

SOUTHALL

Opportunity Area
Planning Framework

July 2014

MAYOR OF LONDON



Ealing

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Southall
BIG PLAN



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Photos

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Southall
BIG PLAN

Mayor's Foreword



Boris Johnson
Mayor of London

Southall is one of London's gems. Home to a large community from South Asia that helps create a wonderful, vibrant town centre, it has a fantastic history of employment that now manifests itself with hundreds of small businesses. They even make Sugar Puffs there and I've been reliably told that the former Glassy Junction pub was the first in the UK to accept Indian Rupees as payment.

I've known about another Southall institution - the Gasworks - since 2010 - when I granted planning permission for over 3,700 homes. But it's the rest of the area that the draft OAPF mainly deals with and I'm as excited about that too, with its ambitious plans for homes and jobs growth whilst striving to keep Southall's unique character. Southall has always adapted and changed and it will surely capitalise on being only 18 minutes from Central London when Crossrail opens in 2019.

I am therefore delighted to publish this Southall OAPF which has been a product of some great joint work between the GLA and Ealing Council. Together with major investment from the public authorities - I've granted over £10 million to the area from my Regeneration budgets - Southall can only be changing for the better.

A handwritten signature in black ink, appearing to read 'Boris Johnson', written in a cursive style.

Leader's Foreword



Councillor Julian Bell
Leader of Ealing

I am delighted to introduce this new Southall opportunity area planning framework which sets out a co-ordinated approach to regenerating Southall for the next 20 years.

This framework builds upon the Southall Big Conversation consultation we carried out in 2012, in which more than 1,400 people took part. Building on local residents' and businesses' shared ambitions and hopes for Southall, and the opportunity of Crossrail, we can focus our efforts on improving existing streets and spaces, and creating high quality new ones. We will create thousands of new homes and job opportunities for existing and new residents of Southall.

This means that as families grow up, or residents get older, we can provide new homes for them, so that they can stay in the area. It also means new residents will move in – attracted to the existing vibrant and entrepreneurial culture – bringing their spending power and skills to the area.

Ealing Council is investing in excess of £7m this year to upgrade Southall Broadway, improve the pedestrian environment, and make life easier for road users along the Uxbridge Road. We are also upgrading a series of public spaces in

Southall, supported by a programme of events for a 'Fun Summer' and opening a new library at the recently upgraded Dominion Centre. Next year we will be making further improvements to The Green and the Manor House.

We will expect developers to pay their fair share of the cost of improving Southall as they benefit from rising land values and property sales values in the longer term. We will expect all new development to contribute to creating a better and more sustainable environment. We will also seek the maximum reasonable contribution to affordable housing, as an integral part of our approach to setting up a 'Housing Zone' in Southall. We don't want to build flats that will stand empty as assets for foreign investors.

Transforming Southall is a challenge that will be achieved through involvement from all parts of the community. The Southall Partnership will be our key partner in taking forward this challenge and debate. We now need to work to realise the vision in this document as part of our shared 'Big Plan' for Southall.

A handwritten signature in black ink that reads "Julian Bell". The signature is written in a cursive style with a horizontal line underneath the name.

Executive summary

Consultation with local residents and businesses through the ‘Southall Big Conversation’ and the ‘Southall Charter’ recognises that Southall is already a successful area. It is a national and international shopping destination for Asian goods; people like the range of independent shops, the ethnic diversity and the many treasured local heritage buildings. These strengths should not be lost.

However the area also needs to change. Local people and businesses want high quality and affordable new homes in a range of sizes, more mainstream comparison shopping, a stronger high street offer through the heart of Southall leading to the railway station, improved walking and cycling routes and changes to junctions and bridges to improve vehicle access.

From 2019, Crossrail will make Southall one of the best connected places in London. Southall has enough under used land to create more than 6,000 new homes and 3,000 new jobs over the next twenty years.

The Southall Opportunity Area Planning Framework sets out how new development,

accelerated by Crossrail, can be managed to maximise the potential of the area for the benefit of existing and new residents and businesses. This document identifies key development sites close to the railway station, town centre and high streets, road network and the Grand Union Canal which are ideal to support growth.

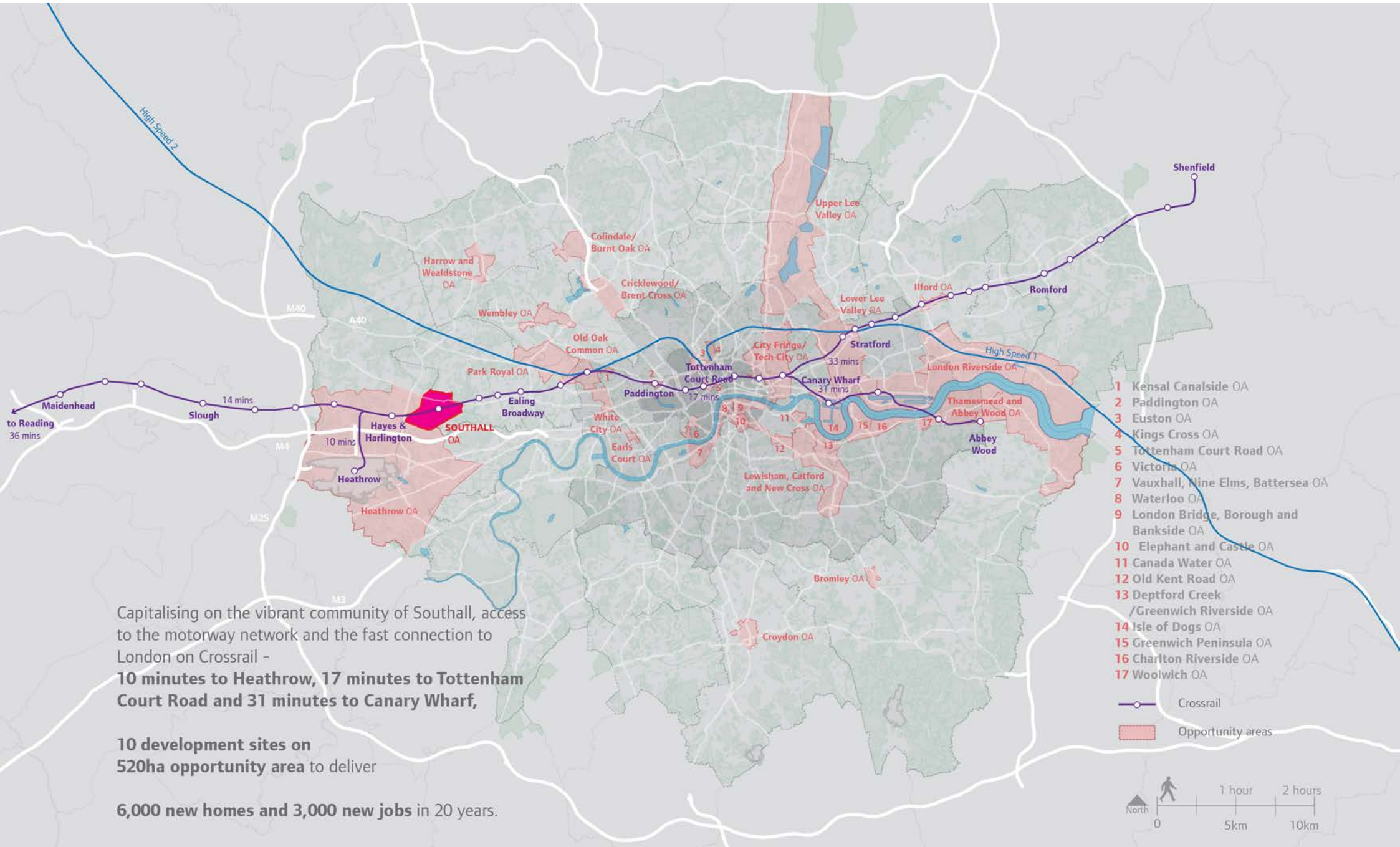
There are five strategic principles to guide the delivery of new homes in lifetime neighbourhoods, to upgrade the high streets, to diversify the economy and support SME businesses, to make it easier to get around Southall on foot, bike and public transport and to improve the urban and green public spaces.

The development sites fall within six character areas. Southall Gateway covers the area around the Crossrail station, which will stitch the existing neighbourhoods and high streets with the new residential-led developments at East Southall and West Southall as well as the regenerated Havelock Estate. The town centres at Southall Broadway and The Green will be improved, with upgraded public realm and a more diverse retail offer to improve the resilience of the Southall economy. This Framework sets out the detail on how these areas are expected to change.

Substantial new investment in infrastructure is needed to make the most of the opportunities for new development in Southall. Without this investment the development set out in this planning framework cannot happen.

A detailed implementation plan has been prepared to set out what investment is needed, both from public authorities and the private sector, to achieve the scale of change set out here. The GLA, TfL and Ealing Council are investing over £15 million towards regenerating the streets, public realm and parks in Southall, to potentially improve the road networks to build stronger links across railways, canals and industrial sites, supporting community facilities and developing skills.

The draft Southall OAPF was consulted on from December 2013 to February 2014 and adopted by the GLA and Ealing Council in July 2014. It will be used to assess proposals to deliver growth in Southall over the next 20 years by building on its strong identity to benefit both existing and new residents. The OAPF will be reviewed as part of the London Plan and Ealing Council’s Annual Monitoring Report as well as in the Southall Partnership and Southall Developers Forum.



Capitalising on the vibrant community of Southall, access to the motorway network and the fast connection to London on Crossrail -

10 minutes to Heathrow, 17 minutes to Tottenham Court Road and 31 minutes to Canary Wharf,

10 development sites on 520ha opportunity area to deliver

6,000 new homes and 3,000 new jobs in 20 years.

The vision for Southall



Southall opportunity area

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1.1 Why is Southall an opportunity area?

A vibrant, proud and ambitious place

- 1.1 Southall is a place where opportunity lies at its very heart. For many generations, Southall has acted as a gateway to London to those eager to make the city their home. Today, Southall is poised to play a renewed role as one of London's most dynamic areas; one with a unique story in the past, present and the future. This is reflected in its designation as an opportunity area in the London Plan.
- 1.2 This Opportunity Area Planning Framework (OAPF) sets out how the opportunities inherent to the area can be realised, building on the vision set out by the community in the Southall Charter. Developed over the course of 2012 through the Southall Big Conversation, the Charter's vision emphasises Southall's diversity, vibrancy and ambition, while also recognising the need to rebuild pride in Southall.

An opportunity for London

- 1.3 The ingredients are all there for Southall to grow into a sustainable economically and socially diverse urban London neighbourhood. With a capacity for at least 6,000 new homes and 3,000 new jobs over 520ha, Southall is one of the biggest opportunity areas in west London.
- 1.4 Southall's people are its key strength, with a marked diversity and vibrancy, even by London's standards. With significant industrial employment and a busy town centre, Southall benefits from a dynamic and entrepreneurial economy which has weathered the recent recession better than many.
- 1.5 The arrival of Crossrail in 2019 is set to have a dramatic impact on Southall's accessibility to central London. Travel times to the West End will radically reduce from 45 minutes to 18 minutes, and frequencies and train capacities greatly enhanced. Southall has been identified as one of three locations outside the Olympics area (along with Whitechapel and Custom House), best

positioned to secure the wider economic benefits that Crossrail is intended to deliver.

- 1.6 With significant brownfield sites in close proximity to the future Crossrail station, most noticeably the Southall Gasworks site which has planning permission for a residential-led redevelopment, there is an opportunity to stitch the heart of Southall together, overcoming the severance caused by the railway line.
- 1.7 Crossrail also links into a number of other significant growth areas in west London, including Heathrow (9 minutes to the west), Old Oak Common (10 minutes to the east) and Paddington (15 minutes to the east). Taken together these locations will bring forward some of the most significant growth in jobs and homes to the west of the capital.

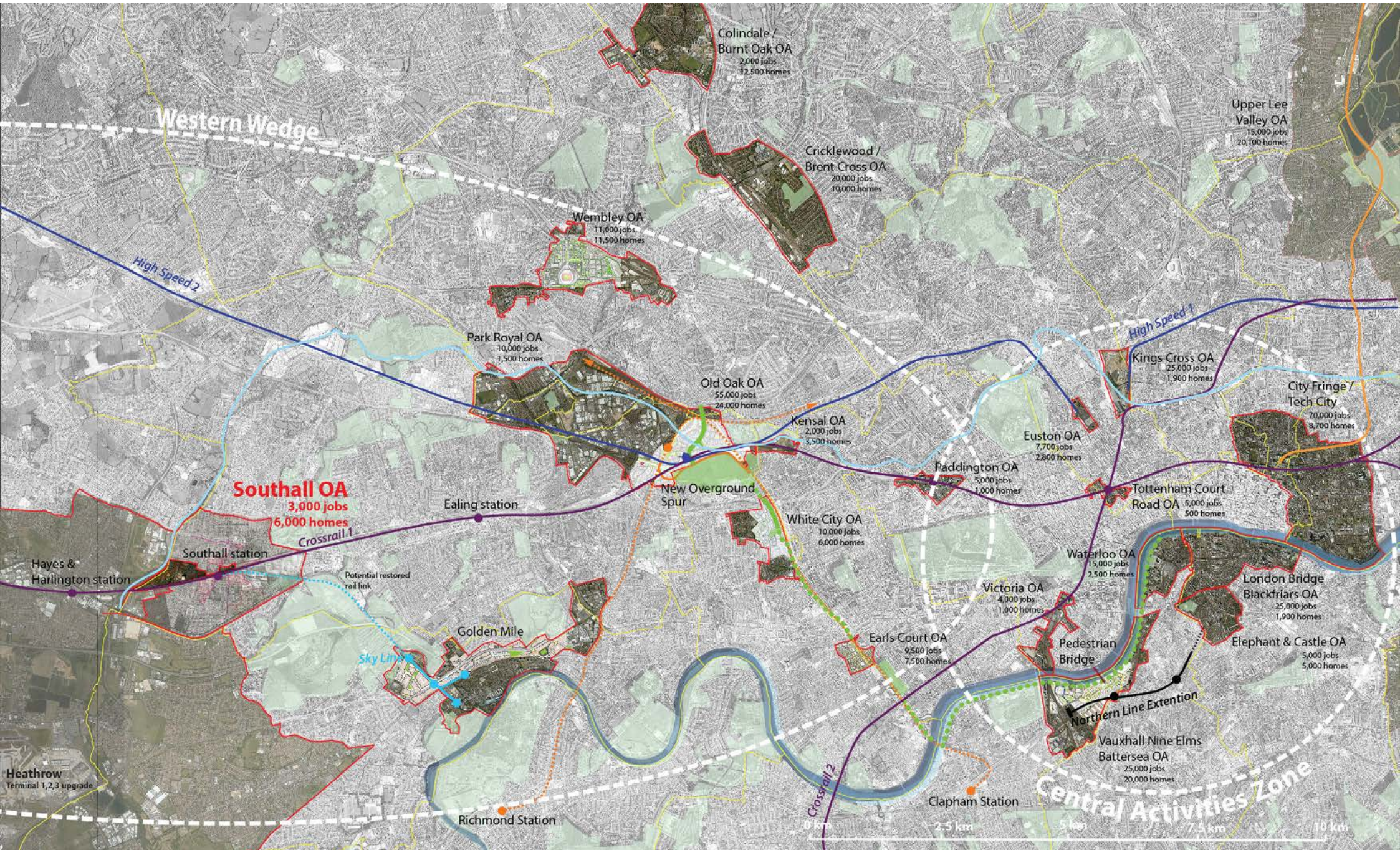


Fig 1.1 Strategic West London context

Acknowledging the challenges

1.8 In drawing up a framework for the area, it is critical that the challenges are understood and the opportunities embraced. As a place to live, Southall faces significant transport congestion, poor quality public realm, poor provision of quality accessible open spaces, and a weak residential offer that forces residents to 'move to improve'. Southall's businesses are equally affected by transport challenges, but also face a dated offer of employment spaces and a high street that lacks the variety residents want.

Working together to deliver the opportunity

1.9 Realisation of the opportunities in Southall needs a host of parties working together. This Framework builds on Southall's assets, but is realistic about the challenges that must be overcome. It sets out a short, medium and long-term delivery framework to support the next chapter in Southall's story, building on the initial investment in the area that has set the standard for positive future change.

1.10 Beginning in 2012, the Southall Big Conversation brought the community, businesses, faith groups, landowners and the public sector together to set out a vision and action plan. In 2013, the focus has been on bringing landowners and relevant parties together to work through the best delivery solutions for key sites, especially those sites where there is a risk of fragmented, piecemeal development.

1.11 Early actions stemming from the Southall Charter included a focus on upgrading Southall's high streets. Ealing Council, the Greater London Authority and Transport for London are working to improve the streetscape, public spaces and building frontages in Southall to drive growth and prosperity in the town centre.

1.12 Southall is identified in June 2014 as a potential Housing Zone to accelerate housing delivery in areas with high development potential.

1.13 To help tackle transport congestion and to facilitate coordinated development, the Growing Places Fund will accelerate delivery of a number of key junction improvements and help to assemble key sites near the new Crossrail station.

1.14 While transport is acknowledged as the biggest challenge constraining future development, the importance of social and community infrastructure in creating a truly sustainable community will also be critical in supporting the scale of change.

1.15 Current projects include:

- The refurbishment and more intensive use of the Manor House,
- The redevelopment of the Dominion Centre into a library, arts and culture hub,
- The provision of a community centre at Havelock Central Canalside Hub.

1.16 Further improvements to community infrastructure and quality public open spaces across Southall will accompany new development. The first two phases of the Southall Great Streets programme are on site since late 2013 and will be delivered by Spring 2015.

1.17 An Energy Masterplan is being developed to support delivery of a district heating network, and partners continue to work on this and other infrastructure projects to help accelerate the delivery of new homes and jobs.

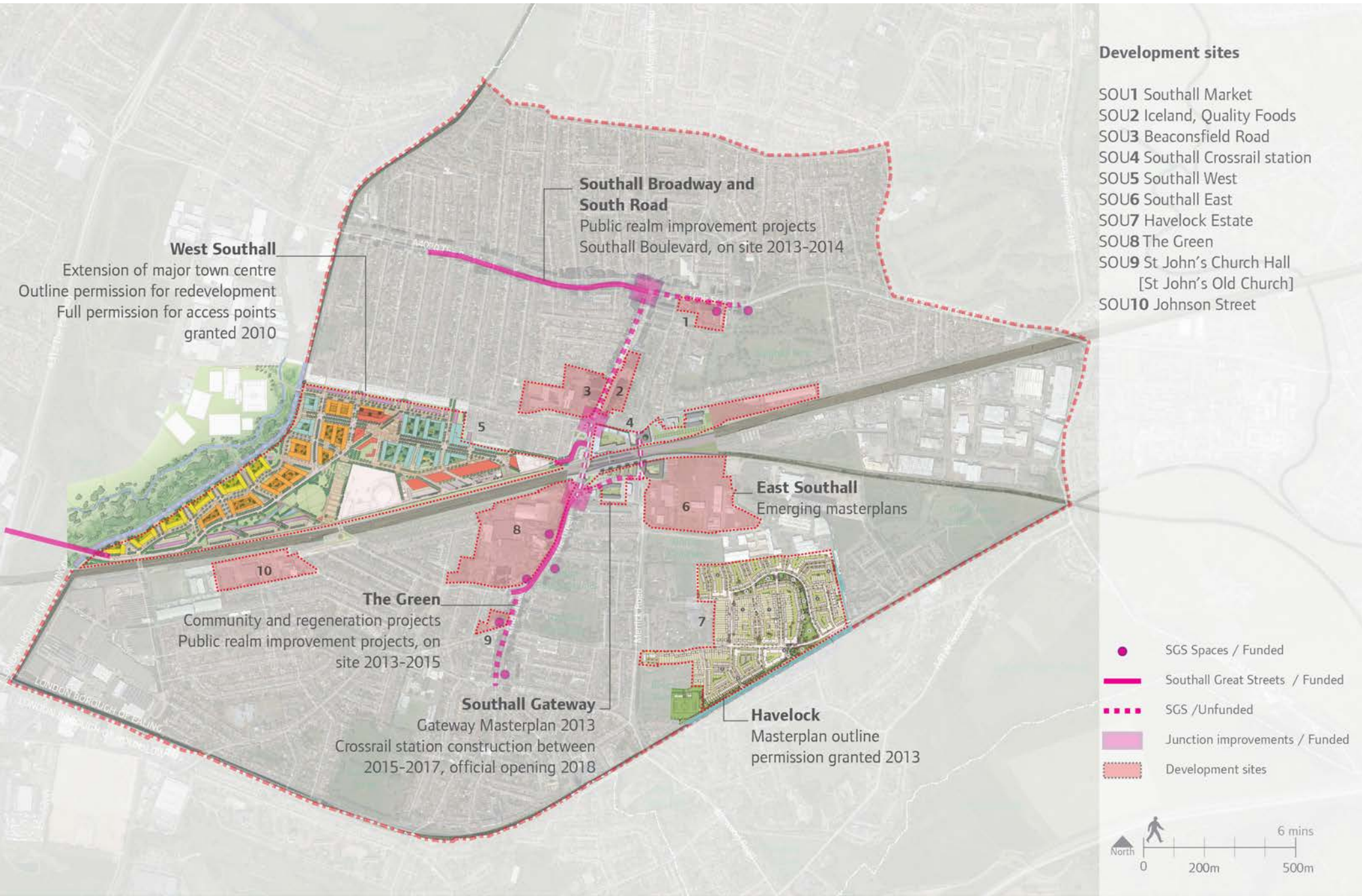


Fig 1.2 The Southall story so far

1.2 The vision for Southall

Maximising the potential of Crossrail

Capitalising on the vibrant community of Southall, the access to the motorway network and the fast connection to London on Crossrail -

- 10 minutes to Heathrow,
- 17 minutes to Tottenham Court Road and
- 31 minutes to Canary Wharf

to deliver **at least 6,000 new homes** and **3,000 new jobs**

across **10 development sites** in a **520 ha opportunity area** over 20 years.

Southall station will be the gateway to the area and will stitch the neighbourhoods, town centres and workspaces of Southall.

New neighbourhoods on former industrial land that complement the existing character

A balanced and inclusive community who live in high quality homes with easy access to transport and social infrastructure regardless of age, economic status, lifestyle and level of independence.

Thriving and distinctive town centres

A vibrant high street network to connect the two town centres which offer mainstream and specialist Asian goods and services for local residents and visitors throughout the day and evening.

Flourishing businesses and training opportunities

A balanced mix of premises on industrial land which builds on Southall's entrepreneurial spirit and supports business growth, from heavy industry to flexible managed workspace for small and medium enterprises (SMEs) to improving skills.

Radical change in travel behaviour to unlock development potential

A network of streets designed to make walking and cycling the first choice to get to the high streets, work, open spaces and to public transport interchanges.

Great streets to move around and spaces to linger

A high quality and accessible public realm to socialise, relax and exercise throughout the residential areas, town centres, parks and canals.

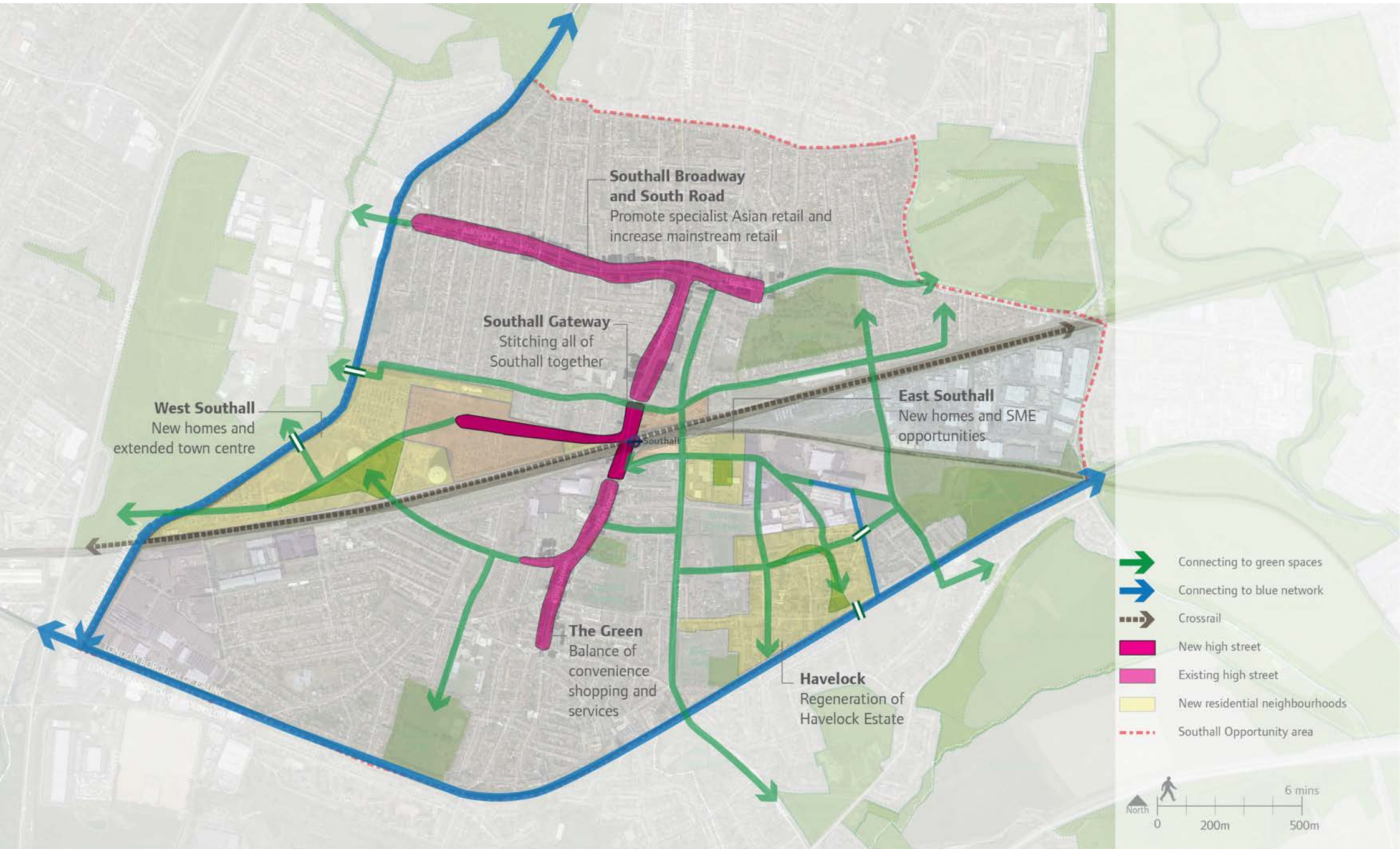


Fig 1.3 The vision for Southall: Indicative key principles

1.3 Purpose of this document

- 1.18 An Opportunity Area Planning Framework (OAPF) sets out planning, regeneration and design guidance for opportunity areas in London. Opportunity areas can accommodate significant levels of growth, typically at least 5000 jobs or 2500 new homes to contribute to meeting London's needs for housing, commercial and other development.
- 1.19 The purpose of this OAPF is to take forward the vision for Southall and set out in detail how Ealing Council, in partnership with the Mayor of London, will ensure that all new development in Southall contributes to the achievement of this vision. It is based on a strategic, design-led approach that considers the interaction of key development sites and their cumulative contribution to the regeneration of Southall.
- 1.20 OAPFs focus on implementation, identifying clear opportunities and resolving challenges, insofar as possible, within the framework to provide certainty to those bringing forward proposals and also consensus about how to best ensure that proposals are deliverable and are delivered. An OAPF should provide the confidence for developers to invest and clarity for the public on how Southall is transforming.
- 1.21 As a policy tool, the Southall OAPF provides a development framework within which proposals are assessed to secure the highest quality development and ensure a comprehensive approach to the revitalisation of Southall. Additionally it coordinates public realm and infrastructure improvements so that public investment creates the conditions in which private funding can be attracted and planning contributions sought to ensure provision of appropriate physical/social infrastructure.
- 1.22 The structure of the OAPF reflects the nature of Southall as a place, setting out the strategic principles which are applicable to all development within the opportunity area. Character area principles set out in detail how the general principles should be applied. This approach recognises the particular role and function that each area has/could have within the wider opportunity area.
- 1.23 Character areas reflect noticeable differences in the existing built environment, land use, transport provision, and the opportunity/capacity for growth. However, the edges of the character areas are indicative. They are not intended to create a sharp contrast between each area, so that development close to a character area boundary will need to consider the character of the adjacent area and create an appropriate transition.

1.4 Status / material weight of the document

- 1.24 The OAPF has been prepared jointly by Ealing Council and the Greater London Authority (GLA).
- 1.25 This OAPF is Supplementary Planning Guidance (SPG) to the London Plan and sets out the Mayor of London's strategic priorities for the area over the next 20 years based on a comprehensive analysis and review of the local context.
- 1.26 It provides further guidance on the implementation of those policies contained with Ealing's Local Plan (including the Development Strategy, Development Sites and Development Management DPDs) and the London Plan 2011, which together form the Development Plan for the borough.
- 1.27 Ealing Council has also adopted the OAPF in July 2014 as a Supplementary Planning Document (SPD) to form part of Ealing's Local Plan, giving additional weight to this guidance when preparing planning documents and in the assessment of planning applications.
- 1.28 The OAPF does not establish new policies and therefore must be read in the context of policies in the London Plan and Ealing Development Plan which apply to proposals within the opportunity area.
- 1.29 Several studies and specialist reports have informed the preparation of this OAPF. These should be referred to for more detailed information.
- **Highway Transport Studies** TfL and LBE, 2013
 - **South(all) at Work Economic Background Paper** GLA and LBE, 2012
 - **Property Market Appraisal** GVA 2012
 - **Characterisation Study** GLA and LBE, 2013
 - **Delivery and Infrastructure Funding Study** GLA, LBE and TfL, 2014
 - **Draft Integrated Impact Assessment** GLA and LBE, 2013
- 1.30 The guidance in this SPD is a material consideration for decisions on planning applications that fall within the opportunity area boundary. The OAPF will be reviewed as part of the London Plan and Ealing Council's Annual Monitoring Report, Southall Partnership and Southall Developers Forum.

Consultation

- 1.31 The Draft Southall OAPF was consulted from 11 December 2013 to 8 February 2014.
- 1.32 Eighteen representations were received from statutory bodies, landowners, community groups and residents. These can be viewed online:
<http://www.london.gov.uk/priorities/planning/publications/southall-opportunity-area-planning-framework>

1.5 Policy context

1.33 The OAPF has been informed by policy and guidance from national to local level.

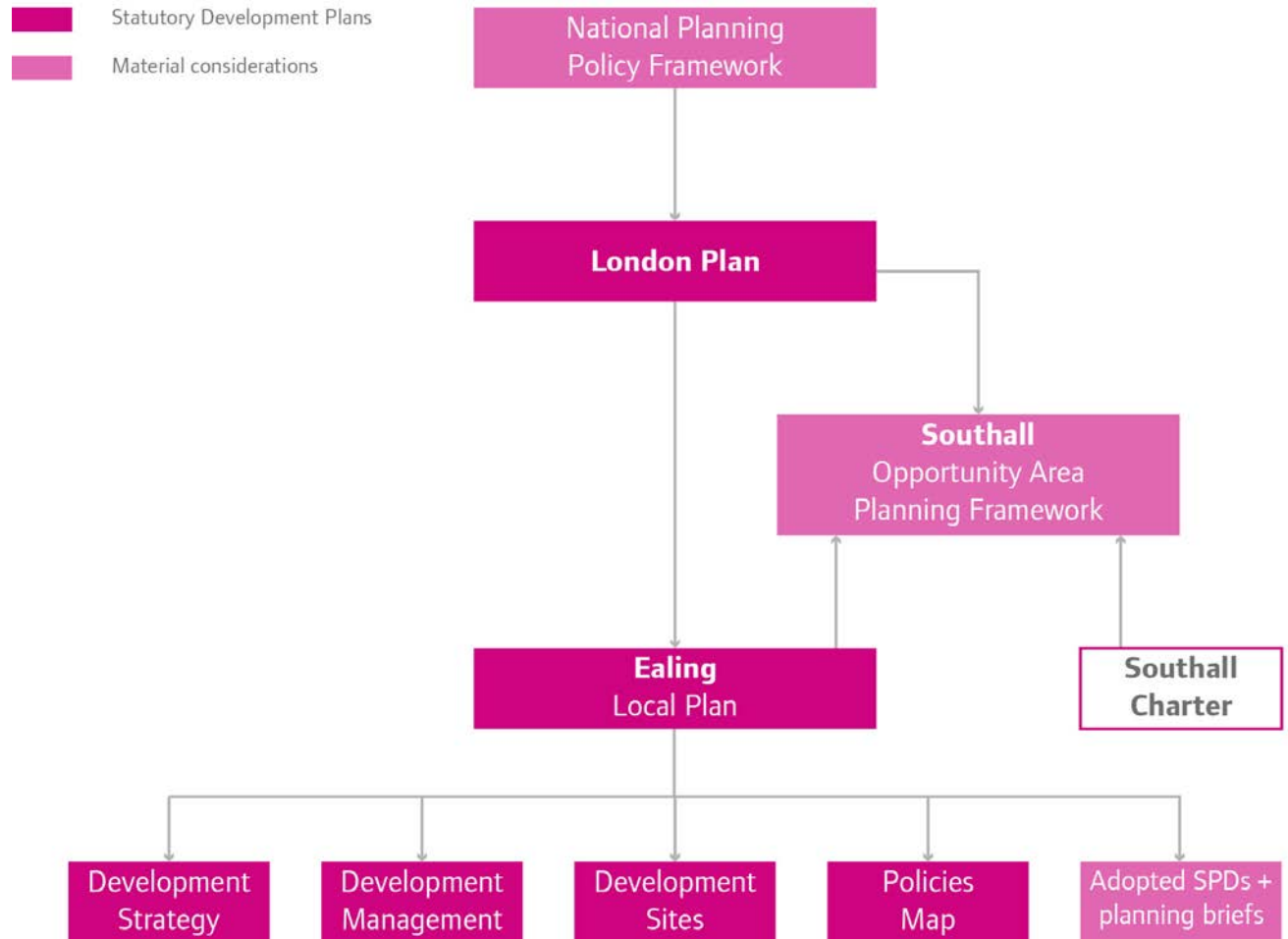


Fig 1.4 Planning document hierarchy

National Planning Policy Framework (NPPF)

- 1.34 The structure and content pay particular regard to the presumption in favour of sustainable development within the NPPF and support:
- The delivery of high quality new homes,
 - The vitality and viability of town centres,
 - Building a strong, competitive economy,
 - The role of good design in making places better for people.

