HESTON VILLAGE
Consultation Draft
Conservation Area Appraisal

September 2017
Foreword

I am pleased to present the draft Heston Village Conservation Area Appraisal. Heston Village is a valuable part of the heritage of the borough.

This draft appraisal builds on the original conservation statements for Hounslow’s conservation areas and has been reviewed as part of a comprehensive review of Hounslow’s conservation area statements.

The purpose of the appraisal is to provide an overview of historic developments and key components that contribute to the special interest. This appraisal will also identify positive and negative contributors as well as opportunities for improvement in order to inform a comprehensive understanding of the conservation area.

In addition to the conservation area appraisal review, we are also updating the council’s local list, which recognizes buildings of local importance and celebrates Hounslow’s diverse architectural heritage. We hope this document will play a significant role in the future management of Heston Village Conservation Area and will be a guide for developers, residents and planners.

We look forward to hearing your views on the draft appraisal and will amend this where appropriate, following consultation.

Steve Curran
Executive Summary

Presented here is the draft consultation version of the Heston Village Conservation Area Appraisal. The purpose of a conservation area appraisal is to provide an overview of the historic development of the area and to describe the key components that contribute to the special interest of the area.

- describe the historic and architectural character and appearance of the area which will assist applicants in making successful planning applications and decision makers in assessing planning applications
- raise public interest and awareness of the special character of their area
- identify the positive features which should be conserved, as well as negative features which indicate scope for future enhancements

This document will be subject to public consultation in Autumn 2017, and following that consultation it will be amended to reflect responses where appropriate. The final version is scheduled for adoption by the council in March 2018. The council’s Spatial Planning and Infrastructure Team has an extensive programme for producing or reviewing conservation area appraisals for the 28 conservation areas in the Borough, will all be subject of consultation. The council is committed to ensuring it manages its heritage assets to the best of its ability.

Prepared by:

Spatial Planning and Infrastructure Team
Regeneration, Strategic Planning and Economic Development
London Borough of Hounslow
Civic Centre
Lampton Road
Hounslow
TW3 4DN

Email address: ldf@hounslow.gov.uk
1 Introduction

1.1 What is a conservation area?

1.1.1 A conservation area is an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. Conservation areas are very much part of the familiar and valued local scene. It is the area as a whole rather than specific buildings that is of special interest.

1.1.2 The ability to designate areas, rather than individual buildings, first came into being as a result of the Civic Amenities Act of 1967. The special character of these areas does not come from the quality of their buildings alone. The historic layout of roads, paths and boundaries; a particular mix of building uses; characteristic building or paving materials; public and private spaces such as gardens or parks and trees and street furniture can all contribute to the special interest of the area. Conservation area designation gives a much broader protection than the individual listing of buildings, as all features (listed or otherwise) within the area are recognised as part of its character. The conservation area as a whole and the buildings/structures and spaces within it are all designated as heritage assets.

1.1.3 The first designations tended to be of very obvious groups of buildings, landscapes or small areas of strongly similar architectural design. Later it was seen that larger areas, where less obvious original features such as topography, routes or uses had produced a special character, could benefit from being designated.

1.1.4 The Planning (Listed Buildings and Conservation Areas) Act 1990 provides specific protection for buildings and areas of special interest. The council as the local planning authority has a duty (under section 69) to consider which parts of the London Borough of Hounslow (Hounslow) are ‘…areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance’ and should be designated as conservation areas.

1.1.5 Heston Village conservation area was designated on 25 November 1974 and has not been altered or extended since. Additional protection to the area includes: statutorily listed buildings, St Leonard's Church is a local landmark; part Archaeological Priority Area, and Local Open Space.

1.2 Format of the conservation area appraisal

1.2.1 This document is an appraisal document as defined by Historic England in the advice note Conservation Area Designation, Appraisal and Management, Historic England Advice Note 1, February 2016 (originally March 2011).

1.2.2 To quote from the Historic England advice note, an appraisal document should provide: ‘…greater understanding and articulation of its character which can be used to develop a robust policy framework for planning decisions.’ It is intended to form a basis for further work on design guidance and enhancement proposals.

1.2.3 The appraisal describes and analyses the particular character of Heston Village conservation area, portraying the unique qualities which make the area special, and providing an analysis of the significance of the area. Once adopted, the appraisal will become a material consideration when determining planning applications.

1.2.4 The document is structured as follows: this introduction is followed by an outline of the legislative and policy context (national, regional and local), for the conservation area. Then there is a description of the geographical context and historical development of the conservation area and a description of the buildings within it, the seven character areas, together with sections on the condition of the conservation area, recommendations for further designation and future development in Heston. A strengths, weaknesses, opportunities and threats (SWOT) analysis is provided, to clarify and summarise the key
issues affecting the area. Three appendices are included: a schedule of designated assets; a schedule of properties and further reading, information and websites.

1.2.5 This appraisal provides an understanding of the significance of the conservation area, by identifying and analysing its principal characteristics. It does not include specific detail about every building and feature within the area, and any omission from the text should not be interpreted as an indication of lesser significance.

1.2.6 This appraisal should be used as the starting point for further guidance for development in the area. It could be expanded in the future to include a management plan, which would give more specific design guidance.

1.3 Location and context of the conservation area

1.3.1 Heston Village conservation area is located in the west London district of Heston in the northwest of the borough, with the London Borough of Ealing to the north and the London Borough of Hillingdon to the west. Hounslow and Hounslow West sit to the south, with the Great West Road acting as the edge and divide. The eastern edge of Heston is lined by Osterley Park, behind St Leonard’s Churchyard and Heston Community School. It is a relatively secluded and quiet part of the borough and retains a feeling of remoteness, reinforced by its limited accessibility.

1.3.2 Residential use predominates and the area may be classified as mostly late interwar (1930 to 1939) and post Second World War (1945 onwards) outer suburban. Hounslow is the nearest major centre.

