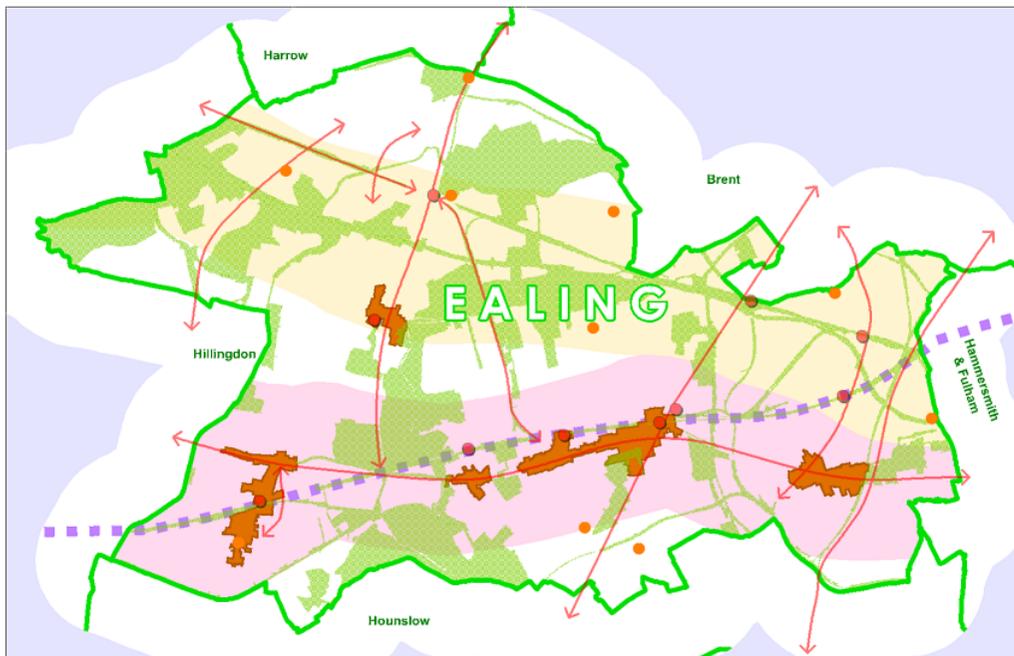


2026

Development Management Issues & Options

Sustainability Appraisal Incorporating Strategic Environmental Assessment

Executive Summary Report (August 2010)



Introduction

This Executive Summary accompanies the Full Technical Report for the Sustainability Appraisal of the Development Management Issues and Options. It provides a concise overview of the processes, outputs and recommendations of the main report, and aims to increase the accessibility of Sustainability Appraisal to a non-technical audience.

The Sustainability Appraisal (SA) aims to promote sustainable development through the integration of economic, environmental and social considerations into the preparation of Development Plans Documents (DPD's). A key function of the Sustainability Appraisal is to illustrate the benefits and risks of different policy options, to enable a transparent decision making process.

Background

The preparation of the Sustainability Appraisal of the Development Management Issues and Options has involved the following stages:

- Stage A: The production of a Scoping Report, which sets out the scope of the Sustainability Appraisal for the Local Development Framework
- Stage B: The production of this Sustainability Appraisal report.

In the Scoping Report a Sustainability Appraisal Framework was developed and this framework has been used to appraise the sustainability of the Development Management Document. As part of the framework 19 Sustainability Objectives were identified, covering a range of aspects across environmental, economic and social issues.

Findings

Ealing's Development Management Document was tested against the Council's Sustainability Objectives in appraisal matrices to identify likely positive effects and negative impacts of 19 Initial Proposals, and the Options that could be taken with regard to 27 key Issues. Headline findings of this appraisal concluded that the Strategy is likely to have an overall positive effect, mainly on the economic, but also on social and environmental aspects of sustainability. Amongst the positive effects that are likely to be realised through the Strategy:

- The initial proposals have positive impacts across key policy areas such as regeneration, open space and transport
- An extensive range of options have been identified for managing development issues in the future.

