

May 2024

HOUNSLOW CHARACTER, SUSTAINABILITY AND DESIGN CODES SPD

PART B1 FELTHAM



London Borough
of Hounslow

Allies and Morrison
Urban Practitioners



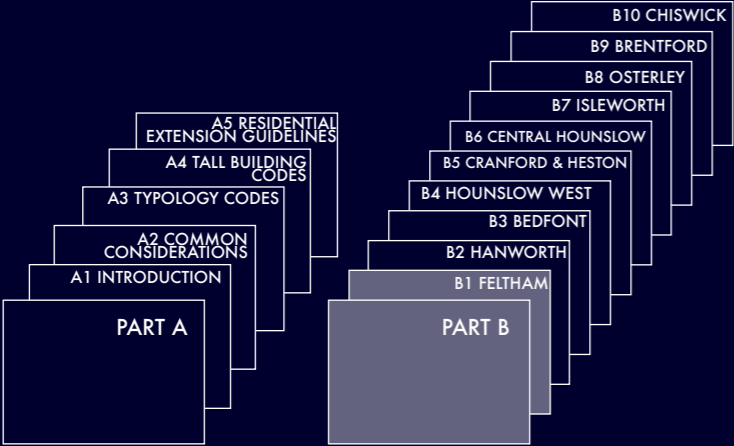
PLACES

Document structure

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

- Part A: Introduction & Design Codes
- Part B: Places

Within each part, there are individual chapters 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 **Feltham**
To view other places please open the relevant documents as named above.

Introducing Hounslow's places

Neighbourhoods and Places

- B1.1 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.
- B1.2 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.
- B1.3 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

- B1.4 Part B describes the ten places in the Borough. This chapter has four 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.
4. **Town Centre** - this section sets out specific design guidance for the town centre, drawing on the town centre visions and masterplans, to deliver design improvements in the town centre.

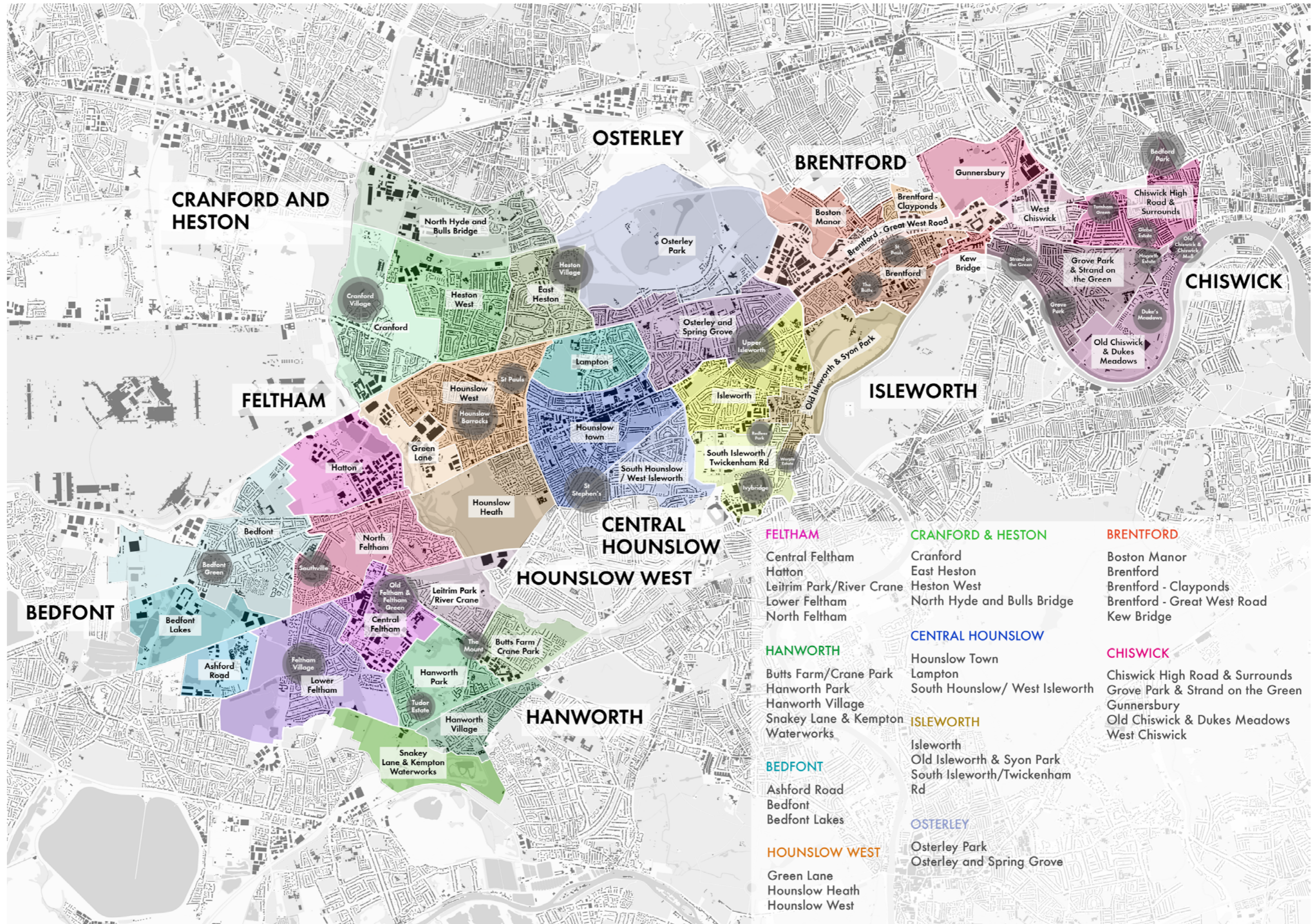
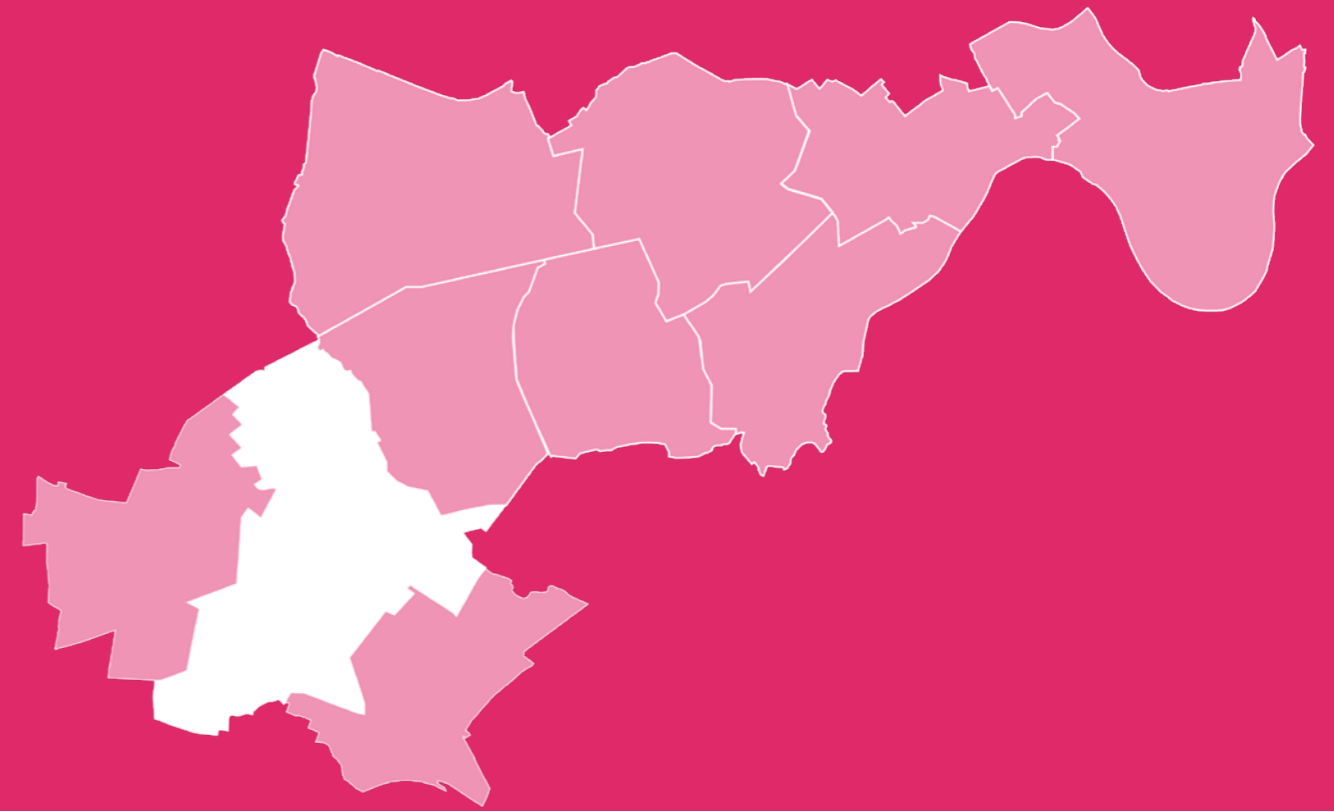


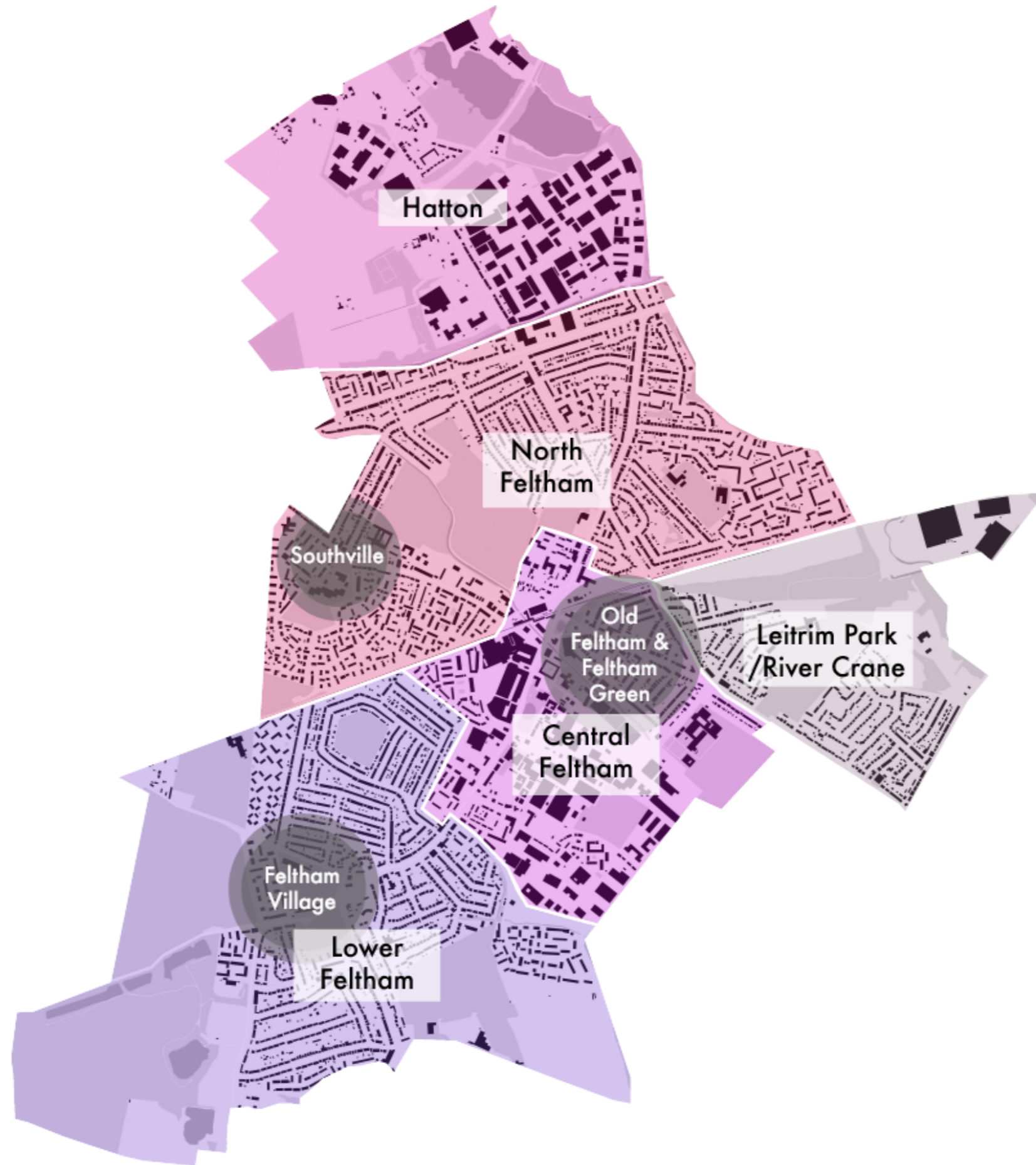
Fig B1.1 Hounslow's neighbourhoods

FELTHAM



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

B1.5 Feltham lies in the borough's west, looking out towards Ashford and Staines, and south to Sunbury and Hampton. Feltham town centre is at its heart, a popular centre, with an excellent range of shops and services. Access to this falls within 15 minutes of the majority of the area, however it is less accessible to areas around Hatton and Chertsey Road in Lower Feltham.

B1.6 Many local residents are employed at Heathrow airport, or work in aviation-related industries in the Borough. Around Feltham are several industrial areas, most significantly in Hatton, North Feltham, Central Feltham and Ashford Road. Pockets of light industry are also in Hanworth. As well as aviation-related businesses, there are a number of small family owned enterprises and other industrial activities that contribute to the economy, vibrancy and character of this area.

B1.7 Similarly to other parts of the borough, air quality is poorest along major routes. Poorer air quality is also found around the industry at the North Feltham trading estate. Key to improving air quality are measures to reduce car reliance and greening measures around industrial development.

B1.8 Whilst the area's local residents are mainly white British, the Feltham area is more diverse than neighbouring areas. Around 37% of residents are from Black, Asian and Minority Ethnic (BAME) backgrounds (2011 Census), the most diverse neighbourhoods being North Feltham and Hatton. Indian and Black African are notable communities throughout the area. There are also a significant number of Pakistani residents as well as Nepalese residents in

Feltham North. Hindus in the area are more likely to live around Feltham. Just over 50% of residents identify as Christian, compared to 41% Borough-wide average (2011 Census). Together these communities make a valuable contribution to the activities and vibrancy of their neighbourhoods.

B1.9 Feltham suffers from high levels of deprivation, with Feltham West and Feltham North ranking within the top 10% most deprived areas in England. One of the key indicators of deprivation is income; in Feltham North, for example, nearly 30% of households have an income in the lowest 20% nationally. Another indicator of deprivation is education. In Feltham North and Feltham West, a relatively high proportion of the population have no qualifications, and the percentage of young people who are not in education, employment, or training (NEET) is also above the national average. Health is also an important factor in measuring deprivation. In Feltham, there are higher rates of premature mortality, hospital admissions for alcohol-related conditions, and mental health problems compared to the national average.

B1.10 There is very little third sector activity in Feltham West – with only 4 third sector organisations (charities/mutual benefit societies/co-operatives/ not for profits/voluntary groups) registered in the ward (the lowest of any ward in Hounslow). The ward also has the lowest density of civic assets of any ward in Hounslow. These areas are likely to need additional support to address their deprivation challenges in the absence of strong community and civic infrastructure.

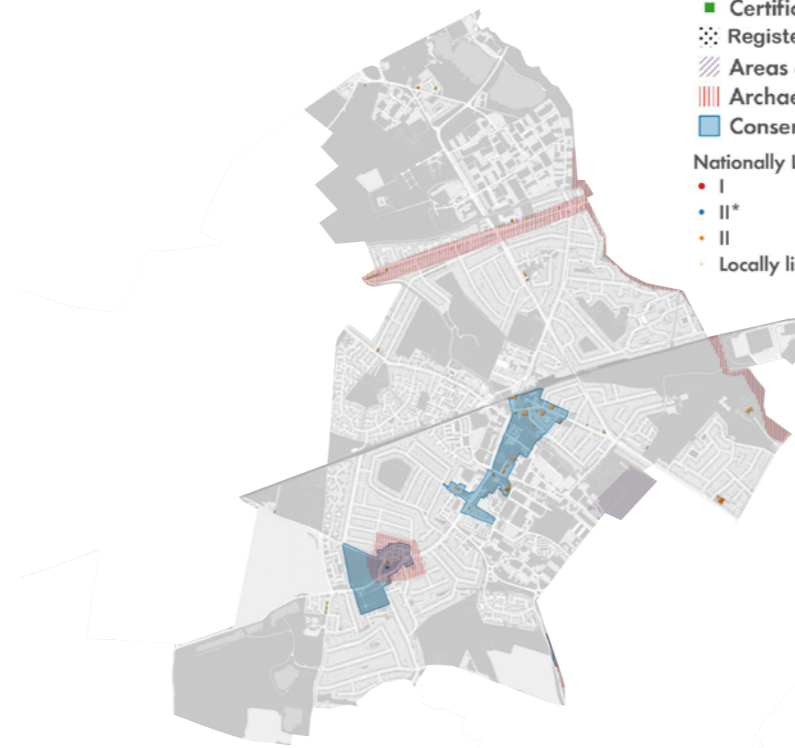


Fig B1.2 Heritage. Blue areas show conservation areas. Red hatch shows archaeological priority area.

