

May 2024

# HOUNSLOW CHARACTER, SUSTAINABILITY AND DESIGN CODES SPD

## PART B5 CRANFORD AND HESTON



London Borough  
of Hounslow

Allies and Morrison  
Urban Practitioners



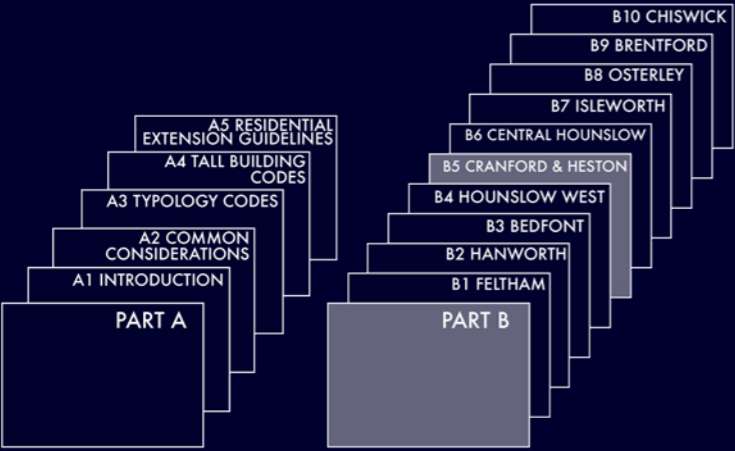
# PLACES

### Document structure

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

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

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



- FELTHAM
- HANWORTH
- BEDFONT
- HOUNSLOW WEST
- CRANFORD AND HESTON**
- CENTRAL HOUNSLOW
- ISLEWORTH
- OSTERLEY
- BRENTFORD
- CHISWICK

\* This document is **Cranford and Heston**  
To view other places please open the relevant documents as named above.

# Introducing Hounslow's places

## Neighbourhoods and Places

- B5.1 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.
- B5.2 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.
- B5.3 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

- B5.4 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.

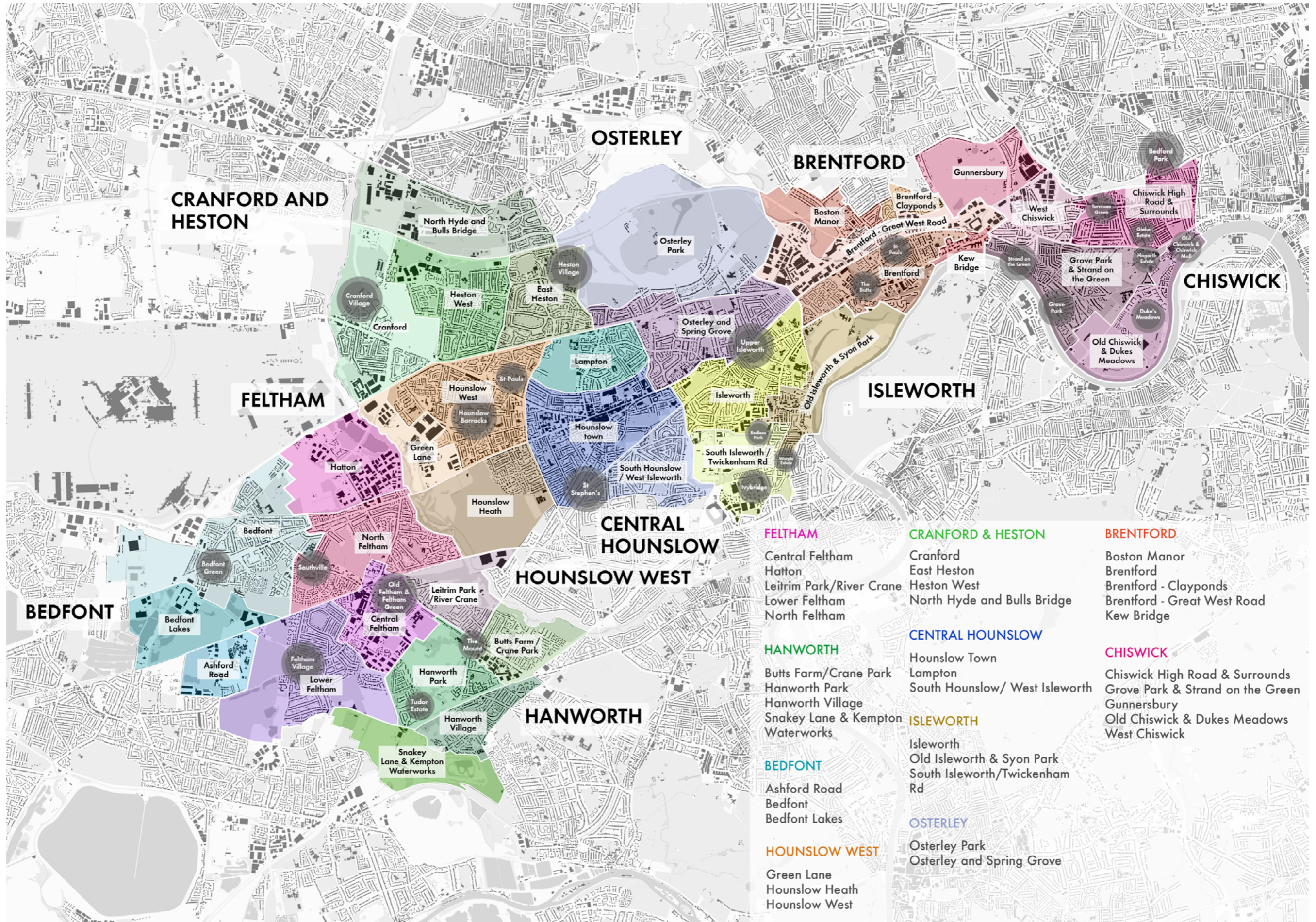
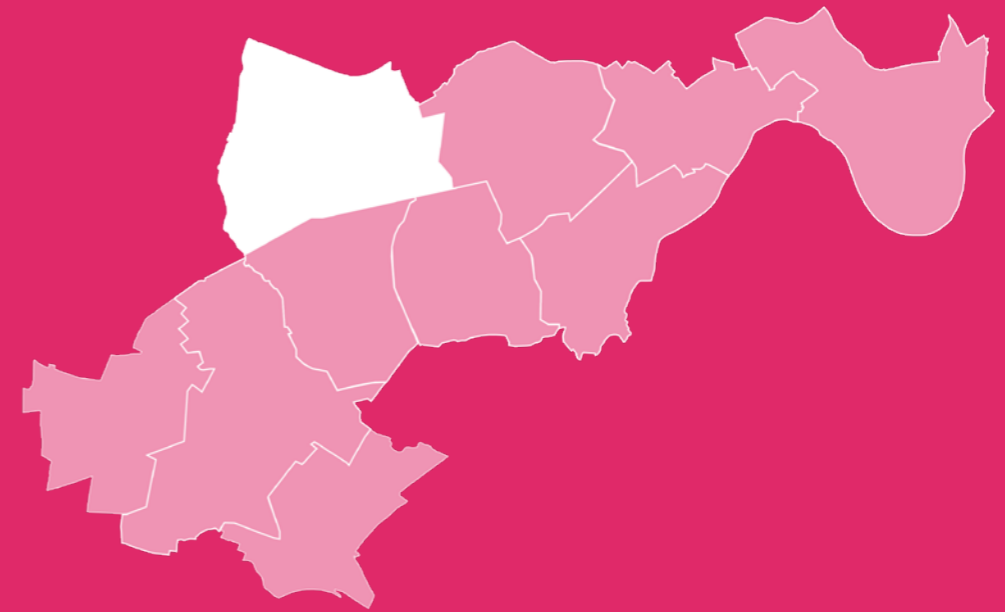


