FOREWORD

This report presents the Hounslow Town Centre Masterplan which demonstrates the future vision to 2021 and development principles for the study area. It has been prepared on behalf of London Borough of Hounslow by BDP, with input from CBRE, GL Hearn, Urban Flow and Regeneris. The masterplan provides a framework for the future of Hounslow town centre, based on a clear vision and comprehensive set of development principles. It also provides detailed guidance for individual spaces, streets and sites.

Following wider public consultation on the draft masterplan in February 2012 for 4 weeks, and a further 4 weeks in May/June 2013 on the amended plan, the final masterplan has now been completed and adopted by London Borough of Hounslow.

The masterplan is part of the evidence to inform the Council’s emerging Local Plan and will be a material consideration in determining planning applications. Through a robust and commercially sound strategy, the masterplan will help to secure a positive future for the area. The purpose of a masterplan is not to undertake detailed design for sites, but instead provides realistic principles and guidance on the design and delivery of future development in the study area to give greater certainty of high quality, consistent and appropriate change.
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introduction
1 INTRODUCTION

1.1 ABOUT THE MASTERPLAN
This report presents the Hounslow Town Centre Masterplan which demonstrates the future vision to 2021 and development principles for the study area. It has been prepared on behalf of London Borough of Hounslow by BDP, with input from GL Hearn, Urban Flow and Regeneris. The masterplan provides a framework for the future of Hounslow town centre, based on a clear vision and comprehensive set of development principles. It also provides detailed guidance for individual spaces, streets and sites.

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The role of the masterplan is to:
- Develop and test principles for regenerating Hounslow town centre.
- Identify and develop principles for key development opportunity sites, spaces and streets.
- Guide developers seeking to develop sites within the study area with regard to the principles of location, type, form, access and design of development, and also the appropriate sustainability principles that should be employed.
- Provide an evidence base for planning policy and guidance on the principles for future developments in the study area.
- Provide guidance to London Borough of Hounslow on the delivery of the masterplan.
- Identify further studies and the steps that should follow the masterplan.

1.2 STUDY AREA
The masterplan study area covers Hounslow town centre, including the existing shopping area centred on the High Street (figure 1.1). The area includes the large central parcel of land containing the Blenheim Centre (Phase 1 site) and associated car park (Phase 2 site.) Directly adjacent to the Blenheim Centre, the Hounslow Manor School campus site is also included within the boundary.

To the north the study boundary runs along the rail line between the two London Underground stations; Hounslow Central and Hounslow East. Extending to the east the boundary takes in the bus garage and future Tesco site. To the south the boundary encloses the rear of properties off the High Street, including the old school building, before following the line of properties to the rear of Hanworth Road. To the west, the study area includes sections of and properties adjoining Staines Road and Bath Road.
1.3 MASTERPLAN PROCESS
Masterplanning is as much about the process as it is about the end result. The masterplan has evolved through an iterative process, assessing the key issues and opportunities, developing a vision, strategies and alternatives, and testing these with key stakeholders and representatives from the local communities. To ensure it is robust and deliverable the masterplanning process has involved the following pieces of work, each informing the proposals in this report:

- Urban design analysis (and an illustrative schematic) to show how the principles could be translated.
- Transport studies relating to buses, vehicles, highways and junctions, and parking to assess the feasibility and likely impact of masterplan principles.
- Viability testing to confirm the delivery potential of the development principles proposed (use, amount, layout).
- An economic strategy to inform the masterplan.
- A delivery strategy to inform the masterplan.
- A development appraisal study for the Blenheim Phase 2 site to inform and confirm deliverability of the development principles in the masterplan.
- A retail demand and impact study.

Following wider public consultation on the draft masterplan in February 2012 for 4 weeks, the masterplan has been revised in response to feedback received and in partnership with major town centre stakeholders.

1.4 RELATED STUDIES
A significant amount of work on the potential of Hounslow town centre has already been undertaken and published in existing studies. These studies provide evidence for the masterplan. They were reviewed and appraised during the baseline stage and have informed the objectives and principles of the masterplan.

- Vision for Hounslow 2030, Hounslow’s Local Strategic Partnership 2010.

1.5 PLANNING POLICY AND GUIDANCE
The masterplan is informed by, in accordance with and supplementary to regional and local planning policy and guidance. At the national and London levels this includes: National Planning Policy Framework (NPPF), London Plan (Adopted July 2011 and Early Minor Alterations June 2012), London Housing Design Guide.

At the local level, the masterplan responds to the findings of the Local Economic Assessment and saved policies in the Hounslow Unitary Development Plan (2007) which in particular includes Policy Imp 2.2 Regeneration of Hounslow Town Centre – a policy promoting the regeneration of the town centre, development that will provide a positive mix of uses and enhance the town centre as an accessible, safe and attractive place to be. It also includes Policy S1.1 Main Retail Areas, which seeks to maintain and enhance the main shopping areas, including town centres, throughout the Borough.

The masterplan is in accordance with the adopted development plan and the emerging Local Plan, which includes a leading objective to regenerate town centres and enhance them as the heart of the Borough’s communities, retaining more local spend in the economy and improving local service provision (Preferred Core Strategy).
Figure 1.3 - The town centre contains a large number of sites which are key opportunities for development over the masterplan period.
the context
2 THE CONTEXT

2.1 REVITALISING TOWN CENTRES

Town centres represent a hub and focal point for the community and social interaction. The importance of town centres is highlighted in the London Plan (2011), especially in outer areas, where it rightly asserts that town centres in outer London play a ‘vital role in the life and prosperity of the capital’ (p.48).

Town centres across the UK are however generally suffering decline due to a variety of factors, including the economy, rise of internet shopping, poor environmental quality and a lack of the experience and offer desired by potential visitors; Hounslow is no exception. Action is required to reverse this and reposition the town centre as the heart of the community. The current economic difficulties and recent social uprising seeing riots in many UK town and city centres places even greater emphasis on the need to revitalise town centres through truly social and community orientated approaches.

Research conducted by BDP for the BCSC revealed that the future holds diverse fortunes for shopping places – in a highly competitive and fluctuating market winners and losers will emerge (BDP / BCSC, 2004). The challenge for the masterplan is to ensure Hounslow emerges as a winner. Figure 2 summarises the components required to ensure this happens.

2.2 HOUNSLOW REGENERATION POTENTIAL

Hounslow town centre is well located in relation the Heathrow Airport and central London. It serves a large population catchment and therefore has a good amount of development potential.

The town centre contains many different land ownerships and opportunity sites. In recent years development interest in Hounslow has grown with pre-application inquiries, planning applications and consents granted on a number of sites. The town centre is now the subject of investment from public funding through the Outer London Fund and a major public realm scheme is underway to regenerate a large section of the High Street, and development interest is further increasing. While this development interest is clearly positive and encouraged by the Council, many of the emerging proposals have been coming forward in a relatively piecemeal nature without a clear vision or consideration of the relationship of individual sites to the immediate surroundings and wider town centre.

The lack of an overarching holistic vision to guide the development of individual sites in the town centre has been a major shortcoming of the planning process. The masterplan seeks to address this issue by establishing a comprehensive vision for the town centre, and key principles and strategies to deliver that vision. All future applications will be required to demonstrate how the proposals respond to and address the core principles set out in this report, and that all proposed development complies with and is not prejudicial to the overall vision, concepts and principles. 
2.5 HISTORIC EVOLUTION

Positioned on the Bath Road (where it forks to the Staines Road at the Bell Inn), Hounslow town centre was centred around Holy Trinity Priory founded in 1211. The Priory developed what had been a small village into a town with regular markets and other facilities for travellers heading to and from London.

Although the Priory was dissolved in 1539, the town remained an important staging post on the Bath Road.

Over time, the urban structure of Hounslow has evolved, with the addition of the tube line, residential development and growing numbers of services and facilities.

The High Street, while evolving from a through route to a part pedestrianised zone, has however consistently remained the spine of the town centre, holding together and connecting the communities to the north, south, east and west.

Figure 2.2 We have analysed the historic evolution of Hounslow town centre. The maps above show the town centre as it was in 1865, 1913, 1934 and 1963.
We have analysed the existing urban fabric to identify attributes that remain which have historic significance. Most notable of these perhaps is the historic alignment of the High Street which is a Roman road, and has historically been a thoroughfare. The significance of this route is in its alignment and accessibility, both of which should be recognised in the masterplan. It is important to note that the modern pedestrianised zone within the High Street provides excellent accessibility for people on foot and works successfully, and this should also be recognised by the masterplan.

Other important historic attributes are the buildings and spaces of heritage significance, such as the Trinity Church and its associated public space.

The High Street has historically been lined with an almost continuous frontage of buildings to either side, with intimate routes linking through the frontage to the places beyond. Along with the road alignment, this is an important attribute that should be recognised in the masterplan.

Figure 2.3 There are a number of townscape attributes in and around Hounslow town centre that have historic significance, including the Roman road alignment.
2.4 RETAIL NEEDS

There is a large evidence base underpinning the need for regeneration of the town centre and the need to improve the town centre’s retail performance and offer. In 2006 GVA undertook a detailed retail needs assessment of Hounslow, Ealing and Hammersmith and Fulham areas. This was updated in 2010. The GLA has also undertaken its own comprehensive health check of London centres (2009) and the Council’s own annual monitoring review (AMR) also reviews key performance indicators. In keeping with NPPF policy and to inform the preparation of the Council’s Local Development Framework (LDF), the Council commissioned Roger Tym to update its 2010 study. A 2013 update has been prepared by Roger Tym.

In addition to the above there are also a number of other databases and research reports looking at the health of UK high streets, the impact of the internet, multi channels and other special forms of trading (SFT). RTP has prepared an update of its 2010 report for LB Hounslow to take account of:

- Latest per capita expenditure data for comparison goods.
- Updated population projections.
- Latest forecast for SFT (special forms of trading).
- Updated sales density growth assumptions and benchmark sales densities.
- New retail commitments.

To ensure comparison with the 2010 work, RTP has forecast on the basis of the 2010 scenarios. The 2013 report notes that primarily because of higher levels of SFT, the quantitative forecasts for comparison goods are lower than in 2010. In summary the forecasts to 2021 for Hounslow town centre for comparison goods are:

- Scenario A – 9,600 sq m (gross).
- Scenario B – 8,800 sq m.
- Scenario C – 17,200 sq m.

Whilst the figures have reduced from the 2010 report, there remains substantial unmet identified quantitative need for comparison retail in Hounslow town centre. There is a major opportunity over the coming years to claw back trade previously lost from the town centre through regeneration.

2.5 POPULATION

As a borough Hounslow is experiencing significant levels of population growth, as evidenced by the recent figures showing that current population numbers dramatically exceed those previously forecast. In fact the latest published figures for 2011 exceed those predicted by some 20,000 showing a significant level of population growth.

It is vital that services and infrastructure are planned to meet the needs of this expanding population, and as a result the town centres in the Borough, including Hounslow town centre, must provide new facilities to meet the needs of their catchment populations both now and in the future to ensure that the communities are sustainable. Such facilities include shops, services, leisure facilities, homes and jobs, and the masterplan must plan for the growth and improvement of all these.
Since 2001 there has been a marked growth in the sections of the population aged between 25 and 49, with the most significant growth being in the categories of 25-29 and 30-34. The Hounslow Central ward, which covers a large part of the town centre study area, has a larger proportion of people aged between 20 and 29 than any other of the neighbouring wards.

With the growth in population expected to continue to 2021, and the ever increasing numbers of young professionals and young families, increased pressure will be placed on the town centre services over the masterplan period, and the masterplan must respond by providing for the future needs of the population in terms of services, amenities, jobs and homes.
2.6 COMMUNITY FACILITIES
As illustrated by the adjacent diagram at figure 2.7, the town centre contains a number of services and facilities for the local community, including places of worship, healthcare, schools and education, youth and community groups, and other services. While the quality of those services has not been fully audited, it is important that the masterplan adopts an assumption for retaining, reproviding and improving the access to community services and facilities. This will be an important principle to adopt in serving the population of the town centre that will increase due to the addition of new living accommodation, but is accentuated by the need to plan for the population of the borough that is forecast to continue growing to 2021.

2.7 LAND USE CHARACTER
Hounslow has the advantage of being a relatively well used town centre, with unique access to Heathrow Airport and central London and a vast existing catchment population. However, the lack of quality and diversity in the town centre offer and experience adversely affects perceptions of the town centre and therefore visitor spend.

The land uses in the town centre can be broadly characterised into a number of distinctive zones. The linear core of the town centre can be broadly seen as three parts. While there is some mixing of eating and drinking, the core High Street area is dominated by shopping. At the western end of the High Street there is a predominant character of office and commercial uses with elements of evening leisure, and local services to a lesser degree. To the eastern end of the High Street the character is dominated by local shops and services with a larger amount of community use. Beyond the High Street to north and south, and at the perimeters of the study area, there are large areas of residential character.
Figure 2.9 Existing land use character analysis
2.6 SCALE
There is variety in the existing scale and massing of buildings throughout the town centre, but prevailing scales can be identified which set an important context for future development; a context that must be respected in order that future development integrates with the existing built form and townscape. As illustrated by the zonal analysis on figure 2.9, this includes a prevailing scale of 3 storeys along the High Street. The western end of the town centre displays a more substantial scale of 4 storeys rising to 8 in a number of office buildings. The eastern end of the town centre is generally of lower scale of 1 to 2 storeys due to the nature of the community and local services uses. The residential areas are largely of 2 storeys.

A number of existing buildings display inappropriate scales which visually dominate the townscape in both local and wider views and overshadow existing residential properties. These buildings must not set a precedent for future developments and their scale should not be replicated.

2.7 TOWNSCAPE CHARACTER
The townscape in Hounslow town centre is currently difficult to navigate, particularly for pedestrians and those not travelling in a motor vehicle. In addition to the poor quality and visibility of signage, the primary reasons for this lack of clarity relate to the layout and nature of the built form. There are few direct views between arrival points and destinations, including for example between the tube stations and the High Street. There are also few landmarks or features in the buildings that provide visual indicators for the visitor to remind them of where they are.

Low quality edge environments exist throughout the town centre. These inactive, blank and ill-defined frontages and loose spaces exist along vehicle and pedestrian routes, and in some cases are the arrival points into the town centre. The condition of these edge locations presents a poor image of the town centre to visitors on arrival, and gives rise to an environment that feels unsafe.

The townscape strategy and principles in the masterplan seek to address these issues, providing a town centre that is easily navigated and understood. This will in turn secure high quality design and positive perceptions of Hounslow.
QUALITY OF EXISTING BUILDINGS AND FACADES ON THE HIGH STREET (NORTH SIDE)
QUALITY OF EXISTING BUILDINGS AND FACADES ON THE HIGH STREET (SOUTH SIDE)
2.8 PEDESTRIAN ENVIRONMENT

The current condition of the public realm is one of the major contributors to the poor appearance, perceptions and consumer experience of the town centre. The pedestrian experience in Hounslow is generally not befitting of a town centre its size. Yet there is a notably high pedestrian footfall and an obvious desire to dwell in the High Street, particularly during the day.

