

May 2024

HOUNSLOW CHARACTER, SUSTAINABILITY AND DESIGN CODES SPD

PART B3 BEDFONT



London Borough
of Hounslow

Allies and Morrison
Urban Practitioners



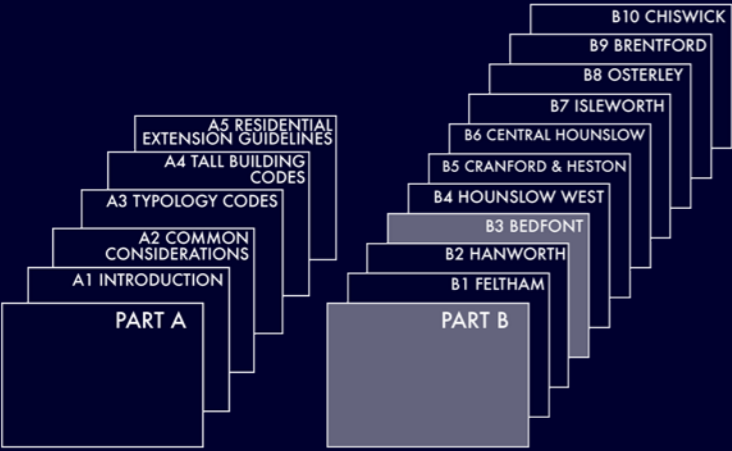
PLACES

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
- HESTON AND CRANFORD
- CENTRAL HOUNSLOW
- ISLEWORTH
- OSTERLEY
- BRENTFORD
- CHISWICK

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

Introducing Hounslow's places

Neighbourhoods and Places

- B3.1 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.
- B3.2 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.
- B3.3 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

- B3.4 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.

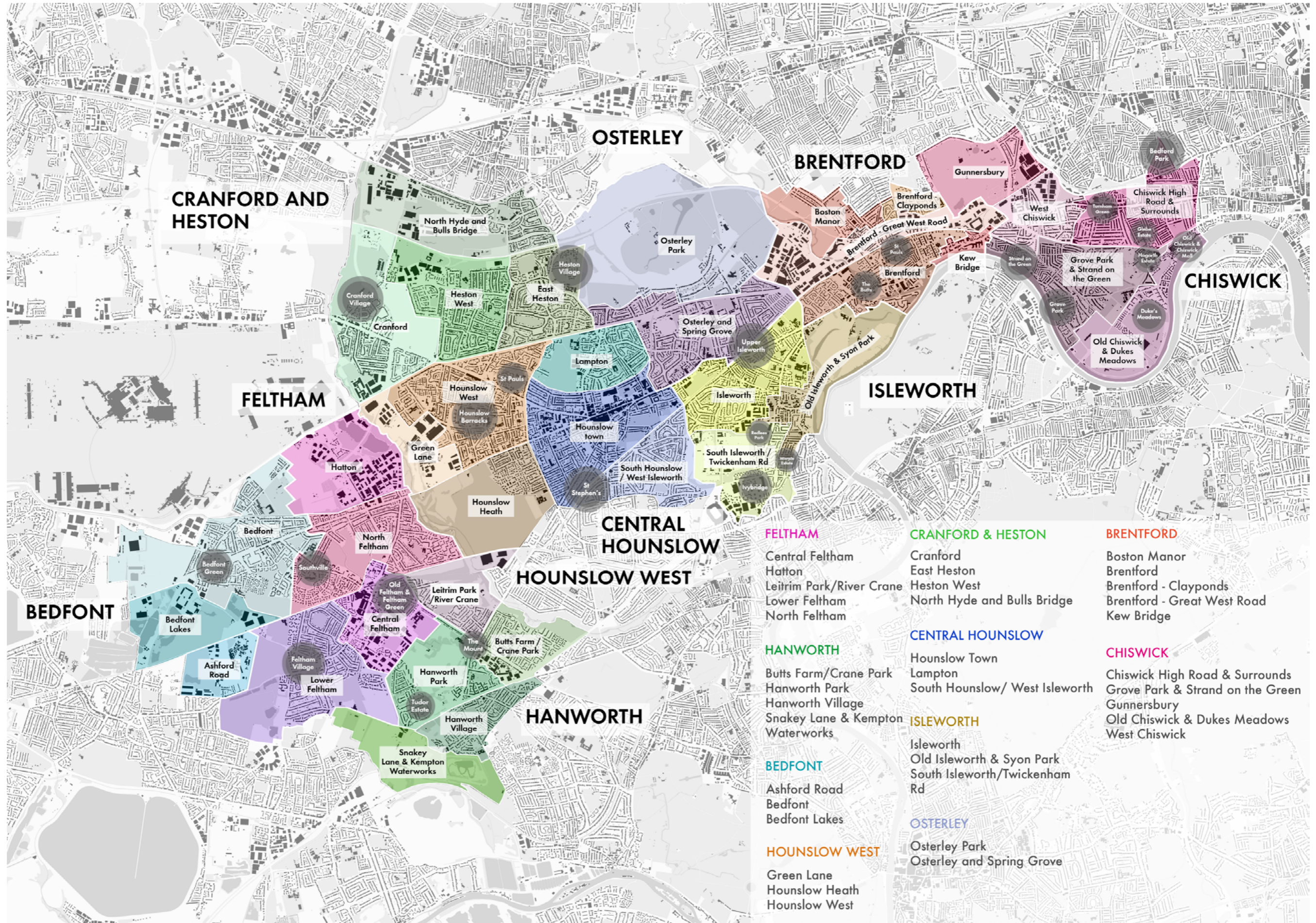
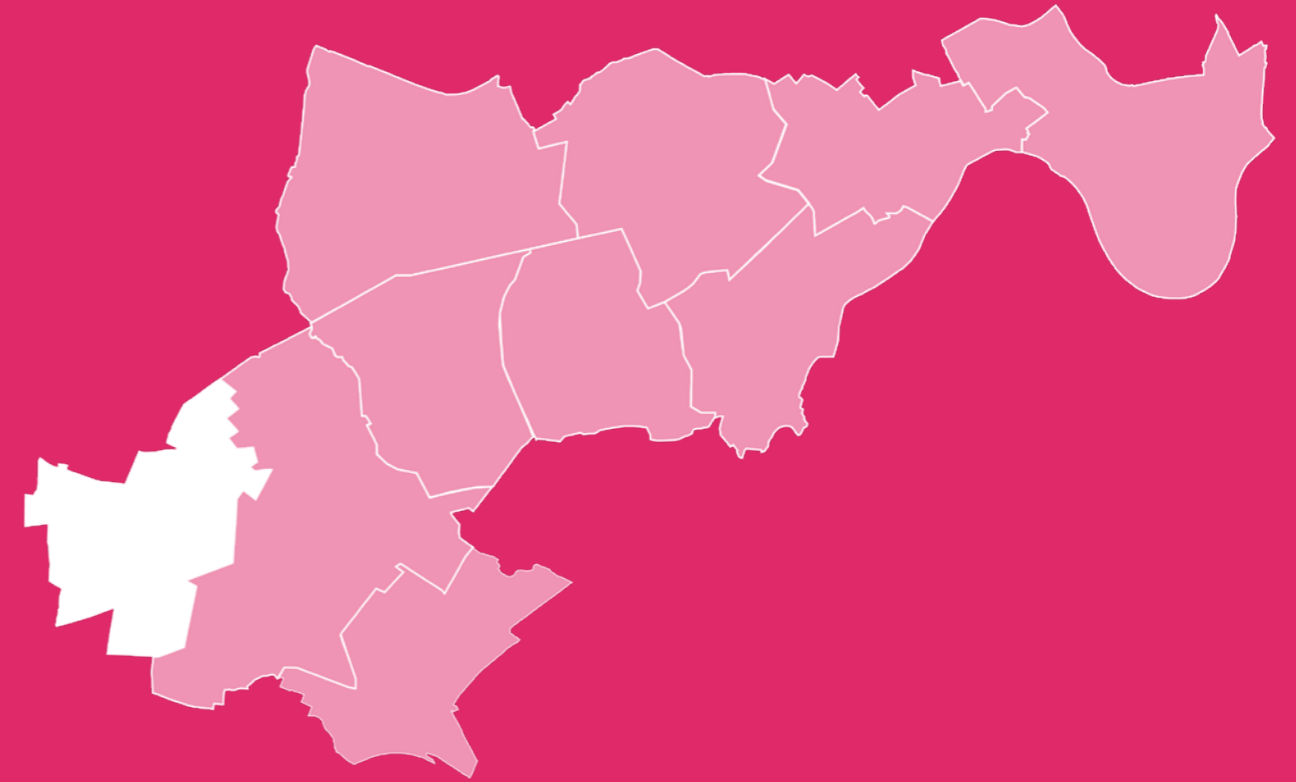


