

May 2024

HOUNSLOW CHARACTER, SUSTAINABILITY AND DESIGN CODES SPD

PART B7 ISLEWORTH



B PLACES

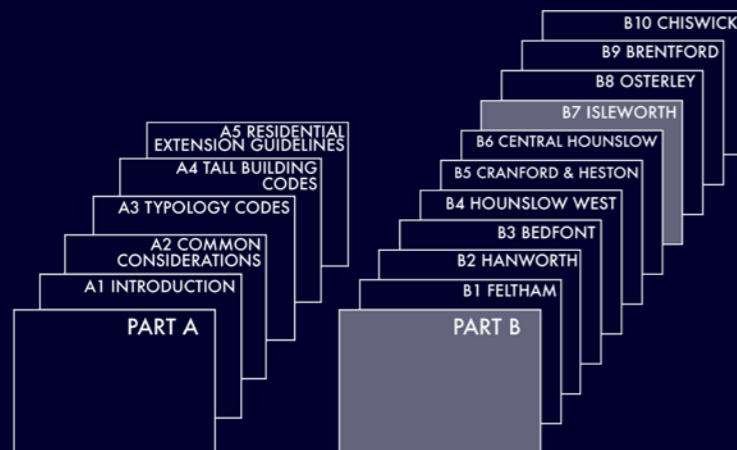
Document structure

This Character, Sustainability and Design Codes SPD is comprised of the following documents;

Part A: Introduction & Design Codes

Part B: Places

These are individual files that must be opened separately to view. Use this diagram to help navigate the structure of the Character, Sustainability and Design Codes SPD.



FELTHAM

HANWORTH

BEDFONT

HOUNSLOW WEST

HESTON AND CRANFORD

CENTRAL HOUNSLOW

ISLEWORTH

OSTERLEY

BRENTFORD

CHISWICK

* This document is **Isleworth**

To view other places please open the relevant documents as named above.

Introducing Hounslow's places

Neighbourhoods and Places

- B7.1 This section, Part B, explores character at a scale best understood by local people - at the neighbourhood and place level. The Borough is comprised of a series of places and neighbourhoods which each have a subtle, or sometimes distinct, character of their own. The map overleaf shows an interpretation of Hounslow's neighbourhoods. It has been developed using the previous study areas set out in the 2014 characterisation, together with local residents.
- B7.2 Identifying where neighbourhoods begin and end is inherently subjective - there will be overlaps and blurred edges between boundaries, even disagreements, as places in the Borough mean different things to different people. Influencing factors like physical infrastructure (roads, railway lines), natural assets (waterways, open spaces), local parades and centres, ward boundaries, can all help to inform the drawing of neighbourhoods that make sense. The degree of consistency or diversity of different aspects, like a particular typology or ethnic group, is also key to how neighbourhoods are perceived.
- B7.3 The purpose of dividing the Borough into these smaller areas is to provide detail on the special qualities and specific challenges for local people in each neighbourhood. This will help to ensure future growth is fairer, greener and more inclusive, and will help shape policies to ensure that the existing identity and character of neighbourhoods is a key consideration. The 37 neighbourhoods have been grouped into ten larger places. The neighbourhoods have been grouped by similarities in character and sense of place informed by: discussions at community

workshops to understand Hounslow's diverse communities; the mapping of physical assets such as topography, landscape and urban morphology; the historic evolution of each area; analysis of land use and housing typologies and their future growth direction.

Structure of Part B - Places

- B7.4 Part B describes the ten places in the Borough. This chapter has three sections:

1. **Place-level analysis** - this section sets out the baseline analysis for the place and the vision for the place, which has been shaped by the contribution of local people through an online survey and workshops, and have been developed by considering:
 - What are the area's key assets that people love and that should be celebrated and conserved?
 - What are the current social, economic, health and environmental issues of a particular area that we want to address?
 - What opportunities for growth exist in this area and where? This includes thinking about planned investment in infrastructure, Council aspirations for growth and wider trends e.g. changing role of high streets, shift to active travel informed by existing or proposed transport hubs/links/interchanges.
2. **Neighbourhoods** - this is design guidance that sets out the special qualities for each neighbourhood in turn, and what that means for development in the area. Each neighbourhood page includes photos, key materials and features, the distribution of typologies and where possible, quotes from

local people to help convey what makes each neighbourhood unique.

3. **Sites** - this section draws on the design codes set out in Part A and for the Neighbourhoods to provide design codes at a site-specific scale on key sites identified by the Council.

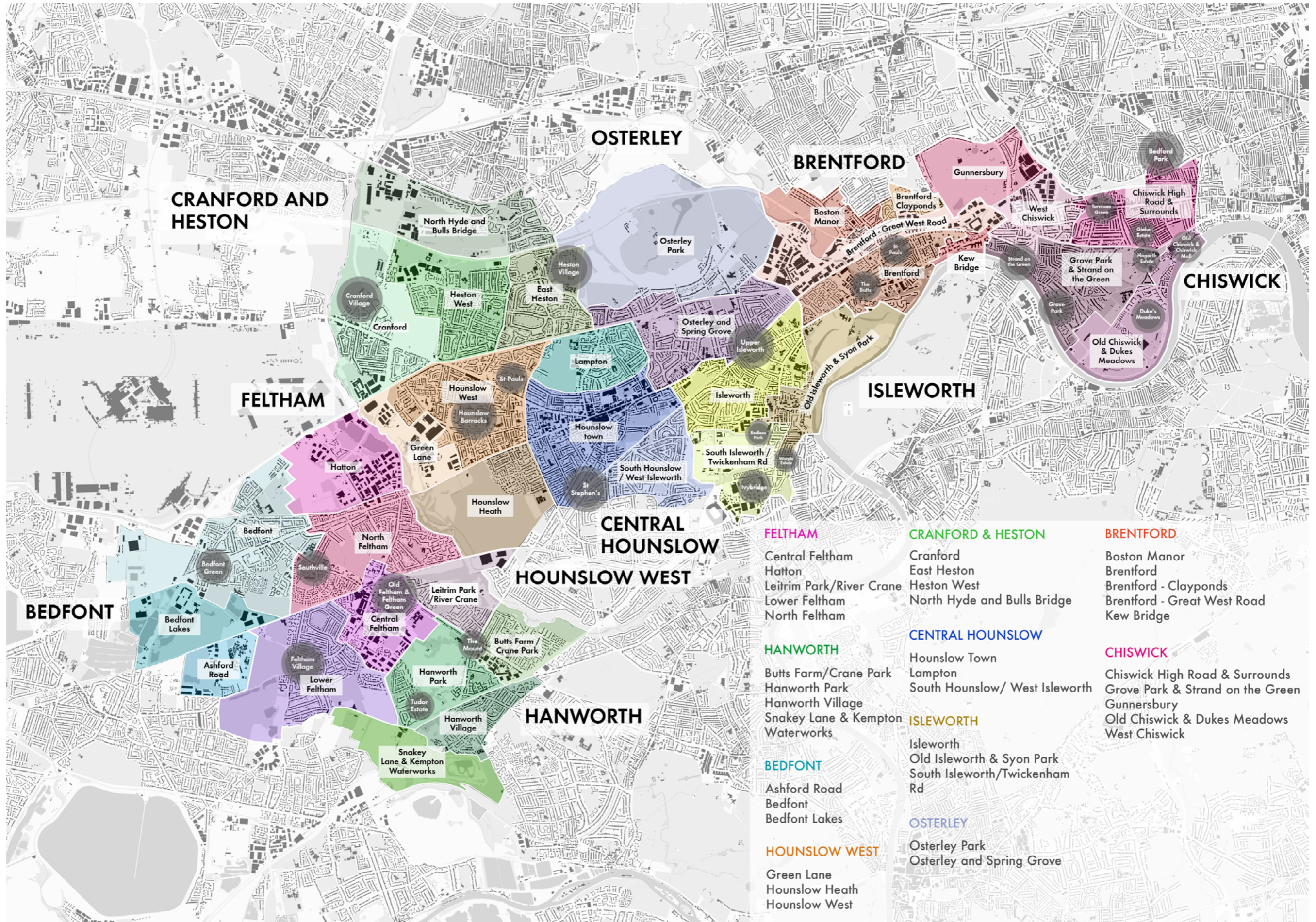
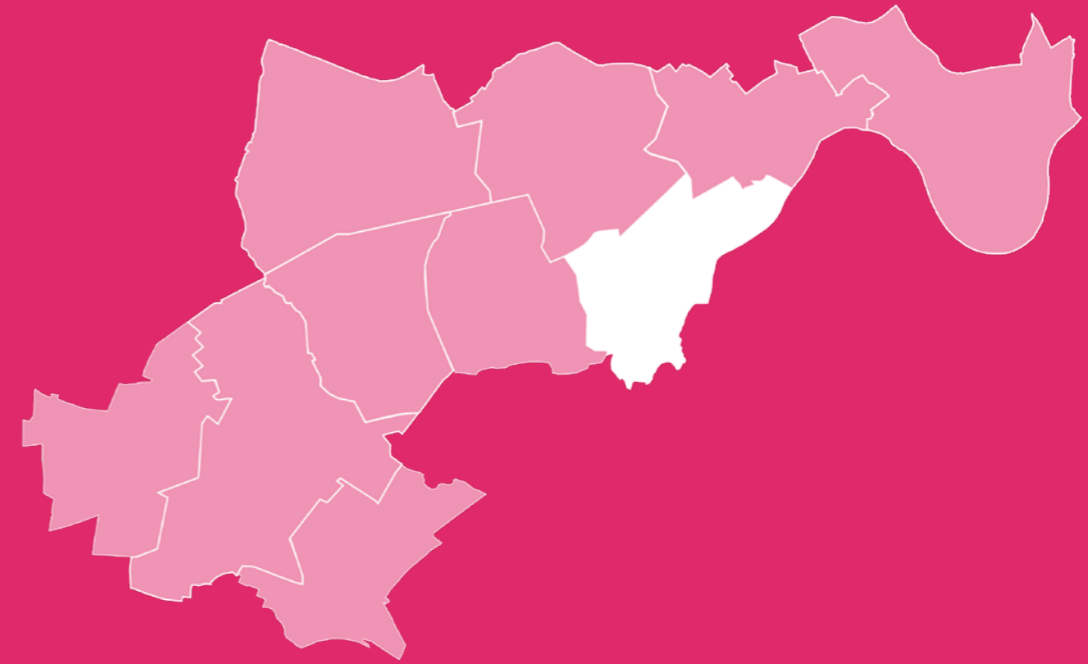


