

THE GREEN SOUTHALL STATEMENT OF EVIDENCE

Mark Baines

London Borough of Ealing (The Green, Southall)
Compulsory Purchase Order 2021

Planning Reference: 215058FULR3

hunters

The London Borough of Ealing
(The Green, Southall)
Compulsory Purchase Order
2021

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1 WITNESS

1.1 Mark Baines BSc (hons), BArch, RIBA

- 1.1.1 I am a qualified Architect and Shareholding Director of Hunter & Partners Ltd, trading as Hunters Architects. I studied at the Welsh School of Architecture in Cardiff before working for a small residential practice in London and then ultimately joining Hunters in 1997. I became a director of the practice in 2007 and a shareholder in 2017. I have been involved in a range of residential-led projects from inception through to completion.
- 1.1.2 I have been a member of the Royal Borough of Windsor & Maidenhead Design Review Panel, giving design advice and opinion to the planning team on major planning applications.
- 1.1.3 I have been involved in the design of the proposals at The Green from inception stage in 2017 through to the submission and approval of the current planning application.

1.2 Qualifications

- 1.2.1 I qualified from the Welsh School of Architecture with a BSc (hons) in 1994, a BArch in 1996 and qualified as an architect in 1997. I am registered with Architects Registration Board (ARB) and I am a member of the RIBA.
- 1.2.2 I have led many residential and mixed-use projects within Hunters. These include The Catford Greyhound Stadium regeneration in Lewisham which has delivered 589 homes, 800m² retail and commercial floor space along with new community facility and associated public realm and landscape improvements; Master Gunners Place in Greenwich which has delivered 312 new homes within a conservation area adjacent to Woolwich Common across 2 phases of development; Windmill Estate regeneration which delivered 270 new homes, a new community facility and PCT unit in Fulbourn, Cambridgeshire; Britwell Estate regeneration in Slough delivering 250 homes, doctors surgery and new retail precinct; The Exchange - Phase 1 of Aylesbury Waterside regeneration which has delivered 47 new homes, office space and four food and beverage units around a new public square; Cambridge Crescent regeneration in Maidstone delivering 236 new homes, 1,400m² of flexible commercial space and new public realm and park area.

1.3 Hunters

- 1.3.1 Hunters is an award-winning practice that was originally established in 1955 and is now based in Hammersmith, London. We are a multi-disciplinary practice providing Employers Agent, Project Management, Building Surveying, Quantity Surveying, Principal Designer and Architecture services.
- 1.3.2 Additional residential schemes by the practice include the regeneration of Copley Close Estate in Ealing; the redevelopment of West Middlesex Hospital Site adjacent to Syon Park in Twickenham; Brenley Park development in Mitcham; Excalibur Estate regeneration in Lewisham; Repton Court Regeneration in Redbridge; Eagle House in Hackney. Other schemes include A2 Dominion new Headquarters building in Ealing, Park Lane Hilton refurbishment, Glasgow Hilton Extension and numerous hospital extensions and refurbishments across London.

2 SCOPE OF EVIDENCE

- 2.1 I give evidence in respect of the design justification for the scheme. This evidence should be read alongside the evidence provided by Mr Sam Stackhouse, Montagu Evans; Mr Chris Lyons, Peabody; Ms. Eleanor Young, London Borough of Ealing and Ms. Virginia Blackman, Avison Young.
- 2.2 My evidence will address the following:
 - 1. The Design Brief
 - 2. The design approach and benefits of the scheme
 - 3. The planning permission
 - 4. Response to Objections
 - 5. Summary and conclusions



AYLESBURY WATERSIDE REGENERATION



UXBRIDGE ROAD



BRUNEL STREET WORKS



HARMONY



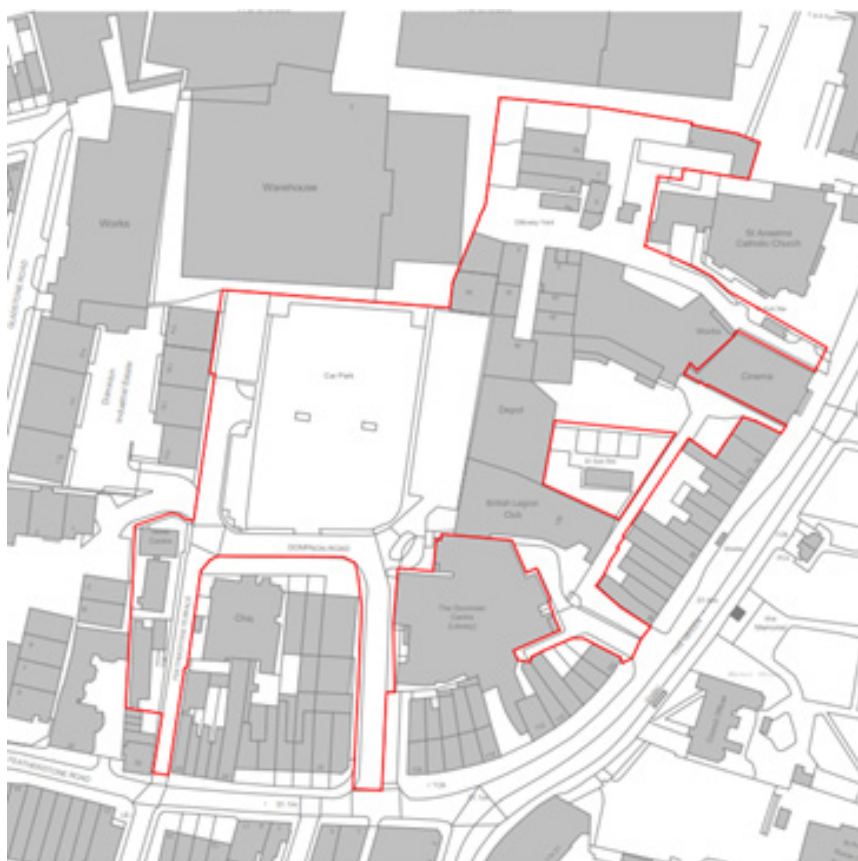
COPLEY CLOSE ESTATE REGENERATION



EXCALIBUR ESTATE REGENERATION

3 SITE CONTEXT OVERVIEW

- 3.1 The Site covers an area of approximately 1.97 hectares and consists of a public car park, a combination of industrial and event space uses, as well as roads and adjacent land lying to the north-west and to the rear of The Green and adjoining Featherstone Terrace, Dominion Road and Dilloway Lane.
- 3.2 It is located in the Southall Green Ward of the London Borough of Ealing (“LBE” / “the Council”). The location of the Site can be seen below.



- 3.3 Existing uses include a number of industrial units typically associated with vehicle repairs around Dilloway Lane, a dairy, two banqueting suits (Monsoon Banqueting and Milan Palace) accessed from The Green and community space located in two temporary buildings along Featherstone Terrace. The Site also comprises a small section of St Anselm’s Church car park, situated to the northern part of the Site and a former stable and coach station which is in use as a substation. This substation is identified as a “Local Heritage Asset” on the Council’s Local Heritage List of 2013.
- 3.4 In addition to these uses, there is a large public car park which provides 150 spaces owned by the LBE. Immediately next to the public car park is a private car park of 39 spaces for use by staff and visitors of the neighbouring Dominion Centre which provides a community centre, library and health centre.
- 3.5 There are three principal vehicular access points into the Site. Featherstone Terrace and Dominion Road provide access from the south and Dilloway Lane provides access from the east. Dilloway Lane is a single access road cul-de-sac and does not connect with the rest of the Site. This is a major constraint for the Site at present as it hinders pedestrian and vehicular movement around the Site and has safety implications.
- 3.6 Pedestrian access is at the same locations as the aforementioned vehicular accesses. Notably, there is no direct access to the parade of the shops along The Green from the public car park situated on the Site. As such, pedestrians are required to walk southwards along Dominion Road and then eastward along Featherstone Road to access The Green. Existing pedestrian linkages across the Site are therefore poor.
- 3.7 The Site has a PTAL rating of 3 and 4, with 4 being towards the eastern part of the Site nearest The Green and Southall Station. Southall Station is located approximately 0.25 miles to the north of the Site and is served by Crossrail, Great Western Rail and TfL Rail with services into Central London and the Thames Valley. The Green is also well-served by buses with links to Greenford, Hounslow, Northolt and Heathrow Airport. Therefore, whilst pedestrian linkages across the Site are currently poor, the location as a whole has good connections to public transport.
- 3.8 The Site is not in a conservation area and there are no conservation areas within close proximity of the Site. The Southall Manor House, on the eastern side of The Green, is Grade II* listed and the Southall War Memorial to the north of the Manor House is Grade II listed.
- 3.9 The Site is in Flood Zone 1 on the Environment Agency ‘Flood Map for Planning (Rivers and Seas)’ which is classified as “land assessed as having a less than 1 in 1,000 annual probability of river or sea flooding”.
- 3.10 There are a limited number of trees on the Site with the majority of these being low value as set out in the Arboricultural Survey which accompanied the Application.

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4 THE DESIGN BRIEF

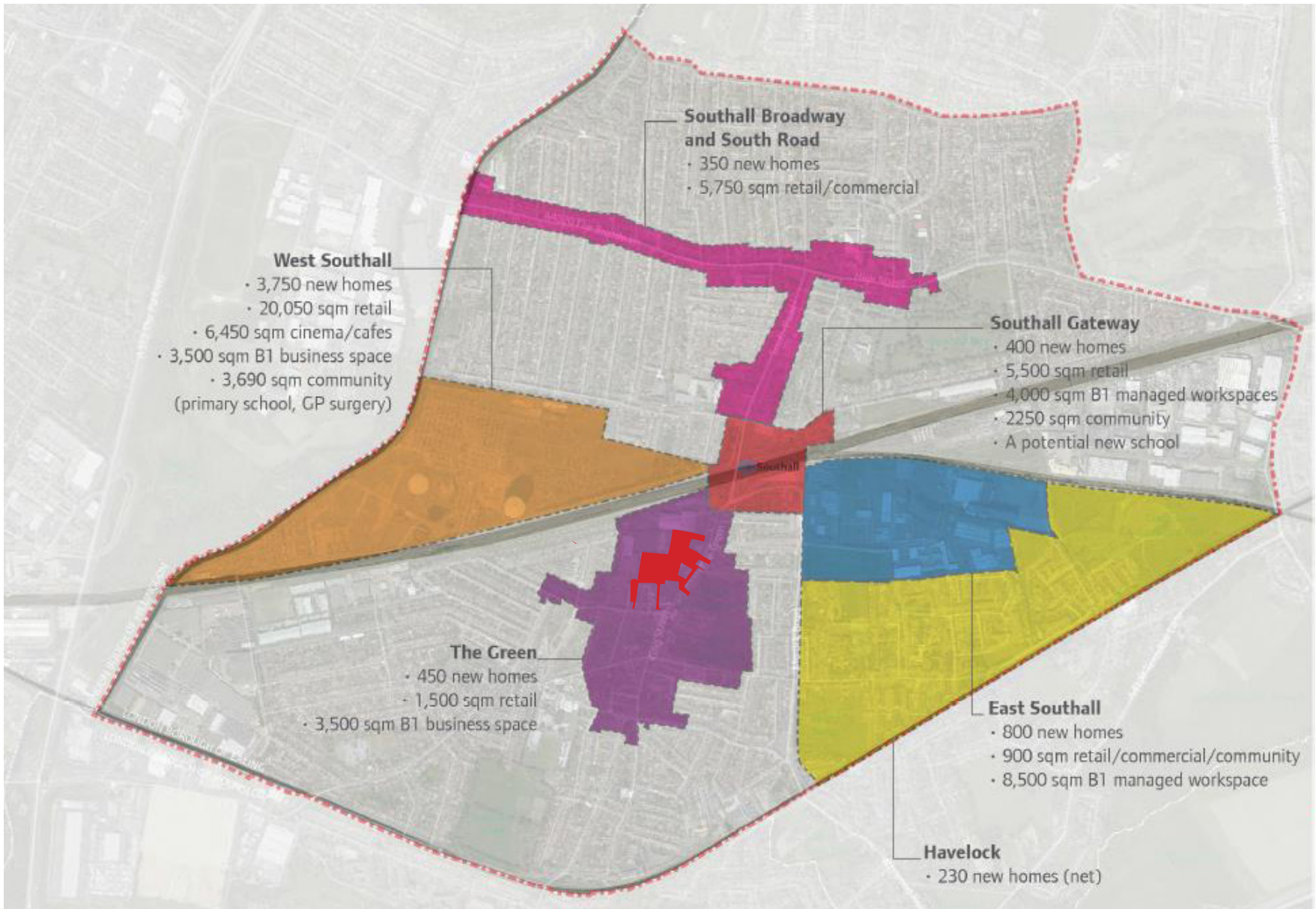
4.1 Wider Context of the Development Site

4.1.1 Vision for Southall

In 2014, The Southall Opportunity Area Planning Framework [Core Document CDD.2] was adopted by Ealing Council and the Mayor of London as Supplementary Planning Guidance (SPG) to the London Plan.

Page 6 of the document sets out how new development, accelerated by Crossrail, can be managed to maximise the potential of the area for the benefit of existing and new residents and businesses. The vision for Southall is based around:

- 1. Maximising the potential of Crossrail
- 2. New neighbourhoods on former industrial land that complement the existing character
- 3. Thriving and distinctive town centres
- 4. Flourishing businesses and training opportunities
- 5. Radical change in travel behaviour to unlock development potential
- 6. Great streets to move around and spaces to linger



MAP OF SOUTHALL OPPORTUNITY AREA PLANNING FRAMEWORK - PAGE 4 OF SOUTHALL GREEN SPD [CORE DOCUMENT CDD.2]

KEY

<div></div> WEST SOUTHALL	<div></div> EAST SOUTHALL
<div></div> SOUTHALL GATEWAY	<div></div> SOUTHALL BROADWAY
<div></div> SOU8 - THE GREEN	<div></div> HAVELOCK

4.1.2 Vision for The Green

Within the Southall Opportunity Area Planning Framework [Core Document CDD.2], six character areas have been identified.

The adopted vision for The Green character area include:

Indicative Capacities: 450 new homes, 1,500 sqm retail and 3,500 sqm B1 business space.

Key points on land uses (page 14):

1. Proposals should provide for a range of town centre uses at street level on the high street network.
2. Additional residential uses will be supported on upper floors and at ground level, where not on main roads.
3. Existing community facilities and business space should be retained and upgraded. Proposals for new provision will be supported.
4. Within the Southbridge Way LSIS, enhanced provision for existing and future SMEs is encouraged.

Key points on movement (page 16):

1. Development should facilitate an improved public realm, with a high quality pedestrian environment linked to the public and green spaces along the high street network.
2. Opportunities to improve pedestrian and cycle routes should focus on enhancing links from the surrounding residential areas and onwards to the Crossrail station.
3. Access and servicing for retail and other uses along the high street should be off-street and from the rear where possible.

Six key design principles are set out on page 2 of the Southall Green SPD (2017)[Core Document CDD.6]:

Built form (page 11):

Principle 1: Create a coherent and legible street network

Principle 2: Optimise land use

Principle 3: Integrate with surrounding areas

Land use (page 12):

Principle 4: Retain and enhance St Anselm's Church and the Dominion Centre

Principle 5: Incorporate supporting uses

Principle 6: Facilitate the consolidation of employment use



DEVELOPMENT SITE ILLUSTRATION BASED ON SITE ALLOCATION WITHIN "SOU8 THE GREEN"

4.1.3 Vision for The Development Site

The development of the site provides an opportunity to create a new urban quarter situated minutes from the new Southall Crossrail Station creating distinctive forms within the skyline that enhance the existing townscape. This will be the first phase of wider masterplan which will reintegrate this area within central Southall and optimises the use of land for residential and other compatible town centre uses.

The proposed development site falls within “SOU8 The Green” from Ealing’s The Development Sites DPD (adopted 2013) [Core Document CDD.4]. The northern and western fringes of SOU8 are designated as Locally Significant Industrial Site (LSIS), however only a small corner of the development site (the existing coach park in the north east corner) falls within this designation.

This previously “back-land” site is transformed into a destination location within the heart Southall. Flexible uses throughout the ground floor spaces are able to spill out into the public realm and create the opportunity to enhance the current commercial and community offering within the locality and create a vibrant and sustainable community for the future.

The site no longer acts as a physical barrier to connections through to The Green and beyond, and now creates open linkages which draw people through the heart of the scheme with pedestrians having the priority. This legible and permeable street network now reintegrates this site within central Southall. The Grade II* Manor House, which has recently been restored, extended and brought back into use, is celebrated and now faces the new public realm which opens out to connect with The Green.

New, modern homes provide a mix of dwelling sizes ranging from 1 to 4 bedrooms. A combination of usable private balconies, sensitively designed communal gardens and high quality, flexible public realm create a place that new residents can be proud of.

This development will set the standard for any future development phases within the SOU8 development allocation.

The vision for the development site is aligned with the Design Principles set out within the “SOU8 - The Green DPD” [Core Document CDD.4], and fulfils the aspirations set out in the Southall Opportunity Area Planning Framework [Core Document CDD.2] and The Green Character Area.

The scheme will:

1. Capitalise on the arrival of Crossrail and deliver much needed homes to the local people.
2. Maximise the development potential of this back-land site and create an accessible and vibrant scheme.
3. Deliver a design-led scheme with 50% affordable housing (by habitable room)
4. Provide high quality employment space to enable businesses to thrive.
5. Improve access to the existing shops on The Green and remove servicing from the high street frontage.
6. Continuous active frontage to be extended from the Manor Parade into the heart of the scheme, improving and activating the frontage to St. Anselm’s Church as well as the Dominion Centre.
7. Retain public parking to serve the town centre.
8. Create high quality pedestrian focused public realm linked to The Manor Park and enhance links from the surrounding residential areas to the Crossrail station.
9. Provide high quality homes (accessible, space standards compliant).
10. Maximise dual-aspect homes and avoid single aspect north-facing homes.
11. Provide quality private amenity spaces and communal garden spaces.



BIRDS EYE VIEW OF THE PROPOSAL FROM THE SOUTH EAST

5 THE DESIGN APPROACH AND BENEFITS OF THE SCHEME

5.1.1 Existing Site And Local Context

The brownfield, back-land, site has small ‘fingers’ connecting it to The Green and the wider urban environment. It is anticipated that the surroundings, particularly the light industrial land to the North and West, will be redeveloped in the future and the proposals have been designed to respond to, and link with, these potential new developments through an open road network.

The site itself is land comprising a public car park, business premises, roads and adjacent land lying to the North West and rear of The Green and adjoining Featherstone Terrace, Dominion Road and Dilloway Yard.

The Site forms part of a wider site designation in Ealing’s Development Sites DPD [Core Document CDD. 4] known as “SOU8 – The Green”. The Site Allocation SOU8 supports;

“Mixed use development appropriate to the town centre, with continued protection of existing industrial uses on Featherstone, Dominion and Suterwalla estates as a Locally Significant Industrial Site (LSIS) and the retention of the Dominion Arts Centre”.

The site itself is adjacent to but outside of Locally Significant Industrial Site (LSIS) designation.



- KEY
- 1. Site, The Green, Southall.
 - 2. The Manor House.
 - 3. TRS Industrial Estate.
 - 4. Manor House Gardens.
 - 5. Manor Retail Parade.
 - 6. The Dominion Centre.
 - 7. St Anselm’s Church.
 - 8. Locally Significant Industrial Site (LSIS)
 - 9. The Tudor Rose

LOCAL SITE CONTEXT

5.1.2 Local Character

The Green is an attractive neighbourhood centre containing many of Southall’s cultural and faith assets, including the Manor House, the Tudor Rose, the Dominion Arts Centre, St. Anselm’s Church and Southall Library.

The urban grain is characterised as a series of routes radiating from the high street that lead to the principal crossing point of the railway.

The local built environment character is one of variety with various land uses and architectural languages which have emerged over time.



SITE LOCATION PLAN



A. GRADE II LISTED WATER TOWER



B. EXISTING B1/B/C UNITS



C. TRS APARTMENTS



D. ST ANSELM'S CATHOLIC CHURCH



E. SCHEDULED MONUMENT AND MANOR HOUSE RETAIL PARADE



F. THE DOMINION CENTRE (LIBRARY AND OFFICES)



SITE LOCATION PLAN



A. THE GRADE II* LISTED MANOR HOUSE



B. VIEW OF MANOR HOUSE PARADE FROM THE MANOR HOUSE GARDENS



C. A VIEW OF THE TUDOR ROSE



D. VIEW OF THE SITE FROM MANOR HOUSE



E. LOCALLY LISTED SUB STATION AND FOLLY



F. VIEW OF ONE OF THE MANY BANQUETING HALLS

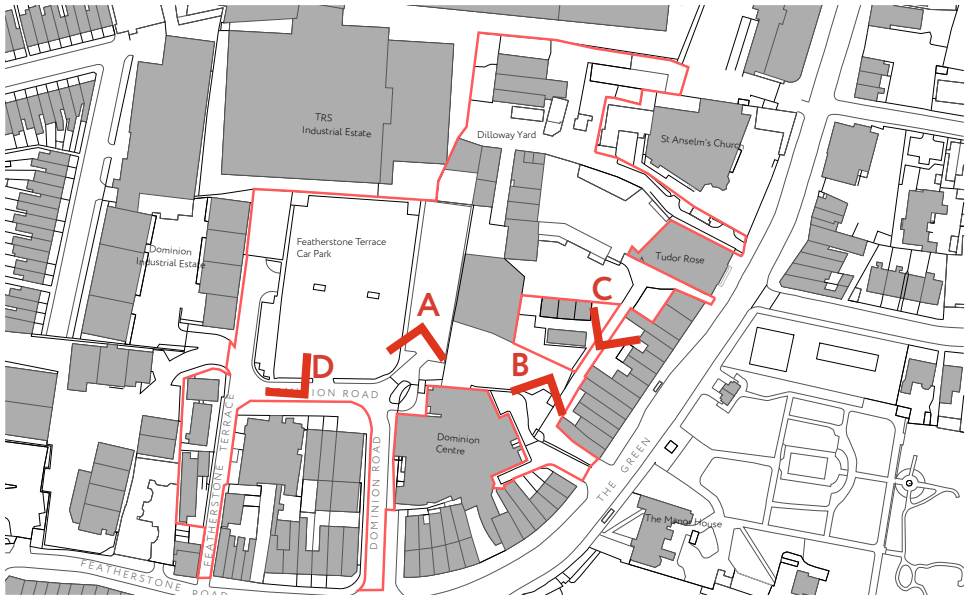
5.1.3 Boundary Conditions

Western site boundary - The Featherstone Industrial estate borders the site to the West and has been designated as a Locally significant Industrial Site (LSIS). Any new proposal must not infringe on the continued use of the existing industrial estate.