Fig B3.1 Hounslow's neighbourhoods

BEDFONT



Introducing Hounslow’s places.....5

Towards a greener, healthier, cleaner, safer, thriving and liveable...
Bedfont..... 15

Bedfont.....23

Bedfont Lakes.....25

Ashford Road.....27





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

B3.5 Bedfont is the borough's most westerly area, looking out towards Ashford and Staines. Bedfont has a rich history, with evidence of early settlement discovered through archaeological digs. The area was an important trading and transport hub during Roman times, located on a major road connection from London to Bath. Bedfont grew rapidly in the 19th and early 20th centuries, with the opening of the railway station in 1850 and the construction of the Staines Road in the 1920s. Today, Bedfont local centre lies along the Staines Road, which is home to a shops, cafes and community facilities for those in the local area.

B3.6 Many local residents are employed at Heathrow airport, or work in aviation-related industries in the Borough. Industrial areas supporting the airport's operations are to the west off Staines Road. 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.

B3.7 Air quality in Bedfont is a concern, particularly due to its proximity to Heathrow Airport; air quality is also poor along major routes. Bedfont has recorded levels of nitrogen dioxide (NO2) that exceed the legal limit set by the European Union. Key to improving air quality are measures to reduce car reliance and greening measures.

- ▨ Scheduled Monuments
- ▨ World Heritage Sites
- Certificates of Immunity
- ⊘ Registered Parks and Gardens
- ▨ Areas of Special Character
- ▨ Archaeological Priority Areas
- Conservation areas

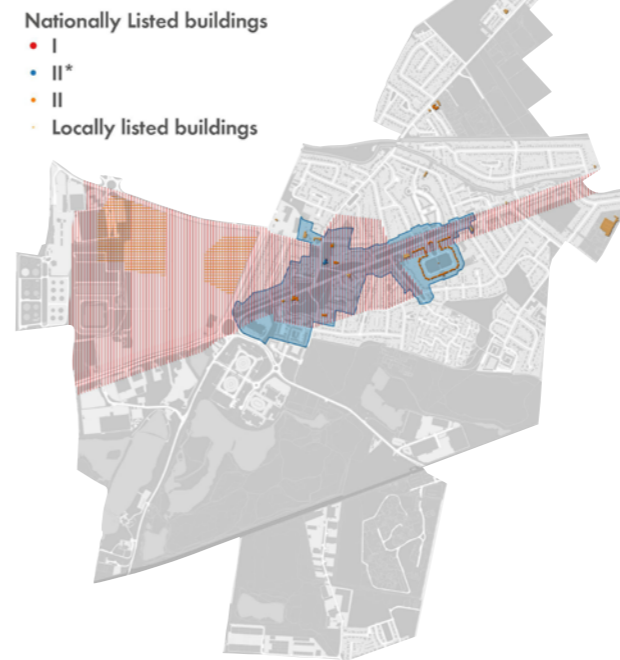


Fig B3.2 Heritage. Blue areas show conservation areas. Red hatch shows archaeological priority area.

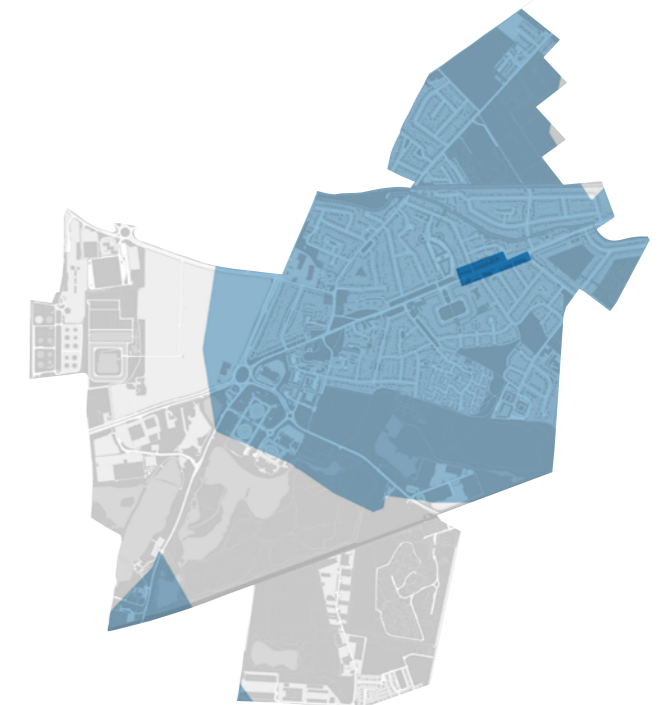


Fig B3.3 Proximity to centres (15 min walk) Light blue shows areas within a 15 min walk from a centre (dark blue)

