

# Hounslow Town Centre Masterplan

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London Borough  
of Hounslow

Allies and Morrison

AVISON  
YOUNG

urban  
flow

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# Context for the masterplan

## What is the masterplan and why has it been prepared?

- 1.1 The Hounslow town centre masterplan is a strategic study, it identifies potential future development opportunities and strategies for improving the town centre and supporting its economic and social recovery from ongoing global crises.
- 1.2 The masterplan has been prepared in response to a number of major development projects coming forward and a wish of the Council to better coordinate these different proposals. Given the town centre's designation as a Housing Zone, the volume of new housing anticipated is a key driver of preparing this new masterplan.
- 1.3 The masterplan represents a holistic development strategy for Hounslow town centre and its surroundings. It sets out a series of thematic frameworks and site-specific guidance, developed as a tool for the Council to use when informing and shaping future proposals coming forward in the town centre.

## Isn't there already a masterplan?

- 1.4 The Council previously prepared a masterplan for Hounslow town centre in 2013. The document set out area-wide strategies for the town centre, and specific guidance for key sites.
- 1.5 The 2013 masterplan has been used actively to inform planning decisions and to influence the direction of growth in the town centre in subsequent years. However, the town centre context has evolved since the original preparation of the document. Key sites have come forward for development, High Street trends are continuing to change, and ongoing global and social crises have affected local economies, and the way we use our town centres in a range of ways.

- 1.6 In this context, the Council has decided to prepare a new masterplan which builds on the 2013 document, and responds to the changing background.

## How have you arrived here?

- 1.7 The masterplanning process underwent a number of iterative stages of production with key workstages summarised below:
    - **Baseline**  
Analysis of the town centre covering the built environment, landscape, movement, pipeline development and previous community engagement feedback.
    - **Town Centre Vision review**  
Review of Hounslow vision, its 'Big Ideas', objectives and the kinds of projects that could be appropriate for the masterplan.
    - **Framework and sites development**  
Preparation of themed frameworks identifying town centre-wide priorities, identification of potential development sites and options testing on proposals including viability and delivery commentary.
    - **Engagement**  
Engagement with Council officers, elected Council Members, members of the public and key landowners / developers through a series of separate meetings and workshops.
- Final masterplan**  
Preparation of a final masterplan taking into account engagement feedback during the iterative design process.

## How does this relate to the town centre vision?

- 1.8 The masterplan has been developed in accordance with the Hounslow vision and borough-wide priorities, itself developed by the Council in collaboration with communities in 2021 including residents, businesses and visitors.
- 1.9 Informed by the ‘Big Ideas’ and suggested projects in the vision, the masterplan provides an additional level of detail in a development context. Read in conjunction, both the vision and masterplan can be used as a roadmap for attracting and guiding investment in the town centre; and facilitating partnership working between the local community, stakeholders, public and private sectors to realise shared objectives for Hounslow town centre.

## How does this relate the wider policy and strategy context?

- 1.10 The masterplan has been prepared within a broader framework of planning policy and guidance at the national, London and local scales. The diagram opposite illustrates the relationship between these documents. The adjacent diagrams set out the relationship with other important borough documents including the emerging Character, Sustainability and Design Code SPD and the emerging Climate Change Mitigation and Adaptation SPD.

### NATIONAL

**National Planning Policy Framework**  
(2021)



### LONDON

**London Plan**  
(2021)



### LOCAL

**Hounslow Local Plan**  
(2015)



#### Relevant strategies and guidance

- Ambitious for Hounslow, Corporate Plan 2022
- Emerging Character, Sustainability and Design Code SPD
- Emerging Climate Change Mitigation Adaption SPD
- Climate Emergency Action Plan (2020)
- Green Recovery Strategy (2021)
- Hounslow Green and Blue Infrastructure Strategy
- Hounslow Joint Strategic Needs Assessment (JSNA)
- Hounslow Joint Health and Wellbeing Strategy 2018-2022
- Public Health England Public Health Outcomes Framework
- Conservation Area Appraisals Supplementary Planning Documents
- Hounslow Transport Strategy (2019)
- Air Quality Action Plan (2018)
- Colne & Crane Valley Green Infrastructure Strategy (2019)
- Greener Borough Framework (2021)

- 1.11 The Council's Climate Emergency Action Plan sets out its intention to reduce its own direct emissions to net zero by 2030, and to use its influence and community leadership responsibilities to reduce wider borough emissions. The Council's most direct sphere of influence over wider borough emissions relates, through planning policy, to those associated with new residential and commercial development. It therefore seeks to utilise the planning system to support the delivery of zero carbon new development as quickly as practicable. Other areas of influence relate to the promotion of sustainable transport – active travel, public transport and the transition of vehicular trips to electric mobility; and to delivering a greener borough which is more resilient to climate change. This masterplan seeks to reinforce these principles.
- 1.12 The draft Climate Change Mitigation and Adaptation SPD sets out additional guidance on how development plan policy should be implemented in order to deliver on the Climate Emergency Action Plan and support the journey to net zero. Its intention is to support building owners and developers as they seek to address matters of climate change, be that through the design of new building schemes or through refurbishment of existing properties.
- 1.13 The Character, Sustainability and Design Codes SPD sets out a strategic framework for creating and maintaining, characterful and sustainable places. It provides design guidance and codes at a number of scales to create better designed and more sustainable places and buildings (see the adjacent page). Town centre design codes

are proposed for each of the town centres, which seek to ensure that key design principles from the town centre masterplans are delivered in development. Ultimately, the aim is to raise the bar of design quality across the entire Borough, so that local people can live, work and thrive in sustainable, healthy, social, enduring and inspiring places.

## How does this relate to the Healthy Streets agenda?

- 1.14 The objectives and methods of Healthy Streets have influenced this document and the initial movement interventions proposed. Healthy Streets links street design with movement and health matters, encouraging active travel and putting people's well-being and experience at the centre of planning the urban environment. As such it sets the standards expected in all related initiatives whether, street furniture, active travel provision, safety or accessibility for example. It also provides the tools to identify the action needed and measure the improvements realised.

## How will proposals be delivered?

- 1.15 The Council will prepare a Hounslow Vision Delivery Plan to take forward proposals in the Hounslow Vision and Town Centre Masterplan. The document will identify delivery partners, funding sources and next steps for local initiatives and investment in Hounslow town centre
- 1.16 The Council will also use the masterplan as a reference tool in pre-application discussions with developers and designers of sites in private ownership. This will help guide design proposals from early in the process and will also aid discussions on S106 and S278 covering community investment and public realm consistency.

## PART A BOROUGH

### A1 Introduction and Borough Analysis

This section introduces the Character Study and how it will be used. It also unpacks Hounslow's overall character at the Borough-wide level - its past character, physical character and people character.

The "How to Grow Well" chapter summarises Hounslow's character, both its assets and inequalities. The response is a set of overarching design principles for the whole Borough which are the priorities for future change.

The chapter goes on to unpack where growth should be focussed and the nature of growth for different areas.

### A2 Common considerations for all sites

This chapter sets out overarching design guidance relevant to all site types. It covers topics like nature, movement, homes and buildings and shopfronts.

### A3 Site types

This chapter gives design guidance for six site types: backland, residential infill, adjacent to infrastructure, arterial route, waterside and upwards extensions.

### A4 Tall buildings design guidance

This section provides further detail on the criteria for assessing tall buildings set out in the Local Plan Policy D9.

### A5 Residential extensions design guidance

These chapters give more tailored guidance for residential extensions. The Residential Extensions Guidelines SPD (2017) is superseded by the updated guidance contained in this study.

## PART B PLACES

### Introducing Hounslow's places

This chapter introduces the 10 large places, and the 37 neighbourhoods within them.

#### B1 Feltham

#### B2 Hanworth

#### B3 Bedfont

#### B4 Hounslow West

#### B5 Cranford & Heston

#### B6 Central Hounslow

#### B7 Isleworth

#### B8 Osterley

#### B9 Brentford

#### B10 Chiswick

Each of the ten places include a vision and growth strategy for each area to guide the transition towards a fairer, stronger and greener borough. Neighbourhood level design codes and guidance are included within each place. Town centre and site codes are also included where relevant.

The sections of the emerging Character, Sustainability and Design Code SPD: the elements highlighted in pink will be particularly important for sites within the town centre

# Responding to change

## Strategic drivers of change

- 1.17 Hounslow has shown strong economic performance in recent years and prior to the COVID-19 pandemic it was the third fastest growing London Borough.
- 1.18 It is home to four town centres including Chiswick, Brentford, Hounslow and Feltham. These centres are hubs of social and economic activity, the lifeblood of local communities and focal points for civic and administrative activity. Intensely used and under pressure to respond to an increasing range of challenges, it is crucial to plan positively for growth and change in these locations through regeneration.
- 1.19 Each centre has a distinct character and set of unique qualities and challenges, including the different ways recent global and national economic challenges have and will continue to impact town centres. For this reason, visions and high level economic strategies have been developed, setting out borough-wide priorities, 'Big Ideas' and suggested projects to underpin a bespoke regeneration agenda for each town centre.
- 1.20 Recognising the strategic role and potential of both Hounslow and Brentford, as well as the scale of development change facing each, masterplans have been prepared by the Council for both town centres. The masterplans build on the objectives of the visions, whilst drawing on guidance set out in the Hounslow emerging Character, Sustainability and Design Code SPD. This document sets out the masterplan for Hounslow town centre as a whole. Proposed developments for strategic sites will be required to engage with the Design Review Panel.

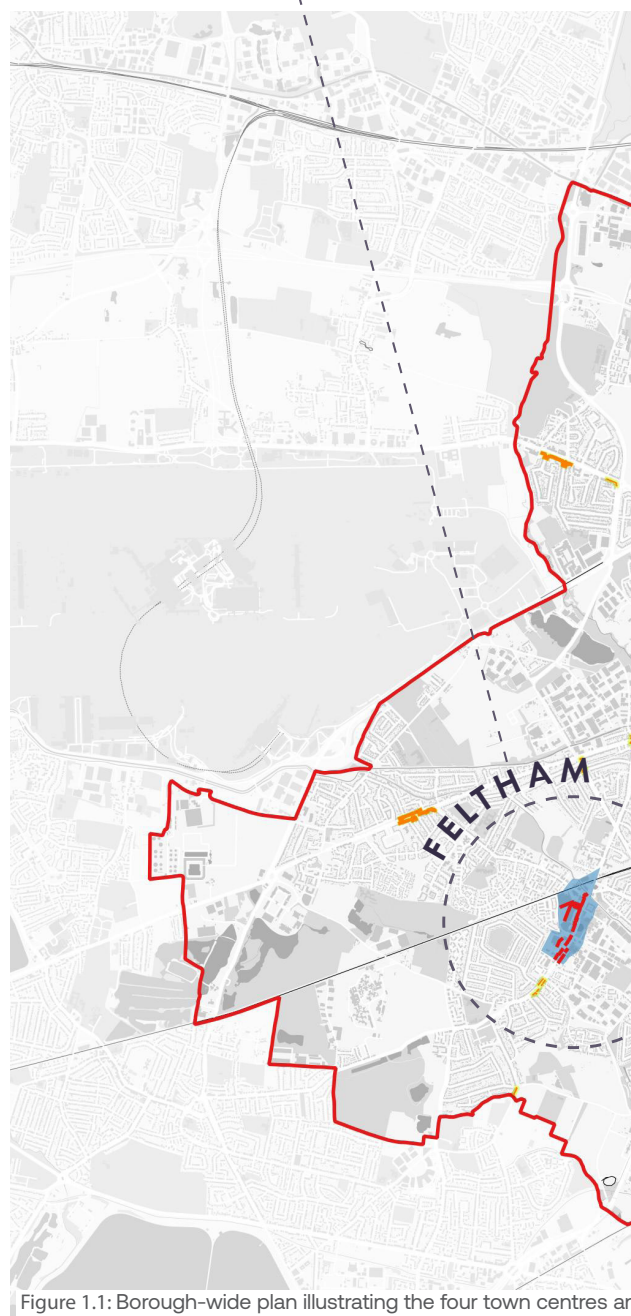
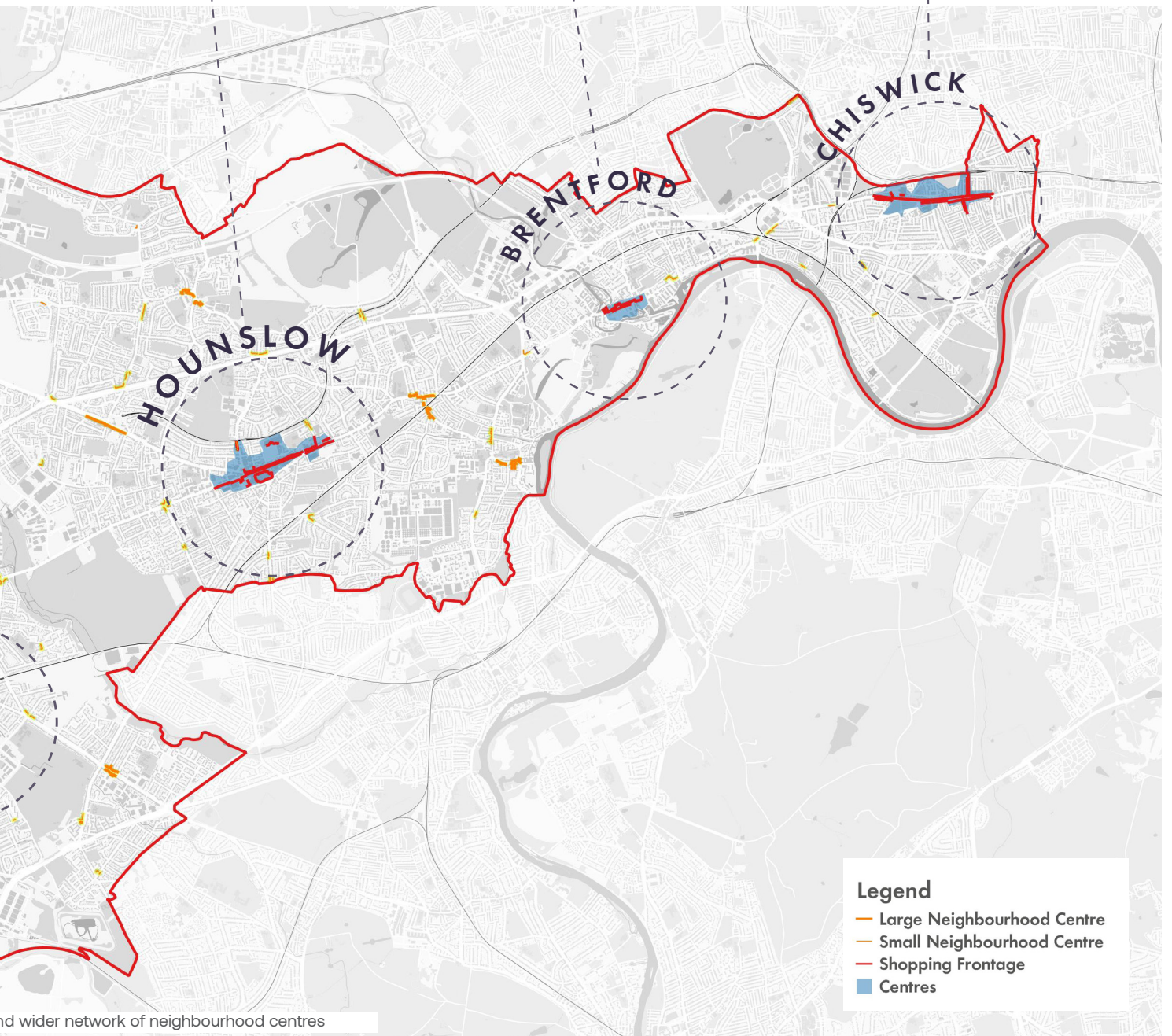
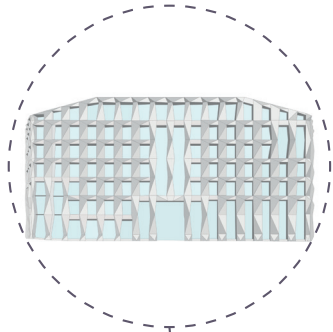


Figure 1.1: Borough-wide plan illustrating the four town centres and



and wider network of neighbourhood centres

# Borough-wide priorities

## Delivering the Climate Emergency Action Plan



*Improve local walking and cycling routes and infrastructure to support this.*

*Green our town centres to provide shade and drainage and improve air quality and biodiversity, making use of green roofs, walls and SUDs.*

*Make new town centre homes highly energy efficient and factor in the embodied carbon of existing buildings when considering redevelopment.*

*Further develop our recycling schemes for town centre businesses, homes and in public spaces, to keep waste down and our town centres clean and tidy.*

*Design new buildings to be adaptable over time so that they can respond to changing habits and their embodied carbon is not wasted.*

## Improving residents' health and well being



*Invest in our towns' open spaces to give people decent access to nature, with a range of spaces including growing space.*

*Incorporate activities for all ages in centres and spaces such as play, running routes, gyms and skate parks.*

*Improve access to waterways near the centres, and make these waterside routes safe and comfortable.*

*Improve access to and raise the profile of community services in our centres. Create sociable centres with gathering spaces - outdoor seating, pop-up spaces, markets and open library areas.*

*Support residents to walk and cycle for short journeys and invest in the public realm to make these trips more pleasant.*

*Work with the network of amazing community groups operating across our town centres.*

## Creating attractive and well-designed centres



*Recognise the fantastic heritage of our town centres, protect the significance of assets, and celebrate the Borough's historic environment.*

*Explore lighting opportunities for landmark buildings within our centres.*

*Ensure that new development responds to the character of our town centres, with planning applications looking beyond their site boundary at the wider context.*

*Encourage creative revitalisation of our traditional Georgian, Victorian and Art Deco buildings.*

*Explore opportunities for events that celebrate the craft, making and historic industries of our town centres.*

*Make our town centres comfortable and attractive places for people to walk and spend time, with public spaces and greenery.*

## Flexible town centres and economies that work for everyone



*Adjust our town centres to respond to changing shopping patterns, with a greater mix of cultural, community, work spaces and homes alongside shops.*

*Support local markets and explore pop-up shops in empty units. Establish click and collect facilities in centres and dedicated areas for takeaway drivers.*

*Invest in the public realm to make our town centres places to meet and spend time, aside from simply shopping.*

*Support small businesses through flexible and affordable space that can encourage collaboration.*

*Support connections between our local business and education establishments.*

*Partner with creative and engineering business in the borough to provide internships and job opportunities for our young people.*

# Hounslow town centre's issues and opportunities

## Issues

### 1.21 Office space – loss and quality

- A high volume of office space has been converted through Permitted Development Rights including Whitelocke House and Sovereign Court.
- Lack of quality office floorspace and limited private sector investment, with Hounslow House the only high quality (Grade A) space.

### 1.22 Quality of active town centre uses

- Retail vacancies are lower than national averages but many spaces are of a low quality.
- Lack of community spaces and services open into the evening, particularly within the pedestrianised zone.
- Low level of “draw” for consumers with higher disposable income.

### 1.23 Movement issues – disconnection and car use

- Poor connectivity with surrounding neighbourhoods due to severance associated with rail line and busy roads. Treaty Centre also acts as a barrier to walking and cycling.
- High volume of people visiting by car with almost 50% of car trips to the Treaty Centre staying less than one hour.
- Limited bus access on the High Street with services travelling around rather than through the core for the most part.

### 1.24 Public realm issues

- The town centre has limited green space.
- The central area has large amounts of hardstanding within the pedestrianised public realm that requires significant maintenance.



*The overall quality of office space and retail occupiers could be enhanced*



*Hounslow town centre lacks greenery which would soften the urban environment and bring greater climate resilience. The grey low bollards are particularly difficult to see, and as such are a barrier to accessibility.*



*Busy roads can act as a barrier to walking and cycling connections*

## Opportunities

### 1.25 Population growth and footfall

- Hounslow has a high level of footfall and has a large population catchment beyond immediate town centre wards due to public transport accessibility.
- The town centre will continue to experience population growth associated with development sites which has the potential to support footfall.

### 1.26 Sustainable movement patterns

- Hounslow has excellent public transport connections and is well-located geographically for wider connectivity.
- Opportunities to enhance the central area and adjacent neighbourhoods to make them even more walkable and cyclable.

### 1.27 Diverse mix of businesses

- Strong mix of independent and national retailers (although risk of shifting retail trends noted in relation to larger format national retailers).
- Many businesses play an active role in the area.

### 1.28 Civic and cultural presence

- The central location of Hounslow House is a positive presence in the town centre.
- Theatre and outdoor performance space adds to the character and identity of Hounslow.
- The Heart of Hounslow Health Centre plays a key role for the local community in and around the town centre.



*The High Street Quarter will continue to add to the growth in town centre footfall*



*The town centre is a walkable place with a range of independent and national retailers*



*Hounslow House brings a strong civic identity in the town centre*

# A vision for Hounslow

*“Hounslow will continue to grow as a civic heart to serve its diverse population. This will mean celebrating this multiculturalism through events, investing in public spaces that communicate this identity and providing new facilities to serve the community.*

*New leisure, cultural, community spaces and workspaces will make Hounslow a more desirable place to live and work. New high quality development, alongside greening the town centre, will make it more attractive and reinforce the high street as a place to visit.”*

## Our visionary themes

- 1.29 Visions for each of the main town centres within the Borough were developed with the local community prior to the development of this masterplan, to create a springboard for the document. They help to build a plan to be delivered in partnership, based on the ambitions of stakeholders and the public, for the right kind of development and change in each place.
- 1.30 Each town is very distinctive and the vision for each place is designed to strengthen the best of these identities and help attract investment and funding to overcome the specific challenges facing each place. The following pages summarise the vision which was developed for Hounslow: **A diverse civic heart of the borough - safe, green and vibrant.**



# 1

## Shift from grey to green



Green the town centre – with new green spaces and planting on the high street. Improve connections to green spaces beyond the town centre.

