

HOUNSLOW CHARACTERISATION & GROWTH STUDY

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Urban Practitioners

 London Borough
of Hounslow



WHAT IS HOUNSLOW'S CHARACTER?

Contents

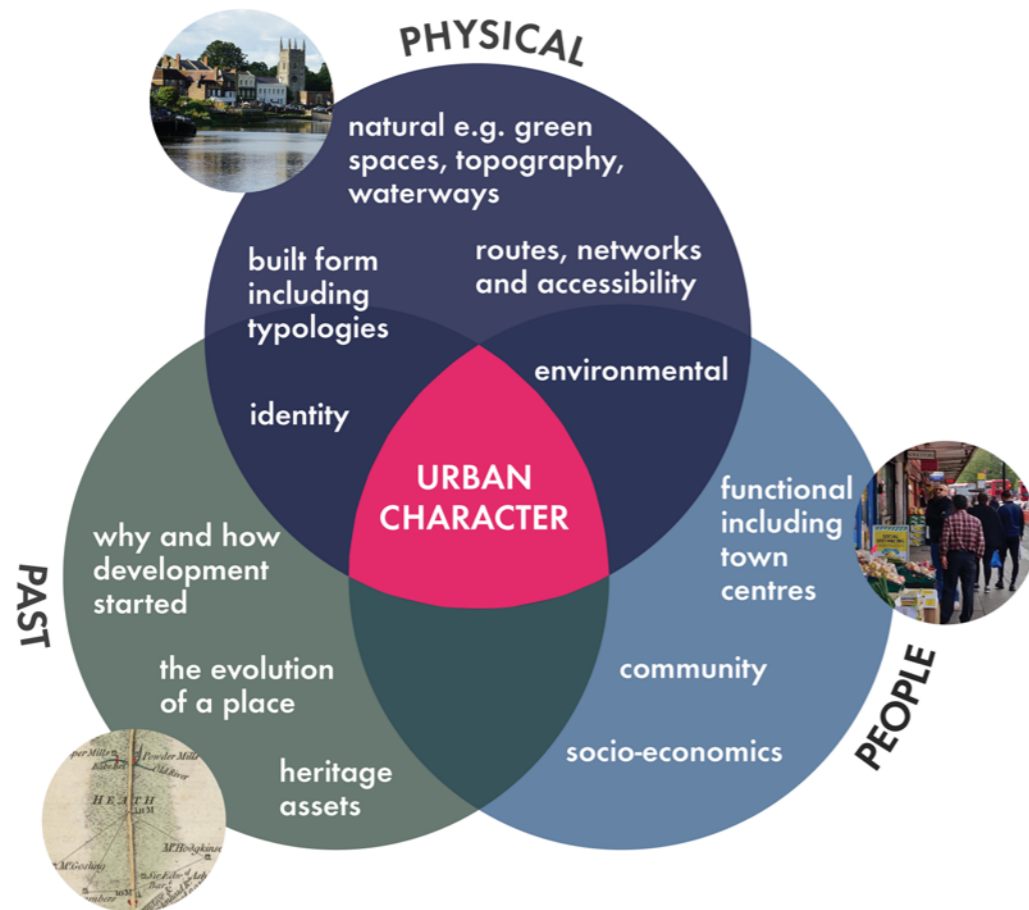
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Introduction

- 1.1 As is the case across London, Hounslow is expected to undergo extensive growth in the coming years. It is vital that this growth is design led and responds to the existing character of our architecturally, socially, and ethnically diverse Borough, which includes Grade I listed stately homes and riverside properties, as well as fine examples of postwar suburban housing and industrial units, linked by open spaces that make Hounslow one of London's greenest boroughs.
- 1.2 Following the Mayor of London's Characterisation and Growth London Plan Guidance (LPG), we have produced this document to provide a character study of Hounslow, identifying and analysing character in all its facets, from historical and built character to socio-economic and community character. This extensive and detailed analysis will, in turn, inform a character- and place-based approach to growth, conserving the best of Hounslow currently and improving the entire Borough in the future.
- 1.3 Based on this analysis, the character boundaries in the Borough emerge, revealing Hounslow's ten places and the smaller neighbourhoods within them. The neighbourhoods are formed based on built, economic, and social character, aiming to align similarities in urban fabric with residents' experiences of the place they live and common patterns of travel and shopping. These areas are analysed in further detail in Part B of the adopted Character, Sustainability and Design Codes Supplementary Planning Document (SPD) and, as a result, the Hounslow Characterisation and Growth Study should be read in conjunction with that document.
- 1.4 Building on the study of the Borough, this document proposes a character-based growth strategy, identifying areas that should be Conserved, Enhanced or Transformed, (CET) which is shown graphically in the form of maps, of both for the Borough as a whole and for Hounslow's ten places. The purpose of this study is to understand an area's strengths and weaknesses, providing a basis for place-based strategic planning in the future. The in-depth analysis presented in this study and in the Character Sustainability and Design Codes SPD will allow developers and planning officers to make more informed decisions about development proposals, encouraging sustainable and characterful growth in Hounslow, while positively contributing to the Borough's built, natural, and human character.
- 1.5 The Hounslow Characterisation and Growth Study is part of the evidence base that informs the emerging single Local Plan. It will be used to inform the strategy of the Local Plan, thereby ensuring that both strategic and place policies respond to the existing reality of the borough and the future aspirations of its communities.

What is character?

- 1.6 Urban character can be understood as the combination of three overlapping factors:
 - Past – why and how development started there and the ongoing story of its evolution.
 - People – the life and activities that take place within the physical environment and how communities use and adapt it.
 - Physical – the underlying structure of a place, including natural landscapes, buildings and infrastructure like roads and rail lines.
- 1.7 Character does not stand still. The factors that contribute to character change over time as people interact with places they have inherited, and layers of urban fabric are introduced, adapted or even erased.
- 1.8 Character is also personal. Our own lived experiences, thoughts and feelings will shape how we make sense of the different components that make up urban character, and therefore our overall perception of a place.
- 1.9 The intuitive and subjective nature of urban character can make it difficult to define. However, the purpose of a character study is to help us gain a common understanding of character, based on evidence and combined perceptions, which seeks to achieve a level of objectivity. Making sense of Hounslow's complex character allows planners to make more informed decisions about how the Borough's neighbourhoods should grow uniquely and sustainably.



Hounslow's historical character

- 1.10 Hounslow's character can be understood by exploring its past. The area's geography greatly influenced early development. Early settlers lived and made tools along the edges of the Thames and Brent rivers, and burials dating to the Bronze Age were on higher land north of Cranford. The Romans established a direct route between London and the west, evident today from Turnham Green through Brentford and Hounslow. chiefly located within Hounslow Heath and Crane Park.
- 1.11 Saxons gradually settled and left many lanes and place names, and later churches. The 1086 Domesday book noted the manorial areas of Bedfont and Hatton, and the riverside settlement of Isleworth (recorded as Gistelesworde). Settlements continued to form along routes, especially at crossing points and shallow areas of rivers, used for fishing and transport.
- 1.12 The area's clean water, clean air and productive lands attracted the royal and the wealthy and brick houses were built, set in elegant landscaped parks. Henry VIII acquired Hanworth Park Manor (Grade II listed) for hunting over Hounslow Heath. Grander houses were built along the riverside Mall in old Chiswick, and main routes out of London became busy coaching roads, lined with large houses, village centres and inns to cater for travellers. The River Crane and the man-made Duke of Northumberland's River were integral to the growth of industry in the area from the 16th Century onwards. They supplied power to mills for various industrial processes, of which one of the most important was the gunpowder industry along the banks of the Crane,
- 1.13 The Grand Junction Canal mainline was built between 1793 and 1805, from Braunston in Northamptonshire to the River Thames at Brentford, thereby reducing, by 60 miles (100 km), the distance to London from the Midlands— previously via Oxford and the River Thames—and improving reliability.
- 1.14 In the 1850s, the railways quickly replaced the canal and coaching trades. Industrial uses developed rapidly along the Thames at Brentford and brick built terraces housed workers.
- 1.15 Housing expanded particularly near stations. Larger properties in Grove Park and, nearer London Road, Bedford Park, Chiswick and Hounslow developed as suburbs. Rapid urban expansion included classical and revival Gothic, and later more vernacular styles. London Road formed most of the town centre high streets.
- 1.16 The growth in popularity of cars and aviation transformed the character of the Borough. The Great West Road opened in 1925 and was later widened and over-flown by the M4 motorway in 1965. The road was a catalyst for mass ribbon-development of semi-detached housing and large manufacturing buildings. Council housing with layouts based on Garden City ideals, and developments of flats were also built.

- Roman
- Medieval
- Georgian
- Victorian
- main road
- local road
- 20th century
- main road
- local road
- post-war
- main road
- local road

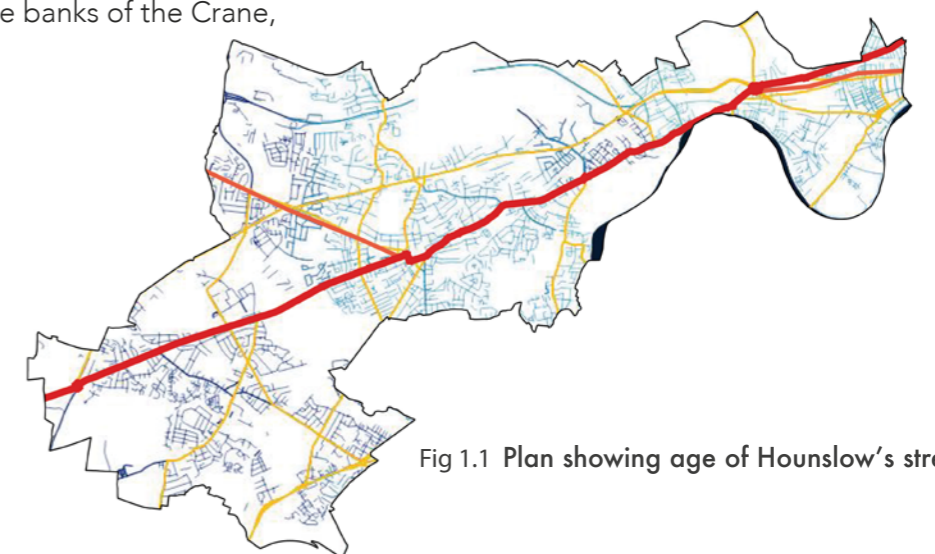


Fig 1.1 Plan showing age of Hounslow's streets

1.17 The Piccadilly Line extension in 1933 saw the rebuilding and relocating of the Grade II listed stations at Boston Manor, Osterley and Hounslow West in a modernist architectural style. Larger scale rebuilding also took place around the same time, as slum clearance made way for taller but more spaced-out buildings. Housing associations formed to provide good quality alternatives to tower blocks.

1.18 Post-war, some larger office buildings on the Golden Mile and in the town centres of Hounslow and Feltham fell vacant. Reliance on car transport and parking created problems and visual blight on residential streets and forecourts.

1.19 Pressures on land continue to increase, and in recent years there has been a greater focus on understanding character to guide high quality development which is embedded in the history and identity of Hounslow's diverse places. The 2014 Context & Character Study set an exceptional bar for the study of character in the Borough, including an in-depth look at its historic evolution. Hounslow's key historic themes that help make sense of the Borough today include:

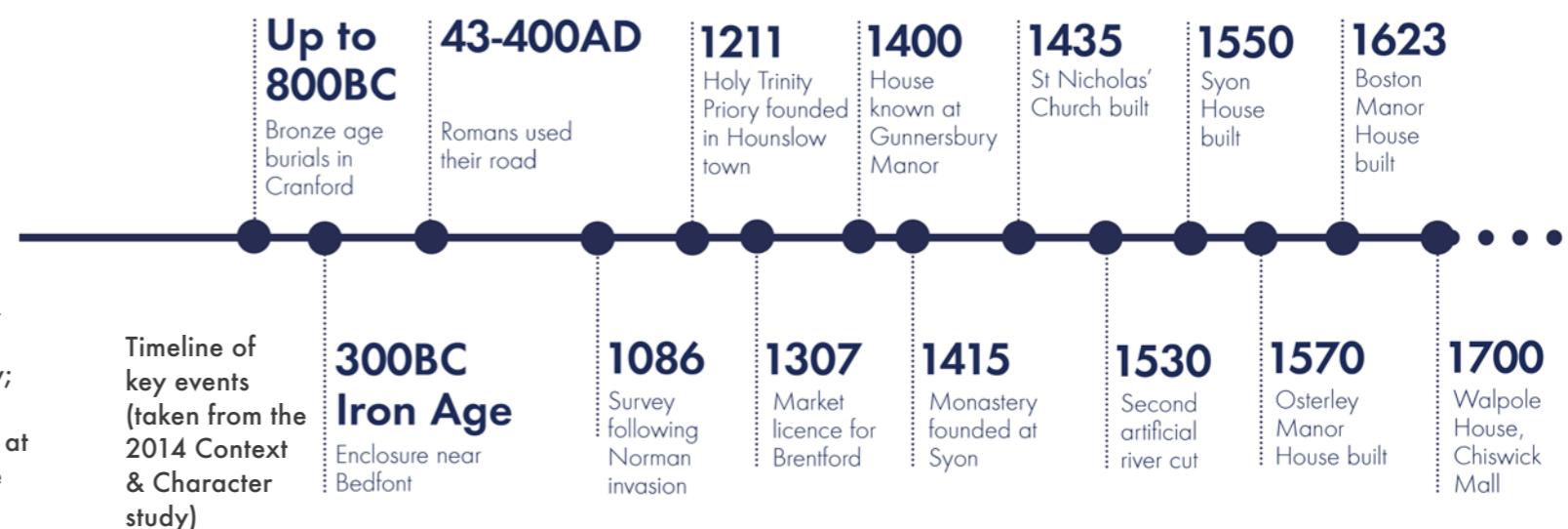
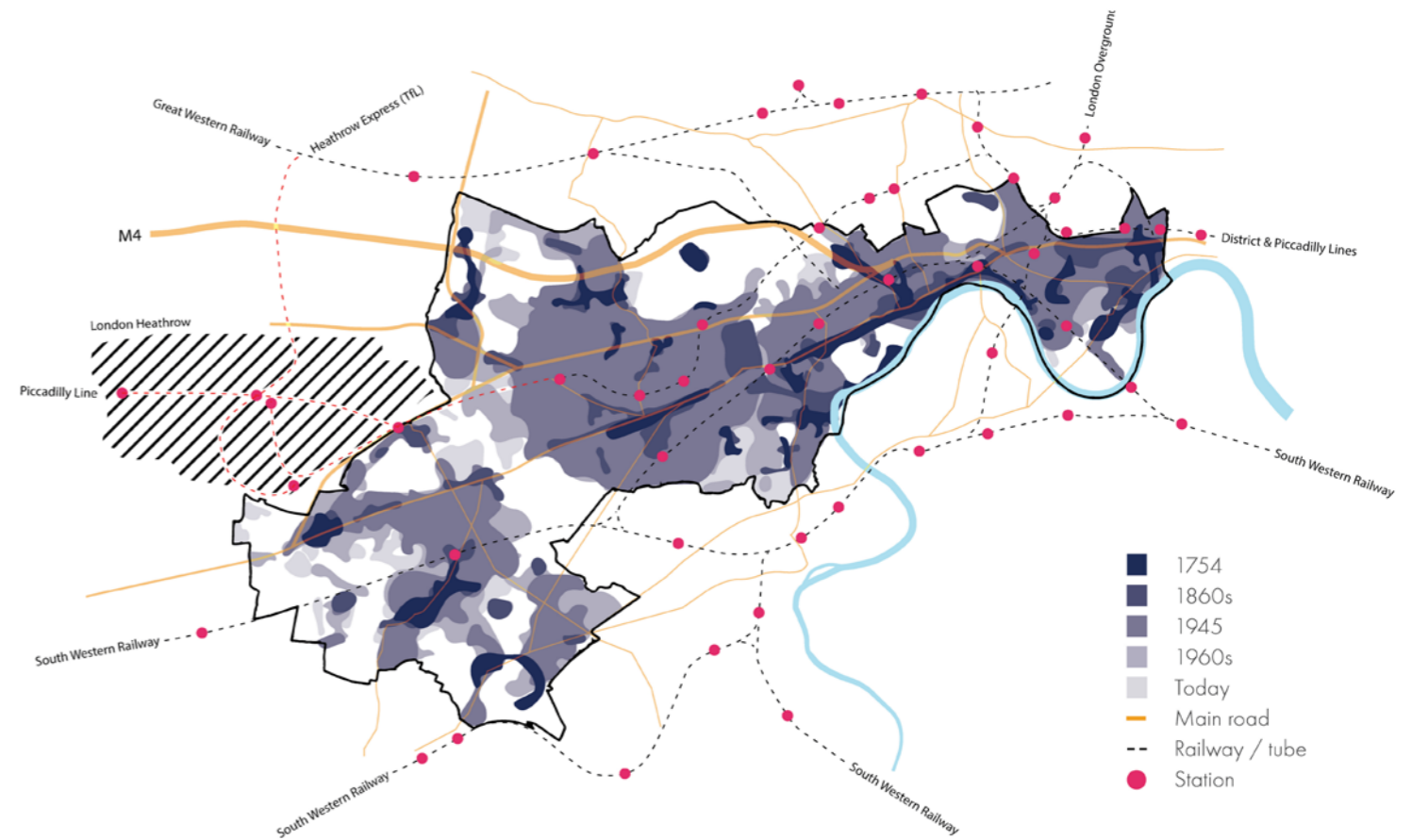
- Movement - from the historic influence of the Thames, the canals, the enduring presence of roads, the railways bringing industry and growth and the role of Heathrow airport;
- Hounslow as a place of work - farms and market gardens, and later factories, heavy and light industry, distribution, offices, Heathrow and retail;
- Hounslow as a place to live - its early settlement pattern including riverside villages, farmsteads and country estates; the first suburbs and residential enclaves like the Butts (Grade II listed) and Chiswick High Road; the influence of the railways; Bedford Park - a pioneering, Grade II listed, suburb; inter-war and postwar estates, new riverside developments and town centre living;

- A rich cultural legacy - from its medieval churches and sites of archaeological importance, to its nationally recognised great estates. The Borough has a legacy of parks and open spaces and an enduring multicultural presence.



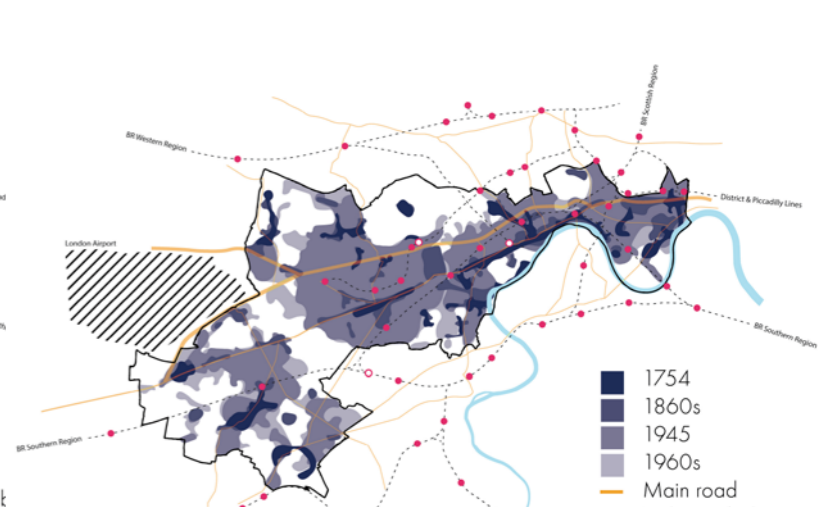
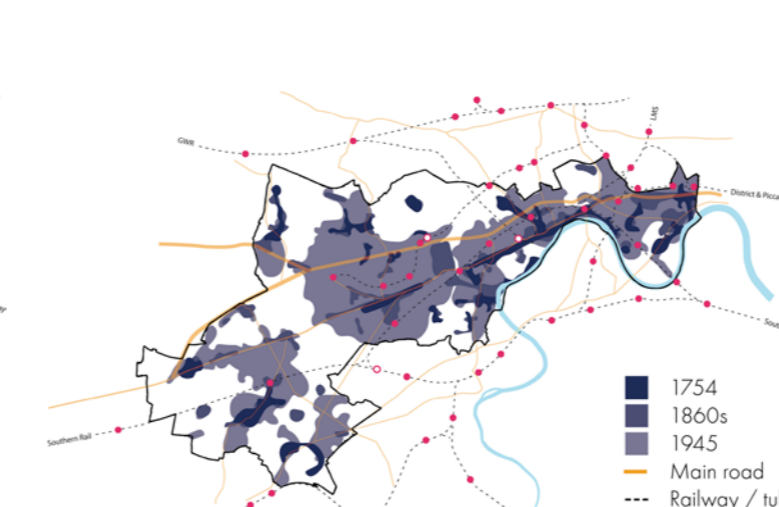
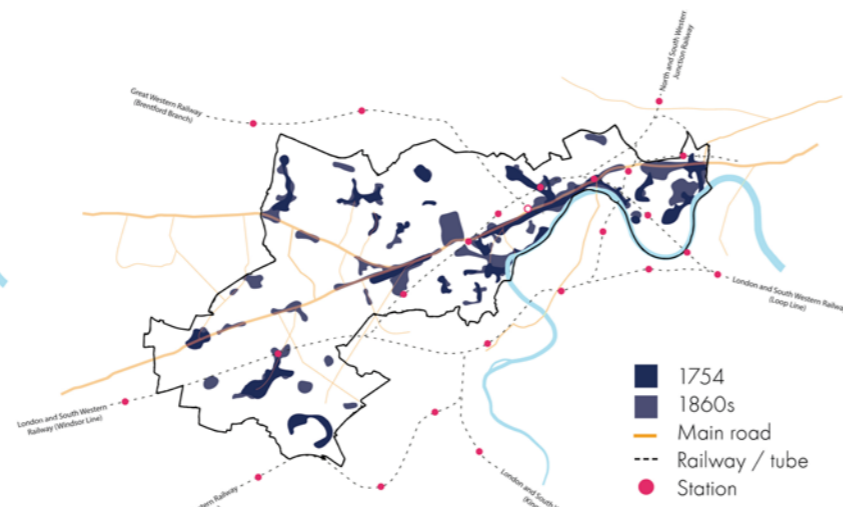
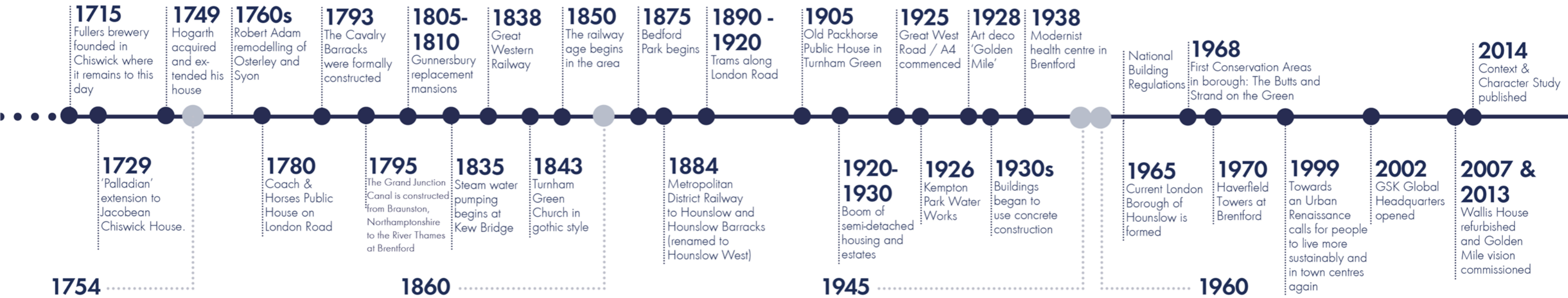
From top left: John Speed map, 1676; Rocque's map of Hounslow; Bedford Green; Firestone factory at Brentford (Grade II listed), 1928 ©Wallis, Gilbert and Partners

Hounslow's layers of development





c1990s cul-de-sacs, Isleworth
 21st C infill along major routes / town centres
 Contemporary apartments at Brentford Lock West



Examples of development through the ages...



