

# **EALING**

**APPENDIX:**

**GUIDANCE FOR STUDY SITES**

**NOVEMBER 2022**

# INTRODUCTION

This appendix should be read in conjunction with the Ealing Character Study, Housing Design Guide and Tall Buildings Strategy. The information contained within this document has been prepared with the oversight of Ealing Council Officers to ensure that it reflects the aspirations of emerging policy and takes account of local development management issues as well as recent planning applications and consented schemes.

This document provides high-level guidance for a selection of strategic 'study' sites across the Borough. The spatial constraints and opportunities of each site has been assessed within the wider context.

For each site, a spatial framework has been prepared, setting out a potential development scenario and parameters relating to the:

- Distribution of land uses at ground and upper floors
- Provision of open space and public realm improvements
- Distribution of building heights
- Massing of buildings in three dimensions
- Potential schedule of areas

Where two or more sites are in close proximity, a more coordinated / masterplan approach has been taken to set out positive scenarios for how multiple sites may come forward in a complementary and mutually beneficial way.

The development scenarios and capacities presented in this appendix are indicative only. They reflect a townscape and character-led approach to optimising the capacity of study sites that have not been subject to detailed design or viability testing.

# LIST OF STUDY SITES

	Page	Reference	Description
	4	AC01	Acton Gateway Morrisons
Cluster A	19	EA08	Eastern Gateway
		EA02	Ealing Broadway Shopping Centre & Crystal House
		EA03	Sandringham Mews
Cluster B	38	EA18	Sainsbury's and Library, West Ealing
		EA17	59-65 Broadway, West Ealing
		EA20	99-115 Broadway, West Ealing
		EA22	Western Gateway, 131-141 Broadway
Cluster C	53	HA06	Lidl and discount store
		HA07	Marshall Site, Gold's Gym & Garages on Montague Av.
	67	NO01	Car Sales Site
	82	SO01	Southall Cross Rail Station and Gurdwara

# **1 Acton Gateway Morrisons**

**Study site: AC01**



# ACTON GATEWAY MORRISONS

Study site: AC01



Credit: Google

Google



# POLICY CONTEXT

## ACT2 Acton Gateway Steyne Road / High Street Acton W3



**Allocation:** Mixed use development including retail and residential

**Justification:** The site occupies a pivotal location at the entrance to the town centre, forming the first impression of the town centre when approaching from the west and northwest. There is significant scope to make more efficient use of the site with an improved layout and high quality design that introduces residential on upper floors, to contribute to a more coherent street scene and reflect the location adjacent to a Conservation Area and the setting of St Mary's Church.

**Indicative Delivery Timetable:** 2011-2016

**Site Context:** This site is bounded by Steyne Road, High Street/King Street and Rectory Road. Although the Morrisons supermarket draws a large number of people to the town centre, the location of the car park at the High Street/Steyne Road junction creates a poor first impression of the town centre when approaching from the west; it is located at

**Site Area:** 1.30ha

**Ownership:** Morrisons

**Current Use:** Supermarket and associated car parking

**Development Strategy Policies:** 2.2, particularly 2.2(b) and (c)

**Setting:** Urban

**PTAL:** 4-6

**Planning Designations:**

**District Centre**

Adjacent to Acton Town Centre Conservation Area

Setting of Grade II Listed Church of St Mary and Way Monument

Setting of Grade II Listed terraces at 243-267 (odd) King Street and 183/185 High Street

Archaeological Interest Area

**Relevant Planning Applications:** No

the bottom of a hill so that the main view is of the back of jumbled buildings, beyond a large surface level car park.

The Market Place, together with the Church of St Mary, forms the main focal point of the town centre. The supermarket sits adjacent to and has its main entrance from the town square, however the space to the west of the entrance remains underused and provides little animation to the public space. The weak architectural quality of existing supermarket provides a poor setting for the listed church and the associated public space.

The surrounding areas provide a varied setting for the site. To the south and east there are several statutory and locally listed buildings within the Conservation Area, while to the north and west are large scale flatted developments set away from street frontages. The pedestrian environment in the vicinity of the site is poor, adversely affected by the signal priority allocated to general traffic, much of which is passing

# EXISTING STREET LEVEL EXPERIENCE



View east towards site along Uxbridge Road



View north across King Street square



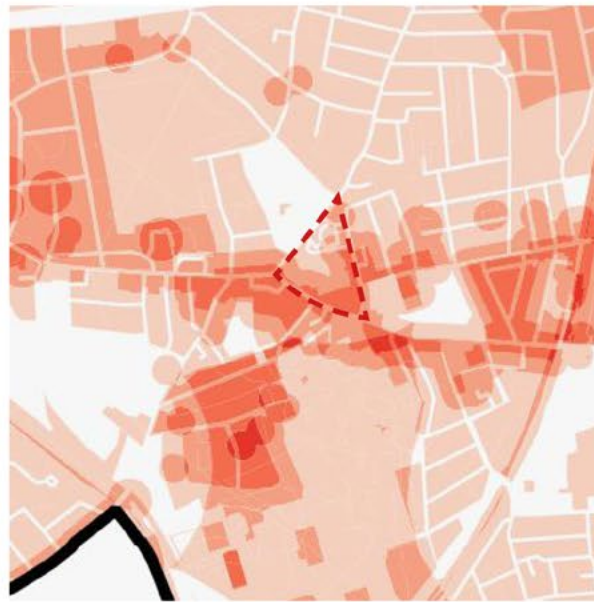
View east across backlands of Horn Lane



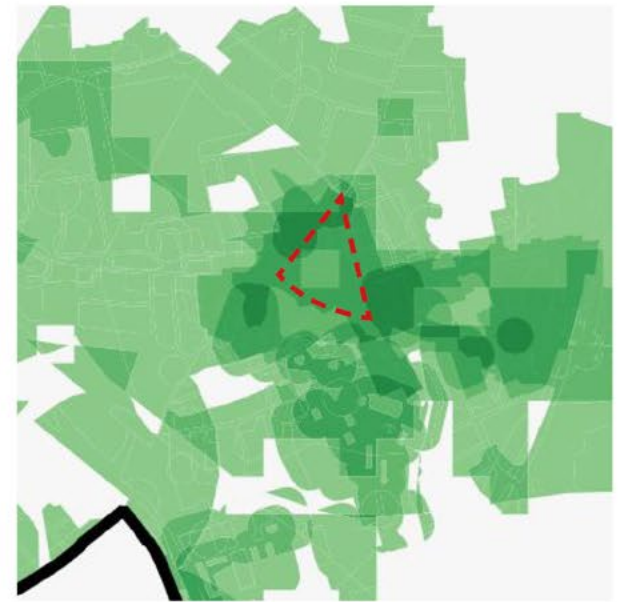
View south along Rectory Road



# TALL BUILDINGS ANALYSIS



Sensitivity



Suitability



Appropriate locations



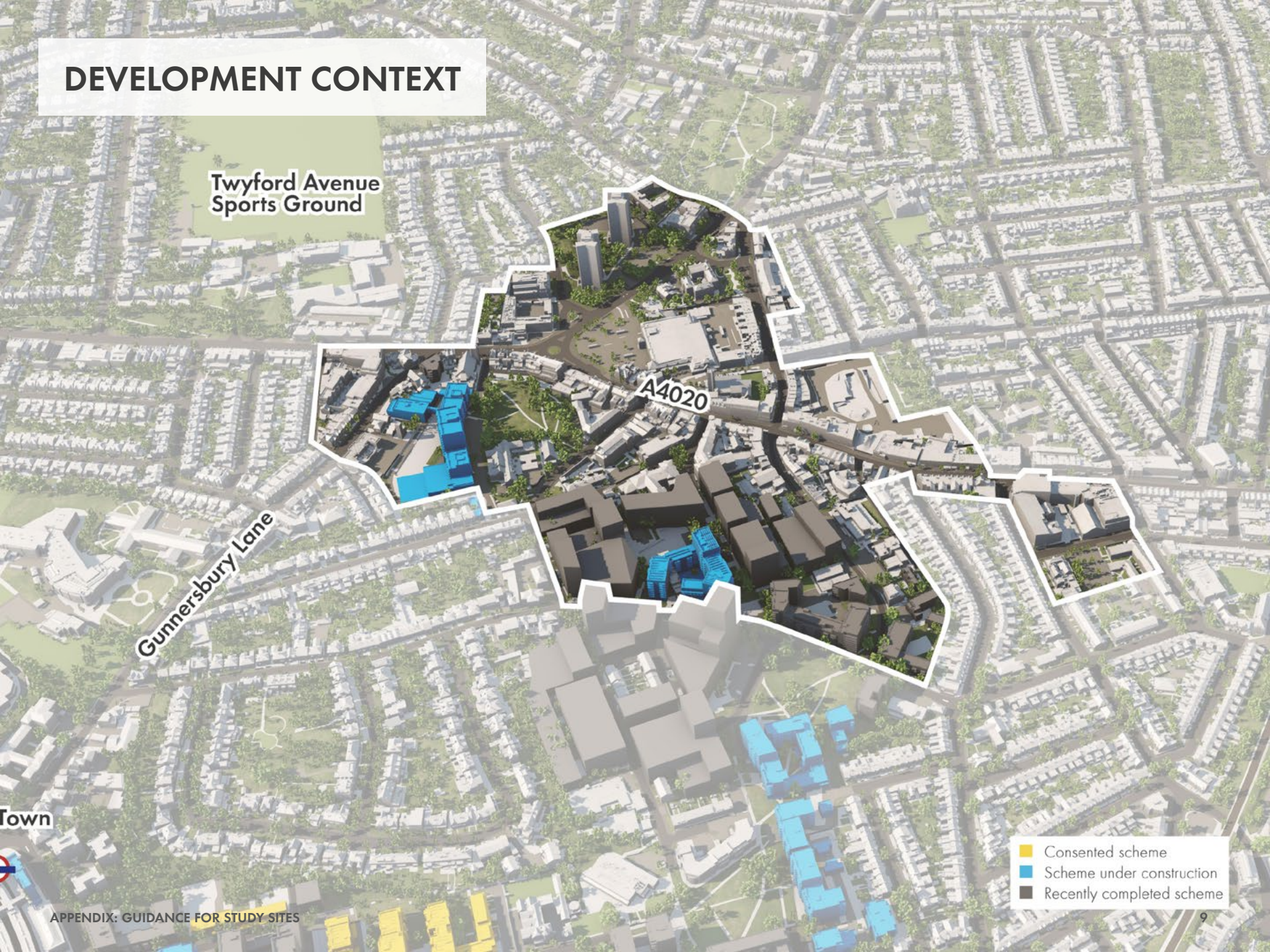
Neighbourhoods

Guidance for prospective tall building heights

<b>Zone E</b>	28 - 52.5 metres
	8 - 15 storeys



# DEVELOPMENT CONTEXT



Twyford Avenue  
Sports Ground

A4020

Gunnersbury Lane

Town

- Consented scheme
- Scheme under construction
- Recently completed scheme

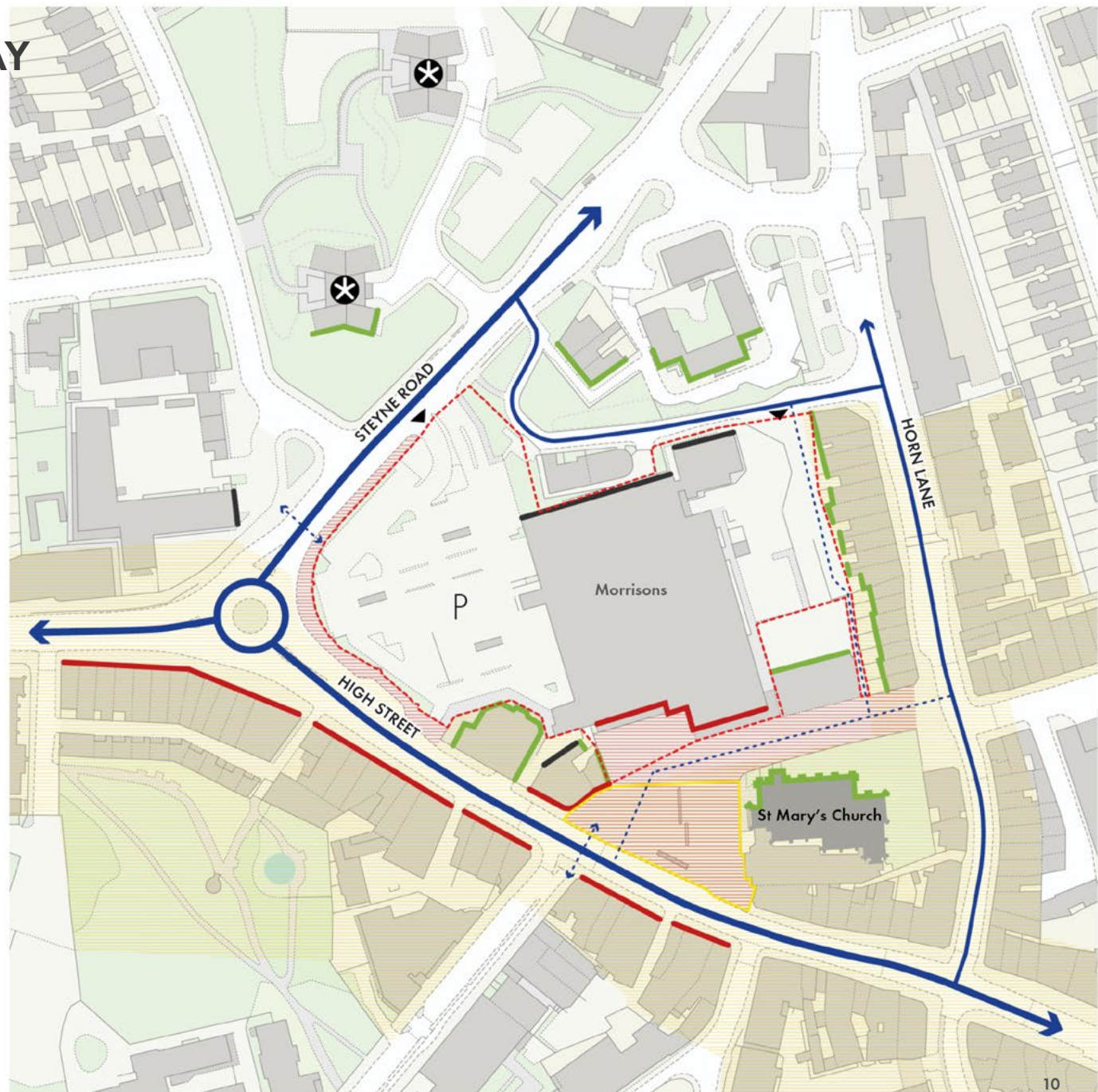


# ACTON GATEWAY MORRISONS

Study site: AC01

Existing condition

- Site boundary
- Active frontage
- Sensitive frontage
- Blank frontage
- ➔ Primary route
- ➔ Secondary route
- Pedestrian route
- ↔ Pedestrian crossing
- ▲ Access
- ▲ Parking/service access
- P** Parking (surface)
- ✱ Tall building
- Building of merit
- Existing public space
- Poor quality public realm
- Conservation Area



Physical constraints and opportunities

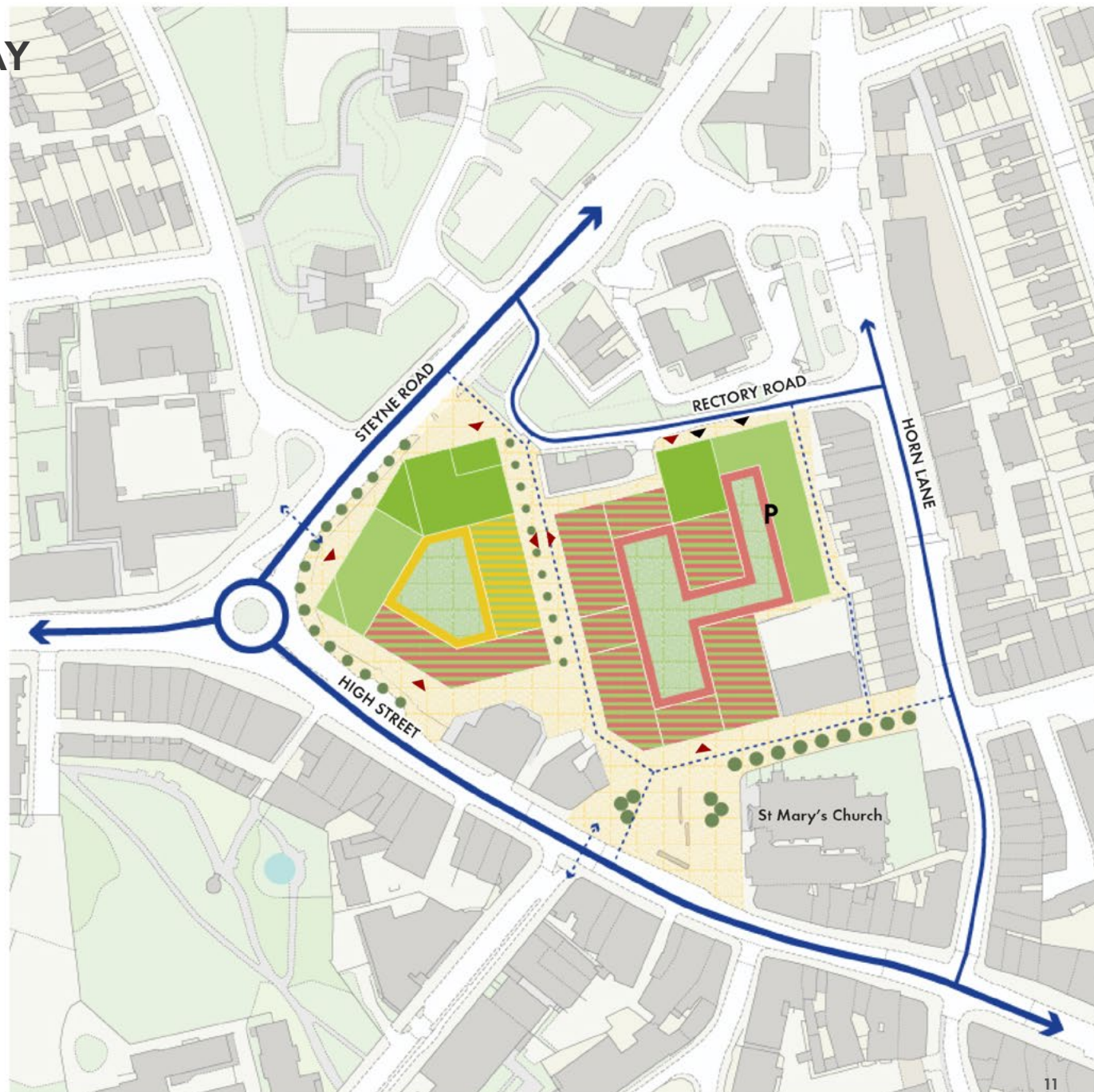


# ACTON GATEWAY MORRISONS

Study site: AC01

Spatial framework

- Primary route
- Secondary route
- Pedestrian route
- ↔ Pedestrian crossing
- ... Restricted access
- Retail
- Residential
- Community
- Office
- Parking



# ACTON GATEWAY MORRISONS

**Study site: AC01**

## Development principles

### Phasing

- The site could be subdivided into two development parcels relating to the existing surface car park and supermarket.
- The car park could be developed into a smaller, temporary supermarket to ensure continuity of use during the early phases.
- The existing supermarket could then be developed into a large, mixed use block in the second phase.
- The final phase would see the temporary supermarket converted into a community space at ground floor with housing built above.

### Movement

- A new, N-S pedestrian street could traverse the site along the axis of the existing car park entrance.
- The new street would create a link between Steyne Road and the square with an additional E-W increasing its visibility from the High Street.

### Access

- Servicing access for the supermarket should be from Rectory Road
- Car parking access should be from Rectory Road

- Residential entrances should be distributed along Steyne Road, the High Street and Rectory Road.
- Additional residential entrances should be provided from the square and new N-S street
- Minimal parking should be provided due to the proximity to the town centre and bus routes.

### Land uses

- A food store of similar dimensions should be reprovided on site.
- The site is suitable for a residential-led, mixed-use development.
- An underground car park should be embedded at the eastern end of the site.
- There is potential for significant provision of ground floor community space.