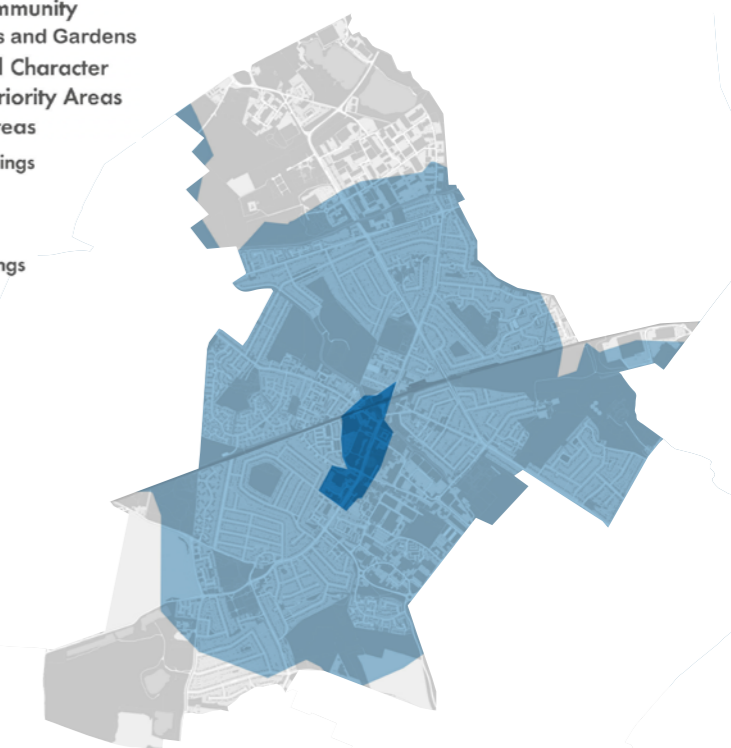


Fig B1.3 Proximity to centres (15 min walk) Light blue shows areas within a 15 min walk from a centre (dark blue)

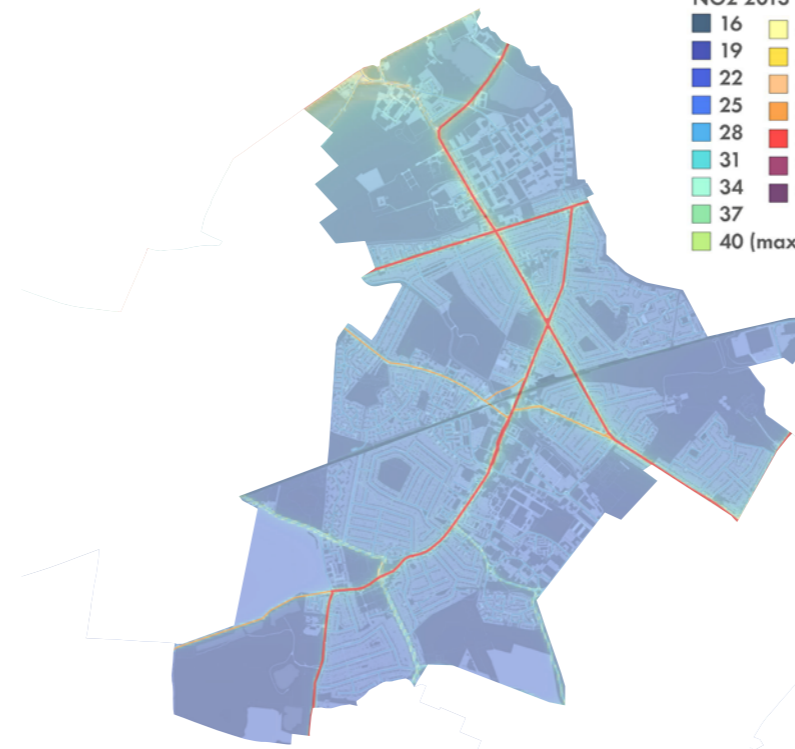
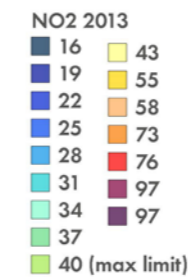


Fig B1.4 Air Quality Poorer air quality is found along the major routes

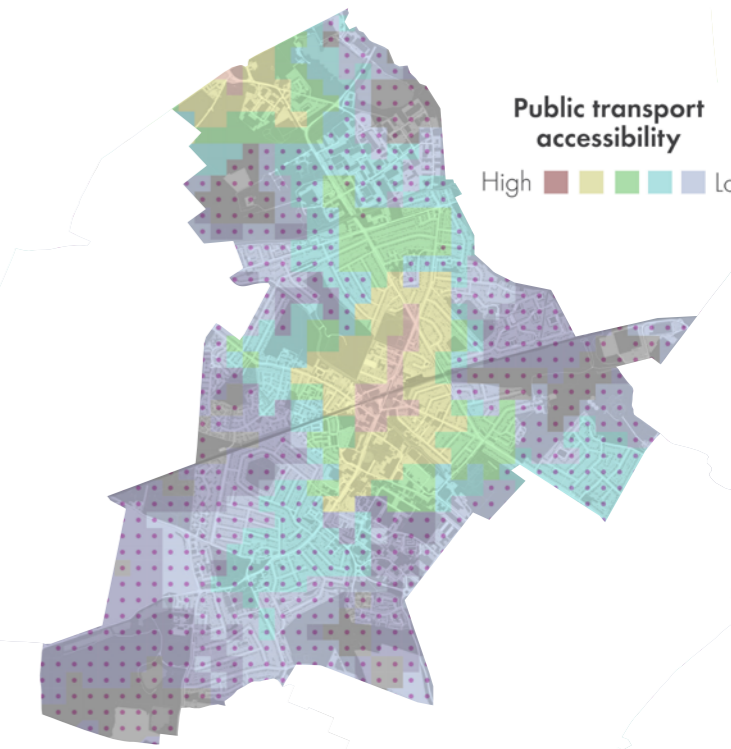


Fig B1.5 Public Transport Accessibility Levels (PTAL)

B1.11 The character of this area - its rich past, diverse people and physical attributes - needs to be recognised, strengthened and valued through understanding the qualities that make it a good place to live and work for its residents, and challenging the quality of design of proposals which come forward and their appreciation of local character. The quality of development coming forward must be improved, with an emphasis on valuing quality over quantity. In particular the Council need to establish a good design benchmark before supporting further buildings of height.

B1.12 Much of this area is characterised by suburban streets and housing. This means that generally there are moderate levels of green infrastructure built into the structure and grain of the area. Back gardens, green verges, street trees, park areas, river corridors and open Green Belt land all contribute to this moderate level of urban greening. As Figure B1.10 illustrates, most street blocks have an existing estimated Strategic Urban Greening Factor of around 0.5. However the trend of loss of front gardens and street trees must be reversed.

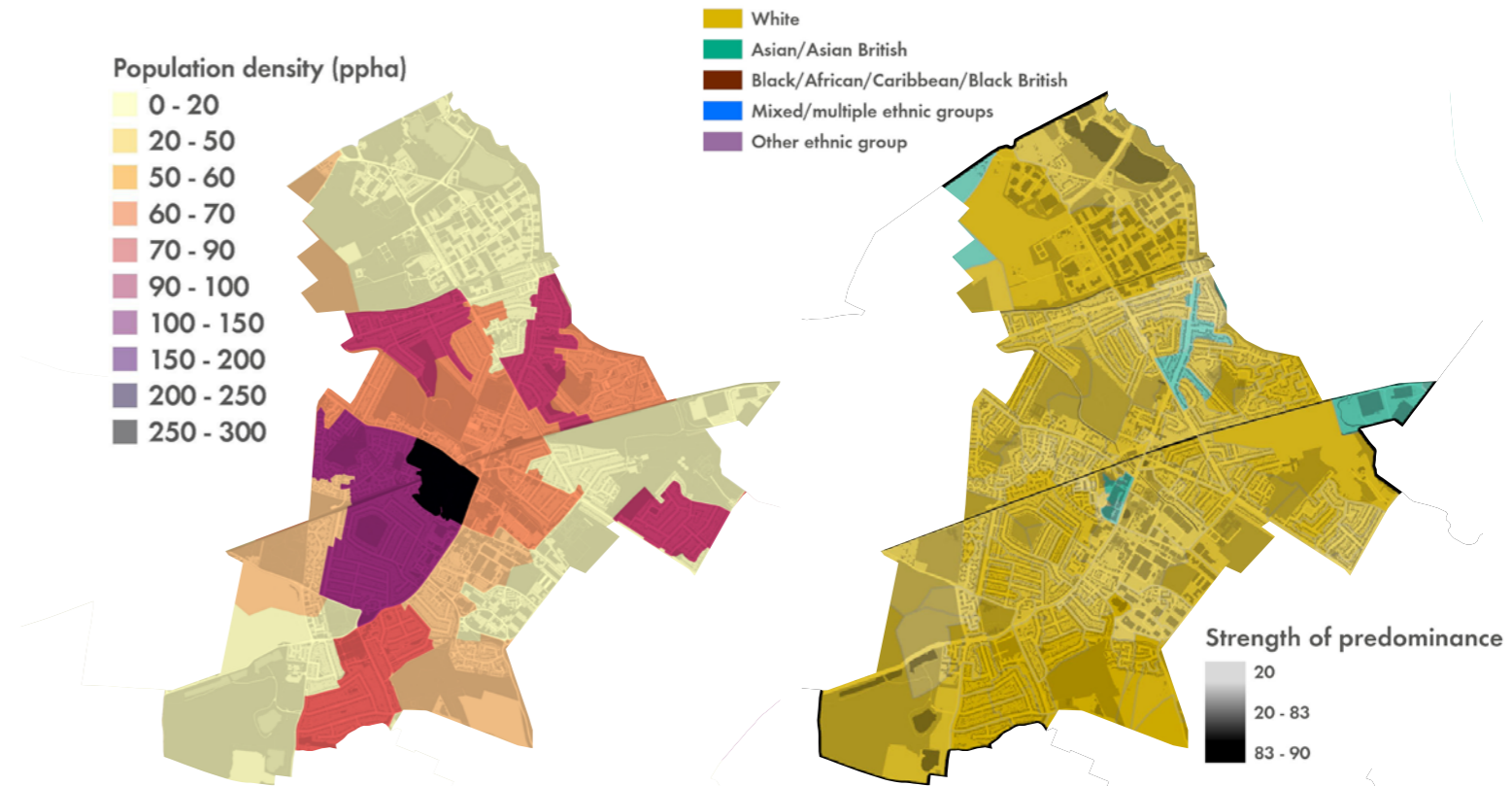


Fig B1.6 Population Density. Darker shades indicate a higher density.

Fig B1.7 Ethnic groups predominance.

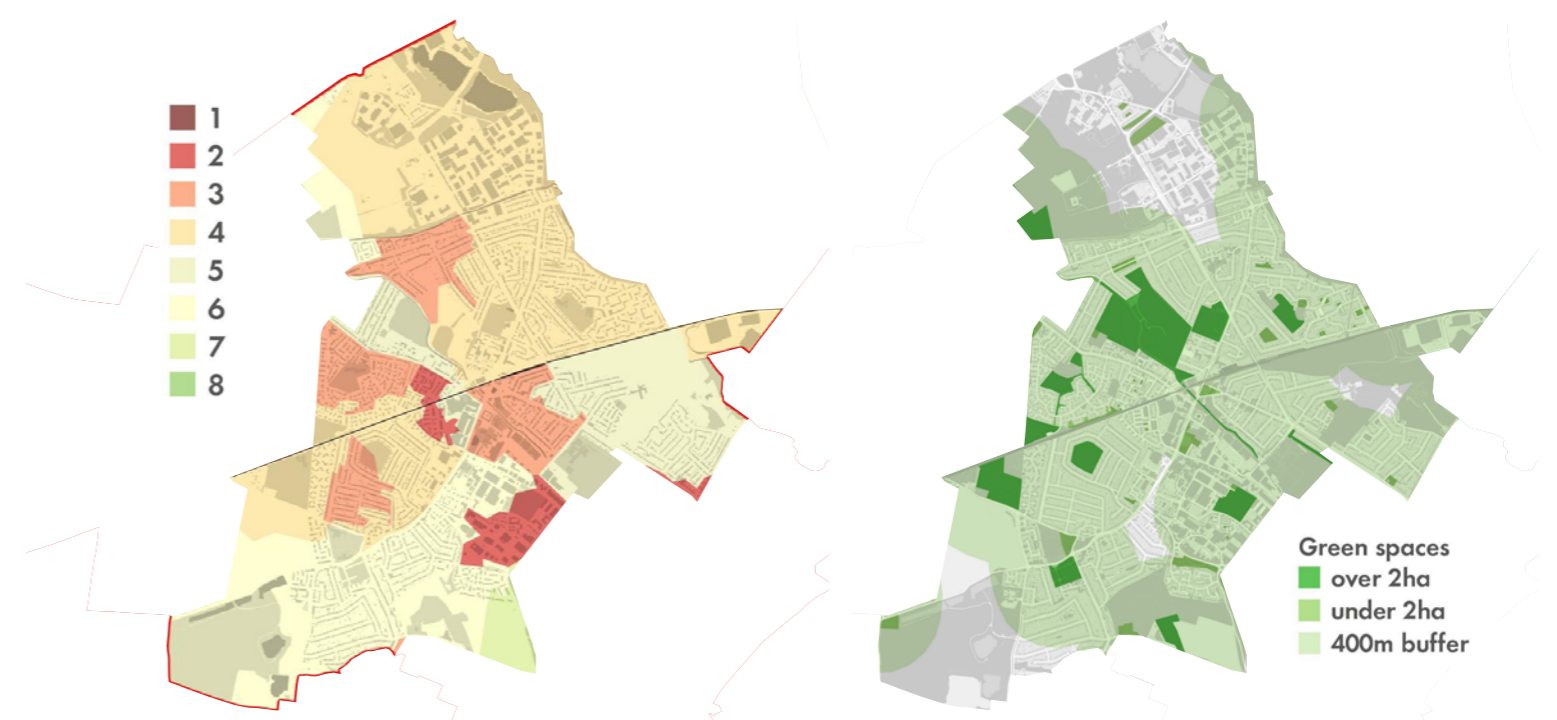


Fig B1.8 Index of Multiple Deprivation Decile (where 1 is most deprived 10%). Red shows more relatively deprived areas, dark green shows least

Fig B1.9 Access to green spaces. Dark green show open space, light green shows 400m radius from green space.

81.13 Waterbodies and watercourses are numerous but underplayed. There is real potential to lift the environmental quality of the places they run through, and to improve sustainable and healthy routes/connections along these landscape corridors. The Longford River, Duke of Northumberland River, Crane Valley as well as Bedfont Lakes, Bridge House Pond, Feltham Green and Lower Feltham Lakes are all important environmental assets whose contribution to the overall sustainability of the area could be increased through environmental investment and opening up public access. There is scope to enhance the biodiversity contribution of these assets too with proactive wildlife focused management. Opening up and enhancing green corridors along each of the watercourses, and investing in a set of wider green routes to connect to major green space assets would have a significant impact on the area, and help support the wider aim to improve physical and mental health among local residents within this part of the Borough.

81.14 Generally in this area there is a lower density of street trees and this is an important characteristic to change. 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. This will be a particular requirement in the urban greening priority area of Feltham. Opportunities to increase the incidence and frequency of street trees on streets would be a priority for contribution. In addition, contributions should also focus on enhancements to green and blue corridors such as the Duke of Northumberland River and the Longford River, including minimising the intrusion of artificial light to protect wildlife and promote biodiversity.