Fig B7.1 Hounslow's neighbourhoods

ISLEWORTH



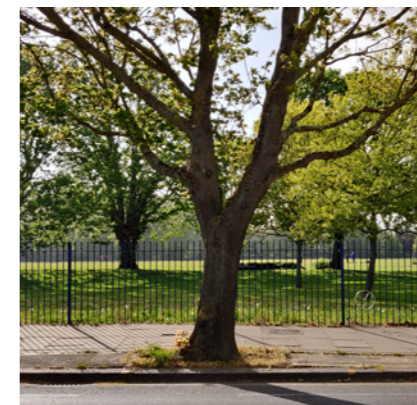
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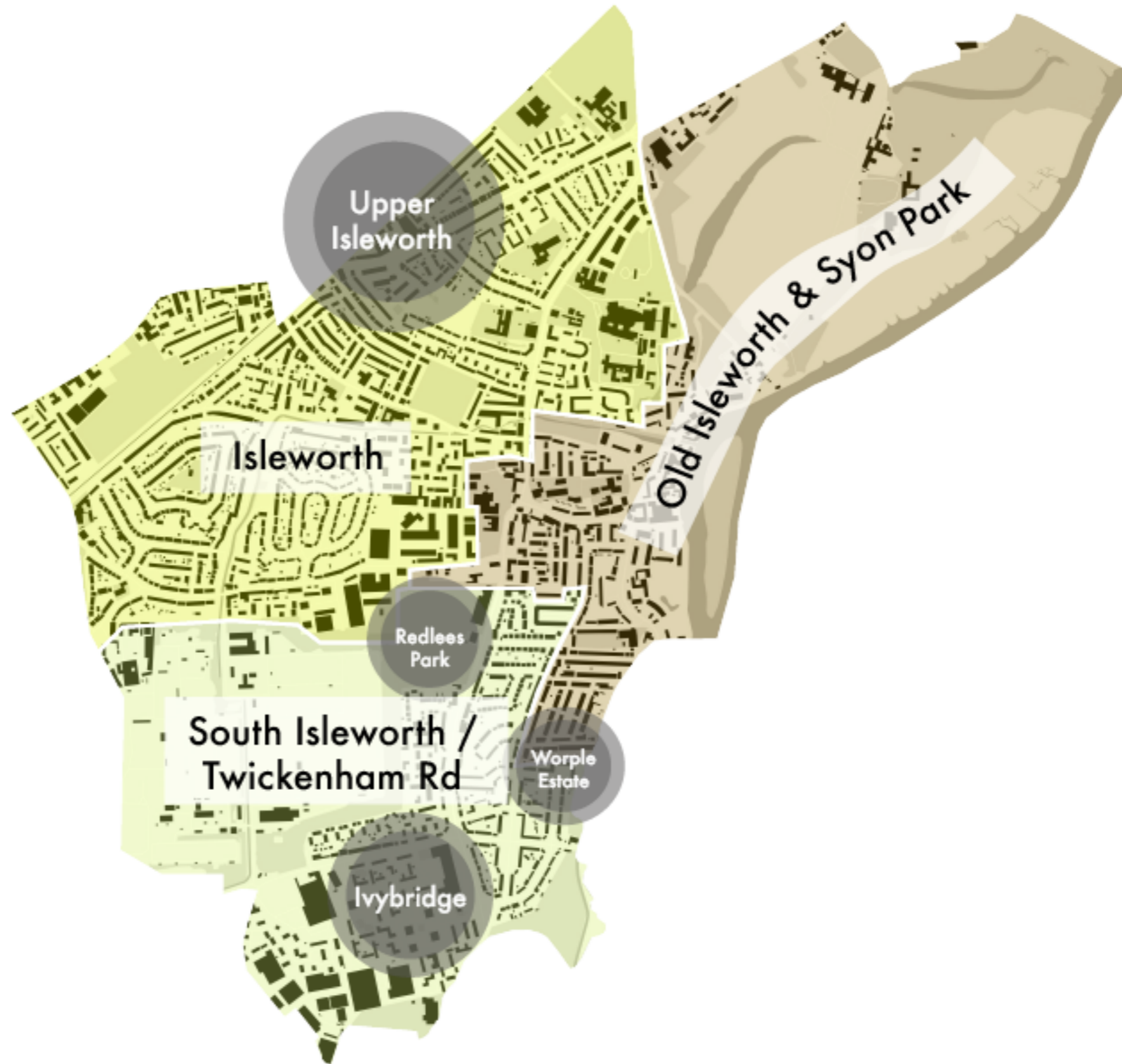
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Syon Park & Old Isleworth25

South Isleworth / Twickenham Road27





Towards a greener, healthier, cleaner, safer, thriving and liveable... Isleworth

B7.5 There is a really diverse mix of activities, buildings, local centres and natural assets in this part of the Borough that evolved from its long and layered history. Isleworth itself began as a small riverside settlement - a farming and trading centre, later home to notable and noble residents. Its wharves were used since medieval times, and the ancient London Road supported growth on either side of it. Pockets of Victorian residential areas such as Woodlands Grove have endured over time, and are now part of a patchwork of residential types - from 19th century terraces to inter-war semis, mansion blocks and post-war housing estates. There are also small patches of industry and a significant number of institutions, especially large schools.

B7.6 The area has a transitional feel between the more urban around Brentford and Chiswick and the more consistent suburban character around Hounslow and Feltham. It is home to numerous heritage assets, including two conservation areas and a great multitude of listed buildings, as well as the, Grade I listed, historic estate at Syon, a key contributor to the character of the area.

B7.7 The worst air pollution in Isleworth can be found along the major and minor road networks. Interventions to support improvements in air quality along these routes should be prioritised.

B7.8 The area does not have a major centre, but instead has many smaller centres and shopping parades that are real assets for the community, including the London Road shopping parade by Isleworth train station on the border with Osterley, along Twickenham Road, and along St John's Road, South Street.