Example projects might include:

- Open spaces: enhancing and creating open space on the high street with more planting and biodiversity
- Town-wide greening: Sustainable Urban Drainage, planting, green-roofs and trees to green urban spaces, overcome flooding issues, improve the character and unique feel of the centre, create play space, increase biodiversity and contribute to urban cooling
- Greening of routes: Improve the quality and legibility of routes to green spaces, parks and leisure destinations
- Active routes and spaces: Make the town centre a place for sport and leisure with exercise zones and routes
- Ensure that new development and retrofitting contributes to urban greening in the town centre
- Community and business involvement: explore ways to engage with local businesses and community groups to help with care and ownership of spaces

# 2

## Positioning the high street centre stage



As the High Street Quarter opens, ensure the high street is maintained as the 'centre' of town as a key destination

Example projects might include:

- Ensure any potential longer term redevelopment of major site delivers a new destination for the High Street. This should include new open space, leisure, cultural and community uses
- Investment in the public realm to make the high street an exciting and attractive place to dwell. Consider the use of art and lighting to communicate culture and identity
- Deliver safe and accessible links to the high street including improvements to Red Lion Walk alongside other alleys
- Improve the quality of frontage through shop front improvements (where appropriate, while retaining or restoring historic shopfronts), investment and redevelopment, alongside introducing new homes
- Meanwhile use strategy to create affordable space for creative uses, community activity and start-up businesses to support variety in the high street, overcome vacancy and meet the needs of the diverse community

# 3

## From administrative centre to civic heart



Strengthen the identity of Hounslow town centre to become a civic and cultural destination, welcoming and celebrating the ethnically diverse community

Example projects might include:

- Better advertise the network of existing civic spaces and needs of the diverse community. Better understand the required improvements to make more of these
- Deliver new community, leisure and cultural spaces through new development, particularly on key High Street sites
- A curated programme of activities within key public spaces such as Bell Square
- Hounslow House: clearly communicate what is on offer here and how this might change as the use of this building evolves with more people working from home
- Get young people using the town centre through engagement with schools. This could be through outdoor classroom activities, by building links with businesses and better connectivity.
- Improved accessibility for people disabilities and with limited mobility, particularly focusing on street design, including street furniture and hostile vehicular mitigation methods (bollards), as well as improving the accessibility of shops, including making changing rooms accessible.

# 4

## A lively and safe place during the day and evening



Make Hounslow a safe and vibrant evening destination and an appealing place for all to live, play and work

Example projects might include:

- Improve safety in the evenings by bringing activity back to the high street, diversifying the food offer, introducing music and cultural venues, later shop openings and exploring the appetite for timed/limited vehicular access to activate the town centre
- Explore demand for additional workspace created by more flexible working to support economic regeneration and assist unemployed residents back to work
- Capitalise on opportunities where businesses have left central London and offer a viable and well connected alternative for “work near home business space”

## 5 Perfecting a highly accessible destination



Explore opportunities to enhance east to west connectivity and better routes into the town centre. Transform car dominated roads into attractive streets with positive frontage that prioritise sustainable modes

Example projects might include:

- Explore opportunities to improve the frontage of Hanworth Rd/Grove Rd, improve the bus waiting environment and walking routes into the town centre
- Improve the quality of routes on foot and by bike such as Hanworth Rd / Grove Rd and Kingsley Rd / Lampton Rd
- Improve tube and mainline rail environments, particularly towards Hounslow East, to raise profile and quality, alongside improvements to routes from stops/stations
- Review the provision of car parking and consider measures to make more efficient use of the space occupied by car parking to make the town centre more successful
- Explore opportunities to celebrate, improve and mark the point of arrival into the town centre by all transport modes

## 6 A contemporary character distinct to Hounslow



Embrace the delivery of contemporary and exemplary new buildings and landmarks in the town centre, whilst protecting and enhancing existing historic elements. The contrast between old and new is a characteristic that is distinctively Hounslow

Example projects might include:

- Identify Hounslow's heritage of the future - the elements of the towns existing character that should be protected to influence the future. This includes the 'human-scale' of the existing high street
- Improve the setting of existing listed assets to create 'special moments' within the public realm
- Landmarks: Identify opportunities for new quality landmarks within opportunity sites
- Exemplary standards: Exemplary modern and sustainable design to help raise the quality of the town centre and deliver new architecture

# The masterplan study area

## Introduction

- 1.31 The study area for the town centre masterplan is illustrated on the plan on the opposite page, focusing on the core mixed use area. Although proposals concentrate on this core area, a number of strategies consider opportunities to improve the relationship between the town centre and the wider residential hinterland.
- 1.32 The masterplan focuses on a number of town wide strategies, and a series of key sites. The table below sets out which of the town centre sites are allocated as part of the Local Plan and which have been identified as part of the masterplan process.
- 1.33 Please note that guidance for allocated sites will be treated with material weight against applications. Non-allocated sites guidance will form part of the evidence base for the emerging Single Local Plan.

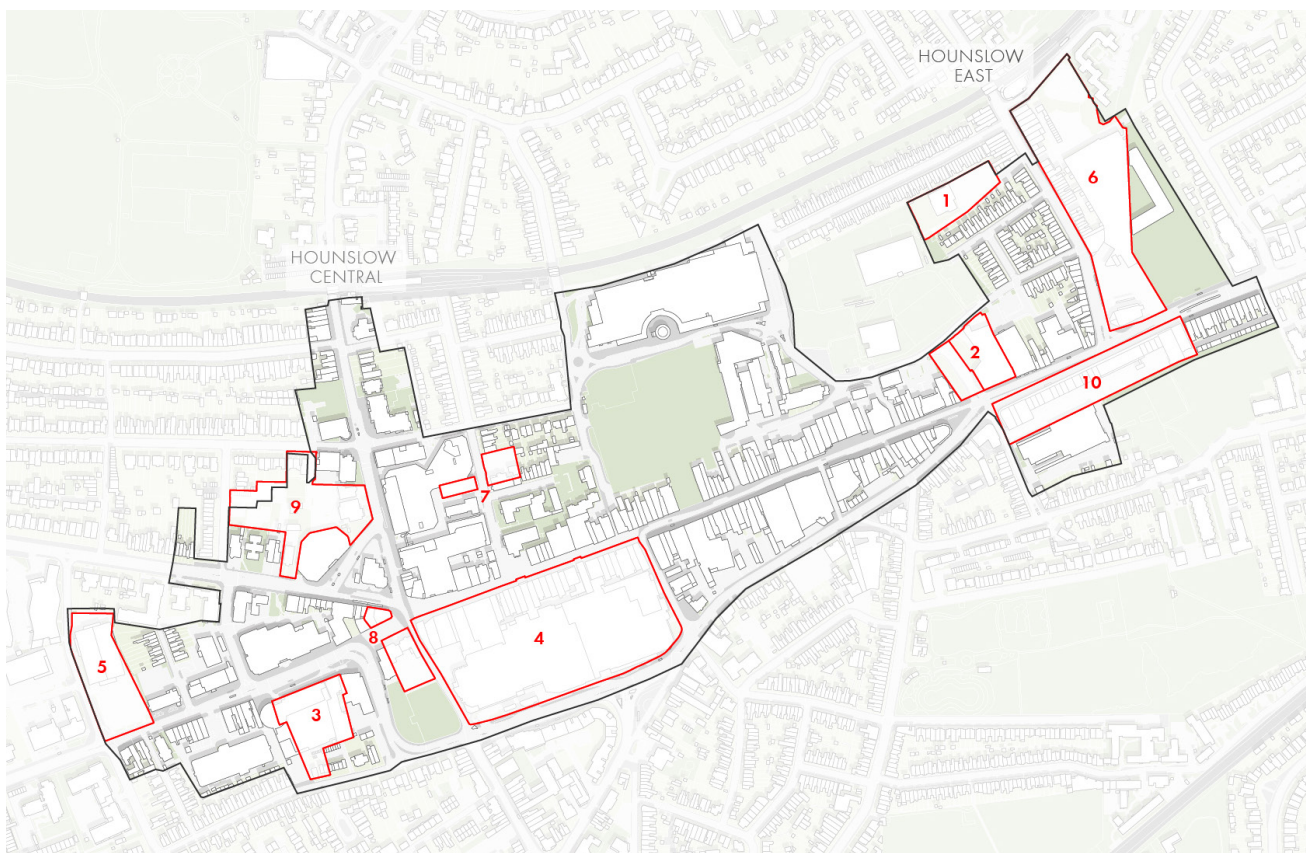


Figure 1.2: The masterplan study area and key sites

Site	Site name	Site allocation:		Opportunity site:	
		A site identified within the LB Hounslow Local Plan Review Volume 2 (September 2020) that falls within the study area. These sites are identified to accommodate Objectively Assessed Needs for housing and employment and secure land for infrastructure to support the anticipated level of growth within the plan period. The masterplan strategy prepares design work for each site to make efficient use of available land and contribute to overarching placemaking improvements.		A site within the study area that has opportunity for enhancement within the masterplan strategy. Design work and the scale of intervention can vary across and within sites, contributing to making a more efficient use of available land and overarching placemaking improvements.	
				Opportunity site	Justification
1	Kingsley Road		✓		N/A
2	Euro House & Prince Regent Road		✓		N/A
3	34 Staines Road		✓		N/A
4	Treaty Centre		N/A	✓	The landowner is actively promoting the redevelopment of this site. The site is a very significant part of the town centre and principles for its redevelopment are important for the Council to set out.
5	Home Bargains		✓		N/A
6	Bus Garage		✓		N/A
7	Montague Road		N/A	✓	A Council owned site that helps to illustrate key principles within the masterplan of repairing edges and improving the quality of the town centre hinterland
8	Bell Square		N/A	✓	Sensitive sites adjacent to important locally listed buildings and public spaces
9	Lampton Road		N/A	✓	Adjacent landowners working together to deliver a comprehensive and cohesive redevelopment
10	1-83 High Street		N/A	✓	A prominent site within the core of the town centre

# Stakeholder engagement

- 1.34 The masterplan has been developed as the next step following on from the visioning work completed in 2021. The themes and projects within the vision were developed directly from ideas and comments shared by the public as part of an extensive programme of engagement. Over 1,000 people participated in creating the visions through a Commonplace website and testing the draft and refining them through Citizenspace. Feedback on the draft vision documents was received through engagement activities including workshops, surveys and events with younger people.
- 1.35 A number of the key messages from this early engagement included:
1. A desire for a good quality range of shops, food and drink outlets. Acknowledgment that the High Street Quarter may help to deliver this
  2. Support for a new public space in the town centre, as well as new trees and planting
  3. Enable ideas to drive footfall in the high street such as market stalls, events and festivals
  4. Support for opportunities to celebrate the diverse culture and identity of Hounslow
  5. Explore ways to make the town feel safer in the evenings through new leisure uses and greater activity
  6. A desire for better care and maintenance of the town centre
- 1.36 The team have used the themes from the vision as the starting point for our work on the masterplan. A series of workshops were held to help test the emerging spatial frameworks and explore the areas of focus for redevelopment proposals in the town centre in 2021. A further round of stakeholder engagement took place in February 2023 which has helped to further refine the approach to key sites. Formal consultation was carried out in mid-2023 on the emerging masterplans. Comments are summarised below under a series of headings which relate to the themes of the frameworks:

## Public realm

- Vital to enliven existing spaces in the town centre as social spaces which drive life and activity in Hounslow
- Support for new spaces created as part of the High Street Quarter and at the Treaty Centre
- A desire to see more pocket parks and greening closer to the High Street
- Consideration of the role of spaces and to ensure they are actively used
- A desire for more investment in the alleyways and yards with public art and lighting which is of a high quality
- Make the right environment to create a unique selling point (USP) and attract the right operators

## Movement

- Some support for traffic movement to be introduced in the pedestrianised area of the high street to improve a feeling of safety and activity, whilst others were concerned about a negative impact of pollution and on character
- A concern about conflicts between vehicular access in the evening and supporting a night time economy
- A need for better pedestrian movements and routes through the town centre. It was felt the north to south movements are limited
- A balanced approach to car parking noting the importance of a more sustainable approach, alongside a need to respond to current patterns in the immediate term

## Townscape

- Supportive of recent shop front improvements to units such as Next and H&M
- It was felt that there was a need for better town centre management to remove litter
- More street art, murals and creative lighting in the town centre to reflect the culture and communities of Hounslow

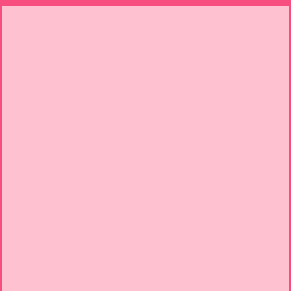
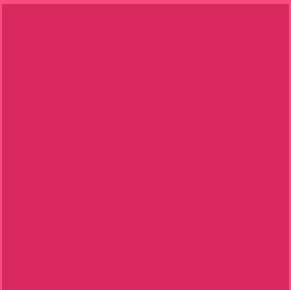
## Land use

- It was suggested that more leisure uses and indoor sports facilities could help to fill vacancy in the high street
- A desire for more non-denominational community space in the town centre to support a growing population, including a good range of affordable indoor and outdoor spaces.
- A desire for better branded retail interspersed with cultural and leisure uses to help move people around the town centre
- Interest in street food and contemporary market offer
- Broad support for residential growth in the town centre but concern that town centre activities are retained as part of this transformation
- More recognition and support for the independent shops that represent the diversity of Hounslow

## Areas of focus or redevelopment

- A concern that the redevelopment of the Treaty Centre would mean that no one visits this area of town in the future. A desire to see the arts centre reprovided in the town centre and a new public space delivered.
- A desire for improvements to Hanworth Road and Grove Road in terms of lack of activity and frontage, public realm and pedestrian movement
- Support for more activity around Bell Square – encouraging uses that might ‘spill out’ into the square such as restaurants or cafés to encourage people to dwell in this part of town.
- A desire for improvements to Kingsley Road
- The importance of the Youth Centre on Kingsley Road was noted as a sizable and well used space in the town centre

1.37 This feedback has been used to shape the masterplan and the emphasis of each framework set out over the following pages. The frameworks and sites guidance has been refined following the formal consultation on the draft reports.



# <sup>2</sup> TOWN WIDE FRAMEWORKS



# Development

- 2.1 The urban design framework provides guidance on future development within Hounslow town centre over the next decade. The framework is made up of the adjacent development plan and the following pages including land use, townscape, public realm and movement. The framework proposes shorter term physical environmental improvements and will help to act as a guide for planning applications which are currently coming forward. Longer term strategic transport and development projects have also been proposed.
- 2.2 The adjacent drawing shows the indicative development framework. It is designed as a flexible plan that provides a clear structure and guidance as these sites come forward for redevelopment, without being prescriptive. The strategy balances the need to promote change in certain areas of the town centre, where large development sites have been identified while protecting and promoting a finer grain of block structure and greater mix of uses in other areas.
- 2.3 A series of core urban design principles have been identified that development proposals across the town centre will need to adhere to and will help to ensure the delivery of high quality development. These set out the key moves that are being made in terms of the built form of proposals. More details on each of the sites can be found within section 3.

## Returning to a finer urban grain in the town centre

- 2.4 Within the town centre boundary, the redevelopment of 'big box' buildings and surface car parking should be prioritised, returned to a grain appropriate for a historic and dense town centre. This will help to deliver a new and improved network of routes that break through these larger blocks to improve connections around the town centre.

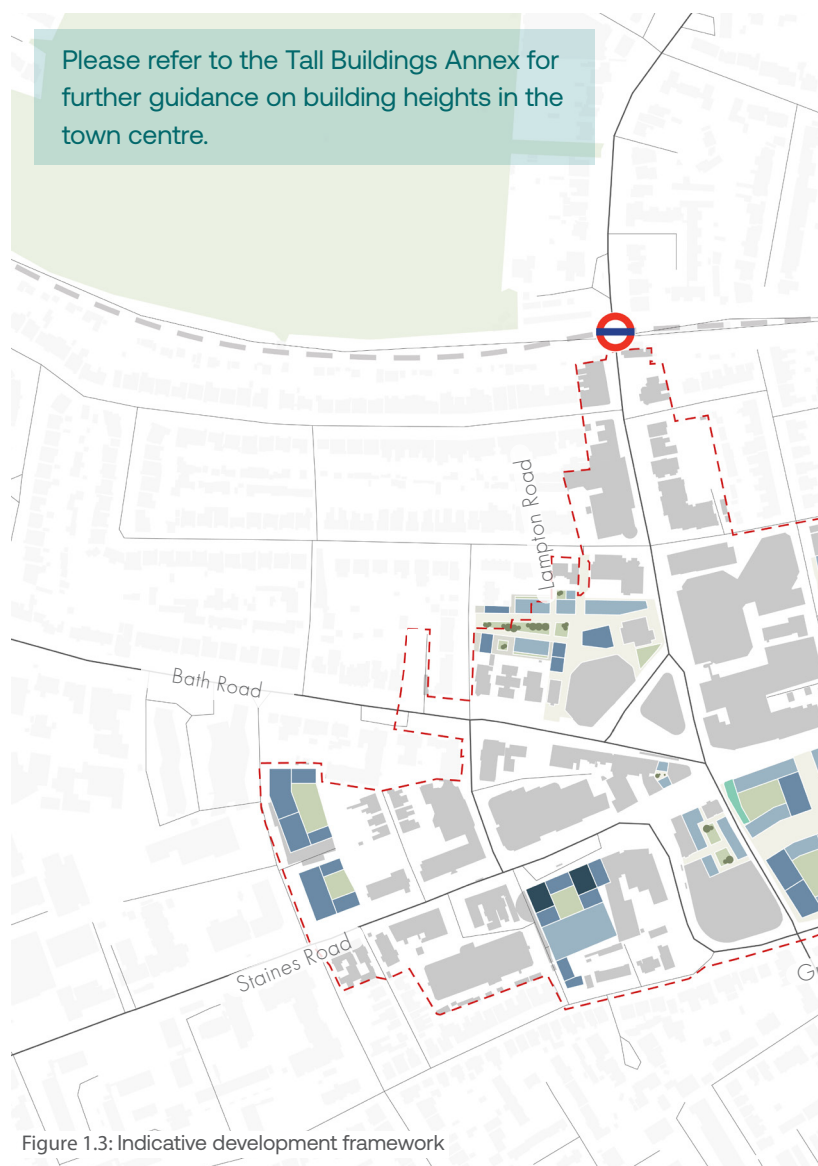
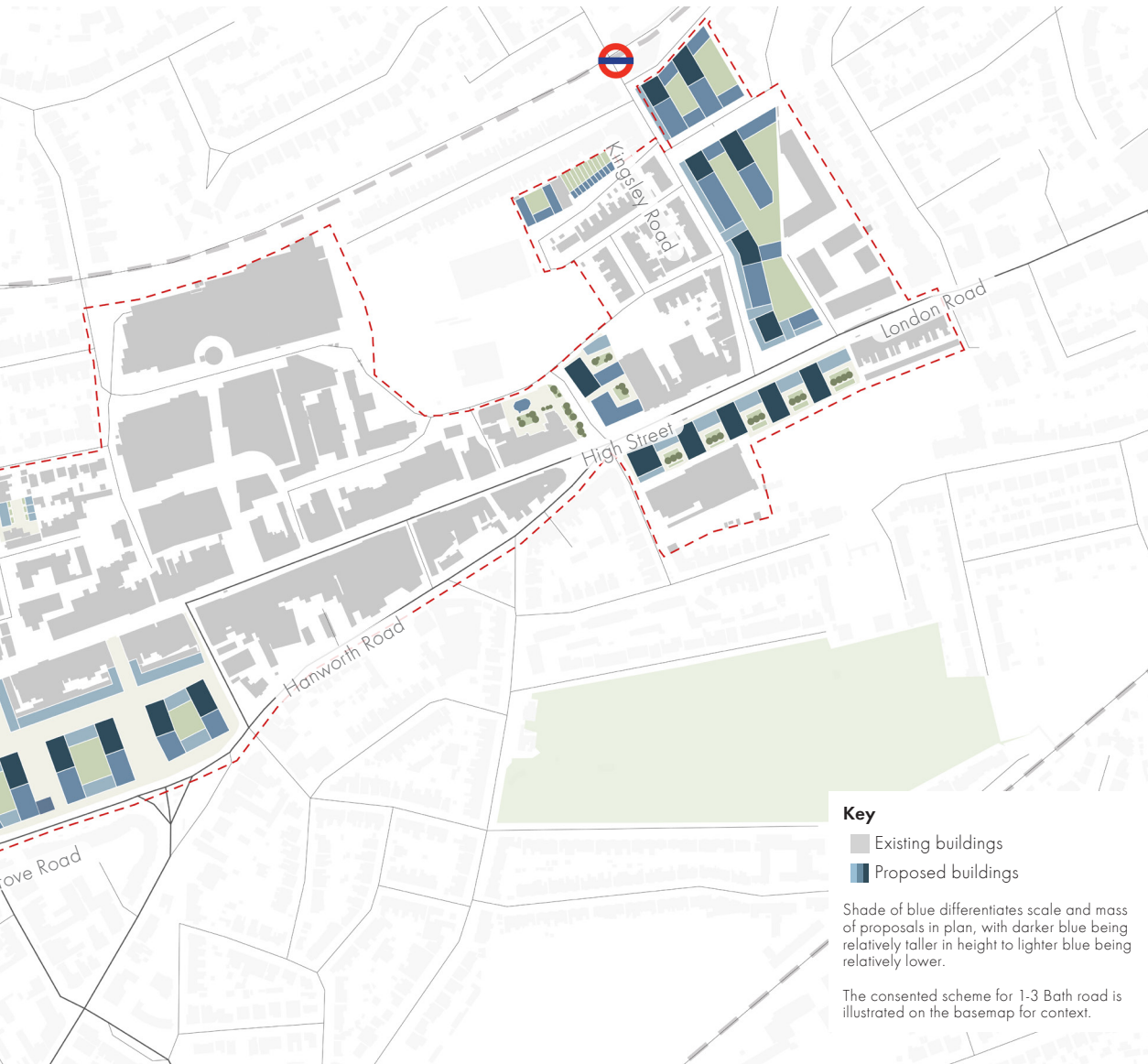


Figure 1.3: Indicative development framework

## Making the high street centre stage

- 2.5 Development proposals must ensure that the high street is maintained as the heart of Hounslow. Redevelopment must not reduce the focus from this area, but find opportunities that help to draw people along and across this important primary route. Development will be encouraged that is mixed-use, delivering town centre homes alongside other uses and maintains the retail focus on the High Street.



### Shaping and redefining a distinct character

2.6 Retrofitting existing buildings and structures can have multiple benefits including; breathing new life into underutilised assets, engendering a sense of collective memory, reinforcing the local distinctiveness of Hounslow Central or maximising the use of embodied carbon. Repurposing the urban fabric is also a key means of reaching the Council’s net-zero carbon target.

