

2.0 SITE CONTEXT

Introduction

This section of the document sets out the context around the existing site, the emerging context and its relationship with the site. The emerging site context and relevant policy has influenced the proposed scheme.

SITE CONTEXT

2.1 Wider Site Context

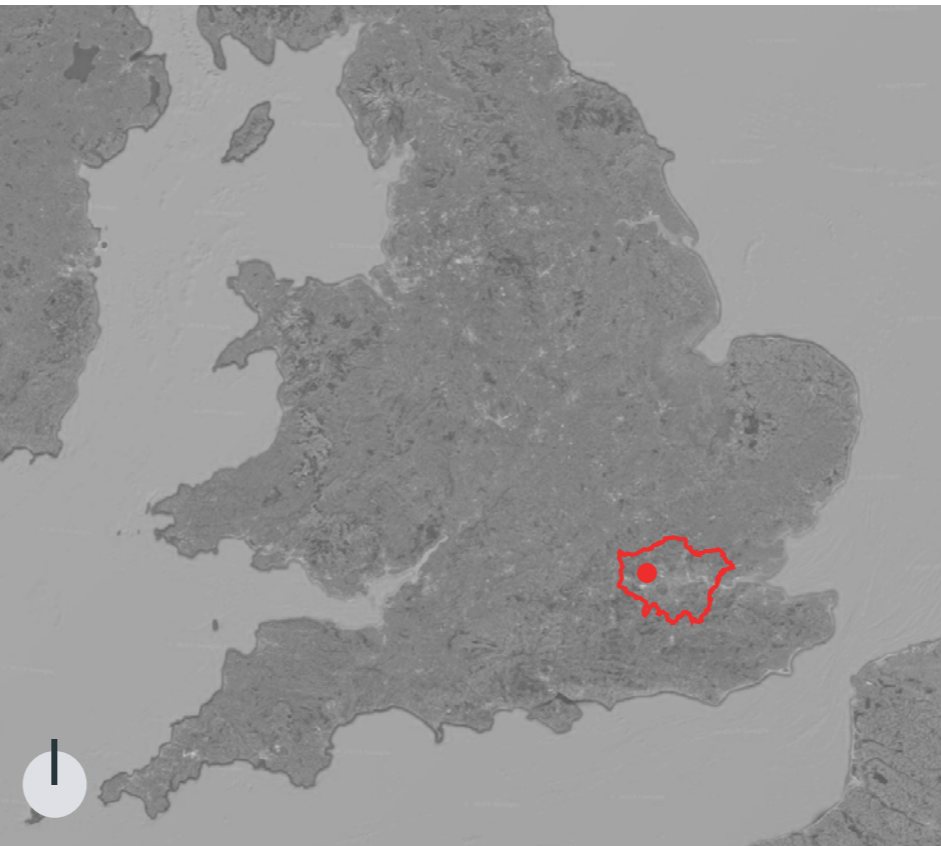


FIG 1.6 - UK LOCATION

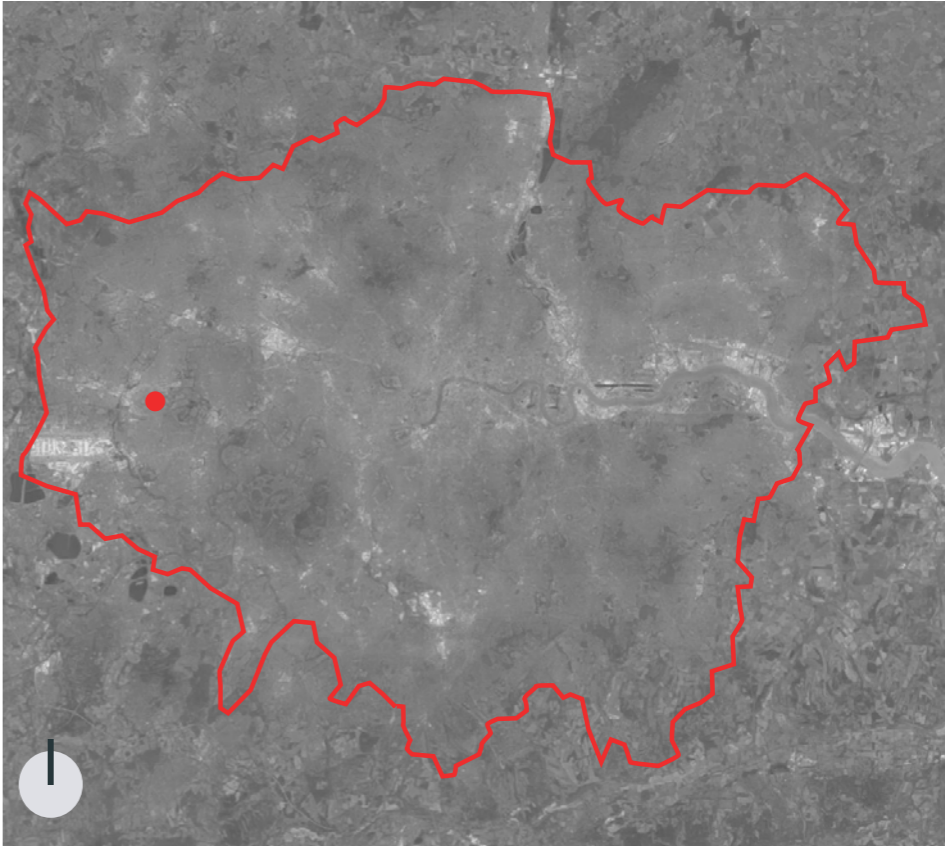


FIG 1.7 - LONDON LOCATION



FIG 1.8 - SOUTHALL LOCATION



FIG 1.9 - SITE LOCATION

SITE CONTEXT

2.2 Local Site 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 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



FIG 2.5 - LOCAL SITE CONTEXT

SITE CONTEXT

2.3 Site History

1860s: Southall and Southall Green remain distinctly separated with a predominance of brick fields.

Development is concentrated around the canal junctions and a few significant buildings, such as the Manor House in Southall Green which still remains today.

1890s: The introduction of the Gas Works to the area with a whole series of wharfs cutting into the land, to provide access for the necessary fuel and other goods for various industrial purposes, has begun to shape the landscape.

South Road has been built along extending from the station with the result that Southall and Southall Green have begun to merge.

1930s: The Gas works predominate with both canal wharfs and rail access required to maintain this huge facility.

Large factories for jam, cork, and margarine represent large footprints with the work force being housed in the Victorian terraces nearby. The two Southall's have become imperceptible through this mass of development even beginning to push back the wharfs.

2014: The Parkway provides a further layer of infrastructure which serves the warehouse industry within the area. Minet Park has both been eaten into for commercial purposes and earmarked as a legitimate local facility.

The majority of the Gas Works have been removed waiting for the final reclamation of the land to knit the two communities of Southall and Southall Green together with each other and Minet Park.

Further details on the history of the site can be found in the associated report prepared by MOLA.



