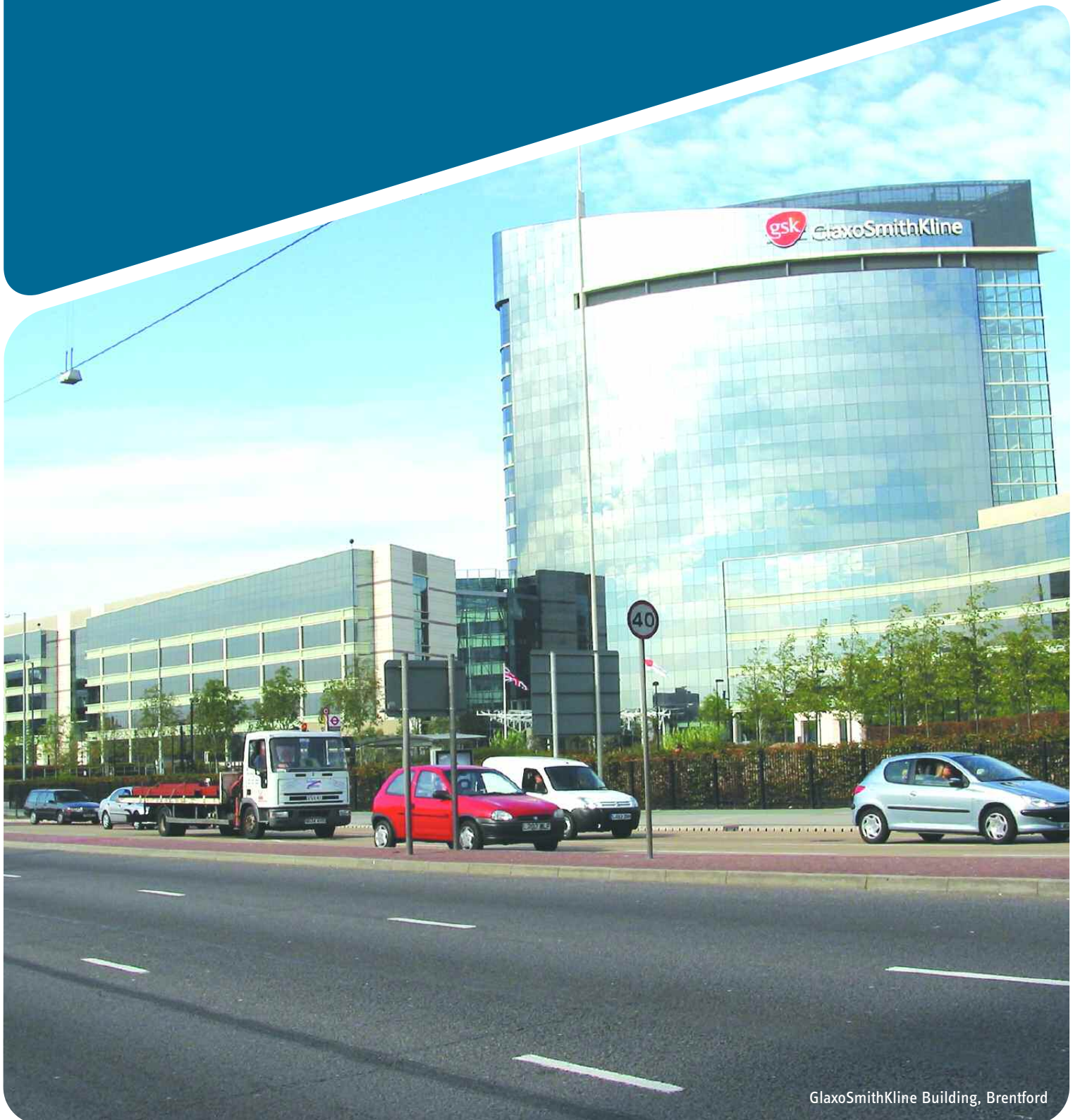


# EMPLOYMENT

The UDP Employment chapter in its entirety has been superseded by the Employment Development Plan Document (EDPD). Please refer to the EDPD for all policies regarding industrial, warehousing, office and related employment development, including hotels and conference facilities







# EMPLOYMENT INTRODUCTION

## 1.0 INTRODUCTION

### 1.1

Much of Hounslow's strength as a source and provider of employment lies in its proximity to Heathrow and a number of major transport routes (specifically the M3, the M4 and the M25) which allow for business communication links not only with Central London but also with national and, through its proximity to Heathrow Airport, international companies. Proximity to these transport routes together with access to a highly qualified workforce combine to create one of London's most attractive and diverse business locations. However, these factors have also led to high levels of car use and a dependency on the car for travel to work purposes. This has consequently led to problems of traffic congestion, noise and air pollution. The UDP seeks to address some of these problems by locating new development primarily in areas which are or could be made accessible by a range of transport modes and through an approach which encourages use of an integrated transport network.

