

# IMPLEMENTATION

London Borough of Hounslow  
Unitary Development Plan Adopted December 2003







# IMPLEMENTATION OF HOUNSLOW'S SUSTAINABLE DEVELOPMENT AND REGENERATION STRATEGY

## 1.0 INTRODUCTION

### 1.1

Since work began on the preparation of Hounslow's UDP, the local economy has been characterised by the continuing trend of increased representation by the service sector and decline in manufacturing. There has also been a greater focus, internationally, nationally and locally, on promoting sustainable development. The Government has made clear policy statements that promote the co-ordination of land use and transport, encouraging patterns of development and movement which contribute to sustainability. New investment is encouraged in town centres, and substantial government funds have been directed to areas in need of regeneration through the Single Regeneration Budget (SRB) and Capital Challenge. Working in partnership is now considered key to implementing new strategies and developments.

### 1.2

Hounslow is a proactive, forward looking Council, and has been at the forefront of these new ways of working, tackling new challenges and capitalising on the new opportunities which present themselves:

- | Town centre strategies have been produced for all major town centres in the Borough, providing a clear framework for the co-ordination of land use and transport and focusing investment in areas which are highly accessible;
- | Substantial investment has been made in Hounslow Town Centre, improving the quality of the environment and prioritising pedestrians and public transport;
- | Brentford and Feltham have reaped the benefits of SRB. These have included inward investment, housing and environmental improvements, training and community capacity building, to name but a few;
- | Isleworth Capital Challenge programme has focused on an area which includes one of the most deprived public housing estates in the Borough, seeking to improve existing housing as well as the environmental quality of the area. Benefits have been achieved through working with an impressive range of partners, from local community groups to international companies.
- | The Great West Road Strategy has brought together the local community and multi-national companies to share a common vision to regenerate the area as a major employment centre. Several planning permissions have been granted for major developments and there is still a high level of interest from developers. It is only a matter of time before major economic regeneration is underway providing the benefits envisaged;
- | The creation of Bedfont Lakes Country Park, an example of the application of the Borough's Comprehensive Project Area Policy, has transformed 101ha of degraded, inaccessible and contaminated Green Belt land to the largest new area of park land, managed for both recreation and nature conservation, created in the Greater London area since the inter war period.

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- I The Feltham Gateway Project provides state of the art station facilities at Feltham and an integrated transport interchange between Heathrow and the South London rail network. This project forms an integral part of SWELTRAC proposals which aim to increase accessibility by public transport and restrain car use to ameliorate existing high levels of congestion.

### **1.3**

All the initiatives mentioned above are practical examples of sustainable regeneration. They have achieved improvements to the environment by co-ordinating land use and transport policies, and above all are proof of the success of working with the community, businesses and other public agencies. The Council is committed to this way of working, and the UDP will provide a clear planning framework for the future.

### **1.4**

The implementation of Hounslow's UDP will be based on the following primary objectives.

## **2.0 OBJECTIVES**

### **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.



# IMPLEMENTATION OF HOUSLOW'S SUSTAINABLE DEVELOPMENT AND REGENERATION STRATEGY POLICIES

## OBJECTIVE 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.

### POLICY IMP.1.1 INTEGRATING PATTERNS OF LAND USE AND THE PROVISION OF TRANSPORT

Patterns of land use will be encouraged within the Borough where they contribute to urban regeneration and the re-use of previously developed land whilst creating a more sustainable pattern of development. A sequential test will be applied to the location of all major trip generating developments and, in particular, opportunities should be maximised in town centres, followed by edge of town centres, where there is better public transport access, to provide for the Borough's economic, social, retail and housing needs.

Mixed use developments will be particularly encouraged in town centres. This is important not only in terms of residents and businesses supporting the vitality and viability of the Borough's town centres, but also in contributing to the need to accommodate a mix of housing which provides for a variety of household types in terms of size, type and affordability.

Businesses which cannot be accommodated within these centres, and which generate a high number of trips, should be concentrated in the Borough's other key employment locations at Chiswick Business Park, Great West Road and Bedfont Lakes, provided that public transport can be improved sufficiently. Other sites considered appropriate for development are included in the proposals schedule.

Small scale or low trip generating development may be considered appropriate in other areas of the Borough. However, regardless of the size of development, sites should be brownfield rather than greenfield unless exceptional circumstances exist. All new development should contribute to improving the natural and built environment for the benefit of all those who live, work and visit the Borough and in order to encourage investment. Developments which are likely to generate a high number of trips will be considered with regard to their accessibility by walking, cycling and public transport and, where appropriate, a contribution will be necessary to facilitate improvements.

### Reasons

#### 2.1

Sustainable development is key to the delivery of a stable and more equitable economy and a better environment and quality of life for everyone who lives and works in the Borough. Through the implementation of a sustainable strategy of land use and transportation, Hounslow will increase its attractiveness to inward investment, generating wealth and jobs, homes and social facilities, whilst at the same time enhancing quality of life and the quality of the environment, and increasing accessibility for all to the new facilities provided.

## **POLICY IMP.1.2 THE REUSE AND RECYCLING OF URBAN LAND AND BUILDINGS**

Within the context of improving the quality of urban living, opportunities should be taken in the first instance for providing for new development through the conversion of existing buildings and/ or the recycling of previously developed land. When considering new development the Council will encourage:

- the re-use and recycling of existing vacant buildings where this is appropriate and sustainable;
- conversion to other or smaller units where appropriate and where there is an identified need;
- the maximum use of previously developed land (subject to nature conservation and open space considerations);
- development and redevelopment at higher densities, subject to ensuring high levels of public transport accessibility and a high quality design and environment, particularly in town centres.

