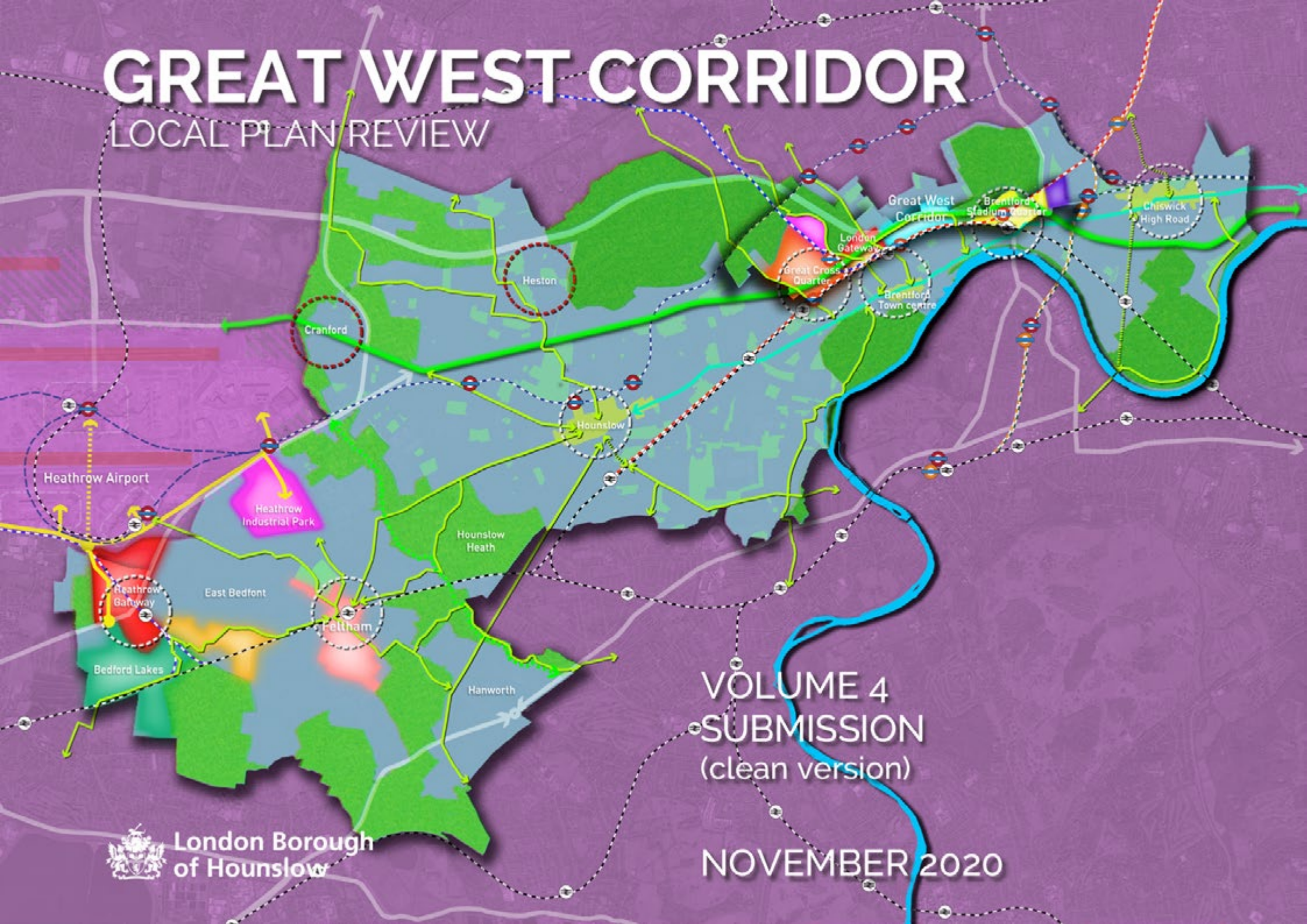


GREAT WEST CORRIDOR

LOCAL PLAN REVIEW



VOLUME 4
SUBMISSION
(clean version)

NOVEMBER 2020



London Borough
of Hounslow

Great West Corridor Plan area
showing political wards

Figure 0.1



GREAT WEST CORRIDOR

LOCAL PLAN REVIEW

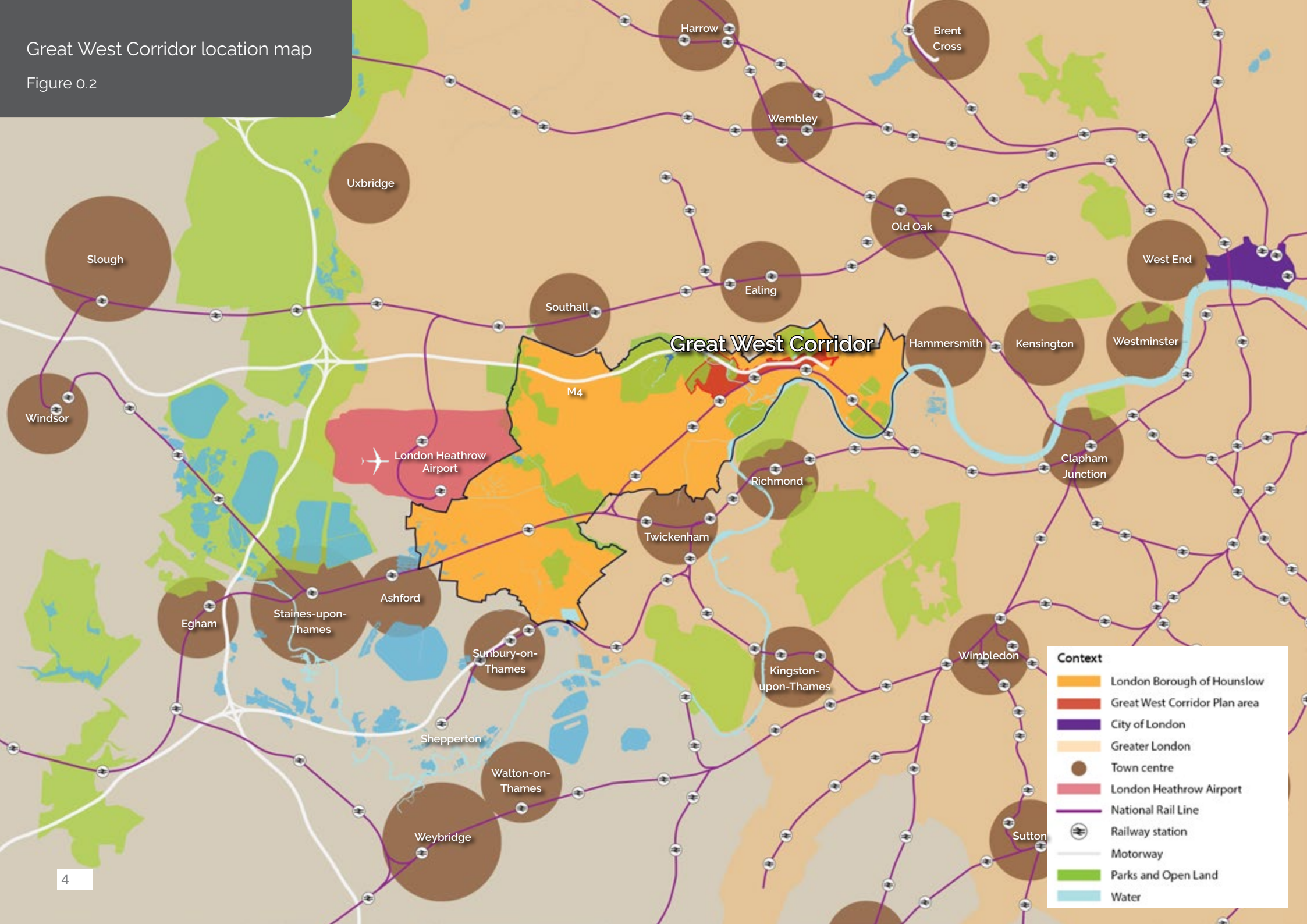
SUBMISSION
SEPTEMBER 2020

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Great West Corridor location map

Figure 0.2



FOREWORD

The Council adopted its Local Plan in September 2015 and committed to conduct two area reviews to look in detail at local improvements, investment and development opportunities to provide much needed housing and jobs in the Great West Corridor (Golden Mile) and West of Borough.

In keeping with that commitment, it is with great pleasure that I am able to present the Draft Submission version of the Great West Corridor Plan (GWCP). This is being presented for consultation in parallel with a Draft Submission version of the West of Borough Plan (WoBP) and Site Allocations. The GWCP will shape the location and scale of development in this area of the Borough up to 2035.

Much care and attention has been taken in developing a Plan that makes the most of the opportunities and tackles the regeneration needs and numerous challenges within the GWC area. Taking the existing Local Plan's lead, the GWCP provides a comprehensive place-making approach to the area, looking to provide opportunities for increased business location amongst a range of commercial sectors, and thus the potential for more high-quality jobs and housing opportunities, including affordable housing

to meet the needs of the Borough. It also offers an improved environment and improved connectivity to address the negative impacts of major roads crossing the area, and significantly better infrastructure. It seeks to improve the vibrancy and vitality of the area through introducing additional land uses such as housing, retail and leisure uses, and to 'knit' the area together to create a much more functional place.

The GWCP is highly aspirational, seeking to drive forward real change and provide opportunities for the area and the Borough. Of course, in order to meet those objectives, there are challenges and difficult decisions and debates, particularly through a policy option of promoting higher density development and introducing an element of a mixed land use approach. However, I believe that if the Council is to achieve its ambitious London Plan growth targets and regeneration ambitions for wider benefit of the Borough's residents and businesses, these difficult decisions need to be made.

The two area reviews have been shaped by ongoing consultation and engagement involving local people, businesses, community groups, developers and external partners, and a ward councillor 'Members

Working Group' has helped to steer and shape the content of the Plan.

I welcome your comments on this important document that will be used to shape the regeneration of this Opportunity area over the next 15 years.



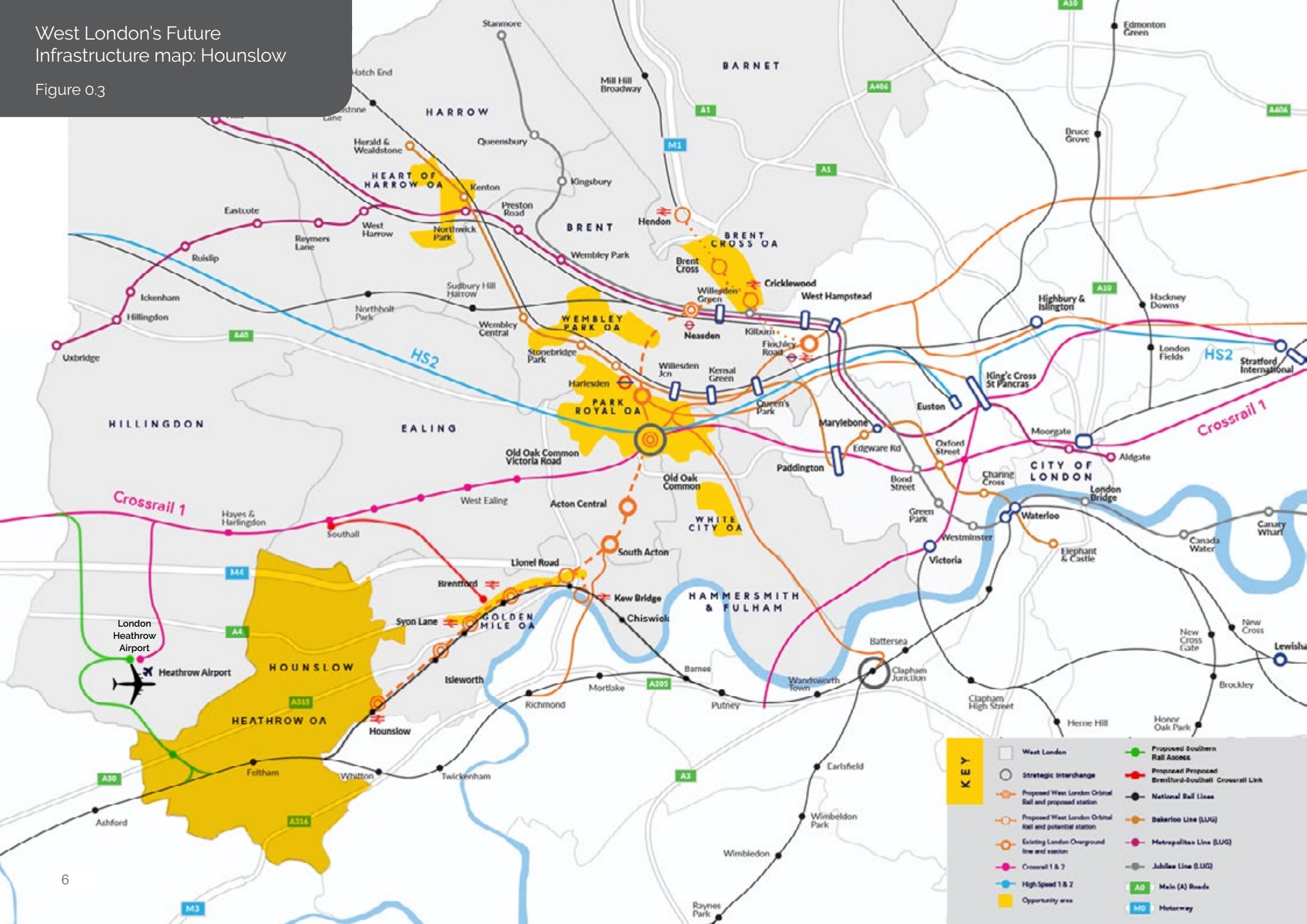
Steve Curran



Leader of the Council
Councillor Steve Curran

West London's Future Infrastructure map: Hounslow

Figure 0.3







01 INTRODUCTION



INTRODUCTION

GREAT WEST CORRIDOR PLAN

1.0 Hounslow's Local Plan was adopted by the Council in September 2015 following successful examination in public. The Local Plan contains a number of strategic and detailed policies to guide and manage development within the Borough. It commits the Council to conduct two partial area reviews to look in detail at local improvements, investment and development opportunities to provide much needed housing and jobs in Great West Corridor Opportunity Area (also sometimes refer to as the Golden Mile) and West of Borough (as part of Heathrow Opportunity Area). These were specific recommendations of the Planning Inspector who examined the Plan in 2015.

1.1 As such, the document presented here is the Draft Consultation Great West Corridor Local Plan review (Great West Corridor Plan (GWCP)), under Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012. This is being presented for consultation for a eight-week period in parallel with a Draft Consultation West of Borough Local Plan Review

1.2 The Local Plan review for the Great West Corridor sets out the Council's vision and plan for how this area will grow and develop over the next 15 years. The Plan is positive and aspirational, it sets out a range of strategic and places policies which will enable the successful delivery of thriving places that are well connected and support job creation,

housing delivery, and the provision of new infrastructures to serve the community.

ADOPTED 2015 LOCAL PLAN COMMITMENTS

1.3 Policy SV1 of the adopted Local Plan provides the commitment to the partial review of the Great West Corridor. It states that progressing a partial Local Plan review will;

- (a) Identify the extent of the Great West Corridor;
- (b) Determine the location and sustainable quantum of additional employment and residential development above existing Local Plan levels for implementation through new site allocations;
- (c) Coordinate the delivery of public and private investment in transport infrastructure throughout the Great West Corridor as identified in policy EC1;
- (d) Progress the designation of the Great West Corridor as an Opportunity Area through the review of the London Plan;
- (e) Support the growth of the media and digital sectors in line with the London Plan's identification of the area as a Strategic Outer London Development Centre;
- (f) Improve linkages with Brentford town centre through public realm enhancements and improved connectivity and access to amenities and facilities for the businesses and workforce in the area;
- (g) Identify sites with suitability for tall

buildings following further urban design work;

- (h) Review existing employment designations, including the Locally Significant Industrial Sites, through an Employment Land Review and other appropriate evidence;
- (i) Explore opportunities for mitigating and reducing the impact of noise and air pollution for existing and future residents;
- (j) Review local infrastructure requirements through the preparation of an area-specific Infrastructure Delivery Plan; and
- (k) Proceed with initial informal public consultation commencing before the end of 2015 and a target for adoption by the end of 2018.

PREPARING GWCP LOCAL PLAN REVIEW

1.4 In addition to seeking to deliver the commitments and objectives of the adopted Local Plan, this GWCP review has been developed;

- (a) In accordance with the Town and Planning Regulations (Local Planning) (England) 2012.
- (b) In general conformity with the London Plan 2015 and the emerging policies of the draft new London Plan.
- (c) In accordance with the policies and guidance contained with the National Planning Policy Framework and associated guidance.
- (d) Through active, meaningful and regular

INTRODUCTION

co-operation with key 'Duty to Co-operate' organisations and other key stakeholders.

- (e) To be consistent with the Council's Corporate Plan.
- (f) In accordance with the Council's Statement of Community Involvement (SCI).

NATIONAL PLANNING POLICY FRAMEWORK

1.5 This is the Government's statement for national planning policy, to be found sound at the Examination-in-Public, a local plan must comply with Paragraph 16 of the NPPF, which states a local plan must be a) be prepared with the objective of contributing to the achievement of sustainable development; b) be prepared positively, in a way that is aspirational but deliverable; c) be shaped by early, proportionate and effective engagement between planmakers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees; d) contain policies that are clearly written and unambiguous, so it is evident how a decision maker should react to development proposals; e) be accessible through the use of digital tools to assist public involvement and policy presentation; and f) serve a clear purpose, avoiding unnecessary duplication of policies that apply to a particular area (including policies in this Framework, where relevant).

LONDON PLAN

1.6 This is the Mayor of London's statement on London planning policy. Its policies are considerations when deciding planning applications submitted to the London Borough of Hounslow. A local plan must be in 'general conformity' with the London Plan, according to Section 24 of the Planning and Compulsory Purchase Act 2004. In relation to Great West Corridor, the London Plan:

NEIGHBOURHOOD PLANNING

1.7 Neighbourhood Planning was introduced as part of the Localism Act 2011. Neighbourhood plans are development and land use documents led by members of the community. Neighbourhood plans must be developed in general conformity with the strategic policies in the relevant local, regional and national planning policy documents and guidance.

COMMUNITY INVOLVEMENT

1.8 Community involvement has been integral to the development of the draft Plan, further details on consultation to date and how the representations have informed the Plan are set out in the Local Plan Review Consultation Statement.

COUNCIL PRIORITIES

1.9 The GWC Plan supports the ambitions of the Future Borough Strategy to deliver the

Vision for Hounslow 2035: 'The borough of Hounslow will be a destination where people choose to live, remain, work, play and visit. It will remain a borough made up of distinct and prosperous places, each retaining its own unique character, function and history. Our communities and the individuals within will be safe, healthy, happy, connected and able to achieve their ambitions by being in the borough'

1.10 The Plan will also deliver the outcomes of Hounslow Corporate Plan 2019- 2024 which are:

Outcome: People are safe

This means: The borough is a safe place with low levels of crimes; residents feel safe and secure.

Outcome: Children reach their potential

This means: Children thrive in the borough - academically, emotionally and physically.

Outcome: Businesses flourish, and local people enjoy good-quality local jobs.

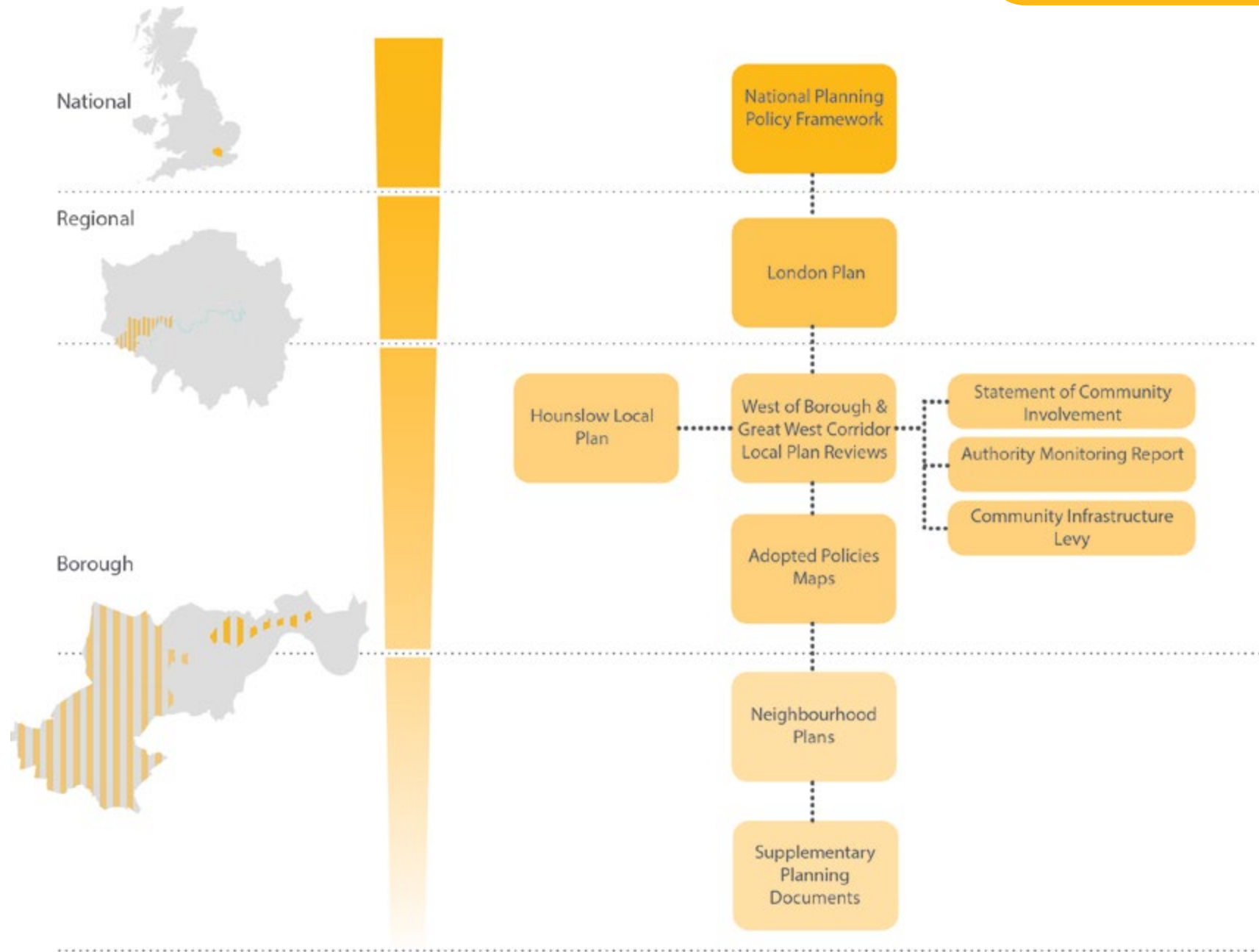
This means: Hounslow is an attractive place to work and to do business - it is home to successful businesses and high-value jobs that not only bring people into the borough but also provide rewarding work to local residents.

Outcome: People live in good homes and pleasant neighbourhoods

This means: Residents enjoy a good quality of life, living in homes that work for them and in communities that support and nurture people.

INTRODUCTION

Planning documents that impact the Great West Corridor and West of Borough Plans
Figure 1.1



INTRODUCTION

Outcome: People feel proud to live and work

This means: Residents and visitors see a clean, attractive borough - Hounslow is a destination people want to visit, an appealing place to spend time in, and a borough people are happy to call home.

Outcome: Residents are healthy, active and socially connected

This means: Citizens enjoy good health, have a sense of belonging, and play a role in their local community.

DUTY TO COOPERATE

1.11 The Duty to Cooperate is a legal requirement on the council to engage with neighbouring authorities and certain major public bodies and infrastructure regulators to ensure strategic cross-boundary and regional needs are catered for, where appropriate and possible.

INTEGRATED IMPACT ASSESSMENT

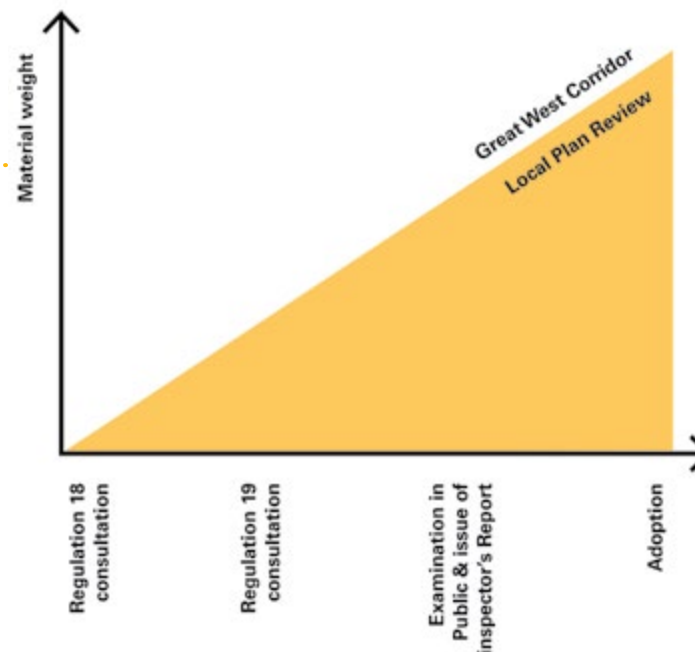
1.12 This includes Sustainability Appraisal (SA), Health Impact Assessment, Equalities Impact Assessment and Habitats Regulations - These are European directives which have been transposed into English legislation. Integrated Impact Assessment is a check that a Local Plan will achieve economic, social and environmental benefits and that any harm caused is mitigated by other factors.

1.13 The Habitats Regulations considers the protection of European nature conservation sites.

LEGAL AND POLICY STATUS

1.14 This Plan has and will be developed in accordance with the Local Plan-making process under the Planning and Compulsory Purchase Act 2004 and Part 6 of the Town and Country Planning (local Planning) (England) Regulations 2012. Once adopted it becomes a component of the Council's Local Plan and as such will have full development plan status.

1.15 The Council's decisions on planning applications would be made in line with the development plan unless there are significant matters (material considerations) that indicate otherwise.



GREAT WEST CORRIDOR PLAN AS PART OF HOUNSLOW DEVELOPMENT PLAN DOCUMENTS

1.16 The GWCP is a new area-focussed element of Hounslow Development Plan documents and therefore should be read in conjunction with the adopted Local Plan and London Plan:

- Volume 1 of the Local Plan contains the main strategic planning policies for the Borough.
- Volume 2 contains Site Allocations. There are amendments to this document, in particular removing sites that are no longer relevant as Site Allocations (e.g. they have been developed and completed), with new allocations being proposed to meet our emerging housing and employment growth targets for the borough and for the Opportunity Areas.
- Volume 3 contains the Local Plan review for the West of Borough, this contains spatial policies (strategic and places policies) for this Opportunity Area
- Volume 4 contains the Local Plan review for the Great West Corridor this contains spatial policies (strategic and places policies) for this Opportunity Area

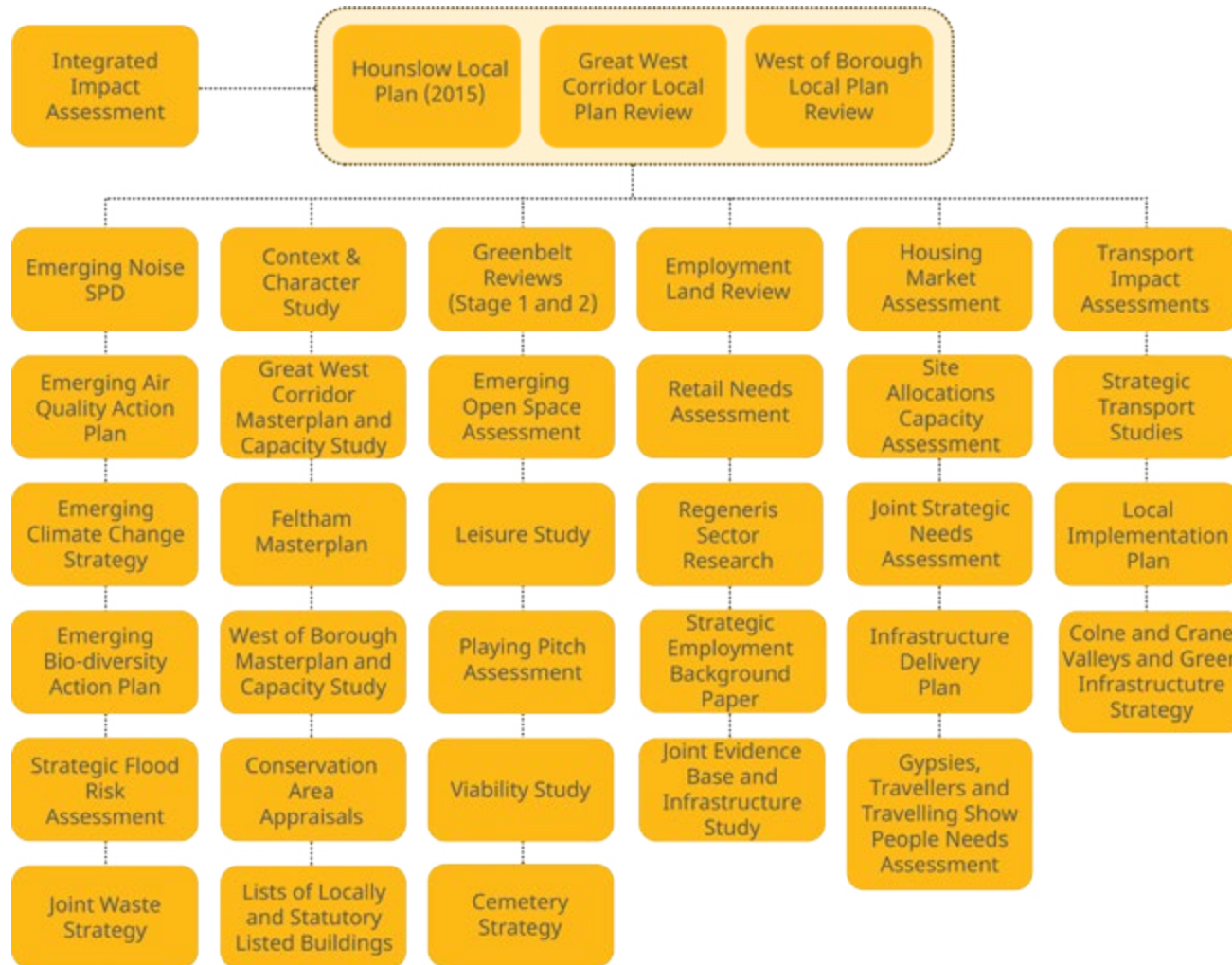
1.17 As part of the borough's Local Plan, the GWCP and WoBP will be applicable to the determination of planning application proposals located within the plans' boundary area.

