



CRANFORD VILLAGE

Conservation Area
Appraisal

April 2018



**London Borough
of Hounslow**

Foreword

I am pleased to present the Cranford Conservation Area Appraisal. Cranford is a valuable and important part of the heritage of the borough.

This appraisal builds on the original conservation statements for Hounslow's conservation areas and has been reviewed as part of a comprehensive review of Hounslow's conservation area statements.

The purpose of the appraisal is to provide an overview of historic developments and key components that contribute to the special interest. This appraisal will also identify positive and negative contributors as well as opportunities for improvement in order to inform a comprehensive understanding of the conservation area.

We are working to secure funding for heritage projects such as the restoration of the village lockup, a project which is preserving an important element of the village character in Cranford. In addition, we are implementing other heritage initiatives, such as updating the local list, to celebrate Hounslow's diverse architectural heritage. We hope this document will play a significant role in the future management of Cranford Conservation Area and will be a guide for developers, residents and planners.

Steve Curran



Councillor Steve Curran
Leader of the Council and Cabinet Member for
Corporate Strategy, Planning and Regeneration

Executive Summary

Presented here is the consultation version of the Cranford Conservation Area Appraisal. The purpose of a conservation area appraisal is to provide an overview of the historic development of the area and to describe the key components that contribute to the special interest of the area.

- describe the historic and architectural character and appearance of the area which will assist applicants in making successful planning applications and decision makers in assessing planning applications
- raise public interest and awareness of the special character of their area
- identify the positive features which should be conserved, as well as negative features which indicate scope for future enhancements

This document was subject to public consultation in Autumn 2017, and following this consultation it was amended to reflect responses where appropriate. The final version was adopted by the council in March 2018. The council's Spatial Planning and Infrastructure Team has an extensive programme for producing or reviewing conservation area appraisals for the 28 conservation areas in the Borough, will all be subject of consultation. The council is committed to ensuring it manages its heritage assets to the best of its ability.

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Contents

- 1 Introduction
 - 1.1 What is a conservation area?
 - 1.2 Format of the conservation area appraisal
 - 1.3 Location and context of the conservation area

- 2 Planning context
 - 2.1 National policies
 - 2.2 Regional policies
 - 2.3 Local policies
 - 2.4 Implications of designation

- 3 Historic development of the conservation area
 - 3.1 Historic maps
 - 3.2 Geographic, economic and social features that helped shape the area
 - 3.3 Historic and current photos

- 4 The conservation area and its surroundings
 - 4.1 The surrounding area and the setting of the conservation area
 - 4.2 Character areas
 - 4.2.1 Avenue Park
 - 4.2.2 High Street
 - 4.2.3 The Avenue
 - 4.2.4 Firs Drive
 - 4.3 Recent/new developments and their impact
 - 4.4 Views and focal points
 - 4.5 Open spaces and trees

- 5 Condition of the conservation area, maintenance and alterations

- 6 Signage and shop fronts

- 7 Future development in Cranford

- 8 SWOT analysis
 - 8.1 Strengths
 - 8.2 Weaknesses
 - 8.3 Opportunities
 - 8.4 Threats

- Appendix 1 Recommendations for further designation
- Appendix 2 Schedule of designated and recorded heritage assets in the conservation area
- Appendix 2 Schedule of properties in the conservation area
- Appendix 3 Further reading, information and websites

1 Introduction

1.1 What is a conservation area?

1.1.1 A conservation area is an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. Conservation areas are very much part of the familiar and valued local scene. It is the area as a whole rather than specific buildings that is of special interest.

1.1.2 The ability to designate areas, rather than individual buildings, first came into being as a result of the Civic Amenities Act of 1967. The special character of these areas does not come from the quality of their buildings alone. The historic layout of roads, paths and boundaries; a particular mix of building uses; characteristic building or paving materials; public and private spaces such as gardens or parks and trees and street furniture can all contribute to the special interest of the area. Conservation area designation gives a much broader protection than the individual listing of buildings, as all features (listed or otherwise) within the area are recognised as part of its character. The conservation area as a whole and the buildings/structures and spaces within it are all designated as heritage assets.

1.1.3 The first designations tended to be of very obvious groups of buildings, landscapes or small areas of strongly similar architectural design. Later it was seen that larger areas, where less obvious original features such as topography, routes or uses had produced a special character, could benefit from being designated.

1.1.4 The Planning (Listed Buildings and Conservation Areas) Act 1990 provides specific protection for buildings and areas of special interest. The council as the local planning authority has a duty (under section 69) to consider which parts of the London Borough of Hounslow (Hounslow) are '*...areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance and should be designated as conservation areas.*'

1.1.5 Cranford Village conservation area was designated on 25 June 1991 and has not been altered or extended since. Additional protection to the area includes: nationally listed buildings, part designated Metropolitan Green Belt, part Site of Importance for Nature Conservation, part Archaeological Priority Area, Local Open Space.

1.2 Format of the conservation area appraisal

1.2.1 This document is an appraisal document as defined by Historic England in the advice note *Conservation Area Designation, Appraisal and Management, Historic England Advice Note 1*, February 2016 (originally March 2011).

1.2.2 To quote from the Historic England advice note, an appraisal document should provide: '*...greater understanding and articulation of its character which can be used to develop a robust policy framework for planning decisions.*' It is intended to form a basis for further work on design guidance and enhancement proposals.

1.2.3 The appraisal describes and analyses the particular character of Cranford Village conservation area, portraying the unique qualities which make the area special, and providing an analysis of the significance of the area. Once adopted, the appraisal will become a material consideration when determining planning applications.

1.2.4 The document is structured as follows: this introduction is followed by an outline of the legislative and policy context (national, regional and local), for the conservation area. Then there is a description of the geographical context and historical development of the conservation area and a description of the buildings within it, the seven character areas, together with sections on the condition of the conservation area, recommendations for further designation and future development in Cranford. A strengths, weaknesses, opportunities and threats (SWOT) analysis is provided, to clarify and summarise the key

issues affecting the area. Three appendices are included: a schedule of designated assets; a schedule of properties and further reading, information and websites.

1.2.5 This appraisal provides an understanding of the significance of the conservation area, by identifying and analysing its principal characteristics. It does not include specific detail about every building and feature within the area, and any omission from the text should not be interpreted as an indication of lesser significance.

1.2.6 This appraisal should be used as the starting point for further guidance for development in the area. It could be expanded in the future to include a management plan, which would give more specific design guidance.

1.3 Location and context of the conservation area

1.3.1 Cranford Village conservation area is located in the west London district of Cranford in the extreme west of the borough with the London Borough of Hillingdon to the west and London Heathrow Airport to the south west. Hounslow West sits to the south, with the Great West Road acting as the edge and divide. The overall area is bounded by the M4 motorway along its northern edge and the River Crane along its western edge. This river has shaped the historic development of the area significantly. Cut off from the rest of the borough by open land and large trading estates, Cranford is relatively quiet and secluded and retains a feeling of remoteness reinforced by its limited accessibility.

1.3.2 Residential use predominates, with some hotel and office uses in the centre, and the area may be classified as mostly late interwar (1930 to 1939) and post Second World War (1945 onwards) outer suburban. There are, however, large areas devoted to employment uses, including trading estates and the Western International Market. To the north, east and west lie large areas of semi-rural open space. The River Crane and its surrounding woodland are designated Sites of Importance for Nature Conservation (SINC). Hounslow is the nearest major centre.

1.3.3 Cranford is moderately well served by public transport, with buses providing connections to Heathrow Airport, Hounslow town centre and surrounding communities. Hounslow West tube station is around 2km to the southwest. The busy highways have had a significant impact on the character and feel of Cranford, the Bath Road and Parkway having disrupted and disconnected the area and more generally degraded the pedestrian environment. This contributes to the area feeling as though it is a place to pass through in a hurry.

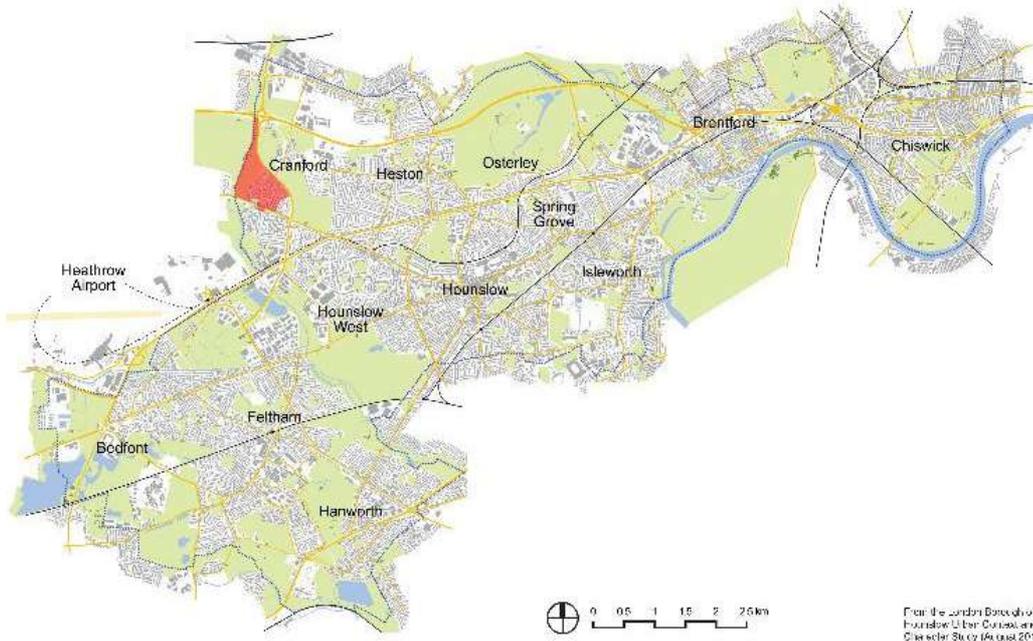
1.3.4 Cranford was described for centuries as one of the smallest and prettiest villages in Middlesex. Before the Second World War, the area as a whole consisted of the typical English rural combination of a great house in a park with the parish church close by, and the village some way off. In 1946, London (later Heathrow) Airport opened, becoming a major employer in the area and creating local housing and hotel demand. Today Cranford's historic centre lacks the coherence of that of its neighbour, Heston.

1.3.5 Today, Cranford is both acoustically and economically dominated by Heathrow Airport, which lies in close proximity to the west, with the flight path crossing directly over the area generating a great deal of noise pollution.