It is recognised that it may be appropriate to consider sites which lie within the urban area, but fall outside town centres, regeneration areas and development nodes, where they are small scale, generate a low amount of trips and would not conflict with other planning objectives or environmental constraints.

### **Reasons**

#### **2.2**

A contribution can be made to the conservation of resources and to improving the quality of life by ensuring that existing buildings are conserved and maintained to a high standard. Empty or underused buildings can often be used more efficiently through conversion into smaller units or used for other purposes. This is particularly significant with regard to housing provision where conversions can provide affordable accommodation for many people as well as having the potential to provide high quality shared accommodation, which is particularly important for young people and, in certain instances, the elderly.

#### **2.3**

By focusing new development in town centres and regeneration areas, recycling brownfield sites, and increasing densities where appropriate, land can be used as efficiently and intensively as possible while avoiding the generation of many additional car trips. By following such a strategy, sufficient capacity can be created within the urban area for new development and therefore development pressure on greenfield sites can be more readily resisted.

### **OBJECTIVE IMP.2**

To encourage development (or measures) that regenerate 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 and public transport and general accessibility.

## **POLICY IMP.2.1A REGENERATION AND ENHANCEMENT OF TOWN CENTRES**

Proposals for development which contribute towards the objectives set out in the Regeneration Policies for Brentford (IMP.2.1), Hounslow (IMP.2.2) and Feltham (IMP.2.3), the Enhancement Policy for Chiswick (IMP.2.4) and the town centre strategies will be viewed favourably provided they are also consistent with other UDP policies. Proposals which prejudice these objectives will not normally be granted.

### **Reasons**

#### **2.4**

Town centres are acknowledged in Government guidance as the most appropriate locations for new development, particularly for retail, business, leisure, community and residential uses. Channelling development into the Borough's main town centres will contribute to the strategies to regenerate and enhance existing centres and due to their general accessibility help maximise opportunity to jobs and services as well as the potential for sustainable development.

## 2.5

Policies IMP.2.1, IMP.2.2, IMP.2.3, and IMP.2.4 set out the broad regeneration and enhancement strategies for Brentford, Hounslow, Feltham and Chiswick respectively. Town Centre Strategies (Action Plans) have been produced as supplementary planning guidance to give greater clarity on the key issues and opportunities in each centre.

Superseded by the Brentford Area Action Plan

### ~~POLICY IMP.2.1 – REGENERATION OF BRENTFORD TOWN CENTRE AND RIVERSIDE~~

~~The Brentford Town Centre Action Plan, Thames Landscape Strategy and adopted planning briefs (see Appendix 5) provides Supplementary Planning Guidance to guide future development within the town centre and along the canal and the riverside. There are major redevelopment opportunities within the town centre and detailed planning briefs have been produced for many of the sites. Development proposals will be considered within the context of these briefs. All sites must be looked at comprehensively, without prejudicing the redevelopment potential of adjoining sites and within the context of the following overall objectives.~~

~~The Council will seek to:~~

- ~~(i) regenerate the centre by promoting new development as well as the refurbishment and re-use of buildings or sites in particular those which have historical, architectural or townscape interest;~~
- ~~(ii) maximise the centre's vitality by providing a mix of uses including housing, employment, retail, leisure and health opportunities;~~
- ~~(iii) consolidate and enhance the centre's shopping role and appeal by broadening the range of retail and service uses;~~
- ~~(iv) improve the overall accessibility of the centre to the pedestrian, in particular by improvements to linkages between the High Street, river/water frontages and other open spaces. Also to improve links between the centre and other areas~~

~~such as Great West Road and beyond. Where appropriate improvements to public transport, pedestrian and cycle access and environment will be sought when new development is proposed;~~

- ~~(v) maximise use of the centre's waterway frontages, along the Grand Union Canal and River Thames and promote appropriate waterside and water related activities such as boat building and repair, where appropriate;~~
- ~~(vi) seek continued improvements to the environment to improve the quality, attractiveness and security of the street scene and riverside and also to encourage a high quality of design in new developments (See Policy ENV-B1.1);~~
- ~~(vii) to diversify activities in the centre to attract new visitors, perhaps providing a new role, thus attracting additional visitors and activity to the centre;~~
- ~~(viii) pursue measures that reduce through-traffic in the area including traffic management and residential parking schemes;~~
- ~~(ix) policies relating to the Thames Policy Area, the Thames Landscape Strategy and the Council's Waterside Strategy should also be taken into consideration as appropriate when proposing new development;~~
- ~~(x) ensure all new developments take into account the Council's overall aims with regard to waste management and the collection and storage of recyclable materials.~~



Grand Union Canal, Brentford

## Reasons (Applicable to Policy IMP.2.1)

### 2.6

Strategic Planning Guidance for London, RPG3, identifies Brentford / Great West Road as a major regeneration opportunity. The health and well-being, vitality and viability of the town centre is of fundamental importance in ensuring that the whole area can share in a more prosperous future and enjoy a much improved environment. Policy IMP.2.1 seeks to develop Brentford's role as an historic and cultural centre by encouraging more visitors and more people to live and work in the town centre. Brentford's historic associations, waterside location, arts centre, museum and leisure facilities, considered with its major development sites – The key to regenerating Brentford lies in securing the appropriate redevelopment of its town centre sites – British Waterways Board Site (M9), land South of the High Street (M19) and Ferry Lane (M10). In addition to these town centre sites key contributions to the regeneration of the centre can be made through the redevelopment of sites towards Kew Bridge i.e. British Gas/Thames Water site (M11) and the Kew Bridge site (M20) and along the Great West Road (E10).

### 2.7

Where appropriate this will be done through partnerships between the Council, businesses, the local community and voluntary sector and the Brentford Regeneration Partnership (now succeeded by Grand Union Community Development).

