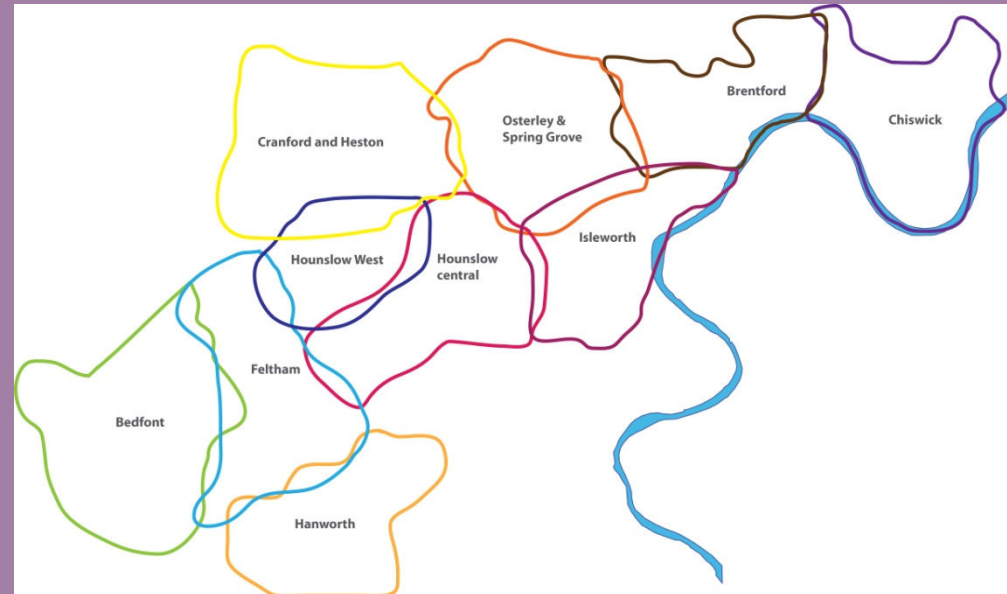




London Borough
of Hounslow

Borough-wide Context and Character Study

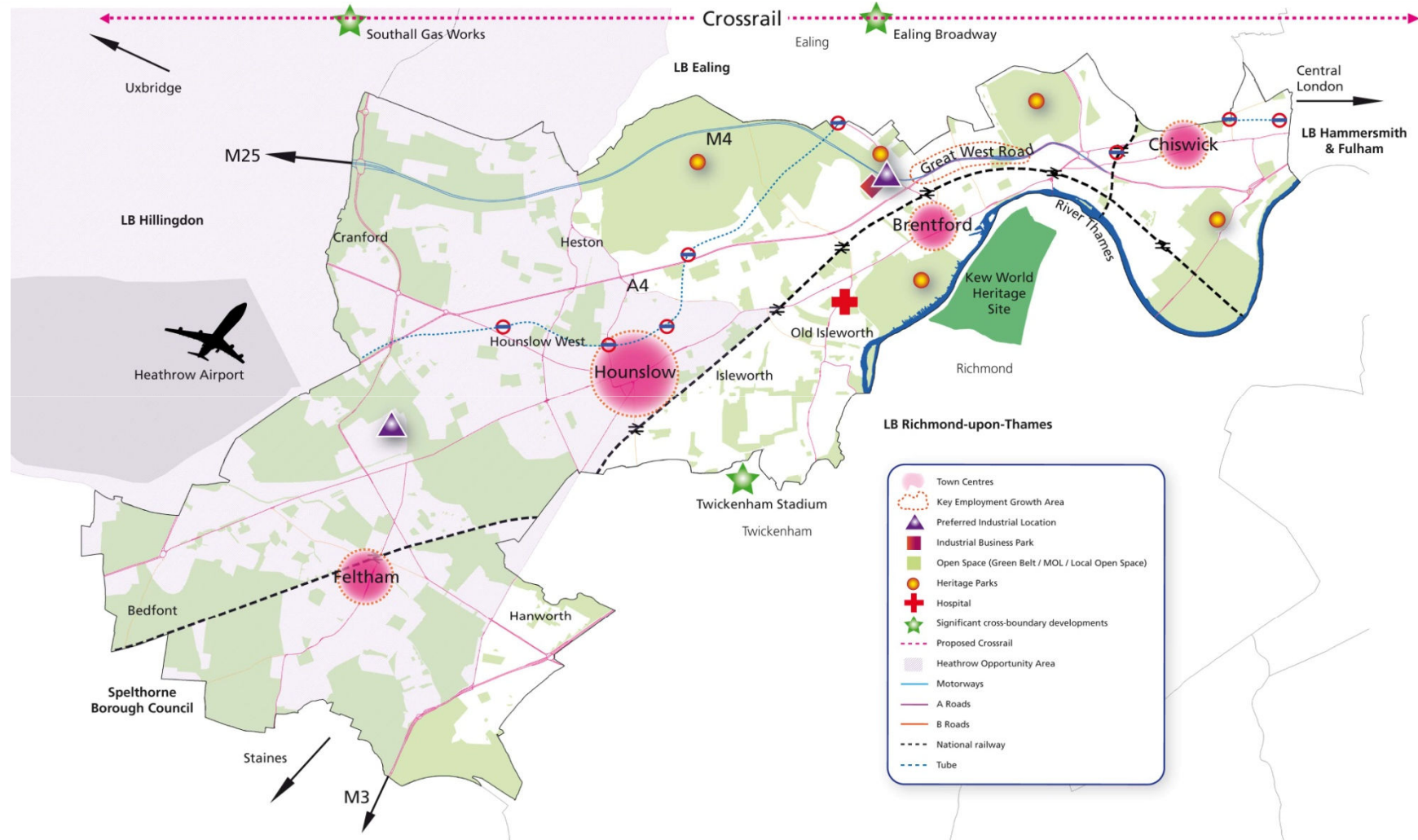
May 2012



Overview

- **Background**
 - Core Strategy: July 2011
 - Local Plan
- **Why and we preparing the study?**
 - National and regional policy guide local policy making
 - Future growth considerations – design, heritage, tall buildings
- **Approach to study**
 - Pilot study area
 - Stakeholder engagement

Preferred Strategy - Spatial Diagram



Background

- **Core Strategy “Preferred Strategy” 2011**
 - Good design, heritage and character are central to the council’s emerging plan.
 - Introduced “Borough-wide Context and Character Study”.
- **Local Plan**
 - Context and Character Study will be:
 - A stand alone reference/educational document.
 - Evidence base for Local Plan

Why is the Study needed and why is it important?

- **NPPF and London Plan require LPAs to produce local policies**
 - Need local evidence base to produce local policies
 - Policies need to be locally specific and usable.
- **Growth**
 - Facilitate good design – high quality development.
 - Pressure redevelopment of heritage assets and sensitive areas
 - Pressure for tall buildings and adverts, esp. GWR
 - Pressure for development in Green Belt

Approach to Study

- **Field work** - assessing quality and heritage assets
- **Desk top study** - analysing land uses, geography etc
- **Specialist council officers** - identifying key issues.
- **Stakeholder engagement** - local amenity groups
 - Identify character typologies (or areas)
 - Identify “Urban Cues” to guide proposals
 - Identify new heritage assets
 - Identify areas sensitive to tall buildings
 - Recommendations for Local Plan and further work