INTRODUCTION

Figure 1.2

SUPPORTING EVIDENCE BASE DOCUMENTS

1.18 The draft policies in the Local Plan review needs to reflect up-to-date and relevant evidence about the social, economic and environmental characteristics and prospects of the area. The Council has collected a wide range of information and studies to support and inform this draft Plan, including studies on housing need, employment land, transport infrastructure and open space, as well as monitoring information.





02 SETTING THE SCENE



The Great West Road, Brentford
looking east, 1930s



SETTING THE SCENE

2.0 The Great West Corridor is a stretch of the A4 / Great West Road (GWR) that extends for 2.5 miles from the Chiswick roundabout in the east, to Gillette Corner in the west, and forms an important, strategic corridor into central London from Heathrow Airport.

2.1 The area's success earned it the nickname the 'Golden Mile' as a result of the concentration of prominent businesses it attracted following the construction of the Great West Road in 1925, large companies with household names such as Beechams, Gillette, Firestone and Lucozade took advantage of the strategic location and began locating their headquarters there, beginning an era of innovative, modern offices and factories and establishing a collection of iconic, art deco buildings along its length.

2.2 Post-war road infrastructure improvements continued to shape the development of the area. Great West Road was widened and extended to Hammersmith. Later, in 1965, the M4 motorway was constructed connecting London to Wales. This investment in infrastructure saw the further expansion of industry with many new, large footprint, industrial buildings appearing at this time.

2.3 By the 1980s industry had begun to decline factories closed and this period saw the loss of some of the area's most notable occupiers, and in some cases buildings such as the Firestone factory. As heavy industry

moved out, other uses moved into the area. The highly accessible and visible location led to the construction of office and industrial parks, big box retail sheds and car showrooms.

2.4 The Great West Corridor is now home to several high-profile employers such as Sky, Glaxo Smith Kline and Allianz, and the University of West London. Like their industrial predecessors, many of these companies chose to construct high quality, monumental buildings to take advantage of the highly visible location along the M4 / A4 corridor.

2.5 Despite its high-profile tenants, the Great West Corridor is under-performing as a business location. Its environment is traffic dominated and fragmented and public transport access in some areas are poor. There are significant vacancies in the office stock and overall it lacks a clear identity.

2.6 There are surrounding residential areas and town centres, but poor accessibility and permeability means that they are not well integrated with the Opportunity Area and as a result, this has restricted the areas ability to sustain the economic, communal and service synergy often found in more integrated urban areas.

2.7 Whilst it is imperative that the corridor retains its employment identity and reinforces its role as a key employment corridor within Hounslow and London, achieving a major change in the economic

performance and profile of the Great West Corridor will rely on increasing market demand and activity and providing a 'rounded' offer that can compete for occupiers with other growth locations along the M4 (such as Stockley Park and Green Park, Reading) and within the Central Activities Zone (CAZ fringe) for example Vauxhall Nine Elms and the Isle of Dogs.

2.8 Lessons can be learned from these locations that will help make the Great West Corridor more competitive both in terms of new investment but also in retaining the businesses already present. Each of the successful business locations in similar markets to the Great West Corridor either already combine (or are seeking to combine) a range of uses and activities to create a more animated and 'interesting' place.

2.9 The area has a rich heritage, ranging from former industrial building to great estates. The 'Golden Mile' itself is peppered with significant listed art deco buildings including the landmark former Gillette factory and the JC Decaux offices. The listed and non-designed heritage assets in the area contribute to its character and reflect the past development of the area. Outside of the Golden Mile are a number of important houses such as Boston Manor House. While not inside the corridor, the World Heritage Site, Royal Botanic Gardens, Kew, and Kew Green Conservation Area are part of the diverse range of heritage assets surrounding the area. Potential developments will need to

Key facts about the Great West Corridor

Figure 2.1



Hounslow has the **highest concentration of Media and Broadcasting jobs in London**

The Great West Corridor forms part of a **TV Triangle** comprising of approximately 300 businesses in production and broadcasting, 160 businesses related to media and a large free-lance workforce

The corridor is home to **over 24,000 jobs** including world-class businesses such as **SKY** and **GSK**, the **West London University** and many **smaller and medium sized enterprises**

Creative industries contribute around **21,000 jobs** locally (around 14% of the total employment base)

Air and noise pollution are a significant issue along the Great West Corridor, which is a direct result of the **heavy traffic along the A4 / M4**

75+ (dBA) Levels of noise along the M4 / A4 corridor



Air quality
Nitrogen dioxide (NO2) levels relatively high at the A4/M4 corridor and Kew Bridge

M4 (west) and parts of Brentford East, (NO2) levels range between 48 - 60 µg/m3

50% Employment trips into the Great West Corridor are made by car

The area is subject to **substantial change** with the development of the **20,000 seat Brentford Community Stadium** at Lionel Road with **910 residential units**



London Borough of Hounslow within Greater London



Great West Corridor within London Borough of Hounslow



Great West Corridor

SETTING THE SCENE

account for these important heritage assets and their setting in any proposals, giving great weight to the assets' conservation.

2.10 The Great West Corridor is also an important gateway into central London on the approach from the west of England and Heathrow airport. Tens of thousands of people travel through the corridor on a daily basis. However, the corridor does little to make this a special and welcoming arrival experience or to present itself proudly along this route. The overall impression is that of a harsh, fragmented, and unloved environment, a place for cars and not for people. Whilst the Great West Corridor has a number of strong location advantages and assets, it currently fails to generate a sense of place or positive identity.

2.11 For the Great West Corridor to continue to compete it will not only need to enhance its image, but it will also need to put in place these new 'fundamentals':

- A range of amenities and services for employees;
- A range and choice of floorspace types including affordable workspaces;

- New housing options to attract workers to the area;
- Reliable, frequent and accessible public transport services;
- Public realm improvements that reduce the dominance and impact of the car and create a quality environment for people with landscaping, attractive furniture and lighting;
- Planned and coherent development that establishes a series of unique places with their own character and identity within the Great West Corridor;
- Embracing the wider area's heritage as a unique location asset that contributes to the corridor's unique identity, amenity and offer;
- Active promotion and branding of the different business clusters within the Golden Mile Business Hub; and
- Establishing a distinctive arrival experience and journey along the M4 and A4 that welcomes visitors into London and proudly presents the area as a place to visit, do business and stay.

FOCUSING ON DELIVERY

The Great West Corridor is a new Opportunity Area in the draft new London Plan and the Mayor of London wants to see the components of 'good growth' as a guiding principle across all Opportunity Areas.

This Great West Corridor Plan is a delivery-focused and flexible planning document which sets out how high-quality development at various densities can be achieved across the environmental, social and economic strands of sustainability.

The Plan takes a long-term view to 2035 for how the Opportunity Area can effectively and sustainably contribute to London's strategic growth demands whilst creating a unique modern 21st century business hub that is supported by a high-quality environment, sustainable transport solutions, a vibrant mix of uses, good integration with its surrounding communities, and a strong image and identity.



03 VISION AND OBJECTIVES

VISION AND OBJECTIVES

By 2035, Great West Corridor will be a globally renowned major West London employment hub for media and tech and attractive place to work, live and visit.

The Great West Corridor will be a key part of London's thriving international economy and central to the TV Triangle - Western Europe's TV Industry hub - providing flagship offices and studios for the digital, media and broadcasting sector, and a range of flexible spaces to enable the very broad range of small and medium size businesses that support these industries to grow and expand. The Corridor's designation as one of the Mayor's Creative Enterprise Zones recognises and supports this vision.

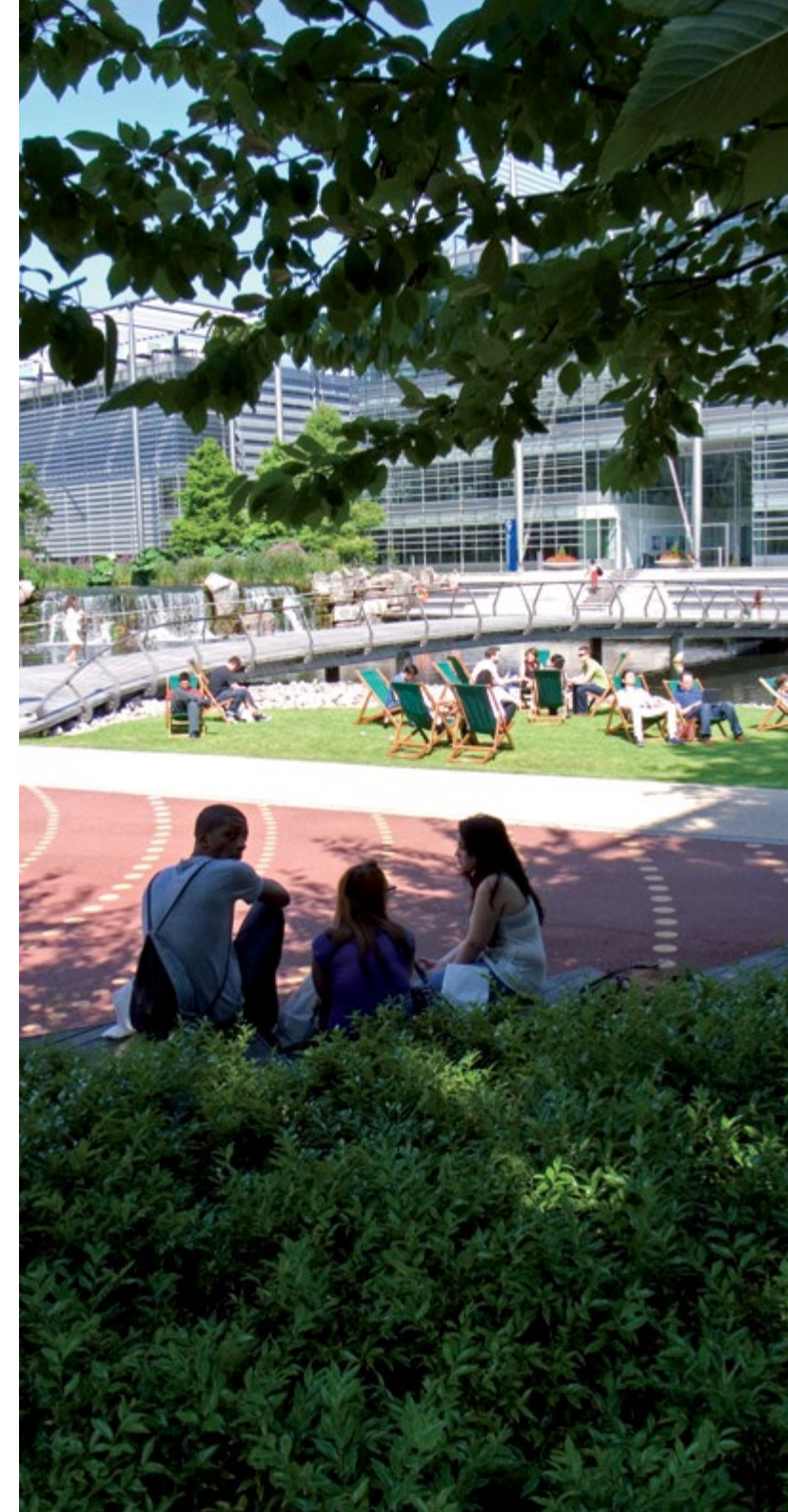
The prospects of the Great West Corridor will be enhanced by the delivery of a new Brentford Community Stadium making the area a major visitor destination with a greater mix of employment, residential, and other uses such as cafes, restaurants, shops, local centres and cultural and community uses, delivering diversity, choice and vibrancy.

By 2035 the Great West Corridor will be transformed from a car-reliant environment to one where people walk, cycle and have access to better public transport choices. The Heathy Streets approach advocated by the mayor of London will be fully embraced, managing

streets and spaces to bring about improved health, active travel and public transport use while reducing car dominance, air and noise pollution, and severance.

By 2035, the accessibility and the quality of existing open spaces in and around the Great West Corridor will be improved, the network of green and blue corridors across the area as recreational, natural and wildlife resources will be enhanced and new public spaces will be created as part of new development together with station plazas centred around a new Lionel Road station to the east (West London Orbital link) and a new Golden Mile (Brentford) station to the west (shuttle link to Southall Crossrail).

The area's history will be celebrated by establishing a series of local places with their own strong characters and identities, building on its strengths, heritage and special features, and creating a distinctive arrival experience and journey along the M4 and A4 that is special, memorable and represents the entrepreneurial spirit, social, creative and economic achievements of the corridor.



7,500 NEW HOMES

2,600 AFFORDABLE HOMES

1 NEW LEISURE CENTRE

2 NEW STATIONS

2 EXPANDED HEALTH HUBS

15,000 NEW JOBS

1 CREATIVE ENTERPRISE ZONE

2 NEW SECONDARY FREE SCHOOLS

3 SECONDARY SCHOOL EXPANSIONS

**1 SITE ALLOCATED FOR A
NEW SCHOOL**



STRATEGIC OBJECTIVES

EMPLOYMENT GROWTH

1. To provide a mix of employment spaces that would be attractive for the entire business community in existing and potential growth sectors, catering for larger companies, small and medium sized enterprises, micro-businesses, as well as the large free-lance workforce.
2. To foster an environment where existing, new, innovative, cultural and creative enterprises can prosper, leveraging the Corridor's designation as part of the Creative Enterprise Zone.

HOUSING GROWTH

3. To provide new homes in sustainable locations where residents can walk and cycle to local jobs, amenities and green space.
4. To provide high-quality housing at sizes, tenures and types which are affordable to local residents and helping London meet its needs.
5. To ensure new homes support good growth by integrating with business, shops, and community uses in order to promote mixed and inclusive communities and deliver lively and liveable places.

HEALTH AND WELLBEING

6. To mitigate the impact of noise and air pollution through the design and positioning of buildings and greening of the area.
7. To protect, enhance, develop and /or co-locate new health, education, recreational and leisure facilities to meet the needs of residents and workers.
8. To encourage active lifestyles through the provision of improved parks and play facilities connected by a network of green corridors for active travel.
9. To promote a range of measures in order to mitigate greenhouse gas emissions and adapt to climate change, through sustainable design & construction and green infrastructure provision.



OPEN SPACE AND GREEN INFRASTRUCTURE

10. To protect and enhance the quality, accessibility and function of green infrastructure and open spaces, whilst improving the ecology of the area and ensuring an overall net gain in biodiversity.

11. To establish a well-connected and continuous green corridor that strategically links green infrastructure and open spaces with neighbourhoods and workplaces.

DESIGN AND HERITAGE

12. To establish a coherent and high-quality built environment with a distinct character along the M4 and A4 corridors;

13. To protect and celebrate our unique heritage and historic environment, while

encouraging innovation and improving a sense of place.

14. To establish a series of local places with their own strong characters and identities by ensuring that high-quality new development express distinctively their role and function, through their scale and form. Buildings should integrate with, respect and enhance the natural and historic environment within and around the corridor and on both sides of the Thames.

CONNECTING PEOPLE AND PLACES

15. To increase public transport options by supporting the delivery of strategic rail networks, enhanced bus services and improved connections to and from transport hubs and key local and strategic destinations.

16. To provide new and enhanced walking and cycling networks to encourage active travel and improve accessibility, connectivity, and ease of movement within the corridor, and between the corridor and key local destinations.

17. To support the use of sustainable car travel through the delivery of electric vehicle infrastructure, better car-sharing options and limited car-parking offers.

18. To promote ways to reduce the impact of construction, servicing, and delivery trips.

19. To positively meet our duties to deliver our strategic and local growth needs, linked to effective infrastructure planning and delivery.



04 STRATEGIC POLICIES

Figure 4.1



Context

- London Borough of Hounslow boundary
- Great West Corridor study area
- Building contributing to character and legibility
- Conservation Area
- Listed Buildings
- Open space
- Waterbody
- Motorway
- National railway line
- Station

Proposed

- Existing taller building/structure
- Piccadilly and District Underground lines
- Overground line
- River Brent walk pedestrian/cycle route
- Cycleway 9
- Great West Road Cycleway
- Industrial
- Residential-led mixed use with office
- Residential-led mixed use with industrial
- Office
- Residential
- Residential & retail mixed-use

Proposed

- Retail frontage
- Residential, hotel, retail and commercial
- Sky campus
- Residential & leisure mixed use
- Non-residential frontage
- Southall to Brentford Rail Link
- New Station (Brentford-Golden Mile)
- West London Orbital line
- New Station (Lionel Road)
- Great West Corridor Improvement
- Other Corridor Improvement
- Proposed new public green open space
- Enhanced existing public green open space

- Proposed public plaza
- Pedestrian/cycle route
- Boston Manor Cycle Route improvement
- Focal area
- Pedestrian/Cycle railway bridge
- Crossing improvement
- Leisure centre
- Proposed Local Highpoint
- Proposed Focal Building
- Tall Building Clusters
- CL1 Wyke Green
- CL2 Golden Mile Station Quarter
- CL3 Brent River
- CL6 London Gateway
- CL5 Brentford Stadium West
- CL6 Brentford Stadium East

STRATEGIC POLICIES

HOW WE PLAN TO ACHIEVE GOOD GROWTH IN THE GREAT WEST CORRIDOR

4.0 Having established in the adopted Local Plan Policy SV1 the objectives that the Great West Corridor Local Plan review (GWCP) and Opportunity Area Framework must address, a number of Strategic policies have been developed to deliver these commitments and achieve 'Good Growth'.

4.1 In order to achieve 'good growth' the Plan aims to get the balance between strengthening the corridor economic base by diversifying its offer supported by a high-quality environment, sustainable transport solutions, a vibrant mix of uses, good integration with its surrounding communities, and a strong image and identity.

4.2 This chapter contains the following strategic policies for the area

1. GWC1 Employment Growth
2. GWC2 Housing Growth
3. GWC3 Health and Wellbeing
4. GWC4 Open Space and Green Infrastructure
5. GWC5 Design and Heritage
6. GWC6 Connecting People and Places

4.3 These policies set out the spatial strategy for the proceeding 'Places Policies' which aim to deliver good growth and enable the successful delivery of thriving places. Hounslow Local Plan 2015 sets out the overarching thematic policies for the Borough which are designed to be flexible to accommodate change over the lifetime of the Plan. Therefore, the GWCP should be read in conjunction with the adopted Local Plan.



EMPLOYMENT GROWTH

WHERE WE ARE NOW

1. The draft new London Plan identifies the Great West Corridor as a new Opportunity Area, one of the capital's key locations for accommodating major new homes and jobs growth with mixed and intensive use of land assisted by good public transport accessibility. The indicative guidelines for the OA set by the draft new London Plan are that it should provide 7,500 new homes and 14,000 new jobs.
2. The Great West Corridor is a key driver of the Hounslow economy. It is estimated that the area contains around 450 businesses and 24,000 jobs. This represents around 17% of all employment in the Borough – a significant quantum given the relatively small geographical area.
3. On average, businesses located in the Great West Corridor are larger than the average elsewhere across the Borough. The area contains around 10 businesses employing more than 250 people and around 30 employing more than 100. Only 50% of the business base comprises micro businesses. Major employers on the Golden Mile include Sky, GlaxoSmithKline, Allianz Insurance, EMC Limited, Worley Parsons Ltd, JC Decaux Limited. The area is also home to the Brentford campus of the University of West London.
4. Despite its high-profile tenants, the Great West Corridor is under-performing as a business location. The general market view is

that the relatively 'mono-culture' nature of the Great West Corridor and the nature of the stock it contains do not adequately meet the modern requirements of business, particularly in 'newer' sectors (such as digital media) or other knowledge based or innovative sectors (such as life sciences). These businesses, and their employees, seek much more from their locations in terms of the quality and flexibility of their buildings, the range and quality of amenities and services, and greater public transport accessibility.

5. The growth of the media and digital sector in particular has led to a large number of microbusinesses and small and medium enterprises (SMEs) locating to the corridor, and a resulting increase in the demand for flexible, multi-functional workspace. However, while these are being provided in some developments, rents are too high for these businesses and often properties are not being let. This creates a lack of confidence in the market and limits new development of this kind creating a mismatch between demand and supply.

6. The Great West Corridor is part of the borough Great West Creative Enterprise Zone which is a designate area of London where artists and creative businesses can find permanent affordable space to work; are supported to start-up and grow; and where local people are helped to learn creative sector skills and find new jobs.

WHAT WE WANT TO ACHIEVE

STRATEGIC OBJECTIVE 1

To provide a mix of employment spaces that would be attractive for the entire business community in existing and potential growth sectors, catering for larger companies, small and medium sized enterprises, micro-businesses, as well as the large free-lance workforce.

STRATEGIC OBJECTIVE 2

To foster an environment where existing, new, innovative, cultural and creative enterprises can prosper, leveraging the Corridor's designation as part of the Creative Enterprise Zone.



EMPLOYMENT GROWTH

HOW WE ARE GOING TO ACHIEVE THIS:

POLICY GWC₁ EMPLOYMENT GROWTH

Our approach

The Council will work with developers and key stakeholders to deliver 14,000 new jobs through intensification of existing employment sites and promote the Great West Corridor as a place for enterprise and innovation catering for larger companies, small and medium sized enterprises, micro-businesses, as well as the large freelance workforce.

We will achieve this by:

- (a) Working proactively and positively with stakeholders to promote the Great West Corridor as a Strategic Outer London Development Centre (SOLDC) and a Creative Enterprise Zone by strengthening the local economic profile of the area, including support of flourishing business sectors such as media, broadcasting and digital and providing additional floorspace in a range of sizes, types and forms.
- (b) Supporting opportunities to intensify and make more efficient use of existing employment land by co-locating with residential uses, with employment uses mainly fronting the corridor and

residential uses behind, where it is necessary to facilitate renewal and regeneration of employment land, and where this can be achieved in line with Agent of Change principle and without harm to the future integrity of employment uses on the site.

- (c) Supporting proposals for the intensification of designated and undesignated employment sites to provide at least 189,100sqm of uses suitable for broad industrial type activities as defined in the draft new London Plan policy and/or guidance providing 2,680 new jobs and 185,800 sqm of office uses in the area, providing at least 11,610 new jobs in the plan period.
- (d) Supporting businesses of all sizes by ensuring availability of a range of workspaces and unit sizes, start-up space, co-working space and 'grow-on' space, as well as space for corporate headquarters. This will be achieved by protecting existing floorspace where appropriate and encouraging the provision of new and affordable workspace as part of major developments.

- (e) Protecting the function of Power Road as a Locally Significant Industrial Site (LSIS) and supporting opportunities for its intensification for broad industrial type uses as set out in draft new London Plan Policy E7 and Local Plan policy ED2.
- (f) Working proactively and positively with stakeholders to promote the Great West Corridor as a Creative Enterprise Zone for investment by supporting:
 - I. the provision of affordable, flexible, modern and adaptable approach to employment floorspace for different types and sizes of businesses with a focus on start-up, incubator and grow-on space for creative and digital industries that diversify and strengthen the sector;
 - II. the provision of space that promotes networking and information sharing between businesses and sectors within the creative and digital industries;
 - III. temporary proposals for 'meanwhile use' of empty spaces for cultural and creative activities where it can be demonstrated that it will be appropriately managed;

EMPLOYMENT GROWTH

- IV. proposals that maximise the delivery of workspace appropriate for creative and digital enterprises; and proposals which complement the creative and digital industries, such as include ancillary sales/ display space or meeting spaces;
- V. existing and new creative industries with delivering their investment plans and securing funding to address any infrastructure deficiencies or barriers;
- VI. the telecommunications industry to maximise access to super-fast broadband, 5G network, wireless hotspots and improved mobile signals in the area.
- (g) Encouraging a vibrant economy by providing a more diverse retail and food offer and providing at least 23,700 sqm of active ground floor retail, restaurant, cafe and bars, providing at least 930 jobs along the Corridor and designating new local centre at proposed new Golden Mile station and a local centre which extends from Stadium Quarter to the proposed new Lionel Road Station providing retail, restaurant, leisure and community facilities to serve the local community and visitors (shown in figure 4.3).

- (h) Promoting the growth and expansion of further and higher education, such as the University of West London, to improve skills and act as a driver of growth and enterprise in the local economy.

The Council will expect development proposals to:

- (i) Contribute to achieving the strategic target of 14,000 new jobs in a format which optimises the use of land and floorspace as identified within the Place policies and Site allocations.
- (j) Protect existing businesses, any re-provision should seek to incorporate existing businesses where possible and support any existing businesses that cannot be incorporated, to relocate off site.
- (k) Protect existing uses and where feasible, proposals within SILs and LSIS should intensify uses suitable for broad industrial type activities and should demonstrate how they meet the respective targets for additional industrial floorspace set out within place policies and individual site allocations.
- (l) Meet the following criteria for mixed-use scheme on employment land:
 - I. no net loss or intensification of

employment floor space;

- II. demonstrate and ensure compatibility of uses, in accordance with the Agent of Change principle (policy D12 in the draft new London Plan). Operation of businesses on the site or on neighbouring sites must not be compromised by the introduction of non-employment uses;
- III. provide adequate access, servicing and delivery space, with consideration given to the need for appropriate yard space provision to allow for the viable function of businesses;
- (m) Take a flexible approach on undesignated employment sites to increase the provision employment use enabling the growth suitable for creative, knowledge, and research-based sectors.
- (n) Incorporate an appropriate quantum of affordable workspace offered at below market rate; shared workspaces; and/or small business units. Development should demonstrate that any affordable workspace provided would be managed by an appropriate workspace or studio provider and/ or be supported by an appropriate Management Scheme.

EMPLOYMENT GROWTH

- (o) Provide employment and training initiatives for local people of all abilities in the construction of major developments and in larger employment generating developments, including visitor accommodation and facilities, when these are completed. Local businesses will be encouraged to adopt the London Living Wage.
- (p) Ensure that the retail proposals have regard to the most up to date retail needs assessment and site allocations.
- (q) Demonstrate for food and drink and entertainment uses will be of a type and size appropriate to their location. The over-concentration of those uses will be prevented where this harms residential amenity or the vitality and character of the local area, equally the Council will ensure where there is a proposal for residential development in close proximity to established or planned uses with late night licences, the development is capable of mitigating against the impact of established or planned use such that the amenity of the future residents is protected.

WE ARE TAKING THIS APPROACH BECAUSE:

4.4 The draft new London Plan identifies the Great West Corridor (GWC) as an Opportunity Area with a target of providing 14,000 new jobs. It also sets a housing target of 7,500 for this area so the evolving strategic policy is pointing to a much greater role for intensification and co-location of development to meet both housing and employment requirements together.

4.5 In policy E4, the draft new London Plan lists uses appropriate for industrial land as being light and general industry (use classes B1c and B2), storage and logistics/distribution (use class B8), flexible hybrid space (B1c/B2/B8), waste management, utilities infrastructure and other defined uses. Policy E5 says local policies should protect and intensify the function of SILs, the capital's main reservoir of strategic industrial land - for these functions. LSISs, locally-designated industrial areas - are also suitable locations for these functions and other industrial sui generis-type uses.

4.6 The existing London Plan identifies the Great West Corridor (GWC) as a potential Strategic Outer London development centre (SOLDC), which is defined as a business location with specialist strengths. The draft new London Plan takes forward the SOLDC concept and says it involves realising the potential of such locations to develop their specialist economic growth in ways which will

help achieve the Mayor's wider objectives. The SOLDC concept can apply to a range of business locations including industrial areas and the approach is designed to encourage local innovation whilst ensuring that it supports and complements the economic prospects of neighbouring town centres. The inspector's report on the Hounslow Local Plan 2015 recognised the implications of the SOLDC status, noting that whilst there was an apparent inconsistency at the Sky campus between the SIL (Industrial Business Park) designation to protect mainly industrial uses, and the SOLDC status, which aims to foster different types of economic development, that this "could be reconciled if media and digital are considered as the 'new emerging industries'" which are allowed by the London Plan to locate in such designations.

4.7 The growing importance of creative industries in the Great West Corridor was further underlined with the designation in 2018 of Hounslow (Great West Creatives) as a Creative Enterprise Zone (CEZ). The purpose of the CEZ is to promote new creative clusters and workspaces, provide employment and training for local people and strengthen the already thriving creative economy in Hounslow. The designation highlights the importance of strengthening networks between multi-national businesses such as Sky, and building on London's hub for TV and film production by unlocking new affordable production and studio space.

EMPLOYMENT GROWTH



4.8 In drawing up a strategy for the plan review, the Council has had regard to Policy E7 of the draft new London Plan, which says boroughs should explore opportunities to intensify and make more efficient use of land in SILs and LSISs in Development Plan reviews and through Opportunity Area Planning Frameworks in collaboration with the GLA. The draft plan adds that any residential element should incorporate appropriate design mitigation with particular consideration given to ‘agent of change’ principles. This principle is set out in Policy D12 of the draft new London Plan, and seeks to ensure that development will not harm the functioning of existing or future employment and industrial activities.

4.9 In the GWC, industrial intensification could be achieved through a number of interventions such as horizontal/vertical extensions, infill development, development on derelict land and comprehensive redevelopment of existing sites. The main principle of industrial intensification in this plan is the stacking of industrial floor space, generally providing larger spaces at the ground floor and smaller units above.

4.10 One of the core pieces of evidence for the plan review’s employment policies is the Employment Land Review (ELR), published in 2016 and updated in 2020. This highlights a significant need for additional floorspace – 185,700 sqm gross development demand for offices and 252,800 sqm gross development demand for industrial uses – across the

EMPLOYMENT GROWTH

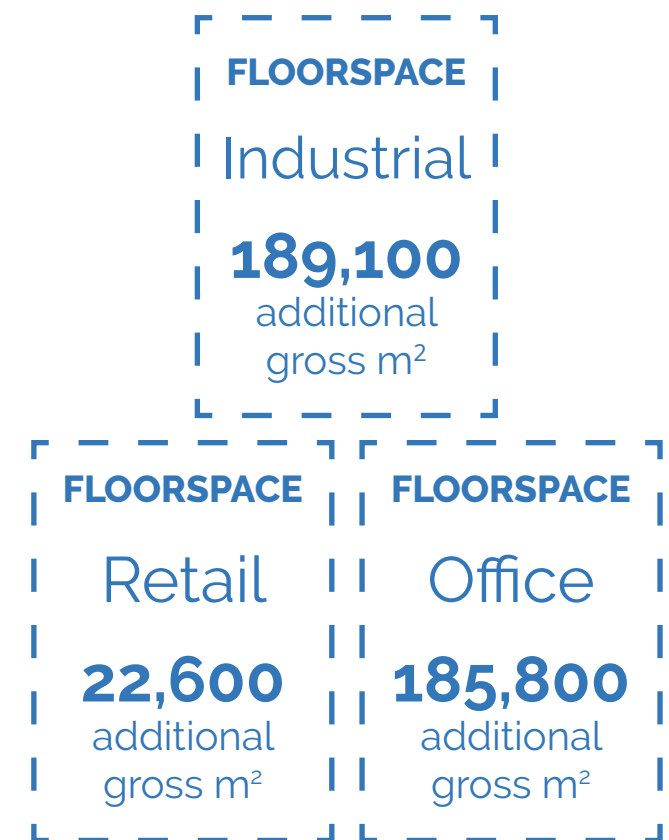
borough. In the event of expansion at Heathrow airport, the study says these figures would be likely to add 202,400 sqm to requirement for industrial floorspace, and 48,300 sqm to the requirement for office floorspace.