The landscape design is outdated and the mixture of materials, treatments, colours and styles results in a public realm that lacks quality, consistency, clarity and identity. This is compounded by the poor quality street furniture and barriers resulting from historic public realm and highway engineering solutions. There are however positive elements, including the mature tree line running along the High Street, reinforcing its linear arrangement and providing a key contribution to the visual character. The contribution to the townscape by these trees is however affected by the amount of clutter, detracting from their quality.

While sections of the High Street in Hounslow are pedestrianised and have generous widths, including the western section, there is very little good quality and well defined space for social interaction especially given the scale of the town centre. Spaces that do exist, including the space to the west outside Bell Pub and fronting the Trinity Church, are poorly designed and unwelcoming.

The High Street Renewal project currently underway and programmed to be under construction in 2014 will make big steps towards uplifting the public realm in the western section of the High Street and further funding is being sought for improvements to the central section. The combination of this investment will address many of the problems and deficiencies apparent in the High Street today.

Pedestrian movement into and through the town centre is currently restricted by the lack of good quality connections. The dominance of buses in the central High Street section is a fundamental town centre issue. Buses meander along this route due to the carriageway alignment, with the tight pedestrian footways and barriers and signalisation impeding pedestrian flows. Options for addressing this issue have been considered, including redesigning the street, shared surfacing and pedestrianisation, and our recommendation is presented later in this report.

The High Street already has a relatively high pedestrian footfall when compared to other similar centres. As shown by figure 2.12, pedestrian flows are generally highest along desire lines running between the Blenheim Centre / car parks and the High Street, between the Treaty Centre and central cluster of anchors in the eastern section of the High Street, and between the High Street and train/tube stations, highlighting the importance of retaining and announcing these key attractors.
Figure 2.13 Analysis of existing pedestrian flows and movement around the town centre, graded by the numbers of people (or ‘footfall’) using each route.
2.9 TRANSPORT AND HIGHWAYS

The town centre is generally well served by public transport from the presence of three rail / tube stations. While these are in relatively close proximity however, the layout of the urban grain and quality of routes is such that these stations feel more distant. The masterplan therefore includes a strategy to improve rail access.

The town centre is also well served by bus routes connecting to the residential hinterland and neighbouring centres. There are however a number of issues with the services and distribution. High Street services currently only serve destinations to the south west, meaning pedestrians needing to travel in other directions are poorly served from within the High Street. While the western end and other parts of the town centre serve other destinations the cluttered and poorly lit streets make this a less attractive prospect.

The dispersal of bus stops for shoppers and visitors is also confusing, with bus stopping points being less legible to passengers where routings from east to west differ from those travelling west to east. The high level of bus movements along Hanworth Road also contributes to congestion. The masterplan therefore includes a concept for rationalising and improving the locations of bus stops, and for providing better access to buses in the heart of the town centre.

Traffic generally flows smoothly through the town centre. An important objective is therefore to deliver a strategy that balances the need to maintain good vehicle flows and provide good access, while encouraging sustainable travel patterns by minimising private car use. As illustrated by the diagram at figure 2.13, vehicle movements terminating at the town centre from the west, south and east largely arrive at the Treaty Centre car park, highlighting the importance of its role in the town centre network. Vehicles arriving from the north, and to a lesser degree the east, tend to terminate at the surface car parks to the south of the Blenheim Centre highlighting the continued importance of these as town centre destinations.

The junctions on the town centre highways network perform to varying degrees, subject to the location on the network in relation to the dominant directions of travel and destination desirability. As illustrated by figure 2.14 the majority of junctions perform well or are satisfactory, but there are a number which are problematic due to the layout and signalling. There are a range of issues with the carriageways which generally suffer congestion due to the layout and width. There are also several areas where the narrow footways and street clutter result in pedestrian pinch points.

The masterplan has considered the impact on those junctions in assessing the appropriate nature of land uses and quantum of future development, and recommends a strategy for the treatment of the junctions when considering the need to balance smoothing vehicle flows and supporting future development against the need to improve the pedestrian environment where possible.
Figure 2.15 Existing junction and highways analysis
2.10 CAR PARKING

The baseline car parking analysis identified an oversupply of car parking in the town centre with varying occupancy and charge rates. There is therefore the potential to consolidate car parking, releasing land for development to improve land uses and the town centre offer, and to better provide for need.

Existing car park locations are shown on figure 2.15, along with an indication of their role, quality and usage levels. As illustrated by the diagram the car parks play a variety of roles in the town centre network, with a cluster of centrally located car parks serving the town centre retail, car parks serving the edge of town areas to the west and east, and a number of short stay car parks.

The quality of parking provision is generally good in the central and western parts of the town centre, but those located to the east tend to be of lower quality in terms of the environment, accessibility and experience.

There is a clear pattern in terms of usage with the best quality car parks in the central area being the best used, despite perhaps being subject to the longer vehicle travel distances. The car parks in the west are relatively well used, but do have spare capacity perhaps demonstrating a desire for visitors to arrive into the most central locations to avoid increased walking distances. Those in the eastern end of the town centre suffer from low levels of usage, despite being in a location which experiences high levels of traffic flows. This indicates that the car parks are not capturing vehicles or are perceived as being too distant from the High Street.
3 the vision
3 THE VISION

‘A diverse cosmopolitan town centre community’

By 2021 Hounslow will have become a diverse cosmopolitan town centre community, that is active during day and night time, offering an exciting cultural experience that is unique to West London. The town will be bustling and fun, with a wide variety of activities and entertainment for families and youngsters, rich with places to work and living streets.

Hounslow will become one of London’s most distinctive and celebrated town centres. Its character will be cosmopolitan, yet rooted in the local identity of an ethnically diverse and community focussed population. The High Street will be the spine of the community; it will be a friendly meeting and events space with services and facilities that support the needs of its residents, while attracting visitors wanting to experience the community atmosphere.

The town centre will have become an attractive place for those living, working and visiting the town centre. It will provide good quality cultural and educational facilities with a rounded offer that places Hounslow on a par with all of London’s other Metropolitan Centres. Businesses will be attracted by the bustling environment, service offer, and the proximity to London and Heathrow, and there will be strong focus on providing the conditions for young and independent enterprises to grow.

The quality of the public realm and environment within the town centre will play a key role in changing perceptions of Hounslow, announcing the alternative and independent character of the area. All new developments will be of the highest quality to make sure Hounslow is an attractive place to live, work, visit and invest in.
3.1 POSITIONING HOUNSLOW
An appropriate nature and degree of well managed change is needed in Hounslow town centre to ensure development and land uses are sustainable.

A VIBRANT LOCAL CENTRE
Firstly, the offer in Hounslow should be strengthened to better serve the needs and desires of the local population. The chart opposite shows the components that will be required to lift Hounslow town centre into a strong local service centre, including new commercial space for local businesses, local shops and improved public realm.

A COMPETITIVE METROPOLITAN CENTRE
In the longer term change will be directed towards Hounslow becoming a stronger Metropolitan centre. To do this a substantial improvement will be required (see figure 4.3) in comparison retail, cultural facilities and evening activities providing a more diverse offer for local people and an attractive destination prospect for visitors. With these components in place, Hounslow will compete with other Metropolitan centres in London.

All proposals for development in the future must contribute to each of these components to strengthen Hounslow’s role as a local and Metropolitan Centre.
3.2 OBJECTIVES
The following overarching objectives must be achieved to deliver the vision for Hounslow town centre.

OBJECTIVE 1 - EXPERIENCE AND OFFER
Hounslow must become a town centre with a rich and diverse experience and offer that meets the needs and aspirations of the local population while attracting visitors. To do so, the following must be promoted:

• The redevelopment of opportunity sites with a diverse mixture of land uses which support the diversification of the town centre economy.
• Establishing three distinct character areas, each of which has a specific function, that blend to form a cohesive town centre.
• Enhancing the quality of the existing retail offer by creating of a strong triangle of anchors, new retail streets and uplifting the High Street public realm.
• Increasing the choice of services for local residents, including leisure and evening activities.
• Providing cultural and community activities within the town centre within existing buildings and by creating new public squares for events.
• Diversifying the town centre economy by creating flexible commercial spaces that will encourage business growth and support local enterprise.

OBJECTIVE 2 - QUALITY AND IDENTITY
Improving the quality of the environment within the town centre will help to promote Hounslow as a welcoming and attractive place to live, work, visit and invest in. Ensuring all developments are of the highest quality in terms of appearance, layout, land use, function and sustainability will assist in changing perceptions of Hounslow, increasing the number of visitors to the town centre, and making Hounslow an attractive place for business to locate and invest.

• Retain the High Street’s pedestrian friendly height and scale but increase the range of place experience i.e. add to and improve the quality and interest of linking routes, whilst providing space of differing character for activities and the footfall desire lines which will make them successful.
• Outline principles for scale and massing which will ensure the creation of a sensitive high quality place.
• Upgrade and redesign the existing public realm to improve the overall appearance of the town centre, and to create a series of new social spaces at the heart of the town centre.
• Encourage the maintenance and refurbishment of existing buildings and spaces.

OBJECTIVE 3 - ACCESS, ARRIVAL AND WAY FINDING
There is a need to build on the good level of public transport accessibility into Hounslow by improving the experience of visitors as they arrive and navigate their way through the town centre. This will be achieved by:

• Building on existing public transport connections to improve visitor access to the bus, Underground and rail network by enhancing routes to the existing stations and stops.
• Improving cycle access throughout the town centre.
• Creating a more easily navigable environment within the town centre by restructuring the townscape to emphasise key buildings and frontages, and through the provision of high quality signage.
the masterplan
4 THE MASTERPLAN

A masterplan for Hounslow town centre has been produced showing how it will develop to 2021. The masterplan will guide future development and investment in the town centre as a means of delivering the vision and objectives set out in the previous section.

The masterplan comprises an overarching development strategy (shown in figure 4.1), a town centre concept, and the following strategies set out in this section:

- Land uses;
- Retail and pedestrian movement;
- Public spaces;
- Townscape;
- Urban structuring;

The masterplan also comprises site specific development principles, and the following supporting strategies, which are set out in the next sections of the report:

- Public realm treatment;
- Bus movement;
- Cycle movement;
- Private vehicle movement;
- Car parking;
- Servicing.

Figure 4.1 The masterplan for Hounslow town centre consists of an overarching development strategy (illustrated above), a series of concepts and strategies, and individual development principles for each site.
4.1 TOWN CENTRE CONCEPT

The town centre concept for Hounslow town centre (illustrated on fig 4.2) is to:

- **AN ACTIVE TOWN** - Diversify the land uses in the town centre so that there is choice and activity during the day and night time, and to better provide for the economy and communities.

- **NEIGHBOURHOODS** - Establish three distinctive character areas - Lampton, High Street and Kingsley. Each area will have a common land use and visual identity.

- **CONNECT STATIONS** - Reinforce and improve links to the existing tube and rail stations, with active street frontages announcing arrival and drawing visitors into the town centre.

- **HIGH STREET SPINE** - Reinforce the High Street as the central spine of the town centre by maintaining its accessibility as a primary movement route, uplifting the design and functional quality, unifying its appearance and creating clear sight and pedestrian desire lines.

- **TRIANGLE OF ANCHORS** - Tighten and intensify the retail core by establishing a triangle of strong linkages between the three key anchors via the reinforced High Street spine.

- **GATEWAY SPACES** - Create town squares that provide active and high quality social spaces.

- **SEQUENCE OF SPACES** - Connect the town centre via a series of high quality public spaces and permeable routes.

**NEIGHBOURHOODS**

A core aspect of the design concept for Hounslow town centre is to establish three clearly defined identity areas, or neighbourhoods, each with its own character and function, but that together form a complete town centre.

Successful town centres require a diverse range of activities and experiences to provide an attractive offer. In a town centre that is as large as Hounslow it is beneficial for the town to be structured by a series of neighbourhoods, helping to create a clustering of land uses, ensuring activities are complementary and creating a critical mass of activity. Well defined neighbourhoods help to create a sense of place, attracting people into the area, assisting with way finding and the experience of a town centre by creating recognisable, memorable places. Without defined neighbourhoods there is a danger of weak, unrecognisable areas and a confused urban realm. It is vital however that the neighbourhoods are highly connected and accessible so that they operate as a whole.

The definition of neighbourhoods helps to define the role and function of sub-areas and guide subsequent design decisions on matters such as built form, scale, density, materials, building typology and public realm character. The creation of places with their own identity also provides a strong ‘hook’ for future place branding and marketing of Hounslow town centre.
Figure 4.2 Hounslow town centre urban design concept
Cities and large town centres that feature neighbourhoods provide a unique sense of place and a memorable shopping experience which attracts visitors. Notable examples of these include Southampton, Brighton, Folkestone, Birmingham, Sheffield, Leicester, Oldham, Liverpool, Stoke-on-Trent, Doncaster, Boston, Colchester, Leamington Spa, Wolverhampton, Bedford, Bury and Warrington.

Neighbourhoods in Hounslow have been defined in response to the current role and activities of areas in the town centre to reinforce what already exists, rather than enforcing an unnatural role. In this way future developments will enhance the current attributes of the town centre, with an identity for Hounslow evolving organically rather than being enforced. This approach is consistent with the visioning work undertaken in 2009.

LAMPTON NEIGHBOURHOOD
The western end of the town centre is largely commercial in nature, with offices and hotels being the dominant land uses. Building on this, the Lampton Neighbourhood will become a commercial-led mixed use zone. It will have a strong civic and leisure role anchored by the new public events space, and evening economy uses, including eating and drinking, to complement the family oriented High Street offer.

New flexible commercial floorspace will be provided in a richly mixed environment with residential units and civic uses in moderate scaled blocks surrounded by attractive and accessible public realm. This area will be highly connected to the High Street by a gateway public space and clear pedestrian flows.

HIGH STREET NEIGHBOURHOOD
Building on the existing activity of the High Street, Treaty and Blenheim Centres, the High Street Neighbourhood will become the retail and entertainment heart of the town centre.

KINGSLEY NEIGHBOURHOOD
The Kingsley Neighbourhood in the eastern part of the town centre will be a local services and living hub, with independent convenience shops, amenities, community and education facilities, streets and spaces for all residents’ needs.

For development principles relating to each of these quarters, see the strategies and design guidance for each of the opportunity sites on the following pages.
Figure 4.3 Hounslow town centre neighbourhoods

- Lampton Neighbourhood
- Kingsley Neighbourhood
- High Street Neighbourhood

PROPOSED TOWN CENTRE QUARTERS
Views and sight lines are important in guiding pedestrian movement between the retail anchors and throughout the town centre. Wide splaying views are not necessary; this can be achieved through intimate views and alluding to the activity beyond through form.

5. Encourage movement by providing strong sight lines between the High Street anchors, accentuating key corners and the termination of views with visual markers.

6. Prioritise pedestrians in the central section of the High Street by realigning the carriageway, widening footways and removing barriers and signals.

7. Improve existing connections to the town centre from the train and rail stations by enhancing arrival, decluttering and providing better way finding.

