



# Welcome

## Welcome to the consultation for the redevelopment of the Treaty Centre

### Why are we here?

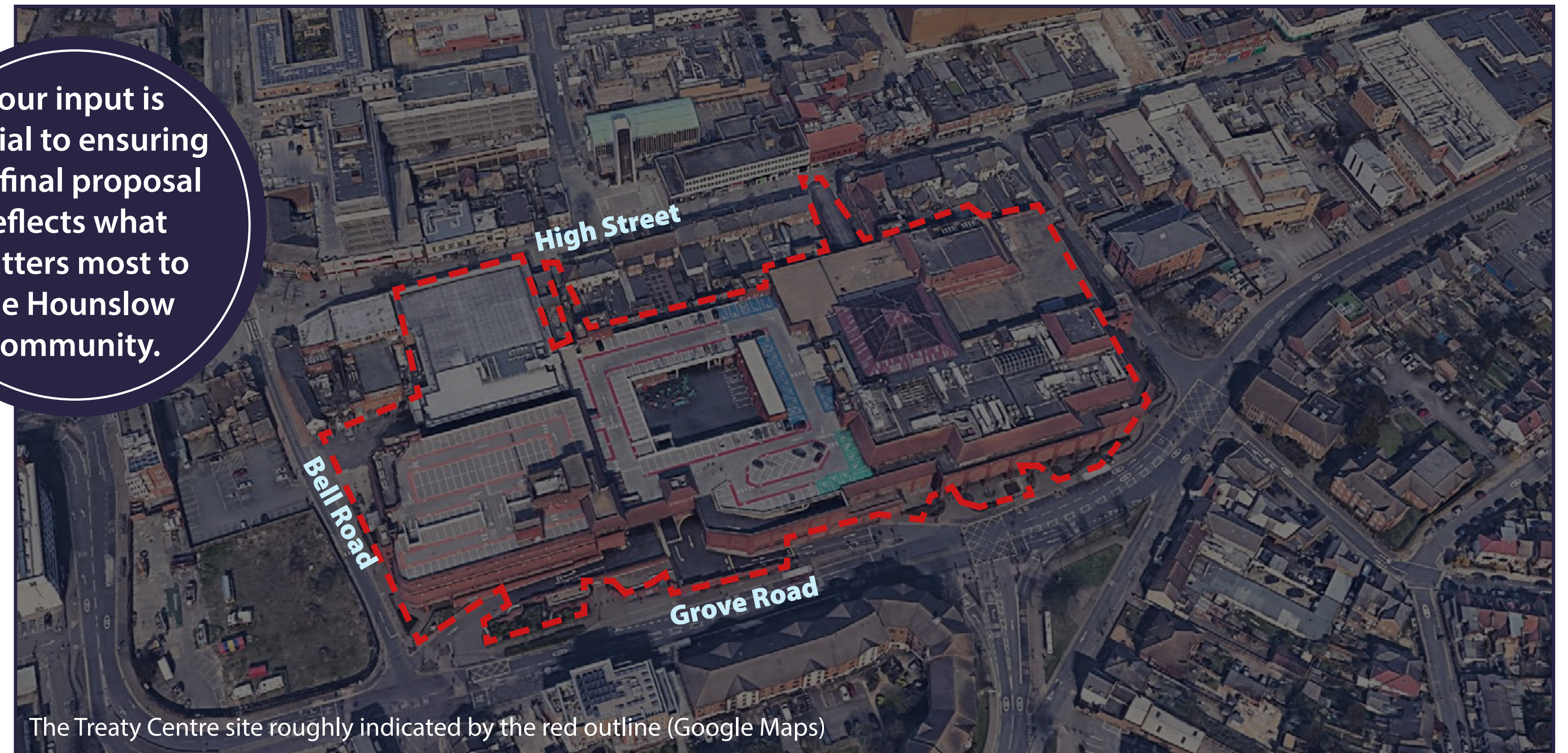
The Treaty Centre, a once-popular shopping centre, is outdated and no longer meets the needs of Hounslow.

