecting their history and uses. Chiswick, to the east, is the most urban in character with a fine grain of historic properties fronting the High Street. Brentford and Isleworth are also historic settlements close to the river. The former is now undergoing considerable change.

4.3.4. Many of the centres in the west of the Borough are also historic in origin and grew rapidly through the 20th century on the former Hounslow heathland. Historic fragments often remain and church spires are sometimes prominent on the skyline within these largely suburban neighbourhoods.



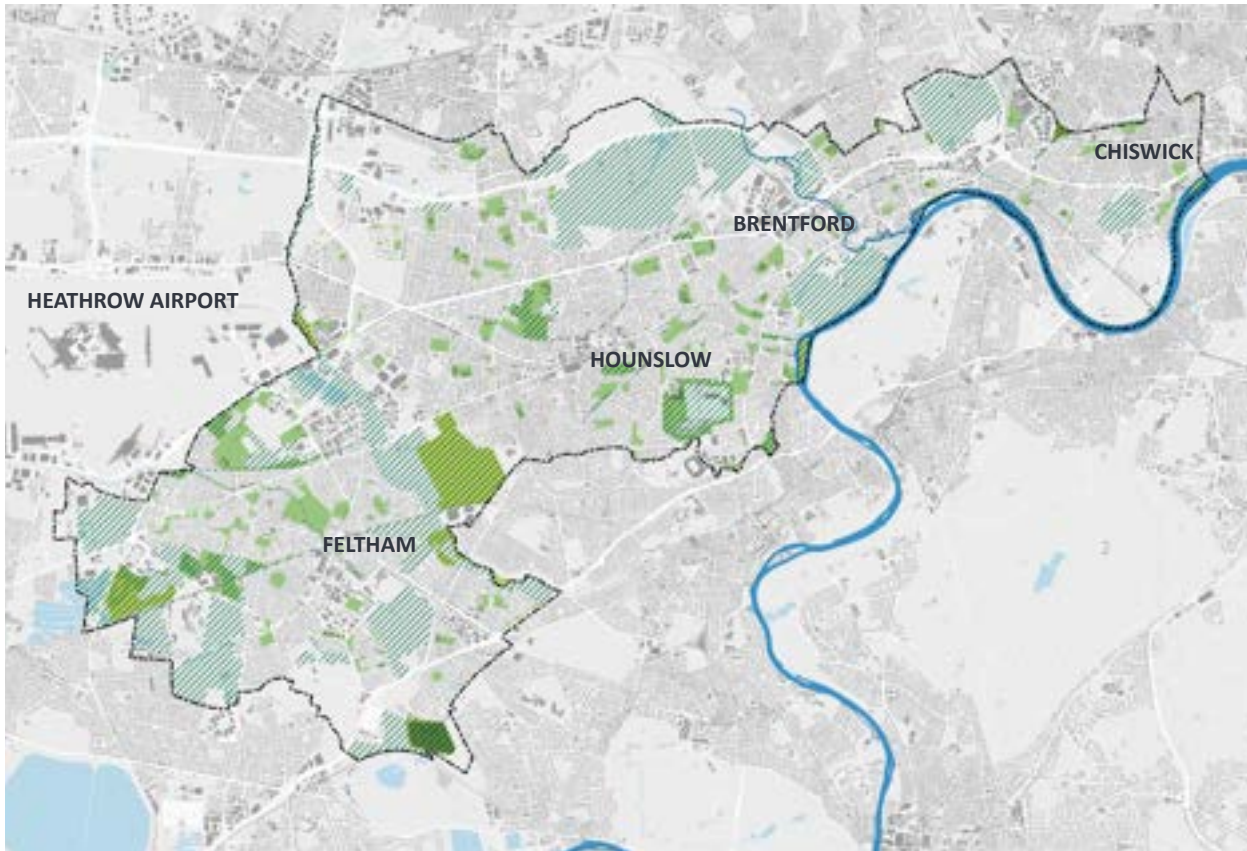
Image 4.5: Tall residential buildings next to Feltham station



Image 4.6: Hounslow High Street



Image 4.7: Chiswick High Road



-  Borough Boundary
-  Local Plan Site of Importance for Nature Conservation
-  Local Plan Local Nature Reserves
-  Local Plan Special Protection Area - Ramsar
-  Local Plan Open Space
-  Local Plan Waterways and River Thames

**Figure 4.4: Green and blue infrastructure**

## OPEN SPACES

4.3.5. A significant part of the Borough is composed of open spaces. The largest are Gunnersbury Park, Osterley Park and Syon Park in the east and Hanworth Park, Hounslow Heath and Bedfont Lakes Country Park in the west. There are also numerous smaller public parks and spaces through the Borough. Public access to Osterley Park and Syon Park is restricted.

4.3.6. Green corridors and public access also extend along the River Thames, River Brent and River Crane.

4.3.7. Many of the parks and open spaces have been designated as Sites of Importance for Nature Conservation (SINCs) and some, including Hounslow Heath, are nature reserves.

## OPEN SPACE DESIGNATIONS

4.3.8. Much of the open space in the Borough is designated as either Metropolitan Open Land or as Green Belt.

4.3.9. The Metropolitan Open Land is towards the east of the Borough and includes Osterley Park, Syon Park, Gunnersbury Park and Chiswick Gardens and the adjacent cemetery and sports pitches.

4.3.10. A tapestry of open spaces towards the west of the Borough are designated as Green Belt. This includes Hanworth Park, Hounslow Heath, the River Crane corridor and Bedfont Lakes Country Park.

4.3.11. These designations protect these spaces from inappropriate development.

4.3.12. Land adjacent the River Thames is designated as the Thames Policy Area. Planning decisions in the Thames Policy Area designation require specific attention to their impact on the character and conservation in the Thames landscape.

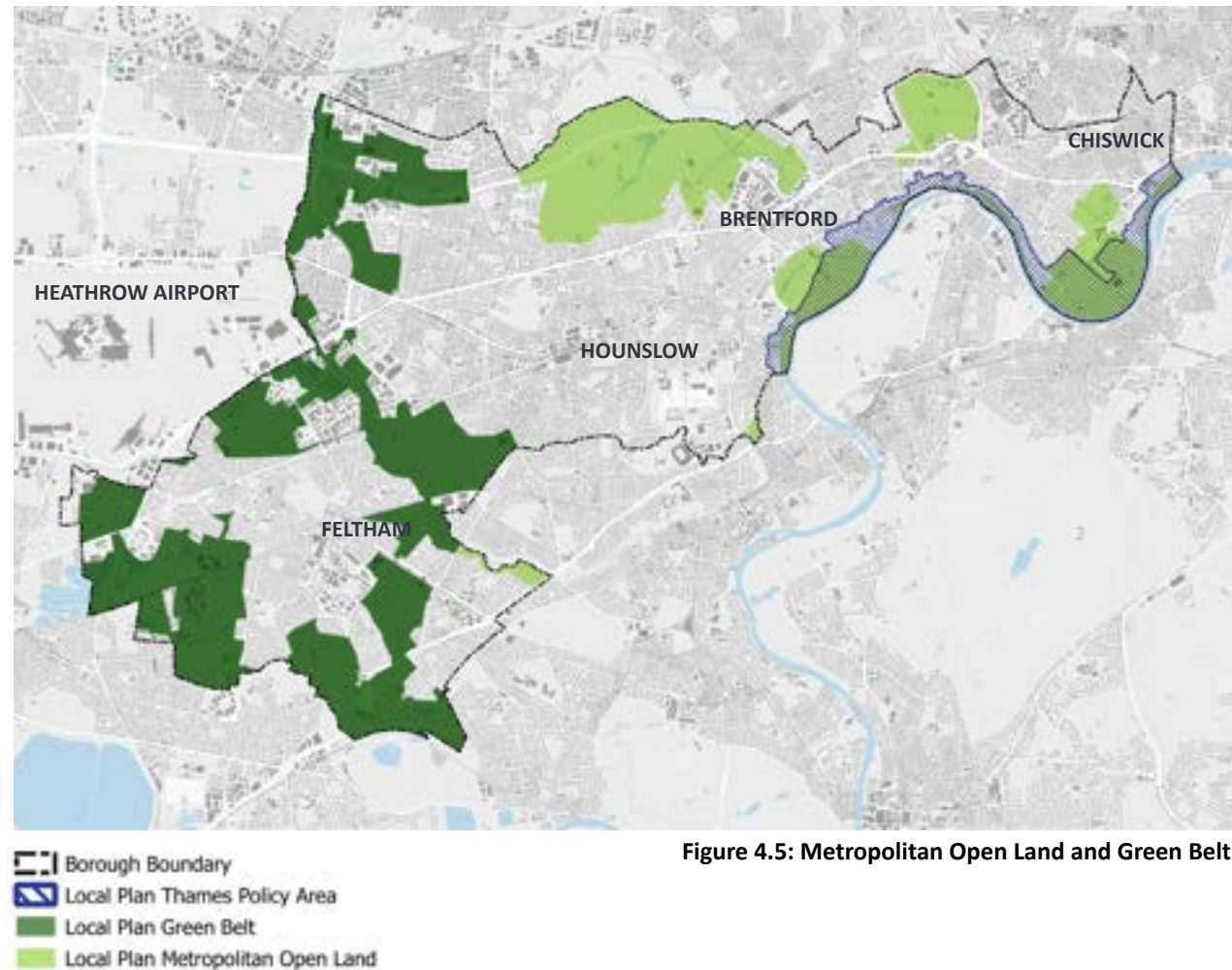


Figure 4.5: Metropolitan Open Land and Green Belt

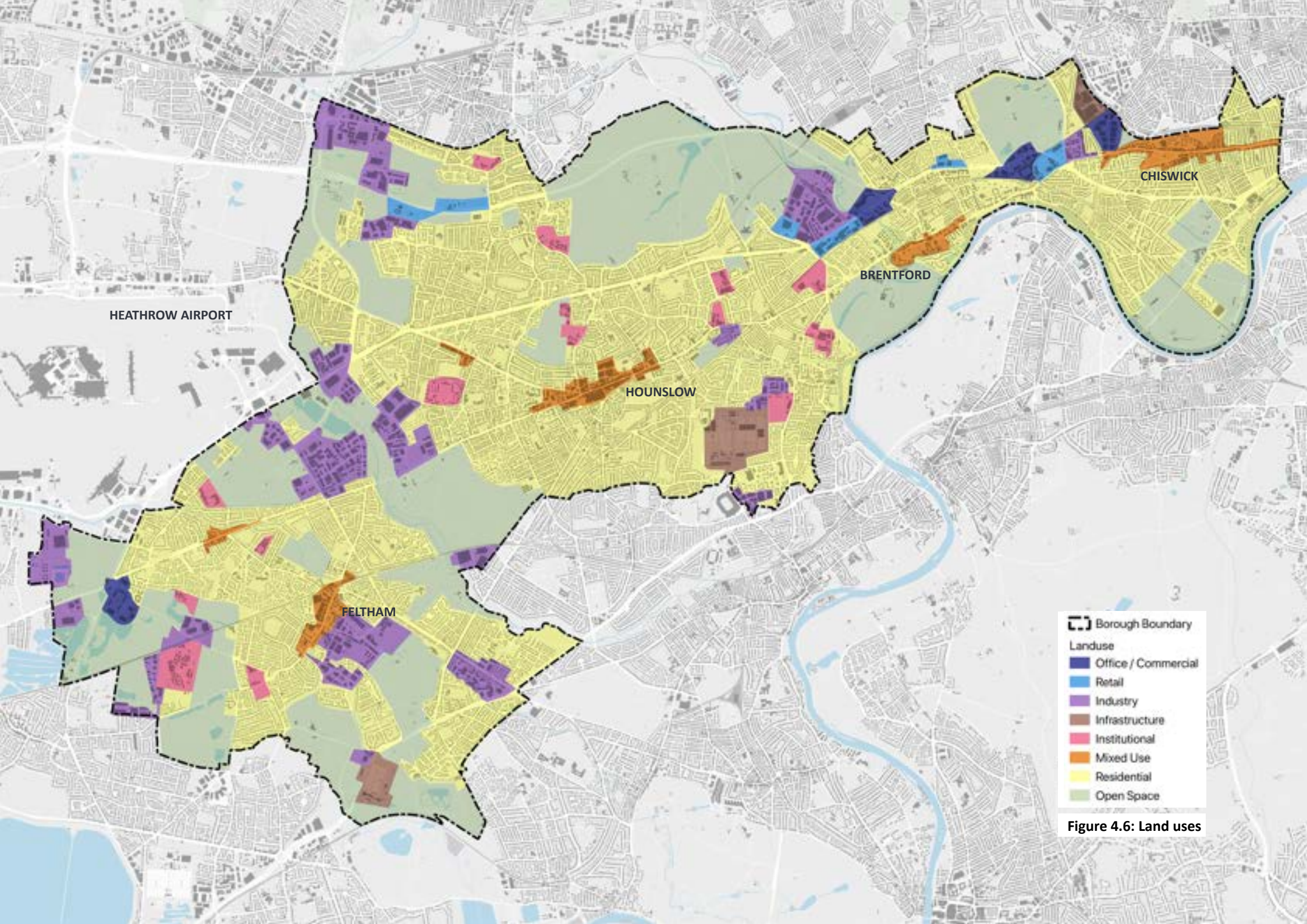


Figure 4.6: Land uses

## 4.4 LAND USES

4.4.1. Beyond the four main town centres, which are mixed use, the majority of the built up areas within the Borough are residential.

4.4.2. There are however a number of employment areas including office locations primarily in the east of the Borough at Chiswick Park and on the Great West Corridor and trading estates and light industrial uses primarily in the west of the Borough and located where they benefit from accessibility to the strategic road network and Heathrow Airport.

4.4.3. Many of the employment locations are designated in the Local Plan as either Locally Significant or Strategic Industrial Locations.

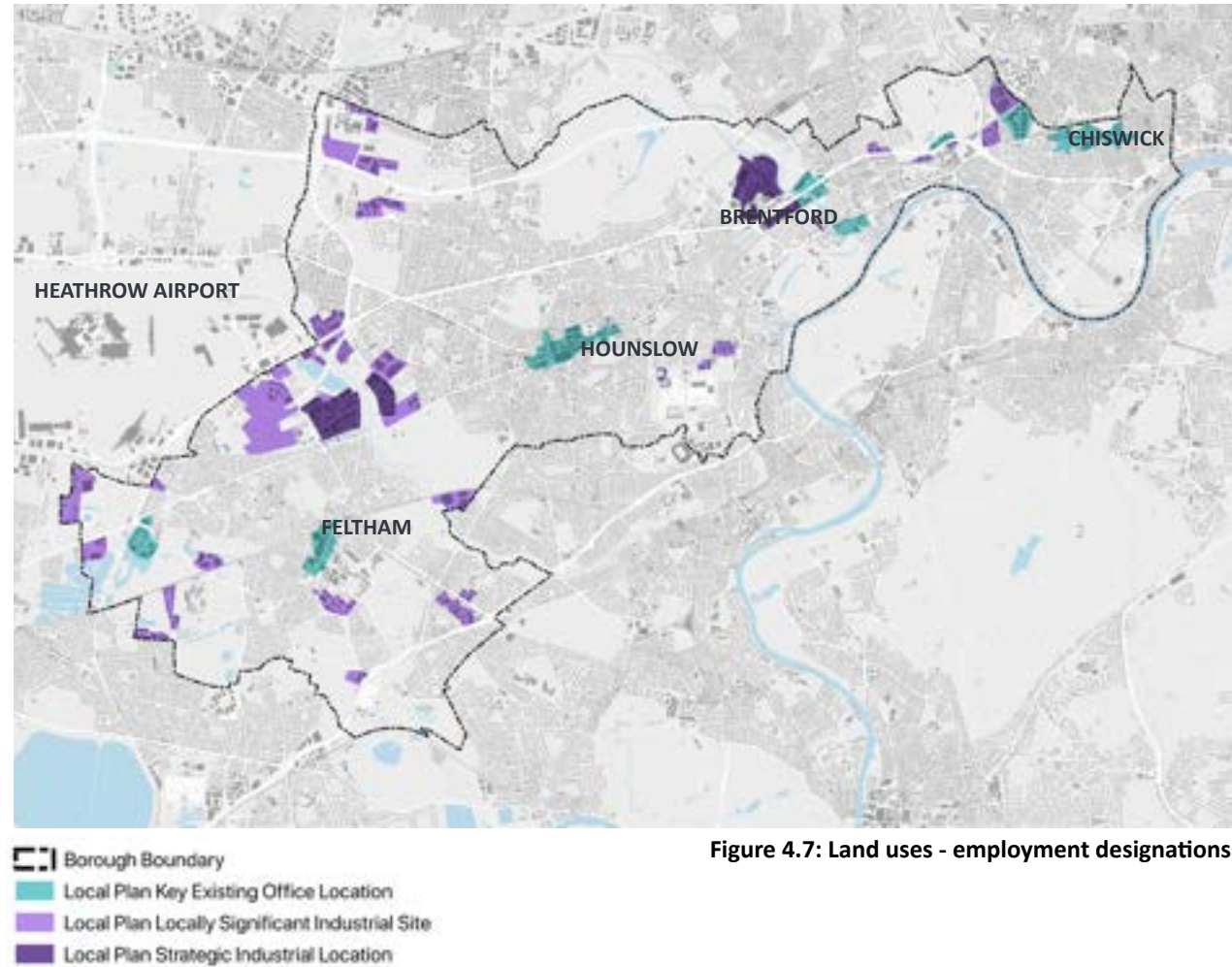


Figure 4.7: Land uses - employment designations

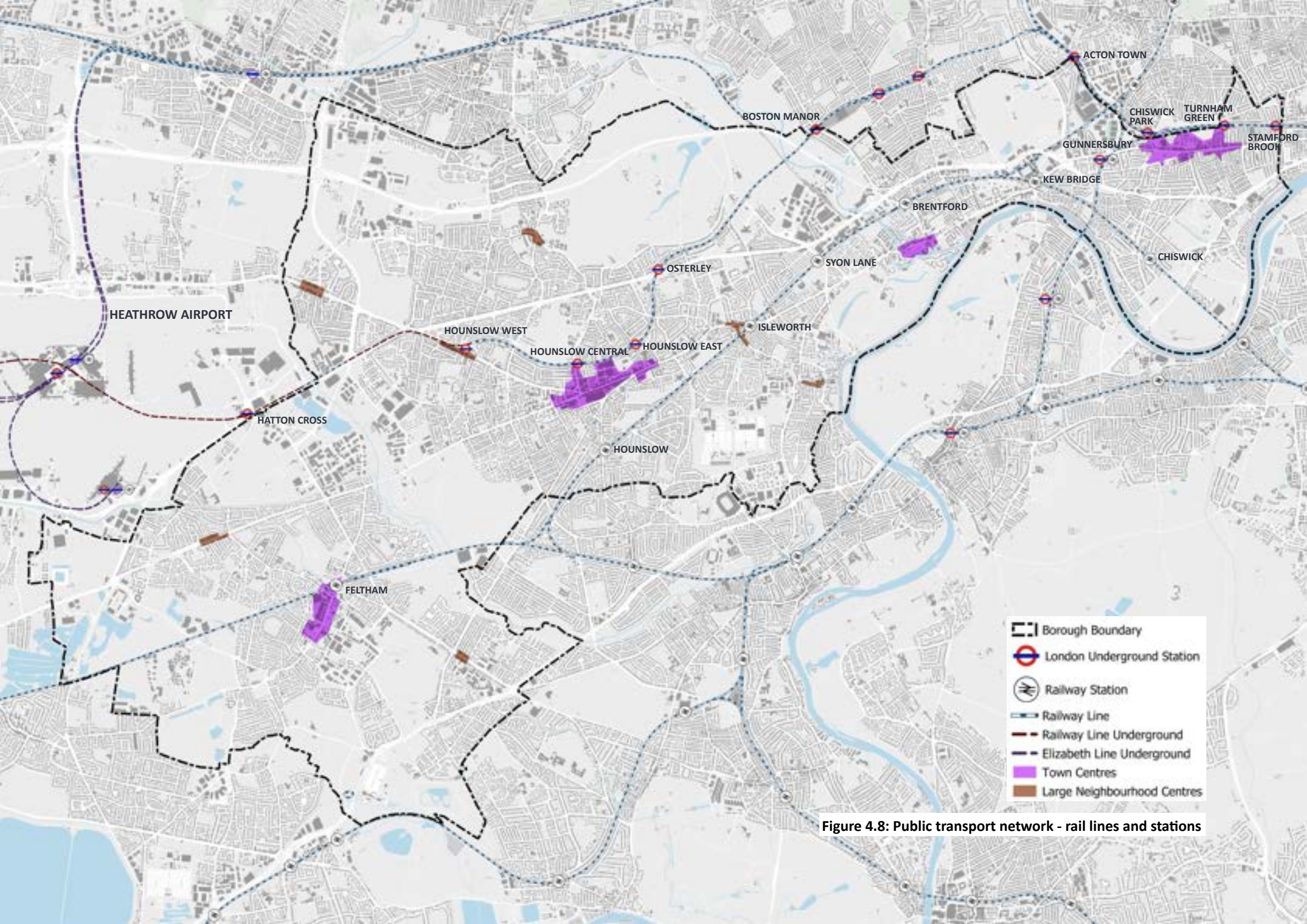


Figure 4.8: Public transport network - rail lines and stations

## 4.5 PUBLIC TRANSPORT

4.5.1. The London Underground Piccadilly Line extends east to west through the northern part of the Borough and terminates at Heathrow Airport to the west. It provides two stops within Hounslow town centre. The London Underground District Line passes through the Chiswick in the east of the Borough and terminates to the south in Richmond.

4.5.2. A rail line also extends east west through the Borough with stops at Chiswick, Kew Bridge, Brentford, Syon Lane, Isleworth, Hounslow and Feltham. This line provides direct services into London Waterloo.

4.5.3. London Overground services on the Richmond to Stratford line stop at Gunnersbury station in the east of the Borough and there are proposals for a West London Orbital line that would use existing under-utilised rail lines and extend from Hounslow in the south to Hendon and West Hampstead in the north via Old Oak Common. This route would provide additional services to the existing Hounslow, Isleworth, Syon Lane and Brentford stations and a new station at Lionel Road next to the Brentford Community Stadium.

4.5.4. Whilst east to west connections are good there are no north to south rail connections in the west of the Borough.

4.5.5. The Borough is well served by buses with a network of routes and stops following the main roads through the Borough and serving both the town and large neighbourhood centres.



Figure 4.9: Public transport network - bus routes and stops

4.5.6. The Public Transport Accessibility Level (PTAL) in Hounslow and Chiswick town centres is excellent (refer to Figure 4.10) and is generally good along the London Road and Bath Road (A315) corridor but reduces markedly in the residential neighbourhoods to the north and south.

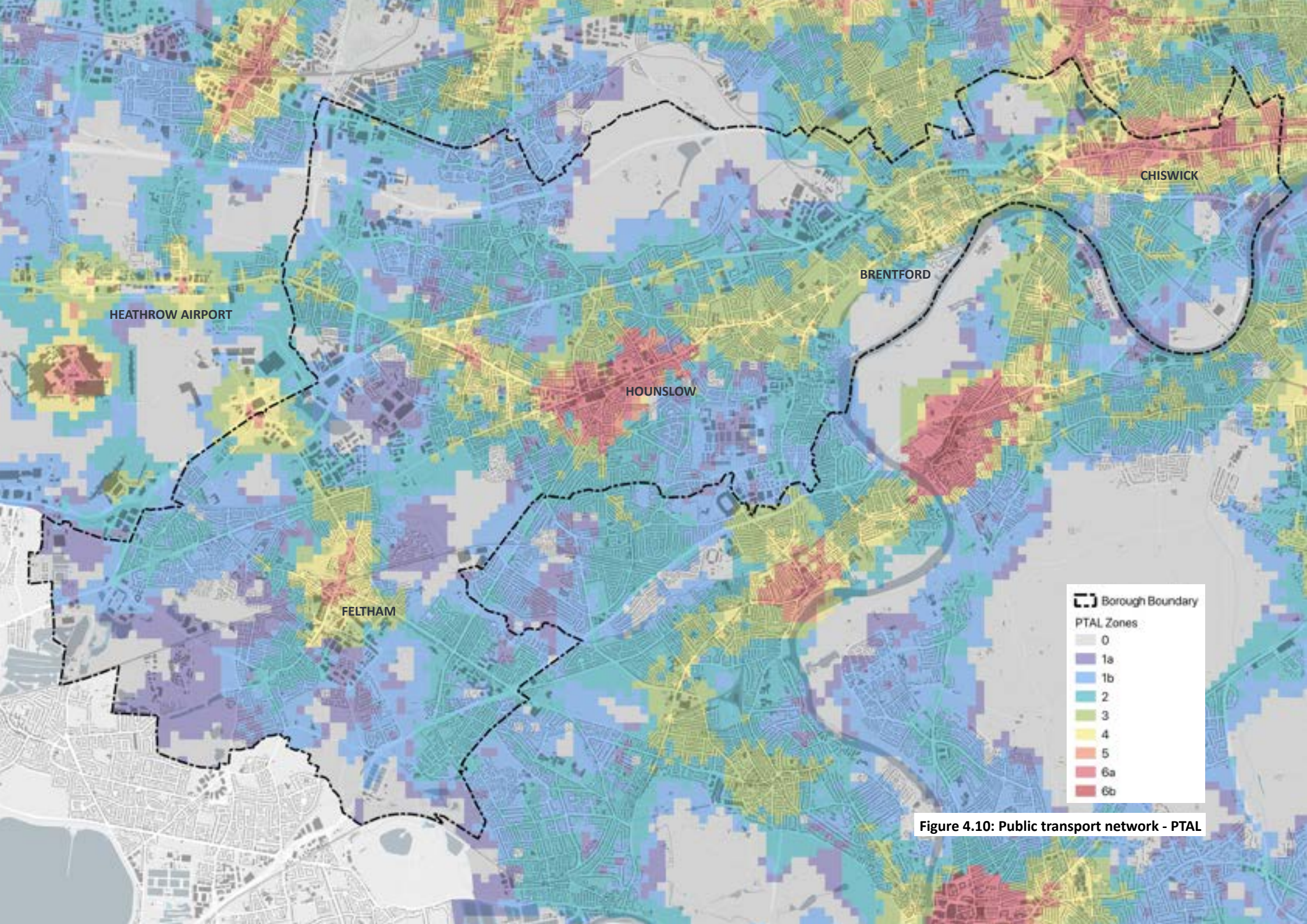


Figure 4.10: Public transport network - PTAL

## 4.6 CONSTRAINTS

### CIVIL AVIATION SAFEGUARDING

4.6.1. The Borough is on the flight path to Heathrow Airport and an aerodrome safeguarding plan has been prepared by the airport authority that identifies when consultation will be required with the airport owner or operator in relation to building heights proposed.

4.6.2. The current plan (2017) is reproduced in Figure 4.11. As a general principle the closer a site is to the airport the lower the building height that triggers the need to consult with the airport. The plan also indicates Public Safety Zones on the immediate approaches to the runways. Within these areas there is a general presumption against development (excepting small extensions to dwellings or uses that involve a low density of people living, working or congregating).

4.6.3. Gatwick Airport have a safeguarding zone that extends to 55km from the airport, which includes the London Borough of Hounslow. They must be consulted on any building or structure that exceeds 300m above ground level.

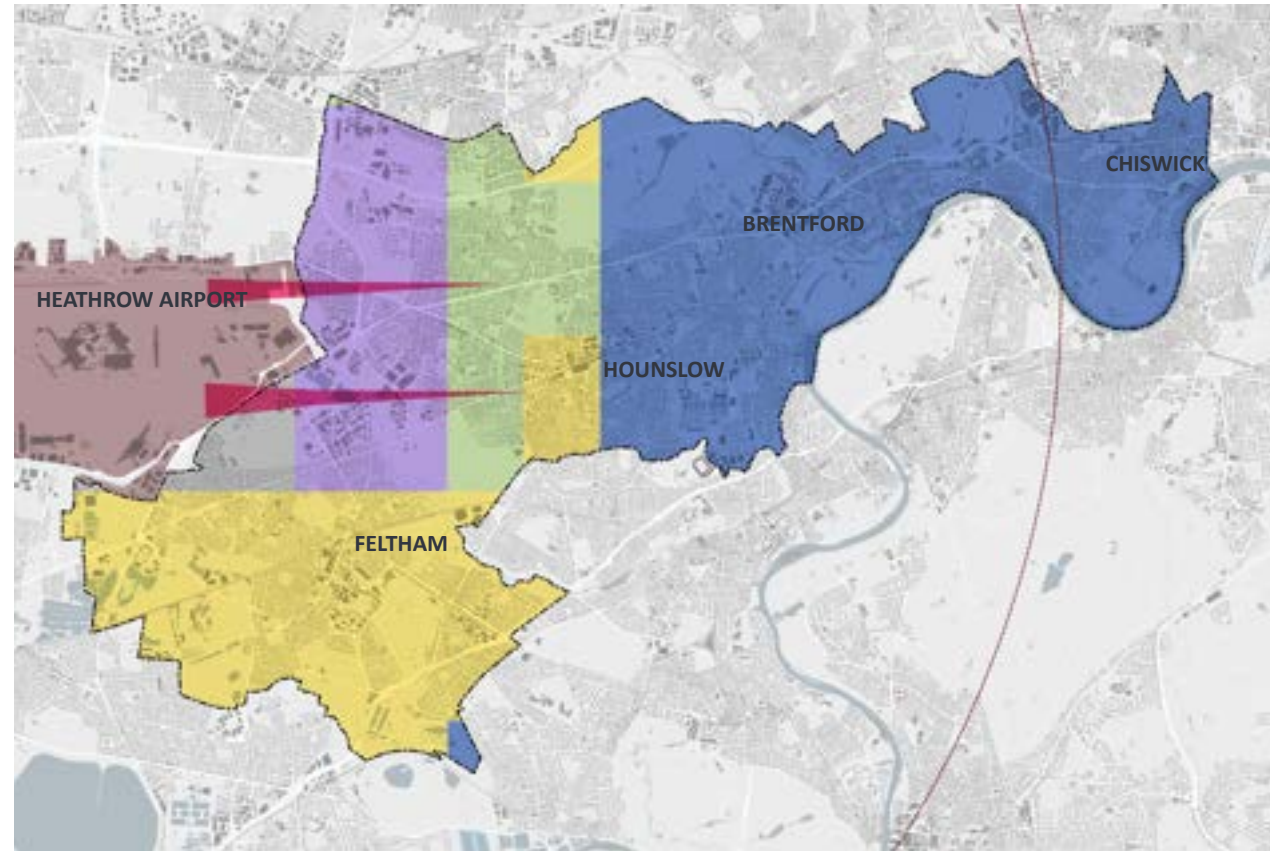


Figure 4.11: Civil Aviation Authority Safeguarding

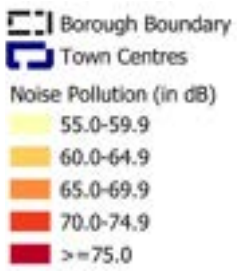
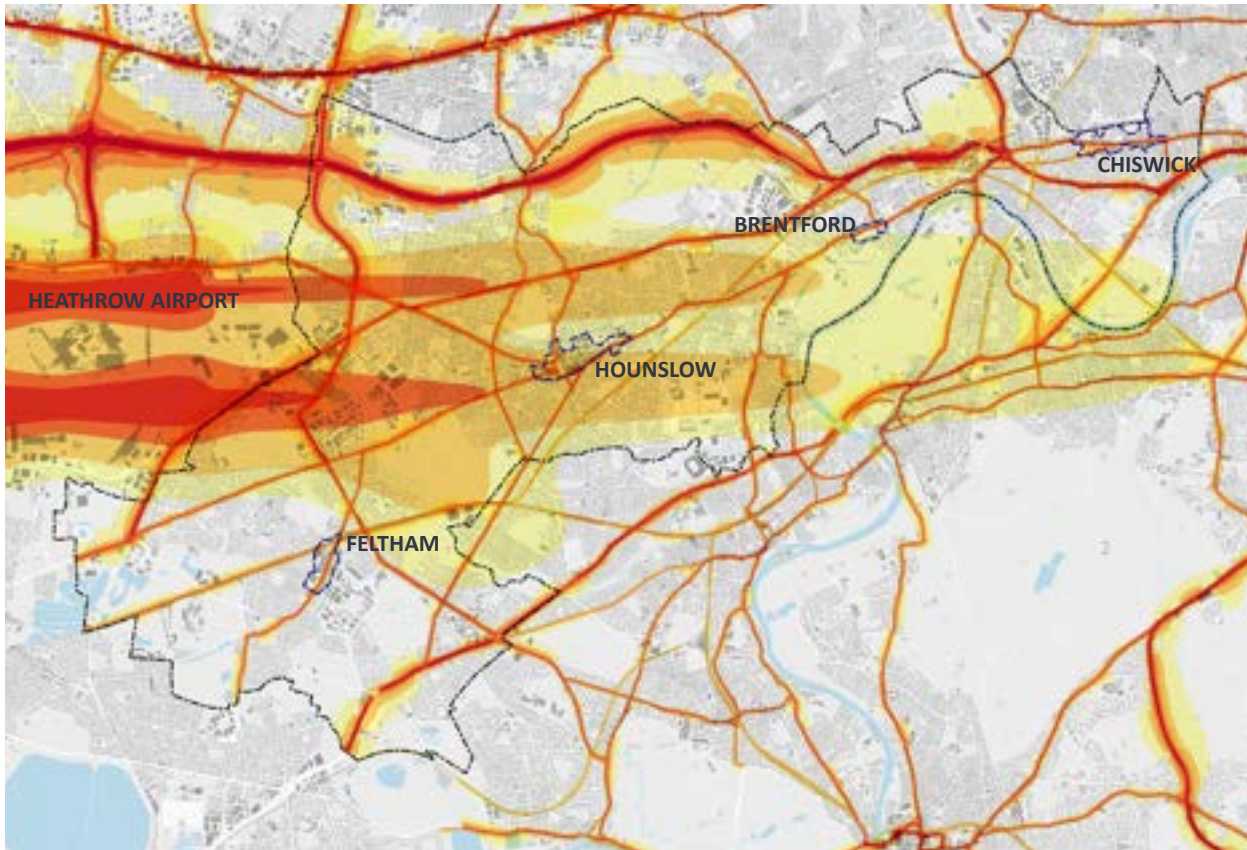


Figure 4.12: Noise pollution

## NOISE

4.6.4. Heathrow Airport and its flight paths together with major road corridors, and in particular the M4 and A4, contribute to high levels of noise pollution in the Borough.

4.6.5. This is particularly apparent through parts of Cranford, Heston, Osterley, Hounslow and Brentford which are impacted by both road noise from the M4 and / or sit underneath the flight path.

4.6.6. Noise pollution can have a serious effect on human health, and therefore development should seek to avoid and mitigate noise nuisance.

4.6.7. The current Local Plan seeks to direct noise-sensitive uses (i.e. residential, nursing/ care homes, schools/educational establishments, hospitals/healthcare facilities) outside of the 69 dB LAeq 16hrs noise contour of Heathrow Airport. This approach is consistent with Section 2 of the International Civil Aviation Organisation (ICAO) Balanced Approach to Aircraft Noise Management.

## AIR QUALITY

4.6.8. Air pollution is an important environmental concern in the Borough with Heathrow Airport and traffic congestion the main sources of NO<sub>x</sub> in Hounslow.

4.6.9. An Air Quality Management Order is applied to the whole Borough. Areas with high air pollution tend to follow the major road network through the Borough and at town centres where main routes often converge.

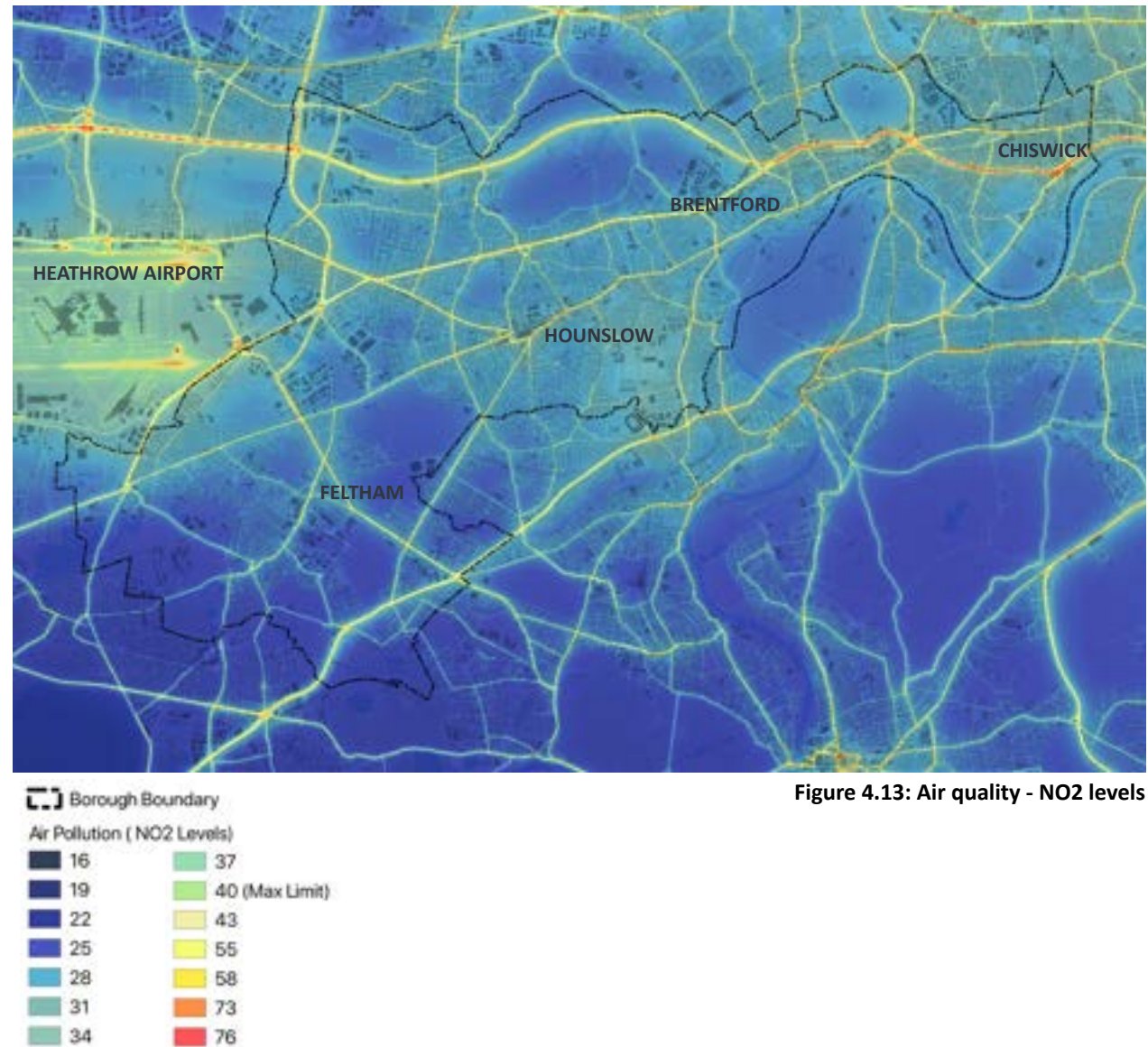


Figure 4.13: Air quality - NO<sub>2</sub> levels

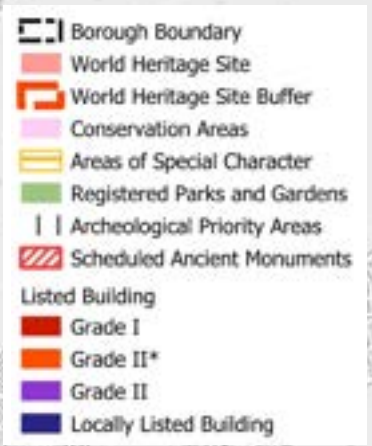
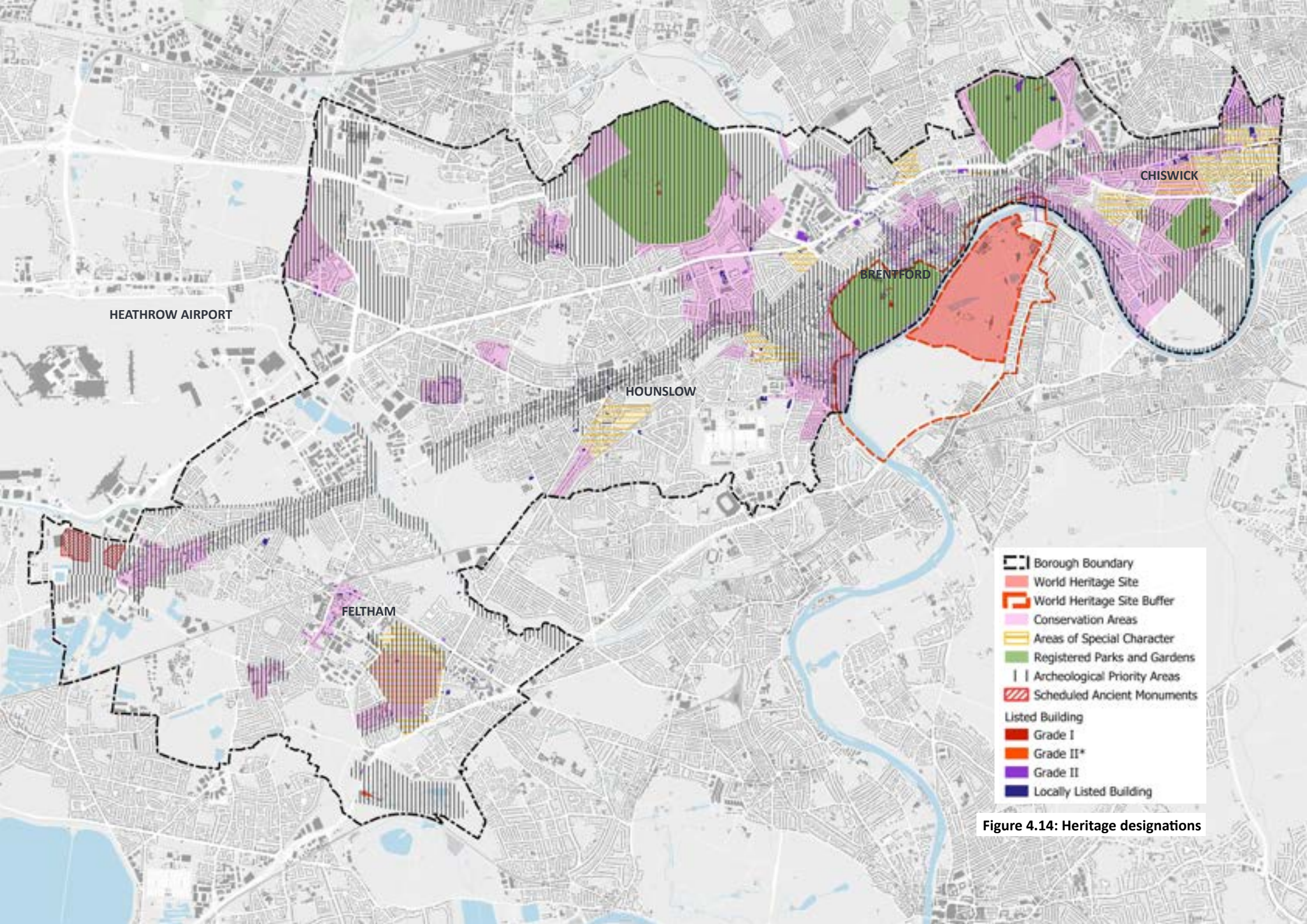


Figure 4.14: Heritage designations

## 4.7 HERITAGE AND VIEWS

### HERITAGE

4.7.1. There are many heritage assets within the London Borough of Hounslow with a greater concentration within the eastern part of the Borough.

4.7.2. Heritage assets include:

- The buffer zone to the Royal Botanic Gardens Kew World Heritage Site. The WHS itself is within the Royal Borough of Richmond upon Thames;
- 28 Conservation Areas (which cover 21.7% of the Borough area);
- 8 Areas of Special Character (which cover 4.1% of the Borough area);
- 4 Registered Parks and Gardens;
- Over 700 Listed Buildings including 32 Grade I; and
- Numerous Locally Listed buildings.

4.7.3. Tall buildings with their massing and height can be out of character within historic areas and significantly undermine the setting of designated heritages assets.

### LANDMARKS AND VIEWS

4.7.4. The Hounslow Characterisation and Growth Study identifies a number of landmarks (prominent elements either because of their height, massing or distinctiveness) and strategic views towards the major landmarks and other distinctive components. These are indicated in Figure 4.15.

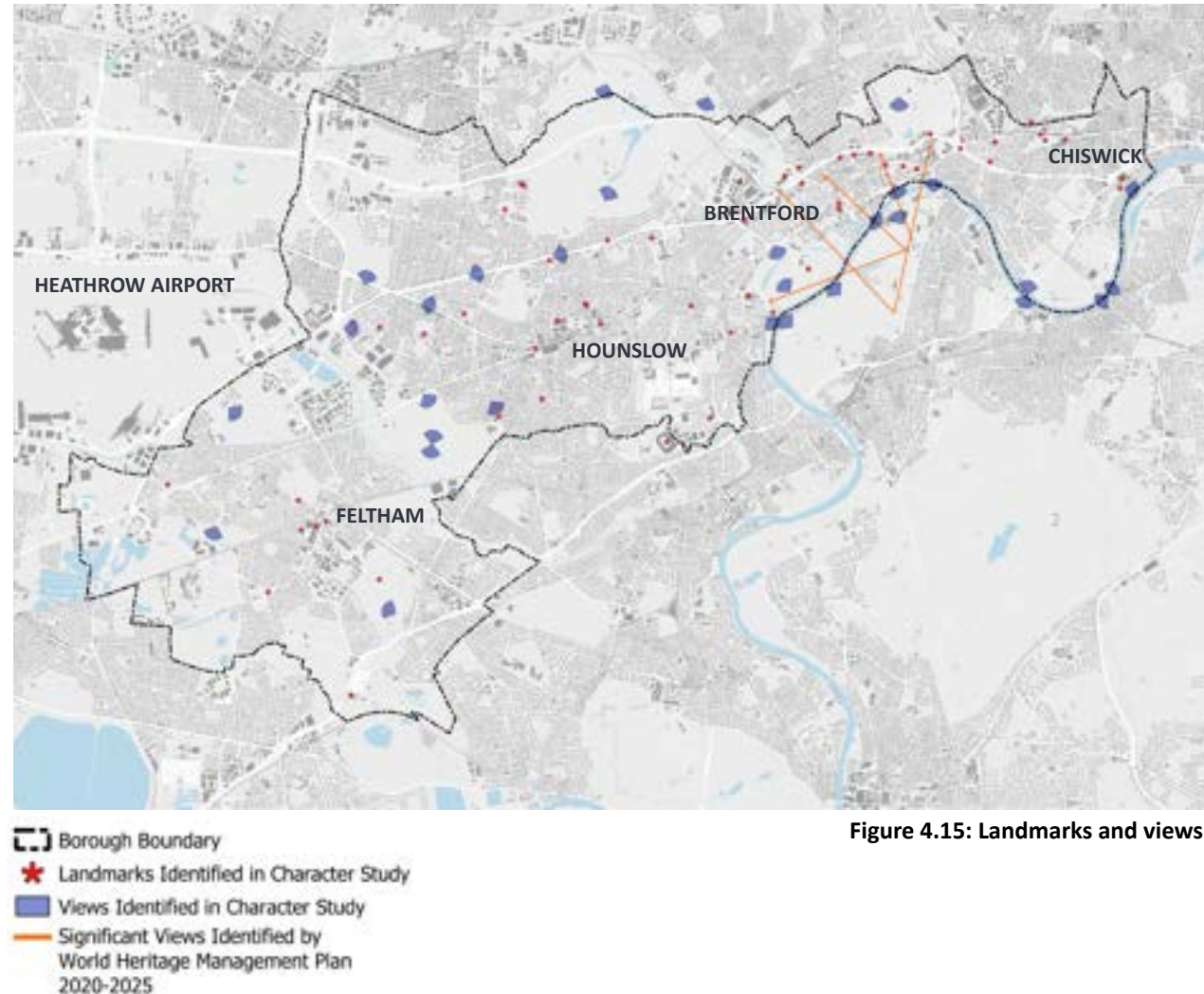
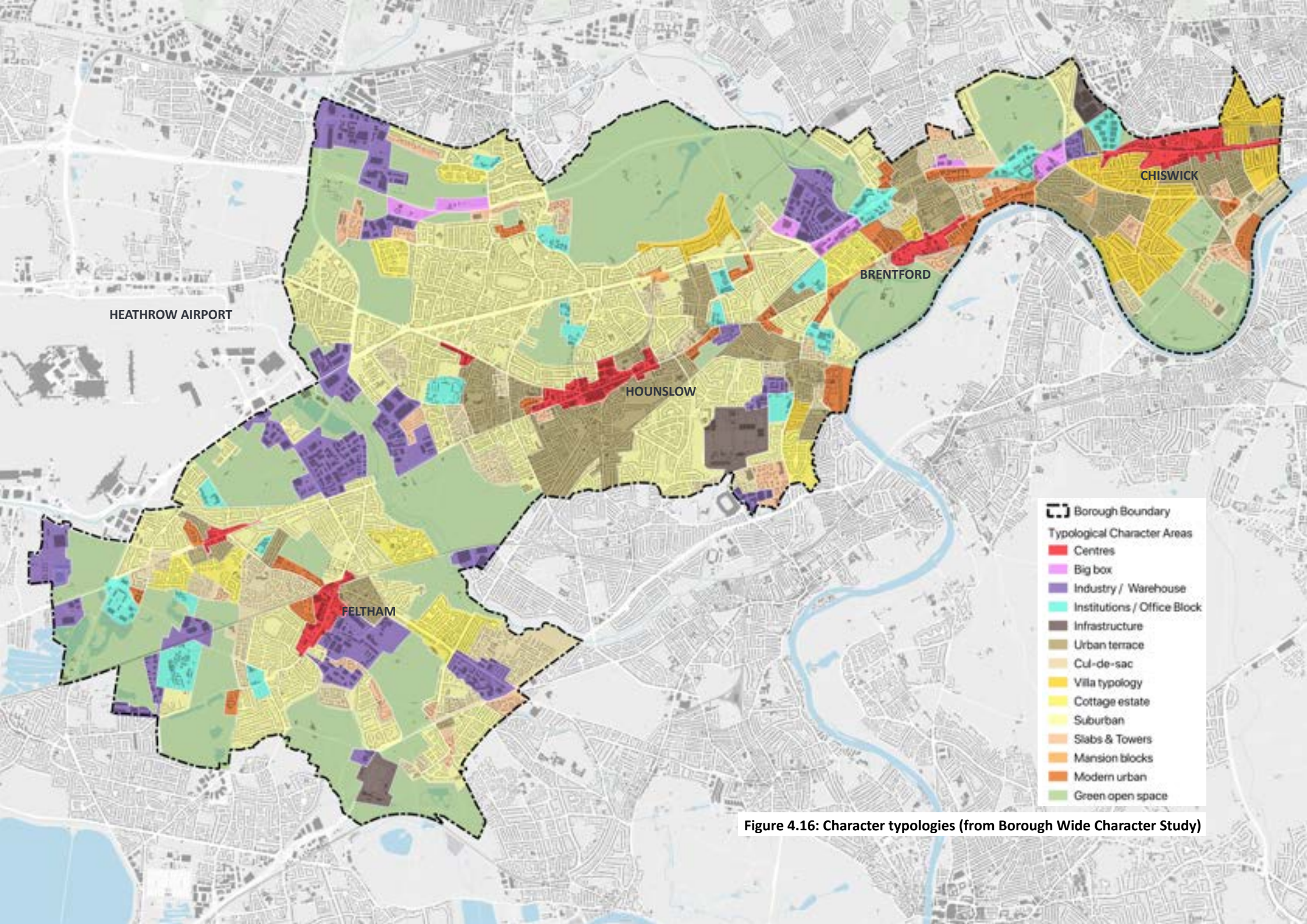


Figure 4.15: Landmarks and views



HEATHROW AIRPORT

FELTHAM

HOUNSLOW

BRENTFORD

CHISWICK

-  Borough Boundary
- Typological Character Areas**
-  Centres
-  Big box
-  Industry / Warehouse
-  Institutions / Office Block
-  Infrastructure
-  Urban terrace
-  Cul-de-sac
-  Villa typology
-  Cottage estate
-  Suburban
-  Slabs & Towers
-  Mansion blocks
-  Modern urban
-  Green open space

Figure 4.16: Character typologies (from Borough Wide Character Study)

## 4.8 CHARACTER

4.8.1. The character of the Borough varies from west to east. The west of the Borough is largely composed of suburban residential areas interspersed with industrial estates and set within remnants of the former heathland. The east of the Borough is composed of more historic development of urban terraces and villas set within a mature landscape of historic parks.

4.8.2. The Hounslow Characterisation and Growth Study sub-divides the Borough into its constituent typological areas based on their built form characteristics. These typological areas are indicated in Figure 4.16 on the facing page. The typological areas have then be used to identify residential densities (dwellings per hectare based on a residential address data - Figure 4.17) and building context heights (average mean building heights - Figure 4.20).