8. Improve links across Hanworth Road between the High Street and residential area to the south.

9. Revise the carriageway on the Staines Road to give more space to pedestrians and provide safer crossing.

More detailed principles for specific streets and spaces are provided later in this section and in the next section of the report.
Figure 4.4 Future retail and pedestrian movement principles
4.3 LAND USE CONCEPT

LAMPTON NEIGHBOURHOOD
The land use principles for the Lampton Neighbourhood include:
1. Focus leisure (evening economy) uses around and providing active frontage to the West Square with living accommodation above (refer to section 5 for further details relating to West Square).
2. Mixed use development on sites south of Staines Road to provide flexible commercial floorspace and living accommodation above. Developments should provide a range of small and medium sized commercial units.
3. A new civic offer on the Bath Road car park.
4. Upgrade and remodel existing office blocks to provide improved accommodation to meet modern needs, and a more attractive environment for inward investment.
5. Protect and reprovide employment floorspace within mixed use development on the Central House site.
6. Residential led mixed use development on the Lampton Road site, subject to the relocation or reprovision of the existing community use.
7. All residential developments to include a range of residential types, sizes and tenures, having regard in particular to the need for affordable and accessible housing.

HIGH STREET NEIGHBOURHOOD
The land use principles for the High Street Neighbourhood include:
8. Upgrade and remodel existing buildings and units in the High Street area, allowing for adaptation of existing units (combination and sub-division).
9. Mixed use development on the surface car parks to the south of the Blenheim Centre that includes new comparison retail floorspace, leisure, entertainment, food and beverage and residential uses.
11. Protection and promotion of community uses throughout the town centre in existing and new developments.
12. All residential development should include a range of residential types, sizes and tenures, having regard in particular to the need for affordable and accessible housing.

KINGSLEY NEIGHBOURHOOD
The land use principles for the Kingsley Neighbourhood include:
13. Redevelopment or refurbishment of Hounslow Manor School to provide a high quality modern education facility with community uses.
14. Residential-led mixed use development on the site to the north of London Road with a strong retail and leisure component. Residential units should be of a mix of size and tenure, and retail units should be appropriately sized for the local and independent occupants. Large retail units are not appropriate in this location where they would draw the focus away from the High Street offer.
15. Flexible units for local retail and services (flexible A class units A1 - A3) should be provided along the High Street. Development should be mixed use with residential units.
16. All residential development should include a range of residential types, sizes and tenures, having regard in particular to the need for affordable and accessible housing.
17. Planning consent has been granted for a convenience led retail development at the easternmost end of the town centre, adjacent to the bus garage. If this development does not go ahead a development brief should be produced for the wider allocated site demonstrating the appropriate use and layout.
**FUTURE TOWN CENTRE LAND USES**

Figure 4.5 Future land uses in 2021

- Mixed Retail/Leisure/Entertainment/Residential
- Convenience Retail
- Residential (within mixed use development)
- Mixed Employment/Residential
- Mixed Local Retail/Residential
- Community Facilities
- Civic Facilities
- Mixed Retail/Office/Residential
- Mixed Leisure/Residential
- High Street Upgrade
- Potential High Street Restructuring
- Existing Office Upgrade
- Existing A3/A4 Upgrade
- Education Facilities
- Potential School Expansion/Residential
- Bus Station
- Retention or Reprovision of Community Facility

To Hounslow Mainline train station

HOUNSLOW TOWN CENTRE MASTERPLAN
4.4 SEQUENCE OF PUBLIC SPACES

Providing space for social interaction is a vital component of sustainable places, and has been identified by the Council as a primary objective in their Local Economic Assessment. Good quality public spaces provide places for the community to interact both directly and passively, thereby reinforcing or increasing the sense of community and belonging to a place, and also increasing civic pride. The quality and function of public spaces also has a direct impact on the vitality of shopping areas by encouraging people to come to and spend time in different parts of the town centre.

The creation and improvement of social spaces in Hounslow has therefore been identified as a primary opportunity. The strategy for creating social spaces is illustrated in figure 4.5. The strategy and implementation of the principles will make a substantial contribution towards Hounslow becoming both a more vibrant local centre and a stronger Metropolitan centre.

The spatial concept for the masterplan is based on the following:

- **SPATIAL QUALITY**: Improve the quality of existing spaces, in terms of layout, edge definition, frontages, use and appearance. A fundamental principle will also be reducing the impact and dominance of vehicles in these spaces.

- **SPATIAL QUANTITY**: Increase the amount of new open space, particularly where related to new development, to ensure a permeable, human scale and active environment that is attractive and welcoming for visitors and that provides good quality amenity space for residents.

- **USABLE SPACES**: Establish a series of spaces which are designed to accommodate different functions, including formal and informal gathering places for events and markets, spaces for sitting, resting, relaxing and play, and zones of transition that are pleasant to walk through.

- **A NETWORK OF SPACES**: Create a sequence of public social spaces throughout the town centre, each with a distinctive role and function, that ‘knit’ the town centre together and provide a different experience in key locations.

The social spaces principles in the masterplan are as follows:

1. **HIGH STREET**: Treat the High Street as one linear public space, prioritising pedestrian flows and minimising vehicle access.

2. **HIGH STREET**: Uplift the High Street as one unified and high quality public realm feature through consistent materials, a coordinated strategy for tree retention and flows.

3. **GATEWAYS**: Create new public social squares at the east and western ends of the High Street to provide the sense of arrival currently lacking in the town centre.

4. **UPGRADE**: Upgrade and redesign existing spaces to enhance their quality and function.

5. **PRIVATE AMENITY SPACES**: Provide high quality private external spaces within new developments.

More detailed principles for specific streets and spaces are provided later in this section and in the next section of the report.
Figure 4.6 Social space principles
4.5 TOWNSCAPE CONCEPT

The townscape concept seeks to provide a town centre that is easily navigated and understood. This will in turn secure high quality design and positive perceptions of Hounslow. The townscape concept for the masterplan is based on the following:

- PROVIDING LANDMARKS: Retaining and protecting existing landmarks, and establishing new ones in specific locations, to assist with legibility and way finding.

- SIGHT LINES: Identifying important sight lines that should be protected and promoted in developments, particularly between key arrival points such as the train stations and the town centre, and between the key anchors of the Treaty Centre, Blenheim Centre and High Street east group.

- TREATMENT OF FRONTAGES: Identifying particularly important building frontages, facades and corners that should be treated to aid legibility and way finding, through curvature, detailing and articulation.

The masterplan townscape principles are below.

1. Retain the existing buildings at Bell corner that serve as landmarks and will continue to give identity to the public space.

2. Provide a new landmark building at the corner of Bath Road / Lampton Road (on the Bath Road car park opportunity site) to aid legibility and movement between Hounslow Central station and the town centre.

3. Protect the vista from Hounslow Central station to the Bell Pub.

4. Provide landmarks in the new development on the opportunity sites to the south of Staines Road to terminate the vista and encourage pedestrian movement to and from the High Street.

5. Provide visual landmarks through the addition of public art or nodes of interest at intervals along the High Street.

6. Provide a visual landmark on the corner of new development on the Bell Road opportunity site to improve legibility between the Hounslow Mainline station and the town centre.

7. Provide visual markers within the High Street Quarter opportunity site to encourage pedestrian movement between the Blenheim Centre and the High Street.

8. If possible, retain the historic element of the Post Office building as a focal point for the new public space within the High Street Quarter opportunity site.

9. The frontage of the new pedestrian street within the High Street Quarter opportunity site should allow direct views to the curved frontage of the Blenheim Centre from the High Street.

10. Provide an individual and elegant taller building element within the zones indicated on the new frontages of the opportunity sites to the north and south of the High Street (east) to terminate vistas and aid legibility.

11. Protect the vista from Hounslow East tube station to the bus garage building.

12. Allow for the redevelopment and upgrade of buildings on the High Street where there are opportunities to improve the townscape.
Figure 4.7 Townscape principles

To Hounslow Mainline train station

STATIONS
EXISTING LANDMARKS
PROPOSED VISUAL LANDMARKS
IMPORTANT LONG VIEWS
IMPORTANT SHORT VIEWS
POTENTIAL REDEVELOPMENT
SHOPFRONT UPGRADE
BUILDING OF HERITAGE SIGNIFICANCE
4.6 URBAN STRUCTURING CONCEPT

The urban structuring strategy for the masterplan is based on the following:

- **ACTIVATE**: All new developments should have active frontages to streets and pedestrian routes.
- **DEFINE**: Routes and spaces should be well defined by strong and consistent building lines.
- **RESTRUCTURE**: Where possible existing edges should be restructured to activate and define the frontages to routes and spaces.
- **SCREEN**: The backs and service yards for existing buildings should be screened with appropriately designed and high quality boundary treatments.

The masterplan principles for edge environments are below.

1. Remodelling of the boundary treatment surrounding Yates’s wine bar to improve the relationship between the building and the adjacent street. This will also reduce barriers to pedestrian movement.
2. Active ground floor frontage and visual screening around the Bell Road site. Introduction of tree lines and ground level planting to soften the street scene on Bell Road.
3. Restructuring the edges of Church Square. Ideally the square would have active uses on the east and west sides. Potential construction of small inward facing kiosks that require limited back office/ancillary space to activate the square.
4. Multiple land ownership and varying available spaces on Hanworth Road make it difficult to adopt an approach that would see the length of the street redeveloped with active uses. A more minimal approach that sees planting and greening of the wall surfaces and boundary treatments, which screening/hoarding installed to fill the gaps and create a more continuous edge that will help add definition to the north side of the street and reduce the windswept effect the street scene suffers from.
5. Sides of the existing service yards along roads linking to the High Street should be screened. There is the potential to use public art and cleansing to improve the appearance and perception of the spaces.
6. Active pedestrian linkages between the High Street and new development on the High Street Quarter site.
7. The masterplan includes an aspiration to work with the existing owners to achieve restructuring of the west side of Alexandra Road in the longer term. The space would benefit from a stronger, more defined edge that aids continuity and helps reinforce the space. The new blocks would house commercial uses at ground floor helping to complement the uses proposed for the Blenheim phase 2 site, with residential above to add height for enclosure. The inclusion of commercial uses would also aid in creating a more seamless bridge between the high street and the Blenheim site, reinforcing the retail loop.
8. The condition of existing servicing areas to the rear of the High Street is poor. Improve rear service yards with continuous and coherent visual screening to help unify the street and reduce the impact of the untidy rear service yards of the high street units. The combined use of planting, public art and hoarding will add interest whilst masking the service yards.
9. As well as providing an active frontage along London Road, any new development on the Hounslow House site should also provide an active frontage and a decent sized set back onto the proposed residential units.
Figure 4.8 Urban structuring principles

To Hounslow Mainline train station

- NEW ACTIVE FRONTAGE
- VISUAL SCREENING/BOUNDARY TREATMENT
- FUTURE RESTRUCTURING WITH ACTIVE FRONTAGE
- INDICATIVE LINK/SPACE WITH ACTIVE FRONTAGE
OBJECTIVE - A high quality and vibrant area within the heart of the town centre providing a place to shop, be entertained and live that is seamlessly integrated with the High Street.

CORE DESIGN PRINCIPLES

1. DESIGN QUALITY - Deliver exceptional design quality in the architecture and public realm to create an identity and acknowledge the important role of this site in the town centre.

2. INTEGRATION - Integrate new development sensitively with the surroundings to protect residential amenity and maintain the focus of activity on the High Street.

3. PEDESTRIAN PRIORITY - Prioritise people in the design of the built form and environment.

DEVELOPMENT PRINCIPLES - USES

4. MIXED USE ENVIRONMENT - With activity and vibrancy at all times of day.

5. RETAIL FLOORSPACE - At least 10,000 square metres of additional comparison retail floorspace.

6. FLEXIBLE SPACES - A mixture of unit sizes that meet current retailer requirements in terms of size and configuration, but with flexibility to respond to changing format requirements. For example, consideration should be given to the rise of the ‘click and collect’ model.

7. LEISURE - Approximately 4,000 square metres of A3 floorspace to accommodate a mixture of restaurants and cafes.

8. ENTERTAINMENT - Approximately 4,000 square metres of leisure floorspace which could accommodate a multi-screen cinema.

9. RESIDENTIAL - Provision of high quality town centre living accommodation.

DEVELOPMENT PRINCIPLES - SCALE AND FORM

10. SCALE - The scale parameters allow for development of between 4 and 12 storeys where appropriate. The scale of development must respond to the surrounding context of the lower rise predominantly 2 storey residential to the west and the 3 storey High Street. There is however potential for greater height towards the north and eastern boundaries as well as within the centre of the site creating variety across the overall scheme and providing visual markers.

11. FRONTAGES SET BACK - Frontages to streets and spaces should step back at upper levels to reduce the massing.

12. STREET TO BUILDING RATIOS - Street widths should be generous to balance the massing of buildings and create a human scale, welcoming environment and ensure spaces are well lit and attractive.

13. VISUAL MARKERS - Taller elements to ensure the site is visible from the High Street and stations, and to guide pedestrian movement through the site.

14. ACTIVE FRONTAGES - Active frontages to be provided throughout the site and at all edges.

15. RESTRUCTURING - Potential restructuring of the High Street frontage, including the removal of units where necessary to create high quality connections.

16. FORMER POST OFFICE - The frontage of the former Post Office should be retained, refurbished and integrated into the development if possible.

DEVELOPMENT PRINCIPLES - PUBLIC REALM

17. UNIFIED TREATMENT - Public realm treatment should be consistent with the High Street so that new development integrates with the existing.

18. PUBLIC AMENITY SPACE - Provision of a well proportioned public amenity space.
19. ALEXANDRA ROAD - Soften the edges of the site with tree planting to improve the pedestrian environment.

20. PRINCE REGENT ROAD - Create a more pedestrian friendly environment to improve safety when crossing.

DEVELOPMENT PRINCIPLES - MOVEMENT

21. PARKING - Reprovision of 100 residential car parking spaces within the scheme.

22. SEPARATION OF FLOWS - Vehicle access should be provided from the east and west to separate the flows, with buses and service vehicles only in front of the Blenheim Centre.

23. PERMEABILITY - Pedestrian routes should be created to maximise permeability throughout the site.

24. DIRECT CONNECTIONS - Pedestrian access and visibility should be maintained from the High Street to the Blenheim Centre frontage.

25. MULTIPLE POINTS OF ACCESS - Pedestrian access should be provided to the High Street with at least two connections between the site and the eastern and western High Street anchors.

KEY CONSTRAINTS

- MULTIPLE LAND OWNERSHIPS - Site assembly, particularly in relation to existing terrace of housing on Holloway Street.
- VISIBILITY - Maintain a direct visual connection between the High Street and Blenheim Centre frontage.
- SERVICE ACCESS - Maintain service access to the rear of High Street properties and Royal Mail site to the east.
- RESIDENTIAL AMENITY - Minimise the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.
- AVOID PREJUDICING FUTURE DEVELOPMENT - Including adjacent sites at Matisse Road and Red Lion Court.
- ARCHAEOLOGICAL PRIORITY AREA

Figure 4.11 to 4.14 Potential structuring alternatives for the High Street Quarter site
OBJECTIVE - A new high quality living and commercial environment with private amenity space.

DEVELOPMENT PRINCIPLES

1. RESIDENTIAL - Provision of town centre living accommodation (use class C3) with approximately 130 residential units and associated private open space.

2. COMMERCIAL - Potential for the provision of commercial uses particularly if the site is developed in conjunction with the Blenheim Phase 2 site.

3. ACTIVE FRONTAGES - Active frontages to be provided at all edges.

4. SCALE - Development should be sensitively scaled with variation between 4 and 6 storeys to respect the context and amenity of neighbouring residential properties to the north and east and to provide interest in the townscape.