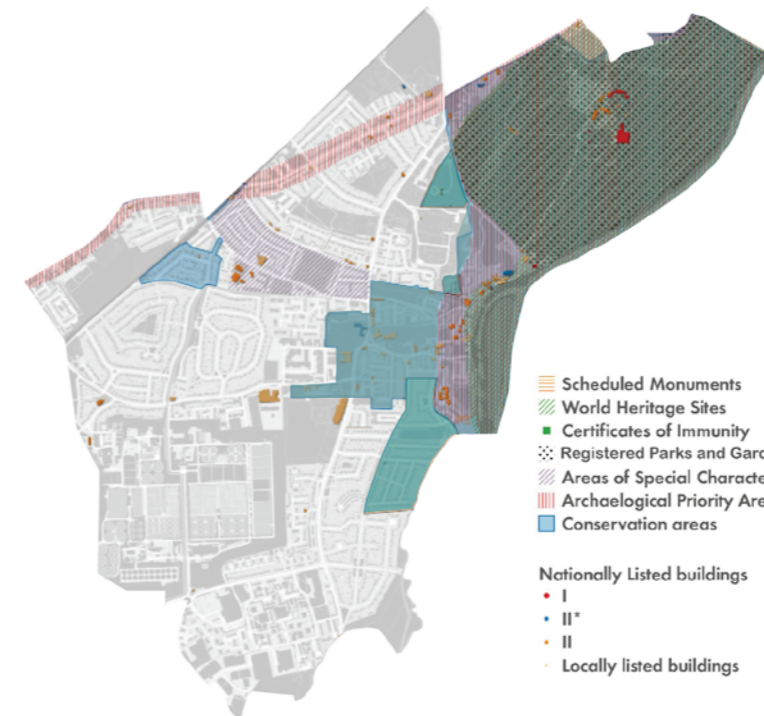


Fig B7.2 Heritage. Blue areas show conservation areas. Red hatch shows archaeological priority area.

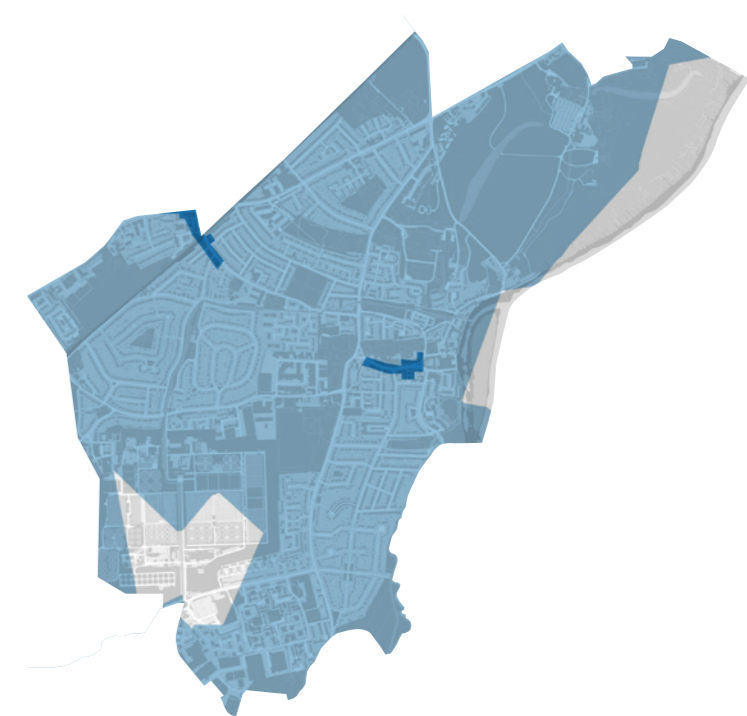


Fig B7.3 Proximity to centres (15 min walk) Light blue shows areas within a 15 min walk from a centre (dark blue)

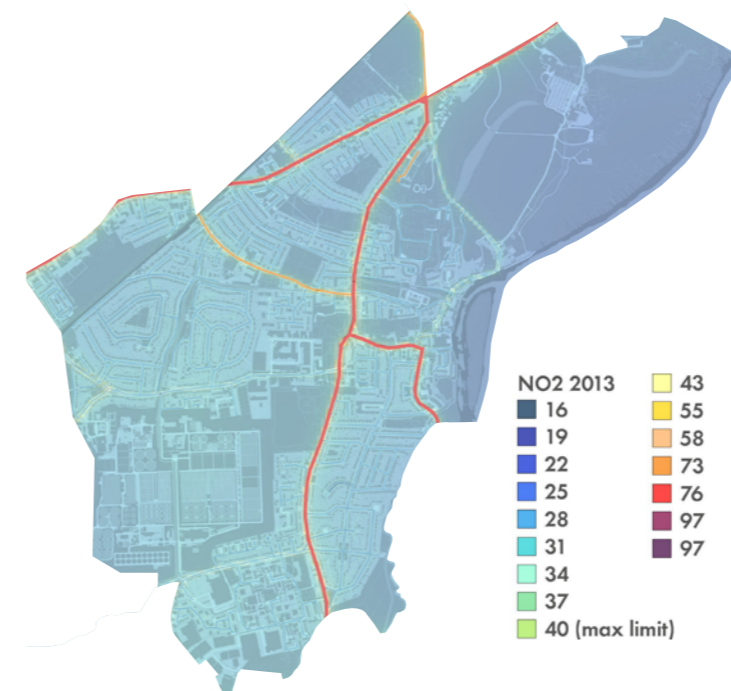


Fig B7.4 Air Quality Poorer air quality is found along the major routes

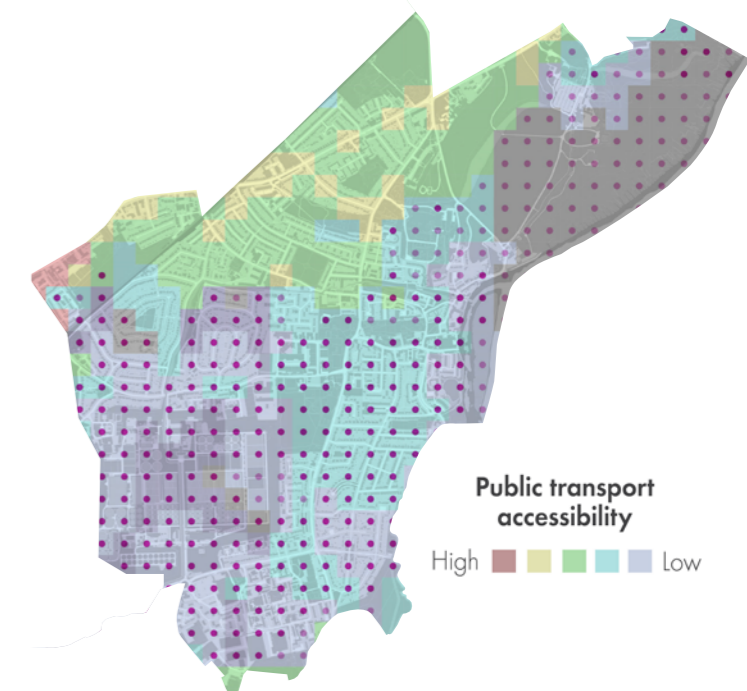


Fig B7.5 Public Transport Accessibility Levels (PTAL)

B7.9 Isleworth ranks average in Hounslow for overcrowding and has the 4th lowest amount of multigenerational housing. White British make up approximately 50% of all overcrowded and multigenerational households. Isleworth has 6th most single-person households in Hounslow, which are occupied by predominantly white people.

enhanced, but also that tree-lined streets like Richmond Road need to be recognised and supported for their role in the green network. On these streets, it is the combination of trees and planting both in the public realm as well as within plots that make them attractive and function well as green connections.

B7.10 In Isleworth and Syon wards, BAME residents make up about a third of the community, with Black African, Polish and Indian residents being notable groups. The median age is 35 across much of the area, matching the Borough wide mean of 35. Isleworth has higher proportions of residents identifying as Christian or identifying as not having a religion (2011 Census) than nearby Osterley.

B7.11 Isleworth is one of the four wards in Hounslow with the highest proportion of areas classified as within the 'e-withdrawn' internet user classification group,

B7.12 Isleworth is the 6th most deprived ward in Hounslow, with 16.5% of people living with income deprivation. However, Isleworth scores in the 0.6 decile of financial resilience and has a median household income ranking middle in Hounslow. Isleworth has a very strong voluntary sector who are able to attract high levels of funding.