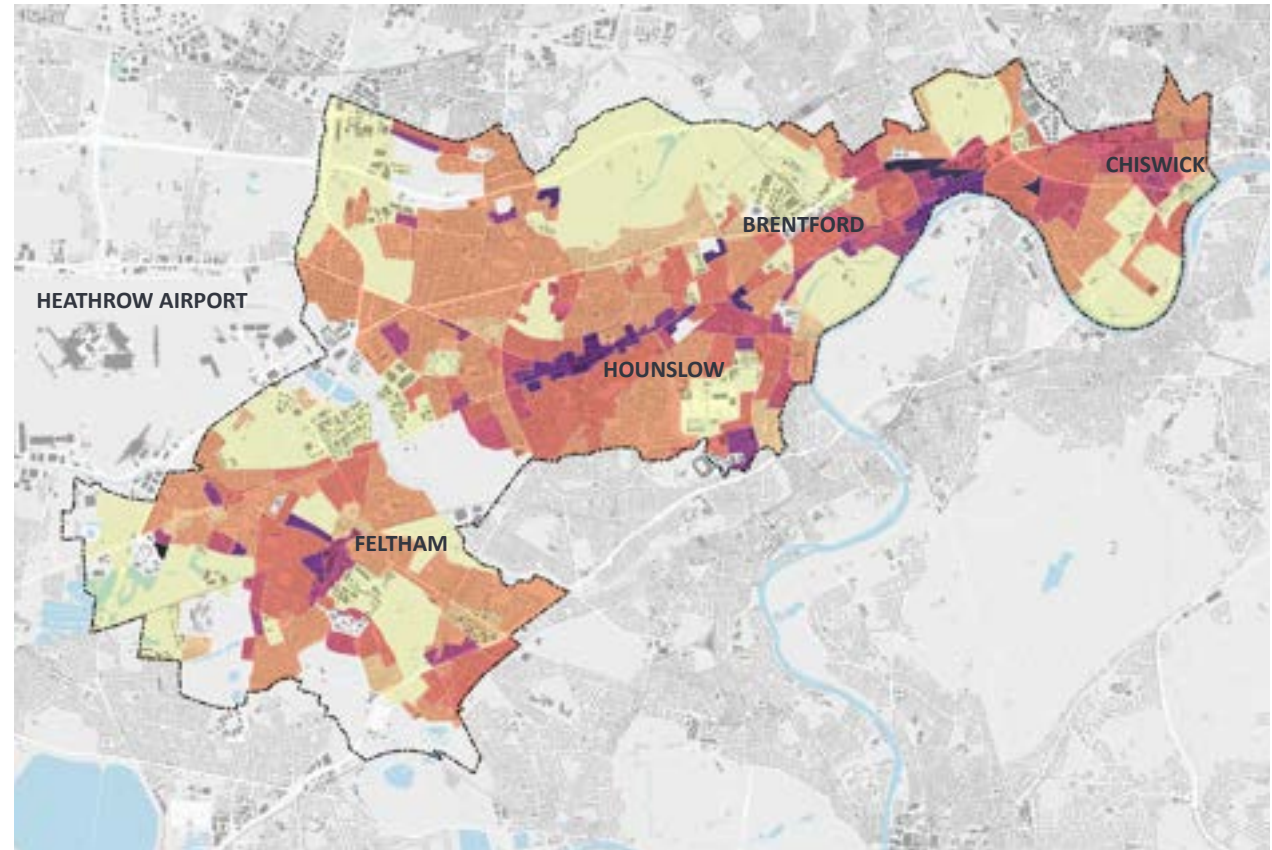
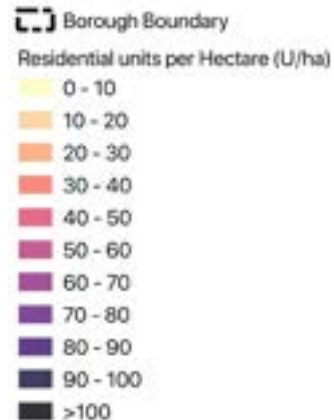


Figure 4.17: Dwellings per hectare



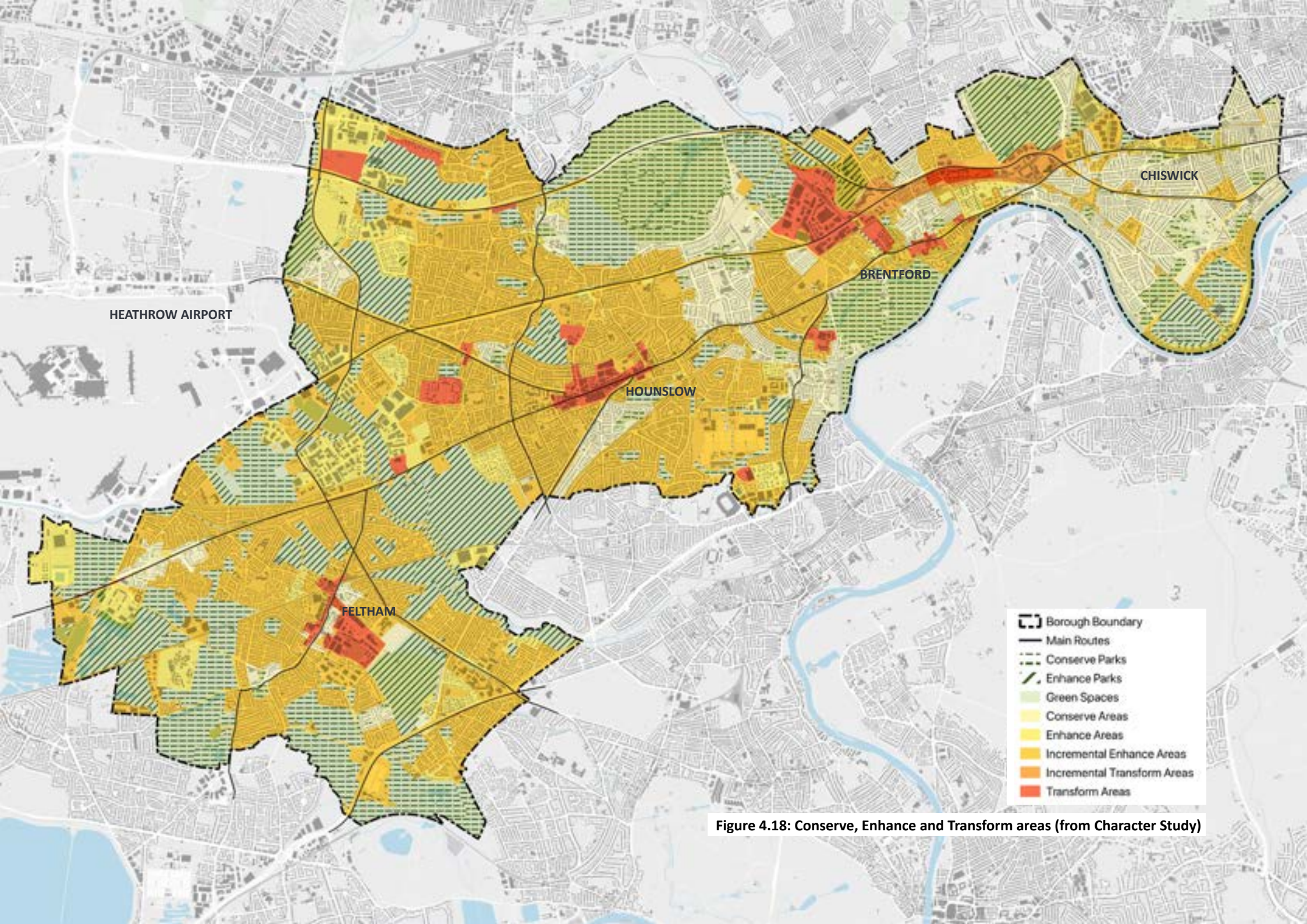


Figure 4.18: Conserve, Enhance and Transform areas (from Character Study)

## CONSERVE, ENHANCE AND TRANSFORM AREAS

4.8.3. The Hounslow Characterisation and Growth Study has assessed the potential for change across different parts of the Borough following the methodology set out in the Characterisation and Growth Strategy LPG (June 2023). This provides a high level assessment of the potential for change and identifies areas as either Conserve, Enhance or Transform areas.

4.8.4. This is presented as a spectrum on the facing page in Figure 4.18.

4.8.5. Places that are on the ‘**conserve**’ end of the spectrum are likely to be more suited to limited change - conservation areas, areas of special character and other well-established neighbourhoods where character should be reinforced. Here the emphasis will be on supporting future resilience through sensitive interventions rather than preserving these neighbourhoods in aspic.

4.8.6. On the ‘**transform**’ end of the spectrum are areas appropriate for more comprehensive change. These tend to be areas where the character has significantly eroded or is poorly defined and there are major opportunities for change through large sites and allocations.

4.8.7. In the middle is ‘**enhance**’, where the area’s character is mainly intact, but there are some negative trends that need addressing and aspects of character that have been lost e.g. poor quality 20th century infill has replaced historic fabric or deprivation levels mean significant enhancement is needed to improve the quality of life of residents.

4.8.8. ‘Enhance’ areas tend to be along High Streets and key places along main routes. Many of the Borough’s neighbourhoods sit within the enhance category, where incremental change and enhancement is to be supported.

4.8.9. Green spaces are highlighted separately on the plan - these are assets to be protected and reinforced, but also enhanced to support climate resilience and biodiversity, as well as quality of life.

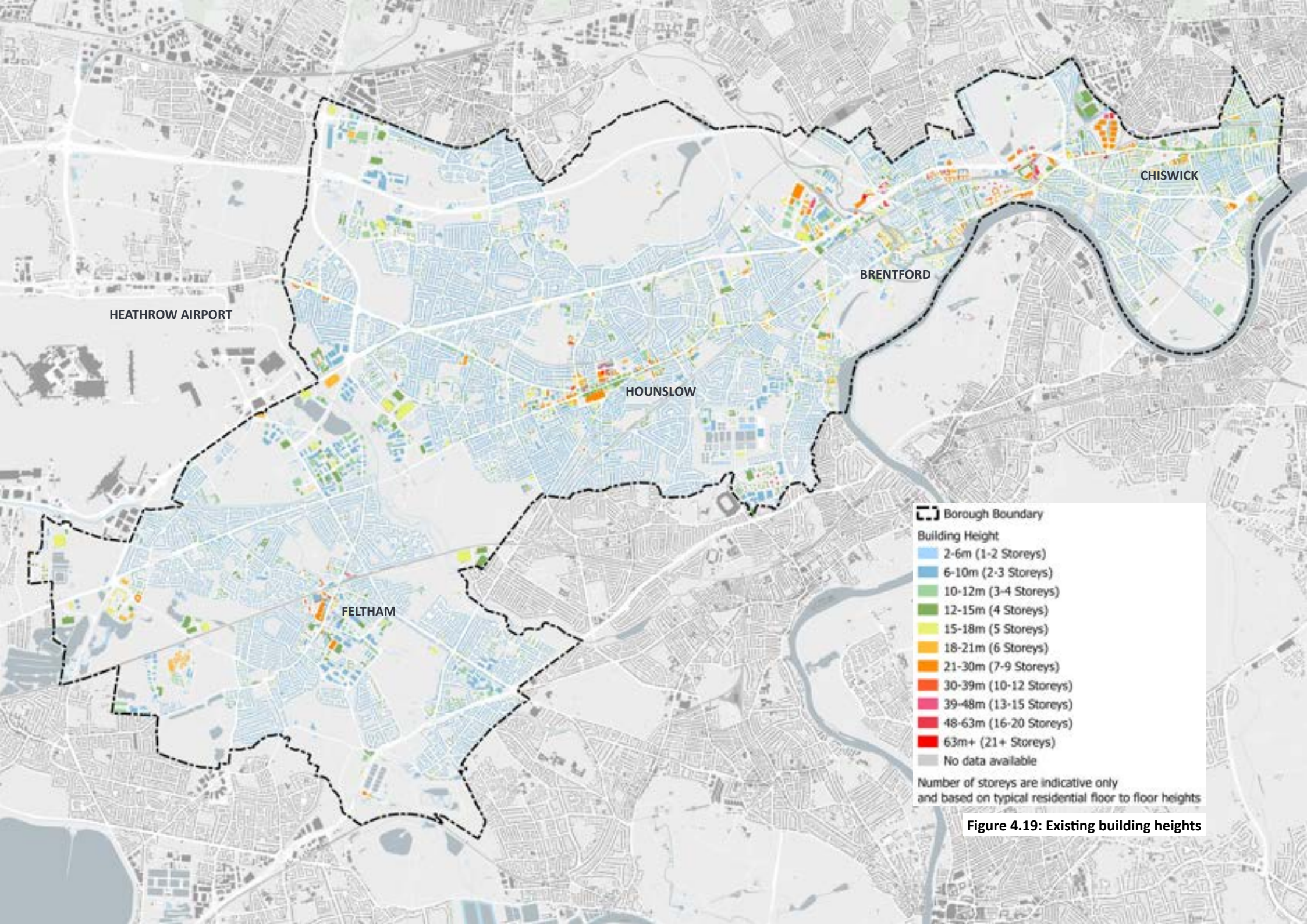


Figure 4.19: Existing building heights

## 4.9 BUILDING HEIGHT

### EXISTING BUILDING HEIGHTS

4.9.1. Figure 4.19 on the facing page illustrates the maximum heights of all the buildings in the Borough. Building heights are presented in metres above ground, based on the best available Lidar\* data. Some recently completed buildings may be missing from the plan.

4.9.2. The number of storeys is provided alongside the metre range based on a standard of 3m per storey, which is typical of residential buildings. This is included for the benefit of the reader as using metres alone is difficult to visualise. In reality, the number of storeys each building has may differ depending on the floor to ceiling heights or the presence of tall elements such as the spires of churches.

4.9.3. Much of the Borough is composed of buildings of a modest scale, typically two or three storey in height.

4.9.4. Greater building height is evident in each of the Borough's four town centres, along the Great West Corridor and on some employment sites.

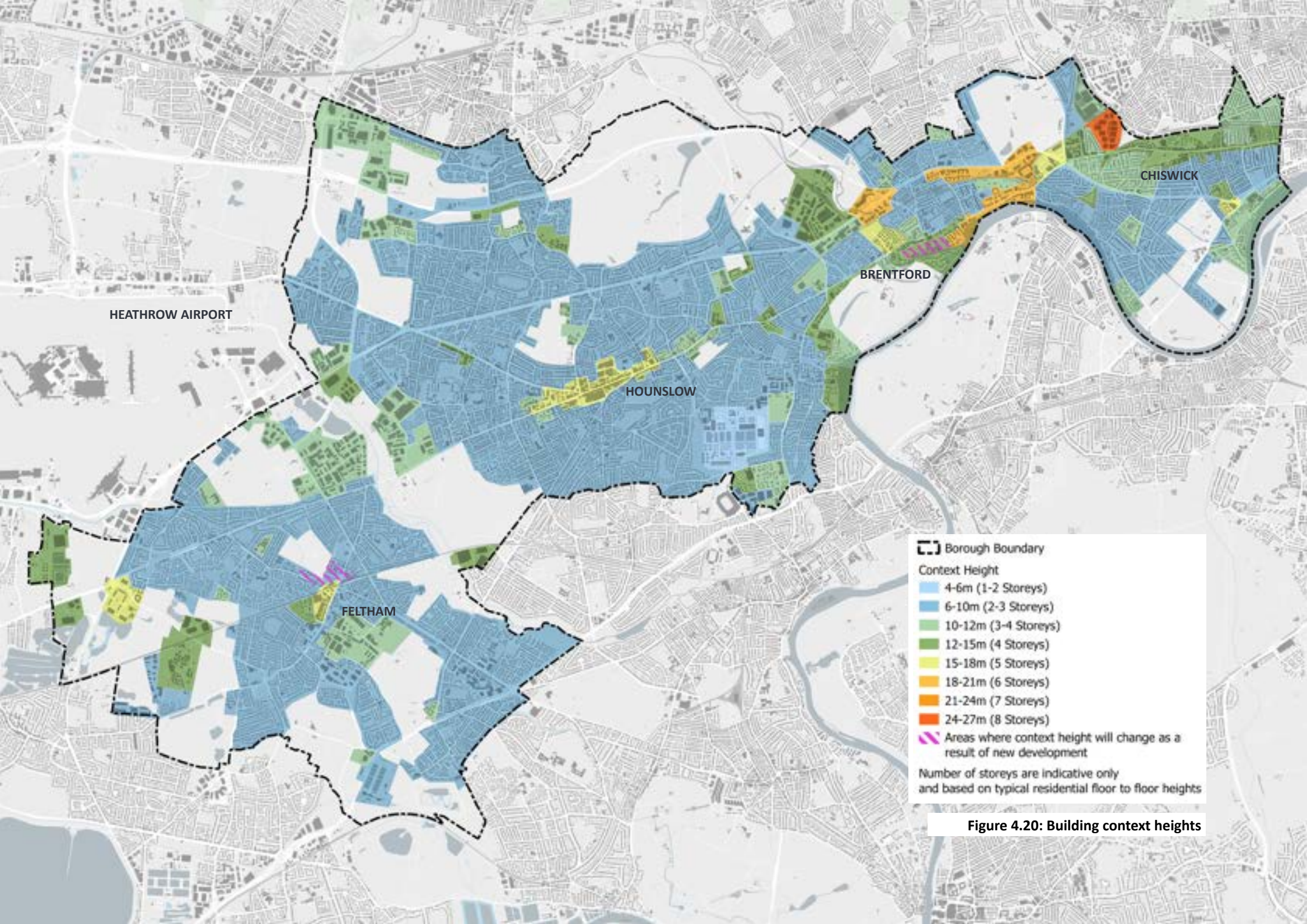


Figure 4.20: Building context heights

## BUILDING CONTEXT HEIGHTS

4.9.5. To assist in the process of establishing the definition of a tall building and to understand how prominent a tall building may be in relation to its surroundings, detailed mapping of the prevailing building context heights across the Borough has been undertaken.

4.9.6. The building context height of an area is the height that an observer would read as the typical or defining height of buildings in a particular area. In places where buildings are of consistent height, the context height may be the most commonly occurring building height. In places where building height is more varied the context height may be a middle point that buildings fluctuate around.

4.9.7. Existing context heights for the London Borough of Hounslow are identified in Figure 4.20. These have been established by sub-dividing the whole Borough into its constituent character typologies and using Lidar data\* to determine the context height of each of the areas. The context height is based on the mean height of buildings (by area) within a typological area with small structures (garden sheds, outbuildings etc.) and tall buildings (the exception to the context) removed from the calculation. To ensure the robustness of the dataset, spot checks have also been carried out.

4.9.8. As with building height, context heights are represented as height in metres above ground. Heights indicated in 'storeys' are for the benefit of the reader only to put metric height values in perspective. For avoidance of doubt context height calculations should be based on metric values rather than the numbers of storeys.

4.9.9. For identifying low scale residential areas (refer to Figure 6.7 in Chapter 6) residential areas with a context height of up to 10m are used. This allows for the fact that two storey dwellings with pitched roofs may be up 10m in height.

4.9.10. The context heights are based on the most recent available DTM and DSM data (2022) and take account of existing buildings at that time only. It is recognised that in some parts of the Borough significant change is taking place and that context heights will change as a result. This is the case within parts of Feltham and Brentford town centres (as indicated in Figure 4.20) and along the Great West Corridor.

4.9.11. The relationship between the height of a tall building and the context height can assist in understanding how prominent a tall building may be in its immediate context and surroundings.

4.9.12. It is not however the only consideration and the form of a tall building, its proportions, slenderness and bulk will also be important factors to consider.

### USING LIDAR DATA TO ESTABLISH CONTEXT HEIGHTS

Lidar is a dataset that holds information of the elevation of land or objects. Within GIS software, a process is conducted to subtract the Digital Terrain Model (DTM), with Digital Surface Model (DSM), to create a new dataset that identifies building heights above ground

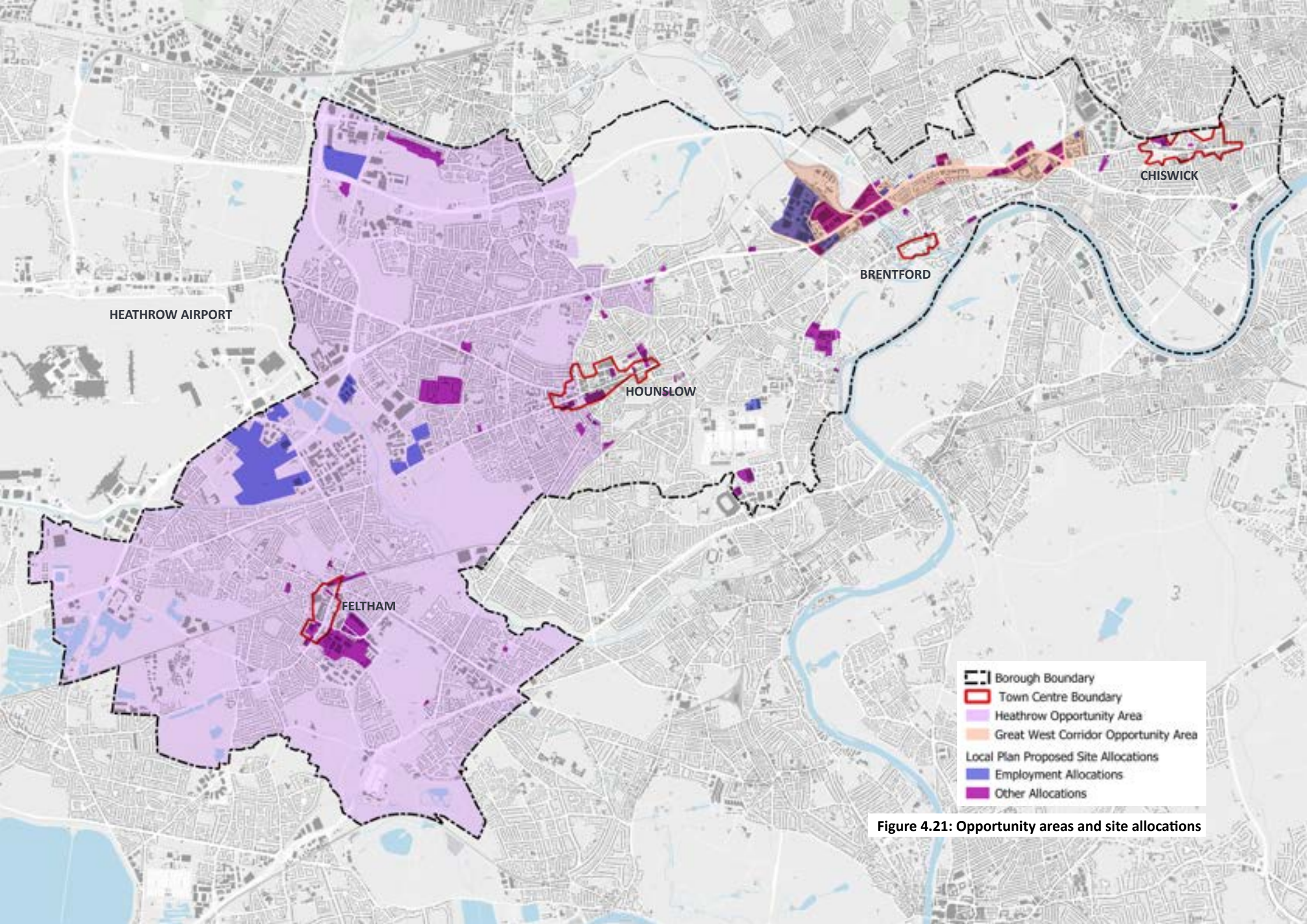


Figure 4.21: Opportunity areas and site allocations

## 4.10 DEVELOPMENT PIPELINE

### OPPORTUNITY AREAS + SITE ALLOCATIONS

4.10.1. A significant part of the west of the Borough is located within the Heathrow Opportunity Area.

4.10.2. The Great West Corridor, which extends from Gillette Corner to the Chiswick roundabout in the east of the Borough, is also a GLA Opportunity Area. These two areas are a focus for growth in the Borough.

4.10.3. The emerging Local Plan identifies a number of proposed Site Allocations, the majority of which are located within these Opportunity Areas.

4.10.4. Other proposed Site Allocations are within the Borough's town centres.

### PLANNING APPLICATIONS

4.10.5. In recent years there have been numerous planning applications for development that includes tall buildings. Some proposals have been approved, others have not yet been determined.

4.10.6. Applications are concentrated in the Great West Corridor and Brentford town centre. There are also several applications in Feltham and Hounslow town centres. Applications are detailed in Tables 4.1, 4.2 and 4.3 (as of March 2024).

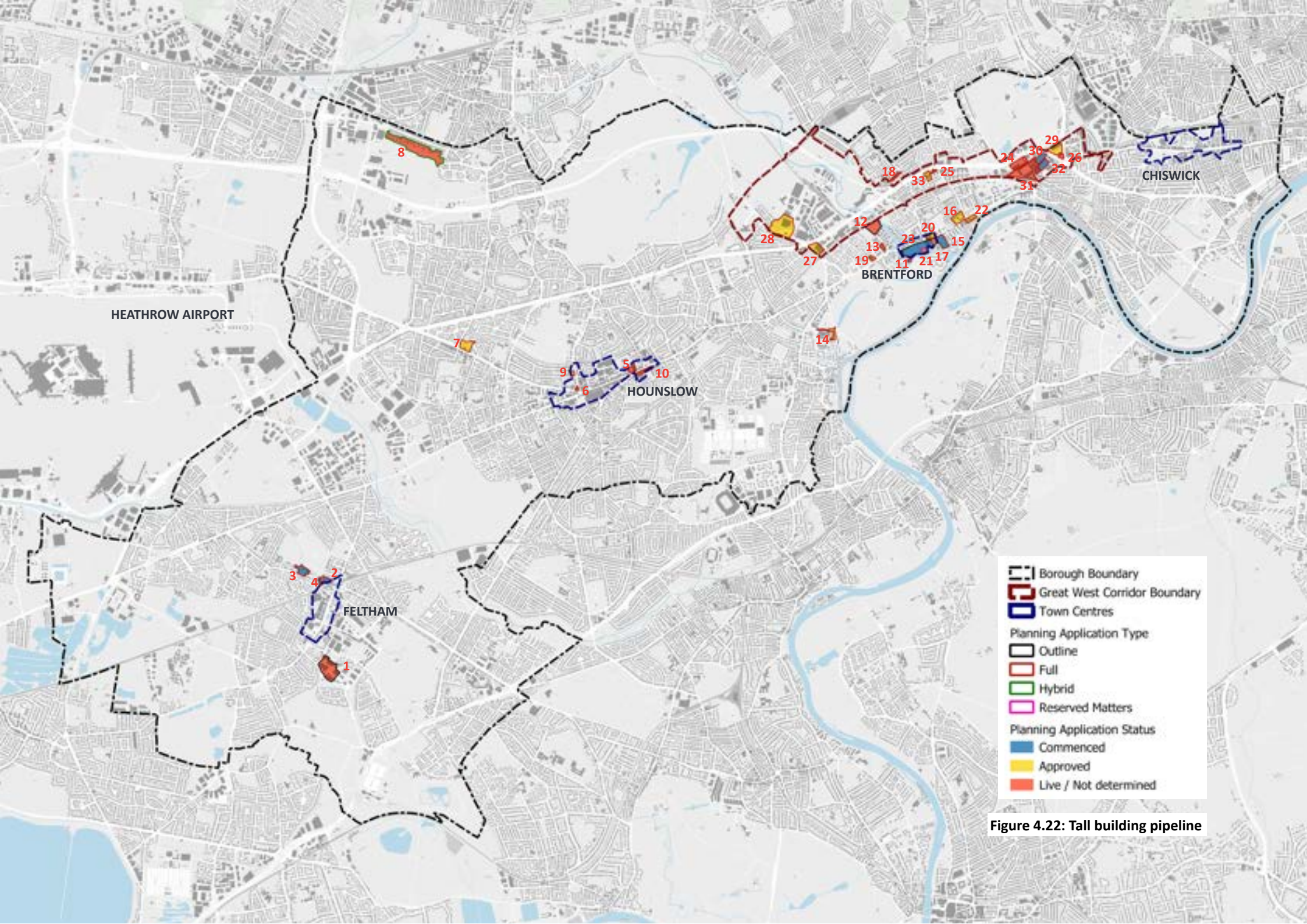


Figure 4.22: Tall building pipeline

Ref. in Fig. 4.21	Planning Reference	Date Validated	Application Name	Type	Status	Height (m)	Height AOD (m)	Storeys	Use	Additional information
<b>Bedfont, Feltham and Hanworth</b>										
1	P/2023/0642 01492/I/P1	14/03/2023	Feltham Corporate Centre, Plane Tree Crescent	Outline	Not determined	18m and 22m	32m and 35.5m AOD	3 and 4	Data Centre	Two buildings; data centre use (B8) of up to 46,750 sqm GEA, including ancillary offices
2	P/2021/1258 00793/L/P3	12/04/2021	Triangle Site, New Road, Feltham	Full	Approved + commenced	37.2m and 46.2m	up to 67.9m AOD	11 and 14	Residential	176 residential units
3	P/2020/1508 00483/A/P4	18/05/2020	Frank Towell Court, Feltham	Full	Approved + commenced	29.9m		9	Residential	102 residential units
4	P/2018/1775 00793/M/P1	16/05/2018	New Road, Feltham	Full	Approved + commenced	30.0m	51.7m AOD	4 to 10	Residential	120 residential units
<b>Cranford, Heston and Hounslow</b>										
5	P/2023/1576 00610/54-66/P3	17/05/2023	Euro House, 54-66 High Street, Hounslow	Full	Not determined	28.4m, 34.5m and 52m		8, 10 and 16	Mixed-use	Residential led mixed-use development of 210 residential units + 1350 sqm commercial space
6	P/2023/0949 00083/1-3/P25	25/04/2023	1-3 Bath Road, Hounslow	Full	Not determined	53.7m		15	Mixed-use	Shared living accommodation and business use
7	P/2022/3013 00083/K/P12	22/09/2022	Hounslow West Underground Station, Bath Road	Full	Approved	up to 39.1m	up to 62.7m AOD	7 to 11	Mixed-use	Residential led development of station car park
8	01310/A/P1	31/03/2022	Convent Way Estate, Southall	Hybrid	Not determined	28m and 45m		8 and 13	Residential	Hybrid application for a phased estate regeneration. Includes 13 storey building
9	P/2018/0738 00676/12-32/P5	05/03/2018	12-32 Lampton Road, Hounslow	Full	Approved	up to 23.5m		3 to 8		76 residential units
10	P/2017/3530 00610/1-83/P2	01/09/2017	1-83 High Street, Hounslow	Full	Not determined	37m and 50m		9 and 14	Mixed-use	Residential led mixed-use development including 101 residential units

**Table 4.1: Table indicating development pipeline for tall buildings in the West of the Borough (as of March 2024)**

Ref. in Fig. 4.21	Planning Reference	Date Validated	Application Name	Type	Status	Height (m)	Height AOD (m)	Storeys	Use	Additional information
<b>Osterley, Syon and Brentford</b>										
11	P2023/ 3014 00543/Y/P1	21/09/2023	Ham Wharf, Brentford	Full	Not determined	36.2m	40.9m AOD	6, 10	Residential	60 residential units within a 6 and a 10 storey building
12	P2023/0234 00297/R/P22	25/01/2023	Commerce Industrial Estate, Commerce Road	Outline	Not determined	30.1m	37.5m AOD	5 to 10	Mixed use	7 buildings ranging in height from 5 to 10 storeys and with an overall floor space of up to 49,250sqm
13	P/2022/2379 00297/D/P10	15/09/2022	Maker's Yard, Commerce Road, Brentford	Full	Not determined	29.5m		8 to 9	Mixed use	111 residential units plus commercial space
14	P/2020/3100 01137/E/P82	25/07/2022	West Middlesex University Hospital	Full	Approved 12/01/2023	27.5m	33.8m AOD	6	Healthcare	Ambulatory Diagnostic Centre
15	P/2022/1142 00607/69-76/P12	20/04/2022	69-76 High Street Brentford 'Montgomrey's Wharf	Full	Approved + commenced	up to 39.4m	44.8m	3 to 11	Mixed use	333 residential units+ commercial space in four blocks
16	P/2021/4783 00015/L/S2	17/12/2021	Charlton House, Albany Road, Brentford	Full	Approved + commenced	25m	35m AOD	up to 7	Mixed use	209 residential units in 3 blocks with 1,190m2 use class E
17	P/2021/4779 00607/BA/P9	06/12/2021	Land South of the High Street and Waterfront, Plot J	Reserved Matters	Approved	24.8m	31m AOD	7	Mixed use	
18	P/2021/0584 01217/114/P16	04/03/2021	Churchill House, 114 Windmill Road, Brentford	Full	Not determined	28.7m		4 to 8	Residential	74 residential units
19	P/2020/1361 00570/50/P1	23/04/2020	50 London Road, Brentford	Full	Approved	up to 22.9m	up to 31.3m	4 to 7		69 residential units plus office space
20	P/2019/2892 00607/228-246/P2	21/08/2019	Morrisons, 228-246, High Street, Brentford 'High Street East'	Full	Approved	up to 36.2m	up to 42.9m	up to 9	Mixed-use	215 residential units over commercial / retail / foodstore (4,165m2)
21	P/2019/1117 00607/BA/P4	01/04/2019	Land South of the High Street and Waterfront, Plot G	Full	Approved	28.3m	34.5m	7 to 8	Mixed use	30 residential units and MSCP
22	P/2017/3372 00607/T/P1	07/08/2017	40-40A High Street Brentford	Full	Approved on Appeal	28.3m	35.5m AOD	8 to 9	Mixed use	193 residential units in 5 blocks with ground floor retail
23	P/2012/2735 00607/BA/P2	18/09/2012	Land South of the High Street and Waterfront	Hybrid	Outline Approved 2015 + commenced	36.9m	42.5m AOD	5 to 7 and 10	Mixed use	Outline for up to 876 residential units together with retail, business and leisure uses. Detail for phase 1 - 323 residential units (completed)

**Table 4.2: Table indicating development pipeline for tall buildings in Osterley, Syon and Brentford (as of March 2024)**

Ref. in Fig. 4.21	Planning Reference	Date Validated	Application Name	Type	Status	Height (m)	Height AOD (m)	Storeys	Use	Additional information
<b>Great West Corridor Opportunity Area</b>										
24	P/2023/3208 00505/GV/P1	20/22/2023	27 Great West Road (Brentford Works)	Full	Not determined	72.3m	67 to 78m AOD	15 to 19	Mixed use	Mixed use scheme consisting of 916 residential units 6,170m2 commercial and 1,600m2 retail in 5 blocks
25	P2023/1974 00505/HA/P1	28/06/2023	Adjacent 1050 Great West Road	Full	Not determined	36.5m		5	Commercial	Self storage and work incubator space
26	P/2021/3510 00505/EY/P20	31/08/2021	Land at Chiswick Roundabout - Holly House	Full	Not determined	89.9m		24	Mixed use	252 dwellings and flexible office and retail space
27	P/2020/3099 00505/H/P19	22/09/2020	Homebase, Syon Lane ' Syon Gardens'	Full	Approved on Appeal	up to 59.3m	up to 78.55m AOD	8 to 19	Mixed use	473 residential units and foodstore 10,550 sqm with a number of tall buildings rising from podium
28	P/2020/3100 01106/B/P137	18/09/2020	Tesco Osterley 'Osterley Place'	Outline	Approved on Appeal	up to 56.3m	79.8m AOD	up to 17	Mixed use	1,677 residential units and up to 5,000 sqm commercial + community use. OPA promotes a cluster of tall buildings
29	P/2019/3954 01578/2/P3	30/10/2019	2 Larch Drive, Chiswick	Full	Approved	up to 48m	60.5m AOD	up to 16	Mixed use	Residential and commercial
30	P2018/4117 01508/1-4/P7	25/01/2019	1-4 Capital Interchange Way	Full	Approved + commenced	up to 52.4m		14-16	Mixed use	420 residential units and flexible commercial space
31	P/2019/0285 00703/A/P22	21/01/2019	Brentford Community Stadium, Brentford	Full	Not determined	up to 60.5m			Mixed use	Increase residential units from 910 to 1015 and increase height of buildings
32	P/2017/4692 01508/A/P6	13/11/2017	Former Citroen Garage	Full	Approved + commenced	up to 62.1m	72.1m AOD	12-18	Mixed use	427 residential units and flexible uses and nursery
33	P/2015/5406 00505/Z/P36	11/01/2016	Hyundai Garage, Great West Road	Full	Approved	48.0m		12	Car showroom	Car Showroom extension

**Table 4.3: Table indicating development pipeline for tall buildings in Great West Corridor Opportunity Area (as of March 2024)**



Image 5.1: Recent development south of Brentford High Street

# 5. BUILDING HEIGHTS STRATEGY

## 5.1 INTRODUCTION

5.1.1. A proactive approach to managing building heights is promoted in the London Borough of Hounslow. This builds on existing national and local planning policy and responds to place.

5.1.2. The overarching aim is to guide the design and location of tall buildings so that they positively respond to the existing and emerging context and character of the Borough, enhance sense of place and contribute to their managed growth and economic performance.

5.1.3. This is articulated through twelve objectives for tall buildings grouped under three themes as set out in Figure 5.1. These objectives are described further in section 5.2.

5.1.4. These principles guide the assessment of the potential locations where tall buildings may be appropriate in the Borough.



### RESPONDING TO CHARACTER AND PLACE



### CONTRIBUTING TO QUALITY PLACES



### DELIVERING REGENERATION AND ECONOMIC GROWTH

**OBJECTIVE 1: TO BE PART OF A PLAN LED AND PLACE-MAKING APPROACH**

**OBJECTIVE 2: TO ENHANCE IDENTITY, LEGIBILITY AND STRENGTHEN SENSE OF PLACE**

**OBJECTIVE 3: TO PRESERVE THE SIGNIFICANCE OF HERITAGE ASSETS**

**OBJECTIVE 4: TO PROTECT AND ENHANCE THE EXISTING TOWNSCAPE AND LANDSCAPE CHARACTER**

**OBJECTIVE 5: TO PROTECT AND ENHANCE TOWNSCAPE VIEWS AND CREATE A CONSIDERED AND MEMORABLE SKYLINE**

**OBJECTIVE 6: PROMOTE HIGH QUALITY AND SUSTAINABLE DESIGN**

**OBJECTIVE 7: TO CONTRIBUTE TO THE CREATION OF HIGH QUALITY PLACES WHERE PEOPLE WANT TO LIVE AND SPEND THEIR TIME**

**OBJECTIVE 8: TO DELIVER A HUMAN SCALE AT STREET LEVEL**

**OBJECTIVE 9: TO AVOID ADVERSE IMPACTS ON MICRO-CLIMATE AND DAYLIGHT/SUNLIGHT AMENITY OF NEIGHBOURING RESIDENTS**

**OBJECTIVE 10: TO DELIVER NEW HIGH QUALITY SUSTAINABLE HOMES AND ECONOMIC GROWTH**

**OBJECTIVE 11: TO DELIVER COMPREHENSIVE DEVELOPMENT WITH AN APPROPRIATE MIX OF USES**

**OBJECTIVE 12: TO DELIVER ADDED VALUE**

Figure 5.1: Tall building objectives

## 5.2 TALL BUILDING OBJECTIVES

5.2.1. The twelve overarching objectives for tall buildings are described further below. These are not mutually exclusive and many interrelate. The objectives help to guide decisions on the location of tall buildings described in Chapter 7 of the study.



### RESPONDING TO CHARACTER AND PLACE



#### 1. TO BE PART OF A PLAN LED AND PLACE-MAKING APPROACH

5.2.2. The location of tall buildings should be considered as part of a plan led approach that promotes them in appropriate locations where they enhance sense of place and deliver economic benefits and resists them in inappropriate locations where they may impact on sensitive townscapes, heritage assets and sense of place.

5.2.3. Tall buildings should contribute to the wider area and improve the sense of place, or play a role in the creation of a new 'place'.

5.2.4. Locations that may be suitable for tall buildings are identified in Chapter 7 of this study.



#### 2. TO ENHANCE IDENTITY, LEGIBILITY AND STRENGTHEN SENSE OF PLACE

5.2.5. Tall buildings can play an important role in shaping perceptions, enhancing sense of place and identity. To achieve this tall buildings must be designed and located sensitively to respond to the character of an area.

5.2.6. Tall buildings can help to improve the legibility of the Borough and its town centres by defining points of townscape interest or marking public functions or facilities such as hospitals or transport hubs.

5.2.7. A proposed tall building should be of a height and scale, mass and volume that is proportionate to its role, function and the importance of the location in which it is sited in the local or Borough wide context.



### 3. TO PRESERVE THE SIGNIFICANCE OF HERITAGE ASSETS

5.2.8. Tall buildings in the wrong places can cause significant and irrevocable damage to the significance of heritage assets by intruding into their setting, being overbearing and detracting from the appreciation of a heritage asset and its values.

5.2.9. There are many important heritage assets both within the Borough and adjacent to it including the Royal Botanic Gardens Kew, World Heritage Site (and its buffer zone), numerous Conservation Areas and Listed Buildings and several Registered Parks and Gardens. Proposals for tall buildings must respect these heritage assets and their settings and mitigate any adverse impacts. In some locations tall buildings will not be appropriate.

### 4. TO PROTECT AND ENHANCE THE EXISTING TOWNSCAPE AND LANDSCAPE CHARACTER

5.2.10. In the right place and when well-designed tall buildings can contribute to and enhance the townscape and image of a place. However in the wrong place and when the design response does not respect the context, tall buildings can cause significant and irrevocable damage to valued landscapes and townscapes.

5.2.11. The Borough's blue and green infrastructure (including the River Thames) can be adversely affected by tall buildings which may overshadow an open space or waterbody, detract from its setting or impact on its attractiveness, biodiversity and usability.

5.2.12. Tall buildings should only be promoted in locations where they help to enhance the character and distinctiveness or where there is opportunity to create a new character as part of a comprehensive and planned design approach. The borough wide Character Study identifies the parts of the Borough where the existing character should be conserved; tall buildings should not be promoted in these areas. It also identifies areas where there may be opportunity to establish a new character – Transform areas; some of these may offer potential for tall buildings (refer to Chapter 7).

5.2.13. The height of development should step down to areas of lower scale context so that it is not overbearing on the lower scale context.

### 5. TO PROTECT AND ENHANCE TOWNSCAPE VIEWS AND CREATE A CONSIDERED AND MEMORABLE SKYLINE

5.2.14. Wider townscape views and views of the skyline are important aspects of the image of the Borough and its places. They provide an overview of Hounslow in its wider setting and a spatial understanding of its defining characteristics.

5.2.15. There are notable longer distance views of the Borough's skyline from elevated locations, open spaces and the River Thames and mid-range and immediate views towards local landmarks, landscapes and townscape that help to define the character and distinctiveness of the Borough and its places. Views are identified within the borough wide Character Study.

5.2.16. The impact of a tall building proposal on these views should be thoroughly tested during the design phase, and demonstrate how the tall building design responds to the view and its valued characteristics. Where appropriate a tall building or cluster of tall buildings could establish a new skyline feature that reinforces the distinctiveness and legibility of the skyline.





### 6. TO PROMOTE HIGH QUALITY AND SUSTAINABLE DESIGN

5.2.17. By their very nature tall buildings are highly visible and prominent. Every tall building should be of high architectural and urban design quality.

5.2.18. Careful consideration must be given to the architectural form of a tall building, and / or grouping of tall buildings. The orientation of buildings and the design of the base, middle and top must make a positive contribution to the skyline and the human experience at street level. Tall buildings should express elegance, proportionality and verticality. Overbearing or monotonous urban forms should be avoided.

5.2.19. Materials and detailing of a tall building should be sensitively considered to respond to local character and reinforce distinctiveness. Tall buildings should age well and be designed for longevity. The design should look to the future and innovate to reduce resources both during building construction and on completion.



### 7. TO CONTRIBUTE TO THE CREATION OF HIGH QUALITY PLACES WHERE PEOPLE WANT TO LIVE AND SPEND THEIR TIME

5.2.20. Developments that include tall buildings should bring forward a well-considered urban design response that, where appropriate, enhances connectivity, the mix of uses, amenity and character of its immediate context and contributes to high quality places where people will want to live, work and spend time.

5.2.21. Where appropriate tall buildings should be mixed-use buildings with active ground floors and offer a meaningful facility for the wider public including retail, leisure, cultural, community, health, or employment.

5.2.22. Living in a tall building, particularly in the upper floors, can result in a sense of separation from the outside world. The provision of communal courtyards and gardens, private gardens, balconies, terraces or communal rooftop open space may be particularly important within tall buildings to reduce any feeling of isolation or claustrophobia.





**8. TO DELIVER A HUMAN SCALE AT STREET LEVEL**

5.2.23. The environment at street level is critical to the success of place and proposals for tall buildings must be designed to deliver a high quality experience at street level both in terms of the public realm and the scale of development in relation to the streetscape.

5.2.24. Tall buildings should establish a positive relationship and interface with the street space providing well-defined edges, active frontages and transparent façades. Wherever possible tall buildings should be set back from the street frontage in order to establish a human scale street interface and to reduce the adverse impact of scale, height and massing on the street space.



**9. TO AVOID ADVERSE IMPACTS ON MICRO-CLIMATE AND DAYLIGHT/SUNLIGHT AMENITY OF NEIGHBOURING RESIDENTS**

5.2.25. Tall buildings, due to their size and their appreciable extension above the typical height in an area, are likely to have significantly greater impacts on the local micro-climate than other ordinary building types.

5.2.26. Tall buildings proposals must be designed to mitigate any adverse impacts on the local micro-climate including overshadowing, high wind speeds, solar glare and light pollution.





### 10. TO DELIVER NEW HIGH QUALITY SUSTAINABLE HOMES AND ECONOMIC GROWTH

5.2.27. In the right location, and deploying the highest design quality, tall buildings can help to meet Hounslow's housing targets and deliver transformational change providing jobs and strengthening the local economy.

5.2.28. Tall buildings due to their very nature have a greater capacity to deliver floor space on a certain footprint than buildings of lower height. As such they can help to increase the density of development and intensify associated activity levels in an area.

5.2.29. However, tall buildings are not the only way of achieving higher densities and in many places low to medium rise developments can be more easily made to fit in with the prevailing character of an area whilst also delivering homes and economic growth.



### 11. TO DELIVER COMPREHENSIVE DEVELOPMENT WITH AN APPROPRIATE MIX OF USES

5.2.30. Tall buildings should be part of comprehensive schemes that properly address servicing and mixed-uses and also deliver public amenities including open space. In some cases this may mean landowners working with their neighbours to deliver schemes that work better for an area.

5.2.31. By delivering a tall building as part of a comprehensive development that may include mid-rise elements such as courtyard blocks, many problems associated with standalone tall buildings can be mitigated through design.



### 12. TO DELIVER ADDED VALUE

5.2.32. Proposals that promote tall buildings can have a considerable impact on their surroundings both through their built form and also through the additional pressures placed on community infrastructure through the increased density that such developments bring to an area. Developments that include tall buildings will normally be expected to deliver positive community benefits to the wider area.

## 5.3 TALL BUILDING DEFINITION

### ESTABLISHING A TALL BUILDING DEFINITION

5.3.1. Following the London Plan guidance provided in the Characterisation and Growth Strategy LPG (June 2023) the starting point for the establishing of the tall buildings definition is 'the height at which a building becomes substantially taller than its surroundings, and causes a significant change to the skyline'.

5.3.2. Having established the building context height for different parts of the Borough (refer to Section 4.9 and Figure 4.20 of this study) two tall buildings definitions are promoted.

5.3.3. For most parts of the Borough a **Lower Scale Tall Building Definition** is promoted. In these areas a tall building is defined as any building of 21m and above (including any rooftop plant). For reference this equates to a typical residential building of 7 storeys and above.

5.3.4. For those parts of the Borough where the existing building context height is greater (typically areas with context heights above 15m) a **Higher Scale Tall Building Definition** is promoted. In these areas the definition of a tall building is a building of 30m and above (including any rooftop plant). For reference this equates to a typical residential building of 10 storeys and above.

5.3.5. Some parts of the Borough are more sensitive to tall buildings than others. For instance within Brentford and Chiswick town centres where there are many heritage designations and within the Thames Policy Area. Whilst the building context height in these areas exceeds 15m the Lower Scale 21m tall building definition applies.

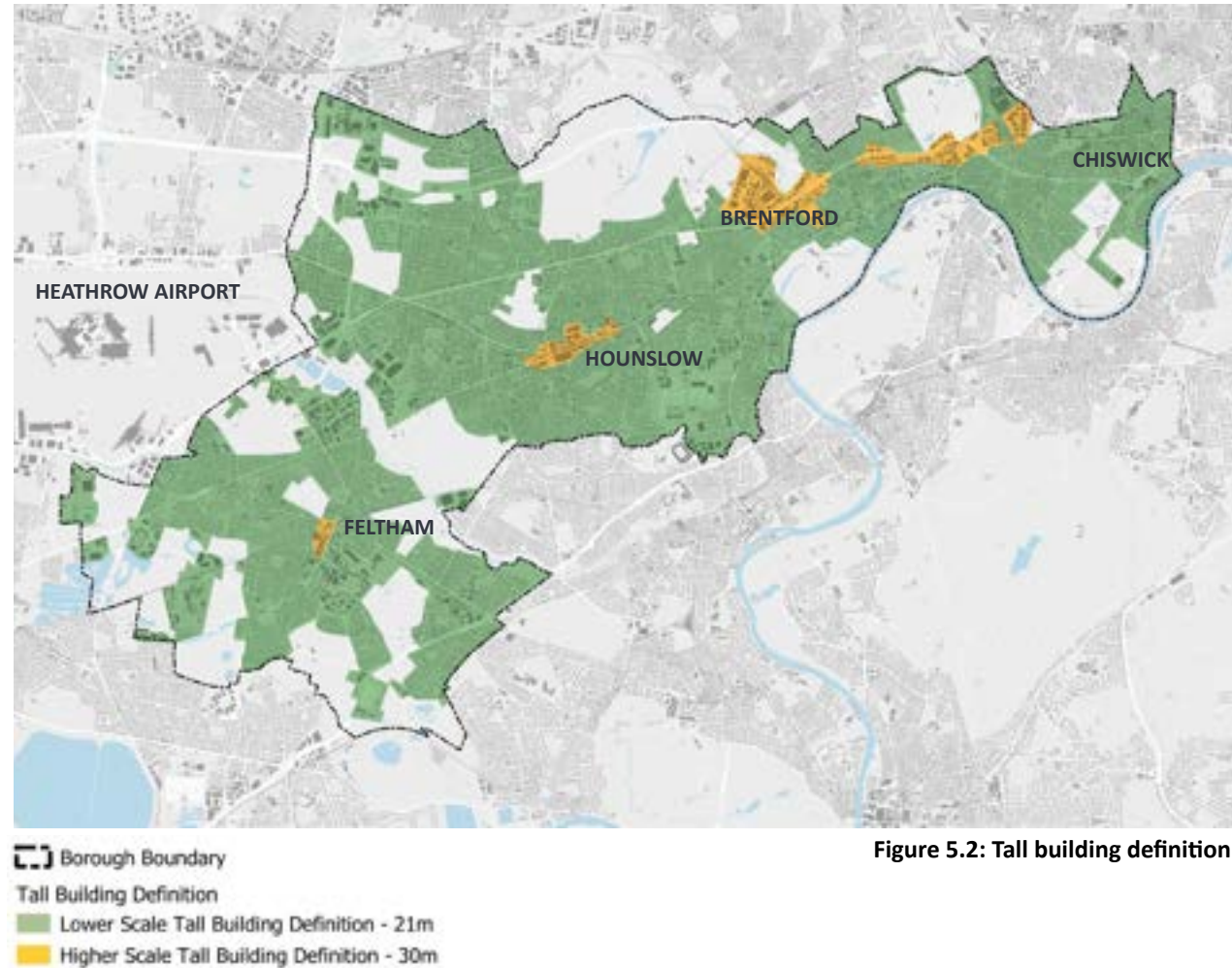


Figure 5.2: Tall building definition

5.3.6. Areas where the Lower Scale and Higher Scale Tall Building Definition apply are indicated in Figure 5.2.

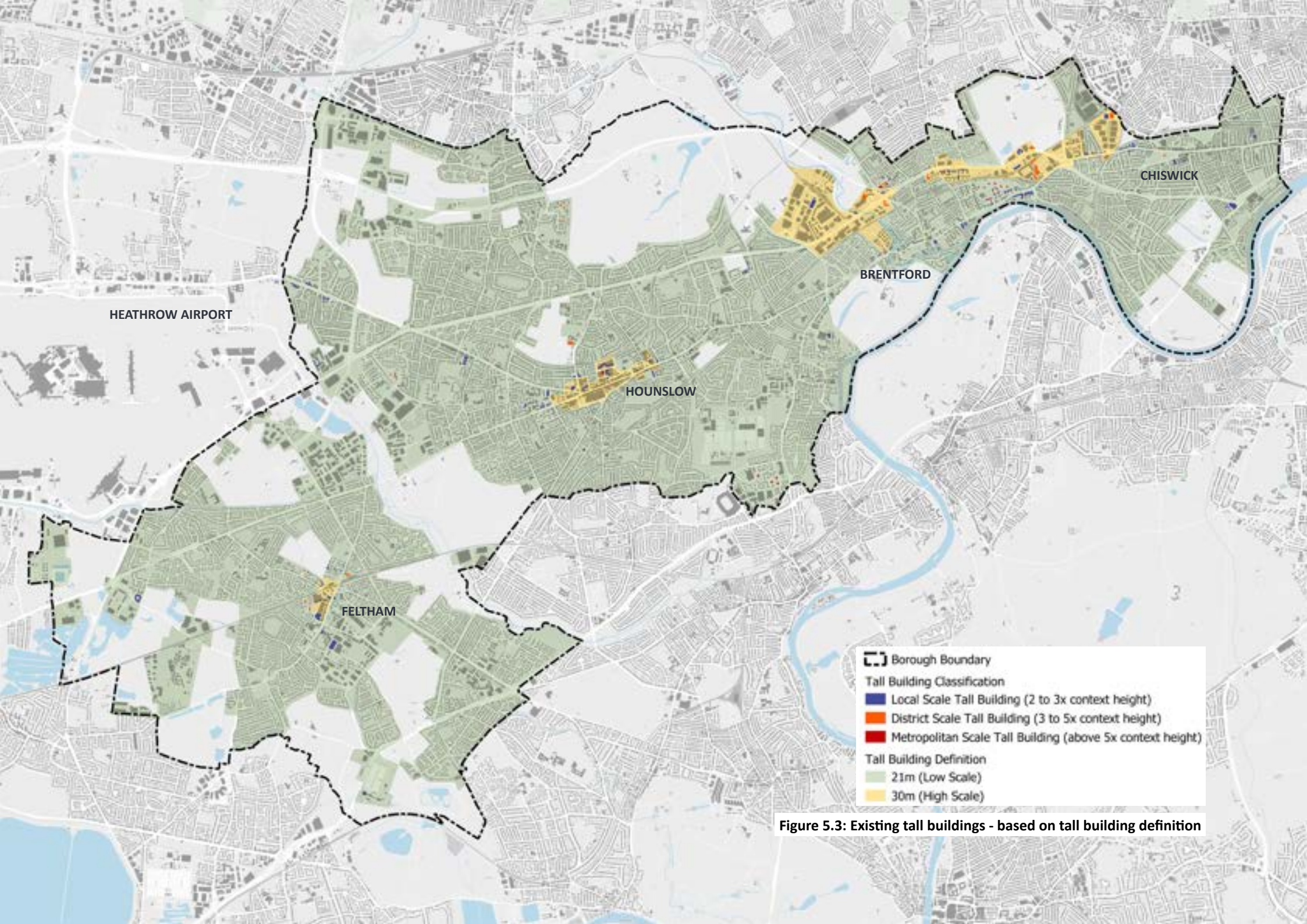


Figure 5.3: Existing tall buildings - based on tall building definition

## EXISTING TALL BUILDINGS AND TALL BUILDING CLASSIFICATION

5.3.7. As referenced in Section 3.2 of this study tall buildings can be classified based on their height relative to the existing context height.

5.3.8. For areas where the Lower Scale Tall Building Definition applies the following height classification is promoted:

- **Local Scale Tall Building** – 21 - 30m (2 to 3x context height);
- **District Scale Tall Building** – 30 - 50m (3 to 5x context height); and.
- **Metropolitan Scale Tall Building** – 50m+ (above 5X context height).

5.3.9. For areas where the Higher Scale Tall Building Definition applies the following height classification is promoted:

- **Local Scale Tall Building** – 30 - 45m (2 to 3x context height);
- **District Scale Tall Building** – 45 - 75m (3 to 5x context height); and
- **Metropolitan Scale Tall Building** – 75m+ (above 5X context height).

5.3.10. These heights provide a guide to how a tall building may be perceived on the skyline and its potential visual impact (although it is recognised that this isn't simply a function of its height and that other considerations, in particular a buildings massing, will also be an important consideration).

5.3.11. Table 3.1 in Chapter 3 of this report indicates the locations where a Local Scale, District Scale or Metropolitan Scale tall building may in principle be appropriate.



