

THE GREEN SOUTHALL

DESIGN AND ACCESS STATEMENT

Full Planning Application

July 2021

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INTRODUCTION

1.1 Vision Statement

Vision for Southall

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

It 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:

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

Vision for The Green

Within the Southall Opportunity Area Planning Framework, 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:

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

Key points on movement:

- 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.
- Opportunities to improve pedestrian and cycle routes should focus on enhancing links from the surrounding residential areas and onwards to the Crossrail station.
- 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 within the Southall Green SPD (2017):

Built form:

- Principle 1: Create a coherent and legible street network
- Principle 2: Optimise land use
- Principle 3: Integrate with surrounding areas

Land use:

- 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

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). 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”, and fulfils the aspirations set out in the Southall Opportunity Area Planning Framework and The Green Character Area.

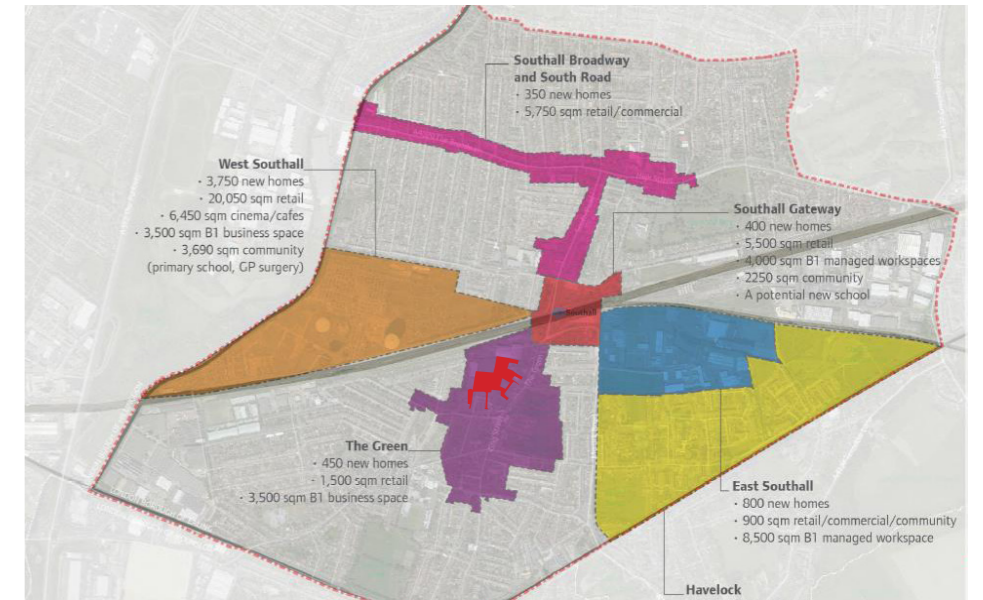


FIG 1.1 - MAP OF SOUTHALL OPPORTUNITY AREA PLANNING FRAMEWORK

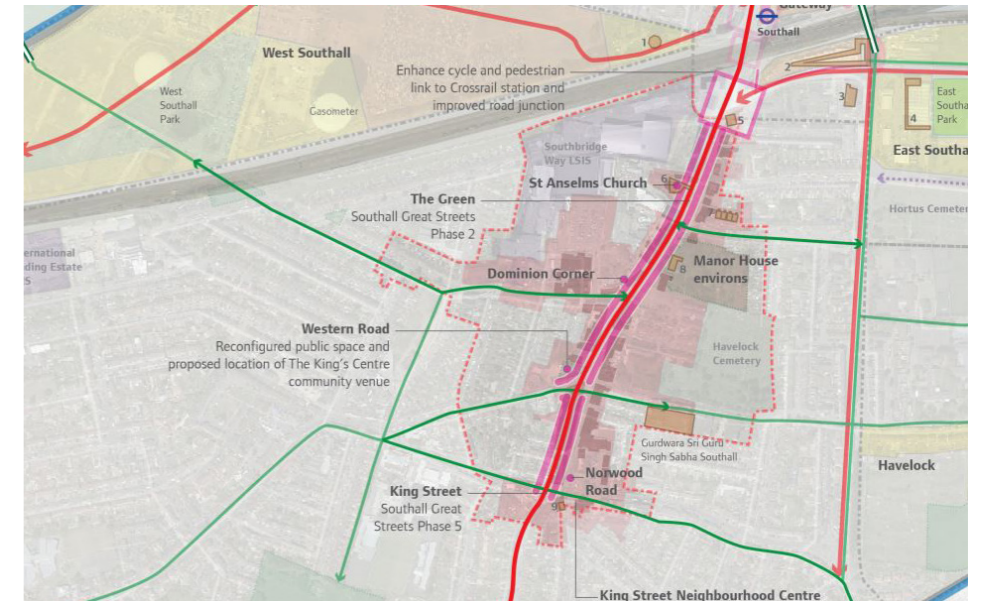


FIG 1.2- THE GREEN CHARACTER AREA



FIG 1.3 - DEVELOPMENT SITE SET WITHIN THE “SOU8 THE GREEN”

The scheme will:

- Capitalise on the arrival of Crossrail and deliver much needed homes to the local people.
- Maximise the development potential of this back-land site and create an accessible and vibrant scheme.
- Deliver a design-led scheme with 50% affordable housing (by habitable room)
- Provide high quality employment space to enable businesses to thrive.
- Improve access to the existing shops on The Green and remove servicing from the high street frontage.
- 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.
- Retain public parking to serve the town centre.
- Create high quality pedestrian focused public realm linked to The Manor Park and enhance links from the surrounding residential areas to the Crossrail station.
- Provide high quality homes (accessible, space standards compliant).
- Maximise dual-aspect homes and avoid single aspect north-facing homes.
- Provide quality private amenity spaces and communal garden spaces.

Purpose of this Document

