**Unitary Development Plan 2004**  
**Supplementary Planning Guidance**  
**Development Sites**

<table>
<thead>
<tr>
<th>Site</th>
<th>23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address</strong></td>
<td>Adelaide Depot and British Waterways Adelaide Dock (part) Endsleigh Road, UB2</td>
</tr>
<tr>
<td><strong>Area</strong></td>
<td>Southall</td>
</tr>
<tr>
<td><strong>Site Area</strong></td>
<td>0.7 ha (1.7 acres - 7,000 m²)</td>
</tr>
</tbody>
</table>

**SUMMARY**

**Development Aims**
Integrate the site as part of the residential district on the north/west sides and link to the industrial on the east side

**Land Uses**
Residential, employment (live/work), community (healthcare) and open space

**Overall Capacity** using 1:1 plot ratio and 50% coverage - not including BWs land
6,000 m² (3,500 m² additional over existing)

**Key Design Principles**
Perimeter block layout, continuity of frontages, relation to bulk and massing of existing surroundings, screening from adjoining industrial, landmark feature along canal

**Key Transport Issues**
New access required from existing streets, car parking provision on site

**SITE PLAN**

For more information contact the Planning Policy Team on 020 8825 5428
# INDICATIVE DEVELOPMENT CAPACITY*

<table>
<thead>
<tr>
<th>Section</th>
<th>Overall Capacity</th>
<th>Housing</th>
<th>Retail/Leisure</th>
<th>Employment</th>
<th>Community Facilities</th>
<th>Public Open Space</th>
<th>Key Transport Infrastructure Considerations (See General Planning Information)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Capacity</strong></td>
<td></td>
<td>Existing Estimate (m²): 2,500</td>
<td>Potential floor space (m²): 6,000 (1:1 plot ratio and 50% site coverage - not including BWs land)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Housing</strong></td>
<td></td>
<td>Existing Estimate (m²): -</td>
<td>Potential floor space (m²): 4,000 Potential Number of Units: 35</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Retail/Leisure</strong></td>
<td></td>
<td>Existing Estimate (m²): -</td>
<td>Potential floor space (m²): - Potential Jobs:** -</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td></td>
<td>Existing Estimate (m²): 2,500</td>
<td>Potential floor space (m²): 500 Potential Jobs:** 10</td>
<td></td>
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<tr>
<td><strong>Community Facilities</strong></td>
<td>Healthcare</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Public Open Space</strong></td>
<td>District Park and Local Park Deficiency</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Deficiency Area</strong></td>
<td>Severe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Potential OS:</strong></td>
<td>Potential contribution to provision of open space within the area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Key Transport Infrastructure Considerations (See General Planning Information)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus Routes:</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roads / Juncs:</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cycle Routes:</td>
<td>-</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Car Club:</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Servicing:</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rail / Tube:</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic Management:</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Pedestrian Routes:</td>
<td>-</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Travel Plan:</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car Parking:</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comments:</td>
<td>Improved access as access is currently achieved through narrow, over-parked residential streets. Potential for access to be achieved through the Endsleigh Industrial Estate and/or from Salisbury, Inverness and Gordon Roads. Car parking should be provided on site, avoiding spill over parking on residential streets.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**Site Adjustment**  None

Potential Units / Jobs:

Justification:

* This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k

**Jobs estimation see appendices
SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description
- A small warehouse and light industrial use back land site
- Accessed through a residential area
- Located adjacent to Endsleigh Industrial Estate (no through access)
- The site has a number of small warehouse and industrial units and garages and in a generally poor state of repair

Town planning land use/Context
- Employment Site
- Community Regeneration Area
- Consultation Area for new CPZ
- Public Open Space Deficiency Area (District Park Deficiency after Implementation of Proposals, Local Park Severe Deficiency)
- Area more than 400m from a designated shopping frontage
- Adjacent to Waste and Recycling Site
- Uses - B2, B2, B8 (general industrial, workshops, storage)

Current site activity
- Active storage, commercial and workshop and light industrial uses
- Vacant premises used for the same

Current planning/development control status
- Erection of 2 and 3-storey 8 terraced blocks to provide 32 residential units. (Application deferred in December 2002 and held in abeyance since) - P/2000/2864

Relevant Policy Considerations
- Community & Local Neighbourhood Renewal Strategy
- Heathrow City Growth & LDA Framework

Current access issues
- Within 300m of bus stops serving 1 bus route
- Consultation Area for New Controlled Parking Zone
- Within 100m of a Proposed Cycle Route
- Grand Union Canal Footpath
- PTAL 3

CONSTRAINTS AND OPPORTUNITIES

Constraints
- Constrained access for car and servicing vehicles through narrow, over-parked residential streets and lack of access to east
- Poor quality of buildings on site
- Noise, pollution and vibration from the adjacent Endsleigh Industrial Estate
- Site physically constrained by the location of the Waste and recycling facilities
- Sensitive adjoining residential development
Opportunities
- Provision of access to the site through the Endsleigh Industrial Estate and/or from Salisbury and Inverness Roads
- Improved environment and building quality
- Improved residential environment
- Rationalisation of site layout
- Provision of public open space alongside canal

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Residential with some live/work and healthcare facilities adjoining the Industrial Estate and the Civic Amenity site

Urban Form
Site/block layout
- Height and bulk of buildings to relate to surrounding residential scale and plot sizes
- Potential for higher buildings on the edge of the Canal, adjoining the Industrial Estate and the Civic Amenity site
- Block layout to maintain the existing perimeter block structure and allow for continuity of existing frontages respecting existing fronts/back and public/private definition
- Appropriate boundary treatment to shield residential from industrial and recycling areas

Character
- Integrate the site as part of the residential district on the north/west sides and link to the industrial on the east side

Access/Transport
- Potential access through the Endsleigh Industrial Estate and/or from Salisbury, Inverness and Gordon Roads.
- Potential for parking and manoeuvring area inside the block and along new streets

Public Open Space/Public Environment
- Provision of open space along canal land, contributing to the provision of open space within the surrounding area to mitigate existing deficiency
- Visual link to Salisbury Road through landmark/space

Land Use development and Management Issues
- Management of car parking required to avoid impact on surrounding residential streets
- Prior written consent from the Environment Agency is required for any applications on this site where development is within 8 metres of a main river
- Prior written consent from the Environment Agency is required for any application on this site where development is on contaminated land or within 250m of a landfill site, due to potential risk to groundwater
This site is within or adjacent to a designated conservation site, which has value for wildlife. Developers should contact the London Wildlife Trust. A landscape management plan is also recommended for all development on this site.