5. FRONTAGE ALIGNMENT - The building line to Prince Regent Road should respect that of the existing and future adjoining buildings.

6. VEHICLE ACCESS - Vehicle access should be provided from the north and south, determined through additional transport studies which account for the cumulative effect of traffic generation and flows from nearby developments and the impact on the amenity of neighbouring residents.

7. AMENITY SPACE - Good quality internal private amenity space should be provided which are not overshadowed and receive sufficient sunlight and daylight.

8. ARCHITECTURAL STYLE - Contemporary design that references and translates the more traditional styles and forms of local residential neighbourhoods.

9. FORMER POST OFFICE - The former Post Office building which crosses with the High Street Quarter site is a potential opportunity for refurbishment and incorporation into a scheme if feasible.

KEY CONSTRAINTS

- COMMUNITY SERVICE - Importance of the Royal Mail operations as a community service and employer, which must be reprovided or relocated within close proximity where necessary before redevelopment can take place.

- SERVICE ACCESS - Maintain service access to the rear of High Street properties.

- RESIDENTIAL AMENITY - Minimise the impact of development on neighbouring residential properties (to the east and in future development on the BP2 site) through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

- ARCHAEOLOGICAL PRIORITY AREA
OBJECTIVE - Transform the Treaty Centre into a vibrant comparison retail centre which is highly connected with the High Street and continues to be a strong retail anchor in the town centre.

DEVELOPMENT PRINCIPLES

1. ANCHOR - Protection of the Treaty Centre as an important town centre destination and anchor.

2. RECONFIGURATION - Potential reconfiguration of the internal spaces to create units that meet modern retailer requirements, to provide additional A3 floorspace for eating and drinking, and to provide up to 4,000 square metres of additional A1 comparison retail floorspace.

3. PEDESTRIAN ROUTES AND ENTRANCES - The existing pedestrian circuit should be maintained but the relocation of entrances would be supported where this would improve connectivity with the High Street.

4. ACTIVE FRONTAGES - Active frontages should be provided onto the High Street.

5. RESTRUCTURING - Potential restructuring of the High Street frontage, including the removal of units where necessary to create high quality connections.

6. JUNCTION UPGRADES - Improvements to the neighbouring junctions to improve vehicular and pedestrian access to the Treaty Centre, and encourage use of the car park as a key point of arrival to the town centre.

7. SCREENING - The existing service yard should be screened to improve the external environment.

8. LIGHTING - External lighting should be improved and high quality decorative lighting will be supported where it fits within the overall vision for the town centre.

9. COMMUNITY FACILITIES - Retention and enhancement of existing community facilities within the centre.

KEY CONSTRAINTS

- FLEXIBILITY - Flexibility of the existing structure and floorplates for expansion and change.
- MULTIPLE LAND OWNERSHIPS - Units on the High Street are in a number of different ownerships.
- COMMUNITY FACILITY - Retention and enhancement of the existing community facilities within the centre is an important principle.

**For principles for Opportunity Site 4 (High Street Public Realm), refer to section 5.**
OPPORTUNITY SITE 5 (RED LION COURT) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A high quality and vibrant area within the heart of the town centre providing a place to shop, be entertained and live that is seamlessly integrated with the High Street.

DEVELOPMENT PRINCIPLES

1. MIXED USE - Retention or reprovision of commercial uses (B1) with town centre living accommodation (C3) above.

2. SCALE - Development should be between 2 and 5 storeys to integrate sensitively into the context of low rise residential buildings to the north while providing a scale transition between development on the High Street Quarter opportunity site.

3. ACTIVE FRONTAGES - Active frontage to be provided along Alexandra Road to create a well defined residential street, improve the feeling of safety and encourage pedestrian movement along this route.

4. CONNECTION - Potential to create a new pedestrian connection through the site to improve access to the Blenheim Phase 2 site.

KEY CONSTRAINTS

• COMMUNITY FACILITY - The existing community facility should be protected or reprovided within the town centre.

• SERVICE ACCESS - Maintaining service access to the rear of High Street properties.

• RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

Figure 4.19 (top right) - Opportunity site location and extent
Figure 4.20 (right) - Illustration of the site development principles
OBJECTIVE - New high quality town centre living accommodation.

DEVELOPMENT PRINCIPLES

1. RESIDENTIAL - Provision of town centre living accommodation (use class C3).

2. SCALE - Development should be between 2 and 3 storeys to integrate sensitively into the context of low rise residential and community buildings.

3. ACTIVE FRONTAGES - Active frontage to be provided along Montague Road to improve the feeling of safety and encourage pedestrian movement along this route.

KEY CONSTRAINTS

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

- TOWNSCAPE IMPACT - Respecting the context of community buildings to the south which have a positive townscape contribution.

Figure 4.21 (top right) - Opportunity site location and extent

Figure 4.22 (right) - Illustration of the site development principles
OPPORTUNITY SITE 7 (TRINITY CHURCH) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A high quality shared community facility.

DEVELOPMENT PRINCIPLES

1. IMPROVEMENT OF COMMUNITY FACILITY - Redevelopment of the existing church building for shared community facilities.

2. PROTECTION OF COMMUNITY FACILITY - Retention and reprovision of an existing community facility.

3. ACTIVE FRONTAGE - Active ground floor facade along Montague Road and overlooking public square.

4. VISUAL LANDMARK - New building to provide a visual landmark in the form of a tall element.

5. ENCLOSURE - The building should provide sufficient levels of enclosure to the public space.

Figure 4.23 (top right) - Opportunity site location and extent
Figure 4.24 (right) - Illustration of the site development principles
OPPORTUNITY SITE 8 (1 LAMPTON ROAD) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A high quality mixed use development acting as a visual marker for the western gateway of the Town Centre

DEVELOPMENT PRINCIPLES

1. MIXED USE ENVIRONMENT - With activity and vibrancy at all times of day.

2. EMPLOYMENT - Reprovision of employment (B1) accommodation.

3. RESIDENTIAL - Provision of town centre living accommodation (C3).

4. AMENITY SPACE - Provision of amenity space within the site if possible at podium level.

5. ACTIVE FRONTAGES - Active frontages to be provided at all edges where building meets public footway

6. VISUAL MARKER - New building to provide a visual landmark for the western gateway to the Town Centre in the form of a tall element.

7. SCALE - Development should have a varied scale up to a maximum of 10 storeys. Where necessary the scale should step down to integrate with the existing context and amenity of neighbouring residential properties.

KEY CONSTRAINTS

• EMPLOYMENT USE - Need to protect and reprovide existing employment uses within the town centre.

• RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

• ACCESS - Careful consideration should be given to design and treatment of the access points due to the podium level nature and positioning above existing high street units.
OPPORTUNITY SITE 9 (CENTRAL HOUSE) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A rich new mixed use development, including offices, eating and drinking and town centre living accommodation.

DEVELOPMENT PRINCIPLES

1. MIXED USE ENVIRONMENT - With activity and vibrancy at all times of day.

2. EMPLOYMENT - Reprovision of employment (B1) accommodation, either within a stacked development or located within the westernmost part of the site if a block arrangement.

3. LEISURE - Provision of active ground floor frontage to Lampton Road and potential spill out space for A3 / A4 eating and drinking uses.

4. RESIDENTIAL - Provision of town centre living accommodation (C3) either within a stacked development or to the east of the site to integrate with the existing town centre residential community.

5. COMMUNITY FACILITIES - Reprovision of existing community facilities.

6. PUBLIC PARKING - Reprovision of existing public car parking spaces.

7. PEDESTRIAN ROUTE - Provision of a pedestrian route through the site between Lampton Road and Montague Road to break up the massing and improve connections.

8. PUBLIC AMENITY SPACE - Provision of public amenity space within the site.

9. ACTIVE FRONTAGES - Active frontages to be provided at all edges.

10. VISUAL MARKER - Taller element or marker to ensure the site is visible from the High Street and stations, and to guide pedestrian movement along Lampton Road.

11. SCALE - Development should have a varied scale of between 3 and 8 storeys. To integrate with the existing context and amenity of neighbouring residential properties, the scale should step down to 3 storeys to the east and north east. There is scope for taller elements of up to 8 storeys to the south.

KEY CONSTRAINTS

- EMPLOYMENT USE - Need to protect and reprovide existing employment uses within the town centre.

- COMMUNITY FACILITIES - Protect and reprovide existing community uses (Montague Hall / Nursery).

- PUBLIC CAR PARKING - Need to reprovide existing public car parking.

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.
OBJECTIVE - New high quality town centre living accommodation with a strong social component and a mix of housing unit sizes.

DEVELOPMENT PRINCIPLES

1. MIXED USE - Town centre living accommodation (C3) with the retention or reprovision of community facilities, and active ground floor commercial uses (A1/A3) to Lampton Road.

2. RESIDENTIAL - Approximately 45 residential (C3) units.

3. COMMERCIAL - Approximately 900 m² commercial (A1 - A3) floorspace at ground floor with active frontage to Lampton Road.

4. COMMUNITY FACILITY - Reprovision or relocation of the existing community facility.

5. ACTIVE FRONTAGE - Active frontages to be provided to Lampton Road and Balfour Road.

6. SET BACK - Frontages should be set back to respect that of adjacent buildings, with additional space for soft landscaping and pedestrians created at the road junction.

7. AMENITY SPACE - High quality private amenity space should be provided within the development.

8. VISUAL MARKER - Taller element or marker to provide townscape interest and ensure the site is visible from the High Street and stations, and to guide pedestrian movement along Lampton Road.

9. SCALE - To announce this corner and provide townscape interest, while producing a respectful relationship with existing properties and rear gardens, development should be up to 6 storeys to Lampton Road falling away to a maximum of 3-storeys to the rear and fronting Balfour Road.

10. ENTRANCES - Private pedestrian access should be provided from street level on Balfour Road. Vehicle access should be provided from Balfour Road.

11. LANDSCAPING - Soft landscaped edges should be provided to Lampton Road.

12. STYLE - Contemporary architecture which references and translates the more traditional styles and forms of the nearby residential neighbourhoods.

KEY CONSTRAINTS

- COMMUNITY FACILITIES - Need to protect and reprovide existing community facilities within the town centre.

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

- FURTHER STUDIES - The scale should be determined by an overshadowing, sunlight and daylight study to demonstrate that residential amenity will be preserved and that sufficient daylight is available to the internal amenity space.
OPPORTUNITY SITE 11 (BATH ROAD) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A high quality civic facility, or commercial and residential development if found not to be feasible.

DEVELOPMENT PRINCIPLES

1. CIVIC USES - Provision of civic facilities with the potential for associated community and cultural uses. If found to be unfeasible, there is the potential for a mixed development of commercial and residential uses on this site.

2. CORE SITE - The red dashed line illustrates the core development site. There is the potential to extend the site (see blue dashed line) to create a more comprehensive development that creates a better quality public realm and visibility from the High Street. However, this is subject to further testing and highways impact analysis.

3. BUILDING LINE - Development should create strong and well defined street frontages to improve the townscape quality and continuity of the street scene.

4. ACTIVE FRONTAGES - Active frontages should be provided to Bath Road and Lampton Road.

5. VISUAL MARKER - Taller element or marker to ensure the site is visible from the High Street and stations, and to guide pedestrian movement along Lampton Road.

6. SCALE - Between 3 and 5 storeys, with taller components providing townscape interest. The scale should step down to the western edge to respect the setting of lower rise buildings.

7. PEDESTRIAN ACCESSIBILITY - Improve pedestrian accessibility in this location through the design of frontage areas, entrances and treatment of the public realm.

8. VEHICLES - Provide a single vehicle access from Lampton Road.

9. STYLE - Contemporary design to provide a visual marker on this important corner.

KEY CONSTRAINTS

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

- TOWNSCAPE IMPACT - Respecting the context of community buildings to the west which have a positive townscape contribution.

- HIGHWAYS IMPACT - The potential to extend the site must be tested through highways feasibility and impact analysis.

- ARCHAEOLOGICAL PRIORITY AREA
OBJECTIVE - A high quality mixed use development which frames and spills onto West Square with eating and drinking and town centre living accommodation.

DEVELOPMENT PRINCIPLES

1. LEISURE - Provision of leisure uses (A3/A4) with spill out space onto West Square. Commercial (A1 - 3) at ground floor fronting space (approximately 550 square metres).

2. RESIDENTIAL - Provision of town centre living accommodation at upper floors and to the south of the site to integrate with the existing town centre residential community. Approximately 55 units to be provided across the site.

3. ACTIVE FRONTAGES - Active frontages to be provided at all edges, including to West Square and Bell Road.

4. VISUAL MARKER - Taller element or marker to ensure the site is visible from the High Street and stations, and to guide pedestrian movement along Bell Road.

5. SCALE - Moderate scale of 3 - 4 storeys, with higher elements (of up to 6-storeys) fronting West Square, subject to evidence that this will not overshadow the public space, and a marker in the south east corner to provide legibility from the Hounslow Mainline station.

6. VEHICLE ACCESS - Vehicle access should be provided from Bell Road, subject to the testing of traffic flows and impacts on the highways.

7. SHARED SURFACE - Potential for shared surfacing on Bell Road and a requirement for public realm improvements to uplift the quality of the pedestrian environment around the site.

8. AMENITY SPACE - High quality private amenity space to be provided within the development.

9. LANDSCAPING - Provision of high quality landscaping and trees within the site and around the edges.

10. JUNCTION UPGRADES - Improvements to the neighbouring junctions to improve vehicular and pedestrian access to the site.

11. STYLE - Contemporary using high quality and elegant materials. High quality frontage to be provided to West Square with particularly quality of architectural detailing on the Bell Road frontage.

KEY CONSTRAINTS

• MULTIPLE LAND OWNERSHIPS - The site is in different ownerships. The aspiration is for this site to be developed as a whole, or each development will need to contribute towards the achievement of active ground floor uses and public realm enhancements.

• TOWNSCAPE IMPACT - Respecting the context of Bell Pub which has a positive townscape contribution.

• RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

• ARCHAEOLOGICAL PRIORITY AREA

Figure 4.33 (top right) - Opportunity site location and extent
Figure 4.34 (right) - Illustration of the site development principles
OPPORTUNITY SITE 13 (STAINES ROAD WEST) - DEVELOPMENT PRINCIPLES

OBJECTIVE - To provide a high quality commercially led mixed use environment with good quality open space and intimate courtyards.

DEVELOPMENT PRINCIPLES

1. MIXED USE - Commercial-led mixed use development, including flexible office space, residential accommodation above and commercial frontage to Staines Road.

2. COMMERCIAL - Flexible commercial (B1) at ground floor (approximately 7,000 square metres).

3. RESIDENTIAL - Provision of town centre living accommodation (C3) above the commercial floorspace.

4. ACTIVE FRONTAGE - Active frontage to be provided to Staines Road.

5. BUILDING LINE - Building line / set back to Staines Road to respect that of existing adjacent buildings.

6. PRIVACY AND AMENITY - Privacy and amenity distances between buildings and to neighbouring sites are to be respected.

7. SCALE - Development should be of a scale that is sensitive to the surrounding context, ranging from 3 and 6 storeys. Buildings should generally be of moderate 3-storey scale, with some higher elements (of up to 6-storeys) fronting Staines Road.