### 1.2

The Borough's town centres, (Hounslow, Feltham, Brentford and Chiswick), key employment locations (the Great West Road, Chiswick Business Park and Bedfont Lakes) together with several business parks and industrial estates, provide the main locations for employment uses in the Borough.

### 1.3

The influence of Heathrow Airport is most noticeable in the west of the Borough where many of the estates, particularly those with good road links, are primarily occupied by freight operators. Demand for units results in relatively low vacancy and high rents when compared to the rest of the Borough. New

development is constrained by Green Belt designations and emphasis is now given to the redevelopment of existing sites. Those most likely to come forward for redevelopment have been identified on the Proposals Map.

### 1.4

Elsewhere in the Borough, where the airport has less of a direct influence, the economy has also been restructured. Each of the Borough's town centres and a number of the traditional industrial estates have been affected by the nation wide decline in manufacturing and have either been redeveloped, often for B1 office or business space, or have become vacant or underused. Such change has often contributed to areas such as Brentford, Feltham, and Isleworth suffering decline and deprivation, and showing higher unemployment and greater skills mismatches. To help address these issues policies seek to ensure a diverse range of employment opportunities, as well as identifying regeneration areas and key employment locations where development should be focused.

### 1.5

The Council is keen to further develop a diverse range of local employment opportunities, helping local businesses, attracting new investment, creating jobs, and building up skills and employment opportunities which are accessible to all its residents, particularly the most disadvantaged. It is essential that new economic development is appropriately located taking into account existing and / or previous use of sites, accessibility by all modes of transport, and the contribution redevelopment can make to the regeneration of areas most in need, particularly through the provision of jobs for local people.

## 1.6

The implementation of the Hounslow Unitary Development Plan can only be achieved by working in partnership with agencies who can deliver or develop policies and proposals contained within it. Brentford Regeneration Partnership (now succeeded by Grand Union Development), Feltham First (now succeeded by Feltham Area Renewal, SWELTRAC, West London Partnership, West London Business and London West Learning and Skills Council are among the partnership agencies which have a vital role to play.

## 2.0 SOCIAL NEEDS

### 2.1

Hounslow has a relatively low unemployment rate and the population has adapted well to retraining. However, there is still a small but significant number of people who are unemployed. There are often skills mismatches and retraining is still a priority, not only to reduce unemployment but also to provide businesses with a supply of skilled labour.

### 2.2

In London the rates of unemployment within ethnic minority groups tend to be higher than the rest of the population. The training and employment needs of people from these groups should be given particular attention.

### 2.3

People with disabilities are also under-represented in the workforce despite the legal responsibility placed upon employers. Employment has often been denied because buildings are inaccessible. Improving accessibility is therefore a priority.

### 2.4

The rise in the number of women workers is likely to continue, not only because of future demographic changes (i.e. the fall in the number of young people), but also due to a changing attitude from employers. Childcare, flexible hours and training are becoming increasingly important and employers are already responding to these needs in order to retain and attract employees.

## 3.0 STRATEGIC MATTERS

### RPG3 Strategic Guidance for London Planning Authorities (May 1996)

### 3.1

RPG3 essentially encourages economic development in town-centres (para 2.7) and the reuse of vacant or underused land (para 2.10) particularly as a mechanism for combating change and towards achieving regeneration objectives. However, the underlying theme is one of economic development which is compatible with environmental and social objectives which leads to a more effective use of land generally (para 3.5). It also emphasises the central role public transport must play in terms of accommodating new development in West London in a sustainable way.

### 3.2

Paragraph 3.6 suggests boroughs should:

- review the demand and potential demand for industrial land in the borough;
- identify areas of land which should be either retained or allocated for employment use;
- promote policies to ensure jobs and homes are accessible to each other, as a means of reducing travel between the two;
- consider the desirability to safeguard land for a specified or mixed use;
- where desirable to promote policies to support tourism;
- set out policies to balance employment-generating uses against adverse impacts on local amenity, air pollution and traffic.

### London's Economic Development Strategy

#### 3.3

The Economic Strategy sets out the contribution the London Development Agency (LDA) will make towards delivering the Mayor's vision and sets out focused policy objectives for London's development.

#### 3.4

The Economic Development Strategy sets out an agenda to promote and develop London's strengths whilst addressing the challenges it faces. It is based on four guiding principles:

1. Economic Growth—Supporting London's economic growth, both as a world-business centre and as a balanced regional economy;

2. Knowledge and Learning—Developing London as a city of knowledge and learning in order to fulfil the potential of its people and its businesses;

3. Diversity, Inclusion and Renewal—Working to support London's continuing renewal as a vibrant and inclusive city, acknowledging the ethnic, cultural and linguistic diversity of London's people as an asset;

4. Sustainable Development—Ensuring that London's growth respects the need for social progress, environmental protection and conservation of scarce resources.

