The new Local Plan will be one of the most important documents the Council produce for shaping the future of the Borough of Hounslow until 2030. It will provide for significant growth in new housing and jobs to meet our residents’ needs, while requiring high quality sustainable development that protects the unique characteristics and historic assets of the Borough that our local communities value. It will guide investment in new buildings and important infrastructure and prioritise transformation and regeneration, while protecting and enhancing valuable metropolitan open land, green belt and open space.

The Local Plan has been prepared by drawing on the knowledge and aspirations of local residents, communities, businesses, and partner organisations. In summer 2013 we consulted you on the ‘Policy Options’ to be considered in preparing our new Local Plan for the Borough. It included options for how we provide the homes, jobs, schools, shops and services and identified sites for these elements. New evidence then became available to show that more new homes were needed across the whole of London to meet the increases in population revealed in analysis of the last Census. So in October 2013 we consulted you on a ‘Revised Site Allocations’ to ensure we identified enough sites to better meet the rising need for additional school places and housing.

We are now consulting you on the final draft of the Local Plan (which is called the ‘Proposed Submission draft’). This includes our spatial vision for the Borough over the next 15 years, together with the full set of draft planning policies to be used to assess planning applications, and site allocations. We have used your feedback and taken account of your suggestions to ensure the plan delivers for local residents and businesses, and protects the things that makes the Borough of Hounslow unique. We now want your views on whether the draft Local Plan is ‘sound’ before we submit it to Government for examination by an independent Planning Inspector. After this we then aim to adopt the plan in early 2015, so it can be used to assess future planning applications against, as well as provide a common tool for all service providers, community groups, developers, residents and businesses to make Hounslow an even better place to live and work.

I hope you enjoy reading the plan and look forward to receiving your comments.

Councillor Steve Curran
Lead Member for Housing, Planning and Regeneration
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(Note: several sites have been removed but numbering is unchanged from the October 2013 Revised Sites Allocations Policy Options for the Local Plan consultation)
INTRODUCTION

PURPOSE

1.1 The Local Plan is a local development plan document that will set out the council’s proposals for the future development of the borough over the next 15 years through a suite of new planning policies. All local authorities are required to prepare a Local Plan with the objective of contributing to the achievement of sustainable development, addressing the spatial implications of economic, social and environmental change.

PROCESS

1.2 Hounslow’s new Local Plan will replace all of the policies and proposals in the existing local development plan currently made up of the Brentford Area Action Plan (2009), the Employment Development Plan Document (2008) and the saved policies in the Unitary Development Plan (2007) together with supporting Supplementary Planning Documents and/or Guidance. The Local Plan process also replaces the previous local development plan terminology of Local Development Frameworks led by a Core Strategy which the council had previously been preparing.

1.3 The Proposed Submission draft of the Local Plan is a critically important stage in the preparation of the council’s new Local Plan. The plan has been prepared using feedback received through several earlier consultation stages (see box below) and now provides a full and final draft document for consultation before it is submitted to the Secretary of State for independent examination. The examining Inspector will assess whether the Local Plan has been prepared in accordance with legal and procedural requirements, and whether it is ‘sound’ with reference to the following tests:

- The plan has been positively prepared based on a strategy which seeks to meet the objectively assessed development and infrastructure requirements, and whether it is reasonable to do so and consistent with achieving sustainable development.
- The plan is justified as the most appropriate strategy when considered against the reasonable alternatives, and based on proportionate evidence.
- The plan is effective in that it is deliverable over the plan period and based on joint working on cross boundary strategic priorities.
- The plan is consistent with national policy, enabling the delivery of sustainable development in accordance with the policies in the NPPF. There is also a requirement for Local Plans in London to be in general conformity with the London Plan.
INTRODUCTION

SUSTAINABILITY APPRAISAL

1.4 The Local Plan is subject to a number of statutory impact assessments, including Sustainability Appraisal (incorporating Strategic Environmental Assessment), Habitats Regulations Assessment and Equalities Impact Assessment. Each of the options presented in the consultation document have been assessed for their impact against sustainability objectives. This Sustainability Appraisal process has enabled the assessment of reasonable alternatives options including a comparison of their likely impacts. The Sustainability Appraisal and other impact assessments are published alongside the Proposed Submission draft document for consultation.

PUBLIC CONSULTATION

1.5 The pre-submission Local Plan, Sustainability Appraisal and other documentation is published for public consultation for a six week period from 7 March 2014 to 22 April 2014.

Please consult the council’s webpage to view the document and for information on responding to the consultation:

www.hounslow.gov.uk/localplan

Alternatively, please contact the Planning Policy Team using the details below:

Email: ldf@hounslow.gov.uk
Tel: 020 8583 5202
Web: www.hounslow.gov.uk/localplan

Access to all the evidence documents referred to in this Local Plan is available through links from the Local Plan web page.

TIMETABLE

JUNE-JULY 2013
POLICY OPTIONS

OCT 2013
REVISED SITE ALLOCATIONS

MARCH TO APRIL 2014
PROPOSED SUBMISSION

JUNE/JULY 2014
SUBMISSION

OCT 2014
EXAMINATION

MARCH 2015
ADOPTION
1.9 The starting point for developing policy options for the Local Plan is to address the requirements set out in national and regional planning policy guidance. Policy options for the Local Plan were explored only where the opportunity for proposing reasonable alternatives to national and regional policy existed in order to meet local objectives or respond to local distinctiveness. Where an issue is adequately addressed and no alternative options are available, the policy options indicate that national or regional policy will apply.

1.10 The core principle of the NPPF is a ‘presumption in favour of sustainable development’, which should be seen as a golden thread running through plan making. Sustainable development is defined positively seeking to meet the needs of the borough unless the adverse impacts would outweigh the benefits, or the NPPF indicates development should be restricted. It is the role of the planning system to balance the three dimensions of sustainable development - economic, social and environmental – to ensure that new development has a beneficial impact on the local economy, environment and people’s quality of life, and to mitigate or protect the area from significant adverse impacts.