Retail is evolving, and our town centre needs to adapt to these changes.

In 2022 the decision was taken to close the Treaty Centre and redevelop the site, to create a new destination for Hounslow.

This redevelopment will create a vibrant space that offers community facilities, green areas, modern shops, business space, and new homes.

**Your input is crucial to ensuring the final proposal reflects what matters most to the Hounslow community.**



The Treaty Centre site roughly indicated by the red outline (Google Maps)

The April 2024 Visitor Insight Data – a nationwide survey which assesses footfall in town centres - showed that out of the four town centres in the borough, Hounslow rates third in terms of footfall.

Feltham and Brentford, both of which have benefited from regeneration, have the highest footfall.



Photos of the Treaty Centre today







# The Story So Far

## Planning Context

### Hounslow Town Centre Masterplan

In March 2024, Hounslow Borough Council adopted the Hounslow Town Centre Masterplan. This plan outlines the Council's vision for the town centre and the opportunities for regeneration. This includes redeveloping the Treaty Centre .

The Masterplan envisions a mixed-use space that combines residential, commercial, and cultural uses, helping to create a vibrant, connected town centre. It highlights the opportunity to drive footfall to the High Street, as well as introduce taller buildings.



### Draft Hounslow Local plan

The Treaty Centre has also been allocated within the Council's draft Hounslow Local Plan 2020-2041 (site reference: 117). The Council undertook its latest consultation on the draft Local Plan in October 2024 and is now reviewing the consultation feedback.

What you  
told us  
so far

This is not the first consultation on the Treaty Centre. In 2023, we asked the local community for their thoughts on the opportunity to redevelop the Treaty Centre. You told us you want:



**More green spaces for relaxation and events.**



**Better community spaces for youth and arts.**



**A greater variety of shops.**



**Spaces for social interaction and recreation for all ages**



How do you feel about Hounslow town centre today?

Tell us...







# What Opportunities Can Redevelopment Bring?

## Celebrating Hounslow's Diversity

Hounslow has a rich and diverse cultural heritage and identity. The redevelopment of the Treaty Centre can celebrate this.



Photos from Bell Square



Improving the cultural offer of Hounslow

## Opening up the site

The Treaty Centre turns its back on Grove Road, creating a large, physical barrier to the High Street. Redevelopment means we can re-open the site, introducing new public spaces and pedestrian connections.



Treaty Centre viewed from Grove Road (Google Streetview)



Improving permeability and visitor experience



New public green spaces

## Investing in the High Street

Redeveloping the Treaty Centre can help deliver investment in the Town Centre, creating new jobs and an improved destination for residents and visitors.



