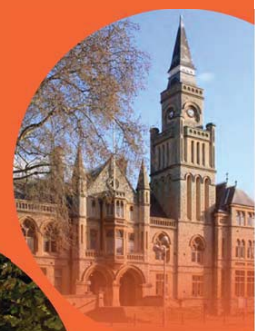


Development Strategy 2026

Development Plan Document



To support this growth Ealing will develop and maintain a clear infrastructure delivery plan that will ensure the necessary physical, social and green infrastructure and services are provided and enhanced. This will make certain that Ealing continues to be a successful borough and that all communities have a high quality place to live and to work. These plans will ensure proper investment in the schools, health centres, transport, public utilities and other facilities needed by Ealing's growing population. Wherever development is proposed, the council is also committed to excellence in urban design.

Other considerations in planning for the future of the borough include, for example:

- how to create communities that are healthy, safe, cohesive and engaged;
- how to provide renewable energy sources;
- where to accommodate waste management plants to enable increased recycling and less landfill;
- how to encourage greener transport including electric cars; and
- how to plan for other technological changes that will affect the way we live, travel, work and do business.

The council initially considered a number of different alternative approaches (or "futures") that included following established development plan policies or embracing change or protecting the past. Each of these approaches were based on the principle that we must manage growth in a sustainable way so that we are able to meet our present needs and ensure that future generations are also able to meet their needs¹⁰.

At the same time consideration was given to the future shape of each local area of the borough if one of these alternative futures were chosen. Each of the borough's neighbourhoods has its own particular characteristics and issues to address. Map 12 shows the eight neighbourhoods that make up the borough as currently defined by the Council. Appendix 2 provides a summary of some of their chief characteristics and how the Development Strategy 2026 will impact upon their future development. It was always acknowledged that the best future for Ealing is likely to include elements of all three of these alternative approaches futures. It is evident that although the council has embraced change it will affect each of the localities in very different ways.

This Development Strategy 2026 seeks to identify and promote those areas that can accommodate growth and either have good public transport access, the capacity to accommodate growth, are in need of regeneration, or can deliver jobs and infrastructure. It seeks to ensure that future development contributes to making places where people want to live and work.

Policy 1.1 Spatial Vision for Ealing 2026

(a) By 2026, we aim to provide 14,000 additional homes, 94,500 sqm of new office floorspace, decrease our net stock of industrial floorspace by 57,000 sqm (equivalent to 14 hectares) through managed release¹¹ and provide up to 128,400 gross sqm of new retail floorspace¹².

(b) Development of these new homes, business and retail space will be primarily concentrated in:

- The Uxbridge Road / Crossrail corridor - particularly focused in Acton, Ealing and Southall town centres; around key stations at Acton Main Line, Ealing Broadway and Southall; and, municipal housing estates including Copley Close, Green Man Lane, Havelock and South Acton.
- The A40 / Park Royal corridor – particularly focused in Greenford town centre; Acton Main Line, Greenford and North Acton stations; Park Royal; and, other industrial estates.

(c) To promote business and enterprise by securing the stock of employment land, encouraging regeneration and renewal and being responsive to market demands. For industrial and warehousing businesses, we will protect our position as one of London's premier locations. For the office market we will reverse our relative underperformance compared to neighbours; with a focus on providing high quality office space in Ealing town centre and capturing benefits afforded by Crossrail.

(d) To ensure the viability and vitality of the borough's town centres in accordance with the established shopping hierarchy¹³.

(e) To be a healthy and safe place to live and ensure that the necessary physical, social and green infrastructure and services as identified in the Infrastructure Delivery Plan are provided and enhanced in the borough¹⁴.

(f) To support sustainable, safe and convenient transport networks to and through Ealing that, in particular, improve north-south transport links between the Uxbridge Road / Crossrail and A40 / Park Royal corridors and to promote healthy travel behaviour and seeks to reduce the need to travel.

(g) To protect and enhance suburban communities, improve public transport, cycle and pedestrian links to the development corridors and neighbourhoods.

(h) To care for the borough's historic character and enhance the significance of heritage assets in regeneration proposals, ensure excellence in urban design and design out crime to make Ealing's environment safe, attractive and accessible for all¹⁵.

(i) To protect and enhance the pattern of green spaces and green corridors, identify and safeguard quiet areas and spaces of relative tranquillity and ensure that new development improves and adds to green space.

(j) To reduce the environmental impact of activities within the borough, protecting and improving air quality and ambient noise levels, achieving and maintaining a clean and healthy environment for all communities to enjoy¹⁶.

(k) To promote sustainable design and construction in all development to play our part in addressing the global challenge of climate change.

Work has been undertaken to verify the potential demographic changes over the plan period and to identify the future needs and demands of Ealing's population¹⁷. By 2026, 14,000 new homes are planned to provide more affordable homes for local people and to accommodate the projected increase in population and households. Map 3 (overleaf) shows housing and employment development sites together with the development corridors and the relationship with Crossrail.

Ealing wants to provide modern, upgraded commercial premises in a quality environment and aims to provide 94,500 sq metres of new office floorspace (creating approximately 5,800 jobs) and decrease the net stock of industrial floorspace by 57,000 sq metres (equivalent to 14 hectares) through managed release¹⁸. Overall, a net increase in 10,600 jobs over the plan period will be supported from changes in office, industrial and other employment sectors¹⁹. This plan aims to ensure that there is sufficient development land capacity to accommodate this growth.

This development strategy is primarily about apportioning the required growth to the right places across the borough, ensuring that it is well related to the provision of infrastructure, that the design is of high quality, and that it tackles social need. Residential and business development will be primarily concentrated in two development corridors – the Uxbridge Road / Crossrail corridor and the A40 / Park Royal corridors – in the following places:

- Town centres within these corridors, in particular those with excellent transport connections and supply of available development sites including Acton, Ealing, Greenford and Southall town centres;
- Park Royal;

- Other places with existing or future good public transport accessibility including the areas around Greenford, North Acton and Acton Mainline stations; and
- Municipal housing estates which need regeneration to improve the quality of life for residents and provide more homes for local families in need of them including Copley Close, Havelock, Green Man Lane and South Acton estates.