1.11 The NPPF requires that Local Plans:

- Plan positively for the development and infrastructure required in the area.
- Cover a 15-year timeframe, taking account of longer term requirements.
- Be based on co-operation with neighbouring authorities, public, voluntary and private sector organisations.
- Indicate broad locations for strategic development of a key diagram and land-use designations on a policies map.
- Allocate sites to promote development.
- Identify area where it may be necessary to limit freedom to change the use of buildings

- Identify land where development would be inappropriate, for instance for its environmental or historic significance.
- Contain a clear strategy for enhancing the natural, built and historic environment.

1.12 More generally, the NPPF sets out guidance in relation to key planning principles including building a strong economy; ensuring the vitality of town centres; promoting sustainable transport; delivering a wide choice of affordable homes; good design; promoting healthy communities; protecting open space and the built environment; conserving the historic environment; and meeting the challenge of climate change. Further guidance and national policy is also published by government and this is material to how planning decisions are made. The policies in the Local Plan must be consistent with the principles and policies set out in the NPPF and address all of the Local Plan preparation requirements.
POLICY AND CONTEXT

LONDON PLAN

1.13 The London Plan is the Spatial Development Strategy produced by the Mayor of London setting the strategic plan for development in London over the next 20-25 years. The Local Plan is required to be in general conformity with the London Plan. The London Plan is also part of the statutory development plan for the borough and has to be taken in account in the determination of planning applications.

1.14 The London Plan sets out a significant number of requirements in relation to Local Plan preparation which must be addressed in the development of the policy options. The Mayor also establishes a strategic approach in relation to key policy areas leaving limited scope for alternative policy options at the local level.

1.15 Revised Early Minor Alterations (REMA) to the London Plan (2011) were adopted in October 2013 to ensure that it is consistent with the NPPF. The Major also published significant Further Alterations The London Plan (FALP) for consultation in January 2014 that respond to changes in future projections of growth in London that have been informed by the 2011 Census and other evidence. This draft Local Plan has been prepared in the understanding of the important changes set out in the FALP, including a new proposed housing target for the borough.

1.16 Key policy requirements set out in the London Plan (as expected to be amended by the FALP) in relation to Hounslow and the draft Hounslow Local Plan include:

- A minimum housing delivery target of 822 additional homes per annum throughout the plan period – this increases from 470 per annum in the previous planning period.
- Set an affordable housing target, including separate targets for affordable rented and intermediate housing.
- Identify and protect Strategic and Locally Significant Industrial Locations.
- Establishes the borough’s town centre hierarchy identifying Hounslow as Metropolitan centre, Chiswick as a Major Centre and Brentford and Feltham as District centres.
- Sets out detailed principles in relation to minimising carbon dioxide emissions and sustainable design and construction.
- Strongly opposes any further expansion of Heathrow Airport involving an increase in the number of aircraft movements.
- Sets out maximum car parking standards.
- Continuing the protection of Metropolitan Green Belt and Metropolitan Open Land.
- Identification of the Heathrow Opportunity Area (shared with LB Hillingdon) as an area to accommodate significant new housing and employment growth. The potential of this aspect will be dependent on the outcome of decisions to be made on the future function of Heathrow Airport (see section below on the Davies Commission).
- Identification of a Hounslow (Great West Corridor) Strategic Outer London Development Centre for employment use.
OTHER STRATEGIES

1.17 The Local Plan takes forward the vision for the District set out in Future Borough: Hounslow Together’s Vision, Strategy and Action Plan, which form the Sustainable Community Strategy for the borough.

‘A vision for Hounslow 2030’

1.18 Hounslow is a diverse borough, full of character, entrepreneurial spirit, and with huge potential. Over the next 20 years, Hounslow Together will work with the community to develop the borough to be distinctive, vibrant and thriving, with a happy, high achieving community at its heart.

1.19 The vision is set out under three priorities: people, place and economy. At the heart of the strategy is the aspiration for the borough to be a place where people enjoy living, and choose to settle and stay. The community will be based around thriving town centres, and economy will be a key player west London and Greater London economy, maximising the opportunities afforded from its unique location as the gateway to London. The Future Borough sets out is strategy for achieving the vision under four themes - leadership, people, place and economy – with long term outcomes for each and actions for the council and its partners.

ENGAGEMENT

1.20 The Local Plan takes forward the spatial elements of the Future Borough strategy, including regenerating our town and local centres, creating distinctive and desirable communities through quality design and the provision of the right types of housing, supporting economic growth and providing the necessary infrastructure.

1.21 A copy of the Future Borough strategy, which was published in 2011 following extensive stakeholder engagement and community consultation, can be found on the council’s website at www.hounslow.gov.uk.

1.22 The Local Plan has been prepared in the context of continuous engagement with stakeholders and the community, with public consultations taking place in 2008 and 2011 for the earlier Core Strategy and in 2013 for the Policy Options for the Local Plan and a subsequent Revised Site Allocations Policy Options for the Local Plan. The preparation of the borough’s Sustainable Community Strategy (‘Future Borough’), which was published in 2011, also influenced the Local Plan.

1.23 A consultation statement has been published alongside this document, which sets out this process, the issues raised through consultation and how they have been addressed. This engagement meets the requirements of the council’s Statement of Community Involvement, which sets out how the community should be engaged when planning policy is prepared. The further statement setting out how the Local Plan has met the ‘duty to co-operate’ requirements of the Localism Act will be submitted alongside the Local Plan to the Secretary of State.
The Local Plan is the key to delivering the vision and aspirations local community for the future development of the borough over next 15 years. The Local Plan also includes the detailed planning and land use policies which will be used by all decision makers considering development proposals for the use of land and buildings in the borough. All planning and land use decisions must be taken in accordance with the development plan (of which this Local Plan is the principle part) unless material considerations indicate otherwise.

Hounslow will be a vibrant and growing borough, with a minimum of 12,330 additional new homes built between 2015 and 2030. These new homes will provide a range of housing tenures, types and sizes in line with identified need. This will be part of a sustainable development approach, with new community infrastructure provided to meet the needs of Hounslow’s expanded population.

