

# Southall

## Town Regeneration Framework

February 2024



## Introduction

The development of the regeneration frameworks has helped inform the vision and priorities for each of Ealing's towns in the local plan. The work has sought to build on the town's unique character, to better serve local people, enable job creation, and support healthier lifestyles. The regeneration frameworks are non-statutory and form part of the wider evidence base supporting the town chapters of the local plan. They reflect evidence collected in 2023 and will support the delivery of the Local Plan, they may require reviewing and separately updating, every few years, to adapt to changing requirements and delivery progress in each town and focus area.

Each framework includes a long term, 15-year, vision and objectives for each area which has been developed as part of the Local Plan and based on the town's unique profile, challenges and opportunities. This is supplemented with more detailed visions for focus areas and infrastructure delivery priorities for the sustainable regeneration of each town and its focus areas.

## Vision

Southall is a cultural destination of national importance and is a growing neighbourhood. Southall has long been identified as an area capable of attracting inward investment; as illustrated by the thriving town centre and dynamic industrial sites. The area has seen significant development over the last decade, predominantly in the form of new homes. There is potential for moderate levels of growth, focused on the provision of new employment space to help rebalance the offer of new homes and new jobs for Southall.

Future development and investment in Southall should celebrate and strengthen the unique character and cultural heritage of Southall, including protecting and enhancing heritage assets. Southall is connected to central London via the Elizabeth Line, sits near Heathrow and is well-connected to the wider west London Road network. This excellent connectivity should be capitalised on to diversify the town centre activities, intensify industrial lane and bring new employment opportunities to the area.

## Southall Today

Southall is in the south-west of the borough and comprises six wards: Lady Margaret, Dormers Wells, Southall Broadway, Southall West, Southall Green and Norwood Green. The area is home to approximately 80,500 people, which comprises 21% of the borough's population, making it the borough's second largest town. It is also among the most diverse areas in the UK, with 86% of Southall's population identifying as non-white. However, there are pockets of deprivation throughout Southall. It has the second highest index of multiple deprivation score out of the borough's seven towns and a high proportion of Southall is ranked among the top 20% most deprived nationally.

Despite decades of growth, inequality and poverty across London and Ealing have increased. There is already significant work underway to support an economy which is fairer, greener, and more resilient. Economic evidence shows that Southall performs poorly against child poverty and health indicators. However, Southall performs strongly against economic growth and affordability measures. Southall has a range of community, economic, and cultural assets which are integral to local prosperity. Key challenges include place perception, poverty, and retaining Southall's identity in light of significant planned and future development. There are key opportunities to explore to address local challenges including improving the town centre environment and creating good green jobs.

## Socio-economic profile

<b>Residents</b>	<ul style="list-style-type: none"> <li>Approximately 80,500 residents.</li> </ul>
<b>Demographics</b>	<ul style="list-style-type: none"> <li>All neighbourhoods within the top 30% most deprived nationally</li> <li>Over 1/4 residents hold no qualifications</li> <li>The estimated average age of a Southall resident is 39. It also has a higher percentage of children under the age of 15 (22%) compared to the Ealing (18.3%) and London (18.1%) average. Despite this, there is an expected proportional rise in people aged 65+.</li> <li>Southall is one of the most diverse areas in the UK; 86% of the population identifies as non-white, 67% of which is ethnically Asian. The most spoken languages in Southall are Punjabi, and Somali.</li> </ul>
<b>Homes</b>	<ul style="list-style-type: none"> <li>30% of households are socially rented</li> <li>59% residential market is characterised by one family households</li> </ul>
<b>Businesses</b>	<ul style="list-style-type: none"> <li>Approx. 2,900 businesses</li> </ul>
<b>Jobs</b>	<ul style="list-style-type: none"> <li>Approx. 20,600 jobs</li> <li>55% of people aged 16 years and over are economically active. This is lower than the average across Ealing of 61.8% 2021 Census.</li> <li>42% of people aged 16 years and over are economically inactive. This is higher than the average across Ealing of 36% 2021 Census.</li> <li>7.2% of people aged 16 years and over are claiming out-of-work benefits. This is higher than the average across Ealing of 5.5% (APS)</li> </ul>
<b>Business space</b>	<ul style="list-style-type: none"> <li>Key industrial sites along railway line, including Great Western SIL, Bridge Road LSIS, Featherstone LSIS and International Trading LSIS.</li> <li>Industrial sites provide over 400,000sqm of floorspace and 4,000 jobs.</li> <li>Strong specialisms in construction, vehicle repair and wholesale</li> <li>65% of jobs are in the manufacturing, wholesale and warehousing, and transportation and logistics sectors.</li> <li>At an average density of 70 employees/ha, industrial sites are operating at a slightly higher employment density than the London average for industrial land.</li> </ul>
<b>Conservation Area</b>	<ul style="list-style-type: none"> <li>18 nature conservation sites</li> <li>Canalside Conservation Area</li> <li>Norwood Green Conservation Area</li> </ul>
<b>Major Parks</b>	<ul style="list-style-type: none"> <li>4 - Southall Park, Southall Green, Glade Lane Canalside Park, Warren Farm</li> </ul>
<b>Town Centres</b>	<ul style="list-style-type: none"> <li>Southall Town Centre</li> <li>King Street Neighbourhood Centre</li> </ul>
<b>Transport</b>	<ul style="list-style-type: none"> <li>Southall Elizabeth Line station – connections East through Central London, and West to Heathrow &amp; Reading.</li> </ul>