### Active and welcoming frontages

2.7 Development will be supported that contributes to a town centre with an active feel along public routes, with an emphasis on the following:

- Contribute to a series of arrival in the town centre and to activity along key routes.
- Ensure development on existing ‘backs’ such as Grove Road is of high quality with a positive address, helping to mend the gaps and improve the impression.
- Improve the series of yards, alleyways and service areas which currently have a negative impact.
- Ensuring the design of small infill sites is of a high quality and contributing to the overall sense of quality.

# Uses and activity

2.8 The adjacent diagram illustrates the conceptual land use strategy for Hounslow Town Centre (Fig 1.4). This is intentionally flexible and non-prescriptive, designed to help guide a shift towards particular uses in some key areas of the town centre.

2.9 Generally the strategy is about strengthening the existing clusters of uses in Hounslow and responding to key trends at a national level. Hounslow needs to react to these trends and ensure it is well placed with reimagined destinations and footfall drivers that keep people visiting the town centre for a greater variety of reasons than 'just to shop'.

2.10 The concept diagram is intended to illustrate the following principles.

## 1) Focusing retail on the high street

- Support proposals which deliver a strong and focused core of retail on the high street, helping to reduce vacancy.
- Investment in the pedestrianised high street area as the best location for the primary retail cluster.
- Moving towards reducing the length of the retail high street by encouraging development that diversifies other areas away from retail - responding to national trends of retail decline/shopping centre closure.

## 2) A 24 hour centre with clusters of leisure, cultural and evening uses

- Ensure that the town centre retains a series of diverse destinations that draw people beyond the pedestrianised high street.
- The Council's emerging Character, Sustainability and Design Code SPD provides further design guidance on how to incorporate residential uses within the town centre.

- Support proposals for the redevelopment of significant sites behind the high street to re-provide or enhance the leisure, community or cultural provision to drive footfall along the length of the high street.
- Support proposals that build on the existing clusters of evening uses including food, beverage and leisure destinations on parts of the high street. These clusters sit surrounding the retail core.
- Accommodate residential uses along the high street with communal will help to provide further activity at ground floor.

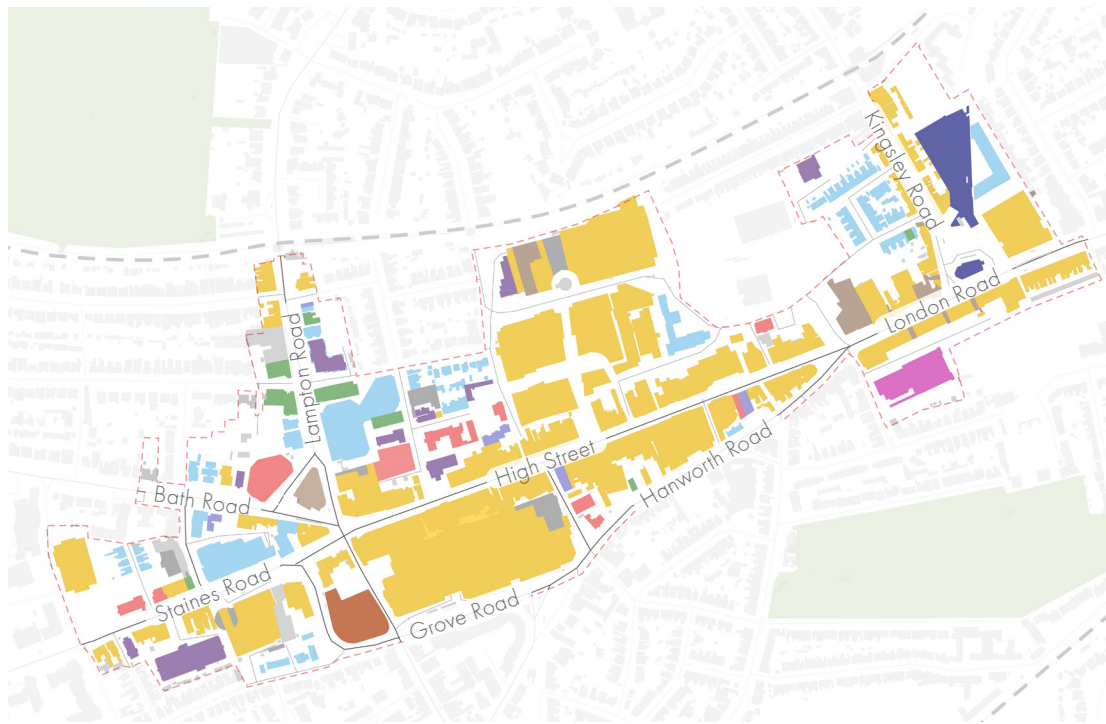
## 3) A civic and community destination for the borough

- Look for opportunities to strengthen the civic identity of Hounslow, encouraging new arts and culture facilities that will act as footfall drivers in the town centre and encourage communities to meet and collaborate creatively.
- Serve the diverse community with a range of facilities that meet a variety of learning, leisure and religious needs - providing generous spaces for the community to grow, strengthen and develop ownership of spaces in the town centre.

## 4) A focused cluster of employment

- Continue to evolve Hounslow House as a key anchor of employment and learning in the town centre.
- Encourage and support proposals that strengthen the cluster of workspaces to the western end of Hounslow, between the high street and Hounslow Central tube station.
- Support development proposals that deliver new affordable workspace.

2.11 Figure 1.4 sets out the proposed ground floor uses for the specific development sites that have been reviewed as part of this masterplan. These indicative uses are intended to help illustrate the delivery of this framework. Further detail on these sites is included in Chapter 3.



- KEY
- Retail
  - Office
  - Hotel and Services
  - Community
  - Residential
  - School
  - Under alteration / development
  - Car parking / servicing
  - Bus Garage
  - Vacant

Figure 1.4: Existing ground floor land use plan



- KEY
- Community clusters
  - Evening / leisure / culture clusters
  - A more focused retail core?
  - Work / office cluster
  - 📍 Role of key anchors / destinations
  - 👤 Footfall drivers / community uses
  - ➡ 'Retail circuit'

Figure 1.5: Conceptual land use strategy

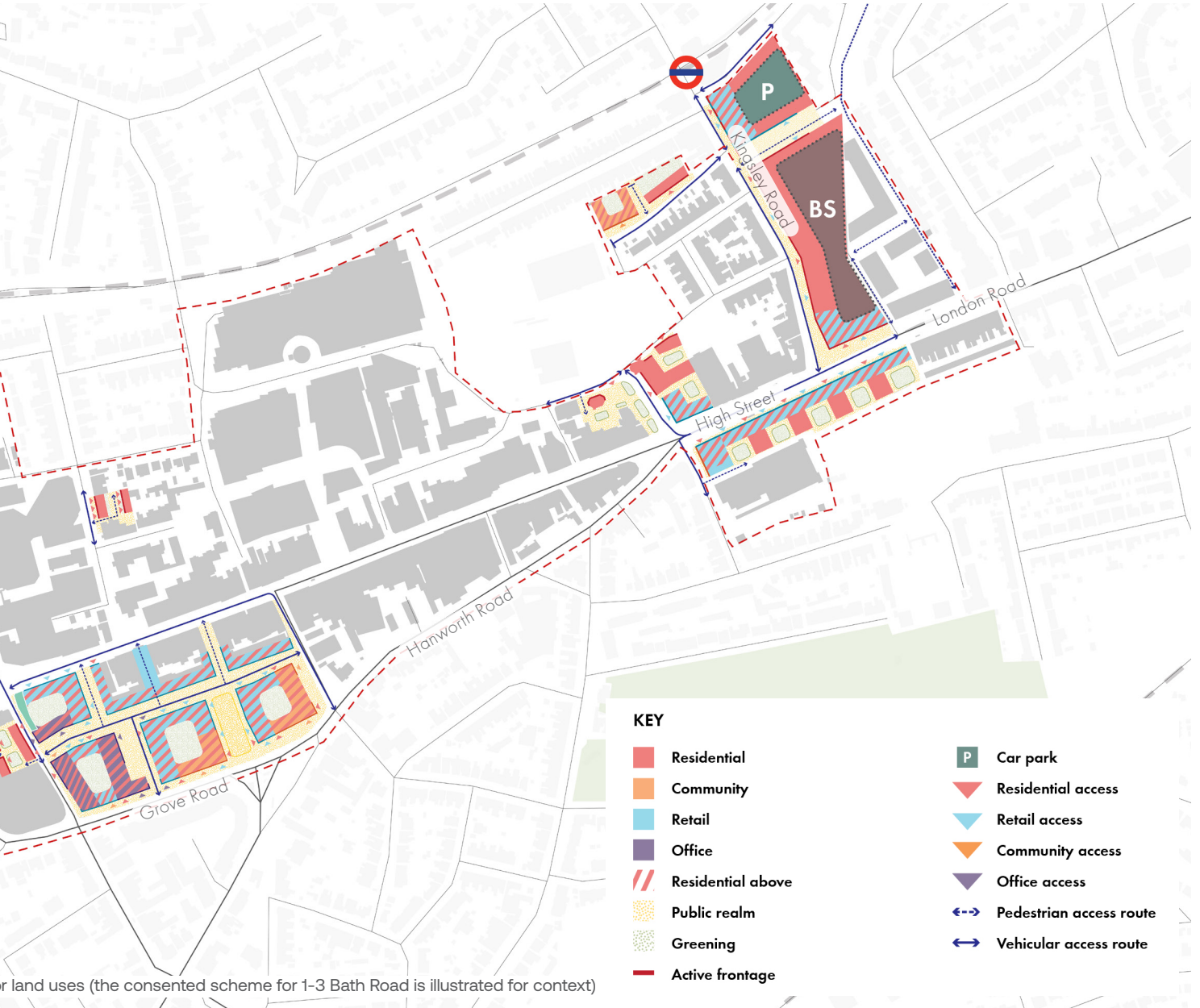
2.12 The existing and future context for each key land use is set out below:

- **Retail** - Hounslow town centre has a greater focus on retail, with a lower representation of leisure activity than other centres in the borough. Furthermore it suffers from a higher level of vacancy than the national average. The trend in the decline for physical retail and the loss of major tenants in Hounslow is a risk for the town centre and there is a need to re-position for new land uses including, workspace, leisure and food and beverage. However retail will continue to play a role to the future vitality of the town centre as part of a more balanced use mix.
- **Leisure/culture/community** – Diversification of uses within Hounslow will create a more resilient and vibrant town centre that does not predominantly rely upon a retail offer. These uses are critical in giving people a reason to visit the centre and increase the amount of time they spend there. These uses should include both commercial and ‘free to uses’ facilities given the economic stress that many residents have experienced as a result of the pandemic.
- **Food and Beverage** – similarly to leisure, culture and community uses, food and beverage will be vital to create a more resilient and vibrant town centre. The High Street Quarter development is already providing space for food and beverage outlets, however in the longer term the wider town centre will provide space for food and beverage that complements a more diverse town centre which includes a stronger evening and night-time offering and greater workspace provision.



Figure 1.6: The Indicative development framework with illustrative ground floor

- **Employment** – Hounslow’s connectivity to other key economic hubs presents an opportunity for the centre to attract future employment activity by positioning itself as a location for flexible office space that can respond to emerging occupier trends. With major companies seeking to locate ‘remote’ hubs in locations closer to their workers and where they can have access to wider amenities.



- **Residential** – New homes and residents to Hounslow will support the future vitality of the town centre and help drive demand for the uses above. In addition to this, it is increasingly important to provide access to open space, to create an attractive town centre.

# Character and townscape

2.13 Hounslow was located on the Roman Road from London to Silchester, although the first significant wave of development occurred in the town in the 18th century as the first or last coaching stop on the way in or out of London. Interestingly the growth of the centre of Hounslow slowed in the 19th century, with the arrival of the railways given the town was so dependent on coach traffic, although south Hounslow developed as a high-class residential area around this new station. Both the opening of the tube lines and the construction of the Great West Road turned the areas fortunes around, attracting factories and headquarters and housing.

2.14 This particular history has not blessed Hounslow with a built fabric as rich in historic assets as some of the neighbouring towns. This therefore means that what does exist needs to be improved, and the contrast between old and new is something that can be celebrated. The embracing of contemporary and exemplary new buildings alongside the conservation and enhancement of existing fabric should be a key objective. A series of character and townscape themes have been identified:

## 1) Maintain a continuous High Street frontage celebrating the Roman Road and human scale of this route

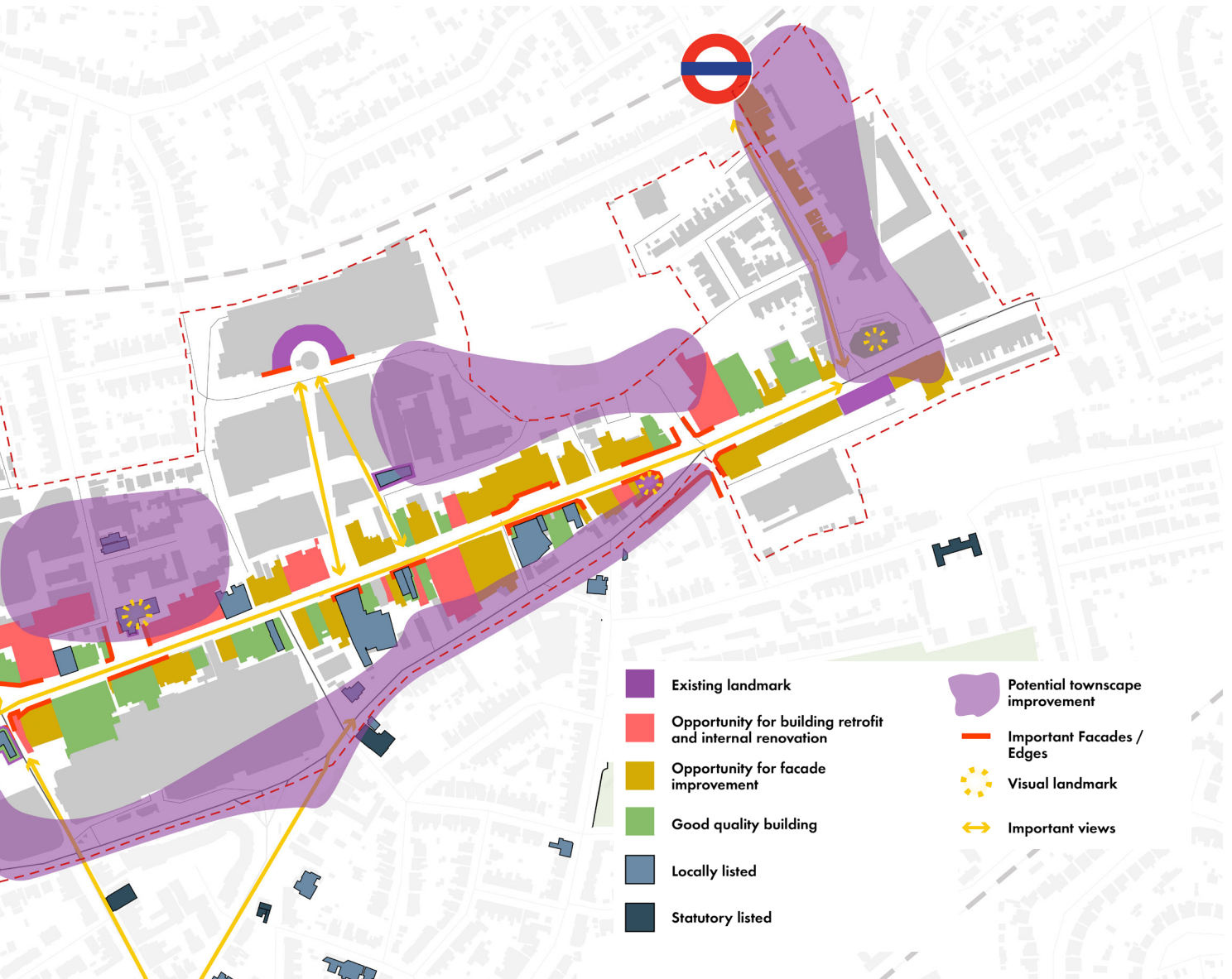
2.15 The route of the Roman Road and continuous frontage, with a relatively consistent and human scale, along the High Street is a key part of the identity of the town centre. This characteristic should be preserved as the town evolves in the future. Investment and enhancement in the high street frontage should be encouraged, and the retention of the examples of more 'everyday' heritage should be promoted. Taller elements could be introduced behind the high street, with a mediating shoulder of height.



Figure 1.7: Indicative character and townscape plan (please see the following pages)

## 2) Enhance the existing townscape and add further variety and interest through new markers and quality architecture

2.16 The existing principal landmarks in the town centre are Hounslow House, No. 35 and No. 101-105 High Street, the crescent of the High Street Quarter, the bus station, No. 1-5 Staines Road, the Royal Mail Hounslow Delivery Office and the tower of Holy Trinity Church. These should be enhanced and opportunities sought in the future to continue to add new markers and points of interest in Hounslow, which has a relatively limited number of landmarks. New buildings should deliver exemplary modern and sustainable design to help raise the quality of the town centre and deliver variety and character.



(page for a high street zoom in)

### 3) Valuing the existing ‘everyday’ heritage

2.17 The contrast between old and new is a characteristic that is distinctively “Hounslow” and one that should be enhanced. This could be achieved in a number of ways through an investment programme in the best sections of existing prominent frontage on the town centre, alongside greater enhancement of listed and locally listed buildings and their setting.

### 4) Improve fringe and backland areas through townscape improvement areas

2.18 Figure 1.7 identifies a number of townscape improvement areas. These are typically back routes, yards and areas of inconsistent townscape. Improvements through public realm investment and infill development could enhance and transform these areas and help raise the sense of quality and care for the fringes of the town centre.

2.19 Proposals should encourage land assembly to rationalise or repair awkward relationships between sites and optimise potential of new developments.

## Hounslow High Street

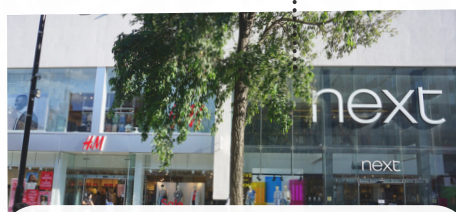
- 2.20 Hounslow High Street is a very old thoroughfare but it appears to have been rebuilt many times. Few surviving buildings are earlier than the latter end of the 19th century and there was extensive redevelopment after the 1960s. Furthermore, the older buildings are much altered, certainly at ground floor level where shops have been inserted, but there are also large rear extensions and remodelled roofs. In many cases only the façades appear to have been retained and few original architectural features survive.
- 2.21 Nonetheless, the irregularity of plots and the variety of buildings provides some character to the townscape and there is considerable scope for improving the façades and reinstating architectural detail. Less forceful shop fascias – which currently are often incongruous or overscaled – would also be an enhancement, without reducing the vitality of the street.
- 2.22 Some recent development in the High Street, whilst being on a larger scale shows a higher level of architectural skill and ambition than the legacy of the 70s and 80s. It should be noted that the locally listed public house is earmarked for future demolition as part of the implementation of the planning permission for 1-3 Bath Road.
- 2.23 An assessment of the high street has been carried out to help identify opportunities as the town centre evolves. The High Street analysis is based on external facade only, not internal assessments, therefore there might be circumstances in which a comprehensive approach can be considered.



Neal's Corner (1-5 Staines Road) Exuberant Edwardian commercial building positioned to be seen along the High Street. Cloche cupola with onion dome and fine Art Nouveau terracotta lettering. Principal town centre landmark and the town centre's best building.



1961 Church by W E Cross. Concrete obelisk tower



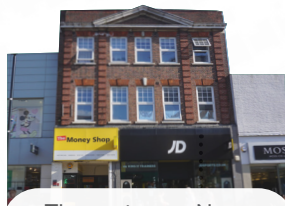
Modern large-scale units, also part of The Treaty Centre



1920s mock-Tudor style building frontage with ground floor removed for shopping arcade



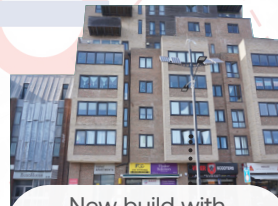
3 Stor  
sas



Three storeys Neo-Georgian building



Three storeys Edwardian 1905 classic red brick with terracotta balustrade, keystones, and original pilasters



New build with residential on top of retail units



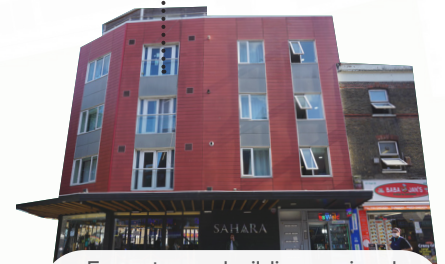
Five storey new build with residential on top of retail units



1-83 High Street - a long length of facade in need of improvement, ideally through comprehensive redevelopment



1920s Georgian revival, red brick canted first floor window, stone garlands, cornice and hipped roof



Four storeys building, a visual landmark with residential above and red cladding



Mid-19th century, tripartite windows, slate roof, and chimney stacks



3 Storeys 1900 stock brick, terracotta ornament, stone lintels with stop moulds, and Italianate mouldings

**KEY**

- Opportunity for building improvement
- Opportunity for facade improvement
- Good quality building
- Locally listed
- Statutory listed
- Opportunity for building improvement - including substantial remodelling or redevelopment.
- Opportunity for facade improvement - restoring missing architectural features or introducing a more appropriate shopfront.
- Good quality building with potential for further works of preservation or enhancement.

Figure 1.8: Indicative character and townscape plan of high street

# Movement

2.24 The movement framework sets out a number of ideas to improve the town centre. These proposals are not detailed or prescriptive, but provide a response to a series of key challenges that have been identified in the town centre. The strategy balances the need to promote improvements to sustainable modes and access into the heart of the town centre, with adequate parking and access for vehicles.

## East-west walk and cycle links

2.25 Although development across the northern side of the High street continues to alter the nature and form of some links, the area between Kingsley Road and Lampton Road remains largely discontinuous and difficult to navigate as an alternative route.

2.26 The framework proposes improved connections for walking and cycling, along with wayfinding. Measures should be in accordance with Healthy Streets objectives, incorporating, seating, wider footways, parklets giving access to those areas for all and helping to provide convenient routes through the area.

## Hanworth Road – Grove Road connections

2.27 The A315 operates primarily as a traffic carrying corridor but at the cost of compromising convenient and pleasant connections for pedestrians and cyclists to the town centre to/from the south.