**INDICATIVE DEVELOPMENT DIAGRAM***

**Design Principles**
- New access through Salisbury Road
- Central car parking area
- Continuity of existing perimeter block structure
- Screen boundary treatment to shield residential from industrial/recycling areas
- Mix of uses and higher buildings along Canal and adjoining Industrial Estate/Amenity site
- Visual link to Salisbury Road through landmark/space feature along canal open space

*This diagram provides a possible site layout only and should not be seen as prescriptive. Further study into details may give rise to alternative options and the final scheme will need to meet all relevant policies.*
### Unitary Development Plan 2004
#### Supplementary Planning Guidance
#### Development Sites

<table>
<thead>
<tr>
<th>Site</th>
<th>24</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address</strong></td>
<td>Former AEC Site, Windmill Lane, UB2</td>
</tr>
<tr>
<td><strong>Area</strong></td>
<td>Southall</td>
</tr>
<tr>
<td><strong>Site Area</strong></td>
<td>1.8 ha (4.4 acres - 18,000 m²)</td>
</tr>
</tbody>
</table>

#### Planning Permission Summary

Erection of a part single and part two storey building on Windmill Lane frontage for manufacturing of food products (B2) with access onto Windmill Lane, incorporating ancillary offices and storage with provision of car and lorry parking facilities - P/2001/0504

Plot Ratio is approximately 0.6:1, and site coverage is 49%.

#### Development Details

<table>
<thead>
<tr>
<th><strong>Housing</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential floor space (m³):</td>
<td>-</td>
</tr>
<tr>
<td>Number of Units:</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Retail/Leisure</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor space (m³):</td>
<td>-</td>
</tr>
<tr>
<td>Potential Jobs:</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Employment</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential floor space (m³):</td>
<td>12,452 (Gross)</td>
</tr>
<tr>
<td>Potential Jobs:</td>
<td>400 (1:30m² ratio used)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Community Facilities</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type:</td>
<td>-</td>
</tr>
<tr>
<td>Floor space (m²):</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Other Facilities</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>16 Lorry bays and 84 car parking spaces</td>
<td></td>
</tr>
</tbody>
</table>

#### Land Use development and Management Issues

Site requires a Flood Risk Assessment as it is over 1 hectare in size

---

*For more information contact the Planning Policy Team on 020 8825 5428*
Site 30

Address 220 Uxbridge Road (former car sales), UB1
Area Southall
Site Area 0.5 ha (1.0 acre - 5,000 m²)

SUMMARY

Development Aims
Quality residential development

Land Uses
Residential

Overall Capacity using 1:1 PR and 75% coverage
5,000 m² (vacant)

Key Design Principles
Residential flats; bulk and massing kept in character with adjoining development, issues associated with noise

Key Transport Issues
Single access point because of high traffic flow on dual carriageway, parking at rear

For more information contact the Planning Policy Team on 020 8825 5428
INDICATIVE DEVELOPMENT CAPACITY*

Overall Capacity
Existing Estimate (m²): 0
Potential floor space (m²): 5,000 (1:1 plot ratio and 75% site coverage)

Housing
Existing Estimate (m²): u/k
Potential floor space (m²): 5,000
Potential Number of Units: 50
(subject to addressing noise issues)

Retail/Leisure
Existing Estimate (m²): -
Potential floor space (m²): -
Potential Jobs:** -

Employment
Existing Estimate (m²): -
Potential floor space (m²): -
Potential Jobs:** -

Community Facilities
Type: -
Existing Floor space (m²): -
Potential floor space (m²): -

Public Open Space
Type: Local Park
Deficiency Area Yes
Potential OS: Potential contribution to Local Park provision in the area

Key Transport Infrastructure Considerations (See General Planning Information)
Bus Routes: - Rail / Tube: -
Roads / Juncs: - Traffic Management: Yes
Cycle Routes: Yes Pedestrian Routes: -
City Car Club: - Green Travel Plan: -
Servicing: Yes Car Parking: Yes
Comments: Residential development may be subject to ‘low car housing’ policy, rear servicing and car parking; potential for contributions to improve the adjoining cycle route

Site Adjustment
Potential Units / Jobs: Use PR of 1:1
Justification: Rail line and the wedge-like shape of the site constrains development across the whole site, adjoining residential dwellings are semi-detached

* This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k
**Jobs estimation see appendices
SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description
- Vacant site except for a number of advertising bill boards
- Formerly a car sales yard

Town planning land use/Context
- Community Regeneration Area
- Public Open Space Deficiency Area (Local Park Severe Deficiency)
- Area more than 400m from a Designated Shopping frontage
- Within a green corridor

Current site activity
- Vacant except for a number of advertising bill boards

Current planning/development control status
- Redevelopment of the site involving erection of two 2-storey and one 3-storey linked blocks to provide 19 x 2 bedroom flats, one part five and part six storey block with basement to provide 7 x 1 bedroom and 53 x 2 bedroomed flats; alterations to vehicular access and provision of parking. Decision: NFA - P/2000/1754
- Demolition of existing garage buildings and erection of 3-4 storey buildings comprising a total of 44 flats (one, two and three-bed units) for affordable housing, car parking, landscaping, refuse storage and access from Uxbridge Road (Screening Direction - First Secretary of State) - P/2003/1961

Relevant Policy Considerations
- Community & Local Neighbourhood Renewal Strategy
- Heathrow City Growth & LDA Framework

Current access context
- On main distributor (A4020)
- Within 100m of several bus stops serving 5 bus routes
- On designated cycle route
- PTAL 2

CONSTRAINTS AND OPPORTUNITIES

Constraints
- High noise and vibration levels
- Heavy traffic flow along dual carriageway, no right turn out of site
- Servicing and vehicle access to the site
- Adjoining residential two-storey semi detached dwellings

Opportunities
- Residential flats development at a sympathetic scale to adjoining residential buildings
- Single vehicle access point to reduce impact of ingress/egress
- Landscaped frontage to improve surrounding environment and screen development from adverse effects of vehicle traffic

**DEVELOPMENT PRINCIPLES**

**Preferred Uses/Mix**
- Residential flats - 1 to 3 bedrooms

**Urban Form**
*Site/block layout*
- Single residential block of flats, three to four storeys in height
- Building line consistent with adjoining development
- Attenuation of rail and traffic effects
- Single access to site, parking at rear

*Character*
- Mixed residential development with landscaped boundaries

**Access/Transport**
- Single vehicle access to site to avoid adverse effects on traffic flow
- Car parking at rear

**Public Open Space/Public Environment**
- Landscaped frontage to improve pedestrian environment and screen development from traffic effects

**Land Use development and Management Issues**
- Should noise not be acceptably attenuated, other uses, such as commercial may become appropriate.
- This site is within or adjacent to a designated conservation site, which has value for wildlife, Developers should contact the London Wildlife Trust. A landscape management plan is also recommended for all development on this site
SUMMARY

Development Aims
Quality town centre square opportunity; masterplan required for comprehensive improvement/development

Land Uses
Mixed use, retail, office, residential, community and education uses, public car parking, public open space

Overall Capacity using the UDP standard 2:1 PR and 75% coverage
36,000 m² (21,000 m² additional over existing)

Key Design Principles
Retention of buildings with historic/architectural value; active street frontage; creation of public open space

Key Transport Issues
Maintain access along School Passage; rear servicing issues; public car parking provision

SITE PLAN

For more information contact the Planning Policy Team on 020 8825 5428
## INDICATIVE DEVELOPMENT CAPACITY*

