

May 2024

HOUNSLOW CHARACTER, SUSTAINABILITY AND DESIGN CODES SPD

PART B4 HOUNSLOW WEST

 London Borough
of Hounslow

Allies and Morrison
Urban Practitioners



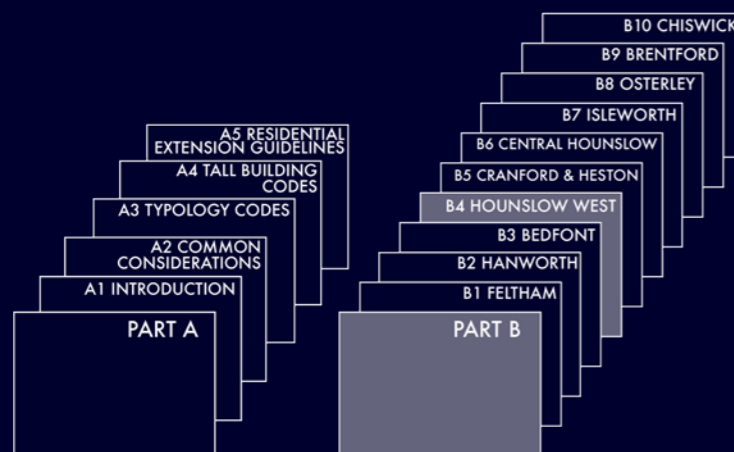
PLACES

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

CRANFORD AND HESTON

CENTRAL HOUNSLOW

ISLEWORTH

OSTERLEY

BRENTFORD

CHISWICK

* This document is **Hounslow West**
To view other places please open the relevant documents as named above.

Introducing Hounslow's places

Neighbourhoods and Places

- B4.1 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.
- B4.2 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.
- B4.3 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

- B4.4 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.

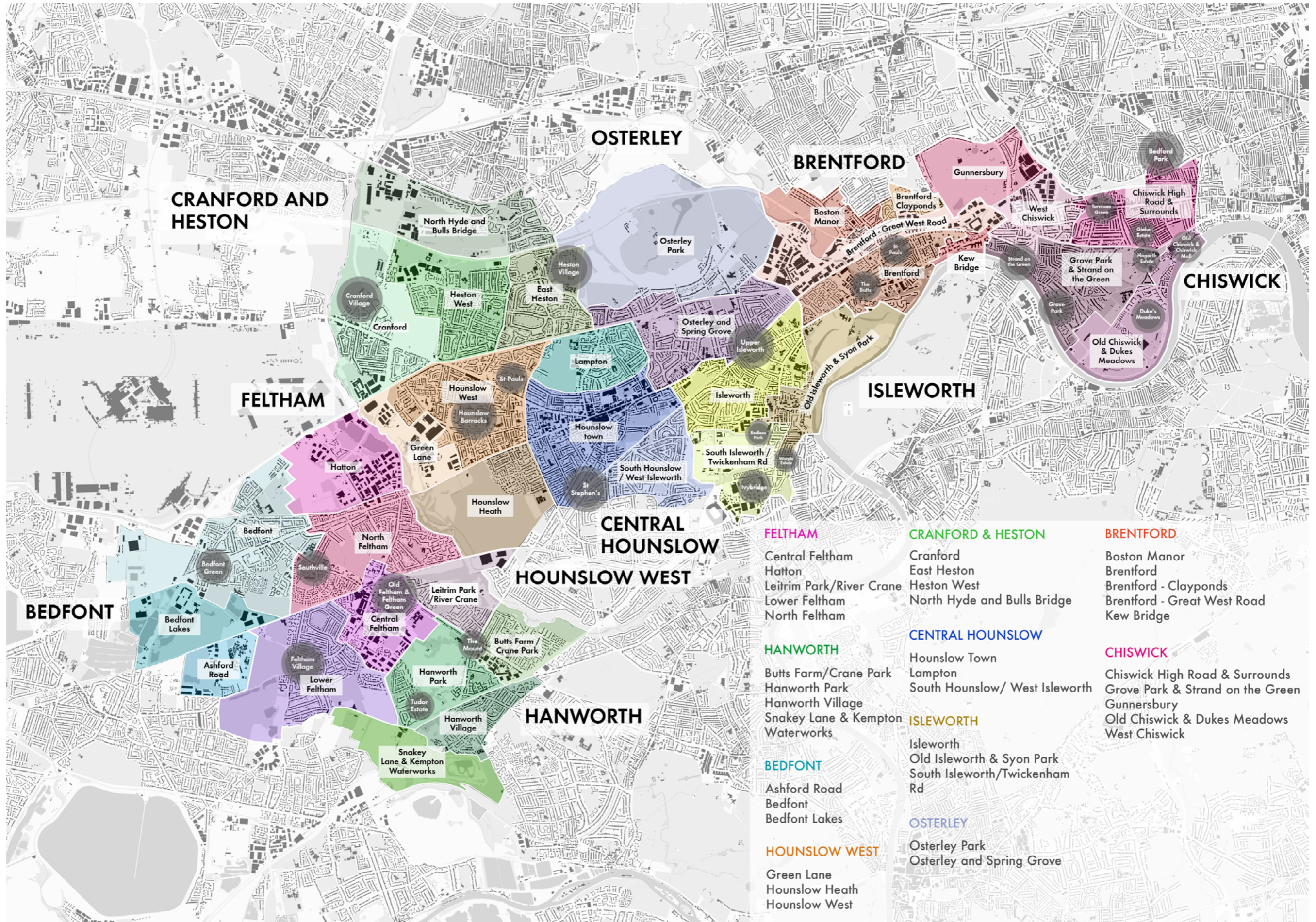
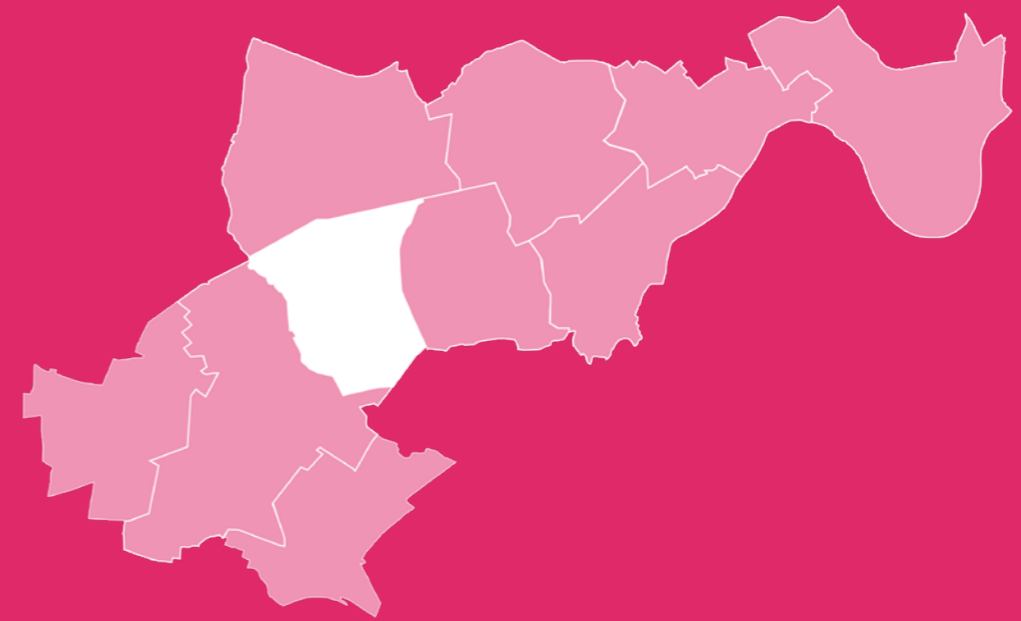


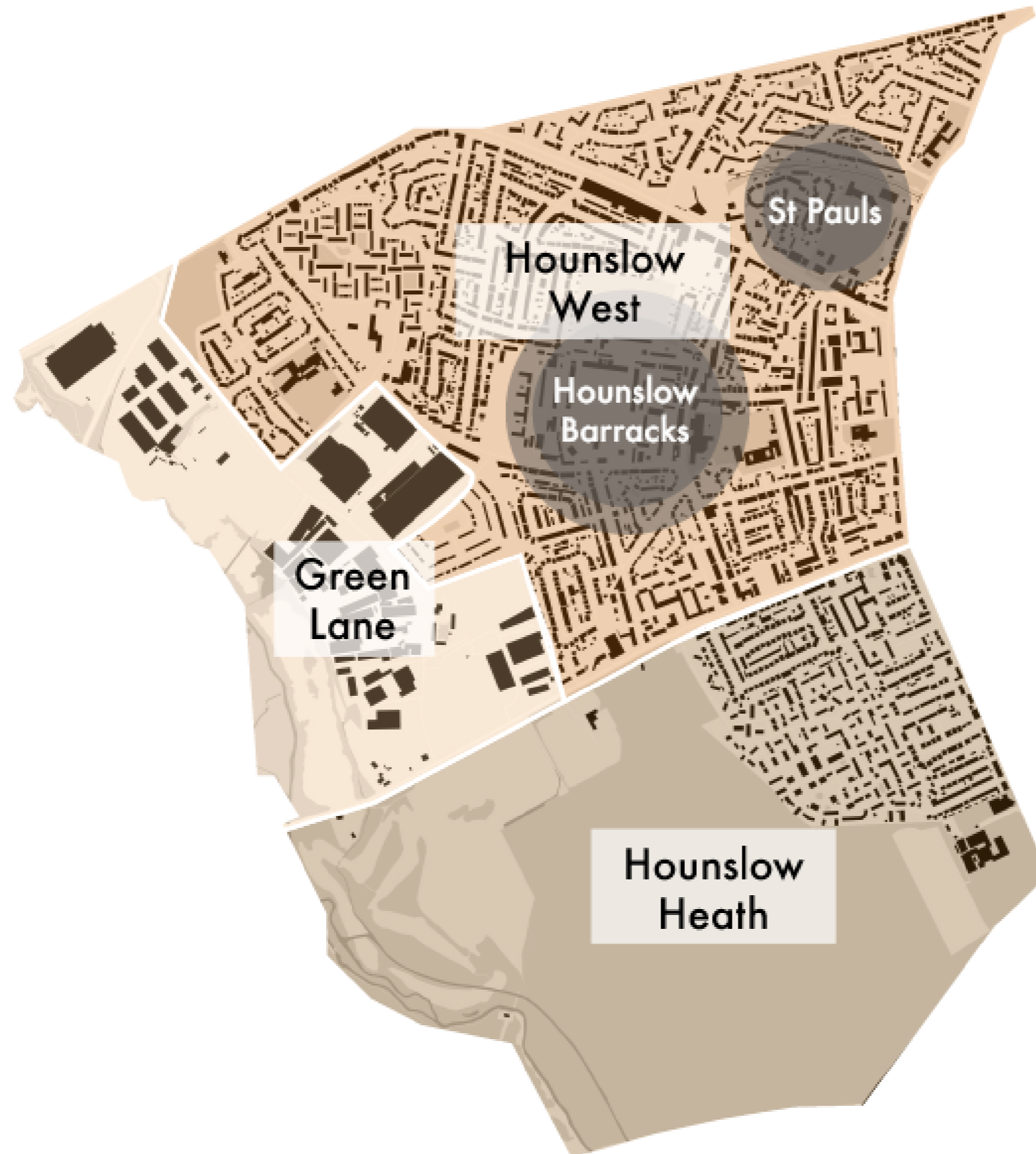
Fig B4.1 Hounslow's neighbourhoods

HOUNSLOW WEST



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Towards a greener, healthier, cleaner, safer, thriving and liveable... Hounslow West

B4.5 The area is generally suburban and has a low-rise residential character, but also includes significant pockets of industry. It is important to really appreciate the character of this part of the Borough and to identify the qualities that make it a good place to live and work. New development must raise the bar on quality and demonstrate how it appreciates local character and sits well within their suburban setting.

B4.6 The area has strong historic links with aviation, and this continues to play an important role with it being in such close proximity to Heathrow airport. Good walking and cycling options to Heathrow where feasible are critical for supporting healthy living and enhancing local character by reducing reliance on cars. Similarly to other parts of the borough, air quality is poorest along major routes, and reducing car reliance is key to improving this.

