URBAN DESIGN

This chapter is concerned with guiding the design quality of Ealing’s urban form. Good urban design is fundamental to the provision of an attractive, safe, accessible and sustainable Ealing, in which people want to live, work and spend leisure time. It is also a fundamental principle of urban renaissance, which aims to create well-designed cities that are more compact and connected.

There is an increasing awareness of the importance of good urban design. Creating well-designed buildings and land use patterns encourages feelings of well being and safety, whilst minimising impacts upon natural resources. The planning system has a key role to play in facilitating this process.

The strategic Policy 1.4 is –

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.

However these policies do not just relate to the individual site and buildings, they aim to relate to the overall form of a development, including the layout, integration of the building with public space, landscaping, accessibility and feelings of safety.

This chapter also guides development that will be influencing the preservation of our built heritage and its settings. Within the Borough there are many buildings, groups of buildings, structures and areas, which are particularly attractive or historically interesting.

Finally, this chapter deals with the minimisation of those environmental impacts that are most commonly associated with the design of the Built Environment, namely Noise, Vibration and Light.

In order to achieve this overall aim, there are 14 policies for Urban Design, and these together with their justifications, are set out on the subsequent pages of this chapter.
Policies for Urban Design

4.1 Design of Development

1. The design of development should be guided by the following principles:

   (i) Good Layout;
   (ii) Appropriate Height and Scale;
   (iii) High Quality Architecture and Character;
   (iv) Appropriate Materials;
   (v) Sustainability;
   (vi) Inclusive Design - Access for all;
   (vii) Community Safety;
   (viii) Legibility;
   (ix) Appropriate Hard and Soft Landscaping;
   (x) Adaptability.

2. The Council will only approve development that respects current standards of safety, natural light, health, privacy; and freedom from traffic nuisance, disturbance or visual intrusion in relation to neighbouring land uses.

3. An Urban Design Statement should be submitted for all significant development proposals within the Borough, particularly those sites that are likely to have a significant impact on the public realm, are sited within an area of character, or are major regeneration schemes.

New development affects the character and quality of the Borough as a whole. The 10 principles in point one above are explored in more detail in table 4A, and there is further amplification on high buildings in table 4B. Design creates the new context for future development, and if well designed can be an attractive environment enjoyed by passers-by and users of the development. The appearance of buildings as well as their relationship to their surroundings is therefore very important.

High standards of urban design are expected in all development, ensuring that schemes reflect the best elements of the character of the surrounding area, or have sufficient and distinctive merit that adds to the character and appearance of the area. Developments should be easy to understand and provide recognisable routes and landmarks, for example the incorporation of public art within proposals. However new development should also take into consideration and minimise any impacts on neighbouring land uses, and any development which may significantly restrict the development potential of surrounding land will not be permitted.

The Council will expect all proposals to allow sufficient daylight and sunlight into buildings and land, giving consideration to the potential effects on visual privacy, and safeguard the outlook from premises. The Council will apply the standards recommended in the Building Research Establishment report: ‘Site Layout Planning for Daylight and Sunlight – A Guide to Good Practice 1991’; which gives advice on sunlight and daylight (see also Chapter 5: Housing).
Developers are expected to adhere to principles relating to sustainability. This includes issues such as the renovation of buildings and sites, the re-use of previously developed land, the re-use and recycling of materials, on site energy generation, energy efficiency, water recycling and the use of porous surfaces to avoid water run-off, where appropriate. The Council encourages developers to consider such principles from the outset, and as a result has produced “The Sustainable Development Checklist”. This has been produced as a guide for developers and others involved in the planning process, and can provide an initial indication of the sustainability of a proposal.

Table 4A
Urban Design Criteria

The Policy will be tested on the basis of the following considerations.

1. **Good Layout** - which should provide a suitable relationship between buildings and spaces and contribute to a visually attractive urban landscape. A good layout will:
   (i) Create a framework of routes and spaces that connect locally and more widely;
   (ii) Allow developments, routes and open spaces to relate well to each other;
   (iii) Provide ease of movement for all transport modes, whilst affording priority to pedestrians, and then to cyclists and public transport;
   (iv) Consider the arrangement of street blocks, plots and their buildings in a settlement.

2. **Appropriate Height and Scale** - which should be in scale with adjoining buildings (for further information relating to high buildings see Table 4B). Buildings should relate well to those it adjoins as well as the overall street scene. This should be done whilst also complying with plot ratio and site coverage standards or with appropriate residential densities (for guidance on the appropriate standards see the relevant SPG). (For information relating to residential density see Chapter 5). Local and Strategic views and landmarks (see Sites and Areas Schedule 10.8) will be protected from immediate obstruction from high buildings and any permitted, should only be located where they would not adversely affect the vistas and landmarks visible from these viewpoints.

3. **High Quality Architecture** - should reflect the local character in townscape and/or landscape terms by responding to and reinforcing locally distinctive patterns of development, or on sites or areas lacking a specific local character, and on large sites; high quality designs should be applied in order to create a place with its own identity.