## **PPG 4 Industrial and Commercial Development and Small Firms**

### **3.5 Key Objectives:**

- to encourage continued economic development in a way which is compatible with environmental objectives;
- to encourage the reuse of vacant or under-utilised land;
- to encourage new development on locations which can be served by more energy efficient modes of transport which reduce the need to travel and minimise the length and number of trips;
- to encourage a diverse range of employment opportunities.

## **PPG6 Town Centres and Retail Development**

### **3.6 Key Objective:**

- Adopt a sequential test approach to the location of all key town centre uses which are large trip generators including commercial and public offices.

## **PPG13 Transport**

### **3.7 Key Objectives:**

- reduce the growth in the length and number of motorised journeys;

- encourage alternative means of travel which have less environmental impact;
- reduce the reliance on the private car.

### **3.8 With particular reference to employment:**

- to move towards a better balance between employment and population in order to enable people to live near their work;
- to focus opportunities for travel intensive uses in urban areas which are already well served or have the clear potential to be well served by public transport.

## **The West London Strategic Development Framework**

### **3.9**

The West London Strategic Development Framework, produced by West London Leadership (now subsumed under the West London Partnership) 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. It is essential to maintaining the economic and social well-being of West London / Hounslow for the sake of London as a whole which in turn is fundamental to the health of the UK economy.

### **3.10**

The success of the framework relies on a public policy framework 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.

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### **3.11**

Economic growth locations 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 key employment locations at Bedfont Lakes, Great West Road and Chiswick Business Park.

### **3.12**

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.

## **4.0 EXISTING LONDON BOROUGH OF HOUNSLOW STRATEGIES**

### **4.1**

The Council has an important role helping competitive local businesses develop, building up the skills of Hounslow's workforce, and creating an environment in which they can operate effectively. The Council, in partnership with businesses and the wider community, promotes prosperity for all those living or working in Hounslow. Key objectives include: ensuring a healthy local business base; providing long term employment opportunities for local people; helping develop the skills and adaptability of local people; maintaining an attractive environment for businesses to invest and flourish in; and to create confidence when dealing with the Council.

## **5.0 LOCATIONAL APPROACH TO NEW EMPLOYMENT USES**

### **5.1**

The key economic role of the UDP must be to balance the need for economic development in Hounslow, West London and the wider London economy with the needs of Borough residents and the protection of the local environment.

### **5.2**

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

activity, enhancing the quality of life for present and future generations, improving the environment and economy whilst aspiring to promote an equitable distribution of wealth and opportunity.

### **5.3**

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

### **5.4**

Within the context of the sequential test approach, the Borough's town centres of Hounslow, Brentford and Feltham, together with key employment locations of the Great West Road, Chiswick Business Park and Bedfont Lakes, offer the greatest opportunities for new development and growth. The Great West Road needs to regain its position as a prime employment area and Bedfont Lakes needs to consolidate its position as a key employment location for commercial activity within West London. These areas need to consolidate their social and / or economic strengths as well as develop new economic roles.

### **5.5**

Elsewhere encouragement will be given to the reuse and redevelopment of existing industrial estates for a range of business and industrial purposes, both in type and size, to help provide a diverse range of employment opportunities. There will be a preference for low trip generating uses on the less well located sites. 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.

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## **5.6**

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

## **5.7**

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

## **6.0 OBJECTIVES**

### **6.1**

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.–

### **6.2**

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 environmental improvements to existing employment sites.

### **6.3**

To ensure that new development is accessible to people with impaired mobility.

### **6.4**

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

### **6.5**

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.





## EMPLOYMENT POLICIES

### OBJECTIVE 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.

Policy replaced by Employment DPD Nov 2008

### POLICY E.1.1 LOCATION OF NEW EMPLOYMENT DEVELOPMENT

New employment development should be located in accordance with the Council's framework for development and regeneration set out in the Implementation Chapter of the UDP. When considering new employment proposals the Council will encourage:

- (i) patterns of land use which contribute to urban regeneration and the re-use of previously developed land;
- (ii) a sequential test approach to all major trip generating developments thereby seeking to maximise opportunities in town centres, followed by edge of town centres, both to enhance the role of existing centres and to encourage more sustainable patterns of travel;
- (iii) development in the key employment locations, namely the Great West Road, Chiswick Business Park and Bedfont Lakes, where economic development cannot be accommodated in existing centres or edge of town centre locations, provided that such areas are or can be made accessible by a wide

choice of transport modes, in particular on foot, by bicycle or by public transport (See Policies IMP.1.1 and IMP.4.1);

- (iv) only limited extensions to or redevelopment of existing major trip generating employment uses that are not located in or on the edge of a town centre or within a key employment location;
- (v) development of other sites allocated for appropriate employment uses in the Proposals Schedule and shown on the Proposals Map;
- (vi) a diverse range of employment opportunities, both in type and size, which are accessible and sustainable within the Borough;

Proposals should comply with other policies relating to the location of specific employment uses e.g. Policy E.1.2 Location of B1 uses, Policy E.1.3 Location of B2 and B8 uses, Policy S.3.1 Location of New Retail Development, Policy C.5.1 New Leisure Development and Policy E.2.1 Environmental Criteria.

