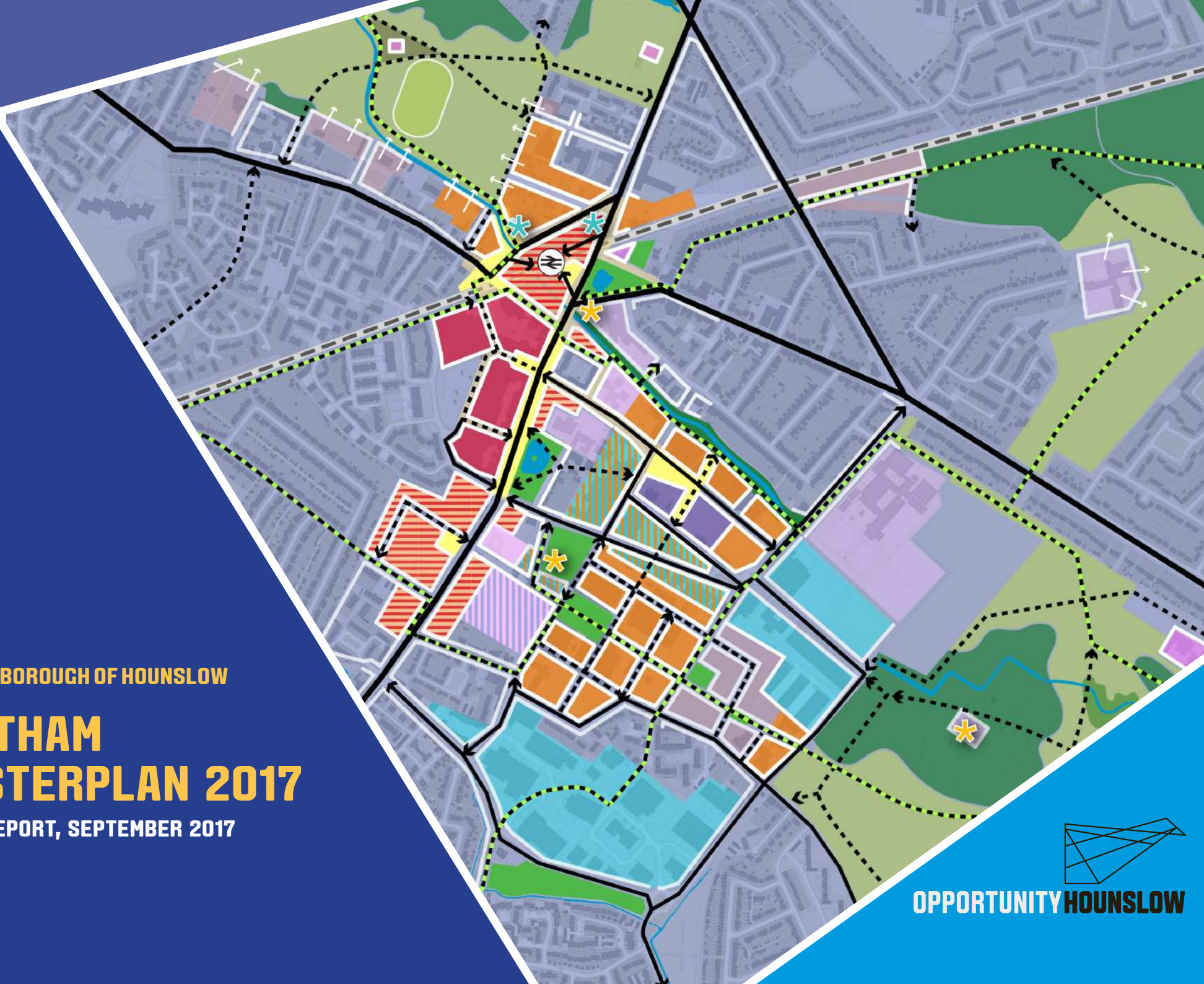


LONDON BOROUGH OF HOUNSLOW

# FELTHAM MASTERPLAN 2017

FINAL REPORT, SEPTEMBER 2017



OPPORTUNITY HOUNSLOW

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# THE LONGFORD RIVER

# INTRODUCTION

## ABOUT THIS DOCUMENT

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This report sets out the Feltham Masterplan 2017. It is intended to update and develop the previous Vision and Concept Masterplan for Feltham (published in 2015) to reflect a series of significant developments and studies that will affect the Town Centre in the future, and that need to be appropriately considered.

These include:

### 1. Feltham Housing Zone

In March 2016 Feltham Town Centre was designated as a 'Housing Zone'. Housing Zones have been brought forward by the London Mayor to bring accelerated housing development to areas with potential for growth across the capital.

The Feltham Town Centre Housing Zone is estimated to have a capacity to deliver approximately 3,300 new homes by 2026. Investment in the area from the GLA's Housing Zone funding will enable the Council to act as facilitator to lead and maximise the development potential of the area. This presents a great opportunity for positive change that needs to be reflected in the Feltham Masterplan 2017.

The Feltham Masterplan 2017 is intended to guide development up to 2032. It identifies additional development opportunities to support continued housing growth in Feltham beyond the Housing Zone time frame.

### 2. Emerging studies and policy updates

The Council is in the process of preparing a Feltham Implementation Plan and a Feltham Parks Masterplan. The former relates to the Town Centre Housing Zone and includes a placemaking / public realm strategy, catalyst projects and an industrial and land survey.

The Feltham Parks Masterplan will inform improvements of the landscape, public realm and sports and physical activity facilities across the series of spaces that are collectively referred to as the Feltham Parks.

The Council is also in the process of reviewing its Local Plan and has subsequently undertaken a number of new studies (such as the Hounslow Employment Land Review and Green Belt Review) as part of the evidence base.

These studies have been considered in the Feltham Masterplan 2017.

### 3. New sites for development

Since 2015 a number of significant sites in the Town Centre have become available for the redevelopment or are being considered for development by their owners. The most significant of these sites is the 14ha Ministry of Defence (MOD) site to the south east of the Town Centre. This will be released for residential led development in the short to medium term and is estimated to deliver in excess of 1,300 homes. This development will bring a step change to Feltham and act as a catalyst, accelerating the development on other sites.

### 4. A Third Runway for Heathrow

In October 2016 the Government announced its support for the construction of a third runway at Heathrow. This offers a significant opportunity to improve the Feltham's economic position and must be captured within the vision for the town.

# ST. CATHERINE'S SPIRE



## PURPOSE OF THE PLAN

The purpose of the Feltham Masterplan 2017 is to inspire and guide future development and initiatives in Feltham Town Centre and its immediate surroundings.

It establishes a framework that guides spatial development and identifies where development and investment should be targeted for the benefit of the community.

The principles established by the Feltham Masterplan 2017 will inform the forthcoming Local Plan Review for the West of the Borough Hounslow.

This document is separated in to the following sections:

- **Context** - this sets out the history of the area, planning and social economic context;
- **Analysis** - this investigates the spatial character and function of the study area;
- **Vision** - this section sets out an updated Vision for the Town Centre;
- **The spatial concept** - this section introduces an updated spatial concept for the masterplan area;
- **Areas of change** - this section identifies and describes the key areas of change;
- **Development principles** - this section sets out the principles that all new development in the study ares should follow; and
- **Small interventions** - this section details proposals for short term and immediate changes that could be made in Feltham to support the longer term aspirations of the masterplan.

## ENGAGEMENT AND CONSULTATION

All of the proposals in this document have been developed through a collaborative process with the London Borough of Hounslow, key stakeholders and local people.

Engagement activity was split in to two distinctive stages. These are described below.

### Stage 1 - Vision and Concept

The first stage of engagement occurred at the very start of the project. It aimed to:

- Explain to people why this project is taking place;
- Present a revised version of the Vision for Feltham and spatial plan that reflected recent planning and political changes; and
- Review and discuss the vision and spatial plan through group discussions.

A dedicated stakeholder workshop with an invited group of local people, businesses and organisations took place in November 2016 in Feltham Library. Separate sessions with Councillors and Council Officers were held. These sessions were discursive and aimed to gain early support for the emerging principles for the masterplan.

### Stage 2 - Illustrative Masterplan

The second stage of engagement occurred later in the process when a revised illustrative masterplan had been developed.

This stage commenced with a second stakeholder workshop, which launched a six week public consultation period. Its purpose was to:

- Present a revised vision and spatial plan in line with comments received in the first workshop;
- Present the illustrative masterplan;
- Present proposals for small interventions that could help deliver immediate change in the area; and
- Give stakeholders an opportunity to comment on the proposals and preview the public exhibition.

The public exhibition itself was formed of a series of exhibition boards that reflected the proposals presented to stakeholders. These were displayed at Feltham Library and online along with a feedback questionnaire for people to complete and return.

Additional presentations of the draft masterplan were given to Councillors, planning officers and the Bedfont, Feltham and Hanworth Area Forum.

Feedback from the consultation and stakeholders have been incorporated in this report. A separate consultation report has been prepared by Hounslow Council that summarises comments and identifies how they have been taken into account by this study.



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# 01 CONTEXT

## 1.1 LOCATION

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1. 'The Centre' Shopping Centre
2. Feltham Railway Station
3. Feltham Green
4. Bridge House Pond
5. Feltham Parks
6. MOD site
7. Leisure West
8. Browells Lane Industrial Area
9. Tesco
10. Hanworth Air Park
11. Hanworth House
12. Hanworth Airpark Leisure Centre and Library
13. Feltham Assembly Hall
14. Longford River
15. De Brome Public Space
16. Marshalling Yard
17. River Crane

FIGURE 1, Feltham Masterplan 2017 Study Boundary

The Feltham Masterplan 2017 focuses on central Feltham, including the Town Centre and its immediate surroundings. Feltham is situated in the western part of the London Borough of Hounslow and is located approximately two miles south-west of Hounslow Town Centre and one and a half miles south-east of Heathrow Airport.

Feltham Town Centre is a District Centre as defined in the London Plan 2011, serving its largely suburban hinterland of Feltham North, Feltham Village, East Bedfont and Hanworth. Feltham and its adjacent neighbourhoods have a combined population of 65,450.

Feltham benefits from a railway station with regular direct services to and from London Waterloo and Reading operated by South West Trains. Hatton Cross Tube Station to the north is on the Heathrow Branch of the Piccadilly Line.

The area is also accessed by a number of strategic roads including important east-west routes such as Staines Road (A315) linking to the M25 and to Central London and Great Chertsey Road (A316) providing connection to

the M3 as well as the north-south Harlington Road (A312) providing connection to Heathrow.

Feltham Young Offenders Institution is located approximately one mile to the west of Feltham Town Centre.

Feltham is situated amidst large areas of open land, much of which is designated as green belt.

## 1.2 HISTORY

Feltham was mentioned in the Domesday Survey of 1086 with an early settlement focused around St. Dunston Church in Lower Feltham.

The arrival of the Waterloo to Reading Railway line in 1848 saw a shift in focus northwards with development around the station and along Hounslow Road and Bedford Lane. This became Feltham's High Street. The High Street and railway are clearly visible on the 1865 map.

St. Catherine's Church was built opposite the station towards the end of the 19th Century and Victorian housing was built along Hanworth Road and around Feltham Green. The Church and early suburban development can be seen on the 1910 map.

In the first quarter of the 20th century a large military base with depots, quarters and ancillary accommodation was built to the south-east of the High Street. The site had its own railway access. The Ministry of Defence still operates this site today.

In 1915 Whitehead Aircraft built a large factory for the production of fighter aircraft to the east of High Street. To serve its business the London Air Park (now Hanworth Air Park) was established, and operated as a functional aerodrome from 1928 until 1955. Zeppelin airships used this site in the 1930s. Part of building the airfield involved the culverting and re-routing of the Longford River

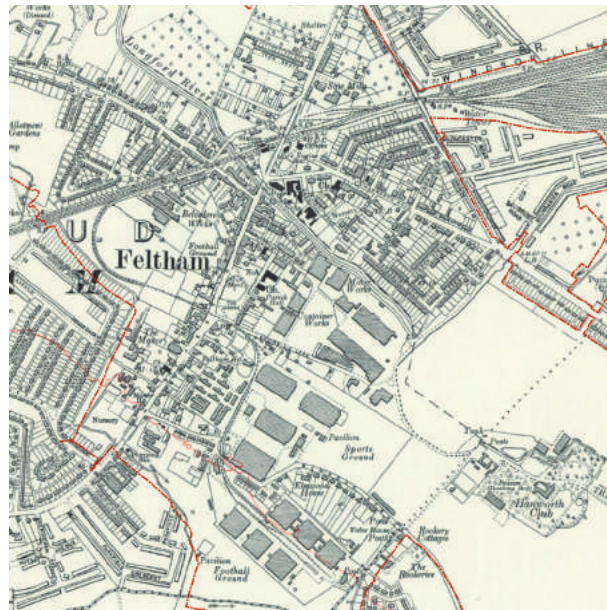
Whiteheads Factory went into administration in 1919, but the site continued to be in industrial use throughout the 20th century



Feltham 1865



Feltham 1910



Feltham, 1932



Feltham 1962

and was home to businesses that built aircraft and the Feltham Tram. Both the 1932 and 1962 maps show increasing amounts of industrial-style buildings and uses between the High Street and Hanworth Air Park. During the 20th century suburban housing was incrementally developed on the fields and market gardens surrounding Feltham, East Bedfont and Hanworth.

In the 1960s the majority of the historic high street was demolished to make room for road widening and the building of a modern shopping centre in its place. Following the Millennium this shopping centre went through a major redevelopment and opened in 2006 as 'The Centre'.

The second half of the 20th century saw the consolidation of Feltham with the building of housing estates and industrial parks on former industrial sites and remaining open land. Leisure West, an out of town leisure complex, was developed on the site of the former Whitehead Aircraft Factories in the 1980s.

In the early 20th century gravel extraction took place on the sites of Blenheim Park and Feltham Arena. The pits were later used as landfill sites prior to them becoming open spaces. Feltham Arena was built in the 1960s for Feltham Football Club, together with an athletics running track and other sports facilities. The stadium was also used for open air concerts in the 1980s. Feltham Football Club vacated the stadium in 2004 and it fell into disrepair. Its grandstand was demolished in 2008 and plans to rebuild the stadium were abandoned in 2012 following the import of construction waste and raising of the land on the site.



Historic aerial of Feltham (1937)



St Catherine's Church Spire



Victorian houses overlooking Feltham Green

## THE FELTHAM GREEN/TOWN CENTRE CONSERVATION AREA

Part of the study area lies within the Feltham Green / Town Centre Conservation Area. The Conservation Area runs predominantly along the eastern edge of the High Street from the Hanworth Road in the north to Elmwood Avenue in the south.

The Conservation Area Appraisal for this area is currently being updated by the Council. It describes and analyses the particular character of Feltham Green / Town Centre Conservation Area and the unique qualities which make the area special.

Once this is adopted it will become a material consideration when determining planning applications. It is therefore fundamentally important that the findings of this document are reflected within the Feltham Masterplan 2017.

The Draft Appraisal identifies six distinctive character areas. These are:

- Hanworth Road;
- Victoria Road;
- The Green;
- The High Street;
- Manor Lane; and
- Elmwood Avenue.

The Appraisal describes each of these areas in detail and identifies the landmarks, views, focal points, listed buildings (both statutorily and locally listed), positive and negative contributors, watercourses and green/open spaces in

each one. These are summarised in Figure 2 opposite. The Feltham Masterplan 2017 must carefully consider its response to each of the elements listed to preserve and enhance the Conservation Area.

The Conservation Area Appraisal also identifies several more strategic opportunities that could be pursued as part of a Conservation Management Plan in the future. These include:

- The opportunity for new development to enhance the area's positive features such as the Feltham War Memorial, the quality of the open, green and blue spaces, listed buildings and strong sense of character (especially in the Hanworth Road Character Area);
- The opportunity to improve the public realm and settings at St Catherine's Tower, the Green, and Feltham Railway Station;
- The opportunity to improve and repair Feltham House as part of the disposal of the Ministry of Defence Garrison site;
- The need to ensure new development respects the density, scale, design, details, materials and character of the conservation area;
- The opportunity to preserve and enhance existing buildings with special architectural quality;

- The need for new development to retain strong front boundaries and resist the creation of any new crossovers, to avoid vehicular access and car parking;
- The need to enhance tree planting and the area's high quality open, green and blue spaces;
- The opportunity to promote better maintenance of buildings and their settings;
- The opportunity to promote new development in the Conservation Area which is innovative, high quality and well designed; and
- The opportunity to update the Borough's Local List of Buildings and Structures of Townscape Merit, in order to ensure that designations are up to date (this could include the war memorial, the Cardinal Centre, Crown Mews, 1 Cardinal Road, 51 High Street, the post box adjacent to the Feltham Constitutional Club and other high quality housing in the Conservation Area).

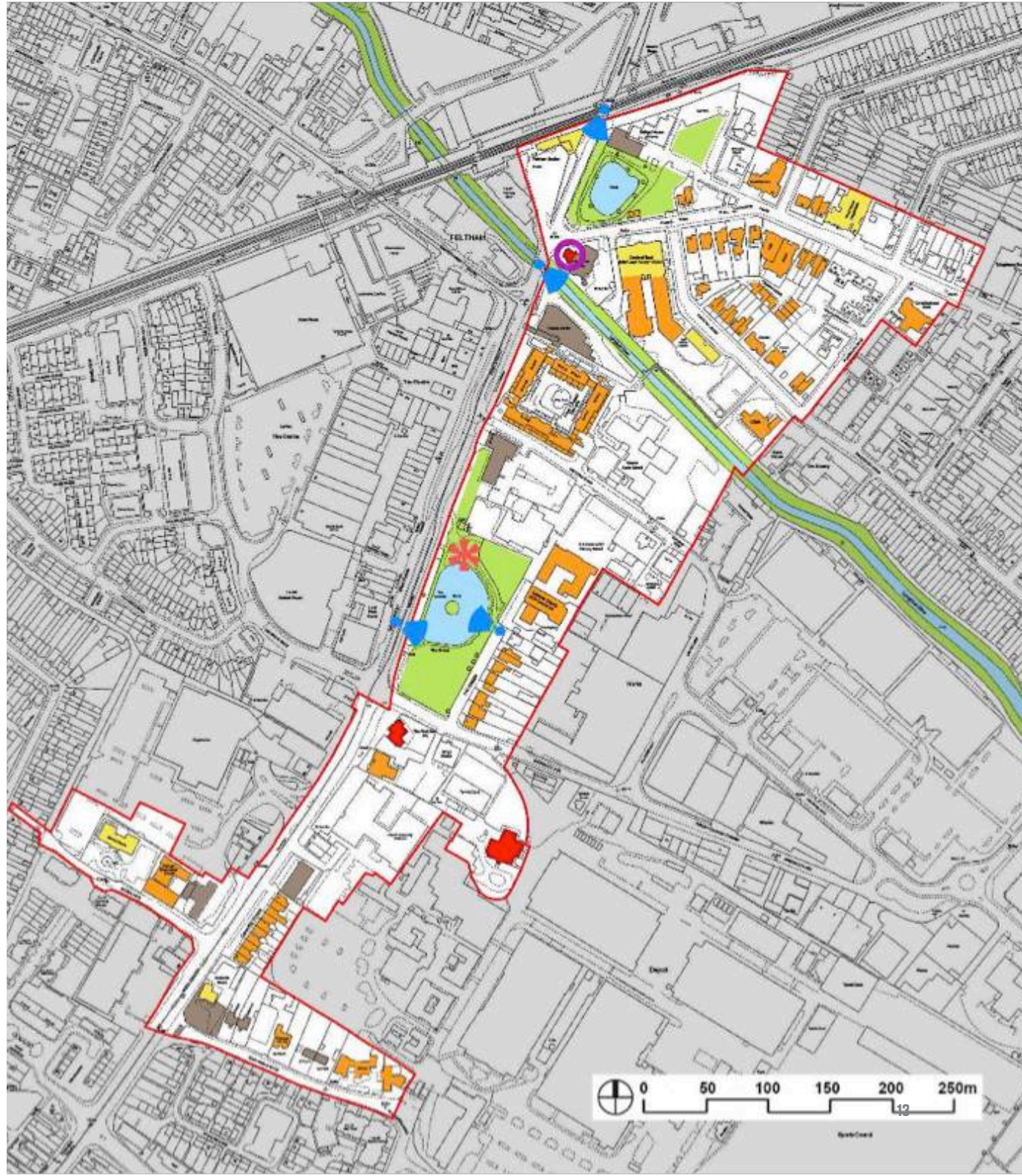
This masterplan offers an early opportunity to pursue some of the above by including them as part of the wider vision for the Town Centre.



A historic view of Feltham Green looking towards St Catherine's Church



FIGURE 2, Extract from the Draft Feltham Green and Town Centre Conservation Area Appraisal



## 1.3 STRATEGIC CONTEXT

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### EMPLOYMENT DESTINATIONS

Feltham is situated in the part of Hounslow known as the West of Borough. This area, including the Town Centres of Feltham, Bedfont and Hanworth provides 35,000 jobs and is a major employment destination with more jobs than residents in work.

Feltham is located at the eastern end of the M4 Economic Corridor which extends from Hammersmith via Heathrow to Newbury, Reading and Swindon and is often described as England's "Silicon Valley" due to the high concentration of technology companies located there.

The town and its hinterland benefit from access to a wide range of employment opportunities. Neighbouring Heathrow is a major employer providing over 58,000 jobs. It includes industrial parks such as the North Feltham Trading Estate and the area to the south east of Feltham Town Centre which provide a mix of airport related industries, logistic and distribution warehouses, smaller and medium sized enterprises and offices of technology, IT and media businesses.

A concentration of nationally and internationally renowned blue chip companies are concentrated to the north of Bedfont Lakes, including companies such as SAP, Cisco, IBM and BP.

### THE WEST OF BOROUGH LOCAL PLAN REVIEW

The West of Borough is characterised by fragmented suburban growth, major transport infrastructure and low value, open land. Disjointed suburban housing developments, office parks and industrial areas engulf the district centre of Feltham and the local centres of East Bedfont and Hanworth. The delightful Bedfont Lakes Country Park is disconnected from its wider hinterland and the interface with Heathrow Airport is harsh and uninviting.

Despite these spatial issues the area has much potential and policy at a strategic level aims to unlock this. The West of Borough forms part of the Heathrow Opportunity Area that the Mayor of London has designated as an area for business growth and housing development. The area is also set to benefit from major expansion at Heathrow (see page 17). The construction of a third runway at the airport presents a major opportunity for improving the accessibility and attractiveness of the West of Borough for new business and housing growth.

Hounslow Council is in the process of preparing a partial Local Plan review for the area (The West of Borough Local Plan Review). When complete this will include policies and site allocations to guide the future development of the West of Borough. Simultaneously the Council is reviewing its Green Belt designations to establish which parts are fit for purpose and which areas could be released from the Green Belt and assigned for different purposes.

The making of the West of Borough Plan and the review of the Green Belt present an exciting opportunity to establish how the area can best respond to growth opportunities, promote well designed and integrated development and establish a sense of place. It will maximise opportunities, exploit the benefits and minimise and mitigate the negative impacts of proximity to the Airport. This sets the wider context for the Feltham Masterplanning study.

### SOUTHERN RAIL ACCESS

Hounslow Council is promoting plans for the establishment of a new Southern Rail Access Service into Heathrow Airport to provide an attractive option to travel by train to the airport for local residents, employees and passengers from south and southwest of London.

A new station is proposed in the vicinity of Bedfont Lakes Business Park. This could serve four trains per hour in each direction. The ride into Heathrow Terminal 5, the interchange with Crossrail and Heathrow Express, would take about eight minutes. Feltham would be reached in about four minutes while the journey to London Waterloo on a fast train would take just over half an hour. The rail service would be complemented by improved local bus services between Heathrow Airport, Hatton Cross, Feltham and an interchange at the new Bedfont station. This is expected to significantly improve train access to the airport from Feltham and make the town attractive both to visitors as well as place to live for people working at the airport.

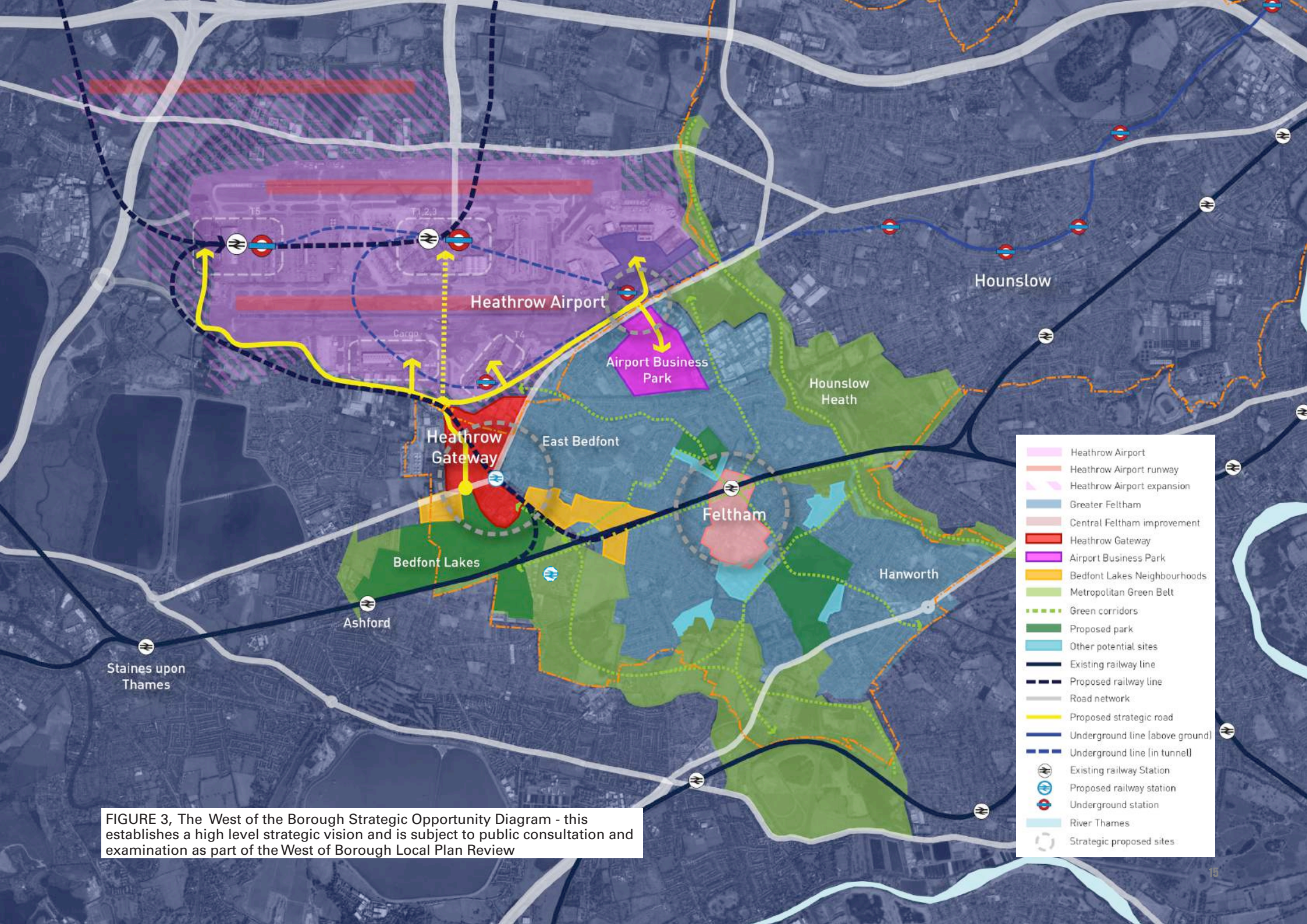


FIGURE 3, The West of the Borough Strategic Opportunity Diagram - this establishes a high level strategic vision and is subject to public consultation and examination as part of the West of Borough Local Plan Review

## **EMPLOYMENT LAND REVIEW ( 2016)**

The Borough's success as an employment hub is set to continue in coming years.

In June 2016 Peter Brett Associates undertook an Employment Land Review on behalf of Hounslow Council. The study assesses the future demand and need for different types of employment land in the borough in the local plan period 2015-30, and considers how much more land is needed employment uses and where this should be located.

The study identified a continued demand for office space in the borough with a requirement for 70,000sqm net additional office space by 2030.

The strongest demand is for 'A Grade' office space in sites within campus like environments close to Chiswick and Bedfont Lakes.

A demand for small to mid-sized offices focused around the TV Triangle area and around Chiswick was also identified. This centred around a demand for modern, flexible and affordable workspace. However, it is unclear whether this type of space could be delivered in such a competitive location as Chiswick without compromising viability.

The study found that smaller, less profitable businesses in the emerging sectors have difficulty finding affordable space in Hounslow, and may be priced out so they generally locate in cheaper parts of London. The Council may consider an appropriate response is to provide or subsidise accommodation for SMEs in the sector, especially in digital and media sector, which has achieved rapid growth in the past and has further great growth potential.

Demand for offices within Town Centres such as Feltham was seen as limited. Efforts to rejuvenate these centres has the potential to raise some office demand. But without regeneration and an upgrading of Town Centre environments, office demand will remain very weak. Despite this weak demand, the study recommends that the current policy to safeguard office space (such as the Key Existing Office Location designation in Feltham Town Centre) and Article 4 Direction (which prevents the permitted development right of conversion of office space to residential) remain appropriate. This should help mitigate against the amount permitted development already in the pipeline that will see significant losses in office floor space in Town Centres over the coming years.

The Employment Land Review identified a continued demand for industrial space across the Borough. It estimated that the Borough will need 154,000sqm of net additional industrial floorspace within the life of the Local Plan.

Demand in this area is split in to two sub categories - high quality modern logistics units from, cargo, freight and distribution occupiers, and also for smaller industrial units from smaller local businesses. Land for such places should be identified by intensifying a number of existing industrial clusters and by making three new allocations.

## **SOCIO-ECONOMIC CONTEXT AND PROPERTY MARKET REVIEW (2015)**

In support of the Feltham Vision and Masterplanning Study (2015) a socio-economic and property market context review was undertaken by Property Consultancy GVA.

Its findings are summarised below:

- New residential development supports some opportunities in Feltham Town Centre to grow the scale and diversify the range of the retail offer;
- A more integrated environment is critical to the health of the Town Centre;
- There is longer term potential to relocate some industrial activity to new, more accessible locations and create new opportunities for development;
- Recent business growth has shown a shift towards a wider economic base with some potential for office-based employment in the future;
- Broadening the residential offer to provide a greater range and quality of housing is important to the future vitality of the Town Centre;
- Feltham's relative affordability may encourage greater levels of demand in the area. Therefore it is important that quality residential development is delivered to meet a growing demand and benefit both new and existing communities; and
- There is opportunity to provide spaces in the Town Centre for small businesses.

The full summary is included in Appendix 1.

## HEATHROW THIRD RUNWAY PLANS

In October 2016 the Government announced its support for a new runway at Heathrow Airport. The scheme will be taken forward in the form of a draft 'National Policy Statement' for consultation in 2017.

The recent Heathrow Economic Impact Study 2013 indicated that of Hounslow's 10,000 businesses some 10-15% operate within the Heathrow supply chain and over 10% of jobs in the borough directly depend on the airport. A further 16% of jobs are attributed under wider catalytic impacts. The third runway is expected to create a further 77,000 local jobs over the next 14 years.

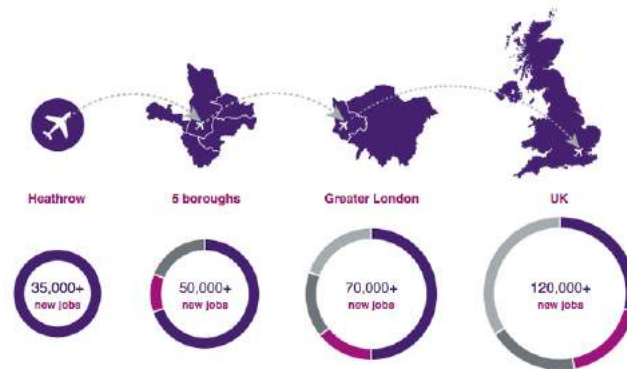
Heathrow's expansion plans include new and enhanced access infrastructures including a new road tunnel linking the terminals 1, 2 and 3 with the Southern Perimeter Road and a new southern rail access from the Reading to Waterloo line. The new runway will allow the airport to provide 740,000 flights per annum compared to the current figure of 480,000.

The expansion will include a £2.6 billion mitigation package for the local community most affected by the plans. This includes £40 million to insulate and ventilate schools and other community buildings and over £700 million of noise insulation for homes.

According to the Employment Land Review the third runway at Heathrow will significantly increase demand for both industrial and office land in the Borough by an additional 187,000sqm and 96,000sqm respectively. This presents a major opportunity for improving the accessibility and attractiveness of the wider Feltham area for new businesses and housing growth.



Heathrow Airport's expansion plans, including a third runway, would influence Feltham's future



Growth at Heathrow projection (source: Heathrow Airport)



Proposed Heathrow access rail improvements (source: Heathrow Airport)

## HOUSING ZONES

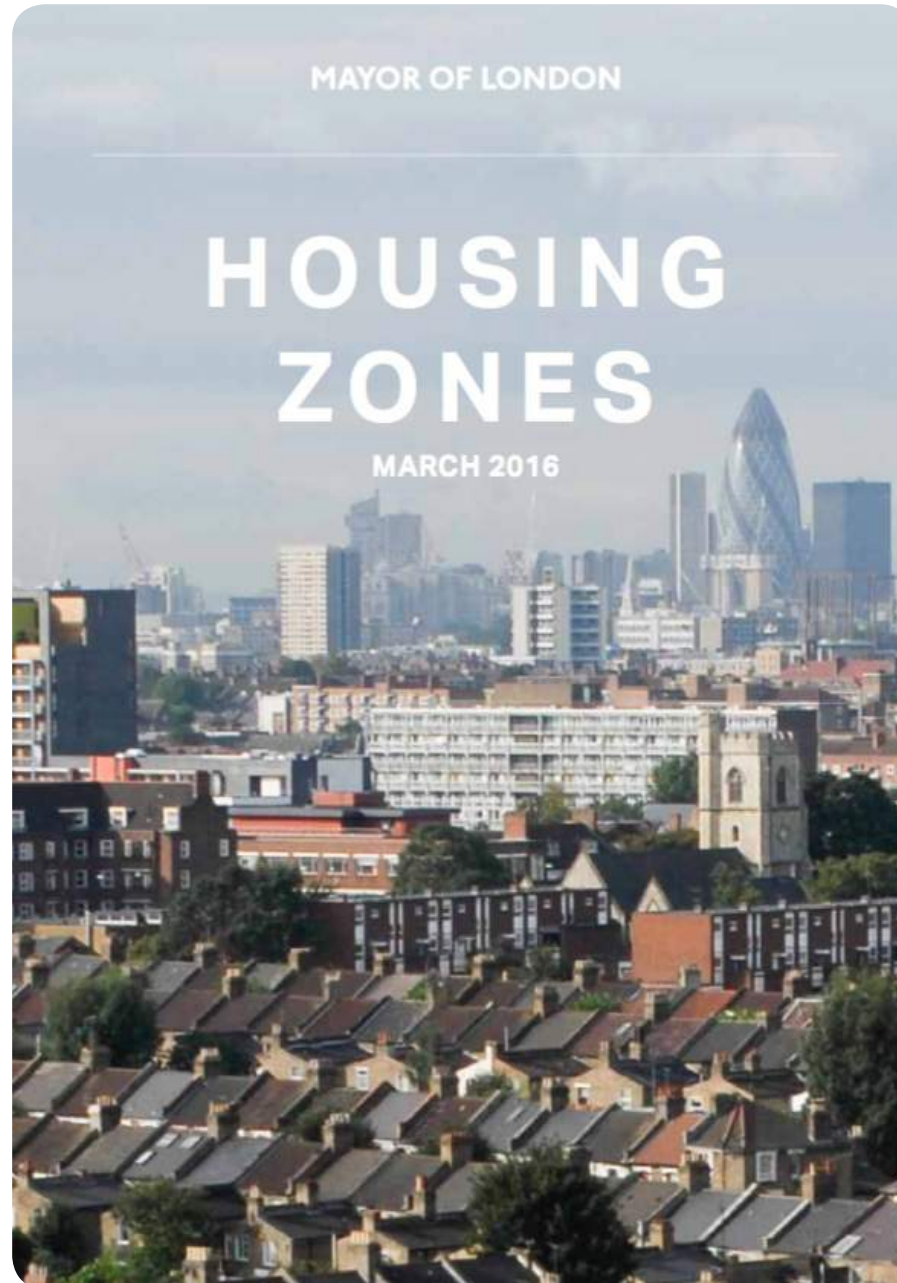
In addition to the benefits from the expansion of Heathrow the Borough is also set to receive significant numbers of new homes through the designation of two Housing Zones in Feltham and Hounslow Town Centres.