4. **Appropriate Materials** - that should remain over time visually harmonious and pleasing, functionally safe and appropriate, energy efficient, ecologically sound, durable and easy to maintain.

5. **Sustainability** - The Council will encourage the renovation and re-use, rather than the redevelopment of buildings or sites. The Council will also encourage the use of green practices such as passive solar design, energy conservation and recycling facilities. The use of natural light and sunlight for warmth should be maximised. Where possible solar heating or photovoltaic cells, small residential combined heat and power schemes, sunscreens and natural ventilation as alternatives to air conditioning, should be incorporated into the design. Measures to conserve and recycle water will be encouraged. Sustainable Urban Drainage Systems (SUDS) will also be sought as part of development to control surface water runoff.

6. **Inclusive Design** - Access for all (for full details see Policy 4.3).

7. **Community Safety** (for full details see Policy 4.4).

8. **Legibility** - The Council will expect all development to create an environment that has a clear image and is easy to understand. Providing recognisable routes, intersections and landmarks to help people find their way round can help to do this.

9. **Appropriate Hard and Soft Landscaping** (for more on soft landscaping see Policy 4.5 below) - Hard landscaping includes paving and other hard surfaces, as well as signposts and other infrastructure in the environment (see also Policy 9.5).

10. **Adaptability** is the principle behind creating a place that can respond easily to changing needs.
Table 4B
High Buildings or Structures

Applications for high buildings or structures which exceed 20 m (65 ft) in height or which are significantly higher than their surroundings will be carefully considered, having particular regard to the following criteria:

1. The building or structure should identify and emphasise a point of civic or visual significance over the whole area from which it will be visible.
2. The building should very carefully relate to its surroundings and to other high buildings or prominent features in the vicinity.
3. The site should be sufficiently large to ensure an adequate setting, including landscaping.
4. The amenity and development of surrounding sites should not be impaired, in particular local and strategic views. Vistas and landmarks should not be immediately obstructed. Any building or structure permitted should not mar the skyline or important views (from within or outside the Borough).
5. The building should take account of:
   (i) the effects of wind turbulence;
   (ii) conserving energy through passive solar design;
   (iii) opportunities for use of solar heat or photo voltaic cells; and
   (iv) the shading effects on surrounding land.
6. Building will not generally be acceptable on sites in or adjoining Green Belt or Metropolitan Open Land, or within Conservation Areas or Areas of Special Character.

Account should be taken of the impact of the building or structure on public utilities, drainage and water supply, communication and transport links, industrial plant and chimneys, and protection of local and strategic views. Consideration should also be given to changing circumstances. Successful and adaptable places avoid the need for large scale rebuilding caused by changing social, technological and economic conditions.

In significant developments, the Council will expect to see the application supported by an Urban Design Statement that will give further details on key issues such as: landscaping, permeability and access links, views both into and out of the site, the relationship between the site and the surrounding land use, justification for the architectural form and materials used, and how the development will be contributing to concepts of sustainability and inclusive design. With respect to inclusive design, the Access Statement can be incorporated into the Urban Design Statement, or produced as a stand-alone document (see Policy 4.3). Significant developments do not just comprise those that are of a large scale, it also includes those developments that are for example; located within a particularly sensitive area (e.g. conservation or regeneration area), or are proposing to make alterations to a particularly valuable building.

4.2 Mixed Use

The Council will promote mixed-use development, particularly in town centres and other areas with good public transport accessibility. In other locations the Council may seek a mixture of uses, where this does not conflict with other policies. In all cases the Council will take into account the scale and nature of the proposed development relative to the mix of land uses in the surrounding area.

A successful and sustainable community is a product of the distances people have to walk to access daily facilities, the presence of a sufficient range of such facilities to support their needs, and places and spaces where a variety of activities take place.
Mixed use development therefore plays a crucial role in providing such sustainable communities and an outline of their advantages are listed below.

THE BENEFITS OF A MIXED USE DEVELOPMENT
Urban Design Compendium
(English Partnerships and The Housing Corporation: August 2000)

- More convenient access to facilities;
- Travel-to-work congestion is minimised;
- Greater opportunities for social interaction;
- Socially diverse communities;
- Visual stimulation and delight of different buildings within close proximity;
- A greater feeling of safety, with ‘eyes on streets’;
- Greater energy efficiency and more efficient use of space and buildings;
- More consumer choice of lifestyle, location and building type;
- Urban vitality and street life;
- Increased viability of urban facilities and support for small business (such as corner shops).

Within town centres mixed-uses are particularly encouraged, and here they can help to increase the vitality and viability and improve public safety by increasing the level of activity, particularly during the evenings. They are also seen as a sustainable form of development, particularly where the uses are likely to generate a large number of trips, as the town centres are generally well served by public transport.

Whilst the major opportunities for securing mixed-use development are within town centres, in areas with good access to public transport, mixed-use schemes can provide an opportunity to increase densities. There may also be opportunities to encourage mixed-use developments in other circumstances, such as live/work schemes.