1.3.4 Heston began as a hamlet within the parish of Isleworth. The old centre forms the heart of the conservation area and has been much rebuilt. A number of early eighteenth century buildings survive around St Leonard’s church and substantial Victorian buildings of interest follow artery roads. Also within the conservation area is the complete 1960s modernist Wheatlands Estate.

1.3.5 Heston is today acoustically dominated by both the M4 motorway, which passes through the north of the area, and Heathrow Airport, which lies in close proximity to the west.

1.3.6 The Heston conservation area has very much an eighteenth century village charm. Its urban framework has the characteristic elements of a traditional settlement largely eighteenth century, but with medieval origins particularly in its siting on old roads.

1.3.7 Special architectural interest lies in the old centre around the war memorial and the church, and in the quality of the early eighteenth century buildings, which form the heart of the village. The large open fields and open spaces around the church provide an appearance of a settlement at a junction in a rural area. Later nineteenth and twentieth century buildings are carefully laid out, carefully designed or linked in groups with ample open space around them.
Heston Village Conservation Area
2 Planning context

2.1 National policies

2.1.1 Government advice concerning heritage assets is set out in the National Planning Policy Framework (NPPF) (2012). The conservation of heritage assets in a manner appropriate to their significance is a core principle of the NPPF. As conservation areas are defined as designated heritage assets in the NPPF, weight must be given to their conservation and enhancement in the planning process.

2.1.2 Any decisions relating to listed buildings and their settings and conservation areas must address the statutory considerations of the Planning (Listed Buildings and Conservation Areas) Act 1990 (see in particular sections 16, 66 and 72) as well as satisfying the relevant policies within the NPPF and the London Borough of Hounslow Local Plan 2015 (the Local Plan).

2.2 Regional policies

2.2.1 The London Plan (2015), produced by the Greater London Authority, includes relevant sections, including: Historic environment and landscapes – policy 7.8 Heritage assets and archaeology; policy 7.9 Heritage-led regeneration; and policy 7.10 World Heritage Sites.

2.3 Local policies

2.3.1 The London Borough of Hounslow Local Plan (adopted by the council on 15 September 2015) includes policies aimed at the protection of the historic environment, policies (policy CC4 Heritage). Other relevant policies include: Residential Extensions and Alterations (SC7) and Context and Adopted Character (CC1).

2.3.2 Hounslow Council (the council) has produced a Supplementary Planning Document: Residential Extension Guidelines (2003), which is a material consideration in any application concerning extensions to residential dwellings in the conservation area. This document is due to be updated.

2.3.3 The council has produced a Supplementary Planning Document: Shop Front Design Guidelines (2013), which is a material consideration in any application concerning shop fronts in the conservation area.

2.4 Implications of designation

2.4.1 Conservation area designation introduces a number of additional controls on development within the area, which are set out below.

2.4.2 Demolition of an unlisted building within a conservation area will require planning permission.

2.4.3 In addition to any Tree Protection Order that may apply to individual trees, all trees in conservation areas are protected under Section 211 of the Town and County Planning Act 1990 (as amended) except those which are dead or dangerous. Anyone proposing to carry out works to a tree in a conservation area must give six weeks’ notice of their intention to do so before works begin.

2.4.4 For information on Permitted Development Rights, refer to the Planning Portal (https://www.planningportal.co.uk), which is the national home of planning and building regulations information and the national planning application service.

2.4.5 The council has the power, following public consultation, to serve a direction under the planning regulations to bring developments, where planning permission would not normally be required, under planning control. For example, the council could control the replacement of doors and windows, the insertion of new window openings and the alteration of boundary treatments, through the creation of an Article 4 Direction.

The purpose of these additional controls is to ensure that the special qualities of an area are not diminished by unsympathetic alterations.
3 Historic development of the area

3.1 Historic maps

The following maps show how Heston retained its rural character into the early twentieth century, with only minor developments of housing occurring along existing lanes. The post Second World War maps show the district’s move away from agriculture and its considerable residential expansion. The conservation area boundary has been superimposed onto the maps to show the area that is being discussed.
3.2 Geographic, economic and social features that helped shape the area

3.2.1 Settled since Saxon times, Heston began as a hamlet within the Isleworth Hundred, lying north of the Bath Road on the northern edge of Hounslow Heath. A charter of Henry II gives the name as Hestune, meaning ‘enclosed settlement’. Another suggested etymology is Anglo-Saxon Haes-tun meaning ‘brushwood farmstead’. Economic activity included brickmaking and fine corn and wheat that was and still is grown in what is left of the open ground between the village and Osterley Park.

3.2.2 Heston separated from Isleworth in the fourteenth century, becoming a parish in its own right. This gave the locals a sense of independence from the inhabitants and feudal lords of Isleworth, with whom they frequently quarrelled. The practice of ‘beating the bounds’ was practised annually when the inhabitants went in procession around the parish boundaries, to show locals the extent of their lands. By the sixteenth century the Parish of Heston had expanded to include Sutton, Lampton, Wyke and Osterley Park.

3.2.3 By the mid-seventeenth century, lanes and enclosed arable fields linked Lampton, Sutton and Heston. In the Heston area in particular, settlement became concentrated at widespread junctions with St Leonard’s church at the apex of incoming roads to the village.

3.2.4 Over the eighteenth century a second larger green formed next to Heston Farm, north of the small green by the church, and much later gained its own church as a focus. Little change occurred until the early twentieth century, there being no nearby railway to catalyse development.

3.2.5 A growth boom occurred when the Great West Road was built in the 1920s, with the farming and market garden land around the village being snapped up for industry and housing developments and the population doubling in size between then and the late 1930s.

3.2.6 Around this time Heston became well known for its airport, after two young flyers bought a piece of ground to park their aircraft. The first commercial air services to Paris started from Heston and the airport was the scene of...
British Prime Neville Chamberlain’s return from a meeting with Adolph Hitler in 1938, at which he famously waved a piece of paper declaring that there would be no war. Twelve months later World War II broke out.