Development will be directed to areas that have capacity for change, including the borough’s town centres and the Great West Corridor. The many great landscape, natural and built heritage assets and distinctive residential characters found across the borough will be protected and enhanced. Town centres will become hubs of cultural, leisure, community, and retail activity that supports the growing population. Town centres will also be promoted as locations for economic growth, as places to do business. Growth will be focused first at Hounslow Metropolitan Centre and Brentford District Centres and later, the smaller town centres, where accessibility is greatest and shops and services necessary for successful communities, business and quality of life. They will provide opportunities for business services and for business to take place outside of the normal work place.

Improved connectivity and transportation improvements will support the principle out of centre employment locations including on the Great West Corridor, focusing on digital and media and anchoring commercial growth and HQ offices at the gateway to central London. The stimulus of Heathrow Airport and innate entrepreneurship and innovation of Hounslow’s diverse peoples will continue to underpin local economy, with improved access to a range of jobs and skills for local people.

The quality of life and health of residents will be improved by the provision of supporting infrastructure and high quality and responsive design that respects and enhances local character. Significant local character, natural and heritage assets will be protected and enhanced to maximise their benefits to local residents and businesses.
This vision is set out in such a way that it forms the Council’s definition and local interpretation of the Government’s overarching ‘presumption in favour of sustainable development’, and seeks opportunities for all new development in (or impacting upon) the borough of Hounslow to contribute to the achievement of sustainable development. This will be assessed and balanced across the economic dimension, the social dimension and the environmental dimension – both now and for future generations. The vision and the policies contained in this plan address the distinctive circumstances of the people, places economy of borough of Hounslow but are consistent with national and London-wide regional planning strategy and policies. The Council will work positively with the promoters of development and local communities in a positive way to overcome problems and to achieve high quality sustainable development on the ground.

The spatial strategy for the phases of development of the borough to 2030 is summarised in the key diagram in three clear phases focussed on: 1) continued regeneration and focus on Brentford and Hounslow town centres; 2) new urban opportunities including on the Great West Corridor; and 3) western suburban regeneration. During the plan period the future function of Heathrow Airport will become clear and the focus of the third western regeneration phase will be planned through supplement or amendment to this Local Plan as necessary to address the opportunities arising in the Heathrow Opportunity Area.
2.4 The London Borough of Hounslow will continue to be a key contributor to London’s economy, with the Great West Corridor Strategic Outer London Development Centre evolving as the Gateway to London from Heathrow and the M4 Corridor. The economic stimulus of Heathrow will continue to be respected, with supply chain opportunities maximised. The role of the Heathrow Opportunity Area will be further defined throughout the plan period once the future of Heathrow Airport is confirmed.

2.5 Building on the innovation of the ‘Golden Mile’ that developed in the 20th Century inter-war period, the Great West Corridor will be transformed into a place fit for business in the 21st Century, with the delivery of well designed mixed use developments that builds on the Great West Road’s commercial frontage and protect existing employment uses. The economic stimulus and digital and media specialism anchored by the Sky Campus and Chiswick Park Business will be maximised, including supply chain and opportunities. Evidence indicates that demand for high grade office space from multinational corporations in high growth sectors such as hi-tech, media and pharmaceutical companies will also continue to be strong to 2030.

2.6 Improved connectivity will be fundamental to delivering the vision, both connecting Great West Corridor to the Borough’s town centres, and beyond these to the strategic rail network and international travel network. The improved connections from work place will create opportunities in town centres for local business services and networks to develop and create opportunities to do business outside of the normal work place environment. A new passenger service will connect Brentford District Centre and employees and businesses on the Great West Corridor to the new Crossrail network at Southall. Once coupled with a further passenger service between Hounslow Station and Willesden Junction via Old Oak Common, these services will enable Outer London orbital rail connections to Crossrail and HS2. Such strategic transport improvements, together with more localised enhancements to public realm and pedestrian and cycle/pedestrian routes, will help unlock a broader range of employment and training opportunities to Hounslow’s residents and underpin the supply chain. These developments will create new local economic opportunities and support the borough’s many smaller and younger firms and highly entrepreneurial economy to develop and remain in the borough. It will help reduce the mismatch in local skills and employment opportunities, and promote more sustainable travel patterns.
2.7 The places with the best public transport accessibility are the four town centres reflecting their role as local hubs and provision of shops and services to serve local catchments. Land use decisions will where appropriate, permit higher densities of development where a high quality of design is achieved and enable protection of suitable commercial space for commercial uses at these locations to ensure these advantages are not squandered to short-term expediency. Local shops and services serving nearby residential areas will also be protected where there is an identified need.

2.8 Such economic development opportunities will be used as a catalyst to regenerate Hounslow’s town centres, especially Hounslow Metropolitan Centre and Brentford District Centre, building on the model achieved with the success of Chiswick Business Park. Major mixed use developments will be delivered, including Hounslow High Street Quarter, which will help transform the Borough’s town centres into some of west London’s most vibrant destinations for a diversity of cultural and leisure offer. The Local Plan will seek to ensure a diversification of town centre uses to achieve activity during the day and night that acts as a focus for servicing the diversity of local cultural needs. Retail, businesses and consumer services, and residential uses are part of this consideration, but the case for conversion of commercial space to residential uses will be carefully balanced against wider town centre uses to promote and enhance places that can deliver economic growth and employment and must include leisure, community and cultural facilities. This will be underpinned in Hounslow by the Council occupying new accessible premises in the town centre. This will all also help provide accessible opportunities for soft networking for companies throughout the Borough, including those at Great West, which will in turn create supply chain opportunities for local businesses.

2.9 To the west of the borough the major business and transport distribution sites such as North Feltham Trading Estate and Transport Avenue, and the technology office locations at Bedfont Lakes will consolidate. While their economic base will be diversified the economic stimulus of Heathrow will continue to be respected; with optimal supply chain opportunities and continued major representation of international companies, distributive and support functions based on the proximity relationship with Heathrow Airport secure.

