

Image: Acton Gardens,
Acton Town.

DEVELOPMENT MANAGEMENT POLICY



Image: Green and Open space supporting new development in the borough.



Image above: Uxbridge Road, Ealing Town Centre.

Introduction

5.1 — These Development Management (DM) policies follow Ealing’s current approach in constituting both the delivery mechanism of the Local Plan and a set of local variations to the London Plan. London is covered by a set of planning policy and guidance at both national and regional level and it is important to the effective functioning of the planning system that local policy is as concise and non-repetitive as possible.

5.2 — Whilst the Ealing Development Management (DM) policies should conform generally to those set out in the London Plan, the Council is able to vary these policies according to local circumstances and also to introduce new policies to further the Local Plan’s strategic and spatial vision.

5.3 — The Local Development Framework (LDF) system separates strategic policies and development management policies. For clarity, strategic policies in Chapter 3 are phrased in terms of overall outputs and the role of development management policies is primarily the technical implementation of these objectives.

5.4 — The structure and format of the development management policies is designed to follow those of the London Plan as much as possible. This approach ensures consistency and clarity and serves to avoid the need for duplication between policies in the London Plan and the Ealing Development Management Policies Development Plan Document (DPD). It also makes their meaning clearer and more accessible by avoiding conflict and ambiguity in the policy wording.

5.5 — Policies are set out either as ‘local variations’ to existing London Plan Policies, or where there is no suitable hook, as wholly new local policies. Some outline policies are set out where there is a clear direction of travel, but where supporting technical studies are not currently available.

5.6 — Where a policy name includes both letters and numbers it is a local variation to a London Plan policy, where it uses letters alone this is a new standalone Ealing policy.

Policy DAA: Design and Amenity – Ealing LPA – local policy

A. New development must take responsibility for mitigating any adverse effects upon its neighbours and surroundings. This mitigation process should follow a sequential approach of first avoiding impacts through design, and then mitigating any remaining adverse impacts.

B. In particular, development should ensure:

- (i) protection of sensitive uses within or outside the development
- (ii) high quality design
- (iii) good levels of daylight and sunlight
- (iv) good levels of privacy
- (v) positive visual impact

QUESTION

Do you agree with our approach to achieving good design and protecting amenity?

[Click here](#) or scan the QR code to give us your views



Image: Old fire station and the stables, Ealing.



DEVELOPMENT PROPOSALS SHOULD IDENTIFY THE POSITIVE ASPECTS OF THE SITE AND ITS SURROUNDINGS FROM THE OUTSET.



Image: Ealing residents.

5.7 — **Adverse impacts** will typically include, but are not limited to; noise, vibration, particulate matter, odour, traffic generation, artificial light and reflected light.

5.8 — **Sensitive uses** will typically include, but are not limited to; residential, certain business uses, schools, hospitals, public open space, and nature sites. Residential uses in particular should be treated as places of retreat and are unusual in also being inhabited at night. Protection of these uses should not result in their being isolated from their surroundings as this may in and of itself represent an erosion of their amenity.

5.9 — **High quality design** is that which successfully resolves otherwise competing needs of the scheme and its surroundings. This includes coherent development of the site so that the scheme as a whole is physically accessible and visually legible regardless of whether development has occurred at different times, and an appropriate level of development that complements the local context, including relevant policy designations, in massing and the extent of site coverage. Good design also means the use of high-quality materials and components, and that extensions to existing buildings ensure that the new development as a whole meets current design standards.

5.10 — **Good levels of daylight or sunlight** are levels that are appropriate to the uses proposed for internal rooms and external spaces within the curtilage of the building.

5.11 — **Good levels of privacy** are levels which are appropriate to the use type concerned. For example, residential accommodation should normally be expected not to suffer direct overlooking of internal spaces. External spaces within the curtilage of a building, however, including private gardens, will typically be subject to some overlooking and consequent limitations to privacy.

5.12 — **Positive visual impact** is an impact that is attractive, and that complements local character and value. This may be a positive intervention for change where there is currently poor environmental quality or weak character, or simply a strengthening of existing character where this is already pronounced and of high quality. Development proposals should identify the positive aspects of the site and its surroundings from the outset using the Ealing Character Study, and conservation documents where these exist. Design statements should demonstrate an understanding of these aspects and show clearly how the development responds to them.

