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

<table>
<thead>
<tr>
<th>Site</th>
<th>39</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>1-5 King Street, UB2</td>
</tr>
<tr>
<td>Area</td>
<td>Southall</td>
</tr>
<tr>
<td>Site Area</td>
<td>0.1 ha (0.3 acres - 1,000 m²)</td>
</tr>
</tbody>
</table>

**SUMMARY**

**Development Aims**  
Landmark gateway development to the King Street retail frontage

**Land Uses**  
Retail or health uses with office and residential uses on the upper floors

**Overall Capacity** using the UDP standard 2:1 PR and 75% coverage  
2,000 m²

**Key Design Principles**  
Continuation of High Street frontage; potential landmark/gateway mixed use development

**Key Transport Issues**  
Improve pedestrian environment; access and servicing issues

**SITE PLAN**

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

### Overall Capacity

<table>
<thead>
<tr>
<th></th>
<th>Estimate (m²)</th>
<th>Potential floor space (m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate</td>
<td>0</td>
<td>2,000 (2:1 plot ratio and 75% site coverage)</td>
</tr>
</tbody>
</table>

### Housing

<table>
<thead>
<tr>
<th></th>
<th>Estimate (m²)</th>
<th>Potential floor space (m²)</th>
<th>Potential Number of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate</td>
<td>u/k</td>
<td>700</td>
<td>10 (2 beds)</td>
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### Retail/Leisure

<table>
<thead>
<tr>
<th></th>
<th>Estimate (m²)</th>
<th>Potential floor space (m²)</th>
<th>Potential Jobs: **</th>
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</thead>
<tbody>
<tr>
<td>Existing Estimate</td>
<td>0</td>
<td>500</td>
<td>10</td>
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### Employment

<table>
<thead>
<tr>
<th></th>
<th>Estimate (m²)</th>
<th>Potential floor space (m²)</th>
<th>Potential Jobs: **</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate</td>
<td>0</td>
<td>800</td>
<td>32 (1:25m² ratio used)</td>
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### Community Facilities

<table>
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<tr>
<td>Potential floor space (m²):</td>
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</table>

### Public Open Space

<table>
<thead>
<tr>
<th>Type:</th>
<th>Local Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deficiency Area:</td>
<td>Yes</td>
</tr>
<tr>
<td>Potential OS:</td>
<td>Potential to contribute towards the provision of Local Parks in the area</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Bus Routes: 5</th>
<th>Rail / Tube: -</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roads / Juncs: -</td>
<td>Traffic Management: Yes</td>
</tr>
<tr>
<td>Cycle Routes: -</td>
<td>Pedestrian Routes: Yes</td>
</tr>
<tr>
<td>City Car Club: Yes</td>
<td>Green Travel Plan: -</td>
</tr>
<tr>
<td>Servicing: Yes</td>
<td>Car Parking: Yes</td>
</tr>
<tr>
<td>Comments: Front and rear servicing, parking restraint, improvement to pedestrian environment</td>
<td></td>
</tr>
</tbody>
</table>

### Site Adjustment

<table>
<thead>
<tr>
<th>None</th>
</tr>
</thead>
</table>

### Potential Units / Jobs:

<table>
<thead>
<tr>
<th>Justification:</th>
</tr>
</thead>
</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
- Vacant site in a town centre location
- Retail development to the south
- St Anselems School playground to west
- Residential to the south/south west

Town planning land use/Context
- Major Town Centre
- Community Regeneration Area
- Archaeological Interest Area
- Public Open Space Deficiency Area (District Park Deficiency, Local Park Moderate Deficiency)
- Opposite designated shopping frontage and Buildings of Façade or Group Value
- Use - Vacant

Current site activity
- Vacant site, currently used for pallet storage

Current planning/development control status
- Demolition of public house and construction of one four storey block comprising two ground floor units for commercial use with flats above and one two storey residential block to provide a total of 32 units, access from Church Avenue with associated parking and landscaping. Decision: Refused - P/2004/0121
- Construction of one five-storey block comprising two ground floor units for commercial use with 26 residential units above and one single-storey residential block containing 2 units; a total of 28 units, access from Church Ave with associated parking and landscaping (Revised description). Decision: Refused - P/2004/1722
- Construction of one 3 and a half storey block comprising 2 ground floor units for retail use with 21 residential units above and one single-storey block containing 2 residential units; a total of 23 residential units; access from Church Avenue, car parking, cycle parking and landscaping. Decision: Refused - P/2004/4209

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

Current access context
- Local Road
- Within 100m of several bus stops serving 5 bus routes
- Consultation Area for New CPZ, Parking Standards: Zone 1
- Site adjoins a small access lane
- PTAL 3
CONSTRANTS AND OPPORTUNITIES

Constraints
- Respect current adjoining developments (residential and education)
- Respect the setting of the Grade II Listed Manor House
- Town Centre location, adjacent retail frontage
- Gateway to King Street retail area
- Deep site requiring access and servicing
- Potential access from Church Avenue, access is only one way (3m approx.)

