


**We want
to hear
from you:****Proposals for the land on****Florence Gardens, Chiswick, W4 3JX**

Cromwood Housing Group invite you to give your views and feedback regarding our proposals to build affordable homes on the garages site on Florence Gardens as part of Hounslow Council's Small Sites Programme.

How to get in touch:**ONLINE VIA THE WEBSITE**

[https://5000pledge
chiswicksmallsites
.commonplace.is](https://5000pledge.chiswicksmallsites.commonplace.is)

**BY COMMENTING**

on the freepost
form provided

**BY LEAVING A MESSAGE**

on the freephone:
020 8826 2819

**BY EMAILING**

to the following address:
info@cromwood.co.uk

THE CONSULTATION PERIOD RUNS FROM 19TH APRIL TO 5TH MAY 2021**About
Cromwood
Housing
Group**

Cromwood Housing is a registered provider of social housing, regulated by the Regulator of Social Housing (England). Cromwood provides housing services and solutions to people and households in housing need, in partnership with local authorities and other stakeholders including the Greater London Authority (GLA) and Mayor of London. Cromwood is delighted to have been selected by the Council to deliver new homes on the land site on Florence Gardens.

Cromwood Housing is a registered provider of social housing, regulated by the Regulator of Social Housing (England). Cromwood provides housing services and solutions to people and households in housing need, in partnership with local authorities and other stakeholders including the Greater London Authority (GLA) and Mayor of London. Cromwood is delighted to have been selected by the Council to deliver new homes on the land site on Florence Gardens.

**London
Borough of
Hounslow
5000 Pledge**

The London Borough of Hounslow's 5000 Pledge seeks to secure an additional 5,000 new and affordable homes by 2022. The Council has carefully identified sites in its ownership across the borough that have the potential to deliver these much needed, new, high quality affordable homes. This site will provide affordable housing and be well-designed to meet the Council's ambitions to become energy efficient.

The London Borough of Hounslow's 5000 Pledge seeks to secure an additional 5,000 new and affordable homes by 2022. The Council has carefully identified sites in its ownership across the borough that have the potential to deliver these much needed, new, high quality affordable homes. This site will provide affordable housing and be well-designed to meet the Council's ambitions to become energy efficient.

T A R G E T P R O G R A M M E :

Full
planning
application
– July 2021

Start on
site of
construction
– June 2022

Completion
of the
development
– July 2023

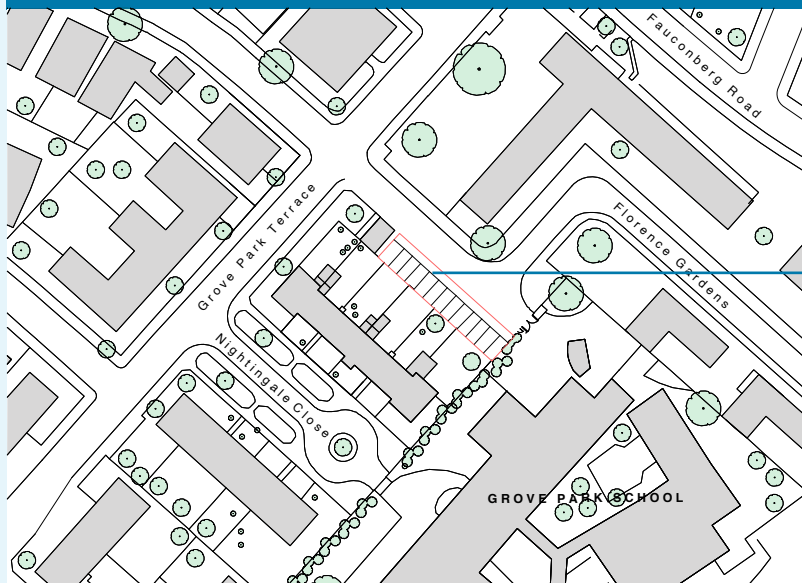


Florence Gardens, Chiswick

The site is currently occupied by a row of single storey brick garages, let on short-term licences, with hard-standing. The site is positioned on the edge of a Hounslow Council owned and managed post-war housing estate, facing residential blocks of significant scale. There is an electricity substation to the northern boundary and Grove Park Primary School to the south.



Aerial Map Image- Florence Gardens, Chiswick



Florence Gardens site



The existing garages along Florence Gardens



The garages seen from the grassed area to the East



Proposals

Florence Gardens, Chiswick, W4 3JX

Following a pre-planning application meeting in 2020 we have taken on board comments from the Council's planning and technical teams to arrive at our current proposals.

The proposal is for two 1-bedroom flats and two 2-bedroom flats, arranged over two storeys at ground and first floor level.

The residential houses to the South-East of the site set a useful benchmark for scale. Our approach has been to respond to the scale and mass of the terrace at Nightingale Close, with the building edge fronting Florence Gardens aligned with the front wall of the substation.