4.11 At present the Great West Corridor forms part of the market that is linked closely to the 'M4 market' and the strategic access opportunities presented by the trunk road network. Whilst the strategic access is in place, it is unable to compete with other locations seeking to attract the same sectors in terms of access to central London (public transport). Demand will not be realised along the whole corridor with market expectations focussing on areas of strongest stock and where existing public transport services are strongest.

4.12 The ELR identified a strong need for small to mid-size offices in the TV triangle and around Chiswick. This centres on a demand for modern, flexible and affordable workspace. Smaller, less profitable businesses in the emerging sectors have difficulty finding affordable space in Hounslow, and may be priced out, so they generally locate in cheaper parts of London. The ELR suggests that Council may consider an appropriate response, such as to provide or subsidise accommodation for SMEs in the sector, especially in the digital and media sector, which has achieved rapid growth in the past and has further great growth potential.

4.13 As part of preparing the plan review, the Council commissioned a masterplan and capacity study for the Great West Corridor, which sets out principles and parameters for future development in the area and calculates potential future development capacity of the area based on potential outputs from the various individual sites. The Study shows how an employment hub for Great West Corridor can be achieved that can support London's economic growth and role as a global city. This potential is driven by the areas future West London Orbital connection to planned Crossrail – HS2 station at Old Oak Common, future passenger rail link to Southall Crossrail, significant improvements to the capacity of Gunnersbury Station, significant improvements to bus access along the Great West Corridor and the network in the wider area, its connections with underground and overground stations, and also the area's easy access to Heathrow and Gatwick Airports.

4.14 Key sectors that will likely be attracted to this area will include ICT, media and creative services, professional and financial services and life sciences. To support this, new development should enable delivery of a significant amount of new flexible B1 employment space. The future design and planning of commercial buildings should respond to the form and typology of commercial uses at that time but should pioneer new and innovative practices that would ensure Great West Corridor is considered as an attractive commercial location



4.15 It is important that proposals in GWC are well designed and support the effective function of businesses across a wide range of sectors and business sizes. To support this, the Council will look to secure a range of unit sizes that provide opportunities for businesses to start up, scale up and ultimately to remain in the area. The provision of small business units will be particularly important to allow for new businesses to locate and grow in the area.

EMPLOYMENT GROWTH

Proposals should provide adequate servicing arrangements to allow for the viable function of businesses and the provision of adequate minimum floor-ceiling heights will ensure that new units are appropriate to a variety of economic sectors, ensuring longer term flexibility and adaptability.

4.16 Applications for employment or mixed-use employment schemes will be expected to provide affordable workspace. For example, flexible leasing arrangements, cross subsidised rent, reduced rent arrangements, provide co-hubs or start up space through S106 agreements. The Council will consider the requirement for affordable workspace in regard to viability and the impact it could have upon delivery. The Council will further outline appropriate locations and/or types of development from which it will seek to provide affordable workspace, together with an appropriate proportion of affordable workspace, in a future supplementary planning document, in light of the draft new London plan and latest local evidence.

4.17 Overall, the principal aim of the GWC plan is to transform the area into a successful business hub which can be the anchor and driver of economic activity in Hounslow, strengthen the digital, media, broadcasting and professional service sectors in the borough, as well as attract businesses from new sectors. Supporting uses and activities including retail, leisure and residential are essential to help deliver a successful business hub as an enhanced mix of uses will generate

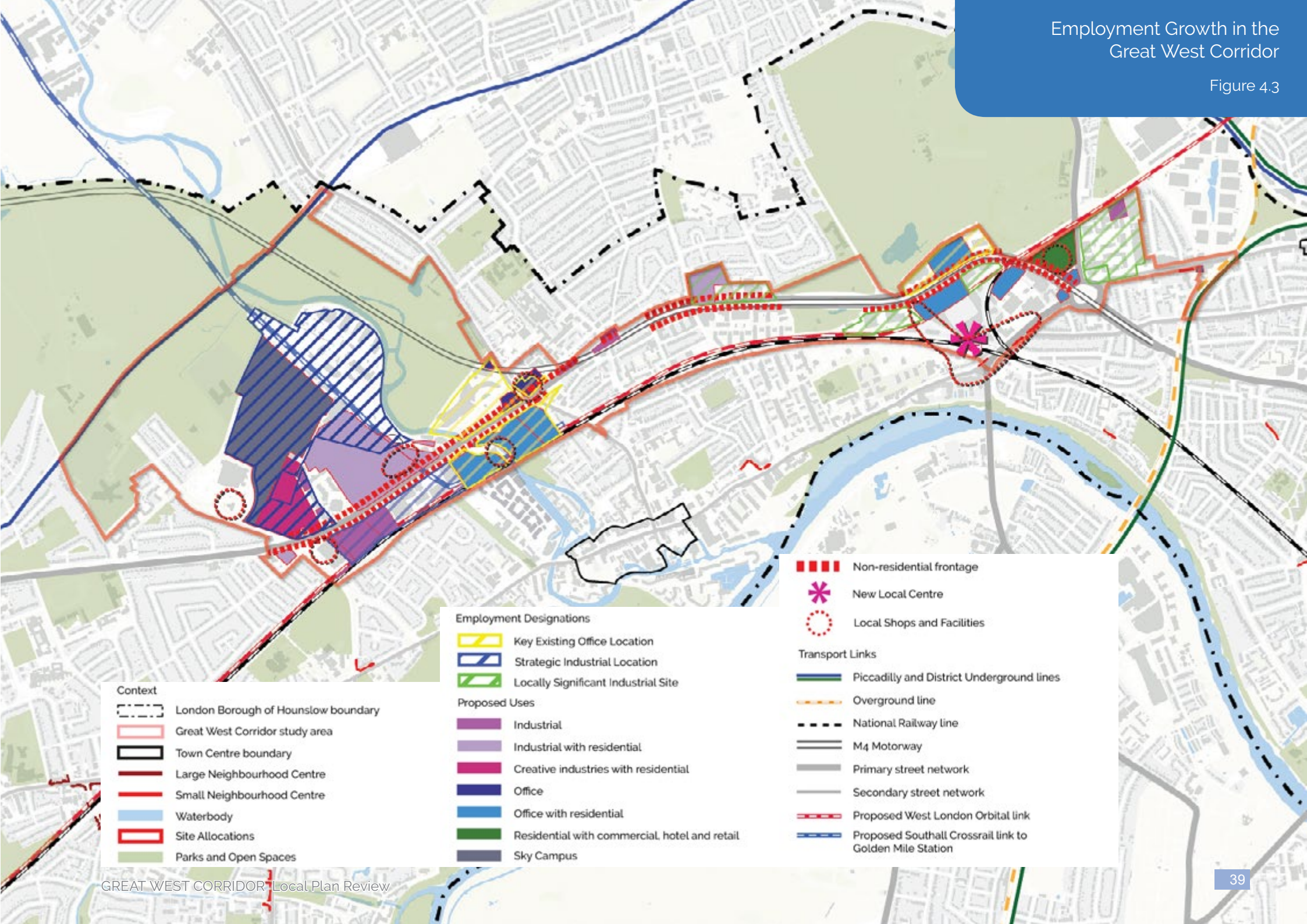
activity and vitality throughout the day and early evening, reduce the need to travel and enhance the viability of uses, facilities and services within nearby local centres and high streets.

4.18 The cumulative impact of multiple food, drink and entertainment uses in a particular area can have a negative impact on the functioning and use of an area and can negatively impact residential amenity. The Council will therefore prevent the over-concentration of these uses and require proposals to make sure any negative impacts are managed (applying the Agent of Change principle).

4.19 The vision set out in this plan, and the GWC masterplan shows how it can deliver significant increases in employment floorspace alongside new residential development and mix of uses thereby providing a crucial element in enabling the borough to meet its objectively-assessed need for additional employment development, as outlined in the ELR, as well as the ambitious growth targets set for the Opportunity Area and borough within the draft new London Plan.



Figure 4.3





HOUSING GROWTH

WHERE WE ARE NOW

1. Great West Corridor has been identified as a potential Opportunity Area (OA) or an Intensification Area which can support meeting London-wide needs for housing and employment on underutilised land, linked to existing or potential improvements to public transport accessibility.
2. Hounslow's population is increasing rapidly. The Greater London Authority (GLA) forecasts an increase of 35,854 people or 12% between 2020 and 2035. We need to build more homes to meet this need, and to secure a broad range of suitable types of homes for new and existing residents and their children.
3. Previous under delivery of homes means prices significantly outpace earnings of residents in the borough, averaging 11 times income in 2017, up from 8 times a decade before this.
4. Hounslow is already highly developed, and there is very limited available land across the borough to meet the need for new housing, while ensuring the amenity of existing residents and businesses.
5. Pressure for residential development is threatening the commercial activity and attraction of the Great West Corridor and has seen several employment sites converted to residential in the wrong locations under prior approval.

6. The GWC is an excellent employment location, but, unlike other areas, lacks a mix of uses, including homes and amenities which characterise other attractive employment hubs, and would help to attract businesses and employees to the area.

WHAT WE WANT TO ACHIEVE

STRATEGIC OBJECTIVE 3

To provide new homes in sustainable locations where residents can walk and cycle to local jobs, amenities and green space.

STRATEGIC OBJECTIVE 4

To provide high-quality housing at sizes, tenures and types which are affordable to local residents and helping London meet its needs.

STRATEGIC OBJECTIVE 5

To ensure new homes support good growth by integrating with business, shops, and community uses in order to promote mixed and inclusive communities and deliver lively and liveable places.

HOUSING GROWTH

HOW WE ARE GOING TO ACHIEVE THIS:

POLICY GWC₂ HOUSING GROWTH

Our approach

The Council will facilitate the delivery of at least 7,500 new homes between 2020 and 2035 in the Great West Corridor in places which optimises high density, mixed use development. We will secure a range of unit sizes and tenure which meet identified needs, served by a range of public transport links and social infrastructure.

We will achieve this by:

- (a) Concentrating new dwellings in areas with the most capacity to accommodate growth, taking into account existing and planned levels of accessibility, local character and protection of the physical, natural and historic environment within and outside the corridor.
- (b) Working with partners to maximise opportunities to deliver a mix of high-quality new dwellings that are affordable to local residents and that deliver mixed and inclusive communities.

- (c) Working to encourage developers wherever possible to market dwellings delivered to people who live and work in Hounslow and London.
- (d) Requiring all new homes and residential extensions to provide a well-designed, energy efficient and high-quality living environment, both internally and externally. New homes will be designed to a standard that ensures the safety, health and wellbeing of its occupants in accordance to draft new London Plan policy D6.
- (e) Monitoring delivery annually and publishing information on the rate of housing starts and completions and the trajectory of a deliverable and developable housing supply.

The Council will expect development proposals to:

- (f) Contribute to achieving the strategic target of 7,500 new homes in a mixed-use format which optimises the use of land and encourages development on small sites and sites allocated for residential use, in line with draft new London Plan Policies H1 and H2.
- (g) Provide dwellings which will meet or exceed the Nationally Described Space Standards (where the units are self-contained).
- (h) Provide, where 10 or more dwellings are proposed, affordable housing that fully contribute to achieving the Mayor's strategic target of 50% and applying a Fast Track route of a threshold approach in line with the draft new London Plan policy H5.
- (i) Provide a review mechanism upon partial or full completion of a development when financial viability assessments demonstrate that current market conditions will support less than threshold approach.
- (j) Provide an affordable housing tenure

HOUSING GROWTH

split of 70% of units as London Affordable Rent (LAR) and/or Social Rent and 30% Intermediate as defined by the new London Plan.

- (k) Provide affordable housing on-site in the first instance. In exceptional circumstances:
 - I. off-site provision will only be considered where affordable housing cannot be delivered on site; or
 - II. financial contributions will only be considered when all the above options have been fully explored and where it can be demonstrated that this would deliver mixed and balanced communities.
 - (l) Provide a range of unit sizes for new housing in proportions reflecting local need, including supported and specialised accommodation and specialist housing for older people.
 - (m) Appropriately distribute the affordable homes throughout a new development, ensuring that they are designed to a high quality, with the same quality of external appearance as for market housing.
 - (n) Provide 90% of all dwellings as accessible and adaptable dwellings meeting Housing Technical Standard M4(2) and the remaining 10% to be wheelchair user dwellings meeting Housing Technical Standard M4(3), and where nomination for wheelchair housing is given to the Council M4(3)2(b), having regard to Habinteg Wheelchair Housing Design Guide or any relevant superseding guidance.
- (o) Comply with structural and firefighting access and facilities by submitting a Gateway one consultation with the Joint Competence Authority for development above 25 metres containing 1 or more flats.
 - (p) Ensure that new self-contained purpose built Private Rented Sector (PRS) accommodation is secured in perpetuity and:
 - I. accords with affordable housing policy with a preference for London Affordable Rent;
 - II. be under single ownership and management, and in the event that any units are sold out of the Private Rented Sector a clawback mechanism will be used to secure appropriate financial contributions towards the delivery of affordable housing;
 - III. provide an appropriate Residential Management Plan; and
 - IV. offer longer-term tenancies with rent certainty of at least 3 years and no up-front fees.

WE ARE TAKING THIS APPROACH BECAUSE:

4.20 The London Plan sets all London boroughs an annual housing target based on the GLA's estimate of land capacity through the Strategic Housing Land Availability Assessment (SHLAA). The ten year target allocated to Hounslow in the draft new London Plan is 17,820 or 1,782 homes per year between 2019-2029. This figure is based on assessed capacity of land to deliver new homes and considers existing local plan policy to estimate capacity. The draft new London Plan also indicates that the Great West Corridor Opportunity Area can accommodate at least 7,500 homes to help deliver the overall Hounslow target.

4.21 The West London Strategic Housing Market Assessment (2018) establishes the borough's total Objectively Assessed Need (OAN) at 34,280 dwellings over the period 2016-2034 (1,911 per annum) and 44,525 over the period 2016-2041 (1,781 per annum). The housing trajectory (figure 4.4) demonstrates that Hounslow can meet the draft new London Plan ten year target, its needs over the plan period, and demonstrate a five year housing land supply. The required housing size and mix is set out in Table 1.

4.22 Detailed work has been undertaken as part of the evidence base for the plan to identify sites which have the opportunity to support meeting the boroughs objectively assessed needs for housing and

HOUSING GROWTH

employment, and to develop the extent of this capacity. Overall, this indicates that the Great West Corridor can accommodate the minimum target set for the area in the draft new London Plan of 7,500 homes.

4.23 However, there may also be opportunities to develop additional capacity depending upon market conditions, new infrastructure investment, and opportunities to increase density of development on these sites and potential windfall development over the plan period.

4.24 Hounslow Council will apply the threshold approach to viability and review in accordance with the most up-to date Mayoral policy and/or guidance when assessing planning applications and will encourage applicants to maximise the amount of affordable homes that can be delivered through the planning system. Hounslow Council will also encourage applicants to make use of affordable housing grant to increase the overall quantum of affordable

Tenure	Bedrooms			
	1	2	3	4+
Market	10%	23%	54%	13%
Intermediate	11%	41%	33%	15%
Low cost rent (Social Rent)	20%	38%	29%	13%

Table 1 Local Housing Need (SHMAA 2018)

housing that can be delivered.

4.25 In accordance with Mayoral guidance, affordable homes should be genuinely affordable for the people they are intended for. Applications will be required to include homes that are affordable to households on a range of incomes, including local average income levels in Hounslow. Applicants will also be required to demonstrate, through their Affordable Housing Statement, how the affordability of the proposed tenure mix compares to local average income levels in Hounslow.

4.26 The Council’s starting point is that affordable housing needs to be provided on-site. However, if the Council considers that off-site provision would be appropriate because on-site provision is not achievable, the Council will require the applicant to identify and secure a donor site to provide the affordable housing not being provided on site. In some circumstances the Council may be able to assist in identifying a suitable site. The Council will have to agree the suitability of any site proposed for off-site provision.

4.27 Only when it can be demonstrated to the Council’s satisfaction that an alternative site cannot be identified will the payment of a commuted sum to the Council to support the delivery and supply of affordable housing be considered. The Council expects these to be exceptional circumstances.

4.28 Great West Corridor Opportunity Area is a place where there is a significant demand

for housing at high densities, the minimum size of new homes must be kept in check. The Nationally Described Space Standards (NDSS) are therefore adopted in Hounslow and will ensure residents have access to a suitable amount of space in their homes.

4.29 Build to Rent will be required to provide affordable housing in the form of intermediate rent, preferably London Affordable Rent housing. In accordance with our affordable housing policies. As it is not necessary to be a Registered Provider to deliver or manage intermediate rent, these units can be owned and/or managed by the same Build to Rent landlord as the market rent units. Where Build to Rent delivers units at London Living Rent they will not be expected to be offered to the tenants to buy. In accordance with the NPPF, affordable housing provided by Build to Rent providers should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing. This will be secured in a Section 106 agreement.

4.30 All homes within a Build to Rent development or block will need to stay under single ownership and management, meaning that individual units cannot be separately sold on and overall ownership of the development or block can only change if the scheme stays as Build to Rent. This will ensure a commitment to invest in place making and will provide better management standards and higher quality homes than

HOUSING GROWTH

much of the mainstream private rented sector. The covenant will need to include a clawback mechanism in the event of units being sold out of the Build to Rent sector during the covenanted period.

4.31 Proposed schemes will therefore be required to provide a detailed Residential Management Plan of how the housing will be managed and maintained. Standards will be controlled and maintained as the proposed landlord will be required to register with a recognised ombudsman scheme. As part of their Residential Management Plan, applicants should provide details of how the proposal will be appropriately managed to minimise impacts on surrounding properties. This will be secured through a Section 106 agreement.

4.32 Longer tenancies (three years or more) should be available to all tenants. These should have break clauses, which allow the tenant to end the tenancy with a month's notice, any time after the first six months. Within these tenancies there should also be formula linked rent increases that are made clear to the tenant when the property is let and no up-front fees apart from deposits or rent-in advance.



(c) Robin Webster / geograph.co.uk

HOUSING GROWTH

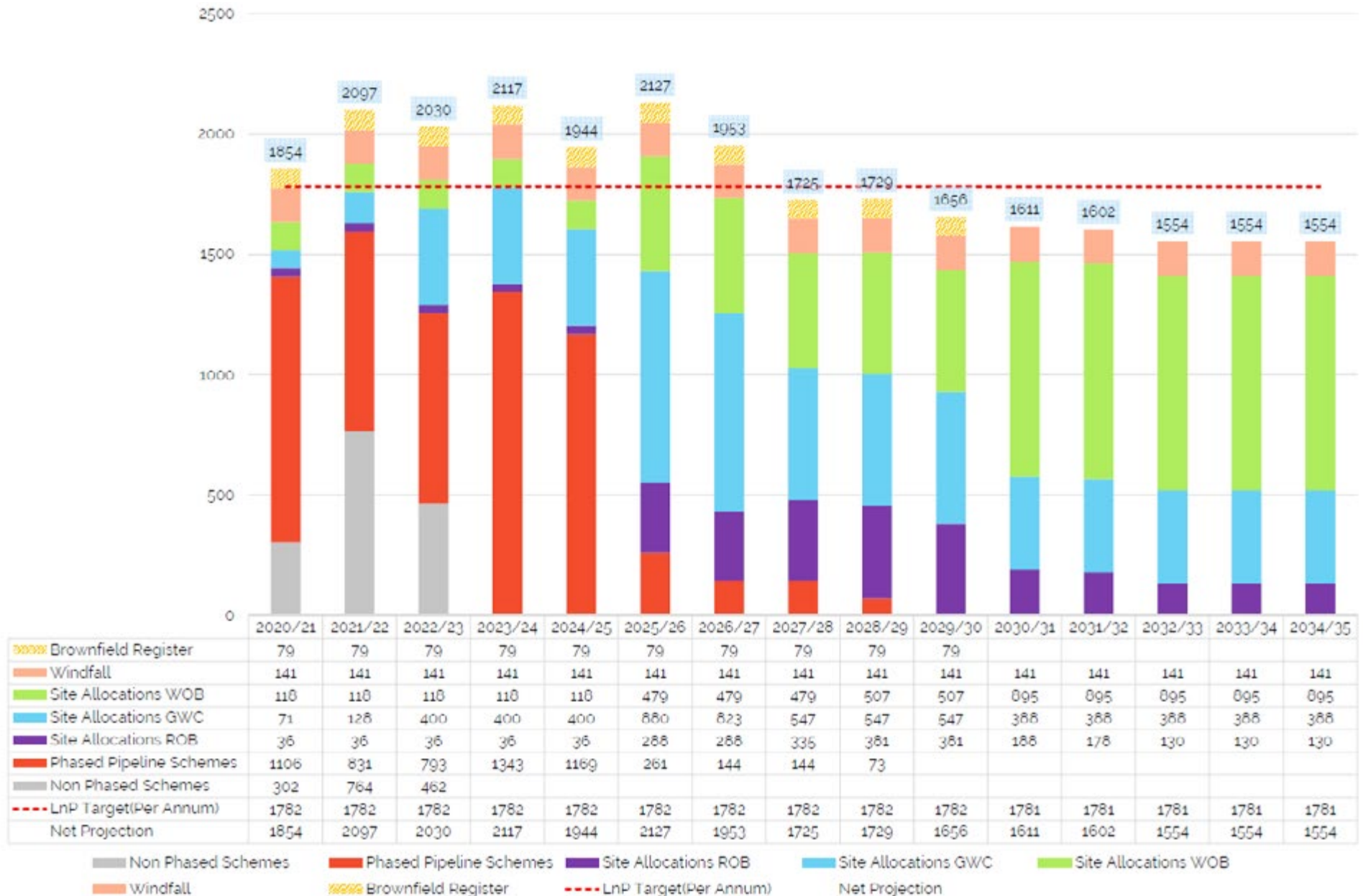
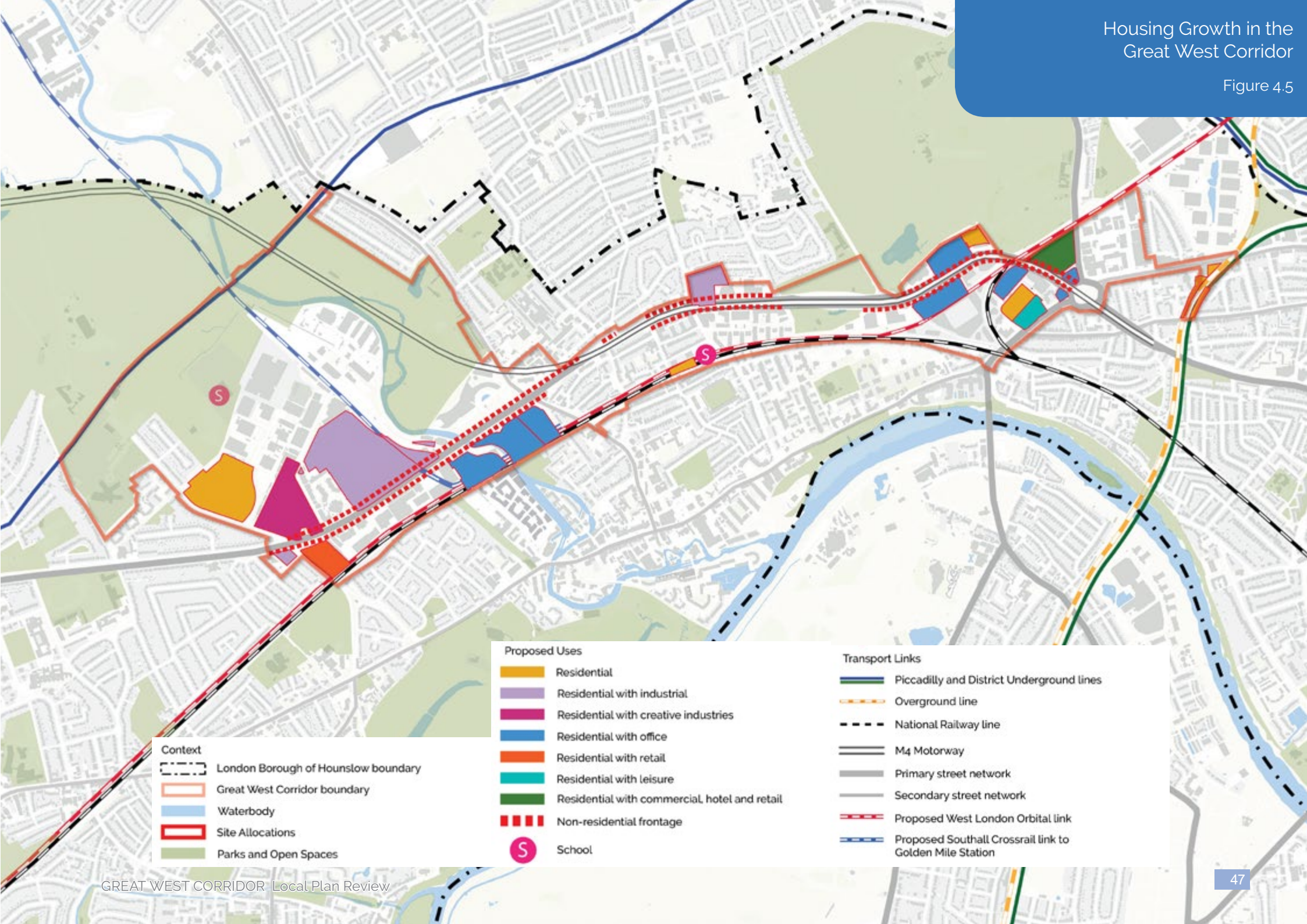




Figure 4.5



- Context**
- London Borough of Hounslow boundary
 - Great West Corridor boundary
 - Waterbody
 - Site Allocations
 - Parks and Open Spaces

- Proposed Uses**
- Residential
 - Residential with industrial
 - Residential with creative industries
 - Residential with office
 - Residential with retail
 - Residential with leisure
 - Residential with commercial, hotel and retail
 - Non-residential frontage
 - School

- Transport Links**
- Piccadilly and District Underground lines
 - Overground line
 - National Railway line
 - M4 Motorway
 - Primary street network
 - Secondary street network
 - Proposed West London Orbital link
 - Proposed Southall Crossrail link to Golden Mile Station



HEALTH AND WELLBEING

WHERE WE ARE NOW

1. Air pollution is a significant issue along the Great West Corridor, which is a direct result of the heavy traffic along the A4 / M4, where the level of air pollution is often measured as moderate or high. The whole of the borough is designated as an Air Quality Management Area and is covered by an Air Quality Action Plan.
2. The principle sources of noise pollution along the Great West Corridor are aircraft arrivals and departures from Heathrow Airport and transport noise along the major arterial routes of the Great West Road and the M4.
3. Hounslow's Joint Strategic Needs Assessment (JSNA) 2017 states that there is a link between air and noise pollution and poor health in the borough. Long-term exposure can contribute to the development of chronic diseases, risk of respiratory illness and some cancers. Data from 2008 suggested that around 116 deaths per year in Hounslow were attributable to PM2.5 pollution. Current estimates suggest that 6.3% of all adult mortality in Hounslow is attributable to particulate air pollution.
4. The proportion of adults not doing the recommended level of physical activity in Hounslow is significantly higher than both London and England as a whole and levels of inactivity have been increasing. Physical inactivity has a significant impact on residents' mental health and is linked to

increases in cardiovascular diseases, Type 2 diabetes, heart disease, obesity and some cancers.

5. Access to social infrastructure such as community leisure centres, health centres, parks and good quality open spaces is varied across the corridor.

WHAT WE WANT TO ACHIEVE

STRATEGIC OBJECTIVE 6

To mitigate the impact of noise and air pollution through the design and positioning of buildings and greening of the area.

STRATEGIC OBJECTIVE 7

To protect, enhance, develop and /or co-locate new health, education, recreational and leisure facilities to meet the needs of residents and workers.

STRATEGIC OBJECTIVE 8

To encourage active lifestyles through the provision of improved parks and play facilities connected by a network of green corridors for active travel.

STRATEGIC OBJECTIVE 9

To promote a range of measures in order to mitigate greenhouse gas emissions and adapt to climate change, through sustainable design & construction and green infrastructure provision.

HEALTH AND WELLBEING

HOW WE ARE GOING TO ACHIEVE THIS:

POLICY GWC₃ HEALTH AND WELLBEING

Our approach

The Council will create high – quality accessible places with local services and infrastructure that enable active and healthy lifestyles, improve mental and physical health and well-being and reduce health inequalities.

We will achieve this by:

- (a) Working with partners and stakeholders to implement measures across the area that will ensure that quality of life, health and wellbeing and the natural environment are not adversely affected by harmful pollutants, in accordance with the draft new London Plan policy SI1 and the Mayor’s SPG on Sustainable Design and Construction (or any relevant superseding guidance). -
- (b) Working with the Health and Wellbeing Board and partners to ensure adequate access to facilities and services that support health, wellbeing and healthy lifestyles across the corridor.
- (c) Working with Joint Commissioning groups and other partners to support:
 - I. improvements to primary care facilities and expansion of existing health facilities into health hubs;
 - II. opportunities for new health and wellbeing facilities; and
 - III. the re-use of social infrastructure and the co-location of services wherever possible.
- (d) Supporting the provision of new or expanded primary and secondary schools and further and higher education facilities to meet the needs of a changing population and enhance education provision.
- (e) Supporting opportunities for new high-quality social infrastructure and protecting and improving existing facilities, to meet the needs of the population in terms of its location, scale and phasing.
- (f) Promoting redevelopment of existing community and leisure facilities such as Fountain Leisure Centre into community hubs to serve existing and new residents.
- (g) Promoting active lifestyle choices by supporting proposals that use Active Design Principles to provide an enhanced walking and cycling network; active buildings; co-location of community facilities; a network of multifunctional open space; and high-quality streets and public spaces.
- (h) Working with partners as part of the Creative Enterprise Zone to support facilities and activities that promote social interaction and increase the creative, cultural and leisure offer of the area, including festivals, theatre performances, community arts, pop up cafes, open air cinema and music events.