# Challenges and opportunities

## Key Challenges

- **Limited 'good job' opportunities.** Southall residents earn the least in the Borough and it has a high proportion of jobs in low paying industries.
- **Health deprivation** with residents experiencing lower life expectancy than elsewhere in the borough due to factors such as high levels of diabetes and obesity.
- **Poor quality public realm** including dirty town centres and a lack of greening.
- **Limited local facilities, arts and culture offer** outside of that provided by faith institutions.
- **High Domestic energy consumption and Co2 emissions, amongst the highest in the borough.**
- **Low food safety and other business regulatory compliance** negatively impacts safety, public realm and job quality.

## Key Opportunities

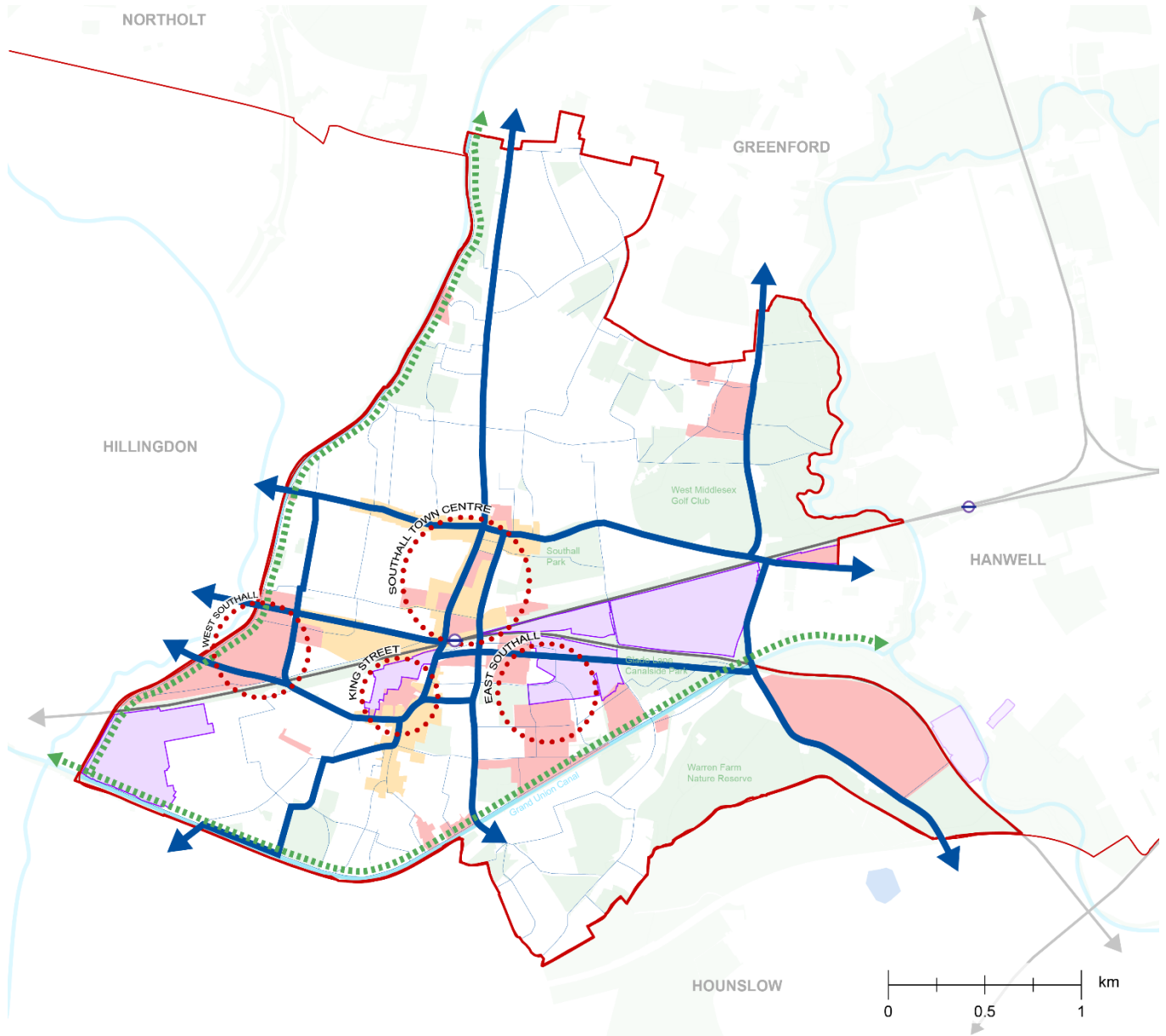
- **Southall Reset programme** provides an opportunity to enable a community-led approach to regeneration and investment for Southall Town Centre and its surrounding neighbourhoods.
- **Improve Town Centre environment, regulatory compliance and safety** to support the already thriving retail sector to attract more footfall and create more good jobs.
- **New Elizabeth line station provides opportunity to diversify the town centre activities** and excellent connectivity can attract more tourist visitors.
- **A programme of active travel and public realm improvements are planned,** with potential for a Southall wide network of active travel improvements.
- **Harness expected industrial sector growth** and scope to intensify, diversify and improve Southall's industrial cluster.
- **Take advantage of new mixed-use developments** to incorporate much needed community and health infrastructure.