Opportunities
- Local landmark gateway development site
- Opportunity to continue retail frontage
- Possible site for health uses
- Improved architectural quality and pedestrian environment in the town centre

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Mixed use town centre uses
- Retail or health use on ground floor, residential or offices over

Urban Form
- Site/block layout
  - Three to four storey building
  - Continue existing retail frontage
  - Improved pedestrian environment
  - Avoid impact of noise/shadow on adjoining residential dwellings and primary school
- Character
  - Mixed use local gateway development to the King Street retail area

Access/Transport
- Access from Church Avenue via alleyway
- Rear servicing issues (alleyway one way only), limited rear parking

Public Open Space/Public Environment
- Potential for contribution to local park provision

Land Use development and Management Issues
- Town centre management opportunity
INDICATIVE DEVELOPMENT DIAGRAM*

Design Principles
- Three to four storey building
- Continue existing retail frontage
- Improved pedestrian environment
- Overshadowing adjacent residential development
- Restricted access off Church Ave
- Impact on adjoining primary school

* 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 40

Address  
Land to rear of St John’s Church, Havelock Road, UB2

Area  
Southall

Site Area  
0.2 ha (0.5 acres - 2,000 m²)

SUMMARY

Development Aims
Quality, community based development with recreation facilities

Land Uses
Community and recreation/leisure uses

Overall Capacity using 1:1 PR and 75% coverage
2,000 m² (2,000 m² additional as currently open space)

Key Design Principles
Building scale and siting sensitive to adjoining uses; landscaping; pedestrian links to open space

Key Transport Issues
Access from Havelock Road (one way); parking restraint

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>0</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>2,000 (1:1 plot ratio and 75% site coverage)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Housing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>u/k</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>-</td>
</tr>
<tr>
<td>Potential Number of Units:</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retail/Leisure</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>-</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>-</td>
</tr>
<tr>
<td>Potential Jobs:**</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>-</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>-</td>
</tr>
<tr>
<td>Potential Jobs:**</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Facilities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type:</td>
<td>Community, recreation</td>
</tr>
<tr>
<td>Existing Floor space (m²):</td>
<td>0</td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>2,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Public Open Space</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type:</td>
<td>District and Local Park</td>
</tr>
<tr>
<td>Deficiency Area:</td>
<td>Yes</td>
</tr>
<tr>
<td>Potential OS:</td>
<td>Potential to link to adjoining open space, potential open space provision contribution</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>-</td>
</tr>
<tr>
<td>Roads / Juncs:</td>
<td>-</td>
</tr>
<tr>
<td>Traffic Management:</td>
<td>Yes</td>
</tr>
<tr>
<td>Cycle Routes:</td>
<td>-</td>
</tr>
<tr>
<td>Pedestrian Routes:</td>
<td>-</td>
</tr>
<tr>
<td>City Car Club:</td>
<td>Yes</td>
</tr>
<tr>
<td>Green Travel Plan:</td>
<td>-</td>
</tr>
<tr>
<td>Servicing:</td>
<td>Yes</td>
</tr>
<tr>
<td>Car Parking:</td>
<td>Yes</td>
</tr>
<tr>
<td>Comments:</td>
<td>Parking restraint on site, designated pick up / drop off points, access and 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 75% below UDP standard 2:1 at 75%</td>
</tr>
<tr>
<td>Justification:</td>
<td>Site adjoins sensitive cemetery</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
- Vacant site
- Existing basketball court
- Adjoins Havelock Cemetery, St Johns Church and Vicarage

Town planning land use/Context
- Major Town Centre
- Community Regeneration Area
- Public Open Space Deficiency Area (District Park Deficiency, Local Park Moderate Deficiency)
- Adjacent to an Archaeological Interest Area
- Uses -
  D2 (Assembly and Leisure)

Current site activity
- Active recreation use (basketball court)

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
- Havelock Road is one way
- Within 200m of several bus stops serving 5 bus routes
- PTAL 3

CONSTRAINTS AND OPPORTUNITIES

Constraints
- Respect current adjoining development (St John’s Church and Havelock Cemetery, residential)
- Area of high landscape amenity
- Current outdoor recreation use (basketball court)
- Noise issues need to be considered

Opportunities
- Potential to provide recreational/community facility to replace existing basketball court
- Improved architectural quality and pedestrian environment
- Opportunity to provide links to adjoining open space
DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Community use, possibly recreational uses
- Potential to accommodate residential use on upper floors

Urban Form
*Site/block layout*
- Development should provide street frontage onto Havelock Road
- Parking at rear
- Landscape boundaries of site
- Avoid adverse impacts of noise and shadowing on adjoining residential development

*Character*
- Landscaped site with a community use building and limited parking at rear

Access/Transport
- Limited car parking at rear of development

Public Open Space/Public Environment
- Pedestrian link through to adjoining cemetery
INDICATIVE DEVELOPMENT DIAGRAM*  

Design Principles  
- Development should provide street frontage onto Havelock Road  
- Parking at rear  
- Landscape boundaries of site to enhance green corridor  
- Avoid adverse impacts of noise and shadowing on adjoining residential development  
- Maintain active open space usage between church and community centre  

Key:  
- Pedestrian Access  
- Vehicular Access  
- Junction Improvement  
- Hardscape Surface (vehicular movement/parking)  
- New Build  
- Building to retain  
- Hardscape Surface (pedestrian movement)  
- Landscaping  

* 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 41

Address Land at Montague Waye, Regina Road, UB2
Area Southall
Site Area 0.2 ha (0.5 acres - 2,000 m²)