Housing Zones have been brought forward by the London Mayor to bring accelerated housing development to areas with potential for growth across the capital. They have access to £600million of Mayoral and Government funding and will deliver 75,000 new homes. The programme will also provide 150,000 associated jobs over the next ten years.

Hounslow Town Centre Housing Zone has recently been awarded £18.5million. This will contribute to the Council's 10 year regeneration programme which is designed to boost job and business growth and accelerate high quality house-building. It aims to deliver around 3,500 new homes by 2025.

Feltham Town Centre will share £200m with 10 other Housing Zones across London. This financial support will enable the Council to unlock housing development as well as boost associated facilities for the benefit of residents and businesses. It is anticipated approximately 3,339 new homes will be delivered between 2016 and 2026 in Feltham.

The timeframe for the Feltham Masterplan 2017 is longer (up to 2032) and the Masterplan recommends additional sites for continued housing growth in Feltham beyond the programme of the Housing Zone.



## DEVELOPMENT SITES

The Feltham Housing Zone Designation is advantageous for the Town Centre as it can help deliver some of the housing need that the town has as well as help to unlock difficult development sites and deliver wide regeneration benefits. The Feltham Masterplan 2017 must anticipate where the proposed 5,000 homes should go.

The previous Vision and Concept Masterplan study identified several sites that may be appropriate for new development. This has now been updated in light of the Housing Zone designation and includes additional sites that are being considered for development, most notably the 14ha MOD site that will be released in the near future for residential led development.

The Marshalling Yard and the edges of the De Brome Playingfield were also included for consideration of their potential as housing sites by this study. In the light of significant objections from local people these sites, apart from a small area to the west of the Marshalling Yard have now been excluded from further consideration.

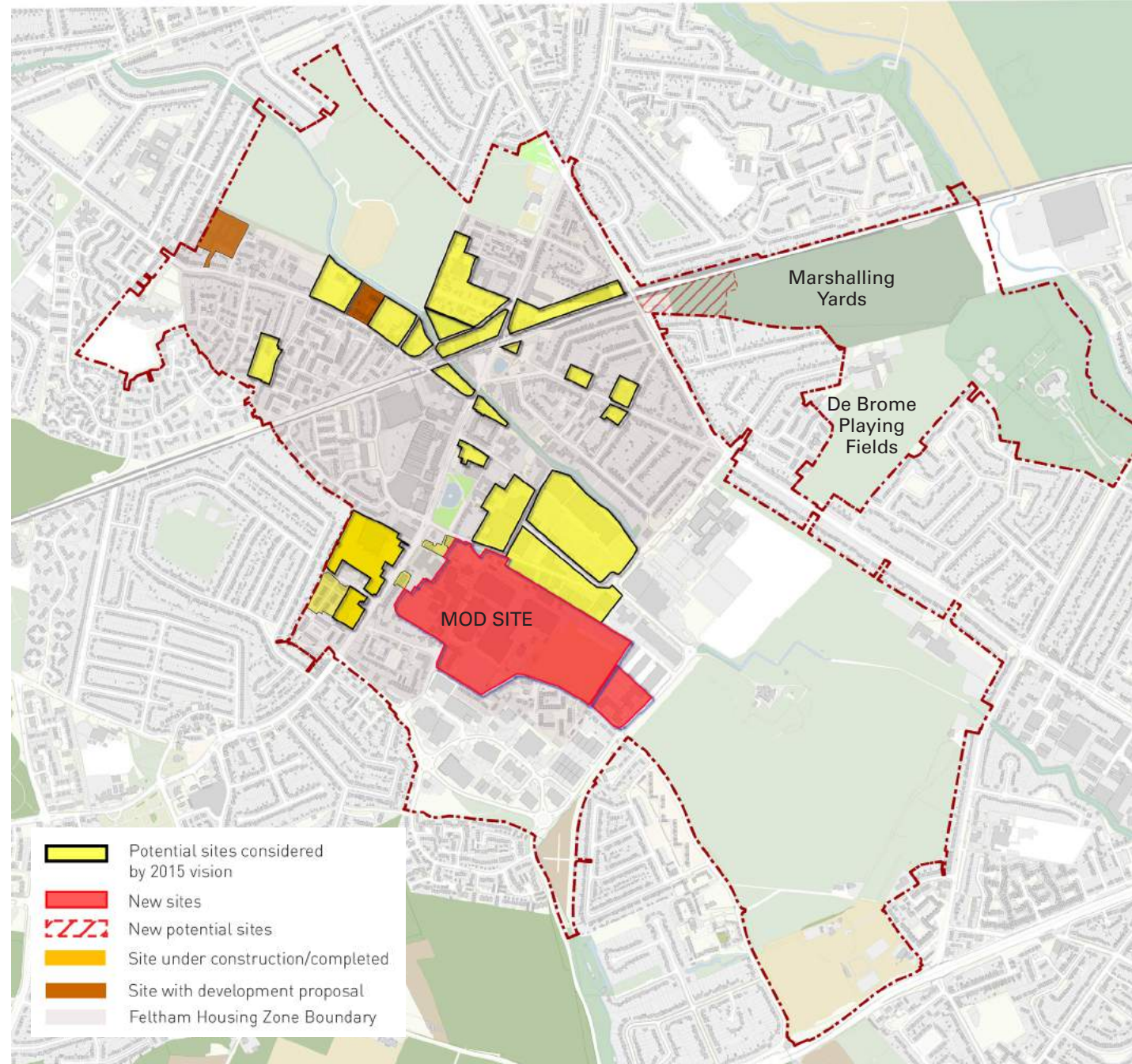


FIGURE 4, Potential housing sites

## 1.4 PLANNING CONTEXT

### THE LONDON PLAN

The London Plan sets out an integrated economic, transport and social strategy for the development of London. It includes a set of city wide policies which the London's boroughs are expected to apply when developing their own detailed planning policies.

Whilst all of the policies in the London plan are relevant to the Feltham Masterplan 2017 particular attention should be drawn towards policies relating to housing delivery.

The London Plan seeks to ensure that the capital's housing needs are met. It sets average targets for the delivery of new housing in each borough and encourages boroughs to exceed this number.

Policy 3.3 encourages local authorities to seek and enable additional development capacity through intensification, Town Centre renewal, mixed use redevelopment and the renewal of existing residential areas. The focal point for development is set to be in the network of Town Centres, opportunity areas and intensification areas across London.

Feltham is designated as a 'Distinct Centre' in the London Plan and lies within the Plan's Heathrow Opportunity Area. For this reason it is expected to be one of Hounslow's main focal points for development and intensification (both commercial and residential). Indeed, the Plan states that there is 'significant capacity' to rejuvenate Feltham Town Centre.

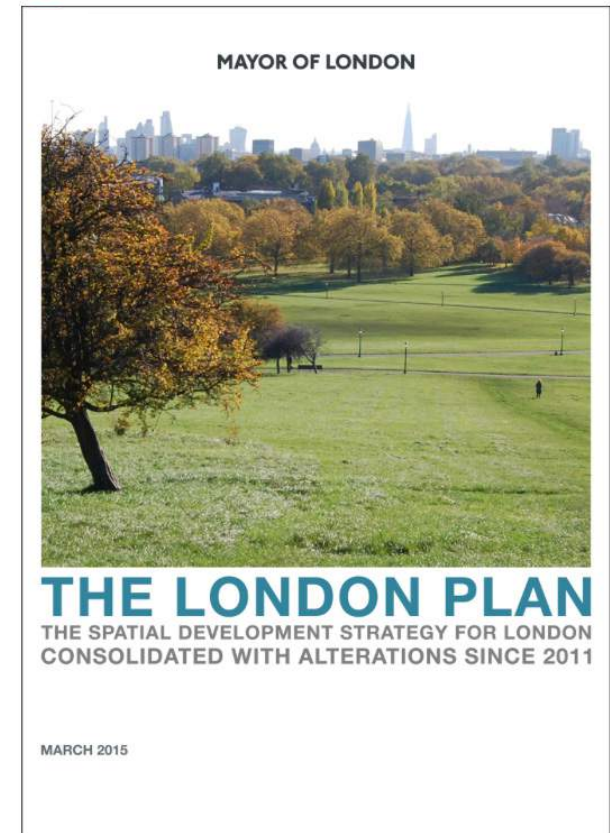
As well as identifying and reviewing sites for housing the London Plan expects local authorities to optimise housing output for

different types of location. This requires a place driven approach to design as set out in Policy 3.5 and in line with design standards set out in Chapter 7. The Feltham Masterplan 2017 will help marry together the need for Feltham to deliver new housing with a coordinated place sensitive approach to development.

At a wider level Policies 2.6 - 2.8 set out an ambition to realise the potential of London's outer boroughs such as Hounslow. The plan seeks to address the constraints to economic growth the outer boroughs face and their transport infrastructure requirements. Hounslow also lies within the area covered by the London Plan's 'City in the West Plan' which promotes the development of the western part of Greater London. The Feltham Masterplan 2017 can be seen as part of these wider initiatives taking place at a strategic level.

The London Plan is currently being reviewed to ensure that it addresses changing trends and issues and tracks the success of the policies and initiatives mentioned above.

A Draft London Plan consultation is expected to be undertaken in Autumn 2017. Documents such as the Feltham Masterplan 2017 can be used to shape this revised version of the London Plan and the role that Feltham should play.



The London Plan sets out an integrated economic, transport and social strategy for the development of London.

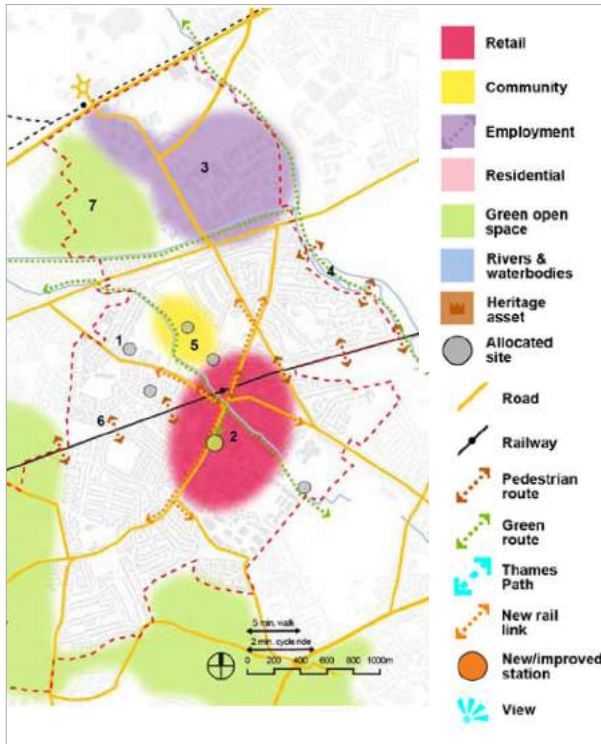


FIGURE 4a. Feltham's spatial strategy from 2015 to 2030

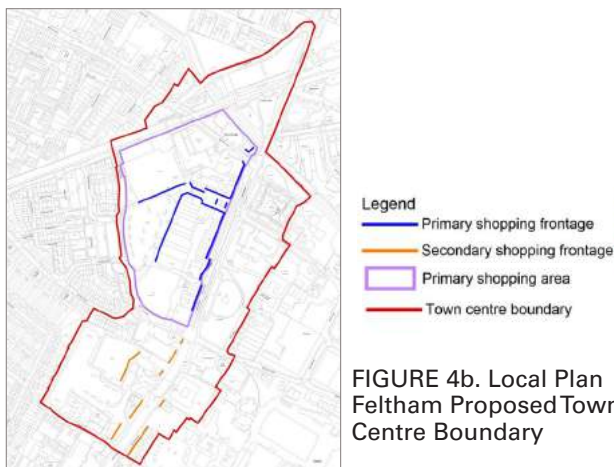


FIGURE 4b. Local Plan Feltham Proposed Town Centre Boundary

## LOCAL PLAN

The Feltham Masterplan 2017 is set within the context of the wider transformation of Hounslow, as set out in the Local Plan that was adopted in 2015. This states that the borough will:

- Grow its population by 30,000 people to reach 280,000 by 2030;
- Develop circa 12,300 new homes;
- Create over 16,500 new jobs to meet the needs of its growing population;
- Significantly improve its connectivity to the rest of London and beyond; and
- Deliver a transformation of the physical environment.

Development will be directed to areas that have capacity for change primarily within Hounslow and Brentford town centres, The Great West Corridor and the West of Borough within which Feltham sits.

The Local Plan states:

“Feltham Town Centre, which continues to perform strongly, will see modest development, building on and adding to its existing character, particularly on peripheral sites where more scope exists for redevelopment.”

We will achieve this by:

- 1 Encouraging redevelopment of the allocated sites including: New Forest Road, Feltham Arenas and Feltham Ex-Servicemen's Club;
- 2 Building on the current success of Feltham Town Centre by exploring opportunities to intensify uses on sites surrounding

the Town Centre in accordance with the principles of the Heathrow Opportunity Area, through:

- Retaining the existing level of retail floorspace within Feltham Town Centre and promoting the introduction of new restaurant uses to increase evening Town Centre activity in the evening.
- Preparing an Area Action Plan to promote the redevelopment or refurbishment of buildings or sites near to the Town Centre to include a mix of residential and leisure uses, and improve transport access into the Town Centre.
- Maximising and improving links to the Town Centre's environmental assets such as the Longford River and Feltham Green.

- 3 Continuing the protection of industrial land, including the North Feltham Trading Estate, much of which contains Heathrow Airport-related business operations;
- 4 Improving links to Hounslow Heath and opening up access to and along the River Crane and Duke of Northumberland's River;
- 5 Enhancing the existing sports and recreation provision on Feltham Arenas together with wider environmental improvements;
- 6 Exploring options for improving access and movement across the railway which currently acts as a pinch point into the Town Centre; and
- 7 Protecting the extensive open landscape of the Green Belt whilst encouraging leisure and agricultural uses which complement this landscape.”

Feltham Town Centre Designations  
Hounslow Council's Adopted Local Plan places a great deal of significance on the continued success and rejuvenation of the Borough's network of town centres.

Policy TC1 of the Adopted Core Strategy states that the Council will maintain a successful network of town and neighbourhood centres and support development and initiatives that support them.

Feltham is designated as a town and district centre by the Adopted Core Strategy and is therefore of strategic importance.

Feltham Town Centre is defined by the Feltham town centre boundary which runs from north to south along the High Street from Station Estate Road to Manor Lane. Measures to ensure the ongoing growth and vitality of the Town Centre and ensure that development delivers a diversity of uses to support this are contained in policies TC2 - TC4 of the adopted Core Strategy.

Policies TC3 and TC4 outline the Council's intent to direct retail and business uses to town centres and its strategy for managing the uses in these areas. Policy TC4 states that states that a high proportion of primary frontages in town centres must remain as A1 retail. In Feltham these frontages are located within 'The Centre'. Other areas of the Town Centre (including secondary frontages) are expected to deliver a variety of uses including A1, A2 and A3 with active uses at ground level with Business and residential uses above.

Policy TC2 states that the council will ensure the vitality of Feltham Town Centre by:

"Supporting a re-visioning of Feltham Town Centre, to build on recent development and consolidate its role as a District Centre through the preparation of an area specific Local Plan review. This will include retaining the existing level of retail floorspace, increasing the leisure and entertainment offer to encourage evening activity, and improving the public realm and opportunities for sustainable travel"

These uses and activities should be integrated in to this study.

#### Employment Designations

There are two Locally Significant Industrial Areas in Feltham. These are Feltham Corporate Centre and Plane Tree Crescent. Both are located to the south east of the Town Centre and made up of large footprint buildings for business uses. Hanworth Trading Estate (3) is located close to the town's eastern border. B class business uses are protected from change of uses within these areas.

There is a Key Existing Office Location designation in Feltham focused around the Town Centre. This protects the Town Centre from loss of office floor space.

#### West of Borough Plan Review

The Council is currently preparing an updated Local Plan for the western side of the Borough as well as of the Great West Corridor in the east of the Borough. The West of Borough Plan will focus on the areas of Hanworth,

Feltham, Hounslow West, Bedfont and Cranford and Heston. When complete both local plan reviews will support the adopted local plan policies for these areas and provide a vision for significant change over the next 15 years.

The West of Borough Plan will facilitate transport-led regeneration and residential and employment growth, review the function of the Green Belt through a Green Belt Review and respect the important character and history of the area. It will be used to guide development, investment and improvement in this area and identify new sites allocations for development.

Significantly the Plan will seek to respond to the Government's decision to support the construction of a third runway at Heathrow. This West of Borough Plan Review will allow the Borough to ensure that it can build upon the potential benefits and mitigate the potential harmful impacts of the Airport upon Hounslow.

The Feltham Masterplan 2017 will feed in to the evidence base for the West of Borough Plan.

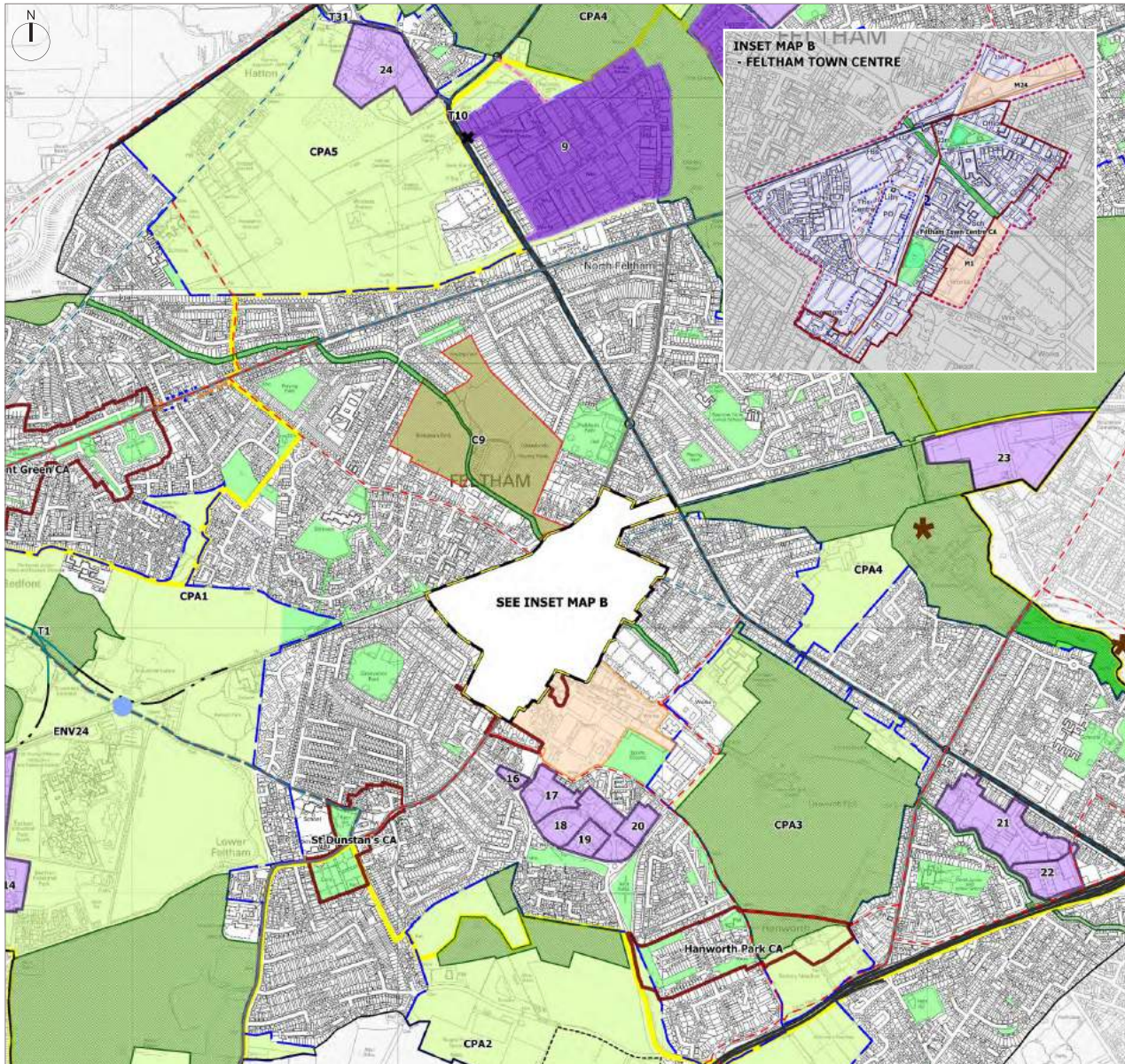


FIGURE 5. Development Plan Proposals Map (January 2011); Note: a new Proposals map will be adopted in 2015 (see Figure 4b)

## 1.5 DEVELOPMENT CONSTRAINTS AND DESIGNATIONS

### FLOODING

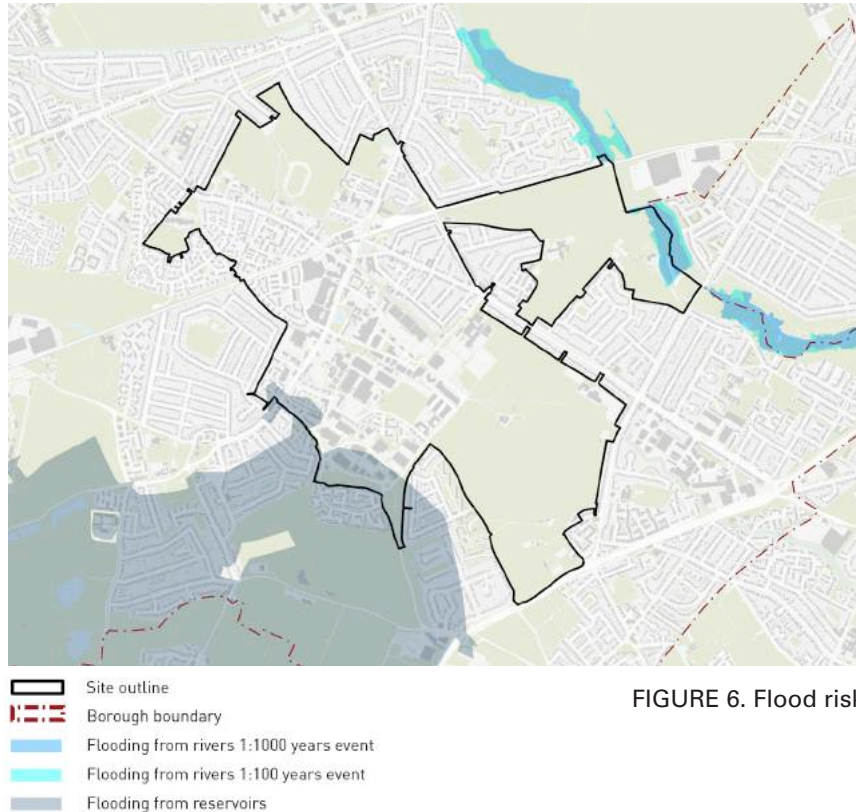


FIGURE 6. Flood risk

The map above shows that fluvial flooding from rivers is not a constraint within Feltham. The Longford River can be regulated up-stream and does not present a flood risk. However, isolated patches of Feltham are at risk from surface water flooding. There is also a small risk of flooding from a breach in a reservoir that can affect Lower Feltham and the edge of Hanworth.

### LANDFILL

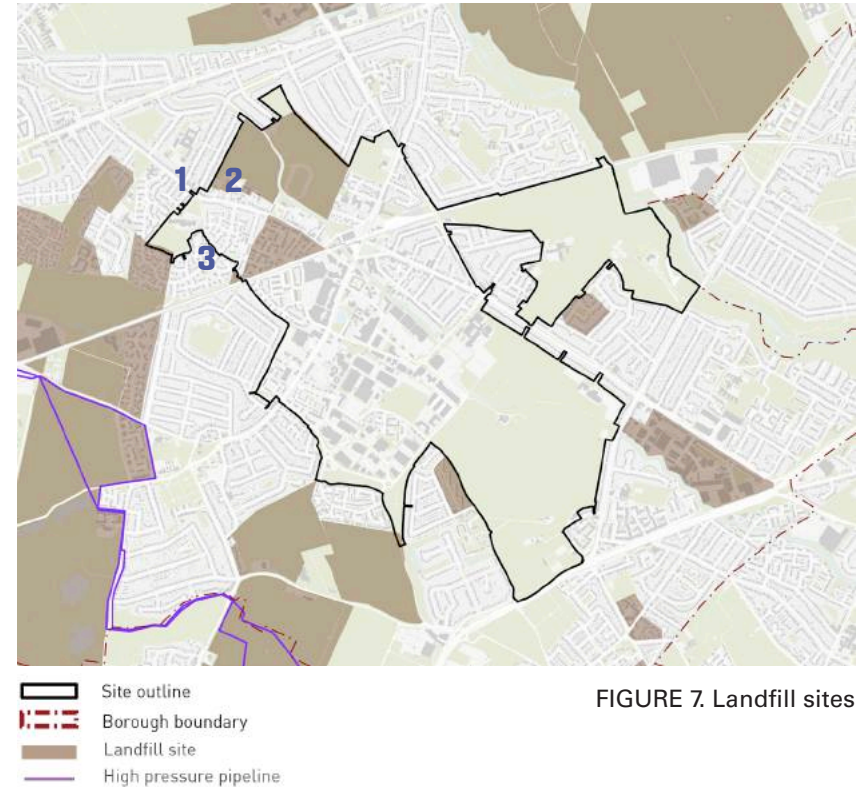


FIGURE 7. Landfill sites

The Environment Agency identifies the following landfill sites within the study area:

- 1 Blenheim Park - received inert waste between 1945-1955;
- 2 Feltham Arena - received inert, commercial and household waste between 1938 and 1946, and inert waste from 2008 until 2011; and
- 3 Bedfont Lane / Sandy Lanes - received inert waste between 1912 - 1931, and has since been built over.

## NOISE

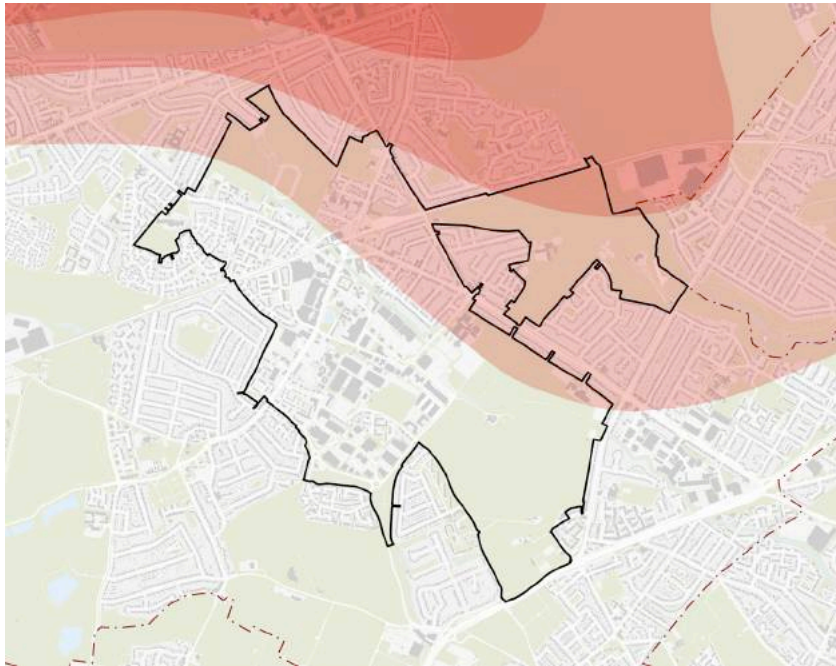


FIGURE 8, Aircraft noise

The primary sources of noise pollution within western Hounslow is aircraft arrivals and departures from Heathrow Airport. The plan above shows that the majority of Feltham is currently unaffected by aircraft noise. Those areas affected to the north are predominantly large areas of distribution and industrial uses.

## TRANSPORT NOISE



FIGURE 9, Transport noise

Transport noise in Feltham is focused along major arterial routes such as the A244 (High Street) and large areas of distribution and industrial uses such as the Plane Tree Crescent Locally Significant Industrial Area.

## PUBLIC TRANSPORT ACCESSIBILITY LEVEL (PTAL)

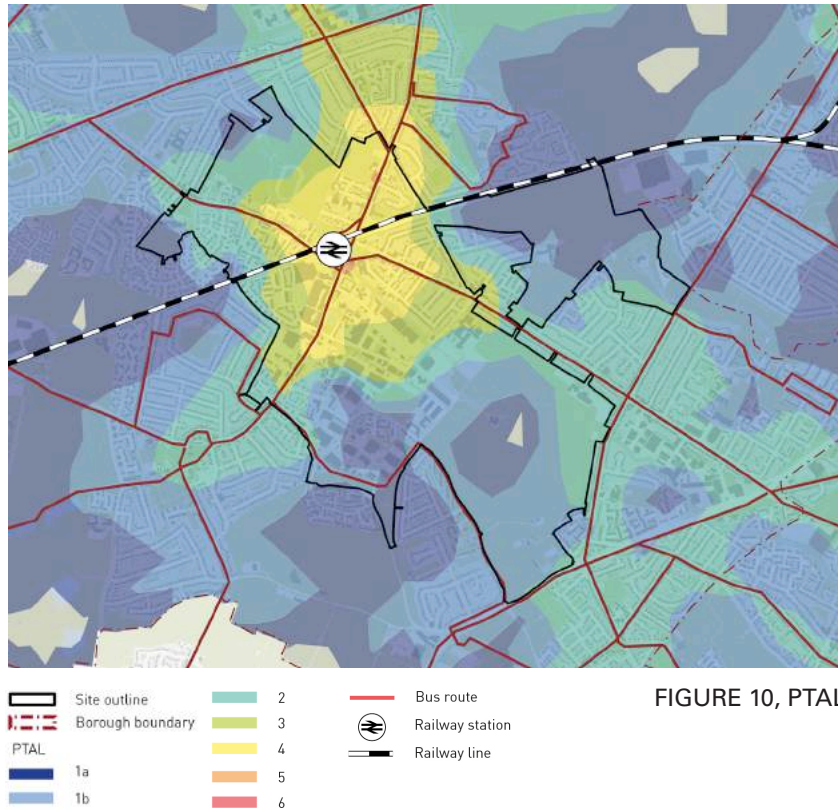


FIGURE 10, PTAL

PTAL value combines information about how close public transport services are to a site and how frequent these services are. Areas with higher the PTAL rating benefit from better access to public transport. The highest level of connectivity in Feltham has a PTAL of 5 (in close proximity to the station and Town Centre) and the lowest has a PTAL of 1a on the outer fringes of the town. The MOD lands on the southern periphery of the Town Centre exhibit poor PTAL ratings (1a/b to 3), and opportunities should be identified to improve transport access in this part of Feltham.

## AIR POLLUTION

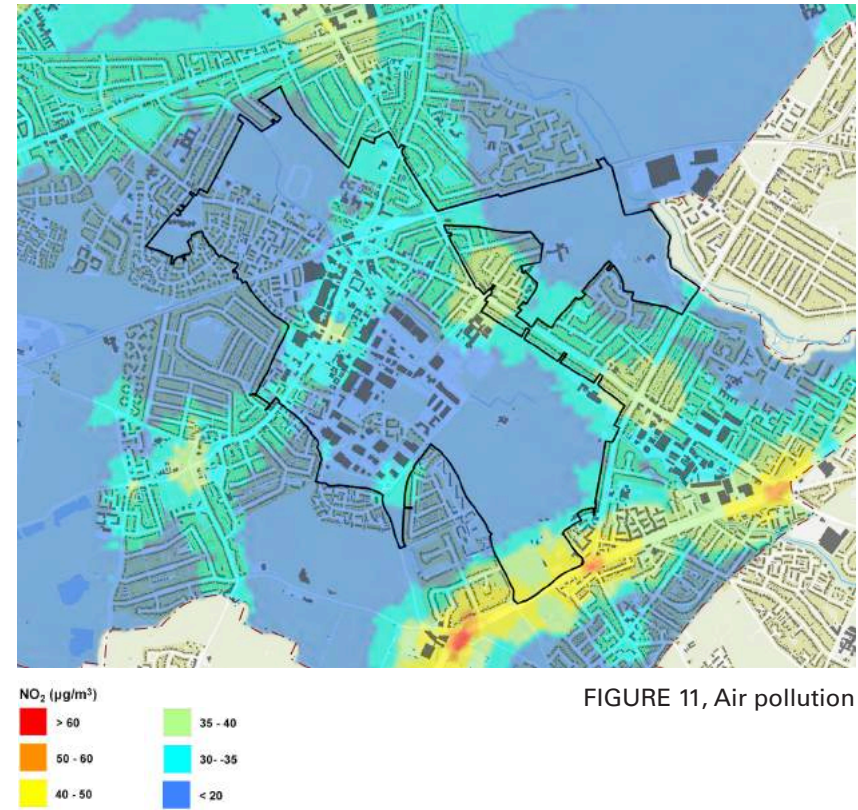
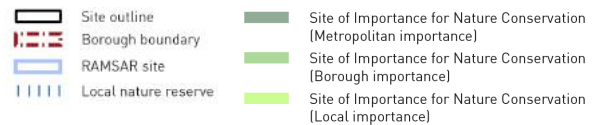
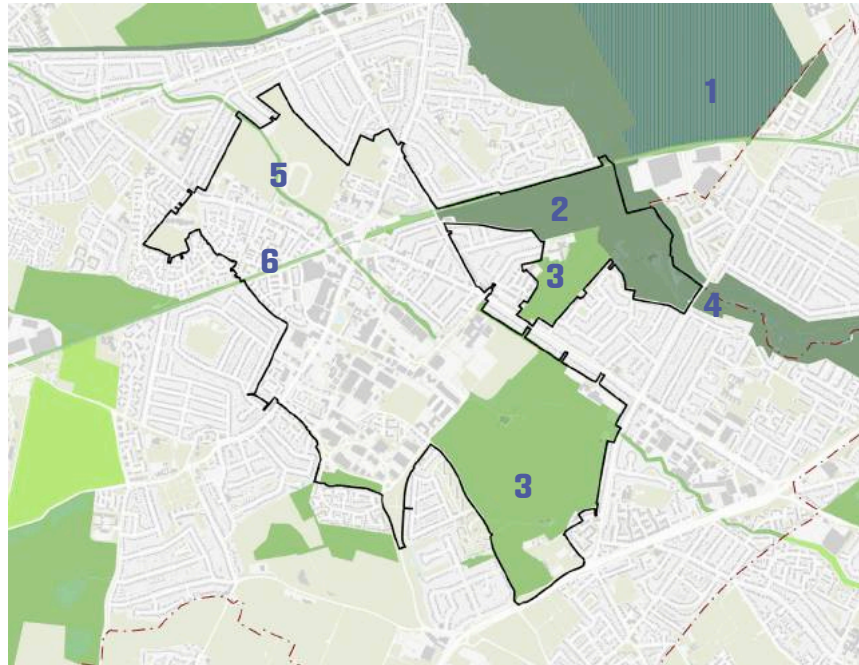


FIGURE 11, Air pollution

Air pollution levels are noticeably higher in Feltham along main road corridors and junctions. This is particularly noticeable along the A316 County Way that runs along the southern edge of Feltham.

