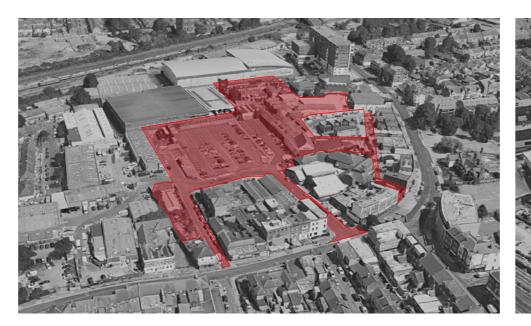
Introduction

This section of the document sets out the analysis of the existing site, the opportunities and constraints and its relationship with the Grade II* Listed Manor House and other significant buildings around the site. This section will form the basis of the rationale and justifications for the design decisions that amount to our proposal, based on the careful analysis of these factors.

Further details can be found in the associated (built) heritage, townscape and visual impact assessment prepared by Montagu Evans.





A FIG. 3.2 - SOUTH WEST VIEW OF THE SITE

B FIG 3.3 - NORTH WEST VIEW OF THE SITE

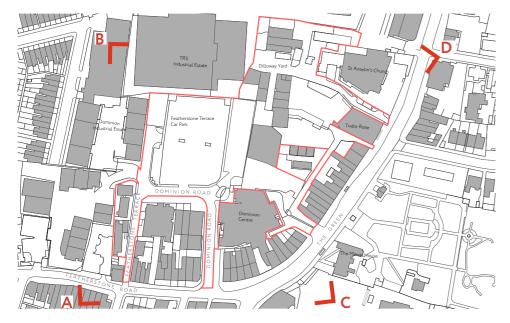
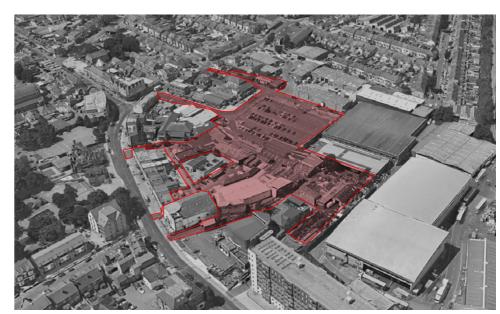


FIG. 3.1 - SITE LAYOUT



C FIG 3.4 - SOUTH EAST VIEW OF THE SITE



D FIG. 3.5 - NORTH EAST VIEW OF THE SITE







3.2 Existing Routes and Linkages

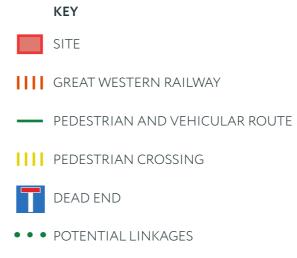


FIG 3.6 - DIAGRAM TO ILLUSTRATE ROUTES AND LINKAGES

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.





3.3 Opportunities and Constraints

OPPORTUNITIES

- Deliver the aspirations of site allocation SOU8
- Economic growth
- Place-making
- Increased density with taller buildings
- · Re-establish urban grid
- · Enhancing commercial community
- · Additional links to public transport
- · Potential extension of retail offering
- Improve servicing arrangement for the existing high street
- Improved pedestrian linkages
- · Maximise the development potential
- · Create high quality employment space
- Improve amenity space

CONSTRAINTS

- Existing Substation and Statutory apparatus
- Grade II Listed Manor House and Scheduled Monument
- Locally listed Water Tower
- · Local Industrial Estates (TRS and Featherstone)
- London Heathrow Airport's obstacle limitation surfaces (For more information on the local commercial offering please refer to the Aviation Impact Assessment by Pager Power).
- Locally listed Works, formerly Stable and Coach House
- The Tudor Rose, Significant Cultural Venue