SUMMARY

Development Aims
Gateway town centre mixed use development

Land Uses
Mixed use including retail, office, residential, community (arts, cultural, religious uses) & associated car parking

Overall Capacity using the UDP standard 2:1 PR and 75% coverage
4,000 m² (temporary buildings existing)

Key Design Principles
Perimeter block with high street frontage; development sensitive to adjoining residential and Mosque

Key Transport Issues
Servicing and access issues

SITE PLAN

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

### Overall Capacity

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²)</td>
<td>0</td>
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<tr>
<td>Potential floor space (m²):</td>
<td>4,000</td>
<td>(2:1 plot ratio and 75% site coverage)</td>
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### Housing

<p>| | | |</p>
<table>
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<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²)</td>
<td>u/k</td>
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</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>1,000</td>
<td>Potential Number of Units: 12 (mixed)</td>
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</table>

### Retail/Leisure

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Estimate (m²)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Potential floor space (m²):</td>
<td>1,000</td>
<td>Potential Jobs:** 20</td>
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### Employment

<p>| | | |</p>
<table>
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<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Existing Estimate (m²)</td>
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<tr>
<td>Potential floor space (m²):</td>
<td>2,000</td>
<td>Potential Jobs:** 80 (1:25m² ratio used)</td>
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### Community Facilities

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

### Public Open Space

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type:</td>
<td>District and Local Park</td>
<td></td>
</tr>
<tr>
<td>Deficiency Area</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Potential OS:</td>
<td>Potential contribution to provision of District and Local Parks in the area</td>
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</tbody>
</table>

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

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Routes:</td>
<td>-</td>
<td>Rail / Tube:  -</td>
</tr>
<tr>
<td>Roads / Juncs:</td>
<td>Yes</td>
<td>Traffic Management: Yes</td>
</tr>
<tr>
<td>Cycle Routes:</td>
<td>-</td>
<td>Pedestrian Routes: Yes</td>
</tr>
<tr>
<td>City Car Club:</td>
<td>Yes</td>
<td>Green Travel Plan: Yes</td>
</tr>
<tr>
<td>Servicing:</td>
<td>Yes</td>
<td>Parking: Yes</td>
</tr>
</tbody>
</table>

Comments: Residential development may be subject to ‘low car housing’ policy, servicing and access issues, possible dual aspect access, improvements to pedestrian environment, city car club

### Site Adjustment

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

|                          |               |               |
| 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
- Site off Regina Road and Montague Waye
- Gateway location to the town centre
- Four temporary single storey buildings located on it surrounding by a high fence

Town planning land use/Context
- Major Town Centre
- Public Open Space Deficiency Area (District Park Deficiency, Local Park Severe Deficiency)
- Community Regeneration Area
- Uses -
  - C3 (temporary residential)
  - B8 (storage)

Current site activity
- Active storage use (fun fair equipment)
- Temporary residential use

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
- Main distributor location
- Within 100m of several bus stops serving 5 bus routes
- Consultation Area for new CPZ, Parking Standards Zone 1
- PTAL 3

CONSTRAINTS AND OPPORTUNITIES

Constraints
- Gateway site at southern entrance to Southall Town Centre
- Respect current adjoining development (residential and mosque)
- Located on Main Distributor network - adverse traffic impact; noise/air pollution
- Traffic Impact Statement required

Opportunities
- Opportunity to define town centre gateway through a landmark building
- Improved architectural quality and pedestrian environment
- Rationalised access, rear servicing and parking
- Landscape boundary to screen development from adjoining residential and cultural uses
- Opportunity to provide mixed use development and housing
DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Town centre mixed use
- Active ground floor use (i.e. retail) and employment and residential uses over, and associated car parking

Urban Form
Site/block layout
- Gateway site signified by landmark building
- Improved block structure; perimeter block
- Access off Regina Road
- Rear servicing and parking
Character
- Town centre mixed use landmark development with a high standard of landscaping

Access/Transport
- Access off Regina Road
- Rear servicing and parking

Public Open Space/Public Environment
- Potential contribution to provision of District and Local Parks in the area

Land Use development and Management Issues
- Town Centre Management opportunity
INDICATIVE DEVELOPMENT DIAGRAM*

Design Principles
- Gateway site signified by landmark building
- Access off Regina Road
- Improved block structure; perimeter block
- Dual aspect is possible onto Montague Waye and Regina Road
- Rear servicing and 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.
Unitary Development Plan 2004
Supplementary Planning Guidance
Development Sites

<table>
<thead>
<tr>
<th>Site</th>
<th>43</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Southall Gas Works Site, UB1</td>
</tr>
<tr>
<td>Area</td>
<td>Southall</td>
</tr>
<tr>
<td>Site Area</td>
<td>30 ha (74 acres - 300,000 m²) excluding gas works area (7 ha - 70,000 m²)</td>
</tr>
</tbody>
</table>

SITE PLAN

Introduction

1. This statement of Development Principles has been prepared by Ealing Council and the Greater London Authority (including the London Development Agency and with input from Transport for London). It reflects the policies within the draft London Plan, the Mayor’s Economic Development & Transport Strategies and the Ealing Unitary Development Plan. The purpose is to articulate the vision and intentions of the relevant public authorities to the development opportunities afforded by this important site – covering 30 hectares, it is one of the largest sites available for development in West London. The site’s location within Southall presents an exciting opportunity as well as a substantial challenge. Southall is a vibrant multi-cultural community, close to Heathrow Airport, but suffering significant physical, social and economic deprivation. Traffic congestion in key parts of Southall and the wider area is a major issue. In response, Southall/Hayes has been designated a strategic Opportunity Area and Area of Regeneration within London. Development on the Gasworks site, therefore, has to meet local and sub-regional needs and also has to be a renowned example of sustainable urban design.