Fig B5.1 Hounslow's neighbourhoods

# CRANFORD AND HESTON



Introducing Hounslow’s places.....5

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

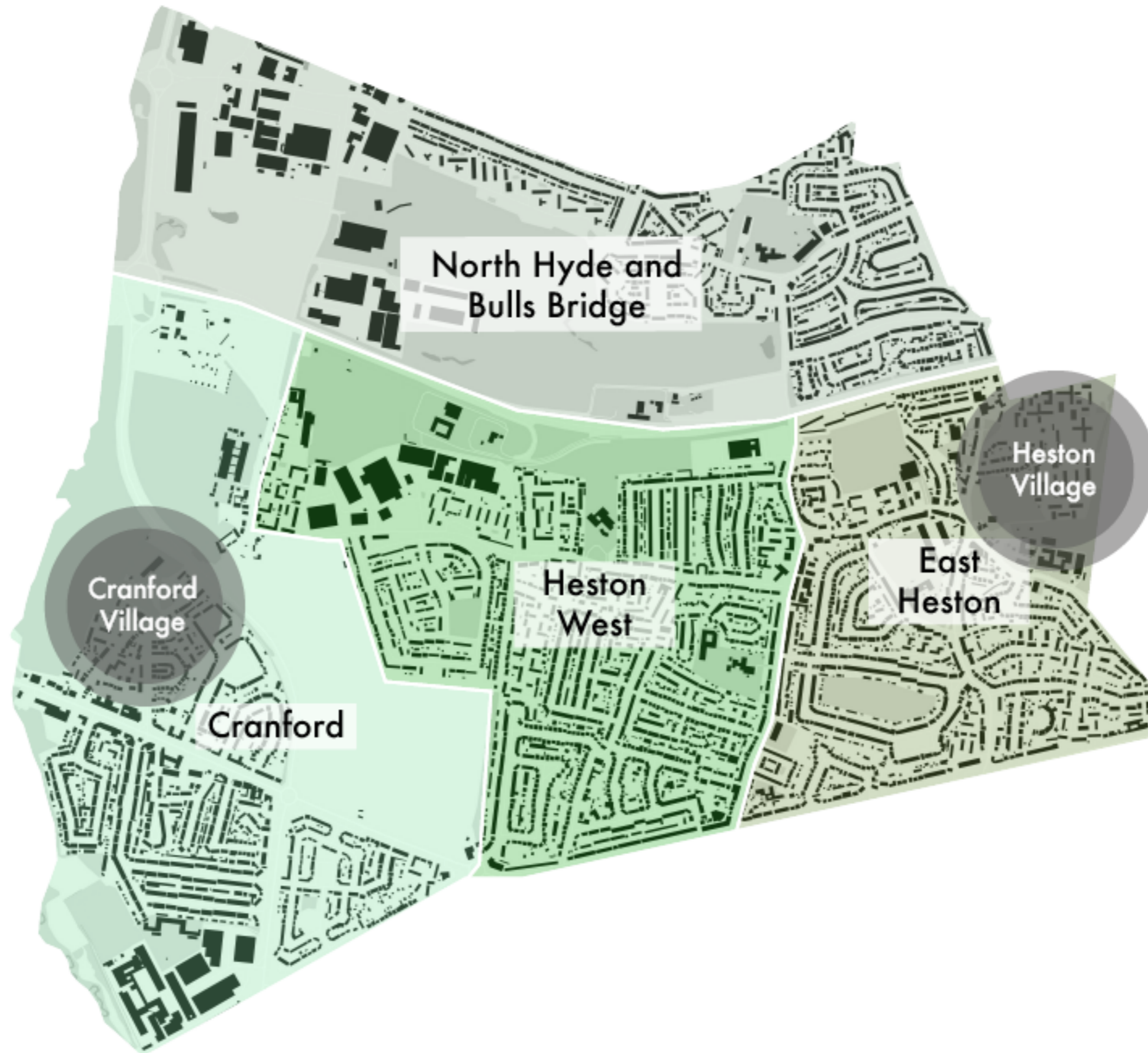
Cranford.....23

North Hyde and Bulls Bridge.....25

Heston West.....27

East Heston .....29





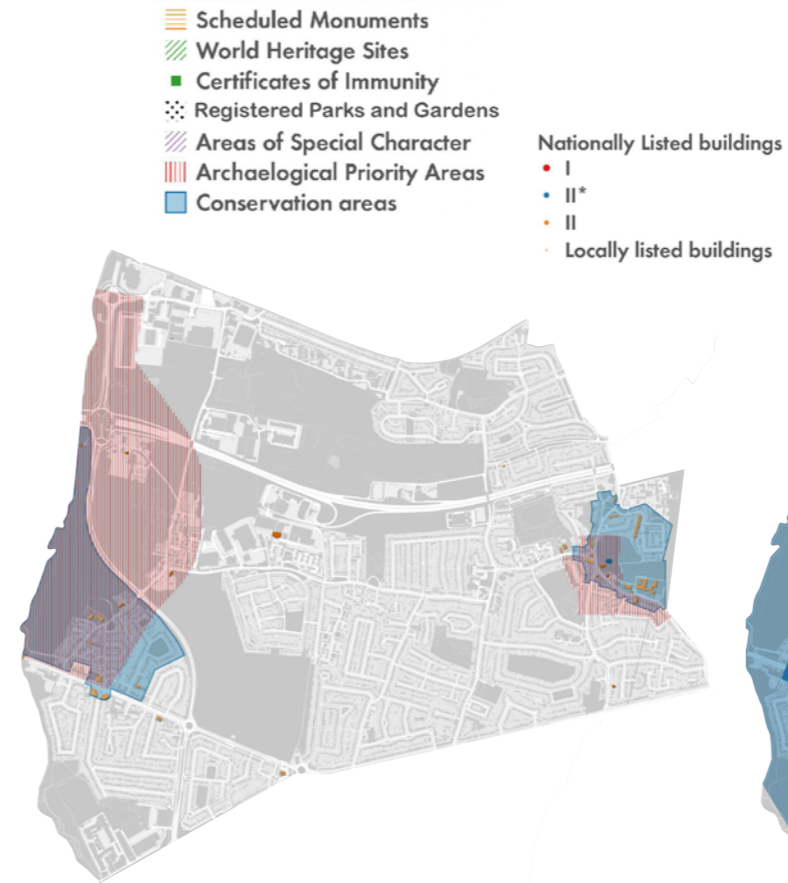
# Towards a greener, healthier, cleaner, safer, thriving and liveable... Cranford and Heston

**B5.5** The area is generally suburban and has a low-rise residential character, but also includes significant pockets of industry. It is important to really appreciate the character of this part of the Borough and to identify the qualities that make it a good place to live and work. New development must raise the bar on quality and demonstrate how it appreciates local character and sits well within their suburban setting.

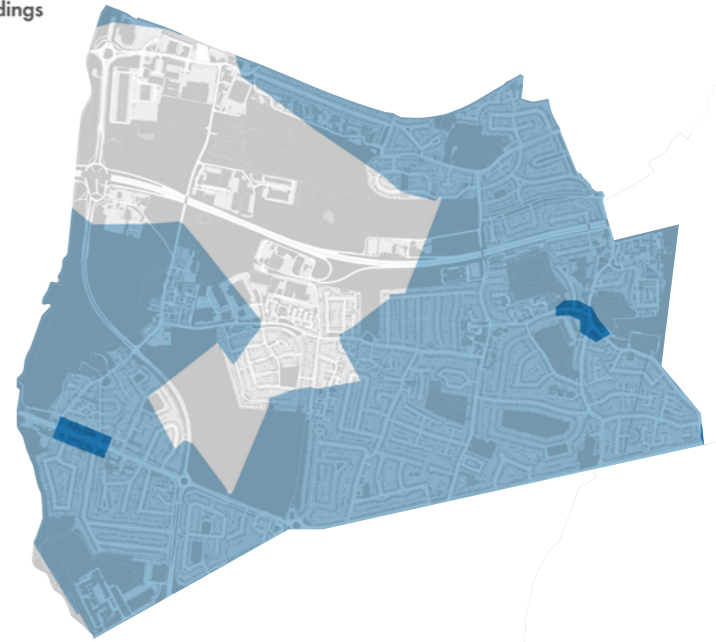
**B5.6** The area has strong historic links with aviation, and this continues to play an important role with it being in such close proximity to Heathrow airport. Good walking and cycling options to Heathrow where feasible are critical for supporting healthy living and enhancing local character by reducing reliance on cars. Similarly to other parts of the borough, air quality is poorest along major routes, and reducing car reliance is key to improving this.

**B5.7** The area's diversity is most seen in its local centres - the historic villages of Heston and Cranford. Local centres continue to grow in importance, and so these will need to work harder to provide a good mix of uses and activities that support local residents and workers. Improving connections to the town centres from the north west of the area will play an important role.