# Objectives

Key objectives for the town to better serve local people, enable job creation, and support healthier lifestyles.

Theme	Objectives
<b>Homes</b>	<ul style="list-style-type: none"> <li>• Deliver 9000+ new homes by 2041 (2014 baseline)</li> <li>• Enhance existing residential estates in a comprehensive way, including retrofit and infill opportunities.</li> <li>• Increase housing provision for working age families, deprived communities, people aged 65+ and to support inter-generational living.</li> </ul>
<b>Jobs and businesses</b>	<ul style="list-style-type: none"> <li>• Deliver 3000+ new jobs by 2041 (2014 baseline)</li> <li>• Continue rapid rate of business growth – Southall's businesses have grown by 20% since 2015</li> <li>• Intensifying the industrial sites (LILs and SIL) and upgrade existing industrial stock to boost wages and economic output.</li> <li>• Redesignate Charles House and Balfour Business Centre as LSIS</li> <li>• Support a mix of employment spaces through the delivery of affordable workspace, office, studio and other types of space.</li> <li>• Grow the emerging green, circular and creative sectors.</li> <li>• Work with businesses to increase regulatory compliance and improve safety, public realm and job quality.</li> </ul>
<b>Town centres</b>	<ul style="list-style-type: none"> <li>• Ensure that the retail offer delivered as part of new mixed-use developments acts to complement the existing Town Centres rather than compete for custom.</li> <li>• Enhance the visitor economy, by promoting Southall's unique offer and harnessing inward investment, to increase spending on the high street.</li> <li>• Work with businesses to enhance public realm, cleaner streets and increased food safety and regulatory compliance.</li> <li>• Protect existing heritage assets, including but not limited to Himalayan Palace and Southall Manor House, to retain town centre culture and history.</li> <li>• Activate council owned assets in Town Centres, including Southall Town Hall, the Carnegie Centre and Southall Manor House.</li> </ul>
<b>Energy and climate change</b>	<ul style="list-style-type: none"> <li>• Improve public transport networks within Southall Town and connecting Southall to other towns within the borough, including improved bus provision to new developments.</li> <li>• Deliver new green spaces and increased canopy cover in places of climate vulnerability, such as Southall Square.</li> </ul>
<b>Transport</b>	<ul style="list-style-type: none"> <li>• Develop an updated transport and wayfinding strategy.</li> <li>• Deliver new active travel corridors, including a north-south route parallel to the South Road Bridge and an east-west route through The Green Quarter.</li> <li>• Deliver the Uxbridge Road cycle lane, connecting Southall to Central Ealing.</li> <li>• Deliver new and extended bus routes and a new bus hub at The Green Quarter.</li> <li>• Deliver a new link road connecting the Havelock Estate to the wider Southall East area and Southall station.</li> <li>• Upgrade the canal towpath for active travel.</li> </ul>
<b>Parks and open space</b>	<ul style="list-style-type: none"> <li>• Deliver improvements to the large green spaces in Southall (Glade Lane and Warren Farm).</li> <li>• Improve linkages between the canal towpath and adjacent green spaces, including Spikes Bridge Park, Southall Recreation Ground, Havelock Road Canalside Park and Glade Lane Canalside Park.</li> </ul>
<b>Social infrastructure</b>	<ul style="list-style-type: none"> <li>• Deliver shared community and cultural spaces. There is an opportunity to integrate these into new developments to ensure that thriving places are created rather than dormitory towns.</li> <li>• Deliver new primary healthcare provision.</li> </ul>






