

SOUTHALL RESET

SPATIAL PLANNING FRAMEWORK



November 2022

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Introduction

The Southall Reset programme, outlined for the next four years, will be focused on tackling deep-rooted challenges specific to Southall to support residents and businesses. It also focuses on active travel, with a renewed focus on walking and cycling schemes in the area, as well bringing employment back to the town hit hard by furlough and job losses during the pandemic.

This report summarises the discussions of the Southall Reset officers working group over the course of four internal workshops beginning in May 2022. Building on the findings of the Southall Planning Baseline Research published in April 2022, the working group explored the myriad issues and opportunities facing Southall today. On this basis, the group formulated a set of strategic objectives and area-wide principles for good growth informed by Southall's existing social and physical character as well as its potential for improvement and change.

The spatial implications of these principles have been illustrated in a set of framework plans that provide high-level guidance on issues of movement, public open space, land use, density and character across the town centre and a number of strategic sites. While the spatial frameworks are indicative rather than prescriptive, they do suggest optimal forms of development that could lead to mutually beneficial outcomes for the Council, communities and landowners.



Status of this document

This report forms part of the evidence base for the Reg 18 consultation as it has directly informed the Southall Town chapter of the Local Plan. Ealing Council will be seeking feedback via the forthcoming Reg 18 consultation on the Local Plan in Autumn/Winter 2022.

Following consultation, the Southall Town chapter in the Local Plan will be updated, based on the comments and feedback received. This study, alongside consultation with residents, businesses and community organisations, will continue to inform the overarching vision for the ongoing the Southall Reset programme.

It is expected that more detailed masterplanning of the area, based on further engagement with local stakeholders, will follow as part of the Southall Reset programme.



Policy, guidance and evidence context

A number of existing and emerging policy, guidance and evidence documents at national, regional and local levels have informed the development of this framework as follows:

National

- [National Planning Policy Framework](#): This framework sets out the government's planning policies for England and how these are expected to be applied locally. It highlights the importance of providing a mix of uses locally and creating attractive walking and cycling networks to these uses.
- [National Design Guide](#): This planning practice guidance document details the principles for delivering well-designed places, including creating compact and walkable neighbourhoods with a mix of uses that support health and well-being.
- [Town and Country Planning Association, 20-Minute Neighbourhood Guide](#): This guide for local planning authorities presents the principles and benefits of the 20-minute Neighbourhood model, including case studies from across England.

Regional

- [London Plan 2021](#): This statutory plan sets out the Mayor of London's vision for how London will develop over the next 20-25 years and informs decisions on planning applications across the capital. It emphasises the role of town centres in growing sustainable, healthy and walkable neighbourhoods. Areas of Southall are identified as Strategic Areas for Regeneration in the London Plan, owing to high levels of pre-existing deprivation. The

Southall OAPF is one of the Mayor's Opportunity Areas as a significant location with development opportunities to accommodate new homes, jobs and infrastructure. In each of these areas, regeneration should be framed by the Mayor's vision for 'Good Growth' which aims to tackle spatial inequalities and environmental, economic and social barriers.

- [London Recovery Programme](#): The Mayor of London's Recovery Programme covers the key actions required to enable the capital to recover from the Covid-19 pandemic. It highlights the importance of creating thriving, inclusive and resilient high streets, within a short walk or cycle ride for all Londoners. Supporting guidance documents include the '[High Streets for All](#)' and '[High Streets and Town Centres Adaptive Strategies](#)' reports.
- [West London Alliance Build and Recover Strategy](#): This strategy considers how to enable a strong recovery from the Covid-19 pandemic across seven west London Boroughs. It stresses the need to redefine local centres as low carbon and economic hubs where everyone can live, work and meet their needs within a short cycle or walk. More widely, the [West London Affordable Workspace Study](#) sets out the potential for more affordable workspace options closer to home, and the [West London Skills and Productivity Strategy](#) outlines the need for adult learning to stay rooted in local neighbourhoods.

Local – Ealing wide

- [Shaping Ealing Summary](#): Shaping Ealing was a public engagement exercise to gather feedback from residents, businesses, and other stakeholders on what they think about our borough and

Policy, guidance and evidence context

the seven towns. The feedback will help inform future statutory consultation exercises, including the draft new Local Plan.

- [Council Plan 2022-26](#): The Council Plan sets out the Council's vision and strategy for the next 4 years, with a focus on 3 cross cutting strategic objectives; Creating good jobs, Tackling the climate crisis, and Fighting inequality. The plan outlines a commitment to enabling Ealing's seven towns to have everything residents need within a 20-minute walk of their homes. This includes creating new local jobs and delivering sustainable and active travel infrastructure to enable residents to access services and amenities.
- [Plan for Good Jobs](#): This plan outlines the actions needed to help Ealing's economy recover from the pandemic. It sets the goal to re-imagine and re-purpose our town centres and commercial areas as part of vibrant 20-minute neighbourhoods with local employment, cultural and leisure opportunities for all, enabling a more inclusive and sustainable local economy.
- [Ealing's Climate and Ecological Strategy](#): Ealing Council declared a climate emergency in April 2019. This strategy is the first step toward reducing emissions significantly by 2030. It highlights the case for sustainable neighbourhoods that are well-connected and compact, enabling local people to access everyday services and amenities by active and sustainable transport modes.
- [Industrious Ealing](#): These 3 reports explore opportunities to create a more inclusive economy and local jobs for residents, by maximising the potential of Ealing's industrial areas and creating diverse and better-quality employment space to attract businesses to the borough.

- [Race and Equality Commission](#): This report, delivered by an independent commission, has articulated a set of challenges facing Ealing from a race and equalities perspective. The report also presents a series of demands to be met in order to tackle these challenges. The priorities and demands set out in this report are key to developing the Southall Reset strategy.

Southall specific

- Ealing Council – Town Briefing (Southall): This Town Briefing provides high-level insight into the socio-economic character and performance of Southall. It sets out how London and Ealing's economy has changed, before outlining how these factors are shaping prosperity and opportunity in Southall. The Town Briefing is designed to inform local priorities - providing an evidence-led starting point for the Town Forums.
- Southall Baseline Study: This study provides a visual guide to Southall both as it is today (covering its demographics, heritage amenities, infrastructure and economy) and with a view to the evolving context of new major developments across the area.
- [Southall Employment Audit](#) (published as part of Industrious Ealing) - can be found as an appendix to the Southall Reset cabinet report (please access via this page Council announces [Southall Reset programme - Around Ealing](#)). This study takes a closer look at the type of businesses, buildings and jobs that make Southall a productive place. It identifies the key challenges and opportunities in different industrial locations and for different sectors, and highlights key recommendations to consider by Ealing Council and its partners to ensure that Southall continues to grow as a successful productive and inclusive place.

Southall Today

Overview

Southall is a cultural destination of national importance and is a growing neighbourhood. Significant new development of predominantly new homes is already underway and there are plans for a new commercial neighbourhood to complement the existing town centre. However, there remains much potential to bring 'good jobs' to the area to make the local economy more diverse and resilient and better capitalise on its proximity to Heathrow, the A312 and enhancing it as a destination for the South Asian food and retail.

Ambitions for Southall

- The overarching ambition for the area is to revitalise and strengthen Southall's role in London as hub of new industry and productivity, taking account of the fact that:
- Southall's businesses have grown by 20% since 2015. This is the highest of the borough's seven towns.
- Southall is home to major public sector employers, such as Ealing Hospital NHS Trust, St Bernard's Hospital and major industrial sites housing a wide range of businesses.
- Future growth will require a mix of employment spaces, blending lower density distribution activity with high quality, flexible and affordable workshop, office, studio, and other types of space to allow existing businesses to grow and new businesses to locate here.
- This will ultimately make Southall a destination within London and beyond to start and grow a new business.

Key socio-economic data

- Southall is home to 70,176 people. This is equivalent to 21% of the borough's population. Southall is one of the most ethnically diverse places in London.
- 23% of Southall's Lower Layer Super Output Areas (LSOAs) are in the top 20% deprived nationally. This is above the borough median ranking second out of the 7 towns
- Southall residents earn the least in the borough. 52% of Southall's jobs are classified as low pay work. This is the highest proportion of all of the borough's towns.
- Southall's population density is 84 persons per hectare. This is above the borough median ranking second out of the 7 towns
- Despite these challenges, Southall's businesses have grown by 20% since 2015. This is above the borough median ranking and first out of the 7 towns. It is home to major public sector employers, such as Ealing Hospital NHS Trust, St Bernard's Hospital and industrial sites house diverse businesses e.g. Noon Products, Delifrance, London Workwear Rental amongst others.
- The industrial land in Southall is expected to come under further pressure due to the lack of supply and growing demand in West-London sub-region and London as a whole.
- As recognised by the Let's Go Southall baseline survey at least 43% of residents are classified as inactive.

Southall Today

Key challenges for Southall

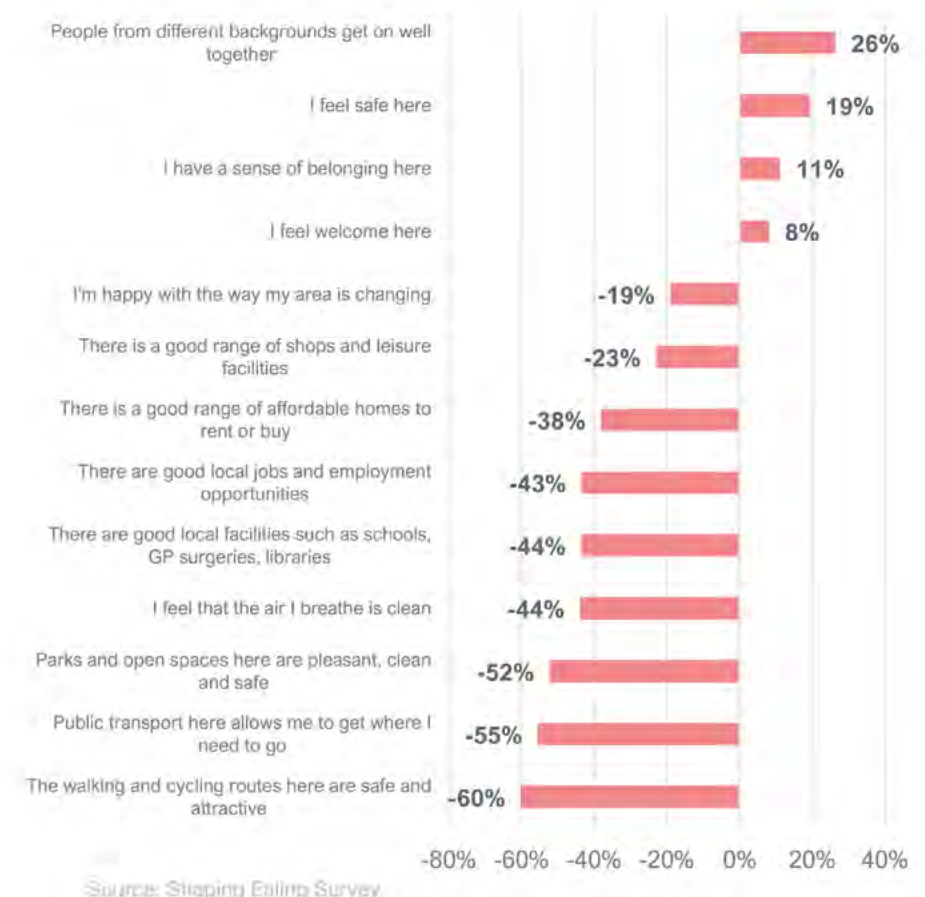
- Low pay, poverty and deprivation: Southall is where the borough-wide challenges of deprivation, low pay, are particularly acute. This is contributing to deeply embedded health and well-being challenges. The Race Equality Commission Report has highlighted the need for an investment in adequate primary care in Southall, ethnic minority pay-gap and deeper meaningful engagement, and better conversations with residents.
- Place perception: responses to the recent Shaping Ealing engagement survey suggests that views from Southall residents are much more negative as compared to the borough overall as well as the other six towns. There are concerns about the lack of safe walking and cycling routes, public transport provision, high quality open spaces, safety, air quality, community facilities and good jobs and employment opportunities.
- Retaining Southall's identity amid large scale development and rapid change: In the Council's Local Plan 2013 and London Plan 2021, Southall is identified with potential for 9,000 new homes and 3,000 new jobs by 2041. Since 2014, the pace of new homes provision has been rapid with over 1,800 coming forward. However, the employment space and new jobs has not come forward as planned. Also, there is concern locally about the rapid pace of change, its impact on the local character, community facilities, community cohesion, and some local businesses in industrial areas feeling that they could be pushed out. Given that a significant number of new homes are in the pipeline, it will take years for the planned benefits such as new open spaces, health and community facilities and local jobs to be realised fully.

Key socio-economic indicators for Southall vs London & Ealing's other seven towns

	Net annual income (2018)	Net annual income after housing costs (2018)	% of jobs in low paying industries	% of LSOAs in the top 20% most deprived nationally
1.	Ealing (£52,200)	Ealing (£37,578)	Southall (52%)	Northolt (40%)
2.	Acton (£47,843)	Acton (£33,143)	Northolt (47%)	Southall (24%)
3.	Perivale (£47,700)	Hanwell (£33,250)	Acton (39%)	Hanwell (17%)
4.	Hanwell (£47,075)	London (£31,610)	Ealing (37%)	Greenford (13%)
5.	Greenford (£44,680)	Perivale (£29,350)	London (33%)	Ealing (9%)
6.	London (£43,114)	Greenford (£28,080)	Greenford (32%)	Acton (6%)
7.	Southall (£41,271)	Southall (£25,886)	Hanwell (28%)	Perivale (0%)
8.	Northolt (£39,200)	Northolt (£25,200)	Perivale (26%)	

Sources: ONS, BRES, IMD

Net positive/negative scores from Southall respondents to the non-statutory Shaping Ealing consultation



Southall Today

Southall Big Plan and associated achievements

Southall has experienced significant changes over the last decade, primarily due to the large-scale investment proposed and agreed through the planning system, of which a number of schemes have been implemented. Southall has also benefited from a multi-million-pound package of investment in infrastructure and the public realm following the publication of the 'Southall Big Plan' proposals in 2012. These schemes include:

- Southall Broadway Boulevard public realm project, improving pavements and reducing pedestrian accidents by removing formal crossings and implementing a series of crossing boulevard points.
- Southall Great Streets acupuncture points - implementation of new public spaces at Southall High Street (Lidl / Market Square), Southall Manor House Square, St John's Church, St Anselm's Church, outside the Dominion Centre
- Improvements to South Road and implementation of a new public square north of Iceland and Quality Foods
- The Implementation of the Merrick Road Foot and Cycle Bridge (due to open December 2022) to provide a safe crossing away from South Road Bridge

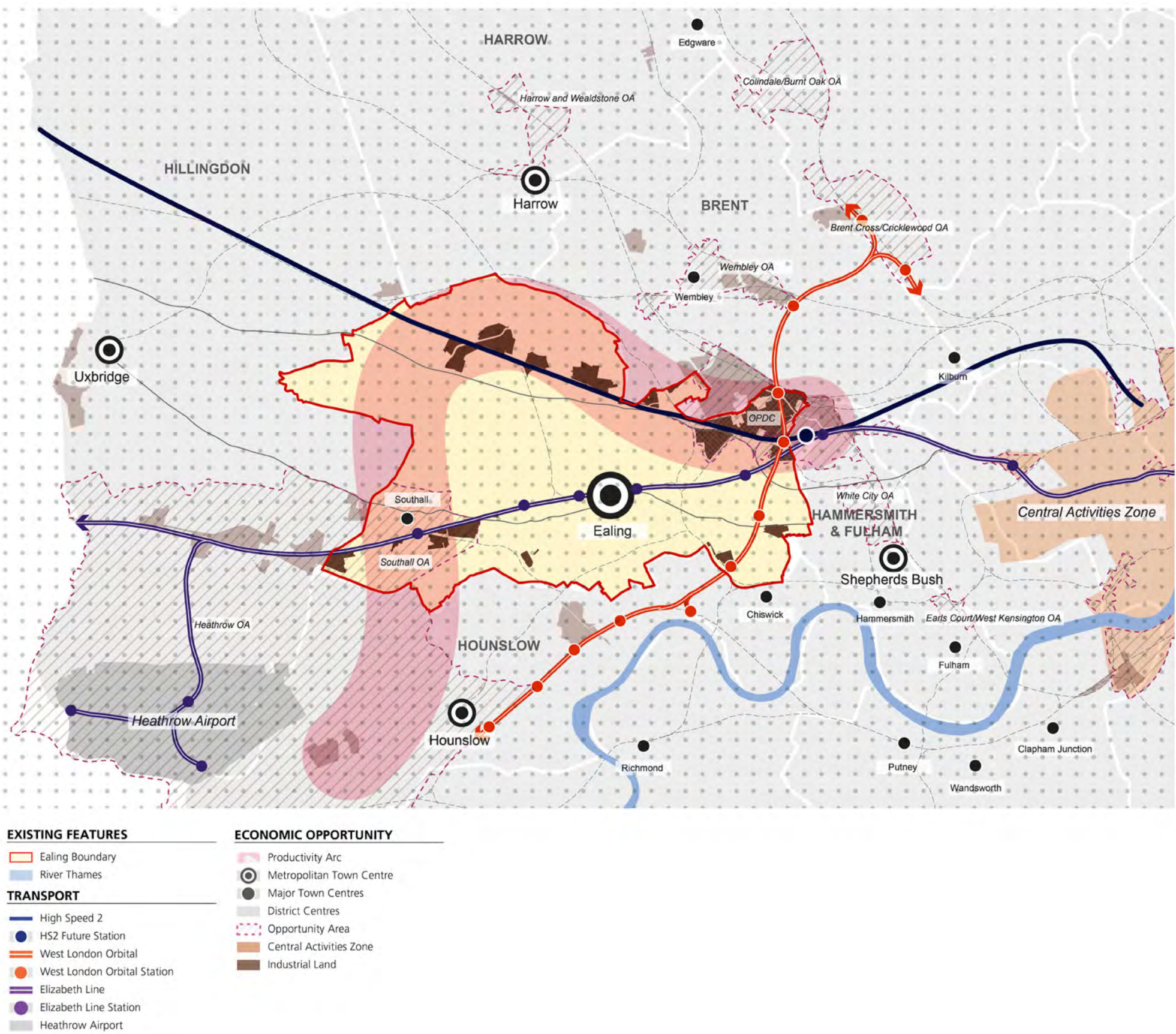
Local developers and landowners

- In recent months, a number of discussions have taken place between local developers / landowners and the council in relation to the future of strategic development sites. Many of these conversations have involved discussion on the employment potential of these sites and their ability to provide new good jobs for Ealing.