<table>
<thead>
<tr>
<th>Capacity</th>
<th>Estimate (m²)</th>
<th>Potential floor space (m²)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Capacity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existing Estimate</td>
<td>15,000</td>
<td>36,000</td>
<td>(2:1 plot ratio and 75% site coverage)</td>
</tr>
<tr>
<td><strong>Housing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existing Estimate</td>
<td>0</td>
<td>4,000</td>
<td>Potential Number of Units: 50 (mixed)</td>
</tr>
<tr>
<td><strong>Retail/Leisure</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existing Estimate</td>
<td>1,000</td>
<td>3,000</td>
<td>Potential Jobs:** 60</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
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<tr>
<td>Existing Estimate</td>
<td>7,000</td>
<td>18,500</td>
<td>Potential Jobs:** 740 (1:25m² ratio used)</td>
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<tr>
<td><strong>Community Facilities</strong></td>
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<tr>
<td>Existing Floor space</td>
<td>7,000</td>
<td>10,500</td>
<td></td>
</tr>
<tr>
<td><strong>Public Open Space</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Type:</td>
<td>Public square</td>
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</tr>
<tr>
<td>Deficiency Area:</td>
<td>No</td>
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</tr>
<tr>
<td>Potential OS:</td>
<td>New public hard surface space</td>
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</tbody>
</table>

### Key Transport Infrastructure Considerations (See General Planning Information)

- Bus Routes: -
- Rail / Tube: Yes
- Roads / Juncs: Yes
- Traffic Management: Yes
- Cycle Routes: Yes
- Pedestrian Routes: Yes
- City Car Club: Yes
- Green Travel Plan: Yes
- Servicing: Yes
- Car Parking: Yes

Comments: Improvements to pedestrian and cycle routes; pedestrian access to Shrubbery Road; town centre public car parking

### Site Adjustment

<table>
<thead>
<tr>
<th>Potential Units / Jobs</th>
<th>Justification</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

* *This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k**

**Jobs estimation see appendices
SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description
- Town centre site with a wide range of building styles and uses
- Includes Southall fire station
- Multi-storey office building containing the Tutorial College of West London
- Light industrial factory (Abbess Works)
- Hindu temple
- Two public houses
- Two storey terrace buildings with retail on the ground floor
- Back land bowling green and associated clubhouse building

Town planning land use/Context
- Major Town Centre
- Community Regeneration Area
- Buildings of façade or group value
- Archaeological Interest Area
- Locally listed buildings - Former Southall Town Hall and Fire Station, George & Dragon PH
- Uses -
  A1, A2 (Retail, Professional Services)
  B1 (Business, Offices)
  C3 (Residential)
  D1 (Fire Station)

Current site activity
- Active community, recreation and leisure use, education, religious, emergency services use
- Retail
- Office
- Hand car wash
- Car parking

Current planning/development control status
- Redevelopment of site by formation of vehicular access and erection of two storey community building (providing 560 m² floorspace) to be used for non-worship purposes in association with Vishwa Hindu Kendra at no 2 Lady Margaret Road adjoining. Decision: Conditional (Permission Renewal - P/2000/3521)
- Use of 5 storey office building on street frontage as a sixth form A level college. Decision: Conditional (Permission Renewal - P/2001/3445)
- Change of use of residential unit at part first and part second floor levels above bank to offices (B1). Decision: Conditional - P/1998/2112
- Single storey building to side of Town Hall to provide public conveniences. Decision: Pending - P/2004/4310

Relevant Policy Considerations
- Southall Town Centre Strategy
- Heathrow City Growth & LDA Framework
Current access context
- On high street location (main distributor - A4020) with bus routes
- Within 10 min walking distance of Southall Station
- Within 100m of several bus stops serving 8 bus routes (95, 105, 120, 195, 207, 607, E5, H36)
- On designated cycle route
- Approved Controlled Parking Zone, Parking Standards: Zone 1
- Pedestrian walkway on site (School Passage)
- Vehicular access to Lady Margaret Road
- PTAL 4

CONSTRAINTS AND OPPORTUNITIES

Constraints
- Town Centre location
- Servicing and access arrangements
- School Passage pedestrian route from Shrubbery Road to High Street
- Recreation uses on site
- Adjoining residential development including Hindu Temple
- Existing height of development (up to five storeys)
- Traffic Impact Statement Required

Opportunities
- Masterplan required for comprehensive development
- Opportunity for new hard surface public space
- Potential to provide upgraded facilities for education/religious uses and integrate with a new public square
- Opportunity to provide modern fire station
- Living over the shop/office opportunity
- New employment uses in the Town Hall focusing on creative industries/small businesses

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Town Centre mixed uses including retail, office, living over the shop/office, cafes and restaurants/public houses, education, religious, community and recreation uses, public car parking
- New employment uses in the Town Hall focusing on creative industries/small businesses

Urban Form
- Site/block layout
  - Development should retain High Street frontage and improve pedestrian connections through and into site
  - Permeable frontages and quality public realm
  - Potential to change the character of Southall Town Centre
- Character
  - Quality town centre with mix of scales and uses around a vibrant public space
Access/Transport
- Potential contributions to upgrade cycle routes and pedestrian environment improvements
- Maintain pedestrian links through the site at School Passage and Lady Margaret Road
- Provision of limited town centre public car parking
- Rear servicing but limit access from Shrubbery Road to residential vehicles only

Land Use development and Management Issues
- Town Centre Management
- Multiple ownerships
- Site requires a Flood Risk Assessment as it is over 1 hectare in size
Unitary Development Plan 2004
Supplementary Planning Guidance
Development Sites

<table>
<thead>
<tr>
<th>Site</th>
<th>32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>75 High Street/2-4 North Road, UB1</td>
</tr>
<tr>
<td>Area</td>
<td>Southall</td>
</tr>
<tr>
<td>Site Area</td>
<td>0.25 ha (0.6 acres - 2,500 m²)</td>
</tr>
</tbody>
</table>

### SUMMARY

**Development Aims**
High quality town centre mixed use development

**Land Uses**
Residential flats, employment (office) or leisure use

**Overall Capacity** using the UDP standard 2:1 PR and 75% coverage
5,000 m² (2,700 m² additional over existing)

**Key Design Principles**
Perimeter block, sensitive scale of development

**Key Transport Issues**
Parking restraint; access to North Road; rear servicing

### SITE PLAN

For more information contact the Planning Policy Team on 020 8825 5428
## INDICATIVE DEVELOPMENT CAPACITY*

<table>
<thead>
<tr>
<th>Category</th>
<th>Existing Estimate (m²):</th>
<th>Potential floor space (m²):</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Capacity</strong></td>
<td>2,300</td>
<td>5,000 (2:1 plot ratio and 75% site coverage)</td>
</tr>
<tr>
<td><strong>Housing</strong></td>
<td>-</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Retail/Leisure</strong></td>
<td>0</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td>2,300</td>
<td>3,000</td>
</tr>
<tr>
<td><strong>Community Facilities</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Public Open Space</strong></td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**Key Transport Infrastructure Considerations (See General Planning Information)**
- **Bus Routes:** -
- **Rods / Juncs:** -
- **Cycle Routes:** Yes
- **City Car Club:** Yes
- **Servicing:** Yes
- **Rail / Tube:** Yes
- **Traffic Management:** Yes
- **Pedestrian Routes:** -
- **Green Travel Plan:** -
- **Car Parking:** Yes