Fig B1.11 The Longford River represents one of the key opportunities in the Feltham area and developments should contribute and support projects to enhance the quality, accessibility and biodiversity of this and other corridors

Urban Greening Factor	
0 - 0.1	0.5 - 0.6
0.1 - 0.2	0.6 - 0.7
0.2 - 0.3	0.7 - 0.8
0.3 - 0.4	0.8 - 0.9
0.4 - 0.5	0.9 - 1

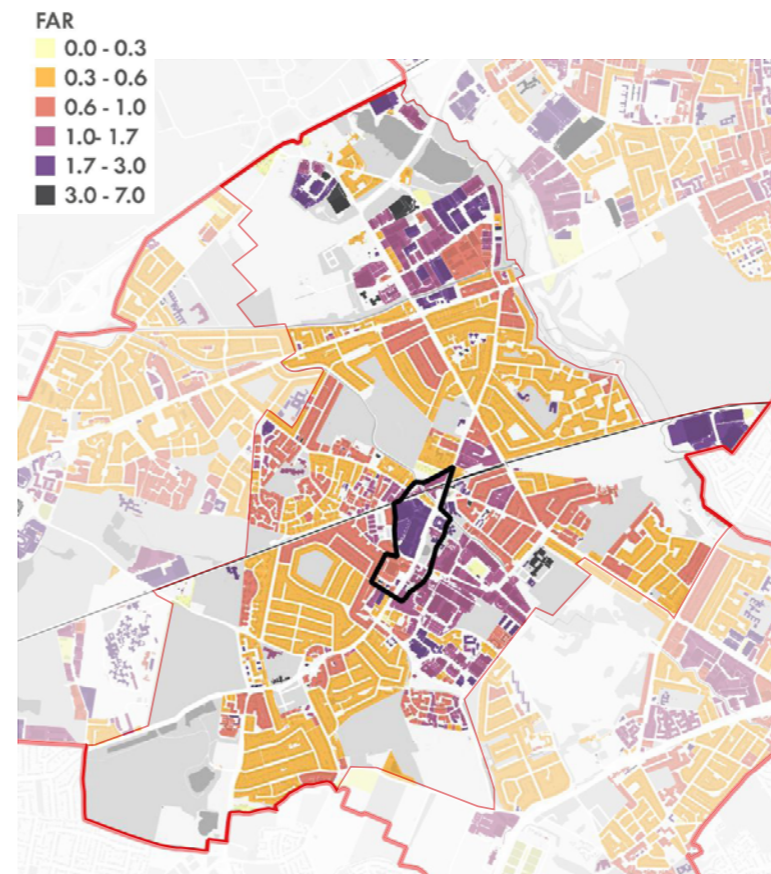
Fig B1.10 Strategic Urban Greening Factor analysis of existing street blocks - this measurement includes the contribution of street trees and planting in the public realm as well as greenery within plots. The London Plan suggests a minimum score 0.3 to support climate adaptation.

- 81.15 Key typologies in this area are suburban residential and cottage estate. Across the area both these typologies will come under increasing pressure to intensify. Whether this be through extending existing properties to increase the floorspace of existing homes as is already the case, or through infill or adaptation to sub-divide existing properties. In all cases local character objectives should be supported, this includes increasing urban greening as part of plot intensification.
- 81.16 The existing buildings across the area are predominantly two or three storeys. In and around Feltham Town Centre building heights are higher with a number of five to eight storey developments as well as taller buildings over 10 storeys.
- 81.17 In this area there are both character-based constraints to increasing building heights as well as hard safety constraints related to Heathrow Airport approaches. Some non-



Fig B1.12 Approximate existing Building Heights (2020)

residential sites are likely to come forward for development. In some cases this may allow increased densities as a result of existing structures providing a precedent for height. This will need to be managed carefully to ensure intensification supports a balanced and tempered approach to massing.



81.18 New development in this area will see some uplift in density, but will be primarily of between three to eight storeys so as to sit comfortably in this predominantly suburban character. New developments must have particular regard to the priorities in this area of increasing the quality of green and blue infrastructure, improving streetscape quality, supporting walking and cycling routes and raising the quality of design.

Fig B1.13 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.

B1.19 For a greener, healthier, cleaner, safer, thriving and liveable Borough, Feltham 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.
- 2. Enhancing the recognition and role of green and blue infrastructure and its contribution to the character and image of the area.** Helping

to enhance the quality of existing assets and extend public access along corridors and into new and/or enhanced green and blue spaces. In some locations there may be opportunities to sensitively redevelop the edges of river corridors in order to help enhance the river corridor and access along it, being mindful of the special local context, safety and character of these spaces. Improving lighting along the Longford River in a nature sensitive manner is key to enhancing access. Key corridors for increasing environmental quality and public access connections are the Duke of Northumberland River, Longford River, Crane Valley, and connecting to the green spaces around Ashford Road and Feltham High Street. These corridors will also play an increasingly important role for walking and cycling through

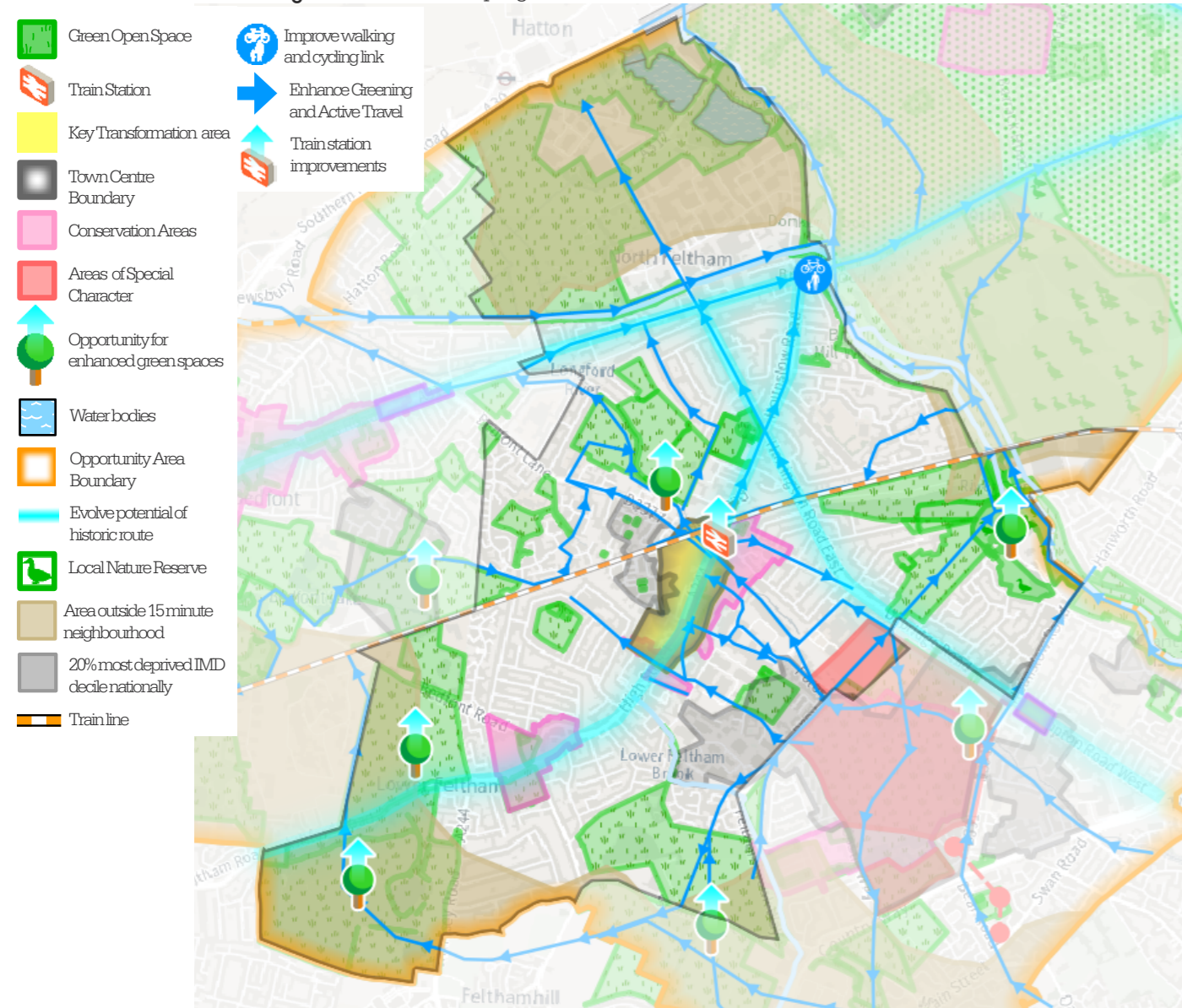


Fig B1.14 Area transition vision diagram *Diagram to be amended to align with single Local Plan, once adopted

this part of the Borough, offering river-level crossings of the arterial roads that currently divide the area.

- 3. Promoting and delivering sustainable and active travel.** Interventions should seek to improve the amount and quality of walking and cycling routes and public transport provision from residential areas the town centre, industrial and employment hubs and further afield. Suitable wheelchair access should be provided on pedestrian routes, including pavements, where possible. Better connections are needed particularly along the river corridors. Reducing parking provision and encouraging sustainable freight are other measures that could be implemented to rebalance the movement hierarchy towards sustainable and active travel.
- 4. Supporting employment and light industry, and enhancing its contribution to the character and image of the area.** Industrial areas in Feltham form important employment hubs for people locally and further afield. Industrial parks include uses such as offices, light industry, industry and storage and logistics and there exists further demand for these uses. Growth in employment uses will have benefits for the local economy, and it is important that new development helps to enhance local character through good design, including active frontages, greening on site and on streets, sustainable freight and transport solutions and active travel links.
- 5. Enhancing the role and environmental quality of Feltham Town Centre.** Support the town centre through intensification, diversification and enhancement - emphasising fine grain as opposed to coarse grain development, improving the shopping, food and drink, community and leisure offer to enhance its appeal for families, and continuing the greening of streets and spaces. Interventions to improve air quality around the town centre should be prioritised. Opportunities to enhance existing links across the rail line and create new links along the Longford River should be secured to maximise the accessibility of the centre to the local population, as well as strengthening links within the town centre

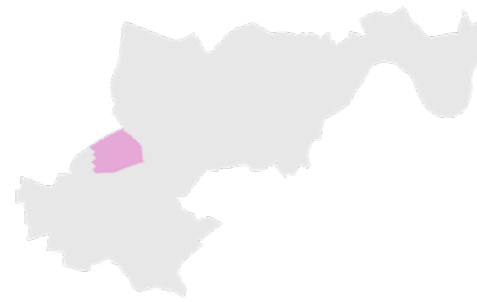
and to industrial areas and improving the safety around the station through public realm enhancement.

- 6. Reinforcing and enhancing the role of surviving historic fabric and routes.** Clusters of historic fabric in locations such as Old Feltham should be supported through environmental improvements to support their settings. Historic routes such as Staines Road have proved adaptable over history to changing roles and demands. Opportunities to enhance these routes as the focus for communities as well as connections in the future should be maximised. Opportunities to integrate archeological remains in new development to add archaeological interest and contribute to placeshaping should be explored.
- 7. Improving the sustainability of existing buildings and future development.** 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. Retrofit solutions should also be applied to industrial development. The feasibility for a district heating network should be explored in this area. Within transform areas, it is important that any new development seeks to reach the highest levels of sustainability (see Common Considerations).



Enhancing the recognition and role of the area's waterways to support residents is a key priority

Hatton



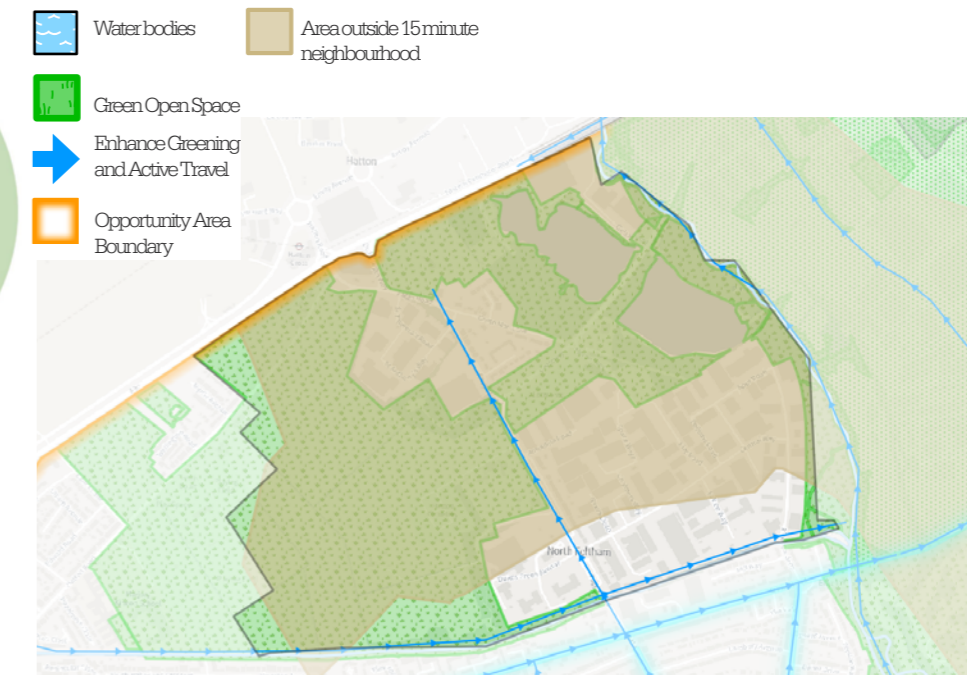
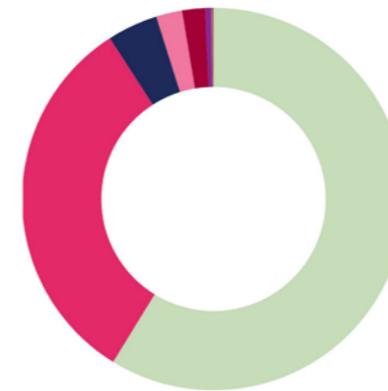
What's special about Hatton?

B1.20 The area of Hatton has a long history, but one which is largely hidden today. The historic village has been largely lost to the Great South West Road / Heathrow, albeit the street structure of Faggs Road and Green Man Lane remains. From steelwork specialists to exotic fruit suppliers, the thriving Feltham Trading Estate is a key employment hub with logistics, catering and support operations serving Heathrow Airport. Long-standing family businesses include Bradley's Fish and Allan Reeder dairy suppliers. Cafes within the estate are popular breakfast and lunch spots for workers. Much of this industrial activity is the legacy of the Bedfont Powder Mills which used to occupy this land next to the River Crane. Nearby is Radius Park, another employment area with airport related uses.

B1.21 The neighbourhood backs onto the Duke of Northumberland River and extends via Hatton village to the edge of Heathrow Airport. In the south west is Tesco's Dukes Green, the main superstore for locals doing their weekly shop. The residential parts of Hatton are small and include strips along Faggs Road and Green Man Lane as well as two storey post-war housing around Hatton Green. The area benefits from significant open space, including Hatton Fields, Hatton cemetery, Fagg's Road / Heron Way allotment and London's largest community urban farm attracting visitors further afield. The area is also close to the Crane Valley for nearby walks.

Prompts for character-led development

- Despite the presence of Hatton Cross station, the area is isolated owing to major roads and large pieces of land and industry surrounding it. Interventions should support the village and residential pockets whilst acknowledging the emphasis for development in the area will be employment-led. Active and sustainable travel interventions are required throughout the area.
- The existing building height range in this neighbourhood is 2-6 storeys approximately. New buildings should be between 2-4/5 storeys in height.
- Opportunities to enhance the quality and access to green assets including the Crane Valley and Duke of Northumberland River should be maximised alongside any development.
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees and planting or enhancing green corridors, such as the Duke of Northumberland's river. This will require a considered analysis of existing green infrastructure and a landscape-led response to design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage and biodiversity.



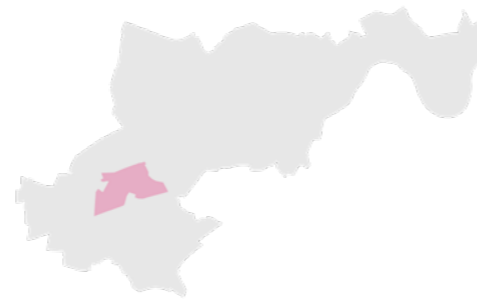
Plan of neighbourhood *Diagram to be amended to align with single Local Plan once adopted



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



North Feltham



What's special about North Feltham?

B1.22 North Feltham is mainly residential. The ward (which includes Hatton neighbourhood) is ethnically diverse with notable Indian, Pakistani and Nepalese communities (2011 Census). Homes are generally low rise, post-war suburban, including cul-de-sacs and garden city style estates. The area benefits from local parades along Faggs Road and Hounslow Road. Buses along Faggs Road, Hounslow Road and Bedfont Lane connect the area with Feltham town centre, and to the north is Tesco's Dukes Green, popular for the regular food shop. Bedfont Lane Community Centre is a key facility. Southville Primary and Sparrow Farm Primary Schools are both in this neighbourhood.