# Town regeneration framework diagram



## PROPOSED

-  FOCUS AREA
-  PRIORITY ACTIVE TRAVEL ROUTES
-  SECONDARY ACTIVE TRAVEL NETWORK
-  PRIORITY GREEN CONNECTIONS
-  DEVELOPMENT SITES
-  NEW TOWN CENTRE
-  PRIORITY FOR INDUSTRIAL INTENSIFICATION
-  PRIORITY GREEN SPACE ENHANCEMENTS
-  NEW TRAIN LINE

## EXISTING

-  TRAIN LINE
-  TOWN CENTRE
-  GREEN SPACE
-  INDUSTRIAL LAND
-  OPDC OPPORTUNITY AREA

# Focus areas of regeneration

Key areas of development and regeneration to focus delivering the towns’ objectives.

## Southall Town Centre focus area

### Vision

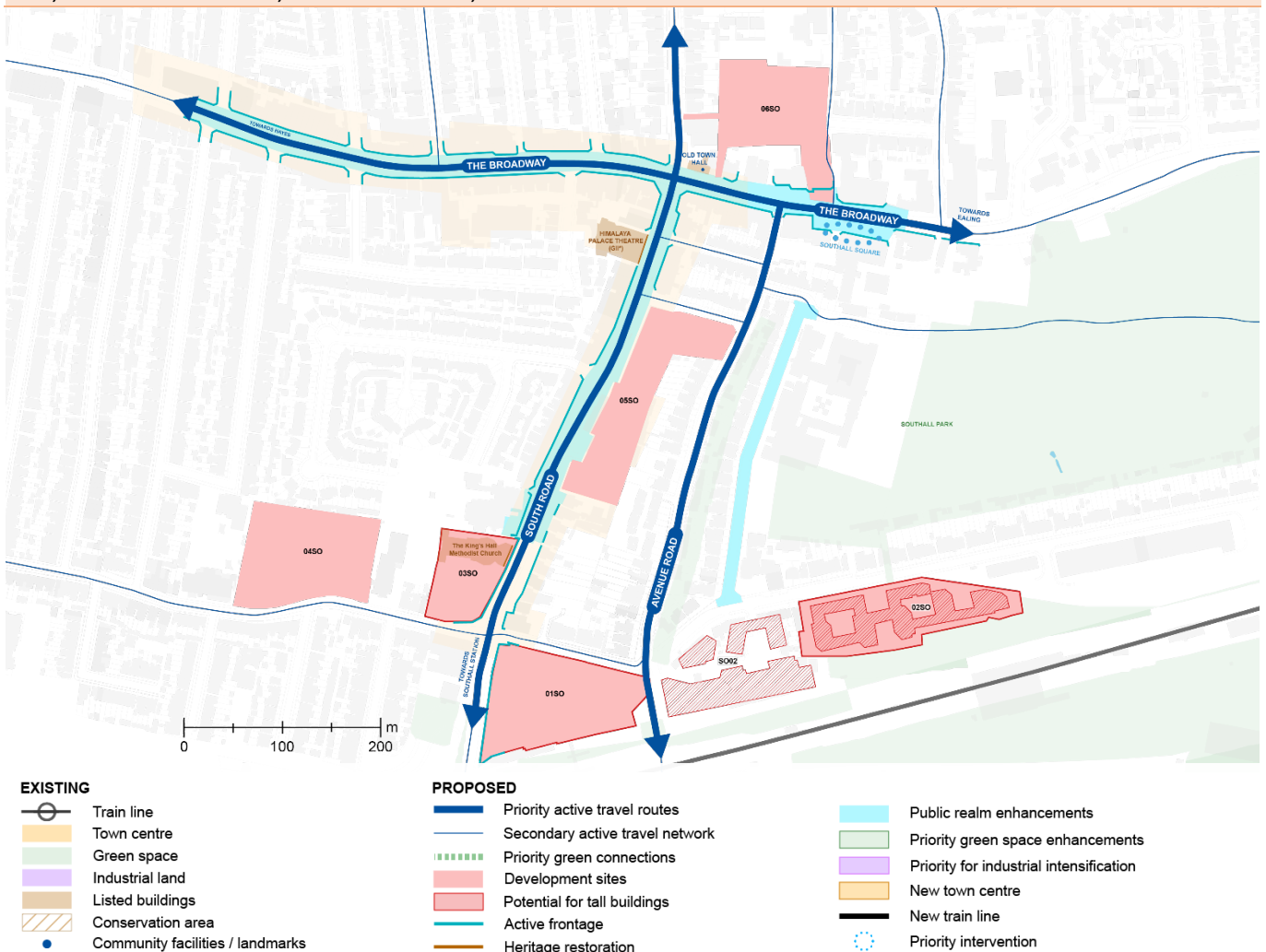
A thriving Town Centre with enhanced public realm, additional greening and improved active travel links. Southall Town Centre is a Major Centre in London’s town centre hierarchy, with a good range of retail, commercial, leisure and community uses. There is scope to enhance the centre further by making it a more attractive place to dwell. This can be achieved through public realm improvements, focused on creating greener and safer spaces, improved active travel links between the town centre and the residential areas of Southall. In addition, it is essential to retain and preserve Southall’s heritage and cultural assets, so that its uniqueness is not lost as it develops.