London Plan

- 1.35 The London Plan (2011) identifies 33 opportunity areas (OAs) and ten areas for intensification that can contribute to the delivery of the London Plan by providing substantial numbers of new jobs and homes. Paragraph 2.58 outlines the purpose of OAPFs:

“Planning frameworks for these areas should focus on implementation, identifying both the opportunities and challenges that need resolving such as land use, infrastructure, access, energy requirements, spatial integration, regeneration, investment, land assembly and phasing. With support from strategic partners they should set realistic programmes and timetables for delivery.”

London Plan (2011)

Southall Opportunity Area Area: 530 ha
 Indicative employment capacity: 2,000
 Minimum new homes: 4,000

The Area provides great scope to enhance the local environment and complement Southall’s current strengths, including its ethnic identity and links with South Asia, by introducing a more diverse retail offer and securing a substantial uplift in housing capacity as well as improvements in social infrastructure. The imperative to deliver genuine linkages between the Southall Gas Works site and the existing Southall town centre must be secured. Integration with the wider area including Hillingdon to the west needs careful consideration. Any new development and infrastructure brought forward in this area must avoid adverse effects on any European Site of Nature Conservation Importance (to include SACs, SPAs, Ramsar, proposed and candidate sites) either alone or in combination with other plans and projects.

London Borough of Ealing

- 1.36 Ealing's Development Strategy DPD (2012), seeks to identify and promote those areas of the borough that can accommodate growth and either have good public transport access, the capacity to accommodate growth, are in need of regeneration, or can deliver jobs and infrastructure. Policy 2.8 identifies Southall as an area of major change, capable of delivering a large number of new homes with revitalised town centres, but also requiring significant investment in physical infrastructure to realise this potential.
- 1.37 The Development Sites DPD (2013) supports the delivery of the Development Strategy through allocating land for a particular use or type of development. The individual allocations incorporate an appropriate degree of flexibility, in recognition of the changing macro context within which development proposals will be brought forward over the 15 year plan period.

- 1.38 Ten development sites have been identified in the opportunity area. They are illustrated in Fig 1.2 and further detail is in A2 Southall Site Allocations.

- **SOU1** Southall Market
- **SOU2** Iceland and Quality Foods
- **SOU3** Beaconsfield Road/South Road
- **SOU4** Southall Crossrail Station
- **SOU5** Southall West
- **SOU6** Southall East
- **SOU7** Havelock
- **SOU8** The Green
- **SOU9** St John's Church Hall
[St John's Old Church]
- **SOU10** Johnson Street

Southall Big Plan

- 1.39 Locally, the OAPF is part of the Southall Charter and the Southall Big Plan. The Charter was adopted by Ealing Council in 2012 and is a social agreement between various stakeholders, public agencies, community members and local businesses as part of the Southall Partnership. The Partnership continues to meet every six weeks to address areas of concern that affect the Southall communities.
- 1.40 The Southall Charter sets out a commitment to achieve common objectives for the area. The shared vision is to 'work together to renew pride in Southall, building on the ambition of its culturally diverse community, creating a place where the potential of all is truly realised'.

Key messages during the Big Conversation

1. Southall is proud of its **DIVERSITY** with a unique, strong community in which all sections have come together to address community needs and to overcome pressures over decades.
2. Many issues local people faced relate to relatively minor, yet important infringements such as litter dropping, informal parking and spitting. There is a need to promote better **SOCIAL BEHAVIOUR**, and to improve conditions by strong enforcement where necessary.
3. There are many cases where peoples' **BASIC NEEDS** are not being met. Concerns were expressed that decent shelter, a healthy and secure environment, access to social services and education are not available to many people and this needs to change.
4. The community is ambitious and **ENTREPRENEURIAL**. Southall already has many examples of self-improvement. Backing local ambition and enterprise is key to the delivery of the Charter.
5. **SAFETY** and perception of **CRIME** on Southall's streets and public spaces is of great concern, including antisocial behaviour, exploitation, substance abuse, the safety of local businesses against thefts; and the safety of women on the high street during the evening and nights.
6. Southall needs to dramatically improve and widen its **VARIETY OF RETAIL** to locals and visitors alike. Southall is famous for its shopping experience, attracting visitors from across London, Europe and beyond. However, many felt that Southall's shopping experience has declined in quality and lacks many of the mainstream shops that people expect in a successful town.
7. Southall is **MORE THAN ONE PLACE!**
The plans need to create successful local centres in Southall Green, the Broadway, and in local residential neighbourhoods, as well as promoting the success of the whole town.



OPEN NOW
Rooms available

The Broadway
Southall
↑ Ealing (A4020)
Uxbridge
Northolt (A312)
Harrow

SkyLark Travel

Parkfields

Royal Mail

Southall Toplocks Estate E5

301 NAU

KP56 WPA

02

SOUTHALL THE PLACE



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2.1 Where is Southall?

- 2.1 Southall is located in west London within the London Borough of Ealing. The boundary of the opportunity area covers 520 ha, extending from the Grand Union Canal in the south to Carlyle Avenue/Burns Avenue in the north. It encompasses Southall Major Town Centre, King Street Neighbourhood Centre, the Havelock Estate, the former Gas Works, four industrial locations and suburban residential areas.
- 2.2 The borough boundary with Hillingdon forms the western edge of the opportunity area. The boundary with Hounslow is to the south of the Canal.
- 2.3 The opportunity area is roughly split east-west into two parts by the Great Western Main Line. The railway offers excellent proximity to Heathrow airport in 9 minutes and direct connections to Paddington in 15 minutes and Reading in 45 minutes.
- 2.4 It is part of the 'Western Wedge Growth Corridor', which extends from the Central Activities Zone (CAZ) to the Metropolitan

Centres of Shepherds Bush, Ealing, Hounslow and Uxbridge. It includes the White City, Paddington and Old Oak Common opportunity areas. The opening of Crossrail in 2019 will bring linear connectivity from Southall to these areas and to central London.

- 2.5 The A3005 Merrick Road connects to the A40 in the north, the M4 in the south and traversed by the A4020 Uxbridge Road. These locally and regionally important routes support most of the traffic in the area, with the majority through traffic rather than originating in the area. The M25, A40/M40 and M4 form a large triangle around the area, connecting into the greater UK networks.
- 2.6 The opportunity area includes all of Southall Broadway and Southall Green wards, and part of Norwood Green and Dormers Wells wards. Around 40,000 people live in the area, with the average household size of 3.5 which is significantly higher than the borough average of 2.7.

Area size: 520 ha

Population: 40,000 (2011 Census)

Main economy: Industry, town centre, public sector

Transport networks:

Great Western Mainline; A4020/A3005

Open spaces: Southall Park, Manor House Grounds, Southall Green, Glade Lane Canalside Park, Bixley Fields

Water bodies: Grand Union Canal

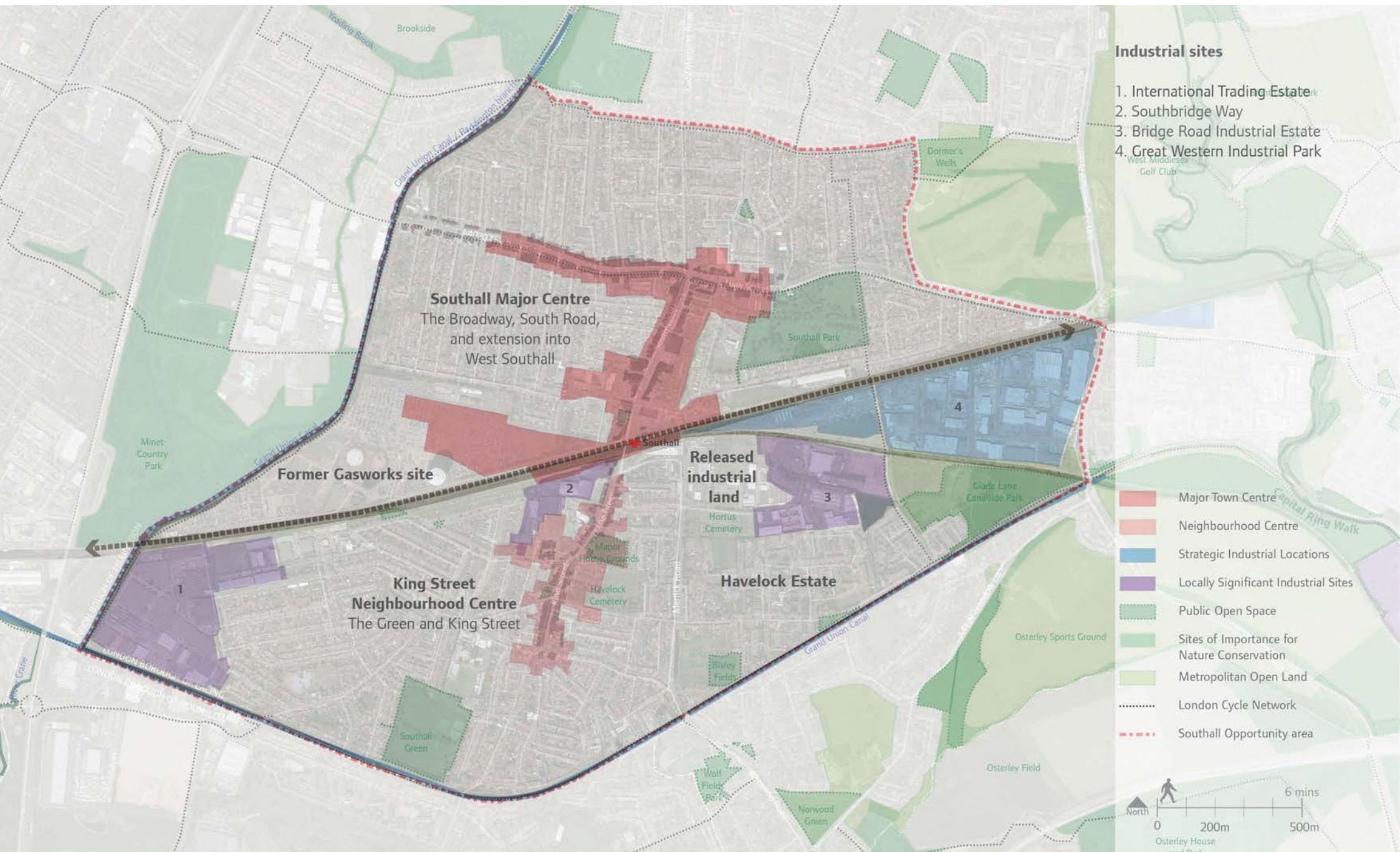


Fig 2.1 Southall existing context

2.2 Historical development

Medieval Ages

- 2.7 Southall was a hamlet forming part of the Chapelry of Norwood in the ancient parish of Hayes, which had existed since the Middle Ages.
- 2.8 Southall seems to have been the area later known as Southall Green centred on the Tudor period Manor House built in 1587. It is now a Grade II* listed building.
- 2.9 The Hamlet of Northcott was on the main Uxbridge Road around the junction of South Road and High Street.

Industrialisation

- 2.10 The opening of the Grand Union Canal in 1796 isolated the Southall area from the south and west. The arrival of the Great Western Railway in 1838 further split the original villages in two.
- 2.11 A commercial boom followed with brick factories, flour mills and chemical plants establishing in the area. These formed the town's commercial base and steered its development as an industrial town.
- 2.12 By the 1890s, an increasing number of industrial uses had located along the railway corridor/canal. Large areas of terraced housing sprung up and intensified around the high street in what had previously been brick fields and open spaces.

Early 20th century

- 2.13 A sudden rise in the population at the turn of the century is attributed to the opening of tramways along Uxbridge Road, at the time the main London to Oxford route. As Southall became better connected, industrial uses set up and thrived on increasingly large sites, most notably the Gas Works to the north west of the station and Maypole Margarine to the south east. Maypole Dock, a half mile arm of the canal, was built in 1912 to serve the factory.

Pre-War

- 2.14 Widespread suburban residential development built as commuter housing and also in relation to industrial expansion in the area, started in the late 19th century. By 1914 residential neighbourhoods were well established in the area immediately south of the Broadway, bounded by Beaconsfield Road, and further north in the area between North Road and Dormers Wells.

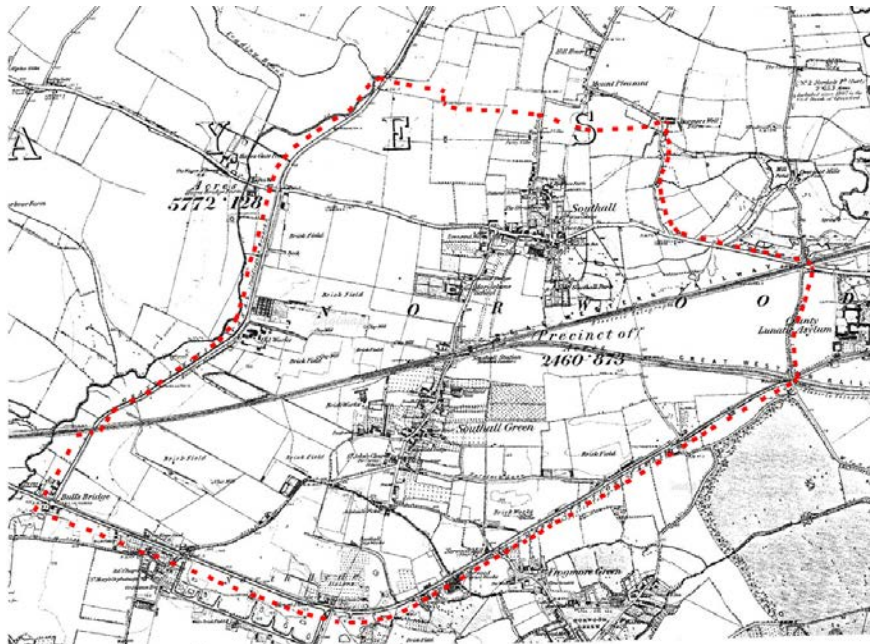


Fig 2.2 Southall, 1870

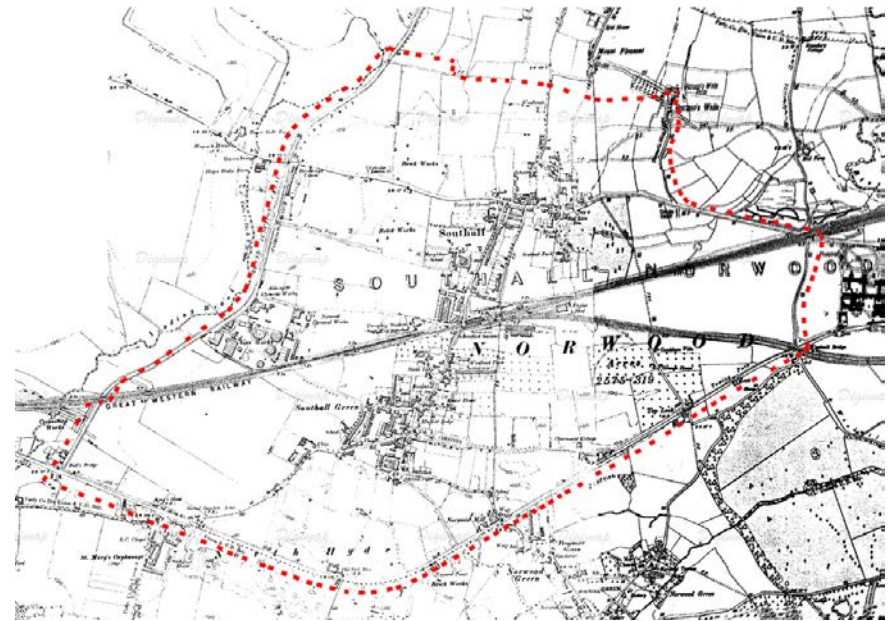


Fig 2.3 Southall, 1890



Fig 2.4 Southall, 1930

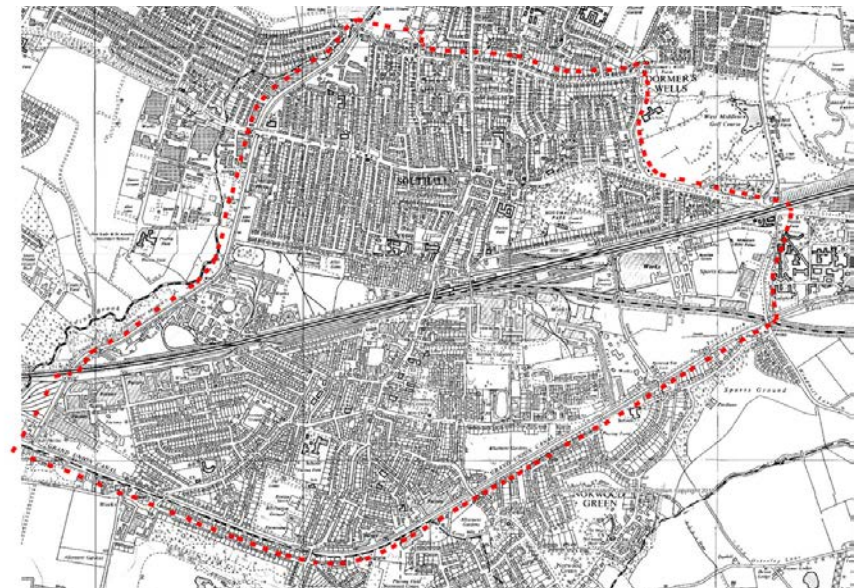


Fig 2.5 Southall, 1960

Interwar

- 2.15 In the 1920s and 1930s, Southall was the destination of many Welsh migrants escaping from the harsh economic conditions in Wales.
- 2.16 Southall Studios, one of the earliest British film studios, was founded in a converted aeroplane hanger on Gladstone Road in 1924, and played a historic role in film-making until its closure in 1959.
- 2.17 The Quaker Oats Company built their factory south east of the rail station in 1936. It continues to operate today as Honey Monster Foods, producing brands such as Sugar Puffs.

Post-War

- 2.18 After the Second World War, development proceeded more slowly. The mid part of the 20th century saw the expansion of the suburban areas outside the historic core with lower density housing. In 1976/77, the Havelock Estate was built on the defunct site of the world famous Martin Brothers pottery factory.

South Asian settlers

- 2.19 South Asians, predominantly Sikhs, began to settle in the area in the early 1950s, with a Sikh temple present in Southall Green from 1963. A larger temple was opened on the site of a converted dairy in 1967 on Havelock Road. In 1997 this moved to a site at the junction of South Road and Park Avenue to allow construction of the Sri Guru Singh Saba Gurdwara on the Havelock Road site. It opened in 2003 and is the largest Sikh temple outside of India.

New communities

- 2.20 By the beginning of the 21st century, substantial Somali and Afghan communities had also become established in Southall.
- 2.21 In 2011 the three most populous ethnic groups in the opportunity area were Indian, Pakistani and African.

Heritage assets

- 2.22 The Southall Characterisation Study (2013) sets out Southall's historical developments.

- 2.23 Southall's historical development is evident in its built fabric. The heritage and townscape assets serve as markers of key points in its development from the Tudor period to the present day, set within the predominant fine grain Victorian/Edwardian character. Most notable are:

- Manor House (1587, Grade II* listed),
- Red Lion Public House (late 18th century, Grade II listed),
- Water Tower (1903, Grade II listed)
- Liberty Cinema/ Himalaya Palace (1912, Grade II listed).

- 2.24 Local heritage assets include:

- Sunrise Radio Building (1894),
- Southall Town Hall (1897),
- King's Hall Methodist Church (1911),
- The Three Horseshoes Public House (1922),
- St Anselm's Catholic Church (1968),
- Gurdwara Sri Guru Singh Sabha, (2003).

- 2.25 There are two archaeological interest areas in Southall. One is the Southall High Street and the other is The Green.

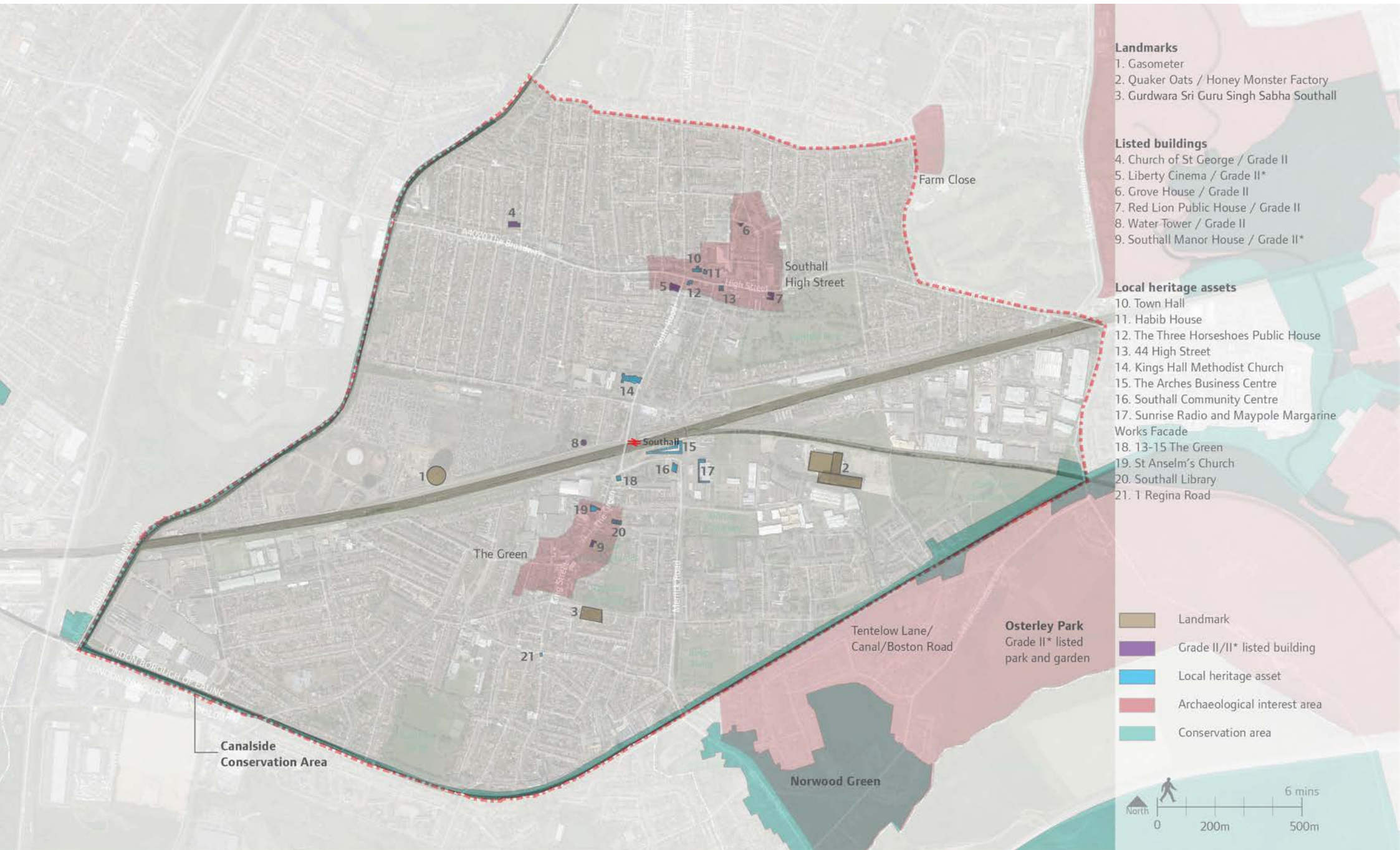


Fig 2.6 Landmarks, listed buildings and local heritage assets

2.3 Southall today

Land uses

- 2.26 The heart of Southall is formed by two distinct historic town centres linked together by the South Road bridge over the rail corridor.
- 2.27 To the north is Southall Major Town Centre organised around The Broadway/South Road, featuring specialist Asian shops with a European wide catchment and a limited range of conventional comparison and convenience retail.
- 2.28 To the south, the smaller King Street Neighbourhood Centre offers mainly convenience goods to serve the local area.
- 2.29 Retail uses locate along the T-shaped high street spine stretching from The Green, over the railway, and north to Uxbridge Road. The high street also contains a large number of religious, educational and civic institutions and a good range of small-scale professional services and businesses.
- 2.30 This density and mix of uses along the high street creates a sense of vitality and activity central to Southall's character.
- 2.31 Away from this central axis, there remain a mix of industrial sites fulfilling a variety of roles from heavy industrial uses through to small start-up units and cash and carry outlets.
- 2.32 Intensely used residential neighbourhoods, largely long terraces of low-rise properties that have been much extended and altered, closely bound the town centres and industrial areas.



Built environment

- 2.33 The comparative lack of development activity and physical change in Southall since its initial growth in the 20th century has resulted in an area characterised by a lack of diversity in property typologies in both the residential and commercial sectors. The many development sites reflect this lack of inward investment in the area, with many under-occupied sites.
- 2.34 Along the high street, the original Victorian character of 2-3 storeys dominates, with modern additions ranging from 4-6 storeys. Taller landmark elements from the area's industrial past remain along the railway, including the Gasometer, Water Tower and Honey Monster Factory. The Gasometer at 91m is tallest by some margin.

Homes and wellbeing

- 2.35 Southall remains relatively affordable in the London context. This partially reflects the generally poor quality of the existing stock although prices for new-build flats are comparable with similarly sized period properties.
- 2.36 The private rented sector is prevalent. A large proportion of properties have been altered to accommodate additional occupants. A proliferation of illegal back garden development provide a very poor quality living environment.
- 2.37 Residents benefit from an abundance of social and community infrastructure with over 300 schools, places of worship, community centres and health centres across Southall. However there are few civic or cultural institutions that are non-denominational or non-culturally specific.
- 2.38 Levels of deprivation in the area, as measured by the Index of Multiple Deprivation, have risen in recent years. About 40% on the Lower Super Output Areas (LSOAs) in Southall fall within the 20% most deprived in England. A cluster around Merrick Road/Havelock Estate rank within the 5% most deprived.

Jobs and economy

- 2.39 There are three main types of employment in Southall: town centre economy, industrial and public sector.
- 2.40 Company formation in Southall, though not employment, has bucked the national trend, suggesting a highly entrepreneurial local environment where people are willing to set up new businesses.
- 2.41 The town centre economy supports over 4,000 jobs. However this has been experiencing a gradual erosion of employment since before the recession began. Local residents increasingly choose to shop elsewhere for better variety. There are few leisure/entertainment facilities to support linked visits or the evening economy.
- 2.42 The industrial economy has been relatively robust, with industrial areas supporting more than 5,000 jobs. Half of these are in manufacturing, the other half dominated by quasi-retail (e.g. cash and carry) and retail distribution. Excepting the Middlesex Business Centre, the industrial areas have experienced renewal with a mix of new industrial units close to the town centre.
- 2.43 The public sector employs more than 6,000 people who work in Ealing Hospital, Ealing and Hammersmith West London College and Ealing Primary Care Trust.
- 2.44 Skills levels are lower than the rest of London. Around 50 percent of residents lack any qualifications and higher levels of unemployment are reported. The lack of skills impacts both on the ability of residents to access employment and the ability of local businesses to recruit people with the right skills.



Transport and movement

- 2.45 Southall's key movement corridors cause substantial severance in, and form significant barriers to, movement both through and within the area. The South Road bridge is the only crossing for some way in both directions along the railway line. The canal limits the number of access points from the west and south.
- 2.46 A limited rail service operates on the Great Western Main Line/Heathrow Connect route, with four to six trains per hour stopping at Southall station.
- 2.47 A comprehensive network of buses provides good orbital and linear connectivity to surrounding areas. Stops for east-west services are along the Uxbridge Road, a 10 minute walk from the rail station.
- 2.48 Active forms of transport such as walking and cycling are unpleasant due to heavy traffic volumes and poor quality routes/indirect connections.

- 2.49 The predominant traffic movements are along the Uxbridge Road (A4020) and north/south along South Road and Merrick Road (A3005). These are important regional routes, with 60% of the overall traffic volume being through traffic.
- 2.50 Major congestion hotspots on the Uxbridge Road in both directions and along the length of South Road impact on car as well as bus journey times and further contribute to the unattractiveness of sustainable modes of travel.
- 2.51 The required level changes to facilitate links across the rail corridor is also a major constraint.

Parks and public spaces

- 2.52 On a daily basis, Southall's streets are very highly used and the intensity of demand is well beyond the physical space available which causes traffic/pedestrian conflicts. The quality of the urban environment is poor and lack inviting and usable public spaces along the high street in which to gather and socialise.
- 2.53 The quality of existing open spaces is generally good and includes some Metropolitan Open Land and Sites of Importance for Nature Conservation. However connections to and between spaces are poor and the range of amenities within spaces insufficient to meet demand.
- 2.54 There are substantial areas of green space on the periphery but most parts of Southall suffer from a severe open space deficiency. Southall Broadway and Southall Green wards have some of the lowest public open space provision at 0.74ha and 0.55ha respectively, compared to the borough average of 1.95ha per 1,000 population.
- 2.55 The Grand Union Canal forms the western and southern boundary of the opportunity area with links to Paddington and Reading.

2.4 Challenges and opportunities

2.56 The Southall Big Conversation identified a number of challenges and opportunities in Southall which the OAPF seeks to respond to in order to deliver the vision.

1. Lifetime neighbourhoods

- The homogenous housing stock offers little variety and choice. Local residents move from the area to meet their changing housing needs.
- Significant areas of under-used brownfield land offers potential for high density mixed use and residential developments. The permitted development at West Southall and Havelock supports market confidence to respond to the untapped demand for a wider range of housing types and styles.
- Pre-feasibility work suggests a district heating network in the core of the area could be technically and financially viable.
- Well established community institutions/ social infrastructure create a strong community and cultural draw. Strategic development sites can incorporate this provision from the outset.

2. Town centres and high streets

- A range of experiences are within a 10 minute walk between the historic centres of the metropolitan bustle of the Broadway to the village-like Southall Green.
- The established specialised retail and restaurant sector has a wide catchment and unique offer, drawing visitors from the UK and Europe for high value goods.
- The high street experience has declined in quality in recent years and the physical environment needs upgrading. Residents choose to travel to other town centres due to lack of variety and limited presence of national retailers.
- There is a very small range of leisure, entertainment and evening economy uses within the town centre.
- The extension of the high street into West Southall and several redevelopment opportunities located along the high street will provide new retail/leisure uses that build on and complement the existing offer.

3. Economy

- Within safeguarded industrial areas, some premises have been operating as quasi-retail due to the relative affordability/ flexibility of units.
- Former industrial areas close to the town centre do not provide the range of facilities in demand for businesses, which operate from run-down premises in unsuitable locations.
- Southall residents have low skills and qualifications which impact on access to job and company recruitments.
- The opportunity area is well placed in relation to Heathrow, and the majority of industrial areas are well-occupied and experiencing renewal.
- The local business community's entrepreneurial spirit supports a high rate of new business formation.
- Retention of a balanced portfolio of safeguarded industrial land supports job retention/creation and continuous upgrading of stock.

4. Getting around

- The highways network throughout the area is congested, with congestion hotspots on all primary roads and limited resilience in the network.
- Bus routes are negatively impacted by road congestion. Bus-rail interchange arrangements are sub-optimal.
- Walking and cycling are difficult as a result of the poor quality of public realm and physical severance of rail/road corridors.
- Crossrail will improve the connectivity of Southall and is critical in catalysing a radical change in the share of people choosing sustainable modes of travel.
- West Southall will deliver a wide-ranging package of highways improvements and additional bus services over 20 years.
- Key development sites can introduce patterns and forms of development that make it more attractive to travel by public transport, walking and cycling.

5. Great streets and spaces

- There is severe open space deficiency per head of population. Many existing green spaces and the canal are difficult to access and are under-used.
- High quality parks are located just off the high street. There are large areas of open space on the fringes of the area, such as Minet Country Park and Osterley Park.
- The Grand Union Canal wraps the opportunity area on its western and southern edge. It offers easy access to the wider Blue Ribbon Network and to the Capital Ring and London Loop walks.
- Large development sites can deliver new public open spaces to connect to and strengthen the open space network. They can be used by everyone and will meet the demand generated from new residents.
- Industrial heritage assets and formal green spaces hint at a Southall vernacular to which new developments can respond.

Delivery

- Comparatively low property values and historically low levels of development activity/renewal skews the market.
- Fragmented land ownership on key development sites leads to difficulties with phasing and delivery of key infrastructure.
- Further highway mitigations beyond those delivered by West Southall are required to support additional development in the opportunity area.
- Funding has been secured to bring forward early improvements to the public realm and highways network, support land assembly and social and community infrastructure.
- Further investments are required to support the delivery of new homes, education, health and sports facilities.
- The OAPF will be used as a working document by the GLA and Ealing beyond its adoption. It will be reviewed as part of their Annual Monitoring Report and used in Southall Partnership and Southall Developers Forum.



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03

STRATEGIC PRINCIPLES

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3.1 Five strategic principles

3.1 Over the 20 year planning period of this document, it is estimated that new development within the Southall opportunity area will give rise to an additional 18,000 residents and 3,000 new jobs in retail, light industry, offices, catering, hospitality and leisure.

3.2 Five strategic principles have been developed to guide this growth across the opportunity area to respond to the specific Southall context, challenges and opportunities. These principles are supplementary to the objectives set by the London Plan and Ealing's Development Plans.

Strategic principle 1: Lifetime neighbourhoods

Building balanced communities with accessible social and community facilities which contribute to the vibrancy of the town centres.

- 1A:** New homes
- 1B:** Built environment
- 1C:** Utilities infrastructure
- 1D:** Social and community infrastructure



Strategic principle 2: Town centres and high streets

Enhancing the shopping offer of mainstream and specialist Asian goods and services.