Northern site boundary - Similarly the Northern boundary is framed by the TRS industrial estate. Which has also been designated as an LSIS.

East site boundary - The site is flanked by The Green and facing the rear of St Anselm’s Church to the North East, South of the church The Tudor Rose and Manor Parade which contains a collection of low rise vibrant combination of A1 / A3 retail units.

South site boundary - To the South East of the boundary lies the Dominion Centre, which is Library for local residents and also houses office space for councillors. Additionally the Dominion Centre serves as an event space for local residents. The South West boundary borders a recently consented residential scheme.



SITE LOCATION PLAN



A. VIEW OF DOMINION ROAD FROM WITHIN THE SITE



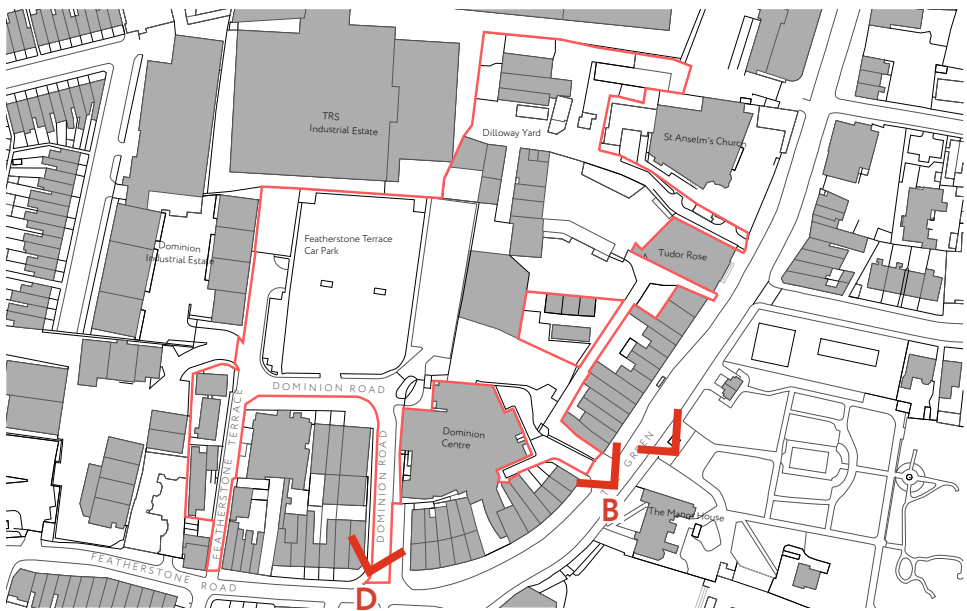
B. EXISTING CAR PARK WITHIN THE SITE BOUNDARY



C. VIEW OF CURRENT COMMERCIAL SERVICING ROUTE



D. FEATHERSTONE INDUSTRIAL ESTATE AT THE WESTERN BOUNDARY OF THE SITE



SITE LOCATION PLAN



A. ST ANSELM'S CHURCH



B. VIEW FROM GRADE II* MANOR HOUSE



C. VIEW OF THE MANOR HOUSE PARADE & SCHEDULED MONUMENT



D. LOOKING NORTH AT THE SITE FROM DOMINION ROAD

5.1.4 Existing Commercial Provision

The site has a long history of industrial use. These uses have evolved over time to provide a combination of A1 / A3 retail, B1c light industrial workshops and D1 and D2 units.

It is envisaged by the commercial consultant, and supported by Ealing’s Local Planning Policy, that flexible commercial and employment floorspace (Use Classes E, F1 & F2) can be accommodated within the new development’s commercial strategy.

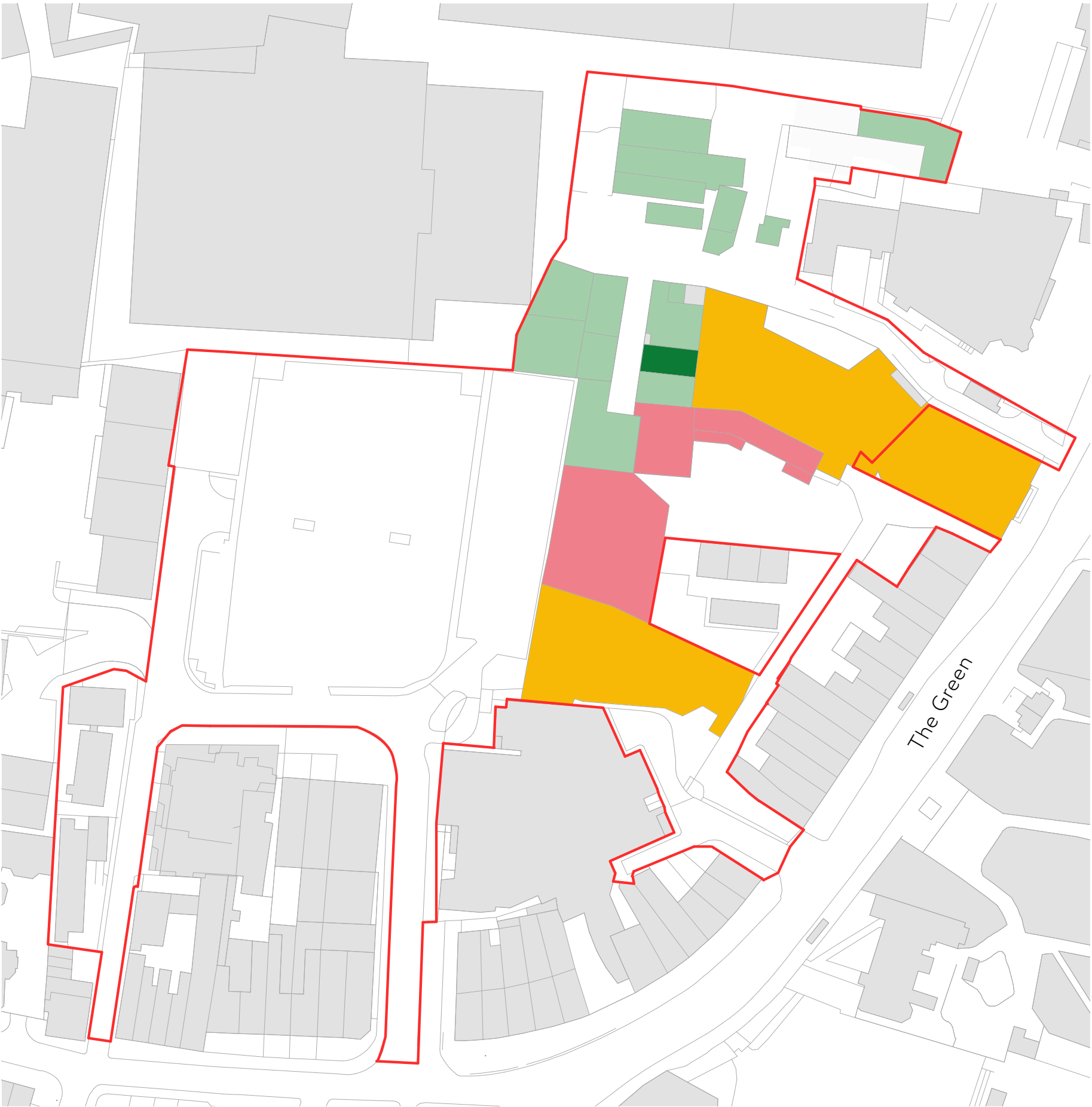
KEY

WHOLESALE: FOOD & DRINK

SERVICES PERSONAL

VEHICLE SALE & REPAIR

LEISURE



EXISTING COMMERCIAL PROVISION

5.1.5 Existing Routes And Linkages

The industrial uses between Southbridge Way and Gladstone Road create a large impenetrable block between the railway and the residential area to the west. There is currently no pedestrian link through this site from the established residential streets to the East.

Pedestrian access and permeability of the site will be essential to the success of the proposal and the connection from the heart of the site to the wider context by creation of a new public realm.

The creation of a new public realm will provide an opportunity to act as a driver to attract pedestrians into the heart of scheme whilst simultaneously reaching out to create connections to the wider context.

KEY

SITE

GREAT WESTERN RAILWAY

PEDESTRIAN AND VEHICULAR ROUTE

PEDESTRIAN CROSSING

DEAD END

POTENTIAL NEW LINKAGES



DIAGRAM TO ILLUSTRATE ROUTES AND LINKAGES

5.2 Opportunities And Constraints

OPPORTUNITIES

- 1. Deliver the aspirations of site allocation SOU8
- 2. Economic growth
- 3. Place-making
- 4. Increased density with taller buildings
- 5. Re-establish urban grid
- 6. Enhancing commercial community
- 7. Additional links to public transport
- 8. Potential extension of retail offering
- 9. Improve servicing arrangement for the existing high street
- 10. Improved pedestrian linkages
- 11. Maximise the development potential
- 12. Create high quality employment space
- 13. Improve amenity space

CONSTRAINTS

- 1. Existing Substation and Statutory apparatus
- 2. Grade II Listed Manor House and Scheduled Monument
- 3. Locally listed Water Tower
- 4. Local Industrial Estates (TRS and Featherstone)
- 5. London Heathrow Airport’s obstacle limitation surfaces
- 6. Locally listed Works, formerly Stable and Coach House

KEY

SITE

POTENTIAL FOR NEW ROUTES

INDUSTRIAL ESTATE (LSIS)

BUS STOP

MANOR PARADE (RETAIL)

SUN PATH

SOUTHALL STATION

TRAFFIC NOISE

1

EXISTING SUB STATION

2

GRADE II* LISTED MANOR HOUSE

3

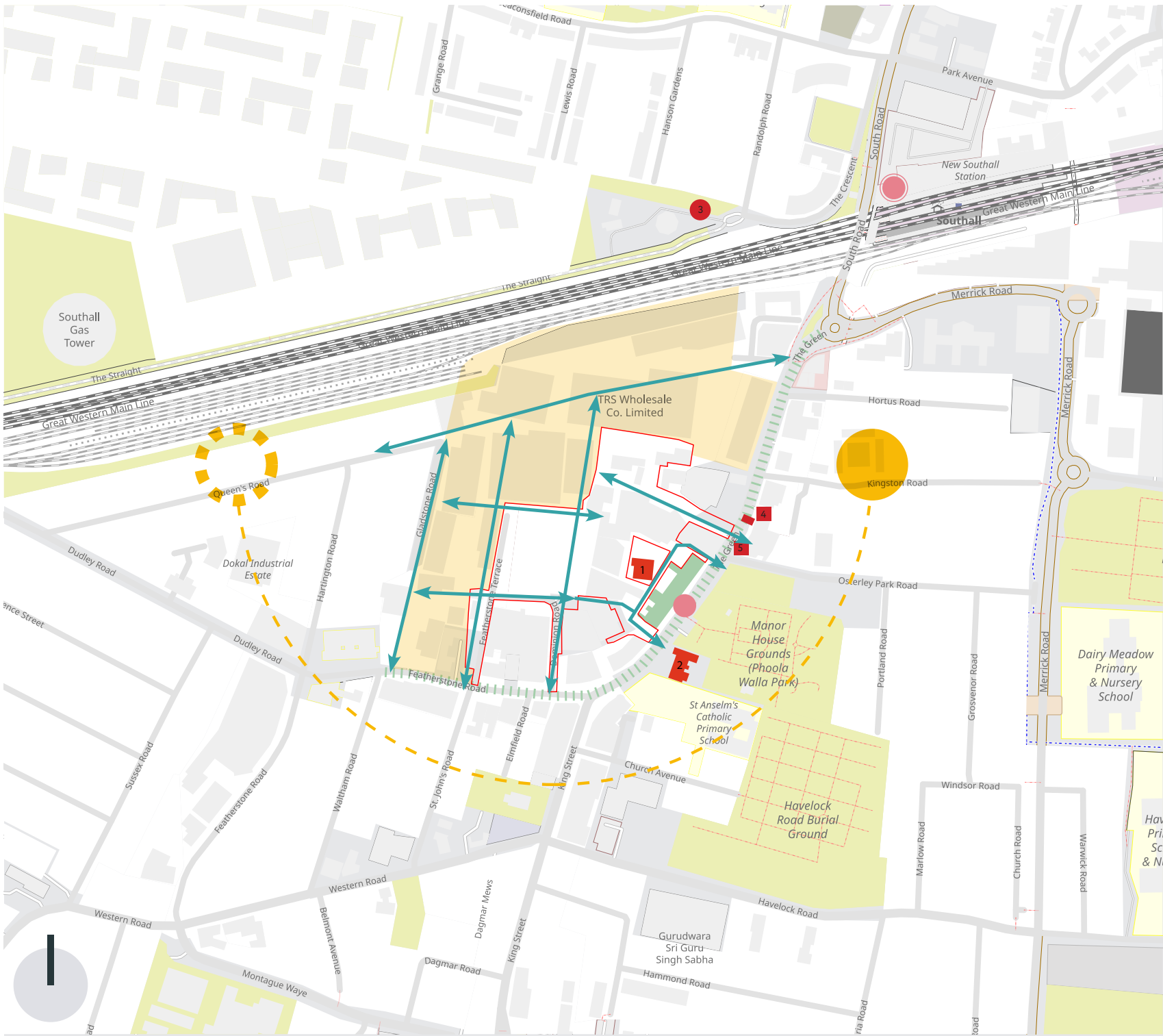
GRADE II LISTED WATER TOWER

4

LOCALLY LISTED WORKS, FORMERLY STABLE AND COACH HOUSE

5

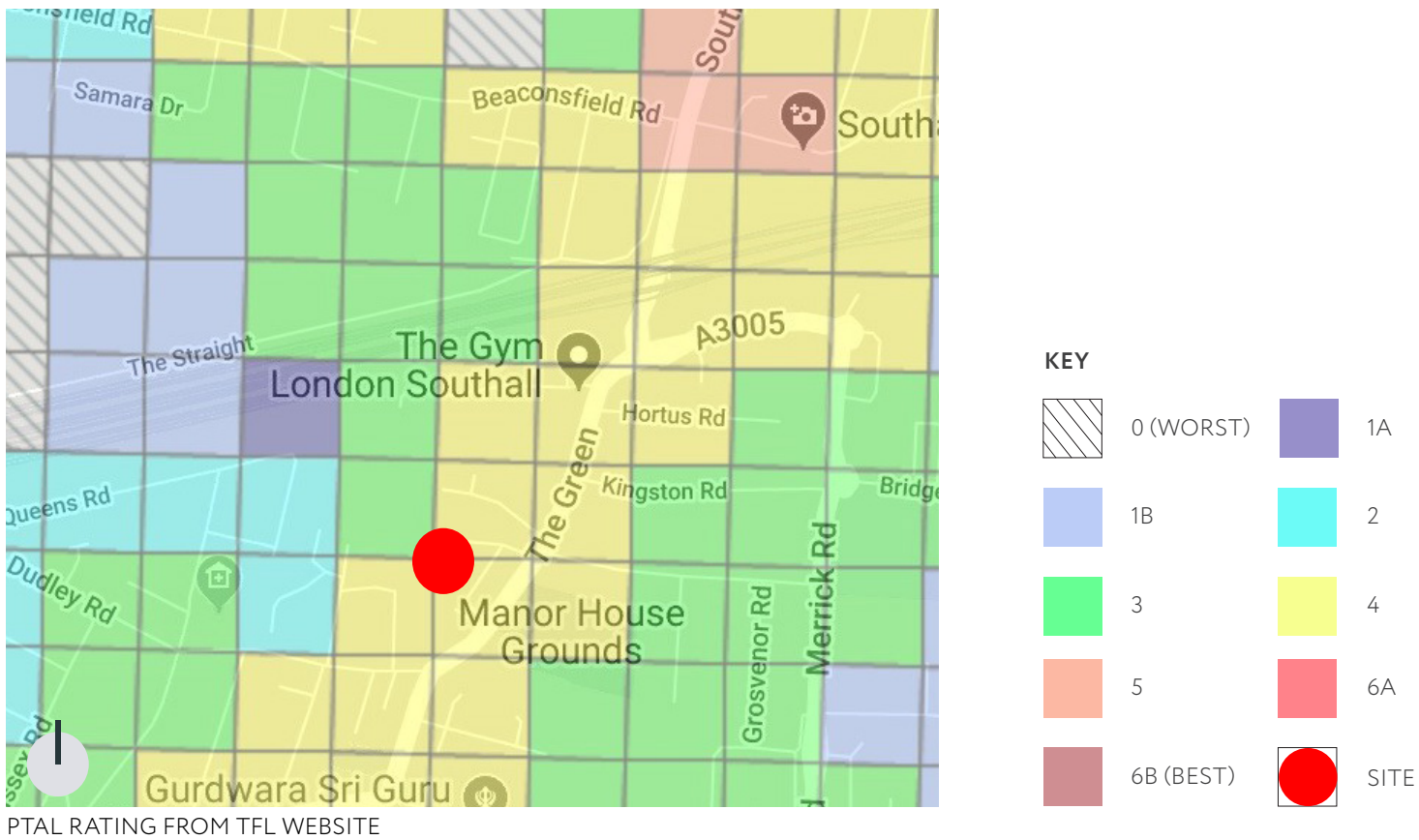
THE TUDOR ROSE



OPPORTUNITIES AND CONSTRAINTS DIAGRAM

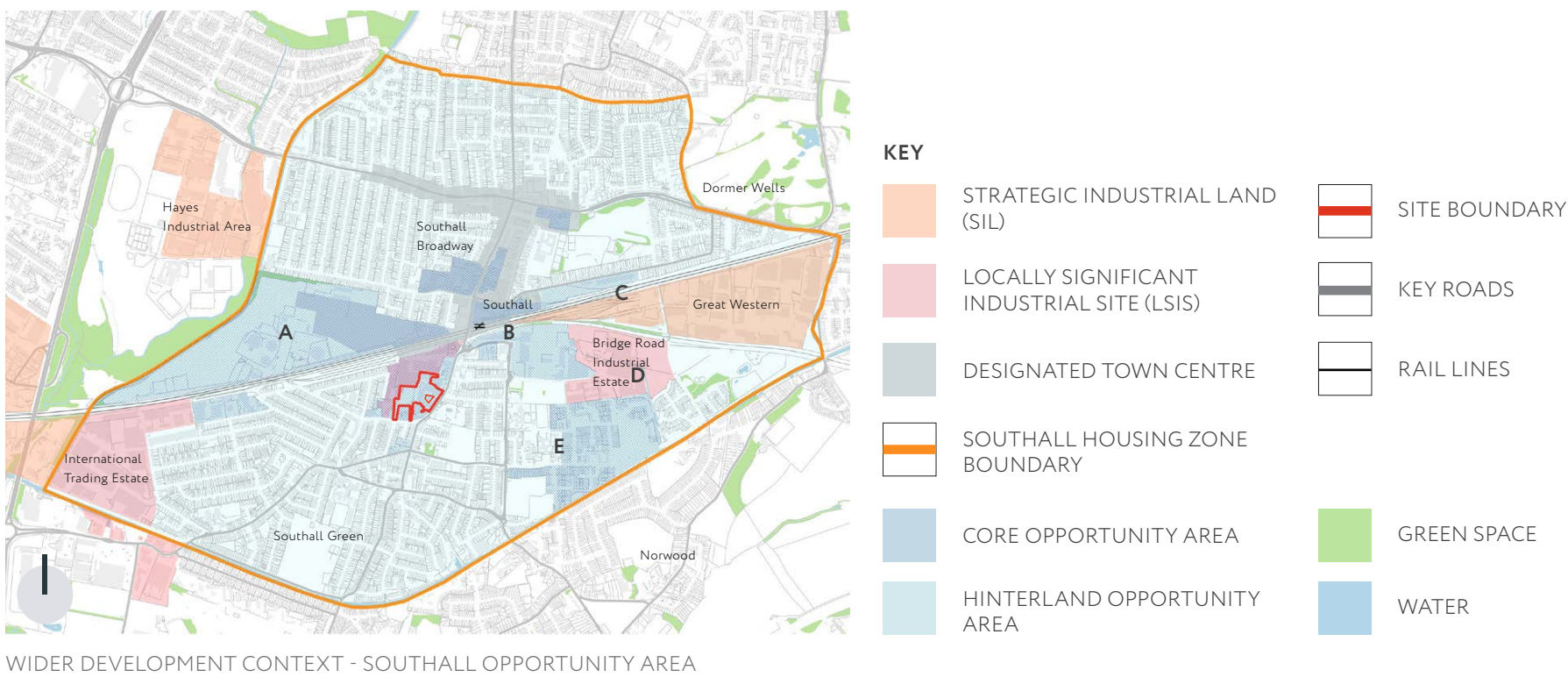
5.2.1 PTAL

The image below is map of the PTAL rating at the site and has been sourced from the TfL website. The PTAL rating is 4. It should be noted that crossrail is currently scheduled to run via Southall station which is 350m from the development site boundary. It is anticipated that this PTAL will improve as a consequence in the near future.



5.2.2 Emerging Site Context

The Green lies within the Southall Opportunity Area (SOU8). Within this area there has been planning approval for substantial development within the vicinity of site. A common principle of tall buildings has been established for developments within this area.



5.2.3 **London Heathrow Flight Path Restrictions**

Prior to commencement of development in any Part of the development a technical assessment of any potential effects of the development upon radio and/or electromagnetic signals, navigational and communication aids at Heathrow Airport shall be submitted to the London Borough of Ealing and the part of the development shall not be commenced until the subsequent approval in writing by the Council.

Reason: To ensure that there is no adverse effect on any navigational or communication equipment at Heathrow Airport.

No construction work (excluding demolition and groundworks) shall commence on site until a Radar Mitigation Scheme (RMS) including a timetable for its implementation during construction, has been agreed with the Operator and approved in writing by the Local Planning Authority. The Radar Mitigation Scheme (RMS) shall thereafter be implemented and operated in accordance with the approved details.

Reason: In the interests of Air Traffic Safety, the safe operation of Heathrow Airport and of NATS Enroute PLC, in accordance with the objectives of policies 6.6 and 7.7 of the London Plan (2016). [Core Document CDD. 1]

Air Traffic Safety Where a ‘Radar Mitigation Scheme’ has been required, no construction above 80m above ground level shall take place on site, unless the ‘Radar Mitigation Scheme’ has been implemented. Development shall not take place other than in complete accordance with such a scheme as so approved unless the planning authority and NATS (En-route) plc have given written consent for a variation.