2.10 The role of the Heathrow Opportunity Area will be further defined throughout the plan period once the future role of Heathrow Airport and its configuration is confirmed.

2.11 The borough’s future economic performance will grow as the highly entrepreneurial and intrinsically competitive resident businesses utilise the diversity of places, talents and locational advantages found in London Borough of Hounslow.
2.12 The population of London Borough of Hounslow will continue to grow rapidly, growing by a further 30,000 people to reach approximately 314,000 by 2030. The people will be of many backgrounds, ages, abilities and faiths, but they will share great ambitions for our borough and its future. While some of the population will move on, an increasing proportion will choose to stay permanently in the borough that embraces diversity and change; offers the quality and types of homes they need and want; and the community, cultural and religious facilities; health, education and leisure opportunities for the quality of life they want, together with improving economic opportunities and environmental quality. By 2030, a quarter of the population will be under the age of 18 and nearly 15% will be over the age of 65, with 4% over the age of 80. Health and care services and an increasing provision of adaptable Lifetime homes and support packages will enable older people to remain near family.

2.13 Between 2015 and 2030 over 12,300 net additional homes will have been completed to add to the stock of 98,000 (in 2011). This requires a huge ‘step change’ in housing delivery compared to previous targets. A housing delivery strategy will ensure this will be achieved and maintained to ensure continuous supply of housing development opportunities, together with an ambitious programme of delivery of additional affordable homes and specialist independent and non-independent supported living. A broad mixture of housing types and tenures will be achieved to meet the needs and aspirations of local people; including well designed HMO accommodation in suitable locations, affordable and intermediate tenures, and for market rent and purchase at a range of price point and across the geography of the borough. 40% of all the newly built homes will available on affordable terms, including specialist affordable housing to meet demonstrated evidence of need. New homes will comply with London-wide minimum space and accessibility standards and with specific additional requirements for external private amenity space to ensure that our housing continues to offer the best aspects of suburban amenities that local people want. The quantity of school and early years’ places will be dramatically expanded to meet the needs of the growth in population. These will be provided through the mixed provision of expanded state schools, new academies, private and free schools offering a choice of good quality school places in a balanced accessible distribution. Further and higher education facilities in the borough and skills and employment training, will be expanded and
enhanced in partnership with local employers, including brokered employment and training opportunities for residents in new developments.

2.14 Unemployment will remain low compared to London and UK averages and the rates of inward and outward commuting will have reduced compared to 2015 levels as more borough residents secure higher value employment within the borough or close by. The percentage of the borough population living in areas within the 10% most deprived areas in London will be reduced below 2% (at 2011 levels), and Hanworth, Cranford and seven other Hounslow Wards in the most deprived half of areas in London will be relieved.

Assisted with contributions secured through section 106 agreements and Community Infrastructure Levy and coordinated through the Infrastructure Delivery Plan, the necessary physical and social infrastructure needed to supported new development and population change will be provided in a timely manner.

2.15 The people of Hounslow will have healthier life styles living longer, more independent and healthier lives. New health facilities will meet the needs of the growing population including a new Heston Health. People will be encouraged to participate in decisions about the future planning of their neighbourhoods including through local neighbourhood plans.
Hounslow borough enjoys major natural and built environmental assets but also faces severe challenges.

Hounslow has developed along key road and rail routes which now carry heavy volumes of traffic to and from central London, and Heathrow Airport, immediately to the west, generates significant surface traffic. This is further exacerbated by peak hour commuter traffic and local traffic movement through-out the day and night. The limitations of the local public transport – particularly for movements north-south across the main radial routes – create a local reliance on the private car. The scope for walking and cycling is limited in places by manmade and natural physical obstacles. This contributes to air pollutions and together with fights in and out of Heathrow, to noise pollution impacting disruptive conversation or other activity, which can increase stress or disturb concentration, rest or sleep.

By 2030 land use and transport planning strategy will have produced a range of major and small projects and decisions that will together mitigate and avoid some of these impacts. Public transport accessibility will be greatly improved through current programmes of rail service upgrade and new rail passenger services will connect Brentford, the Great West Road and Great West with the new Crossrail network at Southall. This together with a new rail passenger service between Hounslow Station and Brent Cross via Old Oak Common will enable Outer London orbital rail connections to Crossrail and the new HS2 interchange on the west side of London. A full Piccadilly line service at Turnham Green will improve service to the Chiswick area, and surface level access to Heathrow via the South West Trains network will improve service levels in the south and west of the borough. Bus and cycle networks will be improved with a particular focus on linking out of centre business locations with town centres, such as between Great West and Brentford.

The borough will continue to enjoy one of the largest amounts of open space in London. The functional Green Belt will continue to cover open space in the west of the borough up to Hounslow Heath, which is south west of Hounslow Town Centre. Large and valued open spaces within the borough designated as Metropolitan Open Land will be equally protected. These include: Osterley Park, Chiswick House and Grounds, Dukes Meadows, Gunnersbury Park, Boston Manor Park and Syon Park to name a few. Many smaller open spaces and parks in the borough play a valuable role in providing for more informal recreation including dog walking and children’s play and will continue to be protected. In addition
to the recreational open spaces, the borough also has multiple nature conservation areas, the most important of which is Kempton Waterworks (including the reservoirs), situated in the far south of the borough is designated as a Site of Special Scientific Interest, a Special Protection Area and a RAMSAR site as part of the wider South West London Waterbodies designation.

2.20 The local community will bring forward their nominations for ‘community assets’ and when recognised, these will be afforded additional protections in land use planning and other Council strategies.

2.21 Council owned open space in the west, including that in the Green Belt, will be enhanced in terms of access, use for recreation and quality of environmental and biodiversity. However, the visual quality and openness of the Green Belt will remain paramount. The poorer quality open spaces in the west and Heston and Cranford areas, with the higher quality spaces located in Isleworth, Brentford and Chiswick will all be enhanced.

