Welcome

Berkeley
Designed for life

LAND SOUTH OF BEDFONT ROAD PUBLIC CONSULTATION



Introductions

Berkeley has 50 years' experience delivering high-quality homes across London, Birmingham and the south of England. Our vision is to create welcoming, sustainable and nature-rich places, where communities thrive and people of all ages and backgrounds can enjoy a great quality of life.

Berkeley
Designed for life









Meet the Team

Berkeley
Designed for life



Over **60** live sites



1,200 acres of new or improved habitats set to be delivered



Over **20,000 homes** built in the last 5 years



27,000 jobs supported on average per year



Committed to or delivered **246 acres** of woodland in last 7 years



£2.3 bn contributed to community and affordable housing over the last 5 years supported on average per year



535 community facilities currently under construction including play spaces, sports facilities and community hubs



Berkeley build **10%** of London's affordable homes

Meet the Team

Berkeley in Hounslow

Berkeley is a proud investor and developer in the London Borough of Hounslow, with several developments recently completed or in planning.



Kitchen Social



Home-Start Richmond, Kingston and Hounslow

Meet the Team

Masterplanners & Architects

Landscape & LVIA

Transport Planners

Planners

Ecologist





The Site

Site & Surrounding Area



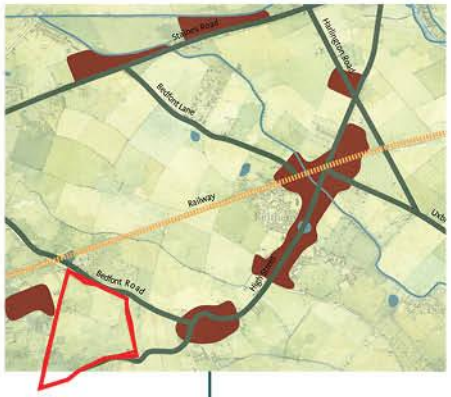
Site & Surrounding Area



Site & Surrounding Area



History of the Site



1897



1935



1960



Modern Day

History of the Site

The 'fields'

1786 Map from Old Maps Online website



1780s

Watkins and Simpson use site for nursery business exporting globally



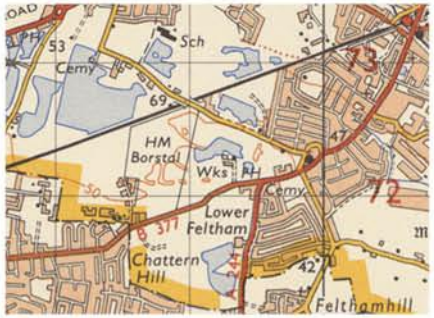
Historic England Aerial Photograph archive



Historic England Aerial Photograph archive Britain Above Website

1910s

Old Maps Online website



Silica and gravel extraction

1970s

St Dunstan's Meadow created after landfill



2000s

Strips of nursery beds within the Site

You Said, We Did

You Said, We Did

Green Belt and open space

YOU SAID

"Keep the site as open space and protect existing green areas."

You Said, We Did

Community infrastructure and services

YOU SAID

"Ensure schools, healthcare and services can support new residents."

You Said, We Did

Traffic and transport

YOU SAID

"Development could worsen traffic congestion and pressure on public transport."



You Said, We Did

Nature and environmental impact

YOU SAID

"Protect wildlife, habitats and the site's natural environment."

You Said, We Did

Access and recreation

YOU SAID

"Maintain public access for walking, exercise and recreation."



You Said, We Did

Safety

YOU SAID

"Ensure the development creates a safe environment."

You Said, We Did

Affordable housing

YOU SAID

"Provide affordable housing that benefits local people."



You Said, We Did

Local identity and site heritage

YOU SAID

"Recognise the site's history and local identity."

Our Vision

Our vision is to create a sustainable and well-connected residential masterplan that delivers a range of high-quality homes, including affordable and family housing, alongside new community facilities and a strengthened network of green spaces.

















Landscape Strategy

1. Cultivation Corridor

Setting Down Roots

A new publicly accessible green space inspired by Feltham's heritage, where people can come together to enjoy nature, grow plants and play.

Raised Planting Beds
Communal growing spaces for residents and visitors.

Social Seating and Outdoor Dining Areas
Communal growing spaces for residents and visitors.

Play Spaces
Opportunities for a range of ages, from formal equipped play areas to informal play integrated throughout the landscape.

Habitat Creation
Measures to encourage nature into the site, including water bodies, meadows, trees and hedgerows.

Nature Trail
Educational routes that celebrate biodiversity and 'messy' landscapes, incorporating features such as bug hotels and bird boxes.



Landscape Strategy

2. St Dunstan's Meadow

For Future Generations

A place dedicated to nature conservation. The existing site includes areas of lowland meadow, and as part of the masterplan a new lowland meadow will be created, enclosed by hedgerows and trees to provide a safe haven for wildlife to thrive.

