

Ealing Local Plan Examination Response to Matter 3

Hovedean Properties (DS22)

Middlesex Business Centre
Southall

May 2013

Prepared by

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DATE
18 May 2013

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1 INTRODUCTION

- 1.1 This Statement to the Ealing Local Plan Examination in Public (EiP) Hearings is submitted by GL Hearn on behalf of Hovedean Properties. It relates to the following key issues identified by the Inspector for Matter 3.

Matter 3 – Site Specific Issues for Development Sites DPD

Area 5 – Southall

3.11 Overarching issues for Southall are whether the development sites will revitalise Southall Town Centre and whether sufficient land has been identified for additional community buildings to meet local need, as envisaged by the CS. Should there be a greater provision of open space?

3.12 Additional site specific matters include: SOU6 – Are the allocated uses justified/too restrictive/viable? Are the design principles clear, justified and flexible enough to be effective? What is the status of the Southall Opportunity Area Planning Framework? How has it/will it influence the design principles?

2 MATTER 3.12

SOU6 – Are the allocated uses justified/too restrictive/viable? Are the design principles clear, justified and flexible enough to be effective? What is the status of the Southall Opportunity Area Planning Framework? How has it/will it influence the design principles?

2.1 The site allocation for SOU6 identifies the site as being suitable for mixed use development including flexible employment floorspace (B1) and residential with ancillary commercial and community uses.

2.2 We **support** the allocation of the site and the proposed uses. The recognition that the site is not suitable for the Strategic Industrial Land designation, due to the arrival of Crossrail and the redevelopment of Havelock Estate presenting an opportunity to redevelop this parcel of land is welcomed.

2.3 In addition, we support the identification of the land as being suitable for higher density residential and ancillary uses in a highly accessible location, whilst delivering employment floorspace.

2.4 It is recognised that the site allocation relates to three components within the site:

- The Arches and The Limes
- Middlesex Business Centre
- Charles House

2.5 This report relates mainly to Middlesex Business Centre, although consideration is given to the other two surrounding sites.

2.6 We have a couple of minor comments which relate to the queries posed by the Inspector. Each of the points raised above have been addressed separately below.

Are the allocated uses justified/ too restrictive / viable?

2.7 Hovedean, along with the surrounding land owners, has been working with the Council over a number of years to bring forward the wider site for redevelopment. The site represents a unique opportunity in the area to provide a new neighbourhood which can benefit from the emerging Crossrail proposals which will link Southall to Central London.

2.8 It is recognised by both our client and Council that the existing employment uses currently accommodated within the wider site play an important role in the local community, but the site should also be redeveloped to accommodate a significant amount of residential development. Therefore, we **support** the proposal for the site to be allocated with employment space and

residential as the priority uses, and appropriate commercial/community uses as focal points of activity.

- 2.9 We **support** the proposed layout of uses for the Middlesex Business Centre site. It is considered that this is the most appropriate site for residential development given that it will be able to deliver improved public realm provision to support future residential development, with employment floorspace retained along the eastern edge of the site as an appropriate transition between the adjacent industrial area.

Are the design principles clear, justified and flexible enough to be effective?

- 2.10 Discussions have been held with the Council regarding the future redevelopment of the site. The Council has shown clear support for a planning application to be brought forward in line with Hovedean's ownership, provided consideration is given to the surrounding sites to ensure that the wider vision can be achieved.

- 2.11 The Council has amended the policy to reflect this requirement, and the policy now states that the change of the site may be achieved through comprehensive or incremental development, rather than phased development. This is to reflect the recognition that the whole site allocation area will not be brought forward as one planning application. The Council has acknowledged that insisting on a single comprehensive scheme coming forward is unnecessary and that this would increase complexity and risk making delivery more uncertain.

- 2.12 In relation to tall buildings, we are exploring the opportunity for providing a tall building within the redevelopment of Middlesex Business Centre. It is noted that there is reference to a potential tall building being allocated within The Arches and The Limes, but there is no reference within the Middlesex Business Centre site.

- 2.13 As such, we would recommend that the reference to a tall building in this wider site allocation is included under the overview of Design principles, rather than site specific at this stage, so that a range of sites can be considered for suitable tall buildings, provided that it takes into account the principles set.

What is the status of the Southall Opportunity Area Planning Framework? How has it/will it influence the design principles?

- 2.14 It is recognised that the Southall OAPF will include a development brief specific to the site that sets out the design principles.

- 2.15 With the support of the Council, Hovedean is progressing with a planning application for the site based on the draft site allocation set out in this document. Consideration will be given to the emerging OAPF design principles and Hovedean continue to work with the Council to realise its vision for the site and area as early as is practicable.
- 2.16 It is not necessary that the timetable of the publication of the OAPF document should delay the overall planning application timetable as the scheme is in tune with the Council's vision, emerging local policy and national guidance.
- 2.17 By way of example, we are aware of a number of planning applications within the Vauxhall Nine Elms Battersea Opportunity Area which were brought forward, and approved, prior to the main OAPF being formally adopted as these were in tune with the Council's vision, emerging policy and national guidance.