2.22 Planning decisions and joint strategy and action between the Council and partners will protect and enhance the Blue Ribbon Network in the borough – part of London’s strategic network of water spaces which covers the River Thames, canals, tributary rivers, lakes, reservoirs and docks alongside smaller waterbodies. All of these waterways are key elements of the borough’s environment and make a significant contribution to the landscape, ecology and local amenity of the area, including the large open spaces such as Osterley Park, Thamesside and urban Brentford.

2.23 The vision and growth strategy will be to direct growth into areas that have capacity for change, while protecting and enhancing the many great landscape, natural and built heritage assets, and the distinctive established residential characters found across the borough.

2.24 The rich and varied heritage of the borough includes many very important designated heritage assets. There are not only 27 conservation areas (mostly concentrated in the east of borough, in Chiswick, Brentford and Isleworth, and some 885 statutorily listed - both commercial and domestic. The borough also contains some of west London’s remaining Great Estates remain at: Chiswick, Gunnersbury, Boston Manor, Osterley and Syon – a unique and distinct aspect of the borough and which contribute significantly to the environmental and cultural wealth of the borough. These assets have a considerable influence on the townscape character a wide variety of other assets important to local communities. Further designations will be made as appropriate and non-designated assets documented to the Heritage Environment Record so that their significance is properly understood and responded to in all development proposals impacting on them. Archaeological heritage will be protected and respected according to its significance.

2.25 Most significantly to the new development that will take place by 2030, the history and pattern of development is the significant and distinct characteristics of the places within Hounslow borough, and these have been identified in provides a Character and Context. Some places are less sensitive to change, some more so; the design of all development will be expected to respond to cues and sensitivities identified in this resource and others to achieve a high quality of innovative and respectful development as appropriate. All new development will be constructed to London-wide sustainable construction, energy and water use and drainage standards save for three local requirements. Additional emphasis will be placed on the mitigation and avoidance of air quality and noise problems, and opportunities for carbon off-setting investment into retrofitting existing poorly performing homes and buildings will be maximised.
2.26 The eight Objectives of the plan are derived from the Sustainable Community Strategy and earlier work on the draft Core Strategy. The objectives and corresponding Local Plan policies are set out below.

**OBJECTIVE ONE**

**SUPPORTING OUR TOWN CENTRES**

2.27 Maintaining our town centres as a focus for the community and to attract investment, through an improved retail and service offer; new leisure and cultural facilities, and new residential quarters. Enhanced public realm and environmental improvements will also help build their identity.

- **Policy TC1** Town centre network
- **Policy TC2** Ensuring the future vitality of town centres
- **Policy TC3** Retail growth
- **Policy TC4** Managing uses in town centres
- **Policy TC5** Managing local centre and isolated shops

**OBJECTIVE TWO**

**PROMOTING ECONOMIC GROWTH AND INWARD INVESTMENT**

2.28 Encourage inward investment and facilitate job growth by maintaining the supply of employment land, allocating development sites to accommodate forecasted employment growth and supporting our existing employers to expand. Make Hounslow an attractive place to do business by creating an environment conducive to entrepreneurs and ensuring our residents are appropriately skilled.

- **Policy ED1** Promoting office growth and development
- **Policy ED2** Maintaining the Borough’s Industrial Land Supply
- **Policy ED3** Great West Corridor - Outer London Development Area
- **Policy ED4** Hotels
- **Policy ED5** Enhancing Local Skills
2.29 Provide a mix of housing types and tenures to meet the needs of our growing population including affordable housing, aspirational family homes and high quality provision for the elderly to allow people to choose to live in Hounslow throughout their lives and create stable mixed communities.

Policy SC1 Housing growth
Policy SC2 Maximising the provision of affordable housing
Policy SC3 Meeting the need for a mix of housing size and type
Policy SC4 Scale and density of new housing development
Policy SC5 Ensuring suitable internal and external space
Policy SC6 Managing building conversions and sub-division of the existing housing stock
Policy SC7 Residential extensions and alterations
Policy SC8 Specialist and supported housing
Policy SC9 Gypsy and traveller accommodation
Policy SC10 Homes in multiple occupation
Policy SC11 Student accommodation

2.30 Recognise the varied character of Hounslow’s districts and seek to preserve and enhance their special qualities, heritage assets and overall townscape quality and appearance. Combine this with the promotion of well-designed development that meets the needs of 21st century urban living and contributes positively to the character of an area.

Policy CC1 Context and character
Policy CC2 Urban design and architecture
Policy CC3 Tall buildings
Policy CC4 Heritage
Policy CC5 Adverts
2.31 To protect, maintain and improve the openness, access, amenity, biodiversity, and recreational value of the borough’s green spaces to maximise their health and well being benefits to our communities. To enhance existing green infrastructure links and create new ones to connect green and blue spaces and facilitate better access for local residents and contribute to biodiversity and wider environmental resilience.

- Policy GB 1  Green Belt and Metropolitan Open Land
- Policy GB 2  Local open space
- Policy GB 3  Use of open space for education
- Policy GB 4  The Green Infrastructure Network
- Policy GB 5  Blue Ribbon Network
- Policy GB 6  Residential moorings
- Policy GB 7  Biodiversity
- Policy GB 8  Allotments, agriculture and local food growing
- Policy GB 9  Play space, outdoor sports facilities and burial space

2.32 To ensure the delivery of appropriate infrastructure providing a range of community, education, health, cultural, sport and entertainment facilities that will support the borough’s growing community and which are seen as a positive reason for visiting, living and working in the borough.

- Policy CI1  Providing and protecting community facilities
- Policy CI2  Education and school places
- Policy CI3  Health facilities and healthy places
- Policy CI4  Culture and leisure facilities
- Policy CI5  Places of worship
2.33 To protect from, mitigate and seek to reduce the detrimental effects of noise, poor air quality and general environmental pollution through strong environmental standards. Promote the mitigation of, and adaptation to, climate change through requirements for sustainable design and construction; reduced carbon emissions; the management of flood risk; and conservation of resources.