B7.13 Large landscaped gardens and parks are an important characteristic to this area and they underpin a strong green infrastructure base. There are also many smaller parks like St. John's Gardens, Redlees Park and Thornbury Park. In this area the links between existing green assets are really important. That means existing green corridors need to be supported and

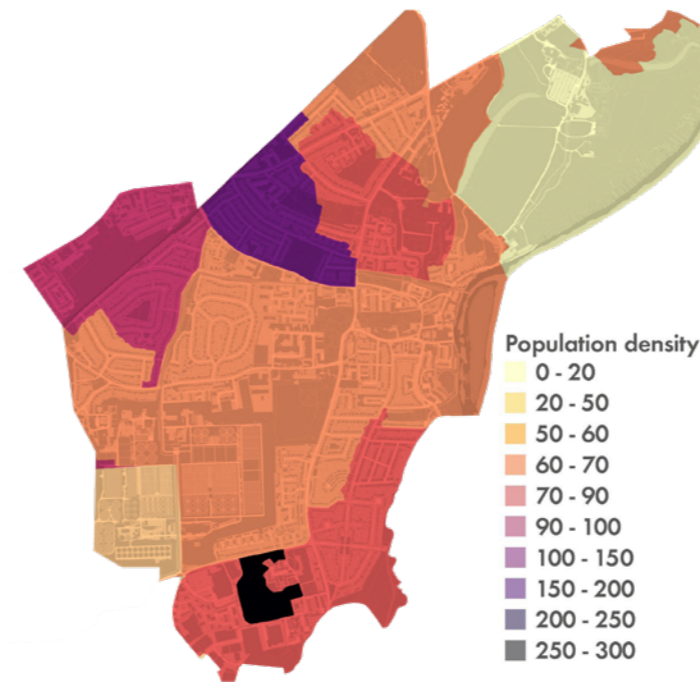


Fig B7.6 Population Density. Darker shades indicate a higher density.

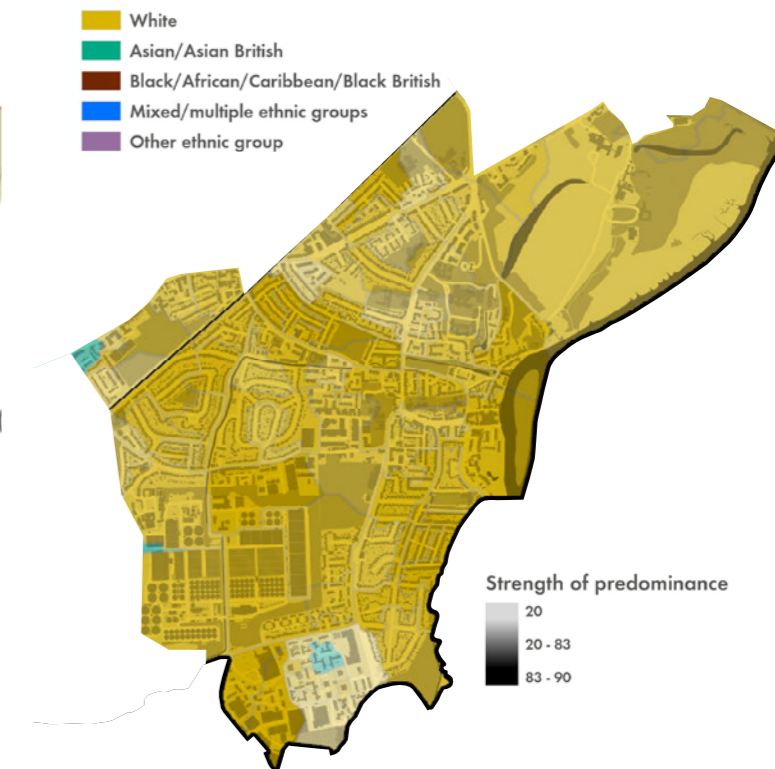


Fig B7.7 Ethnic groups predominance.

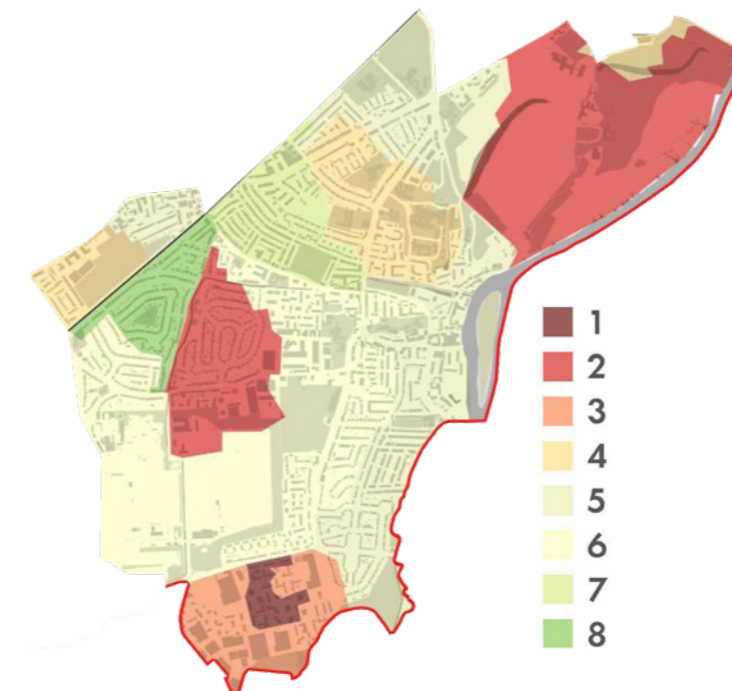


Fig B7.8 Index of Multiple Deprivation Decile (where 1 is most deprived 10%). Red shows more relatively deprived areas, dark green shows least

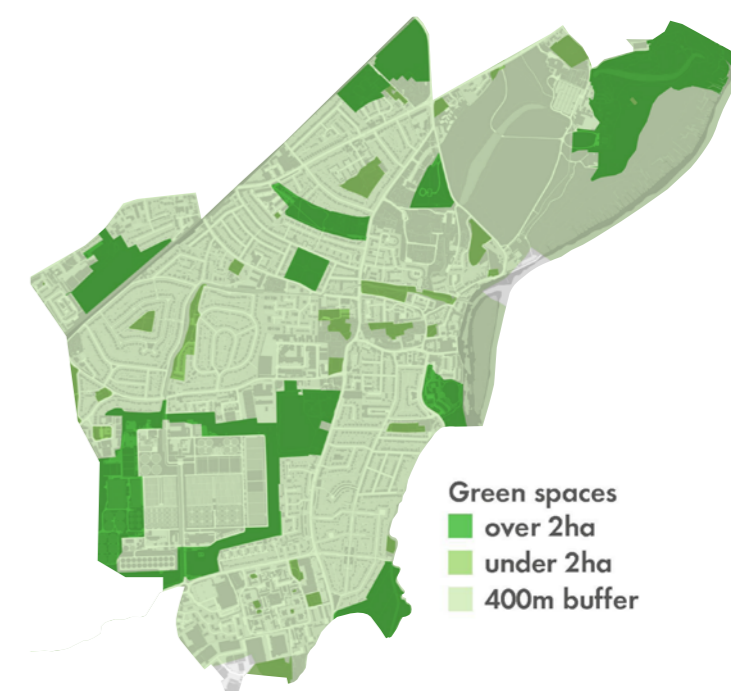


Fig B7.9 Access to open space. Dark green show open space, light green shows 400m radius from space.

B7.14 As Figure B7.11 illustrates, there is some variance across the area in how well street blocks contribute to the existing amount of greening. The urban and suburban residential neighbourhoods generally achieve a score of 0.5, whilst some of the later modern estates such as Ivybridge score under 0.4. The fine grain and high density of some of the most historic parts of this area such as Isleworth centre also mean these areas struggle to perform well with respect to urban greening. Interventions in these locations will need to be sensitive to enhance their resilience.

B7.15 Generally in this area there is a need for future interventions to support green corridors and links between existing assets and so increasing the density of street trees and planting on such links will be priority. Opportunities to increase the incidence and frequency of street trees on adjacent streets would be a priority for contribution.