Policy D9: Tall Buildings London Plan Ealing LPA – local variation

E. The definition of a tall building in different parts of Ealing is set out in Figure DMP1.

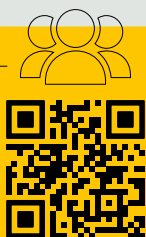
F. Tall buildings above this threshold should be located upon allocated development sites defined in the development plan.

G. Tall buildings on designated industrial sites will be subject to agreed masterplans and based upon local impacts and sensitivity.

QUESTION

Do you agree with the area specific definition of a tall building?

[Click here](#) or scan the QR code to give us your views

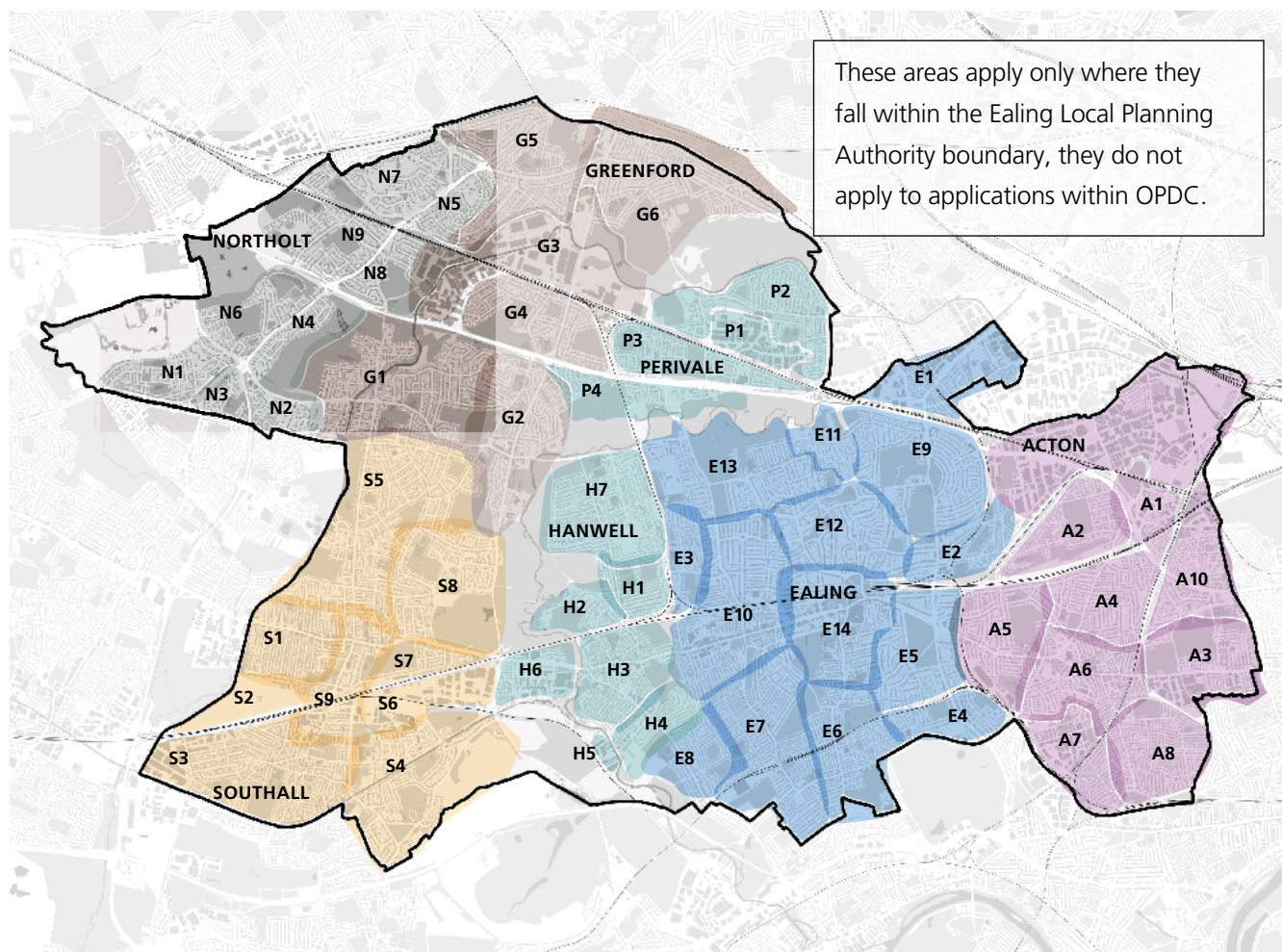


The definition of a tall building in different areas of the borough is based upon rigorous assessment of local character and prevailing heights as follows:

Table DMP1:
Definition of tall building by area

Town	Area	Tall Building (m)	Storeys	Town	Area	Tall Building (m)	Storeys	Town	Area	Tall Building (m)	Storeys
Acton	A1	31.5	9	Greenford	G1	21	6	Southall	S1	21	6
	A2	49	14		G2	21	6		S2	21	6
	A3	24.5	7		G3	21	6		S3	21	6
	A4	49	14		G4	21	6		S4	21	6
	A5	24.5	7		G5	21	6		S5	21	6
	A6	28	8		G6	21	6		S6	24.5	7
	A7	28	8	Perivale	P1	21	6		S7	21	6
	A8	21	6		P2	21	6		S8	21	6
	A9	21	6		P3	21	6		S9	21	6
	A10	21	6		P4	21	6	Hanwell	H1	21	6
Ealing	E1	24.5	7	Northolt	N1	21	6		H2	21	6
	E2	21	6		N2	21	6		H3	21	6
	E3	21	6		N3	21	6		H4	21	6
	E4	21	6		N4	21	6		H5	21	6
	E5	21	6		N5	21	6		H6	31.5	9
	E6	21	6		N6	21	6		H7	21	6
	E7	21	6		N7	21	6				
	E8	21	6		N8	21	6				
	E9	21	6		N9	21	6				
	E10	24.5	7								
	E11	21	6								
	E12	21	6								
	E13	21	6								
	E14	73.5	21								

Figure DMP1:
Definition of tall building by area



The primary purpose of strategic growth policies and development management policy is to deliver character-led and contextual growth across the Borough. This strongly accords with the strategic lead of the London Plan which sets the clear presumption that tall buildings should be confined to specified sites and maximum heights.

Ealing's tall buildings policy builds upon comprehensive evidence about local character, and this emphasises that tall buildings are very much the exception in Ealing and will be confined to specified locations and heights. Where the acceptability of tall buildings is not established by the plan, as on industrial sites, applications which include tall buildings will be subject to comprehensive masterplanning in co-operation with the Council.

All sites that may be appropriate for tall buildings are identified in Development Sites appended to each of the Town Plans in Chapter 4. Heights listed in site allocations are the product of detailed design assessment, nevertheless they remain subject to a full design assessment at the point of application against the impact policies set out in London Plan Policy D9 C. The tall buildings threshold height is simply that and not a presumption that any height up to this is automatically acceptable.

Policy HOU: Affordable Housing – Ealing LPA – local policy

A. Affordable housing contributions must address identified needs in Ealing and will be based upon:

(i) A strategic target of 50% as set out by the London Plan

(ii) A split of 70% affordable rent to 30% intermediate provision

(iii) An appropriate mix of tenures and unit sizes

B. Development that adversely affects affordable housing provision, tenure, or mix will be refused. It extends to the full boundary of the LSIS.

(i) It meets objectively assessed industrial needs.

(ii) It achieves a high quality of built environment and delivers any necessary supporting infrastructure,

affordable housing, and affordable workspace contributions.

C. The Fast Track route in Ealing will only apply to provision of 40% affordable housing or above and will depend upon meeting Ealing's preferred housing mix and tenure.

D. Provision should be made on site, and units secured in perpetuity for affordable use will normally be preferred.

QUESTION

Our approach is ambitious. We welcome your feedback on our proposals

[Click here](#) or scan the QR code to give us your views



Identified needs are those set out by the LPA in its housing evidence, particularly in the most recent SHMA. These are defined as a specific number of units for people in particular income brackets and the objective of the plan is to deliver against this need unit-by-unit.

The appropriate mix of tenures and unit sizes is that set out in **Ealing's Local Planning Policy Guidance**. This also provides guidance on specialist forms of housing such as co-living, older persons housing, and HMOs that may make a valuable contribution to housing supply in particular circumstances but will not be generally acceptable across the Borough.

