

The Story so far...

Preparation of the Core Strategy began in 2007 with an Issues and Options consultation. The Core Strategy has now been developed into a Preferred Strategy setting out the council's framework for the future development of Hounslow. Everyone who lives or works in the borough now has the chance to tell us whether they think we have got it right?

Issues and Options:

May – September 2007

Preparation of the LDF Evidence Base including open space, retail needs, employment land and housing studies **2007 – 2011**

**Preferred Plan (public consultation):
29th July to 7th October 2011**

Publication of the Draft Plan:

May 2012

Submission of the Plan to the Secretary of State:

July 2012

Challenges and Opportunities

Key challenges and opportunities have been identified for the borough. These have helped inform our emerging spatial vision for the Preferred Strategy:

- Growing population - due to rise by 9.8% by 2031
- Pressure on school places
- High level of housing need
- High levels of obesity and inactivity
- Significant child poverty
- Some of the most deprived communities nationally
- Large amounts of open space
- High levels of low skilled adults
- Reliance on Heathrow for employment
- Hounslow town centre is the worst performing of London's eleven metropolitan centres
- Climate change and the need to adapt to its effects.
- Issues of noise and air pollution

The Objectives

As a borough we must harness the opportunities presented to change the perceptions of Hounslow, making sure that people have every reason to live, work or invest in our borough.

To achieve this, the Core Strategy will need to make progress on a number of objectives:

1. **Regenerating our town centres** as the heart of our communities, retaining more local spend in our economy, and improving local service provision.
2. Providing an environment conducive to **new business with opportunities for socialising** in an attractive environment to help stimulate **new economic investment**.
3. Providing a variety of **housing** including affordable housing, aspirational family homes, and high quality provision for the elderly.
4. Improving the **appearance** of the borough and the **quality of life** for our residents through regeneration, high quality of design and the promotion of local character.
5. Reducing **carbon emissions, pollution** and **managing flood risk**.

6. Promoting more **sustainable and active travel** modes to reduce emissions and to encourage healthier lifestyles.
7. Ensuring that the provision of **community facilities** such as schools and local shops are seen as a positive reason for living in the borough.
8. Promoting and improving our **green spaces and heritage assets**.



The Spatial Strategy

Prioritise the regeneration of our town centres.

Determine local capacity for growth in the west of the borough to inform future work on the Heathrow Opportunity Area.

Improve the quality of the suburbs by protecting local shopping provision and family housing, as well as maintaining and enhancing their character.

Secure new investment on the Great West Road through the expansion of existing businesses.

Identify Regeneration Areas and put measures in place to develop more mixed communities.

Continue to protect Metropolitan Green Belt and Metropolitan Open Land, and promote areas of heritage and sporting value.

Environmental Challenges

- Ensure design quality through the application of the Building for Life criteria
- Promote and enhance existing heritage parks
- Ensure overall levels of sustainability
- Manage flood risk
- Protect and enhance environmental quality
- Establish an approach for proposals to increase terminal/runway capacity at Heathrow
- Set requirements in terms of noise and safety for areas in close proximity to the airport
- Determine whether to designate Preferred Areas for future mineral extraction