3.2.7 The post World War II period again saw considerable growth, largely in the form of a continuation of the interwar (1918 to 1939) sprawl of low density, low rise housing estates, but with the notable addition of three high rise towers close to the village. The M4 motorway cut through the overall Heston area in the late 1960s, and has had a dissociating effect.
The conservation area and its surroundings
4.1 The surrounding area and the setting of the conservation area

4.1.1 The conservation area itself is centred on the village green and St Leonard’s church - the historic and current heart of Heston. The conservation area’s surroundings comprise:

4.1.2 To the immediate north, the 1970s Heston Farm housing estate with its cross-shaped slab blocks, tower blocks and terraces. Just beyond is the M4 motorway.

4.1.3 To the west, a mix of residential types and periods, including Victorian (1837 to 1901), interwar, postwar and more recent housing, with civic uses including the swimming baths, the library, a nursery and the village hall.

4.1.4 To the south, a large area of low density, inter and postwar housing which originally sprang up with the construction of the Great West Road in the 1920s.

4.1.5 To the east, Osterley Park and its surrounding Metropolitan Open Space, one of the last surviving country estates in London and one of the largest open spaces in west London.

4.1.6 Further information on the wider context can be found in the Cranford and Heston section of the London Borough of Hounslow Urban Context and Character Study (2014).

4.1.7 The following photos illustrate the appearance of areas surrounding the conservation area.
5 Character areas

The conservation area comprises four distinct character areas. For reference purposes, these are numbered consecutively from north to south.

The character areas are:

1. The Green
2. Wheatlands
3. St Leonard’s
4. Heston Schools

The following map illustrates the locations of the four character areas.
5.1 Character area 1: The Green

4.2.1 The Green character area
5.1.1 This area is focused on the Green, which evolved later than the smaller one by the church to the south, now largely obliterated by street widening. Located along Heston Road to the north of the conservation area, towards the M4, there is still very much a village character, partly due to the areas of green open space, particularly the Green itself. Our Lady Queen of the Apostles Roman Catholic Church, built in 1961 by Burles & Newton architects, further maintains the village character and forms a landmark. The 1961 Our Lady Queen of the Apostles Roman Catholic Church at the north end of the Green. (Local list?) The brown brick elevations, contrasting with areas of pale render, together with the striking overall design and characterful detailing, make this a high quality building that makes a positive contribution. The tall tower with its spirelet help to make this a landmark building in the conservation area. The church appears to be little changed, if at all, so has fortunately retained the original architectural integrity of design.

5.1.2 The south of the area consists of Old Cote Drive, a cul-de-sac of mostly early postwar semi-detached houses in a modestly Tudorbethan-style. Though the buildings themselves are on the whole in good condition, most have lost their front gardens to hard standing.

4.2.1.3 It is proposed that the conservation area be extended on the west and north edges of the Green, to include the houses as a buffer.
5.2 Character area 2: Wheatlands
5.2 Wheatlands character area

4.2.2.1 Located between St Leonard’s churchyard and fields to the east, this area consists of the Wheatlands Estate, an early 1960s residential development of detached, semi-detached and terraced houses and flats laid out on a looping street and set around landscaped gardens and greens. The estate has a village character and the buildings have a fairly strong relationship to the street.

5.2.2 The buildings themselves have a consistent style in both their use of materials. These include: pale brown brick, white timber panelling and maroon coloured or shallow pitched roofs.

4.2.2.3 The estate was built in 1962 and 1963 by Ronald Lyon (Estates) Company Ltd which was owned by the charismatic and prolific property developer Ronald Lyon (1928-2004). The estate has the distinction of being the first residential development to be built by the company, with most of the homes being designed by Edward Schoolheifer, a Swiss architect, who was employed in the in-house architects’ department. His vision was to create a selection of thoughtfully designed contemporary homes set among landscaped lawns and communal gardens. The centre piece of the four hectare site is 2 Wheatlands, a detached house, which won the Woman’s Journal House of the Year Award in March 1963. This was extensively reported in the 22 March edition of the Builder magazine of the same year. The estate surrounds the eleven storey purpose built block, Westbourne House, with a wide selection of housing stock, ranging from four bedroom detached houses, three bedroom patio houses, to two bedroom terraced houses and apartments.

5.2.4 From within the estate, one is not aware of the earlier aspects of the village beyond. Conversely the Westbourne House tower block is visible for some distance around.

5.2.5 The area also includes a pair of striking two storey Modernist housing blocks set in green open space, at the junction of Wheatlands and Heston Road and overlooking the Green.
5.3 Character area 3: St Leonard’s

[Map of Heston Village with labeled landmarks and buildings]

- The Rose and Crown
- St Leonard’s Church
- War Memorial
- Vicarage & Church Hall
- 133 Heston Road

Legend:
- Landmark
- View
- Focal Point
- Statutorily Listed Building
- Locally Listed Building
- Positive Contributor
- Negative Contributor
- Watercourse/body
- Green Open Space
- Extension 2017

[Map Legend and Scale]
5.3 St Leonard’s character area

5.3.1 Heston Village Conservation Area is centred on grade II* listed St Leonard’s Church, which gives its name to this character area. The multiple, staggered junction of Heston Road with New Heston Road and Church Road creates a focal point marked by the church, its vicarage (grade II) and the local war memorial (grade II). The character is of a hamlet at a crossroads.

5.3.2 Although rebuilt in 1863-66 by T Bellamy, the parish church of St Leonard appears medieval; indeed the tower dates back to the fourteenth century. The church forms an attractive group with the vicarage of 1780 and its adjacent hall of 1880 (both under a single grade II listing) and, crowded by large trees, gives an appearance of being in the country. Outside is a very old lychgate (individually listed grade II) which was refurbished in the early 2000s and won an English Heritage award. To the north is a large an interesting graveyard, which includes the resting place of Private White, the last man to be flogged in the British Army.

