

INTRODUCTION

**London Borough of Hounslow
Unitary Development Plan Adopted December 2003**







INTRODUCTION

1.1

Under the Town and Country Planning Act 1990 (as amended by the Planning and Compensation Act 1991) every London borough is required to prepare a Unitary Development Plan (UDP) which is the Statutory Development Plan for the whole of its area. The Plan has to address strategic London-wide issues and also contain detailed local policies and proposals.

1.2

The London Borough of Hounslow adopted its current UDP on 6 December 1996. This document is an alteration to the adopted Plan. The policies and proposals contained in this amended document will form the basis for planning decisions in the Borough until 2006.

1.3

The alterations within the Plan have been made within the context of the environmental appraisal of the adopted plan and the sustainability appraisal of the consultation draft, and the UDP review 1st Deposit together with national and regional planning guidance.

1.4

The environmental appraisal of the adopted UDP was generally favourable although there were some areas of concern which were considered to have a potentially negative impact on the environment. Key concerns included:-

- The increase in traffic due to new developments and the provision of a level of car parking which encourages the use of the private car, particularly in areas with poor public transport
- The need to balance extraction of minerals advocated in national planning guidance with policies aimed at protecting the environment

- Certain new development could have an adverse impact on atmospheric pollution and water purity and all new development involve the consumption of minerals

1.5

The review addresses the overall approach of the UDP in order to provide a more sustainable framework within which development proposals can be considered. It has been updated to take account of recent government guidance, strategies and initiatives which have an influence on land use planning in the Borough. The Proposals Map has been updated to take account of the implementation of proposals and planning briefs which have come forward since the adoption of the UDP. Through the allocation of residential sites in the adopted UDP, coupled with 'windfalls', it is predicted that the Borough will meet its minimum requirement for housing in 2006. The consideration of additional sites for housing development has therefore not formed part of this review, nor has any review of the Green Belt boundary taken place.

1.6

Alterations also have regard to: Strategic Advice prepared by the London Planning Advisory Committee (LPAC), The West London Strategic Development Framework produced by West London Leadership (WELL), the Draft London Plan produced by the Mayor of London and take account of the planning policies and proposals of adjoining local authorities, both within and outside of London. Regard has also been given to other Council policy documents and statements which have implications for land-use policy. These include the Borough Transport Strategy (Interim Local Implementation Plan), the Housing Strategy and Investment Programme (HIP), Hounslow's Economic Development Strategy, the Council's Sports Strategy, and Local Agenda 21.

PURPOSE OF THE PLAN

1.7

The purpose of the UDP, as amended, is to guide development in the Borough by setting out a framework of objectives, policies and proposals against which development proposals will be assessed. The Plan also identifies sites which the Council considers particularly suitable for certain forms of development. Section 54A of the 1990 Act requires planning applications to be determined in accordance with the Plan unless material considerations indicate otherwise.

PROCESS AND CONSULTATION

1.8

In order for this alteration to become the statutorily adopted Plan for Hounslow, it has passed through several different stages to take account of the views of those who have an interest in the future planning of the Borough, such as local residents, businesses and partnership organisations. Now adopted, it is an important policy statement.

FORMAT OF THE PLAN

1.9

As required by legislation, Hounslow's UDP must contain a written statement, presented in two parts, and a Proposals Map.

PART I

1.10

This sets out the broad development of land use strategy for the Borough, taking account of National, London-wide and West London planning issues. It introduces the general principles for the consideration of development proposals, key land use and transport objectives and provides the framework for the more detailed policies and proposals in Part II.

PART II

1.11

This contains the more detailed policies, with reasoned justification, under different chapter headings such as housing, transport and development, employment, etc.

The initial chapter, 'Implementation of Hounslow's Development and Regeneration Strategy', sets out detailed implementation policies which will help to achieve the key strategic objectives.

1.12

Part II also includes the Proposals Map and Proposals Schedule which show the areas covered by specific policies in the Plan such as Green Belt, Regeneration Areas and the Thames Policy Area and it also includes proposals for specific sites.

1.13

The appendices include standards and detailed requirements for matters such as parking provision. In addition to the statutory policies, proposals and standards set out in the Plan, the Council also issues 'Supplementary Planning Guidance' on matters such as town centre strategies, conservation areas, childcare facilities and safety and security. Although not contained within the Plan, this guidance can be helpful for those making planning applications as it may be a material consideration in their determination. A list of the Supplementary Planning Guidance available is included in Appendix 5.

HOW TO USE THE PLAN

1.14

If you want to know about a particular site or building, you should refer to the Proposals Map which will show whether any specific proposals or area policy apply to that site or building. Additional inset maps also provide additional information.

1.15

If you want to know about a particular planning topic such as employment, housing, transport, etc, there are specific chapters devoted to these subjects. There is an index at the front of the Plan which will assist in locating relevant policies or topics.

1.16

It should be noted however, that many policies, particularly those in the Implementation, Environment and Transport chapters, apply across a wide range of different developments.

GENERAL PRINCIPLES FOR THE CONSIDERATION OF NEW DEVELOPMENT

1.17

The general principles underlying Hounslow's UDP review relate to the following topics:

- Sustainability, accessibility, opportunity and equity
- Concentrating development in town centres and regeneration areas
- Re-use and renewal
- Encouraging economic success
- Environmental enhancement
- Reducing waste and pollution
- Working in partnership

1.18

These general principles take into account those contained within the adopted UDP and further develop them to emphasise the greater emphasis placed on sustainability and the three key themes of environment, economy and society. The importance of working in partnership reflects the Council's commitment to the implementation of the plan and the acknowledgement of the important role of all other stakeholders who can help deliver shared objectives and local aspirations.

1.19

These principles are reflected throughout the Plan and the initial chapter of Part II, 'Implementation of Hounslow's Sustainable Development and Regeneration Strategy' sets the context for the individual topic chapters which follow.

1.20

Policies and proposals which may be of significance for particular groups, such as elderly people, people with disabilities, ethnic communities, women and unemployed people, have all been incorporated within the individual chapters of the UDP.