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

www.ealing.gov.uk
2. Reflecting the fact that the site presents major development challenges, the costs of development are likely to be substantial. Major investment is needed to deal with ground contamination and provide new transport infrastructure to access the site. Substantial development value is needed for a viable scheme. Recognising this, the development principles provide for substantial mixed-use development with potential for higher densities in a suitably designed scheme. The site’s size allows for a genuinely mixed use development and it is very important that a balanced mix of uses is secured helping to address wide-ranging local and strategic needs. While the site might accommodate a substantial number of new homes (as well as significant employment, leisure, community floorspace and open space), it is important to note the very strong concerns expressed by some local people to the prospect of new housing on the site. Healthcare facilities, in particular, are under pressure in Southall (and in the wider area) - GP patient list sizes, for example, are well above the target level. It is vital, therefore, that any new housing development is matched by appropriate new social and community infrastructure. New development, in conjunction with wider regeneration programmes, must help to relieve existing physical, social and economic pressures within the area – not add to them.

3. Improving the site’s accessibility is critical to achieving a viable and sustainable development.

4. It is essential that the local community is involved in shaping development proposals and the developer has carried out the first phase of an extensive pre-application consultation programme which will continue in early 2004. Ealing Council has also consulted local groups and residents on a draft version of these Development Principles. Such consultation is vital to gaining public acceptance and support. Consultation methods must encourage a maximum response from the range of communities, including businesses, in the area, particularly respecting different faith and ethnic groups.

5. Extensive pre-application discussions are in progress with the relevant public authorities and these Development Principles are an early part of that process. A Steering Group is guiding the process comprising:
   - Ealing & Hillingdon Councils (and, soon, Hounslow Council)
   - Greater London Authority
   - London Development Agency
   - Transport for London
   - British Waterways
   - Southall Regeneration Partnership
   - SecondSite Property Holdings Ltd. (landowner)
   - Castlemore Securities Ltd. (developer)

   When finally prepared, the development proposals will be presented by SecondSite Property and its developer partner - while the public authorities are helping to shape those proposals, the formal consideration of a planning application will be a separate process.

6. A formal environmental impact statement will be required as part of a planning application, together with an urban design analysis, masterplan and phased implementation plan. Any planning permission will be subject to a 's106' planning agreement to address the impacts of the proposed development and to secure an appropriate range of planning benefits for the local community in Southall and the wider area.
**DEVELOPMENT PRINCIPLES**

### Mix of Uses
- Covering 30 hectares, the site is expected to accommodate a genuine mixed use development – including employment, housing residential, social, education and health infrastructure, live/work units, leisure, community facilities, open space, local retailing, canal-related uses, transport infrastructure & car parking – subject to addressing development constraints and impacts.
- Development should generate a substantial number of jobs meeting identified local and strategic employment needs.
- Site expected to contribute to alleviating local deprivation and benefit the wider community in Southall through provision of appropriate community infrastructure, including open space, jobs and environmental improvements supporting economic development and social cohesion in the wider area.
- Development expected to complement & exploit the canalside setting consistent with the principles of the Blue Ribbon Network (of canals and rivers) as detailed in the draft London Plan. The potential should be fully explored of bringing water into the site as an operational water basin (including moorings for residential and commercial users) as well as for its aesthetic value.
- Site expected to complement surrounding town centres (particularly Southall & Hayes), wider regeneration programmes and assist in addressing local needs.

### Transport
- The scale, density, type and mix of development will be critically influenced by the ability to radically improve the accessibility of the site. Transforming the site’s access and accessibility is vital to optimising development opportunities. Integrated transport links should be provided wherever possible and full consideration given to the use of the canal.
- Strong emphasis must be on access by public transport, walking & cycling rather than increased car traffic due to existing local congestion – the development is expected to contribute appropriately to the public transport and other links needed to ensure a sustainable scheme.
- The potential of the Canal as a transport link for the development should be fully explored.
- Safe and attractive pedestrian & cyclist links must be provided to north, south, east & west to help integrate the site into the local area – including, if practicable, access across the rail lines to The Green in Southall to encourage greater integration with the King Street area of the town centre. At present, the site is very much ‘blocked off’ from much of Southall by poor access links – this must be transformed by new development creating strong physical (as well as social and economic) links to Southall Town Centre and the wider area.
- Construct new road access to site without compromising safety or adding unacceptably to existing congestion on surrounding roads, especially in Southall Town Centre, Uxbridge Road and on the Hayes By-pass – this is a major challenge but one that is fundamental to major development on the site. The Southall Gateway Link Road, promoted by Ealing Council, represents one possible option (with the potential to significantly reduce HGV lorry movements through the town centre) but other road access options should also be explored.
- New road access from the east provides a major challenge but the concept of the ‘Southall Gateway Link Road’, which does not intersect directly with South Road/The Green, could be important in limiting the impact on traffic flows in Southall Town Centre. Only very limited vehicle access to the site will be allowed from the residential Beaconsfield Road and adjoining side roads in Southall.
- The principle of two access points from the west of the site is preferred (and may be required) to diffuse the likely traffic impact on the major road network – this involves land in (and owned by) LB of Hillingdon. Subject to Hillingdon Council’s views, those two (in principle) preferred western access points are via Springfield Road, Hayes and via a modified Pump Lane junction on the Hayes By-pass. Changes to other junctions, on the Hayes By-pass and other roads, are also likely to be needed.
- Bridge links needed to access the site, eg. across the Grand Union Canal and Yeading Brook, should, as far as possible, allow use by both public transport and private vehicles. Essential to address the full implications of road access improvement proposals on the Southall/Hayes/Heston & wider area as part of the...
development proposals.
- Car parking provision to be consistent with local and strategic planning policy. City Car Clubs or similar initiatives should be provided, if practicable, to help reduce overall car parking demand.
- The potential of the site to provide car & coach parking for visitors to Southall Town Centre (linking with public transport to access the centre) to support its continuing viability should be fully considered.
- There may be implications arising from the route of the future West London Tram project.

