Our towns

4.0.1 —— Ealing is one of the most diverse boroughs in London, with over 170 languages spoken across the seven unique towns of Acton, Ealing, Hanwell, Southall, Northolt, Greenford, and Perivale. This diversity is one of our biggest strengths, making Ealing an international and cosmopolitan place at the beating heart of West London.

4.0.2 —— The Local Plan will reinforce the positive relationships and connections between Ealing's seven towns and the strategic assets in the wider region that include the future High Speed 2 (HS2) terminal, Heathrow Airport, the CAZ (Central Activity Zone) and the significant concentration of Strategic Industrial Locations (SIL) across West London.

4.0.3 —— While Ealing has a strategic role within West London, it is critical that the borough does not become a dormitory suburb, where residents only travel beyond its boundaries to work. This spatial strategy aims to make Ealing a destination for growth in new businesses and jobs that Ealing residents can access.

CHAPTER FOUR
TOWN PLANS

Our Towns

Image: Kite flying at
Northala Fields, Northolt.

Image: Brompton Bikes
employee in Greenford.

Image: Grand Union
Canal, Hanwell.

Image: Acton Carnival Parade,
2019. Crown Street, Acton.

Image: Vibrant
shops in Southall.

Image: Local businesses, Ealing Borough.

Image: Multi-cultural food offerings at Ealing food stalls.

Delivering the Spatial Strategy through character-led growth

4.0.4 ⸻ The Local Plan responds to the unique character of Ealing and its seven towns to support the delivery of the Mayor's Good Growth agenda. Each town has a strong local identity, unique character, and set of priorities and opportunities. The Local Plan aims to maximise the role and responsibility of each of the seven towns, ensuring they all contribute to the future prosperity of the borough and are integrated within the borough-wide spatial strategy (set out in Chapter 3).

4.0.5 ⸻ This Local Plan will illustrate how growth and development can be better balanced across Ealing. Over the last decade Ealing has seen significant growth and investment concentrated in parts of Acton, Ealing, and Southall, while comparatively modest or no

Image: Bustling highstreet, Ealing Broadway.

investment within Greenford, Hanwell, Northolt, and Perivale. This approach to investment has not been equitable and inclusive for all of Ealing's residents.

4.0.6 ⸻ The Local Plan will adopt a more inclusive approach so that each of the seven towns will play a role in the borough's delivery of new homes and jobs. This will enable overlooked parts of the borough to benefit from greater levels of investment.

4.0.7 ⸻ However, this cannot be growth for the sake of growth. In order to deliver the spatial strategy, it is crucial that development and investment positively contribute to the unique qualities of Ealing.

Image: Hoover building, Perivale.

Structure of the Town Plans

4.0.8 —— This chapter is organised around the seven towns of Ealing, to illustrate the borough's unique qualities while demonstrating how each town will have a role in delivering growth and investment in the borough.

4.0.9 —— First, each Town Plan sets out the existing context of that town, including key issues and opportunities that have been identified through the evidence base.

4.0.10 —— Second, a town spatial strategy is established that articulates the borough-wide spatial vision and spatial strategy into a town-specific policy that will guide future development and investment within the borough.

4.0.11 —— Third, a series of town specific spatial policies have been developed that set out detailed policy related to specific areas of focus within the town. Further investment and development opportunities are also identified within each town.

4.0.12 —— Lastly, the Town Plans include the Development Sites (or site allocations) that will be critical to the delivery of the spatial strategy and addressing Ealing's need for new genuinely affordable homes and employment space and any necessary physical, social, and green infrastructure.