SUSTAINABILITY APPRAISAL

1.21

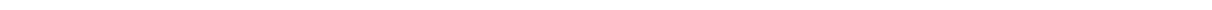
Hounslow, in accordance with the requirements of PPG12, has undertaken two comprehensive 'Sustainability Appraisals' as part of the UDP Review process.

1.22

Sustainability appraisal provides a balanced and comprehensive overview of the three themes of society, economy and environment. It is the intention that the UDP will maximise opportunities for development which benefit the economy, the environment and society and minimise adverse impacts.

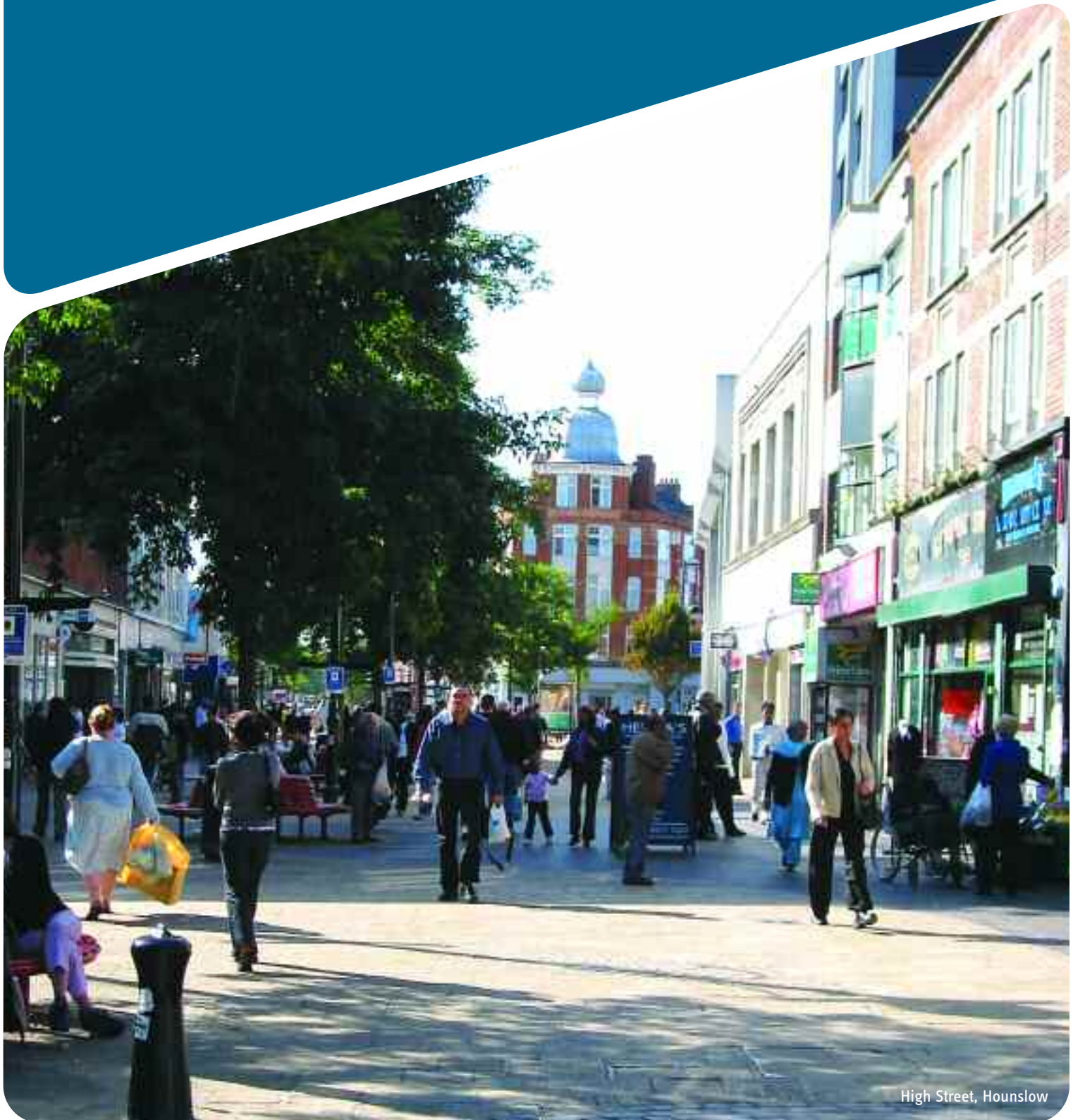
1.23

The results of the sustainability appraisal on the Consultation Draft and the UDP review 1st Deposit have been considered throughout the Alterations process. Influences range from minor amendments to policy wording to incorporation of a new General Principle. The appraisals follow on from the environmental appraisal completed for the adopted (1996) UDP and progressed and updated for the UDP Alterations. Sustainability Appraisal should therefore not be regarded as a one off event. It is a cyclical process of policy development, appraisal, amendment, implementation and monitoring, running in parallel with the UDP review cycle.



PART I

**London Borough of Hounslow
Unitary Development Plan Adopted December 2003**



High Street, Hounslow





A FRAMEWORK FOR HOUNSLOW'S SUSTAINABLE DEVELOPMENT AND REGENERATION

1.0 INTRODUCTION

1.1

This Part I outlines the main elements of National, Regional and Strategic Guidance and Advice, a Borough overview and key issues relating to land-use and transport which provides the framework for Hounslow's development and regeneration. It provides a background to the seven General Principles which will guide the Council's decisions relating to the nature and location of new development in the future. The General Principles are then translated into more detailed objectives for each of the subject chapters (implementation, environment, employment, housing, social and community facilities, shopping and transport and development). The introduction to each policy chapter in Part II explains in greater detail how strategic and national policies have been taken into account in the formulation of the objectives and detailed planning policies.