B4.7 The area's diversity is most seen in its local centre, Hounslow West. The local centre continues to grow in importance, and so will need to work harder to provide a good mix of uses and activities that support local residents and workers. Improving connections will play an important role. The local centre is highly accessible from the east and south east of the area, but falls outside the 15 walking catchment of the western and southern parts of the area. A similar trend is found in the areas PTAL levels where poorer accessibility (1a - 2) is found in the western and southern parts of the area, meaning this area is relatively isolated from both the local centre and public transport links.

-  Scheduled Monuments
 -  World Heritage Sites
 -  Certificates of Immunity
 -  Registered Parks and Gardens
 -  Areas of Special Character
 -  Archaeological Priority Areas
 -  Conservation areas
- Nationally Listed buildings
 -  I
 -  II*
 -  II
 - Locally listed buildings

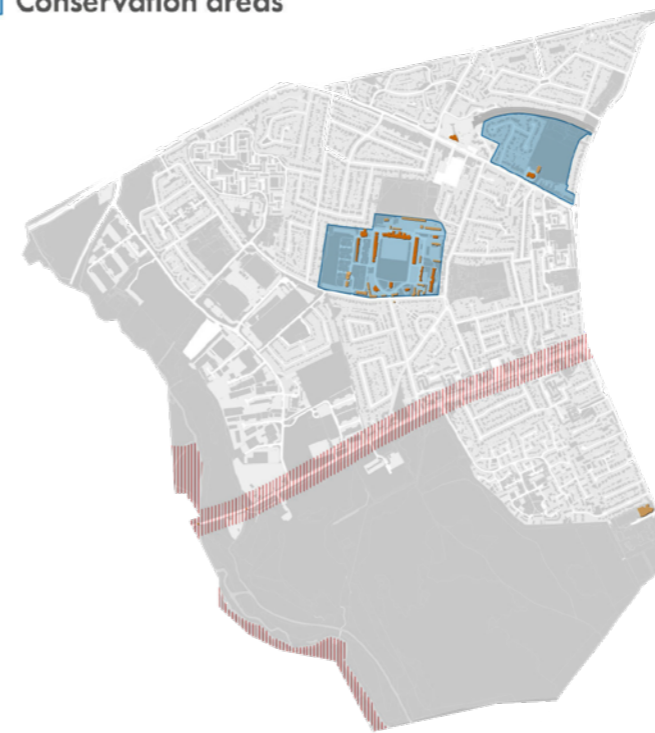
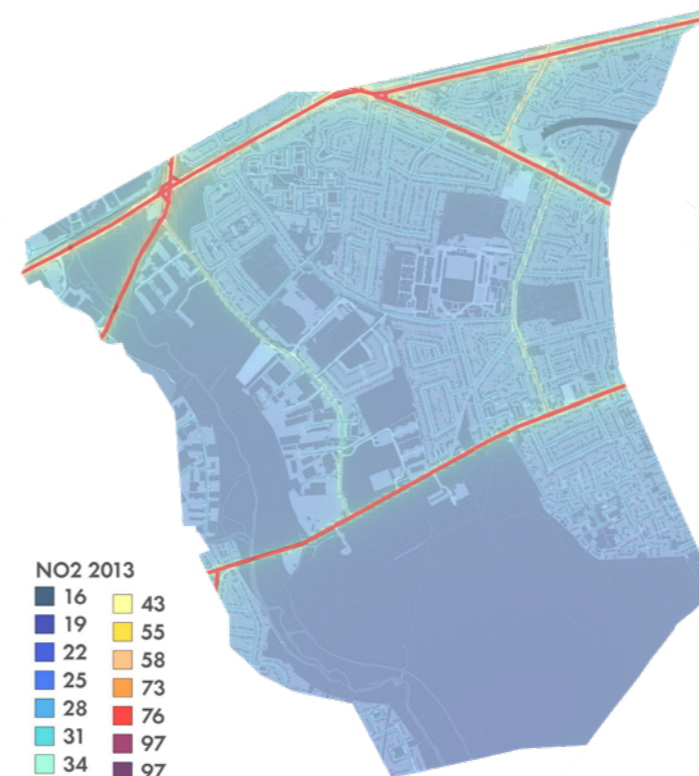


Fig B4.2 Heritage. Blue areas show conservation areas. Red hatch shows archaeological priority area.

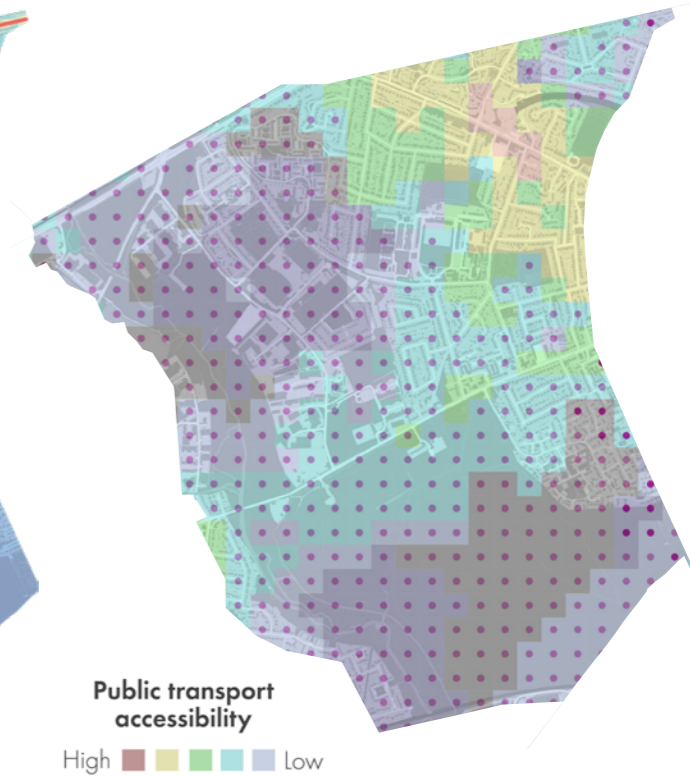


Fig B4.3 Proximity to centres (15 min walk) Light blue shows areas within a 15 min walk from a centre (dark blue)



- NO2 2013
- 16
 - 19
 - 22
 - 25
 - 28
 - 31
 - 34
 - 37
 - 40 (max limit)
 - 43
 - 55
 - 58
 - 73
 - 76
 - 97
 - 97

Fig B4.4 Air Quality. Poorer air quality is found along the major routes



- Public transport accessibility
- High      Low

Fig B4.5 Public Transport Accessibility Levels (PTAL)

B4.8 Hounslow West is one of the most ethnically diverse parts of the Borough. 76% of ward residents identify as Black, Asian and Minority Ethnic. Between each neighbourhood are important nuances with regards to ethnic composition. Sri Lankans are a notable ethnic group in Hounslow West (2011 Census). The area has a relatively young adult population with 10% aged between 20-24 and 14% between 25-29 (compared to borough averages of 7% and 10% respectively).

improve the environmental value and function of these spaces, and opportunities for greening along streets which will help to revive the imprint of the historic extent of Hounslow Heath. The potential creation of a large green open space at Rectory Farm would contribute significantly to greening and access to open space in this part of the Borough.

B4.9 The area is the most religious part of the Borough too - Hindus make up 23% of Hounslow West's population, and Sikhs make up about 17%. Hounslow West ward has the largest percentage of Buddhists and 22.7% of residents identify as Hindu (2011 Census).

B4.10 Hounslow West is among the more deprived areas in the borough, with some areas within the ward experiencing relatively high levels of deprivation.

B4.11 New development must also seek to respond to the specific housing needs of locals in this part of the Borough. There are a high proportion of residents living in multi-generational households, many of whom are from Indian ethnic backgrounds. Overcrowding is also an issue, with more than 1 in 4 households in Hounslow Heath and Hounslow West wards living in overcrowded conditions, notably above the national average.

B4.12 New development must contribute to the quality of green and blue infrastructure and support walking and cycling routes. The area includes the Crane valley which is a great natural asset that could play a much more important and positive role for this part of the Borough. Other green spaces include Heston Park, Avenue Park, Beaversfield Park and Hounslow Heath. There are opportunities to

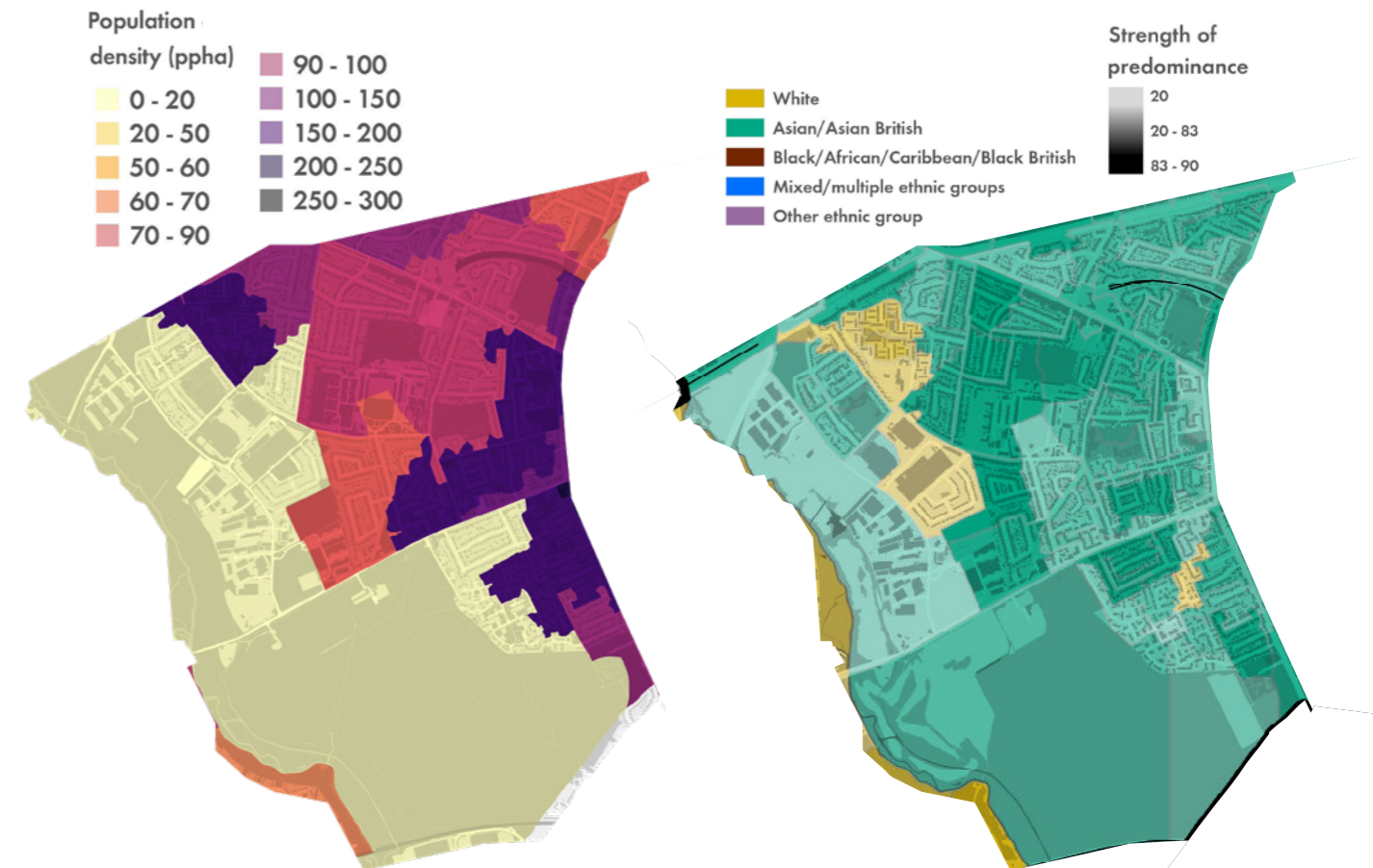


Fig B4.6 Population Density. Darker shades indicate a higher density.