- 2A:** Town centres
- 2B:** Retail



Strategic principle 3: Economy

Creating opportunities for local businesses to thrive and grow.

3A: Industry

3B: Business and skills



Strategic principle 4: Getting around

Promoting more active and sustainable ways of travelling around.

4A: Transport management and assessment

4B: Public transport

4C: Road network



Strategic principle 5: Great streets and spaces

Improving the public realm and providing better access to parks and the canal.

5A: Streets and public spaces

5B: Green and blue spaces



3.2 Lifetime neighbourhoods

- 3.3 Southall is home to a large South Asian population, growing Somali and Afghan communities and an ageing population. It is a unique and strong community but the persistent under-investment in its built environment has led to a physical character which does not reflect the dynamic and entrepreneurial nature of its people.
- 3.4 There has been little new residential development since the suburban expansion of the interwar period and the existing housing stock offers little variety. Although Southall remains relatively affordable in the London context, the homogenous housing offer means residents look elsewhere to meet changing housing needs.
- 3.5 Redevelopment of the former industrial land will bring these sites back into beneficial uses. A co-ordinated approach to energy, heat, waste, freight and other environmental strategies would ensure the efficient and sustainable use of resources.
- 3.6 The brownfield sites coming forward for development can become zero carbon lifetime neighbourhoods across Southall. They will take into consideration the changing and diverse needs of the occupants throughout their lifetimes and provide local facilities accessible to all to support a balanced and mixed community.
- 3.7 Crossrail will open up Southall to a wider range of potential residents. There will be a need for new provision of essential services and strengthening of non-denominational or culturally specific institutions and facilities to support the integration of new and existing residents.
- 3.8 The opportunity afforded by Crossrail and the availability of development land could deliver a substantial number of new homes and jobs. Good design rooted in the local context will be essential to the perception of Southall as a desirable place to live, work and visit. Southall will celebrate its heritage and support future growth and needs.

Key principles:

- **New homes:** Identified development sites will support at least 6,000 new homes of a mix of unit sizes, types, tenure and affordable housing.
- **Built environment:** Should complement existing context and incorporate heritage assets. Buildings will be predominately 4 – 8 storeys with some taller buildings to improve legibility to key locations.
- **Utilities:** New developments should potentially connect to a district heating network, incorporate SUDS, and be air quality neutral.
- **Social and community infrastructure:** New primary school and health centre at West Southall and upgrade Town Hall, Dominion Centre, Manor House and King's Centre as community centres.

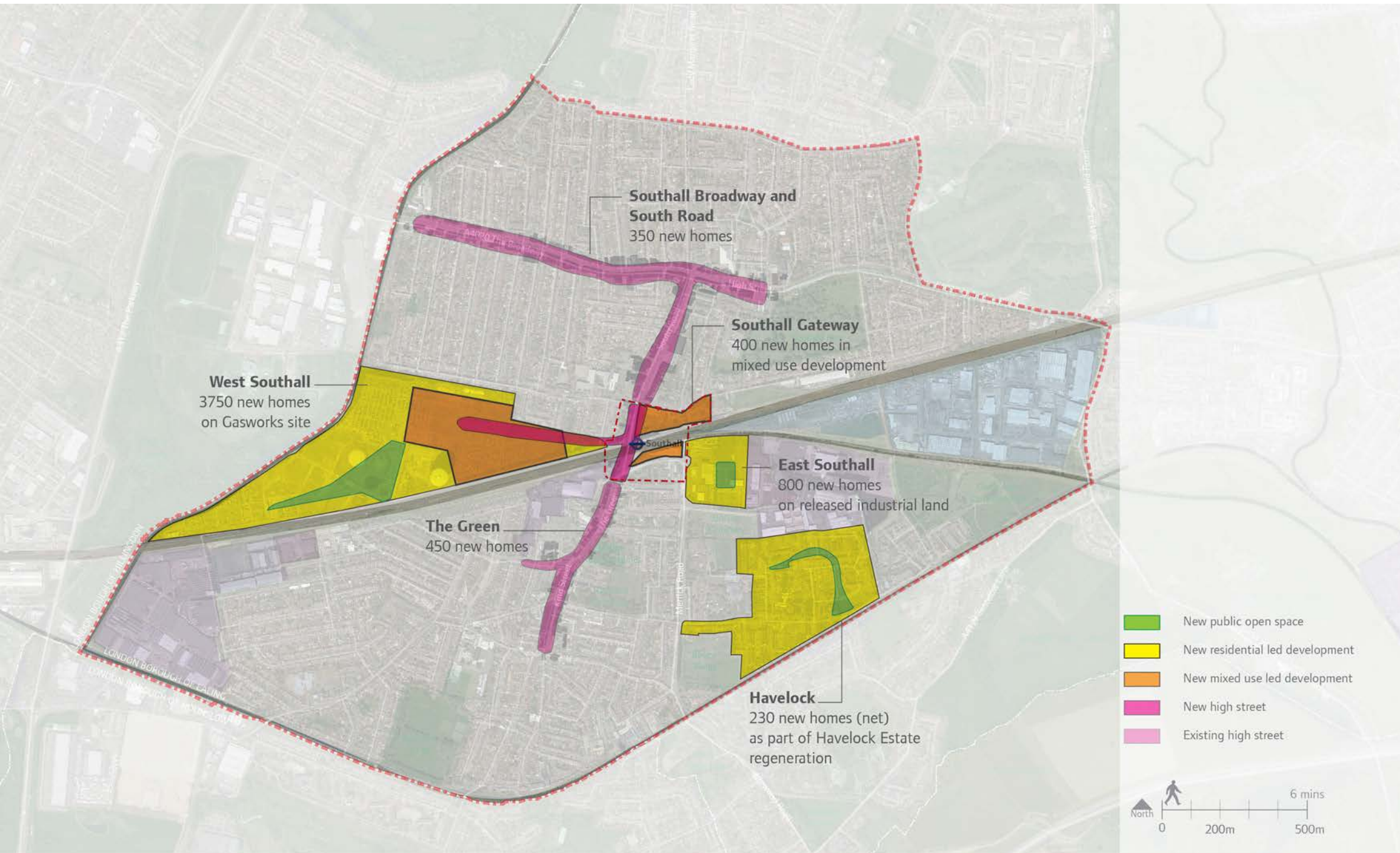


Fig 3.1 Lifetime neighbourhoods: Indicative key principles

1A: New homes

- At least 6,000 new homes will be delivered in medium and high density schemes on the identified development sites in Southall by 2034.
- An appropriate mix of unit sizes, tenure and affordable housing will need to meet the aspiration to create mixed and balanced communities.

Increasing housing supply

- 3.9 The majority of the 6,000 new homes will be delivered on four of the ten identified development sites for new neighbourhoods over the life of this OAPF (Fig 3.1).
- 3.10 There will be at least 3,750 new homes at West Southall, 800 new homes at East Southall and 400 new homes at Southall Gateway which will all benefit from the proximity to the new Crossrail station. In addition, at least 200 net new homes will be provided in the redevelopment of the Havelock Estate.
- 3.11 A mix of flats, maisonettes and terraces based on a mid-rise perimeter block structure will offer sense of human scale, with a provision of well-designed shared open spaces.

Housing mix

- 3.12 A range of housing typologies and sizes in different locations should be provided to support a mixed and balanced community.
- 3.13 Higher density provision for smaller households should be focused on areas with good public transport, such as the new Crossrail station.
- 3.14 Lower density development is generally most appropriate for family housing. However, an average household size of 3.5 in Southall can be supported in larger units even within flatted schemes. Within predominantly residential neighbourhoods outside of the town centres, proposals will be expected to provide for a minimum of 20% of units as family accommodation with 3 bedrooms or more.
- 3.15 Densities outside the normal range may be supported where based on exceptional designs which do not compromise the delivery of acceptable levels of privacy/amenity and usable private outdoor space. Dwellings that only have windows opening onto the railway or busy roads will not be supported.

- 3.16 In schemes of 10 or more homes, a variety of unit sizes will be expected within both market and affordable tenures to avoid an over concentration of a single form of provision. The introduction of managed private rental stock and the relative affordability of the area will also be taken into account.
- 3.17 Affordable housing requirements are set out in the London Plan and in Ealing's Development Strategy. The appropriate unit sizes/tenure mix should be agreed through early engagement with Ealing Council. Affordable housing levels will be determined on a site-by-site basis, balancing Ealing's strategic target with the requirement to deliver physical and other infrastructure improvements.
- 3.18 Large scale 'build-to-let' developments that cater to the private rented sector will be supported where they provide good quality professionally managed rental accommodation and include a rental guarantee/covenant that they will remain as rented accommodation for a minimum of 50 years. The financial return profile of this provision model will be taken into account when considering scheme viability.
- 3.19 Non self-contained residential accommodation including care homes, hostels, foyer accommodation and other forms of assisted living will be supported where there is a demonstrable need. Student accommodation will only be supported when it is linked to a recognised institution.



1B: Built environment

- The design and layout of new developments should optimise the site potential and complement the existing local context and character.
- All new homes should be built to the London Housing Design Guide standards, designed to be 'zero carbon' by 2016 and achieve the highest standards of accessible and inclusive design for all.
- New developments will be predominately 4-8 storeys mansion block typology. Taller buildings at identified sites would improve the legibility to key locations.
- Proposals should consider how heritage assets can be incorporated to add value and diversity to the regeneration of the area.

Design and layout

- 3.20 The design of new development should be based on a thorough analysis of the local context, including the historic environment, character and density. It should demonstrate how it will complement and improve the local area through its appearance, materials used - with brick as a preference, layout and integrate with the surrounding land uses and buildings. New development should incorporate best practice in resource management and climate change mitigation and adaptation.
- 3.21 Layouts should optimise site potential and respond to the traditional grid-based street pattern, linking existing and proposed routes to create walkable street blocks with clear distinctions between public and private space. New building blocks should meet the principles of inclusive design and which are adaptable to different activities and the changing models of living and doing business.
- 3.22 Vertical mixing of uses within single buildings outside the town centres should be based on evidence of demand for the proposed uses, rather than as a means of addressing site constraints.

Design guidelines

- 3.23 Housing developments should be designed in relation to their context and the wider area to protect and enhance Southall's residential environment and attractiveness as a place to live. They will be carbon zero, built to Lifetime Homes standards and sustainable design and construction guidelines. They should comply with London Plan policies, London Housing Design Guide, national building regulations and other relevant guidelines.
- 3.24 Housing development proposals should make provision for play and informal recreation to ensure that all children and young people have safe access to good quality, well-designed, secure and stimulating play and informal recreation area. This should be based on the expected child population generated by the scheme and an assessment of future needs. The play strategy should seek to provide access to a variety of quality outdoor amenity spaces achieved through a combination of new play space and upgrades to existing space where this is in sufficient proximity.
- 3.25 In higher density development, internal design should be integrated with that of the immediate residential environment.

This includes provision for private amenity space such as balconies for occupants without gardens and public open space for leisure and recreation purposes which could further serve as a sustainable urban drainage system.

- 3.26 Developers are encouraged to think creatively about design and layout solutions that provide for variety in terms of housing choice. Careful consideration should be given to the compatibility of residential with other uses, such as abutting safeguarded employment uses. Current evidence does not support live-work units as a viable solution to addressing this constraint.

Building heights

- 3.27 Contextual building heights are:
- 3 - 6 storeys within Southall Town Centre,
 - 2 - 4 storeys within Southall Green,
 - 2 - 3 storeys within the established residential areas.
- 3.28 The overall strategy for building heights is for these areas to retain their current

character. Indicative building heights for new development will be predominately 4-8 storeys delivering mansion block typologies. Heights of 3-4 storeys will likely be most appropriate in locations that adjoin existing low rise residential properties. Chapter 4 sets out building heights in the character areas.

- 3.29 There are currently three tall buildings which characterise the skyline in Southall along the railway track: the Honey Monster Factory at East Southall, the Gasometer and Water Tower at West Southall. The tall buildings strategy retains this linear arrangement of tall buildings which punctuate the skyline at intervals along the railway.
- 3.30 Taller buildings of over 10 storeys may be acceptable where the site/area has been identified in the Local Plan or where taller elements would improve local legibility or act as a local landmark to key locations, such as Crossrail station, public spaces and the high street network. Areas to the north and south of the South Road are identified as being acceptable in principle for tall buildings. Planning permission has been granted for taller buildings on the Southall Gas Works site.

Heritage assets

- 3.31 There are six listed buildings and twelve local heritage assets in Southall located along The Broadway, South Road and The Green (Fig 2.7). Every opportunity should be taken to sustain, enhance or reveal elements of the historic environment to add value and diversity to the regeneration of the area. Proposals that incorporate heritage assets should fully consider the potential of these buildings to host new uses and retain their relevance to the historic environment.
- 3.32 Careful integration of existing heritage assets is particularly important for schemes on large sites and those isolated from the surrounding urban fabric as a means of relating these new neighbourhoods to the local context.
- 3.33 Extensions/alterations within established residential neighbourhoods should retain original features and reflect the original urban grain of the Victorian and inter-war period, including retention of rear gardens. Reversion of these properties to single family units is considered appropriate.

1C: Utilities

- A district heating (DH) network may be located in West Southall.
- Sustainable urban drainage systems (SUDS) should be incorporated to reduce surface water run-off and flood risk.
- Developments should provide adequate storage space for waste and recyclable materials which is easily accessible for residents, businesses and for collection.
- West Southall will implement a low emission strategy to minimise air quality. All developments will be air quality neutral.
- Brownfield sites should develop a Global Remediation Strategy to address contaminated land to bring forward development.

Energy

- 3.34 A pre-feasibility study assessed the potential for an area-wide district heating network to provide new and existing residential and commercial developments with cost competitive low-carbon heat and hot water. It could start generating heat as early as 2017 with phased expansion up to 2032 as new residential developments come on line.
- 3.35 The Energy Centre is assumed to be located in West Southall. A core scheme based around a combined heat and power (CHP) engine capacity of 1.1MWe could be technically and financially viable with relatively low new-build connection changes. The Mayor of London and Ealing Council are currently developing a business case to assess the potential commercial challenges of delivering the core scheme.
- 3.36 All new developments will be expected make provision for the feasibility and right to connect to a future network. Proposals which are of sufficient size to require on-site provision of CHP should explore opportunities to connect beyond land ownership boundaries to neighbouring sites or those within close proximity that are likely to have a significant energy demand.

Flood risk management

- 3.37 Southall is not at risk from fluvial flooding but some areas are at high risk of surface water flooding in a 1 in 100 year event, including Merrick Road, South Road, roads to the south of the Canal Spur in East Southall, parts of Havelock, West Southall and The Green.
- 3.38 The re-development of these areas is a good opportunity to reduce surface water flood risks and general sustainable management to improve resilience. This should be done through the application of the Sustainable Drainage Hierarchy (Policy 5.13 of the London Plan) and Ealing's Surface Water Management Plan (2011).
- 3.39 All developments should include at least one 'at source' sustainable urban drainage system (SUDS) to reduce surface water run-off and flood risk. Rainwater can be attenuated in ponds or open water features. Soft landscaping can improve water and air quality and provide green infrastructure. There may be opportunities to discharge rainwater at West Southall, East Southall and Havelock to the Grand Union Canal or the Canal Spur.

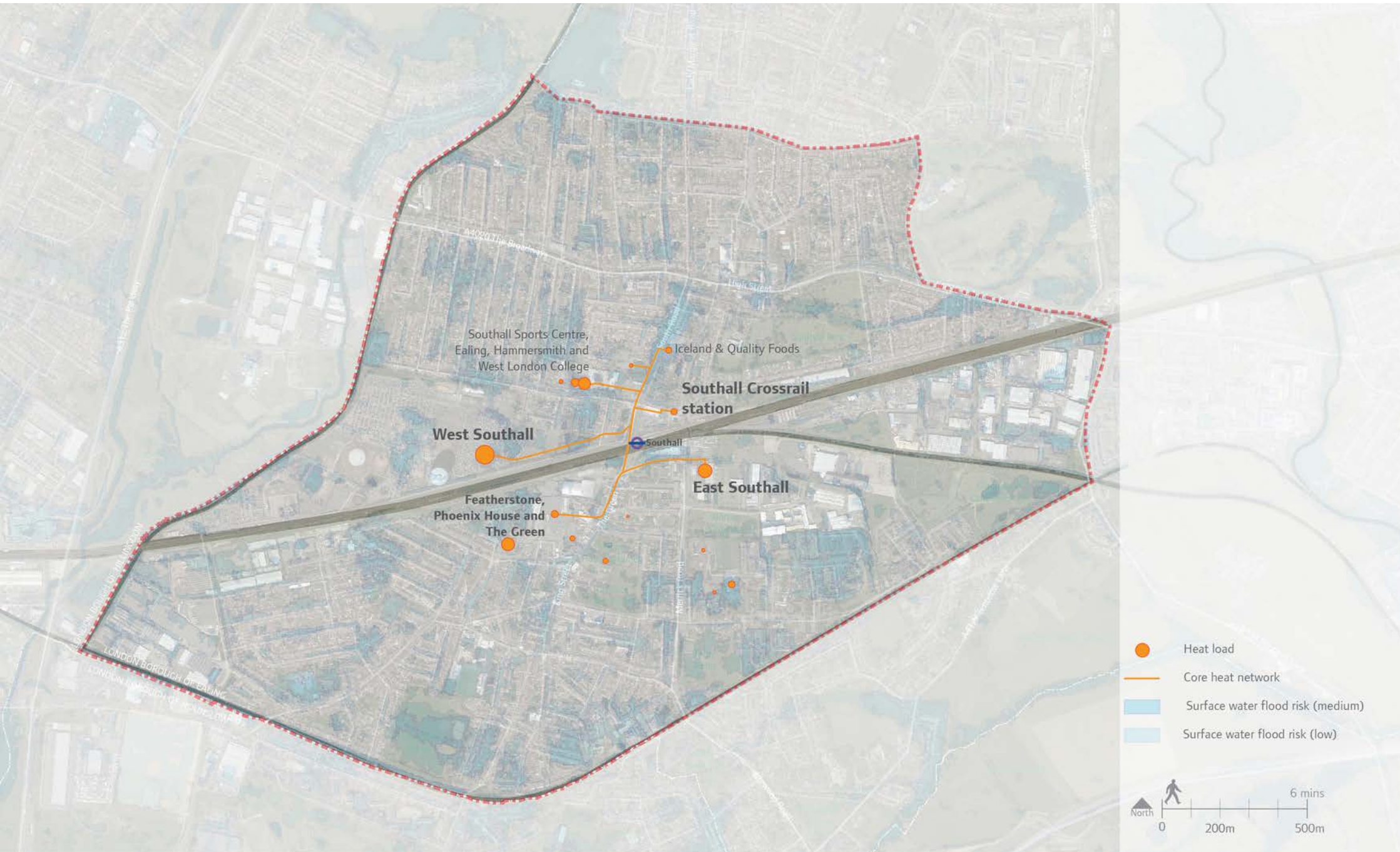


Fig 3.2 Areas of surface water flood risk and indicative district heating network

Waste

- 3.40 All development proposals should provide adequate storage space to contain waste including separate storage for recyclable material (including food waste) for households and businesses, and incorporate easily accessible routes for collection. Adequate storage space maximising recycling opportunities should be considered at the earliest stages of the design process and details included on drawings submitted when applying for planning permission. Adequate space need also be available for storage of bulky waste and reuse items.
- 3.41 Communal waste and recycling storage points should be easily accessible by residents and for collection, regularly cleaned and maintained to the highest hygiene standards. The use of separate chute systems and/or waste compactors and material balers may be appropriate in multi-occupancy developments.
- 3.42 The West London Waste Plan identifies and safeguards suitable waste sites across six west London boroughs (including Ealing) to meet the group's combined waste apportionment requirements.

Air quality

- 3.43 The borough of Ealing was declared an Air Quality Management Area (AQMA) in 2000 due to high levels of nitrogen dioxide (NO₂) and particulates (PM₁₀) from road traffic emissions which exceeded national air quality objectives. High pollution levels were recorded on the A40 Western Avenue and A406 North Circular. Within the opportunity area The Parkway, Uxbridge Road, South Road, Merrick Road, Western Road and Hayes Road exceed the 21 ppb nitrogen dioxide level set by the EU.
- 3.44 Transport mitigation measures can significantly improve local air quality. The Air Quality Action Plan (Ealing, 2003) recommends adopting Green Travel Plans to reduce the need to travel, promote clean technologies and alternative fuel, and improve sustainable transport modes such as cycling and walking infrastructure.
- 3.45 The West Southall development will implement a low emission strategy to minimise air quality impacts and introduce measures to significantly improve air quality for the whole opportunity area. Other developments should demonstrate the measures for air quality neutral.

Contaminated land

- 3.46 West Southall, Havelock, Minet Country Park and North Hyde were historic landfill sites and may be contaminated. Furthermore significant pollution incidents have been recorded in East Southall.
- 3.47 Contaminated sites can be turned into an opportunity. Soil treatment centres, hubs or soil hospitals can reflect the principles in the Olympic Park to address soil clean up. The re-use of excavated materials will minimise waste and use of virgin material. A Global Remediation Strategy should strategically assess the potential constraints and risks with redeveloping brownfield sites and help bring forward land for development. Infrastructure provision addressing land contamination and soil quality will be supported.

Other utilities infrastructure

- 3.48 Essential utilities infrastructure will be provided on the development sites by the respective utilities companies. There are no planned projects of specific relevance in the opportunity area relating to water, sewage, flood risks and telecommunications.

1D: Social and community infrastructure

- Social and community facilities should be easily accessible by all sectors of the community. Facilities provided within town centres and integrated into residential and mixed use developments will be supported.
- A new primary school and nursery will be provided at West Southall. Southall Gateway is a potential site for a school.
- Healthcare infrastructure should support the needs of existing and new residents, in particular an ageing population and the South Asian, Somali and Afghan communities.
- New community hubs at West Southall, the King's Centre and Havelock will complement the Council-run community centres at The Town Hall, Dominion Centre and Manor House.

Social infrastructure

- 3.49 Social and community facilities in easily accessible, central locations should cater for all sectors of the community. They will contribute to the vibrancy of the town centre, support wellbeing and create spaces to encourage people to socialise, spend more time in the area and minimise the need to travel.
- 3.50 Proposals for social infrastructure within the town centres will generally be supported. Providers should therefore seek to locate district level services close to public transport, along or adjacent to the high street network such as libraries, employment services, health centres, places of worship, and rentable community space.
- 3.51 Where appropriate, new social infrastructure should be provided in multi-functional buildings with a 'shop front' integrated into the town centres. Multi-purpose facilities used by different groups/agencies at different times can offer viability and management advantages. The refurbishment, upgrade and co-location of complementary uses of existing community buildings are encouraged.

- 3.52 All proposals should consider incorporating social infrastructure provision into their schemes, for example, nursery/early years education and health provision in residential and mixed use schemes. Developers should engage with the relevant providers.

Education facilities

- 3.53 Development sites play an important role in delivering new education provision and to create shared community spaces and facilities. A 2 form-entry primary school and a nursery for 50 infants are committed by the West Southall scheme and will be delivered in 2015-2020. Ealing's Planning for Schools DPD (Issues and options, 2013) identified the development sites SOU4 Southall Crossrail station and SOU9 Southall East as potential sites for new schools. Even if a school is not required to be built on these sites, it is expected that a contribution towards education provision will be required through CIL/s106 agreement.
- 3.54 An integrated educational campus for 4 to 25 year olds will be centred on the Beaconsfield Road campus of Ealing, Hammersmith and West London College.

Health and social care facilities

- 3.55 New and improved healthcare infrastructure should support the needs of the existing South Asian, Somali and Afghan communities and new residents.
- 3.56 The enhancement of the specialist residential dementia service currently provided at The Limes by the West London Mental Health NHS Trust will be supported. This could be achieved by relocation to a new purpose built facility in the immediate area.
- 3.57 The West Southall scheme will provide a new health centre with a capacity of up to 8 GPs, due to be delivered between 2015-2020. The need for new healthcare provision will be kept under review during the plan period. A general contribution to invest in increasing capacity of local GP surgeries will be sought from residential development.

Community and regeneration

- 3.58 The residents of Southall benefit from a large number of cultural and faith assets with more than ten Christian churches, two large Hindu temples, three mosques and seven Sikh gurdwaras.
- 3.59 The Gurdwara Sri Guru Singh Sabha on Havelock Road is the largest Sikh temple outside of India. The Gurdawara on Park Avenue may be relocated to more suitable premises within the Southall Gateway character area to unlock its redevelopment potential. It will remain in continued operation throughout all phases of development.
- 3.60 The Town Hall, Dominion Centre and Manor House will be supported as multi-functional buildings managed by Ealing Council to ensure that they provide a complementary range of business, community, education and training services to the local area.
- 3.61 The Town Hall offers serviced units for small businesses as well as conference and meeting rooms.
- 3.62 The new Dominion Centre will incorporate Southall Library, services for people with disabilities and a community centre offering more space for local groups to meet, host arts, culture and learning events or activities.
- 3.63 The refurbishment of the Manor House will support it to operate as an events and meeting space, including a restaurant and training centre to offer apprenticeships in the catering and hospitality sector as part of the Dine in Southall (DiSh) scheme.
- 3.64 This offer will be complemented by a number of new community hubs. The King's Centre at St John's Old Church will offer a high quality interfaith hub, community facility and heritage centre. The Central Canalside Hub at Havelock has a £1million regeneration fund to provide a community centre, shops including a £100,000 community chest to support community projects.
- 3.65 There will be a new large leisure centre at West Southall with a multi-screen cinema.

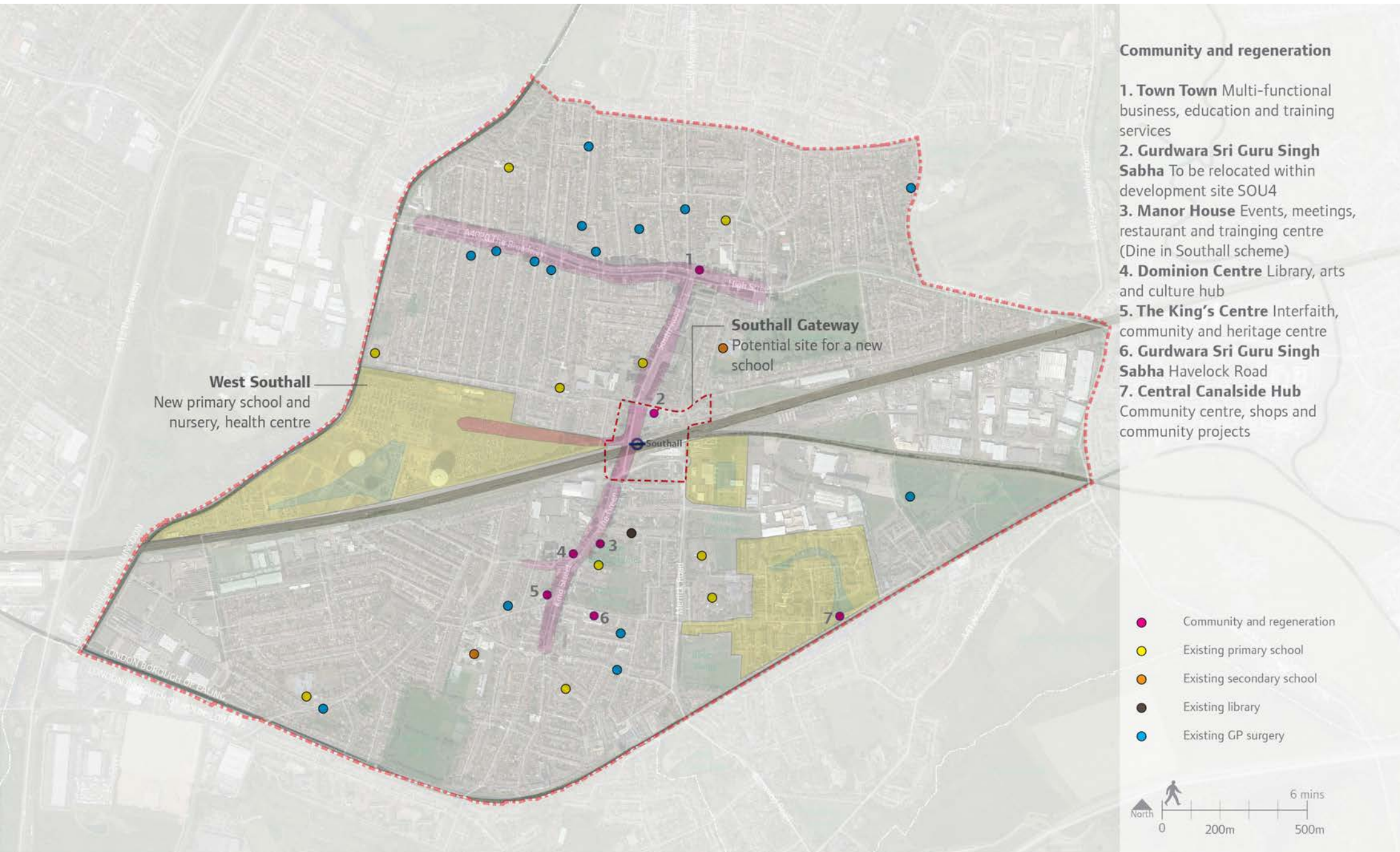


Fig 3.3 Social and community infrastructure

3.3 Town centres and high streets

- 3.66 There are local, regional, national and international visitors travelling to Southall Broadway to buy specialist Asian clothes, jewellery and food for weddings and banquets not readily available in London.
- 3.67 The high street network connects the town centres along South Road and across the railway to The Green and King Street. It is the axis of community life with retail uses and small-scale professional services and businesses sitting alongside a large number of religious, educational and civic institutions. It creates a sense of vitality and activity that is central to Southall's character.
- 3.68 In the south, King Street Neighbourhood has a range of convenience goods and services to meet local residents' day-to-day needs.
- 3.69 Both centres have a poor shopping environment and there are large gaps in active frontage along the high street, notably around Southall station.
- 3.70 There is a lack of retail variety and an absence of national retailers, so residents often go elsewhere for mainstream comparison shopping. Multiple tenants share sub-divided units and trading spills onto the already crowded public footway on Southall Broadway.
- 3.71 The existing quantity and quality of visitor accommodation does not capitalise on the specialist retail offer which draws long distance visitors. The range of cultural and leisure uses is insufficient to generate an evening economy.
- 3.72 The extension of the town centre into the new development at West Southall will respond to some of the challenges. Supporting existing areas to fulfill their roles as Major and Neighbourhood Centres is critical to the success of the whole town.

Key principles

- **Town Centres:** Southall Major Centre will be maintained as the 'Asian Gateway'. King Street Neighbourhood Centre, local centres and small shops will provide day-to-day convenience goods and services within walking and cycling distance. The high street network will connect the two town centres with active frontages providing social and community uses.
- **Retail:** An increase of retail capacity at West Southall offering mainstream comparison retail to complement the specialist Asian offer. This will increase Southall's competitiveness as a Major Centre and as a shopping destination to reduce the need for residents to travel.

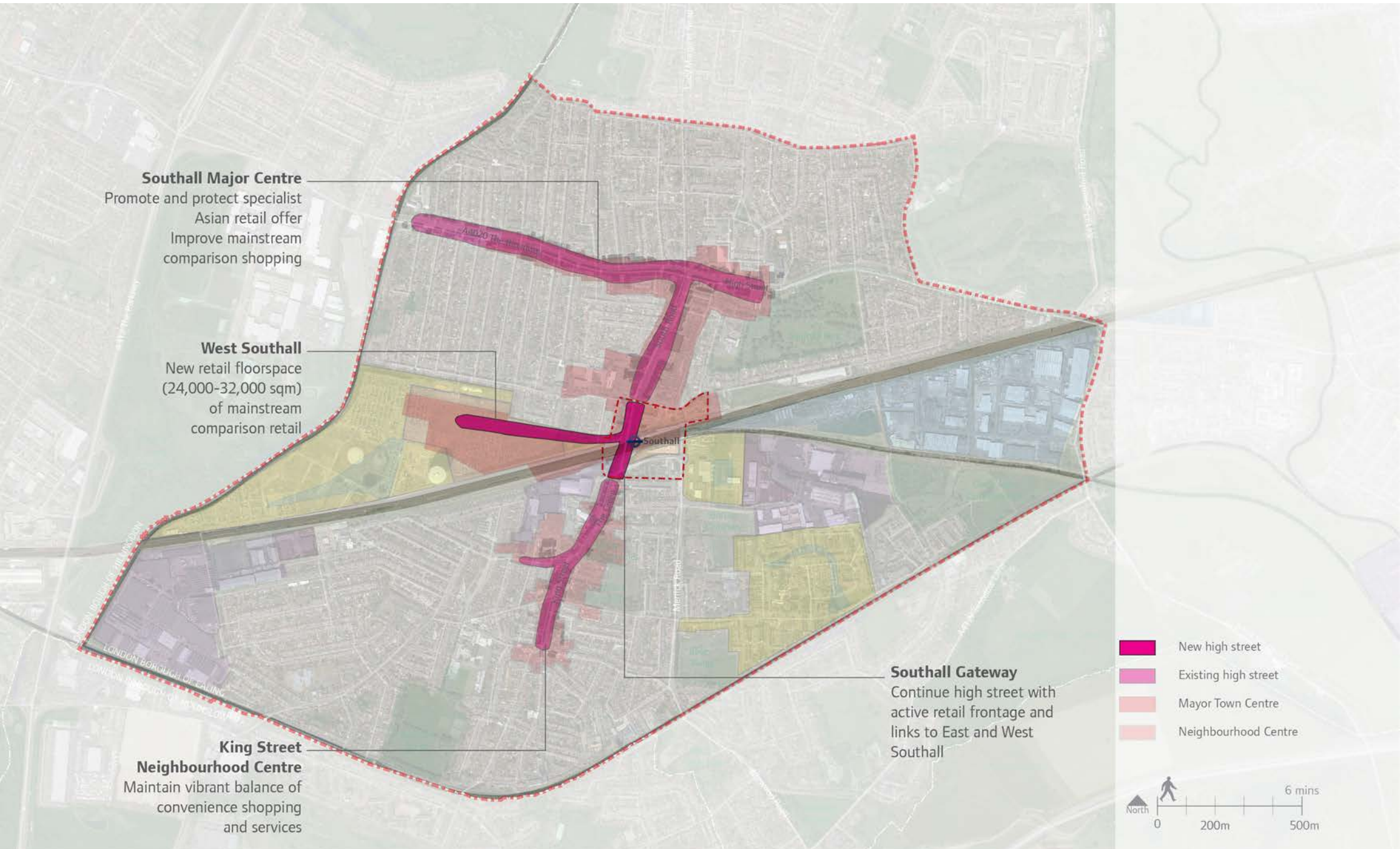


Fig 3.4 Town centres and high streets: Indicative key principles

2A: Town centres

- Southall Major Centre will remain as a unique visitor destination in specialist Asian retail and will increase the mainstream comparison retail offer at West Southall.
- King Street Neighbourhood will maintain a balance of convenience shopping and services for local residents to meet day-to-day needs.
- Local centres will offer convenient access to goods and services within walking and cycling distance from residential areas to support lifetime neighbourhoods.
- The high street will have shops with active frontages to provide a range of easily accessible services with a focus on social and community uses to add to the vibrancy of the street.

