

# Hounslow Town Centre Masterplan

Tall buildings Annex  
Final report

March 2024



London Borough  
of Hounslow

Allies and Morrison



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# Introduction

## Why has a tall building strategy been prepared?

- 1.1 The Hounslow tall building strategy has been prepared to guide future developments in the town centre. It directly supports the emerging Hounslow town centre masterplan by providing further guidance for prospective tall buildings on key sites.
- 1.2 The Hounslow tall building strategy reflects the Council's commitment to managing good growth by coordinating existing and future planning applications to enhance the local townscape and strengthen the town centre.

## Tall Building Guidance

- 1.3 A high-level analysis of suitability and sensitivity to tall building development underpins the work in this document, which focuses exclusively on Hounslow town centre. It provides more granular and detailed guidance on building heights for specific sites across the town centre.
- 1.4 A borough wide Tall Buildings Study will be undertaken, which will form the evidence base for the approach to tall buildings in the Local Plan, including the tall buildings policy.

## How has this strategy been prepared?

### Baseline

a review of the Character, Sustainability and Design Codes SPD and a fresh analysis of the town centre, taking account of developments projects coming forward that are either under construction or have extant permissions but are not yet visible.

### Townscape principles

derived from the initial analysis and evidence base review with Council officers

### Engagement

Engagement with Council officers, elected Council Members, members of the public and key landowners / developers through a series of separate meetings and workshops

### Masterplan guidance

Preparation of a final masterplan taking into account engagement feedback during the iterative design process.

### Final reporting

Preparation of a final masterplan taking into account engagement feedback during the iterative design process.

## How does this strategy relate to other Council documents?

- 1.5 The tall buildings strategy has been developed in accordance with a number of emerging documents:
- Hounslow Town Centre Masterplan
  - Hounslow Town Centre Vision
  - Character, Sustainability and Design Codes SPD
- 1.6 This strategy both supports and adds further detail to the emerging documents listed above which were developed by the Council in collaboration with communities in 2021.

## What if guidance is not included explicitly for my site?

- 1.7 The documents listed in para.1.5 will provide further detailed guidance for sites not explicitly covered (as a numbered site) within this document. Within this document the ‘townscape principles’ provide guidance for any site coming forward in the town centre, alongside the spatial guidance within the buildings height and townscape framework and designated tall building zone plan.
- 1.8 The Character, Sustainability and Design Codes SPD sets out more detailed design guidance which should be addressed during the design process of any tall building. This includes topics relating to context, the public realm, good design relating to aspects of the top, middle and bottom of the building, microclimate and sustainability.

## Have the public be consulted on the strategy?

- 1.9 Yes, in addition to engagement with Council officers and elected Council Members, members of the public were consulted on the Hounslow tall building strategy during the summer of 2023.

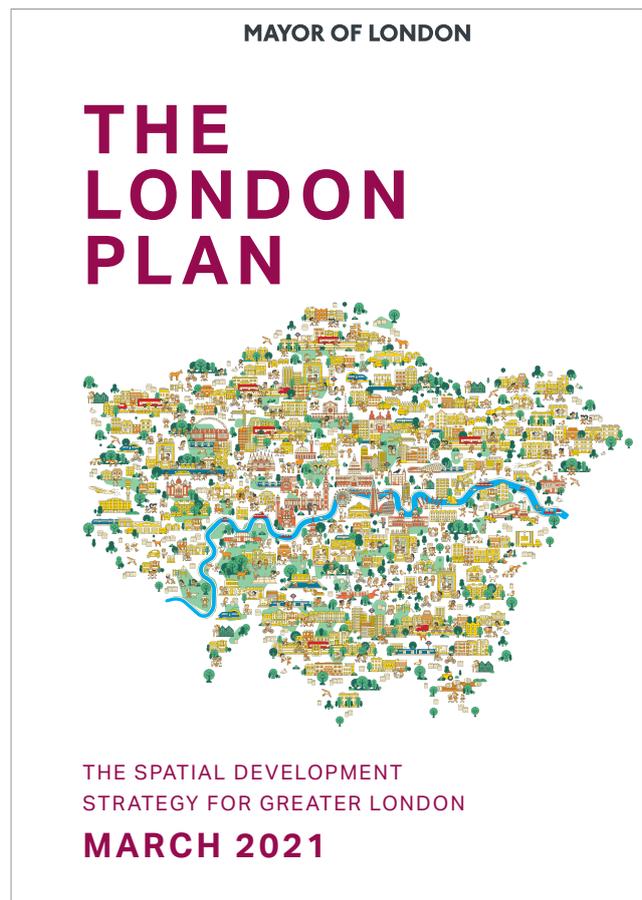
## What weight will the Hounslow tall buildings strategy carry in the planning process?

- 1.10 The Hounslow tall building strategy will be treated as evidence to inform planning decisions.
- 1.11 The Town Centre Masterplans should be read in conjunction with both the draft Climate Change Mitigation and Adaptation SPD and the emerging Character, Sustainability and Design Code SPD.
- 1.12 LB Hounslow is in the process of producing a Local Plan and these documents are helpful in the interim, but please be aware that these masterplan documents and tall building annex are for guidance only, and the formal Policies Map in the DPD will address the definition, location and heights of tall buildings.

## What is a tall building?

- 1.13 The planning policy landscape relating to the building heights of new development in London, and more specifically tall buildings, has changed in recent years.
- 1.14 The London Plan (2021) has specific policy (D9) on Tall buildings. This defines tall buildings as not lower than 18m from the ground to the floor of the uppermost storey.
- 1.15 Under Policy D9 of the London Plan and its supporting text there are three principal requirements which are as follows:
- Define what is meant by ‘tall’ - the Plan should define what is ‘tall’ in specific locations.
  - Define ‘appropriate’ locations - the Plan should determine if there are locations where tall buildings may be an appropriate form of development in principle.
  - Define suitable heights – in these potentially appropriate locations the Plan should determine the maximum height that could be acceptable.
- 1.16 Whilst there is a recognised definition of ‘tall building’, the London Plan puts weight on a context-led definition of tall, and therefore what might be considered tall will be subjective to the characteristics and nature of the local context. As a result, the definition of a tall building varies across London.

- 1.17 The adopted Local Plan (2015) defines tall buildings as 20m or above, in line with the 2014 Urban Context and Character Study. This policy has been superseded by the London Plan policy D9. The Local Plan policy will be updated to align with this. The guidance in this SPD aligns with the London Plan.



1.18 The London Plan highlights a number of impacts which development proposals should address including:

- Visual impacts: including views, spatial hierarchy, legibility and way finding, architectural quality and materials, heritage assets and their settings, glare and light pollution.
- Functional impacts: including internal and external design, safety and quality, servicing, maintenance and management, capabilities of the transport network, economic activity, interference with aviation, navigation and telecommunications.
- Environmental impacts: including wind, daylight, sunlight, temperature, air movement, noise
- Cumulative impacts: this includes the cumulative visual, functional and environmental impacts of tall building

# An evolving context

## Existing building heights

- 1.19 Existing buildings in Hounslow are extremely varied in scale.
- 1.20 The town centre comprises low-rise historic buildings (concentrated in the core section of the High Street) interspersed by mid-rise 20th and 21st century developments (particularly to the east and western ends).
- 1.21 The town centre is surrounded by a low-rise suburban hinterland.
- 1.22 More recent planned developments (particularly to the north at the High Street Quarter) are significantly shifting the scale of the town centre towards taller buildings with larger footprints at ground floor.
- 1.23 For a more detailed assessment of existing building heights in the town centre, please refer to Part B of the emerging Borough Character, Sustainability and Design Codes SPD.



