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Stationary

Disclaimer: This report was commissioned by the London Borough of Ealing as part of the Local Development Framework (LDF) preparation process.

The proposals and recommendations of this report are those of the authors and should not be treated as being those of Ealing Council itself.
1 Why a Framework for Southall?

This Framework is designed to be a response to the potential for change, and an indication as to how best to manage it for the good of the community’s diverse interests. It is intended to provide a shared strategy for the variety of agencies that operate in the area. It provides a policy context for decisions about existing issues and problems, as well as a guide to inform future development opportunities.

The catalyst for the creation of this Framework has been the development of proposals for a new mixed use community on the Southall Gas Works (SGW) site. The scale of this development is such that an updated planning framework is required for the whole of central Southall, within which decisions regarding the Gas Works site can be made.

However the potential of the SGW development is not the solution to all of Southall’s problems, nor are its impacts the only issues the area faces. Existing problems in relation to demographic and social changes; the local economy and retail sector; health and education; transport and the environment; all are given specific consideration in this document. The aim is to provide a shared vision and way forward, so that decision-makers can help provide a prosperous, sustainable future for Southall and its current and future population.

1.2 The Process

The Framework has been prepared by a consultant team led by Martin Crookston of Llewelyn Davies Yeang, in association with Michael Beaman Ltd, who provided advice on development feasibility aspects. Jonathan Moore was the project manager.

It was developed collaboratively with a number of stakeholders representing the Local Authority, other public sector organisations, community and voluntary groups, and representatives of local businesses.

Involvement with these groups was through the medium of a series of topic-based “Workshops” addressing the wide range of issues that the Framework covers.

These took place over the summer of 2007 and were:

- Role and Kind of Place
- Retail and the town centre
- Transport
- Housing, public realm and community safety
- Employment and community services
- The Framework as a whole.

The Workshops had three elements, all of which have fed directly into the formulation of the Framework:

1. To present each organisation’s existing policies, strategies and plans in relation to Southall;
2. To raise and discuss issues facing each organisation, and discuss wider issues under each topic heading, both now and in the future; and
3. To move toward a shared set of objectives that the Framework should address for each topic.

Inevitably, an important part of each discussion centred on how the SGW development will affect each topic, how it can contribute towards solving some of the issues, and how possible impacts can be mitigated.

The Workshops acted as part of the research background for the process. They combined with a planning and design analysis of the area, as well as a comprehensive review of the plans, policies and strategies that cover Southall, to form the background against which the Framework has been written. The report reflects both the knowledge gained via the Workshops and the consultancy team’s own analysis.

The Framework is split into two parts, which can be read independently, depending on the reader’s particular concerns.

1.3 Contextual Analysis

The following figures show the geographical context of Southall and the Gas Works site in relation to the Borough and London.
Figure 1.3: Character and Place

Setting the Scene
Images showing character and place

1. The Grand Union Canal
2. Southall Broadway
3. Housing in the Featherstone Road area
4. Underpass into the SGW site
5. Poor public realm in the Featherstone Road area
6. Underpass into the SGW site
7. Housing in the Featherstone Road area
8. Underpass into the SGW site
9. Housing in the Beaconsfield Road area
10. Underpass into the SGW site
11. Housing in the Beaconsfield Road area
12. Grand Union Canal
13. Southall Broadway
14. The Water Tower
15. The Green, Southall
16. Phoenix House
17. Grand Union Canal
18. The Green, Southall
19. Phoenix House
20. Underpass to SGW
21. Housing on the Beaconsfield grid
22. Housing on the Beaconsfield grid
23. Underpass to SGW
24. Canal bridge in the Glade Lane area
25. The Grand Union Canal
26. The Grand Union Canal
27. Housing on the Beaconsfield grid
28. Havelock Estate
29. The Gas Works site
30. Phoenix House
31. Play area near Featherstone Road
32. Railway line from Glade Lane area
33. The Green, Southall
This section presents a summary of the Framework. It links the objectives set out at the start of the Workshops with the final product of the Framework process, and it brings together the various layers that are individually addressed in later chapters.

2.1 Objectives for Southall as a Place

This is a set of ‘headline objectives’ which were the outcome of the workshop entitled ‘Role and kind of place’. They are deliberately broad in their scope, in order to represent the various delivery partners to which these aims and this Framework apply.

Southall is a very diverse and changing place, in terms of its demographics and the place itself. Its unique ethnic mix gives the place its own character, local pride and diversity within a very diverse city.

The Framework for Southall must recognise these characteristics, and set the context for the future development of Southall to be sensitive to them: both in addressing the issues that Southall is facing, and in identifying the potential that can be realised.

A “vision” has been defined in the Framework, expressed as a set of objectives, which have guided the development of the proposals contained in this document.

The vision for Southall developed through the Framework is:

- To be a stable yet diverse community, recognising the number of ethnic groups, religions and nationalities that collectively form Southall.
- To be a place of character, with a strong sense of identity and local pride;
- To be well served by a range of retail and community services, suitable and accessible to the population of Southall and its environs;
- To be a well-connected place, with easy access between different parts of Southall, and to places beyond;
- To be a place that provides a range of housing options in terms of both type and tenure.
- To be a place that provides the conditions for economic growth and prosperity, making the most of the area’s assets - the place and its people;
- To offer a range of good quality parks and open spaces.

This vision is developed in the Framework through the topic chapters. They relate, as noted above, to the workshops which were used as the main forum for analysing the issues facing Southall, the opportunities for development, and the formulation of how these are to be addressed. The combination of these strands of work leads to the overall Framework, which is summarised below.

2.2 The Framework in Outline

The Framework defines a new Southall containing the following elements.

- A town centre with 3 distinct components: the unique Asian specialism of Broadway/South Road; a new Western-oriented “main street” on the S&G site; and intensified development around the station
- A town centre with a more consistent, higher quality streetscape and public realm
- As well as retailing, an improved array of other town centre services – library, community hub, health centres, plus additional car parking opportunities
- Major new housing and mixed-use development opportunities: on the S&G site; around the Station to respond to the arrival of Crossrail in the next decade; and as part of a rationalisation of land-uses east of Merrick Road
- New public open space to meet acknowledged deficiencies
- Getting the most out of the two Canal alignments for recreation and attractive waterside development
- A street network which prioritises public transport and movement on foot, but which also has more efficient routes for general traffic: north-south via a new bridge over the railway to connect with Merrick Road, east-west to link the S&G site into the rest of the town and network
- Bus services improved by easing congestion, and reoriented to link more of Southall directly to the Station
- Realising the potential of development opportunities to the east of the town centre through a combination of new development, improvements to existing open space and residential areas and accessibility improvements.

Figure 2.1: The Framework Plan

The Framework Plan shows the changes in land use that would result from the proposals made within the Framework; together with proposed green spaces, pedestrian links and street connections.
Part A: Planning for Change
Shopping and town centre services form an essential core component of what Southall offers. This chapter looks at the situation today – the town centre as it is, and the policy context – and then reviews the key issues which must be planned for in the Framework.

3.1 The Current Position

Two main themes recur: the issue of quality in the existing centre, and the potential of the Southall Gas Works (SGW) site for new retail. The predominant focus is on retail – this is the main activity, and where most of the issues lie.

3.1.1 Current Policy

The London Plan stresses the need for town centres to play a wide role in terms of retail, leisure and other related uses. Through the Plan’s policy of ‘structured choice’, the supply of facilities should be concentrated within town centres and should enhance the quality and diversity of retail offer.

In the London Plan and the Ealing UDP, Southall is classified as a ‘Major Centre’ – positioned in the borough hierarchy below the ‘Metropolitan Centre’ (Ealing), and above the ‘District Centres’ (Acton, Greenford, Hanwell) and numerous ‘Neighbourhood Centres’. By recognising the distinctive role of each element of the hierarchy, the UDP seeks to maintain and where necessary improve the function, character, vitality and viability of the borough’s retail offer.

With specific reference to Southall, the Council aims to sustain the vitality of the existing retail centre whilst simultaneously broadening the range of facilities available. During this expansion of facilities, it is of critical importance that the scale remains appropriate to Southall’s position within the retail hierarchy as a ‘Major Centre’.

The UDP defines the boundary of the retail centre of Southall for policy purposes. As Figure 3.1 shows, this extends from the Uxbridge Road, down South Road, across UISBUBOEO,JOHTUPOJOUIFTFDPOEUJFS#FMPXBSFTNBMMFS also shows the Local Centres in Southall. These are:

- 64 106-114 Beaconsfield Road, Southall
- 65 2-22 Dudley Road, Southall
- 66 29-41 Hunt Road, Southall
- 69 60-70 North Road, Southall
- 70 141-155 Norwood Road, Southall
- 71 19-29 Tantelow Road, Southall
- 72 75-79 Western Road, Southall
- 72 96 Western Road, Southall
- 73 166-174 Western Road, Southall

Figure 3.1: Southall Town Centre UDP Boundary

3.1.2 The Town Centre Today

Southall town centre is currently divided into two parts. To the north of the station is the prime shopping area. This runs along Uxbridge Road (The Broadway) and south towards the station down South Road. The Broadway contains the majority of the Asian retailers, whilst to the East the High Street has a number of dilapidated frontages, the former Town Hall, the market and other commercial and civic uses. The shopping area south of the TUBUBOEO,JOHTUPOJOUIFTFDPOEUJFS to be more locally-focused in its services and catchment. The walk between the two takes approximately fifteen minutes, with Southall railway station half way. They are not really contiguous, as the railway and the intervening sites cause a break in the shopping frontage of over 400 metres.

Southall can be regarded as being in the third tier of London’s town centres – with the West End and Brent Cross at the top, and 10 metropolitan centres (including Hanwell and Greenford). The relative power of the centres is indicated by the floorspace figures: Ealing at 130,000m², Southall at 56,000m², and Hanwell at 19,000m². Southall, as the centre for a town of some 50,000 people, thus serves an immediate catchment comparable to that of a market town – though of course, as the map from the retail study shows, it has many more competitors nearby, which would suggest that its area of influence is much more tightly bounded.

Table 3.1: Southall’s Retail Floorspace Composition

<table>
<thead>
<tr>
<th>Retail Category</th>
<th>Number of Units</th>
<th>Percentage of total floorspace (%)</th>
<th>Ealing Town Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience</td>
<td>67</td>
<td>14.6</td>
<td>54</td>
</tr>
<tr>
<td>Comparison</td>
<td>172</td>
<td>37.6</td>
<td>236</td>
</tr>
<tr>
<td>Service</td>
<td>194</td>
<td>42.4</td>
<td>306</td>
</tr>
<tr>
<td>Vacant</td>
<td>25</td>
<td>5.5</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td>458</td>
<td>100.0</td>
<td>630</td>
</tr>
</tbody>
</table>

Total retail floorspace is 55,846m² (some 600,000 sq.ft.)

The existing retail offer is dominated by independent and BME retailers, selling both convenience and comparison goods. There is also a diverse range of specialist services on offer, such as foreign currency exchangers, travel agents and communication shops. The West London Retail Needs Study (2007) reported the following composition of Southall’s shopping.
3.1.3 Issues & Objectives

The issues which the Framework deals with in relation to retail and the town centre, and the objectives discussed in the process of evolving the Framework are:

- **Issue: Quality**
  - Objective: Improve the current conditions through environmental and streetscape improvements, as well as encouraging improvements to the 'private-realm' such as shopfronts, displays and signage.

- **Issue: Mixed use**
  - Objective: For retail to be part of the mix of uses at the Gas Works, creating a lively urban quarter which is more than just a dormitory suburb. SGW offers a more suitable location for retail, particularly food retail, than sites currently on offer in the existing centre.

- **Issue: Scale & Type of retailing**
  - Objective: That any new retail which is part of the SGW development should be of a type and scale that complements rather than competes with the existing centre and encourages linked trips. This has implications on Planning Policy – specifically the designation of Southall town centre and its place in the retail hierarchy. The Framework aims to resolve these potential inconsistencies.

- **Issue: Linkages**
  - Objective: Linkages between shopping and its hinterland, and between the different elements of the retail offer

- **Issue: Capturing development value**
  - Objective: Where appropriate, to use planning gain / Section 106 contributions to gain benefits and minimise impacts.

- **Issue: Parking**
  - Objective: To identify potential sites to increase the supply for off-street parking, in the shorter and longer term.

- **Issue: Role of Southall Green and King Street**
  - Objective: To consider the role and policy designation of the Green/King Street retail area in the context of the new retail on SGW, links between different parts of the town centre, and the different elements of the retail offer across Southall town Centre.

3.2 Planning for Change

3.2.1 Breadth of offer

As noted, ethnic-minority market shops represent a major asset to the retail offer of Southall town centre. But their over-representation within the retail mix is also identified as a limitation. With the exception of a few units in the northern half of the centre (such as Woolworths and Superdrug), there are no national multiples in Southall. The Retail Needs Study reports that 38% of those questioned expressed their desire for larger retailers. The introduction of more mainstream retailing would serve the needs of second and third generation ethnic-minority residents, as well as reducing the "leakage" of shoppers and spend to competing centres such as Ealing, Hounslow and Kingston.

**Proposal**

The town centre would benefit from the provision of more mainstream 'western' style retailing, complementing rather than competing with the existing retail offer; currently mainly focused around the Asian shopping niches. SGW offers the most appropriate location for this kind of retailing, freeing up previously unidentified development sites in the Town Centre for other uses.

3.2.2 Distinctiveness & Quality

Entertainment, fashion, jewellery are all part of the unique Southall offer, though traders have reported a decline in these sectors recently. Concern was consistently expressed at the Workshops that the existing Southall centre was at risk, through a steady decline in the quality of environment, retailing, range and distinctiveness. And compared informally with say Green Street (Newham) or Wembley High Road (Brent), it does appear to be (a) over-focussed on convenience goods especially imported food.

In addition, there are a number of issues concerning the street scene within Southall which are beginning to affect the retail offer and its competitiveness. These relate to the public realm such as street furniture, conflicts between users of the street, path and roadway maintenance; as well as issues more closely related with shopfronts, signage and marketing.

There are also issues regarding the role of the various parts of the existing town centre, especially along King Street, which although designated as part of the Town Centre, has the role and character that reflects a local centre.

The Framework recommends a more coordinated approach to such activities through a formalised approach to town centre
improvement, encompassing both capital works improving the street-scene as well as proactive schemes to improve the management of the retail area to enhance its identity, image and therefore competitiveness. Parking is dealt with at 3.2.6 below.

**Proposals:**

- Enhancement of the public realm: elements of the public realm should be of high quality and distinctiveness, incorporating high design standards to add to Southall's retail offer. This should include paving materials, decoration, street furniture and lighting, the branding and design of which could represent the area's identity and multiculturalism. The Streetscape and Liveability Guide (2004) provides some initial context and guidance towards this.

- Working on quality: the Borough and Heathrow City Partnership need to consider how they can work with property developers and property-owners to reverse the trend towards smaller, lower-value trading, hold on to the best retailers who do still attract customers from further afield, and improve both the content and appearance of the shopping.

- Management and Delivery of higher quality: a partnership approach needs to be taken towards the management and maintenance of the town centre and the public realm. This could involve the Local Authority, Southall Traders, the Heathrow City Partnership and other key stakeholders. There are various options for taking this partnership forward: the establishment of a town-centre forum bringing together key stakeholders to improve town centre management regimes, develop programmes of improvement and marketing roles to improve and promote Southall's image and market presence; and/or establishing a Business Improvement District in Southall, which is an option that would extend the representation of many of the businesses that have through existing groups - a levy on business rates would provide the group with a dedicated budget to implement projects and solve current issues. These activities could be dovetailed with the appetite that exists to develop Southall as an Asian Gateway.

