

HOUNSLOW LOCAL PLAN 2020 – 2041

Proposed Submission Version (Regulation 19)

July, 2024

CHAPTER TWELVE: SITE ALLOCATIONS



**London Borough
of Hounslow**

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SITE ALLOCATIONS - INTRODUCTION

Introduction

The London Borough of Hounslow has prepared a new Local Plan which plans positively for future development in the borough. The Local Plan sets out a spatial strategy for the borough, in order to meet the needs of existing and future residents with a range of housing choices, businesses with employment space to grow, and access to healthy lives and social infrastructure, such as schools and open space. A significant proportion of the borough's growth will be delivered in the Great West Corridor (GWC) Opportunity Area and the part of the Heathrow Opportunity Area located in the West of the Borough (WoB).

The Local Plan allocates sites in order to accommodate development needs over the plan period, allocating a total of 96 sites. Together with other sources of supply including sites with planning permission, and small sites such as those on the Brownfield Land Register, sufficient sites have been identified to enable the borough to positively meet and exceed its London Plan housing target and identified employment land needs, and secure land for infrastructure to support the anticipated level of growth. The Site Allocations are principally derived from the Site Allocations and Capacity Assessment update (2024) which sought to review the full range of potential sources of growth, as well as the Great West Corridor Masterplan (2020) which also forms part of the evidence base for the Local Plan.

While developing the Local Plan, in response to the London Plan and in order to identify the additional capacity to accommodate growth in Hounslow, the Council undertook a Housing and Economic Land Assessment known as the Site Allocations and Capacity Assessment (SACA 2024 update). This study drew from a wide range of sources, including re-appraisal of GLA SHLAA 2017 sites, masterplans for the GWC, publicly owned land, sites where planning permission has already been granted and a review of adopted and draft site allocations. This has taken a staged approach in identifying all possible sites, and then assessing sites in line with the national Planning Practice Guidance (PPG)¹ on Housing and Economic Land Availability Assessment.

The SACA identified a total of over 500 sites in the borough for assessment, of which a total of 96 sites have been allocated. This resulted in a total identified capacity of 16,250 homes from site allocations (or 15,600 accounting for a 4% lapse rate, based on past trends).

Policy Background

The National Planning Policy Framework (NPPF)² provides the overarching national planning guidance on Local Plan making and identification of sites for allocation. The NPPF requires that a Local Plan must contain strategic policies for Housing (NPPF 2023 paragraph 20) which look ahead over the minimum 15 year period, and should identify sufficient sites to deliver the strategic priorities of the area. Elsewhere, it states that:

“Strategic policy-making authorities should have a clear understanding of the land available in their area through the preparation of a strategic housing land availability assessment. From this, planning policies should identify a sufficient supply and mix of sites, taking into account their availability, suitability and likely economic viability” (NPPF 2023 paragraph 69)

Planning Policies should:

- “give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, and support appropriate opportunities to remediate despoiled, degraded, derelict contaminated or unstable land.

- promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained and available sites could be used more effectively.

- take a proactive role in identifying and helping to bring forward land that may be suitable for meeting development needs, including suitable sites on brownfield registers or held in public ownership.

- support development that makes efficient use of land.” (NPPF 2023, paragraphs 124-128)

The government's National Planning Practice Guidance (PPG) on HELAAs sets out that these assessments should consider the suitability, availability and achievability of land for development. The PPG notes that the HELAA provides information on the range of sites available to meet identified need, but the development plan itself determines which sites are most suitable to meet those needs (Reference ID: 3-003-20140306).

¹National Planning Practice Guidance, Available online.

²National Planning Policy Framework. Available online.

SITE ALLOCATIONS - INTRODUCTION

Policy Background (Cont.)

The PPG advocates a 5 stage approach in constructing a site selection methodology for HELAA, which has informed the approach taken to the SACA methodology for identifying sites for allocation.

- Stage 1: Identification of sites and broad locations.
- Stage 2: Site/broad location assessment.
- Stage 3: Windfall assessment (where justified).
- Stage 4: Assessment review.
- Stage 5: Final evidence base.

London Plan (2021)

The London Plan³ (2021) is supported by the GLA Strategic Housing Land Availability Assessment (SHLAA) 2017. This assessment identified two key site sources: large sites and small sites. Large sites were identified on mapping, and in discussion with boroughs and following the GLA's discount based methodology, arrived at a total large sites potential, phased over five year periods up to 2040. The large sites identified in the SHLAA have been considered as part of the SACA 2024 and reappraised using a density by design approach.

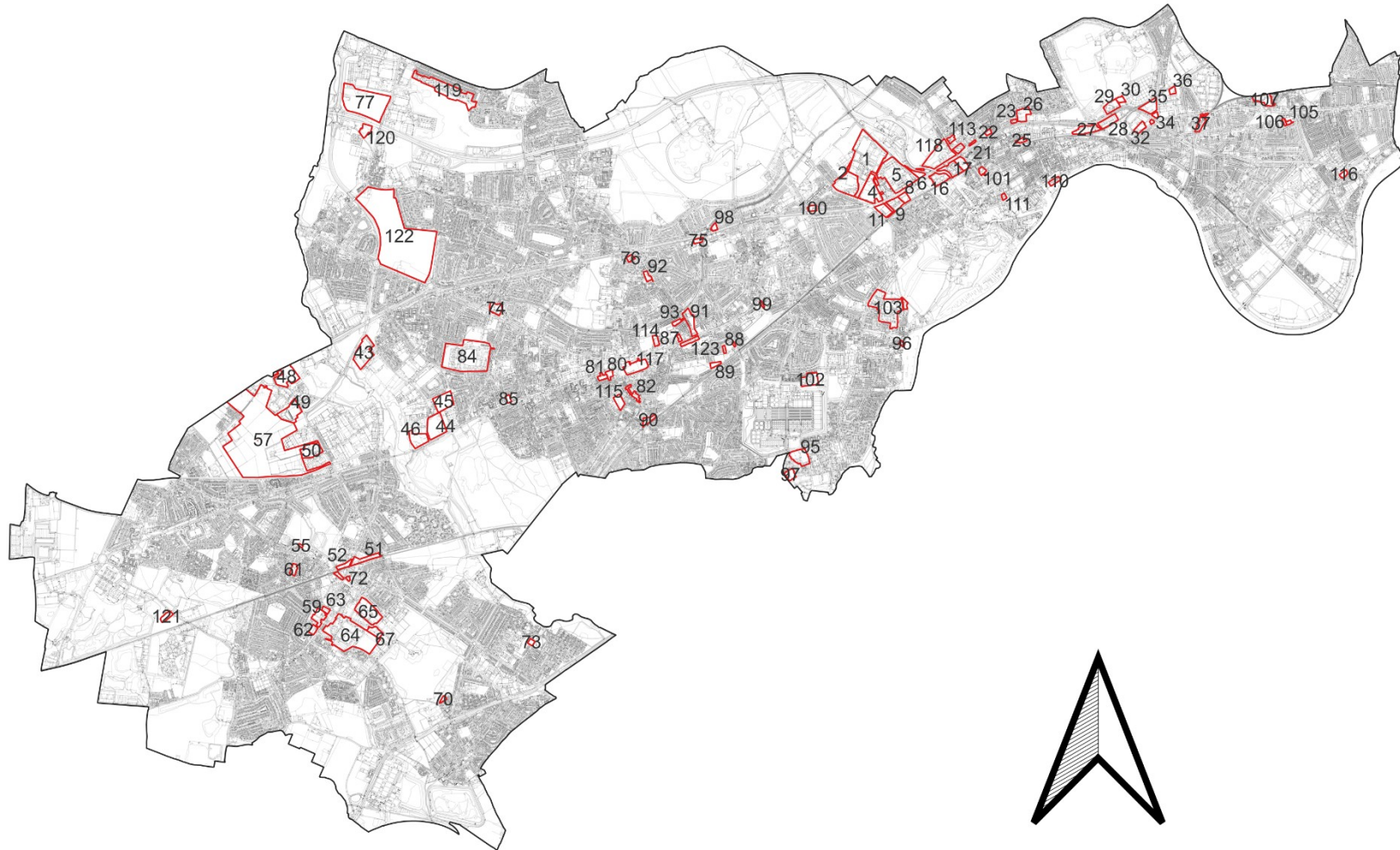
The borough's small sites of a size less than 0.25 hectares will be delivered through extant planning permissions, other smalls sites identified through the SACA 2024 that are recorded on the borough's Brownfield Land Register, and the annual windfall allowance which accounts for small sites.

Site Allocation and Capacity Assessment (SACA) 2024

In response to the increased housing needs identified in the London Plan, the council has completed a HELAA known as the Site Allocation and Capacity Assessment (SACA) 2024 update. This study followed the relevant national and regional guidance as outlined above and can be found as part of the Local Plan evidence base.

³ London Plan (2021), Mayor of London. Available online

SITE ALLOCATIONS - MAP

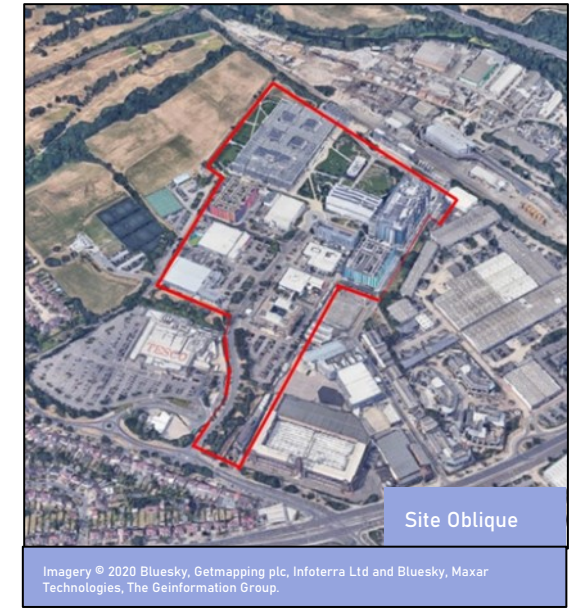
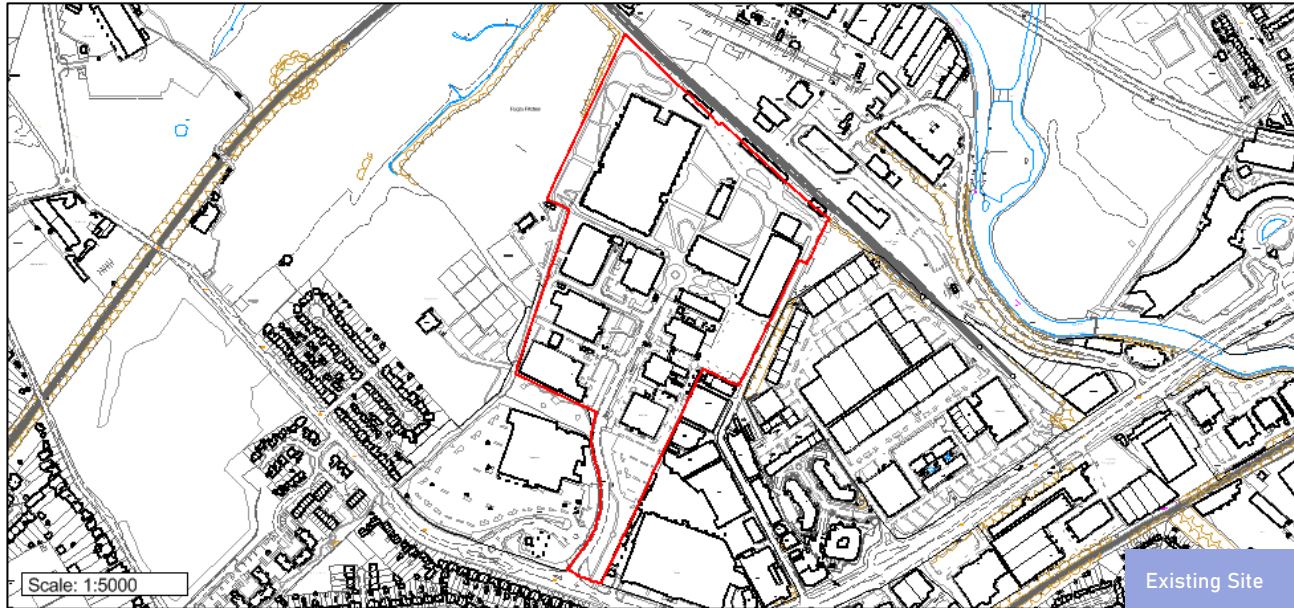


SITE ALLOCATIONS - OVERVIEW

Site Ref	Site Name		Site Ref	Site Name	
1	Sky Campus Brentford		36	110 Power Road	
2	Tesco Osterley		37	Gunnersbury Station Car Park	
3	Gillette Factory		43	Heathrow International Trading Estate	
4	Classic Cars, 125 Harlequin Avenue		44	Central Park Trading Estate	
5	West Cross Campus		45	Land at Green Lane	
6	BSS Brentford		46	Ron Smith Recycling, Green Lane	
7	Profile West Brentford Car Park		48	Vacant Land at Dick Turpin Way	
8	Carpet Right, 971 Great West Road		49	Site at Faggs Road	
9	Syon Lane Industrial Estate		50	Tesco Dukes Green Avenue	
10	931 Great West Road		51	Network House Feltham	
11	Homebase Syon Lane		52	Lidl Feltham	
13	Harlequin Avenue Sub station		55	Scout Hut Bedfont Lane	
14	Phillips & Wood, 2 Harlequin Avenue		57	Land at Hatton Fields	
16	Brentside Park		59	Tesco Feltham	
17	Great West Plaza		61	Council Depot, Ashmead Road	
18	Great West House		62	Manor Park, Feltham	
19	Mille Building		63	80-86 High Street Feltham	
21	Enterprise, Boston Park Road		64	MOD Feltham	
22	1020 Great West Road		65	Leisure West	
23	Texaco Filling Station, Great West Road, Brentford		67	UPS House	
25	Land at Layton Road		69	Land at 2 High Street Feltham	
26	Phoenix Business Park		70	Royal Naval Association Club	
27	Kew Bridge Distribution Centre		72	St. Catherine's House and Car Park	
28	27 Great West Road		73	Land at Nene Gardens	
29	EMC Tower		74	Hounslow West Station	
30	Vantage West		75	Land to the rear of HCC Sports and Social Club	
32	Brentford Fountain Leisure Centre		76	Lampton House	
33	Esso Filling Station Chiswick Roundabout		77	Land South of Western International Market	
34	Former Natwest Bank Site, Chiswick		80	34 Staines Road	
35	B&Q Chiswick		81	80-82 Staines Road	

Site Ref	Site Name		Site Ref	Site Name	
82	206-210 Hanworth Road		106	Royal Mail, Chiswick Delivery Office	
83	Vacant Land Clarence Terrace		107	Sainsbury's Chiswick	
84	Hounslow Cavalry Barracks		110	Albany Riverside (2015 - 11)	
85	Builders Yard, 379-389 Staines Road		111	Brentford Police Station (2015 - 15)	
87	Euro House, Hounslow		113	69 to 77 Boston Manor Road	
88	Land at Bridge Road Depot		114	Royal Mail Delivery Office	
89	Land at James Street		115	Vacant site, Hanworth Road,TW3 3UA	
90	Inwood Business Park		116	1 Burlington Lane	
91	Hounslow Bus Garage		117	The Treaty Centre	
92	Upstage		118	Former GSK Site	
93	Land at Kingsley Road		119	Convent Way Estate	
95	Tesco Mogden Lane		120	Land North of Church Road	
96	Europa House		121	Land South of Bedfont Road	
97	30 Rugby Road		122	Rectory Farm	
98	Osterley Station Car Park		123	1-83 High Street, Hounslow	
99	Feltham Coachworks				
100	Osterley Park Hotel				
101	Brentford Group Practice				
102	Victory Business Centre				
103	West Middlesex Hospital				
105	Chiswick Telephone Exchange				

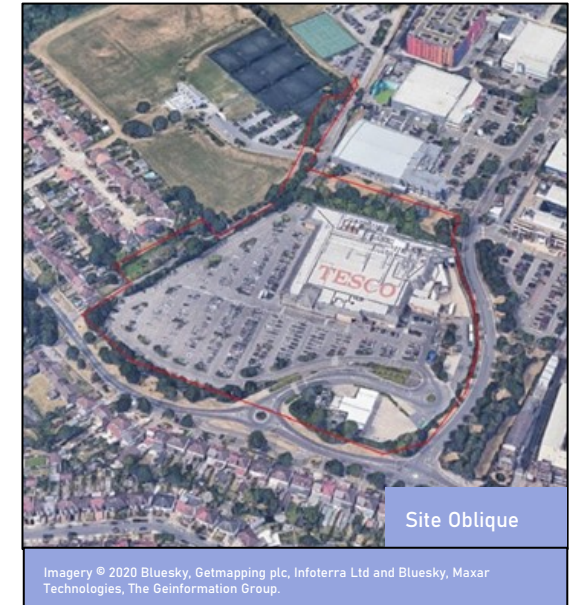
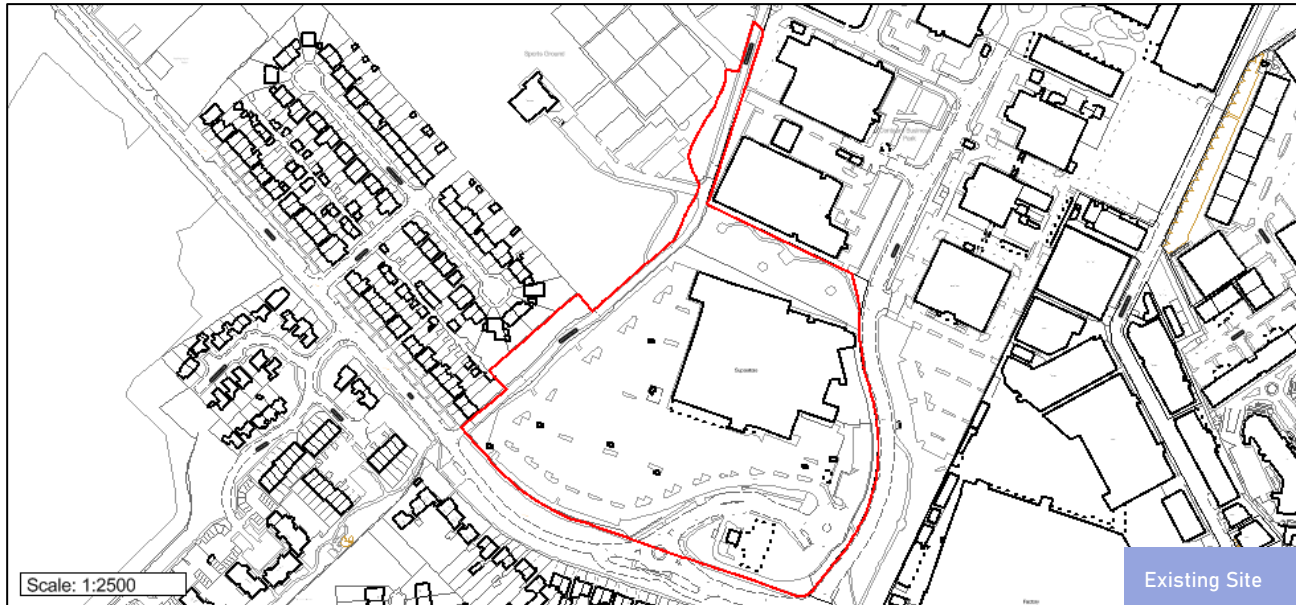
1 – SKY CAMPUS, BRENTFORD



Address	Sky Campus, Centaurs Business Park, Syon Lane, Isleworth, TW7 5QD		
Site Size	14.3 Ha	Existing Use	Broadcasting, Production and associated activities (E(g))
PTAL	2/1b/1a	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Strategic Industrial Location (SIL): Proposals within SIL should, where feasible, intensify uses suitable for broad industrial-type activities and make consideration of impact of development on existing occupiers in accordance with the agent of change principle.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)	52,000	Industrial (Sqm)	
Hotel (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2035		

Development Details	
Key Proposal	The Sky Campus will continue to develop as a hub for broadcasting, production and media activities, integrating with the wider Western Hub.
Land Uses	Business (Class E(g)(i-iii))
Movement and Access	<p>Existing access arrangement from Grant Way and Harlequin Avenue should be maintained to service the development, and should respond to pedestrian and cycling connections delivered on adjacent sites with clear signposting to clean air routes and to the Bolder Academy and the Nishkam Schools. Redevelopment bordering Gillette Corner and West Cross Industrial Estate should integrate by supporting new walking and cycling routes access along Harlequin Avenue and Grant Way.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory listed building: Former Gillette Factory, Grade II • Statutory listed building: Pavilion and Clubhouse, Grade II • Statutory listed building: Osterley House, Grade I • Conservation Area: Osterley Park <p>The proposed development could have an impact on the heritage assets listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the significance of the heritage assets • Impact to the setting of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>The Site borders the West Cross Campus Tall Building Cluster, and should be carefully integrated with any proposals for this site to ensure it is subservient.</p> <p>Site is within the viewing area for Osterley Park House and surrounding heritage assets and therefore views testing would be required for development.</p> <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p>
Site Requirements	<p>Intensification of uses which support the function of the site as a film and television production hub and its integration with the surrounding area.</p> <p>Development should directly support the areas role as a TV, Broadcasting and Media Hub and must take account of the Strategic Industrial Location designation, and provide other uses which are ancillary to and support this function, ensuring that development functions to serve existing and new occupants of the SIL with minimal car parking, and should integrate with the wider SIL through complimentary locations, opening times and use of floorspace.</p> <p>The site is phased to commence in the short-term. Given the immediate challenges for the office market that are acknowledged in the Employment Land Review update evidence, marketing evidence will be considered on a case-by-case basis for departing from the minimum development quantum for business use, to enable suitable proposals to progress.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

2 – TESCO OSTERLEY

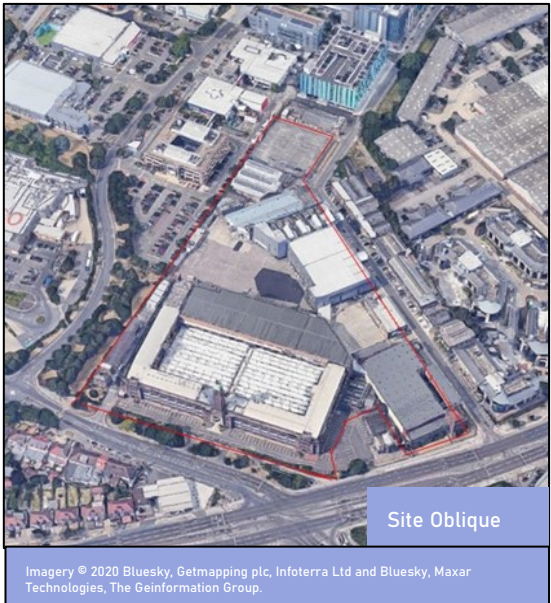
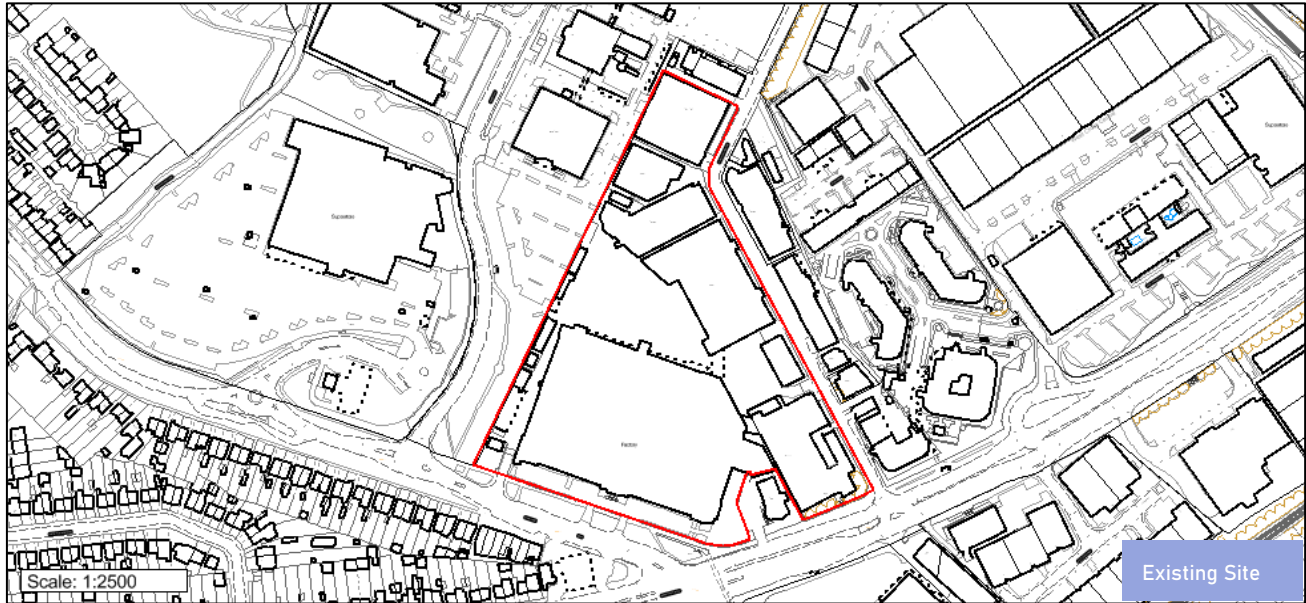


Address	bren Osterley Extra Syon Lane, Syon Lane, TW7 5NZ		
Site Size	5.0 Ha	Existing Use	Retail (E(a)) with ancillary Car Parking
PTAL	1a/1b/2	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	Site is bounded to east by Strategic Industrial Location: Consideration of impact of development on existing occupiers in accordance with the agent of change principle. Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.		

Minimum Development Quantum			
Residential Units	1030	Retail (Sqm)	540
Business (Sqm)		Industrial (Sqm)	
Hotel (Sqm)		Health/Community (Sqm)	
Assembly/Leisure (Sqm)			
Phasing	2027-2037		

Development Details	
Key Proposal	Tesco Osterley will be redeveloped into a mixed use site incorporating new housing, small retail unit and an enhanced public realm.
Land Uses	Retail (E(a-c))and Residential (C3)
Movement and Access	<p>The main vehicular access is to be retained from Syon Lane with the existing roundabout replaced by a priority junction. Access for loading and deliveries is to be split between the Syon Lane access and Grant Way as appropriate. Vehicular access from Macfarlane Lane is only to be provided in exceptional circumstances.</p> <p>Priority for access and movement to and within the site is to be focussed on active travel.</p> <p>Development is to provide new high-quality pedestrian and cycling connections across the site particularly between Grant Way and Macfarlane Lane. A clear and legible hierarchy of pedestrian and cycle routes should be provided and made publicly accessible ensuring connectivity with the wider area to promote active travel.</p> <p>Car clubs, electric car charging points are to be provided together with high quality cycle parking in accordance with local and regional guidance such as the West London Cycle Parking Guide and London Cycle Design Standards.</p> <p>The existing bus stops and stands are to be retained and enhanced for future bus service improvements and all necessary infrastructure for bus services is to be re-provided on Grant Way.</p> <p>The development should conform to the parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory listed building: Former Gillette Factory, Grade II Pavilion and Clubhouse, Grade II Osterley House, Grade I • Conservation Area: Osterley Park <p>The proposed development could have an impact on the heritage assets listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the significance of the heritage assets • Impact to the setting of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification of use on the site to provide mixed use development comprising of homes, local retail and community uses, and new public realm and open space.</p> <p>Redevelopment should ensure that it safeguards unrestricted public access to the Water Gardens as part of the development, and provide high-quality public realm including open space, ecological improvements and children's play space.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

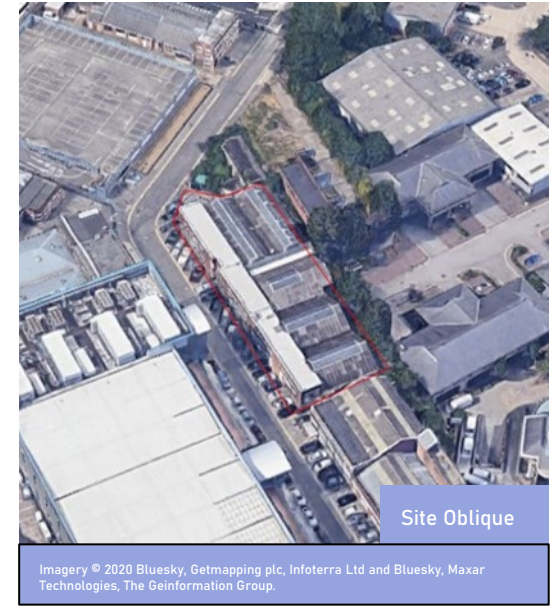
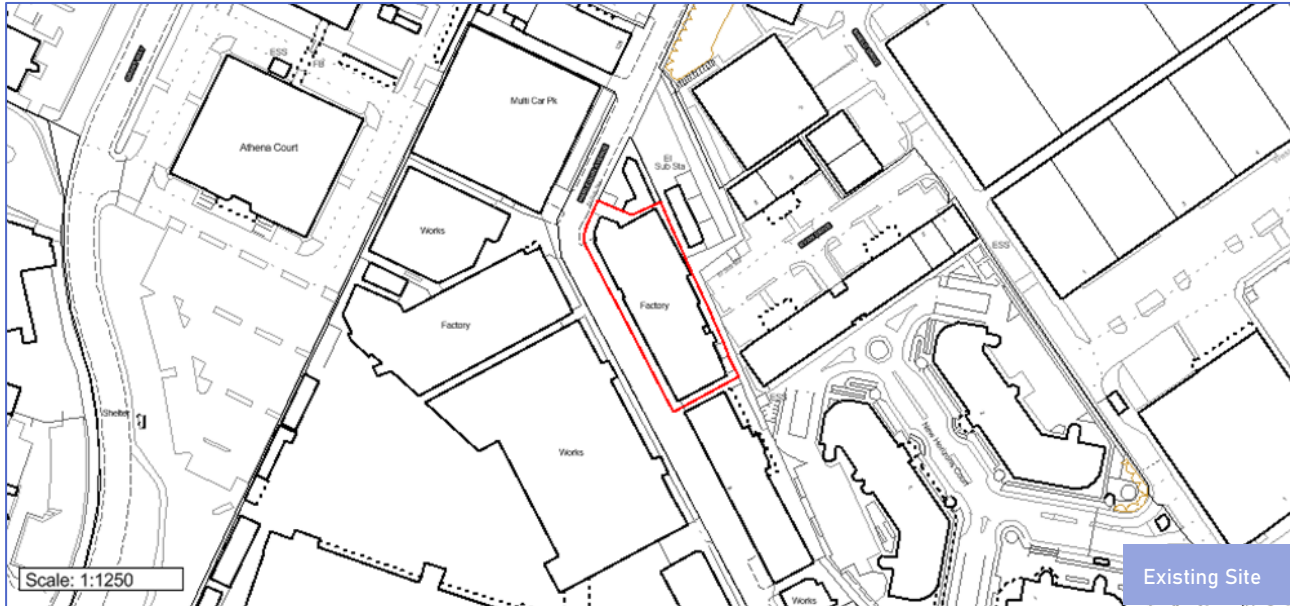
3 – GILLETTE FACTORY



Address	Gillette Corner, Gillette Corner, Great West Road, Isleworth, TW7 5LW		
Site Size	4.3 Ha	Existing Use	Factory (E(g)(i)/B2/B8) - Vacant
PTAL	1b/2	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Strategic Industrial Location (SIL): Proposals within SIL should, where feasible, intensify uses suitable for broad industrial-type activities and make consideration of impact of development on existing occupiers in accordance with the agent of change principle. Colocation of residential development with industrial development is supported in the allocation outside the boundary of the SIL.</p> <p>Transport: The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	240	Retail (Sqm)	920
Business (Sqm)		Industrial (Sqm)	47,640
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Hotel (Sqm)			
Phasing	2027-2032		

Development Details	
Key Proposal	Gillette Corner will become a major new creative hub drawing on its unique heritage to deliver flexible creative film, digital and media including studios and their supporting uses making the most of the building's large floorplates and attractive features.
Land Uses	Industrial uses (E(g)(iii)/B2/B8) with residential (C3) and retail (E(a-c)).
Movement and Access	<p>Primary Vehicular access should be taken from Harlequin Avenue with secondary access taken from Syon Lane or Grant Way. Servicing and parking arrangements should be carefully considered to avoid large areas of servicing and parking along the frontages. The Development proposals should develop a detailed masterplan-led approach for movement and access across the site. New pedestrian and cycle routes are to be provided across the site, which are to link with adjacent sites including the West Cross Campus, Sky Campus and the Tesco site. A hierarchy of routes that reflects use, and links, are to be created including consideration of an off-street cycling route along Harlequin Avenue.</p> <p>Redevelopment bordering Grant Way and Harlequin Avenue should provide high quality walking and cycling routes access on the adjacent public highway.</p> <p>Proposed facilities around the centre (hub) such as shops, cafes, retail, need to be supported by the outer movement network to benefit from the passing trade, especially at Harlequin Avenue. All servicing is to be undertaken within the site. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory listed building: Former Gillette Factory, Grade II; Four Lamp Standards with Lanterns, Grade II K6 Telephone Kiosk Outside Gillette Building, Grade II; The National Westminster Bank, Grade II • Conservation Area: Osterley Park <p>As the site allocation contains a number of listed buildings, development will have an impact on the heritage assets listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the significance of the heritage assets • Impact to the fabric of the heritage assets • Impact to the setting of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification and diversification of uses should support the delivery of a 'creative hub', with a suitable range of sizes of business units for small and medium enterprises. Ancillary uses must be incidental to the industrial and commercial uses on the site and support their function. The development should seek to deliver a green public open space within the development, in accordance with Place Policy P1, P1 (a) & GWC Masterplan.</p> <p>Intensification of existing industrial and commercial uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and form a buffer between this and any residential use on the site.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan. Inactive facades facing the Great West Road should be avoided.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

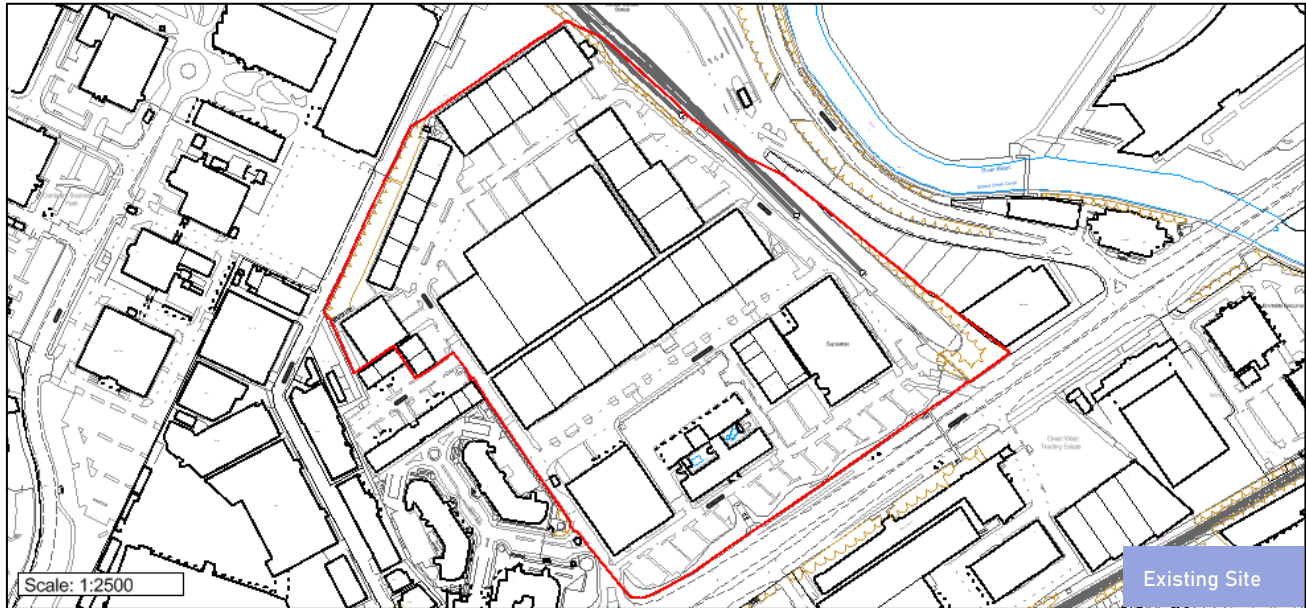
4 – 125 HARLEQUIN AVENUE



Address	125 Harlequin Avenue, London, TW8 9EW		
Site Size	0.19 Ha	Existing Use	Car Garage (B2)
PTAL	1b	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Strategic Industrial Location (SIL): Proposals within SIL should, where feasible, intensify uses suitable for broad industrial-type activities and make consideration of impact of development on existing occupiers in accordance with the agent of change principle.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	7130
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	125 Harlequin Avenue will be redeveloped to provide modern and flexible business floorspace which integrates with the surrounding business uses.
Land Uses	Industrial uses (E(g)(iii)/B2/B8)
Movement and Access	<p>The existing access arrangements to the site are to be improved to provide a high quality pedestrian route along Harlequin Avenue and improved access to the site. A new pedestrian and cycle route could be provided through the site to provide a clean air route with adjacent sites including the West Cross Site and the Golden Mile Station and this needs to be considered and provided for as part of the redevelopment of the site. Development proposals should incorporate or make provision for a new pedestrian and cycle route across the site to link Harlequin Avenue with the West Cross Campus site (allocation ref 4).</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory listed building: Former Gillette Factory, Grade II • Conservation Area: Osterley Park <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification of existing uses on the site should be arranged to ensure an attractive and legible street frontage is created, in order to create a continuous street frontage along Harlequin Avenue.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

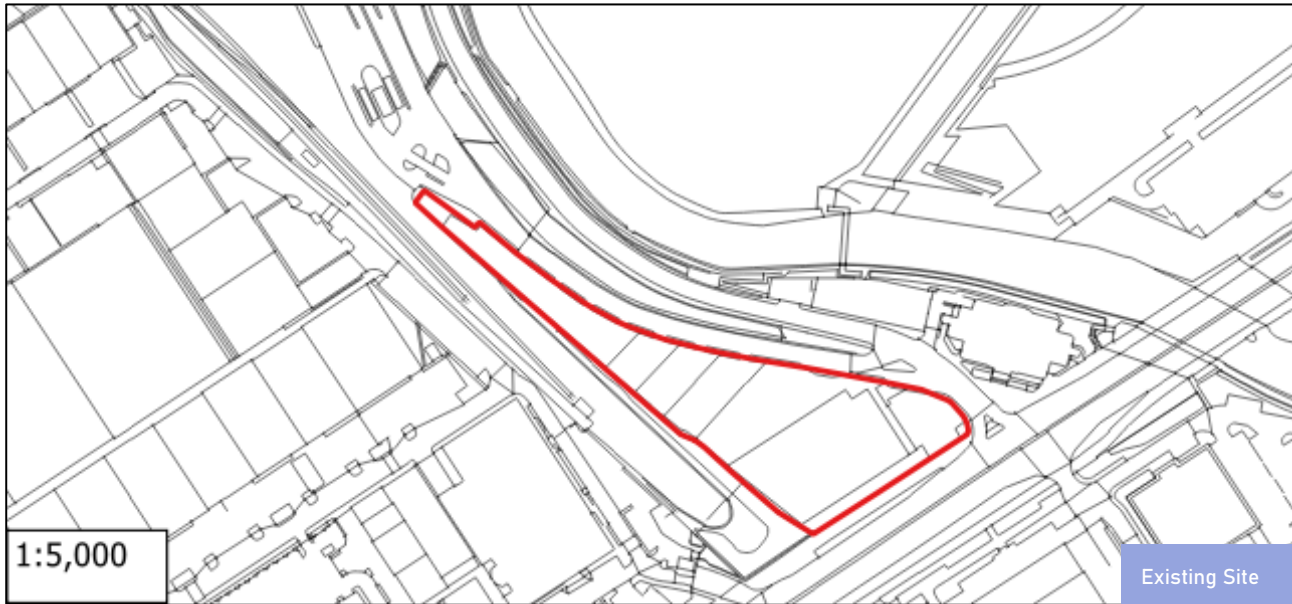
5 – WEST CROSS CAMPUS



Address	West Cross Industrial Estate, TW8 9EX		
Site Size	9.3 Ha	Existing Use	Industrial (B2), Light Industrial (E(g)(ii),E(g)(iii)), Warehousing (B8) and Retail Warehousing (B8 with ancillary E(a)).
PTAL	1b/2	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Strategic Industrial Location (SIL): Proposals within SIL should, where feasible, intensify uses suitable for broad industrial-type activities and make consideration of impact of development on existing occupiers in accordance with the agent of change principle. Colocation of residential development with industrial development is supported in the allocation outside the boundary of the SIL.</p> <p>The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	1800	Retail (Sqm)	1810
Business (Sqm)		Industrial (Sqm)	55070
Phasing	2026-2036		

Development Details	
Key Proposal	The West Cross Campus will become a high-quality mixed-use quarter of industrial and other employment uses, in a range of unit sizes, co-located with housing and shared amenities creating a sense of an 'industrial life'. It is a major opportunity for transformation and intensification to take forward the Mayor of London's Policy for industrial intensification and co-location with residential uses.
Land Uses	Industrial (E(g)(iii)/B2/B8), Residential (C3) and Retail (E(a-c)).
Movement and Access	<p>The Golden Mile station should form the focal point for movement and access within the West Cross Campus when it is delivered. A new main walking and cycling route should be established directly across the site from the Golden Mile station to the Sky campus boundary and Harlequin Avenue. Principal vehicular access and servicing for the site should be from the Great West Road with potential for secondary access from Harlequin Avenue with the number of vehicular accesses minimised and appropriate to the proposed level of traffic. Vehicular access for commercial vehicles must be separated from routes serving residential areas. Parking arrangements should be carefully considered to avoid large areas of servicing and parking fronting Harlequin Avenue. All servicing is to be undertaken within the site.</p> <p>Development proposals should consider potential new routes across the area, including a new clean air route parallel to the Great West Road in line with the GWC Masterplan and actively promote their integration with existing routes on site and neighbouring sites, including the Gillette Building and Sky Campus.</p> <p>Open spaces and public realm should shape the character of the main route and make it attractive for all users, with the Healthy Streets approach applied as a principle.</p> <p>Redevelopment bordering Harlequin Avenue is to provide an improved high-quality pedestrian route on the public highway .</p> <p>Any proposal will be required to demonstrate that it will be adequately served by public transport and that it will contribute towards the delivery of the Golden Mile Station and other public transport improvements until the Station is secured.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory listed building: Former Gillette Factory, Grade II; Central Gates, Gate Piers and Railings to the Former Firestone Factory, Grade II • Registered Park and Garden: Syon Park, Grade I • Conservation Area: Osterley Park; Grand Union Canal and Boston Manor • World Heritage Site: Royal Botanic Gardens, Kew <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification and diversification of existing industrial uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and form an effective buffer between this and other non employment uses on the site. The development should seek to deliver a public plaza outside of the station and a green public open space within the development, in accordance with Place Policy P1, P1 (a) & GWC Masterplan. Proposals with housing co-located with or adjacent to employment uses should be provided in line with the agent of change principle.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

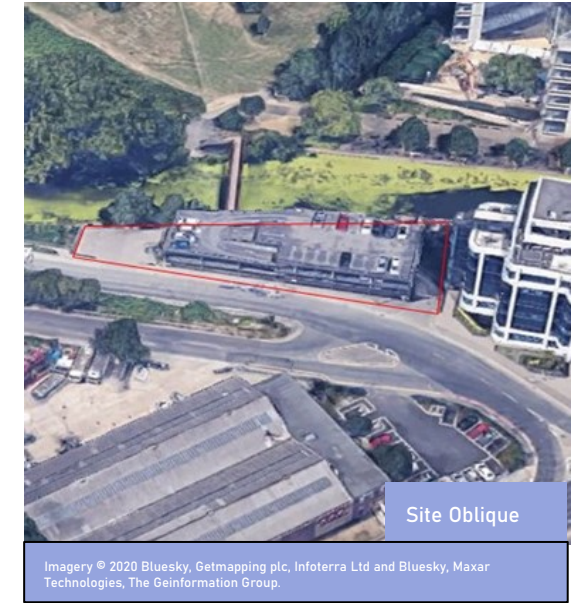
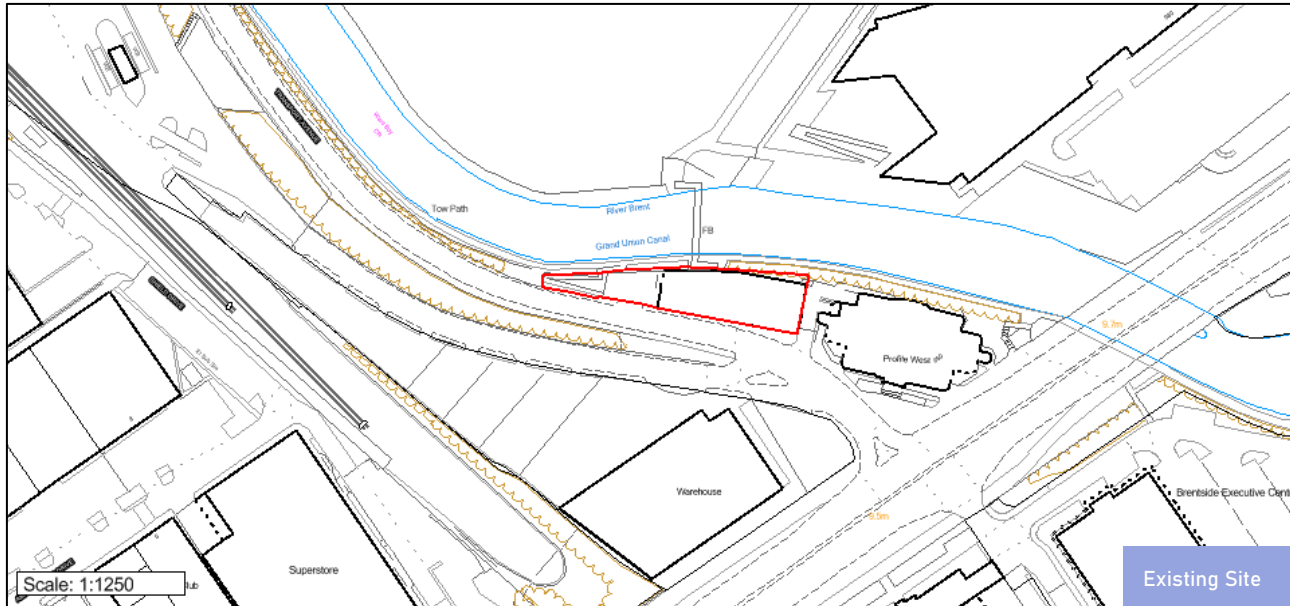
6 – BSS BRENTFORD



Address	BSS Brentford, Transport Avenue, TW8 9HF		
Site Size	0.75 Ha	Existing Use	Industrial Uses E(g) with ancillary car parking.
PTAL	2/1b	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Site is adjacent to SIL and access route; consideration of impact of development on existing occupiers in accordance with the agent of change principle and regard had to the impact of traffic movements servicing these.</p> <p>The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	120	Retail (Sqm)	230
Business (Sqm)		Industrial (Sqm)	6050
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2031		

Development Details	
Key Proposal	The BSS Brentford Site will be redeveloped and intensified to support a broader range of uses.
Land Uses	Industrial (E(g)(iii), B2, B8), Residential (C3) and Retail (E(a-c)).
Movement and Access	<p>Development of the site must take into account the potential future delivery of the Golden Mile station adjacent to the west of the site, including provision of a clean air walking and cycling route across the site between the Golden Mile station site and the footbridge bridge over the River Brent to the Northeast of the Site as well as adjacent sites to the east.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Osterley Park • Conservation Area: Grand Union Canal and Boston Manor • World Heritage Site: Royal Botanic Gardens, Kew <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification and diversification of existing industrial uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and Transport Avenue (with account taken of conflict on the function of the adjacent strategic industrial location), and form a buffer between this and non-employment uses on the site, which should be sheltered away from industrial frontages, access and servicing. Development of the site should take account of proposals for the Golden Mile station in West Cross Campus.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan..</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

7 – PROFILE WEST BRENTFORD CAR PARK

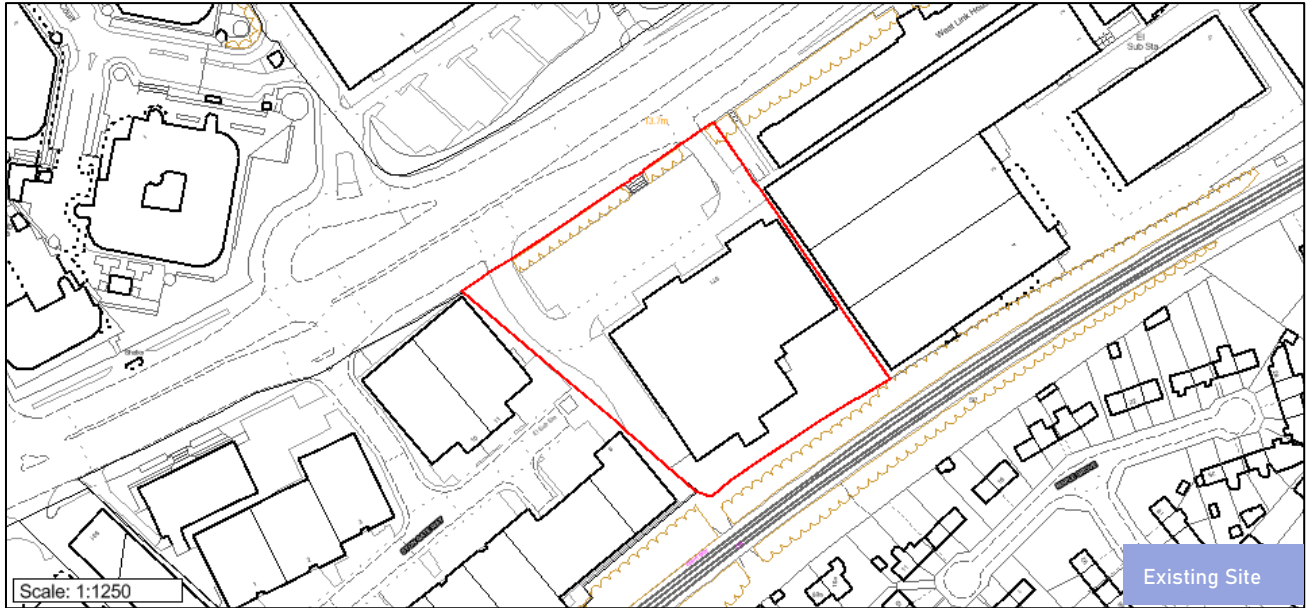


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Address	R/O Profile West, 950 Great West Road, TW8 9ES		
Site Size	0.11 Ha	Existing Use	Car Park
PTAL	2	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Site is adjacent to SIL and access route; consideration of impact of development on existing occupiers in accordance with the agent of change principle and regard had to the impact of traffic movements servicing these.</p> <p>Site is adjacent to Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M006: London's Canals); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy).</p> <p>Flood Zone: Part of site within Flood Zones 2, 3a and 3b; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any superseding policy. Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	30	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	1210
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2027-2032		

Development Details	
Key Proposal	The Profile West Car Park will form a key link between Boston Manor Park and the Golden Mile Station and an attractive entrance to Transport Avenue
Land Uses	Industrial (E(g)(iii)/B2/B8) and Residential (C3)
Movement and Access	<p>Access to the site should be from Transport Avenue, and the site should facilitate the provision of a direct clean air walking and cycling route across the site from the adjacent BSS Brentford Site and Golden Mile station to the bridge into Boston Manor Park and linking to adjacent sites to the east.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Grand Union Canal and Boston Manor • World Heritage Site: Royal Botanic Gardens, Kew <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset..</p>
Site Requirements	<p>Introduction of industrial uses onto the site with supporting residential development. Intensification and diversification of existing industrial uses should be appropriately located within the site in order to create a commercial frontage against Transport Avenue (with account taken of conflict with the function of the adjacent strategic industrial location) and form a buffer between this and non-employment uses on the site, which should be sheltered away from industrial frontages, access and servicing. Proposed industrial and residential mixed use buildings and plots should accord with the design approaches identified in the Masterplan for industrial intensification and GLA Industrial Intensification and Co-Location Practice Note (2018). The development should support the creation of a link to the Golden Mile station across Transport Avenue.</p> <p>Part of the site is in Flood Zones 2, 3a and 3b A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood Risk Sequential Test and Exception Test.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

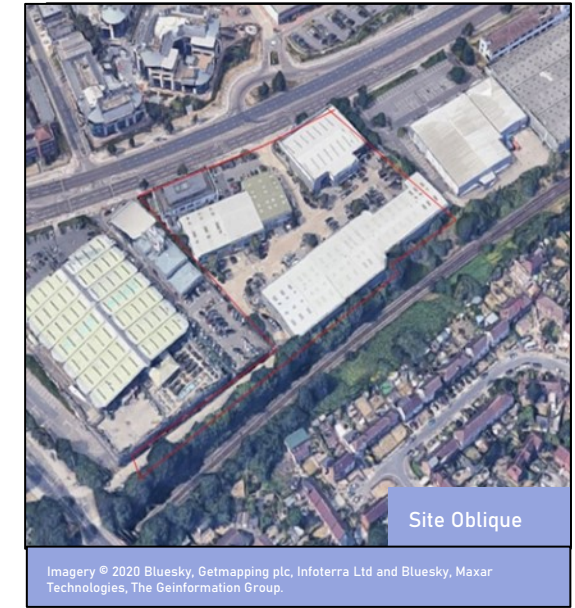
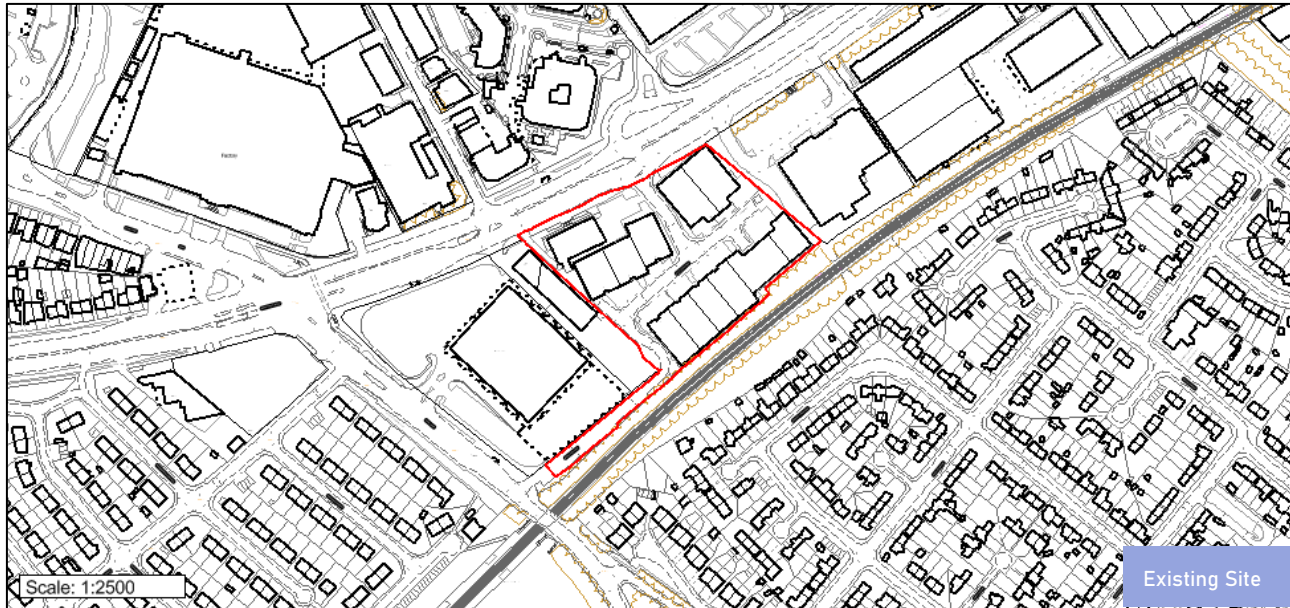
8 – 971 GREAT WEST ROAD



Address	971 Great West Trading Estate, Great West Road, TW8 9DN		
Site Size	0.88 Ha	Existing Use	Large Format Retail Warehousing (E(a)) with ancillary car parking.
PTAL	2	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>This site is proposed to be added to the boundary of the Great West Road Strategic Industrial Location: Proposals within SIL should, where feasible, intensify uses suitable for broad industrial-type activities and should consider the impact of development on existing occupiers in accordance with the agent of change principle.</p> <p>The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	8920
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2030-2035		