High Street Quarter



Bell Road



Hounslow House

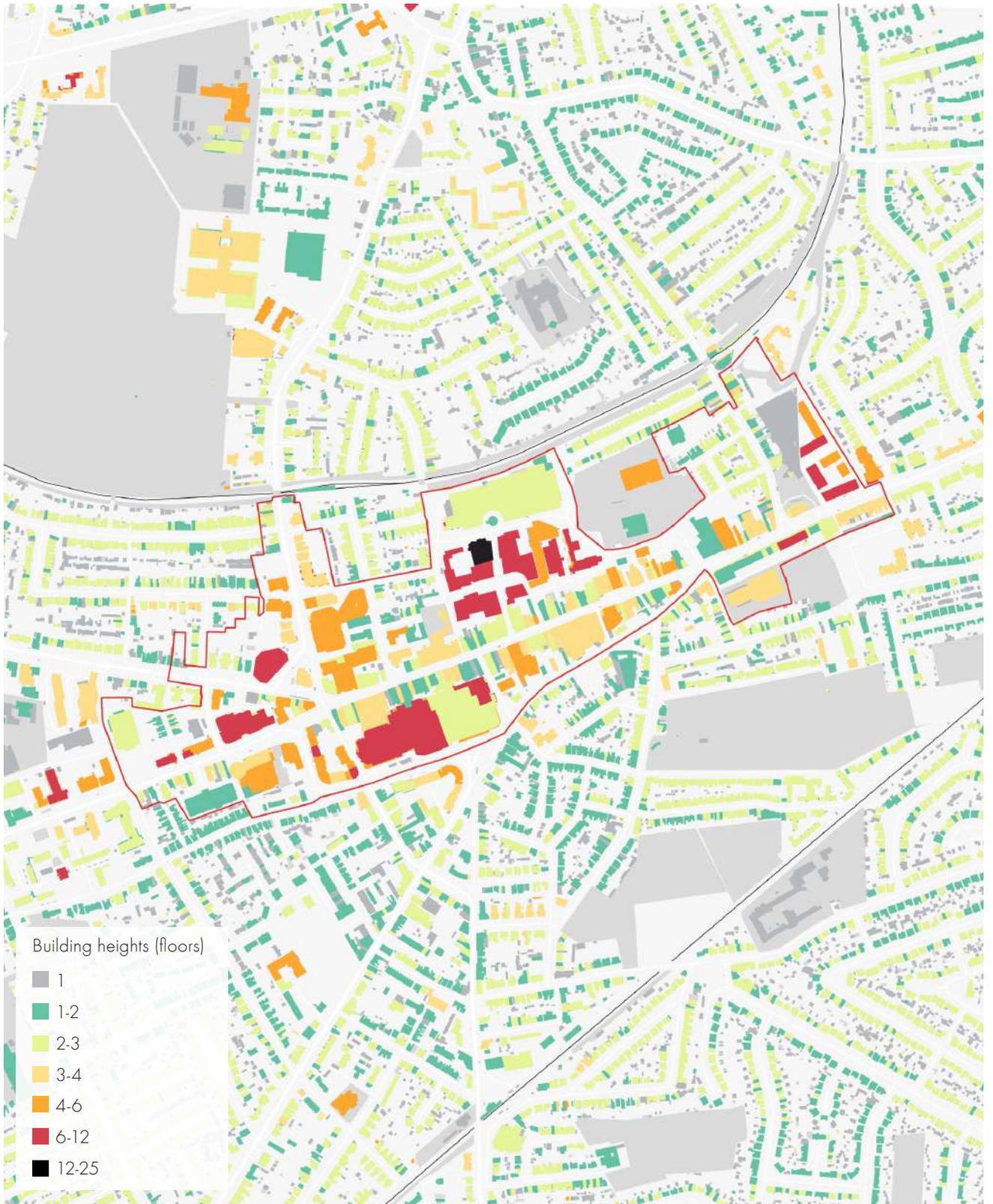


Figure 1.1: Existing building heights in Hounslow

# An evolving context

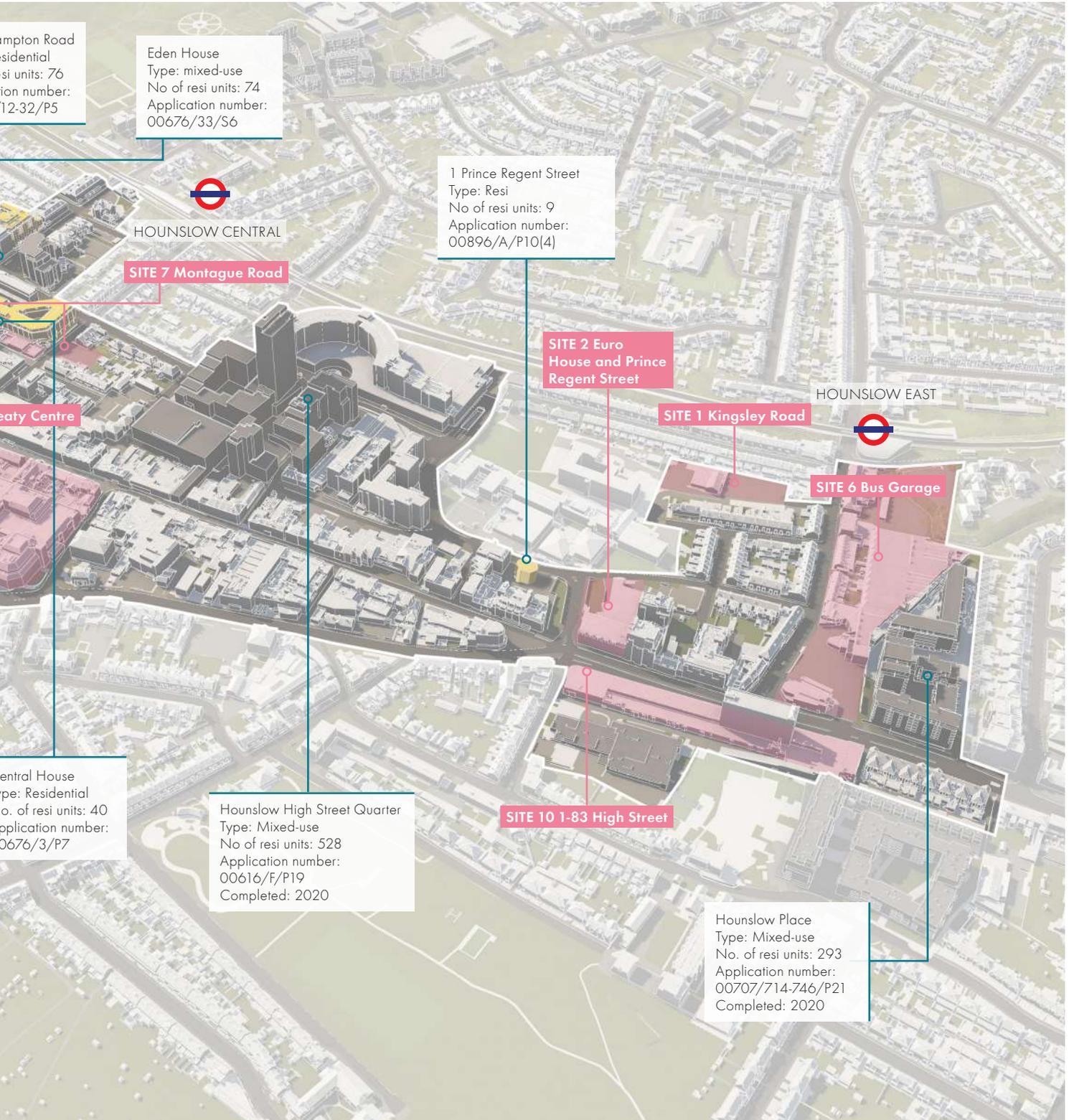
## Future building heights

- 1.24 Hounslow has a rapidly evolving development context, which has an impact on the prevailing building height and character of the town centre.
- 1.25 Vu.City is a useful software that allows us to view the emerging development context which includes recently completed buildings, those that are under construction and those with planning consent.
- 1.26 Recently completed buildings include Hounslow High Street Quarter which has delivered a new building of significant height in the heart of the town centre, set back from the high street. Hounslow Civic Centre and Eden House have helped to increase the general scale along Lampton Road.
- 1.27 Bell Road is currently under construction and a number of other projects around Lampton Road have consent for rooftop extensions.

- Under Construction
- Consented
- Recently completed
- Masterplan sites



Figure 1.2: Aerial view of the local townscape showing consented schemes and recently completed schemes as well as those under construction. Please note: This status of these schemes are representative of a snapshot in time (March 2024) and will therefore change over time.



Ampton Road  
Residential  
No of resi units: 76  
Application number:  
0012-32/P5

Eden House  
Type: mixed-use  
No of resi units: 74  
Application number:  
00676/33/S6

HOUNSLOW CENTRAL

**SITE 7 Montague Road**

1 Prince Regent Street  
Type: Resi  
No of resi units: 9  
Application number:  
00896/A/P10(4)

**SITE 2 Euro House and Prince Regent Street**

HOUNSLOW EAST

**SITE 1 Kingsley Road**

**SITE 6 Bus Garage**

Community Centre

Central House  
Type: Residential  
No. of resi units: 40  
Application number:  
00676/3/P7

Hounslow High Street Quarter  
Type: Mixed-use  
No of resi units: 528  
Application number:  
00616/F/P19  
Completed: 2020

**SITE 10 1-83 High Street**

Hounslow Place  
Type: Mixed-use  
No. of resi units: 293  
Application number:  
00707/714-746/P21  
Completed: 2020

# Suitability and sensitivity

- 1.28 The mapping in this section sets out the suitabilities and sensitivities to tall buildings in Hounslow. This is then refined through the addition of qualitative analysis to the sensitivity and suitability mapping, relating to Hounslow Town Centre.
- 1.29 A set of criteria has been set out for both sensitivity and suitability, which help to establish an objective understanding of the general sensitivity and suitability of different parts of Hounslow for tall building development.
- 1.30 When reviewing applications for tall buildings, the Council will consider the general sensitivities and suitability of a site alongside other, more subjective or design-based criteria, as well as an assessment of social infrastructure including its proximity to the site, capacity and levels of use, prior to making a planning decision. Applicants should therefore take these criteria into account from the beginning of the design process to identify whether their site is suited to tall building development.
- 1.31 For all sites, any impacts on the Ministry of Defence's operations in the area should be avoided. Any impact on an operational aerodrome will also be a factor when determining any application within these sites. Secondly, any development within any of these sites that results in the creation of an environment attractive to those large and/or flocking bird species hazardous to aviation should be avoided. Thirdly, consideration should be given to the potential for the construction process and any plant or machinery required to implement development to project into the airspace above and surrounding RAF Northolt, the operation of technical assets deployed at that aerodrome, and the potential for an environment attractive to hazardous bird species to be formed temporarily.
- 1.32 The MOD should be consulted through DIO Safeguarding, on all applications which exceed 14 storeys, or a height of 50m above ground level, to ensure that the potential for tall buildings or structure to form a physical obstacle to low flying aircraft can be addressed through appropriate lighting and charting.
- 1.33 The adjacent plans present a composite picture of both the sensitivities and suitability across Hounslow Town Centre. There is a concentration of sensitivities around the high street, that relate predominantly to heritage assets and three pockets of low building heights (1-3 storeys).