Affordable housing need in Ealing and across London significantly exceeds the proportion that can be funded solely by development contributions, and indeed also outstrips the 50% strategic target that is set by the London Plan, and which anticipates various forms of subsidy in order to increase delivery. Emphasis will also be placed on forms of provision that secure affordable provision in perpetuity.



Image: Dickens Yard, Ealing.

Policy H16: Large Scale Purpose Built Shared Living – London Plan – Ealing LPA – local variation

B. Development of Large-scale shared living will only be permitted within Ealing Metropolitan Town Centre.

QUESTION

Do you agree with the approach towards large-scale shared living development?

[Click here](#) or scan the QR code to give us your views



Whether in the form of completely new build or the conversion of existing buildings large-scale shared living depends for the amenity of its residents upon access to excellent public transport connections and a wide range of local amenities. Within the borough this type of development is therefore directed to Ealing Metropolitan Town Centre.

Policy SSC: Small Sites Contribution Ealing LPA – local policy

Ealing will seek affordable housing contributions from all housing development. On small sites this will be as follows:

A. On sites of 5 – 9 dwellings a financial contribution equivalent to 20% affordable provision; and

B. On sites of 1 – 4 dwellings a financial contribution equivalent to 10% affordable provision.

QUESTION

Should we seek affordable housing contributions from small sites development?

[Click here](#) or scan the QR code to give us your views



Ealing's affordable housing needs considerably exceed the London Plan strategic target of 50% and it is therefore appropriate for small sites also to contribute to affordable provision.



Image: Residential development in Ealing town centre.



AFFORDABLE WORKSPACE NEEDS TO SERVE DEFINED NEEDS WHICH HAVE A BROADER SOCIAL OR ECONOMIC BENEFIT TO THE BOROUGH.



Image: Local food vendor
at a street market.

Policy E3: Affordable Workspace London Plan – Ealing LPA – local variation

F. Affordable workspace in Ealing will be provided on the basis of a levy on development of 10% of gross floor area in mixed use schemes, and 5% of net floorspace in office and industrial schemes. Where that levy would result in affordable provision of at least 1000sqm of mixed-use space, 2000sqm of office space, or 3000sqm of industrial space, then provision should be onsite. Where the total space provided by development is less than these thresholds then provision should be by means of offsite contributions.

G. Where affordable workspace is to be provided onsite then development should be supported by a business plan that demonstrates the viability and

suitability of the space for its intended occupants, the optimisation of the site for this use and of the development overall, and appropriate management of the space for the duration of its use as affordable space.

H. Affordable workspace will be provided at 80% discount for a period of 15 years. Where an offsite contribution is calculated it should be on the basis of the level of provision (5% or 10% of total development size) multiplied by the value of an 80% reduction in rent for 15 years.

QUESTION

This is a needs-based policy. We welcome your feedback on our proposals.

**Click here or scan the QR code
to give us your views**



Affordable workspace needs to serve defined needs which have a broader social or economic benefit to the Borough and to do so in a way that makes best use of this resource. Best practice across London and specific

viability evidence in Ealing shows that achieving a critical mass of space is essential to that meeting the needs of businesses and forming the best use of resources.

Policy E4: Land for Industry, Logistics and Services to Support London's Economic Function – London Plan Ealing LPA – local variation

H. To deliver and maintain a sufficient supply of land for industry, logistics and economic services over the plan period:

(i) Industrial intensification and reuse will be the primary consideration on industrial land and on the site of any existing employment use in Ealing. There is no identified capacity for release of industrial space in Ealing over the life of the plan.

(ii) Industrial sites will be managed according to the following hierarchy of designations:

- a) Strategic Industrial Location (SIL) – will accommodate only conforming uses
- b) Locally Significant Industrial Sites (LSIS) –

receives the same level of protection as SIL, but may be acceptable for mixed intensification subject to an agreed masterplan.

c) Non-designated sites – will follow a sequential approach to test re-provision of pure industrial uses, then a mix of uses from most industrial provision to least, before any release is permitted.

I. Where industrial sites can accommodate mixed use development including housing the affordable housing capacity of the site will be calculated based on its constrained value, i.e., based upon a scheme that first offers the maximum practicable industrial provision.

QUESTION

Do you support the approach to protect and intensify industrial land?

[Click here](#) or scan the QR code to give us your views



Image: Aerial view of Perivale Industrial Estate.