Southall Major Centre

- 3.73 Southall Major Centre is the primary shopping centre offering comparison shopping. It covers Southall Broadway, South Road and extends into the planned retail development within West Southall.
- 3.74 It has a unique mix of shops and services not readily available elsewhere in London. It attracts shoppers regionally, nationally and internationally for its high value Asian provision of clothes, jewellery and food for weddings and banquets. This specialist offer will be protected and promoted as a unique visitor destination.
- 3.75 However there is a lack of retail variety to meet local residents' day-to-day and mainstream comparison shopping needs. Therefore Southall Major Centre will be the focus for the growth and improvement of mainstream convenience and comparison retail. There is a potential of up to 24,000 – 32,000 sqm of new retail floorspace, a majority of this will be delivered within the new West Southall development.

Kings Street Neighbourhood Centre

- 3.76 King Street Neighbourhood Centre will cater for local residents surrounding The Green and King Street. It covers the area to the south of the railway around The Green, Featherstone Road and King Street.
- 3.77 It will focus on maintaining a vibrant balance of convenience shopping, services, amenities and community facilities that minimises the need for travel to meet day-to-day needs.

Local centres

- 3.78 There are shopping frontages on Western Road, Norwood Road and Hunt Road. A range of functions can offer convenient access to goods and services from residential areas on foot or by bicycle. This will minimise the need to travel, support Lifetime Neighbourhood principles and enhance the attractiveness of local communities.
- 3.79 Small shops will be supported outside of the town centres where necessary to provide residents with easily accessible 'walk-to' convenience facilities.



The high street

- 3.80 The high street network is the axis of community life. It should provide for a range of services and amenities appropriate to the scale of the centre to ensure a balanced offer with a multi-generational appeal to easily accessible for all sectors of the community, workers and visitors.
- 3.81 The high street network connecting the two town centres suffers from a number of large gaps in active frontage, most notably around Southall Station. The Mayor of London and Ealing Council are investing over £6 million by 2015 in physical improvements to revitalise the high street – see 3.6 Great streets and spaces for further detail.
- 3.82 The design of shop fronts can influence the overall character and vitality of high streets. Ground floor uses should provide for active frontages that address the street. Where buildings currently provide active uses on the ground floor, this should be retained in the redevelopment even if outside the town centre boundary. The use of upper floors should be optimised, including the provision of residential uses to increase footfall in the town centres and support a diversity of uses.

2B: Retail

- New retail development will be concentrated in town centres and high street networks. A majority of this new retail capacity will be delivered at West Southall and Southall Gateway.
- The range of retail uses and unit sizes should be diversified to improve the mainstream comparison offer for residents whilst building on Southall's niche Asian retail specialist.
- Retail uses which add vibrancy to the town centres will be supported, such as markets. However uses which can have a detrimental impact on town centres and public health will be resisted, such as betting shops, hot food takeaways and out of town retail.

New retail developments

- 3.83 The retail strategy seeks to expand the amount and type of shopping space to improve choice for residents, while building on Southall's niche retail Asian specialist offer. Retail development will be concentrated in the town centres and along the high street spine which connects them to reflect the designated shopping frontages identified in Ealing's Adopted Policies Map.
- 3.84 A significant quantum of new retail at West Southall and around the Crossrail station will bring forward the capacity for additional comparison retail which is currently lacking in Southall. These sites have the potential to introduce large anchor tenants, promote a wider mix of retail uses, and benefit from internet and multi-channel shopping to increase the town centre's resilience to macro-level changes to shopping habits. Hence these will enhance Southall's attractiveness as a Major Centre and appropriately cater for its catchment, thus reducing residents' need to travel.

New retail offer

- 3.85 New retail developments should focus on diversifying the offer to provide a range of retail uses and unit sizes which complement and improve the existing shopping offer, in particular increasing the mainstream comparison retail offer. These should relate appropriately to the role and function of the town centre. An over-concentration of a particular type of use or unit will be resisted.
- 3.86 Large retail developments of over 1000sqm should include larger units suitable for mainstream retailers. The reconfiguration or amalgamation of smaller and previously subdivided units is supported, and planning conditions will generally be applied to prevent future subdivision of units.

Other retail and uses

- 3.87 Bazaar-type small shop retail units are a distinctive feature of Southall which dominate both town centres. The potential for and appropriateness of forecourt trading should be considered as well as the requirement for any additional security measures that may be required for high value products.
- 3.88 Southall has the largest number of markets in London, one covered and six street markets. Street trading, including pavement cafes and market stalls, will be supported throughout the high street network where there is sufficient space provided. These uses should not create a barrier to pedestrian movement.
- 3.89 Southall has one of London's largest numbers of betting shops on its high streets. In 2012, ten betting shops were recorded, increased from 5 in 2007. Development proposals, such as betting shops, casinos and hot food takeaways, which are considered to have negative impacts on the objectives, policies and priorities of the London Plan will be carefully managed.
- 3.90 Retail and quasi-retail uses, such as cash and carry, outside of town centres are considered to undermine the viability and sustainability of town centres. As Ealing's designated shopping frontages ensure access to local facilities, there is a general presumption against retail uses outside the town centres and existing designated frontages.

3.4 Economy

3.91 Southall's three main economic sectors are industrial, town centre and public sector.

3.92 The industrial economy is robustly anchored by well-established businesses with strong connections to the area and benefits from the proximity to Heathrow, the M4 and A40. The importance of industrial uses in Southall is reflected in the significant quantum of industrial land designated as either Strategic Industrial Locations (SIL) or Locally Significant Industrial Sites (LSIS).

3.93 Southall's industrial estates are well occupied. Most have experienced a recent renewal with new industrial units developing. The proliferation of quasi-retail/commercial uses operate from some unsuitable premises and affects their ability to operate effectively.

3.94 Southall exhibits high levels of new business formation in the micro-SME sector. However there is a lack of purpose-built facilities to accommodate start-ups to expand, contract and collaborate, in turn widening job choices and opportunities available in the area.

3.95 The town centre economy attracts visitors from long distances. The range of retail on offer is limited and there is a lack of good quality visitor accommodation, leisure and entertainment facilities to support linked visits and the evening economy.

3.96 Building on the existing industrial and town centre economies and encouraging a more diverse economy will increase Southall's attractiveness as a place to work.

Key principles:

- **Employment:** Retain job capacity in the existing sectors in industry, town centre and the public sector and diversify the local economy with an indicative capacity of 3,000 new jobs.

Manage a balanced portfolio of industrial land.

- **Business and skills:** Workspaces with good public transport access can support SMES and are suitable to act as a transition between industrial and residential areas.

Developing a night time economy on the high street network for a range of local residents and visitors.

Supporting a diverse economy with training provision and opportunities.

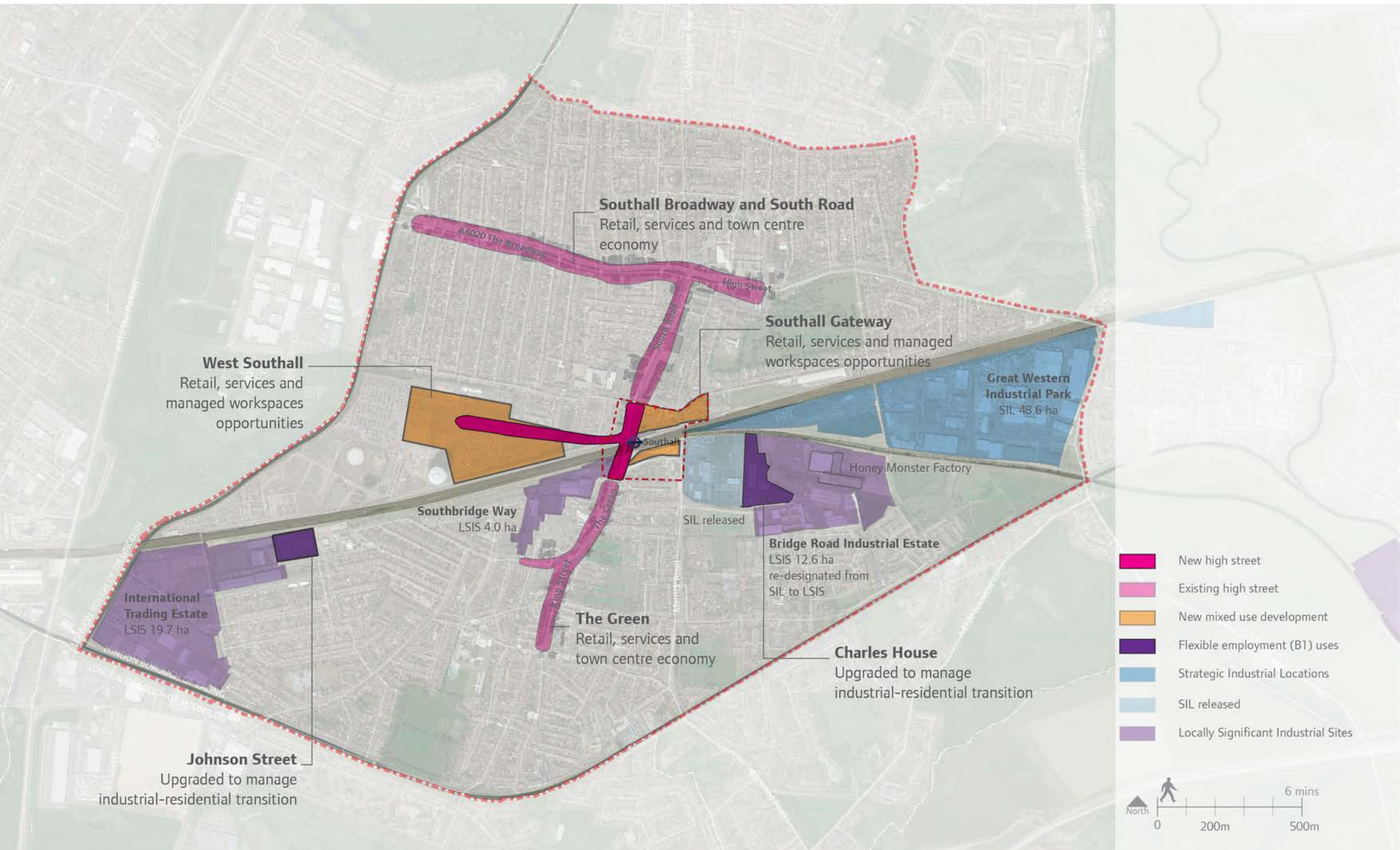


Fig 3.5 Economy: Indicative key principles

3A: Employment

- The designated industrial areas will be managed to provide a balanced portfolio of strategic and local sites to retain existing and attract new high-value occupiers and businesses.

Strategic Industrial Locations

48.6ha

- Great Western Industrial Park

Locally Significant Industrial Sites

36.3 ha

- International Trading Estate 19.7ha,
- Southbridge Way 4.0ha
- Bridge Road 12.6ha

Total industrial land 84.9ha

Designated industrial land

- 3.97 Industrial areas can capitalise on the area's strategic links to central London, Heathrow and West England by road, rail and water, to offer occupiers the long-term certainty and confidence to invest in their premises.
- 3.98 The OAPF does not promote the release of additional Strategic Industrial Locations (SIL) or Locally Significant Industrial Sites (LSIS) other than those released in Ealing's Local Plan (2012).
- 3.99 The under-used industrial area at the Middlesex Business Centre and environs were released from its SIL designation. Its proximity to the Crossrail station makes it a viable and attractive location to regenerate into a residential area. The existing job capacity will be retained.
- 3.100 The Local Plan also re-designated the Bridge Road Industrial Estate from SIL to LSIS. It was considered to provide industrial capacity that was of importance at a borough rather than pan-London scale.





Strategic Industrial Locations (SIL)

3.101 The Great Western Industrial Estate will be safeguarded as SIL and managed as set out in the London Plan. It will support B1c (light industrial), B2 (general industrial) and B8 (storage or distribution) uses.

Locally Significant Industrial Sites (LSIS)

3.102 There are three LSISs in the opportunity area: the International Trading Estate, Southbridge Way and Bridge Road.

3.103 Within these areas new and upgraded B1c (light industry) and B2 uses (general industry) will be supported; B8 (warehouses and distribution) uses may be supported where it can be demonstrated that such uses would not have a detrimental impact on the road network.

3.104 Where B class uses exist outside of the designated SIL and LSIS, their release will be managed according to Local Plan policies. However as the surrounding context changes, existing employment uses may choose to relocate to LSIS or the town centre.

3.105 LSISs will be consolidated and regularised to offer a range of unit types and sizes to a variety of occupiers. To manage the mix of uses within LSIS, managed workspaces will be encouraged where they are easily accessible by active modes of transport and where LSIS boundaries abut residential uses.

3.106 There may be some scope for a limited amount of residential development on the Toplocks Depot site, on the north-east of the Bridge Road LSIS.

3.107 The quasi-retail/commercial use at some industrial estates affects their ability to operate effectively. Therefore Charles House and Johnson Street will be upgraded to provide affordable workspaces for small and medium enterprises (SMEs). In addition older stock will be retained or refurbished to improve the overall operation, amenity, appearance and attractiveness of these areas for businesses.

3A: Business and skills

- Support SMEs with a range of managed and unmanaged workspace sizes in the town centres and mixed-use developments.
- Develop the night time economy with retail, arts, cultural, entertainment and accommodation facilities on the high street network, particularly at West Southall and Southall Broadway.
- Provide training opportunities to improve residents' employment skills and support collaboration between related sectors and businesses to diverse local economy.

Small and Medium Enterprises (SMEs)

- 3.108 Southall is well placed to support enterprise and innovation with many established micro and SME businesses operating on designated industrial land and high street network. The improved transport links and relatively affordable workspace will further increase Southall's attractiveness as a place to work and enable an increasingly diverse economy.
- 3.109 Provision for a variety of affordable managed and unmanaged workspaces for micro and SMEs should incorporate a range of unit sizes to allow these businesses to expand and contract.
- 3.110 SMEs typically require facilities of 200 – 500sqm, although smaller units currently exist and are occupied in Southall. Large floor plate layouts will generally be unsuitable as they are difficult to subdivide while retaining natural light. It may also be appropriate to include additional shared facilities in designs for managed premises, such as meeting rooms and technical infrastructure.



Town and visitor economy

- 3.111 A mix of retail, services and managed workspaces can be supported in the town centre extension into West Southall, Southall Gateway, the released SIL at East Southall and the high street network. Mixed use developments can provide opportunities to swap new office provision to the most viable use by taking account of 'land use swaps', 'housing credits' and off-site contributions.
- 3.112 The London Plan has designated Southall to be a night time economy cluster of more than local significance.
- 3.113 The specialist Asian retail and restaurant sector will be complemented by a wider range of comparison retailing and a new multiplex cinema at West Southall to develop a range of night time activities and help keep the public spaces safe. Activities and facilities which enhance arts, cultural, professional sporting and entertainment facilities will attract a range of visitors to town centres at night, including those who feel excluded from alcohol-driven activities such as families, older populations and religious faiths.
- 3.114 Proposals located on the high street network, near public transport, mixed use developments and which make temporary use of vacant buildings and shops will be supported. These have the added benefit of allowing small businesses and other organisations to pilot their offer without a substantial capital outlay, and are particularly valuable in creating a sense of vibrancy and optimism in areas undergoing substantial physical changes.
- 3.115 Priority uses include professional services (A2); leisure, entertainment and evening economy uses (A3/A4 and D2); business space suitable for the local employment market (B1a); and community/cultural uses (D1). Consideration will be given to their economic benefit; appeal to a wide segment of the population; potential safety/security concerns; and compatibility with surrounding uses.
- 3.116 The current offer and quality of visitor accommodation does not capitalise on the number of visitors to Southall. A range of new accommodation and the renovation of existing stock are required to support a range of budgets to suit leisure and business visitors. West Southall and East Southall are identified as suitable locations for hotels.

Supporting a diverse economy

- 3.117 The skills level in Southall is lower than the rest of London which impacts on the ability of residents to access employment and for local businesses to recruit employees with the right skills. Therefore proposals which support local employment, skills, development and training opportunities will be welcomed.
- 3.118 Dine in Southall (DiSh) is a unique enterprise project which draws on Southall's thriving South Asian catering industry. It will offer catering and hospitality apprenticeships at the renovated Manor House's training centre and restaurant. DiSh will provide an important resource for those already working in restaurants locally and boost Southall's restaurant industry.
- 3.119 Opportunities should be sought that support collaboration between related sectors and businesses to encourage higher value added activities. Examples include start-up premises linked to established manufacturing operations or workshops for designer-makers that link to the specialist retail offer. This is particularly encouraged within LSIS to act as a transition between industrial and residential land.

3.5 Getting around

- 3.120 The main roads in Southall already experience heavy demand and congestion. In addition, a lack of alternative routes reduces network resilience and can make walking and cycling unpleasant as well as impact upon bus journey times. This results in a significantly lower mode share for sustainable transport than the London and Ealing average at present. PTAL levels are good within the town centre but decrease rapidly within residential areas.
- 3.121 In the absence of additional measures, the growth arising from the OAPF would lead to further adverse transport impacts. However the package of improvements committed through the consented West Southall development, the Crossrail project, the approach to parking provision and cycling, bus and pedestrian infrastructure measures within the OAPF all contribute towards the effective mitigation of these pressures.

- 3.122 Crossrail will significantly improve Southall's connection to central London and major developments in west London. New developments should reduce the need for residents to travel, especially by car but promote public transport, walking and cycling. A package of transport measures fully integrated with the development will unlock the potential of Southall to provide new homes and jobs.
- 3.123 TfL, the Mayor of London and Ealing Council will continue to work with key stakeholders to provide the necessary infrastructure to support the projected growth and mitigate any adverse impacts on the existing transport network. This will include collaboration with neighbouring authorities to address cumulative impacts that may arise from wider growth in West London.

Key principles:

- **Transport management and assessment:** Assess and mitigate the impacts of new developments on the transport network with travel demand management to reduce private car use and promote the use of public transport, walking and cycling.
- **Public transport:** Crossrail will improve connections to central and west London. The new station will provide an enhanced transport interchange and access to the town centres and new developments for trains and bus passengers, pedestrians and cyclists.
- **Walking and cycling:** This will be made the most attractive travel option with a network of pedestrian and cycle oriented routes to town centres, public transport and new developments.

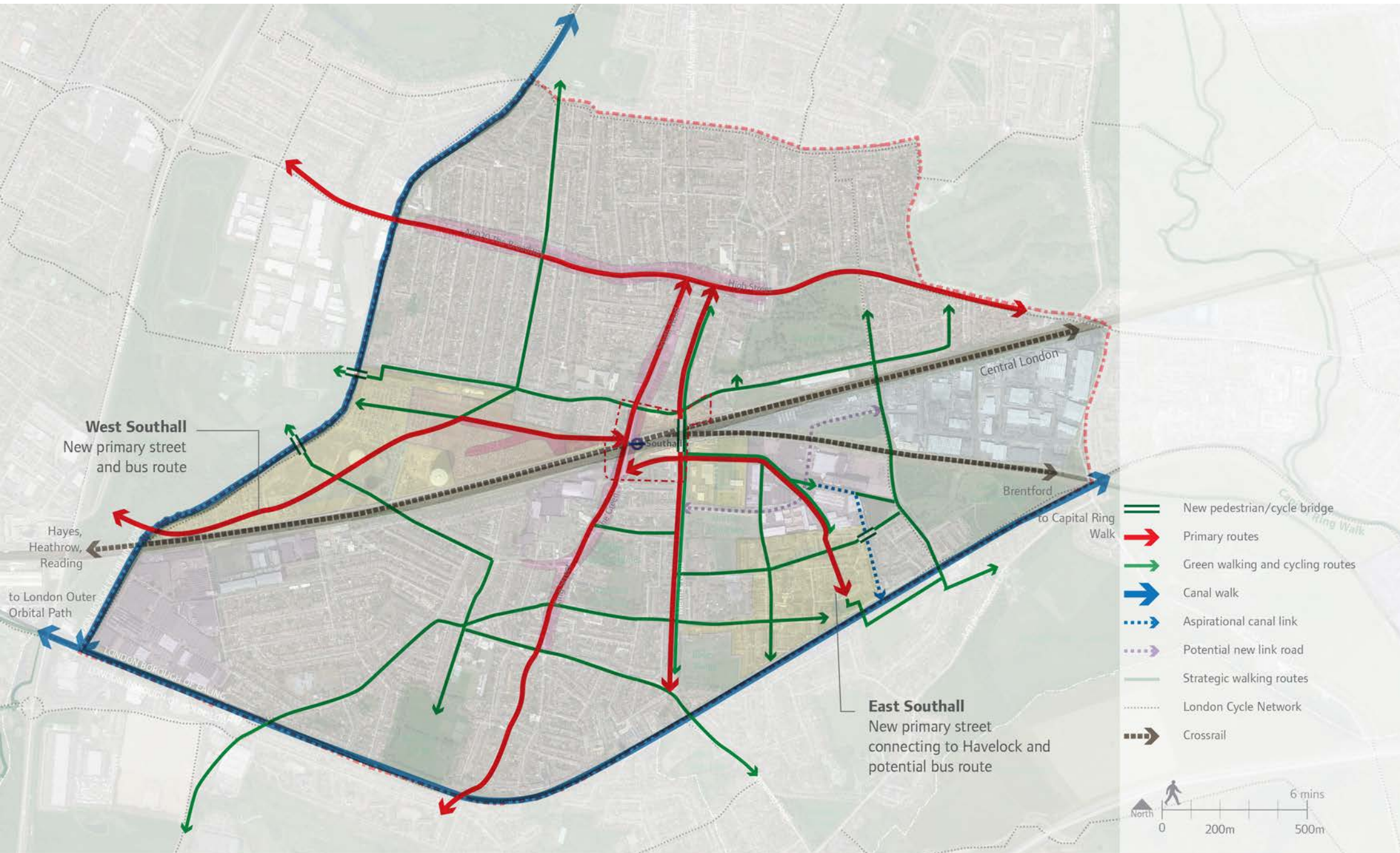


Fig 3.6 Getting around: Indicative key principles

4A: Transport management and assessment

- Manage travel demand by ensuring developments reduce the need to travel and reduce private car use. Where travel is necessary, public transport, walking and cycling should be made the most attractive option.
- Travel Assessments and Travel Plans are required by all new developments to identify the challenges and impacts of individual proposals to meet the criteria set out in Ealing's Sustainable Transport for New Development SPD.

Travel demand management

- 3.124 The Transport Studies concluded that significant improvement would be achieved through developments which do not generate new traffic. Travel demand management is necessary to reduce dependence on the private car and ensure that congestion levels on the road network within and surrounding the opportunity area are managed for efficient operation.
- 3.125 New developments will need to actively discourage private car use to realise the development potential of Southall and improve air quality. This can be achieved through design measures that make sustainable modes such as public transport walking and cycling, the most attractive option and reduce parking levels.
- 3.126 Residential development within a 400m radius of the Crossrail station will provide a maximum of 0.3 spaces per unit. Developments that provide only the minimum required disabled and car club parking spaces are encouraged. New developments may be required to establish controlled parking zones (CPZs) to control levels of on-street car parking.
- 3.127 The town centre currently has satisfactory public car parking provision to support demand. New commercial developments will be encouraged to rely on these existing car parks instead of providing for further on-site parking with redevelopment.
- 3.128 Road design and vehicle access to plots/buildings should be assessed at the early stages of design development, with vehicular management integrated with landscape design. Provision for commercial servicing and deliveries should be off-street wherever possible.
- 3.129 Delivery and service plans will be required to define and agree HGV routes to and from industrial and retail development that avoid existing streets that are no longer suitable for large vehicles.
- 3.130 Public sector partners will continue to manage demand on the network, and to seek funding for long-term interventions. This includes a potential new road bridge over the railway which would allow through traffic to bypass the town centre and Three Bridges by diverting from Merrick Road and through the Great Western Industrial Park via Armstrong Way.

Travel assessments

- 3.131 Transport Assessments will need to identify the challenges and impacts of the individual proposal in detail, context of the area and address the requirements set out in TfL guidance. In addition, new developments will need to be supported by Construction Logistics Plans (CLPs), Delivery and Servicing Plans (DSPs) and Travel Plans.
- 3.132 Ealing Council will consult with TfL to determine the Transport Assessments and Travel Plans required by all new developments that meet the criteria set out in Ealing's Sustainable Transport for New Development SPD.
- 3.133 Larger developments will be expected to undertake appropriate modelling and should use the relevant VISSIM model to support assessments where this is considered relevant.

4B: Public transport

- In 2019 the higher capacity Crossrail trains will reduce travel time to central London and provide 10 trains per hour.
- A new Crossrail station will be an enhanced transport interchange for train and bus passengers, pedestrians and cyclists and provide access to West Southall.
- Additional bus capacity will support growth in Southall with new routes to serve West Southall, East Southall and Havelock. An extension of the bus lane on South Road will improve journey times and reliability.

Trains

- 3.134 From 2019 Crossrail will half journey times to central London arriving at Tottenham Court Road in 17 minutes. Services will increase from roughly four to ten trains per hour so that Southall will be even better connected to Heathrow and other emerging areas of change such as Old Oak Common and Paddington. Longer and higher capacity electric trains will provide a quicker, cleaner, quieter and smoother journey for passengers. Maximising the benefits of Crossrail is a fundamental policy objective for the opportunity area.
- 3.135 The Great Western Main Line and Heathrow Connect run east-west through the heart of Southall. They are and will be expected to remain the main rail freight and passenger route between London and the West Country.

- 3.136 An existing low frequency freight only line to Brentford runs south-east from a junction at Southall. In accordance with the findings of the transport studies for this OAPF, it is highly desirable that the sustainable transport use of the Brentford branch railway corridor is maintained or enhanced.
- 3.137 One possible additional use of the corridor could be for a reinstatement of a passenger railway service, linking Southall with Brentford's Golden Mile district - subject to completion of the necessary planning, funding and operational processes. Whilst the passenger rail link is not essential to delivery of Southall's growth, the principles in this OAPF are intended to support its ongoing role in reducing highway traffic demand in the area of which the passenger scheme would be a highly desirable exemplar. A restored rail link would provide a valuable facility linking the residential and employment opportunities in the adjacent development areas.

Southall station

- 3.138 Demand estimates suggest that Crossrail will attract significant additional local and bus catchment area demand with usage rising from 2.2 million in 2012-13 to over 6 million annually by 2026. This will make a major contribution to accommodating the growing need for transport to and from the opportunity area.
- 3.139 It is critical to ensure that the Southall station is suitable to support high density and transit-oriented developments on the large quantity of brownfield land adjacent to the station. A new Crossrail station will be built just to the north of the existing building on railway bridge. It will be fully integrated into the building line along South Road and provide an enhanced transport interchange for pedestrians, cyclists, trains and bus passengers.
- 3.140 The pavements will be widened sufficiently to accommodate the projected increase in passenger numbers. In addition, there will be a disabled drop off point, step free access to platforms, secure cycle parking within a cycle hub, re-located bus stops and a direct street-level crossing to West Southall.





Buses

- 3.141 The bus network in Southall is already a major part of the transport offer with an estimated 30,000 people boarding buses in the town centre every day. The development of established bus and new public transport corridors will support changes in the area as well as meet the need for wider access from neighbouring communities to the Crossrail served railway station.
- 3.142 New bus routes and increased frequencies will serve the projected increase of bus passenger numbers at the new West Southall, East Southall and Havelock developments.
- 3.143 Where appropriate, development will be expected to safeguard land for transport so that links or services can be provided in the future as demand increases and network resilience can be enhanced.
- 3.144 Where feasible, extended bus priority lanes will improve journey times and increase reliability. The extension of the South Road bus lane between The Broadway and Beaconsfield Road will address demand around the town centres and station, where the highest levels of passengers will continue to be.
- 3.145 The focus will be on securing additional bus capacity to meet this growth. This will be implemented through TfL's established bus route tendering programme, negotiations with developers as part of the planning application process and continued working with key stakeholders on projects to improve the overall bus network. Contributions to improve bus services will be actively sought from developers, of which a substantial sum has already been committed by the West Southall scheme.

4C: Road network

- Walking and cycling will be the preferred mode of travel for local trips. A network of pedestrian and cycle friendly streets and public realm schemes will improve access to town centres, public transport and new developments.
- Express, Direct and Quiet routes will provide safe and convenient routes to cycle to key places within and beyond the opportunity area.
- Improvements will be made to key routes and junctions to mitigate the impacts of new developments on the highway network particularly around the Crossrail station, the high street network and access to West Southall.
- Improved access to the three Strategic Walking Routes near the opportunity area will be supported.

Walking and cycling

- 3.146 A movement framework promoting sustainable modes of travel is integral to achieving positive change in Southall. Therefore walking and cycling will be the preferred mode of travel for local trips. A network of high quality, convenient and safe streets will connect all areas of Southall. Way finding will be improved through the Legible London signage strategy.
- 3.147 Delivering a high mode share for cycling will rely on the provision of a focussed infrastructure of cycle routes and facilities at both ends of the cycle trips. New and innovative measures can be introduced, such as cycle hubs, campaigns and events at schools and workplaces to promote travel planning and cycling safety training.
- 3.148 Ealing Council is promoting a network of safe, convenient and continuous cycle routes to connect key places within the opportunity area and to wider destinations. There are three types of routes to reflect the Mayor's vision to provide for a range of cycle paths. The indicative routes are illustrated in Fig 3.7:

1. Express routes

These will be especially suitable for fast cycling, such as on longer-distance commutes where there is a combination of sufficient space and little frontage activity.

2. Direct routes

These routes seek to provide the shortest link between local centres and other attractions. These tend to be along busier or lightly trafficked streets.

3. Quiet routes

These provide safer and quieter routes on roads which are traffic-free or low traffic volumes and speeds.

- 3.149 Southall station and the Uxbridge Road/Windmill Lane junction will be where investment will be focussed to make sure routes connect directly and safely.

Public realm improvements

- 3.150 A number of public realm and highways schemes to improve access to the town centres, public transport, new developments and other key nodes are illustrated in Fig 3.7. The Southall Great Streets Programme (Fig 3.9) will deliver improvements to the streetscapes and movement through the high street network.
- 3.151 Where new streets are required within large development sites, these should be designed to prioritise pedestrian and cycle movement. They should take safety and vehicle movement into account to provide safe, convenient and comfortable routes with a good level of permeability.
- 3.152 Where new streets join existing roads, junctions must be designed to ensure a pedestrian friendly crossing environment. Where possible, cycle routes should be segregated or part segregated.

- 3.153 All new developments will be expected to make a contribution to upgrading existing pedestrian and cycle links, and where appropriate introduce/support the introduction of new direct routes.
- 3.154 The Grand Union Avenue linking Havelock through East Southall and to the Crossrail station is particularly important.
- 3.155 Green walking and cycling routes will improve access to green open spaces within and beyond the opportunity area. Improved access to the three Strategic Walking Routes near Southall is encouraged to connect to the wider London.
1. The Grand Union Walk on the western and southern edges of the opportunity area,
 2. The London Outer Orbital Path (LOOP) to the west of the opportunity area, and
 3. The Capital Ring to the east of the opportunity area.

Highway interventions

- 3.156 The highway network could continue to function with the additional projected development but delays are expected to worsen if no further mitigation measures are implemented.
- 3.157 The Highway Transport Studies identified the transport capacity, accessibility and connectivity improvements to take forward to ensure that development and transport are fully integrated. The recommended highway improvements to key routes and junctions are illustrated in Fig 3.7:
- 3.158 The identified key highways interventions will be implemented by the relevant parties, including the agreed mitigation measures for the West Southall development, where the main access will be to the west on Pump Lane rather than on to South Road. Where possible, funding will be sought to bring these interventions forward in the earlier phases of the plan period.

Public realm improvements

- A** The 'High Street Shoulders' scheme to improve north-south movement through the high street network from The Green/King Street to South Road, and east-west along The Broadway/High Street.
- B** A new east-west route to connect the station to the new high street and development at West Southall.
- C** Upgrade the currently closed footbridge to the east of the station to provide a dedicated pedestrian/cycle facility giving a more attractive alternative to the current limited railway crossing opportunities in the area. This may be delivered in advance of the South Road bridge widening.
- D** A pedestrian and cyclist oriented route to connect Avenue Road to the Grand Union Canal through the re-opened footbridge and Merrick Road.
- E** The new 'Grand Union Avenue' to connect the station to East Southall, through Havelock and the canal.
- F** Improve access and environment of the Grand Union Canal towpaths to the west and south of the opportunity area.
- G** Two new pedestrian bridges to provide crossings over the Grand Union Canal to link West Southall to Minet Country Park and Springfield Road.