Image 6.1: The Old Brentford Police Station impacts on the setting of St. Paul's Church

## 6. IDENTIFYING POTENTIAL FOR TALL BUILDINGS

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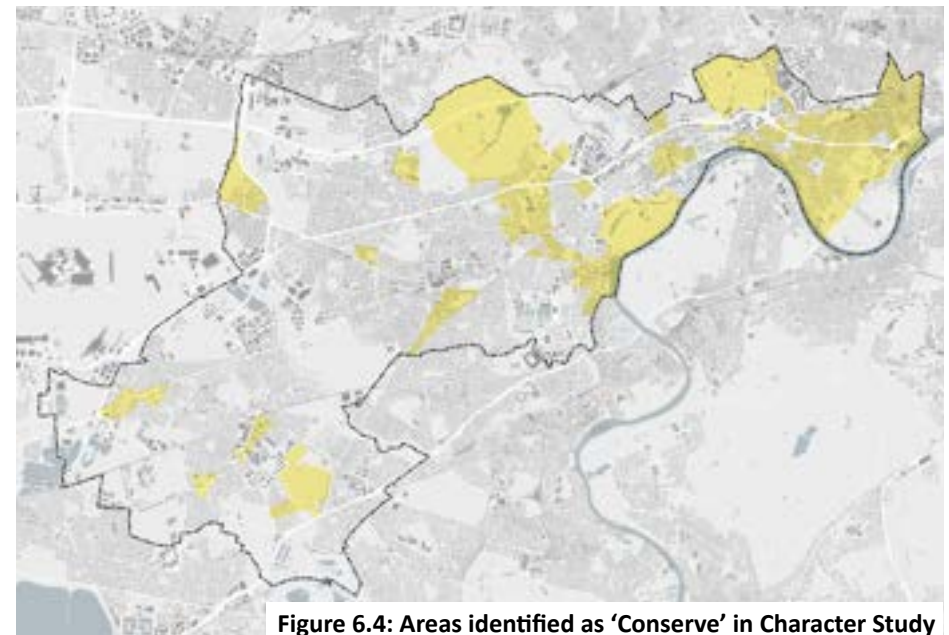
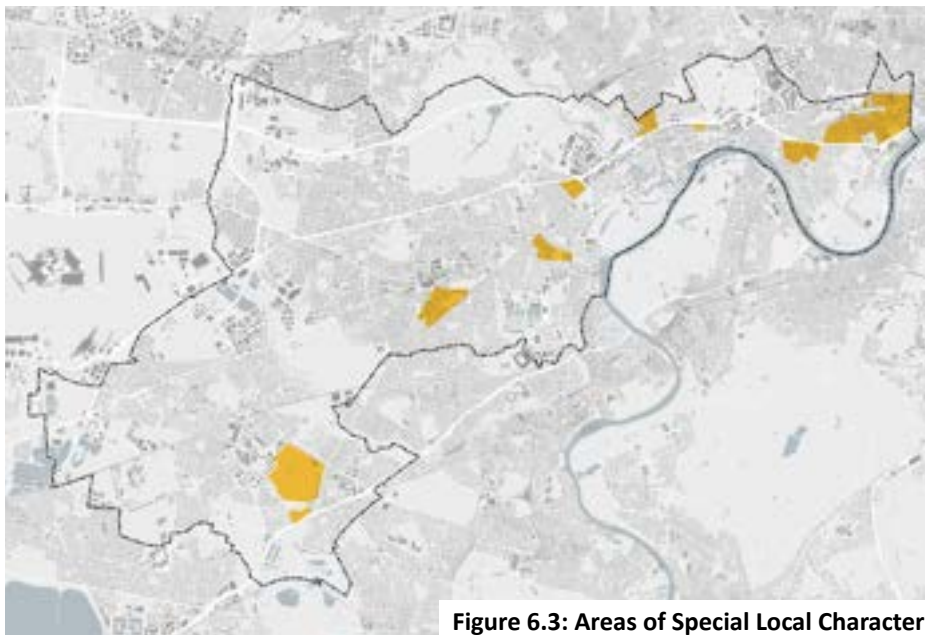
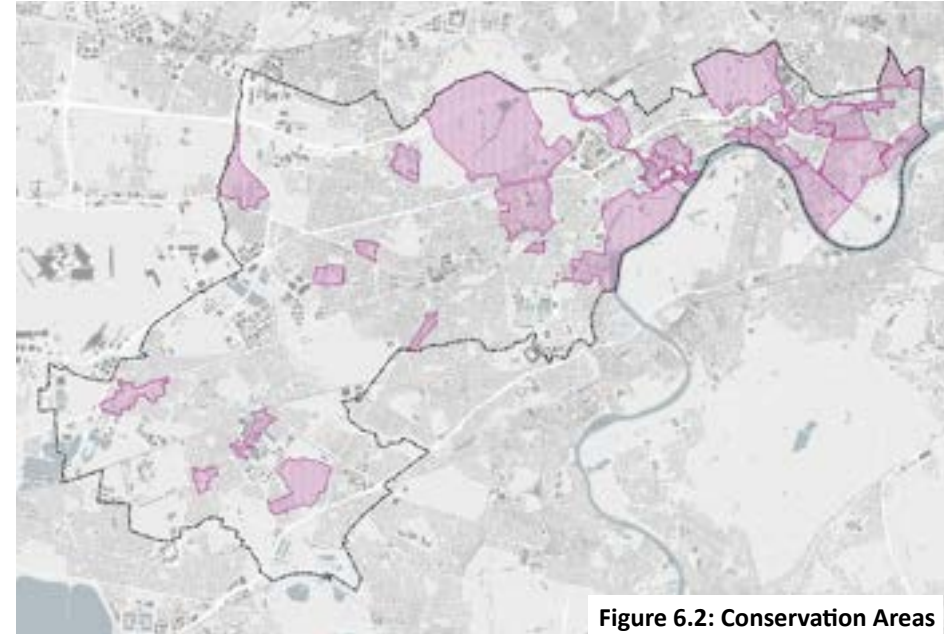
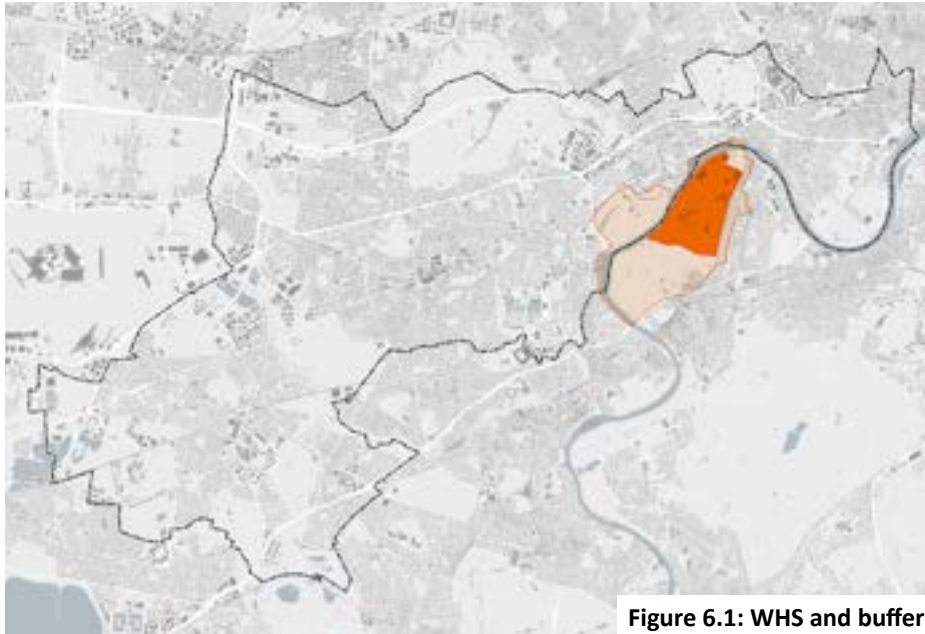
### 6.1 TALL BUILDING SENSITIVITIES

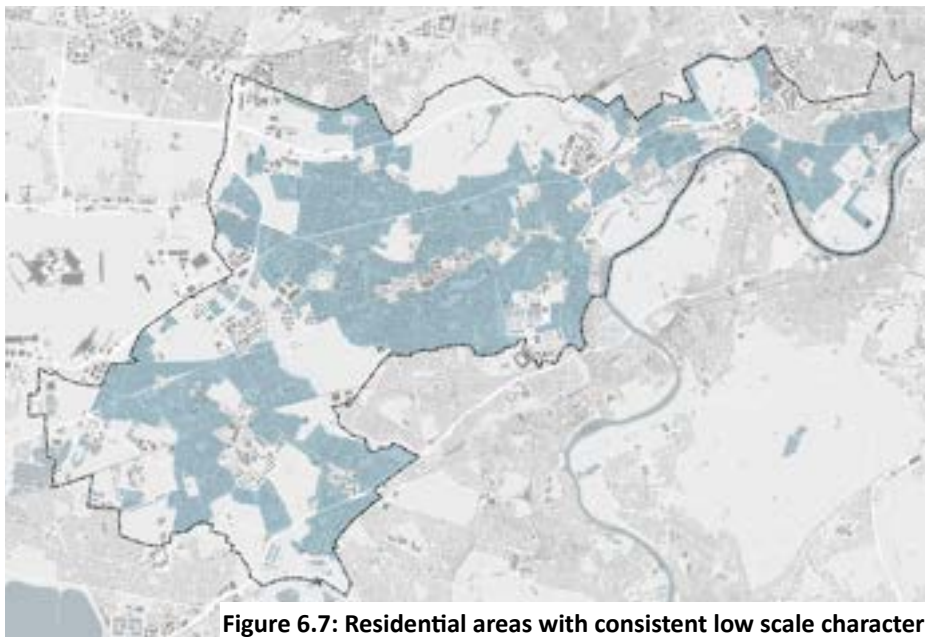
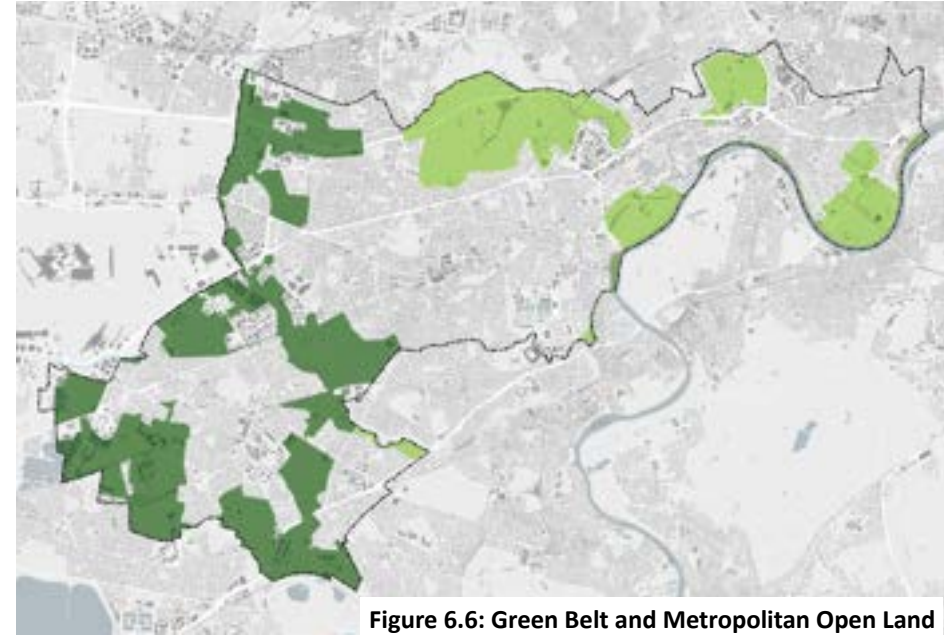
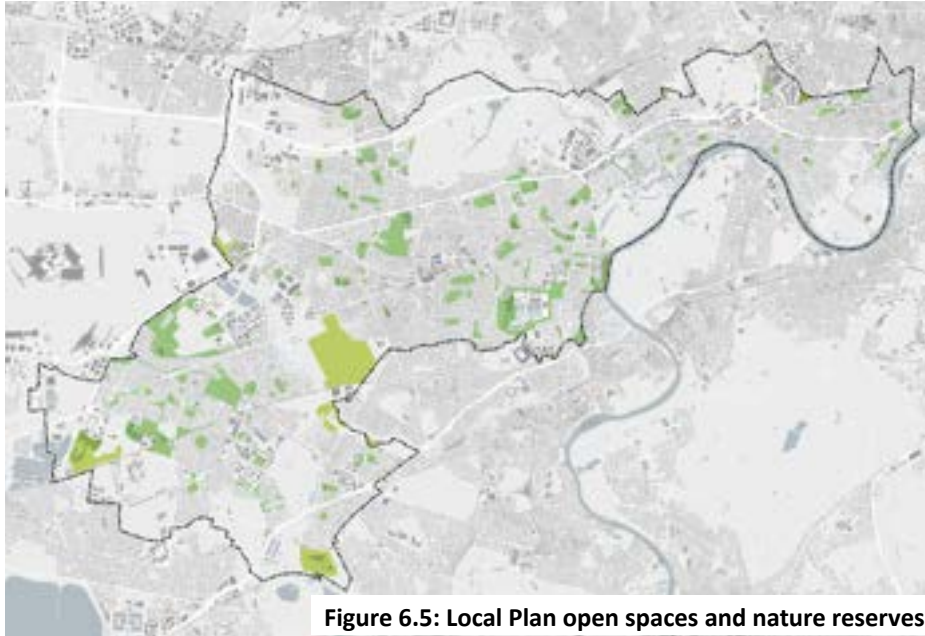
6.1.1. The London Plan Characterisation and Growth Strategy LPG (June 2023) advocates a sieving process to identify the locations where tall buildings may be appropriate. Mapping sensitivities allows some areas to be discounted as 'inappropriate' from the outset.

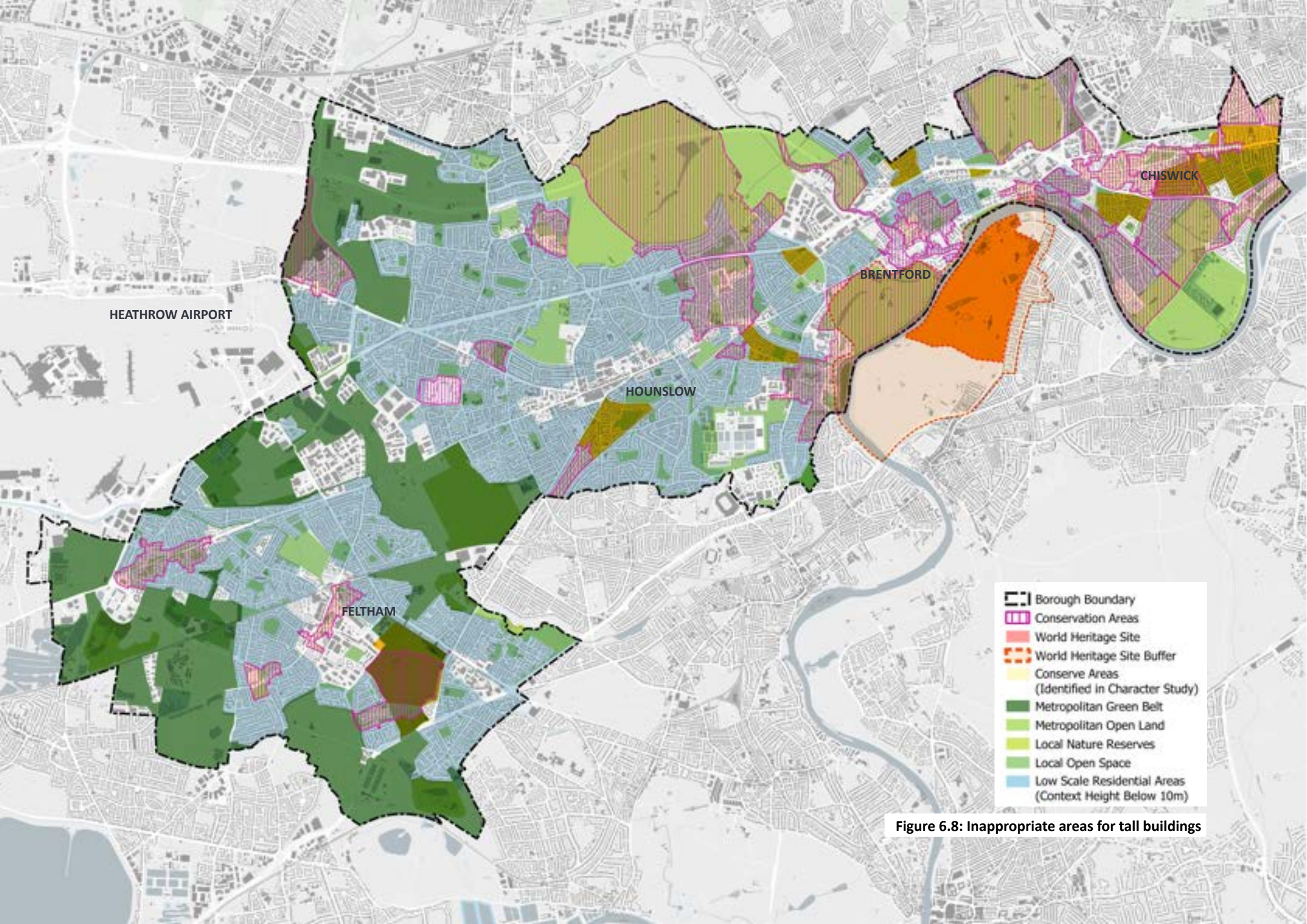
6.1.2. Within the London Borough of Hounslow there are a number sensitivities that may be mapped and where tall buildings will not be an appropriate form of development. These are:

- World Heritage Site Buffer Zone (for the Royal Botanic Gardens Kew World Heritage Site. The WHS itself is within the Royal Borough of Richmond upon Thames, to the east);
- Conservation Areas;
- Areas of Special Local Character;
- Areas identified as 'Conserve' in the Hounslow Characterisation and Growth Study;
- Local Plan open spaces and nature reserves;
- Green Belt and Metropolitan Open Land; and
- Residential areas with consistent lower scale character (context height up to 10m).

6.1.3. Tall building sensitivities are mapped in Figures 6.1 to 6.7 and brought together diagrammatically in Figure 6.8.







HEATHROW AIRPORT

FELTHAM

HOUNSLOW

BRENTFORD

CHISWICK

-  Borough Boundary
-  Conservation Areas
-  World Heritage Site
-  World Heritage Site Buffer
-  Conserve Areas  
(Identified in Character Study)
-  Metropolitan Green Belt
-  Metropolitan Open Land
-  Local Nature Reserves
-  Local Open Space
-  Low Scale Residential Areas  
(Context Height Below 10m)

Figure 6.8: Inappropriate areas for tall buildings

6.1.4. In addition to sensitivities that make some areas 'inappropriate' to tall buildings there are further sensitivities that whilst not making an area 'inappropriate' nevertheless make it less suitable for tall buildings. These include:

- The Thames Policy Area;
- Areas with moderate (level 3), poor (level 2) or very poor (level 1) Public Transport Accessibility Levels (PTAL); and
- Areas with no access to station by walking (defined as a distance of 960m from a station) and limited access by cycle.

6.1.5. These areas are indicated in Figures 6.9 to 6.11.

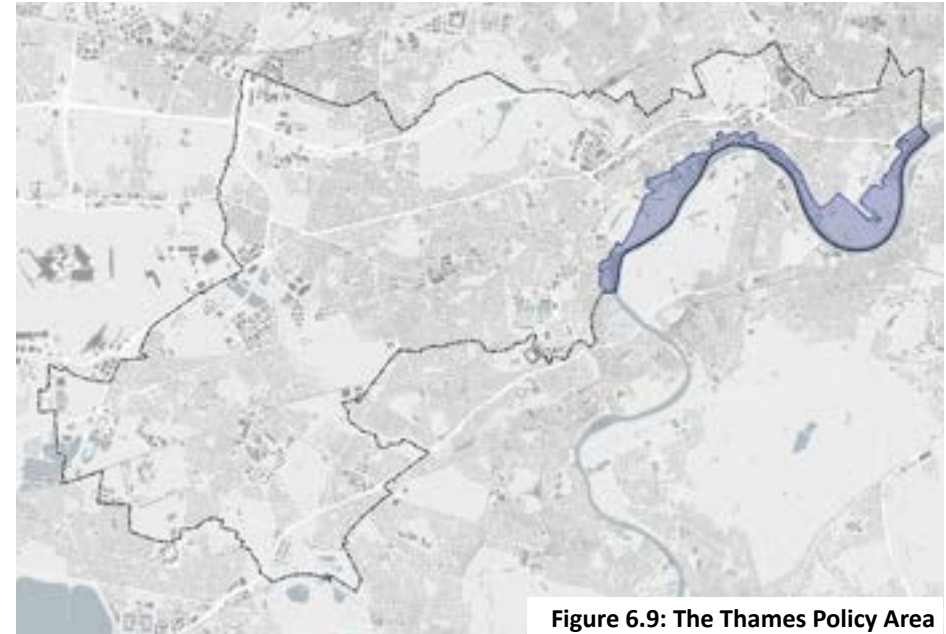


Figure 6.9: The Thames Policy Area

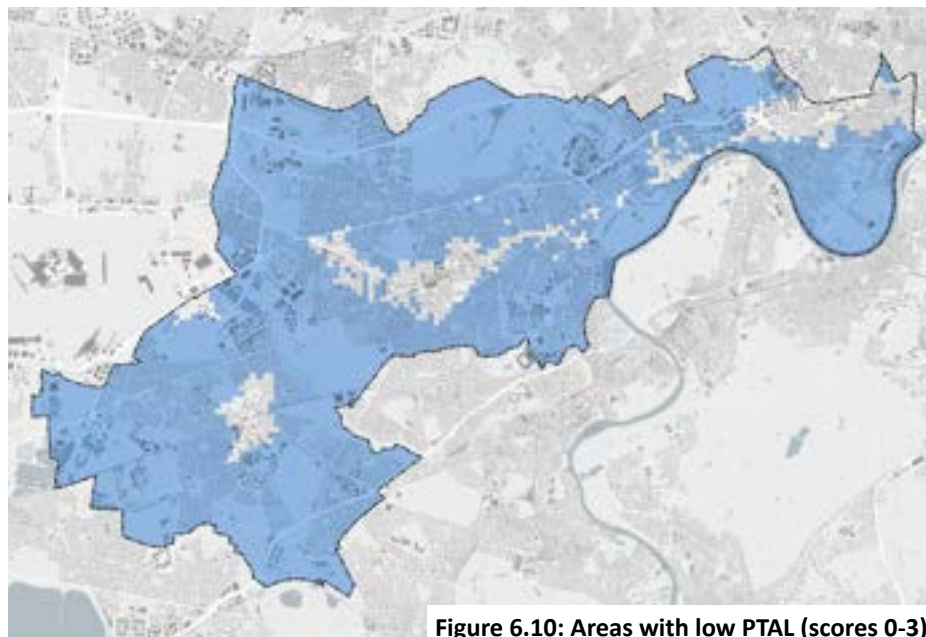


Figure 6.10: Areas with low PTAL (scores 0-3)

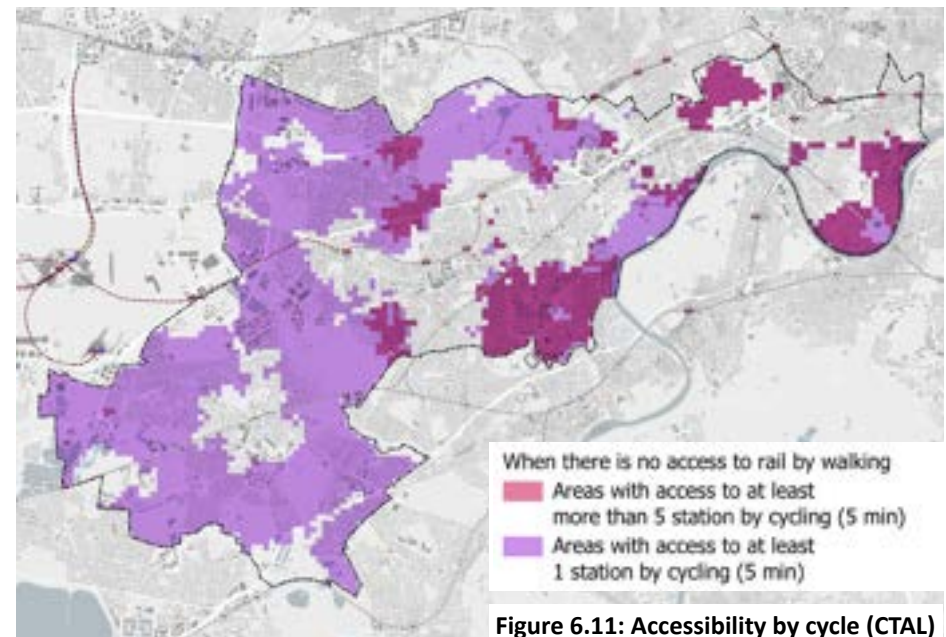


Figure 6.11: Accessibility by cycle (CTAL)

## 6.2 TALL BUILDING SUPPORTING FACTORS

6.2.1. Whilst there are some factors that make areas inappropriate for tall buildings others factors may support the potential for tall buildings in a location.

6.2.2. This does not mean that the area is appropriate for tall buildings and in some cases there may also be sensitivities within an area that make it inappropriate for tall buildings.

6.2.3. Supporting factors include:

- Local Plan town and large neighbourhood centre designations;
- Local Plan proposed Site Allocations;
- Areas promoted in Council strategies and masterplans;
- Areas identified as 'Transform' in the Hounslow Characterisation and Growth Study; and
- Areas with good (level 4), very good (level 5) or excellent (level 6) Public Transport Accessibility Levels (PTAL).

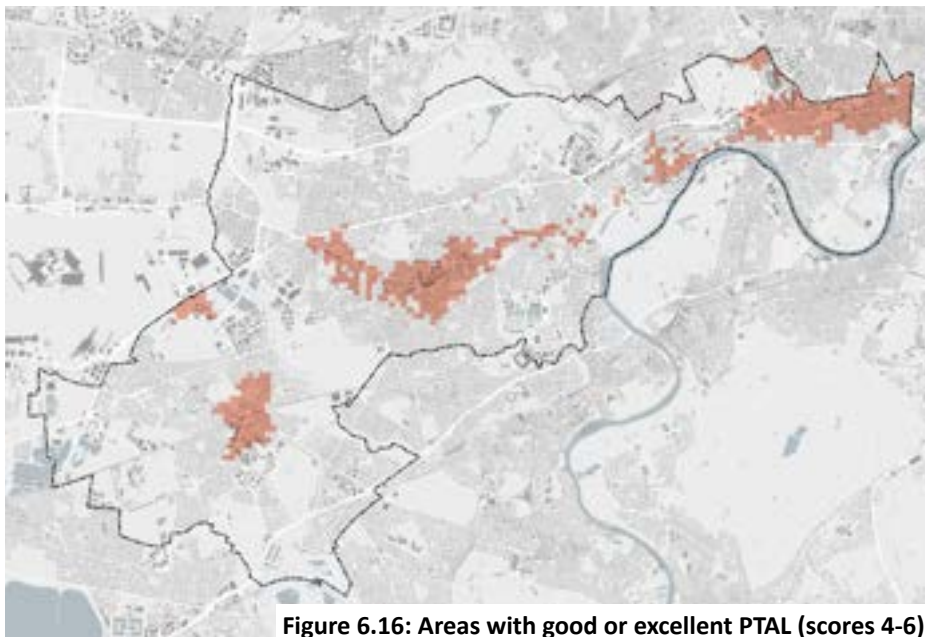
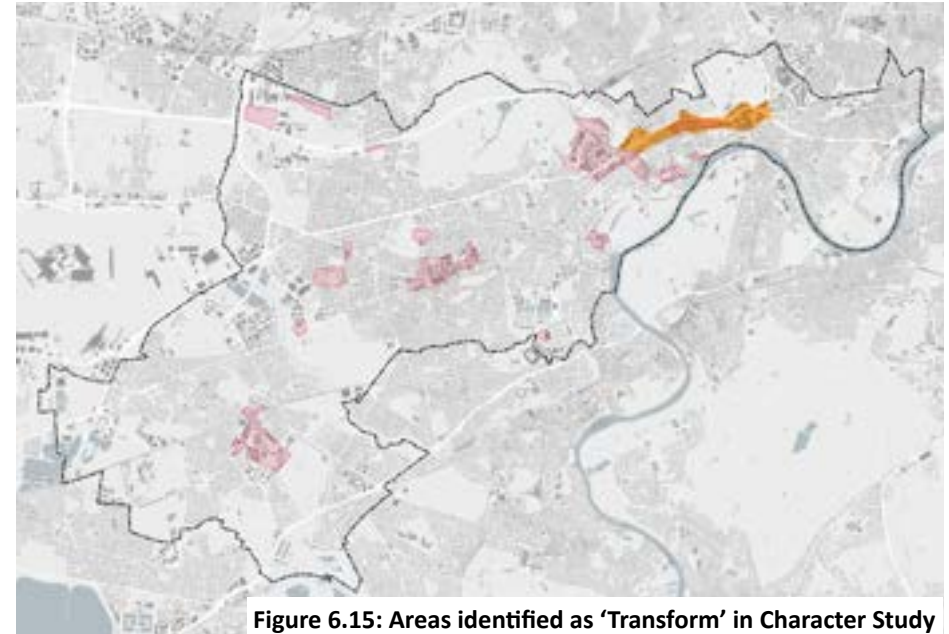
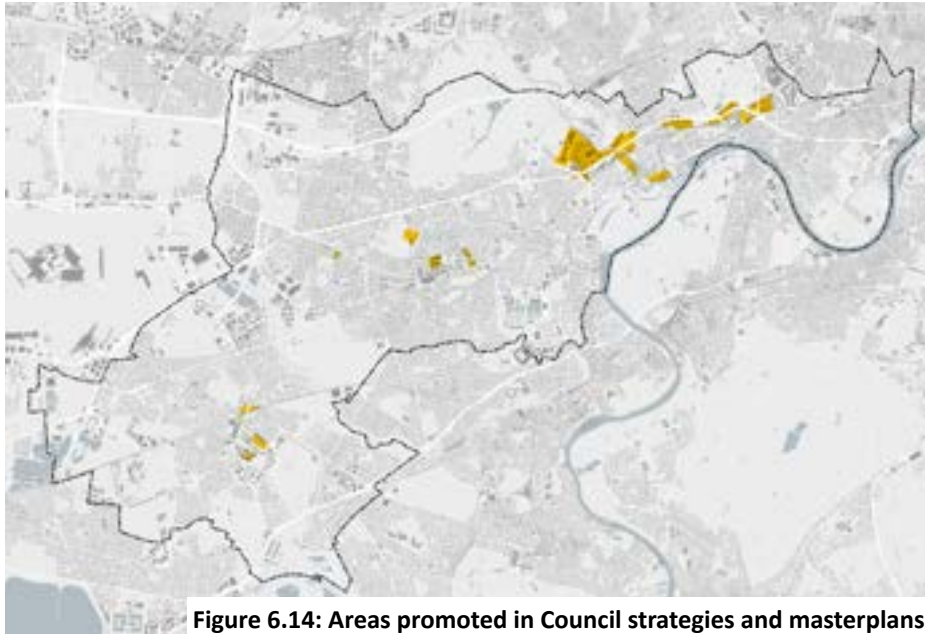
6.2.4. Tall building supporting factors are mapped in Figures 6.12 to 6.16 and brought together diagrammatically in Figure 6.17.



Figure 6.12: Local Plan Town and large neighbourhood centre designations



Figure 6.13: Local Plan Proposed Site Allocations (excluding employment)



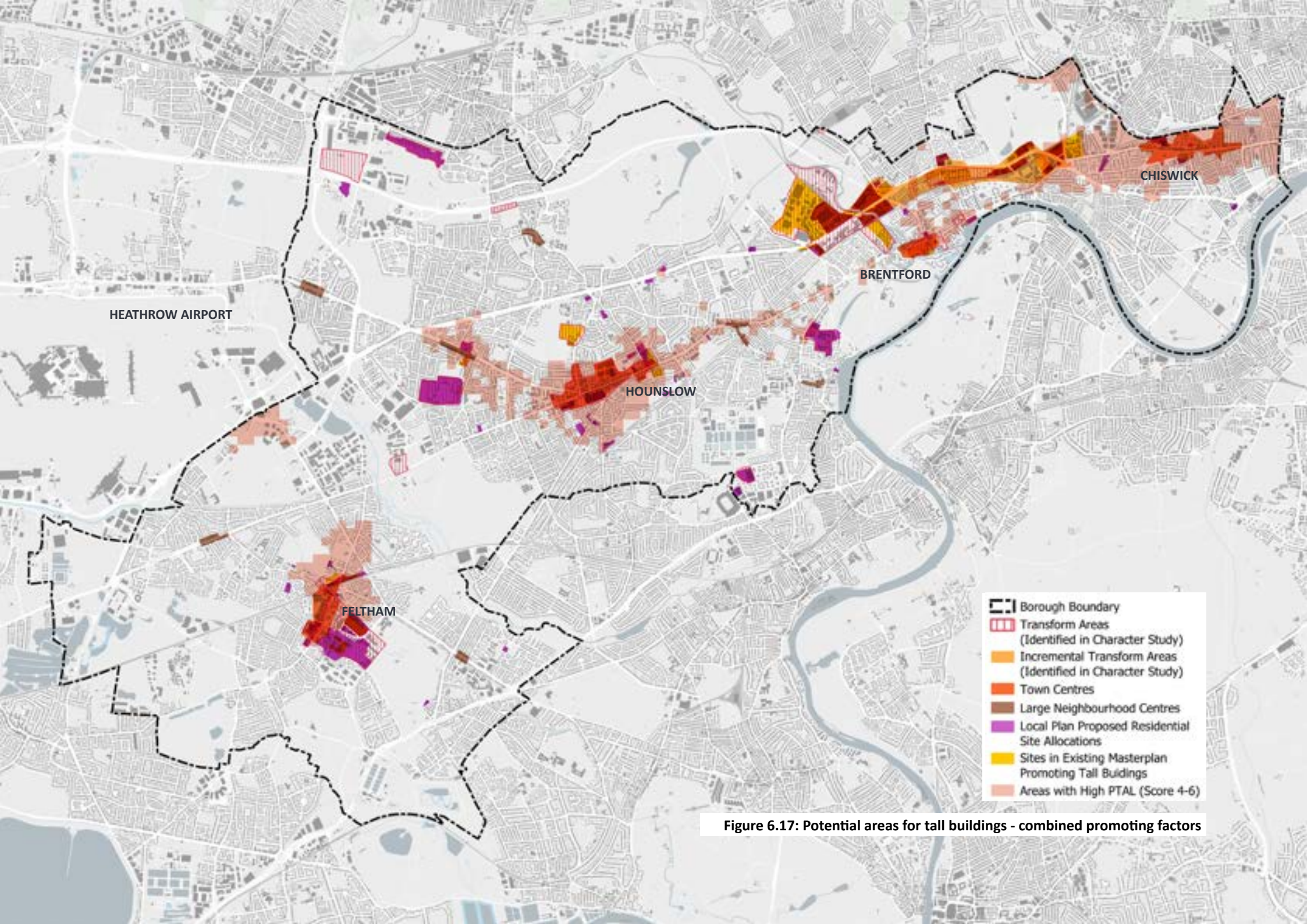


Figure 6.17: Potential areas for tall buildings - combined promoting factors

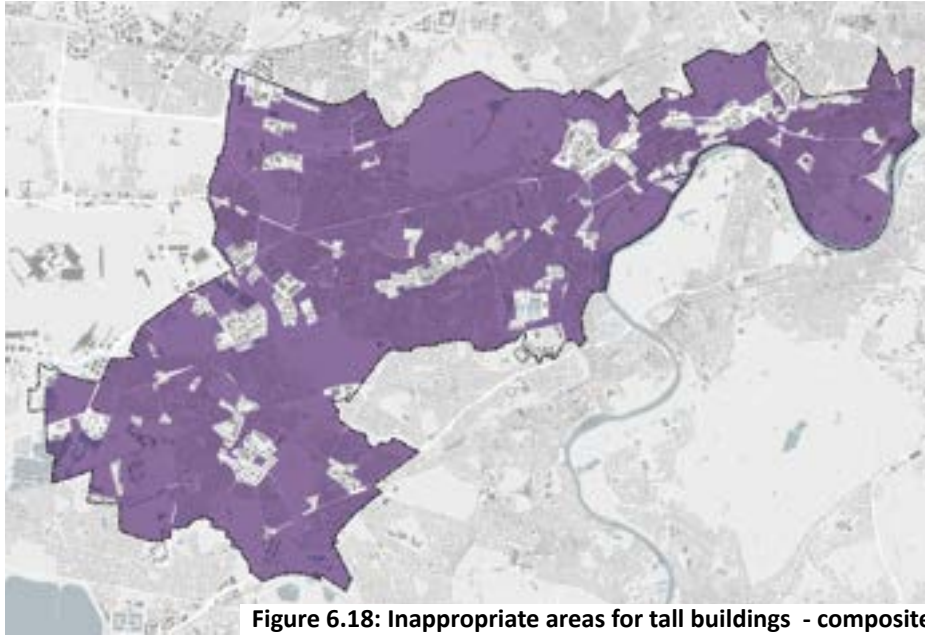


Figure 6.18: Inappropriate areas for tall buildings - composite

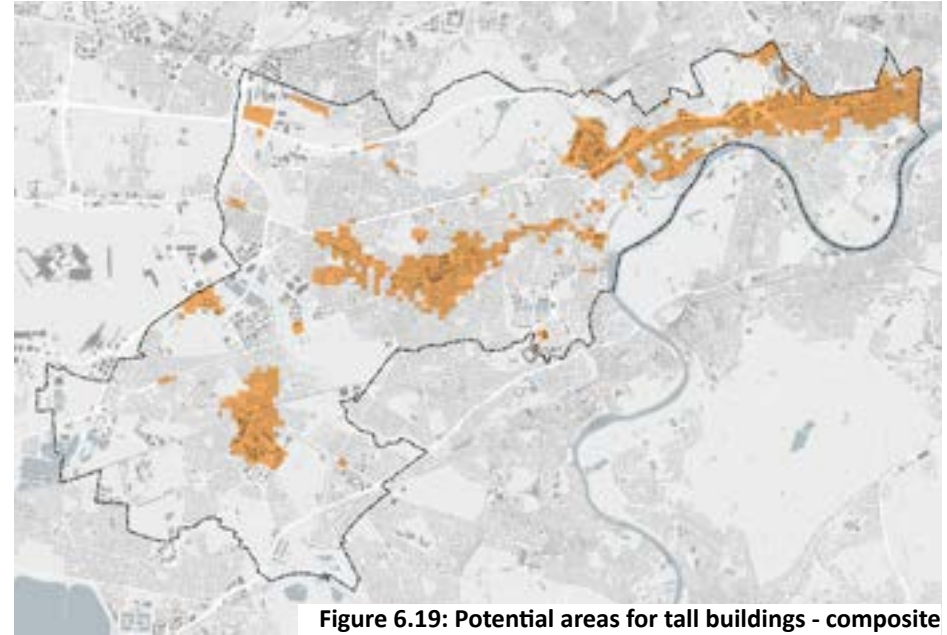


Figure 6.19: Potential areas for tall buildings - composite

6.2.5. Composite plans indicating areas inappropriate for tall buildings and potential areas for tall buildings (areas where there are supporting factors for tall buildings) are provided in Figures 6.18 and 6.19 above.

## 6.3 ESTABLISHING AREAS OF SEARCH

6.3.1. In order to establish the Areas of Search two further stages have been undertaken.

6.3.2. Firstly areas identified as inappropriate for tall buildings have been overlaid onto the potential areas for tall buildings (Figure 6.20). This removes some potential areas for tall buildings from further consideration.

6.3.3. Secondly the remaining potential areas have been assessed and those that are too small, are in peripheral locations or offer limited opportunity for change have then been discounted (Figure 6.21) giving rise to broad Areas of Search.

6.3.4. The broad areas of search established in Figure 6.21 have been refined to encompass the areas identified as having potential for tall buildings and their settings.

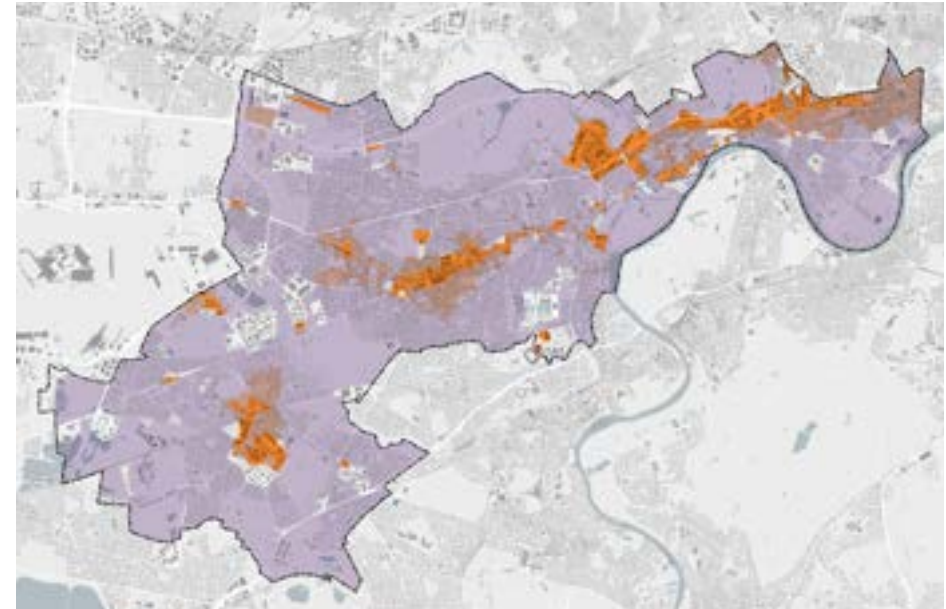


Figure 6.20: Potential areas for tall buildings - with inappropriate areas overlaid

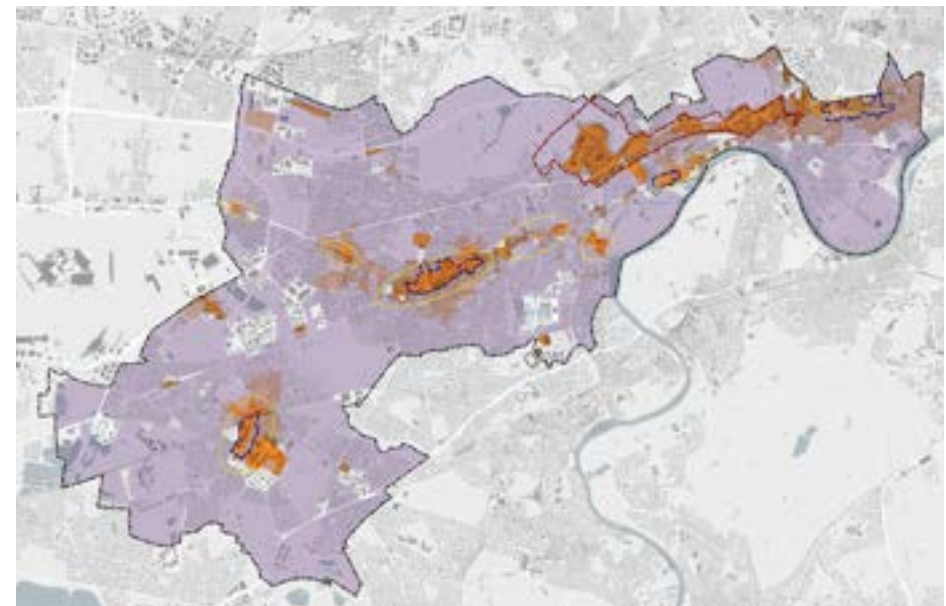


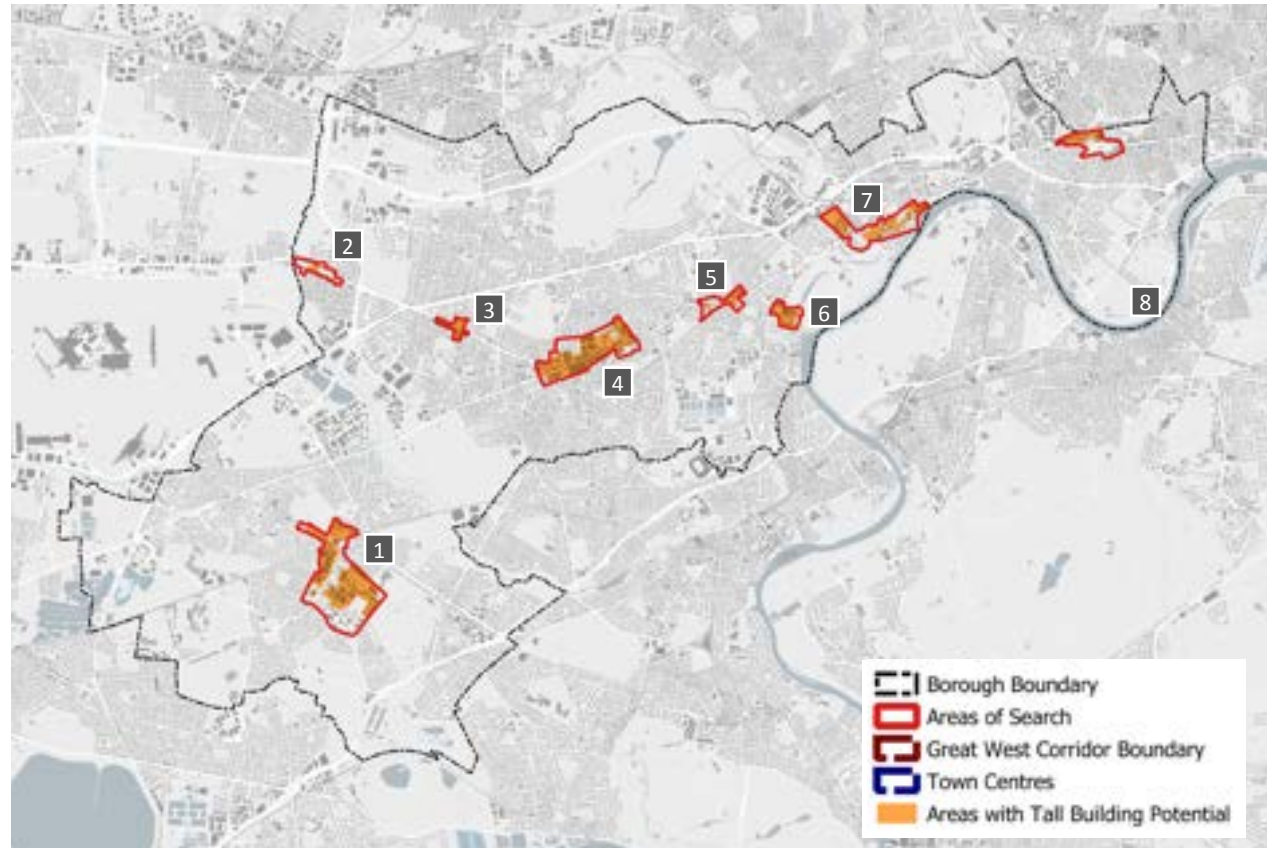
Figure 6.21: Potential areas for tall buildings - broad areas of search

6.3.5. This process gives rise to eight Areas of Search. These are indicated in Figure 6.22 and are:

- 1 Feltham town centre;
- 2 Bath Road, Cranford;
- 3 Hounslow West;
- 4 Hounslow town centre;
- 5 London Road, Isleworth;
- 6 West Middlesex University Hospital;
- 7 Brentford town centre; and
- 8 Chiswick town centre.

6.3.6. The town centre Areas of Search do not follow the Local Plan town centre boundaries but take in areas established through the sieving process.

6.3.7. There is considerable potential for tall buildings within the Great West Corridor. This has been considered in detail through the Great West Corridor masterplan (2020) which identifies locations where tall buildings may be appropriate and provides appropriate heights, identified in metres above ground and above ordnance datum (AOD) for each. An indicative number of storeys (residential) is also indicated. The heights were established through detailed testing in representative views. The tall building role, height and design principles and heritage sensitivities are also identified. This work is not revisited as part of this study.



**Figure 6.22: Areas of Search**

- 1 Feltham town centre
- 2 Bath Road, Cranford
- 3 Hounslow West
- 4 Hounslow town centre
- 5 London Road, Isleworth
- 6 West Middlesex Hospital
- 7 Brentford town centre
- 8 Chiswick town centre



Image 7.1: New residential blocks on Augustus Close, Brentford

# 7. ASSESSING POTENTIAL FOR TALL BUILDINGS

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## 7.1 AREAS OF SEARCH

7.1.1. Through this chapter each of the eight Areas of Search are explored in more detail to assess their potential for tall buildings through a more detailed evaluation of sensitivities and promoting factors that may restrict or justify the promotion of a tall building.

7.1.2. For each Area of Search the following information is presented:

- Spatial strategy;
- Green and blue infrastructure;
- Heritage assets;
- Public transport accessibility level;
- Existing building heights;
- Building context heights (as established through this study);
- Existing tall buildings (based on the tall building definition established through this study);
- The tall buildings pipeline (as of March 2024);
- Conserve, Enhance and Transform Areas (as established through the Hounslow Characterisation and Growth Study);
- Areas identified as inappropriate to tall buildings (as established through this study);
- Local Plan proposed Site Allocations;
- Tall building supporting factors (as established through this study); and
- Potential locations for tall buildings.

7.1.3. Where appropriate information on civil aviation and noise constraints are also provided.

7.1.4. The London Borough of Hounslow have prepared masterplans for some of the Areas of Search (Feltham, Hounslow and Brentford town centres) and these plans make recommendations on the potential for tall buildings in these centres. This is used as the starting point for the evaluation of the potential for tall buildings however testing of the impacts on the existing townscape was not carried out as part of these studies.

7.1.5. For these areas simple massing models have been prepared in order to test the visual impact of tall buildings on their context. The proposals have been modelled into the VuCity model and tested in a range of representative views. These include on the main approaches into the centres, views across open spaces and views in which heritage assets or other townscape features, that may be sensitive to, or impacted by tall buildings are located.

7.1.6. For Chiswick Town Centre proposals have been modelled based on the recommendations made in the Design Code for Chiswick that forms part of the Hounslow Characterisation and Growth Study.

7.1.7. For Hounslow West Centre modelled views consider the potential for tall buildings with reference to a planning application for the station site which has been modelled into the VuCity model.

7.1.8. The views assessment informs recommendations that are then made on the potential for tall buildings in each of the Areas of Search.

7.1.9. For the two smaller Areas of Search at Bath Road, Cranford and London Road, Isleworth recommendation are made based on recent development activity and without the need for modelling.

7.1.10. Tall buildings recommendations focus on the location, height and potential form of tall buildings proposals and also their interface with their immediate environment but not on their use or materiality.



Image 7.2: Feltham town centre viewed from the north alongside the Longford River

## 7.2 AREA OF SEARCH ONE: FELTHAM TOWN CENTRE

7.2.1. The Feltham Town Centre Area of Search is located towards the west of the Borough and encompasses both the town centre as designated in the Local Plan, land towards the north of the centre around the railway station, along Bedfont Lane and adjacent the Glebelands Playing Fields and an extensive area to the south extending to Hanworth Park and taking in the Leisure West Retail Park on Air Park Way and also MOD land on Elmwood Avenue.



Figure 7.1: Feltham Area of Search - existing aerial



Figure 7.2: Feltham Area of Search - spatial strategy

### SPATIAL STRATEGY

7.2.2. The Local Plan designates Feltham Town Centre as a District Centre. This extends along the High Street from Feltham Station in the north to Manor Lane to the south as indicated in Figure 7.2. The railway line crosses the northern part of the centre at grade and creates a barrier between the northern and southern parts of the centre.



Figure 7.3: Feltham Area of Search - green and blue infrastructure

### GREEN AND BLUE INFRASTRUCTURE

7.2.3. There are a number of open spaces within the Area of Search. This includes the publicly accessible Feltham Green and Bridge House Pond on the eastern side of the High Street and the private sports pitches on MOD land adjacent Elmfield Road.

7.2.4. Immediately adjacent are two large spaces; the Feltham Arena Parklands encompassing Feltham Park, Glebelands Playing Fields and Blenheim Park to the north and Hanworth Park to the south. The two spaces are linked by the Longford River which forms the north-eastern boundary of the Area of Search. Hanworth Park and the Longford River corridor are also Sites of Importance for Nature Conservation (SINC).



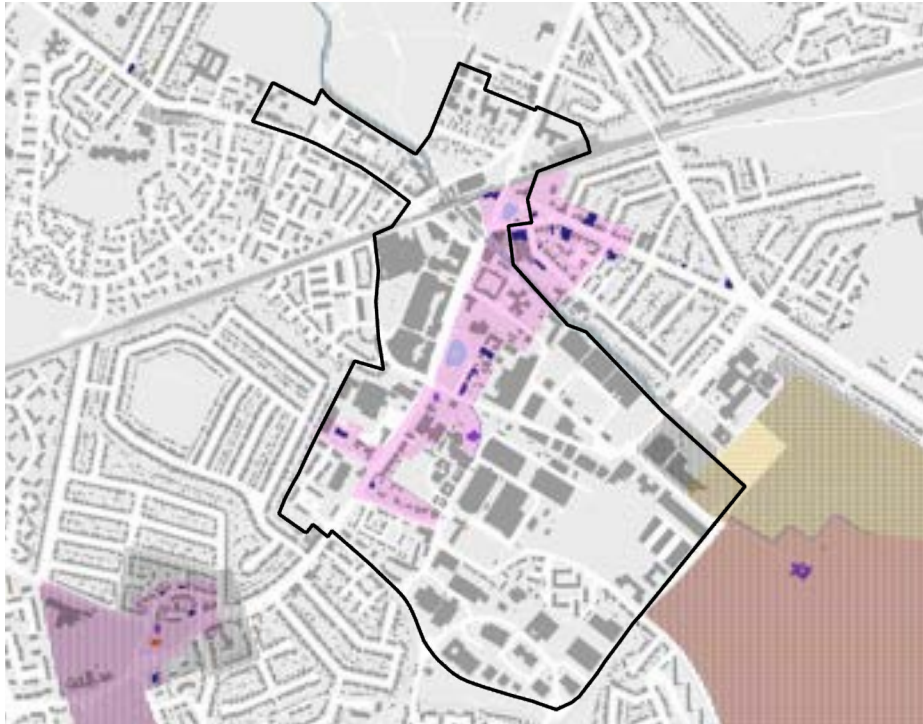


Figure 7.4: Feltham Area of Search - heritage assets

### HERITAGE ASSETS

7.2.5. The eastern side of High Street is designated as the Feltham Green and Town Centre Conservation Area. Within the Conservation Area are a number of listed buildings and many locally listed buildings. The most notable is St. Catherine's Church Tower on the junction of Hanworth Road and High Street which is prominent in many views within the area. Other Grade II listed buildings include Feltham House on Elmwood Road and the Red Lion Public House on High Street.

7.2.6. Hanworth Park is an Area of Special Character and the majority of it is also designated as a Conservation Area. It is also an Archeological Priority Area.



Figure 7.5: Feltham Area of Search - PTAL

### PUBLIC TRANSPORT ACCESSIBILITY LEVELS

7.2.7. Public transport accessibility levels vary across the Area of Search. The PTAL is very good (5) close to Feltham station and good (PTAL 4) extending southwards along the High Street and northwards along Bedfont Lane (along the bus routes) but falls to very poor (PTAL 1) towards the south of the area close to Hanworth Park.





Figure 7.6: Feltham Area of Search - building heights

### BUILDING HEIGHTS

7.2.8. Building heights vary across the Area of Search. On the western side of the High Street and close to the station within the designated town centre buildings are of a greater scale and massing and include large floorplate retail with residential apartments above. Away from the centre heights reduce with the majority of buildings two or three residential storeys (or equivalent for non-residential buildings).

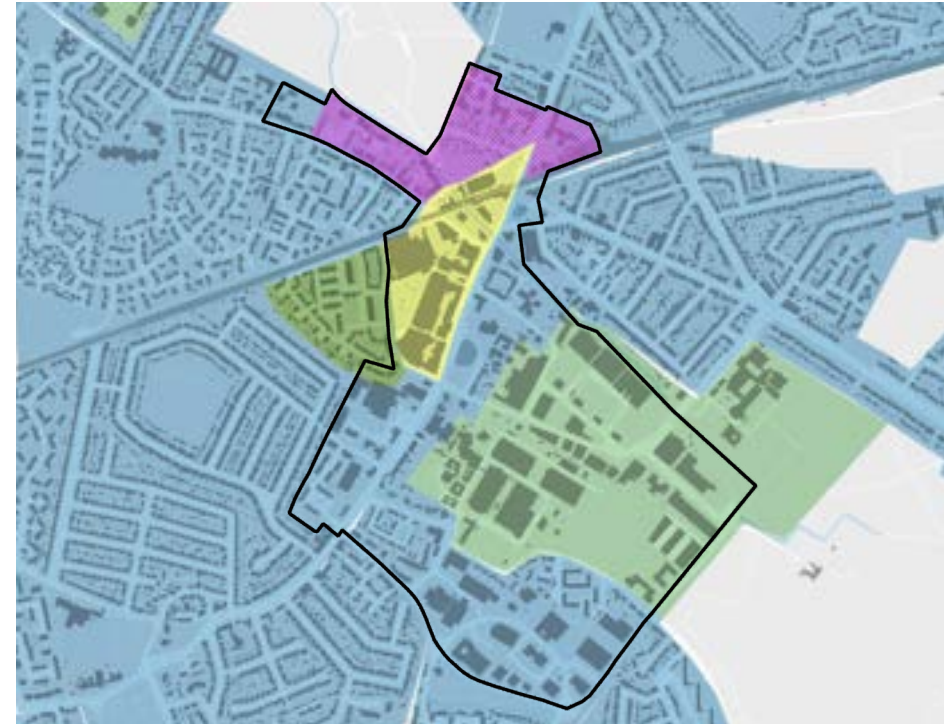


Figure 7.7: Feltham Area of Search - building context heights

### BUILDING CONTEXT HEIGHTS

7.2.9. Existing building context heights in the Area of Search range from 6-10m (2-3 residential storeys) to 15-18m (5 residential storeys) with the greater context heights in the heart of the town centre. Refer to Section 4.9 of this report which explains how context heights have been established.