Uncertainties were raised as follows:

- Some issues arise around the scope, detail and local specificity of emerging policy
- It is not clear how the policies will deliver mixed communities in terms of socio economic demography and housing tenure
- Design issues are not clearly defined at the local level
- Over use of ambiguous terms such as 'appropriate' and 'need', which lack quantifiable definition

Some minor negative impacts on specific SA Objectives may occur, however this is often balanced against promoting other positive sustainability objectives. For instance, potentially negative implications can be expected in terms of employment if mineral aggregates sites are not exploited to their full potential, however careful management is required to ensure that pollution and damage to landscapes is minimised.

Most Sustainable Options Identified

The most sustainable option appraised was often retention of the existing UDP policy, and it's strengthening with additional detail and criteria. This approach often did most to fulfil the SA Objectives. However there were several instances where the process advocated combining options to capture as many of the Councils SA Objectives as possible.

The Sustainability Appraisal process is part of the evidence base and a key element in the decision making process in taking plans and policies forward. However, deciding which option to take forward will involve other factors, such as how the London Plan interacts.

Recommendations

General Recommendations

The following general recommendations are made for the ongoing development of the document:

Issue	Suggested Approach
Some issues arise around the scope, detail and local specificity of emerging policy	Where possible, develop local criteria and thresholds into any emerging policy to support sustainable and robust decision making
It is not clear how the policies will deliver mixed communities in terms of socio economic demography and housing tenure	Further work to develop proposals which encourage mixed communities
Design issues are not clearly defined at the local level	Provide further local detail. Also explore the possibility of future production of Urban Design Standards and Sustainable Design and Construction SPD's.
Over use of ambiguous terms such as 'appropriate' and 'need', which lack quantifiable definition	Introduce threshold and criteria where this is possible, and refer to the emerging evidenc base to produce such standards (e.g. Open Space Strategy).
Some minor negative impacts on specific SA Objectives may occur,	Continue to balance effects upon the Council's

<p>however this is often balanced against promoting other positive Sustainability Objectives. For instance, potentially negative implications can be expected in terms of employment if mineral aggregates sites are not exploited to their full potential, however careful management is required to ensure that pollution and damage to landscapes is minimised.</p>	<p>Sustainability Objectives. However some careful balancing is always necessary (e.g. between the economy and the environment).</p>
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Specific Recommendations

The following recommendations are made in relation to the Initial Proposals:

Initial Proposal	Commentary	Suggested Changes
2	<p>The renovation of existing stock, is usually, in sustainability terms, preferable to the wholesale rebuilding of areas. Design excellence requires further clarification. Reference could be made to CABE's Building for Life Scheme.</p>	<ul style="list-style-type: none"> • Clarification regarding what is considered as design excellence in the local context; reference to CABE's Building for Life Scheme. This, as noted in the proposal, will be of particular importance for high density developments, especially in meeting the challenge of designing for families in these schemes. Such successful case studies as the Vauban Eco Suburb in Freiburg will be of use in learning how this might be successfully achieved. • Proposal adds little to national or regional guidance: consider developing local design guidelines
3	<p>The needs of Travellers could be articulated more clearly through this proposal; the current drafting lacks specificity.</p>	<ul style="list-style-type: none"> • The proposal adds little to national and regional policy, aside from providing a geographical location. More detailed proposals could be developed, which could also explain how 'identified need' would be understood. • The proposal could also detail how the local authority would want to consult and work closely with the gypsy community, planning around what they identify as their needs.