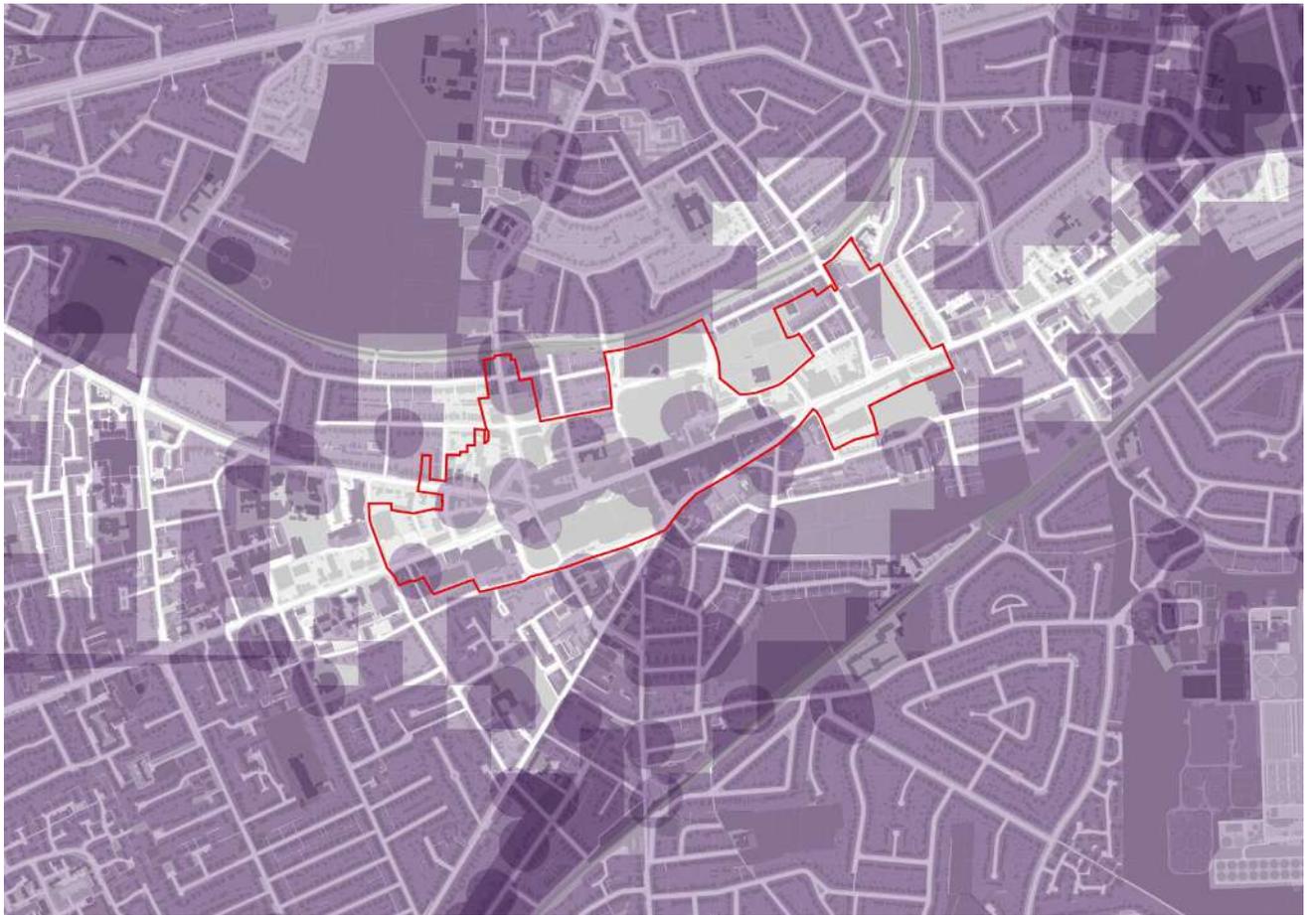


Figure 1.3: Composite 'heat map' of all sensitivity criteria overlaid



Figure 1.4: Composite 'heat map' of all suitability criteria overlaid

## Sensitivity to tall building development

1.34 There are 10 criteria for sensitivity to tall building development:

1.35 **Green open spaces and nature reserves**

There are no green open spaces or nature reserves within the Town Centre, and thus potential issues associated with tall buildings such as over shadowing will not effect these types of spaces.

1.36 **Areas of consistently low (1 to 3-storey) buildings**

Prevailing heights within the town centre are predominantly above 3 storeys. The exception of several pockets at the south west (Bell Square) and the south east ends of the high street, where finer grain and lower building heights are present. These areas will be more sensitive to taller developments.

1.37 **Areas of Special Character**

There is one Area of Special Character south of the Treaty Centre, which is of significant local value in terms of architectural, townscape and environmental quality.

1.38 **Conservation Areas**

The Victorian St. Stephen's Church and Road is the only Conservation area in Hounslow, located between the railway line and Hanworth Road, south of the Town Centre boundary.

1.39 **CAA Public Safety Zone (NA)**

Consideration of the Public Safety Zone around Heathrow airport will impact on the potential heights of new development.

1.40 **Close proximity (50m radius) to Listed and Locally Listed Buildings**

Whilst there is only one (Grade II) Listed Buildings within the site boundary there are a large number of Locally Listed Buildings, which significantly contribute to the local character of the area.

1.41 **Poor levels of public transport accessibility (PTAL score 0-2)**

The Town Centre has good accessibility to public transport facilities and services with two underground station, north of the high street and one national rail station. However, there is limited bus access on the High Street with services travelling around rather than through the core for the most part.

Other layers from the borough-wide analysis which do not affect the Town Centre include: 'Within 400m buffer of a World Heritage Site', 'Green Belt' and 'Thames Policy Area'.



Figure 1.5: Areas of Special Character



Figure 1.6: Conservation Areas

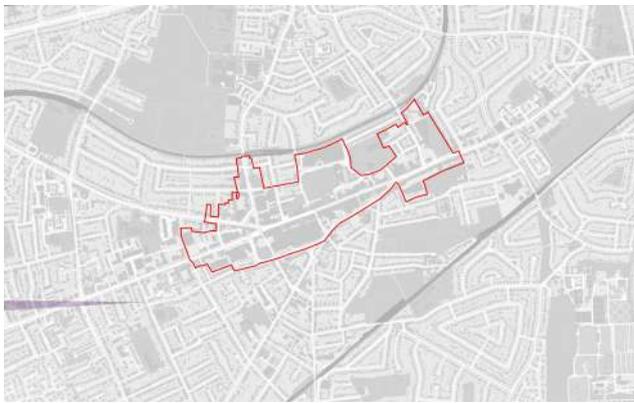


Figure 1.7: CAA (Civil Aviation Authority) Public Safety Zone

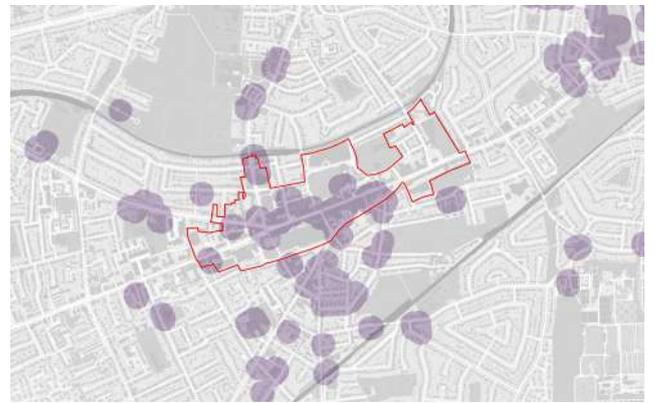


Figure 1.8: Listed buildings

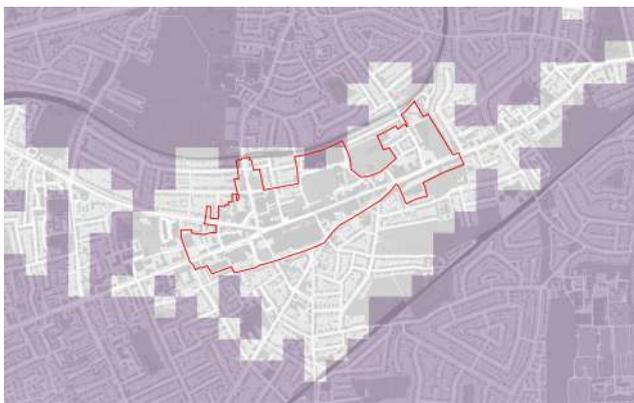


Figure 1.9: PTAL score 0 - 3

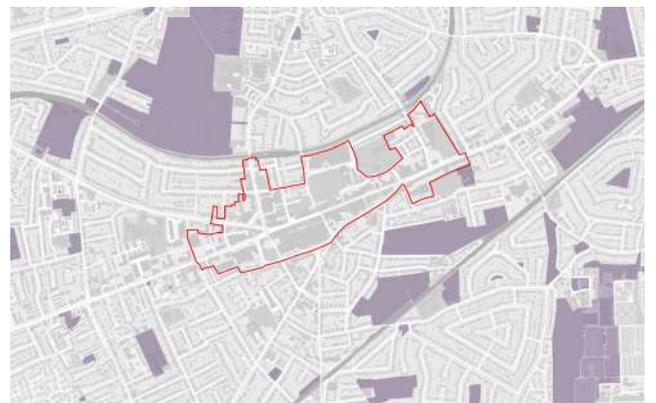


Figure 1.10: Green open spaces and nature reserves

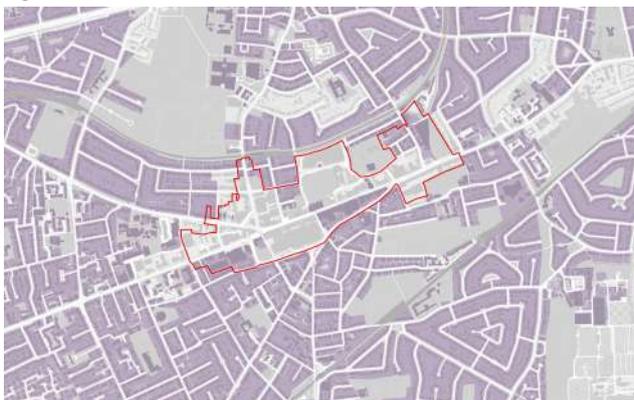


Figure 1.11: Consistently low building heights

## Suitability to tall building development

1.42 Seven criteria have been identified which help to establish an objective understanding of the general suitability of different parts of Hounslow for tall building development.

1.43 Suitability to tall building development will apply to a site that:

1.44 **Is within 400m from a green open space of high quality**

The majority of the town centre, bar the south western corner is within 400m of high quality green open space. This will include surrounding parks such as Lampton Park (north west), Inwood park (south) and Thornbury Park (south east).

1.45 **Is within a Town or local centre**

The study area covers Hounslow Town Centre which comprises a strong mix of retail, businesses, and Food and Beverage uses. The town centre has a high level of footfall and has a large population catchment beyond immediate town centre wards.

1.46 **Is within an Opportunity Area**

The town centre falls within the Heathrow Opportunity Area, which is identified in the Mayor's London Plan as an Opportunity Area with potential for 13,000 new homes and 11,000 new jobs by 2041. This designation supports the potential for significant development.

1.47 **Has high levels of public transport accessibility (PTAL score 3-6b)**

The Town Centre has good accessibility to public transport facilities and services with two underground station, north of the high street and one national rail station. This is a key factor underpinning the areas suitability for more dense forms of development.

1.48 **Is within an area of consistently tall buildings (six storeys or more)**

Buildings within the town centre are predominantly above six storeys, reflecting the urban character of the town and the mix of uses. Tall buildings are most suitable to areas where clusters of similar heights are present.