Reason: In the interests of Air Traffic Safety, the safe operation of Heathrow Airport and of NATS Enroute PLC, in accordance with the objectives of policies 6.6 and 7.7 of the London Plan (2016). [Core Document CDD. 1]

No construction work (excluding demolition and groundworks) shall commence on site until the developer has agreed a “Crane Operation Plan” which has been submitted to and has been approved in writing by the Local Planning Authority in consultation with the “Radar Operator”.

Reason: In the interest of Air Traffic Safety, the safe operation of Heathrow Airport and of Nats Enroute PLC, in accordance with the objectives of policy 6.6 of the London Plan (2016). [Core Document CDD. 1]

Prior to any works commencing on site, the developer shall notify NATS En-Route PLC of the following:

- 1) The date construction starts and ends
- 2) The maximum height of all construction equipment rising above 10 metres agl.




Reason: In the interest of air safety in accordance with Policy 6.6 of the London Plan (2015). [Core Document CDD. 1]

Reference: Information taken from the Aviation Impact Assessment by Pager Power [CDC.1.5]



THE GREEN RELATIVE TO THE IHS

KEY

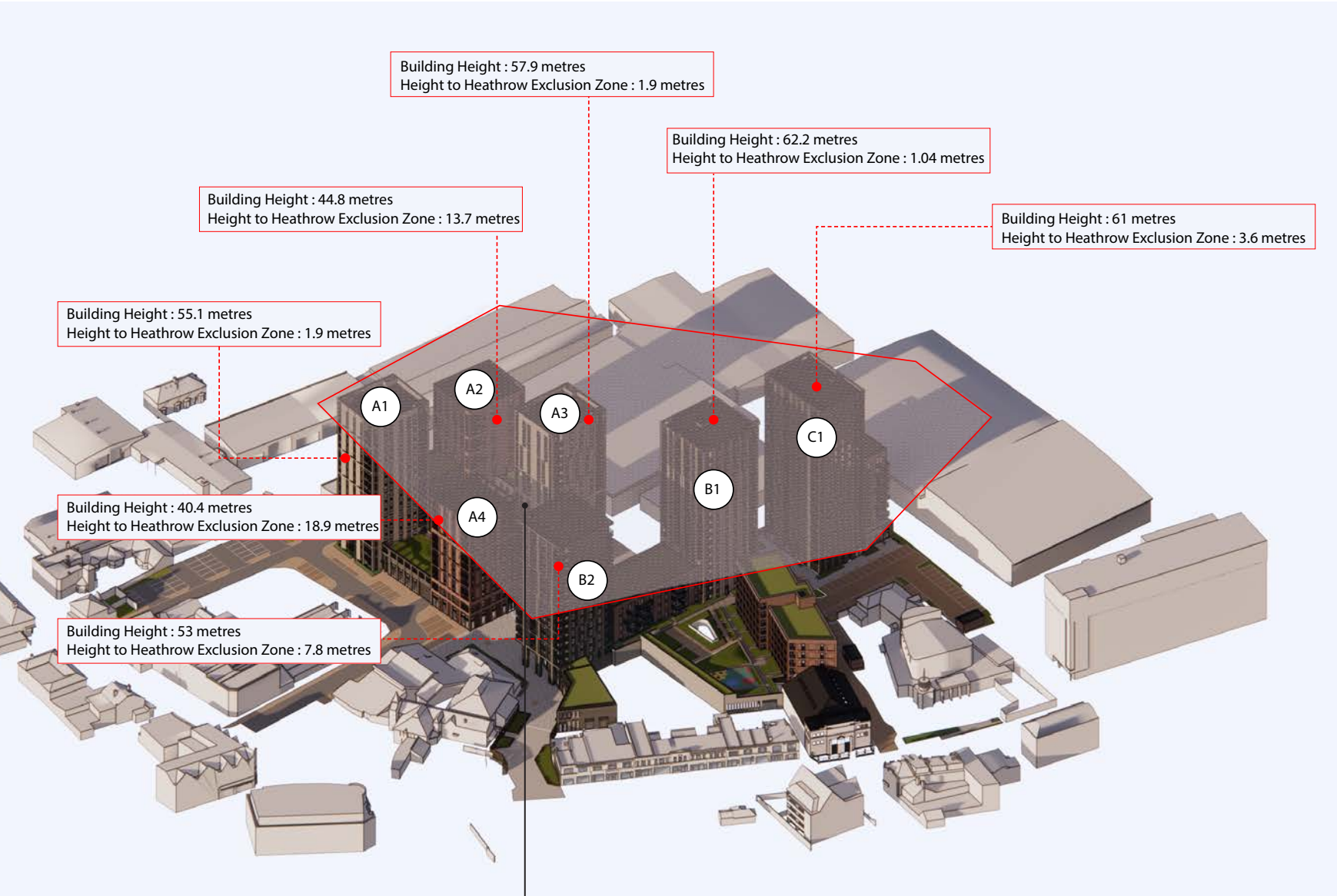
- | | |
|--|--|
|  SITE |  INNER HORIZONTAL SURFACE (4KM RADII) |
|  HEATHROW AIRPORT |  CONICAL SURFACE (2.1KM RADII) |

5.2.4 **Affect on the Development**

The site is around 4.4km away from the closest point of the North runway.

- 1. The IHS (4km wide) for Heathrow is 67.87m above sea level.
- 2. The OHS for Heathrow is 172.87 AOD.
- 3. The site is 31m above sea level, so we could be building 36m being still under the IHS. Our height limit would be 141m.
- 4. The Conical surface slopes in a gradient of 1:20 (5%) which when extended across the development site, is 20m above the IHS level.

In Summary, the report was in support of the scheme.



THE HEATHROW FLIGHT PATH RESTRICTION DIAGRAM

London Heathrow Flight Path Restriction



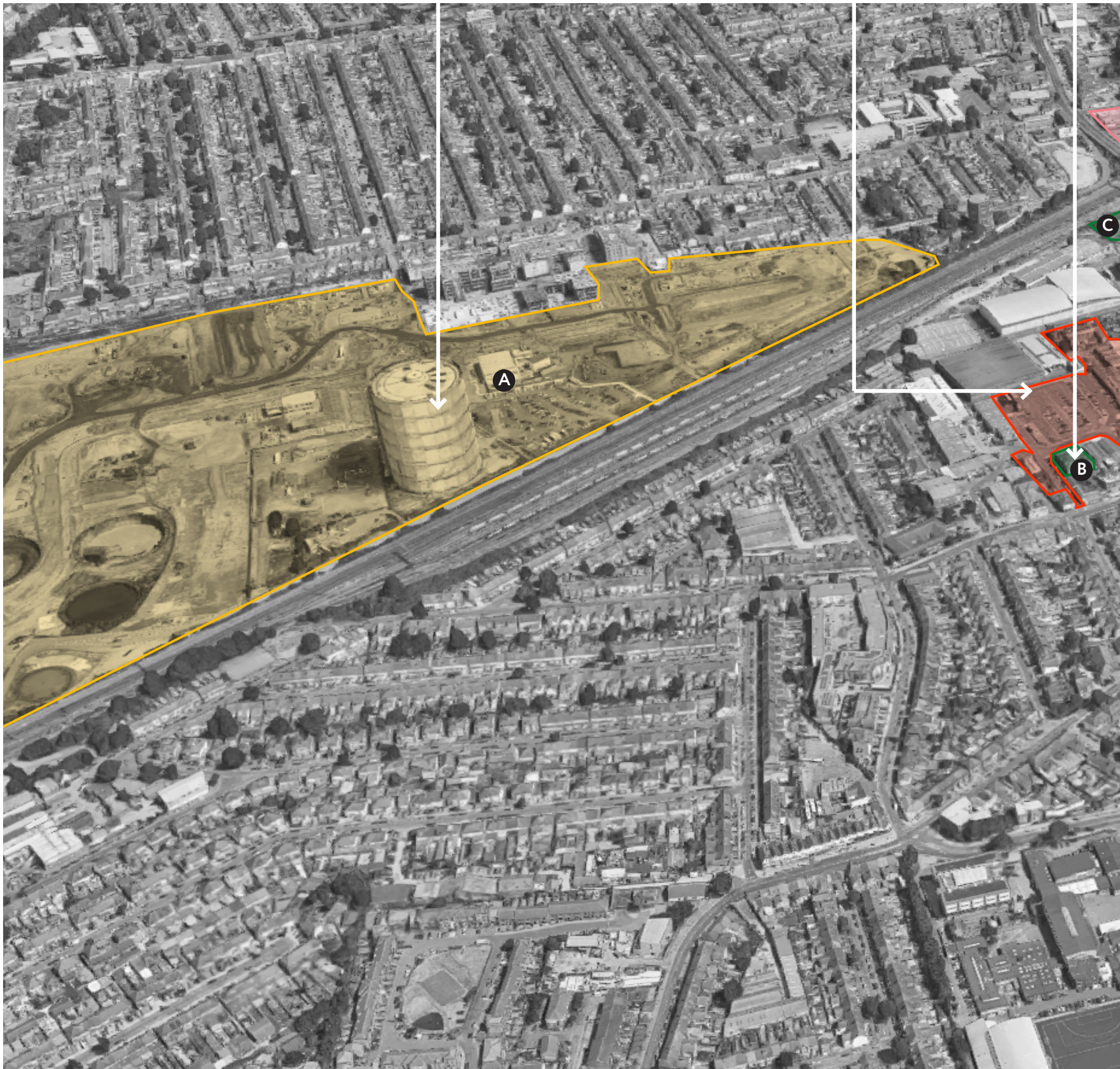
5.3 Emerging Site Context

Below, illustrates where these developments lie in relation to the site. These provide opportunities for the proposal to sit within a new context.

A The Gas Works
PP-2015-4682

B. Working Mens
Club - PP-05698252

Application Site



BIRDS EYE VIEW OF THE EMERGING CONTEXT

- C. Kings House
PP-05295712

D. New Southall Station Development

E. Merrick Road 177742FUL

F. Margarine Factory
PP-07079857

G. Former Honda Garage 164160FUL

H. Havelock Estate
PP/2013/3241



J. Malgavita Works
164015FUL

I. The Arches Business
Centre - 163020FUL

5.4 Design Development

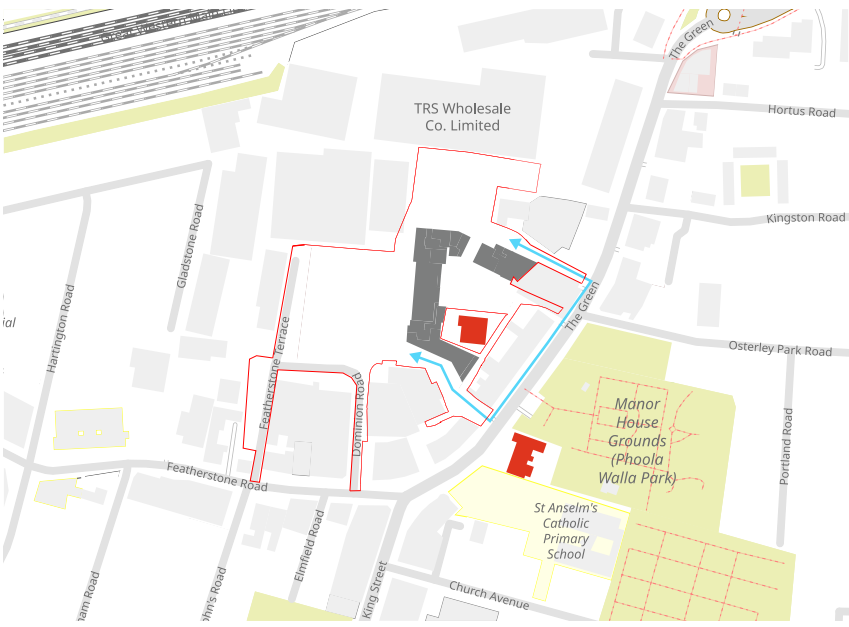
5.4.1 Aspirations For The Development

The existing site is a back land collection of car parking, function rooms, wholesale food supply and vehicle repair shops with some sales attached. The current site arrangement creates a physical obstruction between the established housing to the west and the newly developed Crossrail station at Southall. There is no permeability through the site in any direction and all access points from the east lead to dead end cul-de-sacs, poorly maintained service areas and areas of hardstanding being utilised for car repairs or waste storage. There is no natural surveillance around the site and servicing areas for the existing units are poorly maintained and unkept.

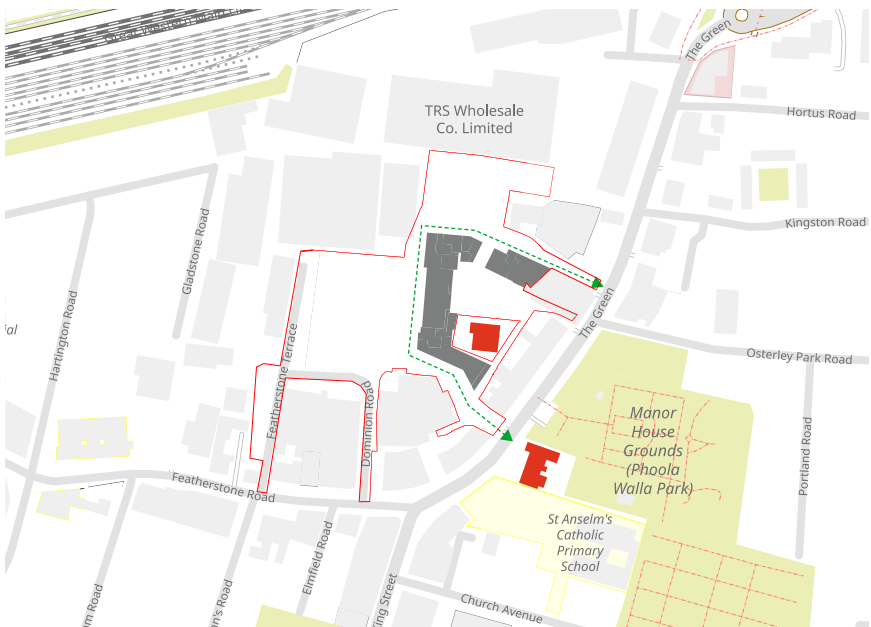
The redevelopment of this site presents the opportunity to create a welcoming and vibrant location that will draw pedestrians into the heart of the scheme with beautifully designed public spaces throughout. This scheme presents the opportunity to open routes through the site to create pedestrian and cycle links to the new Southall Station to the north. Substantial areas of Class E space at ground floor level will enliven the new streetscape and create a destination location in this otherwise intimidating location and new residential homes above will provide much needed housing within the area that will also provide natural surveillance to footpaths and carriageways.

5.4.2 Site Layout Evolution

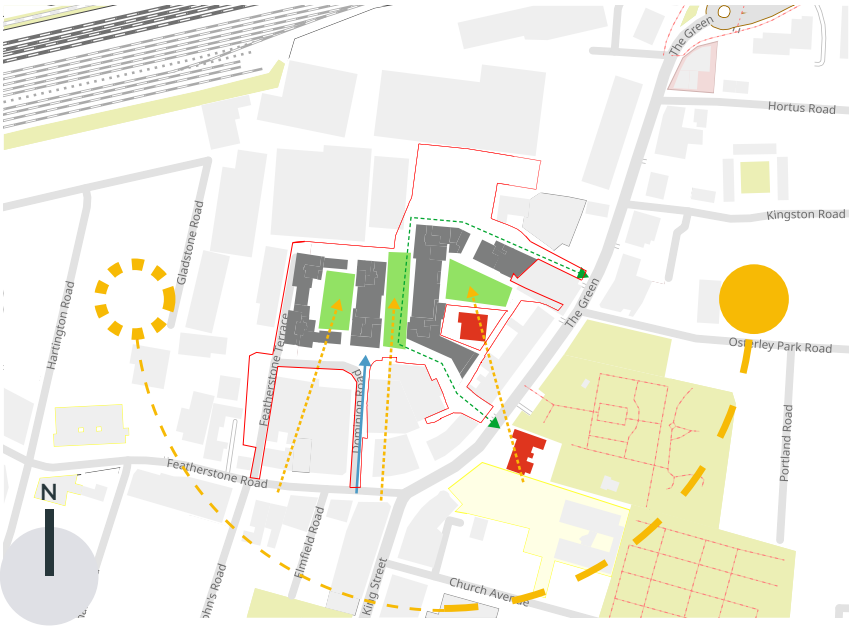
- 1. Active frontage to be extended from the Manor Parade into the heart of the scheme, improving and activating the frontage to the Tudor Rose as well as Dominion Centre. Thus creating a strong street frontage facing away from the substation. The built form screens utility and back of house.
- 2. Create legible and defined “route” through the development site to tie back into The Green. Enhance and facilitate future links from the surrounding residential areas to the Crossrail station.
- 3. Establish a new public realm at the centre. Take advantage of the Southerly aspect of the site and maximise dual-aspect homes and avoid single aspect North-facing homes. Provide quality private amenity spaces and communal garden spaces.
- 4. Create a destination gateway at the North end of the site. Re-provide public parking to serve the town centre.



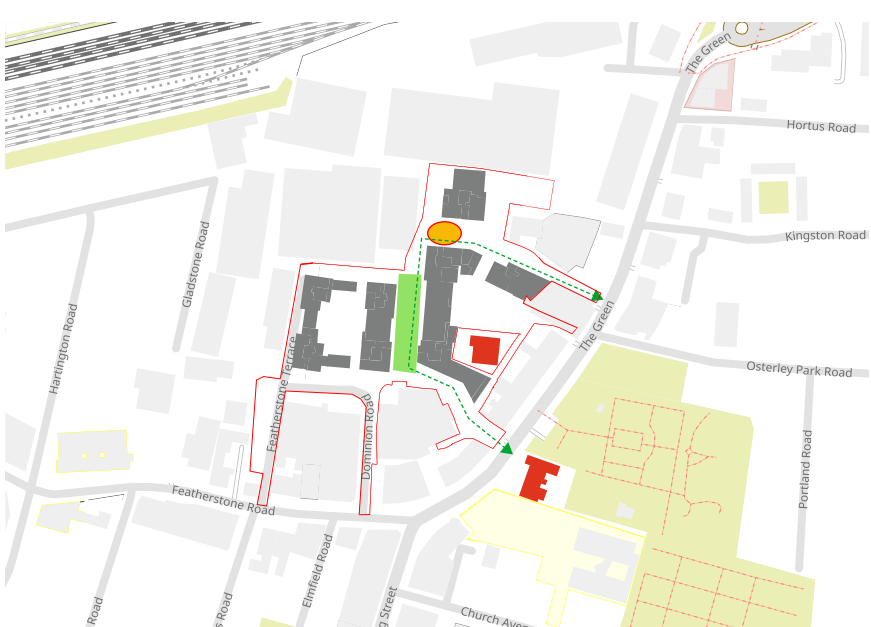
1. CREATE STRONG STREET FRONTAGE FACING AWAY FROM THE SUB STATION CONSTRAINT. BUILT FORM SCREENS UTILITY FACILITY AND BACK OF HOUSE.



2. CREATE LEGIBLE AND DEFINED 'ROUTE' THROUGH DEVELOPMENT SITE TO TIE BACK INTO THE GREEN AND THE MANOR PARK. ENHANCE PERMEABILITY FROM THE SURROUNDING RESIDENTIAL AREAS TO THE CROSSRAIL STATION.



3. ESTABLISH NEW 'HEART' TO DEVELOPMENT AND DEFINE THE SPACE. CREATE ENLIVENMENT WITHIN THE CENTRE OF THE SCHEME.



4. CREATE A DESTINATION GATEWAY TO INVITE THE COMMUNITY INTO THE SCHEME.

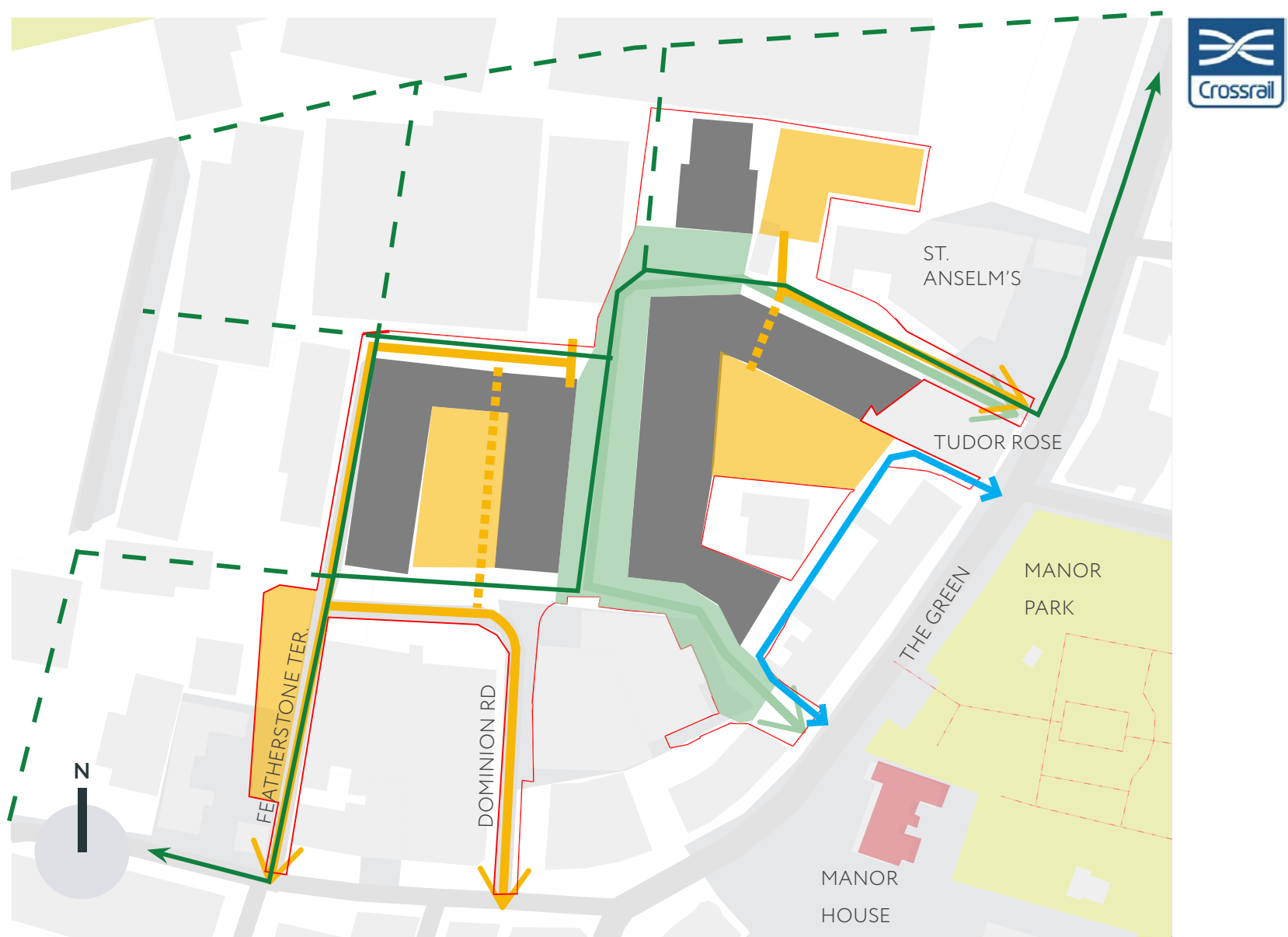
5.4.3 Improved Routes and Linkages

The aspirations set out for The Green character area in the Southall Opportunity Area Planning Framework include the following key points:

1. Development should facilitate an improved public realm, with a high quality pedestrian environment linked to the public and green spaces along the high street network.
2. Opportunities to improve pedestrian and cycle routes should focus on enhancing links from the surrounding residential areas and onwards to the Crossrail station.
3. Access and servicing for retail and other uses along the high street should be off-street and from the rear where possible.