Fig B4.7 Ethnic groups predominance.

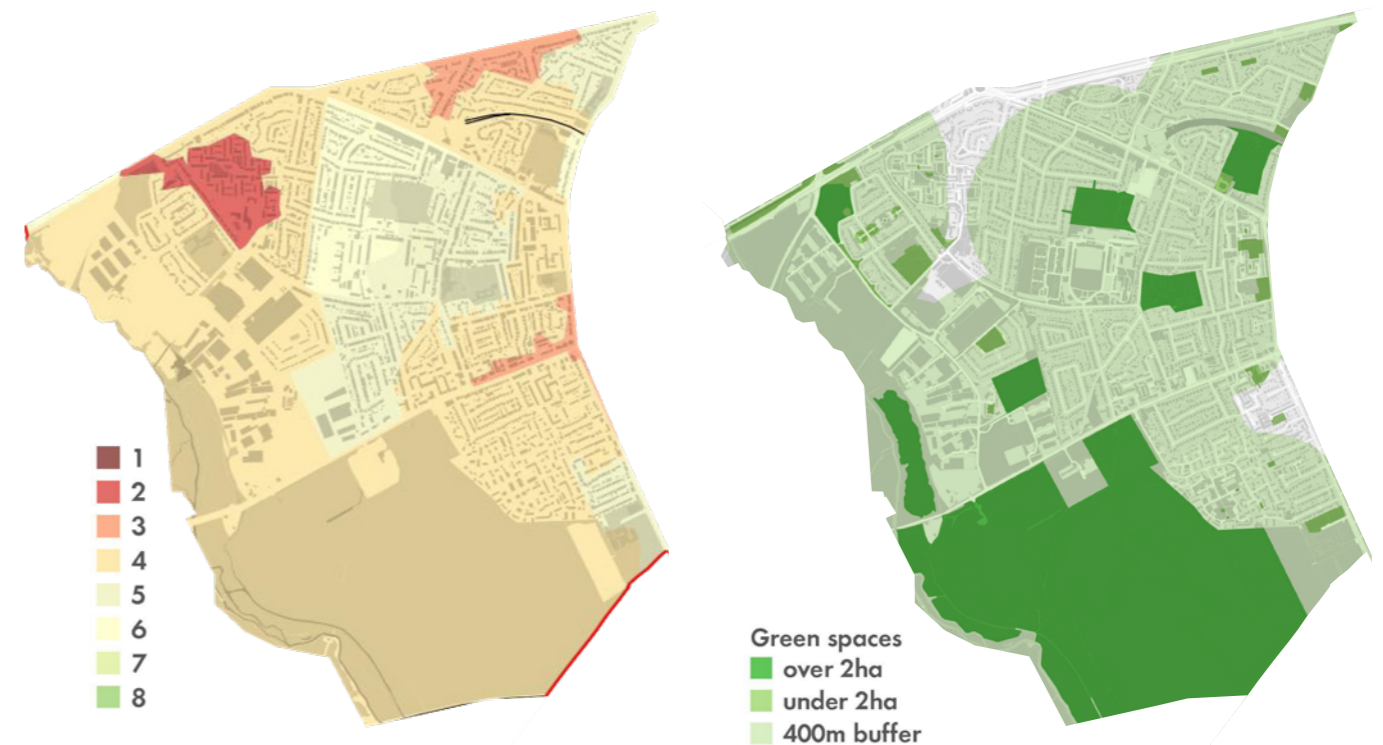


Fig B4.8 Index of Multiple Deprivation Decile (where 1 is most deprived 10%). Red shows more relatively deprived areas, dark green shows least

Fig B4.9 Access to green spaces. Dark green show open space, light green shows 400m radius from green space.

B4.13 Much of this area is characterised by suburban streets and housing. Around the Heath, residential streets have lost their street trees and the blocks include small back gardens, which often include structures alongside lawns and planting.

B4.14 Areas like the Heath itself support green infrastructure performance more generally in the area as does the Crane Valley, and these assets need continued management and support to enable them to contribute their full environmental potential. As Figure B4.10 illustrates, overall most street blocks have an existing estimated Urban Greening Factor of around 0.6.

B4.15 There are a number of opportunities to enhance the public realm greening in this area including increased street trees on routes or sections of routes that currently have fewer,

increasing planting within the historic footprint of Hounslow Heath and supporting green connections between existing assets like the Heath and the river corridors. It is suggested therefore that in this area, sites must achieve the minimum Urban Greening Factor target (see Urban Greening Factor code in Part A2) on site and then contribute towards greening in the public realm.

B4.16 The existing buildings across the area are predominantly two to four storeys. In some of the area's housing estates building heights are higher with a number of five to eight storey developments as well as taller buildings over 10 storeys.

B4.17 New development should aim to achieve a Floor Area Ratio of at least one or 1.5. This may require a 50% uplift in building heights in some locations.

B4.18 Key residential typologies in this area are suburban residential and cul-de-sacs. Opportunities to intensify within these neighbourhoods typologies should be encouraged whilst also achieving enhanced permeability, cycle connections and greening. Across the area both these typologies will come under increasing pressure to intensify. In all cases they will need to support local character objectives, this includes increasing urban greening as part of plot intensification.

B4.19 Extensive areas of industry and big box retail also exist in this area and opportunities to enhance the environmental performance of these areas should be sought. This could introducing green buffers at the edge of big box retail / industrial estates, or green roofs where feasible.

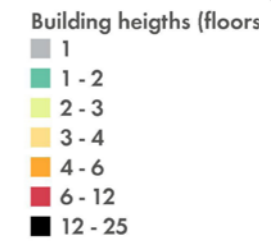
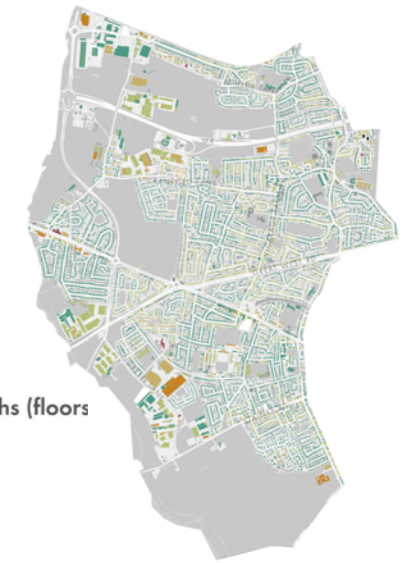


Fig B4.12 Approximate existing building heights.

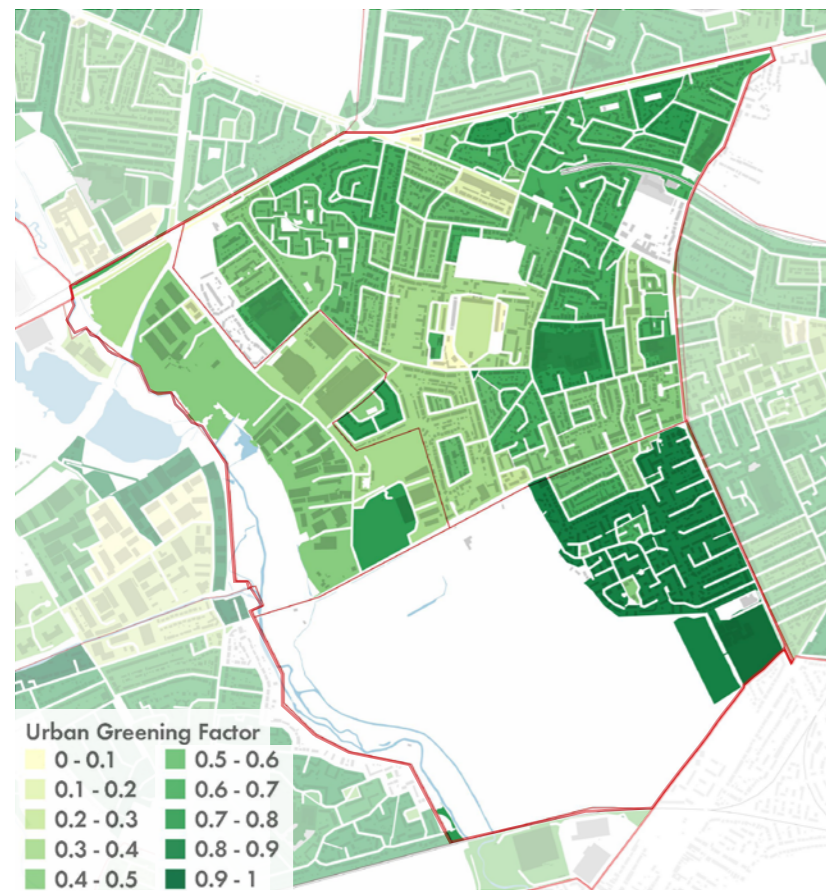
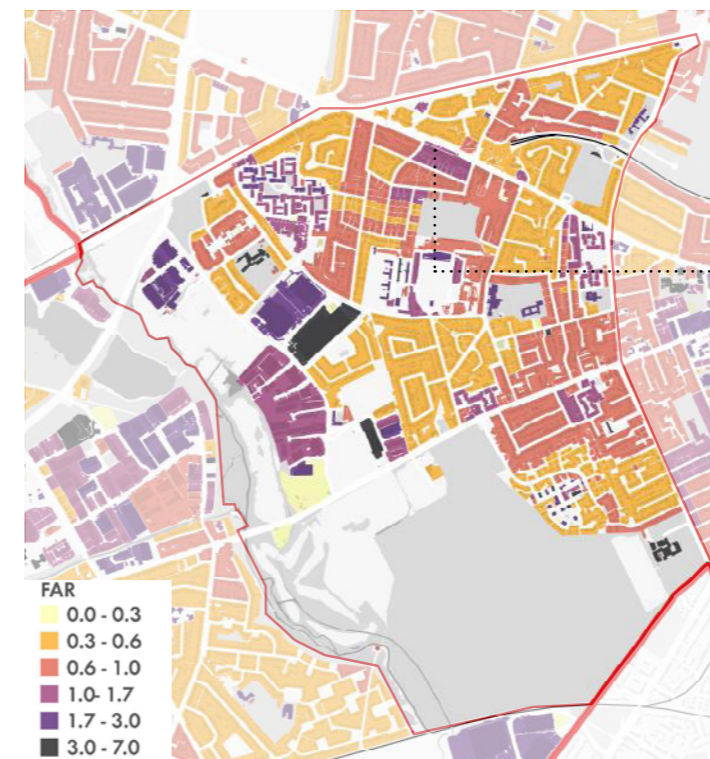


Fig B4.10 Strategic Urban Greening Factor analysis of existing street blocks - this measurement includes the contribution of street trees and planting in the public realm as well as greenery within plots. The London Plan suggests a minimum score 0.3 to support climate adaptation.



Parade plots along Bath Road have an existing FAR density of 1.5

Fig B4.11 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.

B4.20 For a greener, healthier, cleaner, safer, thriving and liveable Borough, Hounslow West should transition towards:

1. **Raising the quality of new development across this part of the Borough that fits in with its surroundings and meets local needs.** No matter what size of site, new development should be context-led, high quality and sustainable, deeply informed by the 12 overarching design principles for the Borough. New housing should respond to needs and wants of local people, exploring new ways of delivering multi generational housing, embedding community facilities into new developments as well as private and communal outdoor spaces. Interventions should promote active and sustainable travel to reduce reliance on private car use.

2. **Enhancing the condition and environment along Staines Road to protect its heritage, support diverse uses and promote active and sustainable travel.** Improve the environmental quality as it crosses the Heath and provide good frontage and a consistent building line as it transitions into Hounslow Town Centre. Sensitive infill development may help to deal with this transition and improve the character and quality of the route, but additional planting and green infrastructure interventions will also be important. Historic buildings and features along Staines Road will be protected and restored, and public realm enhancements will help to support active and sustainable travel.