### Reasons

#### 7.1

To encourage a vibrant and varied local economy and to ensure that economic development contributes to the most effective use of land and to the Council's environmental and social objectives. The UDP has a vital role to play in combining these objectives by encouraging patterns of development which provide jobs, which are accessible and reduce the need to travel, particularly by car.

## 7.2

The Council is also keen that brownfield sites which are currently vacant or underused, particularly land in a town centre or is part of a wider regeneration strategy, is considered and developed ahead of less accessible sites. The Council will therefore seek to encourage new employment opportunities on existing sites rather than to expand into new greenfield areas.

## 7.3

It is not envisaged that extensions over 565 sq.m or 25%, whichever is the lower, or redevelopment with an increase in size from the existing building of 565 sq.m or 25%, whichever is the lower, will be acceptable in unsustainable locations. This is to allow existing firms small levels of expansion on site but primarily to direct additional floorspace or firms that require significant expansion to locate in the most accessible locations to encourage more sustainable travel patterns.

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

## **POLICY E.1.2 LOCATIONS FOR BUSINESS (B1) USE**

In the first instance B1 uses, particularly office uses, should be directed to the Borough's town centres which offer the greatest accessibility by all modes of transport.

In the event that suitable sites are not available within or on the edge of town centres, new B1 developments which generate a high number of trips should be concentrated within the Great West Road, Chiswick Business Park and Bedfont Lakes which are defined as development nodes in the West London Strategic Development Framework. These sites are supported by proposals in the West London Transport Strategy which focuses public transport improvements around development nodes. Other sites considered appropriate for business (B1) development are included in the Proposals Schedule and shown on the Proposals Map.

All applicants will need to demonstrate that proposed developments are sustainable, particularly in terms of their accessibility and long term viability.

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.

In town centre locations development should generally be at a plot ratio of 1:1 although development in excess of this may be acceptable taking into account the accessibility of the site and the ability of the site and the surrounding area to accommodate the development, taking into account urban design considerations (See Policy ENV B.1.1). Proposed B1 business developments in town centre locations will normally be encouraged to incorporate, as appropriate, ancillary retail units, residential units and other uses such as arts, culture and entertainment facilities to create mixed development and increased sustainability. Such developments should meet the environmental criteria in Policy E.2.1 as well as complying with the other provisions in the plan, particularly those relating to housing, shopping, community and social facilities, transport and the environment.

Whilst outside town centres the plot ratio for developments should normally be no greater than 0.5:1, account will need to be taken of the existing plot ratios. In certain locations ratios may already exceed this level and it may be appropriate, with improved public transport contributions, to give consideration to developing at a higher ratio (See Policy E.2.1 Environmental Criteria). Small scale Class B1 uses may be located in residential areas if there is no resulting unacceptable disturbance or unacceptable loss of residential land or buildings.

Policy replaced by Employment DPD Nov 2008

## **POLICY E.1.3 LOCATION OF GENERAL INDUSTRY (B2) AND STORAGE AND DISTRIBUTION (B8) USES**

Permission for general industry (B2) and storage and distribution (B8) will normally be granted on sites within existing employment areas (business parks, industrial estates and warehousing estates) or designated proposal sites, provided the site is or can be

~~satisfactorily related to the existing main road network and transport network and where there is no demonstrable harm to local amenities. Air freight related uses should be located on existing employment sites close to the airport (See Proposals Map) which have good access to the main road network. Particular encouragement will be given to schemes which make provision for freight movement by rail or water. In all cases proposals should comply with other policies in the plan, in particular E.1.5 Development involving the loss of or changes in employment uses and E.2.1 Environmental Criteria.~~

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

### ~~**POLICY E.1.4 CHANGE OF LAND USE TO CLASS B ON SITES NOT IN EMPLOYMENT AREAS, TOWN CENTRES OR DESIGNATED SITES**~~

~~Where land is not already in Class B or similar use not within any other Use Class or does not provide substantial employment opportunities and is not located in an existing employment area, town centre or employment designated site, the Council will normally give priority to existing land uses, such as housing, local shopping or community services. The Council will not normally permit development for Class B uses on land that is, or could be, used for these other uses where there is demonstrable need for such uses.~~