2.28 The masterplan proposes redevelopment of The Treaty Centre to open-up the site and reveal the high street to passing traffic, improve and 'green' the streetscape, and provide high quality road crossing opportunities at the western end of the corridor. A similar approach should be taken on the eastern part of Hanworth Road too.

## High Street (W) profile and amenity

2.29 The high street's western end is pedestrianised, offering benefits to pedestrian comfort but thereby also reducing this section's visibility to motorists and bus passengers who are directed around the High Street onto the Hanworth Road/Grove Road corridor. Servicing is also compromised significantly, and personal security remains as a reported concern.

### KEY



Enhance connections to/from Piccadilly Line Stations and perceived presence of the stations within the town centre



Support Active Travel from outlying neighbourhoods



Create a coherent alternative E-W route parallel to the High Street



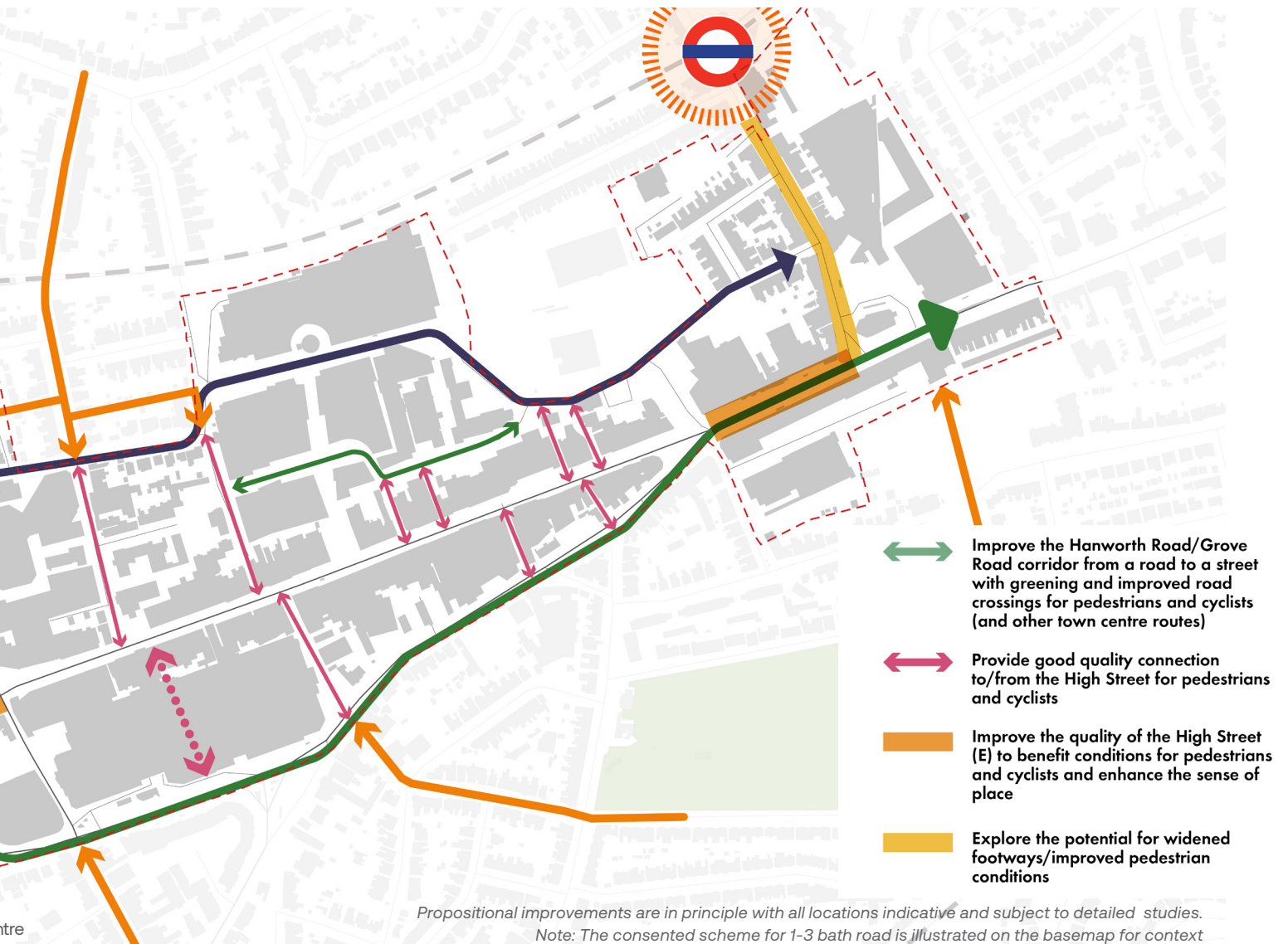
Figure 1.9: Indicative movement framework, with ideas to improve the town centre

2.30 Proposals should explore and assess the potential to introduce limited vehicle movement into this section, on a restricted basis in terms of vehicle types and purposes such as servicing only, with timed-access periods, and one-way movement to minimise impacts on pedestrian and cyclist comfort.

## Bus service access

2.31 Several key bus services tend to skirt the high street via Hanworth Road–Grove Road with stops focussed to the rear of the Treaty Centre, somewhat remote from High Street footfall.

2.32 The Treaty Centre turns its back on Grove Road and the proposal to open-up this substantial area presents a significant opportunity to reveal the high street to passing traffic, improve the streetscape, and provide high quality road crossing opportunities at the western end of the corridor. Opportunities should be sought to upgrade high street connections for the



A315 Hanworth Road (eastern) section too. Careful consideration should be given to opportunities to create safer pedestrian crossings in relation to bus routes and stops in the town centre.

### Parking supply

- 2.33 Parking space availability for this Metropolitan Centre is an important consideration in terms of competing effectively with other such centres. Development in recent times has steadily reduced the available town centre supply. As such, the Council has commissioned an emerging parking strategy.
- 2.34 The Council will review the town centre's parking supply and quality in terms competitiveness with other centres whilst balancing this with the need to support the provision and use of sustainable transport modes and initiatives. This will consider the longer term repurposing of car parks.

### Servicing

- 2.35 There are servicing issues in the High Street Quarter and at the Treaty Centre, including along alleyways behind the high street where access is very narrow.
- 2.36 New developments should seek to improve access through a servicing strategy.

### Electric vehicle charging

- 2.37 Streets and car parks should be futureproofed with publicly accessible electric vehicle charging points.
- 2.38 Electric vehicle charging points should be introduced in on-street car parking spaces plus 20% of council-owned car parks will provide dedicated electric vehicle charge points.

# Public Realm

The Council's emerging Public Realm Strategy provides further design guidance on how to incorporate public realm improvements within the town centre. Please also refer to the Character, Sustainability and Design Code SPD.

2.39 Public realm will play a significant role in providing the setting for new leisure destinations, offices and homes within the town centre and help to unify newer areas of the town centre with the existing high street and residential hinterland. The plan opposite illustrates the importance of clarifying the variety of streets and spaces within Hounslow, alongside the need for much needed greening, and links closely with the movement framework which is set out on the following pages. The safety and quality of the public realm in Hounslow can be improved if landowners work in partnership with the Council and follow a series of simple and high level principles:

## 1) A shift from grey to green

2.40 The overall strategy should seek varied opportunities for greening to help overcome the lack of green space in the town centre. This should be addressed via a number of projects:

- A significant greening project for the pedestrianised part of the high street including street planting, additional trees and green walls and roofs. This could be part of a resilience project for specific sites in the town centre, recognising the role of green infrastructure to overcome flooding issues, contributing to urban cooling, addressing pollution, increasing biodiversity and delivering play and exercise space.
- Other key routes beyond this core greening project should also be reviewed to increase tree planting and other greening opportunities.
- Improved routes to the larger green spaces and parks from the high street. This might include improving the entrances or creating new entrances to spaces in the most accessible locations from the town centre.

2.41 Landowners considering developing their sites should refer to the emerging Character, Sustainability and Design Code SPD for further guidance.

Figure 1.10: Indicative public realm plan



Figure 1.11: Indicative public realm framework, with ideas to improve the town centre

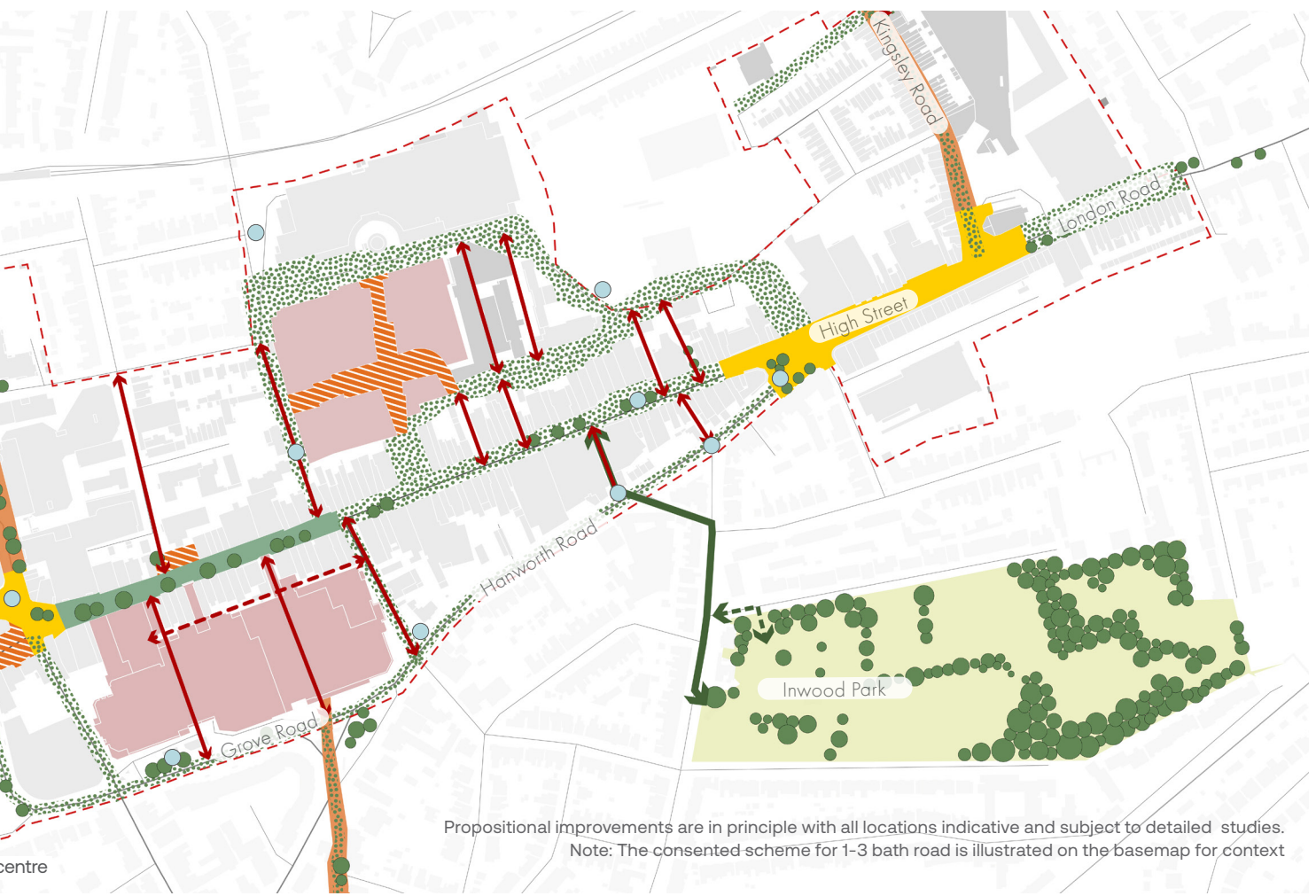
## 2) A simple, inclusive stage for activity

2.42 The public realm should form a simple and inclusive stage to allow for varied activity and use. Investment in existing public realm should work towards a natural and limited material palette which is consistent with the town centre, and accessible for all.

## 3) New and existing destinations

2.43 The public realm should be part of what draws people to spend time in Hounslow - strengthening the high street identity and creating destinations for varied activities such as play, resting, eating and exercising. A detailed design for the pedestrianised high street area should consider how this range of uses can be delivered, including a public art project to better communicate the community and identity of Hounslow.

- Station route improvement / wayfinding
- Gateways improvement
- New / improved destination spaces
- Existing destination spaces
- High Street Greening project
- Greening
- Better routes from High Street to parks
- New / improved entrances
- Yard improvement
- New / improved routes
- Existing trees
- Pocket parks potential locations



**4) More pleasant routes**

2.44 Investment in the public realm should help to make walking and cycling more appealing and safer by improving the quality and legibility of routes. A particular focus for investment should be between the high street and tube and train stations and towards the two main parks.

2.46 Investment in lighting should be explored as part of a creative and affordable strategy to add interest and highlight key buildings, and should be consistent with the town centre.

**5) Yards and alleyways**

2.45 The yards and alleyways highlighted on the plan can all be enhanced as a key characteristic of the town centre. These more intimate spaces create interesting routes that with good lighting, public realm and overlooking can add to the character of the town centre. Some of these routes are new or have been strengthened as part of the masterplan proposals.

# Useful precedents



Tarling House, Elephant and Castle, London. Designers unknown.  
Photo: Allies and Morrison.

## Typological mix, materials and massing

A mix of apartments, maisonettes and townhouses arranged in perimeter blocks can create high density, urban neighbourhoods. The choice of maisonettes at ground floors can create a sequence of front doors and gardens to the street, establishing a rhythm and sense of natural surveillance to the street. A choice of different complementary materials from an established palette can create subtle variation in the townscape, whilst using different volumes to set back and reduce visual bulk can enable taller elements to feel well conceived as a part of the overall architectural design.

- ✓ Uses and activity
- ✓ Character and townscape



Historic shop front improvements in Nottingham. Photo: Nottingham City Council.

## Improving traditional shop fronts

A historic street in Nottingham City Centre used £680,000 of Heritage Lottery Funding to provide grants to eligible owners and tenants of historic buildings to repair or refurbish their shopfronts, as well as reinstate the detailing of two unused units. Funding was awarded to Nottingham City Council over five-year period.

- ✓ Uses and activity
- ✓ Character and townscape

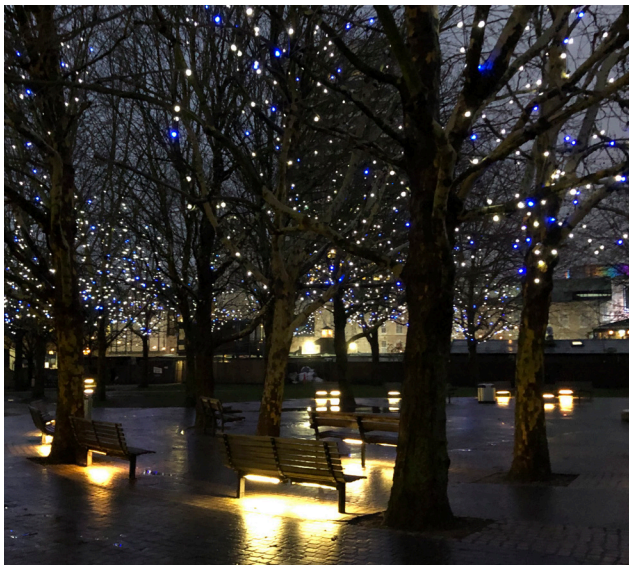


Rain garden planting bed, Southwark, London. Photo: Allies and Morrison.

## Urban greening

Simple steps can be taken to make public realm improvements, including rain gardens and planting beds. Examples such as this are low cost, can be relocated, provide opportunities for habitat and increased biodiversity in often hard urban environments. Low maintenance, resilient planting is often appropriate though maintenance plans for planting are necessary to avoid becoming unkempt.

✓ **Public realm**



Uplighting beneath street furniture and tree planting, Southwark. Photo: Allies and Morrison.

## Making streets and spaces safer

Lighting in the public realm can be used to make spaces feel safe and comfortable, as well as attractive. Sensitive uplighting can be integrated into street furniture and planting beds to avoid cluttering the streetscape. This approach can help mitigate issues of antisocial behaviour where typical lighting columns present issues e.g. pavement widths, light privacy into residential buildings etc.

✓ **Public realm**

✓ **Movement**

✓ **Character and townscape**



# 3 SITE GUIDANCE

# Western arrival

- 3.1 This part of the masterplan sets out more detailed guidance for key sites within the town centre. A framework diagram alongside a series of key objectives provide the principles to be delivered.
- 3.2 A cluster of sites on the western side of Hounslow town centre are included within this document. The key objectives for these sites will be applicable to other sites that come forward in this area but that are not addressed directly within this document. The guidance for key sites should be read in conjunction with the principles for the wider town-wide frameworks, as well as the key objectives for each of these zones, as set out.
- 3.3 The yellow zone indicated on the adjacent plan is an illustrative area focused along Staines Road, Lampton Road and Grove Road as key arrival points to the town centre on the western side.

## Key objectives

- Improve the sense of arrival at the town centre via Hounslow Central, Lampton Road, Staines Road and Bath Road.
- Leverage development opportunities to enliven existing streets and spaces, and create new routes, frontages and spaces for town centre activities and town centre communities.
- Embrace the retention of existing historic fabric where this makes a positive contribution to the character and identity of the town centre. Investment and enhancement in the high street frontage should be encouraged, and the retention of the examples of more 'everyday' heritage should be promoted.
- Enhance the setting of new landmarks and high quality modern architecture such as Hounslow House.
- Seek to ensure that new development makes a positive contribution to the character of Hounslow through high quality design, appropriate massing and the integration of a high quality public realm.
- New development must provide active frontage to these key routes in creative ways that does not rely on the need for a ground floor retail unit.
- New developments along High Street should be of an appropriate scale that is in keeping with the townscape of existing High Street buildings - with opportunity for taller elements towards the rear of sites.
- Improve routes for sustainable transport modes, junctions for walking and cycling and the quality of the route to the tube station.

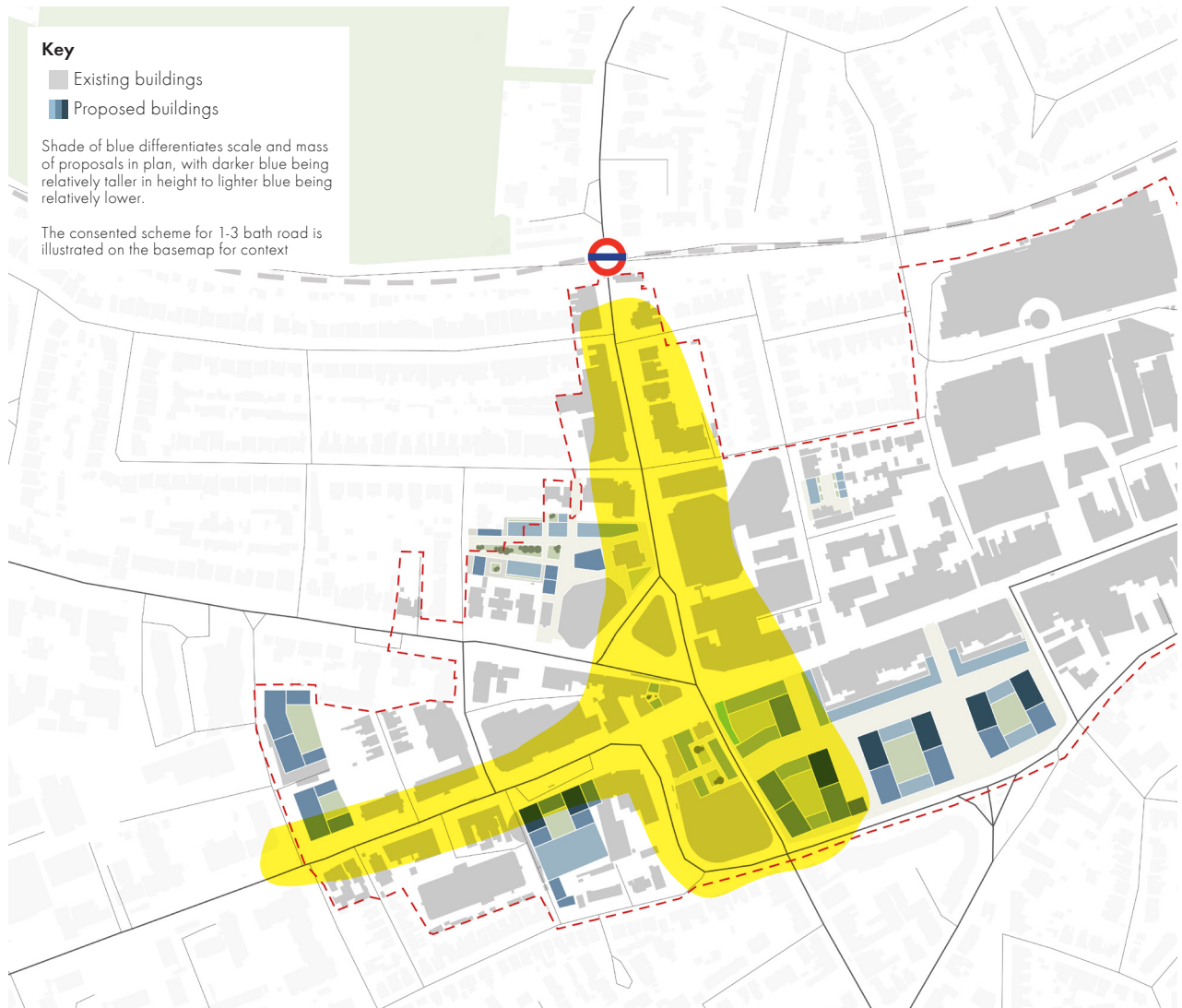


Figure 1.13: Indicative development framework - Western arrival

# The Treaty Centre

## Overview and context

- 3.4 The site is currently occupied by a large shopping centre, Multi-storey car park and several community facilities including a job centre, theatre, affordable workspace and community space. The centre houses a number of large national brands including Next and H&M but has an increasing number of vacant units including the former Debenhams anchor tenant.
- 3.5 The Treaty Centre is a complex megastructure and its large size has a negative impact on a finer grained town centre environment. Figure 1.17 indicates the large extent of the centre's building footprint in relation to the size of surrounding buildings. The building inhibits pedestrian routes and has a large extent of blank facade. A poor quality environment is created by the centre along Grove Road, Bell Road, and Douglas Road which is illustrated on Figure 1.18 by the townscape improvement area (shown in purple) on this framework plan. The service yards and bin stores are areas of the town centre which are a hot spot for antisocial behaviour.