3. **Reviving the imprint of the historic extent of Hounslow Heath.** Hounslow Heath used to extend much further north across Hounslow West. Future growth should embrace opportunities to reinstate greenery in this area by rewilding existing green spaces e.g., Beaversfield Park and Chester Park, re-greening front gardens, and through introducing new informal, biodiversity rich planting and spaces along streets through the area. The Cavalry Barracks redevelopment will form an important part of the wider ecological corridor connecting Beaversfield Park, Beavers Lane and Hounslow West centre. Greening will also help to buffer industrial areas e.g. around Green Lane and provide safer and higher quality pedestrian routes through these areas. Connections between open spaces should be strengthened by green corridors or green routes where feasible and appropriate, as part of overall enhancements and extensions to the existing green infrastructure network.

and overcome movement barriers e.g. across Bath Road. Future growth should embrace opportunities to repair the built environment through sensitive intensification and enhancements to existing buildings whilst retaining historic elements. As the role of these centres diversifies and increases, new uses should be accommodated including workspace and community uses, alongside enhancements to the public spaces in the centres. In addition, scope exists to re-imagine the role and format of Hounslow West centre. Opportunities to intensify development immediately around the station and ease the ability to cross Bath Road could see an enhanced potential for this centre to serve a growing local population.

4. **Revealing the River Crane valley and enhance the quality of spaces and connections on either side.** The River Crane valley is a fantastic asset but significant sections are currently hidden away or poorly connected. Any urban intervention should look to support opening up a continuous route along the whole valley for walking and where possible cycling connections, and help to enhance the quality of spaces and connections on either side, including using river-level solutions to remedy the severance caused by major roadways, while minimising the intrusion of artificial light to protect wildlife and promote biodiversity.

5. **Supporting Hounslow West local centre.** This centre will be an important hub for growing local communities in the future. Interventions should seek to enhance the existing centres, improve the links to nearby residential areas

6. **Improving the sustainability of existing buildings.** To enhance sustainability of the existing built environment in this area, 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. Front gardens are being increasingly paved over; to enhance their environmental performance and resilience to flooding it is important that the paving over of front gardens is resisted and verdant front gardens are reinstated.

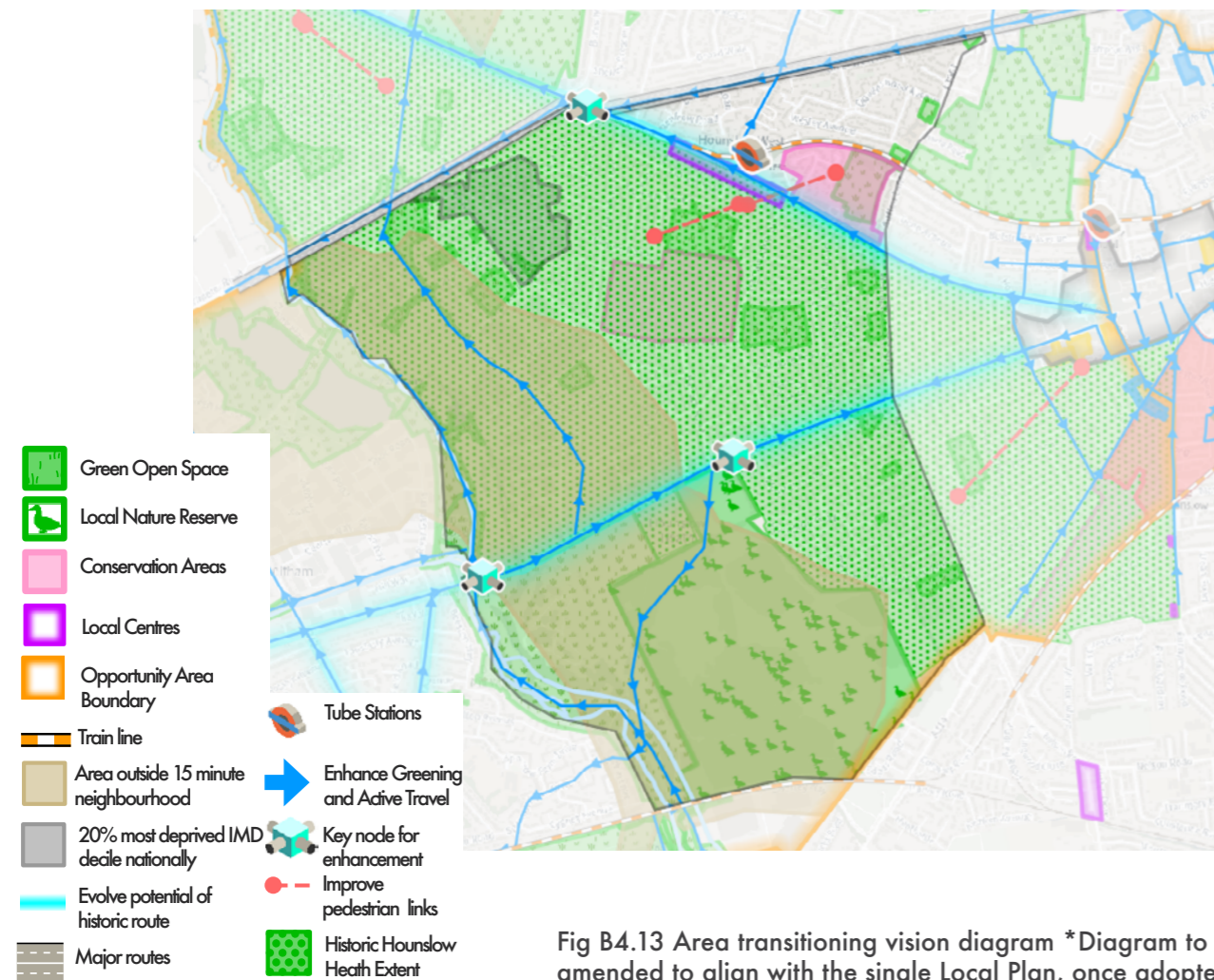
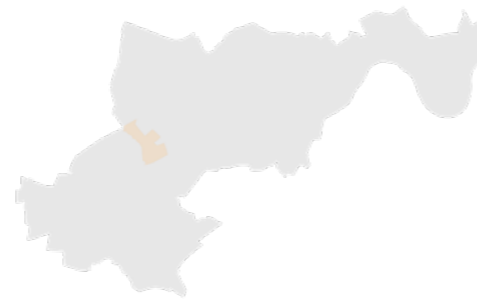


Fig B4.13 Area transitioning vision diagram *Diagram to be amended to align with the single Local Plan, once adopted

Green Lane



What's special about Green Lane?

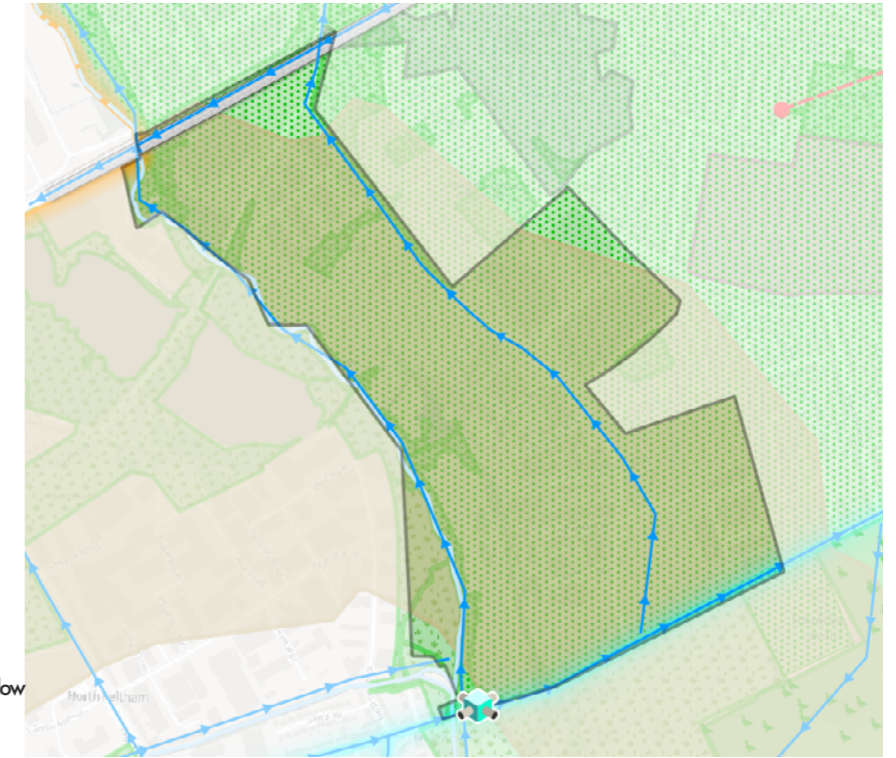
B4.21 Green Lane is the central spine through the neighbourhood linking Great South-West Road and Cranford in the north with Staines Road and Hounslow Heath to the south. The 423 bus runs along it, linking the area with Hounslow town centre, Hatton Cross station and Heathrow Terminal 5. The area is characterised by the Crane Valley forming its western edge, and the industrial estates on either side of Green Lane, including Heathrow International Trading Estate and Heathrow Causeway Estate. There are a mix of large, modern units alongside a smaller medley of brick office and industrial buildings along Amberley and Tamian Way. The area hosts a rich mix of small enterprises as well as large, global industries too, including businesses relating to Heathrow airport such as the British Airways Distribution Centre.

B4.22 Interspersed between industry are other uses, including the Heathrow Gymnastics Club and Green Lane Sports and Social club. There are residential pockets that lie just outside the area but are off Green Lane. The mix of residential and industry give the area a unique character. The residential areas are within the Cranford ward which is ethnically diverse, the biggest ethnic group being Indian (2011 Census). It is also the youngest ward in the Borough (GLA, 2015).

Prompts for character-led development

- The area benefits from having the River Crane alongside it, which is currently tucked away between warehouses or busy routes. This provides an opportunity to reveal and celebrate the River Crane. Interventions and new development within the Green Lane neighbourhood should seek to maximise new linkages between existing residential areas (e.g. Clements Court Estate) and the river valley and enhance the edges to it. Opportunities to bring characterful vacant buildings back into use will also be encouraged.
- The existing building height range in this neighbourhood is 2-4 storeys approximately (with a taller element of 14 storeys). New building heights should fall within the range of 2-4 storeys.
- Any intensification should be matched by new landscaping and public realm enhancements. These include street tree planting, maintaining and introducing green verges and removing unnecessary fencing where possible. There is an opportunity to improve existing play provision and green space and introduce high quality pocket parks on underused green fragments by residential areas. Interventions to improve public transport and walking and cycling, including pedestrian crossings along Green Lane, and any opportunities to widen pavements will be encouraged to aid the integration between residential and industrial areas.
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, such as tree planting, introducing new planting to evidence the historic footprint of Hounslow Heath and /or enhancing green connections between existing 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. Where the building line creates narrow sections of public realm it may be appropriate to set new development back to allow for contribution to urban greening.



	Green Open Space		Major routes
	Area outside 15 minute neighbourhood		Historic Hounslow Heath Extent
	Evolve potential of historic route		Key node for enhancement
	Enhance Greening and Active Travel		

Plan of neighbourhood *Diagram to be amended to align with the single Local Plan, once adopted



Neighbourhood typologies

- 52% Industry
- 44% Green space
- 2% Suburban
- 2% Slabs

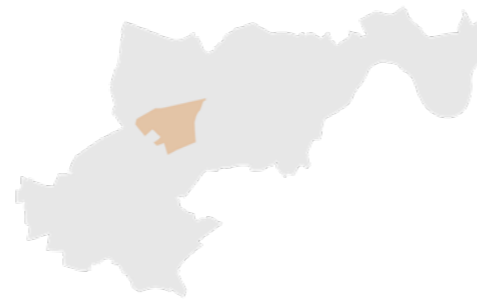


Selection of locally distinctive architectural details and materials which may inform new developments



Dark brick Horizontal windows and cantilevers Corrugated steel facade Facade rhythm Projecting roofs Warehouses

Hounslow West



What's special about Hounslow West?

B4.23 Hounslow West has significant history, the layers of which can be seen today. Hounslow West tube station is on the Piccadilly line and a convenient station for locals to commute into Central London. It is also a local landmark. The station opened in the 1880s, formerly named Hounslow Barracks and linked to Cavalry Barracks, which has formed a key part of the area's history and character since 1793, as recognised by the Hounslow Cavalry Barracks conservation area.

