

Bell Road

Located in Hounslow Town Centre comprising of two large part one / part-two storey vacant retail and warehouse buildings with associated hard-standing car parking with a very restrictive local plan designation. A2Dominion acquired the site with the objective of \ delivering high quality homes in a mix of tenures via a residential-led, mixed use regeneration scheme.

Client

A2Dominion Homes Limited

Sector

Residential

Services

Planning consultancy

John Rowan and Partners' was appointed to act as Planning Consultants to prepare a planning strategy, and submit a planning application and lead the project and design team. The site formed part of a wider site allocation within a number of saved and emerging local plan documents and was designated for a high quality, mixed use development incorporating leisure and commercial uses and 55 residential units.

Design, scale and massing of the proposed development were the main issues to be overcome by the project team. We successfully negotiated with Council officers that the site was suitable for increased numbers of residential units, in conjunction with an increase in height and massing, which would meet the Council's objectives of maximising additional housing on suitable brownfield sites, and would significantly help meet the Council's affordable housing targets. In addition, the development proposals advocated a high quality design solution incorporating two slender towers, both higher than previously envisioned, providing land-markers to the entrance of the town centre, ensuring high visibility and guiding pedestrian movement in accordance with the Council's overall objectives for the site and the town centre.

The proposal, designed by Alan Camp Architects, nearly tripled the number of homes and heights from that identified in the Local Plan. A resolution to grant planning permission was secured from Hounslow Planning Committee in September 2015 and negotiations on the S106 Agreement are ongoing.