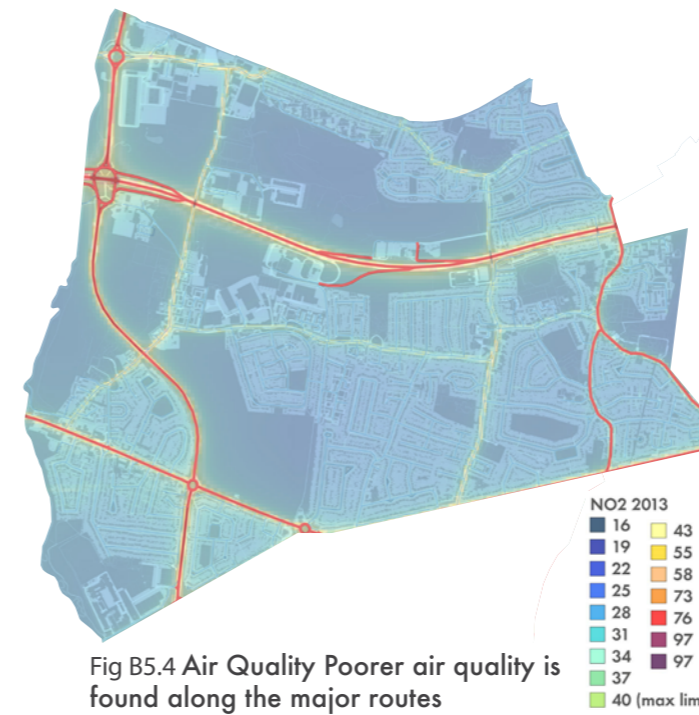
**B5.8** The impact of infrastructure is especially felt in this part of the Borough with the Great West Road and M4 being significant barriers to movement. PTAL is low (0-2 rating) across the vast majority of the area. A key part of the vision for the area is about improving links between neighbourhoods on either side, so that residents can access their local centres, parks, workplaces and other facilities easily on foot and by bike.



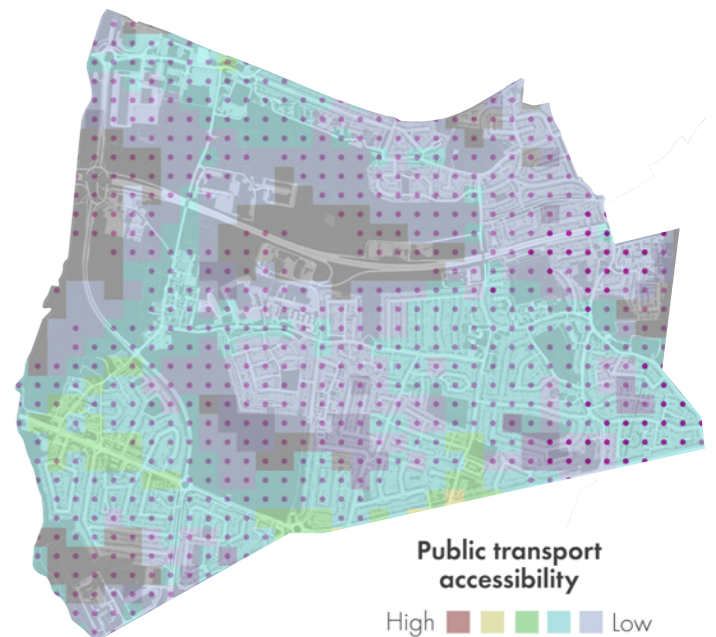
**Fig B5.2 Heritage.** Blue areas show conservation areas. Red hatch shows archaeological priority area.



**Fig B5.3 Proximity to centres (15 min walk)** Light blue shows areas within a 15 min walk from a centre (dark blue)



**Fig B5.4 Air Quality** Poorer air quality is found along the major routes



**Fig B5.5 Public Transport Accessibility Levels (PTAL)**

85.9 Cranford and Heston are some of the most ethnically diverse parts of the Borough with the greatest number of residents identifying as Black, Asian and Minority Ethnic. Within the area Heston East is the most diverse (77.4% of ward residents are BAME). Asian residents make up the majority population, specifically Indian and Pakistani communities. Between each neighbourhood are important nuances with regards to ethnic composition. Somalis are a notable ethnic group in Heston West and Black Africans and Afghans in Cranford (2011 Census).

85.10 The area has a diverse religious composition - Sikhs make up about 25% of Heston's population (average of Heston's three wards), and Muslim residents range from 19-24% of the population within Heston and Cranford wards. Heston East has the lowest number of Christians in the Borough (24.5%), compared with other places in the Borough like Chiswick where this number is above 50%.

85.11 Crucially, new development must seek to respond to the specific housing needs of locals in this part of the Borough. There are a high proportion of residents living in multi-generational households, many of whom are from Indian ethnic backgrounds. Overcrowding is also an issue, with more than 1 in 4 households in Heston West and Cranford wards living in overcrowded conditions.

85.12 Deprivation across the whole of this area is above the England average. The most deprivation is found in the north-west of this area, with the Cranford ward being the 4th most deprived ward in Hounslow.

85.13 New development must also contribute to the quality of green and blue infrastructure and support sustainable and active travel to and from employment sites. The area includes the Crane valley which is a great natural asset that

could play a much more important and positive role for this part of the Borough with minimal artificial lighting to allow the area's wildlife to flourish. Other green spaces include Heston Park and Avenue Park. There are opportunities to improve the environmental value and function of these spaces, and opportunities for greening along streets which will help to revive the imprint of the historic extent of Hounslow Heath, which extended into the south-western area of Cranford. The potential creation of a large green open space at Rectory Farm would contribute significantly to greening and access to open space. Opportunities to promote sustainable freight and freight consolidation should be considered.

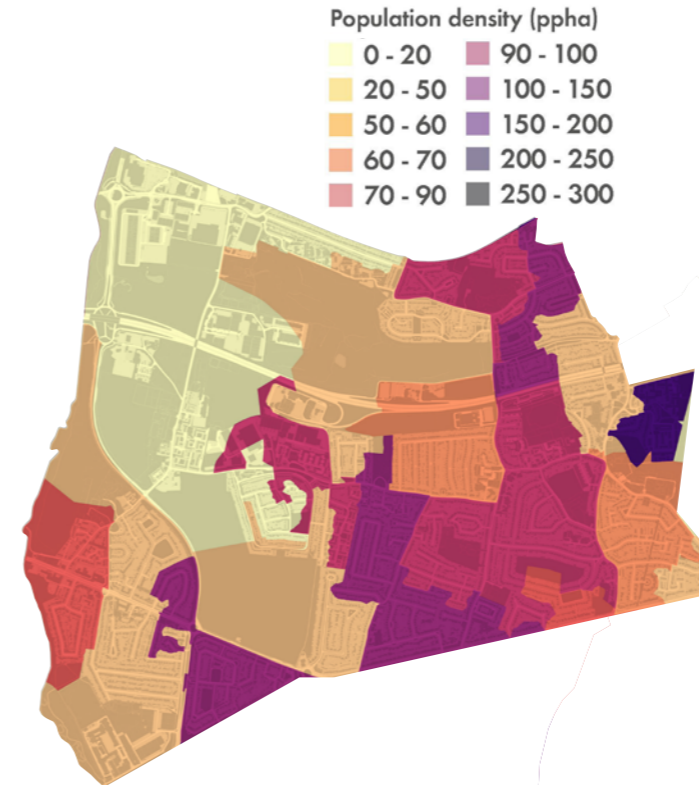


Fig B5.6 Population Density. Darker shades indicate a higher density.

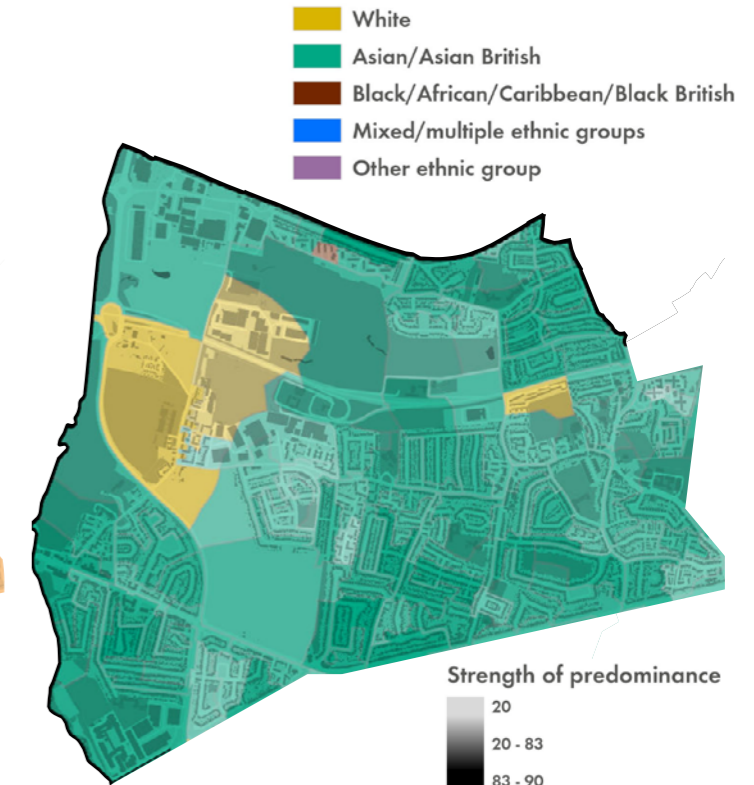


Fig B5.7 Ethnic groups predominance.