Development Details	
Key Proposal	The Carpet Right Site will be redeveloped to significantly increase industrial floorspace.
Land Uses	Industrial uses (E(g)(iii)/B2/B8)
Movement and Access	<p>Redevelopment of the site should create a direct walking and cycling route running east-west across the site and actively promote its integration with proposed routes on neighbouring sites in a form which allows movement across the site to be protected from noise and air pollution from the Great West Road.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> Statutory listed building: Westlink House, Grade II <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> Impact to the setting of the heritage assets Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification and diversification of existing industrial uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and form an effective buffer between this and other non-employment uses on the site.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

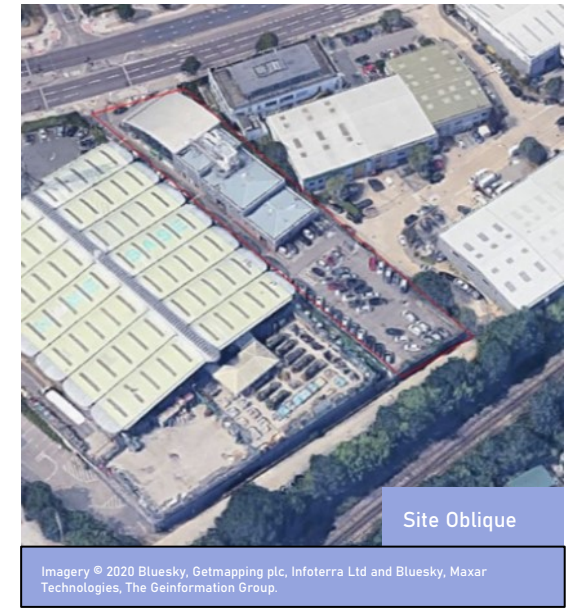
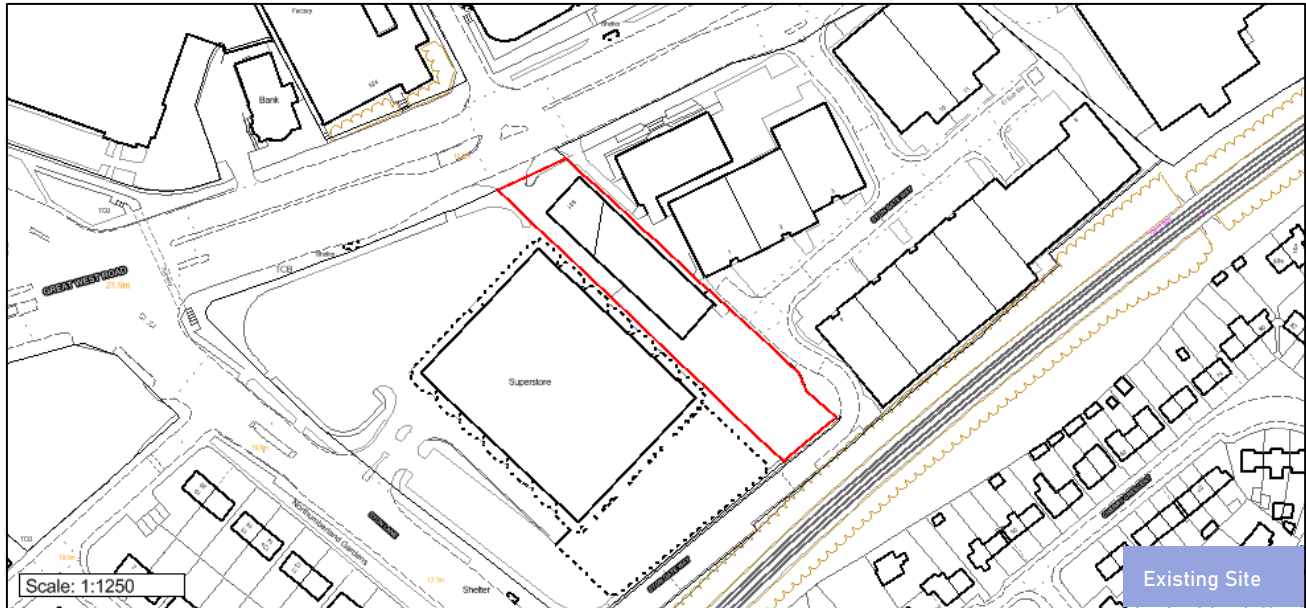
9 – SYON LANE INDUSTRIAL ESTATE



Address	The Gate Centre / Syon Clinic, Brentford, TW8 9DD		
Site Size	1.7 Ha	Existing Use	Business (E(g)), General Industrial (B2) and Warehousing (B8)
PTAL	2	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>This site is proposed to be added to the boundary of the Great West Road Strategic Industrial Location: Proposals within SIL should, where feasible, intensify uses suitable for broad industrial-type activities and should consider the impact of development on existing occupiers in accordance with the agent of change principle.</p> <p>The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	9200
Health/Community (Sqm)		Health/Community (Sqm)	
Assembly/Leisure (Sqm)		Parking (Sqm)	
Phasing	2030-2035		

Development Details	
Key Proposal	The Syon Lane Industrial Estate will be redeveloped to increase industrial uses on the site while protecting the Grade II listed Syon Clinic building.
Land Uses	Industrial uses (E(g)(iii)/B2/B8)
Movement and Access	<p>Redevelopment of the site should create a direct clean air walking and cycling route running east-west across the site and actively promote its integration with proposed routes on neighbouring Homebase and 971 Great West Road. A safe route for pedestrians and cyclists segregated from vehicular traffic must be provided along the access road from Syon Lane. Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory listed building : Former Coty Factory, Grade II <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the fabric of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification and diversification of existing industrial uses on the site, which should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

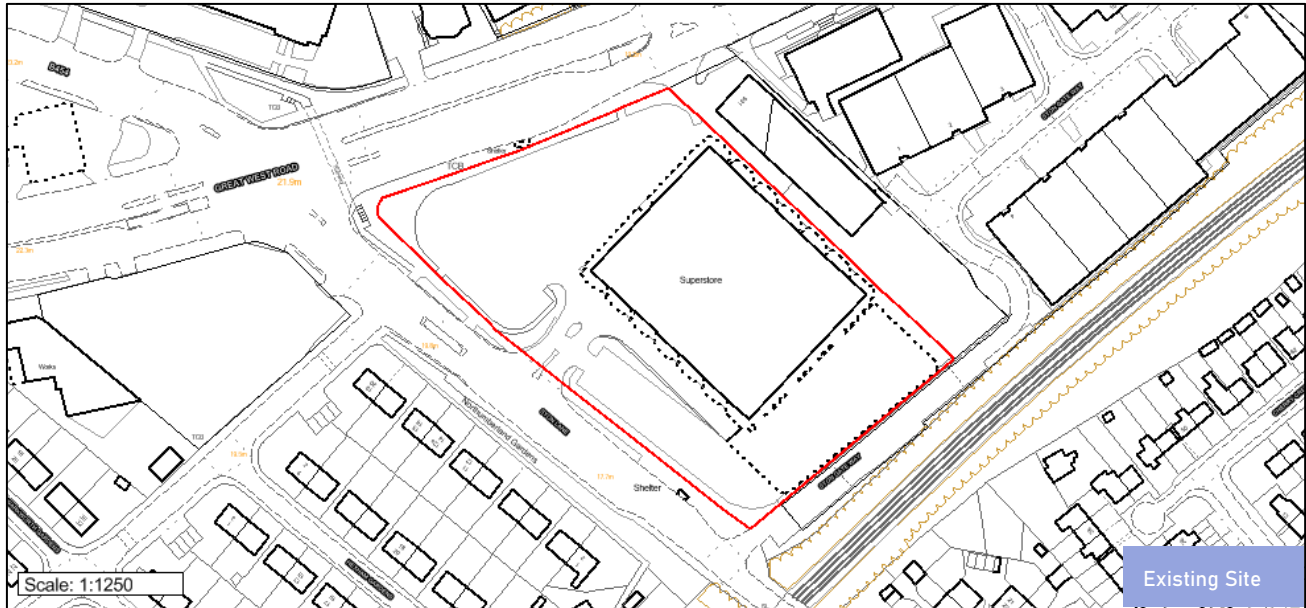
10 – 931 GREAT WEST ROAD



Address	Lookers Skoda, 931 Great West Road, TW8 9DU		
Site Size	0.32 Ha	Existing Use	Sui-Generis (Car Dealership) and ancillary Business (E(g)), General Industrial (B2) and Warehousing (B8)
PTAL	2	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>This site is proposed to be added to the boundary of the Great West Road Strategic Industrial Location: Proposals within SIL should, where feasible, intensify uses suitable for broad industrial-type activities and should consider the impact of development on existing occupiers in accordance with the agent of change principle.</p> <p>The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	4400
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	The Skoda Car Dealership will be redeveloped to intensify industrial uses and facilitate integration with the adjacent Homebase and Syon Land industrial estate.
Land Uses	Industrial uses (E(g)(iii)/B2/B8)
Movement and Access	<p>Redevelopment of the site should create a direct clean air walking and cycling route running east-west across the site and actively promote its integration with proposed routes on neighbouring sites Homebase, Syon Clinic and Syon Lane Industrial Estate sites.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> Statutory listed building: Former Coty Factory, Grade II <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> Impact to the setting of the heritage assets Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification and diversification of existing industrial uses on the site, which should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

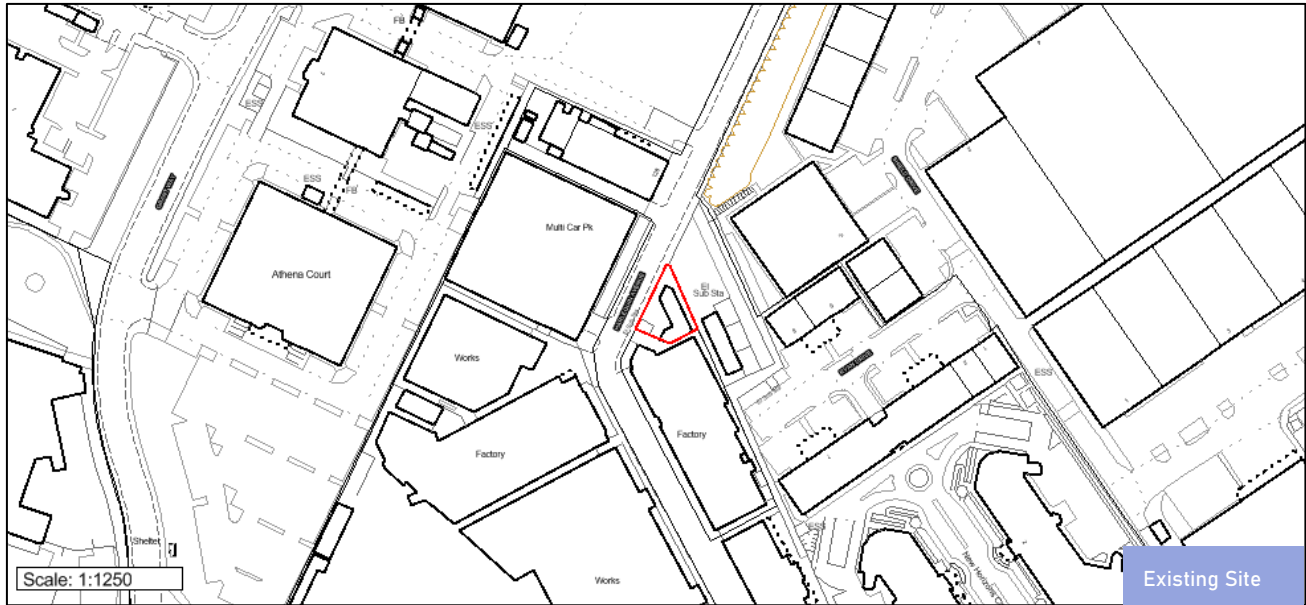
11 – HOMEBASE SYON LANE



Address	Homebase, Syon Lane, TW7 5QE		
Site Size	1.4 Ha	Existing Use	Large Format Retail Warehousing (E(a)) with ancillary car parking.
PTAL	2/3	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>The Site is adjacent to the Great West Road (A4)), a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>The site is in the context of the Grade II listed Gillette Building: development must conserve and take opportunities to enhance the building and its setting in a manner appropriate to its significance.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	370	Retail (Sqm)	8650
Business/D Uses (B1,D1,D2)(Sqm)	2290	Industrial (Sqm)	
		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	Homebase Syon Lane will be redeveloped to provide a mixed use development incorporating large format retail, new housing, employment uses and structured parking with an enhanced public realm.
Land Uses	Business/Community uses ((E(g)(i/ii), E(e-f) and F1)), Residential (C3) and a Large format Retail unit (E(a))
Movement and Access	<p>Redevelopment of the site should provide high quality pedestrian and cycle routes along all site frontages, ensuring that pedestrians and cyclists have priority and that these routes connect into the wider walking and cycling network including CS9 to the south.</p> <p>The design within the redline should acknowledge and allow for a high-quality pedestrian and cycle link is to be provided along Syon Gate Way providing the first part of an east-west clean air route parallel to the Great West Road and ensuring it can form a seamless link with the adjacent sites. The design must have pedestrian and cycle safety as a priority and ensure sufficient widths to make the route attractive to potential users are provided in accordance with relevant guidance. Pedestrians and cyclists should be segregated from vehicular traffic and if this requires land from adjacent sites it should be demonstrated that this could be provided in the future.</p> <p>Vehicular access to the site should be retained from Syon Lane, with appropriate traffic control provided and pedestrian crossing facilities commensurate with current and future levels of pedestrians. High quality cycle parking is to be provided in accordance with current guidance such as the West London Cycle Parking Guide and London Cycle Design Standards. All servicing must take place within the site using appropriately located facilities and must be segregated from pedestrian and cycle routes.</p> <p>Bus stop facilities are to be retained/relocated and enhanced. Car parking is to be minimised with no more retail parking provided than is required for operational purposes and to ensure no adverse impact on the adjoining public highways. Parking provision is to conform to the maximum parking standards in the London Plan.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory listed building: Former Gillette Factory, Grade II <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Redevelopment of the site to intensify use and introduce a mix of uses including residential units, a single large format retail unit delivering the minimum quantum of retail floorspace, and structured parking. New active frontages and improved, safer public realm along Syon Lane and the Great West Road, buildings along the Great West Corridor should be set back to form a consistent building line and commercial uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and form an effective buffer to sensitive uses such as residential against the polluted corridor.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

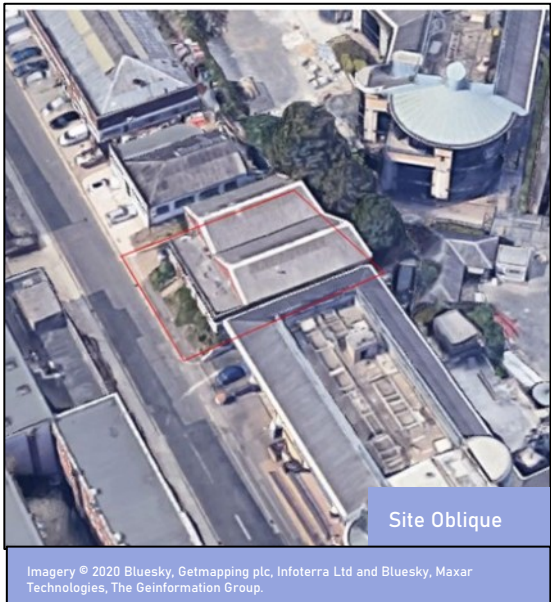
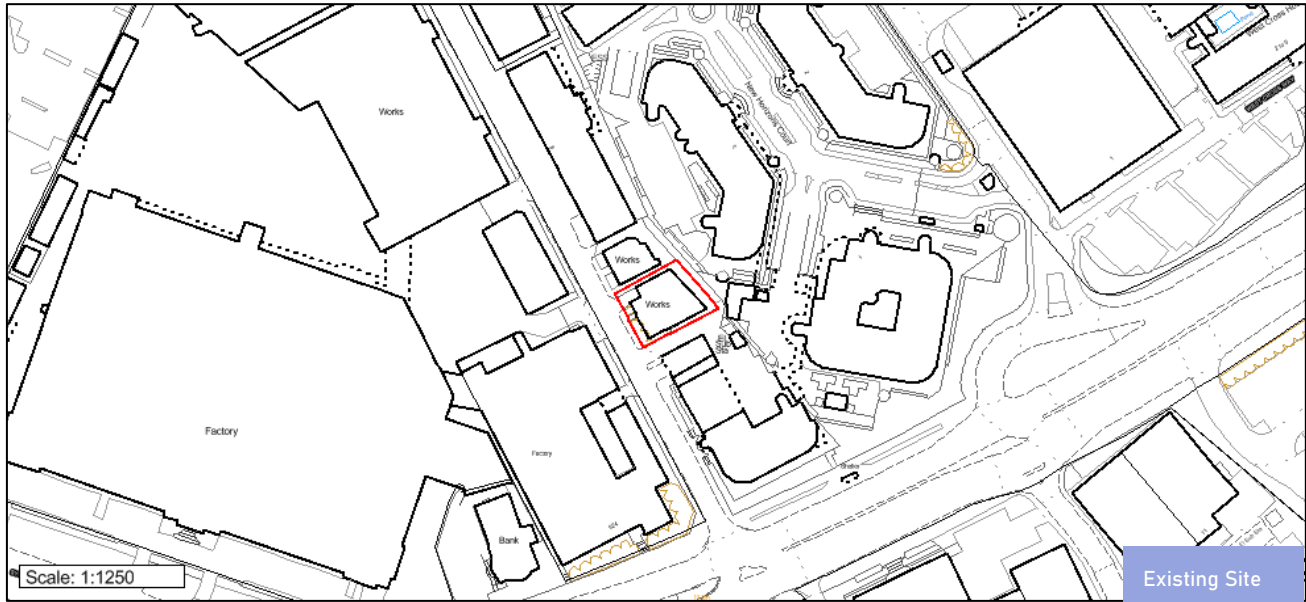
13 – HARLEQUIN AVENUE SUB STATION



Address	Substation, North of 125 Harlequin Avenue, Brentford, TW8 9EW		
Site Size	0.03 Ha	Existing Use	Substation (Sui Generis)
PTAL	1b	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.		
Minimum Development Quantum			
Residential Units	10	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	140
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2030-2035		

Development Details	
Key Proposal	Harlequin Avenue sub-station will be redeveloped to provide a number of residential units with modern and flexible business floorspace which integrates with the surrounding business uses.
Land Uses	Industrial (E(g)(iii)/B2/B8), and Residential (C3)
Movement and Access	<p>The existing access arrangements to the site are to be improved to provide a high quality pedestrian route along Harlequin Avenue and improved access to the site. A new pedestrian and cycle route could be provided through the site to provide a clean air link with adjacent sites including the West Cross Site and the Golden Mile Station and this needs to be considered and provided for as part of the redevelopment of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory listed building: Former Gillette Factory, Grade II • Conservation Area: Osterley Park <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Redevelopment of site to introduce residential development and employment uses. Site should be arranged to ensure an attractive and legible street frontage is created, in order to create a continuous street frontage along Harlequin Avenue. Development of the site for residential uses will only be supported where these can be shown to integrate with adjacent redevelopment of the West Cross site and are phased following its delivery. Heights of new development must be in conformity with Place Policy P1, P1 (a) and Great West Corridor Masterplan; this site is identified as capable of limited extension upwards where this does not impact on the amenity of adjacent sites.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

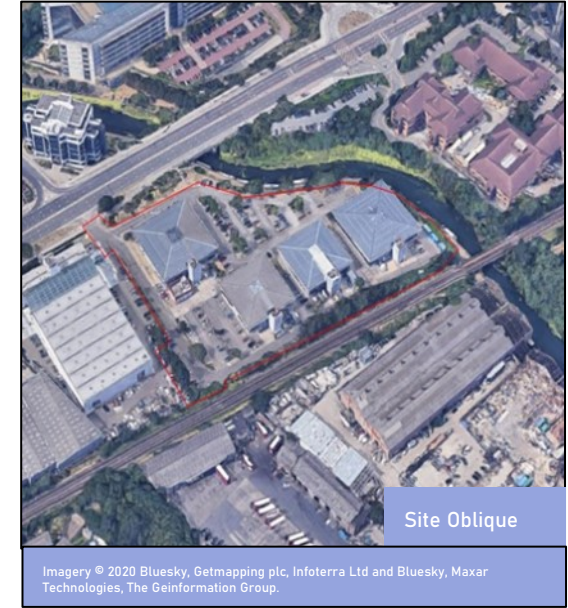
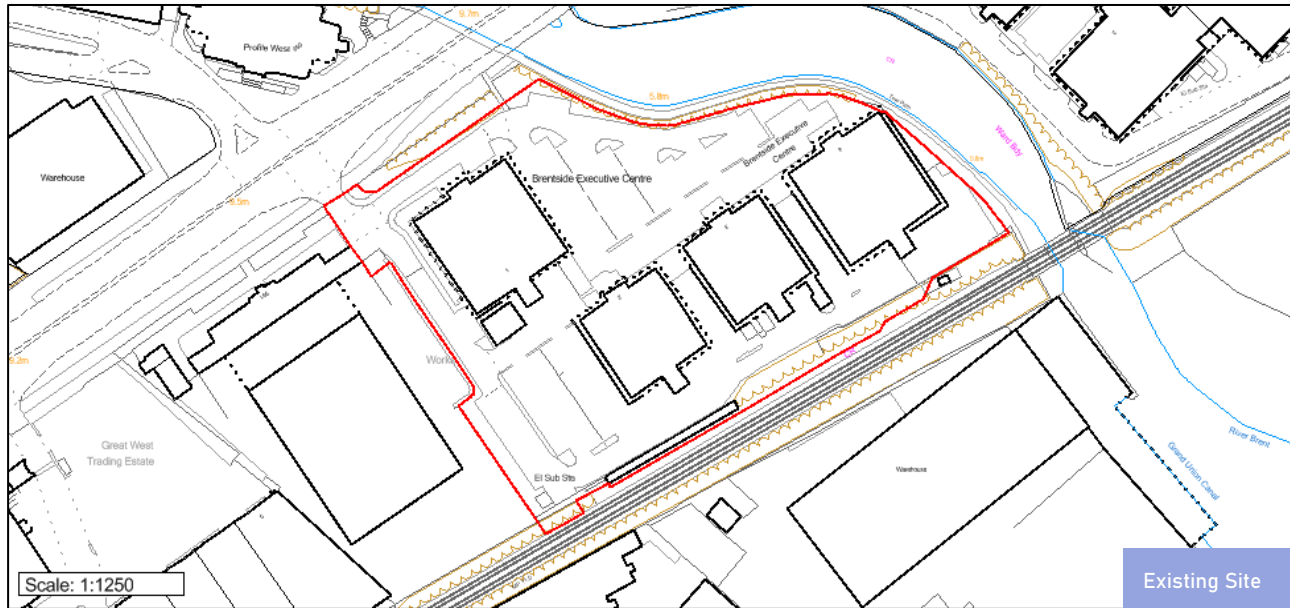
14 – 2 HARLEQUIN AVENUE



Address	2 Harlequin Avenue, London, TW8 9EW		
Site Size	0.06 Ha	Existing Use	Light Industrial & Office (E(g)(i),E(g)(iii))
PTAL	2	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Strategic Industrial Location (SIL): Proposals within SIL should, where feasible, intensify uses suitable for broad industrial-type activities and make consideration of impact of development on existing occupiers in accordance with the agent of change principle.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (B1c,B2,B8)(Sqm)	1900
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	2 Harlequin Avenue will be redeveloped to provide modern and flexible business floorspace which integrates with the surrounding business uses.
Land Uses	Industrial (E(g)(iii)/B2/B8)
Movement and Access	<p>The existing access arrangements to the site are to be improved to provide a high-quality pedestrian route along Harlequin Avenue and improved access to the site. A new pedestrian and cycle route could be provided through the site to provide a clean air link with adjacent sites including the West Cross Site and the Golden Mile Station and this needs to be considered and safeguarded as part of redevelopment of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory listed building: Former Gillette Factory, Grade II <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification of existing uses on the site should be arranged to ensure an attractive and legible street frontage is created, in order to create a continuous street frontage along Harlequin Avenue.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

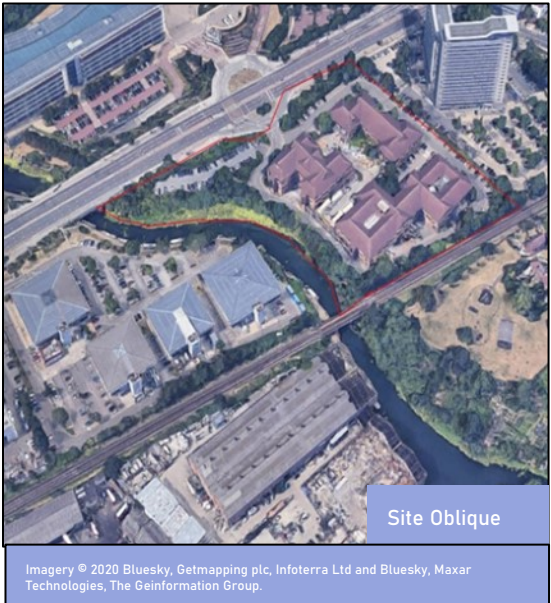
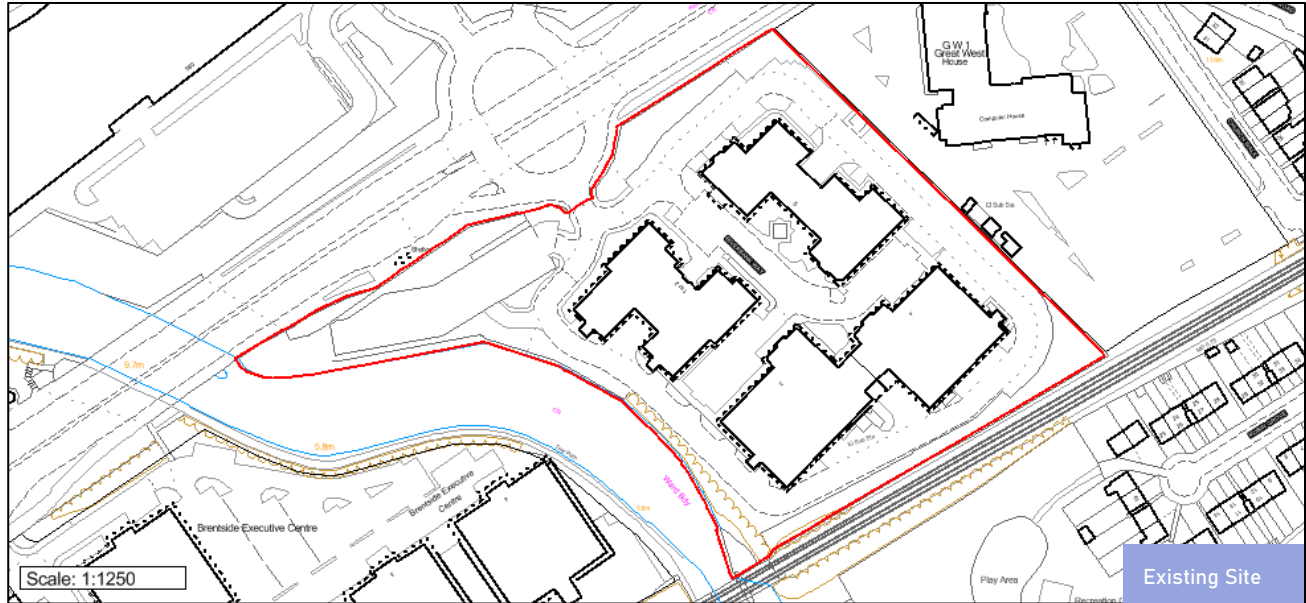
16 – BRENTSIDE PARK



Address	Brentside Park, Great West Road, TW8 9DS		
Site Size	1.9 Ha	Existing Use	Business (E(g)) and Hospital (Separate Units)
PTAL	2	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Site is adjacent to Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M006: London's Canals)); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy).</p> <p>Flood Zone: Part of site within Flood Zone 2 with small areas in Flood Zones 3a and 3b; Development must provide a flood risk assessment as set out in policy EQ3 of the Local Plan or any superseding policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	390	Retail (Sqm)	530
Business (Sqm)	11120	Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2026-2032		

Development Details	
Key Proposal	Brentside Park will be an attractive mixed-use development focused around an enhanced Brent river frontage.
Land Uses	Business (E(g)(i/ii)) , Residential (C3) and Retail (E(a-c))
Movement and Access	<p>Redevelopment of the site should create a direct walking and cycling route running east-west across the site and actively promote its integration with proposed routes on neighbouring sites in a form which allows movement across the site to be protected from noise and air pollution from the Great West Road. Development should also protect and enhance access to, and the quality of, the existing canal towpath route to the north and south.</p> <p>Vehicular access to the site should utilise the existing junction with the Great West Road.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Listed Building: 991 Great West Road, Grade II • Conservation Area: Grand Union Canal and Boston Manor • Registered Park and Garden: Syon Park, Grade I <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification and diversification of existing uses within the site in order to create a consistent and visible commercial frontage against the Great West Road and form an effective buffer between this and other non-employment uses on the site.</p> <p>Development should be arranged to facilitate the creation of streets within the development, and with active street frontages providing small business units and retail space at ground floor level and a green public open space within the development, in accordance to the GWC Masterplan.</p> <p>The layout of development should facilitate the delivery of a high quality and legible clean air route east-west through the site and provision of a bridge linking the development with the other side of the River Brent, and should have regard to the scale, massing, design and layout of any proposed redevelopment of the adjacent Great West Plaza site. The development should front onto, and establish a positive relationship with, the River Brent through the arrangement of residential and non-residential uses.</p> <p>The site is phased to commence in the short-term. Given the immediate challenges for the office market that are acknowledged in the Employment Land Review update evidence, marketing evidence will be considered on a case-by-case basis for departing from the minimum development quantum for business use, to enable suitable proposals to progress.</p> <p>Part of the site is in Flood Zone 2 with small areas in Flood Zones 3a and 3b. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test and Exception Test. The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

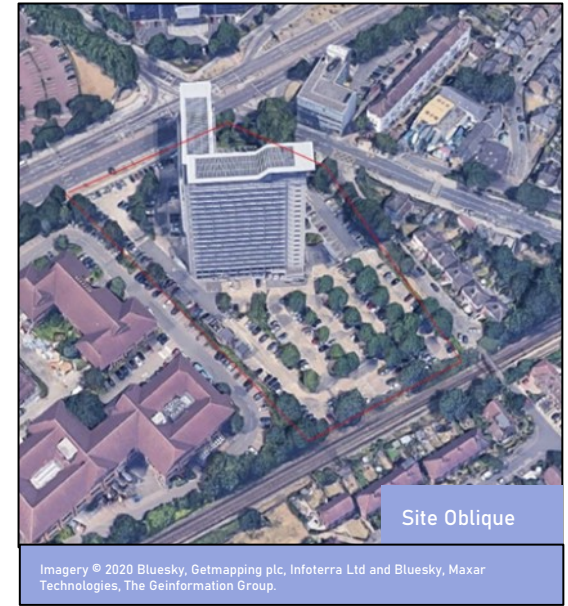
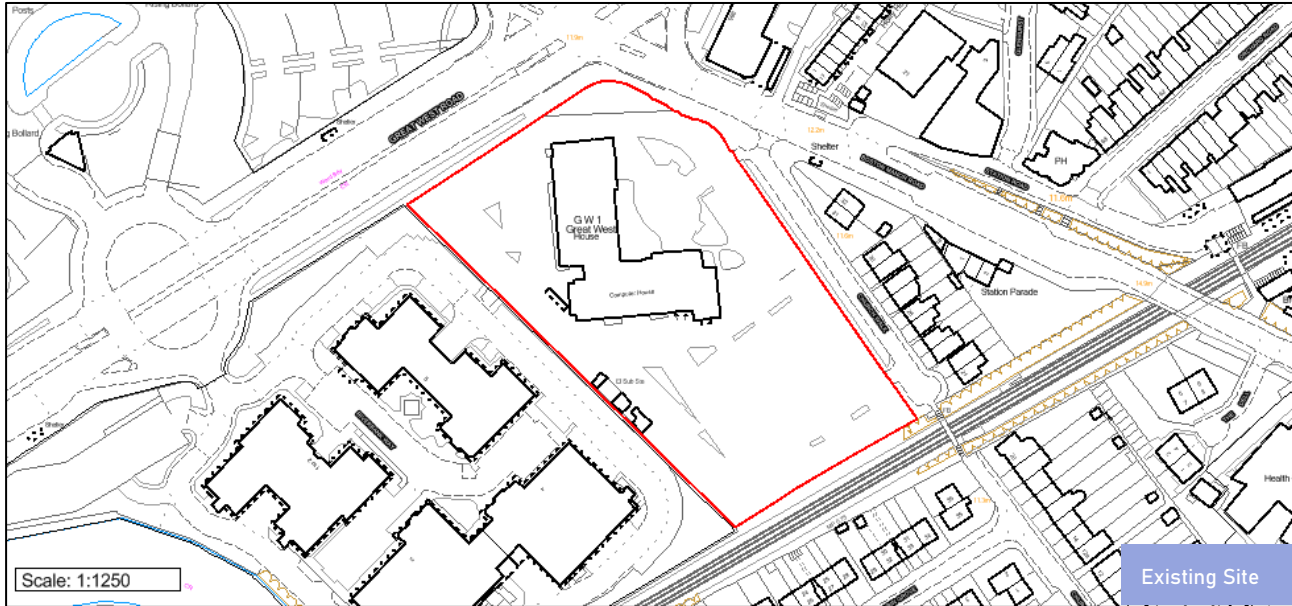
17 - GREAT WEST PLAZA



Address	Great West Plaza, Brentford, TW8 9RE		
Site Size	2.2 Ha	Existing Use	Office (E(g)(i))
PTAL	2/3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Site is adjacent to Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M006: London's Canals); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy). Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Flood Zone: Part of site within Flood Zones 2, 3a and 3b; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any superseding policy.</p>		
Minimum Development Quantum			
Residential Units	380	Retail (Sqm)	360
Business (Sqm)	16310	Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2026-2032		

Development Details	
Key Proposal	Great West Plaza will be an attractive mixed-use development focused around an enhanced River Brent frontage and having a close relationship with Brentside Park via a new pedestrian bridge.
Land Uses	Business (E(g)(i/ii)), Residential (C3) and Retail (E(a-c))
Movement and Access	<p>Redevelopment of the site should create a direct walking and cycling route running east-west across the site and actively promote its integration with proposed routes on neighbouring sites in a form which allows movement across the site to be protected from noise and air pollution from the Great West Road. Development should also protect and enhance access to, and the quality of, the existing canal towpath route to the north and south. In addition, development proposals should facilitate a walking and cycling link to Brentford Station and integrate with proposals for the adjacent Great West House site.</p> <p>Vehicular access to the site should utilise the existing junction with the Great West Road.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Grand Union Canal and Boston Manor • Registered Park and Garden: Syon Park, Grade I <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification and diversification of existing employment uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and form an effective buffer between this and other non-employment uses on the site.</p> <p>Development should be arranged to facilitate the creation of streets within the development, and support active street frontages by providing small office units at ground floor level in addition to retail.</p> <p>The layout of development should facilitate the delivery of a high quality and legible clean air route through the site and provision of a bridge linking the developments, and should have regard to the scale, massing, design and layout of any proposed redevelopment of the adjacent Brentside Park site. Buildings along the Great West Corridor should be set back to form a consistent building line. The development should front onto, and establish a positive relationship with the River Brent through the arrangement of residential and non-residential uses.</p> <p>The site is phased to commence in the short-term. Given the immediate challenges for the office market that are acknowledged in the Employment Land Review update evidence, marketing evidence will be considered on a case-by-case basis for departing from the minimum development quantum for business use, to enable suitable proposals to progress.</p> <p>Part of the site is in Flood Zone 2 and a small proportion of the site is currently in Flood Zones 2, 3a and 3b. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood Risk Sequential Test and Exception Test.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

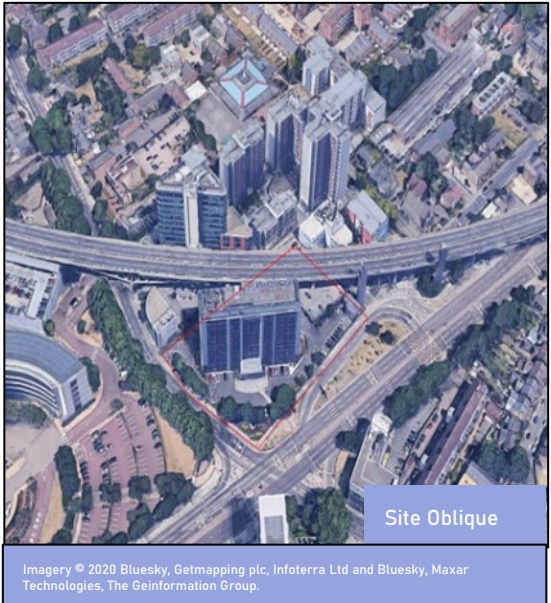
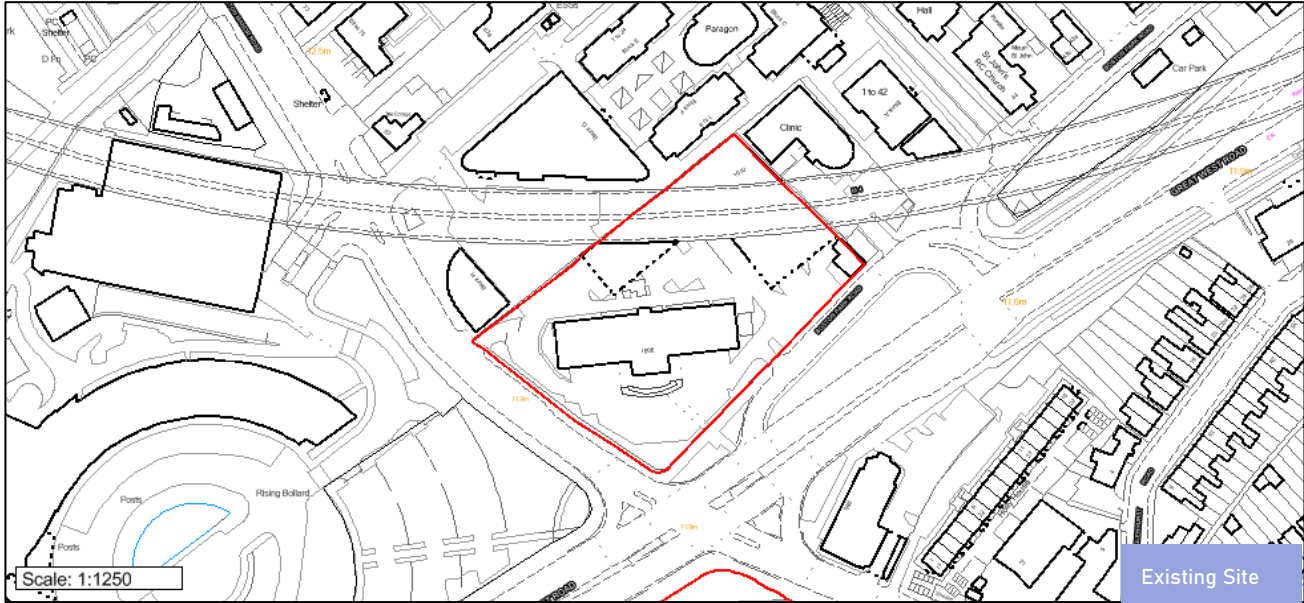
18 - GREAT WEST HOUSE



Address	Car Park, Great West House, Great West Road, TW8 9DF		
Site Size	1.3 Ha	Existing Use	Office (E(g)(i))
PTAL	2/3	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	70	Retail (Sqm)	780
Business (Sqm)	7270	Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	Great West House will be integrated with new development surrounding the existing building to better integrate it into the London Gateway and intensify the use of the site.
Land Uses	Business (E(g)(i/ii)), Residential (C3) and Retail (E(a-c))
Movement and Access	<p>Redevelopment of the site should facilitate the delivery of a high-quality direct walking and cycling clean air route across the site and linking to the Great West Plaza site and Church Walk. This should have regard to, and integrate with proposals for the layout of the Great West Plaza site.</p> <p>Vehicular access to the site should be from Church Walk.</p> <p>Development proposals should seek to contribute to the formation of a new accessible entrance to Brentford Station from Church Walk.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Listed Building: Boston Manor House, Grade I • Conservation Area: Grand Union Canal and Boston Manor • Registered Park and Garden: Syon Park, Grade I • World Heritage Site: Royal Botanic Gardens, Kew <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification of existing uses on site to create a buffer between the Great West Corridor, Boston Manor Road to create a consistent and visible commercial frontage against the Great West Road and form an effective buffer between this and other non-employment uses on the site. Development should be arranged to facilitate creation of streets within the development, and this (and these uses) should integrate with proposals for the adjacent Brentside Executive suites to enable the creation of a new clean air route to Brentford Station. Non-residential development should facilitate the creation of a street frontage that emphasises the four corners of the junction of Great West Road and Boston Manor Road. Buildings along the Great West Corridor should be set back to form a consistent building line and facilitate the creation of a green and pedestrian-friendly boulevard. Development should take into account the much smaller scale of building to the south and east of the site and avoid abrupt transitions in scale at the site edges.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>The site is phased to commence in the short-term. Given the immediate challenges for the office market that are acknowledged in the Employment Land Review update evidence, marketing evidence will be considered on a case-by-case basis for departing from the minimum development quantum for business use, to enable suitable proposals to progress.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

19 - MILLE BUILDING

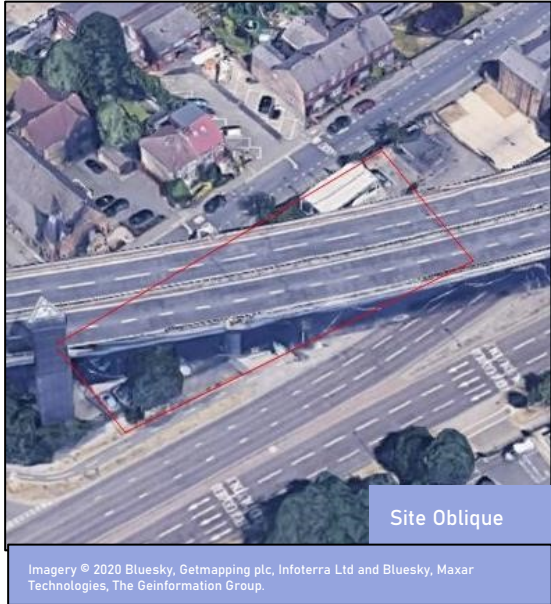
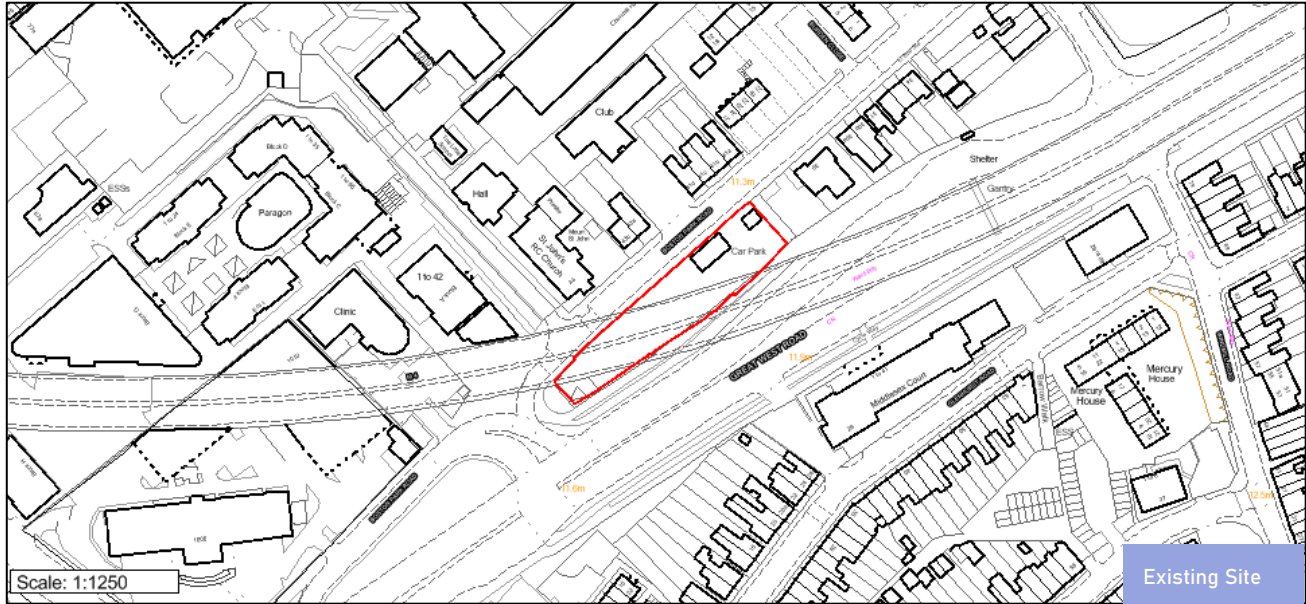


Address	1000, Great West Road, TW8 9DW		
Site Size	0.74 Ha	Existing Use	Office (E(g)(i))
PTAL	3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		

Minimum Development Quantum			
Residential Units		Retail (Sqm)	3800
Business (Sqm)	26,670	Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2030-2035		

Development Details	
Key Proposal	The Mille building will be redeveloped into a modern, grade A office floorspace with amenities serving occupiers and local residents at ground floor level as part of the London Gateway.
Land Uses	Business (E(g)(i/ii)), and Retail (E(a-c))
Movement and Access	<p>Redevelopment of the site should facilitate the delivery of a new high quality clean air walking and cycling link between Boston Park Road and Boston Manor Road, and maximize opportunities to integrate this with the University of West London (UWL) campus adjacent to the site.</p> <p>Vehicular access to the site should be retained utilizing the existing Boston Park Road and Great West Road arrangements.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Grand Union Canal and Boston Manor; St Paul's Brentford • World Heritage Site: Royal Botanic Gardens, Kew • Registered Park and Garden: Syon Park, Grade <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification of existing uses on site to create a high quality, modern office building, designed in such a way as to facilitate single large operators or multiple smaller occupiers. The ground floor of the site should create an active frontage onto pedestrian and cycling routes located so that they are sheltered from the Great West Road in such a way as to contribute to the animation of street but protect visitors from the Great West Road. Buildings along the Great West Corridor should be set back to form a consistent building line.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

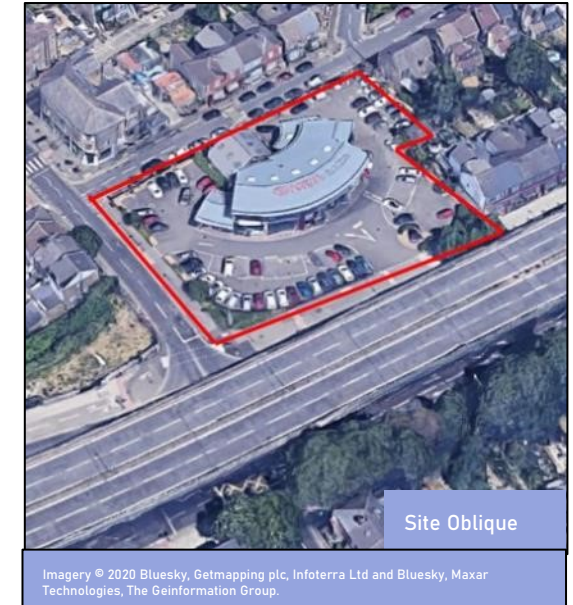
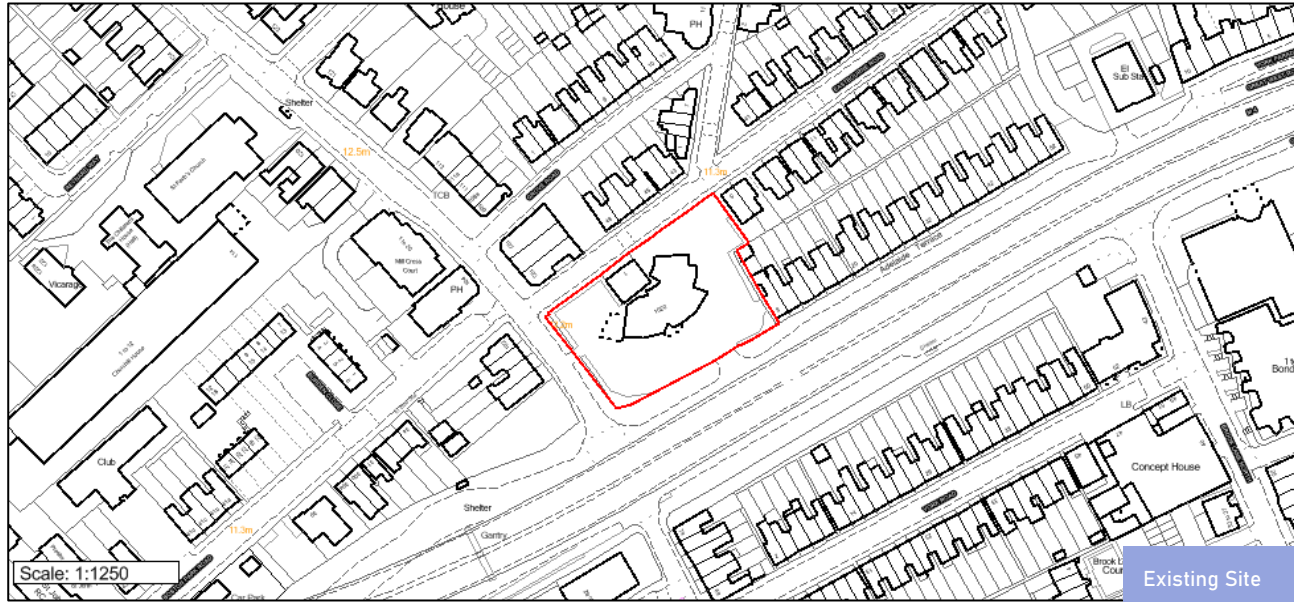
21 - ENTERPRISE, BOSTON PARK ROAD



Address	Enterprise Rent a Car, Boston Park Road, TW8 9JF		
Site Size	0.15 Ha	Existing Use	Car Garage (B2)
PTAL	3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy. Area of Special Character: The site sits within an area of special character. Development proposals should have regard to the Council's Heritage Policies in the adopted local plan.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	3340
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	Enterprise Rent a Car will be redeveloped to provide a new business location as part of the Great West Corridor Central development.
Land Uses	Industrial (E(g)(iii)/B2/B8)
Movement and Access	<p>Primary access to the site should maintain existing access to/from Boston Manor Park Road. Secondary pedestrian and cycle access could be provided to the Great West Road. An improved pedestrian and cycle route should be provided along Boston Park Road to allow better integration with the Mille Building to the west and to contribute towards a high quality clean air walking and cycling route away from the Great West Road.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Listed Building: St John's Catholic Church, Grade II • Area of Special Character <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>New Business uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road. Development should provide appropriate mitigation for occupants from the pollution created by the M4 flyover which passes over part of the site.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

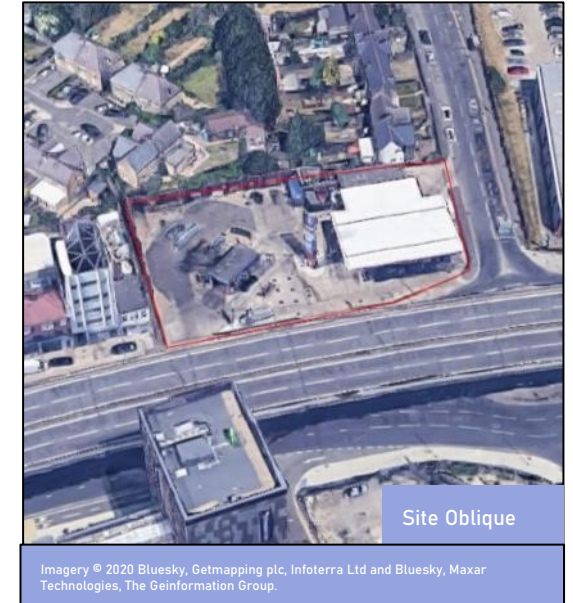
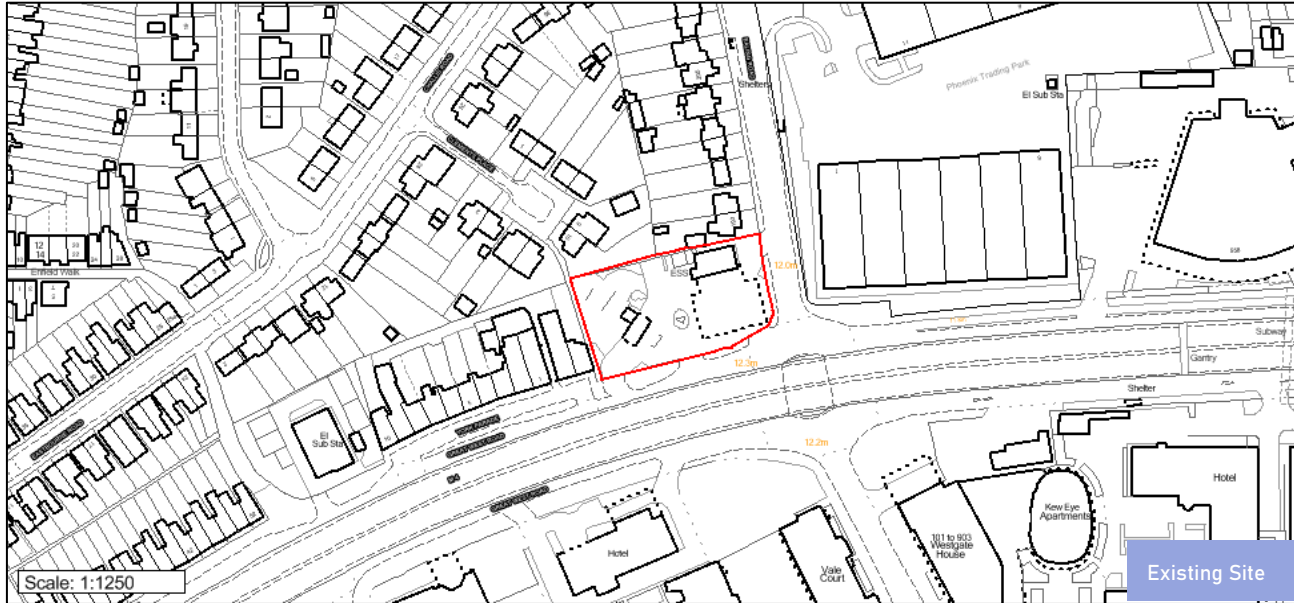
22 - 1020 GREAT WEST ROAD



Address	1020 Great West Road, London, TW8 9PQ		
Site Size	0.30 Ha	Existing Use	Car Garage (B2)
PTAL	3	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Area of Special Character: The site sits within an area of special character. Development proposals should have regard to the council's Heritage Policies in the adopted local plan. Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	3460
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	1020 Great West Road will be redeveloped to intensify industrial uses on the site.
Land Uses	Industrial (E(g)(iii)/B2/B8)
Movement and Access	<p>Primary vehicular access to the site should be retained from the Great West Road with limited secondary access/egress from Windmill Road. Pedestrian and cycle access should be from Eastbourne Road, Windmill Road and the Great West Road. Development should facilitate improved walking and cycling routes along Eastbourne Road, Windmill Road and the Great West Road.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Area of Special Character <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>New Business uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road. Development should provide appropriate mitigation for occupants from the pollution created by the M4 flyover which passes adjacent to the site.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