### Form of development

- Given the size and geometry of the site, it could come forward as two discrete perimeter blocks.
- Building heights should be varied with taller elements situated to the north, mid-rise shoulder blocks at the middle and lower elements to the south to maximise daylight.

### Public realm and movement

- Improvements to the quality of the public realm along Steyne Road and the High Street will be required.
- New internal streets should provide high quality pedestrian environments.
- Tree planting along around the perimeter and within inner streets in the site is encouraged.
- Soft landscaping could be provided along King Street and the square which is currently hard landscaped.
- Proposed building lines should be set back to create wider pavements along Rectory Road.

### Relationship to surroundings













- Active frontages should be provided along all street edges.
- Residential frontages should be sufficiently set back from pavements to accommodate defensible spaces where possible.
- Proposals should work within the recommended building height ranges set out in the tall building strategy.
- New developments should respond sensitively to existing residential frontages and avoid privacy and overlooking issues through careful design and setbacks.

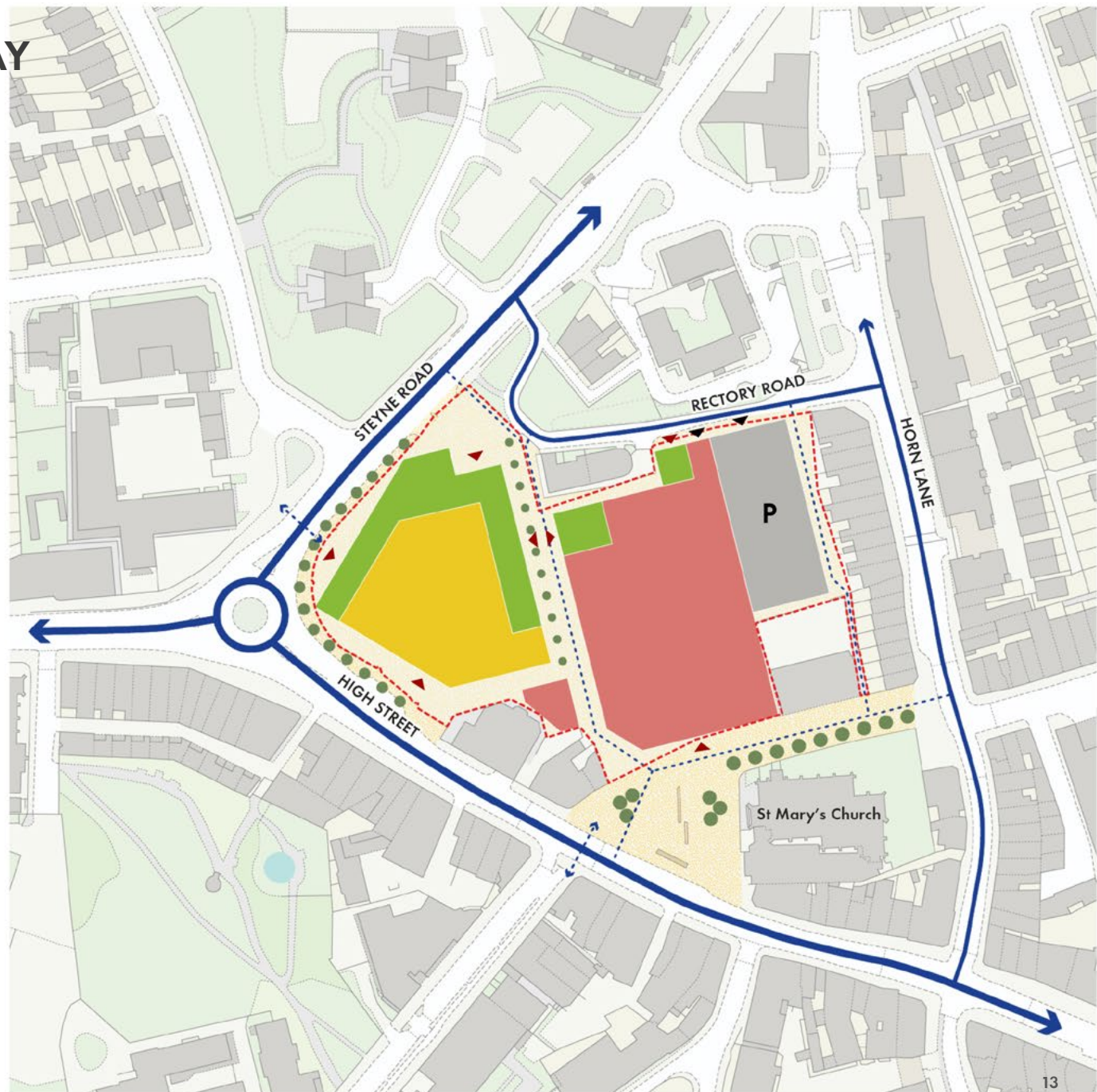


# ACTON GATEWAY MORRISONS

Study site: AC01

Ground floor uses




-  Site boundary
-  Primary route
-  Secondary route
-  Pedestrian route
-  Pedestrian crossing
-  Restricted access
-  Access
-  Parking/service access
-  Retail
-  Residential
-  Community
-  Office

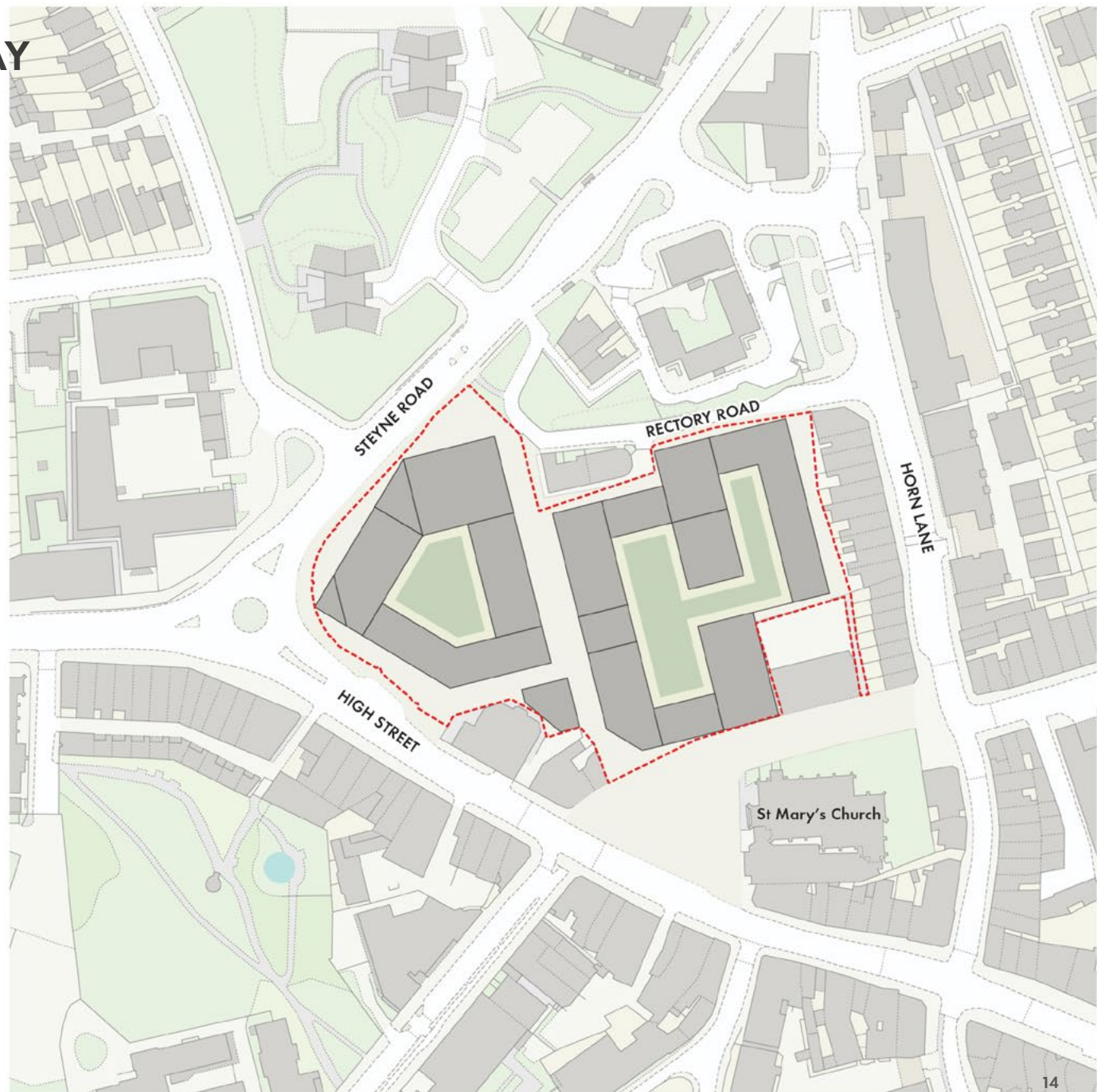


# ACTON GATEWAY MORRISONS

Study site: AC01

Roof plan

-  Site boundary
-  Proposed building
-  Private amenity







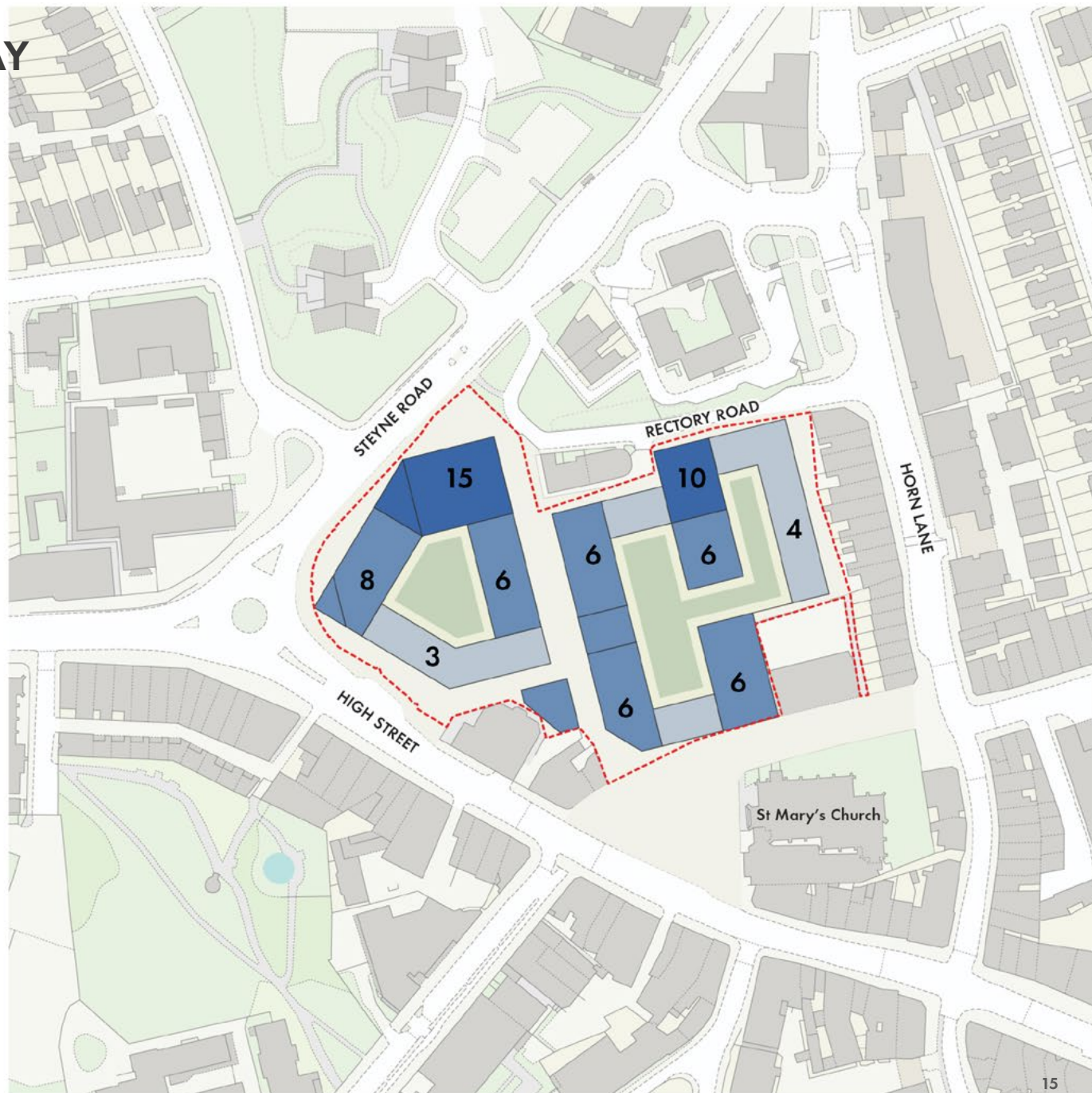


# ACTON GATEWAY MORRISONS

Study site: AC01

Indicative building  
heights and types

-  Site boundary
-  Tower
-  Double hung flats
-  Deck access flats





# ACTON GATEWAY MORRISONS

Study site: AC01

Illustrative scheme



Existing massing - view northwards



Proposed massing - view northwards



# ACTON GATEWAY MORRISONS

Study site: AC01

Illustrative scheme



Existing massing - view southwards



Proposed massing - view southwards

### Indicative capacities

18

# **2 Ealing Cluster A**

**Study sites: EA08 / EA02 / EA03**



# EALING CLUSTER A

## EA08 EASTERN GATEWAY



## EA02 EALING BROADWAY SHOPPING CENTRE & CRYSTAL HOUSE



## EA03 SANDRINGHAM MEWS





# EALING CLUSTER A

Study site: EA08 / EA02 / EA03



EA08

EA03

EA02

Credit: Google

Google



# EA08 EASTERN GATEWAY



View southwest towards Northcote Avenue



View east along The Broadway



View north from Northcote Avenue



View west along The Broadway



# EA02 EALING BROADWAY SHOPPING CENTRE & CRYSTAL HOUSE



View south from The Broadway



View north along Grove Road



View north from The Grove



View west along Oak Road



# EA03 SANDRINGHAM MEWS



View along The Broadway looking west



View along New Broadway looking east



View along High Street looking north



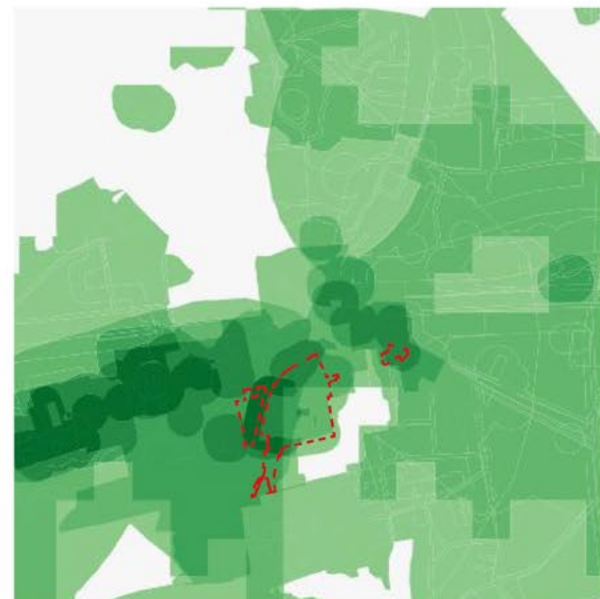
View across Sandringham Mews looking northeast