## NATURE CONSERVATION

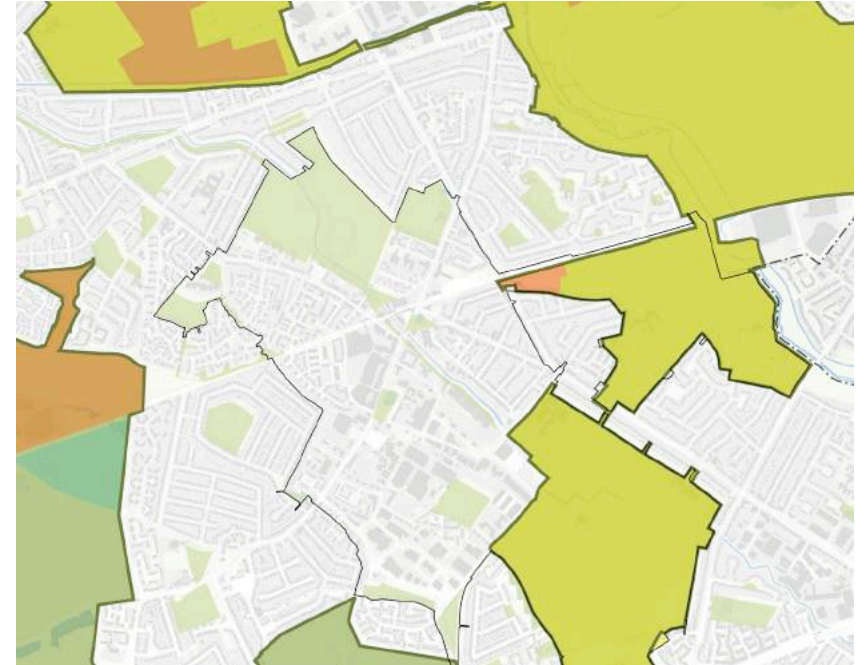


**FIGURE 12, Sites of Importance and Nature Reserves**

There are several SINCS in Feltham. These include:

- 1 Hounslow Heath (also partially a local Nature Reserve);
- 2 Feltham Marshalling Yards;
- 3 Hanworth Park, Longford River and De Brome Playing Fields;
- 4 The Crane Corridor;
- 5 The Longford River at Feltham; and
- 6 Feltham RAILSIDES.

## GREEN BELT DESIGNATION



**FIGURE 13, Green Belt, including areas considered for de-designation as part of the Green Belt Review**

The Metropolitan Green Belt wraps around the southern and eastern edge of Feltham and includes open spaces such as Hanworth Air Park, the Marshalling Yard and Hounslow Heath. There are several locations that have been recommended for de-designation by the Green Belt Review as indicated in Figure 13.

## EMPLOYMENT

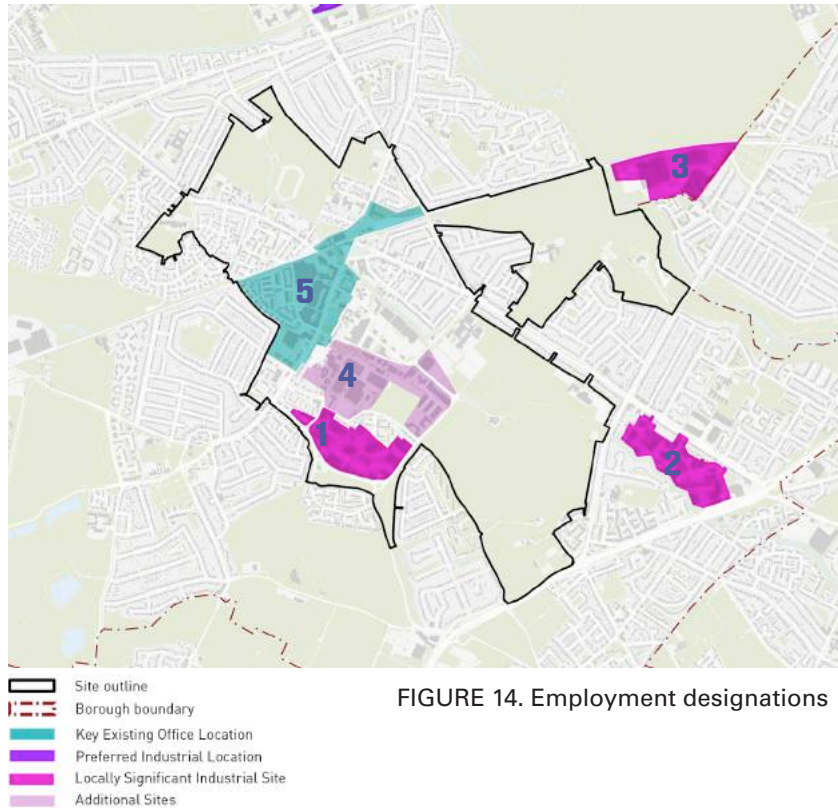


FIGURE 14. Employment designations

This map shows employment designations. There are several Locally Significant Industrial Areas where B class uses are protected from change of use. These are comprised of: (1) a cluster to the south of the town including Feltham Corporate Centre, Plane Tree Crescent / Feltham Corporate Centre/ Five Ways Business Centre and Feltham brook Industrial Estate, (2) Hanworth Trading Estate and (3) Feltham Marshalling Yards. The MOD site and adjoining industrial areas are identified as proposed additional employment areas (4) by the Employment Land Study. A Key Existing Office Location (5) is focused around the Town Centre. This protects the Town Centre from loss of office floorspace.

## CONSERVATION AREAS

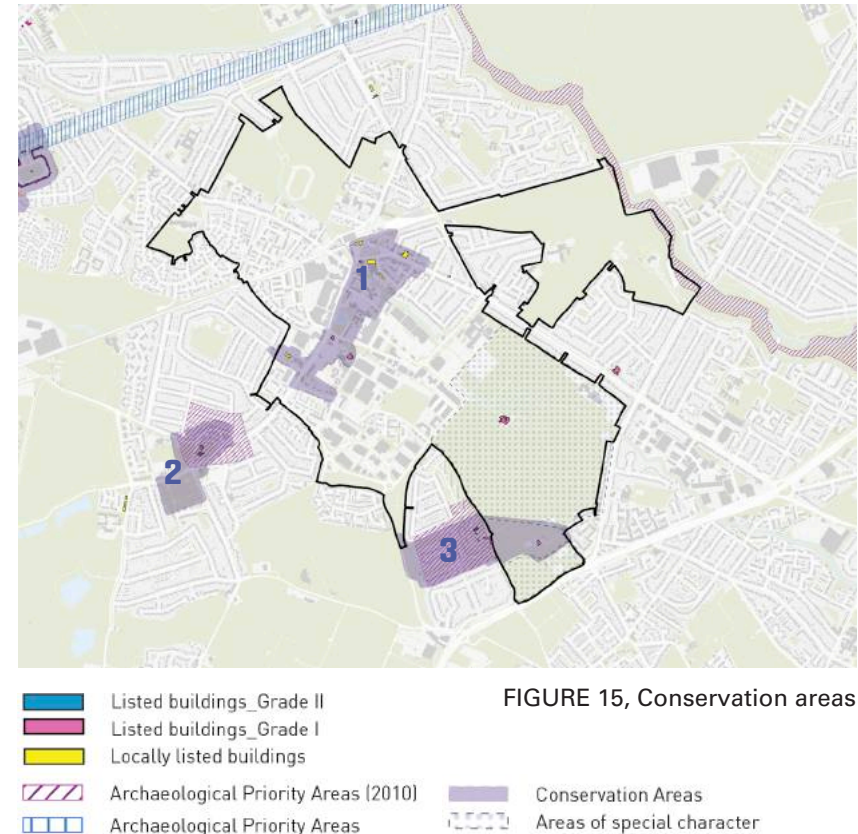


FIGURE 15, Conservation areas

The map above shows the distribution of Conservation Areas around Feltham. These include Feltham Town Centre (1), St Dunstan's (2) and Hanworth Park (3). Hanworth Air Park is an Area of Special Character. A number of areas are designated as archeological priority area, including the river Crane corridor.

The Town Centre Conservation Area and the area of Special Character at Hanworth Park are the largest constraints to development as they cover significant parts of the study area. All proposals need to be sensitive to these areas.



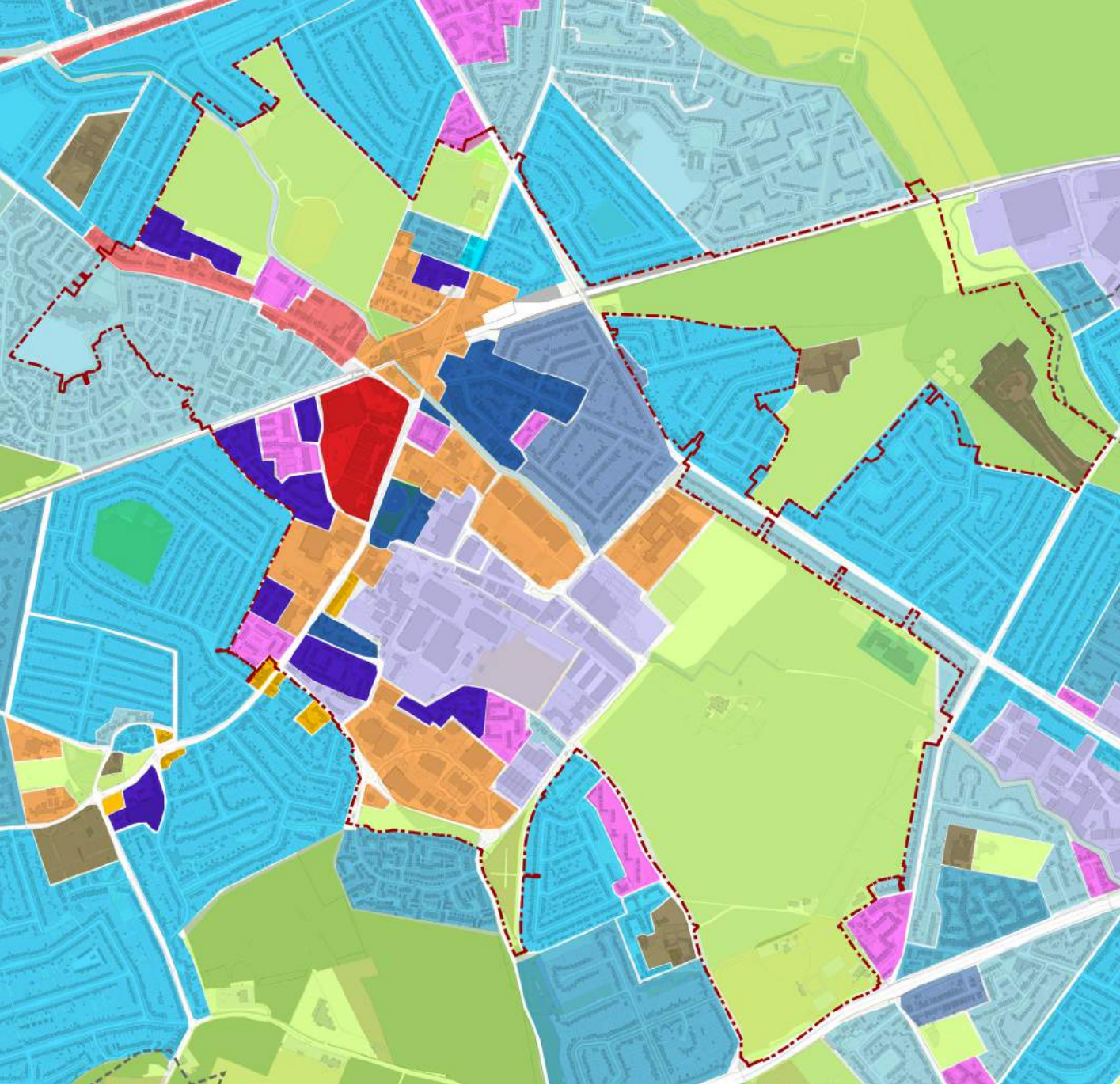
## 02 FELTHAM ANALYSIS

The Feltham Masterplan 2017 has been developed with a robust understanding of Feltham as a place, and the challenges and opportunities that the area presents.

A thorough urban analysis has been carried out to examine and explore the various aspects that can contribute to the success of a place.

This provides clues to the improvements which may be required and includes consideration of:

- Character;
- Mix of Uses;
- Scale and height;
- Frontages and street definition;
- Road network and parking;
- Public transport;
- Cycling;
- Pedestrian environments; and
- Open spaces.



## 2.1 CHARACTER AREAS

The Urban Context and Character Study prepared by LB Hounslow (August 2014) has informed this study. It provides an understanding of the existing context and character of the distinct places of the borough.

Feltham has a range of diverse character areas reflecting its periods of growth. This diversity often leads to a somewhat fragmented structure, particularly around the Town Centre.

The area is in places disjointed with residential development often cut off from the Town Centre by large light industrial buildings or car-dominated retail and leisure uses.

The predominant character areas include:

- **Early 21st Century high density mixed use** - Primary retail area redeveloped as a mixed use development including residential apartments up to 11 storeys, a hotel, new shops, new library, medical centre, and new superstore.



- **Remainders of the historic village** - focused around the high street these areas reflect the historic fabric of Feltham including development surrounding Feltham Green, the station, St Catherine's Church and its surroundings and to the south, Lower Feltham surrounding St Dunstons Church.
- **Victorian suburb** - largely focused around Hanworth Road. The area has a rich variety of two storey late C19th and early C20th houses including detached, semis, short terraces and some distinctive large villas.
- **Mid density suburban developments** - large swathes of primarily post-war two storey development surrounding the Town Centre. These areas are generally well laid out streets and blocks that provide good permeability and a level of overlooking to the street.
- **Cul-de-sac development** - 1970s/80s/90s mix of two and three storey flats, maisonettes, town houses, terraces, semis and detached houses built in discrete parcels and phases with slight variations in some aspects of form. These areas are generally characterised by poorly defined cul-de-sacs, left over open spaces and a lack of a clear hierarchy of streets and spaces.
- **Business / light industrial 'big boxes'** - areas occupied by extensive trading estates /business parks, with typical large footprint low rise sheds.

- **Fragmented, car-dominated fabric of Town Centre** - These areas include large, low rise retail stores with associated car parks, institutional and leisure uses and school/college with associated open space.

The Feltham Masterplan 2017 has the opportunity to enhance the Town Centre character, overcome fragmentation in Feltham, integrate the historic fabric and establish well defined quarters with a distinct character and a contemporary townscape.



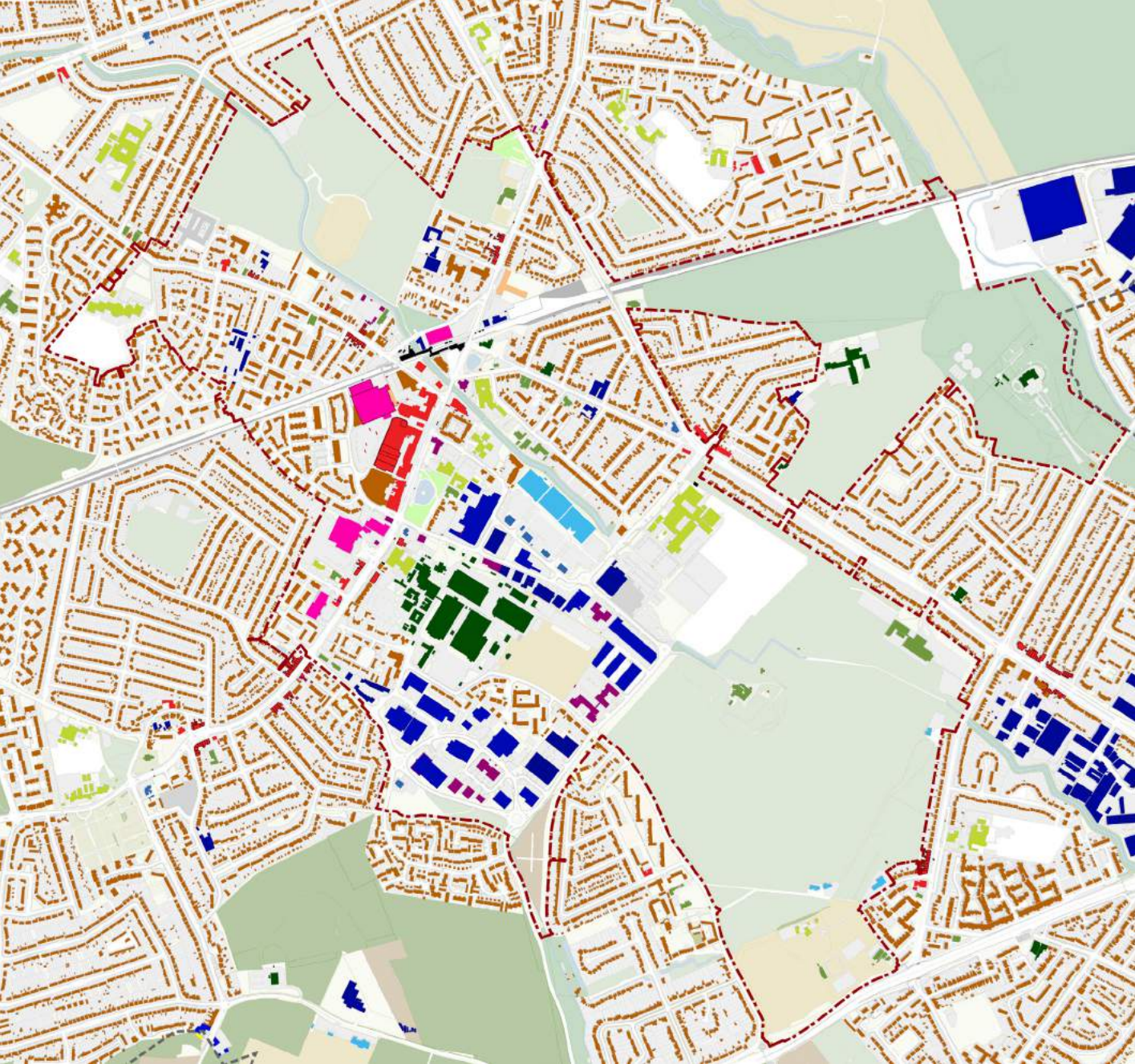
Victorian suburb



Remainders of the village around Feltham Pond



Fragmented car dominated Town Centre



## 2.2 LAND USES

In the wider context much of Feltham is dominated by residential uses and large areas devoted to employment uses in the form of trading estates both centrally and on the fringes surrounding Heathrow.

Within the Town Centre the land uses are diverse and include:

- Shopping centre ('The Centre');
- Four supermarkets (Tesco, Asda, Lidl and Aldi);
- Local shops along the High Street, Bedfont Lane and on Hounslow Road;
- A railway station;
- Leisure West (cinema, bingo and bowling);
- Employment use to south east of centre
- Ministry of Defense (MOD) land;
- A concentration of primary schools to east of the centre;
- Feltham Community college and sixth form, New Reach Academy Feltham; and
- Hanworth Airpark Leisure Centre.



FIGURE 17. Mix of uses

## 'THE CENTRE'

'The Centre' is the primary retail anchor within the Town Centre and includes a large ASDA supermarket and mainstream comparison retailers such as Next and Matalan. The Centre is trading well and serves a reasonable catchment. The Centre also includes key community facilities such as Feltham Library and a medical centre.

The form and layout of the centre is inward looking and it does not interface well with the High Street. It acts as a hybrid between an out of town and urban centre.

Better integration and connections between 'The Centre', the High Street, railway station and Leisure West would be beneficial for the Town Centre.

## LOCAL SHOPS ALONG THE HIGH STREET

For much of its length High Street is single sided and provides a secondary retail and service offer comprising of banks, a post office, estate agents and betting shops. A number of local shops and takeaways can be found in peripheral locations along High Street and on other routes leading into the Town Centre. There is currently a lack of cafes and restaurants on the High Street that could encourage people to socialise and spend more time within the Town Centre.

## SUPERMARKETS

There are a number of supermarkets within the Town Centre which are characterised by large, low rise buildings with associated surface car parking. Whilst convenient and easy to use these supermarkets contribute little to the

vibrancy and footfall within the Town Centre. Their location within the heart of the centre disrupts the continuity of the streets and the urban feel and experience one would expect within a Town Centre.

There are opportunities to expand the retail provision in the Town Centre, to strengthen its food and drink offer, to enhance role of the High Street and to redevelop the Tesco and the Lidl sites to repair the Town Centre fabric and deliver a greater intensity of uses and vibrancy.



The Tesco site



Secondary retail along the High Street



Feltham's retail anchor 'The Centre'

## EMPLOYMENT USES

There are a number of employment types within the Town Centre. Most of the retail uses are focused along the High Street. Larger footprint industrial, light industrial and office uses are located to the east of the High Street - currently known as the Feltham South Industrial Area.

The Ministry of Defence (MOD) occupy a 14ha site at the heart of Feltham and is a major employer. In 2016 the MOD announced that they would close this facility and release the site for housing development.

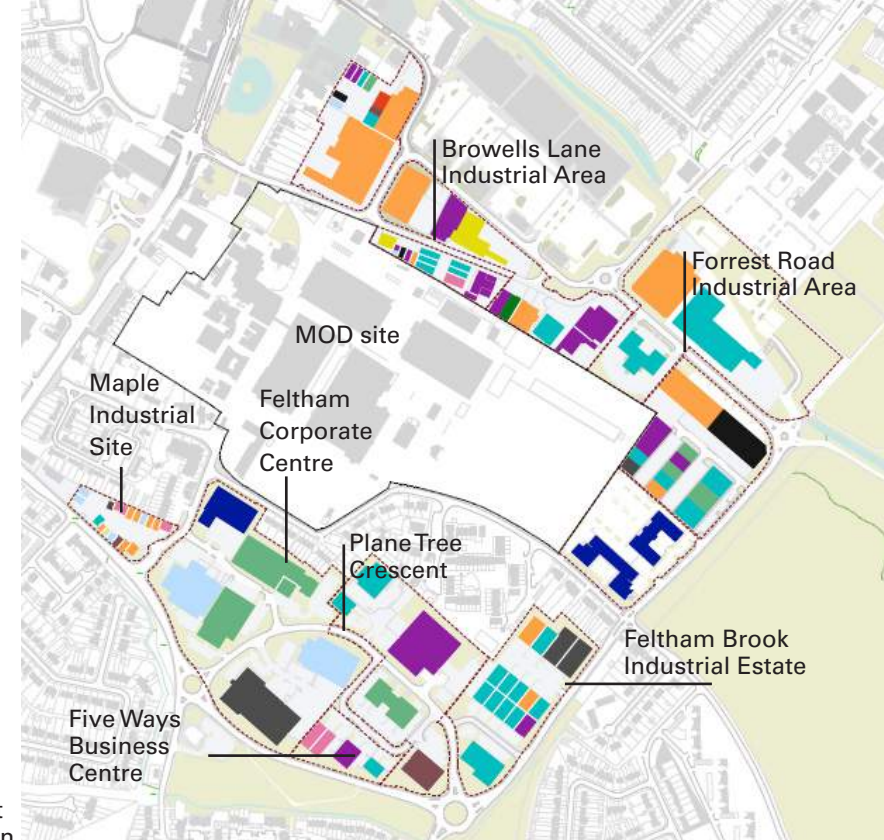
Significant areas of employment are distributed around the MOD site. The GLA funded 'Made in Feltham' study (December 2016) undertook an industrial land survey of this area. This cluster is a vital part of the local economy. It supports 77 active businesses across 104 units with only 9 of these units vacant. The total floor space in this area is approximately 104,000 sqm.

There is a large variety of uses across this area including:

- Manufacturing: 17%
- Construction 8%
- Wholesale retaila and trade 14%
- Transportation and storage 25%
- Information and Communication 8%
- Financial and insurance services 2%
- Professional, Scientific & Technical Activities 1%
- Administrative and support Services 8%
- Arts entertainment and recreation 1%
- other services 2 %
- Vacant 10%



'Made in Feltham' survey of existing uses in the employment area to the south east of the Town Centre



The spatial make up and physical appearance of this area is very varied. The size of units ranges from under 150sqm to units over 4,000sqm.

Most of the business uses in this area are planned within individual estates. Each estate has its own character largely defined by the size and style of units. Subsequently there are several distinctive pockets of character across the Feltham South Industrial area. The quality of the built environment and public realm is variable and there is very little coherence to the area as a whole.

Pedestrian links to the Centre and public transport links are poor by virtue of the

secured MOD site which acts as a barrier to movement, as well as the internally planned nature of some of these estates.

The redevelopment of the MOD site offers the opportunity to improve connections from the Feltham South Industrial area to the Town Centre and potentially stimulate this important part of the local economy. However, measures will need to be taken to ensure that the success of employment uses are not jeopardised.

The 'Made in Feltham' study suggests that there is a need for the industrial land and buildings to be protected using article 4 designations, to improve and re-brand

existing industrial areas and potential provide new flexible industrial premises. However, it also recognises the longer term potential to relocate some industrial activity to new, more accessible locations. This would free up some of the land in and around the Town Centre for finer grain uses such as offices.

## LEISURE WEST

Leisure West was constructed to the east of the centre in the 1980s and includes a complex of 'big box' drive in leisure uses comprising Cineworld, tenpin bowling and a bingo hall. A number of stand-alone fast food restaurants serve as ancillary uses. The cinema performs extremely well and is the only cinema within a four mile radius. Proposals for a new cinema in Hounslow Town Centre may however have an impact on the strength of this location in the future.

The format of the complex is entirely car-focused and pedestrian movement through and to and from the Town Centre are extremely poor.



The masterplan offers the opportunity to:

- Retain and strengthen Feltham as an employment location;
- Consolidate industrial, storage and distribution businesses in dedicated areas served by good road infrastructure outside the centre;
- Provide new office-based employment uses within the Town Centre, and
- To better integrate existing employment areas with the Town Centre.

There is an opportunity to intensify the Leisure West site, expand its offer, better integrate it with the Town Centre and bring an urban townscape to this part of Feltham.

Leisure West, there is considerable potential to intensify development and improve links between the site and the Town Centre



## 2.3 SCALE & HEIGHTS

The area surrounding the Feltham Town Centre has a largely homogeneous two storey scale with the occasional apartment building of three or four storeys. Heights increase dramatically within The Centre ranging from five to seven storeys.

A number of taller buildings remain from the 1970's re-development of Feltham Town Centre. These include the recently expanded 13 storey St Giles Hotel north of the railway line on Hounslow Road, a recently refurbished 11 storey residential building within 'The Centre', and two 13 storey residential towers to the west of 'The Centre'. Another 12 storey residential block overlooks Feltham Arena on Glebelands Road.

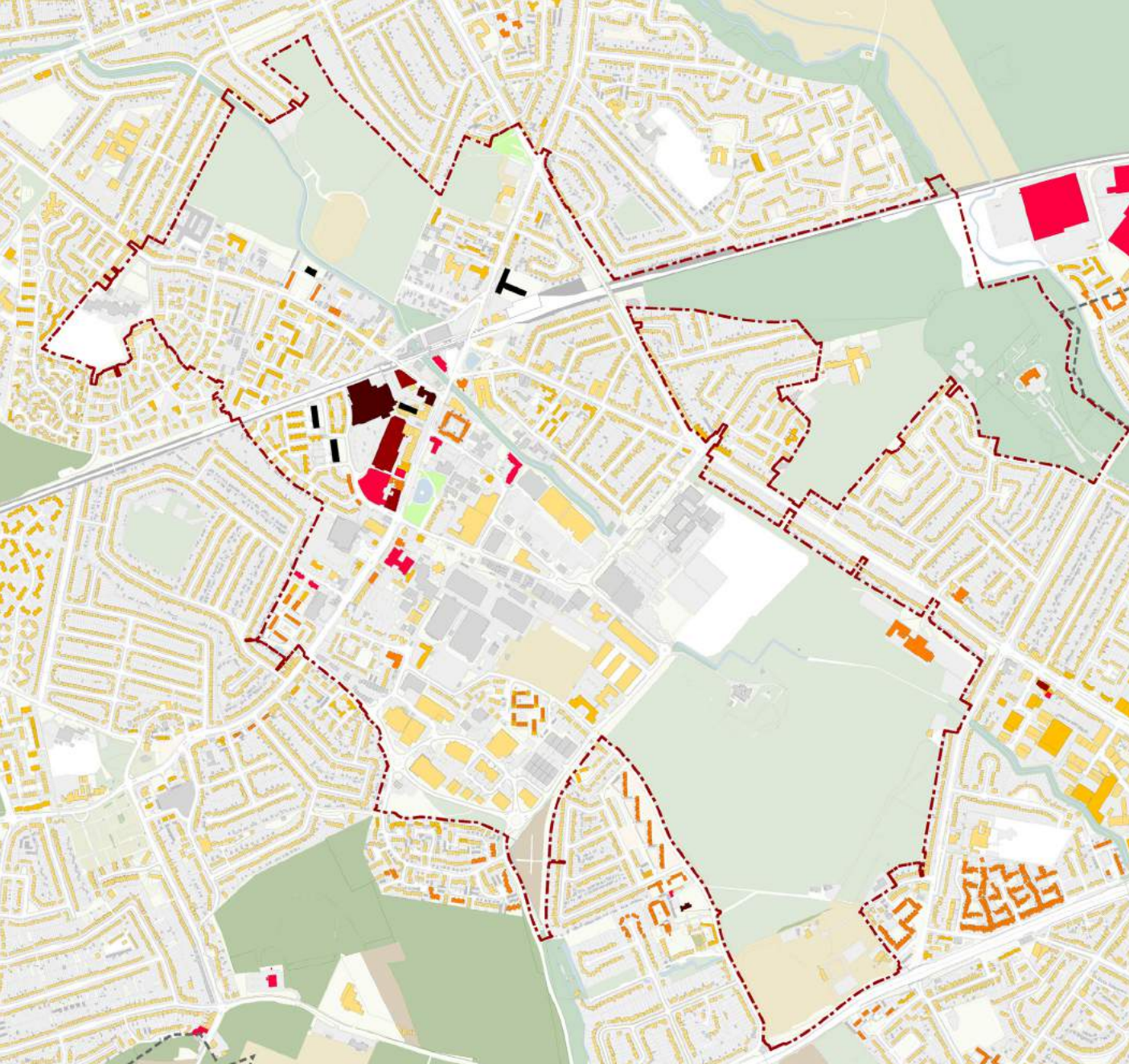


FIGURE 18, Heights

An important landmark within Feltham is St Catherine's Church spire which acts as a strong visual reference along main routes including the High Street, Hanworth Road and Bedfont Lane, from Feltham Park and along the Longford River. It is important that any new development proposals protect and enhance these key vistas to the spire.



Key views to St Catherine's Church



Taller buildings at the Centre

There is an opportunity to moderate the abrupt scale difference between two storey development in the wider area and the much more intense development form in the Town Centre by including urban development of four to five storeys at appropriate locations around the Town Centre. New taller buildings around the station could help visually integrate existing high points on the centre and create a new visual focus, while respecting and enhancing views to St Catherine's Church Spire.



Two storey residential suburbs



St Giles Hotel

## 2.4 FRONTAGES & STREET DEFINITION

The majority of the pre- and post-war suburban housing areas have a clearly defined structure of blocks and streets presenting reasonable frontage and street definition. This can be clearly seen within the Victorian area of Hanworth Road for example.

This however is not the case for many parts of the Town Centre which are often characterised by poorly defined streets and a lack of building frontage to overlook and animate the street space.

This is particularly problematic around the station which should act as a positive gateway to the Town Centre and should be clearly defined with active development.

There are also several stretches along the High Street, the principal street through Feltham, which feel fragmented and lack definition. The street character is also undermined by large areas of surface car parking.

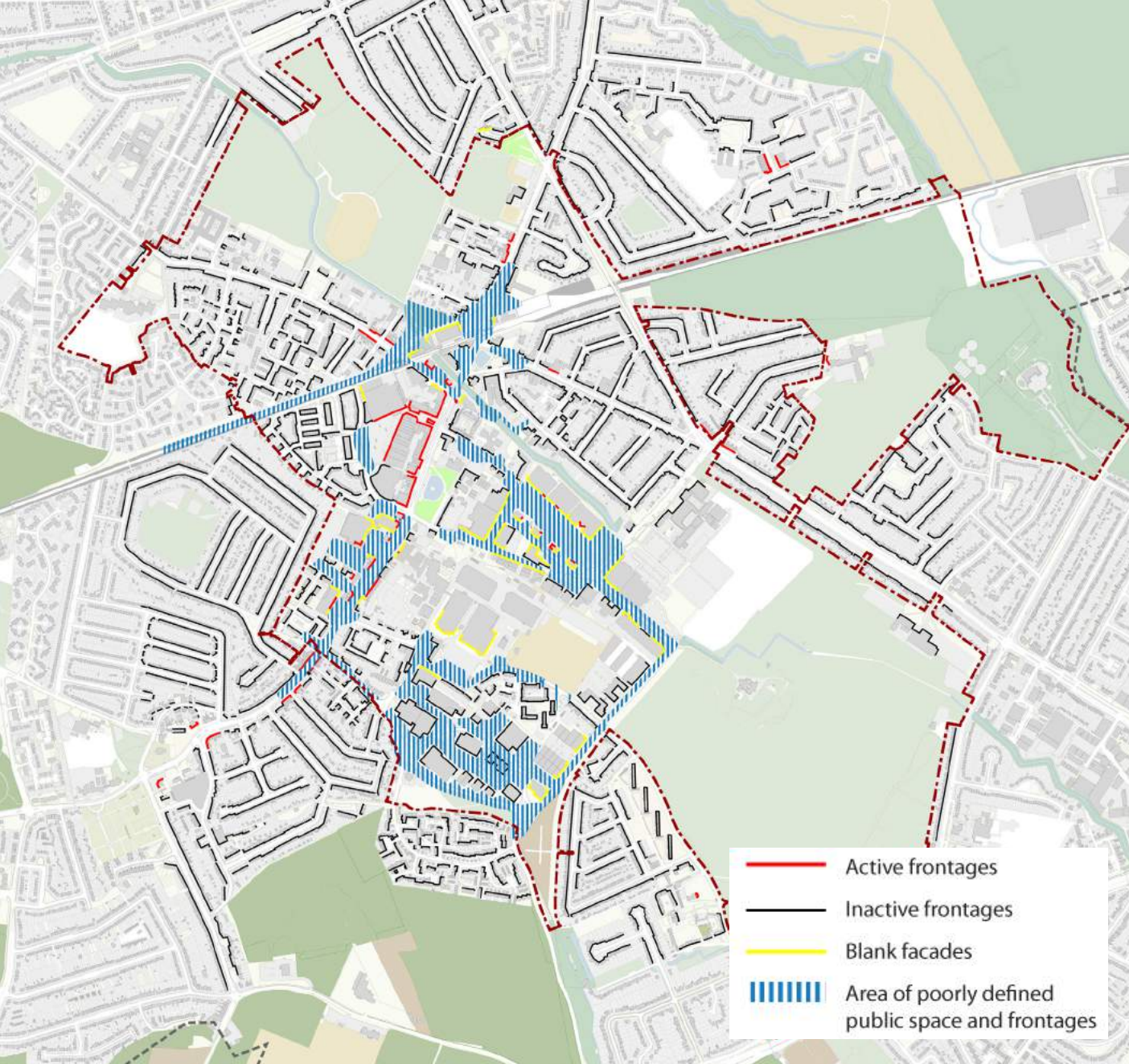


FIGURE 19, Frontages and street definition

New development in Feltham offers the opportunity to repair the urban fabric, promotes street based permeable development, provide enclosure, active frontage and overlooking to streets and establish a sense of urbanity.