### Key projects and sites

- Active measures to secure future of heritage assets and prominent buildings, including the Kings Hall Methodist Church (local heritage asset), the Himalaya Palace Theatre (GII\*) and the Old Town Hall and former Fire Station (local heritage asset).
- Town centre public realm, regulatory compliance and active travel enhancements, including increased greening and support for cyclists along Southall Broadway.
- Improved Southall public square to create a high-quality space for outdoor trading, community events and a pocket park.
- Improving the arrival experience at Southall Station with new and enhanced public realm, diverse ground floor offer with active frontages, and better connectivity to neighbouring development sites.

### Key stakeholders

TfL, Private landowners, Local businesses, Commercial landlords



## King Street Neighbourhood Centre focus area

### Vision

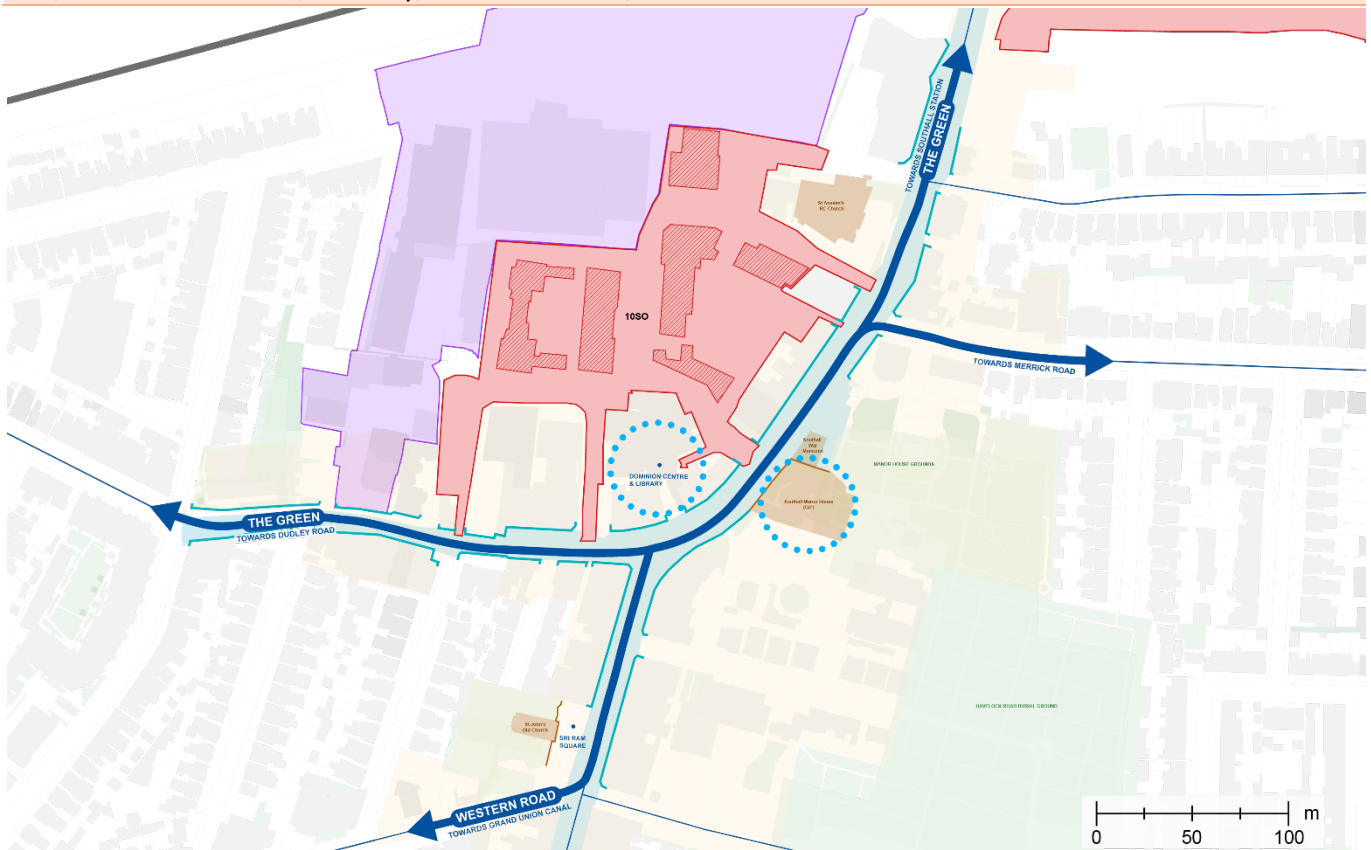
An enhanced Town Centre, bringing together new commercial space and a public square at The Green, with the existing shopping parades and enhanced community spaces. King Street is a Neighbourhood Centre, serving the local area with a range of shops (mostly convenience), food and beverage and community uses. However, there is the potential to create a more vibrant centre that brings together the traditional shops with a new town centre offering at The Green. There is also potential to create a cultural cluster centred around The Dominion Centre, Southall Manor House and Manor House Grounds.