Image: Aerial view of North Acton Industrial Estate.

Conforming uses are defined in London Plan Policy E4 and include mainly pure industrial and logistics uses, and some *sui generis* uses primarily related to vehicle maintenance. Conforming uses do not include trade counters or any other retail or leisure-driven use. Designated sites are managed specifically to the exclusion of non-conforming uses and permissions for new uses within the E class will specify which industrial sub-uses will be permitted. The terms 'industrial uses' and 'employment uses' are generally used interchangeably, however, for the purposes of this policy both mean defined conforming uses.

Ealing has a finite supply of industrial land with which to meet industrial need, and this is set against a background of continuing loss of smaller historical industrial sites. There is no presumption of release for any site presently in industrial use, in particular, designated sites will not be released other than through the plan making process.

Where any non-designated site becomes available for redevelopment it must follow a genuinely employment-led approach to development which consists of testing the site first for its suitability for conforming industrial uses and then, if necessary, to a sequential test that establishes the optimum quantity of non-industrial use necessary to enable industrial provision according to local need. Full release from industrial use is a last resort and must be shown to be the only viable development option.

Policy E6: Locally Significant Industrial Sites (LSIS) – London Plan Ealing LPA – local variation

E. Industrial needs remain the primary consideration on designated LSIS within Ealing and individual applications on these sites will continue to be determined according to the same principles as SIL.

F. Conforming uses with high employment and economic value will be prioritised on LSIS.

G. Mixed intensification may be suitable on LSIS in cases where a masterplan is agreed with Ealing according to the following principles:

- (i) It extends to the full boundary of the LSIS.
- (ii) It meets objectively assessed industrial needs.
- (iii) It achieves a high quality of built environment and delivers any necessary supporting infrastructure, affordable housing, and affordable workspace contributions.

QUESTION

Do you support the priorities set out for the use of LSIS land?

[Click here](#) or scan the QR code to give us your views



High employment and economic value uses are those conforming uses that also make a substantial contribution to the Borough's employment and economic objectives. LSIS has been identified along with town centres as being essential to improving job quality and earnings in Ealing and applications on LSIS should therefore be supported by a comprehensive economic strategy setting out proposed benefits.

Mixed intensification offers the opportunity for significant industrial and housing uplift as well as improvements to quality of place, and economic and employment benefits for Ealing. Mixed intensification also has important potential to diversify and modernise Ealing's industrial provision particularly for smaller industrial uses. However, there is no presumption in favour of mixed-intensification and not all industrial uses will be able to be accommodated as part of mixed development.

Any proposals for mixed intensification must be brought forward through a masterplan process that is led by the industrial needs of the area, and which fully addresses the placemaking and infrastructure needs of the new development.

**INDUSTRIAL NEEDS
REMAIN THE PRIMARY
CONSIDERATION ON
DESIGNATED LSIS
WITHIN EALING.**



Image: Brompton Bikes factory, Greenford Quays.

Policy TCS: Town Centres – Ealing LPA – local policy

Changes in national policy, particularly the introduction of Class E and related permitted development rights have created a fundamentally different climate for the management of town centres. Similarly exceptional economic circumstances resulting from Brexit and COVID have made difficult conventional forecasts of office and retail needs. Ealing is currently developing evidence that examines the effects of these complex changes and makes recommendations to address their impact on town centres. The plan will apply a proactive approach to the management of town centres that is designed to preserve and enhance their commercial, social, and cultural functions within the overall framework of 20-minute neighbourhoods.

QUESTION

Do you agree with our flexible approach to managing town centres?

[Click here](#) or scan the QR code to give us your views



Policy G4: Open Space – London Plan Ealing LPA – local variation

H. Development proposals on green and open space should:

- (i) Be led by the purposes of nature conservation and recreation. The size of development within green and open spaces and its impact upon visual openness must be kept to a minimum.
- (ii) Preserve and enhance the visual openness of green and open spaces particularly with regard to views to, from, within, and across these areas.

QUESTION

What are your views on the development proposals on green and open spaces?

[Click here](#) or scan the QR code to give us your views



Image: Northala Fields, Northolt.

Green and open space within Ealing includes, but is not limited to: Green Belt, Metropolitan Open Land, Public Open Space, Community Open Space, Green Corridor, Blue Ribbon Network, and Sites of Importance for Nature Conservation.