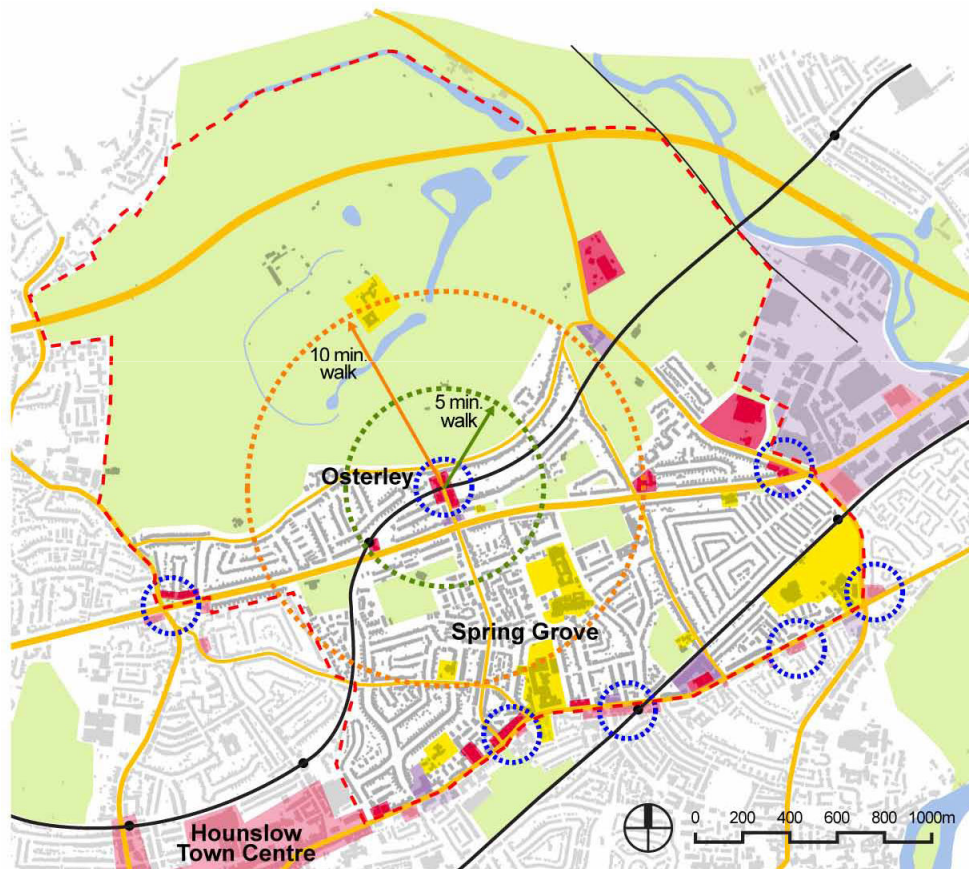
Study Areas



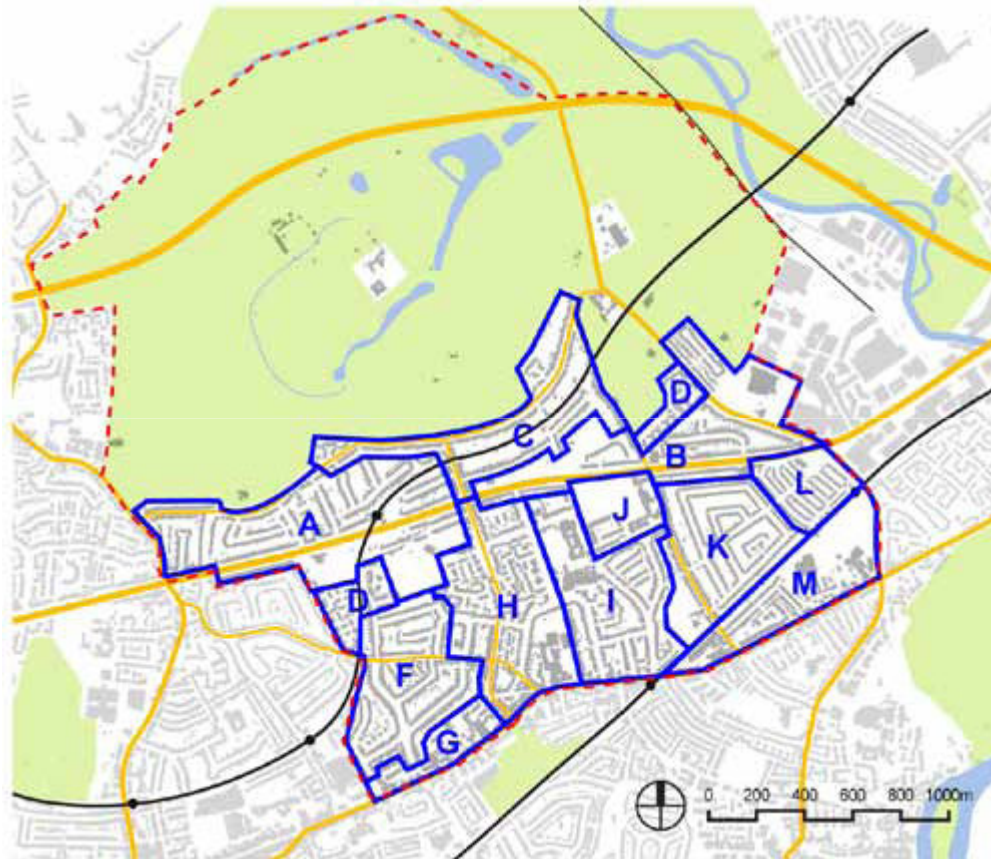
- **Study areas based on physical characteristics of place and social identity - broad**
- **Further scrutiny to identify “character areas” – focused.**

Osterley and Spring Grove – Pilot Study

“Land and Building Use” mapping



Character Areas



Character Area A



Dominated by uniform two storey semi-detached interwar houses with some short terraces on generally wide streets, often with grass verges. Three blocks of inter-war three storey flats near Osterley station. Larger, more individualistic detached houses are located on the fringe of Osterley Park. There are pockets of postwar in-fill developments. Centred on earlier interwar shopping parade.

Consultation

- **Early input from local stakeholders important:**
 - What is important, and why? Examples.
 - Collate, analyse and feed in to emerging study
- **Two consultation events:**
 - 6.30 to 8.30pm on Monday 11th June in the Hogarth Hall, Chiswick Town Hall (Brentford/Chiswick).
 - 6.30 to 8.30pm on Wednesday 13th June 2012 in the Civic Centre, Hounslow (remainder of the borough).



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