Strong frontages along traditional streets



Active shop frontages at The Centre



Poor sense of enclosure and first impression at the station



Irregular frontages in industrial areas



Pedestrian desire line crosses Leisure West car park



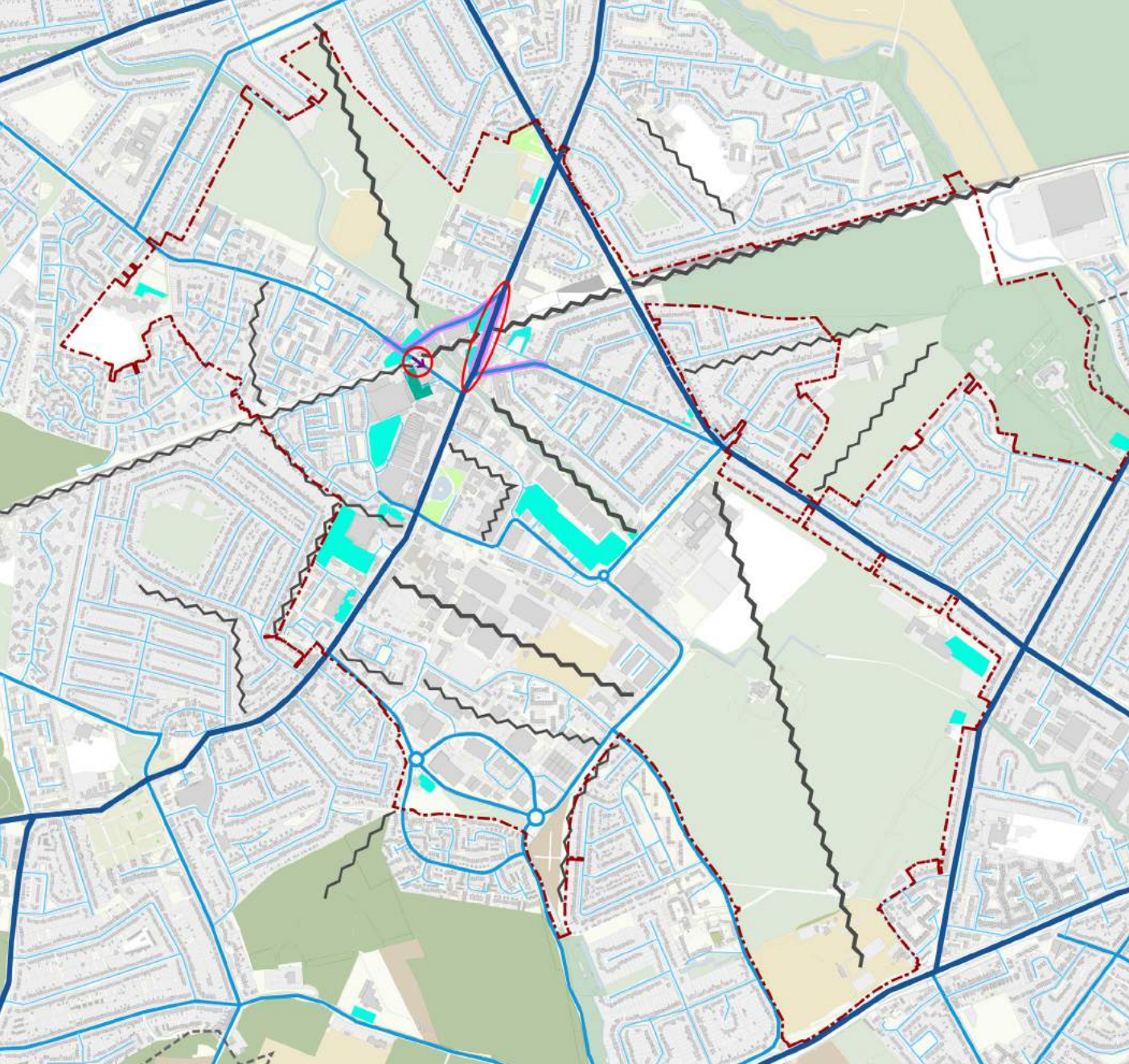
Inadequate narrow footways on Victoria Road

## 2.5 ROAD NETWORK & PARKING

At a strategic level the road network within Feltham is good with east-west routes such as Staines Road (A315) linking to the M25 and to Central London and Great Chertsey Road (A316) providing connection to the M3 as well as an important north-south route, Harlington Road (A312) linking Feltham to Heathrow.

Local movement to and through the centre however is constrained by a number of 'pinch points' at key crossing points across the railway line. There is also limited permeability across the area currently occupied by the MOD.

The planned closure of the level crossing at Bedford Lane is likely to exacerbate this situation by diverting traffic around the station and over the bridge on Hounslow Road. The Council's Transportation Team are exploring options to enhance the capacity of the network in the vicinity of the bridge, and



- Major road
- Secondary road
- Local road
- Publicly accessible surface car park
- Publicly accessible multi storey car park
- Indirect connection
- Conflict areas (crossings and junctions)
- Barriers for vehicular traffic

FIGURE 20, Road network and parking

particularly at the junction with Hanworth Road to improve this link's ability to deal with increased demand.

There are a number of car parks within the Town Centre that serve their immediate adjacent use.

These include:

- Surface parking associated with the superstores;
- The multi-storey car park within 'The Centre';
- The Leisure West complex and associated large surface parking; and
- A number of smaller parking areas surrounding the station.

The majority of the car parks are not in the Council's control.

The Feltham Masterplan 2017 cannot provide solutions to traffic congestion. These will have to be addressed as part of a wider traffic and transport study Hounslow Council will undertake for the West of the Borough to support the Local Plan Review. However, the plan can promote access and parking principles for development sites to that aim to reduce the traffic impact of new development and to help permeability of the area.



Convenient parking on the High Street



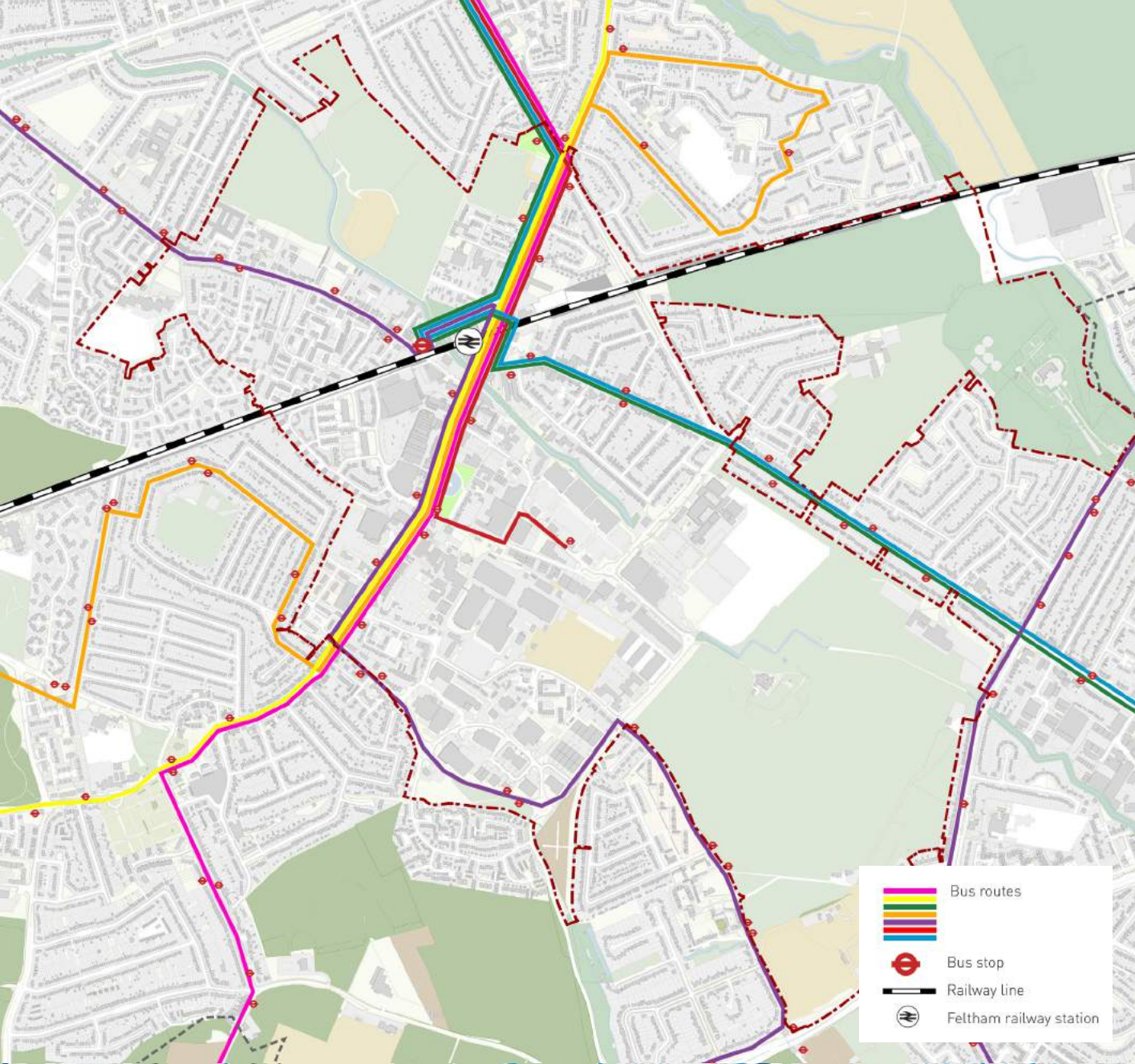
Narrow footway at Hounslow Road bridge



Car parking access to 'The Centre'



Surface car parking at Leisure West



## 2.6 PUBLIC TRANSPORT

Public transport accessibility within the wider Feltham Town Centre area is poor to good with Public Transport Accessibility Level (PTAL) ranging between 1a and 5 (around station). The MOD site however exhibits poor PTAL ratings of 1a and 1b up to 3.

South Western Railway services from Feltham serve Waterloo via Richmond and via Hounslow, Windsor, Reading and Weybridge.

Feltham is also served by frequent bus services which generally run north-south along High Street.

At present there is no single bus interchange with some buses serving the bus station on the north side of the railway and some serving the High Street on the south side.

The Council's transportation team is in the process of eliminating the need for buses to travel to the current interchange point by providing new stops on Hounslow Road. This will reduce journey times for through passengers.

The team further investigates options to extend a bus service into the MOD site to improve the public transport accessibility of this development area.

FIGURE 21, Existing bus network

## 2.7 CYCLING

At present the network of cycling routes to and through the Town Centre is disjointed and facilities including road markings and signage is poor or non-existent. Bus priority facilities on High Street can be used by cyclists.

The borough is progressing feasibility work to improve cycle facilities along the High Street linking the station to Lower Feltham.

A wider network of off-carriageway cycle routes is in the form of the 'west area greenways network' is also in process of implementation. This includes new routes through the De Brome Playing Fields and through Hanworth Park, with other routes planned along the Longford River from High Street to Browells Lane and through the Feltham Parklands.

There is an opportunity to promote better public transport provision and cycling facilities in Feltham to encourage a modal shift away from the car and towards the use of more sustainable modes of transport. A bus service could be extended into the MOD lands and the network of cycle lanes joined up and expanded.



FIGURE 22, Existing cycling routes

## 2.8 PEDESTRIAN ENVIRONMENT

The overall pedestrian movement and environment within the Town Centre is poor. Many areas are segregated by barriers including the railway line, river and impermeable development such as MOD land and large private industrial areas. Key pedestrian routes to the centre are often indirect and illegible, of poor quality with a lack of enclosure and overlooking. In many cases key pedestrian routes are aligned through relatively hostile environments served by heavy vehicles.

Other key issues include:

- **Junctions lack pedestrian facilities**  
- A number of busy junctions along the High Street have no crossing facilities for pedestrians;
- **Level crossing is a safety hazard** - This is set to close and replaced by a new bridge connecting the station directly linking the station to The Centre. This is due to be implemented in 2018.
- **Inadequate footways** at bridges over the railway and river;
- **Vehicle dominated High Street** with narrow footways;
- **Access to Leisure West is poor** - The pedestrian environment along Victoria Road is poor with narrow footways and a lack of overlooking. This is an important connection between Leisure West and the Town Centre;

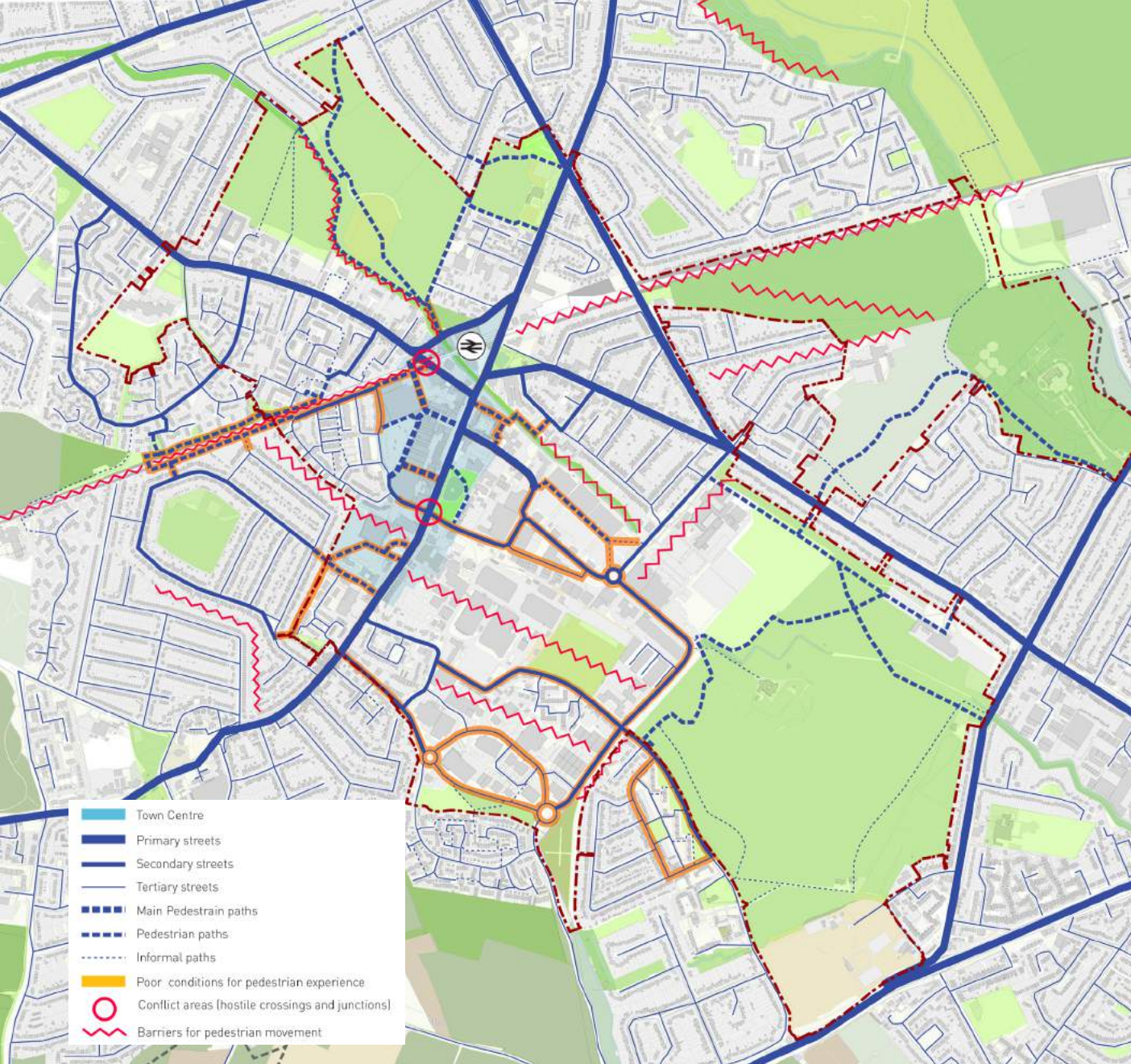


FIGURE 23, Pedestrian environment

- Lack of a continuous route along Longford River
- Access to Feltham Park is poor - The current access of New Road is uninviting and illegible. The existing path leading to Feltham Arena is overgrown and secluded. There is an opportunity to open up this route, provide development which overlooks this route and create a safe and attractive entrance to the Feltham Arena;
- Cluttered public realm - The high street is cluttered with guard railing, signage, and uncoordinated street furniture;
- Poor connections between the Town Centre and the Crane River and Hanworth Park.

The GLA funded 'Feltham Public Realm Study' (June 2017) identified a number of public realm improvement opportunities in Feltham Town Centre, that aim to address some of these issues. These include improvements to the High Street, Feltham Green and the railway crossing, and its recommendations have informed the Feltham Masterplan 2017.

The development in the Town Centre offers opportunities to create better local permeability and establish new and enhanced pedestrian connections between surrounding neighbourhoods and the centre, as well as with open spaces.



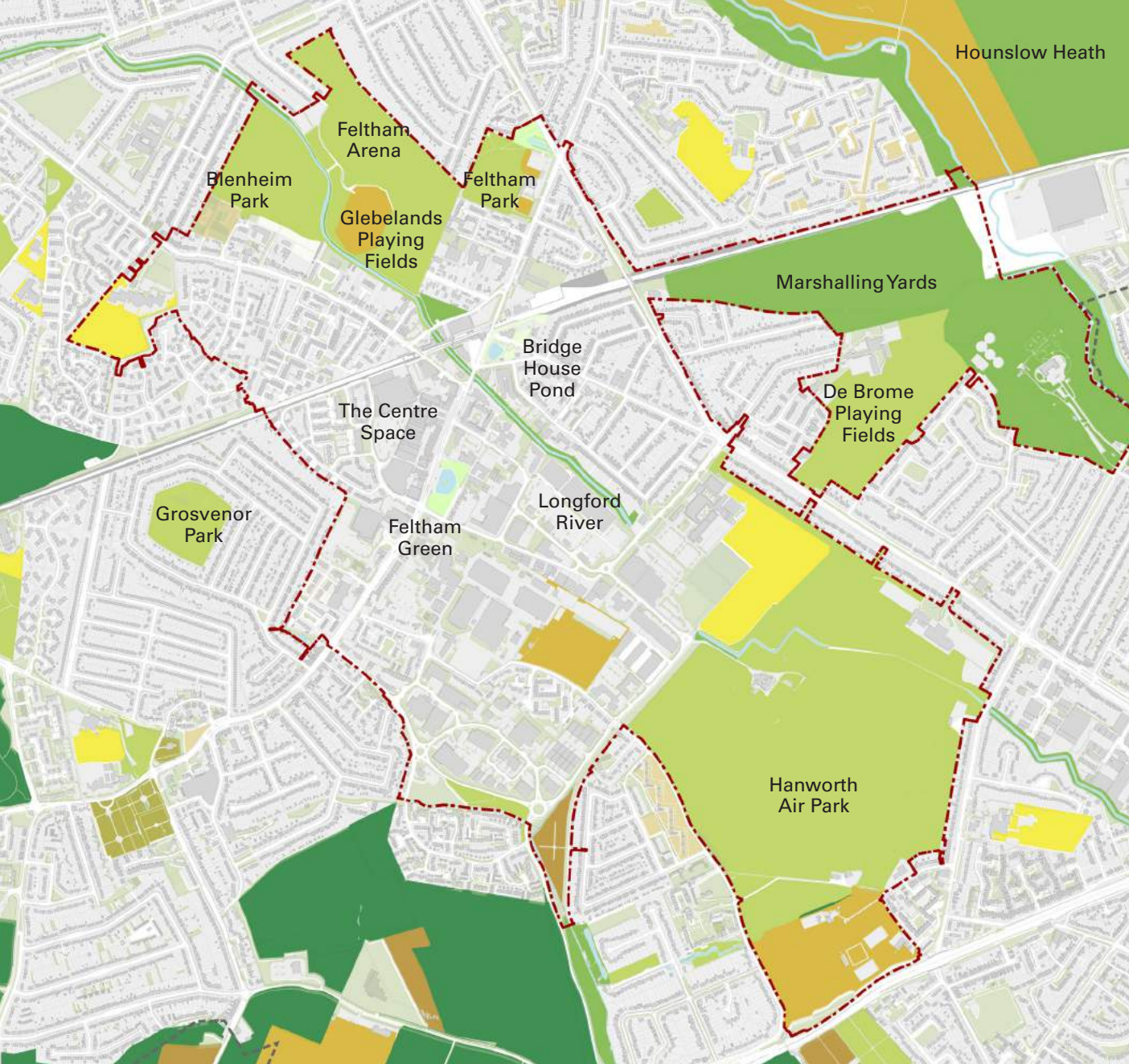
Pedestrian environment along the High Street



Proposed pedestrian bridge at Bedfont Lane



Narrow footways along key routes



## 2.9 OPEN SPACES

Feltham Town Centre benefits from a number of large open spaces within close proximity - about 10 min walk from the centre.

A collection of adjoining but separate green spaces, Feltham Arena, Blenheim Park, Glebelands Playing Field, Poor's Piece and Feltham Park, jointly form a large green space to the west of Feltham Station. At present this space is largely hidden to the back of properties and difficult to find.

The Longford River divides the area and connections between the different spaces is poor. Overall the area feels fragmented, lacks a quality landscape treatment, adequate facilities and can feel unsafe and intimidating. An athletics running track remains at the Feltham Arena site, while the former Feltham Football Club has been demolished.

FIGURE 24, Existing open spaces

- Accessible countryside (green belt)
- Public gardens
- Parks & playing fields
- Natural & semi-natural urban green spaces
- School playing fields
- Outdoor sports facilities
- Amenity spaces
- Cemeteries & churchyard
- Allotments, community gardens & urban/city farms
- Rivers, natural water bodies
- Canals man-made water bodies

Hanworth Air Park was established on a former airfield and is a large open space without any notable topography. An area of mature tree-cover around Hanworth House and along some of its edges provide some contrast but otherwise the park's open grass land is bleak and lacks interest, and is mainly used as playing fields and for the flying of model air planes.

Other large green spaces in the area include the natural areas along the Crane River and on the Marshalling Yards (only partially accessible), the open grassland of the De Brome Playing Fields, and Hounslow Heath to the east of the centre, all of which lack from good public accessibility, a network of paths and other open space amenities.

Within the core of the Town Centre, there is a hard space situated within 'The Centre' shopping mall. This space is small and primarily functions as part of the retail zone, land is lacking in civic character. The space is hidden from the High Street by a retail kiosk.

The Town Centre also includes two historic green spaces: Feltham Green and Bridge House Pond.

Feltham Green has functioned as an important meeting point and civic space within the town for over a hundred years. It remains an important space within the Town Centre but would benefit from greater animation and adjacent activity.

Improving the relationship and access between the High Street and Feltham Green is essential to re-stitch this space back into the Town Centre.



Feltham Green



Feltham Arena



Main retail space at "The Centre" Shopping centre



Longford River

**Bridge House Pond** is a small water body located within a triangular space adjacent to Feltham Station. The space feels disconnected from the High Street and is in need of enhancement. Its secluded nature and lack of overlooking results in a somewhat intimidating environment with reports of anti-social behaviour.

The **Longford River** runs through the Town Centre connecting northwards to Feltham Arena and beyond and southwards to Hanworth Air Park and beyond. At present the river is inaccessible for long stretches and therefore fails to act as a strategic green route through the Town Centre.

#### The Feltham Parks Masterplan

In August 2016, the Council appointed consultants to produce the Feltham Parks Masterplan. This study will sit alongside the Feltham Masterplan 2017. It reviews the landscape design and usage of Feltham Park, as well as Blenheim Park, Glebelands, Poets Corner and Feltham Arena and Feltham Park with the view to combining the into a contiguous green space.

The outcome of the Parks masterplan is to be informed by both existing/potential users through consultations and viable commercial opportunities.

The main objectives of this masterplan are as follows:

- To develop the Feltham parks as a sports and physical activity hub;
- To identify effective enhancements/ improvement responding to community need for short and long-term investment;
- To maximise the usage of the parks, including Feltham Green as green infrastructure for Feltham Town Centre and the Housing zone; and
- To identify income generation opportunities that can sustain the management of the parks and increase usage.

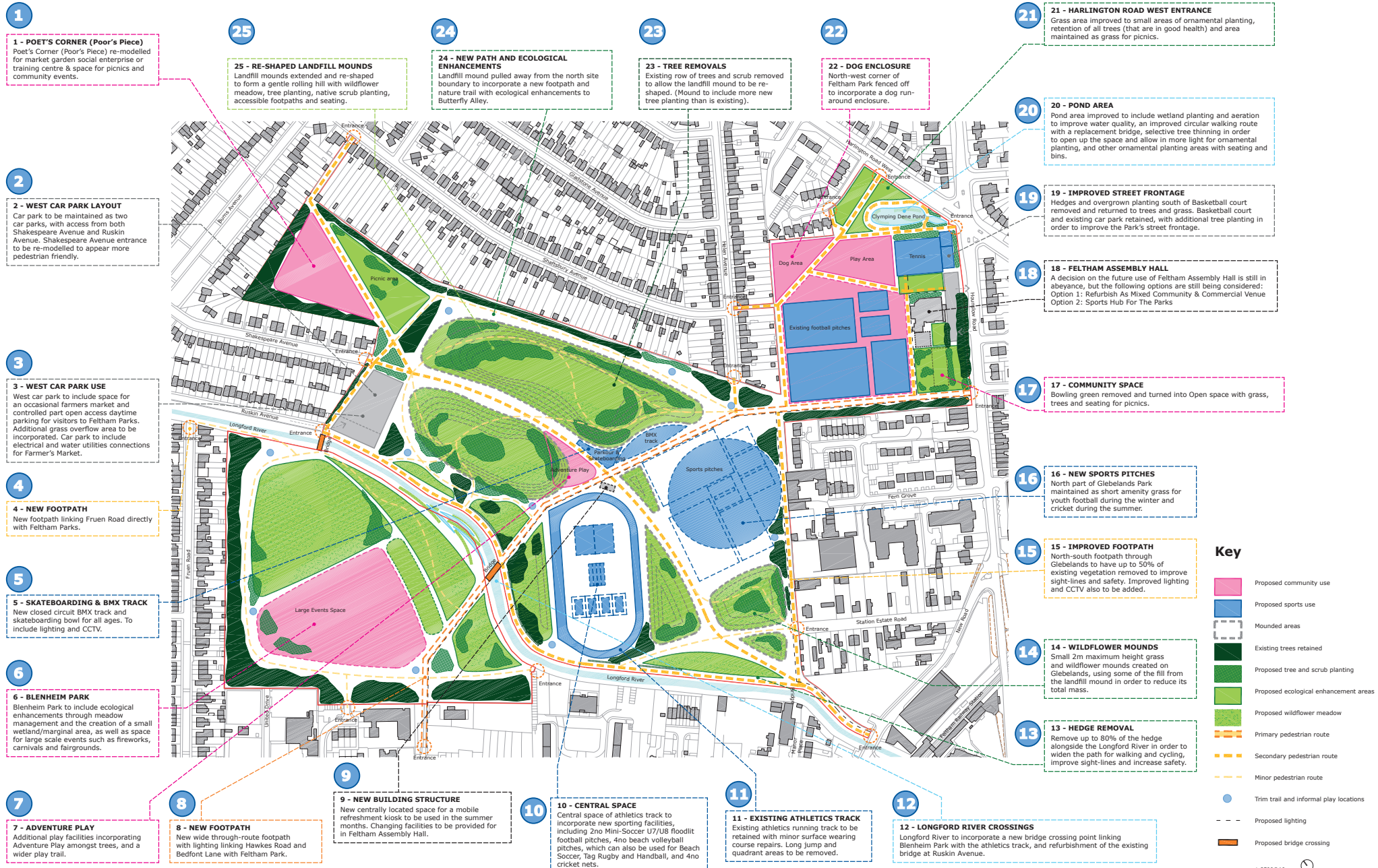
This masterplan is due to be completed in early Summer 2017.



Area covered by the Feltham Parks Masterplan



There is an opportunity for Feltham to maximise on its green assets, improve its open spaces and their connectivity, provide a rich and varied outdoor offer, recreation opportunities and spaces for the community, and to support an active and healthy life style.



Feltham Parks Masterplan Proposals (September 2017)

## 2.10 SWOT ANALYSIS

The SWOT analysis summarises the Strength, Weaknesses, Opportunities and Delivery Challenges of Feltham Town Centre.

### STRENGTHS

- Established local centre that is trading well
- Cineworld complex and Leisure West attracts visitors from outside Feltham
- Frequent rail services into London
- Good local bus provision
- Good access to strategic road network
- Proximity to Heathrow – employment cluster
- More employment than people in work
- Affordable location
- Abundance of open spaces in close proximity
- Strong community base



Quality open space



Proximity to an expanding Heathrow



Frequent Rail Links to London



Successful Town Centre

## WEAKNESSES

- Lack of integration between Leisure West and the Town Centre
- Road dominated and poor quality environment
- Open spaces lack differentiation and interest, and are underused
- Poor quality connections between surrounding communities, employment areas and the centre
- Congestion in the centre and on railway bridge over adjacent the station
- Poor pedestrian crossing facilities
- Poor arrival experience at Feltham station
- Lack of food and drink offer and provision of evening economy amenities
- Value focused retail offer
- Weak investment in new housing
- Image affected by the Feltham Young Offenders Institution



Poor arrival experience at the station



Traffic dominated and poor quality environment



Open spaces with no clear use or definition



Poor quality connections

## OPPORTUNITIES

- Broadening the residential offer, focusing on young professionals and families
- Raise quality of environment and development and enhance image to attract residents
- Potential to broaden retail mix with mid market dining / cafes
- Create an urban leisure hub as integral part of the Town Centre
- Diversify, enhance and maintain open spaces transport interchange with Town Centre to increase dwell time
- Use infrastructure investment to lever regeneration benefits
- Enhance cycle and walking access to the town
- Provide additional and improved industrial and commercial floorspace including industrial and small business units



Provide quality industrial and commercial units



Encourage dining uses



Improve the environment for cycling and walking



Enhance residential offer

## THREATS

- Failure of infrastructure investment to deliver wider regeneration benefits
- Failure to ring fence development receipts into upgrading and the maintenance of open spaces
- Incremental and uncoordinated approach to development may result in fragmented townscape
- Failure to enhance the leisure environment may result in the decline of Feltham as a leisure destination
- Failure to address congestion and junction performance for all modes of transport undermines the attractiveness of the centre
- Failure to involve and provide spaces for community may lead to alienation and lost initiatives that could drive regeneration





TELEPHONE

# 03

## THE VISION FOR FELTHAM

This section sets out the vision for Feltham Town Centre. It sets the strategic direction for how Feltham could evolve in the future to become an even better place to live, visit and work.

The vision has been informed by public engagement and discussions with stakeholders. The vision provides the guiding objectives for the proposals contained in the Feltham Masterplan 2017.

# / LOVE FELTHAM:

## A PLACE FOR THE LOCAL COMMUNITY

- Strengthen Feltham Town Centre's role as an attractive and convenient shopping and services destination for local people;
- Make Feltham Town Centre the place of choice for local people to go out, meet, and have a good time;
- Enhance the attractiveness of Feltham Town Centre with well designed, safe and inviting public spaces;
- Make a Feltham a place that supports residents to live a healthy lifestyle;
- Provide necessary social infrastructure to support existing and future residents, such as schools, nurseries, health, social and community facilities; and
- Make Feltham Town Centre a better place for community activities like street markets, festivals and events.

### AN OPPORTUNITY FOR...



**MEETING FRIENDS**



**HIGH QUALITY SCHOOLS**



**COMMUNITY GARDENING PROJECTS**



**A LIVELY LOCAL CENTRE**

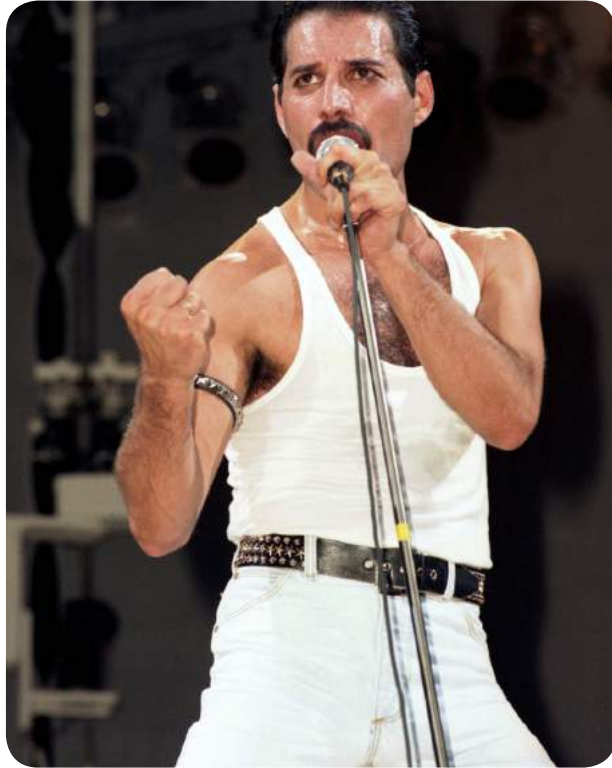


**GOING OUT**



**FESTIVALS AND MARKETS**

## AN OPPORTUNITY FOR...



**REMEMBERING FELTHAM'S MOST FAMOUS TALENT**



**BEING INSPIRED BY ITS INDUSTRIOUS PAST**



**ENHANCING GREEN SPACES**



**MAKING THE MOST OF FELTHAM'S HERITAGE**

# / PROUD FELTHAM

## A PLACE WITH A STRONG IDENTITY

- Enhance Feltham's offer, expression and image as a source of local pride;
- Celebrate Feltham's history including its role in manufacturing, the Longford River and its Victorian core;
- Remember Feltham's famous talents such as Freddy Mercury, Mo Farah and Brian May;
- Preserve and enhance historic buildings, spaces and their setting;
- Deliver high quality architecture that responds sensitively to the local context; and
- Involve the community in shaping Feltham's future and support local community led activities.