5.3.3 To the immediate east of the church, rows of shops line the conjoining roads, with Heston War Memorial forming the centre point, on what is now a traffic island. The war memorial was sculpted in 1918 by Arthur G Walker in Portland stone. The statue depicts a private soldier in full marching kit, standing at ease.

5.3.4 The traffic island is attractively planted and well-tended and features a stone trough bearing the inscription ‘Metropolitan Drinking Fountain & Cattle Trough Association’. The water trough is an interesting example of Victorian philanthropy: the provision of clean drinking water was a much-needed public service, for the benefit of people and animals.

5.3.5 The Metropolitan Drinking Fountain and Cattle Trough Association was set up in London by Samuel Gurney, a member of parliament, and philanthropist, and Edward Thomas Wakefield, a barrister, in 1859 to provide free drinking water. Originally called the Metropolitan Free Drinking Fountain Association, it changed its name to include cattle troughs in 1867, to also support animal welfare. In the nineteenth century, water provision was from nine private water companies, each with a geographic monopoly. The quantity of water was inadequate and was often contaminated, as was
famously discovered by John Snow during the 1854 cholera epidemic. Population growth in London had been very rapid (more than doubling between 1800 and 1850), without an increase in infrastructure investment. Legislation in the mid nineteenth century gradually improved the situation. The Metropolitan Commission of Sewers was formed, water filtration was made compulsory, and water intakes on the Thames were forced to be moved above the sewage outlets. (Source: Wikipedia)

5.3.6 The road layout has not altered much since the eighteenth century and timber framed buildings are a reminder of this. However, more prevalent is replacement and infill development of the nineteenth and twentieth centuries. These mostly retail premises are very restrained and architecturally well detailed with decorative elements typical of the period. They have also respected the village context by being small scale using a palette of traditional materials.

5.3.7 There are public houses on old sites, one with an attached 1675 gravestone (129 Heston Road), and to the south, one of the older shops (133 Heston Road) is listed grade II. To the north, the Rose and Crown public house was built in the mid-nineteenth century, though there has been a pub on the site since at least the mid-seventeenth century. Together, these buildings provide a sense of scale, grain and community, all of which are important to the continuity and character of the conservation area.

5.3.4 An important feature of the area is the network of footpaths, which are agricultural survivals and connect the knot of buildings around the junction of Heston Road with New Heston Road and Church Road with the school, and with the local and national open space of the former Heston farmlands and Osterley Park.
5.4 Character area 4: Heston Schools
5.4 Heston Schools character area

5.4.1 Further south on Heston Road, the conservation area has a more rural feel because there are fewer buildings lining the streets and fields become more dominant. The open spaces give the area a very agricultural appearance indicating their origins. The wider open setting of playing fields, and Osterley Park in the distance, extends the horizon.

5.4.2 In the nineteenth and twentieth centuries there was expansion with public buildings. The buildings here form an interesting group, particularly the old Infant School (former National Industrial School) and caretaker’s house of 1861, which is a picturesque small scale symmetrical building of polychrome brick, Gothick in style, with a bell-turret. Further on, the Heston Community School of 1925 with the old Heston Fire Station of 1895 at the entrance. Old walls aligning the linking paths are important features.

5.4.3 Opposite the school campus is the mid-twentieth century Heston Methodist Church. To the east, the path of the early twentieth century Kempton to North London water main appears as a disjointed series of sometimes fenced linear open spaces and occasional utility structures.

5.4.4 There has been education on the campus since 1861, but Heston Senior School (as it was known previously) was officially opened in 1932. The opening was described by the Middlesex Chronicle as ‘…one of the largest and most representative assemblies which had ever gathered in Heston’.

5.4.5 Developments over the years have seen a growth in the number of students, and the associated classrooms and specialist facilities for their use. Recent developments have seen the creation of a purpose-built sports facilities and the creation of state-of-the-art teaching and learning facilities in the Osterley Building, which was extended in 1996, and the Hogarth Building which was opened in 2010.

5.4.6 It is proposed that the conservation area be extended to the south side of Heston Road, to include the houses and other buildings, including Heston Methodist Church, as a buffer.
6 Recent/new developments and their impact

6.1 The selection of photos below show a variety of types of development in the conservation area.

*Heston Primary School, Heston Road*

*2000s housing at the northern edge of the cemetery, Heston Road*
7 Views and focal points

7.1 The following photos illustrate the rich and varied character of views and focal points within the conservation area.

7.2 The area is notable for the differing appearance of its views and focal points, including major and subsidiary streets and spaces, together with green spaces. These all add to the particular character and good quality of the conservation area.

7.3 The retention of trees and vegetation is of particular importance, which should be well maintained. These features play a key part in defining the green character of views and focal points.

7.4 The major green spaces comprise the green itself and a large area around St Leonard’s church, being the setting and the churchyard. There are also important areas of greenery relating to housing, both communal and private, that help to create a pleasant, sympathetic, setting. Smaller green spaces, of no less importance, can be found in the open settings of housing developments, or can be glimpsed over boundary walls.

7.5 There are also interesting streetscape views throughout the conservation area. Some are dominated by the presence of major buildings, such as St Leonard’s Church and Our Lady Queen of the Apostles Church, which also act as focal points. The towers of both churches can be seen from various viewpoints within the conservation areas and act as landmarks.

7.6 The U-shaped front space in front of St Leonard’s Church, focused on the historic lychgate, is also a key open space, although visually reduced by the extent of car parking. It is important to essential to retain the character of these key features, and consider only sensitive enhancements, where appropriate, in order to maintain the quality of views and focal points.
8 Open spaces and trees

8.1 Designated Local Open Spaces are:
- The green
- St Leonard’s graveyard
- Heston Community School playing fields

8.2 Throughout the conservation area, there is a notable character of spaciousness, of a high quality, whether of a large or smaller scale.