2a. New cycle route to east of meadow

2b. Protected lowland meadow habitat



Middlefields Park – The Sports Facilities



The creation of a new sports provision that provides active, healthy and inclusive spaces for a variety of sports and recreational activities, meeting the needs of the local community and people of all ages.



Health Centre





Berkeley is committed to delivering new homes alongside the infrastructure improvements required to support them. Our proposals are informed from a robust evidence base, ensuring that the Masterplan contributes to Hounslow's long-term sustainability.



New commercial space



We have included flexible commercial space within the new public square to the south east, creating opportunities for a local shop, café and community use anchored to the existing high street.



The Homes

Creating Places For Communities

The masterplan includes up to **700 new homes and apartments**, with **50% affordable housing** to support local residents, families and key workers.











Visuals



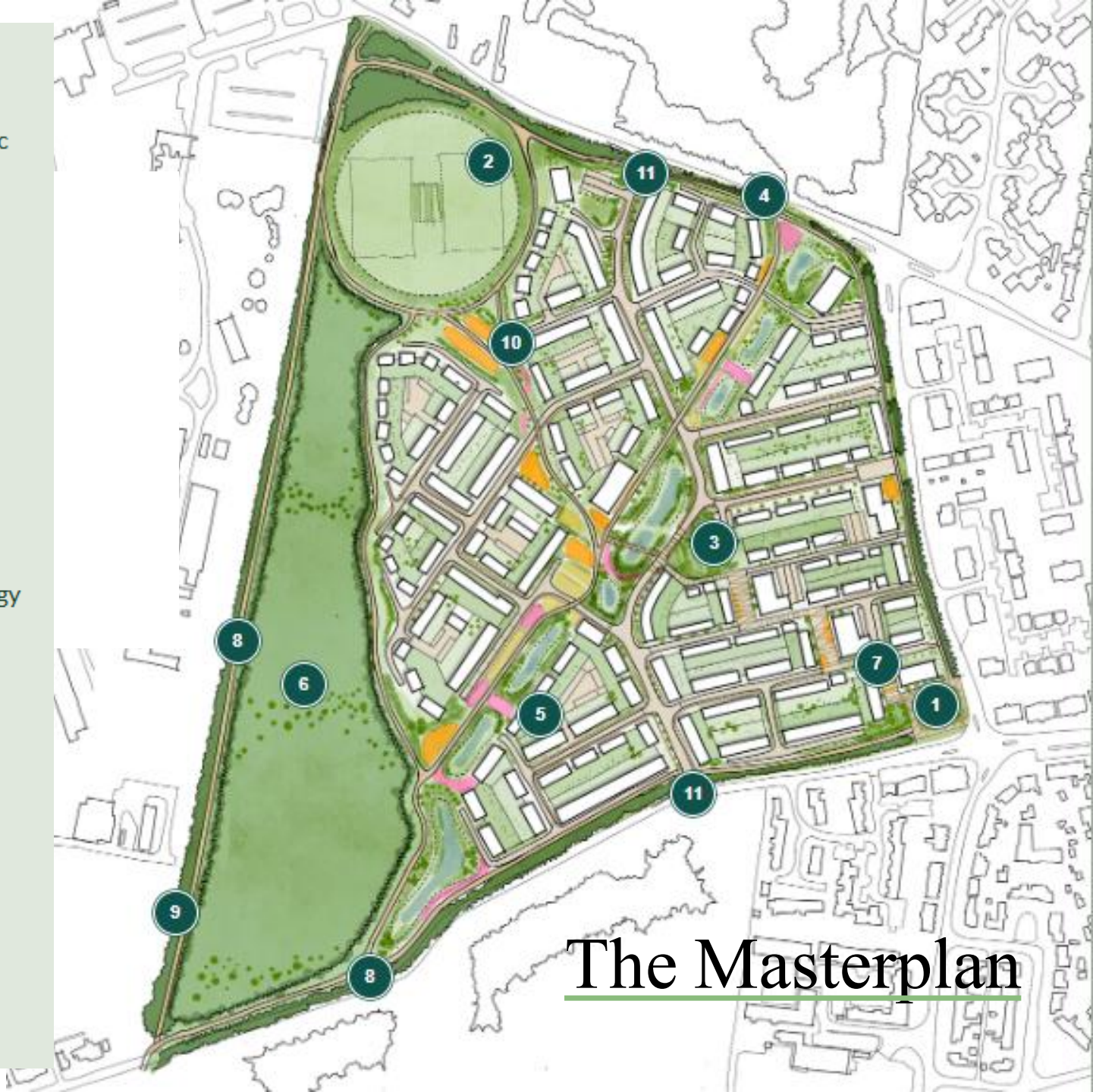
Illustrative View of Sports Provision



Illustrative View of the masterplan

Masterplan key

1. Commercial Use + Public Square
2. Sports Provision
3. Medical Centre
4. Connection to Raleigh Park
5. Cultivation Corridor
6. Lowland Meadow Ecology Area
7. Play Street Ribbon
8. Cycle Route
9. Woodland Edge
10. Nature Walk
11. Vehicle Access