However such mixing requires the provision of a certain balance, and as such the issue of the design, layout and arrangement of uses is particularly important. Similarly the Council will need to be sure that the relationship between the constituent uses, adjoining properties and the surrounding areas are compatible.

Consideration should also be given to those proposals that may require a mixture of uses in more specific locations. For example, proposals for new residential development may increase demand for local employment and a variety of facilities and support services such as schools and leisure facilities.

4.3 Inclusive Design - Access for All

Development should be accessible to all, and proposals will be expected to provide:

1. Appropriate design of spaces between and around buildings, including parking provision, access points for public and community transport, surface treatment of pavements and pedestrian areas, kerbs and crossing, ramped changes in level, street furniture and sign-posting;

2. Accessible entrances to/exits from buildings, including level or ramped access points, handrails for use by adults and children,
entrances which are wide enough for wheelchair users and doors that everyone can use safely;

3. Internal space and layout which allows for accessible reception areas, corridors, toilets, lifts, stairways and the main areas of buildings;

4. Requirements relating to different aspects of disability, including wheelchair use, guide dog use, ambulant disability and sensory impairment (sight or hearing).

Well-designed streets and buildings should be inclusive and therefore accessible by all. This includes those people in wheelchairs, the elderly, with children, with guide dogs and people with other disabilities. Such consideration has been a statutory requirement on Local Planning Authorities since the Chronically Sick and Disabled Person’s Act, 1970, with the Disability Discrimination Act 1995 requiring that all providers of goods, facilities and services are to take reasonable measures to ensure that they are not discriminating against disabled people. Within the Disability Discrimination Act 1995, later incorporated into planning legislation, there is a requirement that buildings to which the general public are admitted, including places of employment and education, are accessible to disabled people and have suitable parking and toilet facilities.

The Council therefore seeks to ensure that all facilities and developments within Ealing, including parks and recreational areas as well as features such as public toilets, cash points etc. are accessible to all, and where appropriate will seek to negotiate with applicants to achieve the standards set out in supplementary guidance ‘Accessible Ealing’. 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. The Access Statement should set out details of how the development will contribute to achieving inclusive design. The Access Statement can either be incorporated into the Urban Design Statement, or produced as a separate document. Guidance on preparing an Access Statement is contained within supplementary planning guidance SPG 7 ‘Accessible Ealing’.

Particular attention needs to be paid to the accessibility of buildings by the disabled/elderly and the Council will sympathetically consider applications for vehicle access to residential property where this would give access to someone with a disability, subject to safety requirements. The Council provides further guidance on this in SPG 7 ‘Accessible Ealing’.

4.4 Community Safety

New development will only be permitted where the layout and design is based on the promotion of a safe and secure environment, including the maximum possible adoption of natural surveillance of public spaces.

Any development can affect the quality and feel of an area and therefore safety and people’s perception of safety. It is important therefore that all developments, building modifications and public spaces should be designed to create a safe and secure environment. Designing for
safety need not reduce the amount of development, but should influence both necessary safety measures and their management.

Successfully ‘designing out crime’ depends on a wide range of measures, including the actual building design, layout of buildings, car parking, public spaces, pedestrian ways, lighting and landscape details. The informal surveillance of public spaces is an important safety concept, and is best achieved when buildings front onto these spaces, and where these fronts contain the main entrances and overlooking opportunities.

The Council and the Police Service will expect that any development proposals have satisfactorily sought to design out crime and have given regard to the principles of the Police ‘Secured by Design’ initiative.

The Council will also expect development proposals to include aspects relating to fire safety, such as the minimisation of the use of flammable materials, the installation of sprinklers where appropriate, and ensuring that all proposals are accessible by Fire Appliances.

### 4.5 Landscaping, Tree Protection and Planting

1. **The Council will require that a well designed and integrated landscaping scheme, with appropriate longer term maintenance and management will accompany any application.** Landscaping schemes should ensure the identification and protection of existing vegetation of value, as well as the planting of suitable new trees and shrubs in appropriate locations.

2. **The Council will continue to make Tree Preservation Orders, particularly where trees are likely to be affected by development, and/or where the trees are particularly visible, or are:**
   - (i) Large or healthy specimens;
   - (ii) Part of a group which contributes to the character of the area.

3. **The Council will seek to enhance small open sites for landscaped sitting areas, children’s play areas and tree planting as appropriate; in shopping and district centres, Major Employment Locations, at Employment Sites and in residential areas.**

The London Borough of Ealing is characterised by its landscape and green spaces, and therefore the Council considers that the treatment of the space around buildings is often as significant as the design of the buildings themselves. By creating attractive, well integrated and well managed landscapes, it is the area as a whole that will benefit, and not just the building it contains.
Soft landscaping providing for appropriate plants and trees sustains a range of wild life and appears attractive in its own right. Tree planting and plant retention should form part of an integrated landscaping scheme. Such schemes should include ground and shrub cover together with hard surface and paving materials, adequate light, grass verges and continuity of fencing or walling with boundary treatments, which reduce likelihood of graffiti and which should contribute to the street scene or semi-rural character as appropriate.