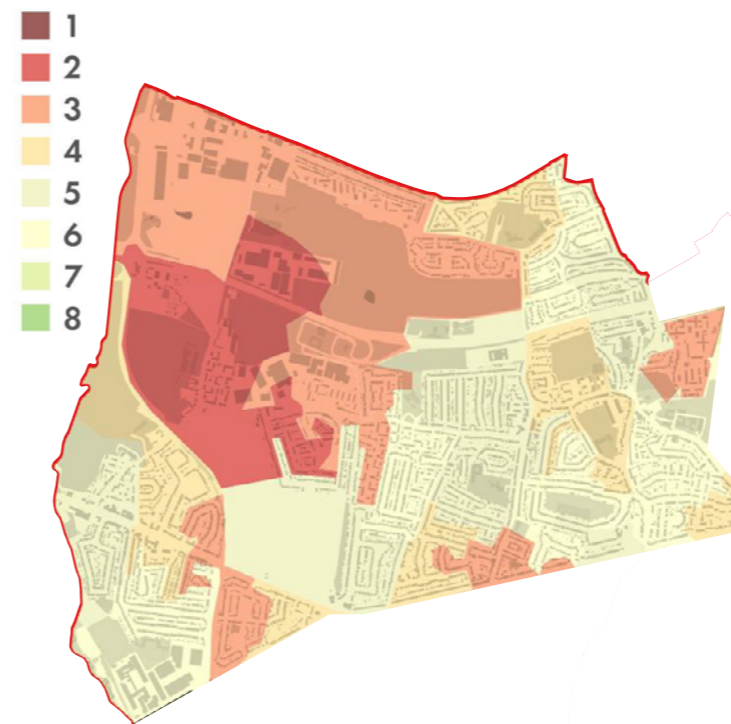


Fig B5.8 Index of Multiple Deprivation Decile (where 1 is most deprived 10%). Red shows more relatively deprived areas, dark green shows least

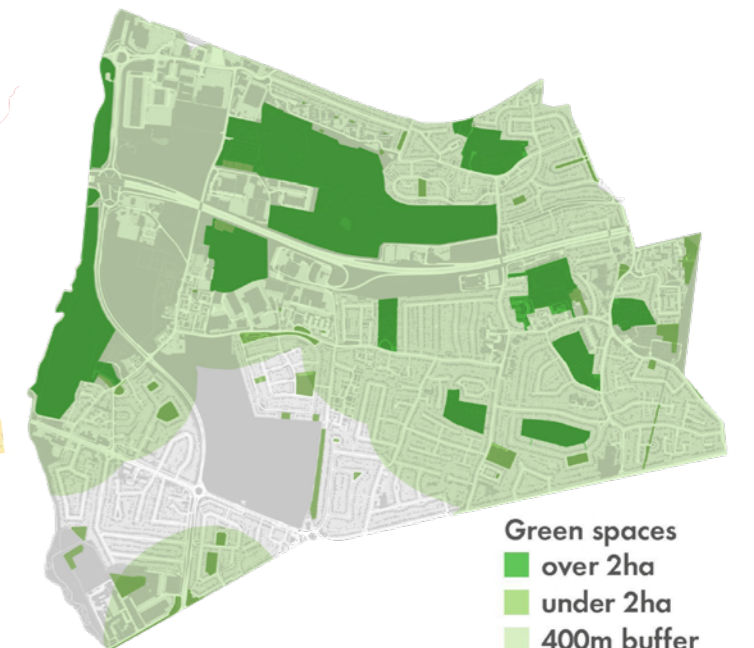


Fig B5.9 Access to green spaces. Dark green show open space, light green shows 400m radius from green space.

- 85.14 Much of this area is characterised by suburban streets and housing. However, the level of green infrastructure built into the structure and grain of the area varies. In Cranford and Heston, streets generally have more street trees and homes often have deeper and greener back gardens
- 85.15 Areas like the Crane Valley support green infrastructure performance more generally in the area, and this asset needs continued management and support to enable it to contribute to it's full environmental potential. As Figure B5.10 illustrates, overall most street blocks have an existing estimated Urban Greening Factor of around 0.6.
- 85.16 There are a number of opportunities to enhance the public realm greening in this area including increased street trees on routes or sections of routes that currently have fewer, increasing planting within the historic footprint

- of Hounslow Heath and supporting green connections between existing assets like the Heath and the river corridors. It is suggested therefore that in this area, sites must achieve the minimum Urban Greening Factor target (see Urban Greening Factor code in Part A2) on site and then contribute towards greening in the public realm.
- 85.17 The existing buildings across the area are predominantly two to four storeys. In some of the area's housing estates and in the centres of Cranford and Heston building heights are higher with a number of five to eight storey developments as well as taller buildings over 10 storeys.
- 85.18 Key residential typologies in this area are suburban residential and cul-de-sacs. Opportunities to intensify within these neighbourhood's typologies should be encouraged whilst also achieving enhanced

permeability, cycle connections and greening. Across the area both these typologies will come under increasing pressure to intensify. In all cases they will need to support local character objectives, this includes increasing urban greening as part of plot intensification.

- 85.19 Extensive areas of industry and big box retail also exist in this area and opportunities to enhance the environmental performance of these areas should be sought. This could include introducing green buffers at the edge of big box retail / industrial estates, or green roofs where feasible.
- 85.20 New development should aim to achieve a Floor Area Ratio of at least one or 1.5. This may require a 50% uplift in building heights in some locations.



Fig B5.11 Approximate existing building heights.

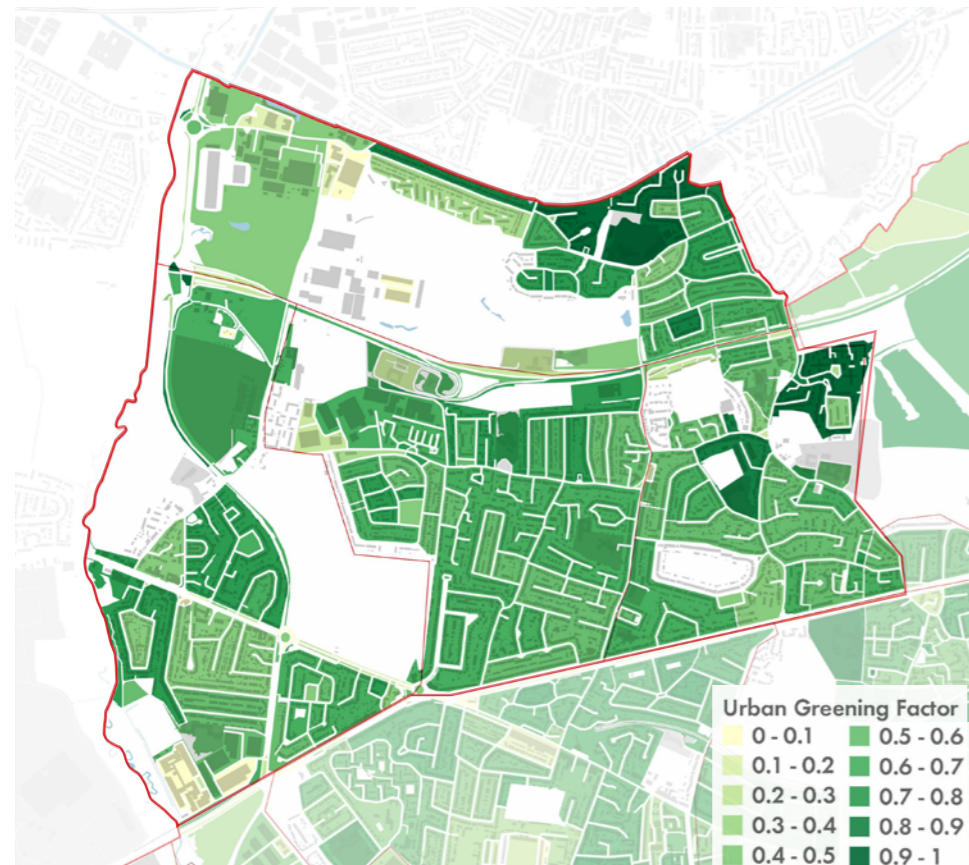
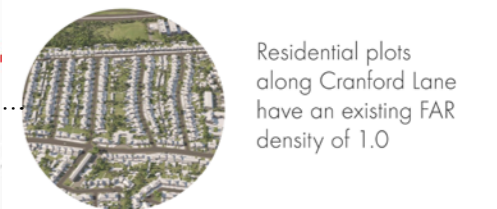
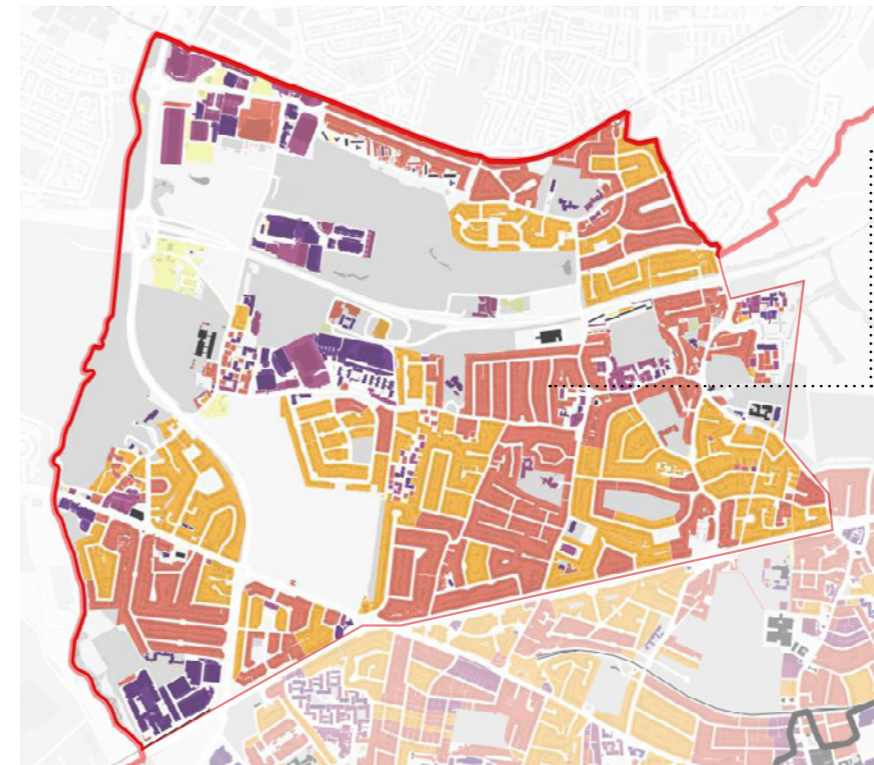