Natural character

1.20 The Borough sits on generally flat, low lying land as part of the Lower Thames Valley on the north bank of the River Thames. Natural slopes provide interest along the River Brent valley and between Great West Road, London Road to north Brentford and, the Grade II listed, Gunnersbury Park.

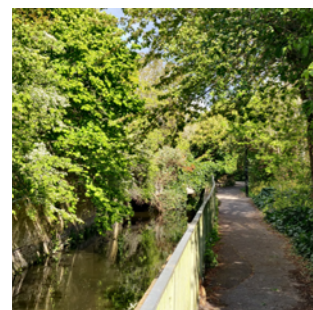
1.21 The Borough has a wealth of waterways and waterbodies. Its rivers include the River Crane and River Brent which flow into the River Thames, as well the Duke of Northumberland's River and Longford River; canals include the Grand Union Canal. The waterways contribute to a network of green open space and are a valuable leisure and natural resource. Their character and condition vary significantly. Some stretches are urban with hard edges, meandering alongside industrial estates and through town centres, like along stretches of the Longford River. Other sections are more hidden and less accessible, with back gardens forming the boundary on either side. Other stretches feel more rural and wild like parts of the River Crane, running through parks and wooded areas. The stretch of the River Thames between Chiswick and Isleworth makes up part of the Arcadian Thames, described by the Thames Landscape Strategy as 'a designed landscape, a rural paradise that stretched between Weybridge and Chiswick, where water, humans and wildlife have co-existed for centuries.' Improving the quality of, and access to Hounslow's waterways is a key part of the vision for the Borough, in line with the Thames Landscape Strategy.

1.22 Around 40% of the Borough is green open space. This includes Green Belt in the west of the Borough up to and including Hounslow Heath, as well as large open spaces designated as Metropolitan Open Land like Osterley Park, which contains many Grade I and Grade II listed heritage assets, Grade I and II listed Chiswick House and Gardens, Duke's Meadows and

Gunnersbury Park. Smaller open spaces like parks and recreation grounds are found across the Borough. These play a crucial role in providing for more informal recreation, including dog walking, outdoor gyms and children's play, and bring important ecological benefits. They offer therapeutic landscapes to help improve mental wellbeing, and can be utilised to improve physical activity.

1.23 Biodiversity hotspots are along the river corridors, as well as at large open spaces like Hounslow Heath, Osterley Park, Bedfont Lakes and Syon Park (Grade I listed). Railway cuttings also provide a great natural resource and support high levels of biodiversity. Many areas high in biodiversity are protected and designated as Local Nature Reserves or Sites of Importance for Nature Conservation Areas (SINCs). Grade II listed Kempton Waterworks (including the reservoirs), situated in the far south of the Borough near Hanworth, is designated a Site of Special Scientific Interest (SSSI), a Special Protection Area (SPA) and a Ramsar site as part of the wider South West London Waterbodies designation.

1.24 The Covid-19 pandemic has cast light on the importance of living close to good quality green spaces to support mental and physical health. There is generally good access to green spaces in the Borough, although there are noticeable inequalities. There are pockets across the Borough from Chiswick to Bedfont which lack good access to open space. Furthermore, the lowest quality open spaces are more prevalent in the west of the Borough, with the higher quality spaces in Isleworth, Brentford and Chiswick. Raising the quality of existing spaces and introducing new green space is a key priority for certain parts of the Borough.



Riverside walk in Isleworth



Jersey Gardens in Osterley



Feltham Pond



Chiswick Common

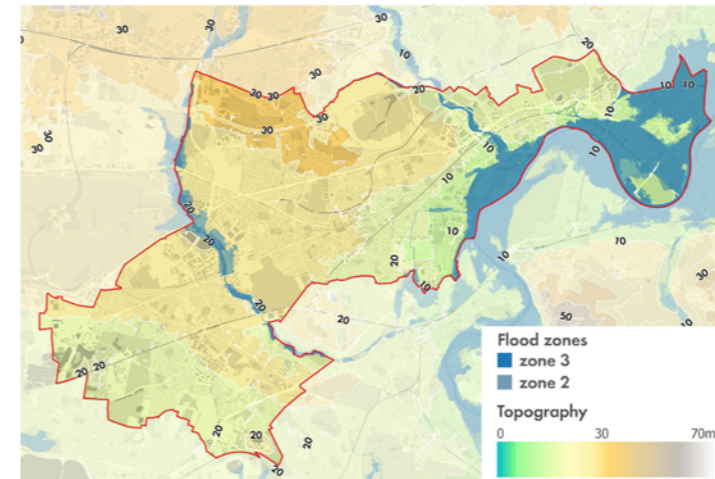


Fig 1.2 Topography and flood risk

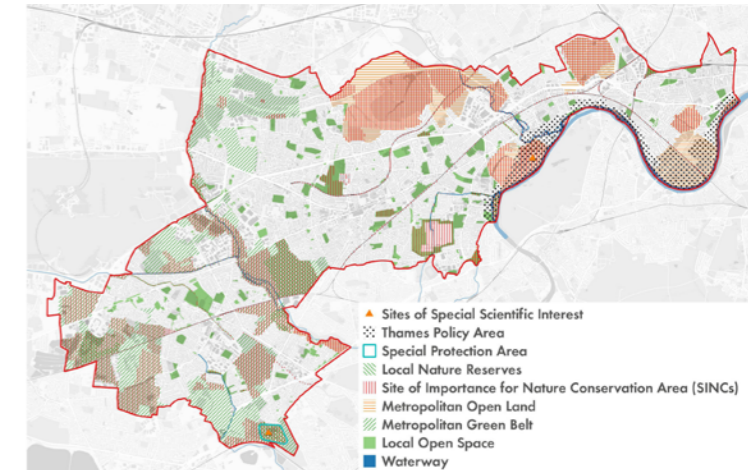


Fig 1.3 Blue and green network

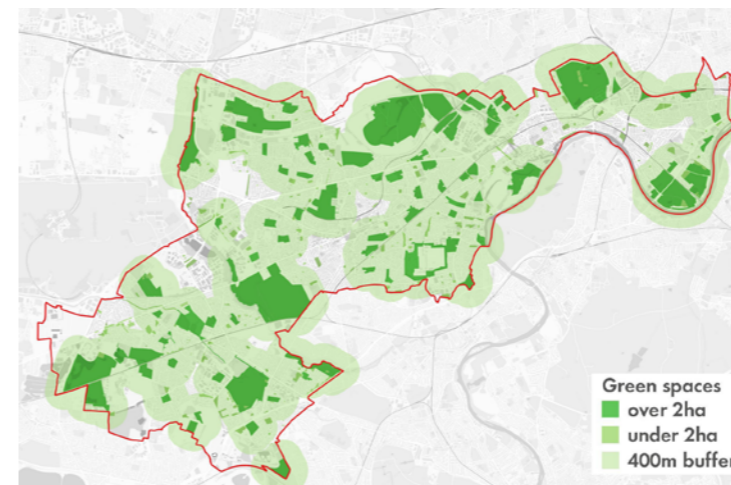


Fig 1.4 Plan showing green space size and 400m walking distance

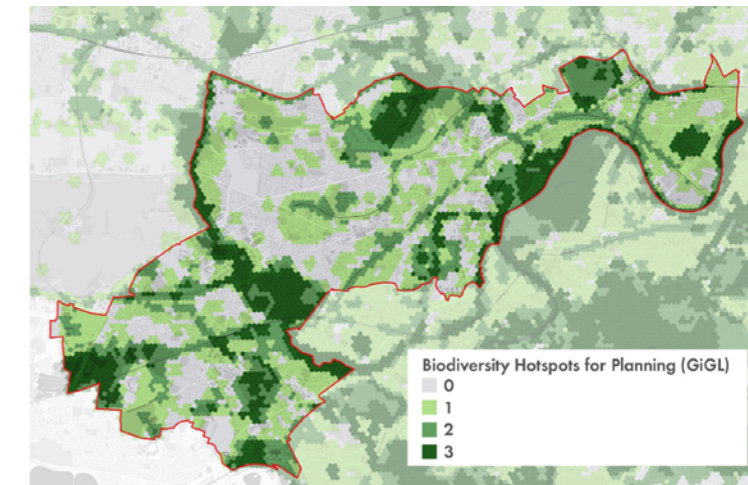


Fig 1.5 Biodiversity hotspots like along Crane Valley

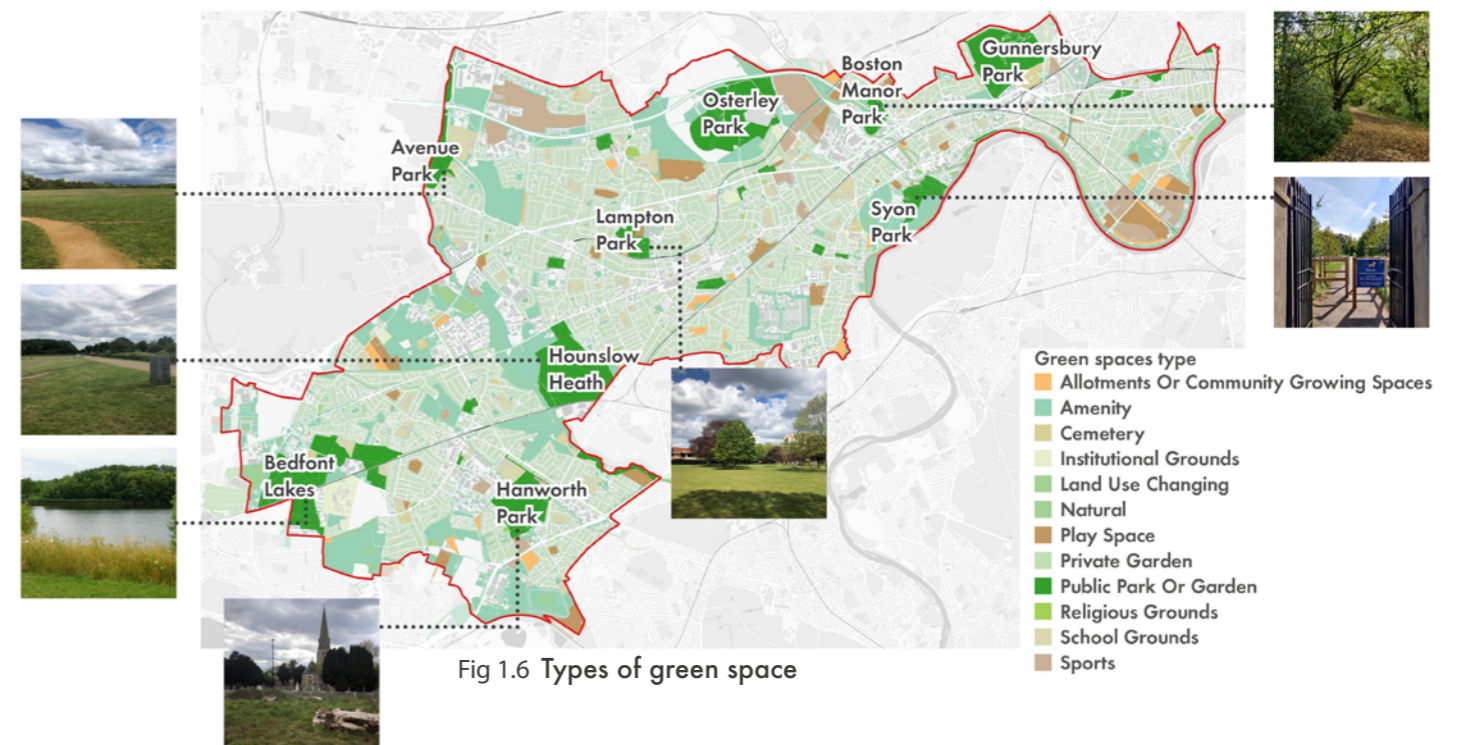


Fig 1.6 Types of green space

Environmental character and climate change

1.25 The Council declared a climate emergency in 2019. Its Climate Emergency Action Plan sets out an ambitious programme to be zero carbon by 2030 from council operations whilst influencing a wider borough emissions reduction. Many of the impacts of climate change, e.g. heat, drought and flood risk, as well as important mitigation measures impact on the quality of Hounslow's streets and spaces, which influences the levels of health across the Borough.

1.26 The Borough's extensive green infrastructure is environmentally valuable. Increasing vegetation, including street trees, hedges and reinstating front gardens will help to reduce the urban heat island effect, provide shade and help with flood mitigation. The Borough's extensive active travel network (such as cycling and walking) is helping to encourage sustainable movement choices. The active travel network is a key component of the wider Public Health agenda to reduce prevalence of childhood and adult obesity levels in Hounslow.

1.27 Whilst the east and central part of the Borough have high public transport accessibility, the west is less well-connected. Investment in cycling infrastructure along major routes like Great West Road and more recently London Road has helped east-west connections but major roads also act as a barrier. Improving connections across these routes to link up local centres, neighbourhoods and employment areas is really important. The Borough has a growing number of Electric Vehicle (EV) charging points, particularly to the east, and there are targets to increase this.

1.28 The Borough's domestic and commercial buildings are another factor to consider. The EPC ratings plan shows the energy performance of buildings by postcode average. Older buildings are likely to have a poorer energy performance and require changes to the building fabric i.e. insulation, double glazing in order to improve the efficiency of the building. Alterations to improve performance are crucial and need to be carefully considered to ensure they do not negatively impact on the historic quality and character of buildings.

1.29 Air pollution is a key environmental concern: 116 deaths annually in the Borough are attributed to fine particle exposure. An Air Quality Management Order is applied to the whole Borough. Heathrow Airport and traffic congestion are the main sources of NOx in Hounslow. Areas with high air pollution tend to follow the major road network through the Borough and at town centres where key routes often converge. These are:

- Chiswick (A4) Cedars Rd / Hogarth Lane
- Chiswick Town Centre (A315)
- Gunnersbury Avenue (A406)
- Feltham High Street
- Hounslow A4 Great West Rd/Vicarage Farm Rd
- Hounslow A4 Great West Rd / Lampton Rd
- Hounslow Town Centre area
- M4 focus area

1.30 The airport and major road network also contribute to high levels of noise pollution, especially to the north of the Borough along the M4 corridor e.g. through parts of Cranford, Heston, Osterley and Brentford, and the central part of the Borough too which sits underneath the flight path. The Borough is one of the worst performers in London for both the percentage of population exposed to noise of 65dB(A) or more during the day, and 55 dB(A) at night time. High noise levels are linked both directly and indirectly to poorer mental and physical health, as well as more generally affecting how people feel about the character of a place.

1.31 New development in Hounslow should include tree planting, urban greening and sustainable drainage systems to mitigate air quality problems on transport corridors and contribute to net environmental gain.

GLA (2013) Air Quality in Hounslow: A Guide for Public Health Professionals. https://www.london.gov.uk/sites/default/files/air_quality_for_public_health_professionals_-_lb_hounslow.pdf

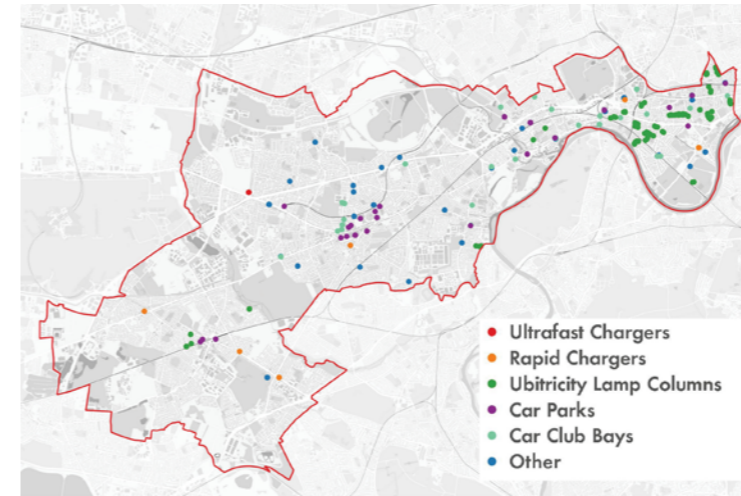


Fig 1.7 Electric charging points (2021)

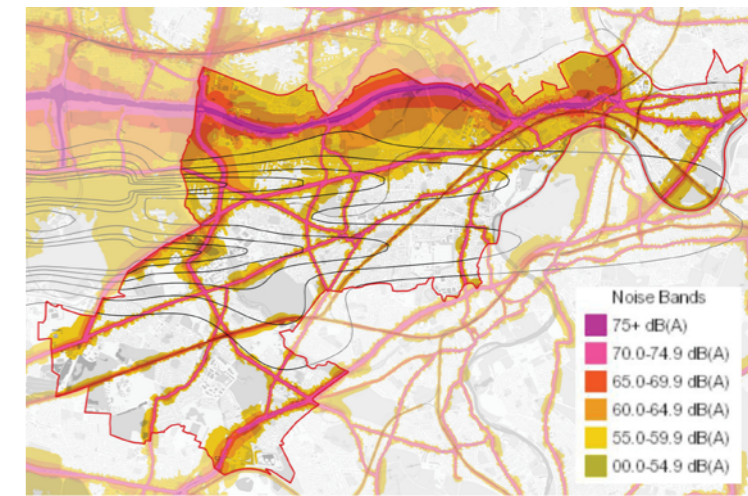


Fig 1.8 Noise pollution from Heathrow airport and road noise (2021)

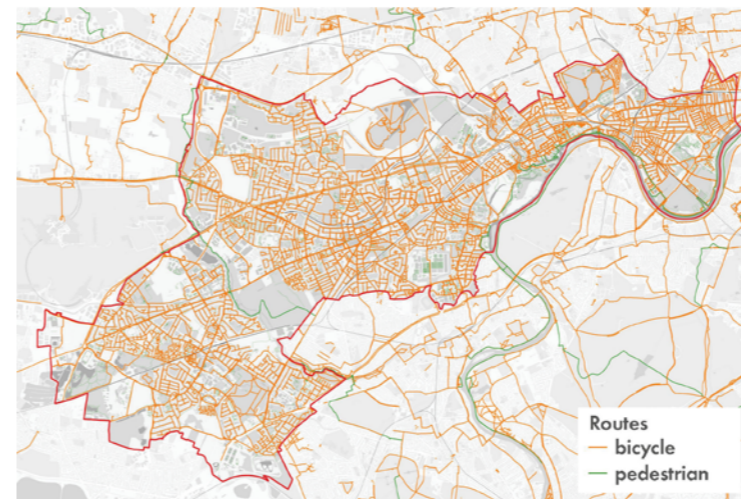


Fig 1.9 Active travel network - bike and pedestrian routes (2021)

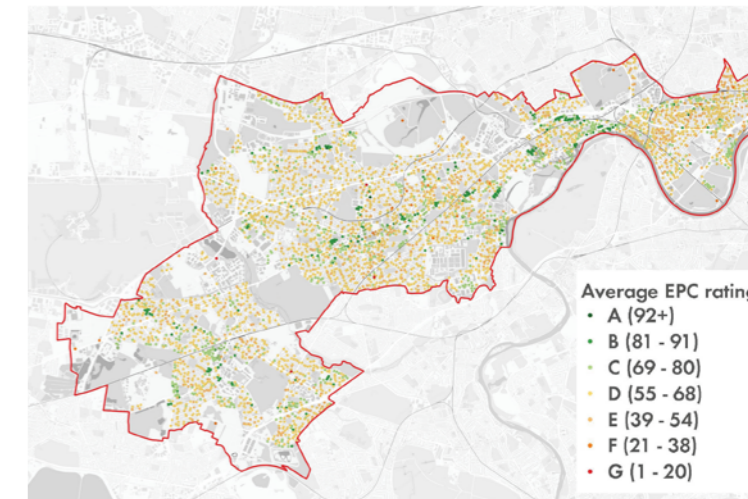


Fig 1.10 Average EPC rating per postcode (2021)

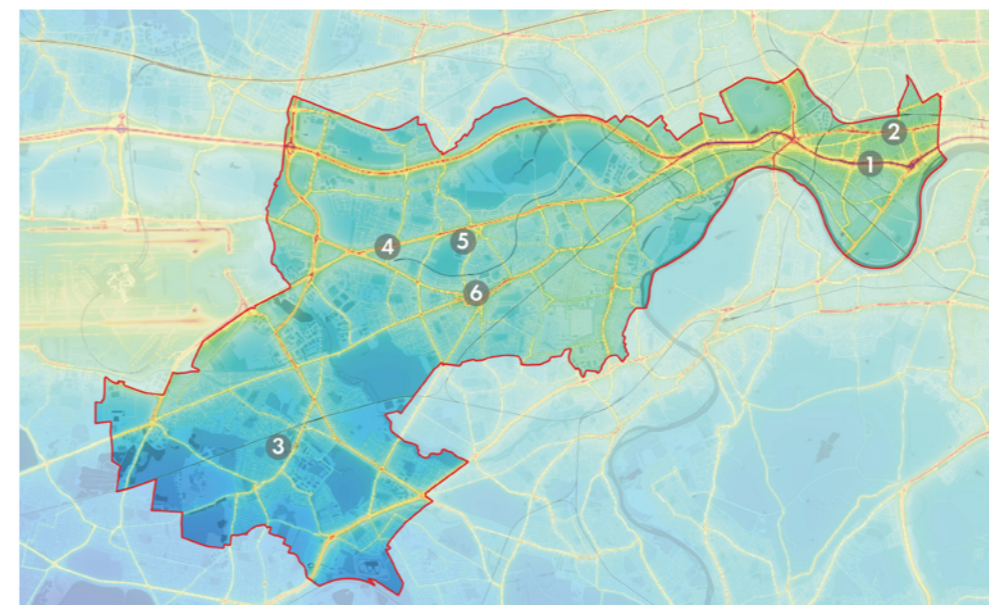


Fig 1.11 Estimated annual mean concentrations of NO2 in Hounslow in 2013

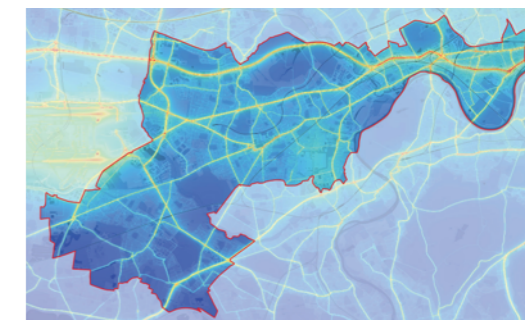
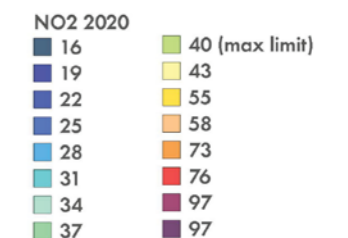


Fig 1.12 Estimated annual mean concentrations of NO2 in Hounslow in 2020



Functional character

1.32 The Borough's composition can be thought of as a network of places. Many are historic, their centres forming along ancient routes, at key junctions or railway stations. The Borough's character is greatly influenced by the pattern of centres and neighbourhoods both in and out of the Borough, and the way people use them and travel between them.

1.33 Hounslow Town Centre is the primary centre in the Borough and is designated as a Metropolitan Centre. Chiswick is a major centre and the Borough's district centres include Feltham and Brentford. These are the Borough's main shopping hubs and provide important services for residents and visitors. Vision documents for these centres help encapsulate the spirit of each place and will guide growth tailored to each centre's unique identity and role. Masterplans are underway for Hounslow and Brentford where growth will be focused.

1.34 The 15-minute city concept is changing the way we think about places. Whilst there are different interpretations of the concept, generally there is greater recognition of the importance of living within a 15-minute walk or cycle to access services, to work and to socialise creating low carbon neighbourhoods. Therefore there is also acknowledgement of the crucial role of smaller local centres, like at Isleworth, Osterley, Bedfont, Cranford, Heston, Hounslow West and Hanworth, to support a diverse range of local needs. Residents want to stay local and want to have a diversity of shops, workspaces, community and leisure facilities close-by to where they live. Celebrating the distinct character of these places is key to their success.