The Council will expect development proposals to:

- (i) Ensure the site and building design minimises and mitigates exposure to elevated levels of pollution by:
 - I. locating sensitive uses away from existing or planned sources of air and noise pollution, including through the siting of less sensitive non-residential uses adjacent to the

HEALTH AND WELLBEING

- A4 and M4 to act as a physical “buffer” between the roads and more sensitive uses;
 - II. using technology and design solutions to prevent or minimise exposure to air, light, vibration and noise pollution
 - III. the provision of winter gardens; and
 - IV. the use of greenery to act as a “buffer” along the A4/M4 corridor and along rail and road corridors and waste facilities.
- (j) Demonstrate that health and wellbeing has been considered during the design stages using best available techniques (BATs) to mitigate and minimise any adverse effects on health and quality of life e.g. soil, noise, water, air or light pollution and flood risk. Proposals for major development schemes should also be supported by Noise Assessment, Air Quality Assessment (AQA) and a Health Impact Assessment (HIA).
- (k) Contribute to and/or deliver measures to mitigate and minimise pollution by being air quality neutral and on large scale development subject to Environmental Impact Assessment proposals should demonstrate how they can become ‘air quality positive’ in accordance with the draft new London Plan policy SI1 and the Mayor’s SPG on Sustainable Design and Construction
 - or any relevant superseding guidance
 - (l) Effectively treat, contain or control any contamination. Developers will be required to provide Preliminary Risk Assessments (PRAs) where contaminated land is suspected. This is so as not to:
 - I. expose the occupiers of the development and neighbouring land uses including, in the case of housing, the users of open space and gardens, to an unacceptable risk;
 - II. threaten the structural integrity of any building built, or to be built, on or adjoining the site;
 - III. lead to the contamination of any watercourse, water body or aquifer; or
 - IV. cause the contamination of adjoining land or allow such contamination to continue.
 - (m) Improve residents’ quality of life by addressing the local causes of climate change, thereby ensuring that new developments adequately mitigate greenhouse gas emissions through sustainable zero carbon design in accordance with the draft new London Plan policy SI2 and build local climate resilience through implementing a range of adaptation measures.
 - (n) Improving existing and/or creating new high quality safe and accessible public squares, amenity spaces, open spaces and public realm designed to increase social interaction, innovation and promote play and physical activity.
 - (o) Support the creation of a high-quality environment that reduces severance and promotes active travel and physical activity through increased cycling and walking opportunities that are well linked to existing pedestrian and cycling infrastructure, open spaces, recreation and leisure facilities appropriate for all ages and abilities.
 - (p) Incorporate high quality design of places and new or expanded social infrastructure particularly in mixed-use schemes, the Council will ensure that they:
 - I. are accessible and inclusive to all sections of the community; and
 - II. are designed to accommodate a range of community uses wherever possible and the co-location of facilities.
 - (q) Contribute positively to creating high quality places that support healthy communities. The Council will promote healthy, economic and sustainable alternatives to the private car and support development that involves the retention and improvement of facilities that promote healthy lifestyles, such as open spaces and indoor and outdoor sports, leisure and play facilities.

HEALTH AND WELLBEING

WE ARE TAKING THIS APPROACH BECAUSE:

4.33 Improving the health and well-being of our residents is one of the Council's primary concerns, together with reducing the health inequalities found across the borough. As such, the promotion of health and well-being is a key thread running through this plan. The Local Plan Review, the Hounslow Joint Health and Wellbeing Strategy 2018-2022 and the Council's Corporate Strategy promote lifestyles that improve people's wellbeing and quality of life, supported by high quality places and health and social care facilities. The Council envisions healthy and active communities across the borough within which residents are better connected to each other and experience reduced loneliness, less social isolation and improved health. The Council has committed to the vision outlined in the Joint Health and Wellbeing Strategy 2018-2022 of becoming a 'Health Promoting Borough'.

4.34 The links between planning and health are well established. Chapter 8 of the National Planning Policy Framework (NPPF) sets out the role of the planning system in promoting healthy and safe communities, facilitating social interaction and creating healthy and inclusive places. The National Planning Practice Guidance recommends that health and wellbeing and health infrastructure provision are considered in both Local Plan preparation and when making planning decisions.

4.35 Draft new London Plan Good Growth objective GG3 (Creating a Healthy City) sets out

the ways that planning and development can improve Londoners' health and to ensure that the wider determinants of health are addressed in an integrated and co-ordinated way. This should involve taking a systematic approach to improving the mental and physical health of all Londoners and reducing health inequalities by assessing the impact of major developments on the health and wellbeing of communities through the use of Health Impact Assessments (HIAs) tools such as NHS London Healthy Urban Development Unit Rapid HIA tool or Healthy Urban Planning Checklist.

4.36 The HIA process looks at the positive and negative impacts of a development as well as assessing the indirect implications for the wider community. The aim is to identify the main impacts and seek to maximise benefits and mitigate or avoid potential adverse impacts. HIAs should be undertaken at the earliest stage possible to ensure that any required alterations to proposals can be made with minimal disruption.

4.37 The functions and benefits that our green and blue assets bring are diverse and include climate change adaptation, improving air quality, sport, leisure, recreation and play, landscape and heritage conservation, education, biodiversity and ecological resilience, all of which are needed to improve health and wellbeing. Additional growth will put these spaces under increased pressure and development must therefore protect, enhance and expand our valuable network of green and blue assets.

4.38 Policy S4 (Play and Informal Recreation) and Policy S5 (Sports and Recreation Facilities) of the draft new London Plan highlight the importance of access to active infrastructure and outline how developments can contribute to the provision and enhancement of play facilities and open spaces. Developments can support physical activity and address health problems associated with diseases such as obesity. This can be done by considering the layout and access to stairwells, ensuring the provision of accessible cycle storage in both homes and workplaces and providing changing facilities to encourage people to cycle to work.

4.39 Development can also help promote good physical and mental health by creating streets, spaces and buildings which allow and encourage healthy lifestyles and take into account the amenity of occupiers, considering issues such as noise, access to open space and air quality. Applicants should consider how development will deliver health and well-being benefits with active design and should refer to Sport England's Active Design Guidance.

4.40 Polluted air, excessive smells, noise and strong vibrations are examples of environmental impacts that have an adverse impact on quality of life and health and well-being. Development must prevent unacceptable environmental impacts on existing and new users of building or its neighbours. The Council will utilise the Agent of Change principle, which places the burden on the applicant to ensure mitigation measures are included to safeguard future local amenity and ensures

HEALTH AND WELLBEING

development does not cause existing nearby uses from having to curtail their activities.

4.41 Chapter 15 of the NPPF summarises how developments should be prevented from contributing to unacceptable levels of environmental pollution and should help to improve local environmental conditions where feasible. Furthermore, the draft new London Plan policy SI1 requires all development proposals to be at least Air Quality Neutral, whilst Masterplans and development briefs for large-scale development proposals subject to an Environmental Impact Assessment should consider how local air quality can be improved across the area of the proposal as part of an air quality positive approach, where it will be necessary to demonstrate how proposals have considered ways to maximise benefits to local air quality, and what measures or design features will be put in place to reduce exposure to pollution, and how they will achieve this. When all measures to achieve Air Quality Neutral or Positive status have been exploited, financial contributions to offset the impact of the development on air quality may be considered as a final intervention. The process and calculation for this process will be set out in a forthcoming supplementary planning document.

4.42 Developments should not create new street canyons or introduce a building configuration that inhibits effective pollution dispersion. Development should be designed to be energy efficient, well insulated and positioned to minimise exposure to elevated levels of pollution by locating sensitive uses away from

existing or planned sources of air and noise pollution, unless appropriate mitigation is provided that can demonstrably reduce such pollution to acceptable limits. Other mitigation measure can also include: noise and vibration insulation; buffering between residential and commercial uses in the same building; provision of winter gardens and balconies; use of greenery to buffer streets; varying of building elevations; increased insulation around stations and limiting direct openings between building uses and stations; buffering rail corridors through planting or use of screens; and locating internal uses in buildings adjacent to rail and industrial sites that are less affected by noise.

4.43 In June 2019, the Council declared a climate emergency. The Council continues to work toward addressing the on-going climate crisis through the various work streams set out in its Climate Emergency Action Plan (2020). The policies contained within this Plan should be read in conjunction with adopted strategic Local Plan (2015) policies EQ1 Energy and Carbon Reduction, EQ2 Sustainable Design and Construction and EQ3 Flood Risk and Surface Water Management (and any subsequent policies), as well as all relevant London Plan policies.

4.44 The draft new London Plan Policy S1 (Developing London's Social Infrastructure) outlines how boroughs should proactively plan for the provision of social infrastructure and ensure that development proposals provide high quality, inclusive social



HEALTH AND WELLBEING

infrastructure to address local need. Social infrastructure includes schools, healthcare, library provision, community centres, sports and leisure centres, childcare facilities, emergency services facilities and community recycling centres.

4.45 Policy S2 (Health and Social Care Facilities) states that boroughs should work with key partners to identify and address significant health issues facing their areas. It outlines how the delivery of new or enhanced high-quality health facilities should be supported.

4.46 New development in the borough needs to be supported by health and social infrastructure to ensure residents have access to facilities and services that they may require at every stage of their lives. Facilities should be accessible to all and should be easily reached by walking, cycling or public transport. A key role of this Local Plan Review is to ensure an integrated approach to health and wellbeing planning. Measures set out in these policies play a key part in promoting health and wellbeing and addressing health inequalities in the borough.

4.47 It is the Council's vision that growth in the Great West Corridor will help to tackle health inequalities. This will be achieved by the quality, design and location of buildings; improving the accessibility of social infrastructure; high quality green infrastructure and play spaces; minimising car parking and traffic generation, and taking a Healthy Streets approach to improving the provision of public transportation, pedestrian and cycle networks.

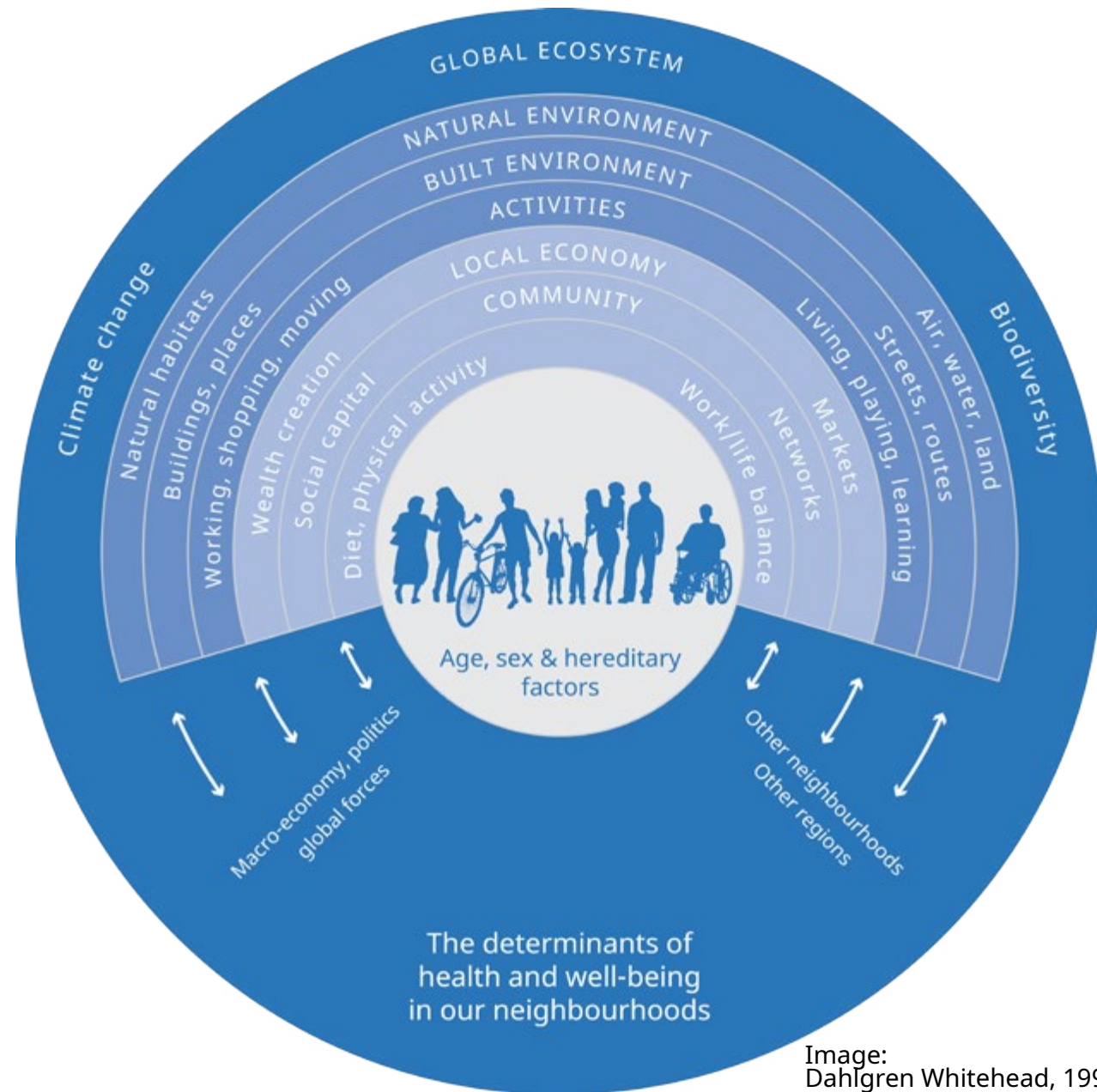


Image: DahlGren Whitehead, 1992

OPEN SPACE AND GREEN INFRASTRUCTURE

WHERE WE ARE NOW

1. Within the study area there are two parks, these are Carville Hall Park and Boston Manor Park. However, access to these spaces is restricted due to the M4/A4 corridor which limits movement in a north - south direction.
2. The wider area surrounding the GWC is unique in its number of historic parks and gardens including Gunnersbury Park; Syon Park; Osterley Park; and The Royal Botanic Gardens Kew. These protected sites are planned landscapes which have historical significance and generally include one or more listed buildings. These sites have the added protection of being located within conservation areas.
3. Many of the open spaces both within and beyond the study area have outdoor play facilities, however pressure on existing open spaces, play and sports areas are likely to increase with the levels of growth planned for this opportunity area.
4. There are several Sites of Importance for Nature Conservation (SINCs) within the study area including areas within Boston Manor Park, Wyke Green Golf Course, alongside the Grand Union Canal / River Brent and a linear area along Hounslow Loop's rail sidings. Other significant SINC areas outside of the study area can be found in Gunnersbury Park.

5. Much of the open space both within and in close proximity to the study area is designated as Metropolitan Open Land. This includes Osterley Park, Boston Manor Park, Carville Hall Park, Syon Park, Gunnersbury Park together with land alongside the River Thames (Dukes Meadows and Thames).

WHAT WE WANT TO ACHIEVE

STRATEGIC OBJECTIVE 10

To protect and enhance the quality, accessibility and function of green infrastructure and open spaces, whilst improving the ecology of the area and ensuring an overall net gain in biodiversity.

STRATEGIC OBJECTIVE 11

To establish a well-connected and continuous green corridor that strategically links green infrastructure and open spaces with neighbourhoods and workplaces.



OPEN SPACE AND GREEN INFRASTRUCTURE

HOW WE ARE GOING TO ACHIEVE THIS:

POLICY GWC₄ OPEN SPACE AND GREEN INFRASTRUCTURE

Our approach

The Council is committed to working with strategic partners, stakeholders and developers to protect and enhance existing open space and establish a well-connected and continuous green and blue network that strategically links green open spaces, public squares and rivers with neighbourhoods and workplaces to enhance biodiversity and opportunities for relaxation, recreation and a healthy lifestyle.

We will achieve this by:

- (a) Protecting the quality, heritage and ecological value, tranquillity and amenity of the extent of Metropolitan Open Land, registered parks and open spaces in and around the area.
- (b) Improving access and links to and through open spaces connecting parks, public squares, rivers and canals with neighbourhoods and workplaces to encourage walking and cycling.

- (c) Protecting and improving the quality, function, activities and offer of open spaces in and around the area and ensuring that these spaces are not compromised when additional facilities are proposed.
- (d) Maximising opportunities for street tree planting, green roofs, green walls and urban greening to assist urban cooling in a changing climate.
- (e) Increasing provision and improving the facilities and range of offer including leisure, recreation, play, sports, arts, cultural and entertainment facilities at Boston Manor Park, Carville Hall Parks and Gunnersbury Park.
- (f) Safeguarding and improving watercourses, ground water quality and Principal Aquifers, in and around the Great West Corridor in line with the Water Framework Directive and Thames River Basin Management Plan
- (g) Improving waterfront accessibility through towpath improvements and proposals that will successfully integrate the area's existing green and blue infrastructure with the wider

network, including River Brent/Grand Union Canal, Boston Manor Park, Gunnersbury Park, Thames River, the All London Green Grid and Blue-Ribbon Network.

- (h) Protecting and enhancing Sites of Importance for Nature Conservation (SINC), priority habitats and other ecological features outside of the SINC's network, to create a net gain in biodiversity in surrounding areas such as Boston Manor Park, Gunnersbury Park, the area along the Grand Union Canal/ River Brent and a linear area along Hounslow Loop's rail sidings.

The Council will expect development proposals to:

- (i) Improve the overall green coverage and biodiversity of the area by including urban greening from the beginning of the design process, with development proposals demonstrating an urban greening factor target score of 0.2 for predominantly industrial development, 0.3 for mixed employment and commercial development and 0.4 for predominately residential

OPEN SPACE AND GREEN INFRASTRUCTURE

development. Measures could include:

- I. the planting of mature or semi-mature trees on site and along street;
 - II. providing green surface coverage which is ecologically appropriate and provides benefits for wildlife;
 - III. incorporating climate change adaptation measures, including Sustainable Urban Drainage systems (SuDs) and urban heat island mitigation; and
 - IV. creating living roofs and walls which will help improve the thermal performance of the building, mitigate air and noise pollution, and enhance the image of the corridor by softening the harsh environment.
- (j) Overcome the fragmentation of the area by creating green corridors, better connections and integration with the wider green infrastructure network as set out in figure 4.7 below.
- (k) Achieve at least a 10% net gain in biodiversity in line with industry good practice principles by:
- I. demonstrating that the mitigation hierarchy has been applied to minimise development impacts;
 - II. applying a recognised metric for quantifying biodiversity losses and gains that is proportionate to the size of the project e.g. the Defra metric
- III. considering how gains will support local biodiversity priorities;
 - IV. demonstrating how these gains will be maintained and protected for the lifetime of the development.
- (l) Contribute towards improving the quality, function and offer of existing open spaces and the delivery of new high-quality publicly accessible squares and open spaces at:
- I. Tesco Site - green public open space and watergarden;
 - II. Gillette - a green public open space;
 - III. West Cross Campus quarter - green public open space and public plaza outside Golden Mile Station;
 - IV. River Brent Quarter - enhanced open space along the Brent River and integration of existing open space to the south of the railway (to back of Robin Grove); and
 - V. Brentford Stadium Quarter - new station plaza outside proposed Lionel Road Station, green public open spaces at Capital Interchange Way and B&Q site.

WE ARE TAKING THIS APPROACH BECAUSE:

4.48 Green Infrastructure is a network of multi-functional green space and other green features, which can deliver quality of life and environmental benefits for communities. It includes parks, open spaces, playing fields, woodlands, street trees, allotments, gardens, green roofs and walls; sustainable drainage systems (SuDS) and civic spaces such as public squares. It also includes rivers, streams, canals and other water bodies, sometimes called blue infrastructure.

4.49 Much of the green Infrastructure and open spaces both within and in close proximity to Great West Corridor are designated as Metropolitan Open Land, however access to these spaces are restricted due to the M4/A4 corridor which limits movement in a north - south direction.

4.50 Within the area there are two parks, these are Carville Hall Park and Boston Manor Park. In close proximity to the Great West Corridor are a number of large historic parks and gardens. These protected sites are planned landscapes which have historical significance and generally include one or more listed buildings and are also registered parks. These include: Gunnersbury Park, Syon Park, Osterley Park and The Royal Botanic Gardens, Kew. The River Brent / Grand Union Canal passes through the area and the river Thames is nearby

4.51 These green infrastructure and open spaces serve a number of purposes:

OPEN SPACE AND GREEN INFRASTRUCTURE

- They form part of an essential network of integrated spaces and features, that is multi-functional in that it provides multiple benefits simultaneously;
- They offer attractive environmental qualities and amenities and encourage social, cultural and recreational outdoor activities for the local workforce and residential communities of all ages;
- They contribute to the GWC heritage value, visual character, recreational opportunities, tranquillity, and amenity qualities;
- They provide an attractive setting for adjoining uses and enhance property values.

4.52 The functions and benefits that our green and blue assets bring are diverse and include climate change adaptation, health and well-being benefits, improving air quality, sport, leisure, recreation and play, landscape and heritage conservation, education, biodiversity and ecological resilience. Figure 4.7 identifies these assets both within and surrounding the GWC area, including Metropolitan Open Land and Sites of Importance for Nature Conservation (SINCs). The Council will protect and safeguard these spaces and support proposals for improved access and sensitive enhancements to listed buildings and structures.

4.53 London is supported by an existing network of green infrastructure and open space, known as the 'All London Green Grid' and 'Blue Ribbon Network'. The Council will work with stakeholders and neighbouring local authorities to ensure that a coordinated approach is taken to link green infrastructure and

open space improvements in the corridor to the wider London green grid and blue network.

4.54 The best developments embed green infrastructure and open space in a way that enhances its value, enriches its biodiversity and achieves wider benefits of greening such as climate resilience, enhanced amenity and improved well-being. Applicants will be required to deliver the green infrastructure and open space proposals shown in figure 4.7 and identified in the Great West Corridor masterplan and emerging green infrastructure strategy and parks masterplans. This will be achieved by contributing to and/or delivering new public open space and green grid of streets that will link the network of new and existing open spaces together, by providing safe and accessible pedestrian and cycle routes between open spaces. These local streets will form an integrated network that should be tree lined, incorporate urban greening measures, to support the delivery of nature corridors and surface-based SuDS, including bio-swales and rain gardens where appropriate.

4.55 Providing high quality new green infrastructure and accessible open space can be challenging in high density-built environment where particular consideration will need to be given to providing adequate sunlight and daylight into new open spaces, to ensure they are of a high quality that will provide residents with meaningful open space. To address this, applicants will be expected to consider green infrastructure and open space provision identified in the Great West Corridor Masterplan early in the design process, in terms of its

spatial layout, functionality, quality of design and microclimate and long-term management arrangements.

4.56 The draft new London Plan policy G6 requires development proposals to secure net gain in biodiversity and Paragraph 171 of the NPPF requires development plans to enhance natural capital, and where adequate mitigation measures are not possible, compensatory measures may be appropriate, which achieve a net gain for biodiversity. The availability of compensatory measures will be a material consideration in the determination of development proposals. Ecological impacts will be quantified by utilising and taking into account the DEFRA emerging Biodiversity Metric where appropriate.

4.57 Applicants are also required to demonstrate how their scheme will achieve the Urban Greening Factor targets in line with draft new London Plan policy G5. This approach aims to secure a minimum amount of green cover on every development site, and to minimise the degree of sealed or paved surfaces in development. In order to optimise green infrastructure provision, applicants should score their proposed green infrastructure against the Urban Greening Factor criteria. Developments should seek to achieve the targets set out in the most up-to date mayoral policy or guidance, which at the time of this Local Plan's publication are a score 0.2 for predominantly industrial development, 0.3 for predominantly commercial development and 0.4 for predominantly residential development.





- Proposed**
- Pedestrian/cycle route
 - Pedestrian/cycle bridge
 - New public space
 - GWC public realm improvements
 - Other Corridor improvements
 - Clean Air Routes
 - Boston Manor board walk
 - River walk
 - North-south pedestrian routes
 - Cycleway g
 - School
 - Leisure centre

- Context**
- London Borough of Hounslow boundary
 - Great West Corridor boundary
 - Metropolitan Open Land
 - Local Open Space
 - Site of Importance for Nature Conservation (S)
 - Local Nature Reserve
 - Local Green Grid Strategic Corridor (River Brent Greenway/London Loop)
 - Waterbody

DESIGN AND HERITAGE

WHERE WE ARE NOW

1. The Great West Corridor and its immediate hinterland accommodate a number of outstanding heritage assets including the Royal Botanic Gardens Kew (World Heritage Site), Registered Parks and Gardens such as Gunnersbury Park, Syon Park, Osterley Park and Chiswick House, conservation areas and listed buildings. Within the Corridor, the concentration of listed Art Deco buildings provide distinctiveness and character. However, the quality of the streets, spaces and public realm within the area has degraded over time and now needs improvement. The raised structure of the M4 creates a poor environment and awkward leftover spaces. Overall the area feels fragmented and does not convey a strong and positive identity as a business location or sense of place.

2. The high occurrence of existing digital advertisements on the elevated section of the M4, together with other visual stimuli has led to significant visual clutter along the M4. Similarly, in addition to their proliferation, the design, scale and size of advertising monoliths and totems along the corridor contribute to the dilution of the character of the area, particularly as it is experienced at a pedestrian scale along the A4.

3. The area is severed by the M4, A4 and the railway, which act as barriers to movement. Additionally, there are a limited number of crossing points over these routes. This problem is further exacerbated by the pattern of commercial development along the A4 corridor, which largely comprises of inward-looking estates with limited pedestrian or vehicular connections between them and the wider area beyond.

WHAT WE WANT TO ACHIEVE

STRATEGIC OBJECTIVE 12

To establish a coherent and high-quality built environment with a distinct character along the M4 and A4 corridors

STRATEGIC OBJECTIVE 13

To protect and celebrate our unique heritage and historic environment, while encouraging innovation and improving a sense of place

STRATEGIC OBJECTIVE 14

To establish a series of local places with their own strong characters and identities by ensuring that high-quality new development express distinctively their role and function, through their scale and form. Buildings should integrate with, respect and enhance the natural and historic environment within and around the corridor and on both sides of the Thames.



DESIGN AND HERITAGE

HOW WE ARE GOING TO ACHIEVE THIS:

POLICY GWC₅ DESIGN AND HERITAGE

Our approach

The Council will create a strong sense of place and identity for the Great West Corridor, through a urban design-led approach, which seeks to knit the Great West Corridor into its surroundings, whilst protecting and enhancing heritage assets within the Corridor and in the wider area, creating a memorable journey for those visiting, living and working within the Corridor.

We will achieve this by:

- (a) Working with developers, communities, partners and through the use of a Design Review Panel to encourage high quality, creative and contemporary design solutions to deliver liveable and connected places with their own strong characters and identities which reference the area's existing heritage and character.
- (b) Optimising redevelopment opportunities whilst respecting and enhancing the area's distinctive character and historic environment including designated and non-designated heritage assets and their setting.

- (c) Supporting Heritage trails and other community-led initiatives that aim to celebrate and enhance awareness of the area's history and encourage opportunities for informal recreation.
- (d) Promoting positive enhancements to the quality of the public realm including well-designed and generous pavements, landscaping, tree planting, a consistent palette of materials, furniture, public art, signage and lighting, as well as enhancements to the underside of the elevated M4 in line with the emerging borough character and design strategy.
- (e) Supporting the creation of vibrant and welcoming public squares at key locations which can help deliver a strong sense of place to the area that offer respite from the busy environment.

The Council will expect development proposals to:

- (f) Conserve, restore and enhance designated and non-designated heritage assets and their settings giving great weight to the assets' conservation. Harm should be avoided in the first instance, where proposals lead to:
 - I. less than substantial harm, this harm will have to weighed against the public benefits of the proposals including, where appropriate, securing its optimal viable use;
 - II. substantial harm, consent will be refused unless it can be demonstrated that the harm was necessary to achieve substantial public benefits that outweigh the harm.
- (g) Bring heritage assets back into meaningful use where they have been left empty, abandoned or underused, including using enabling development where appropriate and consistent with their conservation.

DESIGN AND HERITAGE

- (h) Respond to the area's sensitive heritage assets and important views and accord with Great West Corridor Masterplan heights and design framework which identifies indicative appropriate building heights, all of which should be subject to and dependent upon site specific testing:
- I. general building height parameters of 12 to 24 metres where appropriate to the local context;
 - II. clusters of (modestly scaled) tall buildings generally grouped around the focal buildings and ranging between 30 and 42 metres high (up to 65.5m AOD) at Wyke Green Cluster (CL1); between 36 and 45 metres high (up to 61.5m AOD) at West Cross Campus (CL2); between 38 and 43 metres high (up to 51.2m AOD and 45.1m AOD at River Brent cluster (CL3); up to 42 metres high (up to 54.1m AOD) at London Gateway Cluster (CL4); between 36 and 45 metres high (up to 53.7m AOD) at Brentford Stadium West Cluster (CL5); and between 34 and 45 metres high (up to 55.5m AOD) at Brentford Stadium East Cluster (CL6) , as shown on Figure 4.10 and
 - III. focal buildings and local highpoints with heights parameters: FB1 (Golden Mile station) – up to 55

metres high (up to 70m AOD); LH1: up to 30 metres high (up to 53m AOD); LH2: up to 33 metres high (up to 43.4m AOD); FB2 (Brent River Gate) – up to 46 metres high (up to 53.2m AOD); FB3 (Mille site/London Gateway Anchor) – up to 68 metres high (up to 80m AOD); FB4 (Phoenix site) – up to 48.5 metres high (up to 60m AOD); FB5 (Lionel Road station) – up to 53.5 metres high (up to 62m AOD); FB6 (Capital Interchange Way) – up to 51.5 metres high (up to 62m AOD); FB7 (Citadel site) – up to 50 metres high (up to 61m AOD); LH3: up to 36 metres high (up to 46.7m AOD).As shown on Figure 4.10.

- (i) Safeguard the historic integrity, character and appearance and avoid any further harm to the setting, views, significance, Outstanding Universal Value, and Buffer Zone of the Royal Botanic Gardens, Kew WHS, and other designated heritage assets and their setting these include statutory listed buildings and structures, Registered Parks and Gardens and conservation areas.
- (j) Include good design measures to optimise land use and mitigate against potential impacts between co-location of employment and residential uses in line with the Agent of Change

principle.

- (k) Be subject to a high quality and comprehensive design review process and demonstrate that they:
 - I. have a positive relationship to the surrounding townscape context in terms of scale, streetscape and built form;
 - II. are of the highest quality of architectural design and materials which contributes positively to the built heritage and image of the borough;
 - III. have full regard to the significance of designated and non-designated heritage assets including the setting of, and views to and from, such assets;
 - IV. interact positively with the public realm and enhances the permeability of the area;
 - V. are of a sustainable design and construction, including minimising energy use and the risk of overheating through passive design measures, and the design allows for adaptation of the space in order to meet or exceed the on-site carbon emissions targets set out in the draft new London Plan energy hierarchy;

DESIGN AND HERITAGE

- VI. have full regard to circular economy principles in the design and implementation of energy (including heating and cooling), water and waste infrastructure as set out in draft new London Plan;
 - VII. do not have a detrimental impact on the local environment in terms of microclimate, overshadowing, light spillage and vehicle movements;
 - VIII. respect the principles of Accessible and Inclusive Design and Secured by Design;
 - IX. are comprehensively designed to ensure that tall buildings in clusters create a variety of heights within the guidelines to support a lively skyline and moderating height where appropriate; and
 - X. have an appropriate designed base which provides ground floor activity.
- (l) Provide a balanced approach between security and design of development that maximises buildings' resilience and fire safety in accordance with the latest Building Regulations and draft new London Plan policies. Applications for development above 25 metres containing 1 or more flats should submit the outcomes of Gateway one consultation with a Joint Competence Authority.
- (m) Contribute positively to the delivery of Healthy Streets and a high quality, inclusive, accessible public realm by:
- I. ensuring the design of the public realm is an integral part of the scheme's design;
 - II. ensuring a coordinated approach between sites to provide setbacks and maintain a consistent building line to improve existing public realm and provide new public realm that facilitate soft landscaping, urban greening and better animation of street scape;
 - III. delivering public realm that responds to and enhances positive aspects of the character of the area and activates unused land such as the underside of M4 viaduct;
 - IV. Requiring a well-designed public square at key locations which are sheltered from road noise, have a sunny aspect, offer a range of public space amenities, and are overlooked by development and animated by active ground floor uses;
 - V. supporting the activation of the public realm by maximising the use of positive and / or active frontages; and
- VI. using coordinated high-quality durable, adaptable and sustainable materials, finishes and details.
- (n) Supporting development that responds to the area's sensitive heritage locations and important views by delivering a high standard of design of signs and advertisements that will make a positive contribution to amenity or public safety by being sensitively designed in terms of their size, location and degree of illumination, their impact on the local context, street-scene, the building on which some are displayed, designated and non-designated heritage assets, including their settings and wider townscape.