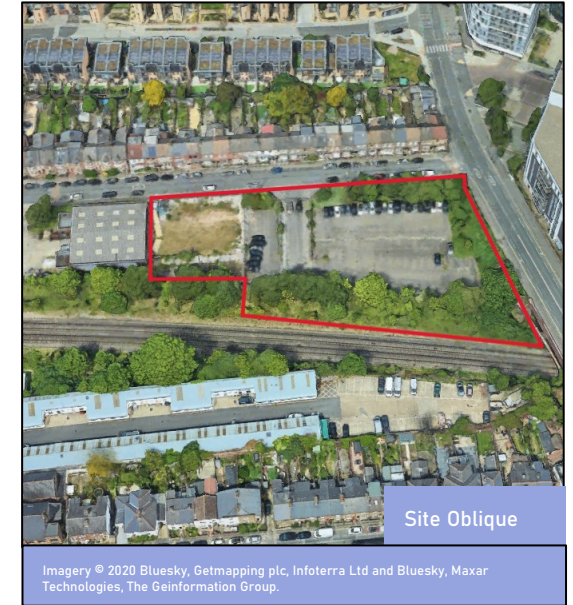
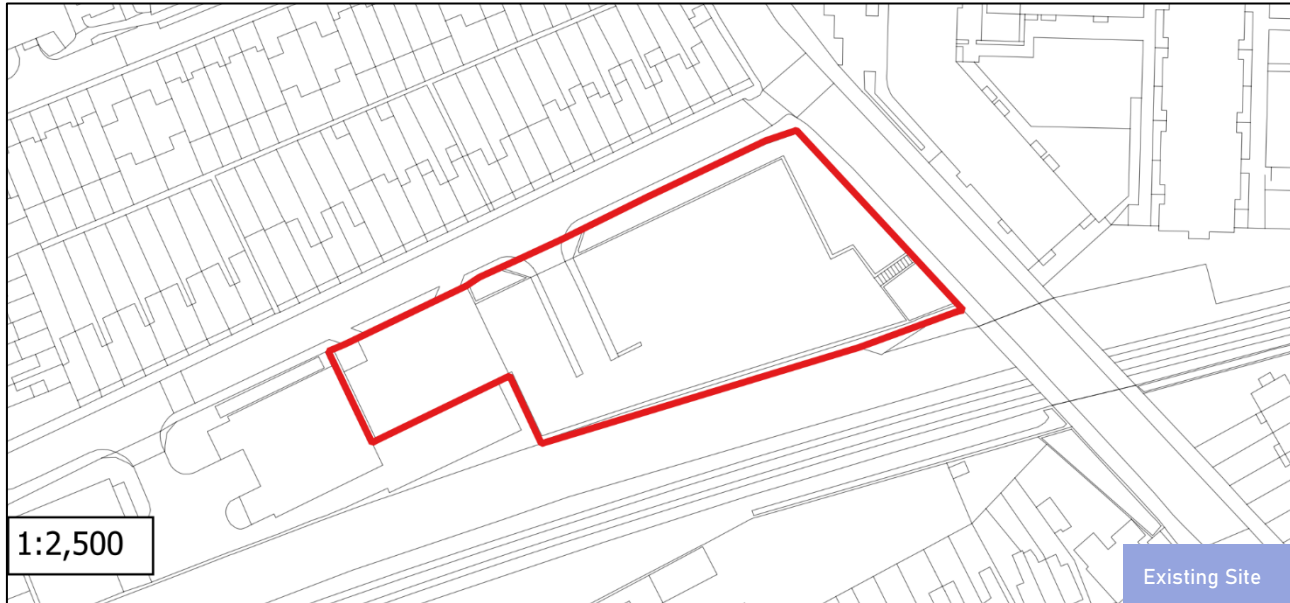
23 - TEXACO FILLING STATION, GREAT WEST ROAD, BRENTFORD



Address	Dome Filling Station, Great West Road, London, TW8 9AD		
Site Size	0.22 Ha	Existing Use	Service Station (Sui Generis)
PTAL	2/3	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>The Site is adjacent to the Great West Road (A4), a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	3880
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	Texaco Filling Station will be redeveloped to intensify business uses on the sites.
Land Uses	Industrial (E(g)(iii)/B2/B8)
Movement and Access	<p>Vehicular access to the site should be from the Great West Road. Pedestrian access should be provided to Ealing Road and the Great West Road. Development should facilitate improved walking and cycling access to the site and to routes along all site frontages, including widening the footpath to the west of the site and improved crossing facilities to better link the site to Brentford town centre.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • World Heritage Site: Royal Botanic Gardens, Kew • Conservation Areas: St Paul's Brentford <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>New industrial uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road. Development should provide appropriate mitigation for occupants from the pollution created by the M4 flyover which passes adjacent to the site.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

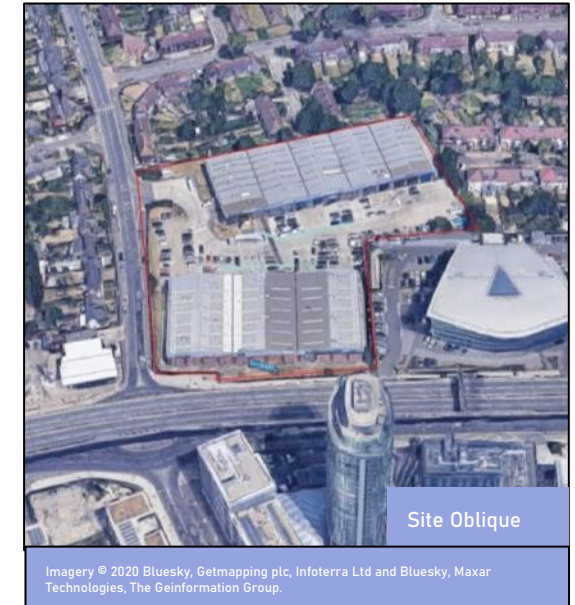
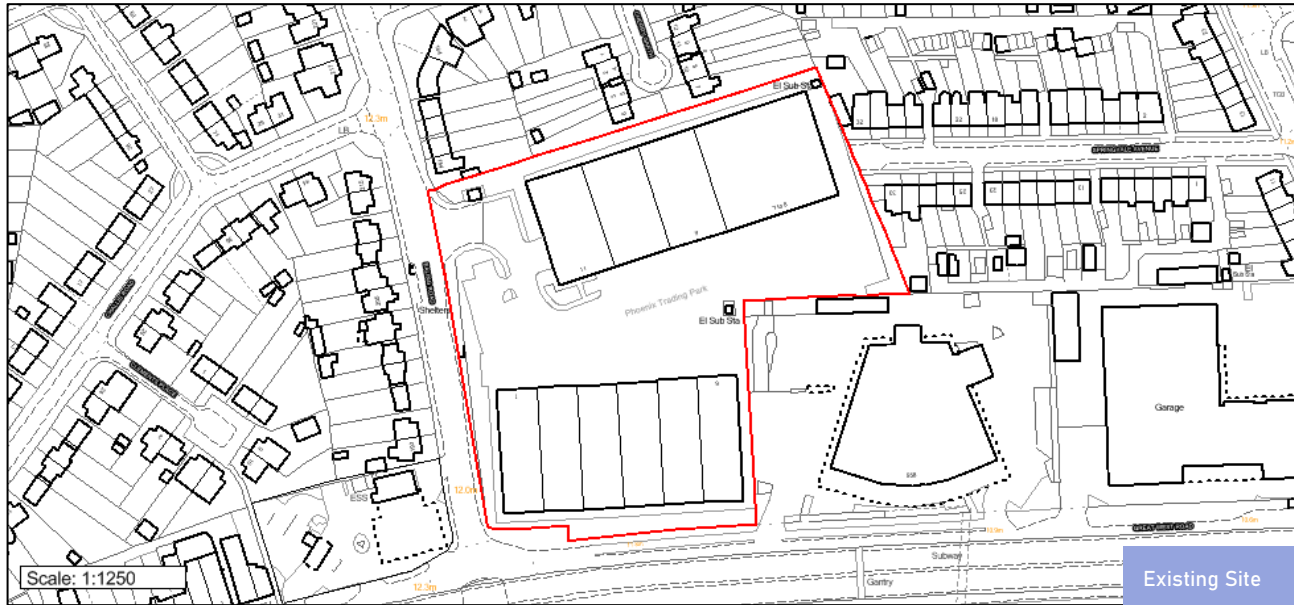
25 - LAYTON ROAD CAR PARK



Address	Car Park, Layton Road, London, TW8 0DZ		
Site Size	0.41 Ha	Existing Use	Car park and vacant car showroom (Sui Generis)
PTAL	3	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	<p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance, Grade II. (HoBII13) development must ensure that any significant adverse impact on biodiversity is avoided, mitigated or as a last resort compensated for (see Local Plan Policy GB7 or any subsequent policy).</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	110	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)	200	Assembly/Leisure (Sqm)	
Phasing	2027-2030		

Development Details	
Key Proposal	Land at Layton Road will be redeveloped to provide new residential units and a community/educational facility.
Land Uses	Residential (C3), Community/Education (F1(A)/F2(b))
Movement and Access	<p>Access to the site should be from Layton Road. The development should facilitate access by cycling and walking and deliver improvements to surrounding roads, including widening footways around the site, providing better links to Brentford town centre and to accommodate and protect the movement of vulnerable users to and from the site. Sustainable travel should be pro-actively promoted for all users on the site.</p> <p>Vehicular access to the site should be from Layton Road with pedestrian access also from Ealing Road. The development should facilitate access by cycling and walking and deliver improvements to surrounding roads to accommodate and protect the movement of vulnerable users to and from the site.</p> <p>Development is to conform to the maximum parking standards in the draft London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Adjacent to Conservation Areas: St Paul's Brentford • Locally listed buildings in the immediate area <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset</p>
Site Requirements	<p>New residential uses should be delivered in such a way as to protect surrounding neighbours' amenity and to have due regard to potential for overlooking existing dwellings on the northern side of Layton Road.</p> <p>Development should deliver a new community/educational hub at ground floor level providing flexible community/educational space.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

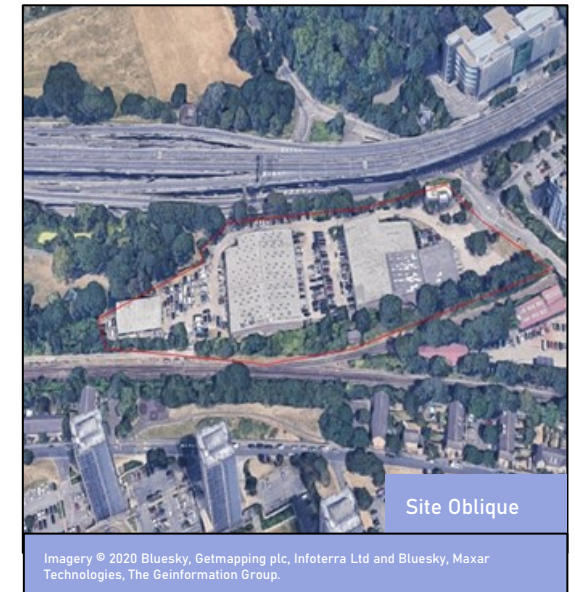
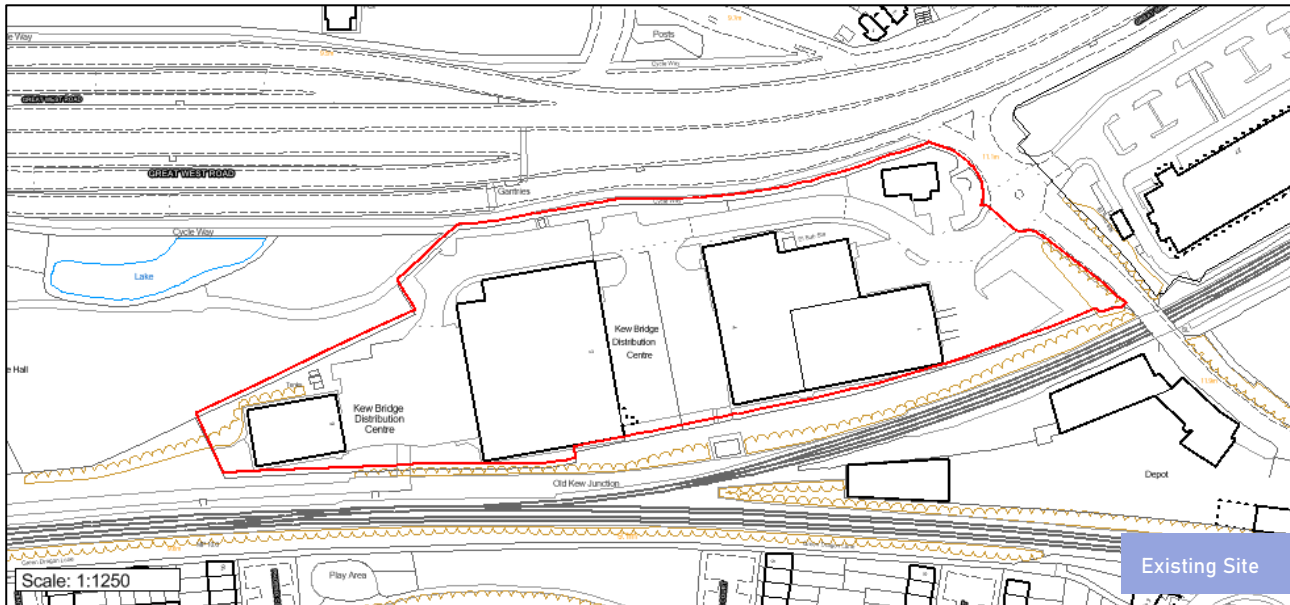
26 – PHOENIX BUSINESS PARK



Address	Phoenix Trading Park, Ealing Road Brentford, TW8 9PL		
Site Size	1.6 Ha	Existing Use	Research and Product Development (E(g)(ii)) Light industrial (E(g)(iii)); General Industrial (B2) and Warehousing (B8)
PTAL	1a/2/3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Locally Significant Industrial Site (LSIS): Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and make consideration of impact of development on existing occupiers in accordance with the agent of change principle. The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	260	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	16,480
Car Showroom (Sqm)	1,000	Parking (Sqm)	
Phasing	2027-2032		

Development Details	
Key Proposal	Phoenix Trading Estate will be redeveloped to intensify employment uses on the site and introduce a mix of uses which are integrated with the surrounding area.
Land Uses	Industrial (E(g)(iii)/B2/B8), Car showroom (Sui Generis), Residential (C3) and Retail (E(a-c))
Movement and Access	<p>Redevelopment of the site should facilitate the delivery of a new direct walking and cycling link between Springvale Avenue and Ealing Road across the site as part of the proposed clean air route.</p> <p>Primary vehicular access to the site should be provided from the Great West Road although limited secondary access could be provided from Ealing Road.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • World Heritage Site: Royal Botanic Gardens, Kew • Conservation Area: St Paul's Brentford • Conservation Area: Gunnersbury <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification and diversification of existing industrial and business uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and form an effective buffer between this and other non-employment uses on the site. The site frontage would make a suitable location for a flagship car dealership to enhance the area's reputation as a focal point for motor-vehicle showrooms.</p> <p>Proposed industrial and residential mixed-use buildings and plots should accord with the design approaches identified in the Masterplan for industrial intensification.</p> <p>Residential uses should be provided as part of the frontage along the clean air route, and integrate with provision of retail and other uses to create an active street frontage which continues the residential frontage of Springvale Avenue. Proposed industrial and residential mixed use buildings and plots should accord with the design approaches identified in the Masterplan for industrial intensification and GLA Industrial Intensification and Co-Location Practice Note (2018).</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

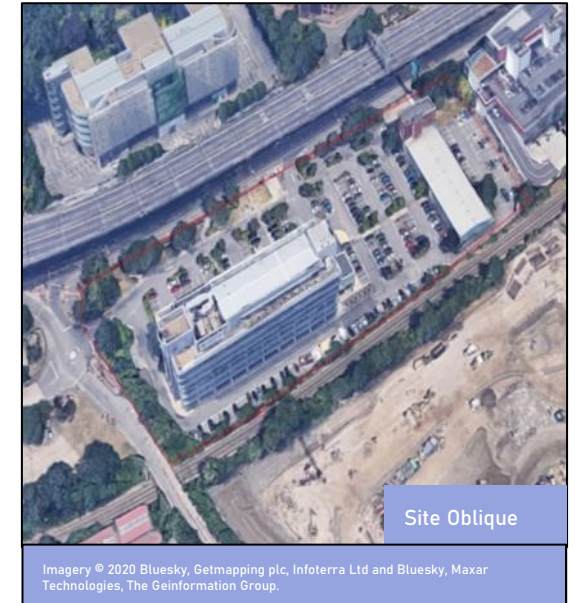
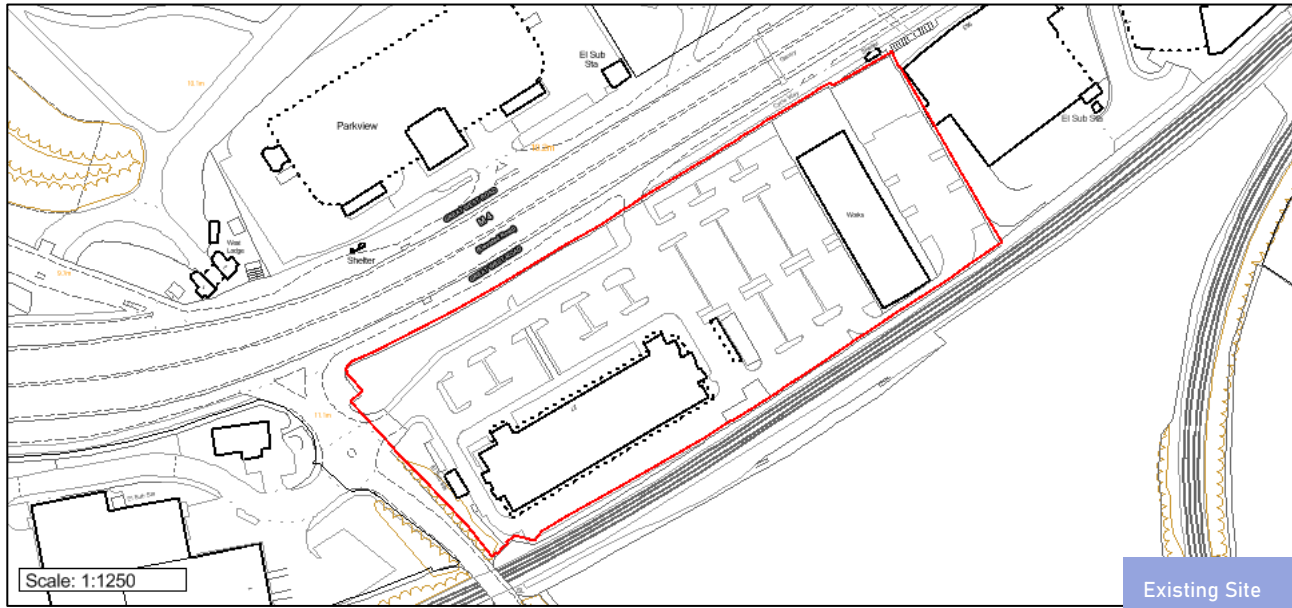
27 – KEW BRIDGE DISTRIBUTION CENTRE



Address	Kew Bridge Distribution Centre, Lionel Road North Brentford, TW8 9QR		
Site Size	1.9 Ha	Existing Use	Research and Product Development (B1(b)) Light industrial (B1(C)); General Industrial (B2) and Warehousing (B8)
PTAL	2/3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Locally Significant Industrial Site (LSIS): No net loss of existing Industrial floorspace; consideration of impact of development on existing occupiers obeying agent of change principle.</p> <p>Transport: The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy of the Local Plan in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	750	Retail (Sqm)	
Employment - Business / Industrial (Sqm)	13,100	Parking (Sqm)	
Health/Community (Sqm)			
Phasing	2026-2036		

Development Details	
Key Proposal	Kew Bridge Distribution Centre will be redeveloped to create a new mixed use development with residential development and stacked industrial uses arranged along a new street connecting Lionel Road Station to Carville Hall Park.
Land Uses	Light Industrial (B1c), Industrial (B2/8), Business (B1a/b) , Residential (C3)
Movement and Access	<p>The vehicular access from Lionel Road South should be maintained to serve the development with the existing roundabout removed and pedestrian movement prioritised. Development should provide a direct walking and cycling route across the site between Lionel Road and Carville Hall Park. The Development proposals should contribute to improving existing walking and cycling routes and provide new routes as appropriate to key destinations across the area, including across the A4 to Gunnersbury Park and actively promote their integration with existing routes on site and neighbouring sites. Improvement of the public realm on Lionel Road South and Great West Road will be expected.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Consolidation of freight and delivery movements will be expected.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Listed Building(s): Pump House Tower, Grade I , Kew Bridge Pumping Station, Grade I , Great Engine House, Grade I, Boiler House, Coal Store, Steam Engine house, Grade II • World Heritage Site: Royal Botanic Gardens, Kew • Conservation Area(s): Gunnersbury Park, Kew Bridge , Kew Green, Strand on the Green • Registered Park and Garden: Gunnersbury Park, Grade II* <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p>
Site Requirements	<p>Intensification of existing industrial uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and form a buffer between this and other non-employment uses on the site.</p> <p>Proposed industrial and residential mixed-use buildings and plots should accord with the design approaches identified in the Masterplan for industrial intensification.</p> <p>Non Industrial uses should be integrated into an active frontage along the sides of the proposed clean air route, with entrances and active uses located at ground floor level in a form which creates an active, mixed-use street. Proposed industrial and residential mixed use buildings and plots should accord with the design approaches identified in the Masterplan for industrial intensification and GLA Industrial Intensification and Co-Location Practice Note (2018).</p> <p>Heights of new development must be in conformity with Great West Corridor Place Policy P1, P1 (c) and Great West Corridor Masterplan.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

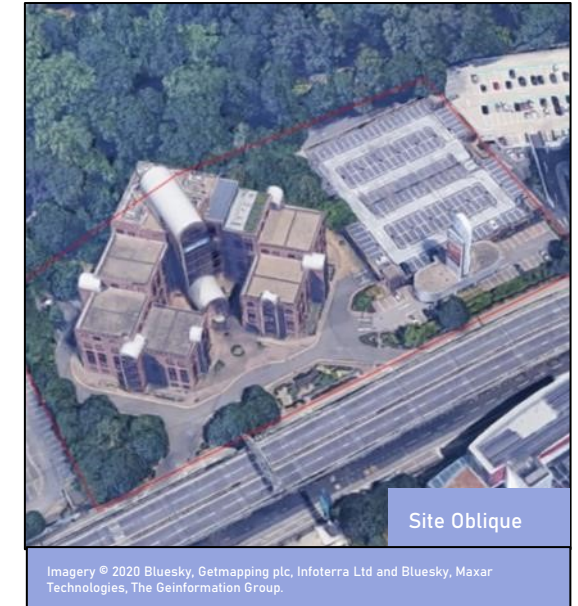
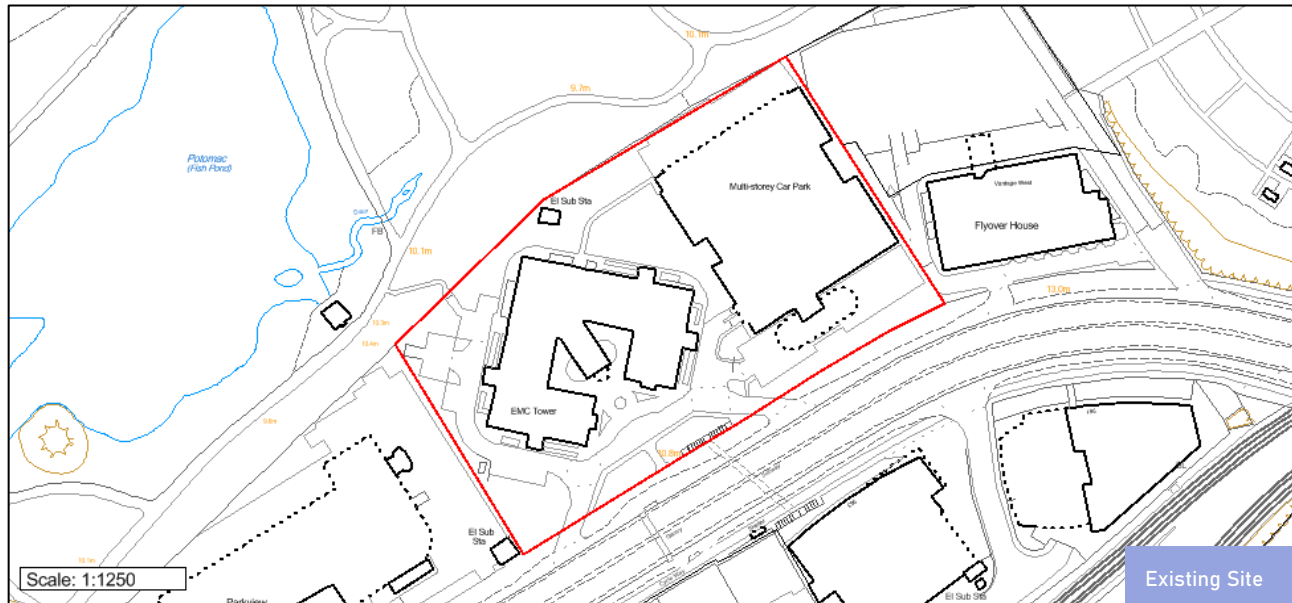
28 – 27 GREAT WEST ROAD



Address	27 Great West Road & 1053 Great West Road, Brentford, TW8 9BW		
Site Size	1.6 Ha	Existing Use	Office (E(g(i))) with ancillary car parking.
PTAL	2/3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Transport: The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	500	Retail (Sqm)	990
Business (Sqm)	18870	Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2026-2034		

Development Details	
Key Proposal	27 Great West Road will be redeveloped to create a new employment led local centre around Lionel Road Station.
Land Uses	Business (E(g)(i/ii)), Residential (C3) and Retail (E(a-c))
Movement and Access	<p>Primary vehicular access to the site for commercial uses should be retained from the Great West Road, with limited secondary access from Lionel Road South. Development should be designed to accommodate appropriate vehicular accesses from both roads. Development must facilitate the delivery of the Lionel Road Station.</p> <p>Development of the site should provide a direct high quality clean air walking and cycling route across the site. This should link Lionel Road South, Lionel Road Station and the adjoining 1053 Great West Road site. The Development proposals should consider potential new routes across the Great West Road and actively promote their integration with existing routes on site and neighbouring sites.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Listed Building(s): Pump House Tower, Grade I, Kew Bridge Pumping Station, Grade I, Great Engine House, Grade I, Boiler House, Coal Store, Steam Engine house, Grade II, Kew Bridge Station, Grade II • World Heritage Site: Royal Botanic Gardens, Kew • Conservation Area(s): Gunnersbury Park, Kew Bridge, Kew Green, Strand on the Green • Registered Park and Garden: Gunnersbury Park, Grade II* <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification of existing business uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and form a buffer between this and other non-employment uses on the site.</p> <p>Other uses should be provided in a form which supports the creation of a new local centre around the Lionel Road station, with frontages and entrances located so that they are sheltered from industrial frontages in such a way as to contribute to the animation of streets and the mixed employment character of the area but protect resident and visitor's amenity.</p> <p>Development proposals must make provision for the new Lionel Road Station and development should seek to deliver an adjacent public square, which should be sheltered from road noise, offer a range of public amenities and be animated by active ground floor uses including retail in accordance with Place Policy P1, P1 (c) & GWC Masterplan.</p> <p>The site is phased to commence in the short-term. Given the immediate challenges for the office market that are acknowledged in the Employment Land Review update evidence, marketing evidence will be considered on a case-by-case basis for departing from the minimum development quantum for business use, to enable suitable proposals to progress.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

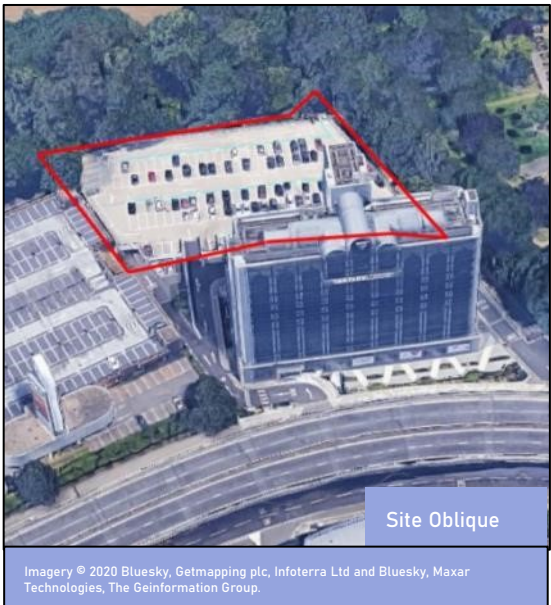
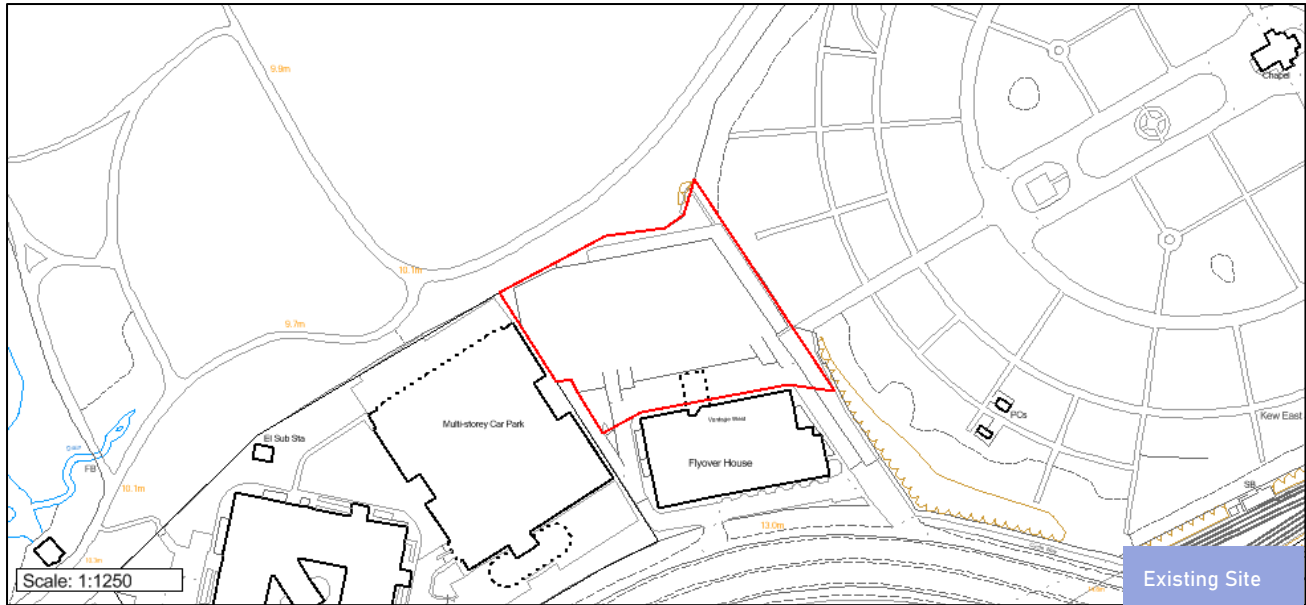
29 – EMC TOWER



Address	EMC Tower, Great West Road, TW8 9AG		
Site Size	1.6 Ha	Existing Use	Office (E(g(i))) with ancillary car parking.
PTAL	2	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>Transport: The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	420	Retail (Sqm)	
Business (Sqm)	13230	Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2027-2032		

Development Details	
Key Proposal	Dell/EMC will be redeveloped to intensify employment uses and introduce a mix of uses on the site, creating a new pedestrian and cycling route against Gunnersbury Park between Lionel Road North and Gunnersbury Cemetery.
Land Uses	Business (E(g)(i/ii)) and Residential (C3).
Movement and Access	<p>Vehicular access is to be maintained from the Great West Road with the access appropriately designed for the level of traffic. Development should provide a direct walking and cycling route across the site between the Parkview site and the Vantage West site, supporting the provision of the clean air route. Development should provide improved pedestrian and cycle routes across the site frontage and improved crossing facilities over the Great West Road to provide better integration with surrounding areas to the south of the site.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Listed Building: Gunnersbury Large Mansion, Grade II*, Gunnersbury Small Mansion, Grade II, Gunnersbury Boundary Wall, Grade II • World Heritage Site: Royal Botanic Gardens, Kew • Conservation Area: Gunnersbury Park, Kew Bridge, Kew Green, Strand on the Green, Strand on the Green • Registered Park and Garden: Gunnersbury Park, Grade II* <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification of existing business uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and form a buffer between this and other non-employment uses on the site.</p> <p>Non-business uses and frontages should be integrated into an active frontage along the proposed clean air route, with entrances and active uses located at ground floor level in a form which creates an active, mixed use street, and combines with the adjacent allocations to form a consistent legible route through the sites.</p> <p>The site is phased to commence in the short-medium term. Given the immediate challenges for the office market that are acknowledged in the Employment Land Review update evidence, marketing evidence will be considered on a case-by-case basis for departing from the minimum development quantum for business use, to enable suitable proposals to progress.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan..</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

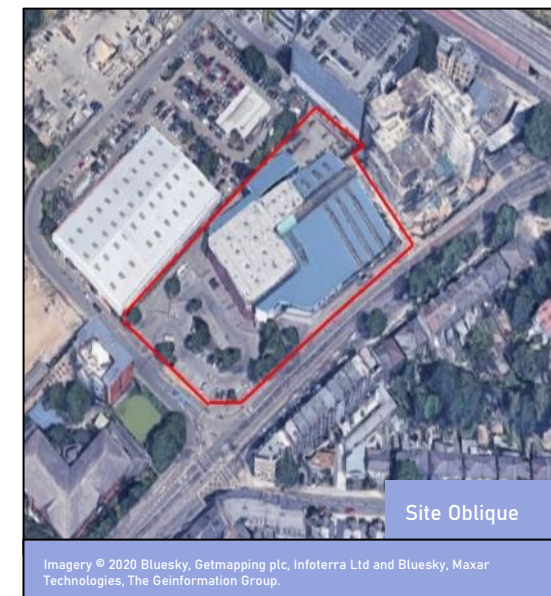
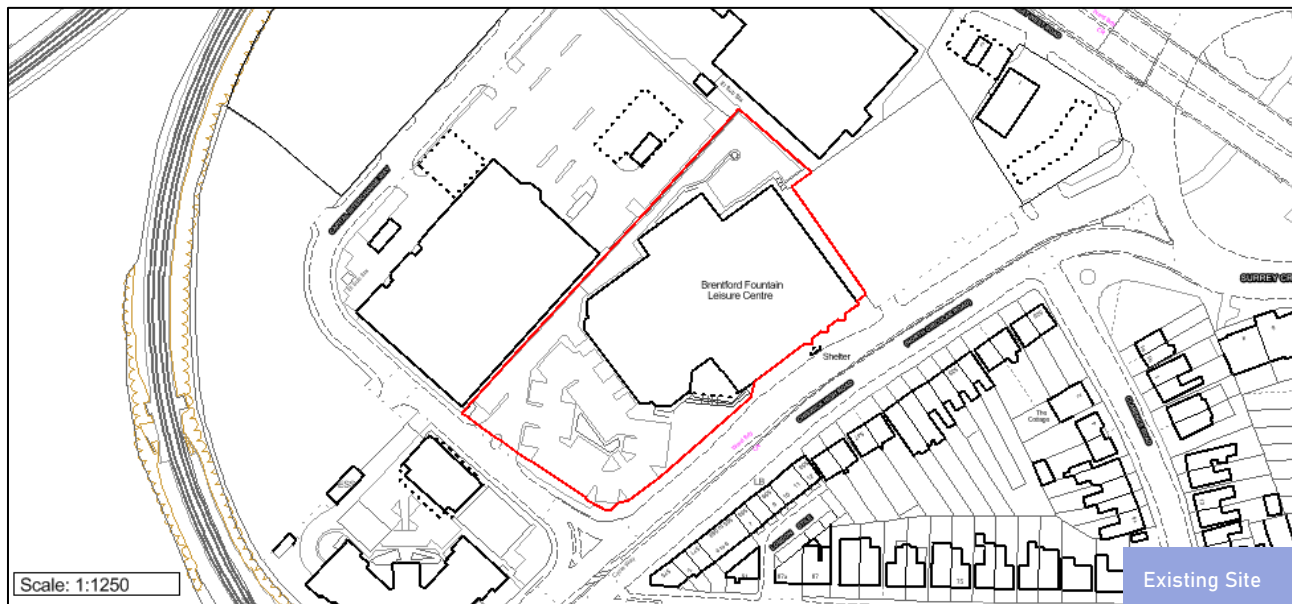
30 - VANTAGE WEST



Address	Vantage West Great West Road, TW8 9AG		
Site Size	0.49 Ha	Existing Use	Office (E(g(i)) with ancillary car parking.
PTAL	1b/2	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>Transport: The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	130	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2027-2032		

Development Details	
Key Proposal	Vantage West will be redeveloped to intensify employment uses and introduce a mix of uses on the site, creating a new pedestrian and cycling route against Gunnersbury Park between Lionel Road North and Gunnersbury Cemetery.
Land Uses	Residential (C3)
Movement and Access	<p>Vehicular access is to be maintained from the Great West Road with the access appropriately designed for the level of traffic. Development should provide a direct walking and cycling route across the site to the adjacent EMC Tower site, supporting the provision of the clean air route. The Development proposals should consider potential new routes, including crossing facilities across the area and actively promote their integration with existing routes on site and neighbouring sites.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Listed Building(s): Gunnersbury Large Mansion, Grade II*, Gunnersbury Small Mansion, Grade II, Gunnersbury Boundary Wall, Grade II • World Heritage Site: Royal Botanic Gardens, Kew • Conservation Area(s): Gunnersbury Park, Kew Bridge, Kew Green Strand on the Green, Strand on the Green • Registered Park and Garden: Gunnersbury Park, Grade II* <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Redevelopment of rear car park to introduce residential development in a form which creates a clean air route between new development and the existing business uses in order to create a consistent and visible commercial frontage against the Great West Road and form a buffer between this and other non-employment uses on the site.</p> <p>Non-business uses and frontages should be integrated into an active frontage along the proposed clean air route, with entrances and active uses located at ground floor level in a form which creates an active, mixed use street, and combines with the adjacent allocations to form a consistent legible route through the sites.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

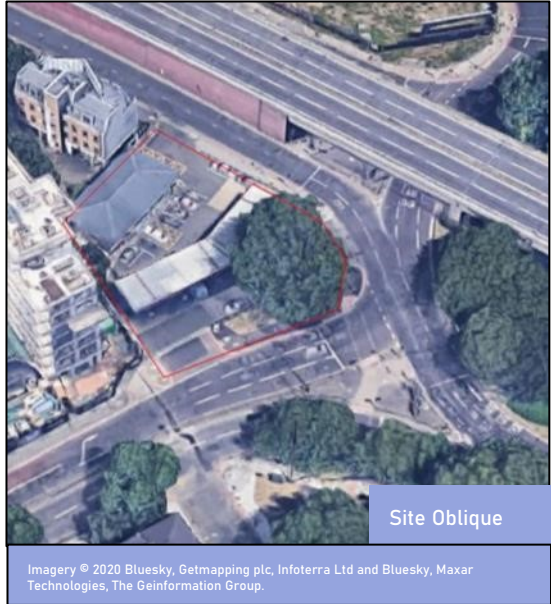
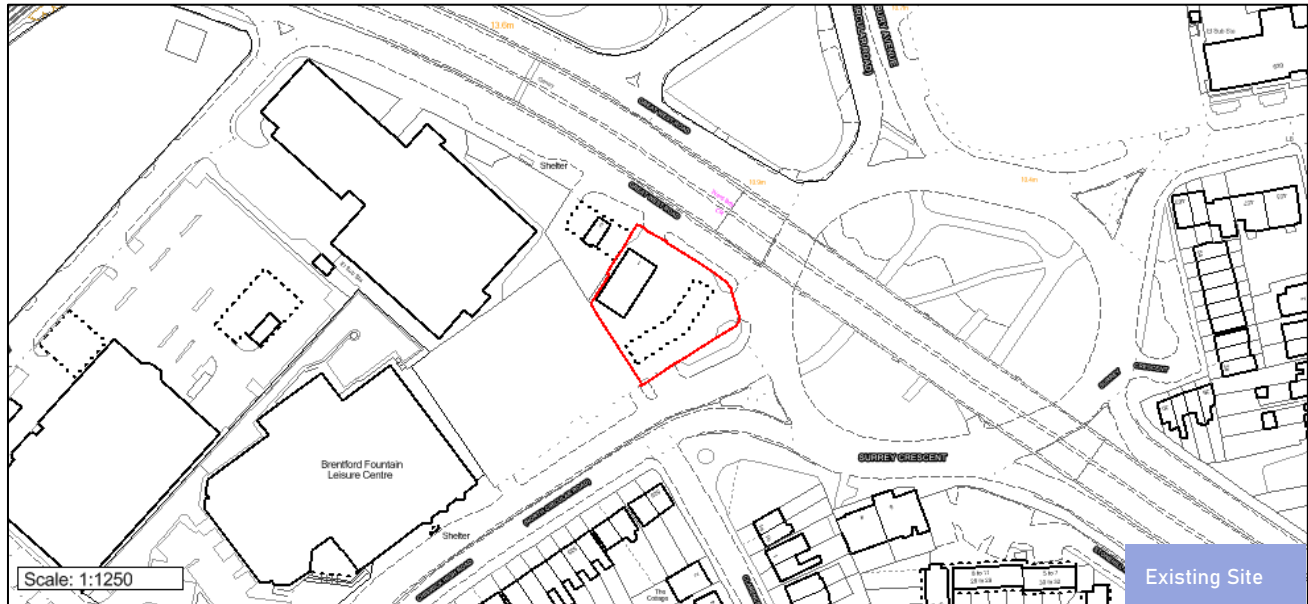
32 - BRENTFORD FOUNTAIN LEISURE CENTRE



Address	Brentford Fountain Leisure Centre, 658 Chiswick High Road, Chiswick Riverside Ward, TW8 0JH		
Place	g	Site Size	0.9 Ha
PTAL	3/4	Existing Use	Leisure (E(d))
Ownership	Public	Site Source	GWC Masterplan 2019
Planning Designations	<p>The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy GWC3, and Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Transport: The Site is adjacent to the Chiswick High Road (A205) a major distributor road and TFL Red Route: Development should not adversely impact the transport network.</p>		
Proposed Land Uses			
Appropriate land use types include Leisure (E(d)/F2(d)), Residential (C3) and some limited Retail (E(a-c)).			
Phasing	2027-2032		

Development Details	
Key Proposal	Brentford Fountain Leisure centre is suitable for redevelopment. Appropriate uses include leisure, residential and small scale retail .
Land Uses	Suitable land uses at the site could include Leisure (E(d)/F2(d)), Residential (C3) and some limited Retail (E(a-c)).
Movement and Access	<p>Access to the site should be provided from Capital Interchange Way. Development should facilitate significantly improved walking and cycling access to leisure uses on the site, including off site improvements to pedestrian and cycling infrastructure including crossing points.</p> <p>Development proposals should consider potential new routes across the area and actively promote their integration with existing routes on site and neighbouring sites.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Gunnersbury Park, Strand on the Green, Wellesley Road • Registered Park and Garden: Gunnersbury Park, Grade II* <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset</p>
Site Requirements	<p>Any redevelopment or intensification of leisure uses at the site should provide a range and flexibility of activities.</p> <p>Proposals should be of appropriate form and scale.</p> <p>For proposals that seek to deliver ancillary retail floorspace, these should integrate with the development and serve visitors and residents.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p>

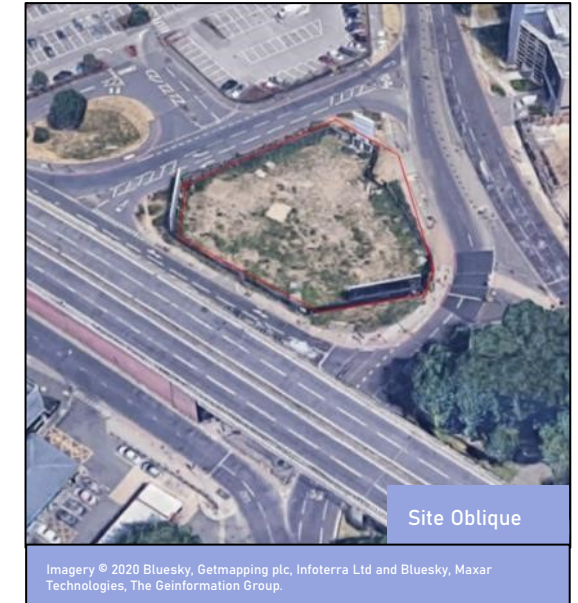
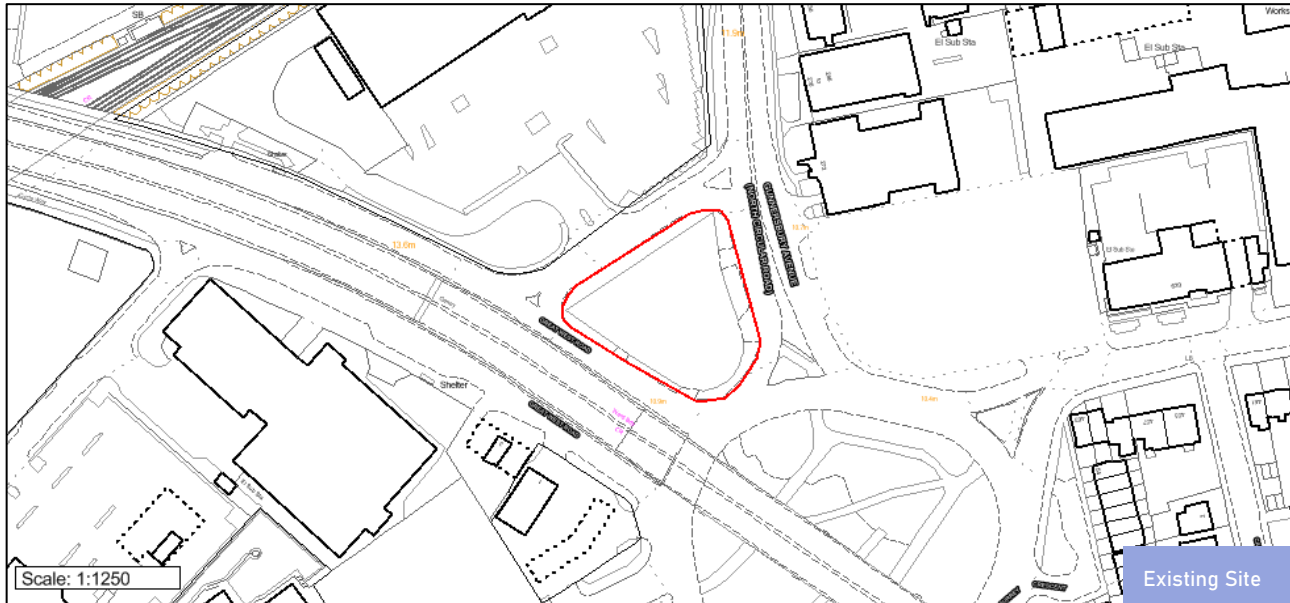
33 - ESSO FILLING STATION CHISWICK ROUNDABOUT



Address	Chiswick Flyover Service Station, London, W4 5QJ		
Site Size	0.16 Ha	Existing Use	Service Station (Sui Generis)
PTAL	3/4	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Transport: The Site is adjacent to the Chiswick High Road (A205) and Great West Road (A4) which are both major distributor roads and TFL Red Routes: Development should not adversely impact the transport network.</p>		
Minimum Development Quantum			
Residential Units	30	Retail (Sqm)	
Business (Sqm)	6250	Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2031		

Development Details	
Key Proposal	Esso Filling Station will be redeveloped to deliver a new mixed-use site business location.
Land Uses	Business (E(g)(i/ii)) and Residential (C3).
Movement and Access	<p>Vehicular access to the site should be from Chiswick High Road (A205), with the number of access reduced and consideration given to how this can be best delivered given the highly sensitive position of the development site on the Chiswick Roundabout. The development should facilitate a walking and cycling route across the site, Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Gunnersbury Park, Strand on the Green, Wellesley Road • Registered Park and Garden: Gunnersbury Park, Grade II* <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Redevelopment of the site to create a mixed-use, employment-led development. Uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and Chiswick High Road and form a buffer between this and non-employment uses on the site, and which should be sheltered away from business frontages, access and servicing. Buildings along the Great West Corridor should be set back to form a consistent building line.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

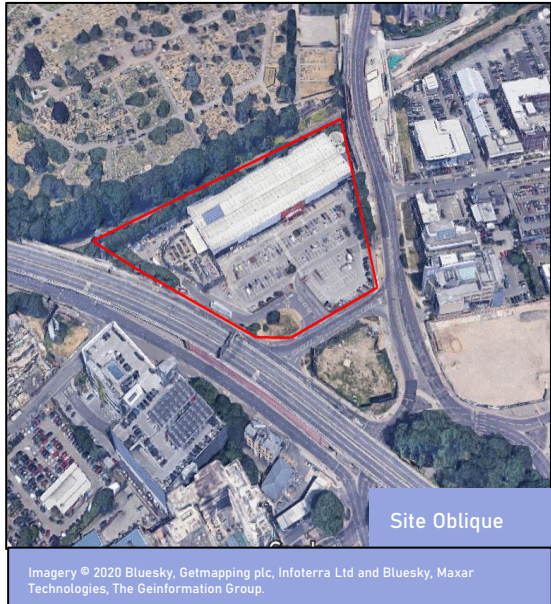
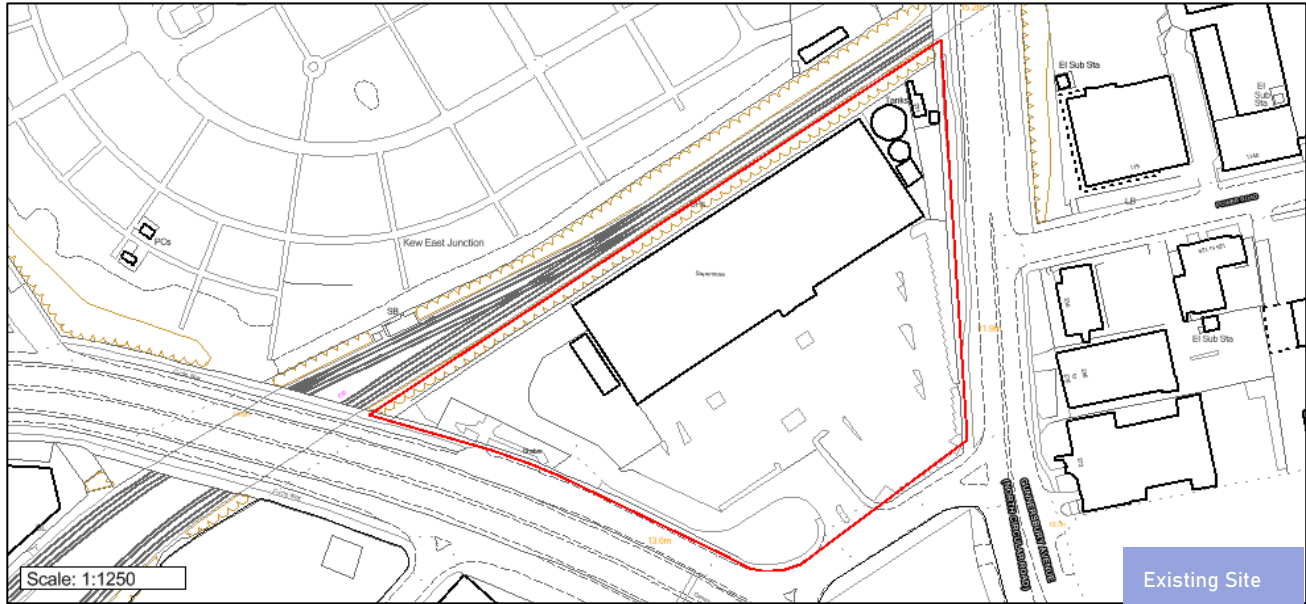
34 - FORMER NATWEST BANK SITE, CHISWICK



Address	NatWest Bank Site, Chiswick, W4 5QL		
Site Size	0.28 Ha	Existing Use	Vacant Site
PTAL	4	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>The Site is adjacent to the Great West Road (A4) and Gunnersbury Avenue (A406) which are both major distributor roads and TFL Red Routes: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	120	Retail (Sqm)	680
Business (Sqm)	5310	Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	The Natwest Bank site will cease to be a vacant site and will be redeveloped into a mixed-use development combining office, retail and residential units along with appropriate mitigation for noise and pollution.
Land Uses	Business (E(g)(i/ii)), Residential (C3) and Retail (E(a-c)).
Movement and Access	<p>Access to the site is severely constrained due to presence of Red Routes around the site. Vehicular access must be appropriately located on Larch Drive, be designed to take into account the likely level of traffic generation and safety on the adjoining roads and must not have a significant impact on traffic flow on the surrounding road network. Development must include the provision of high quality pedestrian links to and from the site including new and improved pedestrian and cycle crossings on the A4 and A406, and provide improved routes across the site frontage to ensure the site is integrated into the surrounding areas and to ensure high quality links to public transport</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Listed Building(s): Gunnersbury Large Mansion, Grade II*, Gunnersbury Small Mansion, Grade II, Kew Gardens Orangery, Grade I • Conservation Area(s): Gunnersbury Park , Strand on the Green, Wellesley Road , Kew Green, Thorney Hedge • Registered Park and Garden: Gunnersbury Park, Grade II* • World Heritage Site: Royal Botanic Gardens Kew <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Development should provide a mixed use redevelopment incorporating office and residential uses with supporting retail uses at ground floor level. These uses should be appropriately located so entrances and active frontages face into the site and avoid exposing users and visitors to the surrounding roads.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

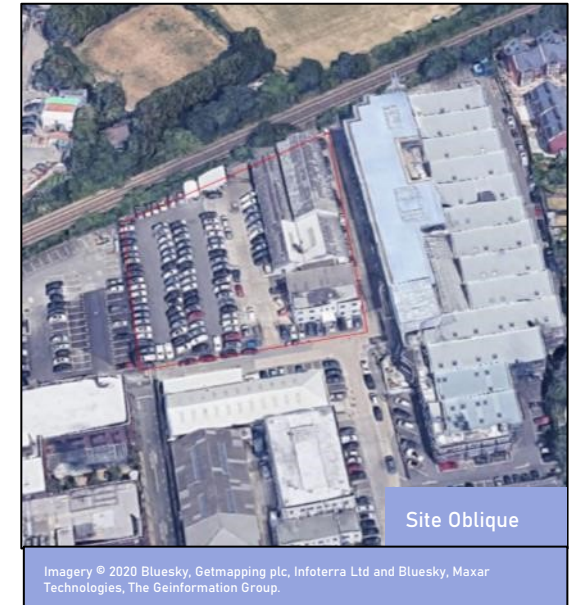
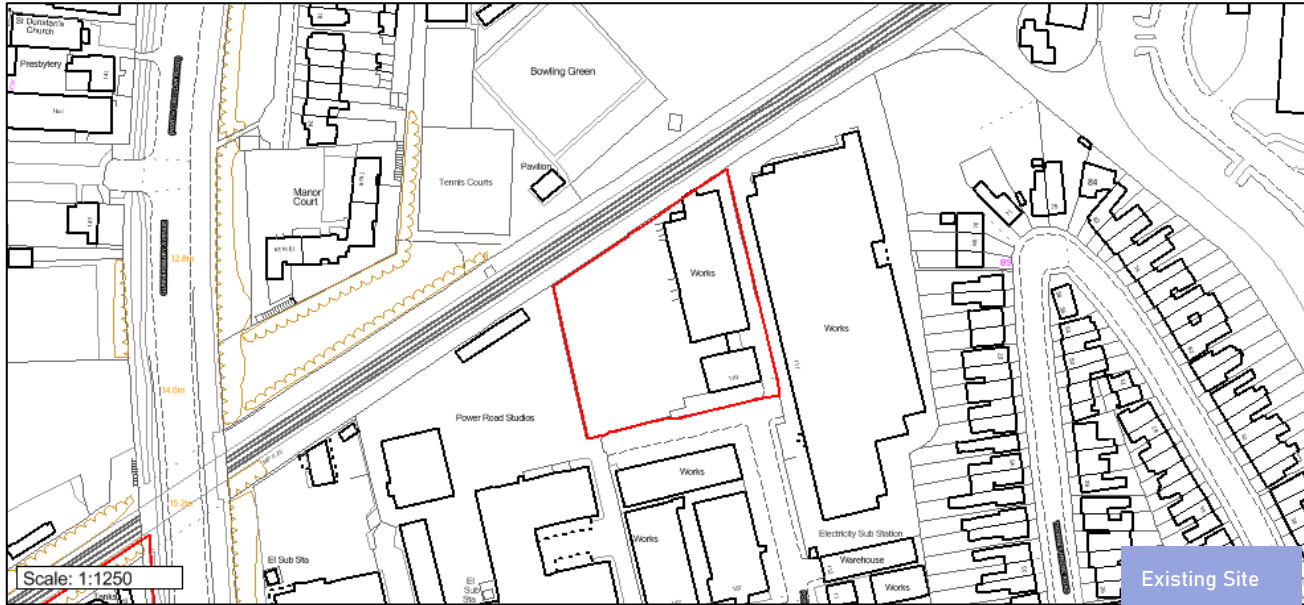
35 - B&Q CHISWICK