7.2.10. The building context heights are based on the most recent available DTM and DSM data (2022) and take account of buildings completed at that time. Within parts of the Feltham Area of Search (notably in the area north of Feltham Station) recent taller development is likely to bring about an increase in the building context height.





Figure 7.8: Feltham Area of Search - existing tall building

### EXISTING TALL BUILDINGS

7.2.11. There are a number of existing tall buildings within the Area of Search. These have been established based on the definitions identified in Section 5.3 of this report.

7.2.12. District scale tall buildings include:

- St. Catherine’s Church Tower;
- St. Giles Hotel on Hounslow Road; and
- Post-war residential blocks to the west of the town centre.

7.2.13. Local scale landmark buildings include parts of The Centre shopping centre on the High Street and Appleton House on New Road.

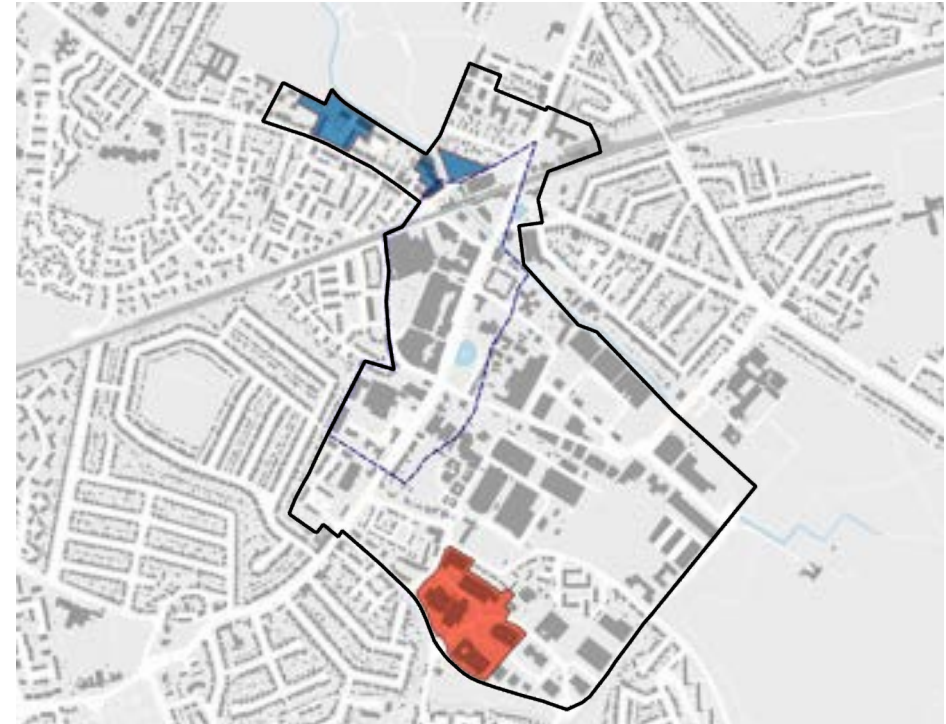


Figure 7.9: Feltham Area of Search - tall building pipeline

### TALL BUILDINGS PIPELINE

7.2.14. A number of proposals for tall buildings are under construction or have been recently completed:

- Triangle Site, New Road, Feltham (residential);
- Frank Towell Court, Bedfont Lane, Feltham (residential); and
- Appleton House, New Road, Feltham (residential).

7.2.15. An outline planning application has been submitted at Feltham Corporate Centre, Plane Tree Crescent (data centre use). This has not yet been determined.

7.2.16. Details of the applications are provided in Section 4.10.





Figure 7.10: Feltham Area of Search - Conserve - Enhance - Transform

### CONSERVE, ENHANCE + TRANSFORM AREAS

7.2.17. Whilst parts of the Area of Search are identified as Conserve (the Conservation Area), a large part, including around the station, along the western side of the High Street and to the east of the area (including the Leisure West Retail Park and MOD land), is identified in the Hounslow Characterisation and Growth Study as Transform.



Figure 7.11: Feltham Area of Search - inappropriate areas overlay

### INAPPROPRIATE AREAS

7.2.18. There are some sensitivities to tall buildings within the Area of Search. These are overlaid in Figure 7.11 above. The most significant sensitivity is the Conservation Area designation.





Figure 7.12: Feltham Area of Search - Local Plan proposed site allocations

### LOCAL PLAN PROPOSED SITE ALLOCATIONS

7.2.19. The Area of Search is located within the Heathrow Opportunity Area.

7.2.20. There are many potential Local Plan site allocations within the Feltham Area of Search. These are located around Feltham Station, along the High Street and to the east of the Area of Search including the Leisure West Retail Park and MOD land.

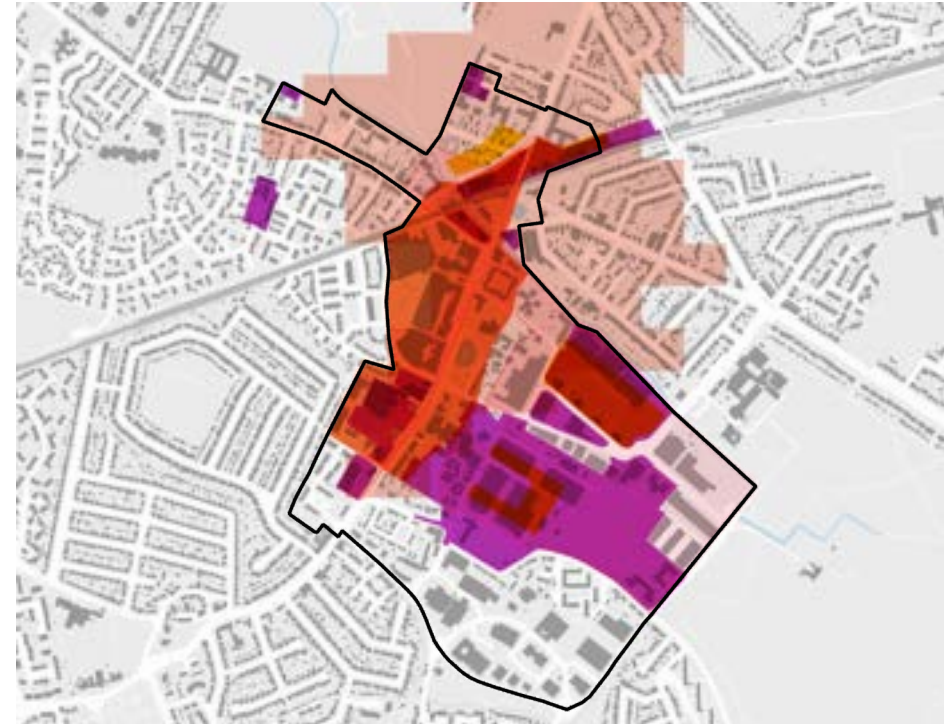


Figure 7.13: Feltham Area of Search - potential for tall buildings overlay

### TALL BUILDING SUPPORTING FACTORS

7.2.21. There are a number of factors that may support the potential for tall buildings within the Feltham Town Centre Area of Search. These are overlaid in Figure 7.13 above.





**Figure 7.14: Feltham Area of Search - Areas with potential for tall buildings**

### POTENTIAL LOCATIONS FOR TALL BUILDINGS

7.2.22. Subtracting the inappropriate areas (identified in Figure 7.11) from the composite plan supporting the potential for tall buildings (identified in Figure 7.13) gives rise to potential locations for tall buildings.



### POTENTIAL FOR TALL BUILDINGS: FELTHAM TOWN CENTRE AREA OF SEARCH

#### BACKGROUND

7.2.23. The Feltham Town centre masterplan was prepared by the London Borough of Hounslow in 2017. The masterplan provides a vision and spatial framework for change in the town centre and identifies the opportunities and capacity for development on a series of sites in, and close to, the town centre.

7.2.24. The masterplan identifies the potential for a number of tall buildings in the centre including:

- At the intersection of New Road and Hounslow Road (up to 14 storeys);
- At the corner of New Road with the Longford River (up to 12 storeys);
- At the corner of Bedford Lane and New Road immediately to the west of the Longford River (up to 12 storeys);
- At the location of Network House site on Hounslow Road (up to 9 storeys);
- At the south-eastern corner of the Leisure West site on Browells Lane (7 storeys); and
- Within the MOD site south of Feltham High Street (8 storeys).

7.2.25. Proposals for tall buildings have been consented in two of these locations:

- At the corner of New Road with the Longford River - two tall buildings of 37.2m (11 storeys) and 46.2m (14 storeys) approved and under construction; and
- At the corner of Bedford Lane and New Road immediately to the west of the Longford River – a tall building of 30.0m (10 storeys) approved and recently completed.

7.2.26. Two further tall buildings have also been consented and brought forward alongside the Longford River at Frank Towell Court towards the north of the centre.

7.2.27. These are visible in the aerial view of the Area of Search taken from VuCity in Figure 7.15.

7.2.28. The study identifies the church spire of the former St. Catherine's church as a historic landmark and a prominent feature in the townscape of Feltham, which helps legibility and way finding. The masterplan seeks to protect the setting of and visual prominence of the spire in a number of local views.



Figure 7.15: Feltham Area of Search - Existing 3D aerial view (from VuCity)



Figure 7.16: Feltham Area of Search - 3D aerial view with potential development (from VuCity)

## TESTING POTENTIAL FOR TALL BUILDINGS

7.2.29. The proposals set out in the Feltham masterplan have been modelled and incorporated into the VuCity model (Figure 7.16). This allows consideration of the visibility and potential impacts of new development on representative views in the town centre.

7.2.30. Potential locations for tall buildings are identified in Figure 7.16. These are:

- Building F1: At the intersection of New Road and Hounslow Road (45.6m / up to 14 storeys);
- Building F2: At the location of Network House site on Hounslow Road (29.6m / up to 9 storeys); and
- Building F3: At the south-eastern corner of the Leisure West site on Browells Lane (22.4m / up to 7 storeys).

7.2.31. Based on the tall building definitions established in Section 5.3 Building F1 would be a district scale tall building. Buildings F2 and F3 would be local scale tall buildings.

7.2.32. Views have been outputted from the VuCity model. They are not verified views but provide an indication of the likely visibility of proposals from the selected locations.

7.2.33. The potential for additional height above the existing shopping centre was not considered as part of the Feltham masterplan however this is considered as part of the assessment of views and identified with the Code F4.

7.2.34. The Feltham masterplan also identified potential for a tall building within the MOD Site (Code F5). Views of this have not been modelled as the layout for the site is not fixed. Should a tall building be promoted on this site its impacts on the surrounding townscape will need to be tested in local views.

7.2.35. The views selected are all from publicly accessible locations from which a viewer may appreciate the existing skyline or streetscape within the Area of Search. These include the main approaches into the centre, views across open spaces and views in which heritage assets or other townscape features, that may be sensitive to, or impacted by tall buildings, can be appreciated.

7.2.36. Thirteen representative views have been considered. The location of these are indicated in Figure 7.17. For each view an existing photograph, together with the existing and modelled view taken from VuCity is provided. Where a potential tall building is visible in the view this is identified using the building Code F1 to F4.

7.2.37. The following representative views are presented in Figures 7.18 to 7.56 on pages 95 to 107:

- VIEW ONE: From Hanworth Road viewing westward;
- VIEW TWO: From Hounslow Road viewing southwards with St. Giles Hotel in the foreground;
- VIEW THREE: From Hounslow Road viewing southwards;
- VIEW FOUR: From alongside the Longford River viewing south-eastwards;
- VIEW FIVE: From Glebelands Playing Fields viewing southwards;
- VIEW SIX: From Glebelands Playing Fields viewing south-eastwards;
- VIEW SEVEN: From Bedfont Lane viewing south-eastwards;
- VIEW EIGHT: From High Street viewing north-eastwards;



**Figure 7.17: Feltham Area of Search - representative view locations**

- VIEW NINE: From High Street viewing north-eastwards;
- VIEW TEN: From High Street viewing north-westwards towards Bedfont Lane;
- VIEW ELEVEN: From High Street viewing south-westwards;
- VIEW TWELVE: From Browells Lane viewing north-westwards along the Longford River; and
- VIEW THIRTEEN: From Browells Lane viewing south-westwards.

## IMPACTS ON TOWNSCAPE AND VIEWS

7.2.38. The impacts of the building heights in the representative views are summarised in Table 7.1 below.

View	Summary of impacts
<b>VIEW ONE: From Hanworth Road viewing westward</b>	No tall buildings in the view. Proposed development (6 storey) on the Bedfont Lane / High Street junction is visible in the view but does not impact on the setting of St. Catherine's Church tower
<b>VIEW TWO: From Hounslow Road viewing southwards with St. Giles Hotel in the foreground</b>	Building F1 is prominent in the view and marks the arrival / northern gateway into the town centre. Building F2 steps down in height to avoid undermining the setting of St. Catherine's Church tower which is visible in the view
<b>VIEW THREE: From Hounslow Road viewing southwards</b>	Building F1 and F2 are visible in the foreground to the view but do not undermine the setting of St. Catherine's Church tower which is visible in the view
<b>VIEW FOUR: From alongside the Longford River viewing south-eastwards</b>	The recently constructed tall buildings on New Road at the junction with the Longford River and Bedfont Lane are prominent in the view. The view towards St. Catherine's Church tower is retained and framed by these buildings in the view
<b>VIEW FIVE: From Glebelands Playing Fields viewing southwards</b>	The recently constructed tall building located on the junction of New Road with the Longford River is prominent in the view. Proposed development on New Road and High Street is visible but not prominent in the view
<b>VIEW SIX: From Glebelands Playing Fields viewing south-eastwards</b>	The recently constructed tall building located on the junction of New Road with the Longford River is prominent in the view. Proposed development on New Road and High Street is visible but not prominent in the view
<b>VIEW SEVEN: From Bedfont Lane viewing south-eastwards</b>	There are no tall buildings visible in the view. Recent development on the junction of New Road and Bedfont Lane partially obscures the tower of St. Catherine's Church. Six storey development on Bedfont Lane (immediately west of the High Street) appears contextual in the view
<b>VIEW EIGHT: From High Street viewing north-eastwards</b>	Building F1 is prominent in the view and marks the northern entrance into Feltham town centre. Building F2 is also visible in the view. Neither building undermines the setting or prominence of St. Catherine's Church tower
<b>VIEW NINE: From High Street viewing north-eastwards</b>	Building F1 is prominent in the view and marks the northern entrance into Feltham town centre. Building F2 is also visible in the view. Neither building undermines the setting or prominence of St. Catherine's Church tower
<b>VIEW TEN: From High Street viewing north-westwards towards Bedfont Lane</b>	Building F1 is fairly prominent in the view and marks the arrival / northern gateway into the town centre. Building F2 is also visible but not prominent. Six storey development on the junction of High Street with Bedfont Lane is also visible
<b>VIEW ELEVEN: From High Street viewing south-westwards</b>	No tall buildings are visible in this view. Five storey development on the eastern side of High Street, adjacent Feltham Green, appears contextual in the view. Although not indicated in this view there may be potential for some additional height to the west of the High Street, on the central shopping centre site (F4), set back from the street space and stepping down from the greater height at the northern end
<b>VIEW TWELVE: From Browells Lane viewing north-westwards along the Longford River</b>	The recently constructed tall building on the junction of New Road with the Longford River is prominent viewing westwards along the River Longford. St. Catherine's Church tower remains visible in the view. Building F1 is also visible in the view but is partially obscured by existing vegetation
<b>VIEW THIRTEEN: From Browells Lane viewing north-westwards</b>	Building F3 is fairly prominent in the foreground to the view with development on the Leisure West and MOD sites visible in the backdrop to the view

**Table 7.1: Feltham Area of Search - Summary of building height impacts in views**

## TALL BUILDINGS RECOMMENDATIONS

7.2.39. The opportunities for tall buildings in the Feltham Town Centre Area of Search are set out in Tables 7.2 and 7.3 below. This is informed by assessment of the representative views.

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
F1	Intersection of New Road and Hounslow Road	Higher Scale Context (30m definition)	<ul style="list-style-type: none"> <li>• Within Designated District Centre</li> <li>• Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential Local Plan Site Allocation</li> <li>• Within Heathrow Opportunity Area</li> <li>• PTAL 5 (Very Good)</li> <li>• Prominent site at northern gateway to the town centre</li> </ul>	<ul style="list-style-type: none"> <li>• Setting of St. Catherine's Church</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for a district scale tall building marking the northern gateway into Feltham town centre</li> <li>• Modelling indicates potential for a height of 45.6m / up to 14 storey (67.5m AOD)</li> <li>• Its prominent location means that exceptional care must be taken to deliver an elegant structure when viewed from all directions</li> <li>• Tall building to be delivered as part of a comprehensive scheme so that impacts of servicing can be minimised</li> <li>• Building to provide an active interface at street level to animate the arrival into Feltham</li> </ul>
F2	Network House site on Hounslow Road	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential Local Plan Site Allocation</li> <li>• Within Heathrow Opportunity Area</li> <li>• PTAL 5 (Very Good)</li> </ul>	<ul style="list-style-type: none"> <li>• Setting of St. Catherine's Church</li> <li>• Adjacent to Conservation Area</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for a local scale tall building that contributes to the setting and skyline on the northern approach into Feltham town centre</li> <li>• Modelling indicates potential for a height of 29.6m / up to 9 storeys (50.5m AOD)</li> <li>• Care to be taken to ensure that building does not impact on the setting of, or views towards, St. Catherine's Church tower</li> <li>• Tall building to be delivered as part of a comprehensive scheme for the site and to provide a positive frontage to Hounslow Road</li> </ul>

Table 7.2: Feltham Area of Search - Tall building recommendations (Part One)

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
F3	Southern end of Leisure West on Browells Lane	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>Potential Local Plan Site Allocation</li> <li>Within Heathrow Opportunity Area</li> </ul>	<ul style="list-style-type: none"> <li>Adjacent to low scale residential area</li> </ul>	<ul style="list-style-type: none"> <li>Potential for local scale tall building marking the southern entrance into the Leisure West Quarter (to the north) and the Longford River</li> <li>Modelling indicates potential for a height of 22.4m / up to 7 storey (35.4m AOD) where the upper storey is set back to reduce impact on the street</li> </ul>
F4	Above Shopping Centre on High Street	Higher Scale Context (30m definition)	<ul style="list-style-type: none"> <li>Within Designated District Centre</li> <li>Identified as part Transform and part Enhance Area in the Hounslow Characterisation and Growth Study</li> <li>Within Heathrow Opportunity Area</li> <li>PTAL 4 (Good)</li> </ul>	<ul style="list-style-type: none"> <li>Adjacent to Conservation Area</li> <li>Setting of St. Catherine's Church</li> </ul>	<ul style="list-style-type: none"> <li>Potential for additional development over, or partial redevelopment of, the central section of the Feltham Shopping Centre</li> <li>Height should be set back from the street frontage and provide sky views between taller building elements in order to avoid creating a wall of development that dominates or has an over-bearing impact on the High Street</li> <li>Potential building heights should be tested in views and could be up to approx. 32.0m /10 storey (52.7m AOD) set back behind a four storey street frontage</li> </ul>
F5	Within MOD Site south of Browell's Lane	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>Potential Local Plan Site Allocation</li> <li>Within Heathrow Opportunity Area</li> </ul>	<ul style="list-style-type: none"> <li>Adjacent to Conservation Area</li> </ul>	<ul style="list-style-type: none"> <li>Potential for local scale tall building in the heart of the MOD site. The Feltham Town Centre masterplan identifies this to be located overlooking a new green space and marking the northern end of a 'green spine' that extends southwards to Hanworth Park. Should the layout of development for this site take a different form then any taller building should mark an important location within the proposed new townscape where it helps to enhance local legibility</li> <li>Potential building heights should be tested in views and could be up to approx. 25.6m / 8 storey (36.6m AOD)</li> </ul>

**Table 7.3: Feltham Area of Search - Tall building recommendations (Part Two)**

**VIEW ONE: From Hanworth Road viewing westwards**



**Figure 7.18: Existing photograph**



**Figure 7.19: Existing VuCity Model**



**Figure 7.20: Existing VuCity Model with development**

**VIEW TWO: From Hounslow Road viewing southwards with St. Giles Hotel in the foreground**



Figure 7.21: Existing photograph



Figure 7.22: Existing VuCity Model



Figure 7.23: Existing VuCity Model with development

**VIEW THREE: From Hounslow Road viewing southwards**



**Figure 7.24: Existing photograph**



**Figure 7.25: Existing VuCity Model**



**Figure 7.26: Existing VuCity Model with development**

**VIEW FOUR: From alongside the Longford River viewing south-eastwards**



**Figure 7.27: Existing photograph**



**Figure 7.28: Existing VuCity Model**



**Figure 7.29: Existing VuCity Model with development**

**VIEW FIVE: From Glebelands Playing Fields viewing southwards**



**Figure 7.30: Existing photograph**



**Figure 7.31: Existing VuCity Model**



**Figure 7.32: Existing VuCity Model with development**

**VIEW SIX: From Glebelands Playing Fields viewing south-eastwards**



**Figure 7.33: Existing photograph**



**Figure 7.34: Existing VuCity Model**



**Figure 7.35: Existing VuCity Model with development**

**VIEW SEVEN: From Bedfont Lane viewing south-eastwards**



**Figure 7.36: Existing photograph**



**Figure 7.37: Existing VuCity Model**



**Figure 7.38: Existing VuCity Model with development**

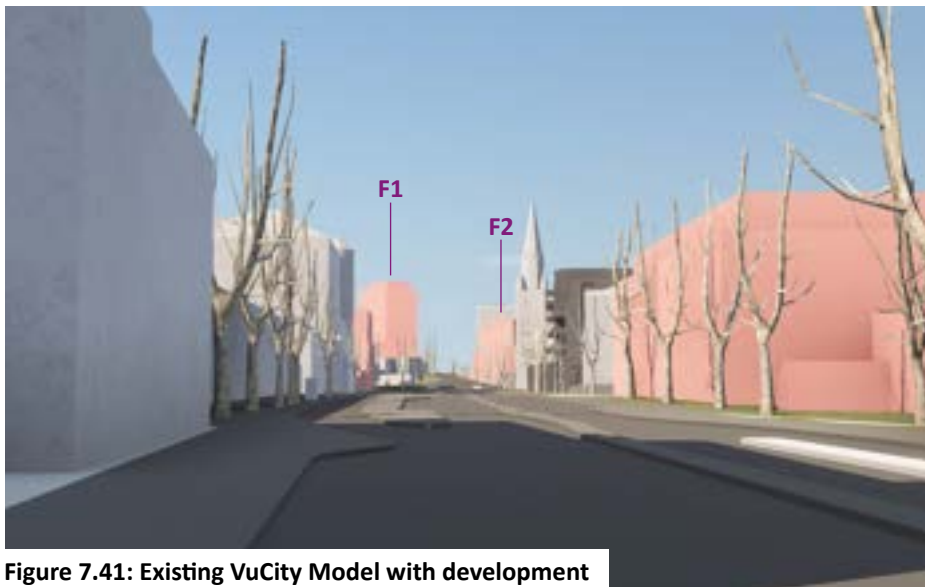
**VIEW EIGHT: From High Street viewing north-eastwards**



**Figure 7.39: Existing photograph**



**Figure 7.40: Existing VuCity Model**



**Figure 7.41: Existing VuCity Model with development**

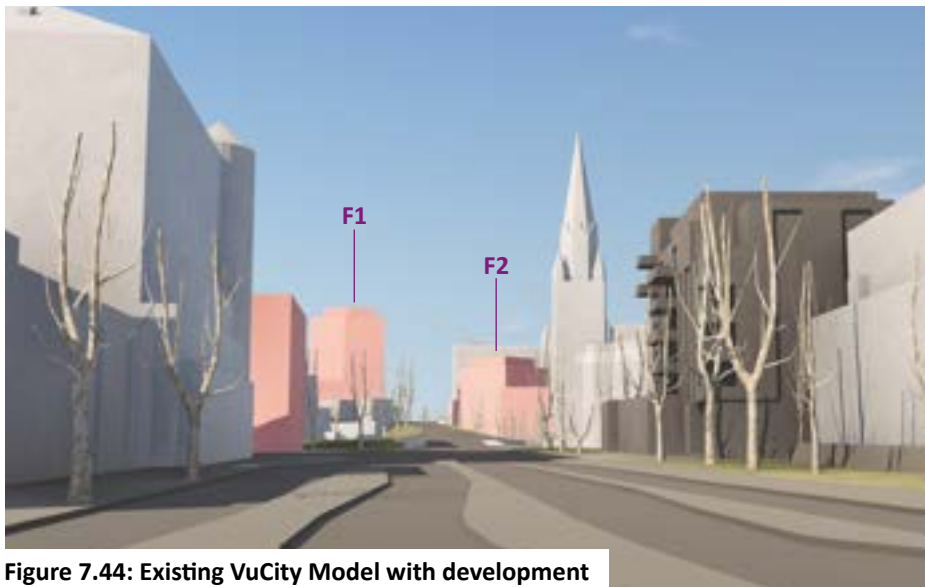
**VIEW NINE: From High Street viewing north-eastwards**



**Figure 7.42: Existing photograph**



**Figure 7.43: Existing VuCity Model**



**Figure 7.44: Existing VuCity Model with development**

**VIEW TEN: From High Street viewing north-westwards towards Bedford Lane**



**Figure 7.45: Existing photograph**



**Figure 7.46: Existing VuCity Model**



**Figure 7.47: Existing VuCity Model with development**

**VIEW ELEVEN: From High Street viewing south-westwards**



**Figure 7.48: Existing photograph**



**Figure 7.49: Existing VuCity Model**



**Figure 7.50: Existing VuCity Model with development**

**VIEW TWELVE: From Browells Lane viewing north-westwards along the Longford River**



**Figure 7.51: Existing photograph**



**Figure 7.52: Existing VuCity Model**



**Figure 7.53: Existing VuCity Model with development**

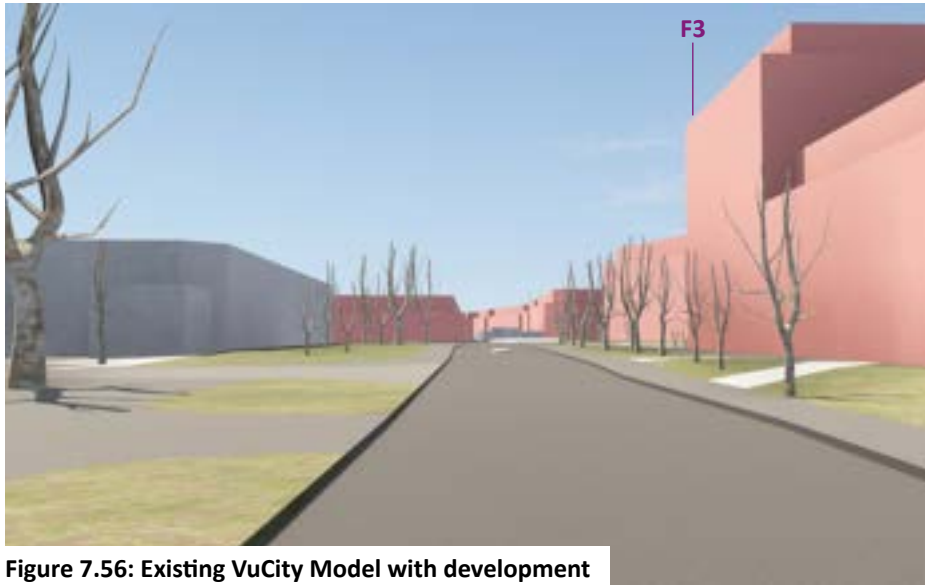
**VIEW THIRTEEN: From Browells Lane viewing south-westwards**



**Figure 7.54: Existing photograph**



**Figure 7.55: Existing VuCity Model**



**Figure 7.56: Existing VuCity Model with development**



Image 7.3: Office and hotel buildings fronting onto Bath Road, Cranford

### 7.3 AREA OF SEARCH TWO: BATH ROAD, CRANFORD

7.3.1. The Bath Road, Cranford Area of Search is located on the western boundary of the Borough close to Heathrow Airport and encompasses the Neighbourhood Centre as designated in the Local Plan, together with sites on the frontage to Bath Road on either side of the street both to the east and west of the centre.



Figure 7.57: Bath Road, Cranford Area of Search - existing aerial



Figure 7.58: Bath Road, Cranford Area of Search - spatial strategy

### SPATIAL STRATEGY

7.3.2. The Local Plan designates Bath Road, Cranford as a Large Neighbourhood Centre. This is focused around the junctions of Berkeley Avenue and Waye Avenue with Bath Road. Bath Road is a strategic highway (A4) which extends westwards along the northern edge of Heathrow Airport to link with the M4 motorway west of the M25.



Figure 7.59: Bath Road, Cranford Area of Search - green and blue infrastructure

### GREEN AND BLUE INFRASTRUCTURE

7.3.3. The River Crane extends north to south immediately to the west of the Area of Search and forms the boundary of the Borough with the neighbouring London Borough of Hillingdon. The river corridor is also a Site of Importance for Nature Conservation (SINC).

7.3.4. Alongside the river are Avenue Park to the north and Waye Avenue open space to the south, both of which are within the Green Belt.





Figure 7.60: Bath Road, Cranford Area of Search - heritage assets

### HERITAGE ASSETS

7.3.5. Part of the Area of Search is within the Cranford Village Conservation Area which takes in the northern frontage of the street and the retail frontage at the junction of Berkeley Avenue to the south side.

7.3.6. The distinctive 'chateau style' 1930s buildings on the Berkeley Parade, focused around the Berkeley Avenue junction, are locally listed.



Figure 7.61: Bath Road, Cranford Area of Search - PTAL

### PUBLIC TRANSPORT ACCESSIBILITY LEVEL

7.3.7. Whilst Bath Road is served by several bus routes the closest station is Hounslow West approximately 2 km to the south east. The centre has a moderate PTAL (3) but public transport accessibility reduces to poor (2) in the residential areas to either side of the route.





Figure 7.62: Bath Road, Cranford Area of Search - building heights

### BUILDING HEIGHTS

7.3.8. The Area of Search is located within an area of two storey suburban housing however several building on the frontage to Bath Road are of a greater height equivalent to between 4 and 9 residential storeys.



Figure 7.63: Bath Road, Cranford Area of Search - building context heights

### BUILDING CONTEXT HEIGHTS

7.3.9. The existing building context height of the Area of Search is 6-10m (2-3 residential storeys). This reflects the lower scale context of the wider urban environment within which the Area of Search is located. Refer to Section 4.9 of this report which explains how context heights have been established.

7.3.10. The building context heights are based on the most recent available DTM and DSM data (2022) and take account of buildings completed at that time.





Figure 7.64: Bath Road, Cranford Area of Search - existing tall building

### EXISTING TALL BUILDINGS

7.3.11. There are three existing local scale tall buildings within the Area of Search. These have been established based on the definitions identified in Section 5.3 of this report.

7.3.12. These are:

- Ibis Hotel, 700, Bath Road (up to 7 storeys);
- Heathrow House, 785, Bath Road (7 storey office); and
- Moxy London hotel, 804-834, Bath Road (up to 7 storeys).



Figure 7.65: Bath Road, Cranford Area of Search - tall building pipeline

### TALL BUILDINGS PIPELINE

7.3.13. There are no current planning applications or consents for tall buildings within the Area of Search.





Figure 7.66: Bath Road, Cranford Area of Search - Conserve - Enhance - Transform

### CONSERVE, ENHANCE + TRANSFORM AREAS

7.3.14. The majority of the Area of Search is identified as an Enhance area. The Conservation Area to the north is identified as Conserve in the Hounslow Characterisation and Growth Study.



Figure 7.67: Bath Road, Cranford Area of Search - inappropriate areas overlay

### INAPPROPRIATE AREAS

7.3.15. There are some sensitivities to tall buildings within the Area of Search and its wider context. These are overlaid in Figure 7.67 above. These include the Conservation Area designation and the lower scale residential areas.



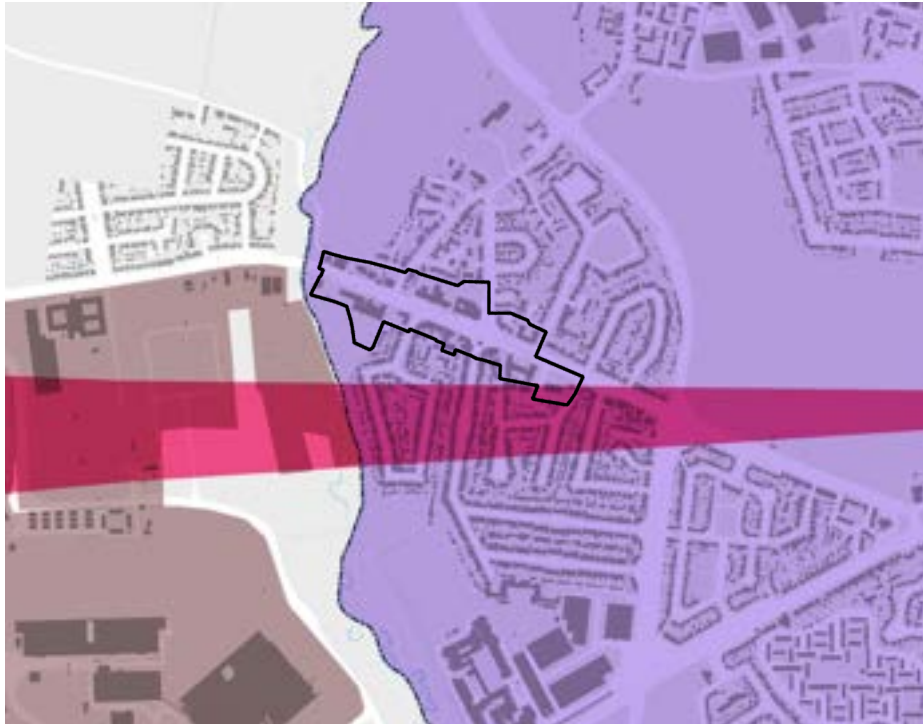


Figure 7.68: Bath Road, Cranford Area of Search - Constraints - Civil Aviation

### CONSTRAINTS - CIVIL AVIATION

7.3.16. Part of the Bath Road, Cranford Area of Search is within the Public Safety Zone on the immediate approach to the northern runway at Heathrow. There is a general presumption against development (excepting small extensions to dwellings or uses that involve a low density of people living, working or congregating) within this area.

7.3.17. The remaining part of the Area of Search is within the Heathrow Airport safeguarding area and the Civil Aviation Authority will need to be consulted on any development over two storeys.

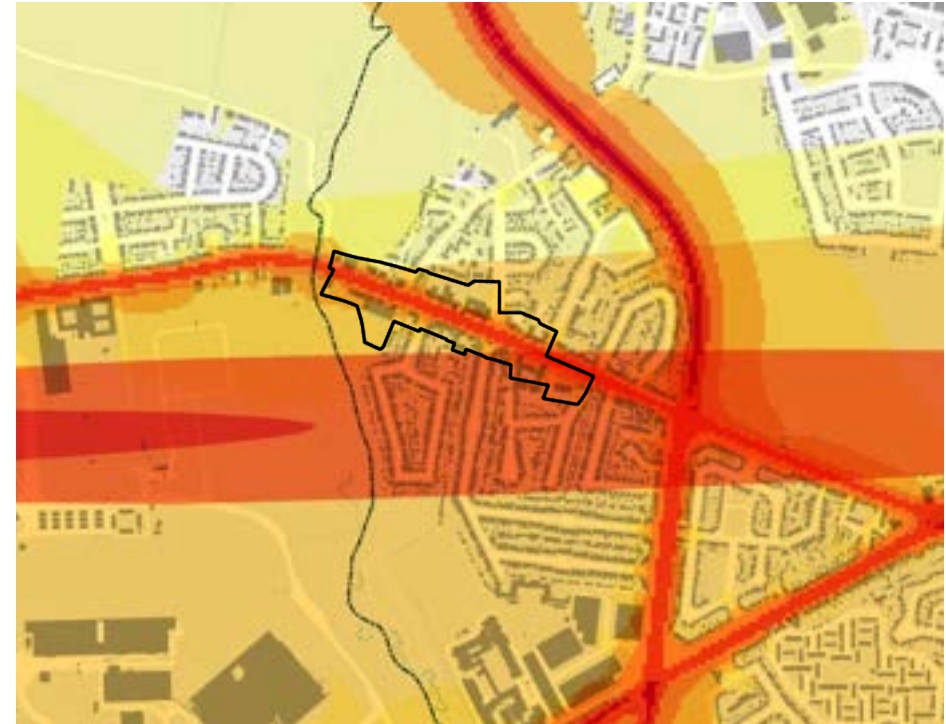
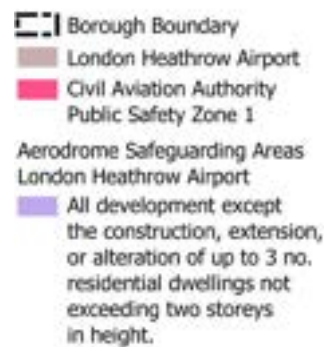


Figure 7.69: Bath Road, Cranford Area of Search - Constraints - Noise

### CONSTRAINTS - NOISE

7.3.18. The Area of Search is within the flight path to the northern runway at Heathrow and aeroplanes, together with traffic on Bath Road, generate high noise levels.

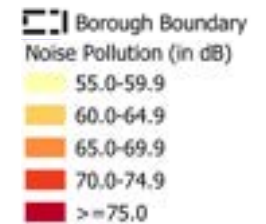




Figure 7.70: Bath Road, Cranford Area of Search - Local Plan proposed site allocations

### LOCAL PLAN PROPOSED SITE ALLOCATIONS

7.3.19. Whilst the Area of Search is within the Heathrow Opportunity Area there are no Site Allocations proposed in the Local Plan.



Figure 7.71: Bath Road, Cranford Area of Search - potential for tall buildings overlay

### TALL BUILDING SUPPORTING FACTORS

7.3.20. The Large Neighbourhood Centre designation in the Local Plan is a supporting factor in considering the potential for tall buildings within the Area of Search.

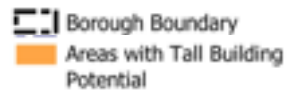




**Figure 7.72: Bath Road, Cranford Area of Search - Area with potential for tall buildings**

### POTENTIAL LOCATIONS FOR TALL BUILDINGS

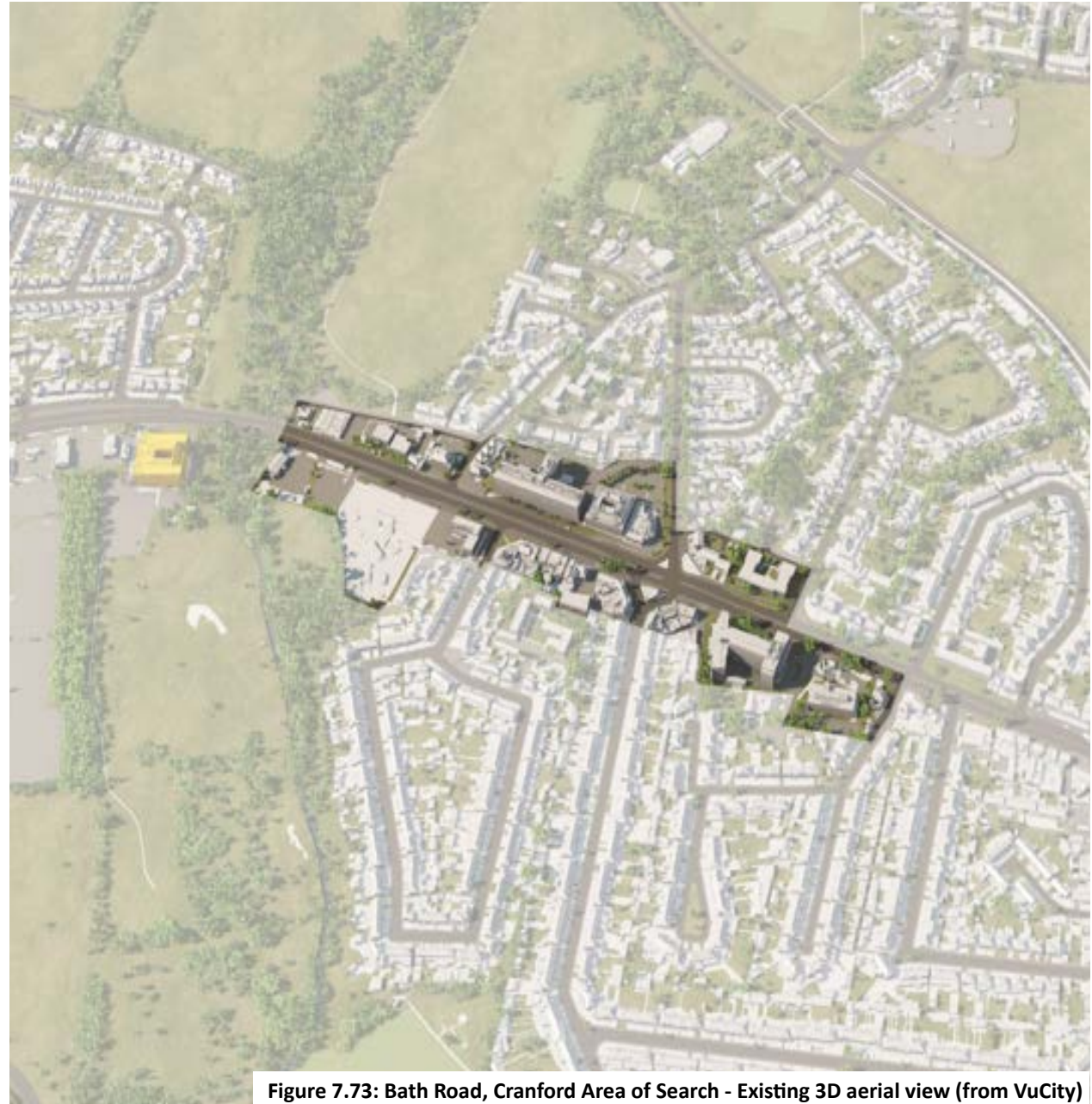
7.3.21. Subtracting the inappropriate areas (identified in Figure 7.67) from the composite plan supporting the potential for tall buildings (identified in Figure 7.71) gives rise to some locations where there may be potential for tall buildings.



### **POTENTIAL FOR TALL BUILDINGS – BATH ROAD, CRANFORD AREA OF SEARCH**

7.3.22. A number of local scale tall buildings have been developed recently within the Bath Road, Cranford Area of Search. As a strategic road corridor and Large Neighbourhood Centre close to Heathrow Airport the Area of Search offers potential for further modest scale tall buildings. However there are a number of sensitivities that must be carefully considered in planning for tall buildings in this location.

7.3.23. It should be noted that the existing aerial image taken from VuCity has not yet been updated to include the recently completed Moxy London Hotel at 804-834 Bath Road. This is a local scale tall building.



**Figure 7.73: Bath Road, Cranford Area of Search - Existing 3D aerial view (from VuCity)**

## TALL BUILDINGS RECOMMENDATIONS

7.3.24. The opportunities for tall buildings in the Bath Road, Cranford Area of Search are set out in Table 7.4 below:

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
C1	Bath Road, Cranford	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Within Designated Large Neighbourhood Centre</li> <li>• Some areas identified as Enhance Areas in the Hounslow Characterisation and Growth Study</li> <li>• Within Heathrow Opportunity Area</li> <li>• Prominent site at northern gateway to the town centre</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation Area designation</li> <li>• Locally listed buildings</li> <li>• Green Belt designation covers western part of area</li> <li>• Adjacent low scale residential areas</li> <li>• Civil aviation and noise constraints</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for local scale tall buildings that provide positive frontage and enclosure to Bath Road</li> <li>• Potential for a height of up to 23.2m / up to 7 storey (approx. 47m AOD)</li> <li>• Any taller buildings / building elements should mark an important location within the townscape, for instance a street junction in the heart of the centre</li> <li>• Development should contribute to an enhanced public realm on Bath Road</li> <li>• Buildings must respond to low scale context in the wider area and avoid overshadowing or any overbearing impacts on residential amenity</li> </ul>

**Table 7.4: Bath Road, Cranford - Tall building recommendations**



Image 7.4: Hounslow West Station on Bath Road

## 7.4 AREA OF SEARCH THREE: HOUNSLOW WEST CENTRE

7.4.1. The Hounslow West Centre Area of Search is located to the west of the Borough approximately 1,500m from Hounslow town centre. The Area of Search encompasses the Neighbourhood Centre as designated in the Local Plan, together the Hounslow West London Underground Station to the north and land to the immediate south of the centre part of which has recently been redeveloped.



Figure 7.74: Hounslow West Area of Search - existing aerial



Figure 7.75: Hounslow West Area of Search - spatial strategy

### SPATIAL STRATEGY

7.4.2. The Local Plan designates Hounslow West as a Large Neighbourhood Centre. The centre is linear in character with buildings fronting the southern side of Bath Road and providing a continuous retail frontage from its junction with Manor Avenue in the west to Martindale Road in the east.

7.4.3. Bath Road is an important route through the Borough and links Hounslow with Heathrow Airport and the strategic road network to the west. The road is single lane in each direction passing through the centre but widens to provide turning lanes at junctions.



Figure 7.76: Hounslow West Area of Search - green and blue infrastructure

### GREEN AND BLUE INFRASTRUCTURE

7.4.4. To the south of the centre Beaversfield Park is the principal public open space. To the north of the centre are school playing fields but these are not publicly accessible. Further to the east is Lampton Park. Parts of this park, together with the Piccadilly Line rail corridor, are Sites of Importance for Nature Conservation (SINCs).

7.4.5. There is potential to establish a new park at Rectory Farm approximately 800m to the north-west of the Area of Search. The Rectory Farm site is within the Green Belt.





Figure 7.77: Hounslow West Area of Search - heritage assets

### HERITAGE ASSETS

7.4.6. There are two Conservation Areas close to the Area of Search. St Paul’s Hounslow West Conservation Area is to the north-east and includes the Grade II listed Church of St. Paul which is prominent in views in the area. To the south is the Cavalry Barracks Conservation Area. This includes numerous Grade II listed buildings with a parade ground at its heart. The Barracks, and Beaversfield Park to the north, are an Archeological Priority area

7.4.7. The Art Deco Hounslow West Station building within the Area of Search is also Grade II listed.



Figure 7.78: Hounslow West Area of Search - PTAL

### PUBLIC TRANSPORT ACCESSIBILITY LEVEL

7.4.8. Bath Road is served by the Piccadilly Line at Hounslow West London Underground station and by several bus routes. The centre and Area of Search has very good or good public transport accessibility (PTAL 4 or 5) with the highest levels of accessibility around the station itself.





Figure 7.79: Hounslow West Area of Search - building heights

## BUILDING HEIGHTS

7.4.9. The Area of Search is located within an area of two storey suburban housing however within the centre itself buildings are typically three or four storey. Recent development to the south of the Bath Road (behind the main retail frontage) is a little taller at between four and seven storeys.



Figure 7.80: Hounslow West Area of Search - building context heights

## BUILDING CONTEXT HEIGHTS

7.4.10. The existing building context height of the wider area within which the Area of Search is located is 6-10m (2-3 residential storeys). Within the Area of Search itself the building context height increases to 12-15m (4 residential storeys). Refer to Section 4.9 of this report which explains how context heights have been established.

7.4.11. The building context heights are based on the most recent available DTM and DSM data (2022) and take account of buildings completed at that time.





Figure 7.81: Hounslow West Area of Search - existing tall building

### EXISTING TALL BUILDINGS

7.4.12. There are a number of existing tall buildings within or close to the Area of Search. These have been established based on the definitions identified in Section 5.3 of this report.

7.4.13. The most prominent is the Church of St. Paul on Bath Road approximately 200m southeast of the Area of Search which is a district scale tall building. Within the Area of Search a number of residential blocks on Earl Haig Close are local scale tall buildings.



Figure 7.82: Hounslow West Area of Search - tall building pipeline

### TALL BUILDINGS PIPELINE

7.4.14. There is a recently approved residential led proposal of between 7 and 11 storeys (up to 39m) adjacent to and encompassing the Hounslow West Underground Station within the Area of Search.





Figure 7.83: Hounslow West Area of Search - Conserve - Enhance - Transform

### CONSERVE, ENHANCE + TRANSFORM AREAS

7.4.15. The Hounslow Characterisation and Growth Study identifies the area around the station and the recently redeveloped Earl Haig Close site as Transform areas. The remainder of the Area of Search and much of the surrounding context are identified as Enhance areas.

7.4.16. The Cavalry Barracks site is also identified as a Transform area and the Council has prepared and adopted a SPD to guide change on this site.



Figure 7.84: Hounslow West Area of Search - inappropriate areas overlay

### INAPPROPRIATE AREAS

7.4.17. There are some sensitivities to tall buildings within the Area of Search and its wider context. These are overlaid in Figure 7.84 above. These include the Conservation Area designations and the lower scale residential areas. These sensitivities are beyond the Area of Search but may also influence the opportunity within the Area of Search.





Figure 7.85: Hounslow West Area of Search - Constraints - Civil Aviation

### CONSTRAINTS - CIVIL AVIATION

7.4.18. The Hounslow West Area of Search is outside of the Public Safety Zone but within the Heathrow Airport safeguarding area and the Civil Aviation Authority will need to be consulted on any development over two storeys (western edge of the Area of Search) and that exceeds 15m in height (majority of the Area of Search).



Figure 7.86: Hounslow West Area of Search - Constraints - Noise

### CONSTRAINTS - NOISE

7.4.19. Whilst the Area of Search is between the flight paths to the northern and southern runways at Heathrow, noise levels are high and traffic on Bath Road contributes to this.

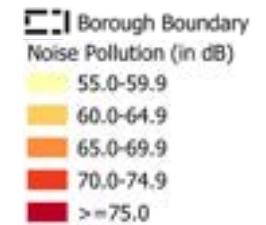




Figure 7.87: Hounslow West Area of Search - Local Plan proposed site allocations

### LOCAL PLAN PROPOSED SITE ALLOCATIONS

7.4.20. The Area of Search is within the Heathrow Opportunity Area and includes a potential Local Plan Site Allocation on the Hounslow West Station site. The Cavalry Barracks site is also a potential Local Plan Site Allocation.

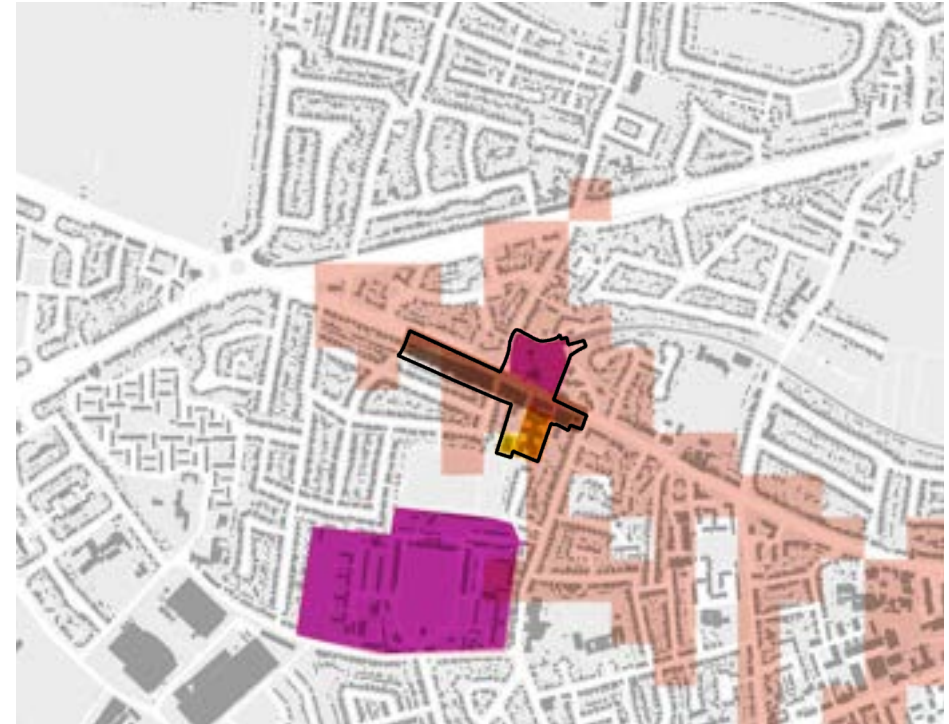
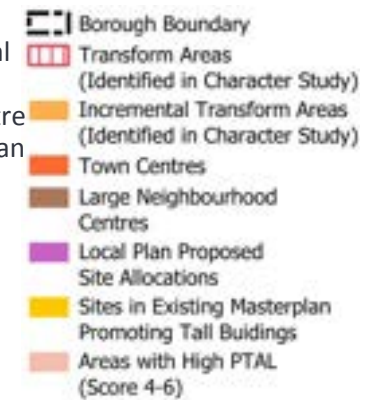


Figure 7.88: Hounslow West Area of Search - potential for tall buildings overlay

### TALL BUILDING SUPPORTING FACTORS

7.4.21. A number of factors support the potential for tall buildings within the Area of Search. These include the Local Plan Large Neighbourhood Centre designation, good to very good PTAL and Local Plan potential Site Allocations.

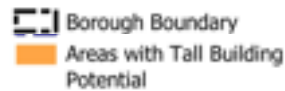




**Figure 7.89: Hounslow West Area of Search - Area with potential for tall buildings**

### **POTENTIAL LOCATIONS FOR TALL BUILDINGS**

7.4.22. Subtracting the inappropriate areas (identified in Figure 7.84) from the composite plan supporting the potential for tall buildings (identified in Figure 7.88) gives rise to a potential for tall buildings within the Area of Search.



## POTENTIAL FOR TALL BUILDINGS – HOUNSLOW WEST AREA OF SEARCH

7.4.23. A number of local scale tall buildings have been developed recently in the southern part of Hounslow West of Search. These are located to the immediate south of the Large Neighbourhood Centre and visibility of them is limited from the main street. Buildings along Bath Road have a consistent height of three storeys and are largely fine grain.

7.4.24. It should be noted that the existing aerial image taken from VuCity has not yet been updated to include the recently completed mixed use building at 333 Bath Road which is four storey.

7.4.25. There is a recently approved proposal for a residential led development on the site of the Hounslow West station and the surface car park around it. This promotes a cluster of tall buildings of up to 39.1m (7 to 11 storey) whilst retaining the existing listed station building. The two taller buildings would be a district scale tall building; others are local scale tall buildings. The site is a proposed Local Plan site allocation.

