

# Mayor's Office

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**Our ref:** PDU/2310/CMD02  
**Your ref:** P/2008/3981-S  
**Date:** 22 December 2009

For the attention of: **Mr Jason Kaye**

Dear Ms Winwood,

**Town & Country Planning Act 1990 (as amended); Greater London Authority Acts 1999 and 2007; Town & Country Planning (Mayor of London) Order 2008 ("the Order")  
Southall Gas Works Site (West Southall)  
Local Planning Authority Reference: REF P/2008/3981-S**

## **Direction under Section 2A of the 1990 Act**

I refer to your email of 9 December 2009 informing me that Ealing Council is minded to refuse planning permission for the above planning application. I refer you also to the notice that was issued on 10 December 2009 under the provisions of article 5(1)(b)(i) of the above Order.

Having now considered a report on this case, reference PDU/2310/03 (copy enclosed), I hereby direct (under article 7 of the above Order and the powers conferred by Section 2A of the 1990 Act) that I will act as the local planning authority for the purposes of determining the above planning application **and the connected conservation area consent**. My reasons are as follows:

- a) The development would have a significant impact on the implementation of the London Plan:
- This application would be in accordance with current and emerging strategic policy for Southall Opportunity Area and is integral to supporting the implementation of the London Plan in developing other identified opportunity areas.
  - This application proposes 3,750 new homes to be delivered over a 15-year building programme. The proposal therefore has a significant impact on the delivery of London Plan in terms of housing delivery.
  - This application proposes the development of a range of employment generating land uses that would support existing and emerging strategic policy for Southall in terms of generating

employment. Moreover, the potential employment generated by the proposed development would be fundamental to implementing emerging policies to improve economic growth in outer London.

- This application proposes up to 20,050 sq.m. of retail is proposed, broken down into 5,850 sq.m. of convenience goods floorspace (supermarket) and 14,200 sq.m. of comparison goods floorspace. Therefore this application would be important to improving the vitality and viability of Southall Major Centre and hence have a significant positive impact upon the implementation of strategic policies relating to town centres.
- This application includes 9,650 sq.m. of hotel development, which will contribute to the implementation of London Plan policy 3D.7, which identifies the need to provide 40,000 net additional hotel bedrooms by 2026.

b) The development would have a significant effect on more than one borough:

- This part of the test does not apply, as application involves more than 150 houses.

c) There are sound planning reasons for my intervention:

- The Southall Gas Works site has been identified as part of the wider Heathrow Opportunity Area in the London Plan, a designation that has been further reinforced in the draft replacement London Plan. Failure to develop a large mixed-use development on this brownfield site would be contrary to implementing strategic policy of the London Plan, which is a sound planning reason for my intervention.
- The proposal includes 3,750 new homes in the Opportunity Area, which is essential in delivering Ealing's annual monitoring target for housing, and consequently the housing target of the London Plan. Policies 3A.1 and 3A.2 of the London Plan and emerging policy 3.3 of the draft London Plan provide a sound planning reason for intervention so that my draft target of 33,400 additional homes per annum, between 2011 and 2021, is delivered across London. Furthermore, the applicant has agreed to a 30% offer of affordable housing which is integral to achieving a mixed and balanced community in Southall and very significant for delivery of the affordable housing target for London as a whole.
- The application includes large areas of commercial, retail and leisure floor space that would help generate employment and achieve the 2,000 new jobs, which the draft opportunity area designation demands. There are sound planning reasons for intervention in this regard as the delivery of these employment generating uses are significant in developing London's economy (policy 3B.1) and improving employment opportunities for Londoners (policy 3B.11). Given the site's location in outer London, emerging policy 2.7 in the draft replacement London Plan provides a sound planning reason for intervention in order to improve economic growth in outer London boroughs.
- In addition to employment, the extension of Southall Major Centre would further improve vitality and viability and strengthen the wider role of the centre. There is a sound planning reason to intervene in this regard, which is supported by London Plan policies 2A.8, 3D.1, 3D.2 and 3D.3. Additionally, table A1.1 of the draft London Plan states *"the imperative to deliver genuine linkages between the Southall Gas Works site and existing Southall centre must be secured"*.

I must also have regard to targets identified in development plans. The consultation draft London Plan has a target of 33,400 additional homes per annum, between 2011 and 2021, to be delivered across London; the draft opportunity area designation demands the creation of 2,000 new jobs; and there is a 40,000 target of additional hotel rooms to be delivered across London by 2026. Ealing Council does not have any adopted development plan targets for housing, employment in terms of office and retail floor space or hotel development.

I recognise that Ealing delivered 1,041 new units during 2007/8, which equates to 114% of the 915-unit minimum. However, this application proposes 3,750 new homes to be delivered over a 15-year building programme, which could potentially equate to the delivery of 250 homes per year in the borough. The housing delivery on this site is therefore fundamental to the implementation of the emerging policies of the draft London Plan in term of delivering homes across London. For example, draft policy 3.3 'Increasing housing supply' seeks 33,400 additional homes across London between 2011 and 2021; therefore this site alone has the potential to deliver 7.5% of this London-wide target over a 10-year period during which 2500 new homes could be delivered.

In terms of employment, within Southall Green and Southall Broadway (wards that geographically form the draft Southall Opportunity Area), figures from 1999 to 2009 illustrate that a total of 3,461 sq.m retail space has been completed, 529 sq.m is currently under construction and 1,067 sq.m has been permitted but not yet constructed. In relation to B1 office space total of 5,841 sq.m B1 space has been completed, 0 sq.m is currently under construction and 316 sq.m has been permitted but not yet constructed. These figures clearly illustrate that Ealing Council has performed poorly in supply of these primary employment generating floor spaces in what is now the area identified as Southall Opportunity Area under the draft replacement London Plan.

The application represents EIA development for the purposes of the Town and Country Planning (Environmental Impact Assessment) (England and Wales) Regulations 1999. I have taken the environmental information made available to date into consideration in formulating my decision.

In due course I will notify you of the date of the representation hearing (if one is requested) and I will consult you on any draft planning obligation and/or conditions.

Please also ensure that a copy of this direction is placed on Part 2 of the register required to be kept by article 25 of the General Development Procedure Order (GDPO).

Yours sincerely



**Boris Johnson**  
Mayor of London

cc Richard Barnes, London Assembly Constituency Member  
Jenny Jones, Chair of London Assembly Planning and Housing Committee  
Ian McNally & John Pierce, GoL  
Colin Lovell, TfL  
Javiera Maturana, LDA