Address	B&Q, 2 Larch Drive Chiswick, W4 5QL		
Site Size	1.9 Ha	Existing Use	Large Format Retail Warehousing (E(a)) with ancillary car parking.
PTAL	3/4	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>The Site is adjacent to the Great West Road (A4) and Gunnersbury Avenue (A406) which are both major distributor roads and TFL Red Routes: Development should not adversely impact the transport network.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	270	Retail (Sqm)	1570
Business (Sqm)	1470	Industrial (Sqm)	
Hotel (C1) (Sqm)	14020	Assembly/Leisure / Sui-Generis (Sqm)	29890
Phasing	2025-2030		

Development Details	
Key Proposal	The B&Q Site will be redeveloped into a mixed use quarter with a range of uses which support the Brentford Stadium Quarter.
Land Uses	Leisure and Leisure Type Sui-Generis Uses (E(d)/F2(c/d)/Sui-Generis), Hotel (C1), Business (E(g)(i/ii)), Residential (C3) and Retail (E(a-c)).
Movement and Access	<p>Access to the site is severely constrained due to presence of Red Routes around the site. Vehicular access must be appropriately located, be designed to take into account the likely level of traffic generation and safety on the adjoining roads and must not have a significant impact on traffic flow on the surrounding road network. Development must include the provision of high quality pedestrian links to and from the site, including new and improved pedestrian and cycle crossings on the A4 and A406 linking Power Road and Capital Interchange Way, and provide improved routes across the site frontage to ensure the site is integrated into the surrounding areas and to ensure high quality links to public transport.</p> <p>Facilitate the creation of a green and pedestrian-friendly boulevard at the Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Listed Building: Gunnersbury Large Mansion, Grade II*, Gunnersbury Small Mansion, Grade II, Kew Gardens Orangery, Grade I • Conservation Area: Gunnersbury Park, Strand on the Green, Wellesley Road, Kew Green, Thorney Hedge • Registered Park and Garden: Gunnersbury Park, Grade II* • World Heritage Site: Royal Botanic Gardens Kew <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Redevelopment of site to create a mixed-use development. Uses should be appropriately located within the site in order to create a consistent and visible commercial frontage against the Great West Road and North Circular and form a buffer between this and non-employment uses on the site, and which should be sheltered away from business frontages, access and servicing. Development should ensure that the mix of uses on the site are integrated in such a way as to maximise the use of land on the site while ensuring that development at ground floor faces into the site and avoids exposing users and visitors to the surrounding roads. Buildings along the Great West Corridor should be set back to form a consistent building line.</p> <p>The site is phased to commence in the short-term. Given the immediate challenges for the office market that are acknowledged in the Employment Land Review update evidence, marketing evidence will be considered on a case-by-case basis for departing from the minimum development quantum for business use, to enable suitable proposals to progress.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

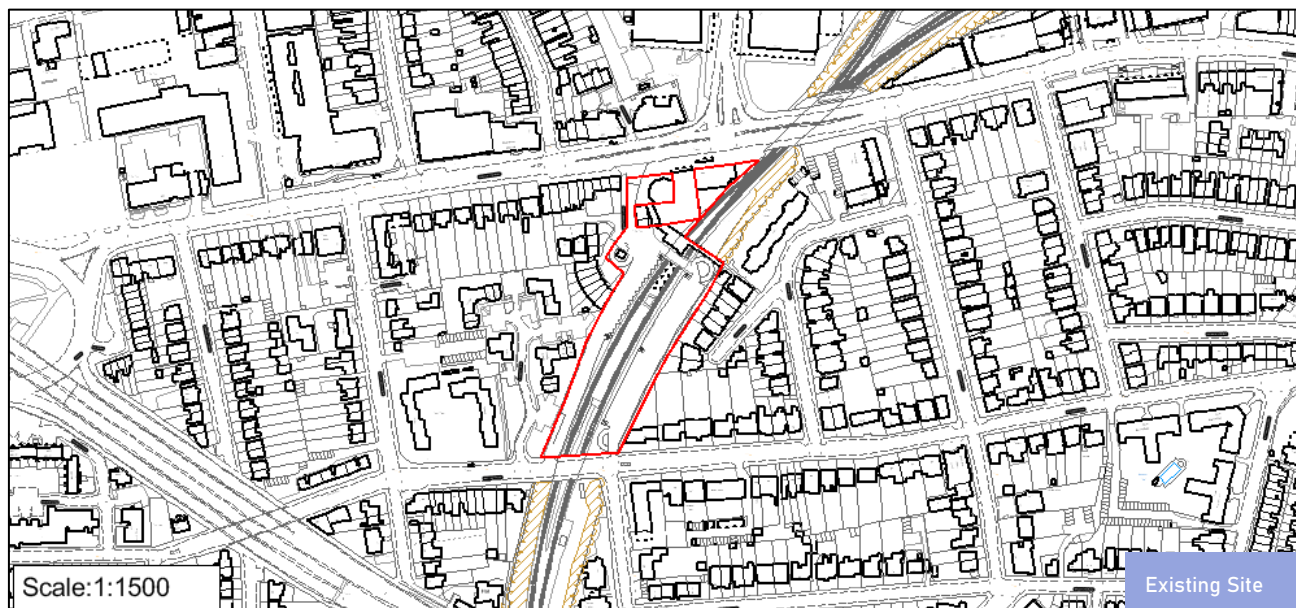
36 - 110 POWER ROAD



Address	110, Power Road, W4 5PY		
Site Size	0.44 Ha	Existing Use	Car Parking
PTAL	3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Locally Significant Industrial Site (LSIS): Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and make consideration of impact of development on existing occupiers in accordance with the agent of change principle.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	10360
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	Power Road will be enhanced as a key locally significant industrial site with focus on supporting small creative industries related to media and broadcasting, as a site within the TV Triangle.
Land Uses	Industrial (E(g)(iii)/B2/B8)
Movement and Access	Vehicular access to the site should be improved and development should seek ways to increase access to the site for pedestrians and cyclists through removal of parking along the site frontage and replacement with high quality footway and access for pedestrians and cyclists. Movement through the site should be encouraged on foot and bicycle. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Thorney Hedge, Gunnersbury Park <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Intensification of industrial uses on the site, which should ensure a suitable range of unit sizes for small and medium businesses.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

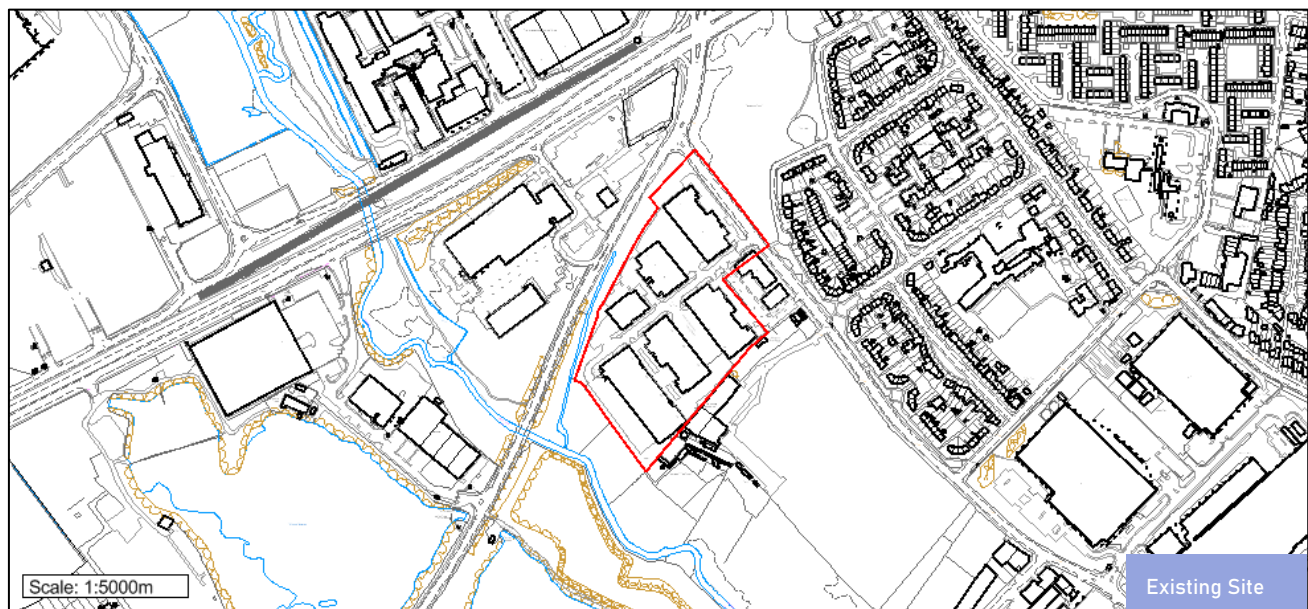
37 - GUNNERSBURY STATION CAR PARK



Address	Gunnersbury Station & Car Park, Chiswick, W4 4AN		
Site Size	1.1 Ha	Existing Use	Railway Station with ancillary car parking.
PTAL	4/5	Site Source	GWC Masterplan 2019
Ownership	Private		
Planning Designations	<p>The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Site contains part of a Site of Importance for Nature Conservation (SINC) of Borough Importance, Grade II. (HoBII13): development must ensure that any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated for (see Local Plan policy GB7 or any subsequent policy).</p> <p>Flood Zone: Part of the site is within Flood Zone 2 benefitting from Flood Defences; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Public Right of Way; Development must maintain routing through the site between Chiswick High Road and Wellesley Road.</p>		
Minimum Development Quantum			
Residential Units	60	Commercial (Business/Retail) (Sqm)	2,160
Assembly/Leisure (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)			
Phasing	2027-2032		

Development Details	
Key Proposal	Gunnersbury Station will be enhanced through enabling development to support improved public transport access to the Eastern end of the Great West Corridor.
Land Uses	Residential (C3), and Commercial - Business (E(g)(i/ii)) / Retail (E(a-c)).
Movement and Access	<p>Pedestrian and Cycle access to the site should be maintained and improved. Movement and visual connectivity from the station to Chiswick High Road and Wellesley Road should be improved including enhancement of the number and quality of existing pedestrian accesses. Provision of step-free level access to the platforms and improved station capacity should be provided or at minimum facilitated.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Wellesley Road, Thorney Hedge , Strand on the Green <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Introduction of residential development on the site should be of a form and scale necessary to enable accessibility and capacity improvements to the station and should facilitate access to and from Wellesley road in addition to the existing access onto Chiswick High Road. Commercial uses should be provided at ground floor level and form active frontages onto Chiswick High Road.</p> <p>Part of the site is in Flood Zone 2, benefitting from flood defences. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test and Exception Test. The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

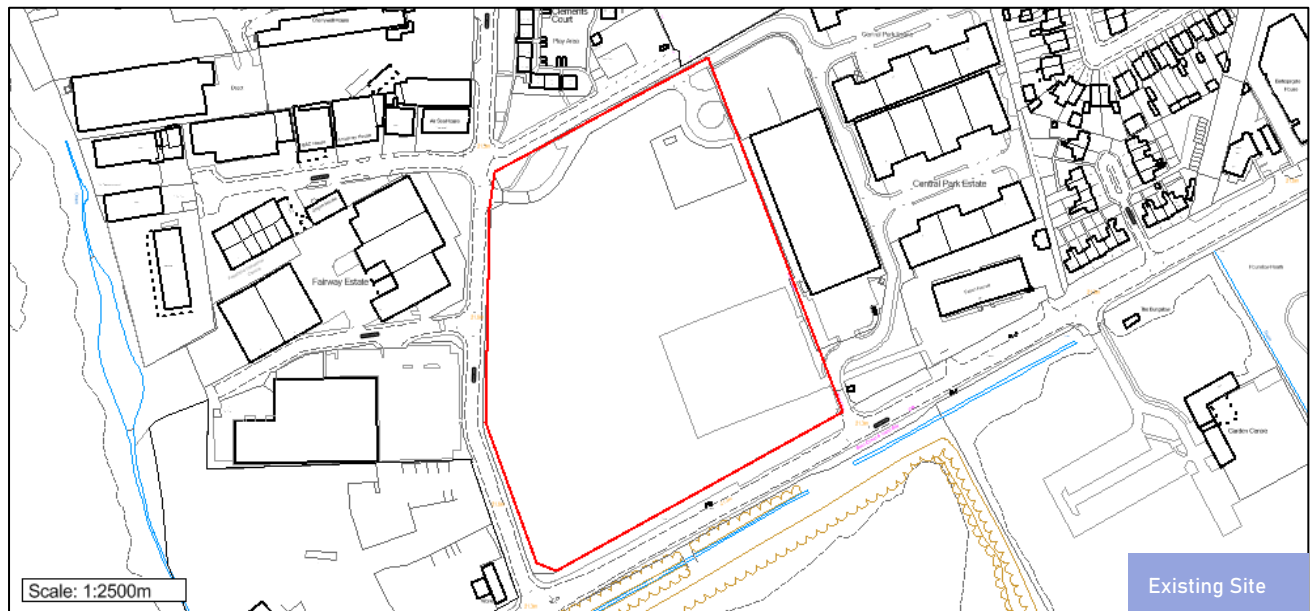
43 - HEATHROW INTERNATIONAL TRADING ESTATE



Address	Heathrow International Trading Estate, Green Lane, TW4 6HB		
Site Size	4.5 Ha	Existing Use	Mixed use light industrial (E(g)(iii), B8), office (E(g)(i) on Industrial estate), green space around site fringe
PTAL	1b	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Locally Significant Industrial Site (LSIS): Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and consider the impact on development of existing occupiers in accordance with the agent of change principle. Flood Zone: Part of the site is within Flood Zone 2 with small areas in Flood Zones 3a and 3b; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any subsequent policy.</p> <p>Area of Special Advertisement Control: advertisements are subject to special conditions within this area (see Local Plan policy CC5); Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M076 The Crane Corridor); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy).</p> <p>Infrastructure: National Grid High Voltage Underground Electricity transmission cable (Ealing-Laleham 2 Cable Section 22 ET377). Statutory safety clearances between overhead lines, the ground, and built structures must not be infringed.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	18000
Phasing	2025-2030		

Development Details	
Key Proposal	Heathrow International Trading Estate will be redeveloped to provide new industrial business space and units to support the borough's future employment needs.
Land Uses	Industrial (B2/B8)
Movement and Access	<p>Access to the site should be maintained from Green Lane with any proposed vehicular access to the A312 to be agreed with TfL and should be designed to minimise impact on active travel modes. Access should also contribute towards meeting the modal shift targets in the London Transportation Plan by providing safe and pedestrian friendly walking and cycling accesses and routes to and from nearby centres and public transport hubs, and rebalancing design in favour of pedestrians and cyclists to the site through features such as pavement width, separated routes, landscaping, lighting and other measures.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment and intensification of industrial uses should demonstrate an increased floorspace provision on site as well as increased employment densities. Development should support function, attractiveness and competitiveness of the location for employment by integrating with and not harming the function of adjacent employment sites. Development should improve quality and public access to on site and adjoining Green Belt, MOL and/or Open space, with a green buffer created between the developable portion of the site and areas of designated open space.</p> <p>Part of the site is in Flood Zone 2 with small areas in Flood Zones 3a and 3b. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

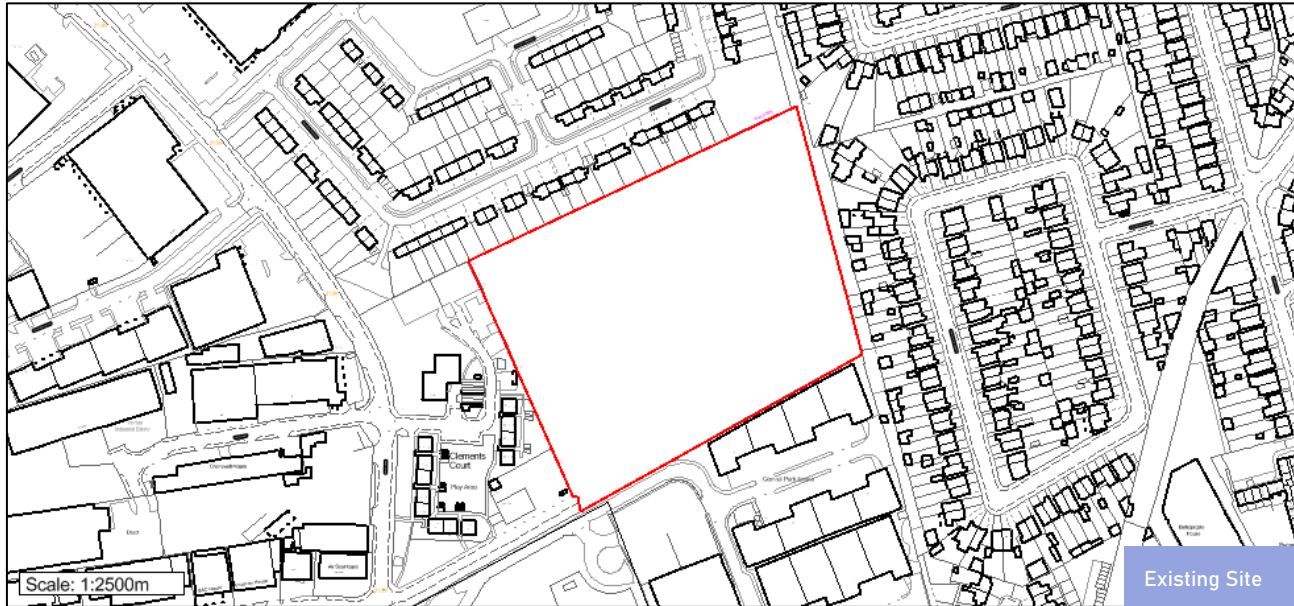
44 - CENTRAL PARK TRADING ESTATE



Address	Central Park Trading Estates, Staines Road, TW4 5DJ		
Site Size	4.1 Ha	Existing Use	Green space and car park
PTAL	1b/2	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Proposed Locally Significant Industrial Site (LSIS): Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and consider the impact on development of existing occupiers in accordance with the agent of change principle.</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M081 Hounslow Heath); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy; Tree Protection Order (TPO): Several Trees on this Site are subject to TPOs.</p> <p>Part of the site is within Flood Zone 2; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Site is Green Belt which was assessed in the Green Belt Review Stage 2 (SA8c) and is proposed to be released.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	5850
Phasing	2030-2035		

Development Details	
Key Proposal	Central Park Trading estate will be redeveloped and expanded to provide new industrial business space and units to support the borough's future employment needs.
Land Uses	Industrial (B2/B8)
Movement and Access	<p>Appropriately designed vehicular access to the site should be from a new or improved access from Green Lane, sited an appropriate distance from the junction with Staines Road and/or by improvements to the shared access to Staines Road (A315) with Eaton House. Vehicular access should be designed to minimise impact on active travel modes. Vehicular access to Green Lane should be designed with the possibility of sharing access with the adjoining site (Land at Green Lane).</p> <p>Development should provide new and improved routes within and around the site for pedestrians and cyclists including links to public transport nodes and services, etc. Roads within the site should be designed to provide safe and legible walking and cycling access. Development should contribute towards improved public transport accessibility to reduce the need for employees to travel by car and should seek to increase the PTAL of the site. Development should be designed in accordance with Healthy Streets principles.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of site for industrial uses in a way which optimises employment densities on the site. Development should support function, attractiveness and competitiveness of the location for employment by integrating with and not harming the function of adjacent employment sites, have regard to proposals for the adjacent Green Lane site. Development proposals will be expected to contribute toward the provision of affordable workspace, in accordance with Policy ED1.</p> <p>Development should improve quality of on site and adjoining Green Belt, MOL and/or Open Space, with an appropriate buffer created between the developable portion of the site and areas of designated open space. Contributions will be sought for compensatory improvements to remaining Green Belt land.</p> <p>Part of the site is in Flood Zone 2. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the surrounding context.</p>

45 - LAND AT GREEN LANE



Address	Land at Green Lane, Hounslow, TW4 5DJ		
Site Size	3.1 Ha	Existing Use	Vacant Land
PTAL	1b/2	Site Source	Call for Sites 2016
Ownership	Public		

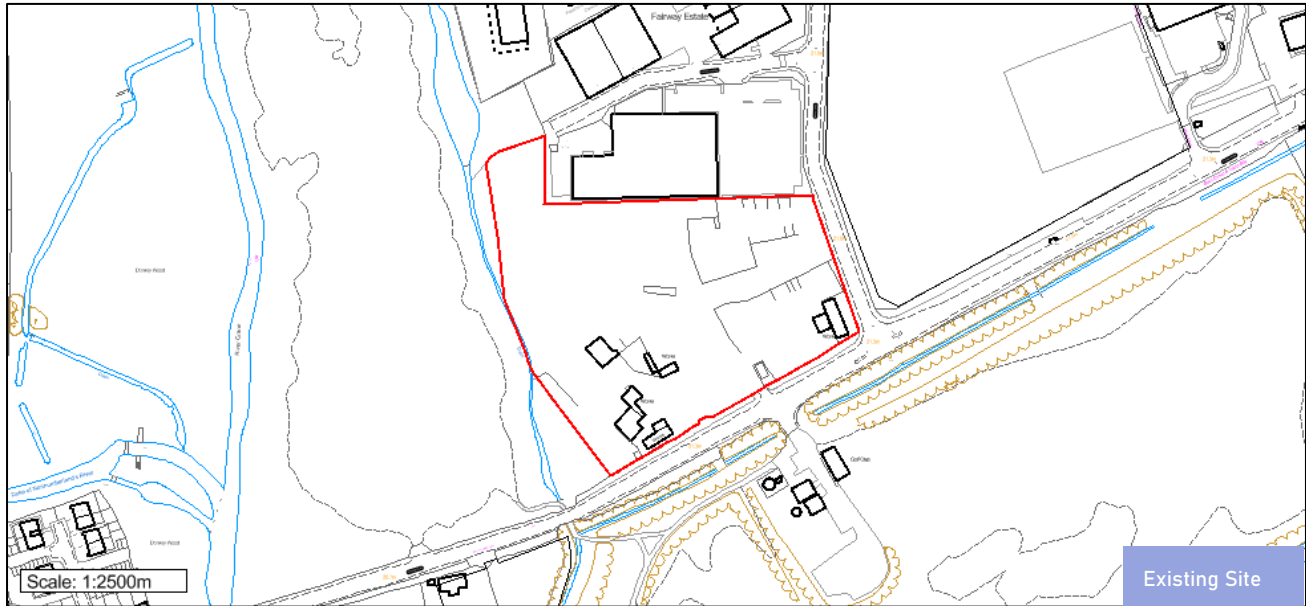
Planning Designations

Site is identified as surplus to requirements in the Open Space Assessment (2018).
 Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.
 Part of the site is within Flood Zone 2; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any subsequent policy.

Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	10270
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2030-2035		

Development Details	
Key Proposal	Land at Green Lane will be redeveloped to provide new industrial business space and units to support the borough's future employment needs.
Land Uses	Industrial (B2/B8)
Movement and Access	<p>Appropriately designed vehicular, pedestrian and cycle access to the site should be from from Green Lane taking into account access to adjoining sites, in particular having regard to the safety of pedestrians and cyclists. Vehicular access should be designed to minimise impact on active travel modes and where appropriate should be shared with adjoining commercial developments.</p> <p>Development should provide new and improved routes within and around the site for pedestrians and cyclists including links to public transport nodes and services, etc. Roads within the site should be designed to provide safe and legible walking and cycling access. Development should contribute towards improved public transport accessibility to reduce the need for employees to travel by car and should seek to increase the PTAL of the site. Development should be designed in accordance with Healthy Streets principles.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of site for industrial uses. Development should support function, attractiveness and competitiveness of the location for employment by integrating with and not harming the function of adjacent employment sites, and should have regard to proposed development on the adjacent Central Park Trading Estate site. Development should mitigate any negative impact on adjoining Green Belt, MOL and/or open space, with a green buffer created between the developable portion of the site and areas of designated open space.</p> <p>Development will be required to not adversely impact the established surrounding residential uses and will also be expected to deliver appropriate buffering to help screen the proposed industrial/business use.</p> <p>Part of the site is in Flood Zone 2. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

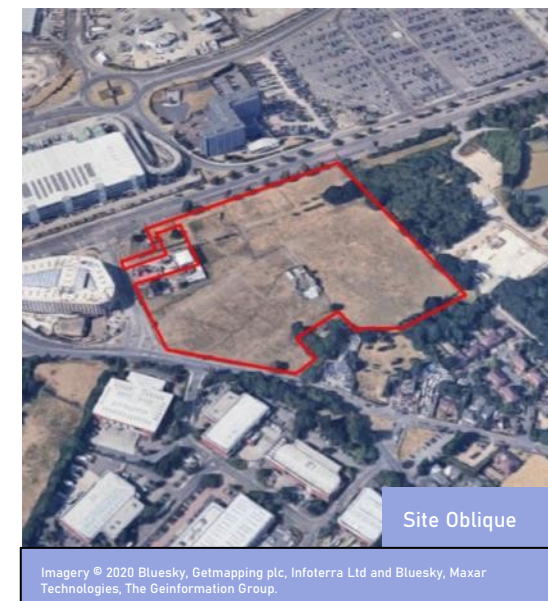
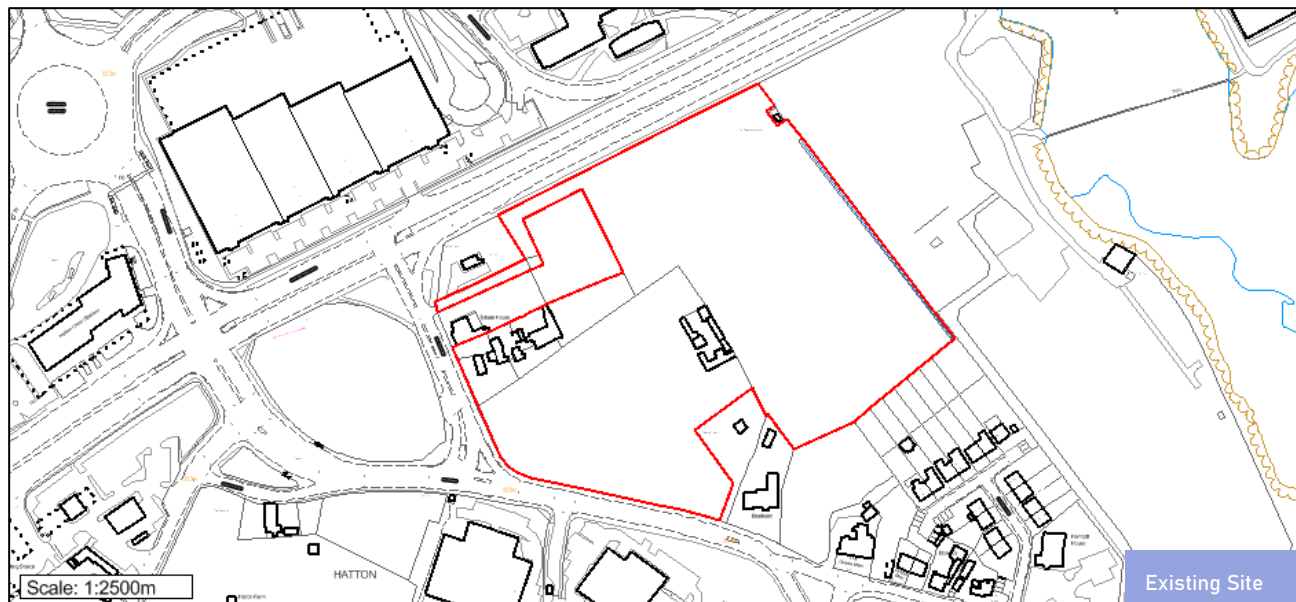
46 - RON SMITH RECYCLING, GREEN LANE



Address	St Albans Farm, Staines Road, TW14 0HH		
Site Size	2.5 Ha	Existing Use	Recycling centre (B2)
PTAL	1b/2	Site Source	Local Plan Reg 18 Consultation
Ownership	Private		
Planning Designations	<p>Proposed Locally Significant Industrial Site (LSIS): Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and consider the impact on development of existing occupiers in accordance with the agent of change principle.</p> <p>Site contains part of a Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M076 The Crane Corridor); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy)</p> <p>Area of Special Advertisement Control: advertisements are subject to special conditions within this area (see Local Plan policy CC5).</p> <p>The site is part of an Archaeological Priority Area (APA); a desk-based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development. Site is Green Belt which was assessed in the Green Belt Review Stage 2 (SA8b) and is proposed to be released.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	8420
Phasing	2025-2030		

Development Details	
Key Proposal	The site at Green Lane will be redeveloped to provide more intensive industrial use and a broader range of uses as well as improved access and exit from the site.
Land Uses	Waste Uses including, Industrial (B2/B8)
Movement and Access	<p>Appropriately designed vehicular access to the site should be from an improved access from the A315 Staines Road sited an appropriate distance from the junction with Green Lane and the Hounslow Heath golf course site, and/or by a new access to Green Lane or Fairway Close. Vehicular access should be designed to minimise impact on active travel modes. A new vehicular access to Green Lane should be designed with the possibility of sharing access with the adjoining site in mind. Pedestrian and cycle access should be provided from Green Lane and Staines Road.</p> <p>Development should provide new and improved routes within and around the site for pedestrians and cyclists including links to public transport nodes and services, etc. Roads within the site should be designed to provide safe and legible walking and cycling access. Development should contribute towards improved public transport accessibility to reduce the need for employees to travel by car and should seek to increase the PTAL of the site. Development should be designed in accordance with Healthy Streets principles.</p> <p>Development should conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment and intensification of industrial and waste uses. Site is an identified waste site which takes on an apportionment of Hounslow's waste requirements under the West London Waste Plan and adopted London Plan. Development must ensure re-provision of waste uses on the site in order that the quantity of waste to be managed is equal to or greater than the current capacity and at least meet and exceed the maximum achievable throughput of the site proposed to be lost. Re-provision of another type of waste could be provided if this is higher in the waste hierarchy than existing provision. Proposals for the site will be referable to the Mayor if they do not comply with the requirements of the waste site designation or if it results in the loss of the waste site.</p> <p>If this is not possible on the site, an alternative site should be secured in the West London area (London Boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow, Richmond upon Thames and Old Oak and Park Royal Development Corporation) meeting the above requirements before the site can be released for re-development. Re-provision of facility on an alternative site should meet the criteria set out in the new London Plan S18(D) and any further policy or guidance issued by the GLA.</p> <p>Development proposals will be expected to contribute toward the provision of affordable workspace, in accordance with Policy ED1.</p> <p>Development should be sensitive to and seek to enhance the SINC's to the west and south of the site, providing appropriate mitigation as necessary. Due to historic uses on this site a study to assess potential contamination should be carried out to identify any potential constraints or contamination of the site prior to any development. Contributions will be sought from development towards compensatory improvements to remaining Green Belt land. Development should strengthen the boundary of the site with the adjacent Green Belt on the western edge of the site.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the surrounding context.</p>

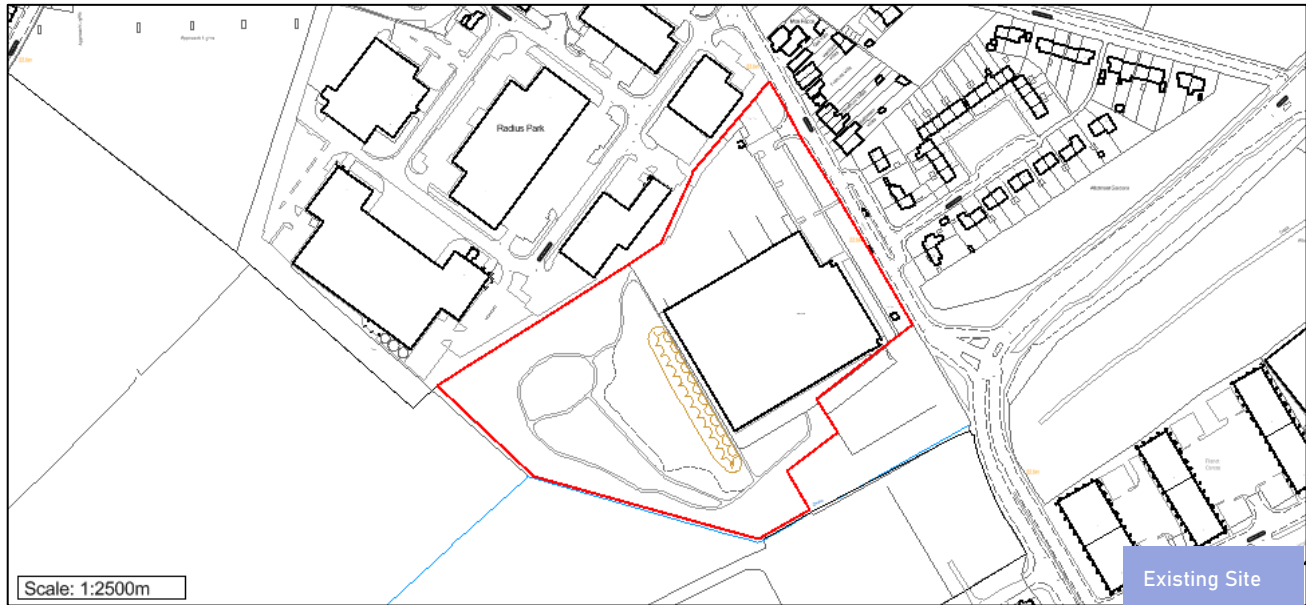
48 - VACANT LAND AT DICK TURPIN WAY



Address	Land r/o, Ciba House, Dick Turpin Way, TW14 0PS		
Site Size	3.8 Ha	Existing Use	Greenfield Open Land (pasture / agricultural), scrapyard (Sui Generis)
PTAL	3/4	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Site is Green Belt which was assessed in the Green Belt Review Stage 2 (SA10a) and is proposed to be released. Proposed Locally Significant Industrial Site (LSIS): Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and consider the impact on development of existing occupiers in accordance with the agent of change principle.</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M076 The Crane Corridor); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated for (see Local Plan policy GB7 or any subsequent policy).</p> <p>Area of Special Advertisement Control: advertisements are subject to special conditions within this area (see Local Plan policy CC5).</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Infrastructure: High Voltage Underground Electricity transmission cable (Ealing-Laleham 2 Cable Section 19 ET378). The statutory safety clearances between overhead lines, the ground, and built structures must not be infringed.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	11900
Phasing	2025-2030		

Development Details	
Key Proposal	The Site at Dick Turpin Way will be redeveloped to provide new industrial business space and units to support the borough's future employment needs.
Land Uses	Industrial (B2/B8)
Movement and Access	<p>Appropriately designed vehicular access to the site should be from the A30 Great South West Road or Faggs Road. Vehicular access should be designed to minimise impact on active travel modes. Pedestrian and cycle access should be provided to the Great South West Road, Dick Turpin Way and Faggs Road. It should also contribute towards meeting the modal shift targets in the London Transportation Plan by providing safe and pedestrian friendly walking and cycling accesses and routes to and from nearby centres and public transport hubs, and rebalancing design in favour of pedestrians and cyclists to the site through features such as pavement width, separated routes, landscaping, lighting and other measures. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of vacant site for industrial uses, with development supporting the function, attractiveness and competitiveness of the location for employment. Development should improve quality and public access to on site and adjoining Green Belt, and be sensitive to and seek to enhance the SINC to the east of the site, providing appropriate mitigation as necessary. Development should ensure it protects the amenity of properties on Faggs Road and Dockwell Close to prevent problems with overlooking and shadowing. Contributions will be sought from development towards compensatory improvements to remaining Green Belt land. Development should strengthen the boundary of the site with the adjacent Green Belt at the southern and eastern edges of the site.</p> <p>Development proposals will be expected to contribute toward the provision of affordable workspace, in accordance with Policy ED1.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the surrounding context.</p>

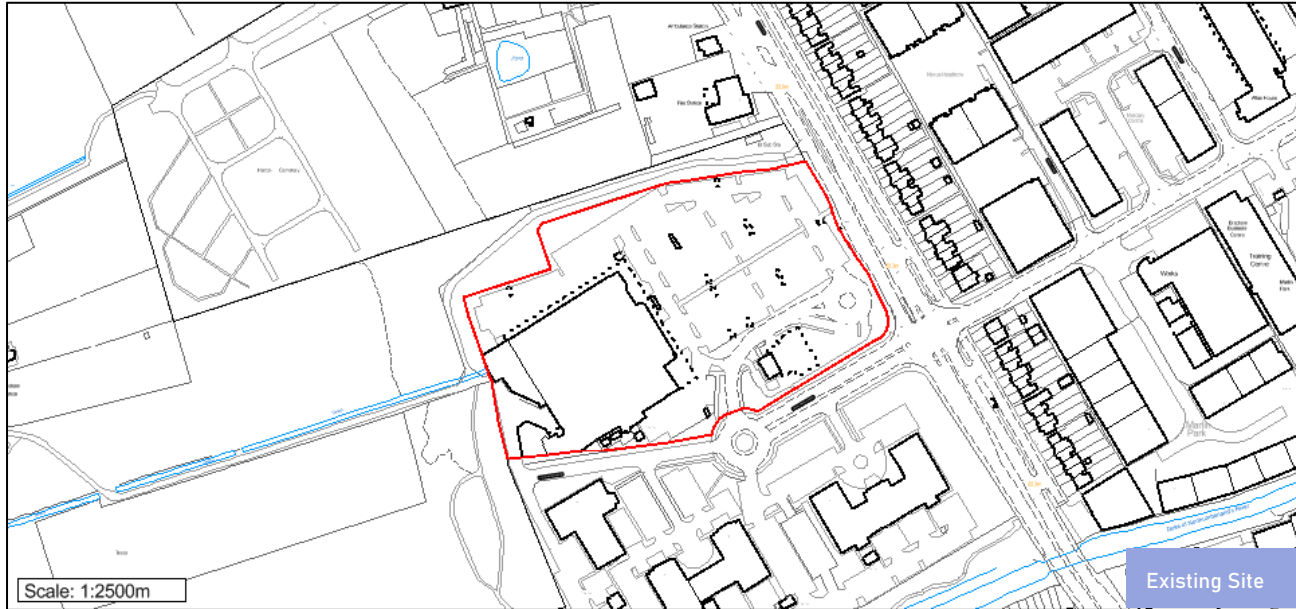
49 - SITE AT FAGGS ROAD



Address	145, London Road, TW14 0LZ		
Site Size	3.5 Ha	Existing Use	Warehousing and Logistics (B8), vegetated open space
PTAL	3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Proposed Locally Significant Industrial Site (LSIS): Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and consider the impact on development of existing occupiers in accordance with the agent of change principle.</p> <p>Flood Zone: Part of site is within Flood Zone 2; Development must provide a flood risk assessment as set out in policy EQ3 of the Local Plan or any superseding policy.</p> <p>Area of Special Advertisement Control: advertisements are subject to special conditions within this area (see Local Plan policy CC5). Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	5950
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	The site at Faggs Road will be extended to provide additional industrial business space and units to support the borough's future employment needs.
Land Uses	Industrial (B2/B8)
Movement and Access	<p>Access to the site should be provided from Faggs Road, and should contribute towards meeting the modal shift targets by providing safe and pedestrian friendly walking and cycling accesses and routes to and from the site through features such as pavement width, separated routes, landscaping, lighting and other measures. Development should facilitate a publically accessible walking and cycling route into the green space at the southwest of the site and consider how this could also integrate with routes to and from proposed development on the proposed developable area of Land at Hatton Fields.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Development of industrial uses should demonstrate an increased floorspace provision on site. Development should support function, attractiveness and competitiveness of the location for employment and not harm the function of adjacent employment sites. Development proposals will be expected to contribute toward the provision of affordable workspace as part of the employment development that is delivered on the area of the site released from the Green Belt, in accordance with Policy ED1.</p> <p>Development should seek to retain as much on-site greenspace as possible whilst meeting the required development quantities in this allocation. A green buffer should be delivered at the perimeter of the site adjoining Land at Hatton Fields (allocation ref 57) seeking to retain as many existing mature trees and trees of value as possible, and providing replacement trees to at least the equivalent level of benefit where necessary as per policy GB4. On site vegetated buffering should also be used in order to protect the amenity of properties on Faggs Road, Dockwell Close and surrounding roads, to prevent problems with overlooking and overshadowing. Contributions will be sought from development on the former Green Belt portion of the site towards compensatory improvements to remaining Green Belt land.</p> <p>Part of the site is in Flood Zone 2. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

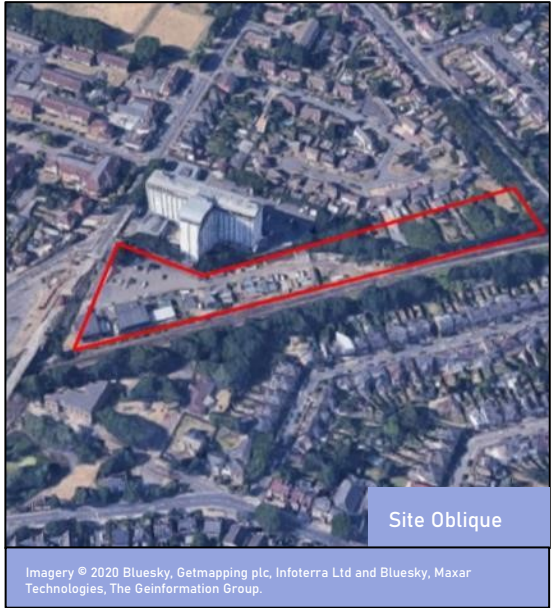
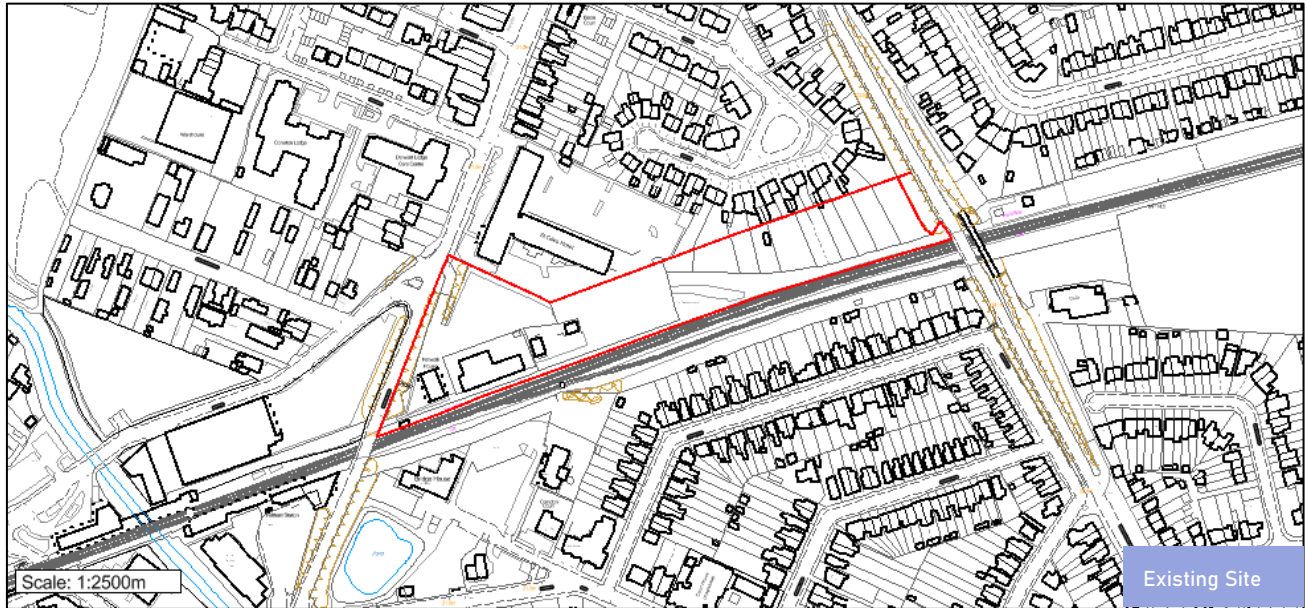
50 - TESCO DUKES GREEN AVENUE



Address	Tesco, Dukes Green Avenue, TW14 0LH		
Site Size	2.8 Ha	Existing Use	Retail Superstore (E(a)) and associated parking
PTAL	2/3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade I (HoBI18) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated for (see Local Plan policy GB7 or any subsequent policy).</p> <p>Area of Special Advertisement Control: advertisements are subject to special conditions within this area (see Local Plan policy CC5).</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Noise; Site is within the 63 dB LAeq 16hrs noise contour of Heathrow Airport.</p> <p>Development will be subject to compliance with Local Plan Policy E5 and any subsequent policy.</p>		
Minimum Development Quantum			
Residential Units	210	Retail (Sqm)	5710
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2029-2036		

Development Details	
Key Proposal	Tesco Dukes Green will be redeveloped to provide a new retail unit combined with new homes and open space.
Land Uses	Large Format Retail (E(a)), Residential (C3) and open space.
Movement and Access	<p>Appropriately designed vehicular access to the site should be from Dukes Green Avenue. Vehicular access should be designed to minimise impact on active travel modes. Pedestrian and cycle access should be provided to Dukes Green Avenue, The Causeway and adjoining public footpaths. The development layout should support the creation of legible streets, which prioritise active travel and enhance wayfinding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Roads within the site should be designed to provide safe and legible walking and cycling access. There should be clear delineation between commercial and residential development. Development should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity and PTAL of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Retention of existing retail delivering the minimum quantum of retail floorspace, with residential units. Development should apply the agent of change principle in relation to adjacent industrial land, including proposals for the Airport Business Park to ensure the development does not prejudice uses proposed on these sites, and should ensure it protects the continued operation of the office and law court uses to the south of Dukes Green Avenue. Development should improve quality and public access to on site and adjoining Local Open space with a green buffer created between the developable portion of the site and areas of designated open space.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

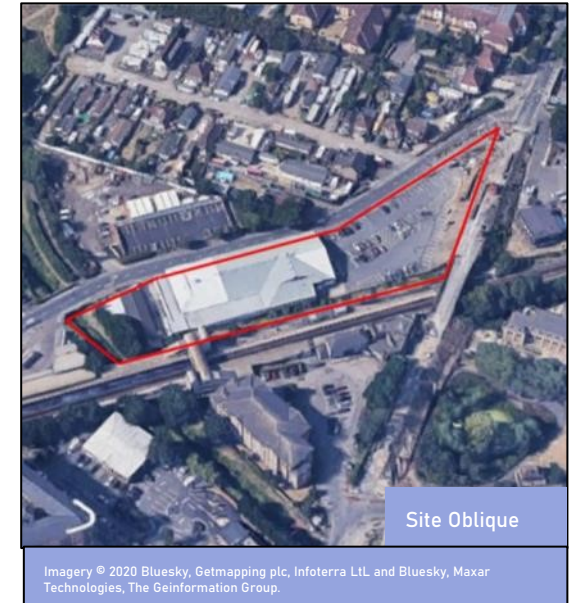
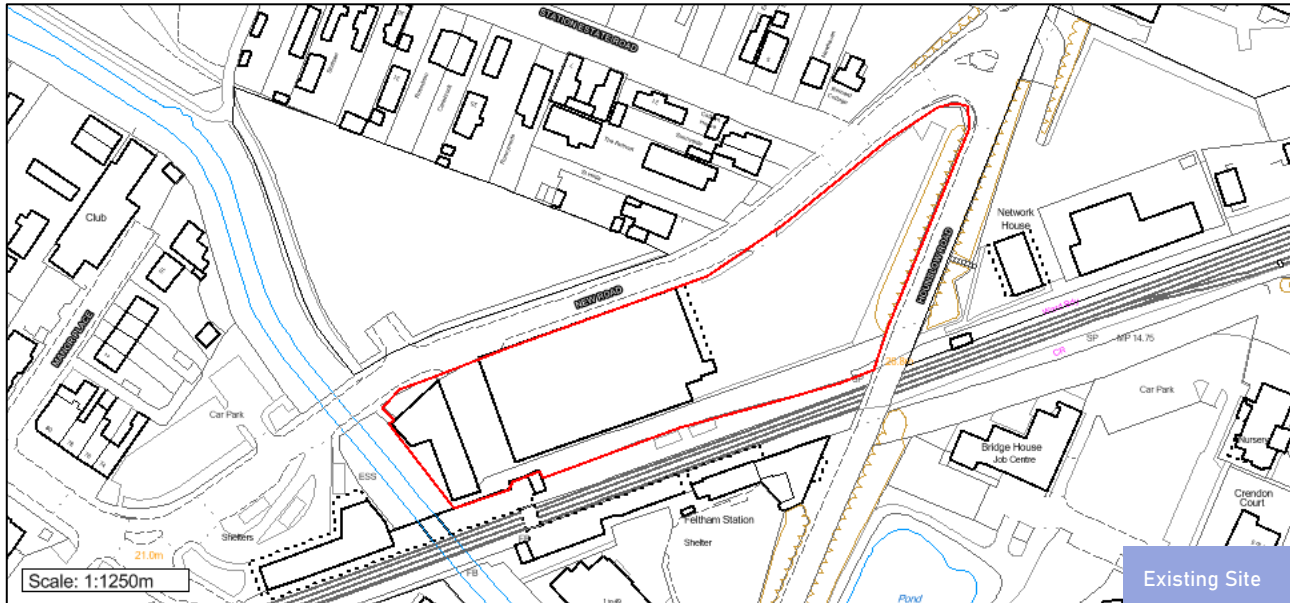
51 - NETWORK HOUSE FELTHAM



Address	Network House, Hounslow Road, TW14 9DE		
Site Size	1.5 Ha	Existing Use	Railway Signal and Maintenance Depot
PTAL	3/4	Site Source	Feltham Masterplan (2017)
Ownership	Private		
Planning Designations	<p>Site is adjacent to Feltham Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2);</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade II (HoBII14); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated for (see Local Plan policy GB7 or any subsequent policy)</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	200	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Health/Community (Sqm)	
Assembly/Leisure (Sqm)		Parking (Sqm)	
Phasing	2030-2035		

Development Details	
Key Proposal	Network House will be redeveloped for housing as a part of the station quarter.
Land Uses	Residential (C3), Open Space.
Movement and Access	<p>Appropriately designed vehicular access to Network House should be provided from Hounslow Road. Pedestrian and cycle access should be provided to Hounslow Road and Harlington East Road, with a high quality and well designed link through the site that connects to Feltham Station and Town centre .</p> <p>The development layout should support the creation of legible streets, which prioritise active travel and enhance wayfinding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Feltham Green and Town Centre • Several locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Redevelopment of the site for residential development. The development should seek to optimise density, with the height of new development in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b), and should promote an urban character and good street enclosure, while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character. Any taller element should demonstrate a positive relationship with the St Giles Hotel and contribute to place making. Views towards St Catherine's Spire should be retained and enhanced.</p> <p>Regard should also be had to the aims and aspirations in the Feltham Town Centre Masterplan.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

52 - LIDL FELTHAM



Address	Lidl, New Road, Feltham, TW14 9BG		
Site Size	0.71 Ha	Existing Use	Retail superstore (E(a)), parking
PTAL	4	Site Source	Feltham Masterplan (2017)
Ownership	Private		
Planning Designations	<p>Feltham Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2);</p> <p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade I (HoBI17); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated for (see Local Plan policy GB7 or any subsequent policy)</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	220	Retail (Sqm)	2450
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2036-2041		

Development Details	
Key Proposal	Lidl Feltham will be redeveloped to provide a new supermarket combined with new homes as part of the station quarter
Land Uses	Retail (E(a-c)), Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access to Lidl should be provided from New Road. Pedestrian and cycle access should be provided to New Road and Hounslow Road with a high quality and well designed link through the site to connect areas north of the town centre to Feltham Station.</p> <p>The development layout should support the creation of legible streets, which prioritise active travel and enhance wayfinding and the overall character of the urban form. Commercial and residential development should be clearly separated.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Feltham Green and Town Centre • Several locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm..</p>
Site Requirements	<p>Redevelopment of the site to create a mixed use retail and residential development, with a single large ground floor retail unit (A1) with appropriate level of car parking provision. The height of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b), and should promote an urban character and provide improved public realm along New Road. Views towards St Catherine's Spire should be retained and enhanced.</p> <p>Regard should also be had to the aims and aspirations in the Feltham Town Centre Masterplan.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

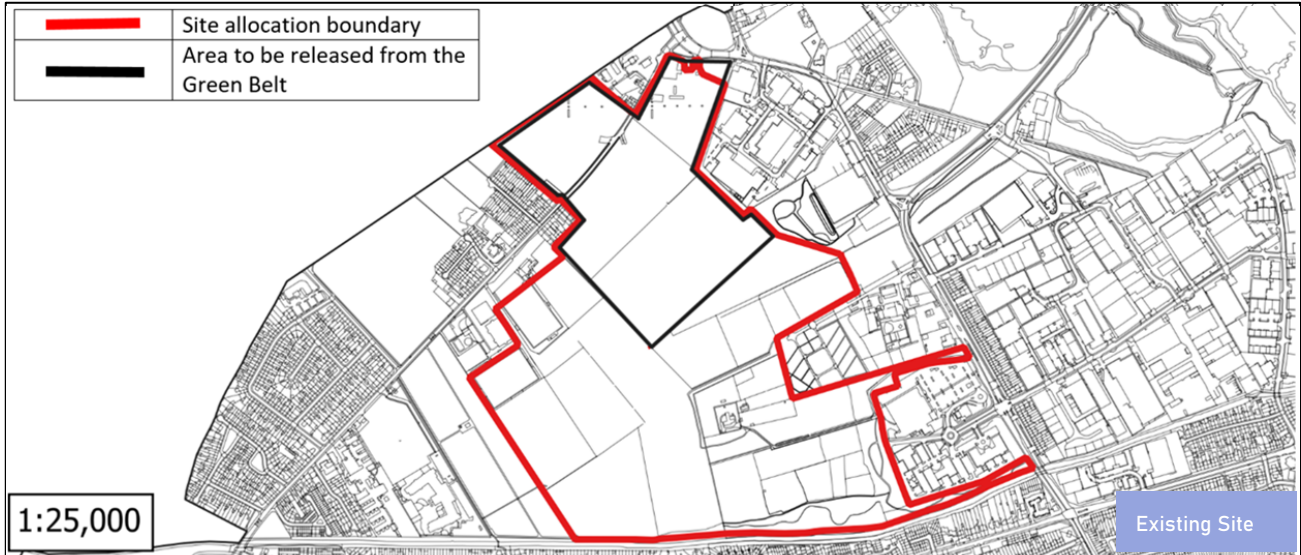
55 - SCOUT HUT BEDFONT LANE



Address	Hawkes Rd, Feltham, TW14 9AA		
Site Size	0.12 Ha	Existing Use	Scout hut and open land
PTAL	2	Site Source	Feltham Masterplan (2017)
Ownership	Public		
Planning Designations	Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.		
Minimum Development Quantum			
Residential Units	30	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)	210	Assembly/Leisure (Sqm)	
Phasing	2027-2029		

Development Details	
Key Proposal	The Scout Hut at Bedford Lane will be redeveloped to deliver new housing
Land Uses	Residential (C3), Community Use (E(e-f)/F1).
Movement and Access	<p>Access to the site should be from Hawkes Road and facilitate the creation of a safe and high quality walking and cycling route through the site from Bedford Lane to Feltham Arenas. The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity and PTAL of the site.</p> <p>The development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of site for residential development. The height of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b), and should promote an urban character with while ensuring that development adjacent to areas of different character steps up from existing predominant height in order to form a sensitive and legible change. Development should improve the quality of public access Feltham Arenas, and improve amenity of adjacent properties.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

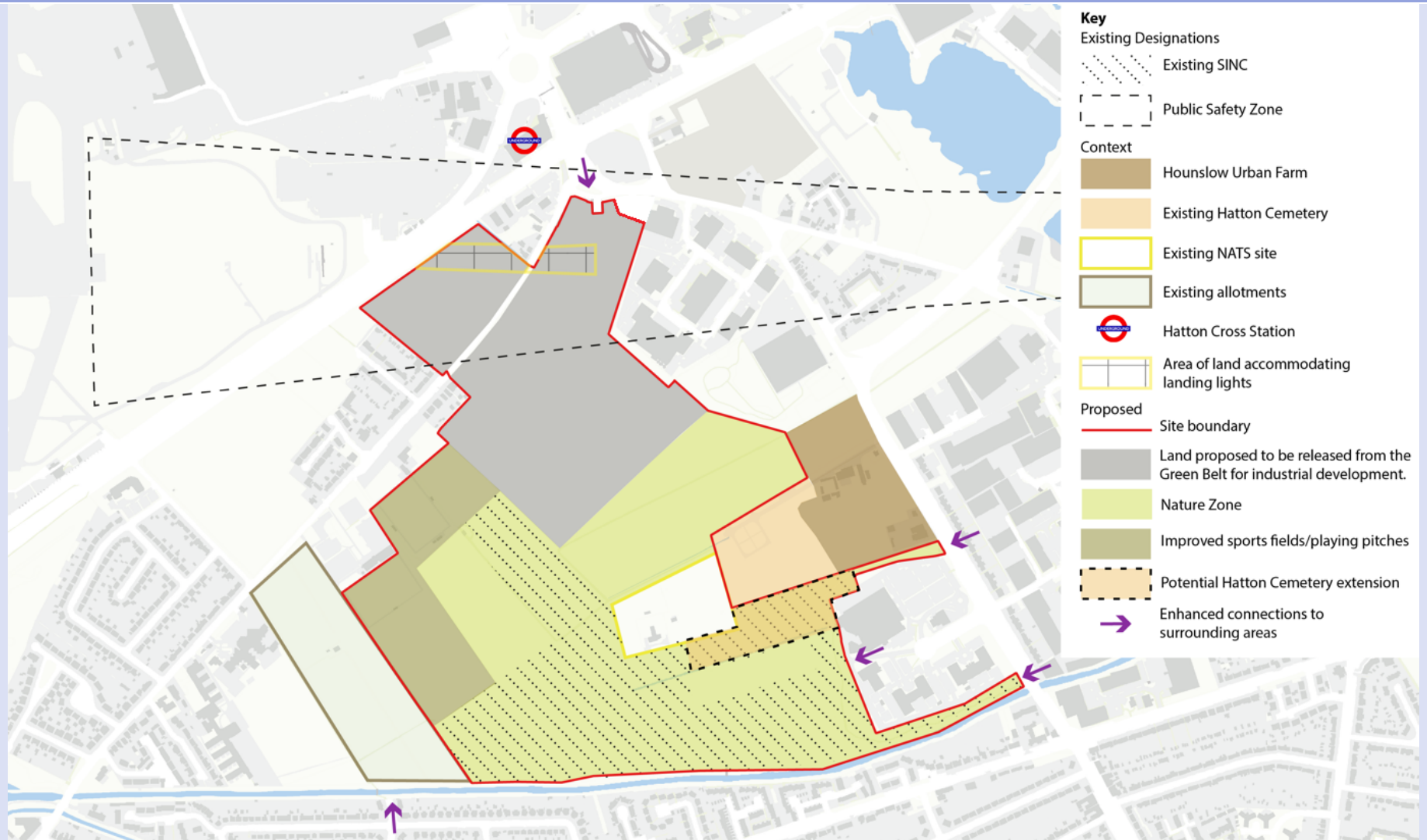
57 – LAND AT HATTON FIELDS



Address	Land between Hatton Road, The Duke of Northumberland's River and Faggs Road, Feltham, TW14 0LZ		
Site Size	56.4 Ha	Existing Use	Open land
PTAL	0/1a/1b/2/3/4/5	Site Source	WOB Capacity Study (2016)
Ownership	Private		
Planning Designations	<p>Site contains a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade I (HoBI109 - Hatton Meadows) and a SINC of Metropolitan Importance (M149 Ho - Duke of Northumberland's River at Bedfont): development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (See Local Plan policy GB7 or any subsequent policy); Area of Special Advertisement Control: advertisements should be avoided within this area (see Local Plan policy CC5).</p> <p>Proposed Locally Significant Industrial Site (LSIS) on part of the site: Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and should consider the impact of development on existing occupiers in accordance with the agent of change principle.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Part of the site is within the BAA Public Safety Zone (PSZ). Development would need to accord with the Airport Business Park Place Policy P2 (c) which requires developments to be in compliance with DfT circular 01/2010 (including any subsequent updates) regarding control of development in airport public safety zones.</p> <p>Site is Green Belt which was assessed in the Green Belt Review Stage 2 (RC11/SA11A). Part of the site (19.3 hectares) is proposed to be released from the Green Belt to be developed for industrial use, with some of the area to be released being retained for the continued use of National Air Traffic Services.</p>		
Minimum Development Quantum			
Business (Sqm)		Industrial (Sqm)	63,450
Other Proposed Land Uses:			
Retention of open space within Green Belt to deliver Nature Zone/ Biodiversity Enhancement Area (ha) and provide enhanced sports pitches and playing fields			
Phasing	2026-2036		

Development Details

Illustrative diagram for Land at Hatton Fields



Key Proposal

Part of the northerly area of the allocation will be developed into a new industrial area to support Hounslow's employment needs over the plan period, combining modern warehousing with high quality infrastructure. A large area of the site will be retained as part of the Green Belt delivering a new community nature zone, including biodiversity enhancements and improved public access from the surrounding community to the retained and enhanced open space. Existing sports pitches and playing fields in the west of the site will be retained and enhanced.