~~Policy replaced by Employment DPD Nov 2008~~

### ~~**POLICY E.1.5 DEVELOPMENT INVOLVING LOSS OF OR CHANGES IN EMPLOYMENT USES**~~

#### ~~Loss of Land or Sites in Employment Uses~~

- ~~1. Redevelopment or change of use proposals that would result in the loss of high trip generating employment uses in town centres, edge of centre sites, or in key employment locations will not be permitted. Mixed use sites including employment uses are normally required to retain a reasonable proportion of Class B uses. (See also Policy IMP.4.2 The Great West Road Employment Area).~~

- ~~2. Other than for town centre sites, edge of town centre sites or key employment locations permission will normally be granted for development involving a change of use from an employment use to another employment generating use, provided that the proposed development substantially meets the following criteria:~~

- ~~(i) is satisfactorily related to the existing and potential provision of public transport and the main road network, and minimise the need to travel;~~
- ~~(ii) contributes positively to the balance of employment generating uses in the Borough and to the local economic base;~~
- ~~(iii) would not lead to a scarcity, either in quality or quantity, of land or building for B1/B2/B8 uses in the Borough; and~~
- ~~(iv) complies with other UDP policies, in particular Policies E.2.1, T.1.2 and S.3.1.~~

~~Employment generating uses include those outside Class B of the Use Class Order, for example the retail and services sector (Class A) and hotels.~~

- ~~3. Changes of use from employment generating uses will not be permitted within proposal sites, business parks, industrial estates and warehousing estates. Isolated employment uses should also be protected if they are compatible with the protection of residential amenity and highway considerations.~~
- ~~4. Housing will be considered as an alternative use to employment uses either where the reuse of the land for employment use is unlikely (taking into account vacancy, alternative supply of land) or the location of and scale of the existing employment use is detrimental to the amenity of the surrounding area and fail to meet the criteria of Policy E.2.1. In such circumstances the Council will seek the maximum proportion of affordable housing in accordance with Policies H.2.1 and H.3.5.~~

### Change between the Class B Uses on Existing Class B Sites

1. Changes of use of buildings or land between B1, B2 or B8 which require planning permission, subject to Policies E.1.2 and E.1.3 above, will normally be granted provided that they substantially meet the following criteria:
  - (i) is satisfactorily related to the existing and potential provision of public transport and the main road network and minimise the need to travel. Due particularly to Heathrow generated requirements for freight storage and distribution, locations close to the airport are favoured for B8 uses;
  - (ii) contributes positively to the balance of employment generating uses in the Borough and to the local economic base;
  - (iii) would not lead to a scarcity, either in size of units, quality or quantity of land or buildings for B1/B2/B8 uses in the Borough; and
  - (iv) complies with other UDP policies, including E.2.1 and T.1.2. If the proposal is for Class B1 it should normally comply with the plot ratio guidelines as laid out in Policy E.1.2.

In addition employment related uses such as training and childcare will be encouraged.

### **Reasons (Applicable to Policies E.1.2, E.1.3, E.1.4, and E.1.5)**

#### **7.4**

The Council is aiming to maintain a diverse and robust mix of employment uses on a suitable variety of sites within the Borough and through its proposals sites, town centres, regeneration areas and key employment locations. The UDP aims to channel development into the most appropriate areas. This is in line with PPG 4 and PPG13.

#### **7.5**

As well as optimising the reuse of vacant or underused land, the appropriate location of different types of employment uses has a

significant role to play in reducing the need to travel, particularly by car, and thereby promote more sustainable forms of development. The Council will therefore encourage new employment use by the re-use of vacant commercial buildings and the redevelopment of sites for employment use in appropriate locations, provided such uses are in compliance with other relevant planning policies contained in the Plan.

#### **7.6**

The Council wishes to promote economic growth and inward investment which does not add to congestion but benefits the local labour force, local suppliers and support enterprises, including small businesses. Its policies seek to encourage development which contributes to the character and role of different employment areas in the Borough or contributes to balanced growth of employment opportunities.

#### **7.7**

PPG 13 additionally emphasises the importance of development plan policies in meeting global environmental objectives by seeking in particular to reduce emissions of greenhouse gases and taking into account the provision of transport infrastructure. Policies E.1.2, E.1.3, E.1.4 and E.1.5 therefore identify where different kinds of business can readily and appropriately be located and aim to provide an overall strategy for development which allows for the full range of business, industrial and commercial uses in order to maintain a robust local economy. A number of B8 estates in the western end of the Borough are located in close proximity to Heathrow Airport. The Council particularly encourages these B8 uses in such locations as they have the advantage of integrating land use and transport, reducing the length and time of journeys and linking warehousing to the airport and the national road network.

#### **7.8**

The Mayor's draft London Plan's Strategic Employment Sites Framework affords protection to a variety of designated employment sites within the Borough that are of strategic importance. These include the Great West Road as an Industrial Business Park, North Feltham Trading Estate as a Preferred Industrial Location and Brentford Industrial Area (Transport Avenue and Commerce Road) as a Preferred Industrial Location.