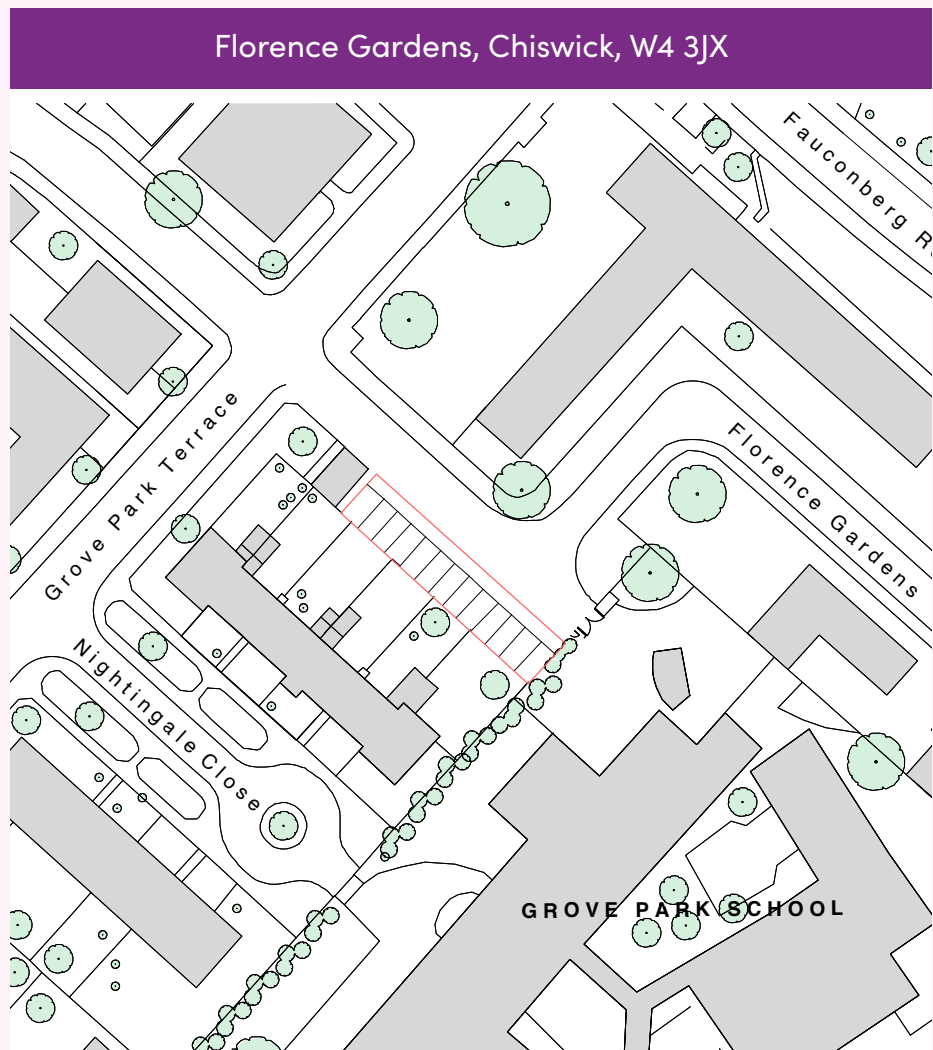
This site will provide affordable housing and be well designed to meet the Council's ambitions to become energy efficient.

The proposal is for two 1-bedroom flats and two 2-bedroom flats, arranged over two storeys at ground and first floor levels. The internal area of the homes will be in compliance with London Plan and LB Hounslow space standards.

The proposed homes on Florence Gardens will be let at London Affordable Rent and will be available to applicants of the Hounslow Council general needs housing register

We aim for the new home to be compliant with Building Regulations access and mobility standard Part M 4 (2).

There will be no on-site parking spaces. Space for cycle storage will be provided.



Materials and finishes are indicative only".



Views



View of the proposal from the street



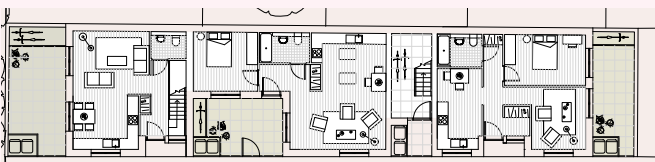
Proposal
seen from the East



Floor Plan

The depth of the pavement has been maintained in front of the site to ensure that pedestrian access to the school remains unobstructed. Small courtyards have been incorporated into the new built form in order to provide good quality private amenity space for each home, and form breaks in the building.

The design takes account of the importance of privacy and daylight and sunlight to both the existing and new dwellings. No habitable rooms overlook the houses and gardens on Nightingale Close, and the windows to bathrooms and circulation spaces to the rear would have obscured glazing. The form has been carefully designed to reduce the impact and presence of the building, with a flat roof to keep the overall height low.



Ground Floor Plan



First Floor Plan