# / LIVE IN FELTHAM

## A GREAT PLACE TO LIVE

- Provide high quality new housing with a variety of types and sizes that suit the needs of the wider community;
- Provide a significant amount of affordable housing, that is provided tenure blind within new development;
- Promote town centre development with apartment living and an appropriate density to ensure the vitality and viability of local facilities;
- Ensure that new neighbourhoods are designed around walking and cycling, and provide livable environments and a high quality public realm;
- Provide inclusive and well managed open spaces that are active, overlooked and include play areas; and
- Ensure that existing and new residents are supported by sufficient social infrastructure and community facilities.

### AN OPPORTUNITY FOR...



**WELL-MANAGED SPACES**



**WELL DEFINED AND SAFE STREETS**

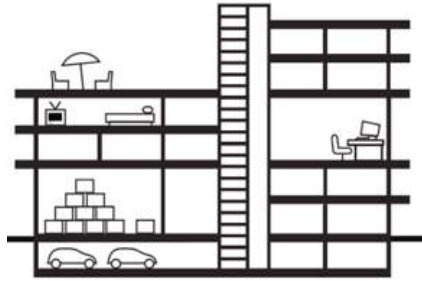


**QUALITY AFFORDABLE HOUSING**



**ATTRACTIVE FAMILY HOUSING**

## AN OPPORTUNITY FOR...



**FLEXIBLE BUILDINGS**



**ADDITIONAL SUPPORT FOR EXISTING BUSINESSES**



**SHARED OFFICE SPACE**



**CONNECT TO EMPLOYMENT DESTINATIONS**

# / MADE IN FELTHAM

## A PLACE FOR BUSINESS TO THRIVE

- Enhance the environment and support infrastructure needs to retain existing and attract new businesses into the wider Feltham area;
- Safeguard and support Feltham's key employment locations to the east and south of the Town Centre, and provide better walking and cycling connections with the Town Centre;
- Provide affordable office, hybrid or light industrial spaces for smaller companies as part of the mix of uses where employment spaces are re-developed;
- Assist businesses affected by development with their relocation in the locality;
- Establish a business incubator hub with serviced office space to support start-ups and freelance workers; and
- Provide convenient public transport links to major employment destinations such as Heathrow Airport.

# / CONNECT FELTHAM

## A PLACE THAT IS EASY TO GET AROUND

- Encourage a modal shift from the private car towards public transport, car sharing, cycling and walking to help combat air pollution and congestion;
- Improve the public transport offer with better bus and rail services, enhanced facilities and convenient interchanges;
- Create a high quality walking environment with appropriately sized footways, safe pedestrian crossing facilities and a network of connected, direct and legible of routes;
- Deliver a direct, convenient and attractive replacement railway bridge crossing;
- Connect and extend the network of shared leisure routes for cycling and walking routes to the Town Centre, open spaces and schools; and
- Develop and implement a coordinated Town Centre access and parking strategy.

### AN OPPORTUNITY FOR...



**IMPROVED PUBLIC TRANSPORT**



**CYCLING TO WORK AND FOR LEISURE**



**CREATE A HIGH QUALITY PUBLIC REALM**



**A REPLACEMENT RAILWAY BRIDGE CROSSING**



**AN ENHANCED WALKING ENVIRONMENT**

## AN OPPORTUNITY FOR...



**COMMUNITY ALLOTMENTS**



**ACTIVE OUTDOOR EQUIPMENT**



**QUALITY GREEN SPACES TO ENJOY**



**ATTRACTIVE CHILDREN'S PLAY FACILITIES**

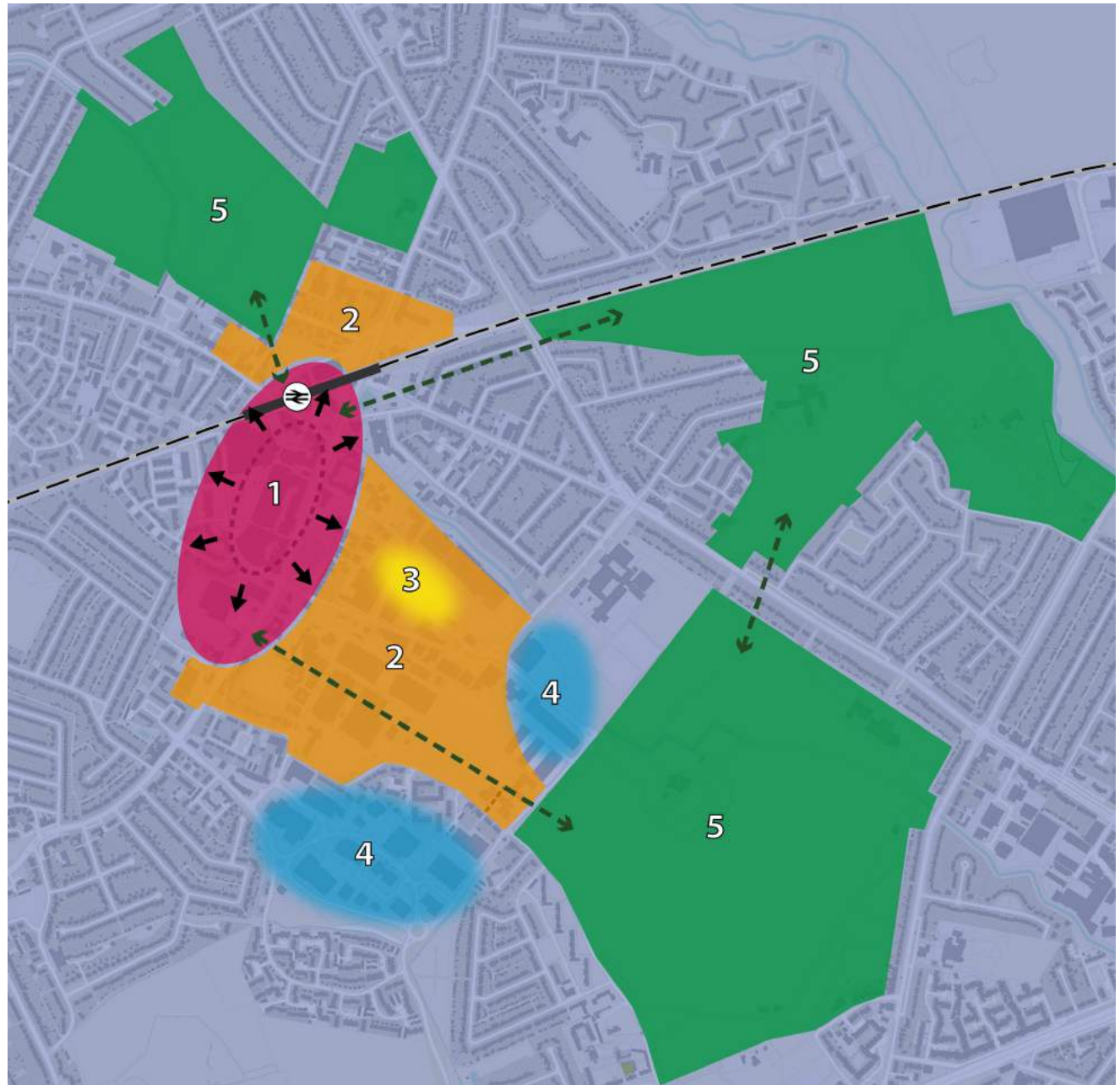
# / GREEN FELTHAM

## A PLACE WITH GREAT OPEN SPACES

- Provide three great parks, each with their own offer and character: Feltham Parklands, Hanworth Air Park and Upper Crane Park;
- Enhance the existing Town Centre green spaces, Bridge House Pond and Feltham Green, as places for the community to meet, relax, play and enjoy, and for events;
- Provide a quality green space central to the MOD site re-development that invite for sitting out and children's play for local residents and Town Centre visitors alike;
- Support active and healthy lifestyles with playing fields, open air gyms, jogging tracks and walking paths;
- Preserve tranquil natural areas for wild life conservation, recreation and education; and
- Provide community gardens and allotments for local food growing.

FIGURE 25, Concept Diagram

-  1. Intensify the Town Centre
-  2. Expand Town Centre Living
-  3. Enhance Leisure West
-  4. Retain Employment Focus
-  5. Connect and Enhance Feltham Park
-  Feltham Station
-  Railway line



# 04

## THE SPATIAL CONCEPT

### 4.1 CONCEPT DIAGRAM

---

Feltham, as other Outer London Centres, is targeted for growth by the Mayor of London. This study looks at how this growth can be accommodated sensitively, and how it can bring improvements to the local environment, transport infrastructure, local facilities and social infrastructure.

The key opportunities for Feltham lie in the intensification of lower density land uses. Several opportunities for intensification exist across the study area including the Ministry of Defence Site (MOD), Leisure West, the aging industrial area at Browells Lane, as well as sites around the station and to the south of the centre.

Re-development of these sites should focus on delivering a range of Town Centre uses that can benefit from existing facilities and amenities and high levels of public transport accessibility.

This study identifies five key spatial principles that the envisaged growth in Feltham Town Centre should follow to deliver the Feltham vision.

These are as follows:

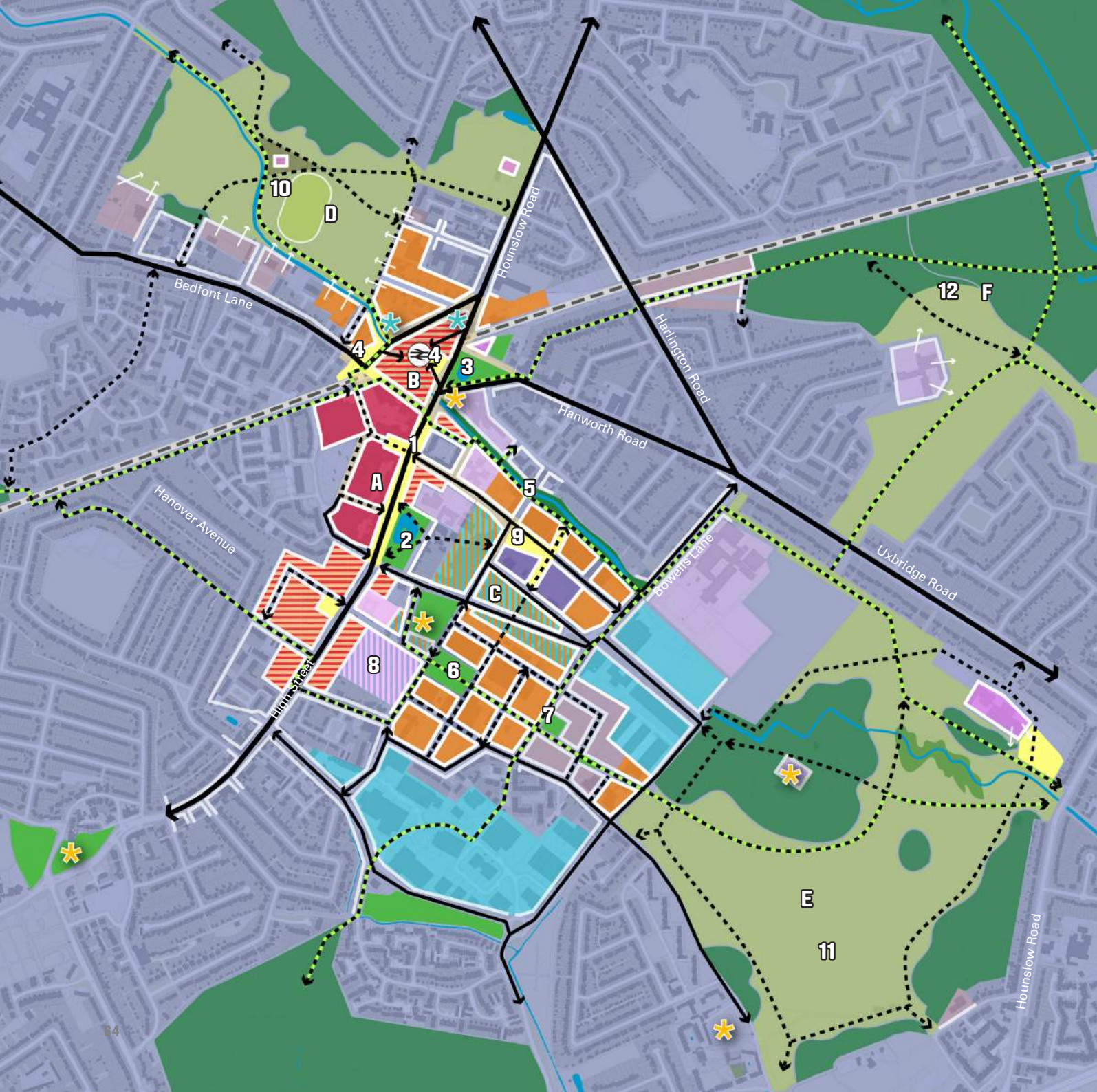
- 1) Intensify the Town Centre - residential growth will support a greater mix and variety of uses, including a greater food and drink offer and enhanced leisure, cultural and community facilities. Residential growth further can support the physical expansion of the Town Centre to the north of the station, to the south along the High Street and to the east of the High Street.
- 2) Expand Town Centre living - establish a fringe of apartment buildings around the centre with walkable compact developments that support a vibrant Town Centre, providing higher density in the centre and around the station and larger units for families at the periphery.

- 3) Enhance the leisure provision - intensify Leisure West by providing a new urban mixed-use leisure hub with good walking connections to the Town Centre.

- 4) Retain employment focus - new development on former employment sites should include flexible and affordable employment spaces as part of the mix to ensure the Town Centre remains a place where people work. Strategic industrial locations at the east and south of the Town Centre are protected and better connected to the centre.

- 5) Connect and enhance Feltham Parks and other green and blue space - the Town Centre sits between three large underused open spaces. Growth can bring investment, better connection and animation to Feltham's open spaces, and provide a rich and unique recreational offer and liveable environment.

FIGURE 26, Urban Structure Diagram



- Proposed medium density residential development
- Proposed higher density residential development
- Strengthen existing town centre uses
- Potential mixed use development with local retail
- Potential mixed use development with employment
- Proposed leisure hub
- Proposed REACH 2 academy
- Proposed retained employment area
- Existing community use
- Public space
- Green space
- Parks / open land
- Frontages
- Overlooking of open spaces
- Principal route
- Local walking connection
- Strategic walking and cycling route
- Railway station
- Existing Landmark
- Proposed Landmark

## 4.2 URBAN STRUCTURE DIAGRAM

The spatial concept has informed the preparation of the urban structure diagram (Figure 26). This has taken account of existing development interest, land ownerships and constraints, as well as other ongoing projects and local initiatives.

The urban structure diagram sets out the proposed structure of Feltham Town Centre and its immediate surroundings, including its open spaces, principle connections and land uses. The diagram has evolved in discussion with Council officers, stakeholders and local people.

Its purpose is to inform and guide change in Feltham, to ensure development comes forward in a coordinated and integrated way, that it creates the right connections and adheres to the overarching spatial vision.

The urban structure diagram establishes a spatial framework for development that sets key principles but retains flexibility.

The urban structure diagram identifies six areas of change. These are described further in the following Chapter 5 and include:

- A Feltham Town Centre
- B Station Quarter
- C Feltham East
- D Feltham Park
- E Hanworth Air Park and
- F Upper Crane Park

The diagram further identifies a number of strategic walking and cycling routes that connect the centre with surrounding open spaces and the wider sub-region. It also establishes a network of local movement routes that will make the centre more connected and permeable.

Different colours and hatches in the diagram identify broad areas with different type and mix of land uses proposed in the Town Centre.

The diagram further identifies a number of proposed new or enhanced open spaces:

- (1) The High Street
- (2) Feltham Green
- (3) Bridge House Pond
- (4) Station Squares
- (5) Enhanced Longford River corridor
- (6) New town park
- (7) New local green space
- (8) Reach Academy Playing Fields
- (9) Leisure West Plaza
- (10) Feltham Parklands
- (11) Hanworth Air Park
- (12) Upper Crane Park

The topics of new and enhanced open spaces, distribution of land uses, building height, and access and movement are discussed in more detail in Chapter 6, Development Principles.

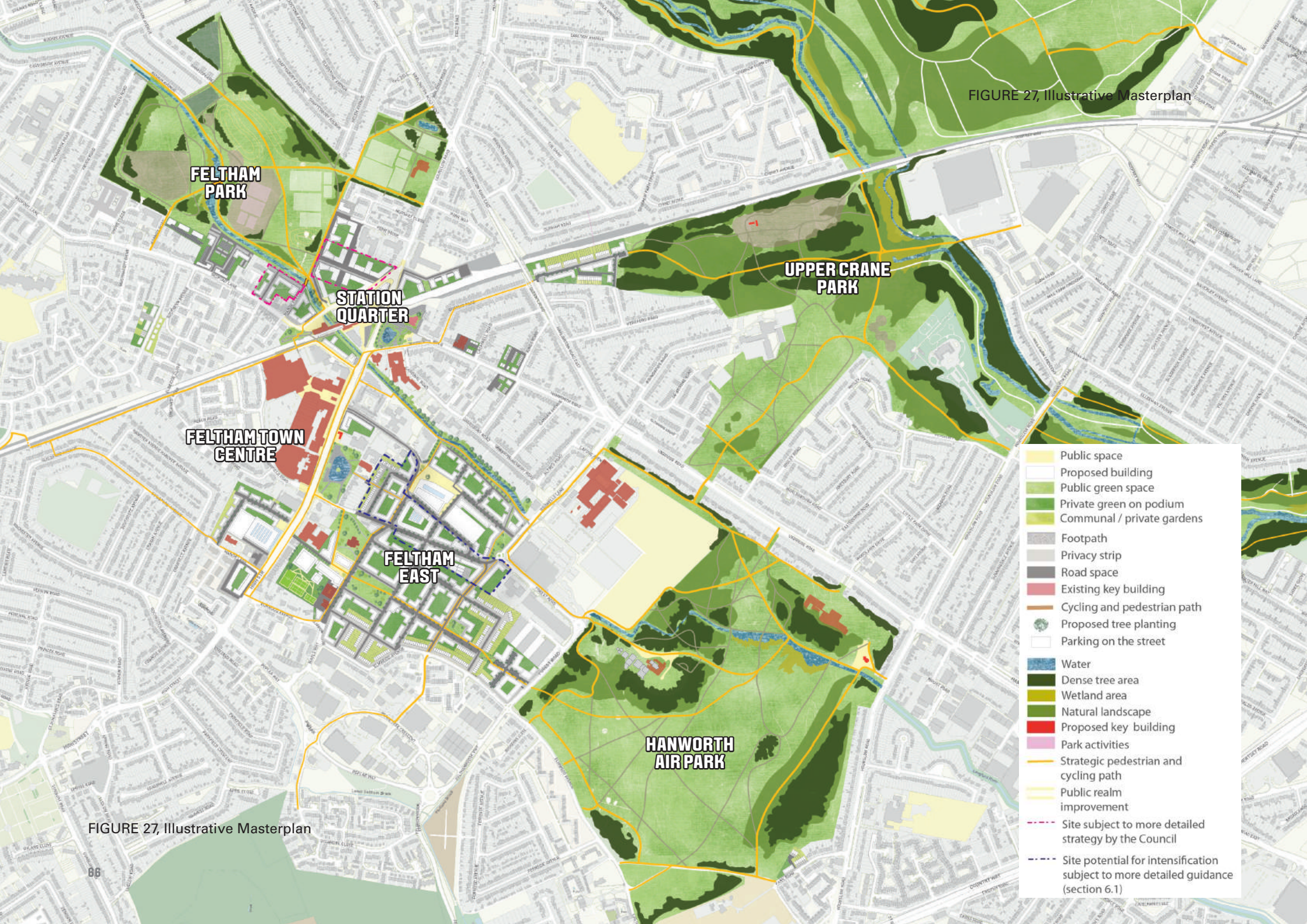


FIGURE 27, Illustrative Masterplan

**FELTHAM PARK**

**STATION QUARTER**

**FELTHAM TOWN CENTRE**

**FELTHAM EAST**

**UPPER CRANE PARK**

**HANWORTH AIR PARK**

FIGURE 27, Illustrative Masterplan

- Public space
- Proposed building
- Public green space
- Private green on podium
- Communal / private gardens
- Footpath
- Privacy strip
- Road space
- Existing key building
- Cycling and pedestrian path
- Proposed tree planting
- Parking on the street
- Water
- Dense tree area
- Wetland area
- Natural landscape
- Proposed key building
- Park activities
- Strategic pedestrian and cycling path
- Public realm improvement
- Site subject to more detailed strategy by the Council
- Site potential for intensification subject to more detailed guidance (section 6.1)

# 05

## AREAS OF CHANGE

### 5.1 THE ILLUSTRATIVE MASTERPLAN

The opportunities, concept plan and urban structure plan featured earlier in this document have been developed to create an illustrative masterplan (Figure 27). The plan illustrates the proposed spatial and structuring features of the Town Centre and how they combine to form a coherent place. It is supported by a set of development principles - described in chapter 6 this document.

The illustrative masterplan is not a blueprint or final design for Feltham, but demonstrates one way of how development could come forward in response to the vision and in compliance with development principles.

The plan illustrates opportunities for new development for the sub-areas identified by the Urban Structure Diagram in Feltham.

The proposals for each area of change are driven by the need to respond to and enhance local character. Each area develops a unique character which is used to inform the scale, massing, use and form of development. At a whole town level, the illustrative masterplan shows how these areas of change connect to each other and the existing townscape.

Proposed areas of change are detailed further on the following pages in this chapter.

#### OVERALL DEVELOPMENT CAPACITY

The illustrative masterplan has been used to identify and test the development capacities of sites within Feltham in respect of the vision and the development principles. The plan shows the capacity of identified development sites in Feltham to provide the following:

- about 5,000 new homes including 277 family houses;
- the re-provision of the Tesco and Lidl supermarkets as part of compact mixed use developments;
- about 8,300sqm of new Town Centre retail, including new bars, restaurants and cafes on the High Street and in Leisure West;
- a compact Leisure Hub that re-provides a cinema and other leisure uses at Leisure West;
- re-provision of car parking in multi-storey car parks as part of the redevelopment of the Tesco and Lidl supermarkets and at Leisure West;
- the provision of the Reach Academy 2, a new all-through Free School at the MOD site;
- about 10,000 sqm of active ground floor spaces in residential buildings that could provide office and hybrid spaces for existing and new small businesses, as well as accommodate health and community facilities;
- about 2,000 sqm of re-provided light industrial or hybrid spaces at Browells Lane as part of a mixed use redevelopment; and
- improvements to open spaces, walking and cycling connections in and around the Town Centre.



- Public space
- Proposed building
- Public green space
- Private green on podium
- Communal / private gardens
- Footpath
- Privacy strip
- Road space
- Existing key building
- Cycling and pedestrian path
- Proposed tree planting
- Parking on the street
- Water
- Dense tree area
- Wetland area
- Natural landscape
- Proposed key building
- Park activities
- Strategic pedestrian and cycling path
- Public realm improvement
- Site potential for intensification subject to more detailed guidance

## 5.2 FELTHAM TOWN CENTRE

### PROPOSED CHARACTER

Feltham Town Centre should be strengthened as a place for place for both shopping and leisure and as a focus for activity in the town. The Town Centre character and mixed-use activities should extend to the south along the High Street to animate the Tesco site and beyond. New mixed used development is also proposed on the eastern side of the High Street right in the Centre to foster increased activity and vitality and to provide better enclosure to the street.

The public realm and landscaping along the High Street should be improved to offer a quality environment for people with wider footways and better crossing facilities.

The Town Centre offers opportunities for new activities such as outdoor cafes and markets.

New development in the Town Centre must respond sensitively to Feltham's historic fabric especially around Feltham Green and enhance views to St Catherines' Spire.

Feltham Green should be improved and better integrated with the Town Centre to serve as a space to rest and meet and for community activities.



Artist illustration of a vibrant Town Centre environment



Example for seating around the pond



Opportunity for regular market stalls along Feltham High Street

FIGURE 28 (left), Feltham Town Centre Illustrative Masterplan

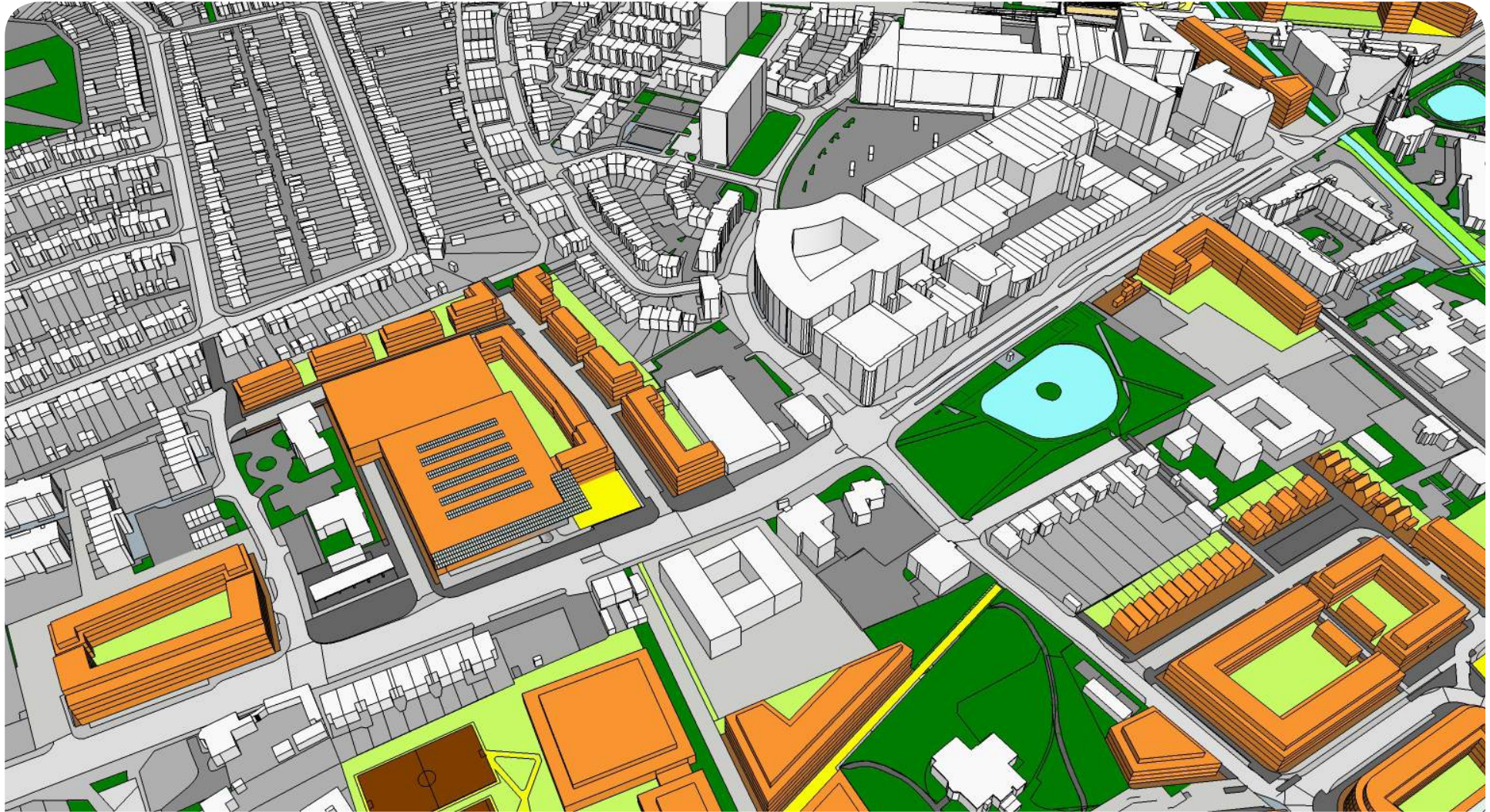


FIGURE 29, Town Centre 3D View

## PROPOSALS

Proposals for this area include:

A1 - Enhanced public realm on High Street with better pedestrian crossing facilities;

A2 - Improvements to Feltham Green as community space;

A3 - New Tesco Superstore with understore parking and a new public space;

A4 - New homes across the Town Centre;

A5 - New shops and cafes along the High Street both along the eastern edge and southern extension of the High Street;

A6 - Enhanced pedestrian connection between the Tesco site and the Grosvenor Park area; and

A7 - Potential for temporary use such as a cafe on site adjacent Feltham Green to help animate the High Street and the open space.

## ESTIMATED DEVELOPMENT CAPACITY

RESIDENTIAL ACCOMMODATION	
Apartments (units)	331

NON-RESIDENTIAL ACCOMMODATION	
Retail / Cafe / Restaurant (sqm)	8,176
Reprovided car parking spaces at Tesco (estimated)	273



**FIGURE 30, Station Quarter Illustrative Masterplan**

- Public space
- Proposed building
- Public green space
- Private green on podium
- Communal / private gardens
- Footpath
- Privacy strip
- Road space
- Existing key building
- Cycling and pedestrian path
- Proposed tree planting
- Parking on the street
- Water
- Dense tree area
- Wetland area
- Natural landscape
- Proposed key building
- Park activities
- Strategic pedestrian and cycling path
- Public realm improvement
- Site subject to more detailed strategy by the Council

## 5.3 STATION QUARTER

Around Feltham Station a new residential-led urban quarter is proposed as a natural extension of Feltham Town Centre. A number of urban perimeter blocks create well enclosed and continuous streets, a vibrant character and urban feel. Active ground floor uses along the main pedestrian routes offer spaces for an expanded Town Centre retail and convenience offer. Apartments in the upper floors provide a mix of smaller units especially for young urban professionals that seek an urban lifestyle and high public transport accessibility.

Enhancements to the current station forecourts and the creation of a new station entrance to the north improve the integration of the transport hub in the Town Centre and establish a better arrival experience. Public spaces outside the station entrances offer attractive places to meet and wait, and direct people into the Town Centre. A high-quality landscaped pedestrian and cycling bridge replaces the level crossing at Bedfont Lane.

The Station Quarter opens up Feltham Parklands and establishes a positive urban frontage and interface with the park, provides overlooking and makes the park feel safe. Bridge House Pond is enhanced to become a new focal point for community activities.

The general height of buildings supports an urban Town Centre character and good street enclosure, while a few taller elements are proposed to mark the gateways into the Town Centre from Hounslow Road and Feltham Parklands and to create a lively skyline. Views towards St Catherine's Spire are retained and enhanced.



Providing a positive interface with Feltham Parklands



Active streets



Improvements at Bridge House pond should be community focused and enhance the playing area



FIGURE 31, Station Quarter 3D View

## TRAVELLING SHOW PEOPLE SITES

The proposals outline the Council's general aspiration for development in this area. It affects two Traveling Showpeople sites (see Figure 30 - 'Site subject to more detailed strategy by the Council') that are strongly protected by the Council's policy.

The consultation on the Draft Feltham Masterplan 2017 has also highlighted concern from existing occupiers and residents on these sites.

The Council is committed to consulting affected people, occupiers and land owners in developing its approach for these sites. Before any redevelopment takes place on the Travelling Showpeople sites, the Council will need to identify available options for them and accommodate the existing needs of the show people and their needs in the future in line with planning and other legislation.

## PROPOSALS

Proposals for this area include:

- B1 - New/ enhanced arrival spaces at the station;
- B2 - The renewal of bus infrastructure to improve bus journey times whilst maintaining integration with the station and town;
- B3 - Urban-scale mixed-use development with active ground floor uses around Feltham Station, and re-provision of the Lidl supermarket;
- B4 - New homes overlooking Feltham Parklands;
- B5 - A second pedestrian span on Hounslow Road over the railway;
- B6 - A quality pedestrian and cycle bridge replacing the level crossing at Bedfont Lane; and
- B7 - Enhancement to Bridge House Pond community space.

## ESTIMATED DEVELOPMENT CAPACITY

RESIDENTIAL ACCOMMODATION	
Apartments (units)	1,437
NON-RESIDENTIAL ACCOMMODATION	
Retail / Cafe / Restaurant provision including re-provided Lidl store (sqm)	3,965
Re-provided car parking spaces at Lidl (estimated)	205



**FIGURE 32, Feltham East  
Illustrative Masterplan**

- Public space
- Proposed building
- Public green space
- Private green on podium
- Communal / private gardens
- Footpath
- Privacy strip
- Road space
- Existing key building
- Cycling and pedestrian path
- Proposed tree planting
- Parking on the street
- Water
- Dense tree area
- Wetland area
- Natural landscape
- Proposed key building
- Park activities
- Strategic pedestrian and cycling path
- Public realm improvement
- Site potential for intensification subject to more detailed guidance (section 6.1)

## 5.4 FELTHAM EAST

Feltham East is proposed to become an exciting mixed-use quarter containing a variety of residential, commercial and leisure uses, supported by community and green infrastructure. The area is planned around a network of streets that create direct pedestrian connections to the High Street, Station and nearby open spaces such as Hanworth Air Park and the Longford River.

The Ministry of Defence (MOD) Site should be redeveloped as an urban neighbourhood with a mix of apartments and houses for young urban professionals and families. Tree lined streets and a central new neighbourhood space provide a friendly and green character. The Feltham House and garden should be restored. A green spine provides a new direct pedestrian and cycling link from the centre through the neighbourhood into Hanworth Air Park. Reach Academy 2, a new all-through free school and other community facility supports the existing and new community.

Leisure West is proposed to be redeveloped to deliver an urban-scale leisure hub with a cinema, bars and restaurant embedded in a wider mixed use development. Car parking is moved to a multi-storey car park and no longer dominates the environment. The pedestrian route with the Town Centre along Victoria Street should be enhanced. Active ground floors close to the Town Centre provide new office and hybrid spaces for local businesses.

Development should be inspired by and imaginatively respond to the illustrious history of the area as an aircraft production facility, barrack and air park.



Proposed mix of houses and apartments



FIGURE 33, Feltham East 3D view

## BROWELLS LANE / AIR PARK WAY INDUSTRIAL AREA

Over time it is expected that older industrial areas on Browells Lane and Airpark Way are intensified with mixed use development. This will enable the better integration and connection of the MOD site and the Leisure West developments to form a coherent and well connected new urban quarter in Feltham.

It is recognised that the affected industrial area has a wide range of established local businesses, which are valuable for the local economy, as they provide local services and employment. The Council will work with landowners and affected businesses to develop a more detailed strategy for this area that considers the needs and replacement opportunities for businesses as well as the wider regeneration objectives for this area.

## PROPOSALS

C1 - Compact residential led neighbourhood at MOD site with new public spaces and a connected network of streets;

C2 - Refurbishment of Feltham House in an enhanced garden setting;

C3 - New Reach Academy 2 and associated playingfield;

C4 - Direct new walking link with Hanworth Park;

C5 - Mixed-use intensification of the employment area at Browells Lane in medium / long term;

C6 - Urban Leisure Hub with new cinema, bars, restaurants and a public space, associated multi-storey car park and good pedestrian links with the town centre;

C7 - Mix of new homes;

C8 - New and improved connections with the High Street; and

C9 - Lower Feltham cycle links including Longford River walking and cycling route.