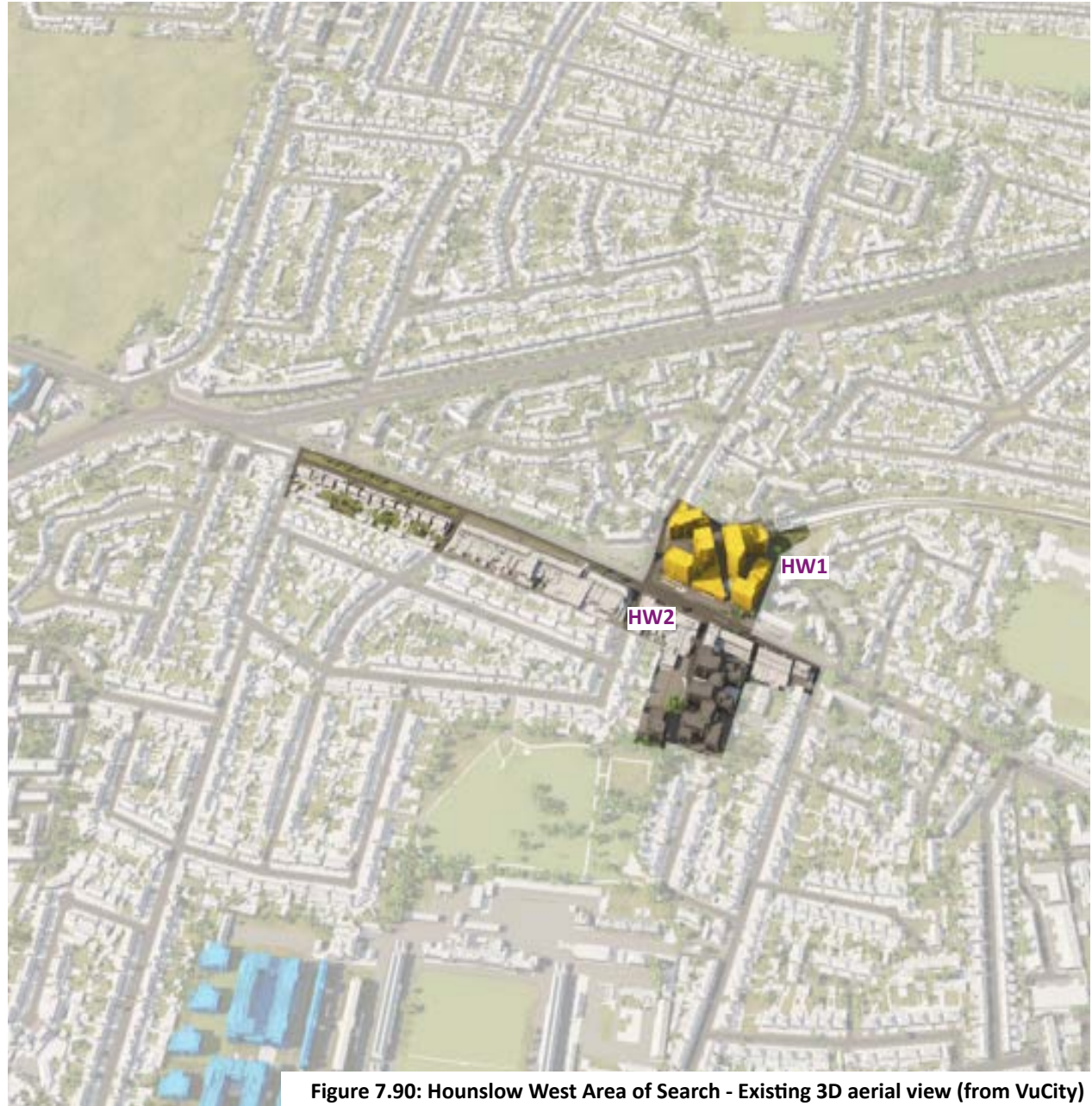


Figure 7.90: Hounslow West Area of Search - Existing 3D aerial view (from VuCity)

## TESTING POTENTIAL FOR TALL BUILDINGS

7.4.26. The recently consented proposals for the Hounslow West station are modelled in the VuCity model. This allows consideration of their visibility and potential impacts in representative views in the neighbourhood centre. Views have been outputted from the VuCity model. They are not verified views but provide an indication of the likely visibility of proposals from the selected locations.

7.4.27. The views selected are all from publicly accessible locations from which a viewer may appreciate the existing skyline or streetscape within the Area of Search. These include the main approaches into the centre, views from adjacent residential areas and views in which heritage assets or other townscape features, that may be sensitive to, or impacted by tall buildings, can be appreciated.

7.4.28. Five representative views have been considered. The location of these are indicated in Figure 7.91. For each view an existing photograph, together with the existing and modelled view taken from VuCity is provided.

7.4.29. The following representative views are presented in Figures 7.92 to 7.106 on pages 134 to 138:

- VIEW ONE: From Bath Road viewing westwards;
- VIEW TWO: From Bath Road viewing eastwards;
- VIEW THREE: From Vicarage Farm Road viewing southwards;
- VIEW FOUR: From St. Paul's Close viewing south-westwards; and
- VIEW FIVE: From Beavers Lane viewing northwards towards the 'Officers Quarters and Mess' at Cavalry Barracks.

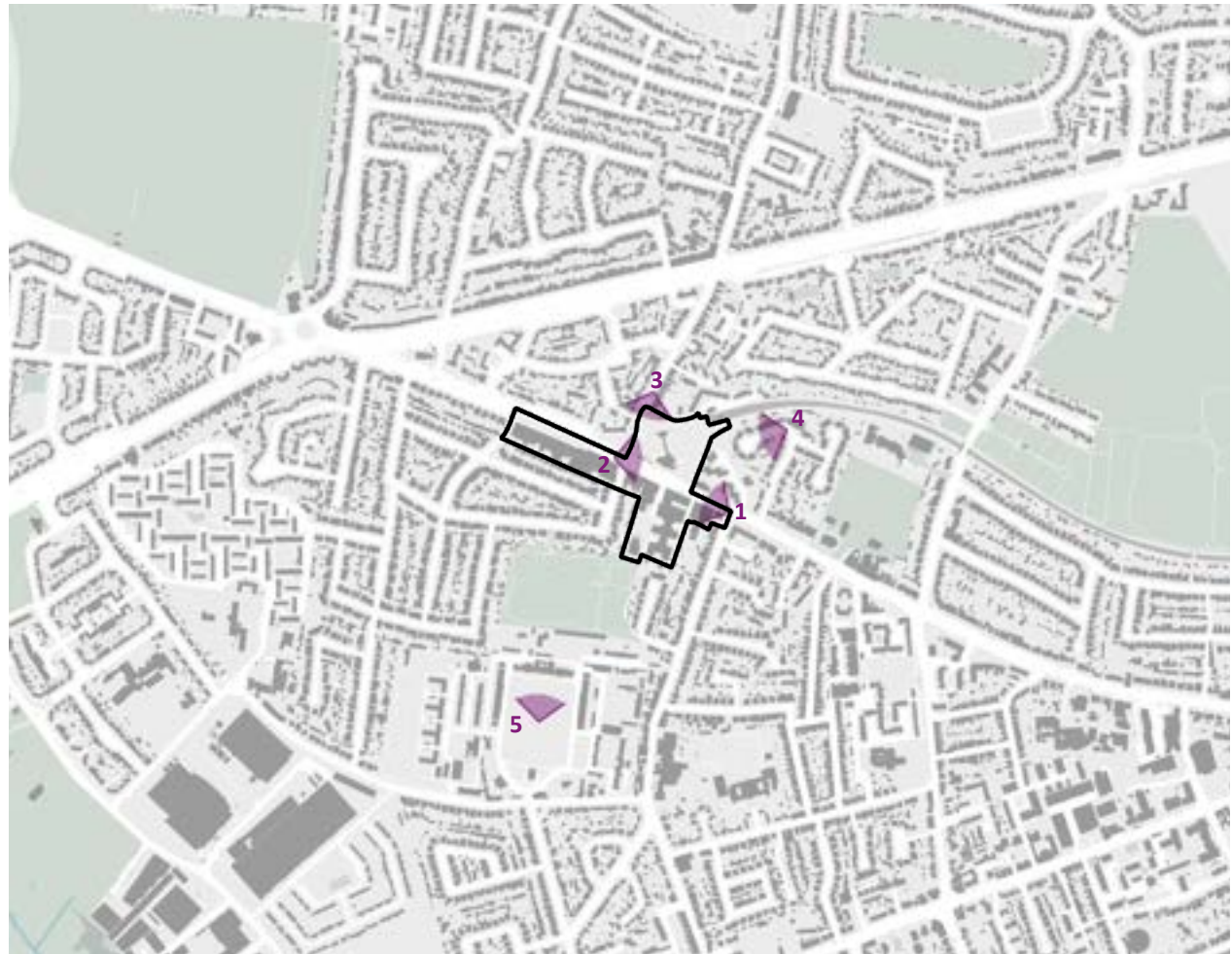


Figure 7.91: Hounslow West Area of Search - Views

## IMPACTS ON TOWNSCAPE AND VIEWS

7.4.30. The impacts of the building heights in the representative views are summarised in Table 7.5 below.

View	Summary of impacts
<b>VIEW ONE: From Bath Road viewing westwards</b>	The Hounslow West proposals are prominent in the view and mark the location of the station. The existing station building is retained and visible in the view. The development massing is considerable on the skyline however the recent four storey building at 333 Bath Road is missing from the VuCity model and this would reduce the impact of this massing significantly in the view and also serve to mediate the transition in height from lower scale buildings east of the centre.
<b>VIEW TWO: From Bath Road viewing eastwards</b>	The Hounslow West station proposals are prominent in the view and mark the location of the station. The existing station building is retained and visible in the view. The recent four storey building at 333 Bath Road is missing from the VuCity model and this would serve to mediate the transition in height towards lower scale buildings in the background to the view. The spire of the Church of St. Paul, a district scale tall building remains prominent in the view.
<b>VIEW THREE: From Vicarage Farm Road viewing southwards</b>	Mid-rise buildings on the north-western edge of the station site are prominent in this view and intrude on the setting of lower scale residential buildings in the foreground.
<b>VIEW FOUR: From St. Paul's Close viewing south-westwards</b>	The Hounslow West station proposals are prominent in this local view from the Conservation Area and whilst the taller building serve to mark the location of the station the taller building appears bulky from this viewpoint.
<b>VIEW FIVE: From Beavers Lane viewing northwards towards the 'Officers Quarters and Mess' at Cavalry Barracks</b>	The current Hounslow West station proposals will not be visible from the courtyard at Cavalry Barracks however a taller building on the station site, or closer to the Barracks (i.e. on the southern side of the Bath Road frontage, could appear above the roofline of the Listed Office Quarters and Mess and undermine its setting in this view.

**Table 7.5: Hounslow West Area of Search - Summary of building height impacts in views**

## TALL BUILDINGS RECOMMENDATIONS

7.4.32. The opportunities for tall buildings in the Hounslow West Area of Search are set out in Table 7.6 below:

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
HW1	Hounslow West Station	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Within Designated Large Neighbourhood Centre</li> <li>• Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential Local Plan Site Allocation</li> <li>• Within Heathrow Opportunity Area</li> <li>• Most prominent site in the centre and location of station</li> <li>• PTAL 5 (Very Good)</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation Area designations to the north-east and south</li> <li>• Hounslow West Station is Grade II listed</li> <li>• Views towards and setting of Church of St. Paul</li> <li>• Adjacent low scale residential areas</li> <li>• Civil aviation and noise constraints</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for a cluster of district and local scale tall buildings that provide positive frontage and enclosure to Bath Road</li> <li>• Potential for a height of up to 39.1m / up to 11 storey (62.7m AOD) within the centre of the site but set back away from the street frontage</li> <li>• Development should establish a continuous active frontage on Bath Road at street level and be built to a consistent building line. Building height up to 21m / 6 storey fronting Bath Road</li> <li>• Existing station building to be retained</li> <li>• Development should contribute to an enhanced public realm on Bath Road</li> <li>• Buildings must respond to low scale context in the wider area and avoid overshadowing or any overbearing impacts on residential amenity</li> </ul>
HW2	Southern side of Bath Road	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Within Designated Large Neighbourhood Centre</li> <li>• Identified as an Enhance Area in the Hounslow Characterisation and Growth Study</li> <li>• Within Heathrow Opportunity Area</li> <li>• PTAL 4 / 5 (Good / Very Good)</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation Area designations to the south</li> <li>• Views towards and setting of Church of St. Paul</li> <li>• Adjacent low scale residential areas</li> <li>• Civil aviation and noise constraints</li> </ul>	<ul style="list-style-type: none"> <li>• Potential to intensify development on some sites but must be delivered comprehensively (some parts of the frontage are fine grain and may be in multiple ownership)</li> <li>• Building heights up to four to six storey (up to 21m) and with upper storeys set back</li> <li>• Should the consented proposals on Site HW2 be delivered potential to mark the visual end point of the north to south diagonal with a local high point on the southern side of Bath Road</li> <li>• Active frontages to be retained at ground level</li> <li>• Development should contribute to an enhanced public realm on Bath Road</li> <li>• Buildings must respond to low scale context in the wider area and avoid overshadowing or any overbearing impacts on residential amenity</li> </ul>

**Table 7.6: Hounslow West Area of Search - Tall building recommendations**

**VIEW ONE: From Bath Road viewing westwards**



**Figure 7.92: Existing photograph**



**Figure 7.93: Existing VuCity Model**



**Figure 7.94: Existing VuCity Model with development**

**VIEW TWO: From Bath Road viewing eastwards**



**Figure 7.95: Existing photograph**



**Figure 7.96: Existing VuCity Model**



**Figure 7.97: Existing VuCity Model with development**

**VIEW THREE: From Vicarage Farm Road viewing southwards**



**Figure 7.98: Existing photograph**



**Figure 7.99: Existing VuCity Model**



**Figure 7.100: Existing VuCity Model with development**

**VIEW FOUR: From St. Paul's Close viewing south - westwards**



**Figure 7.101: Existing photograph**



**Figure 7.102: Existing VuCity Model**



**Figure 7.103: Existing VuCity Model with development**

**VIEW FIVE: From Beavers Lane viewing northwards towards the 'Officers Quarters and Mess' at Cavalry Barracks**



**Figure 7.104: Existing photograph**



**Figure 7.105: Existing VuCity Model**



**Figure 7.106: Existing VuCity Model with development**





Image 7.5: Holy Trinity Church on High Street, Hounslow

## 7.5 AREA OF SEARCH FOUR: HOUNSLOW TOWN CENTRE

7.5.1. Hounslow Town Centre Area of Search is located towards the centre of the Borough. The Area of Search encompasses the entire Town Centre as designated in the Local Plan and also takes in a number of adjacent sites including Hounslow East London Underground station and land immediately south of the Piccadilly rail line.



Figure 7.107: Hounslow Town Centre Area of Search - existing aerial

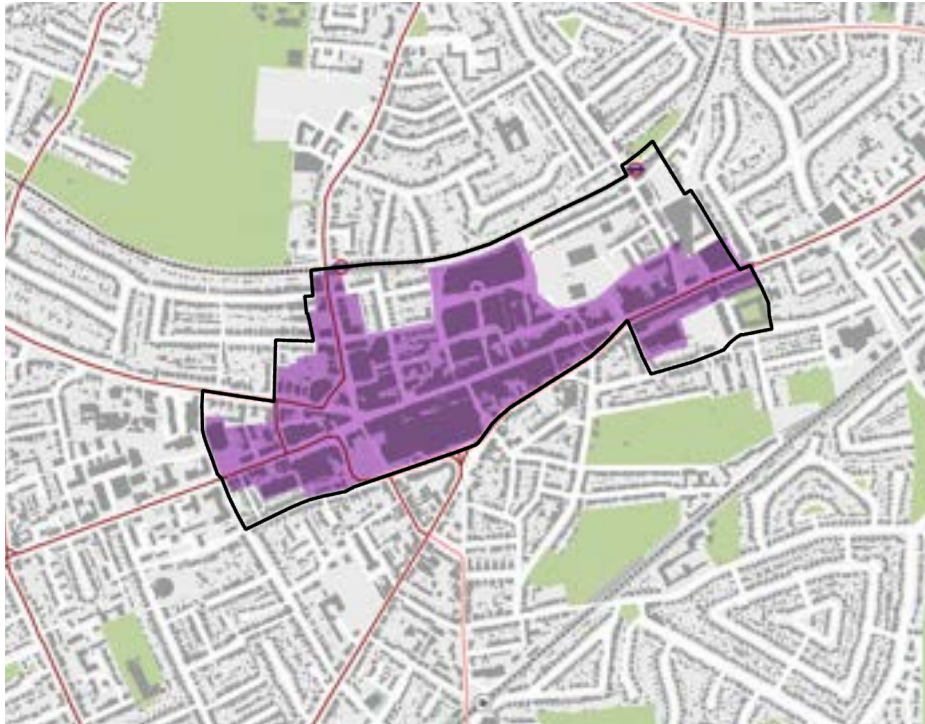


Figure 7.108: Hounslow Town Centre Area of Search - spatial strategy

### SPATIAL STRATEGY

7.5.2. Hounslow is the Borough's largest town centre and designated as a Metropolitan Centre in the London Plan. The centre is linear in character extending east west along London Road / Staines Road. This route becomes High Street in the heart of the centre and has been pedestrianised with traffic wrapping around the centres southern edge.

7.5.3. The elevated Piccadilly Line forms the northern boundary to the Area of Search and the centre is served by two London Underground stations, Hounslow Central and Hounslow East. Hounslow rail station is located 600m to the south.

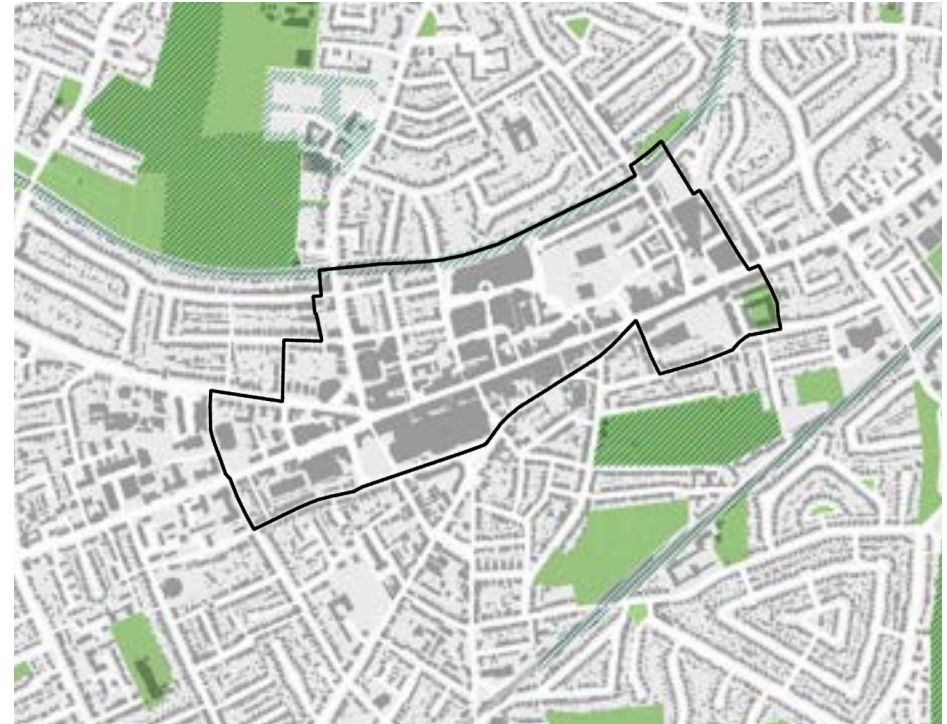


Figure 7.109: Hounslow Town Centre Area of Search - green and blue infrastructure

### GREEN AND BLUE INFRASTRUCTURE

7.5.4. There are no green open spaces within the Area of Search but Lampton Park is located to the north-west and Inwood Park to the south-east. Both these spaces and the London Underground rail corridor are Sites of Importance for Nature Conservation (SINCs).





Figure 7.110: Hounslow Town Centre Area of Search - heritage assets

### HERITAGE ASSETS

7.5.5. Within the Area of Search there is a Grade II listed building at 44-50, Bath Road and numerous locally listed buildings. These include the Holy Trinity Church and 1-5, Staines Road which is prominent at the western end of the High Street, together with many historic buildings on the High Street and Lampton Road.

7.5.6. To the south of the Area of Search is an historic residential area designated as an Area of Special Character. Much of the centre is an Archaeological Priority Area.

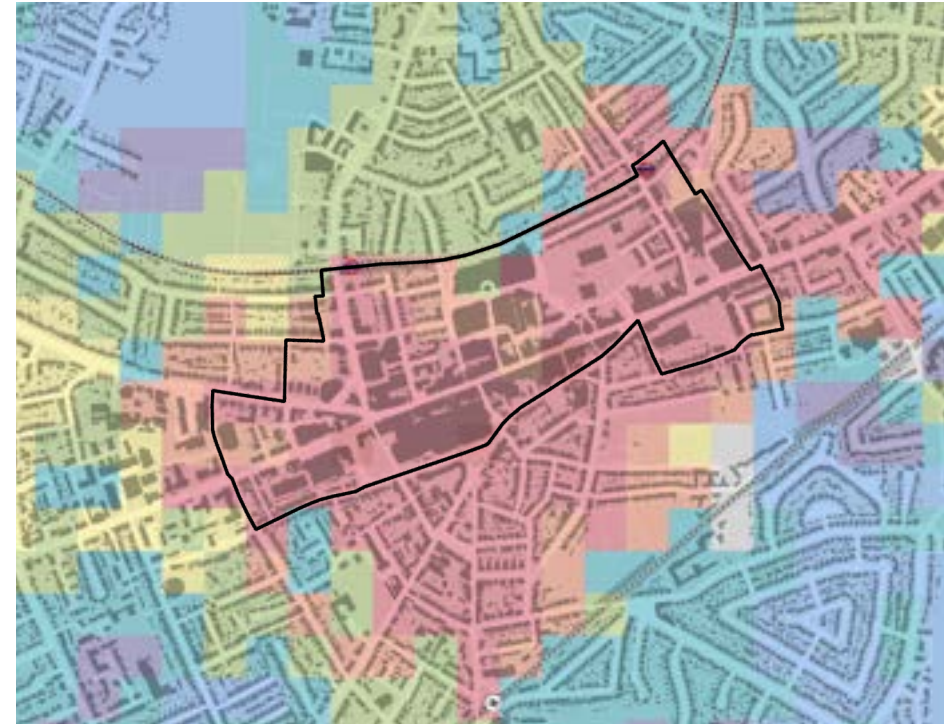


Figure 7.111: Hounslow Town Centre Area of Search - PTAL

### PUBLIC TRANSPORT ACCESSIBILITY LEVEL

7.5.7. Hounslow Town Centre is served by two London Underground stations and a mainline rail station together with numerous buses. The majority of the town centre and Area of Search has excellent transport accessibility (PTAL 6a or 6b).





Figure 7.112: Hounslow Town Centre Area of Search - building heights

### BUILDING HEIGHTS

7.5.8. Whilst the Area of Search is located within an area of two storey suburban housing building heights within the town centre are higher. Buildings on the High Street are typically three or four storey but this increases to five and six storey to the west on Staines Road. The Treaty Centre Shopping Centre towards the south of the centre is of similar height.

7.5.9. In recent years new buildings in the centre have been built at a much greater height with a cluster of taller buildings recently completed in the High Street Quarter north of the High Street (including the 27 storey residential tower Barratt House) and several taller residential buildings being completed at the eastern end of the town centre on London Road.

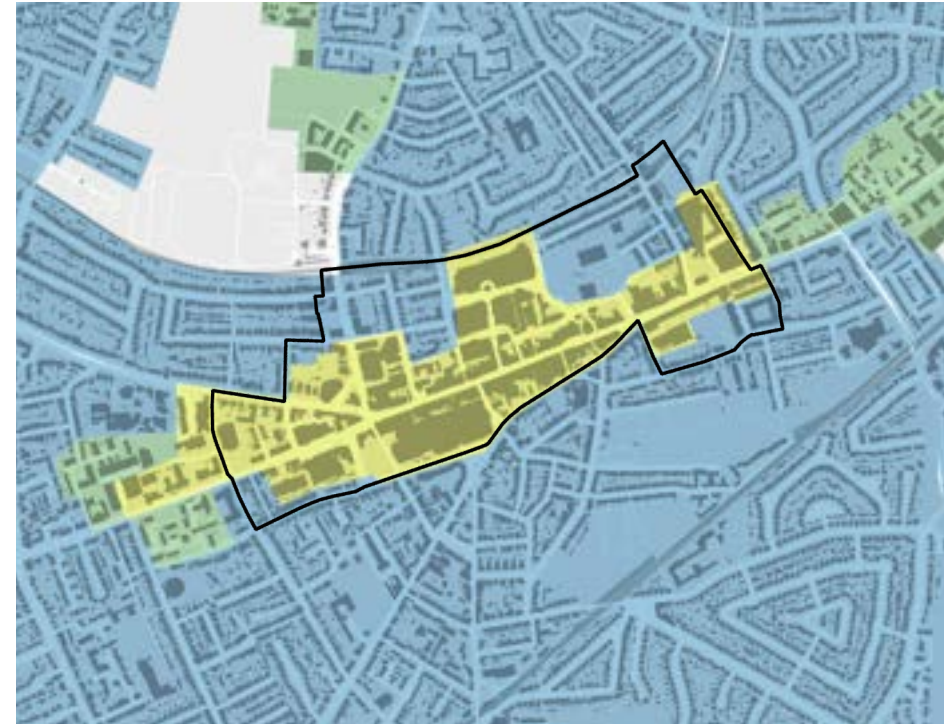


Figure 7.113: Hounslow Town Centre Area of Search - building context heights

### BUILDING CONTEXT HEIGHTS

7.5.10. The existing building context height of the wider area within which the Area of Search is located is modest in scale at 6-10m (2-3 residential storeys). This scale extends into parts of the Area of Search but the building context height for the core town centre increases to 15-18m (5 residential storeys). Refer to Section 4.9 of this report which explains how context heights have been established.

7.5.11. The building context heights are based on the most recent available DTM and DSM data (2022) and take account of buildings completed at that time.





Figure 7.114: Hounslow Town Centre Area of Search - existing tall building

### EXISTING TALL BUILDINGS

7.5.12. Within the Area of Search are many existing tall buildings. These include post-war residential and office buildings together with more recent office, hotel and residential buildings. The majority are local scale tall buildings. The exception is the 86m tall, 27 storey Barratt Tower which is a Metropolitan Scale Tall Building and is visible from much further afield.

7.5.13. Existing tall buildings have been established based on the definitions identified in Section 5.3 of this report.

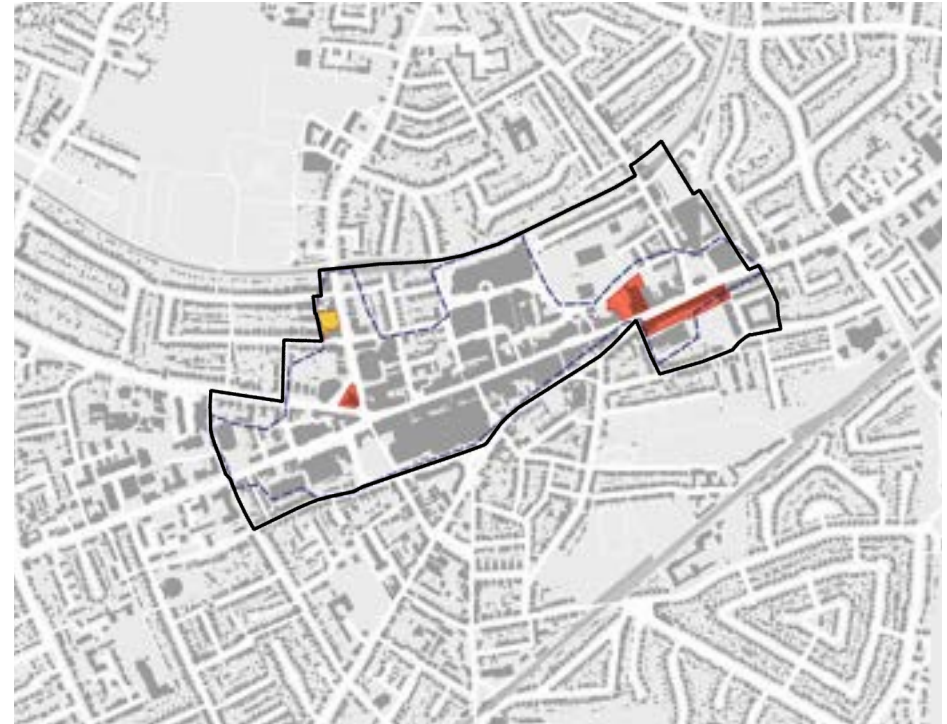


Figure 7.115: Hounslow Town Centre Area of Search - tall building pipeline

### TALL BUILDINGS PIPELINE

7.5.14. There are three live planning applications within the Area of Search that include tall buildings. Each of these is residential led mixed-use and with the tallest buildings proposed approximately 50m in height. A proposal for 76 new homes of height up to 8 storeys (23.5m) has been consented on Lampton Road towards the north-west of the Area of Search.

7.5.15. Details of the applications and consented proposals are provided in Section 4.10.



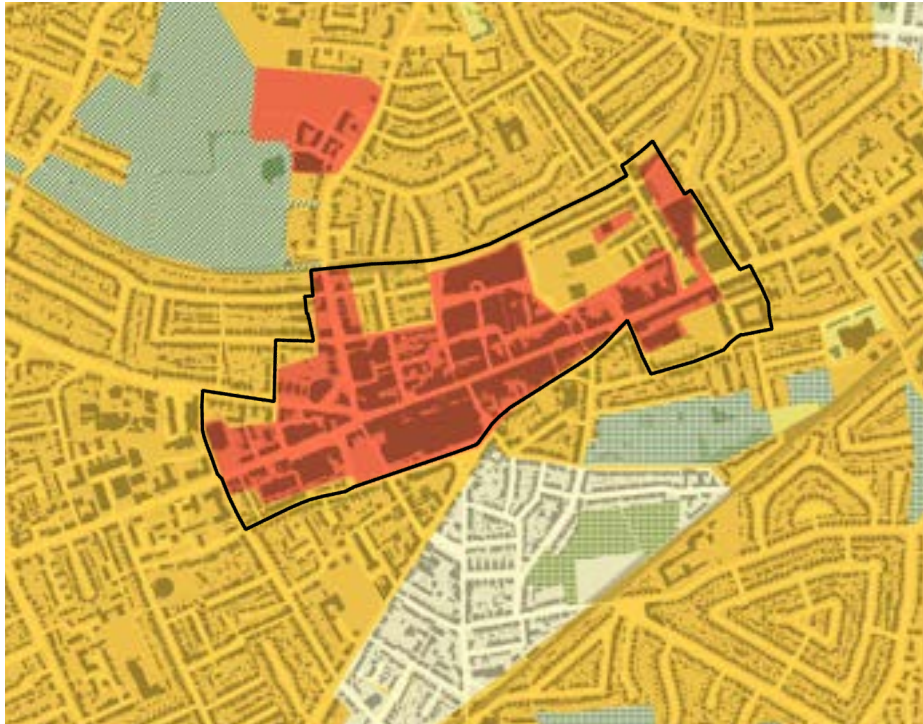


Figure 7.116: Hounslow Town Centre Area of Search - Conserve - Enhance - Transform

### CONSERVE, ENHANCE + TRANSFORM AREAS

7.5.16. The Hounslow Characterisation and Growth Study identifies the majority of the Hounslow town centre as a Transform area. The remainder of the Area of Search and much of the surrounding context are identified as Enhance areas.

- Borough Boundary
- Conserve Parks
- Enhance Parks
- Green Spaces
- Conserve Areas
- Enhance Areas
- Incremental Enhance Areas
- Incremental Transform Areas
- Transform Areas



Figure 7.117: Hounslow Town Centre Area of Search - inappropriate areas overlay

### INAPPROPRIATE AREAS

7.5.17. There are some sensitivities to tall buildings within the Area of Search and its wider context. These are overlaid in Figure 7.117 above. Within the Area of Search these are the lower scale residential areas. The historical residential area to the south of Hanworth Road and Inworth Park is an Area of Special Character.

- Borough Boundary
- Conservation Areas
- Areas of Special Character
- World Heritage Site
- World Heritage Site Buffer
- Conserve Areas (Identified in Character Study)
- Metropolitan Green Belt
- Metropolitan Open Land
- Local Nature Reserves
- Local Open Space
- Low Scale Residential Areas (Context Height Below 10m)



Figure 7.118: Hounslow Town Centre Area of Search - Civil Aviation

### CONSTRAINTS - CIVIL AVIATION

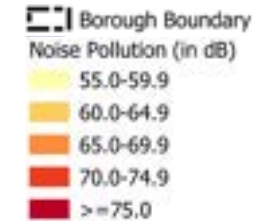
7.5.18. The Hounslow Area of Search is outside of the Public Safety Zone but within the Heathrow Airport safeguarding area and the Civil Aviation Authority will need to be consulted on any development that exceeds 45m in height (western portion of the Area of Search) and that exceeds 90m in height (eastern portion of the Area of Search).



Figure 7.119: Hounslow Town Centre Area of Search - Constraints - Noise

### CONSTRAINTS - NOISE

7.5.19. The approach to Heathrow's southern runway extends just to the south of the Area of Search and this together with traffic on the main routes through the centre contribute to high noise levels.



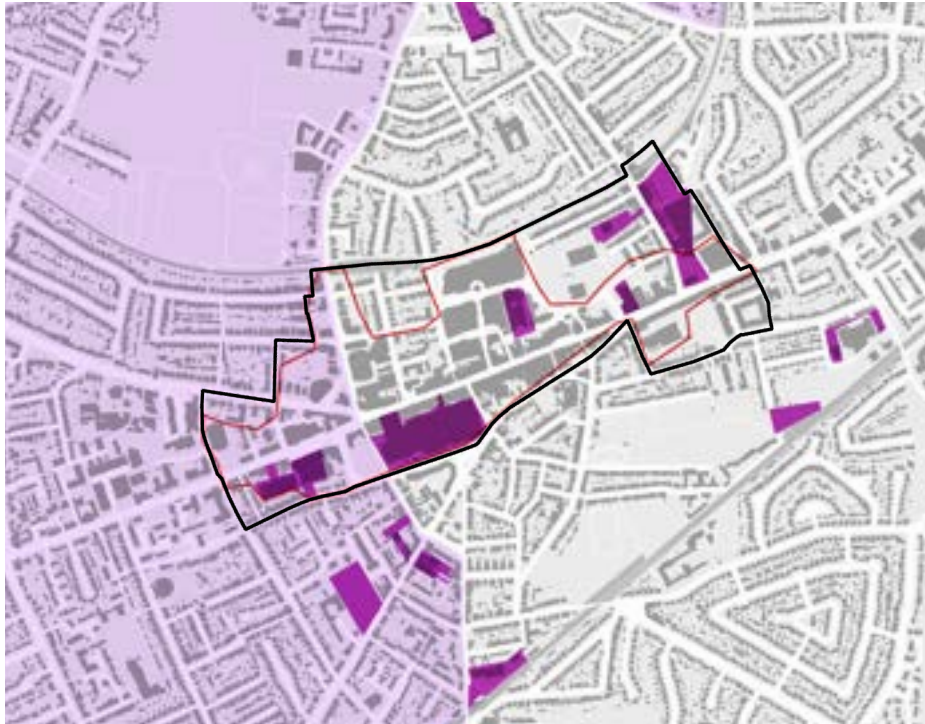


Figure 7.120: Hounslow Town Centre Area of Search - Local Plan proposed site allocations

### LOCAL PLAN PROPOSED SITE ALLOCATIONS

7.5.20. There are several potential Local Plan Site Allocations within the town centre. These include the Treaty Shopping Centre towards the south of the area and the bus station and land to the east of Kingsley Road towards the east.

7.5.21. The western part of the Area of Search is within the Heathrow Opportunity Area.

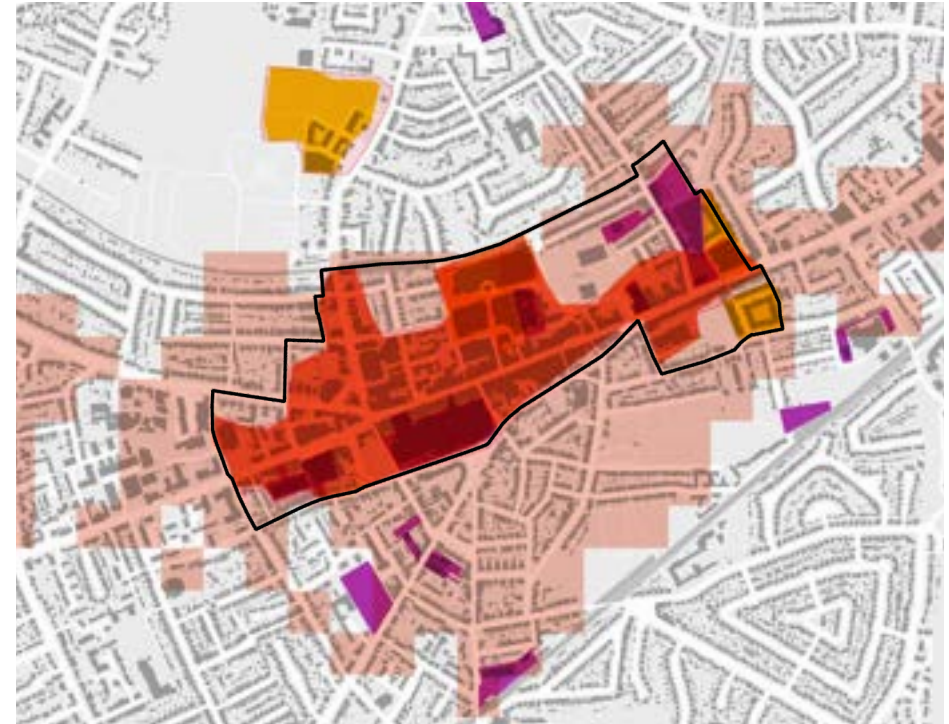


Figure 7.121: Hounslow Town Centre Area of Search - potential for tall buildings overlay

### TALL BUILDING SUPPORTING FACTORS

7.5.22. A number of factors support the potential for tall buildings within the Area of Search. These include the London Plan Metropolitan Centre designation, Transform areas, excellent PTAL and Local Plan potential Site Allocations.

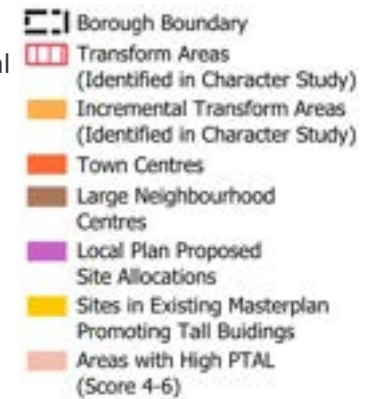




Figure 7.122: Hounslow Town Centre Areas of Search - Areas with potential for tall buildings

### POTENTIAL LOCATIONS FOR TALL BUILDINGS

7.5.23. Subtracting the inappropriate areas (identified in Figure 7.117) from the composite plan supporting the potential for tall buildings (identified in Figure 7.121) gives rise to a potential for tall buildings within the Area of Search.



### POTENTIAL FOR TALL BUILDINGS: HOUNSLOW TOWN CENTRE AREA OF SEARCH

#### BACKGROUND

7.5.24. The Hounslow Town centre masterplan was prepared by the London Borough of Hounslow in 2023. The masterplan provides a strategy for improving the town centre and identifies potential future development opportunities. The plan has been prepared in response to a number of major development projects that are proposed in the centre and aims to better coordinate these.

7.5.25. The masterplan identifies development opportunities in the town centre and provides guidance on development form and height for potential sites. A number of these sites are identified as having potential for tall buildings. These include:

- The Treaty Centre on Grove Road;
- Hounslow Bus Station and adjacent sites on Kingsley Road;
- Euro House on High Street / Prince Regent Road; and
- 1-83 High Street.

7.5.26. Proposals for tall buildings have been submitted for planning (but not determined) on two of these locations:

- Euro House on High Street – a proposal for a residential led mixed-use development that includes two tall buildings of 34.5m (10 storey) and 52m (16 storey); and
- 1-83 High Street – a proposal for a residential led mixed-use development that includes two tall buildings of 37m (9 storey) and 50m (14 storey).

7.5.27. An application has also been submitted (but not determined) for a shared living proposal of height 53.7m (15 storey) on 1-3 Bath Road.

7.5.28. Planning consent is in place for a residential scheme on 12-32 Lampton Road height up to 23.5m (8 storey). Given its location in a lower scale context area this is defined as a local scale tall building.

7.5.29. The latter two proposals are visible in the aerial view of the Area of Search taken from VuCity in Figure 7.120. The former two proposals have not yet been modelled in the current VuCity model.

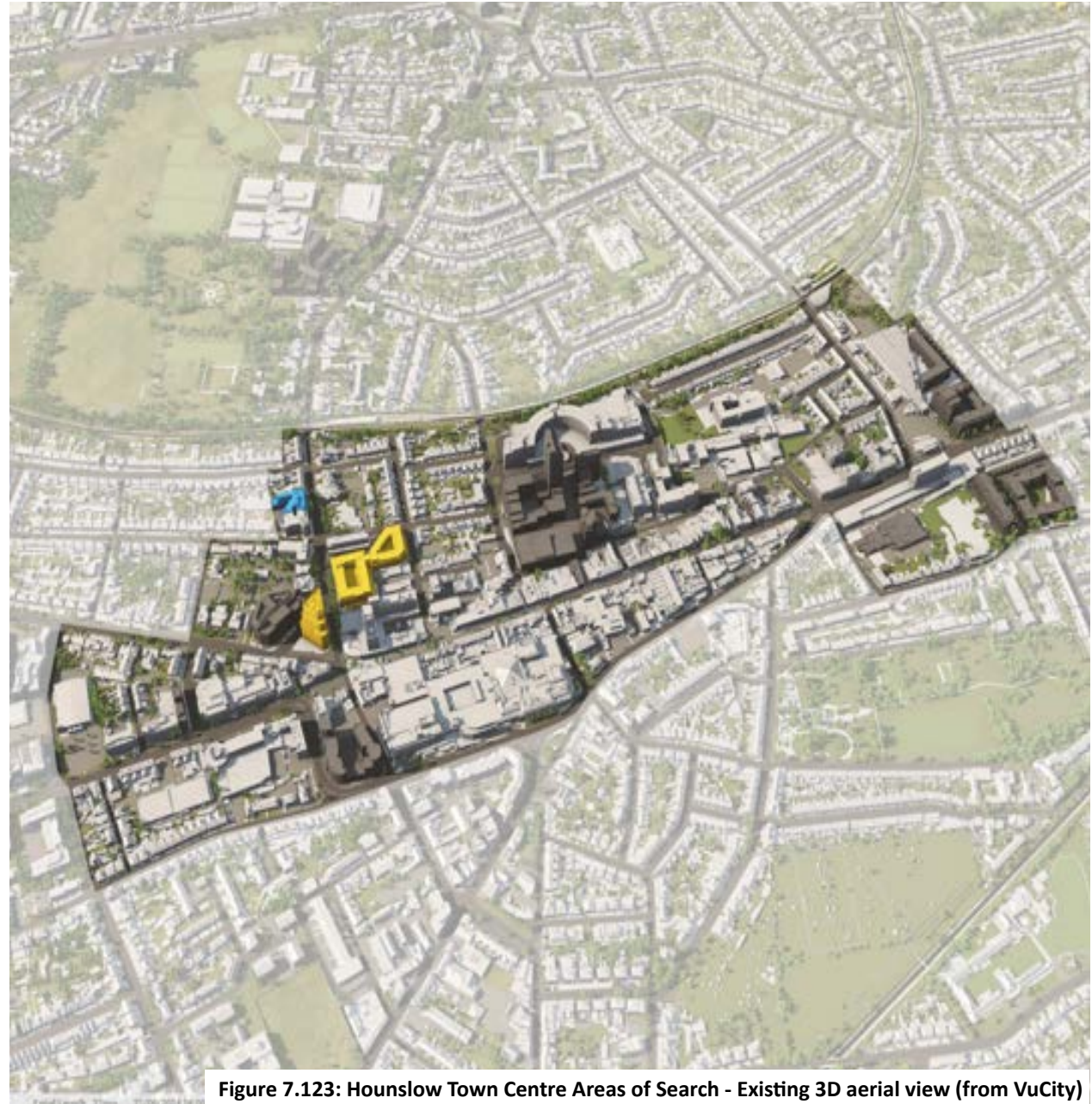


Figure 7.123: Hounslow Town Centre Areas of Search - Existing 3D aerial view (from VuCity)

## TESTING POTENTIAL FOR TALL BUILDINGS

7.5.30. The Hounslow town centre masterplan provides illustrative proposals for sites and guidance on heights. These have been modelled and incorporated into the VuCity model as illustrated in Figure 7.124.

7.5.31. The potential locations of tall buildings are:

- Site H1: The Treaty Centre on Grove Road - tall buildings of 39.2m, 45.6m and 64.8m (12, 14 and 20 storeys) as part of development blocks;
- Site H2: Hounslow Bus Station and adjacent sites on Kingsley Road - tall buildings of 36m to 44.8m (ranging from 10 to 15 storeys) rising out of a four storey frontage;
- Site H3: Euro House on High Street / Prince Regent Road – height up to 36m (11 storey)
- Site H4: 1-83 High Street – a number of tall buildings up to 36m (11 storeys) rising out of a four storey frontage.

7.5.32. Based on the tall building definitions established in Section 5.3 the tallest building on the Treaty Centre (Site H1) and the tall building marking Hounslow East station would be district scale tall buildings; other tall buildings would be local scale tall buildings.

7.5.33. The VuCity model allows consideration of the visibility and potential impacts of new development on representative views in the town centre. Views have been outputted from the VuCity model. They are not verified views but provide an indication of the likely visibility of proposals from the selected locations.

7.5.34. The views selected are all from publicly accessible locations from which a viewer may appreciate the existing skyline or streetscape within the Area of Search. These include the main



Figure 7.124: Hounslow Area of Search - 3D aerial view with potential development (from VuCity)

approaches into the centre, views across open spaces and views in which heritage assets or other townscape features, that may be sensitive to, or impacted by tall buildings, can be appreciated.

7.5.35. Eighteen representative views have been considered. The location of these are indicated in Figure 7.125. For each view an existing photograph, together with the existing and modelled view taken from VuCity is provided. Where a potential tall building is visible in the view this is identified using the Site Code H1 to H4.

7.5.36. The following representative views are presented in Figures 7.126 to 7.177 on pages 157 to 174:

- VIEW ONE: From Thornbury Park viewing north-westwards;
- VIEW TWO: From London Road viewing westwards;
- VIEW THREE: From Kingsley Road (north of Hounslow East station) viewing southwards;
- VIEW FOUR: From Great West Road / Lampton Road junction viewing southwards;
- VIEW FIVE: From The Drive viewing westwards;
- VIEW SIX: From Cecil Road viewing eastwards;
- VIEW SEVEN: From Hanworth Road viewing eastwards;
- VIEW EIGHT: From Hanworth Road viewing north-eastwards;
- VIEW NINE: From Hanworth Road / Bell Road junction viewing northwards;
- VIEW TEN: From High Street / Bell Road junction viewing north-westwards;
- VIEW ELEVEN: From Whitton Road viewing northwards;



**Figure 7.125: Hounslow Town Centre Area of Search - Views**

- VIEW TWELVE: From Whitton Road (at Hounslow station) viewing northwards;
- VIEW THIRTEEN: From Lampton Road (at Hounslow Central station) viewing southwards;
- VIEW FOURTEEN: From Hounslow Central Station viewing eastwards;
- VIEW FIFTEEN: From Bath Road / Hospital Road junction viewing eastwards;
- VIEW SIXTEEN: From Staines Road / Hospital Road junction viewing eastwards;
- VIEW SEVENTEEN: From Livingstone Road viewing northwards across Inwood Park; and
- VIEW EIGHTEEN: From Livingstone Road viewing westwards.

## IMPACTS ON TOWNSCAPE AND VIEWS

7.5.37. The impacts of the building heights in the representative views are summarised in Tables 7.7 and 7.8 below.

View	Summary of impacts
<b>VIEW ONE: From Thornbury Park viewing north-westwards</b>	Proposed tall buildings on the Hounslow Bus Station and Kingsley Road sites are visible in the view but not prominent. Building H2e at the corner of High Street / Kingsley Road will appear in front of Barratt House however this is likely to be hidden by trees in the summer
<b>VIEW TWO: From London Road viewing westwards</b>	Building H2e at the corner of High Street / Kingsley Road will be fairly prominent in the view marking this important junction and arrival point in the centre. Building H4b south of the High Street is also visible and replaces Madison Heights (17-27 High Street)
<b>VIEW THREE: From Kingsley Road (north of Hounslow East station) viewing southwards</b>	Buildings H2a to H2e are all visible on the eastern side of Kingsley Road with building H2a marking the northern gateway into Hounslow town centre and the location of Hounslow East London Underground station
<b>VIEW FOUR: From Great West Road / Lampton Road junction viewing southwards</b>	Tall buildings on Kingsley Road in the east of the town centre will be visible in the view and help to mark the town centre from this mid-range view
<b>VIEW FIVE: From The Drive viewing westwards</b>	Tall buildings on Kingsley Road (Site H2) will be visible over the roof tops of buildings on White Bear Lane however the gradual increase in height from east to west will reduce the impact and avoid a jarring contrast with the lower scale houses in the foreground
<b>VIEW SIX: From Cecil Road viewing eastwards</b>	Tall buildings on Kingsley Road (Site H2) will be prominent in this view with the taller building to the left of the view marking Hounslow East station and that to the right the junction of High Street with Kingsley Road. Clear sky views are apparent between each of the tall buildings
<b>VIEW SEVEN: From Hanworth Road viewing eastwards</b>	A number of tall buildings are visible in the mid and background to this view. The most prominent is building H4a on the High Street. Articulating of the faced can help to reduce the bulkiness of this building. Building H2e marks the junction of High Street and Kingsley Road in the backdrop to the view
<b>VIEW EIGHT: From Hanworth Road viewing north-eastwards</b>	Building H2a which marks Hounslow East is visible but not unduly prominent as a focus of the view down the street
<b>VIEW NINE: From Hanworth Road / Bell Road junction viewing northwards</b>	Building H1a on the Treaty Centre site is visible in the view but not unduly prominent. The live planning application on 1-3 Bath Road is fairly prominent as a focus of this street view
<b>VIEW TEN: From High Street / Bell Road junction viewing north-westwards</b>	The live planning application on 1-3 Bath Road is prominent in this view with Hounslow House in the background
<b>VIEW ELEVEN: From Whitton Road viewing northwards</b>	Building H1C located at the eastern end of the Treaty Centre site forms a focus to this view with the taller Barratt House to the rear

**Table 7.7: Hounslow Area of Search - Summary of building height impacts in views (Part One)**

View	Summary of impacts
<b>VIEW TWELVE: From Whitton Road (at Hounslow station) viewing northwards</b>	A number of tall buildings are visible in this mid-range view towards the centre. The three tall buildings on the Treaty Centre site are visible but not unduly prominent viewing along the street; tall buildings towards the east of the centre on High Street and Kingsley Road are visible, but not prominent, towards the right of the view
<b>VIEW THIRTEEN: From Lampton Road (at Hounslow Central station) viewing southwards</b>	The live planning application on 1-3 Bath Road is fairly prominent in this view
<b>VIEW FOURTEEN: From Hounslow Central Station viewing eastwards</b>	Tall buildings on Kingsley Road are visible on the skyline in this view. Building H2a marks Hounslow East London Underground station. Sky views are visible between the tall buildings
<b>VIEW FIFTEEN: From Bath Road / Hospital Road junction viewing eastwards</b>	Tall buildings on the Treaty Centre are prominent as a focus of this street view. Sky views are visible between the buildings and they appear as slender elements. The live planning application on 1-3 Bath Road is prominent in this view to the rear of Hounslow House
<b>VIEW SIXTEEN: From Staines Road / Hospital Road junction viewing eastwards</b>	The only tall building visible in this view is building H4a on High Street in the backdrop. At this distance it does not appear tall. Mid-rise buildings are visible to either side of the street
<b>VIEW SEVENTEEN: From Livingstone Road viewing northwards across Inwood Park</b>	Tall buildings on the Euro House (H3), High Street (H4) and the Bus Station / Kingsley Road (H2) sites will be visible in this view but as part of a harmonious skyline composition. These are likely to be largely concealed by trees on the northern edge of Inwood Park
<b>VIEW EIGHTEEN: From Livingstone Road viewing westwards</b>	Tall buildings on the Treaty Centre site (H1) may be visible in the backdrop to this view but with clear sky views between buildings. The tall buildings are likely to be largely concealed by trees in Inwood Park

**Table 7.8: Hounslow Area of Search - Summary of building height impacts in views (Part Two)**

## TALL BUILDINGS RECOMMENDATIONS

7.5.38. The opportunities for tall buildings in the Hounslow Town Centre Area of Search are set out in Tables 7.9 and 7.10 below. This is informed by assessment of the representative views. It is recognised that height alone is not the only factor that will determine the acceptability of a tall building. A buildings proportions, slenderness and bulk will all be important factors to consider. A slender tall building of greater height may for example have less impact than a more bulky, but shorter tall building. Applicants will need to test the potential impacts of proposals in views and demonstrate that they are sympathetic to local character and history.

