

Ealing Adopted 2004 Plan for the Environment
SUPPLEMENTARY PLANNING GUIDANCE
DEVELOPMENT SITES

THE GREENFORD, NORTHOLT & PERIVALE AREA

Section One **PLANNING AND TRANSPORT STATEMENT**

Section Two **GREENFORD, NORTHOLT & PERIVALE** **DEVELOPMENT SITES**

This Supplementary Planning Guidance (SPG) supplements the Adopted 2004 Plan for the Environment, Written Statement Volume 2, Schedule 10.21, which lists the Development Sites. The location of these sites is indicated on UDP Map Sheet 15.

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SUPPLEMENTARY PLANNING GUIDANCE

The Adopted 2004 Plan for the Environment, Ealing's Unitary Development Plan, provides the policy context for decisions on planning applications and other proposals concerning development and transport in the London Borough of Ealing.

These policies are clarified and amplified where appropriate by Supplementary Planning Guidance (SPG). This Guidance may bring together planning and other considerations (e.g. Building Regulations, Environmental Health, Transport) which need to be taken into account by people proposing development or affected by development. The guidance can be used in determining planning applications, and it has the legal status of a 'material consideration', which the local planning authority is entitled to take into account in making decisions.

Supplementary Planning Guidance (SPG) continues in force as long as the Unitary Development Plan policy that it supplements is in force. Under the Planning and Compulsory Purchase Act 2004, unitary development plans will be progressively replaced by new Development Plan Documents in a Local Development Framework. The local planning authority may choose to produce Supplementary Planning Documents (SPD) to supplement development plan policies in the Local Development Framework.

THE GREENFORD, NORTHOLT & PERIVALE AREA

Section One

PLANNING AND TRANSPORT STATEMENT

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1. INTRODUCTION

Ealing Council's Adopted 2004 Plan for the Environment identifies a number of sites with opportunity for further development. Supplementary Planning Guidance has been produced for these sites in order to:

- Attract inward investment;
- Guide appropriate development;
- Raise the profile of urban design; and
- Allow community involvement in the process.

This Planning and Transport Statement has been produced to supplement the individual site guidance, by explaining the key planning and transport context, and the methodology by which the figures in the guidance have been derived.

This Supplementary Planning Guidance (SPG) supplements the Ealing Adopted 2004 Plan for the Environment, Written Statement Volume 2, Schedule 10.21, which lists Development Sites. The location of these sites is indicated on UDP Map Sheet 15.

2. GOVERNMENT, LONDON AND LOCAL PLAN GUIDANCE

In line with planning policies at national, regional and London level, the Plan for the Environment aims to secure sustainable developments and sustainable communities (see UDP Chapter 1, Strategy). This will include the need to:

- Make efficient use of land, water and energy;
- Protect and improve open green space;
- Promote safe, attractive and accessible buildings and spaces, and protect areas or buildings of architectural or historical character;
- Improve the quantity and quality of housing, with priority given to converting existing buildings, re-using previously developed sites and providing more affordable housing;
- Increase local employment opportunities, creating sustainable local communities;
- Encourage shops and services - making town and local centres more vibrant;
- Provide community facilities in locations where they reduce the need to travel;
- Restrain traffic and promote public transport, walking and cycling;
- Use legal agreements, urban management and business improvement districts, and enter into partnerships to assist best use of land and good town planning.

Government guidance and The London Plan, both state that we should concentrate development in urban areas while restraining urban sprawl, increase densities on sites well placed for public transport and encourage a

range of housing types/sizes and variety of uses/activities, bringing together office space, housing, retail and leisure in the same area.

3. SUPPLEMENTARY PLANNING GUIDANCE

This Supplementary Planning Guidance on Development Sites gives information on development capacity, preferred land uses, indicative urban form and likely access points for each development site, in order to meet London and national development targets for:

- a) Housing - 9,750 new homes between 2002-2017;
- b) Employment - job creation, and a diversified economy;
- c) Spatial Development - Mixed use, quality town centres, strong neighbourhoods, and a quality public realm;
- d) Transport - Travel plans, public transport, walking, cycling.

The documents also set key design principles, highlighting the need to achieve excellence in urban design, in order to meet government's 'urban renaissance' objective of making cities more attractive places in which to live.