Policy EQ1 Energy and carbon reduction
Policy EQ2 Sustainable design and construction
Policy EQ3 Flood risk and surface water management
Policy EQ4 Air quality
Policy EQ5 Noise
Policy EQ6 Lighting
Policy EQ7 Sustainable waste management
Policy EQ8 Contamination
Policy EQ9 Hazardous substances
Policy EQ10 Minerals

2.34 Promote ease of movement for all through enhancing public transport, cycling and walking measures to provide genuine alternatives to private vehicles for the majority of journeys. Improve the provision of telecommunications infrastructure to increase the attractiveness of Hounslow to business, and reduce the need for commuting.

Policy EC1 Strategic transport connections
Policy EC2 Developing a sustainable local transport network
Policy EC3 Heathrow Airport
Policy EC4 Telecommunications
2.35 The spatial strategy for the sustainable development of the borough of Hounslow to achieve the vision and objectives is expressed in a spatial key diagram built up on the three dimensions of economic, social and environmental dimensions.
SPATIAL STRATEGY FOR TEN DISTRICTS

TEN DISTRICTS OF THE BOROUGH

Cranford & Heston
Osterley & Spring Grove
Brentford
Chiswick
Hounslow West
Hounslow
Feltham
Hanworth
Bedfont
Isleworth
Our Approach

2.36 Chiswick will benefit from modest levels of growth over the next 15 years which will deliver much needed housing and jobs. This investment will help deliver local infrastructure improvements, including; improvements to Turnham Green, to Dukes Meadows and reducing the barrier created by the A4.

2.37 Chiswick will continue to be a much-loved neighbourhood characterised by its low-rise, compact grid pattern nestled along the River Thames, well known for its heritage assets such as Hogarth House and Chiswick House and leafy streets, riverfront walks, collection of pubs and its thriving High Road. Development proposals will be expected to respect and respond to this established character in a sensitive, thoughtful, yet contemporary manner.

We Will Achieve This By

2.38

1. Encouraging redevelopment of the allocated sites including: 500 Chiswick High Road, Empire House, Wheatstone House and Hogarth Business Park.
2. Transforming the area around north of Chiswick roundabout - the beginning of the Golden Mile - and connecting this growth with Chiswick Business Park (CBP).
3. Preserving and enhancing the High Road through:
   - recognising and responding to its historic, well established character of 3 to 4 storey mixed use buildings and promoting sensitive infill development
   - wider public realm improvements including careful maintenance of the mature plane trees that line the high road
   - supporting the diverse mix of local independent shops and businesses
4. Harnessing the economic stimulus of and linkages to CBP westwards towards the Golden Mile - providing places to do business and soft networking.
5. Securing improved public transport provision including: more frequent Piccadilly line stops at Turnham Green; improved capacity and access at Gunnersbury Station so that it can handle commuter traffic from CBP; new rail link from Hounslow to Willesden Junction via the proposed west London transport interchange at Old Oak Common (links to Crossrail and High Speed 2).
6. Preserving and enhancing the much-loved low to medium-rise Victorian and Edwardian townscape of two to three storey terraced housing and promoting this type as a cue for future developments.
7. Reducing the north-south pedestrian barrier of the A4 through streetscape improvements and other traffic calming/highway design measures.
8. Preserving and enhancing the semi-open landscape in the south for the wide variety of sports and leisure activities that take place; continuing the development of a sporting hub at Dukes Meadow.
9. Promoting the areas connection with and to the River Thames by protecting river-related facilities, improving legibility, accessibility, continity and quality of the Thames Path.
CHISWICK

WHAT THIS WILL LOOK LIKE
2.39 As one of the areas of the borough that provides the most opportunity for change, Brentford will benefit from high levels of growth over the next 15 years, which will deliver much needed housing and jobs, as well as improved infrastructure, retail and leisure. This investment will focus on the Golden Mile section of the A4 Great West Road, Brentford town centre and the land south of the High Street and north of the confluence of the Rivers Brent and Thames.

2.40 Brentford, though lacking cohesion and subject to high levels of traffic, traffic and aircraft noise and air pollution, has a unique and varied townscape with distinctive built and natural environments that are significant to its identity and sense of place. These include waterways and waterside environments, historic buildings, the Golden Mile, and a large number of cultural and recreational assets. Development proposals will be expected to respond to the negative issues and respect and enhance the established character.

2.41
WE WILL ACHIEVE THIS BY

1. Encouraging redevelopment of the allocated sites including: BSkyB, Gillette, Reynard Mills and Brentford Waterside.
2. Regenerating Brentford town centre as a vibrant District Centre that celebrates the town’s heritage and waterside location, through:
   - Maximising the centre’s vitality and viability by promoting an increase in town centre floorspace appropriate in scale for a District Centre.
   - Reconnecting the High Street with the centre’s wealth of historical assets which have been undervalued and neglected for many years and a canal side environment which is unique in character, enjoyable and diverse in the variety of uses it provides.
   - Supporting the new retail with a mix of leisure, entertainment and cultural uses which promote greater use of the canal side, primarily on the Brentford Waterside site to the south of Brentford High Street.
   - Securing the future of the Waterman’s Arts Centre including promoting its potential relocation to Brentford town centre.
   - Ensuring provision of short-term shopper car parking within the town centre.
   - Promoting improvements to the High Street to improve the environment for pedestrians and to ease north-south movement.
   - Identifying a site for the creation of a new market square in front of the old Magistrates Court on Brentford High Street.
3. Promoting the Golden Mile as a strategic employment area by supporting the expansion of existing employers, seeking to deliver a fundamental change in the accessibility of the area by public transport, improving the visual environment including a reduction in advertisement clutter and retaining the commercial character of the roadside, as well as improving the connections to Brentford town centre.
4. Promoting the provision of major public transport improvements for the Great West Road and Brentford as a whole, including new rail links to the Crossrail line at Southall and from Hounslow to Willesden Junction via the proposed west London transport interchange at Old Oak Common (links to Crossrail and High Speed 2).
5. Connecting the Golden Mile with development in the areas north and west of Chiswick roundabout and with Chiswick Business Park.
6. Supporting the relocation of Brentford Football Club to a site on Lionel Road South.
7. Supporting Brentford’s distinctive role for the provision of waterside industries and support facilities, and reconnecting the area with its unique waterside location.
8. Securing the restoration and regeneration of...
Gunnersbury Park and Mansions, and Boston Manor House and Grounds.
9. Targeting the social, economic and environmental improvements to the Haverfield, Brentford Towers and Syon estates as areas with high levels of deprivation (identified Areas of Regeneration).
# OSTERLEY AND SPRING GROVE

## OUR APPROACH

2.42 Aside from Osterley Park, the area is predominantly residential in land use and can be subdivided into the largely homogeneous Osterley to the north and the more diverse Spring Grove to the south.