- King Street / The Green Consider re-designation as a Neighbourhood Centre rather than part of the Town Centre, along with implementing some of the same approaches towards town centre improvements as elsewhere, as a minor element of any partnership's remit. In particular, they could be better linked to the station and South Road shopping/ services by public realm improvements and, in the longer term, removal of general traffic from the railway bridge.

**3.2.3 Mixed Use on the SGW site**

The SGW site, at 30 hectares, is by far the biggest opportunity in Southall. It will of course be a very important housing location, but it also offers the potential to make a more varied and active contribution to the life of Southall. Retailing is clearly one of the elements that could add to this range and it forms an important part of the evolving developer proposals for the site. While the need for a wider range of uses is acknowledged, the Gas Works site presents significant challenges in providing such development. These challenges include railway noise and land contamination and other issues, but in particular the issue of accessibility. The area with most development potential lies away from the most accessible area at the eastern end. This is reflected in the fact that existing town centre designation excludes the entirety of the Gas Works site. While this difficulty can be mitigated somewhat by increasing public transport accessibility to the site, and by maximising access on foot from nearby neighbourhoods, the extent and type of retail at the SGW site will inevitably be a matter of balance between competing objectives:

- Supermarket retailing at Southall Gasworks, serving the site itself and adjacent residential areas, would be unlikely to compete with, and could even strengthen the existing food retailing in Southall centre, which currently leans very much towards ethnic, imported foods. Its competitors are outside the town itself, and not particularly well located for local residents. In addition, the SGW site, subject to accessibility improvements, offers a more suitable, sustainable location for retail expansion than the sites currently identified for retail in the existing centre.

- Comparison shopping can be justified by reference to the nature of Southall being very different - as explained in 3.2.1 above, the breadth of conventional retailing needs expanding, whilst continuing to support the centre's wider, arguably international catchment. Also, the methodology used by the RNS does not take into account fully the specialist nature of comparison shopping in Southall, with it being focused on ethnic goods, with only a small proportion falling into standard comparison goods shopping.

- Variety and size can be achieved on the site by more than just conventional retailing. The range of additional uses which could be part of the Gas Works could include leisure uses, canal related uses, a hotel, Asian trade centre, banqueting, small business or office units, faith and community centres. There is potential within the Gas Works for uses demanding larger floor areas, such as entertainment and mainstream retailing, but the availability of land must be weighed against the accessibility objective for the town centre as a whole.

**Proposals:**

- The potential for new sectors should be explored, whether for the SGW site or elsewhere in Southall; for example this could include conferencing, banqueting, and the arts and media sectors.

- A certain flexibility of approach should be taken to permitting uses on the SGW site, in terms of form, scale, content, use and phasing; to allow the development to evolve and respond to changes in market conditions and so that policy constraints or inflexibility of planning do not threaten the viability or delivery of the development of what is undoubtedly a difficult and constrained site.

**3.2.4 Retail Potential on SGW**

What sort of retailing should be envisaged on the SGW site?

Scale: in terms of scale of retail development, the RNS suggests that Southall's quantitative need for significant amounts of new floorspace is quite limited once the proposed scheme (assumed by the RNS as being 15,000 m2 gross of retail) is taken into account. Projecting existing market share, it calculates a "retail capacity" – i.e. new floorspace required to handle any new spending power – as only about 1,700 m2 of comparison shopping and an over supply of between 900-2,900 m2 of convenience shopping over the next decade taking into account existing commitments such as SGW. The RNS also raises qualitative concerns on the impact that this new retail would have on the existing town centre. The new retail is therefore encouraged to respond to the need for a more mainstream retail offer suitable for second and third generation residents, whilst retaining the unique ethnic offer in the existing town centre. So the case for retail expansion is a qualitative and special one, not primarily a quantitative one. Apart from purely local provision, as the scale of retail and other non-residential provision increases, the more it would run into these sorts of problems:

- Traffic: large-scale shopping or other uses would attract shoppers from a wide catchment, which cannot easily be served by public transport and which therefore would attract shoppers by car, creating additional traffic problems on a very congested road network (both east and west of the site);

- Policy: new major out-of-centre shopping is clearly counter to both the London Plan and Ealing planning policy for retail and town centres, and the "special case" argument could not possibly be extended beyond a certain point;

- Commercial: although some clawback of the current "leakage" of spending is possible, higher-end comparison goods spending will continue to go to other centres: that is how London shopping works. With limited access potential and a lot of competition, the site is not actually ideal for such a development anyway.

The retailing should therefore concentrate on serving the Southall market, adding to the range of offer in a controlled way.

Type: as for the type of retail content, and within an overall aim of adding mainstream retailing but remaining within the scale appropriate to Southall's position as a 'Major Centre', we note that Unbridge (the next closest 'Major Centre') contains Debenhams, M&S and BHS. Central Uxbridge is of course rather better connected by all modes than the SGW site's shopping would be, so it is not a straight comparison. But it does suggest, as well as a medium-sized food store, the site can offer modern mid-range retail units to attract "high street" operators, and including perhaps one larger unit as the anchor.

Relationship with site potential in the existing centre: the Framework also considers the interaction of SGW with the existing centre's potential development sites – in terms of the prospect for increasing range and quality. There are undoubtedly promising sites, and groups of sites. But they have been of little interest to the conventional development market, despite being allocated in Ealing's UDP many years now. The judgement is that they can and should be brought forward (see 3.2.7 below), but that they do not offer the same medium-term potential of attracting modern retailing that SGW concept does.

**Proposals:**

Retail expansion on the SGW site should be encouraged, but the scale must reflect the danger of over-provision in a centre where analysis has identified the risks associated with additional retail and so it should therefore be capped at a level which (a) is judged to be capable of being handled by the transport system, (b) is acceptable within a "special case" variant of existing policy concerning its location, and (c) adds no more than about 30% to the existing floorspace in Southall centre. The "cap" should be an additional 15,000 m2 (gross) maximum, of which approximately 5,000 m2 would be a food store. Note that this assessment is based on currently available data within both the RNS and the current proposals for the SGW. It will be for the Borough, TfL and GLA to decide on specific proposals on the basis of further appraisal in due course.

- The units should be modern high street units predominantly in the range 90m2 to 200m2, to provide a good but not excessive range of shopping in a normal
3.2.5 Linkages: connecting SGW retailing to the existing centre and its walk-in catchment

In design terms retail centres generally work under the following conditions:

- When there is the footfall created by the retail and other services generated by through-movement;
- There is legibility – people can find the shops, such as on high streets – related to a large walk-in catchment population;
- Or where they are a separate destination serving a more dispersed catchment, predominantly car-borne trade; not a policy objective here.

There is therefore an urban design response required in order to achieve the first two conditions to create a credible centre for Southall, incorporating both the new and existing retail.

Shopping linkages

Looking first at the issue of linking the shopping areas: as shown in Figure 3.1, the current shape of the designated centre is that of a loose T-shape, stretching along the Broadway and down South Road, into Southall Green. The actual retail frontline is clearly split between The Broadway and The Green – a good fifteen minute walk. The Broadway acts as the focus for the Asian retailing whereas the Green acts much more as a local centre for its walk-in catchment – the two areas do different jobs. New retail development on the Gas Works site effectively creates a third node, and this is a feature that we believe will continue.

The consultant team and the Workshops considered the possibility of physically linking the existing and new retail areas with new development, but this was judged not to be feasible in the short to medium term. The links will depend on attractive routes on foot, on signage, and on people's willingness to make linked trips.

Catchment linkages

Turning to the issue of linking the shopping to its hinterland:

- The existing Broadway/South Road centre is embedded in its walk in catchment in the historic way, and it has good if slow bus connections into it; carborne shoppers must struggle with access and parking constraints;
- King Street / The Green is almost entirely reliant on its walk-in trade;
- A third group of shops on the SGW site can serve the residential hinterland to the north (Beaconsfield Road area) and south (Featherstone Road area), and its own residents; it can be linked by bus to some of the rest of the catchment; and it will also draw carborne trade from the rest of Southall. That balance will be crucial to its acceptability, and the design of the links to South Road still presents a considerable design challenge.

Proposals

- To link the new retail to the north of the Gas Works site. This means providing direct access from the new retail into the existing residential area to the north.
- Linking the Gas Works to the residential areas south of the railway line. This requires upgrading of the two underpasses.
- Providing a workable solution to the eastern access, connecting the new retail to South Road to work for all modes of transit.

The quality of this connection must be good enough to encourage shared trips between the retail nodes.

3.2.6 Parking

As in all London centres, the issue of parking is both difficult and contentious. Parking problems may be acting as a constraint on the performance of Southall's retail centre, whilst sustainability and policy objectives generally point towards encouraging other forms of transport than the car. The general issue is one of demand for both parking and loading for the retail along the Broadway, due to its niche offer having a much wider walk-in catchment. Although public transport is good, the parking supply is too small to serve more than a small proportion of trade – 65% of respondents to the Retail Needs Survey stated that they have problems finding a parking space in Southall, with 37% of all shoppers travelling by car (compared to 12% for Eding and 19% for Acton). There is only one large off street car park (providing 270 spaces), and on-street parking is limited. Parking restrictions on nearby residential streets rule them out for use in serving the town centre. This lack of parking, together with congestion, is seen by stakeholders as being to bite on trade, so that business, especially for the specialist Asian retailers, is being lost to other competing centres such as Wembley.

The Framework therefore attempts to provide possible solutions to parking issues through an identification of sites for shared parking which could provide a solution through increasing the supply of parking. Management is also an issue, particularly in relation to the provision of suitable spaces for disabled and movement-impaired; these measures must go alongside softer transport measures such as Travel Management and Travel Plans which can lead to reductions or alternatives to contribute to relieving parking problems and providing viable alternatives.

The Southall Gasworks site is too remote to provide parking for the Broadway retail activity, being mostly beyond a 800 metre (10 minute) walk (see figure Figure 8.1).

Proposals

The parking strategy advocated in the Framework is therefore one combining:

- New parking on the Gasworks site to serve the new retail and other uses, arranged and managed to allow shared use and hence to limit the number of spaces required; plus
- The identification of sites for shared parking within easy reach of the Broadway and South Road which could be developed as public short-term car parking sites.

These measures to ease current shortages should be combined with a more co-ordinated programme for travel and parking management and travel planning with current and future businesses, shops and homes, in order to promote other forms of travel to Southall.

3.2.7 Potential Development Opportunities

SGW is by no means the only site with potential for retail or similar development – though it is the one with the most immediate interest and proposals. Several other sites within the existing UDP "Town Centre" designation are already identified as having potential to fulfil retail expansion and other purposes. As noted, few have come forward for development. Others currently not identified in this way could also be brought into play. New elements which could impact more dynamics include the commitment to Crossrail serving the station, progress on the Gas Works site (generating more spending power), and potential restructuring of the road system as proposed in the transport chapter. If this can be combined with proposals for site assembly which might create better opportunities, the logjam may start to loosen.

However, the RNS indicated a limited capacity for retail within Southall over and above that proposed for Gas Works. In this case, such sites may be suitable for uses which could provide residential above ground floor, encourage improvements to the public realm but do not add to the amount of retail.

The Framework study has reviewed the central area sites and identified considerable opportunity for development within the town centre. See Figure 8.2.

There are a number of potential options for the use and development of these sites.

- Retail development: one "gap" between the current generally small-scale Asian retailing and the more "Western" concept for the SGW site is more modern / upmarket shopping aimed at a sophisticated Asian-origin market, linking in with Southall increasing its role as an Asian Gateway, capitalising on both its ethnic role and proximity to Heathrow. This may be especially appropriate where the development sites are larger than the current units, more suitable for this kind of retail development. Proposals for SGW's eastern access, and for major road/transport improvements over the railway (see section 4.2.2) may provide these kinds of opportunities, and also have the advantage of extending the current retail frontage down from the Broadway nearer to the station and the SGW retail, making the town centre function better as a integrated, coherent whole.

- Development sites may allow the creation of residential units on upper floors adding to the vitality of the town centre and increasing the mix of uses. Residential uses may also be more suitable than retail uses on ground floors, given concerns over retail capacity.

- There may be opportunities to provide additional dedicated town centre car parking, a lack of which has been identified.

- There may be opportunities to introduce new or replacement community facilities in the town centre; putting them in a location providing an accessible location, near to other facilities and public transport routes, also adding to the town centre.

- The creation of these new development sites can be combined with a review of existing identified development sites, especially those within the Southall Green area. Should this area be re-designated as a Neighbourhood Centre (as discussed in 3.2.8) less intensive, alternative uses should be sought for these sites rather than retail. This could release some capacity for town centre uses around the station and provide the opportunity to reinforce the neighbourhood character of Southall Green.
Proposals
Mixed use opportunities including retail, residential and community facilities on identified town centre sites:
- Featherstone Road Industrial Estate
- Methodist Church/Post Office site
- Sites in proximity to Southall Station Area

3.2.8 Planning Policy Implications

New retail on the Gas Works site, designed to be accessible to its walk-in catchment and complementary to the existing town centre, has obvious implications on planning policy. This is partly in relation to the “special case” argument for significantly more comparison retailing (sections 3.2.1 and 3.2.4 above); and more specifically for the definition of Southall town centre in the LDF, which is currently being prepared.

There are a number of broad approaches that could be taken to deal with this issue:

1. Extend the town centre boundary to include the new retail in SGW and improve links with the current centre
2. Extending the town centre boundary to include SGW, and de-designating some of the current town centre
3. New much wider, less specific town centre designation covering the existing centre as well as parts of the Gas Works site including housing areas as well as retail.

Re-designation of the area around Southall Green may be the most suitable option, with it becoming a Neighbourhood Centre rather than included in the wider Southall Major Centre. This may better suit the current function and character and in conjunction with a western expansion of the major centre retain the credibility of the major centre boundary.

Option 3 is also not seen as being viable in policy terms. An extended town centre would cover a large geographical area, out of scale with its function, and town centre policies would cover areas that are more suited to residential, open space and employment policy designations.

Proposal:
The preferred option is therefore Option 2, to extend the town centre boundary to include the new retail, subject to improving the links and accessibility with the existing town centre and its catchment, whilst re-designating Southall Green as a Neighbourhood Centre.
4.1 The Current Position

Making the transport network in Southall work better is key to making future development viable, both on the SGW site and elsewhere. It is also an important part of the strategy to improve current conditions by reducing congestion, improving connections, and increasing the reliability of traffic and public transport movements. This goes beyond basic transport planning, and suggests a new way forward, linking new development to improvements in accessibility.

4.1.1 Current Policy

Many of the choices facing the future of land uses and possible development opportunities in Southall are tied up with the relationship between land use and transport, especially in the context of current planning policy expressed through the London Plan. It is therefore worthwhile reiterating the main thrust of these policy documents, as they provide some of the planning context for the choices and proposals that follow.

The London Plan Section 3c of The London Plan (2004), entitled ‘Connecting London’, provides the policy basis for transport planning in London. Centred on Objective 5 of the Plan – ‘Improving London’s accessibility – the Mayor aims to take an integrated approach to transport provision and development’ in order to achieve the vision of an ‘exemplary, sustainable, world city’ (section 3.190).

The focal point of the plan is the creation of a transport system that reduces the need to travel by car (Policy 3C.1) through the improvements of conditions for walking (3C.21) and cycling (3C.22). The West London Sub-Regional Development Framework (2006) builds on the strategy of the London Plan whilst providing a more localised context. The framework aims to improve accessibility to, from and within the sub-region, as well as providing the strategic public transport capacity to meet the forecast growth.

