

A VIBRANT NEW DESTINATION

AT A GLANCE

Space for businesses
Community space
New public areas
300 job opportunities



Indicative ground floor layout, featuring proposed employment and community spaces

The Green will be much more than just another development – it will be a new urban quarter, offering distinctive new homes, employment opportunities, community facilities and public spaces.



Indicative view of café and shop ground floor uses

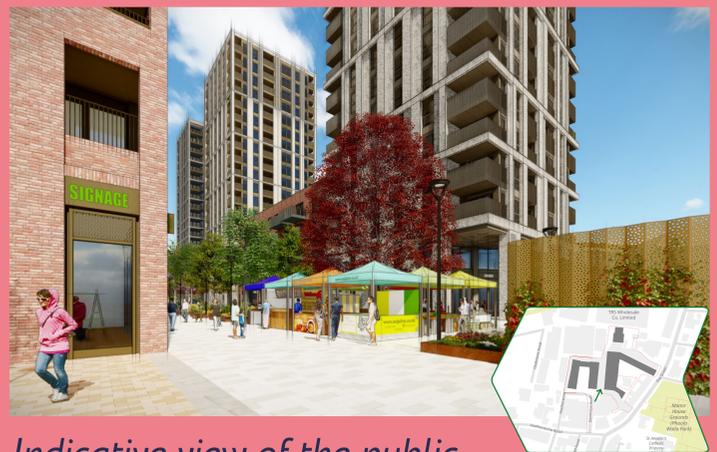
Shops, cafés and business space

Our proposals will create over 3000m² of non-residential space on the ground floors for a variety of uses. This is almost the size of the existing Dominion car park. Most of the space will be occupied by businesses, drawing people into the development.

We have placed retail, food and drink units closer to similar existing businesses along the outer edges to help integrate the development into the nearby streets.

Shop, play, relax

The new public spaces will provide versatile places which could be used for events, market stalls in addition to the enjoyment of local people.



Indicative view of the public space designed for market stalls

Employment opportunities

We estimate new businesses at The Green will bring almost 300 employment opportunities compared to 112 that we understand are on site in it's current use.

Further opportunities for local employment, apprenticeships and training will also be created during construction.

Community facilities

The community will be at the heart of The Green, with around 370m² (around the size of a basketball court) of the proposed development being designated for community use.

We want local residents and community groups to help us decide how this space is designed and used.

www.thegreensouthall.co.uk



OPEN PUBLIC SPACES

AT A GLANCE

- New pedestrian routes
- Outdoor community use
- Raised podium gardens
- Areas to play



Indicative view of welcoming public spaces to live, work and relax

The landscaped public space will have its own distinctive character and deliver a new area for everyone to enjoy. It will be linked to the new ground floor uses with places for retail and community activity to spill out and occupy the space.



Local connections

New pedestrian routes will connect local landmarks and provide welcoming and flexible outdoor community spaces.



Mews

Integrated vehicle and cycle routes will provide practical connections around the site and calm side streets for people traveling to and through The Green



Wide central boulevard

A lively public route will be the focus of the new neighbourhood, lined with trees and commercial spaces and providing play space for all ages.



Play spaces and podium gardens

Dotted across the site there will be areas dedicated to play, relaxation and enjoyment open to all. Raised podium gardens are being proposed for residents living at The Green.

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WELL DESIGNED HOMES

AT A GLANCE

- 50% affordable
- One to four bedrooms
- Private balconies



Indicative view of a podium garden for residents living at The Green

THE GREEN will provide hundreds of high-quality homes, including 50% affordable housing.

Genuinely affordable homes

The Green will provide around 550 homes of various tenures, with 50 per cent being affordable (based on habitable rooms).

London Affordable Rent

151 homes will be at an affordable rent level set by the Greater London Authority and supported by Ealing Council.

Shared ownership

101 homes will be provided as shared ownership – a part-buy, part-rent scheme that allows people to buy a share of a property and pay rent on the rest.

Market sale

298 homes will be sold on the open market at their full value. The sale of these homes will support the provision of affordable housing.

Note: The number of homes is an estimate based on the current proposed design. This may change as our plans evolve.

Designed for living

A range of designs are proposed, with a mix of single aspect, dual aspect and double aspect corner units.

All private and affordable homes will be designed to the same standards.

One and two-bedroom homes will be designed with open-plan kitchens, and three-bedroom homes will have a mixture of open and enclosed kitchens with living rooms opening onto private balconies.