In order to achieve this successful integration, landscaping requirements should be considered at the initial stage of the detailed application. The integrated landscape scheme should be included at the design stage of any detailed application, and not fitted afterwards. All trees to be retained should be distinguished from new trees; heights of new plants should be noted and proposals for future maintenance included. Consideration should be give to:

(i) Boundary planting to integrate the development with neighbouring sites;
(ii) The use of climbing plants against flank walls;
(iii) The provision of low shrubs to soften settings of buildings;
(iv) Landscaping of parking areas;
(v) Provision of amenity space;
(vi) The effect on underground services.

Ensuring adequate maintenance and management schemes for landscape is of particular importance. Through the use of conditions and legal agreements the Council will:

(i) Make planning permission conditional on the retention of suitable trees within or adjoining the site, on measures to safeguard them during development, and on the planting and maintenance of new trees and shrubs.
(ii) Require planting, seeding and turfing to be carried out during the first available planting season, following the date of completion of any part of the development.

Existing trees should be retained on site and protected from damage wherever possible. Applications should include an accurate site survey showing all trees, and indicate where trees are to be retained and/or removed. Prior to the removal of any trees the possibility of soil heaving or swelling should be taken into consideration.

The suitability of new planting is a very important factor in creating a successful landscape. Therefore replacement or additional trees should be of a suitable species for the existing site conditions, and should take into account other species growing in the area. Trees should be of suitable species for the particular purpose for which they are being planted, i.e. whether for screening or enhancing the development, or balancing biodiversity needs. All planting should be carried out to the appropriate British Standard.

When considering the suitability of new planting, the Council will expect landscaping schemes to ensure the minimisation of negative planting effects, such as a reduction in light, blocking views and root damage to property. In particular the Council will expect the avoidance of the use of fast growing, high hedge species, such as Leylandii (Cupressocyparis Leylandii). (A DETR Consultation paper discussing this issue “High Hedges: Possible Solutions” was released in November 1999).

To secure the long term survival of planting schemes, trees and shrubs should be selected and located to provide a quick effect, ensuring complete ground cover, avoiding open ground and so reducing maintenance. They should provide a massed effect, particularly important in industrial and commercial locations, and, in order to ensure a good rate of survival, the size of plant should be appropriate to the species proposed maintenance and location.

The Council recognises the contribution that trees make to the amenity and character of the environment. However trees bring many other benefits to a landscape. If existing trees are given adequate space to grow, they reduce pollution, dust, and temperatures in hot weather by providing shade.
The Council will continue to encourage new tree planting, and seek to preserve individual trees and groups of trees that contribute to the quality of the urban environment by:

(i) Planting and maintaining trees on land in its ownership and along public highways;
(ii) Making tree preservation orders as above;
(iii) Undertaking promotional campaigns with local residents, firms and other interested groups on tree planting and protection; and
(iv) Giving advice on the planting and care of trees, especially in areas where green environment is lacking and in the Green Corridors defined on the proposals map, where appropriate.

The Council will also expect that consideration be given to the London Borough of Ealing’s Biodiversity Action Plans. These plans have been devised to inform, protect, and set objectives for important habitats/areas and species within the Borough, and as a result any relevant Biodiversity issues should be integrated within proposed landscaping schemes.

Planting schemes should be designed to minimise opportunities for graffiti as in SPG 8 ‘Safer Ealing’ e.g. planting shrubs and climbers against walls and fences.

### 4.6 Statutory Listed Buildings

1. The Council will protect and enhance the character of Statutory Listed Buildings by:

2. Only permitting the change of use if this would not harm the character or appearance and if a change of use would ensure the care and maintenance of a building;

3. Refusing demolition unless in exceptional circumstances;

4. Not permitting any external or internal alterations to a Listed Building unless there would be no adverse effect on its architectural or historic character.

The Council will seek to preserve and enhance the settings of Listed Buildings by: assessing the design of development in their vicinity, control over the use of adjacent land, and where appropriate, by the preservation of trees and landscape features within the setting of Listed Buildings and/or adjacent land.

Within the Borough there are buildings and structures of national importance, and these are protected by inclusion in the Statutory List of Buildings of Special Architectural or Historic Interest. These Listed Buildings need to be preserved, as they are part of Ealing’s heritage and history and are important landmarks making up the character of the borough.

The Council recognises that Listed Buildings are valuable cultural assets that need to be kept in good repair. The Council will therefore encourage the maintenance, repair and restoration of listed buildings, provided that the appearance and character of both the building and its setting is not adversely affected.
The Council will encourage the reuse of long term vacant Listed Buildings by considering potential new uses in a flexible way. New uses should respect the character and setting of the building, preserve features of historic/architectural interest and restore original details within and on the exterior of the building, whilst at the same time proposing a feasible and long term use. Any changes to existing uses in Listed Buildings will also be considered in the same way.  