In response to the above, the proposals have created:

1. High quality pedestrian focused public realm that runs through the heart of the scheme connecting to The Manor Park and providing additional links from the surrounding residential areas to the Crossrail station.
2. A dedicated service access to the existing shops on The Green from the rear, removing servicing from the high street frontage.
3. Establish an urban grid to facilitate future routes and linkages



ROUTES AND LINKAGES

KEY

	VEHICULAR MOVEMENT		RETAINED SERVICE ROUTE FOR HIGH ST
	CAR PARKING AREA		NEW PEDESTRIAN ROUTES TO STATION
	RESTRICTED VEHICULAR MOVEMENT		FUTURE EXPANSION ROUTES
	PEDESTRIAN FOCUSED PUBLIC REALM		

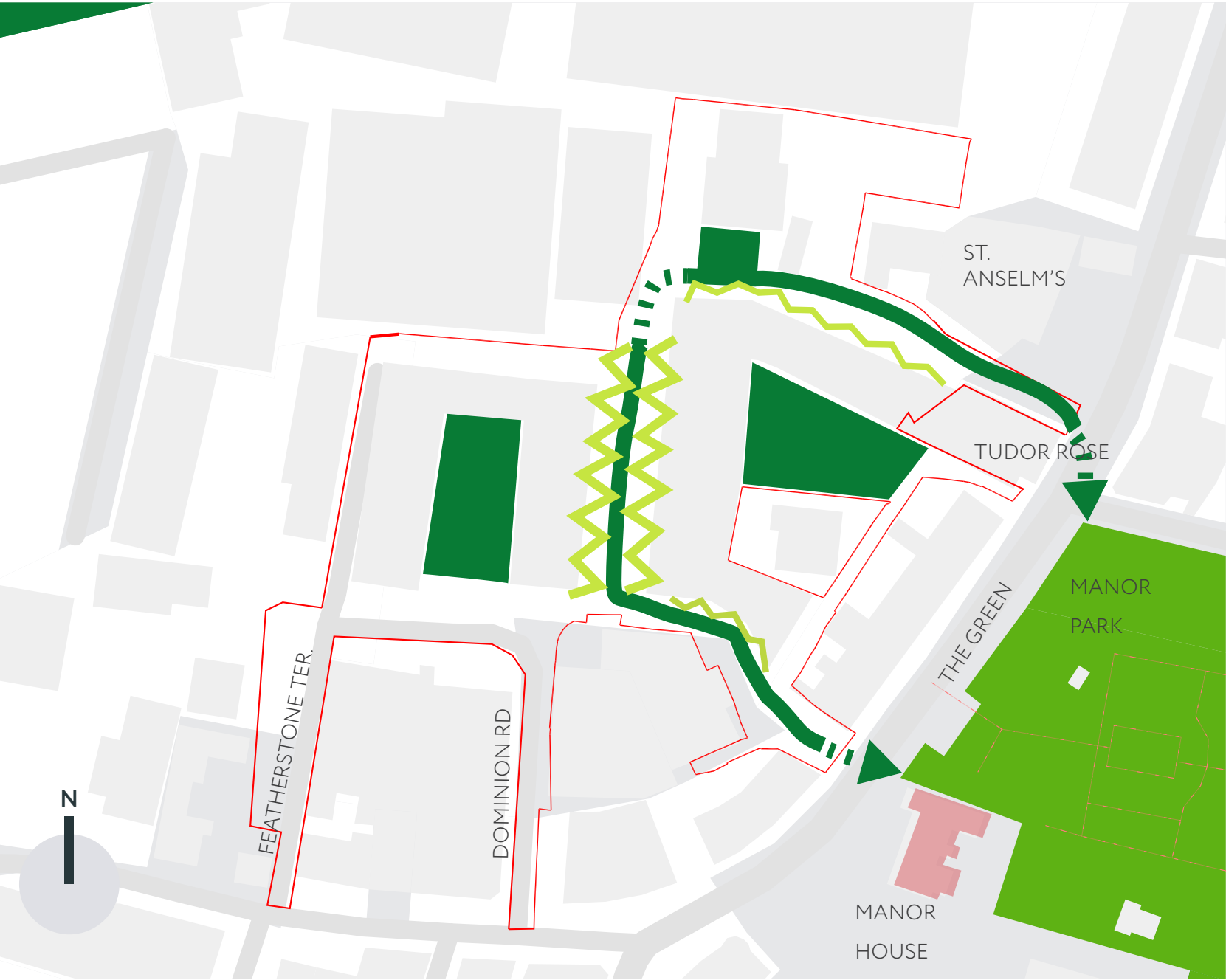
5.4.4 Improved Public Realm and Amenity Space

New Public Realm:

- 1. A pedestrian focused new public realm has been created opposite the local landmark Manor House. This new public realm is a key feature that offers an attractive extension to the existing high street. It has been designed as a series of connecting spaces that loop from The Green through the heart of the scheme.
- 2. The new public realm will create a positive interaction with the new employment space created at the ground level of the scheme, ensuring a vibrant and secure neighbourhood throughout the day.
- 3. The main design objective is to open up and reconnect the new public realm back into the grain of the town centre, to encourage outdoor activities, to promote health and well being, foster social interaction and create a neighbourhood destination.

New Amenity Space:

- 1. In addition to private amenity space, residents of the proposed new development will also have access to high quality communal amenity space in the form of podium level resident gardens.
- 2. The two communal resident gardens proposed all benefit from open and south facing aspect.
- 3. All communal gardens have been designed to be inclusive, and welcoming.



OPEN SPACE AND PUBLIC REALM

KEY

PROPOSED PUBLIC REALM
AND OPEN SPACE WITHIN THE
SITE

PUBLIC REALM ADJACENT TO
THE SITE

INTERACTIVE AND ACTIVE
FRONTAGES

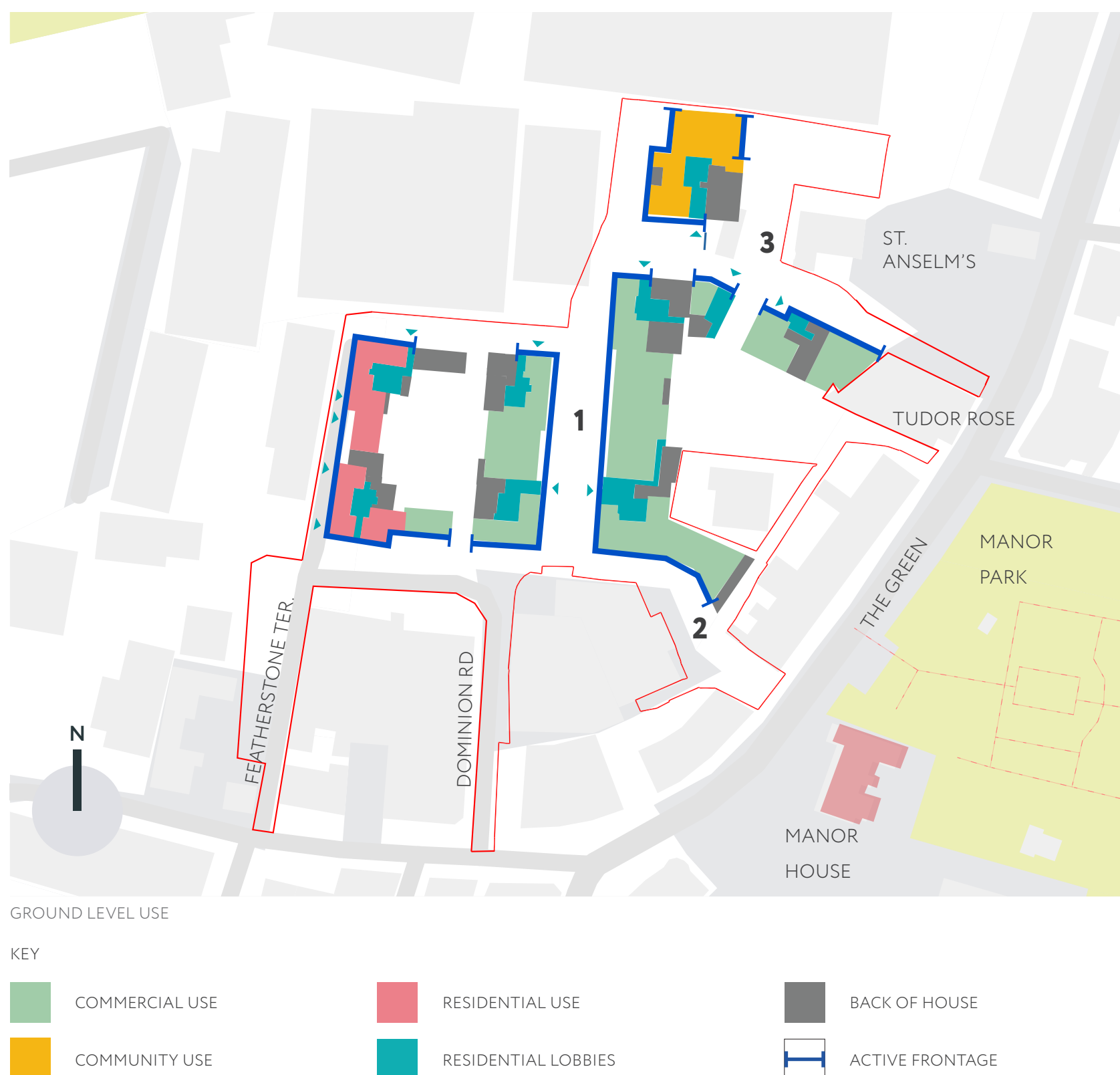
5.4.5 Ground Floor Uses

The aspirations set out for “SOU8 The Green” challenge new developments to;

1. Consolidation and intensification offers the opportunity for improved provision for commercial/business uses with a variety of unit sizes and types to support a vibrant activity mix;
2. Provide flexible commercial space for small and medium enterprises.
3. Better manage the relationship between the industrial uses and the high street environment of The Green, based around a rationalised block structure and street layout where possible.

In response to the above, the proposals have created:

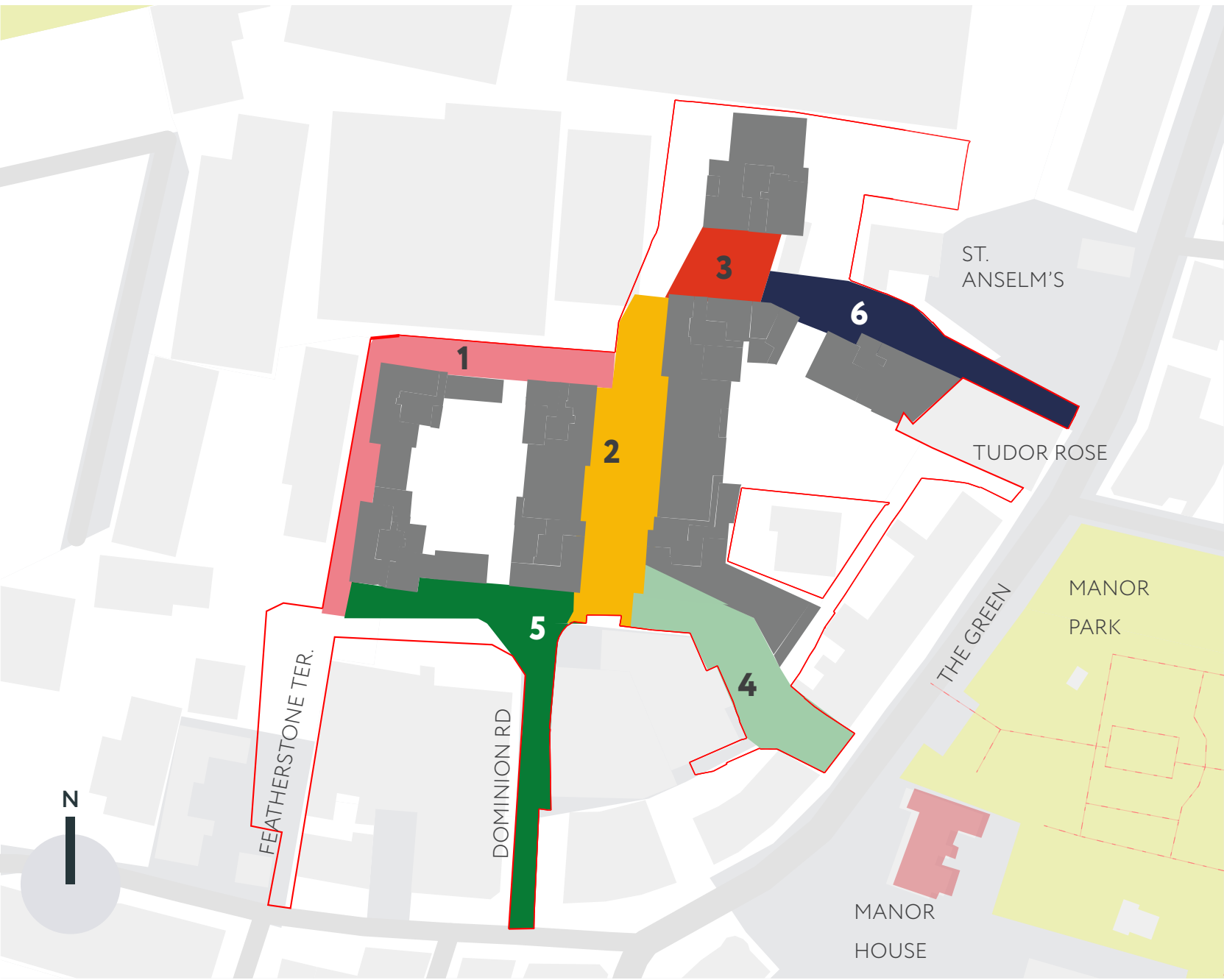
1. Maximum active frontages throughout the development, animated by a range of flexible, high quality commercial space and legible residential entrances.
2. Dedicated service routes providing access to the rear of proposed commercial use where possible to ensure the central public realm remains pedestrian focused.
3. Commercial use to bookend the existing Manor Parade, flexible commercial use compatible with residential use, and potential new community use in the heart of the scheme to draw the public into the newly created public realm.



5.4.6 Character Areas

The proposals seek to create a destination location that is legible and welcoming. To enhance the legibility and way-finding across the development, a number of “character areas” have been created within the proposals.

“Character areas” are defined by subtle differences in the architectural design, the functions they serve, the scale of the public realm they create and the landscaping detail at a human scale.



CHARACTER AREAS

KEY	
1	INDUSTRIAL FRINGES
2	CENTRAL BOULEVARD
3	NORTHERN GATEWAY
4	MANOR HOUSE APPROACH
5	DOMINION ROAD APPROACH
6	ST ANSELM'S AND TUDOR ROSE

5.4.7 Landscape Development

The landscape design approach clearly mirrors the established character areas.

The aim is to develop a clear legible public realm that can be easily navigated by pedestrians but also drivers looking for the town centre parking.

Manor House Approach and the Central Court are the key pedestrian spaces. Off these are the Mews (Industrial Fringes) that serve building A, building C and the public parking. The character of Dominion Road and the southern section of Featherstone Terrace will remain as streets, with tarmacadam carriageway and kerbs.

The residential gardens are planted as much as possible to create as green and lush an environment as possible that benefits children, families and friends.



CHARACTER AREAS

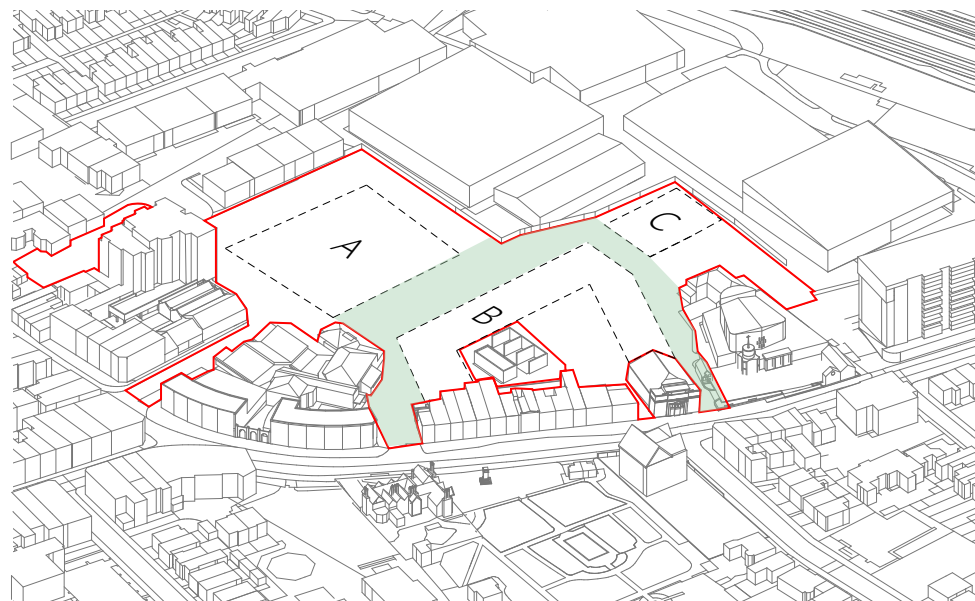
KEY

1	INDUSTRIAL FRINGES	2	CENTRAL BOULEVARD	3	NORTHERN GATEWAY
4	ST ANSELM'S	5	MANOR HOUSE APPROACH	6	DOMINION ROAD APPROACH

5.4.8 Massing Development

The existing site layout offers very little active frontage and has no usable public realm. The current arrangement creates a physical block to any vehicular and pedestrian movement from East to West and South to North.

The following diagrams illustrate how we have approached the development to respond to the above constraints and how we developed the size and scale of the massing for the scheme. These diagrams highlight how the massing responds to the context.