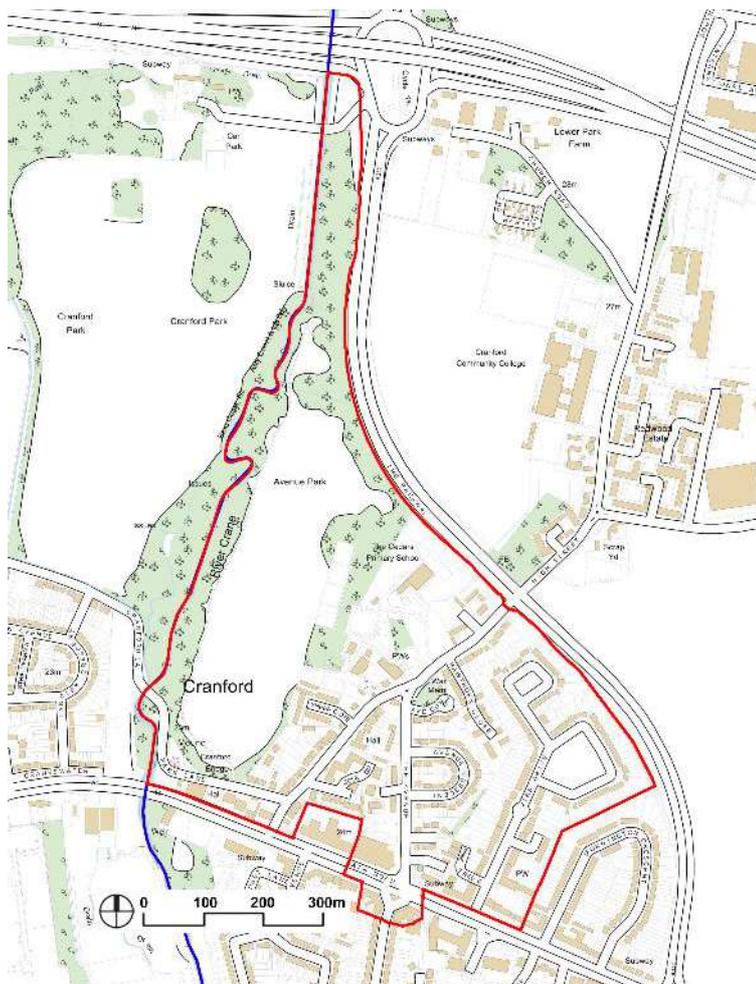
1.3.6 The overall area of architectural and historic interest is divided between two London boroughs, with the majority of the park and the church in Hillingdon and the village in Hounslow. The park and church form the Cranford Park conservation area with the London Borough of Hillingdon. Cranford Village conservation area consists of the historic Cranford Village with the High Street forming the main axis, and the open space and watercourse to the west. On the High Street, the only remaining large house, with stable buildings, is grade II listed. Another notable village relic is the grade II listed cylindrical Village Lock-Up.

1.3.7 The special architectural and historic interest lies in the quality of the early eighteenth century buildings, which form the heart of the village. The lush open space of Avenue Park provides an appearance

of open farmland. Later twentieth century buildings are carefully laid out around squares and in linked groups with ample open space around them.



From the London Borough of Hounslow Urban Context and Character Study (August 2014)



-  Borough Boundary
-  Area Boundary

Cranford Village Conservation Area

2 Planning context

2.1 National policies

2.1.1 Government advice concerning heritage assets is set out in the National Planning Policy Framework (NPPF) (2012). The conservation of heritage assets in a manner appropriate to their significance is a core principle of the NPPF. As conservation areas are defined as designated heritage assets in the NPPF, weight must be given to their conservation and enhancement in the planning process.

2.1.2 Any decisions relating to listed buildings and their settings and conservation areas must address the statutory considerations of the Planning (Listed Buildings and Conservation Areas) Act 1990 (see in particular sections 16, 66 and 72) as well as satisfying the relevant policies within the NPPF and the London Borough of Hounslow Local Plan 2015 (the Local Plan).

2.2 Regional policies

2.2.1 The London Plan (2015), produced by the Greater London Authority, includes relevant sections, including: Historic environment and landscapes – policy 7.8 Heritage assets and archaeology; policy 7.9 Heritage-led regeneration; and policy 7.10 World Heritage Sites. See <https://www.london.gov.uk>

2.3 Local policies

2.3.1 The London Borough of Hounslow Local Plan (adopted by the council on 15 September 2015) includes policies aimed at the protection of the historic environment, policies (policy CC4 Heritage). Other relevant policies include: Residential Extensions and Alterations (SC7) and Context and Adopted Character (CC1).

2.3.2 Hounslow Council (the council) has produced a Supplementary Planning Document: *Residential Extension Guidelines* (2003), which is a material consideration in any application concerning extensions to residential dwellings in the conservation area. This document is due to be updated.

2.3.3 The council has produced a Supplementary Planning Document: *Shop Front Design Guidelines* (2013), which is a material consideration in any application concerning shop fronts in the conservation area.

See <http://www.hounslow.gov.uk>

2.4 Implications of designation

2.4.1 Conservation area designation introduces a number of additional controls on development within the area, which are set out below.

2.4.2 Demolition of an unlisted building within a conservation area will require planning permission.

2.4.3 In addition to any Tree Protection Order that may apply to individual trees, all trees in conservation areas are protected under Section 211 of The Town and County Planning Act 1990 (as amended) except those which are dead, dying or dangerous. Anyone proposing to carry out works to a tree in a conservation area must give six weeks' notice of their intention to do so before works begin.

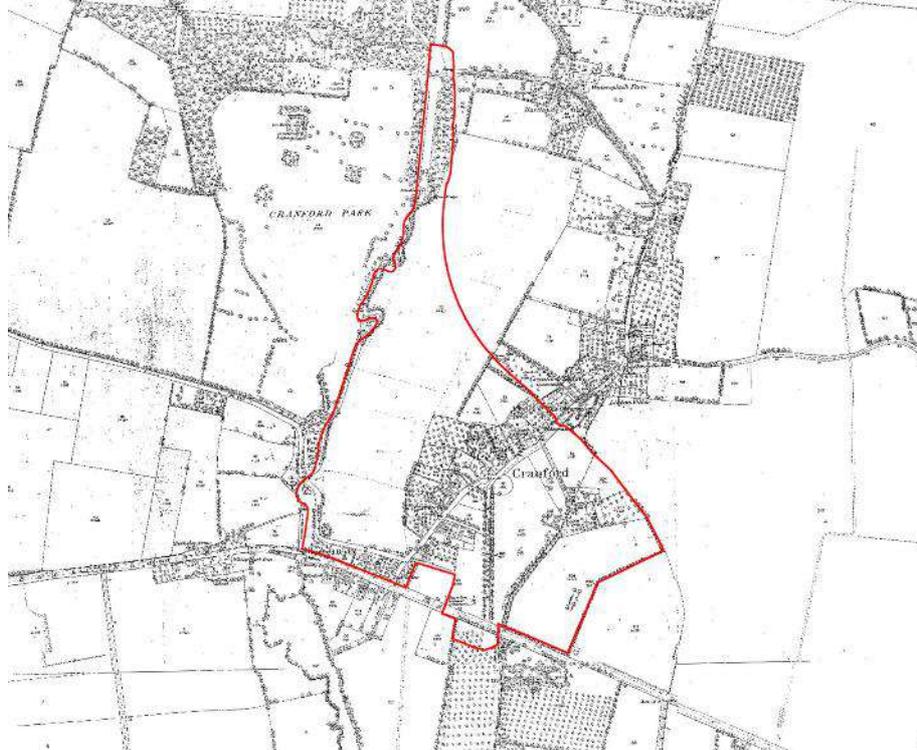
2.4.4 For information on Permitted Development Rights, refer to the Planning Portal (<https://www.planningportal.co.uk>), which is the national home of planning and building regulations information and the national planning application service.

2.4.5 The council has the power, following public consultation, to serve a direction under the planning regulations to bring developments, where planning permission would not normally be required, under planning control. For example, the council could control the replacement of doors and windows, the insertion of new window openings and the alteration of boundary treatments, through the creation of an Article 4 Direction. The purpose of these additional controls is to ensure that the special qualities of an area are not diminished by unsympathetic alterations.

