

Hanwell Town Centre Draft Town Centre Strategy 2002-2012

Proposal for the next 10 years, 2002-2012

The Need For A Strategy

The Council, following discussions with the Hanwell Steering Group, recently approved for the purposes of public consultation a draft strategy for Hanwell Town Centre for the next ten years. The strategy looks at the present state of Hanwell Town Centre, the challenges it faces and considers the need for improvements and how to attract new investment.

- Hanwell Town Centre needs to play a bigger role in the lives of the people of Hanwell. It provides relatively few jobs for local people and has declined to become only a minor shopping centre in the Borough. If Hanwell is to fulfil a role as a district centre, it needs a more distinctive range of shopping, leisure and commercial facilities: it needs to develop a “unique offer” that differentiates it from other competing centres.

Increasing congestion and heavy traffic flows on Uxbridge Road make access and movement difficult, hinder good public transport services and create danger for pedestrians and cyclists. Hanwell's street and pedestrian environment is tired and below standard. Pavements are cluttered and pedestrian facilities are poor.

- Phased environmental, building and streetscape improvements are needed to maintain Hanwell's character and architectural heritage and to boost its attraction to local investors, residents and shoppers. A Town Centre Strategy is needed to attract and guide new investment, to retain and improve local shopping and to promote improved local authority and community services, so that the centre may be sustained over the next 10 years.

A Vision For Hanwell Town Centre

In response to the problems and challenges faced by the Town Centre, the draft strategy includes the following Vision Statement:

- The Town Centre will be a successful, safe, attractive and accessible district centre, serving a local population of around 25,000 people
- It will preserve its architectural heritage, conservation areas and townscape, and improve its links to the Brent River Park and other surrounding open spaces
- The centre will improve its public transport and pedestrian access whilst upgrading the quality of car parking and its streetscape
- Hanwell Town Centre will provide an improved living environment for residents in and around the centre by reducing ‘rat-running’ traffic in local streets

- The Centre will increase its community and business activities and seek to secure increased funds for enhancement schemes
- It will improve and strengthen its local community, residential, cultural and educational services to support all of its residents – old and young, able and disabled, rich and poor and all races and religions

Contact for Further Information

The full strategy has now been agreed as supplementary planning guidance to accompany the Council's unitary development plan (UDP). If you require further information on the draft strategy, or have any questions or comments on its content, please contact:

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Hanwell Town Centre Strategy 2002 – 2012 Strategy Proposals Summary

Investment – Development

Development Opportunity Sites

- 64-88 Uxbridge Road - Shops, restaurants, housing
- 11A-11C Boston Road - Housing, servicing, employment
- 37-39 Boston Road - Housing, employment, servicing
- 16 Boston Road – Housing
- 8-11 Broadway and 33 York Avenue - Housing, leisure, community use
- 144-164 Uxbridge Road - Shops, housing, restaurants, leisure, community use
- 1-21 Broadway Buildings, Boston Road and land to rear - Shops, housing, leisure, restaurants, community use
- 79-101 Uxbridge Road and land to rear - Shops, housing, leisure, restaurants, community use
- Proposed boundary of the Hanwell library - Improved library, community use and facilities

Transport – Access for All

Walking

- Pedestrian access improvements (crossing/refuges/signals junction entry treatments)

Cycling

- Improve existing cycle route network
- Develop new routes and cycle parking facilities as part of development programme

Public Transport

- New bus lanes review
- Improved bus stops/shelters
- Consultation on West London Transit proposal

Car Parking

- Improve town centre parking (resurfacing & access)
- Review 'Stop and Shop' facilities
- Review car parking charges

Traffic/Roads

- Review Town Centre 'rat running' scheme (point closures of Station Road and Half Acre Road)
- Review/renew signage
- Traffic restraint/traffic-calming schemes
- Servicing of business premises

Environment – Pride of Place

Street Improvement Programme

- Phased improvements, including new street furniture, trees, signs, lighting
- Clearer footways

Public Spaces & Pedestrian Facilities

- Clock Tower area
- Hanwell Bridge approaches
- George St. Car Park
- Lidl 'Square'

Building Improvements

- Better design/architecture
- Statutory List - Hanwell Bridge, Uxbridge Rd
- Local List Buildings
- Façade/ Group Value (UDP)
 - Viaduct P.H., Uxbridge Road
 - 178-182 Uxbridge Road
 - 103-121 Uxbridge Road
 - 12-14 Boston Road
 - 18-20 Boston Road
 - 44-60 Boston Road

Enhance Conservation Areas

- Clock Tower CA
- Churchfields CA
- St. Mark's Church & Canal CA
- Hanwell Cemeteries CA

Parks & Open Space Improvements

- Improve access and links to Brent River Park, Conolly Dell, Brent Lodge Park, Fitzherbert Walk and Canal towpath

Partnership & Town Centre Management

Management & Partnership

- Town Centre Strategy
- Town Centre Partnership public information & involvement
- Planning briefs & urban design assessments
- Promote a "Town Improvement Zone"

Clean

- Streetscape Design & maintenance guide

Welcoming

- Festive decoration scheme
- Events development programme
- Marketing Hanwell

Sustainable & Safe

- Young people – environmental education and safe travel
- New events and uses, including market stalls, for pedestrianised areas around Clock Tower