4	At present this proposal and its implications are difficult to appraise due to the provisional nature of the text.	<ul style="list-style-type: none"> This could be resolved through making some reference or elaboration as to how such schemes might be achieved, along with the partners who would be involved.
5	Whilst the aspirations of the proposal are entirely positive and to be welcomed in terms of impact across the SA Objectives, the lack of reference to any thresholds or quantifiable criteria make impacts unclear, as 'need' is not defined.	<ul style="list-style-type: none"> It is recommended that further detail around criteria and thresholds be built into any emerging policy, in order to bring clearer definition to 'need'. This could for instance include reference to the Infrastructure Delivery Plan and Open Space Strategy, and any standards that they set.
6	<p>Impacts on open space are unclear; whilst there may be possibility for capturing developer contributions to enhance adjacent areas, there is also the potential for negative impacts around pollution in terms of noise and air.</p> <p>There is no reference to the evidence base (e.g. Employment Land Review), which will inform this policy, and there are some uncertainties over the robustness of the policy wording.</p>	<ul style="list-style-type: none"> With regard to point (ii) of the Proposal, there should be reference to a balanced portfolio and reservoir of available sites (i.e. B1 and B2 industrial sites should not be released for B8 warehousing if there is a shortage of B1 B2). 'Access to main or distributor roads' and 'no detrimental effect on residential amenity' appear to be very loose criteria on which to base any policy for a change of use Further criteria based policy for where mixed-use development is appropriate, and when loss of sites to residential uses would be acceptable
7	Regeneration of sites is to be welcomed and would have positive effects across the Councils SA Objectives, however this Proposal can be appraised more effectively as further detail emerges. It is unclear whether facilities will be provided to meet the criteria of SA Objective 1. Objective 10 may be met if mixed use development reduces the need to travel by private car. Objective 15 can be met positively if people choose to live and work in the same area, thus making shorter, walkable journeys to work more viable.	
8	An integrated and effective public transport network is essential to sustainable development. It connects communities, employment locations and essential facilities and services. Providing alternative modes to the car such as cycling and walking can help in tackling health inequalities, and contribute towards reducing fossil fuel emissions, linked to climate change. The proposal as it stands does cover a broad range of options, however could be built upon further with reference to car clubs and to the underground network. Also noticeable is a lack of reference to the evidence base for proposals, such as the Local Transport Plan (LTP) Transport for London's Development Strategy and any other local/regional/national initiatives in place (e.g. bike it campaign). As well as providing additional strategic steer, such organisations may provide sources of funding. 'Linking up' and cross working with these organisations will be essential if the elements within the plan are to be realised.	<ul style="list-style-type: none"> Inclusion of reference to car clubs and the underground network Reference to evidence base documents Reference to partner organisations and delivery mechanisms

9	<p>Low car housing should be encouraged in sustainability terms, provided that reasonable alternatives are in place (car clubs and an effective public transport network being two example pre requisites).</p>	<ul style="list-style-type: none"> In terms of its robustness, detailing what exactly low car ownership might constitute could strengthen the proposal. A percentage threshold or average number of cars per household figure would make the proposal more practical in its application within the development management process.
10	<p>This Proposal aims to increase the viability and practicality of cycling as a form of sustainable transport within new development. Whilst the policy aspirations are entirely positive, as drafted, it lacks some specificity over several issues. Point (i) refers to the inclusion of separate path and cycle ways in new development 'where appropriate'. If the successful application of this policy is to be ensured, it would be useful to elaborate on what 'appropriate' constitutes. For point (ii), it would be useful to provide examples of what 'enhancing' a route could include. A list of examples and possible sources of further information would be of use here. For point (iii), it is unclear what the principles of inclusive design will constitute.</p>	<ul style="list-style-type: none"> Elaboration upon the meaning of 'appropriate' Examples of what enhancement of a route might include, along with a list of examples and possible sources of further information Clarification on what the principles of inclusive design will constitute; the policy could refer to the Governments 'Manual for Streets' or other suitable guidance.
11	<p>Goods delivery vehicle movements have a significant effect on residential communities, with the associated noise, fumes and traffic dangers impacting negatively upon peoples well being. Restricting hours of operation and the size of vehicles used may help in mitigating some of these effects, as may encouraging development in Major Employment Locations (when linked by non residential major roads).</p>	
12	<p>Maintaining the integrity of the existing network of centres will be key in ensuring the economic, cultural and social vitality of the Borough.</p>	<ul style="list-style-type: none"> The proposal could be strengthened by specifying how centres might be further enhanced, and how the cultural offer of the Borough could be further developed.
13	<p>Street markets provide opportunities for economic, social and cultural interaction and can build a strong character and identity within localities.</p>	
14	<p>Whilst development of new eating, drinking and entertainment uses can improve the social, cultural and entertainment offer of the Borough, benefits must be carefully balanced against detrimental effects such as noise, disturbance and pressure on existing parking arrangements. To ensure that the Councils Sustainability Objectives are met, it will be essential to take through a robust set of criteria by which to judge applications.</p>	
15	<p>Whilst Objective 3 would be positively met with regard to cultural development,</p>	<ul style="list-style-type: none"> Reference to protection of the historic environment within the proposals