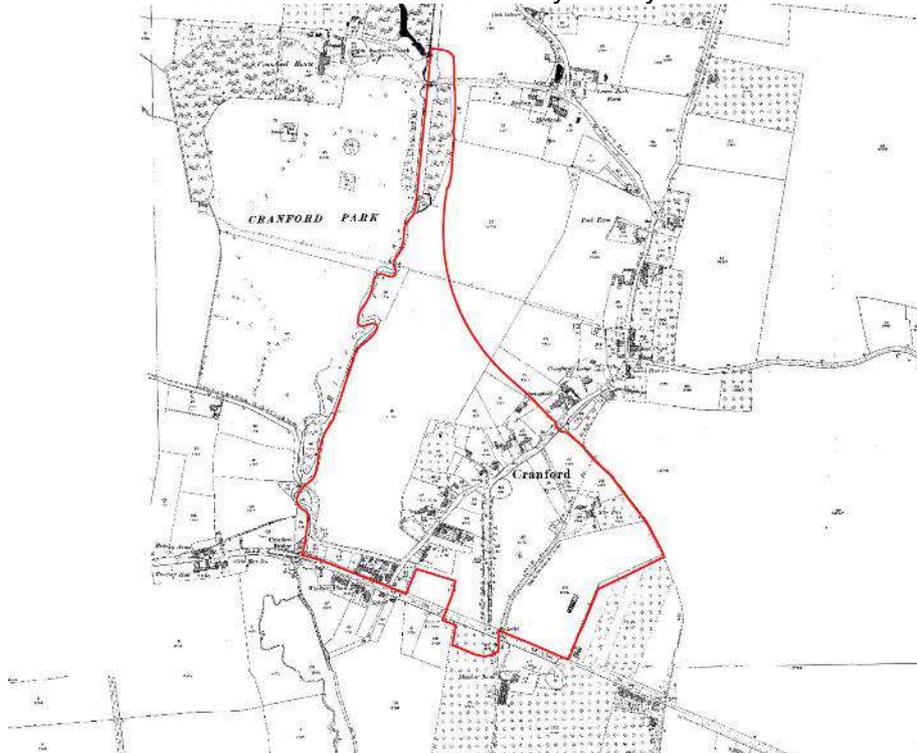
3 Historic development of the area

3.1 Historic maps

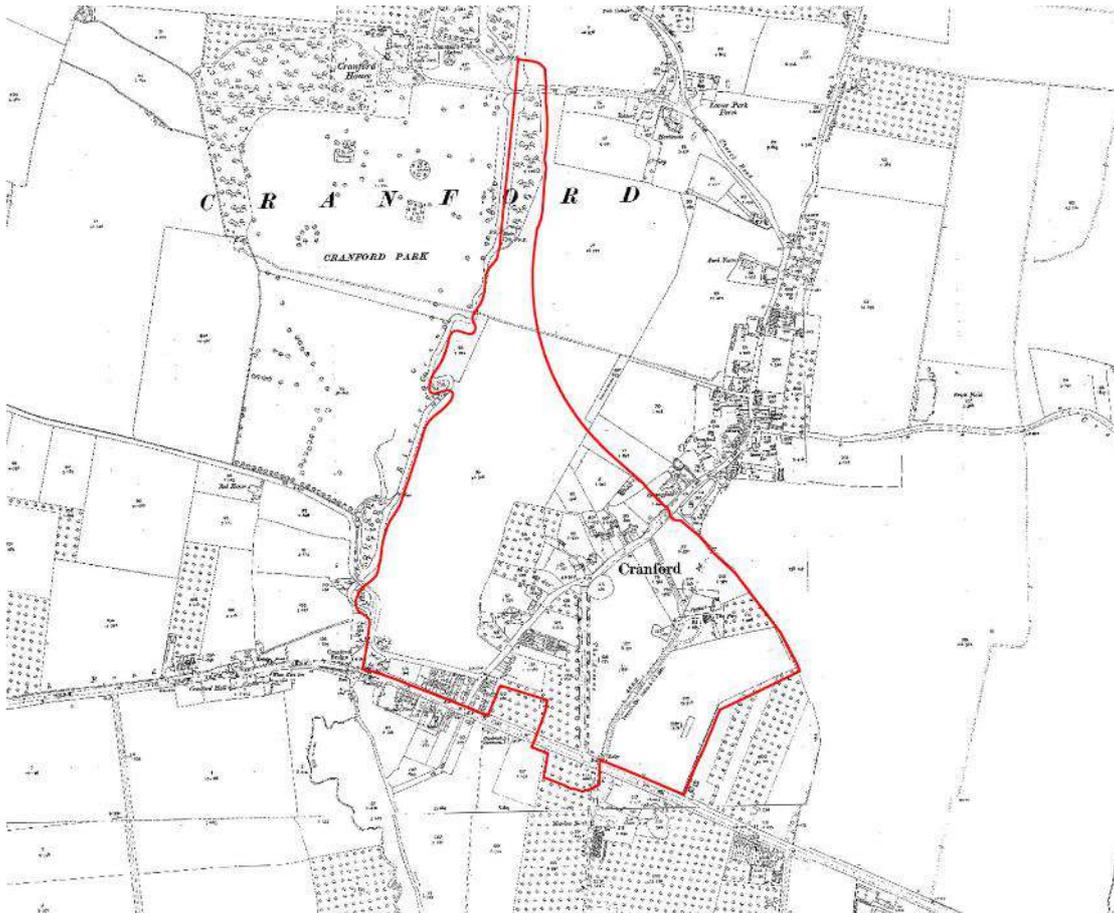
The following maps show how Cranford retained its rural character into the early twentieth century, with only minor developments of housing occurring along existing lanes. The post Second World War maps show the district's move away from agriculture and its considerable residential expansion. By the 1960s the village had become bounded on its northeast side by The Parkway connector road. The conservation area boundary has been superimposed onto the maps to show the area that is being discussed.



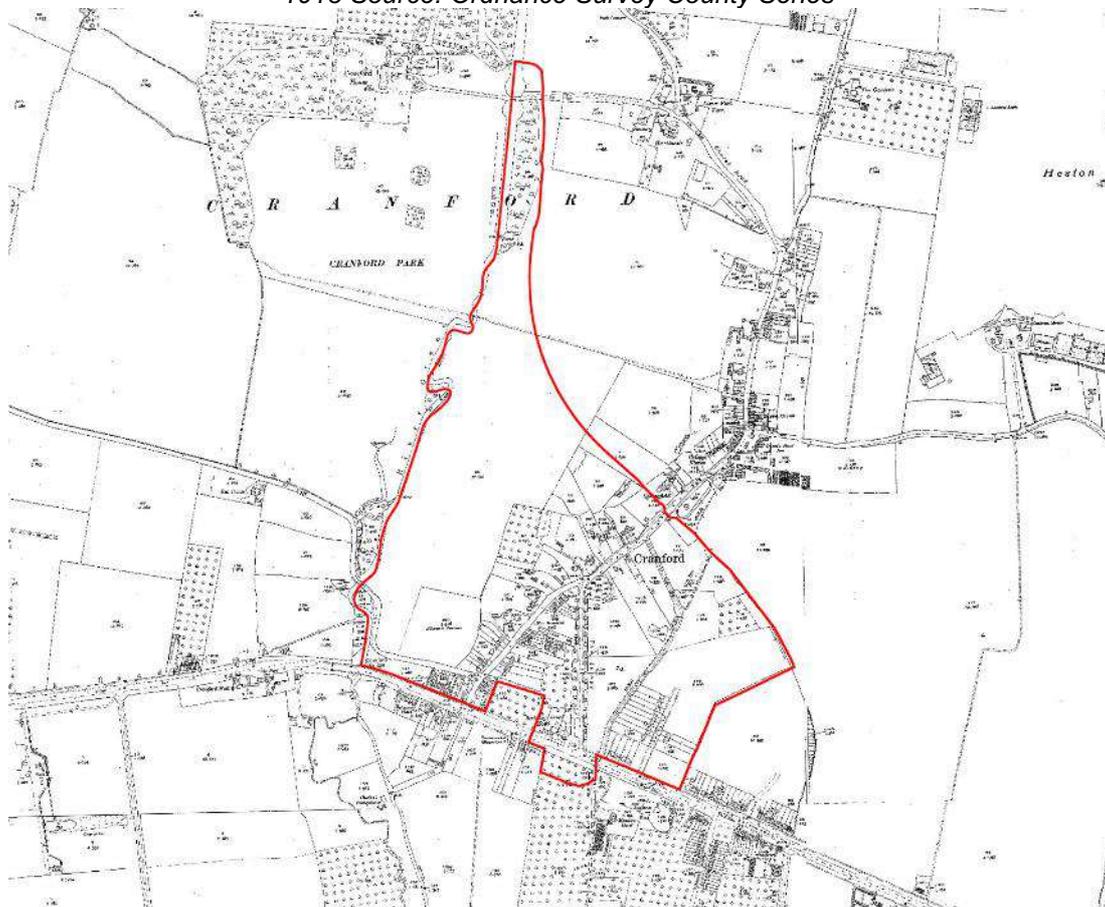
1865 Source: Ordnance Survey County Series



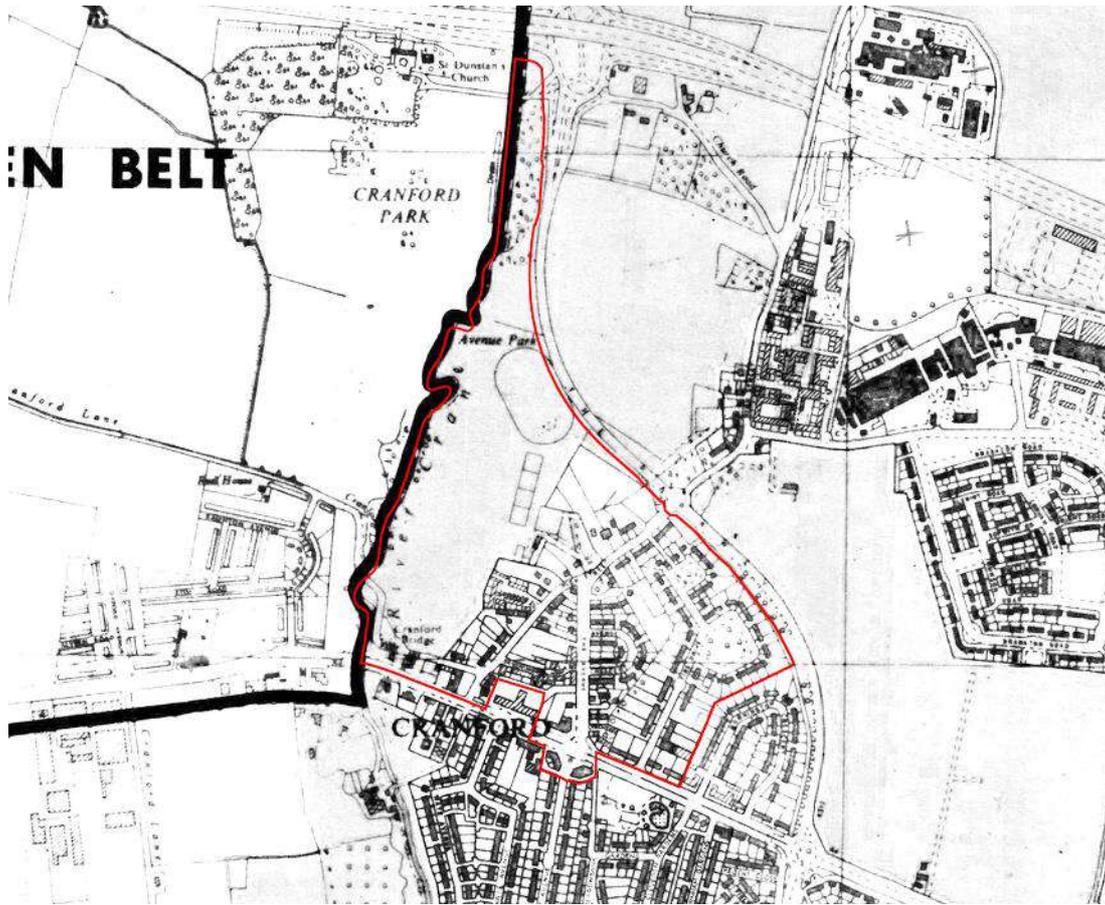
1894 Source: Ordnance Survey County Series



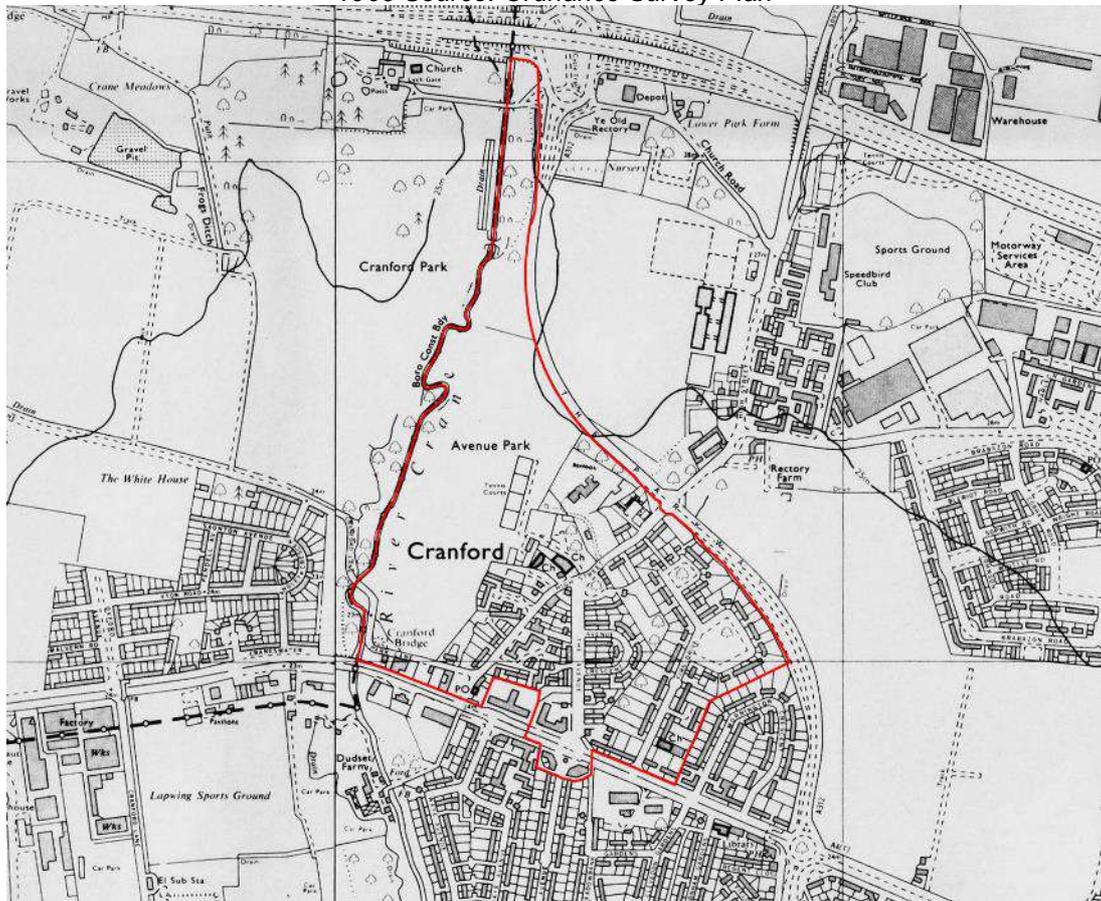
1913 Source: Ordnance Survey County Series