Fig B5.10 Strategic Urban Greening Factor analysis of existing street blocks - this measurement includes the contribution of street trees and planting in the public realm as well as greenery within plots. The London Plan suggests a minimum score 0.3 to support climate adaptation.



Residential plots along Cranford Lane have an existing FAR density of 1.0

- FAR
- 0.0 - 0.3
- 0.3 - 0.6
- 0.6 - 1.0
- 1.0 - 1.7
- 1.7 - 3.0
- 3.0 - 7.0

Fig B5.12 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.

85.21 For a greener, healthier, cleaner, safer, thriving and liveable Borough, Cranford and Heston 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. **Improving connections between communities on either side of the Great West Road with local centres, nearby green spaces and facilities in other parts of the Borough.** Walking and cycling routes across Great West Road should be provided, including cycle lanes, at-grade pedestrian crossings in the right locations, and wide, even footpaths. Street tree replacement and planting along Great West Road and on streets on either side will contribute to healthy and attractive routes, as well as greening within sites too. There may be opportunities to intensify at key points to support movement and activity across this

route. An uplift in density will be expected as part of any new development along Great West Road as a major movement corridor. This could include taller building elements in appropriate locations.

3. **Enhancing existing green spaces and reviving the imprint of the historic extent of Hounslow Heath.** There is an opportunity to look to improve the quality, role and environmental value of other green spaces in this part of the Borough, including Avenue Park at Cranford and Heston Park. Open spaces in this area are often on the edges of neighbourhoods, and so connections to them should be strengthened through public realm enhancements and provision for walking and cycling working jointly with adjacent boroughs ie. Hillingdon. Connections between open spaces should be strengthened by green corridors or green routes where feasible and appropriate, as part of overall enhancements and extensions to the existing green infrastructure network. Hounslow Heath used to extend much further north up to as far as Cranford. Future growth should embrace opportunities to reinstate greenery in this area by re-greening front gardens, and through introducing new informal, biodiversity rich planting and spaces along streets through the area.

5. **Supporting Cranford and Heston local centres.** These centres will be important hubs for growing local communities in the future. Interventions should seek to enhance the existing centres, improve the links to nearby residential areas and overcome movement barriers e.g. across Bath Road. Future growth should embrace opportunities to repair the built environment through sensitive intensification and enhancements to existing buildings whilst retaining historic elements. As the role of these centres diversifies and increases, new uses should be accommodated including workspace and community uses, alongside enhancements to the public spaces in the centres.

6. **Improving the sustainability of existing buildings.** To enhance sustainability of the existing built environment in this area, retrofit solutions are necessary. Solutions such as solar panels, air source heat pumps and secondary glazing are encouraged, however must be situated discreetly to avoid visual intrusion. The feasibility for a district heating network should be explored in this area. Paving of front gardens must be resisted and verdant front gardens encouraged to increase their environmental significance and resilience to flooding.

4. **Revealing the River Crane valley and enhance the quality of spaces and connections on either side.** The River Crane valley is a fantastic asset but significant sections are currently hidden away or poorly connected. Any urban intervention should look to support opening up a continuous route along the whole valley for walking and where possible cycling connections, and help to enhance the quality of spaces and connections on either side.

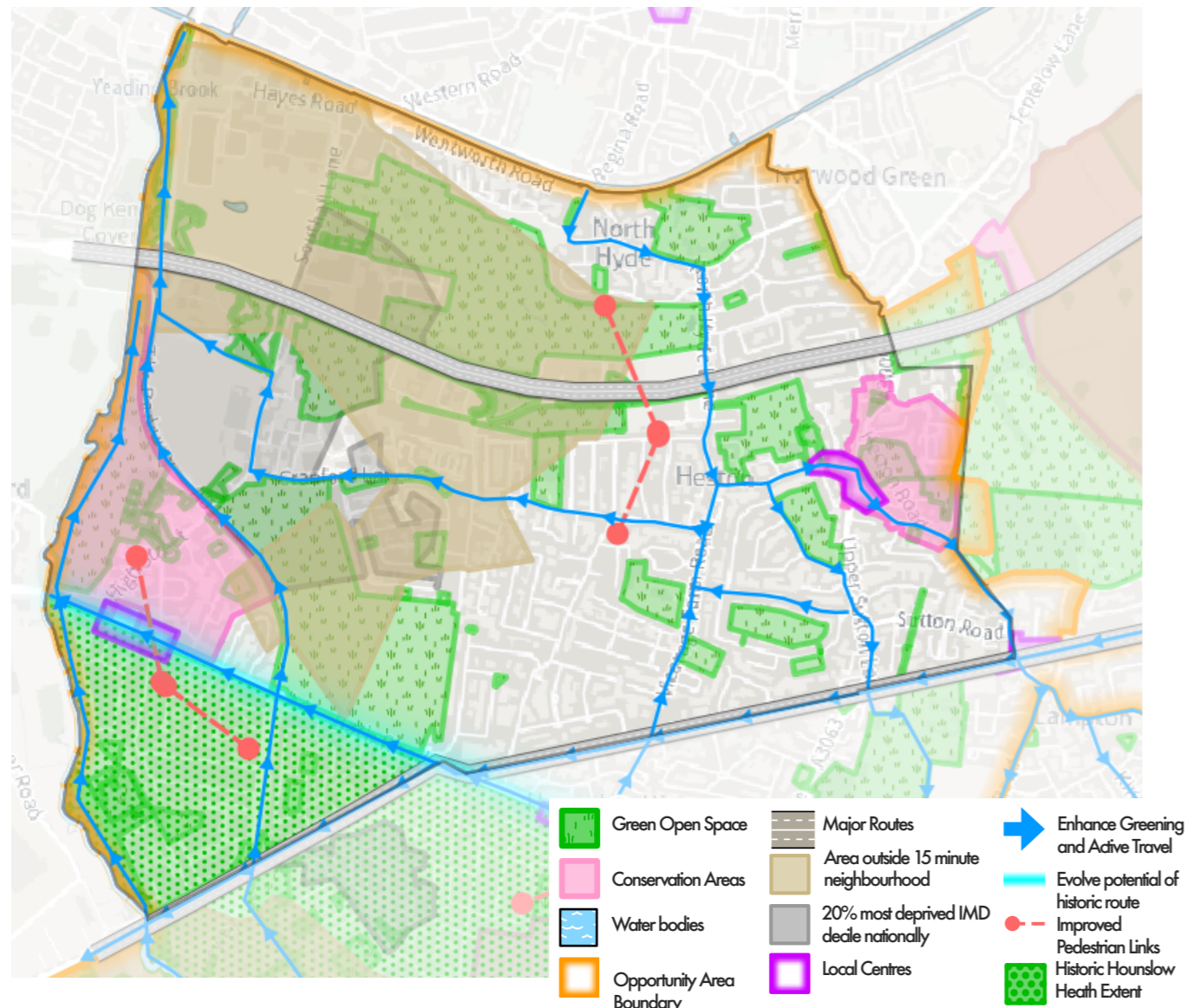


Fig B5.13 Area transitioning vision diagram \*Diagram to be amended to align with Local Plan Reviews once adopted