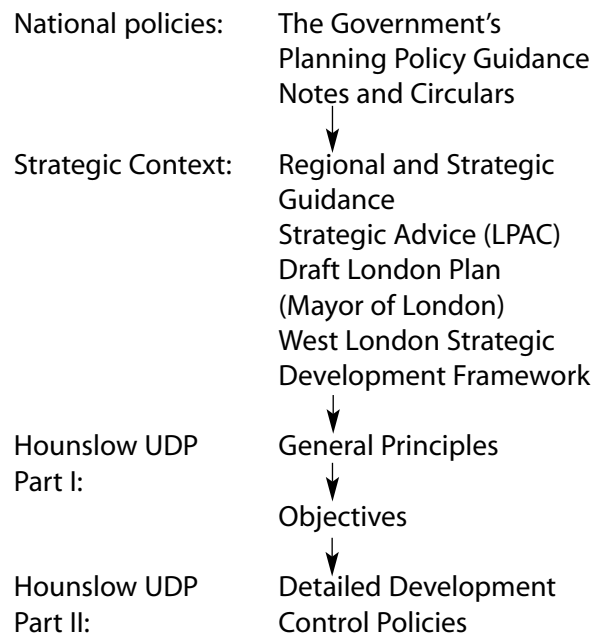
2.0 STRATEGIC CONTEXT

2.1

Guidance and advice which has been taken into account when drawing up this sustainable framework for Hounslow's UDP includes Government Planning Policy Guidance Notes, Regional Guidance for the South East, Strategic Planning Guidance for London, LPAC's planning advice for London, the Mayor's Draft London Plan and the West London Strategic Development Framework.

2.2

A diagrammatic summary of policy development within the UDP is shown opposite.



NATIONAL GUIDANCE

2.3

National guidance sets down the broad framework of government planning policies. PPG1 - General Policies and Principles provides an overview of the Government's approach to planning. Published in February 1997, the Guidance emphasises the role of the planning system in meeting the needs of a growing and competitive economy, in providing for new development and in protecting the natural and built environment. It recognises the plan led system as the most effective way of reconciling demand for development and the protection of the environment. Thus it has a key role to play in contributing to the Government's strategy for sustainable development by helping to provide for necessary development in the most appropriate locations.

2.4

Local authorities are encouraged to integrate their land-use and transport policies. The locational needs of business have to be taken into account together with their contribution to regenerating areas, access and links with other businesses. New investment and development should be encouraged, provided that it is compatible with the objectives of sustainable development including the re-use of previously developed land clean air, reducing the need to travel and making more efficient use of fewer resources.

2.5

The Guidance also encourages mixed uses, particularly in town centres, as they are considered highly sustainable, help create vitality and diversity and also reduce the need to travel. Good design and the relationship between all elements of the built and open space are considered particularly significant.

2.6

The Government's key planning objectives, based on the principles of sustainability, mixed use development and design, as set out in PPG1, are summarised below:

- To influence the location of different types of development relative to transport (and vice versa) and foster forms of development which encourage walking, cycling and public transport use.
 - A sequential approach to site selection for new high trip generating development is encouraged, commencing with existing centres and then, if no suitable sites are available, edge of centre locations. Only then should out of centre locations be considered.
 - Town centres are considered to have a key role to play in sustainable development. The main aims of town centre policy are:
 - to sustain and enhance the vitality and viability of town centres;
 - to maintain an effective and competitive retail sector;
 - to focus development in locations
- which facilitate competition and maximise the opportunity to use means of transport other than the car.
 - Mixed use developments should be encouraged particularly in town centres or other areas with good public transport and adequate infrastructure.
 - Continued economic development should be encouraged in a way which is compatible with the objectives of sustainable development including the re-use of previously developed land and clean air.
 - Good design should be encouraged everywhere and there should be effective protection for the historic environment.
 - UDPs need to identify an adequate and continuous supply of land to satisfy future housing needs. New development should be sustainable, using recycled building material where appropriate and making effective use of previously developed sites within certain areas which have access to a range of transport and other facilities, whilst protecting open space. Land should be allocated to provide a mixture and range of types of housing to meet increasingly varied types of housing requirements, including the need for affordable housing.
 - Great importance is attached to the Green Belt and its value in contributing to sustainable development objectives of preventing urban sprawl by keeping land permanently open. In seeking to retain and promote the beneficial use of Green Belt land, local authorities should aim to secure environmental improvements, reducing conflicts between neighbouring land uses and improve public access where appropriate and secure a more accessible environment for everyone.
 - Planning obligations are useful instruments as they can overcome obstacles which would otherwise prevent planning permission being

granted. These must be necessary to the development and fairly and reasonably related in scale and kind.

REGIONAL PLANNING GUIDANCE FOR THE SOUTH EAST

2.7

Regional Planning Guidance interprets National Guidance as it applies to the circumstances of the South East and London. RPG9 - Regional Planning Guidance for the South East, defines a vision for the region, of:

- encouraging economic success;
- ensuring a higher quality of environment with management of natural resources;
- opportunity and equity for the Region's population; and
- a more sustainable pattern of development.

STRATEGIC PLANNING GUIDANCE FOR LONDON

2.8

RPG3 - Strategic Planning Guidance for London states the following key objectives:

- promote London as a world city, recognising its role as a world class business, commercial, educational and heritage centre;
- maintain and enhance the competitiveness of business, including encouraging manufacturing, services, tourism, culture and the arts;
- encourage a pattern of land use and provision of transport which minimises harm to the environment and reduces the need to travel especially by car, consistent with the principles of sustainable development;
- promote urban regeneration, particularly in areas requiring physical improvement or the enhancement of employment opportunities, within the objectives for the South East Region as a whole;
- enhance the vitality, viability and

character of town and other local centres as shopping and community facilities that are accessible to all;

- maximise housing provision in London, consistent with maintaining environmental quality, to meet the changing needs of the population;
- maintain and improve the natural and open environment, including the Green Belt, Metropolitan Open Land and areas of national and international significance including the River Thames;
- improve the quality and attractiveness of London's urban environment to benefit those who visit, live, work and do business in London;
- facilitate the development of transport systems which are safe and efficient, and which contribute to the achievement of competitiveness, regeneration and environmental quality;
- seek to improve air quality, to reduce waste, pollution and the use of energy and to encourage recycling.