	reference is not made to the historic environment and how this might be protected. Increased cultural activities, hotel development and other intensification may well have noise implications, but this will be largely dependent upon any mitigation measures which are developed. Objective 15 may be positively met, in that a focus on town centre development enables the utilisation of the existing public transport networks, designed around urban centres, and reduces peoples need to rely on the motor car.	
16	The protection of green spaces will be vital in maintaining the rich biodiversity and ecology of the borough. The existence of high quality green spaces is also known to have significant benefits on mental health; as well providing opportunities for sports and informal exercise. Green and Open spaces are an intrinsic characteristic of Ealing, and their protection and enhancement should be planned for as a key priority.	<ul style="list-style-type: none"> It would be expected within the development management policies regarding green space to make reference to the councils emerging Open Space Strategy and green infrastructure proposals, as well as to any other supporting evidence base documents.
17	The enhancement of existing open space is key to improving peoples access to and enjoyment of the environment. The positive impacts of green and open space, and of integrated green infrastructure can include attracting and retaining people and investment, reducing urban related health problems (obesity, mental health problems) as well as improving environmental and air quality (particularly where enhancements include the planting of trees). Open and green spaces are a central characteristic of the Borough which must be carefully managed and enhanced well into the future if the Council's Sustainability Objectives are to be met.	<ul style="list-style-type: none"> How nature and conservation value would be defined within point (v) is not detailed. This could be detailed with reference to the green space strategy and to the standards which emerge from the final report. At present there is no landscape classification material that the council refers to. If landscape is being referred to within the policy, then there needs to be a contextual understanding of what it constitutes at the local level.
18	<p>The mining of aggregates and the associated traffic and pollution implications can be highly detrimental upon residential neighbourhoods. The detrimental effects can take a variety of effects, with noise pollution leading to increased stress levels; scientific links have been made between increased noise levels leading to stress and heart disease, consequentially resulting in increased mortality.</p> <p>Potentially negative implications can be expected in terms of employment if mineral aggregates sites are not exploited to their full potential.</p>	
19	Objective 11 could be positively met; with increased flooding events associated with climate change, the sensitive siting of development will be essential to ensure vulnerability is minimised.	

The following recommendations are made in relation to the Issues and Options:

Issue	Commentary	Recommended Option and any suggested amendments
1	<p>Whilst the retention of modest family homes may help in providing affordable family housing, the options drafted do not identify all of the possible approaches that could be taken in dealing with this issue. For instance the tenure will influence the affordability of housing, the design will influence the suitability.</p> <p>The option (c), setting limits on flatted accommodation (thereby encouraging proposals for lower density development), has the potential to perpetuate, not to tackle the issue of low transport accessibility. Higher density development would make public transport more viable, and also increases the potential for shared heating networks and community renewable energy technology. Higher densities also allow for land to be provided for shared open space, allotments and community facilities, all of which would be beneficial to both families and those wishing to have smaller units. The issue that arises is how these might be successfully delivered in the current housing market, and with the poor standards of design that some developers offer. The exploration of alternative tenures and community governance within housing development may increase the possibility of producing more sustainable high-density development.</p> <p>Availability of different types of housing would have an impact upon Objective 6, housing type and density may influence Objective 8 (Open Space). For Objective 17, there may well be implications, but at this stage they are unclear.</p>	<p>When tested against the Council's Sustainability Objectives, the Options appear to have several uncertain implications. The 'monitor and manage', piecemeal approach of option (b) could lead to significant inconsistencies across the Borough. The issues articulated above would however also indicate that the two remaining options contain significant drawbacks. As a sustainable alternative, an option (d) could be as follows:</p> <p>"Include the content of UDP policy 5.6 on small units, particularly the resistance to subdividing modest family homes in residential areas into flats. However applications should be dealt with on merit taking account of the identified housing need and market assessment. Flatted accommodation (designed intelligently for families alongside single occupancy) should be focussed around public transport hubs, increasing accessibility and proximity to services, whilst reducing the need to travel by private car.</p> <p>Such a policy could sign post a preferred approach, whilst allowing for site-specific flexibility where this could be demonstrated as both justified and viable.</p>
2	<p>Not explored within the drafted options is the possibility for production of detailed local urban design guidelines, or an Urban Design Supplementary Planning Document, which could more specifically express the standards that the council required development to achieve.</p>	<p>Providing good living conditions for residents, along with a high architectural quality and sustainable development principles, it will take more detail than what any of the listed options are at present advocating. In order to detail more specifically how the councils aspirations regarding design can be achieved, it is recommended that Option (c) be adopted, along with an accompanying reference to the production of a design standards or sustainable urban design and construction SPD. Such a document could draw on a wide range of good practice and examples of local case studies, as well as including cooperation from other partners, e.g. Public Health Professionals, and bespoke consultation exercises with local stakeholders.</p>
3	<p>These options are very difficult to appraise, as the outcome of either one is somewhat unclear. Option (a) would appear to lead to social engineering; option (b) would lead to a piecemeal approach and provide minimal certainty, whereas option (c) presents a focus upon the physical design of hostel type</p>	<p>Based on the above discussion, it is recommended that the most sustainable option would be (c), as it considers geographical location and the appearance of the building.</p>