## Key objectives

- A mixed use, 'town centre destination' and footfall driver along the high street
- Re-provide and improve the existing community and cultural offer within the centre. These need to be located in a high-profile location such as on the High Street or new public square.
- Delivers new open air pedestrian routes with active frontage through the town centre, connecting High Street and Grove Road 24 hours a day
- The delivery of a permeable block structure that creates better north south and east to west connections
- The creation of new green public spaces in the town centre that complement the pedestrianised high street, deliver greening in the town centre and places to play, eat and relax. Overshadowing should be carefully considered as part of the location for these. The site needs to provide connections to other existing green spaces and improve the routes to these.



Figure 1.15: Photos of the existing site and surrounding streets



Figure 1.14: Aerial view of existing area

- Provide Class E floorspace for eating and drinking, new retail floorspace and flexible spaces that can respond to changes in retail/leisure trends over time.
- Active frontages should be provided onto the High Street including the potential restructuring of the High Street frontage, including the removal of units where necessary to create high quality connections. In some locations (such as opposite the church), new connections could either be open air, accommodated with an arcade or within a new larger unit with front and rear entrances.
- Investment and enhancement in the high street frontage should be encouraged, and the retention of the examples of more ‘everyday’ heritage should be promoted, including the protection and enhancement of heritage within the site such as Victorian ceiling lamps and a foundation stone, High Street entrances, railings and paving. The applicant will be encouraged to undertake a heritage assessment in support of any proposals.
- Taller elements could be introduced behind the High Street, with a mediating shoulder of height, ensuring a transition between, and set-back from the High Street.
- Improvements to the neighbouring junctions to improve vehicular and pedestrian access to the site and enable better sustainable transport connectivity.
- The environment along Grove Road must be enhanced with tree planting, public realm investment, noise mitigation, with set backs and improved bus stop facilities. Where possible, on all sides of the site, pavements should be widened to improve access and the pedestrian experience.
- The service yards and rear of the existing High Street shops should be screened to improve the external environment. These existing blocks should be ‘completed’ by new development and help to mediate any transition in scale. These type of buildings might provide space for permanent market units and smaller start-up space at ground floor, with live-work units, flats or maisonettes above. Innovative solutions to servicing will need to be considered such as a centralised or consolidated system. The quality of the public realm in these areas will need to be well designed.
- Investment in SUDs within the site and other sustainable design solutions such as a District Heating network should be delivered. External lighting should be improved and high quality decorative lighting will be supported where it fits within the overall vision for the town centre.
- New developments should accommodate limited vehicle movement as part of the servicing strategy, perhaps on a time-restricted basis to minimise impacts on pedestrian and cyclist comfort.



Figure 1.16: Land uses



Figure 1.17: Building footprints

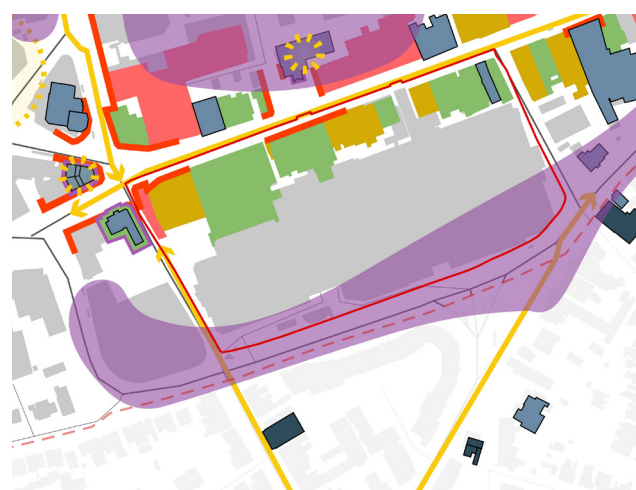


Figure 1.18: Townscape

- The development should contribute towards a modal shift towards sustainable and active travel. A Town Centre Wide Survey of car parking provision is being undertaken. The conclusions of this survey should be used to inform the level of car parking need at the site. If the survey recommends some retention of car parking, development should consider retaining the existing MSCP, rather than re-providing car parking elsewhere on site, given the embodied carbon within this structure.
- Proposals should make appropriate provision for blue badge holders, alongside support for public conveniences.

**KEY**

- Residential
- Existing building improvements
- GF community with residential above
- GF retail with residential above
- GF office with residential above
- Public realm
- Greening
- Residential access
- Retail access
- Community access
- Office access
- Pedestrian access route
- Vehicular access route

**Indicative development framework**

3.6 The adjacent development framework diagram illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.



Figure 1.19: Development framework diagram

**Indicative phasing**

3.7 A detailed understanding of the megastructure of the shopping centre is required to understand the phasing potential of the site. The scenarios to the right illustrate a scenario where the existing MSCP is retained in the short term to help meet parking needs for the site itself and visitors to the wider town centre. Scenario 2 shows an alternative redevelopment option where the car park could be replaced with alternative development in the longer term.

KEY STATS	
Site area	2.74 ha
Development	Partial or Comprehensive
Phasing	4 + Stages
Ground Floor Uses	Retail, Community including theatre/arts space, Office, Leisure, residential access
Upper Floor Uses	Residential, Community, Office
Building Types	Perimeter blocks / Dual aspect linear blocks
Suitable Heights	Between 2 - 25 storeys, with taller elements located away from the perimeter of the site (see tall buildings annex for further detail)
Density	200 - 400 dph
Public Realm	Tree planting along High Street and north-south routes, Improvements on Grove, Bell, Douglas Road
Open Space	North-south routes through the site should accommodate outdoor seating facing active frontages. Public courtyards at grade are encouraged adjacent to community uses where possible and private courtyards above podia should provide high quality outdoor amenity

## Related projects and stakeholders

- 3.8 Key stakeholders include the landowner, the Council as leaseholder, and other adjoining businesses and landowners. Careful engagement with Theatres Trust, The Arts Centre and Council should be undertaken to better understand the future brief and requirements for any reprovided space.
- 3.9 Other related projects include public realm improvements to the High Street and investment for cycleway C9, should be designed in conjunction with new routes through this site.



Figure 1.20: Illustrative scheme: scenario 1



Figure 1.21: Illustrative scheme: scenario 2

## Delivery and viability

- 3.10 Treaty Centre, the main shopping centre in Hounslow, which currently offers around 80,000sq.m. of retail space plus a job centre and The Arts Centre. The centre has a frontage onto the pedestrianised high street opposite Holy Trinity Church. However, the collapse of the Debenhams store, which was the centre's anchor tenant, means that a re-think about the future of the centre is required.
- 3.11 Representatives of the landowner are in discussions with the Council regarding a potential scheme on the site. There are a number of technical constraints that need to be considered further as part of a more detailed delivery strategy, including the sewer that runs north west to south east across the site, rights of light issues and impact on the buildings to the south on Grove Road and to the east on Douglas Road. The scheme being promoted does not include all the properties that front onto the high street, however the scheme does seek to improve permeability between the high street and the revised Treaty Centre. Any junction improvements need to prioritise pedestrians and cyclists whilst delivering improved experience for vehicle access.
- 3.12 As with many town centre shopping centres the site has a number of constraints from a delivery perspective, most notable land ownership. Within the boundary of the opportunity site there are 19 separate private sector ownerships. A number of these are the existing units that front onto the high street and are excluded from the scheme currently being promoted. This represents a risk to the delivery of a comprehensive re-development of the site. The Council have leases within the Treaty Centre, so at present have a limited control over the delivery of the scheme.
- 3.13 Conclusions and next steps: As a critical site within the town centre it is vital that it is brought forward in a way that enhances the overall vitality and vibrancy of the town centre, delivers a new retail and leisure destination, creating linkages and relationships with other parts of the high street and town centre hinterland.

### Precedent example

Mid-rise development which brings residents back into the town centre around a shared roof-garden and above a multiplex cinema, restaurants and shops.



*The Scene, Walthamstow © Pollard Thomas Edwards*

### Precedent example

High density/mixed-use scheme which creates new visual connections with the adjacent Conservation Area and nearby heritage buildings along animated streets with active leisure, retail and community uses at ground floor. Taller buildings are delivered, set back from the main routes.



*Dickens Yard, Ealing © JTP*

### Precedent example

A small urban site in Vauxhall: three towers, two mansion blocks, maisonettes, shops and cafés, small business units, green space and a school, as well as a new setting for the Vauxhall Griffin pub and St Anne and All Saints Church. New and existing building fabric together forms active frontage to streets.

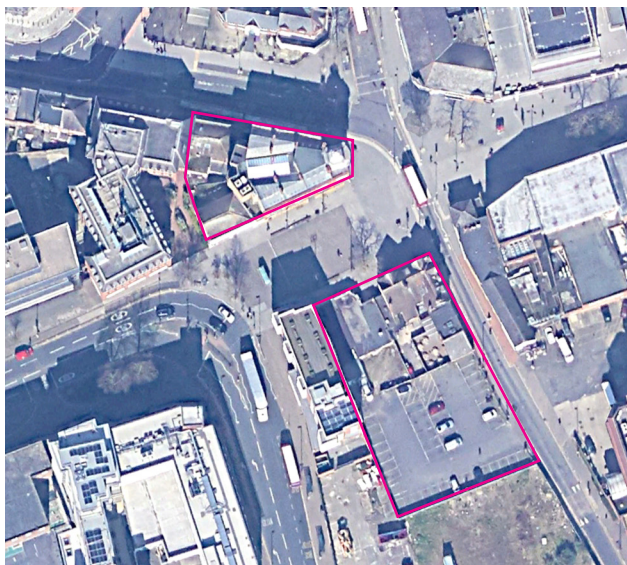


*Keybridge, Vauxhall, Allies and Morrison*

# Bell Square

## Overview and context

- 3.14 Bell Square is a key public space situated at the western end of the High Street where it meets Bell Road and Staines Road. The space is defined by key facades to the north and south of the space which contribute to the identity of the town centre.
- 3.15 Neal's Corner (1-5 Staines Road) is locally listed and offers an exuberant Edwardian commercial character which is visible along a long length of the High Street. It is defined by a cloche cupola and fine Art Nouveau terracotta lettering. It represents a principal town centre landmark and should be retained.
- 3.16 The Bell public house, to the south of the space is also locally listed, and is visible from Lampton Road to the north.
- 3.17 Land to the south of the public house has potential for development. A blank gable, and underutilised surface car park could enliven Bell Road and enhance the setting of Bell Square.
- 3.18 To the north, development is encouraged to the rear of Neal's Corner, to replace the infill development between the historic buildings.



Aerial view of existing area

## Key objectives

- Undertake infill redevelopment to provide strong and a more active frontage to the north of Bell Square.
- Retain the locally listed 'The Bell' public house and Neal's Corner (1-5 Staines Road)
- Support the provision of ground floor Class E uses facing the square, ideally for eating and drinking uses. These should be serviced from High Street. Support was raised through public consultation for cafe or restaurant uses that could help to enliven the square with 'spill out' activity.
- Encourage development of an appropriate scale that is in keeping with the adjacent locally listed buildings.
- To the south of Bell Square, seek to deliver a significant private amenity space for residents with local connections to access the spaces.
- Create active frontage along Bell Road through residential development with front doors and ground floor windows regularly along the building line, facing the street.
- Promote car free development in this highly accessible location.



Figure 1.23: Land uses



Figure 1.24: Building footprints

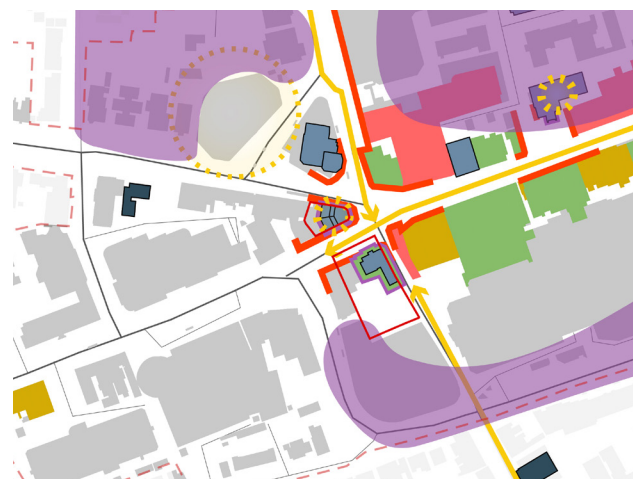


Figure 1.25: Townscape

### Indicative development framework

3.19 The adjacent development framework diagram illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

#### KEY

- Residential
- Existing building improvements
- Retail
- GF retail with residential above
- GF office with residential above
- Public realm
- Greening
- Active frontage
- Car park
- Residential access
- Retail access
- Office access
- Pedestrian access route
- Vehicular access route

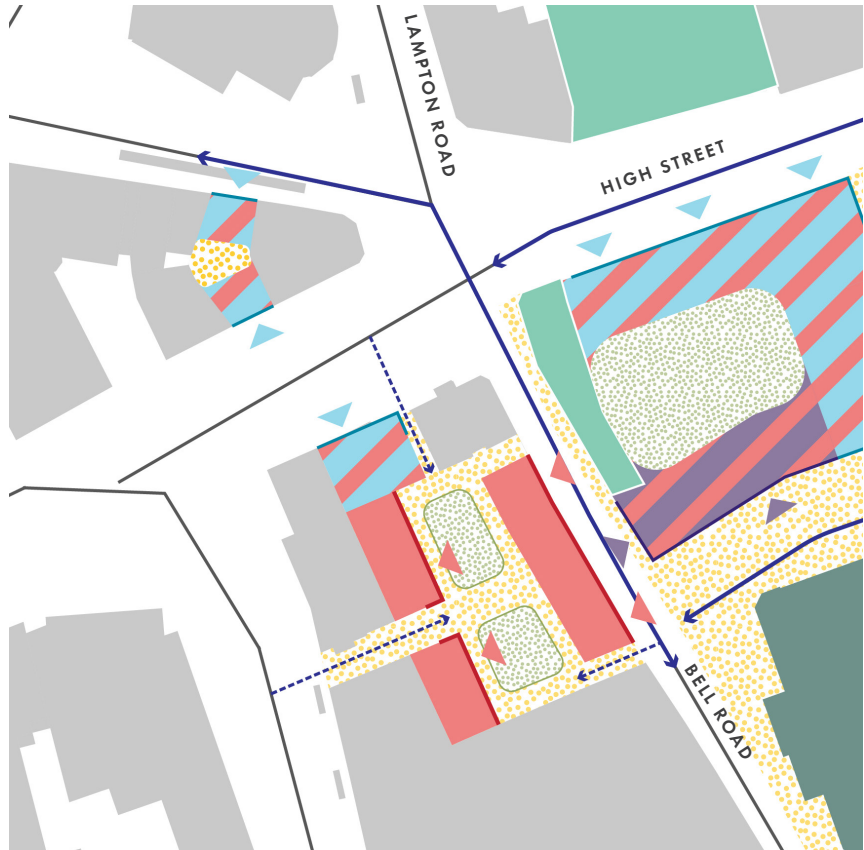


Figure 1.26: Development framework diagram

### Indicative phasing and options

3.20 It is envisaged that the development opportunities either side of Bell Square could come forward as standalone developments.

#### KEY STATS

Site area	0.25 ha
Development	Infill and comprehensive
Phasing	N/a
Ground Floor Uses	Retail and town centre uses to Bell Square / Bath Road, residential elsewhere
Upper Floor Uses	Residential
Building Types	Courtyard blocks / linear blocks and infill
Suitable Heights	Mid-rise (2-4 storeys) (see tall buildings annex for further detail)
Density	100 to 150 dph
Public Realm	Public realm improvements and activation of Bell Square.
Open Space	New amenity spaces to south of public house.

### Related projects and stakeholders

- 3.21 The Council will work with landowners to ensure that the approach is coordinated with wider enhancements to Bath Road, Bell Road and Bell Square. Coordination with the adjacent Treaty Centre development will be important.

### Delivery and viability

- 3.22 This central group of sites is situated adjacent to the Treaty Centre. Collectively, these sites have potential to contribute to the wider transformation of the overall vitality of the town centre environment.



Figure 1.27: Indicative scheme

# 34 Staines Road

## Overview and context

3.23 The site is bound by Staines Road to the north and Grove Road to the south. The site is occupied by a complex structure. A large retail unit faces Staines Road with two floors of office space above. This frontage hides a decked car park which is accessed via a circular ramped structure from Staines Road. The building line is set back to allow for vehicles to pull off Staines Road to access the car park. This set back, combined with the low-quality of the existing building has a negative impact on Staines Road.



3.24 A service yard is located to the rear of the site which has a negative impact creating a gap on the otherwise consistent residential character of Grove Road.



Photos of the existing site and surrounding streets

## Key objectives

- Commercial-led mixed use development, including flexible office space, residential accommodation above and commercial frontage to Staines Road.
- Flexible commercial at ground floor.
- Provision of town centre living accommodation above the commercial floorspace.
- Active frontage to be provided to Staines Road.
- Building line / set back to Staines Road to respect that of existing adjacent buildings.
- Privacy and amenity distances between buildings and to neighbouring sites are to be respected. This is particularly relevant to the south of the site, where future development will need to respect the low-rise character of the residential buildings located along Grove Road.
- Development should be of a scale that is sensitive to the surrounding context, ranging from 2 and 6 storeys. Buildings should generally be of moderate 3-storey scale, with some higher elements (of up to 8-storeys) fronting Staines Road.
- Taller element or marker to ensure the site is visible from the High Street and stations, and to guide pedestrian movement along Staines Road.
- Usable and attractive internal private / semi-private open spaces to be provided.
- Lighting of frontage to Staines Road to announce arrival and create presence at night.



Aerial view of existing area

- All vehicle access to be provided from Staines Road.
- Car parking should be minimised taking account of the site's connectivity (PTAL 6) and town centre location. The London Plan requires retail, office or residential development on the site to be car free. Any limited public car parking that is retained in the short term should be managed to serve the town centre as a whole and be capable of future conversion to alternative uses.
- Ideally the Council would want to see this site developed comprehensively with the Staines Road West site. However, it is recognised that these sites are in multiple ownerships and a key principle is therefore to ensure that any development on this site comes forward in line with the vision for the overall site and does not prejudice future redevelopment of the Staines Road West site, and that the site is developed so that the sites are connected in future to provide a permeable environment with a new pedestrian route linking the two sites

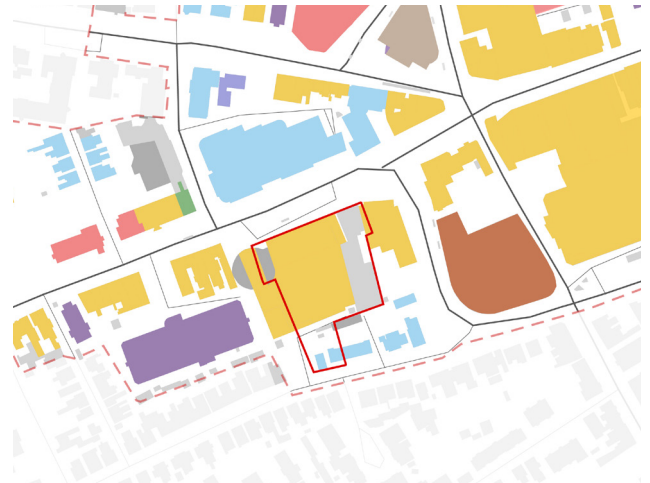


Figure 1.28: Land uses



Figure 1.29: Building footprints

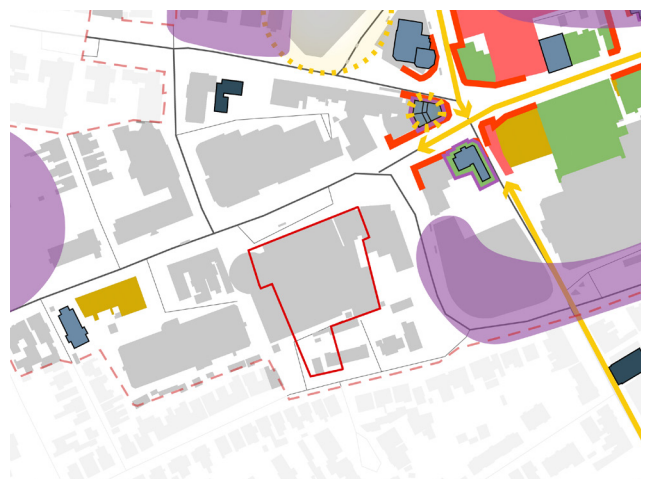


Figure 1.30: Townscape

## Indicative development framework

3.25 The adjacent development framework diagram illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

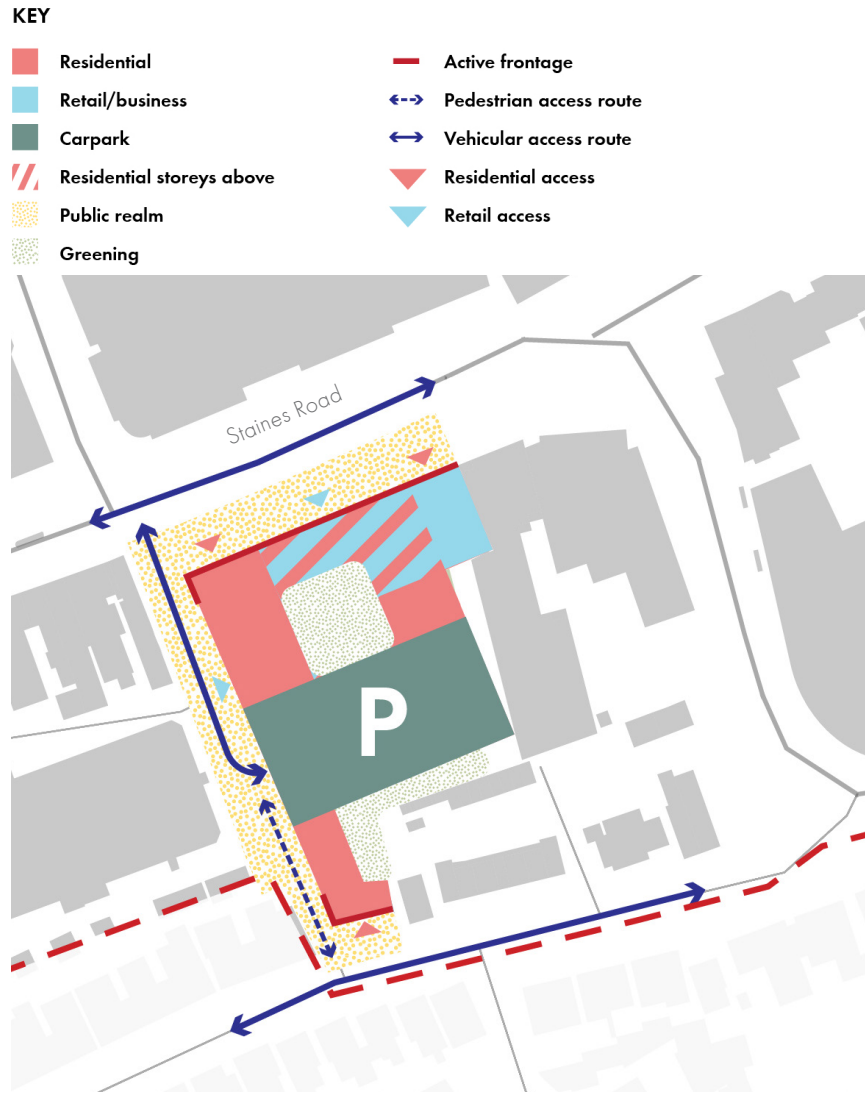


Figure 1.31: Development framework diagram

KEY STATS	
Site area	0.5 Ha
Development	Comprehensive / infill
Phasing	2 Stages
Ground Floor Uses	Retail or other town centre uses facing Staines Road (Community or Office use could also be appropriate)
Upper Floor Uses	Residential, Office
Building Types	Perimeter blocks, dual aspect linear blocks, mews
Suitable Heights	2 - 8 storeys buildings with taller elements closer to Staines Road (see tall buildings annex for further detail)
Density	150 - 300 dph
Public Realm	Tree planting along Staines Road, New pedestrian North - South link
Open Space	Private courtyards above podium, rear gardens

### Indicative phasing

- 3.26 Scenario 1 and 2, as illustrated on the adjacent plans, show alternative versions of the indicative framework for the site. Scenario 2 illustrates a proposal that includes a multi-storey car park to help meet ongoing town centre car parking need. If studies show that this is not required, then a residential mews is shown as an alternative use.