Hounslow High Street



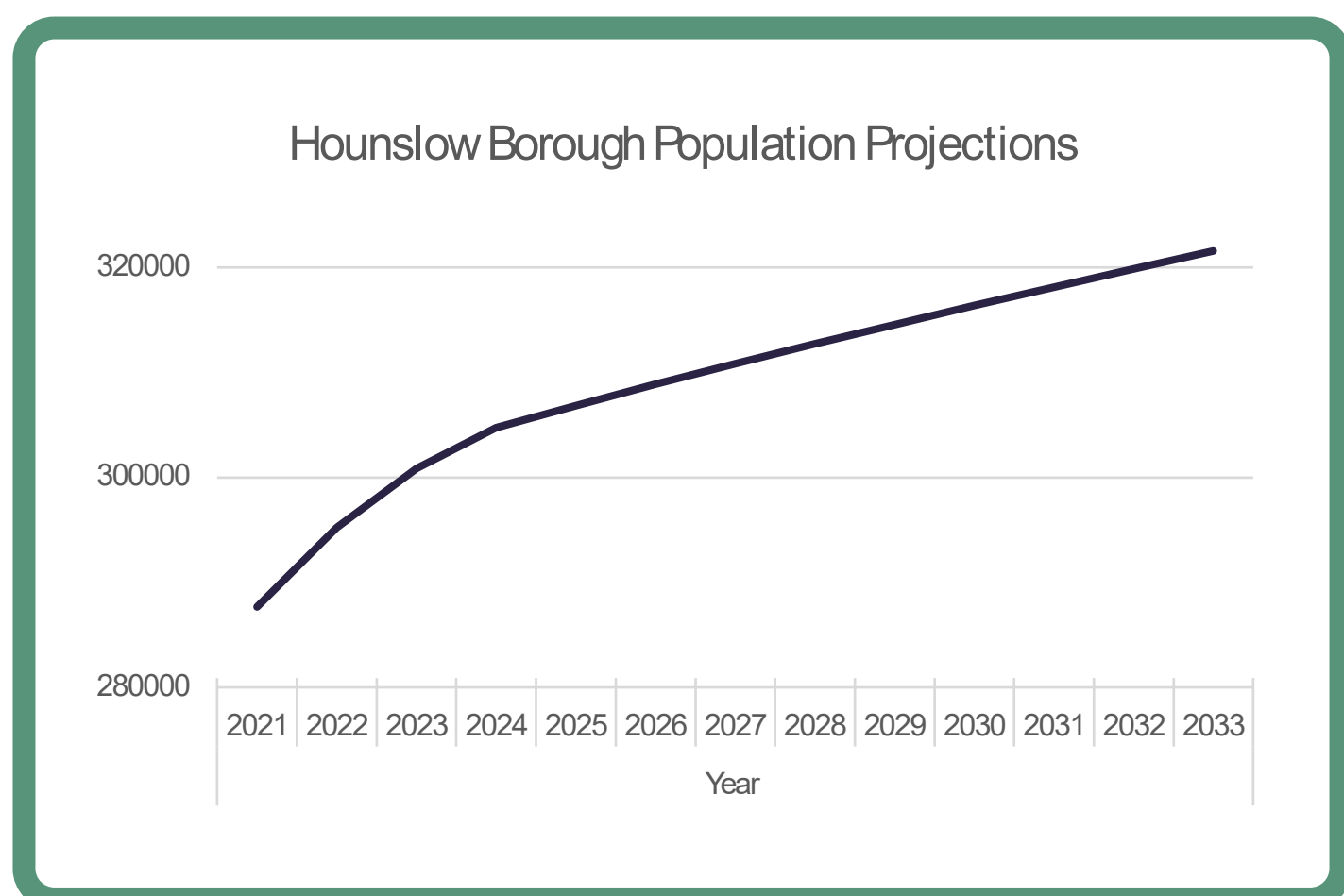
Rejuvenating the town centre



New jobs and economic investment

## Contributing to Housing Need

The borough of Hounslow is growing. It currently has a population of approximately 300,000 people, but that is projected to continue to rise, and, consequently, the need for more homes will rise.