	accommodation. Any policy developed should be grounded in a robust evidence base; this would include the Strategic Housing Market Assessment (SHMA) and Strategic Housing Land Availability Assessment (SHLAA). In order to meet the councils overarching Sustainability Objectives, housing need should be met, and competing pressures should be balanced on the basis of sensitive and intelligent design as opposed to preference or favour for particular socio economic groups.	
4	Extensions and alterations to private houses and gardens can have a significant effect on neighbouring residents, particular in terms of impacting on the architectural heritage, and in some cases, the historic environment. Meeting Objective 3 may not be possible under proposal (b), as the lack of local detail left when UDP 5.9 and 4.14 are deleted makes it difficult to see how preservation and enhancement of the local historic environment and cultural heritage can be guaranteed. Objective 13 (enhancing existing buildings) should be positively met, providing that consistent and quality decisions are made through the development management process; however an element of uncertainty is raised, for the reasons outlined for Objective 3.	It is recommended that option (c) is followed as it appears to represent the strongest set of criteria in protecting the interests articulated through the Councils Sustainability Objectives.
5	There are elements of each proposal that could contribute to delivering the Council's Sustainability Objectives. With this in mind, a hybrid option combining several of the aspirations outlined. No reference to the governance, organisation, type and focus of 'provision' and what it might constitute. The impact on objective 16 is dependent around what community facilities might constitute.	It is recommended that in order to meet the widest range of the Councils Sustainability Objectives, a combined option is followed: 'Encourage the improvement of existing community facilities provided that the resultant arrangements are compatible with local amenity, as indicated in UDP policy 8.1. Allow proposals which maximise the potential of existing community facilities, including redevelopment at higher density if this is necessary to make them fit for purpose. Where feasible, ensure that improvement projects prioritise the rehabilitation of existing premises, in a way that respects the original character of the building.'
6	It is unclear how it will be 'shown that there is no need for a community facility'. The options do not make any reference to whether such a facility is being replaced or altogether removed from the community; this would obviously have an impact on the decision being made. If such criteria are to be adopted within the Development Strategy, then make reference to them. Note that there are a number of uncertainties, because assessment against the SA Objectives is often dependent upon specifying what the community facility might constitute.	It is recommended that reference is made to the decision making process / criteria as to the 'need' for a facility. In terms of the options outlined, the most sustainable would be a combination of (a) and (c), encompassing as many of the positive aspects identified as is possible. An example could read as follows: 'Where it can be shown that there is no need to retain a community facility on a site, require the replacement development to be affordable housing with some community provision, as in UDP policy 8.3. Where possible, the rehabilitation and conversion of the original building for an alternative use compatible with the building should be encouraged.'