The London Plan also places significance on Opportunity Areas, with regard to transport this entails ‘public transport, walking and cycling capacity and accessibility where it is needed, for areas of greatest demand and areas designated for development and regeneration’ (3C.1). The plan emphasises that any development or intensification of Opportunity Areas must be supported by upgraded public transport. In addition, within the London Plan, Southall is designated as a Regeneration Area (2.A.7), due to concentrations of deprivation within the area. The plan states that “a combination of new transport links to these areas, employment and training programmes, and capacity-building initiatives is needed to ensure that development within and beyond the sub-region benefits and assists in regenerating local communities.”

Such an approach is reiterated in The West London Sub-Regional Development Framework where Southall is identified as one of five areas for substantial growth in West London. The Framework states that “a core principle in allocating growth will be to optimise the relationship between the intensity of development and the existing and potential capacity of the public transport system” (Para. 1.18). Both the London Plan and the Sub-Regional Framework underlines the importance of planning transport and Opportunity Areas in a coordinated fashion, in order to ensure major growth areas are accessible and interlinked. Specific figures are not provided below Borough-level for homes or jobs, though the Sub Regional Development Framework projects a requirement for West London to create 86,000 jobs (though this may be revised downwards to 53,000) between 2001 and 2016, whilst providing 19,400 additional homes between 1997-2016. Southall, as a central node on the Heathrow-Paddington Growth Corridor, is expected to be pivotal in this growth.

Southall is designated as a having a Major Town Centre role (2.A.8) within the West London Town Centre Network. The Sub-Regional Framework states that it has a “specialist role with strong multicultural dimension” and that the regeneration of the centre should be “supported through qualitative improvements to the environment and mix of town centre uses including housing to complement existing retail offer”.

Also, Southall is to benefit from a station of the planned Crossrail 1 line (S.F.1), which is to run from Heathrow in the west right across the capital into Essex and Kent in the east. This will provide substantially increase transport capacity for workers to access employment opportunities in the Central Activities Zone and east London and generally improve access for many locations in west London.

Southall is also designated as an Opportunity Area in The London Plan, which positions the town centre as a location for new and expanding businesses and local employment opportunities.

The Mayor’s Transport Strategy

Alongside the London Plan is the Mayor’s Transport Strategy. It sets out key priorities in order for transport to meet the needs of London’s growing population and economic activity in a sustainable manner. These priorities include amongst others, reducing traffic congestion; investment in bus, tube and national rail services; and increasing the overall capacity and quality of London’s transport system.

There is also a focus on integrating the various initiatives – both transport and non-transport focused – in order to provide a more coherent transport strategy.

Ealing Council Unitary Development Plan

The UDP for Ealing sets out the context for integrated transport and land use planning. Strategic Policy 1.9 aims to “provide sustainable access from homes to jobs, shops and services and from business to business, by integrating land use and transport planning, restraining car traffic, promoting improved public transport and facilities for pedestrians and cyclists and making freight distribution more sustainable”.

The UDP aims to integrate land use and transport planning in order to reduce road traffic, through increasing the intensity of development and mixed uses at the most accessible locations, promoting sustainable transport choices, reducing reliance on the car and facilitating neighbourhoods where people can easily access employment and local services i.e. shops, leisure and health facilities (Policy 9.1, 9.2).

Parking policy is to be used, where feasible, to restrain the use of cars, whether in new development or by on-street parking controls. In addition, public transport improvements are planned to enable public transport to compete more effectively with the private car, including the Crossrail and the West London Tram schemes (Policy 9.3). Such improvements may facilitate local regeneration and contribute to broader development corridor proposals in the London Plan.

Walking and cycling are to be vigorously promoted, especially for shorter distances as the healthiest and most environmentally-friendly way to travel. This will be achieved through such measures the creation of safe, attractive, footpaths and cycle routes, ensuring effective links within the development and to local facilities i.e. schools and leisure facilities (Policies 9.5 and 9.6). Also, more road space should be given to pedestrians, cyclists and public transport in town centres, neighbourhoods and mixed use areas.

An air quality strategy shall be pursued in order to support less polluting forms of transport and take into account development along major roads as well as introducing home zones and other traffic calming measures. The issues of shared surfaces and segregation between traffic and pedestrians shall also be considered.

The London Plan aims to facilitate a shift in freight distribution from road to rail and water and as such, Ealing Council will resist development proposals which are likely to generate high levels of road freight or business traffic, where the environmental costs of such traffic outweigh the benefits of employment generation. (Policy 9.10).
The Ealing Economic Development Strategy
The Ealing Economic Development Strategy (2006) also emphasises the role of transport in Ealing's regeneration, explaining that the area's principal opportunity is the Heathrow Paddington Sustainable Growth Corridor (Section 4.1.1). The corridor is a transport-dependent economic growth passage that, through the construction of a new Crossrail link, will provide Southall with fast, frequent, high-capacity rail connections to Central London, Heathrow, and other key economic drivers of London. If Southall fully captures the value of the new physical and economic links, the potential for growth is considerable.

The Local Implementation Plan
In order to ensure that each borough is complying with The London Plan and the Mayor's Transport Strategy, the GLA requires a statutory document - the Local Implementation Plan (LIP) - to be submitted for the Mayor's approval. Whilst addressing all the Mayor's key priorities, the LIP also pays particular focus to issues that are most relevant locally. Such issues are set out in the Borough's UDP, whose transport objectives are:

“To provide sustainable access from homes to jobs, shops and services, and from business to business, by integrating land use and transport planning, restraining car traffic, promoting improved public transport and facilities for pedestrians and cyclists and making freight distribution more sustainable. In addition the council will have regard to the impacts of international air travel from Heathrow airport, in respect of surface access, business and employment, environmental impacts and sustainability in general” (Chapter 9)

The LIP illustrates the action necessary to address the objectives of the various planning documents. Ealing's LIP places particular emphasis on the following issues:

- Rail Strategy (Section 8)
  - Station access is an integral part of encouraging people to travel by rail and the Council has a programme for the period of the LIP to improve station walking and cycling access routes, for which it is seeking TfL funding.
  - Emphasis on provision for cycles, to make train service an integrated part of public transport.
  - The Council welcomes TfL's financial commitment to station security measures.

- Walking, Cycling (Sections 10, 12)
  - The Council's new Streetscape Design Guide will lead directly to an enhanced pedestrian environment in town centres.
  - Station access, safer routes to school and bus stop accessibility programmes will all contribute positively to improving the walking environment, including personal safety and security.
  - A particular problem is the need to provide pedestrian phases at some of the busiest signalised junctions in the borough. This has implications for traffic flow which have to be designed for in an integrated way.

In addition, Transport for London is pursuing overall improvements to bus services in London, including frequency and route enhancements as well as better reliability through bus priority and other measures.

4.1.2 Southall's Transport today

Transport choices for Southall relate partly to the accessibility of the town centre, and partly to the impact of transport activity (rail, road traffic, parking) on the quality of the environment of the town centre and its environs. They can be summarised as:

- Access to and from the town centre
  - Gaps in the network of bus routes serving the town centre;
  - Overcrowded bus services at peak times, especially on Uxbridge Road and Broadway;
  - Excess bus passenger waiting times due in large part to delays to buses caused by traffic congestion;
  - Poor quality interchange facilities between buses and between bus and rail at Southall station;

- Unreliable journey times and delays to private motorised traffic (including delivery and freight vehicles) due to excess demand over capacity, and intensity of street activity in Southall town centre streets;
- Difficulty of parking and servicing in the town centre.

Impact of transport activity on the town centre:
- Overcrowded footways, especially on Uxbridge Road west of junction with South Road;
- Difficult walking conditions elsewhere in the town centre, especially at junctions and crossing at other locations;
- Noise pollution from both road and rail traffic, especially on Uxbridge Road, Broadway, South Road, High Street, and alongside the railway main line;
- Air pollution, especially along the main streets (above);
- Dangers from road traffic especially along the main routes and also residential roads used to access commercial sites;
- Difficulties of on-street parking and servicing for Southall residents, businesses (and their trade) and institutions due to intensity of demand in relation to space available.
4.1.3 Issues & Objectives

Four main groups of issues are the subject of discussion and proposals in the Framework. They are, in summary:

- Issue: the high accessibility core of the centre, essentially along South Road from The Broadway to the station, and the station area itself (4.2.1 below);
- Issue: access to the SGW site and the implications for development intensity (4.2.2 – 4.2.6 below);
- Issue: public transport improvement (4.2.7 below);
- Recommendations on three other issues: the Gateway Link Road concept, Glade Lane area, and industrial access in the western industrial area (4.2.8 - 4.2.10 below).

A number of working objectives have been identified through the workshops and consultation process. These objectives aim to achieve a better resolution of the issues identified above. Specifically they include:

- New developments, including at SGW, should not make the problems of access and transport impacts disproportionately worse (i.e. rates of traffic and parking generation at new developments should not be higher than the rates at existing developments in central Southall);
- Public transport should be improved sufficiently to deliver mode shift away from the car, as a means of reducing transport impacts and delays, including a more comprehensive route network and service upgrades;
- Rail service improvements (including Crossrail, and the associated improved accessibility of the Southall station area), should be fully exploited through greater intensity of development;
- New developments (including at SGW) should match the pattern of public transport accessibility in the respective areas. Intensive development requiring in-bound accessibility should be located where PTAL levels are 4 or better.
4.2 Planning for Change

Matching land use and density with the pattern of accessibility by public transport is thus the key principle that should govern development in the Southall area, and which underlies the suggested approach in this document. This is called for, and fully supported by, policies on land use and transport at London, sub-regional and Borough levels.

4.2.1 The core of the town centre

Town centre activity is characterised by the "destination" function, where non-residential activities attract large numbers of people, requiring good "inbound accessibility" by public transport as well as a substantial walk-in catchment population.

Currently the PTAL measurement places the Broadway/South Road junction as the most accessible area in Southall, with Southall station the second most accessible location. Strengthening Southall as a major centre therefore requires development to be focused at these accessible locations (within, say, 800 metres of them).

The Southall station area presents a special opportunity to reinforce the town centre. Already a location with good public transport accessibility, this will be even more the case as rail services are improved, to Paddington and Heathrow, and especially when Crossrail services are introduced giving direct and speedy access to the West End, the City and Canary Wharf. The accessibility will be enhanced further if bus routes and services are improved and interchange with rail services is made easier and more direct. The proposals for the station area development are devised with these objectives in mind.

The station area also has the potential to provide a focus or "anchor" for Southall town centre, providing a counterpoint to The Broadway and South Road focus. By intensifying activity and improving the environment in the vicinity of the station, the perceived separation of the retail areas will be diminished. This concept will be best realised in the longer term if development opportunities within 800 metres (10 minute walk) of the station bus-rail interchange are targeted at uses that can make best use of the local and sub-regional accessibility, i.e. uses that require good in-bound accessibility. Within this scope the following uses would be appropriate

- Prepare a station area design framework and plan (see below);
- High density residential (apartments), especially on sites shielded from railway noise, will make use of commuting opportunities by rail;
- Person-attracting (destination) land uses, such as offices, services, shopping, entertainment, will make use of the high in-bound accessibility. High densities will be appropriate to the scale of physical infrastructure envisaged for the station area.

A new bridge for Southall centre

The development opportunities in the station area will require remodelling of its physical infrastructure, and options for the interim period and longer term are shown on the accompanying drawings (see Figure 8.3). The basic concept is to provide a new road bridge over the railway to the east of the station, to align with Merrick Road. This will release the existing bridge for use as a bus-only route and interchange, together with a better quality environment for pedestrians and cyclists. (Licensed taxes would also use this link.) The realignment of the north-south route will disadvantage vehicle traffic between King Street and South Road, but will provide a relative advantage for buses, pedestrians, cyclists and taxis. The much improved pedestrian environment will reduce the perceived gap between South Road and King Street areas, which can be further patched with retail and other frontage uses. At present Merrick Road is relatively under-used, given its capacity, while South Road is inadequate to cater for the volume of existing and future movements, and has an unsatisfactory junction with The Green. The new bridge will encourage a proportion of north-south traffic to use Merrick Road rather than The Green and King Street. This will provide some relief for the intensive activities along the relieved route.

Proposals

- Transformation of South Road bridge as bus-taxi only area with rail interchange facilities and high quality pedestrian environment;
- High density three-dimensional development integrated with Southall station, South road bridges, and the proposed new road bridge;
- Feathertone Road Industrial Estate

The area to the southwest of Southall station has potential for greatly increased intensity of use, and proximity to high intensity public transport means that it could also support destination activities requiring good inbound accessibility. Railway noise suggests that such non-residential uses should be located adjacent to the railway to form a noise shield, but high-density residential development could also be supported behind this.

Southall Gas W-orks development

The development has the potential to have a large impact on travel and traffic conditions in Southall. It is therefore important that such a large scheme be designed and managed in a way that promotes and supports travel on foot, by bicycle, and on public transport, and which minimises the need to use private motorised transport. All levels of policy advocate this approach. The Transport Assessment for this major development will need to include measures to achieve the overall objectives, prior to the specification of "residual" vehicle movements and mitigation measures.

These measures should be incorporated in residential and commercial use Travel Plans as part of the 1106 planning agreements. There is scope for innovative measures to maximise environmental quality and minimise traffic generation and parking. LB Ealing should expect the package of measures to include, for example, the provision of a Car Club (as at other sites in Ealing such as Grand Union Village) and corresponding (low) levels of residual parking; provision of communal parking rather than individually allocated parking; infrastructure and financial support for a specified range of bus routes and services; cycle parking and routes, and inducements to residents and other occupiers for use of public transport and the Car Club. Parking management will also be important, for example to deter all-day commuter parking, and to avoid indiscriminate on-street parking.

Proposals

- Sustainable transport proposals as an integral part of the Southall Gasworks site development, including planning conditions and 1106 agreements and contributions to deliver measures on and off site;
- Such measures to include infrastructure within the site, bus route provision, enhancement and pump priming, and connections for pedestrians and cyclists;
- Travel Plans for both residential and commercial components including individualised Travel Planning and Car Club provision.

4.2.2 The Southall Gas Works site: access and connections to the existing centre

Because of its off centre location (compared with the high accessibility core), SGW’s non-residential (shopping, offices, services) element is bound to create a significant number of inward journeys: even if “capped” as suggested in the preceding chapter, the nature and volume of its trade will be larger than can be supported by the walk in catchment and public transport alone. This can be mitigated to the extent that public transport within SGW can be improved. The provision of new or diverted bus routes through SGW will increase the inbound accessibility, and the inbound accessibility will be dependent on the number of routes, their quality, and the directions served. Bus access from only the southwest (Pump Lane, Hayes direction) and the east (South Road, central Southall) will only provide limited inbound accessibility; additional access from the north west (towards Uxbridge Road) would improve the situation. The specific provision and the resulting accessibility level should be assessed to provide a key criterion for assessing the land use development proposals at SGW. Working Paper 4 (Savell Bird
Transport

Proposals

It is suggested that development of the eastern access should be phased as follows (see also Section 8.3). Note that these "access phases" are not necessarily the same as eventual development phasing on the SGW site itself:

- **Access Phase 1:** Early stage of SGW development to be accessed via Beaconsfield Road and existing streets to the north of SGW;
- **Access Phase 2:** Construction of a link to the South Road bridge from SGW, as an alternative route to Beaconsfield road, and to incorporate bus access to SGW;
- **Access Phase 3:** In the longer term to provide a wholly new route between SGW and South Road, connecting at a cross-roads with the proposed new bridge access to the east of the station. This third phase is seen as crucial for the integration of SGW with Southall town centre.

4.2.4 Western access

The western access, though not without its own complexities, is the least contentious of the possible ways of opening up this constrained site. The developers’ concept is broadly acceptable to the consultant team and the Borough; L.B. Hillingdon are of course also important stakeholders. This link will be for pedestrians and cyclists as well as vehicles. This access will provide one of the three possible routes into the site for public transport.