# TALL BUILDINGS ANALYSIS



Sensitivity



Suitability



Appropriate locations



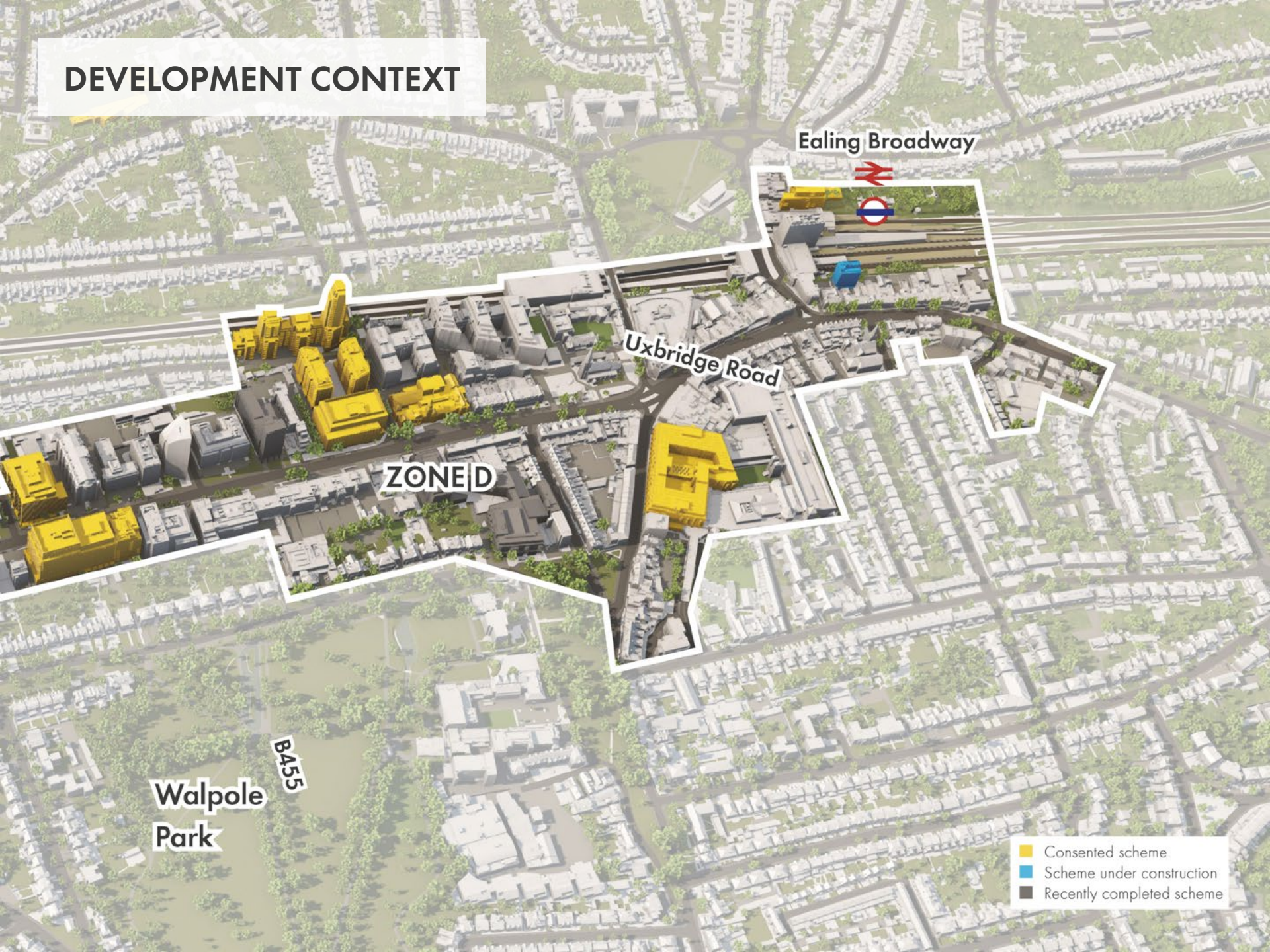
Neighbourhoods

Guidance for prospective tall building heights

<b>Zone D</b>	31.5 - 73.5 metres
	9 - 21 storeys



# DEVELOPMENT CONTEXT



Ealing Broadway

Uxbridge Road

ZONED

Walpole  
Park

BA55

- Consented scheme
- Scheme under construction
- Recently completed scheme



# EALING CLUSTER A

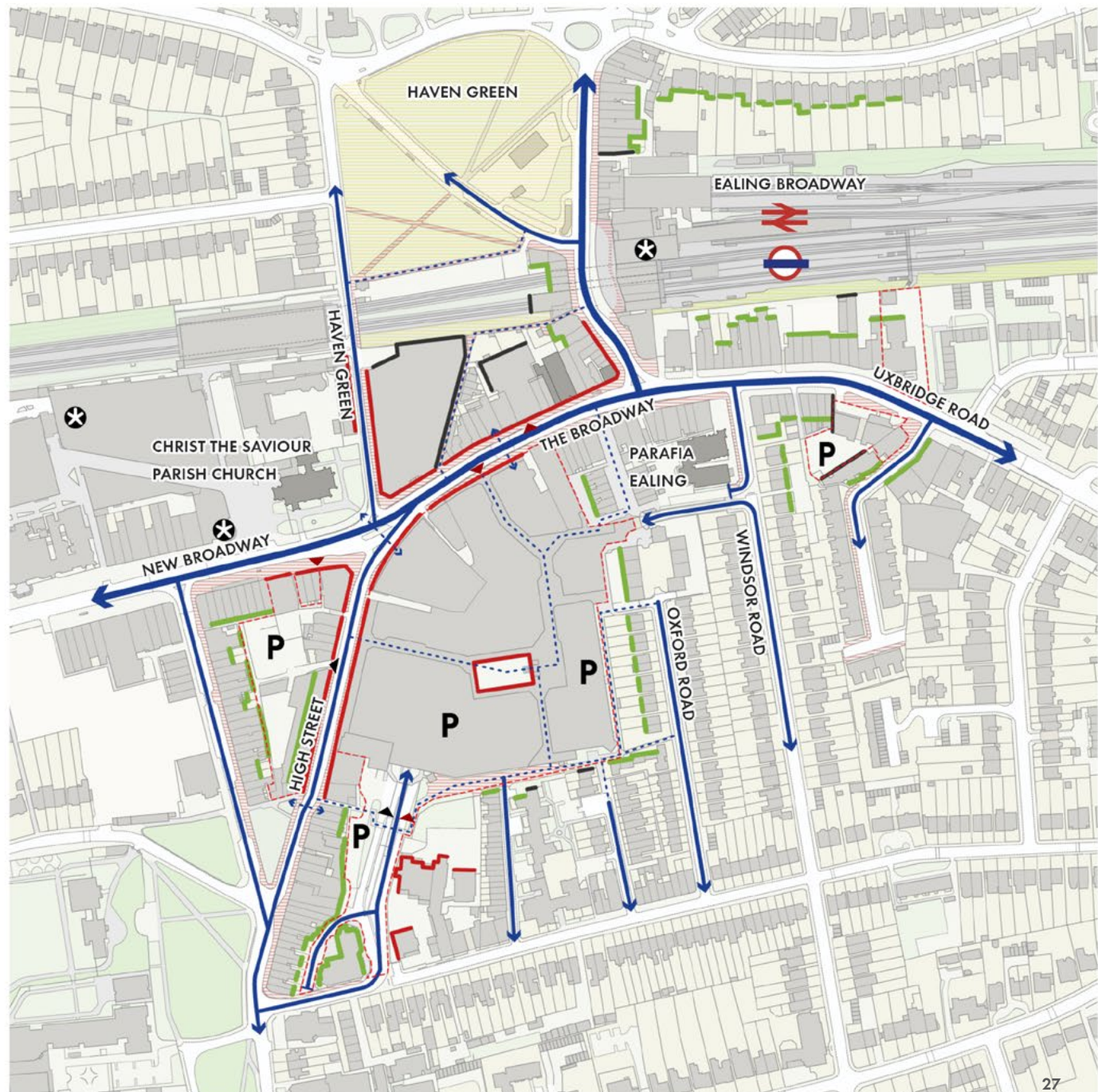
Study sites: EA08 / EA02 /  
EA03

Existing condition

- Site boundary
- Active frontage
- Sensitive frontage
- Blank frontage
- ➔ Primary route
- ➔ Secondary route
- - - Pedestrian route
- ↔ Pedestrian crossing
- ▲ Access
- ▲ Parking/service access
- P** Parking (surface)
- ✱ Tall building
- Building of merit
- Existing public space
- Poor quality public realm
- Conservation Area

Physical constraints and opportunities

APPENDIX: GUIDANCE FOR STUDY SITES





# EALING CLUSTER A

Study sites: EA08 / EA02  
/ EA03

Spatial framework

- Primary route
- Secondary route
- Pedestrian route
- ↔ Pedestrian crossing
- ... Restricted access
- Retail
- Residential
- Community
- Office
- Parking





# EALING CLUSTER A

**Study sites: EA08 / EA02  
/ EA03**

## Development principles

### Phasing

- Sites should be subdivided into development parcels relating to existing ownership boundaries where possible.
- The phasing of parcels, particularly EA08/02/03, should be staggered to ensure that existing business can remain in operation for as long as possible.

### Movement

- The permeability of sites EA08/02 should be improved via new vehicular routes.
- Pedestrian and cycle movement across all sites should be improved via multiple new tertiary routes.
- New quiet ways should be created between the Grove, Haven Green and the Broadway.
- A new pedestrian passage through EA03 should be provided, linking the High Street with Bond Street.

### Access

- Primary non-residential access to all sites will be from the main roads at the perimeter of each site.
- Residential access will be limited along main

roads and focused along new internal streets.

- Minimal parking should be provided due to the proximity to the Crossrail station.

### Land uses

- All sites are suited to residential-led, mixed-use development with significant retail, employment and community space provision.

### Form of development

- Site EA08 - redevelopment of existing offices to optimise employment capacity of site and residential infill development of backlands.
- Site EA02 - Comprehensive redevelopment of shopping centre into a number of perimeter blocks of varied heights and building types. Infill mews development of existing backlands to the south.
- Site EA03 - Infill development of backlands and poorer quality units along the Broadway and High Street with linear/tower blocks.
- Building heights should be varied with taller elements situated to the north, mid-rise shoulder blocks at the middle and lower elements to the south to maximise daylight.

### Public realm and movement

- Improvements to the quality of the public realm along The Broadway, High Street and Haven Green will be required.

- New internal streets, particularly on sites EA08/02, should provide high quality pedestrian environments.
- Tree planting along around the perimeter and within inner streets is encouraged.
- There is potential for the provision of multiple pocket park and play spaces within site EA02.
- New frontages should maintain historic building lines established along The Broadway and High Street.













### Relationship to surroundings

- The coordinated development of all sites is encouraged to ensure mutually beneficial outcomes in terms of urban design quality.
- Active frontages should be provided along all street edges.
- Residential frontages should be sufficiently set back from pavements to accommodate defensible spaces where possible.
- Proposals should work within the recommended building height ranges set out in the tall building strategy.
- New developments should respond sensitively to existing residential frontages and avoid privacy and overlooking issues through careful design and setbacks.

# EALING CLUSTER A

Study sites: EA08 / EA02  
/ EA03

Ground floor uses

-  Site boundary
-  Primary route
-  Secondary route
-  Pedestrian route
-  Pedestrian crossing
-  Restricted access
-  Access
-  Parking/service access
-  Retail
-  Residential
-  Community
-  Office






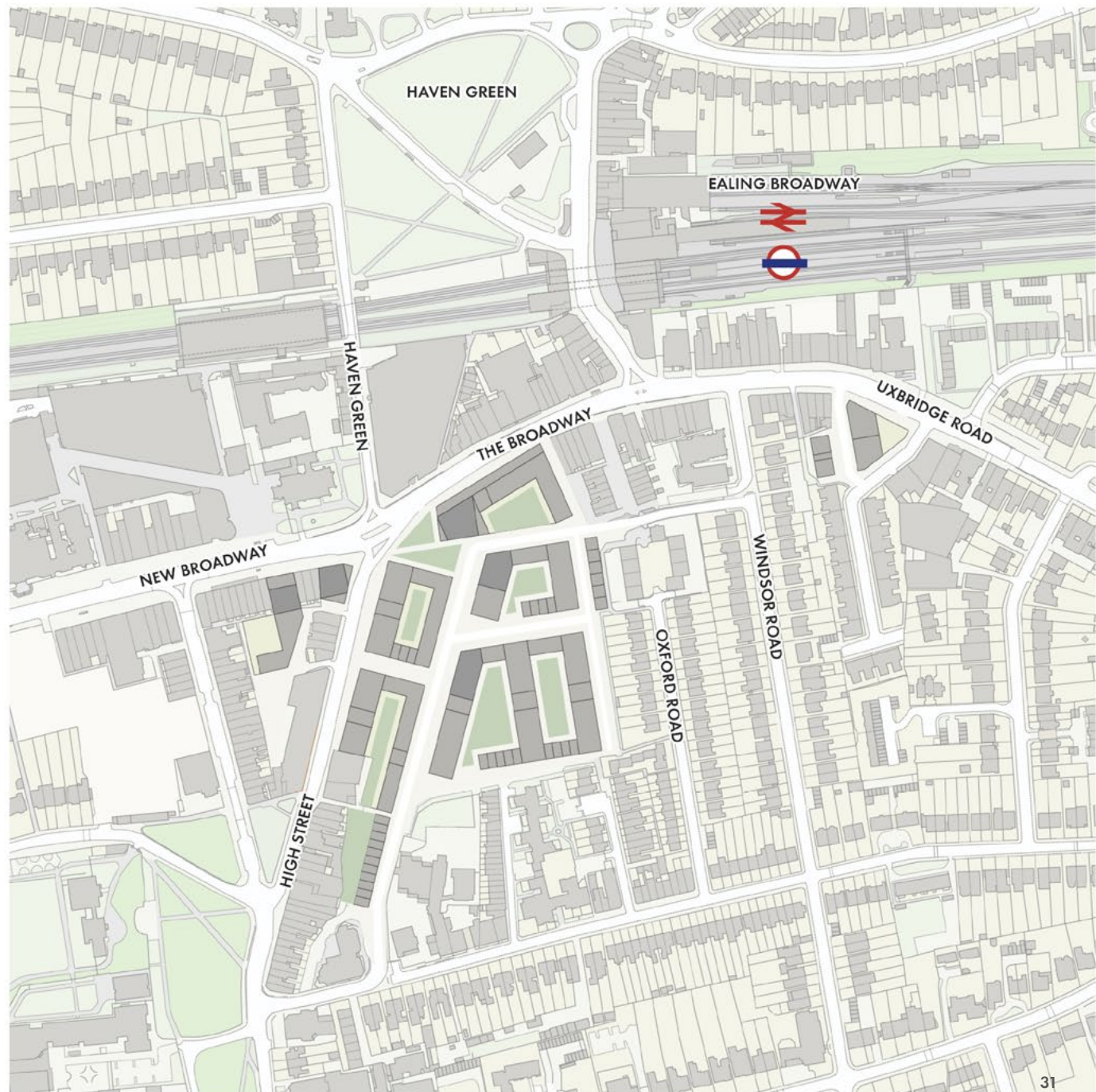


# EALING CLUSTER A

Study sites: EA08 / EA02  
/ EA03

Roof plan

-  Site boundary
-  Proposed building
-  Private amenity








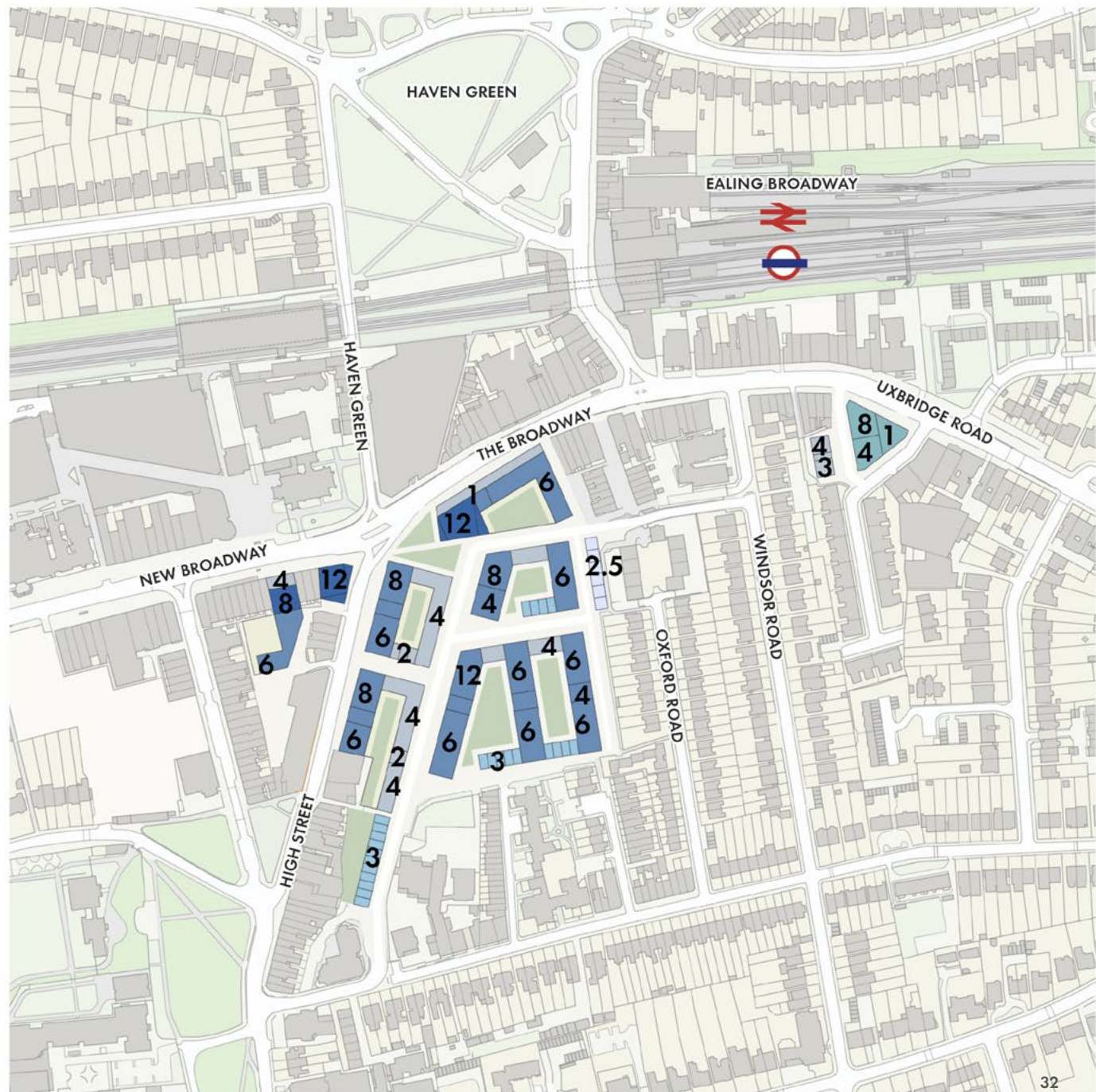


# EALING CLUSTER A

Study sites: EA08 / EA02  
/ EA03

Indicative building  
heights and types

-  Site boundary
-  Tower
-  Double hung flats
-  Deck access flats
-  Mews
-  Mansion
-  Maisonettes





# EALING CLUSTER A

Study sites: EA08 / EA02  
/ EA03

Illustrative scheme



Existing massing - view north-eastwards



Proposed massing - view north-eastwards



# EALING CLUSTER A

Study sites: EA08 / EA02  
/ EA03

Illustrative scheme



Existing massing - view northwards



Proposed massing - view northwards

# EALING CLUSTER A

Study sites: EA08 Eastern Gateway

Indicative capacities

	Block A					
	1	2	3	4	5	6
25th						
24th						
23rd						
22nd						
21st						
20th						
19th						
18th						
17th						
16th						
15th						
14th						
13th						
12th						
11th						
10th						
9th						
8th						
7th	376					
6th	376					
5th	376					
4th	376					
3rd	376		330			136
2nd	376		330	136		136
1st	376		330	136	48	136
Ground	376	301	330	136	48	136

TOTAL		
GEA m2	GEA sqft	Dwellings
888	9,558	9

PROPOSED	Subtotal		
Residential (dwellings)	9		
Residential Upper (GEA)	728		
Residential Ground (GEA)	160		
Business (GEA)	4,629	4,629	49,826
Industrial (GEA)	-	-	-
Retail / F&B (GEA)	-	-	-
Community / leisure	-	-	-
Parking	-	-	-

# EALING CLUSTER A

Study sites: EA02 Ealing Broadway  
Shopping Centre & Crystal House

Indicative capacities

	Block A							Block B					Block C					Block D					
	1	2	3	4	5	6	7	1	2	3	4	5	1	2	3	4	5	6					
25th																							
24th																							
23rd																							
22nd																							
21st																							
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8th																							
7th																							
6th																							
5th																							
4th																							
3rd																							
2nd																							
1st																							
Ground																							
PROPOSED	Subtotal							Subtotal					Subtotal					Subtotal					
Residential (dwelling)	110							748					93					88					
Residential Upper (GEA)	11,616							176					8,692					8,382					
Residential Ground (GEA)	-							192					271					290					
Business (GEA)	-							-					-					-					
Industrial (GEA)	-							-					-					-					
Retail / F&S (GEA)	3,562							-					442					1,448					
Community / Leisure	-							200					800					-					
Parking	-							-					-					-					

	Block E							Block F												Block G			
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8	9	10	11	12	13			
25th																							
24th																							
23rd																							
22nd																							
21st																							
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6th																							
5th																							
4th																							
3rd																							
2nd																							
1st																							
Ground																							
PROPOSED	Subtotal							Subtotal														TOTAL	
Residential (dwelling)	88							249														15,40	
Residential Upper (GEA)	8,562							22,543														1,032	
Residential Ground (GEA)	-							2,302														651	
Business (GEA)	-							-														-	
Industrial (GEA)	-							-														-	
Retail / F&S (GEA)	2,103							-														7,255	
Community / Leisure	-							-														1,189	
Parking	-							-														-	



## EALING CLUSTER A

**Study sites: EA03 Sandringham Mews**

### Indicative capacities

	Block A			Block B			
	1	2	3	1	2	3	4
25th							
24th							
23rd							
22nd							
21st							
20th							
19th							
18th							
17th							
16th							
15th							
14th							
13th							
12th							
11th		351					
10th		351					
9th		351					
8th		351					
7th		351			381		
6th		351			381		
5th	46	351			381	503	
4th	46	351			381	503	
3rd	46	351	61	148	381	503	
2nd	46	351	61	148	381	503	
1st	46	351	61	148	381	503	
Ground	46	351	61	148	381	503	694
<b>PROPOSED</b>	<b>Subtotal</b>			<b>Subtotal</b>			
Residential (dwellings)	43			56			
Residential Upper (GEA)	4,274			5,626			
Residential Ground (GEA)	-			-			
Business (GEA)	-			-			
Industrial (GEA)	-			-			
Retail / F&B (GEA)	458			1,726			
Community / leisure	-			-			
Parking	-			-			