2.9

Strategic Planning Guidance for London has sustainable development as its foundation. London has a rich diversity of communities and economy as well as a unique cultural heritage. It also has major strengths in communications, finance and transport links. Four airports, Heathrow, Gatwick, Stanstead and the City, together with the international rail terminal at Waterloo, give London excellent accessibility for international and European travellers. All of these factors contribute to London's role as a capital and world-class city which should be supported and enhanced by all boroughs. London needs to remain an internationally competitive city, generating wealth and jobs, whilst at the same time enhancing the quality of life and reducing the city's impact on the environment. A healthy economy means providing opportunities for growth of new modern businesses and supporting those that already exist.

A holistic approach should be taken to

improving quality of life, addressing a wide range of issues - employment and regeneration, education and competitiveness, transport and environment - and the inter-relationship between them.

2.10

Regeneration areas are identified which offer the greatest potential for creating new employment and revitalising local communities. Feltham and Brentford/Great West Road have regeneration status within RPG3.

2.11

The importance of new and improved transport infrastructure is emphasised in order to provide a focus for new development. Particular attention is given to the SWELTRAC initiative (South West London Transport Conference) which fosters more sustainable means of transport while encouraging economic growth. The need to and prospect of improving public transport to Heathrow Airport, Bedfont Lakes and Feltham, as well as Brentford is highlighted.

2.12

The need to improve and protect the natural and built environment, together with protecting and enhancing town centres is considered fundamental to a sustainable future. Town centre strategies need to be developed which safeguard the health and vitality of these centres, encouraging mixed use, whilst ensuring easy access to shops, services and facilities for everyone. As one of London's greatest assets the strategic importance of the Thames is emphasised and as such separate guidance has been prepared (RPG3B).

THE MAYOR'S SPATIAL DEVELOPMENT STRATEGY

2.13

The Mayor is responsible for strategic planning in London, one of his duties includes producing a 'Spatial Development Strategy' (SDS) for London - called the 'London Plan'. The London Plan only deals with matters that are of strategic importance to Greater London and takes account of three cross-cutting themes:

- The health of Londoners

- Equality of opportunity
- Its contribution to sustainable development in the UK.

2.14

The London Plan will be the Strategic Plan for an integrated social, economic and environmental framework for the future of London, looking forward for the next 15 - 20 years. It will also provide the London-wide context within which individual boroughs must set their local planning policies. The vision of the SDS is to develop London as an exemplary, sustainable World City, based on three interwoven themes:

- Strong diverse long term economic growth
- Social inclusivity to give all Londoners the opportunity to share in London's future success
- Fundamental improvements in London's environment and use of resources.

2.15

The draft London Plan was published in June 2002 and was subject to a statutory 3 month consultation. The response to the consultation was considered by a Government appointed panel reporting to the Mayor, who organized an Examination in Public (E.I.P) on the draft London Plan. The final Plan will take into account the report of the Panel and subject to any direction by the Secretary of State, it is anticipated that the Mayor will publish the final London Plan in late 2003. The London Plan, once approved will replace the existing Strategic Planning Guidance (RPG 3 - Regional Planning Guidance for London, GOL, 1996), and UDPs will have to be in general conformity with the London Plan.

2.16

The Mayor is required by law to produce other strategies for London. These strategies set out the Mayor's policies for London. The issues covered include Air Quality, Biodiversity, Culture, Economic Development, Noise, Transport and Waste. Energy waste is covered by a non-statutory strategy. Each strategy must be consistent with

the others and the London Plan acts as the integrating framework for all. Each strategy must take on board national policies and international obligations.

THE WEST LONDON STRATEGIC DEVELOPMENT FRAMEWORK

2.17

The West London Strategic Development Framework produced by West London Leadership (now subsumed under the West London Partnership) - a partnership of seven London Boroughs (including Hounslow), three TECs (now the London West Learning and Skills Council) and key businesses in the area, marks the leading edge of UK partnership development and sets out a plan for West London up to 2010. It has secured the full commitment of a robust and broadly based partnership. The area includes all of West London from Hammersmith to Heathrow, and from Hampton Court to Harrow and is a critical economic 'wedge' of London. West London is not competing with East London for resources. It is essential to maintain the economic and social well being of West London for the sake of London as a whole which in turn is fundamental to the health of the UK economy.

2.18

The success of the framework relies on public policy that promotes innovative and sustainable growth. The elements of West London's economic vision include:

- a European centre of international corporate management supported by advanced business services;
- a prime location for international business investment;
- Europe's leading trade, transportation and communications links;
- a modernised and advanced manufacturing centre;
- a centre for technological innovation;
- a gateway for international tourism.

2.19

Development nodes are identified where

development can be concentrated in modern built environments. In Hounslow these include the town centres of Hounslow, Brentford and Feltham, together with office and commercial growth points at Bedfont Lakes, Great West Road and Chiswick Business Park.

2.20

Improved public transport and less traffic congestion, together with a high quality environment for residents and business, are crucial to the success of the framework which also aims to combat the area's problems of poverty, deprivation and unemployment.

3.0 BOROUGH OVERVIEW

3.1

The Borough of Hounslow plays a key role in the functioning of London as an international city. Map 1, the Key Diagram, shows Hounslow within its regional setting. Hounslow is an outer West London borough lying immediately east of Heathrow Airport, a busy international airport. 461,000 planes take off and land at Heathrow every year, linking London to Europe and the rest of the world. For many visitors to London, from this country and abroad, Hounslow acts as a gateway to the capital. Travel by public transport is provided by the London Underground (Piccadilly and District Lines), the North London, Hounslow Loop and Waterloo to Reading overground rail lines and numerous bus services which primarily serve to link communities within town centres and major employment areas. A number of Primary and Secondary roads - the M4, A4, A30, A316, A205 and A406 (North and South Circular Roads) cut through the Borough linking Hounslow with other Metropolitan centres and London with the south and west of the country. In recent years, the importance of environmental quality within and around transport corridors has been recognized by the M4/A4 Pilot Programme.

3.2

Although outside of its boundaries, Heathrow Airport has a dominant influence on Hounslow's economy. Heathrow's presence creates development pressure on some sites in its vicinity whilst others remain under-utilised.