1.49 **Areas identifies for tall buildings in previous masterplans**

A final layer includes key sites within the town centre that have been identified for taller buildings through previous masterplanning work. Some of these sites have now been delivered.



Figure 1.12: 400m from green open space



Figure 1.13: Centres

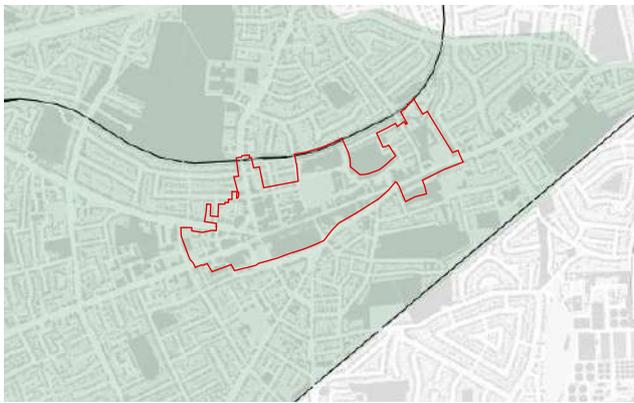


Figure 1.14: Opportunity Areas

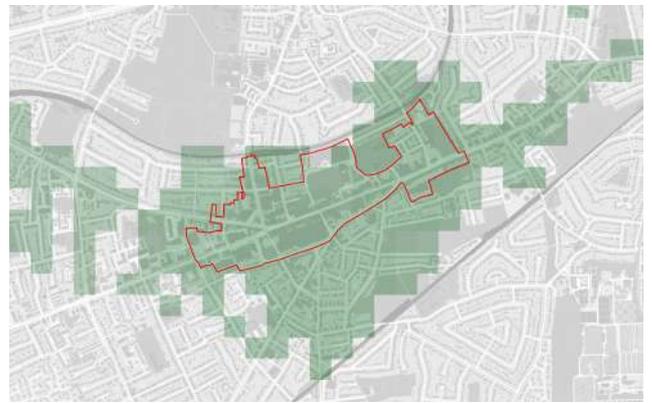


Figure 1.15: PTAL 3 - 6b

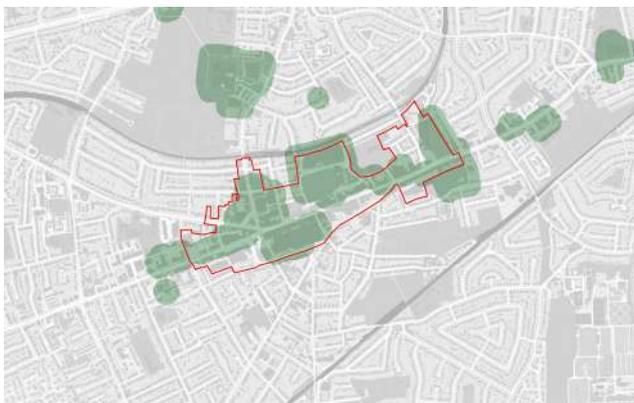


Figure 1.16: Areas of consistently tall buildings (six storeys or more)



Figure 1.17: Areas identified for tall buildings in previous masterplans

# Key issues

A number of key issues have been identified and are addressed in the Hounslow tall buildings strategy

## 1.50 The evolving context

- There are many planned developments that are either under construction or in the pipeline that will significantly change the scale and character of the local townscape. New developments must be of the highest architectural quality, regardless of whether it takes a traditional, transitional, contemporary or innovative approach.

## 1.51 The scale of the High Street

- The A315 is an historic and important arterial route. The scale and character of the High Street, particularly in the core pedestrianised section between London Road and Staines Road is consistently low with a fine grain of existing buildings and land parcels.

## 1.52 Wayfinding and legibility

- The visual prominence of the town centre from its surrounding stations and transition from the vehicular to the pedestrian section of the High Street are key to a legible townscape. Wayfinding around the town centre can be improved with landmark, rather than tall, buildings.

## 1.53 The arrival experience

- There are three main arrival points to the town centre from nearby underground and train stations. The eastern approach from Hounslow East, the western approach from Hounslow Central and the southern approach from Hounslow rail station. Buildings that positively frame and animate the arrival

experience, particularly from east and west approaches should be encouraged.

## 1.54 The setting of heritage assets

- The majority of listed and locally listed buildings are concentrated along the historic High Street and south of Hounslow Central station. Developments adjacent to or within close proximity to these heritage assets will need to be sensitive to their setting.

## 1.55 Thresholds between the centre and suburbs

- Many allocated sites are on the threshold between the town centre and surrounding suburban neighbourhoods.

## 1.56 Urban greening

- There is a dearth of public and green open space in the town centre. New developments must contribute to the enhancement of the public realm as well as the provision of new public open spaces (for larger, more strategic sites) as well as generous private outdoor amenities.

## 1.57 The public role of tall buildings

- Beyond the provision of homes, new tall buildings must contribute to the vibrancy and vitality town centre by offering social infrastructure and employment opportunities for the local community.

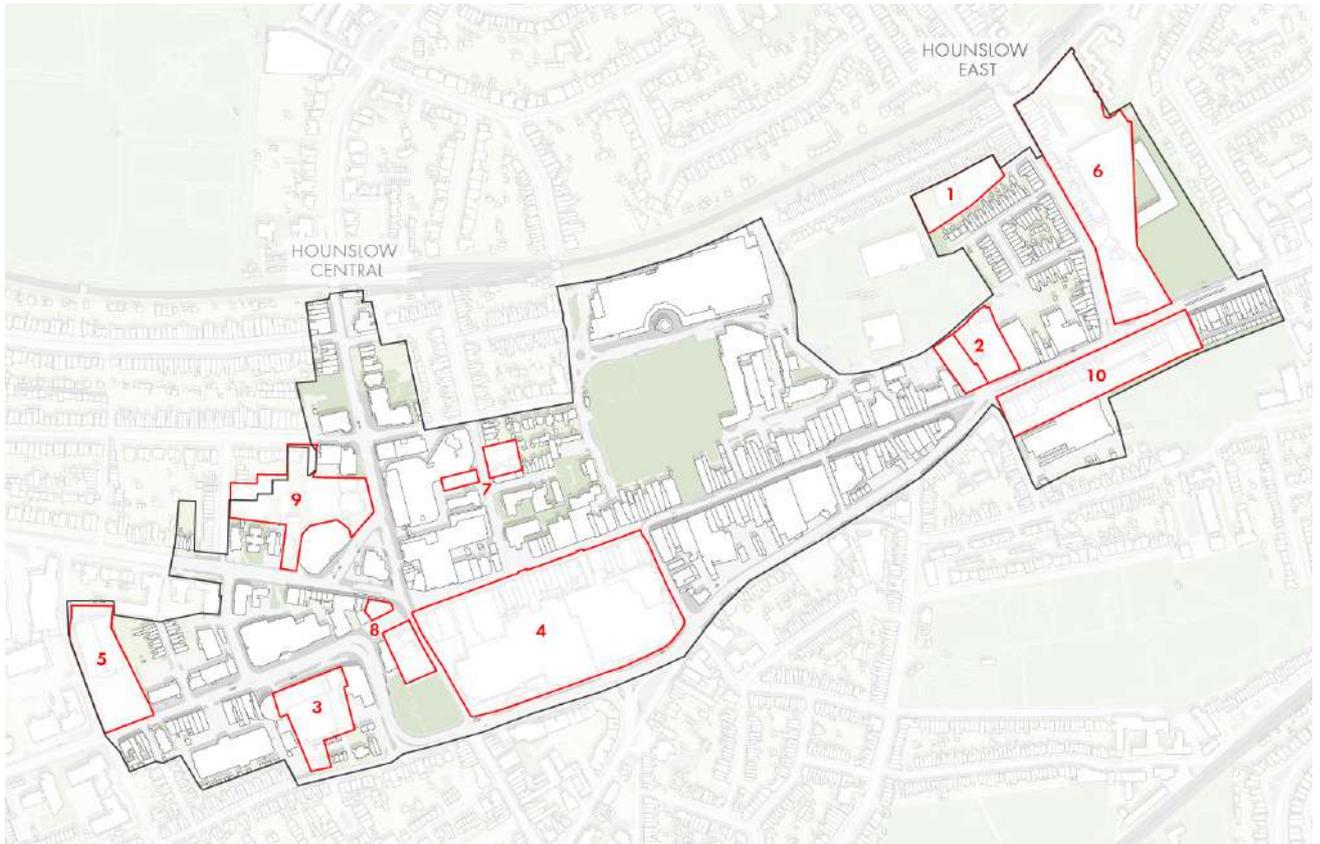


Figure 1.18: The masterplan study area and key sites

- Masterplan site boundaries
- Town centre boundary

1	Kingsley Road
2	Euro House and Prince Regent Street
3	34 Staines Road
4	Treaty Centre
5	Home Bargains
6	Bus Garage
7	Montague Road
8	Bell Square
9	Lampton Road
10	1-83 High Street

# Townscape principles

## 1

1.59 Seven key principles for the development of tall buildings in Hounslow Town Centre have been identified. Applicants will need to demonstrate how they have addressed these principles.

1.60 Tall buildings must be of the highest architectural quality and reflect the existing character of Hounslow Town Centre. Tall buildings must deliver exemplary design quality given their future prominence in the townscape of Hounslow.

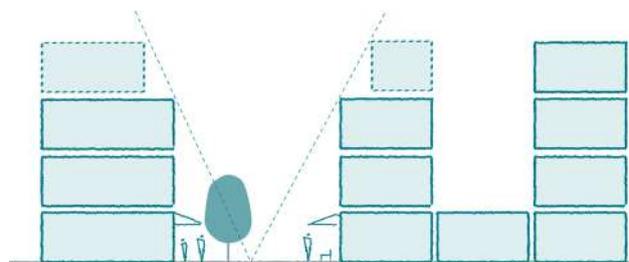
1.61 The contrast between old and new is a characteristic that is distinctively Hounslow, and tall buildings must seek opportunities to embrace the contrast of modern architecture and historic assets. Whilst some older buildings may not be listed, they should still be conserved and enhanced if their heritage and character positively contributes to the townscape.

1.62 All applicants should also refer to the principles and guidance set out within the Emerging Character, Sustainability and Design Code SPD.