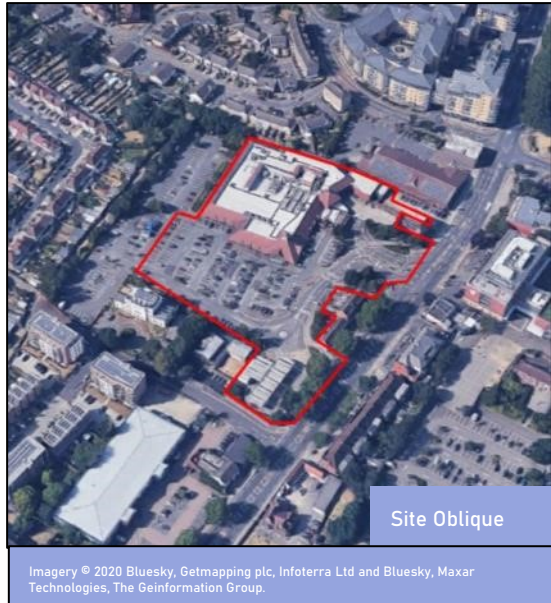
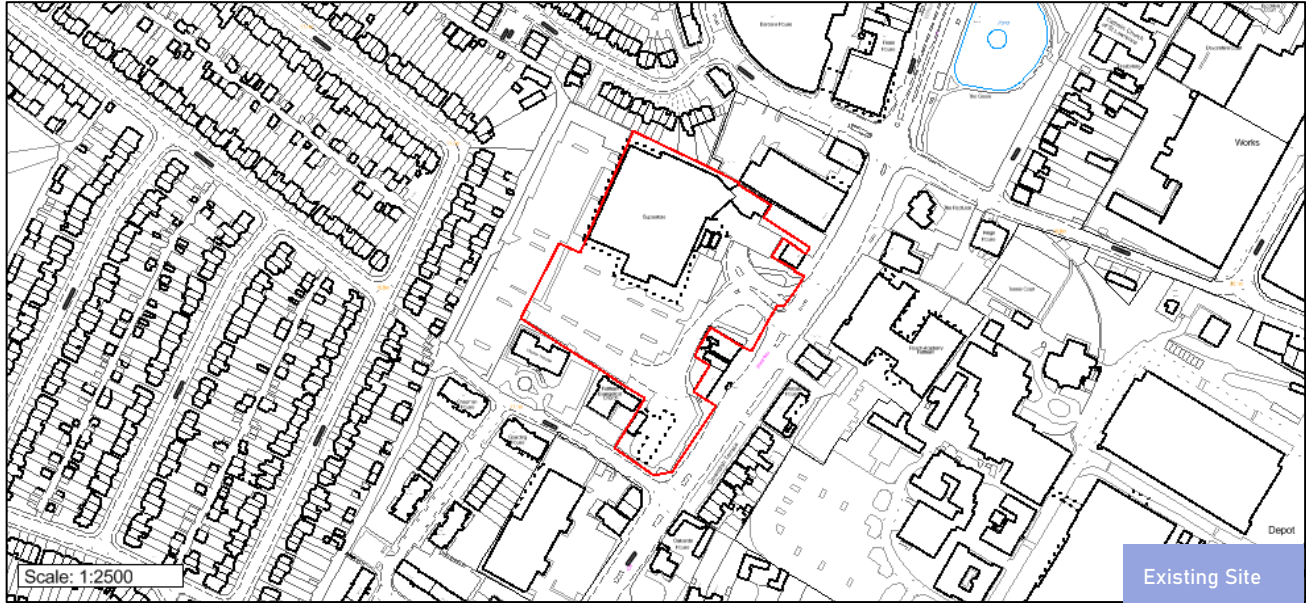
Land Uses

Industrial (B2/B8), public open space

<p>Movement and Access</p>	<p>Vehicular access to the industrial development at the site should be from Hatton Road and be of appropriate design to accommodate increased traffic including any highway improvements that may be required to ensure road safety is not compromised. Development should ensure that access routes provide adequate capacity for proposed development traffic through appropriate design.</p> <p>Development is to contribute towards meeting the modal shift targets in the Mayor's Transport Plan by providing high quality safe walking and cycling accesses and routes to and from business units and nearby centres and public transport hubs, and ensuring that design prioritises pedestrians and cyclists through features such as wide footways, segregated cycle routes, landscaping, lighting and other measures, and should support public access to the adjacent local open space through provision of cycle and walking routes.</p> <p>Contributions to an improved pedestrian and cycle network in the vicinity of the site will be required to provide enhanced access to the areas of the site that are to be retained as open space, including the new community nature zone. This will need to deliver improved accessibility to the site from surrounding communities, and accessibility throughout the site, with enhanced wayfinding and better signage.</p> <p>Contributions towards enhanced public transport services will be required, linking the site to key destinations and transport hubs.</p> <p>The development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
<p>Site Requirements</p>	<p>Redevelopment of part of the land, for industrial uses as a major new logistics and industrial business park. Development should optimise employment floorspace and job density, and should support the function, attractiveness and competitiveness of the location for employment by integrating with and not harming the function of adjacent employment sites. The height of new development must mitigate any impact on the functioning of communications infrastructure for Heathrow Airport. Development proposals will be expected to contribute toward the provision of affordable workspace, in accordance with Policy ED1.</p> <p>Development must not result in the loss of any Sites of Importance for Nature Conservation (SINCs) and will be required to secure at least a 10% net increase in biodiversity in accordance with Policy GB7 of the Local Plan.</p> <p>Retention of the non developable area of the site as open space within the Green Belt to include the following:</p> <ul style="list-style-type: none"> • A new community nature zone including habitat restoration and enhancement, with opportunities such as a natural play area for children and a nature trail which promotes learning, exploration, and healthy lifestyles; • Enhanced sports pitches and playing fields; • Re-provision of horse paddocks with updated facilities such as shelters and food storage; • Improved public access to the open spaces on the site and surrounding areas, including new pedestrian and/or cycle routes with access to the space from surrounding residential communities, which benefit from clearly defined well-made footpaths, clear signage, interpretation and information boards, and sensitively designed lighting at site entrance points, where appropriate; • Biodiversity enhancements, particularly on land that is part of the Hatton Meadows and Duke of Northumberland's River SINC designations. <p>The open space at the site, including the designated SINC areas, should be supported by a Landscape and Ecological Management Plan which sets out the management proposals that are in place for the introduction and protection of planting and overall protection and enhancement of biodiversity, having regard to the Council's Nature Recovery Action Plan and Green and Blue Infrastructure Strategy.</p> <p>Proposals be will required to improve quality and public access to on site and adjoining open space with a green buffer created between the developable portion of the site and surrounding areas including areas that will be retained as Green Belt land, securing a sense of openness on these spaces, and also in order to prevent overlooking and overshadowing where adjacent to residential areas. Proposals on the parts of the site subject to minerals safeguarding must ensure prior extraction of aggregate resource in advance of development.</p> <p>The site adjoins existing playing pitches. Development must not be detrimental to the continued use of the playing fields and sports pitches, and where possible should help improve pedestrian and cyclist access to them.</p> <p>Contributions will be sought from development on the former Green Belt portion of the site towards compensatory improvements to the retained Green Belt land.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the surrounding context.</p>

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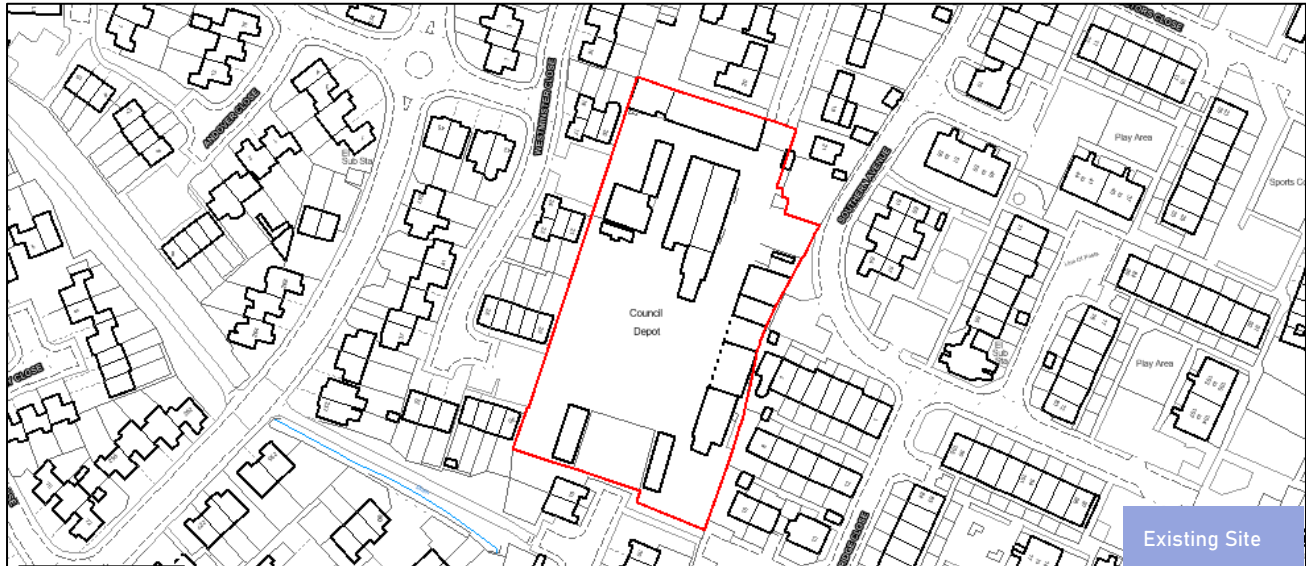
59 - TESCO FELTHAM



Address	98 High St, Feltham, TW13 4EX		
Site Size	1.7 Ha	Existing Use	Retail superstore (E(a)), parking
PTAL	2/3/4	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Feltham Town Centre: development should contribute to the regeneration of the respective town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2); Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy; Secondary Shopping Frontage: The western elevation of the supermarket and petrol station are secondary shopping frontage; (see Local plan policy TC4).</p> <p>Conservation Area: development should take opportunities to preserve and enhance the character of the conservation area.</p> <p>Site is adjacent to a locally listed building: development should have regard to any harm to, or loss of, the significance of a non-designated heritage asset, including from both direct and indirect effects (see Local Plan Policy CC4). Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	170	Retail (Sqm)	6430
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2027-2032		

Development Details	
Key Proposal	Tesco Feltham will be redeveloped to provide a new large floorplate retail unit with under-store parking, housing and a new public open space
Land Uses	Retail (E(a-c)), Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access to the Tesco site should be from Feltham High Street. The site layout should separate commercial traffic from residential areas and create clear, direct and high quality walking and cycling routes into the town centre. The development layout should support the creation of a network of legible streets, which follow the Healthy Streets approach and enhance way finding, permeability and contribute to an urban character.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to into the town centre and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site. The development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Feltham Green and Town Centre • Grade II Listed Red Lion Inn; Grade II Listed Feltham War Memorial • Locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>Redevelopment of the remainder of the Tesco Site to create a mixed-use retail and residential development, with a single large retail unit (A1). The height of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b), and should promote an urban character, while ensuring that development steps up from existing predominant height or adjacent areas to form a sensitive and legible change in character. The development should have regard to the proposals comprising any existing permission for the West of the Tesco car park when developing layout and design to ensure developments form a continuous, permeable area. Development should respond sensitively to Feltham's historic fabric, especially Feltham Green conservation area to the North East.</p> <p>Regard should also be had to the aims and aspirations in the Feltham Town Centre Masterplan.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

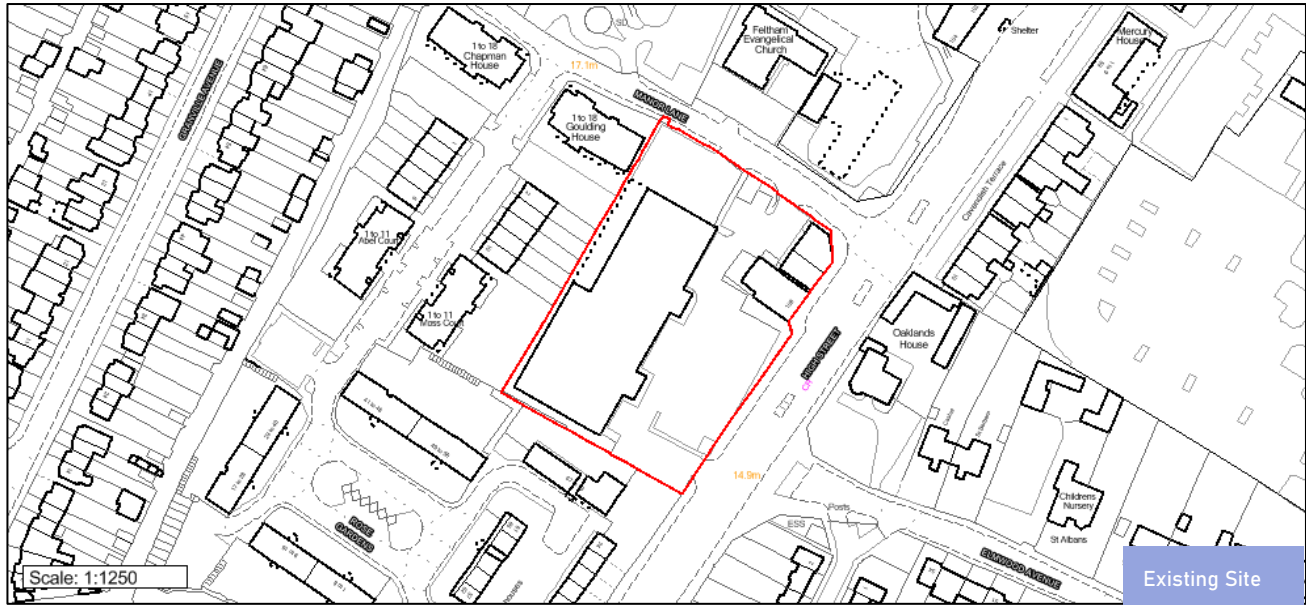
61 - COUNCIL DEPOT, ASHMEAD ROAD



Address	Council Depot, Ashmead Road, Feltham, TW14 9NN		
Site Size	0.68 Ha	Existing Use	Vehicle depot (Sui Generis)
PTAL	1a/2	Site Source	Feltham Masterplan (2017)
Ownership	Public		
Planning Designations	<p>Area of Special Advertisement Control: advertisements should be avoided within this area (see Local Plan policy CC5).</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	50	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2030-2034		

Development Details	
Key Proposal	Ashmead Depot will be redeveloped to provide new homes.
Land Uses	Residential (C3)
Movement and Access	<p>Well-designed vehicular access to the site should be from Ashmead Road and/or Southern Avenue, and development should facilitate the creation of a safe and high quality walking and cycling route to and from the site.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>The development layout should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form. The development is to conform to the maximum parking standards in the draft London plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of site for residential development, subject to relocation of the depot to a suitable alternative site.</p> <p>The height of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b), and should seek to optimise density while ensuring that development steps up from existing predominant height in order to form a sensitive and legible change in character.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

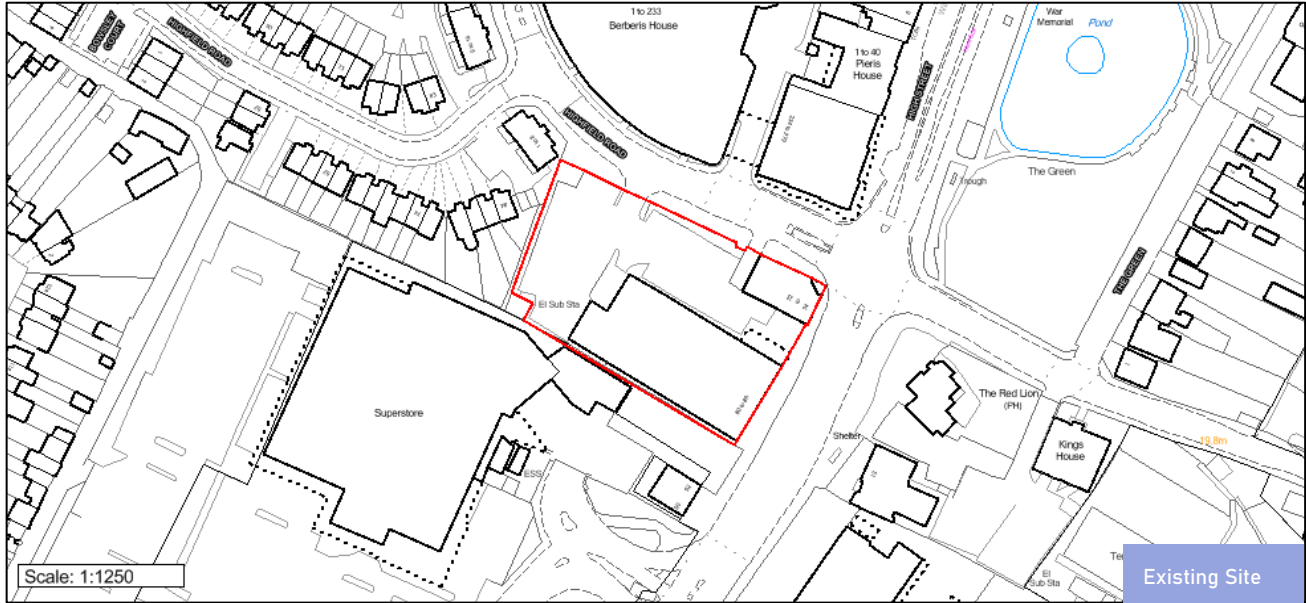
62 - MANOR PARK, FELTHAM



Address	Manor Park, Feltham, TW13 4EX		
Site Size	0.58 Ha	Existing Use	Retail Park (E(a))
PTAL	4	Site Source	Feltham Masterplan (2017)
Ownership	Private		
Planning Designations	<p>Site is adjacent to the Feltham Green and Town Centre conservation Area. Development should conserve and take opportunities to enhance the character of the area (See Local Plan Policy CC4);</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	80	Retail (Sqm)	570
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2035-2039		

Development Details	
Key Proposal	Manor Park will be redeveloped to intensify the use of the site to provide new retail units and homes.
Land Uses	Retail (E(a-c)) and Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access to the site should be from Feltham High Street and/or Manor Lane. Access should create a safe and pedestrian friendly walking and cycling route between the retail unit and into Feltham Town Centre. The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. The development layout should support the creation of legible streets, and enhance way finding and the overall character of the urban form. Opportunities to improve these connections to support higher density development should be identified.</p> <p>The development is to conform to the maximum parking standards in the draft London plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Feltham Green and Town Centre • Several locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>Redevelopment of the site to create a mixed-use retail and residential development, with ground floor retail units. The height of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b), and should seek to optimise density while ensuring that development steps up from existing predominant height in order to form a sensitive and legible change in character.</p> <p>Regard should also be had to the aims and aspirations in the Feltham Town Centre Masterplan</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

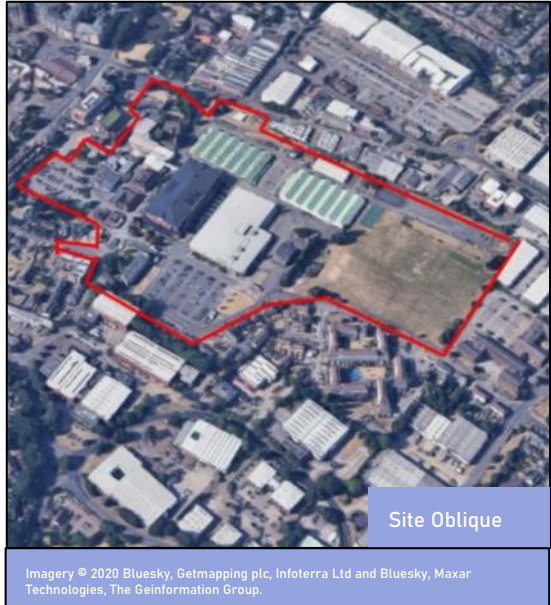
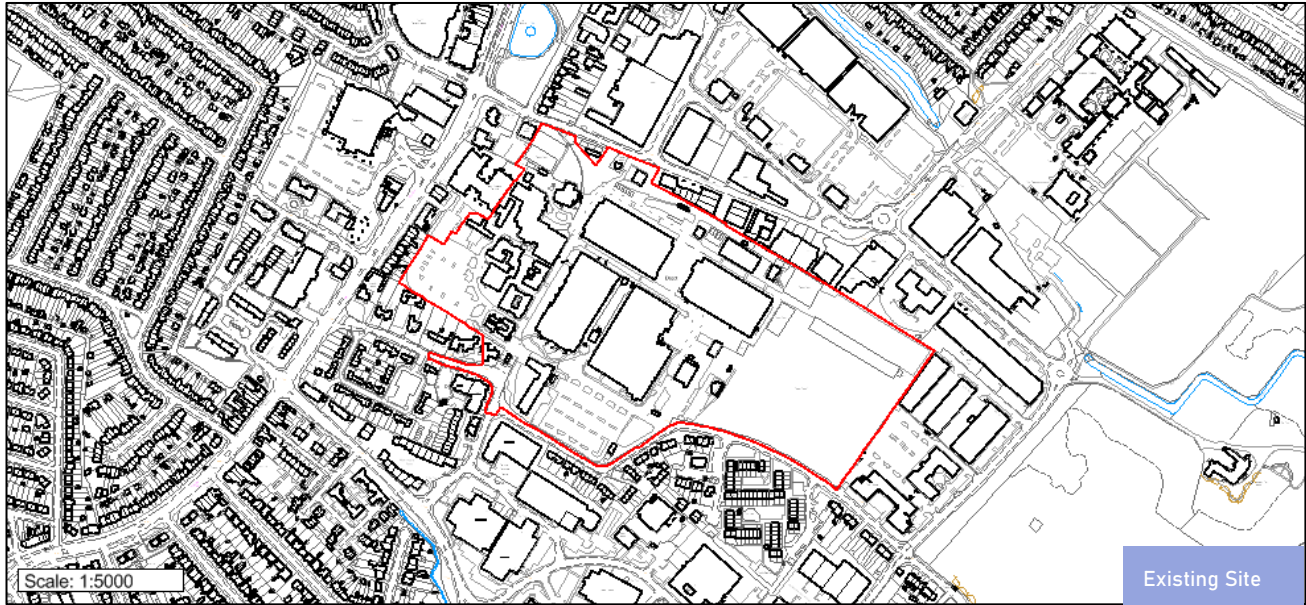
63 - 80-86 HIGH STREET FELTHAM



Address	80-86 High Street, Feltham, TW13 4EX		
Site Size	0.41 Ha	Existing Use	Retail superstore (E(a)), parking
PTAL	3/4	Site Source	Feltham Masterplan (2017)
Ownership	Private		
Planning Designations	<p>Town Centre: development should contribute to the regeneration of the Feltham town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2). The site is within the Primary Shopping Area and therefore development should retain a high proportion of E(a-c) retail uses.</p> <p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	200	Retail (Sqm)	1520
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2027-2032		

Development Details	
Key Proposal	The Aldi Site will be redeveloped to provide new retail floorspace and residential development.
Land Uses	Retail (E(a-c)) and Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access to the site should be from High Field Road. Development should create high-quality walking and cycling routes between the retail unit and the Feltham Town Centre. The development layout should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site, and to increase the PTAL of the site. Retail vehicular traffic must be clearly segregated from residential access.</p> <p>The development is to conform to the maximum parking standards in the draft London plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Feltham Green and Town Centre • Grade II Listed Red Lion Inn; Grade II Listed Feltham War Memorial • Locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets <p>Impact to the significance of the heritage assets Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Feltham Town Centre Masterplan.</p>
Site Requirements	<p>Redevelopment of the site to create a mixed use retail and residential development, with ground floor retail units, with appropriate level of car parking provision. The height of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b), and should promote an urban character with good street enclosure, while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character.</p> <p>Regard should also be had to the aims and aspirations of the Feltham Town Centre Masterplan.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

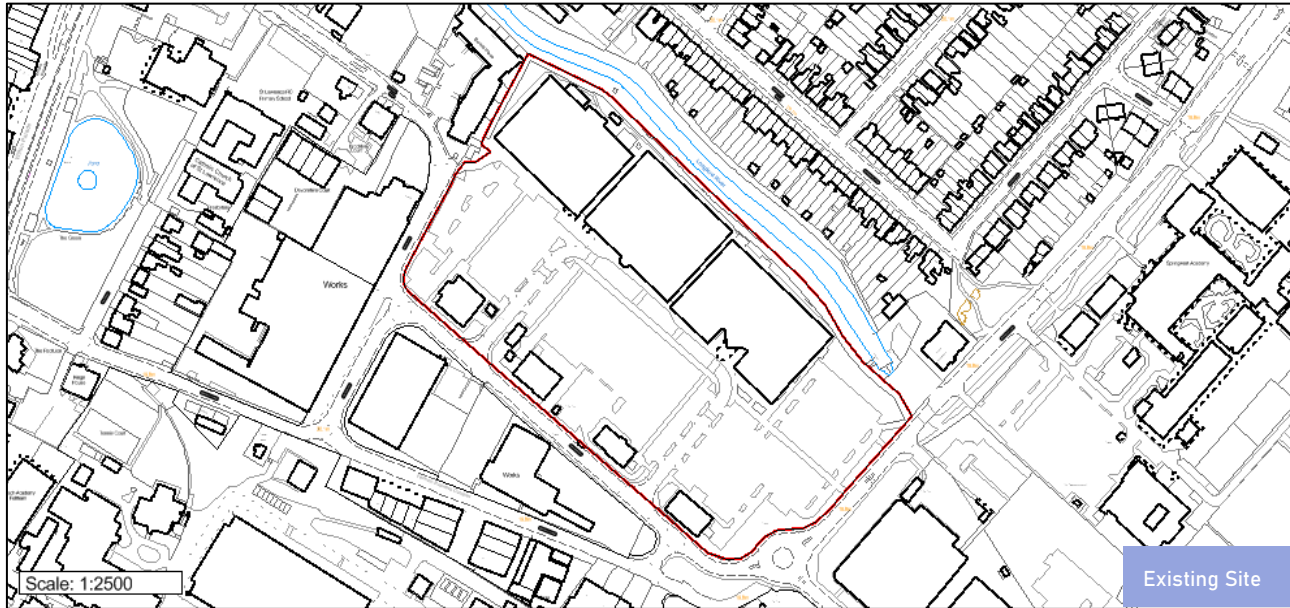
64 - MOD FELTHAM



Address	Feltham Garrison, Elmwood Avenue, TW13 7AH		
Site Size	14.1 Ha	Existing Use	Military Base (Sui Generis)
PTAL	1a/1b/2/3/4	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	<p>Site contains Local Open Space: development should enhance the provision of publicly accessible Local Open Space through onsite provision (see local Plan policy GB2); Site is adjacent to the Feltham Green and Town Centre conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4);</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Playing Pitches: Site contains playing pitches. Development must retain and enhance playing fields and sports pitches.</p>		
Minimum Development Quantum			
Residential Units	1370	Retail (Sqm)	
Business (Sqm)	4340	Industrial (Sqm)	
Health/Community (Sqm)	11310	Assembly/Leisure (Sqm)	
Phasing	2026-2036		

Development Details	
Key Proposal	MOD Feltham will be redeveloped into a major new residential area of Feltham, with a new school, public open space, and community uses.
Land Uses	Residential (C3), Business (E(g)(i/ii)), Open space, Community Uses (E(e-f)/F1), and other supporting uses.
Movement and Access	<p>Appropriately designed vehicular access to the site should be provided from the established surrounding road network, including an access to the site from the Forest Road/Browells Lane Roundabout. Direct and high quality walking and cycling routes should be delivered in line with the Feltham Masterplan, Feltham Place Policy P2 (b) and any relevant guidance issued by the council. Development should facilitate the creation of a network of safe and pedestrian friendly streets which are legible and allow for a high degree of movement across the site in all directions, including new walking and cycling routes that connect Hanworth Air Park and adjacent sites with Feltham town centre and allow for future links to Air Park Way. The layout should support the creation of legible streets, which follow the Healthy Streets approach, minimise the impacts of traffic generation on the surrounding streets, do not provide thorough routes across the site, and enhance wayfinding and the overall character of the urban form and which will allow the future extension of bus routes into the site.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Proposals will need to ensure that road safety on surrounding streets is not impacted, and enhanced where appropriate, as a result of increased movements.</p> <p>Detailed transport assessments will be necessary to ensure the traffic and transport impact is acceptable.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Feltham Green and Town Centre • Grade II Listed Red Lion Inn; Grade II Feltham House • Locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Impact to the significance of the heritage assets Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Feltham Town Centre Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p>
Site Requirements	<p>Redevelopment of Land for residential development with supporting community infrastructure including a school, a public square and public open space. Development should have regard to the Feltham Masterplan, Feltham Place Policy P2 (b) and any guidance published by the Council. Development should be delivered as a network of streets with limited on street parking, and which follow the Healthy Streets approach, facilitating the delivery of new walking and cycling routes through the site which connect Feltham Town Centre with Hanworth Air Park.</p> <p>Development should provide a new publically accessible square at the centre of the development, with retail and community uses delivered on frontages facing the square. It should also provide a new public open space which follows the requirements of the Feltham Masterplan. The height and layout of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b) and any supplementary development guidance issued by the council. Development should seek to optimise density while ensuring that it steps up from existing predominant height in order to form a sensitive and legible change in character.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

65 - LEISURE WEST

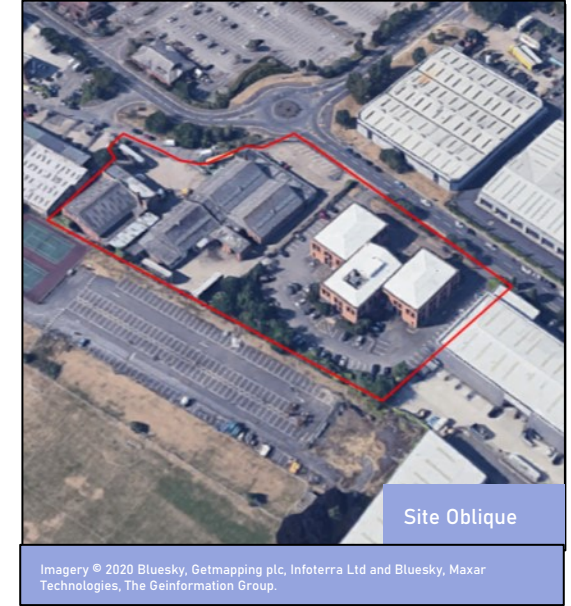
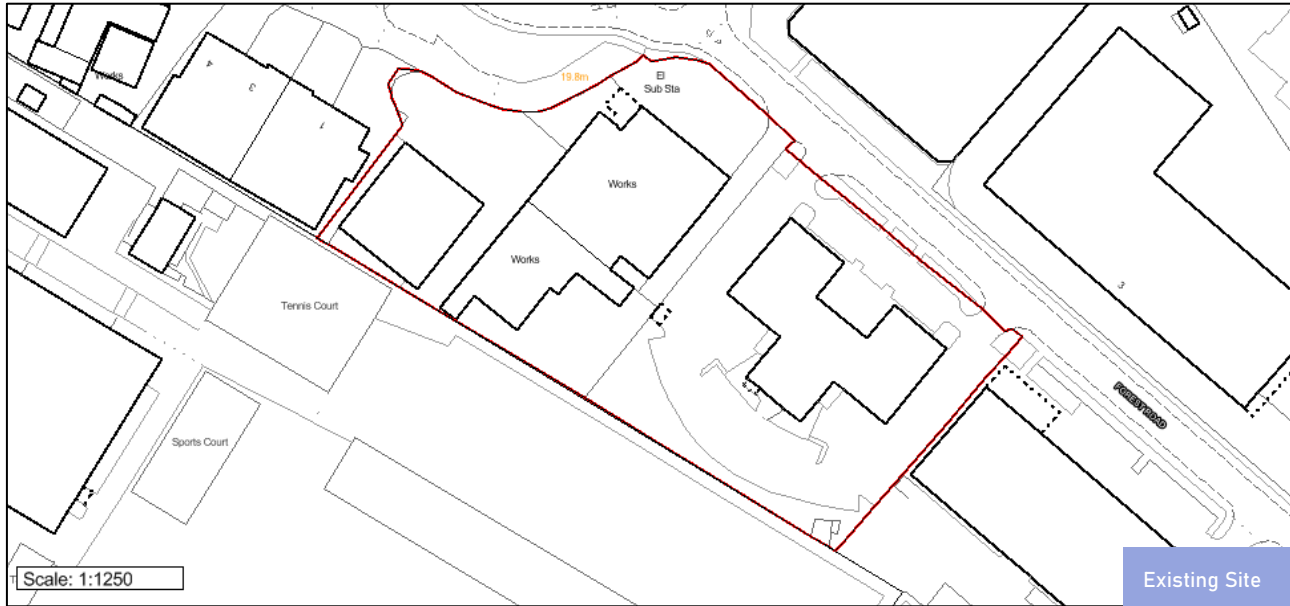


Address	Leisure West, Air Park Way, TW13 7LX		
Site Size	4.6 Ha	Existing Use	Mixed-use retail (E(a),E(b)) and leisure (E(d))
PTAL	2/3/4	Site Source	Feltham Masterplan (2017)
Ownership	Private		
Planning Designations	<p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade I (HoBI17) development must ensure that any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (See Local Plan policy GB7 or any subsequent policy).</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		

Minimum Development Quantum			
Residential Units	310	Retail (Sqm)	3420
Business (Sqm)	480	Industrial (Sqm)	
Parking(Sqm)		Health/Community (Sqm)	11640
Phasing	2035-2041		

Development Details	
Key Proposal	Leisure West will be redeveloped to introduce residential uses alongside new and improved leisure and entertainment facilities which support Feltham as a key town centre in West London.
Land Uses	Residential (C3), Business (E(g)), Retail (E(a-c)), Leisure (E(d) and F2(c-d)), Community Uses (E(e-f)/F1) and Open Space.
Movement and Access	<p>Access to the site should be facilitated in line with the Feltham Masterplan, Feltham Place Policy P2 (b) and any relevant guidance issued by the council. Development should facilitate the creation of a network of safe and pedestrian friendly streets within the development which are legible and allow for a high degree of movement across the site, separating residential uses from commercial traffic in addition to walking and cycling routes identified in the Masterplan. Development should contribute towards meeting the modal shift targets in the Mayor's Transport Strategy by providing safe and pedestrian friendly walking and cycling routes between the site and Feltham Town Centre and Station. The layout should ensure that access routes for non-residential uses are segregated from residential uses and minimise impact of noise and disturbance on residential areas of the site, and support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Feltham Green and Town Centre • Grade II Feltham House • Locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Impact to the significance of the heritage assets Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Feltham Town Centre Masterplan. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm</p>
Site Requirements	<p>Redevelopment of site for leisure use with introduction of residential development and supporting community uses. Development should protect and enhance the attractiveness and viability of leisure uses on the site when considering other uses, and through design and layout apply the agent of change principle to ensure that these other uses do not impede its operation and provide appropriate mitigation for any identified impacts, such as noise and hours of operation. Development should be delivered as a network of streets which integrate with proposals for adjacent sites to form a legible grid, and which follow the Healthy Streets approach, with a focus on increasing legibility and walkability to and from Feltham High Street and Station. New walking and cycling routes should be delivered in line with the Masterplan to connect Feltham Town Centre with Hanworth. The height and layout of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b), and should promote an urban character with good street enclosure, while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character. Development should be phased in order to enable the delivery of the minimum development quantum with additional phases beyond the plan period.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

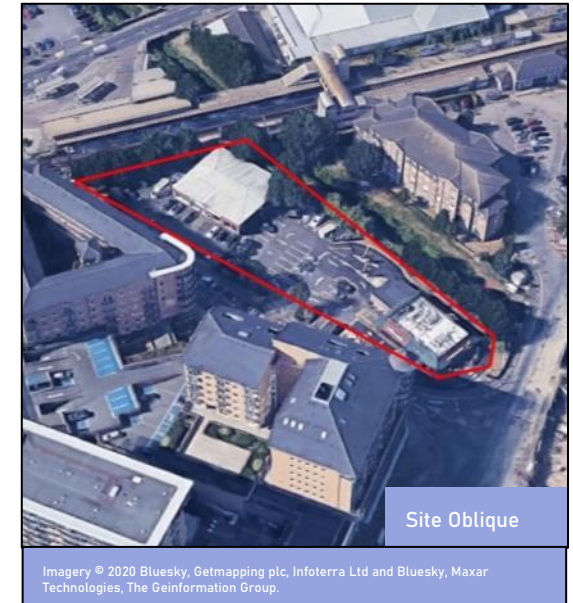
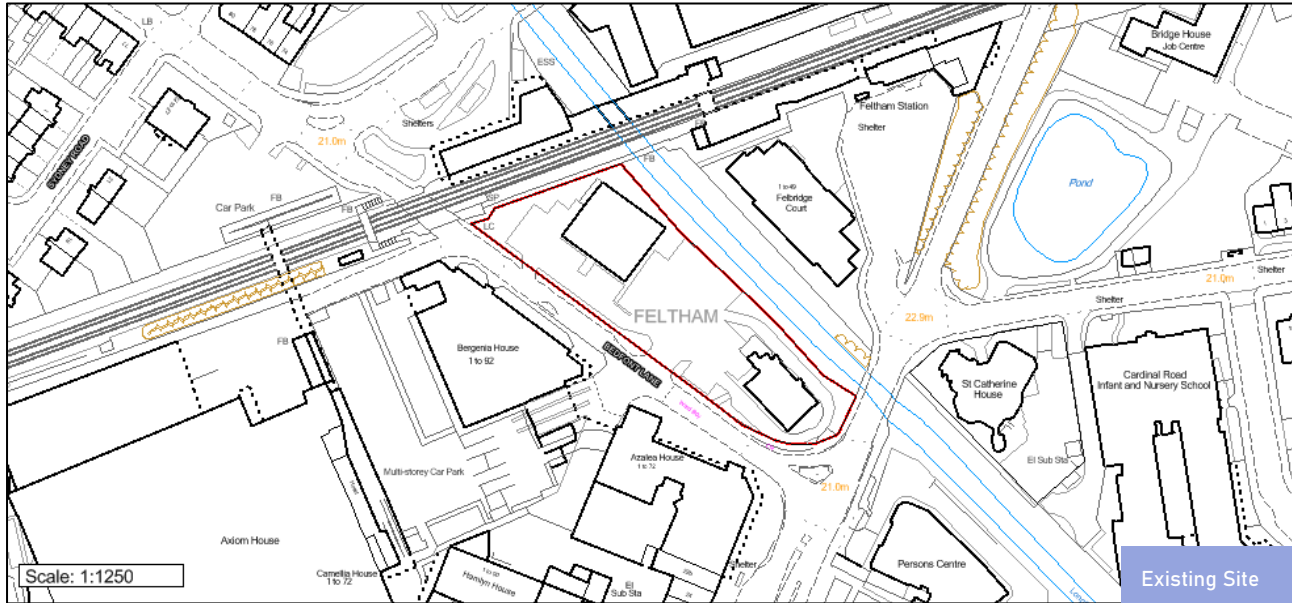
67 - UPS HOUSE



Address	UPS House, TW13 7DY		
Site Size	1.2 Ha	Existing Use	Storage/Warehousing (B8), Offices (E(g)(i))
PTAL	2/3	Site Source	SAC 2019
Ownership	Private		
Planning Designations	Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.		
Minimum Development Quantum			
Residential Units	170	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	3910
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2033-2037		

Development Details	
Key Proposal	UPS house will be redeveloped to intensify industrial uses and new homes as part of the redevelopment of MOD Feltham.
Land Uses	Light Industrial (E(g)iii), Industrial (B2/B8) and Residential (C3).
Movement and Access	<p>Appropriately designed vehicular access to the site should be from Forest Road, with an additional arm from the Browells Lane/Forest Road roundabout investigated, together with the potential for providing bus access through the site to the MOD Site. Development should provide new and improved pedestrian and cycle access into the site and improved routes across its frontage and consolidate access into the site. Vehicular access should be designed to minimise impact on active travel modes and access for all modes should be provided from Forest Road across the site to the MOD site, to allow access between the redevelopment and Forest Road, and integrate with the existing road layout, and future proposals for adjacent developments, in particular MOD Feltham, in order to develop a consistent and legible street layout. The development layout should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form. Opportunities to improve these connections to support higher density development should be identified.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Adjacent area of special character • Locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Impact to the significance of the heritage assets Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Feltham Town Centre Masterplan.</p>
Site Requirements	<p>Redevelopment and intensification of business uses on the site with residential uses introduced. Residential uses should be provided in a form which integrates with the employment uses and mixed use buildings and plots should accord with the design approaches identified in the Masterplan for industrial intensification and GLA Industrial Intensification and Co-Location Practice Note (2018). The development should have regard to proposals for the MOD site and ensure it integrates in terms of layout and design to support the delivery of Lower Feltham West. The height of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b).</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

69 - LAND AT 2 HIGH STREET FELTHAM



Address	Land at 2 High Street Feltham, Feltham, TW13 4AJ		
Site Size	0.36 Ha	Existing Use	Retail (E(a)), Restaurant (E(b) and Takeaway (Sui Generis)
PTAL	4/5	Site Source	Feltham Masterplan (2017)
Ownership	Private		
Planning Designations	<p>Feltham Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2); Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy. Primary Shopping Frontage: The Eastern elevation of the existing McDonalds restaurant is primary shopping frontage, (see Local plan policy TC4);</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance, Grade I (HoBI17) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy).</p>		
Minimum Development Quantum			
Residential Units	90	Retail (Sqm)	630
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2029		

Development Details	
Key Proposal	Land at 2 High Street Feltham will be redeveloped to provide a new part of Feltham High Street, combining retail units at ground floor with residential development as part of the Station quarter.
Land Uses	Retail (E(a-c)), Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access should be facilitated from Bedfont Lane. Development should also create safe and high quality pedestrian and cycling routes along the edges of the site to create a safe and legible pedestrian and cycling route between Feltham Town Centre and the Railway station, and support the provision of a new walking and cycling link to the bridge over the railway line over Bedfont Lane through the sites.</p> <p>The development layout should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Conservation Area: Feltham Green and Town Centre • Grade II Listed Red Lion Inn; Grade II Listed Feltham War Memorial • Locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Impact to the significance of the heritage assets Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Feltham Town Centre Masterplan</p>
Site Requirements	<p>Redevelopment of the site to create a mixed use retail and residential development, with ground floor retail units forming an extension of the high street. The height of new development should be in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b), and should promote an urban character with good street enclosure, while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character.</p> <p>Regard should also be had to the aims and aspirations of the Feltham Town Centre Masterplan.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

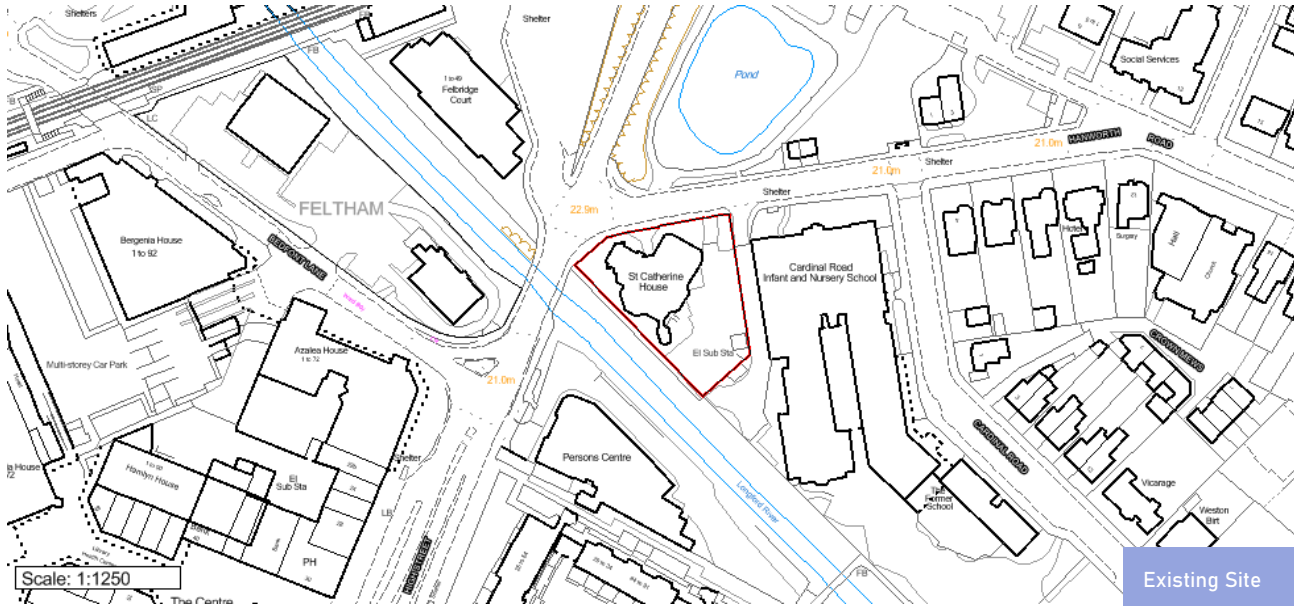
70 - ROYAL NAVAL ASSOCIATION CLUB



Address	15 Park Rd, Feltham, TW13 6PP		
Site Size	0.28 Ha	Existing Use	Servicemen's' Club (Sui Generis)
PTAL	2	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	<p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade I (HoBI16)). Development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated for (see Local Plan policy GB7 or any subsequent policy);</p> <p>Areas of Special Character are of significant local value in terms of architectural, townscape and environmental quality (see Local Plan policy CC4);</p>		
Minimum Development Quantum			
Residential Units	20	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2027		

Development Details	
Key Proposal	The Naval Club will be redeveloped to provide additional new homes and improved access to Hanworth Air Park.
Land Uses	Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access to the site should be from Park Road. The development should seek to minimise intrusion of vehicular access into the site and the number of access points. Development should facilitate the creation of a safe and high quality walking and cycling routes across the site and into Hanworth Air Park from Park Road and Hounslow Road and where possible other locations designed to maximise legibility and accessibility of development to Hanworth Air Park for pedestrians and Cyclists.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Located within an Area of Special Character <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Impact to the significance of the heritage assets Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Feltham Town Centre Masterplan</p>
Site Requirements	<p>Redevelopment of the site for residential development. Development should provide an attractive and sensitive boundary to adjacent Hanworth Air Park. The density of new development should be optimised and should step up from existing height in order to form a sensitive and legible change in character.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

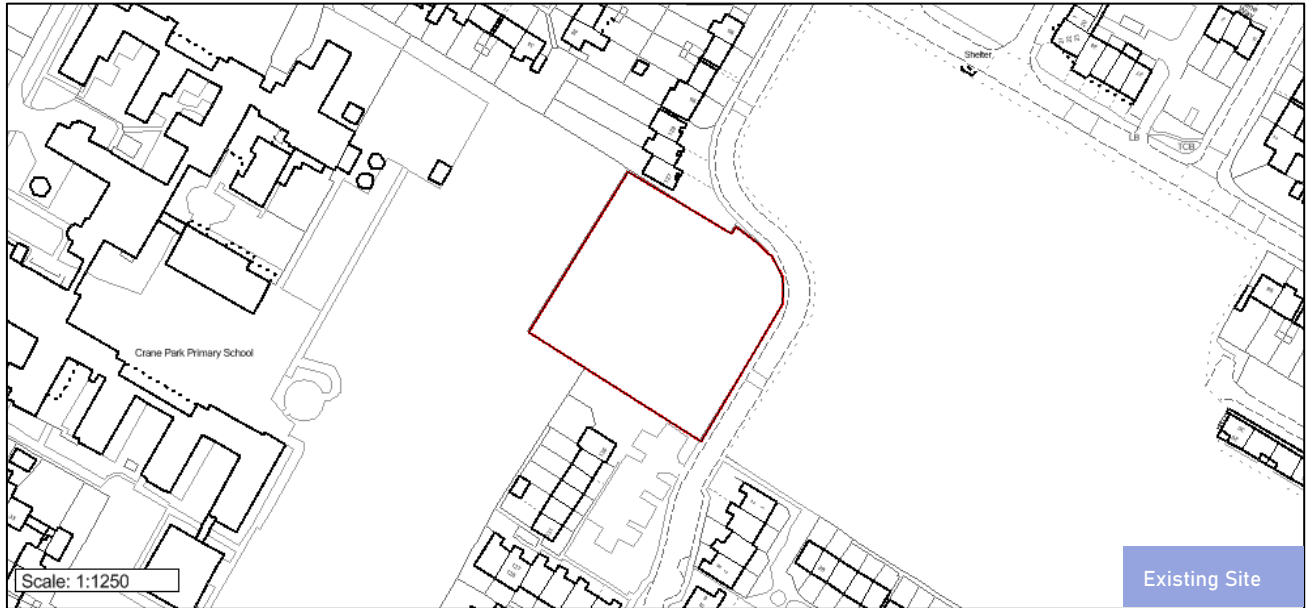
72 - ST. CATHERINE'S HOUSE AND CAR PARK



Address	St Catherine's House, 2, Hanworth Road, TW13 5AB		
Site Size	0.16 Ha	Existing Use	Sheltered Accommodation (C2)
PTAL	4/5	Site Source	SAC 2019
Ownership	Public		
Planning Designations	<p>Site is adjacent to the Feltham Green and Town Centre conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4);</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade I (HoBI17) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy).</p> <p>Listed Buildings: St Catherine's tower is Grade II Listed; development should seek to conserve and enhance the building and its setting.</p>		
Minimum Development Quantum			
Residential Units	20	Retail (Sqm)	130
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)	130	Assembly/Leisure (Sqm)	
Phasing	2027-2029		

Development Details	
Key Proposal	St Catherine's House will be redeveloped to provide a new, high-quality residential development which incorporates the listed St Catherine's tower.
Land Uses	Residential (C3), Retail (E(a-c)) and Community Use (E(e-f)/F1)
Movement and Access	<p>Appropriately designed vehicular access to the site should be from Hanworth Road. Vehicular access should be designed to minimise impact on active travel modes. The development layout should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form. Proposals should take account of and seek to improve the existing and planned connectivity of the site via public transport and active modes to the town centre, social infrastructure and other services and places of employment. Development proposals should contribute to a publicly accessible riverside walk where it is feasible that this could be delivered.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Site is a Grade II Listed building: Tower and Spire of Former Church of St Catherine • Within the Feltham Green and Town Centre Conservation Area • Locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Impact to the significance of the heritage assets Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Feltham Town Centre Masterplan</p>
Site Requirements	<p>Redevelopment of the annex to the listed St Catherine's Spire for residential development, with ancillary community and retail uses, in conformity with the Feltham Masterplan (2017) and Feltham Place Policy P2 (b). Development should protect and enhance the spire and its setting and provide a high quality design which is equivalent to the tower's importance at the end of key views in Feltham. Development should seek to optimise density and ensure it steps up from existing height in order to form a sensitive and legible change in character.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