1.35 The shift from urban to suburban London is important to acknowledge in terms of the future evolution of Hounslow's places. The east of the Borough has a more urban feel and benefits from its proximity and good connections to Central London. It looks more towards Ealing, Acton and Hammersmith & Fulham, although many residents also enjoy spending time at Richmond and Kew. The western part maintains a more suburban feel and is generally less well connected by public transport, although Feltham provides

a train station and bus services. The western edge has an important relationship with Ashford, and southern edges are closely tied to Whitton, Twickenham and Richmond centres. Kingston is also important for meeting shopping and leisure needs for Hounslow residents.

1.36 Public Transport Accessibility Levels (PTAL) vary across the Borough and large areas in the north and southwest e.g. Hanworth, have the lowest accessibility levels in Hounslow. Higher PTAL levels are concentrated around town centres and transport interchanges. The diagram opposite highlights areas of the Borough that have poorer access to both transport and town centres, with areas in grey not being within 800m (a 10 minute walk) of a centre. Cycling to work is more common to the east of the Borough, particularly around Brentford, and least common in the central part. This reflects feedback from the survey which showed that 16% of Chiswick and Brentford residents cycled to work (as well as using other methods) compared to 11% for residents living in the rest of the Borough.

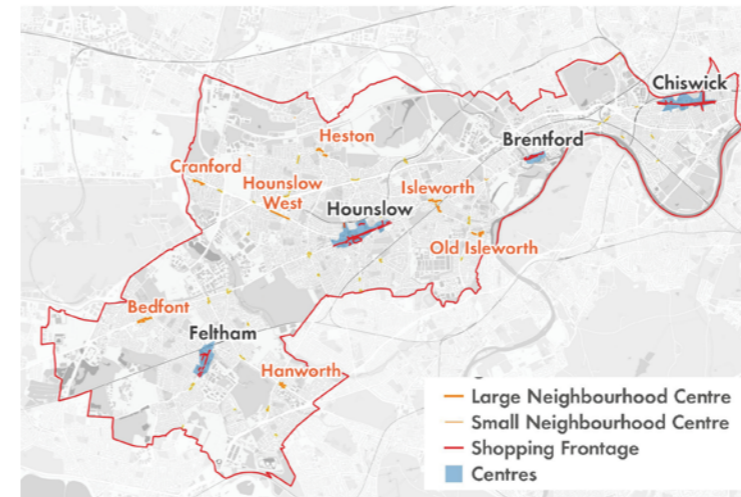


Fig 1.13 Main, large and small neighbourhood centres

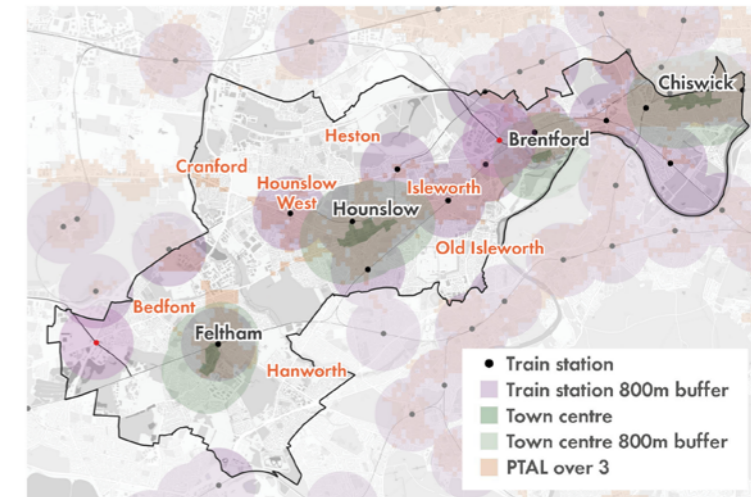


Fig 1.14 Accessibility to train stations and town centres

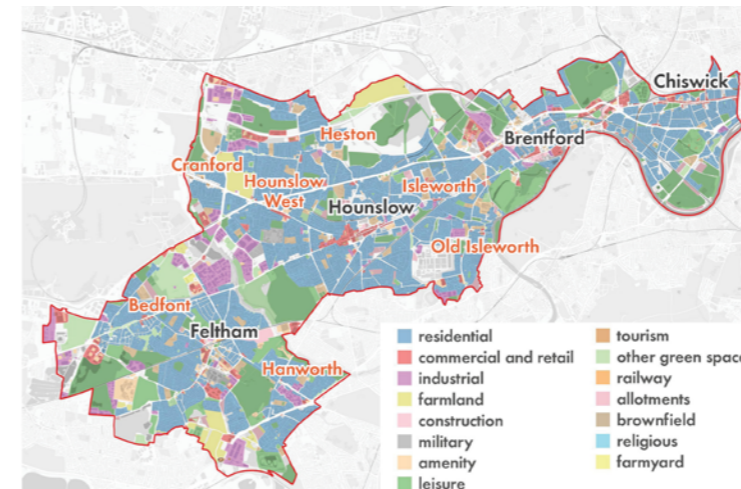


Fig 1.15 Different land uses in the borough

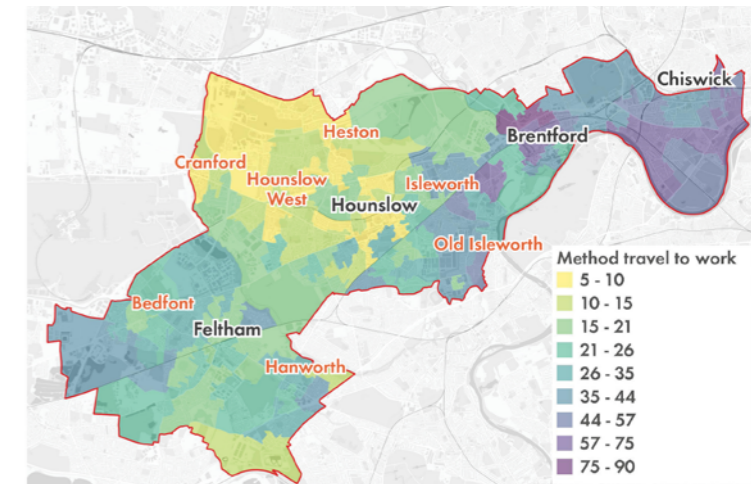
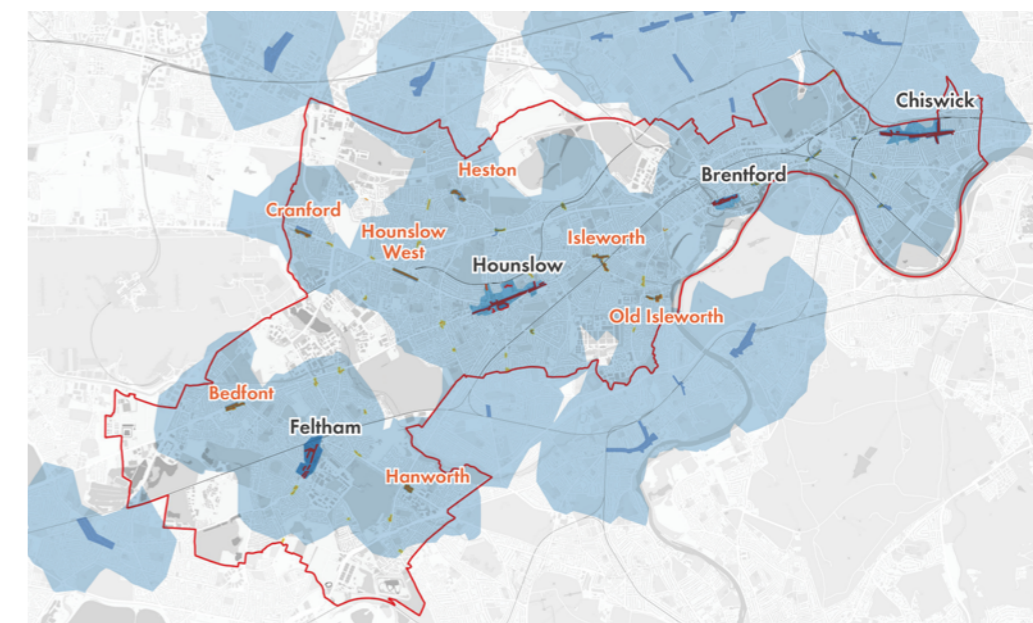


Fig 1.16 Cycling to work (2011 Census) - darker shades show greater cycling

Fig 1.17 Plan showing 15-minute walking catchment from centres. Grey areas are 'desert areas' where there is poor access to shops and services. These areas tend to be less residential, although there are some pockets around Heston, Hatton and Hanworth.



Socio-economic character

1.37 It is estimated that 286,947 people live in Hounslow (GLA 2021 population projection). That's 5,126 people per sq km, making it one of the least dense boroughs in London. Denser areas include Feltham Town Centre, Hounslow Central and parts of Brentford and Chiswick. Hounslow's residents influence character by driving the identity and vitality of each neighbourhood:

The people of Hounslow

1.38 In 2011, 38% of people described themselves as white British. 34% belonged to Asian groups - 19% of Hounslow's residents identify as Indian, 8% Other Asian and 5% Pakistani. The central part of the Borough including Heston and Cranford is very diverse, with large numbers of Indian and Pakistani communities. Heston West has the largest Somali community in the Borough. 6.6% of residents are Black or Black British and live throughout the Borough, including Brentford, Isleworth, South Hounslow and Feltham. Each of these communities has brought new activities and vibrancy to the local centres which make them more special.

1.39 Hounslow's Asian communities also appear to be the youngest too. The median age of residents is 33 but the plan opposite shows this is lower for the central part of the Borough.

1.40 The largest community of Sikhs in London is in Hounslow (9% of residents). 42% of residents identify as Christian, 14% Muslim and 10% Hindu (2011 Census). 16% of residents have no religion. Figure A1.23 shows the most religiously diverse parts of Hounslow are in central Hounslow, Cranford and Heston. 25% of residents in Heston

Central are Christian, compared with 42% across the whole Borough. Here, 21% of residents are Muslim and 23.2% are Sikh. Hanworth and Chiswick share similar proportions of their residents identifying as Christians, but more residents stating no religion are found to the east of the borough. The least religious part of the borough is Turnham Green (27.5% of residents have no religion).

People and housing

1.41 The Hounslow area has the largest number of multi-generational households in the Borough. One-person households are most common to the east around Chiswick and Brentford (2011 Census). There is significant overlap between areas with higher rates of people living alone and areas with high deprivation. Some people in these areas may experience the multiple challenges of socio-economic deprivation and social isolation.

1.42 Overcrowding is a problem across all areas of Hounslow, with residents more likely to be living in overcrowded conditions than the national average (2011 Census). More than one-in-three people in Black ethnic groups live in overcrowded housing. Overcrowding is a particular issue in areas around Hounslow (Central, Heath and West wards) where overcrowding levels are more than three times then national average (8.7%).

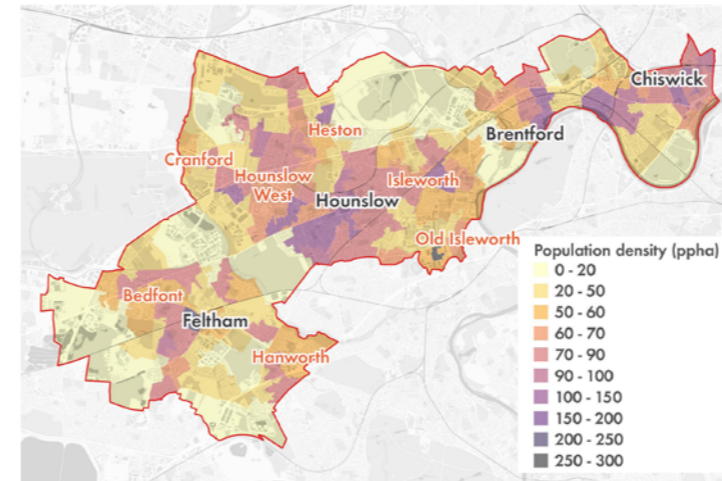


Fig 1.18 Population density

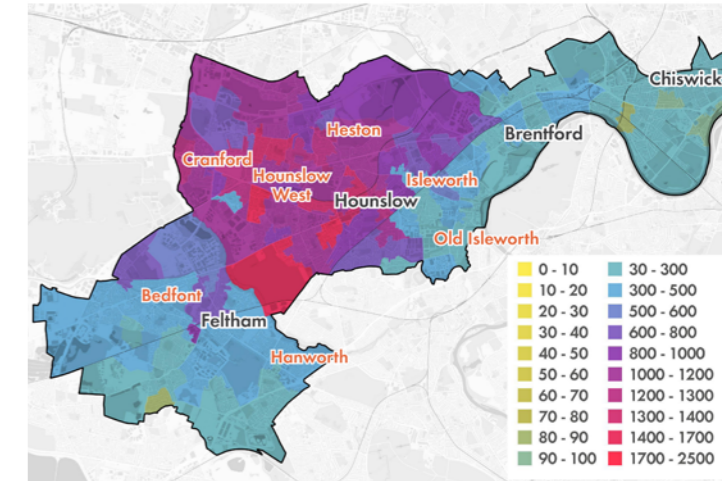


Fig 1.19 Asian population in Hounslow (key shows no. of people)

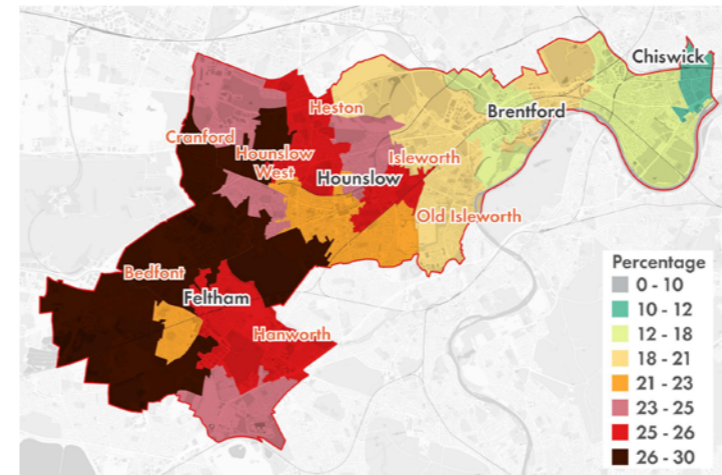


Fig 1.20 Obesity among Year 6 children

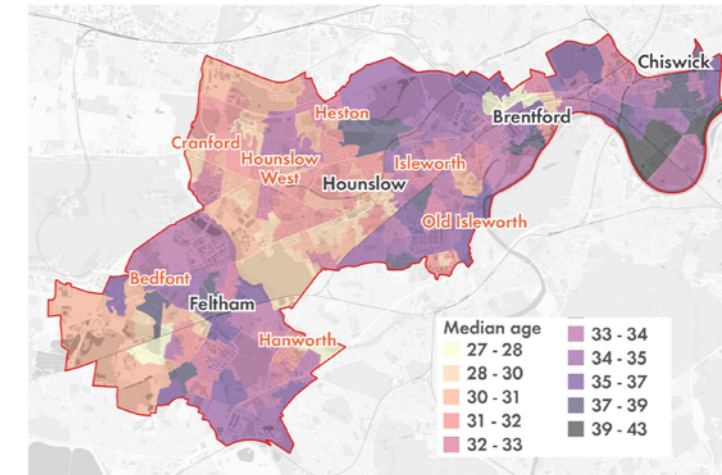
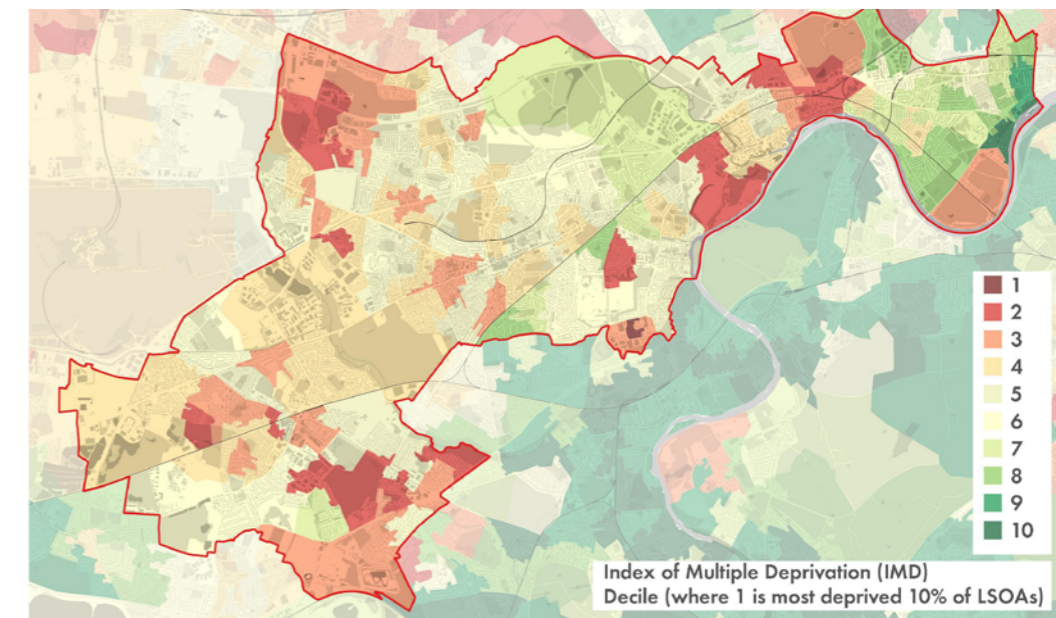


Fig 1.21 Median age

Fig 1.22 Index of Multiple Deprivation - areas highlighted in red are in the most deprived decile nationally.



Place inequalities

1.43 There are clear inequalities between the east, central and west parts of the Borough across a range of socio-economic indicators. Raising the quality of places across the entire Borough to help tackle these disparities is a key priority:

- **Deprivation** - the east of Borough is generally less deprived, although there are places across the Borough that are within the 10% most deprived nationally, including parts of Isleworth, Brentford, Cranford and Feltham. Hanworth is the most deprived ward in Hounslow on the Indices of Multiple Deprivation (2019) and has the highest number of children living in poverty. Brentford has the highest number of older people in poverty in the Borough. People from Gypsy, Black and Mixed White/Black ethnic groups are more likely to live in a deprived area, while Indian residents are less likely to live in the most deprived parts.
- **Health** - Obesity rates amongst adults are greatest in the mid-west of the borough, with Heston Central, Hounslow West and Hounslow Heath having the highest rates, and Chiswick wards in the east having the lowest. On average, 61% of the Borough's residents are obese (PHOF Indicators, 2021). In terms of the relationship between deprivation, it is clear there is a

moderate positive relationship between areas with high levels of deprivation and high levels of obesity amongst adults. Obesity among Year 6 children is more prevalent in the central and west parts of the Borough. There are clear differences in life expectancy amongst men in Hounslow. A male resident in Feltham North ward is expected to live nearly 7 years fewer than someone who lives in Turnham Green. There are also notable variations for women too. A female resident in Syon ward is expected to live 8 fewer years than a woman in Osterley and Spring Grove. Deprivation scores closely correlate with health impacts - more deprived neighbourhoods seeing lower life expectancy and a greater prevalence of health conditions.

- **Unemployment** - the Hounslow Equality Impact report found the number of people claiming unemployment benefits across Hounslow increased by nearly 8,400 between March and May 2020. The areas with high and fast rising unemployment are in Heston, Cranford, Brentford, Hounslow Heath, Bedfont and Hanworth Park. Furloughed workers were more likely to live in the west of the Borough (more likely to be impacted by Heathrow downsizing of activities during lockdown).

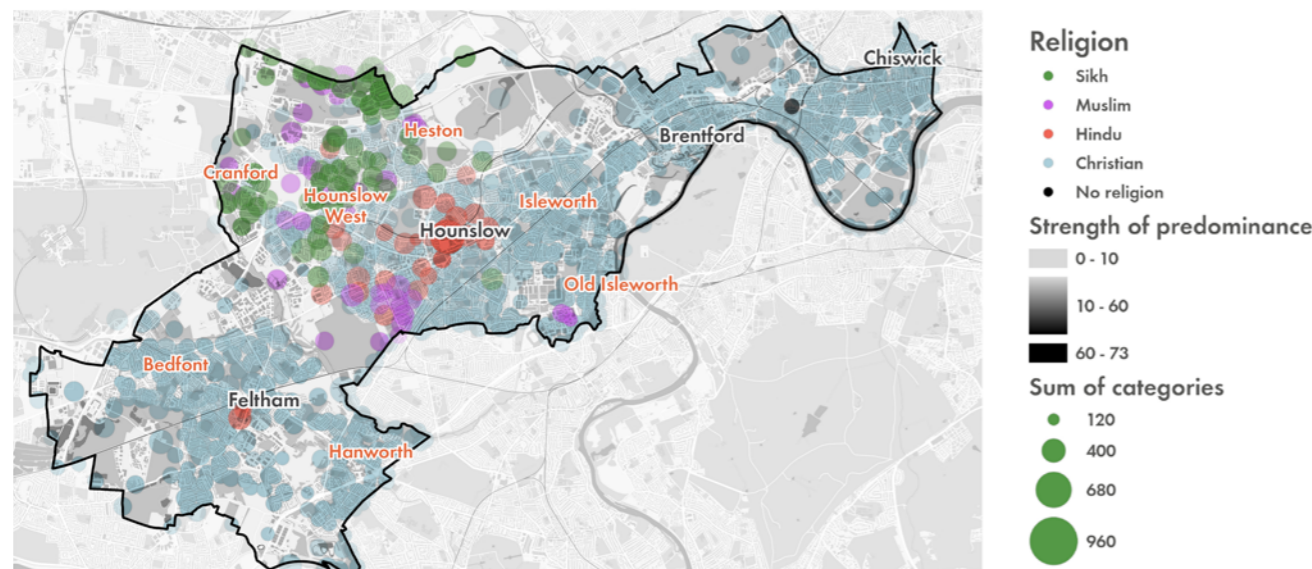


Fig 1.23 Predominance of different religious groups in Hounslow borough (2011 Census)

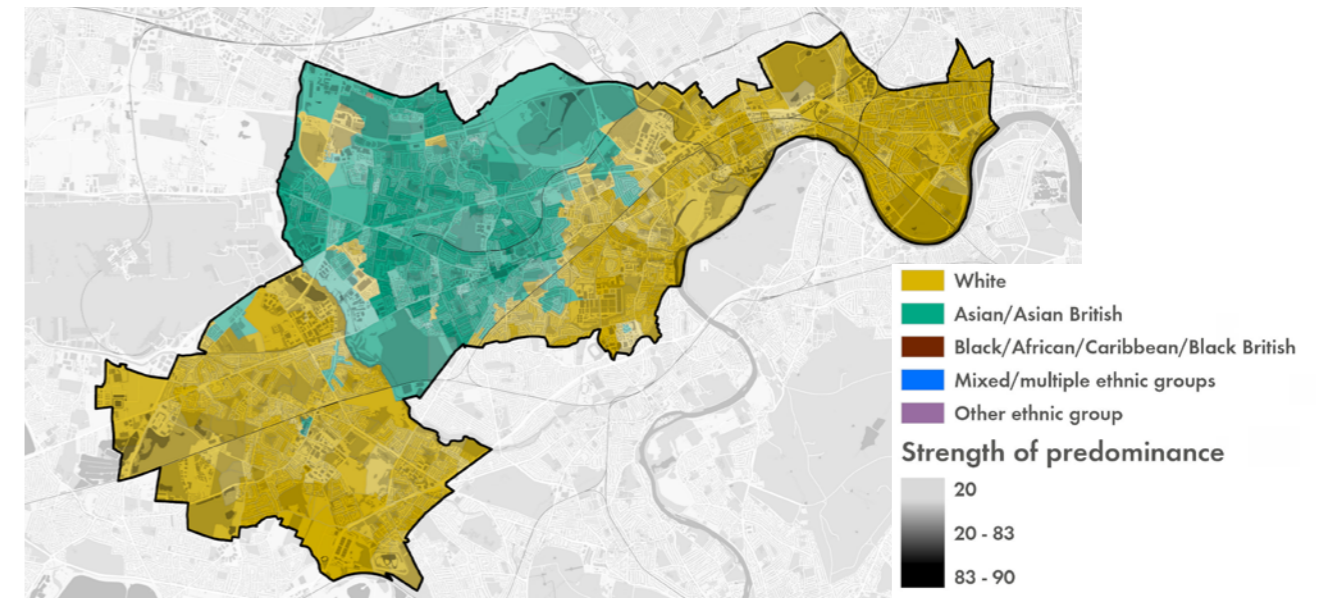


Fig 1.24 Distribution of ethnic groups across Hounslow borough (2011 Census)



Built character

1.48 The Borough's buildings contribute to an overall sense of character and quality. Density and grain of development can be mapped to begin to understand built character. Density is measured in different ways. Floor Area Ratio gives the best insight into built character as it considers the amount of available space and accounts for mixed use areas, whereas most other density measurements only consider residential use. Denser areas are generally focused to the more historic and urban east of the Borough where Victorian terraces create higher density areas. Parts of Hounslow Town Centre and Feltham are also denser for this reason. The zoom-ins below show the tightly packed, regular streets in contrast with larger irregular industrial areas.