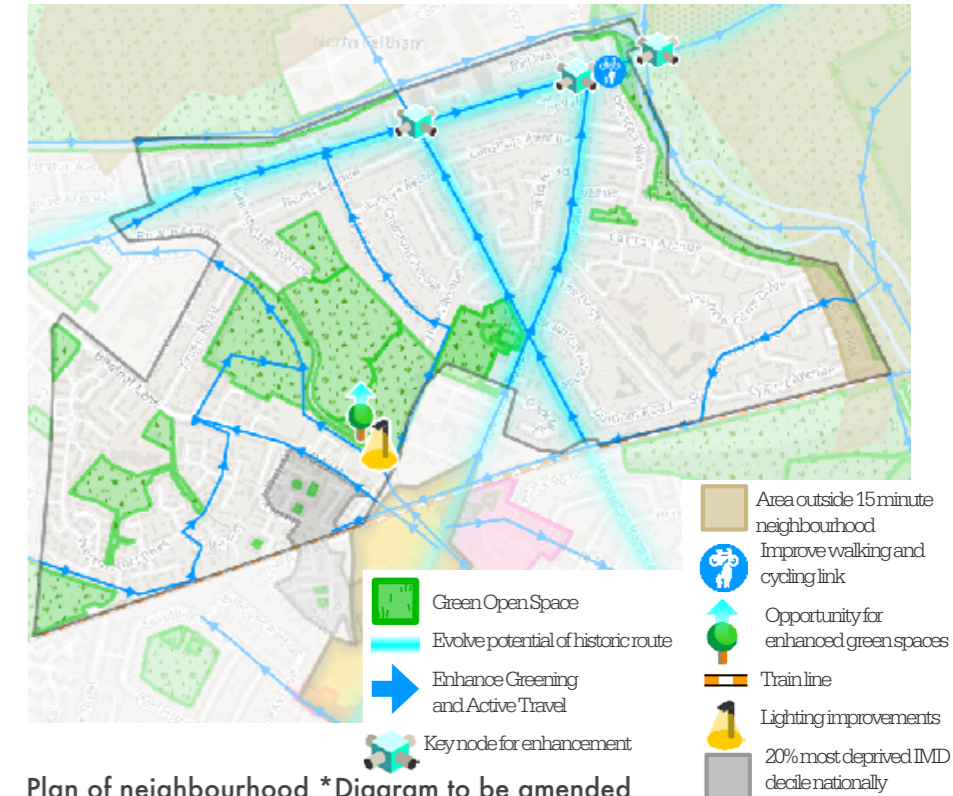
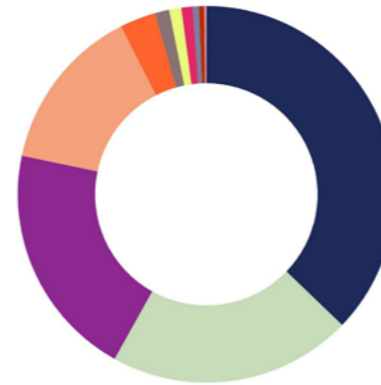
B1.23 The neighbourhood is crossed west-east by Duke of Northumberland's River, which is generally inaccessible and mostly backed onto by residential and business uses. The Longford River also runs north-west-south-west through the area, which consists of walking and cycling links to Feltham Town Centre. The area benefits from several local green spaces highly valued by the local community - including Feltham Park and playground, Blenheim Park, as well as woodland walks along the Crane. School playing fields and a cemetery also contribute to green space. This green character is reflected on Hounslow Road with its mature tree-lined pavements, improving the overall streetscape.

Prompts for character-led development

- Opportunities exist to enhance active and sustainable connections to Feltham Town Centre, particularly along the Longford River.
- Future interventions should seek to enhance the relationship between green spaces and adjacent residential areas, in particular around Glebelands/ Feltham Arena. Increased connections into the park and potential frontage on to the space would help make the most of this asset.
- The existing building height range in this neighbourhood is 2-10 storeys approximately. New buildings should be between 2-5 storeys in height.
- Raising the quality of design proposals is a priority for this neighbourhood. Interventions should be mindful of the need to restore linkages and permeability and should not repeat cul-de-sac forms.
- Proposals should seek to address deprivation in North Feltham through addressing barriers to housing, education and employment and improving the quality of the local environment.
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees and planting or enhancing green corridors, such as the Longford River. This will require a considered analysis of existing green infrastructure and a landscape-led response to design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage and biodiversity.

"Lots of local green spaces. Good public transport links."

- Local resident



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



Red brick



Roof rhythm



White render



Shopfront awnings

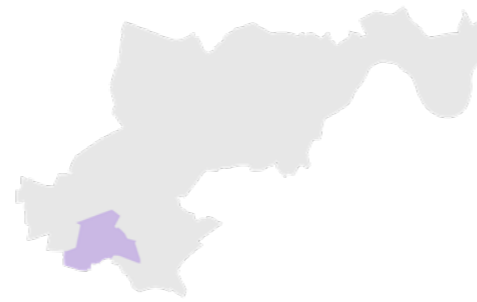


Front gardens



Mature tree-lined pavements

Lower Feltham



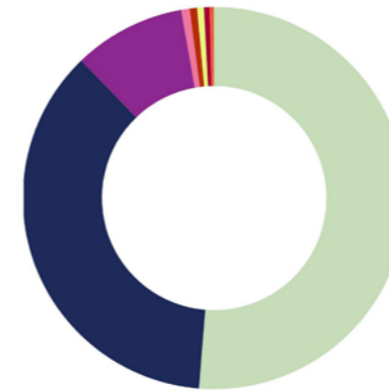
What's special about Lower Feltham?

- B1.24 The historic heart of Lower Feltham is centred on St Dunstan's Church and a cluster of buildings that surrounded it. Today the church is bounded west by St Dunstan's Park and playground, and a cemetery to the south. The area is served by shopping parades to the east at Spring Corner on the High Street, which is also in walking distance to Feltham town centre. This area contains the St Dunstan's Conservation Area.
- B1.25 Most of the area is residential. The Lower Feltham area sits within the Feltham West ward and parts are included within the Hanworth Park ward. 35.5% of residents in Feltham West are from BAME groups (30.8% for Hanworth Park). Black African and Indian residents are notable groups. The area has the highest proportion of those aged 0-19 years living in the Borough (GLA 2015-based Demographic Projections). Feltham Hill Infant and Nursery School, Oak Hill Academy are the main local schools.
- B1.26 Homes are varied in age and style, from interwar semi-detached streets, to postwar cul-de-sacs and bungalows. The plan opposite shows the diversity in housing layouts, for example the looser form of Redford Close built in the late 1900s contrasts with the strict grid layout of interwar streets to the east.
- B1.27 Grosvenor Park is another valued local green space to the north (replacing a former plant

nursery) and the larger open spaces of Ludlow Park and St Dunstan's Meadow give the area a leafy green character with space for leisure. This green character can also be found on residential streets where some streets are lined with trees and green verges, improving the overall quality of the area. Lower Feltham Brook can be glimpsed at points, for example at Poplar Way to the east.

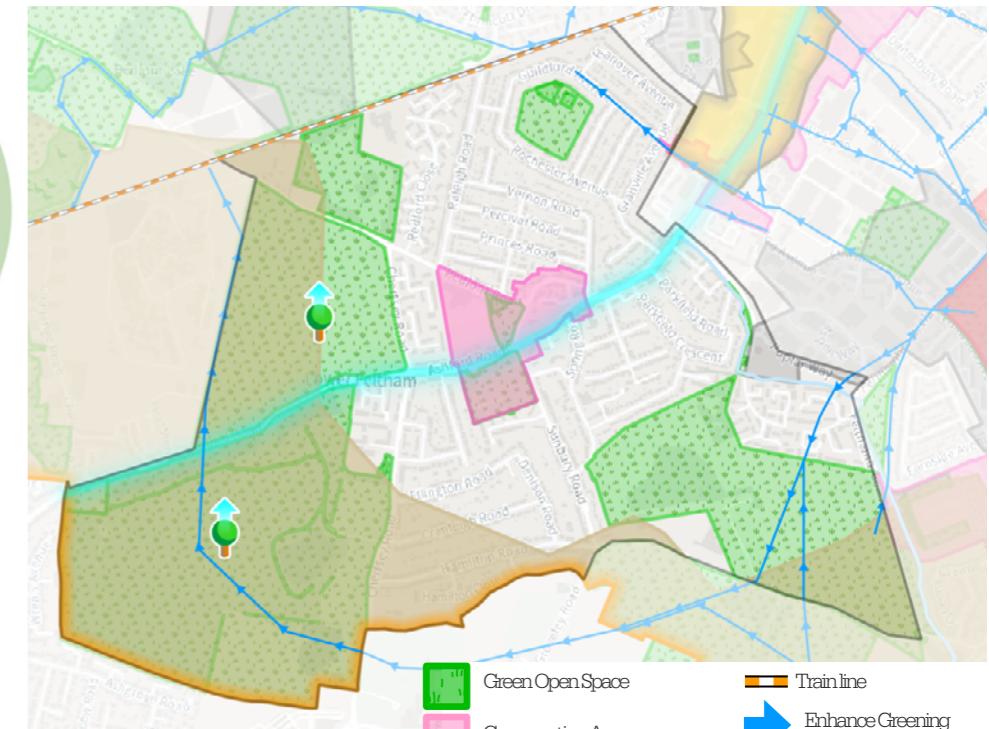
Prompts for character-led development

- Lower Feltham centre provides an opportunity to be enhanced and reworked to support the local community better - drawing together the new and the old and introducing new community facilities.
- The existing building height range in this neighbourhood is 2-4 storeys approximately and new building heights should also fall within this range.
- All development sites must also make a contribution towards active and sustainable travel in addition to greening in the public realm on streets; the avenues of street trees found on key routes should be respected, managed and encouraged more widely through the neighbourhood. This will require a considered analysis of existing green infrastructure and a landscape-led response to design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage and biodiversity.



Neighbourhood typologies

- 51% Green space
- 37% Suburban
- 10% Cul-de-sacs
- 1% Institutions
- 1% Modern urban
- 1% Big box
- 1% Parades



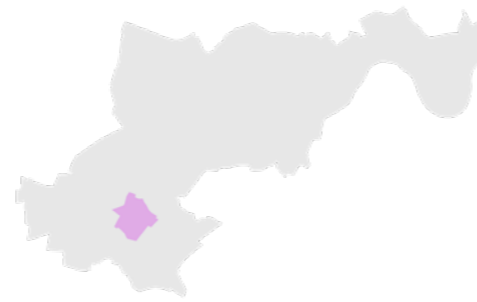
Plan of neighbourhood
*Diagram to be amended to align with single Local Plan, once adopted



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



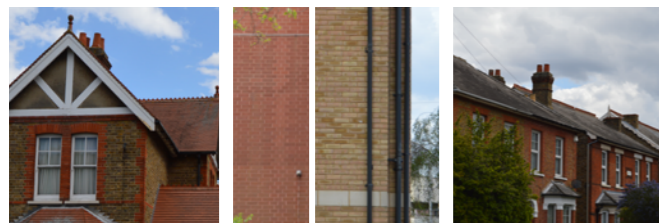
Central Feltham



What's special about Central Feltham?

- B1.28 Central Feltham is a bustling town centre, serving its local residents and suburban hinterland. The High Street has seen significant regeneration since the 1960s. The Centre opened in 2006 and offers a wide variety of national chain shops, a large supermarket, library and health centre. The largest local employer in Feltham is Heathrow airport and associated industries including logistics, many located on the southern edge of the town centre amongst other local businesses and uses, including a vibrant local church. Nearby is the popular Leisure West with Cineworld and Tenpin bowling.
- B1.29 Central Feltham straddles the wards of Feltham West, Hanworth Park and Feltham North. The majority of the population are white. 30.8% of residents in Hanworth Park ward are from Black, Asian and Ethnic Minority (BAME) groups (35.5% for Feltham West and 38.9% for Feltham North). Indian, Pakistani and Nepalese residents are notable groups across the wards. Feltham's Showpeople are a longstanding and important part of Feltham's community, and are based north of the railway.
- B1.30 The residential areas within the neighbourhood consist of late inter-war and post-war two storey semis and short terraces. Moments away from the centre is Old Feltham, a historic, quiet haven of streets surrounding Hanworth Road, well-loved by locals. The town centre and green form a conservation area with significant history surrounding the railway station, St.

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



Articulated masonry Red brick and London stock brick Roof rhythm

B1-29

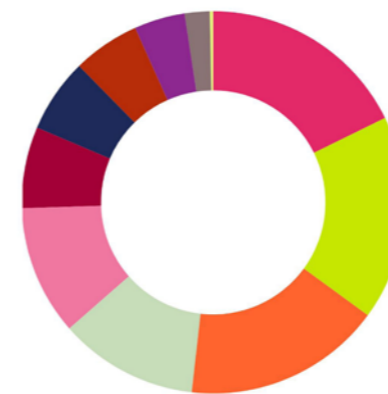
Lawrence's Church, Feltham Green and Bridge House Pond. The Longford River runs through into the town centre where it is an attractive but hidden natural asset.

Prompts for character-led development

- The existing building height range in this neighbourhood is 2-12 storeys approximately and new building heights should also fall within this range. Further guidance on density and height for new development within the town centre is given in the Feltham town centre design codes, overleaf. Any proposals for tall buildings should refer to the Local Plan.
- New development and interventions in the town centre must focus on re-introducing a finer grain, enhancing the quality and number of active and sustainable travel connections into the High Street from surrounding neighbourhoods and industrial areas and improving the shopping, community and leisure offer to enhance its appeal for families. Improvements to Feltham Green and Bridge House Pond are key to improving play, exercise, community and events space in the town centre.
- The scale of development in the centre over the last 20 years has significantly increased (both in footprint and height). The bulkiness and incidence of taller elements in new proposals should be reduced, with a strong steer towards high quality, fine-grain, mid-rise development. Opportunities to re-invent typologies such as mansion blocks should be considered. New additions must be sympathetic to and informed by the conservation area, including The Green and the listed buildings that front it, as well as supporting views of historic landmarks, like St Catherine's.
- Developments away from the High Street should maximise the permeability through this neighbourhood, helping support the town centre and the vitality of the neighbourhood's streets. A range of house-sizes and tenure types

are encouraged to attract people of all ages. Proposals should seek to address deprivation in Central Feltham through addressing barriers to active and sustainable travel, housing, education and employment and improving the quality of the local environment. Locals feel there is a need for youth facilities in the area.

- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees and planting in Feltham town centre or enhancing green corridors such as the Longford River. This will require a considered analysis of existing green infrastructure and a landscape-led response to design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage and biodiversity.

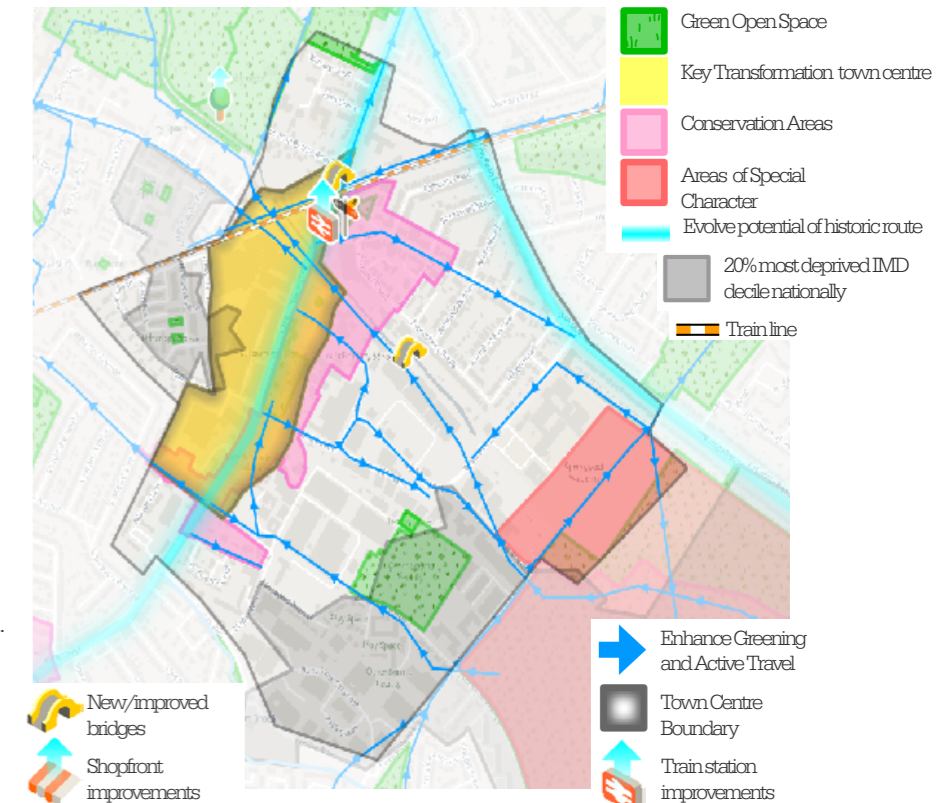


Neighbourhood typologies

- 18% Industry
- 17% Centre
- 17% Urban terrace
- 12% Green space
- 11% Institutions
- 7% Big box
- 6% Suburban
- 6% Modern urban
- 4% Cul-de-sac
- 2% Slabs

“Old Feltham is a quiet haven just around the corner from the station and the town centre”

- Local resident



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



Feltham Town Centre Design Codes

Design & Heritage

Building Form

- B1.31 In order to improve perceptions and overall appearance of Feltham Town Centre all new development needs to be of a high quality design. All significant development proposals should seek early advice on design and make use of the council's design review panel. The council will recommend when a scheme is deemed suitable for referral to the panel and the threshold will include schemes that are not GLA referable.
- B1.32 The existing character of the high street feels disparate and not of high quality, particularly the additions in the last twenty years. As there is a lack of consistency there is scope for new development to raise the quality of the built environment and define a new identity for the town centre based on creative, high quality designs. At the same time, new additions must be sympathetic to and informed by the conservation area, including The Green and the locally listed buildings that front it, as well as supporting views of historic landmarks, like St Catherine's.
- B1.33 New development should aim to knit together new and old and work towards fixing the fragmented nature of the town centre, with



Fig B1.17 Haworth Tompkins, Canning Town. An example of a high quality, landscape focussed development

an emphasis on finer grain development and connectivity.