# Cranford

## What's special about Cranford?

85.25 Cranford's local residents are incredibly diverse. Much of the neighbourhood is within Cranford ward, of which 74% of residents are from ethnic minority groups. The biggest ethnic group is Indian. There is also a significant Black African community and Afghan community (2011 Census). Cranford has the fourth highest proportion of people living in multi-generational households, the majority of whom are from Indian ethnic backgrounds. It also has one of the highest concentration of Muslims in the Borough (totalling 23.5% of the ward) and is home to Cranford Mosque. It is one of the youngest places in the Borough with a median age of 31 (compared to 34 borough average). Key education facilities include Cranford Primary School, Cranford Community College and the local library on Bath Road.

85.26 The area grew up around Cranford Village, which was historically set within Hounslow Heath on Bath Road. Much of the area was developed in the inter-war and post-war periods with attractive suburban streets.

85.27 The historic Bath Road forms the bustling Cranford high street which functions as the spine through this neighbourhood and is cut in half by the more recent Parkway. A great deal of infill development has occurred along and just off the high street in recent times. The coherence of its historic centre has been lost as the Bath Road's vehicle capacity has increased but future street enhancements e.g. improved and new at-grade crossings, planting and removal of street clutter, could bring the two sides back together again. The Cranford Conservation Area includes a wealth

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



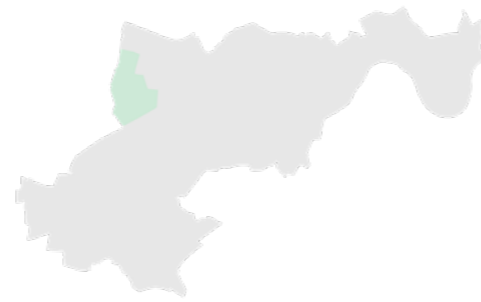
Red brick and detailing



Generous bow windows and tiling



Corner plot flourishes



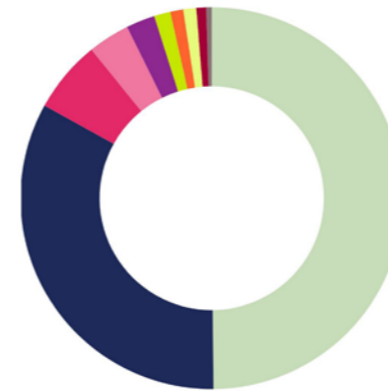
of heritage assets including the Keep, Berkley Parade and war memorial.

85.28 The Crane Valley is an important but underplayed asset in the neighbourhood. Generally this neighbourhood is a secluded and quieter part of the Borough. Cranford has a close association with aviation with Heston Aerodrome historically just to the north east, and many locals are employed at Heathrow or in aviation-related industries. The Heathrow Estate is located in the south of the neighbourhood and is comprised of a number of warehouses, which serve a varied range of businesses.

## Prompts for character-led development

- Each of the residential areas of this neighbourhood have a coherent suburban character which should be respected through any intensification. Green infrastructure was well planned into the residential areas, but has degraded over time. The loss of front gardens has had a detrimental effect and should be reversed where possible, and encouraged as part of residential extensions on plots.
- The existing building height range in this neighbourhood is 2-6 storeys approximately. New buildings should seek to conserve existing character, with suitable building heights of between 2-5 storeys in height.
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, such as tree planting, introducing new planting to evidence the historic footprint of Hounslow Heath and /or enhancing green connections between existing green infrastructure assets. Development sites in Cranford should actively contribute to the urban greening priority area.

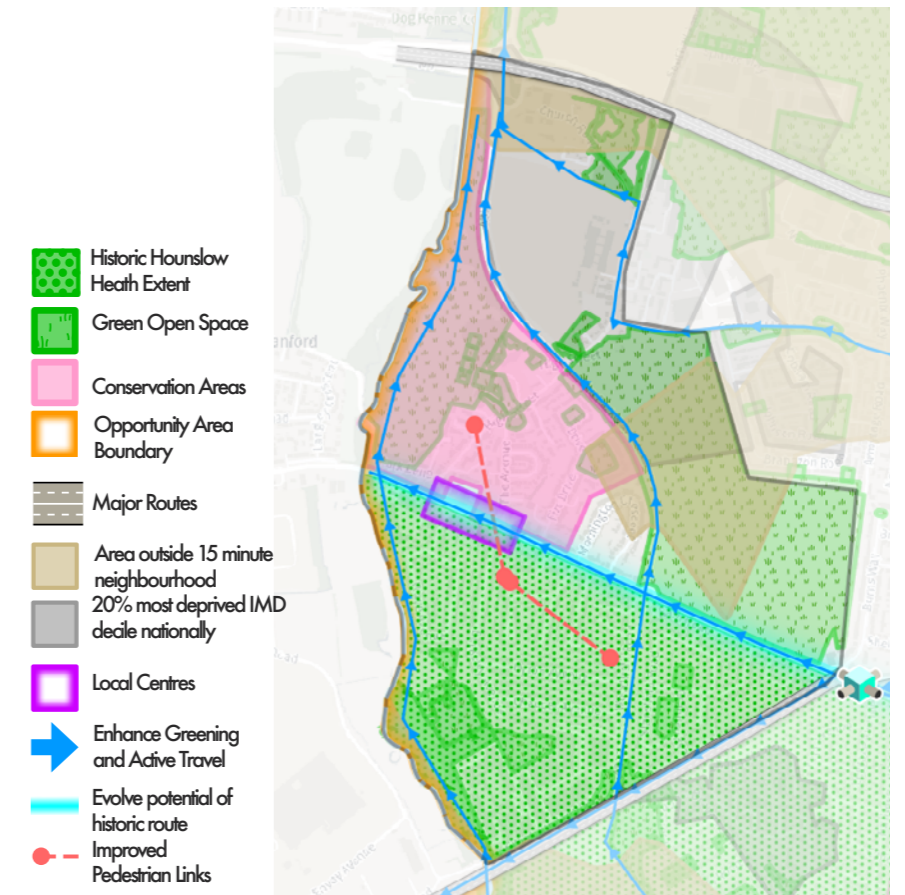
- Proposals for new development should look to integrate new community and civic assets for the local population. New housing should respond to the needs of local residents.
- There are opportunities to continue to improve the quality and role of the neighbourhood's green spaces to encourage active lifestyles. Improvements to public transport and the pedestrian and cycling environments along local streets and more strategic routes like The Parkway and Cranford Lane are encouraged. Main roads are heavily used by large commercial vehicles, which is a barrier to active travel. Consolidating these movements will be essential in promoting active travel.



### Neighbourhood typologies

- 50% Green space
- 33% Suburban
- 6% Industry
- 4% Institutions
- 2% Cul-de-sacs
- 1% Centres
- 1% Urban terrace
- 1% Parades

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



# North Hyde and Bulls Bridge

## What's special about North Hyde and Bulls Bridge?

85.29 North Hyde and Bulls Bridge is a neighbourhood that is occupied by a large non-residential area north of the M4 consisting of Airlinks Business Park, Square One Heathrow, Tesco supermarket and other retail stores. There are several airport-related industries in the area, among other uses such as a car repair centre, Darussalam Masjid & Cultural Centre north of Hayes Road, and Western International Market to the south, an exotic fruit and vegetable wholesaler.