The Masterplan

Benefits



Up to 700 homes



50% affordable housing across a range of tenure



A genuine mix of homes – from 1-bedroom apartments to 5-bedroom family houses



Sympathetic heights of 2–6 storeys



New sports facility



New health care facility



£1.4m in additional council tax receipts per annum



Ecology protected and enhanced



Over 2ha of publicly accessible green space



Welcoming green and permeable cycling and walking routes



Promoting active travel



Approximately 739 new construction jobs

The Application

The outline planning application components

The planning application will be submitted in outline. This will establish the principle of development, with the detailed design to be considered following the grant of planning permission through a reserved matters application.

Controlling documents



Design Specification

Summarises the amount and uses of the proposed development.



Parameter Plans

Controls the physical parameters of future detailed planning applications. These will include a Land Use Plan, Key Streets & Spaces Plan and Building Height Plan.



Design Guide

Controls the form and design of future detailed planning applications to ensure high quality. This includes a Design Compliance Checklist.

Explanatory document

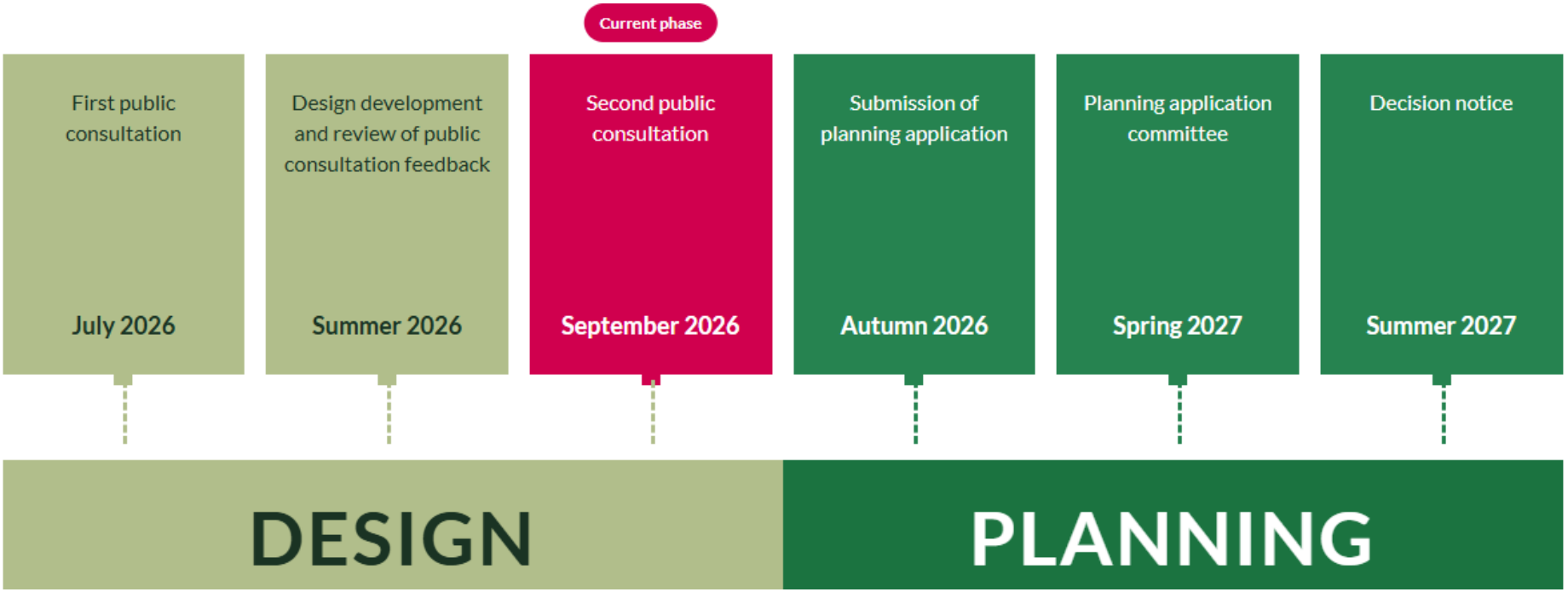


Design & Access Statement

Explains the rationale for the design of the masterplan.

Timeline

We plan to submit an outline planning application in Autumn 2026 to the London Borough of Hounslow.



Feedback

We hope you have found this presentation helpful and informative. Please take a moment to go to the Feedback page and tell us your thoughts.

The deadline for feedback is 20 October 2026.