- B1.34 The materials and design of buildings should be well crafted and have careful attention to detail. There is no consistent material palette in Feltham, but developments should draw on the wealth of references within the conservation area to inform the material palette.
- B1.35 Where appropriate, the industrial heritage of the area should be reflected in the design of buildings. There is scope for interesting rooflines and set back top stories which could give the high street a more characterful silhouettes.
- B1.36 Buildings along the high street should have active frontages. Fronts and backs should be clearly defined.
- B1.37 Access to non-residential uses at ground floor should be from the primary route, with separate entrances to each retail and/or commercial unit as required.



Fig B1.16 Mae-Pegasuslife. This scheme uses green glazed tiles, an example of high quality materials



Fig B1.15 Kings Crescent Estate, Hackney. Pedestrian street featuring creative greening measures and play on the way equipment

- B1.38 Residential entrances should be celebrated and create good sense of arrival, unimpeded by access and servicing routes.
- B1.39 Proposals including mews dwellings with rear residential access should take care to make this safe with public realm and lighting, given the route may typically be used for servicing along the parade.
- B1.40 Balconies, winter gardens and roof top amenity spaces should be carefully integrated into building forms. Private amenity spaces must be usable and acknowledge the potential impact of noise from the road and railway.
- B1.41 New development should also be generous in public realm provision, reflecting the positive contributions that existing green spaces make.
- B1.42 New residential streets should be car free (where appropriate) incorporating cycle infrastructure, creative greening measures and infrastructure to facilitate play on the way. Where roads also accommodate vehicles their design should incorporate wide pavements, segregated cycleways, limited on-street parking and plenty of street trees and other greening measures.
- B1.43 Existing access and movement arrangements around and into the site need to be factored into proposals. Commercial servicing arrangements must be integrated into the design at an early stage.
- B1.44 Applicants should consider the integration of community facilities as part of their proposals.
- B1.45 Applicants should demonstrate how proposals can be easily adapted between uses, particularly at ground floor to build in resilience.

Density and Height

- B1.46 Height and densification need to be carefully managed. The bulkiness and incidence of taller elements in new proposals should be reduced, with a strong steer towards high quality,

fine-grain, mid-rise development, particularly along the high street, which currently lacks uniformity and coherence. Taller elements may be appropriate in certain identified locations if impacts on views and the setting of the conservation are carefully considered.

- B1.47 While building heights of 2-12 stories are identified as appropriate for this neighbourhood, taller buildings will only be appropriate on some sites, and mid-rise buildings are more likely to be appropriate across the town centre. Development must mediate the transition in scale between 'The Centre' and the lower scale of suburban residential neighbourhoods, in both heights and massing. Any proposals for tall buildings will need full views testing and a townscape analysis, referring to Local Plan policy and the Tall Buildings Study. Tall buildings in Feltham town centre need to be designed 'in the round' to respond to the variety of view points where they will be viewed from, particularly as they will be visible from a number of open spaces such as Glebelands Park.

Heritage

- B1.48 The existing Feltham Masterplan identified a number of views of St Catherine's spire, development should protect views of this listed spire.
- B1.49 Local landmarks add greatly the character of the town centre, and opportunities to enhance these should be explored, including investment into St Catherine's. Maintenance of these landmarks should be a priority.
- B1.50 There is an opportunity to design a gateway building to Feltham opposite St Catherine's on the McDonalds site. This does not necessarily mean a tall building, but rather an architecturally interesting and significant building to compliment the spire and complete the gateway into Feltham.

Movement

- B1.51 New development and interventions in the town centre should focus on re-introducing a finer grain, enhancing the quality and number of connections into the High Street from surrounding neighbourhoods and industrial areas.
- B1.52 Feltham High Street, Hanworth Road, Browells Lane, Elmwood Avenue, Manor Lane/ Guildford Avenue and Bedford Lane are key focuses for route improvements within the town centre. To improve the pedestrian and cycling experience in these locations, and on other roads within the town centre, interventions should alter the movement hierarchy in favour of pedestrians and cyclists through:
 - Integrating segregated cycle lanes
 - Improving pavement conditions and widening pavements
 - Introducing cycle parking
 - Reducing pavement parking
 - Introducing street trees and greening
- B1.53 There is a significant amount of parking provision within Feltham Town Centre. Redevelopment schemes should seek to undertake parking surveys to understand how parking can be consolidated and rationalised. For example, where appropriate parking provision could be provided underground or in multi-story facilities, such as at large superstores Tesco and Lidl and at Leisure West. Following the London Plan, it is recommended that car parking spaces be limited in line with public transport availability. A significant number of EV charging stations should be included in any parking, in addition to extensive cycle parking provision.
- B1.54 The Longford River is a key priority to create a movement corridor that connects Feltham High Street, local green spaces, residential areas,

and the industrial and leisure offer to the east of Feltham High Street.

- B1.55 Improvements are required to enhance river corridors to enable walking and cycling connections. New developments along river corridors should contribute to the creation of new paths, providing access to both sides of the river. New developments should provide overlooking to enhance safety.



Fig B1.18 Street improvements on Regent Street have included pavement widening, cycle lane introduction and greening



Fig B1.19 Longford River, north of the train station. Improvements are required to enhance accessibility and safety.

Public Realm

- B1.56 Opportunities should be taken to enhance greening on the high street, potentially through the planting of additional street trees. The area benefits greatly from open green spaces in and around the town centre. Development schemes must be accompanied by high quality proposals to improve or add to the public realm.
- B1.57 Street furniture should be coordinated throughout the town centre and constructed of high quality and robust materials.
- B1.58 Paving materials in the public realm and areas of public space should be enhanced, to encourage people to dwell and gather.
- B1.59 The enhancement of the quality and appearance of signage and advertising would improve character of the public realm.
- B1.60 Shopfronts should be enhanced with high quality façade design that incorporates quality signage and advertisement. New shopfronts on Cavendish Terrace should retain the good quality original detailing, such as the original door framing between the shopfronts.
- B1.61 A heritage trail could help connect the town centre to surrounding heritage assets such as Hanworth Park and other areas, and also raise awareness of local heritage assets. This could also be an opportunity to highlight the industrial, agricultural and aircraft heritage of Feltham.

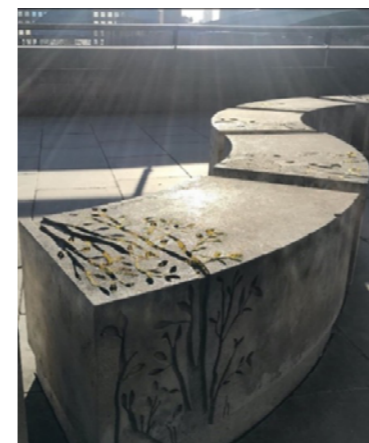


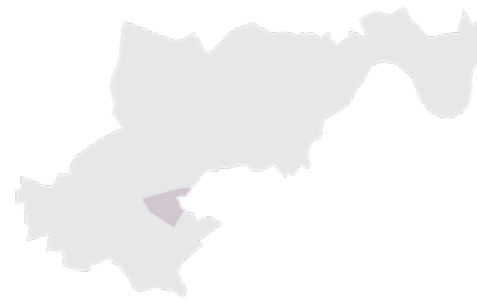
Fig B1.21 Flower bench, P.Fernandes. An example of robust street furniture, City of London.

- B1.62 Feltham Train Station requires significant upgrades to pedestrian and cyclist safety, in addition to improvements to create a sense of arrival to the town centre. This should include:
 - Changing the movement hierarchy in favour of pedestrians and cyclists through a rationalisation and decrease of the car parking and an expansion of the pedestrian provision including high quality paving which seamlessly links Feltham High Street to the station building entrance,
 - Improvements to wayfinding through use of signage to signal to attractions and to assist with the interchange between other transport modes,
 - Inclusion of space for pop-up retailers, such as coffee carts outside the station,
 - Introduction of a safe and welcoming waiting and resting area within the pedestrian piazza, which could include play equipment,
 - Introduction of significant greening measures, including green walls, trees and planters.



Fig B1.20 Runcorn Station Plaza. This example of station improvements introduced a new piazza outside the station, which changes the movement hierarchy in favour of pedestrians and creates a more welcoming environment with seating and greenery where people can spend time before and after train journeys.

Leitrim Park and River Crane



What's special about Leitrim Park & River Crane

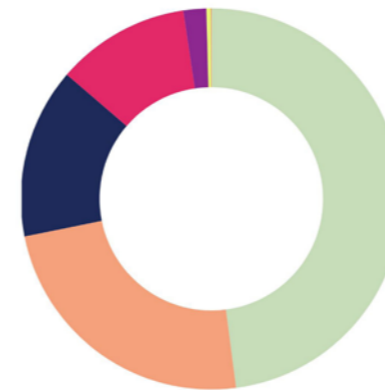
- B1.63 The neighbourhood sits within the Hanworth Park ward which has a majority white population. 30.8% of locals are Black and Asian Minority Ethnic (BAME), including significant numbers of Indian and Pakistani residents. The ward has one of the highest levels of volunteering in the Borough (Community Life Survey 2016/17). Community groups include the Pevensey Road Green Gym Rangers, who meet regularly to help preserve the wildlife corridor along the River Crane.
- B1.64 The large green open spaces of Leitrim Park, Pevensey Road Nature Reserve, Crane Valley to the north and Hanworth Park to the south of Uxbridge Road contribute to the special character of the neighbourhood. The parks provide a great asset for local walks, rest and recreation. On the other side of the River Crane is Godfrey Way, an industrial enclave including a Royal Mail sorting office, restoration of the riverside footpath in this area would improve the permeability and amenity of the area.
- B1.65 The area is served by a local shopping parade on Uxbridge Road and a larger row of shops further south on Hampton Road West including a Tesco Express. On the edge of Hanworth Park is the popular Air Park, Leisure Centre and Hanworth Library. Opposite on the north of Uxbridge Road is the 20th Century Grade II Listed All Saints Church, built in the 1950s. The area is well connected by bus to Feltham, Hounslow, Twickenham, Richmond and Kingston.

B1.66 Homes are mostly two storey semis and short terraces, laid out in the 1950s and 60s. The Wigley Road area is characterised by generous green verges, hedges and planting. Earlier housing with large forecourts line Uxbridge Road. Some houses still retain their front gardens, contributing to the green character of the area, supported by mature trees that line Uxbridge Road.

Prompts for character-led development

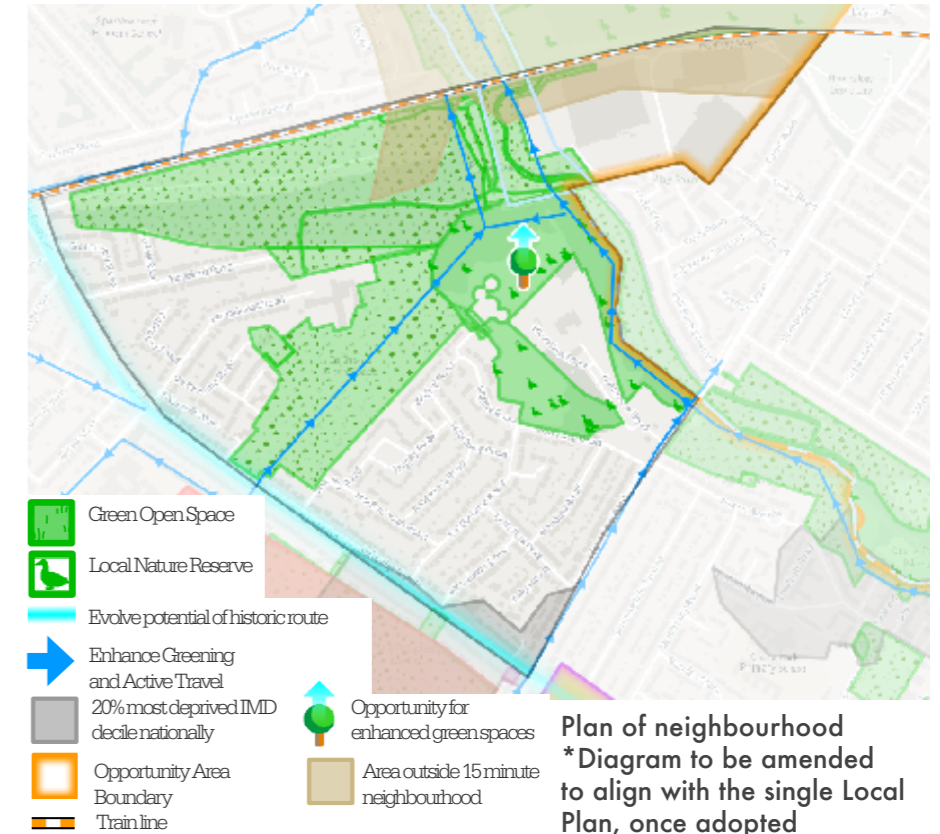
- Priorities for this neighbourhood include maintaining and, where required, repairing the character of Uxbridge Road and enhancing the existing green assets and the linkages to and between them. The entry points to Leitrim Park need enhancement and any new development adjacent to the park should seek to address this. As part of the area's wider vision, enhancements to the river valley - connections along and to it, repairs to the existing footpath, as well as enhancing its edges - should be encouraged.
- Improved connections across Uxbridge Road to the town centre should be enabled.
- The existing building height range in this neighbourhood is 1-2 storeys approximately. New building heights should also fall within this range
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees and planting or enhancing green corridors. This will require a considered analysis of existing green infrastructure and a landscape-led response to design. The introduction of new green elements must maximise their environmental

performance and contribution with particular attention to sustainable drainage and biodiversity.



Neighbourhood typologies

- 48% Green space
- 24% Cottage estate
- 15% Suburban
- 11% Industry
- 2% Cul-de-sac
- 0.4% Parade



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





FELTHAM SITE DESIGN CODES

<u>Feltham Cluster</u>	<u>39</u>
<u>Browells Lane</u>	<u>41</u>
<u>UPS House</u>	<u>45</u>
<u>Leisure West</u>	<u>51</u>
<u>MOD Feltham</u>	<u>57</u>

Feltham Cluster

Site overview

B1.67 The site is occupied by low rise buildings, and served with car parks. The site is bounded north and south by residential estates mostly two storey semi-detached houses, east by Hanworth park, and west by the town centre. The site sits within close proximity to the town centre, with the High Street being a few minutes walk away.

B1.68 Applicants should refer to the Council's masterplan for Feltham which was published in 2017 and provides guidance for all of the sites within this cluster.