8.3 The conservation area benefits significantly from a several high quality open spaces, and large numbers of mature trees. The principal open spaces are the green and areas around St Leonard’s Church.

8.4 A pleasing feature in the conservation area is the presence of footpaths, both historic and more recent. These narrower footpaths provide open space of an intimate scale and character.

8.5 There are other open spaces of a lesser scale, often with a very pleasant open green character and mature trees, in the settings of housing and other buildings.

8.6 All of these open spaces and the many trees contribute positively: this character should be kept as the highest priority. The open, uncrowded areas of development that retain open space around and between buildings are key to defining the semi-rural, village-like character of much of the conservation area.

8.7 As well as providing a positive visual impact, the open green spaces are also beneficial for the environment and ecology.
9 Condition of the Conservation Area

9.1 With a few exceptions, the condition of the conservation area throughout is generally good to very good. This includes the maintenance of buildings, structures, public realm, highway, green and blue spaces.

9.2 There are currently no buildings or structures that are on the Heritage at Risk Register, maintained by Historic England.

9.3 There are a few scattered areas of open space that would benefit from improved soft and hard landscaping. Regrettably, the quality of public pavements is poor in some parts of the conservation area, with an unattractive patched appearance arising from contrasting coloured paving. Paving should be of good quality and the same material and colour.

9.4 The Council encourages regular maintenance. Sources of guidance for maintaining property, including window retention, repair (timber and metal fenestration) and replacement can be found in: Appendix 3: Further reading, information and websites.

9.5 The growth of vegetation on historic buildings can be harmful to the visual character of the building and can also cause structural damage. Such vegetation should be appropriately killed and removed. Planting near historic buildings should be carefully considered to allow sufficient space for root growth.

9.6 Windows and doors are key features in any building’s character, and the retention and reinstatement of historic windows and doors is encouraged. In particular, the use of UPVC for windows and doors is not recommended. UPVC windows and doors cannot visually replicate historic timber, they are not maintenance-free, they can be difficult, if not impossible, to repair, they are unsustainable as most end up in landfills, their production produces harmful chemicals and they are usually more expensive in terms of the lifetime of the windows. Historic timber windows can often be repaired, rather than replaced, and in terms of lifetime cost, are usually better value.

9.6 The overpainting of brick is not recommended for several reasons. Practically, painting over brick can prevent these materials from functioning effectively and can lead to damp problems. Aesthetically, the painting of individual houses can disrupt the group value of a row of houses.

9.8 The loss of or covering up of even small features, such as painting decorative details in different colours to the authentic character in a group, leads to a harmful visual impact. Overpainting contrasting painted features such as mock Tudor detailing on faux timber features in roof gables in unauthentic colours, is harmful.
9.9 Maintaining Details such as wall treatments, front settings and boundary treatments are all important as they help to maintain the character of the streetscape. The removal of boundary treatments for off street parking or other alterations can have detrimental impact on the street scape. The retention of boundary treatments within the conservation area is encouraged.

9.10 Efforts should be taken to limit the harm from the impact of roof lights, especially front roof lights. Conservation style roof lights are recommended as these are less visually intrusive. Aligning roof lights over fenestration may help to make them more harmonious with the building. Solar panels can also be very visually intrusive if installed on the front façade of a building. Solar panels can be installed to the rear of a property where they are not visible from the public domain.

9.11 New developments should preserve and enhance the quality of the conservation area and should be in keeping with the general character of the conservation area. Poor quality new developments can harm the integrity of the conservation area.

9.12 For advice on residential extensions, the current document that should be referred to is: London Borough of Hounslow – Residential Extension Guidelines (October 2003). Please note that this guidance is currently being revised and is currently out for consultation. This new guidance will be adopted at the end of 2017.

9.13 All alterations to statutory listed buildings and structures are assessed on a case by case basis. It should be noted that statutory listing covers the whole building/structure, internally and externally (all fabric), settings and curtilage. Curtilage is defined as “as an area of land around a listed building within which other buildings pre dating July 1948 may potentially be considered listed.” Many early listing descriptions were brief and often only noted features that could be seen from the public realm. The absence of description of other parts of buildings/structures, settings and curtilage should not be assumed to indicate that these elements are either not covered by the listing or are not significant. Apart from small, like for like essential repairs, the majority of alterations require granting of listed building consent in advance.

10 Signage and shop fronts

10.1 There is a range of advertising and signage in the conservation area, reflecting its commercial and retail uses. This character, together with the quality, of shop fronts, projecting signs and lighting, is varied.

10.2 There are many locations in the conservation area where the quality and appearance of signage and advertising could be enhanced.

10.3 In some instances, there has been retrofitting of poor quality shop fronts (including with exterior security grilles) and signage of varied designs and materials, leading to a loss of individual and group quality.

10.5 The council wishes to see the quality of shop fronts enhanced, not only to improve the appearance of the conservation area, but to make business premises more attractive commercially.

10.6 For advice on shop front design, refer to the London Borough of Hounslow: Shop front design guidelines (January 2013).

10.7 Further guidance on alterations to residential and commercial properties can be found in the London Borough of Hounslow Local Plan (2015).

10.8 For London Borough of Hounslow documents, see: www.hounslow.gov.uk.
11 Future development in Heston

11.1 The Council currently is producing a West of Borough Plan, part of an area-focused Local Plan review. The Plan has ambitious plans for the wider regeneration of the West of the Borough, which will include redevelopment to provide additional housing, commercial premises and associated infrastructure in some areas, mainly focused in Feltham, Bedfont and Hatton Cross. Heston and Cranford are identified for areas in need of regeneration which will result in directing improvements to the area. Development may occur in a modest scale.

11.2 The character and quality of Heston Village should be used as an example and inspiration for redevelopment around and in the environs of the conservation area.

11.3 For council reports that have been adopted and published on its website, as of the date of publication of this appraisal, see Appendix 3: Further reading and websites.