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
H1	The Treaty Centre on Grove Road	Higher Scale Context (30m definition)	<ul style="list-style-type: none"> <li>• Within Designated Major Centre</li> <li>• Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential Local Plan Site Allocation</li> <li>• PTAL 6 (Excellent)</li> </ul>	<ul style="list-style-type: none"> <li>• Low scale residential areas to the south</li> <li>• Residential area to the south is designated as an Area of Special Character</li> <li>• Relationship to fine grain High Street to the north</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for a number of tall buildings on the site as part of a comprehensive high-density development that delivers increased permeability on this site immediately south of the High Street</li> <li>• Modelling indicates potential for two district scale tall buildings with the tallest at up to 65m / 20 storeys (86m AOD) towards the centre of the site and a second of a height of up to 45m /14 storey (66m AOD) to the west. A third local scale tall building of up to 39m / 12 storey (60m AOD) could also be located towards the east of the site</li> <li>• Tall buildings to be delivered as part of street blocks, that provide a more contextual 4-6 storey development pattern, or emerging from a podium level</li> <li>• The scale and massing of the buildings to be carefully considered so that clear sky views between tall buildings can be appreciated in local views</li> <li>• Building to provide an active interface at street level</li> </ul>
H2	Hounslow Bus Station and adjacent sites on Kingsley Road	Southern part Higher Scale Context (30m definition); northern part Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Northern part within Designated Major Centre</li> <li>• Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential Local Plan Site Allocation</li> <li>• PTAL 5 / 6 (Very Good / Excellent)</li> <li>• Southern end (Bus Station) is a prominent site at the eastern gateway to the town centre / northern edge marks the Hounslow East station</li> </ul>	<ul style="list-style-type: none"> <li>• Low scale residential areas to the north, east and west</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for a number of tall buildings on these sites to the east of the town centre</li> <li>• Development must take a comprehensive approach that delivers increased pedestrian permeability and connects with adjacent sites to the east</li> <li>• Development should establish a four storey frontage to Kingsley Road to respond to the lower scale development in the adjacent area with any taller buildings set back from the street frontage</li> <li>• Modelling indicates potential for a number of tall buildings within the site including a district scale tall building of up to 50m /15 storey (69m AOD) marking the junction of High Street and Kingsley Road; a second district scale tall building of up to 45m /14 storey (66m AOD) marking Hounslow East station at the northern end of the site; and three local scale tall buildings of between 32 and 39m (10 to 12 storeys)</li> <li>• The scale and massing of the buildings to be carefully considered so that clear sky views between tall buildings can be appreciated in local views, particularly from low scale residential areas and to avoid creating a wall of development along Kingsley Road</li> <li>• Development to provide an active frontage with Kingsley Road at street level and a positive frontage to all side routes</li> </ul>

**Table 7.9: Hounslow Area of Search - Tall building recommendations (Part One)**

LONDON BOROUGH OF HOUNSLOW

TALL BUILDING STUDY

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
H3	Euro House on High Street / Prince Regent Road	Higher Scale Context (30m definition)	<ul style="list-style-type: none"> <li>• Within Designated Major Centre</li> <li>• Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential Local Plan Site Allocation</li> <li>• PTAL 6 (Excellent)</li> </ul>	<ul style="list-style-type: none"> <li>• Low scale residential areas to the south</li> <li>• School playground / games courts to the north</li> <li>• Inwood Park to the south</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for a tall building of up to 36m /11 storey (54m AOD) on the northern portion of this site.</li> <li>• Building height should step down to 26m /8 storeys (44m AOD) towards the High Street to deliver a more contextual height that co-ordinates with the height of existing buildings on the northern side of High Street</li> <li>• Development should provide an active frontage to High Street and positive frontages to Laurence Road and Prince Regent Road</li> </ul>
H4	1-83 High Street	Higher Scale Context (30m definition)	<ul style="list-style-type: none"> <li>• Within Designated Major Centre</li> <li>• Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>• PTAL 6 (Excellent)</li> </ul>	<ul style="list-style-type: none"> <li>• Low scale residential areas to the south</li> <li>• Primary school immediately adjacent to the south</li> <li>• Inwood Park to the south</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for a number of tall buildings on the southern side of High Street with tall buildings emerging from a lower scale context and with clear sky views between buildings to avoid creating a wall of development on the southern side of the street and to ensure sunlight reaches the street space throughout the day</li> <li>• Modelling indicates potential for a number of local scale tall buildings of height up to 36m /11 storey (approx. 54m AOD) but with height stepping down towards the east of the site. Replacement of the existing Madison Heights building (17-27 High Street) which is very broad (approx. 50m west to east) with more slender structures could deliver beneficial townscape impacts.</li> <li>• Development should establish a frontage to the southern side of High Street of up to four storeys with any taller buildings set back from this datum as slender towers with clear sky views between them</li> <li>• Consideration to be given to the setting of the primary school to the immediate south of the site and care to be taken to avoid creating a wall of development on the northern side of the school site</li> <li>• Consideration to also be given to the impact of development on lower scale residential areas to the south and in local views including from Inwood Park to the south</li> <li>• Development should provide an active frontage to High Street</li> </ul>

**Table 7.10: Hounslow Area of Search - Tall building recommendations (Part Two)**

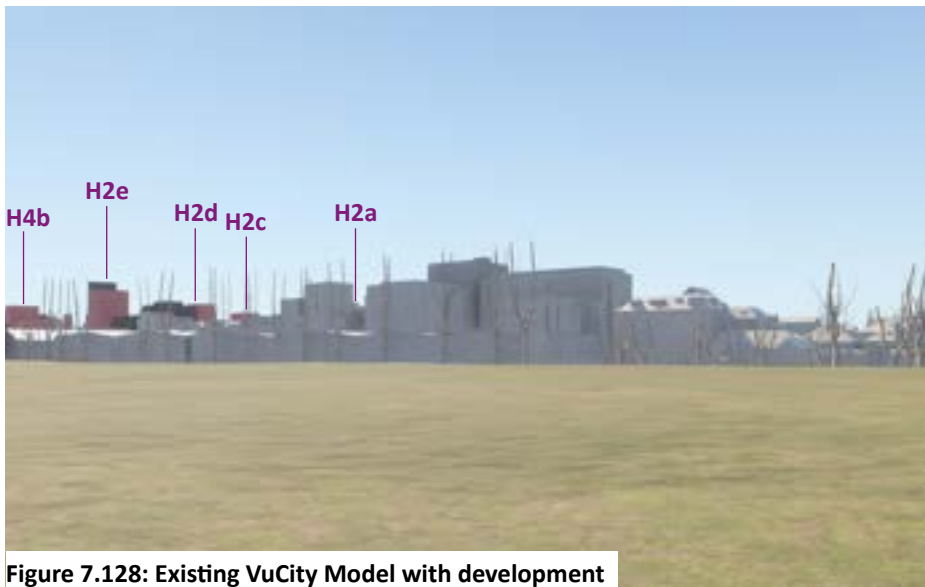
**VIEW ONE: From Thornbury Park viewing north-westwards**



**Figure 7.126: Existing photograph**



**Figure 7.127: Existing VuCity Model**



**Figure 7.128: Existing VuCity Model with development**

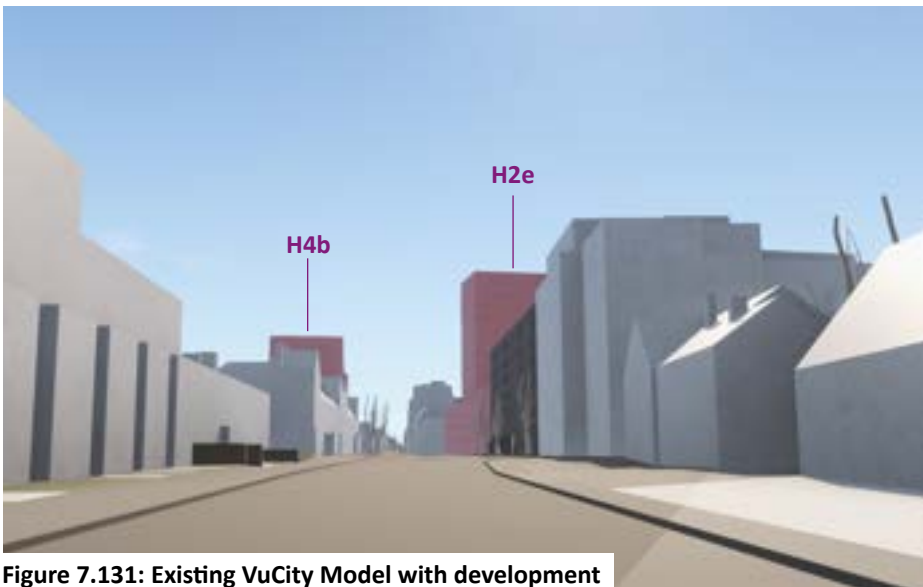
**VIEW TWO: From London Road viewing westwards**



**Figure 7.129: Existing photograph**



**Figure 7.130: Existing VuCity Model**



**Figure 7.131: Existing VuCity Model with development**

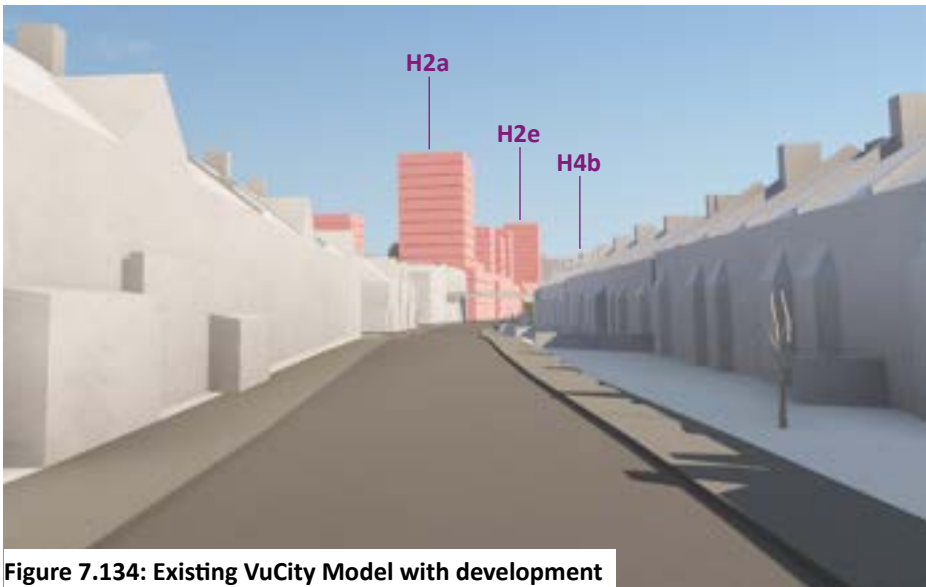
**VIEW THREE: From Kingsley Road (north of Hounslow East station) viewing southwards**



**Figure 7.132: Existing photograph**



**Figure 7.133: Existing VuCity Model**



**Figure 7.134: Existing VuCity Model with development**

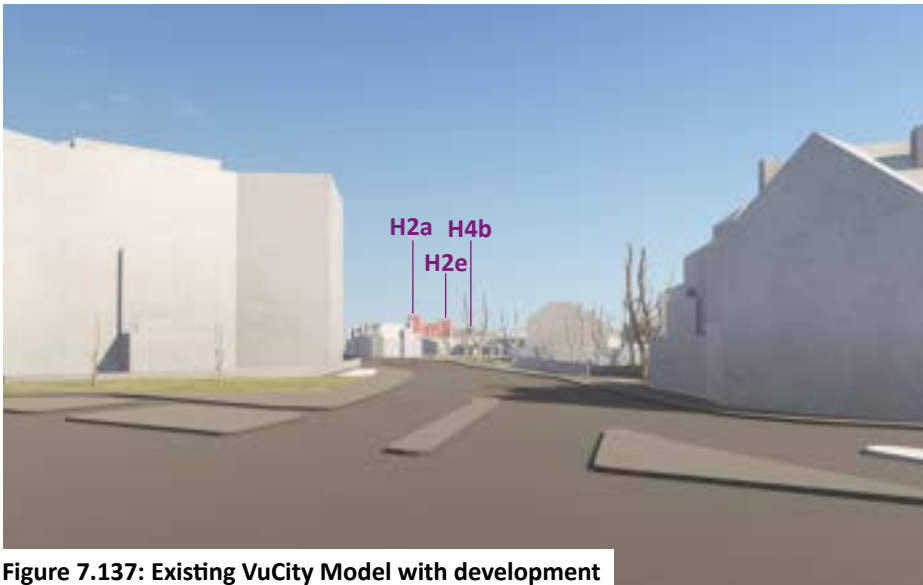
**VIEW FOUR: From Great West Road / Lampton Road junction viewing southwards**



**Figure 7.135: Existing photograph**



**Figure 7.136: Existing VuCity Model**



**Figure 7.137: Existing VuCity Model with development**

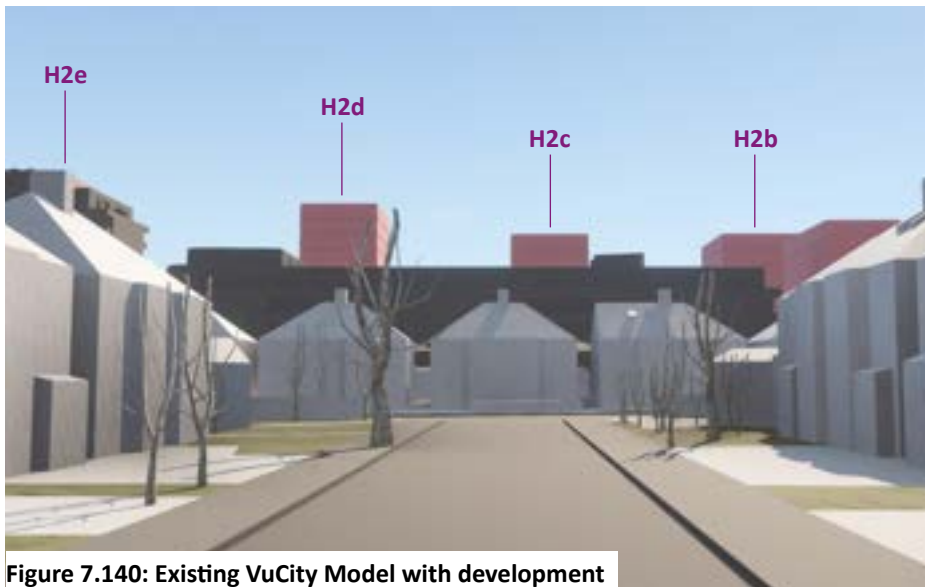
**VIEW FIVE: From The Drive viewing westwards**



**Figure 7.138: Existing photograph**



**Figure 7.139: Existing VuCity Model**



**Figure 7.140: Existing VuCity Model with development**

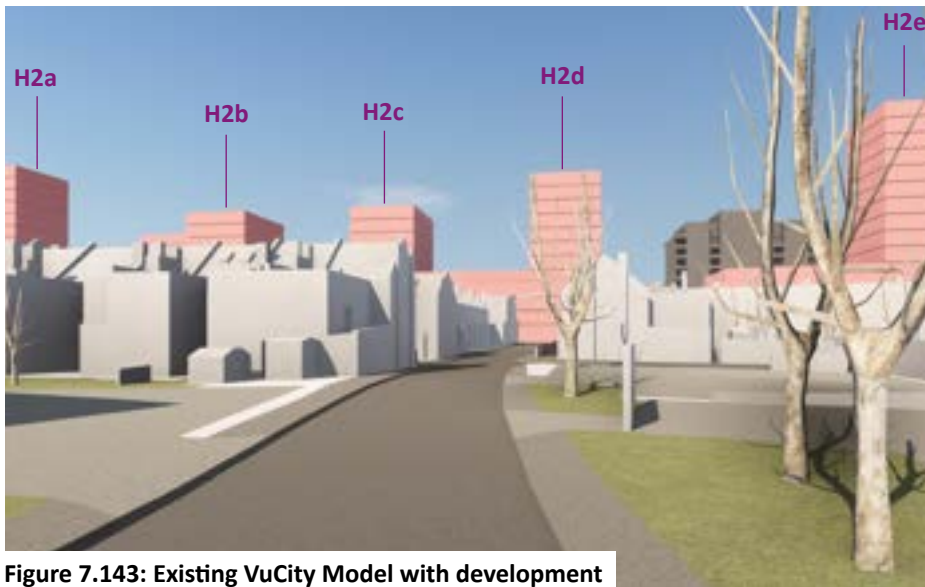
**VIEW SIX: From Cecil Road viewing eastwards**



**Figure 7.141: Existing photograph**



**Figure 7.142: Existing VuCity Model**



**Figure 7.143: Existing VuCity Model with development**

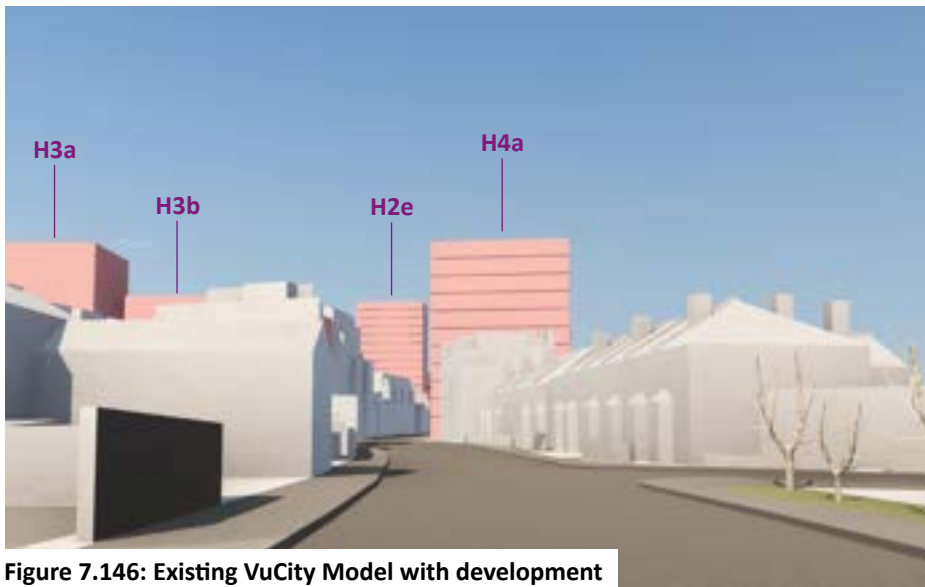
**VIEW SEVEN: From Hanworth Road viewing eastwards**



**Figure 7.144: Existing photograph**



**Figure 7.145: Existing VuCity Model**



**Figure 7.146: Existing VuCity Model with development**

**VIEW EIGHT: From Hanworth Road viewing north-eastwards**



**Figure 7.147: Existing photograph**



**Figure 7.148: Existing VuCity Model**



**Figure 7.149: Existing VuCity Model with development**

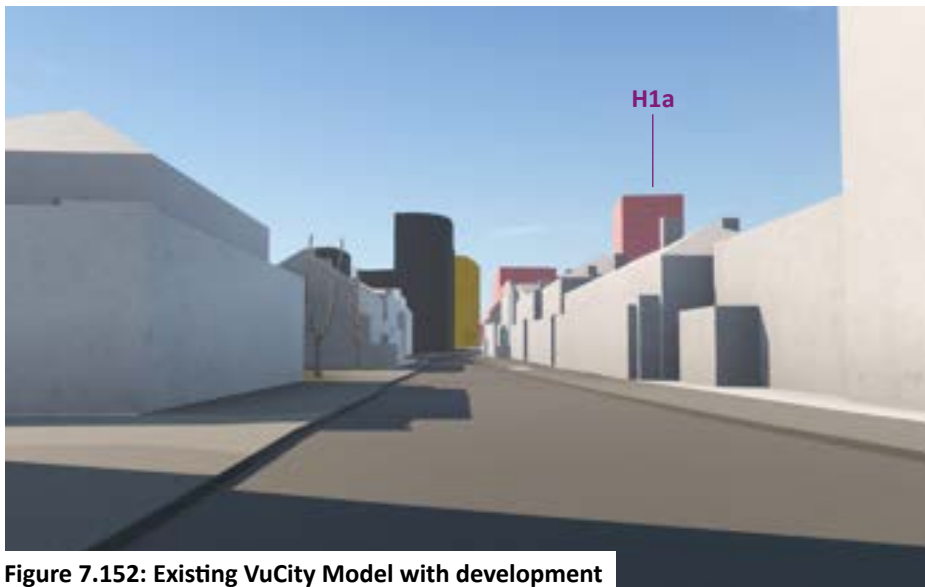
**VIEW NINE: From Hanworth Road / Bell Road junction viewing northwards**



**Figure 7.150: Existing photograph**



**Figure 7.151: Existing VuCity Model**



**Figure 7.152: Existing VuCity Model with development**

**VIEW TEN: From High Street / Bell Road junction viewing north-westwards**



**Figure 7.153: Existing photograph**



**Figure 7.154: Existing VuCity Model**



**Figure 7.155: Existing VuCity Model with development**

**VIEW ELEVEN: From Whitton Road viewing northwards**



**Figure 7.156: Existing photograph**



**Figure 7.157: Existing VuCity Model**



**Figure 7.158: Existing VuCity Model with development**

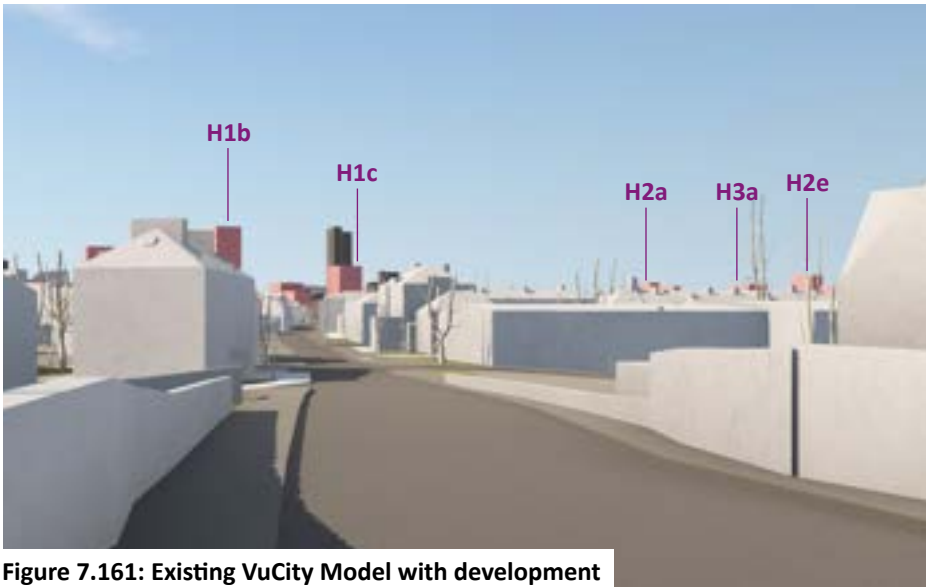
**VIEW TWELVE: From Whitton Road (at Hounslow station) viewing northwards**



**Figure 7.159: Existing photograph**



**Figure 7.160: Existing VuCity Model**



**Figure 7.161: Existing VuCity Model with development**

**VIEW THIRTEEN: From Lampton Road (at Hounslow Central station) viewing southwards**



**Figure 7.162: Existing photograph**



**Figure 7.163: Existing VuCity Model**



**Figure 7.164: Existing VuCity Model with development**

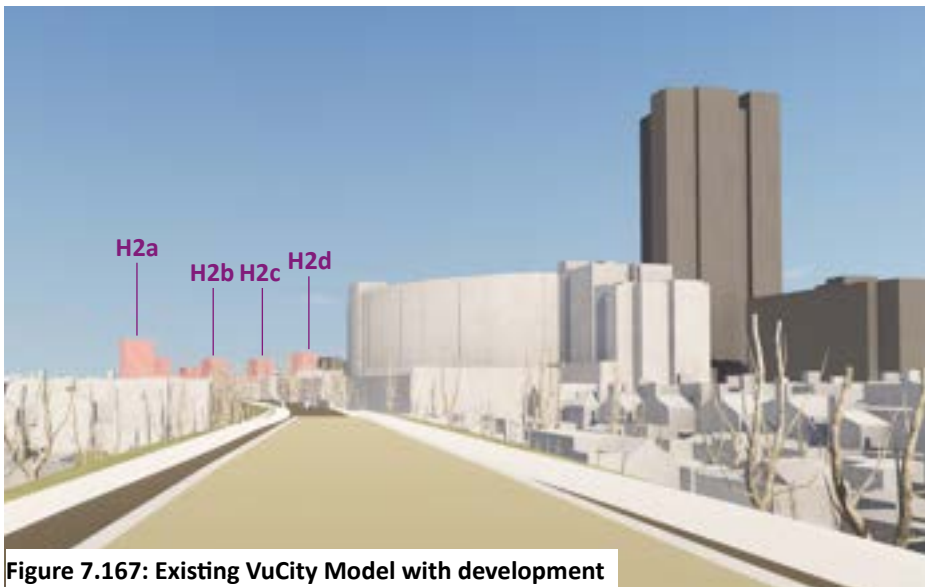
**VIEW FOURTEEN: From Hounslow Central Station viewing eastwards**



**Figure 7.165: Existing photograph**



**Figure 7.166: Existing VuCity Model**



**Figure 7.167: Existing VuCity Model with development**

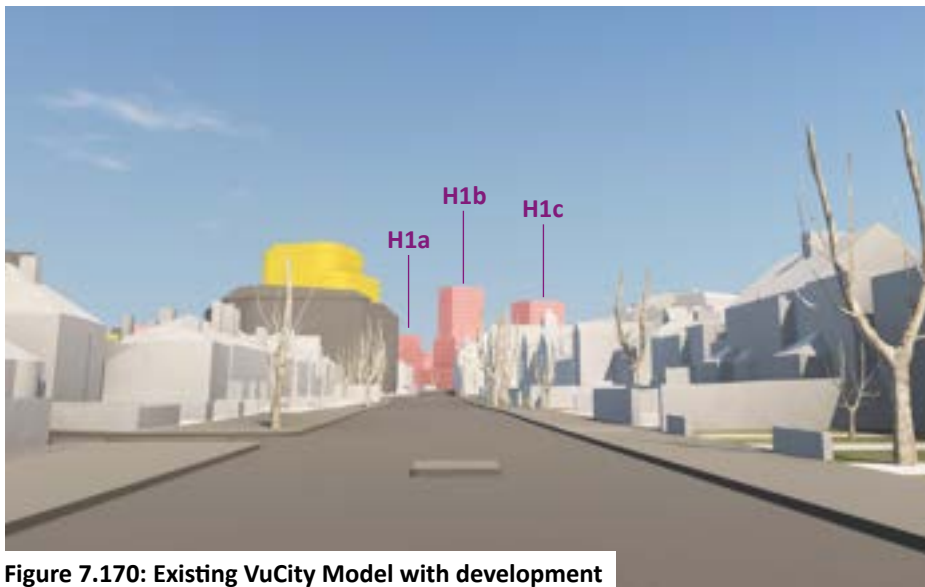
**VIEW FIFTEEN: From Bath Road / Hospital Road junction viewing eastwards**



**Figure 7.168: Existing photograph**



**Figure 7.169: Existing VuCity Model**



**Figure 7.170: Existing VuCity Model with development**

**VIEW SIXTEEN: From Staines Road / Hospital Road junction viewing eastwards**



**Figure 7.171: Existing photograph**



**Figure 7.172: Existing VuCity Model**



**Figure 7.173: Existing VuCity Model with development**

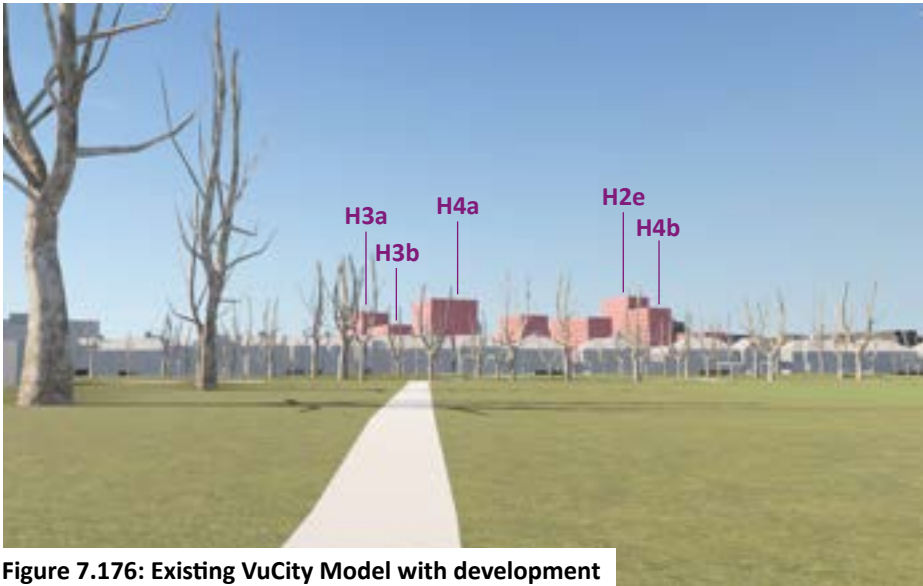
**VIEW SEVENTEEN: From Livingstone Road viewing northwards across Inwood Park**



**Figure 7.174: Existing photograph**



**Figure 7.175: Existing VuCity Model**



**Figure 7.176: Existing VuCity Model with development**

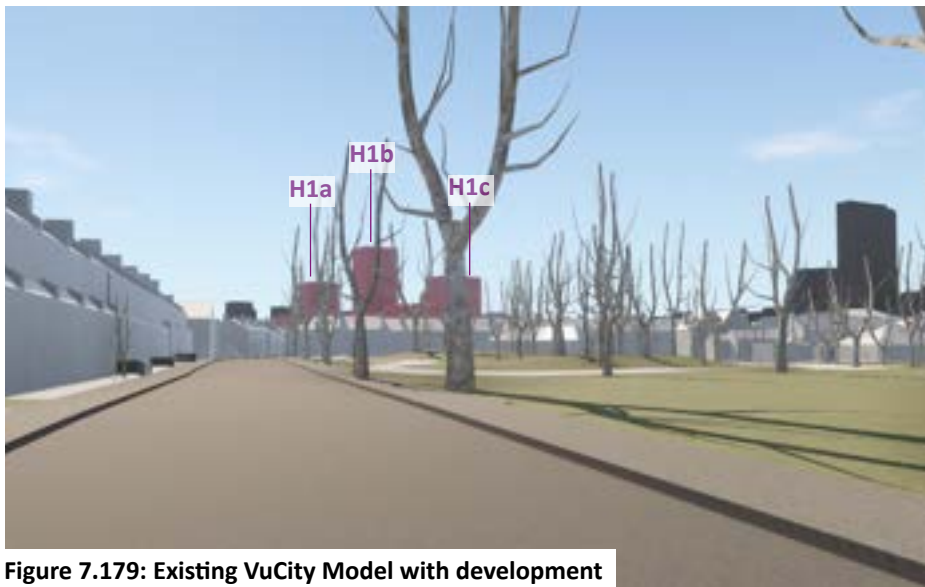
**VIEW EIGHTEEN: From Livingstone Road viewing westwards**



**Figure 7.177: Existing photograph**



**Figure 7.178: Existing VuCity Model**



**Figure 7.179: Existing VuCity Model with development**





Image 7.6: The modest scale fine grain centre on St. John's Road, Isleworth

## 7.6 AREA OF SEARCH FIVE: LONDON ROAD, ISLEWORTH

7.6.1. The London Road, Isleworth Area of Search is located east of Hounslow Town Centre towards the centre of the Borough. The Area of Search extends along London Road from Harvard Road in the west to Wood Lane in the east. Isleworth railway station is located in the centre of the Area of Search and the rail line is elevated as it passes through the area.



Figure 7.180: London Road, Isleworth Area of Search - existing aerial

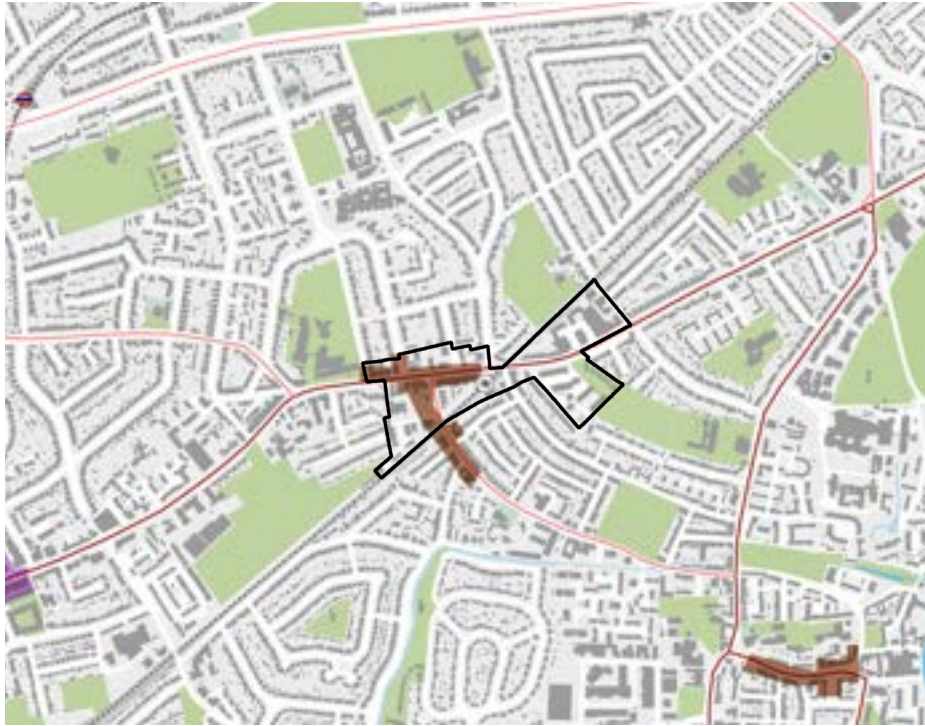


Figure 7.181: London Road, Isleworth Area of Search - spatial strategy

### SPATIAL STRATEGY

7.6.2. The Area of Search extends along London Road (A315), an important east to west route that connects Brentford and Chiswick town centres to the east with Hounslow town centre to the west. It includes the northern part of Isleworth Centre which is designated as a Large Neighbourhood Centre in the Local Plan. The centre extends along London Road from its junction with Harvard Road in the west to Isleworth Station in the east and extends south-eastwards along St. John's Road.

7.6.3. The railway line is elevated through the area and Isleworth Station is located where the line crosses London Road.

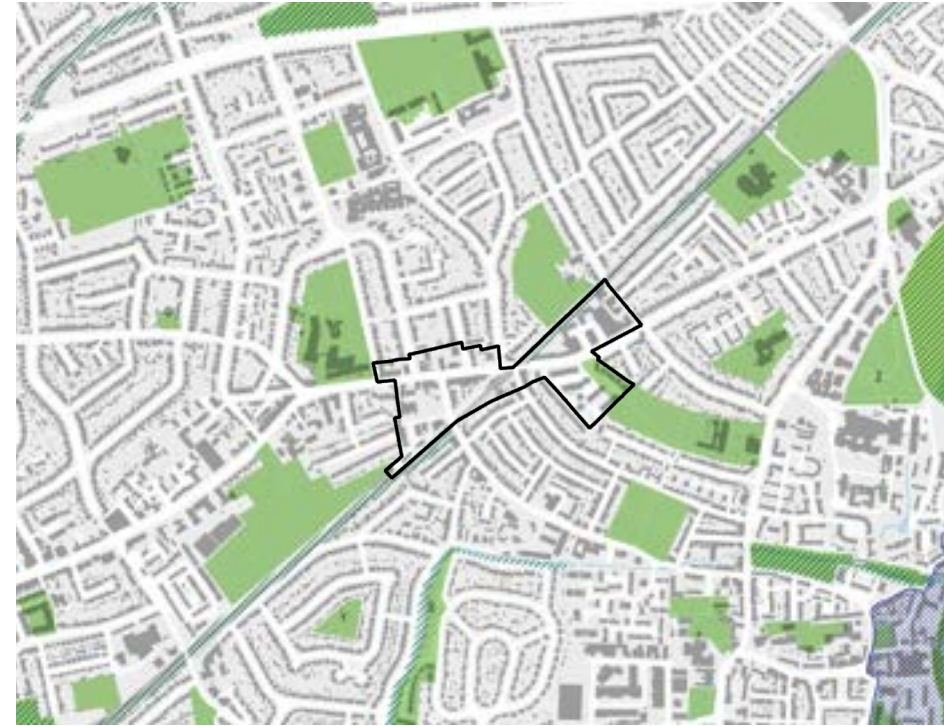


Figure 7.182: London Road, Isleworth Area of Search - green and blue infrastructure

### GREEN AND BLUE INFRASTRUCTURE

7.6.4. Whilst there are no green open spaces within the Area of Search a number of spaces are located nearby including Thornbury Park to the west and St. John's Gardens and Primrose Park to the south-east.

7.6.5. The Duke of Northumberland's River (a man-made waterway created in the 16th century) passes close by to the south and provides a walking route to the River Thames at Isleworth. The river corridor is a Site of Importance for Nature Conservation (SINC).





Figure 7.183: London Road, Isleworth Area of Search - heritage assets

### HERITAGE ASSETS

7.6.6. Part of the Area of Search is within the Spring Grove Conservation Area and this includes a number of locally listed buildings including the Art Deco former Odeon Cinema (entrance block) and the former Post Office both on London Road and Isleworth Station buildings to either side of the rail tracks. The historic terrace of shops on the south side of London Road are identified as positive contributors to the Conservation Area.

7.6.7. Much of the area to the south is designated either as an Area of Special Character or is within the Woodlands Grove Conservation Area. The majority of the Area of Search is an Archaeological Priority Area.



Figure 7.184: London Road, Isleworth Area of Search - PTAL

### PUBLIC TRANSPORT ACCESSIBILITY LEVEL

7.6.8. The London Road, Isleworth Area of Search is served by Isleworth rail station together with bus services on both London Road and St. John's Road. The Area of Search has moderate to good transport accessibility (PTAL 3 or 4).

7.6.9. The West London Orbital line proposals would increase services provision and connectivity.





Figure 7.185: London Road, Isleworth Area of Search - building heights

### BUILDING HEIGHTS

7.6.10. Whilst the Area of Search is located within an area of two storey housing building heights within the area are a little higher. Along London Road to the west of the railway line buildings range from two to four storeys; to the east are older historic two storey terraces together with larger scale apartment buildings of up to six storeys. The most recent were completed to the north of London Road at Frazer Nash Close in 2018 and replaced car showrooms and lower scale light industrial uses.

7.6.11. Two five storey apartment buildings have recently been completed immediately to the north of the railway line on St. John's Road.



Figure 7.186: London Road, Isleworth Area of Search - building context heights

### BUILDING CONTEXT HEIGHTS

7.6.12. The existing building context height of the wider area within which the Area of Search is located is modest in scale at 6-10m (2-3 residential storeys). This scale extends into the western part of the Area of Search. The building context height for the eastern part of the Area of Search (east of the rail line) is 12-15m (4 residential storeys). Refer to Section 4.9 of this report which explains how context heights have been established.

7.6.13. The building context heights are based on the most recent available DTM and DSM data (2022) and take account of buildings completed at that time.





Figure 7.187: London Road, Isleworth Area of Search - existing tall building

### EXISTING TALL BUILDINGS

7.6.14. There is one local scale tall building within the Area of Search located on Primrose Place to the east of the area. This is the eastern end of a linear residential block which steps up to seven storeys at its eastern end.

7.6.15. Existing tall buildings have been established based on the definitions identified in Section 5.3 of this report.

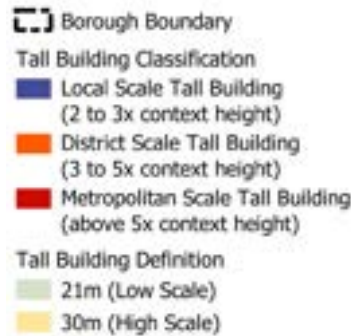


Figure 7.188: London Road, Isleworth Area of Search - tall building pipeline

### TALL BUILDINGS PIPELINE

7.6.16. There are no live planning applications within the Area of Search that include tall buildings.





Figure 7.189: London Road, Isleworth Area of Search - Conserve - Enhance - Transform

### CONSERVE, ENHANCE + TRANSFORM AREAS

7.6.17. The Hounslow Characterisation and Growth Study identifies some parts of the London Road, Isleworth Area of Search as Enhance areas and others as Conserve areas. The central part located within the Conservation Area is identified as Conserve.

- Borough Boundary
- Conserve Parks
- Enhance Parks
- Green Spaces
- Conserve Areas
- Enhance Areas
- Incremental Enhance Areas
- Incremental Transform Areas
- Transform Areas



Figure 7.190: London Road, Isleworth Area of Search - inappropriate areas overlay

### INAPPROPRIATE AREAS

7.6.18. There are some sensitivities to tall buildings within the Area of Search and its wider context. These are overlaid in Figure 7.190 above. These include the designated Conservation Areas and Area of Special Character and lower scale residential areas.

- Borough Boundary
- Conservation Areas
- Areas of Special Character
- World Heritage Site
- World Heritage Site Buffer
- Conserve Areas (Identified in Character Study)
- Metropolitan Green Belt
- Metropolitan Open Land
- Local Nature Reserves
- Local Open Space
- Low Scale Residential Areas (Context Height Below 10m)

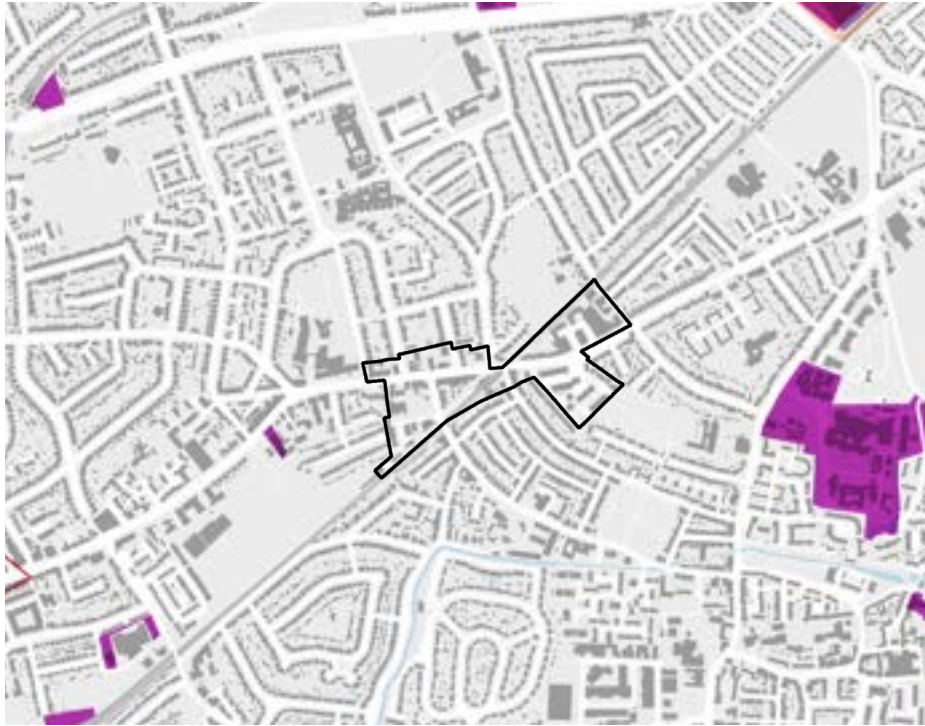


Figure 7.191: London Road, Isleworth Area of Search - Local Plan proposed site allocations

### LOCAL PLAN PROPOSED SITE ALLOCATIONS

7.6.19. There are no potential Local Plan Site Allocations within the Area of Search and the area is not located within an Opportunity Area.

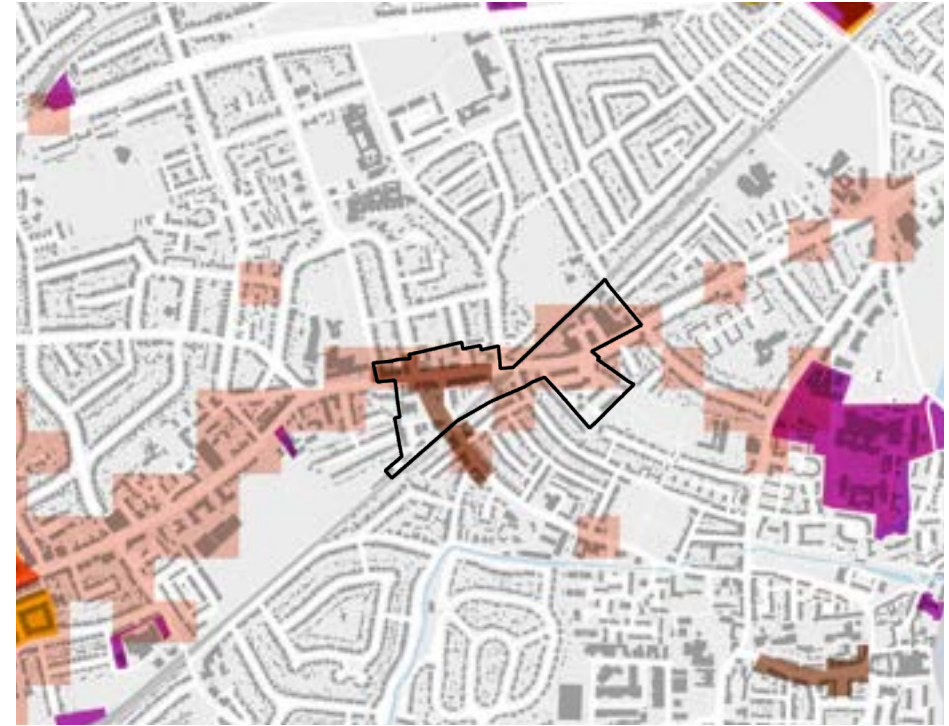
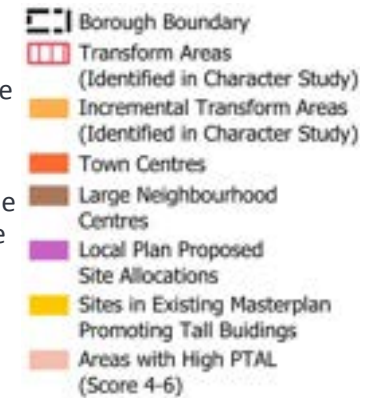


Figure 7.192: London Road, Isleworth Area of Search - potential for tall buildings overlay

### TALL BUILDING SUPPORTING FACTORS

7.6.20. Two factors support the potential for tall buildings within the Area of Search. The first is the Large Neighbourhood Centre designation in the Local Plan and the second the good PTAL level.

7.6.21. Should the Western Loop rail proposals be progressed additional rail services would increase the accessibility of the area and may increase developer interest.



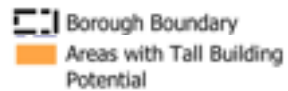


**Figure 7.193: London Road, Isleworth Area of Search - Areas with potential for tall buildings**

### POTENTIAL LOCATIONS FOR TALL BUILDINGS

7.6.22. Subtracting the inappropriate areas (identified in Figure 7.190) from the composite plan supporting the potential for tall buildings (identified in Figure 7.192) gives rise to a potential for tall buildings within the Area of Search.

7.6.23. Many of these areas have recently been brought forward for development.



### POTENTIAL FOR TALL BUILDINGS: LONDON ROAD, ISLEWORTH AREA OF SEARCH

7.6.24. The eastern part of the Area of Search has seen the recent redevelopment of former light industrial / car showroom uses for mid-rise residential development. This includes one local scale tall building. To the south-west of the area further mid-rise development (five storey) has recently been completed on St. John's Road.

7.6.25. As a strategic road corridor and Large Neighbourhood Centre the Area of Search may offer the potential for further modest scale tall buildings. However there are a number of sensitivities that must be carefully considered in planning for tall buildings in this location, notably the Conservation Area designation.

7.6.26. It should be noted that the existing aerial image taken from VuCity (Figure 7.194) has not yet been updated to include some of the new developments.



Figure 7.194: London Road, Isleworth Area of Search - Existing 3D aerial view (from VuCity)

## TALL BUILDINGS RECOMMENDATIONS

7.6.27. The opportunities for tall buildings in the London Road, Isleworth Area of Search are set out in Table 7.11 below:

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
LR1	Rennels Way industrial estate	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Adjacent designated Large Neighbourhood Centre</li> <li>• Identified as an Enhance Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential enhanced connectivity delivered through the West London Orbital rail proposals</li> <li>• Currently poor townscape reduces connectivity of centre to local assets including Thornbury Park</li> </ul>	<ul style="list-style-type: none"> <li>• Adjacent Conservation Area designation</li> <li>• Adjacent low scale residential areas</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for mid-rise development that intensifies use of the site</li> <li>• There may be potential for local scale tall buildings of height up to 24m / up to 7 storey (approx. 35m AOD) subject to careful testing in local views</li> <li>• Development should be laid out to enhance connections between Sidmouth Avenue and Thornbury Park with St. John's Road and Isleworth station</li> <li>• Buildings must respond to low scale context in the wider area and avoid overshadowing or any overbearing impacts on residential amenity. Potential for greater height towards the south-east of the area</li> </ul>
LR2	Isleworth Station	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Within designated Large Neighbourhood Centre</li> <li>• Potential enhanced connectivity delivered through the West London Orbital rail proposals</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation Area designation</li> <li>• Area of Special Character</li> <li>• Station buildings are locally listed</li> <li>• Adjacent low scale residential areas</li> </ul>	<ul style="list-style-type: none"> <li>• Whilst a tall building could help to mark the location of the railway station it is unlikely that a proposal could be brought forward in this location without significant impacts on the setting of the Conservation Area and notably the fine grain frontage to London Road</li> <li>• Any proposal for a tall building would need to be prepared comprehensively and demonstrate that it can deliver positive benefits to the existing townscape without impacting on the setting of the Conservation Area or of the lower scale residential areas to the south</li> </ul>
LR3	London Road frontage	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Within designated Large Neighbourhood Centre</li> <li>• Identified as an Enhance Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential enhanced connectivity delivered through the West London Orbital rail proposals</li> </ul>	<ul style="list-style-type: none"> <li>• Adjacent Conservation Area designation</li> <li>• Adjacent low scale residential areas</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for mid-rise development that intensifies use of the site whilst responding to the scale and massing of existing development however no strong justification for a tall building in this location</li> </ul>

**Table 7.11: London Road, Isleworth - Tall building recommendations**





Image 7.7: West Middlesex University Hospital on Twickenham Road

## 7.7 AREA OF SEARCH SIX: WEST MIDDLESEX HOSPITAL

7.7.1. The West Middlesex Hospital Area of Search is located towards the east of the Borough close to the River Thames and the boundary with the Royal Borough of Richmond upon Thames. The Area of Search takes in the campus of the West Middlesex University Hospital including car parking areas to the east and west of the campus.



Figure 7.195: West Middlesex Hospital Area of Search - existing aerial



Figure 7.196: West Middlesex Hospital Area of Search - spatial strategy

### SPATIAL STRATEGY

7.7.2. The Area of Search is defined by Twickenham Road (A310) to the west, by Isleworth Cemetery to the north and by residential areas and the historic Old Isleworth centre to the south.

7.7.3. Twickenham Road is an important local route that links northwards to London Road and southwards to Twickenham in the neighbouring Royal Borough of Richmond upon Thames.



Figure 7.197: West Middlesex Hospital Area of Search - green and blue infrastructure

### GREEN AND BLUE INFRASTRUCTURE

7.7.4. The West Middlesex Hospital Area of Search is immediately to the south of Isleworth Cemetery and west of Syon Park. The River Thames forms the south-eastern boundary of Syon Park and extends southwards to the east of the area. Syon Park and the River Thames corridor are Metropolitan Open Land and also Sites of Importance for Nature Conservation (SINCs). Across the river to the east is the Royal Mid Surrey Golf Course and to the north-east is the Royal Botanic Gardens, Kew.

7.7.5. The Duke of Northumberland's River corridor to the south is also a SINC.

7.7.6. The eastern part of Syon Park and the river corridor at the Isleworth historic riverfront are within the River Thames Policy Area.





Figure 7.198: West Middlesex Hospital Area of Search - heritage assets

### HERITAGE ASSETS

7.7.7. The eastern part of the Area of Search together with Isleworth Cemetery, Syon Park and the historic riverside are part of the Isleworth Riverside Conservation Area. This includes numerous listed and locally listed buildings including the Grade II\* All Saints Church on the historic riverside and two Gothic Chapels in the Cemetery (Grade II).

7.7.8. Syon House is a Grade I Listed Building and Syon Park is a Grade I Registered Park and Garden. Both Syon Park and the historic Isleworth waterfront at Church Street are within the buffer zone to the Royal Botanic Gardens Kew World Heritage Site.

- Borough Boundary
- World Heritage Site
- World Heritage Site Buffer
- Conservation Areas
- Areas of Special Character
- Registered Parks and Gardens
- Archeological Priority Areas
- Scheduled Ancient Monuments
- Listed Building
  - Grade I
  - Grade II\*
  - Grade II
  - Locally Listed Building

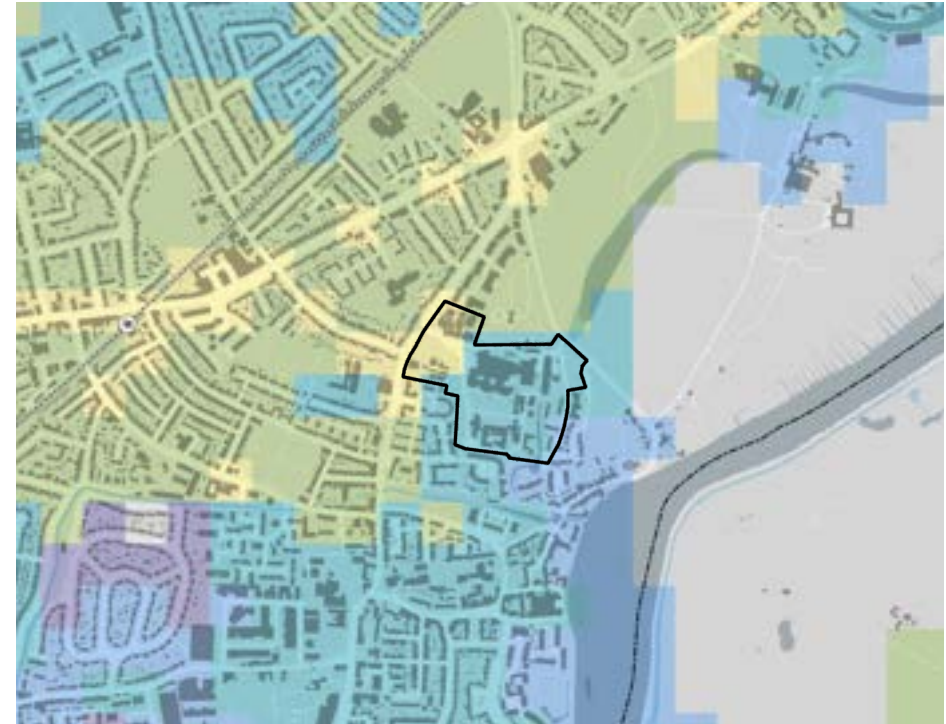


Figure 7.199: West Middlesex Hospital Area of Search - PTAL

### PUBLIC TRANSPORT ACCESSIBILITY LEVEL

7.7.9. The West Middlesex Hospital Area of Search is served by buses on Twickenham Road and the western edge of the area has good public transport accessibility (PTAL 4) however moving eastwards the PTAL level reduces to poor (PTAL 2) across the majority of the site.

- Borough Boundary
- PTAL Zones
  - 0
  - 1a
  - 1b
  - 2
  - 3
  - 4
  - 5
  - 6a
  - 6b

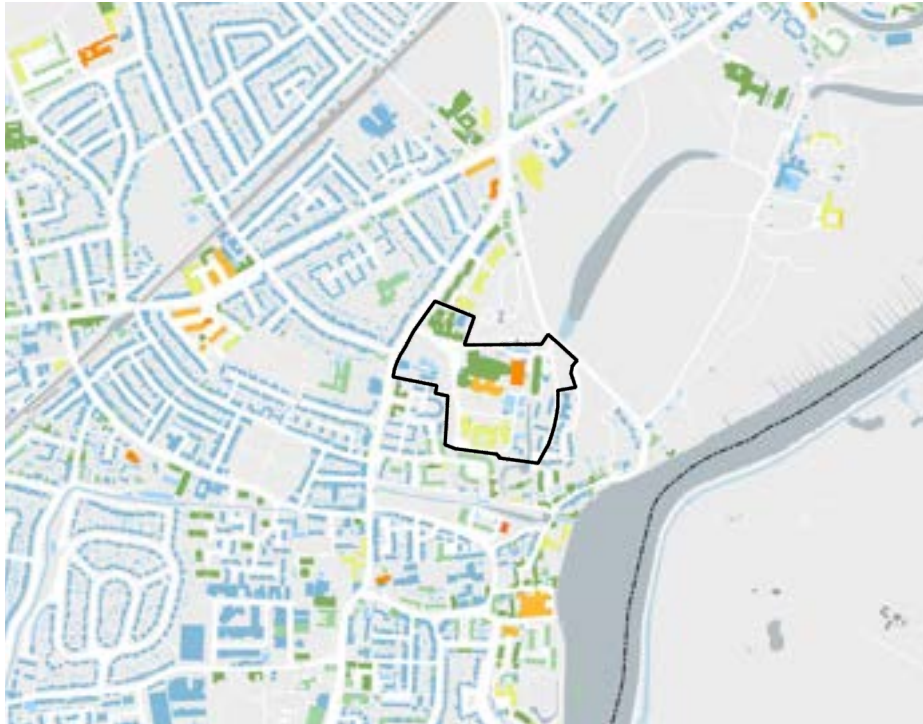


Figure 7.200: West Middlesex Hospital Area of Search - building heights

### BUILDING HEIGHTS

7.7.10. Whilst the Area of Search is located within an area of two and three storey housing building heights within the area are more varied with some modest one and two storey buildings and others that are between three and five storeys. Hospital buildings have greater floor to ceiling heights than residential and this means that these heights are equivalent to four to seven residential storeys.



Figure 7.201: West Middlesex Hospital Area of Search - building context heights

### BUILDING CONTEXT HEIGHTS

7.7.11. The existing building context height of the wider area within which the Area of Search is located is modest in scale at 6-10m (2-3 residential storeys). This scale increases within the Area of Search to 12-15m (4 residential storeys) across the majority of the area, dropping to 10-12m (3-4 residential storeys) towards the east. Refer to Section 4.9 of this report which explains how context heights have been established.

7.7.12. The building context heights are based on the most recent available DTM and DSM data (2022) and take account of buildings completed at that time.