FIG. 2.6 - SOUTHALL DURING THE 1860'S

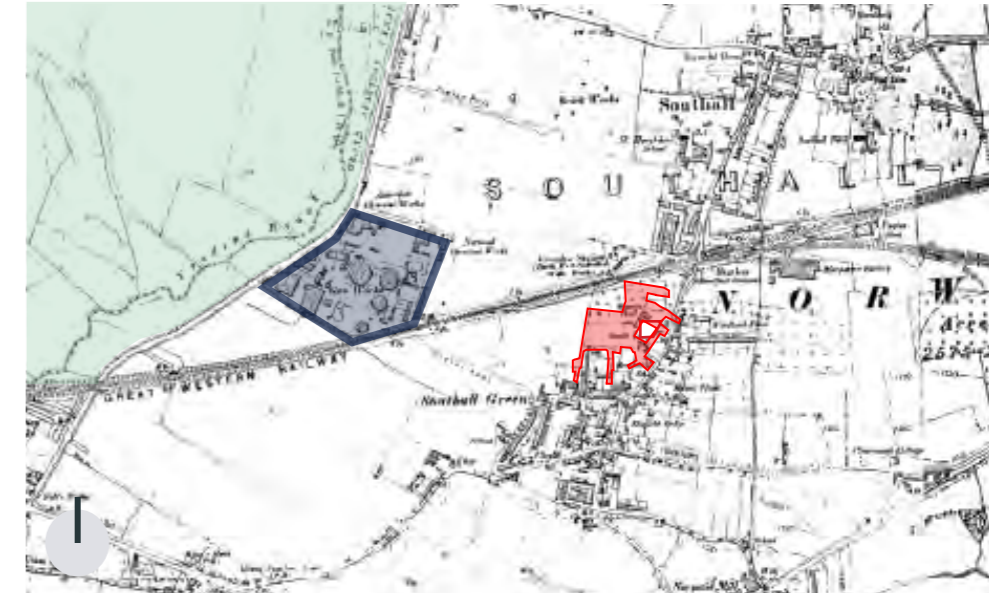


FIG. 2.7 - SOUTHALL DURING THE 1890'S



FIG. 2.8 - SOUTHALL DURING THE 1930'S



FIG. 2.9 - SOUTHALL TODAY

KEY

- SITE BOUNDARY
- GAS WORKS
- MINET PARK

SITE CONTEXT

2.4 Local Character



A. FIG 2.11 - GRADE II LISTED WATER TOWER



B. FIG 2.11 - EXISTING B1/B/C UNITS



FIG 2.10 - SITE LOCATION PLAN

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.



C. FIG 2.13 - TRS APARTMENTS



D. FIG 2.14 - ST ANSELM'S CATHOLIC CHURCH



E. FIG 2.15 - SCHEDULED MONUMENT AND MANOR HOUSE RETAIL PARADE



F. FIG 2.16 - THE DOMINION CENTRE (LIBRARY AND OFFICES)

SITE CONTEXT
2.4 Local Character



FIG 2.17 - SITE LOCATION PLAN



A. FIG 2.18 - THE GRADE II* LISTED MANOR HOUSE



B. FIG 2.19 - VIEW OF MANOR HOUSE PARADE FROM THE MANOR HOUSE GARDENS



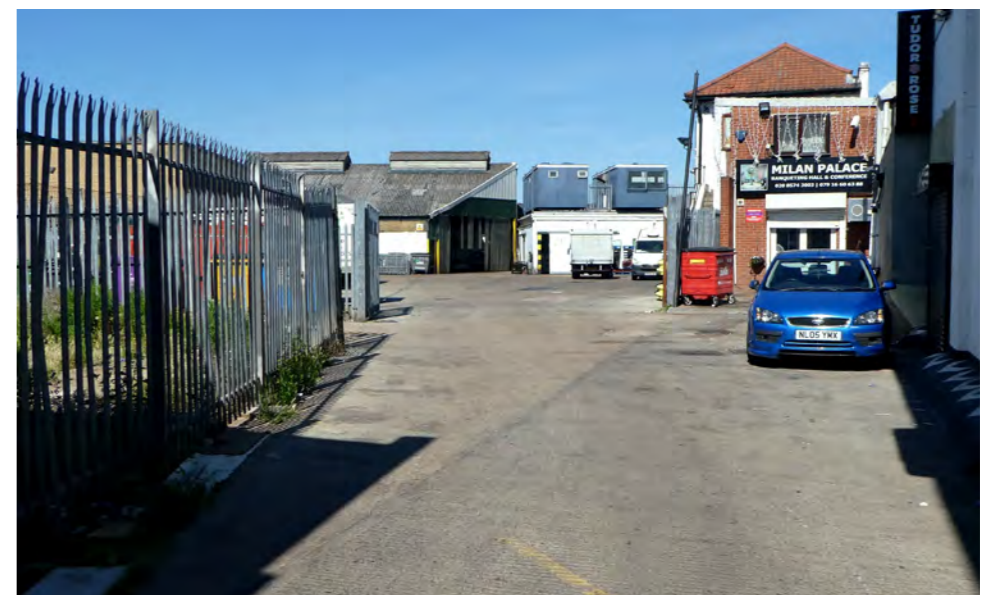
C. FIG 2.20 - A VIEW OF THE TUDOR ROSE



D. FIG 2.21 - VIEW OF THE SITE FROM MANOR HOUSE



E. FIG 2.22 - LOCALLY LISTED SUB STATION AND FOLLY



F. FIG 2.23 - VIEW OF ONE OF THE MANY BANQUETING HALLS

SITE CONTEXT

2.5 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.