Ealing Productivity Arc

The Ealing Productivity Arc places Ealing in the centre of west London’s economic activity, by linking Heathrow airport and Hillingdon with the proposed HS2 terminus at Old Oak Common. The Arc will connect strategic industrial growth opportunities across Perivale, Greenford, Northolt and Southall to Heathrow. The adjacent image illustrates Ealing’s sub-regional context within West London.



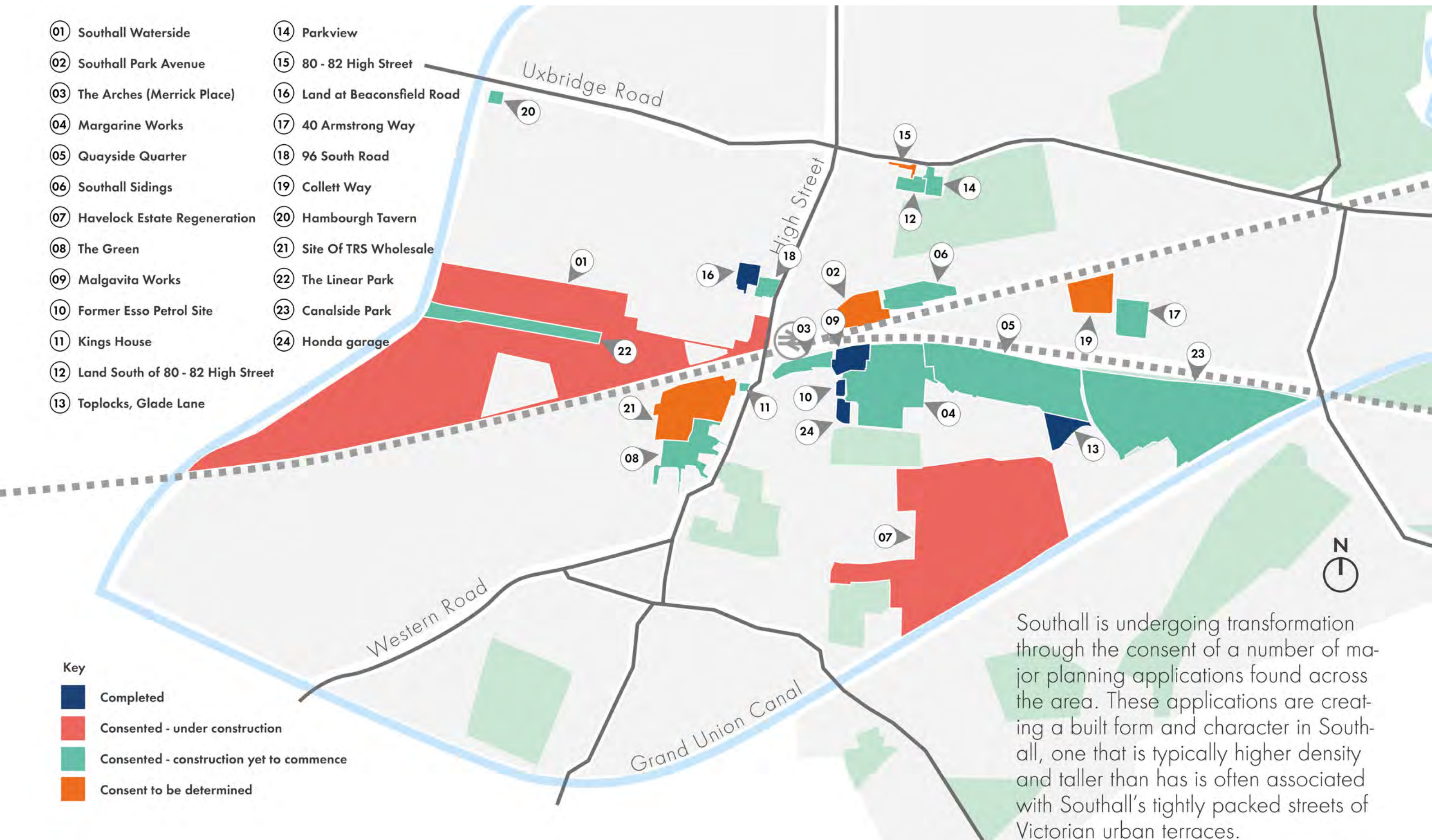
Development pipeline

- 01 Southall Waterside
- 02 Southall Park Avenue
- 03 The Arches (Merrick Place)
- 04 Margarine Works
- 05 Quayside Quarter
- 06 Southall Sidings
- 07 Havelock Estate Regeneration
- 08 The Green
- 09 Malgavita Works
- 10 Former Esso Petrol Site
- 11 Kings House
- 12 Land South of 80 - 82 High Street
- 13 Toplocks, Glade Lane

- 14 Parkview
- 15 80 - 82 High Street
- 16 Land at Beaconsfield Road
- 17 40 Armstrong Way
- 18 96 South Road
- 19 Collett Way
- 20 Hambourgh Tavern
- 21 Site Of TRS Wholesale
- 22 The Linear Park
- 23 Canalside Park
- 24 Honda garage

Key

- Completed
- Consented - under construction
- Consented - construction yet to commence
- Consent to be determined



Southall is undergoing transformation through the consent of a number of major planning applications found across the area. These applications are creating a built form and character in Southall, one that is typically higher density and taller than has is often associated with Southall's tightly packed streets of Victorian urban terraces.

Cumulative capacities of nearby developments

8,101	New homes
30,436 sqm	Flexible commercial
2,821 sqm	Retail / F&B
2,202 sqm	Community
40,510 sqm	Business / industrial
14,664 sqm	Hotel space

Toplocks, Glade Lane



The development proposes 26 new affordable homes and associated landscaping, access and parking. Also proposed is a new footbridge over the Maypole Dock canal, creating a pedestrian and cycle link.

Status: Planning approved
Applicant: Catalyst Housing
Architect: Conran + Partners

 **26 new homes**

Parkview



Located to the rear of the Red Lion Pub on High Street, the scheme provides both new homes and flexible commercial space divided between three blocks, 4 - 14 storeys high. Included in the masterplan are new amenity spaces which will also help in developing a connection to the neighbouring Southall Park.

Status: Planning approved
Applicant: Red Lion Development

 **150 new homes**
 **592 sqm flexible commercial space**

80-92 High Street



The construction of a 4 storey building comprising residential units and ground floor retail space. The proposals also include the re-location of Southall Market onto the land in front of the Lidl supermarket, facing High Street.

Status: Awaiting decision
Applicant: Unknown
Architect: Stockwool

 **9 new homes**
 **136 sqm flexible commercial space**

Land at Beaconsfield Road



Located on the former Southall College site, the scheme includes 118 new apartments along with shared amenity space and 35% affordable housing.

Status: Completed
Applicant: Stonegate Homes
Architect: ECE Architecture

 **118 new homes**

40 Armstrong Way



Located on Armstrong Way and Collett Way, the scheme involves the development of 7 single-storey industrial units.

Status: Planning approved
Applicant: Universities Superannuation Scheme Limited
Architect: Ian C King Associates Architects

 **5,390 sqm business / industrial space**

96 South Road



This mixed use development comprises new residential homes along with 10 commercial ground floor units and car and cycle parking.

Status: Planning approved
Applicant:
Architect: GA&A Design

 **41 new homes**
 **1,622 sqm flexible commercial space**

Collett Way



The proposed scheme comprises of a single building consisting of outboard offices. The site will be accessed off Collett Way via the existing access point and will also provide designated parking areas.

Status: Pending consideration
Applicant: Bridge industrial
Architect: UMC Architects

 **7,241 sqm flexible commercial space**

Hambourgh Tavern



The proposed development comprises a new 15 storey block and 4 storey block along The Broadway in Southall.

Along with 161 hotel rooms, a bar/restaurant and conferencing space will be provided.

Status: Planning approved
Applicant: Hayre Group Limited
Architect: Claridge Architects

 **580 sqm flexible commercial space**
 **7465 sqm hotel space**

Site Of TRS Wholesale



The existing Cash and Carry building will be demolished and replaced by a new structure of the same use, a new warehouse building is also proposed.

Status: Conditional consent
Applicant: T R Suterwalla and Sons
Architect: Robertson Francis Partnership

 **7,247 sqm business / industrial space**

Development pipeline (see [Southall Baseline Study](#))

Southall Waterside



Redevelopment of the Southall Gasworks site. The scheme includes the provision of 20 ha of public realm and parkland and 3,750 new homes (30% affordable) in a range of different sizes and tenures.

Status: Under construction
Applicant: Berkley Homes
Architect: John Thompson & Partners



Southall Park Avenue



The scheme includes the erection of five housing blocks between 5 and 25 storeys. Also proposed is commercial / community floorspace, possible uses being flexible workspace, cafe, childcare facilities and gym uses. There will also be improvements to landscaping such as new open space, play areas and vegetation to improve urban greening.

Status: Pending consideration
Applicant: Paragon Asra Housing



Havelock Estate Regeneration



The masterplan will provide 922 new homes, of which 53% will be affordable. The scheme will be predominantly low-rise, with a few larger scale apartment buildings ranging from 6 to 8 storeys. Included in the masterplan is a new community centre, commercial units, canalside park and associated public space.

Status: Under construction
Applicant: Catalyst Housing
Architect: Pollard Thomas Edwards



The Green



The scheme will provide a mixture of new homes, retail and business space, alongside public realm improvements and a high quality pedestrian environment linking to public and green spaces.

Status: Awaiting legal agreement
Applicant: Peabody
Architect: Hunters



Margarine Works



The scheme ranges in height from 4 to 27 storeys which increase in scale towards the north. This predominantly residential development also includes office / community space, a hotel, commercial space and parks and amenity space.

Status: Planning approved
Applicant: Montreaux Developments
Architect: Assael Architecture



Quayside Quarter



The masterplan is located on the former Honey Monster factory site along Bridge Road. Alongside 1997 homes, the development will provide a creative industrial hub, light industrial units, commercial space and high quality public realm.

Status: Planning approved
Applicant: Galliard Homes
Architect: EPR Architects



Former Esso Petrol Site



The scheme involves the redevelopment of the former Esso Petrol Filling station site, to the east of Merrick Road. The buildings range from 16 to 19 storeys and comprises residential units, commercial floorspace and landscape, play and amenity space.

Status: Planning approved
Applicant: Redrow
Architect: Boon Brown



Kings House



King's House comprises a 22 storey tower containing 77 homes and ground floor commercial and cafe space and upper floor office space.

Status: Planning approved
Applicant: TR Suterwalla & Sons
Architect: Barton Wilmore



The Arches (Merrick Place)



The development of 4 towers, ranging from 15 to 23 storeys and comprising residential units, office and commercial space. The development includes the construction of a boundary wall along railway line, new access arrangements, as well as additional landscaping, play and amenity space.

Status: Planning approved
Applicant: Network Homes
Architect: Cartwright Pickard



Southall Sidings



Scheme includes 7 building blocks ranging from 4 to 16 storeys, a series of connected public and semi-public spaces and associated landscaping and vegetation. The entrance space to the development will include a number of internal amenity spaces, including a gym and workspace.

Status: Planning approved
Applicant: Connected Living London
Architect: Assael Architecture



Land South of 80-92 High Street



The scheme will provide 125 affordable homes along with public and semi-private communal amenity space and will re-provide the existing on-site public car park.

Status: Planning approved
Applicant: MacKenzie Homes
Architect: Stockwool



Malgavita Works



The Malgavita Works site is located within the wider Middlesex Business Park area. The scheme will provide 302 residential units along with commercial and retail space, a small cafe, a gym, an undercroft car park and landscaped public realm.

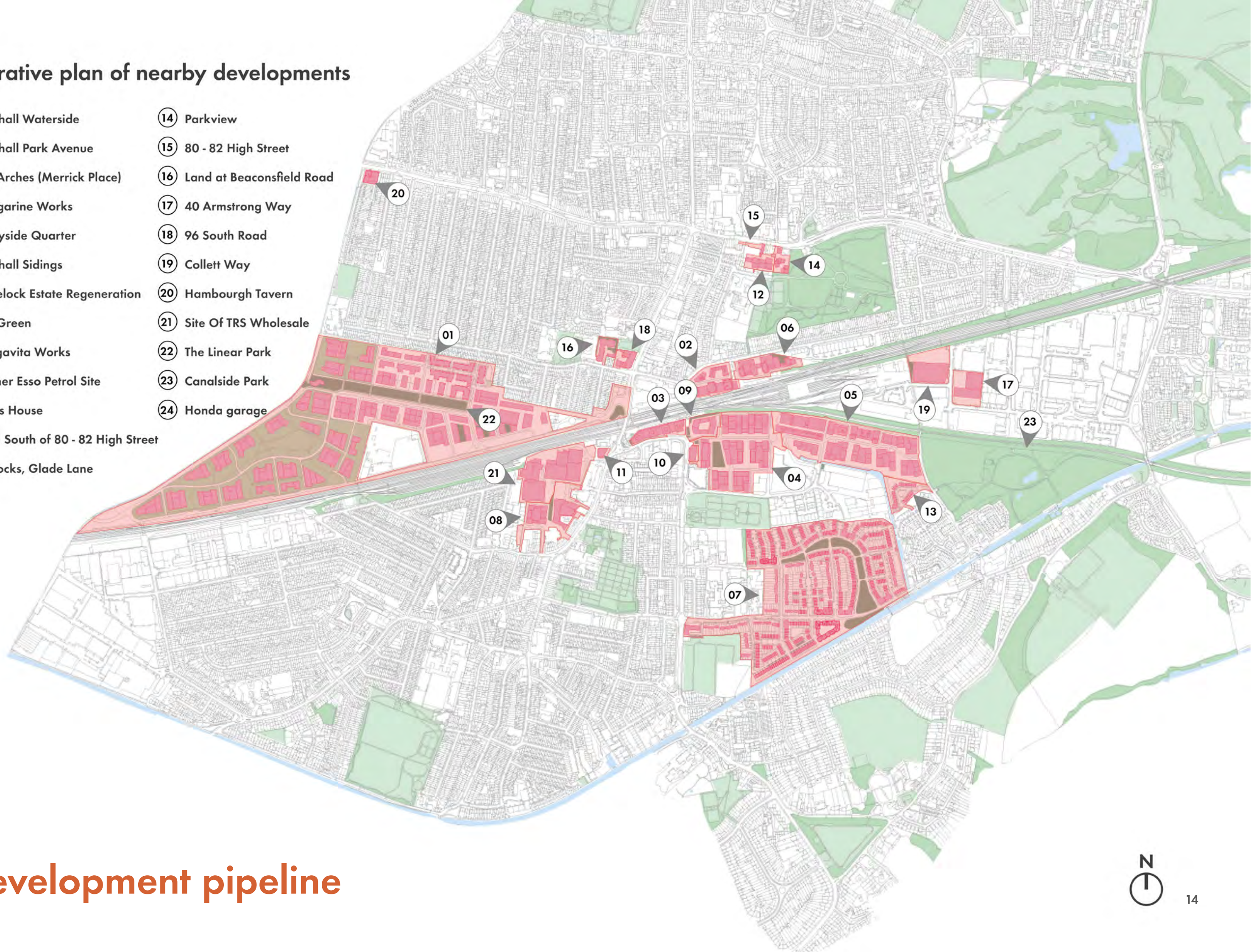
Status: Under construction
Applicant: Aria Properties Limited
Architect: Barton Wilmore



Development pipeline (see [Southall Baseline Study](#))

Illustrative plan of nearby developments

- | | |
|--------------------------------------|------------------------------|
| 01 Southall Waterside | 14 Parkview |
| 02 Southall Park Avenue | 15 80 - 82 High Street |
| 03 The Arches (Merrick Place) | 16 Land at Beaconsfield Road |
| 04 Margarine Works | 17 40 Armstrong Way |
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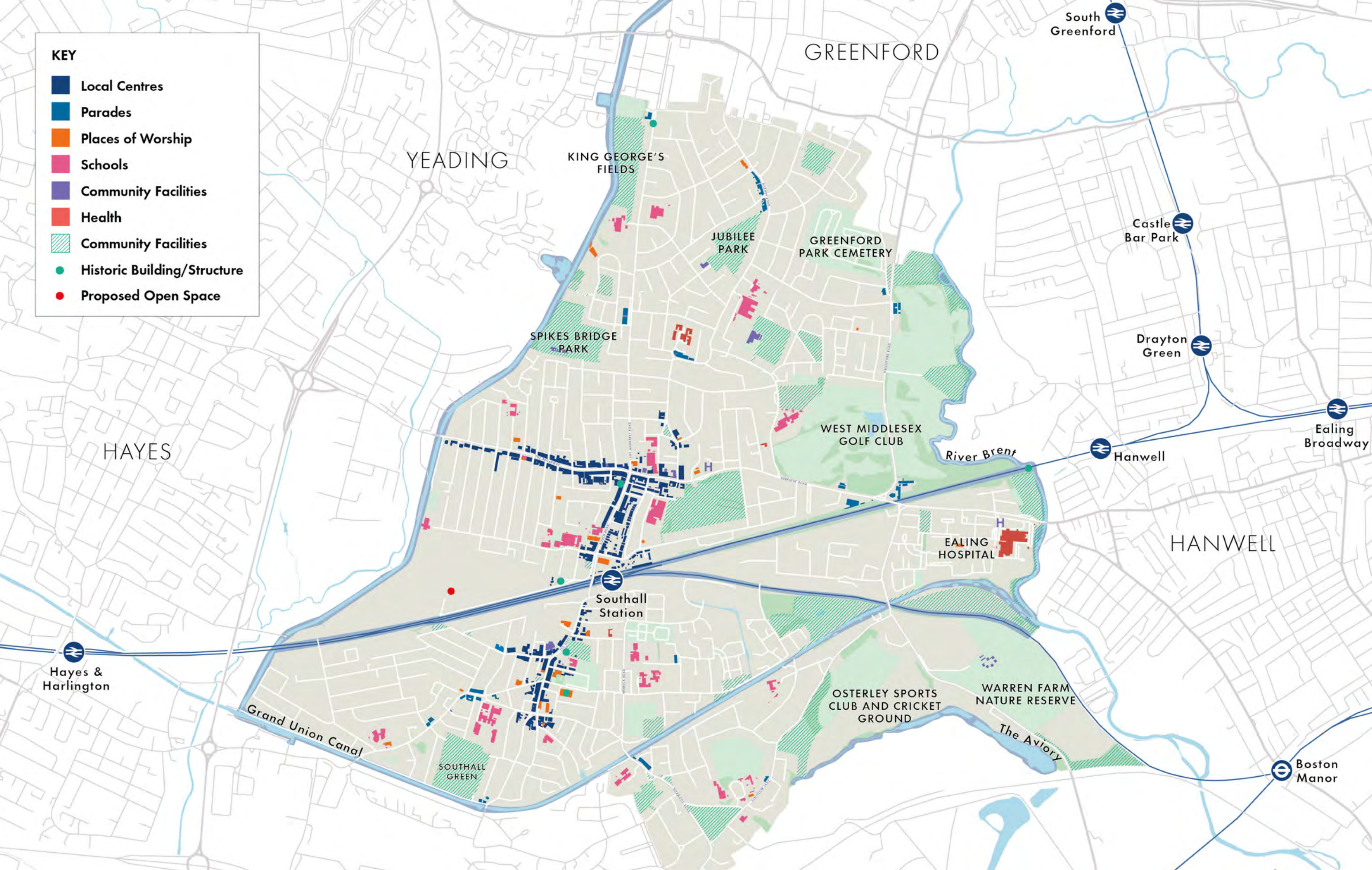
Development pipeline