Highway improvements

- H** Crossrail station redevelopment and enhanced transport interchange, cycle hub and direct street level crossing to West Southall.
- I** Create an eastern access from South Road to the West Southall development.
- J** A new signalised junction at Pump Lane/A312 Parkway to provide a western access to Southall through the West Southall development.
- K** South Road Bridge widening.
- L** Increased flare at Beaconsfield Road-South Road junction.
- M** Junctions to link with Grand Union Avenue.
- N** A potential new eastern access to Southall from Merrick Road to Armstrong Way via Bridge Road.
- O** Improvements to Bulls Bridge and Junction 3 to the M4 (not shown on Fig 3.7).

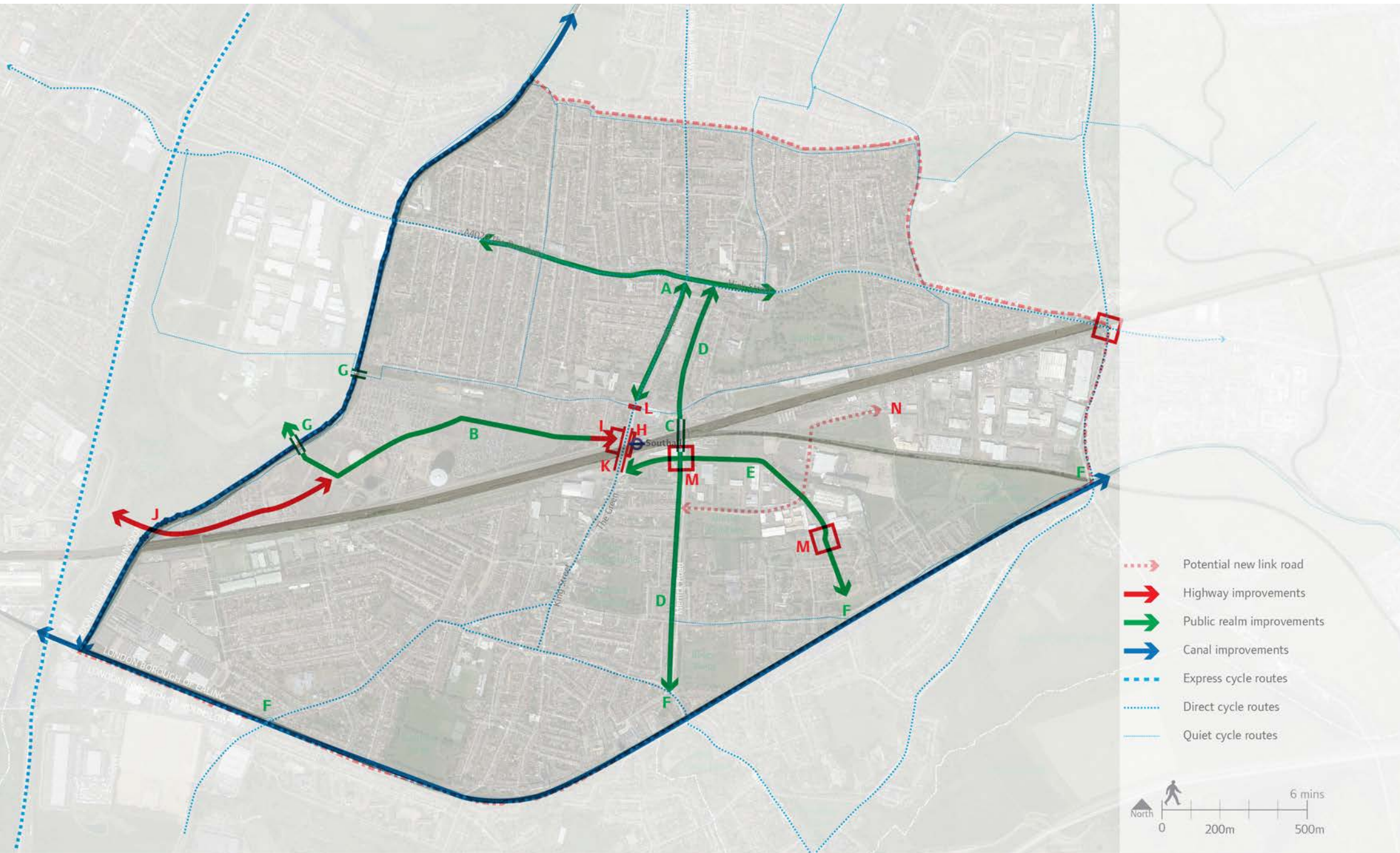


Fig 3.7 Public realm and highway improvements

3.6 Great streets and spaces

- 3.159 Southall has a reasonably permeable urban grain. There is good access around the commercial streets and fair access from surrounding residential and light industrial streets. The notable exception is Havelock and the south-east of the opportunity area, which suffers from a lack of connectivity as the railway track severs the north from the south of the opportunity area.
- 3.160 The public spaces are poorly connected and do not relate well to the main areas of pedestrian movement. They are poorly maintained and discourage cyclists and pedestrians to pass through, linger and socialise. Trees are well maintained but there are many sites which would benefit from a greater presence of mature street trees to provide a better environment, shelter and biodiversity.
- 3.161 Southall Broadway and Southall Green wards form the majority of the opportunity area and will accommodate a substantial number of the new population. These wards have some of the lowest public open space provision in the borough.
- 3.162 A number of green spaces, some of nature conservation value, are close to the town centres. However Southall has a local and district park deficiency due to poor connections to these green spaces. Similarly Osterley Park and Minet Country Park are difficult for residents to access due to lack of crossings over the Grand Union Canal.
- 3.163 Therefore improving the connections to these green spaces will benefit new and existing residents by providing better access to high quality green spaces.

Key principles:

- **Streets and public spaces:** The opportunity area will have a universally high quality of public realm, characterised by a hierarchy of different types of streets and spaces that provide for a variety of activities to be accommodated as part of Southall's public life.
- **Green and blue spaces:** An enhanced network of open spaces and green routes will provide access to high quality green spaces within walking distance of residential areas that provide a variety of recreational and leisure activities and easy access to nature.

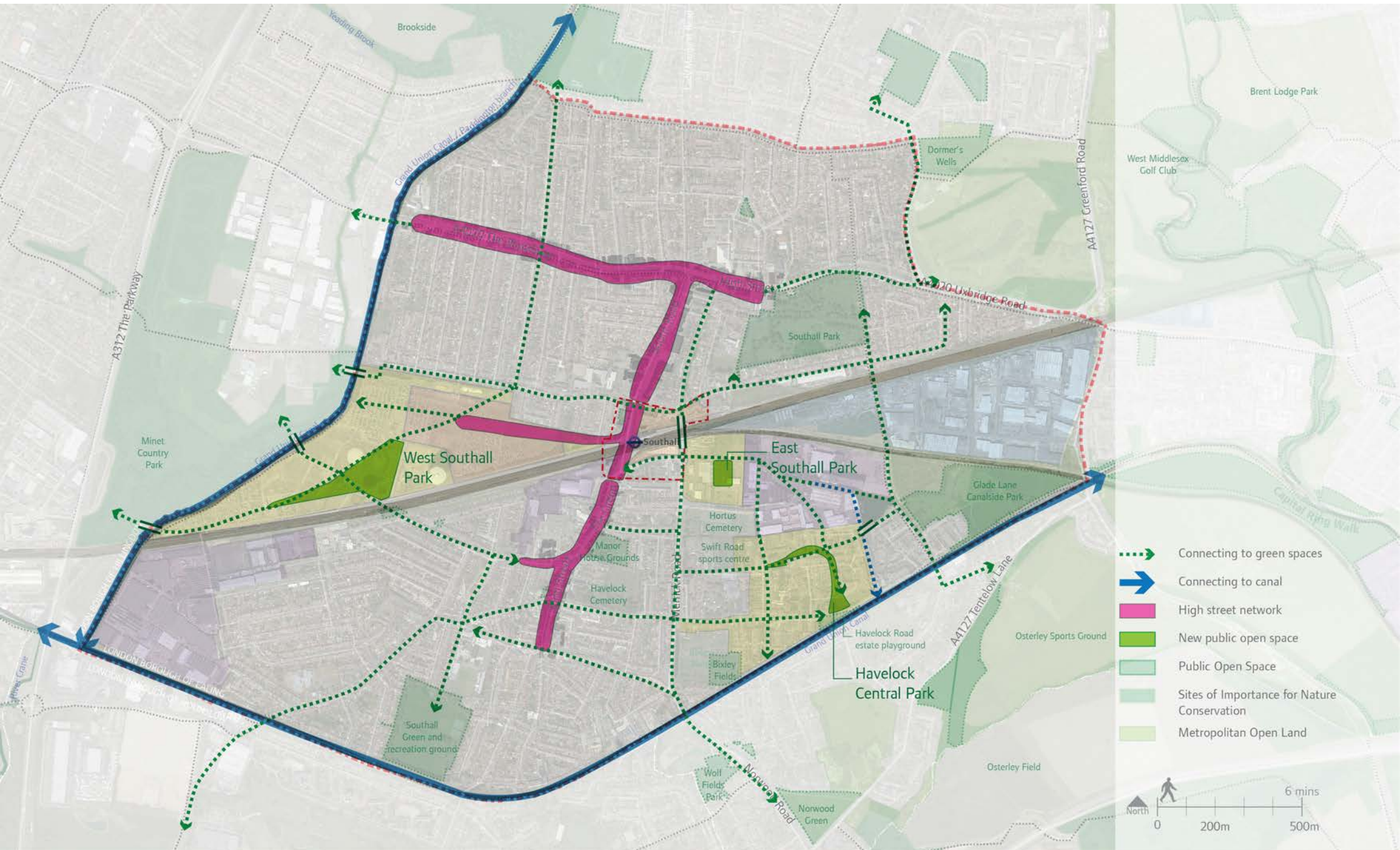


Fig 3.8 Great streets and spaces: Indicative key principles

5A: Streets and public spaces

- A network of high quality public realm which is safe, well maintained and easy to navigate will encourage an increase of pedestrian and cyclist movements.
- The Southall Great Streets Programme will upgrade Southall's key streets and public realm projects at activity nodes.

Streets and public spaces

- 3.164 A network of safe, well-maintained and attractive streets and public spaces will encourage walking and cycling, improve the environmental quality and create a sense of place in the local area. New streets should be designed to improve wayfinding and movement by all forms of transport.
- 3.165 New public spaces should be provided on well-used routes and at nodes of activity. New hard and soft landscaping for people to stop and sit will ensure an appropriate interface between the public footway and the private realm of buildings. In predominately residential areas, public space should be designed for informal play.
- 3.166 The delivery of a high quality public realm network will be achieved through close collaboration between the public sector, service providers and developers. Each party will be expected to contribute to the process as appropriate.

Southall Great Streets (SGS) Programme

- 3.167 The SGS Programme will upgrade streets to improve key connections to the high street and transport interchanges alongside a

series of public realm projects on the high street network (Fig 3.9).

- **SGS1 Southall Broadway Boulevard Project** Traffic calming to support the flow of traffic and enhanced pedestrian crossing opportunities. Declutter the streetscape and provide new paving and new trees.
 - **SCS2** A series of public realm improvements in key locations on the high street network.
 - **SGS3** Similar to SGS1, along South Road from Lady Margaret Road to Beaconsfield Road.
 - **SGS4** Transform the public realm around the new Crossrail station to facilitate a new public transport interchange.
 - **SGS 5** Similar to SGS1, along King Street.
 - **SGS 6** A new foot and cycle bridge across the railway to connect Southall Gateway to East Southall.
- 3.168 The SGS Programme will complement the public realm and highway improvements in conjunction with the new Crossrail station and the West Southall development. The programme is split into six phases to run from 2013 to 2018. The first two phases have secured funding for delivery.

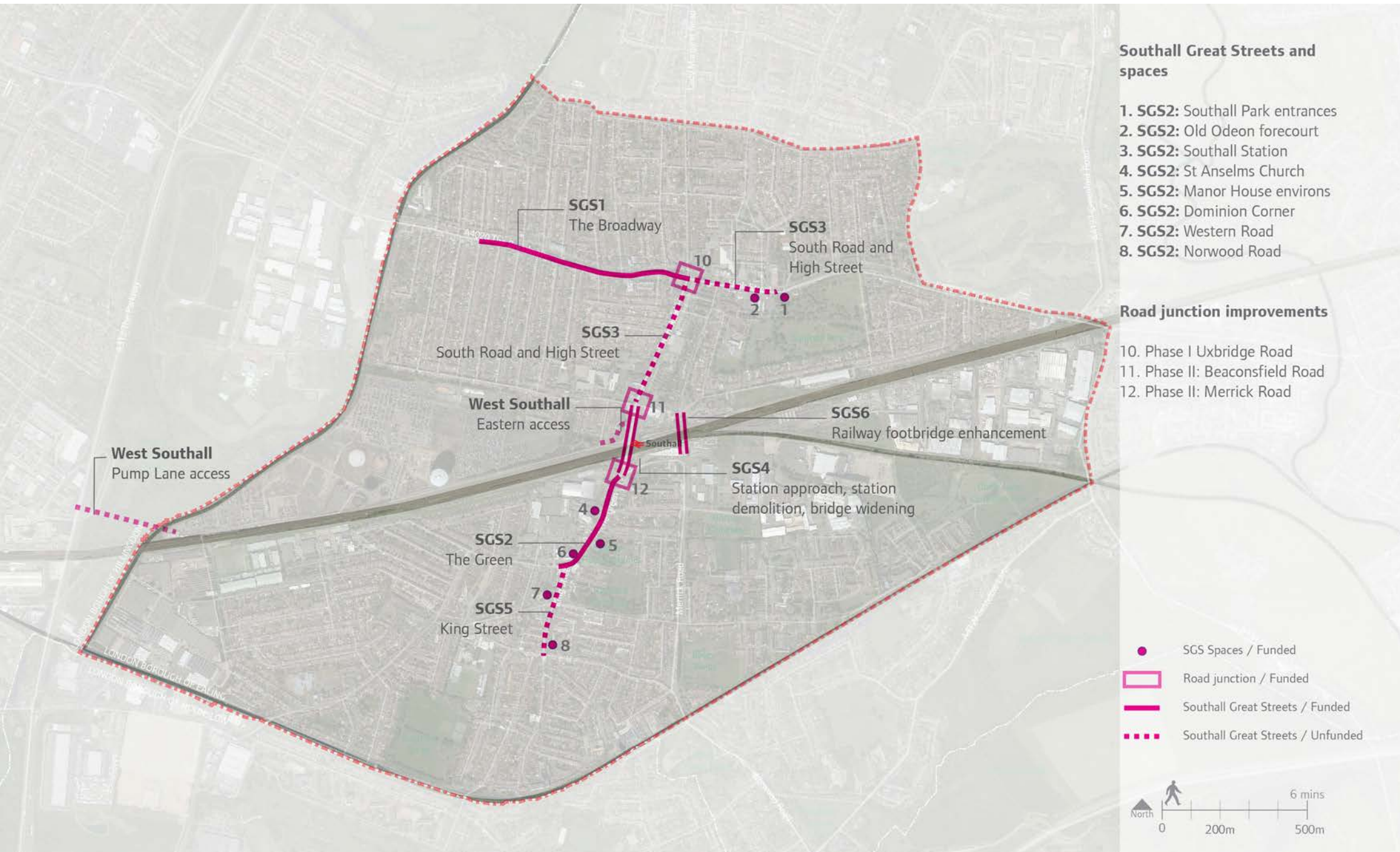


Fig 3.9 Southall Great Streets: Funded and unfunded highways and public realm projects

5B: Green and blue spaces

- Improve access to the open space network within the opportunity area and to the wider network of green infrastructure including Minet Country Park and Osterley Park.
- Provide new public open spaces at the new residential developments of West Southall, East Southall and Havelock which will link to existing green spaces and the Grand Union Canal.
- Enhance the nature conservation and biodiversity value of designated MOL and SINC sites by providing appropriate connections to the wider network of green spaces and the All London Green Grid.
- Improve access from the new developments and high street network to the Grand Union Canal by providing new bridges and upgrading the towpath environment.

Open space network

- 3.169 A number of open spaces are within the opportunity area, in addition to some large open spaces on the fringes. These include Minet Country Park, Osterley Park and West Middlesex Golf Club.
- 3.170 Despite this, many existing green spaces and the canal are difficult to access and are under-used. Many parts of Southall has a deficiency in access to local and district parks. The area to the west of the Gasworks compound at West Southall has a deficiency to access Metropolitan Parks.
- 3.171 Therefore Ealing's Green Space Strategy focuses on improving access to existing open spaces and ensures there are sufficient new public open spaces (POS) on strategic development sites to support the new residential population.
- 3.172 Improving pedestrian access over the canal to Minet Country Park and Osterley Park, and providing clear and direct routes to open spaces as shown in Fig 3.8 can thereby contribute to the delivery of a wider network of green infrastructure.

New green spaces

- 3.173 New green spaces will be provided to increase the range and quantity in the opportunity area to meet the needs of the growing population for recreation and health. They will be linked to existing open spaces and the canal by quiet alternative routes for pedestrians and cyclists.
- 3.174 Three new areas of POS provision have been identified to come forward with new residential developments at West Southall, East Southall and Havelock.
1. A mix of open spaces (24.4 ha) at West Southall, including public open spaces, communal garden spaces and children's play spaces.
 2. A small local park (0.8 – 1 ha) within East Southall, including areas for relaxation/leisure and children's play space.
 3. A multifunctional linear green space 'Central Park' (1.8 ha) at Havelock, including natural play areas, upgraded youth play provision at Bixley Fields and a canalside square linking to a canalside park.

- 3.175 The design of the new open spaces provided as part of the West Southall and Havelock have been agreed through the planning application process to provide for a variety of activities and easy accessibility for residents.
- 3.176 The new small local park at East Southall will need to provide for a variety of appropriate activities, including provision for children's play space. An open space of approximately 0.8-1ha would be sufficient to comfortably accommodate the range of activities that would be expected in this location. Careful design will be necessary to ensure that the space is accessible to the wider residential area and function as genuine public open space and not a semi-private space linked to a particular development block.
- 3.177 All new development should contribute to the overall greening of Southall through high quality landscaping schemes, use of living walls/green roofs and appropriate street tree planting. Green routes and open spaces should include soft landscaping to incorporate the use of sustainable urban drainage systems to reduce flood risk, to support biodiversity and as an edible landscape.

Nature conservation

- 3.178 Many of these green spaces are Metropolitan Open Land and Sites of Importance for Nature Conservation.
- 3.179 Development proposals should ensure that they make a positive contribution to the protection, enhancement, creation and management of biodiversity. The nature conservation value of these sites can be enhanced by appropriate connections to the wider network of green spaces and areas of the All London Green Grid.
- 3.180 Biodiversity is also dependent on private gardens, parks and open spaces, green corridors along canals, rivers and railways. The network formed by biodiversity sites and the spaces between them will have a significant role in assisting biodiversity to adapt to climate change.

Blue ribbon network

- 3.181 The Grand Union Canal is an important natural feature in Southall. On the west of the opportunity area, the Paddington branch runs northwards to Paddington and onto the Regents Canal. To the south,

the Canal flows east to Brentford and west to Slough and onto the Midlands. A canal spur runs through Havelock to East Southall. The Yeading Brook and the River Crane are to the west of the opportunity area and the River Brent to the east.

- 3.182 There are limited access points to the canal and the quality of the canal towpath itself is generally poor. Where appropriate, new developments will be expected to contribute to improve access, including new bridges, to the canal and its environment as a recreational/leisure destination and a walking and cycling link.
- 3.183 The River Basin Management Plan (Environment Agency) shows that the current ecological quality of the Grand Union Canal to be good, but the River Crane and River Brent as poor. Proposals that would benefit water quality and deliver the policies of the Thames River Basin Management Plan is supported. In reality many proposals are not likely to directly affect river water quality. However, the implementation of Sustainable Drainage in line with London Plan Policy 5.13 should generally improve the drainage system and lead to fewer overloaded sewers.





04

CHARACTER AREAS

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4.1 Six character areas



1. Southall Gateway

Connecting all of Southall to Crossrail



3. Havelock

Regenerating Havelock Estate



5. Broadway and South Road

Strengthening the specialist Asian retail area



2. East Southall

Building new residential neighbourhood and SME work spaces



4. West Southall

Delivering new homes and mainstream town centre area



6. The Green

Improving local shops, services and community facilities

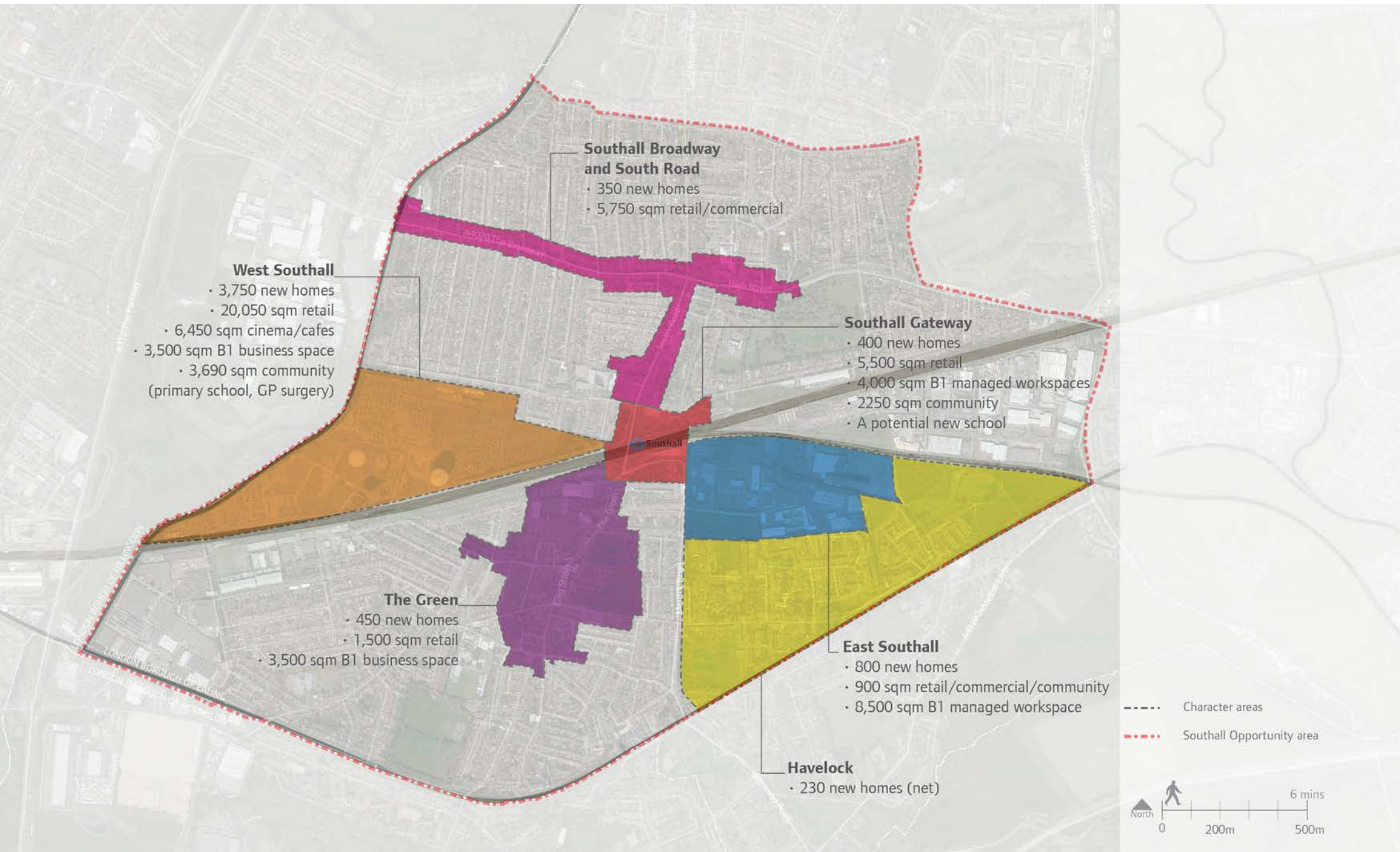


Fig 4.1 Character areas: Indicative development quantum

4.2 Southall Gateway

Character

- 4.1 Southall station sits on the cusp of the South Road bridge with a panoramic view of the opportunity area. The severance caused by the railway line and road infrastructure at this important arrival point to the opportunity area is exacerbated by the low density of development, traffic bottleneck and weak public realm.
- 4.2 Immediately to the north of the station, almost hidden due to the substantial level change is the Gurdwara Sri Singh Sabah. It is a key cultural and community asset, housed in a nondescript former industrial shed. Despite the poor quality of the existing building, the Gurdwara occupies a pivotal location in the townscape and together with the station results in high levels of activity in the area.
- 4.3 To the south and west of the station, road infrastructure dominates. Pedestrian access to The Green is difficult, with the pedestrian underpass blocked and inconvenient surface level crossings.

Opportunities

- 4.4 Redevelopment of Southall station for Crossrail will play a critical role in defining Southall, supporting the creation of a gateway focused around the transport hub to connect all elements of Southall. It will create an appropriate transition to the surrounding areas and introduce high density mixed use development.
- 4.5 Integration of a surface crossing to The Crescent will provide a direct east-west route over South Road in close proximity to the station and acting as a long-term gateway to West Southall as Southall's most significant development site.
- 4.6 Reconnection of the pedestrian-only railway crossing, with a legible and fully accessible access for pedestrians and cyclists, will open up pleasant routes from the new residential neighbourhoods at Havelock and East Southall to the town centre. Widening the South Road bridge and corresponding junction improvements will support improved linkages with The Green.

- **Land Uses:** Improve the Gurdwara to better integrate with the emerging development.
- **Built environment:** Create a continuous high street with a primary retail frontage on South Road to connect Southall Gateway with Southall Broadway and The Green.
- **Movement:** Stitching Southall together with an arrival/interchange facility at Southall station which allows space for high footfall and accommodates direct desire lines to the north and south, with capacity for interchange with buses and cycles and facilities for the mobility impaired.

Indicative Capacities

400 homes, 5500sqm retail, 4000sqm B1, 2250sqm community, a potential school

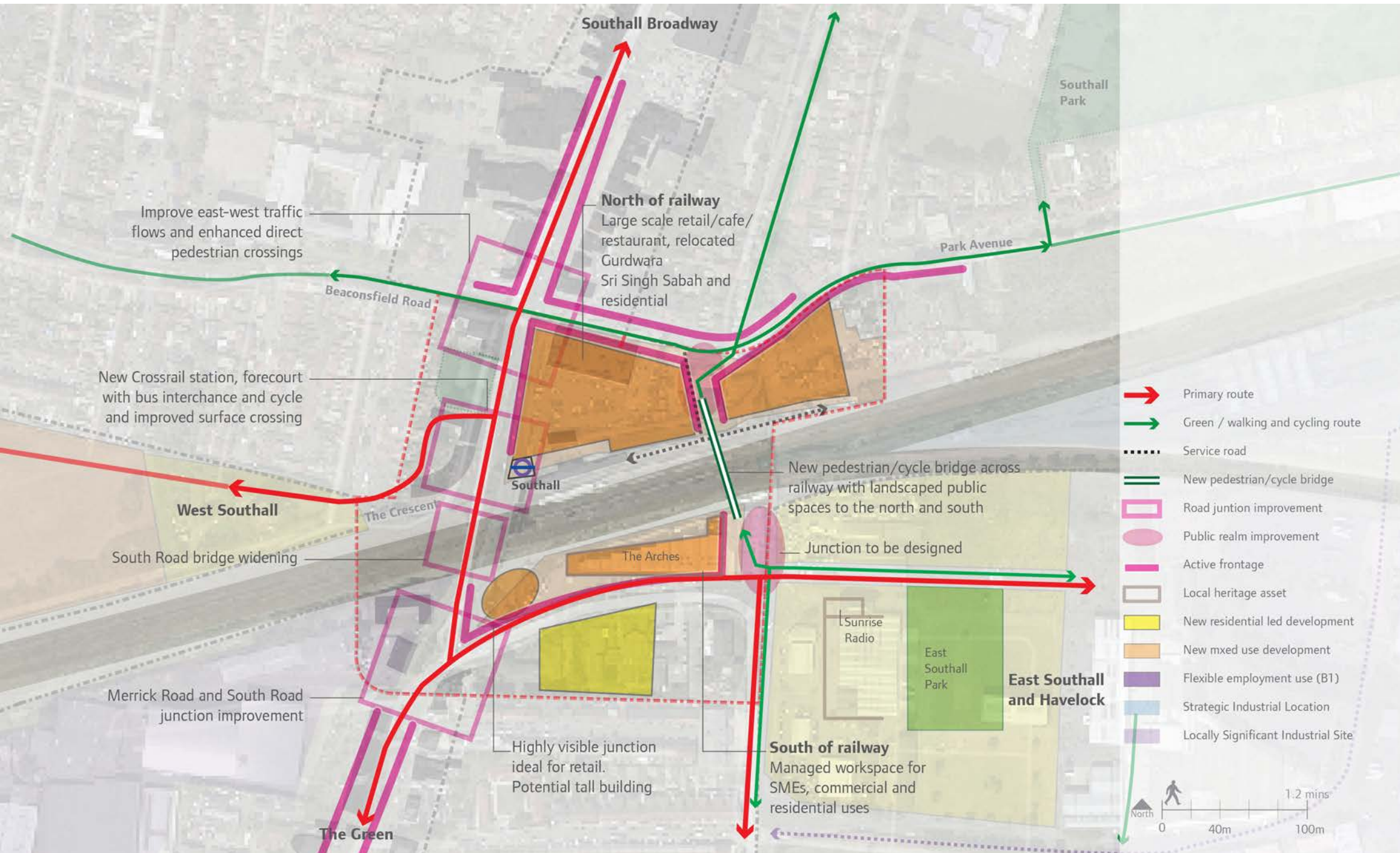


Fig 4.2 Southall Gateway: Indicative key principles

Southall Gateway: Land uses

- Improve the Gurdwara to better integrate with the emerging development.
- North of the railway will have mixed use development incorporating larger scale retail and cafe/restaurant facilities at street level with residential accommodation above. Development site SOU4 could be a potential location for a new school.
- South of the railway will have mixed use development. Managed workspace for SMEs and complementary commercial uses will be at lower levels with residential above. The railway Memorial Garden will be retained.

4.7 Proposals which include building a new Gurdwara would be welcome. This would not necessarily require retention of the building in its current location if a suitable and adjacent location within the Gateway area can be identified. Through the options testing carried out as part of the Southall Gateway Masterplan, a new Gurdwara located to the east of the existing footbridge was considered to deliver the most regenerative benefits to the area and was identified as the preferred alternative.

4.8 Following a technical review of the implications of extending development over the railway station, or integrating the station within a larger development block, over site development above the station was not considered to add commercial value and was not seen as a key townscape objective. Such development also raised practical difficulties in aligning with the delivery strategy for the Crossrail station.

4.9 The continuation and strengthening of active frontage along South Road from the Broadway to The Green is a primary objective, helping to secure the town centre economy and reinforcing a sense of place. The primary retail frontage should be along South Road, with street-level frontages to the south of the station

accommodating larger scale retail units likely to attract national retailers and cafe/ restaurant activities that will capture passing trade from the station.

4.10 The Park Avenue frontage is also considered an appropriate location for retail, and may suit smaller-scale operators, particularly towards the eastern end where the railway footbridge will land. Frontage activity which supports and/or relates to the Gurdwara will be supported, including community uses. In the longer term, the land east of the footbridge may accommodate either residential or community use as set out in site allocation SOU4.

4.11 The highly visible junction of Merrick Road and South Road is an ideal location for retail, helping to strengthen the continuity of the high street network on a prominent corner location. Merrick Road itself, while suitable for commercial uses on its northern side within the retained railway arches, is not appropriate for conventional retail. Entrances and reception/sales areas linking to the managed workspace are desirable.