## ESTIMATED DEVELOPMENT CAPACITY

RESIDENTIAL ACCOMMODATION	
Houses (units)	184
Apartments (units)	2,637
<b>Total number of units</b>	<b>2,821</b>

NONRESIDENTIAL ACCOMMODATION	
Office / Commercial/ Community facility	10,685
Retail / Cafe Restaurant (sqm)	3,429
Structured car parking (spaces)	912
Leisure (sqm)	11,641
School (sqm)	11,314
Light industrial (sqm)	1,979

**FIGURE 35, Feltham Park  
Illustrative Masterplan**

- Public space
- Proposed building
- Public green space
- Private green on podium
- Communal / private gardens
- Footpath
- Privacy strip
- Road space
- Existing key building
- Cycling and pedestrian path
- Proposed tree planting
- Parking on the street
- Water
- Dense tree area
- Wetland area
- Natural landscape
- Proposed key building
- Park activities
- Strategic pedestrian and cycling path
- Public realm improvement
- Site subject to more detailed strategy by the Council



## 5.5 FELTHAM PARK

The Feltham Masterplan 2017 proposes to join together the existing open spaces around Feltham Arena into the Feltham Parklands, a new urban park that is well designed and well maintained. The Parklands offers a range of recreation and sports facilities for the community. It also includes an events spaces for open air concerts, cinema and other events. Part of the park should be reserved for community garden projects. The Parklands should be internally connected with a network of paths, including new bridge links across the River Longford. Routes across the park should be direct, well lit and safe to invite people to walk from neighbourhoods in the west through the park into the Town Centre and to the station.

To the south of the park between Bedfont Lane and its edge there are a few development opportunities for new housing development on infill sites, including the intensification of the Frank Towells Court. Where the new development abuts the park it should generally develop a frontage onto the park to better define its edge and provide overlooking to enhance the perception of safety. New development should also facilitate the creation of new pedestrian entrances into the Parklands.

As part of the park upgrade Feltham Assembly Hall should be refurbished and expanded to provide new centre for the community and offer spaces for community activities, kids clubs and events.



Potential new community facilities as part of the park



An attractive landscape design with new routes through the park

Artist impression of Feltham Park and the Station Quarter



## PROPOSALS

Proposals for this area include:

D1 - Linking Blenheim Park, the Longford River walk, Feltham Arena, Glebelands Playing Fields and Feltham Park into a joined up new community park;

D2 - New routes across the park, including new bridge links across the Longford River, connecting it to the wider area;

D3 - Enhanced sports and recreation facilities within the park and improved changing facilities and potentially a cafe-kiosk in the centre of the park;

D4 - New residential development to the south of the park;

D5 - Naturalisation of the Longford River; and

D6 - Refurbished and expanded Assembly Halls as a community centre.

## ESTIMATED DEVELOPMENT CAPACITY

RESIDENTIAL ACCOMMODATION	
Apartments (units)	105



- Public space
- Proposed building
- Public green space
- Private green on podium
- Communal / private gardens
- Footpath
- Privacy strip
- Road space
- Existing key building
- Cycling and pedestrian path
- Proposed tree planting
- Parking on the street
- Water
- Dense tree area
- Wetland area
- Natural landscape
- Proposed key building
- Park activities
- Strategic pedestrian and cycling path
- Public realm improvement
- Site potential for intensification subject to more detailed guidance (section 6.1)

FIGURE 36 Hanworth Air Park illustrative Masterplan

## 5.6 HANWORTH AIR PARK

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Hanworth Air Park has an illustrious history, as a former hunting ground turned airfield, having seen the landing of the Graf Zeppelin airship and welcoming the first woman flying solo across the Atlantic.

The masterplan proposes to enhance Hanworth Air Park, establish a more diverse landscape experience and differentiate sub-areas from each other. The operation of the model flying club should be retained and the sports and recreation offer of the park increased.

The Longford River should be deculverted to create an attractive focal point in the park, a new wetland area and habitat, and offer education and play opportunities for children. New bridge crossings should retain connectivity in the park.

The Grade II listed Hanworth House should be restored and re-established as a hotel, providing a focal point and animation within the park.

The Feltham Leisure Centre and Library should establish a more positive interface with the park and the landscape around the centre should be enhanced to reflect and celebrate its role as one of the main entrance points into the park.

A new scenic walking and cycling route should be established across the park from the western end of the green spine across the MOD lands to the Feltham Leisure Centre.

A small residential development on the council owned Naval Club site to the south east of the park on Park Road should help enhance the southern gateway into the park and provide overlooking.



The River Quaggy in L.B Lewisham was de-culverted in the early 2000s to encourage plants and animals the area and be more pleasant and attractive place - a similar approach could should be taken in Hanworth Air Park.



Hanworth House should be refurbished as part of development in this area

## PROPOSALS

Proposals for this area include:

E1 - De-culvert and naturalise the Longford River;

E2 - Improvements to Hanworth Air Park including a network of paths and diverse landscapes, sports pitches, children and young people's play facilities;

E3 - An enhanced setting and interface of the Feltham Leisure Centre with the park;

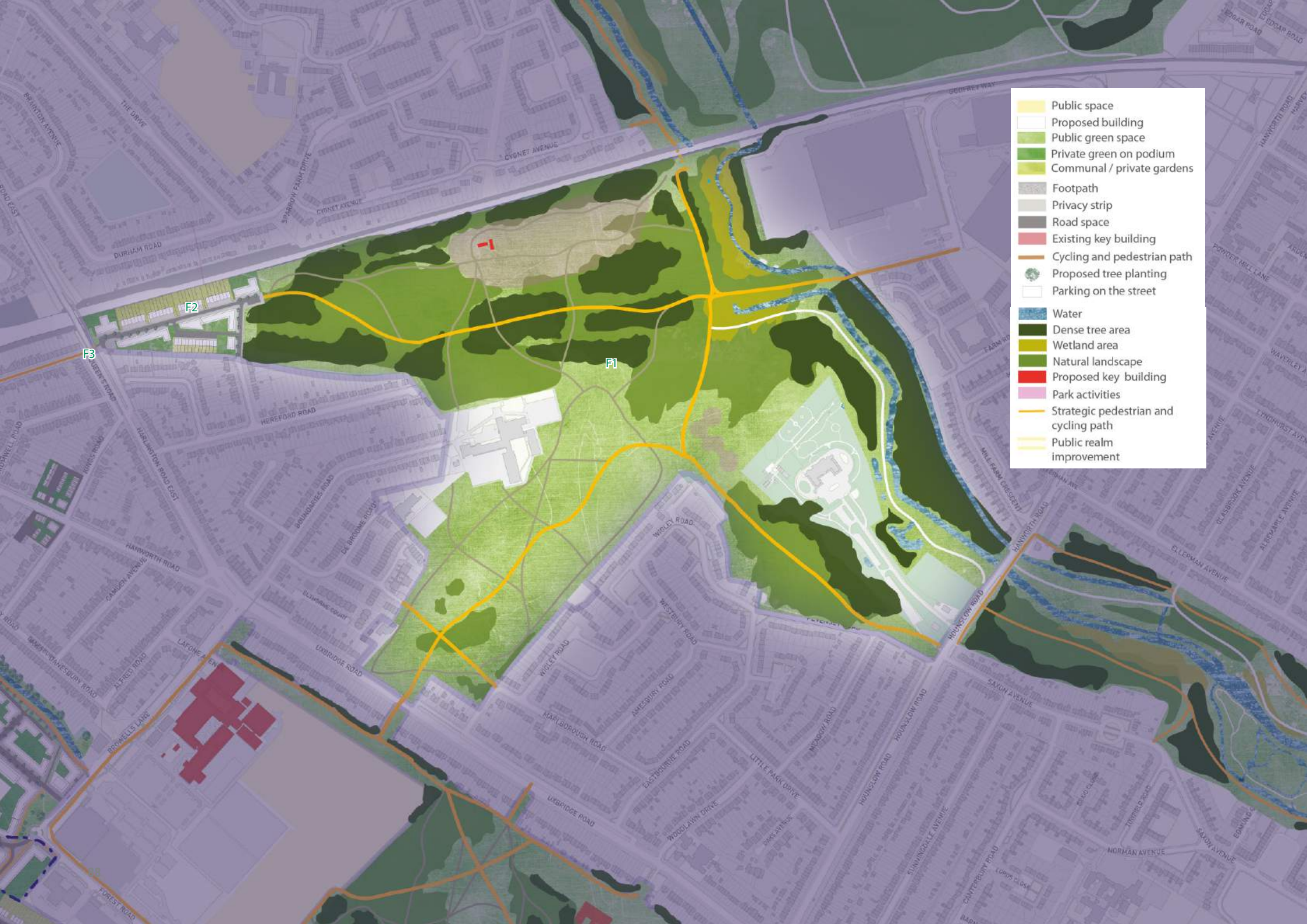
E4 - Refurbish Hanworth House for hotel or residential use;

E5 - New walking and cycling link across the park;

E6 - Small residential development on the south east corner of the park on the Royal Navy Club site.

## ESTIMATED DEVELOPMENT CAPACITY

RESIDENTIAL ACCOMMODATION	
Houses (units)	9
Apartments (units)	16
Total number of units	25



- Public space
- Proposed building
- Public green space
- Private green on podium
- Communal / private gardens
- Footpath
- Privacy strip
- Road space
- Existing key building
- Cycling and pedestrian path
- Proposed tree planting
- Parking on the street
- Water
- Dense tree area
- Wetland area
- Natural landscape
- Proposed key building
- Park activities
- Strategic pedestrian and cycling path
- Public realm improvement

F2

F3

F1

## 5.7 UPPER CRANE PARK

There is an opportunity to join together parts of the River Crane landscape, the De Brome Playing Fields and the Marshalling Yard into a new public green space - the Upper Crane Park. The park will offer a tranquil environment with a range of landscaped areas of a naturalistic character, including wetland areas, woodlands and open grass lands. New paths will be created that allow better access into the park and provide scenic internal routes, an enhanced route along the River Crane and a better connection across the river with Godfrey Way.

A small area in the west of the Marshalling Yard site is proposed for residential development. It is part of a larger area currently cleared for use as a temporary operational rail facility. This residential development could help enable the opening up and enhancement of the Marshalling Yard and the creation of new routes. The development should aim to provide an pedestrian underpass under Harlington Road to provide a direct link with Queen's Road and the Town Centre and station.

The development of this area is subject to the area being released from the green belt by the Green Belt Review as part of the West of the Borough Plan. It is assumed that the impact of the development on the nature conservation value of the Marshalling Yard is negligible and can be locally mitigated, given the current development of the site, but this will need to fully be studied and demonstrated.

FIGURE 37 (left),  
Upper Crane Park  
Illustrative Masterplan



Upper Crane Park should become a well managed nature reserve



A limited amount of development could help to overlook and enliven the route to the station



Upper Crane Park should extend the network of shared cycle and pedestrian paths



FIGURE 38, Upper Crane Park 3D View

## PROPOSALS

Proposals for this area include:

F1 - The opportunity to create the Upper Crane Park - a contiguous high-quality open space and well managed nature reserve, overcoming antisocial behaviour and noise;

F2 - New housing to provide overlooking and animation to the park subject to the area being released from the green belt as part of the local plan review; and

F3 - A new pedestrian underpass underneath Harlington Road to connect the Marshalling Yard directly with Queen's Road, and enhance walking connection with the centre and station.

## ESTIMATED DEVELOPMENT CAPACITY

RESIDENTIAL ACCOMMODATION	
Houses (units)	40
Apartments (units)	141
Total number of units	181



Iceland

Travelodge

THE BANGER & BIG BUTTER CO.

THE BANGER & BIG BUTTER CO.

TRADITIONAL PORK CUMBER AND LINCOLNSHIRE SAUSAGE

LOYDS BANK

LOYDS BANK

FREE delivery



# 06

## DEVELOPMENT PRINCIPLES

**This chapter establishes a framework of development principles that underpins the Feltham Masterplanning Study.**

**These general rules for development encapsulate the key objectives of the masterplan in spatial terms. They include guidelines for:**

- Land uses;
- Building heights and views;
- Movement; and
- Public Realm & Open Spaces

### 6.1 LAND USES

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Feltham is poised for significant residential growth over the next decade. New residents will generate a greater demand for shops and services as well as cafes and restaurants and will support a rich and diverse Town Centre offer. New development will help to deliver more affordable housing for local people.

An increased population will create additional demand for local schools, nurseries, doctors surgeries and other community facilities. There is an imperative that new development through planning obligations and direct provision help deliver sufficient capacity improvements to satisfy the needs of local people.

This section sets out the principles governing the proposed land use mix in Feltham. Figure 39 identifies the proposed mix of uses in Feltham.

#### 6.1.1 RETAIL USES

Feltham Town Centre is the commercial heart of Feltham. It provides the primary shopping offer and service facilities for the residents of Feltham, East Bedfont and Hanworth.

The socioeconomic and market analysis carried out by GVA suggests that residential growth in Feltham will support additional floor

space demand for retail uses in the Town Centre. The focus of new retail uses should be to complement rather than compete with the existing retail provision to create a better all-round shopping experience.

New development in the Town Centre should bring forward suitable retail floor spaces at the ground floor of buildings where they can benefit from footfall and help animate the street space. Figure 39 identifies the location of existing and proposed active frontages within the proposed Town Centre boundary where the provision of new retail uses is encouraged. This is primarily along the High Street and around Feltham Station.

New comparison retail and other primary retail should be concentrated in the central section of the High Street to strengthen the retail core and avoid fragmentation and competition between sub-areas in the Town Centre.

Convenience retail should be located around the station, along the High Street and at bus stops, where they can serve people travelling through the centre.

- Proposed community facility
- Proposed Town Centre boundary
- Predominantly apartments
- Mix of houses and apartments
- Employment area
- Employment area with potential for intensification and mix of uses
- Intensification of Leisure West
- Proposed school
- Existing school
- Proposed active groundfloor use
- Proposed development frontage
- Feltham Station
- Railway line

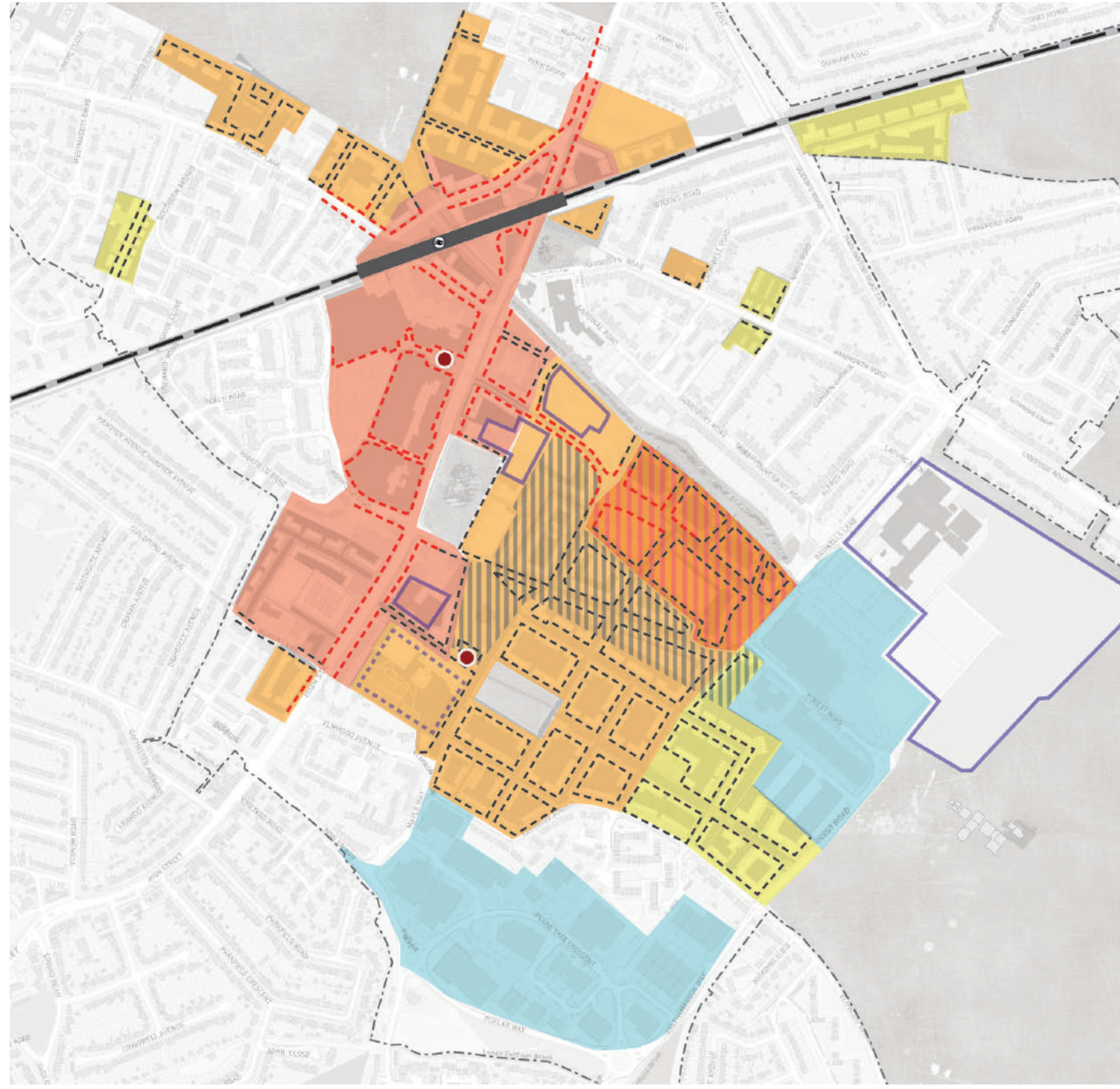


FIGURE 39 (right) - proposed mix of uses transforming Leisure west into urban leisure hub

### 6.1.2 FOOD AND DRINK USES

There is currently a gap in the offer in terms of informal, mid-market dining and café activity, which partly appears to be held back by the lack of available mid-size units.

The opportunity should be sought to increase A3 and A4 uses (cafes, restaurants and bars) on the High Street and overlooking Feltham Green. Cafes and restaurants benefit from the provision of outdoor seating areas. They are most successful in places where they can catch the sun and are sheltered from wind, and where they offer good views of the hustle and bustle of street activities, without obstructing movement corridors.

The redevelopment of 21 High Street for example could deliver attractive west facing alfresco dining areas at the back of footway overlooking the High Street. A greater choice of cafes and restaurants will make the centre more attractive and entice people to visit and stay longer in Feltham.

Leisure West could also benefit from an expansion of its bar and restaurant offer (see next point). A3 uses could also extend along Victoria Street on suitable sites to provide a lively connection between the leisure destination and the Town Centre.

Hot food takeaways should only be considered in secondary retail areas and on one of the main road corridors, where activities associated with delivery and pick up can be better accommodated. Takeaways should not be located near secondary schools. An overconcentration of take away businesses should be avoided.



Bars and restaurants are often associated with increased noise and other impacts that can cause nuisance to local residents. A greater intensity of street life is a general facet of Town Centre living and part of its attractiveness.

However, the design, orientation and siting of new food, drink and leisure uses, including the location of their entrances and outdoor areas, should minimise their potential impact on existing and new residents. The licensing regime should ensure activities do not affect residential amenity to an unacceptable degree, without undermining the mixed use character and vibrancy of the Town Centre.

### 6.1.3 LEISURE USES

Leisure West is a sub-regional leisure destination to the east of the Town Centre that is primarily accessed by car. The cinema attracts visitors into Feltham mainly from within a four mile radius, in particular during evenings and weekends. The regeneration of nearby Hounslow Town Centre includes a new multiplex cinema complex amidst a regenerated Town Centre with shops and restaurants, which is likely to put competitive pressure on Leisure West to up their game, broaden the offer and enhance the visitor experience.

With its large surface car park and big box layout, the Leisure West site offers significant potential for intensification. A compact new leisure facility could be developed, that may include a multiplex cinema, a bowling alley, a casino and bingo, a gym and spa and other leisure offers, complemented by a range of bars and restaurants and potentially a hotel.

The new Leisure West should look out onto a public space with outdoor seating and establish a vibrant and well connected new urban hub in Feltham Town Centre.

Given Leisure West's current reliance on car access, it is likely that some visitor parking would need to be re-provided in a new multistory car park. However, the new leisure hub needs to maximise on its proximity to the Town Centre and the public transport offer, and minimise the number of visitors that arrive by private car. For this the new leisure hub should be located as close as possible to the High Street, and connections with the Town Centre and the station will require significant improvements, especially Victoria Street.



The new leisure facility could be built on the surface car park while Leisure West remains operating. When complete, current occupiers could move over to the new accommodation while providing continuity of business. The remainder of the site could then be brought forward for residential and other uses such as a hotel.

For the future success of the cinema and other leisure uses in Feltham it is important to integrate them better with a wider Town Centre offer. This will enable visitors to benefit from cafes and restaurants, a shopping offer and other Town Centre amenities such as access to public transport and attractive public spaces, as part of their leisure experience. Improving the quality of the public realm and the pedestrian route back to the Town Centre via Victoria Road are essential components of this redevelopment.

#### 6.1.4 OFFICES AND INDUSTRIAL ACTIVITIES

Apart from the MOD site, there is a significant concentration of industrial and office park uses on the Browells Lane, Forest Road, Felthambrook Way and Plane Tree Crescent to the east and south of the Town Centre. The area appears to be performing well despite an aging stock and significant access constraints. Higher quality building stock has recently been developed in Forest Road and can also be found in Plane Tree Crescent.

In recent years the Town Centre has been affected by the ongoing trend of the conversion of office space to residential uses through prior approvals. While the current demand for Town Centre secondary offices is low, the employment land study identifies the danger that the continued loss of office space will result in supply falling below remaining demand and that the overwhelming market pressure to build more housing will force out small-scale local services.

The employment land study further identifies that in the West of the Borough (including Feltham) there is a healthy demand for industrial floor space in the context of nearby Heathrow, and values are such that they can support an intensification and modernisation of industrial stock. A release of industrial sites for other uses is not justified unless for uses that have a higher priority, such as housing.

It is clear that in the context of sustainable development it is desirable to retain and enhance the employment provision in Feltham. Local employment provides local job opportunities, supports the Town Centre and limits the need to travel as people can live close to their workplace.

With the forthcoming development of the MOD site and the prospect of the Leisure West site transformation there will be pressure for redevelopment of older industrial sites in central parts of Feltham on Airpark Way and Browells Lane.

In principle, the redevelopment of these sites will help to establish a contiguous expansion of the Town Centre, better connectivity between the Leisure West and the MOD developments and an enhanced and safer environment, and therefore should be encouraged. Nevertheless, there are few vacancies in the industrial stock in this area and there are many long standing local and smaller businesses that would be affected by this. Therefore, the intensification of these areas should only go ahead if they come forward as a comprehensive development that realises greater spatial integration and regeneration benefits, as well as offers appropriate replacement spaces either within the redevelopment or at a suitable location nearby to ensure continuity of business within the wider locality or the Borough more widely.

It is proposed to retain and safeguard two large and contiguous industrial areas on Forest Road, Felthambrook Way and Plane Tree Crescent as locally strategic employment zones. Better walking and cycling connections with the Town Centre should be implemented.

Any redevelopment of employment floor space in Feltham should be required to re-provide an appropriate quantity of employment floor space to offset the number of jobs lost.

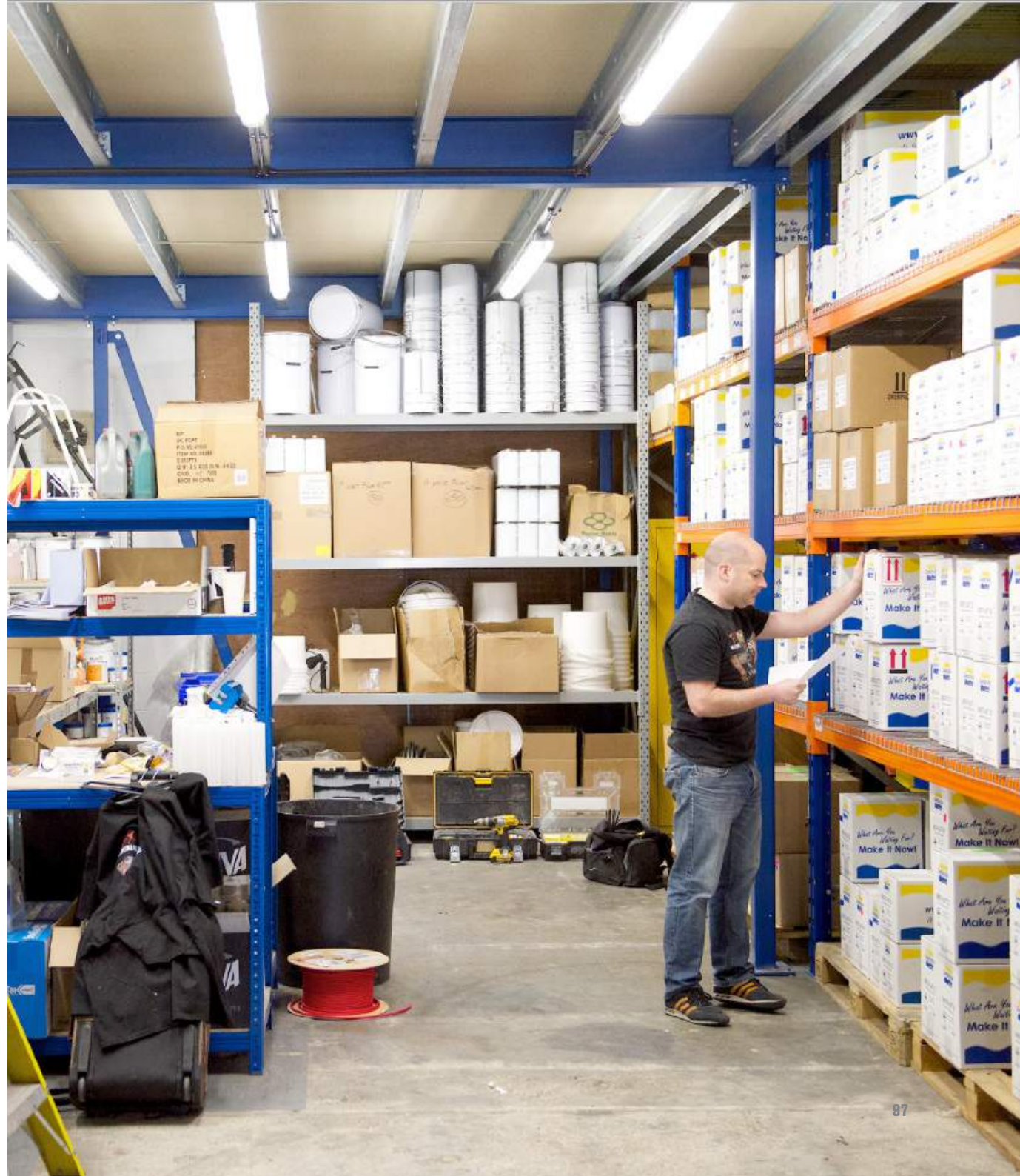
**Despite a weak office market there are likely to be opportunities for modern office-based**

employment in the future in particular in the ICT and professional services. As part of the redevelopment of the MOD site and other employment areas close to the High Street, there may be opportunities to deliver new, small business orientated office and workshop space within the Town Centre environment.

These may be new purpose built spaces, ground floor units within mixed use developments or the conversion of older warehouses and industrial buildings. They may also include a business incubator hub to support local micro-companies, start-ups and free lancers. Developers should be creative in providing new employment spaces as part of mixed use development so as to provide flexible spaces that can suit a range of businesses, while being compatible with residential uses in the upper floors and not undermining their amenities.

With a growing number of self-employed people and companies offering greater flexibility to employees on the choice of workplace, working from home is becoming more mainstream and in some case a necessities. The size and design of apartments should offer the opportunity for people to set up a desk to work from home. Live-work units should also be considered to encourage people to set up business from home.

In the longer term the aim should be to move the bulk of traffic intensive, dirty and space hungry industrial activities out of Feltham Town Centre towards locations that are more accessible and suitable, and intensify strategic employment locations with more intensive and office based employment uses.



### 6.1.5 RESIDENTIAL USES

Underpinning the masterplan is Feltham's designation as a Housing Zone, which envisages the delivery of 5,000 new housing units in Feltham.

Broadening the residential offer to provide a greater range and quality of housing in Feltham will be important to underpin the future vitality of the Town Centre. New homes will need to encourage a new cohort of young professionals and families into the area if the retail spend potential is to be increased. This will require a mix of high-quality apartments and larger family homes.

Residential uses help to enliven Feltham Town Centre throughout the week and in the evenings. They contribute to an active and safer street environment and provide patronage to shops and facilities.

Apartments should form part of high-quality, mixed-use, urban-scale developments aligning their location with leisure/dining amenities and the station. Family housing should seek to provide an attractive alternative to the dominant suburban semi-detached stock that currently exists; this could take the form of town houses to deliver a denser, more urban feel to the Town Centre fringes.

New apartment development is proposed throughout the Town Centre, in the Station Quarter, as well as in Feltham East (Leisure West and MOD). More peripheral locations should accommodate a greater share of family housing.

New housing should deliver significant numbers of affordable housing in line with Council's policies and priorities. Affordable units should be spread uniformly across a



development site to prevent a concentration in one location. Affordable homes should be of equal build quality and indistinguishable from other residential development.

Given Feltham's good public transport accessibility and proximity to Town Centre facilities new residential development should aim to reduce the number of car parking spaces provided on site. New development should actively encourage and provide incentives to residents to use public transport, car sharing, cleaner technologies and cycling. New development should further

minimise their traffic impact on the road network and support the implementation of appropriate mitigation measures. New housing developments should support residents of all ages to live a physically active and healthy lifestyle.

Car parking provision should be an integrated part of the design of a development, and should not over-dominate the public realm. Apartment buildings in the Town Centre generally should provide parking in undercroft, basement or courtyard car parks. Only visitor parking should be provided on the street.



### 6.1.6 HOTELS / STUDENT HOUSING

Given its proximity to Heathrow, Feltham may be attractive to a hotel operator. Similarly student housing may be attracted to Feltham due to its good rail links with Brentford where the University of West London has one of its main campuses.

Both uses would be a good fit for the Town Centre in particular around the station but also within the Leisure Hub area, as they bring spending power to Feltham and support the growth of the evening economy.

### 6.1.7 SCHOOLS

Feltham has a good provision of primary and secondary schools in and around the centre. The Reach Academy, an innovative all-through school, has been opened in 2012 on the High Street, adding to the spectrum of schools within the Town Centre.

Reach Academy II, a new 3 Form all-through school is proposed to be built on the MOD site in close proximity to Reach Academy.

It is expected that capacity in existing schools including Reach Academy II will be sufficient to cater for the needs of new residential development in the short and medium term. However, in the longer term, as more residential schemes are built, there may be the need for the provision of expanded school capacity within walking distance of the Town Centre. This could be realised by expanding an existing school or by identifying a new location on brownfield or open land.

Larger residential developments such as the MOD and Leisure West should support the delivery of adequate nursery provision for its future residents on site.

### 6.1.8 COMMUNITY INFRASTRUCTURE

The Town Centre is currently served by a range of community infrastructures, including a library, a health centre, a post office, green spaces and other facilities. Feltham Leisure Centre is located at Hanworth Air Park nearby.

More homes and an increased population will put pressure on existing facilities within Feltham and new health, social and community facilities as well as physical activity and green spaces will need to be delivered to appropriately serve

new and existing residents. Spaces for new facilities should be provided as part of new development, for example at the ground floor residential buildings as part of the mix.

Feltham Town Centre however lacks a dedicated community venue that provides the focus and spaces for self-help, creative and community led social activities. Currently activities are hosted by disparate facilities, including the Library, the Community College and Feltham Assembly Hall.

New development should help fund a new community hub for the residents of Feltham. This could be an expanded and refurbished Assembly Hall or another new or refurbished building or refurbishment in Feltham. The building could form a focus for outdoor activities and festivals. It could include performance space, dance and music studios, meeting rooms, informal gathering spaces and a cafe, as well as facilities for young people. It could also become permanent home to Feltham Arts Association and other local community groups.

The Feltham Community Hub could be run and managed by a local registered charity. It could become the focus for a strong community life and a sense of pride in Feltham.

The West of the Borough Local Plan review is expected to identify the required additional infrastructure needs for the local community in respect of the proposed additional development, and to make adequate provision for the delivery of additional infrastructure capacity where necessary.

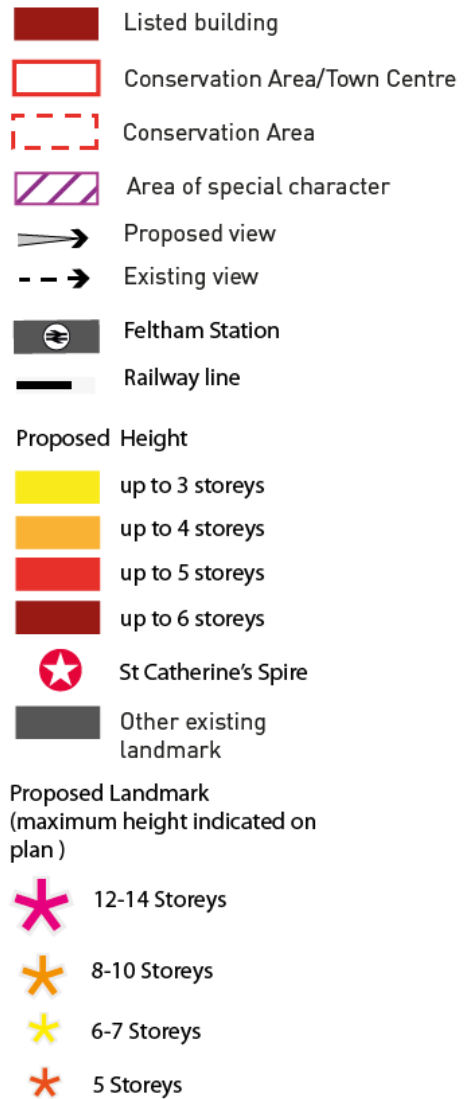
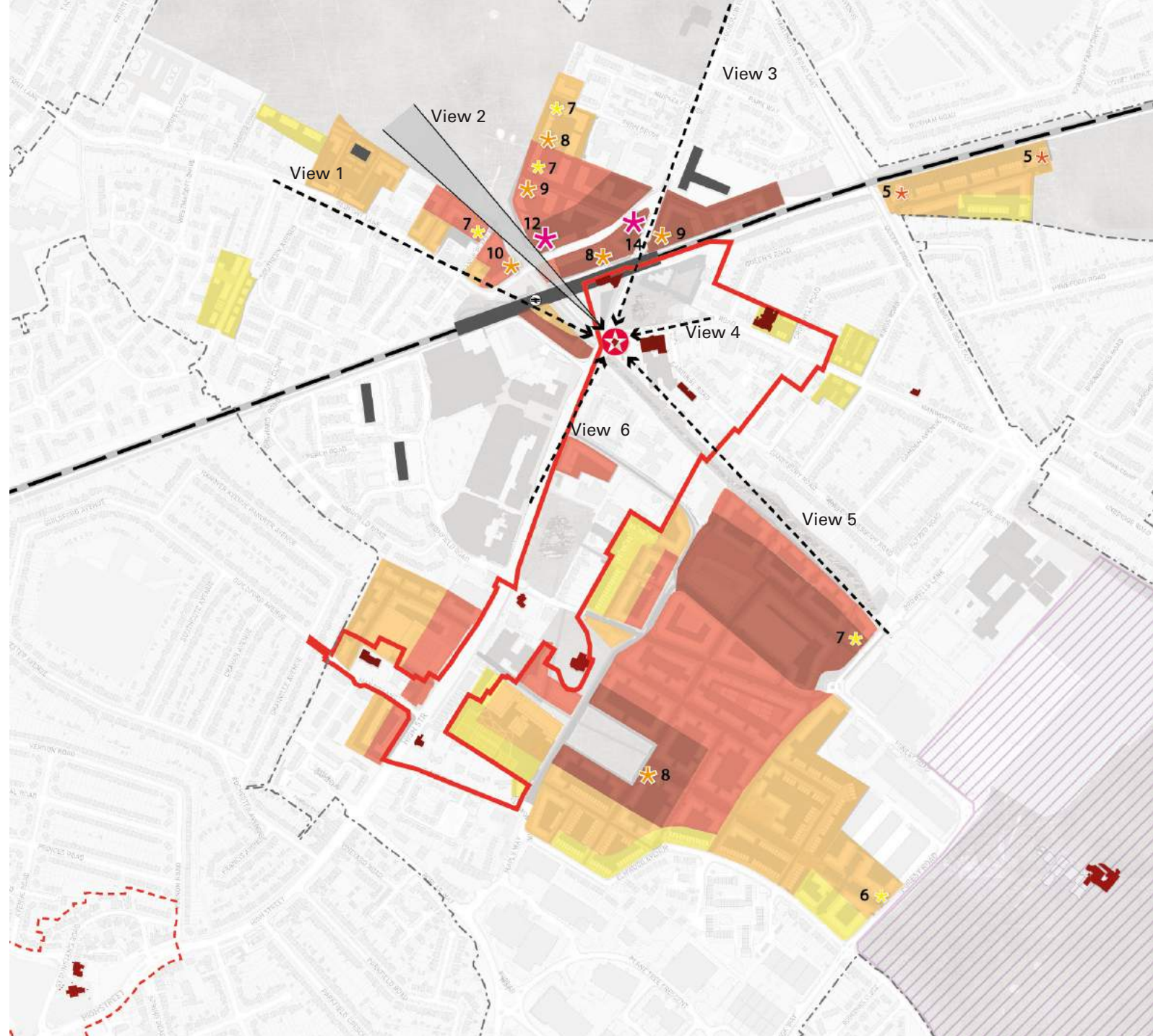


FIGURE 40 - proposed heights plan



## 6.2 BUILDING HEIGHT & VIEWS

The height of development is an important determinant of the character of a place and needs to respond both to the existing context, the land uses proposed and the desired future image. The height of development varies throughout the centre and its surrounding areas.