Infrastructure

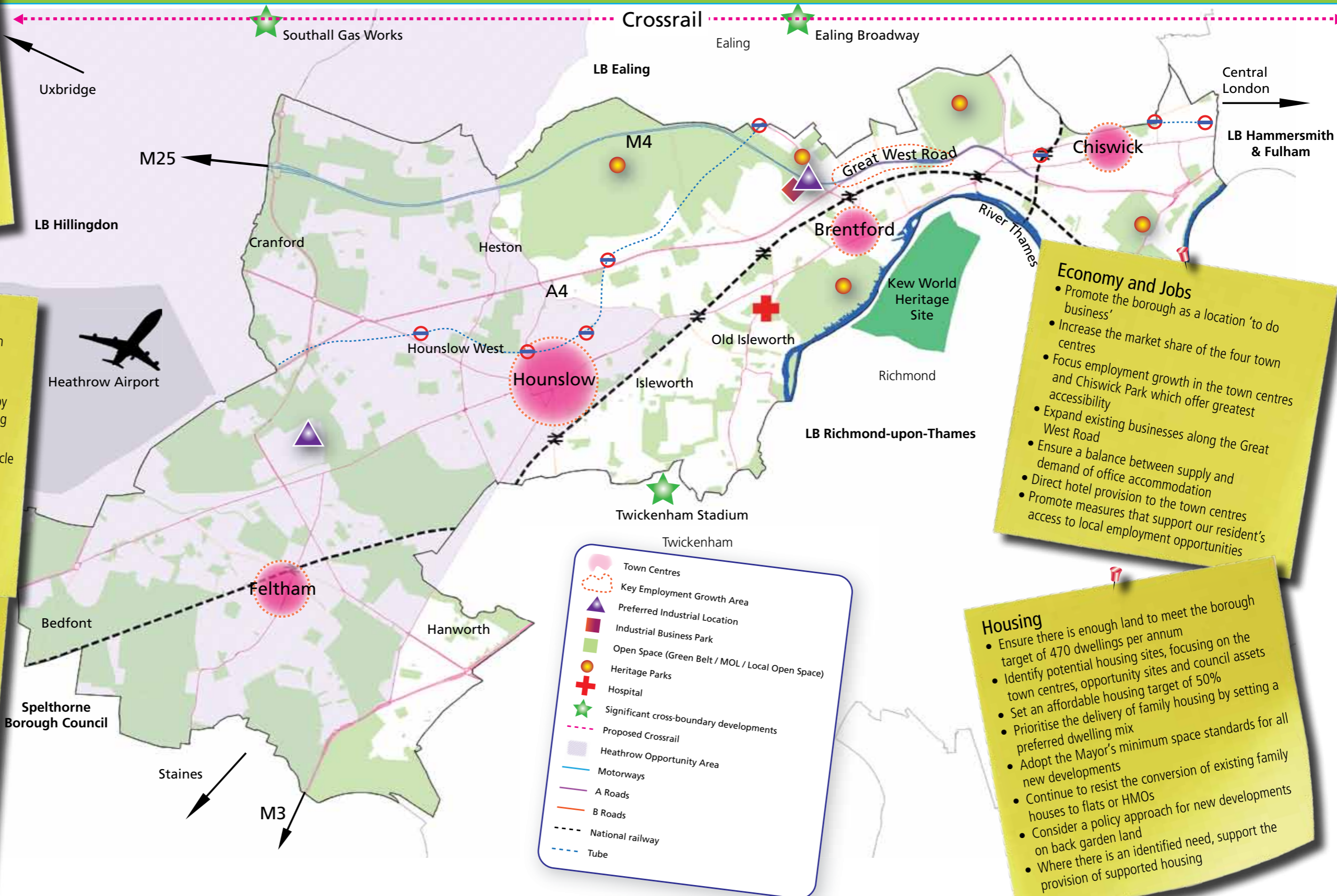
- Direct major trip generating uses to areas with good public transport accessibility
- Safeguard land for transport functions
- Support more sustainable modes of transport by setting maximum parking standards and making provision for electric vehicle charging points
- Promote active travel through prioritisation of cycle parking/routes and high quality walking routes
- Protect community facilities including schools, medical, social care and cultural facilities
- Identify local infrastructure required to support population growth


Economy and Jobs

- Promote the borough as a location 'to do business'
- Increase the market share of the four town centres
- Focus employment growth in the town centres and Chiswick Park which offer greatest accessibility
- Expand existing businesses along the Great West Road
- Ensure a balance between supply and demand of office accommodation
- Direct hotel provision to the town centres
- Promote measures that support our resident's access to local employment opportunities

Housing

- Ensure there is enough land to meet the borough target of 470 dwellings per annum
- Identify potential housing sites, focusing on the town centres, opportunity sites and council assets
- Set an affordable housing target of 50%
- Prioritise the delivery of family housing by setting a preferred dwelling mix
- Adopt the Mayor's minimum space standards for all new developments
- Continue to resist the conversion of existing family houses to flats or HMOs
- Consider a policy approach for new developments on back garden land
- Where there is an identified need, support the provision of supported housing





What do you think?

We want to hear from you!

- Do you agree with the proposed objectives for the Core Strategy?
- Do you think the proposed spatial vision responds to the challenges facing the borough over the next 15 years?
- Do you agree with the proposed approach for improving the borough as an attractive location to new businesses?
- Do you agree the council should plan to exceed its London Plan target of 470 new homes per year where this meets identified local needs?
- Do agree with the steps proposed in the Core Strategy to reduce carbon emissions from new developments?
- Do you agree with the council's approach to ensuring the future provision of community facilities?

How to respond...

To view the document, find it online at: **http://www.hounslow.gov.uk/core_strategy** or pop along to the Civic Centre or your local library to view a hard copy.

Share your views on the Core Strategy, by writing to or emailing us at the details below:

Contact Us

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