

More than just Heathrow



London Borough
of Hounslow



“The Borough and its opportunities are truly diverse, and they demonstrate that Hounslow is about so much more than just Heathrow.”

Cllr Barbara Reid
Lead Member
Environment and
Planning

Hounslow, running from leafy Chiswick to the apron of Heathrow Airport, has a wide range of environments and communities. It's home to Chiswick Park, the Western International Market, Brentford Football Club, and substantial portions of the M4 and the A4 Great West Road. The Metropolitan Centre of Hounslow has over 110,000sqm of retail space, and international occupiers like BSkyB and Glaxosmithkline choose the Borough for their global HQs.

The road and air links are obvious, but they are matched by overground and underground rail. With the completion of the London Overground orbital route, Hounslow will be one direct rail journey from the Westfield shopping centres in Shepherds Bush, and in Stratford.

The vision thing

Hounslow's centre hasn't fulfilled its potential over recent years, but that seems

set to change, with the Council bringing forward a visioning exercise, which has produced a strategy for the structured renewal of this substantial swath of commercial property, and the regeneration of the heart of the Hounslow community.

An extensive consultation exercise by EDAW has produced a detailed strategy, suggesting directions for the future, a new approach to zoning, and a collection of suggestions for strategic sites all aimed at making Hounslow Town Centre a true destination.

A wide range of opportunities have been identified for new development, for upgrading public spaces, improving local businesses, boosting jobs and transport connections, creating desirable homes, and providing a spectrum of new leisure facilities and amenities.

The vision for a better future begins with a plan to focus the town centre's core land uses and create a critical mass of activity. Work will include smartening up the streets, creating better public spaces and a new civic square, improving parking, and concentrating effort on new shops, civic uses, leisure and nightlife within the town centre core, while creating and promoting a new office quarter.

Seven sites ready to go

The strategy is focussed on seven major sites ready for development. One has been known as Blenheim Centre Phase two, although it is unlikely to feel like a phase two of the mixed use scheme completed in 2006. That development received a mixed response, mainly because of its

The vision for Hounslow Town Centre



incongruous scale and appearance and lack of connection with the High Street.

A key goal for the new strategy is to put right the mistakes made, reconnecting it to the Town Centre, and creating new and exciting commercial and community spaces. This area, now between ASDA and the High Street, could become a new shopping and leisure district.

Doing Business

While creating a better mix of retail and leisure uses in the town centre, improving the public realm, will encourage businesses to locate in the Town Centre, further benefit will be achieved through the creation of an improved office quarter around Bath and Staines Road, where much of the stock is of reasonable quality or could be refurbished. New office development in the town centre will be focussed here.



“One of the key elements of the regeneration agenda for the Council is about restoring pride, not just in Hounslow itself, but Borough-wide”

Peter Thompson
Leader
Hounslow Council

A place to live

Housing will continue to be an important part of town centre development. The priority is to create a local centre around Kingsley Road, which will provide the local shops and services that people need day-to-day. Given that the Council has secured significant government funding to improve schools in the borough, the will and the wherewithal to create a new sustainable community at the heart of Hounslow is now in place.

Beautiful streets

The improvements will be backed up by major investment in public streets and spaces, beginning with the implementation of a new design for the High Street and Lampton Road. The Council also wants to create a new, high-quality public square on the High Street. This would act as a new civic focus for the town centre, and might host a market.

Transport improvements

The local services will be improved to provide better links across the town centre from underground station to overground station via a new hopper bus service. This would create seamless connections with the High Street and other important locations like the Civic Centre.

The vision for a new Hounslow Town Centre is ambitious, but the Council’s approach in drawing the local community along with them, and in painstakingly identifying the sites and actions most likely to produce quick wins, makes it eminently realisable, and crucially full of opportunity for enterprising developers and investors, in an area where they will be used to making a safe return.