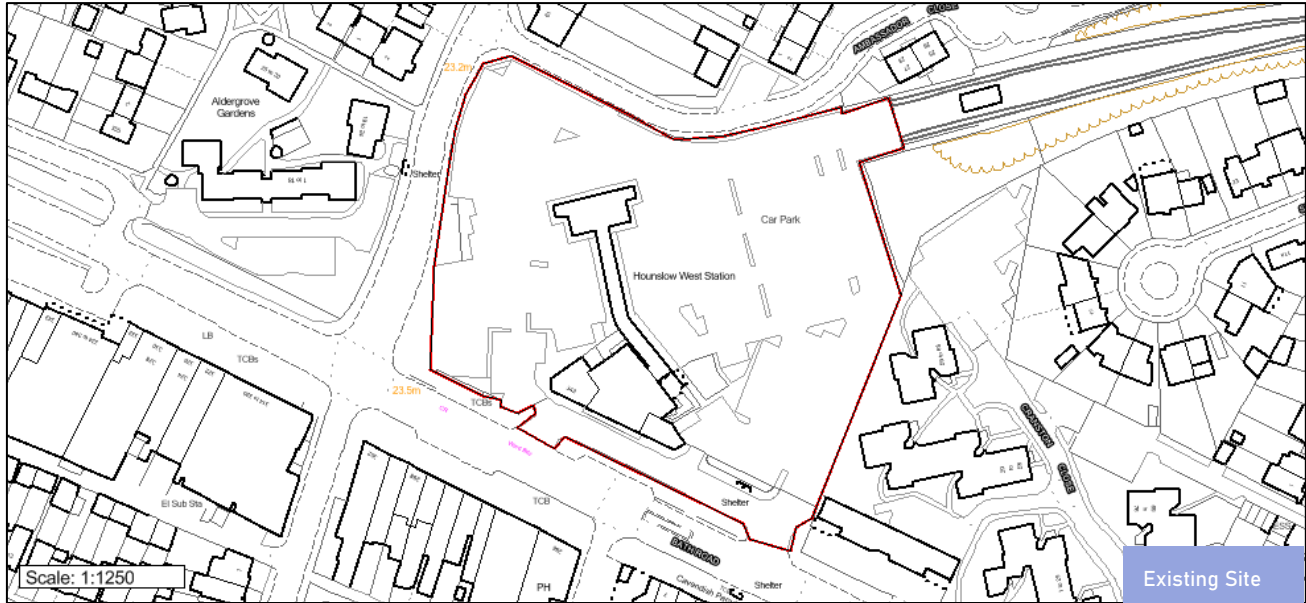
73 - LAND AT NENE GARDENS



Address	Nene Gardens, Nene Gardens, TW13 5PL		
Site Size	0.34 Ha	Existing Use	Open land (Local Open Space)
PTAL	1a	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	Site is identified as surplus to requirements in the Open Space Assessment (2018).		
Minimum Development Quantum			
Residential Units	40	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2027		

Development details	
Key Proposal	Vacant Land at Nene Gardens will be redeveloped to provide new homes and open space.
Land Uses	Residential (C3) and Open Space
Movement and Access	<p>Appropriately designed vehicular access to the site should be from Nene Gardens. Development should facilitate the creation of a walking and cycling route across the site, between Nene Gardens and Crane Park Primary School. The layout should support the creation of legible streets, which follow the Healthy Streets approach and enhance wayfinding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation, and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of the site to introduce residential development.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>Development should provide an attractive and sensitive boundary to adjacent open spaces which maintains a sense of openness and enables greater access for occupiers of both new and existing development, including provision of public access through and across the site. Development proposals should deliver contributions which support significant enhancements to the quality and amenity of adjacent Local Open Space. The density of new development should be optimised and should step up from existing height in order to form a sensitive and legible change in character.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

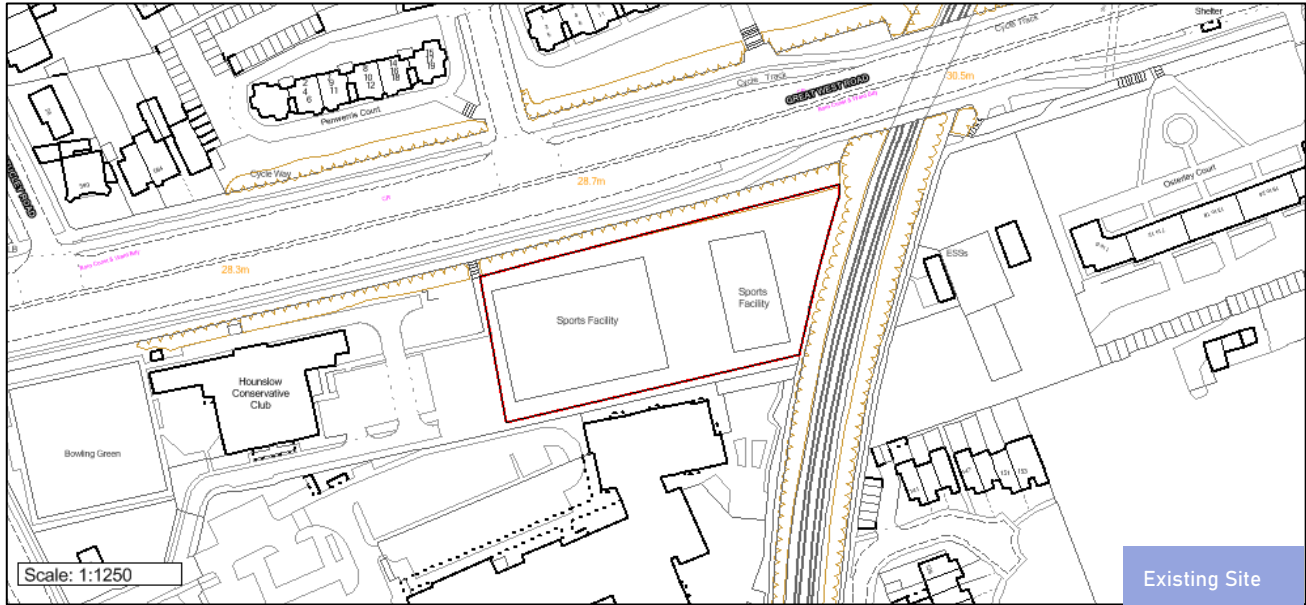
74 - HOUNSLOW WEST STATION



Address	Hounslow West Station and Car Park, Hounslow, TW3 3DH		
Site Size	1.4 Ha	Existing Use	Station and Car Park
PTAL	4/5	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	<p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade II (HoBII12) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated for (see Local Plan policy GB7 or any subsequent policy).</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	360	Retail (Sqm)/ Assembly/Leisure (Sqm)	1400
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)			
Phasing	2026-2031		

Development Details	
Key Proposal	Hounslow West station will be redeveloped to provide an improved station with retail and new homes.
Land Uses	Retail(E(a-c)),Assembly/Leisure (E(d-f)/F1/F2(c-d)), Residential (C3)
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Site is a Grade II Listed building: Hounslow West Station • Adjacent to Grade II Listed St Paul's Church • Adjacent to the St Paul's Church Conservation Area <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p>
Movement and Access	<p>Primary vehicular access to the site is to be from Bath Road at the eastern end of the site, with potential for limited secondary access from Ambassador Close. All servicing activity should be accommodated within the site. The frontage to Bath Road is to be improved through removal of the service road with an appropriate number of bus stops, stands and bus turning area provided to allow current and proposed future levels of bus services to be accommodated. Taxi and drop-off bays are to be re-provided and pedestrian and cycle infrastructure on Bath Road and Vicarage Farm Road improved..</p> <p>The development layout should support the creation of legible streets, which follow the Healthy Streets approach and enhance wayfinding and the overall character of the urban form.</p> <p>Development should create a safe walking and cycling access into the development from all surrounding streets and incorporate features such as wide pavements, landscaping, lighting and other measures which comply with transport guidance such as TfL Pedestrian Comfort guidance; Healthy Streets guidance; Delivery and Servicing Plan guidance and Travel Plan guidance and any subsequent updates. New routes should meet the Healthy Streets approach by incorporating movement routes linking existing and proposed green infrastructure, open spaces and public realm. Proposals should take account of and seek to improve the existing and planned connectivity of the site via public transport and active modes the district and town centre, social infrastructure and other services and places of employment including Beaversfield Park. Opportunities to improve these connections to support higher density development should be identified. Development should seek to make provision to enable step-free access to the platforms of the underground station and any new public realm should accord with the principles of the 'Station public realm design guidance' by the Mayor of London/ TfL (August 2015)</p> <p>The development should conform to the maximum parking standards in the London Plan. To ensure the safe operation of the railway, an appropriate level of TfL / LUL staff car parking spaces may be provided.</p>
Site Requirements	<p>Well-considered redevelopment of the site to create a mixed-use retail, leisure and residential development, and E((d-f)/F1/F2(c-d)) and appropriate level of short term car parking provision to serve the station and local centre. Development should preserve and enhance the setting of the existing listed station buildings, and provide a high quality design with a commercial frontage onto the Bath Road. The height of new development should enhance the character of the area while optimising density.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

75 - LAND TO THE REAR OF HCC SPORTS AND SOCIAL CLUB



Existing Site



Site Oblique

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Address	Land to the rear of HCC Sports and Social Club, Gresham Road,, TW3 4BX		
Site Size	0.45 Ha	Existing Use	Vacant
PTAL	2/3	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Site is Local Open Space which is identified as surplus to requirements in the Open Space Assessment (2018): Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	10	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2029		

Development Details	
Key Proposal	Land at HCC will be redeveloped to provide new homes.
Land Uses	Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access should be facilitated from Gresham Road with improvements made to facilitate a walking and cycling route into the site, and should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of the site to introduce infill residential uses. The height of new development should start from the predominant character of the area when developing densities, and should consider adjacent areas of different character to ensure development steps up from existing height in order to form a sensitive and legible change in character optimising density.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

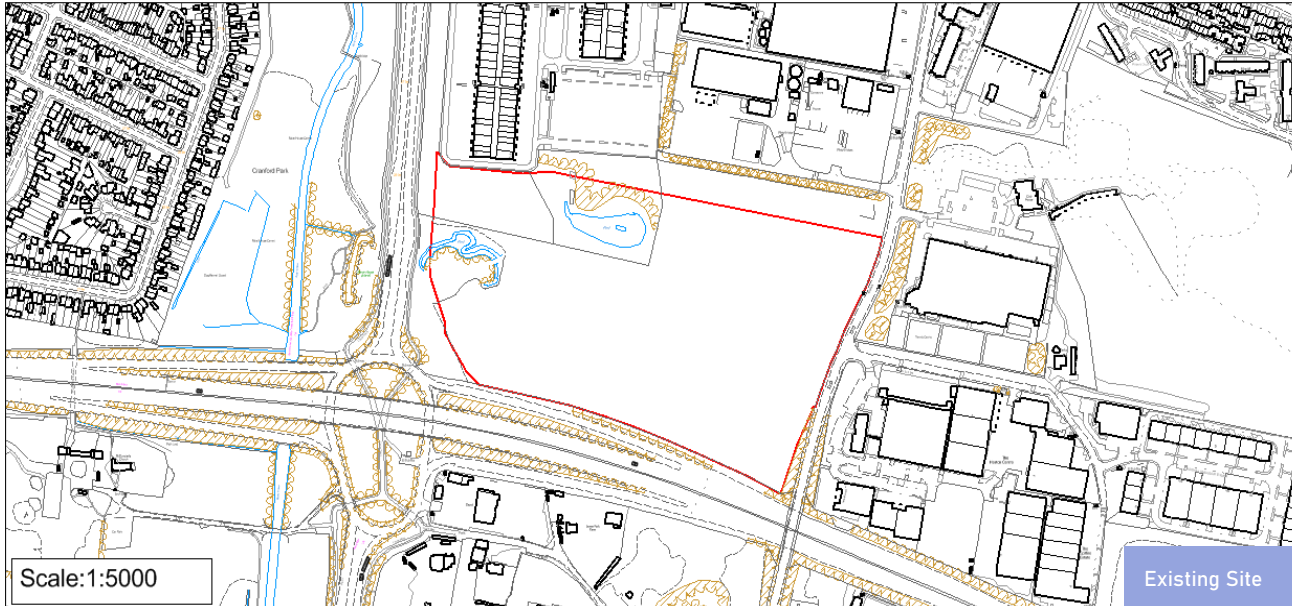
76 - LAMPTON HOUSE



Address	Lampton House, Lampton Road, TW3 4EY		
Site Size	0.41 Ha	Existing Use	Office (E(g)(i))
PTAL	3	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Noise; Site is within the 63 dB LAeq 16hrs noise contour of Heathrow Airport. Development will be subject to compliance with Local Plan Policy E5 and any subsequent policy.</p>		
Minimum Development Quantum			
Residential Units	90	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2031-2036		

Development Details	
Key Proposal	Lampton house will be redeveloped to provide new homes.
Land Uses	Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access should be facilitated from Lampton Road. Development should create a walking and cycling route into the site, and should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of site for residential development.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. The height of new development should start from the predominant character of the area when developing densities, and should consider adjacent areas of different character to ensure development steps up from existing height in order to form a sensitive and legible change in character while optimising density.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

77 - Land South of Western International Market



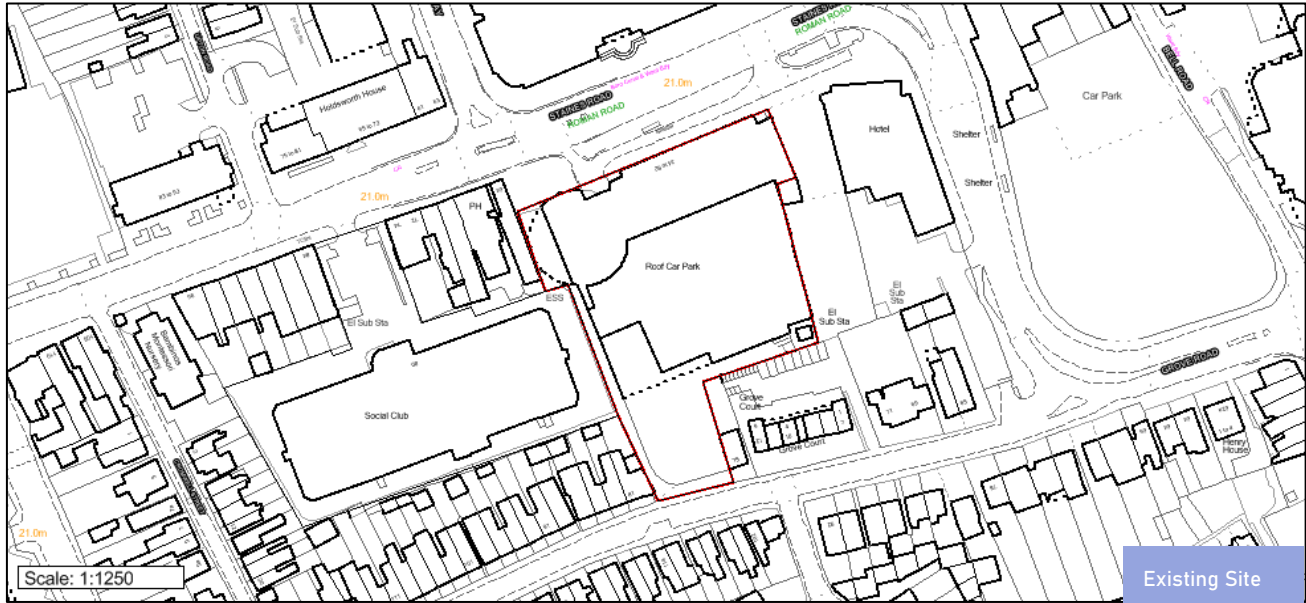
Address	Southall Lane, Southall, TW5 9NS		
Site Size	12.8 Ha	Existing Use	Open Land
PTAL	0/1b	Site Source	SAC 2019
Ownership	Public		
Planning Designations	<p>Area of Special Advertisement Control: advertisements should be avoided within this area (see Local Plan policy CC5)</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Site is Green Belt which was assessed in the Green Belt Review Stage 2 (SA1a) and is proposed to be released.</p> <p>Proposed LSIS: Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and make consideration of impact of development on existing occupiers in accordance with the agent of change principle.</p>		

Minimum Development Quantum

Residential Units		Industrial (Sqm)	34,760
Business (Sqm)		Assembly/Leisure (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2030-2041		

Development Details	
Key Proposal	Land South West of Western International Market will be utilised for mineral extraction, with redevelopment to industrial uses in the long term.
Land Uses	Minerals Extraction followed by Industrial (B2/B8)
Movement and Access	<p>Appropriately designed vehicular, pedestrian and cycle access to the site should be from Hayes Road on Southall Lane. Vehicular access should be designed to minimise impact on active travel modes and have particular regard to road safety. Development should not increase congestion on Southall Lane and provide safe walking and cycling access and routes to the site from surrounding streets. Development should have regards to proposals for the adjacent waste site when considering movement across the site. Development should contribute towards improved public transport accessibility to reduce the need for employees to travel by car and should seek to increase the PTAL of the site. Development should be designed in accordance with Healthy Streets principles.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Adjacent to Cranford Village Conservation Area <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p>
Site Requirements	<p>Site to be worked for mineral (aggregate) extraction in the short term. Extraction should provide appropriate safeguards and mitigation to protect adjacent uses.</p> <p>Minerals extraction should be phased appropriately to enable redevelopment following extraction for industrial uses, which should support function, attractiveness and competitiveness of the location for employment by integrating with and not harming the function of adjacent employment sites. Contributions will be sought towards compensatory improvements to remaining Green Belt land. Development should strengthen the boundary of the site in order to provide a sufficient buffer with the adjacent Green Belt at the western and eastern edges of the site. Development should be phased in order to enable the delivery of the minimum development quantum with additional phases beyond the plan period.</p> <p>Development proposals will be expected to contribute toward the provision of affordable workspace, in accordance with Policy ED1.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the surrounding context.</p>

80 – 34 STAINES ROAD



Address	34 Staines Road, Hounslow, TW3 3LZ		
Site Size	0.55 Ha	Existing Use	Retail (E(a))
PTAL	6a	Site Source	Hounslow Local Plan (2015)
Ownership	Private		
Planning Designations	<p>Hounslow Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2): The Northern side of the site is within a secondary shopping frontage, (see Local plan policy TC4.)</p> <p>The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Noise; Site is within the 63 dB LAeq 16hrs noise contour of Heathrow Airport. Development will be subject to compliance with Local Plan Policy E5 and any subsequent policy.</p>		
Minimum Development Quantum			
Residential Units	120	Retail (Sqm)	1240
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2024-2029		

Development Details	
Key Proposal	34 Staines Road will be redeveloped to provide a single large retail unit, with new homes.
Land Uses	Retail (E(a-c)), Residential (C3)
Movement and Access	<p>Access should be provided from Staines Road with access to Grove Road removed and the removal of the existing service road investigated. Safe and high-quality walking and cycling routes into and around the site should be created, and should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form. All servicing is to be within the site, and deliveries for adjoining sites are to be facilitated.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking should be minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport. Commercial car parking must be available for visitors to the town centre.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Locally listed building <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified. Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>Redevelopment of the site to create a mixed-use retail and residential development, with a single large ground floor retail unit (A1) and appropriate level of car parking provision. The density of new development should be optimised while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character.</p> <p>Regard should also be had to the aims and aspirations in the Hounslow Town Centre Masterplan.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

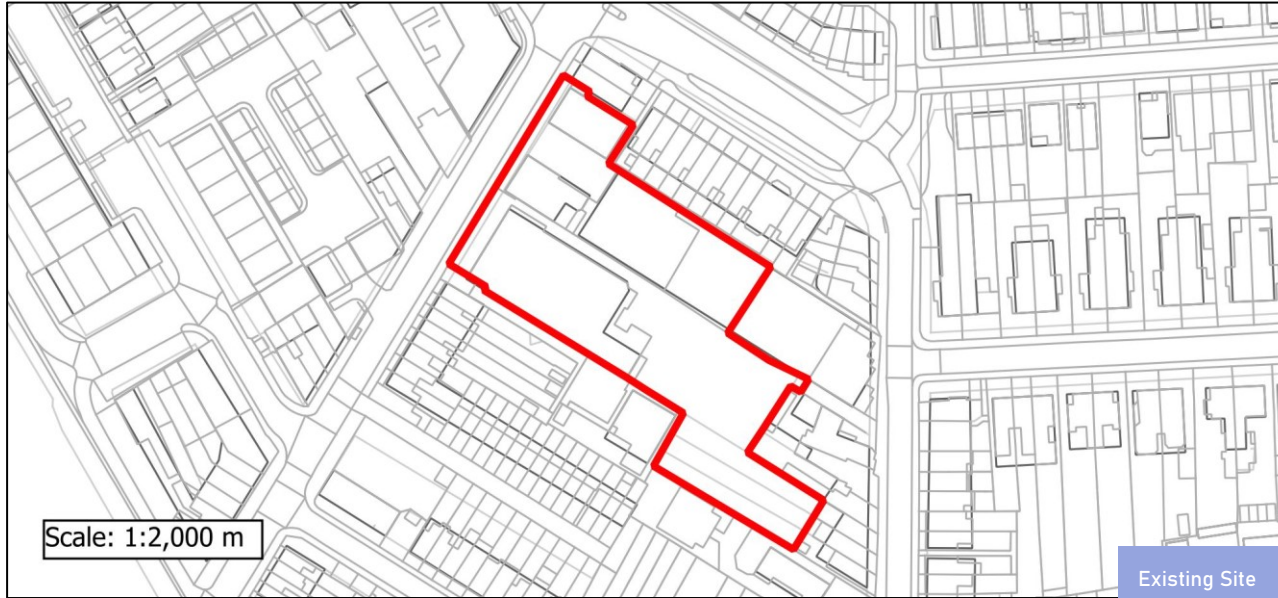
81 - 80-82 STAINES ROAD



Address	80-82 Staines Road, Hounslow, TW3 3LF		
Site Size	0.52 Ha	Existing Use	Gym (E(d))
PTAL	6a	Site Source	Hounslow Local Plan (2015)
Ownership	Private		
Planning Designations	<p>Hounslow Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2);</p> <p>The site is part of an Archaeological Priority Area; a desk-based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Noise; Site is within the 63 dB LAeq 16hrs noise contour of Heathrow Airport. Development will be subject to compliance with Local Plan Policy E5 and any subsequent policy.</p>		
Minimum Development Quantum			
Residential Units	50	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2029		

Development Details	
Key Proposal	80-82 Staines road will be redeveloped to provide new homes.
Land Uses	Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access should be facilitated from Staines Road. Development should provide a walking and cycling route along the Staines Road, and should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking should be minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to the town centre and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> Locally listed building <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> Impact to the setting of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>Redevelopment of the site to create a residential development. The density of new development should be optimised while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character.</p> <p>Regard should also be had to the aims and aspirations in the Hounslow Town Centre Masterplan.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

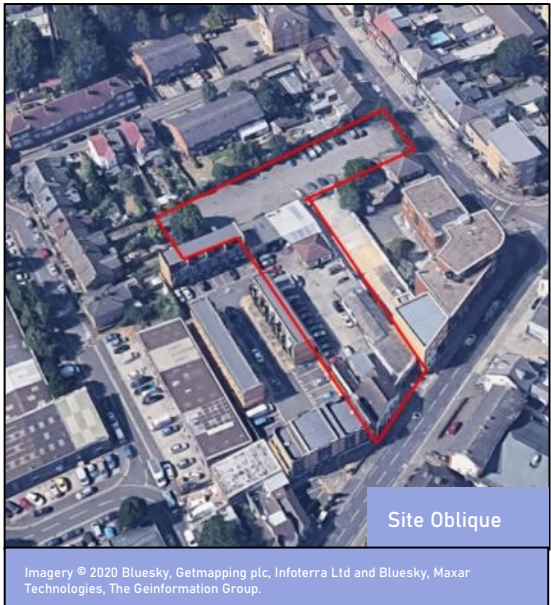
82 - 206-210 HANWORTH ROAD



Address	206-210, Hanworth Road, TW3 3TU		
Site Size	0.48 Ha	Existing Use	Hotel and Events Space (C1, Sui-Generis uses)
PTAL	6a	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>Area of Special Character (Local Plan 2015): The site sits within an area of special character. Development proposals should have regard to the council's Heritage Policies in the adopted local plan.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Noise; Site is within the 63 dB LAeq 16hrs noise contour of Heathrow Airport. Development will be subject to compliance with Local Plan Policy E5 and any subsequent policy.</p>		
Minimum Development Quantum			
Residential Units	80	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2031		

Development Details	
Key Proposal	206-210 Hanworth road will be redeveloped to provide new homes.
Land Uses	Residential (C3)
Movement and Access	<p>Appropriately designed vehicular access to the site should be from Hanworth Road and/or Whitton Road.. Development should create a safe and high quality walking and cycling routes across the site between Hanworth Road and Whitton Road. The development layout should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure on Whitton Road and Hanworth Road and links to Hounslow town centre and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Located within an Area of Special Character • Locally listed building <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>Redevelopment of site for residential development. The height of new development should start from the predominant character of the area when developing densities, and should consider adjacent areas of different character to ensure development steps up from existing height in order to form a sensitive and legible change in character while optimising density</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

83 - VACANT LAND CLARENCE TERRACE



Address	Land r/o, Bell Road, TW3 3NX		
Site Size	0.28 Ha	Existing Use	Car Park (Sui-Generis), Car Garage (Sui Generis), Hot Food Takeaway (Sui Generis use)
PTAL	6a	Site Source	SAC 2019
Ownership	Public/private		
Planning Designations	Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development. Noise; Site is within the 63 dB LAeq 16hrs noise contour of Heathrow Airport. Development will be subject to compliance with Local Plan Policy E5 and any subsequent policy.		
Minimum Development Quantum			
Residential Units	30	Retail (Sqm)	150
Business (Sqm)	150	Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2027-2030		

Development Details	
Key Proposal	Vacant Land at Clarence Terrace will be redeveloped to reprovide business floorspace and to provide new homes.
Land Uses	Residential (C3), Business (E(g)(i/ii)) and Retail (E(a-c)).
Movement and Access	<p>Appropriately designed vehicular access to the site should be from Bell Road, Development should also create a safe and high-quality walking and cycling route through the site between Staines Road and Bell Road. The development layout should support the creation of legible streets, which follow the Healthy Streets approach in order to enhance way finding and the overall character of the urban form.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to Hounslow town centre and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Grade II Listed Bell Road Methodist Church • Locally listed buildings • Adjacent to an Area of Special Character <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>Redevelopment of the site to create a mixed use business, retail and residential development, with ground floor retail units facing onto Hanworth Road. The height of new development should promote an urban character with good street enclosure, while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

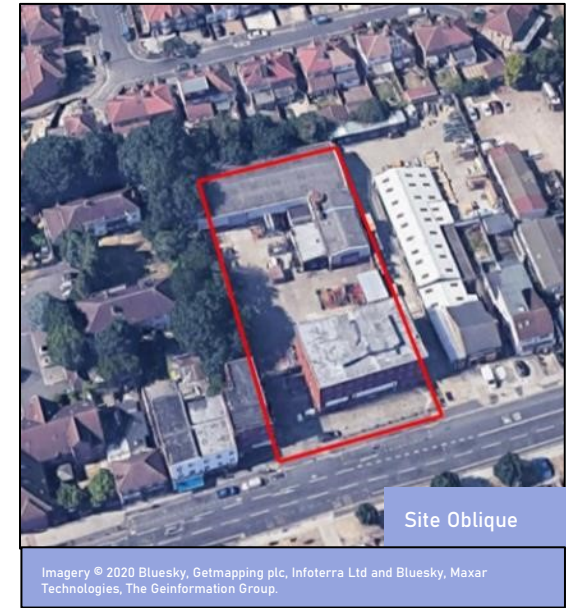
84 - HOUNSLOW CAVALRY BARRACKS



Address	Cavalry Barracks, Beavers Lane, TW4 6HD		
Site Size	14.8 Ha	Existing Use	Military Barracks (C2 Secure Residential Accommodation , ancillary E(g), E(g), Sui-Generis Uses)
PTAL	1a/1b/2/3/4	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	<p>Conservation Area: Site is within the Hounslow Cavalry Barracks conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4); Site contains 14 Listed Buildings (Grade 2); development should seek to conserve and enhance these buildings and their setting.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Noise; The southern side of the Site is within the 63 dB LAeq 16hrs noise contour of Heathrow Airport. Development will be subject to compliance with Local Plan Policy E5 and any subsequent policy.</p> <p>Site contains playing pitches. Development must retain and enhance playing fields and sports pitches.</p>		
Minimum Development Quantum			
Residential Units	1000	Retail (Sqm)	3000
Business (Sqm)		Hotel (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2027-2037		

Development Details	
Key Proposal	Hounslow Cavalry Barracks will be redeveloped to provide a new residential area which protects and enhances the historic buildings, and introduces a range of new uses to the site to support new homes.
Land Uses	Residential (C3), Retail (E(a-c), Business (E(g)(i/ii)), Community (E(e-f)/F1), Leisure (E(d) and F2(c-d)) and Open Space.
Movement and Access	<p>Appropriately designed vehicular, pedestrian and cycle access to the site should be facilitated in accordance with the Hounslow Cavalry Barracks SPD and any additional relevant guidance issued by the council. Development should facilitate the provision of high quality pedestrian and cycle links within the Site and integrating with the surrounding areas specifically to Hounslow West underground station via Beaversfield Park and to bus routes on Bath Road and Staines Road and the key local shopping parade of Hounslow West.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Site is within the Hounslow Cavalry Barracks Conservation Area • Site contains 14 Grade II Listed buildings • Multiple Locally Listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified. Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>Redevelopment of the Cavalry Barracks for residential development with introduction of supporting uses, a public square and public open space. This should be delivered in accordance with the Hounslow Cavalry Barracks SPD and any additional relevant guidance issued by the council.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

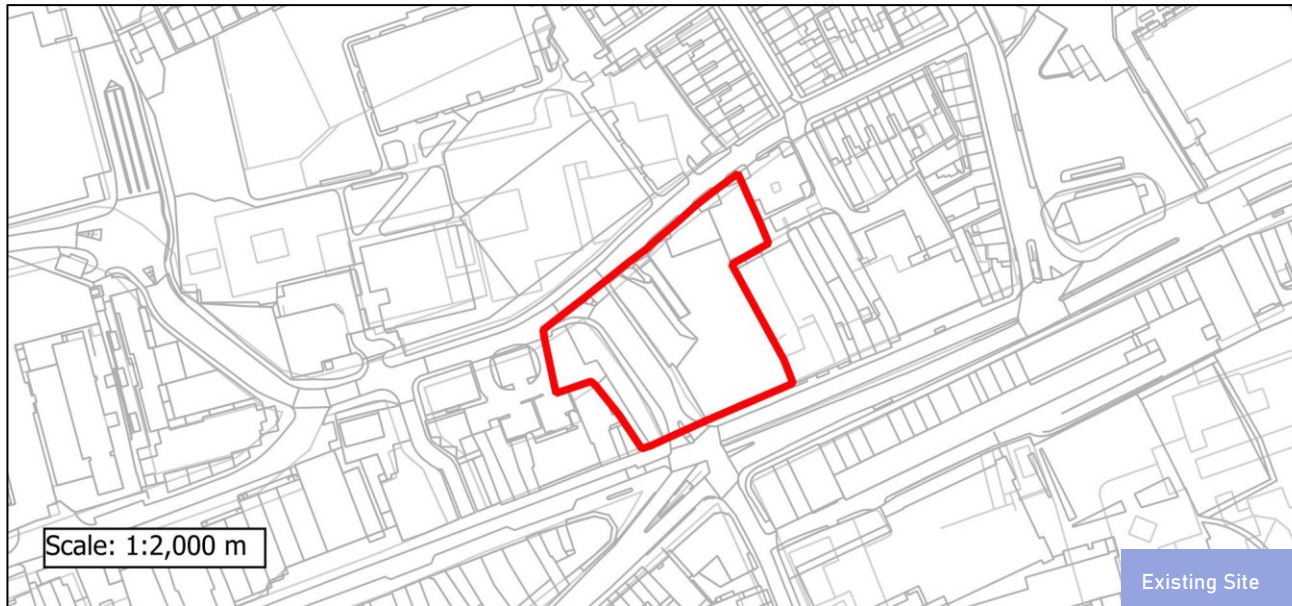
85 - BUILDERS YARD, 379-389 STAINES ROAD



Address	379-389 Staines Road, Hounslow, TW4 5AX		
Site Size	0.35 Ha	Existing Use	Builders Yard (Sui Generis)
PTAL	2/3	Site Source	SAC 2019
Ownership	Private		
Planning Designations	Noise; Site is within the 63 dB LAeq 16hrs noise contour of Heathrow Airport. Development will be subject to compliance with Local Plan Policy E5 and any subsequent policy.		
Minimum Development Quantum			
Residential Units	20	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	580
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2024-2028		

Development Details	
Key Proposal	379-389 Staines Road will be redeveloped to reprovide existing business floorspace and introduce new homes which integrate with the surrounding area.
Land Uses	Residential (C3) with Industrial (E(g)(iii)/B2/B8).
Movement and Access	<p>Appropriately designed vehicular access should be facilitated from Staines Road and be designed to allow access to be shared with the adjacent site. Vehicular access should be designed to minimise impact on active travel modes. A high-quality walking and cycling route should be created into the site, and should support the creation of legible streets, which follow the Healthy Streets approach and enhance way finding and the overall character of the urban form.</p> <p>Proposals should take account of the existing and planned connectivity of the site via public transport and active modes to town centres, social infrastructure and other services and places of employment. Opportunities to improve these connections to support higher density development should be identified.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of the site to create a residential development. The density of new development should be optimised by integrating with adjacent sites, while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character and protect neighbouring properties' amenity.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

87 - EURO HOUSE, HOUNSLOW



Address	Euro House, 54 - 66, High Street, TW3 1NW		
Site Size	0.25 Ha	Existing Use	Offices (E(g)) with ground floor commercial (E(a))
PTAL	6a	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Hounslow Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2);</p> <p>The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		

Minimum Development Quantum			
Residential Units	150	Retail (Sqm)	420
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2029		

Development Details	
Key Proposal	Redevelopment of the site to create a mixed-use residential-led development with retail use at ground floor.
Land Uses	Residential (C3) with Retail (E(a-c)).
Movement and Access	<p>The site is accessed via the High Street and Prince Regent Road.</p> <p>The site is located in Hounslow town centre. Proposals should seek to maximise access by walking, cycling and public transport while conforming to the maximum car parking standards in the London Plan.</p>
Site Requirements	<p>The site is bounded by Prince Regent Road and the Kingsley Academy site opposite to the north, residential dwellings on Prince Regent Road and Cecil Road to the north-east, a mixed use residential and commercial block on High Street to the east, Hounslow High Street to the south and Laurence Road to the west. The character is typical of an urban centre with surrounding taller buildings with commercial frontages at street level, however the area to the north of the site gives way to a more open, atypical character (Kingsley Academy).</p> <p>The site will be redeveloped to create a mixed-use residential-development, with ground floor retail units forming an extension of the High Street. Development should seek to optimise density of uses on the site, whilst not adversely impacting the character of the surrounding context.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. Regard should also be had to the aims and aspirations in the Hounslow Town Centre Masterplan.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan. Development should contribute to the greening of Laurence Road. Tall buildings should be situated at the north end of the site.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

88 - LAND AT BRIDGE ROAD DEPOT

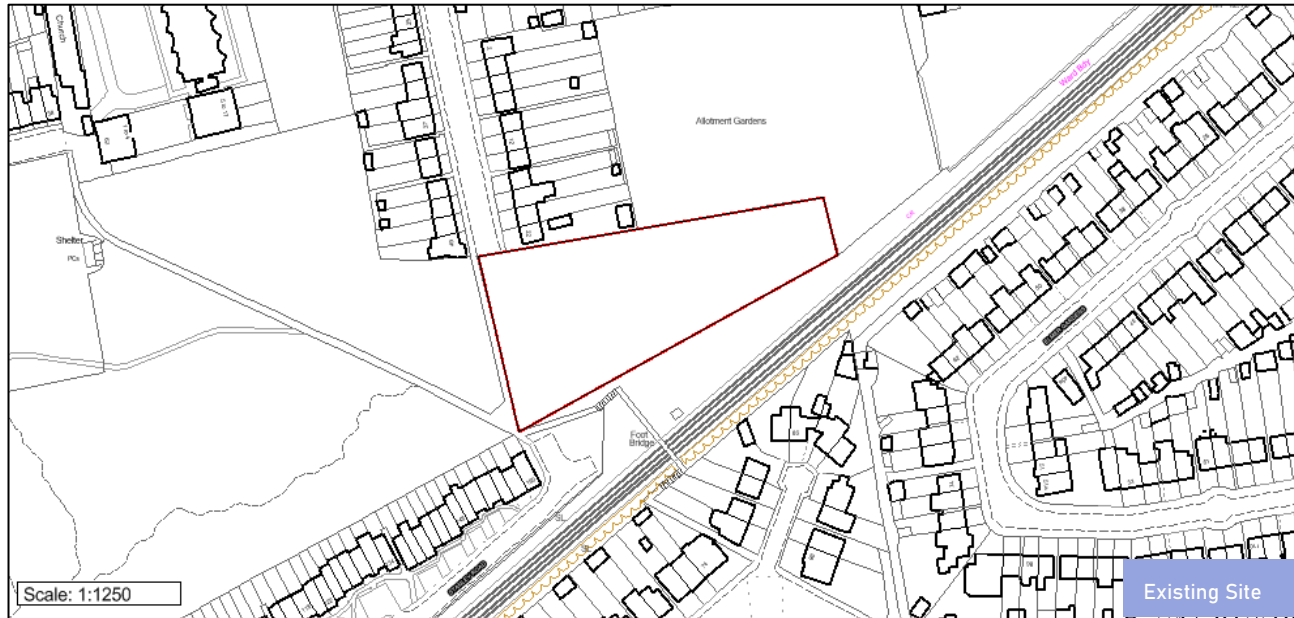


Address	Land at Bridge Road Depot, Pears Road, TW3 1SQ		
Site Size	0.32 Ha	Existing Use	Car Servicing (B2), Light Industrial (E(g)(iii))
PTAL	2/5/6a	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.		

Minimum Development Quantum			
Residential Units	10	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2027		

Development Details	
Key Proposal	Bridge Road Depot will be redeveloped with the boundaries of site used for residential development with an appropriate buffer between on-site employment uses.
Land Uses	Residential (C3)
Movement and Access	Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.
Site Requirements	<p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>Redevelopment of boundaries of site for residential development with an appropriate buffer between this and employment uses on the site, and which should be sheltered away from industrial frontages, access and servicing. Development adjacent to areas of different character should ensure a sensitive and legible change in character, in particular overlooking and overshadowing of existing residential adjacent residential development.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

89 - LAND AT JAMES STREET



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Address	Land at James Street, James Street, TW3 1SP		
Site Size	0.48 Ha	Existing Use	Allotment
PTAL	1a/1b	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	<p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Local Importance (HoL11) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated for (see Local Plan policy GB7 or any subsequent policy).</p>		
Minimum Development Quantum			
Residential Units	70	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2027-2031		

Development Details	
Key Proposal	Redevelopment of site to introduce residential uses
Land Uses	Residential (C3)
Movement and Access	<p>The site is bounded to the north and east by residential development, and by a railway line to the south.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of the site to introduce residential development. Development should provide an attractive and sensitive boundary to adjacent open space which maintains a sense of openness and enables greater access for occupiers of both new and existing development, including provision of public access through and across the site. The height of new development should start from the predominant character of the area when developing densities, and should consider adjacent areas of different character to ensure development steps up from existing height in order to form a sensitive and legible change in character while optimising density.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

90 - INWOOD BUSINESS PARK

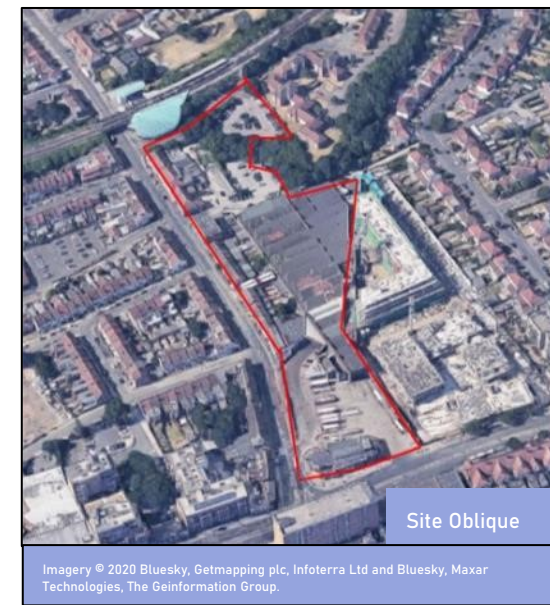
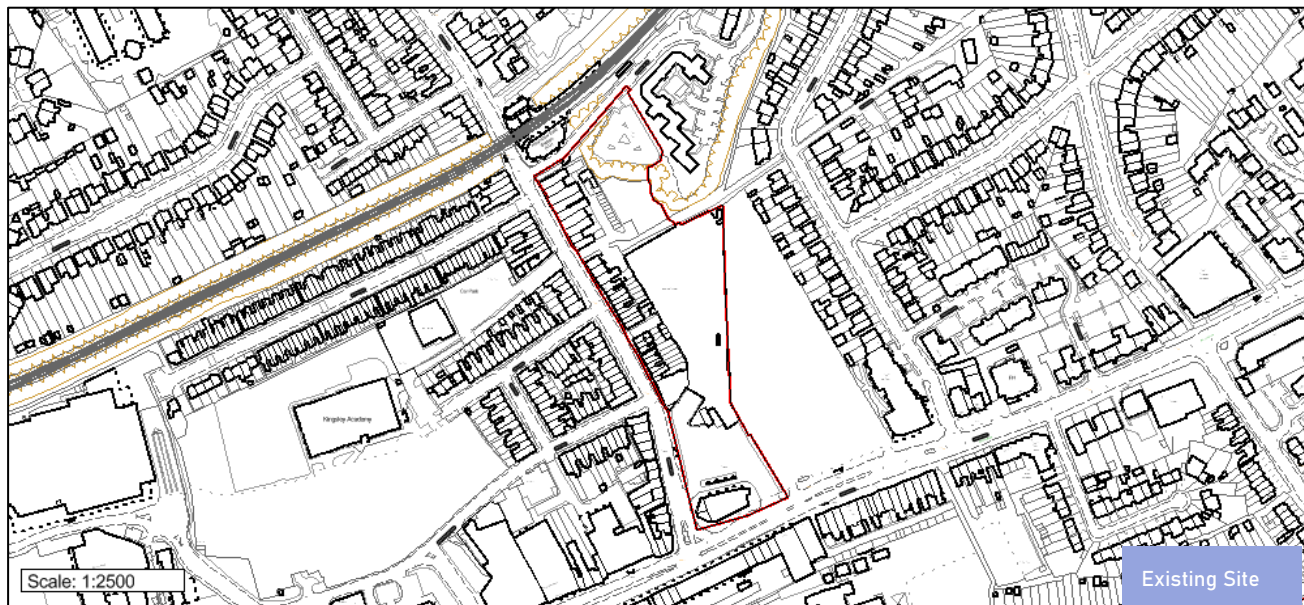


Address	Inwood Business Centre, Whitton Road, TW3 2EB		
Site Size	0.78 Ha	Existing Use	Industrial Estate (E(g)(iii), B8, Sui Generis)
PTAL	2/5	Site Source	SAC 2019
Ownership	Private		
Planning Designations	Area of Special Character: The site sits within an area of special character. Development proposals should have regard to the council's Heritage Policies in the adopted local plan. Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.		

Minimum Development Quantum			
Residential Units	30	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	4240
Industrial (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2027-2031		

Development Details	
Key Proposal	Redevelopment of site to introduce residential uses as part of a mixed-use development.
Land Uses	Residential (C3) with Industrial (E(g)(iii)/B2/B8)
Movement and Access	<p>The site is accessed from Whitton Road, part of the site is taken up by parking used by Hounslow Station</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Development proposals will be required to retain land to the north of Hounslow station to facilitate the West London Orbital Rail line which is proposed to terminate at Hounslow.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets in the immediate area include, but are not limited to:</p> <ul style="list-style-type: none"> • Site is within an Area of Special Character • Adjacent Locally Listed Buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>Proposed industrial and residential mixed use buildings and plots should accord with the design approaches identified in the GLA Industrial Intensification and Co-Location Practice Note (2018). New development should seek to optimise density while ensuring that the development steps up from existing surrounding height in order to form a sensitive and legible change in character.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

91 - HOUNSLOW BUS GARAGE

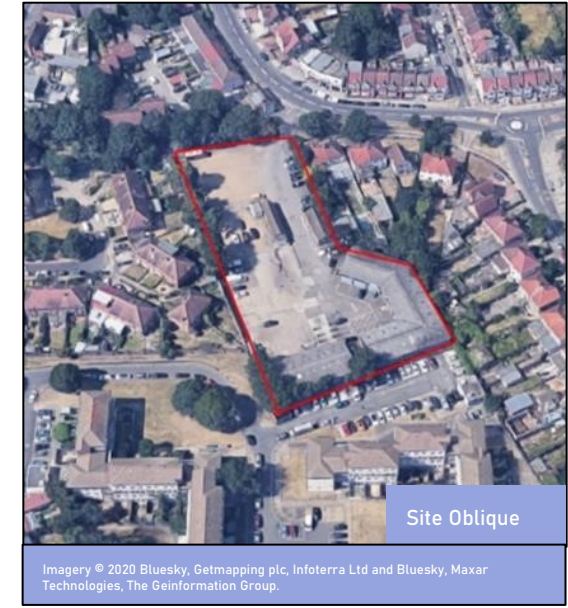


Address	Land at Hounslow Bus Garage and Interchange, High Street, Hounslow, TW3 1PA		
Site Size	2.0 Ha	Existing Use	Bus Garage and Servicing (Sui Generis), Residential (C3), Retail (E(a-c)) and car park (Sui Generis)
PTAL	5/6a	Site Source	SAC 2019
Ownership	Public/Private		
Planning Designations	<p>The site is part of an Archaeological Priority Area; a desk-based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Development of the site is partly within Hounslow Town Centre and small neighbourhood centres which should maintain a network of successful town and neighbourhood centres and contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC1 and TC2) and any subsequent updates.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		

Minimum Development Quantum			
Residential Units	830	Retail (Sqm)	1610
Business (Sqm)		Industrial (Sqm)	
Parking (Sqm)		Bus Garage (Sui Generis) (Sqm)	12310
Phasing	2026-2036		

Development Details	
Key Proposal	Redevelopment of site to reprovide a new bus garage with ancillary office space alongside retail and residential units and open space.
Land Uses	Bus Garage (Sui-Generis) with residential (C3), retail (E(a-c)), and open space.
Movement and Access	<p>The site is surrounded to the west and east by residential development (including new development to the east) the Picadilly Line and Hounslow East station to the north with residential beyond, and has a bus interchange and commercial uses to the south of the site.</p> <p>Existing pedestrian routes adjacent to the site should be retained and enhanced in a way which improves accessibility and legibility of Hounslow east station from surrounding areas, facilitates movement by walking and cycling, and provides footways of an appropriate width on Kingsley Road and London Road which comply with transport guidance such as the TfL Pedestrian Comfort guidance and the Healthy Streets guidance whilst also ensuring deliveries can be accommodated and traffic on adjacent roads is not obstructed.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p> <p>Proposals which seek to alter existing public rights of way on the site must demonstrate improvements to walking and cycling routes between North Drive, the town centre and Hounslow East station, as applicable visual and amenity improvements must also be provided as part of new routes..</p>
Site Requirements	<p>Redevelopment of the Bus Garage and Interchange to provide a new bus garage with ancillary office space, alongside retail units, residential development and open space. The proposed bus garage should be appropriately located within the site in order to create a consistent and visible commercial frontage along Kingsley Road;</p> <p>Layout of the proposed mixed-use development should ensure it contributes to the animation of streets and should ensure that the operation of the bus garage is not compromised by the position of and layout of the residential dwellings and amenity spaces and vice versa. Development should accord with the design approaches identified in the GLA Industrial Intensification and Co-Location Practice Note (2018) insofar as vehicule movements associated with the Bus Garage interact with the residential element.</p> <p>Development should have regard to the adjacent Hounslow Place development when proposing massing and layout in order to ensure a legible townscape. The height of new development should enhance the character of the area while optimising density. Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>Regard should also be had to the aims and aspirations of the Hounslow Town Centre Masterplan.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Development should explore opportunities to retain parts of the existing bus garage buildings as a means of embedding character and the history of the site within proposals.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

92 - UPSTAGE



Address	Upstage, Spring Grove Road, TW3 4BE		
Site Size	0.56 Ha	Existing Use	Light Industrial (E(g)(iii)) and bus servicing (Sui Generis)
PTAL	2/3	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Noise; Site is within the 63 dB LAeq 16hrs noise contour of Heathrow Airport. Development will be subject to compliance with Local Plan Policy E5 and any subsequent policy.</p>		

Minimum Development Quantum			
Residential Units	50	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	430
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2031		

Development Details	
Key Proposal	Redevelopment of site integrating residential and industrial uses
Land Uses	Residential (C3) and Industrial(B2/B8/E(g)(iii)).
Movement and Access	<p>The site is located to the rear of residential properties along Spring Grove Road and Kingsley Road to the north and east, Brookwood Road to the south, Highlands Close to the west and Lainlock Place to the north. The site's sole point of access is from Lainlock Place.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p> <p>Site falls within London Heathrow Airport 63dB LAeq noise contour.</p>
Site Requirements	<p>Intensification and diversification of existing industrial uses should be appropriately located within the site in order to form an effective buffer between this and other non-employment uses on the site. Residential uses should integrate with adjacent sites, with industrial and residential mixed-use buildings and plots according with the design approaches identified in the GLA Industrial Intensification and Co-Location Practice Note (2018).</p> <p>The surrounding context is predominantly low rise residential, with some mid rise residential to the south (Brookwood Road). Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

93 - LAND AT KINGSLEY ROAD

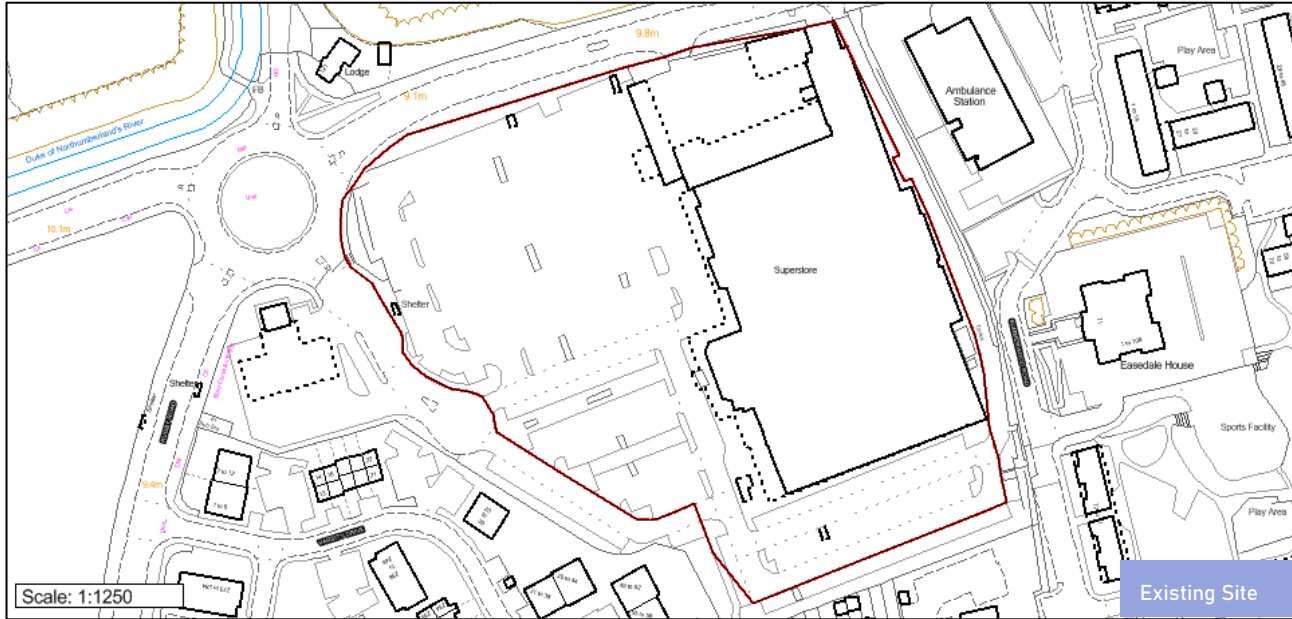


Address	Hounslow Youth Centre, Kingsley Road, TW3 1QA		
Site Size	0.43 Ha	Existing Use	Non-residential Institution (Youth Centre E(d)), Car Park
PTAL	6a	Site Source	SAC 2019
Ownership	Public		
Planning Designations	<p>Hounslow Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2);</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		

Minimum Development Quantum			
Residential Units	30	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)	630	Assembly/Leisure (Sqm)	
Phasing	2026-2031		

Development Details	
Key Proposal	Redevelopment of site to create a mixed-use community hub and residential development
Land Uses	Community Uses (E(e-f)/F1) and Residential (C3).
Movement and Access	<p>The site is accessed from Kingsley Road. The site is bounded by residential terraces on Myrtle Road to the north, residential and commercial uses along Kingsley Road to the east, residential terraces along Cecil Road to the south and Kingsley Academy to the west. Car parking for the Community Uses should be minimised, and the specific level of car parking provision for residential units should be limited to disabled parking.</p> <p>Development should maximise access by walking, cycling and public transport.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>The height of new development should optimise density while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character, including delivery of an improved frontage onto Kingsley Road. The context is predominantly low-rise residential and commercial with the new Kingsley Academy rising to 5 storeys to the west of the site.</p> <p>Comprehensive redevelopment of the site must retain and enhance the capacity for the D1 (Youth Centre) use and associated facilities on site. Development should provide a sensitive interface to the rear of the properties on Myrtle Road, Kingsley Road and Cecil Road to prevent problems with overlooking and shadowing. Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>Regard should also be had to the aims and aspirations in the Hounslow Town Centre Masterplan.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

95 - TESCO MOGDEN LANE



Address	Tesco, Mogden Lane, TW7 7JY		
Site Size	2.7 Ha	Existing Use	Retail Superstore (E(a)) and associated parking
PTAL	1a/1b	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>Site adjoins a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade I (HoBI06) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy).</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Flood Zone: Part of site within Flood Zone 2; Development must provide a flood risk assessment as set out in policy EQ3 of the Local Plan or any superseding policy.</p>		

Minimum Development Quantum			
Residential Units	340	Retail (Sqm)	10670
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2029-2037		

Development Details	
Key Proposal	Redevelopment of site to introduce residential uses, and a single large retail unit delivering the minimum quantum of retail floorspace and structured parking.
Land Uses	Large Format Retail (E(a)) and Residential (C3)
Movement and Access	<p>The site is bounded by Mogden Lane to the north, Summerwood Road to the east, residential uses along Varsity Drive to the south and a petrol station on Rugby Road to the west. The site is accessed from an access road off the roundabout to the west and Mogden Lane.</p> <p>Appropriately designed vehicular access to the site should be from the existing roundabout at the junction of Mogden Lane and Rugby Road with limited secondary access from Mogden Lane. Vehicular access should be designed to minimise impact on active travel modes. Pedestrian and cycle access and routes should be provided between Mogden Lane, Varsity Drive and should be considered from Varsity Road.</p> <p>Development should seek to optimise density on the site, and this should be delivered as a network of streets and seek to limit on-street parking, and which follow the Healthy Streets approach, and facilitating the delivery of new walking and cycling routes through and around the site, supporting and improving connections to Twickenham town centre and railway station. Roads within the site should be designed to provide safe and legible walking and cycling access. Commercial traffic is to be segregated from all residential areas and all servicing activity is to take place within the site. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Residential and retail uses should be sensitively co-located ensuring that both aspects of the development are successful. The site's surroundings are mixed in character: low- to medium-rise residential to the south, medium- to high-rise residential blocks to the east, low-rise residential and commercial to the north-east and open land to the north.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>Development should be sensitive to and seek to enhance the SINC to the north of the site, and should provide appropriate mitigation measures to deal with pollution arising from Mogden Sewage works.</p> <p>Part of the site is in Flood Zone 2. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test and Exception Test.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