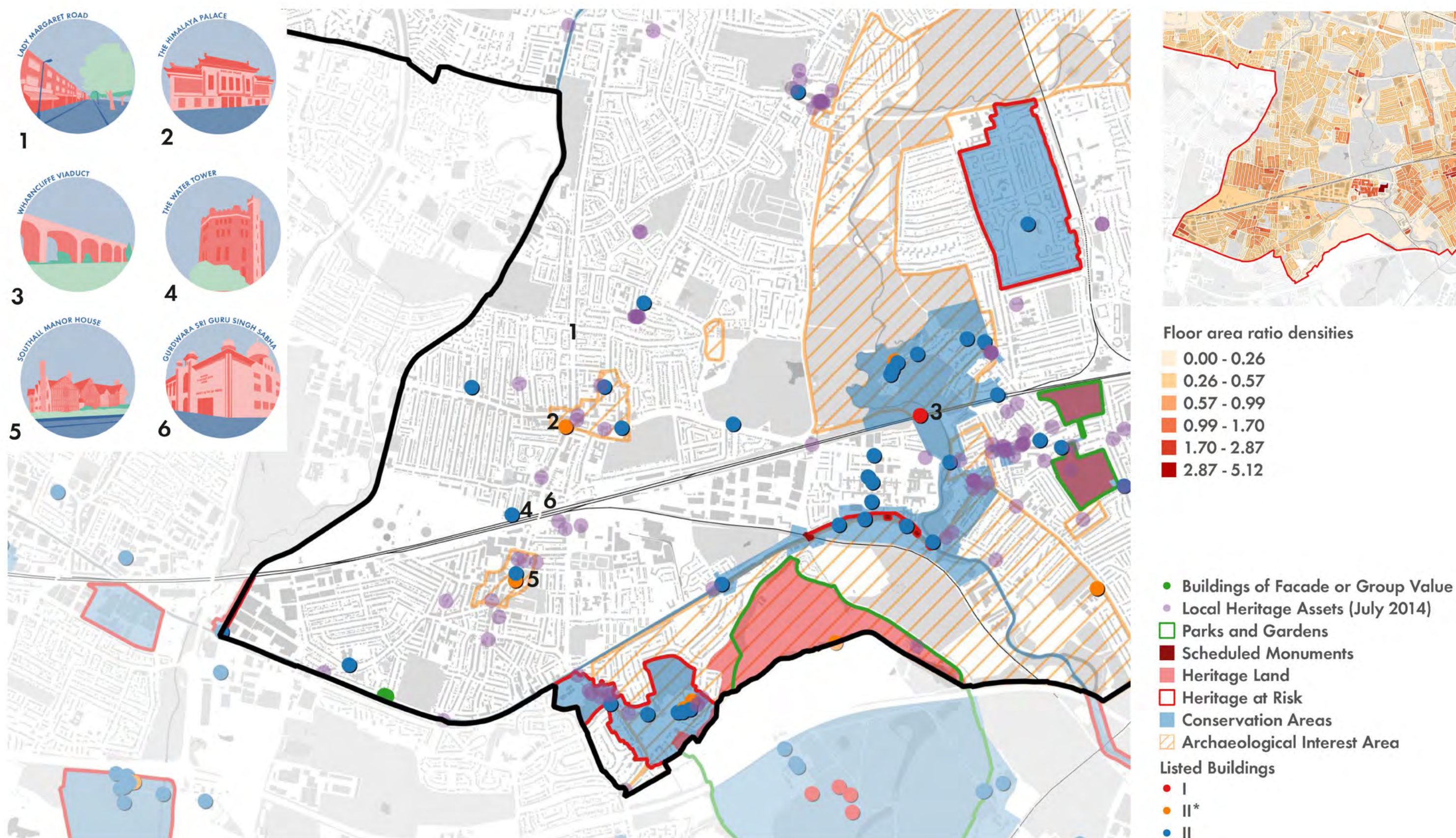
What makes Southall distinctive?

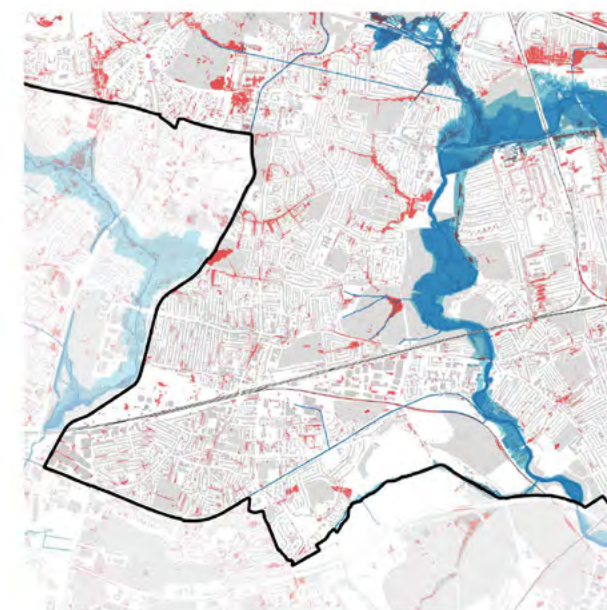
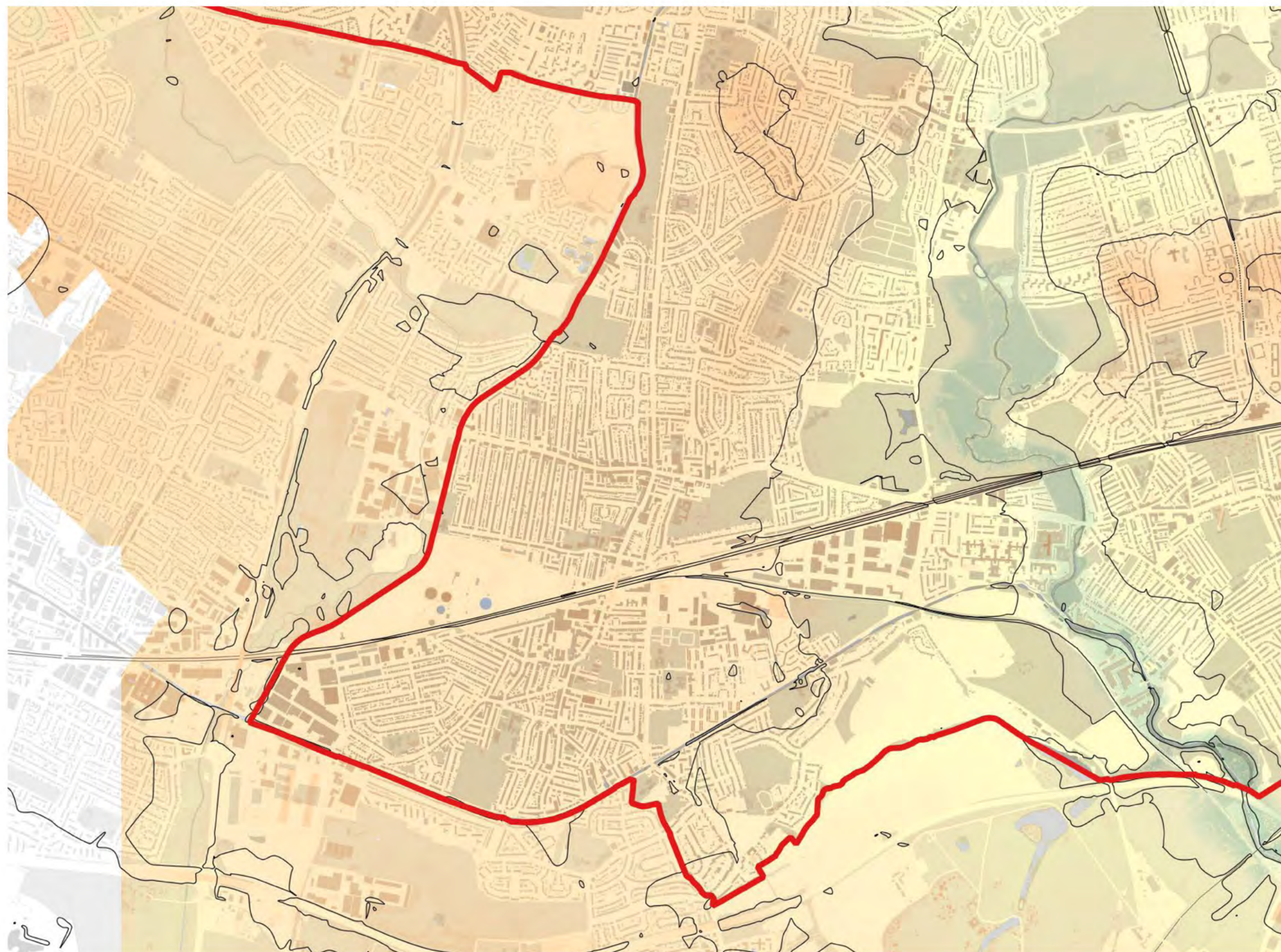
Southall is a vibrant part of Ealing borough home to a rich variety of people, places and jobs that each contribute to its distinctive identity as an international destination and centre of entrepreneurial activity. This section explores the social, physical and natural character of the area to frame subsequent proposals and ensure that these take account of, are influenced by or directly respond to particular qualities of the place.





The town centre and surroundings





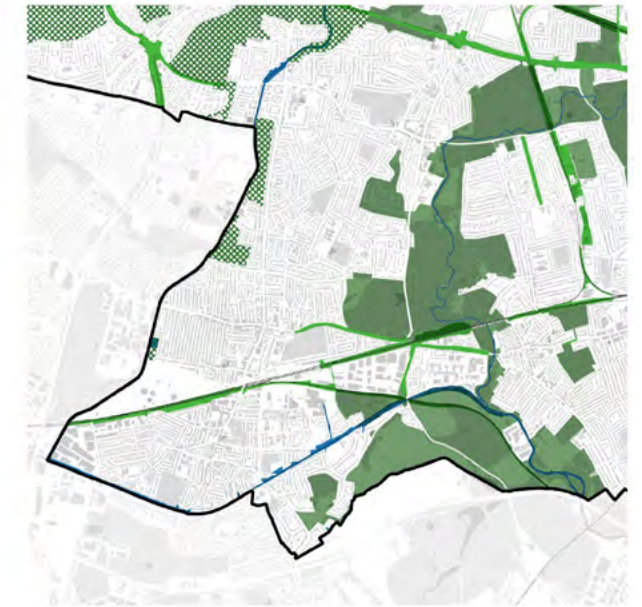
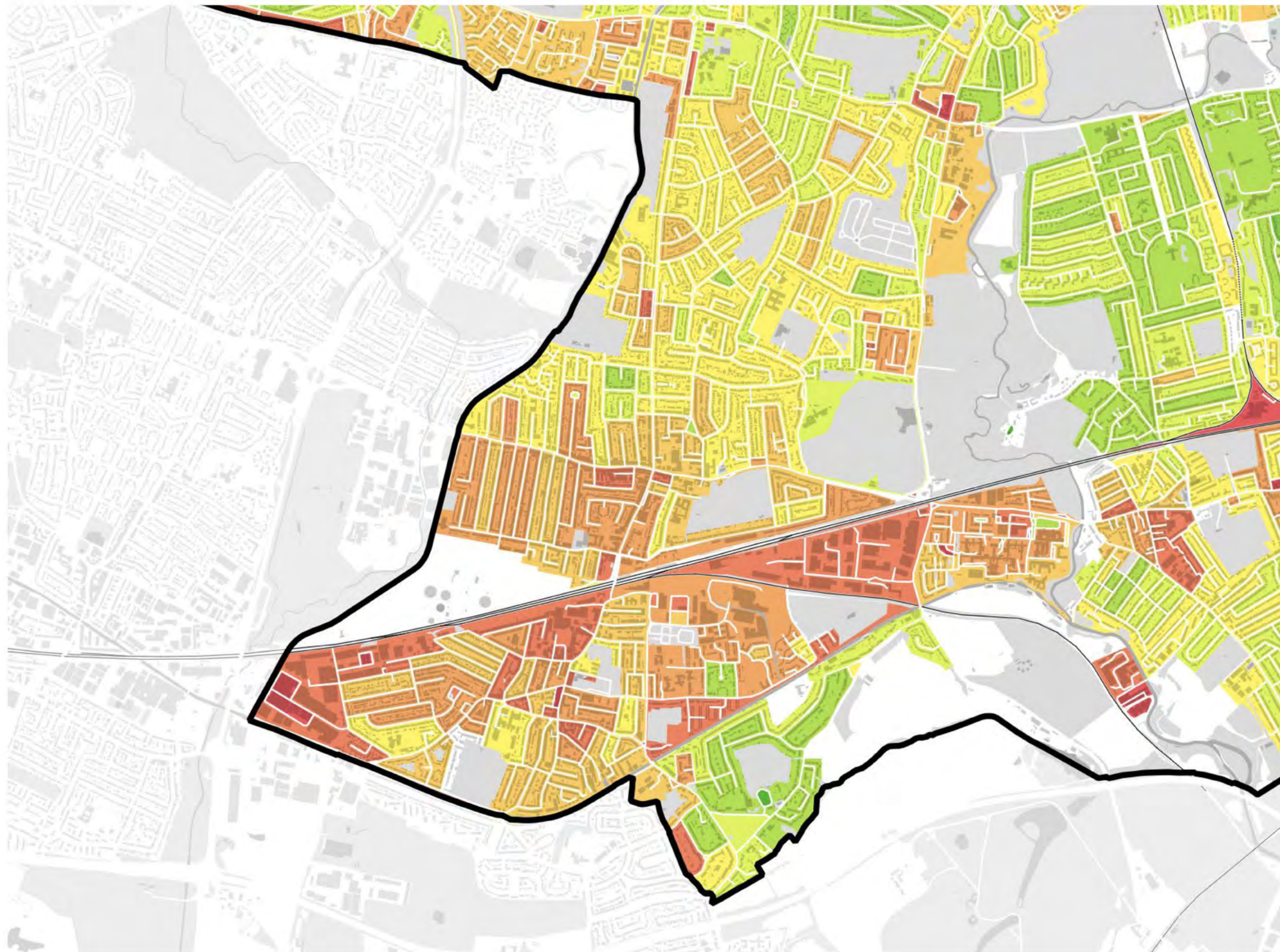
Flood risk

- Detailed River Network
- Flood Zone 3a Surface Water
- Flood Zone 3b
- Flood Zone 3a
- Flood zone 2

AOD heights in metres

- -2 - 10
- 10 - 30
- 30 - 50
- 50 - 80
- 80 - 120

Topography



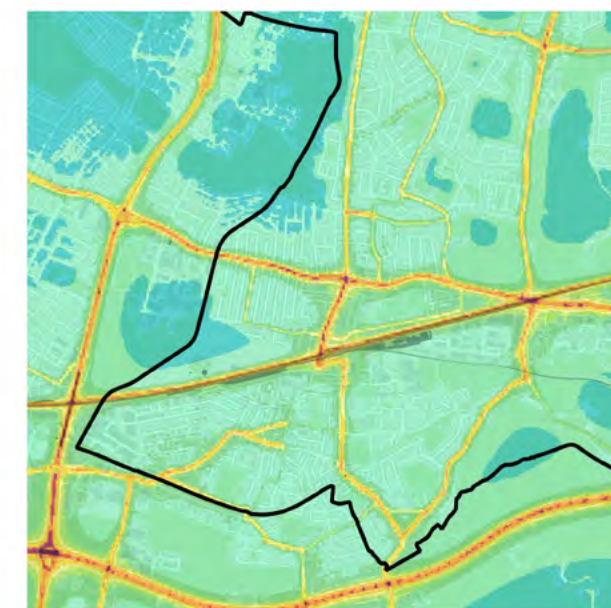
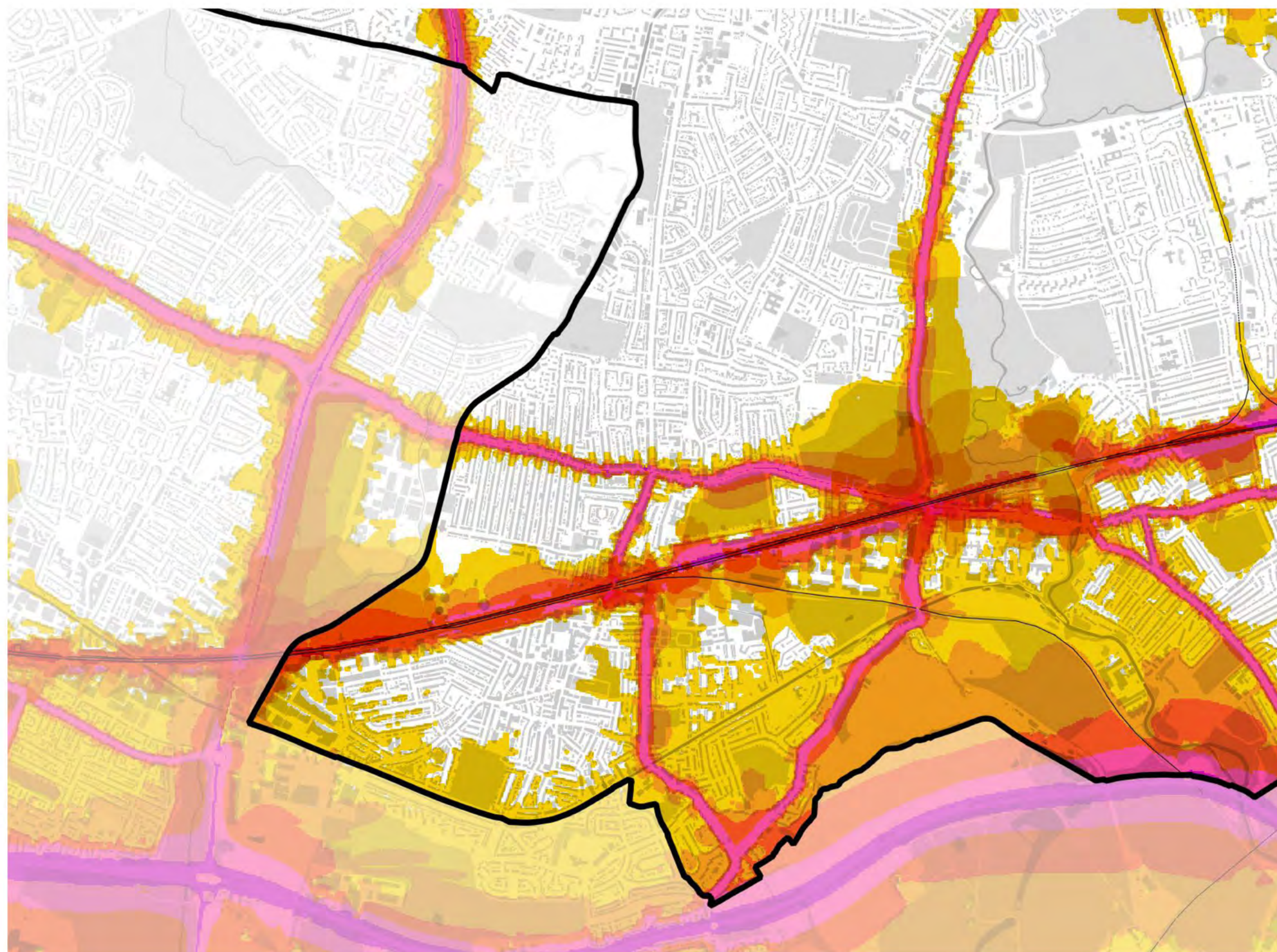
Green and blue infrastructure