7	<p>New community facilities will be essential in catering for the needs of growing communities. In terms of the accessibility of services to all, and those without access to a car, it would be most sustainable to locate at areas with highest public transport accessibility, in local and neighbourhood centres. Whilst there may be specific incidences where this is not possible, a general presumption should be made to focussing the development of community facilities in these locations. Community facilities should contribute to the sustainable economic, social and cultural life of places.</p>	<p>A combination of options would be the most sustainable; i.e. option (b) could be triggered when there are specific detrimental effects in locating within a centre, or this simply is not possible due to constraints such as available / suitable sites.</p>
8	<p>This would appear to be dependant upon several factors such as geographical location and type of development; nonetheless the principle of creating 'family friendly' development should not have a detrimental impact upon the majority of other types of development, and to this end, it would seem logical to retain the existing local policy, as it does not prejudice any other groups. With sensitive design there is no reason why different types of development, for different groups cannot be 'mixed'; government guidance surrounding the sustainable communities agenda advises against the strict segregation between different groups in the community and types of building use. Abandoning option (a) in favour of option (b) would replace a requirement for facilities with 'design policies for inclusive development'. As it is not stated what these might constitute, it would appear to represent a significant degree of uncertainty in comparison to the UDP policy.</p>	<p>The most sustainable option would appear to be the retention of the existing UDP policy, with modification by including the contents of option (b) 'allowing the decision making process to be guided by the design policies for inclusive development.</p>
9	<p>Playing fields provide a valuable resource for children and adults, helping to tackle urban health issues such as obesity, along with an education resource, a place to think, and often a lively habitat and natural sanctuary. In sustainability terms, there would be significant disadvantages to allowing loss of useable playing field area. Option (a) presents certainty in this regard. Option (b) leaves vulnerability to change (i.e. reduction), and option (c) presents an extra level of protection by advocating re designation.</p>	<p>To ensure the Councils Sustainability Objectives are met into the future, and to provide the greatest level of protection, a combination of options (a) and (c) are advocated.</p>
10	<p>The development of small business activity in neighbourhoods can help to build self-sufficient sustainable communities, however this must be carefully balanced against the needs of existing centres, and any development away from centres should not detract from the existing retail offer within the hierarchy. Furthermore there must be a careful consideration of associated traffic impacts, parking</p>	<p>On balance, it is recommended that a hybrid option is pursued. Option 'c' could lead to a large degree of uncertainty, and also lead to empty small business premises for up to 5 years before they can serve any other useful purpose. The combination of options a & b is advocated as most sustainable, i.e.: 'Include the content of UDP policy 6.1 on retaining smaller local economic activity at</p>

	arrangements and noise implications on the surrounding residential environment.	non-designated sites, and permitting small-scale business use in residential property where there would be no detriment to the local environment, and there would be continued residential occupation. However applications should be dealt with on merit, and opportunities for additional housing provision in residential areas should be realised.'
11	Electric cars and other forms of environmentally friendly motor transport should be encouraged and facilitated across the borough. Objective 1 might be impacted upon negatively though if particular groups do not have access to 'non-polluting vehicles', and their ability to access certain sites or facilities is prejudiced.	It is recommended that the council pursue option (b), incorporating the element of option (c) that advocates improved footpaths and cycleways. The Council should seek to define 'polluting vehicles'; whilst encouraging non-polluting transport, a careful balance must be struck in not causing spatial social exclusion.
12	Amusement centres can have a significant impact on town centres, in terms of noise, disturbance, visual pollution, but can also provide jobs and leisure facilities. The options as drafted may have mixed effects upon the Councils Sustainability Objectives, with Option (b) presenting a particularly negative and uncertain set of potential outcomes.	The most sustainable option would be a combination of (a) and (c): 'Continue with UDP policy 7.7, which refers to impact on residential amenity, inappropriate location near a school or youth facility, and detriment to a conservation area. Further strengthen the policy by including clearer design controls, so that these premises fit better with the character of our town centres and other shopping centres.
13	Unhealthy fast food outlets can seriously undermine the health of children when used on a regular basis, and instead of healthy foods. The definition of unhealthy fast food must be defined more clearly though for the purposes of decision making on planning applications.	The different approaches have a range of impacts, and it is not straightforward in sustainability terms, which should be supported. The approach should be led by the Councils priorities; i.e. supporting new business and community facilities, or to tackling health inequalities. The author would advocate option (c), which does the most to support the health of children and young adults, and would have the widest repercussions.
14	Utilising a comprehensively planned approach to Open Space in the Borough would undoubtedly guarantee that above the other options, the Councils Sustainability Objectives would be met. Option (a) does not meet the full potential that a policy could realise, and option (b) would lead to an unplanned and piecemeal approach to Green Space, which lacked connectivity, interrelation and strategic purposes.	It is recommended that the Council pursue option (c) as the most sustainable approach.
15	Renewable Energy has the potential to reduce reliance on fossil fuels, reducing carbon emissions and air pollution. Renewable Energy technology can also contribute to building a sustainable economy and through new technologies and in particular community CHP, may help to foster a sense of pride in the area.	Option (c) would be the most sustainable to pursue, and allows for changing needs over time. Option (b) provides uncertainty, and option (a) does little to build upon the existing approach, which (c) shows can be done effectively to increase the sustainability credentials of the policy.