TOTAL		
GEA m <sup>2</sup>	GEA sqft	Dwellings
9,900	106,563	99

# **3 Ealing Cluster B**

**Study sites: EA18 / EA17 / EA22 / EA20**



# EALING CLUSTER B

EA17 59-65 Broadway



EA22 Western Gateway



EA20 99-115 Broadway



EA18 Sainsbury's & Library





# EALING CLUSTER B

Study sites: EA18/EA17/EA22/EA20





# EXISTING STREET LEVEL EXPERIENCE



View west along The Broadway near Leeland Road



View east along The Broadway from Eccleston Road



View west across site along Leeland Terrace

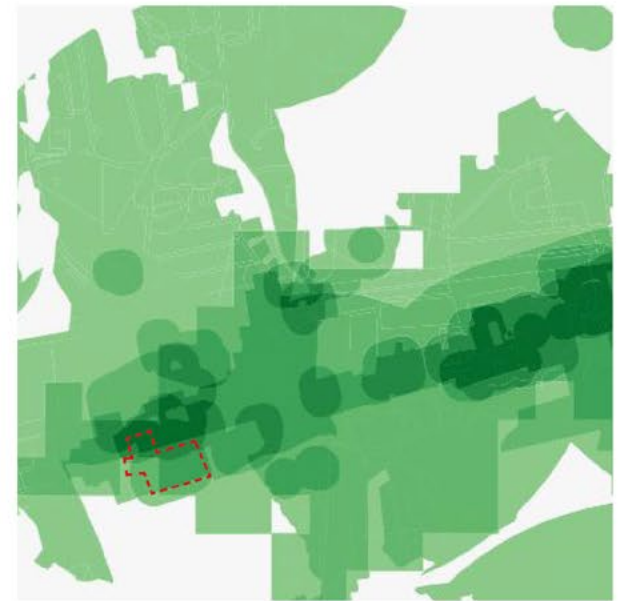


View north towards site from St James' Avenue

# TALL BUILDINGS ANALYSIS



Sensitivity



Suitability



Appropriate locations



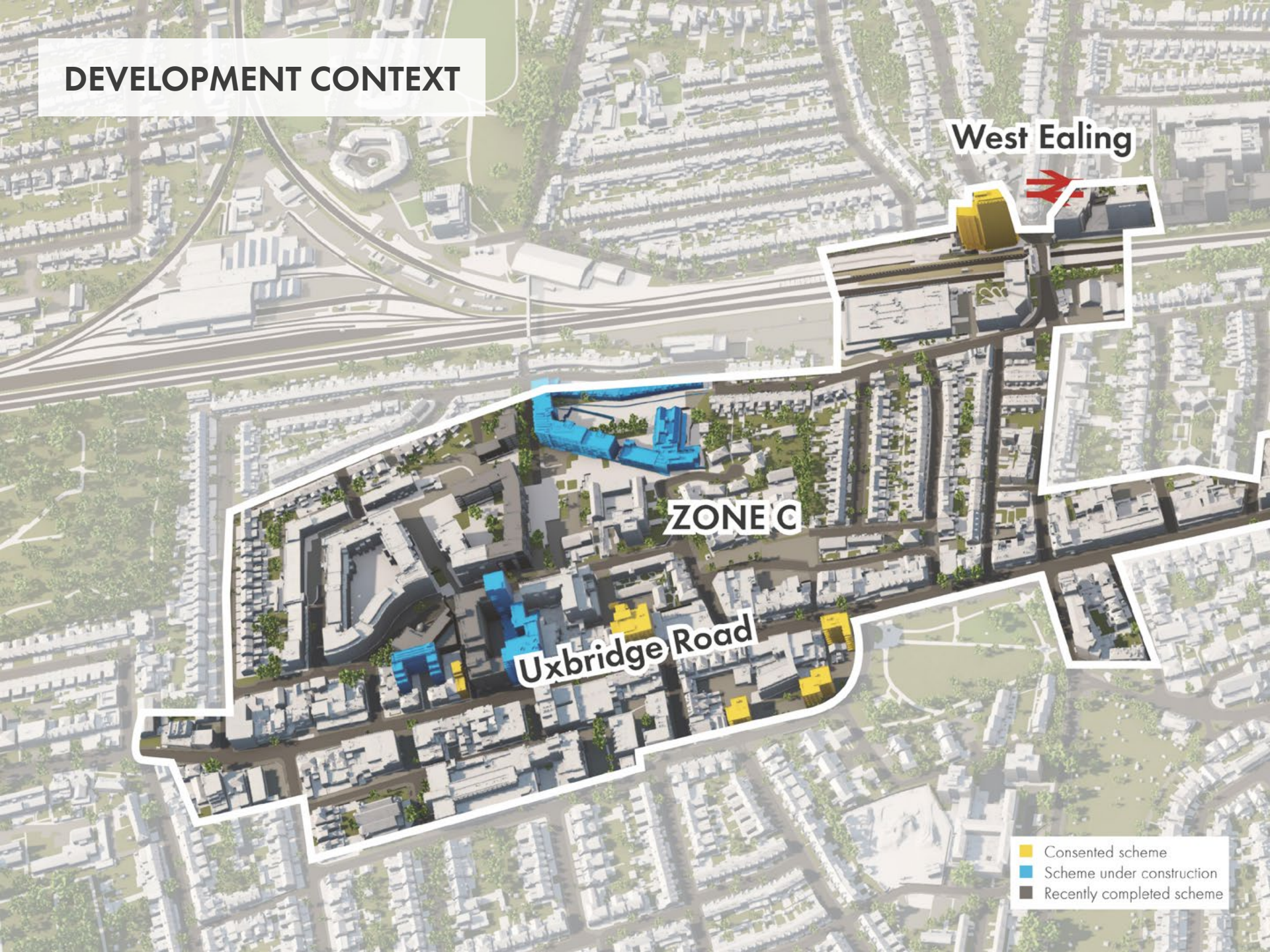
Neighbourhoods

Guidance for prospective tall building heights

<b>Zone C</b>	24.5 - 45.5 metres
	7 - 13 storeys



# DEVELOPMENT CONTEXT



West Ealing

ZONE C

Uxbridge Road

- Consented scheme
- Scheme under construction
- Recently completed scheme

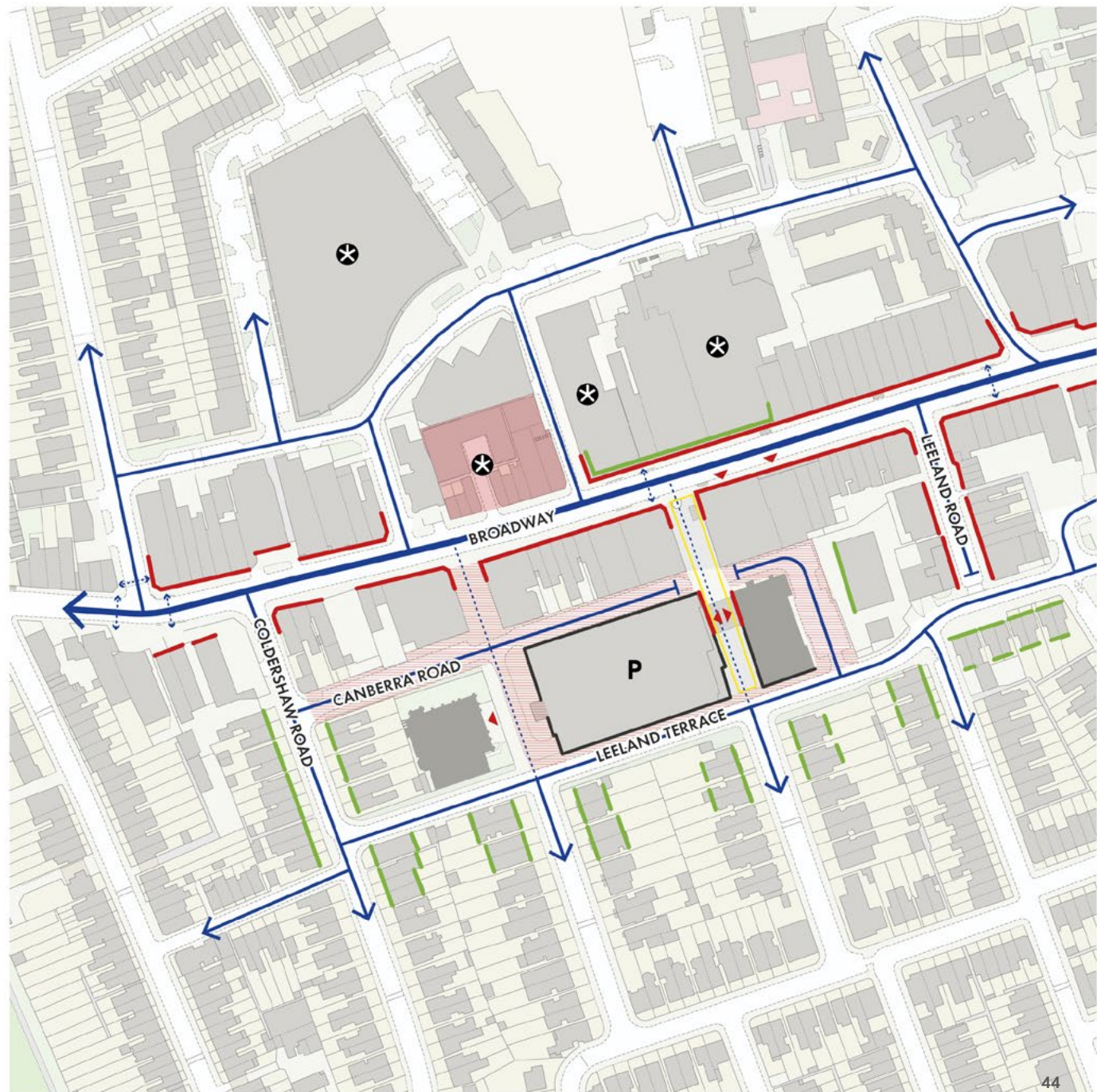


# EALING CLUSTER B

Study sites: EA18/EA17/  
EA22/EA20

Existing condition

- Active frontage
- Sensitive frontage
- Blank frontage
- ➔ Primary route
- ➔ Secondary route
- Pedestrian route
- ↔ Pedestrian crossing
- ▲ Access
- ▲ Parking/service access
- P** Parking (surface)
- ✱ Tall building
- Building of merit
- Existing public space
- Poor quality public realm
- Conservation Area



Physical constraints and opportunities

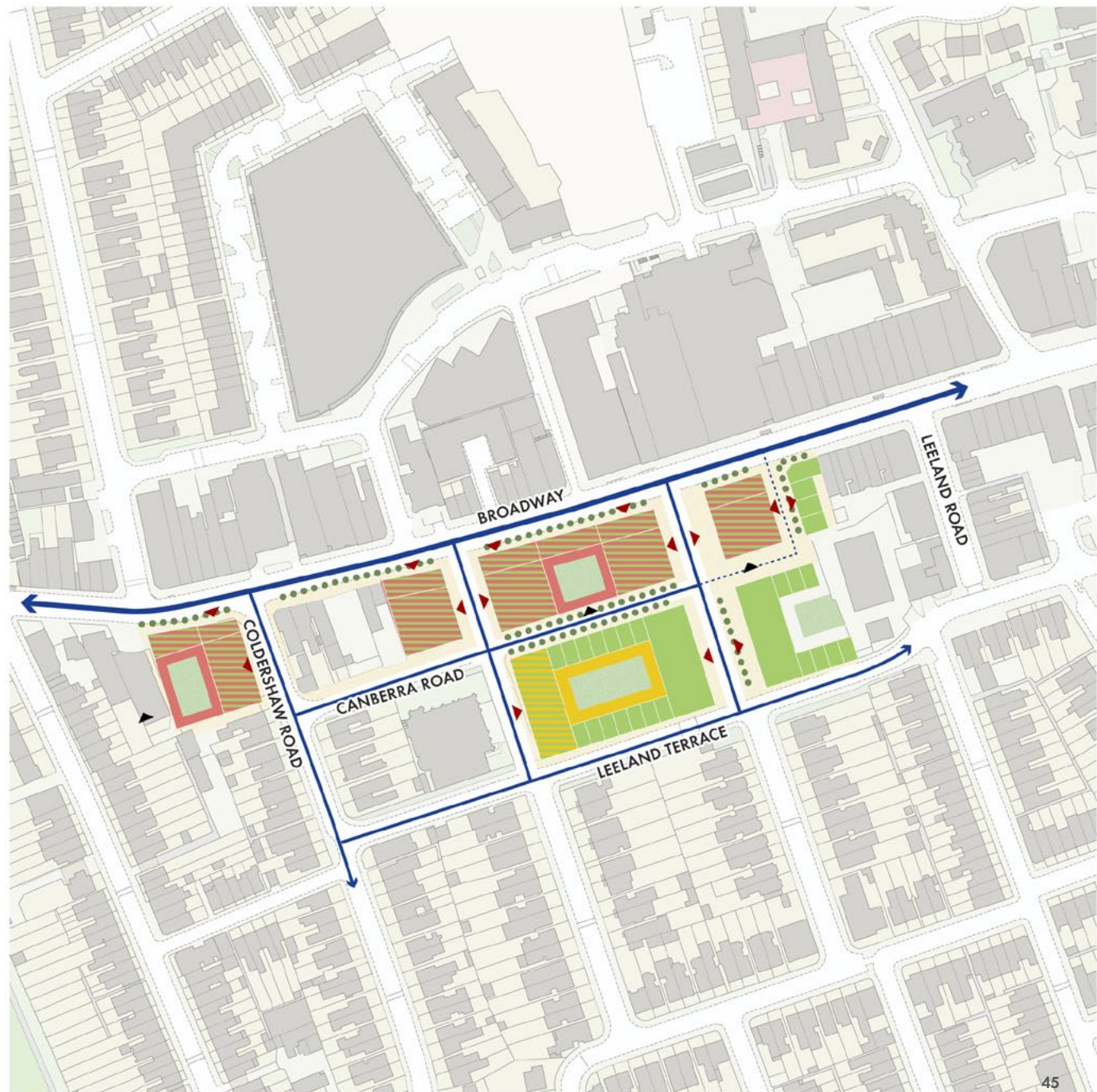


# EALING CLUSTER B

Study sites: EA18/EA17/  
EA22/EA20

Spatial framework

- Primary route
- Secondary route
- Pedestrian route
- ↔ Pedestrian crossing
- ... Restricted access
- Retail
- Residential
- Community
- Office
- Parking



# EALING CLUSTER B

**Study sites: EA18/EA17/  
EA22/EA20**

## Development principles

### Phasing

- Sites should be subdivided into development parcels relating to existing ownership boundaries where possible.
- The phasing of parcels, particularly EA18/EA20, should be staggered to ensure that the existing businesses, supermarket and library can remain in operation for as long as possible.

### Movement

- Existing vehicular routes should be retained and improved - no new roads are advised.
- Pedestrian permeability to the Broadway may be improved with a new N-S connection off Canberra Road.
- E-W pedestrian movement across all sites should be improved via multiple an improved Canberra Road.
- A new cycle / quiet way should be created provided along Leeland Terrace.

### Access

- Primary retail access should be from the Broadway.
- Access to the new community facility should be from St James Avenue.

- Residential access will be limited along the Broadway and focused along new N-S internal streets.
- Minimal parking should be provided due to the proximity to the town centre

### Land uses

- Sites north of Canberra Road are suited to residential-led, mixed-use development with significant retail provision at ground floor.
- Sites south and northeast of Canberra Road are suited to pure residential development.

### Form of development

- Sites north of Canberra Road would be comprehensively redeveloped and comprise compact, mid to high-rise perimeter blocks of dual-aspect flats and towers organised around raised courtyards.
- Sites south of Canberra Road would be comprehensively redeveloped and comprise compact and mid-rise perimeter blocks of dual-aspect flats and stacked maisonettes organised around raised courtyards.
- The far northeast end of site EA18 lends itself to infill development of dual aspect flats.
- Building heights should be varied with taller elements situated to the north (albeit set back from the Broadway), mid-rise shoulder blocks at the middle and lower elements to the south to maximise daylight.

## Public realm and movement

- Improvements to the quality of the public realm along The Broadway, Leeland Terrace, Canberra Road and all perpendicular streets will be required.
- Tree planting along around the perimeter and within inner streets is encouraged.
- There is potential for the provision of linear play spaces along Melbourne and St James Avenue.
- New frontages should maintain historic building lines established along The Broadway and terraced streets to the south.

## Relationship to surroundings

- The coordinated development of all sites is encouraged to ensure mutually beneficial outcomes in terms of urban design quality.
- Active frontages should be provided along all street edges.
- Residential frontages should be sufficiently set back from pavements to accommodate defensible spaces where possible.
- Proposals should work within the recommended building height ranges set out in the tall building strategy.
- New developments should respond sensitively to existing residential frontages and avoid privacy and overlooking issues through careful design and setbacks.



# EALING CLUSTER B

Study sites: EA18/EA17/  
EA22/EA20

Ground floor uses

-  Site boundary
-  Primary route
-  Secondary route
-  Pedestrian route
-  Pedestrian crossing
-  Access
-  Parking/service access
-  Retail
-  Residential
-  Community
-  Office








# EALING CLUSTER B

Study sites: EA18/EA17/  
EA22/EA20

Roof plan

-  Site boundary
-  Proposed building
-  Private amenity










# EALING CLUSTER B

Study sites: EA18/EA17/  
EA22/EA20

Indicative building  
heights and types

-  Site boundary
-  Tower
-  Double hung flats
-  Deck access flats
-  Mews
-  Mansion
-  Maisonettes

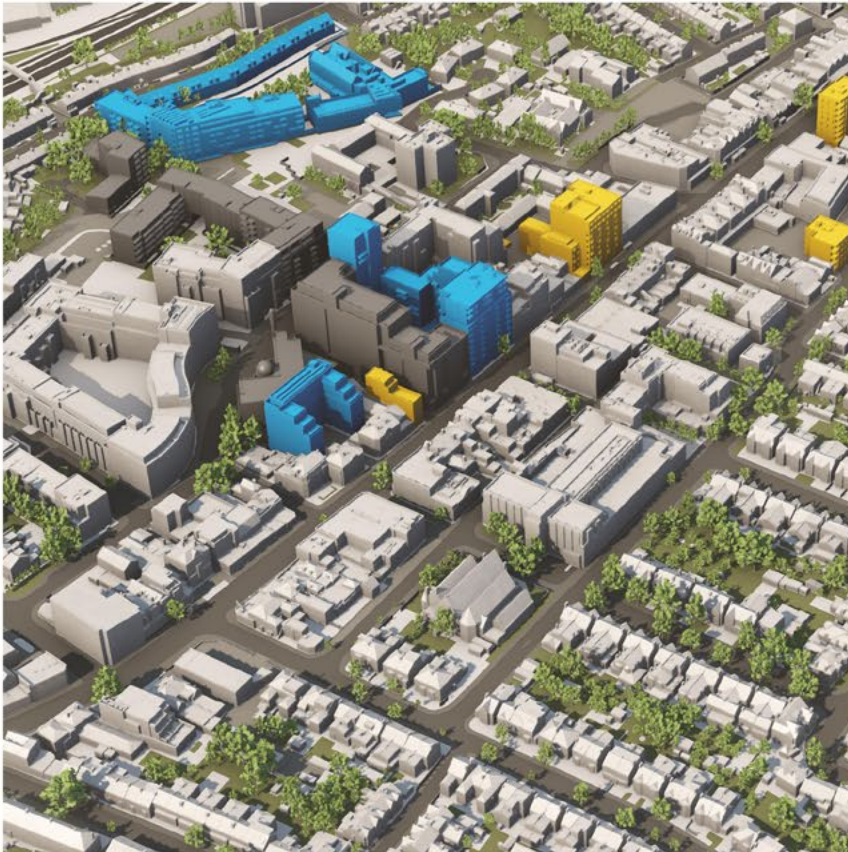




# EALING CLUSTER B

Study sites: EA18/EA17/  
EA22/EA20

Illustrative scheme



Existing massing - view north-eastwards



Proposed massing - view north-eastwards



# EALING CLUSTER B

Study sites: EA18/EA17/  
EA22/EA20

Illustrative scheme



Existing massing - view northwards



Proposed massing - view northwards

## EALING CLUSTER B

**Study sites: EA18/EA17/  
EA22/EA20**

### Indicative capacities

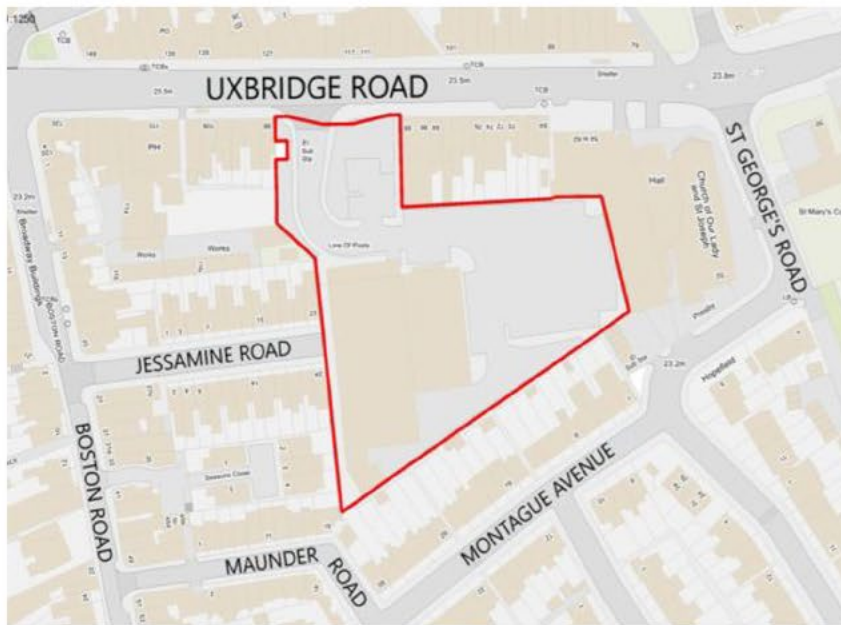
Block A																									
	1	2	3	4	7	8	11	12	13	14	15	16	17	18	19	20				23	22	23	24	25	26
25th																									
24th																									
23rd																									
22nd																									
21st																									
20th																									
19th																									
18th																									
17th																									
16th																									
15th																									
14th																									
13th																									
12th										563															
11th										563		614													
10th										563		614													
9th										563		614													
8th										563		614													
7th						597				563		614		550											
6th						597				563		614		550											
5th			111	312		201	597	200		200	563	614	200	550					704		792			704	
4th			111	312		201	597	200		200	563	614	200	550					704		792			704	
3rd	190	111	312		201	597	200	208		200	563	614	200	550	104	215	180		704	420	792			704	
2nd	190	111	312		201	597	200	208		200	563	614	200	550	104	215	180	240	704	420	792	420		704	
1st	190	111	312		201	597	200	208		200	563	614	200	550	104	215	180	240	704	420	792	420		704	
Ground	190	111	312	634	201	597	200	208	200	563	612	614	200	550	104	215	180	240	704	420	792	420	704	1,008	
PROPOSED	Subtotal																								
Residential (dwellings)	465																								
Residential Upper (GEA)	44,960																								
Residential Ground (GEA)	1,543																								
Business (GEA)	-																								
Industrial (GEA)	-																								
Retail / F&B (GEA)	5,392																								
Community / leisure	1,712																								
Parking	-																								
TOTAL																									
GEA m2    GEA sqft    Dwellings																									
46,503    500,548    465																									
5,392    5,392    58,039																									
1,712    1,712    18,428																									
-    -    -																									