FIG 2.25 - A. VIEW OF DOMINION ROAD FROM WITHIN THE SITE



FIG 2.26 - B. EXISTING CAR PARK WITHIN THE SITE BOUNDARY

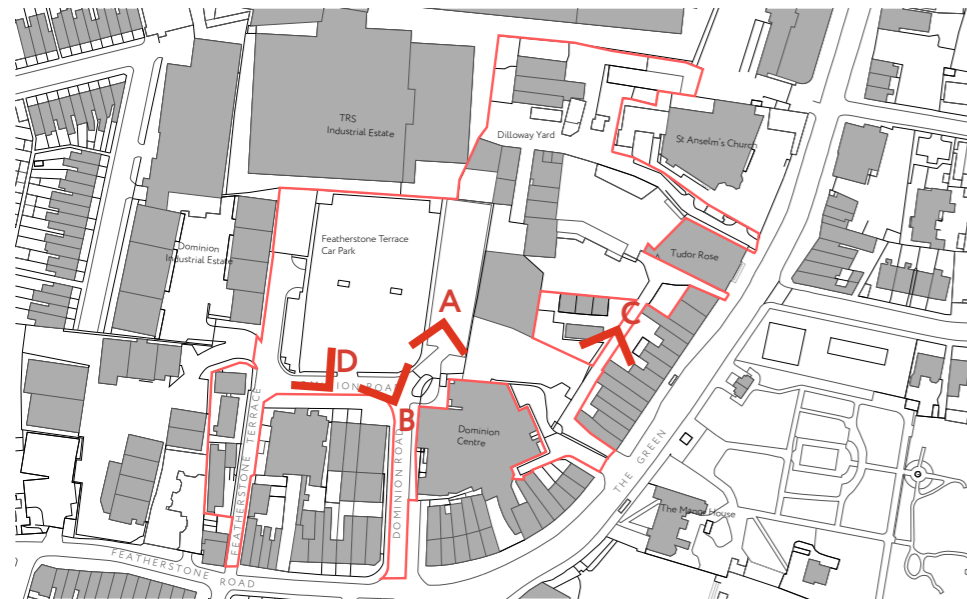


FIG 2.24 - SITE LOCATION PLAN



FIG 2.27 - C. VIEW OF CURRENT COMMERCIAL SERVICING ROUTE



FIG 2.28 - D. FEATHERSTONE INDUSTRIAL ESTATE AT THE WESTERN BOUNDARY OF THE SITE

SITE CONTEXT

2.5 Boundary Conditions



FIG 2.30 - A. ST ANSELM'S CHURCH



FIG 2.31 - B. VIEW FROM GRADE II* MANOR HOUSE

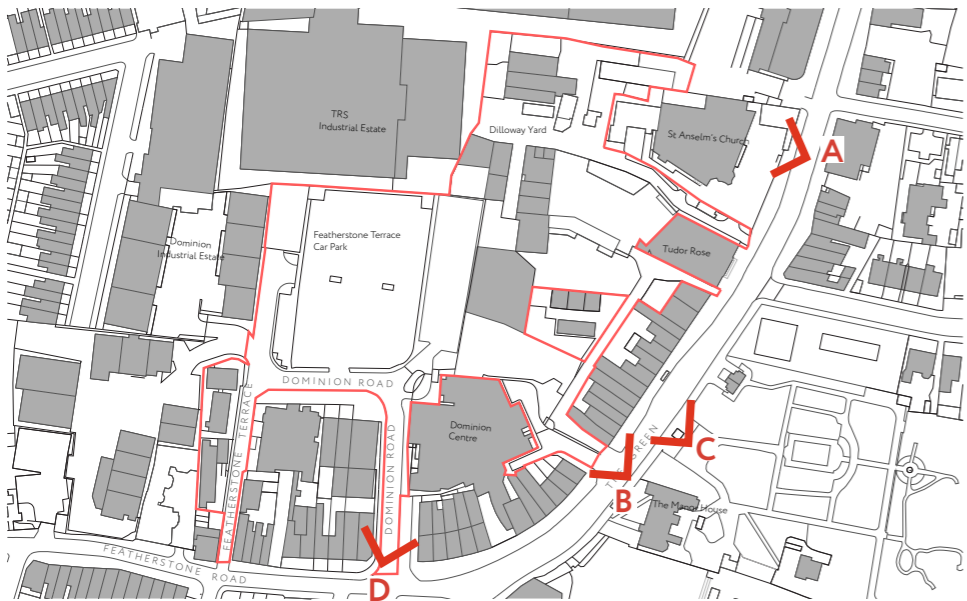


FIG 2.29 - SITE LOCATION PLAN



FIG 2.32 - C. VIEW OF THE MANOR HOUSE PARADE & SCHEDULED MONUMENT



FIG 2.33 - D. LOOKING NORTH AT THE SITE FROM DOMINION ROAD

SITE CONTEXT




2.6 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.