### 6.2.1 PROPOSED GENERAL HEIGHTS

The general principle is that the height of development is higher in the Town Centre and around the station, and decreases the further development is away, or where it interfaces with an existing lower rise development context or other sensitive areas. Figure 41 indicates the building heights proposed for Feltham.

Heights are defined in storeys, not metres. Although storey height may vary depending on the nature of development and the use, the resultant variation in the physical building height with an alternating eaves line will positively contribute to an interesting building front, variety and character.

Proposed heights indicate the acceptable number of inhabited storeys of a building. The last floor of a building should generally be either executed as a set-back floor (where the outer wall of the last floor is pulled back from the frontage line by between 1 and 2m), or be integrated in the roof structure (ie. mansard roof or pitchroof). This will help limit the impact of development on the scale of streets and create a variety in roof-lines and an interesting roof scape. The design of ridge, eaves level, and or roof profile should vary. A uniform or repetitive roof design should be

avoided. Roof scapes may also step forward at corners and entrances to enhance legibility.

Development heights of up to six storeys (including set back/roof storey) are acceptable in the following areas:

- around Feltham Station, where they help to optimise density in a highly accessible location; and
- central to Leisure West and around the proposed new green space in the MOD site, where they help to convey a sense of centrality and provide a good sense of enclosure.

Other development overlooking Feltham Parklands, situated along the High Street and in Feltham East is generally four to five storeys (including set back/roof storey) as indicated in the Figure 40. This height range enables efficient, higher density urban developments while retaining a human scale of streets and spaces.

Height should drop down to three storeys (including set back/roof storey) where it interfaces with low rise building fabric, in or adjacent to the Feltham Town Conservation Area, and on Elmwood Avenue.

New development in and adjacent to the Feltham Town Centre Conservation Area must respond adequately to its context to ensure the preservation and enhancement of the historic character of the area. Building height should not be overbearing or detract from historic buildings and their setting, in particular around Feltham Green and in the wider Hanworth Road area. Each individual

development proposal will need to justify its approach to height in relation to its context and the conservation area.

Development within parks and open spaces (in particular school and community buildings) should generally not exceed two storeys so as to stay below the tree line and be subservient to the landscape character.



Artist Impression of the view of the Feltham skyline from the Feltham Parklands

## 6.2.2 POTENTIAL LANDMARK BUILDINGS

The new development offers the opportunity to enhance Feltham's townscape and enhance its skyline through the provision of a few well considered landmark buildings.

Landmark buildings add distinctiveness to the urban fabric. They contribute to the particular character of an area, make it special and easy to remember. They also help the legibility of an urban area, as they assist orientation and way finding. People recognise them as special features and include them in the mental map of an area. They are most useful, when they are associated with a special meaning, such as arriving somewhere, or making a place where a directional decision is required, such as an important node or junction. Landmarks do not necessarily need to be tall but can be distinct and memorable in other ways, for example

through their architectural expression, features, detailing or choice of materials.

The Masterplanning Study has studied the massing and height of buildings in identified landmark locations. For each it indicates a maximum height that may be acceptable from a townscape and legibility perspective. However, notwithstanding this, Local Plan Policy CC3 applies, and the acceptability of a tall building will depend on how that policy (amongst others) is met).

Two locations in Feltham Town Centre merit the provision of a taller landmark building:

- At the intersection of New Road and Hounslow Road, where the building would provide a focal point for views along Hounslow Road and would mark the

entrance into Feltham Town Centre from the north (potential maximum height up to 14 storeys); and

- At the corner of New Road with the Longford River, where the building would mark the entrance into the Feltham Parklands from the Station and, vice versa, the gateway into the Town Centre from the open space (potential maximum height of up to 12 storeys).

These taller buildings visually reconnect the St Giles Hotel with other taller buildings in The Centre. They will contribute to establishing a small cluster of height around the station. This will help to increase density around this transport node and enhance the legibility of

the station and Town Centre in views across the urban area.

Two buildings of up to nine and eight storeys respectively are proposed on the Network House site and the Lidl site (adjacent to the proposed third entrance into the station). These are of slightly greater height than the bulk of development and will help to visually mediate between the general height and the height of the taller buildings. They also help optimise the density of these central development sites.

A number of buildings with moderately increased and alternating heights (between six and ten storeys) are proposed to line the edge of the Feltham Parklands as indicated in Figure 40. These slightly higher buildings will establish a lively skyline to the Town Centre, when seen from the Parklands. As they extend above the tree line they will provide overlooking to the park and enhance the perception of safety in the open space. They further help to increase density in the station quarter while retaining moderate and contextual heights in the remainder of the blocks.

An additional height accent of up to eight storeys is proposed in the centre of the MOD site where it overlooks the proposed new green space and marks the entrance into the green spine that connects with Hanworth Park.

On the eastern end of the Green Spine on Hanworth Park another height accent of up to six storeys is proposed to emphasise this important new route into the Town Centre in views from the park. The building with its height will further contribute to passive surveillance to the open space.

At the eastern end of the Leisure West site on Browells Lane another height accent of up to seven storeys could be provided to mark both the entrance into the Leisure West Quarter as well as into the Longford River walk.

**Notwithstanding this general guidance, proposed taller buildings will need to demonstrate how they will secure the highest quality of design, and provide an assessment on how the building with its siting, form and architecture responds appropriately to its context, enhances legibility and avoids harm to heritage assets, as well as show general compliance with other relevant policies in the Borough.**

### 6.2.3 VIEWS

St Catherine's Spire is the principal historic landmark of Feltham and visible from all the main approaches to the centre. It is a prominent feature in the townscape of Feltham, helps legibility and way finding, and contributes to Feltham's sense of place.

Especially in the context of proposed taller buildings it is critical that new development does not encroach into and detract from existing views of the church spire. The following local townscape views to the spire should be protected. New development will need to demonstrate that it does not have a harmful impact on these views or detract from the visual prominence of the spire in the town scape, for example by over dominating its back drop.

Identified local views include the following:

- View 1 - Long view from Bedfont Lane between Southern Avenue and Sandycombe Road;



Views to St Catherine's Spire should be protected

- View 2 - View along the Longford River from locations in the Feltham Parklands;
- View 3 - From Hounslow Road;
- View 4 - From Hanworth Road (west of Crendon Crescent);
- View 5 From Longford River (east of High Street); and
- View 6 - From the High Street (outside The Centre);

General heights in Figure 40 have been calibrated to provide protection of these views, however, new development within a view corridor will need to demonstrate how local views are protected or enhanced by the development.

## 6.3 MOVEMENT

Pressure from new development on transport infrastructure is major concern for local people. Transport solutions cannot be looked at in isolation, but need to consider the wider area.

The West of Borough Local Plan Review will undertake a transport study and strategy that will identify strategic transport policies and projects to facilitate anticipated growth. This will include more detailed analysis and testing in relation to the opportunities identified in this masterplan - such as a review of parking requirements and management.

Key to facilitating the anticipated growth in jobs and housing will be improvements to the existing transport infrastructure and the provision of new infrastructures where required. Especially the delivery of higher density housing as envisaged by the Masterplanning Study is dependent on providing adequate transport improvements in and around Feltham.

In the more immediate future development should respond to some of the more immediate projects that are being undertaken to improve movement network. These are detailed on the following pages.

### 6.3.1 PLANNED CLOSURE OF THE LEVEL CROSSING

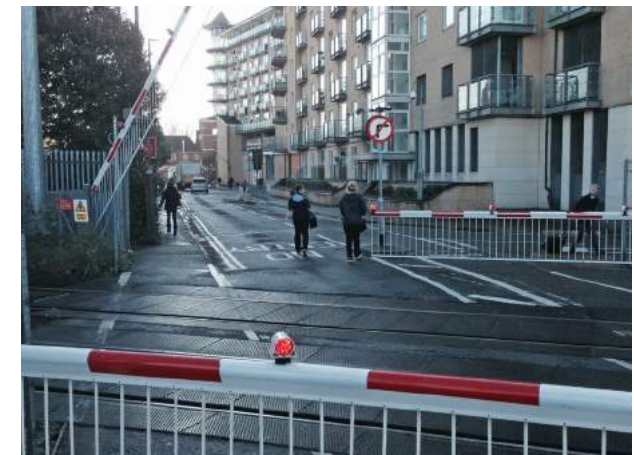
The planned closure of the level crossing on Bedfont Lane will have a profound impact on how the Town Centre is accessed in particular from East Bedfont. The LB Hounslow's transportation team have developed a transport improvement scheme that aims to mitigate this impact and to enhance the movement into, and through, the Town Centre for all modes.

This includes the following proposals:

- Diverting all existing traffic on Bedfont Lane (which currently passes over the level crossing), to Hounslow Road via New Road;
- Signalising the New Road junction (including providing crossing facilities for pedestrians);
- Widening the approaches to Hounslow Road bridge to improve capacity at its junction with Hanworth Road;
- Providing an additional pedestrian bridge across the railway next to the Hounslow Road bridge to provide a better walking environment;
- Provision of a landscaped pedestrian and cycle bridge across the railway at Bedfont Lane, that also links with the existing bridge into 'The Centre';
- Rationalising the road space in the High Street and provision of cycle lanes, better pedestrian crossing points and improved bus facilities;

- Creation of a shared cycle and walking path along the Longford River from the east of the High Street to Browells Lane and linking this into the wider cycle and walking network; and
- Provision of additional bus stops on Hounslow Road to the north of the station bridge, together with a third entrance into Feltham Station from the north, to reduce journey times of bus routes 285 and 490, which will no any longer need to service the bus station on New Road.

Funding for the majority of works has been secured and the implementation of the scheme is planned for 2018.



The level crossing on Bedfont Lanes that is planned for closure

### 6.3.2 ROAD NETWORK

Traffic congestion was reported by stakeholders as one of the key issues that affect the Town Centre. The movement strategy for Feltham must take a balanced approach that considers the requirements of all modes. In particular it aims to enhance the attractiveness of public transport, cycling and walking as sustainable means to access the centre.

The ability to significantly increase capacity of the network is limited as the space available for highway improvements is constrained. The proposals presented here will help mitigate some of the impacts of the level crossing closure and make it easier for pedestrians to cross the main streets however they are unlikely to reduce congestion from its current level.

The concept masterplan proposes the following interventions:

- Enhancement to the Strategic walking and cycling route along High Street to provide better footways, enhanced pedestrian crossing facilities and continuous cycle routes. The road space is narrowed whilst retaining its current capacity, and improving junction performance;
- Enhancement to Victoria Road as an important strategic walking and cycling connection between the Town Centre and Leisure West. This may include the introduction of a one way system to provide local access, and allow for the widening of pavements and the establishment of a high

quality public realm. Retaining a degree of vehicular movement on this street and the provision of on-street parking would help to animate the street space and enhance its safety particular after hours and in the evening when Leisure West visitors walk along this street to and from the public transport links on the High Street;

- The creation of new strategic walking and cycling route from Upper Crane Park to Feltham Station;
- A number of new bridges and underpasses to facilitate crossing of busy roads such as Harlington Road East, the Longford River and the new cycle and pedestrian bridge over the railway; and
- Potential in the medium to long-term to create a permeable network of streets to support new development in Feltham East. These would include a new strategic walking and cycling route connecting High Street and Hanworth Air Park. Access streets without a strategic movement function should be designed on shared space principles to enable play and an informal use by residents.

The above bullet points have not been modelled or tested and will need to be scrutinised and developed as part of a wider transport study in support of the West of the Borough Plan.

### 6.3.3 PARKING

A dedicated parking strategy for the Town Centre should be undertaken as part of the evidence base for the Great West Plan. This should explore Feltham's current car parking provision, current and future parking needs and parking management holistically from a transport and regeneration perspective. Ideas to be considered by this study should include the following:

- An approach to coordinating and sharing the available car parking resources throughout the Town Centre to enhance the efficiency of their use, encourage trip combination and make people spend more time in the centre;
- The potential introduction of a progressive pricing strategy that rewards medium term parking (2-4 hours) for Town Centre users over long-stay car parking for commuters. This should also encourage the greater use of the existing and proposed multistory car parks in the centre over surface car parks as they present a more efficient use of space;
- Introduction of coordinated car park signage, potentially supported by real time parking availability information;
- Consideration of structured parking at Leisure West, the Tesco site and the Lidl site to provide more efficient use of space and to free up surface car parks for development;
- Redevelopment of the small pay and display car parks around the station to encourage a modal shift towards public transport, cycling and walking, and to make available land for development of an attractive station gateway and public space;

- The potential of on-street pay and display parking throughout the centre where there is surplus road space. This can provide short term parking in the centre to support passing trade. Out of hours these bays could be free of charge, serving visitors of the leisure and eating out uses in the centre, while also providing a degree of animation to street spaces; and
- Exploring with residents the potential for a Controlled Parking Zone around the Town Centre to prevent commuter and visitor parking in adjacent residential areas.

### 6.3.4 PUBLIC TRANSPORT

The Council is considering substantial improvements to the way buses operate in the Town Centre and how they link with the railway station.

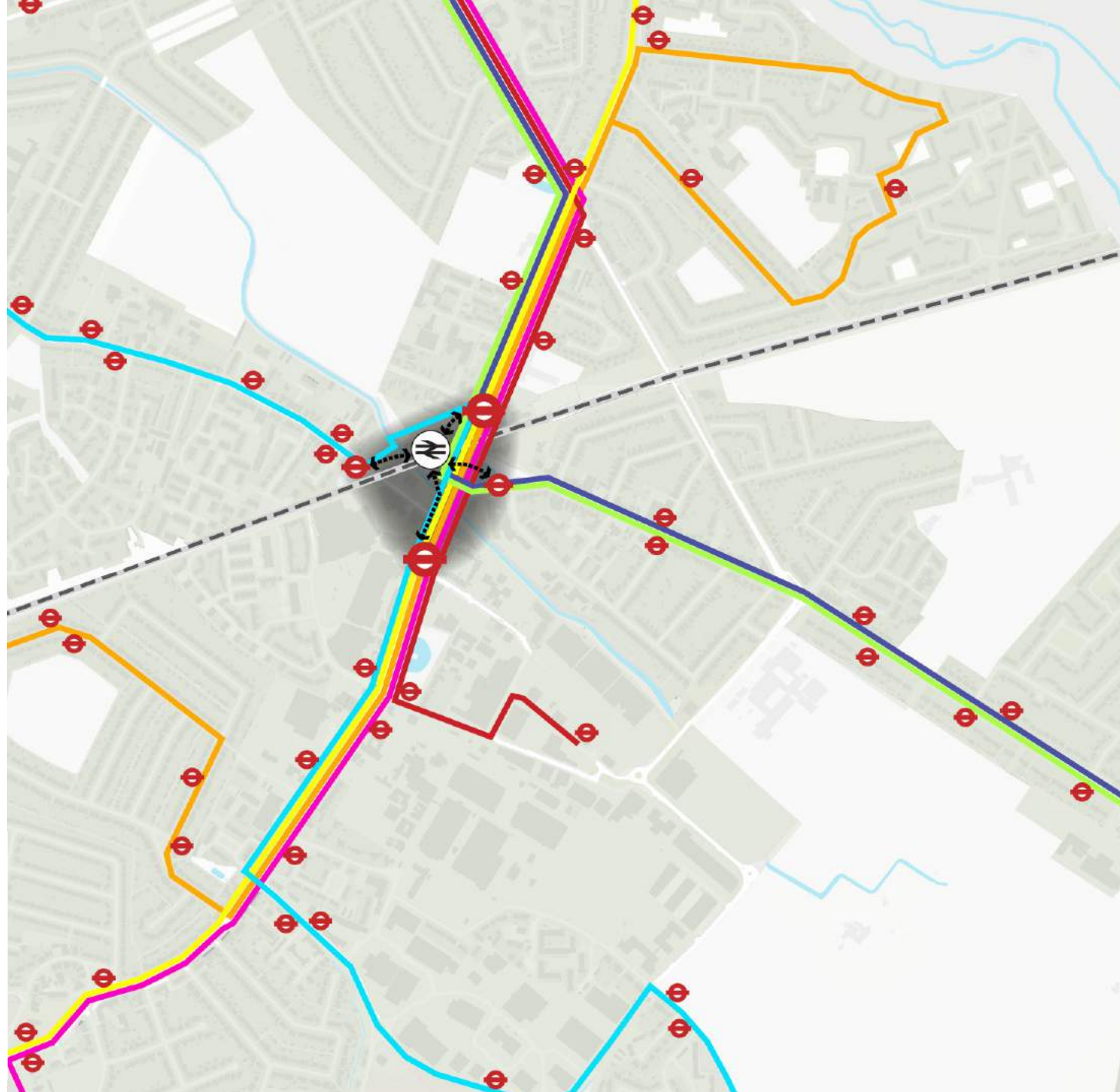
Integrating the transport interchange with the Town Centre could help to stimulate regeneration, generate footfall and support new businesses retaining commuters for longer in the centre and encouraging trip combination.

Routes between the centre, the railway station and local bus stops need to be direct, legible and convenient and maximise opportunities for footfall outside new frontage development.

Bus stops around the station and throughout the centre should be positioned in locations where they can support urban life, footfall and frontage activities. In particular within the Town Centre they should provide an attractive waiting environment to enhance the appeal of buses.

FIGURE 41, Proposed public transport network

-  Bus routes  
[235, 490, 117, H26, H25, 90, 285]
-  Bus stop
-  Railway line
-  Feltham railway station
-  Transport interchange
-  Need for direct and convenient interchange



### 6.3.5 CYCLING

The Council plans to establish a comprehensive network of sub-regional cycle routes that link East Bedfont, Hanworth, North Feltham and Feltham Village with each other and the Town Centre.

Proposals that should be considered as part of this include:

- Provision of dedicated cycle lanes along the High Street;
- Provision of a leisure and commuter route (shared cycle and pedestrian path) along the Longford River and through Hanworth Air Park, as well as from the High Street through the MOD site to Hanworth Air Park;
- Enhancement and signage of existing shared cycle and pedestrian paths leading into the Town Centre, including the route from Bedfont Lakes Country Park in the west into the centre, and onward via Queens Road into Upper Crane Park;
- Establishing cycle routes that use quieter local streets. Effective low key intervention to encourage greater uptake of cycling may involve the change of pedestrian only paths that connect cul-de-sac streets into shared use paths and the provision of dropped kerbs and appropriate signage;
- Provision of sufficient, quality, cycle parking facilities throughout the centre, in the High Street, at the railway station, at Leisure West and along routes through open spaces or close to their entrances. New residential and commercial development should provide sufficient secured and convenient bicycle storage for residents and workers; and

- Cycle parking facilities should be of a uniform and carefully considered type that is clearly identifiable within the Town Centre as part of Town Centre suite of street furniture. This is to avoid cluttering and mismatched furniture that would detract from legibility and discourage use.

### 6.3.6 WALKING

To enhance the sustainability of the centre, walking (along with cycling) should be the primary means to access the centre and the station from the surrounding neighbourhoods.

The enhancement of the pedestrian network with direct, continuous and safe routes is key to better connecting the Town Centre with its hinterland. This will encourage more walking trips and at the same time support the health and well being of residents.

The Feltham Masterplan 2017 identified a number of missing strategic and local walking connections that should be established as and when development comes forward. These include the following:

- 1 a new direct walking route from Hanworth Park through the MOD site into the Town Centre;
- 2 a new route along the Longford River;
- 3 new north south connections across the MOD sites;
- 4 a new route across the Marshalling Yards, providing access to the Upper Crane Park from the centre via Queens Road;









- 5 a series of new connections across the Feltham Parkland; and
- 6 new local connections that enhance the connectivity and permeability of the Town Centre.

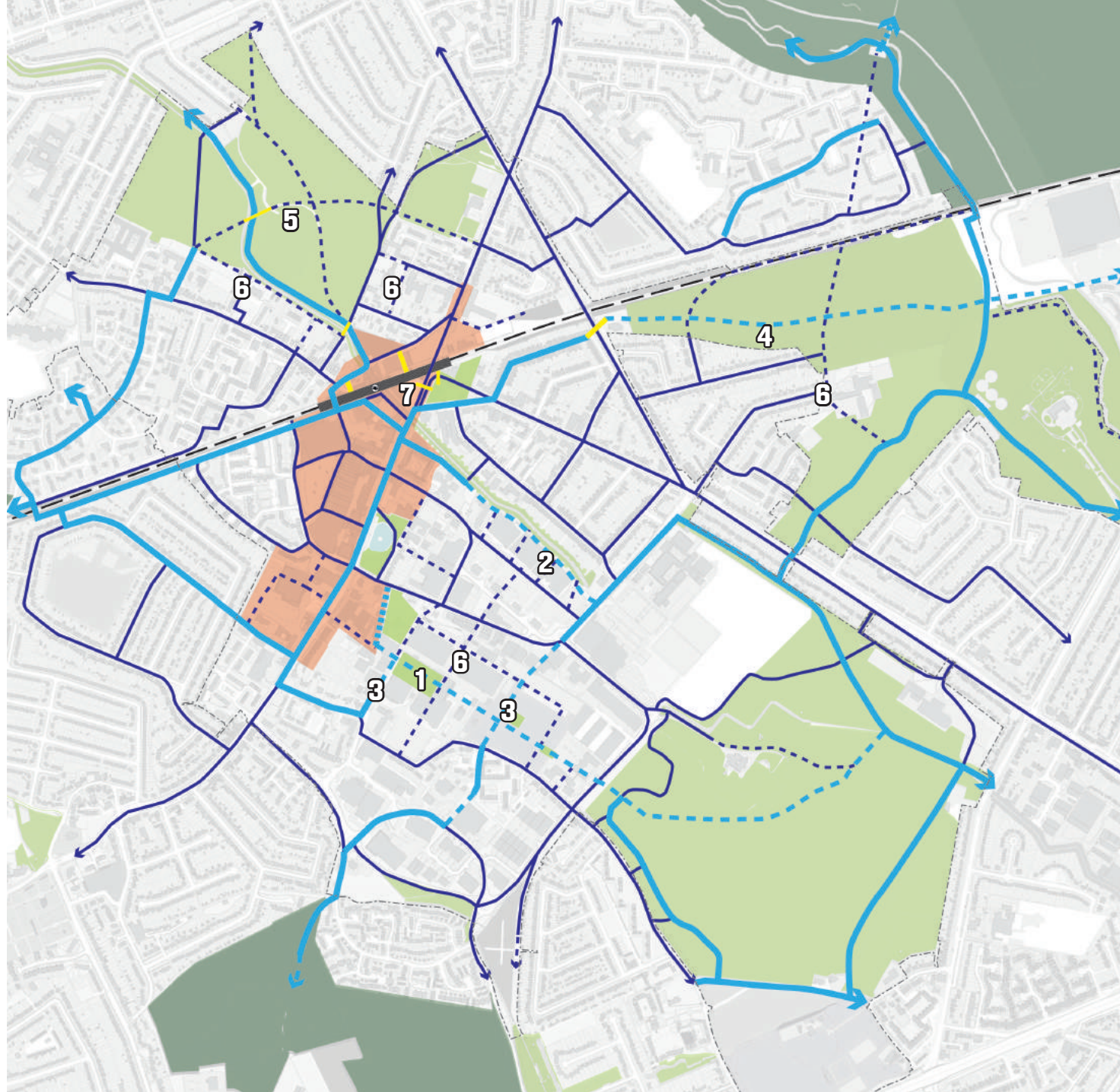
Many of the existing routes in the centre are not very attractive and comprise a poor quality public realm, narrow footways or a lack of animation. Development, either directly or indirectly via contribution should help to enhance the walking environment in the Town Centre and bring forward a coherent public realm throughout.

Walking routes should be pleasant and wide but should generally be part of multi-purpose streets and overlooked by frontages of development, to allow for sufficient activity and passive surveillance.

Figure 42 identifies existing and proposed strategic and local routes in Feltham.

FIGURE 42, Proposed cycling and walking network

-  Existing strategic walking/cycling route
-  Proposed strategic walking/cycling route
-  Existing local walking route
-  Proposed local walking route
-  Proposed bridge/underpass
-  Proposed Town Centre Boundary
-  Feltham Station
-  Railway line



## 6.4 PUBLIC REALM & OPEN SPACES

### 6.4.1 PUBLIC REALM

The public realm encompasses the publicly accessible space between buildings (streets and public spaces). Streets are more than conduits for vehicles. They are also the spaces onto which new homes and businesses front and the space that will be used by pedestrian and cyclists. The quality of the streets within the wider Feltham area should be carefully considered to provide high quality environments that are safe and attractive for all users.

The treatment, quality and design of the public realm has an important impact on the character and appearance of an area. Generally public realm treatment should be of a high quality with consistent and continuous treatment adhering to generally agreed design standards.

Overall the public realm throughout Feltham's Town Centre is disjointed and requires improvement. The initial focus should be on enhancing the central areas of Feltham on the back of the planned transport improvements. This should include the High Street (north), Hounslow Road (south), Bedfont Lane (east), New Road and Victoria Road.

Improvements of these streets will have the biggest impact on the appearance and amenity of the centre, help uplift its image and could be a catalyst for wider regeneration.

Following the first round of improvements the focus of public realm improvements should move outwards onto the main access routes into the Town Centre, including High Street (south), Hounslow Road (north), Browells Lane, Bedfont Lane (west) and Poplar Way to name a few.

### 6.4.2 OPEN SPACES

The concept masterplan proposes a network of open spaces each with their own particular character and function.

These open spaces serve a number of purposes:

- They form part of the essential green infrastructure in Feltham and integrate with the wider strategic green infrastructure network;
- They offer attractive environmental qualities and amenities and encourage social, cultural and recreational outdoor activities for the local and wider community of all ages;
- They act as memorable points of reference and help people to find their way around; and
- They provide an attractive setting for adjoining uses and enhance property values.

Public spaces are best located at pivotal points in the pedestrian network, where they are easy to access and benefit from natural footfall through the area. In these locations they can help contribute to the legibility of the area and provide a focus for activity.

Feltham's public spaces should become showcases for the town, and the Council and its partners should actively encourage high quality, cutting edge design, and the involvement of the local community in developing concepts and ideas.

Quality open spaces act as value drivers and may be used to attract investment into Feltham.

Existing open spaces should be enhanced, and the concept masterplan proposes a number of new public spaces in the Town Centre to create new focal points.

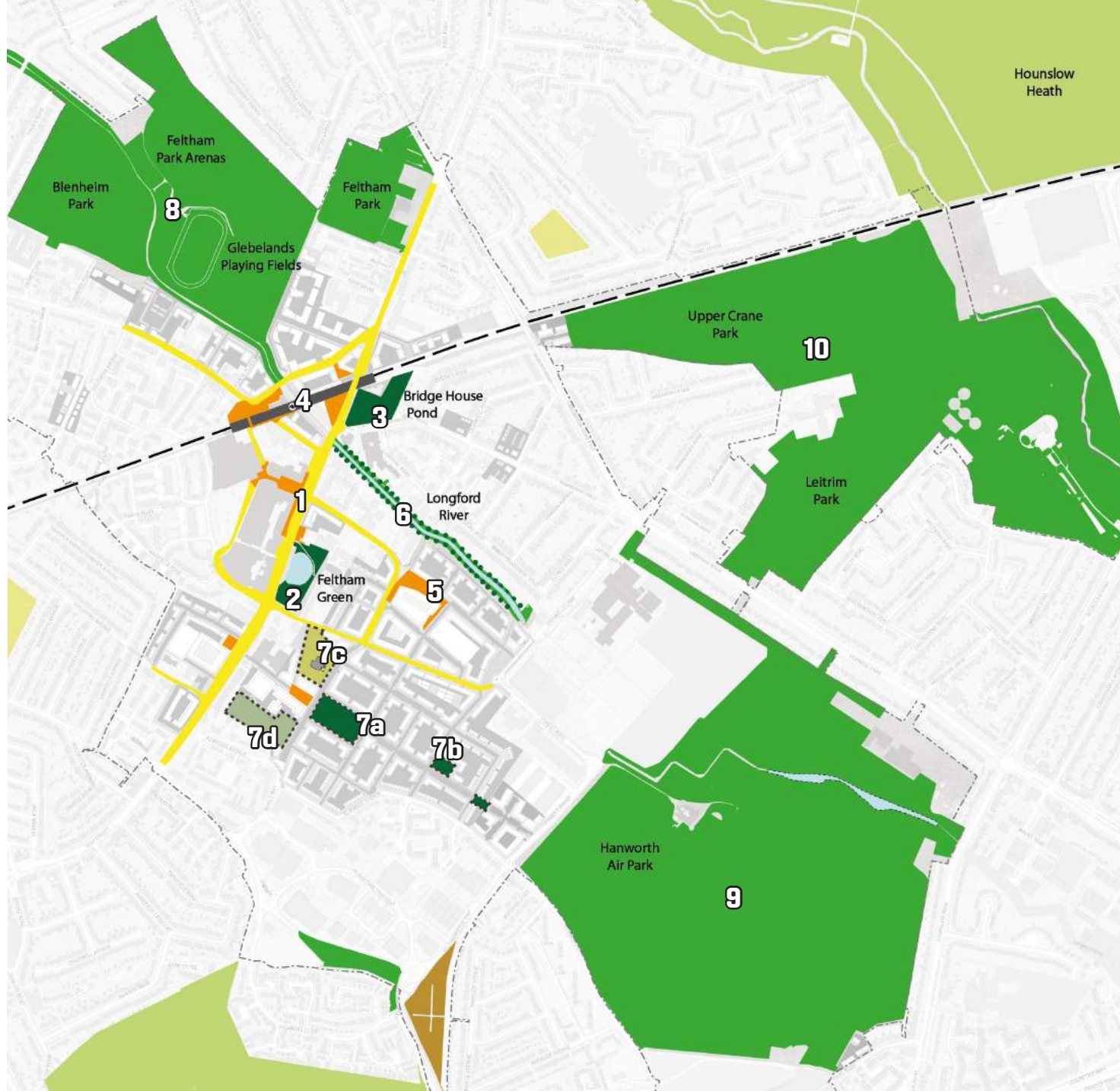
The future maintenance of public spaces needs to be considered from the outset. Suitable and sustainable maintenance arrangements need to be put in place that ensure a quality upkeep of new and existing open spaces in perpetuity.

The following enhanced or new public spaces are proposed by the Feltham Masterplan 2017:

- 1 High Street Plaza
- 2 Feltham Green
- 3 Bridge House Pond
- 4 Station Squares and railway bridge
- 5 Leisure West Plaza
- 6 Longford River Walk
- 7 Feltham East Green Spaces
- 8 Feltham Parklands
- 9 Hanworth Air Park
- 10 Upper Crane Park

-  Proposed/Enhanced Public Spaces
-  Enhanced Town Centre
-  Proposed/Enhanced Park
-  Proposed/Enhanced Town Centr Green Space
-  Other Large Green Space
-  Existing Neighborhood Green Space
-  Proposed Local Green Space
-  Proposed Feltham House Garden
-  Proposed Playing Field
-  Enhanced Longford River Corridor
-  Proposed De-Culverting of Longford River
-  Allotment
-  Feltham Station
-  Railway line

FIGURE 43, Proposed open spaces network



## 1: HIGH STREET PLAZA

The High Street in the centre is very wide. However, much of the street space is designed to accommodate moving traffic, providing bus lanes, traffic islands and pay and display parking bays, while pedestrian activity is confined to comparatively modestly sized pavements. The centre lacks a suitable public space as the focus for Town Centre activities such as sitting-out, meeting people, strolling and spending time. There is little space to accommodate market stalls or the staging of events. A small area in The Centre is currently used by a few market stalls, however, the size of the market is constrained by availability of space. A kiosk building at the entrance into The Centre blocks visibility and constrains the expansion of the market onto the High Street itself.

Public realm improvements in the Town Centre should aim to create a better balance between the allocation of available space in favour of establishing enhanced and more generous pedestrian space that invites and is suitable for a wide range of Town Centre activities.

The pavements on the western and eastern side of the High Street should be enhanced and where possible widened as part of a rationalisation of the overall street space. This part of the High Street could become the Town Centre Plaza, a linear space on either side of the road that enhances the shop frontages, allow for sitting out, and provide space for a regular street market and local festivals.

The new public realm should include seating, footway lighting, signage and way finding measures, and a consistent and quality range of public furniture. The opportunity to provide



Example for a high street plaza that combines a quality public realm with high traffic flows, St Patrick's Street, Cork

temporary market stalls on pavements should be explored. Retractable power outlets could also be provided as part of a multi-functional zone to provide markets stalls and events with electricity.

The choice of surface materials and laying pattern should make the central part of the High Street stand out and visually emphasise its importance as the centre of Feltham.