DESIGN AND HERITAGE

WE ARE TAKING THIS APPROACH BECAUSE:

4.58 National Planning Policy and Guidance encourages the delivery of sustainable developments that contribute to building a strong, responsive and competitive economy; support vibrant and healthy communities; and contribute to protecting and enhancing our natural, built and historic environment.

4.59 Paragraph 124 of the NPPF identifies that good design is a key aspect of sustainable development. Paragraph 125 of the NPPF states that “design policies should be developed with local communities so that they reflect local aspirations and are grounded in an understanding of each area’s defining characteristics.” Paragraph 127 of the NPPF states that planning policies and decision should ensure that developments:

- a) Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b) Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- c) Are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) Establish or maintain a strong sense of place, using the arrangement of streets, spaces, buildings types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) Optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users, and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

4.60 The legislation is supported by the NPPF where there is a presumption in favour of sustainable development and the desirability of new development making a positive contribution to local character and distinctiveness (Paragraph 185). Paragraph 193 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. The NPPF also sets out at paragraph 194 that substantial harm to Grade II heritage assets should be exceptional. For any assets of higher significance than Grade II substantial harm should be “wholly exceptional.”

4.61 Draft new London Plan Policies D1 (London’s form and characteristics) and D4

(Delivering good design) work together to embed good design principles from the outset of the design process and ensure these are carried through to the completion of a development. Change is a fundamental characteristic of the fabric of London and it is possible to respect the character of an area and accommodate change within that area. Opportunities for change and transformation, through new building forms and typologies, should be informed by an understanding of a place’s distinctive character, recognising that not all elements of a place are special and valued. Policies D1-D9 have also informed our policies.

4.62 The Corridor has a rich heritage, and the rhythm of notable buildings accentuating the route is a unique feature of the corridor and provides interest and distinctiveness to the Great West Corridor, particularly the Golden Mile stretch. Along the corridor, there are competing pressures to develop the area and conserve the heritage of the corridor. The two are not irreconcilable, but recent applications have shown the need for a greater masterplanning and design guidance so that these two aspirations complement rather than clash with each other.

4.63 Pedestrian severance and obstacles are perhaps the most defining feature of the public realm in the Corridor. The Council has identified and addresses these issues in the Great West Corridor Masterplan Study and envisages the use of this plan to provide a high-quality public realm for walking and

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cycling with new connections, a choice of routes, a joined-up network of paths and quiet routes, and an attractive and safe environment.

4.64 The draft new London Plan Policy D9 (Tall Buildings), is the primary policy with regard to tall buildings. It states that tall buildings should be part of a plan-led approach and that local authorities should identify in Development Plans, locations where tall buildings are appropriate in principle and indicate general building heights that would be appropriate where a local definition of tall buildings has not been determined, the Tall Buildings policy (D9) applies to buildings over 25m in the Thames Policy Area, and above 30m elsewhere in London.

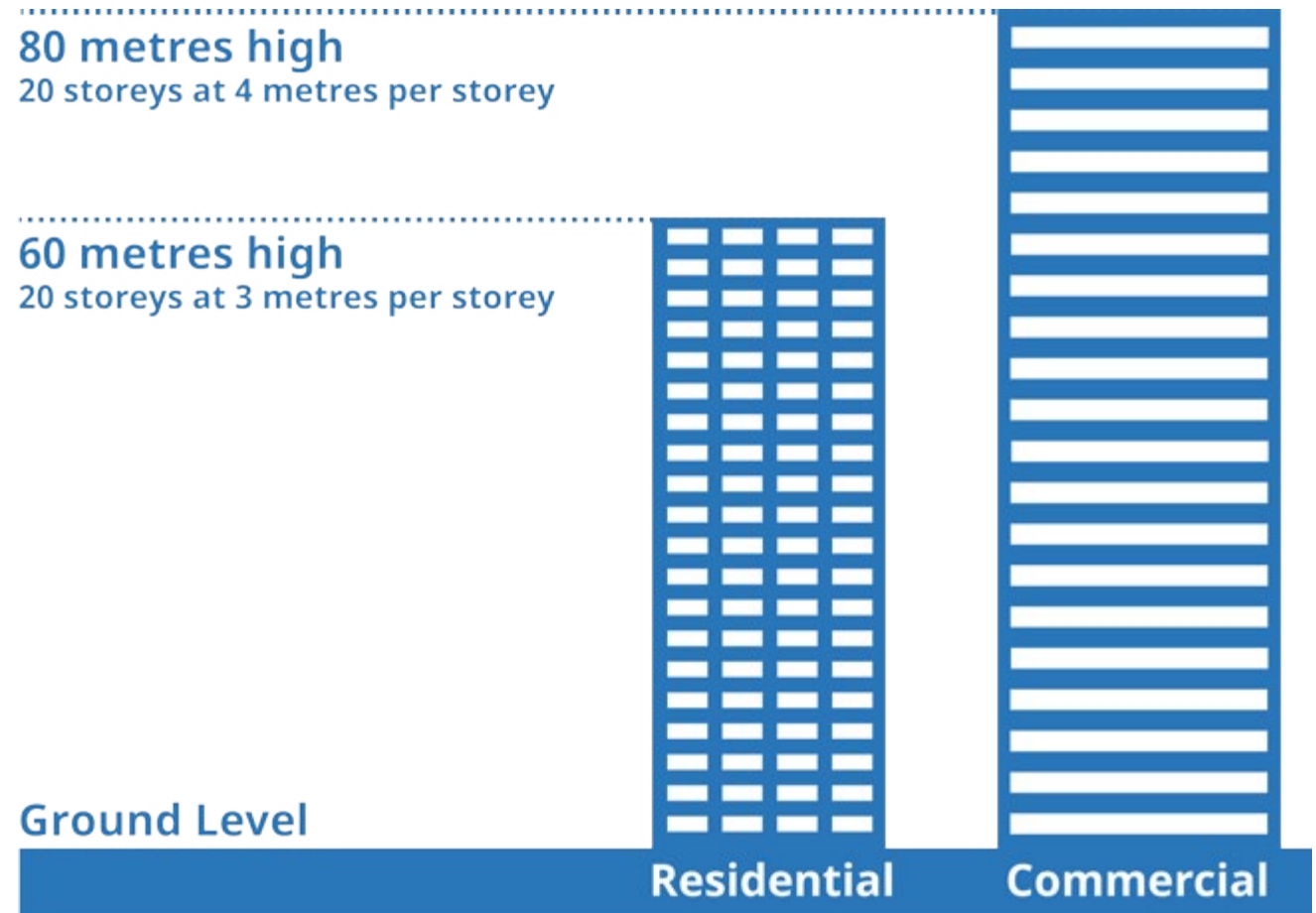
4.65 Policy D9 B requires that tall buildings should be part of a plan-led approach to changing or developing an area. Boroughs should identify on maps in Development Plans the locations where tall buildings will be an appropriate form of development in principle, and should indicate the general building heights that would be appropriate, taking account of:

1. the visual, functional, environmental and cumulative impacts of tall buildings (set out in part C);
2. their potential contribution to new homes, economic growth and regeneration;
3. the public transport connectivity of different locations.

80 metres high
20 storeys at 4 metres per storey

60 metres high
20 storeys at 3 metres per storey

Ground Level



4.66 For the Great West Corridor, the following background papers have been used to inform the design and heritage policies and the appropriateness of a location for tall buildings:

- Conservation Area Appraisals and State-

ments

- Borough Context and Character Study
- Royal Botanic Gardens, Kew Management Plan
- Great West Corridor Masterplan and Capac-

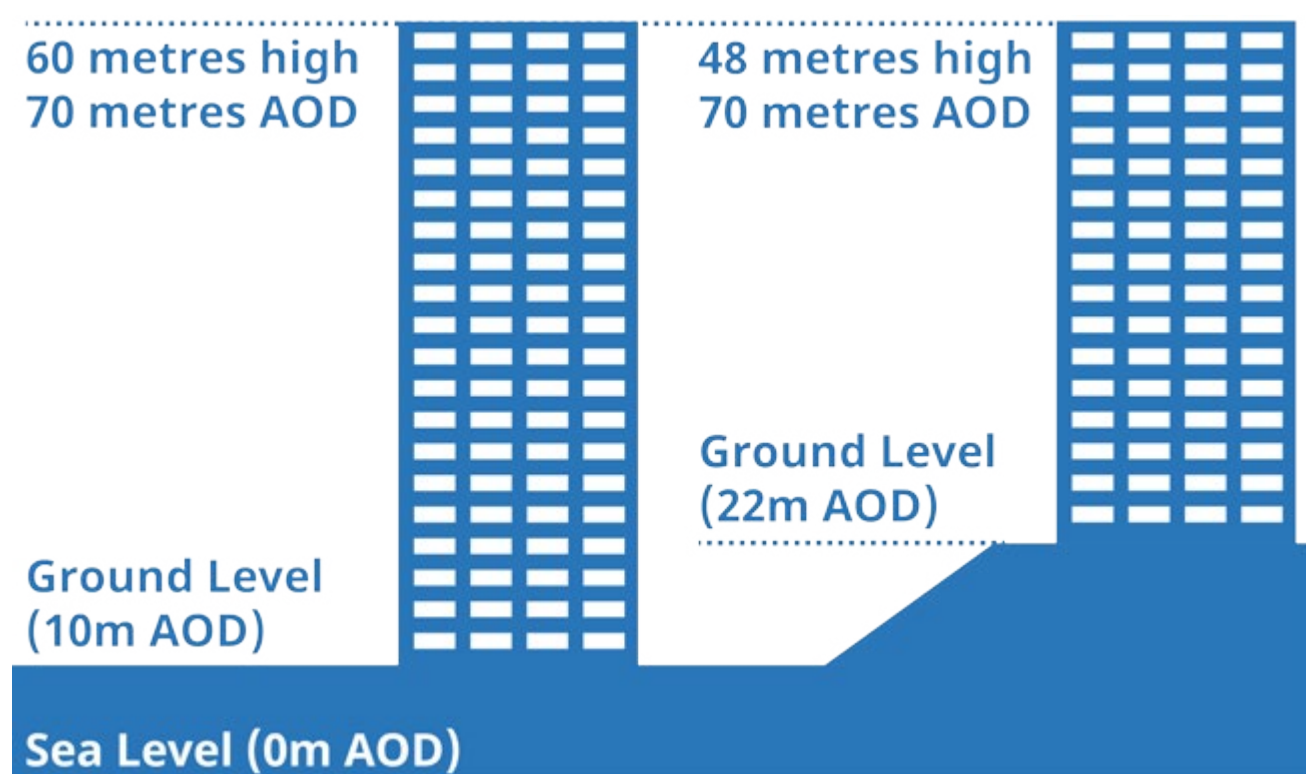
DESIGN AND HERITAGE

ity Study

4.67 The Council recognises that creating successful, vibrant urban environments is about design, compactness and density, not necessarily about the height of buildings. The density and spacing of buildings and their architectural quality are critical factors in creating well used public spaces and a coherent, attractive townscape. Applications will need to demonstrate that the design has responded to the principles established in the Great West Corridor Masterplan and Capacity Study and policy GWC5, major applications should be subject to a process of design review with a panel of recognised experts in the urban design and architecture field scrutinising and helping to shape the final designs, in addition to the Council's advice.

4.68 In the GWC plan heights of buildings are given in metres as this is dependent on the type and mix of uses, (one storey equates to a floor height of 4 metres for commercial uses and 3 metres for residential uses). Any tall building proposal along the corridor will be required to be of the highest quality design and will need to demonstrate how its potential impacts on designated heritage assets and the skyline has been tested, considered and appropriately mitigated.

4.69 AOD stands for 'above ordnance datum'. AOD heights in the document (ie. 65m AOD) indicate the total height of the building/structure above sea level (which is a sum of the above sea level height of the land where



the building stands and the height of the building on its own), while the building heights (ie. 45m high) indicate the height of the building on its own (ie. from the lowest point above the ground to its highest point). Figure 4.9 shows that buildings of different height can be of the same AOD height, depending on the terrain.

4.70 Local planning authorities are required, under Section 72 of the Planning (Listed

Buildings and Conservation Areas) Act 1990, to have special regard towards the preservation or enhancement of the character or appearance of Conservation Areas. Under Sections 16 and 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 authorities must have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. The legislation is supported by the NPPF where

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there is a presumption in favour of sustainable development and the desirability of new development making a positive contribution to local character and distinctiveness (Paragraph 185). Paragraph 193 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The NPPF also sets out at paragraph 194 that substantial harm to heritage assets should be exceptional, especially to assets of the highest significance, such as world heritage sites, scheduled monuments, grade II and II* listed building to which substantial harm should be "wholly exceptional."

4.71 The distinctive characters and historic environments of the Great West Corridor and surrounding areas are key assets, which need to be safeguarded and enhanced. We expect the views and setting of the surrounding conservation areas to be protected and enhanced, we will also expect the alterations and extensions to listed buildings to safeguard important or original fabric and relate sensitively to the architectural detail, materials and style of the original building and any later phases of work which contribute to significance. Applicants should identify and protect those elements which contribute to special interest. Historic fixtures and fittings can be at risk of damage or theft when buildings are vacant, undergoing work or on the market and applicants should consider how this risk will be managed. If such features are damaged or stolen, we will require their

reinstatement. In general, the best use for a listed building will be that for which it was built, and this will very often be part of its significance.

4.72 However, most listed buildings need to remain economically viable to be conserved in the long-term, and suitable and sensitive changes of use can help secure this. Where a change of use is proposed, the building should, so far as possible, be capable of being converted into the new use without harmful extensions or modifications, with particular consideration given to issues such as fire protection, sound proofing, floor loadings, servicing and access.

4.73 The Royal Botanic Gardens, Kew WHS is a designated heritage asset of international importance, it is of the highest level of significance and must be afforded the highest level of protection and its preservation be given maximum weight possible in the planning process. Applicants will need to ensure that the design of schemes avoids any further harm to the setting, views including winter views, significance, Outstanding Universal Value, and Buffer Zone of Kew WHS (by siting development on or below the tree/building line).

4.74 Applicants will need to ensure the significance of heritage assets and impact of proposals have been fully assessed and understood. In the first instance, harm to their significance should be avoided. Any

harm will require full justification, taking into account the significance of the asset, its designation, the degree of harm caused (whether substantial or less than substantial), alternatives which have been considered, any public benefits (which may include heritage benefits) and the circumstances of the case. A heritage statement is usually required where development will affect heritage assets. Information submitted should be proportionate to the asset's significance and the scale and potential impact of proposals.

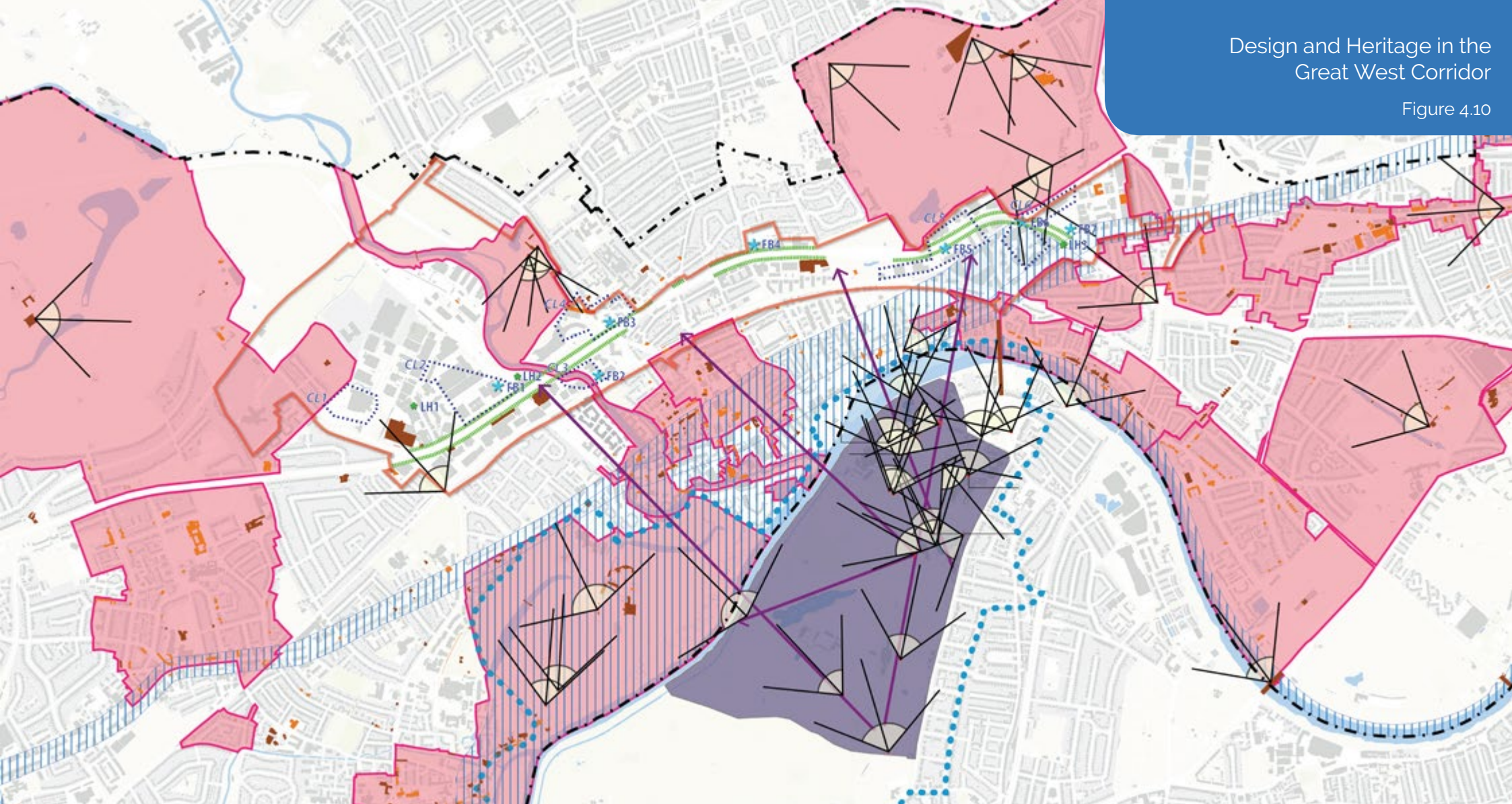
4.75 The Great West Road and the M4 above stretching from Chiswick through to Brentford already have a significant number of tall advertisement structures. Although they play a role in providing information, control of signs and advertisements is important as they can have significant impacts on the quality and appearance of the street scene. They may also affect amenity and public safety, including highway safety, and can damage the appearance of the streetscape and the architectural integrity of our built environment. On the other hand, properly planned, executed and managed, advertising can enhance peoples' experience of the public realm. We will work with the industry to find ways of ensuring the most is made of the positive aspects. Careful consideration will be given to the size, location, materials, details, and method of illumination of proposed signs and advertisements together with the impact they will have on the architectural features of the building upon which some are fixed.

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4.76 The Council recognised that commercial advertising on shrouds, hoardings and totems along with the high level and temporary advertisements may cause harm to visual amenity and can have a particularly detrimental effect on surrounding townscape and the pedestrian and cycling experience along the A4. The luminosity or visual impact because of intensity/frequency of any digital display is also a significant factor. The Council recognises that well designed and carefully located advertising, branding and signage can contribute to the creation of a vibrant commercial image and positive approach to focussed inward investment and regeneration to parts of the Borough.

4.77 The Great West Corridor which traditionally has been an employment area and includes areas of an industrial character, is going to be a home for a greater mix of uses, combining employment uses with residential and other uses, such as cafes and restaurants, local shops, services and leisure uses. The proposed mix of uses would generate vibrancy, footfall and animation especially around transport nodes, and enhance the offer and amenities for people working and living in the area. The draft new London Plan introduces the Agent of Change principle which places the responsibility for mitigation against noise and other impacts on the new sensitive uses. The onus will be on the development of the new housing stock to ensure that new homes and residents do not prejudice existing uses, but also ensure that homes are liveable and enjoyable for their occupants.



Context

- London Borough of Hounslow boundary
- Great West Corridor boundary
- Archaeological Priority Area
- Conservation Area
- Listed Buildings
- Locally Listed Buildings
- World Heritage Site

- World Heritage Site buffer zone
- Waterbody
- Panoramic view
- Linear view
- Proposed Local Highpoint
- Proposed Focal Building

Tall Building Clusters

- CL1 Wyke Green
- CL2 Golden Mile Station Quarter
- CL3 Brent River
- CL4 London Gateway
- CL5 Brentford Stadium West
- CL6 Brentford Stadium East
- Building Set Backs for Soft Landscaping Improvements

CONNECTING PEOPLE AND PLACES

WHERE WE ARE NOW

1. Except for core areas such as Brentford town centre, Chiswick town centre and Brentford East (GWC East), public transport services and accessibility are generally poor across the area. PTALs range from 2 in the west and central areas to 4 in the east where accessibility is increased as a result of the proximity and connectivity of Kew Bridge and Gunnersbury stations as well as the convergence of several bus routes.
2. The rail and tube networks provide radial links but orbital links are poor. Gunnersbury at the eastern end of the area is on the London Overground line and provides the only orbital rail link. The Hounslow Loop (South Western Railway) runs to the south of the Great West Road with Kew Bridge Station at the eastern end of the Opportunity Area, and Brentford and Syon Lane stations to the south but with limited connectivity.
3. The bus network is limited with only one route serving the A4 corridor directly and north-south links limited and not particularly attractive to potential users. As a result, there are several private bus schemes that connect certain businesses located in the Corridor with transport hubs across West London, improving the connectivity of these businesses, but not benefiting the wider area.
4. There is one Underground Station within the Opportunity Area, Gunnersbury (District Line and Overground), which is located at its eastern end. The Piccadilly Line parallels the corridor to the north and there are several other Underground stations on this line that

have the potential to serve the area. These are Osterley to the west, and Boston Manor, Northfields and South Ealing which are located to the north on roads that intersect with Great West Road. All of these stations are distant and poorly located for many of the existing businesses and development sites along the A4 corridor.

5. Pedestrian and cycling infrastructure is of poor quality and the area is car dominated, making active travel a less attractive option for people moving within the corridor and to surrounding areas.
6. There are accessibility and capacity issues at rail and Underground stations serving the corridor, with stations such as Syon Lane, Kew Bridge, Gunnersbury, Boston Manor and Osterley lacking step-free access. Ticket halls and platforms are limited in size by the nature of surrounding development constraining access to and within the stations.
7. Infrastructure barriers, such as the M4 and A4 corridors, the North Circular Road, rail lines, and large scale self-contained commercial developments create segregation and restrict movement and permeability within and through the area.
8. Existing road networks are nearing capacity and can be severely congested at peak times contributing to poor air quality in the area.

WHAT WE WANT TO ACHIEVE

STRATEGIC OBJECTIVE 15

To increase public transport options by supporting the delivery of strategic rail networks, enhanced bus services and improved connections to and from transport hubs and key local and strategic destinations.

STRATEGIC OBJECTIVE 16

To provide new and enhanced walking and cycling networks to encourage active travel and improve accessibility, connectivity, and ease of movement within the corridor, and between the corridor and key local destinations.

STRATEGIC OBJECTIVE 17

To support the use of sustainable car travel through the delivery of electric vehicle infrastructure, better car-sharing options and limited car-parking offers.

STRATEGIC OBJECTIVE 18

To promote ways to reduce the impact of construction, servicing, and delivery trips.

STRATEGIC OBJECTIVE 19

To positively meet our duties to deliver our strategic and local growth needs, linked to effective infrastructure planning and delivery.

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HOW WE ARE GOING TO ACHIEVE THIS:

POLICY GWC6 CONNECTING PEOPLE AND PLACES

Our approach

The Council is committed to working with strategic partners, stakeholders and developers to expand and enhance the Great West Corridor transport infrastructure, improve road safety, minimise car parking and implement measures that will be provide attractive alternatives to the private car in order to reduce car dependency in-turn helping to mitigate the impacts of growth on the environment.

We will achieve this by:

(a) Working with developers, partners and stakeholders to improve public transport services and infrastructure across Great West Corridor. The following schemes have been identified but this would not preclude other schemes that may come forward during the plan period:

I. actively supporting and safeguarding land for the delivery of a potential new Golden Mile Station (Brentford to Southall Crossrail Link) and Lionel Road Station (West London Orbital line);

II. improvements to London Underground and national rail stations serving the Corridor such as Gunnersbury, Osterley, Boston Manor, Brentford, Syon Lane and Kew Bridge stations to improve access for the mobility impaired and increase capacity for users arriving or dispersing at peak times;

III. improvements and extensions to existing bus services, routes, and infrastructure, and/or provision of new bus routes and infrastructure, including improvements to frequency and duration of services, bus priority measures, improved bus stops and real time information; and

IV. investigating the potential for Bus Rapid Transit along the A4 between Heathrow (or Hounslow) and Chiswick roundabout (or Gunnersbury station).

(b) Contributing to the London Plan's Healthy Streets approach to improve air quality, reduce congestion and deliver an attractive and safe public realm that promotes active travel to better connect the Great West Corridor

with surrounding stations, town centres, neighbourhoods, Kew Pier River and other key destinations. This could potentially be achieved by improving traffic controlled pedestrian crossings and walking and cycling facilities throughout the area, as shown in figure 4.11 and set out in the Local Implementation Plan.

(c) Working with key stakeholders to reduce traffic congestion and improve air quality, reduce noise pollution and pedestrian and cycle safety in traffic hotspots such as the Chiswick roundabout, the M4/A4 corridor and on orbital connector routes such as Ealing Road and North Circular Road.

(d) Contributing towards improved legibility and wayfinding including signage to landmarks, key infrastructure, transport nodes, green spaces, canal towpaths and other amenities (such as through TfL's Legible London).

(e) Working with Transport for London (TfL) and bus operators to develop zero exhaust emission bus services and routes along the Corridor.

(f) Seeking to reduce the impact of

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construction, servicing and delivery trips by promoting initiatives such as freight consolidation, last mile deliveries, use of electric vehicles, off-peak trips and alternative modes of transport.

- (g) Safeguarding railheads for aggregate distribution and encouraging the safe, reliable and efficient movement of freight through the Corridor. This can be done in a manner that balances the business needs with the passenger needs.

The Council expect development proposals to:

- (h) Be of a scale and nature appropriate to the location, particularly in relation to access by public transport and active travel modes with appropriate mitigation measures proposed and agreed with the Council.
- (i) Contribute towards the delivery of public transport, cycling and walking infrastructure and other changes to the highway network (to the satisfaction of the relevant Highway Authority) to accommodate changes to traffic levels and patterns as a result of the expected level of growth, whether through CIL, Section 106 contributions, or Section 278 works.
- (j) Improve walking and cycling infrastructure provision and network to and

from the Corridor by contributing to:

- I. increased permeability, connectivity and legibility of redeveloped sites;
- II. improvement of existing and creation of new walking routes and links from development to stations, surrounding neighbourhoods, open spaces, town centres and other key local destinations, ensuring they are adequately lit, creates step-free legible access and provides direct links to other pedestrian movement corridors;
- III. creation of new, and the improvement of existing, segregated cycle lanes along the A4/Great West Road, new north-south links to and from local town centres, surrounding neighbourhoods, stations, open spaces, and other key local destinations contributing to delivery of the Hounslow Priority Cycle Network;
- IV. creation of walking and cycling clean air routes parallel to the A4 that are safe and legible within site design; and
- V. provision of cycle parking in new developments and at key transport hubs, and stations that exceed the minimum design and space standards in accordance with the draft new London Plan standards, Lon-

don Cycle Design Standards (LCDS) and West London Cycle Parking Guidance.

- (k) Apply the Healthy Streets approach by providing an accessible and well-connected public realm with a hierarchy of routes defined an outward facing and vibrant street level frontage that provides activity and animation for street users. Development proposals will be required to demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with TfL guidance.
- (l) Improve public transport infrastructure and services in and to the Corridor by contributing to:
 - I. new rail services linking the area to key strategic destinations such as regional and national transport hubs and services, employment and residential areas to maximise opportunities for residents and employees of the area;
 - II. new access and public realm improvements outside underground and rail stations to encourage greater use of the train services;
 - III. safeguarding land required for improving existing and delivering new public transport services and infrastructure. Land and route alignments to implement new

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transport proposals including infrastructure that have a reasonable prospect of delivery will be safeguarded and incorporated into development proposals;

- IV. making stations accessible to wheelchair users;
 - V. improvements and extensions to existing and future bus network and infrastructure, including the range of interventions identified within the Infrastructure Delivery Plan (IDP) and Local Implementation Plan (LIP) to provide a comprehensive and coherent bus network in and to the area; and
 - VI. the roll out of low and zero emission buses.
- (m) Limit the provision of car parking where appropriate for the PTAL levels in the area, ensuring that parking is provided in full accordance with draft new London Plan policies. Development will also be expected to provide an adequate provision of spaces for disabled persons parking and active and passive charging facilities for EV or Ultra-Low Emissions vehicles as required by the Draft London Plan.
- (n) Provide appropriate on-site facilities to ensure that deliveries and servicing can be accommodated, taking into account

the increase in on-line deliveries. Developers will be expected to submit Delivery and Servicing Plans that consider measures such as low-emission, freight consolidation, last mile delivery modes and centralised delivery management and facilities.

- (o) Submit travel plans and Transport Assessments, where appropriate, that are in accordance with current TfL guidance that assess in detail the implications of new development, addressing issues such as congestion and road safety, promoting sustainable travel choices, proposing appropriate mitigation measures that places Healthy Streets and active travel at the heart of new development.
- (p) Manage construction to ensure that there is no significant impact on road safety or free-flow of traffic by submitting Construction Logistics Plans that are in full accordance with current TfL guidance.