1934 Source: Ordnance Survey County Series



1965 Source: Ordnance Survey Plan



1980 Source: Ordnance Survey Plan



View east of shops along south side of Bath Road towards Berkeley Arms Hotel (c1955)



View east of shops along south side of Bath Road towards former Berkeley Arms Hotel (2017)



Berkeley Arms filling station with shops, on the northeast corner of the junction of The Avenue and Bath Road (c1935)



Site of Berkeley Arms filling station, on the northeast corner of the junction of The Avenue and Bath Road (2017)

3.2 Geographic, economic and social features that helped shape the area

3.2.1 Settled since Saxon times, Cranford began as a hamlet within the Elthorne Hundred, lying north of the Bath Road on the northern edge of Hounslow Heath. However, archaeology has shown considerable pre-historic activity around the area. Its name came from Anglo-Saxon cran-ford, meaning 'ford of cranes'.

3.2.2 The Domesday Book of 1086 records the manor of Cranford being given to a Norman baron, William Fitz Anulf. By the thirteenth century, the main area of Cranford Park and House, the High Street and Bath Road had been given to the Knights Templars Cranforde St John.

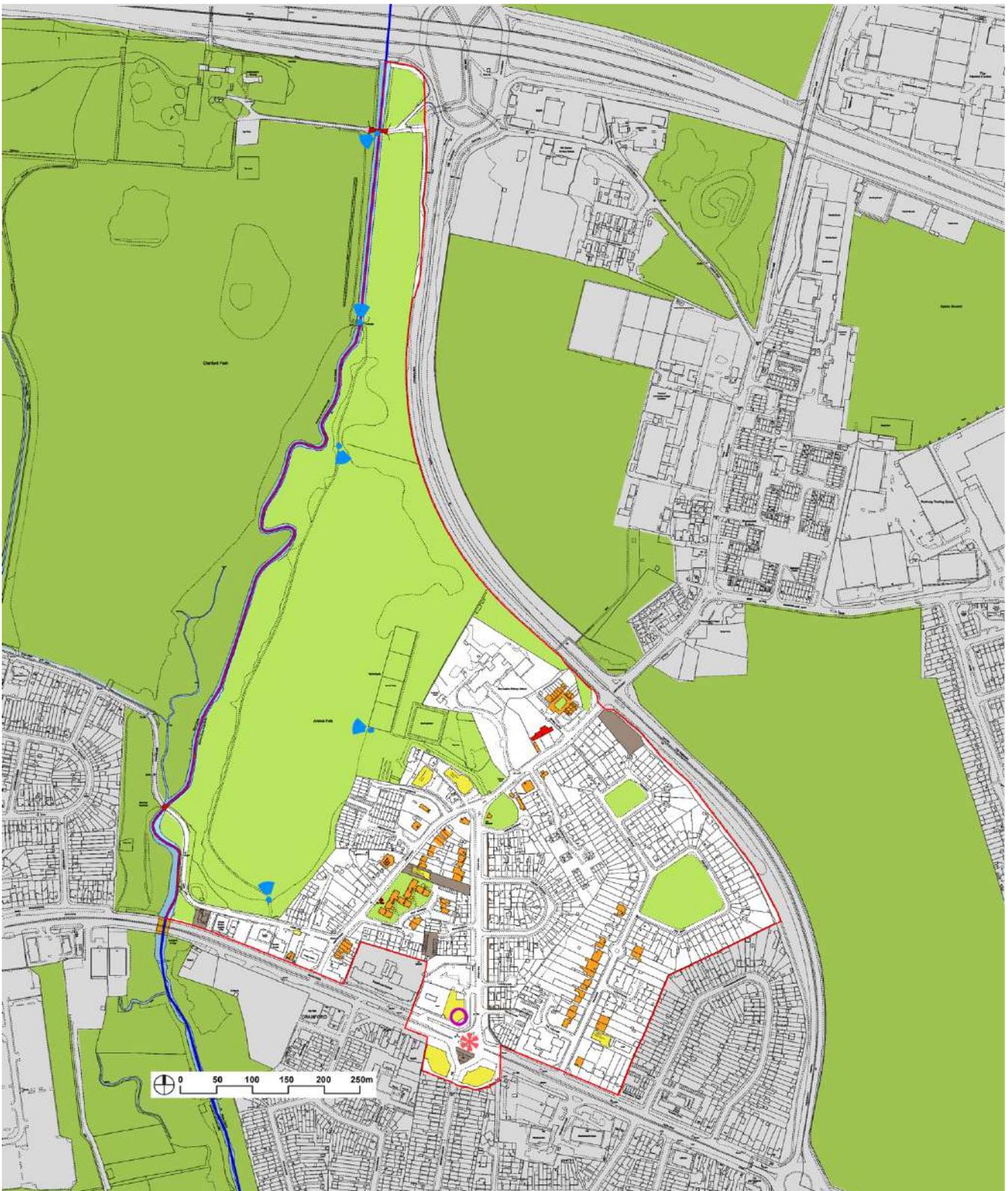
3.2.3 The River Crane, forming what is now the borough boundary, winds southward to be crossed by the Bath Road. The Cranford Bridge on Bath Road was rebuilt in 1776 and then widened and strengthened in 1930. On the west side of the River Crane, Cranford House was the focus of the park and the manor area, with its church alongside. From the rectory all the way south to the back lane near Bath Road was farm land alongside the River Crane.

3.2.4 Park Lane (Cranford Lane in 1865) appeared to divert nearly as far south as the Bath Road before its own bridge crossed the River Crane into the borough. After a short length as a back lane, it angled north east, and became known as the High Street, although commercial activity, such as inns, a smithy and a post office followed the lower (Bath) road. Some terraced houses, but mostly larger properties in very large areas of land, followed the High Street.

3.2.5 Little development, other than a few workers' terraces, took place until well into the twentieth century. By 1934 there was a hall and a war memorial. The Berkeley family gave their name to Berkeley Parade, a group of four chateau-type buildings at the junction of The Avenue and Bath Road, three of which survive.

3.2.6 The Parkway was built in 1959 as a bypass and this became a link to the M4 motorway. Both had considerable impact on the area. The proximity of London Heathrow Airport continues to affect the area in terms of noise and traffic. In more recent times, a great deal of infill development has occurred along and just off the High Street.

4 The conservation area and its surroundings



- | | | | | | |
|-------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-----------------------------|---------------------------------------------------------------------------------------|------------------|
|  | Landmark |  | Statutorily Listed Building |  | Watercourse/body |
|  | View |  | Locally Listed Building |  | Green Open Space |
|  | Focal Point |  | Positive Contributor | | |

4.1 The surrounding area and the setting of the conservation area

4.1.1 The conservation area itself comprises the historic Cranford Village bounded by the Bath Road to the south, River Crane to the west and the Parkway to the northeast. Cranford High Street functions as the spine. The conservation area's surroundings comprise:

4.1.2 To the north, the M4 motorway, and various big box uses, including the Western International Market.

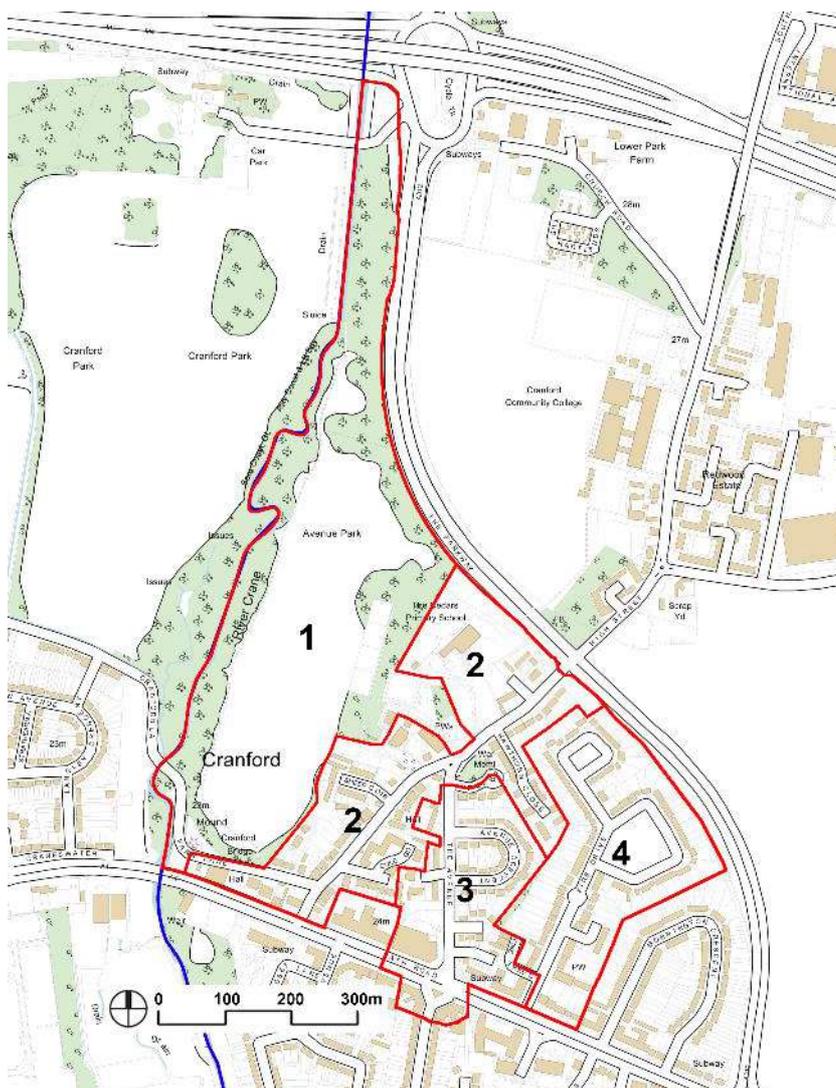
4.1.3 To the northeast, Cranford Lane and the northern length of the High Street, with Cranford Community College, Concorde Sports and Leisure facilities and the Redwood housing estate.

4.1.4 To the east, Rectory Farm, a large field with very few distinguishing characteristics or features.

4.1.4 To the south, a large area of low density, inter (1919 – 1938) and postwar (1945 onwards) housing which originally sprang up with the construction of the Great West Road in the 1920s.