### Contamination
- 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
- Site requires a Flood Risk Assessment as it is over 1 hectare in size
- Remediate ground and groundwater contamination on the site to levels appropriate to the proposed land uses – and, as far as possible, by treating the contamination on-site rather than transporting material off-site.
- Assess the need to remediate contamination on open land to the west of the site (in LB of Hillingdon) if that open land is needed to help optimise the scale and mix of development on the Gas Works site.
- Undertake a risk assessment to determine the impact of development on groundwater flows and ensure no adverse impact on the surrounding area.
- Carry out on-going monitoring of groundwater (including, if necessary, off-site) to ensure that agreed remediation levels continue to be met.

### Noise & Safety
- Development must take into account the impact of noise affecting the site, especially from trains, but also aircraft (and taking into account possible further expansion at Heathrow Airport).
- All health & safety issues must be thoroughly assessed and especially bearing in mind the proximity of the retained operational gas holders.

### Economic Development
- Employment uses should target identified local needs and recognise local economic growth clusters – paying special regard to the potential of strengthening economic links with the Asian sub-continent and the potential of, for example, the creative industries sector. Heathrow City Growth Strategy and other studies indicate a need for various sizes of premises, particularly ‘move on’ units. Typical activity in the local economy includes specialisms in food processing, creative & cultural industries, fashion and jewellery, as well as activities associated with Heathrow.
- Southall (and the wider ‘Heathrow City Area’) experiences significant social deprivation which could be reduced by substantial employment provision on this site together with appropriate locally-targeted skills training programmes. To increase local employment rates, job creation on the site must be complemented by appropriate business support and job training programmes targeted to local people & businesses and run by local training & business support agencies.
- Development should include provision for childcare to ensure that jobs and facilities on the site can be accessed by parents/carers who might otherwise be excluded because of childcare responsibilities.
- Local retailing will be acceptable but must not be of a scale to reduce the viability & vitality of Southall & Hayes Town Centres nor other surrounding centres (including those in LB of Hounslow).

### Housing
- Housing on the site should be a mix of unit sizes to meet local and strategic needs and create a sustainable community.
- Target of 50% affordable housing on site, including a proportion for intermediate housing, although this target will be kept under review depending on the viability of the overall development, the number of homes proposed and the implications for the rest of Southall & Hayes.
- Proposals for new housing must include necessary supporting social and community infrastructure (see ‘Community Infrastructure’ below).

### Open Space
- Create and maintain an appropriate amount, structure and balance of private and publicly-accessible open space serving the needs both of the development and the area to the north & south of the site which suffers a particular shortage of adequate open space.
- Construct good pedestrian and cyclist links across the Canal and Brook to the new Minet Country Park west of the site (in LB Hillingdon) enhancing access to open space both for the new development and existing Southall residents, subject first to any necessary remediation of contamination.
- Upgrading of the Country Park may be required if the proposed development density relies on access to the Park’s open space.
- Appropriate provision needed for nature conservation, including on the canalside.
- Proposals must embrace and enhance the canalside setting and facilitate pedestrian access to & along this green corridor providing links to the north and south.

### Community Infrastructure
- Community infrastructure, including schools, sports provision and health, community & faith facilities are key elements of a sustainable development. Given the current pressure on social and community infrastructure within Southall, eg. a shortage of health facilities, it is vital that development proposals (especially for new housing) provide for all necessary supporting social and community facilities linked both to the development itself and, as far as possible, to the needs of the wider area.
- In addition to school and healthcare facilities, examples of community uses which should be considered for the site include a large function hall (for social functions attracting 6-700 people) and meeting space for community groups.
- Depending on the total scale and mix of development, it may be possible to meet part of this need through improved physical links to new/improved facilities off-site – a comprehensive s106 planning obligations package will be required to mitigate development impacts and ensure the full range of necessary supporting infrastructure.