The High Street benefits from existing trees which offer shelter from the sun and rain, provide a softer and greener environment



Potential to have regular market stalls on the High Street Plaza to revive Feltham as a market place

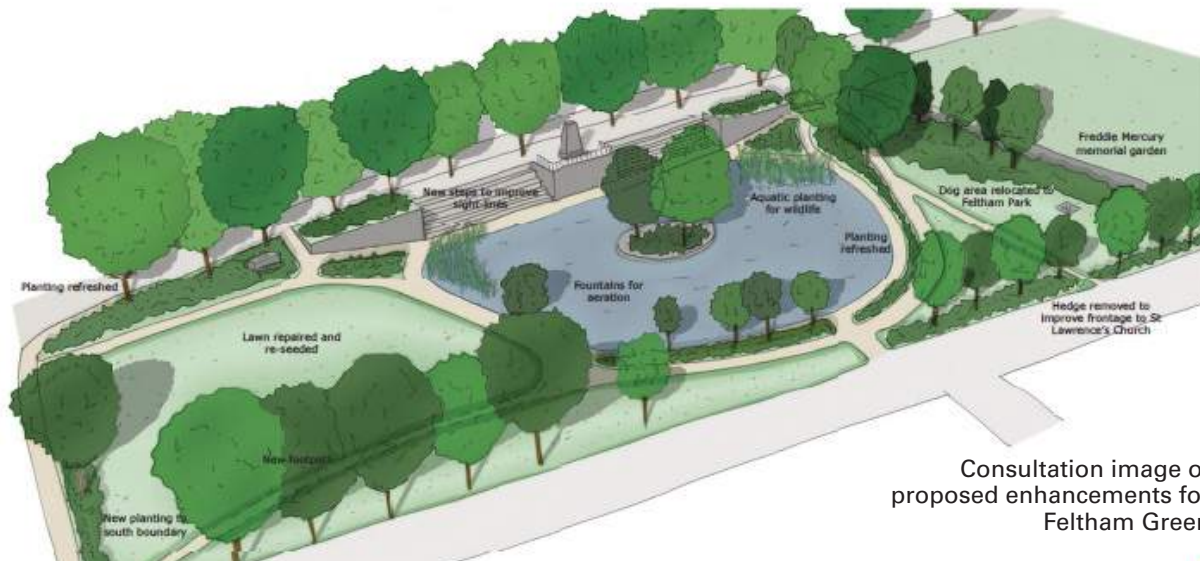
and help mitigate the impact of traffic (both in terms of noise and air pollution). Where possible existing trees should be retained and new trees planted.

Outdoor seating terraces in front of cafes or restaurants should be provided where practicable to add lifelines to the street.

## 2: FELTHAM GREEN

Feltham Green currently does not fulfil its full potential. It is hidden away and does not feel part of the Town Centre. The Green should be opened up to establish better visual and physical connections from the High Street, with steps and ramps leading into it.

The War Memorial should be given greater presence from the open space, and the route around the lake including its edge should be enhanced, providing sufficient space to walk



Consultation image of proposed enhancements for Feltham Green



Example for Bridge House Pond: a contemporary landscape treatment, Olympic Park, Stratford

around and enjoy, and allowing people formally and informally to sit around its edges.

New paths in the Green should serve desire lines, including from the High Street into Browells Lane and onwards into the MOD site). Routes should be convenient and legible to entice people to walk into and through the space.

At the northern corner along the High Street there is the potential to establish a hard surface area that could accommodate a potential temporary pop up new cafe and restaurant with a sitting-out terrace overlooking the green space.

A concept masterplan for Feltham Green has been prepared by the Council and was consulted on in March 2017.

### 3: BRIDGE HOUSE POND

Hidden away this pocket park goes almost unnoticed despite its central location opposite the station and next to St Catherine's Church spire. The Friends of the Bridge House Pond is an energetic local community group that aims to enhance this open space for the benefit of the local community.

The Council and the Friends of the Bridge House Pond group should jointly draw up a masterplan for the Bridge House Pond as the basis for improvements to the area. Potential ideas for improvements could include the following:

- Provide a set of stairs leading into the space from Hounslow Road bridge (if the eastern pedestrian span is built);
- Explore a direct connection with the Station forecourt underneath Hounslow Road, potentially using the former air raid shelter;

- Enhance the landscape around the pond (drawing out its natural qualities), while creating visibility into and across the Pond area to deter antisocial behaviour;
- Enhance paths, provide lighting and new seating to invite people;
- Enhance the children's play ground and provide a separation from the car park;
- Provide a single access to the car park (using its the eastern entrance point as two way) to take traffic out of open space, while retaining limited access to Bridge House;
- Provide new community facility and cafe as focal point; and
- Provide a clear management and maintenance regime, where the community has a say and potentiality takes responsibility through a community managed charity.

#### 4: STATION SQUARES AND RAILWAY BRIDGE

It is proposed to transform the current drop-off and station car park space into a welcoming gateway to the town. An extended pedestrian area is proposed in front of the old station building and new steps should connect with the bridge level on Hounslow Road. The early 20th century station building could be revived as a cafe with entrances both on Hounslow Road and on the station square. Vegetation on the embankment could be thinned to allow improved views towards St. Catherine's Church Spire that would lend the space a sense of place and assist orientation.

The taxi rank and drop-off facilities could be re-organised while the amount of station car parking is reduced. Lost parking revenues could be offset by increased revenue from additional retail units in the station.

Changes to the bus routing means freeing up space at the northern station entrance. This could be used to enhance the public realm and create a more pedestrian focused environment outside the station entrance.

The planned closure of the level railway crossing at Bedford Lane requires the building of a new pedestrian and cycle bridge across the railway. To be successful this bridge will need to provide a convenient and direct connection between Bedford Lane, Feltham Parklands, the northern station forecourt and The Centre.

Network Rail's proposal for the bridge envisages on the western side of the tracks a landscaped ramp and steps leading up to the



Example for the station square: soft surface treatments differentiate the square from the movement zone, Johann-Phillip Strasse, Trier

bridge. Effectively this forms a screen to the railway and a new green space. The green ramp should be integrated with the public space opportunity outside the northern station forecourt, and a seamless walking and cycling route should be established with the entrance into the Feltham Park lands.

On the eastern side of the tracks Network Rail proposes a simple ramp leading down from the Bridge to Bedford Land, while the existing connection into The Centre is retained. This emphasises the connection into The Centre while the link with Bedford Lane is indirect and illegible. The opportunity should be explored to enhance the connection with Bedford Lane to create a more direct and legible route for pedestrian and cyclists.



Example for new leisure plaza: public space Milton Keynes Central

#### 5: LEISURE WEST PLAZA

The redevelopment of Leisure West should be planned around a new central pedestrianised plaza. This should become the new focal point of the leisure hub, animated by leisure, cafe and restaurant uses. As a high quality public space it would need to provide formal and informal seating, feature lighting and could benefit from public art. The space would need to connect with the Longford River walk.



Photomontage of a potential new walking and cycling route along Longford River

## 6: LONGFORD RIVER WALK

The council is planning a shared cycle and pedestrian path along the Longford River between the High Street and Browells Lane.

This will open up the river for people to enjoy and offer an alternative route between the centre and Hanworth Air Park. The naturalistic character of the river corridor should be retained.

Seating should be provided along the path to offer opportunities for people to rest and enjoy the scenery, especially to invite older residents and parents with their children.

The development of the Leisure West site should frequently connect to the river walk and establish new development frontage overlooking the river walk to enhance its passive supervision and sense of safety.



Artist Illustration of a neighbourhoods pocket space as example for 7b

## 7: FELTHAM EAST SPACES

The MOD site currently accommodates an open space that is used as a playing fields. As part of the MOD re-development a number of new open spaces are proposed to compensate appropriately for the loss of this open space by the development. New spaces need to be of the highest quality and become focal spaces to the development. The following spaces are proposed:

7a - New central green space - this new green space should be more than a neighbourhood space but perform the role of a Town Centre pocket park, providing an attractive landscape setting and children's play area. The space should be of sufficient size to provide a local play space (LEAP).

7b - Neighbourhood pocket space - a smaller green space to provide neighbourhood amenities should be provided further east on the Central Spine;

7c - Feltham House Gardens - a landscaped garden should be established around Feltham House to provide an appropriate setting to this historic house. Subject to the future use of Feltham House, the gardens are not anticipated to be publicly accessible, but should provide a visual amenity. Nevertheless, a direct, wide and well lit path needs to be provided to link Browells Lane / Feltham Green with the New Central Green Space and the central spine in the MOD site

7d - Reach Academy 2 Playing Fields - as part of the new school development a new playing field should be provided. Outside of school hours this could be made available for community use.



Example of a central connecting route through the park, Olympic Park, Stratford



Example for Longford River in the park, a naturalistic water feature as focus in the landscape, Kidbrooke



Example of open grass lands for informal use, Princess Street Gardens, Edinburgh

## 8: FELTHAM PARKLANDS

The Council has undertaken a separate masterplan for the Feltham Parklands, that has been informed by the Feltham Vision and Concept Masterplan as well as this study. The masterplan envisages the joining up of the various open spaces, including the Feltham Arena, Blenheim Park, Glebelands Playing Field, Poor's Piece and Feltham Park into a contiguous and joined-up green space that functions as a whole.

Proposal includes

- Creation of an attractive diverse landscape with a variety of characters and recreational offers;
- Provision of formal and informal playing fields;
- Retention of the running track and creation

of a multipurpose central space for events;

- Provision of an adventure play area and skate park;
- New and enhanced routes across the park including two new bridges;
- Provision of a central 'pop-up' cafe;
- Reshaping of the mound into a more attractive and dynamic landscape; and
- Enhanced Assembly Hall with new community space.

## 9: HANWORTH AIR PARK

Hanworth Air Park should be enhanced to become a more active green space with a series of different landscape spaces, facilities and attractions that complement the Feltham Parklands.

This could involve the introduction of a more diverse landscape treatment. Opening up the culverted Longford River would create a new focal point for the park potentially including wetland areas with a more naturalistic setting, reed beds and pond dipping opportunities.

The entrances into the park should be enhanced and a network of formal shared cycle and walking paths established that link with the surrounding communities around the park.

Hanworth House should be brought back into meaningful use by implementing the extant permission of conversion to a hotel use,



Example for an informal play object as a focal point in a green space, Mabley Green, Hamerton



Example of sensitive access to a nature reserve, Gillespie Nature Park, London

residential or school. Part of the building could be used as a museum and for banqueting uses, such as weddings.

The Hanworth Air Park Leisure Centre could become the driver for promoting a more active use of the park, and also supervise and maintain new facilities. These could include for example an open air gym, an adventure playground and formal (potentially flood-lit) playing fields.

The use of the park as model plane air field should be retained as part of the enhancement.

## 10: UPPER CRANE PARK

The Upper Crane Park is a proposed new naturalistic parkland, that joins together existing open spaces (Pevensey Road Nature Reserve, the Crane River Little Park and the De Brome Playing Fields) with the Network Rail owned Feltham Marshalling Yards. It is proposed that the majority of the Marshalling Yard will become part of the Upper Crane Park, while a minor area to the west is reserved for housing.

New routes should be established to connect the park internally and with approaches from surrounding areas including Hounslow Heath and the adjoining London Borough of Richmond. The existing network of shared walking and cycling routes should be extended to the north along the Crane River and to the west (through the Marshalling Yard with Queens Road and into the centre. The established landscape characters and

habitats areas, such as woodlands, open grass lands and wetlands should be retained and enhanced. The park should promote a sensitive engagement with the natural environment and invite for walking and other suitable recreation and education activities.

A continuation of the current (illegal) motor sports activities is not supported. Entry barriers into the park should be erected to prevent access by motorbikes and cars. It is anticipated that formalising the status as a park, increased activity levels, passive supervision from new homes as well as (initially) active policing of the park will help deter antisocial activity.

The Friends of the River Crane Environment community group should be closely involved in any planning and design of the future of the park to harness their enthusiasm and community spirit and to safeguard the future of the park and its qualities for future generations.



Iceland

Travelodge

THE BANGER & BIG BURGER CO.

THE BANGER & BIG BURGER CO.

TRADITIONAL PORK CUMBERLAND LINCOLNSHIRE SAUSAGE

LOYDS BANK

LOYDS BANK

# 07 SMALL INTERVENTIONS

## ABOUT SMALL INTERVENTIONS

The physical changes suggested in the preceding chapters of the Feltham Masterplan 2017 are strategic long term projects, which may take several years to come to fruition.

Regeneration however does not only rely on long term projects. Positive change can start with small scale and low budget interventions that change people's perception of a place, create a new focus or resolve some particular pertinent issues that are experienced by the community.

We call these small interventions. This chapter focuses a number of tactical and low cost projects in Feltham that can deliver quick and tangible change before longer term development is delivered. These could include elements like pop up shops, temporary public realm interventions or support for existing community projects.

Successful interventions will change people's every day experience of the town. They will help to create a sense that things are changing and generate interest in the area. They can be used to test ideas and projects that may later become permanent features of the town.

Small interventions cannot be prescribed, but they need to come forward from individuals

or groups that want to bring forward positive change to their community. The council has a role to play in supporting and help facilitating interventions, for example by dealing with red tape, helping with administrative and legal issues, providing planing and design expertise where required, and potentially offering funding through development contributions. However, the lead needs to come from local people that want to get involved.

Consultation in Feltham has shown that there are many active groups and initiatives that could take the lead on projects, such as the Friends of the Feltham Pond, the Phoenix Project, Feltham Arts, Friends of the River Crane Environment and others.

This chapter identifies a range of potential small intervention that could be progressed in Feltham if they find fertile ground and interest from Feltham's community. The list of project meant to inspire rather than being exhaustive of the potential opportunities in Feltham for small interventions.



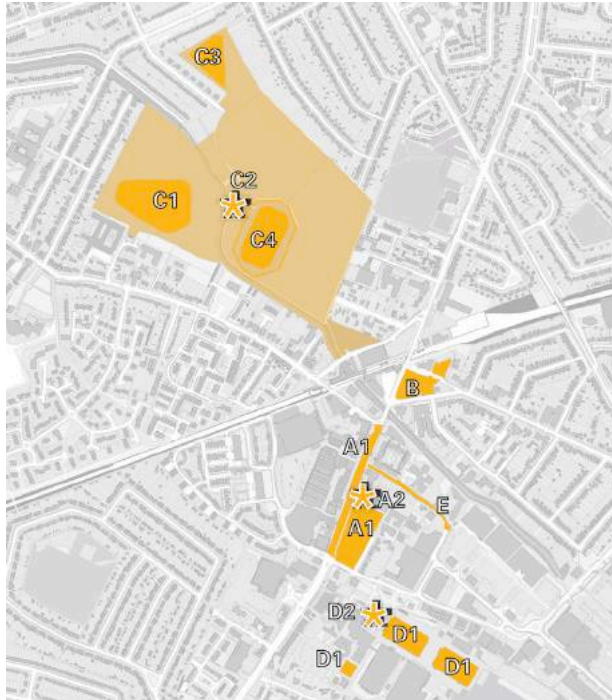


FIGURE 46, Locations for small interventions

## LOCATIONS FOR SMALL INTERVENTIONS

Small interventions should generally be focused in areas where they can have an immediate effect on the way existing spaces are used or in locations that may take several years to develop.

The interventions identified in the plan above concentrate on the Town Centre, existing open spaces and areas around Feltham East that may have remain vacant for several years as the MOD dispose of their site.



### A: FELTHAM TOWN CENTRE

Interventions in the Town Centre could be used to create buzz and interest. They could be focused around the High Street, The Centre and Feltham Green. One of their objectives should be to help make Feltham an exciting and vibrant place for the local community and to create opportunities for local businesses.

They could include:

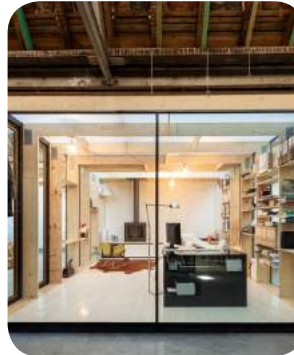
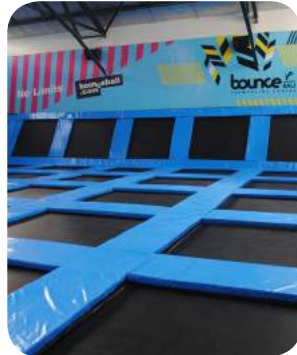
A1: Temporary furniture, installations, parklets, events, markets on Feltham Green and the High Street; and

A2: A pop-up restaurant / cafe adjacent to Feltham Green

### B: BRIDGE HOUSE POND

The masterplan supports the Friends of the Feltham Pond Community Project to transform and manage the area at Bridge House Pond.

This could see this space enhanced and further opened up to the public and support the hard work of this community group. The involvement of the community in the management and maintenance of this space should be considered.



### C: FELTHAM PARK

Feltham Park has significant potential to host a number of new functions that could help make this a more attractive space to visit. These could include with activities such as:

- C1: An open air cinema and music events;
- C2: Pop up cafes;
- C3: Community gardening; and
- C4: Sports events.

These uses could be determined by local people and could support local groups and activists that would like to use the park for community benefit.

### D: FELTHAM EAST - MOD SITE

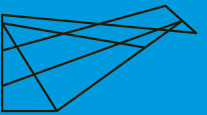
Once vacated by the MOD the buildings on site could be occupied by temporary uses to create a buzz around what could become and exciting new urban quarter. Potential temporary uses could include:

- D1: Events, art exhibitions and sports uses that animate the site, provide interest and connect with the site's history
- D2: Temporary occupation of Feltham House, to provide creative office space, education or community facilities to:
  - Keep the building in use; and
  - Protect it from vandalism and decay.

### E: VICTORIA ROAD

Victoria Road could be the place for an experimental traffic scheme that trials out a temporary traffic management, such as introducing a one way system, and provides extended footways through road markings, traffic cones, parklets and greening. The purpose would be to create a much enhanced pedestrian link between Leisure West and the centre, and a safer environment for school children and their carers. The success of the temporary scheme could provide the impetus for a the installation of a more permanent scheme along Victoria Road.

URBAN  
INITIATIVES  
STUDIO



OPPORTUNITY **HOUNSLOW**

# **APPENDIX 1:**

## **SOCIO-ECONOMIC AND PROPERTY MARKET SUMMARY**

**BILFINGER GVA, 2015**

## SOCIO-ECONOMIC AND PROPERTY MARKET SUMMARY (2015)

### RETAIL AND LEISURE

The fortunes of Feltham Town Centre as a retail and leisure hub are intrinsically linked to the people and businesses that populate it and its immediate hinterland. The centre is of a scale that it is principally underpinned by those who live within it or are only a short distance away, as such as their fortunes, likes and aspirations change so do those of the Town Centre.

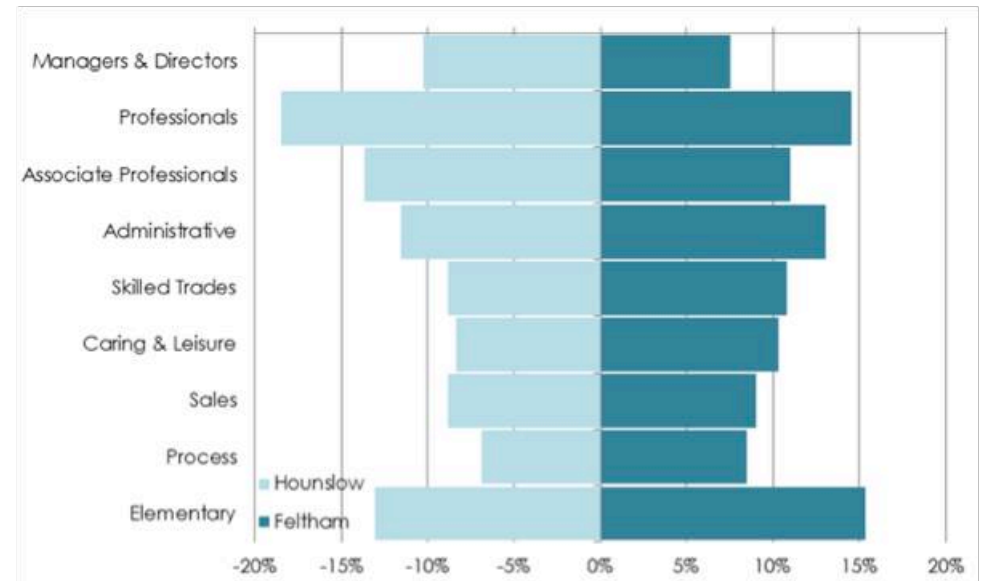
#### Population Characteristics

To consider future opportunities for the Town Centre it is important to understand the wider socio-economic dynamics that will, in the main, drive demand for additional or different forms of development and activity. The Town Centre has a relatively low population density when compared to the Borough as a whole, accommodating approximately 17,500 people in the centre and its immediate hinterland. This population tends to be older, with the most significant cohorts being between 30 and 60 years old. Importantly for the future health of the town Feltham has a lower share of younger and working age residents than LB Hounslow limiting the potential retail audiences and spending power.

Allied to this aging population the key economic characteristics of the local catchment suggest there is likely to be limitations on the scale and type of retail that can be supported. Experian identify that the majority of residents lie within 'lower order' shopper profiles, with high proportions occupying shopper types that focus on lower

to mid-tier retail brands. Comparative analysis suggests that there is an under-representation of shopper types that drive demand for high quality and/or value retailers.

These shopper characteristics are largely driven by the qualifications and occupation profile of residents, which are considerably weaker than LB Hounslow. Less than half the residents achieve a Level 2 qualification and employment is dominated by 'elementary' and 'administrative' activities when compared to the borough average. However, there is a reasonably significant proportion of residents engaged in 'professional' occupations, although this is below the borough wide share. This grouping provide a good base for



Feltham Occupation Profile, Source: Census, 2011

broadening the dining and café offer within Feltham.

Given this socio-economic context the retail offer within Feltham reflects the dynamics of its catchment, which is predominantly orientated around middle to lower levels of income and occupation activity. From a market perspective the centre would appear to be functioning relatively well, vacancy rates have been persistently low and rents have seen recent increases. This suggests there is a good 'fit' between the scale and nature of the offer and the predominant nature of shoppers.

### Retail Offer

Feltham is a relatively successful centre, with a high sales density. The borough-wide retail study suggests that Feltham performs better than Brentford but significantly weaker than Hounslow or Chiswick in turnover terms.

The retail offer is mixed, but has a strong proportion of activity at the lower price / quality end of the market; however the redevelopment of The Centre has attracted some mid-range brands such as Next. The core offer is underpinned by a number of multiples (in smaller formats) and offers a mix of convenience and comparison retail. The scale of units is orientated towards 'top up' rather than destination shopping.

### Future Retail Opportunities

In the future there would appear to be opportunities to broaden the retail mix within the town. At present there would appear to be a gap in the offer in terms of informal, mid-market dining and café activity, where there is limited presence outside of Leisure West and the Nando's within The Centre. Whilst we have not identified any clear occupier requirements the scale of catchment and other leisure drivers locally (such as the cinema, bingo and ten pin bowling) would suggest a complementary offer could be developed. At present this is likely to be constrained by the type of retail unit provided which, based on average unit sizes, is below the minimum size such operators would require.

It is unlikely that there would be significant opportunities to grow the scale of the retail offer, however diversifying its range and introducing modest amounts of new comparison (non-food) goods retail may be possible. However, this is most likely to be led by an increase in the number of residents within the catchment through the provision of new residential units in the Town Centre, providing additional footfall and spending power. Similarly if the nature of the catchment changes then other forms of retail/leisure may be possible. The young, better qualified and moderate earning sector of the catchment has grown, the delivery of new housing types can also help broaden the demand again offering the potential to increase local spend.

What will be critical for the future health of the Town Centre will be creating a more integrated environment that creates a truly joined up offer between Feltham Station, The Centre, Leisure West, employment areas and the residential communities to encourage usage and, in particular, linked trips. Delivering new retail or leisure floorspace without overcoming connectivity issues will not deliver the maximum impact for the Town Centre as a whole of any future development and may undermine the overall viability of the Town Centre.

## INDUSTRIAL ACTIVITY

The Feltham commercial offer has traditionally been dominated by industrial and manufacturing activity, largely contained within the Browells Lane - Forest Road industrial area to the south of the High Street. Originally this area was occupied by the Ministry of Defence, who still retain a major presence in the area, however the area accommodates a mix of light industrial, storage and distribution activities.

### Industrial Offer

The current industrial portfolio is mixed, with a significant proportion of the original stock remaining and now making a low quality offer to occupiers. However there has been recent development of new, higher quality stock, in particular the Vector Park scheme delivered speculatively by SEGRO to the south east of the area. Better quality stock is also located at Plane Tree Crescent where there is a mix of industrial and office stock.

Overall the industrial area would appear to be a relatively weak offer when compared to other locations within LB Hounslow, with poorer quality stock and significant access constraints. However, the area appears to perform well, with relatively strong rents and limited vacancies; recent development activity reinforces the strength of the market in this location.

**Heathrow Airport and the Industrial Market**  
 Given the juxtaposition between market performance and quality of the area it is likely that the area is being strongly influenced by the effect Heathrow Airport has on industrial land demand. Servicing activity for the airport drives high levels of demand in LB Hounslow generally, driving up land and rental values. Aviation related industries are time sensitive, therefore businesses tend to cluster in locations with very good road access to the airport, such as Hatton Cross, or with strong connections to the wider road network, such as Poyle and Colbrook industrial estates (located between junctions 14 and 15 of the M25).

Feltham, which is circa 15 minutes by road to the airport, does attract some businesses which will service the airport, however a high

number will locate here because it is more 'affordable' than locations that are better connected to the airport. Rents in Feltham are c.£10/sqft compared to £12.50/sqft closer to Heathrow, thus whilst the location may not be 'ideal' for operators the price benefits outweigh these constraints.

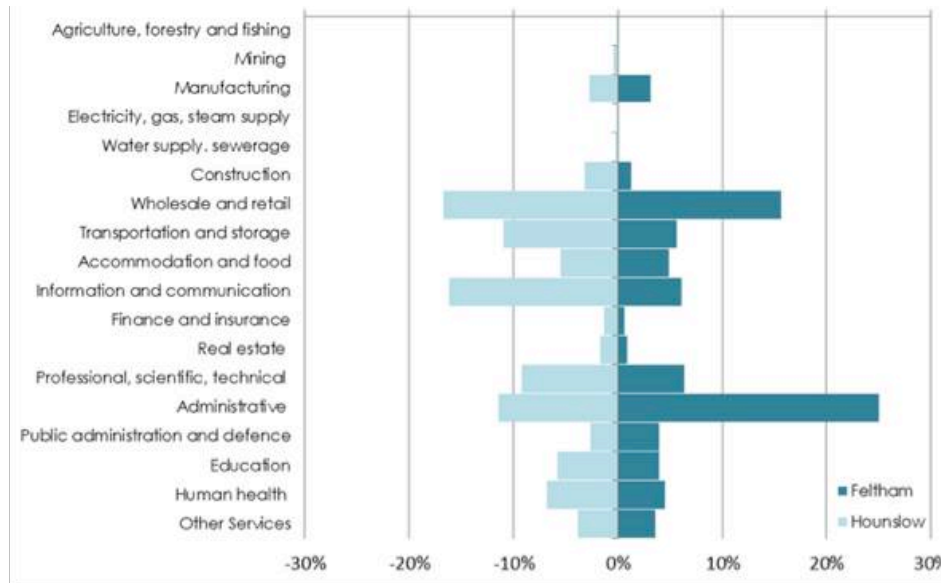
Given the quantum of industrial stock in the area, however, many other locations compete on value, such as Boeing Lane, Southall (£6.50 psf), Airlinks Way, Hounslow (£7.50) and Staines Business Park (£9.50psf). Whilst the variations in value will reflect access, quality of stock and local demand, this demonstrates the level of competition for industrial occupiers in the area.

**Future Industrial Opportunities**

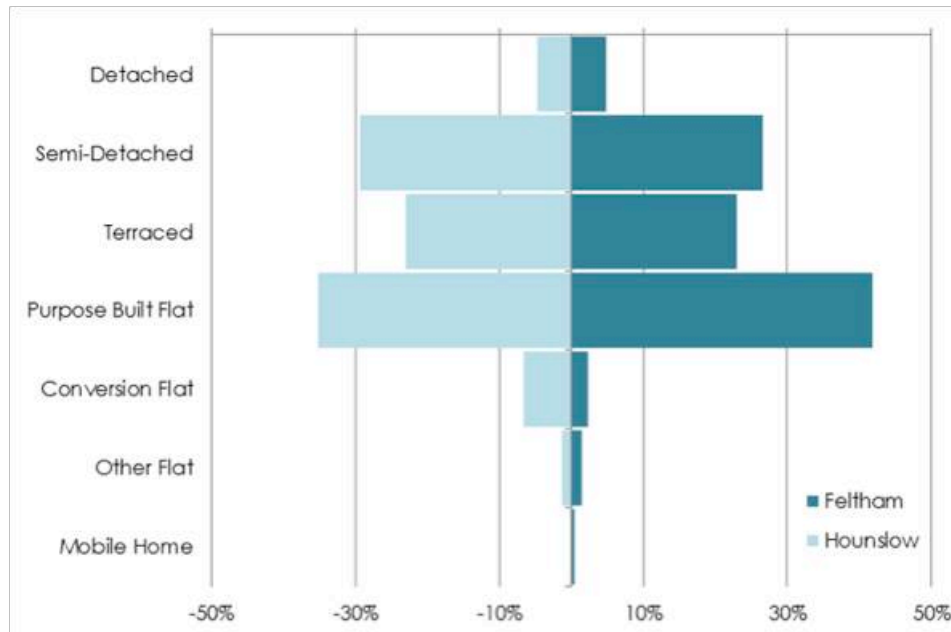
Longer term there may be opportunities to relocate some industrial activity to new, more accessible locations creating new opportunities for development. However, if this is considered it will be important to retain some differentiation within the market and not focus all provision close to Heathrow. Finding locations that provide choice and can also offer different price points will be vital for retaining activity within the borough.

The Employment Land Review states that there area identifies demand for new industrial space. It states that this could be met through the intensification of existing clusters of industry and by allocating new areas. In Feltham existing clusters of industry, such as the Locally Significant Industrial Site at Plane Tree Crescent, could be intensified. Likewise new employment areas could be identified.

As stated earlier in this document a third runway at Heathrow will significantly increase the demand for industrial space in the Borough. This further emphasis the need to identify the opportunities for new employment spaces in Feltham.



Employment in Feltham,  
 Source: BRES, 2013



Feltham Dwelling Profile  
Source: Census, 2011

## RESIDENTIAL

### Residential Stock

The residential stock within Feltham is highly polarised, 40% of Town Centre stock is within purpose built flatted development, largely built within the last decade. Outside of the immediate Town Centre the provision is dominated by post-war semi-detached suburban housing; some newer (albeit similar) stock has been developed to the south west of the industrial area.

### Residential Market

The residential market within Feltham is weaker than that of LB Hounslow generally, with limited new development delivered within recent years. Development that has been delivered has tended to focus on smaller flatted units with the redevelopment of The Centre dominating the Town Centre market.

### Future Residential Opportunities

Broadening the residential offer to provide a greater range and quality of housing is important to encourage the future vitality of the Town Centre to the benefit of both existing and new communities. For example, stock that encourages a new cohort of young professionals and families into the area will in turn increase local retail spend, promoting an improved Feltham retail offer to the benefit for both the established community and new residents.

However, new development must also consider the high level of affordable housing need in Feltham. The 2016 Residential Housing Market Assessment analysed the profiles of local incomes and housing costs. This suggested that half of all new housing will need to be social rented housing at rent levels



Heat Map – Residential Values

well below 'affordable rents' rather than Starter Homes or intermediate tenure products.

The Housing Market Assessment found that semi-detached houses and purpose built flats were the most common dwelling types in the borough, reflecting the fact that it extends between central London in the east and outer suburban areas to the west. Pressures on land were reflected in the recent increase in the proportion of purpose built flats and apartments, and this pressure is likely to continue. The proportion of households with dependent children will reduce from 34% in 2012 to 30% in 2037. This together with the growth in multi-adult households, might also contribute to the demand for flats and apartments.

Apartments should form part of high quality, mixed-use, urban scale developments in proximity to key leisure/dining amenities and the Station. Houses should be well designed to provide attractive homes that meet the needs of families; this could take the form of town houses to deliver a denser, more urban feel to the Town Centre fringes.

Feltham is generally more affordable than the rest of the borough; with the average house price some £100,000 below the borough average (and approximately £200,000 below the London average). The rate of house price growth in Feltham since 2012(18%) is marginally below the borough average (19%), and values in both have grown a rate significantly below that of London overall (25%). The town also has relatively low levels of private renting but significant owner

occupation and social renting in comparison to the rest of Hounslow. Feltham's higher housing need is driven by lower incomes. Patterns of deprivation are strongly related to historical pattern of Local Authority Housing.

Average Property Values (Source: Land Registry)

	Average Property Value (2014)	% Change (Avg. 2012-14)
Feltham Town Centre	£243,292	18%
LB Hounslow	£338,514	19%
London	£440,626	25%

The value growth profile of both Feltham and the borough of Hounslow's reflect their geographical position in Outer London, which has experienced a slower rate of growth than Inner London due to the nature of the stock and the level of demand.

To ensure that growth in Feltham does not continue to lag behind the borough, it will be vital that the Town Centre environment and quality of development is raised to attract a range of residents, as well as to better meet the needs of the existing communities. This should seek to improve the network of green spaces within and accessible from the Town Centre, make more of other assets such as the river and also create attractive routes between residential, retail and leisure locations.



The Centre, flats like this are typical for new development in Feltham



Semi detached housing, typical for older housing in Feltham

## OFFICE ACTIVITY

Feltham has not historically attracted significant levels of office activity. Its location is considered remote from Central London and it does not benefit from good public transport connections to other economic hubs such as Heathrow Airport or the M4 corridor. Office market performance reflects the lack of a significant market, with weak rental performance and a low number of deals recorded.

### Future Office Opportunities

Despite the weak office market and traditional focus on industrial activity recent business growth has shown a shift towards a wider economic base, with the largest proportional growth in ICT and professional services activity. This suggests there are likely to be opportunities for office-based employment in the future; however this growth has tended to be driven by small and micro businesses.

The Employment Land Review states that improved environments in Town Centres may be beneficial in attracting smaller businesses to Town Centres.

Feltham Town Centre has a 'Key Existing Office Location' designation. The Council aims to support initiatives that improve the conditions in these areas. Despite the lack of demand the Employment Land Review suggests that this designation is fit for purpose and should remain. This will protect the Town Centre from the loss of existing office space. Likewise, the report recommends that the Article 4 Direction (which prevents the permitted development right of conversion of office space to residential) remains appropriate. The opportunity to improve the Town Centre environment for small

businesses should therefore be considered as part of this study. There could also be some opportunity for the Council to provide subsidised premisses to support these types of businesses.

### SUMMARY:

- Some opportunities to grow the scale and diversify the range of the retail offer supported by new residential development;
- A more integrated environment is critical to the health of the Town Centre;
- Longer term potential to relocate some industrial activity to new, more accessible locations and create new opportunities for development;
- Recent business growth has shown a shift towards a wider economic base with some potential for office-based employment in the future;
- Broadening the residential offer to provide a greater range and quality of housing is important to the future vitality of the Town Centre;
- Feltham's relative affordability may encourage greater levels of demand in the area; therefore it is important that quality residential development is delivered to meet a growing demand and benefit both new and existing communities; and
- The opportunity to provide spaces in the Town Centre for small businesses.



Retail, there is some scope to diversify the range of retail in Feltham



There is some potential to create new opportunities for industry