4.1.5 To the west, Cranford Park, a historic countryside park that was originally the grounds of Cranford House, demolished in 1945. It features a number of historic relics including a walled garden, icehouse, a restored eighteenth century stable block and the medieval St. Dunstan's Church and graveyard

4.1.6 Further information on the wider context can be found in the Cranford and Heston section of the London Borough of Hounslow Urban Context and Character Study (2014).



4.2 Character areas analysis

The conservation area comprises four distinct character areas. For reference purposes, these are numbered consecutively from west to east.

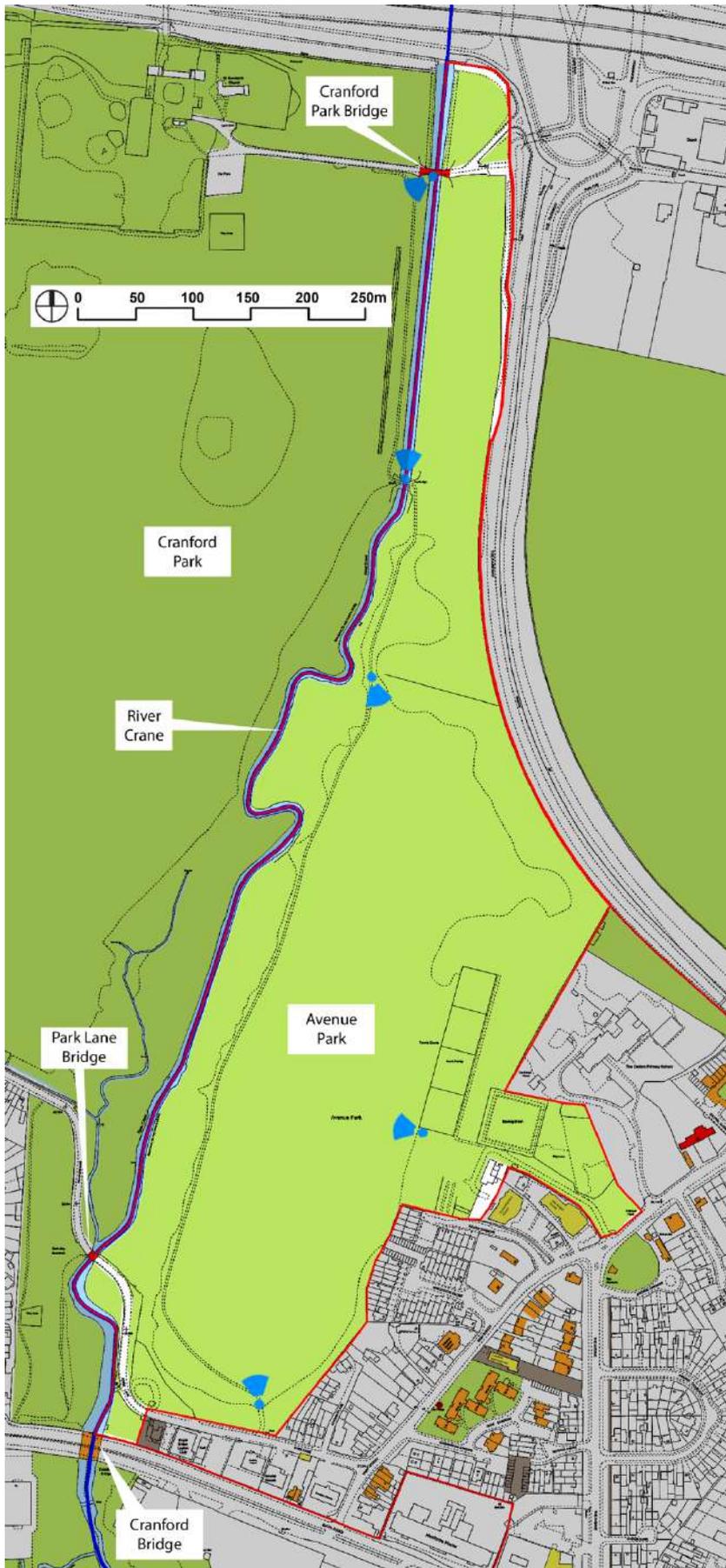
The character areas are:

1. Avenue Park
2. High Street
3. The Avenue
4. Firs Drive

The map illustrates the locations of the four character areas



2.1 Character area 1: Avenue Park



-  Landmark
-  View
-  Focal Point
-  Statutorily Listed Building
-  Locally Listed Building
-  Positive Contributor
-  Negative Contributor
-  Watercourse/body
-  Green Open Space

4.2.1 Avenue Park character area

4.2.1.1 This area consists of both Avenue Park itself and a stretch of the River Crane. The parkland provides a large panorama of open land and woods, with a rural atmosphere.

4.2.1.2 The River Crane is on the east side of historic Cranford Park and is the boundary between the London boroughs of Hillingdon and Hounslow. North of the Park the river's name changes to the Yeading Brook. In Cranford Park the natural section of the River Crane includes only the western riverbank from Cranford Lane. The rest of the river is canalised from south of the driveway bridge to Avenue Park, to the end of Cranford Park. This was straightened and widened for the M4 motorway. Before this there was an ornamental lake running north and south of the driveway bridge (sometimes known today as Cranford Park Bridge) built between 1720 and 1754 and which was fed by the river. There is a drainage ditch which runs parallel to the canalised stretch of the river. There are pipes at either end which suggest that it was dug to carry water. An extension at its end carries trees and scrub.

4.2.1.3 Structures of historic importance include the two little humped-back bridges over the River Crane, both listed grade II and shared with the London Borough of Hillingdon. To the extreme southwest, and just outside the conservation area, Cranford Bridge carries the busy Bath Road over the River Crane. Built on the site of the ford that gave Cranford its name, the current bridge dates from 1915, though there has been a bridge here since the late thirteenth century 1274.



Grade II listed Cranford Park Bridge

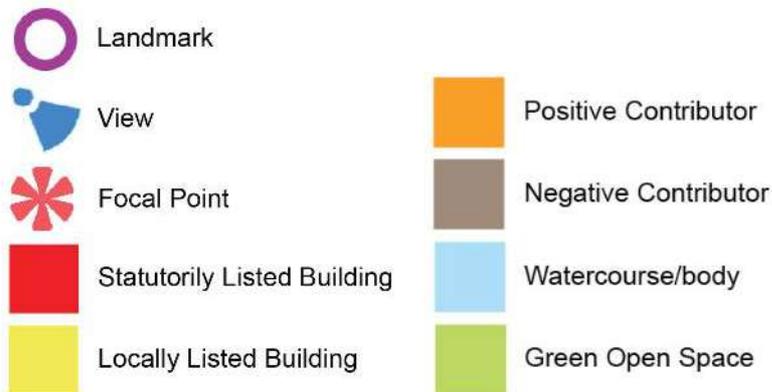
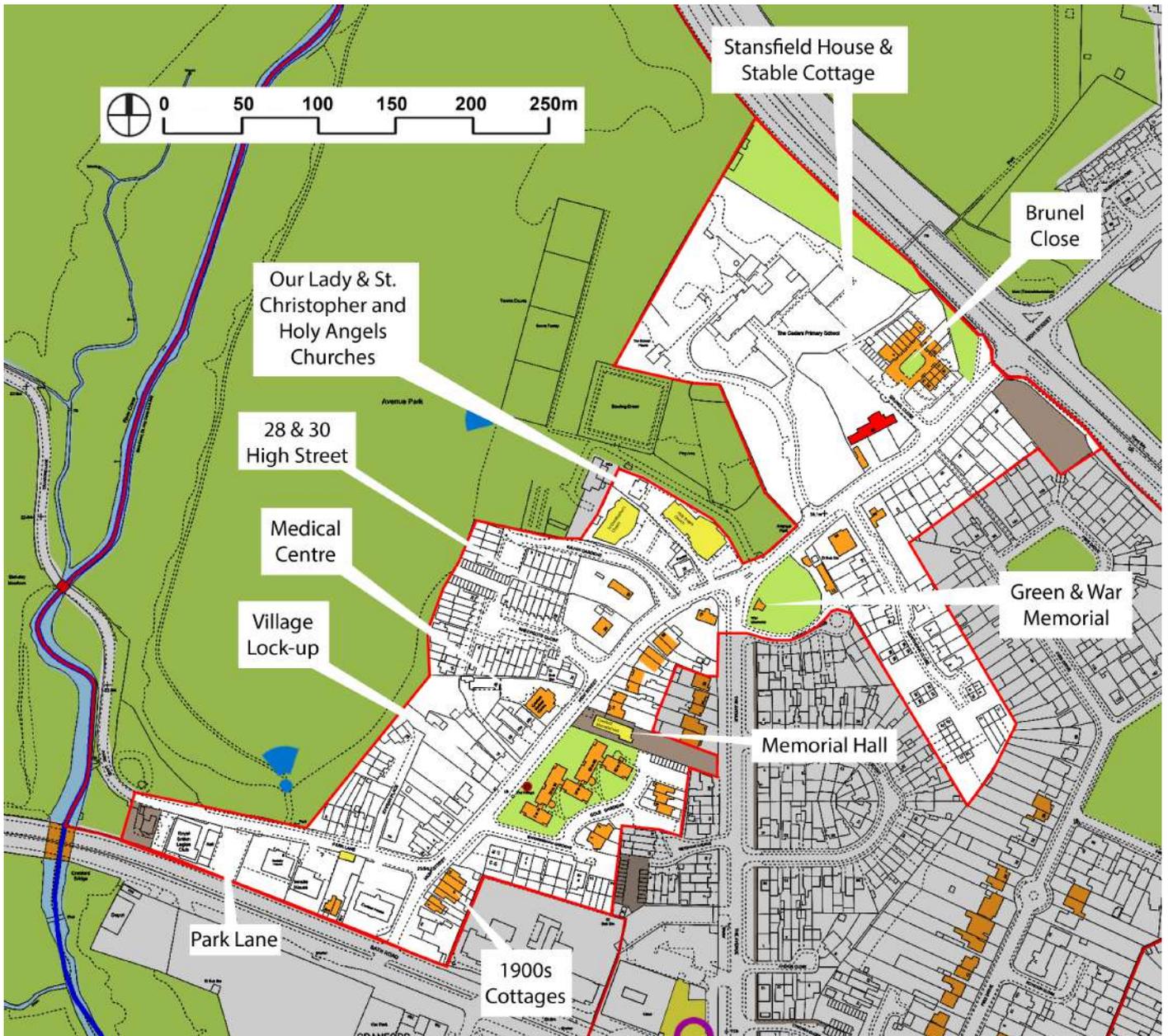


Grade II listed bridge over the River Crane



Avenue Park

4.2.2 Character area 2: High Street



4.2.2 High Street character area

4.2.2.1 This area consists of the High Street itself and its off-shoots, including the built-up section of Park Lane, which leads into Cranford Park to the west. Once called Tently Lane, and essentially all that remains of the original eighteenth century village, the High Street runs roughly north-south through the conservation area.

4.2.2.2 The High Street, particularly the section that joins The Parkway, manages to retain a rural village character. Simultaneously, the two churches, the health and community centres, the school, and the village green, with its war memorial, offer the sense of a continuing local civic core and axis, with similarities (though on a different scale) to Half Acre/Boston Manor Road in St Paul's Brentford conservation area.