2.43 The area will continue to be a residential in character and the planning approach will focus on infill and peripheral development which respects the heritage assets and the green and blue infrastructure found in there.

## WE WILL ACHIEVE THIS BY

2.44

1. Encouraging redevelopment of the allocated sites including: land southwest of Gillette Corner and 632-652 London Road.
2. Promoting sensitive infill and peripheral development which provides a positive contribution to the townscape and its 19th century core.
3. Protect existing local shopping provision on Thornbury Road.
4. Promote Osterley House and Park as key heritage and green assets.
5. Protect views to Osterley Park and from within and across existing areas of Metropolitan Open Land.
6. Securing improved public transport provision through a new rail link from Hounslow to Willesden Junction via the proposed west London transport interchange at Old Oak Common (links to Crossrail and High Speed 2).
7. Promoting pedestrian and cycle links between the River Thames at Isleworth and Osterley Park via the area’s historic core.
8. Allocate a site for the provision of a new Special Education Needs school on the existing open space off Gresham Road.
OSTERLEY AND SPRING GROVE

WHAT THIS WILL LOOK LIKE
ISLEWORTH

OUR APPROACH

2.45 Isleworth derives much of its special character from its relationship with the River Thames, a major influence on its settlement pattern. The area has undergone significant growth in the past 100 years, with interwar and postwar housing estates filling in any remaining gaps in the townscape.

2.46 There is little room for new development and this is reflected in the planning approach which focuses on safeguarding and promoting the established character.

WE WILL ACHIEVE THIS BY

2.47
2. Maintaining and improving the riverside village character through preserving and protecting the varied townscape.
3. Utilising any opportunities to improve pedestrian access to and along the Duke of Northumberland River and River Crane, whilst improving the riverside habitats for the diverse wildlife that exists.
4. Safeguarding Mogden Sewage Works and working with Thames Water to address and mitigate the environmental impacts on neighbouring residents.
5. Promoting and supporting enterprise and commerce on South Street to ensure a vibrant and prosperous local centre for the area.
6. Targeting social, economic and environmental improvements to the Ivybridge and Worton estates as areas with high levels of deprivation (Identified Areas of Regeneration).
7. Safeguarding Isleworth Ait and views to this important local nature reserve.
WHAT THIS WILL LOOK LIKE

ISLEWORTH
2.48 Over the next 15 years Hounslow will benefit from significant growth, directed predominantly on brownfield sites in and around the High Street. This growth will be supported by a coordinated regeneration program of massive public and private sector investment, which will help to transform the high street into a prosperous 24 hour town centre community.

2.49 The high street will recapture its civic role with the relocation of Hounslow Council offices which will help strengthen it as a place to do business, network, meet friends, shop and live, supported by a transformed public realm and new cultural and leisure attractions.

2.50 Concentrating uses and growth will create a compact, prosperous and contained centre, highly accessible by public transport and improving the quality of pedestrian routes to and from Hounslow Central and Hounslow East underground stations.

WE WILL ACHIEVE THIS BY

2.51
1. Encouraging redevelopment of the allocated sites including: High Street Quarter, Civic Centre, Bus Garage and London Road North and South.
2. Delivering the vision set out in the Hounslow Town Centre Masterplan to create ‘A cosmopolitan 24 hour town centre community… offering an exciting cultural experience that cannot be found elsewhere in West London’, securing the future of Hounslow as a Metropolitan Centre. The town centre will:
   • be economically prosperous with a significant increase in retail floorspace and business premises and a diversification of land uses creating new jobs.
   • be a shopping, cultural and leisure destination in Outer West London.
   • once again have a significant civic role with the building of a new council civic centre.
   • have a transformed and upgraded its public realm with new multipurpose public spaces for cultural events and social gatherings.
   • be easily accessible by bike and foot by the improvement of routes from and to Hounslow Central and Hounslow East stations and surrounding streets.
3. Delivering over 3,000 new homes over the plan period that offers contemporary town centre living in a range of house types and tenures.
4. Redeveloping the Civic Centre site in a way which supports the surrounding low-rise, residential character of the area and complements the park landscape.
5. Preserving and enhancing the Inwood Road area and surrounds by exploring its suitability for conservation area status.
6. Enhancing the compact, lower-rise, family housing character of surrounding residential communities that lie to the north and south of the high street.
7. Creating new open spaces where possible and improving and connecting existing spaces to address local deficiency and accessibility issues.
WHAT THIS WILL LOOK LIKE
2.52 The distinction between Hounslow and Hounslow West is subtle, though the cluster of restaurants, shops and cafes in and around Hounslow West tube station has a distinct character which differs from the busier and more built-up Hounslow town centre to the east.

2.53 Development should build upon the subtleties of character, the heritage assets and the green and blue infrastructure found in the area.