Figure 7.202: West Middlesex Hospital Area of Search - existing tall building

### EXISTING TALL BUILDINGS

7.7.13. The tallest part of the existing hospital, the East Wing, is a local scale tall building.

7.7.14. Existing tall buildings have been established based on the definitions identified in Section 5.3 of this report.

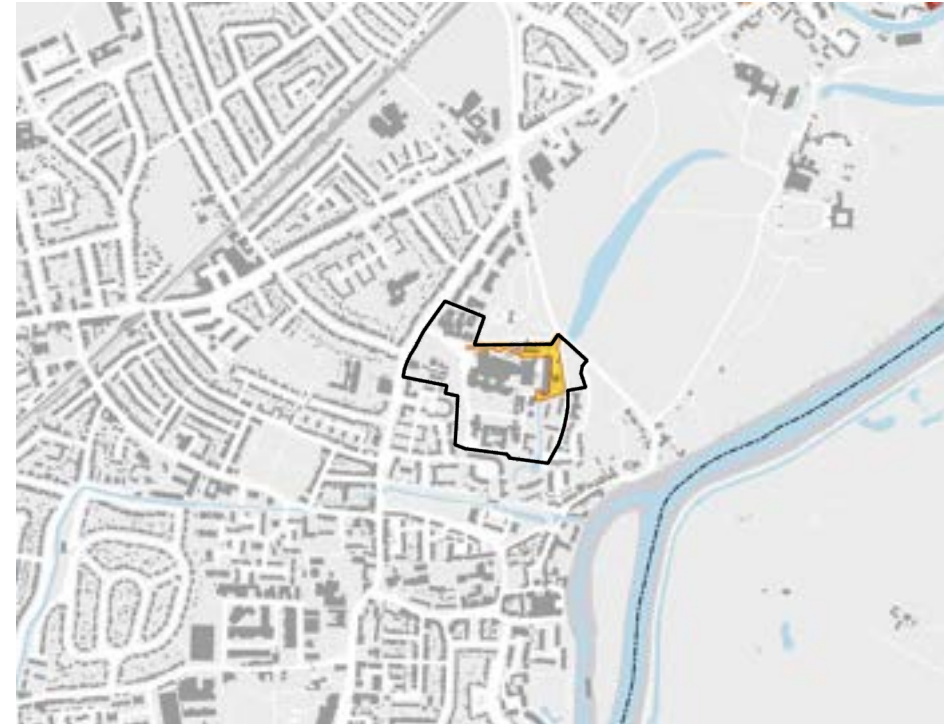


Figure 7.203: West Middlesex Hospital Area of Search - tall building pipeline

### TALL BUILDINGS PIPELINE

7.7.15. A full planning application for a six storey Ambulatory Diagnostic Centre (height 27.5m) has been consented within the Area of Search.

7.7.16. Details of the consented proposal are provided in Section 4.10.



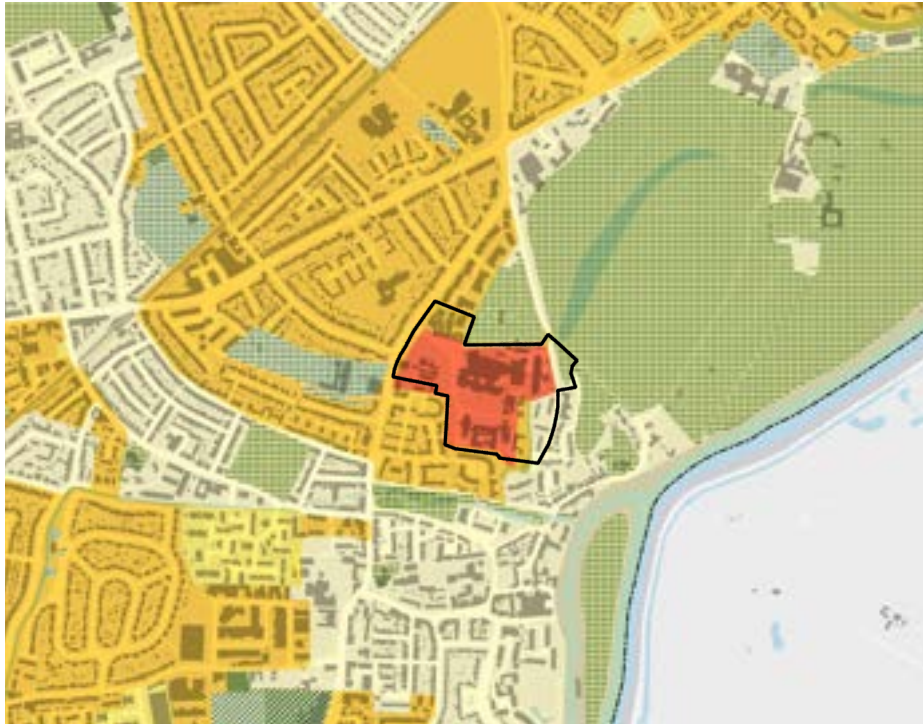


Figure 7.204: West Middlesex Hospital Area of Search - Conserve - Enhance - Transform

### CONSERVE, ENHANCE + TRANSFORM AREAS

7.7.17. The Hounslow Characterisation and Growth Study identifies the central part of the West Middlesex Hospital Area of Search as a Transform area. The eastern edge of the area within the Conservation Area is identified as a Conserve area. The remaining parts are identified as Enhance areas.

- Borough Boundary
- Conserve Parks
- Enhance Parks
- Green Spaces
- Conserve Areas
- Enhance Areas
- Incremental Enhance Areas
- Incremental Transform Areas
- Transform Areas



Figure 7.205: West Middlesex Hospital Area of Search - inappropriate areas overlay

### INAPPROPRIATE AREAS

7.7.18. There are many sensitivities to tall buildings within the wider context of the Area of Search including heritage assets (Conservation Area and Registered Park and Garden designations and the WHS buffer zone) and lower scale residential areas. The Conservation Area extends into the eastern edge of the Area of Search.

7.7.19. Sensitivities are overlaid in Figure 7.205 above.

- Borough Boundary
- Conservation Areas
- Areas of Special Character
- World Heritage Site
- World Heritage Site Buffer
- Conserve Areas (Identified in Character Study)
- Metropolitan Green Belt
- Metropolitan Open Land
- Local Nature Reserves
- Local Open Space
- Low Scale Residential Areas (Context Height Below 10m)

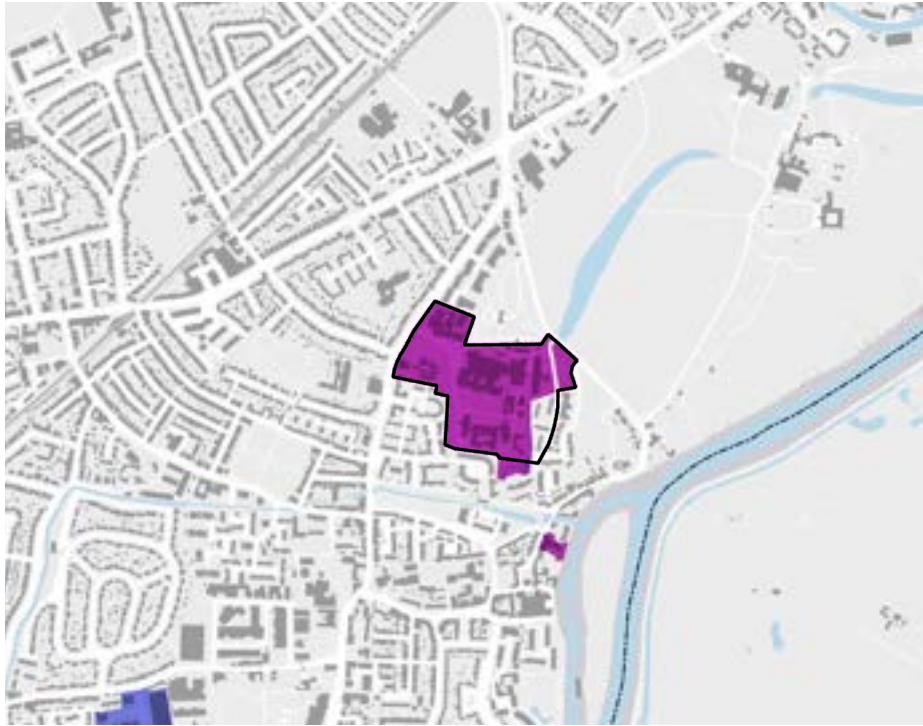


Figure 7.206: West Middlesex Hospital Area of Search - Local Plan proposed site allocations

### LOCAL PLAN PROPOSED SITE ALLOCATIONS

7.7.20. The majority of the Area of Search is identified as a potential Local Plan Site Allocation.

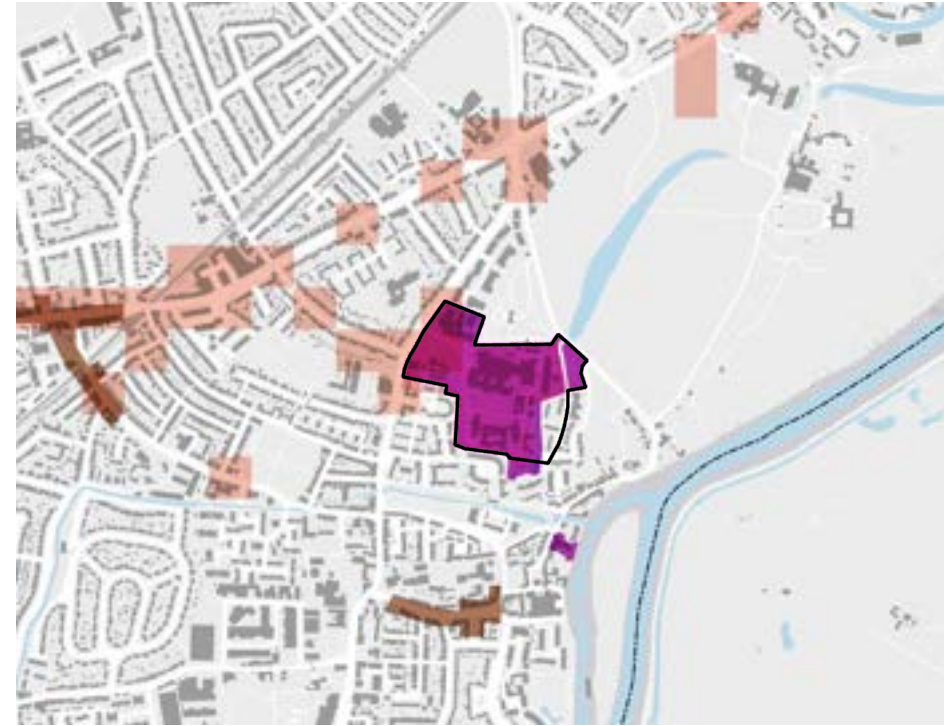
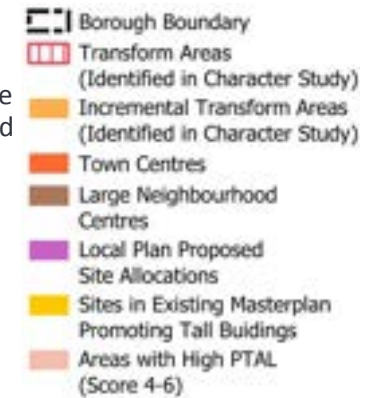


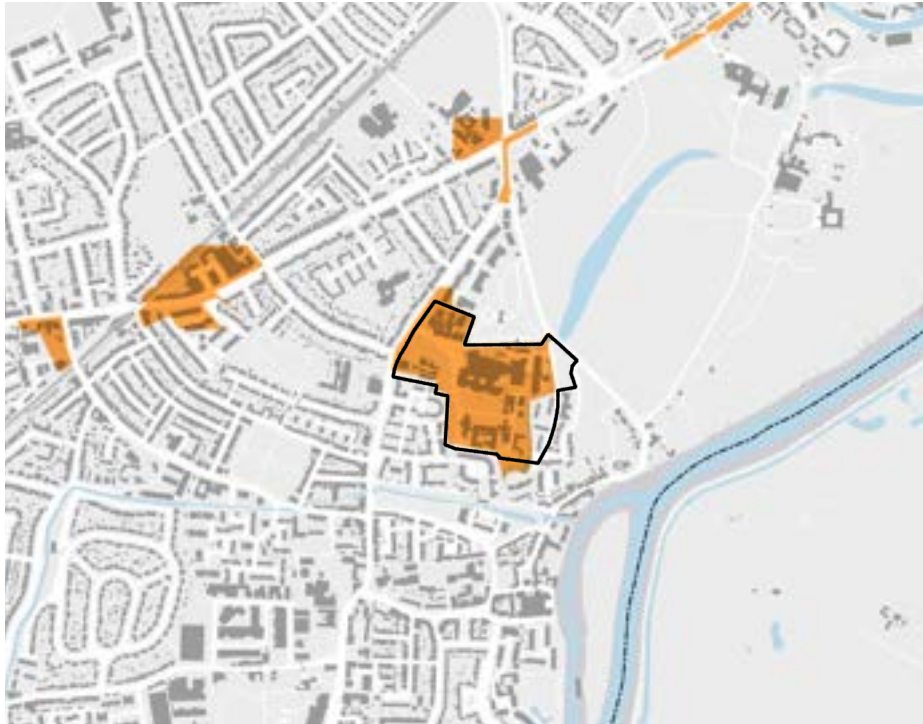
Figure 7.207: West Middlesex Hospital Area of Search - potential for tall buildings overlay

### TALL BUILDING SUPPORTING FACTORS

7.7.21. Two factors support the potential for tall buildings within the Area of Search. The first is the potential Local Plan Site Allocation and the second the good PTAL level.

7.7.22. Hospitals are a vital community asset and facility and where space is a premium this may provide some further justification for greater height.

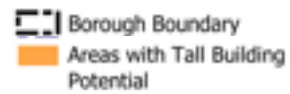




**Figure 7.208: West Middlesex Hospital Area of Search - Areas with potential for tall buildings**

### POTENTIAL LOCATIONS FOR TALL BUILDINGS

7.7.23. Subtracting the inappropriate areas (identified in Figure 7.205 from the composite plan supporting the potential for tall buildings (identified in Figure 7.207) gives rise to a potential for tall buildings within the Area of Search.



### POTENTIAL FOR TALL BUILDINGS: WEST MIDDLESEX HOSPITAL AREA OF SEARCH

7.7.24. The West Middlesex University Hospital campus is an important facility within the Borough but set within a fairly constrained environment close to sensitive heritage assets.

7.7.25. Consent has recently been granted for a new six storey building – an Ambulatory Diagnostic Centre. This building will be 27.5m high and in the lower scale context within which the site is located would be a local scale tall building.

7.7.26. This is indicated in the an existing aerial image taken from VuCity (Figure 7.209).

7.7.27. The West Middlesex University Hospital campus is identified as a potential Local Plan Site Allocation.



Figure 7.209: West Middlesex Hospital Area of Search - Existing 3D aerial view (from VuCity)

## TESTING POTENTIAL FOR TALL BUILDINGS

7.7.28. The consented proposal within the Area of Search is modelled in the VuCity model. This allows consideration of its visibility and of the potential impacts in representative views from the wider area. Views have been outputted from the VuCity model. They are not verified views but provide an indication of the likely visibility of proposals from the selected locations.

7.7.29. The views selected are all from publicly accessible locations from which a viewer may appreciate the existing skyline or streetscape within the Area of Search. These include views across existing open spaces, from the Thames Path and more local views approaching the hospital campus on Twickenham Road. Assessment of these views helps to indicate the visibility and potential impact of a 27.5m building and from this to make an assessment of the potential for further tall buildings within the Area of Search.

7.7.30. Seven representative views have been considered. The location of these are indicated in Figure 7.210. For each view an existing photograph, together with the existing and modelled view taken from VuCity is provided. Where the consented Ambulatory Diagnostics Centre is not visible in the view its location (to the rear of existing buildings) is indicated in the view as a red tone.

7.7.31. The following representative views are presented in Figures 7.211 to 7.230 on pages 201 to 207:

- VIEW ONE: From Thames riverside walk viewing westwards towards All Saints, Isleworth;
- VIEW TWO: From Thames riverside walk viewing westwards towards Syon House;
- VIEW THREE: From Syon Park viewing south-westwards;
- VIEW FOUR: From the bridge over the lake in Syon Park viewing south-westwards;
- VIEW FIVE: From Park Road viewing southwards across Park Road Cemetery;
- VIEW SIX: From Twickenham Road viewing eastwards; and
- VIEW SEVEN: From Church Street on Isleworth riverfront viewing northwards.



**Figure 7.210: West Middlesex Hospital Area of Search - Views**

## IMPACTS ON TOWNSCAPE AND VIEWS

7.7.32. The impacts of the building heights in the representative views are summarised in Table 7.12 below.

View	Summary of impacts
<b>VIEW ONE: From Thames riverside walk viewing westwards towards All Saints, Isleworth</b>	The consented proposals are largely concealed by the existing All Saints Church building in the view. Vegetation will minimise visibility of the northernmost section of the building that may appear towards the right of the building
<b>VIEW TWO: From Thames riverside walk viewing westwards towards Syon House</b>	The consented proposals may be visible in the backdrop to the view but will be largely concealed by existing vegetation reducing impact on the skyline
<b>VIEW THREE: From Syon Park viewing south-westwards</b>	The consented proposals will extend the visibility of the hospital in the view. Whilst the roofline of both the existing and consented buildings will be below the tree line and their visibility is likely to be largely obscured by vegetation light from windows will increase visibility at dusk and after dark
<b>VIEW FOUR: From the bridge over the lake in Syon Park viewing south-westwards</b>	This location is not generally accessible to the public however the consented proposals will be fairly prominent in this view and may rise above the existing treeline. Light from windows will increase visibility at dusk and after dark
<b>VIEW FIVE: From Park Road viewing southwards across Park Road Cemetery</b>	The consented proposals are likely to be visible but not prominent in this view and are likely to be largely obscured by existing vegetation, however moving forwards along the pedestrian footpath in the foreground of the view is likely to reveal more of the consented proposal and increase its impact on the viewer
<b>VIEW SIX: From Twickenham Road viewing eastwards</b>	The consented proposals are not visible in this view and are concealed to the rear of existing hospital buildings in the foreground
<b>VIEW SEVEN: From Church Street on Isleworth riverfront viewing northwards</b>	The consented proposals could be visible in this view but are likely to be obscured by existing vegetation. Light from windows may increase visibility at dusk and after dark

**Table 7.12: West Middlesex Hospital Area of Search - Summary of building height impacts in views**

## TALL BUILDINGS RECOMMENDATIONS

7.7.33. The opportunities for tall buildings in the West Middlesex Hospital Area of Search are set out in Table 7.13 below:

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
WM1	West Middlesex Hospital main building	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>Potential Local Plan Site Allocation</li> </ul>	<ul style="list-style-type: none"> <li>Adjacent Conservation Area designations</li> <li>Listed Buildings</li> <li>Registered Park and Gardens</li> <li>Views from Kew Gardens (WHS)</li> </ul>	<ul style="list-style-type: none"> <li>There may be potential to intensify the heart of the Hospital Campus however the scale, height and massing of development must be carefully assessed to avoid impact on sensitive views</li> <li>Consideration of modelled views suggests that there may be potential for local scale tall buildings of height up to 27.5m high /33.8m AOD (the consented height) but that greater height will intrude on the settings of the listed All Saints Church and / or the setting of valued open spaces and the views from them</li> <li>The height of any proposed development within the Area of Search south of the current main hospital building should be lower and avoid intruding on the setting of the Old Isleworth riverfront in views</li> </ul>
WM2	West Middlesex Hospital – Twickenham Road frontage	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>Within designated Large Neighbourhood Centre</li> <li>Potential enhanced connectivity delivered through the West London Orbital rail proposals</li> </ul>	<ul style="list-style-type: none"> <li>Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>Potential Local Plan Site Allocation</li> <li>PTAL 4 (Good)</li> </ul>	<ul style="list-style-type: none"> <li>Potential to intensify the hospital site and to deliver a more urban scale of development. However no strong justification for a tall building</li> <li>Development should respond to the adjacent context and deliver a higher quality street frontage and entrance to the hospital campus through building heights of up to 14m (four storey)</li> </ul>

Table 7.13: West Middlesex Hospital Area of Search - Tall building recommendations

**VIEW ONE: From Thames riverside walk viewing westwards towards All Saints, Isleworth**



**Figure 7.211: Existing photograph**



**Figure 7.212: Existing VuCity Model**



**Figure 7.213: Existing VuCity Model with development**

**VIEW TWO: From Thames riverside walk viewing westwards towards Syon House**



**Figure 7.214: Existing photograph**



**Figure 7.215: Existing VuCity Model**



**Figure 7.216: Existing VuCity Model with development**

**VIEW THREE: From Syon Park viewing south-westwards**



**Figure 7.217: Existing photograph**



**Figure 7.218: Existing VuCity Model**



**Figure 7.219: Existing VuCity Model with development**

**VIEW FOUR: From the bridge over the lake in Syon Park viewing south-westwards**



**Figure 7.220: Existing VuCity Model**



**Figure 7.221: Existing VuCity Model with development**

**VIEW FIVE: From Park Road viewing southwards across Park Road Cemetery**



**Figure 7.222: Existing photograph**



**Figure 7.223: Existing VuCity Model**



**Figure 7.224: Existing VuCity Model with development**

**VIEW SIX: From Twickenham Road viewing eastwards**



**Figure 7.225: Existing photograph**



**Figure 7.226: Existing VuCity Model**



**Figure 7.227: Existing VuCity Model with development**

**VIEW SEVEN: From Church Street on Isleworth riverfront viewing northwards**



**Figure 7.228: Existing photograph**



**Figure 7.229: Existing VuCity Model**



**Figure 7.230: Existing VuCity Model with development**



Image 7.8: View towards the former Magistrates Court in Brentford

## 7.8 AREA OF SEARCH SEVEN: BRENTFORD TOWN CENTRE

7.8.1. The Brentford Town Centre Area of Search is located towards the east of the Borough close to the River Thames and the boundary with the Royal Borough of Richmond upon Thames. The Area of Search takes in the Town Centre as designated in the Local Plan together with mixed-use areas to the east and west of the centre. To the west this includes the Ham's area adjacent to the River Brent and the Commerce Road / Durham Wharf area which is sandwiched between the former dis-used rail line and the River Brent; to the east the Area of Search takes in land to either side of the High Street up to its junction with Ealing Road.



Figure 7.231: Brentford High Street Area of Search - existing aerial



Figure 7.232: Brentford High Street Area of Search - spatial strategy

### SPATIAL STRATEGY

7.8.2. Brentford Town Centre stretches along High Street (A315) and is strongly influenced by its relationship with the River Thames and its tributary the River Brent which meet east of the centre. The River Brent flows towards the Area of Search from the north-west and then forms the southern edge of the town centre. The River Brent forms part of the Grand Union Canal and water levels are controlled by a series of lock gates to make the watercourse navigable.

7.8.3. Brentford railway station is located approximately 500m to the north of the High Street and is connected to the centre by Boston Manor Road. North of the rail line the Great West Road (A4) and M4 motorway are important strategic movement corridors.



Figure 7.233: Brentford High Street Area of Search - green and blue infrastructure

### GREEN AND BLUE INFRASTRUCTURE

7.8.4. There are no open spaces within the Area of Search but St. Paul's Recreation Ground to the north and Waterman's Park to the east are important local green spaces. Syon Park is located to the south-west and this, together with the River Brent, the railway corridor and the disused rail line on the western edge of the Area of Search, are Sites of Importance for Nature Conservation (SINCs).

7.8.5. Much of the Area of Search and the River Thames corridor to either side, including Syon Park are within the River Thames Policy Area.





Figure 7.234: Brentford High Street Area of Search - heritage assets

### HERITAGE ASSETS

7.8.6. The Area of Search includes parts of three Conservation Areas; the Grand Union Canal and Boston Manor CA, Butts CA and St. Paul's Brentford CA. Syon Park, to the immediate south-west, is part of the Isleworth Riverside CA and also a Grade I Registered Park and Garden.

7.8.7. The Conservation Areas include numerous listed and locally listed buildings including the Grade II\* former St. Lawrence Church on the High Street, the locally listed St. Paul's Church on St. Paul's Road and the locally listed former Magistrates Court on Market Square.

7.8.8. The Royal Botanic Gardens Kew WHS is located across the River Thames and its buffer includes Syon Park and the river corridor but not the Area of Search. The Area of Search is an Archaeological Priority Area.

LONDON BOROUGH OF HOUNSLOW  
TALL BUILDING STUDY



Figure 7.235: Brentford High Street Area of Search - PTAL

### PUBLIC TRANSPORT ACCESSIBILITY LEVEL

7.8.9. The Brentford Town Centre Area of Search is served by buses on the High Street and Boston Manor Road and the railway station north of the centre. On the High Street the public transport accessibility is good (PTAL 4) however moving away from the High Street southwards towards the river or westwards towards Commerce Road the PTAL level reduces to moderate or poor (PTAL 2 - 3).





Figure 7.236: Brentford High Street Area of Search - building heights

### BUILDING HEIGHTS

7.8.10. Whilst the Area of Search is located within an area of two and three storey housing, building heights within the area are more varied with many recent residential buildings typically of between four and six storeys recently completed. Current mapping data does not include the most recently completed buildings south of the former Magistrates Court on the High Street – here building heights range in height from six to ten storeys.



Figure 7.237: Brentford High Street Area of Search - building context heights

### BUILDING CONTEXT HEIGHTS

7.8.11. Within the Area of Search the building context height varies from 12-15m (4 residential storeys) to 18-21m (6 residential storeys). The existing context height of the hatched area south of High Street is 12-15m (4 residential storeys) (based on currently available data). This will increase as a result of recently completed buildings within this area and should approved developments be brought forward. Refer to Section 4.9 of this report which explains how context heights have been established.

7.8.12. The building context heights are based on the most recent available DTM and DSM data (2022) and take account of buildings completed at that time.





Figure 7.238: Brentford High Street Area of Search - existing tall building

### EXISTING TALL BUILDINGS

7.8.13. There are two district scale tall buildings and a number of local scale tall buildings in the Area of Search. These have been established based on the definitions identified in Section 5.3 of this report.

7.8.14. The district scale tall buildings are the 12 storey former Brentford Police Station (built in the 1960s) on Half Acre / Boston Manor Road and the spire of St. Paul's Church on St. Paul's Road.



Figure 7.239: Brentford High Street Area of Search - tall building pipeline

### TALL BUILDINGS PIPELINE

7.8.15. There has been considerable development activity within the Area of Search in recent years. This is focused on the area to the south of the High Street and several schemes have been brought forward or have planning consent in this area. Some of these consents include tall buildings with the tallest being 11 storey (39m).

7.8.16. Proposals that include tall buildings have also submitted to the west of the town centre within the Area of Search on Commerce Road. These have not yet been determined

7.8.17. Details of the consented proposal are provided in Section 4.10.



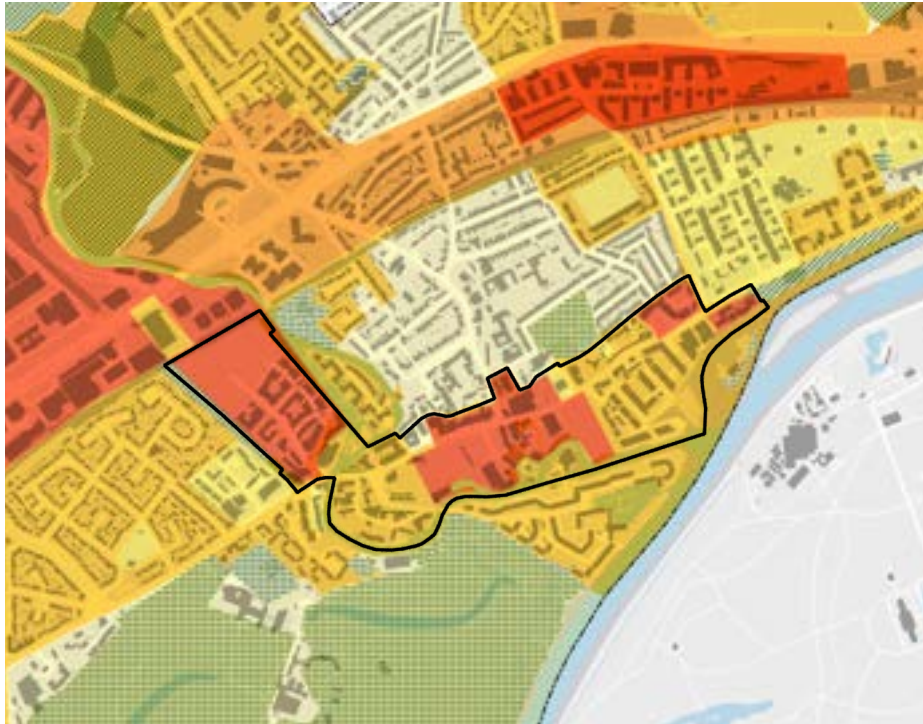


Figure 7.240: Brentford High Street Area of Search - Conserve - Enhance - Transform

### CONSERVE, ENHANCE + TRANSFORM AREAS

7.8.18. The Hounslow Characterisation and Growth Study identifies the majority of the designated Brentford Town Centre as a Transform area. Land to the west of the centre on Commerce Road and alongside the River Brent and discrete sites to the east of the centre at the junction of High Street with Ealing Road are also identified as Transform areas. The remaining parts of the Area of Search (excluding the former Magistrates Court and Market Square) are identified as Enhance areas.



Figure 7.241: Brentford High Street Area of Search - inappropriate areas overlay

### INAPPROPRIATE AREAS

7.8.19. There are many sensitivities to tall buildings within the wider context of the Area of Search including heritage assets (Conservation Area and Registered Park and Garden designations and the WHS buffer zone), lower scale residential areas and open spaces. Three Conservation Area extends into the Area of Search. Sensitivities are overlaid in Figure 7.241 above.





Figure 7.242: Brentford High Street Area of Search - Local Plan proposed site allocations

### LOCAL PLAN PROPOSED SITE ALLOCATIONS

7.8.20. There are two potential Local Plan Site Allocations within the Area of Search, the former Police Station on Half Acre and at 40-40A High Street.

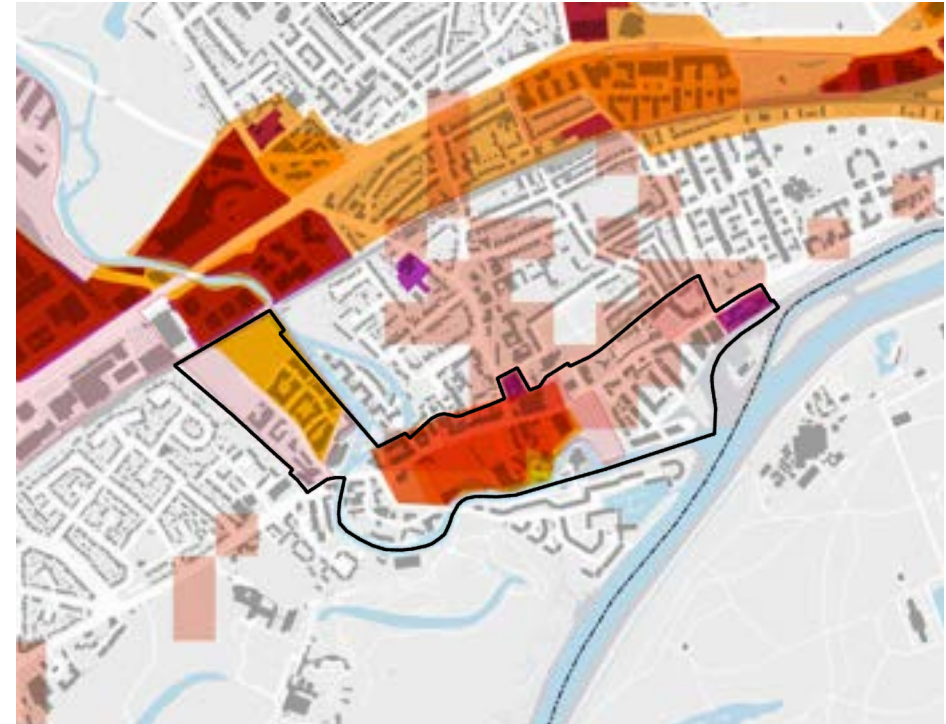


Figure 7.243: Brentford High Street Area of Search - potential for tall buildings overlay

### TALL BUILDING SUPPORTING FACTORS

7.8.21. Several factors support the potential for tall buildings within the Area of Search. These include the Local Plan District Town Centre designation, Local Plan potential Site Allocations, Transform areas and good PTAL levels.





**Figure 7.244: Brentford High Street Area of Search - Areas with potential for tall buildings**

### POTENTIAL LOCATIONS FOR TALL BUILDINGS

7.8.22. Subtracting the inappropriate areas (identified in Figure 7.241) from the composite plan supporting the potential for tall buildings (identified in Figure 7.243) gives rise to a potential for tall buildings within the Area of Search.



### POTENTIAL FOR TALL BUILDINGS – BRENTFORD TOWN CENTRE AREA OF SEARCH

#### BACKGROUND

7.8.23. The Brentford Town centre masterplan was prepared by the London Borough of Hounslow in March 2024. The masterplan provides a strategy for improving the town centre and identifies potential future development opportunities. The plan has been prepared in response to a number of major development projects that are proposed in the centre and aims to better coordinate these.

7.8.24. The masterplan identifies development opportunities in the town centre and provides guidance on development form and height for potential sites. These include:

- 2-10 London Road;
- High Street Parade and Lion Way; and
- The former Brentford Police Station.

7.8.25. A number of proposals have been delivered in recent years within the town centre and these are starting to change the character and form of the centre. Many of these have come forward on land between the High Street and the River Brent with residential proposals of typical height six to ten storeys. These have adopted a pattern of development that responds to the historic form with linear blocks aligned north to south towards the river.

7.8.26. Proposals are currently progressing at 69-76 High Street 'Montgomery's Wharf for a proposal that ranges from three to eleven storeys (up to 39.4m).

7.8.27. In addition there are consents at:

- Morrisons, 228-246, High Street, ('High Street East') – residential led mixed-use up 36.2m (up to 9 storey);
- 40-40A High Street Brentford – residential led mixed-use up 38.3m (up to 9 storey); and
- Charlton House, Albany Road – residential led mixed-use up 25 (up to 7 storey).

7.8.28. Proposals for tall buildings have been submitted for planning (but not determined) at three further locations within the Area of Search:

- Maker's Yard, Commerce Road, Brentford - mixed-use up to 29.5m (nine storey);
- Commerce Industrial Estate, Commerce Road - mixed-use up to 30.1m (ten storey); and
- Ham Wharf - residential use up to 36.2m (ten storey).

7.8.29. The consented proposals have been modelled into VuCity (refer to Figure 7.245). Planning applications are not currently modelled.

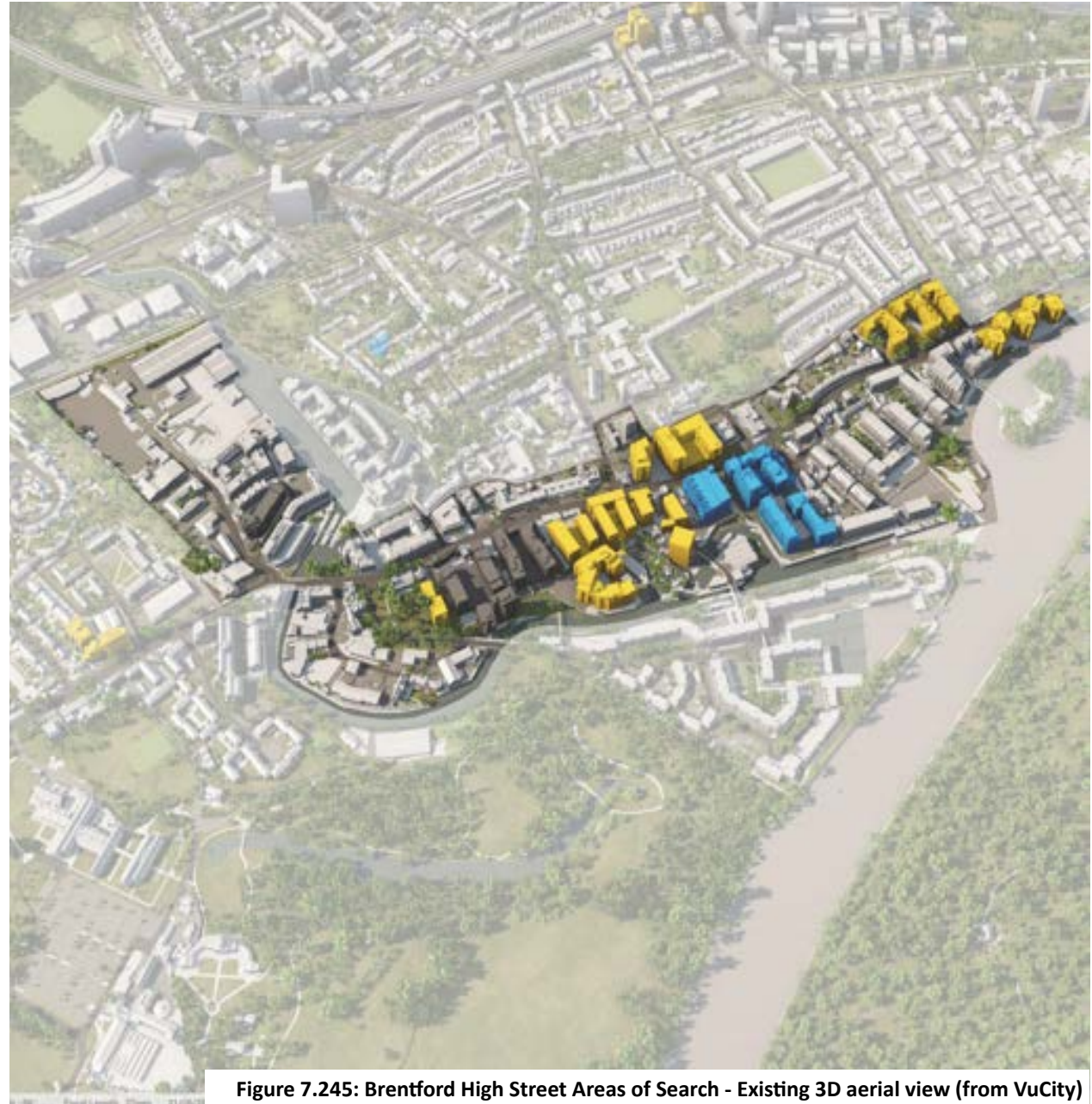


Figure 7.245: Brentford High Street Areas of Search - Existing 3D aerial view (from VuCity)

## TESTING POTENTIAL FOR TALL BUILDINGS

7.8.30. The proposals set out in the Brentford masterplan have been modelled and incorporated into the VuCity model (refer to Figure 7.246). This allows consideration of the visibility and potential impacts of new development on representative views in the town centre. Views have been outputted from the VuCity model. They are not verified views but provide an indication of the likely visibility of proposals from the selected locations.

7.8.31. The views selected are all from publicly accessible locations from which a viewer may appreciate the existing skyline or streetscape within the Area of Search. These include the main approaches into the centre, views across open spaces and from the eastern side of the River Thames and views in which heritage assets or other townscape features, that may be sensitive to, or impacted by tall buildings, can be appreciated.

7.8.32. Seventeen representative views have been considered. The location of these are indicated in Figure 7.247. For each view an existing photograph, together with the existing and modelled view taken from VuCity is provided. Where development on potential sites is visible in the view this is identified using the Site Code B1 to B3.

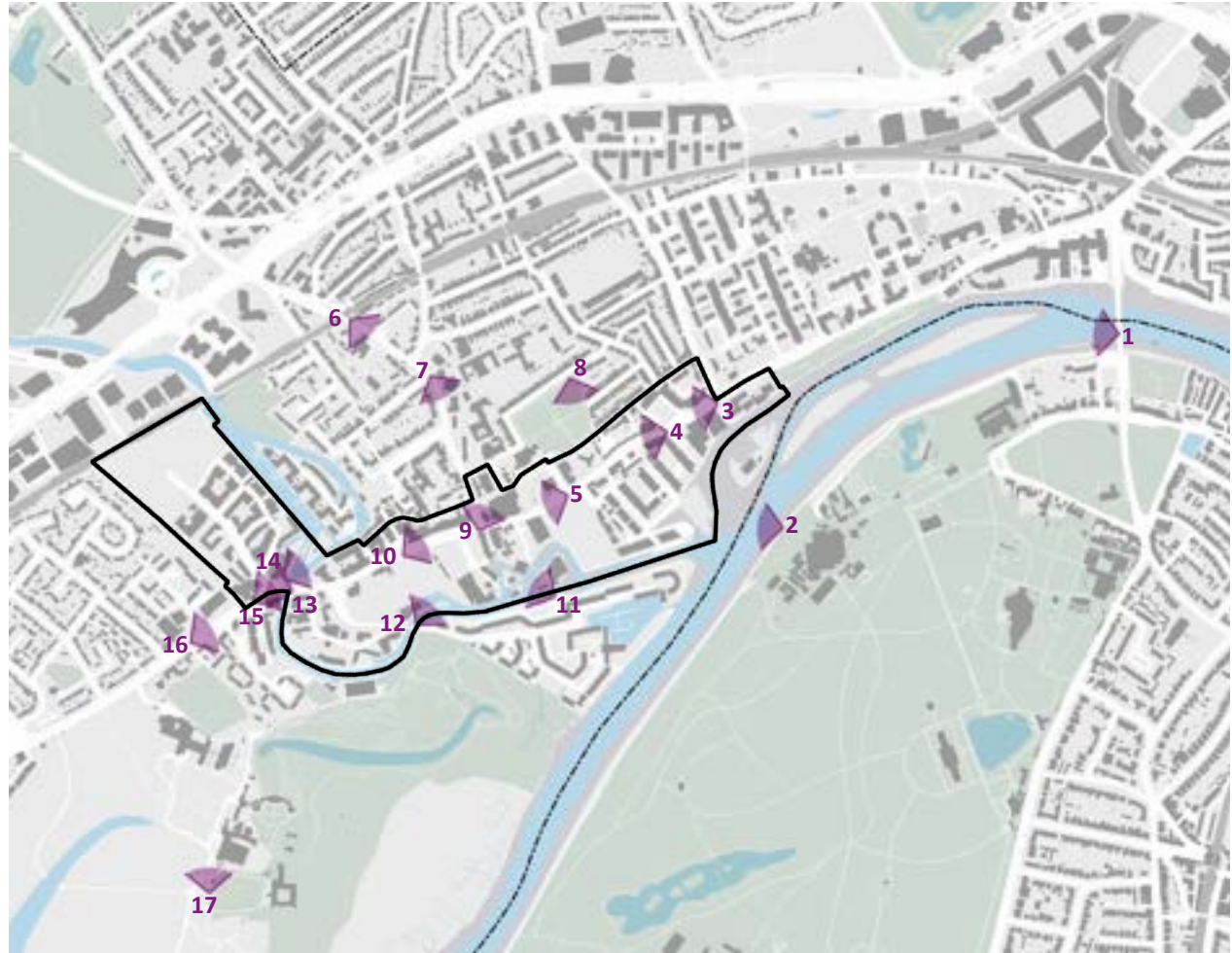
- Site B1: 2-10 London Road;
- Site B2: High Street Parade and Lion Way; and
- Site B3: The former Brentford Police Station.



Figure 7.246: Brentford High Street Area of Search - 3D aerial view with potential development (from VuCity)

7.8.33. The following representative views are presented in Figures 7.248 to 7.298 on pages 224 to 240:

- VIEW ONE: From Kew Bridge viewing westwards;
- VIEW TWO: From Thames Path viewing westwards;
- VIEW THREE: From High Street, at junction with Ealing Road, viewing westwards;
- VIEW FOUR: From High Street viewing westwards;
- VIEW FIVE: From High Street viewing westwards (outside Brentford County Court);
- VIEW SIX: From Brentford Station viewing southwards;
- VIEW SEVEN: From Boston Manor Road at junction with Windmill Road viewing southwards;
- VIEW EIGHT: From Lateward Road viewing south-westwards across St. Paul's Recreation Ground;
- VIEW NINE: From High Street at junction with Half Acre viewing north-eastwards;
- VIEW TEN: From High Street (outside Market Square) viewing eastwards;
- VIEW ELEVEN: From Dock Road from northern edge of Brentford Dock Estate viewing north-westwards;
- VIEW TWELVE: From bridge over River Brent at Augustus Close viewing eastwards;



**Figure 7.247: Brentford Town Centre Area of Search - Views**

- VIEW THIRTEEN: From Bridge over Grand Union Canal on High Street viewing westwards;
- VIEW FOURTEEN: From London Road / Commerce Road junction viewing eastwards towards St. Paul's Church;
- VIEW FIFTEEN: From London Road, west of the Grand Union Canal, viewing eastwards;
- VIEW SIXTEEN: From London Road / Field Lane junction viewing eastwards; and
- VIEW SEVENTEEN: From the front of Syon House in Syon Park viewing northwards.

## IMPACTS ON TOWNSCAPE AND VIEWS

7.8.34. The impacts of the building heights in the representative views are summarised in Table 7.14 and 7.15 below.

View	Summary of impacts
<b>VIEW ONE: From Kew Bridge viewing westwards</b>	The consented development at 40-40A High Street is visible in the view and will obscure views to both the spire of St. Paul's Church and also the former Brentford Police Station
<b>VIEW TWO: From Thames Path viewing westwards</b>	A number of consented proposals on or south of Brentford High Street are visible in the view. The most prominent is the 39.4m high (eleven storey) building proposed at 69-76 High Street 'Montgomrey's Wharf'. Replacement of the tall former Brentford Police Station with a more modest scale 20m high six storey development (Site B3) removes this tall building from the skyline
<b>VIEW THREE: From High Street, at junction with Ealing Road, viewing westwards</b>	The 25m high (seven storey) consented development at Charlton House, Albany Road is in the foreground to the north side of the street (right of the view). The consented proposals on the Morrisons, 228-246 High Street site (up to 36.2m / nine storey) are visible as a focus of the street view
<b>VIEW FOUR: From High Street viewing westwards</b>	The consented proposals on the Morrisons, 228-246 High Street site (up to 36.2m / nine storey) are visible and fairly prominent as a focus of the street view. Replacement of the tall former Brentford Police Station with a more modest scale 20m high six storey development (Site B3) removes this tall building from the skyline
<b>VIEW FIVE: From High Street viewing westwards (outside Brentford County Court)</b>	The consented proposals for the Morrisons, 228-246 High Street site are visible in the foreground to this street view and will conceal views to towards the former Brentford Police Station Consented proposals at 69-76 High Street 'Montgomrey's Wharf' and south of the High Street provide a new more defined frontage to Brentford High Street
<b>VIEW SIX: From Brentford Station viewing southwards</b>	The consented proposals for the Morrisons, 228-246 High Street site are visible but not prominent in the view. Replacement of the tall former Brentford Police Station with a more modest scale 20m high six storey development (Site B3) removes this tall building from the skyline and improves the setting of the spire of St. Paul's Church in the view from the main northern approach to the town centre
<b>VIEW SEVEN: From Boston Manor Road at junction with Windmill Road viewing southwards</b>	The consented proposals for the Morrisons, 228-246 High Street site together with modelled proposals for Site B1 (High Street Parade and Lion Way) and Site B3 (the former Brentford Police Station) are all visible in the view. They help to deliver a harmonious skyline composition. Replacement of the tall former Brentford Police Station with a more modest scale 20m high six storey development (Site B3) removes this tall building from the skyline and improves the setting of the spire of St. Paul's Church in the view

**Table 7.14: Brentford Town Centre Area of Search - Summary of building height impacts in views (Part One)**

View	Summary of impacts
<b>VIEW EIGHT: From Lateward Road viewing south-westwards across St. Paul's Recreation Ground</b>	<p>The consented proposals for the Morrisons, 228-246 High Street site are fairly prominent in the view.</p> <p>Modest scale proposals to the rear of Brentford County Court (four storey) and on the former Brentford Police Station site (Site B3) are also visible.</p> <p>Replacement of the tall former Brentford Police Station with a more modest scale 20m high six storey development (Site B3) removes this tall building from the skyline and improves the setting of the spire of St. Paul's Church in the view</p>
<b>VIEW NINE: From High Street at junction with Half Acre viewing north-eastwards</b>	<p>The consented proposals for the Morrisons, 228-246 High Street site are prominent in the view to the rear of the locally listed Beehive Public House.</p> <p>Replacement of the tall former Brentford Police Station with a more modest scale 20m high six storey development (Site B3) removes this tall building from the skyline. From this viewpoint St. Paul's Church will be obscured by the new development</p>
<b>VIEW TEN: From High Street (outside Market Square) viewing eastwards</b>	<p>Modest scaled (three to five storey) development on High Street Parade and Lion Way (Site B2) is prominent on the northern side of High Street with the consented proposals for the Morrisons, 228-246 High Street site in the backdrop to the view</p>
<b>VIEW ELEVEN: From Dock Road from northern edge of Brentford Dock Estate viewing north-westwards</b>	<p>Consented proposals for the land south of High Street (outline) are prominent in the view. The consented proposals for the Morrisons, 228-246 High Street site are also visible in the backdrop to the view but retain a viewing window towards the spire of St. Paul's Church, although this is partially obscured</p>
<b>VIEW TWELVE: From bridge over River Brent at Augustus Close viewing eastwards</b>	<p>The consented proposals for Plot G of the land south of the High Street and waterfront outline consent are prominent in the view and establish a positive interface with the River Brent</p>
<b>VIEW THIRTEEN: From Bridge over Grand Union Canal on High Street viewing westwards</b>	<p>Proposals for 2-10 London Road (Site B2) are prominent in the view and mark the southern end of Commerce Road and its meeting point with London Road and High Street with a 23m (7 storey building)</p>
<b>VIEW FOURTEEN: From London Road / Commerce Road junction viewing eastwards towards St. Paul's Church</b>	<p>Long views towards the spire of St. Paul's Church along the River Brent are retained with only the upper floor of proposed development on Lion Way (at the northern edge of Site B2) visible</p>
<b>VIEW FIFTEEN: From London Road, west of the Grand Union Canal, viewing eastwards</b>	<p>Proposed development on 2-10 London Road (Site B1) is visible on the northern side of the street in the foreground to the view.</p> <p>Long views towards the spire of St. Paul's Church along the River Brent are retained with only the upper floor of proposed development on Lion Way (at the northern edge of Site B2) visible</p>
<b>VIEW SIXTEEN: From London Road / Field Lane junction viewing eastwards</b>	<p>Proposed development on London Road (Site B1) is visible on the northern side of the street in the foreground to the view.</p> <p>Long views towards the spire of St. Paul's Church along the River Brent are retained with only the upper floor of proposed development on Lion Way (at the northern edge of Site B2) visible</p>
<b>VIEW SEVENTEEN: From the front of Syon House in Syon Park viewing northwards</b>	<p>Proposed development on London Road (Site B1) is visible but not prominent in the view.</p> <p>More prominent on the skyline are the GSK headquarters building (71m / 16 storey) and Great West House (64m / 18 storey) on the Great West Road however both are largely obscured by trees in this view</p>

**Table 7.15: Brentford Town Centre Area of Search - Summary of building height impacts in views (Part Two)**

## TALL BUILDINGS RECOMMENDATIONS

7.8.35. The opportunities for tall buildings in the Brentford Town Centre Area of Search (over and above those already being brought forward) are set out in Table 7.16 and 7.17 below. The pattern of development should respond to the historic development pattern that is distinctive in Brentford with buildings orientated north to south to maximise connections to and views towards the River Thames.