WE ARE TAKING THIS APPROACH BECAUSE:

4.78 The Great West Corridor is a hub of economic activity that is an integral part of Hounslow's industrial and commercial economy. The area is going through a rejuvenation because of its Opportunity Area status and with renewed interest comes increased opportunity for growth and development of a more sustainable and mixed-use nature. Existing transport infrastructure is very car orientated and does not support the Council's vision of an integrated, sustainable transport network that is accessible by all. As outlined in the Local Plan Policy EC1, the Council is committed to securing investment in strategic transport connections along the Great West Corridor to enhance connectivity and accessibility to achieve the Borough's sustainability objectives. Potential new strategic public transport infrastructure such as the Brentford to Southall Crossrail Rail Link, the West London Orbital Line and bus rapid transit would greatly improve connectivity to, from and along the Great West Corridor and could help to reduce the reliance on car use. These transport infrastructure projects, along with improvements to existing bus services and stations, new pedestrian links, and cycling facilities, alongside reduced car parking, would support the objectives set out in the of draft new London Plan Transport policies by implementing a sustainable local transport network that favours public transport options to connect key business and residential areas.

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4.79 Much of the strategic infrastructure will require significant levels of funding that could not be borne by individual developments. The council will therefore seek to ensure that all developments contribute towards major infrastructure such as rail improvements or changes to the highway network, where their development would result in impacts that justify mitigation and where their residents, employees or customers would benefit. Where appropriate, individual developments will be expected to contribute to the cumulative delivery of infrastructure such as walking and cycle routes, public realm improvements or bus service and frequency improvements or infrastructure. Where specific impacts are identified in a Transport Assessment an applicant will be expected to deliver appropriate mitigation measures.

4.80 The Council's Local Implementation Plan 2019-2041 (LIP) outlines three high level objectives which seek to deliver the goals of the Mayors Transport Strategy in Hounslow. By prioritising active travel and public transport, the LIP presents a vision for a transport network that is:

- Healthy, Clean and Green;
- Safe; and
- Efficient

4.81 A key mechanism for increasing the number of people travelling actively is the adoption of the Healthy Streets approach for all projects in the public realm, whilst an efficient public transport network is seen as

the primary method of unlocking space for new homes and jobs. Safety underpins all the proposed measures and the LIP includes the adoption of the Mayor's ambitious 'Vision Zero' strategy which aims to eliminate deaths and serious injuries on the transport network by 2041.

4.82 In order to achieve this vision, the LIP outlines a number of significant transport projects that the council hopes to deliver within the plan period to meet these objectives. The LIP will help deliver the Great West Corridor policies by supporting the implementation of significant sustainable transport infrastructure alongside the enhancement of pedestrian and cycling facilities and parking restraint which will help encourage a shift away from private car use. This will also help reduce air pollution and transport related noise improving the liveability of the area.

4.83 As outlined in the LIP, the potential Brentford to Southall Crossrail Rail Link would improve public transport connectivity to the north by providing a fast link to destinations in the Thames Valley and into central London, as well as an alternative route to Heathrow Airport.

4.84 The potential West London Orbital Rail Link is a proposal to improve orbital rail links by extending Overground services from Hounslow to Hendon and West Hampstead via Old Oak Common where it would interchange with HS2 and Crossrail.



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4.85 These proposals support the TfL and GLA requirement to take into account sub-regional challenges identified in west London. Additionally, transport and connectivity objectives for the Great West Corridor aim to enhance east/west capacity and manage congestion, especially along the A4 and in town centres.

4.86 Other LIP proposals that relate to the plan area include providing step-free access at stations such as Gunnersbury, Osterley, Boston Manor, Kew Bridge and Syon Lane; and pedestrian and cycle improvements including a comprehensive cycle network.

4.87 The draft new London Plan Policy T1: Strategic Approach to Transport, highlights that enhancing connectivity and accessibility on existing and future transport networks is essential to maximising sustainable growth. It states that all development must ensure that any impacts are mitigated. A rebalancing of the transport system towards walking, cycling and public transport will help to facilitate a shift away from car dependency, is the only long-term solution to the road congestion, freeing up capacity on the road network for more essential trips. This policy highlights the Mayor's strategic target to shift travel in London so that 80% of all trips are made by foot, cycle or public transport.

4.88 Strategic transport improvements within or in the proximity of the GWC area would provide options for those travelling to and from the corridor to choose sustainable modes of travel. Securing public transport

infrastructure such as the potential Brentford to Southall Crossrail Rail Link and West London Orbital rail link, would align with the policy's objective of improving public transport connectivity to employment opportunities and creating a more integrated transport network that would improve orbital and radial trips within London and especially to and from the Great West Corridor. This would also enable the sustainable delivery of new homes, in line with Policy 21 of the Mayor's Transport Strategy (2018 MTS) as significantly more people would live within a 45-minute public transport radius of the employment hubs in the GWC. Policy T3 of the draft new London Plan states that land will be safeguarded to provide for enhancements to London's public and active transport networks. This plan will seek to safeguard potential sites for new stations and rail infrastructure.

4.89 Policy T2 Healthy Streets of the draft new London Plan promotes the application of the Mayor's Healthy Streets Approach to improve health through the built environment. The corridor faces challenges in this respect and the transport and connectivity policies set out in this plan aim to support a Healthy Streets Approach through improvements to the street environment, the cycle and pedestrian network, and the public transport network. Development will be expected to improve the balance of space given over to cars by creating legible, permeable routes for pedestrians and cyclists through and around development, encouraging an active street environment, and promote a modal shift towards active travel.



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4.90 Enhancement of existing pedestrian and cycle networks and the delivery of key new links within and through development sites in and around the Great West Corridor will increase permeability and promote community health. Policy T5 Cycling of the draft new London Plan supports the implementation of a strategic cycling links such as Cycleway 9 as well as improved local cycling facilities such as cycle parking.

4.91 This policy specifically highlights that in Opportunity Areas new and improved walking, cycling, and public transport networks should be planned at an early stage and delivery phased appropriately to support mode shift towards active and public transport. Designs for new and enhanced streets must deliver the Ten Healthy Streets Indicators.

4.92 It is important to assess the likely transport impact of new development, and in particular, consider the likely trip generation in relation to the capacity of the existing transport network and the impact on the environment. The cumulative impact of any neighbouring applications and the impact on neighbouring boroughs, should also be taken into account. The thresholds for requiring transport assessments/travel plans as well as guidance on their content are set out in the National Planning Policy Framework (NPPF) and will be further supplemented by new guidelines expected to be published by Transport for London in the near future. Transport for London has produced guidance on both

Construction Logistics Plans and Delivery and Service Plans. The council welcomes initiatives that reduce the impact of freight deliveries / servicing on residents and the local environment. It therefore supports, in principle, measures aimed at breaking down larger vehicle loads so that they can be carried by smaller, more sustainable vehicles and the provision of unattended delivery facilities in sustainable locations such as 'click and collect'.

4.93 Policy T4 of the draft new London Plan Assessing and Mitigating Transport Impacts states that where appropriate, mitigation, either through direct provision of , walking and cycling facilities and highways improvements or through financial contributions towards improving public transport provision, will be required to address any adverse transport impacts that are identified. Where the ability to absorb increased travel demand through active travel modes has been exhausted, existing public transport capacity is insufficient to allow for the travel generated by proposed developments, and no firm plans and funding exist for an increase in capacity to cater for the increased demand, planning permission may be contingent on the provision of necessary public transport and active travel infrastructure. The cumulative impacts of development on public transport and the road network capacity including walking and cycling, as well as associated effects on public health, should be taken into account and mitigated.

4.94 The Transport Study undertaken to

support the GWC Local Plan provides an indication of the future transport challenges associated with the cumulative growth in the area. The study has demonstrated that growth can be accommodated on the network and that the GWC can, in line with the aspirations set out in the MTS, become a place "where walking, cycling and green public transport become the most appealing and practical choices for many more journeys". The study has demonstrates that a range of mitigation measures are needed to ensure that the mode share and Healthy Streets aspirations set out in the MTS can be achieved within the GWC and developments coming forward in the area are expected to contribute towards a suitable package of measures.

4.95 Other draft new London Plan transport policies are also supported by this plan including reduced parking provision; infrastructure for electric vehicles; use of CIL, planning obligations and other legal agreements to deliver public transport infrastructure and service improvements; and the efficiency and coordination of freight and servicing trips. Development proposals will be expected to be in accordance with all of these policies to ensure that the provision of significant new housing and commercial development contributes to the delivery of a sustainable transport network. As outlined by the NPPF (2019) Paragraph 102, transport issues should be considered at the earliest stages of plan making and development. On a wider scale, ensuring that strategic development is a key consideration in the growth of the GWC area aligns with

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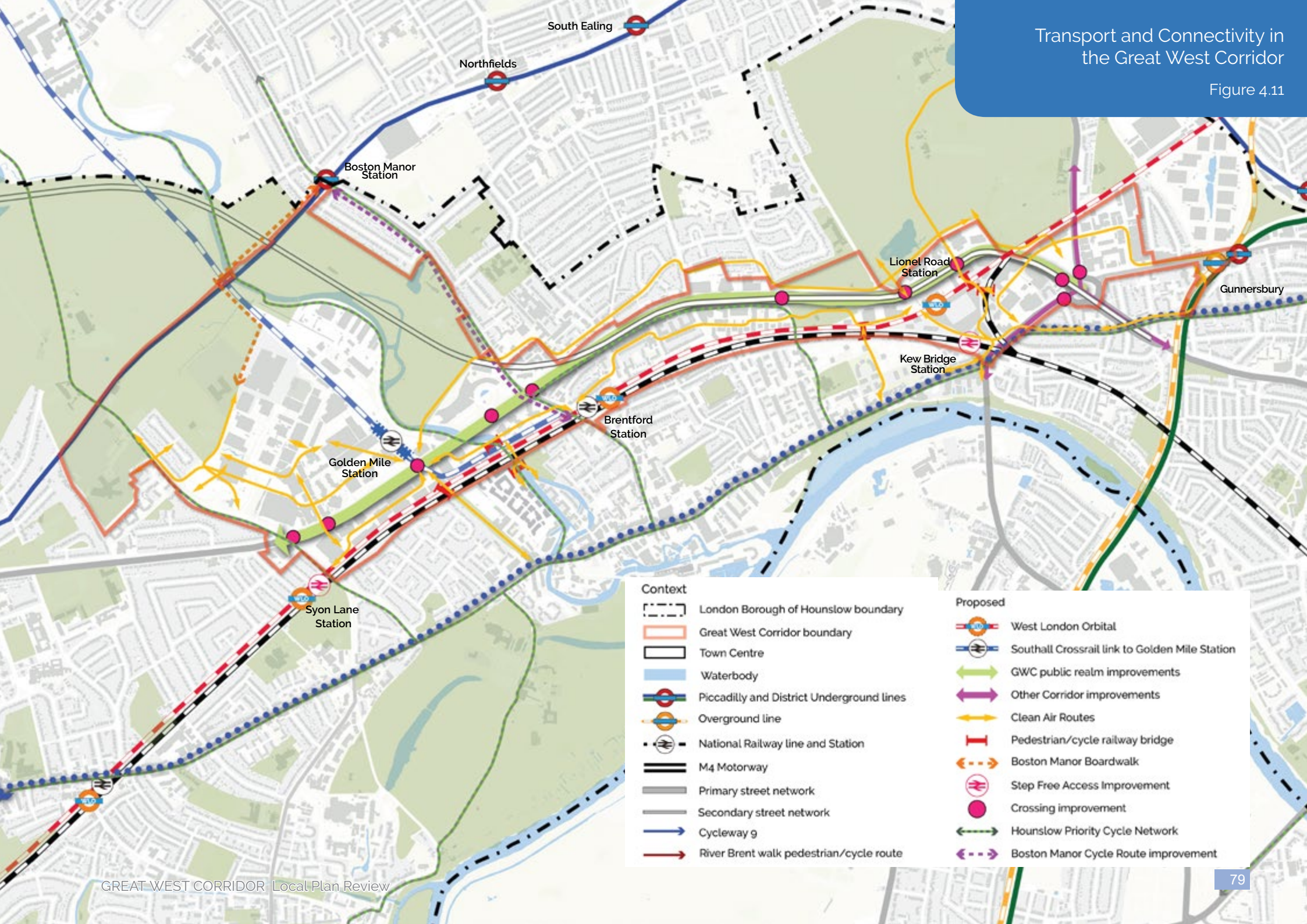
Paragraph 103 in the NPPF (2019) by actively managing patterns of growth in favour of sustainable development as described in NPPF Paragraph 8.

4.96 Great West Corridor has a high level of demand for freight, specifically light goods vehicles, the re-timing of deliveries, collections and servicing to avoid the busiest times of the day will bring significant safety, environmental and social benefits to residents, businesses and visitors. By spreading movements evenly throughout the day and reducing their noise impact, the efficiency and road safety of on-street loading areas will be improved, through reducing collisions and congestion. In addition, air quality improvements will occur as smoother traffic flow is enabled thereby freeing capacity on the road network to absorb more growth. Delivery and service plans associated with a development proposal should address the final stage in the movement of goods between a transport hub such as a distribution centre and the end destination, commonly known as the 'last mile', this stage of the delivery process should be viewed as an important part of the supply chain where significant environmental and efficiency gains can be made. Utilising electric vehicles for the last mile or consolidating loads are just a couple of examples of how the last mile can be made in a more sustainable way. This stage of the delivery process should be informed by the Mayor of London's Freight and Servicing Action Plan.

Image source: Lucy Saunders



Figure 4.11



Context		Proposed	
	London Borough of Hounslow boundary		West London Orbital
	Great West Corridor boundary		Southall Crossrail link to Golden Mile Station
	Town Centre		GWC public realm improvements
	Waterbody		Other Corridor improvements
	Piccadilly and District Underground lines		Clean Air Routes
	Overground line		Pedestrian/cycle railway bridge
	National Railway line and Station		Boston Manor Boardwalk
	M4 Motorway		Step Free Access Improvement
	Primary street network		Crossing improvement
	Secondary street network		Hounslow Priority Cycle Network
	Cycleway 9		Boston Manor Cycle Route improvement
	River Brent walk pedestrian/cycle route		



05 PLACES POLICIES



Places in the Great West Corridor

Figure 5.1



Figure 5.2

PLACES POLICIES

INTRODUCTION

5.0 The National Planning Policy Framework (NPPF) requires planning authorities to develop policies based on an understanding and evaluation of the defining characteristics and provide guidance for establishing a strong sense of place that responds to local character and history, while not reinventing or discouraging innovation.

5.1 The Plan provides spatial guidance that mainly focus on growth and regeneration in the west, central and east areas of the Great West Corridor that are distinctive in their own way with their own individual context and character.

5.2 The Council will respond to these individual characteristics to facilitate unique and special places which will accommodate the Council’s ambitious growth and investment plans of transforming the Great West Corridor (within the Creative Enterprise Zone) into a state of the art 21st Century Employment hubs of digital, media, broadcasting and professional services industries, supported by mixed use development, urban buzz, amenities, and with access to high quality open spaces and the rivers.

5.3 Policies in this chapter provide specific guidance for each place at a greater level of detail than the Strategic policies in Chapter 4.

5.4 The places have been defined by the existing character and context, future

potential, land ownership and in response to recommendations by the community and developers, where appropriate.

5.5 For each place, a vision, policies and diagram are provided. These are individual to each location but should be read in conjunction with other policies in the plan and the adopted Local Plan 2015.

5.6 The main objectives for the places polices will be to achieve good design that responds to the existing function, character and form of each place, their accessibility and relation with neighbouring areas, and their opportunities and capacity for change.

5.7 Place policies are accompanied by a series of site allocations that are likely to come forward for development and contribute to Great West Corridor Opportunity Area growth targets. Volume 2 Site Allocations set out minimum capacities for jobs and homes for these sites.





GREAT WEST CORRIDOR WEST

CONTEXT AND CHARACTER

5.8 The Great West Corridor West area extends between the River Brent and Gillette Corner and is the original 'Golden Mile' with several landmark Art Deco factory buildings, including the aforementioned Gillette Building, Coty Cosmetics Building and the JC Decaux headquarters lining the A4, with a variety of other building styles which include modern and glass clad office blocks. Office buildings are typically 3-5 storeys high, however there are some notably taller structures such as Great West House (17 storeys) and the GSK headquarters building. Buildings face onto the A4 corridor where they can take advantage of high levels of visibility from passing traffic.

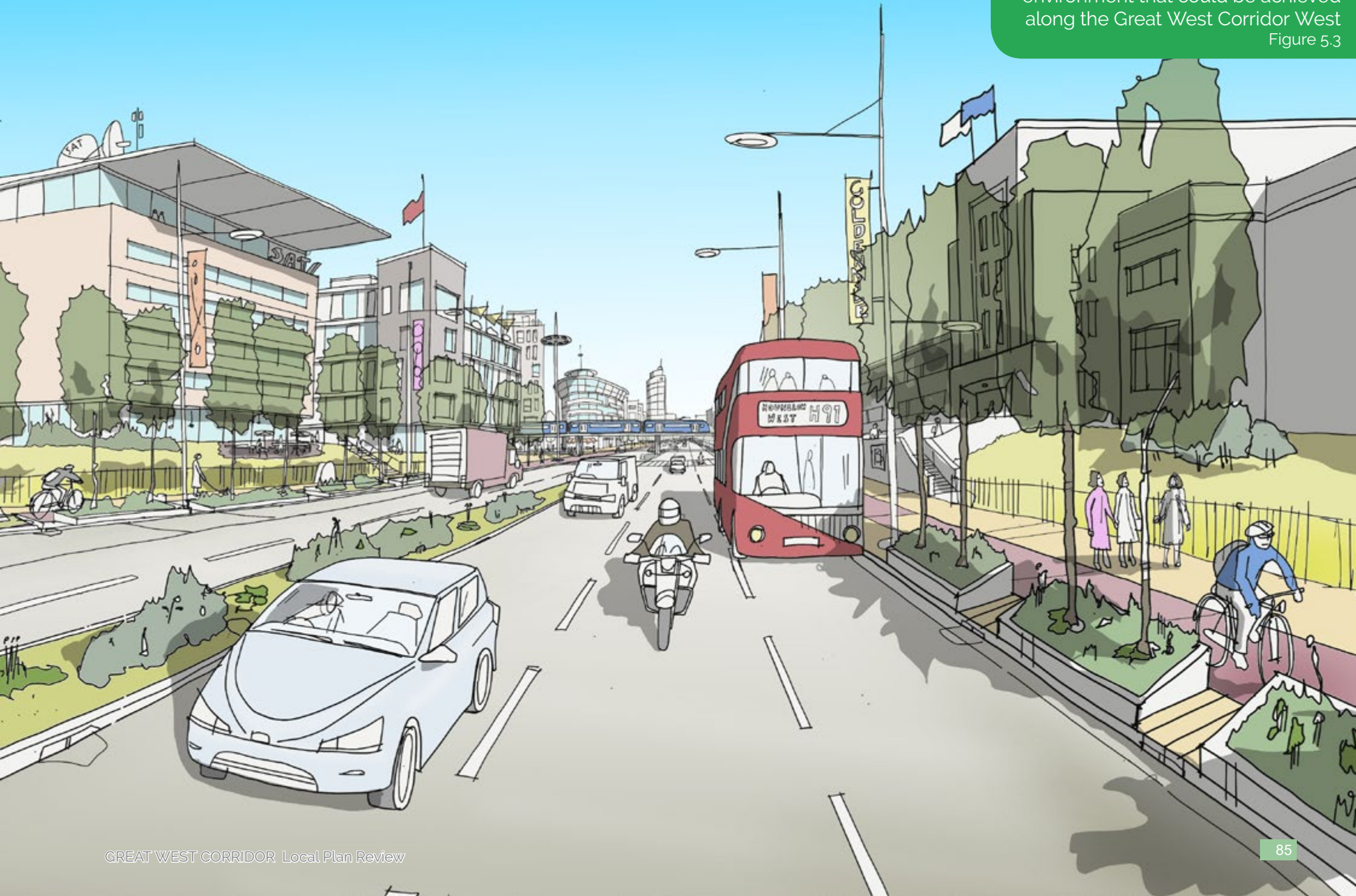
5.9 The area is dominated by the traffic that runs along the A4. Many of the buildings that align the corridor are set back from the road behind surface car parks. The setback distance and alignment of such structures varies and this reduces the sense of enclosure along the road corridor.

5.10 There are very few local amenities, considering the large workforce that descends into the area on a daily basis, with just a few local shops and cafés. Boston Manor Park provides an open green space but this is difficult to access. The pedestrian and cycling environment is poor by nature of the heavy traffic along the A4 and the layout of plots prevents movement except directly along the road.

5.11 Today, the Great West Corridor West continues to serve an important, but predominantly low density, employment function for light industrial, general industrial and warehousing, through the West Cross Industrial Estate and the Gate Centre. It also contains the Sky Campus, a major media centre which is made up of a series of office buildings, studio spaces and multi-storey car parks set within a landscaped environment, and some comparison retail, for example the Homebase, and Currys/PC World. Furthermore, there is a large Tesco Extra store on Syon Lane. Both Homebase and Tesco are surrounded by large surface car parks that reinforce the perception of car dominance. Transport Avenue, to the north east, beyond the railway line is occupied by heavy industrial uses such as aggregate storage, a waste transfer site, waste recycling and a cement batching plant. These uses take advantage of the site's access to the rail and road network and separation from sensitive uses.

5.12 The area has a long-running, strategic industrial function, and has not seen any significant infrastructure investment or the services, local amenities and vibrancy associated with more mixed neighbourhoods. There are surrounding residential areas, particularly to the south and west, but poor accessibility and permeability means that they are not well integrated. As a result, these areas have restricted ability to sustain the economic, communal and service synergy often found in more integrated urban areas.

Artist's impression of the sort of environment that could be achieved along the Great West Corridor West
Figure 5.3





VISION

The Vision for West of the Corridor is for an established employment area that is competitive and attractive to employers and workers alike. The employment offer in the west of the Corridor will retain its status as a hub for television and the digital media around Sky Campus, with smaller digital and broadcasting companies clustering around it, further strengthening the area's employment offer.

New housing will be introduced which will enable people to live and work locally, together with a wider range of local services adding vitality. Great West Corridor West will be a place that celebrates its rich heritage. The integration and celebration of the Golden Mile's signature Art Deco buildings will help to reinforce the character and identity of the area.

The West area will enjoy significantly enhanced public transport access with a new Golden Mile station (shuttle link from the area to Southall Crossrail), and improved public realm encouraging greater walking and cycling, reduction of car reliance and pollution, and boosting the attractiveness of the area's employment offer.

GREAT WEST CORRIDOR WEST

HOW WE ARE GOING TO ACHIEVE THIS:

POLICY P1 GREAT WEST CORRIDOR WEST

Our approach

Proposals should plan positively to deliver the place vision by:

Housing and Economic Growth

- (a) Supporting re-development opportunities for high quality mixed tenure housing and employment spaces seeking to deliver a minimum of 3,620 residential units, 52,000 sqm of office uses, 150,600 sqm of industrial floor-space and 12,100 sqm of retail, restaurant, café and bar uses providing at least 5,860 new jobs in the Golden Mile Station Quarter.
- (b) Supporting the Sky Campus as a major employer and asset to the area and working to increase its pedestrian permeability and public transport accessibility in order to strengthen its attractiveness as a hub for the broadcasting and digital industries.
- (c) Supporting the redevelopment of West Cross Campus industrial estate into a thriving urban mixed-use quarter, providing industrial, light industrial, and other employment uses, co-located with housing and local facilities in

line with the Agent of Change principle.

- (d) Supporting the conversion of the Gillette building into a creative hub for smaller businesses and freelance workers in the digital, media and broadcasting industry.
- (e) Promoting the industrial strip to the South Great West Road between 931-971 Great West Road by extending the Strategic Industrial Land (SIL) area to cover the full area in order to promote and safeguard higher-density industrial employment and manufacturing spaces, through infill development, retention or redevelopment of existing building stock.
- (f) Supporting the comprehensive redevelopment of Tesco and Homebase sites with high quality mixed use schemes that can animate and improve the western entrance to the Corridor.
- (g) Protecting and intensifying industrial uses and through the agent of change, requiring development to be designed to ensure that established noise-generating uses such as aggregate storage and waste transfer in Transport

Avenue Quarter remains viable and can continue or grow without unreasonable restrictions being placed on them.

- (h) Supporting the local economy and creative industry by delivering a range of high-quality workspaces and seeking a proportion of affordable workspaces for start-ups, small and medium-sized enterprises.
- (i) Requiring residential or mixed-use developments to be designed and managed in a manner that ensures the efficient servicing of sites and safeguards the future operation of existing industrial uses in accordance with the Agent of Change principle.

Health, Wellbeing and Open Space

- (j) Strengthening existing connections and creating new routes to surrounding open areas including Syon Park, Boston Manor Park, and the River Brent, using for example the 'Capital Ring' along the River Brent and the embankment of the disused railway.
- (k) Supporting the transformation of Boston Manor Park, including conserv-

GREAT WEST CORRIDOR WEST

ing the grade II listed structures of the park, appropriately improving the landscaping to the grade I listed Boston Manor House, increasing biodiversity, and providing facilities for the local community.

- (l) Requiring new development to deliver or support new parks and public squares, at West Cross Campus and between the Gillette factory and Tesco Osterley sites.
- (m) Enhancing the River Brent watercourse in line with Water Framework Directive objectives and improving waterfront accessibility through towpath improvements, new connections across the river, and the implementation of waterside facilities.
- (n) Ensuring that any new residential development is designed to mitigate any noise and air quality issues and is sensitively located away from the Great West Road.
- (o) Ensuring the delivery of social infrastructure including health services, the provision of educational infrastructure and leisure and recreational facilities alongside development in the area.
- (p) Support the creation of 'clean air' pedestrian routes running parallel to the A4.

Design and Heritage

- (q) Requiring new development to preserve and enhance the listed Art Deco buildings and structures in the area, including their setting and distinctive frontages, to bring them back into use, to give them due prominence and to improve the surrounding public realm.
- (r) Supporting development, which has been subject to site specific testing to determine capacity, scale and massing, to ensure it responds to the area's sensitive heritage locations, character and important views by delivering:
 - I. general building height parameters of 12 - 24 metres where appropriate to its local context;
 - II. clusters of (modestly scaled) taller buildings with varying height parameters between 30 and 42 metres high (up to 65.5m AOD) at Tesco Cluster (CL1); between 36 and 45 metres high (up to 61.5m AOD) at West Cross Campus (CL2);
 - III. focal Building and local highpoints with height parameters of FB1 (Golden Mile station) – up to 55 metres high (up to 70m AOD); LH1: up to 30 metres high (up to 53m AOD); LH2: up to 33 metres high (up to 43.4m AOD) , as of figure 5.4.
- (s) Supporting development that deliver

design excellence and contribute positively to creating a strong sense of place whilst responding sensitively to the area's heritage assets. The design of tall buildings will be required to be of an exemplary standard and follow the criteria set out in Great West Corridor Masterplan and Policy GWC5.

- (t) Supporting new development along the Great West Road with active frontages and adequate landscaping along the frontage consistent with that of the former Coty Cosmetics building (now Syon Clinic) and JC Decaux building and to establish a defined streetscape with a stronger sense of enclosure.
- (u) Supporting the creation of an attractive arrival square at the proposed Golden Mile Station, with active ground floor A1 – A4 retail uses.

Connecting People and Places

- (v) Supporting the delivery of the Brentford – Southall Crossrail Link service connecting to the new Golden Mile Station on the Great West Road, by safeguarding land for new station and utilising efficiently the existing freight line, as well as the West London Orbital Line that would run on the existing tracks and serve Syon Lane station.
- (w) Contributing towards improvements

GREAT WEST CORRIDOR WEST

to public transport provision, including an improved bus service along the Great West Corridor, linking railway stations and key employment centres, including Syon Lane and the Sky Campus.

- (x) Ensuring that development is phased alongside improvements to the transport network to prevent critical over-saturation of the network as the area grows.
- (y) Establishing continuous, high-quality walking and cycling routes throughout the area, where possible using green and blue corridors, including:
 - I. cycle lanes along the A4 to create a safe, segregated and continuous 'Great West Cycleway';
 - II. strengthening access to the River Brent;
 - III. a link to Brentford High Street utilising the disused railway embankment and crossing the railway line;
 - IV. a new boardwalk from the Great West Road across the River Brent and M4 to Boston Manor Underground Station;
 - V. a link from Sky campus to the proposed Golden Mile station;

VI. pedestrian crossings across the Great West Road, including improving the underpass at Gillette Corner, replacing the existing footbridge by Syon Clinic with a new and improved road crossing, preferably at-grade and associated with the new Golden Mile Station; and

VII. improved pedestrian permeability throughout the area.

- (z) Ensuring a high-quality, permeable and pedestrian oriented public realm that maximises route choices for users and connects both sides of the A4.

WE ARE TAKING THIS APPROACH BECAUSE:

5.13 In policy SV1 of Hounslow's adopted Local Plan, the Council commits to progressing a partial Local Plan Review of the Great West Corridor and will as part of this determine the location and sustainable quantum of additional employment and residential development above existing Local Plan levels for implementation through new site allocations.

5.14 The Great West Corridor West will continue to grow with an expected increase of 5,860 new jobs and 3,600 new homes over the next 15 years, contributing to the delivery of Mayor housing target of 7,500 new homes within this new Opportunity Area and the borough's overall new annual housing provision target of 1,782 new homes.

5.15 The western end of the Great West Corridor offers a major opportunity for improvement and intensification. With the Sky campus, it contains one of the principal business anchors in the corridor. With the exception of an aggregate storage, a cement works and a waste transfer station at Transport Avenue, the majority of lands are in light industrial use with a few big box retail sheds and a Tesco Superstore. Most of the area is designated as Strategic Industrial Land (SIL Industrial Business Park). The area is largely under-utilised and offers significant capacity for intensification.

5.16 Reanimating the Gillette Factory and the Pyrene building is an important objective of

GREAT WEST CORRIDOR WEST

the plan. With their Art Deco architecture, they provide an inspiring and unique environment for creative and innovative businesses. Returning it to use prevent these listed buildings falling into disrepair. The large spaces offer flexibility for a conversion into a creative workspace hub that can be home for a wide range of smaller businesses and freelance workers, especially from the digital, media, broadcasting and film industry that seek affordable and edgy spaces with shared facilities within the TV triangle and in close proximity to the Sky Campus.

5.17 The GWC West has the poorest public transport provision of all parts of the Great West Corridor with a Public Transport Accessibility (PTAL) between 1 and 2 throughout the area. In response to the poor levels of public transport, Sky, GSK and the University of West London operate their own dedicated bus services for their workforce and visitors.

5.18 The key infrastructure intervention that will help to unlock change in the GWC west is the proposed new shuttle rail link with Southall Crossrail from Golden Mile Station. This will connect this area with Crossrail and open it up to fast rail access with Central London and Heathrow. Syon Lane Station also serves the area with links to Waterloo, Hounslow and Surrey. The proposed West London Orbital link will connect the area with Old Oak Common (HS2 interchange) and north London.