Proposal

- **Support the proposed connection from the SGW site to the Hayes By-pass (A412) via a new bridge over the Grand Union canal and Yeading Brook at the southwest tip of the site.**

4.2.5 North Western access

Access to the SGW site from the northwest (the Uxbridge Road/Hayes area in the borough of Hillingdon) is proposed in the developers’ master plan (October 2007) as being for pedestrians only. A possible second pedestrian link to Minet Country Park is also indicated, aligned with the Dudley Road railway underpass.

As currently proposed the northwest connection, for pedestrians only (with, presumably, cyclists allowed) does not add to the possibilities for public transport access both to the SGW area and to the station area. We note, for example, that the absence of direct bus connections to the station area and South Road from the northwest direction was highlighted in the workshops and public consultations. This could in theory be achieved by a new link serving the areas on either side of Yeading Brook (including the site formerly allocated as a depot for the West London Tram, now potentially a new development site, albeit in LB Hillingdon), bridge clearance over the Grand Union Canal would require careful design of the north-western corner of the SGW site.

Such a link would undoubtedly add to scheme cost. It has not been within the remit of this study to assess whether that extra cost could be justified in terms of the opportunity to open up a new bus link from the Hayes/Uxbridge Road direction, serving the substantial employment area north of Minet Country Park, the destination activities within SGW itself and increasing inbound accessibility from more directions than just southwest and east. Such an assessment would need to be taken forward with both LB Hillingdon and Transport for London.

Proposals

- **Provide direct access between SGW site and Beaconsfield Road to create permeability between existing and new development, with at least two accesses being for vehicular traffic and all accesses being suitably designed for pedestrian and cycle access;**
- **Enhance existing subways under the railway to the residential and commercial areas south of SGW to meet appropriate standards of safety and quality for pedestrian and cycle access.**

4.2.7 Public Transport upgrades

The transport workshop identified two important public transport issues:

1. The station area, and the South Road/King Street parts of the town centre lack direct bus connections to western parts of Southall; and
2. Good bus services are required through the SGW site to raise the PTAL level and thus to support the mixed use development.

Initial suggestions by Transport for London (TfL) for bus services through the SGW development addressed the second of these issues, but not the first. Later versions of the concept masterplan for SGW have shown the northwest access as pedestrian and cycle only, but the potential remains for a direct bus route between Southall station and areas to the west of Southall in the London Borough of Hillingdon, thus filling a gap in the current route network. This would also provide a more comprehensive range of directions serving the SGW site itself, which is important for raising the level of inbound accessibility.

The bus service and accessibility issues will need to be refined prior to finalisation of the SGW scheme to take full account of the proposals in this Framework. This should include routes through SGW and the associated infrastructure within the development as well as identification of bus priority and other measures external to the development.
to the site that are needed to enhance public transport capacity and quality in the wider Southall area. This will be important in determining appropriate s106 contributions and planning conditions related to on-site infrastructure, both as SGW and developments elsewhere in Southall, such as those recommended in this Framework.

Proposals
- Plug missing link(s) in the bus network, especially between west Southall and Southall station area;
- Create new and diverted bus routes to create links between major developments to the east and west (SGW) of Southall station;
- Use new and diverted bus routes to maximise the inbound accessibility of SGW, as well as providing for the outbound accessibility required by SGW site residents;
- Create a bus-only South Road bridge in the longer term to improve the quality of bus-rail interchange, and to improve access on foot to and from Southall station.

4.2.8 Gateway Link Road Concept

A pre-existing proposal was for a link road to serve as a by-pass for Uxbridge Road, and the Broadway (coming off the A312 Hayes Bypass, through the Gas Works site, with various options for connecting back into the road network east of South Road/Merrick Road). This is inappropriate for the vision of future Southall. A road which has as its prime objective the movement of through vehicular traffic would encourage such movement, would reduce development opportunities, would counter efforts to secure a reduction in travel by car, and would increase the area affected by adverse traffic impacts of noise, pollution, danger and visual intrusion. This report is therefore based on the assumption that this link road will not be built. However, it is the scale and design purpose that is the main problem, and removal of the Link Road proposal does not undermine the case for "in scale" new roads designed to open up sites for development, or to improve the operation of the traffic system in line with priorities for bus services, pedestrians and cyclists.

Proposal
- Drop the Gateway Link Road proposal.

4.2.9 Glade Lane

The Glade Lane area is beyond the station area catchment and is relatively isolated from high density public transport routes. It is thus not suited to development that attracts large numbers of people. It is, however, capable of supporting medium density housing and low employment density commercial uses. The recommended direction of change is to consolidate and improve the existing housing, and transfer some existing open space to employment and housing. The new employment would be primarily for relocation of existing employment from sites that are close to the Southall station area that are suited to high intensity development. The land reallocation should include provision of higher quality open space that is better related to the housing areas. This discussion is taken forward into the set of proposals contained in Chapter 8.

Proposals
- Land use reallocation to better match the pattern of existing and potential public transport accessibility;
- Use the development potential of the Glade Lane to Merrick Road area to create through bus links serving SGW and Southall station;
- Enhance the quality and directness of walk and cycle routes to the area to reduce its isolation.

4.2.10 Industrial Traffic Movement

Logistics, warehousing and waste management are key economic functions of Southall and its adjoining areas, which are accompanied by the movement of industrial traffic. Areas of specific conflict between these and other forms of traffic should be addressed, as well as investigating longer term, more sustainable forms of movement of goods and freight.

The International Trading Estate area currently generates considerable commercial traffic (including HGVs) through residential streets in the south west corner of the Borough. A proposed new link road will enable this industrial area to be linked via Hayes Road to the A312 Hayes by-pass, providing the opportunity to reduce the impact of commercial traffic on residential streets.

The industrial estate east of Merrick Road has the potential to be consolidated further east, releasing land for higher intensity development within the 800 metre catchment of Southall station. The impact of industrial traffic generated by the area could be mitigated by the provision of direct access from the existing Barratt Industrial Park served from Windmill Lane.

Rail and Canal links also offer the possibility for movements of goods and freight. The Canal could also play an important role in the movement of construction traffic for the SGW development.

Proposals
- Investigate new link to the International Trading Estate to avoid heavy vehicles in and out of Western Road;
- Consider a new link for industrial traffic and possibly buses between Windmill Lane (Armstrong Way) and existing and potential future commercial uses south of the railway;
- Alternatively enhance link from Merrick Road to provide appropriate access to employment and mixed use activity;
- Investigate the assignment of freight and goods movement to rail and canal where possible, specifically during the construction of the SGW development.

Proposals
- An Area-based Voluntary Travel Plan to be funded by SGW for Southall Town Centre;
- For Car Clubs and other suitable travel planning measures to be incorporated into negotiations on new residential developments;
- Those substantial non-residential developments would produce a Travel Plan;
- That softer measures of travel planning be explored for other major generators of car trips in Southall, such as shopping or worship, led by WESTTRANS;
- That new developments should specifically address servicing and access needs in order to prevent additional on-street traffic, by allowing rear access.

4.2.11 Complementary Transport Measures

Solving the issues above through physical proposals is not the only answer to improving transport and movement in Southall. There are also other 'soft' interventions that can encourage more sustainable forms of transport behaviour or manage more efficiently the current transport system. Such measures are focused around travel planning and management, encouraging a change in the choices made by users of the transport system which can help to reduce car trips and increase other forms of travel. Suitable access and servicing arrangements for new and existing commercial uses are also part of this package.

Such measures may include incorporating measures such as car clubs into new developments, by which a small number of vehicles are 'shared' between residents, or schemes to encourage the community to pursue other forms of travel such as travel planning to key destinations such as Hospitals, major local employers, places of worship, or linking travel planning to health messages to encourage cycling. A Travel Plan could be established for Southall town centre, promoting sustainable travel to, from and within Southall town centre and incorporating the SGW developments, with ongoing monitoring of objectives and targets linked to public transport and other modes.

Such measures can be played through the development process such as the Transport Assessment for the SGW scheme or taken forward by WESTTRANS, the partnership body for West London, led by LB Ealing, responsible for the promotion of travel planning.

Servicing and goods deliveries can also add to the congestion within Southall. New developments should ensure these issues are fully explored in order to minimise on street movements of goods/delivery traffic, by ensuring convenient access via the rear of buildings to prevent on-street waiting.

A Travel Plan could be established for Southall town centre, promoting sustainable travel to, from and within Southall town centre and incorporating the SGW developments, with ongoing monitoring of objectives and targets linked to public transport and other modes.
The three topics of Housing, Public Realm and Community Safety are intricately interlinked and together, through good design and planning, can be pivotal to Southall’s development trajectory.

5.1 The Current Position

The three topics of Housing, Public Realm and Community Safety are intricately interlinked and together, through good design and planning, can be pivotal to Southall’s development trajectory. In order to ensure the successful and sustainable growth of Southall, it is crucial that a strategy for housing, public realm and community safety is adopted which;

- Provides the correct housing mix;
- Maximises the availability and quality of open space;
- And, through good design, promotes a community able to enjoy freedom from crime.

Of equal importance is that the three issues remain entwined, enabling design and planning that acknowledges and then utilises the advantages of a coherent strategy, building towards a robust and cohesive community.

It is worth stating the current context in relation to housing and public realm within which this Framework operates. This includes current housing policy, as well as issues with the current supply and demand sides of the housing market, and issues with the current supply of the public realm.

5.1.1 Current Policy

- London Plan policy gives very high priority to housing and sets ambitious targets for annual increases in the construction of new homes.
- The local housing policy context is provided in a number of documents, principally The Ealing Housing Strategy 2004-2009, which was updated in 2006. Its three key aims and priorities are:
  - To increase choice and access to affordable housing;
  - To improve the quality of housing and related services across all tenures;
  - To tackle social exclusion and to promote mixed and to create sustainable communities.
- Such plans are linked with the strategic aim of producing sustainable, mixed communities across the Borough providing a range of housing choice in terms of affordability, type and tenure.
- Central to this strategy is the importance placed on providing affordable housing, echoed by the Borough’s Housing Needs Survey which places an emphasis on maximising the amount of affordable housing from a range of sources.
- A Private Sector Housing Strategy is also forthcoming, which will set out an approach for the management of privately rented properties in the Borough.
- The Safer Ealing Partnership is the body leading on tackling community safety issues in the Borough. Priorities for action include anti-social behaviour, motor vehicle crime, street crime, burglary and youth related crime.
- In relation to Public Realm, a Streetscape and Liveability Guide was produced in 2004 that includes both analysis of Southall centres current conditions in terms of public real as well as a design guide for future projects.

5.1.2 Housing in Southall today

Housing Supply
- Southall is home to 64,470 people in 19,623 households, giving an average household size of 3.28, higher than the national average of 2.36.
- Southall is characterised by a high number of terraced houses, and a low proportion of flats in comparison with the rest of the Borough.
- The total stock of social housing is 3,029 units.
- In terms of tenure, Southall has a slightly higher proportion of households in the social sector than the Borough as a whole, both in Council and RSL housing, but a low number of people in the private rented sector - perhaps surprising due to the levels of deprivation and Southall’s role as a destination for new immigrant communities, but perhaps reflecting the complex and atypical nature of the local housing market. The existence of unauthorised housing development is also a major issue and one particular to Southall. This may partly explain the lower than expected proportion of privately rented housing.
- The levels of owner-occupied housing is only slightly below that of the Borough as a whole.
- Southall contains 577 Houses in Multiple Occupation, 38% of the Borough’s total, though there may be many more that are unlicensed and therefore unregistered.
- The housing trajectory (part of the LDF) for Southall states that (as at mid 07) there were 5,091 new units in the planning pipeline, including those under construction, those with planning permission and those allocated in the UDP.
- In the forthcoming LDF, Southall offers 31 sites for residential or mixed use development, which collectively will make an important contribution to meeting Ealing’s housing allocation.

Housing Demand
- There is an estimated net need for 1,035 affordable housing units.
- The demand for affordable housing in Southall can be partly attributed to the relative deprivation in the borough. There are 40% more people claiming unemployment benefit in Southall than in the Borough as a whole, and there are 13 LSOAs within the 20% most deprived in the country.
- Ealing’s house prices are 50% higher than the national average, but below the London average, with price increases over the last 5 years below the national and regional equivalents.
- Overcrowding is a serious issue in Southall, with around 7.5% of all households classified as overcrowded.
- Ealing is the 3rd most ethnically diverse Borough in London, with Southall the most ethnically diverse area in Ealing. 83% of the population belong to an ethnic group other than White. Asian households are most likely to be Pakistani, Black African or Black (other) households.
- Over 75% of the Housing Register is from BME communities, and so BME housing needs are the focal point of the Housing Strategy.

Figure 5.1: a summary of this section shows the various types of housing and character within the study area.
5.1.3 Open Space, Public Realm and Community Safety

- Southall town centre is a unique, vibrant and multicultural place. Its special feel is created by a strong sense of place, its tight-knit communities, family-run businesses and distinctive buildings.
- Despite these qualities there are a number of weaknesses with the offer of public realm and open space. There is a need to improve both the quantity and quality of publicly accessible open space.
- Large areas of Southall are deficient in terms of open space. These include the streets north of Beaconsfield Road and those near Featherstone Road do not have an open space larger than 2 hectares within 400 metres, with the Featherstone Road area also not currently within 400 metres of a District Park.
- Weaknesses in the streetscape and pavements are caused by expansive street trading, congested and polluting streets, a lack of streetscape amenities and an untidy appearance. This creates an overcrowded and claustrophobic feel and a dilapidated urban structure.
- In terms of crime and community safety, the main problems are drug-related offences, robbery, prostitution and car crime. Particular hot-spots for crime are around Southall Green and The Broadway/South Road junction.

5.1.4 Issues & Objectives

Objectives relating to housing, public realm and community safety arose from both an analysis of the issues presented in the previous section, and through the workshop rounds held during the preparation of the Framework.

One characteristic of these objectives is that the role of the SGW scheme in delivering them – both for housing and green space – is very important. But it is not the only opportunity, and so the discussion and proposals below focus too on other actions needed to get the most potential deployed in order to meet the objectives.

Hence the objectives combine principles relating to future housing development and change, and specific projects (including SGW) which will collectively contribute to rebalancing the housing market and improving public realm and community safety. The objectives are therefore:

5.2 Planning for change

The discussions presented here relate to both setting principles to influence the kind of development that comes forward in Southall in the future (including both the Gas Works site as well as other significant development opportunities arising through the LDF process), and other more site-specific projects.

5.2.1 Increasing supply and meeting affordability needs – the role of Potential Development sites and Change of Use

The need for more, and more affordable, housing in Southall leads to a response of maximising housing opportunities on new development, ensuring an important percentage of affordable units within the total, and lobbying for increases in the build of larger, family housing, in order to ease issues of overcrowding and HMOs. This is reflected in LB Ealing’s Housing Strategy.

However, the SGW development will be able to meet, over time, some of the needs for affordable homes, family housing and bigger unit sizes. The target for affordable housing provision, in line with London-wide policy, is to seek 50% affordable housing. It is realised however, that demands on the amount of affordable housing sought from the development, coupled with expectations as to the amount of family/larger housing, will require a balance to be struck between addressing the shortage of affordable housing, the mix of unit types to be provided, and the delivery of a financially robust development.

The SGW site is not the only development site within Southall. The Framework suggest other opportunities exist within the wider area on which social housing in particular may be suitable as part of the mix. Such sites include development sites in the Glade Lane area, for which comprehensive land use changes are suggested, or within the town centre itself, on the Featherstone Road Industrial Estate. Both these areas currently contain employment land designations, but may in the future be more suitable for a wider range of uses.

