

8.0 CONCLUSION

CONCLUSION

8.1 Summary of the Proposal

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;

1. 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.
2. 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.
3. 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.
4. 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.
5. 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:

- 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.
- Create opportunities for new community uses within the site to enhance the local offering.
- Improve access to the existing shops on The Green and remove servicing from the high street frontage.
- 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.
- Improve the accessibility and setting of the existing community asset of 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.



SIGNAGE

SIGNAGE

SIGNAGE