- Green Belt
- Community Open Space
- Blue Ribbon
- Green Corridor
- Acton Green Corridor Policy Area
- Metropolitan Open Land

Urban greening factor

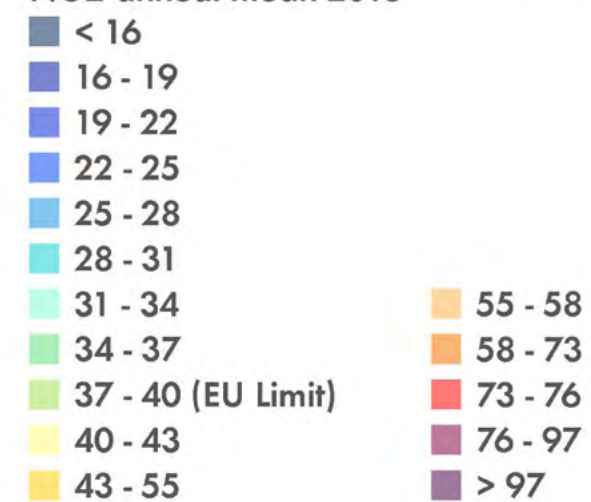
- 0 - 0.1
- 0.1 - 0.3
- 0.3 - 0.4
- 0.4 - 0.5
- 0.5 - 0.6
- 0.6 - 0.7
- 0.7 - 0.9
- 0.9 - 1
- 1 - 1.5
- 1.5 - 2

Green open space



Air (above) and noise quality (below)

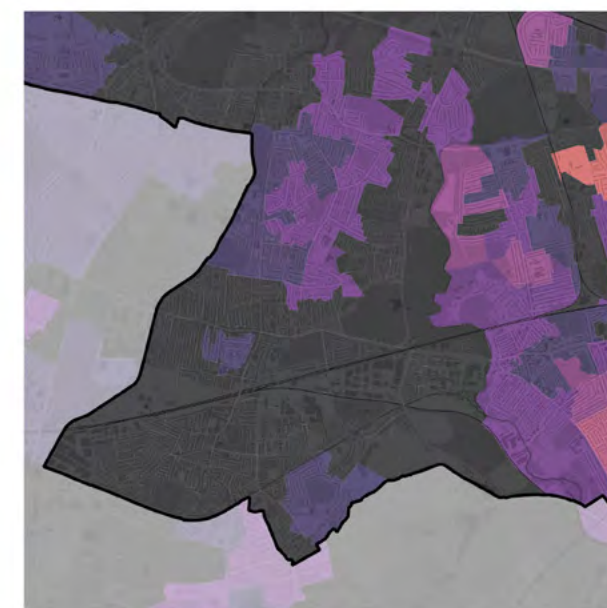
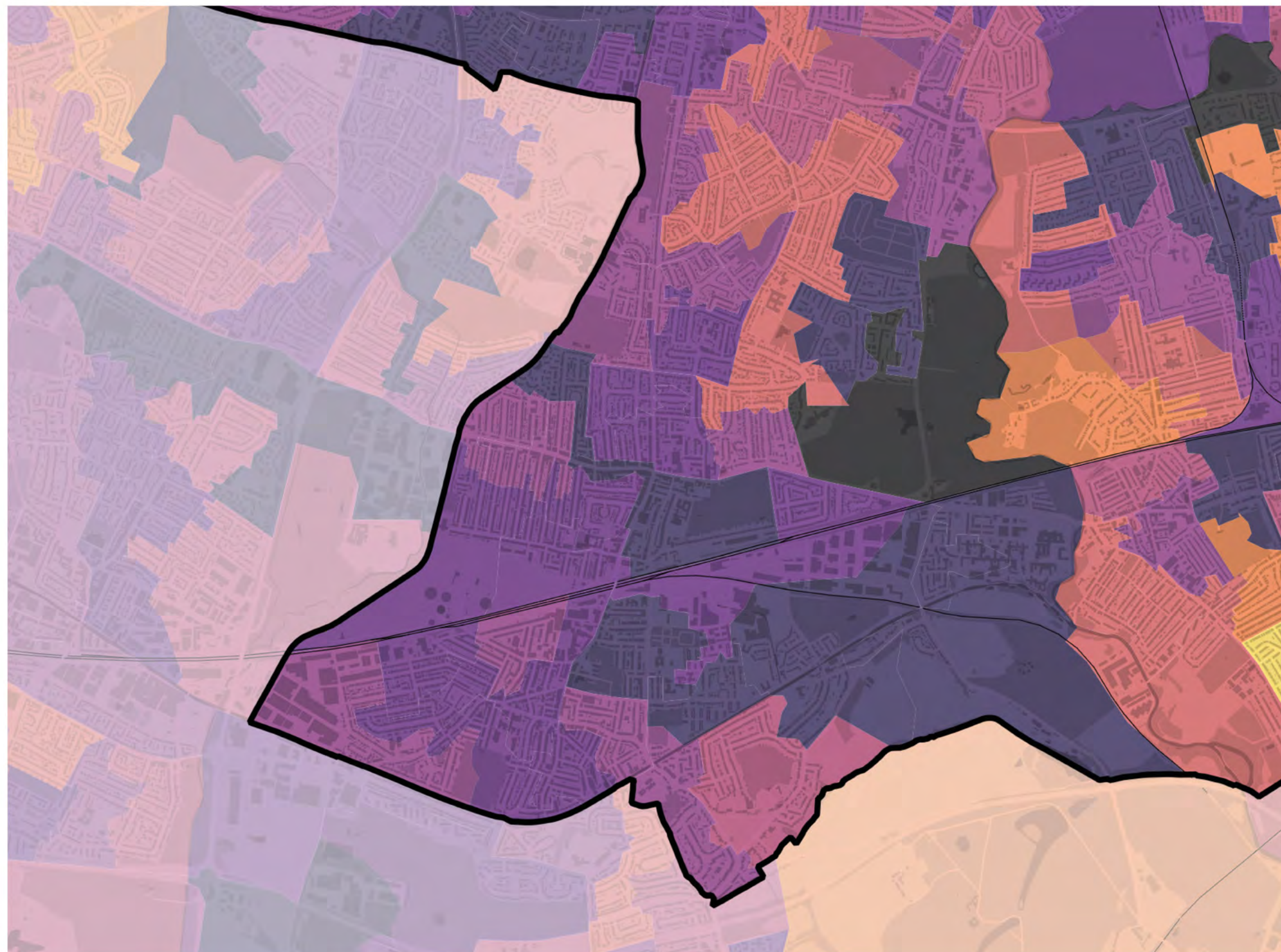
NO2 annual mean 2013



Noise Bands (dB)



Pollution

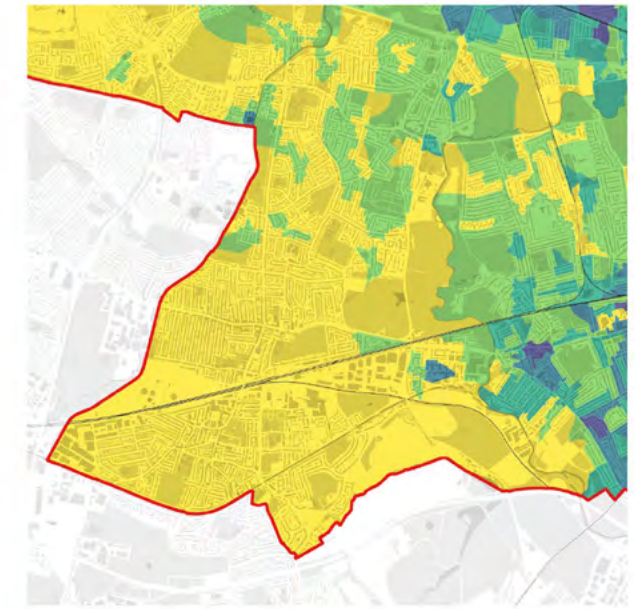
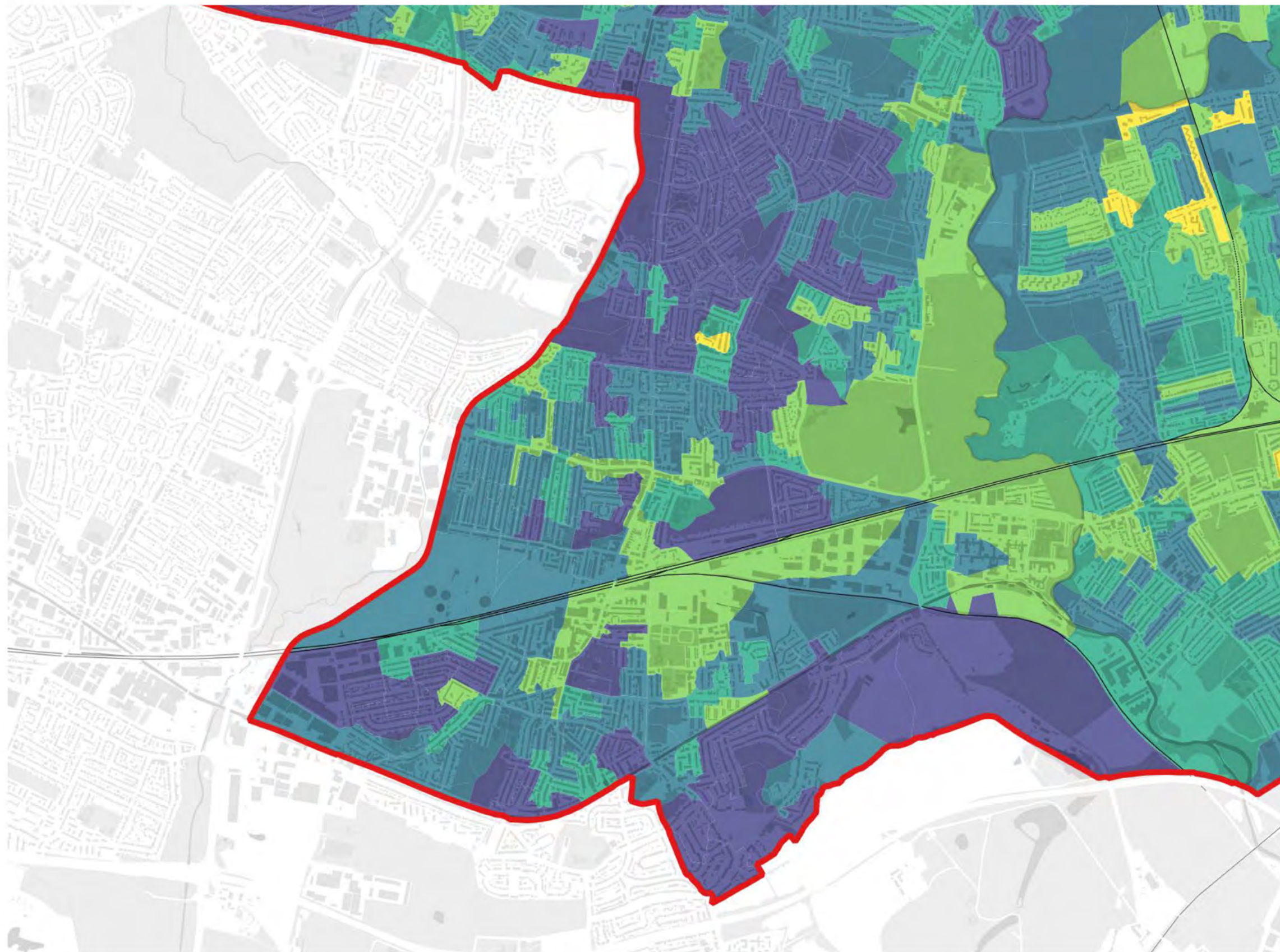


Barriers to Housing and Services (above) measures the physical and financial accessibility of housing and local services. The indicators are: geographical barriers, which relate to the physical proximity of local services, and wider barriers which includes issues relating to access to housing such as affordability.

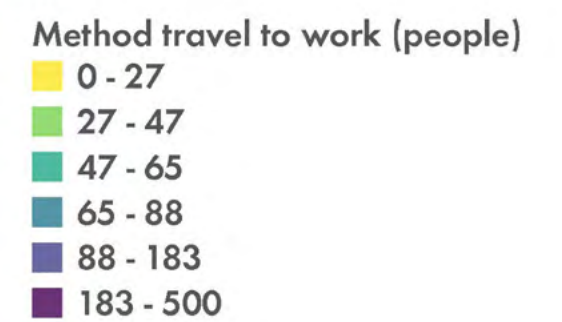
IMD Rank

1 - 2928
2928 - 6200
6200 - 9736
9736 - 13203
13203 - 16631
16631 - 20089
20089 - 23549
23549 - 26849
26849 - 29913
29913 - 32844