4. PUBLIC CONSULTATION

These documents have been adopted as Supplementary Planning Guidance, and were subject to a public consultation process as part of the adoption process. Proposed schemes for these sites will also be subject to public consultation following the submission of a planning application, as required by the statutory regulations.

5. PLANNING POLICY IN EALING

Listed below are the key policy implications detailed in the Adopted 2004 Plan for the Environment, which is available at www.ealing.gov.uk/planpol. However, all UDP planning policies must be addressed when considering proposals for any of the sites.

The sections below outline the strategic policies from Chapter 1 of the Unitary Development Plan 2004, which relate to each topic chapter. The detailed policies can be found in Chapters 2 to 9 of Volume 1 of the Unitary Development Plan 2004. Other Supplementary Planning Guidance notes which supplement these policies are also indicated here.

Environmental Resources and Waste (UDP Chapter Two)

'To secure a pattern and form of land use consistent with the efficient use of land, water and energy; which safeguards air quality, minimises waste and forms the basis for sustainable local communities in Ealing.'

The Council expects developers to consider sustainability issues. For developments exceeding 1,000 m² gross, or ten dwellings or more, a checklist (SPG 1 - Sustainability Checklist) is available as guidance to evaluate the environmental and community benefits arising from a proposal and to identify any negative economic, social and environmental impacts. Applications for major development (i.e. exceeding 1,000 m² gross, or ten dwellings or more) should be accompanied by a completed **Sustainability Checklist**.

Policies on Waste Minimisation and Management (Policy 2.10), the Design of Development (Policy 4.1) and Residential Design (5.5), indicate that appropriately designed bins and enclosures need to be provided in conjunction with new buildings and other development - so that waste materials can be stored pending collection for recycling or disposal. SPG 4 'Storing Waste for Recycling and Disposal' provides guidance on the location and design of bins and enclosures.

Policy 2.5 'Water – Drainage, Flood Prevention and Environment' is supplemented by Draft SPG 2 'Water, Drainage, Flood Risk and Development', which is approved for development control purposes. This SPG provides detailed technical guidance on these issues.

Guidance to supplement Policy 2.6 'Air Pollution and Quality' is available as an approved draft: SPG 3 'Air Quality'. This guidance identifies those circumstances when an **Air Quality Assessment** will be required to accompany a development proposal. It provides technical guidance on preparing air quality assessments and outlines the circumstances in which air quality conditions and S106 planning obligations will be sought, in accordance with national guidance and Ealing's UDP policies for air quality.

Green Space and Natural Environment (UDP Chapter Three)

'To maintain the system of Major Open Areas linked by Green Corridors; to protect green space in Ealing; to preserve and enhance biodiversity and nature conservation; to provide new outdoor recreation opportunities in areas of need; and to improve open space wherever possible.'

A local framework for the future development of one of the important Green Corridors in Ealing, the A40 Green Corridor, is set out in SPG 22 'A40 Acton: Green Corridor Strategy'. This strategy sets out the Council's future direction for this part of the A40, and provides guidance for development proposals affecting these vacant sites.

Urban Design (UDP Chapter Four)

'To promote good urban design through planning, so that buildings and spaces are attractive, accessible, safe, and consistent with the principles of sustainable development, and that there is proper protection of the borough, particularly areas and buildings that are of historic and architectural value.'

Policy 4.1 in the Adopted 2004 Plan for the Environment, establishes that all significant development proposals should be accompanied by an **Urban Design Statement**. An Urban Design Statement examines local character, landscape and site constraints, and explains the vision and concept of the scheme in terms of how it will contribute to creating a high quality and sustainable urban environment. Guidance on preparing Urban Design Statements is set out in SPG 5 'How to Prepare an Urban Design Statement'.

SPG 6 'Plot Ratio' provides guidance on the appropriate scale, physical bulk and intensity of use of new developments, to ensure that new development is in character with, and does not adversely affect, the surrounding environment.

Policy 4.3 'Inclusive Design' of the UDP requires development to be accessible for all. SPG 7 'Accessible Ealing' provides guidelines to ensure that everyone in Ealing has full access to buildings and outdoor spaces. To ensure that access is considered at the earliest possible stage in the development process, applicants are expected to submit an **Access Statement** with their planning application. Guidance on preparing Access Statements is provided in SPG 7 'Accessible Ealing'.