### 2.8

The Brentford Regeneration Programme has meant almost £14 million being available to spend in the area over a 6 year period from 1995 – 2001. It has brought together all these elements and has a strong focus on the development and improvement of derelict sites. Proposals for two of the major sites, M9 and M10 are now well advanced.

## POLICY IMP.2.2 REGENERATION OF HOUNSLOW TOWN CENTRE

The Hounslow Town Centre Action Plan provides supplementary planning guidance to guide future development within the town centre.

The Council will pursue the following principal objectives through the regeneration of Hounslow Town Centre as identified on the Proposals Map:

- I to attract and support major investment of an appropriate nature, scale and mix, into new retail, business, leisure and residential development in the centre;
- I to promote the development of remaining key development sites, in particular Proposal site M8, for which a draft planning brief has been prepared;
- I to promote and enhance the centre as a major shopping destination in the Borough and West London;
- I to maintain and improve the accessibility to and within the centre, particularly for those arriving by foot, bicycle and public transport;
- I and to ensure the centre is a safe, secure and an attractive place to visit. The Council will seek to resist inappropriate out of centre development which would detract from these objectives in order to facilitate the necessary investment within the town centre and to safeguard its future.

The Proposals Map and Schedule list the preferred re-use of sites on redevelopment. These seek to achieve a balance between the town centre's important employment and shopping functions. The expansion of leisure and entertainment uses is also seen as being particularly important to develop the town centre's role outside shopping and working hours. Primary and secondary shopping frontages have been designated to reflect their relative roles within the centre (See Policies S.1.2 and S.1.3). Primary frontages are specifically important in providing retail uses in the centres.

Secondary frontages are also important for retail uses whilst offering more scope for other town centre related development.

The Council will place particular importance on the following aims:

- (i) the strengthening of Hounslow's roles as the major shopping, commercial, leisure and social activity centre within the Borough, and where appropriate seek new uses which contribute to the diverse range of facilities within the centre (Proposals M7 and M8);
- (ii) the promotion of the town centre as an attractive location for investment (See Policies E.1.1, E.1.2, E.1.5, E.2.1, E.2.2, E.5.1, S.1.1 and Proposals M7 and M8);
- (iii) ensuring that new developments and the environment generally are accessible, particularly to those arriving by foot, bicycle and public transport. Where appropriate, improvements to public transport and the pedestrian environment will be sought when new development is proposed;
- (iv) the provision of public car parking and implementation of traffic management schemes, including the management of a Controlled Parking Zone, to reduce congestion and the impact of traffic on adjacent residential areas, and improve parking for short stay shoppers;
- (v) the provision of community and leisure facilities as appropriate;
- (vi) improvements to the built environment by encouraging a high quality of design (See Policy ENV-B1.1);
- (vii) full public access to the built environment including provision for people with disabilities;
- (viii) environmental improvements to the town centre, including tree planting and landscaping in key areas and improving links to open spaces and public parks;
- (ix) To ensure new facilities arising from change of use or redevelopment of sites do not unduly affect the character and amenity of the locality or the vitality and viability of the town centre as a whole;

- (x) Ensure all new developments take into account the Council's overall aims with regard to waste management and the collection and storage of recyclable materials.

## **Reasons (Applicable to Policy IMP.2.2)**

### **2.9**

Hounslow is the Borough's largest town centre with a total of approximately 100,000 sq. m of shopping floor space. At a London-wide level it has been categorised by the GLA as one of London's ten Metropolitan Centres and singled out as one of the strategic centres prioritised for regeneration.

### **2.10**

Since the UDP was adopted the Council has substantially completed its pedestrianisation programme for the High Street. This has created a safer, more pleasant and attractive environment for shoppers, local businesses and local residents. It is important that the Council now builds upon these physical improvements by encouraging new investment in the centre. Upgrading existing buildings and attracting new uses to the centre will both help to increase its appeal.

### **2.11**

The town centre's strengths include its large choice of shops (including many of the well known high street retailers), and a high quality covered shopping centre (the Treaty Centre) incorporating a library and theatre, and good public transport accessibility. However it lacks a focus and has limited leisure facilities. Without investment, in particular to extend the shopping and leisure offer in the centre, Hounslow will continue to be vulnerable to improvements in other centres and any new out of centre development. Proposal site M8 (Key site 1) provides the opportunity to accommodate new accessible retail, commercial and leisure facilities. Supporting uses such as bars, restaurants and small scale residential should also be provided as part of this mixed use development. Specific details relating to this site are contained within the Planning Brief. A high quality of design in the town centre will help engender a sense of place and of civic pride and will attract occupiers and new investors.

## POLICY IMP.2.3 REGENERATION OF FELTHAM TOWN CENTRE

The Feltham Town Centre Strategy provides supplementary planning guidance to guide future development within the town centre. The Council will pursue the following principal objectives:

- | to promote comprehensive redevelopment of the town centre core, specifically 'The Centre' shopping precinct, Highfields and Homecourt housing estates, in order to regenerate the town centre, improve its environmental quality and strengthen and consolidate its economic, retail, residential and social function;
- | to encourage the re-use or redevelopment of other buildings or sites in or near the town centre in order to contribute to its vitality and viability and improve its image and quality of life for residents;
- | to maximise and improve links to the town centres environmental assets such as the Longford River, Bridge House Pond, Feltham Green and the Conservation Area;
- | improve links within the town centre and to major edge-of-centre attractions;
- | to improve accessibility to and within the town centre, particularly for pedestrians, cyclists and public transport users. The Council will continue to promote the Southern Rail Link to Heathrow and maintain the status and function of Feltham Gateway Station;
- | to ensure that the town centre is a safe, secure and attractive place to visit.

The Council will seek to resist inappropriate out of town development which would detract from these objectives in order to facilitate the necessary investment within the town centre and to safeguard its future role.