11.4 To see existing and any reports that postdate publication of this appraisal, see:
www.hounslow.gov.uk.

12 Strengths/weaknesses/opportunities/threats (SWOT) analysis

The conservation area has many buildings, structures and places that make a positive contribution to it and together form interesting and historic streetscapes and settings. However, a relatively low number of negative features have impacted adversely on the quality of the historic environment, many of which would be reversible.

This appraisal should be used as the starting point for further guidance for development in the area. It could be expanded in the future to include a management plan, which would give more specific design guidance. In the meantime, a SWOT analysis is provided.

The SWOT analysis below summarises the main issues within the conservation area and could provide the basis of a management plan in the future. Points are not made in any order of priority.

12.1 Strengths

- Busy and vibrant high street.
- Statutory and locally listed buildings.
- Important Heston War Memorial
- Important historic water trough and drinking fountain.
- Variety of types, styles and materials of buildings.
- High quality, characterful open green spaces with mature trees.
- Strong sense of place/identity.
- Landmarks and focal points.

12.2 Weaknesses

- Use of and double glazing for fenestration which fails to respect the historic proportions of the original windows.
- Since designation there has been infill development. Some of this is poor quality that fails to respect the established character of its surroundings.
- Examples of poor quality, unsympathetic shop fronts, signage and associated front pavement clutter.
12.3 Opportunities

- Areas both adjacent to and outside the conservation area are under redevelopment pressure for regeneration. It will be important to ensure that the density, scale, design, details and materials of new development respects and relates well to the existing character of the conservation area.
- Improvement of the public realm and settings around St Leonard’s Church, particularly in the car parking area.
- Preservation, enhancement and reinstatement of special architectural quality. Retention or reinstatement of original detailing, using replacements of authentic and sympathetic design and materials.
- Coordination, rationalisation and improvement of street furniture, footway and roadway surfaces. Elimination of cluttered effect, to enhance environmental amenity.
- A tree quality and condition survey, additional tree planting and better tree maintenance.
- Retain soft landscaping and greening to settings as priority. Avoid the paving over of green settings that create unsympathetic and harsh areas of hard standing, and also encourage car parking in front settings.
- Retain strong front boundaries and resist the creation of any new crossovers, to avoid vehicular access and car parking.
- Better maintenance of some buildings and their settings would have a positive, cumulative, impact on the appearance of the conservation area.
- Innovative, high quality, design and materials of new development in the conservation area.
- Update the borough’s Local List of Buildings and Structures of Townscape Merit, in order to ensure that designations are up to date.
- Improvement of shopfronts throughout the conservation area.
- Update the borough’s Local Open Space designations, also to ensure that designations are up to date.
- Retain/incorporate roadside older buildings, to keep the identity and historic relationship with the grain of the area and the streets.
- Retain the paths and walls which form the old links in new proposals.

12.4 Threats

- Further loss of traditional, authentic, architectural features and materials, due to unsympathetic alterations, including replacement fenestration of inappropriate design (e.g. sashes to casements) and material (e.g. timber to UPVC).
- Over development of sites, leading to a loss of views and visual permeability.
- Inappropriate scale and character of roof, side and rear extensions, to maintain quality, skylines and sympathetic treatment.
- Further inappropriate shop fronts, signage and illumination.
- Removal of original details.
- Demolition of buildings which make a positive contribution to the character of the area.
- Loss of chimney stacks and their pots, leading to an erosion of characterful rooftops.
- Loss of boundary treatments.
- Painting over of historic brickwork.
- Loss of group character, such as the replacement of roof coverings that fail to respect established materials.
- Commercial decline and change, in particular the closure of local pubs and shops.

12.5 Management plan

This appraisal should be used as the starting point for further guidance for development in the area. A Management Plan could be developed in future to provide more specific design guidance, and to identify specific projects required to improve and enhance the Conservation Area.
Appendix 1  Recommendations for further designation

There should be a comprehensive survey of the conservation area for further designation of buildings, structures and places that are of local importance, to be added to the borough’s Local List of Buildings of Townscape Interest. As of 2017, the council hopes that funding will be made available to programme this work in the near future, with the assistance of local amenity groups. The process will include consultation before formal adoption by the council.

The process for local listing will adopt the advice provided by Historic England.

Local Heritage Listing: Historic England Advice Note 7 (published 11 May 2016) Historic England’s website (https://historicengland.org.uk) notes that:

Local lists play an essential role in building and reinforcing a sense of local character and distinctiveness in the historic environment, as part of the wider range of designation. They enable the significance of any building or site on the list (in its own right and as a contributor to the local planning authority’s wider strategic planning objectives), to be better taken into account in planning applications affecting the building or site or its setting.

Potential candidates for local listing and designation could include a variety of buildings and structures. These do not have to be limited to historic buildings and structures: twentieth and twenty first century development of architectural merit could also be included.

Possible inclusions on the local list could be, but are not limited to, the following:

Housing of various periods and types that are good examples.

- Wheatlands Estate (most of the buildings)
- Two storey housing blocks at the junction of Wheatlands and Heston Road.
- Early twentieth century terrace of houses in Tudor style, at 238-246 (even) Heston Road
- 1960s block of flats at the junction of Church Road and Heston Road.

Public houses, including:

- Rose & Crown, Heston Road
- Former Old George public house at 129 Heston Road, including its attached 1675 gravestone and the two storey brick building in the rear setting. All to be separately locally listed, or possible statutory listing for the gravestone.

Shopping parades, including:

- Interwar shopping parade at the junction of New Heston Road and Heston Road.

Places of worship, such as:

- Our Lady Queen of the Apostles Church and its buildings.
- Heston Methodist Church, Heston Road.

Individual buildings of interest, including:

- 1950s Modernist building at the junction of Church Road and Heston Road.