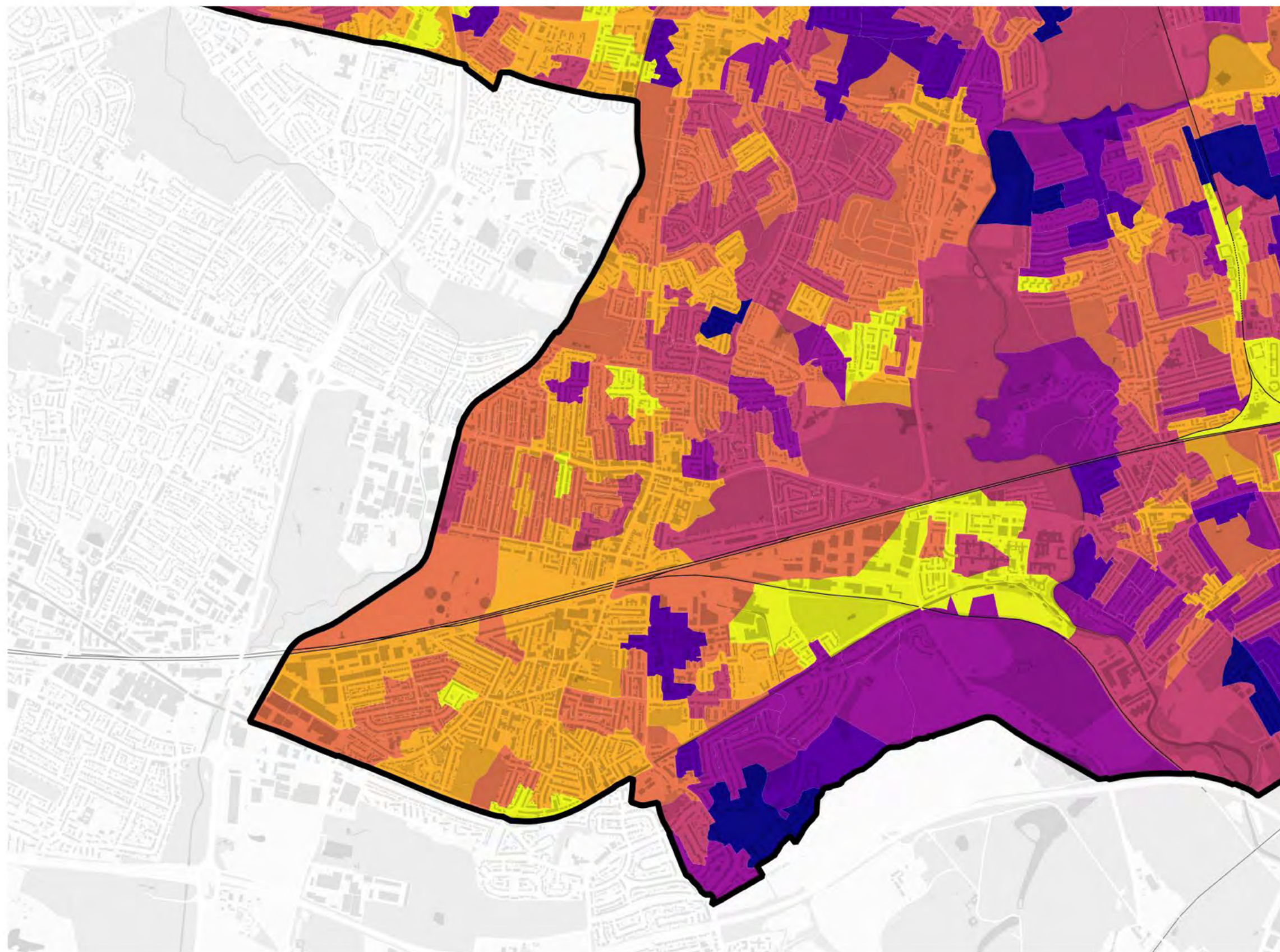
Indices of multiple deprivation



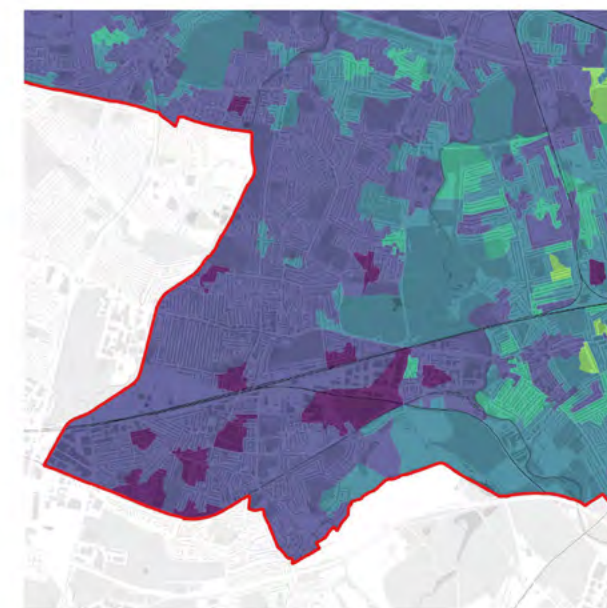
Travel by public transport



Car dependency



Average age

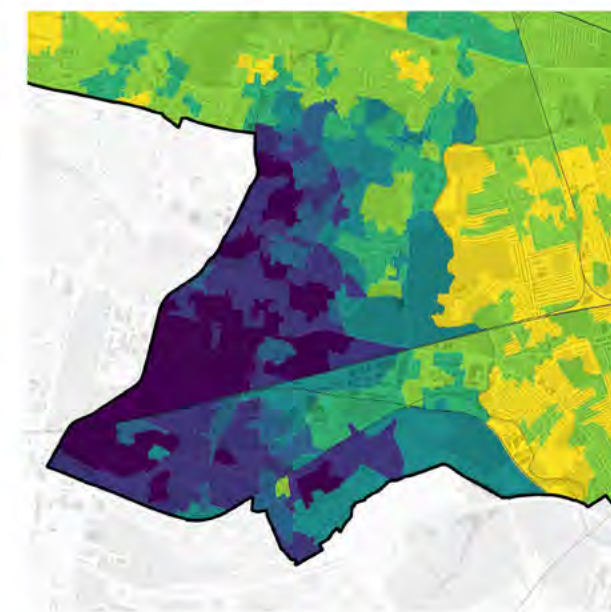
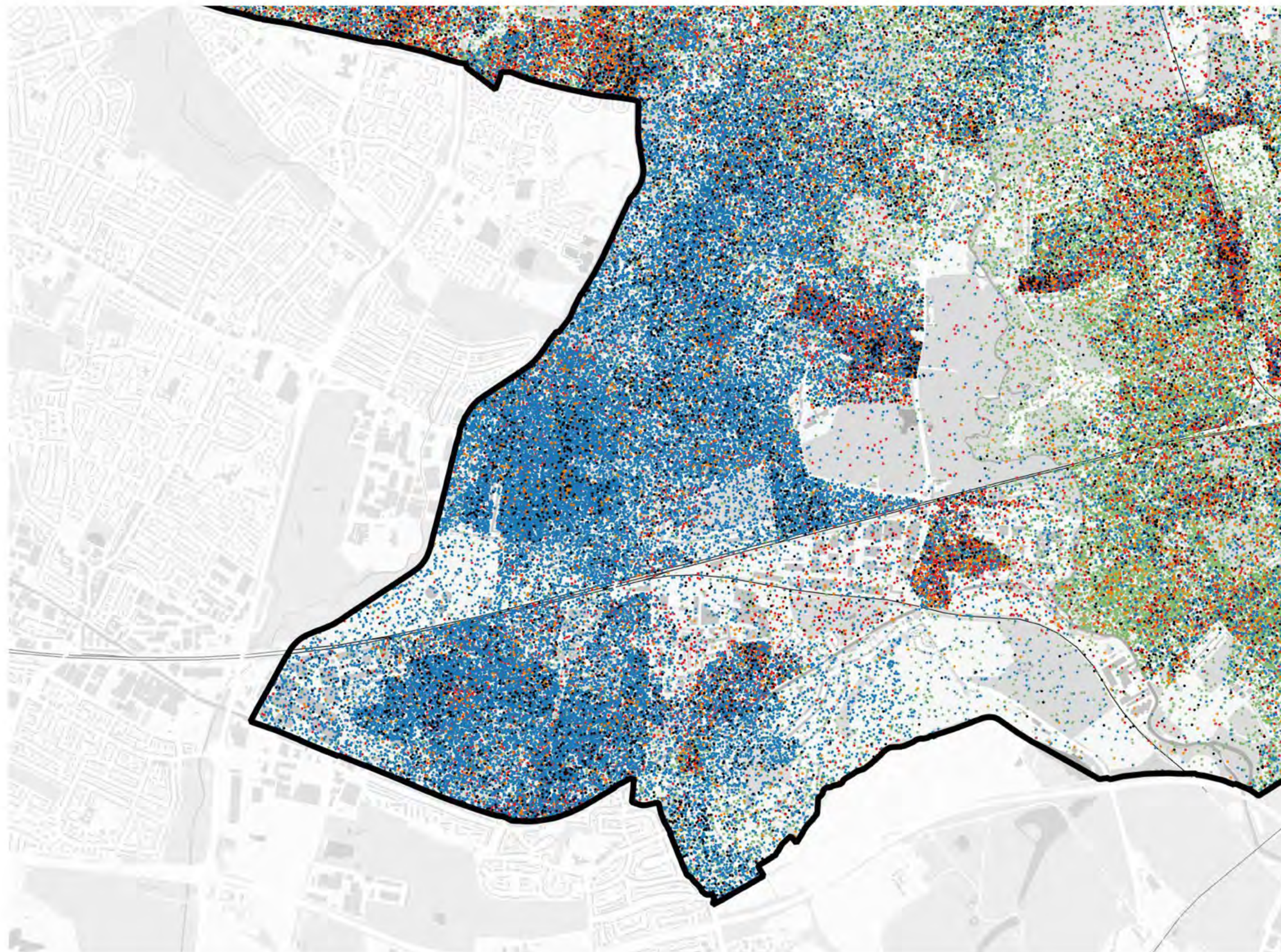


Unemployment

- 30 - 42
- 42 - 53
- 53 - 64
- 64 - 76
- 76 - 93

Age structure

- 20 - 28
- 28 - 31
- 31 - 34
- 34 - 36
- 36 - 40
- 40 - 44
- 44 - 58

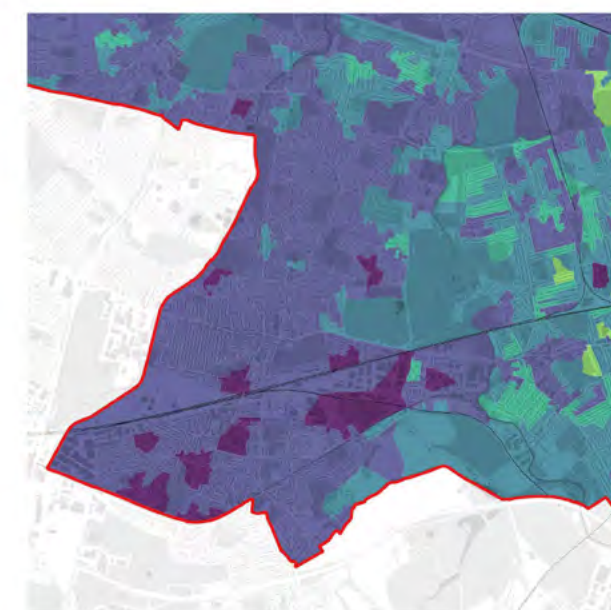
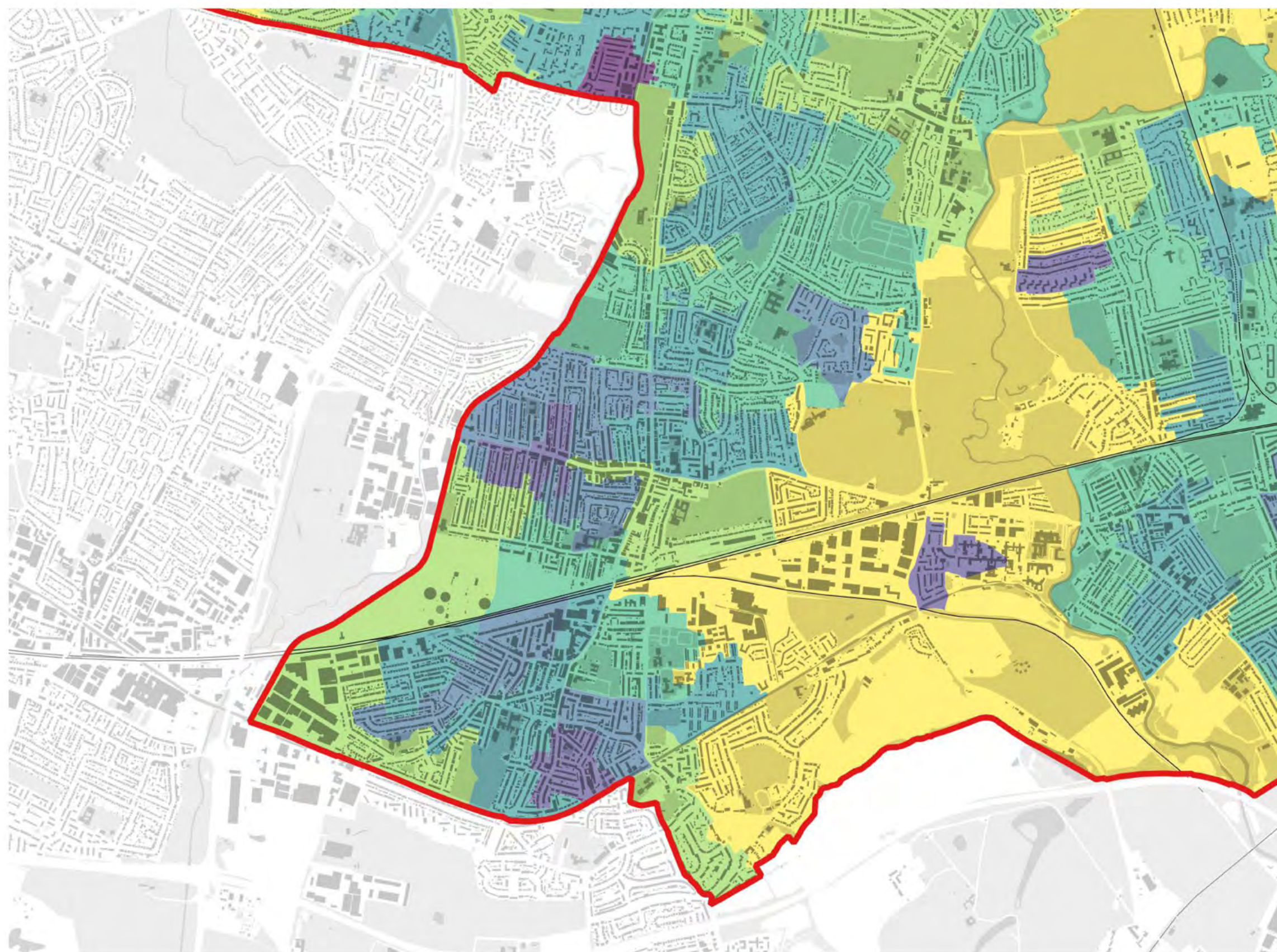


% Asian British

- 30 - 42
- 42 - 53
- 53 - 64
- 64 - 76
- 76 - 93

- White
- Asian/Asian British
- Black/African/Caribbean/Black British
- Mixed multiple ethnic groups
- Other ethnic group

Ethnicity



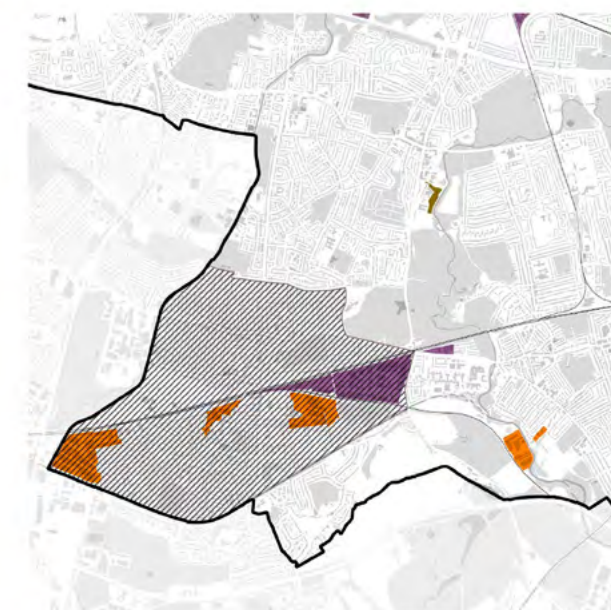
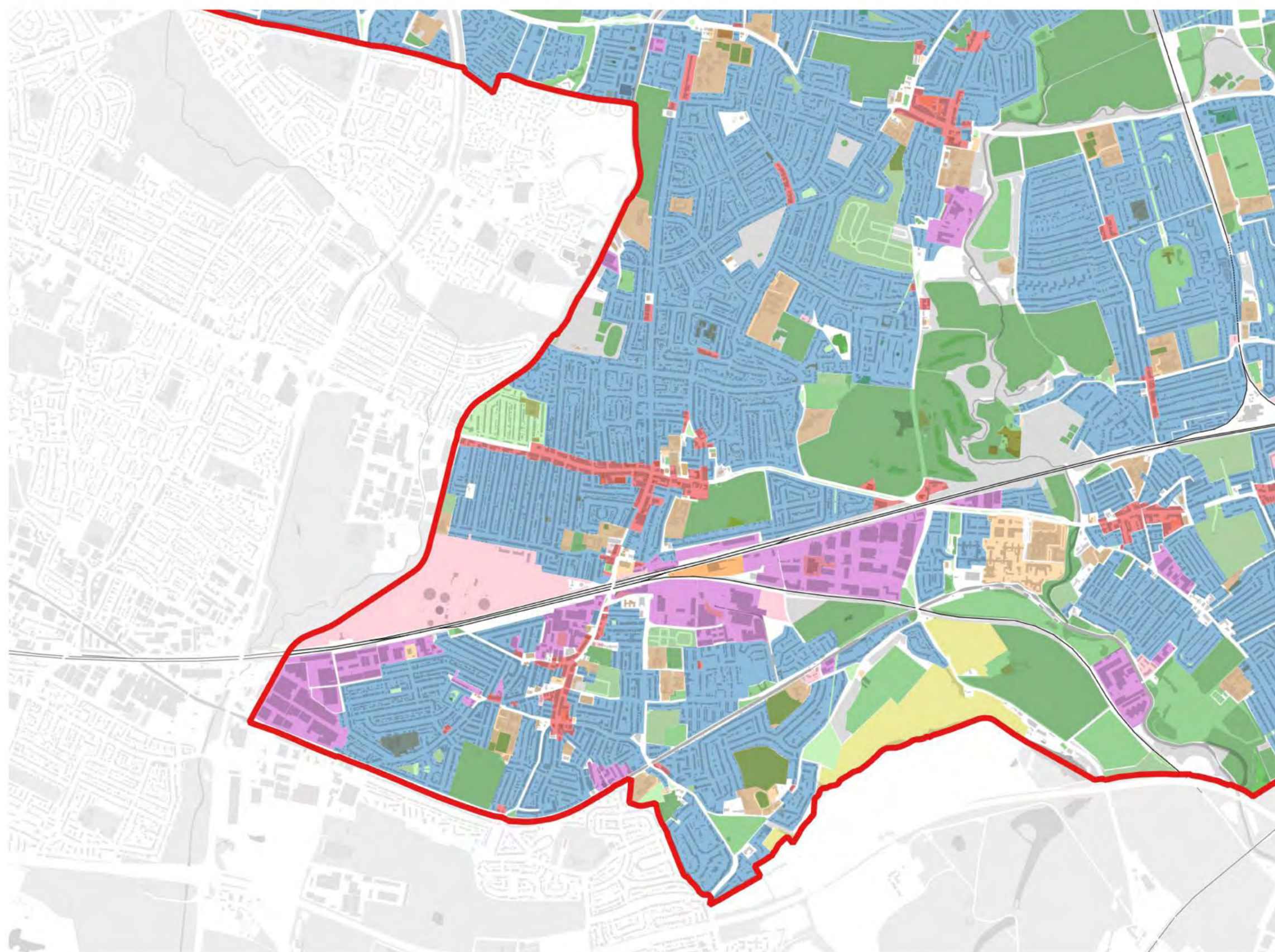
% Concealed family status

- 0 - 3
- 3 - 7
- 7 - 12
- 12 - 19
- 19 - 30

Population density
Mid-2018 estimates
(People/SqKm)

- 496 - 3819
- 3819 - 6453
- 6453 - 8907
- 8907 - 11762
- 11762 - 14858
- 14858 - 19534
- 19534 - 25349

Population density



-  Southall Opportunity Area
-  OPDC
-  Mineral Aggregate Distribution Site
-  Waste Site
-  Locally Significant Industrial Site
-  Strategic Industrial Location

- Land use
-  residential
 -  retail / commercial
 -  industrial
 -  farmland
 -  construction
 -  military
 -  amenity
 -  leisure
 -  tourism
 -  other green spaces

Employment land



Industrial uses

Key challenges and opportunities

What should be conserved

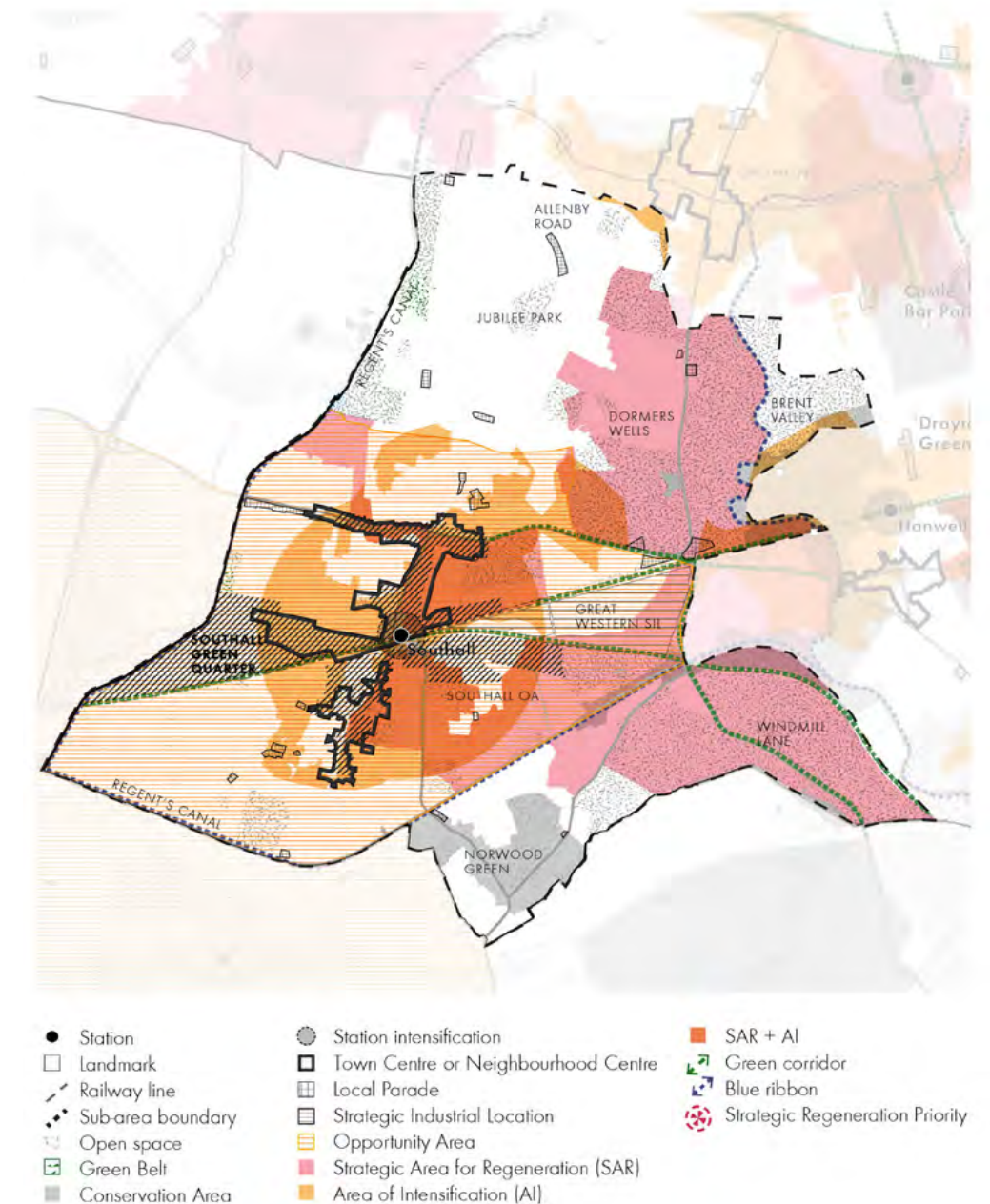
- Sense of vibrancy and entrepreneurship
- Retain SMEs and other businesses with deep roots in the area
- Young demographic by creating opportunities for them
- Preserve industrial and railway heritage and re-use of historic buildings
- Maintain and intensify the existing parades along South Road/The Green