Policy 4.4 'Community Safety' requires the layout and design of new development to be based on the promotion of a safe and secure environment. SPG 8 'Safer Ealing' highlights the ways in which personal safety and crime should be considered in the design of new development or refurbishment schemes.

Policy 4.11: Noise and Vibration requires care to be taken to ensure that the potential or existing noise/vibration levels in the area are acceptable, when considering new developments. When considering proposals that will either generate noise or vibration and/or developments that are sensitive, developers should consider the detailed criteria and measurements contained in SPG 10 'Noise and Vibration'.

Housing (UDP Chapter Five)

'To increase the quantity of housing in accordance with the agreed strategic minimum target of 9,750 new dwelling units by 2017, ensure its satisfactory quality, and improve choice to meet the needs of all residents. Priority will be given to reusing empty property, converting existing buildings, and making best use of previously developed land.'

The Adopted 2004 Unitary Development Plan contains policies relating to supply, density and residential design, affordable housing and dwelling size.

Policy 5.2 'Affordable Housing' sets out the Council's requirements for affordable housing. Approved SPG 11 'Affordable Housing' (Draft) supplements this policy, and provides detailed guidance for developers on the provision of affordable housing. Note that this draft SPG will be taken forward

and adopted as a Supplementary Planning Document under the new Planning and Compulsory Purchase Act 2004 in 2006.

Policy 5.5 of the Adopted UDP establishes that all proposed residential development will be assessed in relation to its ability to provide adequate garden space, well related to the accommodation. The supporting text in the UDP sets out the requirements for meeting this policy. SPG 13 'Garden Space' provides additional design criteria to assist in achieving adequate garden space.

Policy 5.5 also establishes that all residential development will be assessed in relation to its ability to provide satisfactory indoor living space and amenities. SPG 14 'Indoor Living Space for New Dwellings and Conversions' supplements this part of the policy. The guidance relates to new residential development and conversions, and is particularly important where small units of accommodation are being created, in compliance with Policy 5.6.

SPG 15 'Care Homes' and SPG 16 'Hostels' provide guidance on the particular requirements of these types of residential accommodation.

SPG 12 'Greening your Home – Householder's guide to sustainable design and construction' (draft guidance, but approved for development control purposes) provides practical advice and ideas for homeowners on how to renovate their homes in an environmentally sustainable way.

Business (UDP Chapter Six)

'To promote balanced economic development; with an emphasis on employment serving community regeneration areas, encouraging a high quality, modern, attractive working environment and local enterprise. New development will also be expected to be consistent with the principles of continuous environmental improvement.'

There is no supplementary planning guidance relating specifically to the policies in this chapter, although a number of the SPGs provide guidance to supplement these policies; including the development sites briefs and town centre strategies.

Shopping and Town Centres (UDP Chapter Seven)

'To encourage convenient shops and services throughout the borough, by recognising the distinctive functions of metropolitan, major, district, neighbourhood and local centres, and the importance of a good environment for the mixture of shopping, business and community activities needed to sustain these centres.'

Applicants considering proposals for food and drink and entertainment uses should comply with the objectives set out in Chapter 7. Policy 7.6 'Eating, Drinking and Entertainment' is the principal policy that relates to the regulation of places for eating, drinking and entertainment. SPG18 'Places for Eating,

Drinking and Entertainment provides guidance on developments of this nature.

Supplementary Planning Guidance on each of the town centres in the borough has been prepared, in the form of town centre strategies. Refer to the Town Centre Strategies for Acton, Ealing, Hanwell, Greenford, and Southall. Adopted Draft Guidance has also been prepared for Northolt.

Community Facilities (UDP Chapter Eight)

'To encourage the provision of community facilities to meet the wide-ranging needs of people living, working, studying in and visiting the borough; and to ensure that these facilities are located where they reduce the need to travel and enhance town centres.'