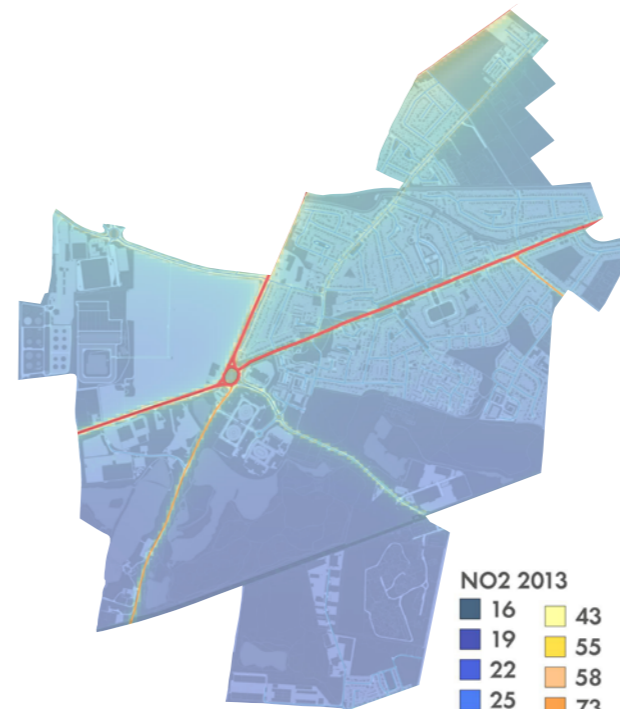


Fig B3.4 Air Quality Poorer air quality is found along the major routes

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

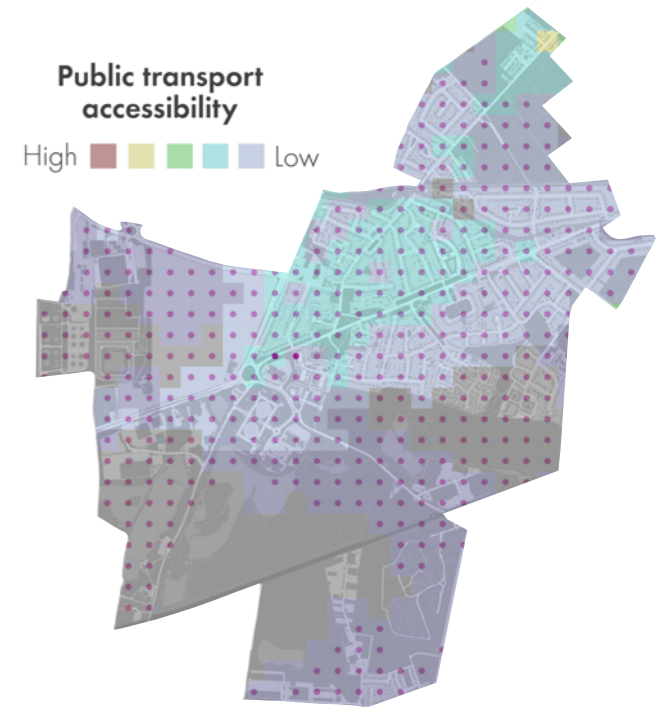


Fig B3.5 Public Transport Accessibility Levels (PTAL)

B3.8 The area's local residents are mainly white British. On average, 36% of residents are from Black, Asian and Minority Ethnic (BAME) backgrounds (2011 Census). The Bedfont area is less diverse than other parts, but has population characteristics very close to the Hounslow borough average, for example, the mean age of the population is 35.3 years and the borough average is 35.4 years. Around 50% of residents identify as Christian, compared to 41% Borough-wide average (2011 Census).

B3.9 Bedfont is ranked in the bottom 20% of areas in the country for overall deprivation, however, there are pockets of more affluent areas. The most deprived areas are concentrated in the south and west of Bedfont, particularly around the Bedfont Lane and Hatton Road areas. Bedfont scores particularly high for income deprivation, with a large proportion of residents living in low-income households. The area also scores high for health deprivation and disability, with a higher-than-average number of residents experiencing poor health and disabilities.

B3.10 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.

B3.11 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 B3.10 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.

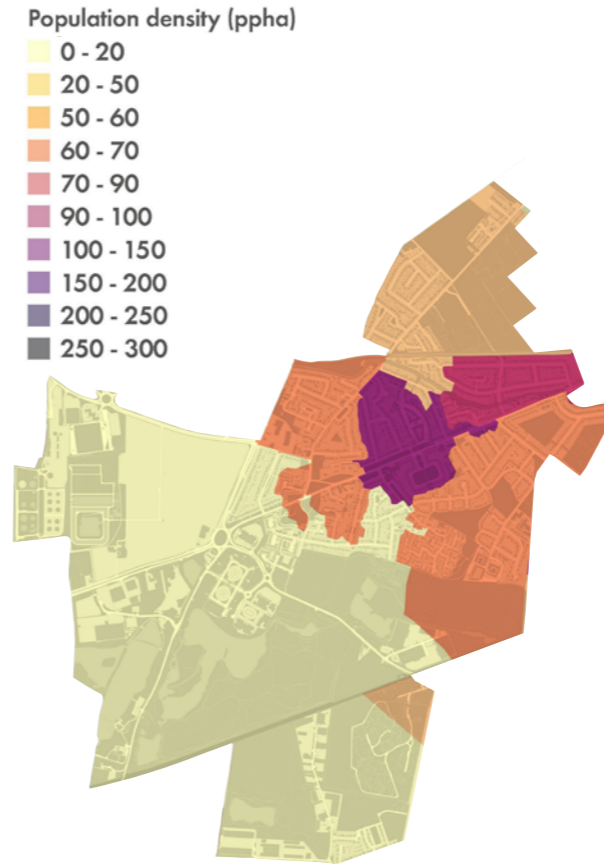


Fig B3.6 Population Density. Darker shades indicate a higher density.

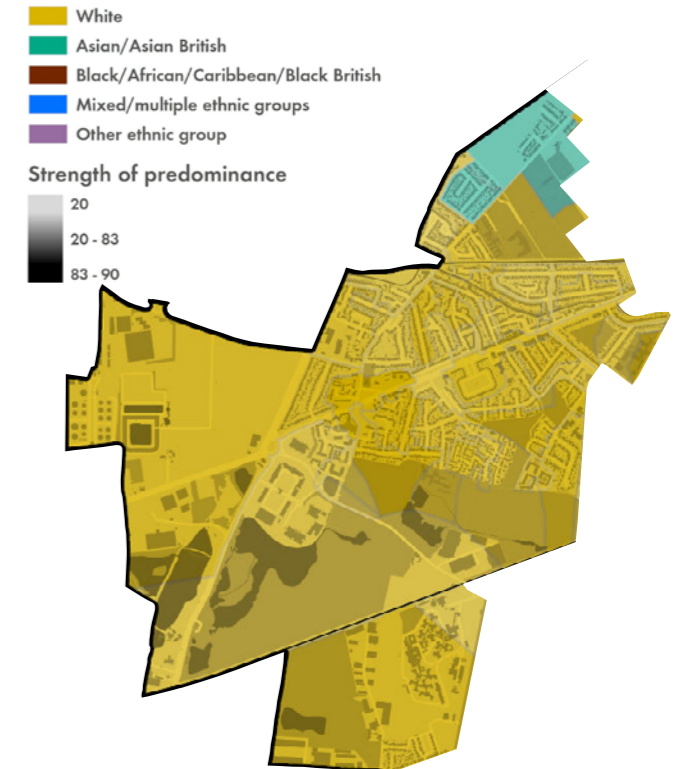


Fig B3.7 Ethnic groups predominance.