2.54
1. Encouraging redevelopment of the allocated sites including: Cavalry Barracks, Hounslow West Station and Bombardier Aerospace.
2. Protecting the vibrant collection of shops, restaurants and cafes along Bath Road.
3. Promoting the greater utilisation of land surrounding Hounslow West Station.
4. Continuing to protect the special architectural and historic buildings at Hounslow Barracks.
5. Targeting social, economic and environmental improvements to the identified Areas for Regeneration with high levels of deprivation.
6. Opening up access to and along the River Crane particularly from Hounslow Heath.
HOUNSLOW WEST

WHAT THIS WILL LOOK LIKE
CRANFORD AND HESTON

OUR APPROACH

2.55 Once two separate villages, Cranford and Heston are today merged together, with swathes of inter-war and post-war housing dissected by busy highways. The denser historic cores of Heston Lane and Cranford High Street/Bath Road provide a mix of retail, business and civic uses.

2.56 Cranford and Heston will continue to be a residential area that will see small infill development. New development should mitigate against noise impacts arising from the close proximity to Heathrow Airport.

WE WILL ACHIEVE THIS BY

2.57
1. Encouraging redevelopment of the allocated sites including: Rectory Farm, Heston Leisure Centre and The Hartlands.
2. Continuing the protection of local shopping centres including Heston shopping centre and Bath Road in Cranford
3. Promoting the improvement and expansion of the existing gypsy and travellers site at Hartlands.
4. Safeguarding Rectory Farm as a potential mineral extraction site.
5. Safeguarding part of the Western International Market site for a waste facility.
6. Supporting the redevelopment of Heston Leisure Centre and Heston Health Centre.
7. Targeting social, economic and environmental improvements to the identified Areas for Regeneration with high levels of deprivation.
8. Opening up access to and along the River Crane.
9. Protecting the extensive open landscape of the Green Belt whilst encouraging leisure and agricultural uses which complement this landscape.
CRANFORD AND HESTON

WHAT THIS WILL LOOK LIKE
BEDFONT

OUR APPROACH

2.58 Bedfont is predominantly residential though there are large areas devoted to employment uses such as trading estates, utilities and a business park. There are very large areas of open space, much of it natural or semi-natural, reflecting the area’s Greater London fringe location. Bedfont merges almost imperceptibly with Feltham to the east, to which it relates as a suburb.

2.59 Development will focus on respecting and enhancing the established character. There are no development site allocations in Bedfont.

WE WILL ACHIEVE THIS BY

2.60 1. Protecting the extensive open landscape of the Green Belt whilst encouraging leisure and agricultural uses which complement this landscape.
2. Opening up access to and along the two artificial rivers (Longford and Duke of Northumberland).
3. Exploring options for improving public transport, particularly with regard to employment and leisure sites at the western fringe, e.g. at Bedfont Lakes.
BEDFONT

WHAT THIS WILL LOOK LIKE
Feltham is a powerful regional magnet for employment, retail and leisure and continues to be a major focus for regeneration both in the borough and in Greater London as a whole. Feltham town centre, which continues to perform strongly, will see modest development, building on and adding to its existing character, particularly on peripheral sites where more scope exists for redevelopment. The North Feltham Trading Estate will continue to be protected as a designated Strategic Industrial Location.

Feltham is predominantly low-rise residential in character, with large areas devoted to employment uses, and is one of the greenest areas in Greater London, with three rivers, access to Hounslow Heath, a lake-dotted country park to the west, and many large recreation spaces. However it has many of the social and environmental issues typical of towns that developed in the post-war era. Additionally, despite being part of the Heathrow Opportunity Area, growth will be constrained by, for example, large areas of green belt, the airport public safety zone and noise levels. Development proposals will be expected to respond to the negative issues and respect and enhance the established character.

We will achieve this by:

1. Encouraging redevelopment of the allocated sites including: New Forest Road, Feltham Arenas and Feltham Ex-Servicemen’s Club.
2. Building on the current success of Feltham town centre by exploring opportunities to intensify uses on sites surrounding the town centre in accordance with the principles of the Heathrow Opportunity Area, through:
   • Retaining the existing level of retail floorspace within Feltham town centre and promoting the introduction of new restaurant uses to increase evening town centre activity in the evening.
   • Preparing an Area Action Plan to promote the redevelopment or refurbishment of buildings or sites near to the town centre to include a mix of residential and leisure uses, and improve transport access into the town centre.
   • Maximising and improving links to the town centre’s environmental assets such as the Longford River and Feltham Green.
3. Continuing the protection of industrial land, including the North Feltham Trading Estate, much of which contains Heathrow-related business operations.
4. Improving links to Hounslow Heath and opening up access to and along the River Crane and Duke of Northumberland’s River.
5. Enhancing the existing sports and recreation provision on Feltham Arenas together with wider environmental improvements.
6. Exploring options for improving access and movement across the railway which currently acts as a pinch point into the town centre.
7. Protecting the extensive open landscape of the Green Belt whilst encouraging leisure and agricultural uses which complement this landscape.
FELTHAM

WHAT THIS WILL LOOK LIKE
**HANWORTH**

**OUR APPROACH**

2.64 Hanworth is predominantly residential though there are large areas devoted to employment uses in the form of trading estates and utilities both centrally and on the fringes. Most of the residential areas are fairly homogeneous though there are small pockets of diversity of character. The main historic core is focused on the parish church and the site of the manor at the south end of Hanworth Park. Hanworth merges almost imperceptibly with Feltham to the north, with which it shares many of the social and environmental issues typical of towns that developed in the post-war era.

2.65 Development will focus on regeneration and the promotion of sense of place whilst respecting and enhancing the established character.

**WE WILL ACHIEVE THIS BY**

2.66

1. Encouraging redevelopment of the Hanworth Library site.
2. Protecting local shopping provision including Hanworth local shopping centre.
3. Promoting improvements to heritage assets including Hanworth House and Park.
4. Targeting social, economic and environmental improvements to the identified Areas for Regeneration with high levels of deprivation.
5. Protecting existing Locally Significant Industrial Estates.
6. Protecting the extensive open landscape of the Green Belt whilst encouraging leisure and agricultural uses which complement this landscape.
7. Opening up access to and along the Longford River and continuing the Crane River path and linear park northwards.
HANWORTH

WHAT THIS WILL LOOK LIKE