

Greenford Town Centre Draft Strategy Proposals for 2002-2012

Why do we need a town centre plan for Greenford?

A ten year improvement plan for Greenford Town Centre is needed to ensure the centre retains its character and develops its local shopping function. Four main actions are needed :-

Investment – Keep shop vacancy rates low and bring in new residential, leisure, retail/market, community facilities and employment

Transport – improve access for buses and pedestrians and manage parking and thru-traffic

Environment – protect and enhance the 1930's look of the centre

Management – get businesses, residents and the Council to agree priorities and work together to create an attractive, safe and vibrant town centre

The Greenford Town Centre Association working with the London Borough of Ealing have produced a draft town centre improvement plan for the next ten years. This Strategy considers the present position of Greenford Town Centre, the challenges it faces and considers the need for improvements. We want your views on the proposed plan and the actions for the next ten years.

The vision for Greenford Town Centre – A Strong and Healthy Urban Village

Through more quality town centre development, environmental management, community services and housing development – Greenford will sustain its town centre health and attractiveness. It will be a place that aims to serve most of the shopping, leisure and community needs of a local population of between 20–25,000 people. To do this it will need to be a vibrant, accessible, attractive, sustainable and safe town centre.

Vibrant – A Quality Local Centre

Greenford will increase its range of services to local people to keep the centre vital and viable. The Centre will focus on local shopping needs, markets, and leisure and local community services. In particular Greenford will promote “market” opportunities and promote more cafes, restaurants and health and leisure facilities. Greenford will bring life back into the town centre. Increase town centre living with developments that mix housing, retail, leisure and business.

Accessible – Access for All

Greenford Town Centre will be accessible by all modes of transport and will aim to be a transport hub for development and local services. In particular Greenford will improve its public transport, pedestrian and disabled access whilst upgrading the quality of car parking. Increasingly Greenford will support public transport, walking and cycling as a means of tackling increasing traffic growth and congestion.

Attractive – Pride of Place

Greenford's environment will be attractive, pedestrian friendly and a pleasure to use. The Centre will promote and improve the quality of its streets, landscape and buildings. The Centre will invest in and create new public squares and improve its links to neighbouring open spaces.

Sustainable & Safe – Town Centre Partnership and Management

Greenford will develop a sustainable and safe centre by building a strong Town Centre Partnership and an agreed Town Centre Improvement Strategy. Increase information and participation in the action plan and town centre partnership. Increase community and business centre celebrations, business and youth safety schemes. Promote a “town improvement zone” to increase funds for centre improvements. Promote sustainable development and equality principles.

This is a summary of the strategy and consultation questions document. It is intended that the full strategy will become supplementary planning guidance to accompany the Council's Unitary Development Plan (UDP), if you require further information on the full strategy, or have any queries or comments please contact:

Jeff Anderson, Regeneration and Major Projects Unit,
Environment Group, London Borough of Ealing,
Perceval House, 14-16 Uxbridge Road, London, W5 2HL
Tel: 020 8825 6180 Fax: 020 8825 6510
E-mail: andersoj@ealing.gov.uk

Carole Connelly, Chair,
Greenford Town Centre Association
50 Oldfield Lane South, Greenford, UB6 9LD
Tel: 020 8578 8087
E-mail: caroleterry50@hotmail.com

You can view and download the full strategy document at www.ealing.gov.uk

Consultation Programme

Distribution of Consultation Summary Document	July/August/Sept 2002
Exhibition at Greenford Library and at Greenford Hall	September 2002
Analysis of Consultation Responses	October 2002
Report to Greenford Area Committee	November/December 2002
Report to Cabinet	November/December 2002

Greenford Town Centre Strategy Proposals Summary 2002–2012

Investment – Development

- Civic quarter land use investment review - Development opportunity site
- Town centre car park - Car park & service rd, market, retail, leisure, public space, housing (including 2 Oldfield Lane South & 2-16 The Broadway & 177 Greenford Road)
- Ravenor Park Farm - Museum, community, market
- Civic quarter - Community Services, conference facility housing, leisure
- 19-31 The Broadway - Retail, housing, servicing
- 309 Ruislip Road East - Retail, housing, open space
- 320 Ruislip Road East - Housing, employment, restaurant, retail
- 458-462 Greenford Road - Retail, restaurant, housing
- 311-319 Ruislip Road East, 412-424 Greenford Road - Town centre mixed use retail, houses, employment
- Primary retail frontage - Protection for retail use

Transport – Access for All

- Walking - Walking improvements (crossings/refuges/signals/junction entry treatments)
- Cycling - Develop new routes and cycle parking facilities as part of development and “Boulevard Programme”
- Buses
 - Greenford Road Bus lane proposals
 - “Bus Stand” Review and Windmill Lane/Broadway signalisation proposal
 - Bus Shelter and shop review and improvement programme
 - Promote orbital bus improvements on Greenford Road
- Car Parking
 - Improve town centre parking (resurfacing & access)
 - Review design and management of slip road parking/ pedestrian access on major retail frontages.
 - Support disabled access

- Traffic/roads - Review Town Centre “rat running” (Oldfield Lane South, Stanhope Park Road & Windmill Lane)

Environment – Pride in Place

- “Greenford Boulevard” improvement programme
 - furniture, trees, signs, lighting & street market pitches
 - The Broadway, Greenford Hall Town Centre Car Park, Greenford Road, Ruislip Road & Ruislip Road East

- Public spaces and pedestrian facilities improvement programme
 - Memorial Green
 - Town Centre Car Park & Site G1.
 - Greenford Methodist Church frontage