3.3

Elsewhere in the Borough, where the airport

has less of a direct influence, the economy has also been restructured. Traditional industrial estates have been affected by the nationwide decline in manufacturing and are characterised by ageing, sometimes obsolete, commercial floor space, some of which lies vacant or underused. At the same time there has been a general shift towards offices and the service sector. Areas such as the Great West Road need to be re-evaluated in this context.

3.4

Hounslow is generally economically buoyant, providing approximately 140,000 jobs (ONS 2001), and has an important role to play in the health and well-being of West London, London and the UK as a whole. Key characteristics of the local area are its relationship with Heathrow Airport, its large industrial estates, the Great West Road and the Borough's town centres. The key diagram shows the key town centres in the Borough as Hounslow, Feltham, Brentford and Chiswick. Apart from Chiswick town centre, these areas, as well as Chiswick Park, Great West Road and Bedfont Lakes are the areas which have been identified as development nodes. Although there is continual pressure for new development, Hounslow is in competition with European and world markets for inward investment. Despite the pressure for development, there are still pockets of decline and deprivation in areas such as Brentford, Feltham, Hounslow and Isleworth.

3.5

Much development has taken place away from town centres, in areas which lack adequate infrastructure to support residents or the workforce and consequently have been heavily dependant on the use of the private car. Dispersal of commercial development to peripheral areas has contributed to a loss of economic vitality in the Borough's town centres, and has caused physical damage to the environment through pollution and congestion, which in turn has potentially damaging effects on the economy.

3.6

The London-wide, national and international functions of the Borough should not overshadow the fact that Hounslow is also home for over 212,000 people living in over 83,000 households (2001 Census). Hounslow's

residents live in communities stretching from Bedfont at the fringe of Greater London in the west, to the Victorian streets of Chiswick in the east. The local areas and communities are very different in character and therefore have very different needs. There have always been some very affluent parts of the Borough and, taken as a whole, Hounslow is not poor in comparison with many other boroughs. However, of considerable concern is the growth in levels of deprivation over the last 10 years. Hounslow's rate of deterioration is among the highest in relative terms of all London Boroughs. Decline in manufacturing and defence related employment is seen as a key factor, leaving many people, particularly older men, without transferable skills and unable to compete for jobs in the new service industries.

3.7

The population is multi-racial and multi-cultural and includes one of the largest Asian communities in London. Within the population it is recognised that certain groups of people are disadvantaged. Examples of such groups are unemployed people, those on low incomes, women, elderly people, people from the black and the ethnic minority communities, lesbians and gay men, people with disabilities, and carers. Disadvantages suffered by many of these people include higher unemployment and lower wages; homelessness and a lack of suitable housing; lack of community and religious meeting places; limited mobility and thus restricted access to employment and services; a greater vulnerability in terms of personal safety and security; physically inaccessible buildings and facilities; a lack of accessible and affordable childcare and prejudice.

3.8

Poverty tends to be concentrated in several specific locations. Brentford, Isleworth, Heston, Hounslow, Feltham and Hanworth all contain residential areas that have significantly higher incidence of several kinds of deprivation. There is a strong spatial relationship between deprivation and the distribution of local authority housing, and thus pockets of deprivation do exist even in more affluent areas. Although generally unemployment is relatively low in Hounslow (3.3%, 2001 Census), one in six adults working full time and almost two thirds of those working part time earn low

wages, which is greater than the Greater London average.

3.9

The Borough's regeneration areas of Brentford, Isleworth and Feltham are characterised by higher unemployment, skills mismatch, a large percentage of children living in lone parent families, low academic attainment, high crime rates and drug abuse, a higher amount of local authority housing, and areas of severe environmental and industrial decline.

3.10

In accordance with Strategic Guidance for London, Hounslow will be expected to provide a minimum net additional 6,100 new dwellings between 1992 and 2006 and 8,250 between 1997 and 2016. The Council will also aim to meet the GLA Housing Capacity Guideline figure of 8,250 additional dwellings and the Draft London Plan target of an additional 9,450 homes (including non self-contained accommodation) between 1997 and 2016, extending beyond the Plan period. These need to be appropriately located in relation to the public transport network and other uses and facilities in order to reduce the need to travel and reliance on the private car. There is an ever present need to increase the Borough's stock of affordable housing. There has been, and will continue to be, a constant need to look at innovative ways of upgrading existing housing stock and improving estates in order to protect the Borough's greenfield sites from inappropriate development.

3.11

As can be seen from the key diagram, within Hounslow's boundaries, the transition is made between the urban and semi-rural environments. One of the Borough's most important planning functions is to protect and improve the Green Belt and restrict the spread of urban development. The built-up parts of the Borough also contain a number of significant open spaces. Osterley, Boston Manor, Chiswick House Grounds, Duke's Meadows, Syon and Gunnersbury Parks, provide invaluable 'green lungs' which serve the environmental and recreational needs of the population living within and beyond the Borough boundary.

3.12

The River Thames and the Grand Union Canal

are two of the Borough's greatest assets. The value of the River Thames to London's environmental quality has been recognised by the Government Office for London and is in the process of being identified by riparian boroughs through the designation of the Thames Policy Area (see key diagram). Both the Thames and the Grand Union Canal add considerably to the quality of the open space and the residential areas in Chiswick, Brentford and Isleworth, as well as offering potential for long-distance waterside paths. Opportunities also exist to maximise their use in terms of recreation and transport (freight and passenger), whilst protecting and improving these areas for nature conservation and wildlife.

4.0 KEY ISSUES

4.1

If the Borough is to move towards sustainable development, the UDP must provide a co-ordinated and comprehensive approach to take account of the appropriate location of new development. This should take account of the existing / previous use of sites, accessibility by all modes of transport and the contribution redevelopment can make to the regeneration of areas most in need. Such strategies need to take into account labour, infrastructure and the environment, to ensure future development does not cause excessive demand and lead to problems of overheating in the Borough or West London as a whole.

4.2

The role of the Unitary Development Plan must be to balance the development pressures experienced by Hounslow in the West London and wider London economy with the needs of its local residents and the protection of its local environment.