Fig B7.10 Moorings at Thistleworth Marine, just south of Isleworth Ait

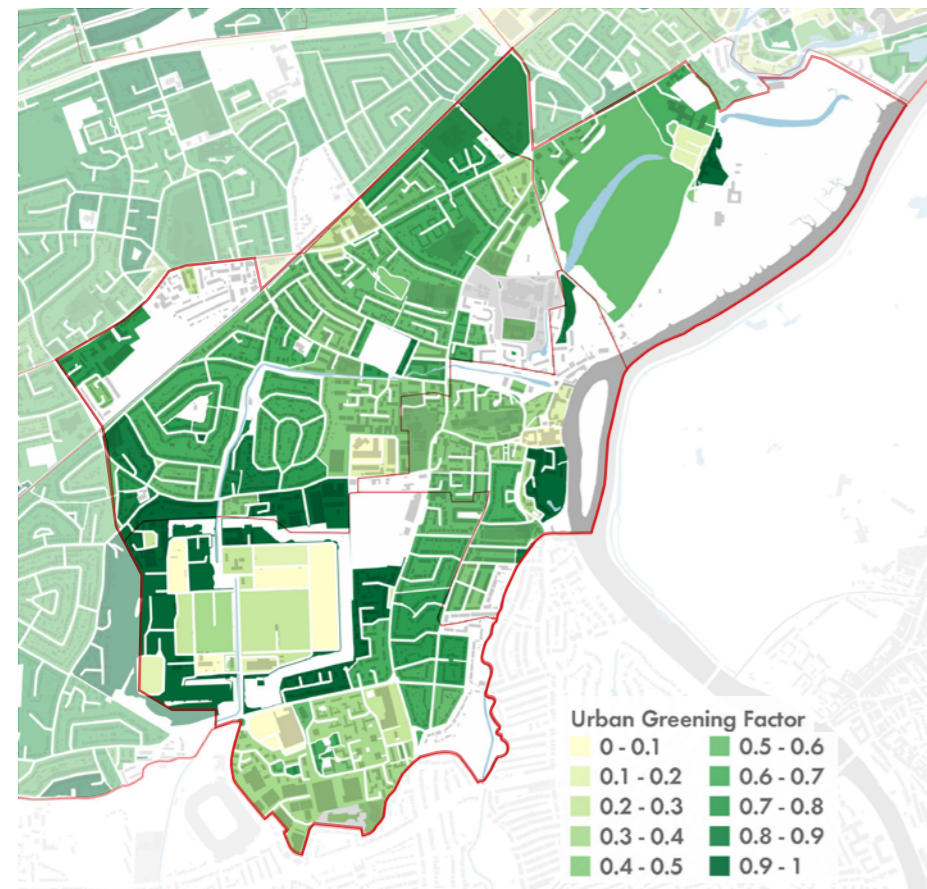


Fig B7.11 Strategic Urban Greening Factor analysis of existing street blocks - this measurement includes the contribution of street trees and planting in the public realm as well as greenery within plots. The adopted London Plan suggests a minimum score 0.3 to support climate adaptation.

B7.16 The existing buildings across the area are predominantly two to four storeys. In a few specific locations greater building heights are found, either five to eight storey developments along key routes or taller buildings as part of residential estates.

B7.17 This area is a patchwork of typologies which have built up over time and underline the area's diversity. Looking forward there will need to be consideration of how the large areas of suburban housing can be enhanced and intensified to improve environmental performance of existing stock.

B7.18 New development should respect existing density levels and aim to achieve a Floor Area Ratio of greater than 1.5. This may require a 50% uplift in building heights in some locations (for example, the potential for three storeys in two storey areas).

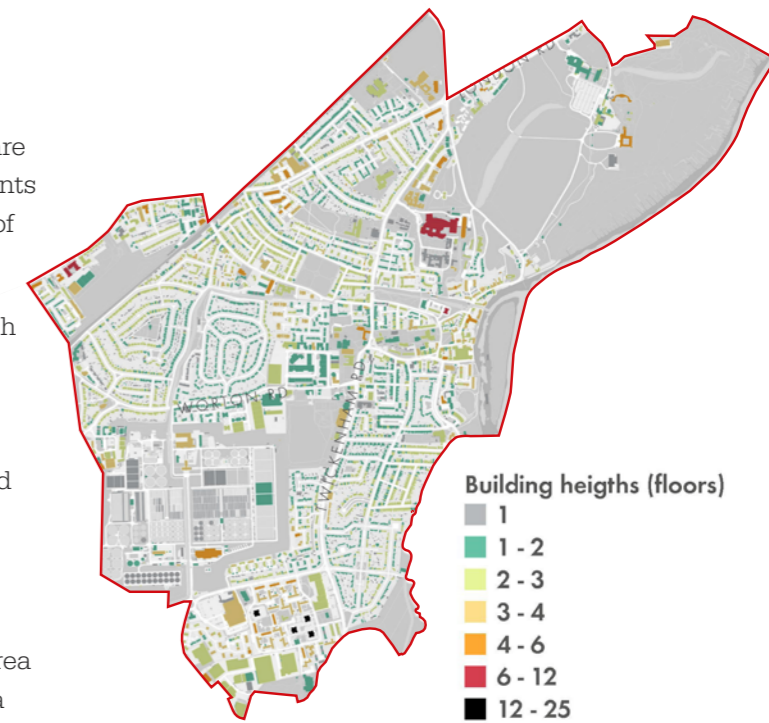


Fig B7.12 Building Heights.

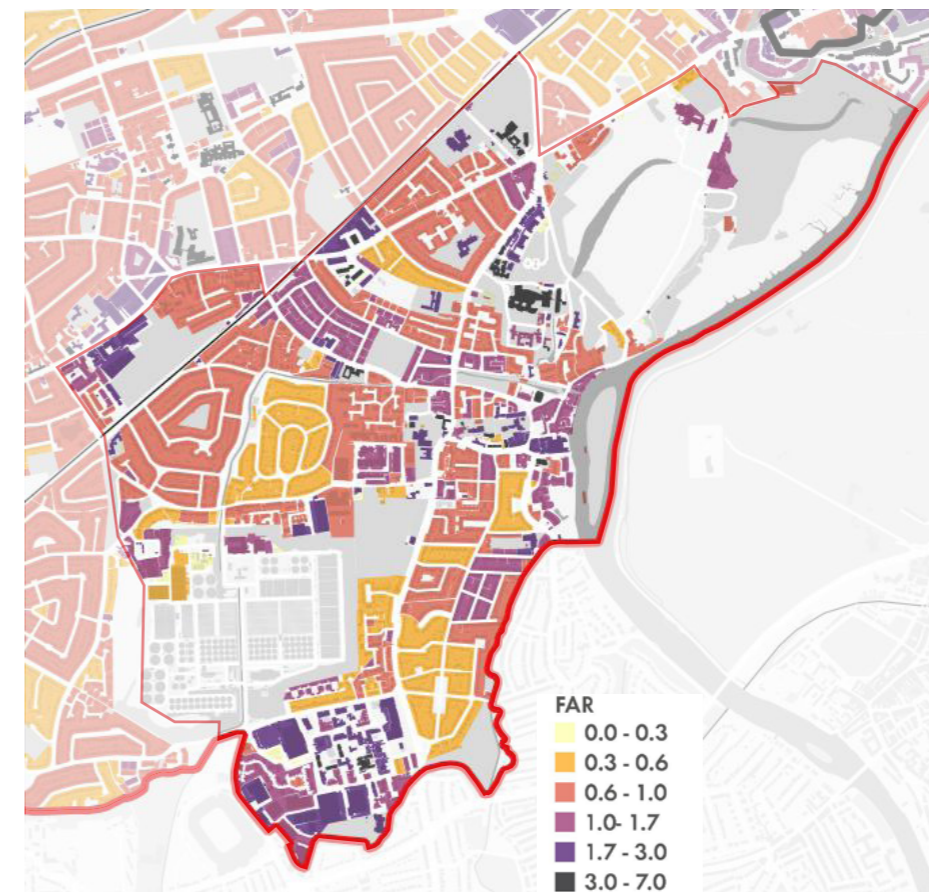


Fig B7.13 Strategic Floor Area Ratio density analysis of existing street blocks - this analysis measures FAR at the street block level rather than plot level and so gives an average estimate of FAR on plots.

B7.19 For a greener, healthier, cleaner, safer, thriving and liveable Borough, Isleworth should transition towards:

1. **Celebrating and strengthening the distinctive character and role of shopping parades and small centres in Isleworth.** The area does not have a major centre, but instead has many smaller centres and shopping parades that are real assets for the community. As the roles of local centres become more important, future growth should help to enhance, revitalise and diversify uses in these locations to better support local shopping, leisure and community needs. Local centres include the London Road shopping parade by Isleworth train station, along Twickenham Road and along St John's Road, South Street. These need to be easy to access by foot or bike.

2. **Creating green, enjoyable and safe cycling and walking routes between Syon Park and the riverside in Isleworth and Osterley Park in Osterley.** Syon Park and Osterley Park are valued green spaces for local residents and attract visitors from further afield. There are opportunities to promote walking and cycling links between them by improving the environmental quality of routes in Isleworth like Amhurst Gardens and Linkfield Road. This could be through planting street trees, re-greening front gardens and investing in existing parks and green spaces along these routes like St John's Gardens. Provision for cycling (e.g. cycle lanes, bike parking) as well as pedestrian crossings would also support active travel along these streets.

3. **Giving greater importance to the area's ancient routes as a focus for new activities, including community and cultural uses.** There

are significant opportunities to help enhance the character of London Road and Twickenham Road through the redevelopment of available sites. These ancient routes are resilient and adaptable and should be the focus for intensification. New development along these routes should be accompanied by public realm enhancements that contribute to greening, promote active travel, and improve the setting of historic assets along these corridors.