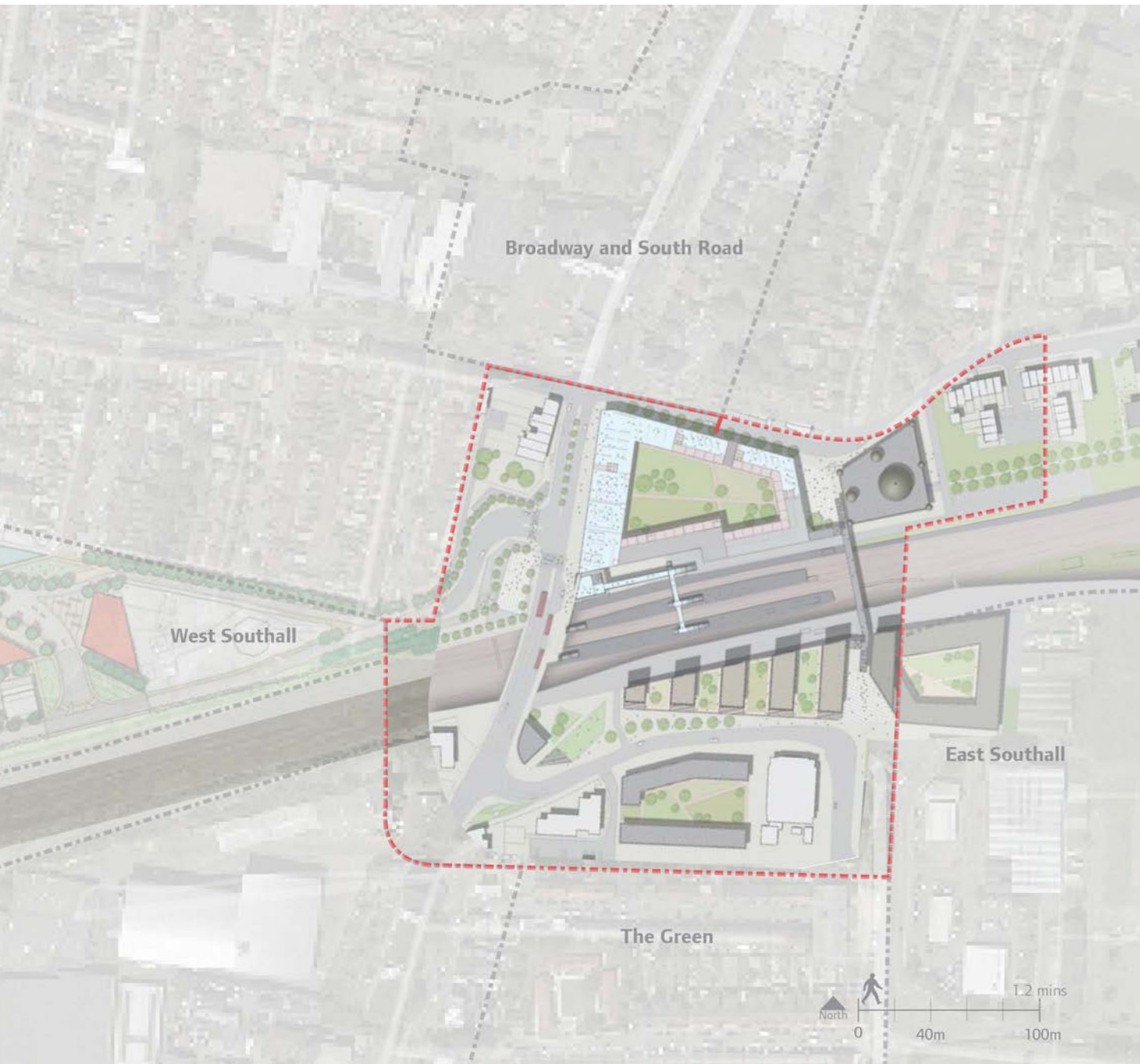
Southall Gateway: Built environment

- Buildings along the South Road frontage should have an urban scale of 5–6 residential storeys above ground floor commercial units with an approximate ceiling height of 4m.
 - Buildings along Park Avenue should create an appropriate transition between the urban scale of South Road and the low rise residential properties to the east.
 - Buildings at the junction of Merrick Road and South Road should create an active frontage at street level, regardless of overall height.
 - The historic frontage of The Arches should be retained with 2 storeys of commercial space within and an addition of 1 storey of commercial and 7 storeys of residential above.
 - Given its highly accessible town centre location, there may be scope for taller buildings within the Gateway.
- 4.12 The integration of the new Crossrail station into Southall’s urban fabric is dependent on the coordinated and complementary development of the substantial areas of under-utilised land surrounding the Crossrail station, retaining key elements which reference the industrial heritage of the area.
- 4.13 Successful realisation of the area’s gateway function will be supported by a renewed Gurdwara in a strong civic setting that reflects its importance to the local area, and also by the introduction of new building blocks with a mix of uses to appropriately define and enclose the streets and enhanced routes and public spaces.
- 4.14 The Gateway area has the potential to deliver a significant number of new homes, especially high density units suited to younger individuals and families in a strong urban setting. Based on the general block arrangement identified, a range of courtyard typologies could deliver a range of suitable housing types.
- 4.15 Frontages that are not in retail/commercial uses should be designed to aid passive surveillance. Residential typologies which encourage multiple front doors onto the street will be supported. Blank frontages to service and parking areas where these face the public realm or internal amenity spaces are not appropriate.
- 4.16 To the south of the railway, the layout should provide for a visual connection from South Road to the railway arches and Sunrise Radio beyond to improve the legibility of the area. Retention of the Arches is supported both due to its identified heritage value and also in the interests of retaining a generous public realm to Merrick Road. The creation of an improved public realm is necessary to provide the context for an increased scale of development.
- 4.17 There is a potential for a taller well proportioned building at the junction of Merrick Road and South Road and other locations within the Gateway. These will be subject to a detailed townscape assessment and the building will need to be of particularly high design quality.

Southall Gateway: Movement

- The Crossrail station should be aligned with the main South Road block frontage, and offer a degree of visual prominence to afford good wayfinding.
- Widening South Road bridge will provide a primary north-south route for traffic and an enhanced pedestrian/cycle experience.
- The junctions of South Road with Beaconsfield Road/Park Road and Merrick Road will be upgraded to improve east-west traffic flows and enhanced pedestrian experience including direct crossings.
- A new pedestrian and cycle only railway crossing, following the route of the existing closed footbridge, will provide a critical connection to minimise the severance cause by road and rail infrastructure.

- 4.18 The new Crossrail station will be set within a robust, generous space for interchange and high footfall retail, with building frontages following the gradient of South Road bridge and minimal steps, ramps or graded thresholds. It will provide for a co-ordinated integration of the surface crossing to West Southall and have a fully accessible drop-off point, bus stop and cycle hub. The demolition of the old station building will allow for improved pedestrian flows to the south.
- 4.19 The formation of a new north-south pedestrian and cycle only connection is one of the most significant benefits of redevelopment around the station. This would entail re-commissioning and potentially widening the existing pedestrian footbridge which crosses the tracks to the east of the station but is currently closed due to its poor state of repair.
- 4.20 A range of engineering, sequencing and accessibility options have been considered, that minimises land take but still provide an acceptable and pleasant landing point for the pedestrian/cycle bridge. Frontages of buildings which enclose the landing points should provide for passive surveillance to these hard landscaped public spaces.
- 4.21 A coordinated approach to building servicing and parking will be required to ensure that these activities do not conflict with Network Rail's access to the railway. This should be achieved by a new service road along the north side of the railway, which will allow access from the east of the area to service and parking provision for new development.
- 4.22 Service roads should take full account of street security and be designed to discourage street crime and antisocial behaviour. Active management of these roads may be required to achieve this.
- 4.23 Due to the excellent accessibility of this area, new development should have minimal car parking provision, and seek to promote sustainable modes of travel through provision of ample cycle parking and car club parking spaces.



The story so far

- Crossrail Urban Integration Study completed 2012
- Southall Gateway Masterplan completed 2013
- Funding secured from the Growing Places Fund in 2013 to accelerate junction improvements (South Road with Uxbridge Road, Beaconsfield Road and Merrick Road) and help assemble key sites around the Crossrail station.
- Crossrail station construction 2016-2018
- Crossrail operational December 2019

Fig 4.3 Southall Gateway current proposals

Source: Landolt and Brown

4.3 East Southall

Character

- 4.24 Extending east from The Arches, low rise industrial units are interspersed with areas of undeveloped brownfield land. Activity is concentrated at the edges of the area, with a petrol station and car showroom facing Merrick Road and a range of local businesses accommodated in the smaller industrial units within Charles House and along Bridge Road. Larger food manufacturers are clustered around the canal spur.
- 4.25 Several local heritage assets remain as an important indicator of the area's industrial past, including the Sunrise Radio Building and its associated decorative brick façade, as well as the active Honey Monster Factory. The purpose-built industrial units at the Middlesex Business Centre have never been fully occupied as intended. The resultant areas of dead space create a barrier between the town centre and the open spaces/canal to the far east of the site as well the Havelock area.

Opportunities

- 4.26 The arrival of Crossrail and the regeneration of the Havelock Estate will significantly change the surrounding area. While there is a need to safeguard the existing and well-occupied industrial space, the under-developed areas of brownfield land close to the station offer the potential to establish a new residential neighbourhood and to stitch this area of Southall together.
- 4.27 Release of the area closest to the station from its designation as Strategic Industrial Location supports both the development of a new residential neighbourhood and the consolidation and improvement of the retained industrial areas. It will introduce new, purpose built accommodation, such as managed workspace, for Southall's flourishing SME sectors. A better balance of uses in the area will support an uplift in both the number of homes and jobs of real value to London

- **Land uses:** Consolidate and upgrade the business environment within the Bridge Road Industrial Estate. Upgrade Charles House to manage the transition between residential and employment uses.
- **Built environment:** A mix of housing and a small park on pedestrian orientated routes with clear connections to the footbridge over the railway and the canal/open spaces to south and east.
- **Movement:** Rationalised vehicle access with a new residential street to connect Merrick Road to Havelock. Bridge Road will serve the LSIS.

Indicative Capacities

800 homes, 900 sqm retail/commercial/community, 8,500 sqm B1

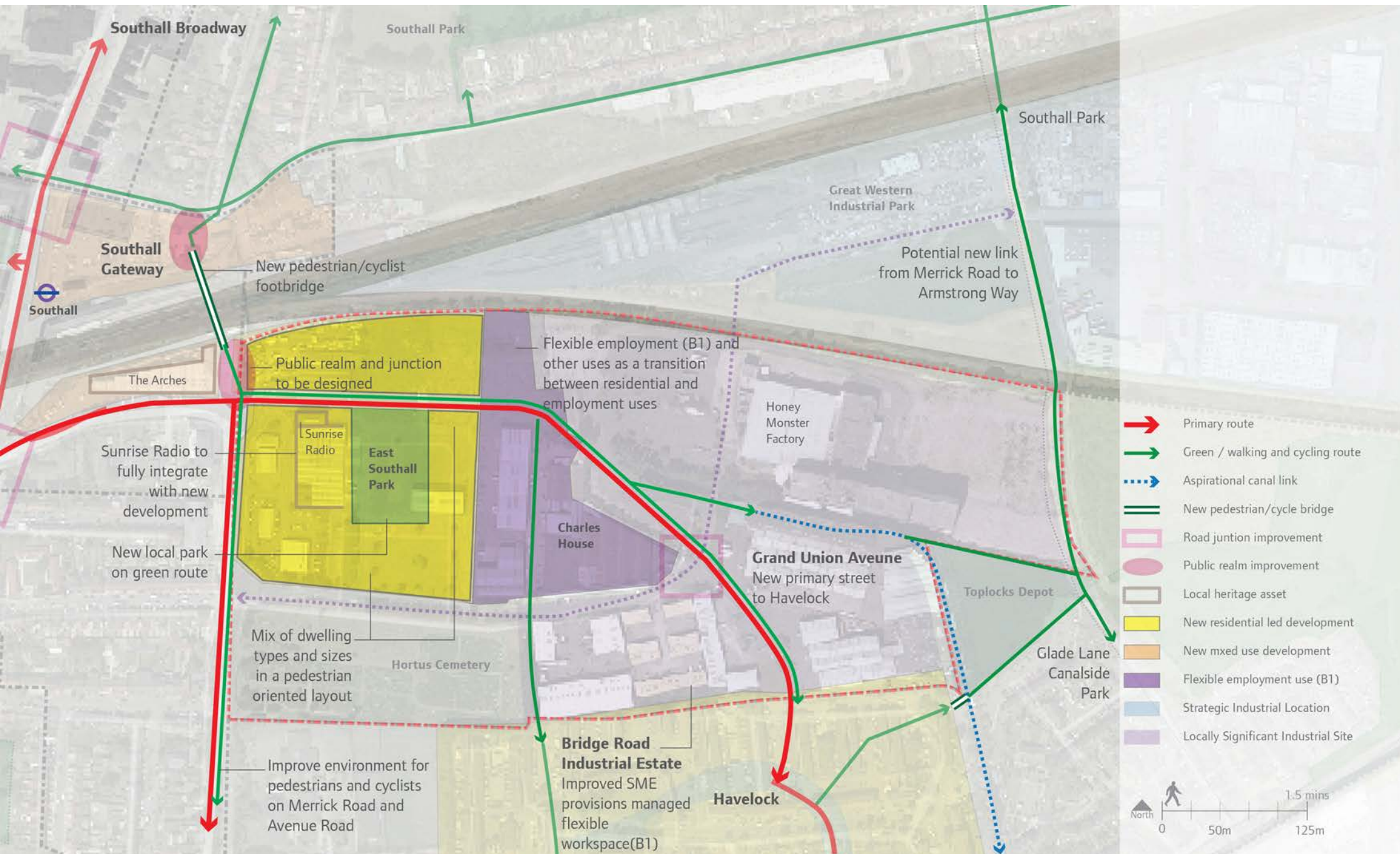


Fig 4.4 East Southall: Indicative key principles

East Southall: Land uses

- Delivering new homes is the priority in the SIL release between Merrick Road and Charles House, subject to an appropriate buffer provided with the LSIS. This may be achieved through the integration of SME space compatible with residential uses along this boundary.
- Improved provision for SMEs and light industrial uses within the Bridge Road LSIS, supported by the expansion of Charles House to provide a mix of managed workspace appropriate for flexible B1 uses.
- Commercial/community uses to serve the new population, such as a small convenience store, cafe or crèche may be appropriate at nodes of activity.
- New small local park.

- 4.28 The proximity of the area to Southall station, the high street network and local employment opportunities supports the development of a new urban residential neighbourhood. This includes a large proportion of flats as well as larger family homes.
- 4.29 With both the local Neighbourhood Centre and the Major Town Centre within walking distance, the western part of East Southall supports the creation of quiet and green residential area with easy access to services and amenities.
- 4.30 A new local park will be designated as a public open space. It will be located along the main route from Havelock to the station and will support the area to function as a highly accessible and liveable place in the immediate area and central London.
- 4.31 Some provision for small shops/services, of a size that has no restrictions on their trading hours, may be appropriate to serve the new residential population as set out in Development Site SOU6 Southall East. These should be located along the main route and to also cater to those passing through the Havelock character area.
- 4.32 Supporting business development and jobs growth is also fundamental to the successful realisation of the full potential of this area. New employment provision in the east of the character area should be targeted to the SME sector, and be located to take advantage of the potential synergies that could be achieved with the established employment uses in the LSIS. The creation of an enterprise and innovation centre that provides training and support for start-ups and expansion of existing businesses would be appropriate in this area.

East Southall: Built environment

- Development blocks should define key spaces throughout the sites. The public realm should unify and manage the transition to surrounding areas.
- The Sunrise Radio building and the former margarine factory should fully integrate into new development and respond to these historical markers.
- Buildings located at the footbridge landing point should respond positively to this node of activity with ground floor frontages to define and overlook the edges of the public space/street.
- Buildings along the Merrick Road and Bridge Road should have an urban scale of at least four storeys, set behind a soft landscaped boundary treatment with tree planting.
- An opportunity for taller buildings (over 10 storeys) to act as a local landmark, improve legibility and focus routes to East Southall and optimise the development potential.

- 4.33 The majority of the residential area will be within 400m of the Crossrail station and can support relatively high densities through mid-rise (4-8 storeys) flatted development. This approach supports human-scale streets and creates an appropriate transition to the suburban character of the Havelock area, and the mix of building styles in the industrial area.
- 4.34 Interest in the skyline should be achieved by varying roof lines within and between development blocks to create appropriate focal points within the context of the existing landmarks, including the Water Tower, Sunrise Radio and the Honey Monster Factory. There may be scope for taller buildings in some locations to create variety in the skyline, improve legibility and optimise development in close proximity to the town centre and Crossrail station.
- 4.35 To create an appropriate landing area for the railway footbridge, taller and lower elements within building blocks will be necessary to mediate between the varying context. This includes the low rise residential properties and The Centre; the proposed mid-rise development above The Arches and to appropriately integrate the 5 storeys Sunrise Radio building.

- 4.36 This should be achieved within a built form that supports and emphasises the legibility and hierarchy of the network of routes and spaces in the area. For example, buildings along the main route could be generally taller and have a more direct relationship with the street to help with wayfinding. Those along secondary residential roads could be lower in height.
- 4.37 The scale of development along the edges of the new public open space should create a pleasant and proportionate green space capable of housing a variety of uses throughout the year. The local park should be incorporated into the network of green spaces linked by green routes that extends from Southall Park, over the railway footbridge, to the east of Hortus Cemetery and through Havelock's Central Park to the Grand Union Canal.
- 4.38 The landscaping treatment of the buildings fronting Merrick Road/Bridge Road should contribute to the greening of these routes for an improved pedestrian/cycle experience. Proposals for residential properties along Bridge Road will need to provide a minimum front garden depth of 3m from edge of the pavement to buffer habitable rooms from industrial traffic.

4.39 Consideration should be given to the potential of linking into a future waterside route along the canal spur and into Glade Lane Canalside Park. The landscaping should suggest the proximity of the waterway.

4.40 Although the area has a largely nondescript character, the heritage assets give clues to the area's past as one of the largest margarine manufacturing plants in the world, with its own railway sidings and canal spur. Design approaches which acknowledge and build on the industrial character will be supported over those which seek to replicate the suburban character of the nearby residential areas.

4.41 In the design of the elevations facing the railway, consideration should be given to the relationship with the surrounding heritage assets; industrial uses would have been designed with their principal elevations facing the railway. The trackside elevations will also be visible from key points south of the railway and the footbridge. They will therefore contribute to the identity of the character area.

4.42 For residential developments, the impact of the railway to the north will need to be considered. Dual aspect residential units with suitable noise mitigation such as the provision of winter gardens are likely to provide the best solution for flatted accommodation.

East Southall: Movement

- A new public transport orientated east-west street will connect Merrick Road to the northern access of Havelock, with a series of secondary routes off this main spine to access development blocks.
- New pedestrian/cycle routes through the area and enhanced pedestrian/cycle routes along existing roads will provide direct and pleasant connections north to the railway footbridge, south to the Havelock area and the canal beyond.
- Bridge Road will be retained as the primary access route for traffic relating to the Bridge Road LSIS.
- Low levels of residential car parking will minimise new traffic generation from the area. This should be supported by ample cycle parking and car club provision.

- 4.43 A hierarchy of routes through the area is necessary to ensure that vehicle movement is directed to the appropriate routes both within and beyond the area to minimise any potential detrimental impact on residential amenity.
- 4.44 Bridge Road will continue to be the primary access routes for vehicles to the industrial areas. In the future, it may serve to divert through traffic over a new railway bridge should this be technically and financially feasible and desirable. The Transport Study concluded that some benefits may be experienced through the provision of a new north-south link to Armstrong Way. However further work would be necessary to take this forward.
- 4.45 Within the new residential area, all routes should be linked to allow the natural movement of residents through these streets making them safer places to live and play in. For development to succeed, the existing connections at the edges of the area will also need to be enhanced and supplemented to ensure both successful integration with the surroundings and effective transportation links.
- 4.46 Providing a new primary street that links the Crossrail station to Havelock is a critical outcome of a successful movement framework. The Grand Union Avenue will go through Merrick Road, pass the Sunrise Road building and to the northern access to Havelock. All proposals within the area must demonstrate how they will ensure this link is achieved.
- 4.47 Options have been developed of this new link's alignment in the Southall East Movement Strategy Summary (May 2014). The preferred route is shown in Fig 4.4. It is designed as a public transport/pedestrian/cycle priority route that discourages private car use, except for access by local residents. Further technical work will be undertaken to explore options for the Merrick Road junction as a T-junction or a roundabout.
- 4.48 The Grand Union Avenue has been designed to minimise land take and support cooperation between individual landowners. It is considered necessary to create a rational and legible hierarchy of secondary routes that supports the retention of heritage assets and maximises the developable area, avoiding duplication of routes and unnecessary access roads.
- 4.49 Pedestrian/cycle routes will also need to align with the upgraded route to the eastern boundary of Hortus Cemetery and the railway footbridge. Careful design of the public space associated with the railway footbridge will be required to comfortably accommodate the variety of uses and users who will use this area on a daily basis.
- 4.50 The majority of the residential area is within a short walk of the Crossrail station. Proposals should therefore rely on minimal parking levels. Car free developments will be supported where they incorporate clear and direct walkable routes to public transport and local amenities.

4.4 Havelock

Character

- 4.51 The Havelock character area is centred on the Havelock Estate, a municipal housing estate. It consists largely of 2-3 storey houses with generous rear gardens and some poor quality apartment blocks. The layout of the estate and surroundings isolate it from the residential area east of the canal spur and the rest of the opportunity area.
- 4.52 The wider area has many natural assets including the Grand Union Canal, Glade Lane Canalside Park and Osterley Park. These areas are poorly used due to their perceived isolation, despite being within 800m of Southall station and are Sites of Importance for Nature Conservation (SINC).
- 4.53 The industrial uses in the Bridge Road LSIS to the north of the area contribute to the severance from the town centre, with poorly overlooked and isolated pedestrian connections. Bridge Road terminates at rather than continuing into the estate.
- 4.54 The small triangle of land at Toplocks Depot is part of the LSIS area and has remained vacant. It has been identified as a local SINC. A footbridge with limited usage times connects to the high quality residential areas and open spaces south of the canal.

Opportunities

- 4.55 The Havelock Estate has been identified as a Major Intervention Estate requiring selective demolition of poor quality housing. Rebuilding at higher residential density while retaining the suburban setting will increase the quality and quantity of public open space, enhance links from the area to the town centre, upgrade the canalside as a destination, and improve the accessibility of Glade Lane Canalside Park.
- 4.56 The masterplan for the site is set out in planning application P/2013/3241, approved by the Mayor of London in Summer 2013.

- **Land uses:** Increase the quantity and quality of public open space provision, including improved accessibility to the natural assets of Grand Union Canal, canal spur and Glade Lane Canalside Park.
- **Built environment:** Replace poor quality dwellings with a new high quality residential area that successfully integrates with the retained homes.
- **Movement:** Align the street network to allow for future connection with Bridge Road and the upgraded pedestrian/cycle network in the surrounding area.

Indicative Capacities

230 homes (net)

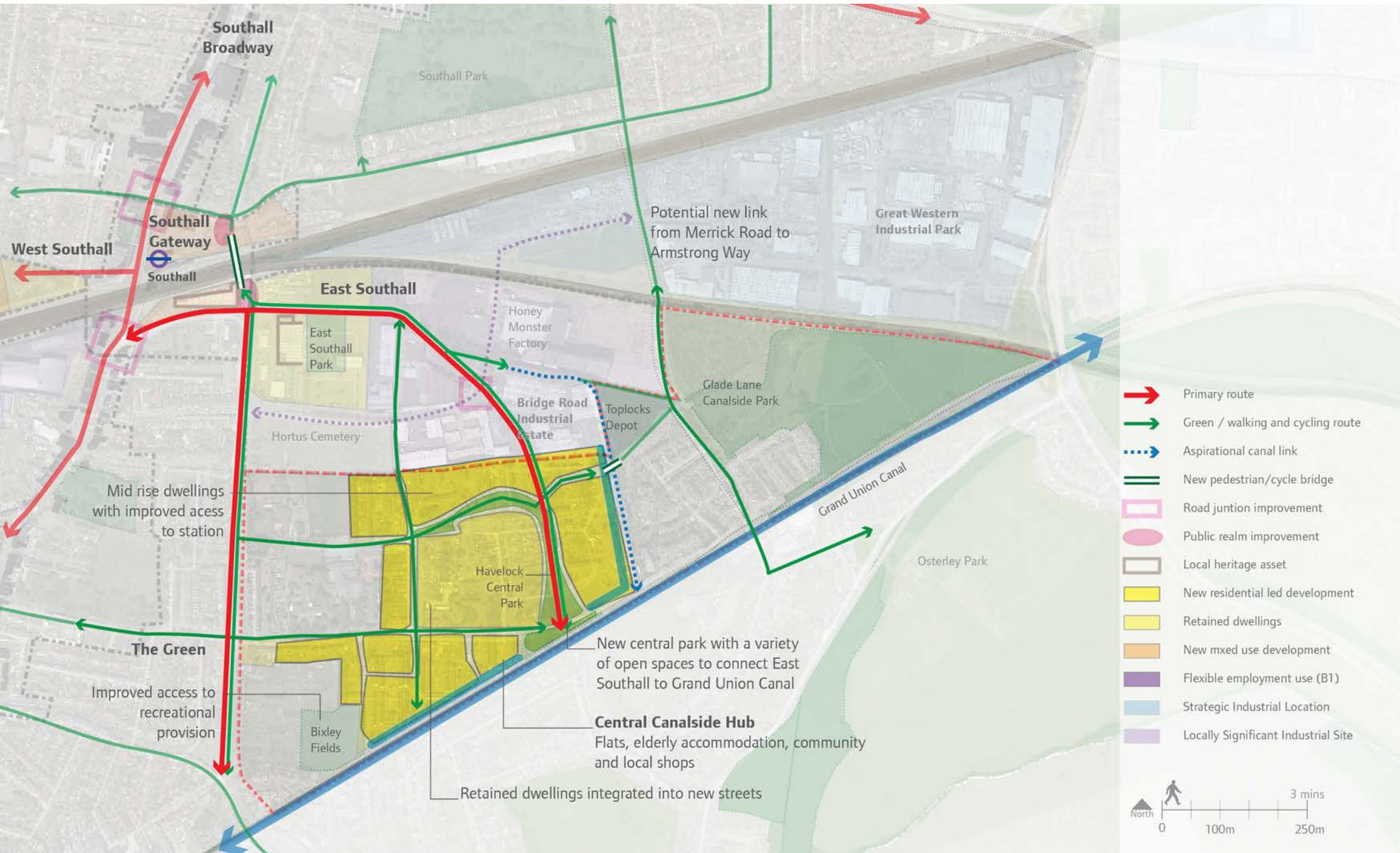


Fig 4.5 Havelock: Indicative key principles

Havelock: Land uses

- Residential uses to provide a variety of unit types and sizes based on the character of a traditional street layout.
- Central Canalside Hub with an increased intensity of use, including flats, elderly accommodation, community uses and local shops.
- A rationalised provision of green spaces to provide for a variety of functions and activities, including nature conservation.
- The provision of a suitable transition of industrial uses on the northern edge with the residential and natural assets.

4.57 The local context is principally suburban, with low density terraced and semi-detached properties to the west, south and east of the area. Outside of the replacement commercial and community floorspace, the site is appropriate for residential use only. Further residential moorings on the canal spur may be supported subject to amenity considerations.

4.58 The reorganisation and consolidation of the existing green space is necessary to deliver a net uplift in public open space provision. This will serve the new population and create a series of high quality and usable interlinked spaces.

4.59 The northern boundary is formed partly by Hortus Cemetery and partly by the Bridge Road LSIS. To the north-east the LSIS encompasses the triangular piece of land known as Toplocks Depot. This parcel of land, originally intended to buffer the residential uses to the south from any detrimental impacts arising from industrial activities, has developed nature conservation value over time and is identified as a local SINC.

4.60 Toplocks Depot therefore serves to form a relatively unbroken green link from the east of the canal spur to Glade Lane Canalside Park. The provision of a footbridge over the canal could create a new pedestrian/cycle link between the Havelock and the Canalside Park, greatly improving accessibility of this substantial area of open space for existing and new residents.

4.61 Notwithstanding the LSIS designation, the achievement of this objective may be dependent on and enabled by a limited amount of residential development on the Toplocks Depot site. Any such development would be required to demonstrate no detrimental impact on the functioning of the wider LSIS, as well as the delivery of both a legible, overlooked route between existing green spaces and improvements to the quality of the SINC.

Havelock: Built environment

- The massing and scale of development should be varied to reflect the varying character of the edges within a predominately low-rise area.
 - The appearance and detailed design of new development should enhance the townscape and open spaces of the area to successfully integrate the retained properties into the new neighbourhood.
 - Residential uses adjacent to the canal should create a positive relationship between the canal and new housing to preserve or enhance the setting of the Canalside Conservation Area.
- 4.62 The design of new development should enhance the character, appearance and perception of the Havelock area as a place to live.
- 4.63 Mid-rise elements of 4-8 storeys are considered appropriate to create a variety in the skyline to give emphasis to key locations such as the Canalside Hub. There may be scope for some taller buildings at northern entry points to the area, subject to detail design considerations.

Havelock: Movement

- All new road, pedestrian and cycle routes should provide clear and direct connections into the surrounding route network, with reference to Fig 3.8.
- Improved pedestrian and cycle access over the Grand Union Canal and canal spur to provide better connections with surrounding residential areas and open spaces is supported.
- Street layouts should allow for natural extensions into the surrounding areas, avoiding cul-de-sacs and ensuring that main routes are of sufficient width to accommodate buses.

- 4.64 The Havelock character area is isolated from the wider opportunity area. It has a single road connection and poor quality pedestrian routes through narrow alleys.
- 4.65 A key objective of redevelopment is to improve access into and through the area, in particular to connect the new East Southall neighbourhood with the Glade Lane Canalside Park, the Grand Union Canal and the canal spur.
- 4.66 Walking and cycling is the preferred mode of transport. The existing pedestrian/cycle routes along the eastern edge of Hortus Cemetery and towards The Green should be strengthened. New routes should connect to key destinations and tackle any barriers to movement. Segregated cycle lanes should be provided where possible.
- 4.67 Should a new pedestrian/cycle link over the canal spur via Toplocks Depot is necessary to enable development, any new residential dwellings should be accessed via an extension of McNair Road.

The story so far

- Catalyst selected as preferred development partner 2012
- Outline Masterplan (P/2013/3241) for the site and Phase 1 full application (P/2013/3242) approved 2013 subject to completion of the Legal Agreement.
- Start on site expected in 2014 with four main phases of work and full completion in 10 to 12 years

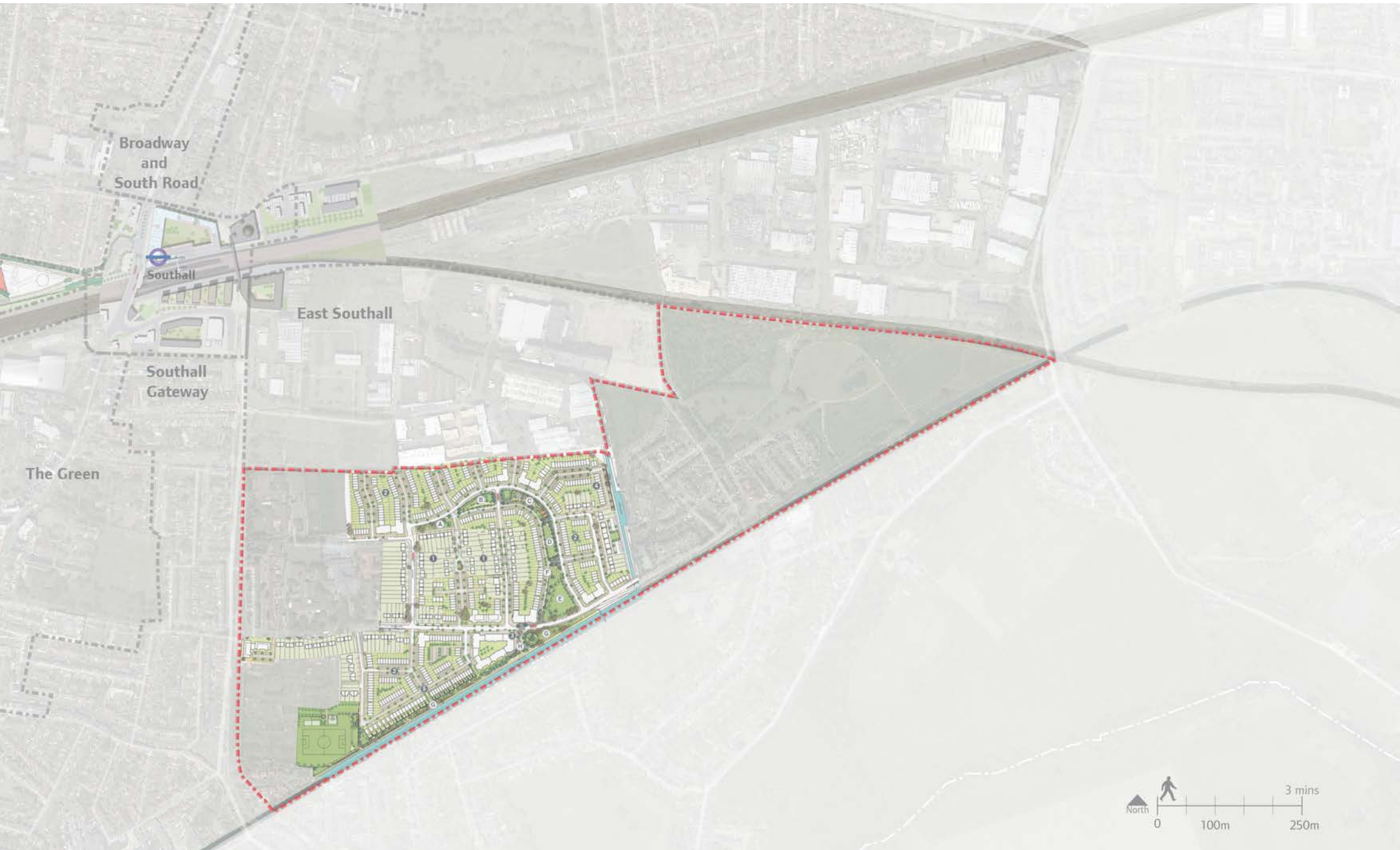


Fig 4.6 Havelock current proposals

Source: Pollard Thomas and Edwards Limited

4.5 West Southall

Character

- 4.68 West Southall is a substantial area of brownfield land currently used by passengers of Heathrow Airport for long stay car parking. It extends from the north of the railway to the rear of residential properties on Beaconsfield Road. The Grand Union Canal with Minet Country Park beyond forms the western boundary.
- 4.69 Industrial and transportation facilities once filled the site, resulting in significant levels of ground contamination.
- 4.70 The Grade II listed Water Tower, now in residential use, is located in the south-eastern corner of the area and visible from Southall station. Together with the Gasometer located approximately mid-way along the southern boundary, these industrial structures are key landmarks and points of orientation in the Southall skyline. The Water Tower should form the focus of the view to the main east-west route between the canal and Southall station.

Opportunities

- 4.71 The redevelopment of the former Gas Works site will bring substantial benefits to the area. The scale of development is sufficient to change the perception of the area as a place to live.
- 4.72 The quantity and variety of new homes will help to capture the flow of residents who currently leave Southall due to a lack of choice in the housing stock, particularly young people and families.
- 4.73 The extension of the high street network will introduce new uses that the area currently lacks and help strengthen the town centre as a whole. Links through the site will create a series of new connected public spaces, including a town square and local park, that are equally accessible to the new and existing communities.
- 4.74 The illustrative masterplan for the site is set out in P/2008/3981, approved by the Mayor of London in 2010.

- **Land uses:** A mix of residential and town centre uses linked by new high quality public spaces including a public park, recreational facilities, and developing the canal frontage as a destination.
- **Built environment:** Flexible ground floor space along the extended high street network to accommodate a variety of fine grain uses, and provide modern space for multiple retailers.
- **Movement:** A number of highway interventions and enhanced pedestrian and cycle environment to mitigate impact on the surrounding road network.