**Comments:** West London Transit route, servicing issues, access onto North Road, parking restraint, possible contribution towards cycle routes and facilities

<table>
<thead>
<tr>
<th>Site Adjustment</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Units / Jobs:</td>
<td>Justification:</td>
</tr>
</tbody>
</table>

* This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k
**Jobs estimation see appendices
SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description
- The site has two light industrial buildings with associated car parking and servicing/loading bays at the front of each building
- Residential terraced buildings adjoins the site to the north
- Metropolitan Police Station is located to the west

Town planning land use/Context
- Major Town Centre
- Community Regeneration Area
- Opposite Statutory Listed Building - Red Lion Public House
- Archaeological Interest Area
- Uses -
  - A1 (retail)
  - B2 (light industrial)

Current site activity
- Vacant, formally a Kwik-Fit garage and a light industry factory

Current planning/development control status
- Change of use from tyre fitting workshop (B2) to bathroom tile retail shop (A1). Decision: Conditional - P/2004/0206

Relevant Policy Considerations
- Southall Town Centre Strategy
- Heathrow City Growth & LDA Framework

Current access context
- On main distributor (A4020) with bus routes
- Within 10 min walking distance of Southall Station.
- Within 100m of several bus stops serving 5 bus routes
- West London Transit
- Parking Standards Zone 1
- On designated cycle route
- PTAL 4

CONSTRAINTS AND OPPORTUNITIES

Constraints
- Town centre gateway location
- West London Transit route
- Respect adjoining residential development
- Opposite the Grade II listed Red Lion Public House

Opportunities
- Create quality gateway statement to address the beginning of the town centre
- Potential to develop housing on site
- Potential to change the character of the town centre
• Improved architectural quality and pedestrian environment
• Precedent set for 3-4 storey frontage onto the High Street

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
• Mixed use - residential over employment or leisure uses on the ground floor
• Residential along North Road

Urban Form

Site/block layout
• Active High Street frontage
• Perimeter blocks
• Town Centre gateway statement

Character
• Quality development that enhances the entrance to the town centre and provides a level of housing and leisure or employment uses

Access/Transport
• Parking restraint
• Rear servicing and access off North Road
• Improvements to existing cycle route

Public Open Space/Public Environment
• Improvements to townscape quality

Land Use development and Management Issues
• Town centre management opportunity
• Site requires a Flood Risk Assessment as it is over 1 hectare in size
INDICATIVE DEVELOPMENT DIAGRAM*

Design Principles
- Active High Street frontage
- Perimeter blocks
- Town Centre gateway statement
- Rear servicing and limited parking
- Maintain residential along North Road

* This diagram provides a possible site layout only and should not be seen as prescriptive. Further study into details may give rise to alternative options and the final scheme will need to meet all relevant policies.
INDICATIVE DEVELOPMENT DIAGRAM*

Design Principles
- Retain high street frontage
- Pedestrian connections to park
- Access from rear
- Improved block structure
- Central market space
- Limited public car parking

* This diagram provides a possible site layout only and should not be seen as prescriptive. Further study into details may give rise to alternative options and the final scheme will need to meet all relevant policies.
SITE PHOTO

AERIAL PHOTO
Unitary Development Plan 2004
Supplementary Planning Guidance
Development Sites

<table>
<thead>
<tr>
<th>Site</th>
<th>33</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>44-96 (even) High Street, Red Lion, Southall Market, UB1</td>
</tr>
<tr>
<td>Area</td>
<td>Southall</td>
</tr>
<tr>
<td>Site Area</td>
<td>1.4 ha (3.4 acres - 14,000 m²)</td>
</tr>
</tbody>
</table>

SUMMARY

Development Aims
Quality town centre mixed use development

Land Uses
Mixed use - retail, office, market, car parking, residential, leisure and community uses

Overall Capacity using 1:1 PR and 50% coverage
13,800 m² (3,800 m² additional over existing)

Key Design Principles
Active high street frontage, retain market in centre of site, pedestrian link and active frontage to public open space, retain buildings of historic merit

Key Transport Issues
Pedestrian links; parking restraint - limited on site parking improvement to cycle facilities

SITE PLAN

For more information contact the Planning Policy Team on 020 8825 5428
## INDICATIVE DEVELOPMENT CAPACITY*

<table>
<thead>
<tr>
<th>Overall Capacity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>10,000</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>14,000 (1:1 plot ratio and 50% site coverage)</td>
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</table>

<table>
<thead>
<tr>
<th>Housing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>2,500</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>14,000 (1:1 plot ratio and 50% site coverage)</td>
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<tr>
<td>Potential Number of Units:</td>
<td>25</td>
</tr>
<tr>
<td>(mixed)</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Retail/Leisure</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>3,000</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>3,500</td>
</tr>
<tr>
<td>Potential Jobs:</td>
<td>70</td>
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</table>

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>7,000</td>
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<td>Potential floor space (m²):</td>
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<td>Potential Jobs:</td>
<td>320</td>
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<tr>
<td>(1:25m² ratio used)</td>
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</table>

<table>
<thead>
<tr>
<th>Community Facilities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type:</td>
<td>-</td>
</tr>
<tr>
<td>Existing Floor space (m²):</td>
<td>-</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Public Open Space</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type:</td>
<td>-</td>
</tr>
<tr>
<td>Deficiency Area:</td>
<td>No</td>
</tr>
<tr>
<td>Potential OS:</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Transport Infrastructure Considerations (See General Planning Information)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Routes:</td>
<td>Yes</td>
</tr>
<tr>
<td>Rail / Tube:</td>
<td>-</td>
</tr>
<tr>
<td>Roads / Juncs:</td>
<td>Yes</td>
</tr>
<tr>
<td>Traffic Management:</td>
<td>Yes</td>
</tr>
<tr>
<td>Cycle Routes:</td>
<td>Yes</td>
</tr>
<tr>
<td>Pedestrian Routes:</td>
<td>Yes</td>
</tr>
<tr>
<td>City Car Club:</td>
<td>Yes</td>
</tr>
<tr>
<td>Green Travel Plan:</td>
<td>Yes</td>
</tr>
<tr>
<td>Servicing:</td>
<td>Yes</td>
</tr>
<tr>
<td>Car Parking:</td>
<td>Yes</td>
</tr>
<tr>
<td>Comments:</td>
<td>Potential application of ‘low car housing’ policy, limited public car parking, pedestrian and cycle route improvements, servicing issues</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Site Adjustment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Units / Jobs:</td>
<td>1:1 plot ratio at 50% below UDP standard 2:1 at 75%</td>
</tr>
<tr>
<td>Justification:</td>
<td>Provision of a market on the site</td>
</tr>
</tbody>
</table>