Individual historic structures, such as:

- Historic drinking trough and water fountain at the junction of New Heston Road and Heston Road.
Community buildings, such as:

- Group in the Heston School’s campus: several buildings, including comprising the Infants’ School (former National Industrial School) and caretaker’s house (pre 1870), and others, and the Old Heston Fire Station (1895).

There should be consideration of more designation of new Local Open Space, including:

- The forecourt outside St Leonard’s Church, Heston Road.
- The island setting of the war memorial and historic water trough, at the junction of New Heston Road and Heston Road.
- Network of historic footpaths (agricultural survivals) to the rear of St Leonard’s Church and walls.
Appendix 2: Schedule of designated and recorded heritage assets in the conservation area

<table>
<thead>
<tr>
<th>Statutorily listed buildings</th>
<th>Grade of listing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heston Road Church of St Leonard,</td>
<td>II*</td>
</tr>
<tr>
<td>Heston Road Heston Church Lych Gate,</td>
<td>II</td>
</tr>
<tr>
<td>Heston Road Vicarage of St Leonard’s Parish Church including St Leonard’s Lodge to rear</td>
<td>II</td>
</tr>
<tr>
<td>Heston Road 133</td>
<td>II</td>
</tr>
<tr>
<td>New Heston Road Heston War Memorial</td>
<td>II</td>
</tr>
</tbody>
</table>

Local List of Buildings and Structures of Townscape Merit

None

Local open space

The Green

St Leonard’s Church Graveyard

Heston Community School playing field

Archaeological Priority Area

Area surrounding St Leonard’s Church and extending southwards along Heston Road.

Other records

Heston War Memorial is catalogued on the War Memorials Trust online database (reference 120602) and on the Imperial War Museum’s online database (reference 66717).
Appendix 3: Schedule of properties in the conservation area

8 Central Parade TW5 0LQ
8A Central Parade TW5 0LQ
9 Central Parade TW5 0LQ
9A Central Parade TW5 0LQ
10 Central Parade TW5 0LH
10A Central Parade TW5 0LQ
11 Central Parade TW5 0LQ
11A Central Parade TW5 0LQ
12 Central Parade TW5 0LQ
12A Central Parade TW5 0LQ
13 Central Parade TW5 0LQ
13A Central Parade TW5 0LQ
14 Central Parade TW5 0LQ
14A Central Parade TW5 0LQ
15 Central Parade TW5 0LQ
15A Central Parade TW5 0LQ
16 Central Parade TW5 0LQ
16A Central Parade TW5 0LQ
17 Central Parade TW5 0LQ
17A Central Parade TW5 0LQ
Shop 1, 12 Central Parade TW5 0LQ
1-12 Stanworth Court, Church Road TW5 0LB
56-76 (even) Church Road TW5 0LA

88 Heston Road TW5 0QP
88A Heston Road TW5 0QP
90-102 (even) Heston Road TW5 0QP
112-116 (even) Heston Road TW5 0QP
118A-118J Heston Road TW5 0QP
Heston Methodist Church, Heston Road TW5 0QP
146-156 (even) Heston Road TW5 0QU
1-4 Ashmore Court, Heston Road TW5 0SW
4B Ashmore Court, Heston Road TW5 0SW
5 Ashmore Court, Heston Road TW5 0SW
5B Ashmore Court, Heston Road TW5 0SW
6-12 Ashmore Court, Heston Road TW5 0SW
224 Heston Road TW5 0RH
224A Heston Road TW5 0RH
224B Heston Road TW5 0RH
228A Heston Road TW5 0RH
228B Heston Road TW5 0RH
230-246 (even) Heston Road TW5 0RH
250-264 (even) Heston Road TW5 0RT
Flats 1-6, Leonard Court, Heston Road TW5 0RU
Flat at Rose and Crown Public House, 220 Heston Road TW5 0RH
Rose and Crown, 220 Heston Road TW5 0RH
St Leonard’s Church, Heston Road TW5 0RD
Western Heating & Plumbing Merchants, 226 Heston Road TW5 0RH
91 Heston Road TW5 0QR
93 Heston Road TW5 0QR
131 Heston Road TW5 0RD
131A Heston Road TW5 0RF
133-141 (odd) Heston Road TW5 0RQ
160A Heston Road TW5 0QU
162 Heston Road TW5 0QU
162A Heston Road TW5 0QU
164 Heston Road TW5 0QU
164A Heston Road TW5 0QU
166 Heston Road TW5 0QU
166A Heston Road TW5 0QU
166B Heston Road TW5 0QU
170 Heston Road TW5 0QU
170A Heston Road TW5 0QU
172 Heston Road TW5 0QU
174-176 Heston Road TW5 0QU
174A Heston Road TW5 0QU
176A Heston Road TW5 0QU

Church Hall, St Leonard’s Church, Heston Road TW5 0RD
First floor flat, 131 Heston Road TW5 0RD
Flats 1-4, 168 Heston Road TW5 0QU
Flat at the Old George public house, 129 Heston Road TW5 0RD
Flat, 172 Heston Road TW5 0QU
Heston Community School, Heston Road TW5 0QR
Heston Community Sports Hall, Heston Road TW5 0QZ
Heston Primary School, Heston Road TW5 0QR
Heston Wine Store, 168 Heston Road TW5 0QU
Jade Pharmacy, 176 Heston Road TW5 0QU
Nursery, Heston Primary School, Heston Road TW5 0QR
Saint Leonard’s Parish Office, 147 Heston Road TW5 0RD
Saint Leonard’s Vicarage, 147 Heston Road TW5 0RD
Second Floor Flat, 131 Heston Road TW5 0RD
Seventh Day Adventist Church, 178 Heston Road TW5 0QU
The Lodge, 147A Heston Road TW5 0RD
The Old George, 129 Heston Road TW5 0RD
Traditional Fish & Chips, 160 Heston Road TW5 0QU
Units 1 to 6, 122 Heston Road TW5 0QU
1-7 Hopes Close TW5 0RN