What could be enhanced

- The importance of Southall in relation to Heathrow and high quality jobs / supply chains
- Creating a more diverse and dynamic local economy, with employment intensification and densification of SIL and LSIS a key priority
- Revitalise the existing high streets, particularly south of the bridge
- Invest in and improve the public realm, particularly along the high street / canal tow path
- The sense of shared responsibility and purpose around area
- The existing social infrastructure and link to existing leisure uses
- The coordination of new buildings, streets and spaces across different sites

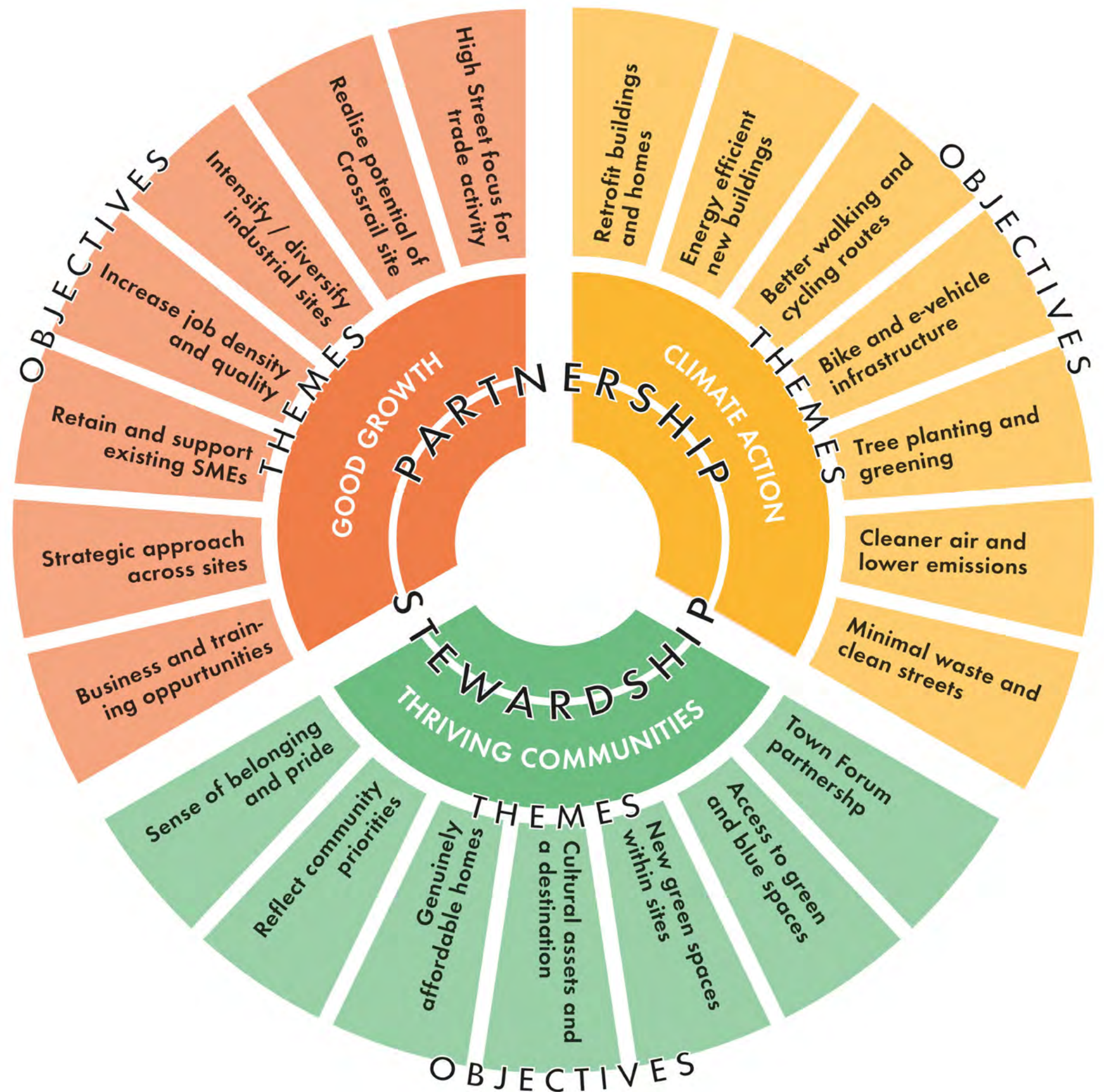
What may be transformed

- Overcome severance by slowing traffic, humanising streets and improving connections
- Limit car dependency and encourage active travel along dedicated cycle lanes / quiet ways
- Work with Hounslow to improve cycle corridors to the south and Heathrow
- Improve bus services, particularly to/from the station and town centre
- Make junctions safer with more crossings for pedestrians
- The sense of pride in the place through BIDs, traders' association, events
- Provide the necessary visitor infrastructure to make it a cultural destination

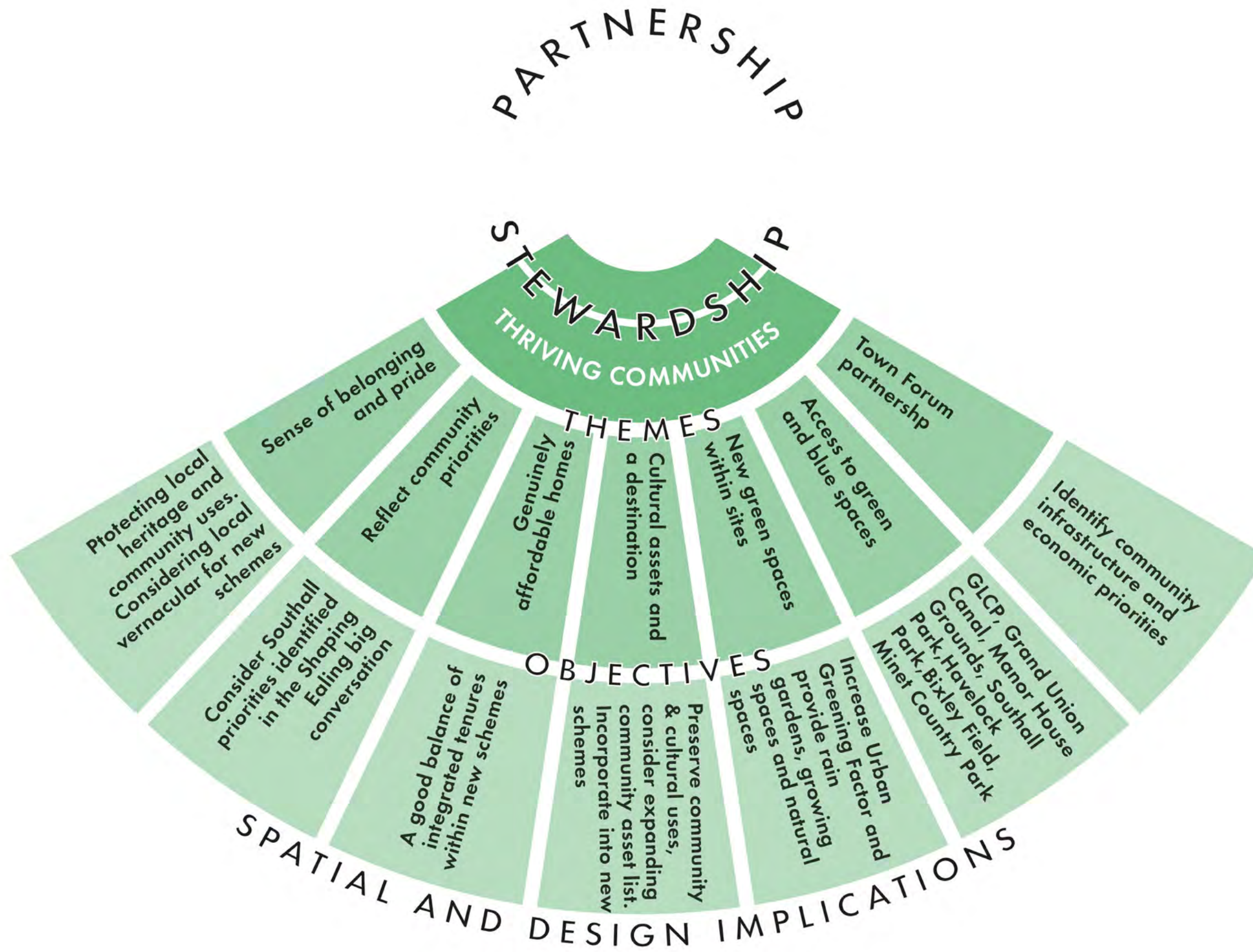


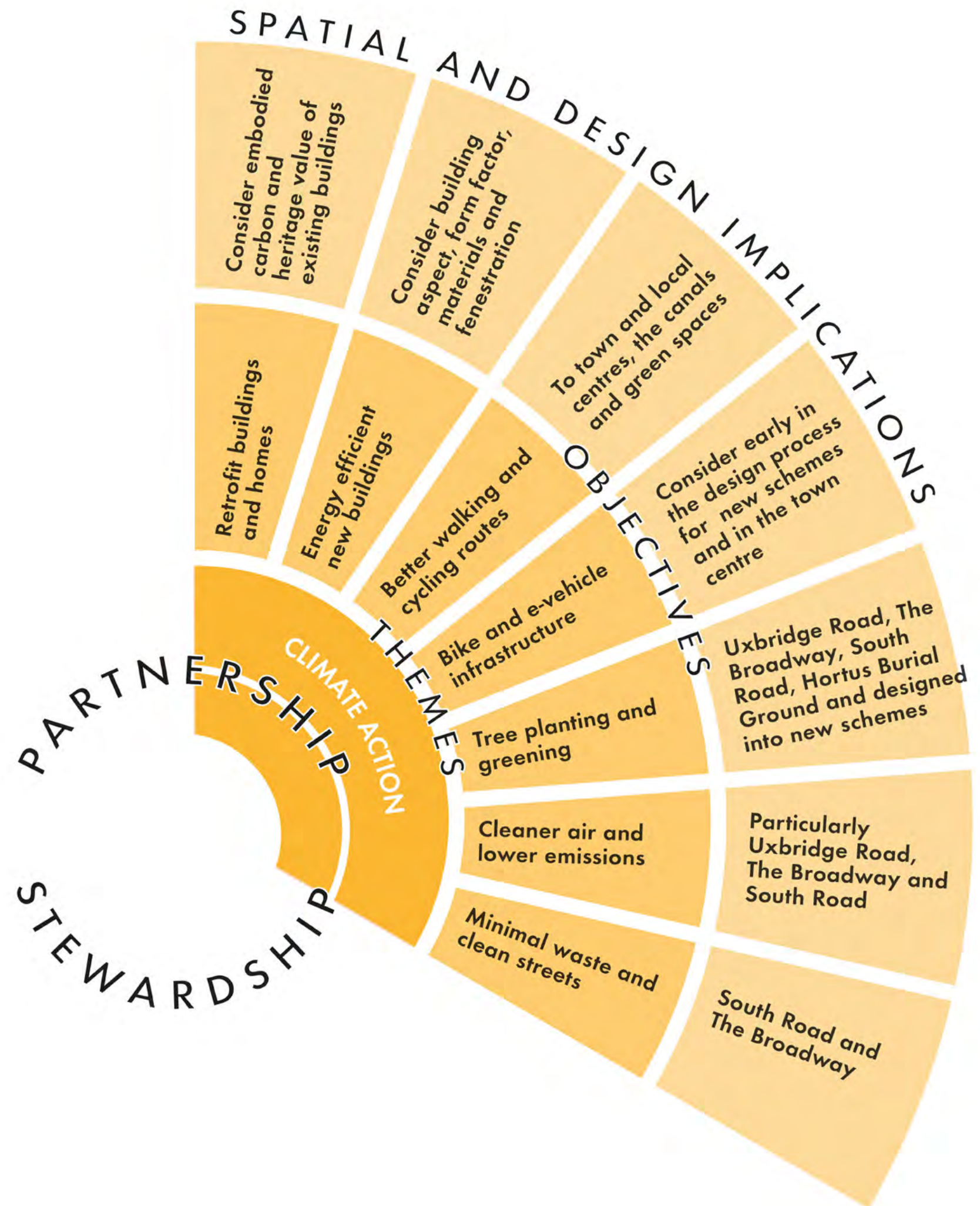
Strategic Objectives

A key output of the discussions of the Southall Reset officers working group has been to distilling the aspirations of the Council's corporate objectives, the emerging Southall Town Plan, the findings of the Ealing Character Study and discussions coming out of the Southall Reset programme into a set of overarching strategic objectives for the area. The agreed objectives are expressed as a modular wheel, with the inner circle showing the relevant themes and the outer circle demonstrating measurable objectives which in turn can inform specific outcomes that are linked to a place or an action. The spatial implications of these objectives have been illustrated in a set of framework plans that provide high-level guidance on issues of movement, public open space, land use, density and character across the town centre and a number of strategic sites.

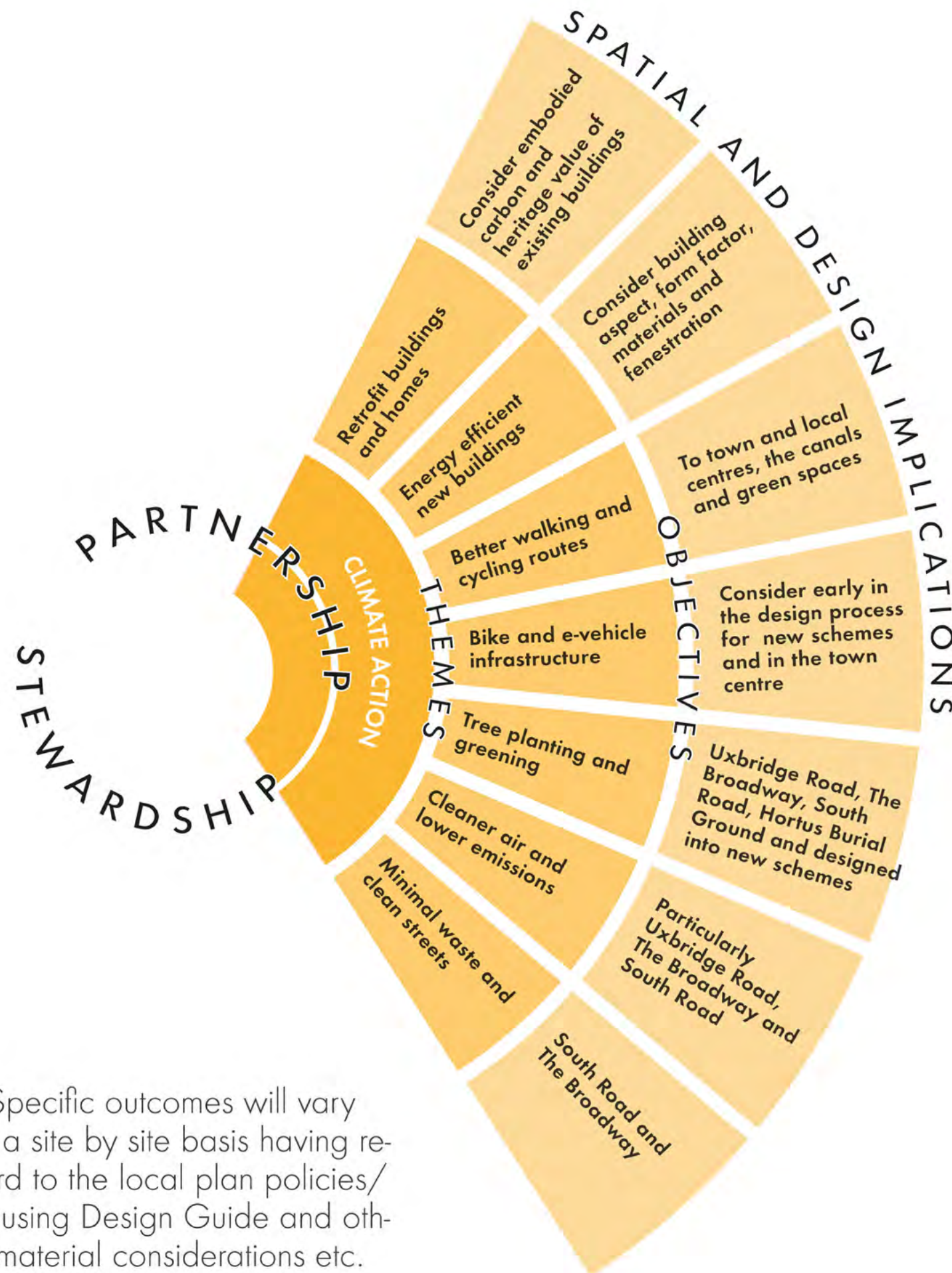








Specific outcomes*



* Specific outcomes will vary on a site by site basis having regard to the local plan policies/ Housing Design Guide and other material considerations etc.