---

* This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k

**Jobs estimation see appendices
SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description
- Predominantly two or three storey terrace buildings with retail units at ground floor level
- Large warehouse building (locally listed) set back from the High Street with a small bus interchange in front
- Rear accessed horse market (with Royal Charter) with single storey market building and small garages

Town planning land use/Context
- Major Town Centre
- Community Regeneration Area
- Archaeological Interest Area
- Statutory Listed Building - Red Lion Public House
- Locally listed building
- Uses -
  - A1, A2 (Retail, Market, Professional Services)
  - B1 (Offices)
  - B2 (Light Industry)

Current site activity
- Active mixed use including retail, offices, flats above shops, market

Current planning/development control status
- No recent relevant planning history

Relevant Policy Considerations
- Southall Town Centre Strategy
- Heathrow City Growth & LDA Framework

Current access context
- On main distributor (A4020) with bus routes
- Within 10 min walking distance of Southall Station.
- Within 100m of several bus stops serving 8 bus routes (95, 105, 120, 195, 207, 607, E5, H36)
- Approved Controlled Parking Zone, Parking Standards Zone 1
- On designated cycle route
- PTAL 4

CONSTRAINTS AND OPPORTUNITIES

Constraints
- Town centre gateway location
- Existing horse market with royal charter
- Listed and locally listed buildings on site
- Respect adjoining residential development and Southall Park
- Site access and future servicing needs
Opportunities
- Masterplan for comprehensive development
- Landmark opportunity to address eastern gateway of Southall town centre
- Potential to address adjoining park and provide pedestrian links to the park
- Improve pedestrian permeability and environment quality
- Mixed use development opportunity incorporating the market and high density residential development
- Potential for wide range of town centre uses including retail, offices, cafes/restaurants, leisure, community and enterprise uses
- Potential for housing units including homes for key workers, or students
- Improved architectural quality and pedestrian environment
- Depth of site provides and opportunity to broaden the ‘high street activity zone’
- Scale of development would have to ensure no overlooking occurred over adjoining residential properties
- Respect and enhance the setting of the listed public house (Red Lion Public House)

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Town centre mixed uses comprising retail, leisure, residential, offices, community uses

Urban Form
  Site/block layout
- Development should retain high street frontage but improved pedestrian connections to park, improved town centre environment
- Improved block structure with central market space and limited public car parking
- Landmark development at eastern gateway
  Character
- Gateway town centre development with mixed use character focusing on the market

Access/Transport
- Parking restraint, some limited town centre public car parking
- Pedestrian links through to adjoining public open space, cycle route improvements
- Access from Boyd Avenue and Avenue Road

Public Open Space/Public Environment
- Links to adjoining public open space
- Positive aspect onto adjoining public open space

Land Use development and Management Issues
- Town Centre management opportunity
- Multiple ownerships
- Site requires a Flood Risk Assessment as it is over 1 hectare in size
INDICATIVE DEVELOPMENT DIAGRAM*

Design Principles
- Retain high street frontage
- Pedestrian connections to park
- Access from rear
- Improved block structure
- Central market space
- Limited public car parking

* This diagram provides a possible site layout only and should not be seen as prescriptive. Further study into details may give rise to alternative options and the final scheme will need to meet all relevant policies.
Site 35
Address Land to the north of Southall Station, UB1
Area Southall
Site Area 1 ha (2.6 acres - 10,000 m²)

SUMMARY

Development Aims
Quality high density development - transport interchange facilities

Land Uses
Town centre mixed uses, retail, leisure, employment, community/religious uses, transport interchange facilities, public open space

Overall Capacity using the UDP standard 2:1 PR and 75% coverage
10,000 m² (9,000 m² additional over existing)

Key Design Principles
Active frontages, defined street corners

Key Transport Issues
New station and transport interchange facility; new pick up/drop off access arrangements; restricted car parking; safeguard CrossRail route, enhance existing footbridge; Southall Gateway Link Road

SITE PLAN

For more information contact the Planning Policy Team on 020 8825 5428
## INDICATIVE DEVELOPMENT CAPACITY*

<table>
<thead>
<tr>
<th>Overall Capacity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>2,000</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>10,000 (1:1 plot ratio and 50% site coverage)</td>
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</table>

<table>
<thead>
<tr>
<th>Housing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>0</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retail / Leisure</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Existing Floor space (m²):</td>
<td>450</td>
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<tr>
<td>Potential floor space (m²):</td>
<td>1,000</td>
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</table>

<table>
<thead>
<tr>
<th>Employment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Floor space (m²):</td>
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</tr>
<tr>
<td>Potential floor space (m²):</td>
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<table>
<thead>
<tr>
<th>Community Facilities</th>
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</thead>
<tbody>
<tr>
<td>Type:</td>
<td>Religious, cultural</td>
</tr>
<tr>
<td>Existing Floor space (m²):</td>
<td>1,500</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>3,000</td>
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</table>

<table>
<thead>
<tr>
<th>Public Open Space</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type:</td>
<td>Local Park</td>
</tr>
<tr>
<td>Deficiency Area</td>
<td>Yes</td>
</tr>
<tr>
<td>Potential OS</td>
<td>Improved public realm, new public space for interchange improvements</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Transport Infrastructure Considerations (See General Planning Information)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Routes:</td>
<td>-</td>
</tr>
<tr>
<td>Rail / Tube:</td>
<td>Yes</td>
</tr>
<tr>
<td>Roads / Juncs:</td>
<td>Yes</td>
</tr>
<tr>
<td>Traffic Management:</td>
<td>Yes</td>
</tr>
<tr>
<td>Cycle Routes:</td>
<td>Yes</td>
</tr>
<tr>
<td>Pedestrian Routes:</td>
<td>Yes</td>
</tr>
<tr>
<td>City Car Club:</td>
<td>-</td>
</tr>
<tr>
<td>Green Travel Plan:</td>
<td>Yes</td>
</tr>
<tr>
<td>Servicing:</td>
<td>Yes</td>
</tr>
<tr>
<td>Car Parking:</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Comments: Key transport node location, potential, to facilitate new/remodelled interchange, possible new accesses/junction onto South Road, parking restraint, servicing issues, Southall Gateway Link Road.