The Council will seek to regenerate Feltham Town Centre by encouraging development,

where appropriate, which contributes to the overall goal of improving its vitality and viability. The Proposals Map and Schedule, together with the Feltham Town Centre Strategy, indicate the preferred use of sites on redevelopment. Primary and secondary frontages have been designated to reflect the relative retail importance of shopping parades in the centre (See Policies S.1.2 and S.1.3).



Feltham Town Centre

The Council will place particular importance on the following aims:

- (i) an upgrading and strengthening of the retail, employment, residential social and leisure functions of the centre;
- (ii) the promotion of the centre as an attractive place for investment;
- (iii) the promotion of safe and convenient access to and within the town centre, particularly for people with impaired mobility, pedestrians, cyclists and public transport users. Where appropriate, improvements to public transport and the pedestrian environment, including links to and between town centre facilities, will be sought when new development is proposed;
- (iv) the introduction of traffic management schemes to reduce congestion, deal with through traffic in the centre and improve parking facilities for short term shoppers and residents;
- (v) environmental improvements to the town centre with particular emphasis on the High Street itself;

- (vi) improvements to the built environment by encouraging a high quality of urban design and layout and to complement existing areas of townscape design (See Policy ENV-B.1.1);
- (vii) full public access to the built and natural environment including provision for people with disabilities;
- (viii) preserve and enhance the character of Feltham Green Conservation Area (See Policy ENV-B.2.2 and the Council's detailed guidelines);
- (ix) ensure new facilities arising from change of use or redevelopment of sites does not unduly affect the amenities of local residents;
- (x) ensure all new developments take into account the Council's overall aims with regard to waste management and the collection and storage of recyclable materials.

### Reasons (Applicable to Policy IMP.2.3)

#### 2.12

Feltham is a large district centre with an emphasis on local shopping for primary food and other convenience shopping and services. The Tesco's foodstore at the southern end of the centre has consolidated its district role, but the centre does not meet the full needs of users because of a high vacancy level, lack of multiple retailers and poor choice. The centre suffers from traffic congestion and environmental improvements are needed to fully exploit the centre's potential.

#### 2.13

Feltham is experiencing substantial change and major investment. The aim of this policy, together with the town centre strategy and adopted planning briefs which have been produced as supplementary planning guidance, is to ensure that there is a clear framework for considering developments in the future, and their contribution to the overall wellbeing of the town centre.

#### 2.14

The aim of regeneration of Feltham will be achieved through supporting and where

possible expanding its important employment, shopping and leisure roles and through the redevelopment of town centre housing sites.

#### 2.15

Feltham First Regeneration Partnership, which was set up in 1997, facilitated major improvements to the town centre. Schemes within their spending programme included financial assistance towards the Feltham High Street Improvement Scheme - transferring the priority from private vehicles to pedestrians, cyclists and buses whilst making improvements to the environment through landscape design, CCTV and improvements to the town centre village greens. The Council will continue to work in partnership with the successor body to Feltham First (Feltham Area Renewal) in order to secure the regeneration of the town centre for the benefit of local people and the local economy.

#### 2.16

The attractiveness of the town centre as a place to locate new development has already begun to improve through the Feltham Gateway Project which provides modern station facilities with direct transport links to Heathrow. With the Airport boundary only 8 minutes away and Waterloo within 25 minutes, Feltham's strengths as a public transport interchange support the town centre as a location to direct major new investment. The proposed Heathrow Southern Rail Link (T1) would add to Feltham's excellent transport links with Waterloo and the Airport. There is also potential to provide better links between Feltham and other centres in South West London (Twickenham, Richmond, Kingston and Wimbledon) through the SWELTRAC bus and train initiative.



Chiswick High Road

## POLICY IMP.2.4 ENHANCEMENT OF CHISWICK TOWN CENTRE

The Chiswick Town Centre Strategy provides supplementary planning guidance to guide future development within the town centre.

The Council will pursue the following principal objectives in seeking to enhance Chiswick Town Centre:

- | to maintain and improve Chiswick as a major and local shopping centre;
- | to improve the range and quality of shopping goods available within the centre and discourage the excessive provision of non-retail uses which would result in over concentration and potential detrimental effects on the vitality and viability of the town centre;
- | to ensure variety in and an appropriate range of non-retail uses to support the existing shopping, business and night time activities;
- | to balance the effect of commercial uses in the centre with the need to safeguard the amenity of local residents;
- | to ensure all new developments and the environment generally is accessible to all potential users;
- | to maintain and improve the quality of the street scene and local environment including parks, greens and open spaces;
- | to promote the role of walking, cycling and public transport;
- | to reduce the effects of through traffic and the use of cars within the centre;
- | and to ensure development outside the centre does not detract from the centre's current roles.

The Council will place particular importance on the following aims:

- (i) the preservation and enhancement of Chiswick as a shopping centre. The Council will seek to attract new investment to extend the range and

quality of retail units in the centre. Change of use to non-retail uses will be resisted where the proposal would reduce the retail function and undermine the vitality and viability of the centre (See Policies S.1.1, S.2.1 and S.2.2);

- (ii) where new development or change of use is proposed the Council will seek to safeguard the amenities of local residents;
- (iii) to seek environmental improvement to the town centre (See Policies ENV-B.1.5 and S.4.1);
- (iv) improved access for people with disabilities to shops and other buildings to which the public have access (See Policies ENV-B.1.8 and S.4.4);
- (v) improvements to the built environment by encouraging a high quality of design (See Policy ENV-B.1.1);
- (vi) to seek, where possible, enhancements to the Turnham Green and Bedford Park conservation areas;
- (vii) to promote safe and good access to and within the town centre, particularly for those arriving by foot, bicycle and public transport as well as improving links to the River Thames, Old Chiswick and Grove Park;
- (viii) the retention and reintroduction of residential use for the upper floors of properties fronting Chiswick High Road and other shopping roads in the town centre;
- (ix) where appropriate to introduce traffic management schemes (including 'Green Areas') to reduce the impact of through traffic in the centre and improve air quality, reduce traffic congestion, improve walking, cycling and public transport, and improve parking for residents and short stay shoppers;
- (x) ensure all new developments take into account the Council's overall aims with regard to waste management and the collection and storage of recyclable materials.