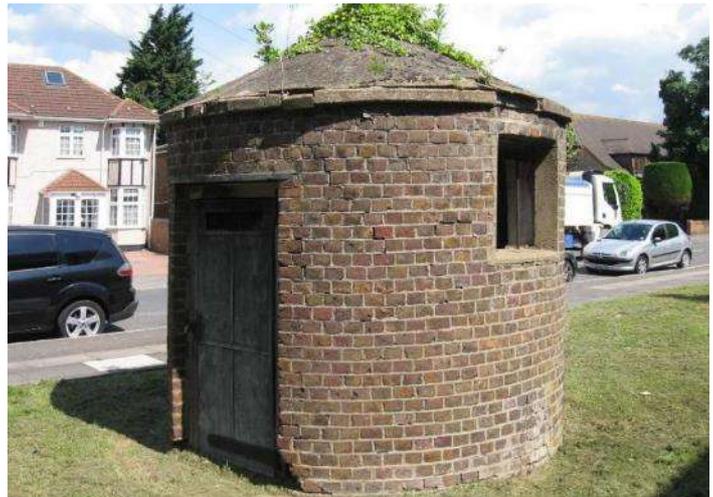
4.2.2.3 Beginning in the south, the strip of land between Park Lane and Bath Road from the High Street to River Crane has a few buildings of historic interest which appear to date back to the mid nineteenth century. On the High Street itself, at the junction with Park Lane, is a group of three semi-detached cottages which date back to the 1900s, though appear older in style. They feature hipped roofs with central chimney stacks, and are built in London stock brick with modest red brick dressings.

4.2.2.4 Continuing northwards, one of the most notable structures along the High Street's length is the grade II listed Village Lock-Up, also known as the Round House, a small cylindrical brick building with a conical rendered roof. It dates from 1838 and was used to imprison people caught on Hounslow Heath and, later, to hold drunks and vagrants overnight, before finding use as a mortuary for the parish council. Although historically anomalous, its siting on what is now a green associated with a well-designed and maintained late 1960s flat development, creates an interesting juxtaposition. The survival of the Lock-Up is important: at one point, there would have been numerous structures in different parts of the country. The Lock-Up is programmed for restoration work and repairs in 2017.

4.2.2.5 At 39 High Street, Cranford Memorial Hall is an interesting modestly modernist building dating from the late 1930s. The early 2000s Cranford Medical Centre opposite is a sympathetic addition to the streetscape and its heritage.



1900s group of three semi-detached houses, High Street



Grade II listed 1838 Village Lock-Up



Late 1930s Cranford Memorial Hall, High Street



Late nineteenth century 28 High Street

4.2.2.6 28 and 30 High Street are detached houses which date back to the late nineteenth century. They are of interest both for their individualistic appearance and their setting in large grounds.

4.2.2.7 Approaching the junction with The Avenue, on the west side of the High Street are two modernist churches, one Roman Catholic and one Anglican. The former, Our Lady and St. Christopher, was built in 1970 and consecrated in 1979. It was designed by Gerald Goalen in white brick in a very unusual polygonal form. The latter, Holy Angels Church, is the most recent of three generations. The first was built by Maurice Child in 1935 in the Bath Road. This was an iron church and was burnt down in 1941, replaced and again burnt down in 1965. The current church was built around 1970. It was designed by the Norman Haines Partnership in red-brown brick.

4.2.2.8 At the junction with the Avenue, there is a village green with a modest war memorial. Its trees and the open junction with High Street have a rural village character, emphasised by Holy Angels Church, the Cedars Primary School and the entrance to the park.

4.2.2.9 At the north end of the High Street is grade II listed Stansfield House, a large eighteenth century brown brick house set back from and barely visible from the street. Next door is Stable Cottage, another, smaller, eighteenth century brown brick house set back from street. Opposite is a strip of typical inter and early postwar detached and semi-detached houses.

4.2.2.10 Just before the junction with the Parkway, on the west side of the High Street, is the enclave of Brunel Close. Built on the grounds of Isambard Kingdom Brunel's house, this ungated development of two storey brown brick terraced houses, though designed in a mix of late Georgian and early Victorian styles, is pleasantly arranged around a small square and is of a scale appropriate to the area's character.



1970 Our Lady and St. Christopher Roman Catholic Church, High Street



1970 Holy Angels Anglican Church, High Street

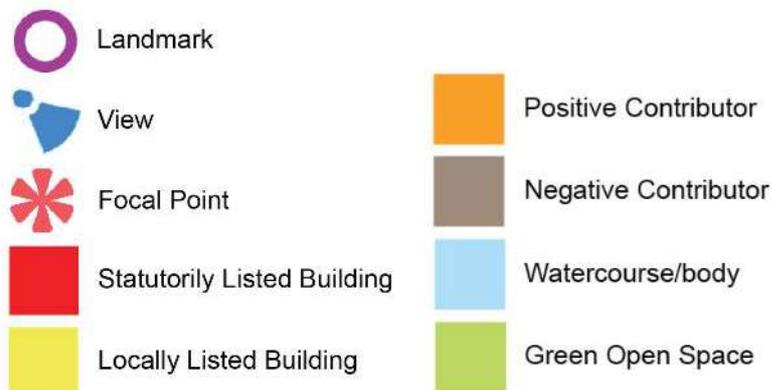
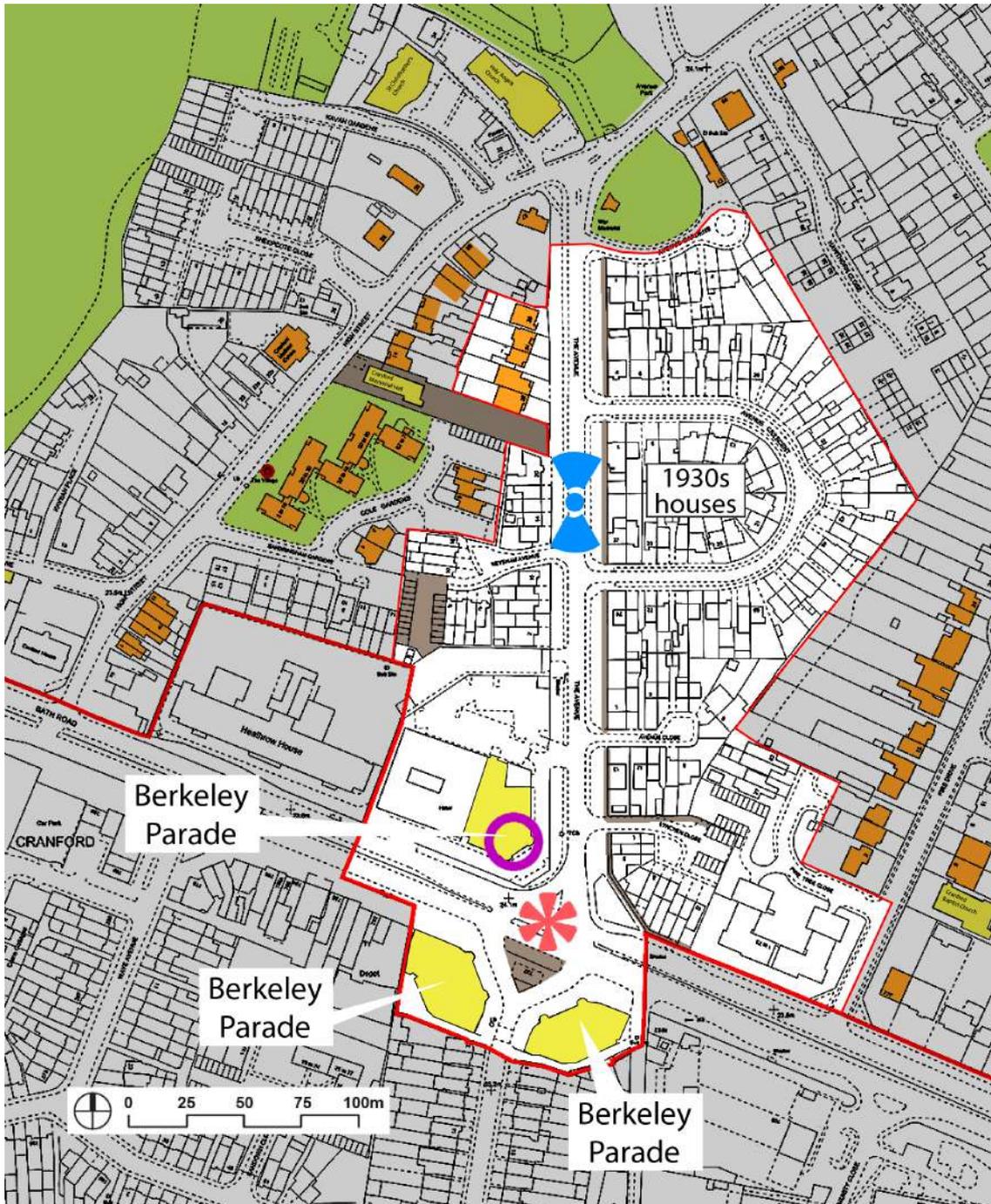


The village green with its modest war memorial



Grade II listed Stansfield House

4.2.3 Character area 3: The Avenue



4.2.3 The Avenue character area

4.2.3.1 This area consists of The Avenue itself and its off-shoots, and includes a westward stretch of Bath Road. The grand, tree-lined Avenue remained undeveloped until 1932, when the Berkeley Arms was relocated there to allow road widening in the main Cranford Bridge area. Its trees and the open junction with High Street now form a rural village-green character, emphasised by a 1970s church. On the Bath Road junction, whimsical 1930s buildings still mark three of the four intersection corners with the former coaching highway of Bath Road.

4.2.3.2 The area's most striking feature is Berkeley Parade, a group of three château-type buildings at the junction of The Avenue and Bath Road. By E B Musman, and dating from 1930, they are in a modest form of the Scottish Baronial style, with crow stepped gables and little slated turrets, and were described as "ingenious architectural fun" in the journal *Architectural Review* in 1939. Above the front entrance is the Berkeley shield of arms, a reminder of the aristocratic owners of Cranford Manor since the time of James I. Originally there were four buildings, one on each corner of the crossroads, but the one on the northeast corner was demolished and the site was unsympathetically and inappropriately redeveloped as housing with exposed backs facing the main thoroughfare, in the 1960s. The one on the northwest corner has been refurbished and incorporated into a hotel. Those on the south side are used as shops, many with unsympathetic treatments. Although small in scale for the huge traffic load, they supply an idiosyncratic charm to the area.

4.2.3.3 The buildings in the area date from the middle of to the second half of the twentieth century. Most of the streets off The Avenue contain well maintained, detached and semi-detached properties of the 1930s.