16	The use of appropriate materials is vital in preserving and enhancing the local historic environment and cultural heritage. Proposals also have the potential to impact positively on Sustainability Objective 11, in terms of increasing energy efficiency.	Option (c) provides the most robust policy approach to be taken forward. These proposals have the potential to be consolidated with / linked to design and sustainability issues. Such areas could also be covered in a sustainable design and construction SPD.
17	All new development should promote social inclusion and specifically cater for people with varied disabilities, if the Council is to successfully meet its Sustainability Objectives. Again, option (c) scores highly, however none of the objectives address wider issues around social inclusion, aside from with regard to disabled citizens.	Whilst it has been demonstrated that option (c) is the most sustainable, it could be further modified to incorporate other aspects of social inclusion, such as between different income groups and ethnic backgrounds, along the 'sustainable communities' principles. 'Mixed' communities should be promoted for instance by ensuring that affordable housing is maximised within development, and designed integrally with and not apart from other development.
18	Designing out crime in new developments will be key to providing confident and safe communities for children and adults. Again, whilst Option (b) does not present any clear negative implications, the lack of certainty it produces make it score less than options (a) or (c).	Pursuing option (c) presents the best option for the Council in Sustainability terms, as the more prescriptive the proposal, the more realistic are the possibilities of meeting the Council's policy aspirations. Such policies could be elaborated within a Sustainable Design and Construction SPD.
19	Landscaping, trees and planting can impact on people's health and wider quality of life. They can improve air quality, and support sustainable economic growth by creating a quality environment that businesses and people are attracted to.	Again, option (c) presents the strongest proposal, as it advocates the strengthening of policy detail and criteria in order to best manage development in a consistent fashion. Option (b) must be discounted again due to its lack of direction and local specificity. Pursuing this option could lead to a highly inconsistent and 'piecemeal' approach to managing development.
20	The borough has a number of statutory Listed buildings that will require sensitive management in the future. These buildings and their settings can be important in encouraging inward investment, as part of the areas cultural offer, and help to create a sense of identity and a source of local pride for residents.	Option (c) provides the strongest potential for protecting and enhancing Ealing's statutory Listed buildings and their settings.
21	Similar conclusions can be drawn for this Issue as for the previous. Due to Ealing's local distinctiveness, it will be of particular importance here to develop a strong policy, accompanied by supplementary guidance, as through existing Conservation Area Guidance, or through development of further supplementary planning documents.	Option (c)

22	Ealing has a significant number of Conservation Areas, which will require sensitive development management to ensure that the pressures of a growth are used to enhance, rather than to erode their quality.	Again option (c) scores most highly, due to its higher level of detail and protection offered.
23	Policy specificity at the local level gives the opportunity to highlight key locations and management approaches to be adopted.	Policy (c) provides strongest protection of the Councils Sustainability Objectives
24	Commercial frontages and advertising signs can have a significant impact on local amenity, and when appropriately designed, can have a positive effect upon the local economy.	Option (c) is the most sustainable, however could be improved with reference to both design and conservation area guidance.
25	Noise and vibration can have detrimental effects upon residential communities, and there are proven scientific links to stress and heart disease.	Option (c) presents the most sustainable approach for managing noise and vibration
26	Floodlighting and illumination may be essential to a number of cultural, commercial and leisure developments.	Option (c) will again provide the strongest base on which to develop a policy which best meets the Councils Sustainability Objectives
27	Telecommunications development can be controlled at the local level to ensure that the Councils sustainability objectives are adequately met.	Option (c) provides the strongest potential to manage the economic and social benefits along with the negative environmental and health impacts.

For further copies of this document or any of Ealing's local development framework documents, please contact:

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