4. **Integrating the Thames riverside with the rest of Isleworth.** The closure of Church Street to through traffic, except cyclists has improved the walking and cycling, however further public realm enhancements could be considered. The West Middlesex University Hospital campus presents an opportunity for wider strategic visioning that considers new connections between Twickenham Road, the River Thames and Isleworth Large Neighbourhood Centre (by the train station). Future growth in Isleworth should embrace opportunities to reflect elements of its historic and riverside character into its proposals for streets, public spaces and buildings. Any development proposals should be sensitive to its historic setting and consider views to and from the riverside and other local heritage assets.

5. **Reinforcing the historic character of Old Isleworth.** Old Isleworth includes many historic gems but has also undergone waves of change and development which has resulted in a fragmented character. Proposals should look to reinforce and enhance the existing historic character of the conservation area through sensitive infill (including modern design sensitive to its setting), re-use of existing building fabric and public realm improvements.

6. **Celebrating the Duke of Northumberland River.** The condition and environmental value of the river should be enhanced, as well as improving access to the river and connections to The Duke's River Walk. This includes an opportunity to open up around 400 metres of the river to public access at the northern end of the old Isleworth Brewery site off St.

John's Road. Any development opportunities along the river's length will be informed by the river's unique character and historic context. To reduce flood risk in this area in a way that creates a more biodiverse and accessible riverside, action needs to be taken to maintain flood defences at their current level, accepting that flood risk will increase, and creating climate resilient communities that are prepared for this.

7. **Bolstering existing industry by integrating complementary uses and activities.** The area includes pockets of industry that contribute to character and provide local employment. Opportunities exist to carefully introduce suitable new uses and activities where appropriate alongside these to contribute positively to character and to help integrate them into their local area. This will also help to improve the edges and establish a better relationship with their residential neighbours. For example, in the area near to the Clock Tower Industrial Estate, subject to policies protecting employment land, there could be opportunities to introduce cultural and community uses that complement Redlees Studios and other community facilities on the southern side of Worton Road.

8. **Improving the sustainability of existing buildings.** To enhance sustainability of the existing built environment within Isleworth, retrofit solutions are necessary. Solutions such as solar panels, air source heat pumps and secondary glazing are encouraged, however must be situated discreetly to avoid visual intrusion. The feasibility for a district heating network should be explored in this area.

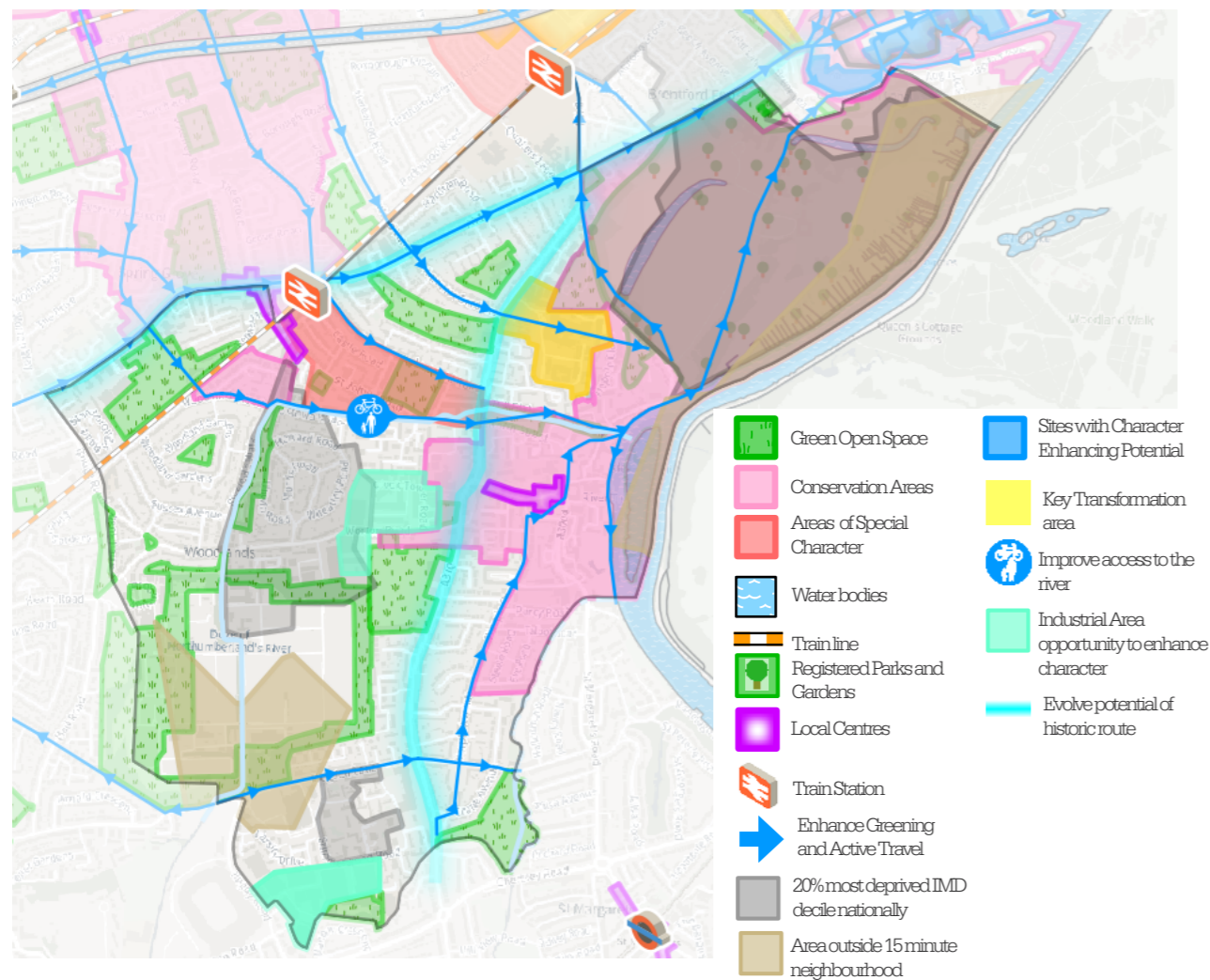
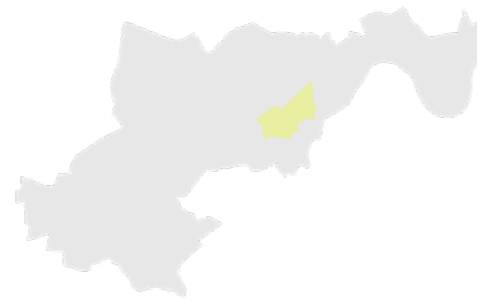


Fig B7.14 Area transitioning vision diagram



Fig B7.15 The Duke of Northumberland River is a brilliant natural asset that should be celebrated

Isleworth



What's special about Isleworth?

B720 The area of Isleworth grew with the expansion of the railway and with the establishment of local industries. St John the Baptist Church (Grade II listed) is a local landmark and retains its complex of buildings including its vicarage and almshouses. A recreation ground and good quality Victorian housing reflect the development of the area. Some expansion took place in the 1930s, mainly in the Woodlands Estate, which now forms part of the Woodlands Grove conservation area. There is also a variety of late 20th/ early 21st century buildings. Within the neighbourhood is also West Middlesex University Hospital. Local residents are predominately white British. Indian, Black African, Polish and Arab communities are significant too (2011 Census data for Syon and Isleworth wards). Locals value the community feel of the area, its history, and feel a sense of pride for their neighbourhood.

B721 The neighbourhood is mainly residential providing a mix of housing types - including Victorian terraced houses, Victorian villas, interwar suburban terraces and postwar cul-de-sacs, as well as Edwardian public houses. The residential streets are served by two local parades along Twickenham Road around St John's Road junction and on London Road around Isleworth station. The area includes small convenience stores, a Sainsbury's, post office, as well as independent shops and cafes that are loved by locals.

B722 Around London Road and Worton Road are **Selection of locally distinctive architectural details and materials which may inform new developments**



Red brick Bay windows Uniform shopfronts and facade detail Articulated corners White render Consistent roof rhythm

pockets of light industry, commercial, as well as office uses, contributing to Isleworth's varied character. The area is a local employment hub with an assortment of businesses - from building suppliers to an eco-friendly car hire service and a flower delivery company.

B723 Locals value the number of high quality green spaces in the neighbourhood, including Thornbury Park, and St. John's Gardens. Important to the character of the area is the Duke of Northumberland's River and river walk. There are moments where it is revealed alongside residential streets, but much of it is tucked away, enclosed on either side by trees, vegetation and housing or industry. The area also offers glimpses towards the historic St John the Baptist Church, a local landmark for the neighbourhood.