85.30 The area has a large Indian population, many who live to the north and east of the neighbourhood in a low density residential area on either side of North Hyde Lane, including along Convent Way and Wentworth Road. White British, Pakistani and Somali residents also make up the area's ethnic mix (2011 Census for Heston West ward). There is a variety of inter-war and post-war housing with generous front and back gardens, served by some tree-lined streets that contribute to the overall streetscape of the area. Convent Way Community Centre and play area serve locals in the vicinity. Norwood Green Junior School is the local primary school, nearby to a small parade of shops and Tesco Express. Heston to the southeast and Southall centre to the north provide more shopping and community facilities as well as other local services for residents. Links over the canal are limited, although the 482 and H32 local bus routes link the area with Southall and with Hounslow town centre too. Overall, public transport

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



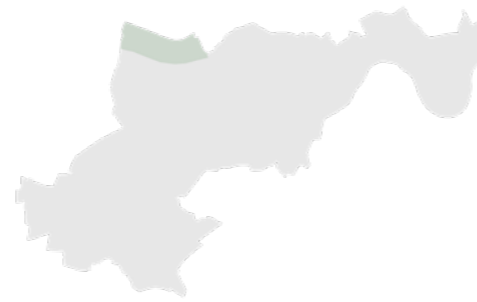
Red brick and window reveals

Shop awnings

Rounded parade corners

Pitched roofs

Metroland style semis



within the neighbourhood is quite limited with the Ringway being the only access in and out of the area.

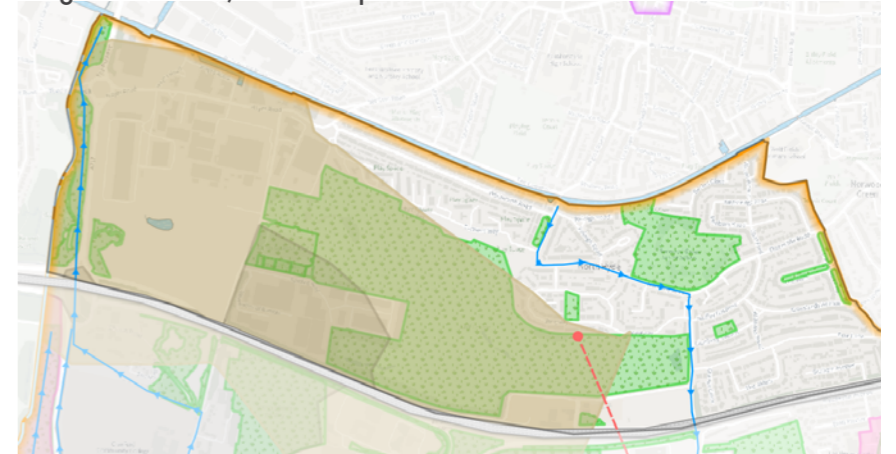
85.31 The area is bounded north by the Grand Union Canal with links to the River Crane. The neighbourhood also benefits from large open spaces - including parks, recreation grounds and a former golf course, although much of which is inaccessible.

## Prompts for character-led development

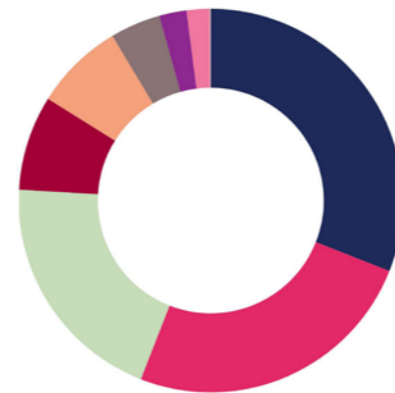
- The area feels quite separate to adjacent neighbourhoods due to the M4 and The Parkway. However, physical connections exist and should be enhanced. Main roads are heavily used by large commercial vehicles, which is a barrier to active travel. Consolidating these movements will be essential in promoting active travel.
- There are significant opportunities to enhance the character of this area including bringing open spaces into public use, enhancing existing local parades such as at Ringway and enhancing residential estates such as Convent Way.
- New development should seek to bring forward the above opportunities, whilst also raising the quality of design generally.
- The existing building height range in this neighbourhood is 2-4 storeys approximately. New buildings should be between 2-5 storeys in height. Any proposals for tall buildings should refer to the Local Plan.
- Opportunities should be taken to improve the setting of and access to the canal.
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area, This will require

a considered analysis of existing green infrastructure and a landscaped response to site design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage and biodiversity. Where the building line creates narrow sections of public realm it may be appropriate to set new development back to allow for contribution to urban greening.

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



|  |                           |  |   |
|--|---------------------------|--|---|
|  | Green Open Space          |  | Area outside 15 minute neighbourhood    |
|  | Conservation Areas        |  | 20% most deprived IMD decile nationally |
|  | Opportunity Area Boundary |  | Enhance Greening and Active Travel      |
|  | Major Routes              |  | Improved Pedestrian Links               |

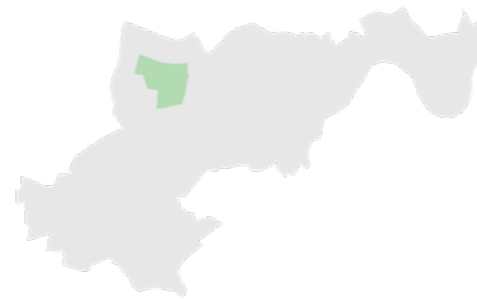


### Neighbourhood typologies

- 31% Suburban
- 25% Industry
- 20% Green space
- 8% Big box
- 8% Cottage estate
- 4% Slabs
- 2% Cul-de-sac
- 2% Institutions



# Heston West



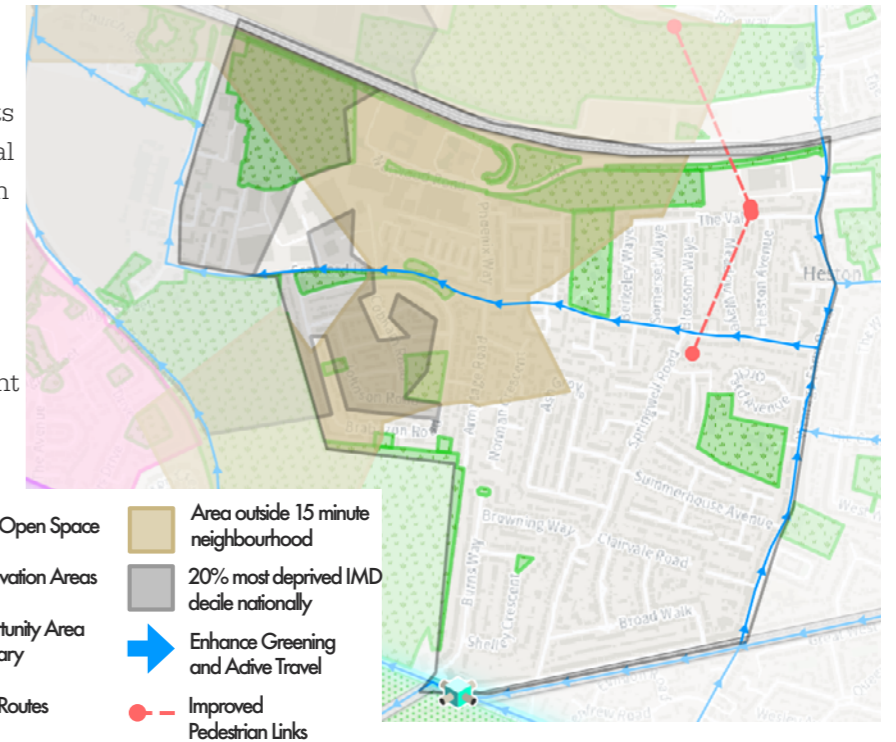
## What's special about Heston West?

- 85.32 Heston West is a diverse residential neighbourhood with a large Indian population. White British and Pakistani residents make up the area's ethnic mix, as well as Hounslow's largest Somali community (2011 Census). Heston West ward has the largest Muslim population and second largest Sikh community in the Borough.
- 85.33 Community facilities include Heston Sports Ground, Berkeley Academy and Springwell Primary School. An array of convenience stores, food outlets and other shops and services are found along Vicarage Farm Road, including a couple of Polish food shops, Indian and Chinese restaurants. Heston Asian United Reformed Church is also close-by.
- 85.34 Heston West was home to the historic Heston aerodrome, and is bounded to the north by the M4, and to the east and south by residential estates. The neighbourhood was once within Hounslow Heath, and it still retains aspects of its open, rural and green character. The area generally consists of wide streets lined with deep grass verges or trees with post-war housing estates providing a mix of housing types.
- 85.35 The construction of the Great West Road in the 1920s allowed new homes to be developed, mostly semi-detached and terrace houses, in a variety of styles with generous front gardens, which support the green character of the area. The neighbourhood also benefits from some commercial use to the north-west of the area providing a mix of retail and industrial uses.