When considering the demolition of a Listed Building, the Council will refuse all applications, other than in exceptional circumstances, giving particular attention to:

(i) The condition of the building, the cost of repairing and maintaining it in relation to its importance, and to the value derived from its continued use;
(ii) The adequacy of efforts made to retain the building in use;
(iii) The merits of alternative proposals.

Changes to the setting of Listed Buildings can affect the attractiveness of Listed Buildings themselves. It is therefore important to ensure that buildings and uses close to Listed Buildings complement rather than detract from them.

4.7 Locally Listed Buildings, Façade Value and Incidental Features

1. The Council will protect and enhance the character of locally listed buildings, and groups of buildings with façade value. Proposals for demolition and alterations will be discouraged unless alternative use of the building is not viable or the planning benefits for the community outweigh the loss resulting from demolition.

2. The Council may designate additional locally listed buildings that contribute to the local scene or have local historical associations.

3. The Council will also encourage the retention of incidental features in the urban environment that create the particular local character and landscape of the Borough.

Within the Borough there are many buildings and structures that are of more local importance and interest. Whilst these do not have statutory protection, the Council would expect to see evidence that any proposed alterations to the structure or its setting is enhancing both the character and appearance.

Those buildings that are of more local interest are included in the Council’s own non statutory Local List of Buildings of Architectural or Historic Interest, or are identified on the Council’s list of buildings or groups of buildings of façade value. The Council will seek the retention of these buildings, including the retention of their salient features, and will resist their alteration or demolition, except where a convincing reason for such action can be shown.

When considering the redevelopment of a locally listed building, the Council will wish to give full consideration to the justification for such redevelopment. This will include clear and convincing evidence that all reasonable efforts have been made to sustain existing uses or find new uses, and that these efforts have failed. The Council will expect to see that preservation in some form of charitable or community ownership is not possible or suitable, or that redevelopment would produce substantial benefits for the local community that would decisively outweigh the loss
resulting from demolition. The Council would not expect to give consent for redevelopment simply because this is more economically attractive to the developer than repair and re-use.

Incidental features in the Borough, such as Walls, Milestones and Street Furniture of Character (that are not included on the Statutory List of Listed Buildings) will be protected by:

(i) Controlling development which would affect these features;
(ii) Sensitive management and maintenance by the Council of street furniture, including railings, street signs, paving and trees, milestones and boundary stones;
(iii) Consultation with owners on the landscape value of interesting walls, frontages and attached or free-standing features of buildings on their land; and
(iv) Supporting voluntary, public and private sector agencies in seeking the retention and maintenance of these features.

4.7-J3

Table 4C
Selection Criteria – Locally Listed Buildings

The Council may designate additional Locally Listed Buildings that contribute to the local scene or have local historical associations.

1. Contributions to the local scene

   Landmarks
   a) Ornate corner buildings
   b) Curiosities or individual buildings of merit that are different from the surrounding ones
   c) Buildings too modern for statutory listing
   d) Other features of interest

   Urban Design/
   Townscape
   e) Group/façade value
   f) Architectural/historical unity
   g) Associated landscape
   h) Townscape value

   Architectural interest
   j) Type of building
   k) Craftsmanship
   l) Design
   m) Building techniques

2. Local Historical Association

   n) Social, economic, cultural, military
   o) Famous local people and events

4.8 Conservation Areas

1. The Council will preserve or enhance the character and appearance of Conservation Areas and their settings.

2. New development, built or otherwise within or adjacent to the Conservation Area, will be permitted provided that it is well related to the existing character of the area in terms of its historic and architectural quality, and green setting. The Council also requires that any development proposal adhere to the Council’s specific Conservation Area guidelines.

4.7-J4
3. The Council will refuse planning permission and Conservation Area consent for redevelopment of existing buildings, unless the proposed replacement development will preserve or enhance the character of the Conservation Area. The Council will also, where appropriate, make Article 4 Directions, restricting development rights granted by the General Permitted Development Order.

4. It is the Council’s intention to create new and extended Conservation Areas in the Borough, in areas which merit this status, having regard to the individual merits of buildings, spaces and other features, and the quality and character of the area as a whole.

Within the Borough there are many buildings, groups of buildings, structures and areas, which are particularly attractive or historically interesting. Where groups of buildings, trees, and related open space create an important amenity, this is recognised through declaration as a Conservation Area. Within a Conservation Area, development must enhance the special character and appearance of the area and its settings, including the spaces, buildings and structures, landscape, green settings, historic features and views into the area. Demolition of buildings and cutting or felling of trees is controlled, and some Permitted Development Rights are restricted in order to safeguard the features that create the amenity of the Conservation Area.

The Council will carry out reviews from time to time to consider whether further designations of Conservation Areas are required. If appropriate, this will include those areas previously considered. In designating new Conservation Areas the Council will be considering a range of factors - such as the historic layout of property boundaries, appropriate scaling and detailing of buildings, of vistas along streets, and between buildings. However it is an overall assessment of the quality and interest of the area, rather than individual buildings, which is the prime consideration in identifying Conservation Areas.