# 4 Hanwell Cluster

Study sites: HA06 / HA07

## HA06 LIDL AND DISCOUNT STORE



## HA07 MARSHALL SITE, GOLD'S GYM & GARAGES





# EXISTING STREET LEVEL EXPERIENCE



View southwest towards Our Lady and St Joseph Church



View east along the Uxbridge Road



View east towards site along Jessamine Road

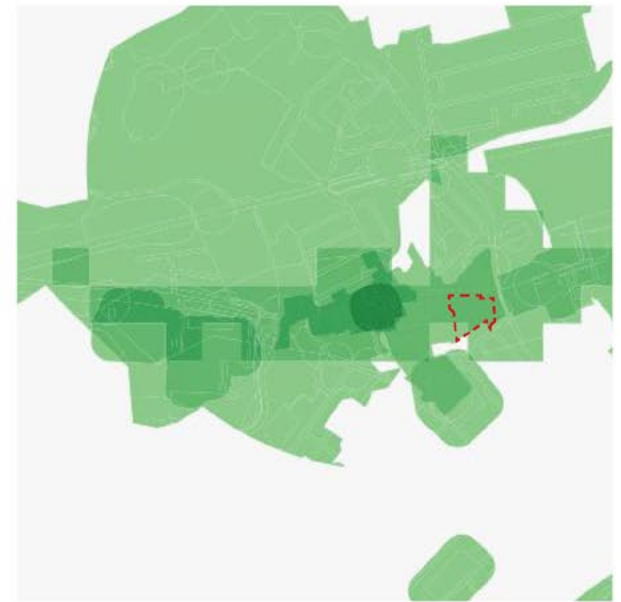


View north towards site from Deans Road

# TALL BUILDINGS ANALYSIS



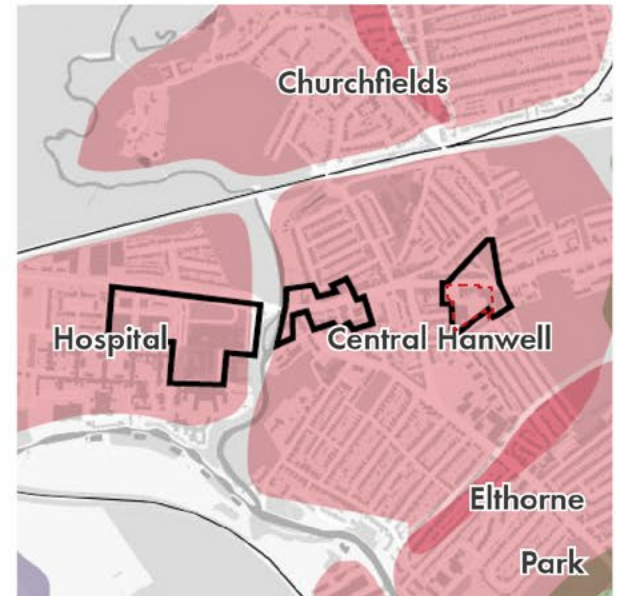
Sensitivity



Suitability



Appropriate locations



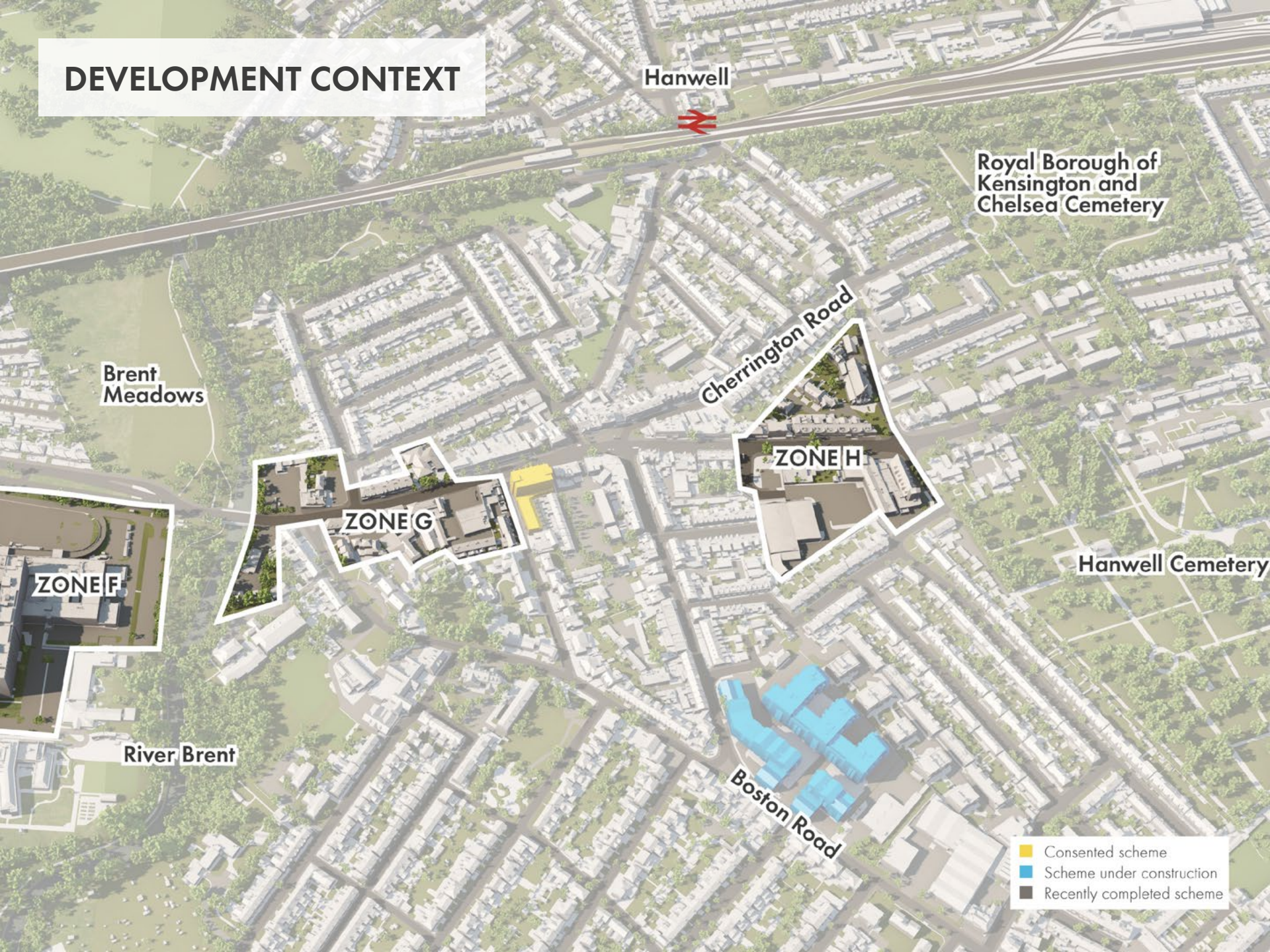
Neighbourhoods

Guidance for prospective tall building heights

<b>Zone H</b>	21 - 28 metres
	6 - 8 storeys



# DEVELOPMENT CONTEXT



Hanwell

Royal Borough of Kensington and Chelsea Cemetery

Brent Meadows

Cherrington Road

ZONE G

ZONE H

ZONE F

Hanwell Cemetery

River Brent

Boston Road

- Consented scheme
- Scheme under construction
- Recently completed scheme

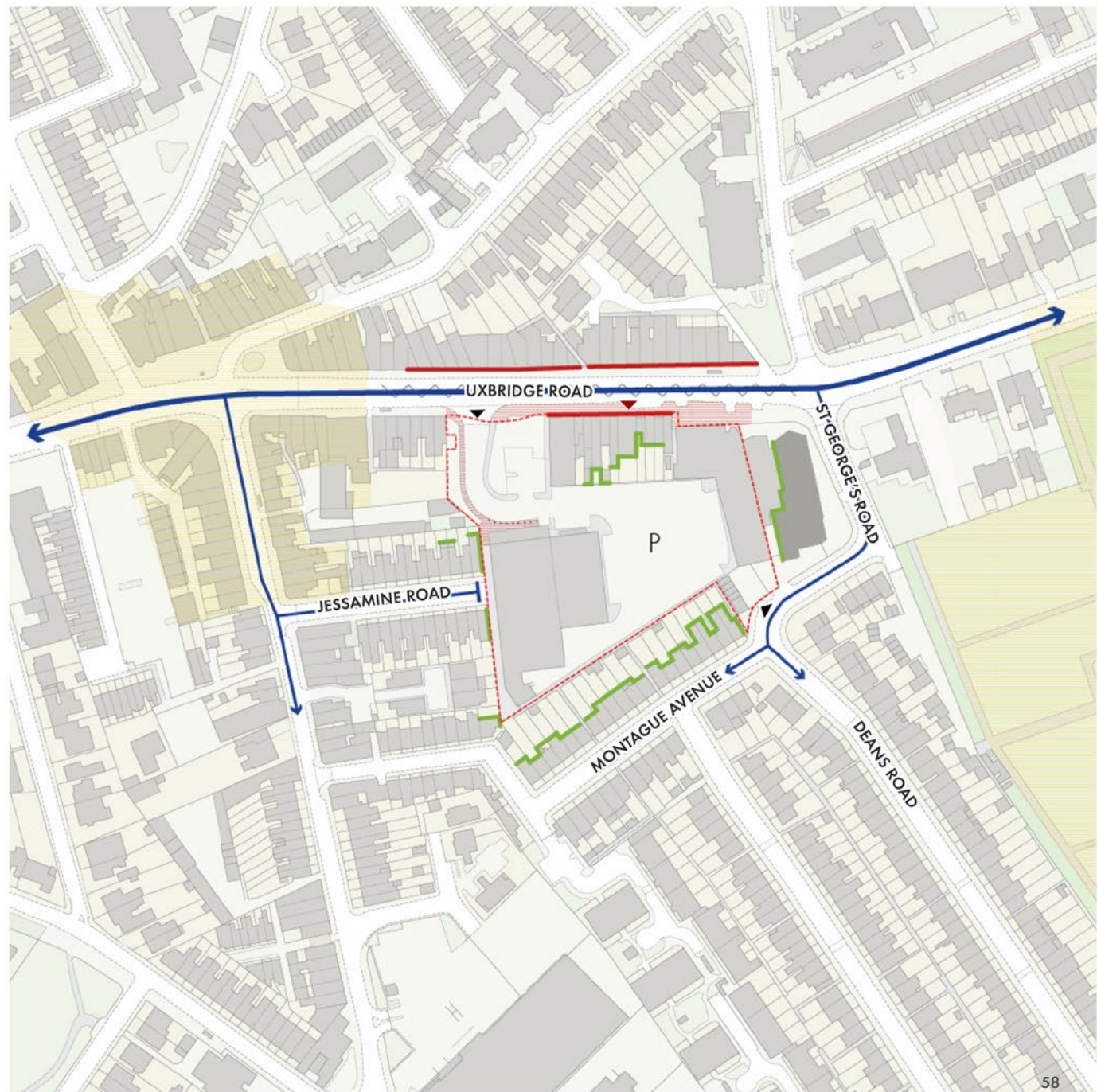


# HANWELL CLUSTER

Study site: HA06 / 07

Existing condition

- Site boundary
- Active frontage
- Sensitive frontage
- Blank frontage
- ➔ Primary route
- ➔ Secondary route
- Pedestrian route
- ↔ Pedestrian crossing
- ▲ Access
- ▲ Parking/service access
- P** Parking (surface)
- Poor quality public realm
- Conservation Area
- ^ Pollution



Physical constraints and opportunities



# HANWELL CLUSTER

Study site: HA06 / 07

Spatial framework

- Primary route
- Secondary route
- Pedestrian route
- ↔ Pedestrian crossing
- ... Restricted access
- Retail
- Residential
- Community
- Office
- Parking



# HANWELL CLUSTER

Study site: HA06 / 07

## Development principles

### Phasing

- The site could be subdivided into multiple development parcels relating to the existing supermarket, surface car park, local parade and backlands.
- The backlands and parade could be developed first to ensure continuity of use for supermarket in the near term.
- The existing supermarket and units along the local parade could then be developed into a large, mixed use block in the longer term.

### Movement

- Pedestrian movement through the site can be significantly improved with numerous N-S/E-W oriented routes.

### Access

- Servicing access for the supermarket should be from the south-eastern corner of the site.
- Residential entrances should be limited along Uxbridge road and concentrated along new inner streets.
- Minimal on street parking should be provided due to the proximity to the town centre and bus routes.

### Land uses

- A food store of similar dimensions could be reprovided along the Uxbridge Road.
- The site is suitable for a residential-led, mixed-use development.
- The backland sites lend themselves to purely residential development.
- There is potential for provision of a new community space, possibly associated with the existing church.

### Form of development

- The northern part of the site could come forward as one large perimeter block or two smaller ones.
- In either scenario, mid-rise linear blocks of dual-aspect flats would rest above a mixed-use podium.
- Backland sites could be developed in the form of smaller mews housing, stacked maisonettes or mansion blocks.
- Building heights should be varied with taller elements situated to the north, mid-rise shoulder blocks at the middle and lower elements to the south to maximise daylight.

### Public realm and movement

- Improvements to the quality of the public realm along the Uxbridge Road and Montague Avenue.
- New internal streets should provide high quality pedestrian environments.
- Tree planting along around the perimeter and within inner streets in the site is encouraged.
- Proposed building lines should maintain the historic building line of the Uxbridge Road.

### Relationship to surroundings

- Active frontages should be provided along all street edges.
- Residential frontages should be sufficiently set back from pavements to accommodate defensible spaces where possible.
- Proposals should work within the recommended building height ranges set out in the tall building strategy.
- New developments should respond sensitively to existing residential frontages and avoid privacy and overlooking issues through careful design and setbacks.

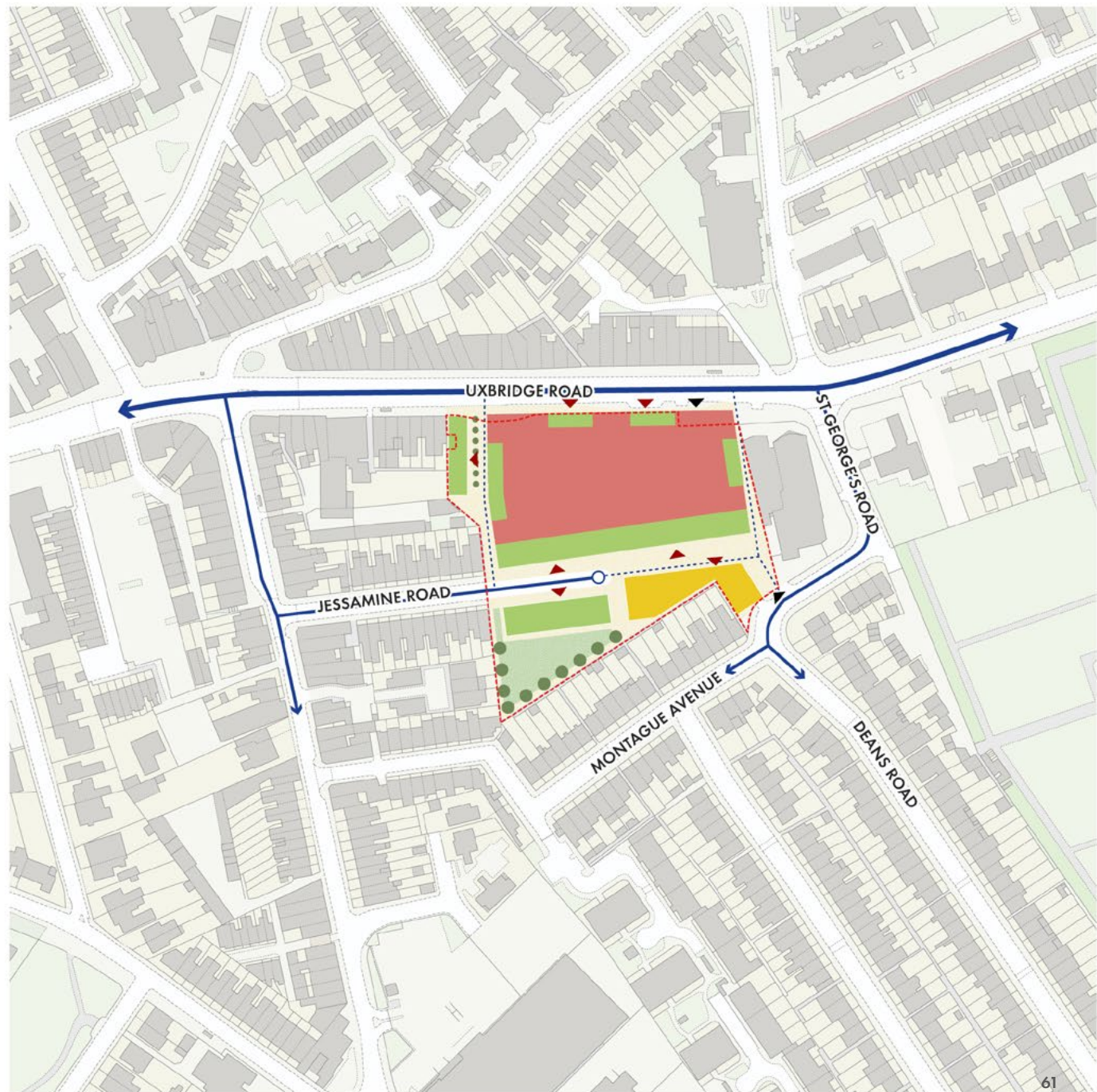


# HANWELL CLUSTER

Study site: HA06 / 07

Ground floor uses

- Site boundary
- ➔ Primary route
- ➡ Secondary route
- Pedestrian route
- ↔ Pedestrian crossing
- Restricted access
- ▲ Access
- ▲ Parking/service access
- Retail
- Residential
- Community
- Office