### Related projects and stakeholders

- 3.27 Key stakeholders will include landowners and occupiers of the existing site. Careful engagement with adjacent residential properties will also be important.
- 3.28 The site can help to meet the car parking needs in the town centre but a town wide car parking study is required to identify the required need and location of this. This project contributes to an overall strategy of improving the environment along this key east/west route which structures Hounslow Town Centre and contributes significantly to the overall impression of the centre.

### Delivery and viability

- 3.29 To the south east and west of the site, along Grove Road is low rise residential properties (2/3 storeys). The north east and west of the site, along Staines Road is more mixed use in nature with commercial uses at ground floor and residential above. To the west of the site is a large single storey gym and to the east a mid rise hotel (7 storeys). The detailed proposals for the site will need to respond sensitively to the low rise existing residential properties to the south east and west.
- 3.30 The site is in a single private sector ownership, however there is an electricity substation on the site that is subject to a lease. There is a public sector asset to the south of the site on Grove Road, Grove Court, which could be considered by the Council for inclusion within a wider scheme. However, there would remain a single privately owned residential property at 75 Grove Road.



Figure 1.32: Illustrative scheme: scenario 1

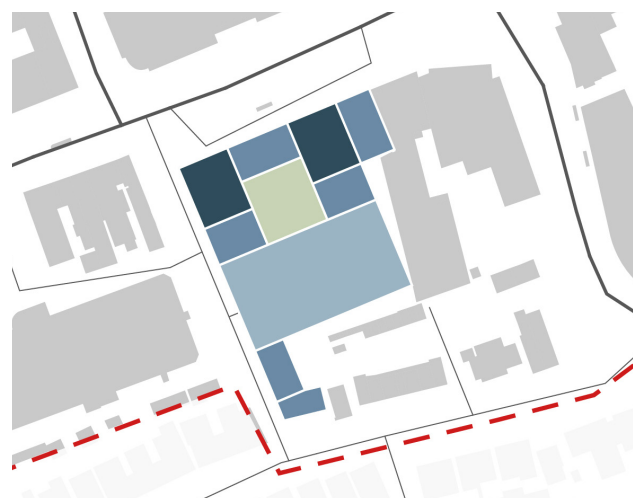


Figure 1.33: Illustrative scheme: scenario 2

# Home Bargains

## Overview and context

- 3.31 The site is located along Staines Road, the primary route through Hounslow Town Centre. The site therefore forms part of the 'early impressions' of the town centre and currently has a negative impact on the perception of Hounslow.
- 3.32 The site is occupied by a large format retail store, with surface car parking sitting in front of this between the building and Staines Road. This type of format is more appropriate for out of town locations. The existing building creates a blank frontage on Hospital Road.
- 3.33 The site creates a gap in the frontage along Staines Road. Staines Road is a mixture of building typologies at this point, with some larger office buildings. The site is located opposite an attractive Victorian former public house.



Photos of the existing site and surrounding streets



Aerial view of existing area

## Key objectives

- Replace the existing out-of-town format store with more appropriate town centre uses.
- Provide new, high quality homes and private outdoor amenity space within a mixed-use, residential-led development.
- Provide commercial floorspace suitable for businesses and community groups based in the town centre towards Staines Road which could be employment, leisure or retail space at ground.
- Development in this area does not need to provide retail on the ground floor, as the town centre strategy is to focus retail uses within the core of the high street.
- Make more efficient use of the land with a compact and permeable block structure.
- Reinstate missing frontages to Staines Road and Hospital Road.
- Provide active residential frontages along Hospital Road and active commercial frontages along Staines Road.
- Sensitively integrate new development with adjacent existing housing scale along Bath Road and Steve Biko Way.
- The site should deliver soft landscaping and tree planting, with both public and private amenity space.
- Improve the quality of the public realm along Staines Road.
- New developments should conform to the predominantly mid-rise character of buildings around the site.
- New development should aim to be car-free apart from disabled parking.



Figure 1.34: Land uses



Figure 1.35: Building footprints

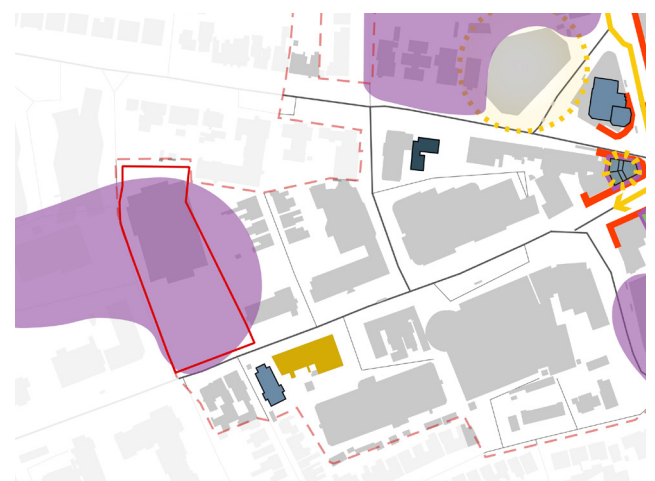


Figure 1.36: Townscape

## Development framework

3.34 Figure 1.37 provides a development framework diagram that illustrates the important objectives for this site as set out above. The framework plan is designed to be indicative and sets out key principles of ground floor land use mix, routes, blocks and important active frontage. Entrances and potential locations for taller buildings are also indicated

## Potential Phasing

3.35 The site could be developed in two phases with either the northern or southern block delivered first. If a car parking solution can be identified, this might enable the existing operator to remain in situ during a first phase of development.



Figure 1.37: Development framework diagram

KEY STATS	
Site area	0.69 Ha
Development	Comprehensive
Phasing	2 Stages
Ground Floor Uses	Office (community uses could also be appropriate here)
Upper Floor Uses	Residential, Office
Building Types	Linear blocks, maisonettes
Suitable Heights	Between 4 - 6 storeys (see tall buildings annex for further detail)
Density	100 - 250 dph
Public Realm	Tree planting along Staines / Hospital Road
Open Space	Private residential courtyards at grade, Play street

### Related projects and stakeholders

- 3.36 Key stakeholders include the landowner, existing occupiers and surrounding businesses and landowners.
- 3.37 This project contributes to an overall strategy of improving the environment along this key east/west route which contributes significantly to the overall impression of the centre.

### Delivery and viability

- 3.38 The site is located on the corner of Staines Road and Hospital Road and consists of two large out of town style retail units with customer surface car parking to the south and service yard to the north both of which are accessed from Hospital Road.
- 3.39 To the east of the site, moving south to north there is a medium rise residential block (5 storeys) and lower rise residential properties (2/3 storeys) on Upton Road. There are also low-rise residential properties to the north. To the west of the site there are a mix of commercial properties including offices and a supermarket as well as a health centre. The proposals will need to respond sensitively to the existing low rise residential properties to the east and north.
- 3.40 The site is in a single private sector ownership (Pension Fund), however there are leases on the two units. Homes Bargains signed in 2019 and are therefore likely to be in situ for a number of years - albeit the lease length is not known. Currently the former Halfords unit is under offer, with a sub-lease from Halfords being offered to 2029.

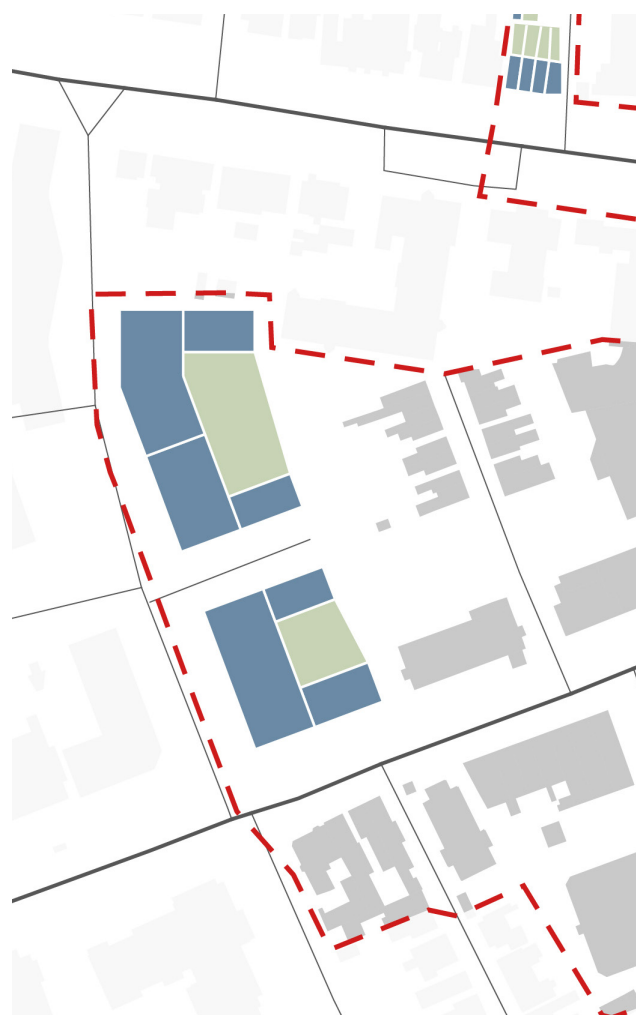


Figure 1.38: Illustrative scheme

# Lampton Road

## Overview and context

- 3.41 The site is located on Lampton Road, the key route between Hounslow Central tube station and the town centre. The site is accessed by vehicles from Bulstrode Road.
- 3.42 The site is occupied by an office building with frontage to Lampton Road and its associated car park behind. The site also includes the surface car park which serves Whitelocke House and service yard areas owned by the Council, some of which are associated with Hounslow House. Although the office is situated to the rear of Hounslow House, the Council office presents an attractive and active facade. The site boundary also includes the service route from Bulstrode Road.
- 3.43 Bulstrode Road has a number of attractive Victorian buildings along it and the scale away from the corner of Lampton Road is suburban. As well as attractive Victorian buildings, the site includes 44-50 Bath Road which is Grade II Listed.
- 3.44 There is a consented 1-3 Bath Road Scheme; a significant mixed-use development across 15 storeys which will provide co-living accommodation above active ground floor uses. The development will also provide enhanced public realm in front of the building to improve visibility and connectivity between the High Street and Hounslow House.
- 3.45 Further to the west there are large areas of underused service yards, car parks and garages, accessed from Corban Road. The study area includes these areas given their current poor environmental quality and potential for more intensive use. Two council owned buildings on Bulstrode Road are also included within the red line.



*Photos of the existing site and surrounding streets*



*Aerial view of existing area*

## Key objectives

- Provide new, high quality homes and private outdoor amenity space as part of residential-led developments.
- New developments should conform to the predominantly mid-rise character of buildings around the site.
- New development will need to respect the scale, character and setting of Hounslow House.
- The site should deliver soft landscaping and tree planting, with both public and private amenity space. A mini-masterplan will be required to design the spaces in a joined-up way and plan access, servicing and routes. Amenity provision should be carefully considered at all phases.
- Provide active residential frontage along Lampton Road whilst improving the quality of the public realm.
- At 'A' (on Figure 1.42 Framework Plan) there may be opportunities for a rooftop extension, that is subservient to Hounslow House, subject to the appropriate technical feasibility and testing of daylight impact on adjacent development.
- At 'B' (on Figure 1.42 Framework Plan) the size of any building plot will need to be subservient to Hounslow House and carefully considered in light of issues of overshadowing and daylight to adjacent buildings. The building should face onto Bulstrode Road and front access to the building should be from this side. All access points should address the routes shown in the framework plan.
- At 'C' (on Figure 1.42 Framework Plan) the redevelopment, reprovision and relocation of parts of the service yard to Hounslow House would enable a more legible route and open space in the centre of the area. If the bike store and plant can be shifted south they could be incorporated within the ground floor of a new infill development opportunity which would help to provide frontage to the pedestrian/cycle route to Bath Road. This route is currently only accessible to employees at Hounslow House. However, by opening up spaces around Bath Road Gospel Hall, this space and route could become more publicly accessible, if private access to Hounslow House is moved to the other side of the building. A route to the eastern side of Hounslow House would also be an option but would require careful design of the servicing to building (A) and (B).
- Longer term opportunities might include the refurbishment and extension of buildings facing Bulstrode Road.



Figure 1.39: Land uses



Figure 1.40: Building footprints

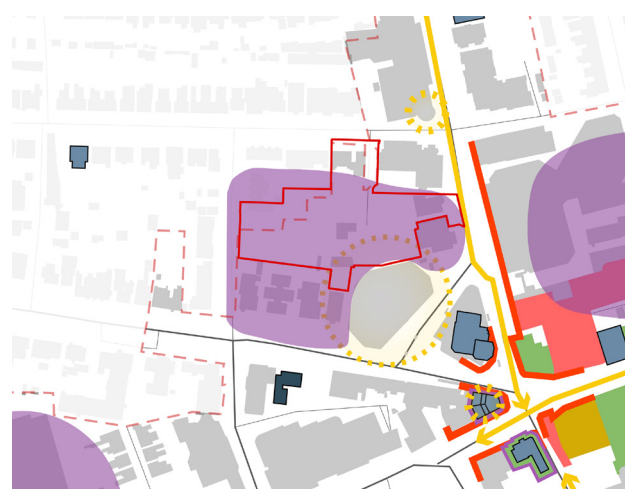


Figure 1.41: Townscape

- Longer term opportunities might include the redevelopment of service yards/car parks towards Corban Road which could deliver a new route through the area, new homes and public space.

**KEY**

- Residential
- Public realm
- Greening
- Active frontage
- Pedestrian access route
- Vehicular access route
- Residential access

**Development framework**

3.46 Figure 1.42 provides a development framework diagram that illustrates the key objectives for this site as set out above. The framework plan is designed to be indicative and sets out key principles of ground floor land use mix, routes, blocks and important active frontage. Entrances and potential locations for taller buildings are also indicated.

**Potential Phasing**

3.47 The phasing of the project could occur in multiple phases. The eastern side of the service road is a logical parcel that could be delivered in one phase. Any opportunities to the west of the service yard are likely to come forward in the longer term, or help to enable development on the eastern side.

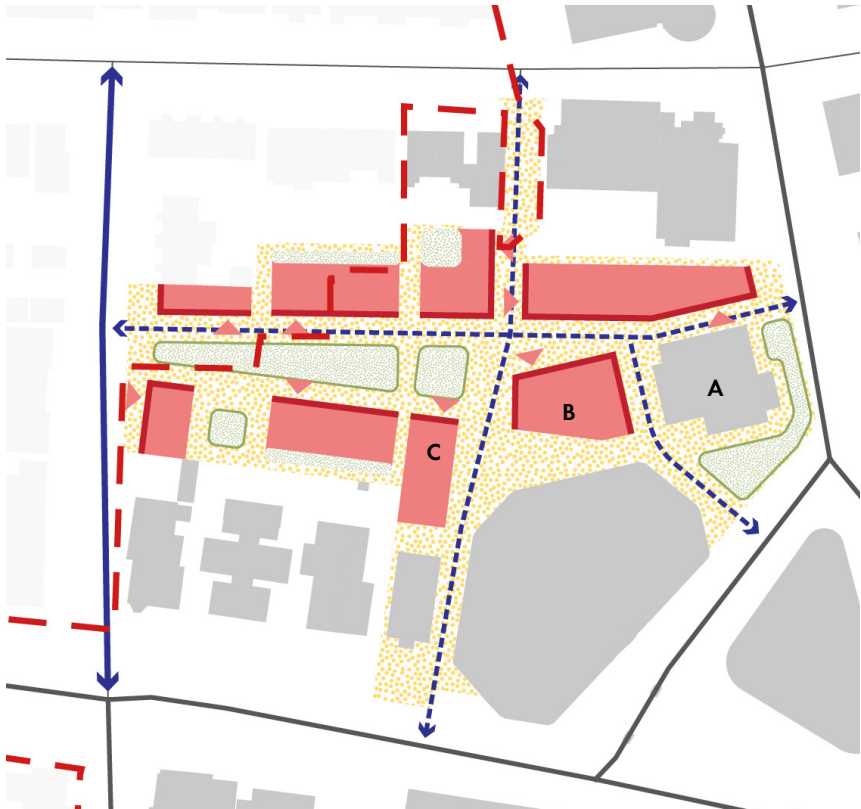


Figure 1.42: Development framework diagram

KEY STATS	
Site area	0.75 ha
Development	Comprehensive
Phasing	Multiple phases
Ground Floor Uses	Residential
Upper Floor Uses	Residential
Building Types	Linear blocks, maisonettes, town houses
Suitable Heights	between 4 - 6 storeys, with potential for tallest elements on Lampton Road (see tall buildings annex for further detail)
Density	100 - 150 dph
Public Realm	Tree planting along Lampton Road, joined-up material palette and design across multiple phases
Open Space	Residential courtyards at grade and centralised green amenity spaces between blocks. Potential pocket park to south of block A.

### Related projects and stakeholders

- 3.48 Key stakeholders include the landowner, existing occupiers and surrounding businesses and landowners.
- 3.49 This project contributes to an overall strategy of improving the environment along Lampton Road which contributes significantly to the overall impression of arriving at the town centre.

### Delivery and viability

- 3.50 The site to the east of the service yard is in two private sector ownerships which are being actively explored as development opportunities. The Council owns part of the service yard areas which could be used to help enable a more comprehensive redevelopment of these areas.

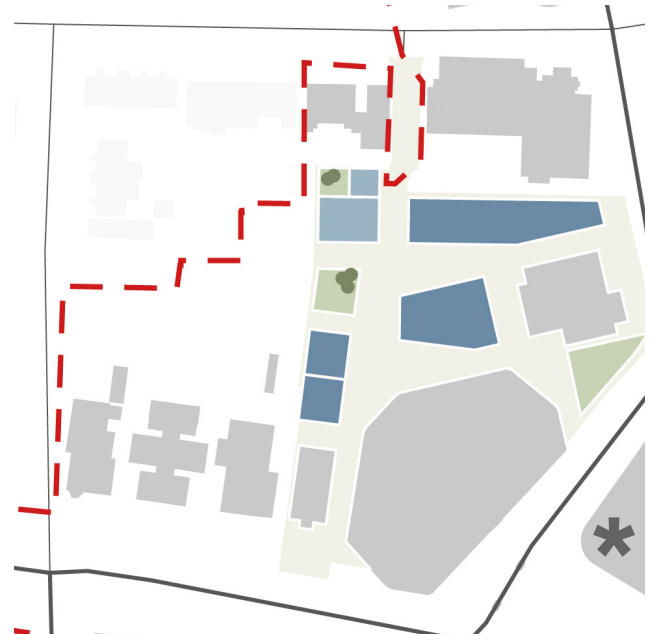


Figure 1.43: Illustrative scheme - earlier phases

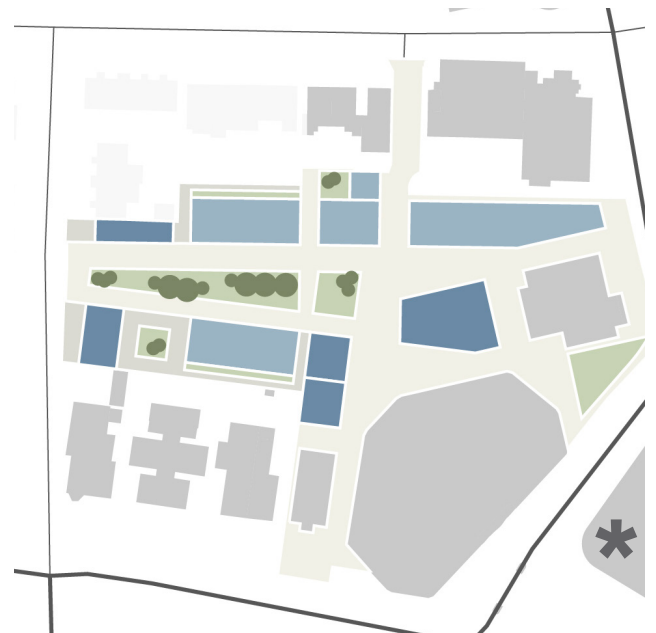


Figure 1.44: Illustrative scheme - longer term opportunities

The consented scheme for 1-3 bath road is illustrated by a \* on the basemap for context

# Eastern arrival

- 3.51 A cluster of sites on the eastern side of Hounslow town centre are included within this document. The key objectives for these sites will be applicable to other sites that come forward in this area, acting as guiding principles for other development sites within this zone.
- 3.52 The yellow zone indicated on the adjacent plan is an illustrative area focused around Kingsley Road and London Road/ High Street as key arrival points to the town centre on the eastern side. This zone highlights a number of significant opportunities including the potential future redevelopment of the bus station. The redevelopment of this site in particular would have a huge impact on the quality and sense of character of this area.
- 3.53 The following key objectives have been identified for development and public realm projects that come forward in this area:

## Key objectives

- Improve the sense of arrival at the town centre via Hounslow East, Kingsley Road and London Road.
- Create a greater sense of intensity, enhancing the existing community with more residents to support new shops and services, and more attractive streetscape on Kingsley Road.
- Explore opportunities for new development and infill development that repairs the edges of sites and raises the quality of the area.
- Provide new, active frontages along London Road and Kingsley Road with wider pavements and improved crossings to the tube station.
- Explore opportunities to provide new public spaces at this end of the High Street. Soften the overly hard landscaped environment along London Road.
- New developments should respect the modest scale of Kingsley Road and manage the transition in height towards taller buildings along London Road and to the west.
- New developments along High Street should be of an appropriate scale that is in keeping with the townscape of existing High Street buildings - with opportunity for taller elements towards the rear of sites.