1.63 All applicants, including those with sites which are not specifically identified in the Hounslow Masterplan Framework, should be in accordance with the masterplan and Tall Building Guidance.

### 1.58 Retain the human scale of the existing core high street

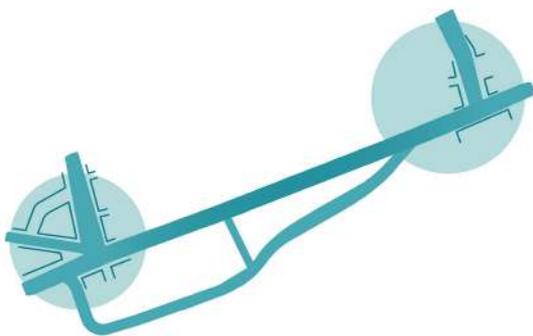
- Along the core part of the High Street (from Lampton Road to Laurence Road), the high street itself is not the place for the tallest elements.
- Building heights in this location, which provide direct frontage to the High Street, should be limited to 4 storeys.
- Taller elements should be set back to prevent overshadowing to this key public realm asset, and to retain the relatively continuous/consistent frontage of this historic Roman road.
- Taller elements are permitted in locations which are set back from this core area, delivered with a mediating shoulder height.
- Beyond the core part of the pedestrianised zone, taller buildings are acceptable in these accessible/sustainable locations, to help balance the width of the approach roads to the centre.



# 2

## 1.64 Seek opportunities to bookend the high street

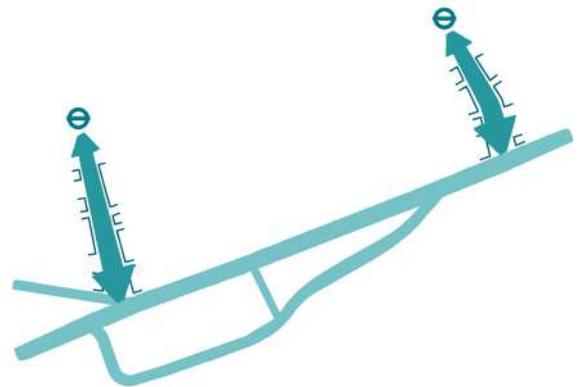
- Identify opportunities for new quality landmarks within identified sites to enhance the wayfinding and architectural quality in the town centre.
- Western end - Hounslow House is the landmark at the western end of the High Street. Any development in this area should enhance its setting, with new buildings that defer to its scale and context.
- Eastern end - Particularly sites 6 and 10 present opportunities for taller elements that have a role to draw people along the high street, creating new destinations, wayfinding elements and prominent moments of architectural quality.



# 3

## 1.65 Enhance the sense of arrival and approach to each station

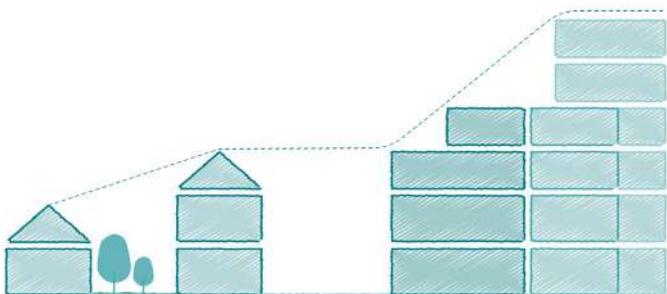
- Both Lampton Road and Kingsley Road have a role in mediating between the scale of the core town centre and its suburban hinterland. The redevelopment of sites along these routes must not contribute to a 'canyoning' of these environments.
- Particularly Hounslow East tube station has the potential for taller buildings to enhance the sense of arrival.
- Whitton Road, towards Hounslow train station, has a scale much more in keeping with its immediate context.



# 4

## 1.66 Sensitive mediate between the town centre and the consistent scale of the suburbs

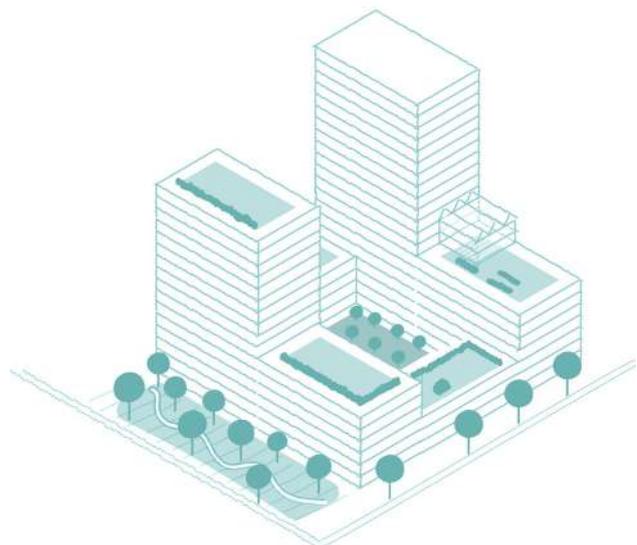
- The town centre boundary is focused around the mixed use area in Hounslow. The scale of this area is varied, and in places, significantly taller in height than its immediate context.
- Where sites come forward on the edges of the boundary, these developments will need to carefully mediate to the suburban hinterland.
- This is particularly relevant to the south of the centre, where the neighbourhoods are most consistent and come right to the edge of areas which are likely to undergo most significant change. The tube line provides a buffer to the north of the centre.



# 5

## 1.67 Tall buildings must contribute to the greening of the town centre

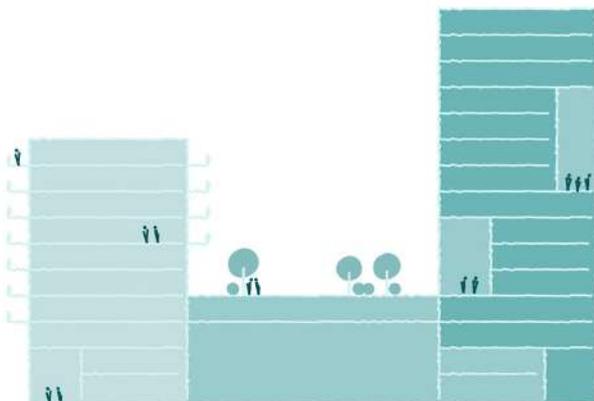
- Any new tall building in Hounslow must contribute to the strong principles throughout the vision & masterplan for a shift towards a greener town centre.
- Opportunities to integrate green infrastructure must be prioritised and could include green roofs, rooftop gardens, green walls, podium gardens and rain gardens.
- Green infrastructure and open space at the ground and lower levels will need to consider shading and the micro-climate created by the design. Proposals must meet open space standards and green infrastructure requirements, ideally on-site. Off-site contributions could include improvements to local parks and open spaces.



# 6

## 1.68 Tall buildings must 'give back' to the wider town centre and local community

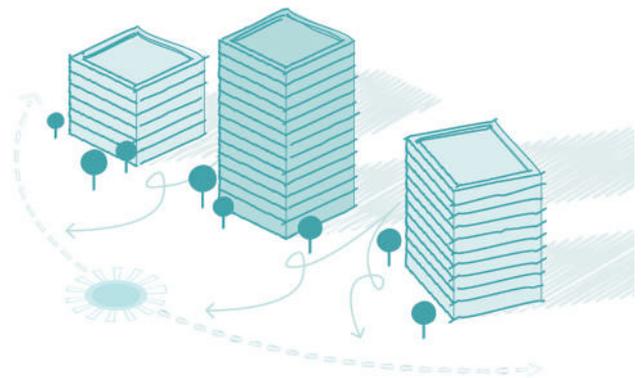
- Tall buildings in Hounslow must 'give back' and deliver a civic or cultural destination or space to contribute to facilities for the local community. This is because tall buildings are usually located on a very prominent site, with good wayfinding.
- This will bring greater diversity and facilities to the town centre, with a mix of uses creating a safer and more 24-hr centre.
- New space should be fully accessible, delivered on the ground floor and with uses planned in conjunction with LBH to meet required needs.



# 7

## 1.69 Proposals for higher density developments must be carefully coordinated between adjacent sites

- Proposals should be prepared in a coordinated manner, demonstrating awareness of opportunities on adjacent sites with reference to the Local Plan, site allocations and the guidance in Hounslow town centre masterplan. Such coordination will result in a cohesive townscape and public realm.
- Adjacent landowners are encouraged to adopt a joined up approach, finding opportunities for coordinated strategies through early dialogue with the Council.
- Careful consideration of cumulative impact will be required, with a view to avoiding the unintended clustering of buildings.



# Good practice precedents



Higher density mid rise forms of development which support family units and good outdoor space are appropriate in this area. Precedent example: Mansion blocks in South Kilburn Estate © Alison Brooks Architects



In zones of transformation within this area higher density forms such as courtyard blocks will also be appropriate. Precedent example: Hawley Wharf by AHMM © Lorna Soar



Where sites are smaller, high density can still be achieved using height without its massing feeling intrusive. The block responds to the street layout and acts a local landmark. Precedent example: 67 Southwark Street © Allies and Morrison



Incorporating well designed landscape and planting, which offers play space and softens the edges with the public realm. Precedent examples: The Lexicon, Harrow © EHW Architects



Maisonettes to the street have rear gardens to a central, shared courtyard. Precedent example: Verna, Acton by Grid Architects © Grid Architects



High quality and high density homes which mediate well from the existing context of 4-5 storey mansion blocks to 10 storeys. Precedent example: The Lexicon, Harrow © EHW Architects



Podium courtyards provide quality amenity space for residents and for this development, respond to the local historic landmarks. Precedent example: © John Robertson Architects



Using different architectural styles to create a clear base, middle and crown the buildings, with a stepped roof line responding to the neighbouring context. Precedent example: Agar Grove, Camden, © Hawkins Brown



Using double height frames can play with the sense of the number of storeys. Precedent example: Francis Grove © MATT Architecture



Mediating between the town centre and surrounding suburbs with a 5-11 storey scheme that has strong frontage to the main road. A good example of high density without towers. Precedent example: Lexicon, Harrow © Allies and Morrison



High density, 10 storey perimeter blocks form a part of the Acton Gardens masterplan, Ealing, which includes an extensive open space network comprising three public parks, communal gardens, green streets and allotments. © Allies and Morrison



Using public green amenity space to offset the pressure of dense developments. Precedent example: St. Andrews, Bromley by Bow © Allies and Morrison

# Building heights and townscape framework

1.70 The adjacent framework plan is intended to guide the form and scale of future developments on key sites in the town centre and their relationship to:

- Nearby heritage assets
- Important local views
- Key approaches to the town centre and nearby stations
- Existing tall buildings and visual landmarks
- Green open spaces
- Sensitive thresholds between the town centre and its suburbs
- The Tall Building Zone

1.71 The indicative block layouts (sites 1-10) illustrated on this plan have been established as part as the Hounslow Town Centre Masterplan. For further detail and guidance relating to potential land uses and development capacities for both sites 1 to 10 and other Local Plan Site Allocations, please refer to the Local Plan, site allocations, the Character, Sustainability and Design Codes SPD and the Hounslow Town Centre Masterplan. The indicative height ranges of masterplan sites 1-10, shown on figure 1.20, are illustrative and seek to reflect the townscape principles set out on pages 20-23. Block massing and layouts of these sites represents one way of realising the townscape principles. Schemes will ultimately evolve through the design process in response to the guidance noted above.