8. AMENITY SPACE - Usable and attractive internal private / semi-private open spaces to be provided.

9. STYLE - Contemporary, robust and adaptable. Lighting of frontage to Staines Road to announce arrival and create presence at night.

10. VEHICLE ACCESS - All vehicle access to be provided from Staines Road.

11. COMPREHENSIVE DEVELOPMENT - Ideally the Council would want to see this site developed comprehensively with the Staines Road East site. However, it is recognised that these sites are in multiple ownerships and a key principle is therefore to ensure that any development on this site comes forward in line with the vision for the overall site and does not prejudice future redevelopment of the Staines Road East site, and that the site is developed so that the sites are connected in future to provide a permeable environment with a new pedestrian route linking the two sites.

KEY CONSTRAINTS

- MULTIPLE LAND OWNERSHIPS - The site is in a number of different ownerships.

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties to the west and south (and future development on the Staines Road East site) through overbarrance, overshadowing, overlooking, noise, air quality and transport impacts.

- ARCHAEOLOGICAL PRIORITY AREA

Figure 4.35 (top right) - Opportunity site location and extent
Figure 4.36 (right) - Illustration of the site development principles
OPPORTUNITY SITE 14 (STAINES ROAD EAST) - DEVELOPMENT PRINCIPLES

OBJECTIVE - To provide a high quality commercially led mixed use environment with good quality open space and intimate courtyards.

DEVELOPMENT PRINCIPLES

1. MIXED USE - Commercial-led mixed use development, including flexible office space, residential accommodation above and commercial frontage to Staines Road.

2. COMMERCIAL - Flexible commercial (B1) at ground floor (approximately 7,000 square metres).

3. RESIDENTIAL - Provision of town centre living accommodation (C3) above the commercial floorspace.

4. ACTIVE FRONTAGE - Active frontage to be provided to Staines Road.

5. BUILDING LINE - Building line / set back to Staines Road to respect that of existing adjacent buildings.

6. PRIVACY AND AMENITY - Privacy and amenity distances between buildings and to neighbouring sites are to be respected.

7. SCALE - Development should be of a scale that is sensitive to the surrounding context, ranging from 3 and 6 storeys. Buildings should generally be of moderate 3-storey scale, with some higher elements (of up to 6-storeys) fronting Staines Road.

8. VISUAL MARKER - Taller element or marker to ensure the site is visible from the High Street and stations, and to guide pedestrian movement along Staines Road.

9. AMENITY SPACE - Usable and attractive internal private / semi-private open spaces to be provided.

10. STYLE - Contemporary, robust and adaptable. Lighting of frontage to Staines Road to announce arrival and create presence at night.

11. VEHICLE ACCESS - All vehicle access to be provided from Staines Road.

12. COMPREHENSIVE DEVELOPMENT - Ideally the Council would want to see this site developed comprehensively with the Staines Road West site. However, it is recognised that these sites are in multiple ownerships and a key principle is therefore to ensure that any development on this site comes forward in line with the vision for the overall site and does not prejudice future redevelopment of the Staines Road West site, and that the site is developed so that the sites are connected in future to provide a permeable environment with a new pedestrian route linking the two sites.

KEY CONSTRAINTS

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties to the south (and future development on the Staines Road West site) through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

- ARCHAEOLOGICAL PRIORITY AREA

Figure 4.37 (top right) - Opportunity site location and extent
Figure 4.38 (right) - Illustration of the site development principles
OPPORTUNITY SITE 15 (HOUNSLOW MANOR) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A exemplar modern educational and community facility of exceptional design quality which interfaces with and creates a new piece of the town centre.

DEVELOPMENT PRINCIPLES

1. EDUCATION - Redevelopment and refurbishment of education facilities.

2. COMMUNITY - Retention and enhancement of existing community facilities. Greater use of school facilities by wider community, including an adult education element.

3. INTERFACE WITH TOWN CENTRE - The redevelopment should result in an improved interface with Prince Regent Road.

4. ENTRANCE - Provide a main entrance on the south side of the site which opens it up to the High Street and the wider town centre.

5. SCALE - Development should be sensitive to the lower rise residential context with a scale of between 2 and 4 storeys.

6. ROUTES - Improve permeability through the site if possible.

KEY CONSTRAINTS

- COMMUNITY USE - Need to protect and repprovide existing community uses within the town centre.

- OPERATIONAL CONTINUITY - Continuity of school provision during redevelopment of school. Will impact on the phasing and design of the redevelopment.

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearnace, overshadowing, overlooking, noise, air quality and transport impacts.

Figure 4.39 (top right) - Opportunity site location and extent
Figure 4.40 (right) - Illustration of the site development principles
OPPORTUNITY SITE 16 (KINGSLEY ROAD) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A high quality town centre community facility.

DEVELOPMENT PRINCIPLES

1. COMMUNITY - Retention and enhancement of the existing community facilities, or relocation to an appropriate nearby town centre site.

2. ALTERNATIVE USE - Should the community facilities be relocated to an appropriate alternative town centre site there is the potential for this site to be redeveloped for sensitively scaled residential development.

3. SCALE - Moderate scale to respect the context of the surrounding low rise residential neighbourhood ranging between 2 and 3 storeys.

4. CAR PARKING - Retention or reprovision of the existing public car parking.

5. PEDESTRIAN ACCESS - A pedestrian route should be provided into the site from Kingsley Road, if possible connecting to and through the Hounslow Manor School site (subject to the form of redevelopment of that site).

6. VEHICLE ACCESS - Vehicle access to be provided from Kingsley Road.

KEY CONSTRAINTS

- COMMUNITY USE - Need to protect and reproduce existing community uses within the town centre.

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.
OPPORTUNITY SITE 17 (LONDON ROAD NORTH) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A high quality mixed use development which contributes towards the delivery of new living accommodation and services in the Kingsley Quarter.

DEVELOPMENT PRINCIPLES

1. MIXED USE DEVELOPMENT - Provide a high quality mixed use environment.

2. LOCAL SERVICES - Up to 2,500 square metres of floorspace for local services (A1 - A3).

3. FLEXIBLE SPACES - A mixture of unit sizes with units that meet current retailer requirements in terms of size and configuration.

4. RESIDENTIAL - Provision of town centre living accommodation (C3) at upper floors and to the rear.

5. SCALE - The scale of development on this site should respond to the context. Moderate scale of between 3 - 6 storeys is appropriate in the northern part of the site, stepping down towards the neighbouring residential properties. There is scope for greater height on the High Street frontage of 6 storeys, with a higher element of up to 8 storeys within the zone indicated. The scale of the frontage should step down to the north.

6. WAY MARKING - A higher element could be incorporated over a limited area as a way marking element in the area indicated where it adds to the townscape quality (including long distance and oblique views) and taking account of constraints such as daylight/sunlight, air quality and noise.

7. TOWNSCAPE QUALITY - Any taller element would need to be slim and elegant, with architectural detailing to provide a high quality townscape marker.

8. BUILDING LINE - Building line / set back of new development to the High Street should allow for additional footway width.

9. AMENITY SPACE - High quality internal amenity space to be provided.

10. FACADES - Human scaled facades to the High Street with a high degree of articulation and interest, including greening, to break up the building form and mass.

11. ACTIVE FRONTAGES - Active frontages to be provided at all edges.

12. COMPREHENSIVE DEVELOPMENT - Individual sites are to come forward in accordance with the comprehensive vision for the site.

13. VEHICLE ACCESS - Vehicle access to be provided from Lawrence Road and Prince Regent Road.

14. STYLE - Contemporary design that explores references to more traditional form.

15. ENVIRONMENT - Address issues of poor noise and air quality.

16. AMENITY - Ensure quality of accommodation in terms of daylight/sunlight.

KEY CONSTRAINTS

- MULTIPLE LAND OWNERSHIPS - The site is in a number of different ownerships.

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

- ARCHAEOLOGICAL PRIORITY AREA
OPPORTUNITY SITE 18 (LONDON ROAD SOUTH - A) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A high quality mixed use development or refurbishment which contributes towards the delivery of new living accommodation and services in the Kingsley Quarter.

DEVELOPMENT PRINCIPLES

1. MIXED USE DEVELOPMENT - Future option of redevelopment on frontage to London Road to provide improved commercial units and street frontage with residential accommodation above.

2. LOCAL SERVICES - Upgrading the frontage to provide better quality local retail and services (A1 - A3).

3. FLEXIBLE SPACES - A mixture of unit sizes with units that meet current retailer requirements in terms of size and configuration.

4. RESIDENTIAL - Provision of town centre living accommodation (C3) at upper floors.

5. ACTIVE FRONTAGE - Active frontages to be provided to the High Street.

6. SCALE - There is scope for scale of between 8 and 10 storeys along the High Street frontage. There is scope for greater height on the High Street frontage of 6 storeys, with a higher element of up to 8 storeys within the zone indicated.

7. WAY MARKING - A higher element could be incorporated over a limited area as a way marking element in the area indicated where it adds to the townscape quality (including long distance and oblique views) and taking account of constraints such as daylight/sunlight, air quality and noise.

8. TOWNSCAPE QUALITY - Any taller element would need to be slim and elegant, with architectural detailing to provide a high quality townscape marker.

9. BUILDING LINE - Building line / set back of new development to the High Street should allow for additional footway width.

10. VEHICLE ACCESS - Vehicle access to be provided from School Road.

11. STYLE - Contemporary design that explores references to more traditional form.

12. ENVIRONMENT - Address issues of poor noise and air quality.

13. AMENITY - Ensure quality of accommodation in terms of daylight/sunlight.

KEY CONSTRAINTS

- MULTIPLE LAND OWNERSHIPS - Avoid prejudicing the development of the sites to the south / rear of the High Street.

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.

- SERVICE ACCESS - Maintaining service access to the rear of High Street properties.

- ARCHAEOLOGICAL PRIORITY AREA

Figure 4.45 (top right) - Opportunity site location and extent

Figure 4.46 (right) - Illustration of the site development principles
OPPORTUNITY SITE 19 (LONDON ROAD SOUTH - B) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A high quality modern extension to the school and / or living environment.

DEVELOPMENT PRINCIPLES

1. MIXED USE DEVELOPMENT - Mixed use development to include school expansion (D1) and / or living accommodation (C3).

2. EDUCATION - Potential for education expansion subject to the outcome of sequential testing and assessment of need.

3. ACTIVE FRONTAGE - Active frontage to be provided to School Road.

4. VEHICLE ACCESS - Vehicle access to be provided from School Road.

5. STYLE - Contemporary design that explores references to more traditional form.

6. ENVIRONMENT - Address issues of poor noise and air quality.

7. AMENITY - Ensure quality of accommodation in terms of daylight/ sunlight.

8. SCALE - Between 2 and 4 storeys, stepping down or back from the southern site edge to respect the existing residential properties.

KEY CONSTRAINTS

- MULTIPLE LAND OWNERSHIPS
- COMMUNITY USE - Need to protect and reprovide existing community uses within the town centre.
- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearance, overshadowing, overlooking, noise, air quality and transport impacts.
- SERVICE ACCESS - Maintaining service access to the rear of High Street properties.
- ARCHAEOLOGICAL PRIORITY AREA

Figure 4.47 (top right) - Opportunity site location and extent
Figure 4.48 (right) - Illustration of the site development principles
OBJECTIVE - Retain important bus interchange and provide new high quality and intimate town centre living environment.

DEVELOPMENT PRINCIPLES

1. RESIDENTIAL - Provision of town centre living accommodation (C3) to the north of the site.

2. BUS INTERCHANGE - Retain or reprovide bus interchange facility in the southern part of the site and associated access.

3. SCALE - Between 2 and 4 storeys, stepping down or back from the eastern site edge to respect the existing residential properties.

4. VEHICLE ACCESS - Vehicle access to be provided from Kingsley Road and London Road.

KEY CONSTRAINTS

- TRANSPORT HUB - Need to protect and reprovide existing community services within the town centre.

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbearnace, overshadowing, overlooking, noise, air quality and transport impacts.
OPPORTUNITY SITE 21 (HOUNSLOW HOUSE) - DEVELOPMENT PRINCIPLES

OBJECTIVE - A high quality and vibrant area within the Kingsley Quarter which contributes towards the delivery of improved local services.

DEVELOPMENT PRINCIPLES

1. CONVENIENCE RETAIL - There is an extant planning consent for a new foodstore on the site (00707/714-746/P19). The proposal includes 5,350 square metres of convenience retail, 240 square metres of comparison retail floorspace (independent units) and 300 short stay car parking spaces for town centre shoppers.

2. MIXED USE - Should planning permission not be granted, or if granted not be implemented, the council will expect alternative proposals to come forward in line with UDP or replacement policies. The Council would wish to see a vibrant mixed use development in this location which contributes towards the delivery of local services.

3. RESIDENTIAL - Town centre living accommodation (C3) will be supported within a mixed use development on this site.

4. PUBLIC PARKING - Provision of a public car parking facility is a priority on this site to encourage access to the town centre from the east.

5. ACTIVE FRONTAGE - Active frontage to be provided to London Road.

6. SCALE - Between 2 and 4 storeys, stepping down or back from the eastern site edge to respect the existing residential properties.

7. PUBLIC REALM - Any development must deliver significant improvements to the streetscape and quality of the public realm in the town centre.

8. JUNCTION UPGRADES - Improvements to the neighbouring junctions to improve vehicular and pedestrian access to the site.

KEY CONSTRAINTS

- RESIDENTIAL AMENITY - Minimising the impact of development on neighbouring residential properties through overbarrance, overshadowing, overlooking, noise, air quality and transport impacts.

Figure 4.51 (top right) - Opportunity site location and extent
Figure 4.52 (right) - Illustration of the site development principles
public realm
5 PUBLIC REALM

The environment and pedestrian experience is critical to the success of any town centre and contributes to people’s perceptions of a place. A range of concepts and principles have therefore been developed to create the best possible experience for pedestrians in Hounslow town centre.

This section presents the masterplan strategy and principles for the public realm with a particular focus on the public realm treatment strategy and the specific principles for the High Street and key public spaces.
5.1 PUBLIC REALM STRATEGY

The current condition of the public realm is one of the major contributors to the poor appearance and perceptions of the town centre. The landscape design is outdated and the mixture of materials, treatments, colours and styles results in a public realm that lacks quality, clarity and identity. This is compounded by the poor quality of street furniture and barriers to movement resulting from dated public realm and highway engineering solutions.

Structure and coherence in the public realm is important for town centres where it helps to establish an identity and reinforce character, announcing arrival into and aiding movement through the town centre.

- **PUBLIC REALM QUALITY:** Good quality public realm can substantially improve the appearance and experience of a place, and assists in way finding. The masterplan therefore seeks to establish high quality public realm throughout the town centre through upgrading existing and in new developments.

- **SENSE OF PLACE:** The public realm treatment contributes significantly towards creating a sense of place in the town centre both as a whole and in character areas. A range of typologies are required to give an identity to different areas, thereby improving legibility and giving the townscape an easily understood structure.

- **ROLE OF STREETS AND SPACES:** Public realm typologies and treatments should be defined by the location and role of the street or space to assist with legibility and to give a cohesive overall identity. The masterplan therefore proposes an overall strategy for the treatment of the public realm, with treatments defined according to the location and role of the street or space.