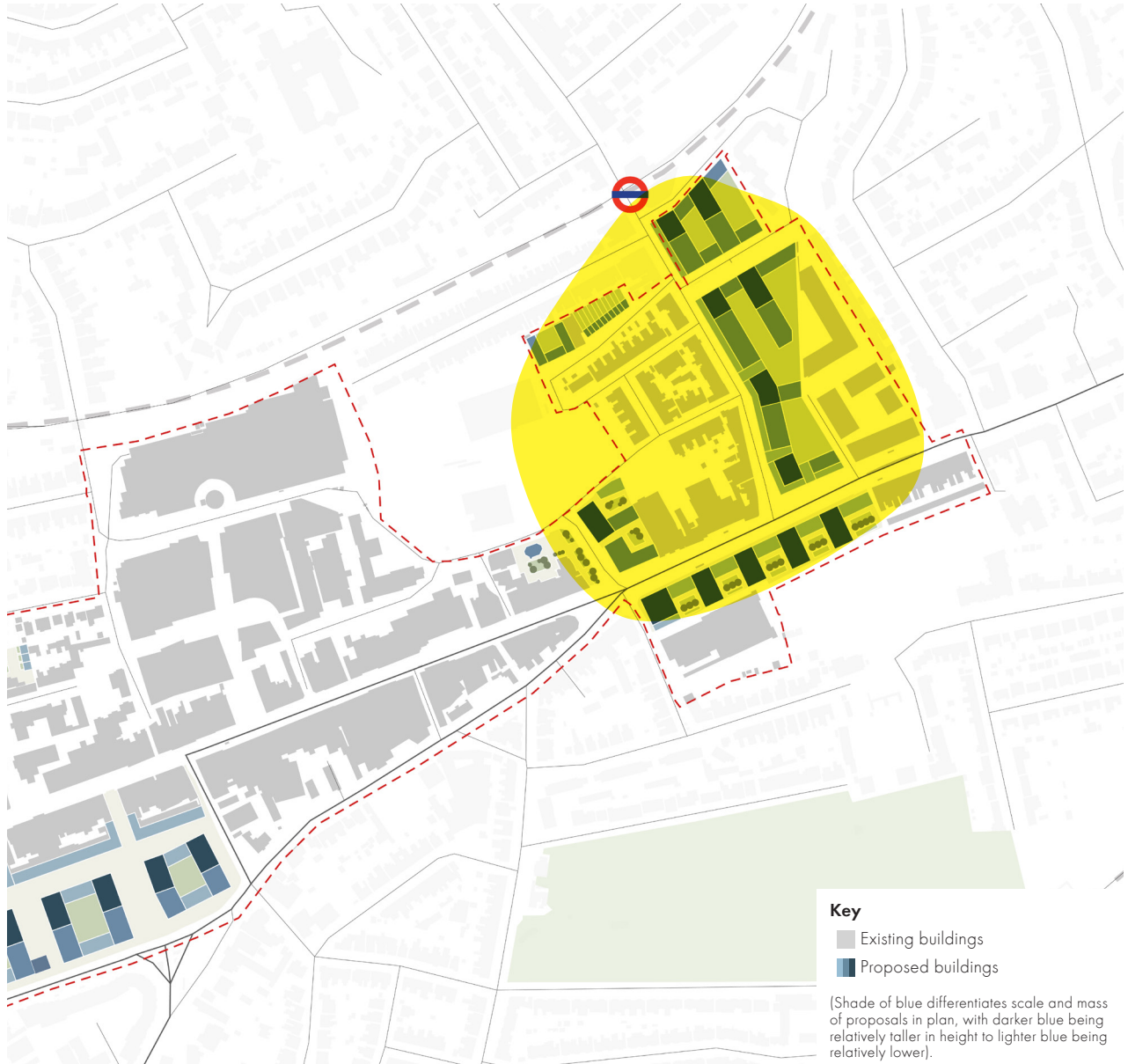


Figure 1.45: Indicative development framework - Western arrival

# Hounslow Bus Garage

## Overview and context

- 3.54 Hounslow Bus Garage site is located to the east of the town centre and runs between Hounslow East Station to the north and London Road to the south. The site is currently occupied by a large bus garage and associated serve areas. There is also a bus station building, publicly accessible on the corner of London Road and Kingsley Road. The station building itself is an Art Deco landmark given its corner location and the distinctive curved facade, with attractive signage and brick detailing. The bus garage and associated waiting area creates gaps in the frontage along London Road and Kingsley Road, and is extensively hard landscaped which have a negative impact on the character of the street.
- 3.55 The rest of the site area contains a frontage of shops and service uses within two and three storey buildings along Kingsley Road, leading to Hounslow East Tube station at the bridge. Behind this frontage is a surface car park to serve the station.
- 3.56 These uses have created a large, impermeable block with one east to west poor quality pedestrian route connecting North Drive to Kingsley Road.
- 3.57 The lower scale houses to the northeast of site will be sensitive to new developments.



Photos of the existing site and surrounding streets



Figure 1.46: Land uses

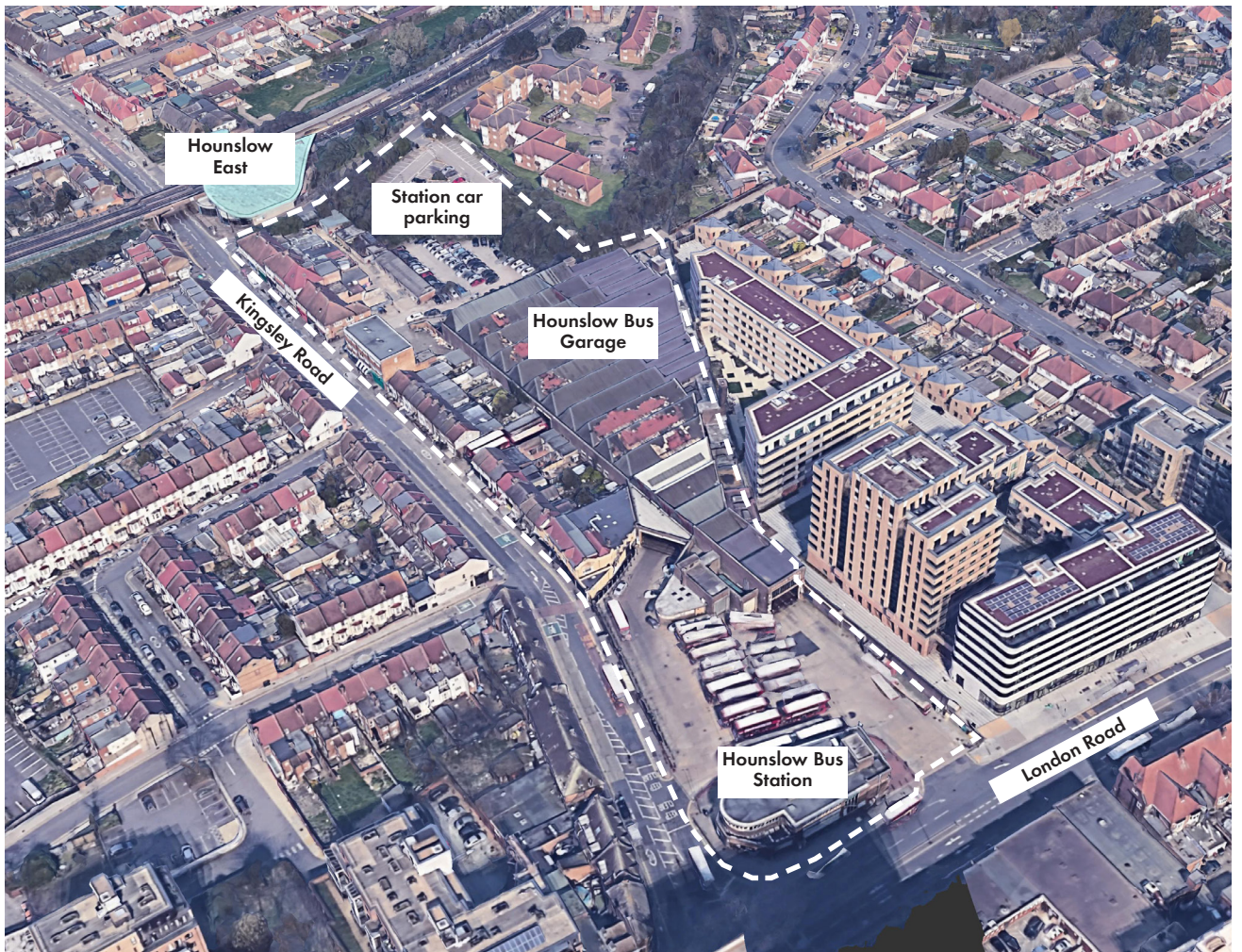


Figure 1.47: Aerial view of existing area



Figure 1.48: Building footprints



Figure 1.49: Townscape

## Townscape analysis - Kingsley Road and the bus station site

- 3.65 The terraces on the east side of Kingsley Road are in very poor condition, with many unsympathetic alterations and signs of long-term neglect. A case could be made for a comprehensive refurbishment – on the grounds of conserving embedded carbon – or alternatively redevelopment of greater density and much higher quality.
- 3.66 The bus station including the garage to the rear were built in 1954 to designs by London Transport. They show the influence of the pre-war buildings designed for LT by Charles Holden and others. They are characterful buildings and local landmarks. They appear to be reasonably well preserved externally. If these buildings are able to be retained as part of a future masterplan for the site by applicants, they could be re-purposed, serving to conserve and enhance town centre character as parts of ‘everyday’ heritage.
- 3.67 An assessment of the built fabric on Kingsley Road (see adjacent drawing) has been carried out to help identify opportunities as the area evolves:
1. Opportunity for building improvement – including substantial remodelling or redevelopment
  2. Opportunity for facade improvement – restoring missing architectural features or introducing a more appropriate shopfront
  3. Good quality building with potential for further works of preservation or enhancement
- 3.68 New developments should provide street level views from different perspectives and provide a clear rationale for the distribution of building heights within the townscape.



Figure 1.50: Photos of the existing bus garage



Three storey postwar building served with retail and flats above.

KEY

- Opportunity for building improvement
- Opportunity for facade improvement
- Good quality building



An interwar, symmetrical group three storeys flanked by two storey wings. Retail with perhaps residential units above. Much of these buildings have been altered, though one Crittall window remains.



Gap in frontage - Hounslow Bus Depot



Two storey late 19th century terraces, mostly residential with much of it altered - including rendered or pebble-dashed façades



Two storey building with pastel yellow render, and gables with much of it altered. It was Formerly the Duke of Wellington public house.



Two storey late 19th century cottage style terraces, mostly retail, and heavily altered - including doors, windows, roofs, and boundary walls.



Hounslow Bus Garage is a pair of distinctive and well-crafted buildings characteristic of London Transport's design pedigree. In the inter-war period London Transport created an outstanding body of work, with great attention paid to architecture, graphic design and advertising. The best buildings of this period are all listed. Hounslow's bus station is later (1954) but is in the same spirit and aesthetic as the pre-war buildings. The clean modernist lines, curved corner, integrated signage and attention to detail and proportion are characteristic of the period. The garage and the bus station are believed to have been built at the same time and have group value. In addition to their artistic value, the buildings also have community significance having been used by generations of Hounslow residents over the past seven decades. They hold community value. In addition, the bus station is in a prominent position at the end of the High Street. Its distinctive design makes it a local landmark.

## Indicative development framework

3.58 The adjacent development framework diagram illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

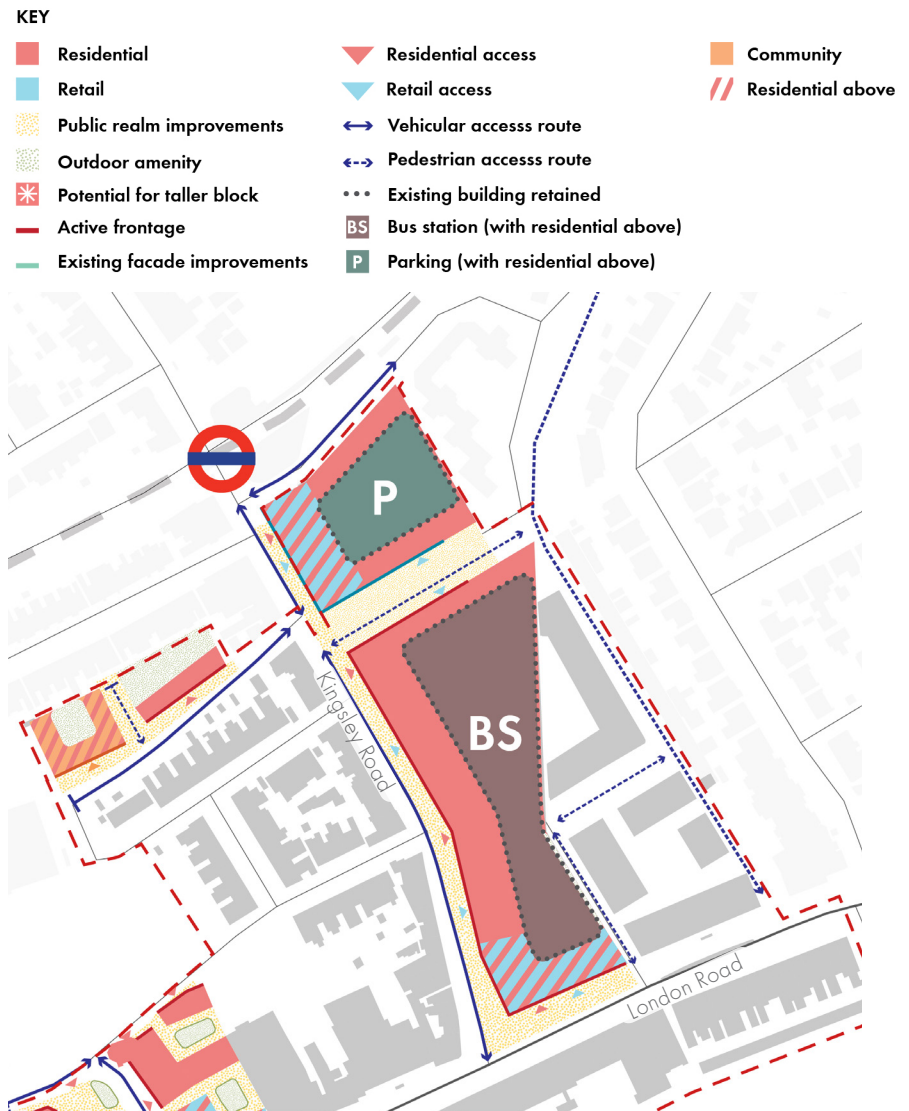


Figure 1.51: Development framework diagram

KEY STATS	
Site area	2.12 Ha
Development	Comprehensive
Phasing	2 + Stages
Ground Floor Uses	Retail (or community uses), Residential, Bus garage and car parking within podium
Upper Floor Uses	Residential
Building Types	Perimeter blocks / Dual aspect linear blocks
Suitable Heights	A range of between 3 and 25 storeys, with taller elements closer to London Road and set back where possible (see tall buildings annex for further detail)
Density	400 - 450 dph
Public Realm	New public open space, new tree lined streets
Open Space	Private courtyards and garden

## Key objectives

- Retention of bus station, ensuring continuity of operation.
- Providing new, high quality homes and private outdoor amenity space (potentially above podia) within a mixed-use, residential-led development to the north of the site and above the bus garage.
- New development should be car-free aside from disabled parking.
- Provide a better interface between new and existing housing, particularly facing Ironmonger Court, Osters Court and Charter Place.
- Reinstate missing frontages along London Road and Kingsley Road.
- Provide new, active frontages along London Road and Kingsley Road with a more compact retail parade closer to Hounslow East Station and London Road.
- Improve east - west permeability across the site through open air routes.
- Potential to integrate the existing surface car park for Hounslow East Station within the new development, if required.
- Provide a more attractive public realm and arrival experience from Hounslow East Station along Kingsley Road.
- Soften the overly hard landscaped environment along London Road.
- New developments should respect the modest scale of Kingsley Road and manage the transition in height towards taller buildings along London Road and to the west.
- Subject to agreement between TfL, LBH and landowners of the Charter Place development, the southern section of Old Meadow Lane has the potential to become a two-sided street.
- New vehicular access points should be provided from Kingsley Road and London Road.
- Retain town centre car parking for blue badge commuters.

## Phasing

3.59 Alternative scenarios with a less comprehensive development response were considered. These provide an opportunity to retain the existing frontage on Kingsley Road but could only be delivered if the bus station and garage were able to be re-provided elsewhere. Following engagement on the draft masterplan, this approach has been removed as the retention of the bus station on-site is a key requirement of any proposals.



Figure 1.52: Illustrative scheme

## Related projects and stakeholders

- 3.60 Key stakeholders for this site include TfL and RATPDev - in terms of the bus garage, surface car parking and relationship with the tube station. Careful communication and joint working with landowners and businesses along Kingsley Road will be required.
- 3.61 Related projects include the need for a comprehensive town centre car parking review, to help determine the future required location for car parking spaces within the town centre.

## Delivery and viability

- 3.62 Current uses include an operational TfL and RATPDev bus garage and bus station, two surface car parks and retail units that front onto Kingsley Road.
- 3.63 A scheme is currently being developed by TfL for the site. TfL and RATP are a principal land owner, however the ownership is extremely complex with there being 30 different private/3rd sector ownerships on the site. This includes the retail units that front onto Kingsley Road which are mostly in private ownership.
- 3.64 Given the absence of any current Council ownership on the site the Council have a limited ability to directly influence the scale and nature of the proposals beyond a role as planning authority.

### Precedent example

The scheme offers shops at ground floor facing the street and concealing the larger industrial ground floor space embedded towards the rear with residential units above. The use of a setback upward extension allows the building to benefit from more floor space, whilst still blending in with its mid-rise surrounding context.



Unite and Travis Perkins © Cooley Architects

# Kingsley Road

## Overview and context

- 3.69 The site is located just behind Kingsley Road shops, accessed via a short road to the west of the street. The site is occupied by a non-residential institution - Hounslow Youth Centre. This is a single storey building that is a valued community facility, well located adjacent to Kingsley Academy.
- 3.70 The remainder of the site is Kingsley Road public car park, owned and operated by the London Borough of Hounslow. The site has no permeability though the site and is completely hard landscaped.
- 3.71 The surrounding context is made up of two storey attractive Victorian terraced streets to the north and south, and Kingsley Academy to the west. There is a back to front relationship with adjacent terraces where the existing car park has no active frontage facing towards it.



Photos of the existing site and surrounding streets



Aerial view of existing area

## Key objectives

- Retention and enhancement of the existing community facilities, or relocation to an appropriate nearby town centre site.
- Subject to retention/enhancement of the community facilities, there is the potential for this site to be redeveloped for sensitively scaled residential development.
- Any redevelopment should be of moderate scale to respect the context of the surrounding low rise residential neighbourhood ranging between 2 and 3 storeys.
- The site sits at a close proximity to Kingsley Academy and the scale of any future relationship will need to be carefully considered.
- A pedestrian route should be provided into the site from Kingsley Road, and also through a small passage to Myrtle Road.
- Vehicle access to be provided from Kingsley Road.
- New development should be car-free aside from disabled parking.



Figure 1.53: Land uses



Figure 1.54: Building footprints



Figure 1.55: Townscape

### Indicative development framework

3.72 The adjacent development framework diagram illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.



Figure 1.56: Development framework diagram

### Indicative phasing

3.73 The site could be delivered in two phases, with the eastern or western portion of the site delivered first. A phasing strategy might help to deliver continuity in terms of any future community use.

KEY STATS	
Site area	0.4 Ha
Development	Comprehensive / infill
Phasing	2 Stages
Ground Floor Uses	Community (reprovided community centre), residential
Upper Floor Uses	Residential
Building Types	Dual aspect linear blocks, terraced houses, maisonettes
Suitable Heights	between 3 and 5 storeys, with taller elements towards the west of the site (see tall buildings annex for further detail)
Density	80-100 dph
Public Realm	Tree planting within site
Open Space	Private rear gardens

## Related projects and stakeholders

- 3.74 Key stakeholders include the existing users of the youth centre and surrounding residential properties.

## Delivery and viability

- 3.75 The Kingsley Road site is currently occupied by a low-rise youth centre and surface level car park. The site is accessed via Kingsley Road and is bound to the north and south by low rise (2/3 storey) residential properties. Detailed designs will need to consider the proximity of these low-rise properties in relation to the massing and heights of the proposals.
- 3.76 The freehold of this site is owned by London Borough of Hounslow, however there is a small electricity substation at the eastern edge of the car park that is on a lease to an operator. Engagement would need to be undertaken with the Youth Centre operators to fully understand their requirements from new community space provided.
- 3.77 Conclusions and next steps: This site is in Council ownership and therefore the Council can determine both the nature and pace of development. The Council would be open to conversations with adjacent landowners to coordinate development proposals.