Stakeholders

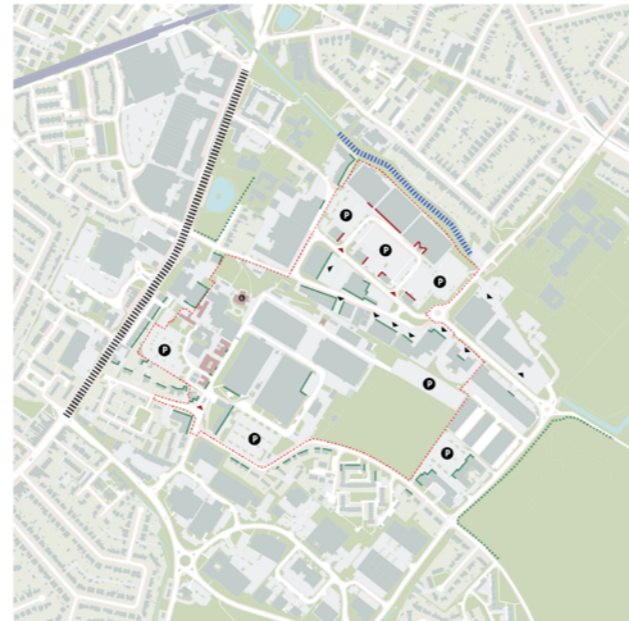
- The Ministry of Defence
- UPS
- Cineworld

Suitability and sensitivity issues identified in Part C Types

- Within an area of consistently low (1 - 3 storeys) building heights
- Poor levels of public transport accessibility (PTAL score: lower bracket 1a/2/3)
- Within 400m from a green open space of high quality
- Within the West of Borough Opportunity Area

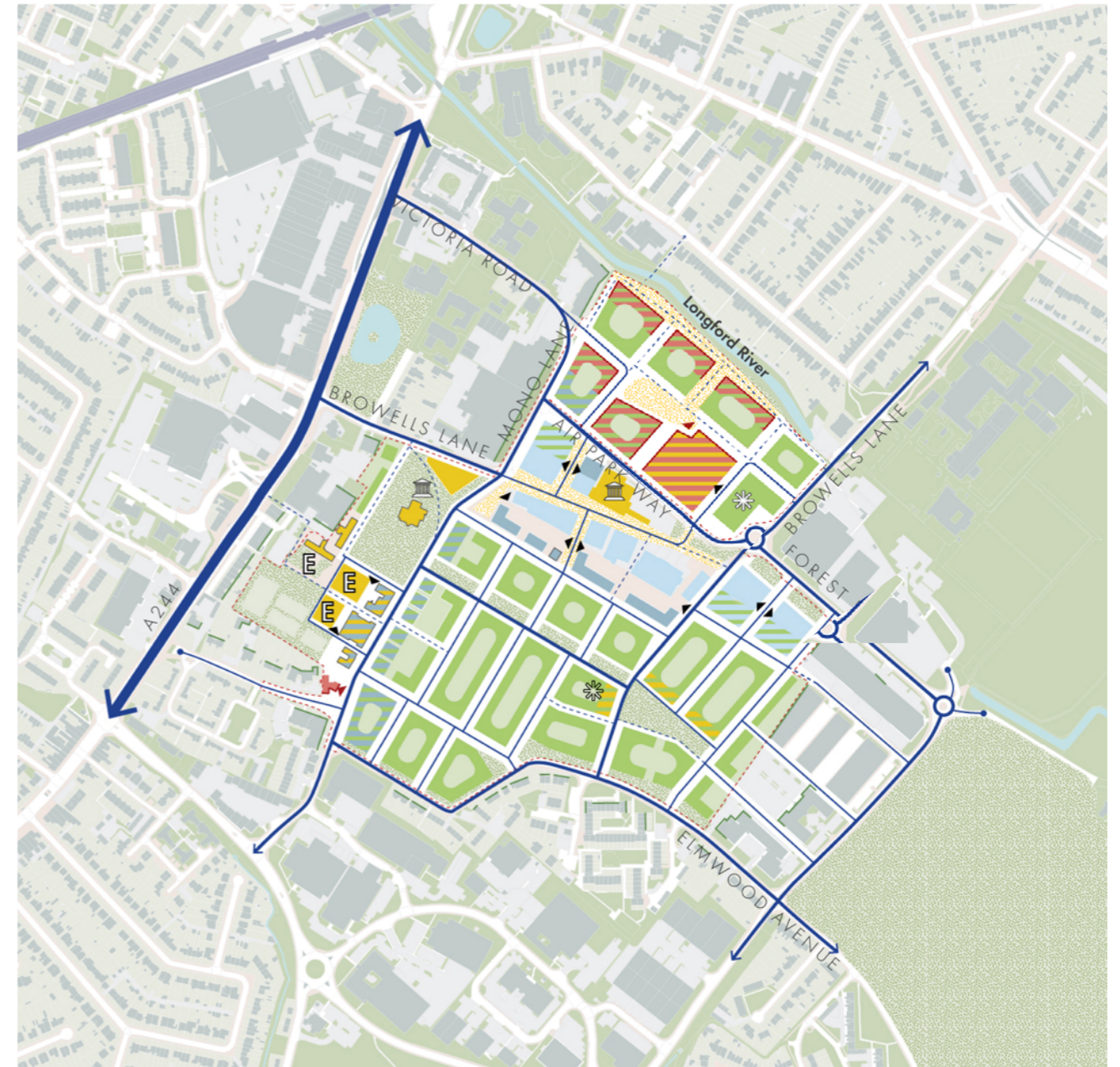
Constraints and opportunities

- There are little to no links between the site and the High Street - Elmwood Avenue is a popular route used by the local residents to get onto the High Street though it does not connect, providing an opportunity for a new and improved walking/cycling link to the High Street
- The site is mostly hard landscaped, providing an opportunity for more green spaces
- Partially within the Feltham Green & Town Centre Conservation Area



Location plan

- Site boundary
- High Street
- Longford river
- Commercial frontage
- Sensitive frontage
- Commercial access
- Servicing access
- Car parking
- Listed building
- Building of merit



Spatial framework

- Retail / leisure
- Industrial
- Residential
- Community / education
- Business
- Private green space
- Public green space
- Improved public realm
- Market
- Education
- Potential for taller building
- Special civic interest
- Sensitive frontages
- Commercial frontages
- Secondary route
- Primary route
- Pedestrianised route
- Pedestrian access
- Services access

Browells Lane

Site overview

B1.69 The site is occupied by two low-rise buildings accompanied with generous car parking. The site is bounded north by Leisure West, a retail park, and south and west by an industrial estate. The site is a few minutes walk away from the Town Centre with Browells Lane leading the users straight onto the High Street.

Stakeholders

- Riverside Vineyard Church
- The Vineyard Centre

Suitability and sensitivity issues identified in Part C Types

- Within an area of consistently low (1 - 3 storeys) building heights
- Poor levels of public transport accessibility (PTAL score: lower bracket 1a/2/3)
- Within 400m from a green open space of high quality
- Within the West of Borough Opportunity Area

Constraints and opportunities

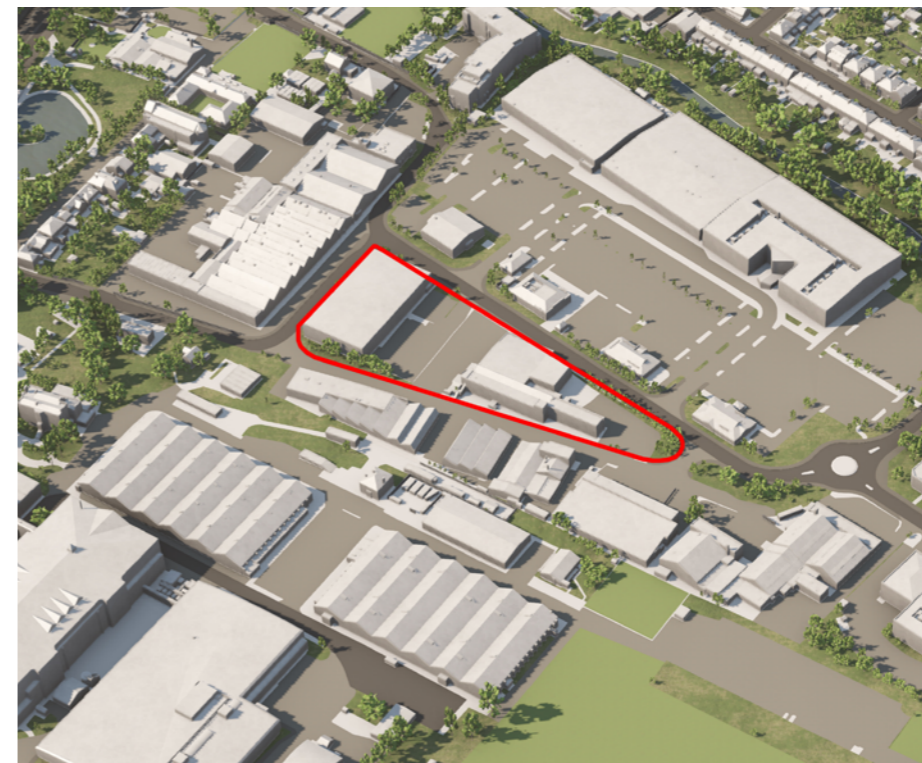
- There is some community use present on the site, Riverside Vineyard Church - Any new development should be generous in their design quality to support and recognise the importance of any existing community-led land use, or provide further support in terms of their relocation.
- In its current form, the Riverside Church is a constraint to achieving the Site Allocations target of 210 dwellings for this site. The site is mostly hard landscape, providing an opportunity for more green spaces
- Browells Lane is an existing link between the site and the High Street, providing an opportunity to enhance and improve the public realm environment of this route.



Location plan

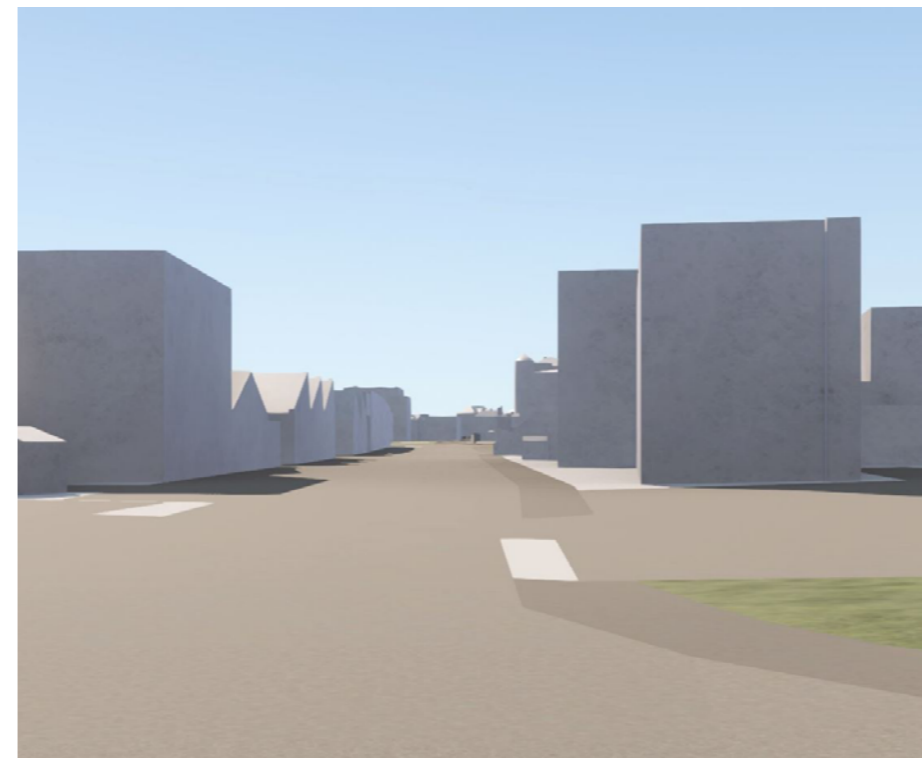
Site boundary	Commercial access
Longford river	Servicing access
Commercial frontage	Car parking
Sensitive frontage	Building of merit

Key information from Site Allocation	
Existing Site:	
Source	Emerging single Local Plan Site Allocations
Ownership	Private
Existing use	Light Industrial and Warehousing
Size	2.7 ha
PTAL	3
Prevailing height	1-3 storeys



Aerial view facing north showing the modest scale of existing buildings

- Consented scheme
- Scheme under construction
- Site boundary



Street level facing north-west from the southern entrance to Browells Lane



Design guidance

Objectives

- Partial infill and redevelopment of the site to provide the co-location of new industrial employment uses and high-quality homes.
- Proposals should be coordinated with neighbouring site allocations (Leisure West, MOD Feltham and UPS House) to ensure that new and existing buildings, streets and spaces are coherent and well-integrated.
- Proposals for transforming Browells Lane should support and complement the offer across adjacent sites and at Feltham town centre.

Access

- Primary access and servicing to the site should be from Air Park Way to minimise vehicular activity on Browells Lane.
- Secondary access for pedestrians only could be from Browells Lane.
- Servicing could occur via an inner street to minimise disruption along Air Park Way.

Form of development

- A permeable, street-based form of development is encouraged to improve north-south pedestrian movement across the site.
- Mixed-use blocks with mid-rise buildings above are appropriate in this location.
- Double height industrial podiums at ground floor with mezzanines and residential and/or employment uses above can maximise the site potential within a compact footprint.
- The two-storey Vineyard Centre could be retrofitted and extended upwards subject to structural surveys.

Relationship to surroundings

- The form and scale of proposals should respond to the predominantly industrial character of the site which needs to be preserved.

- Proposals should also take into account the changing character of the wider setting, particularly at Leisure West and MOD Feltham.
- Proposals should be sensitive to existing buildings, particularly along party walls.
- Careful consideration should be given to the design of new homes, particularly those fronting onto industrial servicing areas which can often be messy and noisy.

Street level experience

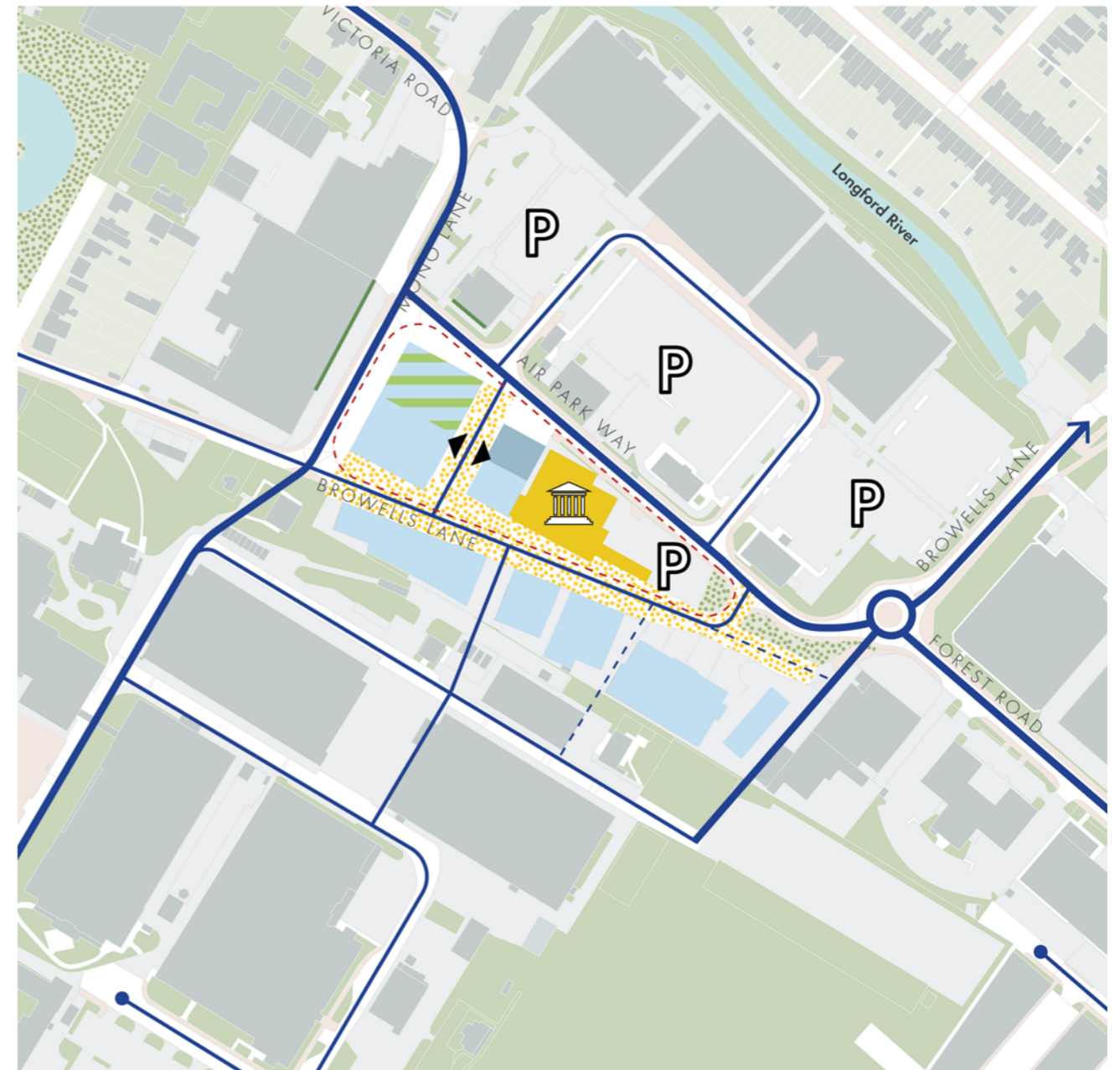
- Missing and blank frontages along the perimeter of the site should be replaced with active commercial uses and homes with front doors at ground floor.
- Air Park Way could transition towards a boulevard-like street with wider pavements and active uses on both sides.
- A new pedestrian crossing between the site and Leisure West should be provided.

Wider contribution

- The quality of the public realm along Browells Lane needs to be improved to encourage its transition from a purely industrial to a more mixed-use street.
- The highway along Browells Lane should be improved to encourage active travel.
- The Vineyard Centre could be improved and expanded to extend the use and operation of this existing facility.
- The potential for the popular Riverside Vineyard Church to be retained or redeveloped into a larger compact, state-of-the-art faith building with integrated car parking could be explored

Climate mitigation and adaptation

- Building lines should be set back from Air Park Way to accommodate soft landscaping and SuDs to mitigate surface water flooding.
- Both Air Park Way and Browells Lane have the potential for extensive street tree planting.



Spatial framework

- Industrial
- Residential
- Community
- Business
- Public open space
- Improved public realm
- Parking
- Church
- Sensitive frontages
- Commercial frontages
- Secondary route
- Primary route
- Pedestrianised route
- Services access

*For more information on site capacity and building heights refer to the Local Plan and Tall Buildings Study

UPS House

Site overview

B1.70 UPS House is predominantly low-rise buildings served with car parking spaces. The site is bounded north and east by an industrial estate, and south by an open space including a green space. The site is close to Hanworth park, as well as the town centre with Forest Road leading users to the entrance of Hanworth Park, and Browells Lane leading users onto the High Street.

