1 Introduction

The concern is that the Development (Core) Strategy fails to adequately identify, define and protect the residential neighbourhoods / hinterlands from the developments envisaged by the introduction of the two kilometre wide Development Corridors.

In the introduction to Chapter 4 the Strategy states:

“The residential hinterlands are located between and outside the two broad A40 and Uxbridge Road / Crossrail Corridors.”

The attached map was included in the 2009 edition of the draft strategy to clarify this statement. The map implies that the residential neighbourhoods / hinterlands are exclusively located beyond the two kilometre wide Development Corridors.

The use of the words between and outside in the Strategy definition of residential hinterlands is inaccurate and fails to reflect the physical evolution and nature of Ealing’s residential hinterlands which developed in the late 19th and early 20th centuries as neighbourhoods adjacent to and stretching away from the radial road and rail networks.

These neighbourhoods extend outwards from the radial routes. They do not begin at a distance of one kilometre from these radial routes, as implied in the Strategy.

In many instances, such as Northfields, these neighbourhoods begin close to the radial routes and extend for more than a kilometre away from it. In other instances, such as Pitshanger they are separated from the radial route but are still located within one kilometre of it.

An overview of the footprint and pattern of the residential neighbourhoods, and their relationship to the radial routes, can be gained from the following maps that have been included by the Council in the submission documents:

- EAL8 – Volume 2 – Map 8 Conservation
- EAL8 – Volume 2 – Map 10 Shopping and Town Centres
- EAL9 – Adopted UDP Proposals Map

2 London Plan Guidance

Policy 7.4.C of the London Plan (page 214) states:

“LDF Preparation
Boroughs should consider the different characters of their areas to identify landscapes, buildings and places, including the Blue Ribbon Network, where that character should be sustained, protected and enhanced through managed change, Characterisation studies can help in this process.”

Paragraph 7.13 identifies the importance of the relationship between the residents, the local character of places and their function.

Paragraph 7.14 refers to the adverse consequences of unsympathetic development and the importance of identifying its existing character. It also advocates community involvement.
3 **PPS 12 Guidance**
Paragraph 4.2 requires the Core Strategy to:

"be informed by an analysis of the characteristics of the area and its constituent parts and the key issues and challenges facing them. The vision should be in general conformity with the RSS and it should closely relate to any Sustainable Community Strategy for the area."

4 **Development Corridors**
There are repeated references in the strategy to development being concentrated into the two development corridors. An interpretation that is reinforced by the linking of the word "development" to the concept of corridor.

These corridors are defined as being two kilometres wide throughout their length across the Borough.

5 **Conservation Areas**
While Conservation Areas enjoy some protection from development, many of the residential neighbourhoods that are either located within or overlap the two kilometre wide Development Corridors are not protected by Conservation Area status.

Please see:

EAL8 – Volume 2 – Map 8 Conservation
for the location of conservation areas.

6 **Map 3: Neighbourhood Areas**
This map is misleading and does not reflect the physical boundaries and workings of the residential neighbourhoods / hinterlands.

The map follows the boundaries of electoral wards as determined by the electoral commission as a means to arrive at equally sized electorates.

In the case of the “Ealing” neighbourhood it combines a number of unrelated neighbourhoods including Northfields, South Ealing, Cleveland, Pitshanger and Hanger Hill. Similar inconsistencies exist in the elongated neighbourhood described as Hanwell.

The inappropriateness of these blanket neighbourhood boundaries is confirmed by an examination of the location of the Neighbourhood Shopping Centres and local Designated Shopping Frontages as shown on:

EAL8 – Volume 2 – Map 10 Shopping and Town Centres
7 **Proposals**

That the Strategy is amended / supplemented as follows:

- To include a map of the local residential neighbourhoods / hinterlands, as these are perceived by their residents,

- That local residents are consulted on their perceptions as to the character and boundaries of their local neighbourhoods / hinterlands, as advocated by the London Plan,

- That the Strategy maps of the Development Corridors are reprinted with an overlay of the boundaries of local neighbourhoods / hinterlands wherever these wholly or partially extend into the two kilometre wide corridors,

- That the width of the Development Corridors is narrowed to the Uxbridge Road frontages outside the Town Centres and the 800m buffers around the Crossrail stations. With a similar reduction for the A40 corridor.

- In the absence of any narrowing of the width of the Development Corridors, that greater clarification is provided in the Strategy setting out the nature of the developments over the next fifteen years that will, and will not, be permitted in those residential neighbourhoods / hinterlands that lie outside the Town Centres but fall within the two kilometre wide Development Corridors and in areas that are not protected by Conservation Area status.

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