Fire Safety

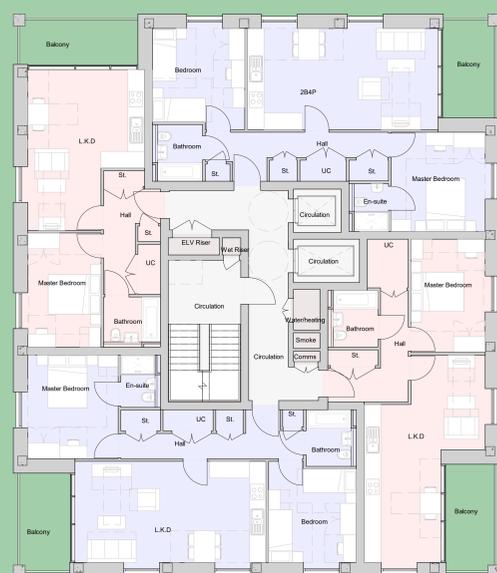
Fire safety is a key priority for us. We will do all we can to keep our residents and buildings safe, including residential sprinklers in all homes at The Green. Regardless of building height, we will use fully non-combustible external wall construction that is above the building regulation requirements.

Mix of home sizes

The homes have been designed to be suitable for households of varying sizes, from one to four bedrooms. All the new homes will meet national space standards and will have a private balcony or terrace and access to communal podium gardens.

The various home sizes and tenures will be spread across the development.

Typical floorplan



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A SUSTAINABLE COMMUNITY

AT A GLANCE

Renewable energy
Trees and planting
Cycling routes
Minimal car parking



Indicative view of trees and planting creating tranquil spaces for local people to enjoy

We plan to create a green haven in an urban environment and homes that are sustainable for the future.

Energy

Homes at The Green will be heated and cooled using renewable energy sources. This includes heat pumps that draw from the natural temperature in the ground.

Where possible, green roofs will be installed across The Green.

Trees and planting

We will introduce hundreds of new trees and plants of varying species across the site to promote wellbeing and improve air quality.

Raised planting beds and grassed podium areas will create tranquil spots away from the roads surrounding The Green.

Air Quality

The Green will feature electric car charging points, renewable energy, hundreds of trees and a focus on walking and cycling to minimise negative impacts on local air quality.

Microclimate

We have tested the impact of wind at The Green to make sure we are creating an environment that is comfortable and enjoyable.

Ecology

We will be looking at a range of measures, including bat boxes and native planting to ensure The Green has a positive ecological impact.

Transport

The Green is ideally positioned near Southall station and well connected to local bus routes. The development has been designed to promote sustainable forms of transport with new cycle routes through the scheme and minimal resident parking.

The proposed pedestrian routes through The Green will create a lively new centre to draw people in and tie back into existing road networks.

A level of public parking provision on Dominion Road will be retained.

www.thegreensouthall.co.uk

 Peabody

SHARE YOUR VIEWS

Thank you for taking the time to view our latest plans for **THE GREEN**. We want your views on what **THE GREEN** will look like – this is your chance to shape the future of this part of Southall.

There are several different ways you can share your feedback:



Feedback form

Simply grab a form or ask a member of the team for one and leave it in the ballot box.

You can also return your form by post to:
The Green Southall,
c/o 7 Bayley Street,
London WC1B 3HB



Email

Send your comments to
info@thegreensouthall.co.uk



Phone

Call 020 7323 3544 to speak with a member of the team



Online

Visit thegreensouthall.co.uk and fill out the online feedback form

Key dates

Here is the predicted timeline between now and completion – these timings are only estimates and may change as the project progresses.

Second stage public consultation

September 2019

Final changes to the design

Autumn 2019

Submit planning

Late 2019

Potential planning decision by Ealing Council

Spring 2020

Potential construction starts on site

Spring 2021

Estimated completion

Autumn 2024

Latest updates

If you would like to find out more and keep up to date with the latest news from The Green's development team, join our mailing list.

Speak to a member of the team or visit thegreensouthall.co.uk to sign up.

WHAT NEXT?

After today's exhibition, we will consider all the comments we receive before we submit a planning application to Ealing Council later in the year.

www.thegreensouthall.co.uk



APPENDIX C – JUNE INVITE LETTERS



12 June 2019

Dear **Councillor / Mr / Ms XX**

INVITATION TO A PUBLIC CONSULTATION – THE GREEN SOUTHALL

I am writing to invite you to a public consultation on plans to transform The Green in Southall.

As you may know, Peabody is working in partnership with Ealing Council to redevelop The Green – a major regeneration project at the heart of the Southall Opportunity Area. Our plans are at an early stage and we want to get feedback from local people and their representatives before we develop them further.

WHEN: Thursday 27 June 2019 – 2pm to 8pm
Saturday 29 June 2019 – 10am to 4pm

WHERE: Southall Manor House
The Green,
Southall UB2 4BJ

Our plans for The Green aim to deliver around 525 new homes, 50% of which will be affordable housing, provide new employment space and increase job opportunities, and create high quality public spaces.

We want The Green to become a hub for community life and for local people to help us achieve that vision.

Peabody is one of the oldest housing associations in London and has over 66,000 homes across the capital and the South East, housing over 111,000 residents.

We design, build and maintain homes and neighbourhoods which people are proud to live in. We invest in the areas where we operate over a long period of time – creating great places to live.