## Reasons (Applicable to Policy IMP.2.4)

### 2.17

Chiswick is a successful major shopping centre which provides for convenience shopping (including a supermarket) for regular needs. It is also lively and vibrant outside shopping hours because of the amount of residential property in and surrounding the centre and the number of restaurants and public houses, with good public transport access, which cater for local people and visitors. For these characteristics, and because, unlike the three town centres identified for regeneration, Chiswick does not have any substantial development sites, the town centre is viewed as an area requiring enhancement and consolidation rather than regeneration.

### 2.18

However there are some specific areas of concern, not only is it threatened as a shopping centre by competition from centres in adjoining boroughs, but also by continuous pressure for additional A3 uses. The quality of environment, which is adversely affected by traffic, and provision of shoppers parking will need to be improved, where possible. Opportunities will also need to be taken to encourage residential use for the upper floors of the shopping streets in the enhancement area.

## OBJECTIVE 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.

Superseded by the Brentford Area Action Plan

### **POLICY IMP.3.1 – BRENTFORD REGENERATION AREA**

The Council will work in association with the Brentford Regeneration Partnership (now succeeded by Grand Union Community Development) to support and encourage the regeneration of the physical environment and improvements to the local economy in order to achieve wider social and community benefits.

Proposals which contribute to the objectives of the regeneration programme will be viewed favourably provided that they are consistent with other UDP policies. The primary objectives which the regeneration programme seeks to achieve include:

- (i) the maintenance and support of existing business whilst focusing on the creation of new jobs and encouraging new investment;
- (ii) environmental improvements to the area generally, with specific attention being given to the town centre, the Thames and canal side and conservation areas;
- (iii) to reduce crime and increase community safety;
- (iv) to improve the existing housing stock and provide new accommodation which meets the needs of the community, including the provision of affordable housing;
- (v) to provide a range of community, cultural and leisure facilities and seek to attract visitors to the area; and
- (vi) to provide a high quality built environment in terms of building design and urban design.

## Reasons

### 2.19

The Brentford Regeneration Partnership successfully bid for Single Regeneration funds in 1995. The area is characterised by high unemployment due to skills mismatch and derelict and underused sites, particularly along the riverside. Some areas suffer from severe environmental decline, problems of traffic congestion, poor public transport and there is a declining retail core. The local community experiences social problems and has particular community needs. Improvements have already been achieved in the area and they will continue as developments come forward which achieve the objectives of the regeneration strategy. Although the Great West

~~Road lies within the regeneration area, this is subject to a separate policy due to its economic importance, not only to the Borough, but also to London generally.~~

## **POLICY IMP.3.2 FELTHAM REGENERATION AREA**

The Council will work in partnership with Feltham First Regeneration Partnership (now succeeded by Feltham Area Renewal) and other key players to promote development and investment which creates employment opportunities and equips local residents to compete effectively for jobs, improves the environment and facilities for residents and businesses, particularly in the town centre and the adjoining Green Belt land and engenders a sense of community and pride within the area.

Proposals which contribute to the objectives of the regeneration programme will be viewed favourably provided that they are consistent with other UDP policies. The primary aims which the regeneration programme seeks to achieve include:

- (i) the creation of new and innovative business areas which provide a high quality and wide range of jobs and make a significant contribution to the demands of Heathrow airport and the aspirations of the West London economy. Of particular importance is the development of the Bedfont Lakes Technopark together with its associated benefits. This is a signature project and its delivery will be a key measure of the overall success of the regeneration programme;
- (ii) the creation of a thriving town centre, offering new opportunities for retail, employment, leisure and community facilities in a high quality and safe environment;
- (iii) substantial improvements to accessibility including a new rail interchange, measures to reduce congestion and prioritise pedestrians in an attractive traffic calmed environment, within the town centre;

- (iv) increase the academic attainment and skill levels of the existing and future workforce in order to enhance their employment opportunities and in turn improve their quality of life; and
- (v) encourage and assist the local community to recognise and fulfil the different needs and values of all its members, seeking opportunities for all and social equity.

### **Reasons**

#### **2.20**

Feltham First Regeneration Partnership (now succeeded by Feltham Area Renewal) began its 5 year programme in 1997. Feltham experiences the paradox of lying within one of the most prosperous parts of the capital on the doorstep to Heathrow, but with much of the area and its people experiencing significant deprivation. The area is characterised by high unemployment in certain areas due to skills mismatch.

#### **2.21**

In February 2001, the Council resolved to grant planning permission for the Bedfont Lakes Technopark subject to the completion of a S106 Agreement and the Secretary of State not calling in the application. A rigorous examination of alternative sites was undertaken in accordance with the Council's sequential approach to site selection and a more suitable site could not be identified in West London. It also fulfils many of the objectives contained within the Council's adopted strategy for CPA1. In reaching its decision, the Council considered that the Technopark, taken together with its associated benefits, demonstrates the very special circumstances required to allow this development partially within the Green Belt. The development is considered to have the potential to make a major contribution not only to the objectives of the Feltham First Regeneration Programme, (specifically with regard to those listed within criteria (i), (iv) and (v) above), but also to addressing the strategic need for techno park developments within London consistent with RPG3. It will also deliver jobs, training, transport and environmental improvements.