B4.24 Today Hounslow West is a bustling and vibrant local centre which serves its diverse population. The majority of local residents are Indian. 76% of residents are non-white, and the area is also home to a significant Pakistani and Sri Lankan community (2011 Census for Hounslow West ward). The ward is one of the youngest too with a median age of 31 - particularly notable is the prevalence of those aged 20-29 (20% of the ward population) compared with the borough average of 15% (GLA, 2015). The area has the second highest proportion of people living in multi-generational households.

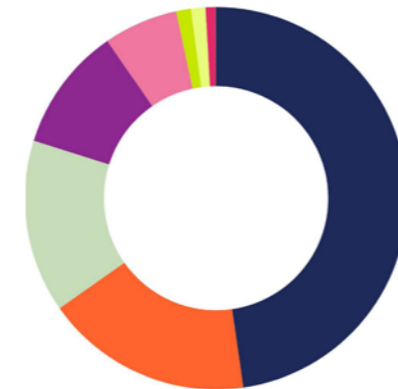
B4.25 The area is predominantly residential with a mix of Victorian urban terrace streets, inter-war housing and cul-de-sacs. Some larger houses and apartment blocks can be found fronting onto Bath Road, which gives the area a suburban character. Around Hounslow West tube station, the local centre includes a variety of uses including restaurants, shops and cafés, as well as the St Paul's Church conservation

area. The area also benefits from some small open spaces, which include parks, recreational grounds and a school sports ground. Beaversfield Park is a hive of people of all ages at the weekends. The area is bounded to the south by Staines Road, and the Bath Road runs through the neighbourhood too, both traffic dominated.

Prompts for character-led development

- The existing building height range in this neighbourhood is 2-4 storeys approximately. Some intensification may be appropriate in this area; new building proposals should be between 2-12 storeys in height, subject to review. Any proposals for tall buildings should refer to the Local Plan.
- The area is seeing significant intensification, and a priority for the neighbourhood is to ensure local services and amenities keep pace with this growth. The local centre needs significant investment to improve frontages and public realm.
- There are opportunities to improve the quality and role of the neighbourhood's small green spaces to better cater to a growing population and to encourage active lifestyles. Opportunities to improve the pedestrian and cycling environments along Bath Road and Staines Road and the route from the barracks to Hounslow West Station and to wider destinations are needed. More detailed design guidance has been prepared for the Hounslow West area which is found at the end of this section.
- Proposals for new development should look to respond to the needs of local residents e.g. understanding the requirements for multi-generational housing.
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, such as tree planting,

introducing new planting to evidence the historic footprint of Hounslow Heath and /or enhancing green connections between existing 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. Where the building line creates narrow sections of public realm it may be appropriate to set new development back to allow for contribution to urban greening.



Neighbourhood typologies

- 48% Suburban
- 18% Urban terrace
- 15% Green space
- 11% Cul-de-sac
- 3% Institutions
- 3% Centres
- 1% Parades
- 1% Industry

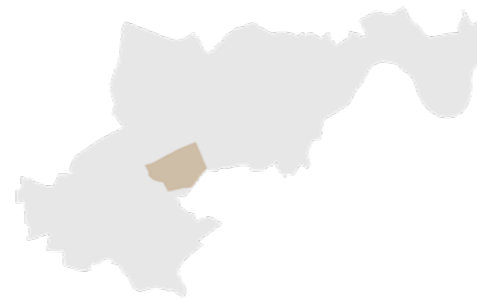
Selection of locally distinctive architectural details and materials which may inform new developments



Red brick London stock brick Roof rhythm Wide pavements Uniform shopfronts Roughcast render and white window reveals



Hounslow Heath



What's special about Hounslow Heath?

B4.26 Hounslow Heath is a key historic landscape feature for the Borough that once covered 1,600ha of land. Hounslow Heath is mostly a large expanse of open heath, meadow and wetland. Trees are a really important characteristic. The Heath has had many different uses through its history including for military use, where the slightly raised ground provided an ideal ground for training exercises, cavalry and encampment. Today locals use the Heath for leisure and recreation, including dog walking, jogging and lunchtime strolls. Local residents commented on their greater appreciation for the Heath during lockdown, a peaceful haven amongst an otherwise hard urban landscape. The neighbourhood is bounded to the north by Staines Road with its open views being a key feature of the area.

B4.27 The area has a significant Indian population, as well as white and Pakistani ethnic groups (2011 Census). The ward has the third highest proportion of Hindus in Hounslow and the highest Muslim proportion (23.8% of residents within Heath ward). The median age of residents is 31 making it one of the youngest areas in the borough (GLA, 2015).

B4.28 Hounslow Jamia Masjid & Islamic Centre off Wellington Road South is an important faith building and community hub for Hounslow's Muslim residents, and a

striking local landmark too. Next door is The Heathland School, a local secondary school. The area is served by a few small shopping parades on Wellington Road South and at the junction with Staines Road where you can find a newsagents, pharmacy and a range of food outlets including a Romanian food shop. Buses along Staines Road connect the area with Hounslow town centre.

B4.29 Housing in the area consists mostly of cul-de-sacs with pockets of semi-detached and terraced housing. Relatively recent development includes the Frampton Way estate which replaced the Met Police Riot Training Centre in the late 1990s.

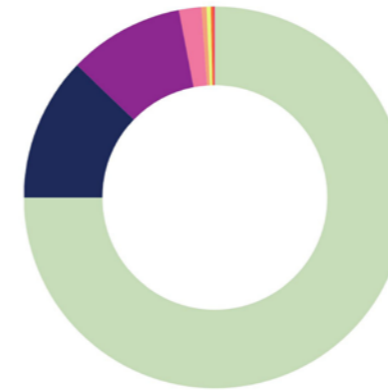
Prompts for character-led development

- The existing building height range in this neighbourhood is 2-4 storeys approximately and new building heights should also fall within this range.
- As Staines Road runs through the Heath it provides a key focus for environmental enhancements along this route in order to improve setting of Hounslow Heath and its connections to it. The residential area to the east of the neighbourhood has limited accessibility to the Heath due to cul-de-sacs acting as a barrier. Improving the edge condition between the Heath and neighbouring residential areas could be explored. This includes exploring possible new access points to the Heath and maintenance of the vegetation along the eastern edge to make it more inviting. Increasing greening in the residential areas is encouraged.
- New development along Staines Road should recognise the above aims, whilst providing high quality frontage to address the street.
- Proposals for new development should look to respond to the needs of local residents e.g. understanding the requirements for multi-generational housing.
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, such as tree planting, introducing new planting to evidence the historic footprint of Hounslow Heath and /or enhancing green connections between existing 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. Where the building

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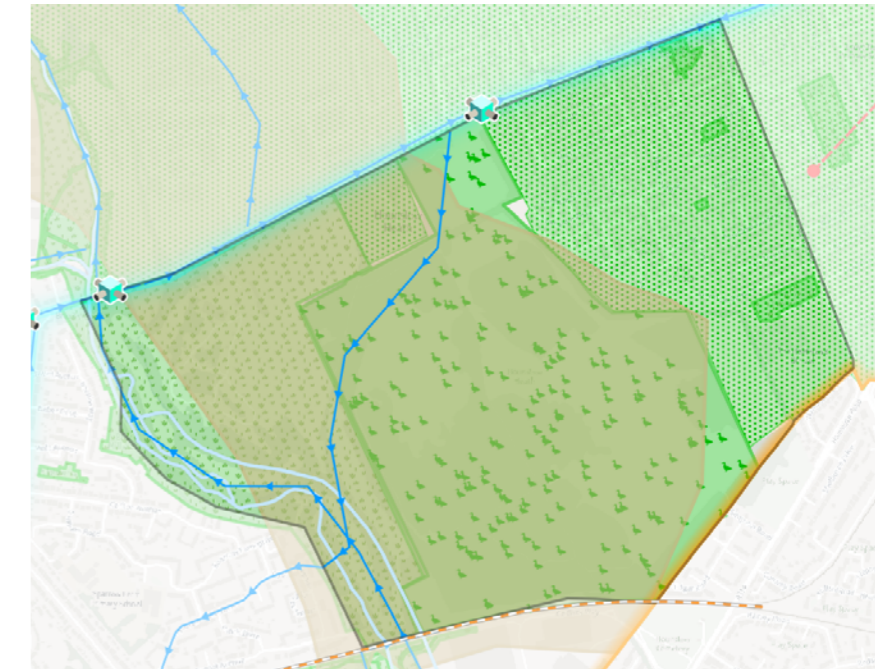
"I discovered Hounslow Heath during the first lockdown - it's a place I enjoy visiting"

- Local resident



Neighbourhood typologies

- 75% Green space
- 12% Suburban
- 10% Cul-de-sac
- 2% Institutions
- 0.4% Cottage estate
- 0.4% Parades



■ Green Open Space ➔ Enhance Greening and Active Travel
■ Local Nature Reserve ■ Historic Hounslow Heath Extent
■ Area outside 15 minute neighbourhood ■ Key node for enhancement

Plan of neighbourhood
*Diagram to be amended to align with single Local Plan, once adopted



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



Half-timbering & pitched roofs Roughcast render White render



SITE DESIGN CODES

HOUNSLOW WEST

<u>Hounslow West.....</u>	<u>31</u>
<u>Service yards</u>	<u>37</u>
<u>Secondary roads</u>	<u>41</u>
<u>Public realm</u>	<u>47</u>

Hounslow West

Area overview

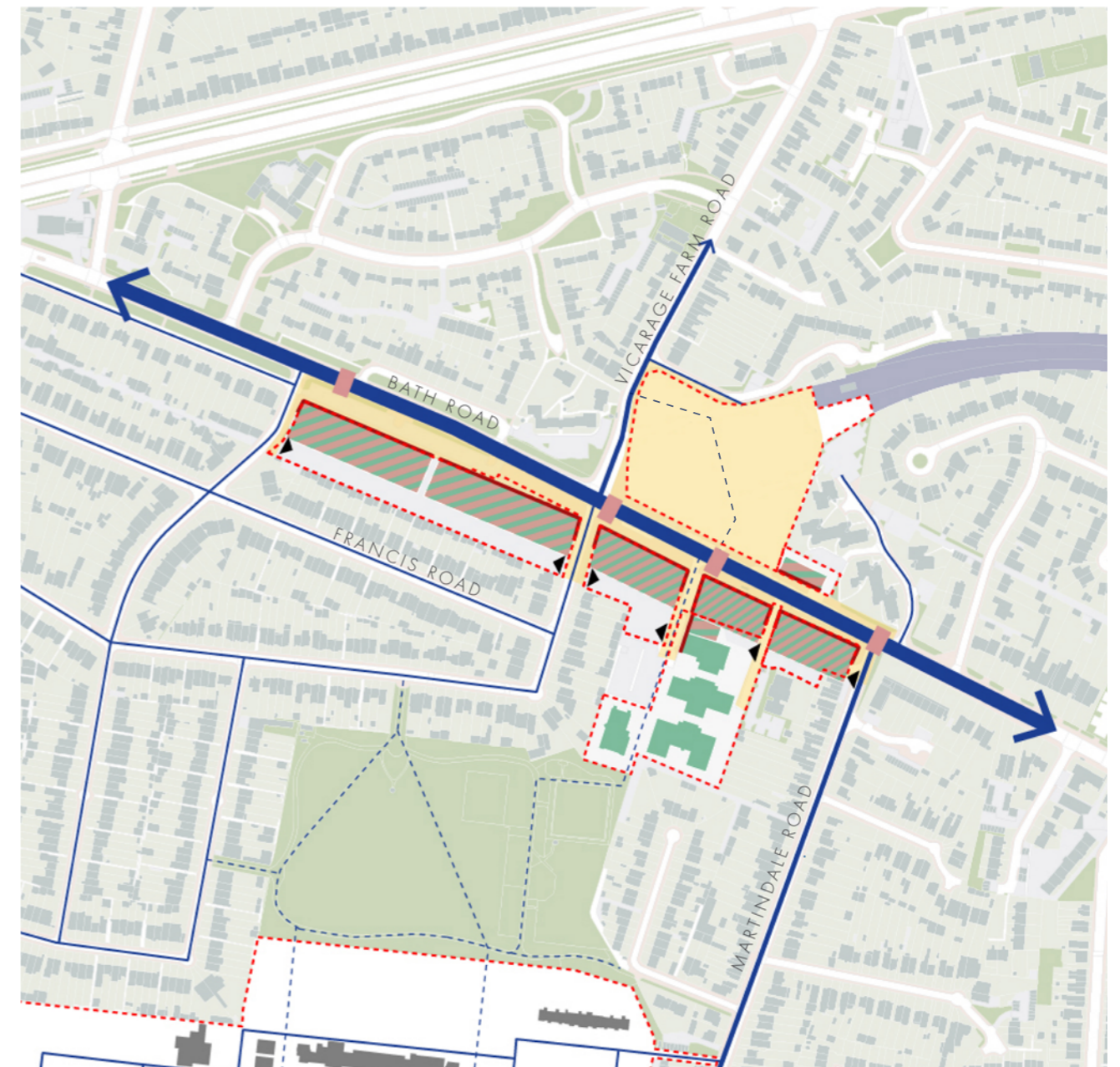
- B4.30 Hounslow West is a local neighbourhood centre serving a predominantly low-rise suburban neighbourhood of semi detached houses ranging from two to three storeys. It is a popular and well used centre consisting of mostly independent shops
- B4.31 The area around Hounslow West tube station comprises large areas of surface car parking associated with the station. The A3006 Bath Road is the main, arterial route along Hounslow West linking this centre to Heathrow Airport to the west and Hounslow Central to the east. Most of Bath Road is residential in character with the exception of the area around the station which is a mixed-use commercial parade.
- B4.32 This parade is typically taller than the prevailing height of surrounding residential buildings, consisting of three storeys with retail at ground floor and residential units above.
- B4.33 This area is bounded by residential estates serving a mix of housing typologies - typically inter war two storey semi-detached houses, short terraces, and apartments. The site to the south around Beavers Lane adopts more of a campus urban grain, and is home to a military base.
- B4.34 Major incoming schemes at Cavalry Barracks, Cavendish Parade and Hounslow West station will result in a substantial increase in population of the area in the near future. This will raise the profile of the existing parade along Bath Road and the need to intensify and diversify its offer through the co-location of residential, retail, employment and community uses.