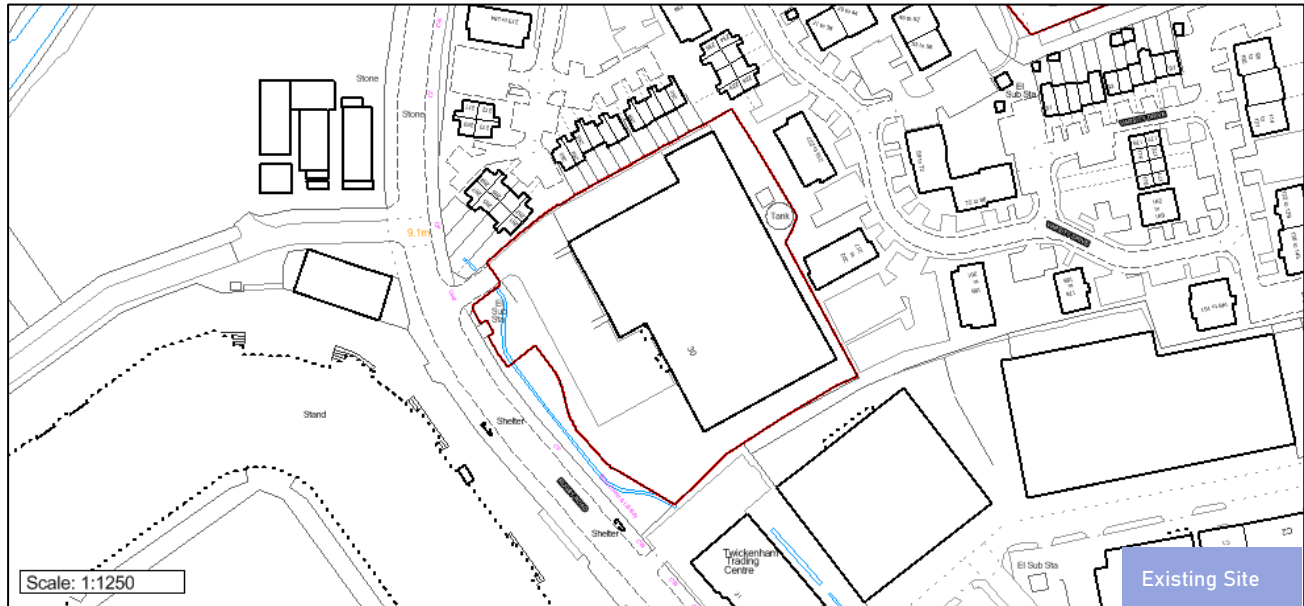
96 - EUROPA HOUSE



Address	Europa House, Church Street, TW7 6DA		
Site Size	0.25 Ha	Existing Use	Office (E(g)(iii))
PTAL	1b	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>The site is part of an Archaeological Priority Area; a desk-based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Site is adjacent to the Isleworth Riverside conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4);</p> <p>Thames Frontage: Development should have regard to policy GB5 of the local plan and any subsequent policy in order to promote the improvement of water quality in the Blue Ribbon Network, and be consistent with the Thames River Basin Management Plan. Flood Zone: Part of site within Flood Zone 2 with limited areas in Flood Zones 3a and 3b; Development must provide a flood risk assessment as set out in policy EQ3 of the Local Plan or any superseding policy.</p> <p>Area of Special Advertisement Control: advertisements should be avoided within this area (see Local Plan policy CC5); Adjacent buildings are listed (Grade 2); development should seek to conserve and enhance the buildings and their setting.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M031 River Thames and Tidal Tributaries) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy).</p>		
Minimum Development Quantum			
Residential Units	20	Business (Sqm)	2480
Phasing	2026-2030		

Development Details	
Key Proposal	Redevelopment of site to create a mixed-use residential development with business uses.
Land Uses	Business (E(g)(i/ii))Use with Residential Development (C3)
Movement and Access	<p>The site is bounded by residential uses on Church Street to the north, the River Thames to the east, and offices along Church Street to the south and west . The site is accessed via Church Street.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Considerations	<p>Heritage assets include, but are not limited to:</p> <ul style="list-style-type: none"> • Statutory Grade II listed buildings on and around Church Street, Isleworth <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Site Requirements	<p>Redevelopment of the site to create a mixed-use residential development with business uses. The height of new development should optimise density, while ensuring that development steps up from existing surrounding height in order to form a sensitive and legible change in character.</p> <p>Part of the site is in Flood Zone 2 with small areas on 3a and 3b. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test and Exception Test. The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

97 - 30 RUGBY ROAD

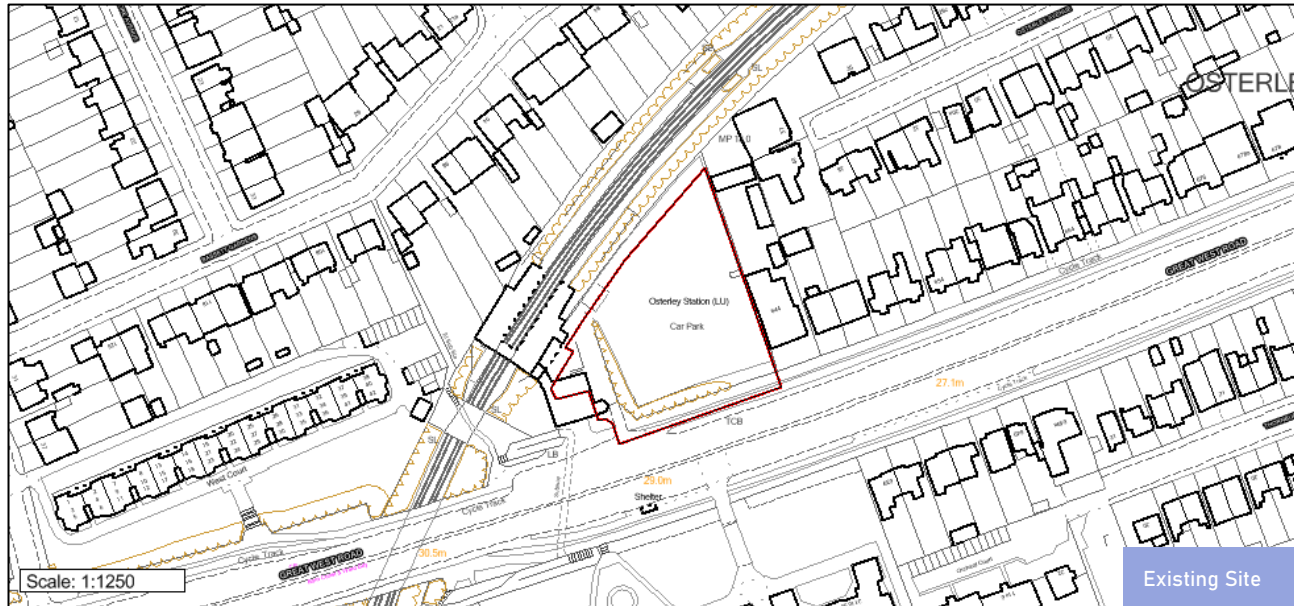


Address	30 Rugby Road, Rugby Road, TW1 1DG		
Site Size	0.97 Ha	Existing Use	Storage/Warehousing (B8)
PTAL	1b	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>Flood Zone: Site is mainly within Flood Zone 2 with small parts of the site within Flood Zone 3a and 3b; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		

Minimum Development Quantum			
Residential Units	60	Retail (Sqm)	
Light Industrial (Sqm)		Industrial (Sqm)	5700
Industrial (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2028		

Development Details	
Key Proposal	Redevelopment of site to create a mixed-use light industrial/industrial site with residential uses.
Land Uses	Industrial Use (EE(g)(iii)/B2/B8) with Residential Development (C3)
Movement and Access	<p>The site is accessed from Rugby Road which is in the London Borough of Richmond-Upon-Thames.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site. Commercial traffic is to be segregated from residential areas and all servicing is to take place within the site. Improvements to the site frontage should be designed to accommodate visitors and events at Twickenham Stadium. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Proposed industrial and residential mixed use buildings and plots should accord with the design approaches identified in the GLA Industrial Intensification and Co-Location Practice Note (2018).</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. The height of new development should optimise density, while ensuring that development steps up from existing surrounding height in order to form a sensitive and legible change in character.</p> <p>Site is mainly within Flood Zone 2 with small parts of the site within Flood Zone 3a and 3b. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test and Exception Test.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p>

98 - OSTERLEY STATION CAR PARK



Address	Osterley Station, Great West Road, TW7 4PU		
Site Size	0.38 Ha	Existing Use	Car Park
PTAL	2/3	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	<p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance, Grade II (HoBII12) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated for (see Local Plan policy GB7 and any subsequent policy).</p> <p>Osterley Station is listed (Grade 2); development must preserve the listed building and its setting in a manner appropriate to its significance.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		

Minimum Development Quantum			
Residential Units	50	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2031		

Development Details	
Key Proposal	Redevelopment of the site for residential development, maintaining the station functionality
Land Uses	Residential (C3) Development
Movement and Access	<p>Access to the site should be from the Great West Road. Redevelopment of the site for residential development, and appropriate level of car parking provision for the station.</p> <p>Development should provide improved pedestrian and cycle access to the site and provide improved pedestrian and cycle links to Hounslow town centre. Disabled car parking, parking for the station should be retained.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Considerations	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> Osterley station is Grade II listed with a highly visible and distinct element on top of the building. Any development should protect and enhance the existing listed station building and its setting through a high-quality design which protects views of the station tower. The proposed height of new development should enhance the character of the area while optimising density. Site is situated near the Spring Grove conservation area <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> Impact to the setting of the heritage assets Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>The site is bounded to the East by residential development, by railway tracks to the north and east, Osterley Station to the east and by the Great West Road to the south.</p> <p>Any development should protect and enhance the existing listed station building and its setting through a high-quality design which protects views of the station tower. The proposed height of new development should enhance the character of the area while optimising density.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

99 - FELTHAM COACHWORKS

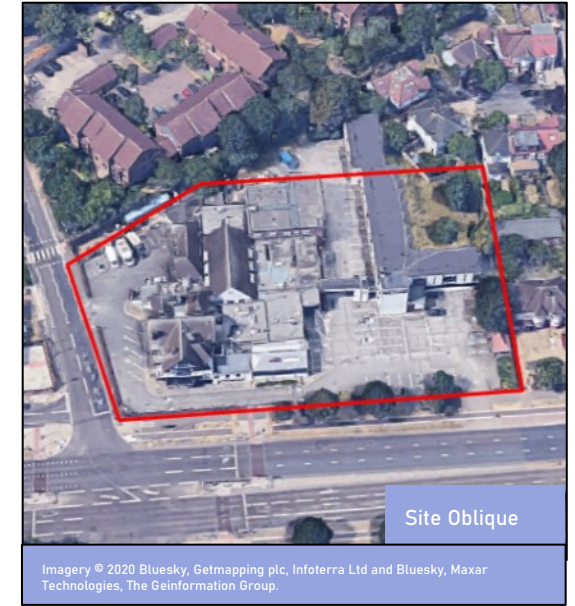
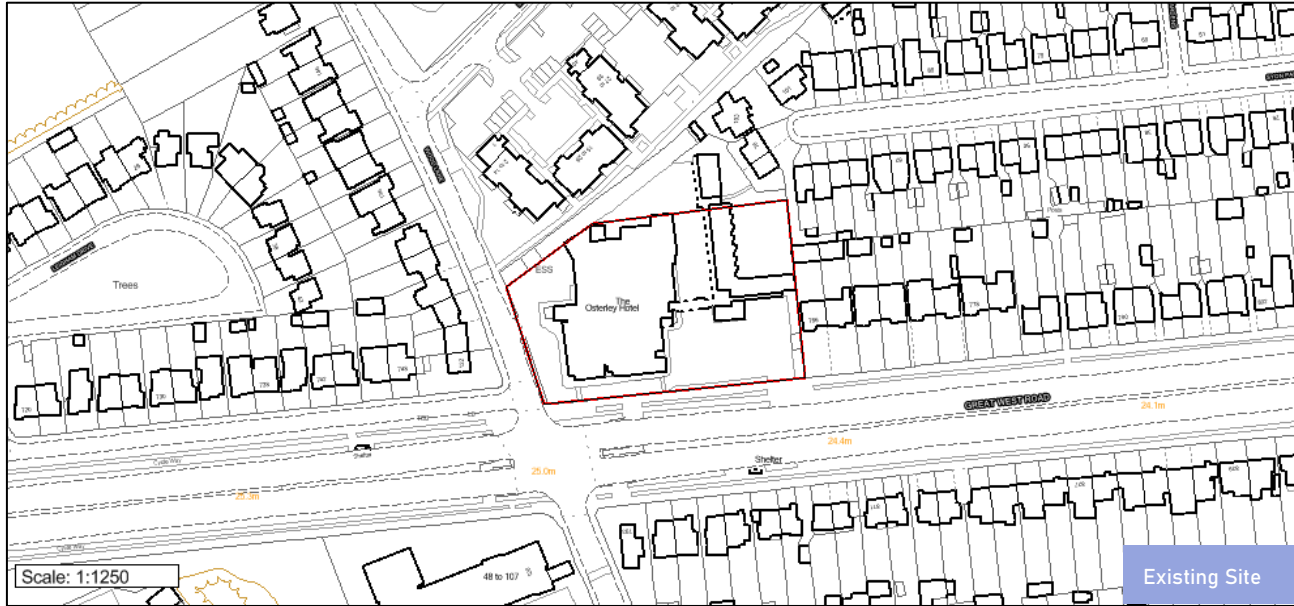


Address	Feltham Coachworks, London Road, Isleworth, TW7 4EW		
Site Size	0.17 Ha	Existing Use	Vehicle depot (Sui Generis)
PTAL	3/4	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		

Minimum Development Quantum			
Residential Units	10	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	750
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2028		

Development Details	
Key Proposal	Redevelopment of the site for residential and industrial mixed-use development.
Land Uses	Residential (C3) and Industrial (E(g)(iii)/B2/B8)
Movement and Access	All commercial traffic is to be segregated from residential areas. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport
Heritage Considerations	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • The site is adjacent to the Spring Grove conservation area • Several Locally Listed buildings in the vicinity • The site is opposite the Grade II listed Spring Grove Fire Station <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>New development should seek to optimise density while ensuring that the development steps up from existing surrounding height in order to form a sensitive and legible change in character. Proposed industrial and residential mixed-use buildings and plots should accord with the design approaches identified in the GLA Industrial Intensification and Co-Location Practice Note (2018).</p> <p>The site is bounded by residential development on the west, south and east of the site, and the London Road to the North</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

100 - OSTERLEY PARK HOTEL



Address	Osterley park hotel, 764, Great West Road, TW7 5NA		
Site Size	0.55 Ha	Existing Use	Hotel (C1)
PTAL	1a/2	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>Locally Listed Building: Site contains a locally listed building: development should have regard to any harm to, or loss of, the significance of a non-designated heritage asset, including from both direct and indirect effects (see Local Plan Policy CC4)</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		

Minimum Development Quantum			
Residential Units	80	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2031		

Development Details	
Key Proposal	Redevelopment of the site for residential development.
Land Uses	Residential (C3)
Movement and Access	<p>The site is bounded by residential uses on Breybourne Drive to the north, Syon Park Gardens and Great West Road to the west and east, and the Great West Road to the south. The site is accessed via Wood Lane and Great West Road.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport. Appropriate vehicular access is to be provided from Wood Lane and/or the A4 Great West Road.</p>
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Site is a Locally Listed building • Within the Osterley Park conservation area • Near to further Statutory Grade II Listed heritage assets <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>The context is predominantly low-rise residential with some medium-rise to the south-west. The height of new development should start from the predominant character of the area when developing densities, and should consider adjacent areas of different character to ensure development steps up from existing height in order to form a sensitive and legible change in character while optimising density.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan. Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

101 - BRENTFORD GROUP PRACTICE

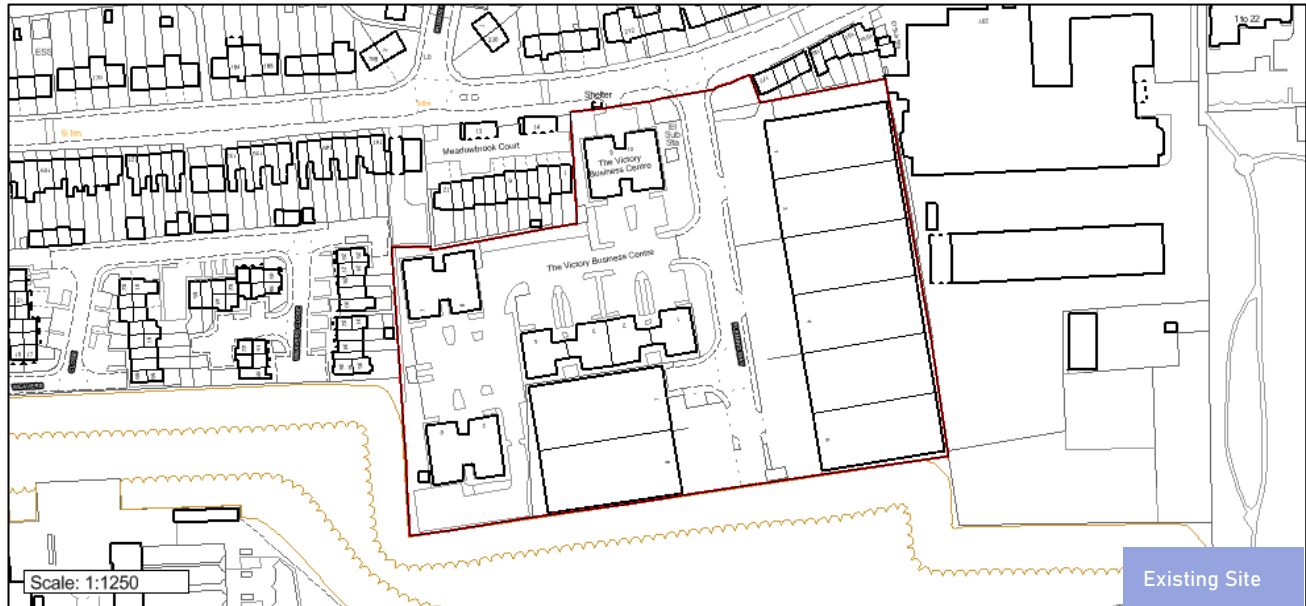


Address	Brentford Group Practice, Boston Manor Road, TW8 8DS		
Site Size	0.50 Ha	Existing Use	GP Surgery(E(e) with ancillary car parking.
PTAL	3/4	Site Source	Call for Sites 2016
Ownership	Public		
Planning Designations	Site is within the St Pauls conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4) Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.		

Minimum Development Quantum			
Residential Units	60	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)	3690	Assembly/Leisure (Sqm)	
Phasing	2026-2032		

Development Details	
Key Proposal	Redevelopment of the site to provide a new health centre and introduce residential use.
Land Uses	Health Centre (E(e)) with residential (C3)
Movement and Access	<p>The site is bounded to the North, West and South by two storey residential semi-detached development, and by Ealing Road to the East, which increases in level to form an embankment for a bridge over a railway.</p> <p>The residential and commercial elements of the development are to be clearly separated and all servicing is to take place within the site.</p> <p>Access to the site should facilitate new walking and cycling connections. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Within the Brentford St Paul's conservation area • Statutory Grade II Listed Heritage Assets and Locally Listed Buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>The site is bounded to the North, West and South by two storey residential semi-detached development, and by Ealing Road to the East, which increases in level to form an embankment for a bridge over a railway. Development should seek to optimise density of uses on the site, with the height of new development stepping up from predominant surrounding heights in order to form a sensitive and legible change in character.</p> <p>Regard should also be had to the aims and aspirations in the Brentford Town Centre Masterplan.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

102 - VICTORY BUSINESS CENTRE

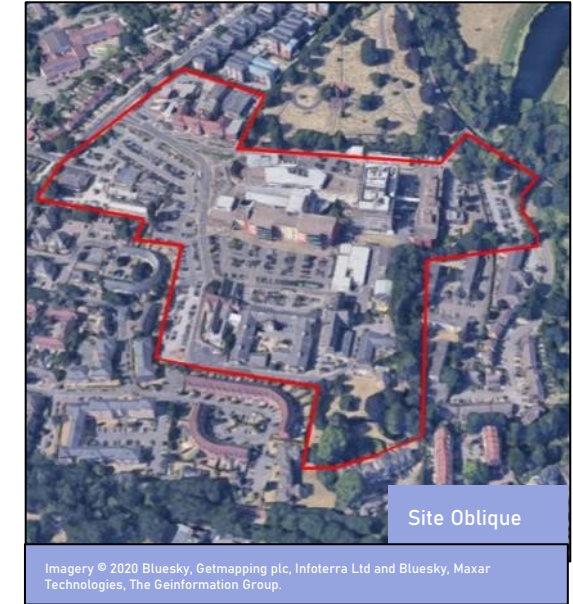
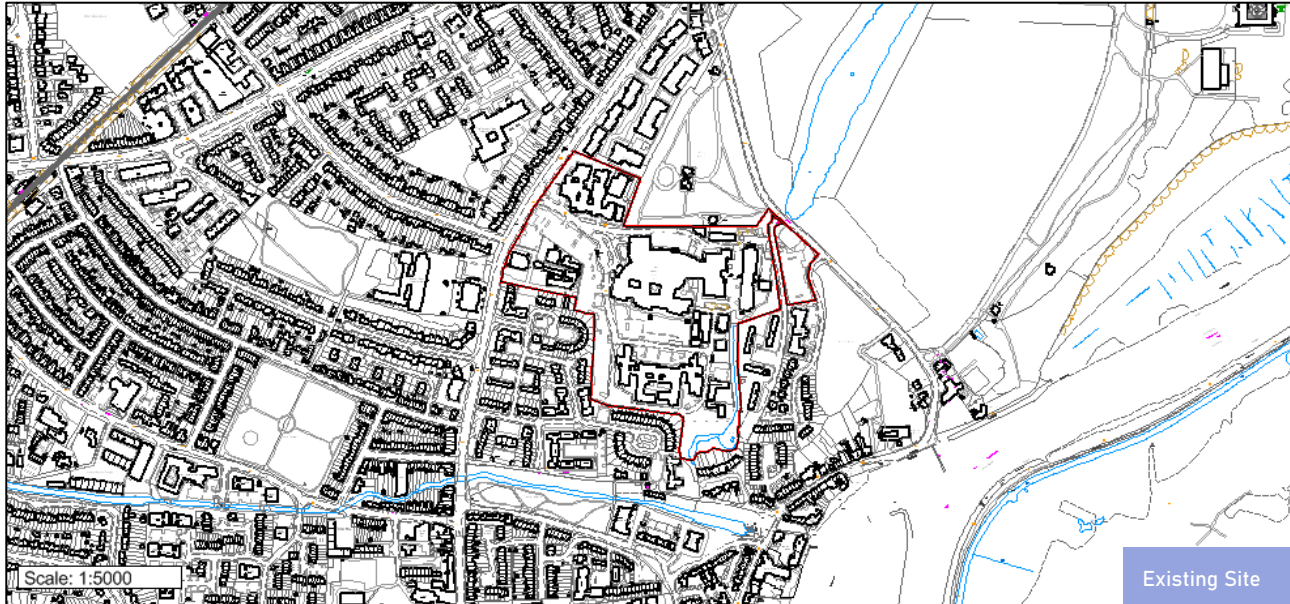


Address	Victory Business Centre, Fleming Way, TW7 6EU		
Site Size	2.1 Ha	Existing Use	Warehousing (B8) General Industrial (B2) and Light Industrial (E(g)(ii),E(g)(iii))
PTAL	1a/1b	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>Locally Significant Industrial Site (LSIS): Proposals within LSIS should, where feasible, intensify uses suitable for broad industrial-type activities and should consider the impact of development on existing occupiers in accordance with the agent of change principle. Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Borough Importance Grade I (HoBI06) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy).</p>		

Minimum Development Quantum			
Residential Units		Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	6980
Health/ Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	Redevelopment and intensification of existing industrial uses on site
Land Uses	Industrial Use (E(g)(iii)/B2/B8)
Movement and Access	The Site is an existing industrial estate which is accessed from Fleming Way.
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Adjacent to Locally Listed building <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p>
Site Requirements	<p>Redevelopment and intensification of industrial uses should demonstrate an increased floorspace provision on site as well as increased employment densities, and should support the function, attractiveness and competitiveness of the location by integrating with and not harming the function of adjacent employment sites. Development should be sensitive to and seek to enhance the SINC's to the west and south of the site, providing appropriate mitigation as necessary. Development should ensure it is of a form and scale that it minimises impact on the adjoining local open space.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

103 - WEST MIDDLESEX HOSPITAL

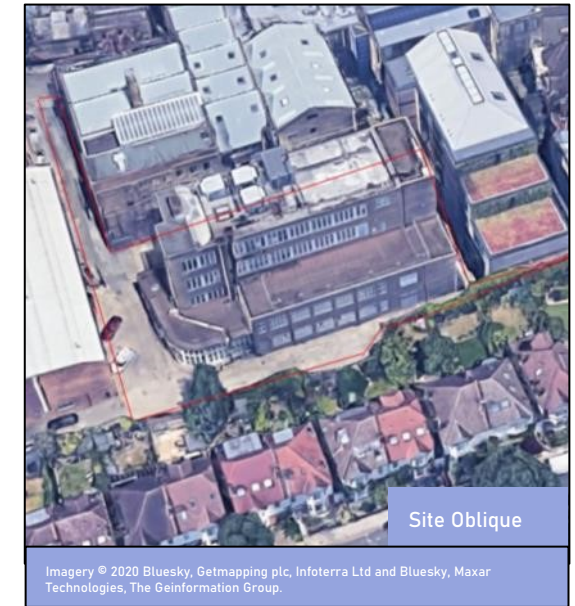
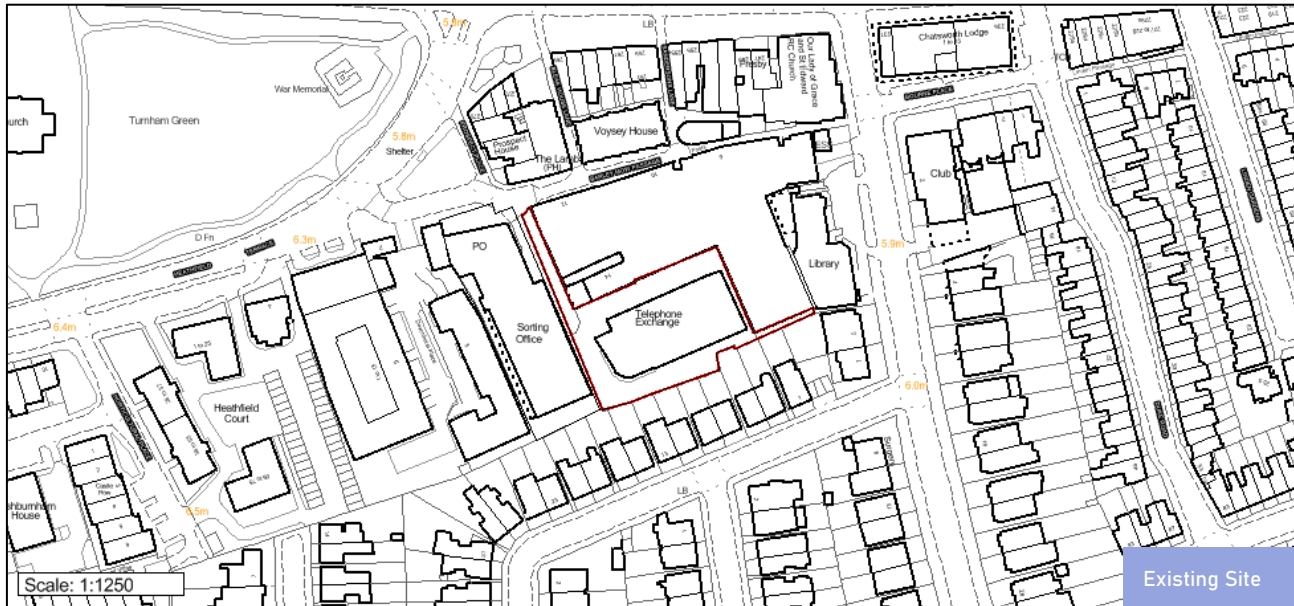


Address	West Middlesex Hospital, Twickenham Road, TW7 6AF		
Site Size	8.7 Ha	Existing Use	Hospital (E(e))
PTAL	1b/2/3/4	Site Source	SAC 2019
Ownership	Public		
Planning Designations	<p>Conservation Area: Site is adjacent to the Isleworth Riverside conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4);</p> <p>Area of Special Advertisement Control: advertisements should be avoided within this area (see Local Plan policy CC5)</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Flood Zone: Part of site is within Flood Zone 2 benefitting from Flood Defences; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any subsequent policy.</p>		

Minimum Development Quantum			
Residential Units	250	Retail (Sqm)	1480
Business (Sqm)	2600	Industrial (Sqm)	
Health/Community (Sqm)	19590	Assembly/Leisure (Sqm)	
Phasing	2035-2041		

Development Details	
Key Proposal	Redevelopment of part of the hospital estate for new health uses, supporting ancillary mixed uses, and residential development.
Land Uses	Health (E(e)) with Residential (C3) with ancillary retail (E(a-c)), and business (E(g)(i/ii)).
Movement and Access	<p>The site is a functioning hospital with large amounts of parking and access routes on site, these uses must be supported and enhanced. Appropriately designed vehicular access to the site should be from Twickenham Road including appropriate emergency vehicular access.</p> <p>The development should facilitate the delivery of new walking and cycling links through the site, as well as taking opportunities to provide enhanced pedestrian link to Old Isleworth local centre. The Healthy Streets approach should be applied to new streets and links within and around the site and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure and links to local town centres and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site.</p> <p>Access for pedestrians and cyclists is to be enhanced, with bus stops, stands and turning facilities provided to allow current bus services to continue and appropriate retention of land to allow for future capacity improvements to be accommodated.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport</p>
Heritage Considerations	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Site is adjacent to the Isleworth Riverside conservation area • Site is near to Syon Park, an important heritage asset for the Borough and beyond, which contains many Grade II, Grade II* and Grade I Statutory Listed assets • There are also Locally Listed Buildings in the immediate area <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>Major hospital including accident and emergency and other specialist units. Site has extensive buildings of varying heights (typically between 4-6 storeys). Site is bounded by residential development to East, West and South, comprising 2-3 storey semi-detached and terraced housing. The site is bordered by a Cemetery to the North.</p> <p>The height of new development should start from the predominant character of the area when developing densities, and should consider adjacent areas of different character to ensure development steps up from existing height in order to form a sensitive and legible change in character while optimising density,</p> <p>Development should be phased in order to enable the delivery of the minimum development quantum with additional phases beyond the plan period.</p> <p>Part of the site is in Flood Zone 2 benefitting from flood defences. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test and Exception Test.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

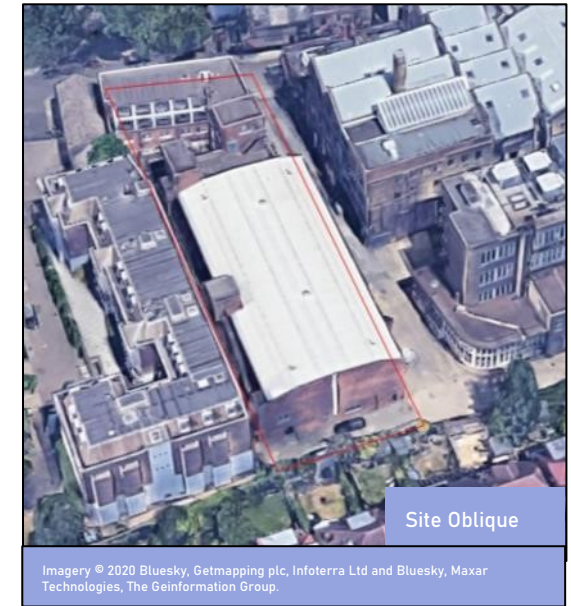
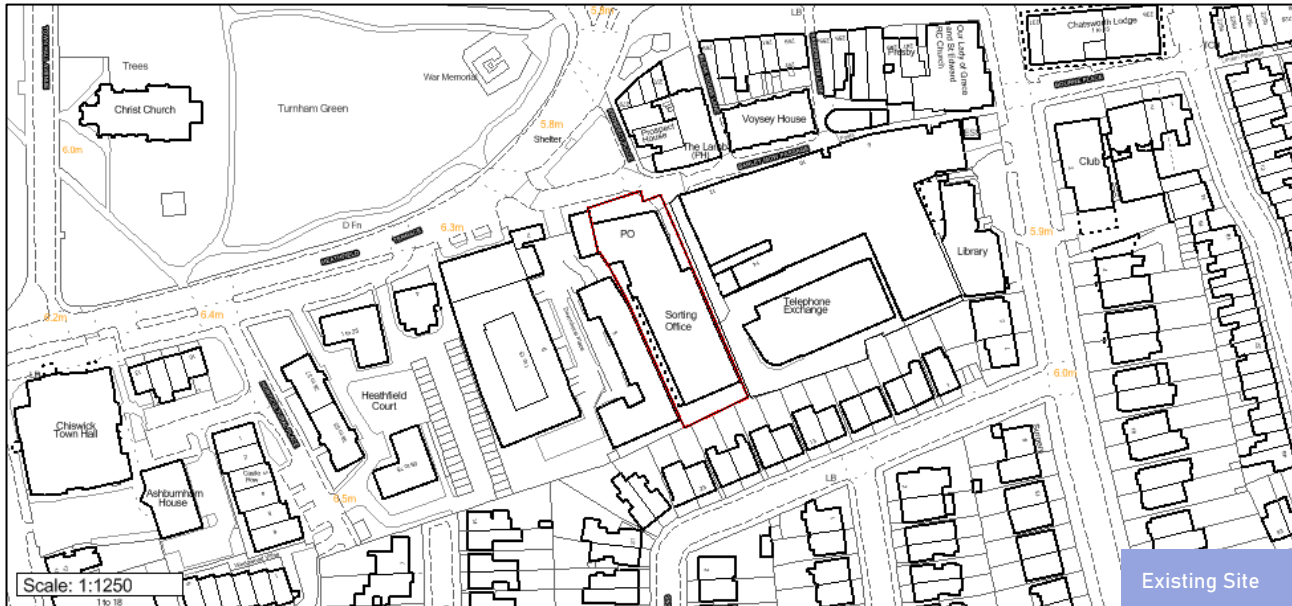
105 - CHISWICK TELEPHONE EXCHANGE



Address	Telephone Exchange, Barley Mow Passage, W4 4PH		
Site Size	0.23 Ha	Existing Use	Sui-Generis (Telephone Exchange)
PTAL	4/5	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Chiswick Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2); Flood Zone: the site is within Flood Zone 2 benefitting from Flood Defences; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any superseding policy.</p> <p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	40	Retail (Sqm)	
Business (Sqm)	4000	Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2030		

Development Details	
Key Proposal	Redevelopment and/or conversion of the site for residential and office development
Land Uses	Business (E(g)(i/ii)) and Residential (C3)
Movement and Access	Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport. Limited vehicular access can be provided from rom Barley Mow Passage, with all servicing accommodated on-site.
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Within the Turnham Green conservation area • Near to Grade II* Listed Voysey House, Grade II Listed Our Lady of Grace Church, Grade II Listed Chiswick Memorial Club, Grade II Listed 2A Heathfield Terrace, Grade II Listed Chiswick War Memorial <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Conservation Area: Site is within the Turnham Green conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4);</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>The site is bounded by a former industrial building now converted to mixed use-office and commercial (Barley Mow Centre) on Barley Mow Passage to the north and east, residential properties along Dukes Avenue and Hadley Gardens to the south and the Post Office and Royal Mail Chiswick Delivery Office site to the west. The site is accessed from Barley Mow Passage.</p> <p>The site character is typical of an urban centre with surrounding dense, mid-rise, mixed-use buildings, however the area to the south of the site abruptly reduces in scale to low-rise residential. As such, proposals should seek to integrate and/or respond to proposals for develop adjacent to the west of the site (Royal Mail Office) and ensure development does not compromise the ability of the other site to be developed. Any development should preserve and enhance the character and appearance of the Turnham Green Conservation Area, with the height of new development optimising density while providing a sensitive interface to the rear of the site and properties on Dukes Avenue and Hadley Gardens to prevent problems with overlooking and shadowing, and steps up from existing predominant height in order to form a sensitive and legible change in character.</p> <p>The Barley Mow Centre to the north and east currently operates as a mixed-use flexible office and commercial development. Any new development on this site should provide adequate sound and vibration mitigation to ensure the continued use of the Barley Mow Centre in its current form</p> <p>The site is in Flood Zone 2 benefitting from flood defences. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

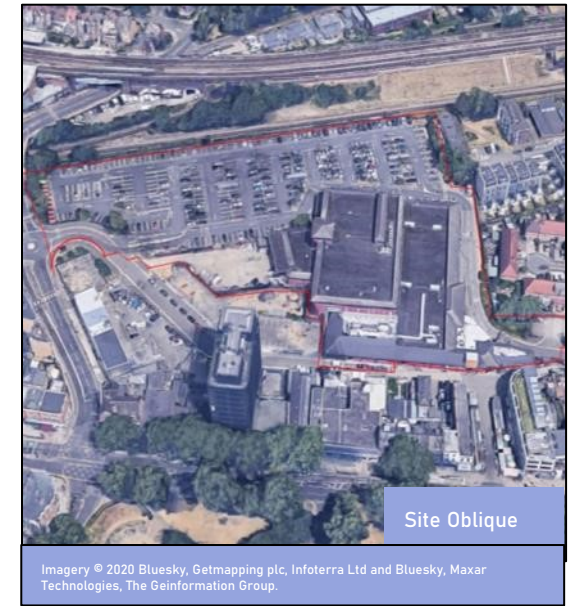
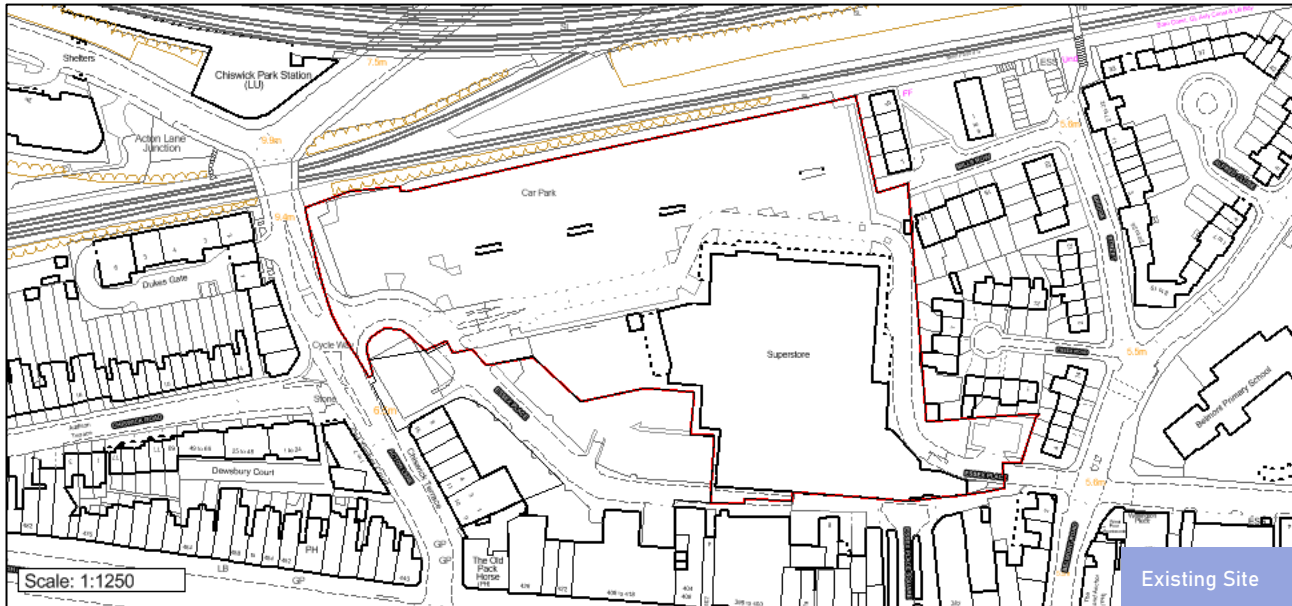
106 - ROYAL MAIL, CHISWICK DELIVERY OFFICE



Address	Post Office and Royal Mail, Chiswick Delivery Office, 1, Heathfield Terrace, W4 4JG		
Site Size	0.19 Ha	Existing Use	Post Office (E(c)) and Postal Sorting Office (Sui Generis)
PTAL	4/5	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Chiswick Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2); Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>Flood Zone: the site is within Flood Zone 2 benefitting from Flood Defences; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any superseding policy.</p> <p>Conservation Area: Site is within the Turnham Green conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4); Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Adjacent buildings are listed (Voysey House, Grade 2* ,2A Heathfield Terrace, Grade 2) development should seek to conserve and enhance the buildings and their setting.</p>		
Minimum Development Quantum			
Residential Units	30	Retail (Sqm)	
Business (Sqm)	3440	Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2030		

Development Details	
Key Proposal	Redevelopment and/or conversion of the site for residential and office development
Land Uses	Business (E(g)(i/ii)) and Residential (C3)
Movement and Access	Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport. The site is accessed by Barley Mow Passage from which limited vehicular access can be provided, with all servicing accommodated on-site.
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Within the Turnham Green conservation area • Near to Grade II* Listed Voysey House, Grade II Listed Our Lady of Grace Church, Grade II Listed Chiswick Memorial Club, Grade II Listed 2A Heathfield Terrace, Grade II Listed Chiswick War Memorial <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements	<p>The site is bounded by Barley Mow Passage to the north, offices (Barley Mow Centre) and the former Chiswick Telephone Exchange sites to the east, residential properties along Hadley Gardens to the south and residential flats within the former office building on Devonhurst Place to the west. The site is accessed from Barley Mow Passage.</p> <p>The site character is typical of an urban centre with surrounding dense mid-rise, mixed-use buildings, however the area to the south of the site abruptly reduces in scale to low-rise residential. As such, proposals should seek to integrate and/or respond to proposals for development adjacent to the west of the site (Royal Mail Office) and ensure development does not compromise the ability of the other site to be developed. Any development should preserve and enhance the character and appearance of the Turnham Green Conservation Area, with the height of new development optimising density while providing a sensitive interface to the rear of the site and properties on Dukes Avenue and Hadley Gardens to prevent problems with overlooking and shadowing, and steps up from existing predominant height in order to form a sensitive and legible change in character.</p> <p>The Barley Mow Centre to the north and east currently operates as a mixed-use flexible office and commercial development. Any new development on this site should provide adequate sound and vibration mitigation to ensure the continued use of the Barley Mow Centre in its current form</p> <p>The site is in Flood Zone 2 benefitting from flood defences. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test.</p> <p>Development should be at least air quality neutral, and as the site is within an Air Quality Focus Area and/or the Great West Corridor Opportunity Area, must incorporate design solutions to minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

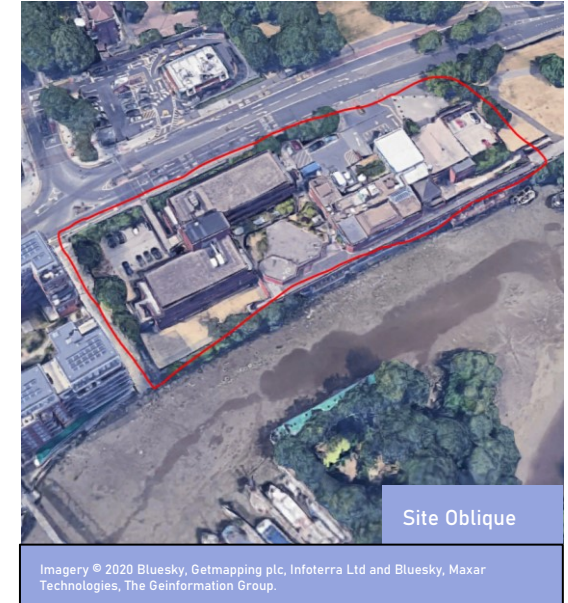
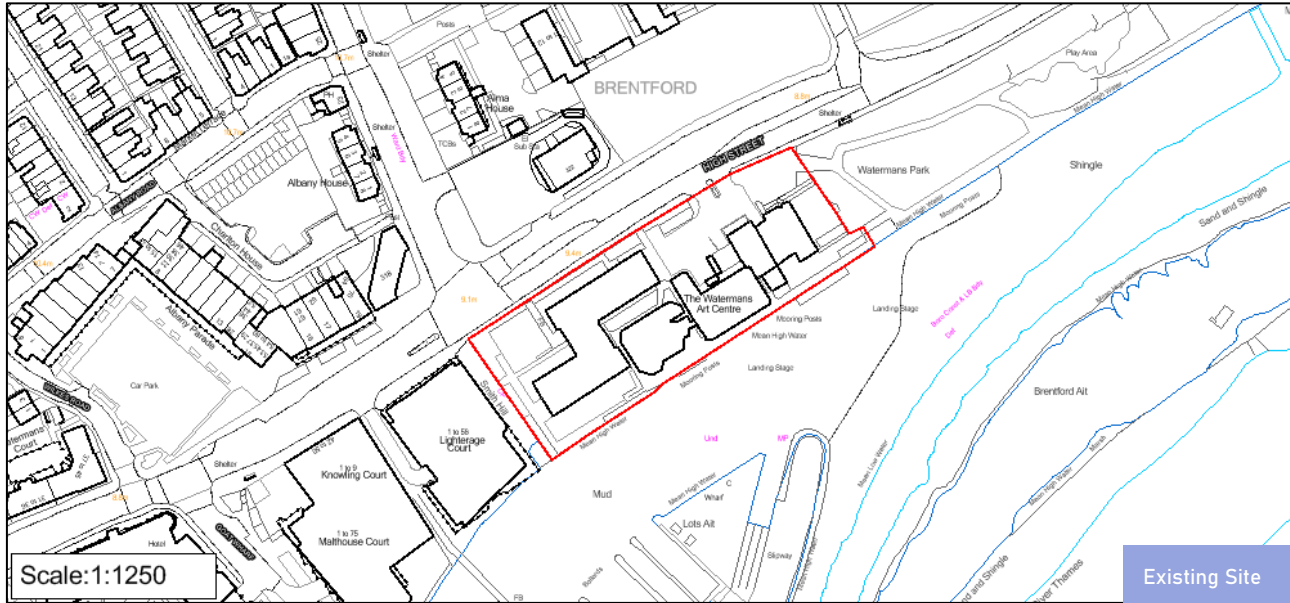
107 - SAINSBURY'S CHISWICK



Address	Sainsbury's, 31, Essex Place, W4 5UT		
Site Size	1.8 Ha	Existing Use	Retail Superstore (E(a)) and associated parking
PTAL	4/5	Site Source	Call for Sites 2016
Ownership	Private		
Planning Designations	<p>Chiswick Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2);</p> <p>Flood Zone: part of the site is within Flood Zone 2 benefitting from Flood Defences; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any superseding policy.</p> <p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>Site adjoins the Turnham Green conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4);</p> <p>Primary Shopping Area (PSA): Development is within the PSA; development should retain a high proportion of E(a) retail uses.</p> <p>The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy;</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	300	Retail (Sqm)	5300
Health/Community (Sqm)		Parking (Sqm)	
Phasing	2027-2033		

Development Details	
Key Proposal	Redevelopment of the site to create a mixed use retail and residential development, with a single large ground floor retail unit
Land Uses	Large Formal Retail (E(a)) with Residential (C3)
Movement and Access	<p>The site is accessed from Chiswick High Road (via Essex Place Square) and Essex Place. Redevelopment should provide an appropriate level of car parking to support the retail use while seeking to facilitate increased cycling and pedestrian access and movement across the site in a way which creates a legible street pattern and which provides high quality pedestrian and cycle routes.</p> <p>The Healthy Streets approach should be applied to new streets and links within and around the site including Essex Place and on-street parking minimised. Proposals should contribute to the enhancement of public transport, walking and cycling infrastructure around the site including Chiswick Park station and links to Chiswick town centre and other destinations such as places of employment, services and leisure in order to minimise traffic generation and improve the connectivity of the site and increase the PTAL of the site. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport. Vehicular access is to be provided from Essex Place and an appropriately designed junction with Acton Lane. All commercial traffic is to be segregated from residential areas. Development should form a new East-West connection to Mills Row in order to improve local permeability.</p>
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Adjacent to the Turnham Green conservation area • Near to Grade II Old Packhorse Public House, Grade II Crown and Anchor Public House, Grade II Listed K2 Telephone Kiosk • Locally Listed assets <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p>
Site Requirements	<p>Redevelopment of the site to create a mixed use retail and residential development, with a single large ground floor retail unit (E(a)). Comprehensive redevelopment of the site must retain and enhance the capacity for (E(a)) retail use and associated facilities on site, including access for market traders. The site should have regard to proposals for the adjacent Empire House site and, seek to bring the sites forward as a comprehensive development. The height of new development should optimise density while ensuring that development adjacent to areas of different character steps up from existing height in order to form a sensitive and legible change in character. Development should avoid extensive areas of inactive facade towards neighbouring residential properties.</p> <p>The site is in Flood Zone 2 benefitting from flood defences. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

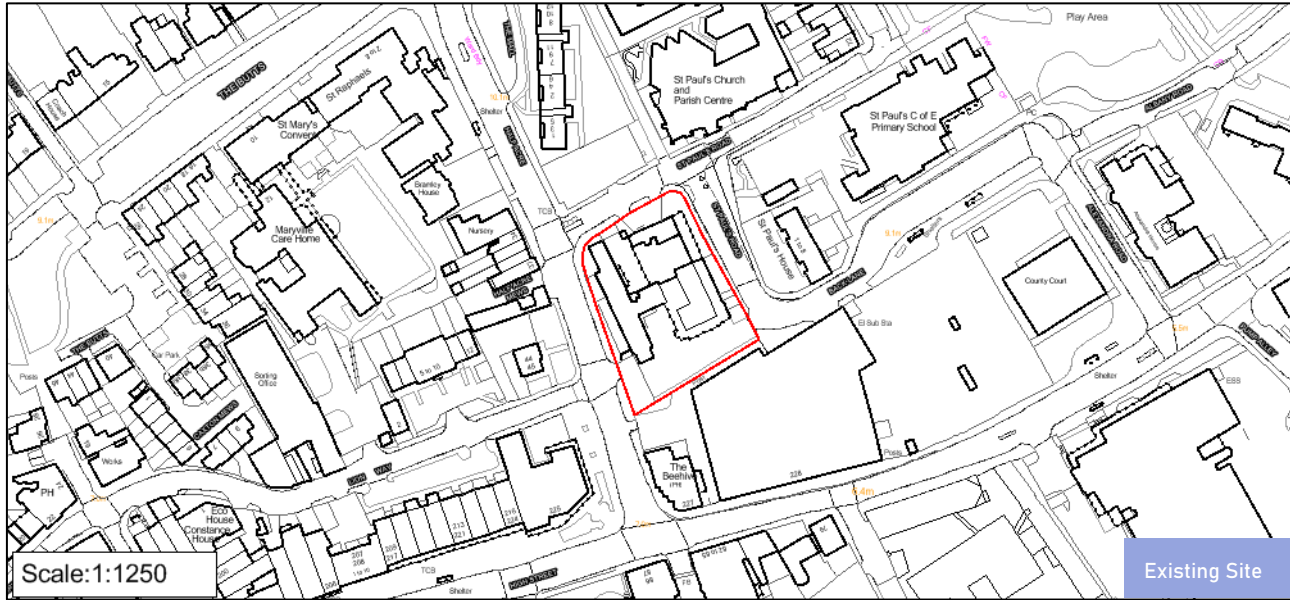
110 – ALBANY RIVERSIDE



Address	High Street, Brentford, TW8 0BB		
Site Size	0.63 Ha	Existing Use	Arts Centre and Offices
PTAL	3	Site Source	SAC 2019
Ownership	Private		
Planning Designations	<p>Archaeological Priority Area: Development should consider the impact on the designated heritage asset (see Local Plan Policy CC4); Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development. World Heritage Site: Kew World Heritage buffer zone adjoins the high water mark of the Thames adjacent to the development. The impact of any proposed development on the WHS will need to be fully tested at application stage.</p> <p>Flood Zone: Part of the site is within Flood Zone 2 with small areas in Flood Zones 3a and 3b (benefitting from Flood Defences); Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any subsequent policy.</p> <p>Site is adjacent to a Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M031 River Thames and Tidal Tributaries) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy).</p>		
Minimum Development Quantum			
Residential Units	190	Commercial (Sqm)	100
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2031		

Development Details	
Key Proposal	Albany Riverside will be a new residential development with mixed-use at ground floor level making a positive contribution to the riverside and enabling re-provision of community/cultural/commercial uses in Brentford Town Centre.
Land Uses	Residential (C3) and Commercial (E)
Movement and Access:	<p>Access to the site should be facilitated from via Brentford High Street. The development layout should support the creation of a public walking route along the south side of the site adjacent to the river Thames and the proposed cycle superhighway along Brentford High Street. Routes through the site should follow the Healthy Streets approach and enhance way finding and the overall character of the urban form and minimise on-street parking.</p> <p>Proposals should take account of the existing and planned connectivity of the site via public transport and active modes to town centres, social infrastructure and other services and places of employment. Opportunities to improve these connections to support higher density development should be identified. The development is to conform to the maximum parking standards in the draft London plan while maximising access by walking, cycling and public transport.</p>
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Adjacent to the Brentford St Paul's conservation area • World Heritage Site: Royal Botanic Gardens, Kew <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified. Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Site Requirements:	<p>Redevelopment of site to provide a mix of residential and commercial use.</p> <p>The height of new development should enhance the character of the area while optimising density.</p> <p>Any scheme should enable public access to the riverside.</p> <p>Part of the site is within Flood Zone 2 with small areas in Flood Zones 3a and 3b (benefitting from Flood Defences). A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test and Exception Test.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p>

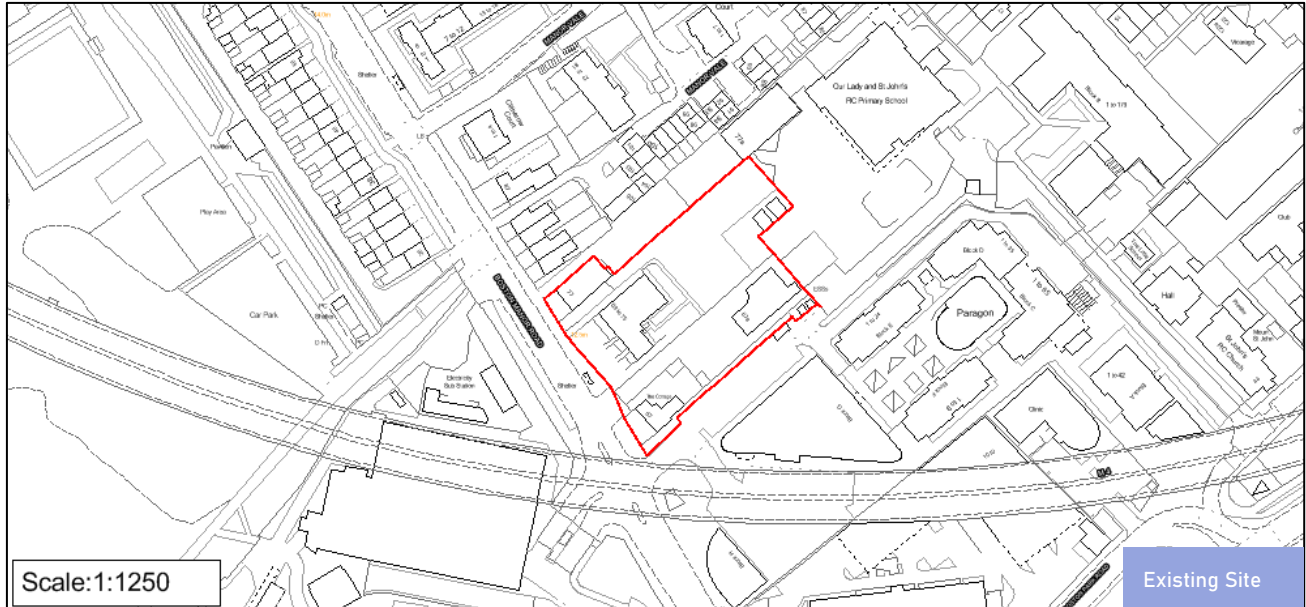
111 - BRENTFORD POLICE STATION



Address	Half Acre, Brentford, TW8 8DH		
Site Size	0.27 Ha	Existing Use	Police Station
PTAL	4	Site Source	Local Plan 2015
Ownership	Private		
Planning Designations	Site is adjacent to the St Paul's Conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4); The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, see Local Plan Policy CC4 or any subsequent policy. Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.		
Minimum Development Quantum			
Residential Units	100	Commercial (Sqm)	100
Business (Sqm)		Industrial (Sqm)	
Community/Cultural (Sqm)	2580	Assembly/Leisure (Sqm)	
Phasing	2025-2029		

Development Details	
Key Proposal	Brentford Police Station will be redeveloped into a mixed use development with residential homes in the centre of Brentford
Land Uses	Residential (C3), and community/cultural/commercial
Movement and Access:	Development should facilitate improvements to access and wayfinding to and from the town centre, and potential new routes across the area and actively promote their integration with existing routes on site and neighbouring sites. The development is to conform to the maximum parking standards in the draft London plan while maximising access by walking, cycling and public transport.
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Within the Brentford St Paul's conservation area and next to the Butts Conservation Area, which contains a number of Grade II Listed heritage assets • In close proximity to Grade II Listed Congregational Church • Adjacent to a number of locally listed heritage assets <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p>
Site Requirements:	<p>Redevelopment of site to provide a mix of residential and community/cultural/commercial uses. The height of new development should enhance the character of the area while optimising density.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p>