The policies in this chapter are supplemented by SPG 19 'Community Facilities' (draft guidance, approved for development control purposes). Note that this draft SPG will be taken forward and adopted as a Supplementary Planning Document under the new Planning and Compulsory Purchase Act 2004, in 2006. This guidance is aimed at developers, community organisations and agencies facilitating the use of community facilities. It aims to ensure the best possible use and design of new and existing facilities. Policy 8.2 'Major Developments and Community Facilities' states that for all major residential and business proposals, Council will require developers to prepare a statement of social impacts, to address the increase in demand on community facilities. SPG 19 provides guidance on how to prepare a **Statement of Social Impact**.

Policy 8.6 'Facilities for Young Children' in Chapter 8, encourages the provision of babycare facilities that are available to men and women, in all developments open to the public. SPG 17 'Baby Care Facilities' provides guidance for developers on how to provide these facilities for parents, carers and children.

6. TRANSPORT

Ealing Council seeks to encourage sustainable development that improves the built environment and quality of life for its residents, workers and visitors. Sustainable development and transport are inextricably linked and the Council has developed a set of transport policies, initiatives and plans that:

- Promote traffic restraint;
- Ensure road safety;
- Provide access for people with disabilities;
- Promote walking cycling and greater use of public transport; and
- Encourage good urban design.

The policies, strategies, plans and initiatives that impact on the sustainable transport agenda are discussed below. Developers in Ealing must be aware

of national, regional and local transport policies and emerging plans and initiatives.

National and Regional Policy Guidance and Strategies

The Borough's transport policies are consistent with national and regional policy guidance set down by the Government and the Mayor for London. This includes PPG 13, the London Plan and the Mayor's Transport Strategy for London.

Local Implementation Plan (LIP)

The LIP is a statutory document, which sets out how the borough will implement the Mayor of London's Transport Strategy in its local area. The deadline for approval of the LIP is December 2005.

The LIP is the Council's five year transport implementation strategy; containing policies, outline projects, broad programmes, implementation mechanisms and timescales.

Strategic Transport Initiatives

The Council works within the context of a number of strategies and initiatives with which developers must be familiar:

- West London Transport Strategy;
- Crossrail;
- Southall Gateway Link Road;
- West London Tram;
- A40/A406 Corridor Improvements;
- London Bus Initiatives/London Cycle Network.

West London Transport Strategy

The West London Transport Strategy has been developed by the West London Alliance (WLA), West London Partnership and a transport user group of Network Rail and TfL. The WLA is an alliance of six west London local authorities (Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon, and Hounslow), to co-ordinate policy and share information and best practice. The WLP is a joint public-private-voluntary sector partnership. Within the partnership the WLTS officer group works closely with West London Business in the development of transport policies and strategies.

The West London Strategy was developed to co-ordinate transport policy in west London and the strategy adopted is reflected in the transport policies set out in the UDP.

The main aims of the strategy are to:

- Control road use by increasing the share of road space for non-car use;
- Reducing the need to travel through application of land-use planning policies and company travel plans;
- Restraining non-essential car use through parking control;
- Make cycling and walking easier for short journeys;

- Providing green linkages and an improved environment to encourage walking;
- Improving travel information through travel awareness campaigns;
- Encourage freight to West London to switch to rail by providing appropriate transfer depots;
- Applying new technologies to ensure freight moves efficiently;
- Increase capacity on the rail network.

Crossrail

Crossrail is a 50/50 joint venture company formed by TfL and the Strategic Rail Authority to develop two new heavy rail routes through London. In July 2003, the Government authorised a consultation programme and the preparation of a Hybrid Bill to secure the necessary powers. The Crossrail Bill has been deposited. This is to be followed by a petitioning period. The earliest possible scheme completion date is 2013.

The Crossrail Bill submission relates to the Line 1 scheme, between Maidenhead and Heathrow Airport in the west and Shenfield and Abbey Wood in the east, with a new tunnelled section under central London.

Southall Gateway Link Road

The London Boroughs of Ealing and Hillingdon have carried out an engineering feasibility study, for options to provide access to the former Gas Works site. A feasible road alignment has been identified and the study also indicates that a by-pass to Uxbridge Road for general traffic could be included as part of the project. A number of alignment options for the Link Road are being investigated, between Hayes By Pass and the Iron Bridge junction on Uxbridge road.