The Council has and will continue to prepare design guides, and publish proposals for the protection and enhancement of all Conservation Areas, in consultation with local residents and the appropriate Conservation Area Advisory Panels, and more general design guidelines applicable to the Borough as a whole. The Council also requires all departments and statutory undertakers to have special regard to the character and appearance of Conservation Areas when carrying out works within them.
Table 4D
Conservation Areas

It is the Council’s intention to create new and extended Conservation Areas in the Borough, provided that the following criteria are met:

1. The area concerned must be the setting for one or more of the following:
   (i) Listed Buildings, or a group of buildings of good design from any period, especially where they create an attractive townscape;
   (ii) Urban open spaces or historic village greens;
   (iii) Features of historic or archaeological interest including industrial or transport heritage;
   (iv) Landscape features including the water, trees, gardens of value for their plants, wildlife or the amenity of the surrounding area;
   (v) An historic street pattern.
2. The area should have some cohesion of character worthy of preservation; and
3. The benefits of preserving that character must be considered to be greater than the loss of certain permitted development rights, having regard to the financial and resource implications of such action.

4.9 Ancient Monuments and Archaeological Interest Areas

1. The protection of Scheduled Ancient Monuments and their settings is required by law. Any development affecting such an ancient monument requires an impact evaluation, including an archaeological assessment where appropriate.

2. It is the Council’s intention to also protect archaeological sites, and any proposal must:
   (i) Provide adequate opportunities for archaeological investigation prior to development;
   (ii) Be carried out in accordance with the British Archaeologists and Developers Liaison Code of Practice.

3. Where development would adversely affect Archaeological Interest Areas or archaeological remains, the applicant will normally be required to:
   (i) Modify designs to avoid adverse effects;
   (ii) Design suitable land use and management strategies to safeguard any important remains, with the option to seek an agreement covering access and interpretation arrangements;
   (iii) Preserve in situ: where this is not feasible, provide appropriate provision for excavation.

Ancient Monuments and archaeological sites are vitally important to the cultural heritage of the Borough. Many prehistoric sites and remains have been found in the older centres of Acton, Ealing, Hanwell and Southall and elsewhere in the borough, especially in the 19th and 20th
centuries when brickearts or gravels were dug; or housing and factory development took place. When these geological deposits are disturbed again on redevelopment, more finds may occur; but the pace of modern building processes is such that the evidence may be destroyed. It is important to try and anticipate which sites are likely to contain remains, so that an archaeological assessment can be made, and prospective developers are requested to arrange for an archaeological field evaluation before planning permission is given. 4.9-J1

The scheduling and protection of Ancient Monuments is carried out by the Secretary of State, and therefore all applications for Scheduled Monument consent are to be made to the Secretary of State and not the local planning authority. However the Council will endeavour to complement this protection by requiring any development affecting a Scheduled Monument to have an impact evaluation, including an archaeological assessment. 4.9-J2

Evaluation of Ancient Monuments and archaeological sites is normally a rapid and inexpensive operation, involving ground survey and small-scale trial trenching, but must be carried out by an approved organisation. The Museum of London has expertise in this area. 4.9-J3

Where nationally important archaeological remains and their settings are affected by proposed development, there should be a presumption in favour of their physical protection. On other sites where remains are known to exist, preservation in situ can be achieved by appropriate design or location of landscaped areas. Where this is not feasible, an archaeological excavation for record purposes may be acceptable. Preservation in situ is preferred because a full excavation is expensive, time consuming and if postponed could enable more information to be obtained with improved techniques in the future. English Heritage hold the Sites and Monuments Record for the Borough and Greater London. When remains of significance are located, the Secretary of State can schedule a site. 4.9-J4

4.10 Commercial Frontages and Advertising Signs

1. Within commercial frontages, the Council will expect appropriate development by:

   (i) Requiring high quality design;
   (ii) Encouraging local residents and businesses to contribute to improving their environment and street scene and consult on the design of environmental improvements;
   (iii) Ensuring proposals for a change of use will, as appropriate, either require the retention of the existing shop window to provide some continuity with the existing frontage, or a new frontage that is in keeping with the upper floors and surrounding residential property.

2. The Council will exercise control over the siting and display of advertisements to ensure that the public safety and visual amenity of an area is not adversely affected.