The document will explain the aims and intentions of the design that results from the Client's brief, public consultation and local authority feedback. It explains how the constraints and opportunities presented by the site have been either identified and mitigated or maximised to produce a high quality, site specific design, at an appropriate scale and density. The proposals seek to contribute positively to the immediate area, tie in to the proposed master-plan and meet all aspects of the client brief, whilst complying with London Borough of Ealing's planning policy and respecting and enhancing the local context.

It is intended that this Design and Access Statement be read in conjunction with the drawings prepared by Hunters, a schedule of accommodation (included within the appendix) and the associated consultants' reports.



FIG 1.4-BIRDS EYE VIEW OF THE PROPOSAL FROM THE SOUTH EAST

1.2 Outline of Proposals

The proposal involves the demolition and mixed-use redevelopment (phased) to provide 3 urban blocks comprising residential units (Use Class C3), flexible commercial and employment floorspace (Use Classes E, F1 & F2), private and public car parking, servicing bays, public realm and associated landscaping, play and amenity space, plant and refuse areas, and access arrangements.

The proposed development will comprise 564 residential dwellings (Use Class C3) and 2922.8 sq.m. of flexible commercial and employment floorspace (Use Classes E, F1 & F2). The proposals constitute three urban blocks which will rise between two to 19 storeys (ground inclusive). A total of 60 car parking spaces will be allocated to the residential development and 90 public car parking spaces will be re-provided on the Site.

The scheme seeks to deliver high density living, interspersed with elevated, shared, private amenity at 1st floor level, cultivating an inclusive community environment within the scheme.

The development seeks to create linkages and connections from the established residential development to the West and connect to the new Cross-rail station at Southall to the North.

The Grade II* Listed Manor House is respected and views and connections to it are enhanced.

The site itself provides an opportunity to create a number of "character areas" which can be 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.

Commercial space is arranged at Ground and First floor levels strategically engaging with the existing commercial and retail uses at the site boundary, as well as providing an active frontage from the Green and Dominion Road, right into the heart of the proposed development.



FIG 1.5-VIEW OF PROPOSAL FROM MANOR HOUSE GARDENS