West London Tram

The West London Tram project is a Transport for London (TfL) initiative for the Uxbridge Road corridor from Shepherd's Bush to Uxbridge. The objectives of the project are to reduce journey times, improve public transport efficiency and accessibility, reduce car dependency and improve air quality and road safety. The scheme is also planned to support regeneration in the area. The tram will serve about 25 stops in the borough, passing through Southall, Hanwell, West Ealing, Ealing and Acton town centres.

The Mayor of London will make a decision during 2005 as to whether to proceed with the project. If he decides to proceed, powers to construct and operate the scheme will be sought by means of an Order under the Transport and Works Act 1992. The potential completion date is 2011 / 2012. Ealing Council strongly supports the principle of the West London Tram scheme and has passed a first resolution to join Transport for London in the application for powers. A second resolution will be considered by the Council following deposit of the draft Order. If passed, this would confirm the Council's status as joint promoter of the scheme. The Council and TfL are working together to develop a scheme which meets the needs of the borough, its residents and businesses.

The Council's aims extend beyond TfL's focus on improving the quality and capacity of public transport on the Uxbridge Road corridor. The Council believes the scheme can support regeneration and increased residential density in town centres, improve access to jobs and services, combat social exclusion, become a catalyst for townscape enhancements and in the long term provide the capacity for sustainable achievement of the population and employment growth targets in the London Plan.

London Bus Initiative

The London Bus Initiative (LBI) is a reform of the Bus Network that aims to “give priority to the movement of people as well as vehicles. Priority measures include provision of more effective bus stop clearways, extended bus lane operating hours and better stopping facilities. (Mayor's Transport Strategy, 2001)

PTAL

Public Transport Accessibility Levels (PTALS) are a measure of the accessibility of a point to the public transport network, taking into account the time it takes to walk to the service, and service availability. The method is essentially a way of measuring the density of the public transport network at a particular point.

London Cycle Network (LCN) was introduced in the 1990s, with the aim of developing a network of on-and off-road routes, which would be more pleasant and safe to cycle on, with the aim of increasing cycling.

London Cycle Network plus (LCN+) is a newer concept and concentrates on a much smaller network of strategic routes. Four of these routes pass through Ealing, though the network is much denser in Central London.

What are the Borough's transport policies? (UDP Chapter Nine)

The Ealing Adopted 2004 Plan for the Environment has the following strategic policy for Transport, Policy 1.9:

‘To provide sustainable access from homes to jobs, shops and services, and from business to business, by integrating land use and transport planning, restraining car traffic, promoting improved public transport and facilities for pedestrians and cyclists, and making freight distribution more sustainable. In addition, the Council will have regard to the impacts of international air travel from Heathrow Airport, in respect of surface access, business and employment, environmental impacts and sustainability in general.’

Travel Plans and Transport Assessments

Policy 9.1 – ‘Development, Access and Parking’ sets out a number of transport issues that need to be taken into account when assessing proposals. The policy also indicates that for certain types of development, the Council may request that a Travel Plan is prepared. A Travel Plan manages the travel needs of those who will use the development, and aims to encourage travel by means other than the car. A travel plan must show that

the development will not cause problems of traffic congestion, safety concerns, or inappropriate parking in the area. Policy 9.1 sets out when a travel plan may be required, and what it should contain.

Transport Assessment Reports (TARs) examine all aspects of travel demand associated with developments. They consider demands by all modes of travel, the capacity of the existing infrastructure, impacts of additional travel and appropriate mitigation schemes. TARs also consider the servicing requirements, and safety issues in terms of site layout and off-site conditions.

SPG20 - Transport Assessments and SPG21 - Green Travel Plans provide detailed supplementary guidance on preparing transport assessments and travel plans.

Traffic Restraint

Traffic restraint policies are enacted through parking and development control policies and highways and traffic management policies. Council follows the advice in PPG 13 that reducing the amount of new parking is essential, and that local authorities should encourage the shared use of parking in town centres.

The parking control policies recognise that parking is one of the main ways to restrain car use. Ealing sets maximum parking standards for development, not minimum standards. In setting maximum standards, the Council has provided a framework that presumes a lower level of parking than the maximum, in particular in areas where public transport access is good. Developers must now demonstrate their parking requirement needs up to the maximum level.

Calculating trip generation and parking provision for a new development, should be based on the 85% trip rate for comparator sites, corresponding to the proposed use class of the new development. Traffic generation should not be factored by reference to any reduction of on site parking provision.