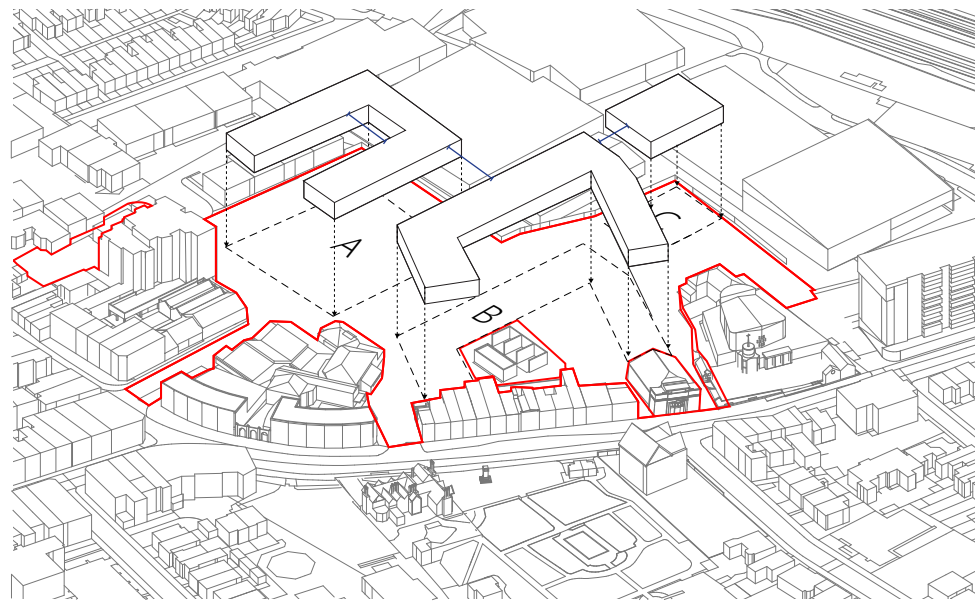
KEY

OPPORTUNITY FOR A NEW PUBLIC REALM

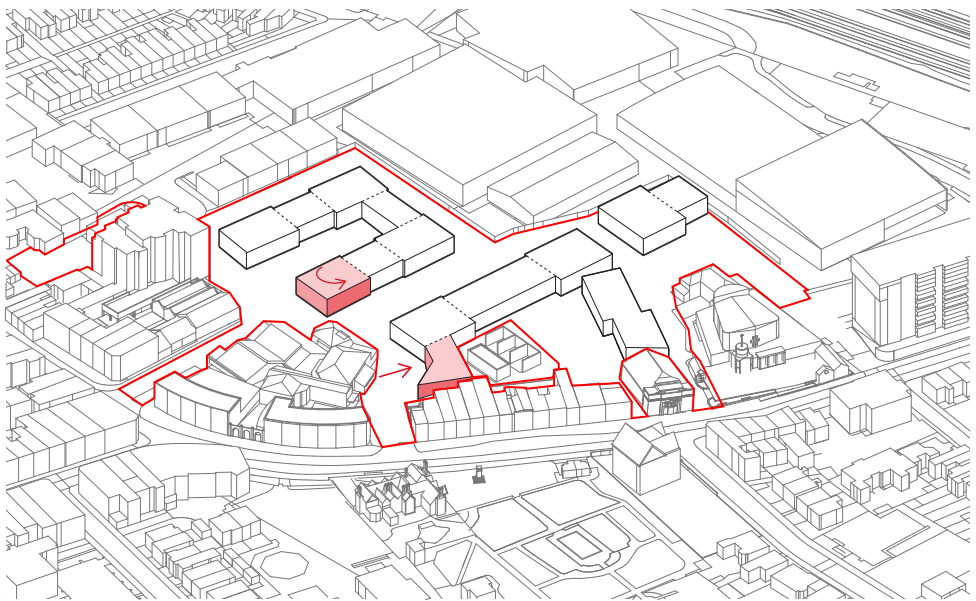
COMPLIANT OVERLOOKING DISTANCE DICTATES THE FOOTPRINT OF THE MASSING

OPPORTUNITY FOR HEIGHT

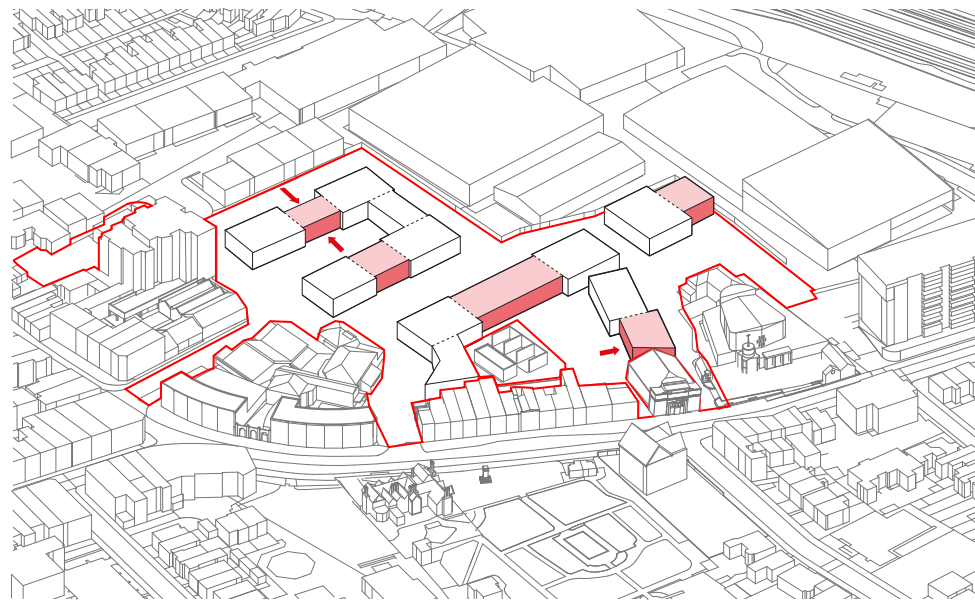
A. SITE DIVISION



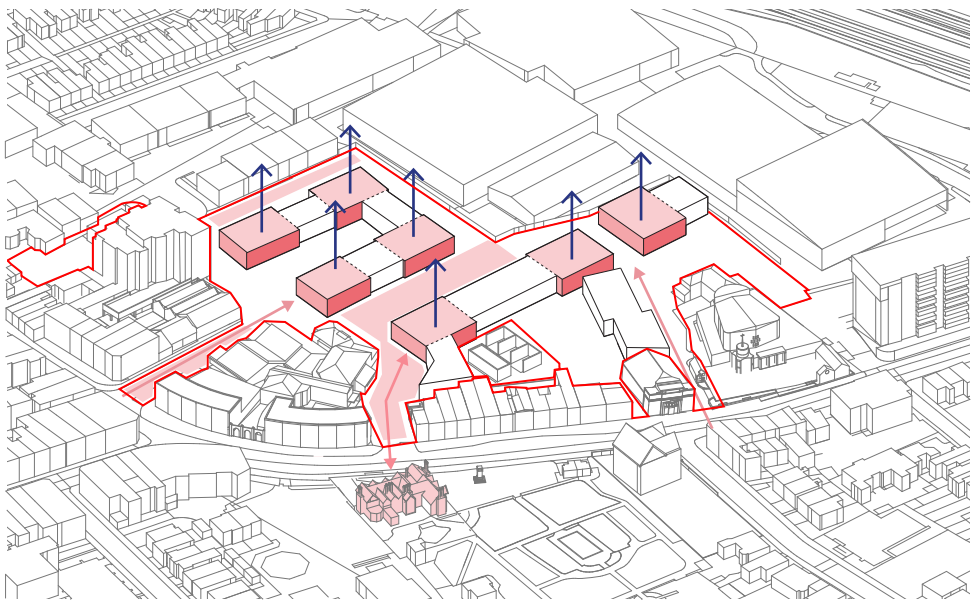
B. LOCATION FOR MASSING



C. ROTATION AND PINCHING - ROTATION TO CREATE A TERMINATION AT DOMINION ROAD BY ORIENTATING THE MASSING TO BE PERPENDICULAR TO THE ACCESS ROAD. PINCHING, TO PROVIDE A VISUAL CONNECTION AND PEDESTRIAN ACCESS FROM THE GRADE II* LISTED MANOR HOUSE.

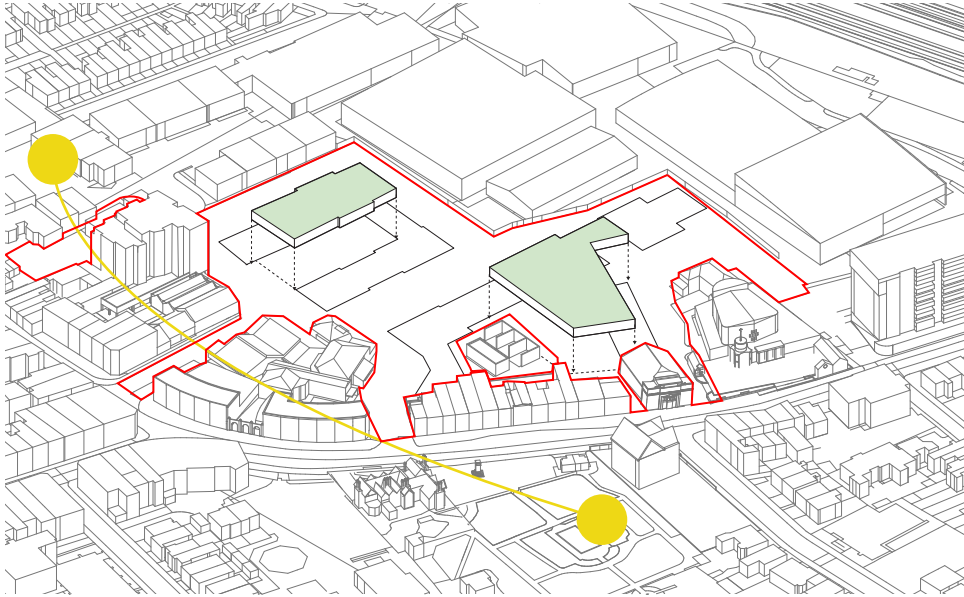


D. MASSING PINCHED TO HELP BREAK THE SCALE TO HELP THE PROPOSAL ASSIMILATE INTO THE LOCAL SURROUNDINGS.

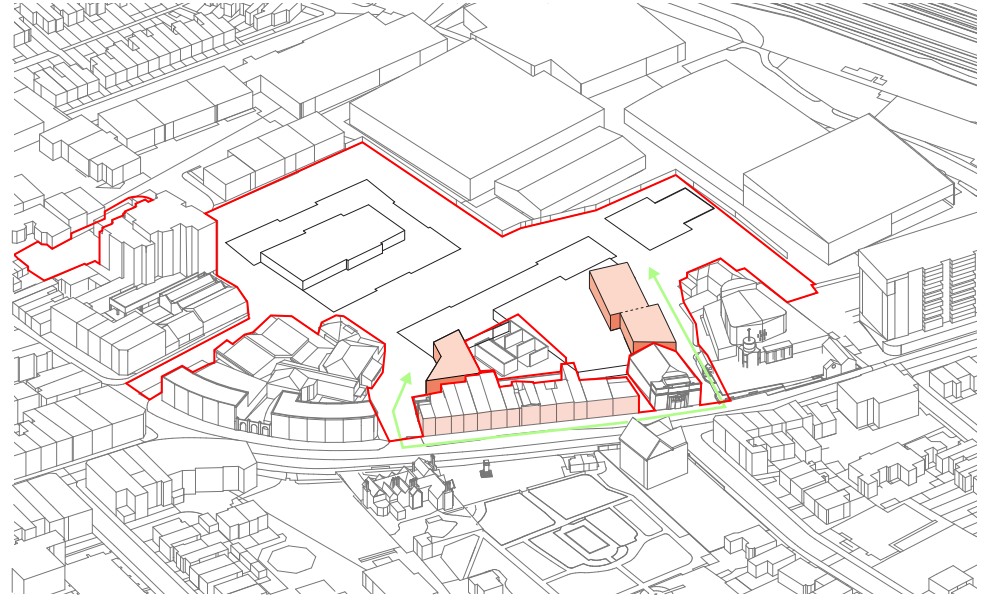


E. OPPORTUNITY FOR OPTIMISING HEIGHT AT NODES OF THE SITE WHICH CREATES ANCHOR POINTS. THE POINTS RESPOND TO THE IMMEDIATE SITE CONTEXT

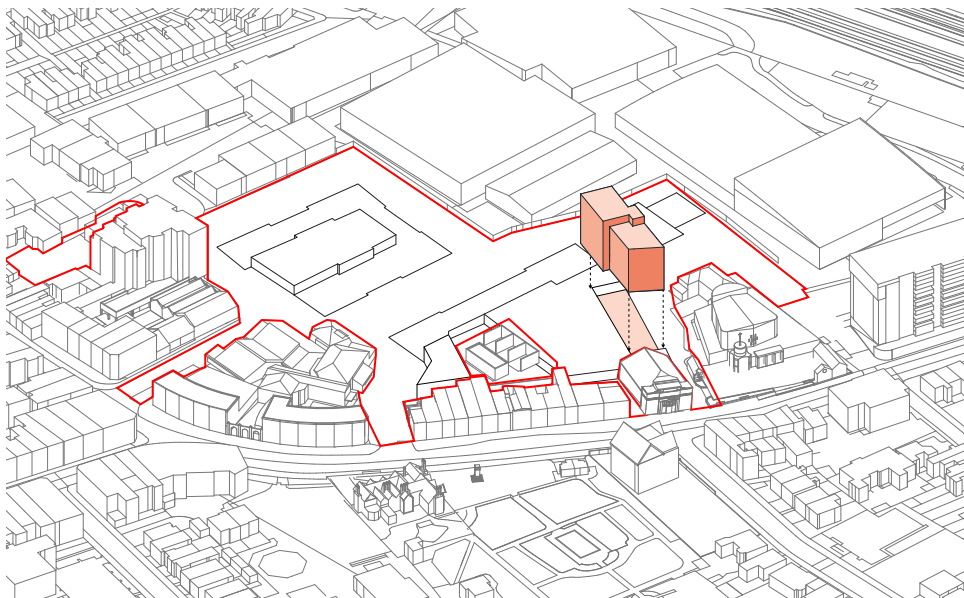
5.4.8 Cont... The following diagrams illustrate the development of the massing and how it responds to the surroundings.



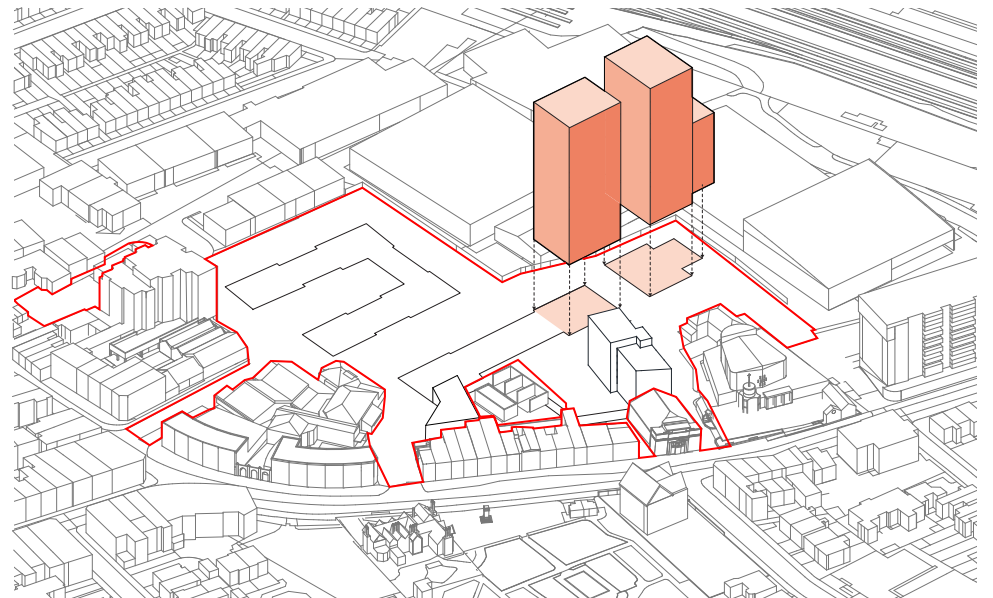
A. SOUTH FACING SHARED PUBLIC REALM



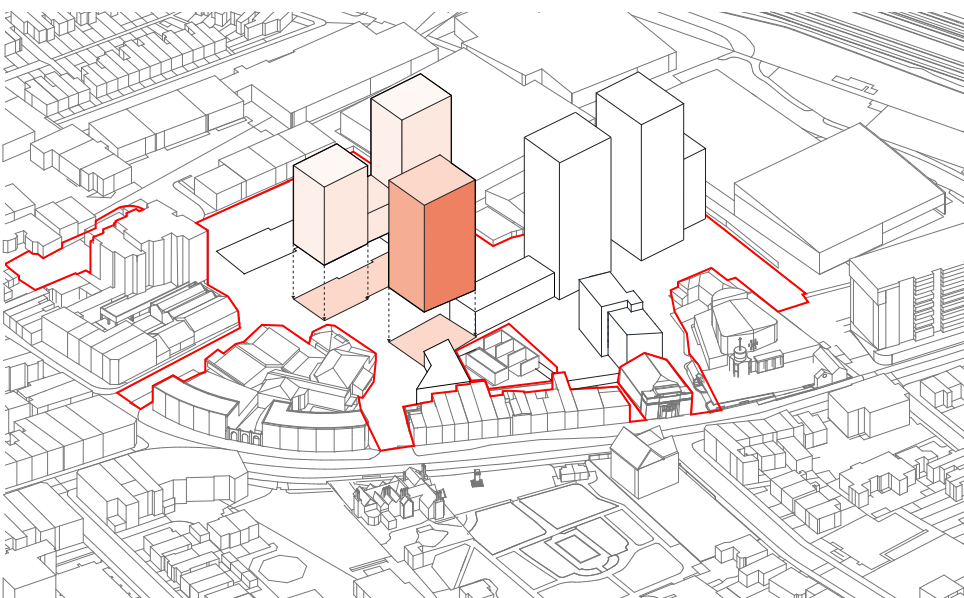
B. LOW RISE MASSING BOOKENDS EXISTING MANOR HOUSE PARADE ATTRACTING PEDESTRIAN MOVEMENT TO THE HEART OF THE PROPOSAL



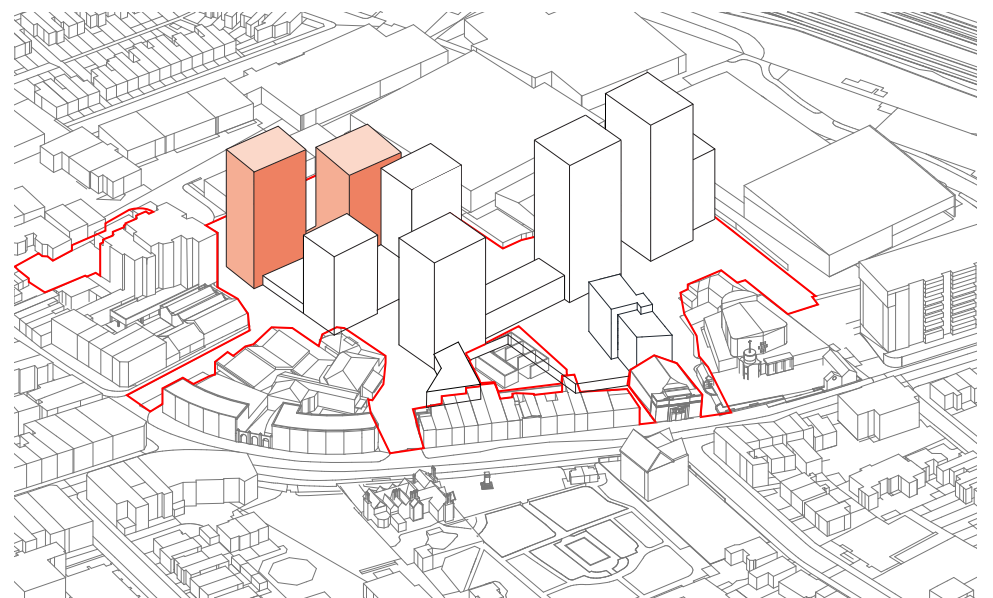
C. LOW TO MID-RISE BLOCK ADJACENT TO ST ANSELM'S PROVIDES TRANSITION FROM HEIGHT ALONG THE GREEN TO HIGH RISE WITHIN THE SITE



D. MASSING CREATES A GATEWAY TO THE NORTH OF THE SITE (THE ENTRANCE CLOSEST TO SOUTHALL STATION).



E. MASSING HERE CREATES A DESTINATION AT THE HEART OF THE SCHEME



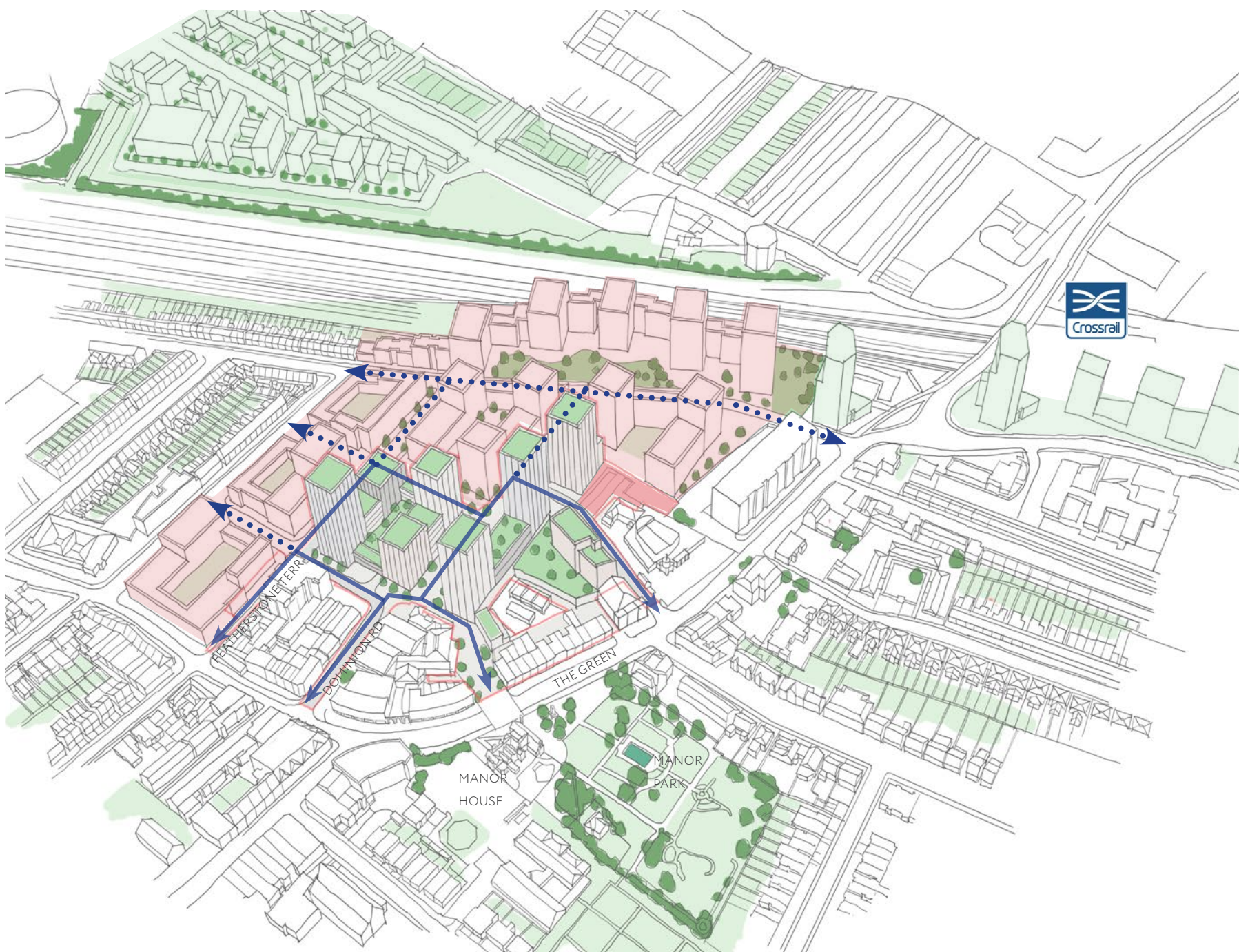
F. MASSING AT FEATHERSTONE TERRACE CREATES A TRADITIONAL STREET

5.4.9 Aspirations for the wider area

During the design development process, the design team has studied beyond the development boundary and ensured the proposals facilitate and future proof the development potential of the wider area.

An indicative masterplan has been prepared in response to the relevant policies and aspirations for the wider context.

As illustrated, it is envisaged that the fully redeveloped masterplan would allow for a new urban grid to be implemented between the currently disconnected residential areas to the west and the Southall town centre area and new Crossrail station.