- Retain and retrofit locally listed buildings
- Retrofit warehouses of architectural merit /potential
- Developments should be planned according to LETI Climate Emergency Design Guide principles
- New buildings should meet BREEAM excellent standard
- Introduce a high quality linear park and towpath along canals
- New primary routes should be sufficiently wide to provide dedicated cycle lanes.
- All new homes and offices should have integrated cycle stores
- Bike stands should be provided at new local centres and areas of employment / cultural destinations
- All major sites should accommodate a new local public open space and pocket play areas
- Residential developments should offer high quality and clearly defined private outdoor amenity
- New internal streets should have continuous tree planting
- New primary routes should be designed with integrated SUDs
- Introduce clean air routes along the canal towpath and parallel to the railways lines
- Introduce corridor improvements and vehicle restrictions along key north south routes to improve congestion
- Coordinated cleaning and waste management regime across sites east and west of South Road

Area-wide spatial principles

Movement

- Reduce congestion along The Green and key routes traversing it by introducing targeted corridor improvements and vehicle restrictions
- Widen footways and improve junctions /provide level crossings to encourage pedestrian movement across the area
- Transform the predominantly vehicular and industrial servicing environments north and south of the railway lines with new high-quality and well-proportioned streets
- Discourage car dependency by providing new or improved bus services across strategic sites
- Discourage car dependency by creating cycle hubs and stands across the town centre as well as integrated cycle stores in new housing and office developments
- Discourage car dependency by making new internal roads attractive for cycling and walking
- Potential to create 3 new underpasses or bridges over the railway lines to improve N-S severance
- Potential to create new or improve existing bridges over the east and west canals to better link strategic sites with their surrounding neighbourhoods
- Improve poor E-W permeability between Glade Lane and Merrick Rd and beyond to The Green
- Better integration of the Featherstone estate with its surroundings via new access points
- Better integration of the Havelock Estate via new tertiary streets that align with the grain of both estates

Land use

- A masterplan-led approach for high density, high economic value employment should be taken
- Existing LSIS could be redeveloped incrementally over a longer time frame to consolidate and co-locate industry with other uses. Priority is to protect and intensify industrial land and create the conditions and spaces that can adapt to changing market conditions. This will involve introducing a more diverse range of industrial units sizes and typologies to complement the existing offer.
- There is potential for a major institutional/creative industry anchor given the separation of strategic sites from residential areas
- Sites closer to the station lend themselves to more compact mixed-use developments offering commercial and employment space alongside town centre living
- Far west of the station is better suited to waterside and parkside living with limited non-residential uses providing a new local centre

Area-wide spatial principles

Character

- Exploit Southall's proximity to Heathrow in relation to attracting high quality jobs and supply chains
- Retain locally listed and some warehouses on LSIS to preserve Southall's industrial heritage
- Create a flexible spatial framework within which complete perimeter blocks of varying sizes can be delivered according to particular land-use requirements
- Given their physical separation from existing residential areas, sites east of the station and south of the railways have the potential to contribute an altogether new and different character to the area.
- Residential and office perimeter blocks should contain a mix of community/retail/leisure uses at ground and first floors
- Opening up of the canal will be key to unlocking the potential value of waterside living and Southall's unique position within London's green grid
- New linear parks can offer safe and attractive active travel routes that link the major developments with each other as well as the historic town centre and nearby local parks. These parks will also provide amenity space for residents and creative/institutional anchors.
- By encouraging more footfall and active uses along its length, new linear parks can offer vibrant outdoor amenities for residents and potential creative/institutional anchors.
- Distinct yet joined-up creative/innovation quarters will offer an attractive setting for the co-location and synergy of new manufacturing and production uses (e.g. institutional/creative industry with leisure; residential and retail/community/business around the station; residential and light-industrial uses or creative/employment uses around LSIS).

Density

- Greater high-value employment densities are encouraged on industrial sites
- The highest densities should be concentrated within the town centre and closer to the Southall Crossrail station
- Medium to high densities are suited along the railway lines and canals
- Modest densities are suited along some of the fringes of new parks

Potential scenarios and precedents

SPATIAL CHARACTERISTICS TO CONSIDER

Land use
Urban grain
Public realm, streets and spaces
Connectivity and accessibility
Building typologies
Density
Scale, mass and heights
Car parking
Vehicle servicing
Other characteristics?

DEVELOPMENT SCENARIO

High density
residential-led mix

High density
mixed use

Cultural
Destination

Innovation
district

Institutional
Campus

Light Industrial +
mix

Film Production

Light Industrial

Logistics Hub

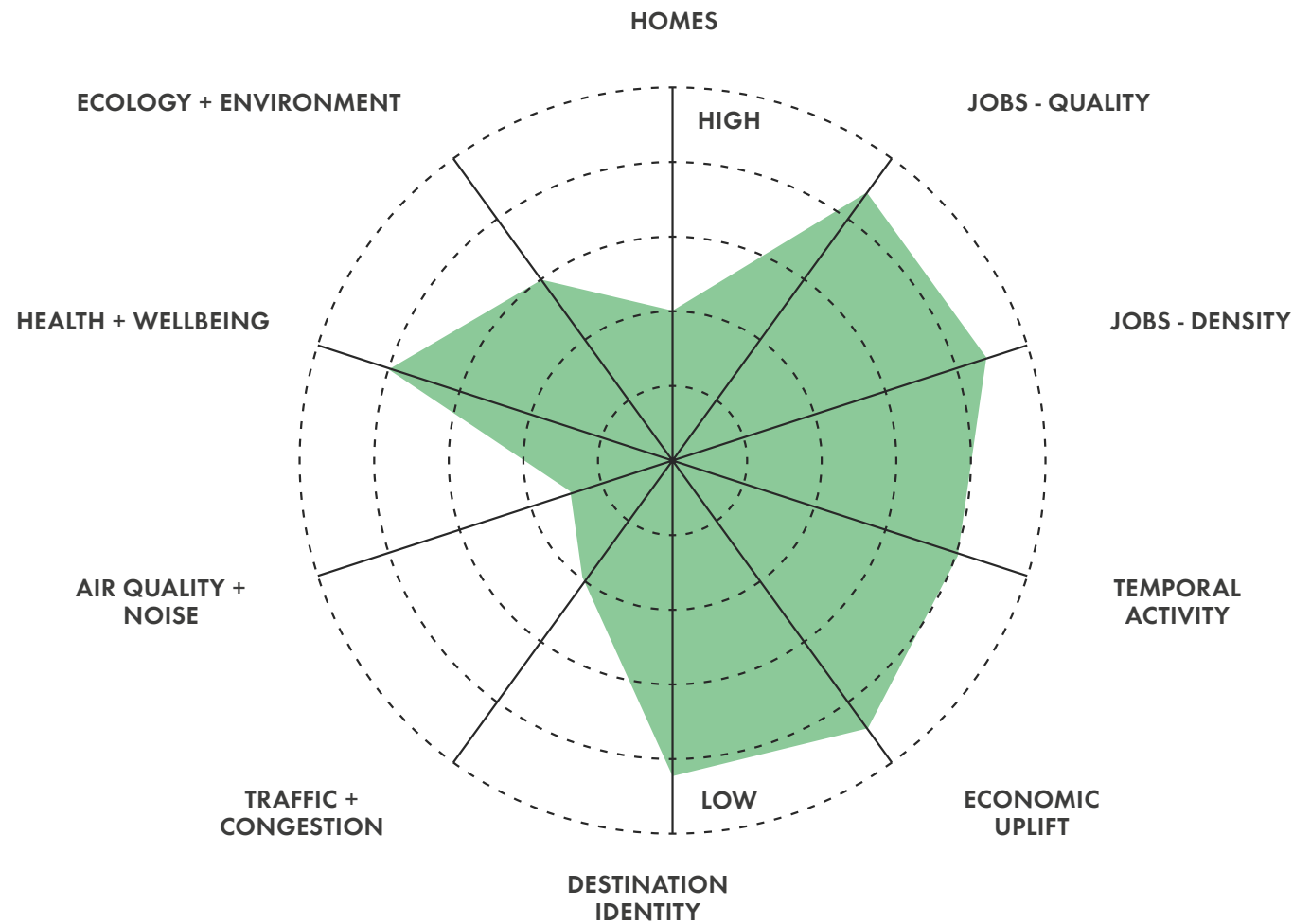
IMPACTS TO CONSIDER

Homes
Employment density
Job quality
Temporal activity
Economic uplift
Traffic and congestion
Air quality and noise
Health and wellbeing
Ecological and environmental

Explored and
recommended
(see precedent)

Explored but not
recommended

Innovation district



Key considerations

- What uses will anchor the area?
- Will there be a range of different scales of cultural activity?
- Which non-cultural uses will best complement the cultural activities?
- Will the land use strategy enliven key spaces and streets?

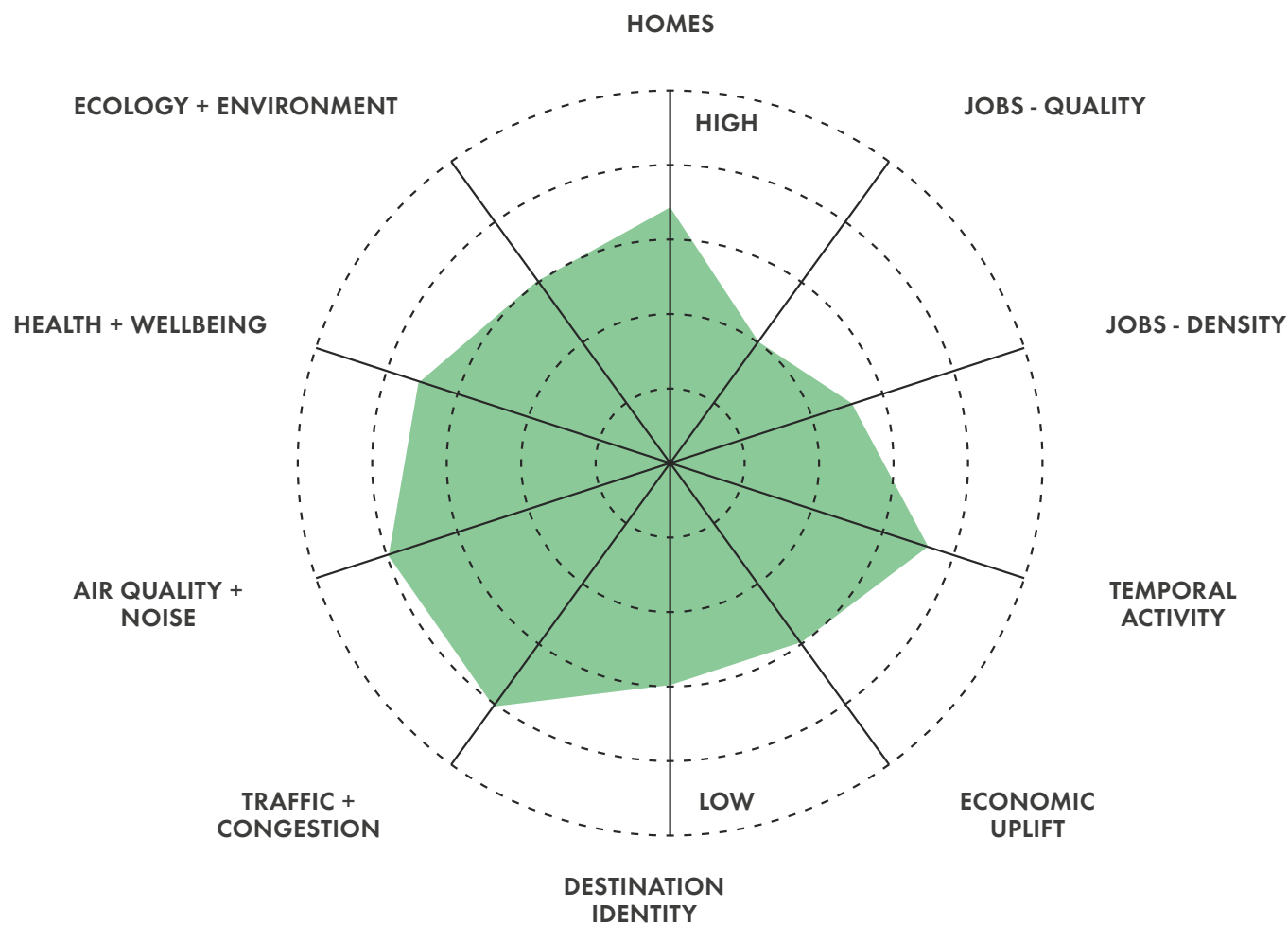
PRECEDENT:

GREENWICH DESIGN DISTRICT



- **Creative industries hub managed to support creative businesses, within Greenwich Peninsula.**
- **Size:** 1.7 Ha
- **Uses:** Mixed-use - Creative industry and flexible workspaces.
- **Ownership:** Single private ownership - Knight Dragon
- **Relevance:** Former industrial and underused site, workspaces and high density residential area, established a creative destination.
- **Challenges for Southall:** Single landowner established clear vision and masterplan. Identified area for lower density, creative uses, to be offset elsewhere

High density mixed use / cultural destination



Key considerations

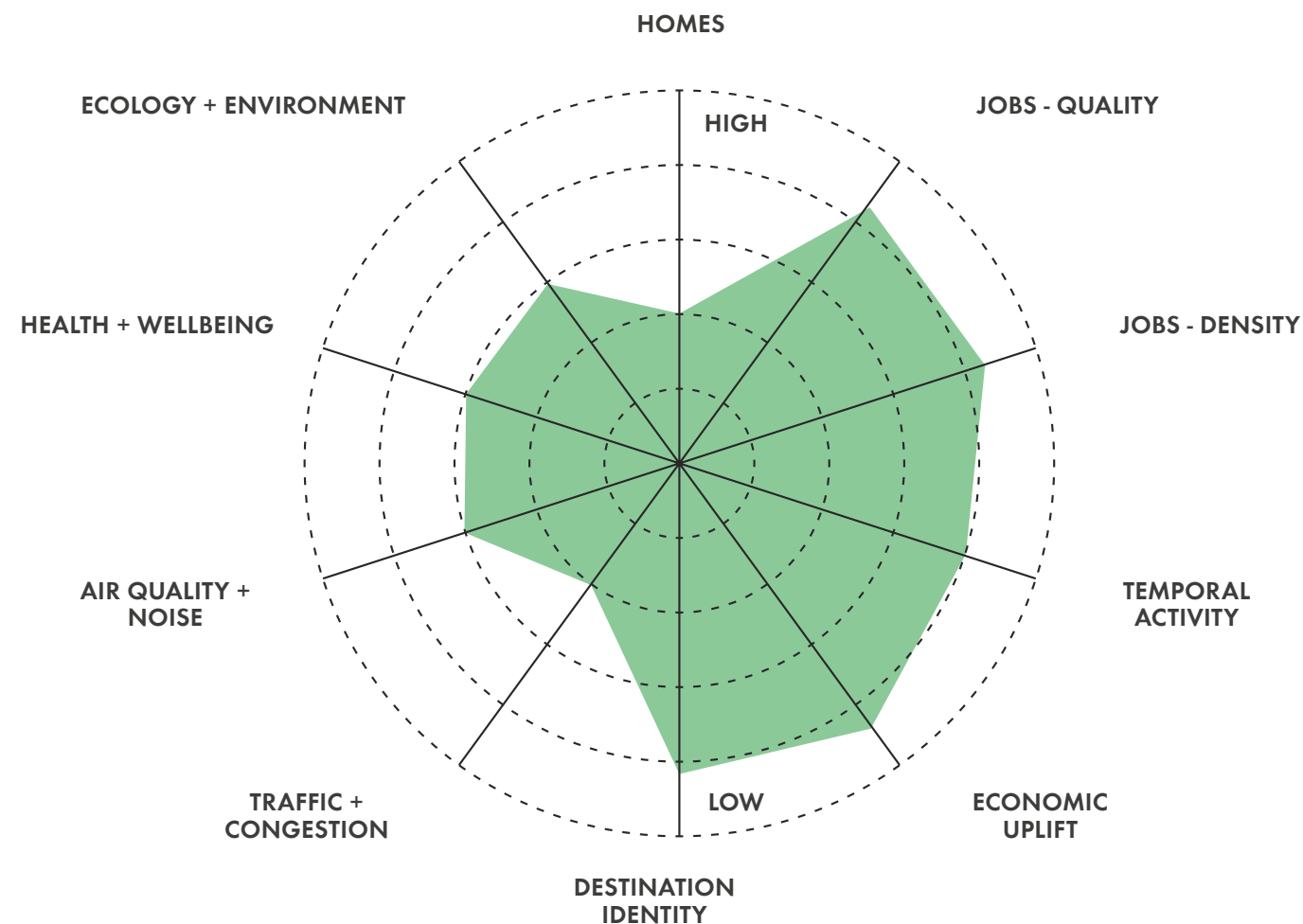
- Consider the balance of non-residential uses
- How will the mix be arranged - vertical or horizontal, with emphasis on particular gateways or streets / spaces?

KINGS CROSS



- **The transformation of rail lands to create a new mixed use neighbourhood and a major focus on creation of new public spaces and cultural destination.**
- **Size:** 27 Ha
- **Use:** Mixed use - Education, residential, workspace, retail
- **Ownership:** Private ownership
- **Relevance:** Transformation of former industrial area, canalside development with access, integration of heritage assets, genuine urban mix, dense residential with amenities, attracted university anchor use
- **Challenges for Southall:** Benefited from single land ownership and investment related to Eurostar's relocation. Greater level of heritage assets

Institutional campus



Key considerations

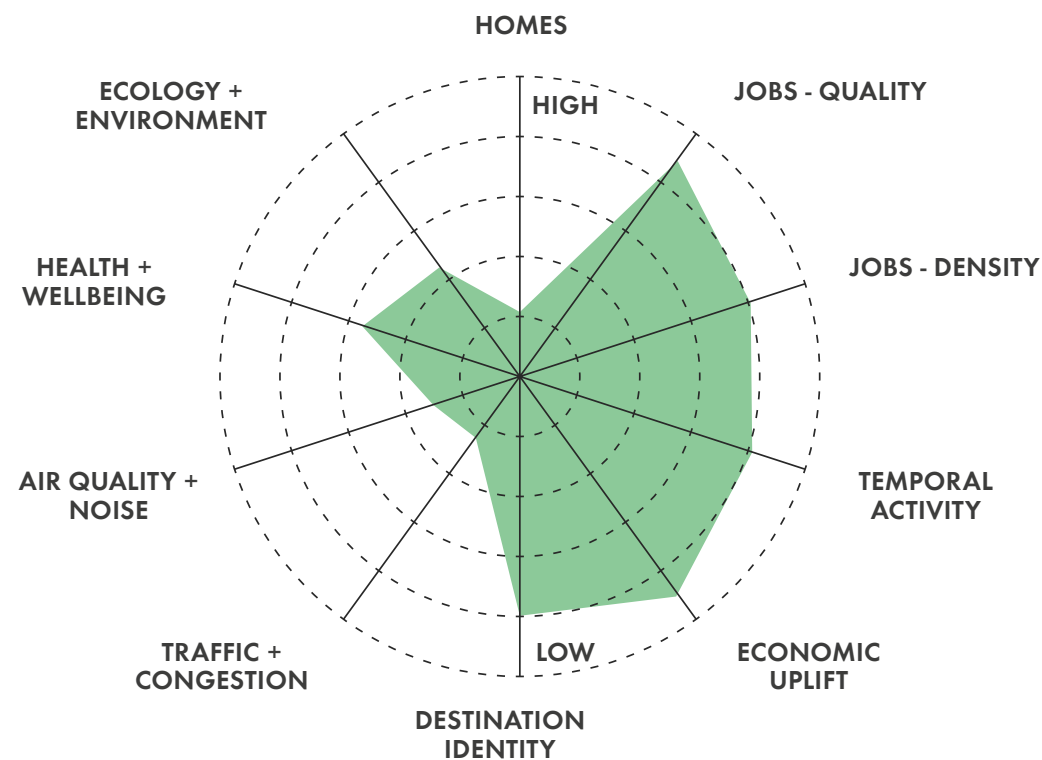
- To what extent does the campus maintain a sense of openness, and accessibility to the wider community?
- Are there opportunities for synergies with linked uses (cultural / leisure / businesses)?
- Does the incorporation of residential uses support the overall identity of the campus?