- **ACCESSIBILITY:** Improve the quality of access for all, including disabled persons, elderly and families.

- **MANAGEMENT:** It is vital that the streets and spaces are managed and well maintained to ensure that they are safe, clean and accessible.

The following types of public realm are proposed:

1. **Public Open Space:** Spaces should be well defined, clutter free and treated with a distinctive paving material.
2. **Pedestrian Only Street:** Streets should be treated with simple and elegant paving, with a ‘sparkle’ to add interest and create a unified identity through paving and street furniture.
3. **Linking Routes:** Should be announced through a differentiated paving material to draw people between areas.
4. **Station Connections:** Decluttered routes with distinctive paving material to draw people into the town centre.
5. **Improvements to Major Routes:** Decluttered routes with increased paving widths and addition of trees and feature lighting where possible.
6. **Highway / Footway Improvements:** Improve the environment by adjusting the carriageways and footways and adding trees where possible.
7. **Minimal Intervention:** Limited interventions where necessary to make good the existing public realm and add trees where possible. Where necessary improvements will also be made to lighting to increase the sense of safety and security away from the main thoroughfare.
Figure 5.2 Public realm treatment strategy
5.2 GREEN RESOURCES
Hard public realm surfacing is currently the dominant treatment in Hounslow town centre, but it does have the benefit of a mature line of trees running through the High Street and proximity to two large green public spaces, Lampton Park and Inwood Park.

The community has indicated a strong preference for the natural environment to be present in the town centre and the importance of the role of the parks in the local community. While there is little opportunity to create new green spaces in the High Street, there are opportunities to increase the amount of planting providing it is appropriately located and that native, hardy species are used that can survive and be effectively maintained. The following principles are therefore included in the masterplan to promote green and natural resources in the town centre:

• TREE PRESERVATION: Protect and reinforce existing good quality trees in recognition of their important role in softening the environment and in providing ecological habitats.

• NEW TREE PLANTING (PEDESTRIAN AREAS): Provide additional tree planting in appropriate locations in pedestrian areas, with the positioning defined according to the role and function of the space or street. In locating new trees, regard should be paid to maintaining the visibility of business frontages and accessibility of pedestrian routes.

• NEW TREE PLANTING (HIGHWAYS): Provide additional tree planting in appropriate locations along highways. In locating new trees, regard should be paid to maintaining sightlines to the town centre and the accessibility of pedestrian routes.

• SPECIES: Native and hardy plant species should be selected to ensure they are sustainable.

• GREEN LINK: Create a green link guiding people between Lampton and Inwood Parks via the High Street, with new planting and clear signage.
The High Street should be the central spine and activity area of the town centre. It will be a unified pedestrian route which is an accessible, lively and enjoyable place to be. To achieve this, future developments should deliver or contribute to delivering the following principles:

1. UPLIFT: An uplift to the quality of the public realm throughout the High Street, including spaces and pavements.

2. CENTRALISE: Centralise the layout of tree and seating locations with sufficient space either side for pedestrian movement, outdoor seating and specialist markets, as well as access for service and emergency vehicles.

3. PROTECT TREES: Retain existing trees in recognition of their important role in guiding the eyeline, movement and structuring the High Street, as well as contributing significantly to the High Street identity.

4. NEW TREES: Provide additional tree planting in appropriate locations, where it will reinforce the existing linear arrangement, with social seating to soften and green the environment. In locating new trees, regard should be paid to maintaining the visibility of shop fronts.

5. UNIFIED: Unified paving treatment throughout the High Street with feature paving. Spaces should be differentiated through the paving and lighting treatment.

6. HIGHLIGHT LINKS: Links to the High Street should be differentiated through the paving treatment and kept clear of trees and street furniture.

7. PUBLIC ART: Art should be incorporated to add interest and historic reference to the public realm. It should also create landmarks at significant junctions to draw people into the High Street.

8. MARKETS: The location and layout of market stalls on the High Street must be carefully designed to maintain pedestrian flows and visibility along the High Street and to business frontages. Market stalls should therefore be arranged with active frontage facing the High Street shop units.
WEST SQUARE

West Square should perform the role of an entrance to the west end of the High Street, announcing arrival into the town centre and providing a destination for visitors. It should be designed to accommodate larger scale events, including outdoor concerts and ice skating. To achieve this proposals should meet the following principles:

1. FLEXIBILITY: The space should be designed with flexibility for events, outdoor seating and occasional markets.

2. TREES: Preserve existing trees and add new tree planting in appropriate locations, where it will reinforce and green the edges of the space.

3. SEATING: Social seating should be provided at the edges of the space in association with the evening economy uses.

4. FOCAL POINT: A focal point (such as a sculpture or piece of public artwork) should be provided at the western end of the space, giving it definition and drawing people into the space.

5. FRONTAGES: New development at the edges should frame the space, responding to the alignment and scale of existing buildings, and creating active frontages.

6. LIGHTING: New light columns should be provided to define the edge of the space and create a visible feature during both day and night.

Figures 5.5 and 5.6 - West Square should become a flexible space for events, outdoor seating and occasional markets.
Church Square should become a flexible space where the community can socialise and outdoor community events can take place. It should be designed to accommodate smaller, more informal events such as street entertainers.

The space should additionally perform the role of a rest and pausing place along the High Street, providing an area where people can gather away from the busy High Street. To achieve this, future developments should deliver or contribute to delivering the following principles:

1. **ANNOUNCE**: Existing distinctive townscape features such as the church tower should be highlighted.

2. **ACTIVATE**: The edges of the space should be activated. In the short term, public art could be used to provide visual interest. In the long term, units should be reorganised to have frontages to the space.

3. **SEATING**: Social seating and lighting should be located around the edges of the square to ensure a flexible space is created.

4. **TREES**: Add new tree planting where possible, and protect existing trees at the edges of the space.

5. **VIEWS AND FLOWS**: The location of any new planting or street furniture must take into account the priority to maintain pedestrian views and flows along the High Street.

Figures 5.7 and 5.8 - Church Square should be a flexible space for meeting, dwelling and informal smaller scale town centre events. The location of any new planting or street furniture must take into account the priority to maintain pedestrian views and flows along the High Street.
EAST SQUARE

East Square should become a space for informal gathering, providing spill out space for cafes and restaurants. As the entrance to the High Street from the east, it should be an animated, exciting and attractive environment drawing visitors into the High Street and through to the Central Heart where evening activities will flourish. To achieve this the following principles should be met:

1. ACTIVATE: The edges of the space should be activated. External spill out space should be provided in front of units and future development at the edges should have active frontage to the space.

2. TREES: Existing trees should be retained and new trees planted where possible with informal seating around them.

3. FOCAL POINT: A sculpture or piece of public artwork should provide a focal point at the western end of space, giving it definition and drawing people into the space.

4. CARRIAGEWAY TREATMENT: The existing carriageway should be rationalised and straightened and treated with high quality materials.

5. CROSSING: Consideration should be given to the relocation of the pedestrian crossing to create additional flexibility in the design of the space
The east area of the High Street, between Kingsley Road and the junction with Hanworth Road, should become a pedestrian friendly place where the community can safely access the local services and facilities, while allowing for efficient transport movement.

To achieve this, future developments should deliver or contribute to delivering the following principles:

1. FOOTWAYS: Footways to either side of the road should be widened in association with future developments, with building frontages set back to give additional space to pedestrians.

2. TREES: Where possible new trees should be planted, particularly within the central reservation, to green and improve the appearance of the environment.

3. BUSES: Bus stops should be relocated into more convenient locations.

4. CYCLING: Cycle lanes should be added to the roadway.

5. FRONTAGES: New development and refurbishments should contribute towards improvements to the appearance, activity and definition of building frontages.

Figure 5.11 - Illustrative visualisation showing the High Street east area as a pedestrian and traffic
STATION CONNECTIONS

To improve access to the rail and tube stations, developments should contribute to delivering the following principles:

1. **UPLIFT**: The pedestrian environment along key station access routes should be improved, including Lampton Road, Kingsley Road and Hanworth Road. This should involve resurfacing the paving materials, improving crossings and removing clutter.

2. **VISIBILITY**: The visibility of the routes to the tube stations from the town centre should be improved by reducing clutter, improving signage, preserving important townscape features and highlighting key corners.

3. **SIGNAGE**: Provide clear and visible signage indicating routes between stations and the town centre. The signage should be implemented in line with an overall wayfinding strategy consisting of information, directional and landmark signs.

4. **FLOWS**: Unnecessary barriers to movement should be removed and additional barriers should be avoided.

5. **JUNCTIONS**: Maintain and improve junction layouts to improve the pedestrian environment while allowing the highways network to cope with the demands of future developments.

Figure 5.12 - The station routes should be upgraded by reducing clutter and increasing footway widths where possible, while preserving vehicle flows.
6 movement
6 MOVEMENT

Accessibility is critical to the success of any town centre. The ease and convenience of movement, way finding and safety all contribute to people’s perceptions and experiences of a place. A range of concepts and principles have therefore been developed to create the best possible experience for pedestrians and cyclists in Hounslow town centre, as well as providing for excellent public transport and convenient vehicle and servicing access.

This section explains how the following concepts and related principles will be implemented to meet the objective of transforming Hounslow town centre into a place for people, with sustainable and efficient vehicle movement patterns.

• Bus Access and Movement.
• Rail and Tube Access and Movement.
• Cycle Access and Movement.
• Private Vehicle Movement and Parking.
• Servicing.

The strategies and masterplan principles relating to each of the above are explained and illustrated in the following pages.
6.1 RAIL AND TUBE ACCESS
The town centre is currently well served by public transport from the presence of three rail/tube stations. While these are in relatively close proximity, the layout of the urban grain and quality of routes is such that these stations feel more distant. The masterplan therefore includes a strategy to improve rail access. The rail access strategy is based on the following:

• IMPROVE ROUTES: Improving the environment and routes to the stations (refer to the Pedestrian Movement and Public Realm principles, as well as design guidance for the individual streets).

• STATION ENVIRONS: Improvements to the station environs and route access through decluttering, improved way finding, and addressing the footway condition and widths.

• SIGHT LINES: Improving visibility of the routes to the tube stations from the town centre.

• SIGNAGE: Providing improved signage between the stations and the High Street, and other key destinations.

• CONVENIENCE: Provide more convenient public transport access between the tube and rail stations and the town centre.

The key principles for rail and tube access are as follows:
1. Improve the pedestrian environment along key station access routes on Lampton Road and Kingsley Road.
2. Provide improved pedestrian connectivity between Hounslow Central and Hounslow East tube stations.
3. Provide improved pedestrian connectivity between the town centre and Hounslow Mainline train station.
4. Long term aspiration to establish a new bus ‘Loop’ link, as shown on the figure above, if found to be feasible in the longer term. This local loop route could deliver passengers between all Hounslow stations (East, Central and West) and the town centre.

6.2 BUS MOVEMENTS
Alterations to the bus operations in the town centre are required to reduce the dominance of vehicles in the town centre, give greater priority to pedestrians, and to increase access to buses. To achieve this, future developments should deliver or contribute to the delivery of the following principles:

1. The High Street (central section) should be upgraded to improve the pedestrian environment through the realignment of the carriageway, relocation of bus stops and increasing footway widths (see guidance on the following pages).

2. The long term potential to remove buses from Bell Road should be investigated, with this part of the street transformed into a shared surface if possible in the interim.

3. Retain bus access, drop off and pick up in front of the Blenheim Centre.
Figure 6.1 Bus movement strategy

To Hounslow Mainline train station

EXISTING BUS ROUTE MAINTAINED
EXISTING BUST STOP
HIGHWAY REALIGNMENT AND UPGRADE OF EXISTING ROUTE
PROPOSED BUST STOP RELOCATION
HIGH STREET (CENTRAL) ALIGNMENT
The current bus lane that runs through the central section of the High Street creates numerous perceived pinch points for pedestrian movement and narrow pavements with a visually and physically cluttered streetscape. Opportunities must be taken to address this. Options have been considered for reconfiguring the carriageway to address the issues and create a better quality pedestrian environment, while retaining bus movements.

REALIGNMENT OPTION 1
To improve the pedestrian experience and reduce clutter, the road can be straightened as shown on the right. This requires the removal of three trees and the relocation of three light columns, but greatly increases the amount of pavement dedicated to pedestrian use and will foster the feeling of a shared space rather than one dominated by vehicles.

REALIGNMENT OPTION 2
This option demonstrates how the benefits of straightening the route can be achieved without the need to remove trees or light columns. The road would curve in one section rather than being completely straight, but still greatly increases the amount of pavement dedicated to pedestrian use. On merit this option is preferable as the benefits of retaining the trees outweigh any additional benefit from the carriageway being entirely straight.

Figure 6.2 - Potential carriageway realignment options to improve the quality of the pedestrian realm.
Vehicle tracking has been used to test the junction at Douglas Road to see how it is currently performing and assess if there is room for improvement to address the perceived pedestrian pinch point on the northern side of the carriageway. This is particularly important in integrating the future development on the Blenheim Phase 2 site seamlessly with the High Street and ensuring safe and smooth pedestrian flows. The diagrams at figures 6.3 and 6.4 show the largest single decker that is currently in use in the UK. The existing junction at Douglas Road is poorly laid out, creating a wider than necessary carriageway with pinch points to the north of 3.1m and a pinch point of just 2.1m to the south west as shown.

Figure 6.4 demonstrates that if the road is pulled further to the south and the bus stop relocated, the pinch point to the North can be greatly improved by 1m which would make a significant difference during busy periods. The bus stop should be relocated as it currently sits very close to an already cluttered junction. Moving it further back will improve visibility, reduce clutter and help to reduce the speed of buses moving along this section.
CARRIAGEWAY TREATMENT

In terms of treatments, there are a number of options of how the balance between pedestrian and vehicular needs can be improved. The current road layout has narrow footpaths from 3-4.5m with a wider than necessary, overly generous carriageway of 4.2m and multiple dedicated loading bays measuring 3m. A number of options are available to improve the layout by amending the widths and treatments of the carriageway, pavements and loading bays.

Option 1 (figure 6.5) shows a reduced carriageway of 3.5m, which is ample for the type and frequency of vehicles using this section of road. The carriageway has been straightened which greatly improves footpath widths allowing them to vary from 4.2m up to a generous 12m. This option also shows a dedicated loading bay of 3.0m which again is suitable for the type and frequency of deliveries in this section of the High Street. Raised Kerbs are retained which would mean a degree of vehicle dominance will remain.

Option 2 (figure 6.6) is as option 1 with raised kerbs. However the dedicated loading bays have been removed and instead a flexible loading zone is proposed. This will mean that outside of restricted loading times the pavement width will improve and the street will feel more pedestrian friendly as a result.