4.3

The review of the UDP has the principles of sustainable development at its heart. The intention is to provide a clear planning framework to produce a more sustainable pattern of development, movement and economic activity.

This will reduce waste and pollution, enhance the quality of life for present and future

generations; improve the environment and stabilise the economy, whilst aspiring to promote a more equitable distribution of wealth and opportunity.

4.4

Hounslow's considerable economic, environmental and cultural wealth can be shared. The Council believes all of its residents have the right to participate in its prosperity and everyone's needs should be recognised. To help achieve this, it will be necessary to identify the causes of poverty and break down barriers such as discrimination in order to focus attention on those people and areas which are most in need. Meeting the needs of those requiring affordable housing must be a key issue for the UDP.

4.5

Through the policies and proposals in this Plan, redevelopment and regeneration will be promoted and achieved by encouraging targeted action. An integrated approach to transport and development is crucial to success. As such, key opportunities for new development have been identified and improved accessibility to these areas must be achieved through encouraging and implementing new transport proposals in partnership with developers and transport providers.

4.6

The Borough's town centres and regeneration areas of Hounslow, Brentford, Feltham and Isleworth, together with the economic development nodes of the Great West Road, Chiswick Business Park and Bedfont Lakes, offer the greatest opportunities for new development. Town centres need to consolidate their retail, social and economic strengths as well as develop new economic roles. Where appropriate, new proposal sites need to be brought forward which can rebuild the local urban structure and bring benefits to the local economy and community. The Great West Road needs to regain its former position as a prime employment area and Bedfont Lakes needs to fulfil its role as a key development node for commercial activity within West London. Improvements to public transport are fundamental to ensure that these sites are developed in a sustainable way.

4.7

These town centres, regeneration and employment areas are major zones of development opportunity. They need to meet modern business requirements and attract new development to under-utilised sites.

4.8

Improving the environmental quality and image of the Borough, taking full advantage of its natural assets such as the Thames and large areas of open space, will also help to regenerate the Borough and provide a more attractive environment for inward investment and indigenous growth.

4.9

In order to tackle these key issues, the plan must provide clear advice for new development. The general principles which should guide development in the future are considered in the following section. These are in accordance with key objectives of regional planning guidance for the South East, including sustainable development and environmental improvement, opportunity and choice, and enhanced economic performance.

5.0 GENERAL PRINCIPLES

SUSTAINABILITY, ACCESSIBILITY, OPPORTUNITY AND EQUITY

5.1

Common to all the areas of targeted action is the need to promote social equity and opportunity for all within a sustainable environment. Equal access to developments is crucial, and accommodating the needs of people with impaired mobility is a key priority for the Council. New development should therefore be fully accessible and their location in areas which are highly accessible by a variety of modes and which are designed to reduce the potential and fear of crime not only satisfies many social goals but also achieves environmental aims by enabling development to be less dependent on the use of the car.

5.2

Public transport will also have a particularly important influence on the location of development and regeneration.

Special consideration will be given to projects

which take advantage of planned developments of public transport infrastructure, utilise existing links in the public transport network where capacity is underused, or which stimulate potential new public transport opportunities and interchanges. Such interchanges might include park and ride facilities that are related to the public transport network, are based on a thorough assessment of travel impacts and achieve wider sustainable transport objectives.

5.3

The location, nature and overall supply of housing in the Borough is an increasingly important issue which needs to be addressed. New residential development should be located in relation to the public transport network and other infrastructure to fulfil the aims of sustainable development. A sequential approach should therefore be adopted by the use of brownfield sites within town centres and regeneration areas. Opportunities for housing development in the Borough, including affordable housing, should be maximised to provide well designed housing of all types whilst safeguarding the quality of the environment.

CONCENTRATING DEVELOPMENT IN TOWN CENTRES AND REGENERATION AREAS

5.4

Policies and proposals in the plan are targeted at improving social infrastructure, community facilities, raising the quality of life for residents, and improving accessibility to existing and new employment, cultural and leisure opportunities that these areas have to offer. The Borough's four town centres, Hounslow, Brentford, Feltham and Chiswick, offer the best opportunities for concentrating a variety of developments which can all contribute to their vitality and viability. The wider regeneration areas of Brentford, Feltham and Isleworth offer the opportunity to concentrate a diverse range of developments and investment in the most deprived areas in the Borough. The regeneration process aims to create wealth and jobs as well as improving the ability of local people to compete for them, improving the quality of the environment, reducing crime and generally, improving the quality of life for all concerned. Accessibility to these areas by

means other than private cars will be key when considering the appropriateness of any proposed development.

RE-USE AND RENEWAL

5.5

The proposal sites and regeneration areas identified within this plan collectively address the key issues and challenges that the Borough faces. Together with the implementation of UDP policies, the Borough can look forward to developments taking place in the future within a clear and sustainable planning framework. The re-use of vacant and under-used land and buildings is a priority for the UDP, with a strong focus on concentrating development in those areas listed above. Other sites have also been identified in order to accommodate the economic and social needs of the Borough. However, a pre-requisite of allowing development in these areas is improving accessibility by means other than private cars.

ENCOURAGING ECONOMIC SUCCESS

5.6

Outside of the Borough's town centres, Chiswick Business Park, Bedfont Lakes and the Great West Road are three of the Borough's primary economic development nodes which have the potential to fulfil the economic needs of Hounslow and also make a major contribution to the economy of West London. They offer opportunities for new economic development and a diversity of employment uses. These can all contribute to the Borough's economic success, attracting new firms and inward investment as well as enhancing the competitiveness of existing businesses. The UDP needs to facilitate economic growth, adapting to meet the demands of the new global economy and setting out a strategy for successful economic development. The highest quality environment, coupled with improved access by sustainable modes is vital to attract the most advanced economic activities. It is also critical that all local residents and communities have the opportunity to benefit from and contribute to the Borough's economic development.