HERE EAST



- A vibrant mix of creative industries, broadcasting and education, located adjacent to QEII Olympic Park.
- **Size:** 8.8 Ha
- **Use:** Mixed Use - Education and creative industry and workspace.
- **Ownership:** Single - London Legacy Development Corporation
- **Relevance:** High density, close-knit industrial units, canalside space, adjacent to established residential area.
- **Challenges for Southall:** Structure already established as Olympics Media Centre - profile and surrounding parkland appealed to creative businesses

Film + TV studios



Key considerations

- To what extent does the production operation maintain a sense of openness, and accessibility to the wider community?
- Are there opportunities for synergies with linked uses (cultural / leisure / businesses)?
- Is there potential to incorporate residential uses as part of the mix?
- Will the operational hours of the production operation cause disruption or conflict?

TROUBADOUR STUDIOS MERIDIAN WATER

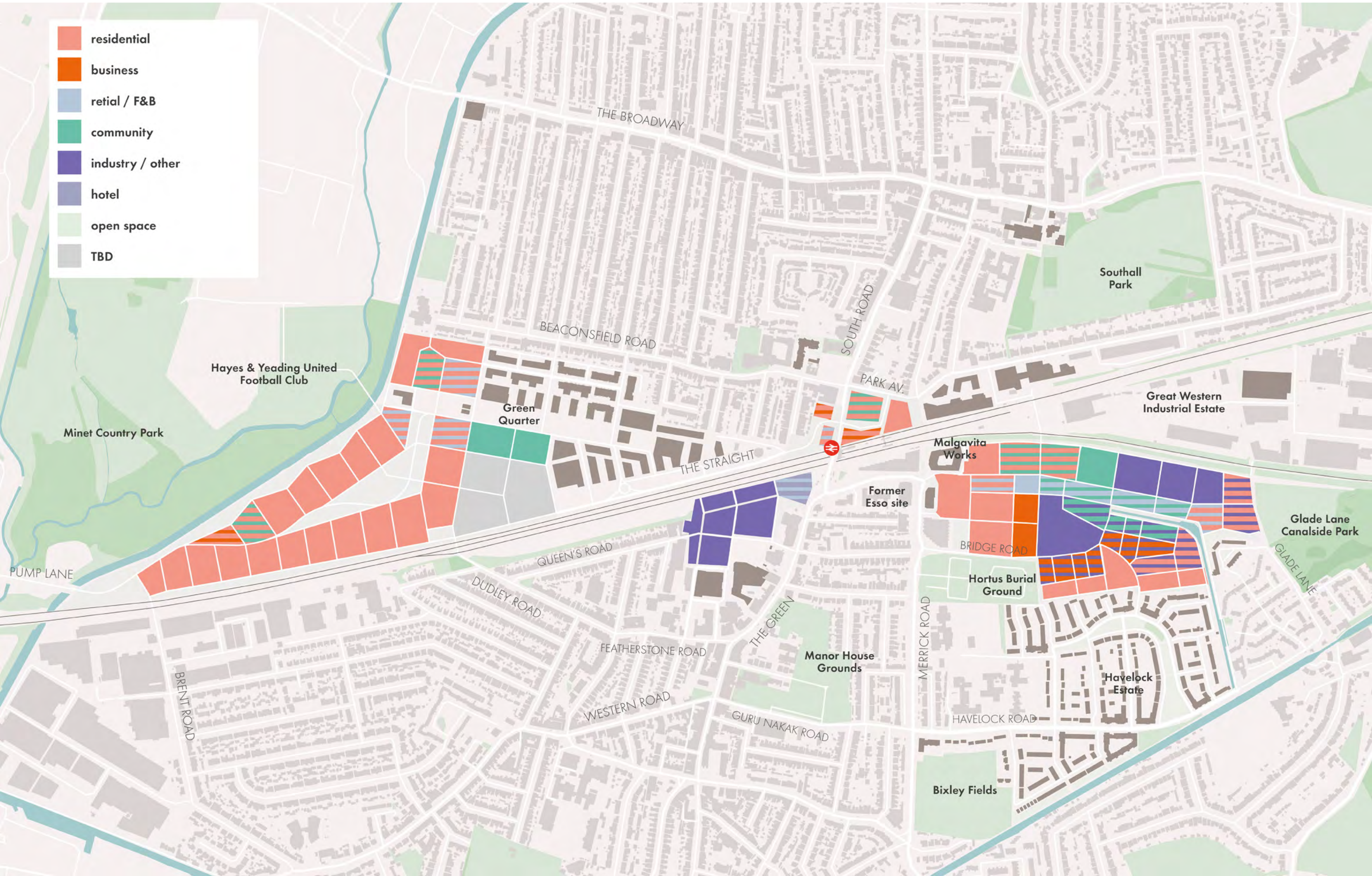


- **A production destination located in Enfield and is served by Meridian Water Station to the east. Phase 1 is open and consists of 3 studios, workshop and office space. Phase 2 is to open in 2024, with the equal amount of facilities.**
- **Size:** 1.4 Ha
- **Use:** Film and television studios
- **Ownership:** Private ownership
- **Relevance:** Similar context - Adjacency to canal, industrial sites and train network, built on brownfield site
- **Challenges for Southall:** Adjacency to large A road and established road network to cater for larger vehicles.

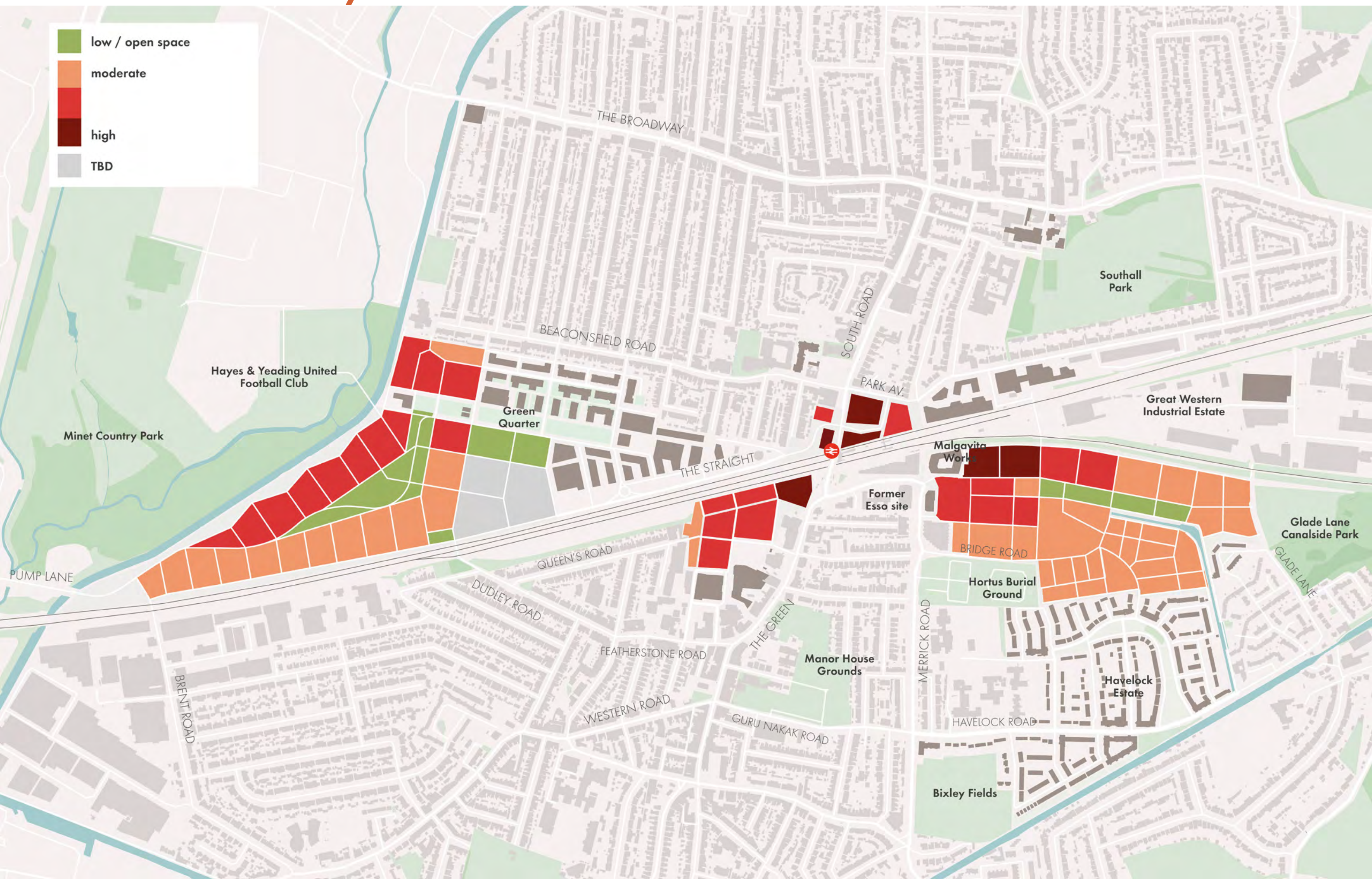
Indicative spatial framework



Indicative land use framework

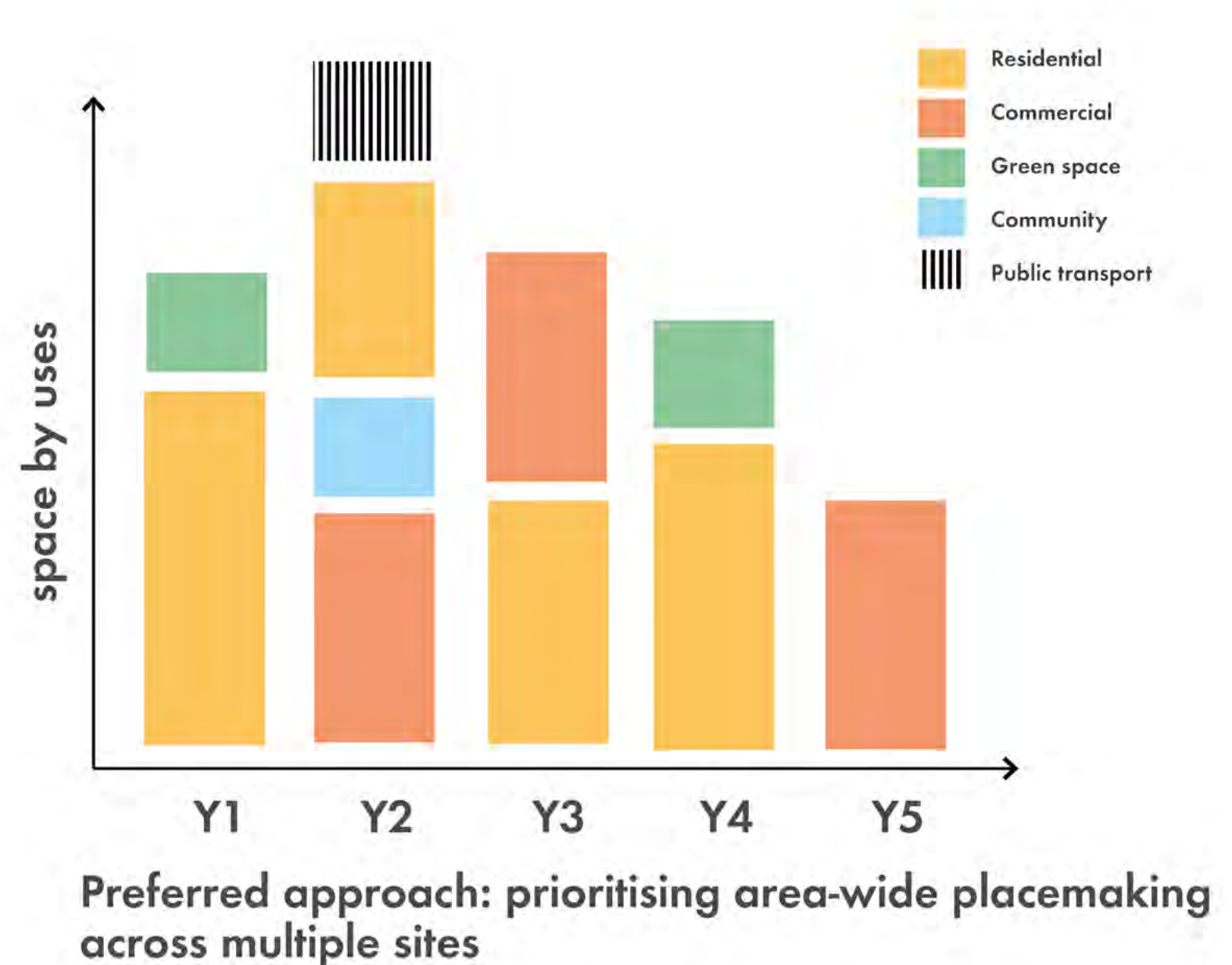
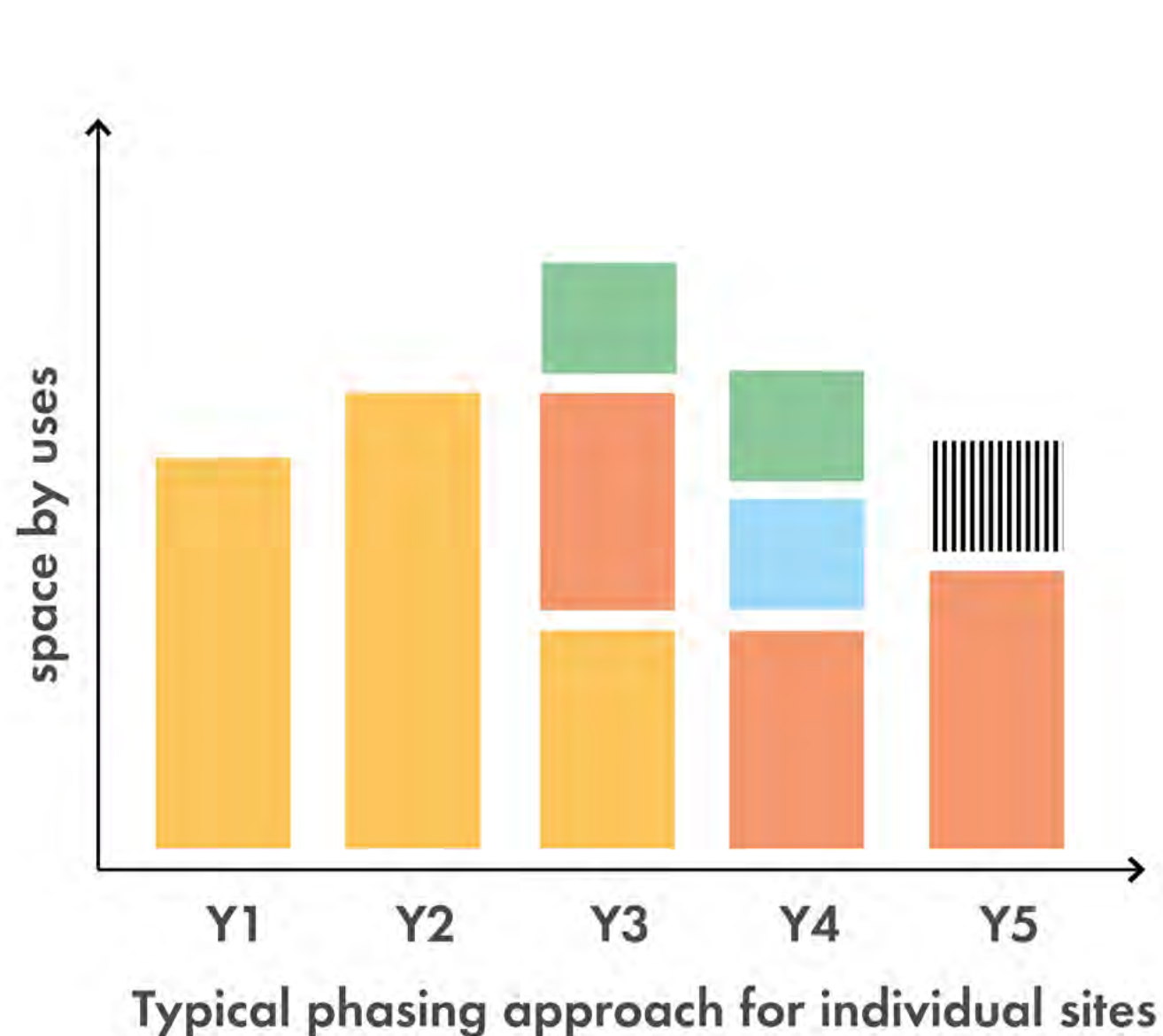


Indicative density framework



Approach to phasing

- The phasing across multiple sites can have a critical impact on the overall quality of placemaking
- It is important to strike a balance of uses across sites, including replacing existing uses and delivering new community uses
- Phasing can be part of the mechanism to secure investment in public transport on larger sites
- Infrastructure provision would need to be reviewed alongside the spatial framework and phasing to ensure the social, community facilities come forward in a timely way



Direction of travel

Southall Reset potential initiatives

1. Engagement

Regular members' briefing
Offices working group
Developers roundtable meetings
Stakeholder Partnership Group
Southall symposium/ Town Forum

2. Evidence base

Vision and masterplan framework
Evidence base studies

3. Statutory guidance

Southall Reset Action Plan
New Ealing Local Plan (DPD)

5. Application management

Internal strategy - managing departures
Pre-application responses
Design Review
Application management