Suitability and sensitivity issues identified in Part C Types

- Part of the study area is within the Hounslow Cavalry Barracks Conservation Area, which was updated in January 2020
- Within an area of consistently low (1 - 3 storeys) building heights
- Within the West of Borough Opportunity Area
- Within 400m from a green open space of high quality
- High levels of public transport accessibility (PTAL score 3 - 6b)

Constraints and opportunities

- Hounslow West underground station is Grade II listed
- The site is part of a Conservation Area, which means any new developments should respect the historic building line and grain of the neighbourhood.
- The retail parade lining Bath Road provides an opportunity for improved and enhanced public realm.
- One of the key issues in the area is the problem of piecemeal development coming forward on narrow plots resulting in a disjointed streetscape and townscape and impacting future development.
- There are considerable development and public realm opportunities available to improve the environment along the Hounslow West section of Bath Road, service yards and secondary roads.
- More detailed public realm analyses and design guidance will be required to facilitate the much-needed investment in and physical improvements to Hounslow West.
- There is an opportunity for taller buildings on the Hounslow West Station site.



Spatial framework

- | | |
|---------------------------------|--------------------------------|
| ■ Retail | — Secondary route |
| ■ Residential | — Primary route |
| ■ Retail with residential above | ⋯ Pedestrianised route |
| ■ Refurbished building of merit | ▶ Services access |
| Ⓟ Parking | ■ Public realm improvement |
| — Commercial frontages | ■ Improved pedestrian crossing |

Hounslow West section of Bath Road

Issues

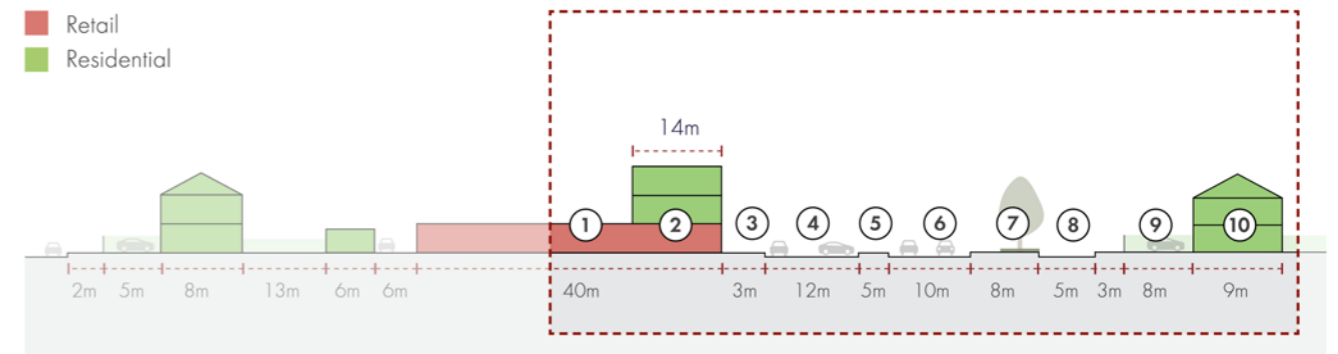
- Narrow pavements along the southern parade are further reduced by goods and fresh produce which are displayed in front of shops leading to pedestrian bottlenecks and congestion.
- Inset balconies with no means of access create pockets of redundant space above ground which become nesting areas for pigeons.
- Inconsistent retail signage contributes to a sense of visual clutter along the streetscape.
- Poor quality advertising and banners worsen the appearance of dwellings at first floor level.
- Extensive on street parking makes Bath Road a car dominated rather than pedestrian friendly environment.
- Makeshift fencing for social distancing suggests that greater space for pedestrians is needed and that car parking provision may be reduced.
- Piecemeal street furniture such as benches, lampposts, telephone boxes, bins and advertising boards are not well integrated with each other creating physical barriers to pedestrian movement and lead to a sense of visual clutter.



Examples of the environment along Bath Road.
Photos © Allies and Morrison

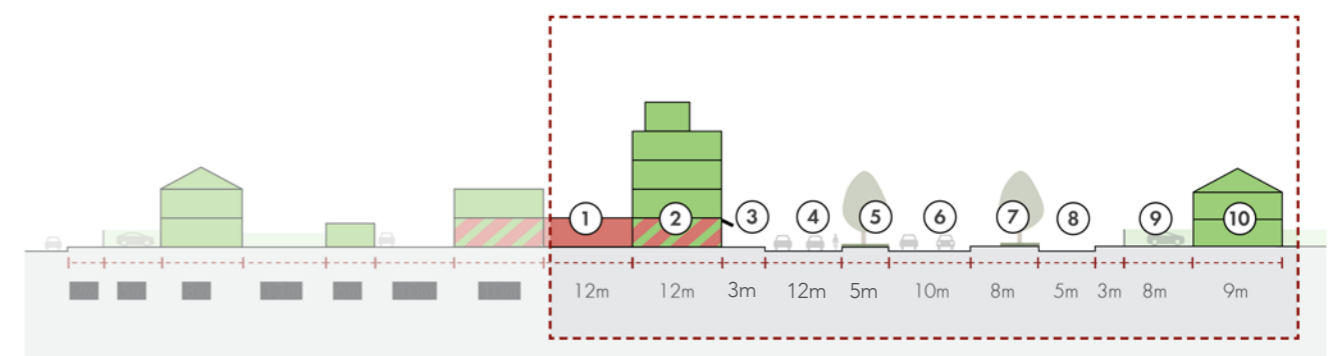
Opportunities

- Land assembly is encourage so that new development can be delivered in a coordinated rather than piecemeal manner.
- The proposed section shows a number of development and public realm opportunities available to improve the environment along Bath Road.
- More detailed public realm analyses and design guidance will be required to facilitate the much-needed investment in and physical improvements to Hounslow West.



Typical /existing section through individual land parcels

- | | |
|--|---|
| 1. Retail storage / servicing | 6. Bath Road. |
| 2. Flats above shops | 7. Central reservation with tree planting |
| 3. Parade pavement | 8. Access road |
| 4. Service road with on street car parking | 9. Private front gardens |
| 5. Intermediary pavement | 10. Residential terrace |



Proposed section showing development potential if land parcels are assembled

- | | |
|---|--|
| 1. Secured and improved retail storage and servicing within a new podium | 5. Continuous tree planting to mitigate noise and create visual separation from the Bath Road. |
| 2. New, five storey mixed-use parade building with shops at ground floor and dwellings above. Set backs on the upper floor ensure that the modest scale of Bath Road is maintained. | 6. Improvement to pedestrian crossing required |
| 3. Widened pavement with high quality paving and more coordinated outdoor seating along the southern parade to improve pedestrian experience and amenity of shops and cafés. | 7. Central reservation with tree planting |
| 4. Service road with retained parking bays and permeable paving | 8. Improve street lighting and introduce electric vehicle charging points for residents. |
| | 9. Encourage further tree planting where possible. |
| | 10. Residential terrace |

Good practice precedents

1 Peckham Place by Jestico + Whiles © Jack Hobhouse - Changes in storey heights and materials help to break up the massing, giving the scheme a more lively and varied feel. Setback upper floor provide additional accommodation and private amenity without altering the street profile.



2 Goldhawk Road by Linden Homes © Allies and Morrison - A mixed use scheme with retail on ground floor and residential above. The use of inset balconies allow the residents to benefit from a private outdoor amenity space, whilst the floor to ceiling windows allow natural light to flood into internal spaces.



3 Swain's Lane Parade by Noble House © Allies and Morrison - The use of deep-toned uniform shop fronts paired with identical awnings create a harmonious ground floor. This contrasted with vibrant brickwork and timber setback gives the scheme a modest feel.



4 168 Upper Street © Tim Soar (Amin Taha / Groupwork) - Upper Street is a mixed use development with shops on ground floor and residential above. The effect of carrying the historic features so they mirror the neighbouring terrace helps the scheme to blend in with its context yet the one-toned terracotta concrete cladding allows the building to become a landmark and have its own identity.



5 640-650 Holloway Road by CgMs © Google - 640-650 Holloway Road is a mixed use scheme with retail on ground floor and residential above. The building benefits from a recessed upward extension, allowing the building to obtain more floorspace, whilst still responding with its low-rise urban context.



Service yards

These streets are aligned parallel to Bath Road and provide access for the servicing of shops to the rear of the parade, as well as access to garages for houses which back onto the yard. Service yards are located either side of Rosemary Avenue.

Issues

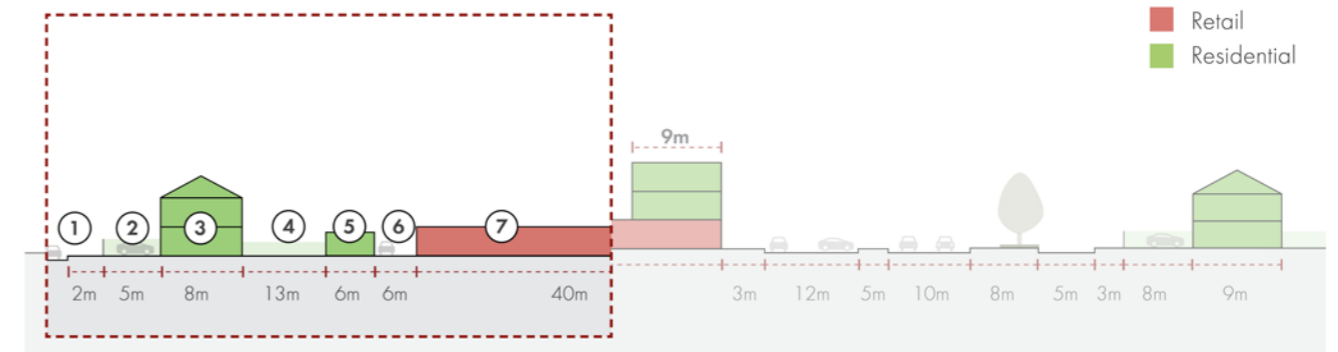
- Fly-tipping and large areas of dumped waste blight the character of the service yard.
- Bins are often stored at inaccessible locations which further exacerbates the issue of fly tipping and dumped waste.
- Entrances to flats above shops are unattractive, difficult to access and obstructed by waste and wheelie bins.
- The service yard and residential entrances are poorly, if at all, lit.
- Ad hoc fencing, signage, security gates and features contribute to a visually cluttered and unattractive environment.
- Informal car parking and poor delineations between private garages and the shared service yard result in a poor pedestrian environment full of physical barriers.
- Safety, particularly at night, is of concern along service yards.
- Poor quality and/or no asphalt, paving and drainage make the yard difficult to maintain and result in the accumulation of waste and surface water flooding.
- Private amenity space above ground is poorly delineated and prone to overlooking.
- Many garden sheds, garages and bungalows present a poor outward appearance.