Indicative Capacities

3,750 homes, primary school and nursery, health centre, 20,050sqm retail, 6,450sqm cinema/cafes, 12,650sqm hotel/conference, 500sqm B1, sports facilities

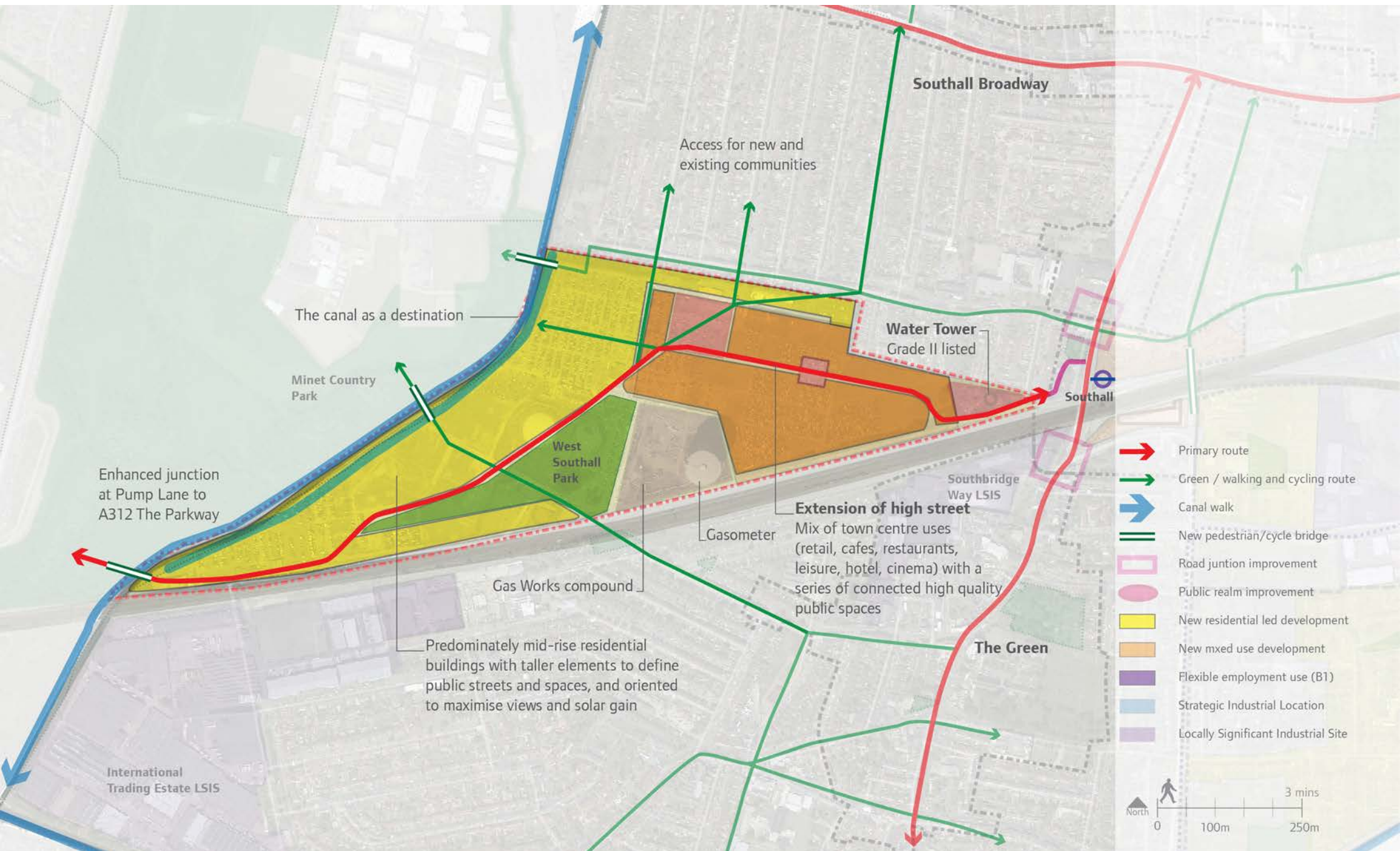


Fig 4.7 West Southall: Indicative key principles

West Southall: Land uses

- Extended high street linked to South Road, accommodating multiple retailers of various sizes, as well as cafes/restaurants, leisure, hotel and small office uses.
- New primary school, nursery and health centre.
- Limited non-residential ground floor uses, such as cafes/restaurants, fronting the canal to create a waterfront destination.
- Interlinked network of new public open and green spaces, connecting to the natural open spaces of the Minet Country Park.
- Interim and meanwhile uses are encouraged.

4.75 The current scheme sets out the acceptable mix of uses and their arrangement on the site. This includes provision of a new two form entry primary school, preschool, playground/playing fields that will be designed to provide dual use facilities for the community, and a health centre accommodating eight GPs.

4.76 The extension of the high street network into the site should provide for a range of uses that complement the existing strengths of the Major Town Centre and strengthen the town centre as a whole.

4.77 As the scheme progresses, it may be appropriate to review the mix and relative proportion of non-residential uses in light of plans for nearby development sites, including those within the opportunity area and also in nearby town centre such as the Vinyl Factory development at Hayes.

4.78 A range of residential dwelling types and unit sizes should be delivered both within residential development blocks and across the site as a whole. Residential uses along the canal should be designed to make the most of the waterfront, and contribute to intensified use of the canal for leisure and recreation purposes.

4.79 The detailed specification for the energy centre should consider the potential to serve a wider district heating network covering the core of the opportunity area.

West Southall: Built environment

- Development blocks should provide a clear hierarchy of streets and spaces, with the massing of buildings related to the scale of the street and a strong building line with active frontages at street level.
 - The Water Tower should provide a key focus in views through the Masterplan layout to aid legibility and way finding.
 - The potential to have a ground floor access to the Crossrail station to the east of the site should be explored.
 - Buildings adjacent to the railway should incorporate measures to reduce noise from the railway.
 - The canal towpath should be well over-looked and the scheme designed to ensure the privacy of residents and promote the security of pedestrians.
- 4.80 The scale of West Southall provides a unique opportunity to bring forward a high quality neighbourhood with its own distinctive character. It should take cues from the canal and expansive green spaces to the west, while capitalising on the location of the Crossrail station to extend the high street network into the site.
- 4.81 New residential properties should be predominately mid-rise buildings of 4-10 storeys. There should be an appropriate transition to low rise buildings on the northern edge to ensure good integration with the existing residential area. Taller elements will be supported where these are necessary to appropriately define public spaces/streets, improve legibility, or provide variety and interest to the skyline.
- 4.82 Where residential uses are provided within mixed use areas, detailed designs will need to demonstrate a successful response to the dual high street/residential setting. It should avoid conflicts between uses and provide an acceptable standard of amenity for residential occupiers. This is applicable to mixed uses both vertically within buildings or horizontally within larger development blocks.
- 4.83 Dwellings should have access to a suitable private area/or communal garden space. Both balconies and communal garden space will be expected in a flatted scheme; communal garden space may be provided above ground level in the form of courtyards or roof gardens. If communal garden space is proposed, this must offer an acceptable level of privacy for users of this space and receive adequate sunlight for a reasonable period of the day.
- 4.84 North facing single aspect units should be minimised and the proportion of dual aspect units should be optimised. Residential units facing the railway will require suitable noise mitigation provision such as winter gardens.
- 4.85 Residential buildings should be orientated to maximise views and solar orientation. Communal amenity spaces for residents should be designed to be private, attractive, functional and safe, and receive adequate sunlight.

West Southall: Movement

- Principal vehicular connection to existing road network via new access road from Hayes-by-Pass to the western edge of the site, including enhanced junction with Pump Lane.
- Secondary vehicular connections to existing road network via new eastern access connecting to South Road, and three northern access points connecting to Beaconsfield Road.
- Internal street layout providing routes for buses and cyclists that maximise opportunities to link within existing networks outside the site.
- Widening of the South Road bridge to accommodate increased traffic movements and bus priority, and enhance pedestrian and cycle environment.

- 4.86 The extension of the high street network is aligned to connect directly to the Crossrail station. Detailed designs must ensure good connectivity of West Southall into the high street network through provision of legible and direct routes from South Road that successfully address the level change and setting of the Water Tower.
- 4.87 Pedestrian routes should link to the existing network to the north of the site, to ensure accessibility of the new public spaces, waterfront area and community facilities from the existing residential area.
- 4.88 Detailed design of the eastern access road will need to ensure that it integrates appropriately with the Crossrail station. In particular the proposed changes to the South Road environment to allow direct and convenient access to the station.
- 4.89 Crossrail has been confirmed in the time period since the outline permission was granted. In light of the enhanced public transport provision, it would be considered appropriate to reduce overall levels of car parking on the site, particularly non-residential parking spaces.

The story so far

- Outline permission for redevelopment of the site (P/2008/3891; 54814/APP/2009/430 - GLA) and full permission for access points granted 2010
- St James selected as preferred development partner 2013
- Ongoing negotiations with Hillingdon regarding western access points expected to conclude 2014
- Development of detailed proposals expected to begin 2014



Fig 4.8 West Southall illustrative masterplan (outline planning permission approved 2009)

Source: MAKE Architects

4.6 Southall Broadway and South Road

Character

- 4.90 Southall Broadway, High Street and South Road together form the core of the Major Town Centre. It is characterised by a concentration of specialist Asian shops that attract visitors from all over London, the UK and the continent.
- 4.91 The vacancy rate is low, with many shop units subdivided and exuberant displays of goods spilling onto the narrow pavements. The limited presence of multiple retailers catering for everyday needs is noticeable. High levels of activity along the Broadway and around Lidl/Southall Market and Quality Foods contrast with significant gaps in the urban grain, arising from vacant sites and forecourt parking.
- 4.92 Arriving onto South Road from the station gives no indication of the vibrancy just a few hundred metres to the north. Elements of good character are often overlooked in a street scene dominated by traffic, a cluttered public realm and poorly maintained buildings insensitive to the local context.

Opportunities

- 4.93 This area is established in specialist retail. Investment in the public realm including bespoke granite footways and the Broadway Boulevard scheme sets a high standard for the area.
- 4.94 Much of the historic built form is intact, including several listed buildings and structuring elements such as decorative chamfered corners, with more recent places of worship adding variety and interest. Southall Park offers a high quality and easily accessible green space as a counter to the bustling high street.
- 4.95 Key development sites will act as a catalyst for wider incremental change, offering the opportunity to introduce larger, purpose built retail units as well as additional leisure and evening economy uses. Widening the retail offer and range of services/ activities will encourage people to come to Southall and spend more time in the area to capture additional spend for the town centre economy. Introducing residential uses will further increase footfall.

- **Land uses:** Greater variety of retail, services and amenities, including leisure and evening economy uses, to complement the specialist retail offer and capture additional spend. Improved market and rationalised approach to street trading to add vibrancy at key locations.
- **Built environment:** Enhancement of the heritage and townscape assets and redevelopment of vacant/ redundant buildings to create a cohesive street scene.
- **Movement:** Upgraded public realm and spaces to reduce road traffic dominance and create a pleasant shopping environment.

Indicative Capacity

350 homes, 5,750 sqm (gross) retail/ commercial

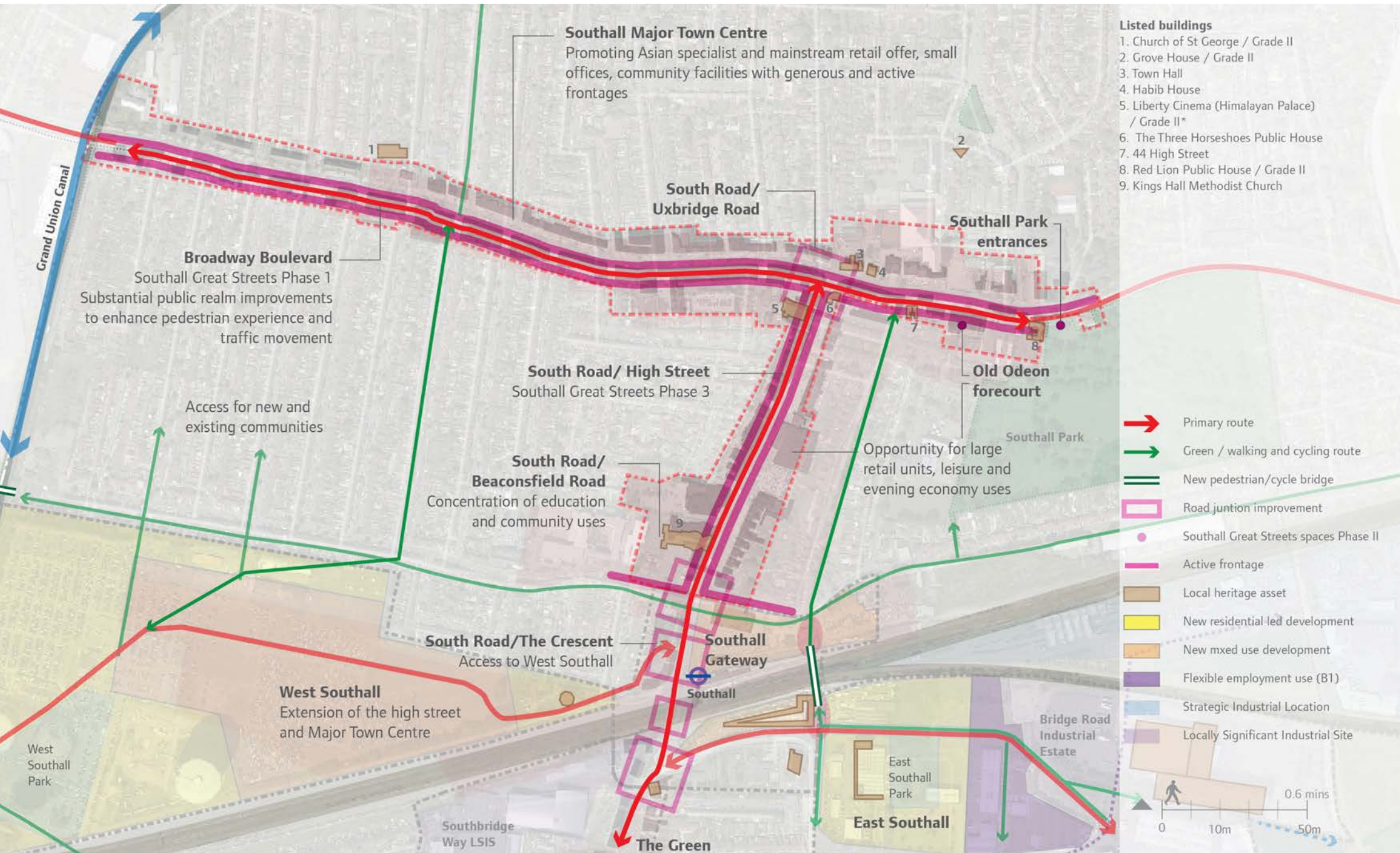


Fig 4.9 Southall Broadway and South Road: Indicative key principles

Southall Broadway and South Road: Land Uses

- A range of town centre uses with active frontages at street level. Outside of the designated retail frontages, the focus should be on providing uses which are complementary to the specialist retail function.
 - The use of upper floors should be maximised to provide additional town centre uses, such as small offices and community facilities. Upper floors can also provide residential use where a good level of amenity can be achieved.
 - The identified sites at Southall Market (SOU1) and Quality Foods (SOU2) currently accommodate large food stores which should be retained as anchor tenants.
 - Proposals which include or improve educational and community spaces will be supported, particularly those which strengthen the existing concentration at South Road/Beaconsfield Road.
- 4.96 The mix of land uses will be managed to strengthen the area's role as a Major Town Centre. A critical mass of independent and specialist retailers should be maintained to support the unique character and extended catchment of the existing retail offer.
- 4.97 Southall Broadway and High Street should retain a concentration of specialist Asian retail, including an increased prominence and activity around Southall Market. The focus will be on the retention and introduction of new high-value retailers in quality premises.
- 4.98 South Road is currently dominated by eating establishments and professional services. The mix of uses along this stretch of road needs to be strengthened to enhance the transition to the specialist zone along Southall Broadway/High Street.
- 4.99 Additional leisure and evening economy uses will be supported, particularly along South Road and High Street.
- 4.100 The upper floors throughout the area offer significant potential to introduce residential uses to the town centre, both within the identified development sites (SOU1 Southall Market, SOU2 Iceland, Quality Foods and SOU3 Beaconsfield Road) and through high quality conversions of existing spaces above shops.
- 4.101 New development will be expected to capitalise on the existing strengths and characteristics of the character area to contribute to a more coherent townscape. For example, the selective merging of previously sub-divided shops will be important in contributing to a wider variety of unit sizes while retaining positive aspects of the built environment.
- 4.102 The Edwardian semi-detached houses with deep forecourts at the southern end of South Road create a poor urban environment and contributes to the perceived severance between the station and The Broadway. Redevelopment in this area should introduce a built form with a more direct and appropriate relationship to the street.

Southall Broadway and South Road: Built environment

- The established building line should be maintained, except where pavements are narrow and an increased set back would support ease of pedestrian movement.
 - The scale and massing of new development should respond positively to the dominant context of 3-6 storeys. Limited additional height on main routes may be appropriate to define nodes of activity or a more generous public realm/street width.
 - Proposals in close proximity to listed buildings should be of a scale and appearance that does not compete with the prominence of these buildings.
 - Local heritage and townscape assets should be retained and enhanced, including sympathetic conversion if necessary to accommodate new uses.
- 4.103 Layouts should result in a built up area within blocks that is in character with the prevailing fine grain of the high street network. Where possible, this should include provision of generous footways to ease pedestrian movement. The use of chamfered corners on buildings at junctions is a distinct feature of the area. New buildings should consider this approach.
- 4.104 The many and varied heritage assets in the area make a significant positive contribution to the character of the area - from the imposing formal façade of the King's Hall to the ornate detailing of the Himalaya Palace. The design of new development should be of a quality that reflects and enhances this character, making use of robust and durable materials and consider responding to characteristic features such as decorative roof lines in their detailing.
- 4.105 The Southall Great Streets Phase 1 'Broadway Boulevard' scheme will deliver substantial improvements to the public realm and pedestrian experience in the town centre, while retaining good traffic movement along the Strategic Road Network. This represents the desired approach to be implemented throughout the character area.
- 4.106 Proposals should consider their potential impact on the public realm; such as its quality, how it will be used and opportunities for investment; and respond appropriately to contribute to the creation of a pedestrian focused, pleasant town centre environment.

Southall Broadway and South Road: Movement

- Development should help facilitate the extension of the Boulevard approach, and seek opportunities to reduce the dominance of road traffic on the pedestrian experience.
- Proposals close to main junctions will need to accommodate the proposed junction improvements in Fig 3.7 and consider any potential impacts arising from extension of bus priority routes.
- Opportunities to improve pedestrian and cycle routes should consider the provision of secondary routes off the main high street.
- Provision of additional car parking to serve new commercial developments will be resisted, unless it can be demonstrated that existing public car parks have insufficient capacity or are located a substantial distance away.

- 4.107 Improvements to the public realm are particularly important where they will support ease of movement through the area to access public transport or the borough's cycle network.
- 4.108 The A4020 The Broadway is the primary east-west route from Uxbridge to Shepherds Bush. It experiences heavy demand and congestion. As this is the main bus route through the opportunity area, this has an impact upon bus journey times.
- 4.109 To improve bus journey times and reliability and to address demand around the town centres and Crossrail station, the bus lane between The Broadway and Beaconsfield Road will be extended. In addition there are planned improvements to the bus interchange area in front of Lidl and the entrances to Southall Park.
- 4.110 The 'High Streets Shoulders' scheme will improve north-south movement and the public realm through the high street network from The Broadway/High Street along South Road to The Green/King Street.
- 4.111 The Southall Great Streets (SGS) Programme: Phase 1 The Broadway Boulevard will upgrade The Broadway from the South Road junction to west to Trinity Road. It includes measures to improve road safety, smooth traffic flows and enhance pedestrian crossing opportunities. The paving will be widened to improve pedestrian movements. The streetscape will be decluttered and new trees planted to improve the public realm.
- 4.112 SGS Phase 3 will include similar interventions on the High Street and along South Road.
- 4.113 A network of safe, convenient and continuous cycle routes will connect key places in the opportunity area and to wider destinations. A direct cycle will connect Southall Broadway/High Street to Uxbridge to the west and Shepherds Bush to the east. An addition route along South Road will connect to The Green/King Street to the south and north towards Greenford.
- 4.114 A traffic free or with low traffic volumes route will be provided along Park Avenue as a quieter alternative to South Road.



The story so far

- New surface level car park adjacent to Southall Market opened 2013
- Southall Great Streets Phase 1: Broadway Boulevard On-site November 2013
- Southall Great Streets Phase 2 Upgrade of Lidl supermarket forecourt to public event/market space; improvement of entrance to Southall Park On-site early 2014

4.7 The Green

Character

- 4.115 The Green is an attractive neighbourhood centre containing many of Southall's cultural and faith assets. This includes the Manor House, the Dominion Arts Centre, Southall Library and the Gurdwara Sri Guru Singh Sabha Southall - the largest Sikh temple outside of India.
- 4.116 The urban grain is characterised as a series of routes radiating from the high street that lead to the principal crossing point of the railway.
- 4.117 The area has relatively green streets and benefits from the high quality Manor House Gardens. However the town centre feels worn with a declining quality evident in local shops and significant problems with back alleys/dead ends and anti-social behaviour.
- 4.118 The industrial uses between Southbridge Way and Gladstone Road create a large impenetrable block between the railway and the residential area to the west.

Opportunities

- 4.119 The Green has a village character providing a positive counterbalance to the busy high street environment of The Broadway.
- 4.120 The recent conversion of Phoenix House to residential use and the strengthening of the Dominion Centre as a multi-functional community hub with a new library, will contribute to the reinvigoration of the neighbourhood centre.
- 4.121 There are a number of smaller development sites that offer the opportunity to build on the shop front and public realm improvements funded by the Mayor's Regeneration Fund. There are also two key site allocations in the town centre. SOU8 the Green encompasses the large areas of back land between The Green and the Southbridge Way LSIS. SOU9 St John's Church Hall includes the public open space at the corner of King Street and Western Road.

- **Land uses:** Promote the Dominion Centre, Manor House and the King's Centre as multi-functional facilities. Upgrade business provisions to create affordable places to do business on/near the high street. Introduce housing to the town centre with small-scale infills and intensifications.
- **Built environment:** New development will build on The Green's heritage assets, character and key institutions on the high street.
- **Movement:** The Southall Great Streets programme will improve key connections and public spaces on the high street.

Indicative Capacities

450 homes, 1,500sqm retail, 3,500sqm B1

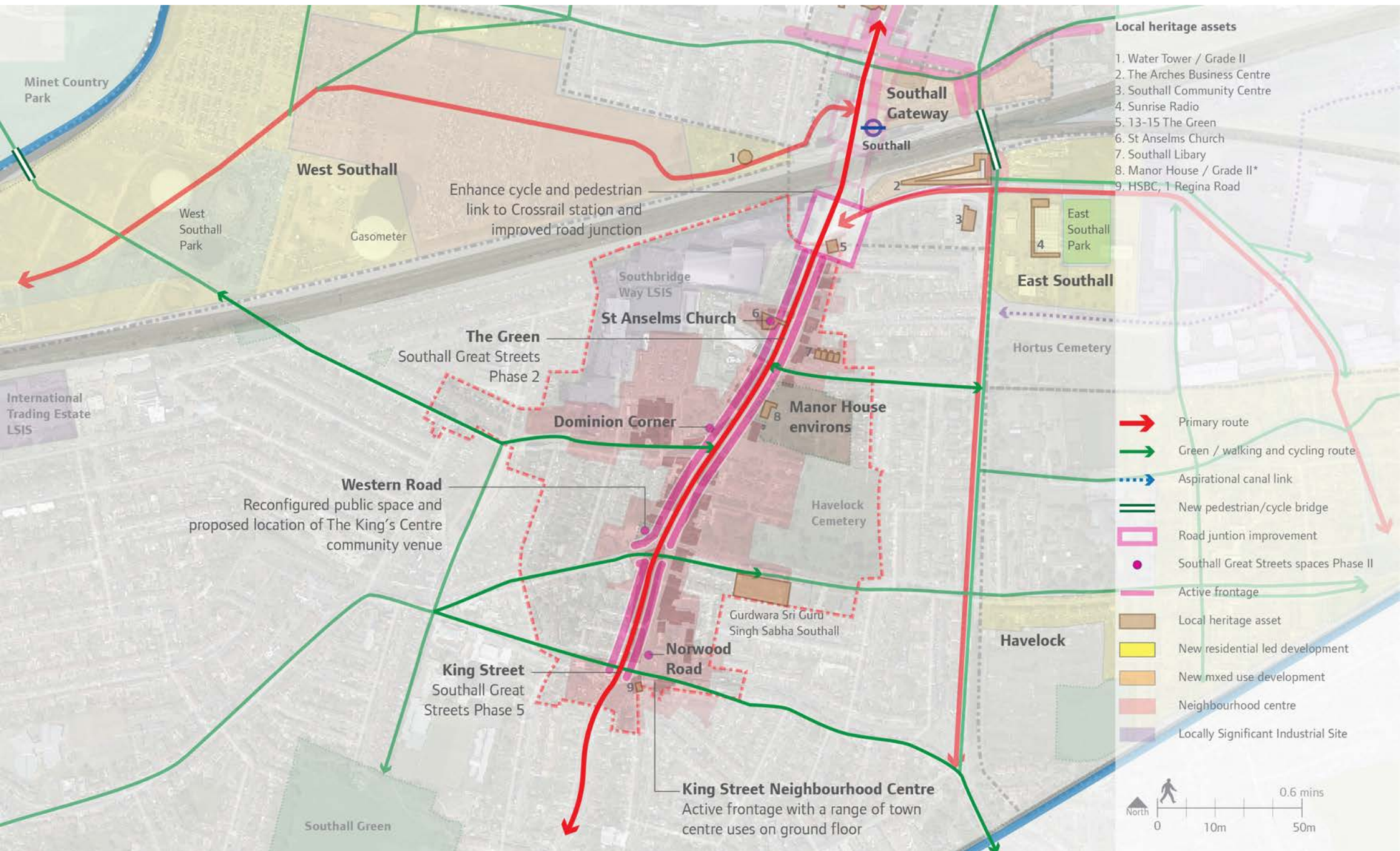


Fig 4.10 The Green: Indicative key principles

The Green: Land uses

- Proposals should provide for a range of town centre uses at street level on the high street network.
- Additional residential uses will be supported on upper floors and at ground level, where not on main roads.
- Existing community facilities and business space should be retained and upgraded. Proposals for new provision will be supported.
- Within the Southbridge Way LSIS, enhanced provision for existing and future SMEs is encouraged.

4.122 The high street will provide a mixture of retail, commercial and community uses as appropriate for a Neighbourhood Centre.

4.123 There is scope for more residential use in the area to take advantage of the closeness to the Crossrail station and support the continued viability of the local centre. Where possible, active frontages and improved pedestrian and cycle access from the residential areas to the high street and Crossrail station should be provided.

4.124 A number of community and faith facilities are easily accessible on The Green/King Street. Some of these are redeveloped to offer a range of business, community, education and training services.

4.125 The Dominion Centre will include Southall Library, services for people with disabilities and a community centre. It will offer more space for local groups to meet, host arts, culture and learning events or activities.

4.126 The Manor House will operate as an events and meeting space. It will include a restaurant and training centre offering apprenticeships in the catering and hospitality sector as part of the Dine in Southall scheme.

4.127 The King's Centre at St John's Old Church will offer a high quality inter-faith hub, community facility and heritage centre.

4.128 The open space adjacent the King's Centre is the only public open space in the vicinity. It is currently of a poor quality and has the potential to open up access to the old burial ground surrounding the hall. Therefore proposals in this area will need to support the delivery of a significantly upgraded public space as set out in site allocation SOU9 St John's Church Hall.

4.129 The Southbridge Way LSIS accommodates a wide range of light industrial and related uses, including the important local employer TRS Suterwalla. There is significant potential to consolidate the LSIS and upgrade the quality of business space. New uses can be introduced to create an appropriate transition between the high street and the LSIS, as set out in site allocation SOU8 The Green.

4.130 Rationalisation of this area should introduce an upgraded and affordable provision for business uses and SME to maximise the town centre and LSIS locations as well as the proximity to the Crossrail station.

The Green: Built environment

- Protect and build on the existing townscape and character of The Green, relating to existing building heights which are predominantly 2-4 storeys.
- Retain and enhance local heritage assets which make a positive contribution to the area's character.
- In-fill developments should maintain the established rhythm and proportion of frontages and building entrances, including historic plot width.
- Shop front improvements to the existing units along the high street network are supported.

4.131 Much of The Green's history can still be seen in the present day town centre which include a number of listed buildings. The retention and enhancement of the area's heritage assets is considered critical to supporting the revitalisation of the area as the centre of choice for local residents.

4.132 Existing heritage assets that are vacant or under-used should be brought back into full use to support their function as prominent landmarks in the area. These include the Manor House, St John's Old Church and the Old Barclays Bank building on the corner of Merrick Road and South Road, .

4.133 Where existing buildings in close proximity to heritage assets are reaching the end of their useful life, such as the Penny Sangham Day Hospital on Osterley Park Road, careful design will be required to ensure that new development complements and enhances the positive elements of the area.

4.134 In general, building heights should relate to the surrounding context of 2-4 storeys. There may be an opportunity for taller buildings in locations that would enhance the legibility of the area. However limited intensification that reflects the existing context is likely to be the most appropriate response in the majority of circumstances.

4.135 Where residential uses are proposed in close proximity to existing business uses, the arrangement of land uses, orientation and design of buildings must be carefully considered to ensure that an acceptable standard of amenity is achieved without detrimental impact on the continued operation of protected business uses.

The Green: Movement

- Development should facilitate an improved public realm, with a high quality pedestrian environment linked to the public and green spaces along the high street network.
- Opportunities to improve pedestrian and cycle routes should focus on enhancing links from the surrounding residential areas and onwards to the Crossrail station.
- Access and servicing for retail and other uses along the high street should be off-street and from the rear where possible.

4.136 The Green and King Street is dominated with car traffic as common to the wider high street network and the town centre environment. The pedestrian environment is further degraded in areas by narrow pavements. Phase Two of the Southall Great Streets project will upgrade key areas along the high street network. New developments will be expected to contribute to further enhancements to the pedestrian environment in the area.

4.137 Funded projects in Phase 2 will deliver:

- An improved setting for the Manor House which addresses access issues into the park,
- An improved junction in front of the Dominion Centre,
- Relocation of the Western Road public open space to the front of St John's Old Church and opening up of the burial ground as a publicly accessible memorial garden; and
- Minor upgrades to the King Street/ Norwood Road junction which will allow for substantial restructuring of adjacent junctions, subject to funding.

4.138 Adjacent landowners are encouraged to work together to develop shared access arrangements and servicing plans to minimise the land take required for these activities and the disruption to the flow of traffic on main roads.

4.139 The area currently has an over-supply of surface public car parking facilities. The Featherstone Road car park is poorly used as it is located off the high street network and poorly overlooked. The redevelopment of this car park for alternative uses will support an improved block structure and layout between the LSIS and the town centre, improving pedestrian and cycle connections in this area.

The story so far

- Improvements to the Dominion Centre to make room for a relocated and improved Southall Library and to provide a better venue for community arts, culture and learning completed in summer 2014
- Southall Great Streets Phase 2 on site in early 2014, including:
- Upgrading of the entrance to Manor House/Grounds
- Improvements to the parade of shops opposite the Manor House
- Improvements to the area in front of St Anselm's Church
- Transformation of the Western Road public open space to create a new community venue/memorial garden and public space to the front of St John's Old Church



Fig 4.11 Southall Great Streets, Phase II: View of Manor House and The Green 1

Source: Ealing Council



Fig 4.12 Southall Great Streets, Phase II: View of Manor House and The Green 2

Source: Ealing Council



MALHIS The Broadway

GREGGS

PUNJABI K...





05

INFRASTRUCTURE, FUNDING AND DELIVERY

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5.1 Development Infrastructure Funding Study

The Development and Infrastructure Funding Study (DIFS)

- 5.1 The Development Infrastructure Funding Study (DIFS) was carried out for Ealing Council, the GLA and TfL by consultants URS to provide an assessment of infrastructure needs and a strategy for infrastructure funding and delivery to underpin the OAPF.
- 5.2 The DIFS Report (June 2014) includes viability analysis to establish the extent to which development is likely to be able to contribute to meeting the funding gap relating to OAPF infrastructure. Alternative sources of funding were also considered in particular public sector streams. Recommendations were made on how the client group could facilitate the delivery and funding of infrastructure requirements and therefore the OAPF as a whole.
- 5.3 Infrastructure types that were reviewed by URS include:
- **Social** comprising, Education, Health, sports, community and regeneration.
 - **Transport** comprising, road, rail, bus, pedestrian and cycle and public realm.
 - **Hard utilities** comprising water, power, waste, flood risk and telecoms.
- 5.4 Estimates of likely requirements for new infrastructure in Southall were made based on estimating the assumed working and resident population uplift over time, having regard to Ealing's development trajectory and the plans for new homes and jobs set out in the OAPF.

Key findings

- 5.5 The infrastructure assessments identify total infrastructure costs for projects in Southall opportunity area over the plan period of £111m. Funding is identified as £72m. This leaves a total funding gap of £39m.
- 5.6 The funding gap identified by the study for the opportunity area of approximately £32m reflects that not all the demand for projects in the opportunity area will arise from the development in opportunity area. An assumption that 32% of the total funding gap for transport projects should be attributed to the opportunity area, based on a rough calculation of the percentage of new to existing residents.