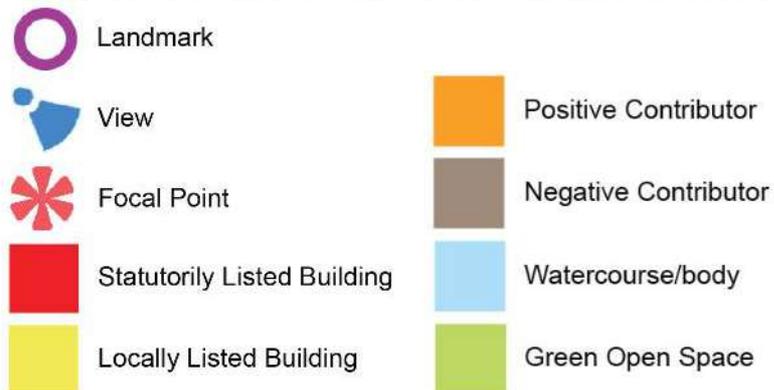


The southeast 1930s Berkeley Parade building



Mid twentieth century semidetached houses on Avenue Crescent off The Avenue

4.2.4 Character area 4: Firs Drive



4.2.4 Firs Drive character area

4.2.4.1 Firs Drive consists of an estate of well-maintained, detached and semi-detached houses, a number of which are located around small, attractive greens. All are coherent in design and some are of exceptional quality.

4.2.4.2 The estate was designed by D A Adam and built by John Laing and Sons Ltd in the 1930s. An important feature, is the spacing between the houses, which expresses the modest density of the development. Most of the houses retain their enclosed front gardens, laid to grass with hardstandings only in front of the original garages. Some have attractive mock Tudor fronts with interesting roof designs and brick details.

4.2.4.3 The only non-residential building in the area, Cranford Baptist Church (1938), makes a strong architectural contribution, with its distinctive brickwork.



Houses on Firs Drive



Houses on Firs Drive



High quality houses around one of two greens, Firs Drive



1938 Cranford Baptist Church, Firs Drive

4.3 Recent/new developments and their impact

4.3.1 The selection of photos below show a variety of types of development in the conservation area.

4.3.2 Much of the recent, new and ongoing development in the conservation area is focussed along the strip of land between Park Lane and Bath Road from the High Street to River Crane.



The early 2000s Cranford Medical Centre, High Street



Early 2010s residential cul-de-sac development, Kavan Gardens



Late twentieth century square-based residential development, Brunel Close



Late 2000s Hilton Hotel, incorporating one of the 1930s Berkeley Parade buildings



View north along canalised section of the River Crane



View south into Avenue Park from the edge of the woodland

4.4 Views and focal points

4.4.1 The following photos illustrate the rich and varied character of views and focal points within the conservation area. The area is notable for the widely differing appearance of its views and focal points, including major and subsidiary streets and spaces, together with blue and green infrastructure spaces. These all add to the particular character and good quality of the conservation area.

4.4.2 It is important to retain the character of these features, and consider only sensitive enhancements, where appropriate.

4.4.3 The retention of trees and vegetation is of particular importance, which play a key part in defining the green character of views and focal points.



Berkeley Parade, is the conservation area's main focal point



The play facilities at the entrance to Avenue Park provide a community focus, High Street

4.5 Open spaces and trees

4.5.1 Designated Local Open Spaces are:

- Land north of Avenue Gardens
- Firs Drive (north)
- Firs Drive (south)

4.5.2 Approximately half of the conservation area is comprised of various types of open space. The largest of these by far lies to the west and consists of open Avenue Park and a wooded stretch of the River Crane, the latter being a designated Site of Interest for Nature Conservation (SINC). Together they provide a large panorama of open land and woods, with a rural atmosphere. See 4.2.1 Avenue Park character area.



The woodlands to the north of the conservation area



One of the two large greens, Firs Drive



The green with its war memorial



The southern entrance to Avenue Park off Park Lane

5 Condition of the conservation area, maintenance and alterations

5.1 The condition of the conservation area is assessed as fair. The building of the Parkway in 1959 has had a significant impact on Cranford and much of the village character has been eroded. However, much of the interwar high quality housing survives as well as some interesting village remnants such as the lockup. Avenue Park provides a valuable and well maintained amenity space for the Conservation area.

5.2 Maintaining Details such as wall treatments, front settings, chimney stacks and boundary treatments are all important as they help to maintain the character of the streetscape. The removal of boundary treatments for off street parking or other alterations can have detrimental impact on the street scape. The retention of boundary treatments within the conservation area is encouraged.

5.3 Windows and doors are key features in any building's character, and the retention and reinstatement of historic windows and doors is encouraged. In particular, the use of UPVC for windows and doors is not recommended. UPVC windows and doors cannot visually replicate historic timber, they are not maintenance-free, they can be difficult, if not impossible, to repair, they are unsustainable as most end up in landfills, their production produces harmful chemicals and they are usually more expensive in terms of the lifetime of the windows. Historic timber windows can often be repaired, rather than replaced, and in terms of lifetime cost, are usually better value.

5.4 Efforts should be taken to minimise the impact of roof lights, especially front roof lights. Conservation style roof lights are recommended as these are less visually intrusive. Aligning roof lights over fenestration may help to make them more harmonious with the building. Solar panels can also be very visually intrusive if installed on the front façade of a building. Solar panels can be installed to the rear of a property where they are not visible from the public domain.

5.5 Regular maintenance is encouraged to protect the historic fabric of a building. Undertaking a programme of regular maintenance may help to prevent costly repairs in the future.

5.6 Any new developments should preserve and enhance the quality of the conservation area and should be in keeping with the general character of the conservation area. Poor quality new developments can harm the integrity of the conservation area.

5.7 For advice on residential extensions, the current document that should be referred to is: London Borough of Hounslow – Residential Extension Guidelines (October 2003). Please note that this guidance is currently being revised and is currently out for consultation. This new guidance will be adopted at the end of 2017.

5.8 All alterations to statutory listed buildings and structures are assessed on a case by case basis. It should be noted that statutory listing covers the *whole* building/structure, internally and externally (all fabric), settings and curtilage (including curtilage structures). Many early listing descriptions were brief and often only noted features that could be seen from the public realm. The absence of description of other parts of buildings/structures, settings and curtilage should not be assumed to indicate that these elements are either not covered by the listing or are not of significance. Apart from small, like for like essential repairs, the majority of alterations require granting of listed building consent.

6 Signage and shop fronts

6.1 There is a range of advertising and signage in the conservation, reflecting its varied commercial and retail uses. This character, together with the quality of shop fronts, projecting signs and lighting, is varied.

6.2 There are many locations in the conservation area where the quality and appearance of signage and advertising could be enhanced.

6.3 In some instances, such as Berkley Parade, has suffered from poor quality shop fronts and signage of varied designs and materials, leading to a loss of individual and group quality.

6.4 The council wishes to see the quality of shop fronts enhanced, not only to improve the appearance of the conservation area, but to make business premises more attractive commercially.

6.5 For advice on shop front design, refer to the London Borough of Hounslow: Shop front design guidelines (January 2013).

6.6 Further guidance on alterations to residential and commercial properties can be found in the London Borough of Hounslow Local Plan (2015).

6.7 For London Borough of Hounslow documents, see: www.hounslow.gov.uk.

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8 Future development in Cranford

8.1 Much of the recent, new and ongoing development in the conservation area is focussed along the strip of land between Park Lane and Bath Road from the High Street to River Crane. Towards the western end of this strip there are opportunities for sensitive redevelopment.

8.2 The West of Borough in Hounslow forms part of Heathrow Opportunity Area designated in the London Plan for business growth and housing development. The Council is currently working on a Local Plan review for West of Borough which will set out policies and guidance for development in this area over the next 15 years. Cranford is not identified for major future development, more so improvements, regeneration and development of a modest scale.

8.3 For council reports that have been adopted and published on its website, as of the date of publication of this appraisal, see Appendix 3: Further reading and websites.

8.4 To see existing and any reports that postdate publication of this appraisal, see: www.hounslow.gov.uk.

9 Strengths/weaknesses/opportunities/threats (SWOT) analysis

The conservation area has many buildings, structures and places that make a positive contribution to it and together form an interesting and historic streetscape. However, a number of negative features have impacted adversely on the quality of the historic environment, many of which would be reversible, given the right advice.

This appraisal should be used as the starting point for further guidance for development in the area. It could be expanded in the future to include a management plan, which would give more specific design guidance. In the meantime, a SWOT analysis is provided.

The SWOT analysis below summarises the main issues within the conservation area and could provide the basis of a management plan in the future. Points are not made in any order of priority.

9.1 Strengths

- Variety of types, styles and materials of buildings.
- Interesting village survivals, such as the lock up
- High quality open green and blue spaces.
- High quality housing
- Some high quality twentieth century infill, such as Sheepcote Close
- Maintains village feel in historic core

9.2 Weaknesses

- Noise pollution from the airport
- Busy roads, such as the Parkway, A4 create a clear route of severance
- Lack of pedestrian friendly atmosphere
- Erosion of uniform boundary treatment
- Erosion of original features
- Use of and double glazing for fenestration which fails to respect the historic proportions of the original windows

9.3 Opportunities

- Open rural setting or open urban form should be maintained
- Village character should be considered for scale and spacing, and skyline

- Twentieth century estates were carefully planned – the principles of proportion should be maintained (also Strength)
- Gaps between buildings should not be infilled
- Boundary treatment should be preserved or reinstated
- Take every opportunity for additional trees
- Improvements of shop fronts throughout the conservation area.
- Sensitive redevelopment along the strip of land between Park Lane and Bath Road from the High Street to River Crane.

9.4 Threats

- Scale of any proposed inappropriate development relating to that of the busy main streets rather than to the village, which could impinge on the skyline and setting
- Lack of maintenance on historic buildings, such as The Lock-up
- Gradual loss of openness, space and greenery through infill development, conversion of garage space to other uses, side and rear extensions and additional off-street parking

Appendix 1 Recommendations for further designation

1.1 There should be a comprehensive survey of the conservation area for further designation of buildings, structures and places that are of local importance, to be added to the borough's Local List of Buildings of Townscape Interest. As of 2016, the council hopes that funding will be made available to programme this work in the near future, with the assistance of local amenity groups. The process will include consultation before formal adoption by the council.

1.2 The process for local listing will adopt the advice provided by Historic England.

Local Heritage Listing: Historic England Advice Note 7 (published 11 May 2016) Historic England's website (<https://historicengland.org.uk>) notes that:

Local lists play an essential role in building and reinforcing a sense of local character and distinctiveness in the historic environment, as part of the wider range of designation. They enable the significance of any building or site on the list (in its own right and as a contributor to the local planning authority's wider strategic planning objectives), to be better taken into account in planning applications affecting the building or site or its setting.

1.3 Potential candidates for local listing and designation could include a variety of buildings and structures. These do not have to be limited to historic buildings and structures: twentieth and twenty first century development of architectural merit could also be included.