Opportunities

- Land assembly is encourage so that new development can be delivered in a coordinated rather than piecemeal manner.
- The proposed section shows a number of development and public realm opportunities available to improve the environment along service yards parallel to Bath Road.
- More detailed public realm analyses and design guidance will be required to facilitate the much-needed investment in and physical improvements to Hounslow West.

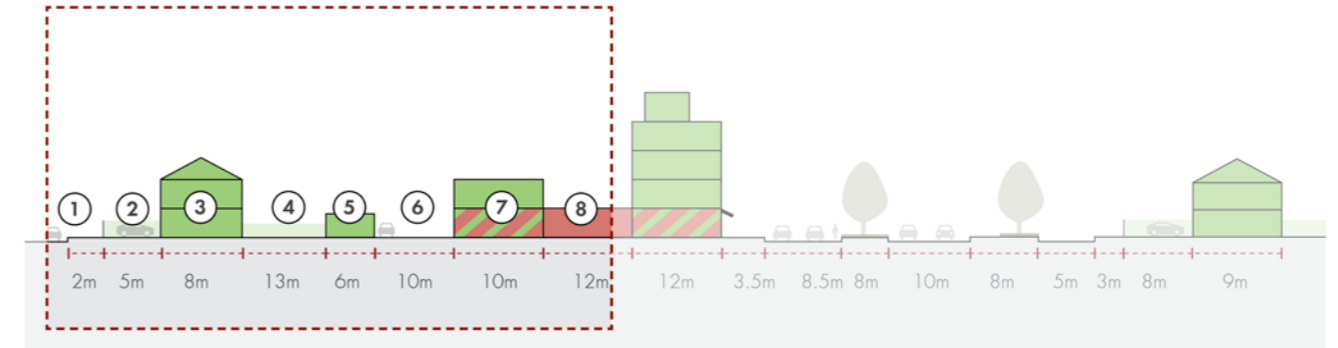


Examples of the environment along a typical service yard. Photos © Allies and Morrison



Service yard - typical /existing section

- | | |
|--------------------------|--|
| 1. Secondary street | 4. Private rear gardens |
| 2. Private front gardens | 5. Garden sheds, garages and bungalows |
| 3. Residential terrace | 6. Service yard |
| | 7. Retail storage / servicing |



Service yard - proposed section

- | | |
|---|---|
| 1. Secondary street | 7. Compact service access interspersed by residential entrances for mews to limit vehicular and encourage pedestrian activity along the yard. Exceptional mews houses should not exceed two storeys to maintain the modest scale of the yard and ensure good daylight for the private amenity space to the north. |
| 2. Private front gardens | 8. More compact storage space with corridors for shuttling goods from servicing entrances to street facing retail units. Private residential amenity for homes in mixed-use blocks above ground floor. |
| 3. Residential terrace | |
| 4. Private rear gardens | |
| 5. Outward appearance of garden sheds, garages and bungalows should be maintained / improved. | |
| 6. Service yard should be widened into a shared space with high quality, permeable paving differentiating between residential and servicing entrances through differences in paving material and texture. | |

Good practice precedents

1 Church Walk by Mikhail Riches © Mark Hadden - The building adopts a ziggurat shape to allow daylight to ground floor residents, minimise impact on surrounding properties, and at the same time protect the privacy of the new dwellings.

2 Neeld Place © deMetzForbesKnight - Each house has ground floor defensible space and are arranged around a landscaped communal garden. The effect of front doors opening into the communal garden offers an opportunity for informal interaction between residents, encouraging neighbourliness.

3 Stories Mews © Cottrell and Vermeulen Architecture - Utilising the materials of garages and sheds to create a small two-storey house creates a simple yet dramatic effect. Whilst the primary materials are brick and timber there are bursts of colour on the building's front door

4 Chobham Manor © PRP Architects - The recessed ground floor allows for a protected portico in order to enter the building, and the single height white colonnade add character and style.

5 Chobham Manor © Haworth Tompkins - The low-rise nature of the buildings along with landscaped communal garden allows the scheme to become more intimate, whilst the change in levels helps to break up the massing.

6 Broadway Market Mews by Delvendahl Martin Architects © Tim Crocker - The retained brick structure acts as a plinth to a new extension above. The structure is a lightweight timber frame, and clad in light grey standing seam metal. The use of a saw-tooth roof helps to maximise daylight penetration into the internal spaces, whilst creating a characterful roof line.



Secondary roads

These streets are aligned perpendicular to Bath Road and provide access for the servicing of shops to the rear of the parade, as well as links to quieter residential roads beyond. Examples of secondary streets include Manor Avenue, Rosemary Avenue and Cavendish Parade.

Issues

- Unremarkable corner buildings.
- Narrow pavements and fencing create pedestrian pinch points along the parade.
- Unnecessary level changes create trip hazards.
- Inconsistent retail signage contributes to a sense of visual clutter along the streetscape.
- Poor quality advertising and banners worsen the appearance of dwellings at first floor.
- Extensive on street parking prioritises space for vehicles over pedestrians.
- The character of secondary streets close to Bath Road tends to be neither commercial nor residential but an unplanned assemblage of the worst aspects of both conditions.
- Convoluted and gated access points for commercial units create extensive inactive frontages and redundant space.
- Large blank frontages miss opportunities to animate the corner of the secondary street with commercial or complementary uses.
- Setbacks above ground floor with no access to terrace these terraces at first floor create redundant spaces and areas for pigeons to nest.

Opportunities

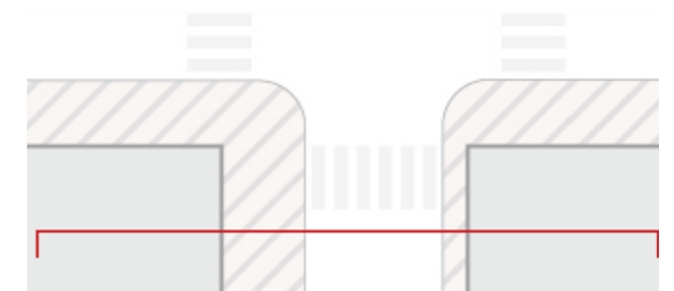
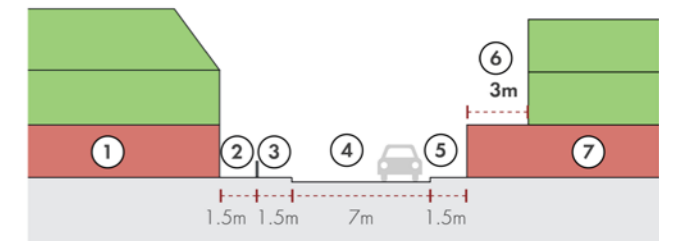
- Land assembly is encourage so that new development can be delivered in a coordinated rather than piecemeal manner.
- The proposed section shows a number of development and public realm opportunities available to improve the environment along secondary streets where they meet Bath Road
- More detailed public realm analyses and design guidance will be required to facilitate the much-needed investment in and physical improvements to Hounslow West.



Examples of the environment along a typical secondary street. Photos © Allies and Morrison

Secondary street - existing section

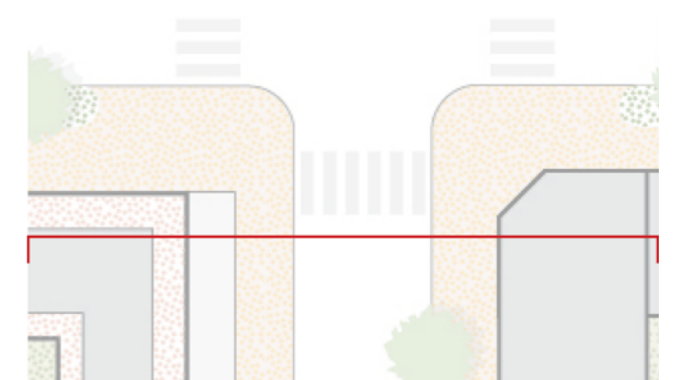
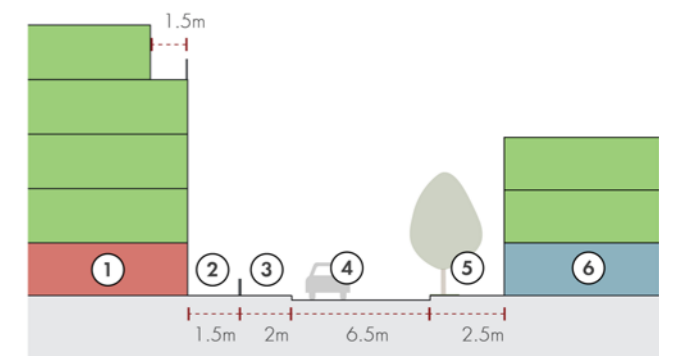
1. Shops with flats above
2. Gated bin store
3. Narrow pavement
4. Secondary street
5. Narrow pavement
6. Redundant setback with no of access to terrace
7. Shops with flats above



- Retail
- Residential
- Business

Secondary street - proposed section

1. New, five storey mixed-use corner building with shops along the parade at ground floor and dwellings above. Set backs on the upper floor ensure that the modest scale of the secondary street and Bath Road are maintained.
2. Private outdoor seating for cafés delineated with changes to paving material and texture with flexible boundary treatment.
3. Widened pavement with high quality paving.
4. Introduce limited parallel parking bays with permeable paving.
5. Widened pavement with high quality paving, intermittent tree and understorey planting.
6. New, mixed-use corner building with employment uses at ground floor and associated live-work units above. The building line is set back to accommodate pavement widening.



Good practice precedents

1 Wandsworth Signature by PRP © Diane Auckland / Fotohaus Ltd- The double height colonnade and setback at ground floor creates a welcoming entrance to the building and breathing space for pedestrians turning the corner from the main road on to the secondary street.

2 Prowse Court © Hawkins/Brown - The use of London stock brick with shadowgaps and relief provides each building with its own style and character. Additionally, the set backs and orientation of the blocks help to optimise solar gain and improve daylighting.

3 New Cross Lofts © Chan + Eayrs - A residential scheme along a secondary street behind a retail parade that uses fluted glazing to maximise natural daylight, whilst ensuring the privacy for the residents inside. The building uses one-toned facade, which references some of the yards along the backs of shops in the area.