5.7

Within this context, it should be remembered however, that a substantial amount of development will be proposed within the Borough in areas which fall outside of this locational framework. Many of these will be small scale, low trip generating developments or could have the potential to assist regeneration in areas which have not been specifically identified in the Plan. Some developments which are freight related or generate low staff volumes, may in fact be better located in areas where access to the national road network is a priority. The Council will ensure that it takes a pragmatic and realistic approach to all new developments, making the best use of all land which lies within the Borough in the interests of achieving a balanced economy, fulfilling the needs of all residents and businesses, within an environment which will be protected and improved as appropriate for the benefit of everyone.

ENVIRONMENTAL ENHANCEMENT

5.8

A high quality environment not only benefits residents but is crucial if the Borough is to succeed in attracting or retaining investment in the future. Good design which complements or enhances the quality of urban and open land affects us all, promotes sustainability and should make good economic sense. This UDP review therefore puts a renewed emphasis on building design, urban design and overall environmental enhancement. The River Thames is also given special consideration as well as protecting and improving our open land in all areas, particularly within the Green Belt.

5.9

Specific policies have been drawn up for the River Thames which enhance the status, quality and vitality of one of the Borough's greatest natural assets.

5.10

Comprehensive Project Areas have been drawn up which include all of Hounslow's Green Belt land and adjoining areas which may have development potential within the lifetime of this Plan and which could contribute to improvements to the Green Belt. The intention is to adopt a partnership approach to encouraging and implementing improvements

to the Green Belt in terms of its environmental quality, public access and recreation. The M4/A4 Green Corridors Programme focuses on the improvement of the natural (much of which is Green Belt) and the built environment. Such improvements not only improve the quality of life for local residents but make a major contribution to improving the image of the Borough and instill a sense of civic pride.

REDUCING WASTE AND POLLUTION

5.11

The Borough generates considerable waste from its everyday activities, while pollution occurs from the energy use of industry and transport, particularly aeroplanes and traffic associated with the airport, motorways and trunk roads. Despite numerous Council initiatives, including the separation of recyclables, distribution of composters and bottle, paper and textile banks, there has been a steady increase in waste tonnage over the years. The Council produced its Waste Management Strategy in April 2003 which identifies the aim of maximising recycling, composting and waste minimisation efforts over the next few years.

5.12

Improving air quality, encouraging waste minimisation and reducing waste, pollution and the use of energy are important components in delivering a sustainable development strategy for the Borough.

5.13

Work is continuing with regard to the review and assessment of Air Quality in the Borough. Through this process areas in the Borough where air quality will not meet the government's objectives in the year 2005 have been identified and declared Air Quality Management Areas. The process will also assist in integrating air quality considerations into the land use and transport decision making process.

WORKING IN PARTNERSHIP

5.14

Since the UDP was first drafted in 1991 the Council has been successfully pursuing a wide range of economic and regeneration initiatives. These have been undertaken together with a

number of stakeholders, including land owners, major employers in and outside the Borough, housing associations, representatives of small businesses, neighbouring authorities, public and voluntary agencies and local residents.

5.15

Key funding sources to date have included:

- Single Regeneration Budget
- Capital Challenge
- European funds
- Lottery
- Section 106 Agreements
- Private Sponsorships

5.16

The implementation of the Hounslow Unitary Development Plan can only be achieved by working in partnership with agencies that can deliver or develop the policies and proposals contained within it. CIP, SWELTRAC, Thames Landscape Strategy, West London Partnership, West London Business and London West Learning and Skills Council along with the successor bodies to the Brentford Regeneration Partnership, Feltham First and Isleworth Challenge and Network are amongst the partnership agencies which play a vital role in development and delivery of the vision for Hounslow represented in the Plan. The Council has actively encouraged partnership working in the past and will continue to do so. Proper consultation with the local community is also vital in order to ensure that these future plans and proposals reflect local aspirations.

6.0 STRATEGIC LAND-USE POLICY OBJECTIVES

6.1

The General Principles (above) have been translated at a more detailed level into objectives for each of the subject chapters. These are listed below. Each of these is also repeated in Part II and further refined into detailed development control policies.

6.2

The introductory chapter to Part II,

'Implementation of Hounslow's Sustainable Development and Regeneration Strategy' provides the overall framework within which applications for development will be considered. It provides a background to achievements so far and builds on the general principles listed above. It also contains a schedule of the proposals which are included in the Plan and discusses the role of other agencies and the desire to work in partnership in order to facilitate the delivery of the Plans objectives.

IMPLEMENTATION OF HOUNSLOW'S SUSTAINABLE DEVELOPMENT AND REGENERATION STRATEGY

IMP.1

To encourage a pattern of land use and provision of transport which minimises harm to the environment and reduces the need to travel, especially by car, whilst maximising development opportunities in the Borough. This will be achieved by encouraging the reuse of existing buildings and previously developed land as a first priority, consistent with the principles of sustainable development whilst maintaining environmental quality and providing opportunity and equity for all.

IMP.2

To encourage development (or measures) that regenerate or enhance the vitality, viability and character of the town centres at Brentford, Hounslow, Feltham and Chiswick in terms of their local environment, community facilities, shopping, employment, housing, traffic management, public transport and general accessibility.

IMP.3

To promote area regeneration, particularly in areas of the Borough which require physical improvement, and the enhancement of the quality of life, housing and employment opportunities for local people.

IMP.4

To attract new economic development, encourage economic diversity and direct it towards appropriate areas.

Concentrating development and promoting competitiveness and regeneration, whilst

stimulating economic activity and improving the environment, within the capacity of labour availability, transport and the environment.

IMP.5

To promote a good quality of natural and built environment specifically in relation to high quality of building and urban design, the improvement of the Green Belt and enhancing the riverside environment of the Thames.

IMP.6

To encourage the provision of appropriate planning obligations in association with new development.

IMP. 7

To have regard to the relationship of UDP policies, proposals and objectives with other London boroughs, adjoining districts and counties.

ENVIRONMENT

ENV-N.1

To protect, maintain and improve, the open nature, amenity, ecological value, recreational value and the quality of Green Belt, Metropolitan Open Land, heritage areas (parks of historic interest) and other open spaces.