## Prompts for character-led development

- The area's close proximity to the M4, Heathrow airport, as well as the Great West Road, can make it feel like a place to pass through, rather than to visit. The area's significant occupation by the aviation industry provides an opportunity to celebrate its aviation heritage. This is specifically relevant when considering opportunities to integrate Aerodrome Way into the wider area, in addition to improving active travel infrastructure.
- Opportunities to support local parades, such as Brabazon Road, through enhancement and intensification are to be encouraged.
- New development should respect the strong composition of residential areas and seek to enhance the quality of streets and public realm. This will involve reinforcing and potentially intensifying parades as well as restoring some of the original greening historically present.
- The existing building height range in this neighbourhood is 2-5 storeys approximately and new building heights should also fall within this range.
- Measures to support sustainable movement, for example improved cycle routes and walking environments is encouraged. Main roads are heavily used by large commercial vehicles, which is a barrier to active travel. Consolidating these movements will be essential in promoting active travel.
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local

area. This will require a considered analysis of existing green infrastructure and a landscape-led response to site design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage and biodiversity. Where the building line creates narrow sections of public realm it may be appropriate to set new development back to allow for contribution to urban greening.

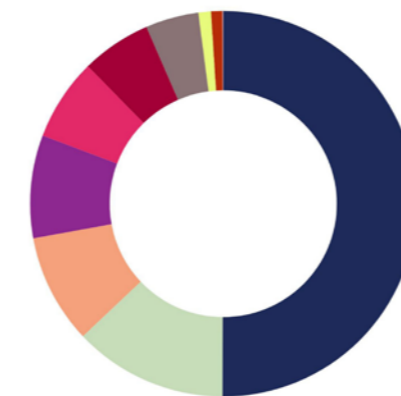


Plan of neighbourhood \*Diagram to be amended to align with the single Local Plan, once adopted

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



White render    Wide pavements    Double height bay windows and tiling    Roof rhythm    Generous front amenity space    Generous front gardens



### Neighbourhood typologies

- 50% Suburban
- 13% Green space
- 9% Cottage estate
- 9% Cul-de-sac
- 7% Industry
- 6% Big box
- 4% Slabs
- 1% Parades
- 1% Modern urban



# East Heston

## What's special about East Heston?

85.36 The area of East Heston is a historic village with St Leonard's Church, with its Grade II listed vicarage, and the Heston Village Conservation Area at its heart. The centre has shops, services, cafes and food outlets to support its residents, as well as significant leisure facilities and local schools. Shopping parades nearby like on Vicarage Farm Road are also popular among locals.

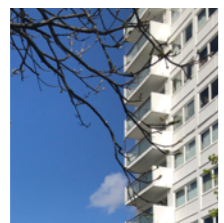
85.37 East Heston sits within the wards of Heston Central and Heston East, both characterised by their predominantly Indian local population. The area has the highest proportion of non-white residents in the Borough at 77% - Pakistani, Polish, Black African and Afghan residents also being notable ethnic populations in the area. The neighbourhood is the most religious in the Borough with a significant number of Hindus, Sikhs, Muslims and Christians. Less than 6% of residents across the two wards have no religion, compared with a Borough-average of 16% (2011 Census). This is evidenced in the faith and cultural facilities that exist in the area including the Brahmarshi Mission, Heston Catholic Social Club and Seventh Day Adventist Church.

85.38 The area is mostly residential providing a mix of housing types, including Victorian, inter-war, post-war and more recent developments north of the neighbourhood. Their layouts are varied and a notable example is Heston Farm Estate to the northeast which comprises free standing post-war tower blocks and smaller blocks integrated with newer development and set within areas of green and hard-standing. A community hall sits at the centre of the development which

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



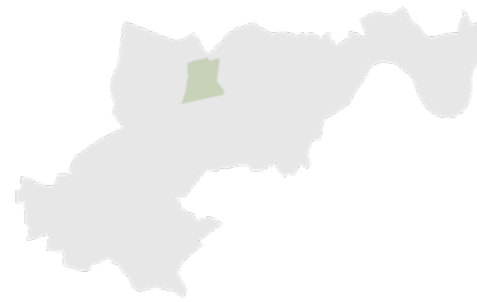
White and red brick render



Projecting balconies



Open green spaces



community groups can hire out. Other community facilities more centrally in Heston include the leisure complex by Heston Park, Heston Library and Village Hall.

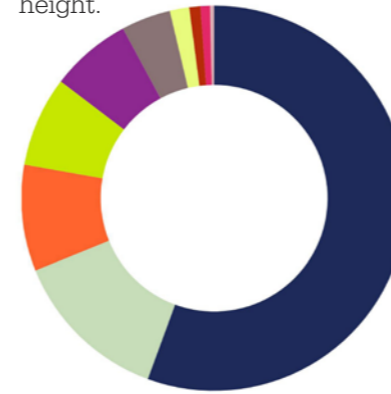
85.39 East Heston was once within Hounslow Heath, with aspects of its open, rural and green character still retained within the neighbourhood. This is emphasised by the area's access to open spaces - including Heston Park and play area, a really popular destination for locals and a natural hub for Heston. The green space around Osterley Park forms the area's eastern edge. Its connections to Isleworth / Osterley have been reduced over time, but the Great West Road provides an important spine. The area is bounded to the north by the M4 and to the south by the Great West Road.

## Prompts for character-led development

- Reinforcing Heston Village and centre is a priority for this neighbourhood. This will require improvements to public realm and measures to support active and sustainable movement, for example improved cycle routes and walking environments to enable better access to nearby stations. Main roads are heavily used by large commercial vehicles, which is a barrier to active travel. Consolidating these movements will be essential in promoting active travel. General urban greening in the public realm and front gardens and amenity spaces is also strongly encouraged. Opportunities to diversify the services and amenities present in the centre should be explored. New development should be respectful of the historic structure and grain of the neighbourhood. In particular the balance of development and open space should be maintained.
- All development sites must also make a contribution towards greening in the public realm on streets and corridors in the local area. This will require a considered analysis of existing green infrastructure and a landscape-led response to site design. The introduction of new green elements must maximise their environmental performance and contribution with particular attention to sustainable drainage

and biodiversity. Where the building line creates narrow sections of public realm it may be appropriate to set new development back to allow for contribution to urban greening.

- The existing building height range in this neighbourhood is 2-6 storeys approximately. New buildings should be between 2-5 storeys in height.



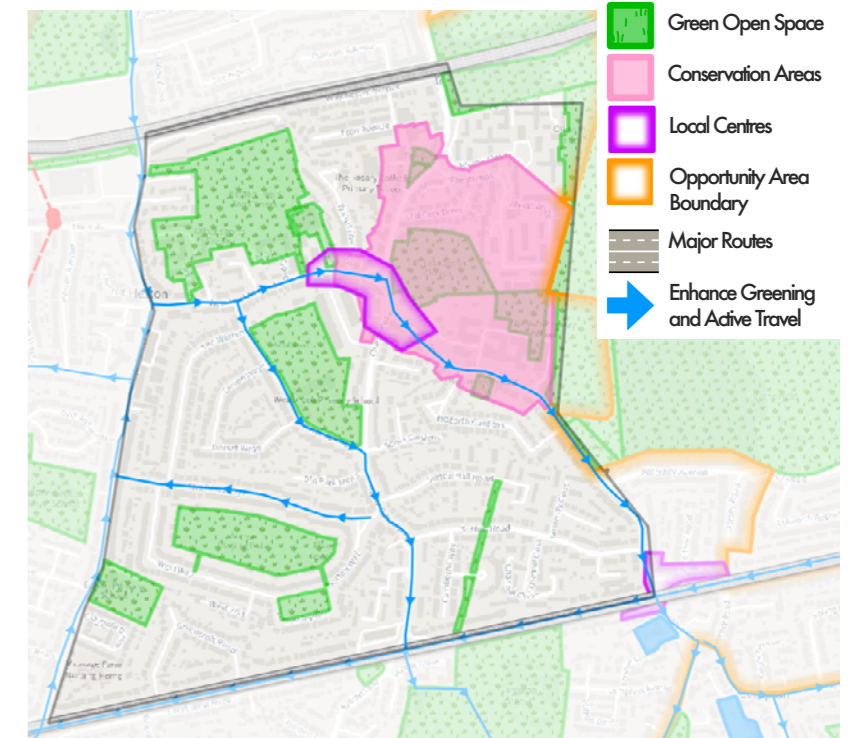
### Neighbourhood typologies

- 56% Suburban
- 13% Green space
- 15% Urban terrace
- 7% Centre
- 7% Cul-de-sac
- 4% Slabs
- 2% Parades
- 1% Modern urban
- 1% Industry



**“The war memorial and local community is special. Community groups help bring residents together”**

**- Resident's view on what's special**



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