<table>
<thead>
<tr>
<th>Site Adjustment</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Units / Jobs:</td>
<td></td>
</tr>
<tr>
<td>Justification:</td>
<td></td>
</tr>
</tbody>
</table>

* This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k

**Jobs estimation see appendices
SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description
- Adjacent to Southall Station
- Large temple building
- Car parking associated with the temple - 100 spaces (approx.)
- Timber merchants yard

Current planning/development control status
- Major Town Centre
- Community Regeneration Area
- Public Open Space Deficiency Area (Local Park Severe Deficiency)
- Adjoins a building of Façade or Group Value
- Uses
  - A1 (retail)
  - B1 (office)
  - D1 (Non-residential Institution)

Current activity on site
- Active religious use, retail/storage, car parking

Town planning Land use
- No recent relevant planning history

Relevant Policy Considerations
- Southall Town Centre Strategy
- Heathrow City Growth & LDA Framework

Current access context
- On Main Distributor with bus routes, and Local Road
- Adjacent to Southall Station; proposed interchange improvements
- Within 100m of several bus stops serving 5 bus routes
- On designated cycle route
- Approved Controlled Parking Zone, Parking Standards Zone 1
- Adjoins future CrossRail route, Southall Gateway Link Road
- PTAL 4
- Southall Gateway Link Road

CONSTRAINTS AND OPPORTUNITIES

Constraints
- Adjacent to Southall Station
- Railway issues; noise/vibration/operations during construction/trace widening
- Access difficulty onto South Road
- Accommodation of temple on site, successful relocation of existing business premises
- CrossRail route
- Southall Gateway Link Road
Noise and air quality management issues need to be considered
Transport Impact Statement required

**Opportunities**
- Create a high density, highly accessible development in a visible town centre location
- Interchange opportunities, link to Southall Station improvements
- New gateway to town centre
- High street frontage
- Linkages with development opportunity site 36

**DEVELOPMENT PRINCIPLES**

**Preferred Land Uses/Mix**
- Town centre mixed uses, retail, leisure, retention of community/religious uses, transport interchange facilities, public open space

**Urban Form**

*Site/block layout*
- Development should retain high street frontage and improve pedestrian connections/environment
- Improved block structure with the corner accentuated
- New central public space allowing interchange between transport modes
- New building to accommodate the temple with associated car parking

*Character*
- Quality high density, accessible mixed use development and public space

**Access/Transport**
- Potential new rail/bus/taxi interchange
- Station improvements
- Parking restraint
- Accommodate CrossRail proposals
- Potential links to Southall Gateway Road

**Public Open Space/Public Environment**
- Potential new focal public open space, integrated with new transport interchange improvements

**Land Use development and Management Issues**
- Town Centre Management opportunity
- Site requires a Flood Risk Assessment as it is over 1 hectare in size
INDICATIVE DEVELOPMENT DIAGRAM

Design Principles
- High street frontage and improve pedestrian connections/environment
- Pavilion units as ‘discrete development’
- Improved station
- New central public space allowing interchange between transport modes
- Drop off from high street
- Temple building to remain

* This diagram provides a possible site layout only and should not be seen as prescriptive. Further study into details may give rise to alternative options and the final scheme will need to meet all relevant policies.
SITE PHOTO

AERIAL PHOTO
Development Sites

<table>
<thead>
<tr>
<th>Site</th>
<th>36</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Southall Station tracks and Merrick Road, UB2</td>
</tr>
<tr>
<td>Area</td>
<td>Southall</td>
</tr>
<tr>
<td>Site Area</td>
<td>2.5 hectares (6.3 acres - 25,000 m²)</td>
</tr>
</tbody>
</table>

**SUMMARY**

**Development Aims**
Quality mixed use development; improved station and transport interchange

**Land Uses**
Employment uses including offices and light industrial, station, community uses

**Overall Capacity** using the UDP standard 1:1 PR and 50% coverage
12,500 m²

**Key Design Principles**
Retain buildings of heritage/architectural merit, accentuate street development

**Key Transport Issues**
New station and transport interchange facility; new pick up/drop off access arrangements; restrained parking; safeguarding of CrossRail route; retention of existing footbridge; junction improvements; Southall Gateway Link Road

**SITE PLAN**

For more information contact the Planning Policy Team on 020 8825 5428
# Indicative Development Capacity

<table>
<thead>
<tr>
<th>Category</th>
<th>Existing Estimate (m²)</th>
<th>Potential Floor Space (m²)</th>
<th>Potential Number of Units</th>
<th>Potential Jobs**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Capacity</strong></td>
<td>9,400</td>
<td>12,500 (1:1 plot ratio and 50% site coverage)</td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>Housing</strong></td>
<td>u/k</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Retail/Leisure</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td>7,000</td>
<td>10,000</td>
<td>260</td>
<td>-</td>
</tr>
<tr>
<td><strong>Community Facilities</strong></td>
<td>Community Centre</td>
<td>2,500</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Public Open Space</strong></td>
<td>District and Local Park</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

## Key Transport Infrastructure Considerations (See General Planning Information)

- **Bus Routes**: -
- **Rail / Tube**: Yes
- **Roads / Juncs**: Yes
- **Traffic Management**: Yes
- **Cycle Routes**: Yes
- **Pedestrian Routes**: Yes
- **City Car Club**: -
- **Green Travel Plan**: Yes
- **Servicing**: Yes
- **Car Parking**: Yes

Comments: Key transport node location, potential to facilitate and link to new/remodelled interchange and station, parking restraint, servicing issues, enhancement of existing pedestrian footbridge over rail lines, improvement of cycle routes and pedestrian environment, junction improvements, Southall Gateway Link Road

## Site Adjustment

- **Potential Units / Jobs**: 1:1 plot ratio at 50% below UDP standard 2:1 at 75%

Justification: Safeguarding operation and future expansion, heritage buildings and setting

---

*This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k

**Jobs estimation see appendices*
SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description
- Southall Station
- Light industrial premises
- Historic Southall Community Centre in a poor state of repair
- Pedestrian bridge linking the two sides of the rail tracks

Town planning land use/Context
- Major Town Centre
- Community Regeneration Area
- Interchange Improvements (Southall Station)
- CrossRail Route
- Building of Façade and Group Value
- Green Corridor
- Public Open Space Deficiency Area (District Park Deficiency after Implementation of Proposals, Local Park Severe Deficiency)
- Locally listed buildings - Southall Community Centre and gateways on east site, Railway Arches
- Area more than 400m from a designated shopping frontage
- Uses -
  A1 (Retail)
  B1 (Office, Light Industrial)
  D1 (Non-residential Institution)
  Sui Generis (Station)

Current site activity
- Active trade based business (services, retail and wholesale)
- Southall Station
- Southall Community Centre

Current planning/development control status
- No recent relevant planning history

Relevant Policy Considerations
- Southall Town Centre Strategy
- Heathrow City Growth & LDA Framework

Current access context
- On Main Distributor with bus routes, and Local Road
- Southall Station; proposed interchange improvements
- Within 100m of several bus stops serving 5 bus routes
- On proposed cycle route
- On future CrossRail route
- Within Approved Controlled Parking Zone and Consultation Area for new Controlled Parking Zones, Parking Standards Zone 1
- PTAL 4
- Southall Gateway Link Road
CONSTRAINTS AND OPPORTUNITIES

Constraints
- Southall Station located within site
- Railway issues; noise/vibration/operations during construction/track widening
- CrossRail route
- Existing pedestrian bridge over rail lines
- High density development precedent set across South Road at Phoenix House (ten storeys)
- Historic Southall Community Centre and buildings of façade or group value