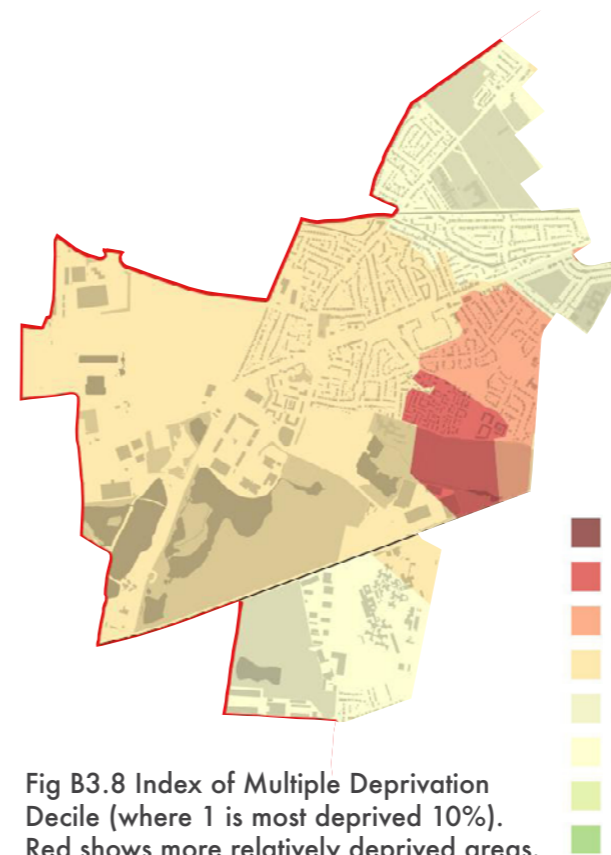


Fig B3.8 Index of Multiple Deprivation Decile (where 1 is most deprived 10%). Red shows more relatively deprived areas, dark green shows least

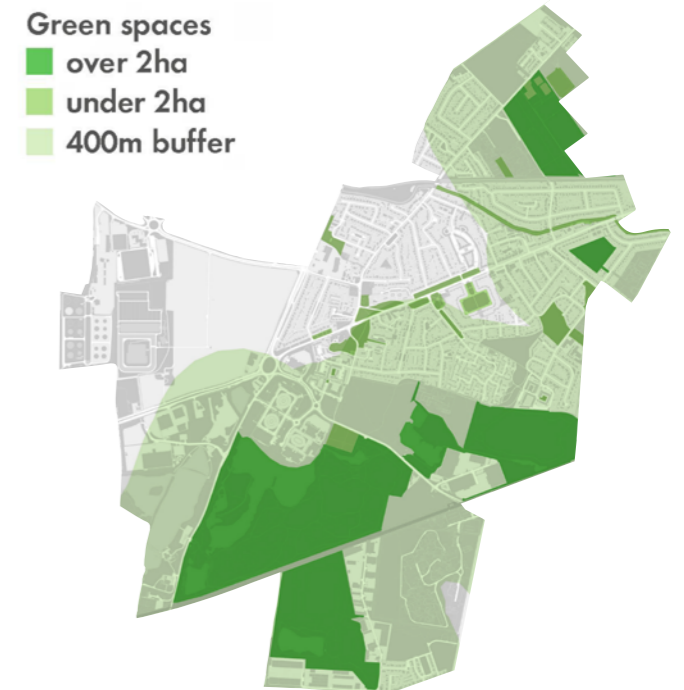


Fig B3.9 Access to green spaces. Dark green show open space, light green shows 400m radius from green space.

B3.12 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. Opportunities to increase the incidence and frequency of street trees on streets would be a priority for contribution.

B3.13 There is real potential to lift the environmental quality of the waterbodies, and to improve sustainable and healthy routes/connections to them. Bedfont Lakes is an important environmental assets, which could have a wider contribution to the overall sustainability of the area with increased environmental investment, opening up public access and

enhancing the biodiversity contribution with proactive wildlife focused management. Investment in a set of wider green routes to connect to green spaces 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.



Fig B3.11 Bedfont Lakes represents one of the key opportunities in the Bedfont area to support enhanced biodiversity and public access.