5.19 Significantly improved public transport accessibility is seen as critical to attracting new businesses through expanding the catchment

area for workplaces and improving connection times to other areas and residents into this area and to achieve a modal shift away from the motor car.

5.20 In addition to the dominance of car traffic, pedestrians and cyclists face physical barriers such as the A4 and Waterloo-Reading/Windsor railway line as well as numerous inward facing and fenced off large office campuses. For the area to fully develop its potential development needs to break down barriers to create a more fine-grained urban form for pedestrian movement and establish a connected and permeable network of routes, specifically linking the Golden Mile Station, Syon Station, Sky, the Nishkam School and the proposed Bolder Academy.

5.21 Introducing an element of housing to the West would help to meet housing targets, increase activity and footfall throughout the day and evening, increase viability for local shops and services, and create a stronger urban feel and vibrancy for the area. The concentration of mixed-use development around transport nodes and close to existing residential neighbourhoods will counter isolation and improve the accessibility of homes and workplaces with established social infrastructures and facilities, including West Middlesex Hospital, which lies approximately 600m to the south of Syon Lane station and the West area, in accordance with the draft new London Plan and as set out in GWC2 policy.

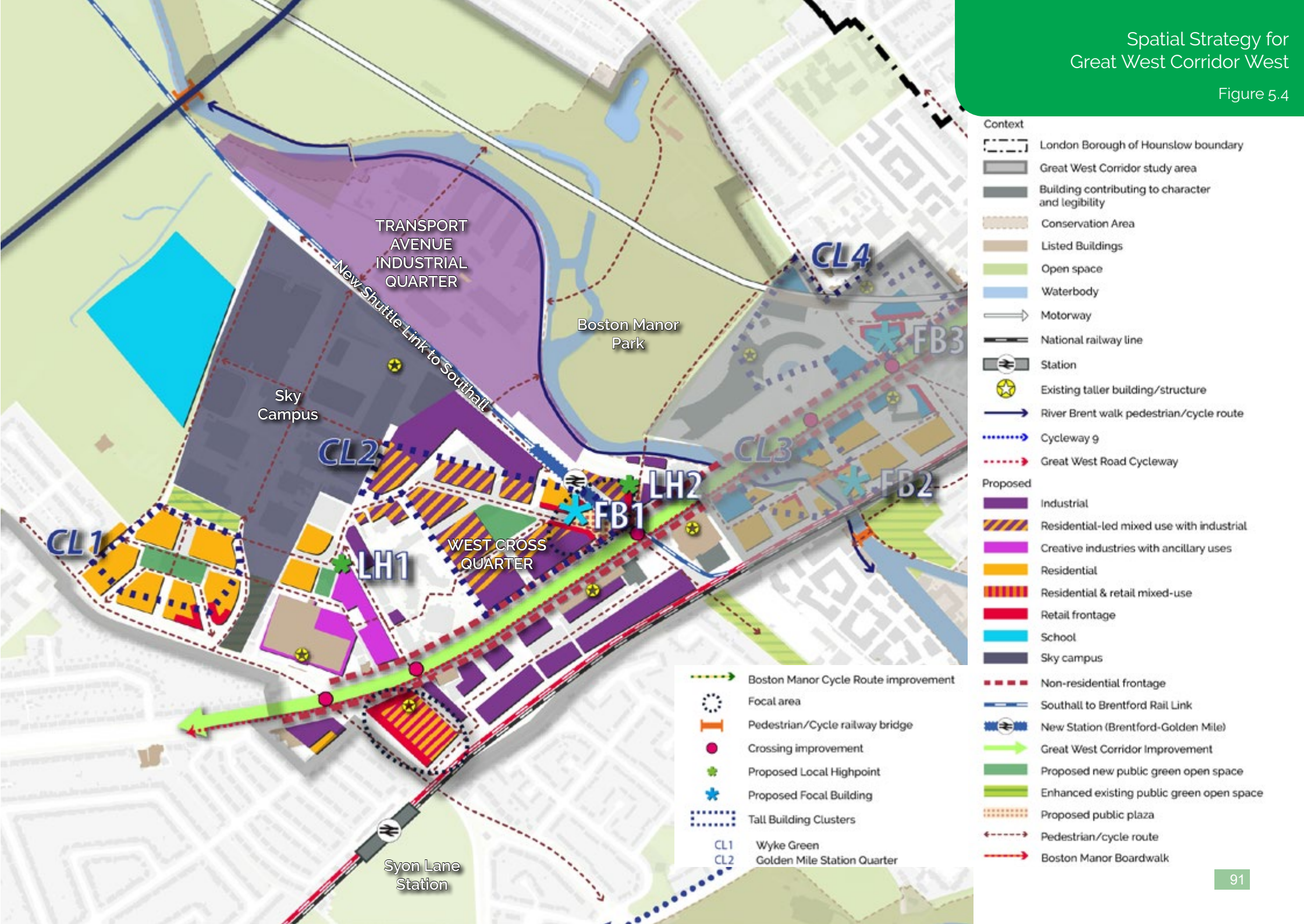
5.22 The West Cross Industrial Estate is a large single-ownership site in the west of the

corridor which presents a major opportunity for intensification and development into a high-quality mixed-use industrial quarter. The introduction of residential uses within the West Cross Campus would be in addition to the existing employment provision, whereby new residential uses would not lead to a net loss of employment/industrial floorspace. The Council will apply 'agent of change' principle set out in draft new London Plan Policy E7 and D12 when considering the impact of proposals in and adjacent to SIL or LSIS to ensure that development will not harm the functioning of existing or future employment and industrial activities in SIL/LSIS and vice versa.

5.23 The West of the Great West Corridor benefits from large green infrastructure and open spaces nearby, such as Boston Manor Park and Syon Park, connections to these are poor. The proposal for pocket parks and public squares and an improved public realm as well as strong links to surrounding green areas could help to improve the environmental quality and amenities and encourage social, cultural and recreational outdoor activities for the local workforce and residential community of all ages.

5.24 A consistent and high-quality public realm will need to be developed throughout the area to create a quality and attractive business and residential environment. This includes changing the character of this area from a traffic dominated highway to a green urban boulevard that is overlooked and defined by development and presents an attractive front door to this place.

Figure 5.4





GREAT WEST CORRIDOR CENTRAL

CONTEXT AND CHARACTER

5.25 This character area follows the A4 and elevated M4 road corridor in the central section of the Opportunity Area. The area has a fragmented character due to the range of different uses that can be found here.

5.26 This character area includes a significant proportion of residential property - especially around Brentford. There are also some community facilities including a small parade of shops and the pub at Brentford Station. Generally, the residential accommodation can be split into two categories: two / three storey suburban terraces, including some fine examples of Victorian terraced housing on streets to the north of Brentford Station, and apartments (both traditional and post-war estates); and more recent higher density developments such as the blocks around the refurbished Wallis House. The recent Barrat Homes development of the Great West Quarter has already started to change the character of the central corridor, providing higher density mixed use development with new housing along a quiet street parallel to the A4 including provision of a few local shops.

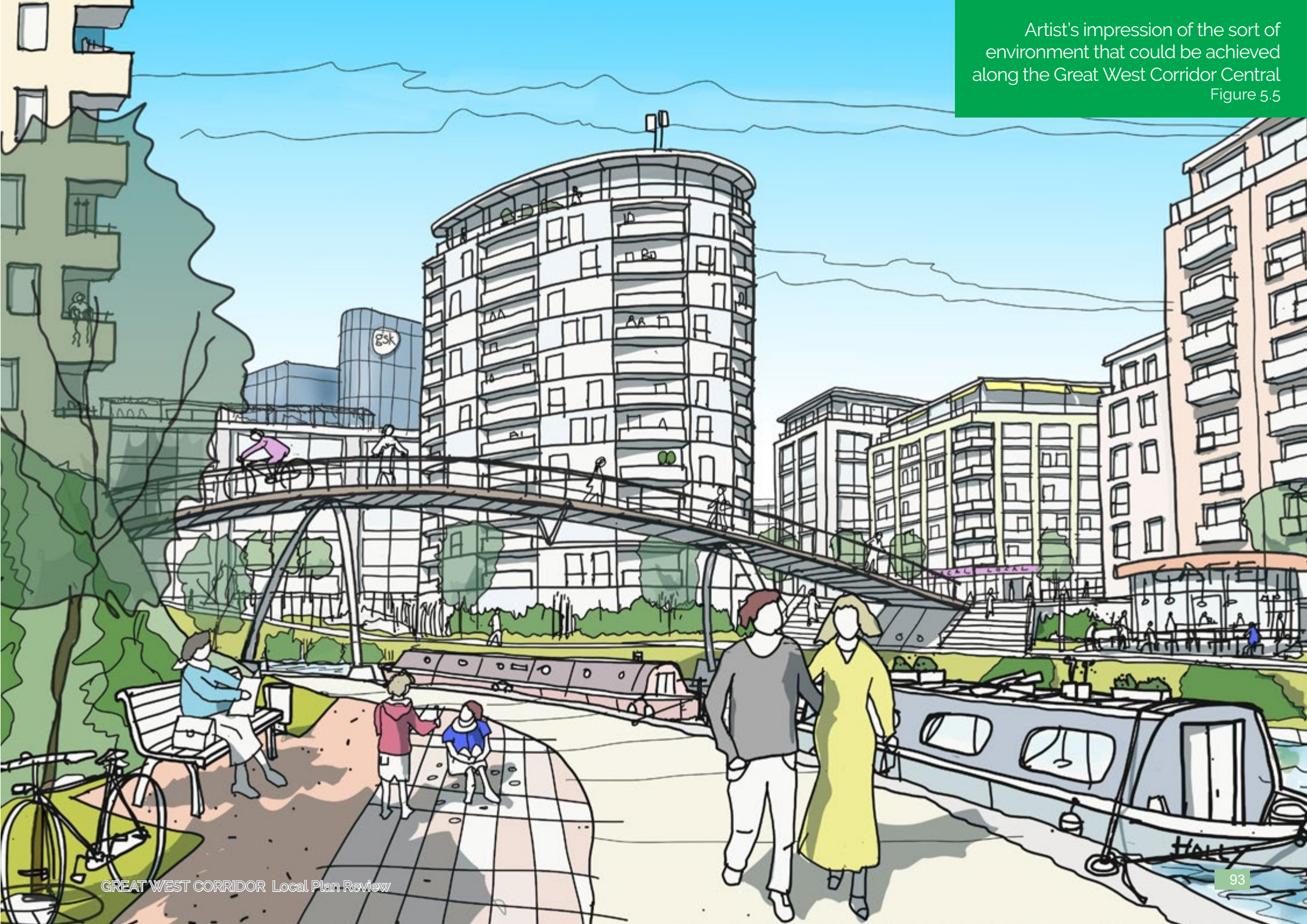
5.27 Most of the commercial uses are located in the eastern portion of this character area. These include the apart-hotel in the Kew Eye building and Phoenix Trading Park which houses a variety of tenants including big box retailers such as Screwfix and the Audi car show room. Many of the commercial

buildings are high quality, modern structures that reflect renewed developer interest in the Great West Corridor. Many are taller in height (6-20 storeys) so that they can be seen from the elevated M4 corridor. However, at ground floor level many of the commercial uses turn their back to the Great West Road (for instance the Phoenix Trading Park which is accessed from Ealing Road).

5.28 The River Brent/Grand Union Canal is the most prominent topographical feature of this character area, forming a valley from which the land rises north-westwards towards Osterley Park. The river flanks Boston Manor Park to the north-east, a popular recreational destination though visually and acoustically compromised by the nearby motorway. This corridor provides links to Brentford Lock and onto the western end of Brentford High Street.

5.29 This area is distinct from others along the corridor as it has strong north-south connections that link it with Brentford and South Ealing. However, the A4 remains a hostile environment for pedestrians, with high levels of air and noise pollution. This is exacerbated by the inconsistent scale and alignment of buildings along the corridor that fail to create a sense of enclosure along the road or a coherent sense of character.

Artist's impression of the sort of environment that could be achieved along the Great West Corridor Central
Figure 5.5





VISION

The Council envisions the Great West Corridor Central area as a well-connected, high quality, attractive environment which builds on existing strengths to provide additional homes, modern and attractive workspaces and a range of amenities. The area will see significantly enhanced public transport access and an improved public realm. Connectivity across the A4 into the surrounding areas will be enhanced to increase accessibility to employment opportunities and community services, thereby reducing the need to travel by car.

The River Brent Quarter will become a high-quality mixed-use area with modern office accommodation along the corridor sheltering residential development to the rear, as well as active riverside amenities for residents, employees and visitors to enjoy.

The London Gateway will be an attractive employment destination marked by unique buildings of the highest design quality to mark the four corners of the intersection of Boston Manor Road and Great West Road. The Boston Manor walking and cycling link will establish a more direct route from Boston Manor Station in to the Great West Road, improving connectivity to the London Gateway area.

The current commercial and employment space in the Central Corridor area will be enhanced and expanded where there is the opportunity for infill development and site densification. The Council will encourage an offer of multi-storey mixed-use employment spaces and high quality, innovatively designed retail flagship stores with strong street level interaction, including car showrooms.

GREAT WEST CORRIDOR CENTRAL

HOW WE ARE GOING TO ACHIEVE THIS:

POLICY P2 GREAT WEST CORRIDOR CENTRAL

Our approach

Proposals should plan positively to deliver the place vision by:

Economic and Housing growth

- (a) Supporting re-development opportunities for mixed tenure housing and commercial space seeking to deliver a minimum of:
 - I. 770 residential units, 27,400 sqm of office floorspace and 900 sqm of retail, restaurant, café and bar space, providing 1,750 new jobs in the River Brent quarter;
 - II. 70 residential units, 54,000 sqm of office floorspace and 4,600 sqm of retail, restaurant, café and bar space providing 3,600 new jobs in the London Gateway quarter; and
 - III. 300 residential units and 24,800 sqm of industrial floorspace providing 350 new jobs in the Central Corridor quarter.
- (b) Supporting retail and commercial development that encourages an active public realm both during the day and into the evening, especially in the River Brent Quarter.

- (c) Protecting the London Gateway quarter as a destination for high quality employment uses that strengthen the area's employment offer.
- (d) Requiring mixed-use development to be designed and managed in a manner that ensures the efficient servicing of sites and safeguards the future operation of existing employment uses, in accordance with the Agent of Change principle.
- (e) Ensuring that the existing businesses serving the local area are retained as part of any redevelopment of the Phoenix Trading Estate site.
- (f) Supporting the delivery of flagship car showrooms in the Central Corridor to reinforce this location as a highly visible car dealer cluster. Car servicing and repair should be an integral part of this service offer to provide a source of local employment.

Health, Wellbeing and Open Space

- (g) Enhancing the River Brent and its tributaries in line with Water Framework Directive objectives and through tow-path improvements, new connections across the river, and the implementa-

tion of waterside facilities.

- (h) Improving access between the River Brent Quarter, the London Gateway quarter and Boston Manor Park through enhanced pedestrian routes.
- (i) Implementing strategies to improve air quality along the A4/M4 corridor and to encourage healthier and more active living by smoothing traffic flow, encouraging the use of public transport through improved service, and improving pedestrian and cycle routes along the corridor.
- (j) Supporting the creation of 'clean air' pedestrian routes running parallel to the A4/M4.
- (k) Promoting the greening of streets and public spaces to enhance the environmental quality of the public realm, especially along the A4/M4.
- (l) Ensuring that any new residential development is designed to mitigate any noise and air quality issues and is sensitively located away from the Great West Road.
- (m) Securing the delivery of social infrastructure including health services, the

GREAT WEST CORRIDOR CENTRAL

provision of educational infrastructure through safeguarding land for a new school at Layton Road and leisure and recreational facilities alongside development in the area.

Design and Heritage

- (n) Supporting flagship and iconic commercial developments that retain an outward facing and inviting street level presence, especially in the London Gateway and Central Corridor area.
- (o) Supporting new development that promotes pedestrian engagement and encourages continuous active frontages.
- (p) Supporting development, which has been subject to site specific testing to determine capacity, scale and massing, to ensure it responds to the area's sensitive heritage locations, character and important views by delivering:
 - I. general building height parameters of 12 - 24 metres where appropriate to its context;
 - II. clusters of (modestly scaled) taller buildings with varying height parameters between 38 and 43 metres high (up to 51.2m AOD and 45.1m AOD at River Brent cluster (CL3); up to 42 metres high (up to 54.1m AOD) at London Gateway Cluster (CL4);

III. focal building with height parameters of FB2 (Brent River Gate) – up to 46 metres high (up to 53.2m AOD); FB3 (Mille site/London Gateway Anchor) – up to 68 metres high (up to 80m AOD); FB4 (Phoenix site) – up to 48.5 metres high (up to 60m AOD).

- (q) Supporting developments that deliver design excellence and contribute positively to creating a strong sense of place whilst responding sensitively to the area's heritage assets. The design of tall buildings must be of an exemplary standard following the criteria set out in Policy GWC5.
- (r) Encouraging mixed-use development that preserves and enhances the River Brent access and creates a hub for visitors and community activities.
- (s) Supporting employment proposals that rejuvenate or redevelop existing buildings where appropriate.
- (t) Ensuring that mixed-use developments locate less sensitive commercial uses to front the M4/A4 corridor to provide a protective buffer for residential uses located to the rear.

Connecting People and Places

- (u) Improving pedestrian access and street legibility by de-cluttering pedestrian areas and improving wayfinding signage, particularly in proximity to Brent-

ford Town Centre along Boston Manor Road and along routes leading into Brentford Town Centre from the A4.

- (v) Supporting the improvement of public bus services operating both east/west along the Corridor and running north/south of the Corridor in order to improve accessibility.
- (w) Improving and implementing additional walking and cycling routes and infrastructure to increase safety and provide further sustainable transport options, particularly along and parallel to the A4 and routes that link stations to the area such as the link from Boston Manor station to the London Gateway area.
- (x) Work strategically to reduce traffic along the A4 and improve access to businesses fronting the corridor, in particular through active modes of transport.
- (y) Supporting the delivery of the shuttle rail link to Southall Crossrail from Brentford Station by safeguarding land to facilitate the future extension and the West London Orbital line connection to Brentford Station in order to increase the PTAL of the River Brent Quarter and the London Gateway area.
- (z) Supporting the creation of a walking route between the new Golden Mile station and Brentford station through the River Brent quarter, including a new footbridge over the River Brent to increase pedestrian access.

GREAT WEST CORRIDOR CENTRAL

WE ARE TAKING THIS APPROACH BECAUSE:

5.30 The Great West Corridor Central area will continue to grow as an economic hub with an expected delivery of 5,700 jobs over the next 15 years. To facilitate this growth in a sustainable manner there will be a need for an increase in mixed tenure housing and the expansion of the sustainable transport network. The Great West Corridor Central area has the capacity to provide approximately 1,200 residential units throughout the plan period, contributing to the delivery of the indicative housing capacity of 7,500 new homes for this opportunity Area and the borough's overall new annual housing provision goal of 1,782 new homes.

5.31 In policy SV1 of Hounslow's adopted Local Plan (2015), the Council committed to determining the location and sustainable quantum of additional employment and residential development above existing Local Plan levels for implementation through new site allocations in the Great West Corridor. Policy H12 of the draft new London Plan encourages mixed development delivering a range of uses, housing sizes and types, and a variety of tenures. This approach would foster greater social diversity while delivering high quality housing and other improvements to enhance the surrounding environment.

5.32 Development in the River Brent Quarter will deliver a mixed-use community, offering high quality office, residential and retail space overlooking new public spaces along the river. Improvements to the public realm and accessibility around the River Brent and Grand Union Canal will make the most of this valuable asset. The Plan also seeks to promote measures to improve the quality of the watercourse itself in line with Water Framework Directive objectives in order to restore it to 'good' ecological health by 2027.

5.33 The London Gateway Quarter is proposed to re-invigorate this section of the corridor, creating a modern, attractive office destination which makes more of its prominent location as a gateway into Central London. The Central Corridor quarter is proposed to reinforce this location as a highly visible car dealership cluster and establish it as a visitor destination in its own right. Where dwellings are proposed in these quarters these will be set back from the A4/M4 corridor behind less sensitive commercial uses and within proximity of local amenities.

5.34 Supporting the intensification of the Great West Corridor Central place as a hub for flagship retail stores, diverse employment offers, and associated amenities will provide further employment opportunities along the corridor, in accordance with draft new London Plan Policy E1. Existing viable employment floorspace should be retained, redeveloped and renewed where appropriate, and the London Gateway area

and the River Brent Quarter will be enhanced and renew as one of the Borough's Key Existing Office Locations (KEOL). The Council will apply Agent of Change principles set out in draft new London Plan Policy E7 and D13 when considering the impact of proposals in and adjacent to employment sites to ensure that development will not harm the operation of existing or future employment activities.

5.35 The Council supports the delivery of necessary infrastructure to increase connectivity and reduce dependency on private vehicle use in the area in line with policy GWC6, the Mayor's Transport Strategy and draft new London Plan Policy T1. Key transport improvements such as the Brentford-Southall Crossrail link, the West London Orbital line, as well as bus, pedestrian and cycle improvements will enhance the accessibility and connectivity of the area, giving residents and employees a wider choice of more sustainable transport options. This will also help to ease traffic congestion and mitigate air quality and noise impacts present in the area today, creating a more welcoming and healthier environment as a result.



↑
Rose C

- Context**
- London Borough of Hounslow boundary
 - Great West Corridor study area
 - Building contributing to character and legibility
 - Conservation Area
 - Listed Buildings
 - Open space
 - Waterbody
 - Motorway
 - National railway line
 - Station
 - Existing taller building/structure
 - River Brent walk pedestrian/cycle route
 - Cycleway 9
 - Great West Road Cycleway
- Proposed**
- Industrial
 - Residential-led mixed use with industrial
 - Office
 - Residential
 - Retail frontage
 - School
 - Non-residential frontage
 - Great West Corridor Improvement
 - Proposed new public green open space
 - Enhanced existing public green open space
 - Proposed public plaza
 - Pedestrian/cycle route
 - Boston Manor Cycle Route improvement
 - Focal area
 - Pedestrian/Cycle railway bridge
 - Crossing improvement
 - Proposed Focal Building
 - Tall Building Clusters
- CL3 Brent River
CL4 London Gateway



GREAT WEST CORRIDOR EAST

CONTEXT AND CHARACTER

5.36 The Great West Corridor East, also known as 'Brentford East', runs between the eastern edge of Carville Hall Park to the west and Chiswick roundabout, Power Road and Gunnersbury Station to the east. It lies directly south of Gunnersbury Park and north of the River Thames.

5.37 The area is home to a variety of commercial uses. These include car showrooms, light industrial units, a leisure centre and big box retailers such as B&Q.

5.38 There is a distinctive cluster of tall office buildings to the south of Gunnersbury Park. These range from 28 to 46 metres in height and are highly visible from the elevated M4 carriageway and beyond.

5.39 There are a number of redevelopment sites in the area, the most significant being the new Brentford Community Stadium which will deliver a 17,250 visitor football and rugby stadium with complementing retail and community uses and associated residential development comprising over 1,000 new homes.

5.40 The stadium development will also bring forward enhancements to the public realm along Lionel Road, a new bridge connection with Capital Interchange Way and a direct entrance to Kew Bridge Station (north platform). As a visitor destination the stadium will attract thousands of fans on match days and the associated residential development will animate and enliven the area.

5.41 The Great West Corridor East is also in the backdrop of sensitive views from Royal Botanic Gardens, Kew UNESCO World Heritage Site and surrounding conservation areas and the registered parks and gardens of Syon House and Gunnersbury Park. Any tall structure proposed within this area can be expected to attract critical assessment in terms of its visual impact upon these heritage assets.



Artist's impression of the sort of environment that could be achieved along the Great West Corridor East
Figure 5.7





VISION

New development in the Great West Corridor East area will be built upon the strengths, heritage and special features of the area. Developments will express their distinctive role and function through the scale and form of buildings, the quality of open spaces and the mix of uses and activities.

Great West Corridor East will benefit from an enhanced, well-connected network of local streets with high quality pedestrian and cycling facilities and a green and attractive public realm, including new public squares and enhanced open spaces, to support both new and existing residential and business communities.

The East area will also enjoy significantly enhanced public transport access with a transport interchange hub served by an improved local bus network, capacity enhancement at Gunnersbury station, direct rail access from the Hounslow to Waterloo Loop at Kew Bridge station and a new rail station at Lionel Road served by West London Orbital line.

The Brentford Stadium Quarter will be transformed into a vibrant mixed-use quarter that provides new homes, a liveable environment and employment spaces along the A4/M4 corridor together with a world class football and rugby stadium.

The Power Road Quarter will become a key employment hub for creative industries providing affordable workspaces for smaller and creative industries.

GREAT WEST CORRIDOR EAST

HOW WE ARE GOING TO ACHIEVE THIS:

POLICY P₃ GREAT WEST CORRIDOR EAST

Our approach

Proposals should plan positively to deliver the place vision by:

Housing and Employment

(a) Supporting re-development opportunities for high quality mixed tenure housing and employment spaces seeking to deliver a minimum of:

- I. 2,580 residential units, 51,100sqm of office floorspace, 4,000sqm of retail, restaurant, café and bar uses, 29,900 sqm of car showroom uses, 5,700 sqm of leisure uses and 14,000sqm hotel floorspace providing 3,700 new jobs in the Brentford Stadium Quarter;
- II. 120 residential units, 1,200sqm of office floorspace and 900sqm of retail, restaurant, café and bar uses providing 110 new jobs at Gunnersbury station; and
- III. 10,400sqm of industrial floorspaces providing 150 new jobs at Power Road Quarter.

(b) Supporting the local economy by-protecting and intensifying employment

uses and delivering a range of new flexible business workspaces with a proportion of affordable workspaces for start-ups, small and medium-sized enterprises.

- (c) Strengthening Power Road as an employment location and an enhanced hub for creative industries.
- (d) Supporting the delivery of a new local centre in the Brentford Stadium Quarter as shown in figure 5.8 providing active ground floor uses with local retail, restaurant, leisure and community facilities.
- (e) Requiring mixed-use development to be designed and managed in a manner that ensures the efficient servicing of sites and safeguards the future operation of existing employment uses, in accordance with the Agent of Change principle.

Health, Wellbeing and Open Space

- (f) Requiring new residential development to be designed to mitigate any noise and air quality issues and is sensitively located away from the A4/M4 and North Circular Road.
- (g) Supporting greening proposals that deliver a green buffer zone between the main road corridors and the footway for

semi mature tree planting and landscaping, including planters with low growing shrubs species to help mitigate air and noise pollution and enhance the environment.

- (h) Supporting proposals that enhance play and sports facilities and deliver a network of well-connected and varied open spaces for residents, workers and visitors including a green link between Gunnersbury Park, Carville Hall Park and other green and blue corridors surrounding the area.
 - (i) Improving waterfront accessibility through supporting the completion of the Thames Path and proposals that will successfully integrate the area's existing green infrastructure with the wider green and blue infrastructure networks.
 - (j) Contributing to the delivery of social infrastructure including health, educational, leisure and recreational facilities alongside development in the area.
 - (k) Requiring the re-provision of an enhanced Brentford Fountains Leisure centre into a community hub as part of mixed-use re-development of the site.

GREAT WEST CORRIDOR EAST

- (l) Supporting the creation of 'clean air' pedestrian routes running parallel to the A4 / M4.
- (m) Supporting the delivery of high quality public realm and open spaces including:
 - I. Fountain Square - a new public space on Capital Interchange Way at the intersection with the new route to Brentford Stadium;
 - II. Lionel Road Station Plaza - a new public space outside the proposed station that will create a welcoming gateway into the area; and
 - III. Gunnersbury Square - a new public space in the heart of the B&Q site development, on the route from Capital Interchange Way to Power Road, and with the potential future connection into Gunnersbury Cemetery.

Design and Heritage

- (n) Supporting development, which has been subject to site specific testing to determine capacity, scale and massing, to ensure it responds to the area's sensitive heritage locations, character and important views by delivering:
 - I. general building height parameters of 12 - 24 metres where appropriate to its context;

- II. clusters of (modestly scaled) tall buildings with varying height parameters between 36 and 45 metres high (up to 53.7m AOD) at Brentford Stadium West Cluster (CL5); and between 34 and 45 metres high (up to 55.5m AOD) at Brentford Stadium East Cluster (CL6) (except for northern edge of Citroen site, up to 48 metres high (58m AOD);
- III. Focal Buildings and Local High-points with height parameters of: FB5 (Lionel Road station) – up to 53.5 metres high (up to 62m AOD); FB6 (Capital Interchange Way) – up to 51.5 metres high (up to 62m AOD); FB7 (Citadel site) – up to 50 metres high (up to 61m AOD); LH3: up to 36 metres high (up to 46.7m AOD).

- (o) Supporting development that delivers design excellence and contribute positively to creating a strong sense of place whilst responding sensitively to the area's heritage assets. The design of tall buildings will be required to be of an exemplary standard and follow the criteria set out in the GWC Masterplan and Policy GWC5.
- (p) Supporting development that creates a well-defined streetscape through a consistent building line and clearly identifiable residential and non-residential frontage. Building frontages

along the A4/M4 and other arterial routes should be set back to green and animate the street scape.

- (q) Requiring the design of new open spaces and public squares to be sheltered from road noise, have a sunny aspect, offer a range of public space amenities, be overlooked by development and animated by active ground floor uses.
- (r) Supporting the delivery of high-quality public realm throughout the area with hard and soft landscaping, a consistent palette of materials, tree planting to soften the environment, and other interventions including creative uses, lighting, public art and other visual enhancement to the street scape and underside of the elevated M4 that will contribute to the distinctiveness of the area.

Connecting People and Places

- (s) Supporting and facilitating the delivery of a new West London Orbital rail link by resisting development on safeguarded land and working positively and proactively with stakeholders to deliver a new station at Lionel Road.
- (t) Supporting enhancements to Gunnersbury station, including improved access, capacity and environment with enabling development.

GREAT WEST CORRIDOR EAST

- (u) Improving bus network access and frequency from the GWC East place area to the wider area and enhancing connections with rail and underground stations, to improve travel times and achieve better interchanges at stations and intersections.
- (v) Creating well-defined streets and spaces with better crossing facilities and network of safe and easily navigable pedestrian and cycle routes, linking new development with a new Lionel station plaza, public squares, parks, the River Thames, Kew Pier River and surrounding neighbourhoods and stations.
- (w) Delivering a high quality, continuous network of walking and cycling routes connecting surrounding areas with Kew Bridge, Wellesley Road, Power Road, Gunnersbury Park and Carville Hall Park including promoting the delivery of a new bridge across the railway lines and new or improved crossings over the A4.
- (x) Requiring development in this area to be close to car-free in order to promote active and sustainable travel.

WE ARE TAKING THIS APPROACH BECAUSE:

5.42 The Great West Corridor East will continue to grow with an expected increase of 4,160 new jobs and 2,700 new homes over the next 15 years, contributing to the delivery of the Mayor's housing target of 7,500 new homes for the Opportunity Area and the borough's overall new annual housing provision target of 1,782 new homes.