### Key projects and sites

- The Green Town Centre Regeneration to deliver c.560 new homes and c.3000 sqm commercial floorspace, creating c.90 new jobs.
- Town centre public realm, regulatory compliance and active travel enhancements, including additional greening and support for both active travel and public transport improvements.
- Active measures to secure the future of heritage assets, including The Manor House (GII\*), St Anselm's RC Church and St John's Old Church (local heritage asset).
- Parade intensification to provide a more retail space. There is a strong range of community services, good leisure offer and a range of town centre uses. Given the low vacancy rates in the town centre, there is an opportunity for additional retail or food and beverage, in particular in the form of places to eat in.
- Improved cultural and community offer at the Town Centre, to increase footfall to the high street and create a more diverse town centre.

### Stakeholders

TfL, Private landowners, Peabody, Local businesses, Commercial landlords



#### EXISTING

- Train line
- Town centre
- Green space
- Industrial land
- Listed buildings
- Conservation area
- Community facilities / landmarks

#### PROPOSED

- Priority active travel routes
- Secondary active travel network
- Priority green connections
- Development sites
- Potential for tall buildings
- Active frontage
- Heritage restoration

- Public realm enhancements
- Priority green space enhancements
- Priority for industrial intensification
- New town centre
- New train line
- Priority intervention