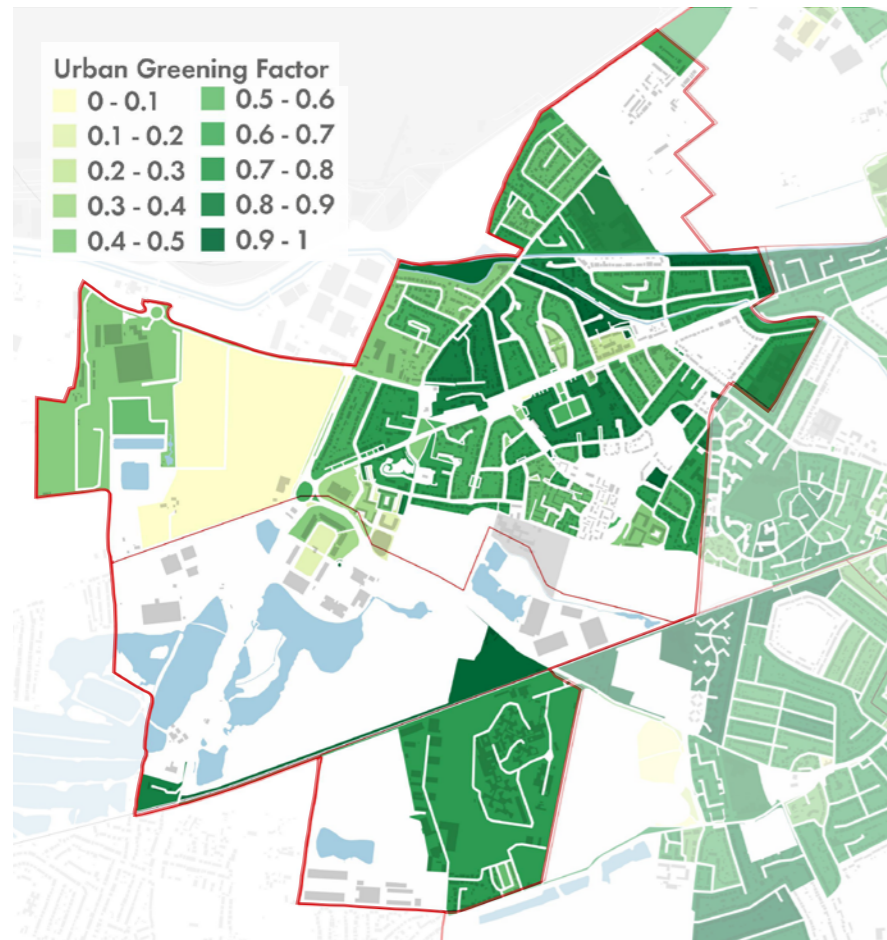


Fig B3.10 Strategic Urban Greening Factor analysis of existing street blocks - this measurement includes the contribution of street trees and planting in the public realm as well as greenery within plots. The London Plan suggests a minimum score 0.3 to support climate adaptation.

B3.14 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 subdivide existing properties. In all cases local character objectives should be supported, this includes increasing urban greening as part of plot intensification.

B3.15 The existing buildings across the area are predominantly two or three storeys, with some mid rise commercial developments in the western area.

B3.16 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-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.

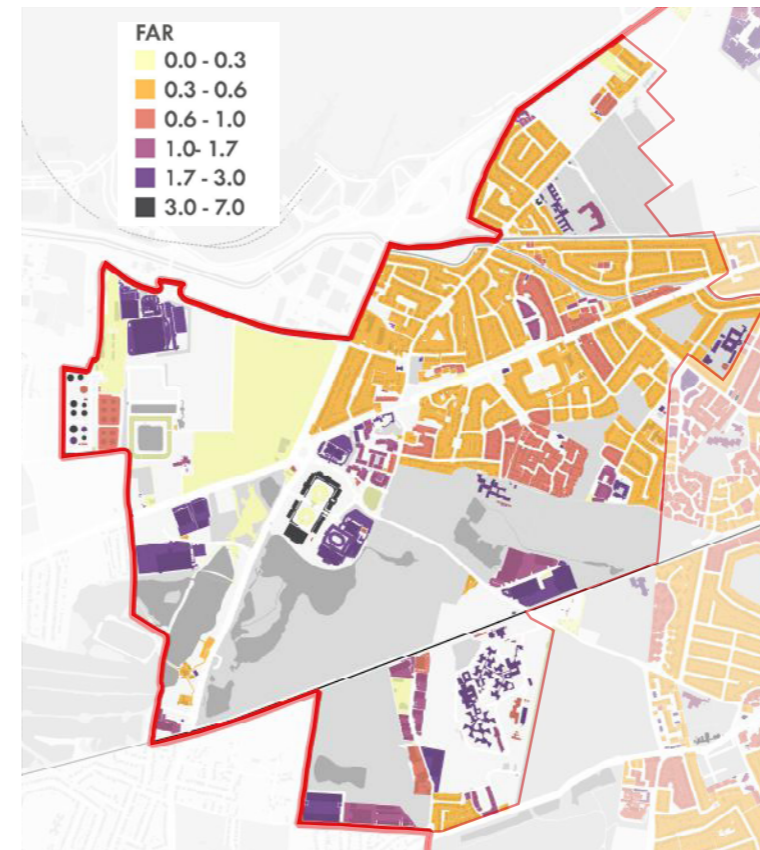


Fig B3.12 Strategic Floor Area Ratio density analysis of existing street blocks - this analysis measures FAR at the street block level rather than plot level and so gives an average estimate of FAR on plots.

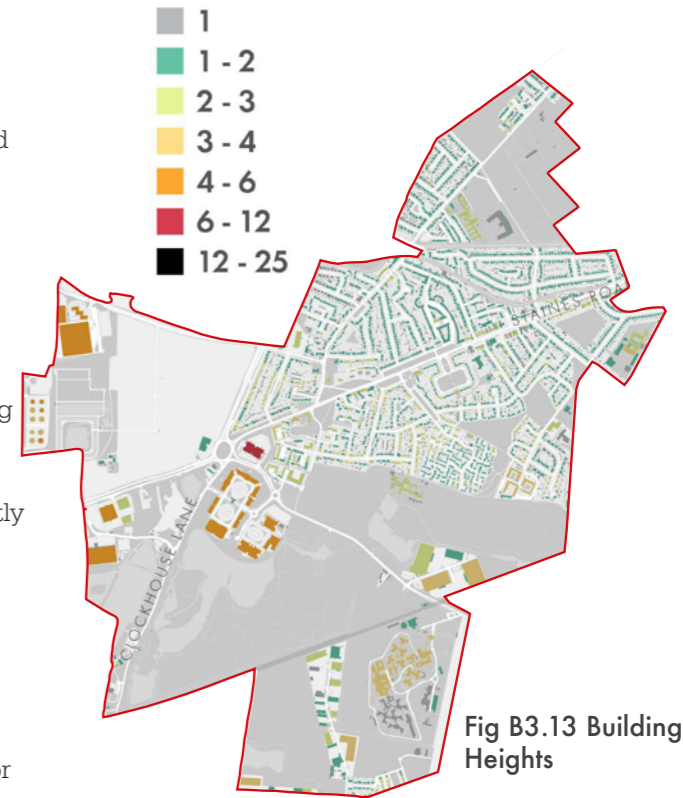


Fig B3.13 Building Heights

B3.17 New development in this area will see some uplift in density, but will be primarily of low to mid rise with some taller elements, 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, promoting sustainable travel responding to low PTAL levels and raising the quality of design.

B3.18 New development is expected 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.

B3.19 For a greener, healthier, cleaner, safer, thriving and liveable Borough, Bedfont should transition towards:

1. **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, biodiversity, safety and character of these spaces. Key corridors for increasing environmental quality and public access connections include the Duke of Northumberland River, the Longford River, and connecting to the green spaces at Bedfont Lakes and around Ashford Road. These corridors will also play an increasingly important role for walking and cycling through this part of the Borough.