1.49 Hounslow's heritage, both its designated and non-designated assets, contributes to the Borough's distinctiveness. The Borough has 28 Conservation Areas, many of which have recently undergone appraisal, as well as numerous nationally listed buildings. These are concentrated to the east of the Borough, although there are significant historic pieces across the whole Borough, including Bedfont Green, Cavalry Barracks (Grade II listed) and Cranford Village. Local assets including Areas of Special Character and locally listed buildings add another layer of history and character to the built environment. The historic parks and gardens attract visitors more widely and are an important part of Hounslow's story.

1.50 New development can take cues from Hounslow's heritage, aspiring to be high quality, sustainable and to sit well in its context. The diversity of heritage provides ample opportunity for contemporary design that is not pastiche but instead complements historic character.



1.51 Some buildings and other structures are important landmarks which help people orientate themselves and get around more easily. They help people to understand the Borough better and provide a sense of location. Landmarks are prominent elements either because of their height, massing or distinctiveness. They are not always heritage assets, but many of them are, their history helping to embed that sense of place and identity of an area. The plan opposite shows the main landmarks in the Borough as well as the gateways, which are points on a route which serve as major entries into an area. Strategic views are also shown towards the major landmarks and other distinctive components.

Other ways to explore built character

1.52 The following spreads unpack other ways of investigating built character. One important way is through identifying all the different building types in the Borough by classifying them by land use, street structure and then type.

1.53 Finally, tall buildings can significantly alter the character of places as they can have a profound, lasting impact on the skyline and if designed poorly can compromise the character of historic areas. The increased density that comes with clusters of tall buildings also has implications for other aspects of character e.g. functional and community. Part A4 of the adopted Character, Sustainability and Design Codes Supplementary Planning Document gives guidance on tall buildings.

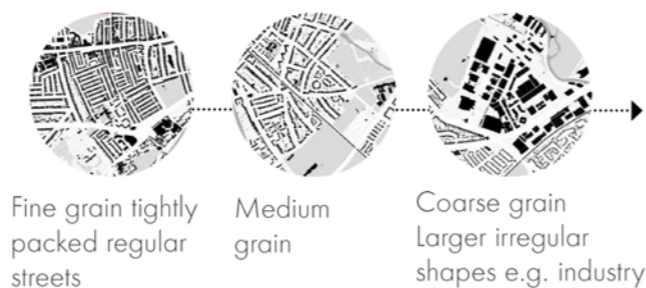


Fig 1.28 Built morphology illustrating the grain and scale of buildings within the borough

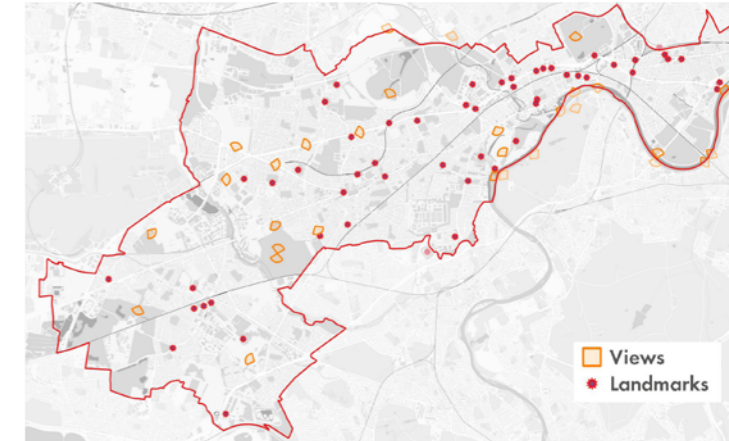


Fig 1.29 Views and landmarks

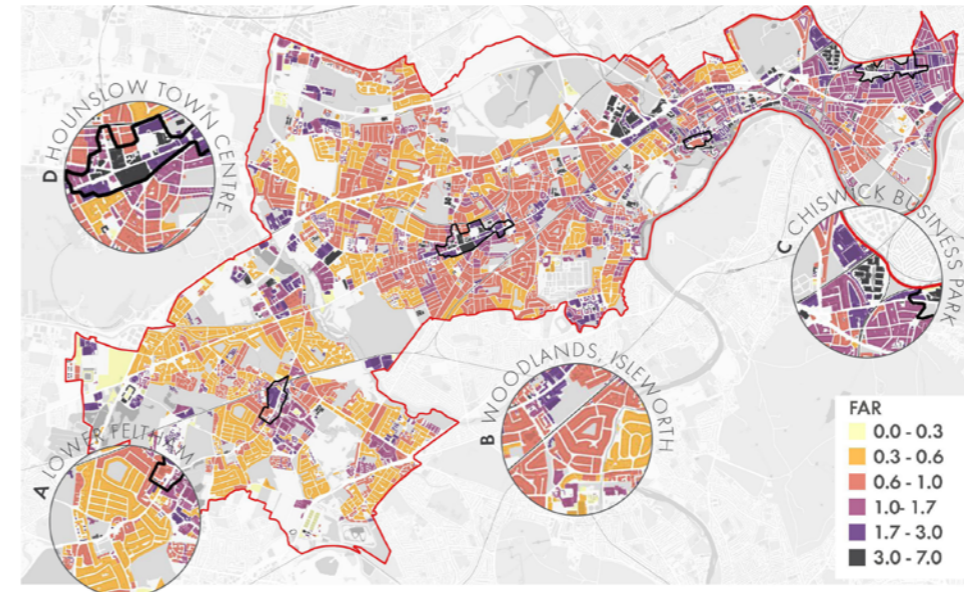


Fig 1.30 A map of the density of the borough measured using Floor Area Ratio. This is the measure of a building's total floor area relative to the size of the plot that the building sits within, e.g. a two storey house which takes up half of its plot has a FAR of 1.0, and if it was three storeys it would be 1.5.

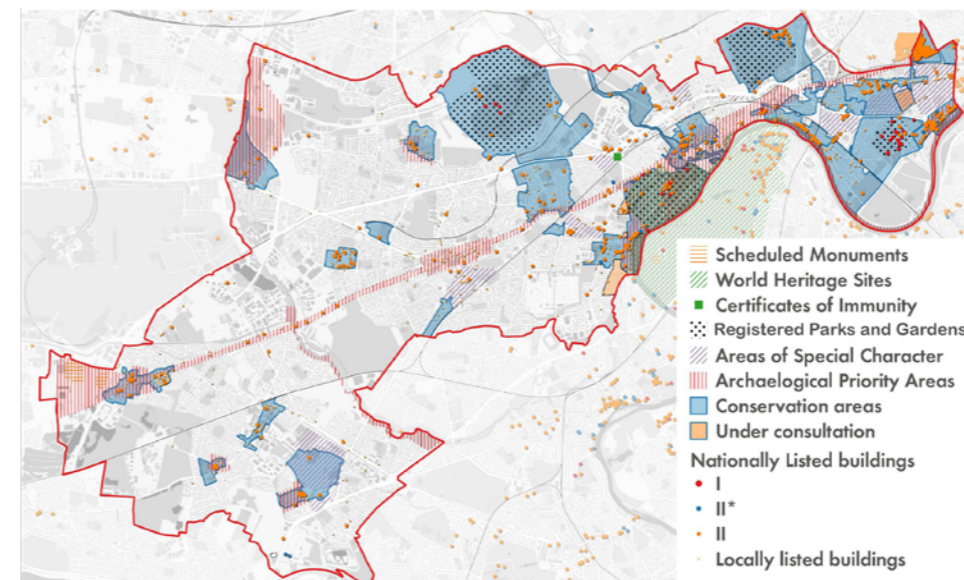


Fig 1.31 Historic assets including archaeology priority areas, conservation areas and listed buildings



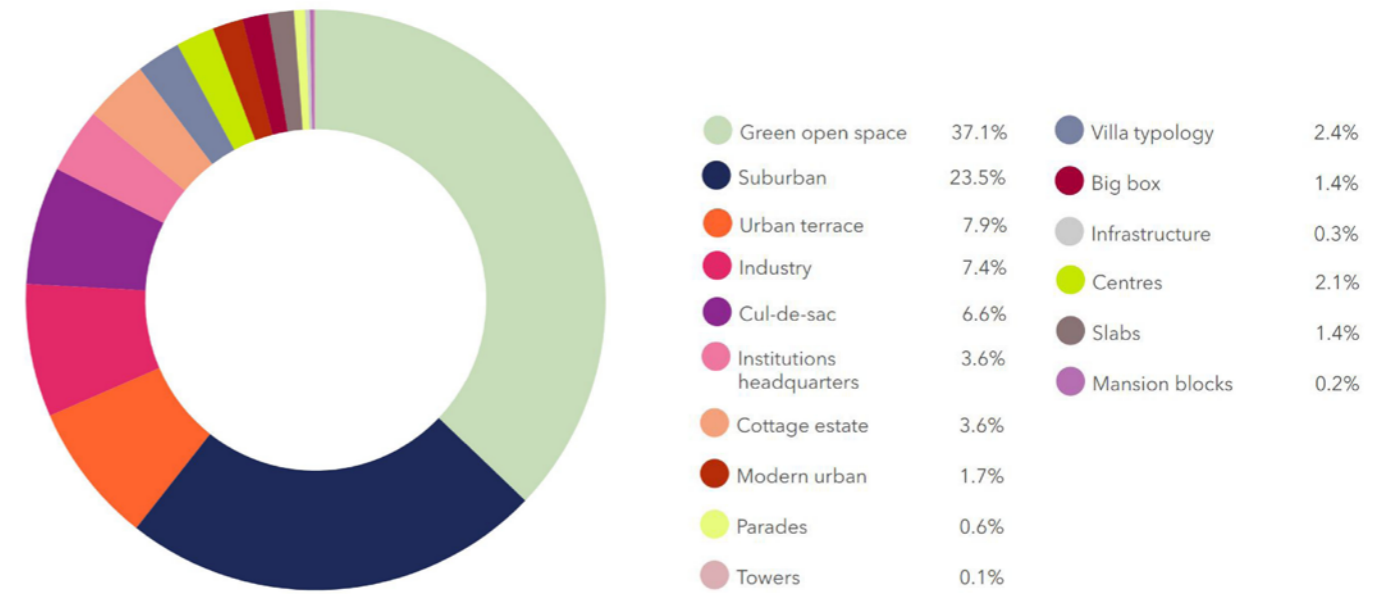
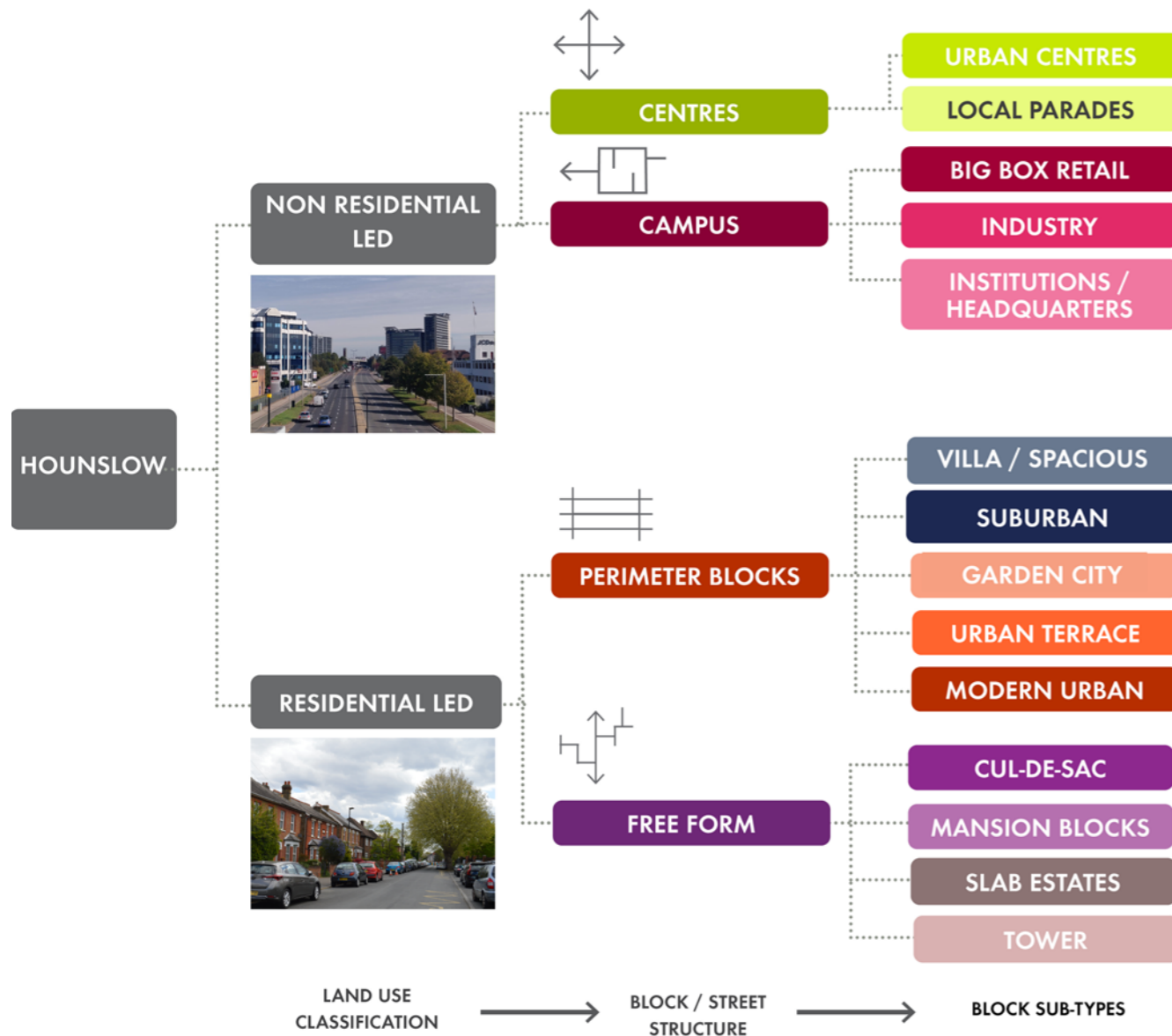
Built character Typologies

1.54 Typology is the classification of buildings and places according to their shared characteristics, and is readable in both urban grain (the balance of open space and built form) and in the form and massing of buildings. By identifying and mapping the various townscape characters in Hounslow, it is possible to describe the form of the Borough in detail. It also helps to identify common issues that are prevalent for each type and to consider the implications for future development.

1.55 There are many ways to classify typologies. The previous Urban Context & Character study identified seven urban types. These have been incorporated into the updated classification, some of them under a new name e.g. 'compact grid' is now 'urban terrace', and others separated out to be more nuanced e.g. 'loose grid' is now 'suburban' and 'garden city'. The updated classification also identifies other typologies, including villas which are especially common to the east of the Borough and along ancient routes, and local parades which play an important role for everyday life.

1.56 The diagram below demonstrates how the Borough has been classified. The first stage identifies prevailing land use, the second stage is according to the block or street structure and the final classification are specific types reflecting: the block's building form; age; scale and density; and how the built form and open space is arranged and organised.

1.57 The pie chart summarises the relative prevalence of typologies at the borough level. Green space covers 37% of the borough and is the most prevalent typology. Suburban housing, urban terrace and industry are also dominant typologies in the borough. Together with green space they make up around 75% of the borough's overall composition.



Photos of more recent development across the Borough - many falling within the 'modern urban' category





Green Lane - industry



Lionel Road - garden city

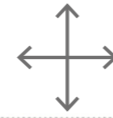


Grainger Road - urban terrace



Uxbridge Road - suburban

- | | | |
|----------------------------|------------------|----------------|
| URBAN CENTRES | VILLA / SPACIOUS | CUL-DE-SAC |
| LOCAL PARADES | SUBURBAN | MANSION BLOCK |
| BIG BOX RETAIL | GARDEN CITY | SLAB ESTATES |
| INDUSTRY | URBAN TERRACE | TOWER |
| INSTITUTIONS/ HEADQUARTERS | MODERN URBAN | GREEN SPACE |
| | | INFRASTRUCTURE |



Non residential led typologies

1.59 Mixed use areas of Hounslow are seen within the Borough's urban centres and local parades, as well as within its 'campus' environments.

Centres

1.60 The Borough's main urban centres only take up 1.8% of land in the Borough, yet are the beating heart for Hounslow's communities. Often clustered at a cross-roads or series of junctions, their mix of uses and variety creates a denser and diverse scale and grain than anywhere else in the Borough. They are hugely diverse in scale, character and origin but share the common characteristic in that they form the 'nodes' within the Borough that are an alternative grain to their context.

1.61 Local parades are located across the Borough and deliver many of the shops and services local people require in mixed use areas outside of the Borough's larger town centres. They can also be linear in form providing activity and a mix of uses along the Borough's more primary routes. Parades have the sense of being a 'destination' or place.

CENTRES	CENTRES
URBAN CENTRES	LOCAL PARADES
Typical Image 	Typical Image
Grain / roof pattern 	Grain / roof pattern
Location / extent The four main centres are Chiswick, Brentford, Hounslow and Feltham. These are evenly spread across the Borough serving the local population, away from the Borough boundaries.	Location / extent Residential areas are well served by a network of local parades. They are often associated with a transport node or key junction and appear more to the central and west part of the Borough.
Urban Form Often evolving from a historic centre, they are intensely urban environments with a strong focus on commercial activity with scale and type of buildings not found elsewhere.	Urban Form Local parades form the centre of neighbourhoods and typically appear on a primary street or key junction. They create active frontage along linear route.
Buildings Vary significantly in scale and form, and cover a wide range of periods and styles. There are some examples of historic fabric retained and these provide a human scale and fine grain of unit size.	Buildings Typically larger in scale than their surrounding context by at least an additional storey. In style they will mirror residential context and typically have a relatively fine grain.
Streetscape Urban character and dominated by traffic movement. Pavements vary in width, and are usually more cluttered than in residential areas. Some pedestrianised areas and public space.	Streetscape A wider street section than the residential areas to support car parking, wider pavements and greening. Short-stay on street car and cycle parking is often available that is vital to support viable trading locations.
Capacity for change High (Chiswick - medium)	Capacity for change Medium
Typical storey height Three - Five	Typical storey height Two - Three
Typical street width 12 - 22m	Typical street width 18 - 25m
Typical block size 130 x 80m	Typical block size 140 x 50m
Parking on-street, multi-storey car parks	Parking on-street
Open Space Hard surface	Open Space Verges

Campus typologies

1.62 Campus typologies provide a significant amount of Hounslow's mixed-use and non-residential floor space, particularly outside of town centres and local parades. They include institutions (such as schools, health, leisure and offices), big box retail and industrial estates.

1.63 Distinctive to Hounslow is the 'headquarter' campus type which includes environments along the Great West Road. These generally have one main function and an identifiable 'entrance' where the type of environment shifts.

1.64 The environmental quality is generally lower in big box retail and industrial areas than for other types and there are often large areas of hard-standing. Development tends to be of a lower-scale, the use of grasscrete, and green and brown walls could improve the greening and drainage of such areas, mitigating some of their environmental impact.

1.65 Industrial areas perform an important employment function and service the Borough. Protecting industrial space and the activities that take place within these areas is vital. Some campus environments offer good opportunities for growth by being more intensively used, with a greater variety of uses.

CAMPUS	CAMPUS	CAMPUS
INSTITUTIONS / HEADQUARTERS	BIG BOX RETAIL	INDUSTRY
Typical Image 	Typical Image 	Typical Image
Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern
Location / extent Large campuses located across Hounslow. Large schools with playing fields in and around Isleworth. HMP/YOI Feltham located to east of Borough close to the New Square office campus at Bedfont Lakes.	Location / extent A relatively limited extent across the Borough with clusters generally at Feltham Town Centre, along the Great West Road and Chiswick roundabout, at Heston and at the Borough boundary along Twickenham Road.	Location / extent Hounslow has several estates close to Heathrow, including North Feltham Industrial Estate, Green Lane, and Great West Road. Smaller industrial areas are more evenly distributed and tend to be adjacent to railway lines.
Urban Form Large buildings within an area of open space, with boundary treatment around the perimeter. Often will present a primary or grander entrance to one edge.	Urban Form Typified by large format warehouses to accommodate retail uses - e.g. supermarkets, DIY stores or car showrooms. Designed around car use with a limited street network.	Urban Form Larger estates are fairly planned/legible with a main loop road feeding smaller yards. Other areas, they are in small 'left-over' and awkward shaped sites.
Buildings Vary in built character but have generally been formed over time (with elements from different periods) and accommodate more than one use or component, with a distinct public front door.	Buildings Generally low quality warehouse style buildings designed for a relatively short life span. Simple in form and detail with limited glazing or references to local vernacular.	Buildings Typically buildings are lower quality warehouse style buildings. Sizes of units relate to function. Some older and attractive brick construction.
Streetscape Challenges to permeability created by the perimeter treatments and scale. Often grassed areas for recreation / visual amenity and hard standing for car parking.	Streetscape Large areas of open hard landscape designed for car parking. Public realm is not pedestrian orientated, leading to low quality and illegible environment.	Streetscape Streetscape is designed to be tough and cheap to repair, often including details such as high kerbs and no pavement. Service yards and buildings are behind access roads.
Capacity for change Low-Medium	Capacity for change High	Capacity for change Medium-High
Typical storey height Two - Four	Typical storey height One - Two	Typical storey height One - Two
Typical street width 12 - 15m	Typical street width n/a	Typical street width 12 - 15m
Typical block size 70 x 50m	Typical block size 140 x 110m	Typical block size 100 x 80m
Parking hard face	Parking hard surface	Parking hard surface
Open Space semi - public, often grassed	Open Space hard surface	Open Space hard surface

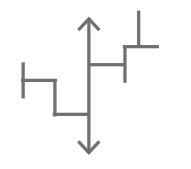
Residential led typologies - perimeter blocks



1.66 Perimeter blocks have a continuous active frontage along one edge, with a clear delineation between public and private space. Their plan form looks like a grid of connected streets - this can be rigid or more relaxed in form.