5.43 Policy SV1 of Hounslow's adopted Local Plan, commits the Council to progressing a partial Local Plan Review of the Great West Corridor in order to determine the location and sustainable quantum of additional employment and residential development, coordinate delivery of public and private investment in transport infrastructure, improve linkages to Brentford town centre through public realm improvements and identify sites suitable for tall buildings following further urban design work.

5.44 The Council commissioned a Masterplan and Capacity Study for the Great West Corridor in order to identify how new residential and mixed-use developments could be accommodated in a compact way with appropriate heights, and to set out the additional infrastructure requirements, including public transport, to accommodate the new jobs and homes.

5.45 To safeguard the area's employment capacity, there would be a no net loss of

employment floorspace when sites are redeveloped. The provision of new employment floorspace will contribute to local vibrancy and improved job opportunities. Employment uses should be focused along the Corridor and the Council will require major developments to provide an affordable quantum of affordable workspaces to provide space for SMEs and support the relocation of existing small businesses in the area, in accordance with draft new London Plan policy E1. This will enable local people and Londoners to access a genuine choice of career paths. Securing small business spaces and low-cost/affordable workspace will be vital to supporting the establishment and growth of new businesses in the area. The Council will also apply the Agent of Change principle set out in draft new London Plan Policy E7 and D12 when considering the impact of proposals in and adjacent to employment sites to ensure that development will not harm the functioning of existing or future employment activities

5.46 Because of the significant noise and air pollution, employment and commercial buildings should front onto the Great West Road, in order to shelter more sensitive residential uses to the rear from any adverse impacts, and to make the most of access and visibility from the corridor. The quality of proposed new homes and associated amenity space require particular attention given the challenging environmental conditions, the limited availability of space and higher

GREAT WEST CORRIDOR EAST

densities proposed for the area. The design of new housing should consider day-lighting, overshadowing, overlooking and privacy, outlook, noise, and the quality of private and communal amenity spaces.

5.47 Active ground floor uses that animate streets and add to the vitality of the quarter are encouraged where these would serve the needs of local residents, workers and visitors without undermining the established town centres of Chiswick and Brentford.

5.48 Movement within and through the area is significantly affected by a number of barriers including the M4 and A4, existing rail lines and rivers, as well as the general pattern of development in the area. Walking has been neglected as an important means to move around the area which remains car dominated. While many parts of the corridor are already within a short walk of rail or underground stations, the quality of the walking routes are often poor and involve navigating noisy and polluted road corridors.

5.49 Development proposals in this area should deliver a diversity of legible and welcoming streets and will be required to support a high level of internal connectivity with links between sites, and new or improved crossings over the A4 and clean air routes parallel to the A4/M4. The ambition is to create a joined-up, coherent place where people can walk and cycle through high quality and enjoyable spaces without being affected by adverse impacts associated with

the busy road corridors and railway lines.

5.50 Draft new London Plan policy and national guidance seek to optimise development in Opportunity Areas and areas of high transport accessibility. New and improved stations will act as major catalysts for the regeneration of the area, providing the opportunity for the Great West Corridor East to become a new London destination. The Council supports the delivery of necessary infrastructure to increase connectivity and reduce dependency on private vehicle use in the area, in line with policy GWC6, Local Implementation Plan, the Mayor's Transport Strategy and draft new London Plan Policy T1.

5.51 Contributions to key transport improvements such as the West London Orbital line and new station at Lionel Road, as well as bus, pedestrian and cycle improvements, will be secured to enhance the accessibility and connectivity of the area and to help ease traffic congestion and mitigate air and noise impacts, creating a more welcoming and healthier environment that will attract new businesses and residents to the area.



- Context**
- London Borough of Hounslow boundary
 - Great West Corridor study area
 - Building contributing to character and legibility
 - Conservation Area
 - Listed Buildings
 - Open space
 - Waterbody
 - Motorway
 - National railway line
 - Station
 - Existing taller building/structure
 - Piccadilly and District Underground lines
 - Overground line
 - Cycleway 9
 - Great West Road Cycleway
- Proposed**
- Industrial
 - Residential-led mixed use with office
 - Office
 - Residential
 - Retail frontage
 - Residential, hotel, retail and commercial
 - Residential & leisure mixed use
 - Non-residential frontage
 - West London Orbital line
 - New Station (Lionel Road)
 - Great West Corridor Improvement
 - Other Corridor Improvement
 - Proposed new public green open space
 - Enhanced existing public green open space
 - Proposed public plaza
 - Pedestrian/cycle route
 - Focal area
 - Pedestrian/Cycle railway bridge
 - Crossing improvement
 - Leisure centre
 - Proposed Local Highpoint
 - Proposed Focal Building
 - Tall Building Clusters
- CL5 Brentford Stadium West
CL6 Brentford Stadium East





06 DELIVERY AND MONITORING





DELIVERY AND MONITORING

INTRODUCTION

6.0 The Great West Corridor Plan supports the delivery of good growth through the regeneration of the Great West Corridor Opportunity Area. The success of this Plan will mainly rely upon the implementation of these four main strands to help facilitate and coordinate regeneration:

- The need to balance the priorities set out in planning policy and secure appropriate funding and financing to support infrastructure delivery through the planning process;

- All parties supporting the timely delivery of development through an optimised approach to phasing in the Opportunity Area to realise the homes and jobs targets set out in this plan;
- Ensure engagement is undertaken with a wide range of stakeholders, taking a proactive approach as the local planning authority to fulfilling all duties and responsibilities; and
- Utilising all other planning functions that support the timely regeneration of the area, including development management and Compulsory Purchase Order (CPO) powers, as well as regularly monitoring and updating planning policy.

WHAT WE WANT TO ACHIEVE

STRATEGIC OBJECTIVE 20

To positively meet our duties to deliver our strategic and local growth needs, linked to effective infrastructure planning and delivery.



DELIVERY AND MONITORING

HOW WE ARE GOING TO ACHIEVE THIS:

POLICY GWC7 DELIVERY AND MONITORING

Our approach

To support the timely delivery of development in the GWC Opportunity Area, Hounslow Council will work with landowners, developers, infrastructure providers and other relevant stakeholders to:

- (a) contribute appropriately and proportionately towards required infrastructure identified in the Infrastructure Delivery Plan (IDP), at a rate and scale sufficient to support the area's development and growth.
- (b) ensure any barriers to the successful and timely regeneration of the area can be appropriately addressed and overcome.
- (c) ensure developments are planned and phased in a complementary manner to fit in with the programmed delivery of other development and infrastructure in the area, and that any adverse impacts, including during construction and servicing, are appropriately mitigated.

- (d) deliver social, environmental and economic change through use of CPO powers for land assembly and rights over land.
- (e) secure the delivery of infrastructure necessary to support sustainable development, meet the needs of development and, where necessary, mitigate the impacts of development by:
 - I. securing appropriate on-site enabling and development works;
 - II. negotiating S106 contributions necessary to make the development acceptable in planning terms, and which are directly related to and fairly and reasonably related in scale and kind to the development in order to ensure that the appropriate infrastructure to support the Local Plan and proposed development is delivered;
 - III. securing off-site highway works where this is necessary;

- IV. charging CIL on developments in accordance with the CIL Charging Schedules of the Mayor of London and L.B. Hounslow;
- V. working with relevant service providers to secure infrastructure funding;
- VI. where appropriate, considering potential alternative funding and financing mechanisms.

DELIVERY AND MONITORING

INFRASTRUCTURE DELIVERY

6.1 It is essential that appropriate infrastructure is planned and provided in a timely manner. Infrastructure in this sense is not just about roads and utilities, but also the community facilities, open spaces and waterways that constitute the social, green and blue infrastructure required to enable sustainable development.

6.2 This Plan has been prepared in line with the existing Local Plan's Chapter 8 and the Mayor's six Good Growth objectives as set out in the draft new London Plan. To ensure that we support sustainable growth that works for everyone, we will support the delivery of infrastructure which:

- accommodates and encourages social inclusion;
- enables the best and most efficient use of land;
- improves residents' health and promotes more active and healthy lives, in line with Healthy Streets principles;
- supports the delivery of homes needed, particularly affordable homes;
- supports the growth of a good economy via improvements to digital, transportation, health and community infrastructure; and
- takes an integrated and smart approach to the creation of a more efficient and

resilient city.

6.3 The delivery of regeneration in the GWC area is intrinsically linked to the timely delivery of infrastructure necessary to enable development, including the provision of facilities and services to meet the needs of those living, working and visiting the area both now and in the future.

6.4 As part of the Local Plan Review, the Council is updating the Infrastructure Delivery Plan (IDP) which provides a baseline for existing infrastructure capacity and assesses future needs. In addition, the IDP assesses, as far as is possible, the infrastructure required to support the development in this Plan by setting out key locations, sites and types of infrastructure essential for successful implementation. The IDP is not repeated in full as a document in the GWC Local Plan Review as the infrastructure schedule is a critical supporting document for the Local Plan more broadly. The IDP will not be a static document; as infrastructure priorities evolve and new information becomes available over the plan period, the IDP and Infrastructure Delivery Schedule will be reviewed and updated accordingly.

FUNDING SOURCES

6.5 Securing funding and finance is critical for the timely delivery of infrastructure. New development will be expected to meet its own physical infrastructure needs, such as

the provision of utilities on-site or the creation of new means of access. Where new development puts pressure on existing infrastructure or creates additional need (e.g. for new community facilities or open space), new provision will be required. There will be a need to consider the ability of each site to contribute its fair share towards infrastructure, affordable housing and sustainability standards, whilst ensuring new development is viable and that the market is appropriately incentivised to deliver Good Growth within the opportunity area, as outlined in the draft new London Plan. Where necessary and viable, such provision will be secured through developer contributions. Early consideration of infrastructure needs and the integration of such within the design of a given scheme will reduce the end-costs of provision.

6.6 Developer contributions may be sought through the Community Infrastructure Levy (CIL), Planning Obligations (Section 106) and Section 278 agreements.

COMMUNITY INFRASTRUCTURE LEVY (CIL)

6.7 CIL is an important means of funding infrastructure through the development process. CIL allows local authorities to charge a levy on new developments in order to raise funds to deliver the infrastructure required to support growth. In London there are currently two levies: a Mayoral CIL to raise funds for Crossrail and a Local Authority CIL to pay for infrastructure such as road and rail improvements.

DELIVERY AND MONITORING

6.8 The Council formally adopted its CIL Charging Schedule and associated documents in July 2015.

PLANNING OBLIGATION (SECTION 106)

6.9 Section 106 (S106) of the Town and Country Planning Act 1990 allows a consenting authority such as L.B. Hounslow to enter into legal agreements with developers to fund or deliver certain works to make development proposals acceptable in planning terms.

6.10 Despite changes following the introduction of CIL, S106 agreements continue to have an important role in delivering items such as affordable housing, employment, construction and training, and addressing site-specific issues such as access.

6.11 Revenue generated from CIL and pooled S106 contributions may be used, alongside other available funding, to deliver infrastructure.

SECTION 278

6.12 These are agreements made under the Highways Act 1980 for the developer to carry out scheme-specific highway works needed to satisfactorily tie in a scheme to the road network, or to mitigate adverse impacts which would otherwise arise in the immediate vicinity of the site. Examples of the works covered by S.278 agreements are vehicular crossovers and drop kerbs (standard for most developments), or more major highway works such as traffic lights or junction improvements, where a

scheme is estimated to generate a large number of vehicular movements.

OTHER PUBLIC AND PRIVATE SECTOR BODIES

6.13 There will be a need for both public and private sector investment in capital infrastructure projects and the establishment of revenue streams to support development. The Council will carry out its statutory duties and work with lead delivery partners to optimise the use of its assets whilst continuing to bid for public sector funding and grants from national, regional, strategic and local sources.

6.14 New people living and working in an area means new income for service providers. When the service provider is a governmental body (i.e. the GLA or TfL), this funding comes from public taxes, whilst in the case of non-governmental service providers this will usually be through direct payments from customers for the services provided (e.g. utilities).

6.15 A service provider's business plan will set out how it intends to continue to deliver its services subject to changing market needs. In the case of the Great West Corridor area, Hounslow Council is holding discussions with service providers to make them aware of the anticipated population increase expected in the area, the phased programme for delivery and any anticipated infrastructure needs. Where neither development nor public or private service providers can meet the anticipated costs of development, the public sector can look to borrow monies to finance

infrastructure.

6.16 The Council will look to borrow monies to fund infrastructure through a method called Tax Increment Financing (TIF). This involves an authority borrowing money against anticipated future business rates income to fund the delivery of infrastructure 'up-front', with this money being repaid over time.

WORKPLACE PARKING LEVY (WPL)

6.17 A Workplace Parking Levy (WPL) represents an alternative potential source of funding. This would take the form of a levy on the number of workplace parking places provided by businesses for their employees. The proceeds of such a levy would contribute to transport improvements within the GWC area (e.g. improvements to facilitate the West London Orbital link or the new 'Golden mile' station etc.), promoting sustainable modes of transportation whilst facilitating expected growth in the area. The introduction of a WPL within the GWC area is subject to stakeholder

DELIVERY AND MONITORING

consultation, Cabinet approval and application to the Mayor of London.

MONITORING

6.18 Monitoring is needed to establish what is happening now and what may happen in the future. It is a crucial process to help ensure that sustainable development is being achieved. By monitoring and studying trends it is possible to identify key challenges and opportunities for the future, enabling policy to respond accordingly.

6.19 The Council prepares an Annual Monitoring Report on the progress of local planning policy documents, evaluating the extent to which these policies are being implemented and their effectiveness.

6.20 Table 6.1 below contains a full delivery matrix showing how, when and where each of the policies will be delivered. Monitoring indicators are also provided to evaluate the expected outcomes of each policy.

6.21 The indicators relating to the implementation of the strategic policies will be monitored on an annual basis with findings presented in an AMR.

6.22 A further series of indicators are contained within the Integrated Impact Assessment (IIA) which accompanies the Strategic Policies. These indicators do not monitor specific policies but instead monitor the Plan as a whole by outlining areas in which it is expected to have an effect.



DELIVERY AND MONITORING

INFRASTRUCTURE PLANNED TO SUPPORT GROWTH



HEALTH FACILITIES

- New Health Centre in Brentford
- New Health Centre in Chiswick



ACTIVE TRAVEL

- New and improved cycle and pedestrian routes
- Extension of Cycle Superhighway 9 (CS9)
- New Boston Manor station – Golden Mile station walking and cycling link
- Public realm improvements and additional crossings over A4



LEISURE & COMMUNITY FACILITIES

- Redevelopment of Brentford Fountain Leisure Centre, providing leisure centre and community hub
- Improvements to Brentford, Chiswick, Isleworth and Osterley libraries



SCHOOLS

- New secondary schools: Bolder Academy (Osterley) and Green School for Boys (Isleworth)
- Relocation to permanent Osterley site: Nishkam School (all-through)
- Expansion of special school: Oaklands School provision for 4-19-year olds
- Expansion of secondary schools in surrounding area: Isleworth & Syon School for Boys, Kingsley Academy and Chiswick School
- Site safeguarded for educational use at Layton Road



GREEN INFRASTRUCTURE

- Investment programme for key park infrastructure, including improvements to access, signage, park buildings and new play and fitness facilities
- Gunnersbury Park and Museum improvements
- Masterplanning for Redlees Park
- River Brent towpath improvements
- Improvements to Boston Manor Park and House



TRANSPORT AND CONNECTIVITY

- New Brentford - Southall Rail link with new station at Transport Avenue (Golden Mile Station)
- New West London Orbital rail link and new station at Lionel Road
- New/enhanced bus services
- Road network and junction improvements
- Station access improvements - Kew Bridge and Gunnersbury stations



DELIVERY AND MONITORING

Table 6.0

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC1 Economic Growth	GWC area				<ul style="list-style-type: none"> Hounslow Council Developers Service providers Local Enterprise Partnerships 	<ul style="list-style-type: none"> Detailed places policies and masterplan proposals Site Allocations Development Management process Planning obligations CPO powers 	<p>1.1 Net additional employment floorspace delivered by type</p> <p>1.2 Proportion of affordable workspace secured on major schemes</p> <p>1.3 Net additional industrial floor space within LSISs and SIL</p> <p>1.4 Gain of creative workspace providers operating within the CEZ</p>
	Minimum 185,800 sqm business/office floorspace	60,800	56,200	68,800			
	Minimum 189,100 sqm industrial floorspace		87,000	102,100			
	Minimum 22,600 sqm broader retail floorspace	11,900	3,800	6,900			
	Provision of range of affordable workspace						
	Intensification of employment uses						
	Protection of existing employment uses						
	Creative Enterprise Zone (CEZ)						
	GWC West (P1) <i>Site allocations nos 2-14</i>						
	Minimum 52,000 sqm business/office floorspace)	26,000	26,000				
	Minimum 150,600 sqm industrial floorspace		57,200	93,400			
	Minimum 12,100sqm retail floorspace	8,600	1,700	1,800			
	GWC Central (P2) <i>Site allocations nos 15-22, 25, 26</i>						
	Minimum 81,500sqm business/office floorspace	27,400	8,000	46,100			
Minimum 28,200sqm industrial floorspace		19,400	8,800				
Minimum 5,500sqm broader retail floorspace	900		4,600				

DELIVERY AND MONITORING

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC1 Economic Growth (contd.)	GWC East (P3) <i>Site allocations nos 28, 29, 31-37</i>				<ul style="list-style-type: none"> Hounslow Council Developers Service providers Local Enterprise Partnerships 	<ul style="list-style-type: none"> Detailed places policies and masterplan proposals Site Allocations Development Management process Planning obligations CPO powers 	<p>1.1 Net additional employment floorspace delivered by type</p> <p>1.2 Proportion of affordable workspace secured on major schemes</p> <p>1.3 Net additional industrial floor space within LSISs and SIL</p> <p>1.4 Gain of creative workspace providers operating within the CEZ</p>
	Minimum 52,300sqm business/office floorspace	7,400	22,200	22,700			
	Minimum 10,400 sqm industrial floorspace		10,400				
	Minimum 14,000 sqm hotel floorspace		14,000				
	Minimum 4,900 sqm broader retail floorspace	2,300	2,100	500			
	Minimum 5,900 sqm leisure uses	5,700	200				
	Minimum 29,900 sqm car showroom floorspace	29,900					
GWC2 Housing Growth	GWC Area				<ul style="list-style-type: none"> Hounslow Council Developers Affordable housing providers 	<ul style="list-style-type: none"> Detailed places policies and masterplan proposals Site Allocations Proactive approach to site delivery Pre-application and Development Management process Planning obligations CPO powers 	<p>2.1 Net additional housing secured and completed within GWC area</p> <p>2.2 Percentage of new homes that are affordable†</p> <p>2.3 Percentage breakdown of all housing tenure†</p> <p>2.4 Delivery of wheelchair accessible/adaptable homes</p>
	Minimum 7,030 new homes	1,490	3,520	2,020			
	A minimum of 430 units on Strategic Pipeline Schemes	430					
	Provision of 50% affordable housing						
	Affordable tenure split of 70% LAR / social rented, 30% intermediate						
	GWC West (P1) <i>Site allocations nos.: 2, 3, 5, 6, 7, 11, 12, 13</i>						
	Minimum 3,620 new homes	220	2,250	1,150			
	GWC Central (P2) <i>Site allocations no.: 16, 17, 18, 24, 26</i>						
	Minimum 1,140 new homes	490	450	200			
	GWC East (P3) <i>Site allocations no.: 30, 31, 32, 33, 34, 35, 37, 112; Strategic Pipeline Schemes</i>						
Minimum 2,700 new homes	1,380	650	670				

DELIVERY AND MONITORING

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC3 Health and Wellbeing	GWC area				<ul style="list-style-type: none"> Hounslow Council Developers Service providers Infrastructure Providers Voluntary sector 	<ul style="list-style-type: none"> Detailed places policies and masterplan proposals Site Allocations Annual review of Infrastructure Delivery Plan Development Management process CIL Planning Obligations CPO powers 	<p>3.1 Concentrations of NO2 and PM10 at monitoring locationst</p> <p>3.2 The number of developments that meet or exceed the air quality neutral standards</p> <p>3.3 Gain in provision of social infrastructure to support new residential development</p> <p>3.4 Gain in number of events / venues supporting arts and cultural offer (qualitative)</p> <p>3.5 % increase of Health Impact Assessments submitted with Major developments</p>
	Healthy living outcomes through promotion of walking and cycling						
	Improvements to environmental quality of area (inc. reduction in air and noise pollution)						
	Increased access to open space and expansion of community facilities and hubs						
	Investment in new and expanded primary and secondary schools						
	Improvements to existing health facilities and provision of new health hubs						
	Provision of social infrastructure, parks and public squares alongside development						
	Clean Air pedestrian and cycle routes parallel to the A4/M4						
	GWC West (P1)						
	Improved connections to parks and open spaces (Boston Manor, Syon Park, Manor Park, the Brent)						
	Improvements to Boston Manor Park						
	GWC Central (P2)						
	Land for educational use at Layton Road						
Enhanced waterfront accessibility along River Brent, inc. tow path improvements							

DELIVERY AND MONITORING

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC3 Health and Wellbeing (contd.)	GWC East (P3)						
	Redevelopment of Fountain Leisure Centre to create Community hub						
	Green buffer zone between main road corridors and the footway						
	Improved connection, access and activities to open spaces including Gunnersbury Park, Carville Hall Park and other green and blue corridors including River Thames						
	New public space and station plaza						

DELIVERY AND MONITORING

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC4 Green Infrastructure and Open Space	GWC Area				<ul style="list-style-type: none"> Hounslow Council Developers Service providers Infrastructure providers Voluntary sector Private Sector Partners Land-owners GLA/TfL Friends Groups 	<ul style="list-style-type: none"> Detailed places policies and masterplan proposals Work with key stakeholders including neighbouring boroughs, landowners and All London Green Grid working group Pre-application and Development Management process Annual review of Infrastructure Delivery Plan CIL Planning Obligations 	<p>4.1 Change in quantum of Green Belt, MOL and LOS designated land (hectares)</p> <p>4.2 Developments granted planning permission for net increase in publicly accessible open space†</p> <p>4.3 Developments granted planning permission within designated wildlife sites or Biodiversity Action Plan Priority Habitats †</p> <p>4.4 Performance of approved major developments against draft new London Plan Urban Greening Factor (UGF) targets scores (0.4 for predominantly residential schemes, 0.3 for predominantly commercial)</p> <p>4.5 % SINCs in positive management and favourable condition</p>
	Improve access and links between green spaces and deliver the All London Green Grid Framework						
	Overall net gain in biodiversity through provision of biodiversity habitats and green corridors						
	Increase Urban Greening of developments in line with GLA Urban Greening Factor						
	Improve the function, access, landscaping, sports and play facilities, nature trails and repairs to park buildings						
	GWC West (P1)						
	Tesco Site - Central neighbourhood green						
	Gillette site - central green square						
	West Cross Campus quarter - central green space and piazza fronting new Golden Mile Station						
	GWC Central (P2)						
	River Brent Quarter - open space along River Brent and integration with existing open space rear of Robin Grove						
	GWC East (P3)						
	B&Q site - central public space						
Brentford Stadium Quarter - new station plaza (Lionel Road Station)							
New open space at Capital Interchange Way							

DELIVERY AND MONITORING

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC5 Design and Heritage	GWC Area				<ul style="list-style-type: none"> • Hounslow Council • Developers • Relevant partners and stakeholders (e.g. Historic England) 	<ul style="list-style-type: none"> • Detailed places policies and masterplan proposals • Design Review Panel process • Pre-application and Development Management process 	<p>5.1 Number of schemes nominated for or awarded a design award</p> <p>5.2 Change in status of heritage assets (within and outside borough) and / or change in number at risk)</p> <p>5.3 Number of Tall buildings permitted: (i) within identified appropriate areas/ clusters (ii) outside identified appropriate areas/ clusters</p> <p>5.4 Net increase in sqm of public space</p>
	High quality developments which respect and enhance character and historic environment						
	Heritage trails celebrating the history of the Golden Mile						
	Improved public realm in line with masterplan and emerging borough character and design strategy						
	Tall and focal buildings appropriately placed and developed in line with policy						
	Heritage assets brought back into meaningful use						
	High quality and comprehensive design review process						
	Design measures to allow co-location of uses in line with Agent of Change principles						
	High quality well designed advertisements in line with policy						
	GWC West (P1)						
	Preserved and enhanced Art Deco buildings brought back into use						
	New development along Great West Road with active frontages and landscaping						
	New public square to south -west of proposed Golden Mile Station						
	New street connecting Sky Campus to Golden Mile Station with active frontages and green space						

DELIVERY AND MONITORING

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC5 Design and Heritage	GWC Central (P2)				<ul style="list-style-type: none"> Hounslow Council Developers Relevant partners and stakeholders (e.g. Historic England) 	<ul style="list-style-type: none"> Detailed places policies and masterplan proposals Design Review Panel process Pre-application and Development Management process 	<p>5.1 Number of schemes nominated for or awarded a design award</p> <p>5.2 Change in status of heritage assets (within and outside borough) and / or change in number at risk)</p> <p>5.3 Number of Tall buildings permitted: (i) within identified appropriate areas/ clusters (ii) outside identified appropriate areas/ clusters</p> <p>5.4 Net increase in sqm of public space</p>
	Developments with inviting street-level presence in London Gateway and Central Corridor						
	Developments with continuous active frontages at ground floor						
	Improved River Brent access with hub for visitor and community activities						
	Mixed-use developments with protective buffer along M4/A4						
	GWC East (P3)						
	Well defined streetscape with consistent building lines and clearly identifiable residential and non-residential frontages						
	Well-designed open spaces and public squares						
	Improvements to public realm, inc. underside of elevated M4						

DELIVERY AND MONITORING

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC6 Connecting People and Places	GWC Area				<ul style="list-style-type: none"> Hounslow Council Developers Infrastructure providers GLA/TfL Network Rail Rail companies 	<ul style="list-style-type: none"> Annual Review of Infrastructure Delivery Plan Working with strategic partners to bring forward transport infrastructure Detailed places policies and masterplan proposals Development Management process CIL Planning Obligations 	<p>6.1 Successful delivery of key sustainable transport infrastructure</p> <p>6.2 Increase in PTAL scores across the GWC area</p>
	Improved walking and cycling connections between stations and local centres						
	Improved bus network and services and /or provision of new bus services and infrastructure						
	Cycleway 9 (C9) running along A315						
	Reduction in vehicle congestion and improved pedestrian safety						
	Clean Air pedestrian and cycle routes parallel to the A4/M4						
	Network / station capacity enhancements for both London Underground and SW rail						
	Improvements to rail / tube stations, including accessibility						
	Bus Rapid Transit (BRT) service along the A4						
	Improvements to streets and public realm in line with Healthy Streets approach						
	Reduced traffic congestion and noise pollution, improved air quality and pedestrian safety						
	Measures to reduce new car parking provision and manage existing parking						
	Zero exhaust emission bus services and routes across the area						
	Measures to reduce the impact of construction, servicing and delivery trips						
	Measures to facilitate safe, reliable, and efficient movement of freight through the Corridor						

DELIVERY AND MONITORING

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC6 Connecting People and Places	GWC West (P1)				<ul style="list-style-type: none"> Hounslow Council Developers Infrastructure providers GLA/TfL Network Rail Rail companies 	<ul style="list-style-type: none"> Annual Review of Infrastructure Delivery Plan Working with strategic partners to bring forward transport infrastructure Detailed places policies and masterplan proposals Development Management process CIL Planning Obligations 	<p>6.1 Successful delivery of key sustainable transport infrastructure</p> <p>6.2 Increase in PTAL scores across the GWC area</p>
	Safeguarding land to facilitate shuttle rail link to Southall Crossrail						
	Measures to reduced traffic congestion along A4/M4 corridor						
	Developments providing lower than maximum draft new London Plan parking standards						
	Brentford High Street link utilising disused railway embankment and crossing the railway line						
	New boardwalk from Great West Road across River Brent and M4 to Boston Manor Underground						
	Improvements to the underpass at Gillette Corner						
	New and improved road crossing to replace existing footbridge by Syon Clinic						
	Improved pedestrian oriented public realm which better connects both sides of the A4						
	GWC Central (P2)						
	Developments providing lower than maximum draft new London Plan parking standards						
	Measures to reduce traffic congestion along A4/M4 corridor						
	Improving pedestrian access and street legibility, particularly along routes to Brentford Town centre						
	Improved links from Boston Manor station to the London Gateway area						
	Safeguarding land to facilitate the future extension of the shuttle rail link to Southall Crossrail						

DELIVERY AND MONITORING

Policy	What will be delivered and where	When will it be delivered (years)			Who will deliver it	How it will be delivered	Key Performance Indicators
		0-5	5-10	10-15			
GWC6 Connecting People and Places	Walking route between Golden Mile station and Brentford station in River Brent Quarter				<ul style="list-style-type: none"> Hounslow Council Developers Infrastructure providers GLA/TfL Network Rail Rail companies 	<ul style="list-style-type: none"> Annual Review of Infrastructure Delivery Plan Working with strategic partners to bring forward transport infrastructure Detailed places policies and masterplan proposals Development Management process CIL Planning Obligations 	<p>6.1 Successful delivery of key sustainable transport infrastructure</p> <p>6.2 Increase in PTAL scores across the GWC area</p>
	New footbridge over the River Brent to improve pedestrian access and permeability						
	GWC East (P3)						
	Lionel Road Station to facilitate West London Orbital link						
	Measures to reduce traffic congestion at Chiswick Roundabout, and A4/M4 corridor						
	All developments to be car-free in this area						
	Enhancements to Gunnersbury station access, capacity and environment						
	Improving bus access, frequency and network from GWC East to the wider area						
	Well-defined streets and spaces with better crossing facilities to improve connections						
	High quality continuous, network of walking and cycling routes linking area to surrounding areas						
	A new pedestrian bridge across the railway lines and new / improved crossings over the A4						

*The overall housing delivery target for GWC area is based upon GLA's Opportunity Area target in the draft new London Plan, which is based upon the GLA Strategic Housing Land Availability Assessment (2018). Place policy housing targets are based on site allocations and represent the minimum required by site allocations within each place area (see Volume 2 Local Plan Site Allocations for more information). Non-residential floorspace delivery targets are taken from site allocations and represent the minimum required by site allocations within each place area. All targets are presented as minimum approximate targets.

**Phasing is represented in the 'When will it be delivered' column which has been further divided into three sub-columns: phase 1 (0-5 years), phase 2 (5-10 years) and phase 3 (10-15 years). Targets have been phased for employment floorspace (given in sqm) and housing (given in no. of units). Figures in these sub-columns reflect minimum targets required by site allocations within the GWC area and each place policy area. All targets are presented as minimum approximate targets.

† KPIs included from recommended IIA proposed monitoring programme (see GWC IIA 2019 for more details)