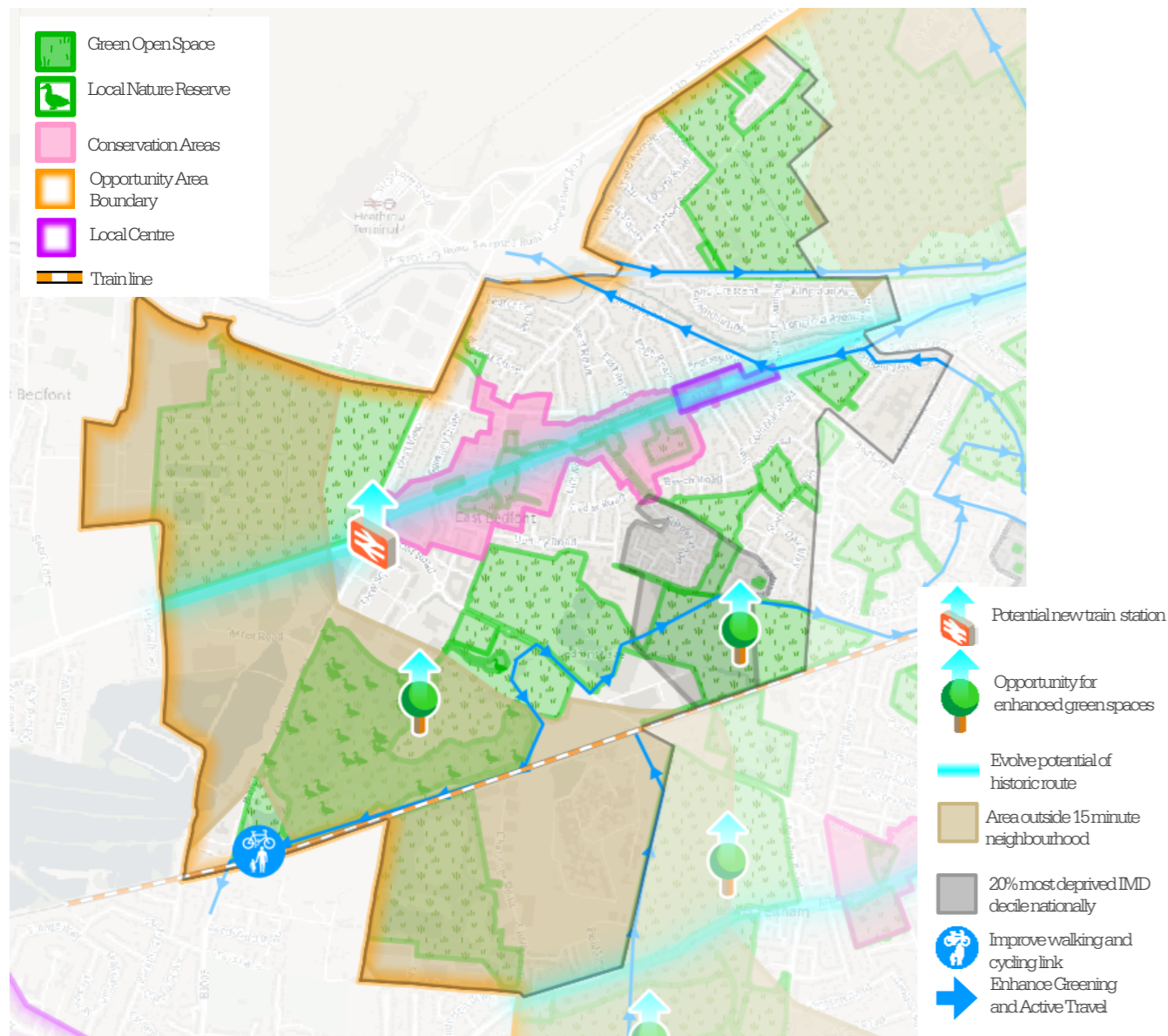


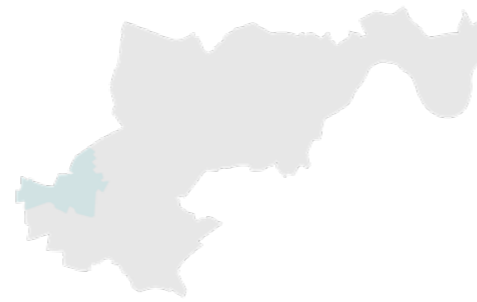
Fig B3.14 Area transition vision diagram *Diagram to be amended to align with the single Local Plan, once adopted

2. **Enabling the further evolution of Bedfont to support the sustainability of local centres and communities and investment in accessibility.** Future growth should embrace the opportunities to evolve existing character and embrace landscape-led development around green and blue assets. Any major new development must be accompanied by investment in public transport and sustainable connections between Greater Bedfont to the neighbourhood centre, Feltham, and Heathrow.
3. **Supporting employment and industry, and enhancing its contribution to the character and image of the area.** Industrial areas in Bedfont 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 and active and sustainable travel links. Commercial and industrial development should promote sustainable freight and freight consolidation.
4. **Reinforcing and enhancing the role of surviving historic fabric and routes.** Clusters of historic fabric in locations such as Bedfont Green 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.

5. **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 they should 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).



Bedfont



What's special about Bedfont?

- B3.20 Bedfont ward (which includes Bedfont Lakes) has an above average proportion of 0-19 year olds compared with the rest of the Borough (GLA, 2015). 50% of residents identify as being Christian, 20.5% have no religion (higher than the Borough average) and 10.5% identify as Muslim. A third of residents describe themselves as Asian (2011 Census).
- B3.21 Shops and cafes line Staines Road, a historic route that passes through the neighbourhood and which provides a local centre for the area. Bedfont Café is a popular local haunt, and The Bell on the Green pub attracts both locals and those passing through. Bedfont Library and Age UK Hounslow at Southville Centre are valued community facilities. Space Studio West London is an academy for 14-18 year olds and Fairholme Primary is the local primary school. From Staines Road and Hatton Road, buses link Bedfont with Hounslow town centre, Ashford, Staines, Feltham, Hanworth and Hatton Cross.
- B3.22 Heathrow airport is close-by and a significant number of local people are employed at Heathrow airport or work in airport-related industries. Industrial areas supporting the airport's operations are to the west off Staines Road. The rest of the area is mainly residential, consisting of mostly two storey post-war semis and short terraces. Fairholme Estate was built in 1934 with charitable houses developed on a former market garden. Bedfont has significant history, its centre once focused on the village green, St. Mary's Church and the surrounding

large houses which has been recognised as the Bedfont Green conservation area..

- B3.23 The Longford River and Duke of Northumberland's River run through Bedfont. Both rivers have limited accessibility but are important visual and environmental assets. This area has plentiful open space, including Hatton Fields, which is home to the Hounslow Urban Farm, Bedfont Recreation Ground and Green off Hatton Road which are popular local leisure spots with the latter providing a playground, skatepark and pitches. Bedfont Sports Club is a valued community hub. Bedfont Lakes Country Park is located nearby providing significant green open space for locals. Much of the open space has a semi-rural character consisting of open fields in agricultural use and there are pockets in the north of the area that provide stabling and grazing for horses and allotments.