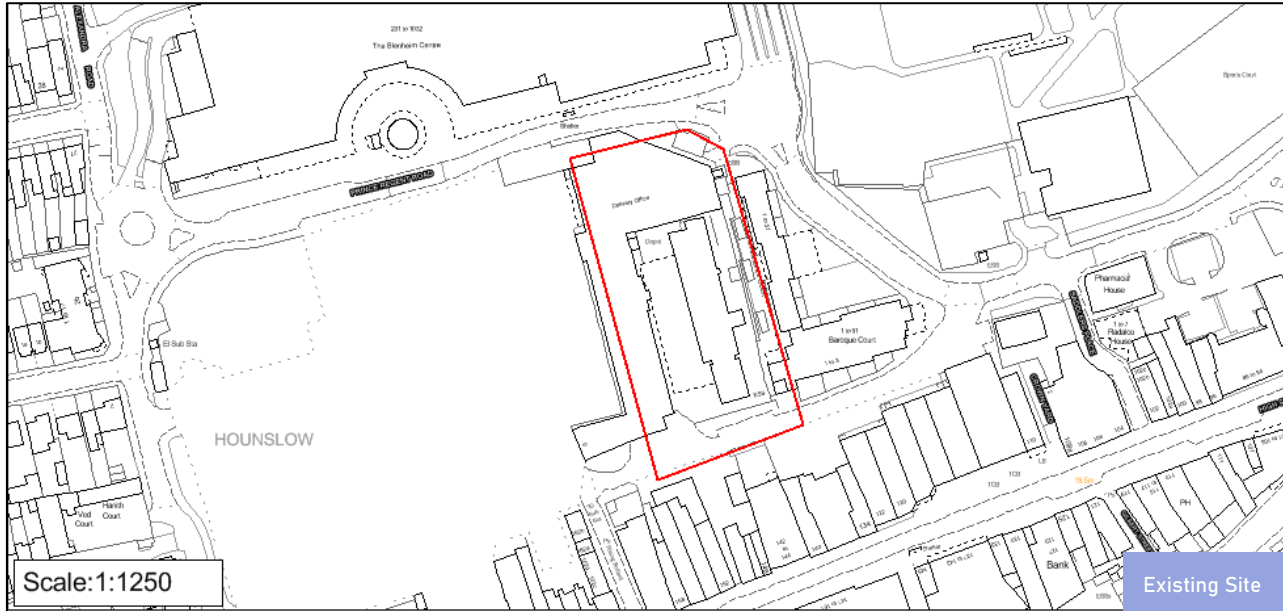
113 – 69-77 Boston Manor Road



Address	69-77, Boston Manor Road, Brentford, TW8 9JQ		
Site Size	0.45 Ha	Existing Use	Offices (E(g)(i))
PTAL	2/3	Site Source	SACA 2020
Ownership	Private		
Planning Designations	<p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Listed Buildings: 69-77 Boston Manor Road is Grade II Listed; development should seek to conserve and enhance the building and its setting.</p>		
Minimum Development Quantum			
Residential Units	20	Retail (Sqm)	
Business/Education (Sqm)		Industrial (Sqm)	
Phasing	2031-2036		

Development Details	
Key Proposal	67-77 Boston Manor Road will be developed to incorporate new homes.
Land Uses	Residential (C3) and small scale offices/further education (E(g)(i/ii)/ F1(a))
Heritage Concerns	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Grade II Listed Prospect House; Grade II Listed 69-75 Boston Manor Road; Grade II Listed Gateway South of Boston Manor House • Locally Listed heritage asset <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan.</p>
Movement and Access	The development should conform to the maximum parking standards in the draft London plan while maximising access by walking, cycling and public transport.
Site Requirements:	<p>Redevelopment of site to introduce residential uses alongside protection and enhancement of Listed Buildings for business use or further education use.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

114 – Royal Mail Delivery Office, Hounslow



Address	Royal Mail Delivery Office, Matisse Road, Hounslow, TW3 9BA		
Site Size	0.59 Ha	Existing Use	Sorting and Delivery Office (Sui Generis)
PTAL	5/6a	Site Source	SACA 2020
Ownership	Private		
Planning Designations	<p>Archaeological Priority Area: The site is part of an Archaeological Priority Area. Development should consider the impact on this designated heritage asset.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Hounslow Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2). The site is within the Primary Shopping Area and therefore development should retain a high proportion of E(a-c) retail uses.</p>		
Minimum Development Quantum			
Residential Units	140	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2030-2035		

Development Details	
Key Proposal	Royal Mail Delivery Office will be redeveloped for residential use.
Land Uses	Residential (C3)
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Site includes Locally Listed heritage asset, Royal Mail Delivery Office <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Movement and Access	The development should conform to the maximum parking standards in the draft London plan while maximising access by walking, cycling and public transport.
Site Requirements	<p>Redevelopment of the site for residential uses. Relocation of existing Royal Mail facilities required prior to the demolition of those still in use, to ensure Royal Mail's continuity of service. In order for the site to be brought forward for redevelopment, relocation will need to be viable for Royal Mail.</p> <p>Regard should also be had to the aims and aspirations in the Hounslow Town Centre Masterplan.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

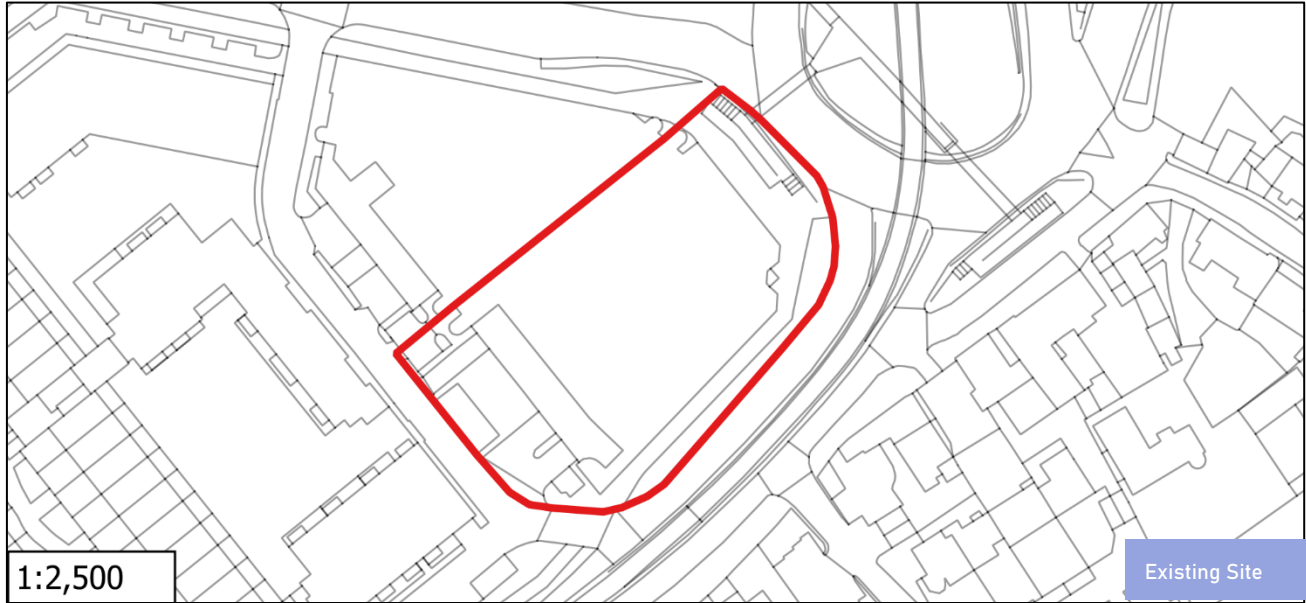
115 – Vacant Site, Hanworth Road



Address	Land Adjacent to 207, Hanworth Road, Hounslow, TW3 3UA		
Site Size	1.1 Ha	Existing Use	Vacant Land
PTAL	3/5	Site Source	SACA 2020
Ownership	Private		
Planning Designations	Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.		
Minimum Development Quantum			
Residential Units	90	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)	1600	Assembly/Leisure (Sqm)	
Phasing	2026-2031		

Development Details	
Key Proposal	Site will be redeveloped to provide a school and residential uses.
Land Uses	Residential (C3), Education (F1(a))
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • Site is adjacent to an Area of Special Character • Locally Listed heritage assets in the immediate area, including Gurdwara Sri Guru Singh Sabha <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified. Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Movement and Access	The development should conform to the maximum parking standards in the London plan while maximising access by walking, cycling and public transport.
Site Requirements	<p>Redevelopment of vacant site for a school and residential uses.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

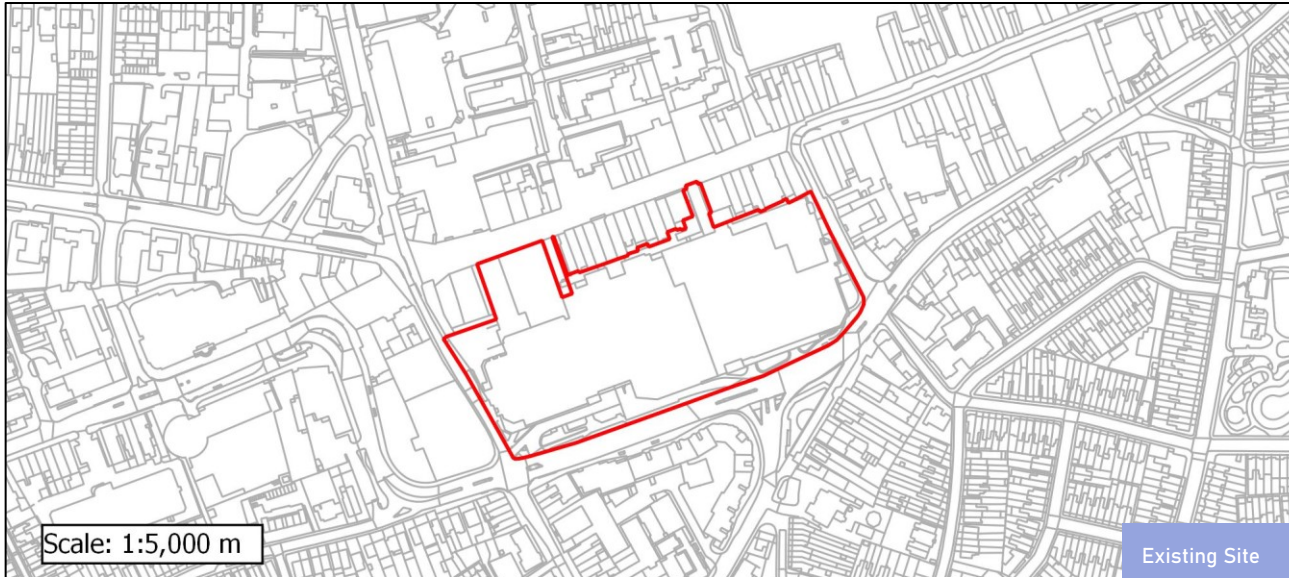
116 - 1 Burlington Lane



Address	1 Burlington Lane, Chiswick, W4 2RR		
Site Size	0.44 Ha	Existing Use	Offices
PTAL	1b	Site Source	Regulation 18 2023
Ownership	Private		
Planning Designations	<p>Site is within the Chiswick House conservation area and adjacent to a number of Grade II listed buildings on the opposite side of Burlington Road, that are within the Old Chiswick Conservation Area. Development should conserve and take opportunities to enhance the character of the area, (See Local Plan Policy CC4);</p> <p>Air Quality Focus Area (AQFA): Site is within the Chiswick (A4) Cedars Road/Hogarth Lane Air Quality Focus Area</p> <p>Flood Zone: Part of site within Flood Zone 2 benefitting from Flood Defences; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any superseding policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	90	Retail (Sqm)	
Business (Sqm)	1870	Industrial (Sqm)	1000
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	Site will be redeveloped to provide a mixed-use residential-led development that responds positively to its environment
Land Uses	Residential (C3), Business (E(g)i/ii) and Industrial (E(g)iii/B2/B8)
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • The site is within the Chiswick House Conservation Area, • Adjacent to a number of Grade II Listed buildings and within close proximity of the Grade I Listed Hogarth House. • The site is also opposite the Old Chiswick Conservation Area. • The Chiswick House and Gardens Grade I listed registered historic park and garden is located approximately 150 metres to the west of the site. <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified. Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>
Movement and Access	<p>The site abuts the Hogarth Roundabout where the A316 meets the A4. Priority for access and movement to and within the site is to be focussed on active travel, with measures taken to improve the surrounding streetscape for pedestrians and cyclists. Walking and cycling routes should be delivered as part of the site access, which should support the creation of legible streets, following the Healthy Streets approach and enhancing way finding and the overall character of the urban form.</p> <p>The development should conform to the maximum parking standards in the London plan while maximising access by walking, cycling and public transport and enhancements to existing walking and cycling routes will be expected. If appropriate, limited vehicular access should be provided from the service road to the rear of the site that has entry from Hogarth Lane and exits onto Burlington Lane, limiting impacts on existing traffic flow.</p>
Site Requirements	<p>Redevelopment of Burlington House to provide a mixed-use residential-led development with, industrial and office uses.</p> <p>Employment uses should be delivered at ground floor level, providing a mix of offices and small and/or medium sized units providing accommodation for the creative industries, which are active in the locality. Where viable, the provision of accommodation for the creative industries should be delivered as affordable workspace.</p> <p>Development proposals would provide a high quality, secure public realm and an improved link to the Hogarth roundabout pedestrian underpass to the east of the site.</p> <p>The design solution for the site should be of high quality and contribute positively to the character of the Chiswick House Conservation Area and the setting of the nearby listed buildings.</p> <p>Proposed building heights should give consideration to views from within the nearby Chiswick House and Gardens Grade I listed registered historic park and garden.</p> <p>Part of the site is in Flood Zone 2, benefitting from flood defences. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test and Exception Test.</p> <p>Development should be at least air quality neutral, incorporating design solutions to prevent or minimise increased exposure to air pollution. Proposals must be accompanied by an Air Quality Assessment. As the site is in an AQFA, development proposals must demonstrate that design measures have been used to minimise exposure, particularly for land use types where people are likely to be at greater risk.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

117 THE TREATY CENTRE



Address	The Treaty Centre, High Street, Hounslow, TW3 1ES		
Site Size	2.8 Ha	Existing Use	Residential (C3), Retail (E(a-c)), Community (F2), Theatre, Car Park (Sui Generis)
PTAL	6a/6b	Site Source	Regulation 18 2023
Ownership	Private		
Planning Designations	<p>The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Locally Listed Building: Site is adjacent to three locally listed buildings: development should have regard to any harm to, or loss of, the significance of a non-designated heritage asset, including from both direct and indirect effects (see Local Plan Policy CC4).</p> <p>Hounslow Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2). The site is within the Primary Shopping Area and therefore development should retain a high proportion of E(a-c) retail uses.</p> <p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>Air Quality Focus Area (AQFA): Part of the site is within the Hounslow Town Centre Air Quality Focus Area</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	750	Retail (Sqm)	9500
Business/Leisure (Sqm)	1500	Industrial (B1c/B2/B8)(Sqm)	
Community and Culture (F1/F2(b-d)/ Sui Generis) (Sqm)	1080		
Phasing	2027-2041		

Development Details	
Site Description	The site is located in the heart of Hounslow town centre and is bounded by High Street to the north, Grove Road to the south, Bell Road to the west and Douglas Road to the east. The site is part of the key retail hub of Hounslow, with retail uses on the southern side of the High Street and in the Treaty Centre. Surrounding uses to the north and east of the site are predominately ground floor retail with residential or commercial uses above. Surrounding uses to the south and west of the site are predominately residential development with some retail.
Proposed Uses	Residential (C3), Retail (E(a-c)), Business (E(g)i) Community and Culture Use (F1/F2(b-d), Sui Generis) and Car Park (Sui Generis).
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> The site is near many locally listed buildings <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> Impact to the setting of the heritage assets Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p>
Movement and Access	<p>The redevelopment must maintain the location as an important town centre destination and footfall driver along the high street. The development must deliver new open air, high quality, safe and accessible pedestrian routes through the town centre, connecting High Street and Grove Road 24 hours a day, with improved external lighting throughout. The Pedestrian and cyclist routes into and through the site should be delivered in a way which improves accessibility and legibility into Hounslow Town Centre from neighbouring areas and transport hubs (bus, train and tube) and facilitates movement by walking and cycling.</p> <p>Improvements to the road junctions and public realm around the site's perimeter, including the junctions at Grove Road/Bell Road, Grove Road/Hanworth Road, and Hanworth Road/Douglas Road should be implemented to enhance pedestrian and cyclist access to the site, and to facilitate environmental and amenity improvements in those localities, making it easier for pedestrians and cyclists to access the town centre from the south. Active travel improvements should be delivered along the southern side of the site to facilitate east-west movements, and movement on the High Street enhanced.</p> <p>The existing Treaty Centre multi-storey car park contributes negatively to the streetscene of Bell Road and Grove Road, with the design of the building serving as a barrier between the town centre and outlying areas. Development should seek to re-provide the car park for the site in an alternative location, maintaining an appropriate level of car parking to serve the town centre based on expected levels of demand. The level of town centre car parking must be agreed with the Council and ensure that the vitality and viability of the town centre is not adversely impacted. Should this not be viable, improvements should be implemented to the existing multi storey car park which seek to activate the ground floor frontages of the building and enable permeability for pedestrians and cyclists between the High Street and Grove Road, and providing a more attractive gateway to the town centre.</p> <p>Development should improve pedestrian permeability in both East-West and North-South directions and improve pedestrian routes and connections to nearby green spaces including Lampton Park and Inwood Park.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport. Residential development is to be car free except for provision of disabled parking.</p>
Site Requirements	<p>Redevelopment of the Treaty Centre and adjoining uses to provide a new mixed use development incorporating new residential homes, retail, business, leisure, and community/cultural uses with car parking provision. Development proposals should re-provide the Hounslow Arts Centre or a similar community/cultural venue. Development will be required to reflect the importance of the location as a key town centre destination particularly its interaction with the High Street itself. Development should explore providing active frontages onto the High Street through the potential restructuring of the High Street frontage, including the removal of units where necessary to create high quality connections. The mix and balance of uses will need to re-provide and improve upon the existing community and cultural offer within the town centre. It is crucial that new development delivers a safe 24 hr offer for residents, workers and visitors with open air public and private spaces. Regard should also be had to the aims and aspirations in the Hounslow Town Centre Masterplan.</p> <p>Layout of the proposed mixed use development should ensure it contributes to the animation of streets and walkways in Hounslow Town Centre. Development should have regard to the character of Hounslow High Street, which the northern frontage of the site looks onto, and ensure an attractive, legible and coherent townscape is delivered. The height and layout of new development should enhance the character of the area while optimising density. Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p>

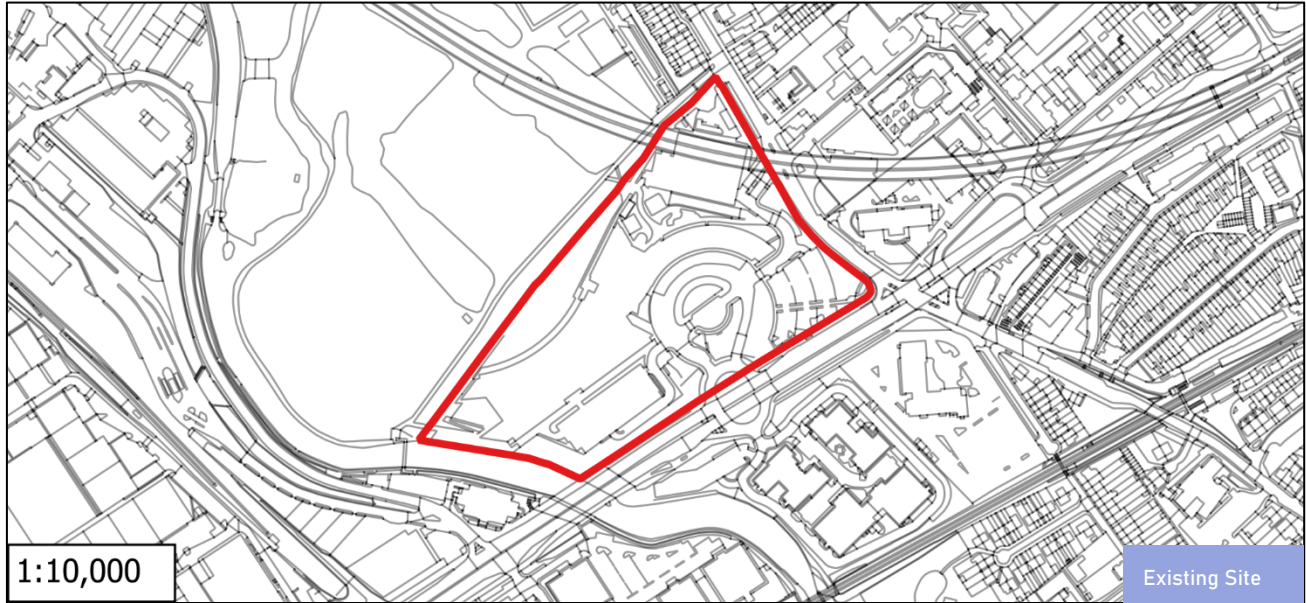
Development should be street-based and should deliver a permeable block structure that creates additional east to west and north to south connections through the site, ensuring the site is open and accessible. All ground floor frontages should be activated both within the site and onto the surrounding streets, ensuring the existing blank frontages onto Bell Road, Grove Road and Douglas Road are significantly improved, providing natural surveillance and contributing to the vitality of these town centre routes. Proposals should deliver new public spaces in the town centre that complement the pedestrianised high street, and provide green infrastructure and landscaping, contributing to the cooling of the town centre. Development should also deliver a revitalised public realm with new public seating areas, focal points, and places to gather, which are shaped in part by the proposed built form and through a layout which seeks to minimise overshadowing of these spaces. Creative, decorative lighting and focal points of urban art and similar will protect and enhance the character of the town centre where appropriate. Regard should also be had to the aims and aspirations in the Hounslow Masterplan for the site and its surroundings, including the High Street.

Development should avoid abrupt transitions in scale between the smaller scale and grain of the High Street and potential proposals for tall buildings. Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.

The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.

Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.

118 – Former GSK Site



Address	980 Great West Road, Brentford, TW8 9GS		
Site Size	5.4 Ha	Existing Use	Office
PTAL	2/3	Site Source	Regulation 18 2023
Ownership	Private		

Planning Designations

Site is located within the Great West Corridor Opportunity Area and is designated as a Key Existing Office Location.

The Site is adjacent to the Great West Road (A4) a major distributor road and TFL Red Route, Chiswick Flyover (M4), and Boston Manor Road (A3002): Development should not adversely impact the transport network.

Site is adjacent to Site of Importance for Nature Conservation (SINC) of Metropolitan Importance (M006: London's Canals) and in close proximity of SINC of Borough Importance Grade 2 (HoBII10: Boston Manor Park); development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (see Local Plan policy GB7 or any subsequent policy). The adjoining Boston Manor Park is designated as Metropolitan Open Land (MOL) and is part of a Nature Recovery Route linking to Osterley Park.

Flood Zone: Part of site within Flood Zone 3 and Flood Zone 2; Development must provide a flood risk assessment and apply the sequential approach as set out in policy EQ3 of the Local Plan or any superseding policy.

Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.

Proposed Land Uses

Appropriate land use types include employment (E(g)i/ii/iii/B2/B8) including uses that support the Creative Enterprise Zone in the Great West Corridor, and residential, including delivery of affordable housing in accordance with Policy SC2. On a smaller scale, social infrastructure uses such as health and community facilities would also be considered appropriate. Proposals will be expected to retain or deliver some employment floorspace, ideally including E(g)i offices, reflective of the area's designation as a Key Existing Office Location. Proposals will also be expected to provide a high quality public realm, including links through the site to integrate the development into the surrounding area including suitable access to the adjacent Boston Manor Park.

Phasing	2027-2037
Development Details	
Background	The GSK global headquarters site in Brentford known as GSK House was opened in 2002 and is a key landmark building in the Great West Corridor. In December 2022, GSK plc announced that the company would be moving its headquarters to an alternative site, and GSK House would be released for disposal.
Key Proposal	Allocation for a mixed use development incorporating both employment and residential uses, with the opportunity to deliver social or community uses
Land Uses	Residential (C3), Business/Research and Development/Light Industrial/Industrial/Storage and Distribution (E(g)/ii/iii/B2/B8) with potential Community Use (F1/F2(b-d))
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • The site abuts the Grand Union Canal and Boston Manor Conservation Area, • Grade II Listed Prospect House; Grade II Listed 69-75 Boston Manor Road; Grade II Listed Gateway South of Boston Manor House; Grade II Listed 991 Great West Road; Grade II Listed West Link House • Locally Listed heritage asset – M4 viaduct over Boston Manor Road <p>The proposed development could have an impact on the heritage assets listed above including potential impacts to the setting and significance of the heritage assets</p> <p>In the context of heritage and conservation matters, proposals should:</p> <ul style="list-style-type: none"> • Conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified. • Reduce visual impact on heritage assets, including Boston Manor House and park and Syon House, and avoid any further intrusion of height above the established tree height at Syon House and the Great Conservatory, and to the setting and significance of Boston Manor and the Conservation Areas. See Great West Corridor Masterplan and Views Appendix for views relevant to this site. • Respond sensitively to the Boston Manor and Grand Union Canal Conservation Areas' heritage context and setting. • Produce appropriate assessments, including a heritage impact assessment and views testing at development stage, to test the impact of specific development proposals on heritage assets. <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further detail on the assessment of appropriate heights are set out in the Tall Buildings Study and the Great West Corridor Masterplan. Proposed building heights should give particular consideration to views from within the adjoining Boston Manor Park, a large historic park surrounding the Grade I Listed Boston Manor House. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p> <p>Appropriate assessments, including a heritage impact assessment and views testing, will be needed at development stage to inform proposals and test the impact of specific development proposals on heritage asset.</p>
Movement and Access	<p>Development should ensure permeability through the site and support linkages into neighbouring areas through the provision of walking and cycling routes that provide direct access to the River Brent, Boston Manor Road and the Great West Road. The site layout should include pedestrian and cycle routes that provide access between the site and the adjoining Boston Manor Park, to enable those living and working at the site to have direct access to a high quality public open space, which is designated Metropolitan Open Land.</p> <p>Vehicle access needs to be redesigned to reduce impact on Boston Manor Road and the A4 Great West Road with priority given to pedestrians and cyclists but minimising the impact on traffic flow. Additional pedestrian and cycle accesses should be provided to improve desire lines.</p> <p>The development should incorporate infrastructure for active and sustainable transport, delivering an uplift in PTAL. This could be achieved through an increase in bus services and infrastructure and appropriate integration to the West London Orbital, when this is implemented, and/or the proposed Brentford to Southall Rail Link.</p> <p>The existing pedestrian route running along Boston Manor Road towards Brentford Station should be improved and .</p> <p>Development should facilitate the creation of a green and pedestrian/cycle-friendly boulevard on the Great West Road by improving the existing infrastructure including crossings over the Great West Road to better integrate the site into the town centre</p> <p>The development should conform to the maximum parking standards in the London plan while maximising access by walking, cycling and public transport.</p> <p>Consolidation of deliveries, including means to minimise the number of movements, will be expected.</p>

Site Requirements

The GSK site is to be redeveloped as a comprehensive mixed use development, including residential and employment floorspace and enhanced public realm. Development will be required to reflect the importance of the location and prominence of the site as part of the gateway to the Great West Corridor and western entrance to London.

The site forms part of the Great West Corridor Opportunity Area, designated as an area of the borough capable of delivering employment and housing growth. This should be achieved as strategically as possible, regenerating the area in a legible and cohesive way, with separate developments interacting with one another, delivering cohesive regeneration of the area,

Due to the size of the site and its strategic position on the Great West Road, any development proposal will be expected to undertake a detailed masterplanning exercise, with extensive engagement with Hounslow Council planning and design officers prior to application. Given the scale of the site, proposals should conform to the highest standard of sustainability, with assessments of both operational and embodied carbon undertaken prior to commencement.

Site is designated as a Key Existing Office Location. Development which results in the loss of offices should normally accord with Local Plan Policy ED2 or any subsequent policy, however, given the immediate challenges for the office market that are acknowledged in the Employment Land Review update evidence, marketing evidence will be considered for departing from the requirement not to lose any employment floorspace in this locality.

Proposals will also be required to better integrate the site with Boston Manor Park, capitalising on opportunities to extend green links into the site, contributing to the delivery of green infrastructure improvements in the wider Great West Corridor.

Development proposals should:

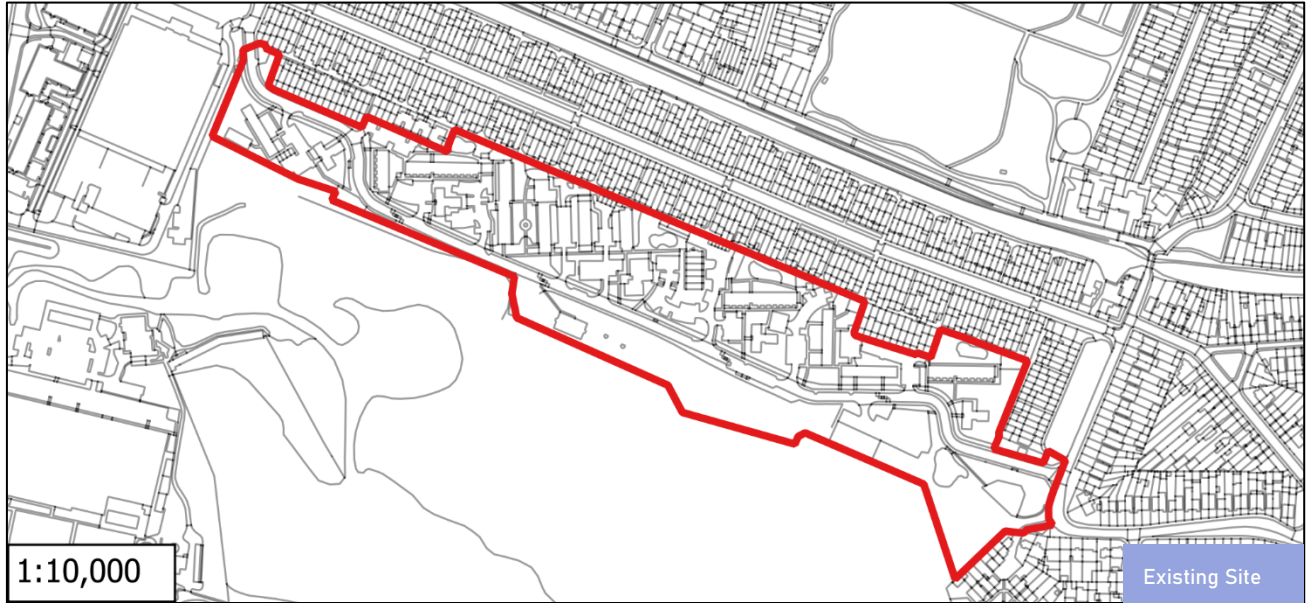
- Improve quality and public access to on site and adjoining Metropolitan Open Land (MOL), with a green buffer created between the developable portion of the site and MOL at Boston Manor Park.
- Sensitively manage transitions in scale between new and or existing development and surrounding development in neighbouring areas, avoiding an overbearing presence on smaller scale existing development and overshadowing of public and green space.
- Improve public access to the River Brent and contribute to the creation of a continuous publicly accessible riverside walk; proposals for demolition and re-development of the site should reference the design codes for Brentford's continuous riverside walk, found in Part B9 of the Character, Design Code and Sustainability SPD.
- In terms of urban form, express the corner at the intersection of Boston Manor Road and the Great West Road, highlighting this crucial intersection as the heart of the London Gateway. See Great West Corridor Masterplan and Capacity Study for illustrative layout.
- Provide publicly accessible areas at the intersection of Boston Manor Road and the Great West Road, in addition to high-quality public realm throughout the site.
- Seek to support the extension of local centre functions from Brentford Station toward the intersection of Boston Manor Road and the Great West Road to support local residents and employees, as per the Great West Corridor Masterplan and Capacity Study.
- Contribute to the transformation of the Great West Road to a green and pedestrian friendly boulevard, as per the Great West Corridor Masterplan and Capacity Study.
- Avoid continuous, overbearing walls of development, with consideration given to both the pedestrian experience and views from the elevated M4 motorway.
- Consider retention of the GSK building to ensure best use of resources and embedded carbon. However, any proposals for demolition and re-development of site should aim to create a consistent, high-quality commercial frontage along the Great West Road.
- Analyse the existing site layout and assess whether parts of the unique typology of the existing landmark buildings that is based on the merging of curved blocks and the creation of an atrium could be re-interpreted as part of future development.
- Incorporate design solutions to prevent or minimise exposure to air pollution particularly for land use types where people are likely to be at greater risk, such as residential use and must be accompanied by an Air Quality Assessment.

A small area of the site is in Flood Zones 2, 3a and 3b. A site-specific Flood Risk Assessment will be required to support any development proposals coming forward on this site. Development proposals must submit a Flood risk Sequential Test and Exception Test.

Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.

Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.

119 – Convent Way Estate

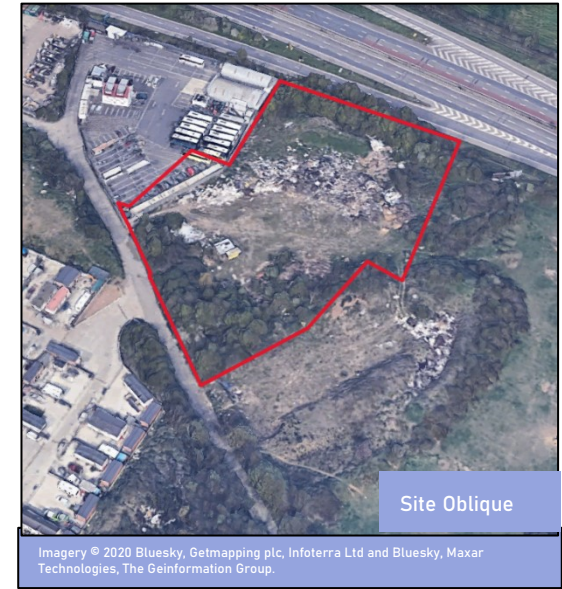
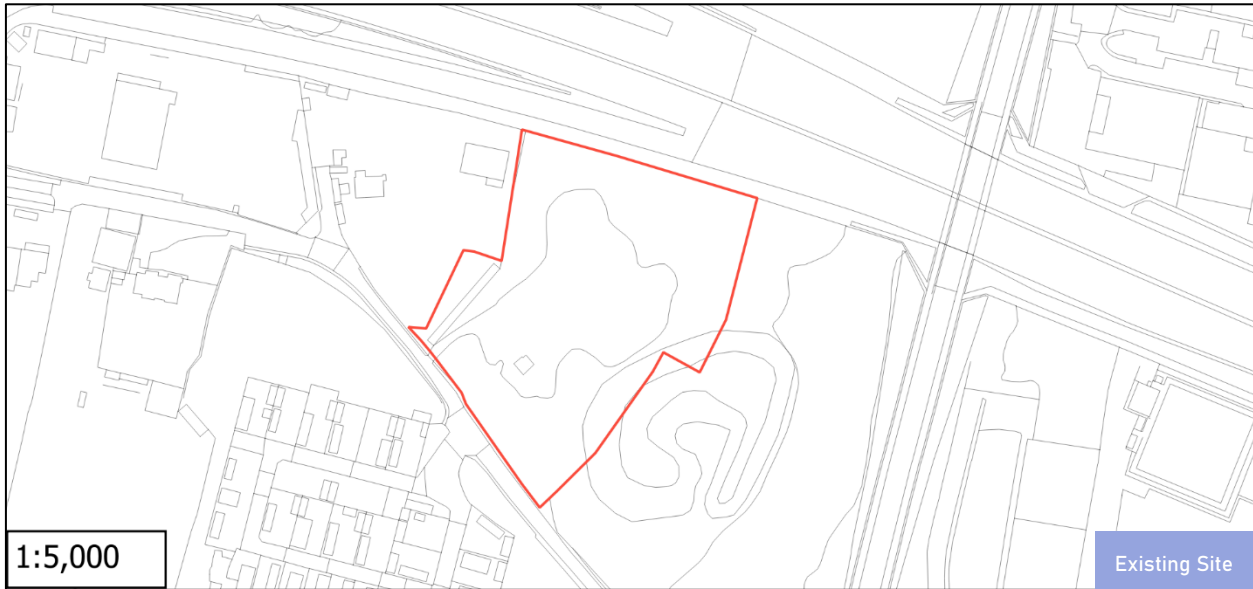


Address	Convent Way, Southall, UB2 5UG		
Site Size	7.8 Ha	Existing Use	Residential with local retail and community uses
PTAL	1b/2	Site Source	Internally identified site
Ownership	Public		
Planning Designations	Site is adjacent to Metropolitan Green Belt and a Locally Significant Industrial Site, the amenity and functionality of which should be protected.		

Minimum Development Quantum			
Residential Units	750 (310 net)	Retail (Sqm)	300
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)	200	Assembly/Leisure (Sqm)	
Phasing	2035-2041		

Development Details	
Key Proposal	Site will be redeveloped to provide a regenerated Convent Way Estate delivering a mixed use residential-led development with supporting community and retail uses
Land Uses	Residential (C3), Community Use (F1/F2(b-d)), Retail (E(a-c))
Movement and Access	<p>New development should aim to produce an uplift in sustainable travel accessibility in the area, raising the PTAL rating through increased bus services and infrastructure or other interventions.</p> <p>Improvements to pedestrian and cycle routes to key destinations should be secured, and promotion and encouragement of walking, wheeling and cycling prioritised and encouraged through good design and provision of high quality facilities within the site.</p> <p>Vehicle accesses and routes should be designed to minimise the impact of traffic and parking, with priority given to pedestrian and cycle movements.</p> <p>The development should conform to the maximum parking standards in the draft London plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Redevelopment of Convent Way Estate to deliver a high quality residential-led development with local community and retail uses. Non-residential uses should be distributed throughout the site to avoid overly large residential-only areas.</p> <p>Development should improve quality and public access to on site and adjoining Green Belt.</p> <p>Proposals should deliver improvements to on-site and adjoining Green Belt land, which aim to enhance and build on its existing landscape character, improve public access including through visual connectivity to encourage residents to use the space, and seek to provide more opportunities for natural play, with an emphasis on youth provision.</p> <p>Proposals should also provide a range of high-quality amenity spaces to serve the residents and the wider community which should also improve the biodiversity of the area with habitat enhancement.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

120 – Land north of Church Road, Cranford



Address		Land north of Church Road, Cranford, TW5 9RY	
		Site Size	1.3 Ha
PTAL	1b	Existing Use	Open Land
Ownership	Public	Site Source	Council Owned Land
Planning Designations	<p>Site is Green Belt which was assessed in the Green Belt Review Stages 1 and 2. The site is proposed to be inset from the Green Belt to meet the specialist housing needs of Gypsies and Travellers in Hounslow.</p> <p>Site contains part of a Site of Importance for Nature Conservation (SINC) of Local Importance (HoL03) development must ensure any significant adverse impact on biodiversity is avoided, mitigated, or as a last resort, compensated (See Local Plan policy GB7 or any subsequent policy).</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Traveller Pitches	20	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	Land North of Church Road will be developed as a Gypsy and Traveller Site to meet the specialist housing needs of these communities in Hounslow.
Land Uses	Gypsy and Traveller Pitches
Movement and Access	Access to the site should be from Church Road, with appropriate alterations to facilitate the new development. Vehicular access should be designed to minimise impact on active travel modes. A safe and high quality walking and cycling route into the development from the wider area should be delivered as part of the proposal. Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport.
Site Requirements	<p>Development should provide twenty new pitches to meet identified Gypsy and Traveller specialist housing needs. Development should deliver a site arrangement guided by the indicative masterplan as set out in the Gypsy and Traveller and Travelling Showpeople Background Paper and offer scope to manage an integrated coexistence with the local community. Proposals should consider noise and possible disturbance to Gypsy and Travellers living on the site, and possible noise and disturbance to the wider community, in particular from movement of Gypsy and Traveller vehicles. Proposals should also seek to minimise the impact on the visual amenities or the open character of its locality by its size, siting, materials and design. The site design should provide buffering through means such as soft landscaping and a set back at the northern edge of the site which is in close proximity to the M4 Motorway, in order to mitigate adverse impacts arising from noise and air pollution on the health and well-being of the site's residents.</p> <p>Where development would result in the loss of part of the Site of Importance for nature Conservation (SINCs), proposals should secure an overall net increase in biodiversity through provision of improvements to other parts of the site and adjoining areas of SINC, where feasible.</p> <p>Part of the site may require levelling for the site preparation, to ensure it is suitable for accommodating Gypsy and traveller pitches. Suitable utilities and waste connectivity will need to be provided to ensure the site is habitable.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the surrounding context.</p>

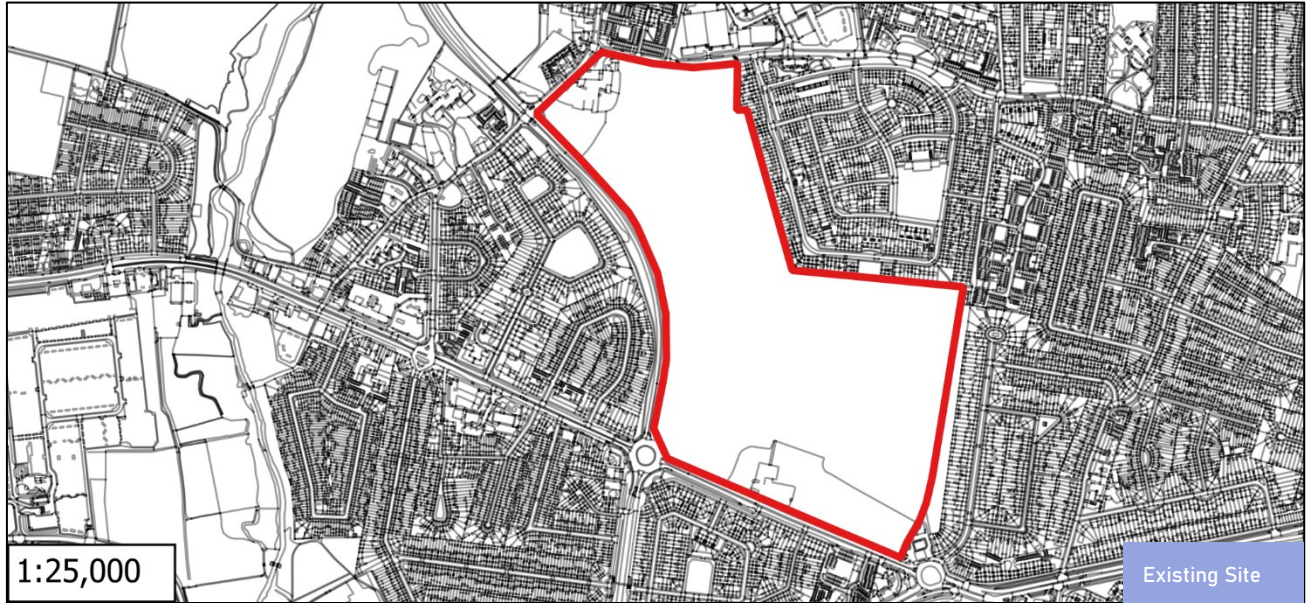
121 - LAND SOUTH OF BEDFONT ROAD



Address	Land South of Bedfont Road, Feltham, TW14 8EE		
Place	Bedfont	Site Size	0.8 Ha
PTAL	1	Existing Use	Open Land
Ownership	Private	Site Source	Call for Sites 2022
Planning Designations	<p>Site is Green Belt which was assessed in the Green Belt Review Stages 1 and 2. The site is proposed to be inset from the Green Belt to meet the specialist housing needs of Travelling Showpeople in Hounslow.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Travelling Showpeople Plots	12	Retail (Sqm)	
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2025-2030		

Development Details	
Key Proposal	Land South of Bedfont Road will be developed to meet the needs of Travelling Showpeople in Hounslow.
Land Uses	Travelling Showpeople Plots
Movement and Access	<p>Access to the site should be from Bedfont Road, with appropriate alterations to facilitate the new development or improvements to the existing vehicular access to the site. Vehicular access should be designed to minimise impact on active travel modes. Development should create a safe and high quality walking and cycling route into the new travelling showpeople yard connecting into the existing pedestrian and cycling route on Bedfont Road. The existing northbound bus stop on Bedfont Road should be relocated.</p> <p>Development is to conform to the maximum parking standards in the draft London Plan while maximising access by walking, cycling and public transport.</p>
Site Requirements	<p>Development should provide twelve new plots to meet identified specialist housing needs of Travelling Showpeople. Proposals should mitigate any possible noise and disturbance to the wider community, in particular from movement of Travelling Showpeople vehicles.</p> <p>The site will need to be levelled as part of the site preparation, to ensure it is suitable for accommodating Travelling Showpeople plots, and suitable utilities and waste connectivity will need to be provided to ensure the site is habitable.</p> <p>Having regard to the costs of required ground works needed to prepare the site for the development of Travelling Showpeople plots, it is considered this would necessitate the need for an enabling development on the surrounding Greenham Triangle site in the area to the south of this allocation site, north of the railway line and east of Bedfont Road, to ensure the viable delivery of the Travelling Showpeople plots allocated. The enabling development should be for a demonstrated need that is suitable to be delivered at the site, which may include a B8 industrial Storage and Distribution use. The enabling development would need to demonstrate Very Special Circumstances exist to justify the development within the Green Belt, outside of this allocation boundary inset.</p> <p>The development of the allocation site should seek to minimise impact on the visual amenities of its locality by its size, siting, materials and design. The site arrangement and plot sizes should be guided by the indicative masterplan as set out in the Council's Gypsy and Traveller and Travelling Showpeople Background Paper.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should be at least air quality neutral. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the surrounding context.</p>

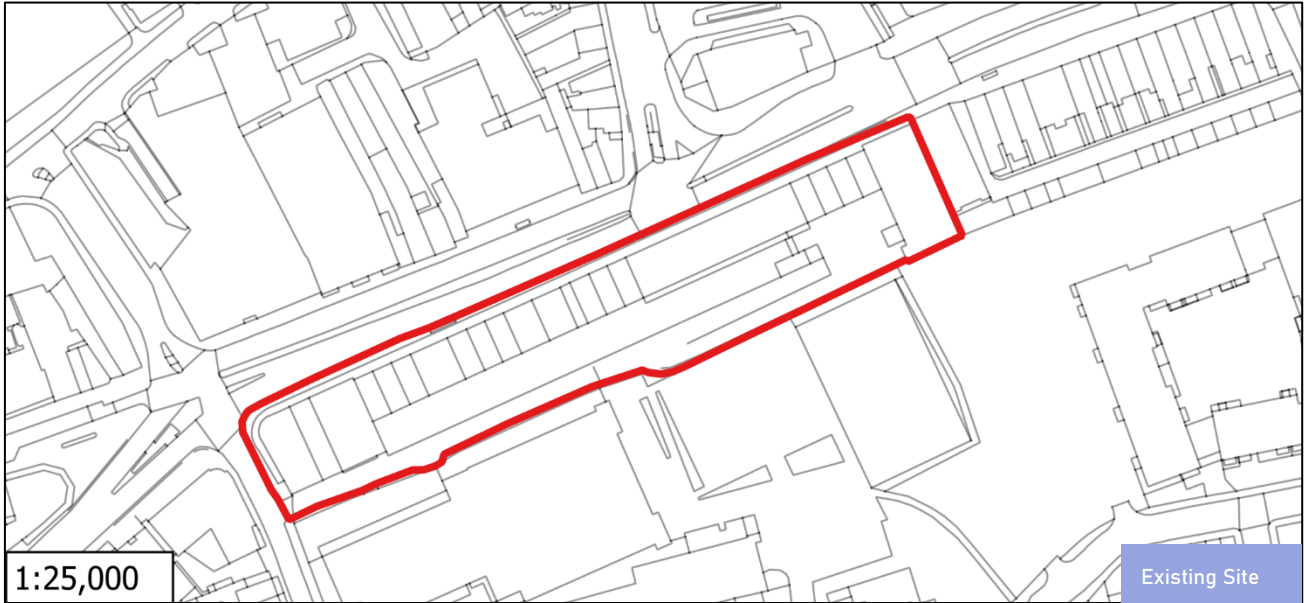
122 – Rectory Farm



Address	A312/The Parkway and A4 Bath Road (Bath Road/Cranford Lane) Heston, TW5 9UU		
Site Size	42.5 Ha	Existing Use	Open space and farmland
PTAL	0/1a/1b/2	Site Source	Local Plan 2015 (Volume 2)
Ownership	Private		
Planning Designations	<p>Site is within the Metropolitan Green Belt which was assessed in the Green Belt Review Stages 1 and 2. Proposals must be in accordance with Local Plan Policy GB1.</p> <p>The site is an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p> <p>Site is within an Area of Special Advertisement Control: advertisements are subject to special conditions within this area (see Local Plan policy CC5).</p>		
Proposed Land Uses			
Site will be developed for minerals extraction and returned to open greenspace, as a new publicly accessible park.			
Public open space/restored parkland	42.5 hectares	Residential Units	
Phasing	2025-2035		

Development Details	
Key Proposal	Development of the site for minerals extraction and restored parkland
Land Uses	Minerals extraction (temporary) and parkland
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> • The site is adjacent to the Cranford Village conservation area • The site contains Grade II Listed Queen's Head Public House and is near Grade II Listed Stansfield House <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> • Impact to the setting of the heritage assets • Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p>
Movement and Access	<p>Vehicle access for minerals extraction must ensure that traffic and road safety impact is minimised. Provision of high quality and appropriate walking, wheeling and cycle routes around the site and linking to existing infrastructure should be provided to ensure the safety of pedestrians and cyclists during these works.</p> <p>The park will need to deliver a new on-site pedestrian and cycling network, with defined gateways to the site.</p> <p>The delivery of the park should provide connectivity to other public spaces that are close to the site, such as the Cranford Countryside Park and the Crane Valley Park, which will enhance the overall open space network in the borough. This should be delivered through making provisions for connecting walking and cycling routes.</p> <p>The pedestrian and cycle routes and entrances to the site should also enable excellent connectivity with surrounding residential areas, to enable nearby communities to have convenient access to the new parkland.</p>
Site Requirements	<p>In accordance with national policy the Council should safeguard sites to protect its potential aggregate supply. This supply will contribute to the London wide apportionment of providing five million tonnes to 2041. The safeguarding of Car Farm as a potential extraction site will meet the borough's London Plan apportionment of 700,000 tonnes.</p> <p>The proposed method of extraction will need to minimise any environmental impact on neighbouring residential areas, including noise, dust, subsidence and visual impacts.</p> <p>Proposals will need to deliver a new landscaped sports and leisure park across the entire site, which will be accessible to the local community early in the process. The park should be delivered in parallel with the mineral extraction process continuing below ground.</p> <p>The park should be delivered as early as possible within the development programme to demonstrate the commitment of the developer to community benefits, and be designed to include a series of generous open spaces and activity zones that could include woodland areas, play facilities, nature trails, wildflower meadows, a cycle and/or running track, sports pitches and tree nurseries. All uses must be accessible development within the Green Belt, in accordance with Local Plan Policy GB1.</p> <p>The site is located within Flood Zone 1, and has a site area that is greater than 1 hectare. Development proposals will be required to submit a Flood Risk Assessment and comply with Policy EQ3 of the Local Plan or any superseding policy.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should demonstrate how an Air Quality Positive approach has been taken in order to maximise benefits to local air quality in accordance with the London Plan. Proposals must be accompanied by an Air Quality Assessment and be in accordance with Local Plan policy EQ4 and the London Plan</p>

123 – 1-83 High Street, Hounslow



Address	1-83 High Street, Hounslow, TW3 1RB		
Site Size	0.77 Ha	Existing Use	Commercial / retail
PTAL	6a	Site Source	2015 Local Plan Vol. 2
Ownership	Private		
Planning Designations	<p>Hounslow Town Centre: development should contribute to the regeneration of the town centre, consistent with the spatial strategy and policies set out in the Local Plan (see Local Plan Policy TC2).</p> <p>Key Existing Office Location: Development which results in the loss of offices should accord with Local Plan Policy ED2 or any subsequent policy.</p> <p>The site is part of an Archaeological Priority Area; a desk based archaeological assessment will be required, the results of which may lead to further investigation being necessary, see Local Plan Policy CC4 or any subsequent policy.</p> <p>Land Quality; Development will be subject to compliance with Policy EQ8 of the Local Plan and any subsequent policy in order that any contamination and any historic landfill is properly considered and addressed as part of any development.</p>		
Minimum Development Quantum			
Residential Units	120	Retail (Sqm)	1,551
Business (Sqm)		Industrial (Sqm)	
Health/Community (Sqm)		Assembly/Leisure (Sqm)	
Phasing	2026-2035		

Development Details	
Key Proposal	Site will be redeveloped to deliver a residential-led mixed use development with ground floor retail uses.
Land Uses	Residential (C3), Retail (E(a-c)), Car parking
Heritage Constraints	<p>Heritage assets include but are not limited to:</p> <ul style="list-style-type: none"> Near Grade II Listed 103 Pears Rd <p>The proposed development could have an impact on the heritage asset listed above. Potential impacts include, but are not limited to:</p> <ul style="list-style-type: none"> Impact to the setting of the heritage assets Impact to the significance of the heritage assets <p>Development is required to conserve/preserve, and/or seek opportunities to enhance the historic environment where potential impacts upon heritage have been identified.</p> <p>Policy CC3 sets out appropriate heights for the site. Further details on the assessment of appropriate heights are set out in the Tall Buildings Study. Proposals will need to demonstrate that the building heights of proposals can be achieved without causing substantial or less than substantial harm to designated heritage assets and/or their significance or that the less than substantial harm is outweighed by public benefits, or substantial public benefits in the case of substantial harm.</p>
Movement and Access	<p>Development should maintain an appropriate level of car parking to serve the town centre based on current levels of use of all town centre car parks and expected levels of demand.</p> <p>Development is to conform to the maximum parking standards in the London Plan while maximising access by walking, cycling and public transport. Residential development is to be car free except for provision of disabled parking.</p> <p>Development should provide an improved and widened pavement on the site frontage at Hounslow High Street, delivering an improved public realm for pedestrians, including people with disabilities and pushchair users. These improvements need to ensure there is no impact on the future delivery of Cycleway 9 to Hounslow.</p> <p>Proposals should seek to provide improved pedestrian and cyclist access to the site from School Road, and include environmental improvements.</p> <p>Proposals should improve and consolidate deliveries and parking within the site.</p>
Site Requirements	<p>Redevelopment of 1-83 High Street, Hounslow to provide a new mixed use development delivering new residential homes, and ground floor retail uses. Development should help contribute to the delivery of an improved eastern gateway to Hounslow Town Centre, providing an enhanced public realm, with high quality soft and hard landscaping. Proposals should provide green infrastructure and landscaping, contributing to the cooling of the town centre.</p> <p>Layout of the proposed development should ensure it contributes to the animation of Hounslow High Street. Development should be cohesive, with a design and layout that acknowledges surrounding allocated development sites including Hounslow Bus Station and Euro House, and ensure an attractive, legible and coherent townscape is delivered. The height and layout of new development should enhance the character of the area while optimising density.</p> <p>The existing tall building, Madison Heights, should be retained as part of the redevelopment, unless it can be robustly demonstrated through a whole life-cycle carbon assessment that its demolition and replacement building would not result in significantly increased emissions.</p> <p>The ground floor frontage onto Hounslow High Street should be activated, providing natural surveillance and contributing to the vitality of the High Street. Regard should also be had to the aims and aspirations in the Hounslow Masterplan for the site and its surroundings, including the High Street.</p> <p>Regard should also be had to the aims and aspirations in the Hounslow Town Centre Masterplan.</p> <p>The site is located within an area of surface water flood risk, as identified in the Hounslow Strategic Flood Risk Assessment (SFRA) Level 2 (2024). Proposals must submit a Flood Risk Assessment, and will be required to be delivered in accordance with the flood mitigation measures and requirements set out in the detailed site assessment in the SFRA Level 2.</p> <p>Development should be at least air quality neutral, and as the majority of the site is within an Air Quality Focus Area, must incorporate design solutions to prevent or minimise exposure to air pollution, particularly for land use types where people are likely to be at greater risk, such as residential use. Proposals must be accompanied by an Air Quality Assessment.</p> <p>Short, mid and long-range street level views testing will be needed at application stage to inform proposals and test the impact of specific development proposals on the townscape.</p>

End of Chapter 12 – refer back to Local Plan 2020-2041 Main Document