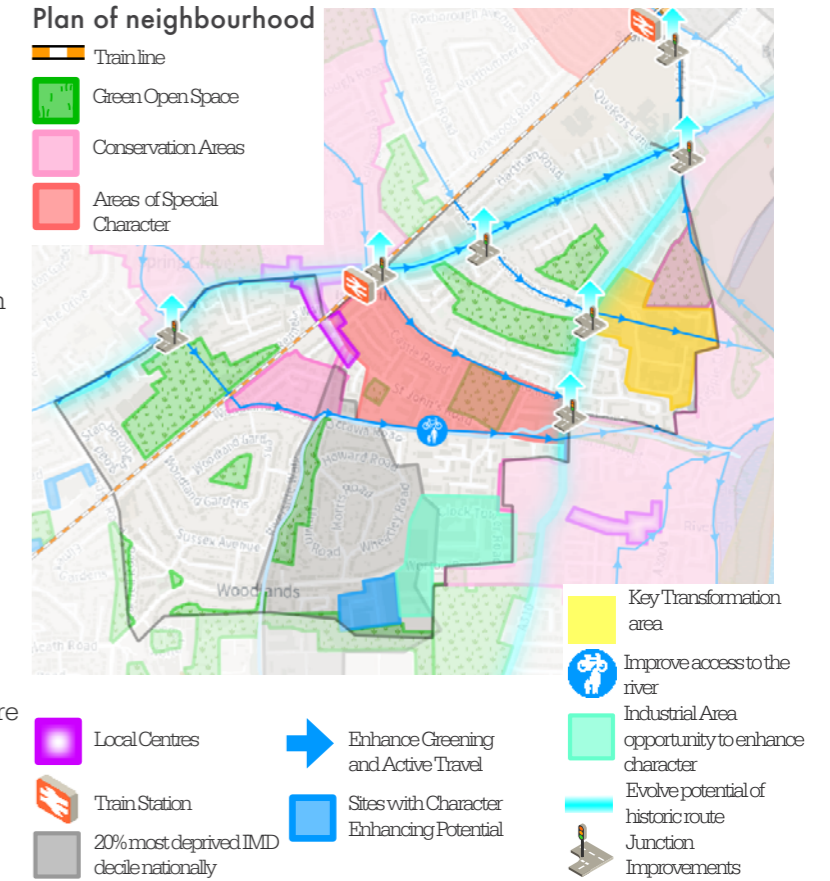
Prompts for character-led development

- London Road is a key movement corridor and historic route. New infill development along its length should be sensitive to the historic fabric, help to re-establish a strong frontage, and seek to enhance the sense of place and quality of local parades that front the route. Public realm enhancements will also be key including the replacement and management of street trees. Future change in the area should look to celebrate its waterways, including improving access to the Duke of Northumberland's River and green connections to the Thames. Greening of spaces should be encouraged throughout the neighbourhood.
- The existing building height range in this neighbourhood is 2-7 storeys approximately. New

buildings should be between 2-8 storeys in height, subject to review. Any proposals for tall buildings should refer to the Local Plan.

- Proposals should seek to address deprivation in pockets of Isleworth through addressing barriers to housing, education and employment, and improving the quality of the local environment.
- All development sites must make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees particularly on connections between green infrastructure assets. This will require a considered analysis of existing green infrastructure and a landscape-led response to site design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage and biodiversity.
- Improvements to active and sustainable travel and healthy street enhancements are required throughout the neighbourhood
- Shopfront improvements would enhance the character of the area.

"It has a great community feel, there is great history and the residents of Isleworth care about where they live"
- Local resident

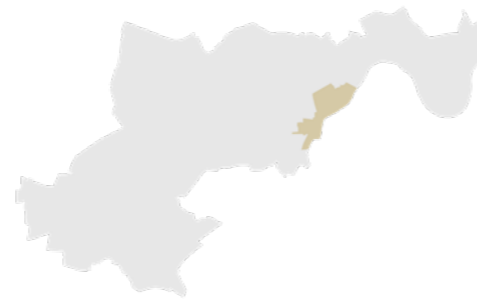


Neighbourhood typologies

- 36% Suburban
- 18% Urban terrace
- 13% Cul-de-sac
- 10% Green space
- 8% Industry
- 7% Institutions
- 5% Modern urban
- 2% Parades



Syon Park & Old Isleworth



What's special about Syon Park & Old Isleworth?

B724 The neighbourhood has a long and diverse history, which is reflected in its built environment. The Thames is an important and defining characteristic of the neighbourhood. The picturesque and historic nature of the area can be noticed along Church Street as it runs alongside the river, revealing a C18th-C20th townscape with a varied streetscape of two and three storey buildings, many of which are Grade II listed, the historic All Saints Church (Grade II* listed), Thames riverside and Isleworth Ait. There are moorings in the neighbourhood and a boat yard beside Isleworth Ait. Just north of Church Street is the important Syon Park. There is also South Street which, providing some retail options, is the main shopping street of the immediate neighbourhood, but also has several civic buildings such as the Isleworth Public Hall and War Memorial. Further south is good quality and varied mainly Victorian and Edwardian housing, along with Isleworth House. Interspersed is some new development, which largely respects the scale and riverside character of the area.

B725 Syon House and its surrounding landscape is an important part of the neighbourhood. Syon Park forms a large part of Isleworth Riverside conservation area, which was expanded in 2021 to include Isleworth Cemetery and some additional roads to the south. The park itself is highly significant, designed by the famous landscape architect Capability Brown in the 18th century, the tidal meadow portion of the park is a Site of Special Scientific Interest. The house has a rich history, its built on the site of a former Abbey

and contains some of the best Robert Adam interiors. The other buildings in the grounds are also exceptional – the Great Conservatory, the former boat house, the grand Lion Gate, gate lodges and Flora's Column, all also listed at Grade I, recognizing their significance. A high brick wall forms a boundary around the park with the entrance off Park Road, making the park largely hidden from sight from surrounding streets. The park has a quiet, green and peaceful setting, and hosts a picturesque cycle track (part of cycleway 40), making it a popular destination for locals. Syon Park is within the buffer zone for the World Heritage Site.

B726 The area is predominantly white British. In the last 20 years there has been a growing community of Indian, Polish and Black African residents. Locals describe Old Isleworth as having a beautiful character, with retained listed buildings and a community feel. South Street is a popular place to spend time with several independent cafes (including Greedie's) and a few good pubs. The street also has a local grocery store and Co-op for food shopping. Silverhall Park is a green lung for the area, especially important given the air pollution associated with Twickenham Road, with the Duke of Northumberland river running through to meet the Thames. The playground at Silverhall Park is a valued community asset for young families.

Prompts for character-led development

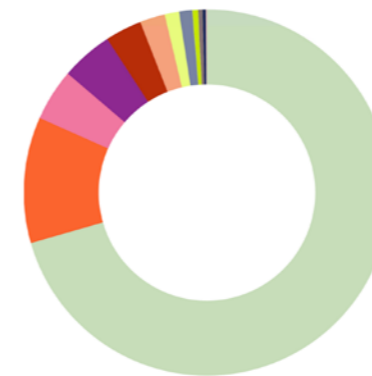
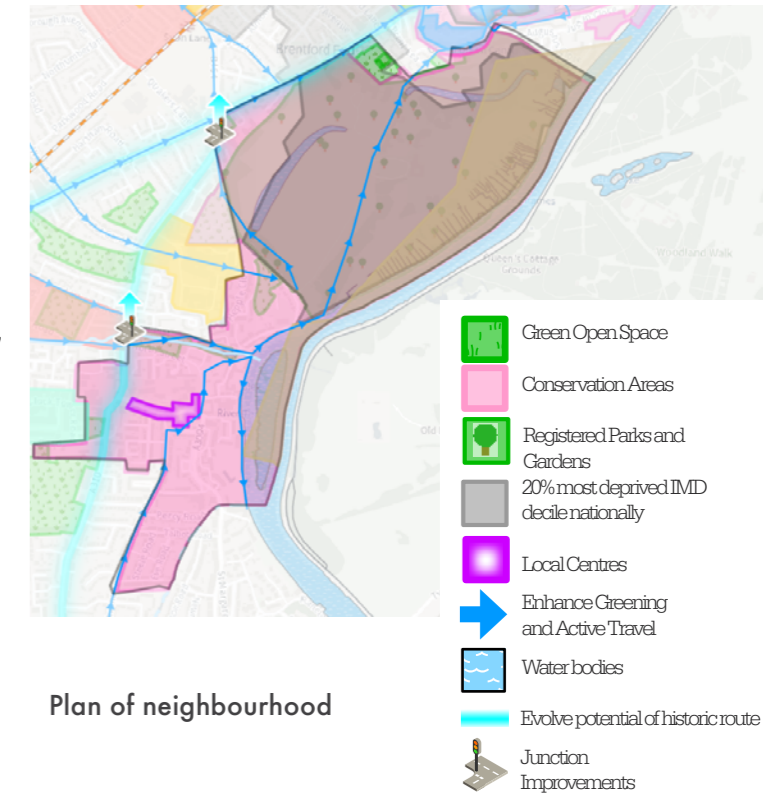
- The area sits within a conservation area, and therefore will see minimal change, although there is potential to reinforce its character through public realm and shopfront upgrades that help to support the role of South Street's shopping parade and the inclusion of a wider set of local services and amenities. Improving links to the River Thames should also be a priority.
- The existing building height range in this neighbourhood is 2-12 storeys approximately. To conserve the existing character, new buildings should be between 2-4 storeys in height.
- Twickenham Road is traffic dominated, and narrows at the junction with South Street around the school resulting in bad air quality. This

junction should be a priority for greening and public realm upgrades that facilitate greater walking and cycling. Further greening of residential areas is welcomed.