VILLA / SPACIOUS	SUBURBAN	GARDEN CITY	URBAN TERRACE	MODERN URBAN
Typical Image 	Typical Image 	Typical Image 	Typical Image 	Typical Image
Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern
Location / extent Mainly to the east of the Borough, along ancient routes e.g. London Road / Bath Road or on park edges e.g. Osterley	Location / extent The predominant housing type within the central and west of Borough, and in areas of Osterley / Isleworth.	Location / extent Smaller areas across the Borough including Bedfont, Lionel Rd, Wigley Rd in Hanworth, and Worple Avenue in Isleworth	Location / extent Significant areas in central Hounslow and Chiswick, as well as pockets in Brentford and Isleworth	Location / extent Edges of denser town centres and along key routes e.g. London Road. Significant areas of Brentford fit this category.
Urban Form The lowest density of the perimeter blocks - large detached or semi-detached homes set within larger plots. Generally free flowing street layouts with clear breaks and set backs from the street.	Urban Form Streets have a regular grid, taking a form of parallel streets. This grid is more flexible, relaxed and organic. Introducing curved roads and creating variations in block depth.	Urban Form Planned layouts, featuring a network of streets and spaces, which together establish an overall pattern, often geometric and with elements of symmetry.	Urban Form A regular grid mostly Victorian and Edwardian. Tightly arranged, row of houses with on-street parking. Grid system provides a high degree of permeability and is generally easy to navigate	Urban Form A form that only existed since the late 2000s - typically deep in plan, medium rise and high density homes. A continual perimeter frontage with breaks for service areas or car parking access.
Buildings Vary widely in style and detail - individualistic design, influenced by the urban fashions of the period. Generally large properties, now split as apartments.	Buildings Typically built in the inter-war years by private developers. Semi-detached and short terraces feature a rich architectural palette and variation between plots.	Buildings Typically inter-war public sector housing, which drew on the garden city movement. Cottage-like proportions, modest detailing and a limited palette of materials.	Buildings Mostly built to a regular design in significant groups. Plot widths are narrow at 4-5m with front doors serving a strong rhythm and relationship to the street	Buildings Comprised of buildings with rectilinear shapes, forming simple streets and spaces. Blocks are made up of flats but also include town houses or stacked maisonettes.
Streetscape Generally served with older and important routes through the Borough with a substantial scale. Large set-backs and front gardens contribute to green and tranquil character.	Streetscape Typically a wider street pattern than Victorian forms of development. Streets were designed for cars, with front garden parking spaces and verges between driveways.	Streetscape Wide streets with verges, front gardens and green spaces. Privat hedges to define boundaries - designed with strong symmetry, order, and group composition.	Streetscape Strong and coherent due to the consistency of terraced architecture. Streets have a narrow profile with shallow front gardens. Dominated by on-street parking.	Streetscape High quality examples include private open space, communal green spaces that are well overlooked within the block pattern. Private space is provided via terraces and balconies.
Capacity for change Low	Capacity for change Low-medium	Capacity for change Low-medium	Capacity for change Low	Capacity for change Low-medium
Typical storey height Two - Three	Typical storey height Two	Typical storey height Two	Typical storey height Two	Typical storey height Four - Six
Typical street width 22 - 32m	Typical street width 18 - 25m	Typical street width 15 - 30m	Typical street width 12 - 20m	Typical street width 18 - 25m
Typical block size 75 x 200m	Typical block size 50 x 200m	Typical block size 50 x 150m	Typical block size 60 x 150m	Typical block size 80 x 170m
Parking front drive	Parking front drive / on - street	Parking front drive / on - street	Parking on - street	Parking basement / parking courts
Public open space no	Public open space no	Public open space set pieces of grass	Public open space no	Public open space courtyards
Private open space Front and back gardens	Private open space Front and back gardens	Private open space Front and back gardens	Private open space back gardens	Private open space balconies

Residential led typologies - non-perimeter blocks



1.67 These residential types have more disjointed urban fabric, often with an unclear delineation between public and private space. Their plan form will be mixed with dead-end streets and areas of car parking.

CUL-DE-SAC	MANSION BLOCK	SLAB ESTATES	TOWERS
Typical Image 	Typical Image 	Typical Image 	Typical Image
Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern
Location / extent Evenly distributed throughout the Borough. Large areas in Feltham.	Location / extent Generally along key routes including in Chiswick and Osterley.	Location / extent Relatively limited typology evenly distributed across the Borough.	Location / extent Limited typology found at Brentford / Kew Bridge, and Ivybridge Estate off Twickenham Road.
Urban Form Small infill areas and some larger privately developed neighbourhood. Streets lack legibility and permeability, where the street structure is dictated by buildings arranged to fit around a road and turning circle.	Urban Form Larger blocks of purpose built flats that present a strong rhythm of form and are often made up from symmetrical blocks that partially define the street frontage. Typically fail to establish a clear structure of routes and private spaces.	Urban Form These estates are typically post-war in construction. They are often made up of different built elements with larger blocks, maisonettes and houses. This mix fails to establish a clear structure of routes and private spaces.	Urban Form Post-war construction of tall blocks set within green space and adjacent to smaller scale built elements e.g. cul-de-sacs. Typically fail to establish a clear structure of routes and private spaces.
Buildings Typically two storeys. Unlikely to have a tight relationship to the street and so can feature projecting elements such as porches or an integrated garage. Vary greatly in form, materials and details.	Buildings Style influenced by Victorian tenement blocks. Often built using bricks or a brick facade, deck access and shared stair cores. Some blocks are majestic and are taller than their context.	Buildings Building in the postwar period was an experimental time and therefore slab estates very enormously in the mix of materials, details and styles. Brick, rendered elements and panel systems all feature.	Buildings Main building characteristic is their significant height (18 storey), having an impact on the skyline. Modernist feel, typically a mix of concrete, render and panel systems. Few details and features.
Streetscape Housing is arranged in an informal layout, meaning an irregular street profile. The streets often contain parking and irregular shaped front gardens. At times pedestrian only routes provide links.	Streetscape The mansion blocks will typically have their own private grassed areas and car parking that they sit within. Larger estates can be illegible with unclear fronts and backs where there is deck access.	Streetscape Buildings relate to pedestrian routes and typical streets, creating vulnerable areas enclosed by fences. Parking areas frequently account for a significant land take, reducing the quality of the environment.	Streetscape Buildings relate to pedestrian routes and access to car parking, taking significant land. Recent improvements to buildings and public realm made a notable difference at Green Dragon Estate.
Capacity for change Medium	Capacity for change Low	Capacity for change Medium	Capacity for change Medium
Typical storey height Two	Typical storey height Three - Five	Typical storey height Three - Eight	Typical storey height 18+
Typical street width 15 - 20m	Typical street width 12 - 20m	Typical street width 12 - 20m	Typical street width Seven - 12m
Typical block size 50 x 120m	Typical block size 50 x 80m	Typical block size 50 x 200m	Typical block size n/a
Parking front drive / on-street	Parking car park	Parking car park	Parking car park
Public open space no	Public open space shared gardens	Public open space shared gardens	Public open space shared gardens, pitches
Private open space front and back gardens	Private open space balconies	Private open space balconies	Private open space balconies

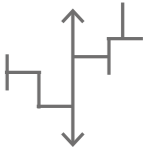
Residential led typologies - perimeter blocks



1.68 The following images help to describe the typical materials and architectural features of each of the typologies.

VILLA / SPACIOUS	SUBURBAN	GARDEN CITY	URBAN TERRACE	MODERN URBAN
Typical Image 	Typical Image 	Typical Image 	Typical Image 	Typical Image
Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern
Urban form / street scene Wide grass verges, street trees, spacious, properties set back with front gardens	Urban form / street scene Narrow grass verges, street trees, on plot and on street car parking	Urban form / street scene Originally characterised by wide green verges and front hedges and fencing	Urban form / street scene Narrower tree lined streets with a continuous frontage and small gardens	Urban form / street scene Generally wider buildings providing continuous frontage
Features Use of varied glazing, prominent porches and chimneys, pitched roofs	Features Bay windows, tile hang, porches and pitched roofs, gables with mock Tudor detailing, barge boards	Features Pitched tiled roofs, cottage proportions, tile hanging, use of symmetry in design, prominent chimneys	Features Rhythm of bay and sash windows, decorative door and window pediments, recessed porches	Features Use of varied glazing, prominent porches and chimneys, pitched roofs
Materials Varied and often mixed within one home - brick and render common	Materials Render, UPVC windows, tiles and wood frame details	Materials A consistent and minimal material palette - brick, tile and some render (pastel colouring)	Materials Generally brick with stucco detailing / red brick detailing and wooden barge boards	Materials Varied and often mixed within one home - brick and render common

Residential led typologies - non-perimeter blocks



1.69 The following images help to describe the typical materials and architectural features of each of the typologies.

CUL-DE-SAC	MANSION BLOCK	SLAB ESTATES	TOWERS
Typical Image 	Typical Image 	Typical Image 	Typical Image
Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern 	Grain / roof pattern
Urban form / street scene A disconnected urban form resulting in larger areas of tarmac and parking	Urban form / street scene Often larger buildings standing within open space	Urban form / street scene Typically a disconnected urban form with pedestrian only routes	Urban form / street scene Typically a disconnected urban form with pedestrian only routes
Features Pitched roofs, flat fronted, canopies and protruding porches, tile hanging, small casement windows	Features Pitched roofs, large windows and cills, horizontal rhythm within facade detailing, signage	Features External balconies, deck access, integrated garages, horizontal rhythm	Features External balconies, deck access, small casement windows, cladding
Materials Mixed material palette - brick, tile, render	Materials Generally brick or painted brick	Materials Mixed material palette - brick, tile, render	Materials Generally concrete and render

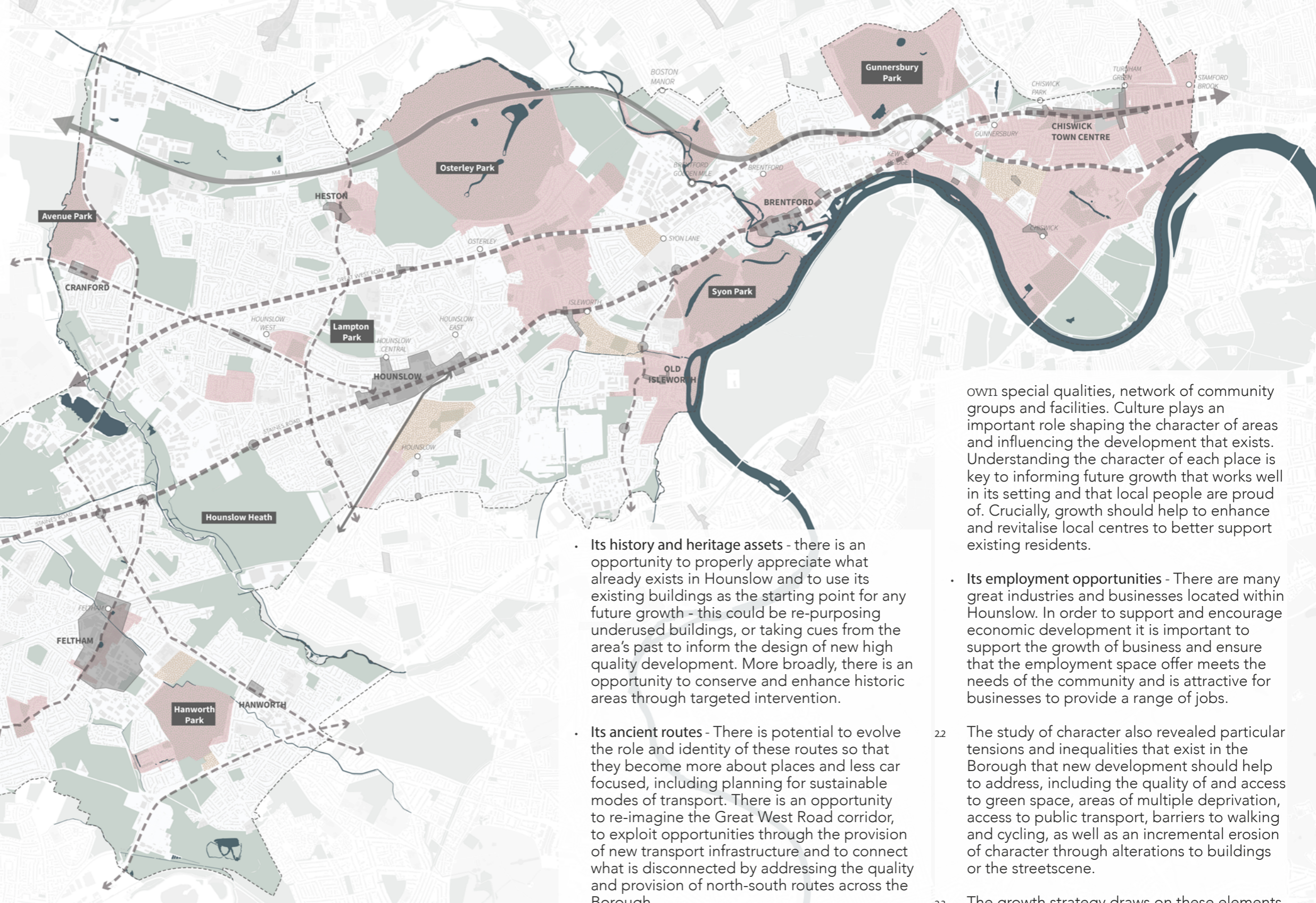
HOW TO GROW WELL

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Drawing on Hounslow's best assets...

2.1 The previous chapter explored the character of the Borough and has showcased all the fantastic assets that Hounslow has to offer. Some of the key ones that help to encapsulate the Borough's overall distinctiveness include:

- Its natural assets - Hounslow's waterways and green spaces provide spots for rest and recreation, as well as supporting a diverse ecological network. There is a need to restore and improve access to green spaces and along waters, to re-wild and help nature take its course through connecting up green spaces, and for any new riverside development to contribute positively to its setting.



- Green space
- Waterbody/waterway
- Conservation Area
- Area of Special Character
- Town Centre or smaller centre
- Key ancient route

Fig 2.1 Plan showing Hounslow's key assets - its blue and green infrastructure, key ancient routes, conservation areas and town centres

- Its history and heritage assets - there is an opportunity to properly appreciate what already exists in Hounslow and to use its existing buildings as the starting point for any future growth - this could be re-purposing underused buildings, or taking cues from the area's past to inform the design of new high quality development. More broadly, there is an opportunity to conserve and enhance historic areas through targeted intervention.
- Its ancient routes - There is potential to evolve the role and identity of these routes so that they become more about places and less car focused, including planning for sustainable modes of transport. There is an opportunity to re-imagine the Great West Road corridor, to exploit opportunities through the provision of new transport infrastructure and to connect what is disconnected by addressing the quality and provision of north-south routes across the Borough.
- Its diverse communities - the Borough is made up of a web of neighbourhoods, all weaving their own unique story. Each neighbourhood has its

own special qualities, network of community groups and facilities. Culture plays an important role shaping the character of areas and influencing the development that exists. Understanding the character of each place is key to informing future growth that works well in its setting and that local people are proud of. Crucially, growth should help to enhance and revitalise local centres to better support existing residents.

- Its employment opportunities - There are many great industries and businesses located within Hounslow. In order to support and encourage economic development it is important to support the growth of business and ensure that the employment space offer meets the needs of the community and is attractive for businesses to provide a range of jobs.

2.2 The study of character also revealed particular tensions and inequalities that exist in the Borough that new development should help to address, including the quality of and access to green space, areas of multiple deprivation, access to public transport, barriers to walking and cycling, as well as an incremental erosion of character through alterations to buildings or the streetscene.

2.3 The growth strategy draws on these elements as a basis for directing future growth in a way that is characterful and sustainable. The strategy for where growth is focused is set out on the following spread.

What should be the nature of change and where should it be focused?

- 2.6 Every single part of the borough needs to evolve. The climate emergency means all existing buildings need to enhance their performance to support decarbonisation, and that green infrastructure needs to be strengthened to support adaptation. Supporting the resilience of communities must be a priority underpinning any change. This might be about environmental resilience to ensure places are attractive and comfortable, but also measures to support the social resilience of neighbourhoods such as strengthening local centres or enhancing community facilities.
- 2.7 The nature of how interventions should differ across the Borough in response to character has been considered on this plan. It has been informed by many layers of information including physical character and condition, socio-economic priority areas, local centres and their catchments and the priorities of local communities. It sets out a high level overview of change on a spectrum of conserve - enhance - transform.
- 2.8 An assumption of the spectrum is every place can accommodate some level of change. Places that are on the 'conserve' end of the spectrum are likely to be more suited to limited change - conservation areas, areas of special character and other well-established neighbourhoods where character should be reinforced. Here the emphasis will be on supporting future resilience through sensitive interventions rather than preserving these neighbourhoods in aspic.

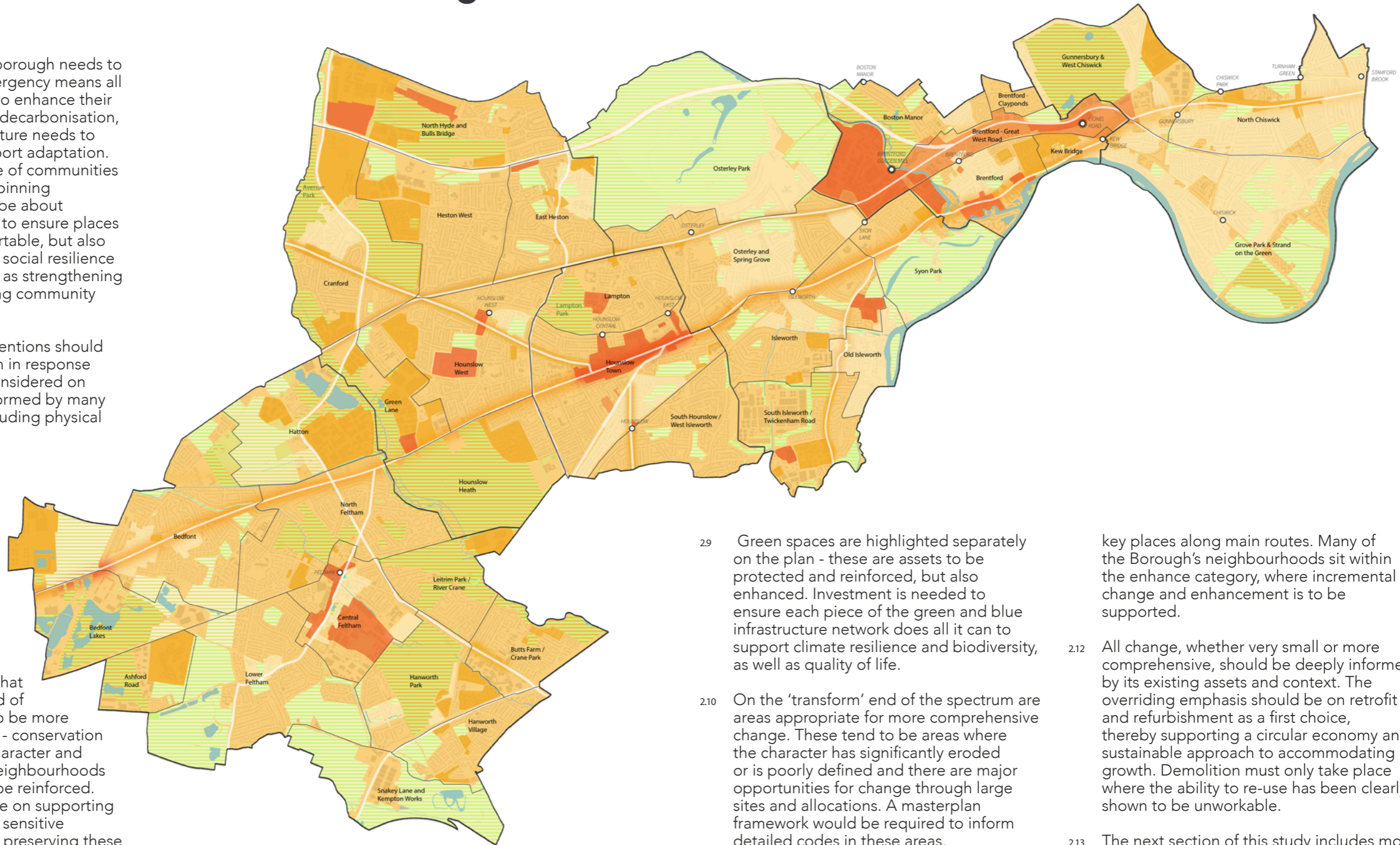
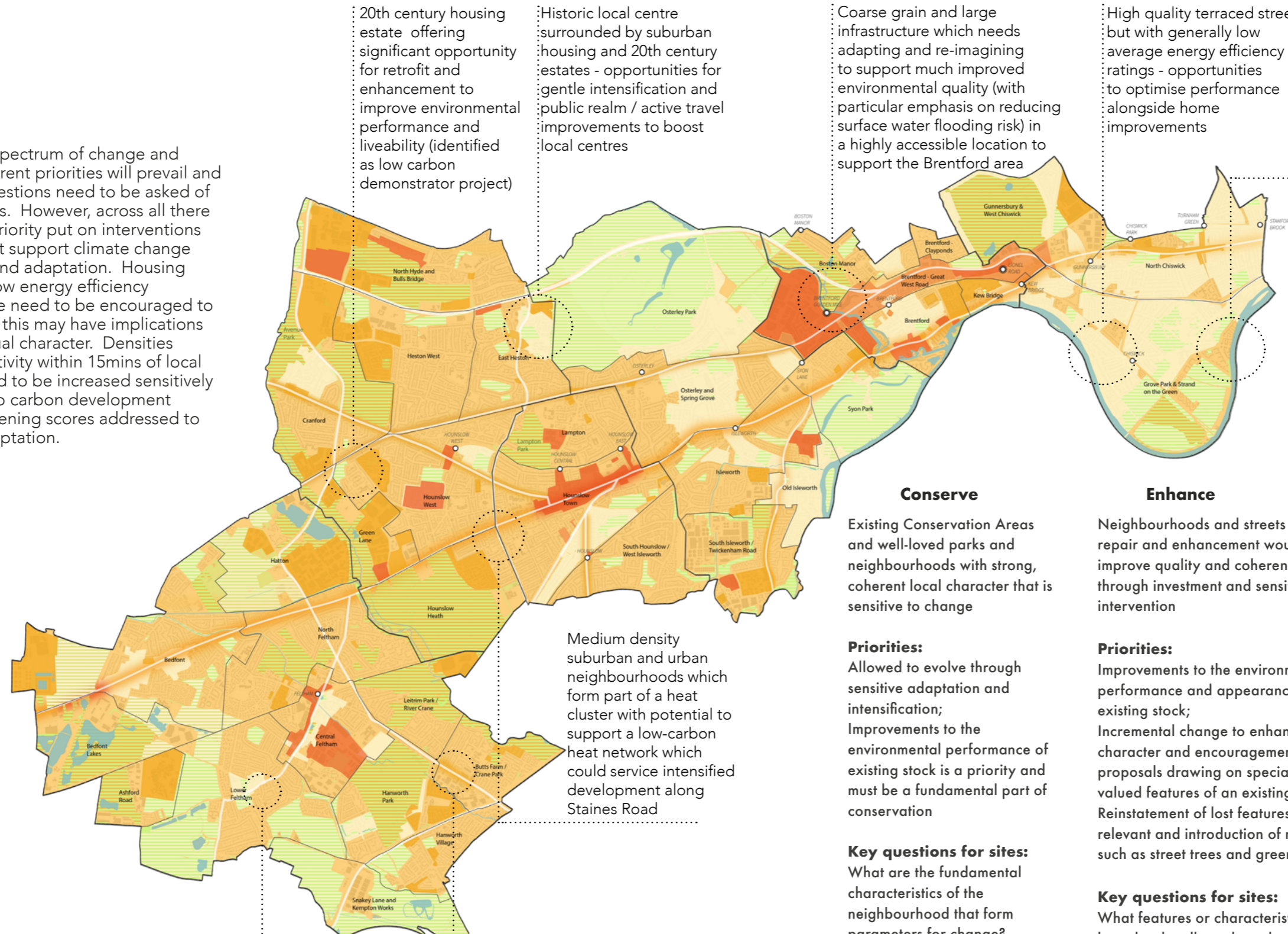


Fig 2.3 Plan showing the nature and focus for change across the Borough, from conserve areas through to transform areas. The hatching shows an overlaying of green spaces with Conserve - Enhance - Transform designations.