Proposal

- The Framework therefore suggests specific areas / sites that may be capable of providing substantial additional housing, including affordable housing. They include:
  - Station Area Design Framework: with residential opportunities as part of the Railway Station Central site specific guidance (see section 9)
  - Havelock/Glade Lane: the wider Glade Lane area has been identified for major change, which should include substantial residential development opportunities. More specific guidance can be found in Chapter 9.
  - Featherstone Road Industrial Estate: Chapter 9 also provides the development guidance for this site, which in the future will be of more value as a mixed-use opportunity than its current employment designation.
  - Gas Works: A set of design principles for the redevelopment of the SGW site is also included.
5.2.2 Improving Housing Quality

Housing quality, as we have seen, is problematic in Southall: cheaply built older terraced housing with under-investment, overcrowding and multi-occupation, unauthorised development and some problematic social stock.

New housing can go some way to improving average conditions. Accordingly, the requirements for new build will expect best practice in terms of design, aesthetics, function and safety including Lifetime Homes, Secure by Design and good design practice as expressed in the guidance from CABE and Design for Homes.

However, Southall is already densely populated with public services under sever strain, and so there is limited scope for new build to solve issues of quality beyond those already identified. As such, there may be other, more appropriate opportunities elsewhere in the borough may be sought through the LDF process.

The proposals in the Framework therefore include a suggested area of intervention to improve quality, in relation to the Havelock Estate; coupled with a focus on measures to improve the private sector housing stock and surrounding environment – reflecting the need for a responsive and proactive reaction to problems relating to housing management. The Private Sector Housing Strategy can be one vehicle for addressing some of these management needs, but the specificity of problems in Southall may require it to be an area for priority. Tackling these issues, however, may increase housing needs as those leaving the unauthorised development require new accommodation.

Proposals
- Explore opportunities to increase the attractiveness and potential of the Havelock Estate, including through improving accessibility and connectivity, and considering remodelling of sections of the Estate as part of wider change in the Glade Lane sub-area.
- A pilot programme of enforcement to tackle the problem of unauthorised (mainly rear-garden) buildings in Southall
- Establish a better relationship with the private rented sector and encourage accreditation and registration through liaison with the Housing, Planning and Environmental Health

5.2.3 Open space

Public open space and the green space offer in Southall is characterised by deficiencies of open space over large areas, poor quality on some of the existing open spaces, and poor location of some of the provision that does exist. This has an impact both on the quality of life of its residents and the biodiversity and nature conservation value of the area.

There are three strategic approaches to tackling these issues of both supply and quality:
- Using the development of SGW to reduce the current deficiencies in open space through a new park, providing for both current and future residents.
- Improving the quality of the current supply of open space and
- Identifying opportunities for the development of local open space or play areas.
- Unlocking the potential that currently exists, such as the Canal and Minet Country Park, whilst maintaining their biodiversity and ecological value.

The SGW development offers the opportunity for a new high quality, accessible park serving both the new and existing residents of Southall, provided it is well designed and well located. It also offers the opportunity for a mix of provision, from small-scale play space, to green park type areas; hard open space providing a new civic space for Southall, as well as improved access to the Canal and Minet Country Park.

Proposals
- For a new local park to be provided as part of the SGW development. This would address current deficiencies and provide high quality, well designed, functional open space accessible to both current and future residents.
- For SGW (and other major sites), application of the design-related guidelines and principles provided in chapter 9 below, to ensure that needs are met and that the new open space is functional and well designed, suitable for and accessible to the variety of users it needs to serve.

There are a number of other open spaces within Southall that are currently subject to improvement, or in need of investment. These include the Manor House Gardens, Glade Lane Park and the play area on Featherstone Road.

- The Manor House Gardens. Despite investment in 2002 through the Single Regeneration Budget, the Manor House Gardens on The Green could play a more significant role in providing a green space within the old part of Southall. Parts of the site are currently underused and attract crime and anti-social behaviour. Groundwork has proposals to carry out refurbishment of the grounds with a new café and new playground. This Framework endorses and supports this project.
- Glade Lane. The Glade Lane Park suffers mainly as a result of its location, bound by a Canal on one side and the rail line the other, making it isolated from its residential catchment. A suggested strategy to remedy this, through a more strategic approach to the wider Glade Lane area, including the Havelock and Toplocks estates as well as the Middlesex Business Centre, is proposed in chapter 9. This includes using land swaps and changes of use to provide a higher quality, more accessible, active park than at present, with no net loss in open space and significant qualitative improvements.
- Featherstone Road Play Area. This small play area is currently underused, partly due to its quality and perception of insecurity caused by a lack of natural surveillance. Improved security by rethinking its design could go somewhere to making it a more useful resource for the neighbouring residential areas which suffer a shortage of such space. An alternative proposal to immediate investment is to wait for the development of the Gas Works site, by which the play area would benefit from a larger immediate catchment, increasing its use. This may be a more appropriate time to make necessary investment.

In addition it is also worth mentioning the Sikh school in norwood Green, which although doesn’t lead to an additional proposal, does provide a beneficial use of metropolitan open land (and a listed building) within the vicinity of Southall.

5.2.4 Public Realm

Specific areas within the town centre have been identified as a result of ‘need’ as well as opportunity – they offer a large degree of potential due to the current poor state of the public realm, and would result in a step change in perception should they be improved.

Chapter 3 Retail & the Town Centre picks up on some issues of the weakness of the public realm, particularly focusing on the Broadway and South Road. The majority of streetscape-related problems occur here, especially due to the conflict between various users of the street including retailers, pedestrians, buses and passengers, delivery vehicles and cars.

To complement the proposals in Chapter 4 Transport, for a better transport interchange in Southall (linking rail, bus and potentially Crossrail services), we suggest pedestrian upgradations around the station to create a higher quality transport interchange, linking to new street furniture, signage upgrades and pavement improvements along South Road.

There are thus two prime locations in Southall that should be prioritised for upgrades to the streetscape or public realm.

Proposals
- Pedestrian upgrades around and to the station: the Framework recommends the creation of a better pedestrian environment in the Station area, providing legible, convenient, safe routes for pedestrians together with safe crossing points and clear signage.
- Pedestrian upgrades in the town centre: public realm upgrades are also proposed for the town centre. These are shown on Figure 8.2: Town Centre Development Ideas and Figure 8.6: Public Realm Proposals. Plan Improvements would include new street furniture, signage upgrades, pavement upgrades, public art opportunities alongside a comprehensive maintenance programme.
5.2.5 Unlocking Assets – The Canal and Minet Country Park

The Grand Union Canal (both sections, plus the small spur into the Glade Lane area), its towpaths, and the Minet Country Park are substantial assets that are currently under-performing for Southall. Development on the SGW site presents the opportunity to link the town with these assets, providing the area with additional amenity value and leisure and tourism opportunities. This can be achieved by providing development along the canal front itself, including both residential and commercial, connections across from the Gas Works into the Country Park and possibly funded improvements to Minet as part of the Planning Gain package.

The design and layout of these uses, and ensuring connections are part of the wider movement network to provide good accessibility for new and existing residents are essential precursors to making the most of the untapped potential the Canal can provide. They must also address ecological concerns and be sensitive to the environment.

Proposal:
- Improvement of the canalside footway, links to Minet Country Park, capitalising on increased use unlocked by development on the Gas Works.

5.2.6 Community safety

The approach to addressing community safety fears is twofold, relating to both “designing out crime” to ensure new developments are planned in a way to discourage and reduce the risk of crime, for example by providing natural surveillance on open space, avoiding blank street frontages and so on, and also tackling crime through pro-active means such as community policing or wardens in Parks.

Greater awareness and promotion of the principles contained within ‘Safer Places – The Planning System and Crime Prevention’ during the design of new developments can help ingrain good design to help negate crime and the fear of crime into new developments. These principles are incorporated into the design guidance provided for SGW in chapter 9.

A greater presence of Community Safety Teams may also help reduce the fear and perception of crime within Southall, especially along the Broadway and South Road where most crime occurs. Initiatives could include a dedicated Community Safety office within Southall or the Gas Works site to give Community Support Officers, Police, youth workers and other partners a presence in Southall. Park Wardens can also be effective in patroling open spaces and discouraging crime and anti-social behaviour. This is generally an under-funded resource and a dedicated Warden for Southall, covering the redevelopment of Manor House Gardens, Southall Park as well as the new open space on the Gas Works could be a good investment.

A potential source of revenue for these projects, as well as those in the public realm section, could be through the Business Improvement District, should this option be pursued.

Proposal:
- Space dedicated to providing a base for Community Safety Officers and/or Park Wardens to be part of the development of the Manor House Gardens, or for such space to be provided in the Community Hub.

Proposal:
- Improvement of the canalside footway, links to Minet Country Park, capitalising on increased use unlocked by development on the Gas Works.
Figure 5.1: Housing character within the study area

**Beaconsfield Grid**
- Medium quality, mostly terrace housing - strong grid alignment
- Good level of maintenance of public realm
- Mix of one way/two way streets in 500m grid

**Southall South**
- Medium quality mix of semi's and terraces
- Traditional street grid/sometimes organic - although many streets have been closed at one end
- Medium level of maintenance of public realm

**Southall West**
**Canal Spur**
- Moored canal boats
- Very well maintained and good quality edges
- Gated canal inaccessible to public

**Southall West**
- Mix of low rise walk up apartments, terraces and semi’s
- Poor quality older housing, some new build
- High level of vandalism/poor maintenance of public realm

**Havelock Estate**
- Mix of terraces, semi’s and walk up apartments - Significant redevelopment recommended for some areas
- Central areas very well maintained and attractive - parts to north and south provide poor access, and are poorly maintained and uninviting
- Green spaces and access to the canal are great assets, but poorly exploited

**Glade Lane**
- Poor pedestrian connections to town centre
- Bus route to station
- Mix of large detached houses adjacent to parkland and terraces/apartments/semi’s
- Very well maintained but isolated

**SGW Approach**
- Some character buildings
- Predominately terrace and semi’s
- Poorly maintained public realm
- Narrow streets create access difficulties to SGW site.
6.1 The Current Position

Southall is relatively deprived by London standards and its local economy has undergone considerable structural change; yet there is great potential from the prospects for change in the town itself, from its own distinctive character, and because of its setting in the wider city economy. This chapter reviews current issues in relation to the labour market, and to employment land and its potential, and proposes responses on both aspects.

6.1.1 Policy

- Employment land in Ealing is currently experiencing considerable pressure from other uses, in particularly housing. However, the size of Ealing's stock of employment land (491 ha. designated in the UDP) makes it one the most important London Boroughs in terms contribution to the economy. With this in consideration, it is imperative that land-use strategies ensure an appropriate balance between housing and employment needs – thus promoting the development of sustainable communities.
- The London Plan projects a requirement for West London to create 86,000 jobs between 2001 and 2016 (though this may be revised to 53,000), whilst providing 59,400 additional homes in the same period. Southall, as a central node on the Heathrow-Paddington Growth Corridor, is expected to be pivotal in this growth. Southall is also part of the Heathrow North Opportunity Area, along with Hayes, West Drayton and Stockley Business Park.
- The Ealing UDP policy for Business strategic policy seeks to promote balanced economic development, with an emphasis on employment serving regeneration areas. It seeks to retain an appropriate land supply in Major Employment Locations and lighter uses on Employment Sites.

6.1.2 The Local Economy in outline

The Labour Market

- Of the West London Boroughs, Ealing contributes the highest share of the workforce (25%).
- 15.3% of Southall’s resident workers are employed in the transport, storage and communication sectors, compared to 8.1% in Greater London and 7.1% in England. This largely reflects the area’s proximity to Heathrow.
- 21.2% of Southall’s workers are employed in the retail/ wholesale/repair trades, compared with 14.4% in Greater London and 16.9% nationally.

Employment Land

- In contrast, in the ‘higher’ and employment sectors, such as financial intermediation, real estate and business activities, 18.7% of Southall’s residents are employed in them, compared to a London-wide figure of 28.2%.
- Unemployment levels are higher for Southall (2.6%) than the Borough (1.8%), London (2%) and national (1.5%) figures.
- Many of Southall’s residents, including but not limited to recent arrivals, experience difficulties in accessing employment opportunities due to a variety of barriers including language and skills.
- Southall has benefited, and will continue to benefit, from improved transport links, most recently the Heathrow Connect service, and with Crossrail now committed, the prospect of direct links to the City and West End as well as Heathrow.

- The supply of employment land in Ealing (491 hectares) makes it one of the most important Boroughs in terms of its contribution to the economy.
- There are three (Borough-level) Major Employment Locations (MELs) in Southall. These are the Great Western Industrial Park, the International Trading Estate and Southall West Strategic Industrial Location (SIL) in the London Plan, with the implication of a more important role in the London context. Details of these sites are included on Table 6.1
- Collectively these provide 82.1ha of employment land and 2,673 jobs, of which 1,143 are local (approx. 43%).
- MELs are defined in the Adopted UDP as being areas where employment uses will be concentrated, and the Council will encourage the retention, location and expansion of industry in these areas.
- The decline of the manufacturing sector has affected the land use pattern of employment sites in Southall, with former industrial estates shifting to other uses - towards retail, office and other tertiary sector jobs.
- Certain sectors have been successful in recent years in Southall, specifically food, and demand for premises for warehousing, packaging and distribution.
- Employment land in Ealing is under considerable pressure from other uses, in particular housing.
- Land use strategies must therefore strike a balance between housing and employment needs. Planning guidance at regional (London) level advises that if employment land is outside regeneration areas and is deemed not to be meeting economic needs then it should be released for housing or mixed uses.

6.1.3 Issues & Objectives

In terms of employment there are a number of balances to be struck. The amount of employment land and industrial sites in and around Southall is important to the local economy as both creators of wealth and a source of labour, but we also need to question their future – are they the most appropriate land uses? How many jobs are they providing? There are other questions around economic regeneration. What programmes are required for the local labour force to be more competitive? Can Southall’s niche as an ‘Asian Gateway’ play a more important role in the economy? The objectives attempt to plot a way through these questions and result in a set of proposals to answer them.

The Framework's issues and objectives in terms of employment and the local economy are:

- Issue: Supply of employment land and floorspace - objectives include:
  - To meet the needs of the local labour market and enterprise in growth sectors of industry and service sectors
  - To explore the potential of re-designation of employment land where appropriate
- Issue: The Asian Gateway concept – objectives include:
  - Exploit this concept, preferably as part of the mix at SGW
  - Realism in recognising that it is not the central plank of the development strategy, for the site or the town
- Issue: Labour market and access to employment - objectives include:
  - Physical development proposals which can help create new jobs in expanding sectors
  - Complementing them with skills- and access-related (in the broad sense) solutions.
Employment and the Local Economy

6.2 Planning for Change

To plan for a sustainable, competitive and growing economy in Southall means, in planning terms, making decisions regarding the best use of the land available, capitalising on the strengths of the area, and maintaining the competitive advantage it has in some sectors. This section discusses some of those choices and suggests a way forward, leading to the set of proposals suggested in section 8.5.

6.2.1 The future of employment land in Southall

There are a number of employment sites within Southall, significantly the Great Western site, Featherstone Road Industrial Estate, the Wendell Business Park and the International Trading Estate. In general terms, these sites are performing reasonably well. There are few voids and there are signs of recent investment on the various sites around Southall. This does not suggest therefore that there should be large scale re-designation of employment land to other uses, as in other areas of London such as the Thames Gateway. There may be areas however where the potential from other uses is greater than for conventional employment uses on existing lines - such as Featherstone Road Industrial Estate and the Middlesex Business Centre, identified in the Employment Land Review as having vacant sites, and under pressure for development.