- 5.7 In practice it is quite likely that the apportionment of cost to new growth will be higher, due to the fact that many existing residents have a low propensity to walk and cycle, whereas the typical London population has a higher propensity to do so. Coupled with the fact that the new housing built will have restricted car parking, new residents will be able to rely significantly less on car travel than current residents. The gap funding figure of £32m represents a conservative estimate of the gap funding requirement associated with transport schemes (32% of costs).
- 5.8 Social infrastructure accounts for 90% of the infrastructure gap, transport for 10% and utilities for 0%. Before discounting transport projects as described above, transport accounts for 28% of the funding gap. Available information indicates that the funding gap is likely to be greater in Phase 2 (2018 to 2022) than in Phase 1 (2023 to 2032). Phase 3 (2023 to 32) accounts for 39% of the funding gap.
- 5.9 The projects making up the £32m funding gap are:
- Primary school places (5FE or 2.5 2FE schools)
 - Secondary school places (6.2FE or 1.2 new secondary schools)
 - Primary health care (2GPs)
 - Sports and leisure (pools, halls, indoor bowls rinks, artificial pitches)
 - Potential relocation of Gurdwara Sri Guru Singh Sabha, Southall Gateway and development of St. John's Old Church Community Hub, the Green
 - Dine in Southall, Employment & Skills, Hospitality & Catering Training
 - Southall station redevelopment with enhanced interchange, cycle hub and direct street level crossing to West Southall.
 - Southall East Bridge, a cycle footbridge over railway between Merrick Road and Park Avenue
- High Street 'Shoulders', an extension of Southall Broadway project to cover the High Street east of the South Road junction
 - King Street/The Green Improvements to safety and accessibility (Southall Great Streets 5)
 - Implement Legible London signage to improve way finding; and
 - Two Quietways - Ealing to Southall and Southall to Hounslow

Key recommendations

- 5.10 The DIFS sets out a number of key recommendations for Ealing Council, the GLA and TfL, including:
- The successful delivery of the OAPF will require joint-working amongst the key public sector stakeholders including planning policy officers, development planning officers, infrastructure providers, finance officers, the London Enterprise Panel and the GLA, TfL, developers, local residents and businesses.
 - The majority of the infrastructure funding gap relates to social infrastructure. While the eligibility criteria for funds such as the Growing Places Fund and the Local Infrastructure Fund do not explicitly limit eligibility according to project type, it is likely that the strongest candidates for these funds will be hard infrastructure and transport projects as these are typically the most obvious 'show stoppers' to growth.
 - There are a number of new funding pots available specifically aimed at forward-funding infrastructure with repayment later when land value is released, and Revolving Infrastructure Funds (RIFs) are also gaining attention as a concept and could have relevance to Southall. Establishing a RIF would require further feasibility work as well as consideration of issues such as staffing, monitoring and evaluation, and contractual arrangements.
 - The most promising sources of additional funding for social infrastructure may be mainstream government funding, prudential borrowing, New Homes Bonus and other streams which form part of Ealing's wider capital programme.
 - If there were appetite for a greater level of involvement and financial commitment by the public sector, Compulsory Purchase Orders or a joint venture could be a way to maximise returns from development in the opportunity area.
 - Ealing Council needs a clear strategy for securing developer contributions in order to maximise opportunities to reduce the funding gap. The most effective approach to accessing the surplus available from development may be to remove funding gap items in Southall from the CIL Regulation 123 list so that planning obligations can be negotiated for relevant items on these sites.
- 5.11 A summary of the findings are set out in Table 5.1. For full details of the DIFS please refer to <http://www.london.gov.uk/priorities/planning/publications/southall-opportunity-area-planning-framework>

Description	Timing	Cost £,000 2014-2026	Funding 2014-2032	Funding gap/total	Funding gap/OA	Funding source	Lead partner
Education: New primary school at West Southall	2015-20	n/a	n/a	0	0	Developer	LBE
Education: New primary school at East Southall	2018-22/ post 2023	21,900	10,950	10,950	10,950	LBE/DfE, developer contributions	LBE
Education: New secondary school at Southall Gateway	TBC	22,711	13,506	9,206	9,209	LBE/DfE, developer contributions	LBE
Health care: New healthcare facility (8GPs) at West Southall	2023-32	16,400	TBC	TBC	TBC	Developer/LIFT company	NHS Ealing
Health care: Net demand (2GPs) in later years of plan period	2023-32	785	393	393	393	NHS, LBE, developer contributions	NHS Ealing
Sports: Sports pavillion, public park, tennis courts, all weather pitches at West Southall	2015-20	TBC	TBC	TBC	TBC	Developer	Developer
Sports: Financial contribution towards a new swimming pool at West Southall	2014	975	TBC	TBC	TBC	Developer	
Sports: Indicated sports facilities demand for 0.94 swimming pool, 1.33 sports halls, 0.14 centres, 0.16 artificial pitches in OA or Ealing	2023-32	8,400	6,300	2,100	2,100		LBE, GLA
Open space: 13.5ha public open space, 2.62ha playspace at West Southall	2015-20	TBC	TBC	TBC	TBC	Developer	LBE
Open space: 1.7ha public open space/linear park and playspace at Havelock	2015-20	TBC	TBC	TBC	TBC	Developer	LBE
Open space: 1ha public open space and playspace at East Southall	TBC	TBC	TBC	TBC	TBC	Developer	LBE
Open space: Estimated net demand for up to 21.6ha public open space, 1.6ha playspace, 13.3ha recreation space throughout OA	TBC	TBC	TBC	TBC	TBC	Developer	LBE
Community: Redevelopment of Dominion Centre at The Green	2014	3,049	3,049	0	0	LBE/mainstream funding	LBE
Community: Dine in Southall at Southall Manor House, The Green	2014-16	1,500	850	650	650	LBE, GLA/MRF	LBE
Community: Relocation of Gurdwara Sri Guru Singh Sabha at Southall Gateway	TBC	8,000	0	8,000	8,000	TBC/community/ developer	LBE
Community: St John's Old Church community hub, The Green	TBC	3,500	0	3,500	3,500	TBC/community	LBE
Community: Central Canalside Community Hub, Havelock	TBC	TBC	1,100	TBC	TBC	Regeneration fund, community chest	LBE

Table 1: Infrastructure schedule: Community and social (source: DIFS 2014, URS)

Description	Timing	Cost £,000 2014-2026	Funding 2014-2032	Funding gap/total	Funding gap/OA	Funding source	Lead partner
Transport: South Bridge widening	2016-21	15,000	15,000	0	0	SGS, s106, LBE	LBE
Transport: Increased flare at Beaconsfield Road/South Road/Park Avenue junction	2015	300	300	0	0	SGS, s106, LBE, Growing Places	LBE
Transport: West Southall eastern access from South Road	2015	TBC	TBC	TBC	TBC	SGW, s106	Developer
Transport: West Southall western access from Pump Road	2021	TBC	TBC	TBC	TBC	SGW, s106	Developer
Transport: Grand Union Avenue through East Southall and Havelock	TBC	TBC	TBC	TBC	TBC	Developers	LBE
Transport: Junctions to link new Grand Union Avenue	2015-17	1,000	1,000	TBC	TBC	Developer, s106, Growing Places Fund	LBE
Transport: Southall Eastern Access, new link road to connect Merrick Road to Armstrong way via Bridge Road	TBC	TBC	TBC	TBC	TBC	TBC	LBE
Transport: Armstrong Way/Windmill Lane junction	TBC	TBC	TBC	2,100	TBC	TBC	LBE
Transport: New bus services in East Southall, Havelock, West Southall	incremental	TBC	TBC	TBC	TBC	Gasworks s106	TfL
Transport: Southall station redevelopment	2021	3,550	0	3,550	1,136	CCM funding	LBE
Transport: New access road to Havelock at Glade Lane	TBC	TBC	TBC	TBC	TBC	TBC	LBE
Transport: Southall East footbridge	2017	TBC	1,000	3,300	1,056	Growing Places Fund recouped via s106 (£1m)	LBE
Transport: 'High Street Shoulders'	TBC	600	0	600	192	TBC	LBE
Transport: 2 pedestrian bridges to link West Southall to Minet Country Park	TBC	TBC	TBC	0	0	West Southall, s106	Developer
Transport: Implement Legible London	TBC	50	0	50	16	TBC	LBE
Transport: SGS 1: Southall Broadway	TBC	6,300	6,300	0	0	TfL. MRF, LBE	LBE
Transport: SGS 5: King Street/The Green improvements	TBC	1,650	0	1,650	528	LIP, developers	LBE
Transport: Public realm projects 1-9	2014-2016	2,000	2,000	0	0	MRF, LBE, LIP, s106, Highways and other PRN, Town Centre Capital Contingency, , shop front, LBE Star	LBE
Transport: 2 Quietways to Ealing and Hounslow	2015/6	2,100	0	2,100	672		LBE
Transport: Works to Bulls Bridge and J3 access to M4	TBC	TBC	TBC	TBC	TBC	Gasworks s106	Developer

Table 2: Infrastructure schedule: Transport (source: DIFS 2014, URS)

Description	Timing	Cost £,000 2014-2026	Funding 2014-2032	Funding gap/total	Funding gap/OA	Funding source	Lead partner
Utilities: District Heating Network - core	2021-26	5,700	5,700	0	0		LBE / energy services company
Utilities: On-going expansion and maintenance of gas and electricity	TBC	TBC	TBC	TBC	TBC		National Grid
Utilities: On-going expansion and maintenance of sewage	TBC	TBC	TBC	TBC	TBC		Thames Water
Utilities: On-going expansion and maintenance of water	TBC	TBC	TBC	TBC	TBC		Thames Water
Utilities: Waste management	TBC	TBC	TBC	TBC	TBC		LBE/West London
Utilities: Flood risk management	TBC	TBC	TBC	TBC	TBC		LBE, EA, DEFRA, Canals and Rivers Trust

Table 3: Infrastructure schedule: Utilities (Source: DIFS 2014, URS)

5.2 Delivering the vision in partnership

5.12 One of the recommendations of the DIFS was that joint working between key public sector stakeholders, the community and private developers and businesses would be essential to secure the delivery of the OAPF.

5.13 In advance of that recommendation, Ealing Council has already been working for a number of years on establishing effective links with the local community, public sector partners and wider business interests to discuss the future of Southall, to develop the OAPF and from now on, to implement the agreed OAPF.

5.14 The OAPF arises in part from the 'Southall Big Conversation' between the Council and the Southall community, which began in 2011 and developed into the 'Southall Charter'. These conversations have continued through three main channels:

1. The Southall Partnership
2. The Southall Big Plan monthly Steering Group and quarterly Programme Board
3. The Southall Developers' Forum

The Southall Partnership

5.15 The Southall Charter was published in 2012 and the former Local Strategic Partnership project team was established as the Southall Partnership. The Partnership comprises of stakeholders representing a cross section of public and private organisations:

- Southall Community Alliance (Chair and representing the community and voluntary sector)
- St John's Old Church (Vice Chair – and representing faith forum)
- Voluntary sector representatives
- University of West London (W5)
- Southall College
- Job Centre Plus
- Metropolitan Police
- Public Health
- Business representatives
- Ealing Council officers (Regeneration & Community Safety)

5.16 The partnership seeks to work together through pooling resources, sharing knowledge and expertise jointly to tackle areas of concern that affect communities in Southall.

5.17 In Year one the partnership was instrumental in driving the Southall Big Conversation where more than 1,400 people contributed, including residents and business owners. This defined priority areas for improving Southall and resulted in the creation of the Southall Charter.

5.18 In Year two the focus was on supporting the Champions Fund which enabled local community and local residents to bid for funds up to a maximum of £5000 per project to deliver community initiatives.

5.19 The partnership, now in its third year will continue to monitor the performance of projects listed in the Southall Charter, identify and introduce new initiatives and projects in line with the aspirations of the Southall Charter and seek to secure further funding for Southall.

5.20 The Partnership meets every 6 weeks but when required will work on specific issues and topics via smaller sub groups and will invite appropriate representatives not necessarily in the current partnership on the basis of their knowledge and expertise.

The Southall Big Plan steering group and programme board

5.21 These groups comprise members from the following public bodies and meet monthly. The quarterly group replaces the monthly body four times a year and includes senior representatives from each organisation. :

- London Borough of Ealing (Chair)
- Greater London Authority
- Transport for London
- Crossrail
- Network Rail

5.22 The purpose of the meetings is to oversee the development of the OAPF and the public programme of committed works including projects in the Mayor's

Regeneration Fund, the London Growing Places Fund and the works to replace Southall rail station and improve its surrounds as a public transport interchange for the implementation of Crossrail.

5.23 The groups have also discussed emerging proposals for a Southall Housing Zone and if this initiative goes forward will act as the project board for it. The forums enable discussion both of any Southall related initiatives backed by the public sector, and any schemes required to unlock and facilitate private schemes being promoted by land owners and developers.

5.24 They exist to enable and support all the relevant public bodies to share information and provide mutual support to bring forward schemes that support the people and businesses in Southall, including existing and new residents.

5.25 In addition to the formal monthly / quarterly meetings the GLA and LBE often participate in joint pre-application meetings with developers and land owners.

The Southall Developers Forum

5.26 This is the least well-established of the three bodies required to promote the OAPF. There have been ad-hoc meetings with some developers to discuss specific issues, such as emerging ideas for the OAPF and the Southall East Movement Framework. Local land owners and some housing associations are also members of the Southall Partnership.

5.27 Following the consultation on the draft OAPF, Ealing Council would like to establish a regular 'developers forum', open to any land owner or interested party within the opportunity area to provide a liaison point both with the Council and with each other, and to update members on key issues relating to Southall's development.

5.28 The first will be held in Summer 2014 to discuss Network Rail's proposal for the new Southall station. It is proposed to continue the forum on a quarterly basis to update on major schemes committed or in the pipeline. The group will be chaired by an officer from Ealing Council.

5.3 Schemes already underway

5.29 The DIFS highlights the fact that many of Southall's infrastructure needs have already been identified, had funding or even already been completed. Others are assumed to be funded as they form part of major Section 106 agreements, for example the agreement to deliver Southall Gas Works. Major schemes already committed by public sector partners include:

- Southall Big Plan schemes
- Southall Great Streets
- Dine in Southall
- Growing Places Fund programme

Southall Big Plan

5.30 Southall Big Plan is a catch all term for schemes that would benefit Southall, including some of the infrastructure projects set out in the DIFS, but also others, which are more focused on inward investment/economic development.

5.31 Ealing Council, in partnership with local businesses, has already invested in

improving shop fronts along key areas in Southall including a prominent block on The Broadway. Further shop front improvements are planned for The Green later in 2014 to complement the Southall Great Streets 2 and Dine in Southall projects to ensure a comprehensive holistic package of improvements.

5.32 In addition, Ealing Council has approved a capital programme for 2014-2017 which includes funding for enhanced street cleaning equipment and to transform a disused old toilet block outside the Manor House into a community café during 2014.

5.33 Ealing Council has also been working with the University of West London on a programme of fun events to animate and enhance activities on high streets in different areas of Southall. Events include; Bhangra and Zumba flash mobs, pop up bands, outdoor film screening, picnics and play days. The events will last a year with a concentration of events over the summer period. The aspiration is engage local groups in the events so they will lead, plan and deliver the events in following years.

Southall Great Streets (SGS)

5.34 In partnership with TfL and the Mayor's Regeneration Fund, Ealing council has secured funding to implement the first two of the Southall Great Streets projects; SGS1 Southall Broadway and SGS2 Public Realm Projects.

5.35 Both projects are due to complete later in 2014. The cost of both is approximately £8.5m, of which £3.5m was secured from the GLA, £3.5m from TfL and approximately £1.5m from Ealing Council's capital programme and developer contributions. Ealing Council is now in the process of securing funding and preparing to implement the remaining four 'Southall Great Streets' schemes. More detail on these schemes is set out in Chapter 3.6.

Dine in Southall (DiSh)

- 5.36 This project aims to establish a training restaurant in Southall and associated catering and hospitality facilities to support major events.
- 5.37 Initial funding and project development was contributed by Ealing Council (around £800,000) and the GLA has committed a further £780,000 from the Mayor's Regeneration Fund towards implementing the project. Ealing Council and the GLA are now exploring with local training colleges and businesses the opportunities to secure further private matched funding of approximately £800,000 to bring the project to fruition during 2015 or 2016.
- 5.38 This project will both enhance the physical fabric of the Manor House and the Green and offer training and employment opportunities for people and businesses.

Growing Places Fund programme

- 5.39 An interest free loan of £6.8m was approved in principle by the London Enterprise Panel in 2012, topped up with Ealing Council borrowing of £1m and additional developer contributions will fund an ambitious programme to 'speed up' and also to maximise development opportunities in Southall.
- 5.40 Projects within the programme include:
- Money to support land assembly in Southall Gateway to realise the vision set out in Chapter 4.2 – a coherent housing and commercial development over several privately owned sites and a new, relocated, Gurdwara (money to be repaid through subsequent land sales)
 - Money to ensure that key junction improvements can take place ahead of their S106 trigger points so as to minimise disruption to local residents and maximise cost certainty for developers (money to be repaid through Gasworks S106 contributions).

- Money to implement the junctions to the new Southall East road 'Grand Union Avenue' and unlock development sites in East Southall and Havelock Estate (to be repaid through developer contributions)
 - Money to provide matched funding for the new foot and cycle bridge (to be repaid through developer contributions.)
- 5.41 The Growing Places Loan agreement was approved in June 2014 by Ealing Council and the Mayor of London. The programme started in Summer 2014.

5.4 Opportunities for further investment

5.42 The DIFS identified a number of funding sources which public sector stakeholders could directly tap into to deliver infrastructure in Southall. Many of these are already under active consideration by Ealing Council and its partners.

5.43 In addition to those listed below, there is the possibility of securing mainstream government funds to support education and health provision. Further pots may be available for sport and parks. However, given the over-riding economic climate of austerity, these public funds will be limited and will have to be carefully prioritised to ensure value for money and maximise the outputs delivered through them.

Local Implementation Plans (LIPS) / other transport funding

5.44 Transport for London makes an annual contribution to borough budgets through the LIP funding, which is allocated on a formula basis. Boroughs need to 'use or lose' this money every year. Although it is not possible to say what funding will be available beyond current funding allocations, it is reasonable to assume that a steady stream of income will be available to LBE over future years from this source, although it is for the borough to determine priorities across the whole of Ealing, one of the largest boroughs in London.

5.45 In addition, TfL often invites bids to specific funding rounds, for cycling and walking, or other initiatives, and these may be potential sources of future funds for transport projects, alongside its more general 'major schemes' bidding pot.

Crossrail Complementary Measures Funding

5.46 As part of the TfL new Business Plan, a budget of up to £30m has been identified to spend against a line-wide series of station improvement schemes over four financial years (2015/16-2018/19).

5.47 Ealing Council worked together with partners to develop an Urban Integration Study (UIS) for each station in 2013. An application will be made in summer 2014 for public realm works at Southall Station, including an enhanced interchange, cycle hub and pedestrian crossing to West Southall.

Prudential Borrowing

- 5.48 Local authorities can borrow from the Public Works Loan Board (PWLB) at a low cost to invest in capital works and assets so long as the cost of borrowing is affordable and in line with the principles set out in a professional Prudential Code. Local authorities must use various prudential indicators to judge whether their capital investment plans are affordable, prudent and sustainable.
- 5.49 The main limiting factor on the council's ability to undertake capital expenditure is whether the revenue resource is available to support in full the implications of capital expenditure.
- 5.50 Ealing Council has made significant use of borrowing within the existing Housing Revenue Account (HRA) limits to facilitate the direct construction of around 500 new homes since 2010. To expand on this programme it needs to work outside the existing HRA limits.
- 5.51 In 2014 it established an arms-length development company called Broadway Living, to borrow and invest PWLB money in creating new and improved housing for Ealing residents. This will include a full range of tenure types with the aim of being self-financing. Initially focused on the regeneration of Copley Close, it will seek to expand its activities with a focus on Southall in due course.

Business Rates Retention (BRR)

- 5.52 The Business Rates Retention (BRR) scheme was introduced in April 2013 and provides the opportunity for Councils to retain a proportion of business rates revenue as well as growth on the revenue that is generated. The scheme could be used as a potential mechanism to provide either up front funds or as a repayment mechanism.
- 5.53 Under the BRR scheme local authorities are able to pool together on a voluntary basis to generate additional growth and smooth the impact of volatility in rates income across a wider economic area.

Mayor's Regeneration Fund and Outer London Fund

5.54 The Mayor's Regeneration Fund (MRF) and Outer London Fund (OLF) are both relevant to Ealing. The MRF, which has already supported investment in major projects in Southall, is due to end in 2015. However LBE might benefit from bidding for future funding rounds.

GLA Housing Zone

5.55 The Mayor's Housing Strategy (2014) sets out the Mayor's strategy for establishing 20 Housing Zones within London. The aim of these zones is to accelerate housing delivery in areas with high development potential. They will have a particular focus on housing delivery and incorporate specific policy interventions designed to unlock housing potential.

5.56 Detailed proposals have yet to be worked up and agreed. However Ealing Council and the GLA have been in discussions for several months and on 13 June 2014, in launching the Mayor's 'Housing Zones' prospectus, Southall was identified as a 'front runner' for support.

5.57 If Southall were to be designated a Housing Zone this could facilitate development. One measure which could be of relevance given the fragmented nature of a number of sites in the opportunity area is heightened land assembly powers including compulsory purchase orders. This would enable public sector partners to

speed up the development programme and potentially to plough some of the uplift in land value back into infrastructure. A Housing Zone designation is expected to last for around 10 years.

5.58 In addition, there are a number of funding pots available to support the delivery of housing outside Housing Zones or alongside Housing Zone funding within a designated Housing Zone. These include Build to Rent (HCA), the Affordable Housing programme (GLA) and the potential London Housing Bank, which would provide low cost loans to Registered Providers.

New Homes Bonus

5.59 New Homes Bonus is additional funding made available by the Government to councils to 'reward' them for allowing new homes to be built in their area. Over time, Ealing Council expects that funding will become available following new home building in Southall which could potentially be used to support in the provision of infrastructure further down the line.

Local Infrastructure Fund (LIF)

5.60 The Local Infrastructure Fund (LIF) is administered by HCA with repayments from successful applicants being made to the HCA.

5.61 A £1 billion extension of the LIF for large scale housing sites was confirmed in autumn 2013, which will help to unlock around 250,000 homes over 6 years. To be eligible for funding schemes must include a minimum of 1,500 housing units and be able to show strong local support for the scheme.

5.62 The HCA will run an annual open competition for funding from 2015 onwards and will engage with the GLA regarding projects in London.

European Structural and Investment Funds

5.63 The 'European Structural and Investment Funds Growth Programme for England' is a combination of the European Regional Development Fund, the European Social Fund and part of the European Agricultural Fund for Rural Development.

5.64 The relevant bodies and LEPs were informed in June 2012 of their provisional allocations of the European Regional Development Fund and the European Social Fund for 2014-2020, which total to over £5 billion for England as a whole. The London Enterprise Panel (LEP) has been awarded £670m to invest in driving economic development and growth for London. These funds are anticipated to be combined with Local Growth Funding and Growth Deal Funding to deliver complementary activities.

5.5 Developer contributions

- 5.65 The DIFS notes that development conditions in Southall are currently challenging due to relatively low land, commercial and residential values.
- 5.66 However, assuming that there would be a significant rise in values over time, the viability work carried out for the DIFS indicates that there would be an overall surplus from development of £17m for the five sites modelled in the viability assessment at the end of the development timescale.
- 5.67 In addition, the DIFS assumes that around £4m could come forward from the Community Infrastructure Levy (CIL - if Ealing Council adopts a CIL approach as set out in its consultation document of December 2013) and £6m from s106 during the development period (if key items of infrastructure are removed from the regulation 123 list so as to allow them to be liable for S106).
- 5.68 This potential funding pot is crucial to help meet the overall funding gap for infrastructure within the opportunity area.
- 5.69 Ealing Council and the Mayor of London believe that housing delivery in Southall should be accelerated, rather than held back waiting for values to generate sufficient developer interest. Hence the Growing Places Fund has been awarded to speed up delivery and there are ongoing discussions about a Southall Housing Zone. However, as a rule, any upfront public investment that benefits developers in the short term must be captured and returned to the public purse as land and property values rise.
- 5.70 Developers and land owners in the Southall opportunity area should be aware that they are required to make a significant contribution to the cost of infrastructure over the long term. Where possible Ealing Council will work with developers to delay payments and to support developer cash flows but ultimately, land should be valued having regard to the need to ensure that development is sustainable and makes a significant contribution to the infrastructure required to support growth, including social, community, transport and hard infrastructure.
- 5.71 In addition, Ealing Council requires the maximum reasonable amount of affordable housing to be provided within a strategic borough target of 50%. Current values demonstrate that this will be challenging for developers in the short term.
- 5.72 However the Council will wish to ensure that there are sufficient robust review mechanisms within planning consents for large schemes to ensure that even if a low percentage of affordable housing is deliverable in phase 1, developers should deliver more in later phases as land values rise. Any funding secured from the GLA 'Housing Zone' pot will be used to accelerate delivery of all types of housing, including affordable housing or a range of tenures and sizes.

5.6 Monitoring and review

- 5.73 Progress towards implementing the vision of the OAPF will be reported annually through Ealing Council's Annual Monitoring report (AMR) and also through the GLA's London Plan AMR.
- 5.74 The Southall Big Plan monthly Steering Group and quarterly Programme Board will keep specific projects under review and co-ordinate public sector bidding and spending priorities. The Southall Partnership will continue to act as the key umbrella body for local private, public, voluntary, community and faith groups to share information and co-ordinate their work.
- 5.75 The OAPF itself will be reviewed periodically, when appropriate, and certainly within 10 years of adoption.

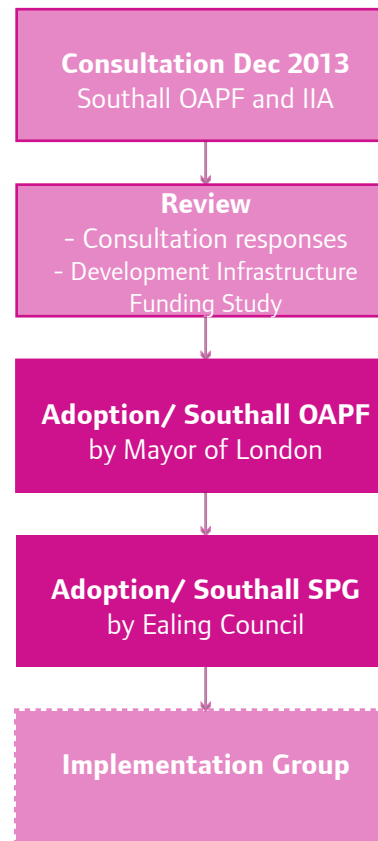


Fig 5.1 Next steps





A

APPENDIX

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A1 Evidence base

Greater London Authority

- **The London Plan** 2011
- **Revised Early Minor Revision to the London Plan** 2013
- **Further Alterations to the London Plan** 2014
- **Housing Strategy and Housing** Supplementary Planning Guidance, 2012
- **Mayor's Land for Industry and Transport** Supplementary Planning Guidance, 2012
- **Mayor's Transport Strategy** Transport for London, 2010

London Borough of Ealing

- **Ealing Development (or Core) Strategy** Development Plan Document, 2012
- **Ealing Development Management** Development Plan Document, 2013
- **Ealing Development Sites** Development Plan Document, 2013
- **Ealing Local Implementation Plan** 2011
- **Ealing Green Space Strategy** 2012
- **Ealing Heat Mapping Study** 2010
- **Ealing Urban Realm Strategy** 2011
- **Ealing Strategic Flood Risk Assessment** 2008
- **Ealing Surface Water Management Plan** 2011
- **Cycling in Ealing 2013-2014** 2013
- **A Framework for Southall** 2008
- **Southall Development Study** 2010

Public bodies

- **Southall Characterisation Study** London Borough of Ealing & Greater London Authority, 2013
- **Southall at Work** London Borough of Ealing & Greater London Authority, 2012
- **West London Waste Plan** Proposed submission West London Boroughs, 2014

Other consultants

- **Southall Charter**
Southall Partnership, 2012
- **Southall OAPF Transport Study**
AECOM/TfL, 2013
- **Southall OAPF Highway Modelling
Conclusion Report**
Steer Davies Gleave, 2013
- **Southall Property Market Appraisal**
GVA, 2012
- **Southall OAPF Development
Infrastructure Funding Study**
URS, 2014
- **Southall Gateway Masterplan**
Landolt+Brown/John McAslan + Partners
2013
- **Southall East Movement Strategy
Summary** Landolt+Brown May 2014

A2 Southall site allocations

The Development Sites DPD (Ealing 2012) identified 10 sites shown in Fig 1.2 which have a key role to deliver the objectives of revitalising Southall town centre.

SOU01 Southall Market (1.49ha)

Indicative delivery: 2016-2021

Current use: Lidl supermarket and associated car parking, retail and residential.

Proposed allocation: Mixed use development appropriate to the town centre, including the retention and refurbishment of listed building and provision of a street market.

SOU02 Iceland, Quality Food (1.23ha)

Indicative delivery: 2021-2026

Current use: Commercial, two supermarkets and associated surface level car park.

Proposed allocation: Mixed use development appropriate to the town centre, including the provision of a range of retail/commercial unit sizes appropriate to a variety of occupier requirements.

SOU03 Beaconsfield Road (3.23ha)

Indicative delivery: 2011-2021

Current use: Primary school, college, church/community uses and former Royal Mail sorting office.

Proposed allocation: Continued education and community use, with an introduction of complementary mixed use development appropriate to the town centre including A1/A2/A3, flexible business space and residential.

SOU04 Southall Crossrail station (4.79ha)

Indicative delivery: 2011-2021

Current use: Place of worship/community facility, various industrial, sui generis and retail.

Proposed allocation: Comprehensive redevelopment with mixed uses appropriate to the town centre around the Crossrail station and community/employment/residential to the east of the existing pedestrian footbridge. Retention of the Gurdwara Sri Guru Singh Sabha.

SOU05 Southall West (37.23ha)

Indicative delivery: 2011-2031

Current use: Former gas works currently used as a long stay car park for users of Heathrow Airport.

Proposed allocation: Residential-led mixed use development including retail, office, community, health, education, hotel, leisure, sports and public open space.

SOU06 Southall East (9.21ha)**Indicative delivery:** 2011-2026**Current use:** Flexible workspace units, light industrial, industrial, storage and distribution.**Proposed allocation:** Mixed use development including flexible employment floorspace (B1) and residential ancillary commercial and community uses.**SOU07 Havelock Estate (18.14ha)****Indicative delivery:** 2011-2021**Current use:** Residential with retail units on Hunt Road.**Proposed allocation:** Residential with ancillary commercial and community uses.**SOU08 The Green (8.30ha)****Indicative delivery:** 2021-2026**Current use:** Retail, commercial, community, Dominion Arts Centre, light industrial and industrial, surface level car park.**Proposed allocation:** Mixed use development appropriate to the town centre, with continued protection of existing industrial uses on the Featherstone, Dominion and Suterwalla estates as a Locally Significant Industrial Site.**SOU09 St John's Church Hall {St John's Old Church} and Bus Depot (0.46ha)****Indicative delivery:** 2011-2021**Current use:** Vacant Church Hall and cemetery, hard landscaped square and church depot.**Proposed allocation:** Continued community use with an introduction of complementary mixed use development appropriate to the town centre including A1/A2/A3, flexible business space, residential and community open space.**SOU10 Johnson Street (2.89ha)****Indicative delivery:** 2021-2026**Current use:** Community centre and industrial units.**Proposed allocation:** Mixed use development for residential and business use. Retention of community centre.

A3 Ealing Development Strategy policies

Policy 2.8: Revitalise Southall Town Centre

- A** To regenerate Southall Town Centre leading to the provision of up to 3,320 additional mixed tenure homes.
- B** To re-configure the boundaries of Southall Town Centre to incorporate the major retail development on Southall Gas Works site whilst at the same time excluding the area south of The Green. The centre will provide a high quality mainstream retail offer to complement the Asian offer elsewhere within the centre including the development of up to 24-32,000 sqm of gross retail floor space, provision of town centre parking on the Southall Gas Works site and a package of bus improvement measures so that visitors can visit other parts of the centre. King Street will be re-branded as a neighbourhood shopping centre serving Southall Green.
- C** To promote The Broadway, South
- Road and The Green as an 'Asian Gateway' with a strong cultural offer for banqueting, conferencing, festivals and performing arts, along with Asian retailing and restaurants.
- D** To modify Southall station to cater for Crossrail services to provide increased capacity, improved facilities, enhanced station integration and interchange, to widen the South Road bridge to facilitate bus movement and a high quality pedestrian environment and to permit high densities appropriate for development in the vicinity subject to improvement of physical infrastructure in the station area.
- E** To provide additional community facilities – including a new community hub comprising a library and health centre, extended schools facilities and a new two or three form entry primary school with community access.
- F** To build up to 2,620 new homes on the Southall Gas Works site by 2026 (out of a planned total of 3,750) with a balance of market, affordable housing and family housing with bigger unit sizes to reflect household characteristics in Southall and the borough's housing needs, to provide a range of supporting physical, social and green infrastructure and to implement a Low Emission Strategy.
- G** To make junction and wider improvements along the South Road corridor to improve capacity and journey time reliability.
- H** To further explore opportunities for creating a district energy network.
- I** To cater for and enhance Southall's heritage assets through proposals such as the refurbishment of the Manor House, Southall Town Hall and the Himalaya cinema to accommodate a range of retail and community uses whilst establishing linkages to wider regeneration proposals affecting the town centre.

Policy 2.9: Regenerate the Havelock Area

- A** To redevelop and refurbish the Havelock Estate to achieve an attractive and popular residential locality, with improved public transport accessibility and easy pedestrian access to Southall Town Centre. This will lead to the provision of 193 additional mixed tenure homes.
- B** To improve the overall quality of Southall's green space, upgrade the security of the existing park between railway and canal with cycle access at all entrances and introduce new residential and canal development with residential moorings, workshops and facilities. The Metropolitan Open Land and Public Open Space designations at Glade Lane will all be retained.
- C** To regenerate the Middlesex Business Centre and environs with a mixed employment and other uses, possibly including housing provision but retaining job potential equivalent to the existing provision.
- D** To improve the towpath, including creating a bypass for the steep ramp by the lock for cycles and wheelchairs.