- There is the need to protect and respect Syon House and the open space of Syon Park in order to conserve the area's character. Development needs to respect views to, from and within Syon Park.
- There is scope to enhance the eastern portion of Brent Lea estate through resolving the ground floor / garages and public realm.
- All development sites must make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees particularly on connections between green infrastructure assets. This will require a considered analysis of existing green infrastructure and a landscape-led response to site design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage and biodiversity.

“Green spaces, quiet, calming, beautiful surroundings, nature, lovely spot to run through”

- Resident's view on what's special



Selection of locally distinctive architectural details and materials which may inform new developments



Local parades



High brick walls

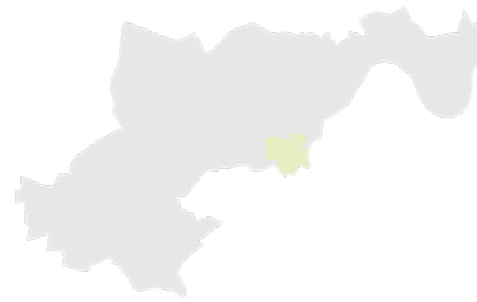


Rounded windows



White render and red brick

South Isleworth / Twickenham Road



What's special about South Isleworth/Twickenham Road?

B7.27 The area of South Isleworth / Twickenham Road sits within Isleworth ward. The mean age of residents is 36, higher than the Borough-average of 34. There is a greater proportion of 40-49 year olds living in the area - 15% compared with the 13.5% Borough-average (GLA, 2015). Residents are majority white British, although the area is home to a significant number of Black African, Indian and Polish residents. Black African residents are particularly concentrated to the south at Ivybridge (12% of the total population within the Ivybridge LSOA).

B7.28 The area is an important local employment hub, Mogden Sewage Works forms the central piece in the area; the site contains several Art Deco buildings, including the impressive 1930s office building. The Duke of Northumberland's River runs through the site, which offers a key tree-lined route for walking and cycling, through an otherwise inaccessible part of Isleworth and, as such, is key for connecting Twickenham to Hounslow and Isleworth. Ivybridge Farm Estate is to the south, comprised of 18-20 storey residential towers as well as lower rise buildings. The Ivybridge Retail Park nearby includes an Asda supermarket popular for food shopping. Next door is Bridgelink Community Centre, which hosts regular activities for the community. Buses from Twickenham Road connect the area with Twickenham, Feltham and Hounslow. Part of the River Crane runs through this neighbourhood and Cole Park Allotments in the southern part of the neighbourhood. The area is also home to the Northcote Nature Reserve

which is important for its unique tidal habitat.

B7.29 Redlees Park is a key green space for locals with a cluster of community uses fronting the park on Twickenham Road, including Isleworth Library and Leisure Centre. Within the park is Redlees Studios, a thriving centre for the production of high quality art, crafts and design and home to a diverse co-operative of artists. To the east is a mix of housing types comprising different ages and styles - including Garden suburb style housing, Victorian villas, and interwar suburban terraces, as well as postwar cul-de-sacs and the 18th-century Mogden House. Cole Park Allotments forms the south eastern edge, an important food growing space for locals.

Prompts for character-led development

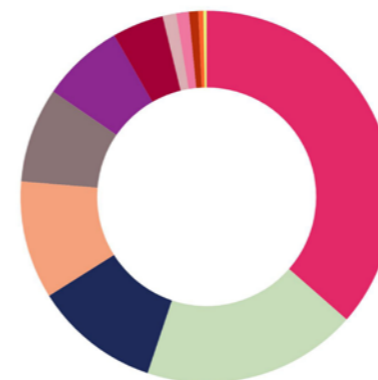
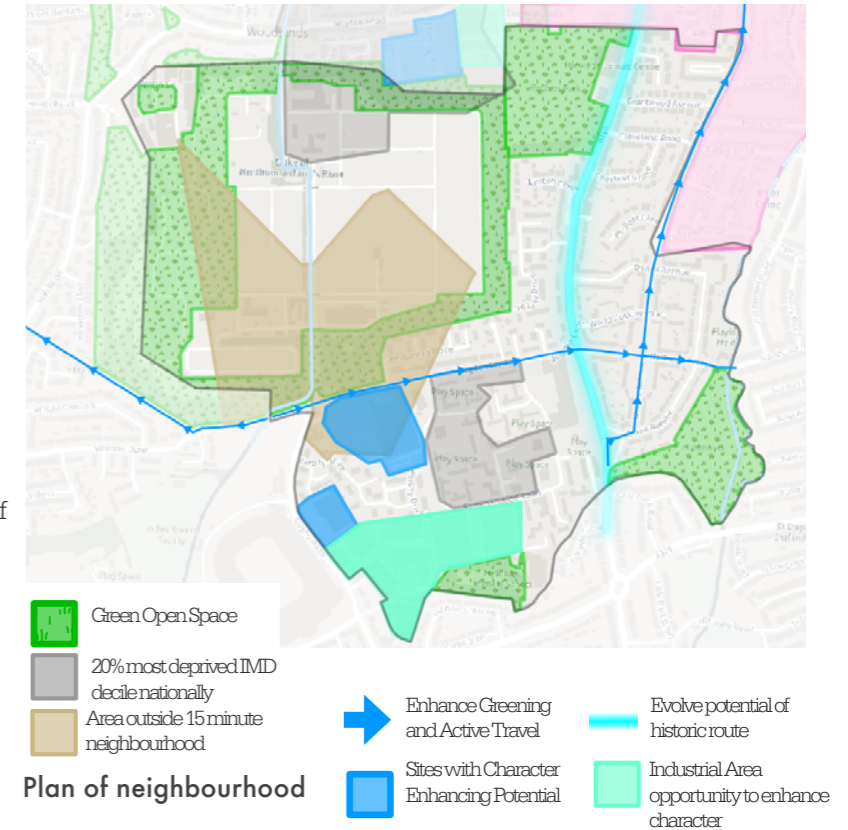
- Enhancements should help to bolster the community and leisure focus around Redlees Park. To the south, there are opportunities for public realm upgrades to the Ivybridge Estate, including greening.
- The neighbourhood was once covered in orchards and market gardens. There is an opportunity to reinstate greening along key routes and in residential areas, specifically the Ivybridge Estate. All development sites must make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees particularly on connections between green infrastructure. This will require a considered analysis of existing green infrastructure and a landscape-led response to site design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage and biodiversity.
- Any intensification should be focused along Twickenham Road or on big box/industrial sites e.g. Tesco through sensitive infill

development that respects the prevailing low rise suburban character of the neighbourhood and helps to establish a finer grain of development and a legible street structure.

- The existing building height range in this neighbourhood is 2-20 storeys approximately. New buildings should be between 2-5 storeys in height
- Proposals should seek to address deprivation in pockets of South Isleworth / Twickenham Road through addressing barriers to housing, education and employment, and improving the quality of the local environment.

"Quite an open feel with local allotments, and some small green spaces, quiet, fairly good transport connections and local shops"

- Local resident



Neighbourhood typologies

- 37% Industry
- 19% Green space
- 11% Suburban
- 10% Cottage estate
- 8% Slabs
- 7% Cul-de-sac
- 4% Big box
- 1% Towers
- 1% Institutions
- 1% Modern urban



Selection of locally distinctive architectural details and materials which may inform new developments



Decorative brick White render Street trees and surrounds planting