1.4 Possible inclusions on the local list could be, but are not limited to, the following:

- 1900s group of semi-detached cottages, High Street
- Former stables, Park Lane
- Cranford Memorial Hall
- Good quality nineteenth century housing, such as 28 and 30 High Street
- Interesting late twentieth century churches, Our Lady and St Christopher Roman Catholic Church and Holy Angels Anglican Church
- Cranford War Memorial
- Stable Cottage, adjacent to Stansfield House
- 1930s Berkeley Parade
- Cranford Baptist Church, Firs Drive
- Sheepcote Close, 1960s housing estate

Appendix 2: Schedule of designated and recorded heritage assets in the conservation area

Statutorily listed buildings		Grade of listing
Parkway	Hump-backed Bridge	II
Park Lane	Hump-backed Bridge	II
High Street	Stansfield House	II
High Street	Village Lock-Up	II

Local List of Buildings and Structures of Townscape Merit

Bath Road	Berkeley Parade (720-746 (even) Bath Road)
Bath Road	745
Bath Road	Cranford Bridge
Firs Drive	Cranford Baptist Church
High Street	32
High Street	34
High Street	Cranford Memorial Hall (39)
Park Lane	Cranford Rivers Depot

Local open space

Land north of Avenue Gardens

Firs Drive (north)

Firs Drive (south)

Archaeological Priority Area

All of the conservation area excluding High Street south of the green and Bath Road.

Other records

Cranford War Memorial is catalogued on the War Memorials Trust online database (reference WM2756) and on the Imperial War Museum's online database (reference 39079).

Appendix 3: Schedule of properties in the conservation area

1-13 Avenue Close TW5 9QG
 1-37 (odd) Avenue Crescent TW5 9RD
 4-76 (even) Avenue Crescent TW5 9RE
 Annexe rear of 38 Avenue Crescent TW5 9RE
 1-11 Avenue Gardens TW5 9RF
 13 Avenue Gardens TW5 9RF
 First Floor Flat, 13 Avenue Gardens TW5 9RF
 Ground Floor Flat, 13 Avenue Gardens TW5 9RF
 Rooms A-G, 13 Avenue Gardens TW5 9RF

Doubletree by Hilton Hotel, 745 Bath Road TW5 9QE
 717-727 (odd) Bath Road TW5 9SZ
 720 Bath Road TW5 9TW
 720A Bath Road TW5 9TW
 722 Bath Road TW5 9TW
 722A Bath Road TW5 9TW
 724 Bath Road TW5 9TW
 724A Bath Road TW5 9TW
 724B Bath Road TW5 9TW
 726 Bath Road TW5 9TW
 726A Bath Road TW5 9TW
 728 Bath Road TW5 9TW
 728A Bath Road TW5 9TW
 728B Bath Road TW5 9TW
 730A Bath Road TW5 9TW
 Berkley Fresh Meat and Poultry, 730 Bath Road TW5 9TW
 732 Bath Road TW5 9TY
 734A Bath Road TW5 9TY
 736A Bath Road TW5 9TY
 738 Bath Road TW5 9TY
 738A Bath Road TW5 9TY
 738B Bath Road TW5 9TY
 740 Bath Road TW5 9TY
 740A Bath Road TW5 9TY
 742 Bath Road TW5 9TY
 742A Bath Road TW5 9TY
 744 Bath Road TW5 9TY
 744A Bath Road TW5 9TY
 746 Bath Road TW5 9TY
 746A Bath Road TW5 9TY
 Cranford Wine Store, 736 Bath Road TW5 9TY
 J J Wine Bar, 734 Bath Road TW5 9TY
 801 Bath Road TW5 9UJ
 803 Bath Road TW5 9UJ
 805 Bath Road TW5 9UJ
 Jarvis International, 801 Bath Road TW5 9UJ
 Office Development Pathgenesis Ltd, 801 Bath Road TW5 9UJ
 1-18 Brunel Close TW5 9RP

1-10 Cole Gardens TW5 9RJ
 12-72 (even) Cole Gardens TW5 9RJ

Cranford Baptist Church, Firs Drive TW5 9TA
 5 Firs Drive TW5 9TA

7 Firs Drive TW5 9TA
 9 Firs Drive TW5 9TA
 15 Firs Drive TW5 9TA
 15A Firs Drive TW5 9TA
 17 Firs Drive TW5 9TA
 21 Firs Drive TW5 9TA
 25-87 (odd) Firs Drive TW5 9TA
 89-161 (odd) Firs Drive TW5 9TB
 2-86 (even) Firs Drive TW5 9TD
 Annexe, The Garden, 16 Firs Drive TW5 9TD

1-44 Hawthorn Close TW5 9TG
 Cranford Memorial Hall, 39 High Street TW5 9PD
 2-10 (even) High Street TW5 9RG
 12A High Street TW5 9RG
 12B High Street TW5 9RG
 14 High Street TW5 9RG
 16 High Street TW5 9RG
 18 High Street TW5 9RG
 22 High Street TW5 9RG
 22A High Street TW5 9RG
 22B High Street TW5 9RG
 26 High Street TW5 9RG
 28 High Street TW5 9RG
 30 High Street TW5 9RG
 30A High Street TW5 9RG
 Cranford Medical Centre, 24 High Street TW5 9RG
 Millennium House Rear of 2 to 4, High Street TW5 9RG
 32 High Street TW5 9RG
 34 High Street TW5 9RG
 34A High Street TW5 9RG
 1 High Street TW5 9RN
 1A High Street TW5 9RN
 3-19 (odd) High Street TW5 9RN
 Flat, 1A High Street TW5 9RN
 41-57 (odd) High Street TW5 9RQ
 Annexe, 49 High Street TW5 9RQ
 Stansfield House, 42 High Street TW5 9RU
 Office, Stansfield House, 42 High Street TW5 9RU
 Stable Cottage, 42A High Street TW5 9RU
 The Cedars Primary School, High Street TW5 9RU
 The Cedars School House, The Cedars Primary School, High Street TW5 9RU
 Flats 1-6, 65 High Street TW5 9RX
 69 High Street TW5 9RX
 71-89 (odd) High Street TW5 9RX
 Rear Annexe, 81 High Street TW5 9RX
 Rear Annexe, 83 High Street TW5 9RX

1-11 Kavan Gardens TW5 9AZ
 2-16 (even) Keysham Avenue TW5 9RB

1-10 Lynchen Close TW5 9QF

1-5 Kavsan Place, Park Lane TW5 9AY
 First Cranford Scouts, 8 Park Lane TW5 9RW
 10 Park Lane TW5 9RW

Grantley House, 9 Park Lane TW5 9RW
Innsite House, Park Lane TW5 9RW
Cranford Rivers Depot, Park Lane TW5 9SU
1 Park Lane TW5 9WA
1A Park Lane TW5 9WA
2-6 Park Lane TW5 9WA
Khosla House, Park Lane TW5 9WA
Heathrow Central Mosque, Old Royal British Legion Club, Park Lane TW5 9WA

1-83 (odd) Pine Tree Close TW5 9TF

1-4 Royston Close TW5 9TE
Flat First Floor, 5 Royston Close TW5 9TE
Flat Ground Floor Left, 5 Royston Close TW5 9TE
Flat Ground Floor Right, 5 Royston Close TW5 9TE

1-14 Sandringham Gardens TW5 9RL
1-28 Sheepcote Close TW5 9RH

2-36 (even) The Avenue TW5 9RA

Appendix 4: Further reading, information and websites

London Borough of Hounslow – contact details

London Borough of Hounslow
Civic Centre
Lampton Road
Hounslow TW3 4DN

Note: In 2017, the Civic Centre is due to be relocated to another site in Hounslow.

Tel: 020 8583 2000 (all general enquiries)
020 8583 5555 (environment, street services and planning)

Website: www.hounslow.gov.uk

London Borough of Hounslow – useful email addresses

To make comments on planning applications: planningcomments@hounslow.gov.uk

To report suspected breaches of planning controls: planningenforcement@hounslow.gov.uk

To raise concerns on street trees and the maintenance of public green spaces, contact Carillion, the council's contractor. To contact Carillion call 0845 456 2796 or email:
Hounslow.info@carillionservices.co.uk

London Borough of Hounslow Local Plan and design guidance:

London Borough of Hounslow Local Plan (2015)

London Borough of Hounslow: Shop front design guidelines (2013)

London Borough of Hounslow – Residential Extension Guidelines (2003).

London Borough of Hounslow Urban Context and Character Study: Cranford and Heston (2014)

London Borough of Hounslow regeneration publications

London Borough of Hounslow: Regeneration and Economic Development Strategy
2016 – 20 (2016)

London Borough of Hounslow: West of Borough Plan (2015)

Other sources of planning information and guidance

Planning Portal

The Planning Portal is the national home of planning and building regulations, information and the national planning application service. Includes extensive information on householder permitted development rights. See: <https://www.planningportal.co.uk>

Historic England guidance

Historic England is the public body that looks after England's historic environment. It has published a very large number of reports providing guidance on a wide range of issues. Some examples are listed below.

Historic England Customer Service Department

Telephone: 0370 333 0607

Textphone: 0800 015 0516

Email: customers@HistoricEngland.org.uk

Website: <https://historicengland.org.uk/advice>

Conservation Area Designation, Appraisal and Management: Historic England advice note 1 (2016)

Local Heritage Listing: Historic England advice note 7 (2016)

Traditional Windows: their care, repair and upgrading (2015)

Research into the Thermal Performance of Traditional Windows (2009)

<https://historicengland.org.uk/advice/your-home/making-changes-your-property/types-of-work/alter-my-windows/>

Energy Efficiency and Historic Buildings: Draught-proofing windows and doors (2016)

Energy Efficiency and Historic Buildings - Application of Part L of the Building Regulations to historic and traditionally constructed buildings (2011)

The Society for the Protection of Ancient Buildings (SPAB)

SPAB was founded by William Morris in 1877 to counteract the highly destructive 'restoration' of medieval buildings being practised by many Victorian architects. Today it is the largest, oldest and most technically expert national pressure group fighting to save old buildings from decay, demolition and damage. SPAB runs courses for professionals and home owners. It publishes a wide range of advisory publications.

SPAB

37 Spital Square, London, E1 6DY

Tel 020 7377 1644

Fax 020 7247 5296

Email: info@spab.org.uk

Website: <http://www.spab.org.uk>

Publications and sources of information on Cranford:

National Heritage List for England (NHLE):

<https://www.historicengland.org.uk/listing/the-list/>

British History Online: <http://www.british-history.ac.uk>

Advice on the maintenance and repair of buildings

A STITCH IN TIME: Maintaining Your Property Makes Good Sense and Saves Money (2002). This is a very useful and practical document, packed with good advice.

<http://ihbc.org.uk/stitch/Stitch%20in%20Time.pdf>

<https://historicengland.org.uk/advice/your-home>

<https://historicengland.org.uk/advice/technical-advice/buildings/maintenance-and-repair-of-older-buildings/maintenance-plans-for-older-buildings/>

<https://historicengland.org.uk/advice/technical-advice/buildings/maintenance-and-repair-of-older-buildings/principles-of-repair-for-historic-buildings/>

<http://www.spab.org.uk>

Other publications, websites and organisations

The Buildings of England: Pevsner Architectural Guides: London3: North West (1991)

London Borough of Hounslow local history archives (located at the Treaty Centre):

www.hounslow.info/libraries/local-history-archives

Hounslow and District History Society www.hounslowhistory.org.uk

The Victorian Society. Campaigns for the preservation of Victorian and Edwardian buildings in England and Wales.

The Victorian Society

1 Priory Gardens, LONDON W4 1TT

Tel: 020 8994 1019

Email: admin@victoriansociety.org.uk

Website: www.victoriansociety.org.uk

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