1.72 For further detail and guidance relating to the appropriate building heights within each site - and their justification rationale for how they contribute to the local townscape, please refer to Tall Building Zone map on pp. 28-29 and site-specific guidance on pp.30-33 of this document.

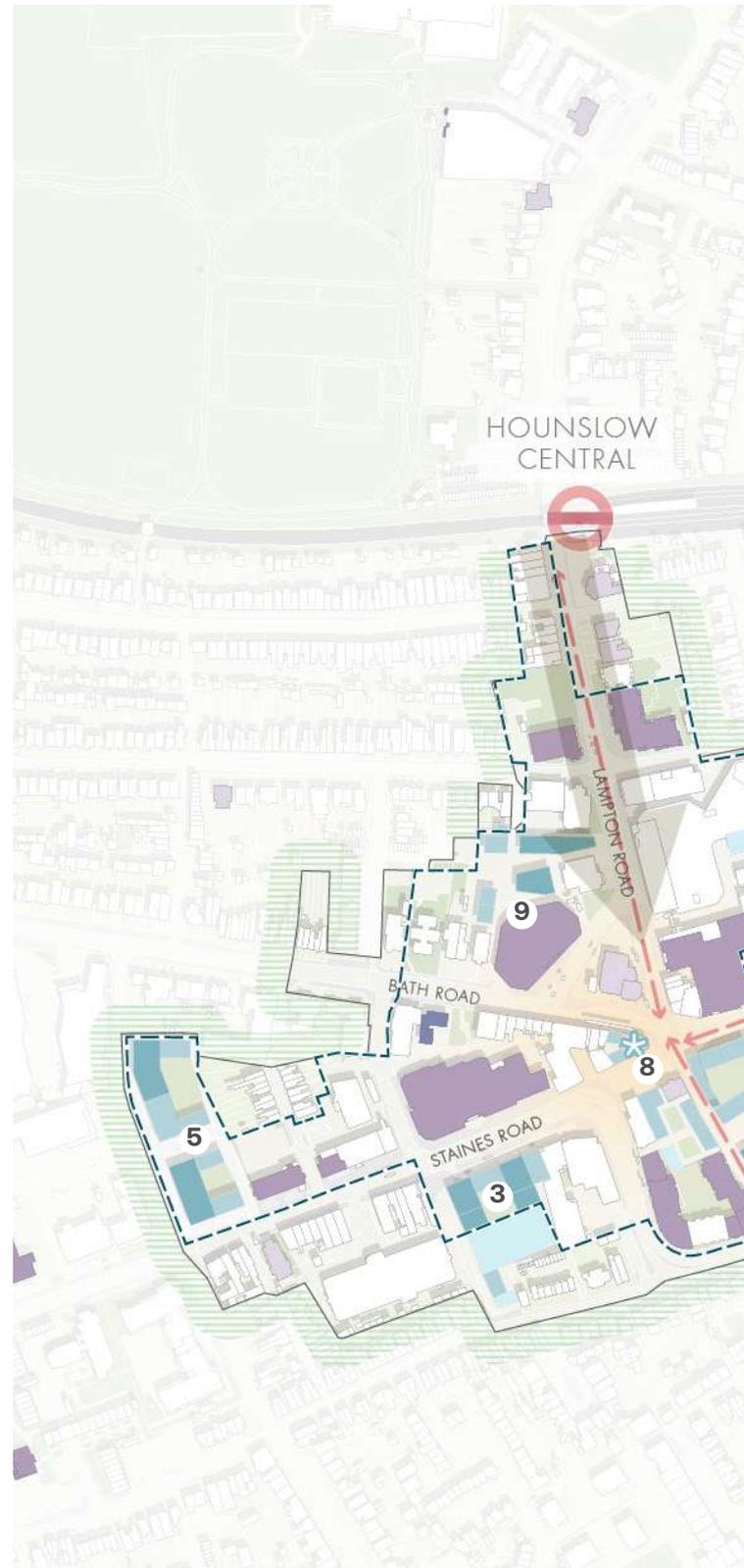
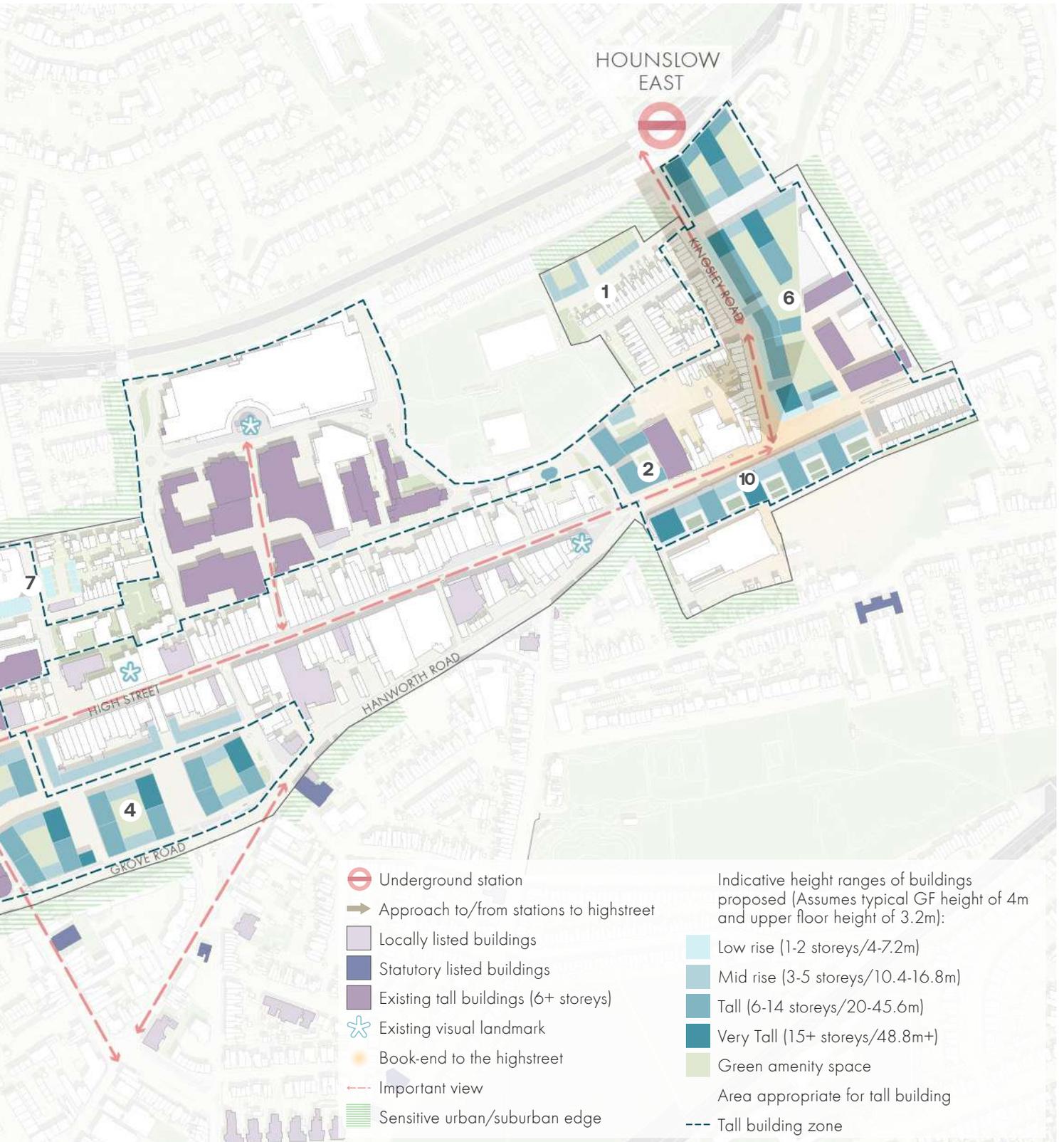


Figure 1.19: Building heights and townscape framework plan



# Tall Buildings Zones

- 1.73 The adjacent plan identifies the zones where tall buildings may be appropriate, subject to meeting all requirements of the Local Plan. Some, but not all, buildings in these zones may be tall and of these, only a minority should reach the maximum appropriate height identified in the plan. The Tall Building Zones reflects a detailed analysis of the sensitivity and suitability layers, as previously outlined in this document. This information has been set out in line with the key townscape principles outlined in the document. This combination of information determines how the zones have been graded as follows:
- 1.74 **Appropriate for buildings of up to 25 storeys**  
These locations are considered to be most appropriate for the tallest buildings in the town centre. Some, but not all, building in this zone may range between 16 - 25 storeys, subject to more detailed design testing. The majority of new buildings should range between 6 - 15 storeys.
- 1.75 **Appropriate for up to 15 storeys**  
Some, but not all, building in this zone may range between 7 - 15 storeys, subject to more detailed design testing. The majority of new buildings should be 6 storeys or less.
- 1.76 **Appropriate for up to 6 storeys**  
These locations are considered too sensitive but have potential for the occasional tall building of 6 storeys, subject to more detailed design testing. The majority of new buildings should be less than 6 storeys.
- 1.77 **Inappropriate locations**  
Tall building applications in these locations will be unacceptable due to their site specific sensitivities. Along the high street for example, tall buildings would have a negative impact on the townscape.