- Pride in buildings programme
 - 5 Local List
 - Tesco 229 Greenford Road Community Centre
 - Greenford Library
 - Police Station
 - Greenford Hall
 - 18-34 The Broadway
 - Façade Value
 - 33-69 The Broadway
 - 179-197 Greenford Road
 - 442-526 Greenford Road (excluding 458-462)
 - Proposed Façade Value
 - 358-400 Greenford Road
 - 300-318 & 322 Ruislip Road East
 - 1-17 The Broadway
 - 176-182 Mansell/1-13 Ruislip Rd
 - Greenford Methodist Church

- Parks & open space improvements
 - Perivale – play area, sports
 - Ravenor – Access
 - Brent River Park – Access
 - Allotment – Access
 - Lytton/Recreation Ground – Access
 - Greenford Recreation – Access

Partnership & Town Centre Management

- Management & Partnership
 - Town Centre Strategy & Action Plan
 - Town Centre Partnership Public Information & Involvement
 - Promote “Town Improvement Zone” schemes
 - Planning Briefs & Urban Design Assessments for all main proposals
 - Greenford “One Stop Shop” Council Service Project Review
 - “Market Day” project (Business networking, Business Watch, market and trader promotion)

- Clean
 - Streetscape design & maintenance guide
 - Town Centre Ranger scheme

Welcoming

- Festive decoration scheme
- Events development programme
- Marketing Greenford (1930’s architectural town and Market Day project)

Sustainable & safe

- Young people – environmental education and “safe child, safe travel” scheme
- “Greening the High Street” scheme (travel, waste, energy, local shopping and markets)
- “Market Day” project (Business networking, Business Watch, market and trader promotion)

Greenford Draft Town Centre Strategy - These questions ask for your views on important issues in Greenford Town Centre.

Please tick in the appropriate boxes, seal and return by Mon 30 September 2002.

Creating a Quality Local Centre - *Attracting Investment Strategy Proposals*

	Agree	Don't Agree	Don't Know
1. Promote housing, leisure, shops and community services			
2. Promote things to do in the evening, cafes, restaurants, leisure			
3. Support the development of “Greenford Markets” on Ravor Farm, car parks and on the Centre’s wide pavements.			

4. Consider and explore the long term re-development of the Town Centre Car Park along with some frontages on to the Broadway and Greenford			
5. Road to provide a wider range of town centre facilities, improved access and new town square.			
6. Review property needs of Greenford's "civic quarter" to ensure improved focus in the Centre for improved local community uses, including "one stop shop" council services.			

Access for All - Transport Strategy Proposals

	Agree	Don't Agree	Don't Know
1. Extra pedestrian crossings on Greenford Road, Ruislip Road, Ruislip Road East, Oldfield Lane North and the Broadway.			
2. Town Centre traffic and bus management scheme to make bus access easier.			
3. Promote cycle routes and parking.			
4. Improve design and management of "slip road stop and shop" parking facilities and favour disabled parkers.			
5. Improve quality of town centre car parking, but increasingly promote and encourage travel by public transport, walking and cycling as a strategy to reduce congestion.			

Pride of Place - Environment and Design Strategy Proposals

	Agree	Don't Agree	Don't Know
1. Develop a phased "Greenford Boulevard" Improvement Programme for planting, street furniture, paving, lighting and pedestrian facilities.			
2. Create more and improved town centre public spaces through streetscape design and new development.			
3. Improve and increase transport and walking links between the town centre its surrounding homes and local open spaces and parks.			
4. Develop a "Pride in Buildings" Improvement programme – designate locally listed buildings and facades of architectural value.			

**Caring for Greenford - Town Centre Management & Partnerships Strategy
Proposals**

	Agree	Don't Agree	Don't Know
1. Promote wider involvement in the town centre partnership – particularly from community services, businesses and residents' groups in the town centre.			
2. Promote and consult on the development of a "town improvement zone", where land owners and business's are asked to provide extra funds for town centre improvements they would like to see.			
3. Produce street design and maintenance guide and promote a town centre ranger scheme.			
4. Develop a Christmas lights and other festive decoration scheme.			
5. Develop a business and centre promotion campaign around a "Greenford Markets" theme.			
6. Support sustainable development and youth projects (eg waste recycling, energy conservation, child safety and environmental education schemes).			
7. Promote a Greenford business watch safety scheme.			

Name

Business Name/Organisation

Address

.....

Postcode Tel no

Email:

Ethnic Monitoring

We want to make sure that everybody in the borough receives the same standard of service from the council, regardless of their gender, race or disability status. The information we have asked you to provide below will help us to achieve this. This information will be treated confidentially and used for monitoring purposes only.

You do not have to answer these questions.

Are you? 1 Male 2 Female

Do you have a disability? 1 Yes 2 No

What is your ethnic group?

ASIAN or Asian British

- 1 Indian 2 Pakistani
- 3 Bangladeshi 4 Sri Lankan
- 5 British Asian 6 East African Asian
- 7 Any other Asian background please specify

.....

BLACK or Black British

- 8 Caribbean 9 Somali 10 Nigerian
- 11 Any other African background please specify

.....

12 Black British

- 13 Any other Black background please specify

.....

MIDDLE EAST

- 14 Middle East please specify.....

MIXED

- 15 White and Caribbean
- 16 White and African
- 17 White and Asian
- 18 Asian and African Caribbean
- 19 Asian and Irish
- 20 African Caribbean and Irish
- 21 Any other Mixed background please specify

.....

other ethnic BACKGROUND

- 22 Chinese
- 23 Any other East Asian background please specify

.....

- 24 Any other Ethnic background please specify

.....

WHITE

25 British 26 Irish 27 Polish

28 Any other Eastern European background please specify

.....

29 Traveller please specify.....

.....

30 Any other White background

please specify

What is your Age?

1. 0-15

2. 16-24

3. 25-34

4. 35-44

5. 45-54

6. 55-64

7. 65+