Figure 1.57: Illustrative scheme



*Ely Court © Alison Brooks Architects - The infill development of the South Kilburn Estate reinstates the historic block and street pattern of the area while free-standing mid-rise blocks manage the transition in scale from a low terrace street to a four storey parade.*

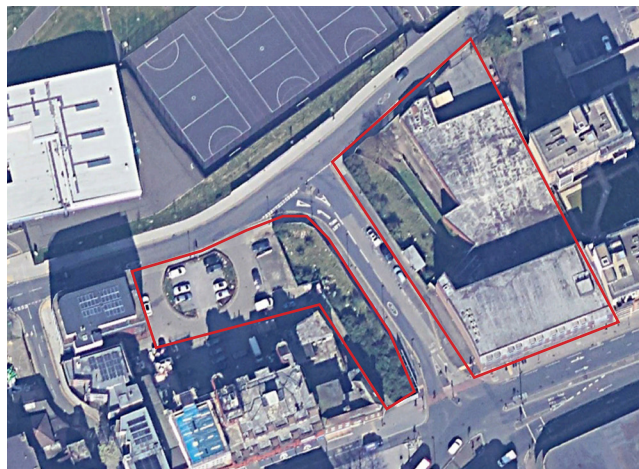
# Euro House and Prince Regent Road

## Overview and context

- 3.78 Euro House is an existing office building on the High Street with retail units at ground floor. It is currently vacant.
- 3.79 The site immediately abuts a residential redevelopment to the east off Branwell Road. This reaches 9 storeys on the High Street, and 6 storeys to the rear.
- 3.80 Despite proximity to the High Street, Prince Regent Road lacks a clear frontage, and comprises a number of vacant or under developed “backland” sites.



Photos of the existing site and surrounding streets



Aerial view of existing area

## Key objectives

- Residential-led mixed-use redevelopment, which provides strong and active frontage to High Street and Laurence Road
- Class E uses facing the High Street (ideally retail, or eating and drinking). These should be serviced from the High Street.
- Development of an appropriate scale that is in keeping with the townscape of existing High Street buildings - with an opportunity for taller elements towards the rear of the site.
- Provision of active residential frontages to Prince Regent Road and investment in the public realm.
- Deliver private amenity space for residents.
- Development should be car free in this accessible, central site.
- Public realm investment should enhance the sense of a green connection from Prince Regent Road along Laurence Road to a new 'rain garden' on the High Street. The western side of Laurence Road could be challenging to develop given the existing windows overlooking the road at 80 High Street, although design solutions might overcome this issue.



Figure 1.58: Land uses



Figure 1.59: Building footprints



Figure 1.60: Townscape

## Indicative development framework

3.81 The adjacent development framework diagram illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

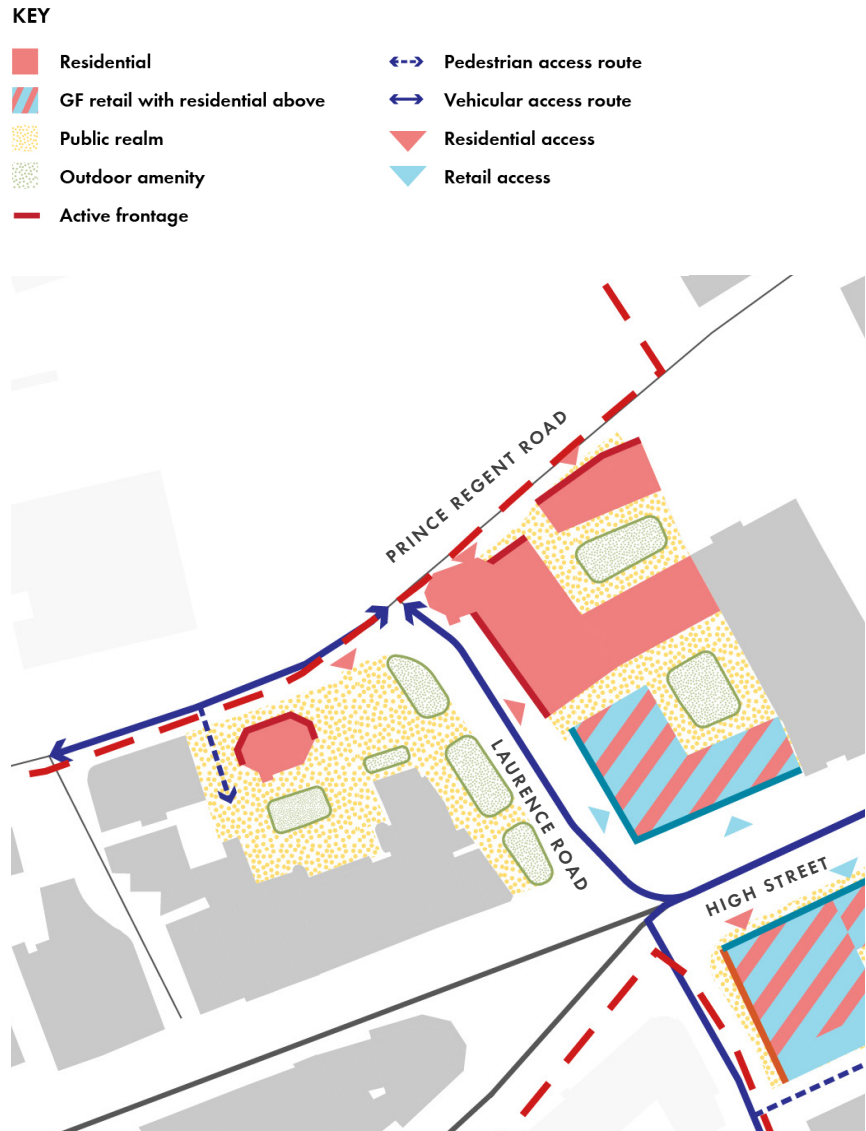


Figure 1.61: Development framework diagram

### KEY STATS

Site area	0.5 ha
Development	Comprehensive
Phasing	Multiple phases
Ground Floor Uses	Retail to High Street, and residential to Prince Regent Road
Upper Floor Uses	Residential
Building Types	Dual aspect linear blocks, terraced houses, maisonettes
Suitable Heights	Between 4 and 16 storeys, with taller elements to the rear of the High Street as illustrated. (see tall buildings annex for further detail)
Density	200 - 250 dph
Public Realm	Tree planting within site
Open Space	Private courtyards

### Indicative phasing

3.82 The site is likely to come forward in two phases, with the vacant plot to the rear of Euro House as a first phase.

### Related projects and stakeholders

3.83 The Council will work with landowners and developers to coordinate development proposals with improvements to the High Street. Proposals for this site must work cohesively with emerging proposals for 1-83 High Street.

### Delivery and viability

3.84 The existing use of the Euro House building will be a key consideration in shaping the phasing of proposals. The mix of uses proposed is considered to be an attractive commercial proposition in the context of the site's central location.

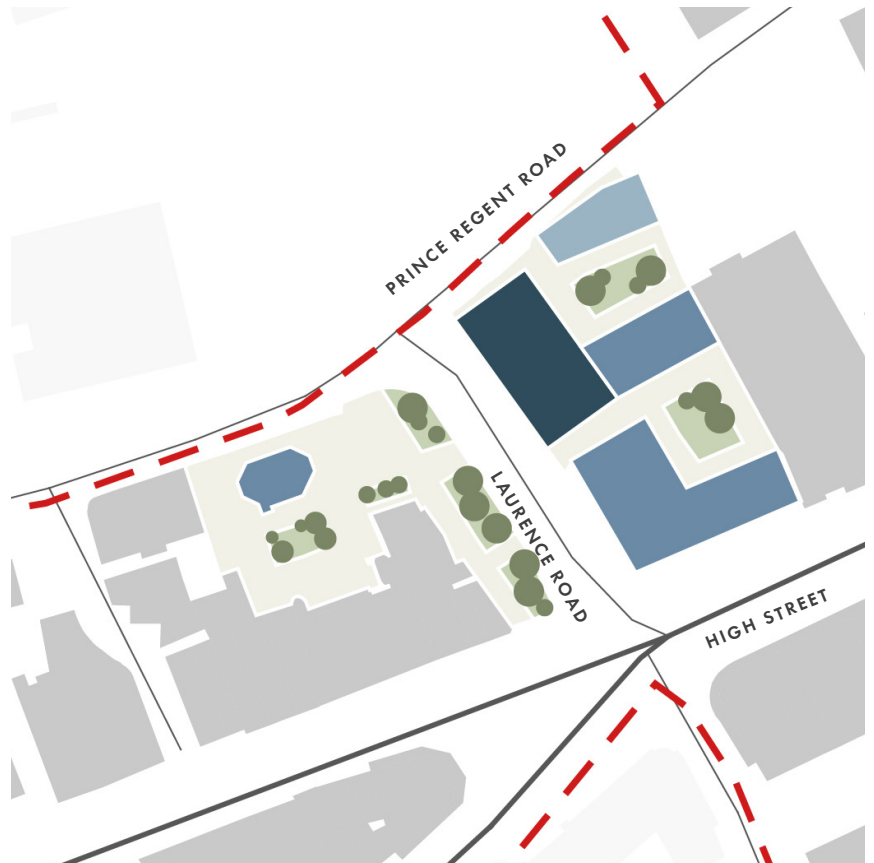


Figure 1.62: Illustrative scheme

# 1-83 High Street

## Overview and context

- 3.85 1-83 High Street is an existing commercial building, with ground floor retail units with first floor storage and commercial spaces. The site currently has a long linear service yard with car parking spaces to the south.
- 3.86 The site immediately abuts Hounslow Town Primary School to the south and provides a long length of frontage to the high street to the northern edge. The building is poor quality and has a negative impact on the quality of the environment in this part of the High Street.



Photos of the existing site and surrounding streets



Aerial view of existing area

## Key objectives

- Redevelopment to maintain vibrant and active frontage to the High Street.
- Comprehensive redevelopment is preferred to change the site layout, to enable the quality of the environment to the rear of the building to be improved, alongside the High Street frontage.
- Class E uses facing the High Street (ideally retail, or eating and drinking). The servicing of these units will need to be planned carefully so as to ensure the environment to the rear of the building (at the edge of the school site) is a good quality environment. Cycle Super Highway C9 is planned along this route and will prevent servicing from the High Street. Servicing of this site will need to be carefully designed with innovative solutions found.
- There is an opportunity for a taller elements to mark the corner at the junction with School Road and to help bookend the eastern end of the High Street and junction with Kingsley Road. Any tall building must be of exceptional design quality, of an elegant design, consider how it can 'give back' to the wider community, and must be designed to consider other potential future tall buildings on surrounding sites (see tall buildings annex for principles).
- The shoulder height of development should be of an appropriate scale that is in keeping with the townscape of existing High Street buildings.
- Charter Place is a useful precedent for a high quality, high density development which has been achieved in the local area locally
- The site can deliver a significant number of residential units, with regular access points from the High Street, to add activity and animation.
- Deliver appropriate levels of private amenity space for residents.
- Development should be car free in this accessible, central site.
- Public realm investment should enhance the environment on this part of the High Street.



Figure 1.63: Land uses



Figure 1.64: Building footprints



Figure 1.65: Townscape

### Indicative development framework

3.87 The adjacent development framework diagram illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

#### KEY

- Residential
- GF retail with residential above
- Public realm
- Outdoor amenity
- Active frontage
- Pedestrian access route
- Vehicular access route
- Residential access
- Retail access



Figure 1.66: Development framework diagram

#### KEY STATS

Site area	0.79ha
Development	Comprehensive
Phasing	a single phase
Ground Floor Uses	Retail to High Street and community use at corner
Upper Floor Uses	Residential
Building Types	Dual aspect linear blocks
Suitable Heights	Between 4 - 18 storeys (see tall buildings annex for further detail)
Density	300 - 500dph
Public Realm	Tree planting and landscaping along High Street
Open Space	Private terraces and balconies

### Indicative phasing

3.88 The site is likely to come forward in a single phase.

### Related projects and stakeholders

3.89 The Council will work with landowners and developers to coordinate development proposals with improvements to the High Street. Proposals for this site must work cohesively with emerging proposals for Euro House.

### Delivery and viability

3.90 Any developer will need to work with individual businesses to establish the length of leases and consider the delivery process.

3.91 Comprehensive redevelopment is the preferred approach.

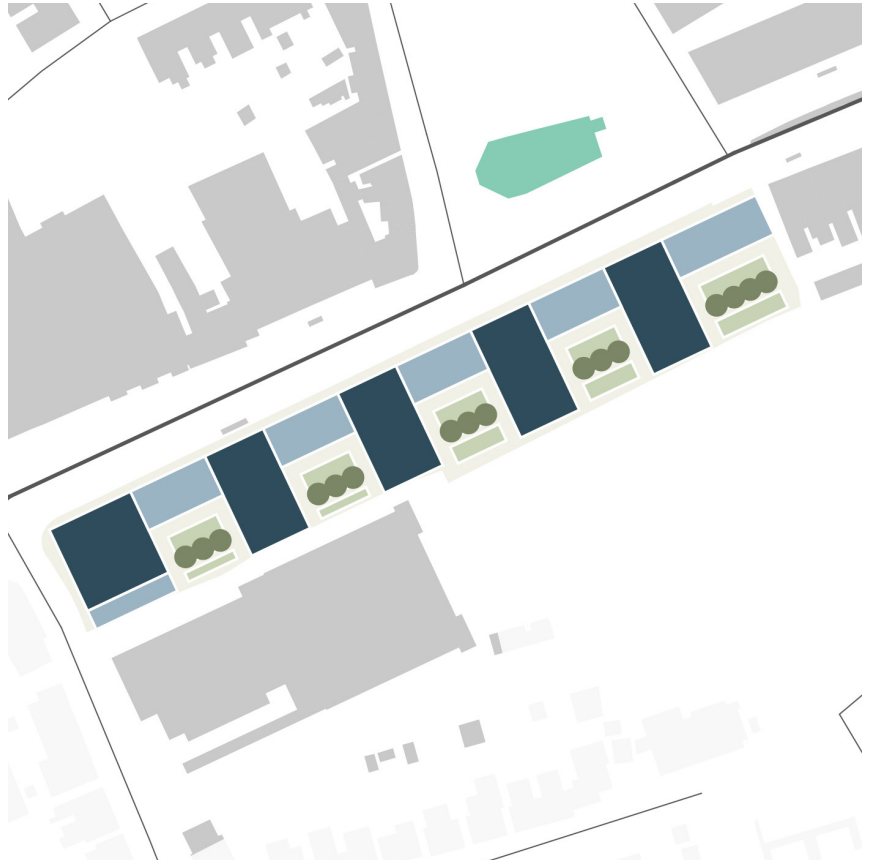


Figure 1.67: Illustrative scheme:

# Montague Road

## Overview and context

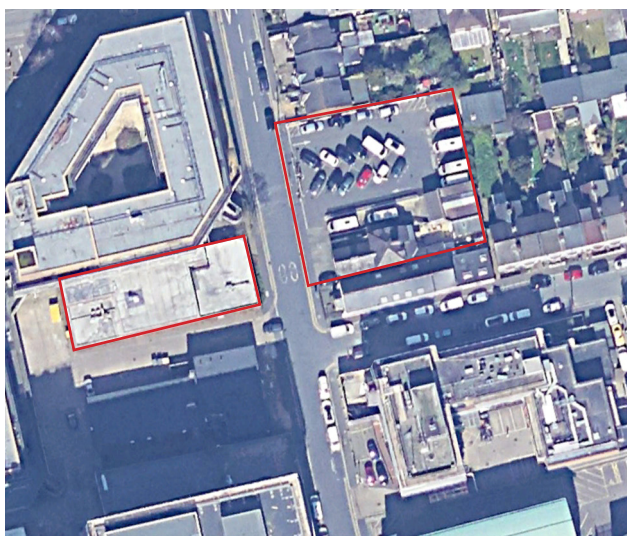
3.92 The Montague Road site contains parcels of land to the east and west of Montague Road. To the west, Montague Hall is included as a Council owned asset. It is no longer in use as a community hall and is a stand-alone space currently used as an adult substance misuse recovery service.

3.93 To the east of the road the site boundary includes a small Council owned surface car park (Montague Road East) and the former St Johns Ambulance Hall/Hounslow Community Transport.

3.94 To the immediate north and east of the site the scale of the context is attractive two storey residential streets. The scale rises to the south towards the high street, with larger office buildings on the western side of Montague Road.



Photos of the existing site and surrounding streets



Aerial view of existing area

## Key objectives

- As a stand alone parcel the western side of Montague Road (Montague Hall) is undevelopable given the adjacent windows, overlooking and service yards. The building will be better for re-use or as part of a longer term redevelopment project of a larger area.
- On the eastern side of Montague Road a residential scheme should deliver new town houses or stacked maisonettes and a mews development behind.
- Any development must be of an appropriate scale in the context of the adjacent Victorian terraced streets and locally listed buildings to the south
- Any mews style development must take into account the potential impact of overlooking, daylight and amenity of the adjacent homes.
- New development must provide active frontage along Montague Road
- Private amenity spaces should be delivered as front and rear gardens
- Development should be car free. The Council is working on a Parking Strategy (emerging) to address the Council owned car parks / parking provision in the town centre.



Figure 1.68: Land uses



Figure 1.69: Building footprints

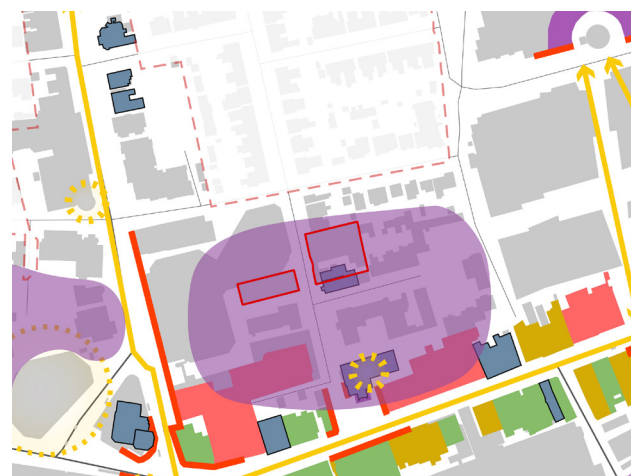


Figure 1.70: Townscape

### Indicative development framework

3.95 The adjacent development framework diagram illustrates the important objectives for this site as set out above. The framework sets out key principles of ground floor land use mix, routes, blocks and important active frontage which development proposals should adhere to. Optimal entrance locations are also identified and proposals should seek to maximise the provision of public and private outdoor amenities. Note: the framework diagram is designed to be indicative rather than prescriptive about the exact form of development and distribution/mix of land across the site.

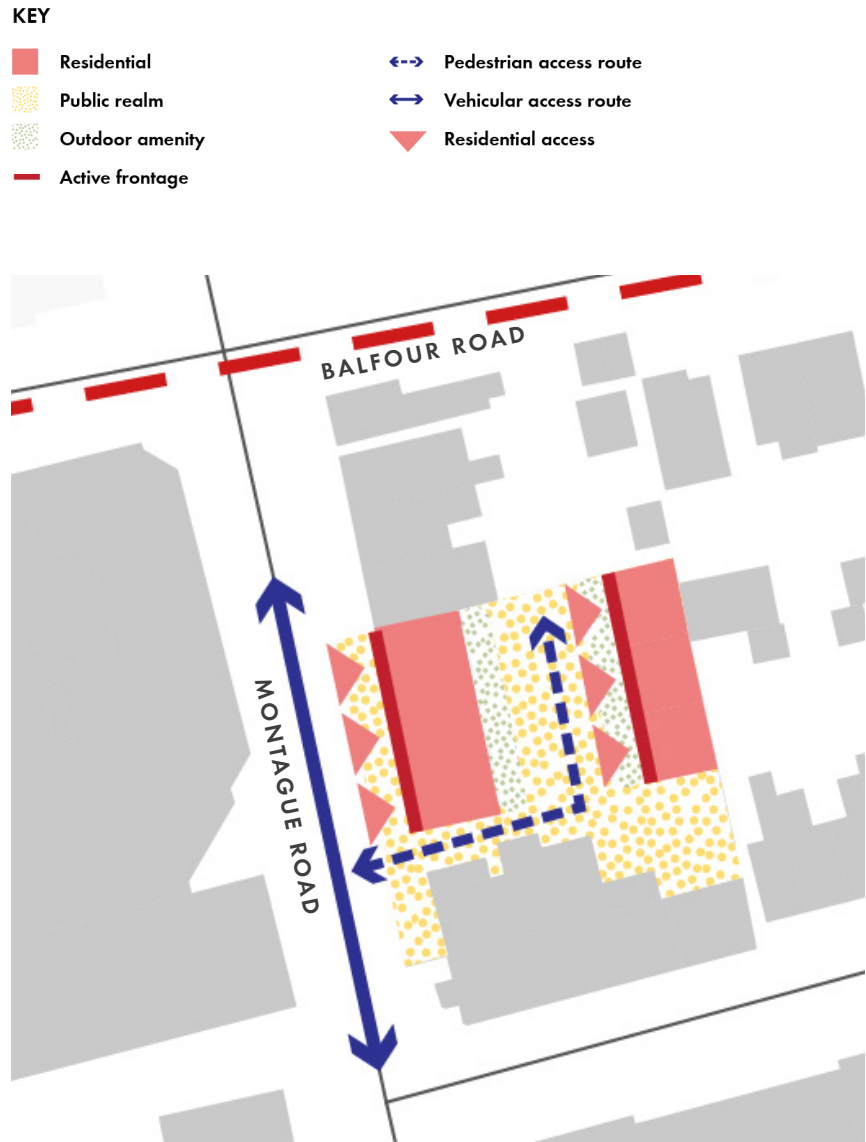


Figure 1.71: Development framework diagram

### KEY STATS

Site area	0.18 ha
Development	Eastern side of the road as comprehensive development
Phasing	1 stages
Ground Floor Uses	Residential with potential for live/work space
Upper Floor Uses	Residential
Building Types	Town houses or stacked maisonettes, mews
Suitable Heights	Between 2 - 4 storeys (see tall buildings annex for further detail)
Density	30-50 dph
Public Realm	Tree planting and private gardens within site
Open Space	Private gardens and access

### Indicative phasing

- 3.96 The site is likely to come forward in one phase. Later phases of development in this area could include the western side of Montague Road as part of a more comprehensive development project.

### Related projects and stakeholders

- 3.97 The Council would be open to conversations with adjacent landowners to coordinate development proposals or larger parcels of land on the east or west side of Montague Road.

### Delivery and viability

- 3.98 The public ownership of these sites means that there is no assembly required. Residential use on this site is considered to be an attractive commercial proposition in the context of the site's central location.



Figure 1.72: Illustrative scheme





**Allies and Morrison  
Urban Practitioners**

85 Southwark Street  
London SE1 0HX

telephone  
facsimile  
web

020 7921 0100  
020 7921 0101  
[alliesandmorrison.com](http://alliesandmorrison.com)