### **7.9**

The Council places a high priority on the regeneration and sustainable development of its town centres—Brentford, Feltham, Hounslow and Chiswick—strengthening their role as commercial, retail, leisure and social activity centres (See Policy IMP.2.1.a) and drawing upon their accessibility to public transport. The Council therefore wishes to concentrate purpose-built office development within these locations. Small scale B1 (under 565sq.m) uses are generally acceptable within residential areas:

### **7.10**

The policies set out where employment uses would normally not be acceptable in terms of transport considerations, environmental criteria and the need to protect particular existing non-employment uses. Among employment uses are Class B uses, sui generis uses similar to Class B (e.g. motor vehicle showroom) and employment generating uses such as hotels and retailing:

### **7.11**

In some cases B1 uses of a large and medium scale (565sq.m and over) may be appropriately located at transportation interchanges, depending on the existing character of the area, the existing problems of road congestion taken together with the Council's parking standards, and the potential contribution the B1 use can make towards the regeneration of the local area. Examples of locations which may be appropriate are Kew Bridge BR Station and Hounslow West Underground Station.

### **7.12**

Plot ratio aims to control the bulk of Class B development in order to avoid the over development of sites and to ensure that the amount of accommodation provided does not result in excessive employment density, place a strain on the road network or overload the existing transport system. The plot ratios of 0.5:1 and 1:1 indicate the maximum development appropriate to the type of use in appropriate locations. Each application will be treated on its merits but experience to date suggests that schemes designed in accordance with these ratios are acceptable and successful.

### **7.13**

For B2 and B8 uses 0.5:1 is the advisory maximum plot ratio. The Council's experience

is the schemes within these use classes with a plot ratio of not more than 0.5:1 have generally been found to be environmentally satisfactory in terms of layout. (See the Glossary for the definition of plot ratio).

### **7.14**

Policy E.1.5 seeks to retain sites in employment use in order to maintain the local economy. Sites coming forward for alternative uses will therefore be severely restricted. It is therefore important to ensure that if an employment site does become available for development in accordance with the criteria in Policy E.1.5 that it makes the maximum contribution possible to meeting the need for affordable housing in the Borough.

## **OBJECTIVE 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 environmental improvements to existing employment sites:

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

### **POLICY E.2.1**

## **ENVIRONMENTAL CRITERIA**

Business (B1), general industrial (B2) and storage and distribution (B8) proposals will normally be granted provided:

- (i) there is no significant amenity loss (by way of noise, smell, air pollution or other nuisance) to immediate neighbours or the area in general resulting from the nature of the proposed business, the amount of traffic generated, access arrangements or the servicing arrangements;
- (ii) the site is accessible by a choice of modes of travel, ensuring that the site is readily accessible by foot, by bicycle and by public transport;
- (iii) development is satisfactorily located in relation to the main road network and transport facilities, and is adequately related to such essential services and facilities as may be used by potential

employees;

(iv) details of parking arrangements are submitted with all proposals taking into account the requirements of employees, visitors, and service and delivery vehicles. (See Appendix 3);

(v) the scale and design of the proposed development is compatible with the surrounding area;

(vi) suitable access is provided for people with disabilities, including people in wheelchairs, be they employees or visitors;

(vii) account has been taken of the plot ratio standards or guidelines as laid out in Policy E.1.2;

(viii) proposals are in compliance with other relevant appropriate planning policies contained in this Plan.

## Reasons

### 7.15

The Council wishes to ensure that a number of environmental, design and accessibility criteria are met so that the proposed development is appropriately located, at the same time providing a suitable workplace for all potential employees.

Policy replaced by Employment DPD Nov 2008

## POLICY E.2.2 MIXED USES

Mixed use development of sites or the retention of mixed use sites will be encouraged in town centres or areas which are highly accessible by a range of transport. The appropriate mix of uses on a particular site will be dependent upon the characteristics of the area, the need to retain existing uses, and the impact on sustainability, overall travel patterns and car use. (See Proposals Schedule, relevant Town Centre Strategies and planning briefs). Such developments must meet the environmental requirements of Policy E.2.1 (viii) as well as complying with the other policies in the Plan.

## Reasons

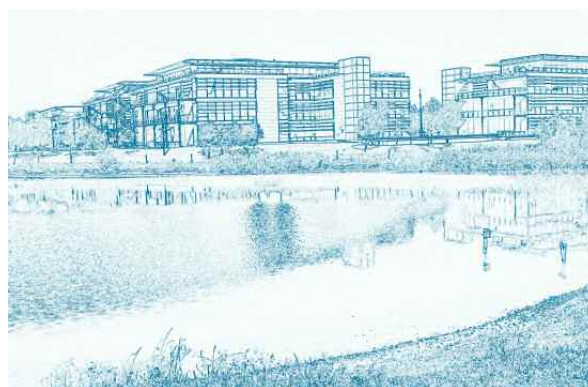
### 7.16

Within town centres, but also elsewhere, mixed use development can help to create vitality and diversity and reduce the need to travel. However, care needs to be taken to ensure that schemes realise an appropriate balance of uses, taking into existing or former use, as well as fitting in with and being complementary to the characteristics of the surrounding area.