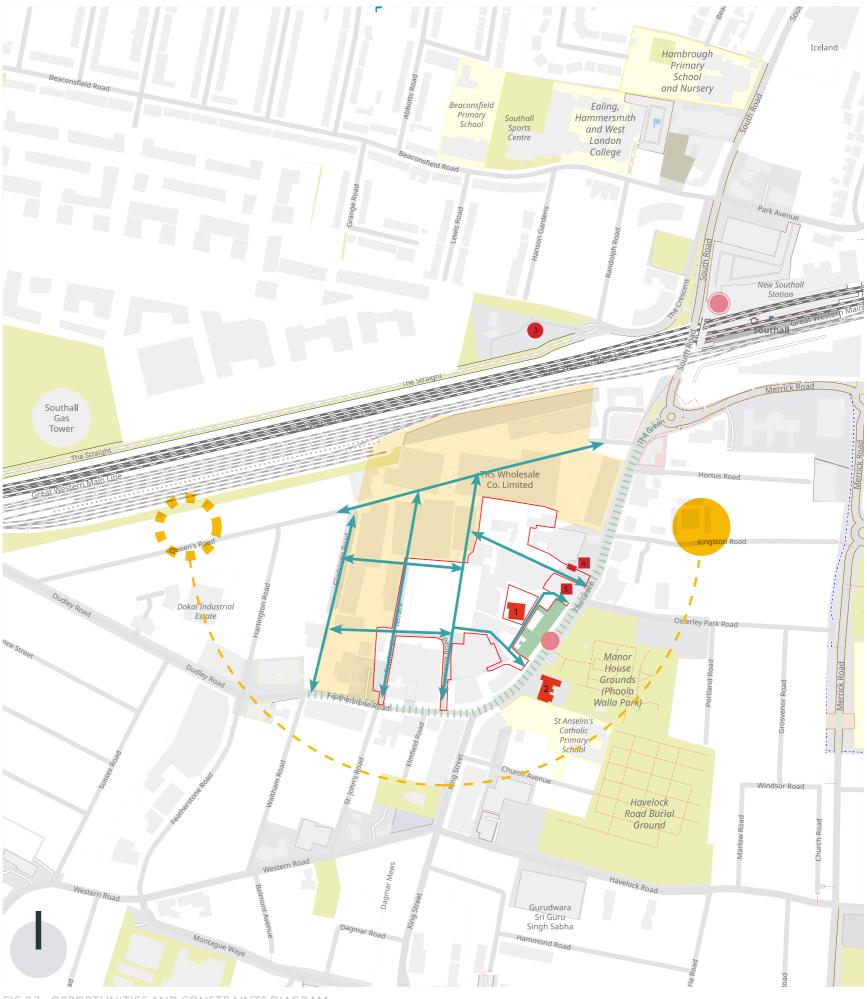


FIG 3.7 - OPPORTUNITIES AND CONSTRAINTS DIAGRAM

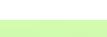
* Peabody

3.4 Planning Policy Context









Southall Green SPD **Rough Edit version**





Relevant Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires Planning Applications to be determined in accordance with relevant development plan policies, (unless other material considerations indicate otherwise).

For the purpose of this application the statutory development comprises: The London Plan (2021).

The below planning policies have been considered in relation to this application.

National Planning Policy

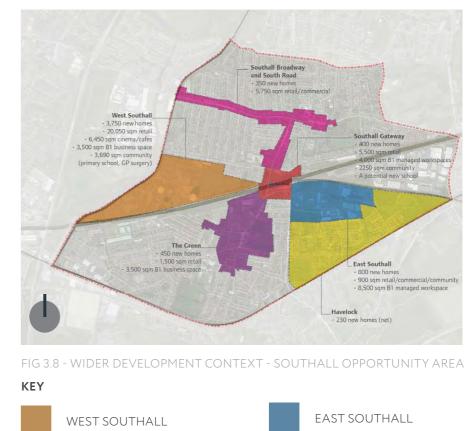
- National Planning Policy Framework (NPPF) (2019)
- National Planning Practice Guidance

Local Planning Policy

- Southall Green SPD
- Ealing Development Plan (Development Strategy (adopted 2012) 2026)
- Ealing Development Sites (adopted 2013)
- Ealing Development Management (adopted 2013)
- Southall Opportunity Area Planning Framework (OAPF), which was adopted by the GLA and Ealing Council in July 2014
- The London Plan 2021 (and Consolidated Changes Version, July 2019)

Key Planning Designation

The illustration below is an extract from the Southall Green SPD. The development site lies within the Southall Opportunity Area which has been designated for development.





2.13 Ecology

The Site provides opportunities for biodiversity enhancement which will enable to the development to propose and create new habitats, in line with Ealing's local plan and the NPPF.

Further details of the proposed ecological appraisal can be found in the associated report prepared by Middlemarch Environmental.



3.4 Planning Policy Context

Site Investigation

The topography of the local area is generally flat and level. The site is also generally flat and level and is located at an approximate elevation of 34.0m above sea level. No evidence of existing soil conditions was observed, such as open excavations or the like. No immediate evidence of significant structural movement was observed, or was reported to Land Science.

Further details of the proposed Geo-Environmental Assessment can be found in the associated report prepared by Land Science.

Heritage

It is outside the scope of the archaeological report to consider the impact of the proposed development on upstanding structures of historic interest, in the form of physical impacts which would remove, alter, or otherwise change the building fabric, or predicted changes to the historic character and setting of historic buildings and structures within the site or outside it. There is generally low potential for archaeological remains except for remains of post medieval development and possible residual prehistoric flint artefacts. We have consulted with Historic England during the development of these proposals. No objections have been raised.

Further details of the proposed Heritage Statement can be found in the associated report prepared by MOLA.

Energy

The energy strategy for the proposal has been designed to satisfy the existing planning policy requirements of both the London Plan and Ealing's planning policy. The development aims to provide a high quality and sustainable residential led, mixed use community. This proposal is targeting a 61% regulated carbon emission reduction on the residential elements and a BREEAM very good rating for the non-residential elements.

Further details of the proposed energy strategy can be found in the associated report prepared by Elementa.

Sustainability

A site wide fossil fuel free heating and hot water system is proposed, with zero emissions on-site from the outset. This is in line with the draft London Plan Heating Hierarchy and is in line with the Mayor's aim for London to be a zero-carbon city by 2050.