Stakeholders

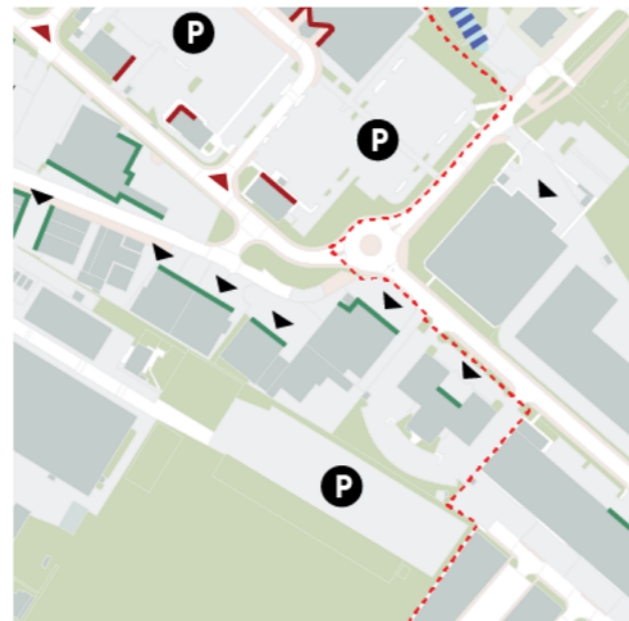
- UPS

Suitability and sensitivity issues identified in Part C Types

- Poor levels of public transport accessibility (PTAL score lower bracket 1a/2/3)
- Within 400m from a green open space of high quality
- Within the West of Borough Opportunity Area

Constraints and opportunities

- Existing warehouse at Vector Park abuts the property line
- Much of the site is occupied by surface car parking
- Opportunity to create new routes from Forest Road across the MOD Feltham site
- Address on Air Park Way / roundabout makes this a prominent location



Location plan

- Site boundary
- Longford river
- Commercial frontage
- Sensitive frontage
- Commercial access
- Servicing access
- Car parking

Key information from Site Allocation	
Existing Site:	
Source	Emerging single Local Plan Site Allocations
Ownership	Private
Existing use	Storage/Warehousing, Offices
Size	1.2 ha
PTAL	2/3
Prevailing height	1-3 storeys



Aerial view facing north showing the scale of nearby buildings

- Consented scheme
- Scheme under construction
- Site boundary



Street level view facing south-east towards the site from the Air Park Way / Browells Lane roundabout



Design guidance

Objectives

- Comprehensive redevelopment of the site to consolidate and intensify existing employment uses and to co-locate new, high-spec industrial workspace alongside high-quality homes.
- Proposals should be coordinated with neighbouring site allocations to ensure that new and existing buildings, streets and spaces are coherent and well-integrated.
- Proposals for transforming UPS House should support and complement the offer across adjacent sites and at Feltham town centre.

Access

- Primary access to the site should be from Forest Road to minimise vehicular activity on Browells Lane.
- Secondary access for could be from a new street to the south linking it to the MOD site.
- Servicing could occur via a new, inner street to minimise disruption along Forest Road.

Form of development

- Mixed-use perimeter blocks with mid-rise buildings above are appropriate in this location.
- High quality communal residential courtyards should be incorporated to provide sheltered residential amenity from the industrial nature of the context.
- Double height industrial podiums at ground floor with mezzanines can maximise the site potential within a compact footprint.

Relationship to surroundings

- UPS House should be transformed from a gated storage and warehouse facility to a more outward-looking and animated complex of buildings.
- The form and scale of proposals should respond to the predominantly industrial character of the site which needs to be preserved.
- Proposals also should take into account the changing character of the wider setting, particularly at MOD Feltham and Leisure West.

- Careful consideration should be given to the design of new homes, particularly those fronting onto industrial servicing areas which can often be messy and noisy.

Street level experience

- Missing and blank frontages along the perimeter of the site should be replaced with active commercial uses and homes with front doors at ground floor.
- A new pedestrian crossing between the site and Leisure West should be considered.
- Consider the long-term potential for a new north-south connector road linking the Browells Lane roundabout to MOD Feltham which will raise the local prominence of the site.
- Secondary north-south routes will have a more industrial and/or residential character.
- New streets should have a minimum carriageway width of 5.5m and 2m footways on either side excluding private defensible space.

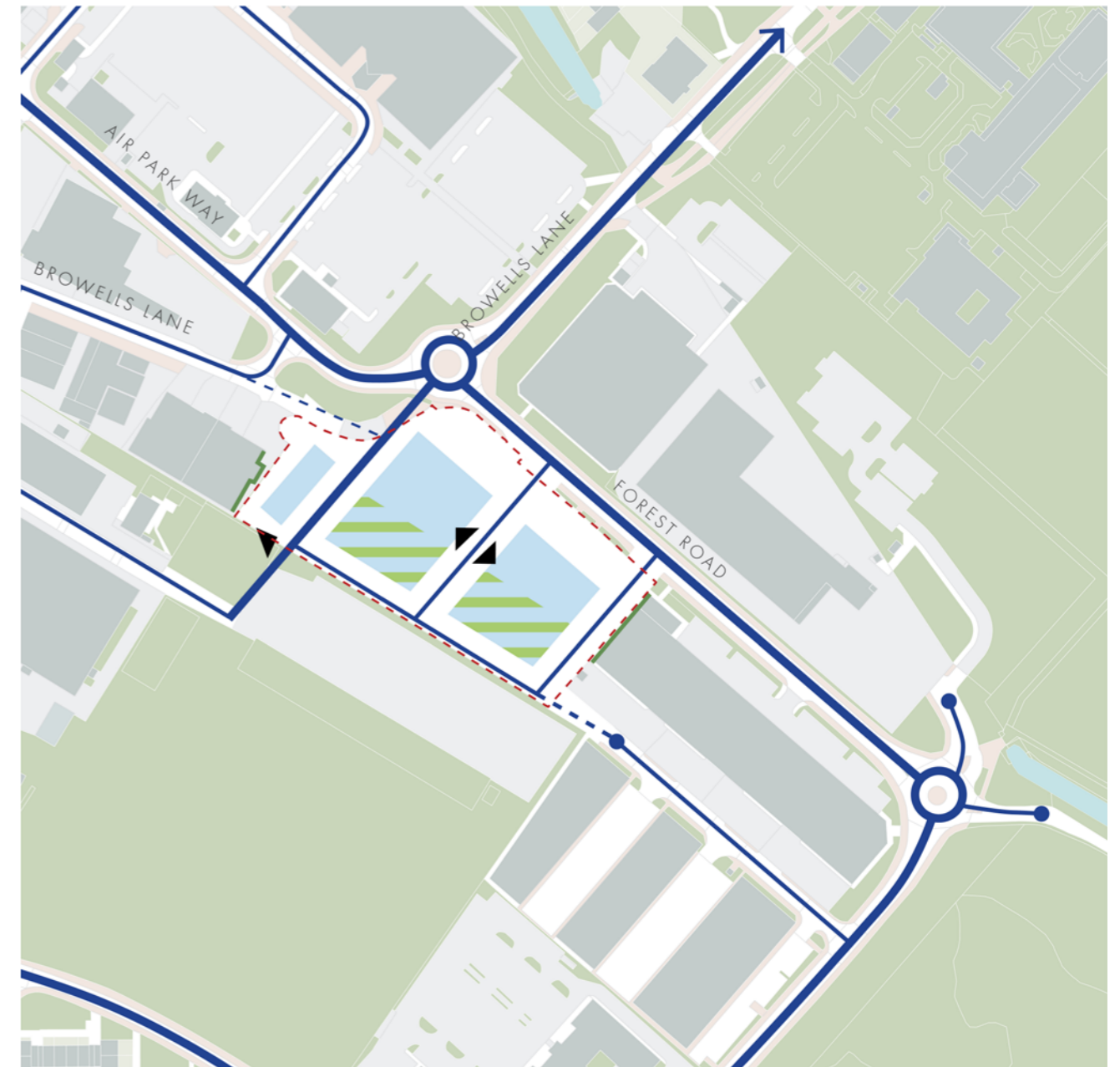
Wider contribution

- Forest Road should transition towards a boulevard-like street with wider pavements and greater active uses.
- New pedestrian and cycle access across the site and between Feltham Town Centre and Hanworth Park should be provided to encourage active travel.
- The highway along Browells Lane should be improved to encourage active travel.
- The site should facilitate bus access into the MOD site.

Climate mitigation and adaptation

- Building lines should be set back from Forest Road to accommodate soft landscaping and SuDs to mitigate surface water flooding.
- Both Forest Road and the new north-south connector road have the potential for extensive street tree planting.

Applicants should refer to the Greater London Authority's Industrial Intensification and Co-location Study (2018) for more detailed design guidance.



Spatial framework

- Industrial
- Residential
- Public open space
- Parking
- Sensitive frontages
- Commercial frontages
- Secondary route
- Primary route
- Pedestrianised route
- Services access

*For more information on site capacity and building heights refer to the Local Plan and Tall Buildings Study

Good practice precedents

Applicants should refer to the Greater London Authority's Industrial Intensification and Co-location Study (2018) for more detailed design guidance.

1 Bow Enterprise Park © ORMS - Bow Enterprise Park is a mixed use development with light industrial spaces offering employment on ground floor with residential units above. The use of a palette of materials - brick, timber, metal cladding and glass helps to identify the aesthetic character of each building type, responding to its use and context of each.



2 Space Studios © PRP - The scheme offers an affordable studio space by taking on an unfinished factory for both aesthetic and affordability reasons. The industrial look is softened by plywood furniture offered inside.

3 Great Western Studios © Bryden Wood - Great Western Studios provide affordable office and studio spaces. The building is built around a series of communal spaces served by an internal light well that allows natural light to flood into the centre of the floor plate and adjoining studios.

4 Queen Mary Innovation Centre by NBBJ and AKT II © Valerie Bennett - The modular facade consists of perforated bronze tensioned mesh, served with recessed windows providing shading and reduces solar gain within the building for studios on upper floors. This is well contrasted with the double-height glass facade on ground floor, which not only allows light into the labs on ground floor but also allows for a more inviting facade for passers-by to enjoy a moment of activities within.



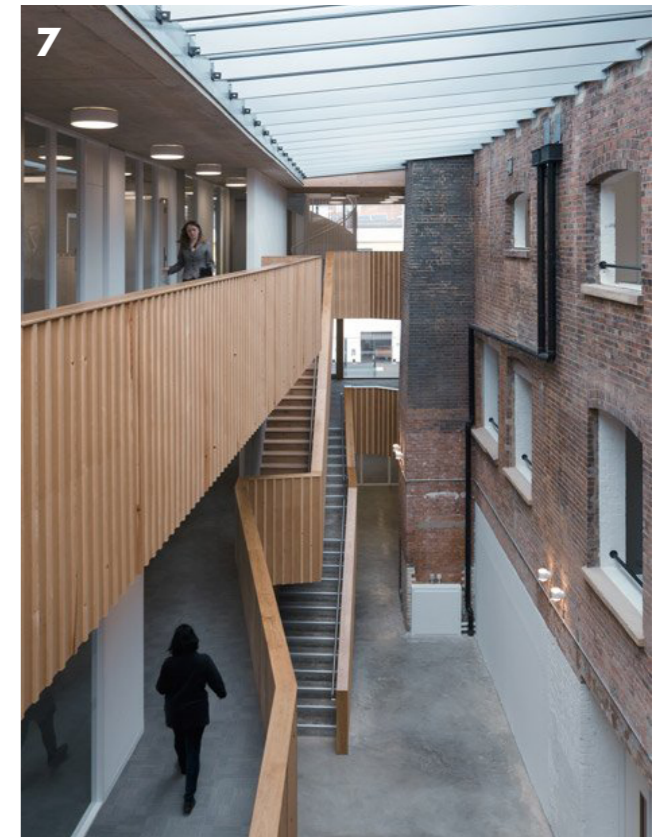
5 Vitsoe HQ © Vitsoe and Martin Francis - Introducing timber-framing on a grand scale, the building uses beech laminate veneer (LVL) to create a warm harmonious environment for its users, with high ceiling allowing heat to rise for comfort in summer, whilst the windows bring the outside in, connecting employees to the surrounding natural landscape



6 The Foundry: Social Justice Centre by Architecture 00 © Rory Gardiner - The Foundry is a flexible workspace, as well as an events and community learning resource. The deep inset balconies allow the users to blur inside with outside, whilst the tapered facade accompanied by floor to ceiling provide vistas of the natural landscape from the studios within.



7 The Foundry: Social Justice Centre by Architecture 00 © Rory Gardiner - Concrete, steel and glass fittings create an industrial feel, which is well balanced with a more natural and earthy palette of materials - exposed brick wall, timber and natural light. Overall, creating a balanced and comfortable working environment that integrates new development with existing, characterful buildings.



Leisure West

Site overview

B1.71 Leisure West consists of some low-rise buildings, together making a large scale leisure complex, served with generous car parking spaces. The site is bounded south by industrial estates, and west by some civic and residential uses along Victoria Road - including apartments and a school. Longford River runs along North-East of the site, separating Leisure West from a more predominantly residential area.

Stakeholders

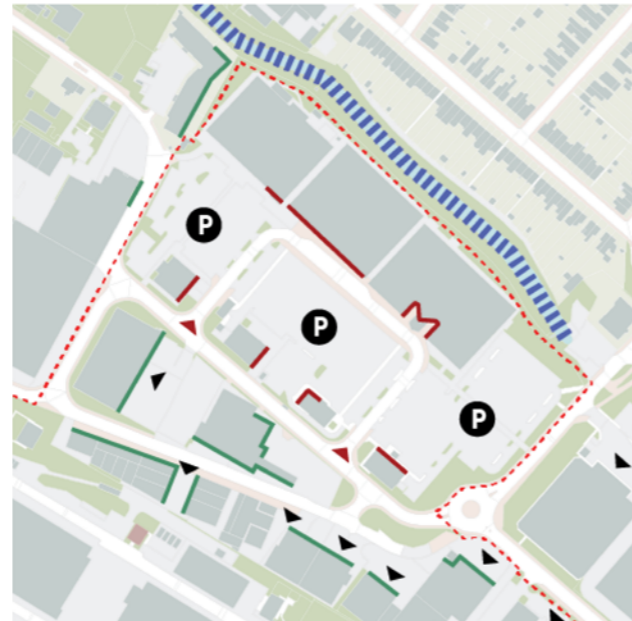
- Cineworld
- Buzz Bingo
- Tenpin Feltham
- Chiquito
- Frankie & Benny's
- Burger King
- Pizza Hut

Suitability and sensitivity issues identified in Part C Types

- Within an area of consistently low (1 - 3 storeys) building heights.
- Within 400m from a green open space of high quality
- Within the West of Borough Opportunity Area
- High levels of public transport accessibility (PTAL score: 2/3/4)

Constraints and opportunities

- This site is of high cultural importance as a town centre attractor (cinema). Development proposals should seek to retain this character.
- The existing land uses are valuable due to the overall success of the park – one of the top performing Cineworld's in the country.
- The site may not become available for comprehensive development in the medium-long term, this is due to long leases, including 5



Location plan

- Site boundary
- Longford river
- Commercial frontage
- Sensitive frontage
- Commercial access
- Servicing access
- Car parking
- Building of merit

Key information from Site Allocation	
Existing Site:	Emerging single Local Plan Site Allocations
Source	Private
Ownership	Mixed-used retail and leisure
Existing use	4.5 ha
Size	2/3/4
PTAL	1-2 storeys
Prevailing height	

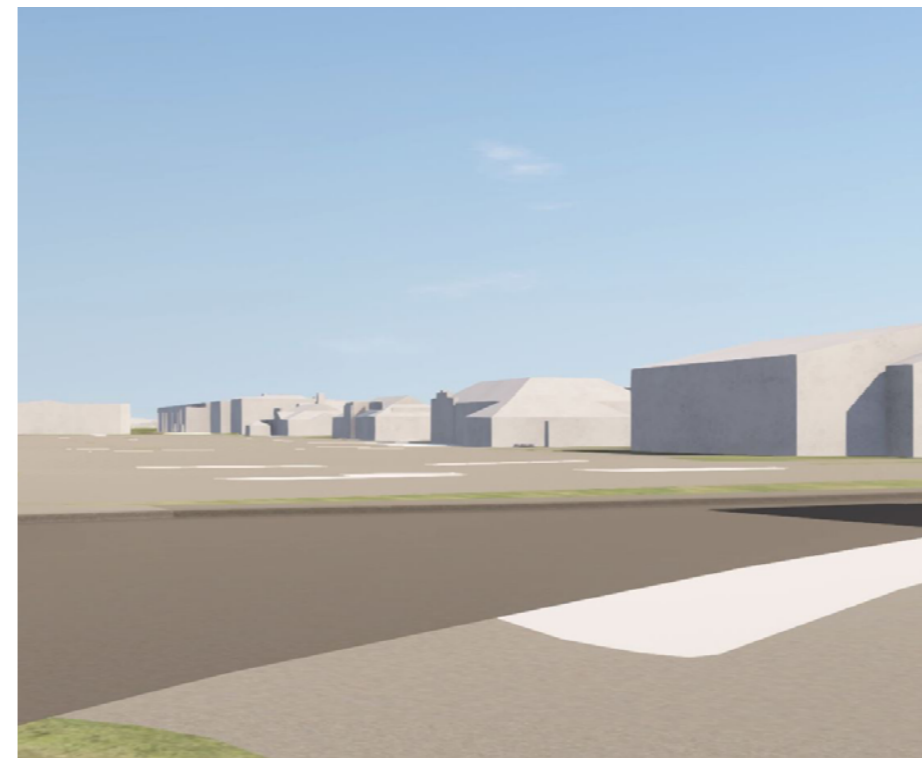
years on some leases with Cineworld and Gala Bingo entering into a further 20 years

- It is recognised that during this period works to the site may be necessary for the operational functioning of the site as a leisure destination. Such works should consider the embodied carbon of such development and are encouraged to think ahead to the future redevelopment of the site, such as choosing materials that can be reused or forms of development that can be re purposed.