Policy replaced by Employment DPD Nov 2008

## POLICY E.2.3 IMPROVEMENT OF EMPLOYMENT SITES

The Council will actively promote the improvement of amenities, appearance and efficiency of existing industrial and commercial sites wherever possible, particularly upon refurbishment and/or redevelopment, improved accessibility by a range of transport modes, shops, other facilities, landscaping and any other benefits (See Policy IMP.6.1).



Bedfont Lakes Business Park

Policy replaced by Employment DPD Nov 2008

## POLICY E.2.4 IMPROVEMENT OF EMPLOYMENT PREMISES

The Council will, where practicable, encourage the refurbishment of older industrial/warehousing and office premises to meet the current operational requirements of such uses; encourage the conversion of older premises into smaller units; and/or encourage the redevelopment of existing premises which are unsuitable for the operational requirements of current industrial/warehouse users. Such schemes will be subject to normal planning considerations and the provisions of all other employment policies. (See Policy IMP.6.1).

## Reasons (Applicable to Policies E.2.3 and E.2.4)

### 7.17

Many existing industrial and commercial premises are now obsolete and no longer suited to modern operational requirements of firms. They often do not satisfy contemporary standards of design and appearance, or may require renewal. Furthermore, many sites have inadequate access and servicing arrangements. Therefore the Council will encourage developers to bring premises and sites up to modern day standards, returning premises to beneficial use and thus providing modern employment opportunities and to improve conditions for operators, employees and adjoining land users.

## OBJECTIVE E.3

To ensure that new development is accessible to people with impaired mobility.

Policy replaced by Employment DPD Nov 2008

### **POLICY E.3.1 – DISABLED ACCESS**

All new commercial buildings and wherever practicable, existing commercial buildings that are to be refurbished or adapted for continuing commercial use, should be designed to allow access for people with disabilities, including people in wheelchairs, to all parts of the building. Guidelines contained in the Council's "Think Access – Design for Accessibility (2000)" document should be adopted where appropriate.



Disabled Access

## Reasons

### 7.18

Opportunities for employment amongst people with disabilities are often restricted because of the physical design of buildings

which makes access impossible. People with disabilities must, where practicable, be afforded equal opportunities with able-bodied people in terms of accessibility to buildings and hence jobs.

## OBJECTIVE E.4

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

Policy replaced by Employment DPD Nov 2008

### **POLICY E.4.1 – LOCAL RESIDENTS**

The Council will support and encourage initiatives, included in development proposals, which help develop the skills and adaptability of local people in the job market provided that any such initiatives comply with the conditions set out in Policy E.2.1.

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

### **POLICY E.4.2 – CHILDCARE FACILITIES**

All significant developments will be expected to provide or make a contribution towards workplace nurseries, creches or any other childcare facilities (See Policies C.4.1 and IMP.6.1).

## Reasons (Applicable to Policies E.4.1 and E.4.2)

### 7.19

The Council is keen to provide an economic environment whereby jobs are available for local people. The Council therefore seeks a diverse range of employment uses, providing a range of different job opportunities, within the Borough. However, there are also skills mismatches and the Council is keen that new development in the Borough, particularly within the identified regeneration areas, provide or contribute to the range of initiatives which help build up the skills and adaptability of local people, particularly those most disadvantaged. There are also, additionally, many people who are prevented from taking up paid employment because of childcare responsibilities. Facilities to alleviate these disadvantages should be encouraged.

## OBJECTIVE 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.

Policy replaced by Employment DPD Nov 2008

### ~~POLICY E.5.1~~

#### ~~VISITOR ACCOMMODATION~~

The Council will, where possible, identify suitable sites or existing buildings, for new hotel development. Proposals for new hotels, extensions to existing hotels and guest accommodation (e.g. bed and breakfast, guesthouses and pub accommodation) and non-servicing accommodation (e.g. self-catering units), and the conversion of buildings from non-residential units will be viewed positively provide that:

- (i) the proposal accords with other Council policies, particularly Environment (ENV-B.1.1 and ENV-B.2.1 to ENV-B.2.7), Employment (E.1.1, E.1.2, E.1.3, E.1.4 and E.1.5) and Housing (H.3.1 and H.7.4);
- (ii) large scale accommodation (greater than 1000 sq.m) is well placed in terms of access by a wide choice of transport modes and to Heathrow, Central London, local visitor attractions and businesses by public transport;
- (iii) the density of schemes is sympathetic in design terms to the surrounding area;
- (iv) there is no significant disturbance to the neighbouring area in terms of traffic and parking, and if necessary, off street car and/or coach parking is provided as part of the development;
- (v) all new developments and extensions to existing buildings are accessible to people with disabilities;
- (vi) new accommodation facilities should be registered with the London Tourist Board;
- (vii) consideration be given for pick up and set down facilities for coach and taxis as part of the overall design of the scheme.