- 2.9 Green spaces are highlighted separately on the plan - these are assets to be protected and reinforced, but also enhanced. Investment is needed to ensure each piece of the green and blue infrastructure network does all it can to support climate resilience and biodiversity, as well as quality of life.
- 2.10 On the 'transform' end of the spectrum are areas appropriate for more comprehensive change. These tend to be areas where the character has significantly eroded or is poorly defined and there are major opportunities for change through large sites and allocations. A masterplan framework would be required to inform detailed codes in these areas.
- 2.11 Finally, in the middle is 'enhance', where the area's character is mainly intact, but there are some negative trends that need addressing and aspects of character that have been lost e.g. poor quality 20th century infill has replaced historic fabric or deprivation levels mean significant enhancement is needed to improve the quality of life of residents. 'Enhance' areas tend to be along High Streets and key places along main routes. Many of the Borough's neighbourhoods sit within the enhance category, where incremental change and enhancement is to be supported.
- 2.12 All change, whether very small or more comprehensive, should be deeply informed by its existing assets and context. The overriding emphasis should be on retrofit and refurbishment as a first choice, thereby supporting a circular economy and sustainable approach to accommodating growth. Demolition must only take place where the ability to re-use has been clearly shown to be unworkable.
- 2.13 The next section of this study includes more detail on the nature of change in each of the location's highlighted as 'enhance' or 'transform' on this map under the relevant borough area, as well as how each of the Borough's ten area visions (see Character, Sustainability and Design Codes SPD) have been tailored to the scale of change.

2.14 Across the spectrum of change and growth different priorities will prevail and different questions need to be asked of interventions. However, across all there must be a priority put on interventions that will best support climate change mitigation and adaptation. Housing areas with low energy efficiency performance need to be encouraged to change and this may have implications for their visual character. Densities and connectivity within 15mins of local centres need to be increased sensitively through zero carbon development and low greening scores addressed to support adaptation.



20th century housing estate offering significant opportunity for retrofit and enhancement to improve environmental performance and liveability (identified as low carbon demonstrator project)

Historic local centre surrounded by suburban housing and 20th century estates - opportunities for gentle intensification and public realm / active travel improvements to boost local centres

Coarse grain and large infrastructure which needs adapting and re-imagining to support much improved environmental quality (with particular emphasis on reducing surface water flooding risk) in a highly accessible location to support the Brentford area

High quality terraced streets but with generally low average energy efficiency ratings - opportunities to optimise performance alongside home improvements

Good quality riverside housing but located within Flood Zone 3 - improvements encouraged to support climate adaption

Good quality suburban housing but with generally low average energy efficiency ratings - opportunities to optimise performance alongside home improvements

Range of housing typologies many with scope for gentle intensification and improvement to support the viability of local centres, which should be matched with improvements to urban greening which is generally low in the area

Medium density suburban and urban neighbourhoods which form part of a heat cluster with potential to support a low-carbon heat network which could service intensified development along Staines Road

Conserve

Existing Conservation Areas and well-loved parks and neighbourhoods with strong, coherent local character that is sensitive to change

Priorities: Allowed to evolve through sensitive adaptation and intensification; Improvements to the environmental performance of existing stock is a priority and must be a fundamental part of conservation

Key questions for sites: What are the fundamental characteristics of the neighbourhood that form parameters for change? What features need reinforcing?

Enhance

Neighbourhoods and streets where repair and enhancement would improve quality and coherence through investment and sensitive intervention

Priorities: Improvements to the environmental performance and appearance of existing stock; Incremental change to enhance character and encouragement of new proposals drawing on special and valued features of an existing area; Reinstatement of lost features as relevant and introduction of new assets such as street trees and greening

Key questions for sites: What features or characteristics have been lost locally and need repairing? What negative trends need addressing?

Transform

Key areas of change and transformational sites where a shift in density and a new coherent character would breathe new life and improve the quality of poorly-defined /lower quality areas

Priorities: Existing context should still be underpin change - opportunities to adapt or re-use existing built stock should be considered as a first step. New development should achieve the highest sustainability performance possible, achieving net gain

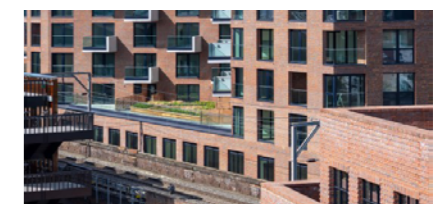
Key questions for sites: What local character threads should inform proposals? How can new development lift the wider area and make a strong positive contribution to tackling climate change? How is the design of the area impacting the health of the population? What community services and facilities are needed in the area and needed to support the vitality of town centres?



Precedent example: Sensitive extension and refurbishment of existing property enhancing overall energy performance - Barnsbury Road by George & James Architects © Megan Taylor



Precedent example: Infill development mending street frontage and adding to street greening - Hafer Road © Peter Barber Architects



Precedent example: Intensification of major site with high quality and characterful development - Hawley Wharf by AHMM © Lorna Soar

Fig 2.4 Plan highlighting some areas of change within the borough, and the reason for this change.

GROWTH IN HOUNSLOW'S PLACES

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Growth in... Feltham

Areas of transformation

- 3.1 A strong emphasis on landscape-led and low/zero carbon design should underpin the transformation in this part of the Borough, and all developments must set a high benchmark for design quality locally.

A. Feltham Town Centre

- 3.2 There is a strong community desire to see investment and enhancement in Feltham Town Centre as well as the wider area. A key stipulation is that all new development should be of much higher quality design than which that has been delivered over preceding decades (it may be beneficial to lower the threshold for sites in this area going to DRP to

support this). Densification needs to be managed carefully so as to support the existing structure, industrial areas and remaining heritage assets. There should be a presumption in favour of mid-rise, high quality intensification accompanied with sustainable and active travel improvements and meaningful and transformational public realm improvements as part of the urban greening priority area, in particular revealing Longford River as an asset.

Areas of enhancement

- 3.3 The areas of enhancement in this part of the Borough are focused on urban greening, estate renewal and raising the quality of public realm, and active and sustainable travel.

Staines Road

- 3.4 A phased enhancement of the public realm along Staines Road should support continued greening of the route and enhanced pedestrian and cycle provision. At the same time, targeted intensification at key junctions and to support local parades would help amplify the role of this historic route as a series of places rather than simply a movement corridor. Co-ordinated sections of green buffers and setbacks to the building line will be encouraged to support the urban boulevard vision.

Industrial Parks (including Faggs Road)

- 3.5 Industrial parks in this area form important employment hubs. Opportunities to enhance the streets and spaces within and around them for active and sustainable travel, whilst ensuring unhindered operation, would enhance their attraction for operators and workers. Opportunities for innovative solutions to freight consolidation should be explored to enhance sustainability.
- 3.6 A priority for North Feltham Trading Estate is to help facilitate an enhanced corridor along the Duke of Northumberland River including a pedestrian and cycle path connection. In delivering this priority a new riverside space could be created on River Gardens to support the transition between industrial and residential uses and create a shared public realm resource and active travel connection for workers and residents.

Residential estates

- 3.7 There is a strong desire to see enhancements in the Feltham area reach residential estates as well as key streets and centres. Intensification schemes through co-design with local residents have worked well locally and this approach should be repeated and targeted to other housing estates such as the Waterloo Estate. This should deliver high quality homes (both new and refurbished) much enhanced streets to improve connectivity, interventions to promote active and sustainable travel, enhanced amenity spaces and opportunities for community food growing initiatives.

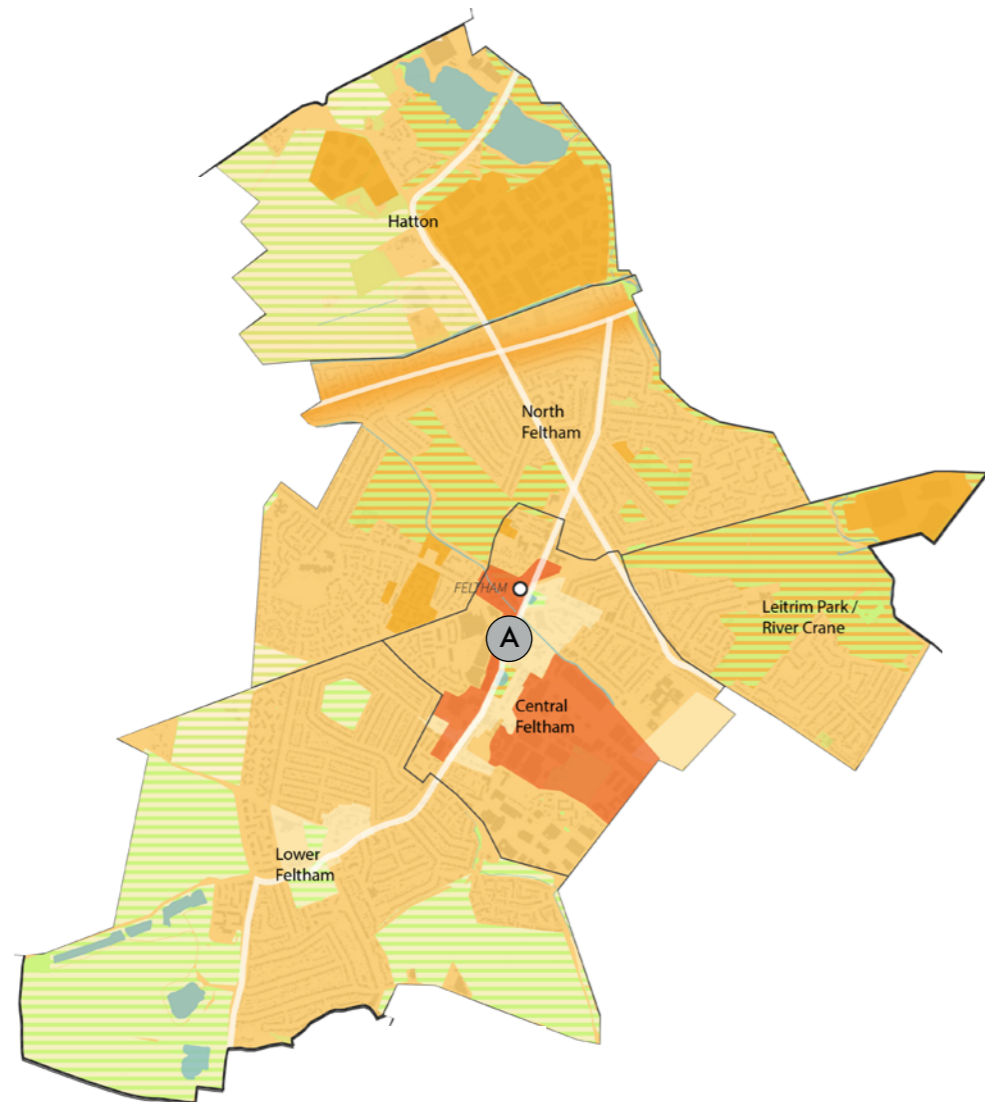


Fig 3.1 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform



Growth in... Hanworth

Areas of enhancement

3.8 The areas of enhancement in this part of the Borough are focused on urban greening, estate renewal and raising the quality of public realm.

A. Industrial Parks (including Hanworth Park Trading Estate)

3.9 Industrial parks in this area form important employment hubs. Opportunities to enhance the streets and spaces within and around them, whilst ensuring unhindered operation, would enhance their attraction for operators and workers. Development at industrial parks should promote sustainable travel, including freight consolidation.

B. Hampton Road West

3.10 Hampton Road West is an important seam between Hanworth neighbourhoods and those along the Crane Valley. Enhancements to the mix of uses, quality of the street frontages and the general street environment would allow this section to perform its role much more positively. There is a need to improve active travel infrastructure as well as bus priority on the A312.

C. Residential estates

3.11 There is a strong desire to see enhancements in the Hanworth area reach residential estates as well as key streets and centres. Intensification schemes through co-design with local residents have worked well locally and this approach should be repeated and targeted to other housing estates such as the McCarthy Road Estate. This should deliver high quality homes (both new and refurbished) and much enhanced streets, amenity spaces and community food growing initiatives.

D. Hanworth Village Centre

3.12 Hanworth suffers from isolation and a poorer quality of environment. Investment in key parts of Hanworth including the village centre, and residential estates would have tangible benefits for local people. There is a need to increase sustainable travel, including public transport as well as active travel. Opportunities to enhance the local centre around Swan Road and Bear Road should be explored. This centre could serve the local community far better with re-provided amenities, enhanced public space, enhanced active travel connections and new housing.

E. Hanworth Park House & Hanworth Park

3.13 With sensitive landscape interventions and management Hanworth Park could be transformed into a fantastic asset and destination park. Hanworth House also represents a great opportunity for re-use and restoration.

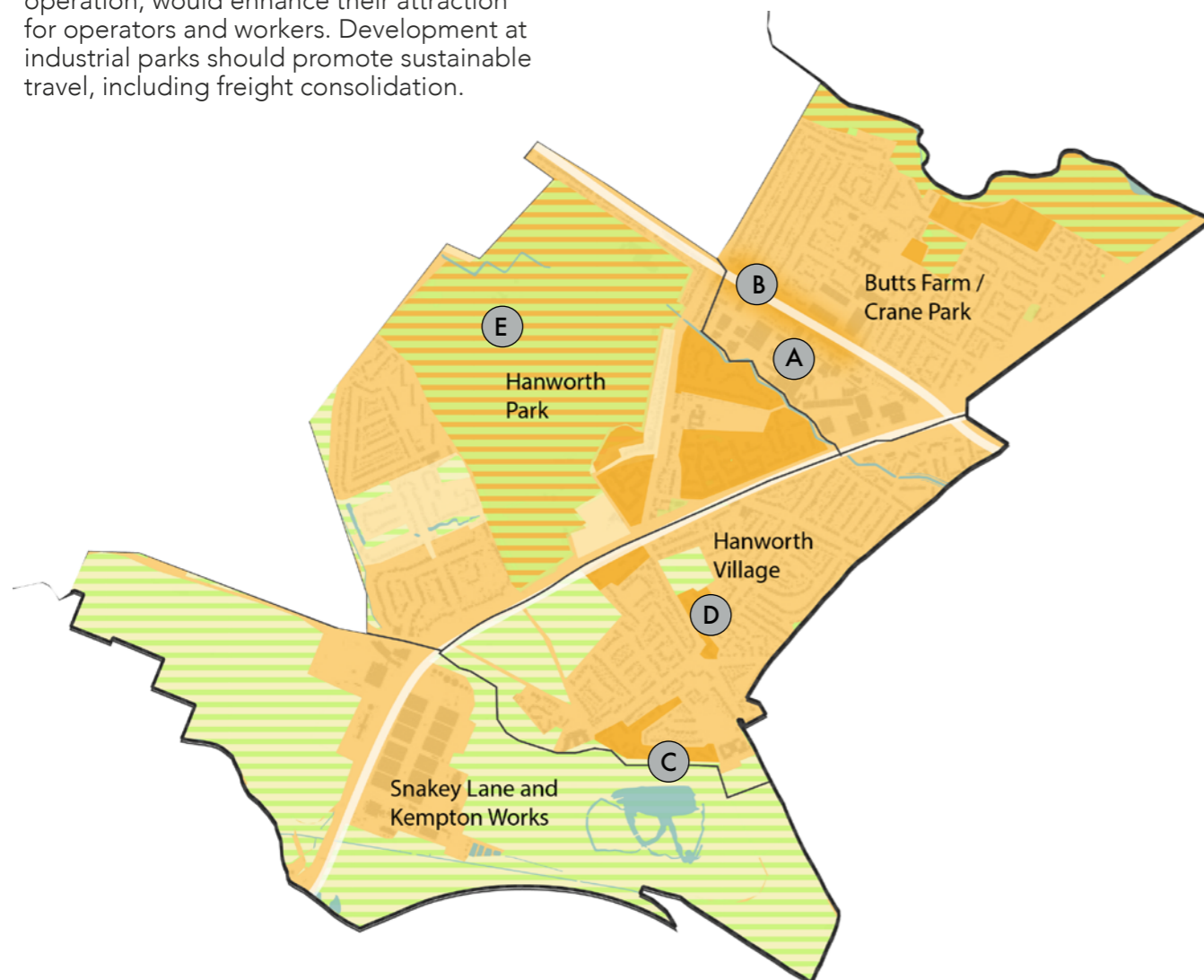


Fig 3.2 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform

Growth in... Bedfont

Areas of enhancement

3.14 The areas of enhancement in this part of the Borough are focused on urban greening, estate renewal, significant improvements to public transport and active travel infrastructure and raising the quality of public realm.

Staines Road

3.15 A phased enhancement of the public realm along Staines Road should support continued greening of the route and enhanced active and sustainable travel provision. At the same time, targeted intensification at key junctions and to support local parades would help amplify the role of this historic route as a series of places rather than simply a movement corridor. Co-ordinated sections of green buffers and setbacks to the building line

will be encouraged to support the urban boulevard vision.

Industrial Parks (Heathrow Logistics Park)

3.16 Industrial parks in this area form important employment hubs. Opportunities to enhance the streets and spaces within and around them, whilst ensuring unhindered operation, would enhance their attraction for operators and workers. Development at industrial parks should promote active and sustainable travel, including freight consolidation.

Residential estates

3.17 There is a strong desire to see enhancements in the Feltham area reach residential estates as well as key streets and centres. Intensification schemes through co-design with local residents have worked well locally and this approach should be repeated and targeted to other housing estates such as Grove Village and Watermead Estate. This should deliver high quality homes (both new and refurbished), much enhanced streets to improve connectivity, interventions to promote active and sustainable travel, enhanced amenity spaces and opportunities for community food growing initiatives.

HMP Young Offenders Institution Feltham

3.18 This site is currently within the Metropolitan Green Belt. In the short-medium term, opportunities to increase the contribution this site makes to green infrastructure and active and sustainable travel infrastructure should be encouraged. Should the site be considered for redevelopment in the long-term, the scope for a landscaped residential neighbourhood could be explored – this would need to consider whether such a development would be appropriate given the Green Belt designation and the constraints this bestows on the land.

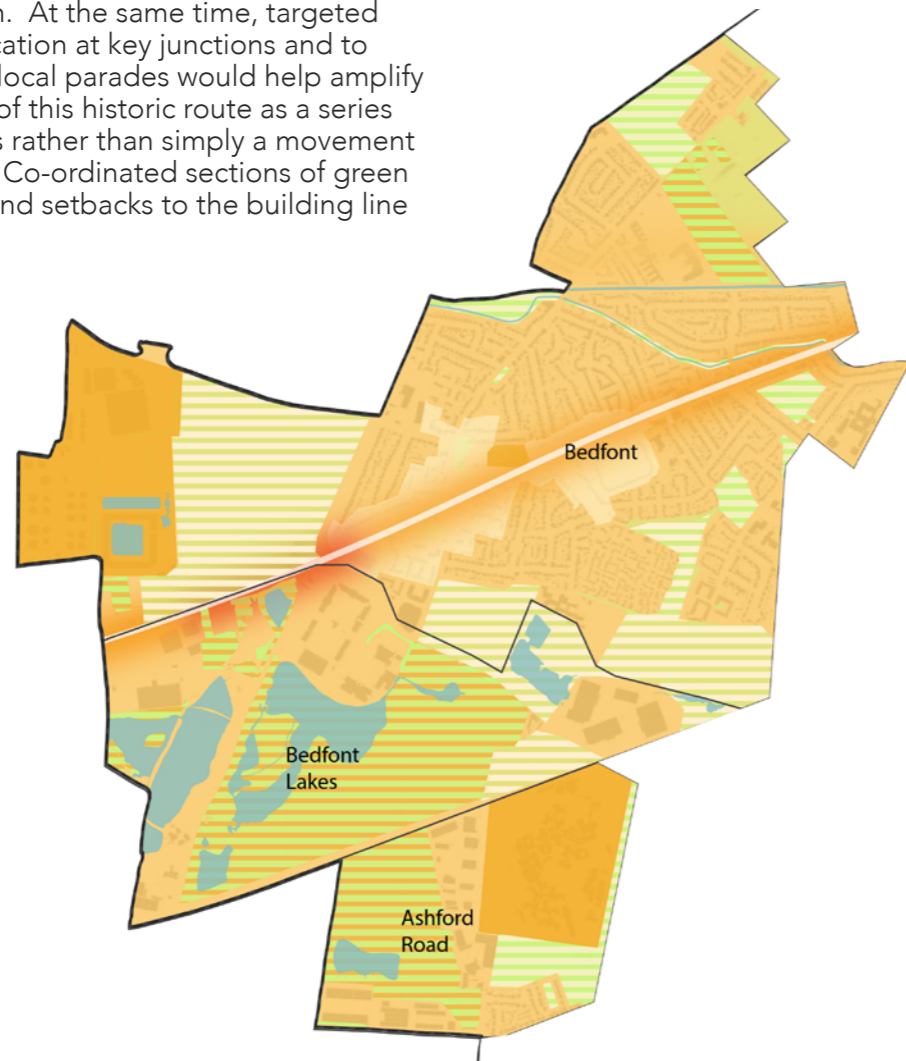


Fig 3.3 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform

Growth in... Hounslow West

Areas of transformation

3.19 The emphasis in this part of the Borough is primarily on enhancement, but some key locations offer more significant opportunities for transformation - particularly at Hounslow West.

A. Hounslow West

3.20 The local centre has grown along the Bath Road supported by Hounslow West station. It serves a wide population which is continuing to grow. The centre has evolved and has a great vibrancy to it today, but it needs a strategy to help it transform to serve the needs of local communities and become the high quality centre they deserve. Priorities will include enhancing the quality of the streetscape and public realm and managing the quality and massing of new development coming forward along the Bath Road, alongside enabling the reimagining of the station site. Local people are keen to see community services and amenities provided in a co-ordinated way in the centre to serve the growing population. There is a need to improve public transport infrastructure, including step-free access at the station, in addition to infrastructure to improve travel

choice. More detailed design guidance has been prepared for the public realm in Hounslow West area which is provided in Part B4 of the Character, Sustainability and Design Codes SPD.

B. Cavalry Barracks

3.21 The release of Cavalry Barracks presents a fantastic opportunity to bring this historic asset into wider use. The sensitive re-use of key existing buildings will be a priority as will a respectful approach to the existing landscape structure. Opportunities to intensify the site and bring forward new development within the site area should be context-led and sensitive to the existing massing and views. Key to the success of this site will be improvements to sustainable travel connections to and from the site.

Areas of enhancement

3.22 This area is criss-crossed with many important routes and they form an important focus for enhancements - ensuring that these routes are attractive and pleasant movement corridors but

that they also support strong individual and characterful places and centres along them.

Staines Road

3.23 The passage of Staines Road from Hounslow to Feltham crosses both Hounslow Heath and the Crane Valley. Significant opportunities exist to enhance this section using these landscape assets as a driver. An enhancement to the planting and quality of public realm along the route is priority and recent cycle infrastructure interventions has made an important first step in this. Improvements to the cycle infrastructure over the river at Baber Bridge are required. One or two views into the Heath could be sensitively re-introduced from Staines Road without undermining the Heath environment. In addition the presence of the River Crane and valley could be emphasised on Staines Road and links into this blue corridor enhanced.

3.24 At the same time, the quality of frontages and developments lining the route could be improved over time. An emphasis on mid-rise high quality buildings which positively address this historic route would be appropriate.

Bath Road

3.25 Bath Road passes through a diverse set of centres and neighbourhoods and as such changes in character along its route. This is to be positively embraced and further emphasised. Further and enhanced pedestrian connections across the route are to be encouraged, particularly on the sections west of Hounslow West.

Local parades

3.26 2020 emphasised the importance of local neighbourhood parades as everyone's lives became much more focused on their immediate local area. In so doing, local people have recognised the potential of these parades to cater for a greater diversity of uses and to be enhanced in their appearance and streetscape. Small parades are plentiful in this area including Chinchilla Drive, Staines Road, Martindale Road and Wellington Road. Many are characterful sections which, with some TLC and imaginative thought, could become attractive local hubs once again. There is a need to improve active travel infrastructure to encourage more local trips.

Residential estates (incl. Maitland Close, Beavers Farm and The Meadows)

3.27 Community consultation has emphasised the desire to see enhancements to existing residential estates in this part of the Borough. This will include both refurbishment and improvements to existing buildings and spaces, as well as sensitive intensification to help deliver more homes and services and support the vibrancy of each estate. A low carbon masterplan framework should be established through collaborative community engagement for each estate. This should be informed by an appreciation of the original estate design and objectives alongside an appraisal of the issues experienced today. Residential estates generally have low PTAL levels and a large number of paved front gardens, as such there is a need to promote sustainable travel infrastructure to reduce reliance on personal vehicles and to enhance resilience to flooding.