WIDER SITE CONTEXT

KEY



INTERNAL ROUTES



POTENTIAL EXPANSION NETWORK



PUBLIC CAR PARK



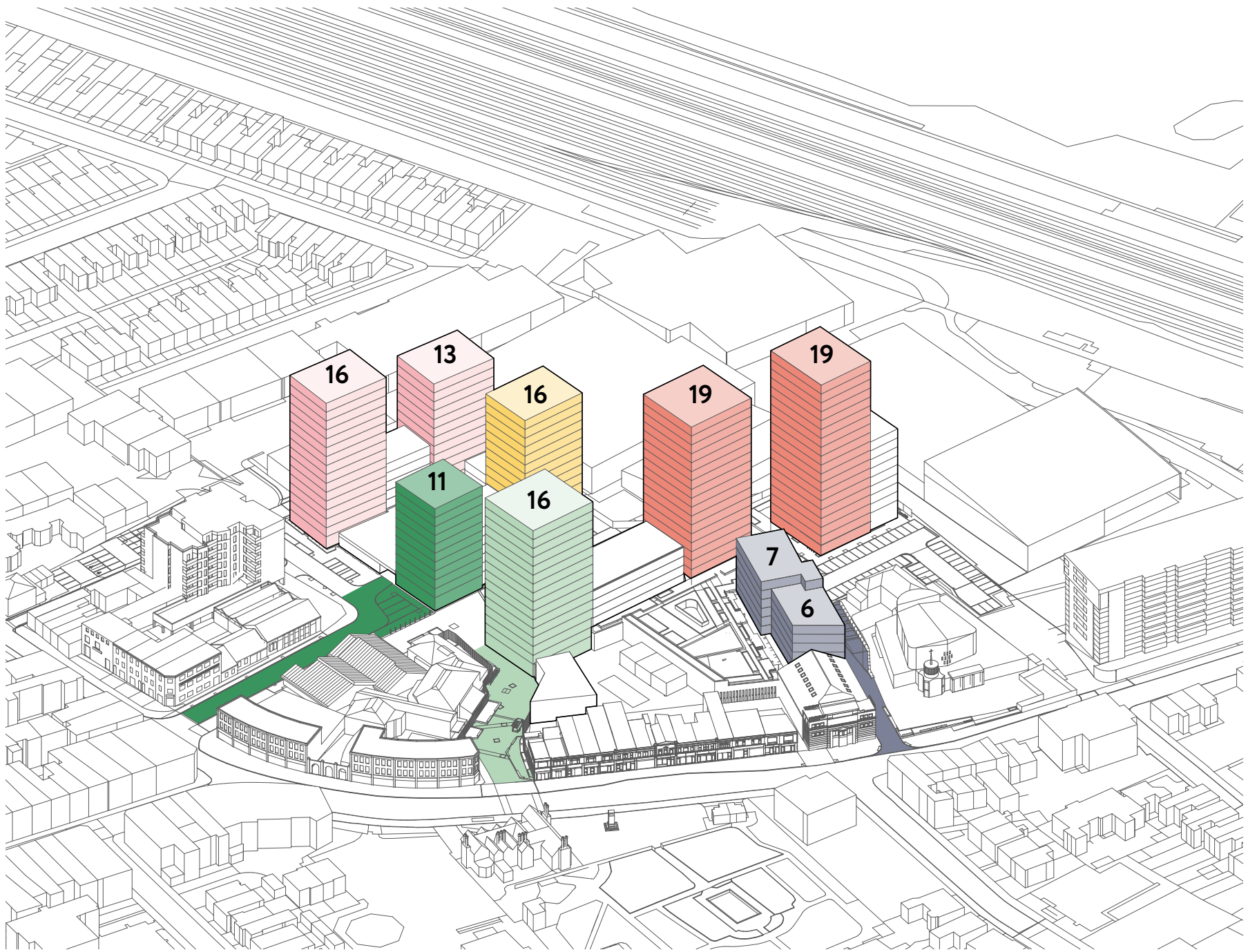
CONSENTED SCHEMES IN THE AREA



POTENTIAL FOR FUTURE DEVELOPMENT

5.4.10 Development of Character Areas

The scheme has been designed to deliver 6 specific 'character' zones within the development site. Each zone is related but slightly different in character.



CHARACTER AREAS

KEY

 INDUSTRIAL FRINGES	 ST ANSELM'S AND TUDOR ROSE
 CENTRAL BOULEVARD	 MANOR HOUSE APPROACH
 NORTHERN GATEWAY	 DOMINION ROAD APPROACH

5.5 Design Changes

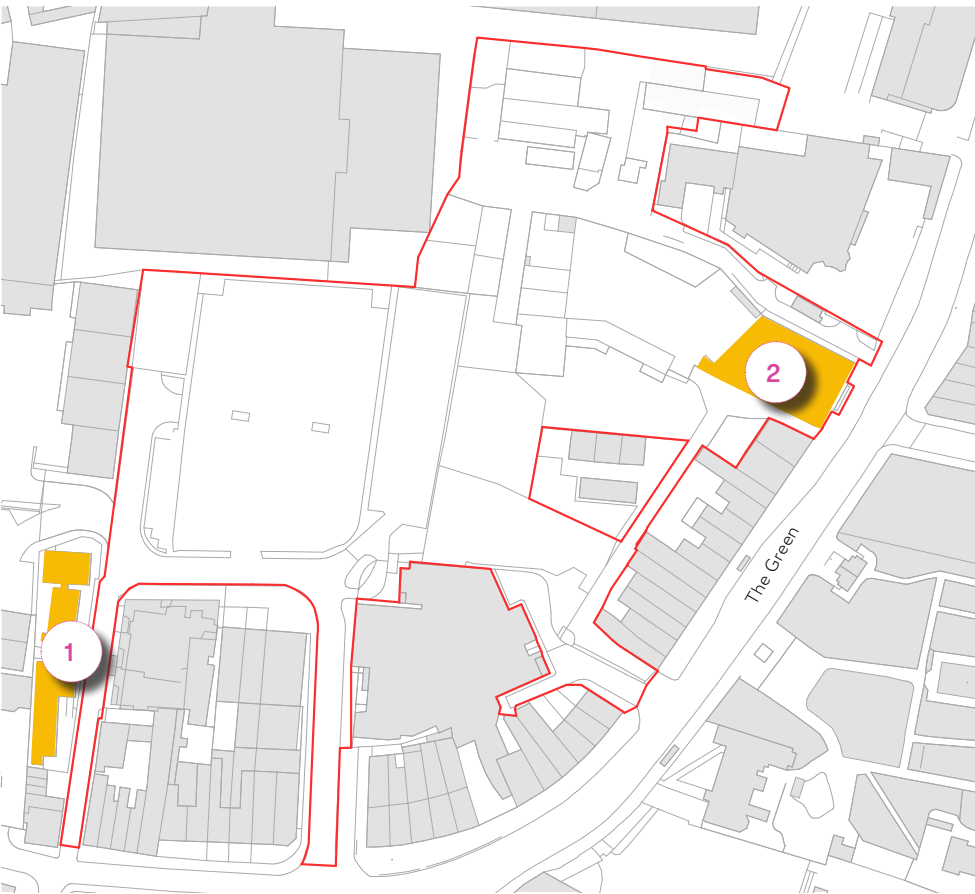
The original site boundary included the Tudor Rose and Excluded the Somali Community Centre. Following consultation with the public and site owners, the boundary was amended to include the Somali Community Centre but exclude the Tudor Rose

The latest revision includes the Somali community centre within the red line boundary. As such the Somali community centre will be demolished in lieu of a public parking provision and new community facility has been provided within the development proposals

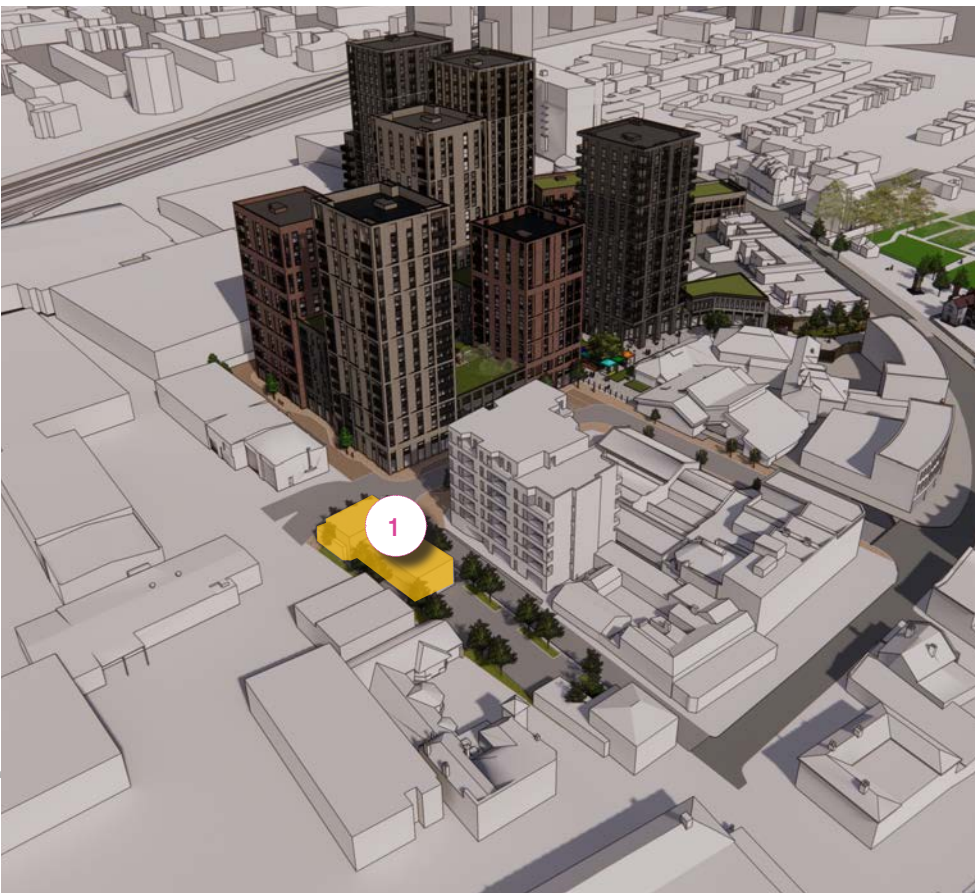
Please refer to the statement of evidence by Ms Eleanor Young (Sections 9.4, 9.7 & 9.14) for details of the consultation.

KEY

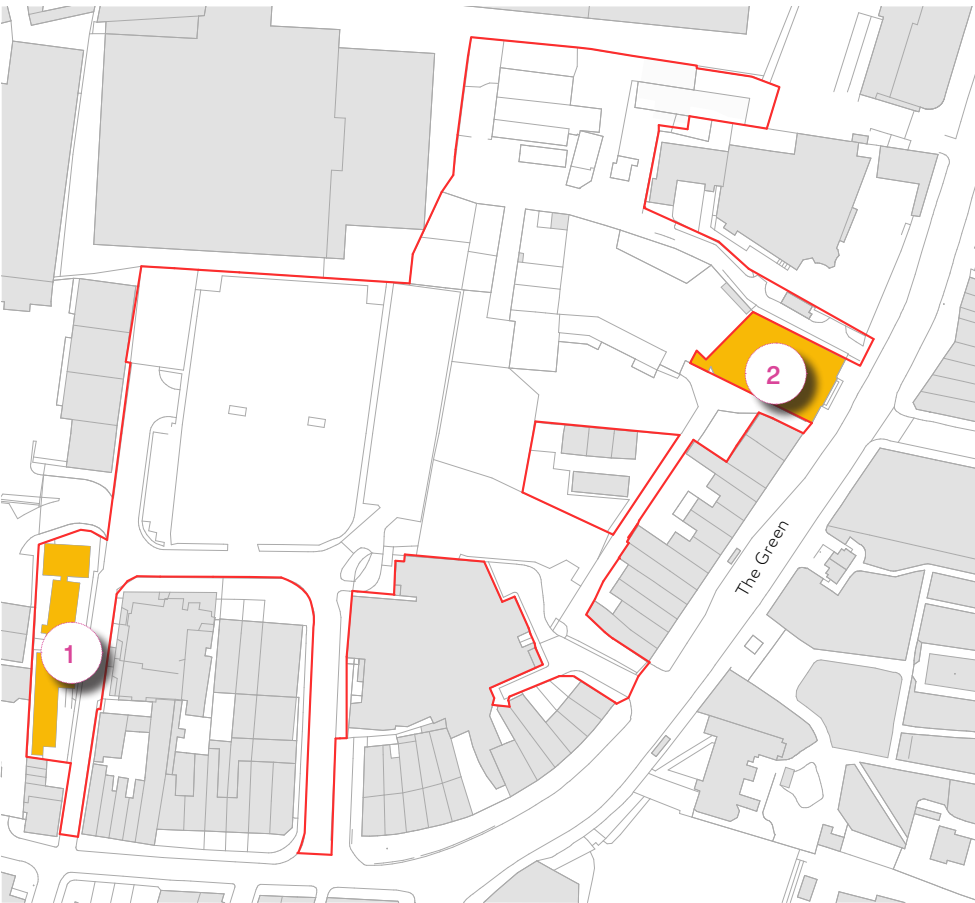
- 1 THE SOMALI COMMUNITY CENTRE
- 2 THE TUDOR ROSE



PREVIOUS SITE BOUNDARY



PREVIOUS DESIGN RETAINED THE SOMALI COMMUNITY CENTRE



APPROVED SITE BOUNDARY



PROPOSED DESIGN WHICH INCLUDES THE SOMALI COMMUNITY CENTRE WITHIN THE RED LINE



PREVIOUS DESIGN DEMOLISHED THE TUDOR ROSE



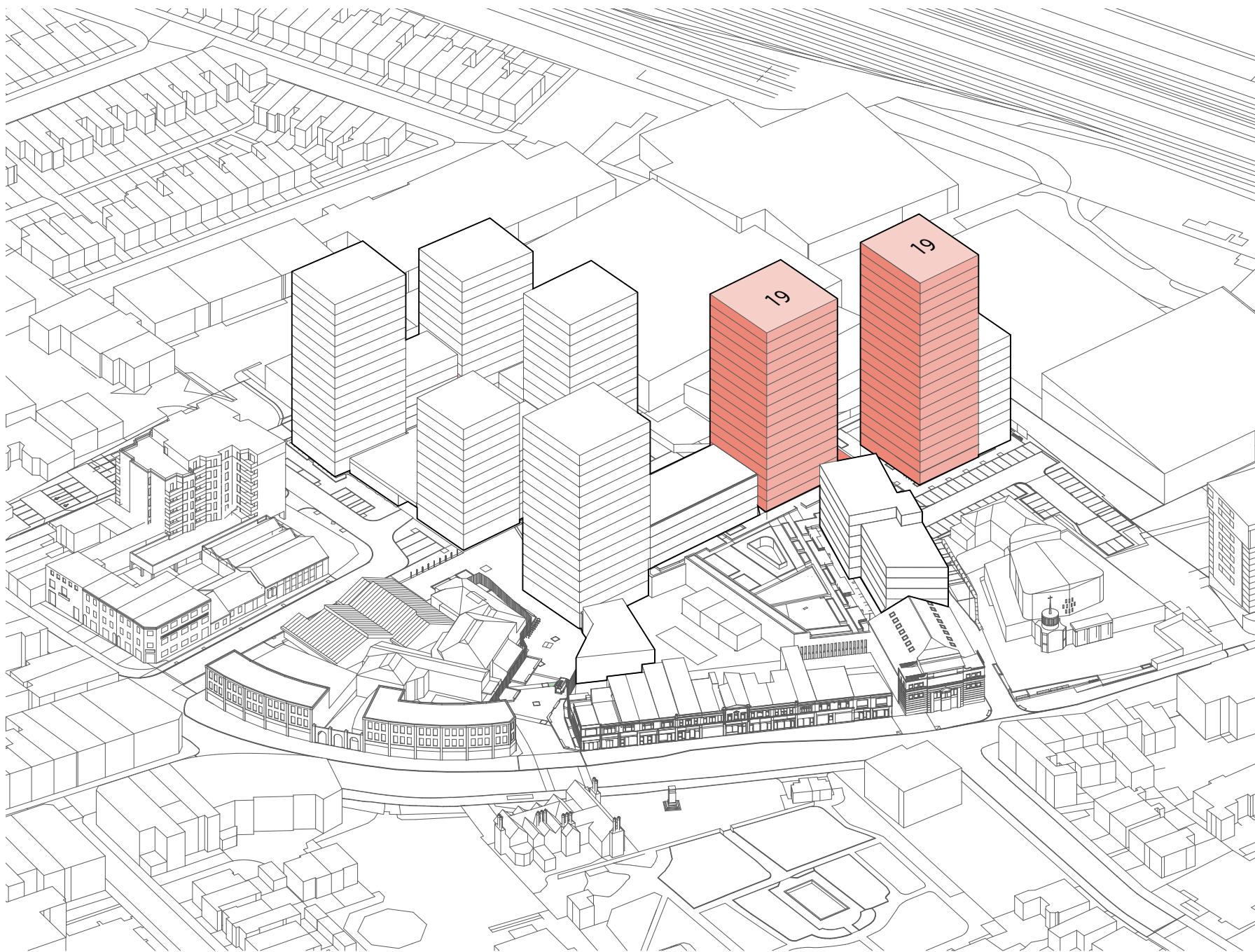
PROPOSED DESIGN WHICH EXCLUDES THE TUDOR ROSE FROM WITHIN THE RED LINE

5.6.1 The Northern Gateway

These two principal towers serve as a visual gateway into the heart of the development as the site is approached from the North. Tower B2 should create a central anchor point for the rest of the development with all other towers being subservient to it. As such, the facade of the building has been developed to create a vertical emphasis thereby exaggerating its height in relation to the other buildings.

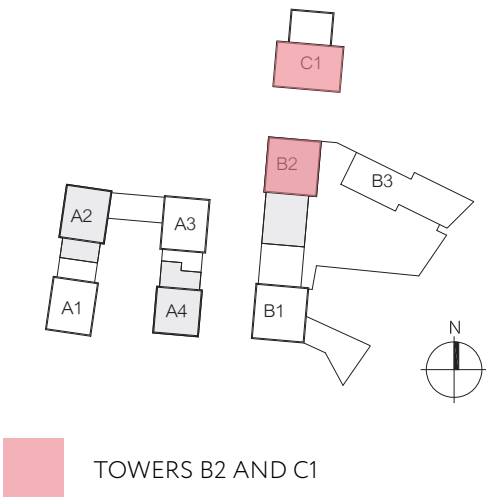
Tower C1 will form the opposite gateway building which will be formed at the same number of storeys but different emphasis will reduce the visual height of this building in relation to Block B2.

These two towers start to define the potential increase in height for the future northern expansion area to the south of the railway line.



3D KEY PLAN

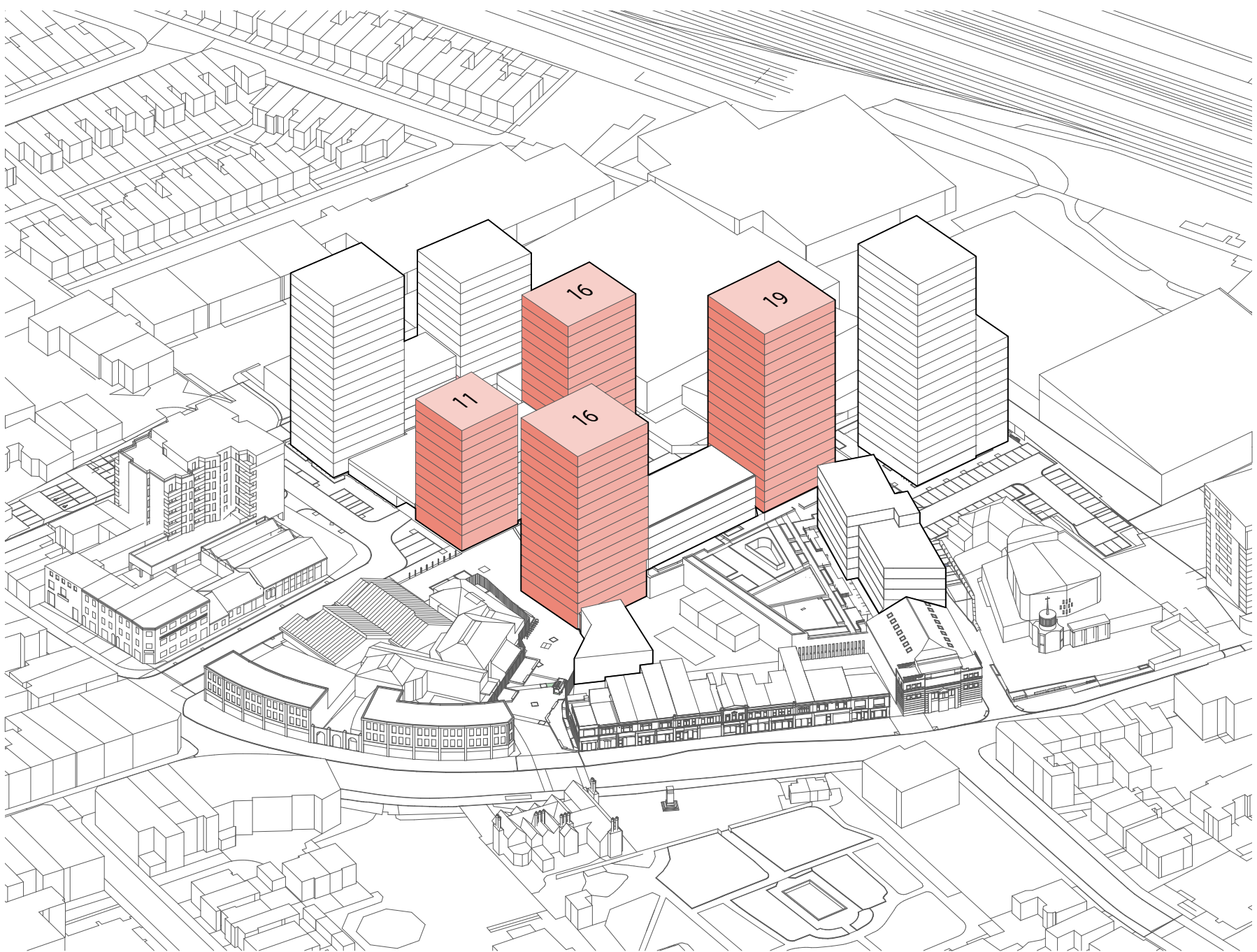
KEY PLAN



5.6.2 The Central Heart

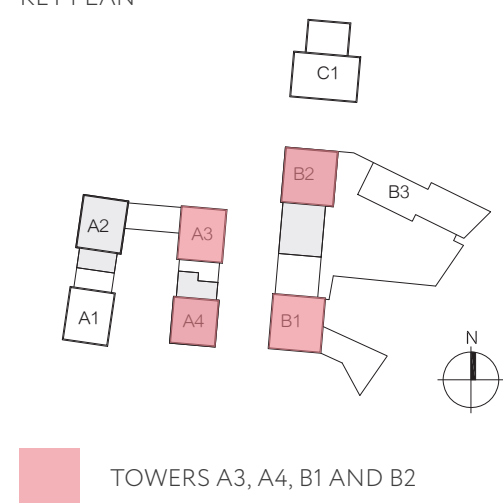
This central space is defined by the 4 principal towers to the four corners of the primary public realm. Whilst each building performs a different function in terms of the space or the node that they create, it is important that a similar architectural language visually links these buildings together to establish the heart of the scheme.

The principle of layered façades with varied proportions of solid to void enables the visual scale of the buildings to be modified whilst still relating to each other. The changes in brick colour also help to differentiate between the different elements.