Opportunities
- Highly accessible and visible site in a town centre location
- Station and interchange opportunities
- Retain and enhance existing pedestrian bridge over rail lines
- Green corridor improvements opportunities
- Restoration of Southall Community Centre, relocation of uses would be subject to satisfactory replacement
- Retain valued heritage works units
- Opportunity for higher development on corner of Green Road and Merrick Road
- Opportunity for junction improvements
- Southall Gateway Link Road opportunities
- Linkages with Development Site 35

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Employment generating uses - offices and light industry
- With community and cultural uses, relocation of uses to facilitate residential use would be subject to satisfactory replacement of community uses
- Transport interchange facilities

Urban Form
  Site/block layout
- Station and interchange improvements
- Continued leisure facilities on site (preferably retaining existing buildings)
- Higher development on corner of Green Road and Merrick Road
- Green corridor and public realm improvements
  Character
- Quality estate retaining valued buildings

Access/Transport
- Potential new rail/bus/taxi interchange
- Station improvements
- Parking restraint
- Accommodate CrossRail proposals
- Southall Gateway Link Road
Public Open Space/Public Environment

- Green corridor improvements

Land Use development and Management Issues

- Town Centre Management opportunity
- Site requires a Flood Risk Assessment as it is over 1 hectare in size

INDICATIVE DEVELOPMENT DIAGRAM*

Design Principles

- Station and interchange improvements
- Retain existing Community Centre and light industrial units
- Higher development on corner of Green Road and Merrick Road
- Green corridor and public realm improvements

* This diagram provides a possible site layout only and should not be seen as prescriptive. Further study into details may give rise to alternative options and the final scheme will need to meet all relevant policies.
There is a more detailed Planning and Urban Design Brief available for this site.
**Unitary Development Plan 2004**  
**Supplementary Planning Guidance**  
**Development Sites**

<table>
<thead>
<tr>
<th>Site</th>
<th>37</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>35-43 (odd) The Green, UB1</td>
</tr>
<tr>
<td>Area</td>
<td>Southall</td>
</tr>
<tr>
<td>Site Area</td>
<td>0.13 ha (0.3 acres - 1,300 m²)</td>
</tr>
</tbody>
</table>

**SUMMARY**

| Development Aims | Quality town centre mixed use development |
| Land Uses | Mixed Uses including, retail, employment, community/religious uses |
| **Overall Capacity** using the UDP standard 1:1 PR and 75% coverage | 1,950 m² (2,000 m² additional over existing) |
| **Key Design Principles** | Perimeter block with high street frontage |
| **Key Transport Issues** | Vehicle access from Kingston Road; parking restrictions; rear servicing |

**SITE PLAN**

*For more information contact the Planning Policy Team on 020 8825 5428*
## INDICATIVE DEVELOPMENT CAPACITY*

<table>
<thead>
<tr>
<th>Section</th>
<th>Existing Estimate (m²)</th>
<th>Potential floor space (m²)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Capacity</strong></td>
<td>575</td>
<td>1,950 (1:1 plot ratio and 75% site coverage)</td>
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</tr>
<tr>
<td><strong>Housing</strong></td>
<td>u/k</td>
<td>700</td>
<td>Potential Number of Units: 10 (2 bed units)</td>
</tr>
<tr>
<td><strong>Retail/Leisure</strong></td>
<td>150</td>
<td>150</td>
<td>Potential Jobs:** 3 (1:50m² ratio used)</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td>-</td>
<td>950</td>
<td>Potential Jobs:** 38 (1:25m² ratio used)</td>
</tr>
<tr>
<td><strong>Community Facilities</strong></td>
<td>Church</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td><strong>Public Open Space</strong></td>
<td>Local Park</td>
<td>150</td>
<td>Potential for contribution to provision of local parks within the area</td>
</tr>
<tr>
<td><strong>Key Transport Infrastructure Considerations (See General Planning Information)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus Routes</td>
<td>-</td>
<td>Rail / Tube:</td>
<td>-</td>
</tr>
<tr>
<td>Roads / Juncs</td>
<td>-</td>
<td>Traffic Management:</td>
<td>-</td>
</tr>
<tr>
<td>Cycle Routes</td>
<td>-</td>
<td>Pedestrian Routes:</td>
<td>-</td>
</tr>
<tr>
<td>City Car Club</td>
<td>Yes</td>
<td>Green Travel Plan:</td>
<td>-</td>
</tr>
<tr>
<td>Servicing</td>
<td>Yes</td>
<td>Car Parking:</td>
<td>Yes</td>
</tr>
<tr>
<td>Comments:</td>
<td>Rear servicing and access, parking restraint</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Site Adjustment** None

**Justification:**

* This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k

**Jobs estimation see appendices**
SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description
- Site off Kingston Road and the Green in Southall
- Three, three-storey terraced buildings
- Rear yard with vehicle access from Kingston Street
- Single storey church hall on rear portion of the site

Town planning land use/Context
- Major Town Centre
- Community Regeneration Area
- Public Open Space Deficiency Area (District Park Deficiency, Local Park Moderate Deficiency)
- Opposite a Major Employment Location
- Adjoins an Archaeological Interest Area
- Uses -
  A1 (Retail)
  B1 (Business, Office)
  C3 (Dwellings)
  D1 (Non-residential Institution)

Current site activity
- Active car and tyre repair / garage uses
- Residential above retail
- Some vacant buildings
- Church and community uses in the Gospel Hall

Current planning/development control status
- Redevelopment of the site involving erection of a three storey building to provide a medical centre at ground, part first floor and part second floor and 10 two bedroom flats at first and second floors with parking provision and alterations to vehicular access. Decision: Conditional - P2001/4035
- Construction of a four storey building comprising of 2 retail shops (ground floor level) and 6 self-contained flats (first to third floor level); refuse storage and parking. Decision: Pending - P/2004/4515

Relevant Policy Considerations
- Southall Town Centre Strategy
- Heathrow City Growth & LDA Framework

Current access context
- Local Road
- Within 5 min walking distance of Southall Station
- Within 100m of several bus stops serving 5 bus routes
- Consultation Area for New Controlled Parking Zone
- PTAL 3
CONSTRAINTS AND OPPORTUNITIES

Constraints
- Town centre location
- Existing church use
- Site access and future servicing access
- Established ‘high street’ uses adjoining the site
- Parking restrictions

Opportunities
- Mixed use development
- Replace with quality mixed use development
- Opportunity to provide consistent active street frontage onto The Green
- Opportunity to ‘wrap’ active frontage around the corner to Kingston Road
- Precedent set by adjoining and existing 3-4 storey developments
- Retain church and community uses on site, potential for new building

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Potential for mixed use development comprising retail, offices and element of residential on upper floors
- Community/Health/religious use on rear portion of site fronting onto Kingston Road

Urban Form
  Site/block layout
- Development should retain high street frontage and improve existing pedestrian environment
- Perimeter block
- Improved block structure with corner building being accentuated
- ‘Wrap’ active frontage around the corner to Kingston Road

  Character
- Quality town centre mixed use development with potential new premises for the existing church