Industrial estates (incl. Green Lane)

3.28 A wealth of important employment areas are located in this area and there are proposals for more industrial around Green Lane. Opportunities to support these and to better integrate them with nearby residential areas through public realm enhancements, active and sustainable travel infrastructure and appropriate intensification should be explored. Enhancing the relationship between the Green Lane estates and the Crane Valley is a particular opportunity. Commercial and industrial development should promote sustainable freight and freight consolidation.

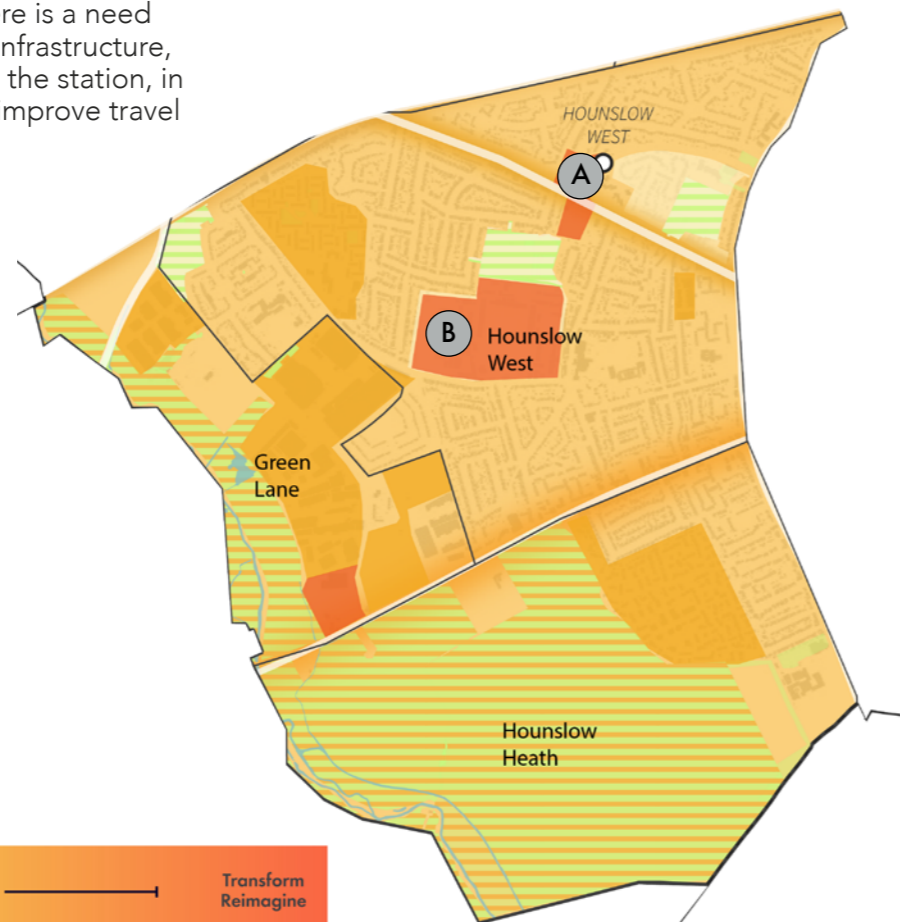


Fig 3.4 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform



Fig 3.5 Staines Road by Hounslow Heath is an area of enhancement

Growth in... Cranford and Heston

Areas of transformation

3.29 The emphasis in this part of the Borough is primarily on enhancement, but some key locations offer more significant opportunities for transformation.

A. Southall Lane

3.30 Should the proposed consolidation of industrial development come forward the priorities for development on this site would include:

- setting a new bar for the quality of industrial development in the Borough
- integration of new development with existing industrial area to the north to ensure operation is maximised
- enhancement approach to the edges of the site and opportunities to support green infrastructure within site to create a more resilient working environment.
- improve walking and cycling infrastructure and promote sustainable travel to reduce and remove traffic and promote interventions that can consolidate commercial vehicle trips

3.31 This site sits within a cluster of enhancement opportunities and these should be considered together. A particular opportunity that should be explored is the former Airlinks golf course to the east of Southall Lane. This section of landscape has a long history and was part of the extensive market gardens that once dominated much of the Borough. The site has been reshaped over the years, most recently to accommodate the golf course. In future, this space could be re-orientated to provide a public facing landscape, potentially with a community garden and productive emphasis. Stronger links to the adjoining residential areas could be supported through development around the edge of the space.

as both a movement corridor and a series of places/local centres which provide for neighbourhoods either side. Improvements to local parades at junctions along the Great West Road should be encouraged.

Bath Road and Cranford centre

3.35 Bath Road passes through a diverse set of centres and neighbourhoods and as such changes in character along its route. This is to be positively embraced and further emphasised in sections such as Cranford centre. Further and enhanced active and sustainable travel connections across the route are to be encouraged, particularly on the sections through Cranford.

Local parades

3.36 2020 emphasised the importance of local neighbourhood parades as everyone's lives became much more focused on their immediate local area. In so doing, local people have recognised the potential of these parades to cater for a greater diversity of uses and to be enhanced in their appearance and streetscape.

B. Convent Way and Heston Grange estates

3.32 A masterplan framework should be established through collaborative community engagement to support the regeneration of these estates. This should be informed by an appreciation of the historic context, neighbourhood character and objectives alongside an appraisal of the issues experienced today by local residents.

Areas of enhancement

3.33 This area is criss-crossed with many important routes and they form an important focus for enhancements - ensuring that these routes are attractive and pleasant movement corridors but that they also support strong individual and characterful places and centres along them.

Great West Road

3.34 Further improvements to the public realm along this important movement corridor as set out in the area vision will be the emphasis for this enhancement corridor. This could include tree planting where feasible, or hedges between the road and pedestrian/cyclists as well as improvements to clean air routes away from the main route. New developments should seek to emphasise the importance of this route

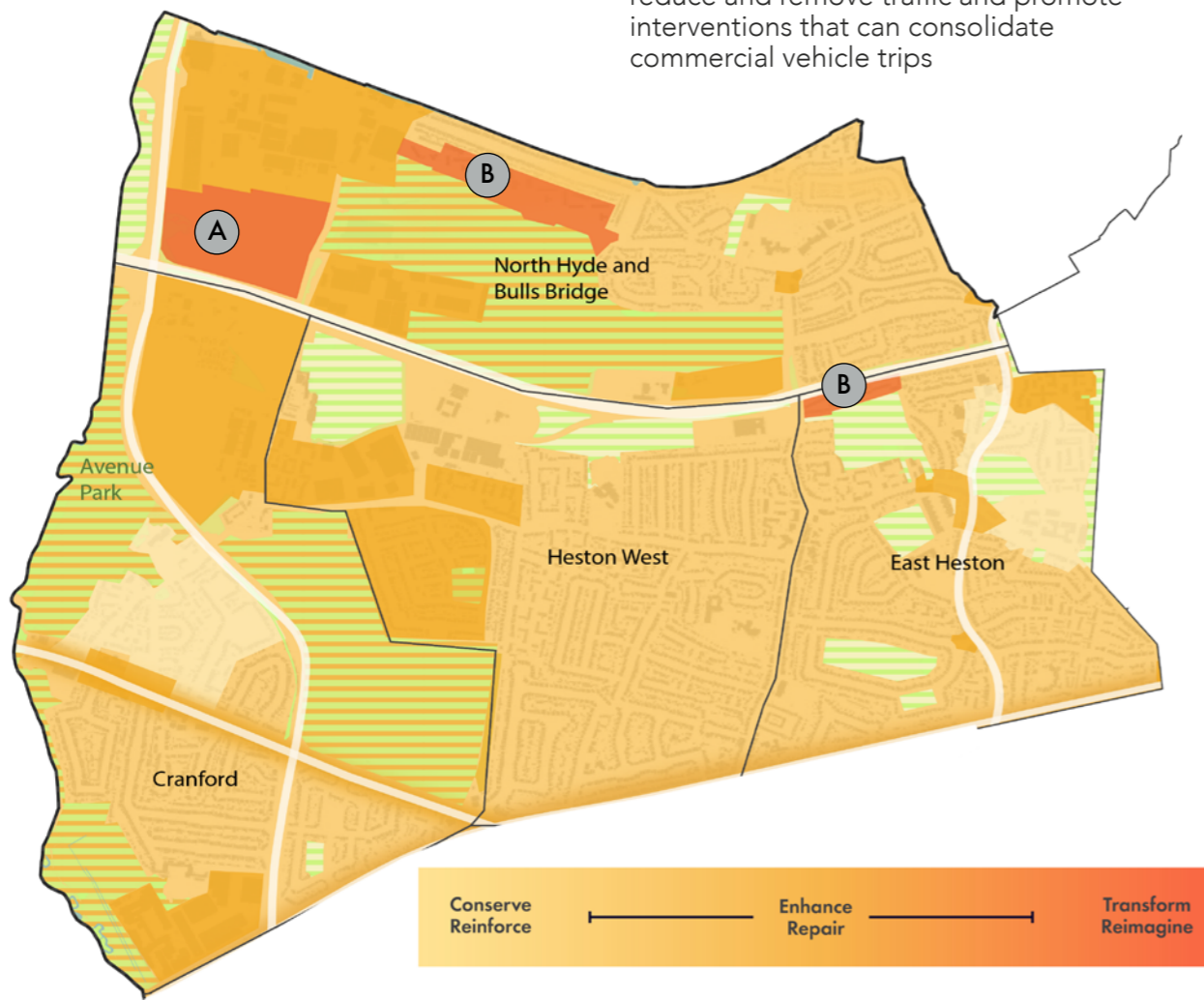


Fig 3.6 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform



Fig 3.7 Cranford centre is an area for enhancement, particularly focused on improving pedestrian connections across Bath Road

Small parades are plentiful in this area including Crossways, Vicarage Farm Road and Ringway shops, and many are characterful sections which, with some TLC and imaginative thought, could become attractive local hubs once again. There is a need to improve active travel infrastructure to encourage more local trips.

Residential estates (incl. Brabazon Road, Heston Farm and Redwood)

- 3.37 Community consultation has emphasised the desire to see enhancements to existing residential estates in this part of the Borough. This will include both refurbishment and improvements to existing buildings and spaces, as well as sensitive intensification to help deliver more homes and services and support the vibrancy of each estate. A low carbon masterplan framework should be established through collaborative community engagement for each estate. This should be informed by an appreciation of the original estate design and objectives alongside an appraisal of the issues experienced today.

Industrial estates (incl. Aerodrome Way and Spitfire Way)

- 3.38 A wealth of important employment areas are located in this area and there are opportunities to support these and to better integrate them with nearby residential areas through public realm enhancements, active travel infrastructure and appropriate intensification should be explored. Commercial and industrial development should promote sustainable freight and freight consolidation to reduce the number of unnecessary freight and distribution trips.

Growth in... Central Hounslow



Fig 3.8 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform

Areas of transformation

3.39 Hounslow Town Centre is the real focus for change in the area in order to support the wider residential neighbourhoods that it serves.

A. Hounslow Town Centre

3.40 The growth vision sets out some of the priorities for the town centre's transformation. These include significant and ongoing investment in the public realm throughout the town centre, an uplift in density and a focus on finer grain development. The transformation should recognise the strength of the finer grain historic structure of the centre, the primacy of Staines Road/High Street and the potential of the heat cluster to support a heat network. In general a move away from the larger footprint, big pieces of development, towards street-focused buildings will underpin the evolution of the town centre.

3.41 The town centre masterplan work establishes the framework for bringing forward transformation in the town centre, and this has been translated into specific town centre design codes within the Hounslow Town neighbourhood section in part B6 of the Character, Sustainability and Design Codes SPD.

3.42 The transformation will extend beyond the core town centre and high street to include sites around Hounslow Central and Hounslow East, ensuring both stations are integrated into the town centre vision.

B. Hounslow station area

3.43 As indicated in the area growth vision the opportunity to create a new local hub around Hounslow station would involve a sensitive uplift in density around the station. This could involve using the station car park as a key site to introduce new development and enhanced public realm, with scope to draw in adjacent sites for intensification both north and south of the station. Redevelopment should retain disabled

parking, drop-off, taxi provision and add a mobility hub. The station is a listed building, the setting of which needs to be considered in any proposal. Full visibility of the station should be maintained from Whitton Road.

C. Hanworth Road sites

3.44 A series of key sites present opportunities to enhance the environment and contribution of Hanworth Road to this area.

- The vacant site adjacent to Gurdwara Sri Guru Singh Sabha presents a great opportunity for new community use development. Priorities for this site will include addressing boundary treatment on Hanworth Road and establishing a clear block structure and network of streets and landscape. Mid-rise development would be appropriate on this site with a massing strategy that is sensitive to the setting of the Gurdwara.
- 206-210 Hanworth Road includes Treaty Lodge Hotel which fronts on to Hanworth Road and presents a great opportunity for refurbishment and enhancement, with scope for the setback space to contribute new public realm and green infrastructure. Behind Treaty Lodge Hotel new development could intensify this area through sensitive, context-led development that supports the Area of Special Character.
- Opposite, Clarence Terrace site and Bell Road car park also present opportunities to enhance the Hanworth Road (and Bell Road) frontage and intensify to the rear to support the local centre at this junction.

D. Former Civic Centre site

3.45 The continued transformation of the former civic centre site will create a new edge to Lampton Park and complete the introduction of a new neighbourhood to support Lampton Road.

Areas of enhancement

3.46 A number of opportunities exist to enhance the environment at the joins between neighbourhoods, namely the key routes that run through the area and the local parades dotted along them and more widely in the area.

Local Parades (Kingsley Road, Great West Road parades, Lampton Road)

3.47 2020 emphasised the importance of local neighbourhood parades as everyone’s lives became much more focused on their immediate local area. In so doing, local people have recognised the potential of these parades to cater for a greater diversity of uses and to be enhanced in their appearance and streetscape. The series of parades along the Great West Road should be supported in their ongoing enhancement. Other parades set within the area’s neighbourhoods such as on Kingsley Road and Lampton Road should be future priorities for enhancement including shopfront improvements, the inclusion of a wider set of local services, and amenities and public realm enhancements.

Staines Road / London Road

3.48 Outside of the town centre area enhancements will be encouraged on Staines Road/London Road. This will include enhanced frontages and the refurbishment of existing buildings, as well as new development which re-establishes a strong frontage and positively addresses this historic route. The high traffic levels currently have an adverse impact on the quality of the environment. Public realm and active travel enhancements will be key to help

address this including the replacement and management of street trees as a key feature along the route. Priority Cycle Route 5 will link Hounslow town centre to Feltham along the Staines Road. The Council are working closely with TfL to develop proposals to extend Cycleway 9 further west through Brentford and towards Hounslow. Any proposals should help to enhance the public realm along this route.

Bath Road

3.49 This section of the Bath Road generally has consistent and good levels of street tree planting. As one approaches the town centre some gaps appear and this could be addressed where possible. Overall, there are opportunities to raise the quality of public realm and to support the enhancement of frontages on to the route. Priority Cycle Route 6 will be developed along Bath Road to link the town centre to Heathrow.

Connections to Inwood Park

3.50 As the area growth vision states, a priority for this area is to improve the quality of the connections to green space assets including Inwood Park. In addition to this, a particular opportunity exists at the eastern end of the park to improve the quality of linkages to the park and the edge condition.

3.51 Land at the end of James Street presents an opportunity to support connections and permeability at this point. By developing part of this site a more formal route and edge to the park could be created.

Bridge Road depot

3.52 Should partial redevelopment of this site around the vehicle depot be feasible, the priority would be to create an enhanced edge to both Depot Road and Bridge Road using the scale and building line established elsewhere on these two routes. Sustainable drainage will be particularly important for this and neighbouring sites given the presence of a critical drainage area at Bridge Road/Pears Road.

Growth in... Isleworth

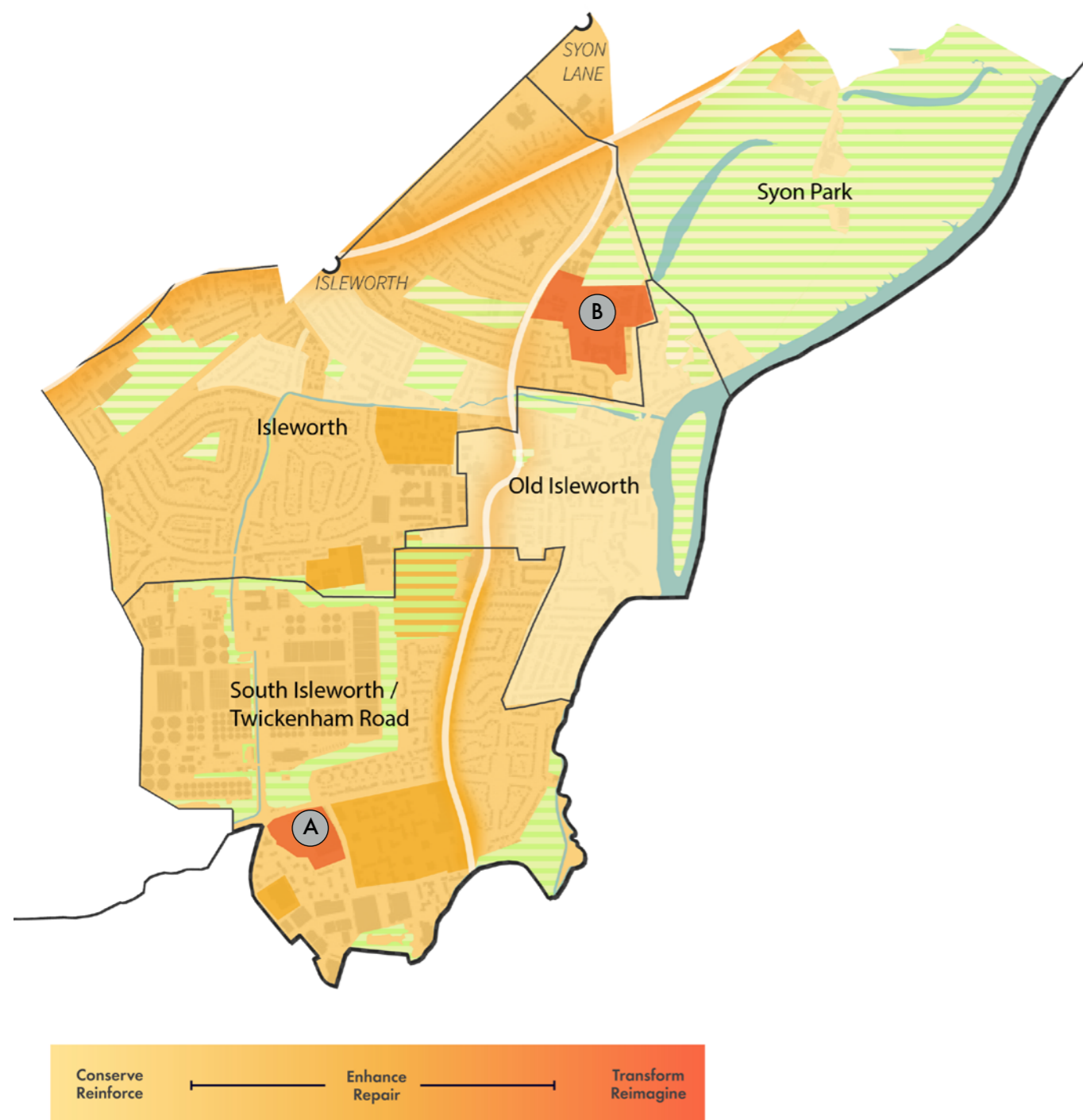


Fig 3.9 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform

Areas of transformation

3.53 Most of Isleworth is either on the 'conserve' end of the spectrum or suited to incremental change or enhancement. However, the Tesco Isleworth area and West Middlesex University Hospital campus have the potential to see greater transformation which brings wider benefit to their neighbourhoods.

A. Tesco (Mogden Lane) Isleworth

3.54 There is an opportunity to transform this site to contribute more positively to the character and environmental performance of Isleworth. Should the site come forward for redevelopment, priorities will be to establish a finer grain of development, a legible street structure and low/zero carbon design. Establishing the building line and frontage and access points on to Mogden Lane will also be important, as will integrating the new development into the street network and adjacent neighbourhoods, including Summerwood Road and Varsity Drive, and improvement to the cycle route along Mogden Lane with the possibility to improve connections from Tesco and through the sewage works and along Rugby Road to Twickenham.. The history of the site as South Middlesex Hospital could help inform the building typologies used on site which could include re-invented mansion blocks.

B. West Middlesex University Hospital campus

3.55 The West Middlesex University Hospital campus presents an opportunity for wider strategic visioning that could unlock new connections between the Thames riverside and the rest of Isleworth, and to Park Road, with scope to contribute new public realm and green infrastructure. Future development proposals could help to intensify this area through sensitive context-led development that supports its historic setting and conservation area designation, and which considers the predominant residential character and low rise scale of buildings on the opposite side of Twickenham Road. Considering views to/from the Thames riverside, Syon Park and other local heritage assets (such as Isleworth Cemetery) is also important.

Areas of enhancement

3.56 A number of opportunities exist to enhance the environment at the joins between neighbourhoods, namely the key routes that run through the area and the local parades dotted along them and more widely in the area.

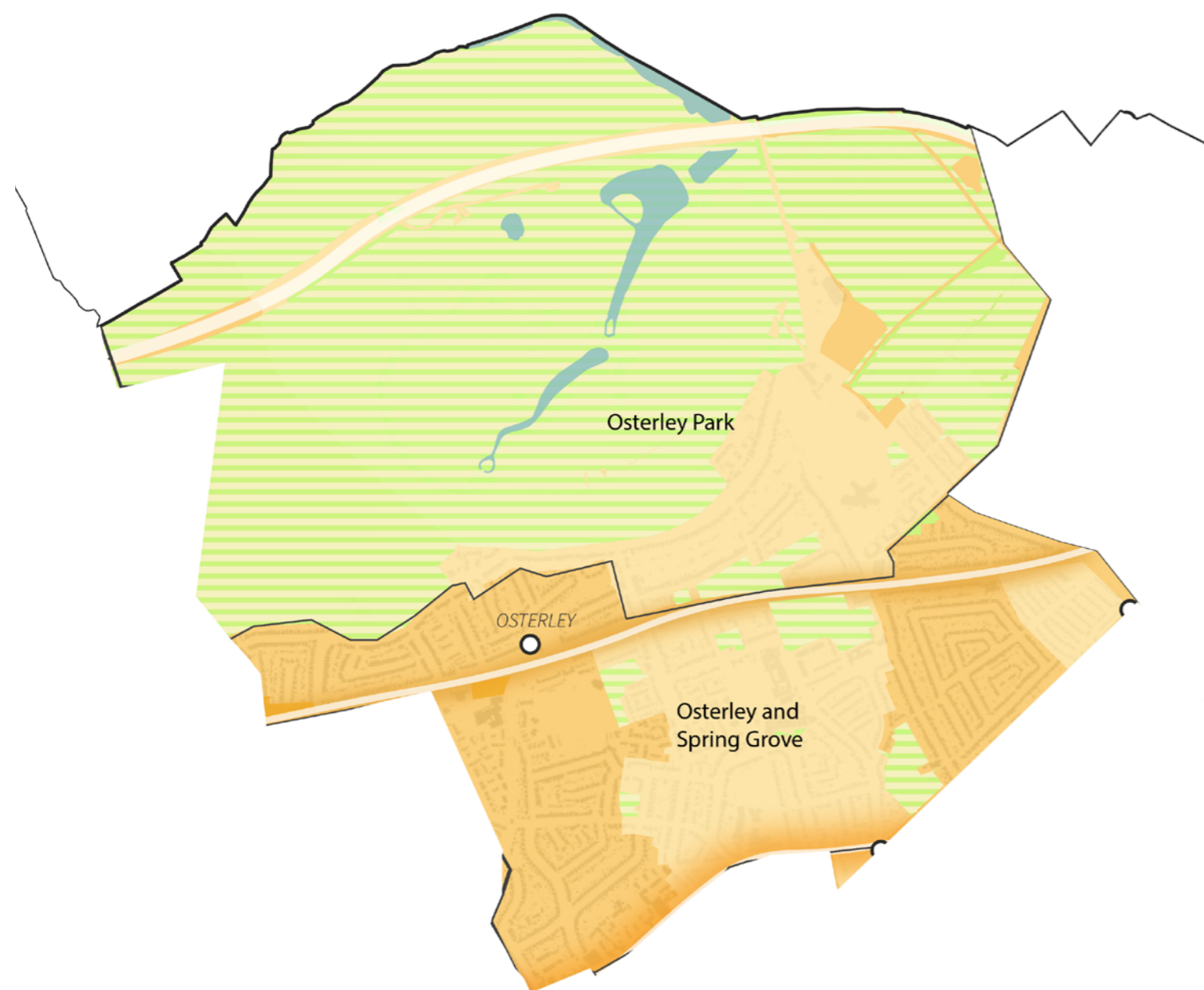
Local Parades (London Road by Isleworth station, Twickenham Road)

3.57 A key takeaway from the community engagement is that people in Isleworth really value their local shops and would like to see greater diversity in terms of shopping offer but also cultural and leisure uses. There is potential for these parades to cater for a greater diversity of uses and to be enhanced in their appearance and streetscape. The series of parades along London Road near Isleworth station be priorities for enhancement including shopfront improvements, the inclusion of a wider set of local services, and amenities and public realm enhancements, including greening and parklets.