Featherstone Road Industrial Estate is currently designated variously as a major employment site, employment site and some undeveloped areas. It occupies an important location close to the central spine of Southall, close to the railway station and near a number of bus routes. It currently does not fulfil the potential of such a strong town centre location (18% of people travel by car). There are opportunities here to redevelop the site as a mixed use opportunity providing community facilities and residential development, in a way that is much more integrated into the town centre than the current occupiers and plays a more positive role in terms of the town centre environment. This does not mean the site will no longer continue to provide jobs, but may provide a different kind of employment land to other uses identified by its current planning designation. Only 178 of the sites on these areas are local jobs. Different forms of employment, together with wider training measures, could theoretically begin to replace these job numbers in a different kind of role through an intensification of its employment functions. There will also be additional benefits of providing a wider range of uses including the additional spending power that may result, and investment and jobs in services and facilities needed to support these uses.

The Middlesex Business Centre occupies significant areas of land, some of which is identified as vacant in the Employment Land Review, but due to its use (some manufacturing, distribution) job densities are failing. It also acts as a barrier between the Havelock Estate and the town centre, and between Glade Lane open space and the town centre. In the future some controlled consolidation of these sites could release some land for other forms of development (which should include some form of employment provision to retain an economic development role), link the Havelock Estate and Glade Lane open space back into Southall and unlock the potential the canal plays in terms of benefiting local communities. Particularly if recent economic trends continue to focus employment land on activity attracting low job densities.

These choices however have to be balanced with economic development strategies and planning policies which are focused around providing local employment and local economic growth. Therefore there is less mileage in suggesting major change for other areas, such as the Great Western site for example, identified as it is as a Strategic Employment Location and an important economic asset. Suitable proposals here are around making the area work better and encouraging the local labour force to access the jobs available there and elsewhere (Heathrow and Central London). (HEATHROW)

Proposals

The strategy for these sites is therefore a mixture of consolidation and redevelopment. It is suggested that:

- Featherstone Road Industrial Estate: the employment land currently within the Southall West site to be re-designated and become part of the town centre mixed-use opportunity providing intensification and other uses identified for this location.
- Middlesex Business Centre: this area to become part of the wider Glade Lane Framework area, which could result in some re-designation to other uses, such as intensified forms of employment.
- Great Western Industrial Estate: improve access where possible.

6.2.2 The role of the Asian Gateway

The rationale for Southall acting as an Asian Gateway lies in both its long standing role as a host for new communities, especially Asian communities, and the number of established Asian businesses, services and facilities that exist. It also has fast, direct rail links between the Town Centre and Heathrow. The Asian Gateway could have a number of functions. It has a role in acting as a stakeholder agency with an economic development remit to encouraging links between local businesses and potential markets, specifically in the Asian sub-continent, using Heathrow nearby as a conduit for doing so. It also has expressed an interest in creating a hub within the area to provide a location for Asian businesses focused around the creative sector, again capitalising on the Asian link. The Framework considers what role these two elements can play in the economic development of Southall.

Capitalising on the links Southall can have with Asia through Heathrow has some economic rational behind it, providing there are the conditions in place to make this viable, such as targeted growth sectors, markets and products. An Asian Media Hub. This concept could potentially work for both local businesses and retail specialist Southall to have, as well as other markets sectors such as acting as a media hub.

The idea of a media arts facility, or a location for the incubation of media related business again is a good concept but many other forces are influential in kick starting the growth of a media clustering. It often happens organically or as a result of conditions being in place unaffected by institutional help. However there may be opportunities for small, flexible office space as part of the Gas Works development to encourage entrepreneurialism and the growth of local business. This could be successful as one part of a wider development strategy, rather than its sole rationale.

Some office space could potentially be part of the mix of uses on the Gas Works site, provided it is of the right type and of the right amount. Options include providing accommodation to new businesses linking with the Asian Gateway concept explored above. There is unlikely to be a market for large scale, speculative office development, but there might be the viability for smaller offices with a front door, for local businesses and services such as solicitors, accountants and so on. A degree of flexibility should be incorporated into this space to allow for changes in use and fluctuations in the market.

Proposal

- The Framework seeks to permit and encourage some office, media or creative development as part of the mix on Southall Gasworks, as part of the group of other uses not covered by retail and residential. Flexibility should be permitted here in terms of planning, to allow the development to respond to changing need and economic circumstances, and to facilitate local initiatives to take advantage of the Asian heritage and business links.

6.2.3 Labour Market Issues

In policy terms one of the justifications of having local employment land is as a location for local labour. However there are some concerns that some of the businesses located in these areas are not industries that supply a large number of jobs (for instance distribution or logistics), or jobs that are not filled by local people (perhaps as a result of skills deficits among local people). In addition to this, many more people are employed in town centre, retail related jobs in Southall (21%) than in comparison with the Borough and London (16% and 14% respectively).

This suggests that the underlying problems are not so much a lack of jobs in the local area, or easy reach of it, rather that they are not the kind of jobs that require a large supply of traditional employment land, and that the jobs within Southall are not in the higher skilled employment sectors. Lifting the employment profile into more skilled, better paid jobs requires action to improving access to Central London and Heathrow and to the million plus jobs there. This does not just mean access in the sense of transport (though it means that as well); it means lowering the barriers so that people’s access is easier in every sense: raising skill levels, removing language difficulties, tackling discrimination or stigma, making connections between elements of the labour market where these barely exist at present. This, more than reserving large tracts of land in the vicinity to attract inward investment will offer the prospect of getting people into jobs; and this is at least as important as generating completely new jobs.

Proposals

- An audit of service provision may be required in order here to assess which agencies are fulfilling this role, how effective they are, and what are the barriers that prevent such agencies from meeting their objectives. Agencies in this area may include Job Centre Plus, Connexions, the LSC, Chamber of Commerce, Business Education Partnerships, Colleges and so on. Common issues among such groups may include the short-term nature of funding programmes, difficulties in reaching those individuals who could benefit most, a lack of facilities in which to have a local presence, and general revenue issues. Such a review may be a useful way of identifying both need and what should be done to benefit those currently excluded from the labour market.
Community Services

The success of a sustainable community is grounded in its provision of suitable, accessible and high quality neighbourhood services.

7.1 The Current Situation

A sustainable network of community services can be achieved via clearly structured and comprehensive provision planning that addresses the location, type and standard of local services. It is also crucial that planning accurately assesses the level of demand for various types of services, and considers how this demand may shift over time.

7.1.1 Current Policy

- The policy context for primary health provision in Southall is provided by the 2006 White Paper ‘Our Health, Our Care, Our Say: A New Direction’. This puts an emphasis on increased care outside the Hospital, with local services providing a greater range of services.
- Community Services: there is recognition to be a need for new library provision in Southall south of the Broadway. Consultation is to start shortly regarding the provision of community services in the Borough, linked with the Extended Schools concept.

7.1.2 Health, Education & Community Facilities in Southall

Health
- The general health of Southall’s population is poorer in comparison with the rest of the Borough. Life expectancy is lower, a higher proportion of the population report suffering from long term illnesses, and a higher rate of Coronary Heart Disease.
- Health and primary care is under severe stress in Southall. There are over 78,000 people registered with GPs, despite the official population being under 70,000 residents.
- The average GP list size is 2,378, over 30% higher than the average for Ealing.
- Southall has 22 GP practices, 19 pharmacies, 8 dental practices, 4 opticians and 2 health centre premises. All are classified as being below minimum standards, and all are too small to provide the full range of primary care services.

Education and early years provision
- The area currently has 14 primary schools and 3 secondary schools. It is anticipated that any current surplus capacity in the primary sector will be filled as high levels of inward migration and rising birth rates take effect over the coming years.
- Current projections for Reception age pupils in the Southall North planning area, shows capacity being exceeded in 2008. The Southall South area has a small surplus and projections indicate that rises due to birth rates will not cause current capacity to be exceeded. Updated area level projections are awaited from the GLA at the time of writing.
- Housing growth and new developments such as the SGW will put additional pressure on educational facilities from pre-school through to further and higher education. New capacity in the primary sector is likely to be required and this will need to be carefully assessed in the light of the most recent data at the time. Additional capacity will also be required in the secondary sector, which is currently operating at capacity.
- The planned opening, in September 2009, of the new Khalsa primary school will affect school place planning in the area. The school will be a 2 form entry (60 place) Sikh primary school, which is likely to attract pupils from an area much wider than the study area.
- In terms of early years provision, take up has increased significantly over the past three years, a change from historical trends when many parents chose not to use services offered. This is changing now, possibly as a result of demographic changes. There are generally higher rates of vacancies for child care, and much lower for nurseries.

Libraries
- The library at Jubilee Gardens serves the northern part of Southall, and this Osterley Park Library is no longer suitable for needs, as it is unable to accommodate the range of services required of a modern library.
- The requirement is therefore for a new library, perhaps co-locating with other services, could foster adult learning and create a usable community space. Provision of IT and multimedia services should also be included.

Community Centres
- Southall’s community centres are well used by a diverse range of local people. The centres play an important role in providing affordable rentable space for local groups. However Southall Community Centre is poorly maintained and has a number of health and safety issues, is not DDA compliant and is currently in a poor location in relation to the Town Centre, and so has recently been sold by the Council (although community uses such as banqueting may be retained). In the future however, as the Town Centre changes and more development is focused around the Station, this location will be better located and some community uses may be retained.

Sports Facilities
- Current sport provision in Southall includes the Southall Sports Centre on Beaconsfield Road, the MUGA site at Villiers Road, a swimming pool at Dormers Wells, and outdoor facilities at Swift Road. All these facilities are well used. This is especially true of the Southall Sports Centre, and there are concerns as to whether it will be able to absorb the demand of new population. There are also questions over whether there should be a swimming pool in a more accessible location than Dormers Wells.

7.1.3 Issues & Objectives

The Framework addresses these issues through recommendations regarding the form and location of a number of new services where current provision needs increasing or improving, both as a result of current need and future need arising from the Gas Works development and the wider demographic changes Southall is experiencing.

- Issue: need for additional GP/Primary Care provision, to meet both new and existing Health services demand – objectives include:
  - Provision to meet need in both the northern and southern parts of Southall, either side of the main railway line
  - New facilities could potentially follow the Polyclinic model, co-locating primary health care with other health services, on an accessible site ideally close to transport links and other services.

- Issue: expansion of Education services – objectives include:
  - Additional primary provision in both the short and longer term to accommodate demand from rising birth rates as well as housing developments.
  - Maximising any capacity in current schools in order to increase the number of places, whilst recognising that the effect of the SGW development will be to require new provision. This may also include pre-school provision.
  - Developer contributions to expand capacity in the secondary sector.
This is summarised on the diagram below:

Figure 7.1: The Community Hub concept - potential service provision

7.2.1 The Provision of new community services - the Community Hub concept

The Community Hub concept could potentially include a wide range of services including:

- **Health Services**
  - Primary Care
  - Opticians
  - Dentists
  - Outpatient services
- **Social Services**
  - Adult and Children's Care
  - Mental Health services
  - Older peoples services
- **Culture**
  - Library
  - Multimedia facilities
  - Learning or training space
- **Council Services** (and other public services)
  - 'One-Stop' location for Council services (parking, rent, bills etc.)
  - Drop-in point or local base for Community Safety Officers or Park Wardens.

There are a number of ways in which these services can be delivered and located, for example separately on four sites, co-locating some services, or all in one place.

7.2.2 Distinguishing between different patterns of service provision

In considering services and their location, there are a number of services of which are only required once in Southall (of which the Council services idea is the most obvious example), and some services which could be provided once or twice depending on the requirements of the population and the availability of sites (such as primary health care).

We would suggest that health and social services could be provided together, across two locations, and council and cultural services could be provided together, in one location.

The grouping shown on the diagram is selected for 2 reasons:

1. They complement each other in terms of the nature of the service;
2. They complement each other in terms of the catchment they serve (which leads into considering their locations).

This is the findings of the research indicated that Primary Care services should be provided both north and south of the railway line as they have a smaller catchment and need local access, whereas the cultural and council services have a much wider catchment, and so its location in terms of which part of Southall (though it needs to be in an accessible location) is less critical.

7.2.3 Locating the Health Care provision

The Southall Gas Works site itself is not deemed suitable for the location of the Community Hub, for two main reasons. The first being timing – there is a need and opportunity to develop the Community Hub in the short or medium term, to both meet the council’s corporate strategies and to respond to need in terms of the services that will be offered. The Gas Works will not be developed within this timeframe and can be discounted from the potential list of sites. In addition the Gas Works site is not a preferable location due to its relative inaccessibility. Such a development needs to be within the town centre, accessible to nearby communities by both foot and public transport. The Gas Works site does not provide the same level of accessibility as the sites under consideration in Southall town centre.

The health related services should be split into two locations to provide services in both the northern and southern parts of Southall. Options here are:

- **North of the railway line:**
  - The ‘Horse yard’ site on High Street (site 1 on the plan below)
  - The supermarket site (site 2)
  - The Post Office/Methodist Church site (site 3)

- **South of the railway line:**
  - Featherstone Terrace Car Park (site 7)

It is clear that the need to deliver extra primary care facilities is acute, with both shortages in relation to the current local population, not just as a result of forthcoming increased need. There is therefore a requirement to identify a site in the shorter to medium term for primary care use. The Featherstone Road Car Park could provide an answer to these shorter terms questions. This site could be delivered before the other options. There are however concerns that this site does not offer “presence” in terms of its relationship to the town centre, as it does not have a street frontage.

But if the site was linked with the Dominion Centre, then...
7.2.4 Locating the Council / cultural services

The cultural/Council services could be in a single location, either north or south of the railway:

- At Phoenix House (site 5)
- The Gurdwara site. (Site 4)
- The Dominion Centre (site 6)

The availability and deliverability of these sites is a key consideration in determining the best location for each kind of provision. Recent proposals for the development of Phoenix House include some provision for a new library and additional community space. These proposals are fully endorsed by the Framework, as it provides a new location for library, with additional community space to widen its offer, in an accessible town centre location.

The Phoenix House site may not provide the amount of community space and facilities required in Southall to meet the objectives set out in this Framework. Additional community space is therefore required. This could be provided on the site of the Dominion Centre. This would form the ‘front’ to the health-related services on the Featherstone road Car Park site, solving the problem of this site lacking presence on the street. Delivery of this would require careful handling in layout terms, alongside site assembly. In addition, the Gurdwara site in the future could also provide a valuable location for a range of community uses in addition to those within Phoenix House, should the site be available for redevelopment in the longer term.

The Phoenix House site provides a ready answer to short term need, but in the longer term opportunities should be sought within future development sites (see Chapter 9 below) for a well-located and full-scale central provision for this range of services.

This decision may also be dependent on the outcome of the town centre designation issue (discussed in section 3.2.8). Should the Southall Green area be re-designated as a Neighbourhood Centre, the locations nearer the town centre, such as the Gurdwara site or the Post Office/Methodist Church site may be more suitable.

7.2.5 Summary of Proposals on Community & Health Facilities

- That the proposals to locate community uses in Phoenix House be taken forward. The site could potentially be suitable for the location of a new library for Southall, following the new model of library provision with additional facilities and services.
- The Featherstone Road Car Park site be taken forward, together with the Dominion Centre, to provide both primary health care facilities and community space. However, the planning policy designation of Southall Green in the future must be borne in mind when progressing this site.
- That the Gurdwara site, should it become a focus for redevelopment in the future, should retain and re-provide community space as part of such potential redevelopment.
- That health services also need to be provided North of the railway line. Options which may be developed further include:
  - The High Street (also known as the ‘Horse Yard’ site)
  - The supermarket site
  - The Post Office/Methodist Church site
In summary, proposals regarding education provision are mainly around ensuring the correct contribution is provided to educational facilities through the SGW development. This is to be developed in more detail but would include:

- A new Primary School, suitable for two or three form entry. The school should also:
  - Be suitable to support additional community facilities
  - Be to the standard of facilities being developed through the Government’s Primary Capital Programmes
  - Be accessible to both the new SGW community and the existing Southall North school planning area
  - Be located near to play areas and open space
  - A contribution to existing pre-school and secondary provision, to be calculated using a modified version of the LB Ealing child yield ratio.