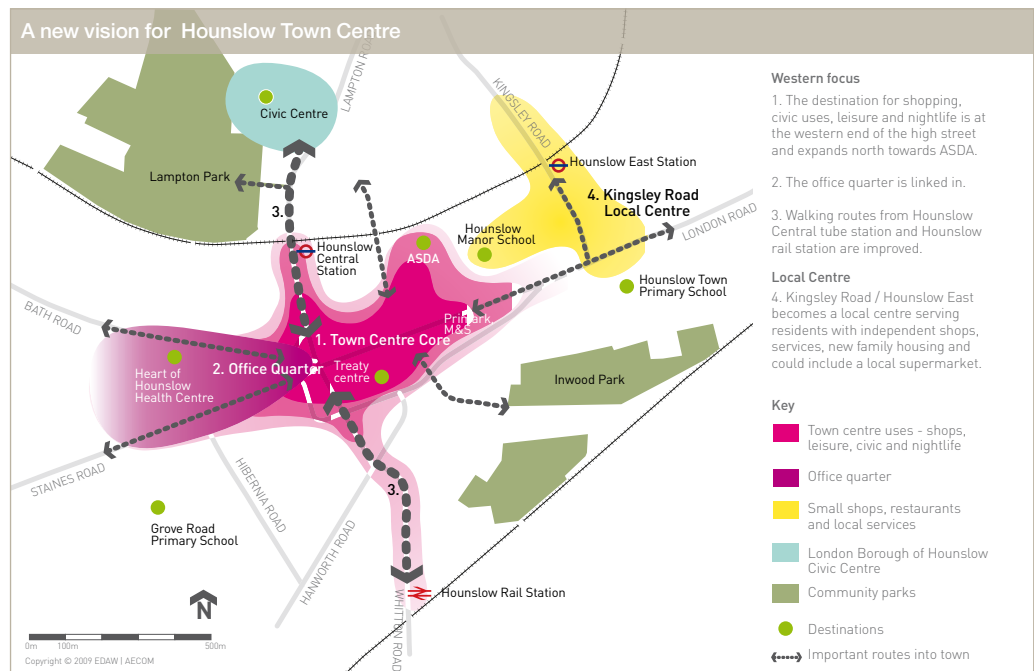
A Historic Borough

The Council owns a number of historic buildings set in magnificent surroundings



“We’re proud to be building Europe’s most sustainable broadcasting facility in this dynamic part of West London.”

Peter Mooney – Group Head of Property & Facilities Management, BSKyB





“This proposal for a new community stadium will bring financial stability to the Club, new leisure and health centres for the people of Brentford, hundreds of new homes and jobs and will revitalise a part of Brentford desperately in need of renewal.”

Greg Dyke
Brentford FC Chairman



The Lionel Road development plans

such as Gunnersbury Mansion and Boston Manor House, and is currently considering how best to regenerate those assets in keeping with their status and surroundings.



“This project will be a powerful symbol of the regeneration of Brentford, an area that has seen steady decline since the heady days of the ‘Golden Mile’ where architectural gems were designed like Wallis House. The Football club will be a very visible complex viewed from the elevated part of the M4 as well as from the railway and even from planes flying into Heathrow.”

John Assael
Managing Director
Assael Architecture

Forza Bees

Hounslow’s Football League team, Brentford FC, (commonly known as “the Bees”), made history by becoming the first League club in London to be owned by its fans. Now they’re looking to secure their future by moving from their historic Griffin Park site to a new location near to Kew Bridge station.

The Club is working with Barratt Homes to develop a new 20,000 seat community stadium on an industrial site in Lionel Road, Brentford.

They plan a real community asset, including a leisure centre, health centre, social enterprise business centre, learning zones, a hotel and conference centre and new residential units.

Brentford’s Project Director, Brian Burgess, explains: “The vision is to create a vibrant community hub with a wide range of facilities that will attract all sections of the local communities throughout the week. By linking sport with health, education, employment, training and social enterprise we aim to promote social inclusion and wellbeing.”

The land has been acquired by Barratt Homes, who are working with the Club on initial designs and feasibility studies. Hounslow Council is fully behind the scheme, which would include a replacement for the nearby Fountains Leisure Centre which is in need of

investment. The project will deliver the regeneration of three sites: the new stadium complex at Lionel Road, high quality residential accommodation on Griffin Park, and mixed use development on the existing Fountains Leisure Centre site on Chiswick High Road.

The new location is much better suited to a modern football club than the current town centre site, with easy connections to the national road network from the A4 and M4, and Kew Bridge station just a short walk away. The scheme, with master planning designed by Assael Architecture, is styled the Brentford Community Stadium.

More than a Stadium

The ‘Community’ part of the name isn’t an idle boast – the plans feature a new indoor sports centre, a health centre, a social enterprise business centre and learning zones as well as hotel, conferencing and commercial leisure facilities and of course a new residential community.

On another side of London, Arsenal’s new stadium has been financed by blocks of one and two bed apartments. Clearly that financial model is challenging now, and Brentford is looking to break fresh ground with a new model. Antony Spencer, of Stadium Capital Developments, who is credited with assembling the Emirates Stadium scheme, is also advising on the project.

The Bees are doing alright on the field at the moment, and it looks like they might have a brand new field to play on in future.



“A vibrant community hub with a wide range of facilities.”

Brian Burgess
Director
Brentford Football Club

Hounslow - key facts:

- Population 218,600
- 9th largest London Borough
- Excellent transport links – to M4 M3 and Heathrow Airport
- 2 tube lines with direct link to Heathrow and central London
- Excellent mainline rail connection to Waterloo