

Feltham town centre

Objectives set out by the Local Plan for Feltham town centre

1. Publication of a Feltham Vision and Concept Masterplan to be used as evidence base for a new West of Borough Plan; the plan will promote the redevelopment or refurbishment of buildings or sites near to the town centre to include a mix of residential and leisure uses, and improve transport access into the town centre
2. Maximising and improving links to the town centre's environmental assets such as the Longford River and Feltham Green
3. Continuing the protection of industrial land, including the North Feltham Trading Estate
4. Endorsing suitable town centre stakeholders and groups to form a representative voice for businesses in the area

Regeneration progress so far

A Vision and Concept Masterplan has been produced in 2015 for Feltham following engagement with a wide range of local stakeholders. The purpose of the masterplan is to provide a high-level vision and spatial concept for the town centre that will help guide development and enhancement in the future. The plan also contains a detailed analysis of the area's challenges and opportunities.

From this, a strategy and action plan for Feltham's future has been prepared in close partnership with stakeholders to identify new housing and employment sites to help meet London's growing population and enhanced economic links to Heathrow. The masterplan also seeks to build on the town's existing assets and characters and the structure that is informed by recent investment from Network Rail into the area around the station.

The development of Feltham greenspaces is included in the wider Feltham masterplan and a complete re-design and functionality of the greenspace will be carried out to maximise use and connection to town centre, The masterplan will form the key part of the evidence base for a West of Borough Plan that the council is bringing forward to sit alongside the new Local Plan. The West of Borough Plan will be a statutory planning document and subject to a formal consultation and examination in public process.

Feltham town centre regeneration priorities

- F1** Endorsing suitable town centre stakeholders and groups to form a representative voice for businesses in the area
- F2** The council will continue to be actively engaged in pursuing funding bids for Feltham that will help it dig deeper into potential opportunities and test ideas
- F3** The council will continue to actively promote improved public transport links in the area, including links to Heathrow Airport
- F4** Utilising a Feltham Implementation Plan (funded by the GLA) to seek funding opportunities to

deliver further regeneration in and around the town centre and unlock development

F5 Retaining local major employers and identifying opportunities for inward investment

F6 Pursuing the delivery of a Housing Zone

F7 Securing the required funding and delivering transport and public realm improvements



**London Borough
of Hounslow**