Option 3 (figure 6.7) shows a flexible loading bay approach as above; however the carriageway is made flush in order to create a shared space. The road is shown as tarmac as per the previous options.
HOUNSLOW TOWN CENTRE MASTERPLAN

Indicative Loading Zone
- Granite Flags 100mm x 200mm
- Colour Mix: 50% Beige, 35% Silver Grey, 15% Light Pink

Footpath: Granite Flags 100mm x 200mm
- Colour Mix: 50% Beige, 35% Silver Grey, 15% Light Pink
- Varies 4.2m - 9.5m
- 3.0m
- 3.5m
- Varies 4.5m - 12.0m

Approximate Proposed Dimensions
- Footpath: Granite Flags 100mm x 200mm
- Colour Mix: 50% Beige, 35% Silver Grey, 15% Light Pink
- Varies 4.2m - 9.5m
- 3.0m
- 3.5m
- Varies 4.5m - 12.0m

Carrigeway: Asphalt

Figure 6.6 - Option 2 Raised Kerbs and Flexible Loading Bays

Figure 6.7 - Option 3 Flush Kerbs, Flexible Loading Bays and Asphalt Carriageway
6.3 CYCLE MOVEMENTS

Cycle access in the town centre is currently limited by the lack of cycle routes and poor cycle parking facilities. Planning policy requires sustainable transport and movement patterns to be promoted, and encouraging a modal shift from private car to walking and cycling is important to creating a good quality and attractive town centre environment.

The masterplan therefore includes a strategy and principles for improving access to and through the town centre for cyclists. The principles will ensure Hounslow town centre is ‘cycle friendly’ and allows for safe and convenient interchange between different sustainable transport modes.

The masterplan strategy to cycling is based on the following:

- CYCLE FRIENDLY: Secure a cycle friendly town centre with clear, logical and well located signage, information and parking facilities.
- SAFETY AND CONVENIENCE: Provide for safe and convenient cycle movement throughout the town centre.
- CYCLE PARKING: Provide plentiful, good quality and convenient cycle parking facilities.
- SERVE DESTINATIONS: Locate cycle parking at key destinations in the town centre.

To increase sustainable travel, cycle access to and through the town centre must improve. To achieve this, developments should deliver or contribute towards delivering the following principles:

1. The Council will work with TfL to promote a cycle Super Highway in this location from the east terminating at East Square on the junction of the High Street and Hanworth Road.
2. Primary cycle routes should be provided via on road cycle lanes to allow convenient access across the town centre in all directions. These should allow strategic movements along the High Street (east), Hanworth Road, Bath Road, Lampton Road, and Staines Road.
3. Secondary cycle routes should be provided allowing access through residential areas.
4. Two cycle parking hubs should be provided at key destination points on the High Street.
5. Cycling should be allowed in pedestrianised High Street areas in a shared arrangement. Cyclists ‘cruise’ in the High Street, dismount as desired and then park. There should be no delineation between cyclists and pedestrians, but clear signage will be required to manage the speed at which cyclists travel along the High Street.
6. Local cycle locking stations should provided at key destinations and spaces.
Figure 6.7 Cycle movement strategy

- Cycle Super Highway
- On-road Cycle Lane (Primary)
- On-road Cycle Lane (Secondary)
- Cycle drop off/pick up hub
- Local cycle locking stations
- Shared use pavement (no separation)

To Hounslow Mainline train station
6.4 CAR PARKING STRATEGY

Car parking levels across the town centre are sufficient to support current demand, and like for like replacement would provide capacity to support new developments and intensification. There are some 2225 spaces currently, with 43% spare capacity on weekdays and 20% spare capacity at weekends. A total of 2207 spaces will be available when all masterplan developments are in place with a net loss of 18 spaces, which can be absorbed in current spare capacity.

However, car parks are scattered across the town centre, many of which are not operating at their full potential. The strategy is therefore to intensify or consolidate car parking in strategic locations while releasing other sites to meet the town centre needs.

The strategy is based on the following:

- ENSURING ADEQUATE SUPPLY: While there is a need to encourage a modal shift from travel by private car to public transport, cycling and walking, town centres do require sufficient levels of conveniently located car parking in order to support the critical mass of retail and leisure uses and to attract footloose consumers.

- STRATEGIC LOCATIONS: The strategy for rationalising, consolidating and removing car parking must be considered strategically so that there are car parks within reasonable walking distance of key destinations in the west, central and eastern areas. Public car parking will be in locations that are convenient for delivering people into existing and planned activity areas where the impact on the highways network can be mitigated, and at key interceptor locations to aid the distribution of traffic flows into and out of the town centre.

To achieve this, developments should deliver or contribute towards delivering the following principles:

1. Rationalise parking to focus public provision on the key town centre destinations of the Treaty Centre, Blenheim Centre and Kingsley neighbourhood to the east.

2. Rationalise car parking on the Blenheim Centre Phase 2 site to release land. A multi storey car park should be provided with like for like provision. There is a requirement to provide 100 residential parking spaces on the site.

3. Rationalise car parking in the Lampton neighbourhood to release land, and to focus activity by reinforcing the Treaty Centre as the primary car park for the High Street.

4. Rationalise car parking in the Kingsley neighbourhood so that one primary car park is provided. Public car parking should be intensified on the Hounslow House site to serve as an interceptor car park, delivering people into the eastern end of the town centre and encouraging movement into the High Street.

5. Minimise private parking serving new residential development.

6. Along with consideration of prevailing parking standards for the development type, and estimates from comparable developments, encouragement will be given to developing parking need estimates using a ‘bottom-up’ approach based on the expected number of person movements by all travel modes specific to Hounslow town centre. In this way, the council may be confident of delivering an optimised multi-modal transport environment to support the town centre.

7. Taxi drop off and pick up should be provided in locations where evening economy uses are promoted, including the Blenheim Phase 2 site and Bell Road.

This masterplan has explored the likely type, scale and location of future development and identified an optimum overall parking supply total likely to satisfy anticipated demand. In order to deliver overall town centre parking pool in accordance with the guiding principles above, the council will monitor parking need and usage over time and balance the supply appropriately as development comes forward. This will entail careful consideration of existing town centre parking usage and supply, development location, type and scale, along with the anticipated future wider parking demand.
Figure 6.8 Parking and vehicle movement strategy

- Car park developed
- Parking intensified
- Parking consolidated
- Parking retained
- Taxi rank
- Pedestrian movement
6.5 HIGHWAYS AND JUNCTION PRINCIPLES
The following highways and junction treatments are proposed:

1. Station Connections: Decluttered routes with distinctive paving material to draw people into the town centre.

2. Improvements to Major Routes: Decluttered routes with increased paving widths and addition of trees and feature lighting where possible.

3. Highway / Footway Improvements: Improve the environment by adjusting the carriageways and footways and adding trees where possible.

4. Junctions where the priority is to improve the layout.

5. Junctions where the priority is to improve the signalling.

6. Junctions where it is necessary to improve both layouts and signalling.
Figure 6.9 Highways and junction principles
6.6 SERVICING STRATEGY

The overarching principle for servicing is to minimise the impact of delivery movement in the town centre and facilitate efficiency improvements thus minimising congestion, benefitting environmental quality and reducing related costs to businesses. The approach should be sufficiently flexible to be able to embrace the changes that may occur within the town during the lifetime of the masterplan. Furthermore, whilst the strategy should support the vision for Hounslow’s town centre longer-term development, it must effectively address any existing delivery and servicing related issues in the short and medium term.

There a number of high-level principles that are common across the whole masterplan area:

1. Provide off-street servicing to all new developments;
2. Improve existing servicing and take opportunities to make wider improvements as part of new developments, particularly reducing the visibility of servicing activity through development layouts and screening;
3. Minimise travel distances for trolley use, particularly for on-street servicing;
4. Reduce conflict by locating off-street servicing areas away from pedestrian desire lines, especially on the High Street itself; and
5. Managed access - restrict peak hour servicing access to pedestrian zones;
6. Provide safe access for emergency vehicles in line with governing standards.

It is important that the fine grain of delivery activity is recognised and understood in planning efficient operation, for in this way, the changing nature and needs of specific activities may be best provided for. The principles presented here are founded on a detailed assessment of current activity which naturally, will develop and change over time.

With specific reference to the High Street ‘core’ area, it is particularly important to minimise any adverse impacts of servicing activity on the public realm, and the principles below should be applied presenting a rationalised, functional and effective servicing environment:

7. Development including and to the west of BP1 (i.e. BP1, BP2, Montague Road area) should be serviced primarily from the west via Balfour Road;
8. Development to the east of BP1 should be serviced primarily from the east via Prince Regent Road;
9. More efficient use of the shared servicing provision and facilities within the dedicated Treaty Centre servicing area for the western end of the High Street;
10. Encourage the use of rear servicing to businesses on the northern side of the High Street – including shared access within BP2 environs within specified time-limited servicing access windows;
11. Utilisation of a specific, clearly signed High Street servicing loop avoiding the High Street / Hanworth Road junction;
12. Rationalisation of loading provision on the High Street to reflect business requirements and wider public realm aspirations.
Figure 6.10 Servicing strategy
sustainability
ENERGY AND SUSTAINABILITY

This section sets out the overarching principles for energy and sustainability. It provides broad principles for most elements of sustainable design and a strategy for sustainable energy. All developments will be required to meet current planning policy on sustainable design and climate change mitigation at the national, regional and local levels. This section provides further guidance in addition to those policies.

7.1 ENVIRONMENTAL STANDARDS

BREEAM is a rating applied to buildings following a pre and post construction assessment. Buildings are scored against a series of criteria and, based on a system of credits and the sustainable aspects of the scheme are awarded a rating of: ‘pass’, ‘good’, ‘very good’, and ‘excellent’. BREEAM assessments must be undertaken by a licensed assessor.

1. All retail, office and leisure development in the study area will be required to target BREEAM ‘Excellent’.

2. The BRE rating for residential development is Code for Sustainable Homes and all residential development will be required to meet the highest standards of environmental design aiming for a minimum code level 4.

3. Where these environmental standards will be challenging for developers and their design teams, it is recommended that a licensed assessor is introduced into the design process at the earliest possible stage. It is unlikely that the required high standards can be achieved without early consideration of the implication of such requirements and innovation design solutions.

7.2 TRANSPORT

The overarching objective in relation to transport is to reduce the need to travel using less sustainable means through improving public transport, cycling and walking access, and providing principles for mixed use developments so that the town centre is more self sustaining.

1. Improving access to public transport is a fundamental principle, and in line with this requirement the masterplan contains detailed concepts and principles for raising the profile, access to and convenience of public transport modes.

2. Improvements to the cycle network routes will be required and the masterplan contains principles for establishing Hounslow as a cycle friendly town centre.

3. Travel Plans will be required to be submitted with any planning application for major development in the study area. The plan must demonstrate that sustainable travel choices will be promoted and managed as part of the scheme.

4. As part of any construction methodology for planning applications in the study area, developers will be required to demonstrate that the number of construction traffic movements are minimised.

5. Engineering works should be programmed to limit the impact on the road network and minimise congestion and resultant air pollution.

7.3 MATERIALS

There is a mandatory requirement in BREEAM and the Code for Sustainable Homes standards to achieve a Green Guide rating of between A+ and D for at least three of the following five elements of the building envelope, including the roof, external walls, internal walls, upper and ground floors, and windows. The following guidance will additionally apply to development proposals:

1. Developers will be required to demonstrate the use of recycled materials.

2. Locally and sustainably sourced materials should be utilised, with materials sourced from accredited suppliers.

3. Materials utilised should have low embodied energy, created through sustainable production and processing.

4. Developers will be required to demonstrate that materials are high quality, durable and lasting in accordance with the requirements set out in the design guidance section of this report.
7.4 WASTE AND POLLUTION
1. All development should incorporate recycling storage facilities.

2. Developers will be required to demonstrate in their construction management plan that construction waste will be reused on site as far as practically possible, and that any surplus waste will then be recycled off site.

3. All developments should incorporate zero ozone depleting specifications and low NOx boilers.

7.5 WATER AND DRAINAGE
1. Green or brown roofs will be required to be provided on all buildings to increase surface water retention and minimise the risk of flooding.

2. All buildings should be designed to minimise the use and disposal of water through the installation of low consumption fittings and white goods.

3. Rain water harvesting and grey water recycling must be employed where possible.

4. Developments should incorporate Sustainable Urban Drainage Systems (SUDS) in accordance with the London Plan hierarchy.

5. Development and public realm works will be required to incorporate porous paving and manage water disposal.

7.6 BIODIVERSITY
1. Existing trees will be protected and their removal minimised unless essential to the use and function of spaces.

2. Trees should be added to the streetscape and spaces where appropriate, in accordance with the site and area specific design guidance.

3. A variety of tree species should be provided to maximise biodiversity value.

4. The addition of green or living roofs to the roofs and terraces in new building blocks will be required in order to enhance biodiversity in the town centre.

7.7 ENERGY
Delivering energy efficient design at the level of a masterplan through to the individual building is vital in addressing the causes and potential impacts of climate change and the future uncertainties of fuel supply and cost. Development will be required to incorporate low and zero carbon technologies where feasible. Depending on the form and context of buildings, different technologies will be appropriate and it will be necessary for the developer to demonstrate that the optimum solution is proposed.

Hounslow town centre has been deemed an appropriate location for a future district heating, cooling and power system (see energy evidence base for Core Strategy). This potential has been explored further in relation to the masterplan opportunity sites and in particular the principles of land use, floorspace quantum and layouts for those sites. The likely development phasing has also been considered.

A strategy for decentralised energy networks has therefore been devised as indicated on figure 7.1 with the following underlying principles:

1. A town centre wide decentralised energy network should be created, with new developments either implementing or contributing towards the implementation of the infrastructure.

2. The delivery of the network should be phased to provide a decentralised source for all major developments.

3. Energy centres serving major developments should be provided as part of development proposals in accordance with the locations indicated on figure 4.58.

4. Energy centres should be sized to allow the connection of existing nearby buildings.

5. Energy centres should be sized to serve the ‘anchor’ development with additional space future proofed to allow the connection of planned future development.

6. Where development does not directly provide a new energy centre, but will be supplied by it, a contribution should be made towards the necessary infrastructure and costs of connection costs.

All applications for major development in the town centre should demonstrate where and how the infrastructure will be provided for connection to the town centre network, including connecting pipework.
Figure 7.1 Energy network principles
delivery
8 DELIVERY

This chapter seeks to provide the framework of how the proposals identified in the Hounslow town centre can be realised through phasing and an implementation strategy, as well as the planning application requirements and advice on planning obligations. It is intended to provide a high level route map towards delivery of key developments, providing commentary on key strategic issues (the role of stakeholders, land assembly, funding, infrastructure requirements) as well as site specific commentary in terms of phasing, time scales and potential delivery approach. The identified opportunities have also been prioritised to provide a focus for the efforts of all parties in delivering the projects that will trigger regeneration and add most value to the town centre in the shorter term.

The masterplan is intended to set a framework of development principles. From this, it is expected that detailed site specific proposals will evolve to reflect the key thrust of the principles. The evolution of proposals will be expected to take a finer grained approach to individual development areas and sites, identifying in more detail the opportunities and constraints that will help to shape future high quality development in the area, and regenerate Hounslow so it becomes a more desirable place to live, work and play.

CONTEXT
The UK economy is currently depressed and this has resulted in a significant slowdown in investment, letting and development activities in many property sectors. The current economic climate may slow down the pace of delivery in the town centre, at least in the short term.

In many cases however, the delivery of regeneration schemes is a complex and longer term process. Successful schemes often require a combination of CPO, land assembly, highway changes, tenant relocations and statutory permissions before they can move to a construction phase. Thus many of the enabling actions can be taken early in order that when the property market returns to more normal levels of activity schemes can be delivered in a timely fashion.