Parking Standards

The parking standards for all developments are given in the Transport Appendix and associated notes, at the end of Chapter Nine of the UDP. Developers should consult the Parking Standards Table in the UDP when preparing planning applications and note that parking standards differ, depending on geographical location within the borough, land use classification and parking category. Where class A or B uses are proposed as part of a mixed development, the site-based parking requirement is calculated on the basis of a notional site area. This is determined by calculating the percentage of class A and B floorspace proposed in the development, and applying this percentage to the area of the site as a whole.

It is important to note that disabled parking, cycle parking and servicing are quoted as minimum parking standards whilst car parking is quoted as a maximum standard. This is to ensure the proper provision of facilities for disabled drivers and cyclists, as well as off-street servicing activity, but at the same time promoting traffic restraint for general car use.

Sustainable Transport Initiatives

In parallel with traffic restraint, the Council has a number of policies that promote public transport initiatives and sustainable modes of travel. The general policy (Policy 1.9), linking land use and transport planning, is that from the outset development should be planned to minimise the need for travel. It also promotes the reallocation of road space for more sustainable forms of travel, where appropriate, and good urban design.

The Adopted 2004 Unitary Development Plan also contains policies that encourage sustainable forms of transport, including the provision of stations and public transport interchanges (Policy 9.2), major transport projects (Policy 9.3), transport by bus (Policy 9.4), walking (Policy 9.5), and cycling (Policy 9.6).

Developers are also encouraged to make provision for accessible transport for people with disabilities by providing designated drop off and pick-up points. Larger developments should contribute to accessible transport services under Policy 9.7.

Freight

The Council is part of the West London Freight Quality Partnership, and its policy on freight (Policy 9.10) is to promote a fully integrated freight distribution system, by encouraging warehouse development in Major Employment Locations, provided that the environmental costs of heavy traffic are not too high. Non-road freight is encouraged. There is a recognition however, that most freight will come by road, and as such, management of vehicles following the Lorry Route Signing Programme, which protects local residential areas from inappropriate use, and restricting hours of servicing, may also be required. Appropriate servicing facilities will be required for developments where on-street loading and unloading is not permitted (Policy 9.11).

7. RELEVANT INFORMATION

The following information is available on the Council's web site at www.ealing.gov.uk/planpol or can be obtained by contacting the Planning Policy and Development Advice Service.

The Adopted 2004 Plan for the Environment including Written Statement (Volume 1 and 2) and Proposals Map.

Supplementary Planning Guidance covers the following topics:

SPG 1	Sustainability Checklist
SPG 2	Water, Drainage and Flooding
SPG 3	Air Quality
SPG 4	Refuse and Recycling Facilities
SPG 5	How to prepare an Urban Design Statement
SPG 6	Plot Ratio
SPG 7	Accessible Ealing
SPG 8	Safer Ealing
SPG 9	Trees and Development Guidelines
SPG 10	Noise and Vibration
SPG 11	Affordable Housing
SPG 12	Greening Your Home
SPG 13	Garden Space
SPG 14	Indoor Living Space
SPG 15	Residential Care Homes
SPG 16	Hostels
SPG 17	Babycare Facilities
SPG 18	Places for Eating, Drinking and Entertainment
SPG 19	Community Facilities
SPG 20	Sustainable Transport: Transport Assessments
SPG 21	Sustainable Transport: Green Travel Plans
SPG 22	A40 Acton Green Corridor

Town Centre Strategies and **Action Plans** have been prepared for Ealing, Acton, Greenford, Hanwell and Southall areas. They look at the centres' challenges, the need for improvements, how to retain their character, develop their local shopping function and attract new investment in the next 10 years. Strategies for Northolt and Park Royal are in draft form.

Ealing's Community Strategy (June 2003) sets out how we aim to improve the quality of life for people in the borough over the next three years and beyond. It covers issues such as healthcare, crime, housing and education.

Local Neighbourhood Renewal Strategy (September 2002) is a strategic framework and action plan, which focuses on tackling social deprivation within the borough's poorest neighbourhoods, assessed against a range of indicators, including education, health, crime and environmental conditions.