2021 Census data - LB Hounslow State of the Borough (2024)



New homes helping meet a growing local need







# Our Vision

## What is the emerging proposal for the Treaty Centre?

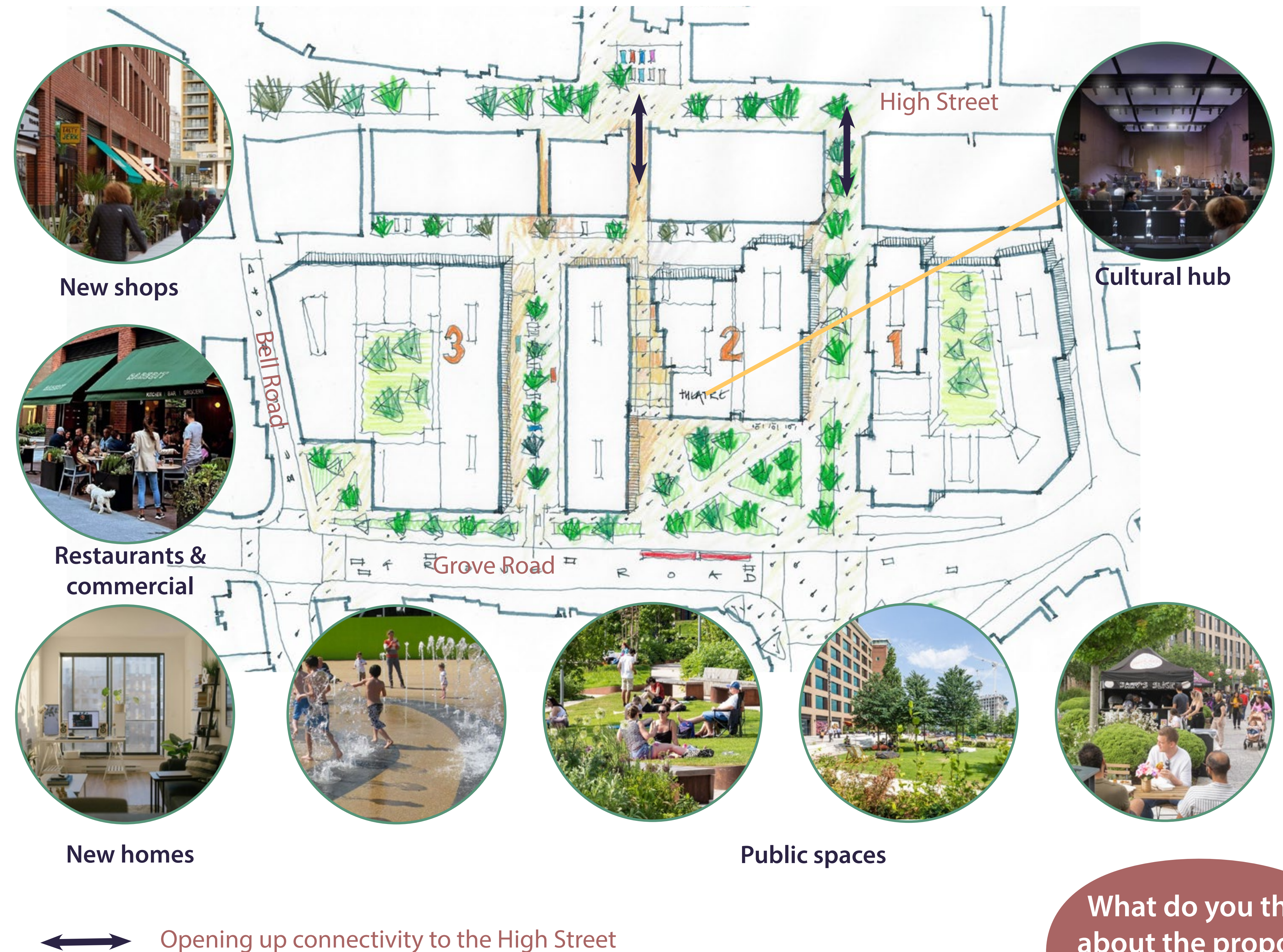
The Treaty Centre project team has been working on proposals that respond to the needs and aspirations of the local community.

We've consulted with stakeholders, including planning officers and the public, and are now developing detailed proposals for the site. The vision for the Treaty Centre is taking shape, and your input continues to shape that vision.

Our vision is to deliver a vibrant mixed town centre community, with:

- Around 1,400 new homes, including Build to Rent and homes for sale
- A vibrant cultural hub for community and cultural activities
- A range of green spaces and public areas, including a central Treaty Green open space
- Improved pedestrian connections, making it easier to move between the High Street and Grove Road
- Improved shopping offer, meeting the demand of the modern shopper
- Flexible commercial space to encourage job creation and economic growth

## The Emerging Masterplan



What do you think about the proposed vision for the Treaty Centre?

[www.treatycentreconsults.co.uk](http://www.treatycentreconsults.co.uk)

Tell us...







# Cultural & Community Hub

## What do we mean by cultural & community hub?

Arts and culture is a key feature of Hounslow town centre and the wider borough. Existing spaces like Bell Square and the Arts Centre help create a vibrant cultural scene that reflects and celebrates the diverse cultures that co-exist in the borough.

We value these types of spaces and recognise their importance to the community and the wider attraction of the town.