The Atlas of Change Appendix 3 sets out in detail the proposed changes to the Green Belt and Metropolitan Open Land across Ealing.



Image: The Green in Ealing.

Policy G5: Urban Greening – London Plan – Ealing LPA – local variation

The Urban Greening Factor is a policy tool that aims to deliver increased green infrastructure, including green roofs, street trees, and supplementary vegetation. The Mayor of London recommends a target score of 0.4 for developments that are predominately residential, and a target score of 0.3 for predominately commercial development (excluding B2 and B8 uses), but further encourages boroughs to develop their own standard as appropriate.

The Council is committed to meeting and exceeding these targets and is developing evidence to support this objective. There are ambitious plans to create 10 new parks and open spaces, give back to nature

800,000 m2 (the same as 130 football pitches) through re-wilding and reintroducing wildlife, and to pioneer 10 new community growing spaces within in housing estates and new developments. Meeting and exceeding targets for urban greening is integral to new development and all development is therefore required to make a positive contribution towards biodiversity and the wider ecological context.

QUESTION

Do you support our ambition to set higher targets for urban greening?

[Click here](#) or scan the QR code to give us your views



Policy CO: Carbon Offsetting – Ealing LPA – local policy

Ealing's local energy policy will focus upon the contribution necessary from new development in order to make the borough net carbon neutral by 2030. In particular this will include a local implementation of appropriate BREEAM or Passivhaus standards for residential and commercial development, and guidance as to how these should be implemented in mixed developments which will make up a larger percentage of development in the future. The policy will also outline appropriate arrangements for carbon offsetting where this is necessary, and plans and initiatives for retrofitting the existing housing stock, including measures that go beyond planning.

QUESTION

Do you support our ambition to set higher targets for Carbon Offsetting?

[Click here](#) or scan the QR code to give us your views



Image: Retrofitting properties to reduce energy consumption to make the Borough net carbon neutral by 2030.

Policy FLP: Funding – The Local Plan Ealing LPA – local policy

The Council will:

A. Follow the approach set out in the London Plan (2021) in respect of negotiations on planning obligations to reflect strategic and local priorities for the provision of infrastructure.

B. Establish local priorities with reference to the Council's Infrastructure Delivery Plan and associated schedule which identifies and promotes improvements in physical, social, and green infrastructure.

C. Create a clear framework for future negotiations on planning obligations, including developer contributions that will include a new Community Infrastructure Levy (CIL) for Ealing LPA. More detail will be provided in a separate Supplementary Planning Document on Planning Obligations and Legal Agreements.

QUESTION

Do you support the introduction of a CIL?

[Click here](#) or scan the QR code
to give us your views



The Infrastructure Delivery Plan has been commissioned and is expected to be published early in 2023. This is expected to reveal a huge gap in the needs and aspirations for new critical infrastructure and the funding available to deliver them. Establishing local priorities for future infrastructure needs is essential and views will be sought during Regulation 18 from the public and stakeholders and this will be assessed alongside the assembled technical evidence to enable necessary investment plans to be delivered. At the same work is now being undertaken to pave the way for the introduction of new CIL Draft Charging Schedule that is anticipated will be published for consultation later in 2023.



**ESTABLISHING LOCAL
PRIORITIES FOR FUTURE
INFRASTRUCTURE NEEDS
IS ESSENTIAL**



Policy ENA: Enabling Development Ealing LPA – local policy

A. Enabling development must be:

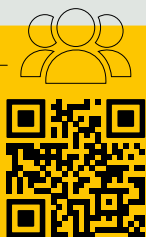
- (i) Demonstrably led by the objectives of the designation in question.
- (ii) Proportionate to the costs of the objective that is enabled.

B. Meeting housing or any other development target is not in itself enabling development.

QUESTION

Do you have any comments about enabling development?

[Click here](#) or scan the QR code to give us your views



Enabling development is any development that would otherwise conflict with important plan objectives, such as the designation of a given site, but which is permitted in order to enable benefits to that objective or designation that outweigh any material planning harm.

Enabling development does not constitute a blanket departure from other policies and it is particularly important that the level of development constitutes the absolute minimum necessary to meet the objective being enabled.



Image: Delivering infrastructure alongside urban development.