Heathrow City Growth and LDA Framework for Southall, Hayes and West Drayton Area is under development and seeks to promote economic development in the Heathrow matrix area within the three Local Authority Districts of Ealing, Hillingdon and Hounslow.

Draft West London Subregional Development Framework (SRDF)

The purpose of the SRDF is to provide guidance on implementation of policies in the London Plan at the sub-regional level. It sets out an overall direction for the sub-region, and a set of proposed actions to achieve this. This includes matters that should be developed at the local level through Local Development Frameworks, in order to ensure a co-ordinated approach to implementation.

Draft Ealing Economic Development Strategy

This draft strategy sets out how Ealing can benefit from global changes by attracting new investment and managing growth to overcome economic and social exclusion.

Appendix A Area Transport Issues

NORTHOLT/GREENFORD/PERIVALE

The north of the borough consists of three main urban areas; Northolt, Greenford and Perivale, connected by green sites and large industrial parks. The area is dominated by road links, in particular the A40. There are few London Underground and national rail stations, and those that are present are spread over a wide area. The public transport accessibility is poor throughout, although higher in Greenford and Northolt. Greenford is a district shopping centre on a par with Acton, whilst Northolt plays a more minor role as a neighbourhood centre.

Vehicular Access

The area is crossed by the A40 Western Road, which is a strategically important route for London and also serves the light industry and distribution warehouses along its length. The A312 Church Road, A4127 Greenford Road and the A4005 Alperton Road are the three main distributors carrying traffic north-south.

Many of the residential areas and industrial parks are serviced by a single access road, which has the effect of not only controlling movement, but also concentrating traffic onto particular routes. Many of the roads have been designed specifically to carry larger vehicles and have wide swept paths at junctions, that have resulted in poor pedestrian environments.

It is anticipated that developments will rely more heavily on private car trips in the north of the borough. Developments must still demonstrate that the adjacent highway network can support an increase in traffic and that pedestrians and cyclists are catered for, by providing good links to public transport and strategic and local cycle networks.

Parking

Parking in the north of the borough in particular, tends to be off-street within curtilage. This is particularly the case for the industrial estates. There is no on-street parking control, although consultation for a CPZ around Greenford station is being undertaken, to address the issue of commuters who use the station and park on the streets.

Public Transport

The area has low public transport accessibility and relies mainly on car journeys. There are tube and main line rail services and 18 bus routes, although many of these run to the south and terminate no further north than Greenford.

There are no major public transport infrastructure improvements proposed for the area, but there are proposals for increased orbital bus routes. Developments will be required to support these initiatives and demonstrate how movements can be tied in to bus improvements.

Cycling and Walking

The Council's policies encourage cycling by promoting improvements to the cycle network. Two LCN + routes pass through the area - routes 86 and 88. Local improvements for cyclists will be expected both on and off strategic routes adjacent to new developments where necessary, and contributions to enhancing the sign-posted strategic cycle network will be sought.

The area does not have the highest pedestrian flows, partly due to the poor environmental quality of some routes. In such areas, the Council's policy is to improve the urban environment, making safer streets for schoolchildren, the mobility impaired and the public in general, through a programme of renewed pavements, improved road crossings and signage.

Appendix B

Terms of Reference for Key Transport Needs

These terms of reference apply to the “Key Transport Infrastructure Considerations” (yes/no) on page 3 of the Planning Briefs, within the Indicative Development Capacity section. If an item is indicated as a “yes”, then this issue would need to be considered as part of any development.

Bus Routes

The need for the provision of new or amended bus routes is indicated if the development site is more than a maximum walking distance of 400m to the nearest existing bus route.

Roads/Junctions

The need for provision of roads and/or junctions is indicated if the development of the site is likely to generate sufficiently large vehicle flows, or as to warrant either amended, upgraded, new or internal roads/junctions, or where the development would require new access points onto existing roads.

Cycle Routes

The need for the provision of enhanced cycle routes is indicated if the development site adjoins an existing cycle route, or, if the development site presents an opportunity to provide a safe, new cycle route to link the site or surrounding area to local services.

City Car Club

The need for the provision of a City Car Club on the development site is indicated if the development could potentially support such a programme. This will be likely to be on development sites that require a Travel Plan, where there is a commitment to the minimisation of car use and where a developer is likely to provide financial support for the Club, although other sites might also be deemed appropriate.