London Road

3.58 Enhancements on London Road will include enhanced frontages and the refurbishment of existing historic buildings, as well as new development which re-establishes a strong frontage and positively addresses this historic route. Local people commented positively on the quality of recent development along London Road, feeling the height (mid-rise), design and arrangement of buildings sat comfortably with its surroundings. Any proposals for new development should take cues from this, and seek to raise the bar on quality and contribution to the streetscene and local amenity space. Public realm, and active and sustainable transport, enhancements will also be key including the extension of C9 along London Road, and the replacement and management of street trees as a key feature along the route. Proposals should optimise all opportunities to introduce more greenery on the route itself, including pocket parks on underused public realm.

Growth in... Osterley



Areas of transformation

3.59 Most of Osterley is either on the 'conserve' end of the spectrum or suited to incremental change or enhancement.

Areas of enhancement

3.60 A number of opportunities exist to enhance the environment at the joins between neighbourhoods, namely the key routes that run through the area and the local parades dotted along them and more widely in the area.

Local Parades (London Road by Isleworth station, and Osterley)

3.61 A key takeaway from the community engagement is that people in Osterley really value their local shops and would like to see greater diversity in terms of shopping offer but also cultural and leisure uses. There is potential for these parades to cater for a greater diversity of uses and to be enhanced in their appearance and streetscape. The series of parades along London Road near Isleworth station, and on Thornbury Road in Osterley should be priorities for enhancement including shopfront improvements, the inclusion of a wider set of local services, and amenities and public realm enhancements. There is a need to enhance the accessibility of these local parades through walking and cycling enhancements, including cycle parking.

London Road

3.62 Enhancements on London Road will include enhanced frontages and the refurbishment of existing historic buildings, as well as new development which re-establishes a strong frontage and positively addresses this historic route. Local people commented positively on the quality of recent development along London Road, feeling the height (mid-rise), design and arrangement of buildings sat comfortably with its surroundings. Any proposals for new development should take cues from this, and seek to raise the bar on quality and contribution to the streetscene

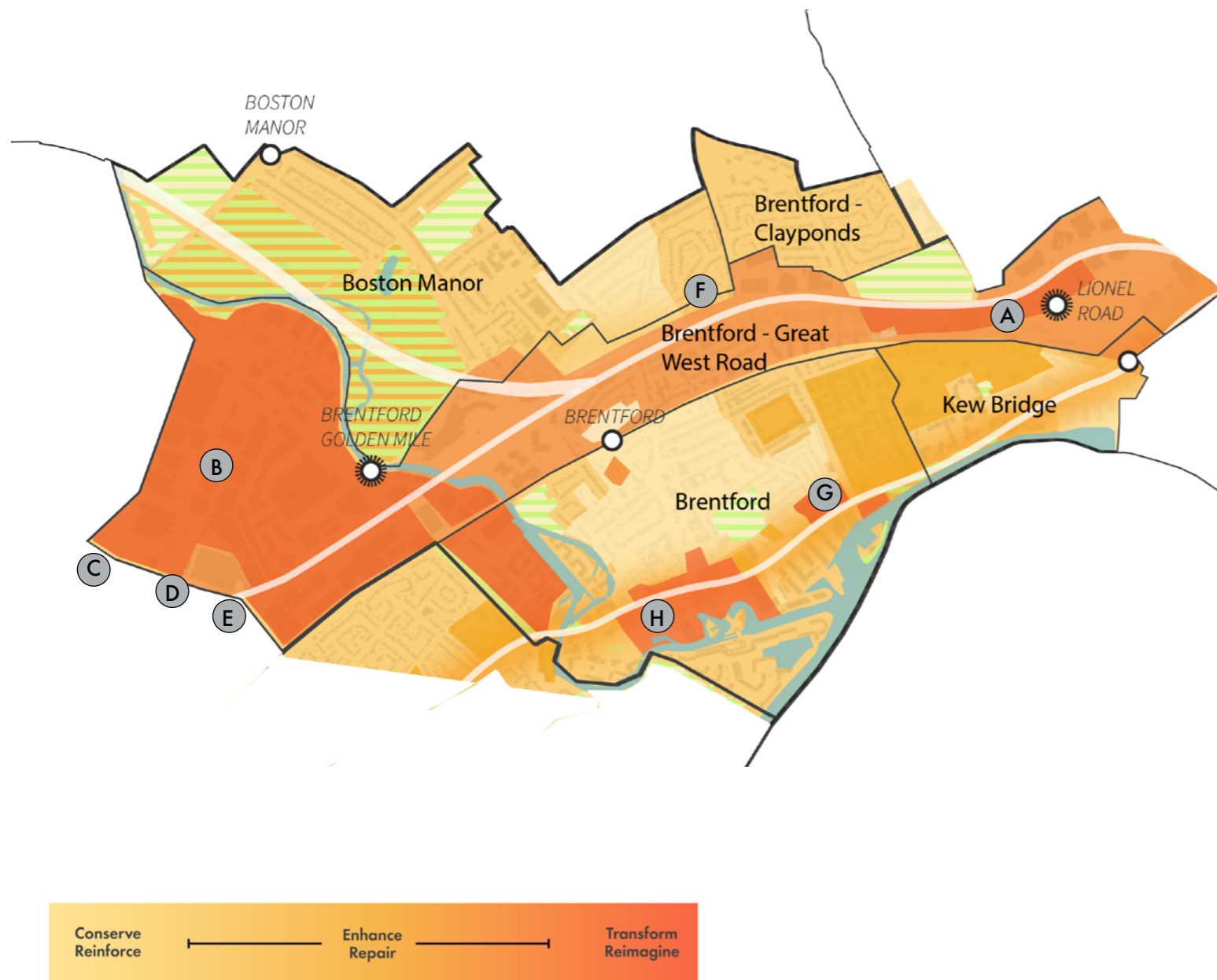
and local amenity space. Public realm enhancements will also be key including the replacement and management of street trees as a key feature along the route. Proposals should optimise all opportunities to introduce more greenery on the route itself, including pocket parks on underused public realm. Cycle route C9 will be extended along London Road, improving cycle access.

Great West Road

3.63 This section of the Great West Road generally has consistent levels of street tree planting although there are some gaps and this could be addressed if possible. There is a need for active travel improvements along the Great West Road, including enhanced cycle paths and side road crossings, wayfinding and greening to make the routes safer and more attractive to users. Links across the Great West Road could be improved, particularly at St Mary's Crescent/Osterley Road. A priority is to identify possible locations to introduce new at-grade crossings, and to improve the safety/quality of the underpass and footpaths leading to Osterley Station. This aligns with the Great West Corridor Masterplan (2019) which proposes accessibility improvements to Osterley Park including the establishment of legible green routes to nearby parks. There should also be improved links to the Grand Union Canal.

Fig 3.10 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform

Growth in... Brentford



Areas of transformation

3.65 This part of the Borough includes a substantial area set for transformation. Sites adjacent to the Great West Road have developed over time and the area has seen major change over the decades. The next chapter will see adaptation of some of the best buildings, the redevelopment of sites which have underperformed in their contribution to the character of Brentford, and the improvement of active travel and public transport links to ensure new development is sustainable, with a primary focus on contributing to climate change mitigation and adaptation.

C. Tesco Osterley

3.68 Future transformation of this site presents a great opportunity to strengthen the connection and relationship with Syon Lane of this and adjacent sites. The strong landscape character of Syon Lane should be supported with a set-back series of frontages and multiple access points to improve permeability. Within the site a generous new green space should be established to support new and existing neighbourhood residents - this could also embrace other adjacent users as a lunchtime space.

A. Great West Corridor

3.66 The Great West Corridor Masterplan sets the tone and framework for the future transformation of sites along the Great West Corridor. Some key sites have been identified in the Brentford area for significant change and these are listed below. Redevelopment of these sites should optimise their development capacity, enhance active sustainable travel, and contribute to the industrial or mixed-use character of a place. For each location the priorities from a character and context perspective are highlighted:

D. Gillette Corner

3.69 Any intensification of this site should prioritise the refurbishment and re-use of the Gillette Factory building, restoring this as an important landmark in the local area, which announces the western entrance to the Great West Corridor and historic Golden Mile. As part of this the landscape edge along Syon Lane should be reviewed and enhanced to give the best setting for the building. Any redevelopment should support active and sustainable transport improvements.

B. Sky Campus

3.67 Future intensification of this site should ensure a strong and permeable street structure within the campus alongside an enhanced landscape to underpin the public realm and improve active and sustainable travel. The adaptability of future buildings should be considered and secured, avoiding overly large footprints in favour of as a series of finer grain developments that can adapt to future demands.

E. Retail warehouses (including Homebase site)

3.70 (Stretch from Syon Lane to River Brent) - on the south side of the Great West Road interventions should support a much enhanced edge to the route with strong and positive frontage that draws on the existing landmarks such as the former Grade II listed Coty Cosmetics (now Syon Clinic) and the JC Decaux buildings. Much enhanced landscaping along this section is necessary to help transform both the environment on the Great West Road itself and within adjacent sites. The presence of the River Brent should be used positively to inform sites with waterfront. Any redevelopment should support active and sustainable transport improvements.



Fig 3.12 Overcoming existing barriers through safer and more attractive walking and cycling options is key for supporting Brentford's residents

Fig 3.11 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform

F. Phoenix Business Park

- 3.71 Specific design guidance for this site is included in within the site design code in Part B9 of the Character, Sustainability and Design Codes SPD.

G. Charlton House

- 3.72 A masterplan framework should be established through collaborative community engagement to support the regeneration of Charlton House. This should be informed by an appreciation of the historic context, neighbourhood character and objectives alongside an appraisal of the issues experienced today by local residents.

H. Brentford High Street

- 3.73 Major interventions are happening throughout Brentford Town Centre and sites along the High Street. New developments need to be knitted into the existing centre and enhancements to the High Street environment are central to this. A public realm investment strategy is required to co-ordinate enhancements over the coming years and ensure the urban greening priority area is delivered. There is a need for enhanced accessibility on foot and by bike to promote sustainable and active travel.
- 3.74 At the same time future potential sites need to be directed to support and contribute to the town centre and the character of the High Street itself. Proposals should seek to find new uses for surviving historic buildings and bring forward sensitive intensification that respects the heritage of the area whilst embracing future change.
- 3.75 The town centre masterplan work establishes the framework for bringing forward transformation in the town centre. Specific town centre design codes based on this are included as part of Brentford Town Centre Neighbourhood section in Part B9 of the Character, Sustainability and Design Codes SPD.

Areas of enhancement

- 3.76 Enhancement opportunities are focused along the two east-west corridors running through Brentford. In both cases the enhancements should seek to balance the major change happening with human scale, tangible improvements to the public realm.

Great West Corridor

- 3.77 The transformation of sites along key sections of the Great West Road corridor will be accompanied by more general enhancement to the environment along the whole route, and crucially how it links into and supports the wider communities adjacent to it. There is a need for significant public transport and active travel improvements and a reduction of severance.

- 3.78 The area around Boston Manor Road and Ealing Road will be priorities for enhancing public realm and connections to ensure the benefits of more intensive development are felt by existing areas and are properly integrated.

Residential estates

- 3.79 There is a strong desire from the local community to see the changes in Brentford extend to include enhancements to existing residential estates. This includes Haverfield Estate, Green Dragon Lane / Brentford Towers and Griffin Park. Opportunities to enhance the performance of existing stock alongside some new development/reconfiguration should be explored. Investment in the public realm throughout the estates should be made, alongside exploring opportunities for new amenity spaces and gardens, as well as supporting links into and out of these areas.

- 3.80 Specific opportunities exist in two residential estates at the eastern end of the area. At Brent Lea there is scope to enhance the eastern portion of the estate through improving levels of ground floor activity and the interface between the buildings and public realm. At Brentford End, enhancement at Field Lane could support a better relationship with London Road through possible redevelopment of retail units, as well as greening and possible intensification to Field Lane itself.

River Brent Opportunity Sites

- 3.81 The enhancement of the sites adjacent to the River Brent should focus on improvements to the Thames Path, ensuring a high quality public realm and continuous, publicly accessible movement along it. Any new development on the sites should seek to draw on the semi-industrial, riverside character of the area and enhance the Grand Union Canal and Boston Manor conservation area and its' setting.



Fig 3.13 Enhancing existing green and blue corridors like the Grand Union Canal is a priority for Brentford

Growth in... Chiswick

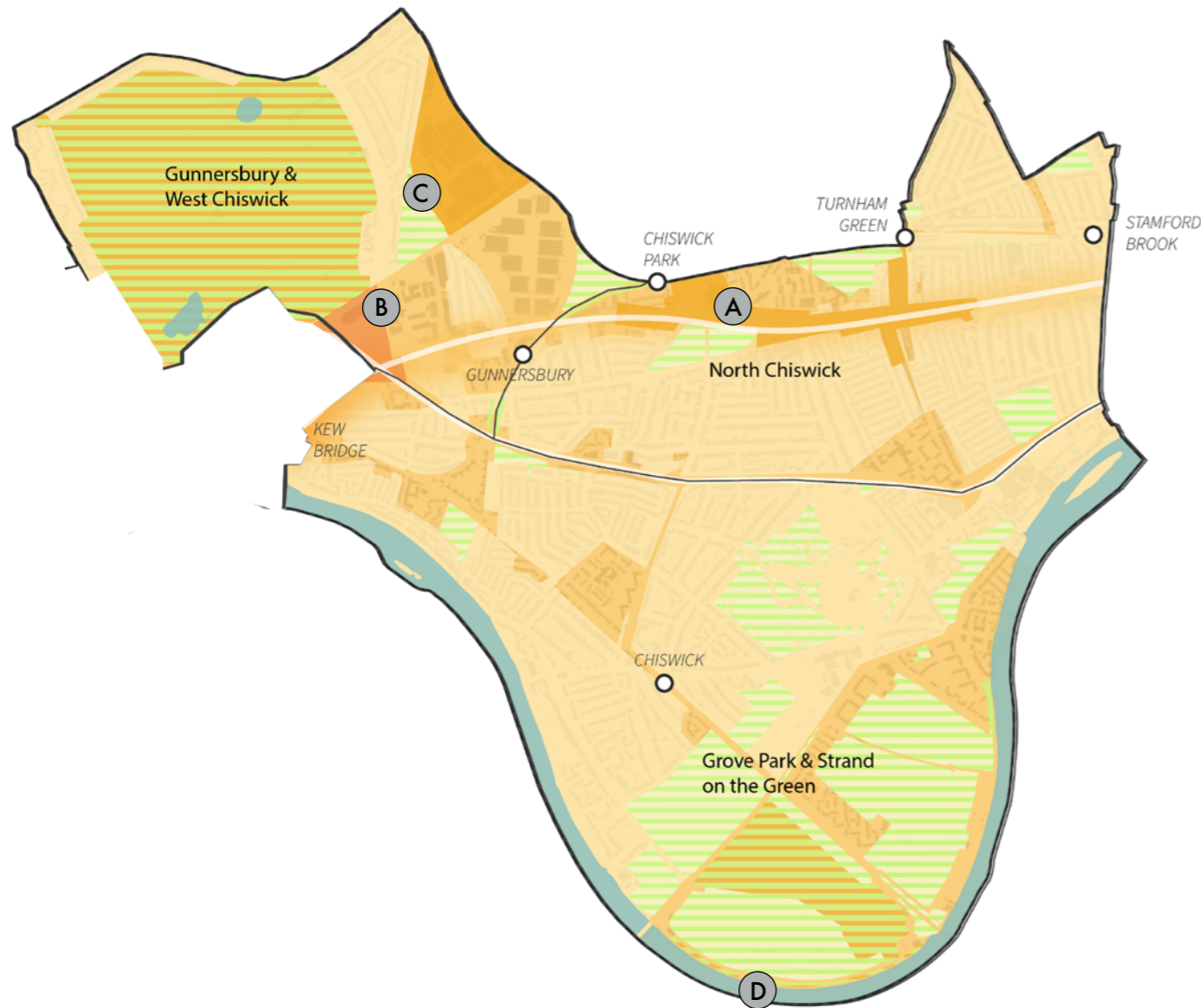


Fig 3.14 Strategy for the nature of growth and change across the area illustrated on a spectrum from conserve through to transform

Areas of enhancement

3.82 Interventions in the Chiswick area are biased towards enhancement and conservation rather than transformation. Some key locations have been identified as opportunities for enhancement including Chiswick High Road and the town centre as well as potential redevelopment sites in the west of the area.

A. Chiswick High Road

3.83 The High Road forms an important centre serving this part of the Borough. It is highly valued as an environment by local people and there is a strong desire to see sensitive enhancements that support the existing character whilst allowing the centre to evolve to continue to meet local needs and remain vibrant.

3.84 Targeted public realm enhancements such as decluttering streets, shopfront upgrades, new seating, lighting, litter bins, cycle parking and urban greening in the centre are to be encouraged to support the setting of buildings and to allow existing and new public spaces to be vibrant and attractive pedestrian-focused destinations.

3.85 A selection of sites have been identified in the town centre which could come forward to support future enhancement. Redevelopment of the Sainsbury's site could help to resolve the character and grain of the centre on the north side of the High Road. The Sainsbury's site is subject to specific design guidance set out in the site design code in Part B10 of the Character, Sustainability and Design Codes SPD. Opportunities to enhance the quality of the public realm in the Belmont Terrace and Arnott Close area should also be explored on the north side of the centre.

3.86 Other sites will have important opportunities to contribute to the town centre and High Road environment. This includes Chiswick Telephone Exchange and the Royal Mail site. Future interventions on these sites will need to have a strong appreciation of context and setting to ensure they make a high quality and sensitive addition to the cluster of buildings and frontages on the south side of the town centre.

3.87 In addition to these sites, local people have expressed a desire to see the underused historic buildings in the town centre brought back into positive use. Buildings such as the Town Hall (Grade II listed) are important features in the townscape and present great opportunities to contribute to the local community.

B. Power Road

3.88 The industrial area of Power Road is located between Chiswick High Road and Gunnersbury Avenue, with the Great West Corridor Opportunity Area to the west of the site and the residential Thorney Hedge and Wellesley Road Conservation Areas to the east. The industrial area of Power Road is identified in the Great West Corridor Masterplan as an area for employment intensification, as a 'creative hub' for SMEs. Should the intensification of this important employment hub come forward, it will be important to maintain the low rise and fine grain character of the area, celebrating its heritage including the locally listed buildings. There is some scope for taller buildings fronting Gunnersbury Avenue in this area.

C. Acton Works

3.89 Should this site come forward for redevelopment in the longer term priorities will focus on integrating this site into the wider area to avoid it remaining an island in any future use.

D. Thames waterfront

3.90 Improvements to sections of the riverside walk between Chiswick Bridge and Duke's Meadow would support an enhanced experience of the waterfront environment in Chiswick.



DEFINING HOUNSLOW'S NEIGHBOURHOODS

Neighbourhoods and Places

- 4.1 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 shows an interpretation of Hounslow's neighbourhoods. It has been developed using the previous study areas set out in the 2014 Urban Context and Character Study, together with local residents.
- 4.2 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.
- 4.3 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.
- 4.4 An assessment of the character of each of the neighbourhoods and prompts to ensure character led development are set out in the documents that make up Part B of the Character, Sustainability and Design Codes SPD.

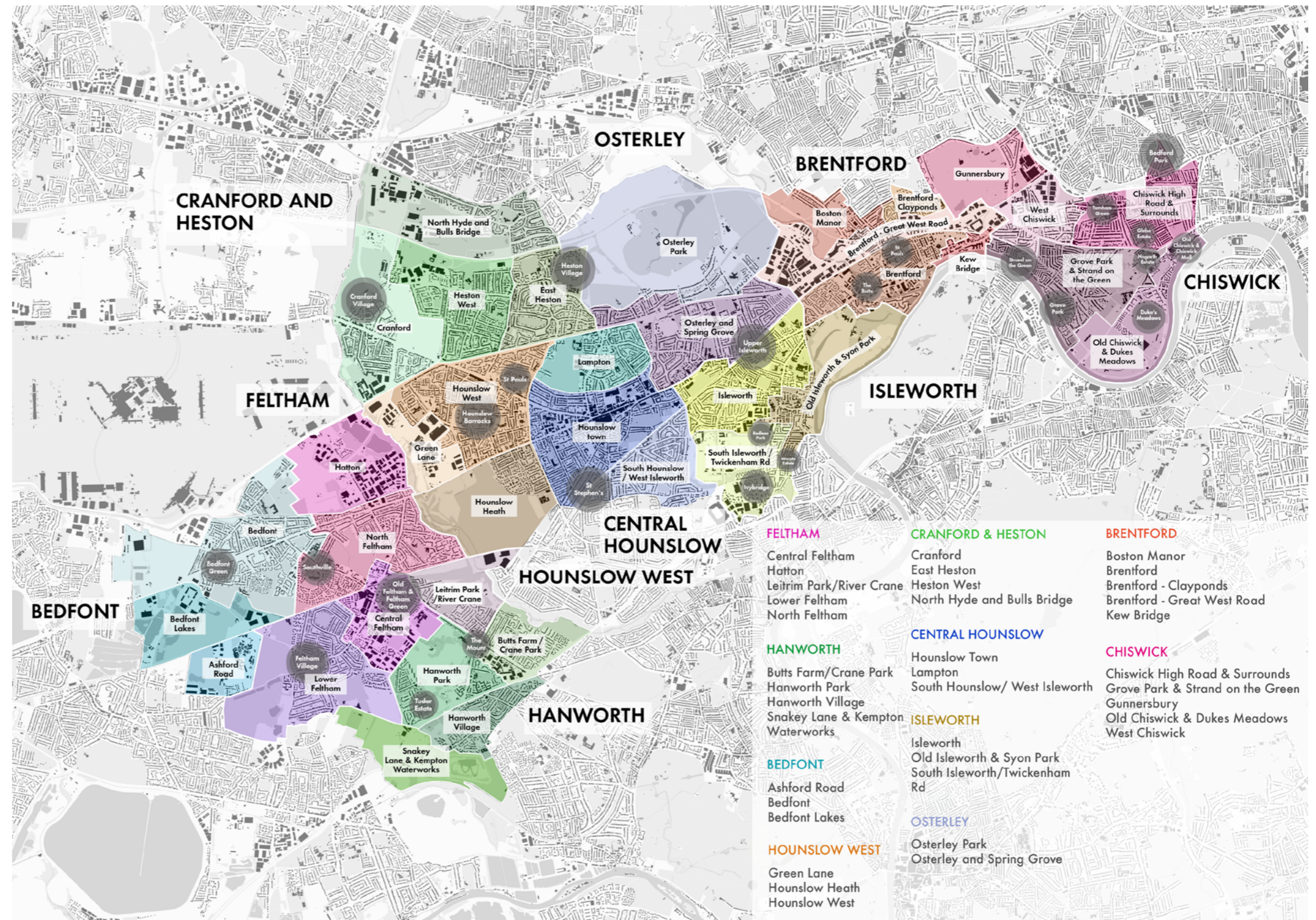


Fig 4.1 Hounslow's neighbourhoods