## 2.22

The town centre is in desperate need of new investment in order to improve its image and environment, improve the quality of life for local residents and tackle problems of traffic congestion. The nature conservation value of the Green Belt will be protected and improved, targeting better management, improved access and the provision of interpretation facilities. Inaccessible and degraded Green Belt not only reduces its environmental quality, but also represents a grossly underused recreational resource. The area is also characterised by derelict and underused industrial sites, and many residents experience social problems and have particular community needs. The regeneration objectives and projects already proposed within the programme are tailored to tackle these problems in a co-ordinated and complimentary manner.

### **POLICY IMP.3.3 ISLEWORTH REGENERATION AREA**

The Council has facilitated and delivered the Isleworth Capital Challenge Programme, making substantial improvements to existing local authority housing, improving the environment, reducing crime and providing improved education, training, business and leisure opportunities to all people living in the area.

Proposals which contribute to continued regeneration will be viewed favourably provided that they are consistent with other UDP policies. The primary objectives which the programme seeks to achieve include:

- (i) to improve community safety and reduce crime;
- (ii) to enhance employment prospects and promote local competitiveness;
- (iii) to combat below average educational achievement and skill levels;
- (iv) to combat poor health and social exclusion through enhancing and strengthening leisure opportunities for residents; and
- (v) to combat poor health through local health care support and improvement of people's living conditions and environment.

## Reasons

### 2.23

The Isleworth Capital Challenge Regeneration Area Programme has focused on one of the most deprived wards in the Borough and the Ivybridge local authority housing estate, four 18 floor tower blocks built in the late 1960s lies at its heart. The area suffers from high unemployment and low incomes. It has a relatively high black and ethnic minority population (30%). Academic achievement is low and mortality rates are high. There is a high incidence of crime and harassment. The programme is tailored to tackle these problems in a co-ordinated and complementary manner.

### **POLICY IMP.3.4 HOUSING ESTATE REGENERATION**

The Council is committed to the provision of an adequate supply of affordable housing, and will give particular consideration to specific initiatives and continue to work in partnership to look at innovative ways of upgrading existing dwellings and improving estates, and creating mixed communities. Works proposed will vary between specific estates, but are likely to include elements of the following:

- I improvements to or redevelopment of existing dwellings;
- I improvements to existing communal areas on estates, i.e. improvements to safety and security, landscape schemes and the quality of all open spaces including poorly designed spaces, such as car parking areas;
- I traffic management and parking schemes;
- I provision of additional housing, (including affordable housing) within the estate on former garage areas and/or under-utilised spaces within or adjacent to the estate; and
- I in some cases, demolition of existing poor quality housing and replacement with better quality housing in order to improve the quality of life on existing estates.

Proposals which contribute to housing estate regeneration will be viewed favourably provided that they consider the comprehensive treatment of estates, and result in good quality building and urban design, and are consistent with other UDP policies, specifically ENV-B.1.1 and H.4.1. Such proposals should take account of the role of open land in securing a good quality urban environment. Open space within estates should not normally be lost, particularly if it provides a valuable amenity or landscaped area for the local community and within an area of open space deficiency. Where the proposal satisfies the objectives of estate regeneration and land is genuinely suitable for development the quality and accessibility of the retained open space within the estate should be improved to enhance its overall value.



Ivybridge

## Reasons (Applicable to Policy IMP.3.4)

### 2.24

Improvements to existing dwellings and housing estates generally, can help to improve people's quality of life, result in real environmental gains (particularly where the environment is deteriorating), and make more efficient use of land and buildings.

Regeneration of existing estates can help to make the fullest use of urban sprawl and unsustainable patterns of living. Opportunities should therefore be taken to make better use of existing resources and for improving quality especially in areas where selective renewal can be facilitated. However, it is important that residential areas strike a balance between the provision of adequate housing and the preservation and enhancement of the environment. Where a proposal results in higher residential densities, it is particularly

important that such development includes adequate provision of valuable open space, providing opportunities for recreational, conservation, wildlife, historical or amenity improvements. Attention is drawn to the Council's annual HIP statement which lists the key estates likely to be regenerated in this manner.

## OBJECTIVE 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.

Policy replaced by Employment DPD Nov 2008

### ~~POLICY IMP.4.1~~

## ~~PRIMARY LOCATIONS FOR ECONOMIC DEVELOPMENT~~

~~In the first instance, and where appropriate, new major, trip-generating economic development should be directed to the Borough's town-centres, followed by edge of town-centres, which offer the greatest accessibility by all modes of transport. Preference will be given to the re-use of existing buildings or previously developed land.~~

~~In the event that suitable sites are not available within town-centres, new economic development which generates a high number of trips should be concentrated within the Great West Road, Chiswick Business Park or Bedford Lakes as defined as development nodes in the West London Strategic Development Framework. These sites are supported by proposals within the West London Transport Strategy which focuses public transport improvements around development nodes.~~

~~Applicants will need to demonstrate in all areas, that proposed developments are sustainable, particularly as regards accessibility. Only where the Local Planning Authority is satisfied that sustainability objectives can be achieved and provided that the proposals are consistent with other UDP policies will applications be considered favourably.~~

## **POLICY IMP.4.2 THE GREAT WEST ROAD**

Subject to compliance with policy IMP.4.1, business uses, including high quality offices, will be encouraged along the Great West Road in order to ensure that it continues to be a prime employment area both locally, regionally and internationally and in accordance with the West London Strategic Development Framework. When considering applications for new development, the following criteria will be taken into account:

- (i) the contribution which the development makes to the accessibility of the area by non-car modes and the impact on traffic congestion, air quality and the local highway network;
- (ii) the contribution the proposed development makes to the competitiveness and regeneration of economic activity of this identified development node in West London;
- (iii) the way in which the development contributes to the overall objectives of the Great West Road Strategy and any planning briefs which may relate to the site;
- (iv) the visual appearance of the building taking into account LPAC's guidance on high buildings where appropriate, and its contribution to improving urban design in the area;
- (v) the contribution which the development can make to achieving the objectives of the Brentford Regeneration Partnership;
- (vi) the effect of the new development on adjoining residential areas, historic buildings, parks and gardens, strategic and Thames views and Metropolitan Open Land;
- (vii) the contribution the development can make to enhancing the role of the Great West Road as London's primary 'Gateway' to and from the rest of the world.