### Urban Design & Sustainability
- World-class standard of design required for buildings and spaces.
- Development should be a renowned example of sustainable urban design – the feasibility of using the development as an educational centre for sustainability should be explored.
- Suitable for high density development, especially if site is serviced by good public transport
- Development should respond to and respect surrounding uses and not have an unacceptable impact on those uses, especially on the existing housing to the north and east.
- Residential development may be more appropriate adjacent to existing housing. Employment and other non-residential uses should be used to buffer the site from the railway.
- Fully assess potential overshadowing of new development by the gas holders.
- Potential for imaginative building heights to create an exciting, coherent townscape. Buildings should have reduced height and massing adjoining existing terraced housing to protect amenity and provide appropriate scale. Taller landmark buildings may be appropriate adjacent to railway line and gas holders. Views of the residential ‘Water Tower’ (Grade II listed) should be enhanced by new development.
- Residential perimeter blocks with a mix of on-street and off-street parking preferred - potential for live/work units to provide finer grain mix of uses.
- New dwellings should be built to ‘best practice’ EcoHomes standard & other development should be at leading edge of sustainable technologies. New residential development will be expected to meet Lifetime Homes standards to help ensure sustainability.
- At least 10% of the development’s predicted energy consumption should be generated on-site via renewable sources.
- Best practice systems should be used to reduce water consumption and provide
a sustainable urban drainage system.

- Design of development must encourage waste minimisation and maximum waste recycling.
- The development’s impact on air quality must be assessed and should be consistent with air quality objectives – there must be no unacceptable impact on air quality.
- Site layout must pay full regard to safety and security.
- Site layout should respond to the existing visual features of the site and its immediate surroundings, key features include:
  - The gas holders which form strong visual landmarks both internal and external to the site;
  - the residential ‘water tower’, which forms an attractive (listed) visual landmark at the key eastern entrance to the site;
  - the canal, forming the western boundary of the site, is an attractive visual feature and recreational asset, as well as a potential economic asset. It should be an integral part of the development scheme (opportunity to extend this feature into heart of site subject to ground conditions);
  - the strong linear form of the surrounding terraced housing.
- Provide safe, attractive pedestrian & cyclist connections through site to Country Park, Beaconsfield Road and, if practicable, additional connections over rail lines to The Green and existing housing areas.

**Planning Obligations**

- Planning consent for development will be subject to a comprehensive ‘s106’ planning agreement, ensuring compliance with the above principles, to address the impacts of the proposed development and to secure an appropriate range of planning benefits for the wider local community, including promoting environmental improvements in the area surrounding the site and measures to encourage greater environmental awareness.
**Unitary Development Plan 2004**  
**Supplementary Planning Guidance**  
**Development Sites**

<table>
<thead>
<tr>
<th>Site</th>
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<tbody>
<tr>
<td>Address</td>
<td>Beaconsfield Road/South Road, UB1</td>
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<tr>
<td>Area</td>
<td>Southall</td>
</tr>
<tr>
<td>Site Area</td>
<td>3.2 ha (8 acres - 32,000 m²)</td>
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</table>

**SUMMARY**

**Development Aims**
Quality community/education/faith campus in town centre location

**Land Uses**
Retention of existing community, education and faith uses with the inclusion of town centre mixed uses

**Overall Capacity** using 1.5:1 PR and 75% coverage  
48,000 m² (7,600 m² additional over existing)

**Key Design Principles**
Landmark development on corner site; retention of locally listed buildings; active high street frontage; pedestrian environment improvements

**Key Transport Issues**
Mitigation of adverse traffic impacts; servicing and access issues

**SITE PLAN**

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

### Overall Capacity

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Existing Estimate (m²):</td>
<td>40,400</td>
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<tr>
<td>Potential floor space (m²):</td>
<td>48,000 (at 1.5:1 PR and 75% coverage)</td>
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### Housing

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<tr>
<td>Potential Number of Units:</td>
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### Retail/Leisure

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### Employment

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<td>3,250</td>
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<td>Potential Jobs:</td>
<td>** 90</td>
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#### (1:25m² ratio used)

### Community Facilities

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<tr>
<td>Existing Floor space (m²):</td>
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</tr>
<tr>
<td>Potential floor space (m²):</td>
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### Public Open Space

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<tbody>
<tr>
<td>Type:</td>
<td>Local Park</td>
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<tr>
<td>Deficiency Area</td>
<td>Yes</td>
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<tr>
<td>Potential OS:</td>
<td>Potential contribution to local park provision in area</td>
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</tbody>
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### Key Transport Infrastructure Considerations (See General Planning Information)

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<tr>
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<tbody>
<tr>
<td>Bus Routes:</td>
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<tr>
<td>Roads / Juncs:</td>
<td>Yes</td>
</tr>
<tr>
<td>Cycle Routes:</td>
<td>Yes</td>
</tr>
<tr>
<td>City Car Club:</td>
<td>Yes</td>
</tr>
<tr>
<td>Servicing:</td>
<td>Yes</td>
</tr>
<tr>
<td>Rail / Tube:</td>
<td>-</td>
</tr>
<tr>
<td>Traffic Management:</td>
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<tr>
<td>Pedestrian Routes:</td>
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</tr>
<tr>
<td>Green Travel Plan:</td>
<td>Yes</td>
</tr>
<tr>
<td>Car Parking:</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*Comments: Residential development may be subject to ‘low car housing’ policy, parking restraint, servicing and access issues, potential contribution to cycle routes, pedestrian environment improvements*