The phasing approach is critical in managing the regeneration process so that developments contribute to a sustainable level of change, and that each development improves the investment potential to stimulate the future phases.

PHASING
The suggested phasing of development is set out on the following pages, having regard to priority sites and known constraints. The phasing is indicative and does not preclude developments coming forward in an earlier stage; rather it provides an indication of the developments that should be the focus of efforts in the early stages. The phasing is also informed by planning consents and developer interest.

It is important to note that the phasing is based on the current situation and does not account for future increases in investment interest that will arise as a result of early developments being implemented. As positive changes take place in the town centre, investment and occupation will become a more and more attractive prospect. The change indicated in phase 2 is therefore conservative and it is expected that far greater change will actually take place.

Development in line with the masterplan would deliver a substantial amount of new space and activity into the heart of Hounslow. The phasing of development will need to be carefully managed, both to ensure that there is no significant oversupply (especially for residential uses) and that good quality design is achieved.

The regeneration of the Blenheim Phase 2 site could create a step change in the perception of Hounslow, and act as a catalyst for further change. Appropriate development of this site is therefore afforded the highest priority.

In the meantime other improvements, such as the proposal to upgrade the public realm, should be implemented to help to build investor confidence in the area. There a number of major public realm initiatives already underway, including the High Street Renewal project. Softer initiatives such as this should also be considered a priority strand in delivering the holistic regeneration of Hounslow town centre.

The phasing strategy is set out on the following pages.
PHASE 1 (SHORT TO MID TERM - 0-5 YEARS)

Since the first publication of the draft masterplan developer interest in the town centre has grown and, while originally conceived as a period primarily of renewal and preparation, the early years are now likely to see a significant amount more development. It is important that partners develop the strongest foundations for economic growth and success within the town centre. As such, an initial period of strong partnership development and local interventions is critical. In addition to this, it is important to be realistic in terms of the timescale for development and improvement within the town centre.

The High Street Quarter will be a significant development in this phase and it is imperative that preparations are made for change and that external perceptions of Hounslow are challenged and changed through renewal, upgrade and refurbishment schemes, as well as bringing forward as many development opportunities as possible. Importantly in this period local people and businesses need to be given every opportunity to participate.

The focus in phase 1 should be on facilitating and delivering the following key proposals within a shorter term period of 0 - 5 years:

1. Regeneration of the High Street Quarter site and upgrading of the public realm on the High Street (central). The High Street Renewal project is already underway to transform the western section of the High Street.

2. Renewal and animation of the public realm and spaces on the High Street (as is being implemented under the High Street Renewal project). The renewal of Hounslow High Street is an important regeneration project, funded by the Mayor of London’s Outer London Fund (OLF) and LBH, to improve key streets throughout Hounslow Town Centre. A design concept has been developed and consulted upon for the first phase of this project, the pedestrian section of the High Street. This prioritised phase focuses upon improving the streetscape (paving, seating, street trees and lighting) and providing two dedicated events spaces, as well as an area for a market. The delivery of phase one is programmed for 2013/14.

3. Upgrading of the public realm and way finding along the station connections from Hounslow Central and Hounslow East.

4. On-going refurbishment, upgrade and reconfiguration of existing office buildings and retail units along the High Street. A shop front improvements scheme was carried out in Hounslow Town Centre in 2012, with a second round of funding to be made available for summer 2013. This scheme, funded as part of the Council’s successful OLF bid, made grants available to retailers within the Town Centre for shop front refurbishments. A series of shops on the High Street were awarded the grant which was used to deliver new shop fronts, signage improvements and interior design and to set the standard for other shops in the Town Centre to follow. The second round of funding will support other shops in doing so.

5. Civic development on the Bath Road site.

6. Redevelopment of the Hounslow Manor School site for a new exemplar education facility.

7. Support for the realisation of any other opportunity site developments, subject to the aspirations of landowners, including a new foodstore, residential and local services.

For these developments to function within the existing context and without prejudicing future developments, important sequencing considerations during this phase include:

- The High Street (east) public realm upgrade should happen in conjunction with the High Street Quarter development.
- Any development on sites must not prejudice the development of future parcels of land on that site or on adjacent sites, and must be delivered in accordance with the masterplan principles. This includes for example the Bell Road and Staines Road sites.

The minimum level of change shown in figure 8.1, with developments meeting the principles set out in this masterplan, will result in the following:

- A series of new public open spaces and high quality public realm throughout the High Street.
- New evening leisure and entertainment uses.
- Approximately 5,000 m2 of convenience retail.
- New high street retail units. Up to 10,000 m2 of additional comparison retail.
- A new exemplar education facility (D1 floorspace).
- New civic facilities.
- New flexible units that can be occupied by either retail (A1) or cafe/restaurant uses (A3) in the heart of the town centre.
- New town centre living accommodation with a mix of housing sizes and both social and private accommodation.

Figure 8.1 illustrates the developments that are likely to take place in each phase. The initial developments will however generate interest and improve perceptions of Hounslow; the level of transformation is therefore expected to be greater in later phases.
Figure 8.1 Illustrative phase 1 developments
PHASE 2 (MID TERM - 5-10 YEARS)

This is expected to be a period of transformation, stimulated by the increased visitor numbers and investment interest generated by activities, developments, place branding and marketing during phase 1.

Given current market conditions, and Hounslow’s position in relation to other potential locations for investment, it is likely that it will take in the region of 5 years for substantive development to take place within the town. As such, the period from 2015 will be highly important for strategy. This is given added resonance by the fact proposed developments at Southall, Hammersmith and Earls Court (amongst others) are all scheduled to be delivered within this time period.

The focus in phase 2 should be on delivering the following key proposals within a period of 5 - 10 years:

1. Further upgrading of the public realm and spaces on the High Street, including the High Street eastern section.
2. Continued animation of the public realm through regular events and activities (as is being implemented through the High Street Renewal project).
3. Upgrading of the public realm and edge environments on Hanworth Road and Staines Road.
4. On-going refurbishment and upgrading of existing office buildings and retail units along the High Street.
5. Mixed use regeneration of sites south of the High Street / London Road.
6. Commercial led mixed use development on the sites south of Staines Road.
7. Redevelopment and renewal of the sites south of London Road to provide for potential school expansion, residential and upgraded local services.

For these developments to function within the existing context and without prejudicing future developments, important sequencing considerations during this phase include:

- Any development on the sites south of London Road must not prejudice the development of adjacent parcels of land, and must be delivered in accordance with the masterplan principles.
- Any development on the sites on Staines Road must not prejudice the development of adjacent land, and must be delivered in accordance with the masterplan principles.
- Highways and public realm improvement works should be delivered in association with the redevelopment of sites to the north and south of London Road to ensure public realm improvements result from those developments.

The minimum level of change shown in figure 8.1, with developments meeting the principles set out in this masterplan, will result in the below changes. It should be noted that the figures below are a conservative estimate - regeneration in phase 1 is likely to have a snow ball effect with the resulting levels of growth and change expected to be far greater.

- A series of new public open spaces and high quality public realm throughout the High Street.
- New community and cultural activities and facilities.
- Further town centre living accommodation with a mix of new housing sizes, including family housing and both social and private accommodation.
- New flexible commercial (B1) accommodation for local businesses.
- Additional new flexible retail (A1), professional services (A2) and cafe/restaurant (A3) floorspace.
- Further improve educational facilities.

Figure 8.1 illustrates the developments that are likely to take place in each phase. Schemes and activities in phase 1 will however generate substantial interest in Hounslow, and the level of actual transformation is therefore expected to be far greater.
PHASE 3 (LONG TERM - 10+ YEARS)

This stage will see more challenging sites delivered, with Hounslow's role as a strong local and Metropolitan centre consolidated. Whilst it is difficult to predict conditions in the medium and long term it is envisaged that in 8-10 years time, Hounslow town centre will have evolved significantly from its current baseline position. As such, the period from 2020 onward is likely to be one of continued change, consolidating Hounslow's sub-regional position as an important location in London.

The developments in this phase are longer term with more complex challenges to delivery. It is therefore expected that these will be delivered in 10 or more years. The focus at this stage should be on:

1. Mixed use residential led redevelopment of the Royal Mail site.
2. Redevelopment of the bus garage site (north) for residential development.
3. On-going refurbishment and upgrading of existing office buildings and retail units along the High Street.

For these developments to function within the existing context and without prejudicing future developments, important sequencing considerations during this phase include:

- Redevelopment of the Royal Mail site is subject to the termination and/or relocation of the existing uses (including the telephone exchange).
- Redevelopment of the bus garage is subject to the retention or relocation of the bus garage to an appropriate site (easily accessible from the tube and town centre), which meets the criteria set out by TfL and subject to their approval.

The minimum level of change shown in figure 8.1, with developments meeting the principles set out in this masterplan, will result in the below changes.

- A dramatically transformed public realm with high quality and active new public spaces, attractive and pedestrian friendly streets.
- Further new living accommodation with a mix of new housing sizes, including both social and private accommodation.

Figure 8.1 illustrates the developments that are likely to take place in each phase. Schemes and activities in phases 1 and 2 will however have created substantial momentum by now, and the level of actual transformation is therefore expected to be far greater.
A economic strategy
high street study
1 Introduction

We were asked to consider how to improve safety in the pedestrian area within the High Street (west section) and to explore the possibility of introducing some time restricted vehicular access into that area, which is currently pedestrianised. In order to do that we have conducted the following tasks, the results of which are presented in this section:

c. Feasibility for introducing vehicles into the pedestrian area at designated times, including response to existing trees, pedestrian movement, junctions, highways safety.

d. Options for improving night time safety within the High Street.

e. Cross sections showing the above options and agreed design principles and a comparison to other high streets.

a. Options for design concept for the High Street section with buses – how can this section be improved from the existing.

b. Detailed study on bus movement and stops at the junction with Douglas Road to investigate if improvements can be made in coordination with the points above on the integration of BP2.
Existing road configuration:
The Western end of the High Street is currently a fully pedestrianised zone.

Despite very low incidence of crime actually on the high street (as shown in section 4) there is currently a perception that the High Street is unwelcoming and potentially unsafe during the evening and at night.

As part of our analysis we have looked at the possibility of extending vehicular access to the western end of the High street in order to address this issue and increase the number of people using the space at night.

Option 1:
In order to achieve a straight carriageway through the western section of the High Street without removing all of the existing mature trees, the carriageway needs to be located to the north of centre. This creates a relatively narrow footpath to the north of just 3m in places. This option also requires the removal of 7 large mature trees and the works may well compromise an additional 10 trees which would need remedial work to roots and canopy. In addition 9 light columns would need relocating. We strongly recommend that this option is not therefore appropriate or desirable.

Option 2:
Option 2 shows a bent road to the western end of the High Street which is pushed further north to reduce the impact on trees. Whilst this would reduce the number of trees needing removal to 4, it potentially compromises a further 12 trees and creates a junction to the West that is too tight for buses to easily navigate. Furthermore, there are issues with the quality and function of the public realm that remains, as discussed in section 3. We strongly recommend that this option is not therefore appropriate or desirable.
3 Western High Street Markets and Vehicular Movement

In addition to the impact on trees that would be caused by putting a road through this half of the high street we have also examined the impact on vehicles exiting the new road and on markets. Vehicle tracking studies show that the new junction at Bell Road could work well in terms of vehicle turning space however it would create a busy junction with Bell Road and would be likely to require additional traffic controls and signals which would make the junction feel very vehicle dominated and would not create a welcoming entry point to the High Street for pedestrians approaching from the station or Staines Road.

The inclusion of the road would also effect the way that market stalls could operate on the High Street. As shown below stalls are currently located between trees with a clear pedestrian route either side and generous footpaths of between 5.4 and 6.6m. Stalls also currently have the benefit of having 3 or even 4 sided facades maximising their passing trade. With the introduction of a road the stalls would need to be reduced to only 2/3 sided facades meaning traders would have less space to display goods and less passing trade. Footpath widths are also greatly reduced and a potential safety issue created as pedestrians visibility of approaching vehicles is obscured by the stalls.

In summary we feel that any potential benefits to perception of safety created by putting a road through this end of the high street are outweighed by the need for removal of a large number of mature trees, the reduction in pedestrian footpath widths and compromises to market activity and flexibility of use.
In order to assess where and what crime is taking place in Hounslow town centre we examined evidence from the Met Police and local crime data and plotted incidence of crimes within the town centre as shown below. This helped us to understand that there is:

- Very little crime occurring along the pedestrianised High Street.
- High crime areas are instead at: major junctions, back streets, Hounslow bus garage, Treaty Shopping Centre, and anti social behaviour at the junction of the High Street, Bell Road and Bath Road.

When combined with the impacts on trees and the public realm, we therefore do not consider it necessary or appropriate to bring vehicles into the west section of Hounslow High Street.
5 Alternative ways of improving the perception of safety

As stated previously, despite very low incidence of crime actually on the high street (as shown in section 4) there is currently a perception that the High Street is unwelcoming and potentially unsafe during the evening and at night. We have demonstrated that we do not consider introducing vehicles into the western end of the High Street an appropriate way to address this issue in Hounslow. There are however other measures that can be incorporated into the detailed design principles and future management regime to help improve the perception of safety. These include:

- Improved lighting to linking and back streets.
- Feature lighting.
- Improved CCTV.
- Encouraging night time economy Cinemas, restaurants, bars (which is a principle established within the town centre masterplan).
- Increasing police presence.
In order to better understand Hounslow High Street compared to other UK High Streets we have carried out a number of comparison studies, which help to give an indication as to the characteristics of High Streets that are either pedestrianised or have vehicles running through them. This has highlighted that the East High Street which is 15m wide and currently has a bus lane is in fact considerably narrower than the majority of other similar High Streets with vehicular routes. The Western High street is marginally wider than the East at 15.5m and is currently fully pedestrianised. This is slightly narrower but close in size to a number of other fully pedestrianised High Streets across the UK including Croydon, Slough and Uxbridge.

There are very few High Streets of this width with buses in across the UK. The Cut Waterloo for example is a good 4.5m wider and Grey Street Newcastle is 7.5m wider. Overall this would indicate that Hounslow High Street is more suited to a fully pedestrianised approach or half pedestrianised to the West as it is currently and the East being redesigned to create a shared space that feels more pedestrian friendly than the current configuration.

### Oxford Street London: Two way road buses, Taxis and cycles only. Restricted loading times.

### Exeter High Street: Two way road buses and cycles only. Restricted loading times.

### High Street Kensington. Two way road buses, Taxis and cycles only. Restricted loading times.

### The Cut Waterloo. Two way road buses, Taxis and cycles only. Restricted loading times.
Hounslow High Street East: One way road. Buses and cycles only. Restricted loading times.

Grey Street Newcastle: One way road. Buses, taxis, cycles and restricted pay and display car parking and loading times.

Commercial Road Portsmouth: Pedestrian and cycles only. Restricted loading times.

New Road Brighton: Pedestrian and cycle friendly zone. Vehicle access permitted without restrictions.
Hounslow High Street West: Fully Pedestrianised zone. Restricted loading times.

Slough High Street: Fully Pedestrianised zone. Restricted loading times.

North End Croydon: Fully Pedestrianised zone. Restricted loading times.

Uxbridge High Street: Fully Pedestrianised zone. Restricted loading times.