

THE GREEN SOUTHALL SUMMARY OF STATEMENT OF EVIDENCE

Mark Baines

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

Planning Reference: 215058FULR3

1. WITNESS

1.1 Mark Baines BSc (hons), BArch, RIBA

1.1.1 My statement sets out my qualifications and professional history

1.2 Hunters

1.2.1 My statement sets out the background and experience of Hunters Architectural Practice.

2. SCOPE OF EVIDENCE

2.1 I give evidence in respect of the design justification for the scheme.

2.2 My evidence addresses 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

3. SITE CONTEXT OVERVIEW

3.1 My Statement provides a detail overview of the existing site and its current context, its location within the London Borough of Ealing.

3.2 My statement lists the existing land uses across the site area.

3.3 There is a public car park which provides 150 spaces owned by the LBE. There is a private car park of 39 spaces.

3.4 My statement describes the current three points of vehicle access into the site and that there are three principal vehicular access points into the Site and demonstrates that there is no access across the site.

3.5 My statement explains the pedestrian access into the scheme. There is no direct access to the parade of the shops along The Green from the public car park on the Site. Existing pedestrian linkages across the Site are poor.

- 3.6 The Site has a PTAL rating of 3 and 4. Southall Station is approximately 0.25 miles to the north of the Site. The site is well served by buses.
- 3.7 The Site is not in a conservation area. The Southall Manor House to the east is Grade II* listed and the Southall War Memorial to the north of the Manor House is Grade II listed.
- 3.8 The Site is in Flood Zone 1'
- 3.9 There are a limited number of trees on the Site with the majority of these being low value.

4. THE DESIGN BRIEF

- 4.1 In 2014, The Southall Opportunity Area Planning Framework [Core Document CDD.2] was adopted.
- 4.2 My statement sets out the core principles of The Southall Opportunity Area Planning Framework. Page 6 of the document sets out the vision for Southall.
- 4.3 The SOAPF sets out key points on land use (page 14) and movement (page 16) which are listed within my statement
- 4.4 Six key design principles are set out on page 2 of the Southall Green SPD (2017) [Core Document CDD.6] and are listed within my statement. These cover Built Form (page 11) and Land Use (page 12).

5. THE DESIGN APPROACH AND BENEFITS OF THE SCHEME

- 5.0.1 My statement covers the designation of the site as part of a wider site designation in Ealing's Development Sites DPD [Core Document CDD. 4] known as "SOU8 – The Green".
- 5.0.2 My statement confirms that the site is adjacent to, but outside of, Locally Significant Industrial Site (LSIS) designation.
- 5.0.3 Existing cultural and faith assets are described within my statement in detail.
- 5.0.4 My statement describes the site potential to deliver flexible employment uses as part of the commercial strategy for the site.

5.0.5 My statement describes the opportunity for the creation of a new public realm will attract pedestrians into the heart of scheme and create connections to the wider context.

5.2 Opportunities and Constraints

5.2.1 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

5.2.2 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

5.2.3 The PTAL rating of the site is 3/4.

5.2.4 My statement explains the restrictions on the potential height of any development due to the proximity of Heathrow Airport slope of the abortive take-off path which limits the potential height of any development.

5.3 Emerging Site Context

- 5.3.1 There are numerous sites within the vicinity of the application which have been granted consent for development of varying scales.

5.4 Design Development

- 5.4.1 My statement explains the design development of the scheme and the design approach to new routes and linkages, new high-quality public realm and the reprovision of public parking on the site.
- 5.4.2 My statement covers the improved access and servicing arrangements for the site.
- 5.4.3 The scheme delivers a series of high-quality public spaces at street level and high-quality amenity space is provided for residents at first floor level in raised gardens. All homes have private balconies.
- 5.4.4 The proposed development creates a series of focal towers at strategic locations with subservient link blocks between to create defined routes through the site.
- 5.4.5 Storey heights range from 6 to 19storeys.

5.5 Design Changes

- 5.5.1 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.
- 5.5.2 The detail of the consultation process can be found in the statement of evidence by Ms Eleanor Young.

5.6 Design Proposals

5.6.1 My statement explains the design proposals that have formed the planning application. It covers the creation of 4 character areas:

1. **The northern gateway**
2. **The Central Heart**
3. **The Industrial Fringes**
4. **St Anselms**

5.7 Design Detail

5.7.1 My statement covers in detail our design approach to pedestrian, cycle and vehicle movement.

5.7.1 My statement covers in detail our design approach to commercial provision on the site.

5.8 Landscape Strategy

5.8.1 My Statement explains the landscape strategy which has been developed:

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.

5.8.2 Raised gardens provide high quality amenity spaces for residents.

5.9 Tenure Strategy

5.9.2 The scheme is tenure blind throughout with non-residential uses to ground floor and part first floor.

5.9.3 My statement demonstrates the location of all tenures: London Affordable Rent to Blocks A1, A2 & B3, Shared Ownership to Blocks B1 & lower floors of C1, Market Sale to Blocks A3, A4, B2 & upper floors of C1.

6.0 PLANNING APPROVAL

6.1 The scheme has planning approval to deliver 564 homes and 2,923m² of flexible commercial and employment floorspace with associated parking, servicing, landscaping, public realm and play facilities.

7.0 RESPONSE TO OBJECTIONS

7.1 Objection 1 - Subject land has alternative development opportunity

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

7.2 Objection 2 – Height of development

The height of the proposed buildings has been the subject of substantial discussion throughout the planning decision making process. Ealing Planning Authority supported taller buildings than those currently approved under this planning application.

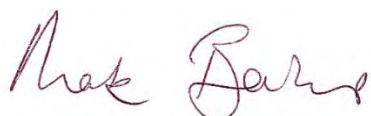
8.0 CONCLUSION

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.

9.0 DECLARATION

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



Dated: 16.09.22