Well-designed commercial frontages and advertising signs are informative and an essential part of commercial activity, particularly in areas of economic or shopping activity. However advertisements, by their very nature, are not suitable in every location, particularly those areas that have special character (e.g. Conservation Areas), and as a result the Council will consider all applications in terms of their amenity, safety and appropriateness to an area. 4.10-J1
TABLE 4E
Siting and Display of Advertisements

The Council will exercise control over the siting and display of advertisements to ensure that the safety and visual amenity of an area is not adversely affected, and will expect compliance with the following criteria:

1. All advertising signs are to be of a design and scale compatible with the surrounding area;
2. No shop or shop premises to be used for other purposes will be given permission to display a sign above fascia level, and only one projecting box sign will be allowed per fascia;
3. No sign will be allowed which adversely affects public safety, including the free flow of traffic; due to its design, siting, luminance or colouring;
4. The granting and renewal of consent for advertisement hoarding will be conditional on good standards of presentation, including planting schemes; and
5. No new signs or other advertisements will be allowed in Green Corridors, Green Belt, Metropolitan Open Land, Sites for Local Nature Conservation or Conservation Areas, or on railway bridges or adjacent to canals.

4.11 Noise and Vibration

1. Development generating noise or vibration will not be permitted where it would cause noise or vibration above acceptable levels, particularly where it would harm existing or proposed noise sensitive development, unless this can be satisfactorily attenuated.

2. Noise-sensitive development will not be permitted where its users would suffer noise above acceptable levels, unless this can be acceptably attenuated.

For new developments such as housing, care is to be taken to ensure that the noise levels within the development area fall within a set category before development takes place. These categories are defined within Government Guidance (PPG24), and are described in more detail in the relevant Supplementary Planning Guidance.

(i) Category A requires no consideration.
(ii) Categories B and C require consideration for adequate protection.
(iii) Category D indicates that planning permission should not be given.

In residential areas, action will be taken to try and reduce noise where land adjoining has unacceptable noise exposure categories. Where housing is to be located near a significant source of noise, terraces or blocks of flats should be designed with habitable rooms, balconies and gardens facing away from that source. The blocks should screen any further dwellings.

Noise-sensitive development including housing, hospitals and schools (e.g. exposure to aircraft noise) should be carefully considered in order to protect them from proposals for noise generating development, as well as not permitting such noise sensitive development in areas already experiencing high noise levels.

The Council will require development which either causes or is affected by excessive noise and vibration to be screened by landscaping, tree and shrub planting, banks, barrier fencing or
landscaped walls, and for there to be an adequate distance between source and sensitive development. It should be provided with suitable sound and vibration attenuation, as most appropriate in improving the area or development.

Development that causes an unacceptable degree of disturbance (i.e. Category D) will be resisted. Where sound attenuation measures are unlikely to exclude existing or expected environmental noise, or reduce it to an acceptable level, planning permission will be refused for new residential development.

4.11-J4

4.12 Light Pollution

The Council will consider applications for floodlighting and illumination in the context of their effect on the quality of life of residents in the locality, and on the following:

(i) The minimisation of possible disturbance of natural habitats for wild life, especially defined sites, areas and protected species;
(ii) The protection or enhancement of buildings of architectural or historic interest, the townscape, landscape, canals and preservation of local and strategic views;
(iii) Sustainable energy use - the design should focus light where it is specifically needed by the proposal or to enhance architectural features without damaging listed buildings; and lighting installations should be as unobtrusive as possible and avoid upward spillage into the night sky.

Lighting can disturb people and wildlife. If open space that is normally dark in the evening is lit, a considerable increase in disturbance and intrusion can result, or the area can attract a major increase in the number of users of the facility, who add to this disturbance. The illumination of buildings can be an attractive amenity and can improve security and personal safety; but the levels should not intrude on living or working space, nor should it draw individuals into areas that they would otherwise not walk on their own. Illumination should be subtle and limited in brightness and time of use, to avoid schemes vying with each other, polluting the night sky or lighting empty spaces. It should have relatively low levels of brightness to conserve energy, and should not distract car drivers. The lighting of sports pitches or car parks needs careful design to avoid overspill. Care should be taken to avoid disturbing natural habitats. Lighting is increasingly used in residential gardens, and in many cases will not be subject to planning control. However, where the local planning authority is able to influence these matters, all of the above will be taken into account.
4.13 Mobile Telephone Masts and Apparatus

The Council will consider applications for mobile telephone masts and apparatus, on the basis that:

(i) A need for the equipment proposed has been demonstrated;
(ii) There would be no harmful visual impact, and any structures or apparatus will be removed when it becomes redundant or the permission expires;
(iii) Throughout the period covered by the permission, installations generating electromagnetic fields (EMFs) meet the relevant government or EU guidelines.

This policy sets out the Council's approach to the development of mobile telephone masts and other apparatus. Part 24 of the Town and Country Planning (General Permitted Development) Order 1995 grants permitted development rights to certain classes of installation, subject to conditions. Other forms of development may require separate planning permission. These policies seek to cover both situations.

The Council recognises both the economic benefits of this development and the fact that it may cause harm to visual amenity, health and living conditions. Council wishes to facilitate telecommunications systems whilst keeping the environmental impact to a minimum. It also wishes, as far as possible, to protect the health and well being of those living and working in the borough.