Prompts for character-led development

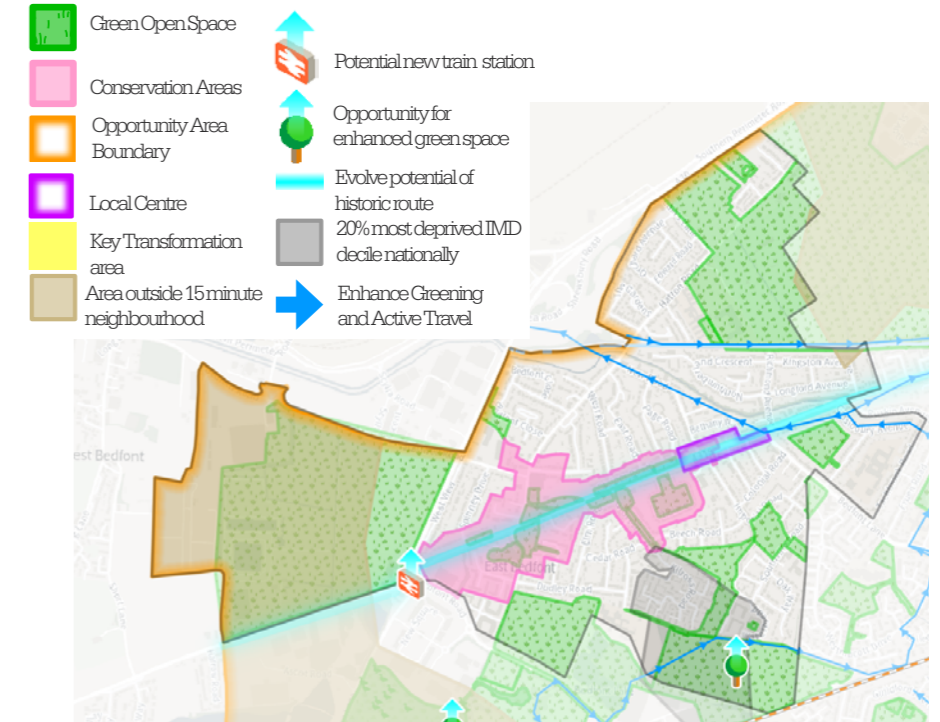
- Opportunities exist along Staines Road to build on positive character and further support the existing centre. The Green and Blue Infrastructure Strategy encourages an urban boulevard approach which supports the set back of buildings and the inclusion of green buffers that exist in some sections.
- The existing building height range in this neighbourhood is 2-4 storeys approximately and new building heights should also fall within this range.
- New developments should be informed by the well-established, high quality examples throughout Bedfont. These have a well-considered composition and embed a strong landscape concept in the layout and design. Opportunities to integrate new community facilities into developments are encouraged.
- Opportunities exist to continue to improve the quality and role of the neighbourhood's green spaces to encourage active lifestyles. Improvements that support active and sustainable

travel along key routes e.g. Staines Road and between green spaces are encouraged.

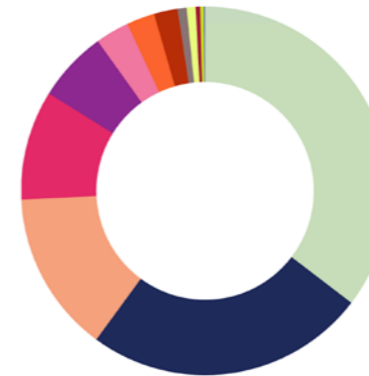
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees and planting or enhancing green corridors such as Duke of Northumberland River and the Longford River. This will require a considered 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.

"Bedfont Sports Club brings old and young together"

- Local resident



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



Green open space	35.4%
Suburban	24.7%
Cottage estate	14.2%
Industry	9.6%
Cul-de-sac	6.2%
Institutions headquarters	3%
Urban terrace	2.5%
Modern urban	2.1%
Slabs	0.8%
Parades	0.8%
Big box	0.4%
Centres	0.3%
Villa typology	0.1%

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



Red brick

Stone masonry

Continuous pitched roof and prominent chimneys



Bedfont Lakes

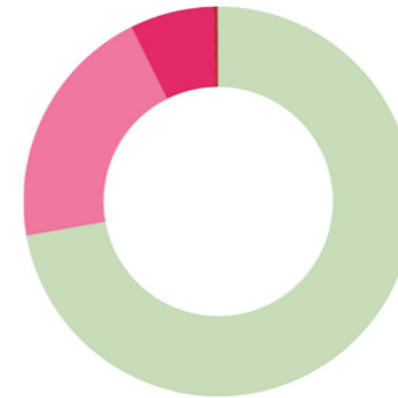


What's special about Bedfont Lakes?

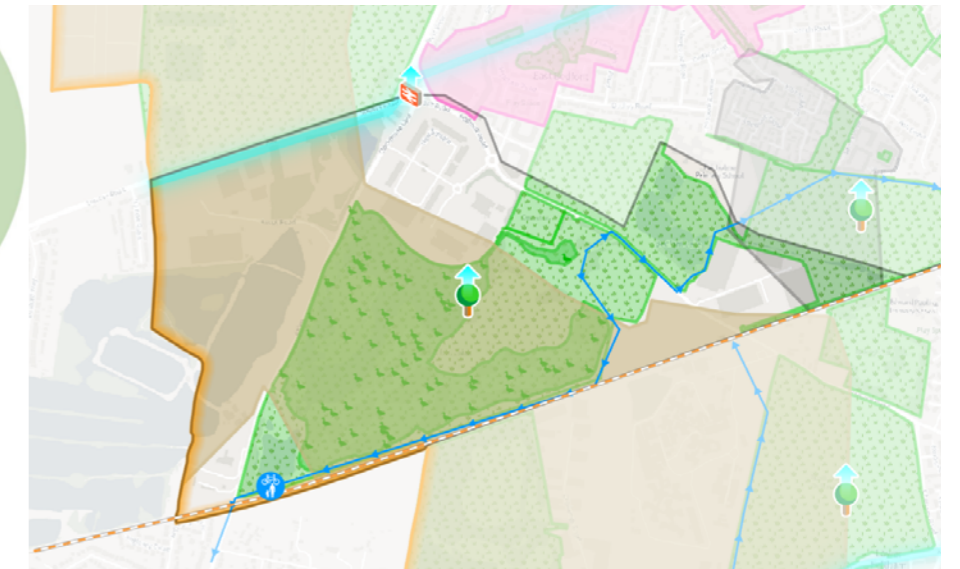
- B3.24 The area of Bedfont Lakes is mostly occupied and characterised by Bedfont Lakes Country Park. The Park is a large local nature reserve comprising lakes, wetlands, wildflower meadow and woodland.
- B3.25 Popular with walkers, runners and nature lovers, facilities include an adventure playground, walking paths, green gym and fitness trail. There are regular educational activities for children and the Bedfont Lakes parkrun is a popular weekly event for locals. Friends of Bedfont Lakes Country Park are active in promoting the Park and raising funds to improve the natural resource for the benefit of the local community. A network of footpaths through green open space link the residential areas of Bedfont with Bedfont Lakes and Bedfont Road. Bedfont Cemetery is also within the area.
- B3.26 North of Bedfont Lakes is exclusively employment use. Along the southwest edge sits Bedfont Lakes office park that overlooks the park - an award winning business development that is largely hidden today. Large mid-rise office buildings and retail uses also occupy north of Bedfont Lakes. East Bedfont Lakes is mostly industrial use with some residential developments - bounded east-west by a railway.
- B3.27 Bedfont Road, Clockhouse Lane and Staines Road are key vehicular routes through the neighbourhood. The H26 bus links the area with Feltham and Hatton Cross.