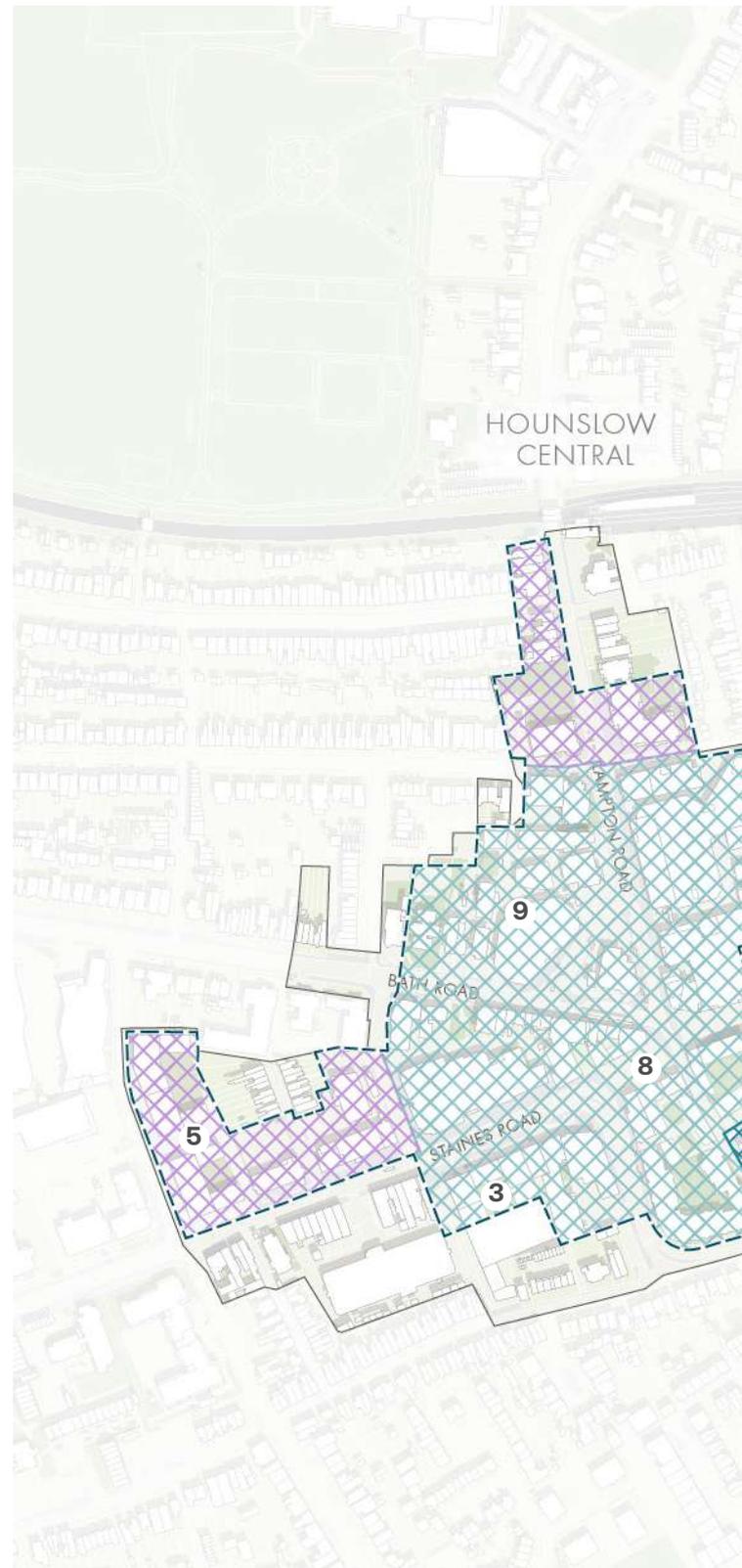
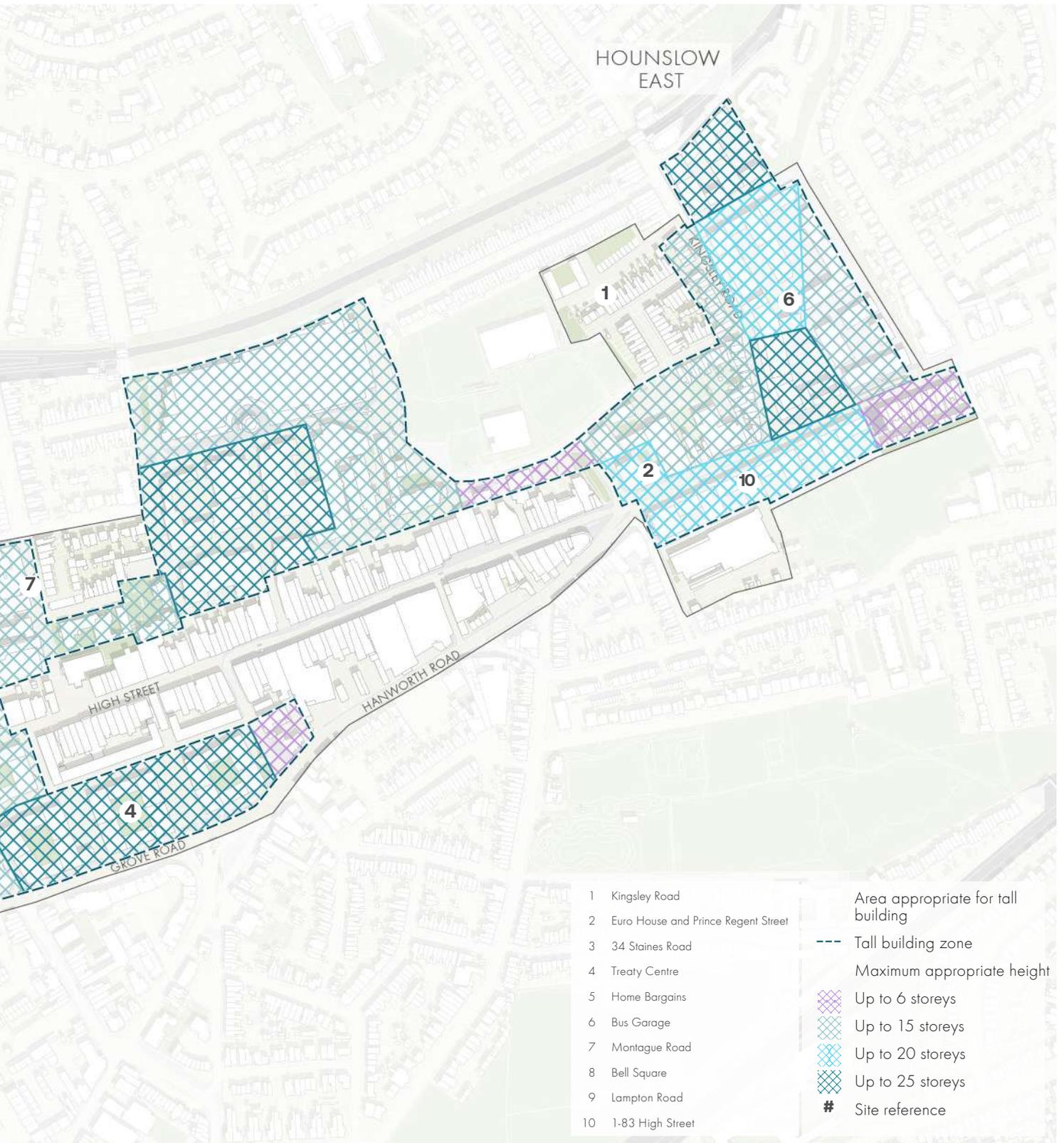


Figure 1.20: Tall buildings zones



**Note: This plan should be read in conjunction with table 1.1, on the following page**

# Site specific guidance

1.78 The adjacent table sets out site specific guidance for each of the key sites within the Hounslow Town Centre Masterplan. The ‘appropriate height’ column indicates the number of storeys that may be acceptable in each site. The indicative heights of these buildings may be different from the maximum heights set out within figure 1.20. Therefore some sites which are not appropriate for tall buildings, may still lie within a zone appropriate for tall buildings.

1.79 Applications for tall buildings that conform to these appropriate height ranges will not be automatically granted planning permission and will need to conform to all requirements of the Local Plan in the first instance, and other guidance including the Masterplan and the Tall Buildings Strategy.

1.80 The applicant must justify their proposed heights and locations within their Design and Access Statement by undertaking visual impact assessments from key view points (to be agreed with the Planning Authority), and undertake a heritage impact assessment of identified heritage assets, if relevant.

1.81 Applications for tall buildings will be expected to include considered and thorough urban design and architectural analysis demonstrating why a specific site presents a clear and positive opportunity for a tall building.

1.82 Further detailed design work on proposed development sites will be needed to determine the appropriateness of proposals for tall buildings on a case-by-case basis, including Townscape and Visual Impact Assessments and Landscape and Visual Impact Assessments.