ENV-N.2

To protect, provide, enhance and promote Sites of Special Scientific Interest, Local Nature Reserves, other areas of nature conservation interest with reference to the Hounslow Biodiversity Action Plan, and areas of high amenity value.

ENV-B.1

To promote high quality design, urban design and a sense of place and identity throughout the Borough, and promote improvements which prioritise a safe, sustainable, accessible and pedestrian friendly environment for all.

ENV-B.2

To protect and enhance the built environment from the adverse implications of development, particularly views and landmarks, Conservation Areas, listed buildings, areas of townscape value, the Thames Policy Area and along the Grand Union Canal.

ENV-B.3

To conserve, protect and enhance the

Borough's ancient monuments and archaeological heritage.

ENV-W.1

To protect and enhance the status, quality and vitality of the Thames Policy Area as defined on the Proposals Map.

ENV-W.2

To protect and enhance the status, quality and vitality of all the Borough's water features and the waterside environment and to prevent an increased risk of flooding.

ENV-P.1

To protect residents and workers in the Borough from further detrimental effects due to noise, poor air quality, contaminated land and general environmental pollution.

ENV-P.2

To promote the conservation of resources, including energy, by promoting and providing facilities to support a comprehensive and sustainable waste management strategy for the Borough.

ENV-P.3

To protect the environment and amenities of residents whilst having regard to the need for minerals in the London Area.

EMPLOYMENT

E.1

To maintain and enhance the importance of Hounslow as an employment centre which is significant in both the West London and London-wide context; to maintain a robust local economy, with a variety of employment sites and uses; and to encourage economic development which leads to more effective use of land and is compatible with the Council's environmental objectives.

E.2

To ensure and promote developments which are suitably located in terms of the adjoining uses, road network and transport facilities, characteristics of the area, and to promote improvements to existing employment sites.

E.3

To ensure that new development is accessible

to people with impaired mobility.

E.4

To ensure that all sections of the community who want employment have equal access to jobs.

E.5

To encourage employment opportunities and other benefits to the local economy through the development of Hounslow's visitor attractions, hotel, conference and exhibition facilities, whilst having regard to the wider environment.

HOUSING

H.1

To ensure the provision of a minimum net additional 6,100 completed dwellings between 1992 and 2006 and 8,250 between 1997 and 2016, representing the Borough's contribution to RPG 9's annual target of an additional 23,000 dwellings in London, whilst taking account of any future requirements contained within the Mayor's Spatial Development Strategy. New housing should be appropriately located in relation to employment opportunities, community, social and leisure uses, to shops and to transport facilities.

H.2

To promote the provision of affordable housing by the Council, the private sector and Registered Social Landlords, using partnership arrangements and legal agreements where necessary.

H.3

To resist the loss of land or buildings in or designated for residential use and maximise efficient use of existing housing stock.

H.4

To allow for new housing development within existing residential areas and on suitable brownfield sites close to facilities and which are or capable of being served by good public transport and to encourage housing in mixed use developments.

H.5

To ensure that where practical housing is physically accessible to people with impaired

mobility.

H.6

To protect and enhance the environmental quality of existing residential areas, and to promote the improvement of existing residential properties and associated community facilities.

H.7

To promote the provision of supported housing and other types of housing development where necessary.

COMMUNITY AND SOCIAL FACILITIES

C.1

To protect, improve and promote the provision of accessible community and religious meeting places, particularly in town centres, and to cater for the needs of all of Hounslow's communities.

C.2

To ensure that the distribution of education facilities throughout the Borough relates to local needs and to ensure the widest community use of education facilities.

C.3

To ensure the adequate provision and design of community services by statutory undertakers and other agencies, appropriate to the needs of the Borough, subject to environmental considerations.

C.4

To ensure the adequate provision of facilities to offer people with dependent children the choice and flexibility to take up jobs, education or any other activity. In addition, to ensure the adequate provision of childcare and disabled access facilities within new developments.

C.5

To promote and facilitate the provision of sports and leisure facilities which are accessible to all members of the community, and to protect and where necessary increase the provision of open space.

C.6

To promote the provision of arts, cultural and entertainment facilities in the Borough.

SHOPPING

S.1

To maintain and enhance the character, vitality and viability of the Borough's town centres by directing inappropriate non-retail uses away from primary frontages and towards shopping parades that have less retail significance.

S.2

To maintain and enhance local shopping parades to give good quality, convenient and accessible facilities for all residents.

S.3

To maintain and enhance the role of the Borough's town centres by channelling new retail development into existing centres which will result in a more sustainable pattern of development in the Borough.

S.4

To improve the provision of facilities and the general environment of shopping centres for the benefit of all users, particularly people with impaired mobility.

TRANSPORT

T.1

To promote sustainable development within the Borough through integrating transport and land use policies in order to reduce the need to travel, reduce reliance on the private car and promote the use and implementation of environmentally friendly modes and initiatives.

T.2

To promote sustainable transport modes (walking, cycling, public and waterborne transport) which improves access for all members of the community and enhances public transport provision in London as a whole, whilst reducing car traffic and the demand for road space.

T.3

To promote physical access to public transport, car parks and pedestrianised areas for people with impaired mobility.

T.4

To plan and manage the Borough's road network without increasing its overall capacity,

by giving priority to pedestrians, cyclists, public transport, and reducing the use of the private car, whilst protecting and enhancing the environment and maintaining its economic vitality. The transfer of freight from road to rail and water will be actively encouraged.

T.5

To create a safe, healthy and pleasant environment, particularly in respect to air quality, by promoting measures which seek to minimise the impact of traffic on the environment and, in turn, the impact on people who live and work in the Borough.

T.6

To protect residents and workers from further detrimental effects arising from Heathrow Airport, through the development of initiatives such as WLTS, SWELTRAC and the Heathrow Area Transport Forum, promoting environmentally sensitive public transport links to the Airport which will help it to serve the Hounslow area, London, the region and the country without encouraging further road traffic in West London and protecting residents and workers from the adverse effects of aircraft and helicopter traffic.

PART II

**London Borough of Hounslow
Unitary Development Plan Adopted December 2003**