### Site Adjustment

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Potential Units / Jobs:</td>
<td>1.5:1 plot ratio at 75% below UDP standard 2:1 at 75%</td>
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<tbody>
<tr>
<td>Justification:</td>
<td>Setting of locally list building, primary school outdoor play area</td>
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</tbody>
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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
- Southall and West London college (three to four storey buildings)
- Royal Mail Sorting Office
- Locally listed building containing a Methodist Church
- Modern (c. early 1980’s) buildings occupied Hambrough Primary and Nursery School

Town planning land use/Context
- Major Town Centre location
- Community Regeneration Area
- Public Open Space Deficiency Area (Local Park Moderate Deficiency)
- Locally listed building - Kings Hall Methodist Church
- Uses -
  A1 (retail)
  B1 (business, office)
  B8 (distribution)
  C3 (dwellings)
  D1 (schools and college)

Current site activity
- Active use by a sixth form college, church, Royal Mail office, primary school
- Residential use, retail use

Current planning/development control status
- Tertiary College - Erection of three storey extension to rear of teaching block to provide learning resource centre together with car parking provision (1993-approval)
- Demolition of existing classrooms and ancillary buildings and erection of part single and part two storey building to provide indoor sports facilities, a crèche and community health facilities, together with layout of car parking spaces. Decision: Approved - P/1998/2450
- Erection of two, three storey linked blocks (blocks E & D) part demolition and refurbishment including external alterations to blocks A, B, C and F, erection of temporary classrooms in the existing car park, alterations to vehicular access, landscaping and parking. Decision: Current - P/2002/2085

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

Current access context
- Main distributor (A3005)
- Within 100m of several bus stops serving 5 bus routes
- On proposed designated cycle route
- Consultation Area for new CPZ, Parking Standards Zone 1
- PTAL 4
CONSTRAINTS AND OPPORTUNITIES

Constraints
- Existing occupiers on most of the site - community, cultural and education uses
- Town centre high street location
- Locally listed buildings
- Prominent corner site
- Site access and future servicing access

Opportunities
- Refurbishment of existing Methodist Church
- Retention and enhancement of existing community and education uses on site
- Relocation of Royal Mail Delivery Centre
- Opportunity to accentuate corner with landmark building, and continue high street frontage
- Opportunity to improve architectural quality and retain / enhance locally listed buildings

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Retain community/religious/education uses on site
- New town centre uses introduced including retail, office and residential
- Potential new community uses on site

Urban Form

Site/block layout
- Strengthen block structure through using perimeter blocks
- Accentuate corner with landmark building
- Enhance setting of locally listed building

Character
- Predominantly community/education site with town centre mixed use development focused around the corner part of the site
- High standard of landscaping to improve pedestrian environment

Access/Transport
- Access issues - onto Main distributor
- Servicing issues
- Potential access off St Joseph Drive, and pedestrian link through to South Road
- Improvements to pedestrian environment

Public Open Space/Public Environment
- Potential contribution to the provision of Local Parks within the area

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

Site 45
Address Norwood Road, UB2
Area Southall
Site Area 0.05 ha (0.12 acres - 500 m²)

SUMMARY

Development Aims
Small town centre site

Land Uses
Car parking - future potential for housing/community/health uses

Overall Capacity 1.1 PR & 50% coverage
500 m² gross floor area

Key Design Principles
Respect adjoining development

Key Transport Issues
Access and servicing issues

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>Potential Number of Units</th>
<th>Potential Jobs: **</th>
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<td><strong>Retail/Leisure</strong></td>
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<tr>
<td><strong>Employment</strong></td>
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<tr>
<td><strong>Public Open Space</strong></td>
<td>District and Local Park</td>
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<tr>
<td><strong>Key Transport Infrastructure Considerations (See General Planning Information)</strong></td>
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</table>

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

Site description
- Small car park with 24 spaces adjacent to residential and mixed use development
- Gateway site on the south eastern edge of Southall town centre

Town planning land use/Context
- Major Town Centre location
- Adjacent to buildings of group or façade value
- Community Regeneration Area
- Public Open Space Deficiency Area (District Park Deficiency after Implementation of Proposals, Local Park Moderate Deficiency)
- Uses - Sui Generis (Parking)

Current site activity
- The site is currently used as a public car park

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 route
- Consultation Area for new CPZ, Parking Standards: Zone 1
- Within 100m of a bus stop serving 1 bus route
- Car parking for 24 spaces on site
- PTAL 3

CONSTRAINTS AND OPPORTUNITIES

Constraints
- Small high street gateway site
- Site access and future servicing access
- Take precedent from adjoining development

Opportunities
- Active street frontage
- Enhance appearance and feelings of safety
- Improve pedestrian environment
DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- The UDP indicates that this site is designated for Town Centre Mixed Uses. The Southall Asset Strategy and local consultation has identified that car parking is critical on the site to support the southern end of the Town Centre. Any new development proposals would need to support both these principles

Urban Form
  Site/block layout
  - Maintain front access
  - Respect adjoining development

Character
  - Quality Town Centre site providing car parking

Access/Transport
  - Improve access

Public Open Space/Public Environment
  - Improve environment and enhance feelings of safety