SITE	NAME	APPROPRIATE HEIGHT RANGES	TB ROLE/JUSTIFICATION
1	<b>Kingsley Road</b>	Between 3 - 5 storeys	<ul style="list-style-type: none"> <li>Tall buildings are</li> </ul>
2	<b>Euro House</b>	Between 4 - 16 storeys	<ul style="list-style-type: none"> <li>Assists wayfinding</li> <li>Provides active Prince Regent Road</li> <li>Increases density</li> </ul>
3	<b>34 Staines Road</b>	Between 2 - 8 storeys	<ul style="list-style-type: none"> <li>Contributes to the streetscape along Staines Road</li> <li>Provides a mix of uses</li> <li>Increases density</li> </ul>
4	<b>Treaty Centre</b>	Between 2 - 25 storeys	<ul style="list-style-type: none"> <li>Retain the human scale</li> <li>Mediates between the old and new</li> <li>Contributes to the streetscape and greening</li> <li>Provides a mix of uses</li> <li>Increases density</li> </ul>
5	<b>Home Bargains</b>	Between 4 - 6 storeys	<ul style="list-style-type: none"> <li>Contributes to the streetscape along Staines Road</li> <li>Provides active frontage to Staines Road</li> <li>Increases density</li> </ul>
6	<b>Bus Garage</b>	Between 3 - 25 storeys	<ul style="list-style-type: none"> <li>Enhancing local streetscape</li> <li>Frames the arrival to the town centre</li> <li>Increases density</li> <li>Supports the regeneration of the area</li> </ul>
7	<b>Montague Road</b>	2 - 4 storeys	<ul style="list-style-type: none"> <li>Tall buildings are</li> </ul>
8	<b>Bell Square</b>	4 storeys	<ul style="list-style-type: none"> <li>Tall buildings are</li> </ul>
9	<b>Lampton Road</b>	Between 4 - 6 storeys	<ul style="list-style-type: none"> <li>Tall buildings are</li> </ul>
10	<b>1-83 High Street</b>	Between 4 - 18 storeys	<ul style="list-style-type: none"> <li>Retain the human scale</li> <li>Opportunity to create a new landmark building</li> <li>Assists wayfinding</li> <li>Mediates between the old and new</li> <li>Increases density</li> </ul>

Table 1.1: Site specific tall buildings guidance

LOCATION	HEIGHT AND DESIGN PRINCIPLES	SENSITIVITIES
Not appropriate on this site	<ul style="list-style-type: none"> <li>A run of terraces and block of flats repair the blank frontages and maintain the low scale of surrounding homes</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to existing homes</li> <li>Cul-de-sac with access only from Kingsley Road</li> <li>Part of a block with consistently low buildings</li> </ul>
Along Prince Regent Road Blank frontages along Laurence Road and Hospital Road Vitality and supports commercial vitality	<ul style="list-style-type: none"> <li>A linear block of flats of varied heights repair blank frontages along the perimeter of site and form private courtyards towards the rear</li> <li>Tall building positioned on prominent corner of Laurence Road and Prince Regent Road</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to Kingsley Academy</li> <li>Proximity to existing homes</li> </ul>
Gradual increase in scale of buildings along Hospital Road towards the town centre Mix of uses that serve the local community Vitality and supports commercial vitality	<ul style="list-style-type: none"> <li>Mixed-use perimeter block with a double height podium comprising retail uses at ground floor</li> <li>Taller buildings above podium facing Staines Road forming a courtyard open to the south</li> <li>Massing steps down towards Grove Road</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to existing homes</li> <li>Adjacent to low-scale suburban neighbourhood</li> </ul>
Scale of the existing core high street Between the scale of town centre and suburbs Public realm and town centre Mix of uses that serve the local community Vitality and supports commercial vitality	<ul style="list-style-type: none"> <li>Low-rise infill buildings repair the backland of existing units along the High Street, creating a new east-west street</li> <li>The southern and western parts of the site comprise four discrete perimeter courtyard blocks of varied heights with towers at key corners</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to existing homes</li> <li>Proximity to listed buildings</li> <li>Forms part of the low-scale, historic High Street</li> </ul>
Gradual increase in scale of buildings along Hospital Road towards the town centre Blank frontages along Hospital and Staines Vitality and supports commercial vitality	<ul style="list-style-type: none"> <li>Two discrete perimeter courtyard blocks of varied heights open to the east</li> <li>Taller, 6 storey linear apartment blocks repair blank frontages along Hospital Road, stepping down to 4 storey shoulder blocks of flats and maisonettes</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to existing homes</li> <li>Proximity to listed buildings</li> </ul>
Legibility of the station Local experience into the town centre Vitality and supports commercial vitality Generation of the bus garage	<ul style="list-style-type: none"> <li>Mixed-use perimeter block with a double height podium comprising retail uses, bus garage and community uses at ground floor</li> <li>Interlinked perimeter courtyard blocks of varied heights above podium level open to the east</li> <li>Towers positioned at key corners</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to existing homes</li> <li>Existing commercial parade along Kingsley Road</li> <li>Proximity to railway</li> <li>Proximity to distinctive Hounslow Bus Station</li> </ul>
Not appropriate on this site	<ul style="list-style-type: none"> <li>Two storey maisonettes repair blank frontages along Montague Road</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to existing homes</li> <li>Proximity to listed buildings</li> <li>Part of a block with consistently low buildings</li> </ul>
Not appropriate on this site	<ul style="list-style-type: none"> <li>Low to mid-rise flats repair the blank frontages and maintain the low scale of existing buildings along Bell Square</li> </ul>	<ul style="list-style-type: none"> <li>Adjacent to Bell Square public space</li> <li>Proximity to listed buildings</li> <li>Forms part of the low-scale, historic High Street</li> <li>Visual prominence of site from High Street</li> </ul>
Not appropriate on this site	<ul style="list-style-type: none"> <li>Free-standing mid-rise blocks introduce permeability to the backlands of Hounslow House and remain in subordinate to the Council offices in scale</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to existing homes</li> <li>Proximity to Hounslow House</li> <li>Adjacent to low-scale suburban neighbourhood</li> </ul>
Scale of the existing core high street Book-end the high street Linking to the town centre Between the scale of town centre and suburbs Vitality and supports commercial vitality	<ul style="list-style-type: none"> <li>A more mid-rise scale of development introduced to frame the arrival in to the town centre along London Road</li> <li>Opportunities for taller buildings at the junction with Kingsley Road and School Road</li> </ul>	<ul style="list-style-type: none"> <li>Adjacent to low-scale suburban neighbourhood</li> <li>Visual prominence of site from Hounslow East station</li> <li>Proximity to Hounslow Town primary school</li> </ul>

**Note: This plan should be read in conjunction with plan 1.20, on the previous page**

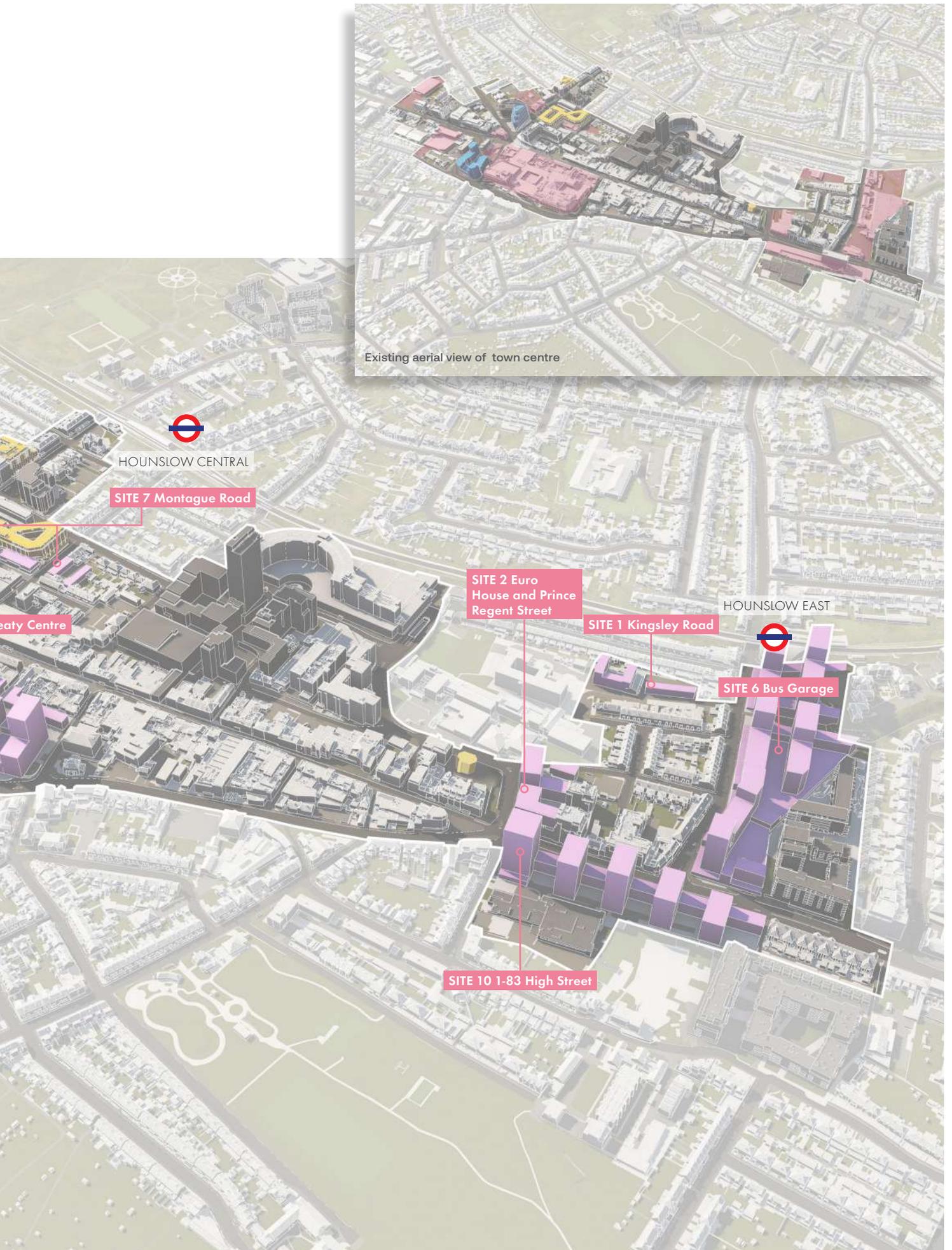
# The future skyline

- 1.83 The indicative schemes should be read in conjunction with the Hounslow Town Centre masterplan which provides further guidance on the spatial constraints and opportunities across the town centre and within each site.
- 1.84 Where two or more sites are in close proximity, a more coordinated / masterplan approach has been taken to set out positive scenarios for how multiple sites may come forward in a complementary and mutually beneficial way.
- 1.85 The development scenarios, 3D massing and capacities presented in this document are indicative only. They reflect a townscape and character-led approach to optimising the capacity of study sites that have not been subject to any detailed design or viability testing.

- Under Construction
- Consented
- Recently completed
- Indicative masterplan developments



Figure 1.21: Aerial view with proposed masterplan sites  
Please note: This status of the schemes are representative of a snapshot in time (March 2024) and will therefore change over time.



Existing aerial view of town centre

HOUNSLOW CENTRAL

SITE 7 Montague Road

City Centre

SITE 2 Euro House and Prince Regent Street

HOUNSLOW EAST

SITE 1 Kingsley Road

SITE 6 Bus Garage

SITE 10 1-83 High Street





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