## **POLICY IMP.4.3 BEDFONT LAKES**

Subject to compliance with Policy IMP.4.1 and in accordance with the West London Development Framework, economic development at Bedfont Lakes, as defined on the Proposals Map, will be encouraged in order to strengthen the role of this key employment location within West London and therefore its key economic function. When considering applications for new development, the following criteria will be taken into account:

- (i) the contribution which the development makes to the accessibility of the area by non-car modes, particularly with regard to facilitating the aims and objectives of the West London Transport Strategy, and the impact on traffic congestion, air quality and the local highway network;
- (ii) the visual appearance of the development and its effect on the surrounding area, particularly with regard to adjoining residential and Green Belt areas;
- (iii) the contribution the development can make to fulfilling the objectives of CPA1;
- (iv) the synergy between the proposed development and that which already exists in order to contribute to the critical mass of economic activity at this identified development node in West London;
- (v) the contribution the development can make to fulfilling the objectives of the Feltham First Regeneration Programme.



Bedfont Lakes

## **POLICY IMP.4.4- CHISWICK BUSINESS PARK**

Subject to compliance with Policy IMP.4.1 and in accordance with the West London Development Framework, the Council will encourage the redevelopment of the former Chiswick Bus Works site (See Proposal E12) in order to strengthen the role of this important commercial growth point in West London. Development of the site should primarily be for B1 business purposes and include the provision of major new public transport which could include a new rail interchange. Subject to detailed consideration and to facilitate the development of the remainder of the site, the Council will have regard to proposals which introduce a mix of uses e.g. hotel, conference, leisure and residential uses (including affordable housing) which are complementary to the primary business use of the site. When considering applications for new development the following criteria will be taken into account:

- (i) the contribution the development makes to the accessibility of the area by non-car modes, particularly with regard to facilitating the aims and objectives of the West London Transport Strategy, and the impact on traffic congestion, air quality and the local highway network;
- (ii) the scale, design and mass of the proposed scheme and its effect on the character and amenity of the local area, in particular any impact on the adjoining Gunnersbury Triangle Nature Reserve;
- (iii) the effect on the amenities of adjoining residents;
- (iv) the contribution to the overall objectives to improving Chiswick as set out in Policy IMP.2.4 and in the Chiswick Town Centre Strategy.

### **Reasons (Applicable to Policies IMP.4.1, IMP.4.2, IMP.4.3 and IMP.4.4)**

#### **2.25-**

Locating new economic development within the Borough's existing town centres is the most sustainable way of accommodating economic

regeneration and growth. However suitable sites may not be available and therefore other sites must be considered in order to facilitate economic growth.

#### **2.26**

Outside Hounslow's town centres, the Great West Road, Bedfont Lakes and Chiswick Business Park offer the greatest potential within the Borough for economic growth and consolidation of economic activity. The Great West Road is the largest employment area in the Borough with approximately 384,000sq.m of commercial floor space which accommodates an estimated 11,000 workers.

#### **2.27**

Bedfont Lakes is one of the most prestigious employment locations in the Borough, offering state of the art office accommodation to many well known leading edge international companies at the forefront of new technology and the changing global economy. Proximity to Heathrow, modern floorspace and the attractive parkland setting provided by the adjoining restored and landscaped Green Belt have all contributed to the image of the location and its attractiveness to new development and occupiers.

#### **2.28**

Chiswick Business Park is located to the west of Chiswick Town Centre and provides high quality, accessible business accommodation which contributes to Hounslow's and West London's economy. Planning permission exists for approximately 140,000 sq.m of B1 floorspace of which around 60,000 sq.m. has been completed. Although development of site should primarily be for B1 use there may be scope for a mixed use scheme which included residential, conference, hotel and associated leisure facilities if this would facilitate the development of the site and add to its sustainability.

#### **2.29**

Although key to the Borough's economy, neither Chiswick Business Park, Great West Road, and particularly Bedfont Lakes are at present adequately served by the existing public transport network. They need to improve their accessibility and satisfy sustainability objectives in order to be attractive to existing and potential occupiers whilst not creating environmental disbenefits.

## OBJECTIVE IMP.5

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

Policy not saved & cannot be used from 28th Sept 2007

### ~~POLICY IMP.5.1 HIGH QUALITY BUILDING AND URBAN DESIGN~~

~~The Council will encourage high quality building, urban and landscape design to create a sense of place and identity throughout the Borough, especially in sensitive locations such as those close to or in areas of high townscape value, landmarks, strategic views and waterside frontages (See also Policy ENV-B.1.1 'New Development').~~

#### Reasons

##### 2.30

~~High quality building and urban design contributes significantly to overall environmental quality and a sense of civic pride and place. Design in the context of this policy refers to the appearance of structures or buildings, whereas urban design relates to the quality of spaces that exists between different buildings and spaces. The aim is to create a framework within which various design issues can be explored at the planning stage, to create proposals that relate to and respect their context whilst contributing instead of detracting from the quality of the local built and natural environment. Further details of the Council's approach can be found in Policies ENV-B.1.1 for general development and ENV-W.1.1 for Thames-side development.~~



Ferry Quays

## POLICY IMP.5.2 THAMES POLICY AREA

The Council will seek to enhance the status and vitality of the River Thames having regard to its environmental protection through the implementation of policies specific to the Thames Policy Area as designated on the Proposals Map and those contained within the Thames Landscape Strategy. (See also Policies ENV-W.1.1 to ENV-W1.11).