## East Southall Focus Area

### Vision

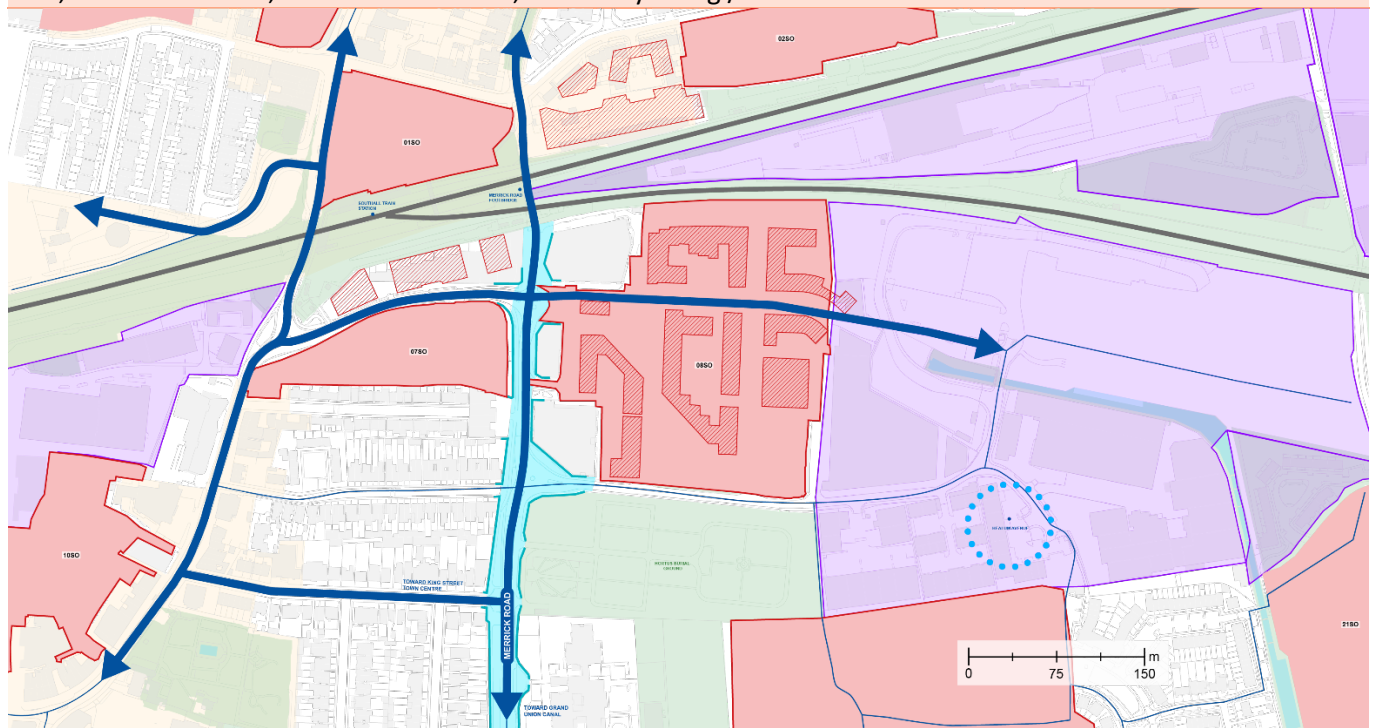
An improved industrial cluster at the Bridge Road LSIS and Charles House and high-quality mixed-use developments across the wider area, providing diverse employment spaces to boost wages and economic output. There has been significant residential development in East Southall in recent years. However, there are still a number of sites with development potential. The new development should be integrated with the neighbouring sites to create a new neighbourhood focused on high quality open space and attractive public realm. In addition, a distinctive 'Southall palette' should be implemented across the new developments to give a sense of continuity between sites in different ownership. In addition, the industrial uses on Bridge Road LSIS should be retained, alongside the redesignation of Charles House LSIS, supporting the industrial cluster. Additional investment in Bridge Road LSIS and Charles House is necessary to support a shift to higher quality industrial space. As part of this investment, upgrades to Bridge Road, including a new approach to loading and enforcement, needs to be implemented to reduce congestion.

### Key projects and sites

- Development of the former Honey Monster and Middlesex Business Centre sites to deliver circa 4,000 new homes and over 30,000sqm of commercial space.
- Connected network of new green spaces and improved access to Glade Lane Park.
- East-west active travel route and public transport route to connect Havelock Estate to Merrick Road.
- Updated and adapted bus routes to better connect East Southall to Southall Station and Southall Town Centre.
- Regeneration of the Havelock Estate to provide a residential-led scheme with re-provision of green space.
- Protection of Bridge Road LSIS and redesignation of Charles House LSIS to provide a cluster of high quality industrial space.