Aerial view facing north showing the scale of existing buildings

- Consented scheme
- Scheme under construction
- Site boundary



Street level view across the site facing south-east from Victoria Road which is the key approach from the town centre



Design guidance

Objectives

- Redevelopment of the site to introduce high quality housing alongside new employment uses and improved leisure and entertainment facilities.
- Large areas of surface car parking to be consolidated in a future scheme, which could include accommodating parking underground or within the ground floor levels of the development, so long as the edges are satisfactorily dealt with. The parking provision should be substantially reduced and should be the minimum necessary.
- Proposals should be coordinated with neighbouring site allocations to ensure that new and existing buildings, streets and spaces are coherent and well-integrated.
- Proposals for transforming Leisure West should support and complement the offer across adjacent sites and at Feltham town centre.

Access

- Primary vehicular access to the site should be from Air Park Way and Browells Lane.
- Proposals should ensure multiple pedestrian entry points into the site, particularly at Victoria Road.
- There is potential for a new pedestrian and cycle bridge over the Longford River from Danesbury Road.

Form of development

- This large site should be subdivided into regular development parcels to enable the continued use of existing facilities and phasing of construction.
- A permeable, street-based form of development is encouraged to create north-south pedestrian movement between Air Park Way and the Longford River, anticipating its enhancement.
- Most development parcels would take the form of mixed-use perimeter blocks with mid-rise housing and private courtyards above ground.
- Double height commercial podiums at ground floor with mezzanines can maximise the site potential within a compact footprint.

Relationship to surroundings

- The new leisure / entertainment centre should be regarded as an exceptional, 'feature' building with good visibility from the town centre along Victoria Road.

Street level experience

- New pedestrian and cycling connections to the town centre should be provided.
- Missing and blank frontages along the perimeter of the site should be replaced with active commercial uses interspersed by communal residential entrances.
- The northern edge of the site should have a predominantly residential character with front doors and communal entrances at ground floor.
- Air Park Way should transition towards a boulevard-like street with wider pavements and active uses on both sides.
- New streets should have a minimum carriageway width of 5.5m and 2m footways on either side excluding private defensible space.

Wider contribution

- At least one new pedestrian crossing over Air Park Way, aligning with new north-south routes across the Browells Lane site should be provided.
- The Longford riverside should be transformed into an attractive, public linear park.
- A new public space should be provided as part of the development with high quality paving, lighting and street furniture that links to the riverside.
- The space should host outdoor markets and other events associated with entertainment.

Climate mitigation and adaptation

- New buildings should be sufficiently set back from the water's edge and mean high tide of the river to mitigate the risk of flooding.
- Creative sustainable urban drainage solutions should be considered as part of the flood resilience strategy.
- Biodiversity improvements to the Longford River should also be explored as part of the scheme.



Spatial framework

- Retail / leisure
- Business
- Residential
- Community
- Private amenity
- Public open space
- P Parking
- ★ Potential for taller building
- Sensitive frontages
- Commercial frontages
- Secondary route
- Primary route
- ⋯ Pedestrianised route
- ▶ Key access
- ▶ Services access

*For more information on site capacity and building heights refer to the Local Plan and Tall Buildings Study

Good practice precedents

1 Charles Street Car Park by Allies and Morrison © Dennis Gilbert / VIEW- The external envelope of this multi-storey car park is finished in natural aluminium panels, hung on four different orientations, and painted green on the inside. The interior lighting bleeding between each panel creates a non-uniform and exciting composition of light and dark across the surface.



2 Cine Etoile Bethune © olivier palatre architectes / luc boegly photographe - From afar the building appears as a monolith made of steel and light. The concrete structure is enveloped by a perforated sheet metal panels, creating a mesh effect. The entrance massing is raised to create an inviting triple-height entrance at one corner.



3 Royal Albert Wharf © Maccreanor Lavington - Mid-rise, mixed-used buildings create a strong formal frontage to a generous public open space through thoughtful placements of commercial uses to individual front doors the ground level experience is vibrant and intimate.



4 Ram Quarter © EPR Architects - The scheme comprises a series of interlinked public spaces with the previously inaccessible riverfront of the Wandle featuring enhanced biodiversity, planted terraces, footpaths and three new pedestrian bridges.



5 Old Ford Road © pH+ - The distinctive gabled profile echoes the rhythm of the surrounding terraces, whilst the simplistic nature of its form along with large inset balconies maximises natural light to interior spaces.



6 Royal Albert Wharf © Maccreanor Lavington - Individual front doors facing away from public street creates a semi-private threshold for residents before they enter their private space. Additionally, the use of a single storey entrance allows for a more human scale, which makes the moment of arrival feel more intimate.



7 Kingston School of Art © Haworth Tompkins - Sculpted window surrounds allow reduced solar gain in the summer months, and much like the buildings aged red bricks, the weathering steel has an imperfect quality and will continue to change appearance over time.



MOD Feltham

Site overview

B1.72 The MOD site consists of mostly low rise buildings served by some car parking spaces. To the east of the site an open space can be found - including a green space used as a playing pitch, along with a Military base to the west. The site sits close to Feltham Green and Town Centre conservation area with Browells Lane and Elmwood Avenue leading users straight onto the High Street. The site is bounded north and south by industrial estates, and east by Hanworth park.

B1.73 The Council has published an adopted Planning Brief SPD in 2017 to guide the future development of the site.

Stakeholders

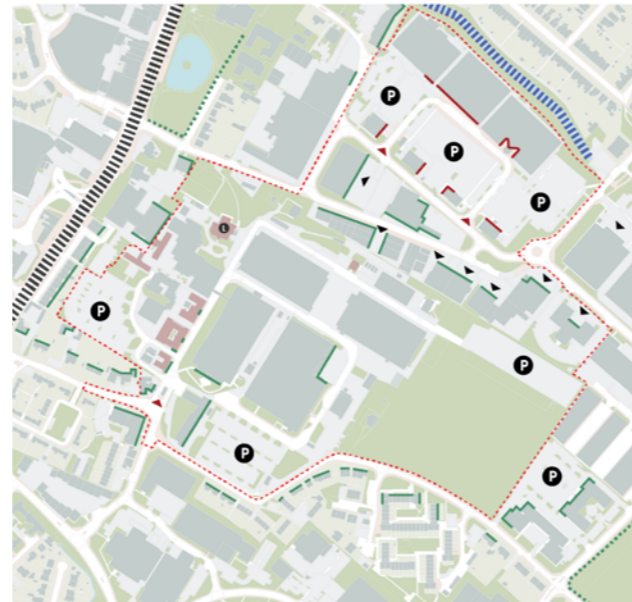
- LB Hounslow
- Feltham House (Grade II listed building)

Suitability and sensitivity issues identified in Part C Types

- Within close proximity to listed buildings
- Within the West of Borough Opportunity Area
- Within 400m from a green open space of high
- Poor levels of public transport accessibility (PTAL score 1a/1b/2/3) score
- Part of the site is within the Feltham Green and Town Centre conservation Area

Constraints and opportunities

- The site sits close to the town centre - providing an opportunity for the area to become a well integrated extension of the town centre.
- There are a number of industrial, as well as other land uses such as a Military base - any new developments should be generous in their design quality to support these land uses or provide further support in their relocation.
- The open space to the east helps to break the pattern of significant hard landscape. This provides an opportunity for more green spaces.



Location plan

- ▭ Site boundary
- ▭ High Street
- ▭ Longford river
- ▭ Commercial frontage
- ▭ Sensitive frontage
- ▲ Commercial access
- ▲ Servicing access
- Ⓟ Car parking
- Ⓛ Listed building
- Building of merit

Key information from Site Allocation	
Existing Site:	Emerging single Local Plan Site Allocations
Source	Public
Ownership	Military Base (Sui Generis)
Existing use	14.1 Ha
Size	1a/1b/2/3
PTAL	1-4 storeys
Prevailing height	



Aerial view facing north-west showing the scale of existing buildings

- Consented scheme
- Scheme under construction
- ▭ Site boundary



Street level facing northeast from a key entry point to the site off Elmwood Avenue



Design guidance

Objectives

- Partial redevelopment to create a residential neighbourhood with high quality housing and new employment/community space.
- Proposals should be coordinated with neighbouring site allocations to ensure that new and existing buildings, streets and spaces are coherent and well-integrated.
- Proposals for transforming MOD Feltham should support and complement the offer across adjacent sites and at Feltham town centre.

Access

- Primary vehicular access to the site should be via a new north-south connector road from the roundabout and from Elmwood Avenue.
- Proposals should ensure multiple pedestrian entry points into the site, particularly from Browells Lane, the High Street and Forest Road.

Form of development

- This large site should be subdivided into regular development parcels to enable the continued use of existing facilities and phasing of construction.
- A permeable, street-based form of development will encourage pedestrian movement between Feltham town centre to Hanworth Park.
- Most development parcels would take the form of urban perimeter blocks with low-scale, stacked maisonettes and mid-rise linear blocks to mark prominent edges.
- A phased approach to development will be needed given the size of the site, the fact that not all plots and properties are in use and the need to gradually relocate MOD operations.

Relationship to surroundings

- Take account of the listed building on the site and its future setting.
- Mews and terraces are better suited to infill opportunities to the east and western edges.
- Mixed use, mid-rise buildings are suited along the new, north-south extension of Maple Way.

Street level experience

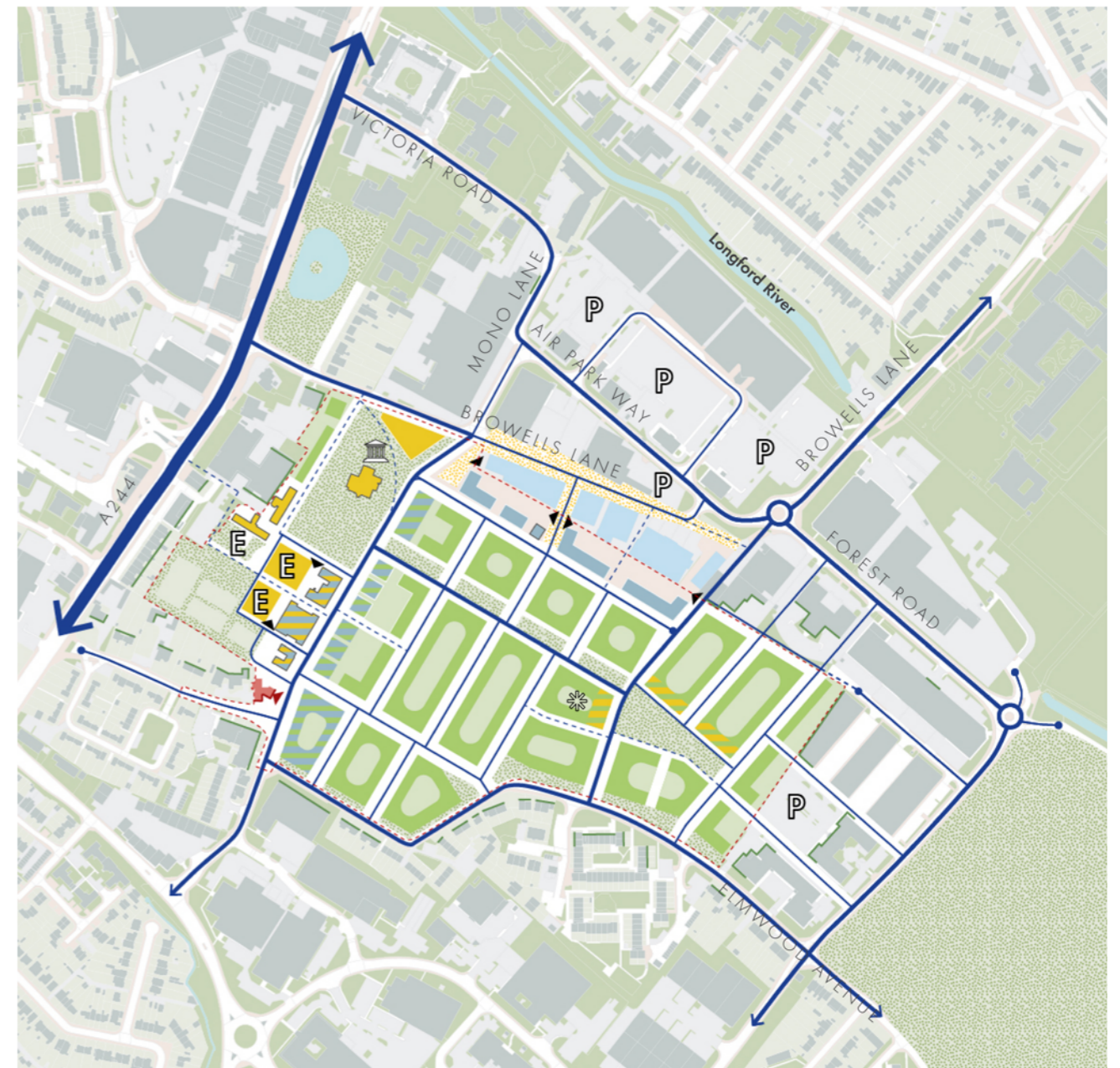
- Missing and blank frontages along the perimeter of the site should be replaced with active residential uses.
- The extension of Maple Way should have a mixed-use character combining the new school with offices and homes.
- The northern edge of the site should have a predominantly light-industrial character with new employment space integrating with existing industrial facilities on Browells Lane.
- Elmwood Avenue should transition towards a two-sided street with wider pavements and extensive tree planting on the northern side.
- New streets should have a minimum carriageway width of 5.5m and 2m footways on either side excluding private defensible space.

Wider contribution

- Provision of a new Academy and its associated sports fields and play areas.
- Refurbishment of Feltham House in an enlarged and enhanced garden setting.
- Retrofit of some existing MOD buildings to improve their environmental performance and repurpose their use.
- The provision of new and attractive local parks and pocket play areas.
- Encourage active travel via direct walking and cycling links to Feltham and Hanworth Park.

Climate mitigation and adaptation

- Extensive and urban greening measures should be embedded into the design of all new streets and spaces including major SuDs provision and comprehensive tree planting on all streets.
- New dwellings should maximise soft landscaping via front and rear gardens, as well as shrub planting to create defensible spaces.
- The Council is undertaking a district heat network masterplan.



Spatial framework

- | | |
|---------------------------------|------------------------|
| ■ Retail | Ⓟ Parking |
| ■ Industrial | Ⓜ Education |
| ■ Residential | — Sensitive frontages |
| ■ Community / education | — Commercial frontages |
| ■ Business | — Secondary route |
| ■ Private amenity | — Primary route |
| ■ Public open space | — Pedestrianised route |
| ■ Improved public realm | ▶ Parking access |
| ✿ Potential for taller building | ▶ Key access |
| | ▶ Services access |

*For more information on site capacity and building heights refer to the Local Plan and Tall Buildings Study

Good practice precedents

1 Hackney New School © Nick Kane, Henley Halebrown - A new school interwoven into an urban site with existing heritage assets. The existing shop front forms the plinth above a new pre-cast concrete screen on top of which there is a three storey school.



2 RCA Sackler Building © Haworth Tompkins - The single storey factory has been transformed into a series of new day lit spaces under a dynamic new saw-tooth roof, which significantly increases the building height whilst retaining a predominantly open plan environment.



3 SOAR Works by Architecture 00 © Lynton Pepper - The scheme provides cost-effective artist studios, workshops and workspaces. The low-rise nature of the building offers a more intimate relationship with the users of the buildings. The building also allows for informal interactions between users with internal spaces overlooking the atrium along with internal and external stairs incorporating balconies.



4 Cambium © Scott Brownrigg - The low-rise nature of the scheme, along with setback roof extension, allow for more floor space whilst creating an illusion of a low-rise building. The scheme also allowed a historic oak tree to be retained on site, which becomes a central feature of the open space.



5 Parkside by Jestico + Whiles © Matt Clayton - The use of a light grey tone brickwork arranged to form a regular grid of recessed bays within which vertical windows are housed, echoes a townhouse. This gives the building a simple yet a dramatic aesthetic.



6 Edgware Evolution © Maccreanor Lavington - The use of the striking London Stock brick with sufficient variation in design creates individuality for each building. The effect of recessed front doors all being close to one another, allows each user to benefit from a semi-private threshold before entering their private space, as well as moments of informal interaction with their neighbours.