More specifically, for the residential part of the development, an ambient loop will provide hot water and space heating. The ambient loop will be ground sourced fed and linked to individual heat pumps in each dwelling. Every apartment will be fitted with a standard wet central heating system comprising heat emitters, a hot water cylinder and controls.

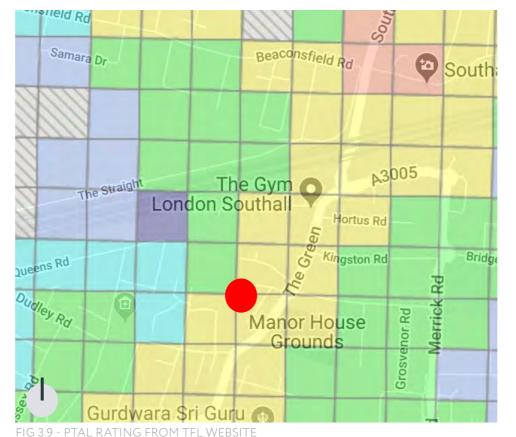
For the non-residential part, designed as core & shell, the same system type will provide heating and cooling for both future retail/commercial and restaurant space types.

Further details of the proposed energy strategy can be found in the associated report prepared by Elementa.

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.





Flood Risk

The site lies in flood risk zone 1, an area with low probability of flooding.







SITE CONTEXT

3.5 Emerging Context

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.

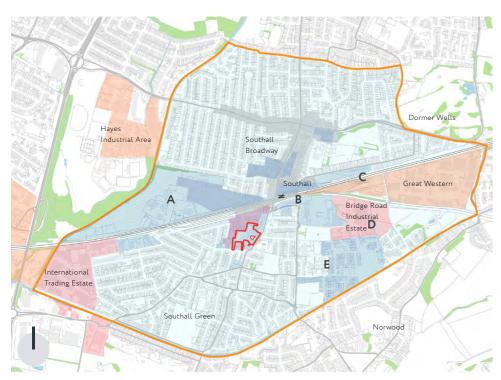


FIG 3.11 - WIDER DEVELOPMENT CONTEXT - SOUTHALL OPPORTUNITY AREA



A. FIG. 3.12 - BERKELEY GROUP - 3,750 HOMES, GASWORKS SITE



C. FIG. 3.14 - REDROW HOMES - 301 UNITS, MERRICK ROAD



B. FIG 3.13 - SOUTHALL CROSSRAIL STATION







E. FIG. 3.16 - CATALYST - 302 UNITS, HAVELOCK ESTATE

D. FIG. 3.15 - MONTREAUX - 2,000 HOMES, MARGARINE FACTORY





SITE CONTEXT

3.5 Emerging Context

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.



FIG 3.17 - BIRDS EYE VIEW OF THE EMERGING CONTEXT



SITE CONTEXT

3.6 Key Constraint - London Heathrow Flight Path Restrictions

Aviation Impact Assessment

The Assessment sets out the standard Obstacle Limitation Surfaces (OLS) which indicates the building surface height limits within the Heathrow aerodrome safeguarding area. These standards also take into account height limits during the construction phase (i.e. height of cranes).

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).

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).

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).

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

a) The date construction starts and ends

b) 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).

For more information on aviation please refer to the Aviation Impact Assessment by Pager Power.

Affect on the Development

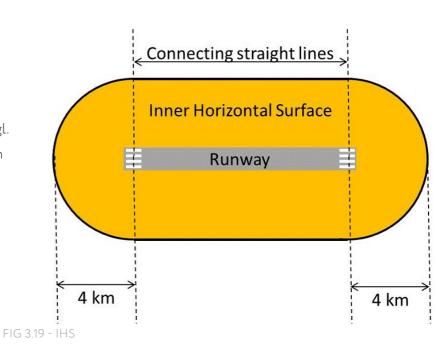
The site is around 4.4km away from the closest point of the North runway.

- The IHS (4km wide) for Heathrow is 67.87m above sea level.
- The OHS for Heathrow is 172 87 AOD
- The site is 31m above sea level, so we could be building 36m being still under the IHS. Our height limit would be 141m.
- The Conical surface slopes in a gradient of 1:20 (5%) which translates than on our site, is 20m above the IHS level.

In Summary, the report was in support of the scheme and suggested the proposal could accommodate a maximum height of 56m.



FIG 3.18 - THE GREEN RELATIVE TO THE IHS



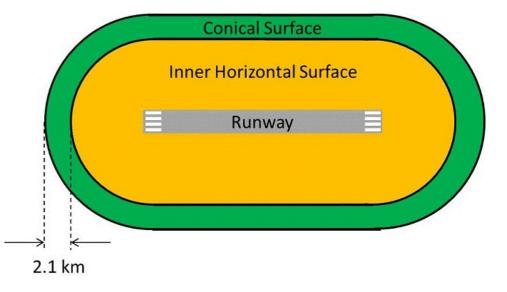






FIG 3.20 - CONICAL SURFACE OUTSIDE OF THE IHS

INNER HORIZONTAL SURFACE (4KM RADII)

CONICAL SURFACE (2.1KM RADII)