The commercial space strategy consultant, Forty have informed the design team's development of the proposed commercial space.

For more information on the local commercial offering please refer to the supplementary report from Forty.

-  WHOLESALE: FOOD & DRINK
-  SERVICES PERSONAL
-  VEHICLE SALE & REPAIR
-  LEISURE

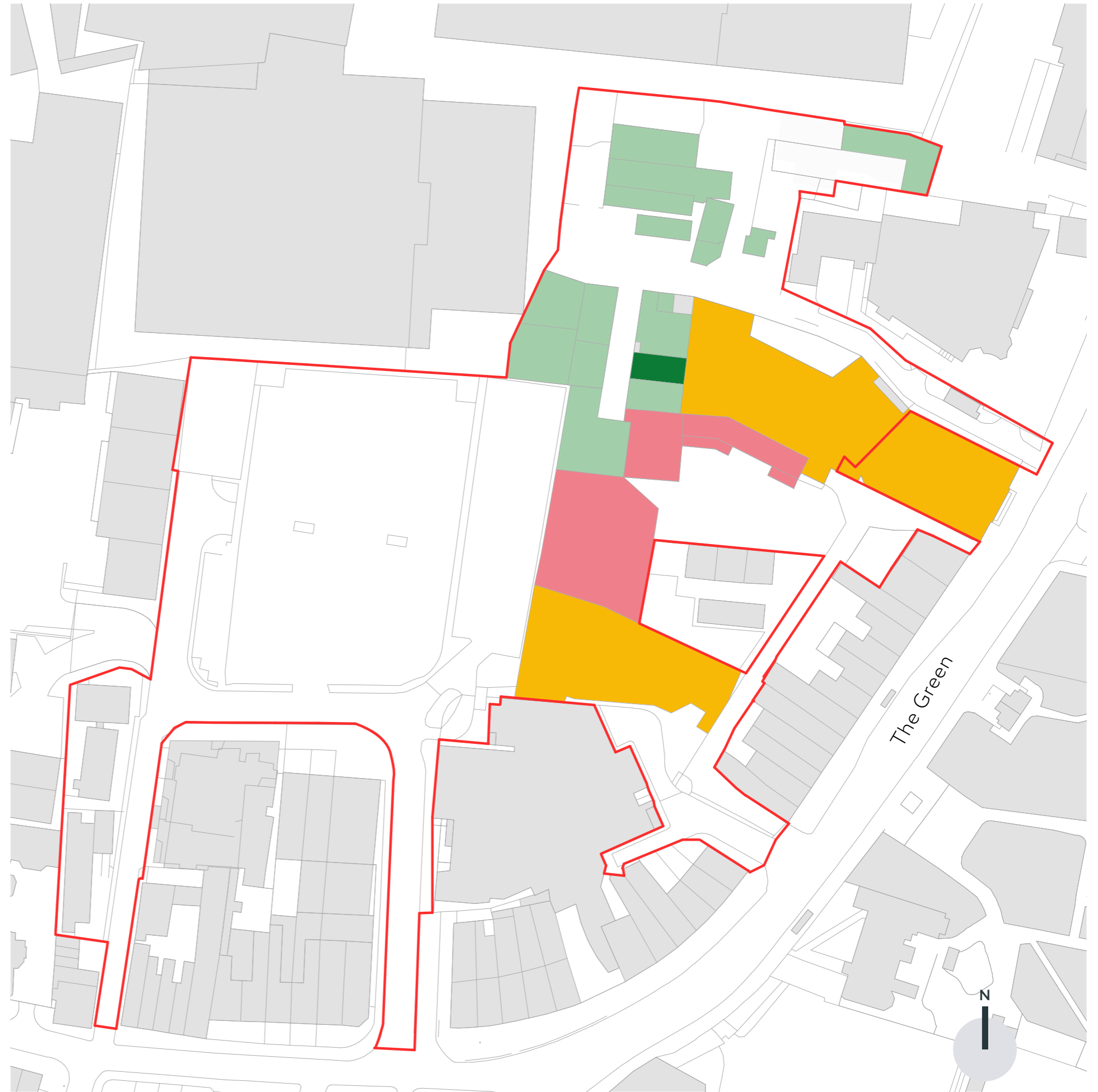


FIG 2.34 - EXISTING COMMERCIAL PROVISION