#### Reasons

##### 2.31

The River Thames is a resource of strategic importance. It is vital that opportunities are taken to develop its potential, enhance the quality of the riverside environment, improve the standard of building design and urban design, and to bring life and vitality back to the river front. Development within the Thames Policy Area will be expected to be well designed taking into account the sensitive and highly visible riverside frontage, foster mixed uses, respect important structures, the archaeology and nature conservation interests of the Thames, and facilitate the use of the River for transport and recreational purposes.

## POLICY IMP.5.3 COMPREHENSIVE PROJECT AREAS

Comprehensive Project Areas have been designated as a means of indicating:

- (i) areas of Green Belt which would benefit from restoration, landscape improvements, improved public access and recreation facilities, and/or nature conservation enhancement / protection (See Proposals Schedule);
- (ii) the extent of the areas within which the Council will be taking a comprehensive view of a programme of restoration and improvements;
- (iii) the areas within which enforcement action against unauthorised uses will be prioritised;

(iv) the contribution which adjacent development areas outside the Green Belt, and the removal of Inappropriate Green Belt uses, can make towards improvements within the Green Belt itself.

This policy should be read in conjunction with the proposals schedule, and the following Policies; ENV-N.1 to ENV-N.1.4, ENV-N.1.11 to ENV-N.1.14.

This approach does not preclude the phasing of development on sites adjacent to the Green Belt and associated Green Belt improvements, but the Council would need to be satisfied, in terms of the scale and nature of the proposals, that the comprehensive approach was not jeopardised.

### **Reasons (Applicable to Policy IMP.5.3)**

#### **2.32**

The Green Belt in Hounslow is one of the Borough's most valuable natural assets although much of it is made up of degraded and under-utilised land. Unauthorised uses can be extremely damaging to the Green Belt, environmentally, visually and contextually, and the Council considers that prompt action to remove them is critical to ensure comprehensive improvements to the Green Belt.

#### **2.33**

The restoration of Green Belt land, together with improvements to the landscape, public access and nature conservation initiatives not only provides a valuable resource for residents, many of whom live in areas of open space deficiency, but also improves the environmental quality and image of the area. This in turn provides an attractive environment for adjacent developments. Restoration and enhanced landscape design within the Green Belt can also offset potential negative effects of adjacent development on this valuable area of open land

#### **2.34**

The designation of Comprehensive Project Areas on the Proposals Map and Schedule indicates the areas for Green Belt improvements and where planning obligations from adjacent development sites can have the

potential to be used to offset the loss of, or impact on the amenity of the Green Belt and contribute towards Green Belt improvements. Such obligations will fairly and reasonably relate to the development in accordance with national guidance (See Policy IMP.6.1). A more detailed strategy for the Green Belt is included in the Council's Green Belt Management Plan.

## **OBJECTIVE IMP.6**

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

### **POLICY IMP.6.1 PLANNING OBLIGATIONS**

The Council will seek to ensure that a developer enters into a planning obligation to secure planning benefits related to the proposed development. The planning benefits of a development will only influence the determination of a planning application where they have a bearing on the planning merits of the application itself and fairly and reasonably relate to the proposed development in scale and kind.

#### **Reasons**

#### **2.35**

The Council recognises the need for developers to enter into planning obligations in appropriate circumstances, having regard to the advice given in Circular 1/97 'Planning Obligations' in particular paragraphs B8 and B9. The list below gives examples of those benefits that the Council will take into account as appropriate in order to secure the implementation of the planning policies, and to achieve the objectives, of the UDP. This policy does not preclude the negotiations of agreements on an ad hoc basis having regard to the specific nature of the proposal.

#### **2.36**

As it is not possible to specify the nature of the planning obligation in every appropriate case, the following examples are given as a guide:

- (i) improvement or provision of pedestrian and / or cycle access and associated facilities related to the safe and

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- convenient movement of all pedestrians, people with impaired mobility and cyclists;
- (ii) general improvement of, or contribution to, the public transport system, including community transport to provide for journeys related to or generated by the proposed development.  
(Any such improvement will be carried out in consultation with the public transport agencies);
  - (iii) provision of buildings, open space, pedestrian or cycle access (e.g. riverside walkways and cycle routes) and other facilities related to the development itself and to the associated movement of people on foot or by bike;
  - (iv) the provision of buildings and/ or facilities to satisfy the need for additional educational resources which the development may generate;
  - (v) conservation and enhancement of buildings or places of historic or architectural interest and areas of nature conservation significance;
  - (vi) provision of affordable housing or supported residential accommodation to meet local needs;
  - (vii) the provision of buildings and open space, social and community facilities (including, open space, arts, cultural and entertainment facilities) for which there is a local need;
  - (viii) the provision of childcare and playspace facilities;
  - (ix) the improvement of poorer quality employment buildings and the provision of small industrial (starter) units;
  - (x) the creation of employment and/or training provisions for those people that have either been displaced by a development project or those who could benefit from the provision of job opportunities locally, thus promoting area regeneration and sustainable patterns of development;

- (xi) contributions towards the full cost of providing for provision for any transport access and infrastructure implications of the development, including the need for controlled parking, traffic management schemes and highway access and the production of company travel plans;
- (xii) any other planning benefit for which there is a local need, for example environmental improvements to shopping centres, housing and industrial estates, the production of environmental management schemes for new industrial, commercial and retail development, public art and closed circuit TV (CCTV).

## **OBJECTIVE IMP. 7**

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