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.
- Whilst the area is predominantly occupied by Bedfont Lakes Country Park there is an opportunity for wider rejuvenation of residential growth around Bedfont Lakes.
- Access to the park, green links, as well as other local assets can be improved, and new development should look to secure this. Active travel and sustainable interventions will be important throughout this area. A priority in this area should also be improvements to connectivity across the railway line for walking and cycling, between Bedfont Lakes and the Ashford Road area to the south.
- The Staines Road section could also provide opportunities to build on the positive character for Bedfont Lakes.
- All development sites must make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees and planting. 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 the single Local Plan, once adopted



Green Open Space	Opportunity for enhanced green space	20% most deprived IMD decile nationally
Conservation Areas	Area outside 15 minute neighbourhood	Enhance Greening and Active Travel
Opportunity Area Boundary	Evolve potential of historic route	Key Transformation area
Local Nature Reserve	Train line	Potential new train station



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

Red brick	Roughcast and red brick render	Glass and brick facade	Wide tree-lined pavements	Open green space	Varied pitched roofs

Ashford Road

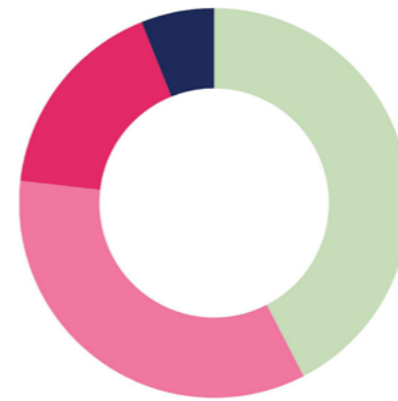


What's special about Ashford Road?

- B3.28 The neighbourhood is partly occupied and characterised by the green and expansive Bedfont Lakes Country Park with a pedestrian access point off Ashford Road by Challenge Road and Shield Road.
- B3.29 Employment uses are located along Challenge Road and include a motorworks, logistic services and construction engineering specialists. The neighbourhood is also home to the historic Borstal site that is now HMP Feltham (Feltham Young Offenders Institute). This site is bounded north by the railway, to west and south by the trading estate, and to east by Saint Dunstan's Meadow.
- B3.30 Housing off Ashford Road is mostly two storey late inter-war and early post-war semis and short terraces or free-form estates. The Ashford Road area sits within the Feltham West ward, which has the highest proportion of those aged 0-19 years living in the Borough.
- B3.31 Ashford Road / Feltham Road (B377) is a key local route linking Lower Feltham with Staines. The area has strong associations with Ashford.

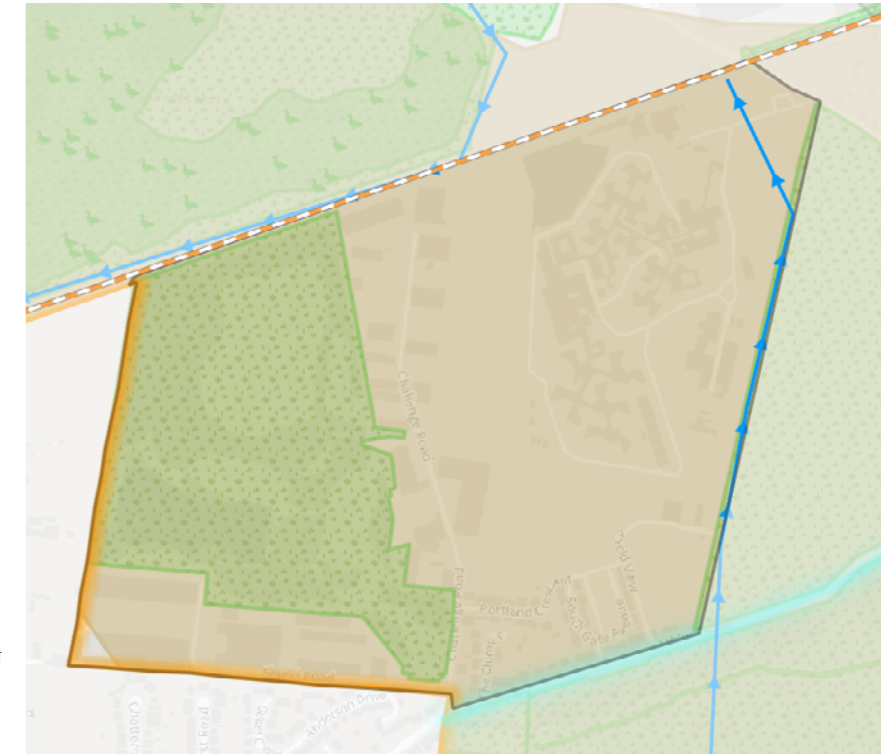
Prompts for character-led development

- The existing building height range in this neighbourhood is 2-3 storeys approximately and new building heights should also fall within this range.
- The residential areas of Ashford Road are mostly suburban and other free-form estates, which could offer opportunities for enhancement and small scale intensification. Some of these streets are also tree-lined, which support the overall streetscape of the neighbourhood. Any new development should seek to support street greening and active and sustainable travel.
- Should any sites come forward for more significant redevelopment they should be clearly informed by a landscape-led approach. Opportunities to support Bedfont Lakes Country Park through extended landscape enhancement in this neighbourhood should be encouraged alongside any development.
- All development sites must make a contribution towards greening in the public realm on streets and corridors in the local area, such as increasing street trees and planting. 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

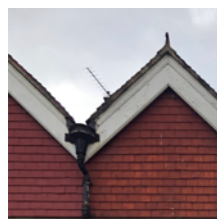
- Green Open Space → Enhance Greening and Active Travel
- Opportunity Area Boundary
- Area outside 15 minute neighbourhood
- Train line



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



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



Red shingles



Roughcast render



London stock brick



Front gardens that also contribute to streetscape



Pitched roofs and half timbering



Double height bay windows