### Stakeholders

TfL, Local businesses, Private landowners, Broadway Living / HRA



#### EXISTING

- Train line
- Town centre
- Green space
- Industrial land
- Listed buildings
- Conservation area
- Community facilities / landmarks

#### PROPOSED

- Priority active travel routes
- Secondary active travel network
- Priority green connections
- Development sites
- Potential for tall buildings
- Active frontage
- Heritage restoration

- Public realm enhancements
- Priority green space enhancements
- Priority for industrial intensification
- New town centre
- New train line
- Priority intervention

## West Southall Focus Area

### Vision

Delivery of new neighbourhood and an extension to Southall Town Centre. This will act to strengthen the role of Southall as a Major Centre, provide exemplary public realm and state of the art community infrastructure. the delivery of a new neighbourhood and an extension to Southall Town Centre. This will act to strengthen the role of Southall as a Major Centre, provide exemplary public realm and provide state of the art community infrastructure.

### Key projects and sites

- **Delivery of community infrastructure** – including a new school and leisure centre.
- **High quality open space**, which is available to all and provides space for a range of activities including child play space.
- **Development alongside the Grand Union Canal** will include upgraded towpaths, enhanced public space and waterside food and beverage space to create an attractive and accessible waterside environment.
- **New retail space which acts to complement the offer in Southall's Town Centre**, so that there are a wider range of shops and food and beverage establishments available to meet local need and the visitor population.
- **New public transport** into and out of the site and **active travel routes** traversing the site and connecting it to the existing development to the north and south, ensuring that the area is permeable rather than an island.

### Stakeholders

TfL, Berkeley Homes, Canal and River Trust

## Infrastructure and delivery priorities

	Action	Description	Key Stakeholders
<b>Short term (1-2 years)</b>	Southall Square improvements (including additional greening)	Delivery of a pocket park, including greenery, community planting sessions, 2 new planted trees, repair work on existing benches, and installation of new benches.	LBE Parks, Villiers High School
	Transport strategy	Deliver an updated transport and wayfinding strategy taking into account the changes in quantum and mix of uses.	LBE Transport&Highways, Lets Go Southall, Local Businesses, Communities
	Active travel improvements to Merrick Road and Avenue Road	Wider footpaths, shared pavement for pedestrian and cyclists to connect canal with the western side of Merrick Road, new traffic lights to existing crossing points, improve lighting, maintain vegetation, and a new zebra crossing on Avenue Road between Boyd Avenue and Hamilton Road.	LBE Highways, Transport Policy, Lets Go Southall, Local Communities, Local Businesses.
	Business support to improve compliance	Work with businesses to improve food safety, regulatory compliance and job quality.	LBE Safer Communities, businesses and groups.
	Well-being way (canal upgrades)	Accessibility improvements to entry points that link to the renewed canal towpath, and improvements to the Canal towpath itself.	Canalside River Trust, GLA, LBE Parks
	Upgraded youth facilities (YAC)	Redevelopment of the existing Youth Centre site, including new multi-use games area.	Youth Services, Local Youth Services
	Southall Manor House	Reactivating the historic building by securing a suitable occupier, with potential to add to the King Street Town Centre cultural offer.	Strategic Property, Area Regeneration, Future Operator
<b>Medium term (3-5 years)</b>	Dominion Centre – Community Hub	Refitting of the existing building, and redesigning spaces in the ground and first floor levels to bolster the buildings significance and impact to local communities and businesses.	Libraries, Strategic Property, Area Regeneration,
	Active travel improvements from Lady Margaret Road to Western Road	Improving active and public transport along Western Road, Featherstone Road, Montague Way, King Street, and South Road.	LBE Highways, Transport Policy, Lets Go Southall, Local Communities, Local Businesses.
<b>Long term (5-10 years)</b>	Active travel improvements from Glade Lane Park to the Green Quarter	Improving active travel from Glade Lane Park via the station and the Green Quarter, and across the canal to Hillingdon.	LBE Transport&Highways, Lets Go Southall, Local Communities,
	Redevelopment of The Green	Rejuvenated and improved King Street Town Centre development. Deliver new homes, offer new employment spaces, job opportunities, high quality public spaces, and establish a green, sustainable community.	Peabody Ltd, Local Businesses, Local Communities

## Reference documents

- Town Briefing Southall, Ealing Council, 2022