All applicants, whether under permitted development rights or for planning permission, will be required to give full details of the location, height and appearance of the proposed installation. In addition, the details must show the frequency modulation characteristics, power output and indications of the horizontal and vertical direction of the beam of greatest intensity (scale 1:1250). The authority needs to know the radiation levels emitted from the proposed installation as well as levels from all installations on the site combined, to demonstrate whether or not the proposed installation meets and gives rise to an exceedance of the International Commission on Non-Ionizing Radiation Protection (ICNIRP) (or other relevant) guidelines.

The report of 'The Independent Expert Group on Mobile Phones (the Stewart Report)' recommends that Macrocell base stations sited within or near school grounds should not have a beam of greatest intensity that falls on any part of the school grounds or buildings, without agreement from the school and parents. The Council expects evidence of consultation in keeping with the 'Operators Ten Commitments' and as per Annex F of the 'Code of Best Practice on Mobile Phone Network Development (2002)'.

Need

The first consideration of the local planning authority is whether there is a need for the equipment proposed. The criteria used by the Local Planning Authority to establish need is set out in Table 4F.
Table 4F
Mobile Telephone Masts or other Apparatus

The Council will require any applicant for telecommunications equipment to demonstrate that:

1. It has an operational need for the equipment applied for;
2. It is seeking to install the smallest possible equipment commensurate with the operational need identified;
3. The proposed location is the least harmful location available in terms of visual impact and health implications;
4. The proposed design minimises the visual impact of the development;
5. If the proposal is not for the sharing of existing mast, equipment or site, it is not operationally possible to share any existing mast, equipment or site, or that such sharing would be more harmful to appearance or health;
6. The scheme, where possible, facilitates future sharing of the mast, equipment or site proposed;
7. Pre-application consultation has occurred with the relevant body of the school or college (where a mast is proposed to be installed on or near a school or college) and/or other organisations with an interest in the proposed development, such as government organisations and residential groups. The Council will take into account any relevant views expressed.

In locations where mast installation could be expected to have an adverse impact on local amenity, the Council may seek legal agreements (i.e. planning obligations) with land owners and/or mast operators, which make legal and/or structural provision for the future sharing of masts, equipment or sites, if appropriate. Locations where such agreements will generally be sought include, but are not limited to, proposals in or near: Green Belt land, Metropolitan Open Land, Heritage Land, Locally Listed Buildings, sites for Metropolitan and Local Nature Conservation, Nature Conservation Management areas, Ancient Monuments and residential land. If development is to go ahead in such locations, it will be essential that operators and local planning authorities co-operate to ensure that the impact of any new infrastructure development is minimised. It will be a matter for local determination on a site by site basis.

In view of anticipated advances in telecommunication technology, planning permission will normally be granted for a limited period, in order to enable the Council to exercise future planning control.

Visual Impact

On the basis that the applicant demonstrates that there is a need for the proposed structure and equipment, the Council will then consider visual impact, and in particular, whether the proposal would harm:

(i) The appearance of the area and the amenity enjoyed by occupants of property in the area;
(ii) The external appearance of any building or open space.

Applicants should show their efforts in making their installations unobtrusive, camouflaged, or of otherwise high quality aesthetic design.

The Council will impose a condition that any installation permitted will be dismantled and removed upon the expiration of the planning permission or when operationally redundant.

Health Impacts and Government Guidelines

The Council will resist any proposed installation unless the applicant demonstrates that its use will meet the relevant ICNIRP guidelines for the duration of its operation. In addition, the Council will resist EMF-generating installations which result in the beam of greatest intensity falling on
 any part of a school grounds or building, or any property where children are reasonably likely to spend significant amounts of time, without the express consent of the occupiers of the school or property and the parents of the children concerned. 4.13-J11

Current government guidance is that a precautionary approach be taken to health risks from EMF generating telecommunications equipment, and that this justifies a requirement to keep emissions to within the ICNIRP guidelines and avoid exposure of children in particular, to the beam of greatest intensity. 4.13-J12

Applicants are advised to seek the necessary consents of occupiers and parents prior to making applications, either for full planning permission or under permitted development rights. 4.13-J13

The Council will impose a condition that the EMF emissions are regularly recorded and the records submitted to the Council, and that the use of installation be discontinued if the ICNIRP guidelines are not met. In addition, the Council will impose a condition that the direction of the beam of greatest intensity is not to be altered subsequently so as to breach this policy. 4.13-J14

4.14 Television Satellite Dishes, Radio Masts and other Apparatus

1. Where this equipment needs planning permission, proposed development should be: (Govt Documents PPG 8 Telecommunications

(i) As small in size and as few in number as possible;
(ii) Shared by as many users as possible;
(iii) Placed as unobtrusively as possible;
(iv) Located so as not to interfere with the doors or windows of neighbouring property;
(v) Removed as soon as they are obsolete.

2. The equipment will not be permitted if it would harm the appearance of a building, particularly if this is a Listed Building or in a Conservation Area.

The Council will seek to minimise the environmental and visual impact of satellite dishes and other telecommunications equipment. Development involving this equipment (when it needs planning permission) will not normally be allowed if it would harm the appearance of the area. 4.14-J1