## Reasons

### 7.20

Tourism is one of London's growth sectors and it will be vital to the future success of the Capital's economy. The London Tourist Board predicts growth in the number of visitors to the Capital of 4% and growth in expenditure of 6% by 2003. Such growth will result in corresponding pressure for more visitor accommodation across London and close proximity to Heathrow airport. While the Council is keen to accommodate some growth, and recognises the contribution to the local economy, particularly through the provision of local jobs, new development does need to be appropriately located in relation to public transport and to the character of the local area.



New Travel Lodge, Brentford

Policy replaced by Employment DPD Nov 2008

### ~~POLICY E.5.2 CONFERENCE AND EXHIBITION FACILITIES~~

Proposals for conference and exhibition facilities will be viewed positively provided that:

- (i) the proposal accords with other Council policies, particularly Environment (ENV-B.1.1 and ENV-B.2.1 to ENV-B.2.7), Employment (E.1.1, E.1.2, E.1.3, E.1.4 and E.1.5.) and Housing (H.4.1 and H.7.4);
- (ii) that large scale accommodation (greater than 1000 sq.m) is served by a wide choice of transport modes and is well placed in terms of public transport access to Heathrow, Central London and other major employment centres;

- (iii) the density of schemes is sympathetic in design terms to the surrounding area;
- (iv) there is no significant disturbance to the neighbouring area in terms of traffic and parking, and if necessary, off street car and/or coach parking is provided as part of the development;
- (v) all new developments, alterations and extensions to existing buildings are accessible to people with disabilities;

### Reasons

#### 7.21

While the Council is keen to accommodate conference and exhibition space, and recognises the contribution to the local economy, particularly through the provision of local jobs, new development does need to be appropriately located in relation to public transport and to the character of the local area.

Policy replaced by Employment DPD Nov 2008

### ~~POLICY E.5.3~~

### ~~VISITOR ATTRACTIONS~~

Proposals for new visitor attractions, and the upgrading and extension of existing facilities will be viewed positively provided that:

- (i) the proposal accords with other Council policies, particularly Environment (ENV-B.1.1, ENV-B.1.6, ENV-B.2.1 to ENV-B.2.7, ENV-B.3.2, and ENV-N.1.15), Employment (E.1.1, E.1.2, E.1.3, E.1.4. and E.1.5) and Housing (H.4.1 and H.7.4);
- (ii) the density of schemes is sympathetic in design terms to the surrounding area;
- (iii) there is no significant disturbance to the neighbouring area in terms of traffic and parking, and if necessary, off street car and/or coach parking is provided as part of the development;
- (iv) all new developments and alterations to existing buildings are accessible to people with disabilities;
- (v) that facilities are developed to make them less car dependent.

### Reasons

#### 7.22

The Council wishes to retain and enhance the large and diverse number of visitor attractions that the Borough enjoys. These include a number of historic houses and gardens, museums, entertainment and cultural venues, provided through the public, private and voluntary sectors and include: Hogarth, Boston Manor, Syon, Osterley and Chiswick Houses, Kew Steam Museum, the Aquatic and Butterfly House at Syon Park, Fullers Brewery Tours, Gunnersbury Park Museum, Hounslow's Urban Farm, the Paul Robeson Theatre and Watermans Arts Centre, extensive natural parks at Bedfont Lakes and important grounds / gardens at Osterley, Syon and Chiswick Houses.

#### 7.23

The River Thames, Chiswick Pier, the River Crane and the Grand Union Canal, together with other waterways in the Borough also provide important tourist attractions. The retention of existing attractions and development of new ones will increase tourist expenditure, create job opportunities and offer facilities for local residents, schools and colleges to visit.

Policy replaced by Employment DPD Nov 2008

### ~~POLICY E.5.4 OPEN AIR TOURISM FACILITIES AND SHORT STAY CAMPING AND CARAVAN SITES~~

The Council recognises the value of these uses in terms of attracting visitors to the Borough and their contribution to the local economy and will endeavour to find suitable sites while taking account of the policies for the protection of open land such as the Green Belt (Policies ENV-N.1.1 to ENV-N.1.4), MOL (Policies ENV-N.1.5 to ENV-N.1.6) and Outdoor Recreation (Policy C.5.3).

### Reasons

#### 7.24

The advantages offered by open air tourism facilities and short stay camping sites need to be weighed against the Council's policies which protect open land, particularly Green Belt and Metropolitan Open Land. The Council will take a pro-active approach in order to resolve this conflict.