7.2.7 Cultural and Commercial Leisure Services

There may be potential to develop Southall’s cultural offer, in terms of cultural venues offering performing arts, conferencing, banqueting and festivals - linking directly with the Asian Gateway concept. This could be combined with smaller scale opportunities such as local community centres, though the strategic need for a larger facility would require further feasibility testing. In addition, the Town centre offers the potential to offer commercial leisure opportunities, both to support the Town Centre economy and as part of its tourism/Asian Gateway role. Potential for this kind of development has been expressed as part of SGW, but also may be suitable along South Road, retaining the listed public house buildings at each end of the street.

Proposals

The strategy for cultural services is therefore:

To investigate, through the Asian Gateway, the feasibility for developing Southall’s cultural offer through potential locations for a range of cultural services, such as banqueting, conferencing, festivals and performing arts. Commercial leisure opportunities may also be explored along South Road.
Part B: Change and Delivery
8.1 Introducing the proposals for change

8.1.1 Areas for Change and Improvement

A series of areas have emerged as being the main focus for change in Southall, and thus of the Framework’s proposals. They are shown on Figure 8.1, and include:

- The existing town centre, including both the Broadway and King Street/The Green
- The Southall Gas Works (SGW) site
- Southall Station and its immediate environs
- The “Featherstone Road Industrial Estate” locality - the sites south of the railway and immediately west of King Street
- Housing around Featherstone Road
- The wider Glade Lane area, including the open spaces, residential areas and industrial areas between the Canal and the Railway.

8.1.2 The Proposals in summary

The proposals for change, which focus mainly on these Areas for Change and Improvement, but not restricted to them, are set out in the following five sections of this chapter. They broadly follow the order of the topic chapters; they link directly back to the discussions in those previous chapters which form the evidence base and justification for the proposals and opportunities themselves.

8.1.3 Phasing and Short term priorities

The final section of this chapter sets out a possible phasing plan for the main physical proposals, and suggests a programme of short term actions that could be got under way in Southall town centre.
8.2 Retail and Town Centre Proposals

This is therefore a summary of the proposals made in Chapter 3 Retail & the Town Centre, accompanied by the relevant spatial representation of them on Figure 8.2. The full analysis and “reasoned justification” of the proposals can be found in Chapter 3 itself.

8.2.1 Southall Gas Works
(see Chapter 3: 3.2.1, 3.2.3, 3.2.4)

- For retail development to be part of the mix on the SGW site. This is recommended to be up to a limit of 15,000m². This is comprised of up to 10,000 m² of companion retailing and a 5,000m² foodstore.
- The type of retailing to be focused around a mainstream, western style offer – complementing rather than competing with the existing “niche” Asian offer.
- Other leisure uses can also be part of the mix, including cinema, banqueting, arts and media sectors. Flexibility should be permitted as part of the planning of these uses in order to respond to changing conditions.

8.2.2 Linkages
(see Chapter 3: 3.2.5)

- Linkages should be provided from the SGW to the walk-in catchment to the north, and via improved underpasses to the south.
- The eastern access must connect new retail on SGW to South Road, via a link suitable for a range of modes of travel, and allow credible movement between the new and existing retail, with activity (through development or activating the public realm) maintained on this link.

8.2.3 Parking (see Chapter 3: 3.2.6)

- New parking to be provided on the SGW site to serve the new retail.
- Other town centre sites suitable for car parking to serve the Broadway/South Road to relieve existing problems have been identified.

8.2.4 Mixed-Use Development Sites
(see Chapter 3: 3.2.7)

- Opportunities for mixed use development, including retail, residential and community facilities are identified for:
  - Southall Station Area
  - Methodist Church/Post Office Site
  - Southall West

8.2.5 Management and Public Realm
(see Chapter 3: 3.2.2)

- Enhancement of the public realm, in areas identified through the Framework, utilising the existing Streetscape Guidance as context. Delivery is suggested in the Viability and Delivery section.
- Management, through a separate vehicle yet to be established such as a BID, or through the Council, should seek to improve the quality of the environment and private realm of the retail area in order to remain competitive.

8.2.6 Planning Policy Implications
(see Chapter 3: 3.2.8)

- The proposed modification to the planning policy designation is to extend the town centre boundary to include the proposed new retail, subject to improving the links and accessibility with the existing town centre and its catchment, as well as investigating the possibility of re-designating the Southall Green area. This may lead to reduced ambition in relation to development sites identified on Southall Green, to uses more suitable to a Neighbourhood Centre.

The site-specific development opportunities identified above, together with development guidance, are taken forward in Chapter 9 below.
Figure 8.2: Town Centre Development Ideas

KEY
- Public realm upgrades
- Key Links between intensity areas
- High intensity town centre uses
- Green space
- Development sites - mixed-use
- Development site cross rail
- Existing roads
- Proposed roads
- Railway
- Rivers/canals
- Southall Boundary

800m walking catchment

A Framework for Southall
8.3 Transport Proposals

This is again a summary of the proposals made in the relevant Chapter (4 Transport), accompanied by the relevant spatial representation of them on Figure 8.2. The full analysis and “reasoned justification” of the proposals can be found in Chapter 4 itself.

8.3.1 Proposals for Southall Station area
(see Chapter 4: 4.2.1)

- Prepare a station area design and plan for integrated land use and transport solution;
- High density residential (apartments), especially on sites shielded from railway noise, to make use of commuting opportunities by rail;
- Person-attracting (destination) land uses, such as offices, services, shopping, entertainment, will make use of the high in-bound accessibility. High densities will be appropriate to the scale of physical infrastructure envisaged for the station area;
- Provide a new road bridge over the railway to the east of the present station, linking South Road with Merrick Road;
- Transformation of South Road bridge as bus/taxi only area with rail interchange facilities and high quality pedestrian environment;
- High density three-dimensional development integrated with Southall station, South road bridge, and the proposed new road bridge;

8.3.2 Proposals for SGW development
(see Chapter 4: 4.2.2)

- Sustainable transport proposals as an integral part of the Southall Gasworks site development, including planning conditions and s106 agreements and contributions to deliver measures on and off-site;
- Such measures to include infrastructure within the site, bus route provision, enhancement and pump-giving, and connections for pedestrians and cyclists;
- Travel Plans for both residential and commercial components including individualised Travel Planning and Car Club provision.

8.3.3 Proposal for eastern access to SGW
(see Chapter 4: 4.2.3)

- Access Phase 1: Early stage of SGW development to be accessed via Beaconsfield Road and existing streets to the north of SGW;
- Access Phase 2: Construction of a link to the South Road bridge from SGW, as an alternative route to Beaconsfield road, and to in corporate bus access to SGW;
- Access Phase 3: In the longer term to provide a wholly new route between SGW and South Road, connecting at a cross-roads with the proposed new bridge access to the east of the station. This would be integral with complete redevelopment of the existing housing area lying between South Road bridge and the SGW site. This third phase is seen as crucial for the integration of SGW with Southall town centre. In order to make this link credible, activity should be maintained between SGW; eastern access and South road, through development or public realm. The SGW design process should explore the definition of these uses in more detail.

8.3.4 Proposal for Access to West, North west & nearby residential areas
(see Chapter 4: 4.2.4, 4.2.5, 4.2.6)

- Support the proposed connection from the SGW site to the Hayes By-pass (A312) via a new bridge over the Grand Union canal and Yeading Brook at the southwest tip of the site;
- An assessment of the costs and benefits of a northwest access providing for public transport as well as pedestrians and cyclists, subject to agreement with LB Hillingdon and TfL;
- Provide direct access between SGW site and Beaconsfield Road (and the Broadway beyond) to create permeability between existing and new development, with at least two accesses being for vehicular traffic and all accesses being suitably designed for pedestrian and cycle access;
- Enhance existing subways under the railway to the residential and commercial areas south of SGW to meet appropriate standards of safety and quality for pedestrian and cycle access.

8.3.5 Proposals for public transport
(see Chapter 4: 4.2.7)

- Plug missing link(s) in the bus network, especially between west Southall and Southall station area; and between the Broadway and SGW;
- Create new and diverted bus routes to create links between major developments to the east and west (SGW) of Southall station;
- Use new and diverted bus routes to maximise the inbound accessibility of SGW, as well as providing for the outbound accessibility required by SGW site residents;
- Create a bus-only South Road bridge in the longer term to improve the quality of bus-rail interchange, and to improve access on foot to and from Southall station.
Figure 8.3: Transport Development Ideas

<table>
<thead>
<tr>
<th>KEY</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pink</td>
<td>Town Centre</td>
</tr>
<tr>
<td>Cyan</td>
<td>Canal</td>
</tr>
<tr>
<td>Green</td>
<td>Railway</td>
</tr>
<tr>
<td>Black</td>
<td>Existing roads/streets</td>
</tr>
<tr>
<td>Orange</td>
<td>New street - general traffic</td>
</tr>
<tr>
<td>Yellow</td>
<td>New street - alternative routes</td>
</tr>
<tr>
<td>Brown</td>
<td>New street - bus only</td>
</tr>
<tr>
<td>Blue</td>
<td>Southall Boundary</td>
</tr>
</tbody>
</table>

800m walking catchment

Southall Gas Works development area

Improvement of employment areas
8.3 Transport Proposals

8.3.6 Proposal for Gateway Link Road
(see Chapter 4: 4.2.8)
- Drop the Gateway Link Road proposal.

8.3.7 Proposals for Access in the Glade Lane area
(see Chapter 4: 4.2.9)
- Land use reallocation to better match the pattern of existing and potential public transport accessibility and proximity to town centre;
- Use the development potential of the Glade Lane to Merrick Road area to create through bus links serving SGW and Southall station;
- Enhance the quality and directness of walk and cycle routes to the area to reduce its isolation.

8.3.8 Proposals for industrial links
(see Chapter 4: 4.2.10)
- Support new link to the International Trading Estate;
- Consider a new link for industrial traffic between Windmill Lane (Armstrong Way) and existing and potential future commercial uses south of the railway;
- Alternatively enhance link from Merrick Road to provide appropriate access to employment and mixed use activity;
- Investigate where the Canal and Rail can be used for the movement of freight and goods - especially as part of the SGW development.

8.3.9 Complementary Transport Proposals (see Chapter 4.2.11)
- To incorporate Car Clubs into negotiations for new residential developments.
- To encourage travel plans as part of major non-residential developments.
- A Travel Plan covering Southall Town Centre to be undertaken, possibly funded by new development.
- That softer measures of travel planning be explored for other major generators of car trips in Southall, such as shopping or worship, led by WESTTRANS.
- That new developments should specifically address servicing and access needs in order to prevent additional on-street traffic, by allowing rear access.
Figure 8.4: Detailed Transport Development Ideas

Phase 1
- Bus only
- New routes
- Railway station
- New connection from SGW site
- New bridge over railway

Phase 2
- Bus only
- New routes
- Railway station

Phase 3
- Bus only
- New routes
- Railway station

Phasing Diagrams
- New connection from SGW site
- New bridge over railway

Potential new development Sites
- 400m walking catchment

A Framework for Southall
This section summarises the proposals made in Chapter 5 Housing, Public Realm & Community Safety, accompanied by the spatial representation of the Housing and Public Realm proposals on Figure 8.2. The full analysis and "reasoned justification" of the proposals can be found in Chapter 5 itself.

### 8.4.1 Increasing Housing Supply: Potential Opportunity Areas
(see Chapter 5: 5.2.1)

The Framework suggests specific areas/sites that may be capable of providing substantial additional housing, including affordable housing. They include:

- Railway Station Central: with residential opportunities as part of the site specific planning guidance prepared for the Station area. See section 9.
- Havelock/Glade Lane: the wider Glade Lane area has been identified as being an area where, as well as a more varied employment profile, other use may also be possible, including residential and better organised public open space. More specific guidance can be found in Chapter 9.
- Featherstone Road Industrial Estate: Chapter 9 also provides the development guidance for this site, which in the future could continue to provide jobs through intensified employment provision as part of a mixed use scheme.
- Gas Works: A set of design principles for the redevelopment of the SGW site is also included.

The Site Specific Development Guidance section (Chapter 9) provides more detailed guidance on these sites.

### 8.4.2 Improving Housing Quality
(see Chapter 5: 5.2.2)

- Explore opportunities to increase the attractiveness and potential of the Havelock Estate, including through improving accessibility and connectivity, and considering remodelling of sections of the Estate as part of wider change in the Glade Lane sub-area.
- A pilot programme of enforcement to tackle the problem of unauthorised (mainly rear-garden) buildings in Southall.
- Establish a better relationship with the private rented sector and encourage accreditation and registration through liaison with the Housing, Planning and Environmental Health.
- Greater enforcement and a review of waste management procedures to discourage and prevent fly-tipping.

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8.4 Housing, Public Realm and Community Safety Proposals
Figure 8.5: Housing Opportunities

KEY
- Areas identified for potential change of use
- Residential areas for refurbishment or redevelopment

600m walking catchment.
8.4.3 New Open Space on SGW (see chapter 5: 5.2.2)
- For a new local park to be part of the mix of development on the SGW site, accessible to both new residents as well as the existing population.

8.4.4 Improvements to open space (see Chapter 5: 5.2.3)
Redressing the weaknesses in the supply of open space for Southall’s residents includes improving the current areas of open space as well as increasing the current supply.
Proposals are:
- For SGW (and other major sites), application of the design-related guidelines and principles provided in chapter 9 below, to ensure that needs are met and that the new open space is functional and well designed, suitable for and accessible to the variety of users it needs to serve.
- There are a number of other open spaces within Southall that are currently subject to improvement, or in need of investment. These include the Manor House Gardens, Glade Lane Park and the play area on Featherstone Road.
  - The Manor House Gardens. Despite investment in 2002 through the Single Regeneration Budget, the Manor House Gardens on The Green could play a more significant role in providing a green space within the old part of Southall. Parts of the site are currently underused and attract crime and anti-social behaviour. Groundwork has proposals to carry out refurbishment of the grounds with a new café and new playground. The Framework recommends the creation of a better pedestrian environment in the Station area, providing legible, convenient, safe crossing points and clear signage.
  - Glade Lane. The Glade Lane Park suffers mainly as a result of its location, bound by a Canal on one side and the rail line the other, making it isolated from its residential catchment. A suggested strategy to remedy this, through a more strategic approach to the wider Glade Lane area, including the Havelock and Toplocks estates as well as the Middlesex Business Centre, is proposed in chapter. The open space element of this strategic approach is to reorganise the open space into a more central location and upgrade the security of the existing park by the canal. This would mean no net loss in open space, with significant qualitative improvements.

8.4.5 Public realm Improvements (see Chapter 5: 5.2.4)
There are a number of locations in Southall that should be prioritised for upgrades to the streetscape or public realm. These are:
- Pedestrian upgrades around and to the station: the Framework recommends the creation of a better pedestrian environment in the Station area, providing legible, convenient, safe routes for pedestrians together with safe crossing points and clear signage.
- Pedestrian upgrades in the town centre: public realm upgrades are also proposed for the town centre. These are shown on Figure 8.2 and Figure 8.6 Improvements would include new street furniture, signage upgrades, pavement upgrades, public art opportunities alongside a comprehensive maintenance programme.

8.4.6 Unlocking Assets – the Canals and the Minet Country Park (see Chapter 5: 5.2.5)
- Improvement of the canal side footways, links to Minet Country Park, capitalising on increased use unlocked by development on the Gas Works.