That is why we are proposing a new cultural and community hub at the heart of the redevelopment which will provide new spaces to celebrate culture, art, and community.

## So what could be in the hub?

We see the cultural and community hub providing space for uses such as:

- Evening entertainment such as a small theatre space
- Health and wellbeing i.e. yoga studios
- Spaces for community hire
- Arts and crafts studios
- Exhibition or gallery space



Potential uses at the cultural and community hub



The cultural hub at the heart of the development

What do you want to see in the cultural & community hub?

Tell us...







# New Shops & Commercial Space

## How much shop and commercial space is proposed?

We are currently proposing around 55,000 square feet of modern, flexible shop and commercial space.

That's smaller than what the Treaty Centre has now, but it will be space specifically designed to meet modern needs.

The Treaty Centre struggles to attract retailers and businesses today because the spaces on offer are too large. Retailers want smaller shops and businesses require a different type of space.

## So what are we proposing?

We are proposing flexible ground floor spaces for more than just shops. We see the redevelopment catering for spaces such as:

- Leisure and evening uses
- Co-working spaces
- Small commercial spaces to help start-ups
- Restaurants and cafés

These spaces will help economic growth within Hounslow and to turn this part of the High Street into a vibrant destination.



Potential uses in the commercial and shop space



Indicative illustration of a new street named Treaty Lane lined with shops and commercial spaces



Indicative illustration of a new street named Bell Lane lined with shops, commercial spaces, and homes

What facilities do you want to see in the redeveloped Treaty Centre?







# Open Space & New Connections

## Opening up the site

The Treaty Centre creates a physical barrier between the High Street and Grove Road. The emerging proposals aim to open the site up.

By positioning the new buildings carefully, new links can be created from Grove Road through to the High Street.

Bringing in landscaping, new shops, and commercial space along Grove Road will help make this a more active and attractive place to be.

## Increasing open space for Hounslow

Central Hounslow currently has less open space in relation to its population when compared to the rest of the borough. Through the redevelopment of the Treaty Centre we can help remedy that.

A series of connected green spaces can provide opportunities for people to dwell, socialise, enjoy the outdoors, and enjoy a more pleasant and safer environment through which to walk.

## Treaty Green

At the heart of the proposal is a new large open space we are currently calling Treaty Green.

With the cultural hub fronting the space, Treaty Green can serve as a flexible civic-focussed space providing places to:

- socialise and relax
- host community and cultural events
- have informal play
- family picnics



Potential uses in the public open space



Grove Road



Treaty Green

What are your priorities for the new public green spaces?

Tell us...







# New Homes

## What are you proposing for new homes?

We are currently proposing around 1,400 new homes, which will be located above the ground floor uses of shops, community, cultural, and commercial space.

Its too early to know exactly the mix of homes that will be included on the site; we are still working that out. But we do know that there is likely to be an element of affordable homes, homes for sale and Build to Rent.

### What is Build to Rent?

They are purpose built homes designed specifically for renters, rather than for sale, often with amenities and services like gyms and concierge and managed by an operator.

## Will the new homes have garden space?

Yes, the emerging proposals include podium garden spaces for the new residents. These will be separate from the public open spaces at street level.

The adopted Hounslow Town Centre Masterplan suggests building up to 25 storeys high on the site.



Podium gardens for the new residents







# What Happens Next?

We are currently in the first phase of our 2025 public consultation, where we are asking for your thoughts on both the vision for the redevelopment of the Treaty Centre, and Hounslow town centre as a whole.

You can complete our survey using the QR code below.

We will review your feedback as we refine the proposals over the coming months. We will then be holding further consultation events to refine the details of the plans before submitting a planning application in the summer 2025.

Stay involved, and let's make this vision a reality together.

What questions can we expect answers to at the next consultation?

How tall will the new buildings be?

What could the buildings look like?

What type of community facilities will there be?

Will there be any parking for residents and visitors?

What type of new homes will there be?

What sustainable features will be considered?

Have

Your

Say



[www.treatycentreconsults.co.uk](http://www.treatycentreconsults.co.uk)