Land Use development and Management Issues
  - Town Centre Management opportunity
**Unitary Development Plan 2004**  
**Supplementary Planning Guidance**  
**Development Sites**

<table>
<thead>
<tr>
<th>Site</th>
<th>46</th>
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<tbody>
<tr>
<td><strong>Address</strong></td>
<td>Southall Broadway, UB1</td>
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<tr>
<td><strong>Area</strong></td>
<td>Southall</td>
</tr>
<tr>
<td><strong>Site Area</strong></td>
<td>0.17 ha (0.4 acres - 1,700 m²)</td>
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</table>

**SUMMARY**

**Development Aims**  
Local landmark western gateway to town centre

**Land Uses**  
Active employment/retail use on ground floor, residential over

**Overall Capacity** using the UDP standard 2.2:1 PR and 75% coverage  
3,750 m²

**Key Design Principles**  
Local landmark building defining gateway; perimeter block with high street frontage; development sensitive to adjoining residential

**Key Transport Issues**  
Servicing and access issues

**SITE PLAN**

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

### Overall Capacity

<table>
<thead>
<tr>
<th></th>
<th>Existing Estimate (m²):</th>
<th>Potential floor space (m²):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>u/k</td>
<td>3,750 (2.2:1 plot ratio and 75% site coverage)</td>
</tr>
</tbody>
</table>

### Housing

<table>
<thead>
<tr>
<th></th>
<th>Existing Estimate (m²):</th>
<th>Potential floor space (m²):</th>
<th>Potential Number of Units:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>u/k</td>
<td>2,930</td>
<td>38</td>
</tr>
</tbody>
</table>

### Retail/Leisure

<table>
<thead>
<tr>
<th></th>
<th>Existing Estimate (m²):</th>
<th>Potential floor space (m²):</th>
<th>Potential Jobs:**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-</td>
<td>810</td>
<td>86</td>
</tr>
</tbody>
</table>

### Employment

<table>
<thead>
<tr>
<th></th>
<th>Existing Estimate (m²):</th>
<th>Potential floor space (m²):</th>
<th>Potential Jobs:**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### Community Facilities

<table>
<thead>
<tr>
<th>Type</th>
<th>Existing Floor space (m²):</th>
<th>Potential floor space (m²):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public toilets</td>
<td>-</td>
<td>10</td>
</tr>
</tbody>
</table>

### Public Open Space

<table>
<thead>
<tr>
<th>Type</th>
<th>Deficiency Area</th>
<th>Potential OS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Park</td>
<td>Yes</td>
<td>-</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Comments: Residential development subject to ‘low car housing’ policy, parking restraint, possible city car club, pedestrian environment and cycle facilities improvements, access to Dane/Saxon Road.

### Site Adjustment

<table>
<thead>
<tr>
<th>Potential Units / Jobs:</th>
<th>Justification:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Higher density due to highly accessible town centre location</td>
</tr>
</tbody>
</table>

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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
- Former petrol station with associated single storey forecourt and buildings

Town planning land use/Context
- Major Town Centre location
- Community Regeneration Area
- Public Open Space Deficiency Area (Local Park Severe Deficiency)
- Opposite buildings of Façade or Group Value

Current site activity
- Vacant, formerly a petrol station/garage

Current planning/development control status
- Redevelopment to provide public toilets and ten retail shops at ground floor level, with basement, and four floors above to accommodate thirty-eight dwellings, new vehicular access, and parking and landscaping to rear. Decision: Conditional Approval - P/2003/1217
- Demolition of existing garage, erection of a 4 storey rear extension and internal alterations to rear ground floor and upper floors accommodation to provide 4 two-bedroom flats and 2 one-bedroom flats. Decision: Current - P/2004/1897

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

Current access context
- Main Distributor Road
- Within 10 minute walking distance of Southall Station
- Within Parking Standards: Zone 1
- On existing designated cycle route
- Within 100m of several bus stops serving 2 bus routes (207/607)

CONSTRAINTS AND OPPORTUNITIES

Constraints
- Gateway site at western entrance to Southall Town Centre
- Respect current adjoining development (residential)
- Located on Main Distributor network - adverse traffic impact; noise/air pollution
- Traffic Impact Statement required
Opportunities
- Opportunity to define town centre gateway through a landmark building
- Improved architectural quality and pedestrian environment
- Rationalised access, rear servicing and parking
- Landscape boundary to screen development from adjoining residential uses
- Opportunity to provide mixed use development and housing

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix
- Town centre mixed use
- Active ground floor use (i.e. retail) and employment and residential uses over
- Provision of public toilet

Urban Form
Site/block layout
- Gateway site signified by landmark building
- Improved block structure; perimeter block
- Access off either Dane Road or Saxon Road
- Rear servicing and parking
- Sensitivity to adjoining residential development (shadowing and overlooking)

Character
- Town centre mixed use landmark development with a high standard of landscaping

Access/Transport
- Access off either Dane Road or Saxon Road
- Rear servicing and parking

Land Use development and Management Issues
- Town Centre Management opportunity
**INDICATIVE DEVELOPMENT DIAGRAM**

**Design Principles**
- Gateway site signified by landmark building
- Improved block structure; perimeter block
- Access off either Dane Road or Saxon Road
- Rear servicing and 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.