8.4.7 Community Safety (see Chapter 5: 5.2.6)
- Space dedicated to providing a base for Community Safety Officers and/or Park Wardens to be part of the development of the Manor House Gardens, or for such space to be provided in the Community Hub.
Town Centre public realm improvements

Opportunity for upgrade/consolidation of open space

No significant change proposals required

Possible location of new public open space

Potential green links

Significant pedestrian

Figure 8.6: Public Realm Proposals Plan

KEY

Figure 8.6: Public Realm Proposals Plan

800m walking catchment

Southall Park
8.5 Employment and Labour Market Proposals

This section summarises the proposals made in Chapter 6 Employment & the Local Economy, accompanied by the spatial representation of the Employment Sites Identified for Change on Figure 8.7. The full analysis and “reasoned justification” of the proposals can be found in Chapter 6 itself.

8.5.1 The future of land currently allocated for Employment use
(see Chapter 6: 6.2.1)

Many of the sites currently in use for employment and business, and allocated as such, will continue in this use. The Framework’s strategy for this group of sites is however a mixture of consolidation and redevelopment. Two in particular are identified as having the potential for major change:

- Featherstone Road Industrial Estate: there is potential for employment uses currently within the Featherstone Road Industrial Estate site to be intensified and become part of the town centre mixed-use opportunity identified for this location.
- Middlesex Business Centre: this area to become part of the wider Glade Lane Framework area, which could result in employment uses being intensified, as part of a more mixed use area.

8.5.2 The Asian Gateway concept
(see Chapter 6: 6.2.2)

- The Framework seeks to permit and encourage some office, media or creative development as part of the mix on Southall Gasworks, as part of the group of other uses not covered by retail and residential. Flexibility should be permitted here in terms of planning, to allow the development to respond to changing need and economic circumstances, and to facilitate local initiatives to take advantage of the Asian heritage and business links.

8.5.3 Improving Labour Market Access
(see Chapter 6: 6.2.3)

- An audit of service provision may be required in order to assess which agencies are fulfilling this role, how effective they are, and what are the barriers that prevent such agencies from meeting their objectives. Agencies in this area may include Job Centres, Connexions, the LSC, Chamber of Commerce, Business Education Partnerships, Colleges and so on. Common issues among such groups may include the short-term nature of funding programmes, difficulties in reaching those individuals who could benefit most, a lack of facilities in which to have a local presence, and general revenue issues. Such a review may be a useful way of identifying both need and what should be done to benefit those currently excluded from the labour market.
Figure 8.7: Employment Sites Identified for Change

KEY
- Retained employment land
- Potential for a wider mix of uses

800m walking catchment
8.6 Community Services Proposals

This section is a summary of the proposals made in Chapter 7 Community Services. The full analysis and "reasoned justification" of the proposals can be found in Chapter 7 itself.

8.6.1 Community Services Provision
(see Chapter 7: 7.2.3, 7.2.4, 7.2.5)

- That the proposals to locate community uses in Phoenix House be taken forward. The site could potentially be suitable for the location of a new library for Southall, following the new model of library provision with additional facilities and services.
- The Featherstone Road Car Park site be taken forward, together with the Dominion Centre, to provide both primary health care facilities and community space.
- That the Gurdwara site, should it become a focus for redevelopment in the future, should retain and re-provide community space as part of such potential redevelopment.
- That health services also need to be provided North of the railway line. Options which may be developed further include:
  - The 'Horse Yard' site on High Street
  - The supermarket site
  - The Post Office/Methodist Church site

8.6.2 Education Provision
(see Chapter 7: 7.2.6)

Proposals regarding education provision are mainly around ensuring the correct contribution is provided to educational facilities through the SGW development. This is to be developed in more detail but would include:

- A new Primary School, suitable for two or three form entry. The school should also:
  - Be suitable to support additional community facilities
  - Be to the standard of facilities being developed through the Government’s Primary Capital Programme
  - Be accessible to both the new SGW community and the existing Southall North school planning area
  - Be located near to play areas and open space
- A contribution to existing pre-school and secondary provision, to be calculated using a modified version of the LB Ealing child yield ratios.

8.6.3 Cultural and Leisure Provision
(see Chapter 7: 7.2.7)

- To investigate, through the Asian Gateway, the feasibility for developing Southall’s cultural offer through potential locations for a range of cultural services, such as banqueting, conferencing, festivals and performing arts.
- Commercial leisure opportunities may also be explored along South Road.

8.6.3 Environmental Sustainability
(see Chapter 7: 7.2.8)

- To ensure that new development complies with best practice guidelines in relation to environmental performance.
- That the SGW fully investigates the impact the development would have on infrastructure and utilities, and also considers environmentally sustainable infrastructure such as CHP and SUDS.
- That further studies are made regarding the potential for a new Waste Management Facility to be located in Southall.
8.7 Suggested Phasing

The following table sets out, in broad terms, the physical proposals above and their suggested phasing.

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Short Term (0-5 years)</th>
<th>Medium Term (5-10 yrs)</th>
<th>Long Term 10 years +</th>
<th>Potential Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Bridge for Southall</td>
<td></td>
<td></td>
<td></td>
<td>TfL/LBE LIP</td>
</tr>
<tr>
<td>Station Area Design Framework</td>
<td></td>
<td></td>
<td></td>
<td>LBE/Private Sector</td>
</tr>
<tr>
<td>Station area South West</td>
<td></td>
<td></td>
<td></td>
<td>LBE/Private Sector</td>
</tr>
<tr>
<td>Havelock/Grade Lane</td>
<td></td>
<td></td>
<td></td>
<td>LBE/Private Sector</td>
</tr>
<tr>
<td>Featherstone Road Industrial Estate</td>
<td></td>
<td></td>
<td></td>
<td>LBE/Private Sector</td>
</tr>
<tr>
<td>Open Space improvements – Manor House Gardens</td>
<td></td>
<td></td>
<td></td>
<td>LBE/Groundwork</td>
</tr>
<tr>
<td>Open Space improvements – Featherstone Road Play Area</td>
<td></td>
<td></td>
<td></td>
<td>LBE</td>
</tr>
<tr>
<td>Private Sector Housing Management</td>
<td></td>
<td></td>
<td></td>
<td>LBE</td>
</tr>
<tr>
<td>Access Improvements – International Trading Estate</td>
<td></td>
<td></td>
<td></td>
<td>LBE – LIP/TFL</td>
</tr>
<tr>
<td>Access Improvements – Great western/Middlesex Business Centre</td>
<td></td>
<td></td>
<td></td>
<td>LBE – LIP/TFL</td>
</tr>
<tr>
<td>Community Facilities – Phoenix House</td>
<td></td>
<td></td>
<td></td>
<td>LBE/Private Sector</td>
</tr>
<tr>
<td>Community Hub – Health related Services (Featherstone Road Car Park)</td>
<td></td>
<td></td>
<td></td>
<td>LBE/PCT</td>
</tr>
<tr>
<td>Community Hub – community related services (Dominion Centre)</td>
<td></td>
<td></td>
<td></td>
<td>LBE</td>
</tr>
<tr>
<td>Car Parking</td>
<td></td>
<td></td>
<td></td>
<td>LBE</td>
</tr>
<tr>
<td>Travel Plan and Public Transport Service Improvements</td>
<td></td>
<td></td>
<td></td>
<td>LBE/WestTrans</td>
</tr>
<tr>
<td>Access for All - Disability Improvements</td>
<td></td>
<td></td>
<td></td>
<td>LBE</td>
</tr>
<tr>
<td>Town Centre Transport Management over construction phases</td>
<td></td>
<td></td>
<td></td>
<td>LBE/Developers</td>
</tr>
</tbody>
</table>

Table 8.1: Suggested Phasing of Framework Proposals
## 8.7 Suggested Phasing

### 8.7.1 Short-term Priorities

There are a number of public realm focused projects that could be delivered in the short-term. Details of these are provided below:

<table>
<thead>
<tr>
<th>Proposals</th>
<th>Year 1</th>
<th>£££</th>
<th>Year 2</th>
<th>£££</th>
<th>Year 3</th>
<th>£££</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detailed Public Realm Appraisal, Design Development and Implementation Strategy</td>
<td>150,000 (inclusive)</td>
<td></td>
<td>Implementation</td>
<td></td>
<td>See individual budgets</td>
<td></td>
</tr>
<tr>
<td>Public Realm Appraisal</td>
<td>Audit, Interventions and Implementation Strategy</td>
<td>(inclusive)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture Audit</td>
<td>Audit, Interventions and Implementation Strategy</td>
<td>(inclusive)</td>
<td>Roll out new furniture through Hot Spots campaign</td>
<td>See Hot Spots</td>
<td>Roll out new furniture through Hot Spots campaign</td>
<td>See Hot Spots</td>
</tr>
<tr>
<td>Pavement Upgrades</td>
<td>Audit, Interventions and Implementation Strategy</td>
<td>(inclusive)</td>
<td>Roll out new furniture through Hot Spots campaign</td>
<td>See Hot Spots</td>
<td>Roll out new furniture through Hot Spots campaign</td>
<td>See Hot Spots</td>
</tr>
<tr>
<td>Signage/Place Making</td>
<td>Audit, Interventions and Implementation Strategy</td>
<td>(inclusive)</td>
<td>On going Implementation</td>
<td>50,000</td>
<td>On going Implementation</td>
<td>50,000</td>
</tr>
<tr>
<td>Management Program</td>
<td>Audit, Interventions and Implementation Strategy</td>
<td>(inclusive)</td>
<td>Consultations/ Implementation of program with retailers and local businesses</td>
<td>60,000</td>
<td>On going consultation/ Implementation of program with retailers and local businesses</td>
<td>20,000</td>
</tr>
<tr>
<td>Public Art Opportunities</td>
<td>Audit, Interventions and Implementation Strategy</td>
<td>(inclusive)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commission an artist for an individual project</td>
<td>15,000</td>
<td>Construction</td>
<td>50,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commission a community engagement project (Link to Public Art - Investigate alternative sources of funding)</td>
<td>40,000 / 20,000</td>
<td></td>
<td>Commision a community engagement project (Link to Public Art - Investigate alternative sources of funding)</td>
<td>40,000 / 20,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hot Spots Interventions (Suggest 2 locations - Broadway and South Road). Could include new street furniture, improved pedestrian access, reinforce identity through paving, landscaping, street furniture and artworks.</td>
<td>Audit, Interventions and Implementation Strategy</td>
<td>(inclusive)</td>
<td>Design Development for High profile localised intervention sites. (Investigate alternative sources of funding - see SCIPs Program)</td>
<td>40,000</td>
<td>Construction of 2 Hot Spots</td>
<td>200,000</td>
</tr>
<tr>
<td>Design Development for High profile localised intervention sites. (Investigate alternative sources of funding - see SCIPs Program)</td>
<td>40,000</td>
<td>Construction of 2 Hot Spots</td>
<td>200,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Site Specific Development Guidance

SGW

/ Major redevelopment site for residential, commercial, community, leisure uses and major public open space
/ Potential for improved pedestrian linkages to existing and new public open space
/ Potential catalyst for broader regeneration of Southall area
/ Potential for new street network to integrate and improve residential areas to north
/ Potential for new local amenities and services for existing new communities
/ Potential for new retail provision to compliment existing town centre cluster and facilities
/ Potential for a range of housing types currently lacking in the area

Developable Residential area: 22.9 hectares
Appropriate residential density: 55-175 residential units per hectare

KEY

- Development Site
- Green Space
- Mixed Use
- Residential
- Employment/Mixed Use
- Streets
- New streets
- Pedestrian
- New pedestrian
- Public Realm Hotspots
- Potential site for community uses
- Potential site for carparking

A Framework for Southall
FEATHERSTONE ROAD INDUSTRIAL ESTATE

/ Potential for site assembly and redevelopment for mixed use to main route edges of site, including retail, commercial and community uses; into largely residential and intensified employment beyond.
/ Consolidate Dominion House Site to integrate holistically with the Southall West Site. The Dominion House Site has potential for redevelopment as community hub/health services.
/ Develop new green public open space at centre of site.
/ Locate new overlooked pedestrian pathways and streets through site to open up and link the site to South Road and residential areas to the west.
/ Consolidate street infrastructure at existing South Road to make the pedestrian experience safer and more inviting.
/ Redevelop Phoenix House for mixed uses with community/library uses on the lower levels and residential above.

Key public realm hotspot locations for short term upgrades. To include pavement upgrades, furniture consolidation and upgrades, public art and signage. (Potential for local business led funding to supplement public funds)

Mixed Use: 5.6 hectares
Residential: 4.6 hectares
Appropriate residential density: 165-275 residential units per hectare
GLADE LANE

/ Redevelopment for housing, mixed use and employment
/ Retention of Great Western, whilst widening the uses on Windmill Business Centre
/ Potential to improve pedestrian and vehicular connections
/ Potential to reorganize some public open space - improving quality whilst not losing quantity - to a more central location and upgrade access and security of existing park by canal
/ Upgrade of green corridor along the canal
/ Upgrade of pedestrian routes throughout this area to improve access and safety for communities
/ Introduction of key new streets enhance permeability and increase accessibility to transport node and town centre facilities
/ Employment uses refocused and intensified to integrate into mixed use and residential environments
/ Enhance the eastern access of the area through improvements to road connections around Three Bridges

Developable residential area: 13.4 hectares
Appropriate residential density: 55-175 residential units per hectare
SOUTH ROAD

/ Allow alternatives to retail use and promote other town centre uses and residential provision

Icelands
/ Potential for assembly of site and redevelopment for mixed use with retail or community uses at ground floor
/ Potential for community hub/health services
/ Potential for multi-storey parking at rear
/ Potential for residential uses at upper levels
/ Retention of market - heritage and community value
/ Possible location for commercial leisure uses

PO Site
/ Potential for assembly of site and redevelopment for mixed use with retail or community uses at ground floor
/ Key historical facades have value and should be retained
/ Potential for community hub/health services
/ Potential for multi-storey parking at rear
/ Potential for residential uses at upper levels
/ Retail/community use frontages onto South Road
/ To the northeast of the site – complete the street network and infill with residential to integrate the urban fabric
/ Key public realm 'hotspot' locations for short term upgrades. To include pavement upgrades, furniture consolidation and upgrades, public art and signage. (Potential for local bussiness lead funding to supplement public funds)

Mixed Use: 1.6 hectare
Residential: 0.5 hectare
Appropriate residential density: 165-275 residential units per hectare
RAILWAY STATION CENTRAL

- Major redevelopment potential for high density mixed use including commercial, community uses
- Major potential to improve connections with new bridge over railway at Merrick Road
- Potential for landmark built form identifying improved transport node (including Crossrail), and connection point to north and south areas of Southall Town Centre.
- Potential for community hub/health services
- Potential integration with future cross rail development over railway to provide retail, commercial and residential uses
- Potential for integrating into the public realm on number of levels - retail/mixed use frontages onto major street frontages
- Respect heritage value of locally listed buildings, facades etc.

Mixed Use: 5.2 hectares
Appropriate residential density: 165 - 275 residential units per hectare
High Street

North
/ Potential for assembly of site and redevelopment for mixed use with retail (subject to retail capacity) or community uses at ground floor
/ Potential for community hub/health services
/ Potential for multi-storey parking at rear
/ Potential for residential uses at upper levels and behind retail
/ Retention of Pub for commercial leisure uses

South
/ Potential for assembly of site and redevelopment for mixed use with retail or community uses at ground floor
/ Potential for community hub/health services
/ Potential for multi-storey parking at rear
/ Potential for residential uses at upper levels

Mixed Use: 2.0 hectares
Residential: 1.0 hectares
Appropriate residential density: 55-175 residential units per hectare
References

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