Please join us at our consultation event to find out more about our draft plans for The Green. Our design team will be there to discuss the plans with you and to get your feedback. We will consider all comments we receive and use your feedback to help shape our final plans. We will hold a second series of consultation events before we submit a planning application at the end of the year.

If you would like any more information, or if you have any queries, please contact our project team by:

 020 7323 3544

 info@thegreensouthall.co.uk

 The Green Southall, c/o 7 Bayley Street, London WC1B 3HB

www.thegreensouthall.co.uk



We look forward to meeting you at the consultation event. If you are unable to attend, you can also view our draft plans and provide your feedback online from 27 June at: www.thegreensouthall.co.uk

If you would like any more information, or if you have any queries, please contact our project team by calling on 020 7323 3544 or emailing info@thegreensouthall.co.uk

Yours sincerely



Phil Church
Head of New Business



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The Straight

The Straight

The Straight

Southall

A3005

A300

Southbridge Way

Hortus Rd

Queens Rd

Queens Rd

Hartington Rd

Gladstone Rd

Kingston Rd

Kingston Rd

The Green

Osterley Park Rd

Osterley Park Rd

Osterley Park Rd

Dudley Rd

Hartington Rd

Featherstone Terrace

Dominion Rd

Featherstone Rd

Featherstone Rd

Elmfield Rd

Church Ave

Portland Rd

APPENDIX D – SEPTEMBER INVITE LETTERS

DD MM 2019

Dear XX

INVITATION TO A PUBLIC CONSULTATION – THE GREEN SOUTHALL

I am writing to update you and your organisation's members on our plans to transform The Green – a major regeneration project at the heart of the Southall Opportunity Area. Peabody is working in partnership with Ealing Council to redevelop The Green and make it a hub for community life in this part of Southall.

Following our public consultation in June, we have been working on our detailed plans for the site and thinking about how we respond to the feedback we received. We are now ready to present our detailed plans to the public and ask for any further comments before we submit our planning application later this year.

WHEN: Thursday 19 September 2019 – 2pm to 8pm
Saturday 21 September 2019 – 10am to 4pm

WHERE: Southall Manor House
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Our plans for The Green aim to deliver around 550 new homes, including 50% affordable housing, provide new employment space and increase job opportunities, and create high quality public spaces.

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Supporting local community groups to thrive and transform lives is a big part of what Peabody brings to the areas in which we have homes. Our community engagement team will be on hand at the events to talk to you about the work we already do and opportunities to work together in the future.

If you would like any more information, or if you have any queries, please contact our project team by:

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We look forward to meeting you and members of your group at the consultation event. If you are unable to attend, you can also view our draft plans and provide your feedback online from 19 September at: www.thegreensouthall.co.uk

If you would like any more information, or if you have any queries, please contact our project team by calling on 020 7323 3544 or emailing info@thegreensouthall.co.uk

Yours faithfully



Chris Lyons
Senior Development Manager



DD MM 2019

Dear Sir/Madam

INVITATION TO A PUBLIC CONSULTATION – THE GREEN SOUTHALL

I am writing to update you and your organisation's members on our plans to transform The Green – a major regeneration project at the heart of the Southall Opportunity Area. Peabody is working in partnership with Ealing Council to redevelop The Green and make it a hub for community life in this part of Southall.

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Yours faithfully



Chris Lyons
Senior Development Manager



5 September 2019

Dear Sir/Madam

INVITATION TO A PUBLIC CONSULTATION – THE GREEN SOUTHALL

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Yours sincerely



Phil Church
Head of New Business



APPENDIX E – JUNE EXHIBITION FLYER

THE-GREEN SOUTHALL

INVITATION TO A PUBLIC CONSULTATION

Peabody invites you to take part in a public consultation on plans to transform a key part of Old Southall.

Peabody is working in partnership with Ealing Council to redevelop **THE GREEN** – a major regeneration project at the heart of the Southall Opportunity Area.



Our plans for **THE GREEN** will:

- Deliver around 525 new homes
- Provide 50% as affordable housing
- Provide new employment space and increase job opportunities
- Create high quality public spaces

We want **THE GREEN** to become a hub for community life and for local people to help us achieve that vision.

Our plans are at an early stage and we want to get feedback from local people before we develop them further.

Full details of how you can participate in our consultation can be found on the back of this flyer.

www.thegreensouthall.co.uk

 Peabody

THE-GREEN SOUTHALL

INVITATION TO A PUBLIC CONSULTATION

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WHEN

Thursday 27 June

– 2pm to 8pm

Saturday 29 June

– 10am to 4pm

WHERE
Southall
Manor House
The Green,
Southall UB2 4BJ



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 **Call**
020 7323 3544

 **Email**
info@thegreensouthall.co.uk

 **Write**
The Green Southall, c/o 7 Bayley Street,
London WC1B 3HB

About Peabody

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