Access/Transport
- Parking restraint
- Rear servicing and parking

Public Open Space/Public Environment
- Potential for contribution to provision of local parks within the area
- Improvements to pedestrian environment

Land Use development and Management Issues
- Town Centre Management opportunity
SITE PHOTO

AERIAL PHOTO
### Site 38

**Address**
The Green, Southall West, UB2

**Area**
Southall

**Site Area**
8.45 ha (21 acres - 84,500 m²)

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**SUMMARY**

**Development Aims**
Vibrant major employment estate with excellent transport links

**Land Uses**
Employment uses including general and light industrial, offices and mixed use including community and leisure use, retail and cafes, residential (including flats over shops), car parking

**Overall Capacity** using 1:1 PR and 75% coverage
84,500 m² (36,500 m² additional over existing)

**Key Design Principles**
Improved block structure; variety of plot sizes; building heights decreasing north to south across site

**Key Transport Issues**
Structured internal road layout; improved and new accesses onto The Green and Featherstone Road; retain public car parking, Southall Gateway Link Rd

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**SITE PLAN**

For more information contact the Planning Policy Team on 020 8825 5428
## INDICATIVE DEVELOPMENT CAPACITY*

<table>
<thead>
<tr>
<th>Category</th>
<th>Existing Estimate (m²):</th>
<th>Potential floor space (m²):</th>
<th>Potential Number of Units:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Capacity</strong></td>
<td>62,000</td>
<td>84,500 (1:1 plot ratio and 75% site coverage)</td>
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<tr>
<td><strong>Housing</strong></td>
<td>3,000</td>
<td>14,000</td>
<td>150 (mixed)</td>
</tr>
<tr>
<td><strong>Retail/Leisure</strong></td>
<td>2,500</td>
<td>3,500</td>
<td>100</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td>52,000</td>
<td>63,000</td>
<td>1,650</td>
</tr>
<tr>
<td><strong>Community Facilities</strong></td>
<td>Social clubs, gyms, leisure, library</td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td><strong>Public Open Space</strong></td>
<td>District and Local Park</td>
<td>Yes</td>
<td>Potential contribution to local park provision</td>
</tr>
</tbody>
</table>

### Key Transport Infrastructure Considerations (See General Planning Information)

- **Bus Routes**: -
- **Rail / Tube**: Yes
- **Roads / Juncs**: Yes
- **Traffic Management**: Yes
- **Cycle Routes**: Yes
- **Pedestrian Routes**: Yes
- **City Car Club**: Yes
- **Green Travel Plan**: Yes
- **Servicing**: Yes
- **Car Parking**: Yes

Comments: New road layout, new/improved access to site, retention of car park facility on site, potential station improvements, traffic impact assessment required, improvement to pedestrian and cycle routes and links within site, pedestrian and cycle links to British Gas site

### Site Adjustment

- **Potential Units / Jobs**: 1:1 plot ratio at 75% below UDP standard 2:1 at 75%

Justification: Industrial location, surface car park retained

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*This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k

**Jobs estimation see appendices
SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description
- West of Southall Station
- Wide range of building types including large industrial buildings, terraced buildings, small light industrial units, multi-storey office buildings (Phoenix House)
- Featherstone Road Car Park is located in the centre of the site
- Industrial estates include Dilloway Industrial Estate and Southbridge Way Estate

Town planning land use/Context
- Major Town Centre
- Major Employment Location
- Community Regeneration Area
- Archaeological Interest Area
- Green Corridor
- Building of Façade or Group Value
- Public Open Space Deficiency Area
- Locally listed building (Works)
- Uses -
  - A1, A2 (Retail, Professional Services) C3 (Dwellings)
  - B1 (Business, Light Industry) D1 (Non-residential Institution)
  - B2 (General Industry) D2 (Assembly and Leisure)
  - B2 (Storage and distribution)

Current site activity
- Range of industrial and employment uses including warehouse uses, general industry, light industry and offices
- Retail uses along The Green
- Residential uses in Martin Court and some above shops

Current planning/development control status
- Phoenix House -The Green - Change of use of 8-storey office building into a hotel incorporating 3 retail shops, a coffee shop/bar at ground level, restaurant and conference facilities at first floor and gymnasiums at second floor level, 3-storey rear extension to provide a banqueting hall at first/second floor, extension to basement car park, canopy extension at front, sides and rear, two 8-storey extensions to provide 2 staircases, installation of tanks and air-conditioning and ancillary plants at roof level, associated highway works and provision of parking. Decision: Approval-Legal Agreement - P/2000/1728
- Southbridge Way - Part single and part two storey building to provide storage (B8), covered loading/unloading and dispatch bays at ground level and industrial floor space at first floor level together with new access, internal access way and parking. (1999-approval)
Relevant Policy Considerations

- Southall Town Centre Strategy
- Heathrow City Growth & LDA Framework
- Southall Asset Strategy

Current access context

- On local road with bus routes, within 100m of several bus stops serving 5 bus routes
- 5 mins walk to Southall Station
- CrossRail Route & Southall Gateway Link Road
- On designated cycle route
- Parking Standards Zone 1, Partially in Approved Controlled Parking Zone and Consultation Area for New Controlled Parking Zone
- PTAL 3

CONSTRAINTS AND OPPORTUNITIES

Constraints

- Major employment location
- Railway issues; noise/vibration/operations during construction/track widening
- Impact on adjoining residential development
- Noise and air quality management need to be considered
- Poor access from Featherstone Road
- Successful social clubs, existing church
- Locally listed buildings
- Station and interchange improvements, CrossRail route
- Featherstone Car Park
- Site access and future servicing access
- Multiple ownerships
- Traffic Impact Statement required

Opportunities

- Opportunity for restructured road layout and new access
- Rationalised block/plot layouts
- Improved architectural quality and pedestrian environments
- Retention of retail frontage onto The Green
- Mixed use opportunity with possible leisure, community, arts and cultural uses, for residential over shops
- Opportunity to rationalise parking provision on site
- Linked to Southall station and interchange improvements
DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Mixed use including residential, with emphasis on a range of employment generating uses
- Community, leisure, arts, cultural uses
- Retail uses along The Green, restaurant and cafés

Urban Form
Site/block layout
- Rationalised block and street layout
- Range of plot and building sizes
- Development decreasing in height from north to south across the site
- Central car park
Character
- Quality major employment estate with a vibrant activity mix and public transport access

Access/Transport
- Restructured road layout and new access
- Improved and new accesses onto The Green and Featherstone Road
- Retain public car parking
- Station and interchange improvements
- Creation of a pedestrian footway linking Southbridge Way across the railway line to the British Gas Site

Public Open Space/Public Environment
- Potential contribution to local park provision in the area

Land Use development and Management Issues
- Estate management opportunity
- Multiple ownerships

Design Principles
- Individual plots to be progressed with consideration to the overall principles for the site
- Linkages with the Southall Asset Strategy
- Improved pedestrian permeability through the site
- Range of plot and building sizes
- Active fronts onto The Green
- Development decreasing in height from north to south across the site
- Centralise parking option