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
B1	2-10 London Road	Southern part Lower Scale Context (21m definition); northern part Higher Scale Context (30m definition)	<ul style="list-style-type: none"> <li>Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> </ul>	<ul style="list-style-type: none"> <li>Adjacent Conservation Area designation</li> <li>Adjacent low scale residential areas</li> </ul>	<ul style="list-style-type: none"> <li>Modelling indicates potential for a local scale tall building of up to 24.0m / seven storey (approx. 31m AOD) on the prominent junction of Commerce Road with London Road and High Street (this part of the site is within the Lower Scale Context)</li> <li>This building must establish active frontages to animate the surrounding street space</li> <li>The remainder of the site (within the Higher Scale Context) is suitable for mid-rise development of up to 20m (six storey) along Commerce Street but stepping down towards the lower scale residential context to the west</li> </ul>
B2	High Street Parade and Lion Way	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>Within designated District Centre</li> <li>Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>PTAL 4 (good)</li> </ul>	<ul style="list-style-type: none"> <li>Adjacent Conservation Area designation</li> <li>Adjacent locally listed buildings</li> </ul>	<ul style="list-style-type: none"> <li>The scale and massing of development should respond to the lower scale context of adjacent areas and the locally listed buildings including the former Magistrates Court on Market Place</li> <li>Buildings to the rear of the site should be of a height that retains the clear view of the spire of St. Paul's Church from the canal basin to the west (up to 13 m / 4 storey)</li> <li>Modelling indicates potential for buildings of up to 16.8m (5 storey) on the northern side of High Street but with the taller elements rising from a three storey building shoulder height fronting the street</li> <li>Buildings should provide a continuous active frontage to Market Place and High Street</li> <li><b>The site is not considered suitable for a tall building</b></li> </ul>

Table 7.16: Brentford Town Centre Area of Search - Tall building recommendations (Part One)

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
B3	The former Brentford Police Station	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Within designated District Centre</li> <li>• Identified as a Transform Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential Local Plan Site Allocation</li> <li>• PTAL 4 (good)</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation Area designation</li> <li>• Adjacent locally listed buildings including St. Paul's Church</li> <li>• Adjacent low scale residential areas</li> </ul>	<ul style="list-style-type: none"> <li>• The scale and massing of development should respond to the lower scale context of adjacent areas and to the locally listed buildings including St. Paul's Church and the Beehive Public House</li> <li>• The existing point block should be replaced with a dense urban development of height up to 20m (6 storey) where the upper floors are stepped back from the main frontage to reduce the impact on the street space.</li> <li>• Development height should step down towards the two storey Beehive Public House on the corner of Half Acre with High Street</li> <li>• <b>The site is not considered suitable for a tall building</b></li> </ul>

Table 7.17: Brentford Town Centre Area of Search - Tall building recommendations (Part Two)

**VIEW ONE: From Kew Bridge viewing westwards**



**Figure 7.248: Existing photograph**



**Figure 7.249: Existing VuCity Model**



**Figure 7.250: Existing VuCity Model with development**

**VIEW TWO: From Thames Path viewing westwards**



**Figure 7.251: Existing photograph**



**Figure 7.252: Existing VuCity Model**



**Figure 7.253: Existing VuCity Model with development**

**VIEW THREE: From High Street, at junction with Ealing Road, viewing westwards**



**Figure 7.254: Existing photograph**



**Figure 7.255: Existing VuCity Model**



**Figure 7.256: Existing VuCity Model with development**

**VIEW FOUR: From High Street viewing westwards**



**Figure 7.257: Existing photograph**



**Figure 7.258: Existing VuCity Model**



**Figure 7.259: Existing VuCity Model with development**

**VIEW FIVE: From High Street viewing westwards (outside Brentford County Court)**



**Figure 7.260: Existing photograph**



**Figure 7.261: Existing VuCity Model**



**Figure 7.262: Existing VuCity Model with development**

**VIEW SIX: From Brentford Station viewing southwards**



**Figure 7.263: Existing photograph**



**Figure 7.264: Existing VuCity Model**



**Figure 7.265: Existing VuCity Model with development**

**VIEW SEVEN: From Boston Manor Road at junction with Windmill Road viewing southwards**



**Figure 7.266: Existing photograph**



**Figure 7.267: Existing VuCity Model**



**Figure 7.268: Existing VuCity Model with development**

**VIEW EIGHT: From Lateward Road viewing south-westwards across St. Paul's Recreation Ground**



**Figure 7.269: Existing photograph**



**Figure 7.270: Existing VuCity Model**



**Figure 7.271: Existing VuCity Model with development**

**VIEW NINE: From High Street at junction with Half Acre viewing north-eastwards**



**Figure 7.272: Existing photograph**



**Figure 7.273: Existing VuCity Model**



**Figure 7.274: Existing VuCity Model with development**

**VIEW TEN: From High Street (outside Market Square) viewing eastwards**



**Figure 7.275: Existing photograph**



**Figure 7.276: Existing VuCity Model**



**Figure 7.277: Existing VuCity Model with development**

**VIEW ELEVEN: From Dock Road from northern edge of Brentford Dock Estate viewing north-westwards**



**Figure 7.278: Existing photograph**



**Figure 7.279: Existing VuCity Model**



**Figure 7.280: Existing VuCity Model with development**

**VIEW TWELVE: From bridge over River Brent at Augustus Close viewing eastwards**



**Figure 7.281: Existing photograph**



**Figure 7.282: Existing VuCity Model**



**Figure 7.283: Existing VuCity Model with development**

**VIEW THIRTEEN: From Bridge over Grand Union Canal on High Street viewing westwards**



**Figure 7.284: Existing photograph**



**Figure 7.285: Existing VuCity Model**



**Figure 7.286: Existing VuCity Model with development**

**VIEW FOURTEEN: From London Road / Commerce Road junction viewing eastwards towards St. Paul's Church**



**Figure 7.287: Existing photograph**



**Figure 7.288: Existing VuCity Model**



**Figure 7.289: Existing VuCity Model with development**

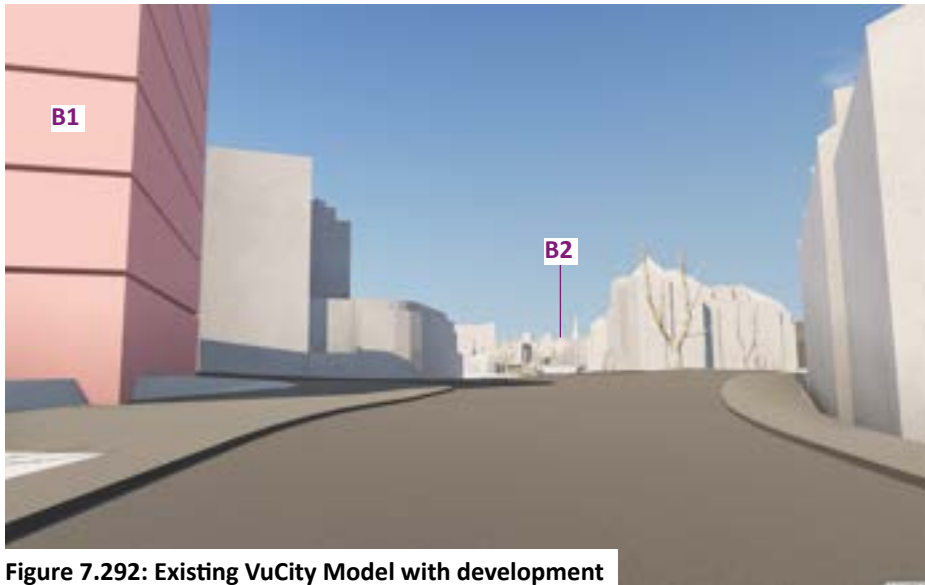
**VIEW FIFTEEN: From London Road, west of the Grand Union Canal, viewing eastwards**



**Figure 7.290: Existing photograph**



**Figure 7.291: Existing VuCity Model**



**Figure 7.292: Existing VuCity Model with development**

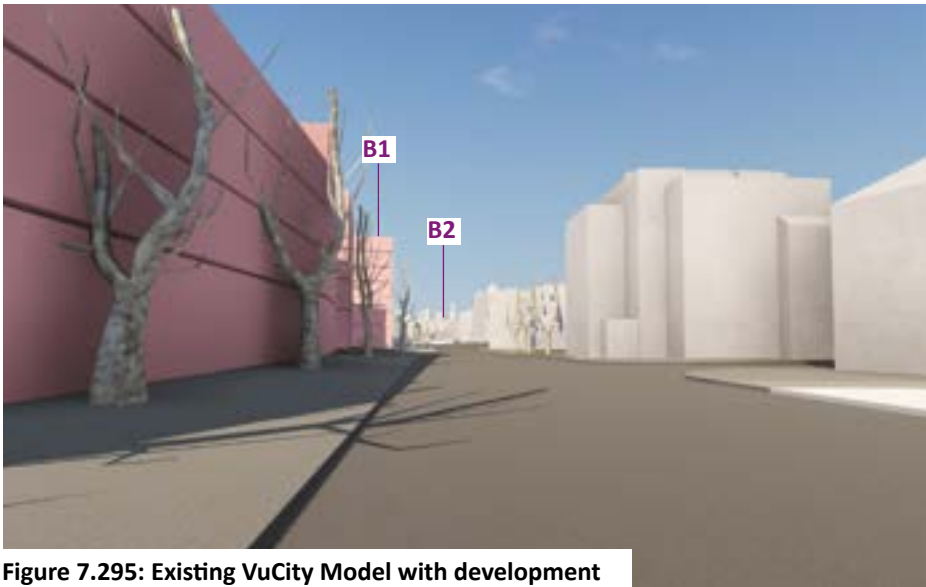
**VIEW SIXTEEN: From London Road / Field Lane junction viewing eastwards**



**Figure 7.293: Existing photograph**



**Figure 7.294: Existing VuCity Model**



**Figure 7.295: Existing VuCity Model with development**

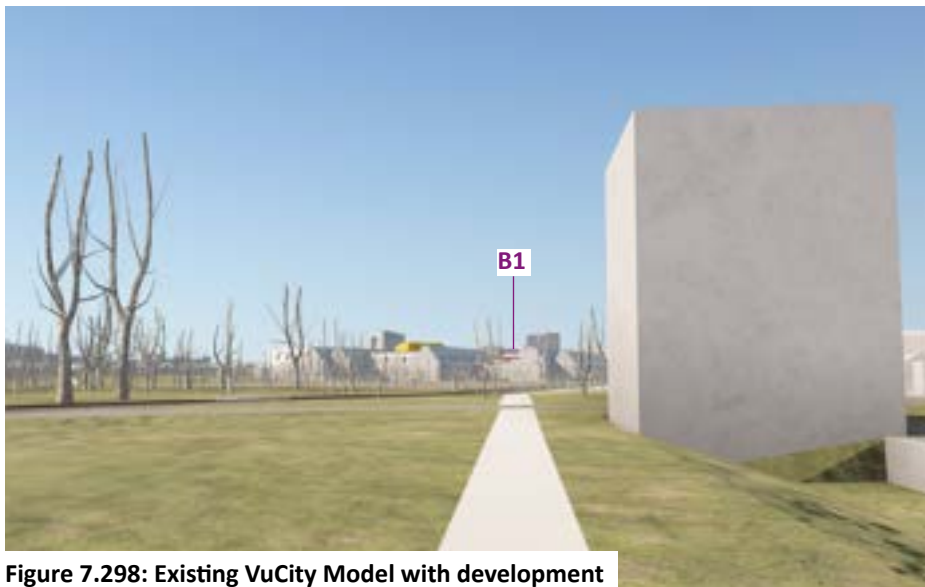
**VIEW SEVENTEEN: From the front of Syon House in Syon Park viewing northwards**



**Figure 7.296: Existing photograph**



**Figure 7.297: Existing VuCity Model**



**Figure 7.298: Existing VuCity Model with development**





Image 7.9: The vibrant Chiswick High Road

## 7.9 AREA OF SEARCH EIGHT: CHISWICK TOWN CENTRE

7.9.1. The Chiswick Town Centre Area of Search is located in the east of the Borough and interfaces to the north with the London Borough of Ealing. The Area of Search takes in the western end of the town centre as designated in the Local Plan together with the mixed-use area to either side of the Chiswick High Road to the west.

7.9.2. The northern boundary of the Area of Search is defined by the London Underground District Line. Chiswick Park London Underground Piccadilly Line station is located immediately to the north and Gunnersbury Park London Underground District Line station and Chiswick Business Park to the west.



Figure 7.299: Chiswick High Road Area of Search - existing aerial

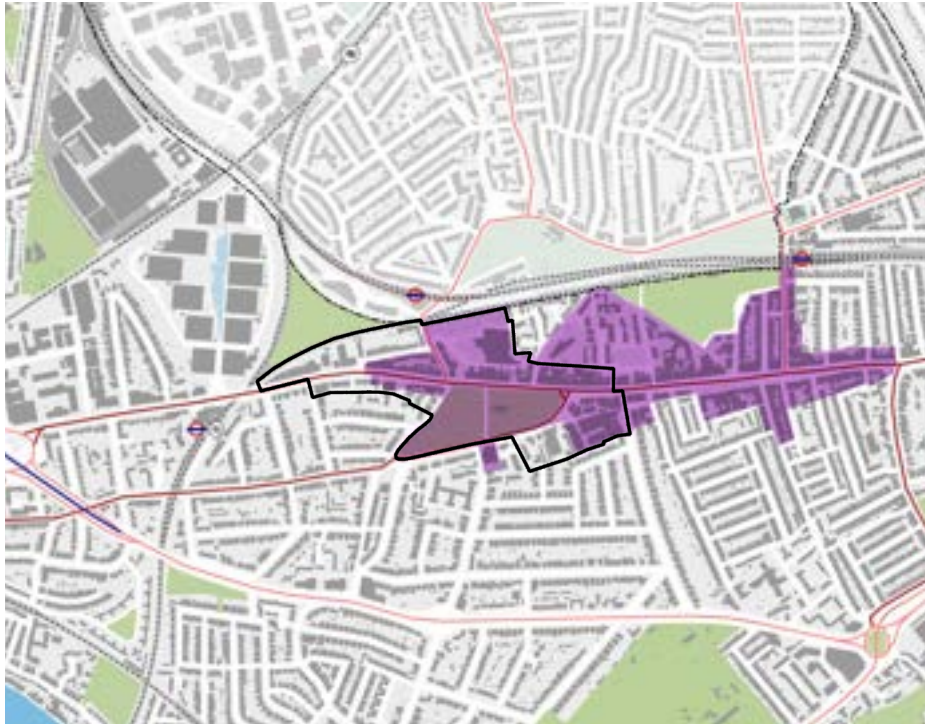


Figure 7.300: Chiswick High Road Area of Search - spatial strategy

### SPATIAL STRATEGY

7.9.3. Chiswick Town Centre stretches along Chiswick High Road (A315) for more than 1,200m and is designated as a Major Town Centre in the Local Plan. Chiswick High Road connects with the Great West Road, M4 motorway and the North and South Circular at Chiswick Roundabout approximately 600m west of the Area of Search.

7.9.4. The Area of Search covers the western part of the Major Centre and includes Turnham Green. Acton Lane extends northwards from the north-west corner of the Green and passes over rail lines to Chiswick Park London Underground station. Gunnersbury Park London Underground station is to the west.



Figure 7.301: Chiswick High Road Area of Search - green and blue infrastructure

### GREEN AND BLUE INFRASTRUCTURE

7.9.5. Turnham Green is located within the Area of Search. The space is bisected by Town Hall Avenue and Christ Church is located in the eastern portion.

7.9.6. Chiswick Back Common is located to the east of the Area of Search and Acton Green Common to the north of the railway lines in the neighbouring London Borough of Ealing.

7.9.7. Gunnersbury Triangle Local Nature Reserve is located on a triangle of land between railway lines to the north-west of the area. This space and the railway corridor extending southwards is a Site of Importance for Nature Conservation (SINC).





Figure 7.302: Chiswick High Road Area of Search - heritage assets

### HERITAGE ASSETS

7.9.8. Much of the Area of Search is within the Turnham Green Conservation Area. The Chiswick High Road CA extends along the High Road to the immediate east and Wellesley Road CA to the west. Land to the north of the railway lines is designated as the Acton Green CA in the neighbouring London Borough of Ealing.

7.9.9. Within the Area of Search there are many listed and locally listed buildings. These include the Grade II listed Christ Church on Turnham Green, the Old Pack Horse Public House on the junction of Acton Lane and Chiswick High Road and Chiswick Town Hall on Heathfield Terrace south of Turnham Green. Voysey House on Barley Mow Passage east of the Turnham Green is Grade II\* listed. Chiswick Park underground station just beyond the Area of Search is Grade II listed.

LONDON BOROUGH OF HOUSLOW

TALL BUILDING STUDY

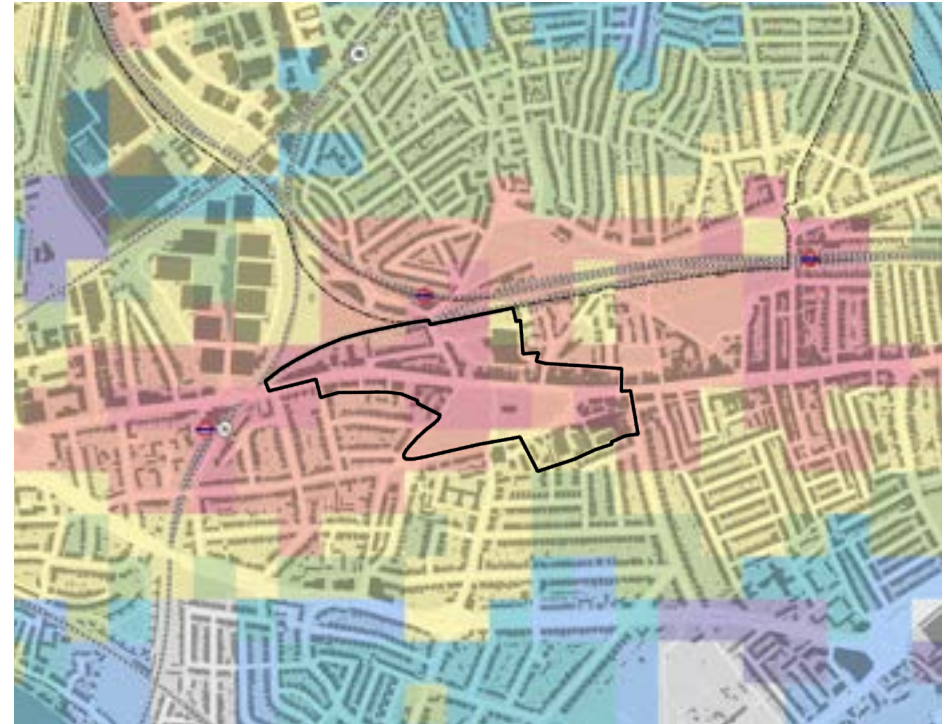


Figure 7.303: Chiswick High Road Area of Search - PTAL

### PUBLIC TRANSPORT ACCESSIBILITY LEVEL

7.9.10. The Chiswick Town Centre Area of Search is served by buses on the High Road and by Chiswick Park and Gunnersbury London Underground stations to the north and west of the centre. Public transport accessibility levels range from good to excellent (PTAL 4 – 6a).





Figure 7.304: Chiswick High Road Area of Search - building heights

### BUILDING HEIGHTS

7.9.11. Building heights vary across the Area of Search. Along the Chiswick High Road building heights are typically two to four storeys and buildings provide a continuous terrace of properties fronting the street. Along the High Road west of the town centre heights increase with office and residential apartment buildings typically five or six storeys and sometimes with an additional set back storey. Greater building height is also apparent to the south-east of Turnham Green where a mix of mansion blocks and former factory buildings of four to six storeys (equivalent to five to eight residential storeys) predominate.

7.9.12. To the north and south buildings are largely residential and typically two or three storey.



Figure 7.305: Chiswick High Road Area of Search - building context heights

### BUILDING CONTEXT HEIGHTS

7.9.13. The building context height of the Area of Search is 12-15m (4 residential storeys). This building context height extends eastwards along the Chiswick High Road but reduces in the residential areas to the south to either 6-10m (2-3 residential storeys) or 10-12m (3-4 residential storeys). The building context height increases in the Chiswick Business Park to the west but visual connection to this area from the Area of Search is minimal.

7.9.14. Refer to Section 4.9 of this report which explains how context heights have been established.

7.9.15. The building context heights are based on the most recent available DTM and DSM data (2022) and take account of buildings completed at that time.





Figure 7.306: Chiswick High Road Area of Search - existing tall building

### EXISTING TALL BUILDINGS

7.9.16. There are a number of district and local scale tall buildings in the Area of Search. These have been established based on the definitions identified in Section 5.3 of this report.

7.9.17. District scale tall buildings are Christ Church on Turnham Green and Empire House (46.7m / 13 storey) on Chiswick High Road (a former office building refurbished as residential). A further district scale tall building, Chiswick Tower is located at Gunnersbury station.

7.9.18. Local scale tall buildings include the former Army and Navy Repository on Heathfield Terrace and the bell tower to the Church of Our Lady of Grace and St. Edward.



Figure 7.307: Chiswick High Road Area of Search - tall building pipeline

### TALL BUILDINGS PIPELINE

7.9.19. There are no current proposals (consented or awaiting decision) for tall buildings in the Area of Search or its immediate vicinity.



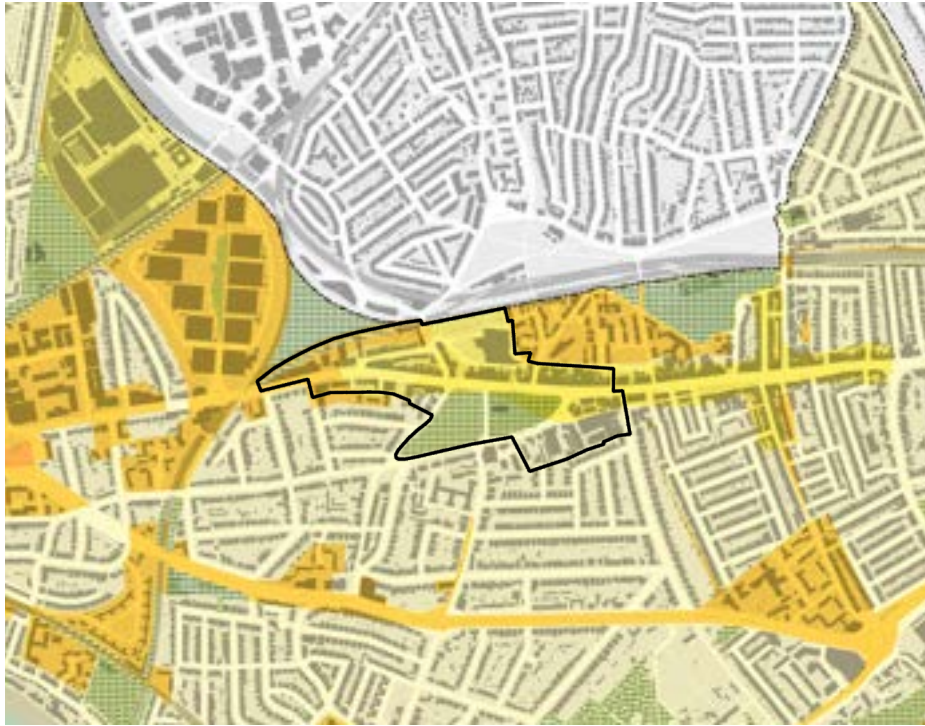


Figure 7.308: Chiswick High Road Area of Search - Conserve - Enhance - Transform

### CONSERVE, ENHANCE + TRANSFORM AREAS

7.9.20. The Hounslow Characterisation and Growth Study identifies the northern part of the Chiswick town centre Area of Search as an Enhance area and the southern part as a Conserve area.



Figure 7.309: Chiswick High Road Area of Search - inappropriate areas overlay

### INAPPROPRIATE AREAS

7.9.21. There are several sensitivities to tall buildings within the Area of Search and its wider context. These include Conservation Area designations, open spaces and low scale residential areas.

7.9.22. Sensitivities are overlaid in Figure 7.309 above.





Figure 7.310: Chiswick High Road Area of Search - Local Plan proposed site allocations

### LOCAL PLAN PROPOSED SITE ALLOCATIONS

7.9.23. There are two potential Local Plan Site Allocations within the Area of Search, the existing Sainsbury supermarket on Essex Place and the Post Office and Telephone Exchange on Heathfield Terrace.



Figure 7.311: Chiswick High Road Area of Search - potential for tall buildings overlay

### TALL BUILDING SUPPORTING FACTORS

7.9.24. Several factors support the potential for tall buildings within the Area of Search. These include the Local Plan Major Town Centre designation, Local Plan potential Site Allocations, and very good to excellent PTAL levels.





**Figure 7.312: Chiswick High Road Area of Search - Areas with potential for tall buildings**

### POTENTIAL LOCATIONS FOR TALL BUILDINGS

7.9.25. Subtracting the inappropriate areas (identified in Figure 7.309) from the composite plan supporting the potential for tall buildings (identified in Figure 7.311) gives rise to a potential for tall buildings within the Area of Search.



## POTENTIAL FOR TALL BUILDINGS: CHISWICK TOWN CENTRE AREA OF SEARCH

### BACKGROUND

7.9.26. The Hounslow Characterisation and Growth Study identifies the northern part of the Chiswick town centre Area of Search as an Enhance area and provides specific guidance and Design Codes for the area.

7.9.27. Design Codes are provided for the Sainsbury's Site located to the north of the High Road within the Area of Search. The Codes identify the potential to redevelop the site with a mixed-use development that includes a new foodstore at ground level towards the northern edge of the site with residential buildings above. The height of the residential buildings increases towards the centre of the site up to a maximum of 45m (51m AOD / 14 storey). The guidance locates the tallest building to the rear of Empire House to reduce its visual impact from Turnham Green. Building heights step down towards neighbouring properties including the lower scale frontage to Chiswick High Road.

7.9.28. Guidance also states that *'The development should incorporate a range of heights to break up massing and avoid a 'wall' of development from surrounding areas, such as Acton Green and Turnham Green'* and that *'Proposed development should explore opportunities to comprehensively distribute massing and height to ensure views from Turnham Green are minimally affected'*.



Figure 7.313: Chiswick High Road Areas of Search - Existing 3D aerial view (from VuCity)

## TESTING POTENTIAL FOR TALL BUILDINGS

7.9.29. Proposals for the Sainsbury's Site (Site CH1) have been modelled and incorporated into the VuCity model. The proposals follow the principles set within the Design Code for the site set out in the Hounslow Characterisation and Growth Study. Five buildings rise from a podium level (foodstore) with heights stepping from west to east as 16.8m (five storey), 45.6m (fourteen storey), 29.6m (nine storey); 20m (six storey) and 13.6m (four storey) and with clear separation between buildings to avoid creating a wall of development and allow sky views. Two further blocks of 20m (six storey) and 16.8m (five storey) are modelled towards the south of the site.

7.9.30. This allows consideration of the visibility and potential impacts of new development on representative views in the town centre and wider area. Views have been outputted from the VuCity model. They are not verified views but provide an indication of the likely visibility of proposals from the selected locations.

7.9.31. The views selected are all from publicly accessible locations from where a viewer may appreciate the existing skyline or streetscape within the Area of Search. These include views along Chiswick High Road in each direction, views across Turnham Green and Acton Green (from London Borough of Ealing) and from the River Thames to the south. Many of the views include heritage assets or other townscape features, that may be sensitive to, or impacted by tall buildings.

7.9.32. Eighteen representative views have been considered. The location of these are indicated in Figure 7.315. For each view an existing photograph, together with the existing and modelled view taken from VuCity is provided. Where development on potential sites is visible the building is identified with a building Code CH1a to CH1g.

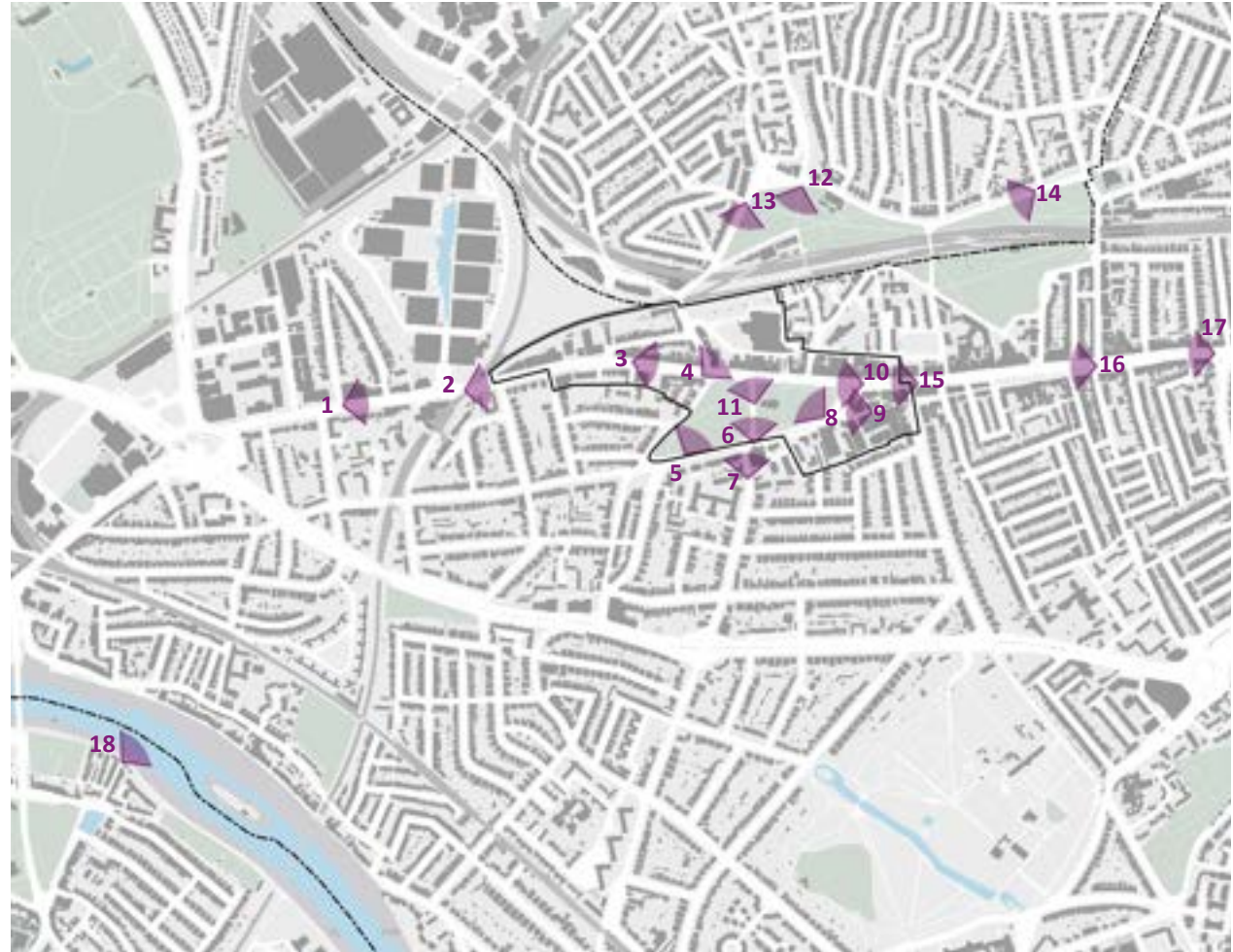


Figure 7.314: Chiswick High Road Areas of Search - 3D aerial view with potential development (from VuCity)

7.9.33. In many of the views proposed buildings will not be visible however an outline of the buildings is indicated for reference. This helps to indicate how much taller a building would need to be for it to be visible.

7.9.34. The following representative views are presented in Figures 7.316 to 7.369 on pages 257 to 274. Where the proposals for Site CH1 are not visible in the view its location (to the rear of existing buildings) is indicated in the view as a red tone.

- VIEW ONE: From Chiswick High Road (to the west of Gunnersbury station) viewing eastwards;
- VIEW TWO: From Chiswick High Road, at Gunnersbury station, viewing eastwards;
- VIEW THREE: From Chiswick High Road / King's Lane junction viewing eastwards;
- VIEW FOUR: From Chiswick High Road / Action Lane junction viewing north-eastwards;
- VIEW FIVE: From south-western corner of Turnham Green viewing northwards;
- VIEW SIX: From Chiswick Town Hall south of Turnham Green viewing northwards;
- VIEW SEVEN: From Sutton Court Road south of Turnham Green viewing northwards;
- VIEW EIGHT: From south-eastern corner of Turnham Green viewing north-westwards;
- VIEW NINE: From Voysey House at Barley Mow Passage viewing westwards;
- VIEW TEN: From Chiswick High Road / Heathfield Terrace junction viewing westwards;
- VIEW ELEVEN: From Town Hall Avenue viewing northwards;
- VIEW TWELVE: From Acton Green viewing south-westwards;



**Figure 7.315: Chiswick Town Centre Areas of Search - Views**

- VIEW THIRTEEN: From Acton Lane at the edge of Acton Green viewing south-westwards;
- VIEW FOURTEEN: From South Parade on Acton Green viewing westwards;
- VIEW FIFTEEN: From Chiswick High Road / Duke's Avenue junction viewing westwards;
- VIEW SIXTEEN: From Chiswick High Road / Annadale Road junction viewing westwards;
- VIEW SEVENTEEN: From Chiswick High Road / Chiswick Lane junction viewing westwards; and
- VIEW EIGHTEEN: From Thames River Path viewing north-eastwards.

## IMPACTS ON TOWNSCAPE AND VIEWS

7.9.35. The impacts of the building heights in the representative views are summarised in Tables 7.18 and 7.19 below.

View	Summary of impacts
VIEW ONE: From Chiswick High Road (to the west of Gunnersbury station) viewing eastwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view
VIEW TWO: From Chiswick High Road, at Gunnersbury station, viewing eastwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view
VIEW THREE: From Chiswick High Road / King's Lane junction viewing eastwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view
VIEW FOUR: From Chiswick High Road / Action Lane junction viewing north-eastwards	Building CH1b will be visible and fairly prominent rising above the existing buildings on Acton Lane
VIEW FIVE: From south-western corner of Turnham Green viewing northwards	Buildings CH1b and CH1f will be visible but not prominent in the backdrop to the frontage on Chiswick High Road in this view. Existing tree cover is likely to obscure visibility for much of the year
VIEW SIX: From Chiswick Town Hall south of Turnham Green viewing northwards	Building CH1b will be visible to the rear of Empire House in this view however existing tree cover is likely to obscure visibility for much of the year
VIEW SEVEN: From Sutton Court Road south of Turnham Green viewing northwards	Building CH1b will be visible and fairly prominent to the rear of Empire House in this view however existing tree cover is likely to partially obscure visibility for much of the year
VIEW EIGHT: From south-eastern corner of Turnham Green viewing north-westwards	Buildings CH1b, CH1c and CH1f will be visible to the rear of Empire House in this view but appearing to step down significantly in height. Existing tree cover is likely to partially obscure visibility for much of the year
VIEW NINE: From Voysey House at Barley Mow Passage viewing westwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view
VIEW TEN: From Chiswick High Road / Heathfield Terrace junction viewing westwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view
VIEW ELEVEN: From Town Hall Avenue viewing northwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view
VIEW TWELVE: From Acton Green viewing south-westwards	Buildings CH1a, CH1b, CH1c, CH1d and CH1f will be visible in this view across the open space with the taller buildings CH1b and CH1c prominent. Existing tree cover is likely to obscure visibility for much of the year

**Table 7.18: Chiswick Town Centre Area of Search - Summary of building height impacts in views (Part One)**

View	Summary of impacts
VIEW THIRTEEN: From Acton Lane at the edge of Acton Green viewing south-westwards	Buildings CH1a, CH1b, CH1c, CH1d, CH1e and CH1f will be visible in this street view with the building heights stepping up and clear gaps apparent between each building. The lower building CH1a will be visible at the end of the street and other buildings are likely to be obscured by vegetation for much of the year
VIEW FOURTEEN: From South Parade on Acton Green viewing westwards	Buildings CH1b and CH1c will be visible and prominent viewing down this street however existing tree cover is likely to partially obscure visibility for much of the year
VIEW FIFTEEN: From Chiswick High Road / Duke's Avenue junction viewing westwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view
VIEW SIXTEEN: From Chiswick High Road / Annadale Road junction viewing westwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view
VIEW SEVENTEEN: From Chiswick High Road / Chiswick Lane junction viewing westwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view
VIEW EIGHTEEN: From Thames River Path viewing north-eastwards	The modelled proposals on Site CH1 are concealed behind existing buildings in this view

**Table 7.19: Chiswick Town Centre Area of Search - Summary of building height impacts in views (Part Two)**

## TALL BUILDINGS RECOMMENDATIONS

7.9.36. The opportunities for tall buildings in the Chiswick Town Centre Area of Search (over and above those already being brought forward) are set out in Table 7.20 below:

Code	Location	Tall building definition	Promoting factors	Sensitivities	Recommendations
CH1	Sainsbury's Site	Lower Scale Context (21m definition)	<ul style="list-style-type: none"> <li>• Within designated Town Centre</li> <li>• Identified as an Enhance Area in the Hounslow Characterisation and Growth Study</li> <li>• Potential Local Plan Site Allocation</li> <li>• PTAL 4 - 6 (good to excellent)</li> </ul>	<ul style="list-style-type: none"> <li>• Adjacent Conservation Area designation</li> <li>• Listed buildings</li> <li>• Setting of public open spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for a district scale tall building and local scale tall building within the heart of the site adjacent the railway line</li> <li>• Modelling indicates potential for a district scale tall building of up to 45m /14 storey (52m AOD) towards the north of the site (to the rear of Empire House) and a local scale tall building of up to 30m / nine storey (37m AOD) to the east of this</li> <li>• The scale and massing of development should respond to the lower scale context and heritage sensitivities within the wider Chiswick Town Centre</li> <li>• Building heights should step down significantly towards the lower scale context on Acton Lane to the west (up to 17m / five storey), Essex Place to the east (up to 14m / four storey) and to the rear of properties on Chiswick High Road to the south (up to 20m / six storey)</li> <li>• Massing to be distributed to avoid creating a wall of development on the northern edge of the site with variation in building height and clear sky views between building elements</li> <li>• Careful consideration to be given to impact on views from the surrounding area and in particular from Turnham Green to the south and Acton Green to the north</li> </ul>

Table 7.20: Chiswick Town Centre Area of Search - Tall building recommendations

**VIEW ONE: From Chiswick High Road (to the west of Gunnersbury station) viewing eastwards**



**Figure 7.316: Existing photograph**



**Figure 7.317: Existing VuCity Model**



**Figure 7.318: Existing VuCity Model with development**

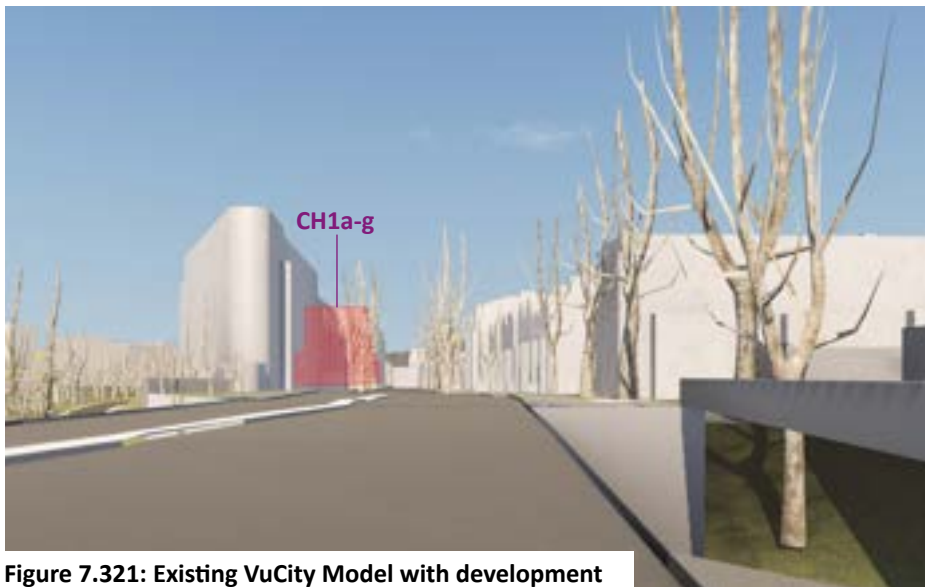
**VIEW TWO: From Chiswick High Road, at Gunnersbury station, viewing eastwards**



**Figure 7.319: Existing photograph**



**Figure 7.320: Existing VuCity Model**



**Figure 7.321: Existing VuCity Model with development**

**VIEW THREE: From Chiswick High Road / King's Lane junction viewing eastwards**



**Figure 7.322: Existing photograph**



**Figure 7.323: Existing VuCity Model**



**Figure 7.324: Existing VuCity Model with development**

**VIEW FOUR: From Chiswick High Road / Action Lane junction viewing north-eastwards**



**Figure 7.325: Existing photograph**



**Figure 7.326: Existing VuCity Model**



**Figure 7.327: Existing VuCity Model with development**

**VIEW FIVE: From south-western corner of Turnham Green viewing northwards**



**Figure 7.328: Existing photograph**



**Figure 7.329: Existing VuCity Model**



**Figure 7.330: Existing VuCity Model with development**

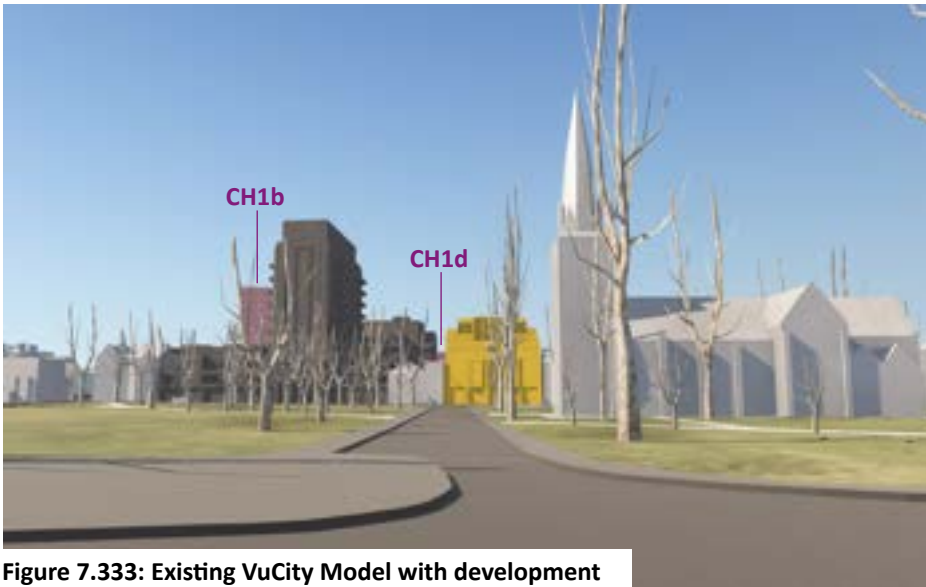
**VIEW SIX: From Chiswick Town Hall south of Turnham Green viewing northwards**



**Figure 7.331: Existing photograph**



**Figure 7.332: Existing VuCity Model**



**Figure 7.333: Existing VuCity Model with development**

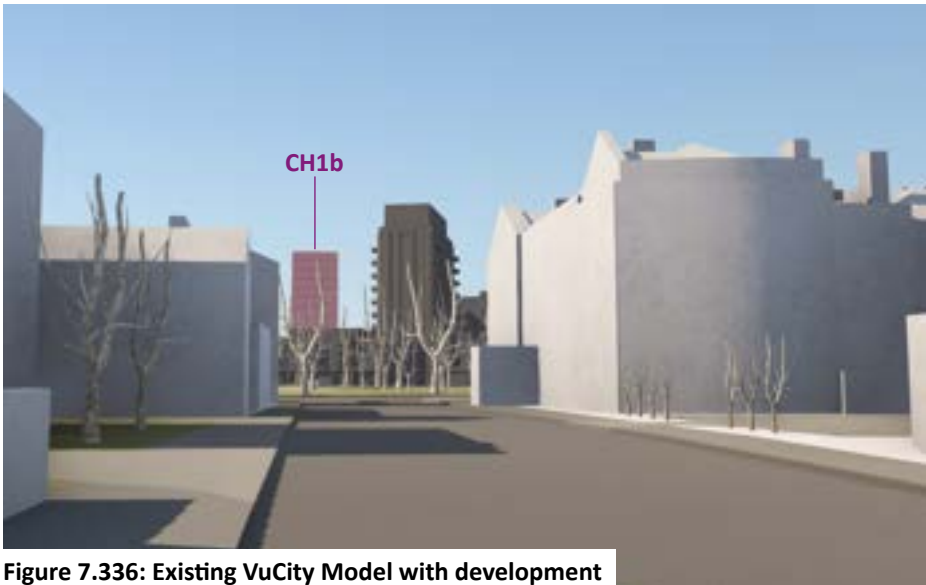
**VIEW SEVEN: From Sutton Court Road south of Turnham Green viewing northwards**



**Figure 7.334: Existing photograph**



**Figure 7.335: Existing VuCity Model**



**Figure 7.336: Existing VuCity Model with development**

**VIEW EIGHT: From south-eastern corner of Turnham Green viewing north-westwards**



**Figure 7.337: Existing photograph**



**Figure 7.338: Existing VuCity Model**



**Figure 7.339: Existing VuCity Model with development**

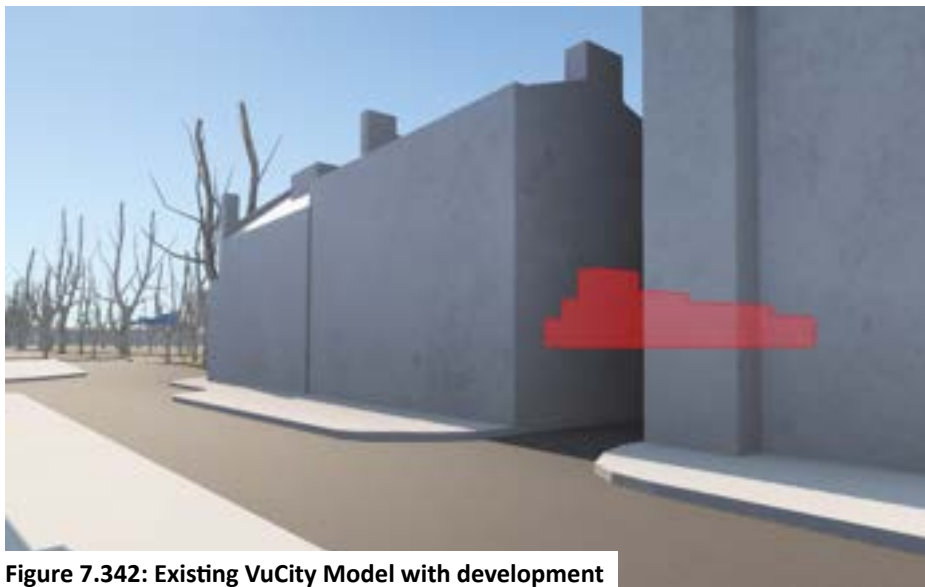
**VIEW NINE: From Voysey House at Barley Mow Passage viewing westwards**



**Figure 7.340: Existing photograph**



**Figure 7.341: Existing VuCity Model**



**Figure 7.342: Existing VuCity Model with development**

**VIEW TEN: From Chiswick High Road / Heathfield Terrace junction viewing westwards**



**Figure 7.343: Existing photograph**



**Figure 7.344: Existing VuCity Model**



**Figure 7.345: Existing VuCity Model with development**

**VIEW ELEVEN: From Town Hall Avenue viewing northwards**



**Figure 7.346: Existing photograph**



**Figure 7.347: Existing VuCity Model**



**Figure 7.348: Existing VuCity Model with development**

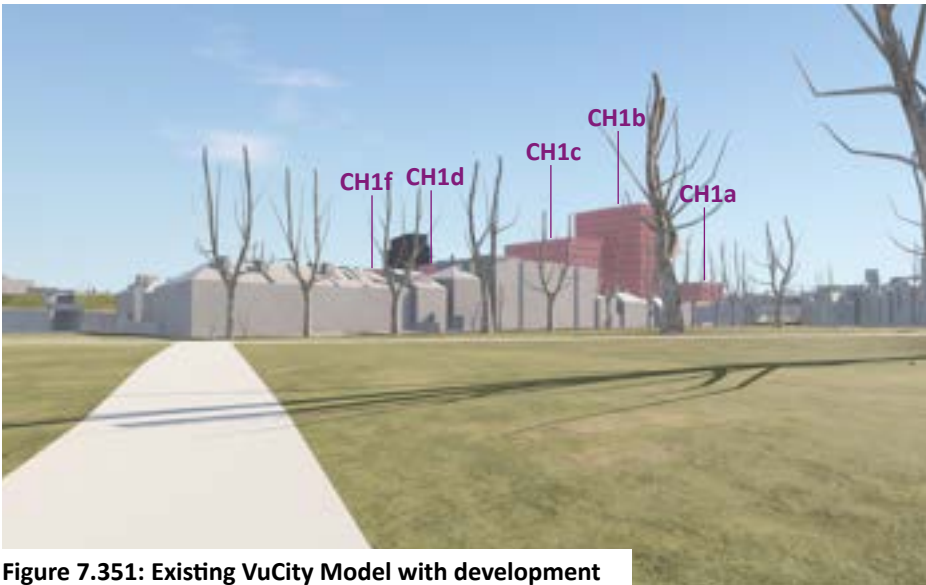
**VIEW TWELVE: From Acton Green viewing south-westwards**



**Figure 7.349: Existing photograph**



**Figure 7.350: Existing VuCity Model**



**Figure 7.351: Existing VuCity Model with development**

**VIEW THIRTEEN: From Acton Lane at the edge of Acton Green viewing south-westwards**



Figure 7.352: Existing photograph



Figure 7.353: Existing VuCity Model

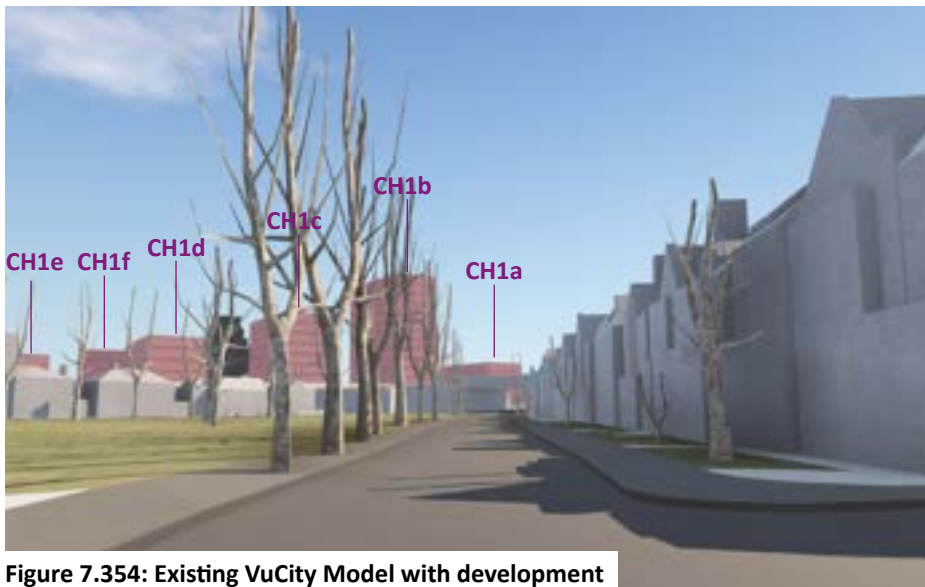


Figure 7.354: Existing VuCity Model with development

**VIEW FOURTEEN: From South Parade on Acton Green viewing westwards**



**Figure 7.355: Existing photograph**



**Figure 7.356: Existing VuCity Model**



**Figure 7.357: Existing VuCity Model with development**

**VIEW FIFTEEN: From Chiswick High Road / Duke's Avenue junction viewing westwards**



**Figure 7.358: Existing photograph**



**Figure 7.359: Existing VuCity Model**



**Figure 7.360: Existing VuCity Model with development**

**VIEW SIXTEEN: From Chiswick High Road / Annadale Road junction viewing westwards**



**Figure 7.361: Existing photograph**



**Figure 7.362: Existing VuCity Model**



**Figure 7.363: Existing VuCity Model with development**

**VIEW SEVENTEEN: From Chiswick High Road / Chiswick Lane junction viewing westwards**



**Figure 7.364: Existing photograph**



**Figure 7.365: Existing VuCity Model**



**Figure 7.366: Existing VuCity Model with development**

**VIEW EIGHTEEN: From Thames River Path viewing north-eastwards**



**Figure 7.367: Existing photograph**



**Figure 7.368: Existing VuCity Model**



**Figure 7.369: Existing VuCity Model with development**





Image 8.1: Tall buildings at Feltham station viewed from the approach to the town centre on Hanworth Road

## 8. SUMMARY OF TALL BUILDING OPPORTUNITY

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### 8.1 TALL BUILDING OPPORTUNITIES

8.1.1. Chapter 7 provides a detailed assessment of the opportunity for tall buildings for each of the eight identified Areas of Search within the Borough. These opportunities are summarised in Figures 8.1 to 8.5 within this chapter. The figures identify appropriate areas for tall buildings together with their potential heights. These are identified in metres above ground and above ordnance datum (AOD). For reference the height in terms of number of residential storeys is also provided.

8.1.2. It is recognised that height alone is not the only factor that will determine the acceptability of a tall building. A buildings proportions, slenderness and bulk will all be important factors to consider when determining the acceptability of a tall building within the Borough. A slender tall building of greater height may for example have less impact than a more bulky, but shorter tall building.

8.1.3. Applicants will need to test the potential impacts of proposals through modelling in local, mid range and long range views and demonstrate that they are sympathetic to the local character and townscape and heritage assets.



Figure 8.1: Feltham Area of Search - Tall Building Opportunities



Figure 8.2: Bath Road Cranford and Hounslow West Area of Search - Tall Building Opportunities

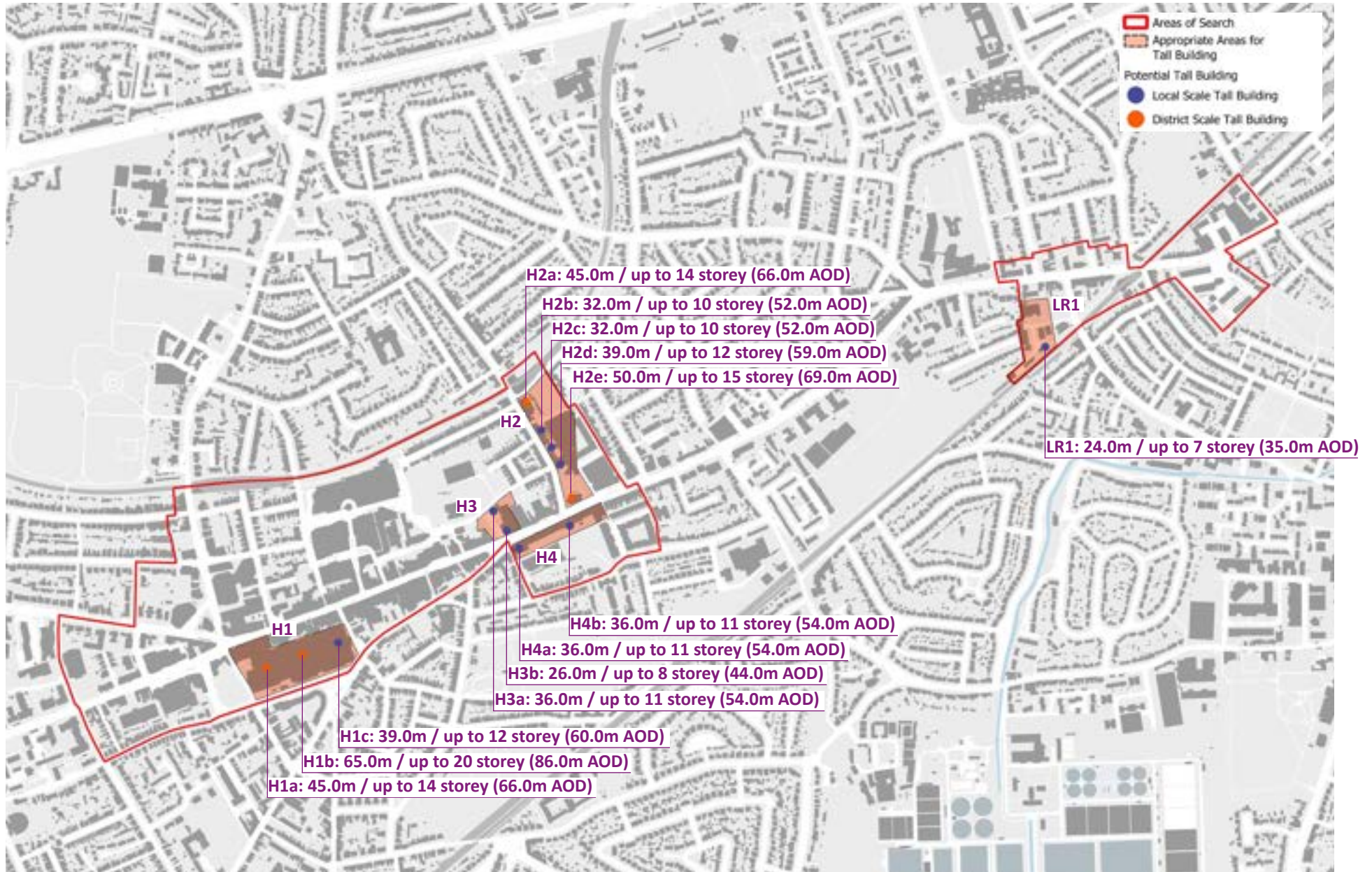


Figure 8.3: Hounslow Town Centre and London Road, Isleworth Area of Search - Tall Building Opportunities

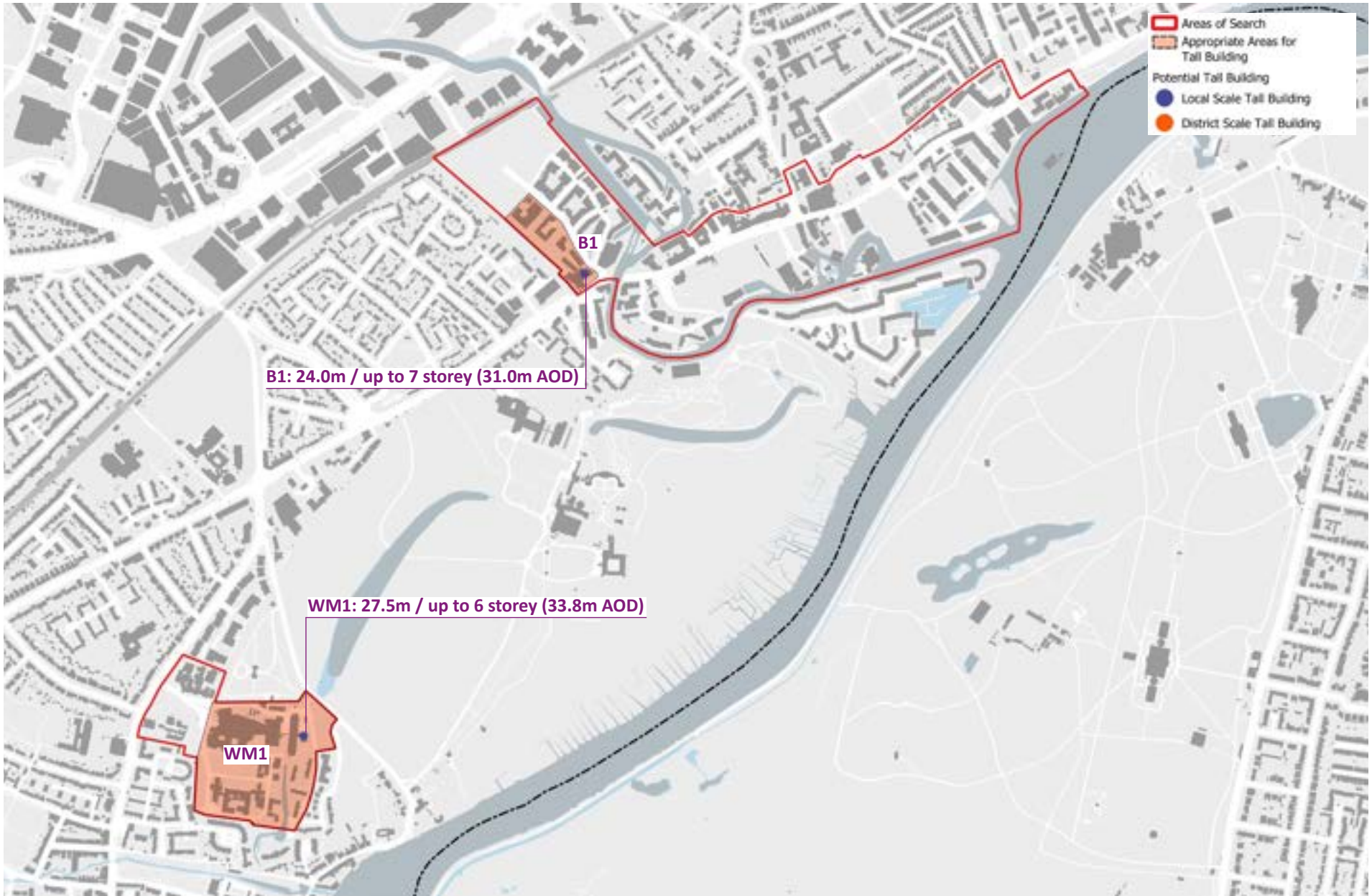


Figure 8.4: West Middlesex University Hospital and Brentford Town Centre Area of Search - Tall Building Opportunities



Figure 8.5: Chiswick Town Centre Area of Search - Tall Building Opportunities