Servicing

The need for the consideration of servicing is indicated if the development site is large enough to warrant a reconsideration of existing servicing, or future infrastructure may alter existing servicing arrangements.

Rail/Tube

The need for new or enhanced rail or tube services is indicated if the development site could provide better and higher capacity stations and interchanges for the rail or tube networks.

Traffic Management

The need for the provision of planned traffic management on or to the development site, is indicated if the development would require designated pick up and drop off points, if the proposed development and use is likely to be a large trip generator, or if the development site is so large as to develop its own internal road network (adopted or private). Traffic management will

also be indicated if the development site is within an area of high pedestrian flow or a wholly residential area.

Pedestrian Routes

The need for the provision of enhanced pedestrian routes is indicated if the development site adjoins an existing footpath, or, if the development site presents an opportunity to provide a safe, new pedestrian route to link the site or surrounding area to local services.

Travel Plan

The need for the provision of a Travel Plan for the development site is indicated if the total area of the site is over 1 hectare and the total floor space would be over 1000m² (for non residential development), or more than 25 housing units in the case of residential development.

Car Parking

The special consideration of car parking; including numbers, access and distribution as part of the development.

Appendix C

Calculating residential units/employment and Key to Indicative Diagram

These calculations apply to the Indicative Development Capacity and help to interpret some estimated figures.

Residential Density

The following is an approximate guide for the calculations used for estimating the potential number of residential units:

- 1 bedroom flat - 45 m²
- 2 bedroom flat - 55 m²
- 2 bedroom maisonette - 75 m²
- 2 bedroom house - 90 m²
- 3 bedroom house - 110 m²

Employment Numbers

The following is an approximate guide for the calculations used for estimating the potential number of jobs:

- Offices - 25 m² per job
- B8 - 60 m² per job
- Retail - 50 m² per job.

Ealing's Adopted 2004 Plan for the Environment
SUPPLEMENTARY PLANNING GUIDANCE
DEVELOPMENT SITES

Section Two
GREENFORD, NORTHOLT AND PERIVALE DEVELOPMENT SITES

SITE	DESCRIPTION	PREFERRED USE
79.	Lyons Tetley Site, Oldfield Lane North	Employment
80.	Butlers Wharf Site, Rockware Avenue	Employment
81.	Ruislip Road special opportunity site (Taylor Woodrow), Ruislip Road	Mixed - the Council will work in partnership with the landowner and the neighbouring borough to facilitate continuing employment use (with levels of employment higher than at present), and a range of other uses including open space, housing, community and leisure uses in an integrated scheme following urban village principles of sustainable development and high quality design. Measures to improve the visual and environmental quality of the area will be particularly important, especially associated with the Grand Union Canal and adjoining public open spaces.
<i>Perivale</i>		
82.	CPC(UK) Site, Horsenden Lane South	Residential
83.	Smiths Farm and Allendale, Kensington Rd	Open Space/Leisure.
<i>Northolt</i>		
84.	Viking Community Centre, Radcliffe Way, Northolt	Community Facilities in association with open space.
<i>Greenford Town Centre</i>		
85.	Town car park; 2-16 Ruislip Rd; 177 Greenford Rd	Market, public car parking, community, town square, shops, café/restaurant leisure, housing. Servicing.
86.	Ravenor Park Farm	Community uses, market.
88.	19-31 The Broadway	Retail, housing.
89.	309 Ruislip Road	Retail, housing, public car parking, open space.
90.	320 Ruislip Road East	Restaurant/café, housing, employment.
91.	458-462 Greenford Road	Restaurant/café, retail, housing.
92.	311-319 Ruislip Road East; 412-424 Greenford Rd	Town Centre mixed uses retail, housing, employment.

Notes on Development Sites

“Town Centre mixed uses” indicates that the local authority aims to promote a mixed use scheme from the following uses: retail, employment, leisure, community, housing; but single or dual uses would be acceptable subject to site specific and town centre strategy justification. In some cases sites are also given a preferred use designation within a “mixed use” description.

Where car parking is referred to, this must be subject to detailed assessment of need, in the context of the Council's transport policies, and the aim of increasing the proportion of trips made by public transport and modes other than the private car.