3D KEY PLAN

KEY PLAN



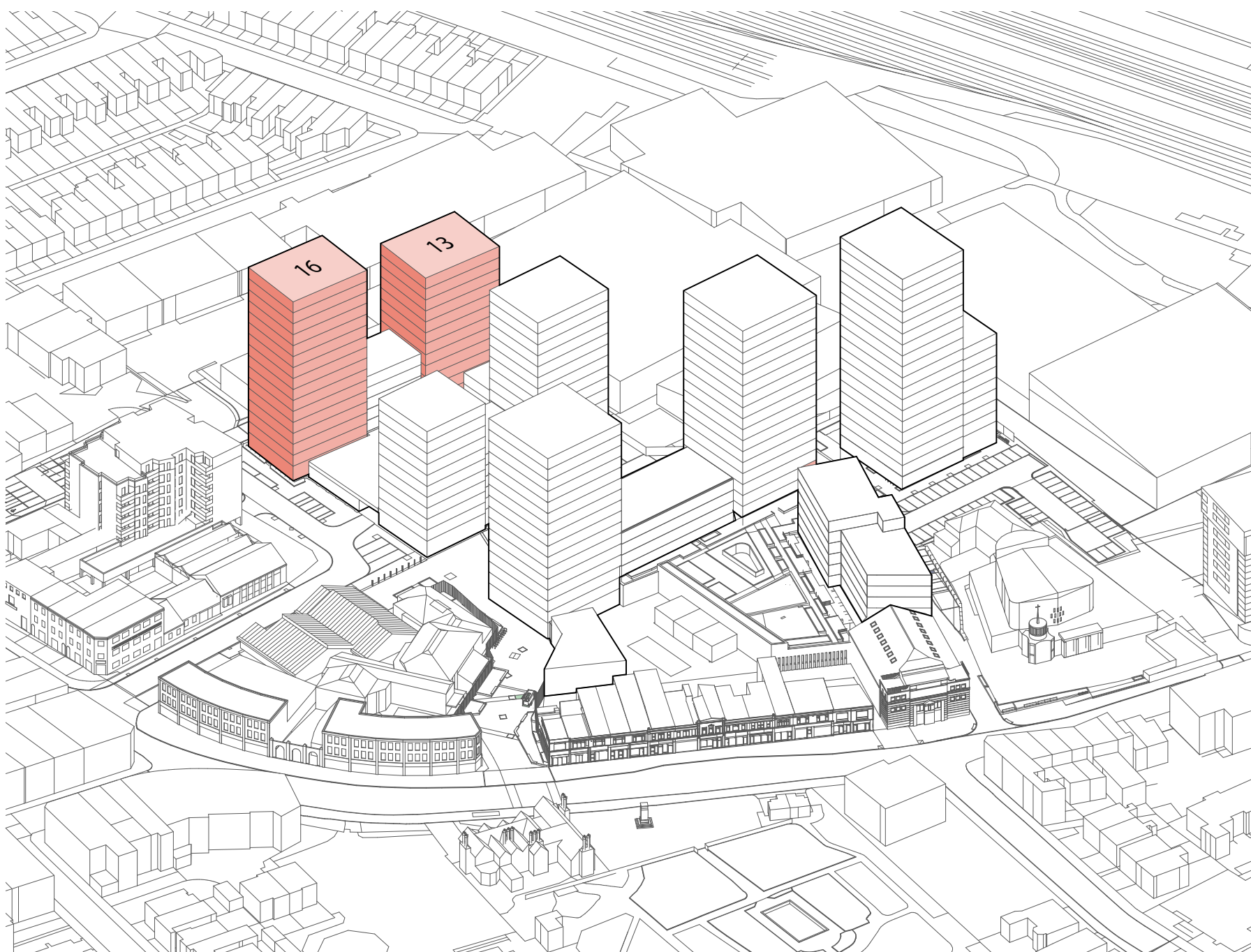
TOWERS A3, A4, B1 AND B2

5.6.3 The Industrial Fringes

The buildings to the Western edge of the development need to deliver a scale and a design solution that addresses the current outlook over the existing and currently retained industrial units but also be able to fit seamlessly with future phases of development as they evolve.

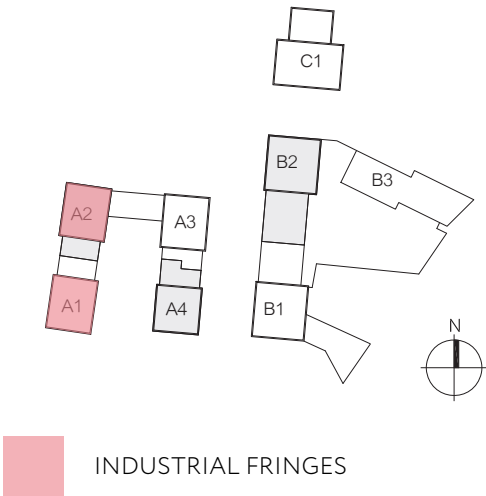
As the only frontage within the development that incorporates residential use at street level, the proposed buildings present a much more intimate scale to those facing the central heart. The ground floor homes have been given their own front doors to ensure activation of the street. A soft landscaping buffer is also provided as defensible space.

The buildings are characterised by the use of deeper reveals, a more accentuated grid, and a higher solid to void ratio to reflect the aesthetics of the adjacent 'warehouse' style buildings.



3D KEY PLAN

KEY PLAN



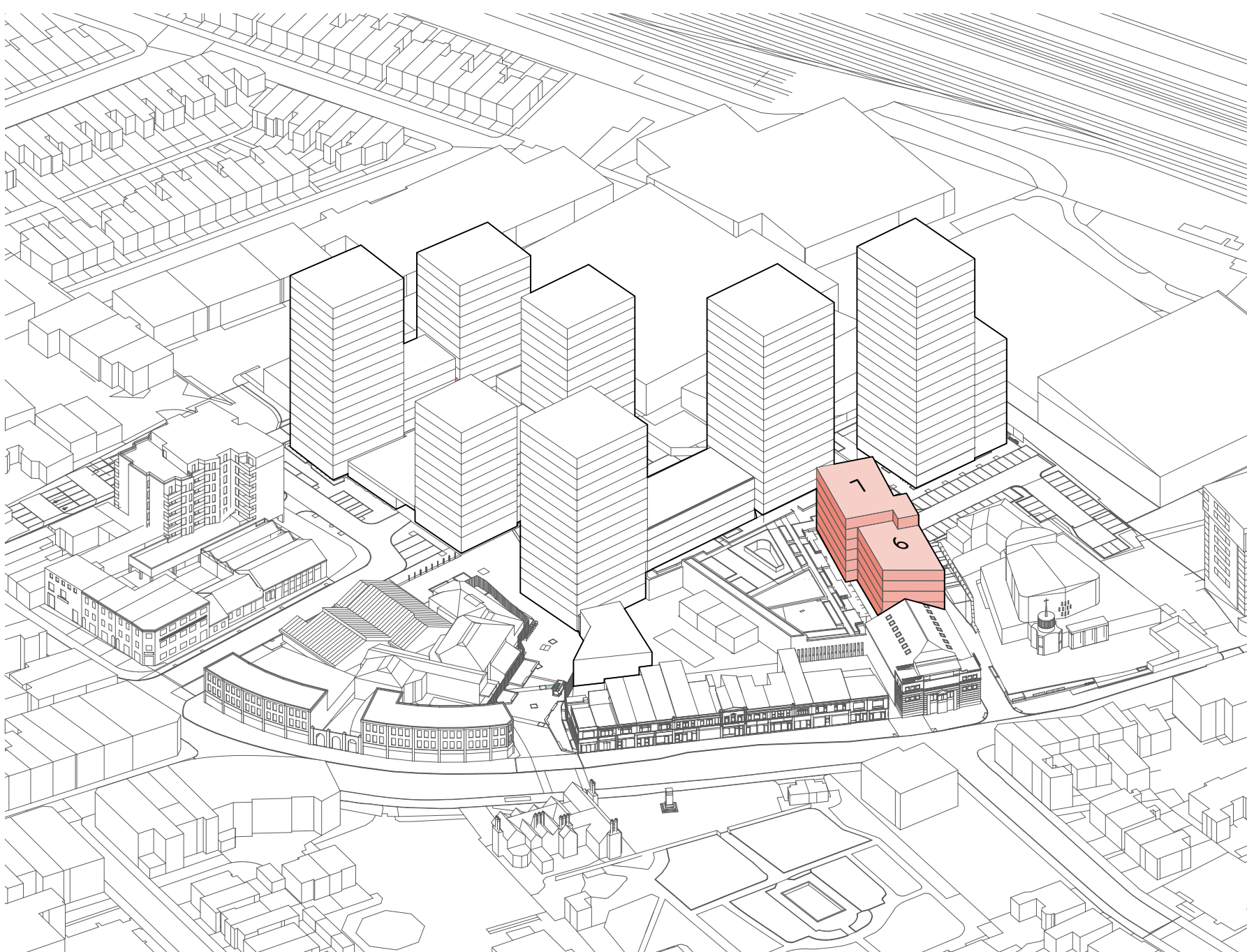
5.6.4 St Anselm's

The massing has been developed to adapt to its urban surroundings, graduating from The Green to the heart of the scheme.

Building B3 has been designed to respond to the existing massing on The Green, whilst also acting as an anchor point and site entrance from The Green.

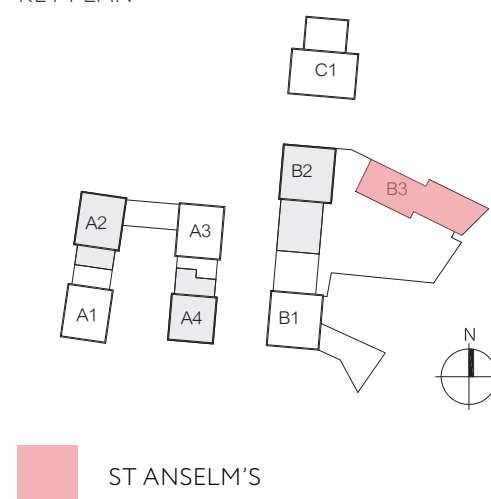
The 6 storey element follows the principles of the link blocks and act as a transition from Manor Parade and the Tudor Rose to buildings B2 and C1 (The Northern Gateway).

The 7 storey element provides a gentle transition from The Green to the taller towers at the interior of the scheme. This is made more apparent from the view of the scheme from The Manor House Gardens.



3D KEY PLAN

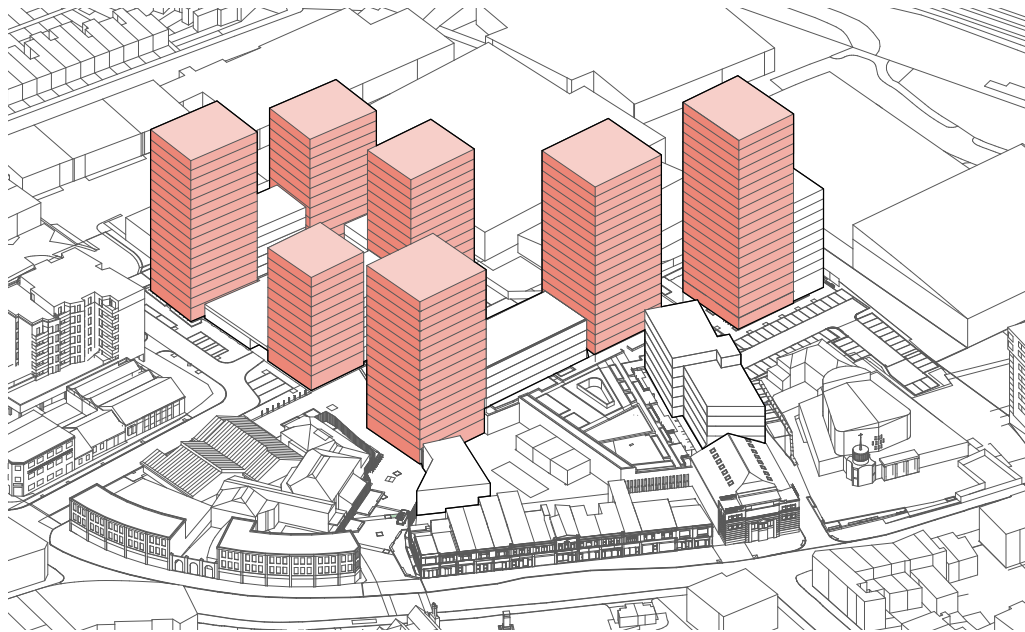
KEY PLAN



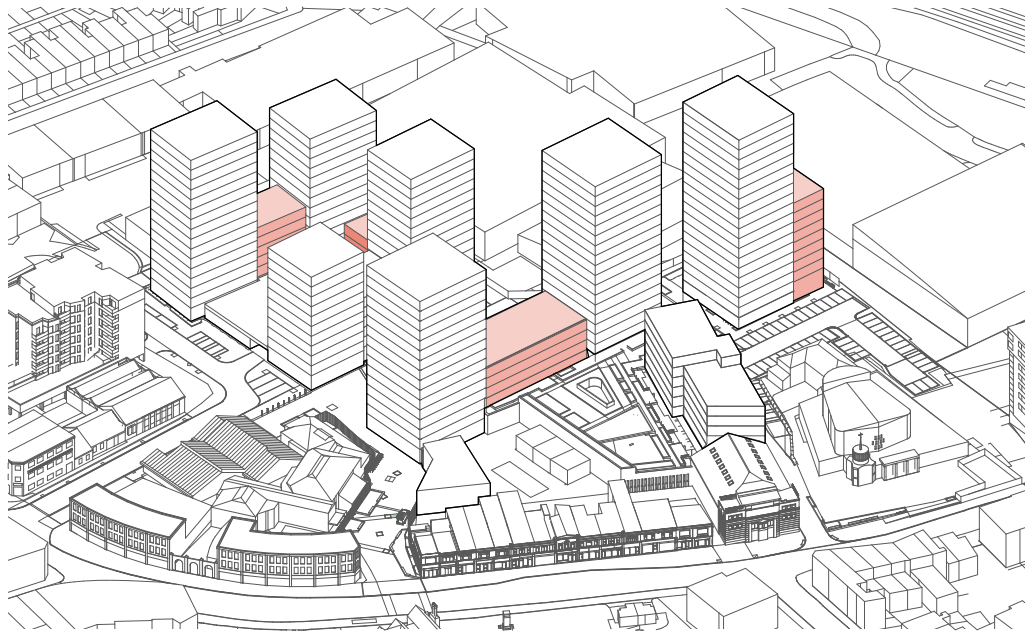
5.6.5 The Resulting Typologies

During design development it became clear that there are 3 types of building within the development;

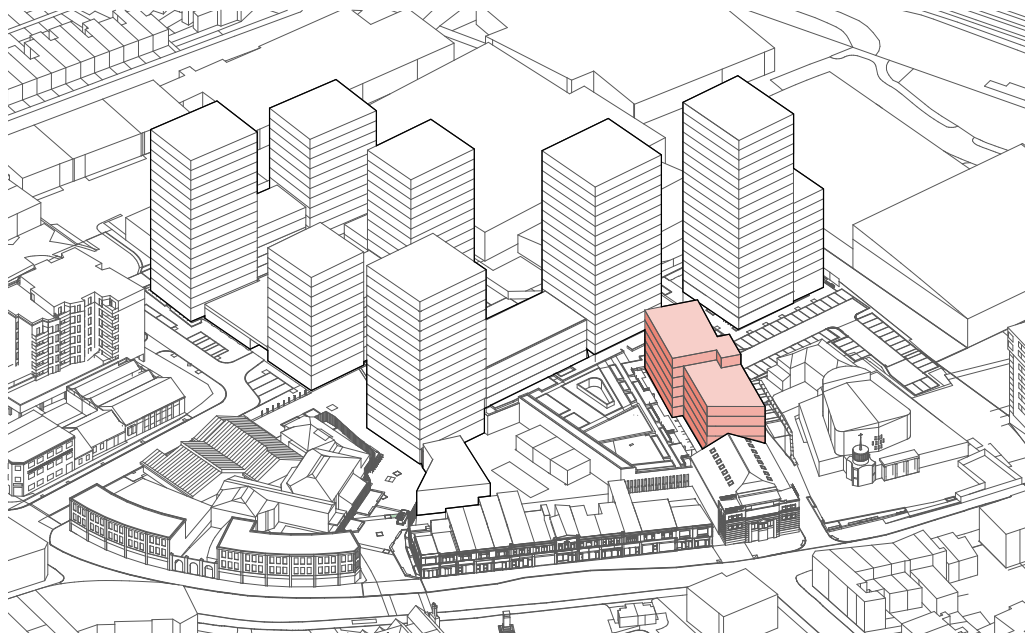
1. The **towers** which anchor the character areas.
2. The **link** buildings which are subservient to the towers, helping to emphasise the towers
3. The **transition** building opposite St Anselm's church. This building is subservient but require a different treatment to the link buildings due to it being at prominent location and helping to integrate the proposal with the existing context (Manor Parade).



THE TOWERS



THE LINK BUILDINGS



THE TRANSITION BUILDING

5.7 Design Detail

5.7.1 Accessibility and Parking

The site proposals have been developed to create and improve connections across the site from the South and East to link through to The Green, its retail offering and Southall Station to the North.

The buildings have been arranged to provide active frontage throughout with a legible street pattern which is easy to navigate. A hierarchy of routes is developed which gives the priority to the pedestrian over the vehicle.

Careful attention has been paid to the circulation of vehicles to ensure cars can access secure parking areas and public car parking without creating short-cuts through the scheme which would encourage increased traffic flows.

A central boulevard opens up onto The Green, opposite the Grade II* Manor House, to create a heart to the development. This flexible space will provide a destination location with flexible uses to draw the wider community into this vibrant space.

Parking Summary

Total Parking Spaces - 150	
Block A	- 25
Block B	- 31
Block C	- 4
StAnselm's Church	- 50
Featherstone Terrace	- 32
Street Parking	- 8



5.7.2 Pedestrian Movement

The diagram highlights the pedestrian routes throughout the site.

The external spaces are designed to embrace the public whilst providing a safe, robust and vibrant environment for residents and businesses to thrive. The building arrangement and landscaping have been articulated to draw pedestrians into the Central Heart via St. Anselm’s Church and Manor House approaches. The mixed use nature of the scheme will ensure the development will remain active throughout the day.

The proposal will improve the permeability through the site and provide alternative pedestrian-priority routes through the site. It will set a positive precedent for the future regeneration of the wider areas to reinstate an open urban grain currently disrupted by extensive areas of commercial use.



DIAGRAM TO ILLUSTRATE PEDESTRIAN MOVEMENT

5.7.3 Cycle Movement

The scheme is designed to encourage green travel and well-being. Secure and user-friendly resident cycle storage is conveniently distributed across the development at Ground, Mezzanine and Podium levels as illustrated in the diagrams.

Visitor cycle parking is positioned near building entrances and well-overlooked locations. Commercial cycle parking is located in secure locations within the commercial units.

Bikes are welcomed throughout the public realm, although pedestrians are given priority in the Central Heart and Manor House approach zones.

Cycle Parking Summary

1006 Resident long stay cycle parking spaces (London Plan requirement: 999). Inclusive of a 5% allowance for oversized cycle spaces. Visitors cycle spaces are also provided around the site.

KEY

 SECURE RESIDENTIAL CYCLE STORE	 SECURE COMMERCIAL CYCLE STORE	 VISITOR CYCLE PARKING
 CYCLE ROUTES	 PEDESTRIAN PRIORITY ZONE	 ACCESS TO 1ST FLOOR CYCLE STORE FROM BLOCK C
		 RESIDENT CORE TO 1ST FLOOR PODIUM AT BLOCK B



GROUND FLOOR LEVEL CYCLE STORE (84 SPACES)

5.7.4 Vehicle Movement

This diagram highlights the vehicular routes through the site.

The central public realm is designed to be car-free – only permitting emergency vehicle access.

The scheme has been designed so that vehicular movement is moved to the fringes of the scheme to create a distinct hierarchy between pedestrians and vehicles. This hierarchy allows the public realm to serve it’s primary function.

KEY

- ACCESS CONTROLLED PARKING
- PRIMARY ROUTES (CARS)
- SECONDARY ROUTES
- EMERGENCY VEHICLES
- SERVICING VEHICLE ROUTE FOR MANOR PARADE
- TWO WAY VEHICULAR MOVEMENT
- ONE WAY VEHICULAR MOVEMENT
- SERVICING ROUTES (ONE WAY)



DIAGRAM TO ILLUSTRATE VEHICULAR MOVEMENT

5.7.5 Commercial Strategy

The commercial space strategy has been developed in conjunction with We Made That. The aim is to provide a clear spatial hierarchy and active frontage across the site in response to the needs of future occupiers.

This diagram illustrates the proposed distribution of non-residential uses across the scheme. The proposed quantum reflects local market research to ensure optimum occupation and to reduce the potential of dead frontage through unoccupied space. We have positioned the uses strategically by locating the commercial uses adjoining the existing shop frontages along The Green to integrate the scheme into its immediate context, and clustering the commercial floorspace in the centre of the scheme.

This planning submission is applying for flexible use classes (E, F1 and F2) across all commercial areas. The allocation of uses suggested within this document demonstrates how this might come forward based on advice from We Made That regarding likely demand.

Commercial Quantum

The proposals seek to provide approximately 2923m² of non-residential floorspace across the development on the ground and first floor. It has been anticipated that this quantum of non residential floorspace will support **90** jobs. This is based on 2,502m² of Class E(g) at 1 Full Time Equivalent (FTE) per 30m² and 420.7m²of Class E(f) at 1 FTE per 60m².

KEY

- COMMERCIAL UNIT (CLASS E) (2106.7M²)
- NURSERY (INDICATIVE)(F1) (313.8M²)
- COMMUNITY USE (INDICATIVE) (F2) (106.9M²)



DIAGRAM TO ILLUSTRATE LOCATION OF THE PROPOSED NON-RESIDENTIAL

5.8 LANDSCAPE STRATEGY

5.8.1 Ground Floor Proposals

The principles of the landscape proposal areas follows;

- 1. To facilitate a welcoming approach into the scheme.
- 2. To be responsive to the site specific ‘character areas’.
- 3. To facilitate routes and linkages opening up to the wider site.
- 4. To assist in creating a vibrant heart with facilities for pop up markets .
- 5. To facilitate areas for incidental play.
- 6. Maximise tree planting.

KEY

<div></div>	WELCOMING ENTRANCE	<div></div>	INCIDENTAL PLAY SPACE
<div></div>	VIBRANT HEART	<div></div>	POP UP MARKET



PLAN TO ILLUSTRATE LOCATION OF THE PROPOSED PUBLIC REALM PROVISION - IMAGES SOURCED FROM THE ASSOCIATED LANDSCAPE REPORT

5.8.2 Podium Level Strategy







The raised gardens provide the main residential amenity space for the development. They are designed to provide a green environment, which is important for everyone's health and well-being. This is balanced with the need to provide play facilities and paved areas for neighbours to get together. The areas fall broadly into three types of space, a planted garden and social space, flexible open lawn area and a defined play area.