1-9 Pannells Court, New Heston Road TW5 0HS
9A New Heston Road TW5 0NA
10 Pannells Court, New Heston Road TW5 0HS
13 New Heston Road TW5 0LW
15 New Heston Road TW5 0LW
15A New Heston Road TW5 0LW
17 New Heston Road TW5 0LW
25 New Heston Road TW5 0LW
Flat, 13 New Heston Road TW5 0LW
Flat, 17 New Heston Road TW5 0LW
Quick Bite, 19 New Heston Road TW5 0LW
Spar Stores, 9-11 New Heston Road TW5 0NA
8 New Heston Road TW5 0LJ
8A New Heston Road TW5 0LJ
10 New Heston Road TW5 0LJ
10A New Heston Road TW5 0LJ
12A New Heston Road TW5 0LJ
14 New Heston Road TW5 0LJ
14A New Heston Road TW5 0LJ
14B New Heston Road TW5 0LJ
16-26 New Heston Road TW5 0LJ
Launderette, 12 New Heston Road TW5 0LJ

1 Old Cote Drive TW5 0RW
1A Old Cote Drive TW5 0RW
3 Old Cote Drive TW5 0RW
5-29 Old Cote Drive TW5 0RW
31-51 (odd) Old Cote Drive TW5 0RW
51 Old Cote Drive TW5 0RW

1-14 The Green TW5 0RL
Our Lady Queen of the Apostles Roman Catholic Church, 15 The Green TW5 0RL

1-43 (odd) Wheatlands TW5 0SF
Annexe, 2 Wheatlands TW5 0SA
2-64 (even) Wheatlands TW5 0SA
29A Wheatlands TW5 0SF
43A Wheatlands TW5 0SF
45-95 (odd) Wheatlands TW5 0SG
66-110 (even) Wheatlands TW5 0SB
112-156 (even) Wheatlands TW5 0SD
186-238 (even) Wheatlands TW5 0SQ
Flats 1-22, Westbourne House, Wheatlands TW5 0SJ
Flats 23-44, Westbourne House, Wheatlands TW5 0SL
Appendix 4: Further reading, information and websites

London Borough of Hounslow – contact details

London Borough of Hounslow
Civic Centre
Lampton Road
Hounslow TW3 4DN

Note: In 2018, the Civic Centre is due to be relocated to another site in Hounslow.

Tel: 020 8583 2000 (all general enquiries)
020 8583 5555 (environment, street services and planning)

Website: www.hounslow.gov.uk

London Borough of Hounslow – useful email addresses

To make comments on planning applications: planningcomments@hounslow.gov.uk

To report suspected breaches of planning controls: planningenforcement@hounslow.gov.uk

To raise concerns on street trees and the maintenance of public green spaces, contact Carillion, the council’s contractor. To contact Carillion call 0845 456 2796 or email: Hounslow.info@carillionservices.co.uk

London Borough of Hounslow Local Plan and design guidance:

London Borough of Hounslow Local Plan (2015)

London Borough of Hounslow: Shop front design guidelines (2013)


London Borough of Hounslow: Cranford and Heston Urban Context and Character Study (2014)

London Borough of Hounslow regeneration publications


Other sources of planning information and guidance

Planning Portal

The Planning Portal is the national home of planning and building regulations, information and the national planning application service. Includes extensive information on householder permitted development rights. See: https://www.planningportal.co.uk

Historic England guidance

Historic England is the public body that looks after England’s historic environment. It has published a very large number of reports providing guidance on a wide range of issues. Some examples are listed below.
Historic England Customer Service Department

Telephone: 0370 333 0607
Textphone: 0800 015 0516
Email: customers@HistoricEngland.org.uk
Website: https://historicengland.org.uk/advice


Local Heritage Listing: Historic England advice note 7 (2016)

Traditional Windows: their care, repair and upgrading (2015)

Research into the Thermal Performance of Traditional Windows (2009)

https://historicengland.org.uk/advice/your-home/making-changes-your-property/types-of-work/alter-my-windows/

Energy Efficiency and Historic Buildings: Draught-proofing windows and doors (2016)


The Society for the Protection of Ancient Buildings (SPAB)

SPAB was founded by William Morris in 1877 to counteract the highly destructive 'restoration' of medieval buildings being practised by many Victorian architects. Today it is the largest, oldest and most technically expert national pressure group fighting to save old buildings from decay, demolition and damage. SPAB runs courses for professionals and home owners. It publishes a wide range of advisory publications.

SPAB
37 Spital Square, London, E1 6DY
Tel 020 7377 1644
Fax 020 7247 5296
Email: info@spab.org.uk
Website: http://www.spab.org.uk

Publications and sources of information on Heston:

National Heritage List for England (NHLE):
https://www.historicengland.org.uk/listing/the-list/

British History Online: http://www.british-history.ac.uk

Wheatlands Estate: http://www.wheatlandsestate.co.uk

Heston Community School - History: http://www.hestoncommunityschool.co.uk

Advice on the maintenance and repair of buildings

A STITCH IN TIME: Maintaining Your Property Makes Good Sense and Saves Money (2002). This is a very useful and practical document, packed with good advice.

http://ihbc.org.uk/stitch/Stitch%20in%20Time.pdf
https://historicengland.org.uk/advice/your-home


http://www.spab.org.uk

Other publications, websites and organisations


London Borough of Hounslow local history archives (located at the Treaty Centre): www.hounslow.info/libraries/local-history-archives

Hounslow and District History Society www.hounslowhistory.org.uk

The Victorian Society. Campaigns for the preservation of Victorian and Edwardian buildings in England and Wales.

The Victorian Society

1 Priory Gardens, LONDON W4 1TT
Tel: 020 8994 1019
Email: admin@victoriansociety.org.uk
Website: www.victoriansociety.org.uk

Current base maps: © Crown copyright. All rights reserved 100019263.
Historic photos: London Borough of Hounslow Local Studies Centre.
Current photos: London Borough of Hounslow.