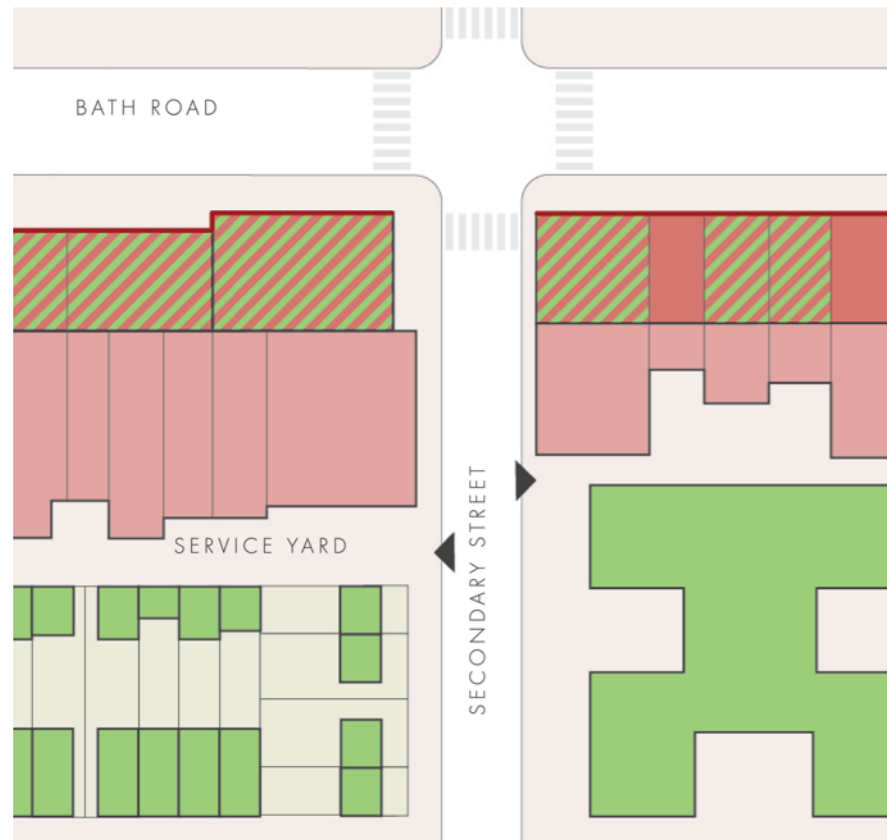
4 312 Hackney Road © Cuzzo Fleming - The roofline steps down away from the main road towards the secondary street and the subtle, painted render and large windows at ground floor help to differentiate between the office and shops at street level and homes above.

5 312 Hackney Road © Cuzzo Fleming - The varied material palette - a steel frame superstructure and brickwork helps to respond to the aesthetic character of neighbouring terraces along the parade while deeper window reveals and, brick patterns and protrusions help to give the building a more distinctive, contemporary feel.

6 312 Hackney Road © Cuzzo Fleming - Private terraces help to reduce the bulk of the massing as the building wraps around the corner, offering private residential amenity space along the quieter, secondary street.

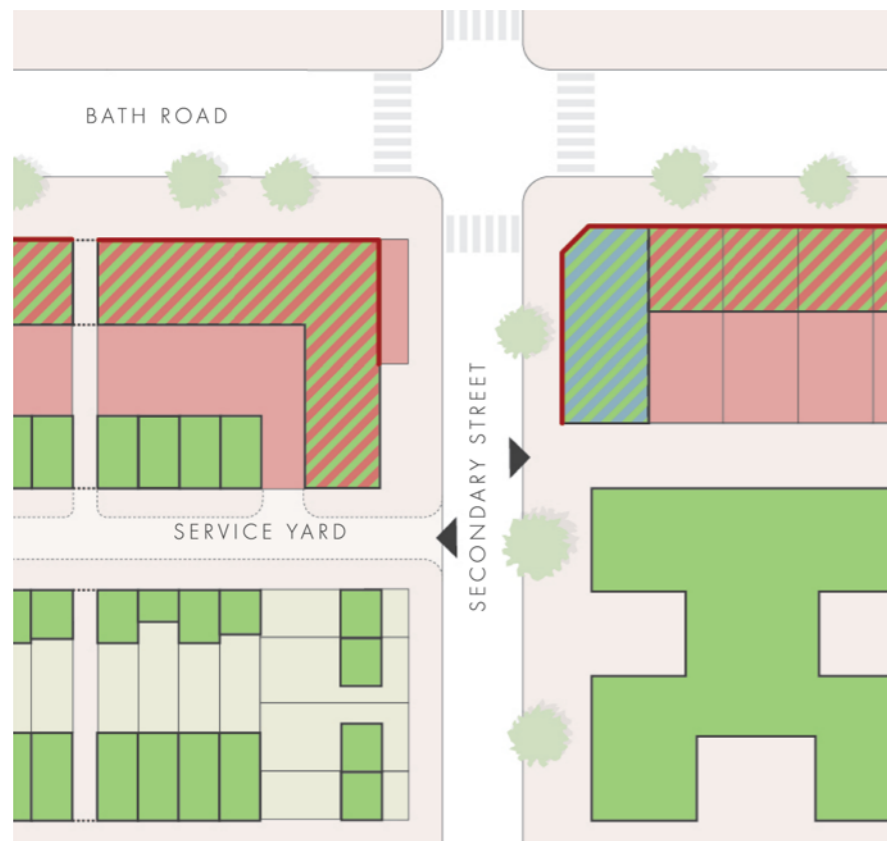


Land uses



Existing land uses

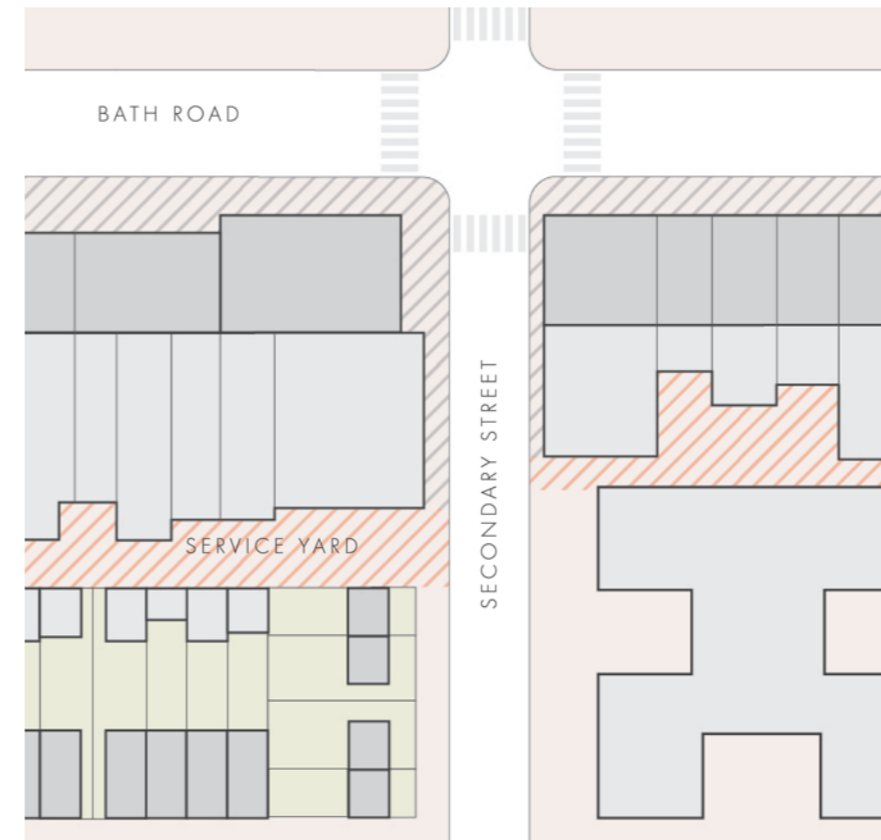
- Retail (primary space)
- Retail (secondary space)
- Residential
- Commercial frontage
- ▶ Service access



Proposed land uses

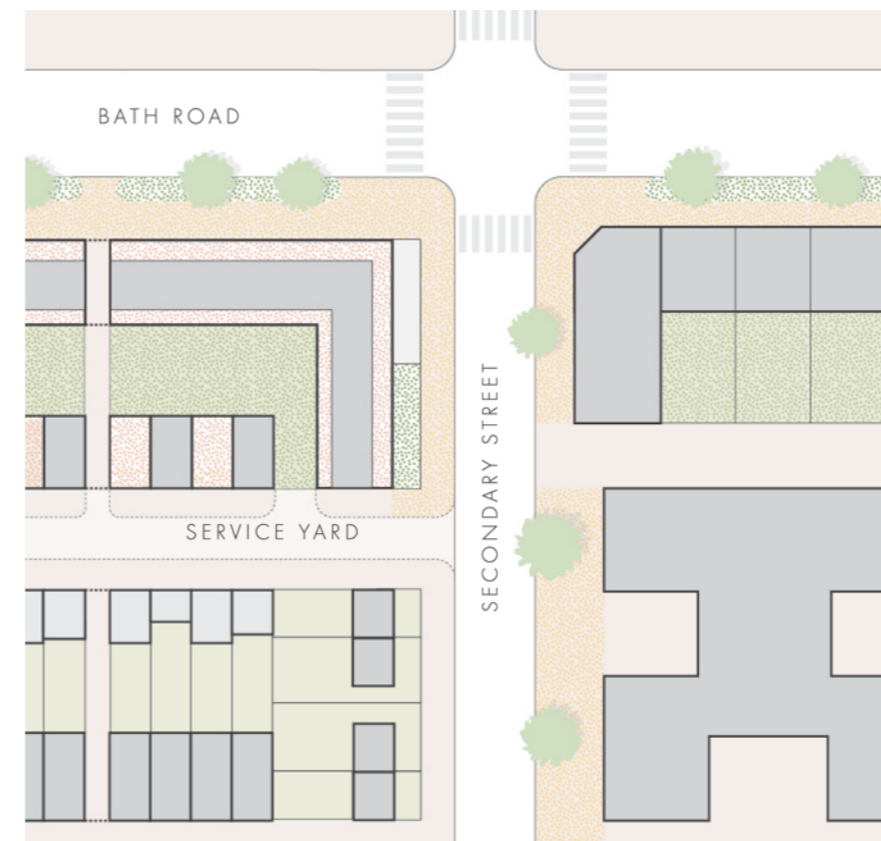
- Retail (primary space)
- Retail (secondary space)
- Residential
- Business
- Commercial frontage
- ▶ Service access

Public realm



Existing plan

- Private amenity
- ▨ Poor quality service alley
- ▨ Poor quality public realm



Proposed plan

- Public green space
- Private amenity
- Private courtyard
- Terrace
- Public realm improvement

Public realm

The following principles set out high level objectives for how landowners and applicants can improve the quality and character of the public realm at Hounslow West.

Go beyond the red line boundary

^{B4.35} Applicants should consider how they can improve the public realm beyond their red line boundary. New developments need to contribute positively to the public realm by considering how their building responds to street or is set back to give more generosity at street level

Promote high quality

- Utilising high quality components and materials with considered detailing
- Ensuring high quality installation
- Integrating maintenance requirements into public realm designs to ensure longevity

Take a context-led design approach

- Ensuring the public realm responds to local character
- Celebrating heritage and existing assets within the public realm

Provide consistency and de-clutter

- Ensuring consistent street furniture and material palettes are applied
- Removing or relocating obsolete, duplicated or unnecessary items of street furniture
- Considered placement of street furniture to retain clear movement for pedestrians
- Street signage should be more consistent

Transition from grey to green

- Incorporating urban greening, wherever possible - see further guidance in Parts A, B and C.
- Using trees, rain gardens, green roofs, planters and SuDS
- Increasing biodiversity and climate resilience

Provide comfort and attractiveness

- Improving air quality by selecting plants that can capture carbon and air pollutants
- Choosing hardy plants that have low maintenance requirements and longevity
- Incorporating urban greening and SuDS to tackle urban heat island effect

Ensure sustainability and longevity

- Choosing materials with low embodied carbon, durability and easy to maintain
- Designing for adaptability: using component based street furniture and infrastructure with potential for future upgrades
- Using smart infrastructure to minimise energy demand

Improve safety and accessibility

- Creating a joined-up, legible and barrier-free pedestrian network to link key destinations
- Ensuring foot ways with adequate width for safe pedestrian movement
- Providing clear wayfinding and signage
- Lighting streets for safe use by all users

Promote active travel

- Promoting walking, cycling and public transport connectivity
- Provide clear, attractive and purposeful sustainable connections between the town centre and the surrounding neighbourhoods, key destinations and green spaces.
- Incorporating secure bike parking

Rebalance space between vehicles and pedestrians

- Rebalancing in favour of pedestrians and enabling opportunities for social interaction and activation of the public realm
- Rationalising road widths, the vehicle network and parking and servicing.
- Prioritising active travel and removing surplus car parking to provide more kerbside space for other activities.