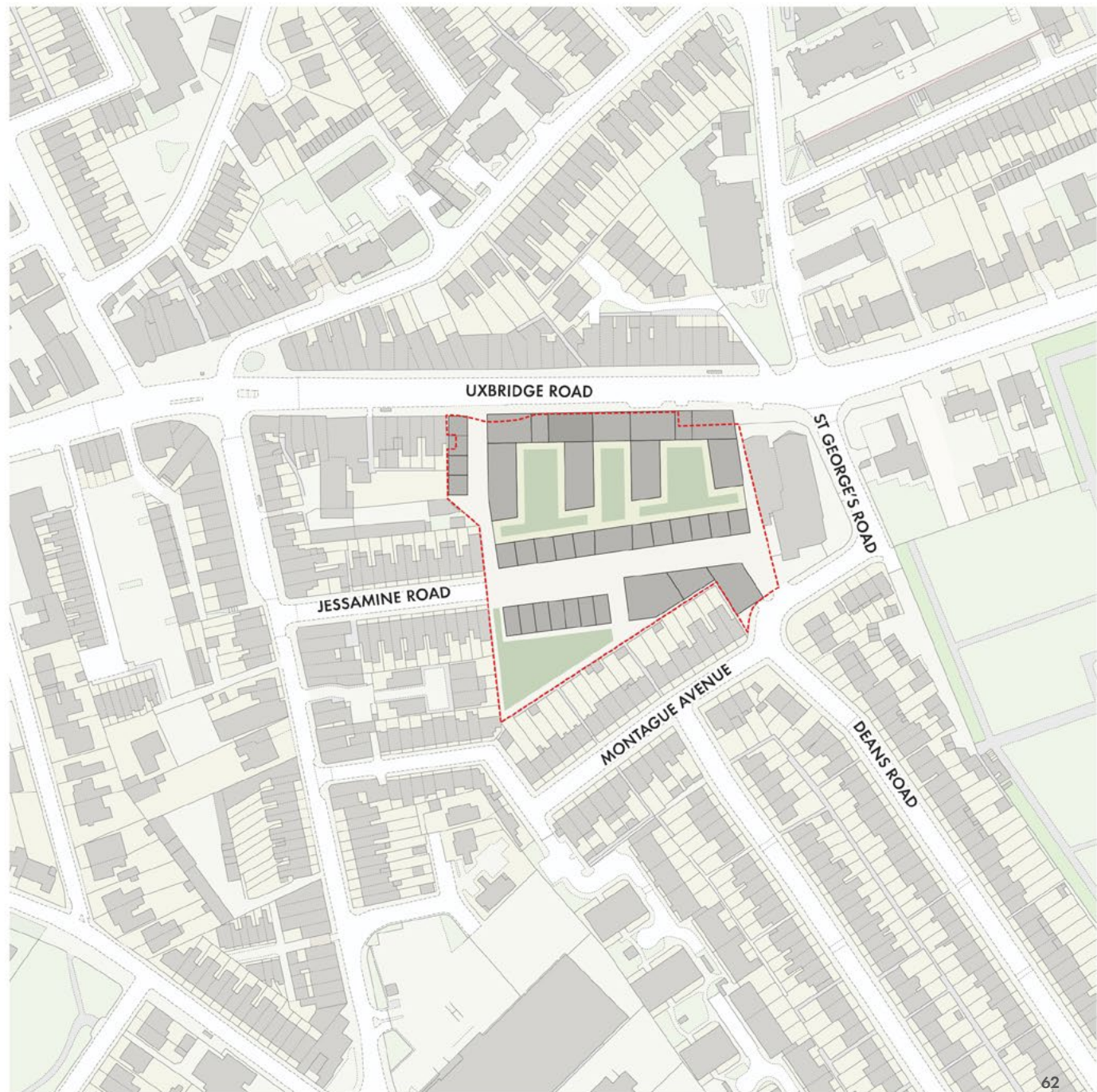


# HANWELL CLUSTER

Study site: HA06 / 07

Roof plan

-  Site boundary
-  Proposed building
-  Private amenity



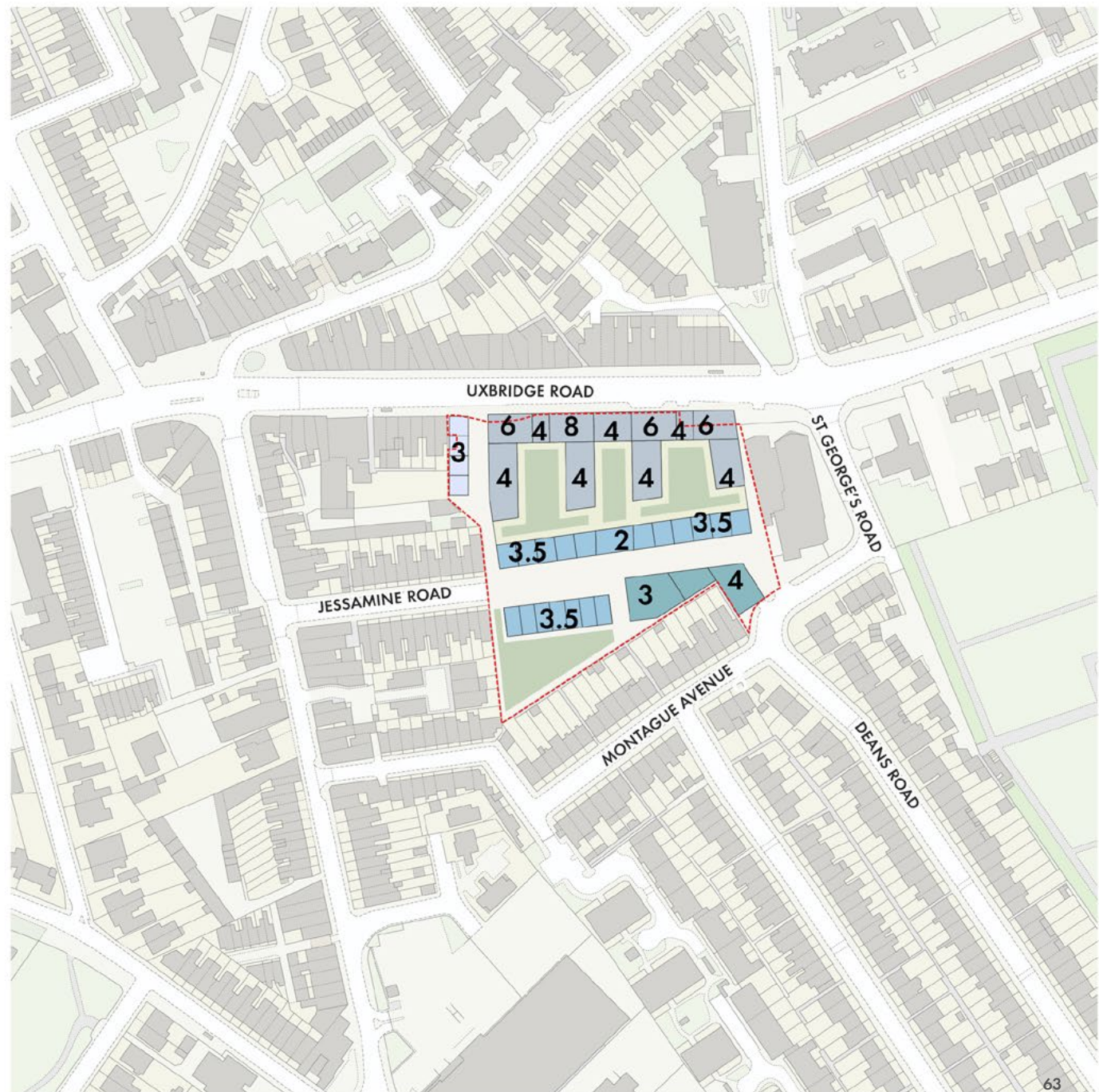


# HANWELL CLUSTER

Study site: HA06 / 07

Indicative building heights and types

- Site boundary
- Deck access flats
- Mews
- Mansion
- Maisonettes





# HANWELL CLUSTER

Study site: HA06 / 07

Illustrative scheme



Existing massing - view eastwards



Proposed massing - view eastwards



# HANWELL CLUSTER

Study site: HA06 / 07

Illustrative scheme



Existing massing - view southwards



Proposed massing - view southwards

# HANWELL CLUSTER

Study site: HA06 / 07

Indicative capacities

	Block A			Block B															Block C				
	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	1	2	3		
25h																							
24h																							
23rd																							
22nd																							
21st																							
20h																							
19h																							
18h																							
17h																							
16h																							
15h																							
14h																							
13h																							
12h																							
11h																							
10h																							
9h																							
8h																							
7h														222									
6h														222									
5h					222		214					222		222									
4h					222		214					222		222									
3rd					222	84	214	241	244		221	373	222	84	222	332	188	291		355	263		
2nd	262	263	66		222	84	214	241	487		411	373	222	84	222	332	188	291	265	355	526		
1st	262	525	131		222	84	214	241	487	158	411	373	222	84	222	332	188	291	265	355	526		
Ground	262	525	131		222	84	214	241	487	158	411	373	222	84	222	332	188	291	2,529	265	147	355	526
PROPOSED	Subtotal			Subtotal															Subtotal				
Residential (dwellings)	3																		32				
Residential Upper (GEA)	197																		2,910				
Residential Ground (GEA)	66																		263				
Business (GEA)	-																		-				
Industrial (GEA)	-																		-				
Retail / F&B (GEA)	-			4,761															-				
Community / leisure	-																		767				
Parking	-																		-				
TOTAL																							
		GEA m2		GEA sqft		Dwellings																	
		15,862		170,732		139																	



# 5 Car Sales Site

Study sites: NO01

# CAR SALES SITE

Study site: NO01



APPENDIX: GUIDANCE FOR STUDY SITES

Credit: Google

Google



# EXISTING STREET LEVEL EXPERIENCE



View north towards site along A312 Mandeville Road



View south towards site along A312 Mandeville Road



View east towards site along Eastcote Lane

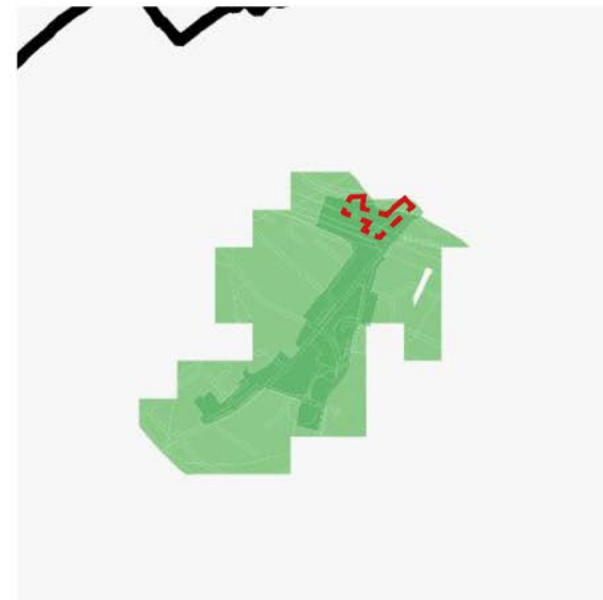


View south towards site across Eastcote Lane

# TALL BUILDINGS ANALYSIS



Sensitivity



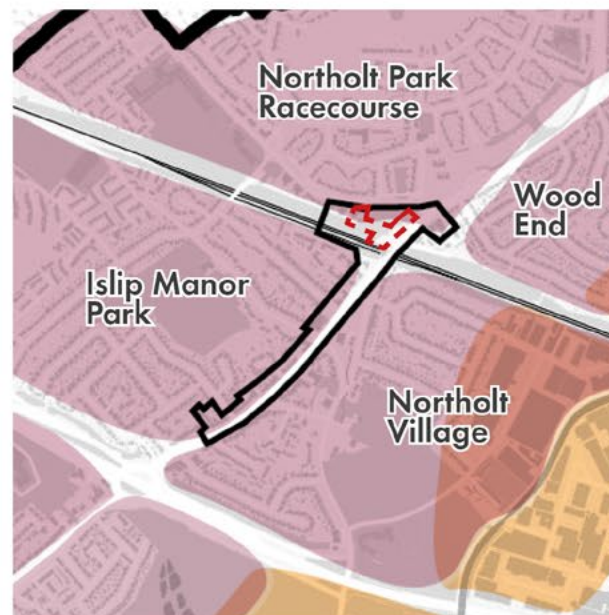
Suitability

Guidance for prospective tall building heights

<b>Zone N</b>	21 - 42 metres
	6 - 12 storeys



Appropriate locations



Neighbourhoods



# DEVELOPMENT CONTEXT



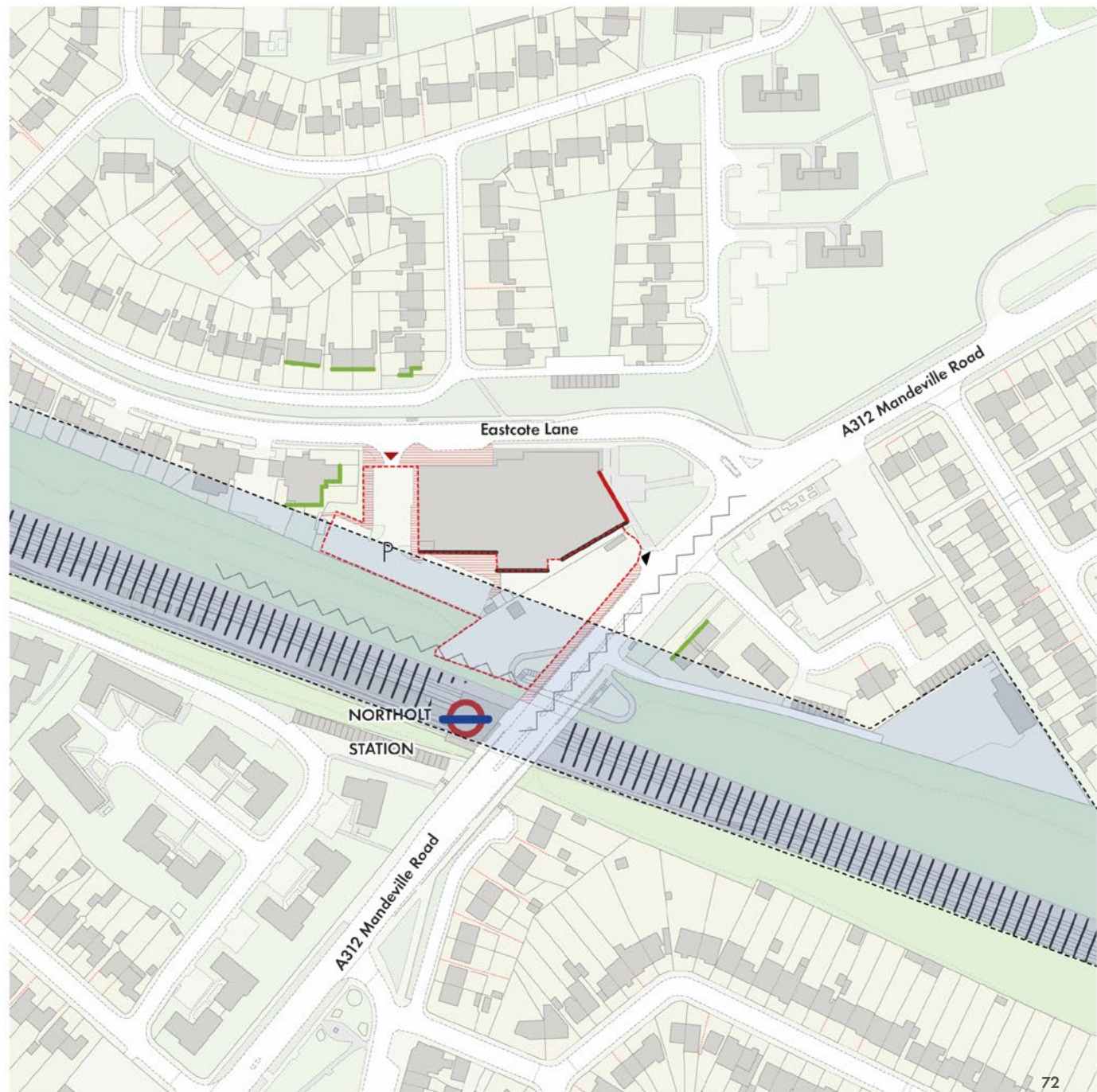


# CAR SALES SITE

Study site: NO01

Existing condition

-  Site boundary
-  Active frontage
-  Sensitive frontage
-  Blank frontage
-  Primary route
-  Secondary route
-  Pedestrian route
-  Pedestrian crossing
-  Access
-  Parking/service access
- P** Parking (surface)
-  Poor quality public realm
-  Conservation Area
-  Pollution
-  Land safeguarded for HS2



Physical constraints and opportunities

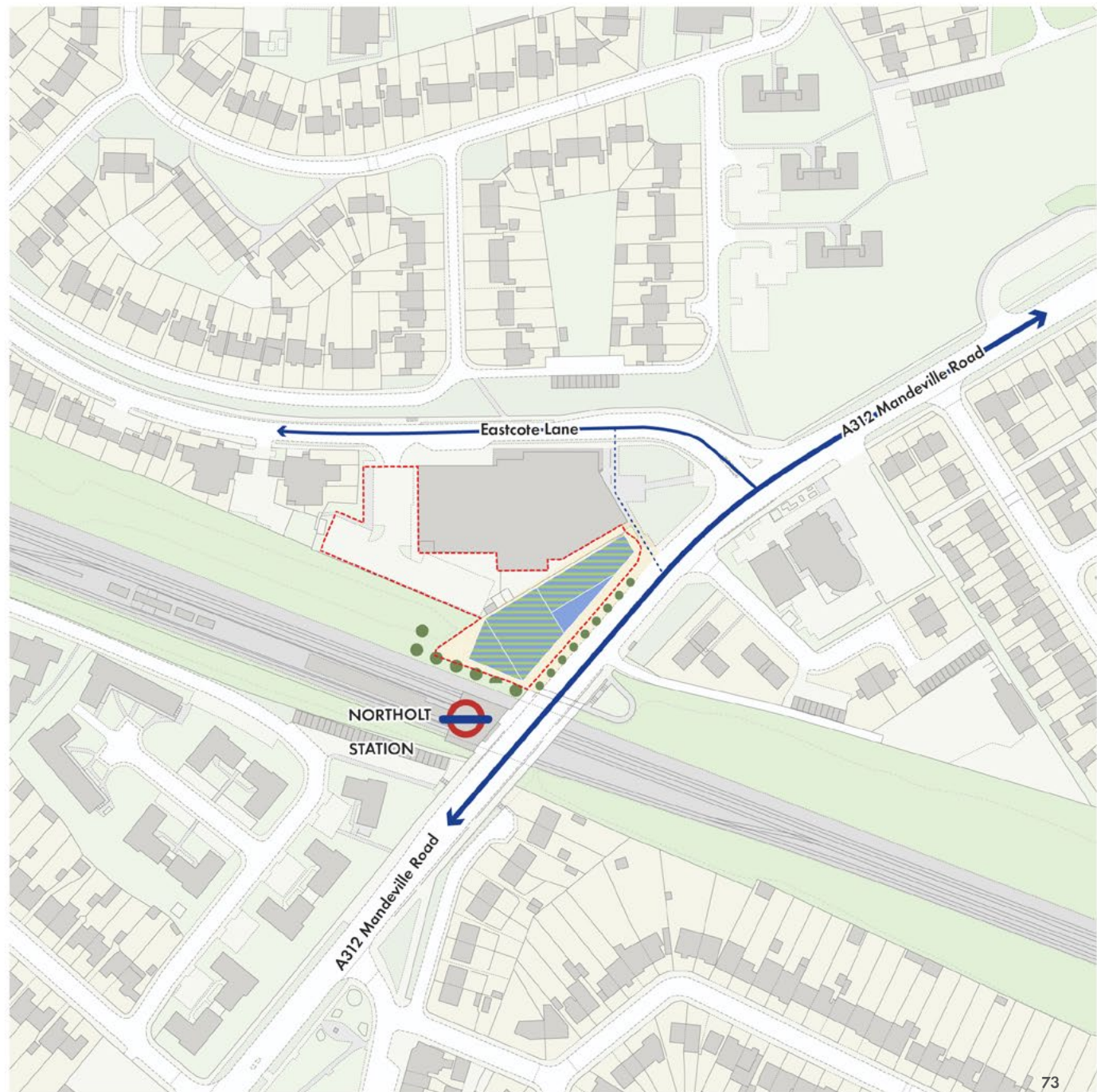


# CAR SALES SITE

Study site: NO01

Spatial framework Phase 1

-  Site boundary
-  Primary route
-  Secondary route
-  Pedestrian route
-  Pedestrian crossing
-  Restricted access
-  Retail
-  Residential
-  Community
-  Office
-  Parking