The following objectives were set at the start of the design process;

1. Respond to the south facing aspect
2. Provide variety and choice in places to sit and use
3. Create a garden that is welcoming and encourages people to stay
4. Provide terraces at podium level with defensible planting
5. Incorporate cycle parking where possible
6. Integrate ventilation in a discreet way as possible
7. Introduce trees & extensive planting to maximise the green character

The raised gardens will have a combination of stone, resin bound gravel and artificial lawn in response to each of the different areas and uses. It is intended to mould the levels of the artificial lawn such that it becomes a sculptural play feature in its own right.

KEY

	FRAGRANT PLANTING TO SEATING AREAS		AMENITY LAWN		ROBUST PLANTING TO EDGES
	SENSORTY PLANTING TO PLAY & SEATING AREAS		SEATING AREA		PLAYSPACE

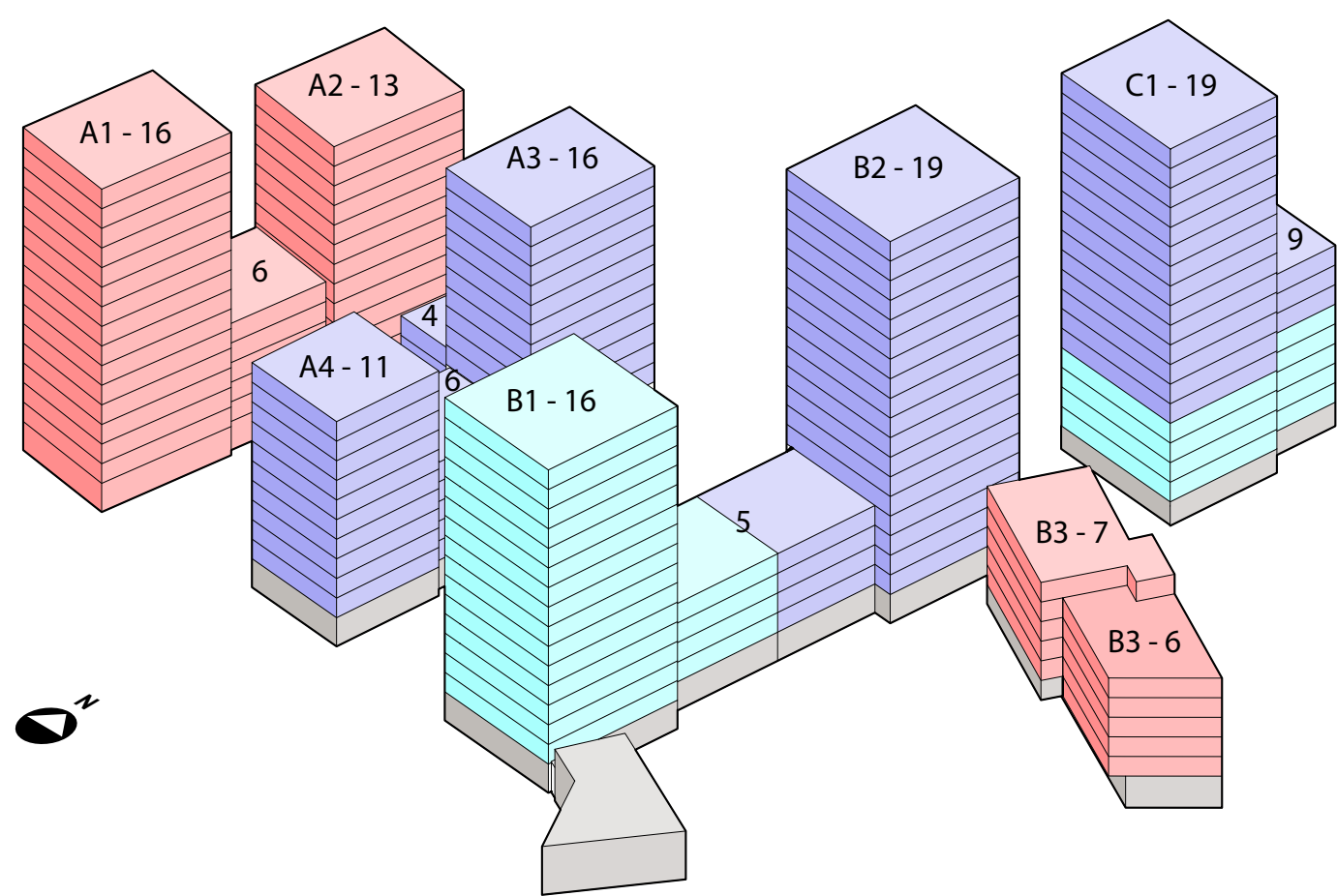


PLAN SHOWING COMMUNAL PODIUM GARDENS AT FIRST FLOOR LEVEL

5.9.1 Tenure Strategy

Tenure Distribution (The scheme is tenure blind throughout)

- 1. Non-residential uses to ground floor and part first floor
- 2. London Affordable Rent to Blocks A1, A2 & B3
- 3. Shared Ownership to Blocks B1 & lower floors of C1
- 4. Market Sale to Blocks A3, A4, B2 & upper floors of C1



TENURE DISTRIBUTION DIAGRAM

KEY

LONDON AFFORDABLE RENT
 MARKET

SHARED OWNERSHIP
 NON RESIDENTIAL

UNIT TYPE	1B2P	2B3P	2B4P	3B4P	3B5P	3B6P	4B5P	UNITS/BY TENURE	Hab Rooms/Tenure	
LONDON AFFORDABLE RENT	63	18	38	2	2	2	10	157	494	32%
SHARED OWNERSHIP	54	13	35	0	10	0	0	112	302	19%
MARKET SALE	142	31	109	0	7	6	0	295	769	49%
	259	62	182	2	19	8	10	564	1565	
%	45.9%	11.0%	32.3%	0.4%	7.3%	1.4%	1.8%			
Hab Rooms/unit	518	186	546	10	205	40	60			
Site Area (Ha)	1.9674									
Density by Unit(Ha)	301									
Density by HR (Ha)	835									

BREAKDOWN OF TENURE PROVISION

5.10.1 Schedule of Accommodation

SITE AREA: 1.9674 ha

RESIDENTIAL PROVISION:

Total: 564 HOMES

- 1. 259 x 1 bedroom flats (45.9%)
- 2. 244 x 2 bedroom flats (43.3%)
- 3. 51 x 3 bedroom flats (9.0%)
- 4. 10 x 4 bedroom flats (1.8%)

LONDON AFFORDABLE RENT – 157 HOMES

(32% by habitable rooms)

- 1. 1 bedroom flats: 63
- 2. 2 bedroom flats: 56
- 3. 3 bedroom flats: 28
- 4. 4 bedroom flats: 10

SHARED OWNERSHIP – 112 HOMES

(19% by habitable rooms)

- 1. 1 bedroom flats: 54
- 2. 2 bedroom flats: 48
- 3. 3 bedroom flats: 10

MARKET SALE – 295 HOMES

(49% by habitable rooms)

- 1. 1 bedroom flats: 142
- 2. 2 bedroom flats: 140
- 3. 3 bedroom flats: 13
- 4. Density by Units: 301 HR / HA
- 5. Density by HR: 835 HR / HA

NON-RESIDENTIAL PROVISION:

- 1. Flexible Commercial Space: 2922.8 sqm

PARKING

- 1. Re-provision of 90 public car parking spaces (incl.12 disabled spaces) Throughout the street and on Featherstone Terrace.
- 2. 60 resident parking spaces (including 35 disabled spaces/ 6.2% of 564)
- 3. 1006 Secure Resident cycle parking (including 50 oversized): (London Plan requirement: 999)
- 4. 24 Secure Non-residential cycle parking (Long stay)
- 5. 44 visitor cycle spaces (Short stay)

The Green - Proposed Accommodation Schedule by Tenure																						
Tenures	Social Rented							Shared Ownership							Market Sale							
Location	1B2P	2B3P	2B4P	3B4P	3B5P	3B6P	4B	1B2P	2B3P	2B4P	3B4P	3B5P	3B6P	4B	1B2P	2B3P	2B4P	3B4P	3B5P	3B6P	4B	Total
A1	29	1	18	1	12	0	5															66
A2	17	12	15	1	6	2	5															58
A3															24	7	30	0	1	6	0	68
A4															42	8	0	0	0	0	0	50
B1								43	12	27	0	0	0	0								82
B2															48	2	51	0	0	0	0	101
B3	17	5	5	0	6	0	0															33
C1								11	1	8	0	10	0	0	28	14	28	0	6	0	0	106
Total	63	18	38	2	24	2	10	54	13	35	0	10	0	0	142	31	109	0	7	6	0	564
Unit %	40.1%	11.5%	24.2%	1.3%	15.3%	1.3%	6.4%	48.2%	11.6%	31.3%	0.0%	8.9%	0.0%	0.0%	48.1%	10.5%	36.9%	0.0%	2.4%	2.0%	0.0%	
Total Unit	157							112							295							564
%	28%							20%							52%							
Hab Rms	126	54	114	10	120	10	60	108	39	105	0	50	0	0	284	93	327	0	35	30	0	
HR%	26%	10.9%	23.1%	2.0%	24.3%	2.0%	12.1%		12.9%	34.8%	0.0%	16.6%	0.0%	0.0%		12.1%	42.5%	0.0%	4.6%	3.9%	0.0%	
Total HR	494							35.8%	47.7%	16.6%					36.9%	54.6%	8.5%					1565
%	32%							19%							49%							

BREAKDOWN OF RESIDENTIAL PROVISION



PROPOSED VIEW OF THE SCHEME FROM THE MANOR HOUSE GARDENS



PROPOSED VIEW OF THE NEW PEDESTRIAN ENTRANCE OPPOSITE THE MANOR HOUSE



PROPOSED VIEW OF BUILDING A4 FROM DOMINION ROAD LOOKING NORTH



PROPOSED VIEW OF THE ENTRANCE OF BUILDING B2



PROPOSED VIEW OF THE NEW PEDESTRIAN ENTRANCE OPPOSITE THE MANOR HOUSE



PROPOSED VIEW OF THE SHARED RESIDENTS AMENITY SPACE AT BLOCK B



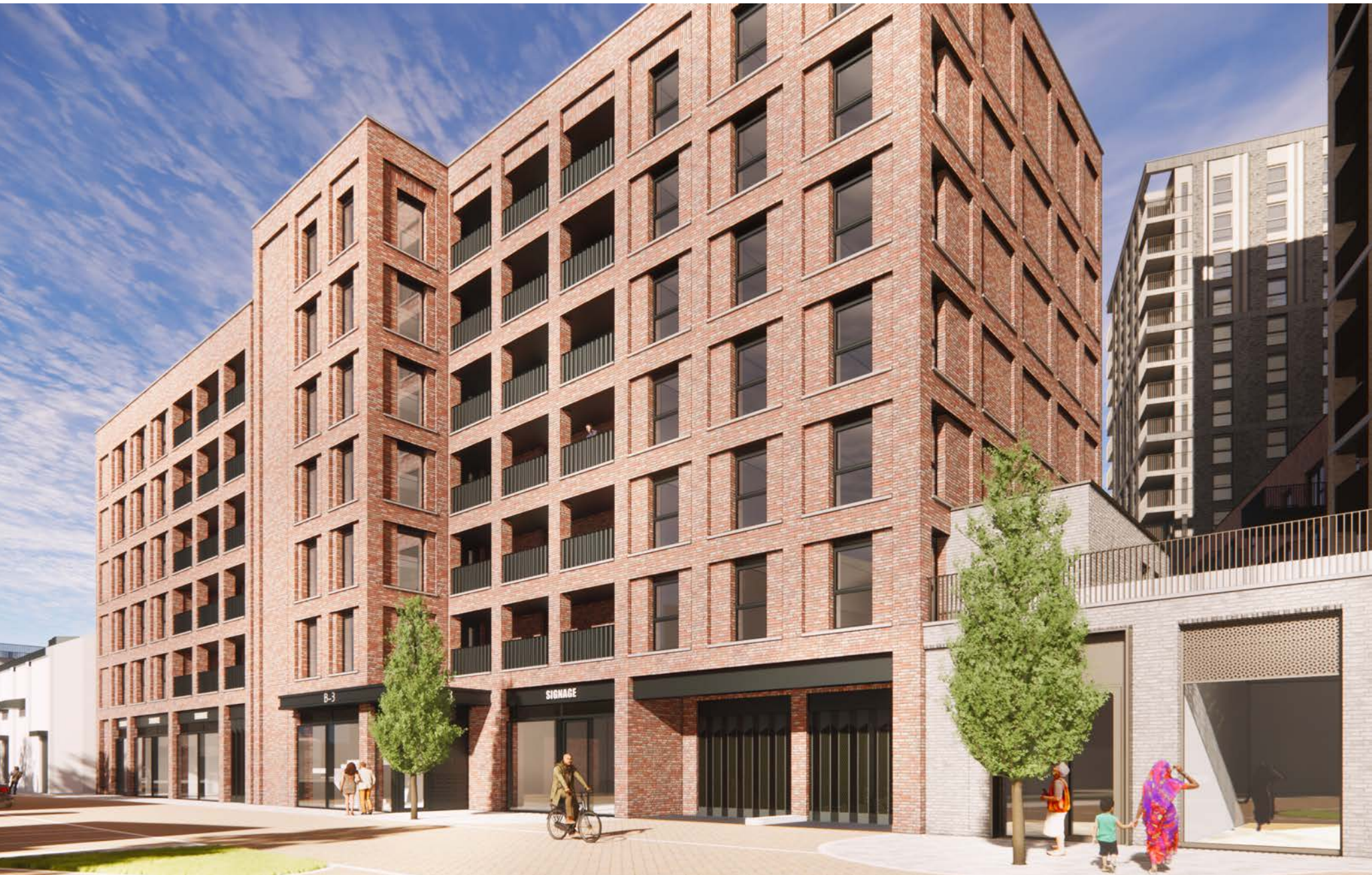
PROPOSED VIEW OF THE SHARED RESIDENTS AMENITY SPACE AT BLOCK A



HOMEZONE CREATED TO WESTERN EDGE OF THE SITE



AERIAL VIEW OF POTENTIAL POP UP MARKET WITHIN THE HEART OF THE PUBLIC REALM



BLOCK B3 FACING ST ANSELM'S CHURCH



QUALITY PUBLIC REALM AT THE HEART OF THE SCHEME



RETAINED TUDOR ROSE BUILDING AT NEW PEDESTRIAN ENTRANCE TO THE SITE

6 PLANNING APPROVAL

6.1 Planning Consent

The planning application was formally submitted to the London Borough of Ealing Planning Department on 26.07.2021 following 2 years of pre-application design reviews and discussions with the planning Authority, The GLA and the Historic England.

The scheme has also been reviewed and ratified by the LB Ealing Design Review Panel. The resolution to Grant Planning Approval was passed at Planning Committee on 20th October 2021.

The Application details are listed as:

Site: Land Comprising Public Car Park, Business Premises, Roads And Adjacent Land Lying To The North West And Rear Of The Green And Adjoining Featherstone Terrace, Dominion Road And Dilloway Yard, Southall, UB2

Proposal: Demolition and mixed-use redevelopment (phased) to provide 3 urban blocks comprising residential units (Use Class C3), flexible commercial, employment and community floorspace (Use Classes E, F1 and F2), private and public car parking, servicing bays, public realm and associated landscaping, play and amenity space, plant and refuse areas, and access arrangements (Regulation 3 Application by Peabody Developments Limited and the London Borough of Ealing).

The proposals comprise a Major Development that may be likely to affect the character or setting of a listed building or a Conservation Area.

7 RESPONSE TO OBJECTIONS

7.1 Objection 1

Subject land has alternative development opportunity

An objection has been raised that the Subject Land has alternative development opportunity.

Within the Statement of Reasons section 8.22, it sets out that a comprehensive approach to regenerating the site is required to enable delivery of the Council's objectives for the Scheme. Redevelopment of any individual parcel of land would need to deliver the visions for this site set out within the Southall Opportunity Area Planning Framework [Core Document CDD.2] (as listed within 3.12 of this statement). Without a comprehensive approach to this site development, it will be impossible to deliver against the key points set out within this document:

Key Points on Movement (page 16):

1. **Development should facilitate an improved public realm, with high quality pedestrian environment linked to the public and green spaces along the high street network.**

Individual site development will obstruct the ability to create a coherent street pattern and improved public realm across the site.

2. **Opportunities to improve pedestrian and cycle routes should focus on enhancing links from the surrounding residential areas and onwards to the Crossrail station.**

Individual site development will obstruct the ability to create pedestrian and cycle links across and through the site.

Without a comprehensive approach to this site development, it will be impossible to deliver against the key design principles set out within the Southall Green SPD (2017)[Core Document CDD.6] (page 2):

Built Form:

Principle 1: Create a coherent and legible street network

This would not be possible if individual sites were developed independently. There are currently too many separate physical constraints and obstructions present on the site to facilitate this without a comprehensive development plan.

Principle 2: Optimise land use

Individual site development would not demonstrate the optimum use of the land as adjacent retained buildings and uses would limit development opportunity and scale due to the inappropriate juxtaposition of light industrial activities. The scale and cramped nature of individual sites would also limit the potential to optimise the use of the land.

Principle 3: Integrate with surrounding areas

Individual site development will prevent routes and linkages being developed across and through the site to integrate with the wider community and the new Southall Station to the North.

7.2 Objection 2

Height of the Development

An objection has been raised relating to the height of the development.

The height of the proposed buildings has been the subject of substantial consideration and discussion throughout the planning decision making process. Ealing Planning Authority supported taller buildings than those currently approved under this planning application. The height of the gateway buildings (Blocks B2 and C1) was only reduced to accommodate the flight path restrictions imposed by Heathrow Airport.

The development site is within allocation SOU08 of the adopted Development Plan Document (2013) [Core Document CDD.5] and is identified as an area suitable for comprehensive mixed-use development.

Section 6.42 – 6.46 of the Statement of Reasons [Core Document CDD.5] discusses the justification for Tall Buildings which was considered within the planning process.

The Officer's Report sets out at length the detailed supporting material in the planning application relating to the tall buildings and the detailed scrutiny that the proposed tall buildings were subjected to before Officers could conclude that they could recommend approval having taken account of potential visual, functional, and environmental effects and effects on statutory and locally designated heritage assets. The Development Plan Policy states that tall buildings are acceptable where they contribute positively to the local context and do not cause harm to heritage assets.

The impact of the tall buildings was considered in consultation with the GLA, Historic England and through Ealing's Design Review Panel in July 2021 as well as during the planning process and the Council, as local planning authority resolved to grant planning permission (215058FULR3) on 20 October 2021 subject to conditions, completion of a section 106 agreement and referral to the Secretary of State and a Stage 2 referral to the GLA, as set out within section 1.4 of the Statement of Reasons.

8 CONCLUSION

The proposed development at The Green in Southall delivers 564 homes and over 2,923m² of flexible commercial and employment floorspace with associated parking, servicing, landscaping, public realm and play facilities.

The proposals will deliver a design-led, policy compliant scheme with 50% affordable housing (by habitable room), that presents an opportunity to bring a back-land site into a vibrant mixed-use space providing new homes and employment opportunities alongside improved permeability that create focal points for social interaction. The development site falls within allocation "SOU8 – The Green" of Ealing's Development Sites Development Plan Document (adopted 2013). The proposals successfully address the design considerations set out within this document as follows;

- a. It retains the potential to safeguard the B1c, B2 and B8 uses on the adjacent sites within the SOU8 allocation and improves access arrangements to minimise adverse impacts on the adjacent neighbourhoods. This is achieved by creating new and improved access routes into the scheme, adjacent to St Anselm's Church and opposite the Manor House, to improve permeability and enhance servicing opportunities. The proposed scheme delivers in excess of 2,923m² of high quality, flexible commercial and employment floor space which includes E, F1 and F2 uses.
- b. The proposed block structure has been explored and rationalised to maximise the development of this back-land site and to create an accessible and vibrant scheme. The improved access to the rear of the Manor Parade shops and the rationalised street layout improves the relationship between the existing industrial uses on the site and the high street environment of The Green. By enabling full servicing of the existing retail parade from the rear of the shop units, the scheme will remove servicing from the high street frontage and enhance the aspect and presence of this retail parade. The rear servicing also enables an improved pedestrian access throughout the site by completely separating commercial traffic.
- c. Access and servicing for the existing retail and commercial units fronting The Green is improved. All deliveries and servicing will take place entirely to the rear of the units to minimise congestion. This will ensure delivery of an integrated solution for both the existing and proposed retail units.
- d. 76% of the proposed development provides dual aspect accommodation with no north facing units. All residential units will have access to a private external balcony as well as access to high quality, communal garden space.
- e. The scale of buildings rises from the south towards the north to address the established context of existing development adjacent to the railway line. The proposed scale and massing of the blocks has been carefully considered in light of the existing retail and industrial uses and a legible street pattern is clearly defined.

The proposed development is also targeting a 61% regulated carbon emission reduction on the residential elements and a BREEAM very good rating for the non-residential elements. The scheme has been sensitively designed to respect the existing character and setting of the surroundings, whilst also recognising that Southall is an area of change/transition. The proposals create a destination along The Green which will give priority to the pedestrian rather than vehicles.

In summary, the proposals:

1. Capitalise on the arrival of Crossrail and deliver much needed homes to the local people.
2. Maximise the development potential of this back-land site and create an accessible and vibrant scheme.
3. Deliver a design-led scheme with 50% affordable housing (by habitable room)
4. Provide high quality employment space to enable businesses to thrive.
5. Create opportunities for new community uses within the site to enhance the local offering.
6. Improve access to the existing shops on The Green and remove servicing from the high street frontage.
7. Continuous active frontage is extended from the Manor Parade into the heart of the scheme, improving and activating the frontage to St. Anselm's Church, the Tudor Rose and the Dominion Centre.
8. Improve the accessibility and setting of the existing community asset of the Dominion Centre.
9. Retain public parking to serve the town centre.
10. Create high quality pedestrian focused public realm linked to The Manor Park and enhance links from the surrounding residential areas to the Crossrail station.
11. Provide high quality homes (accessible, space standards compliant).
12. Maximise dual-aspect homes and avoid single aspect north-facing homes.
13. Provide quality private amenity spaces and communal garden spaces.

9 DECLARATION

I believe that the facts stated in this statement of evidence are true and I confirm that the opinions expressed are my true professional opinions.


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Dated: 16.09.22