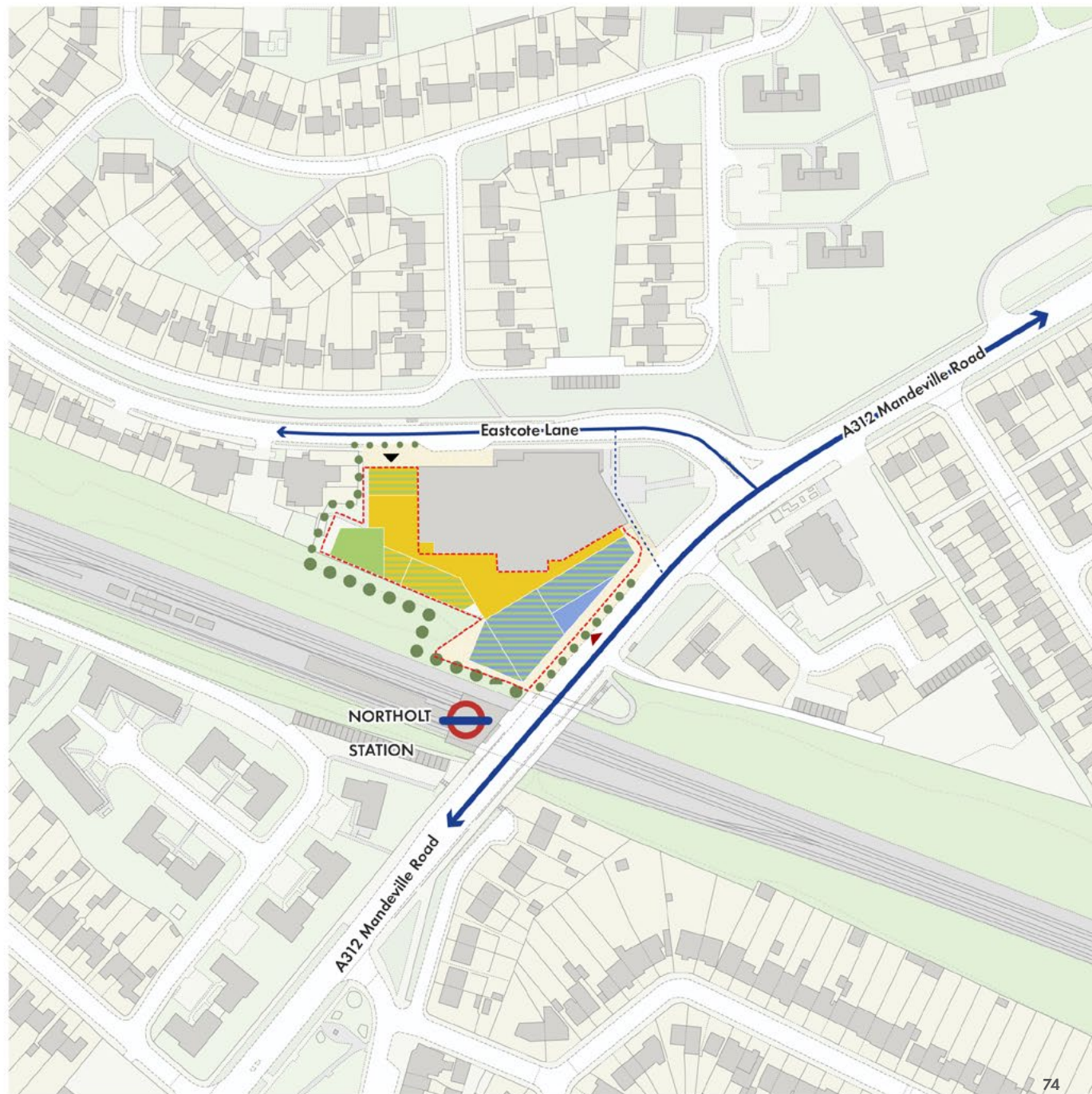


# CAR SALES SITE

Study site: NO01

Spatial framework Phase 2

-  Site boundary
-  Primary route
-  Secondary route
-  Pedestrian route
-  Pedestrian crossing
-  Restricted access
-  Retail
-  Residential
-  Community
-  Office
-  Parking





# CAR SALES SITE

**Study site: NO01**

## Development principles

### Phasing

- Developments will need to take account of land safeguarded for HS2
- The site could be subdivided into two development parcels relating to existing goods yard along Mandeville Road and the servicing area for the Northolt Leisure Centre.
- The yard is the most likely part of the site to come forward and should be considered at an early phase.
- The back of the leisure centre is a less realistic development opportunity to its impact on servicing/operations and so it should only be considered as a long-term and unlikely phase.

### Movement

- Pedestrian movement into the site could be improved in a scenario where the back of the leisure centre is redeveloped.
- No new routes through the site are recommended.

### Access

- Access to commercial units should be from Mandeville Road.

- Residential entrances should be limited along Eastcote Lane North and Mandeville Road.
- Existing servicing access for the leisure centre should be retained from Eastcote Lane North.
- Minimal parking should be provided due to the proximity to the station.

### Land uses

- The site is suited to residential-led, mixed-use development with significant some employment space provision at lower levels.

### Form of development

- Infill development of the good yard in the form of a mid-rise linear block of dual aspect flats with a slender tower to the south would mark this important location.
- In order to redevelop the back of the leisure centre, the existing servicing area would need to be enclosed in a new podium and transfer structure that could support limited residential development at upper levels.
- These would comprise stacked maisonettes and/or dual aspect flats arranged at either side of a raised private courtyard.

### Public realm and movement

- Improvements to the quality of the public realm along Eastcote Lane North and Mandeville Road will be required.
- Tree planting along around the perimeter and within inner streets is encouraged.
- New frontages should be set back from Mandeville Road to create more breathing space for pedestrians moving to/from Northolt station.




### Relationship to surroundings

- Active frontages should be provided along all street edges.
- Residential frontages should be sufficiently set back from pavements to accommodate defensible spaces where possible.
- Proposals should work within the recommended building height ranges set out in the tall building strategy.
- New developments should respond sensitively to existing residential frontages and avoid privacy and overlooking issues through careful design and setbacks.

# CAR SALES SITE

Study site: NO01

Roof plan

-  Site boundary
-  Proposed building
-  Private amenity










# CAR SALES SITE

Study site: NO01

Indicative building heights and types

-  Site boundary
-  Tower
-  Double hung flats
-  Deck access flats
-  Podium





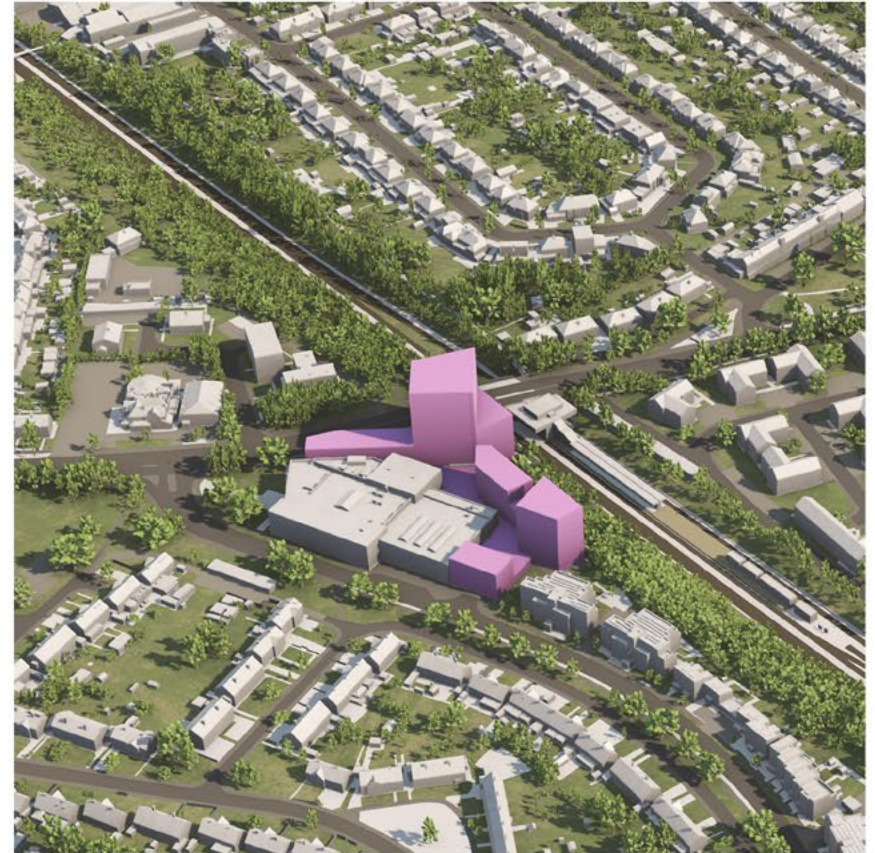
# CAR SALES SITE

Study site: NO01

Illustrative scheme



Existing massing - view southwards



Proposed massing - view southwards



# CAR SALES SITE

Study site: NO01

Illustrative scheme



Existing massing - view northwards



Proposed massing - view northwards



# CAR SALES SITE

Study site: NO01

Illustrative scheme



Existing massing - view northwards



Proposed massing - view northwards



# CAR SALES SITE

Study site: NO01

Indicative capacities

	Block A								
	1	2	3	4	5	6	7	8	8
25th									
24th									
23rd									
22nd									
21st									
20th									
19th									
18th									
17th									
16th									
15th									
14th									
13th									
12th									
11th							657		
10th							657		
9th							657		
8th							657		
7th			332				657		
6th			332				657		
5th			332		334	220	657		
4th			332		334	220	657		
3rd	249		332	120	334	220	657	491	
2nd	249		332	120	334	220	657	491	
1st	249		332	120	334	220	657	491	160
Ground	249	1,294	332	120	334	220	657	491	160

PROPOSED	Subtotal	TOTAL		
		GEA m2	GEA sqft	Dwellings
Residential (dwellings)	137	13,699	147,455	137
Residential Upper (GEA)	13,533			
Residential Ground (GEA)	166			
Business (GEA)	3,056	3,056	32,894	
Industrial (GEA)	-	-	-	
Retail / F&B (GEA)	-	-	-	
Community / leisure	1,997	1,997	21,496	
Parking	-	-	-	

# 6

# Southall Crossrail and Gurdwara

Study sites: SO01



# SOUTHALL CROSSRAIL & GURDWARA

Study site: SO01

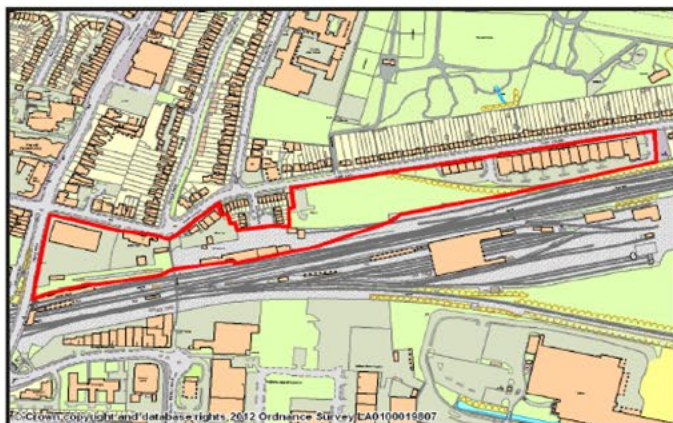


Credit: Google



# POLICY CONTEXT

## SOU4 Southall Crossrail Station South Road / Park Avenue Southall UB1



**Site Area:** 4.79ha

**Ownership:** Network Rail, Gurdwara, private

**Current Use:** Place of worship/community facility, various industrial, sui generis and retail

**Development Strategy Policies:** 1.2(e), 1.2(h), 2.8, 6.2

**Setting:** Urban

**PTAL:** 2-4

**Planning Designations:**  
Southall Opportunity Area  
Major Centre

**Relevant Planning Applications:** None

**Allocation:** Comprehensive redevelopment with mixed uses appropriate to the town centre around the Crossrail Station and community/employment/residential to the east of existing pedestrian footbridge. Retention of the Gurdwara Sri Guru Singh Saba.

**Justification:** In conjunction with Crossrail, Southall Mainline Station will be completely rebuilt to the north of the railway line with associated public realm improvements. These changes support the provision of additional development above and around the station, and provides an opportunity to deliver a comprehensive mixed-used development which includes the Gurdwara Sri Guru Singh Saba, as well as additional retail, commercial, community, employment and residential uses.

**Indicative Delivery Timetable:** 2011-2021

**Site Context:** Southall Station sits at the crest of a road bridge which crosses the Great Western Railway line. Its elevated position gives

the station building a prominent presence in the area and views from the station are noteworthy. The station itself is characterised by poor environmental quality with inefficient rail/bus interchange, and the station lacks integration into the town centre. Despite being the most well-used community facility in the area, the Gurdwara Sri Guru Singh Saba is housed in a single storey industrial-style shed that does not reflect its purpose or importance to Southall. As part of Crossrail, a new station will be constructed to the north of the railway, set back from South Road and supported by increased pavement widths in the wider area.

To the immediate east of the station are a cluster of business uses that hide the entrance to the pedestrian footbridge over the railway. Further east is a large area of vacant gated land that has been heavily fly tipped and the eastern end of the site is occupied by two single storey sheds with trade counters and retail outlets for bulky goods. East of



# EXISTING STREET LEVEL EXPERIENCE



View northeast across site from Southall station



View east along Beaconsfield Road

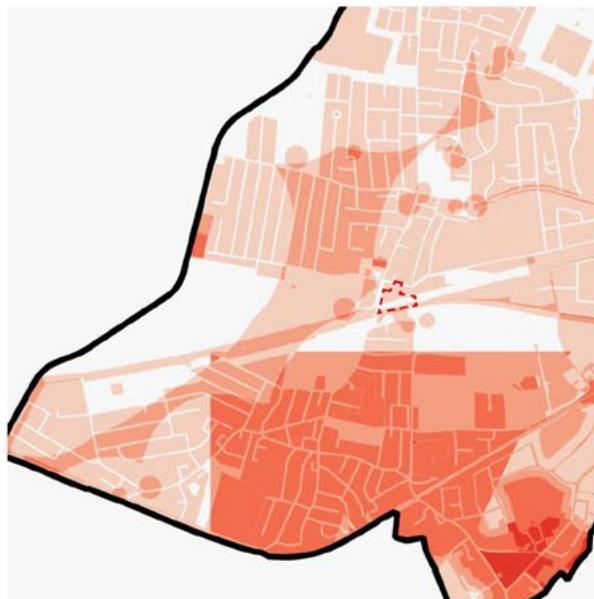


View north towards site along South Road

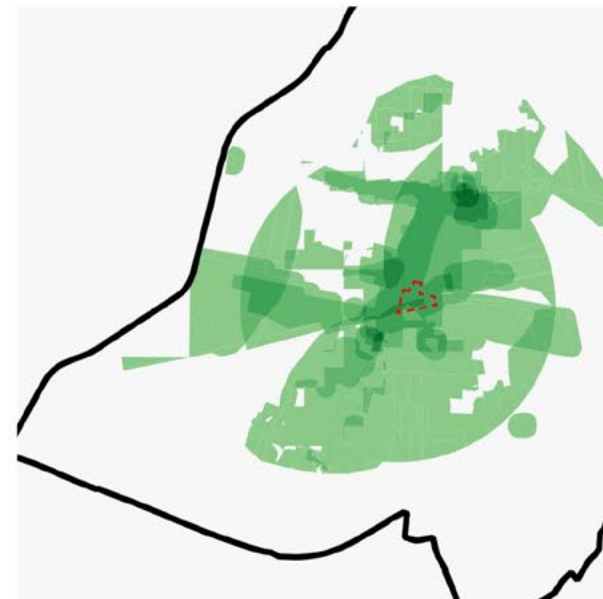


View southwest towards site from Park Avenue

# TALL BUILDINGS ANALYSIS



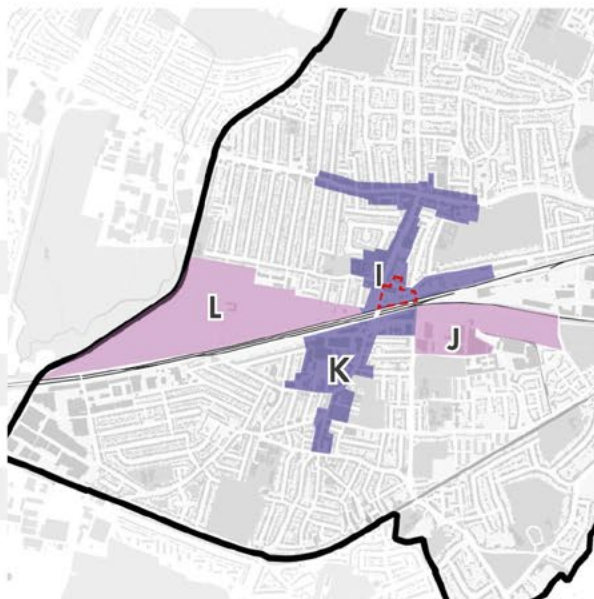
Sensitivity



Suitability

## Guidance for prospective tall building heights

<b>Zone I</b>	21 - 63 metres 6 - 18 storeys
<b>Zone J</b>	24.5 - 63 metres 7 - 18 storeys
<b>Zone K</b>	21 - 42 metres 6 - 12 storeys
<b>Zone L</b>	21 - 63 metres 6 - 18 storeys



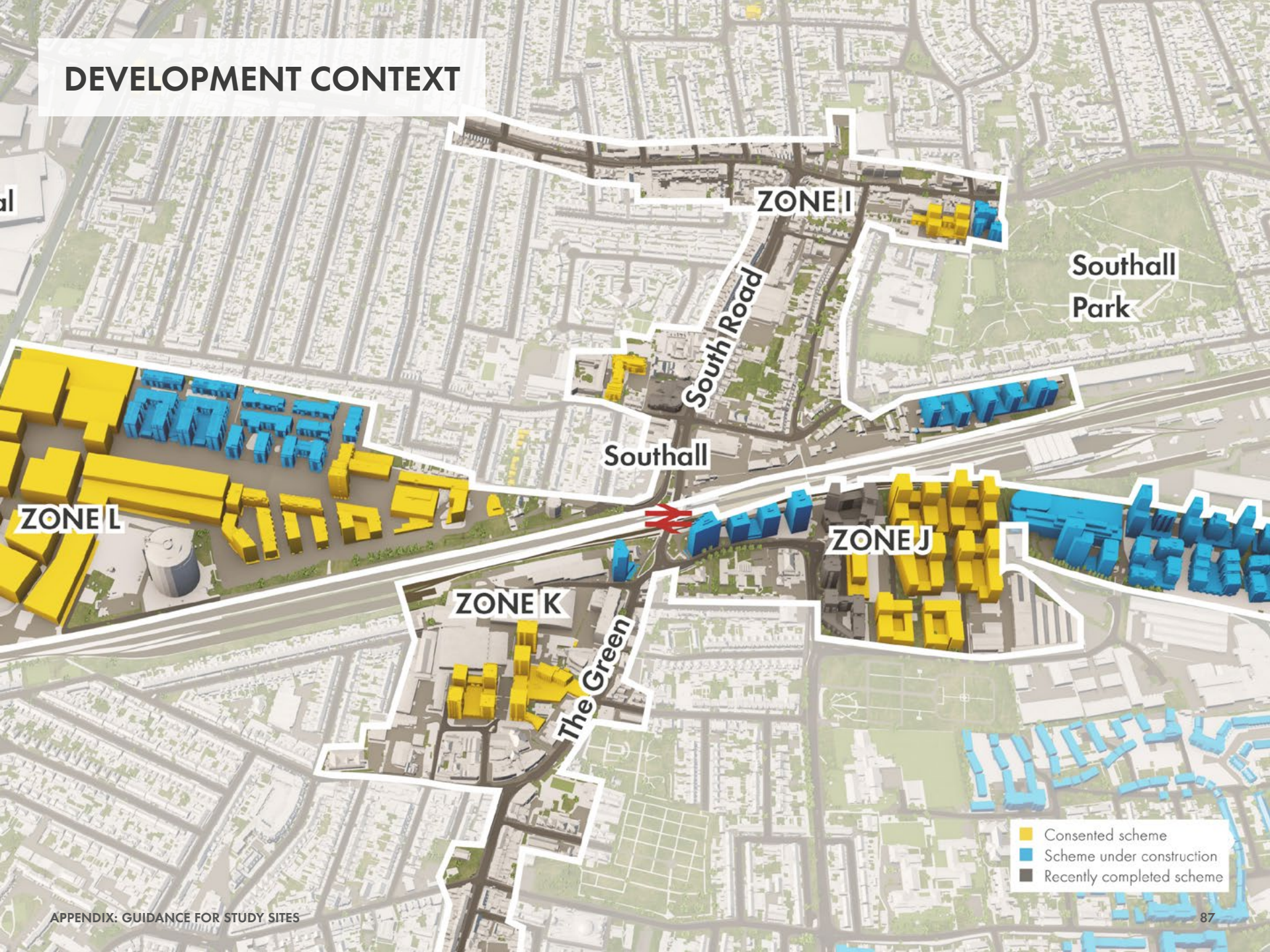
Appropriate locations



Neighbourhoods



# DEVELOPMENT CONTEXT





# SOUTHALL CROSSRAIL & GURDWARA

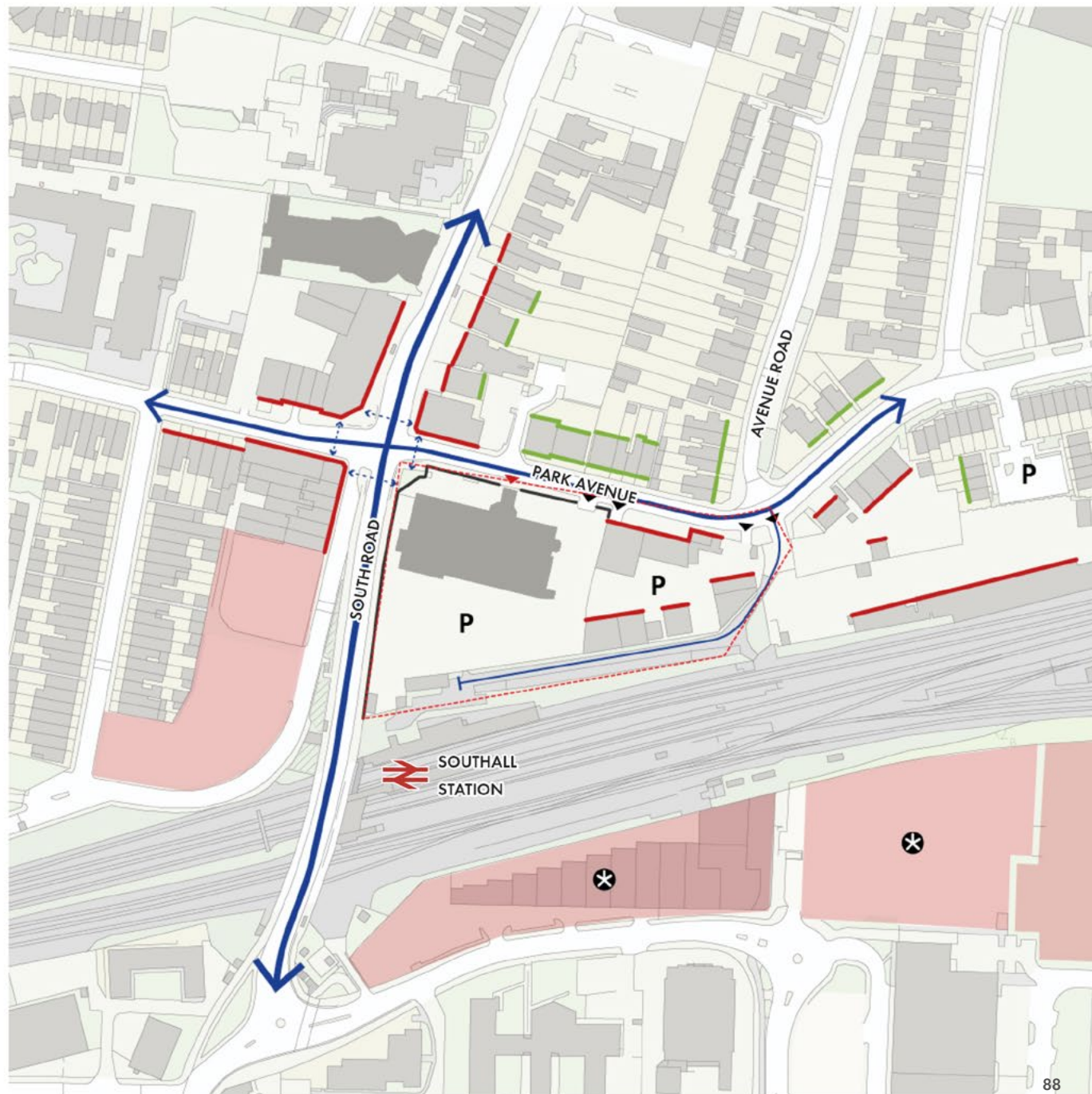
Study site: SO01

Existing condition

- Site boundary
- Active frontage
- Sensitive frontage
- Blank frontage
- ➔ Primary route
- ➔ Secondary route
- - - Pedestrian route
- ↔ Pedestrian crossing
- ▲ Access
- ▲ Parking/service access
- P** Parking (surface)
- ✱ Tall building
- Building of merit
- Existing public space
- Poor quality public realm
- Conservation Area
- Adjacent development sites

Physical constraints and opportunities










APPENDIX: GUIDANCE FOR STUDY SITES





# SOUTHALL CROSSRAIL & GURDWARA

Study site: SO01  
Spatial framework

-  Site boundary
-  Primary route
-  Secondary route
-  Pedestrian route
-  Pedestrian crossing
-  Restricted access
-  Retail
-  Residential
-  Community
-  Office
-  Parking



# SOUTHALL CROSSRAIL & GURDWARA

**Study site: SO01**

## **Development principles**

### **Phasing**

- The site could be subdivided into multiple development parcels relating to the existing Gurdwara, surface car park and commercial units to the east.
- The car park could be developed at an early phase to ensure continuity of use of the adjacent buildings.

### **Movement**

- A new pedestrian street could traverse the site, offering an alternative route between South Road to Park Avenue.

### **Access**

- Servicing access for commercial units should be via a restricted entry point off South Road.
- Car parking associated with the new community facility should be from an extension of Avenue Road.
- Residential entrances should be focused along Park Avenue and limited along South Road.
- Additional residential entrances should be provided from the square and new internal streets.

- Minimal resident/visitor parking should be provided due to the proximity to the town centre and Crossrail station.

### **Land uses**

- The site is suitable for a residential-led, mixed-use development with community uses at ground floor.
- A contemporary, high quality Gurdwara or flexible community space of similar dimensions should be reprovided on site.
- A podium car park associated with the community facility should be embedded at the eastern end of the site.
- Limited retail space is suitable at ground floor along South Road.

### **Form of development**

- The site could come forward as two generously sized perimeter blocks combining towers, mid-rise linear blocks, and low-rise stacked maisonettes.
- There is potential to create a new station square to the north of the railway lines with small kiosks along the southern edge.
- A standalone tower on the southwest corner of the site could mark this important address where the high street and Crossrail station meet.
- The significant level change between South Road and Park Avenue can be negotiated by podia offering community and parking space at lower ground floor level while creating and at grade entrance to the new public square from South Road.

- Building heights should be varied with taller elements situated to the north, mid-rise shoulder blocks in the middle and lower elements to the south.
- New developments north of Park Avenue should be subordinate to the scale of existing buildings, particularly close to South Road which is a significant corner building in townscape terms.

### **Public realm and movement**

- Improvements to the quality of the public realm along South Road and Park Avenue will be required.
- New internal streets should provide high quality pedestrian environments.
- Tree planting along around the perimeter of the site and within the square and inner streets is encouraged.
- Proposed building lines should be set back to create wider pavements along South Road.

### **Relationship to surroundings**

- Active frontages should be provided along all street edges.
- Residential frontages should be sufficiently set back from pavements to accommodate defensible spaces where possible.
- Proposals should work within the recommended building height ranges set out in the tall building strategy.
- New developments should be sufficiently set back from nearby development sites to avoid privacy and overlooking issues between existing and future dwellings.



# SOUTHALL CROSSRAIL & GURDWARA

Study site: SO01

Ground floor uses

- Primary route
- Secondary route
- Pedestrian route
- ↔ Pedestrian crossing
- Retail
- Residential
- Community
- Office
- Parking

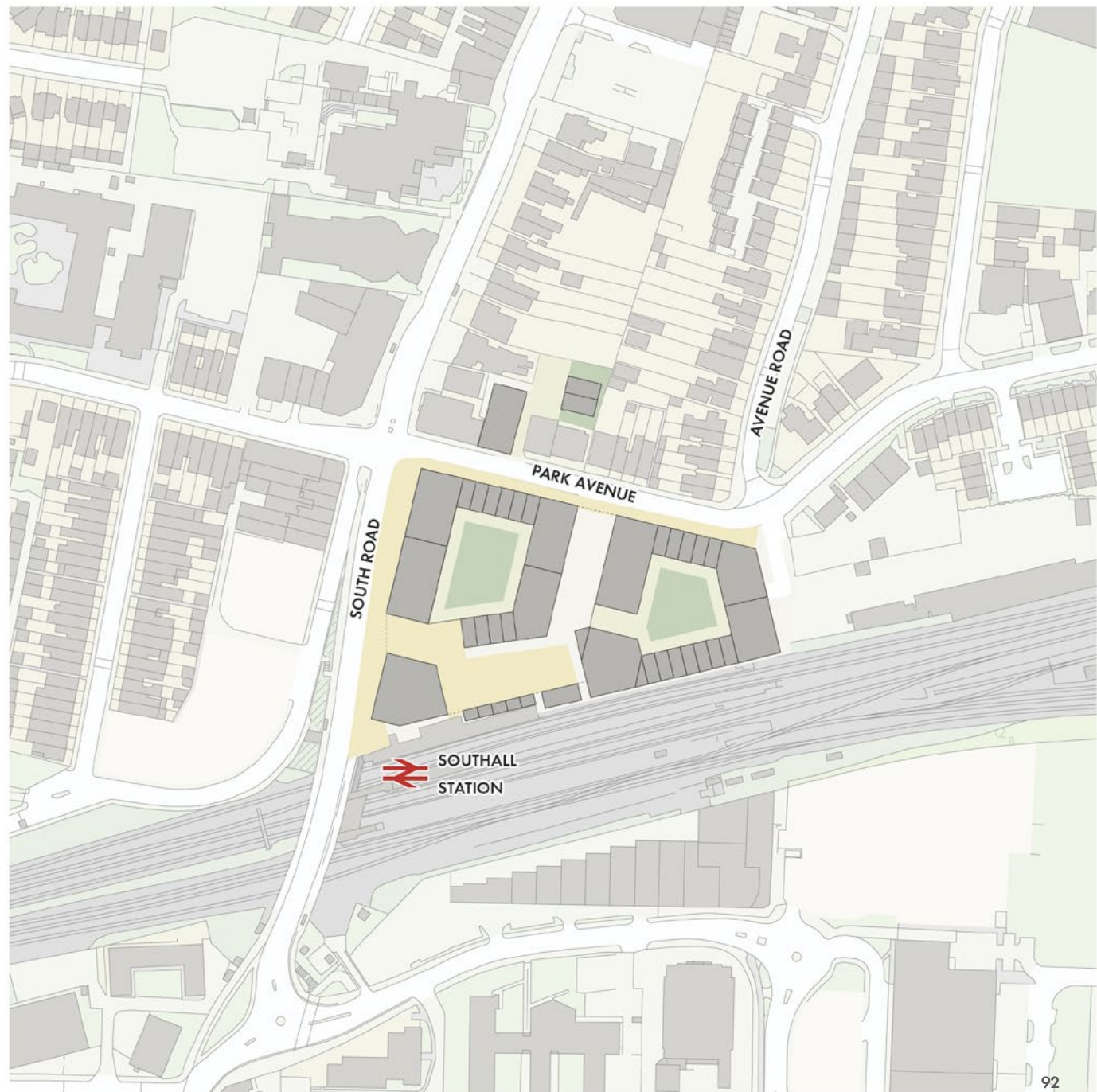


# SOUTHALL CROSSRAIL & GURDWARA

Study site: SO01

Roof plan

- Proposed building
- Private amenity



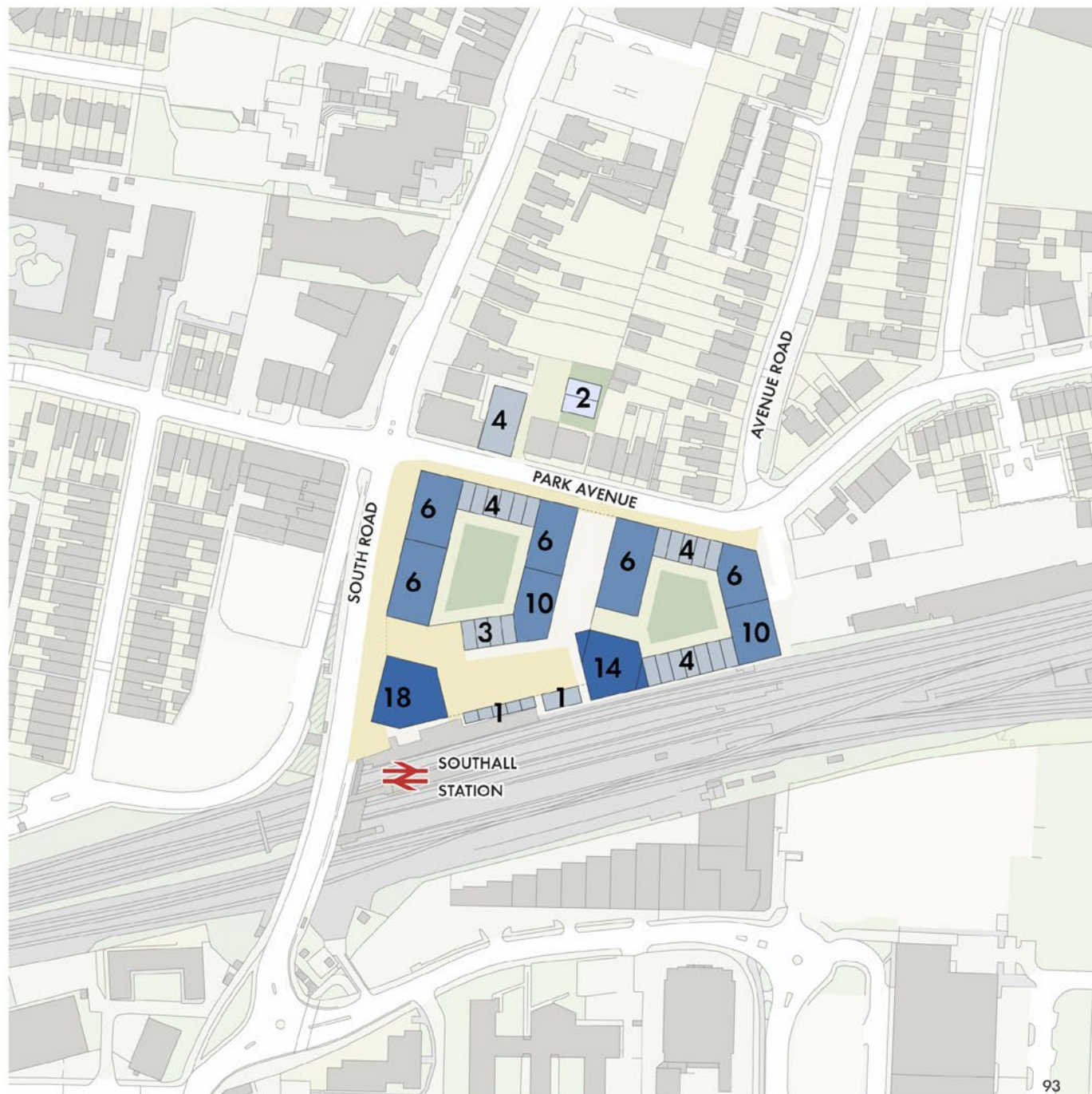


# SOUTHALL CROSSRAIL & GURDWARA

Study site: SO01

Indicative building  
heights and types

- Tower
- Double hung flats
- Deck access flats
- Mews
- Mansion
- Maisonettes





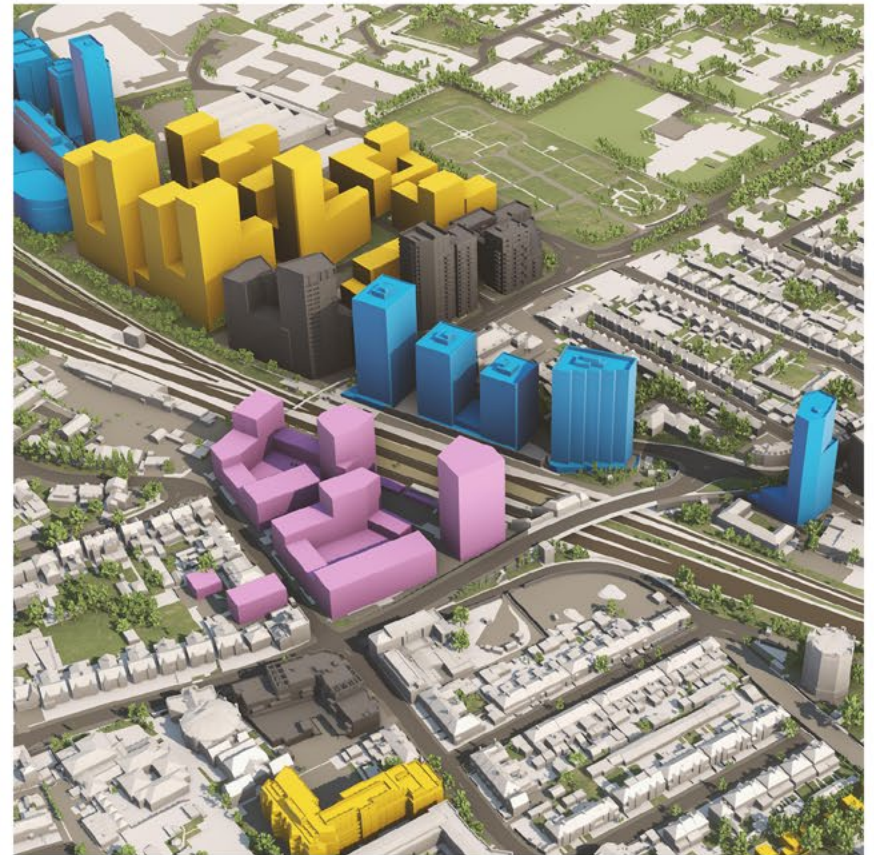
# SOUTHALL CROSSRAIL & GURDWARA

Study site: SO01

Illustrative scheme



Existing massing - view eastwards



Proposed massing - view eastwards



# SOUTHALL CROSSRAIL & GURDWARA

Study site: SO01

Illustrative scheme



Existing massing - view northwards



Proposed massing - view northwards

# SOUTHALL CROSSRAIL & GURDWARA

Study site: SO01

Indicative capacities

	Block A							Block B									Block C				
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8	9	1	2	3	4	5
25th																					
24th																					
23rd																					
22nd																					
21st																					
20th																					
19th																					
18th																					
17th																			681		
16th																			681		
15th																			681		
14th																			681		
13th															545				681		
12th															545				681		
11th															545				681		
10th															545				681		
9th	522			447							432				545				681		
8th	522			447							432				545				681		
7th	522			447							432				545	39			681		
6th	522			447							432				545	39			681		
5th	522			447							432				545	39			681		
4th	522		464	447		595		684		414	432		33	545	39				681		
3rd	522	396	464	447		595		684	330	414	432		33	545	39				681		
2nd	522	396	464	447	265	595		684	330	414	432	452	33	545	39				681	378	
1st	522	396	464	447	265	595		684	330	414	432	452	33	545	39				681	378	196
Ground	522	396	464	447	265	595	1,437	684	330	414	432	452	33	545	39	1,401	109	135	681	378	196
PROPOSED	Subtotal							Subtotal									Subtotal				
Residential (dwellings)							165									208				132	
Residential Upper (GEA)							15,734									19,290				12,907	
Residential Ground (GEA)							786									1,470				287	
Business (GEA)							-									-				-	
Industrial (GEA)							-									-				-	
Retail / F&B (GEA)							1,117									-			681	1,798	19,353
Community / leisure							1,437									-			244	1,681	18,094
Parking							-									1,401			-	1,401	15,080
TOTAL																					
		GEA m2		GEA sqft		Dwellings															
		50,474		543,297		505															



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Allies and Morrison Urban Practitioners accepts no responsibility for comments made by members of the community which have been reflected in this report.