

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

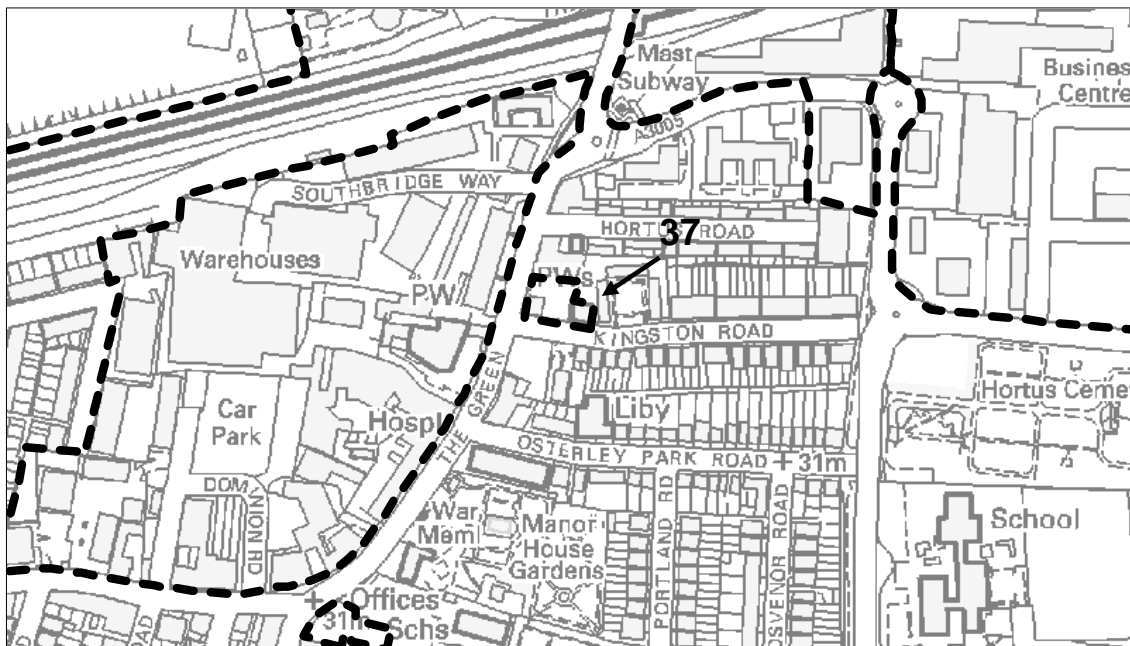
This document should be read with the Planning and Transport Statement for the Southall area.

| | |
|------------------|---|
| Site | 37 |
| Address | 35-43 (odd) The Green, UB1 |
| Area | Southall |
| Site Area | 0.13 ha (0.3 acres - 1,300 m ²) |

SUMMARY

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

SITE PLAN



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

INDICATIVE DEVELOPMENT CAPACITY*

| | |
|--|--|
| Overall Capacity | |
| Existing Estimate (m ²): | 575 |
| Potential floor space (m ²): | 1,950 (1:1 plot ratio and 75% site coverage) |

| | |
|--|------------------|
| Housing | |
| Existing Estimate (m ²): | u/k |
| Potential floor space (m ²): | 700 |
| Potential Number of Units: | 10 (2 bed units) |

| | |
|--|-----|
| Retail/Leisure | |
| Existing Estimate (m ²): | 150 |
| Potential floor space (m ²): | 150 |
| Potential Jobs:** | 3 |
| (1:50m ² ratio used) | |

| | |
|--|-----|
| Employment | |
| Existing Estimate (m ²): | - |
| Potential floor space (m ²): | 950 |
| Potential Jobs:** | 38 |
| (1:25m ² ratio used) | |

| | |
|--|--------|
| Community Facilities | |
| Type: | Church |
| Existing Floor space (m ²): | 150 |
| Potential floor space (m ²): | 150 |

| | |
|--------------------------|--|
| Public Open Space | |
| Type: | Local Park |
| Deficiency Area | Yes |
| Potential OS: | Potential for contribution to provision of local parks within the area |

| | | | |
|---|-----|---------------------|-----|
| Key Transport Infrastructure Considerations (See General Planning Information) | | | |
| Bus Routes: | - | Rail / Tube: | - |
| Roads / Juncs: | - | Traffic Management: | - |
| Cycle Routes: | - | Pedestrian Routes: | - |
| City Car Club: | Yes | Green Travel Plan: | - |
| Servicing: | Yes | Car Parking: | Yes |
| Comments: Rear servicing and access, parking restraint | | | |

| | |
|-------------------------|------|
| Site Adjustment | None |
| Potential Units / Jobs: | |
| Justification: | |

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

**Jobs estimation see appendices

SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description

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

Town planning land use/Context

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

Current site activity

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

Current planning/development control status

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

Relevant Policy Considerations

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

Current access context

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

CONSTRAINTS AND OPPORTUNITIES

Constraints

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

Opportunities

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

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix

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

Urban Form

Site/block layout

- Development should retain high street frontage and improve existing pedestrian environment
- Perimeter block
- Improved block structure with corner building being accentuated
- 'Wrap' active frontage around the corner to Kingston Road

Character

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

Access/Transport

- Parking restraint
- Rear servicing and parking

Public Open Space/Public Environment

- Potential for contribution to provision of local parks within the area
- Improvements to pedestrian environment

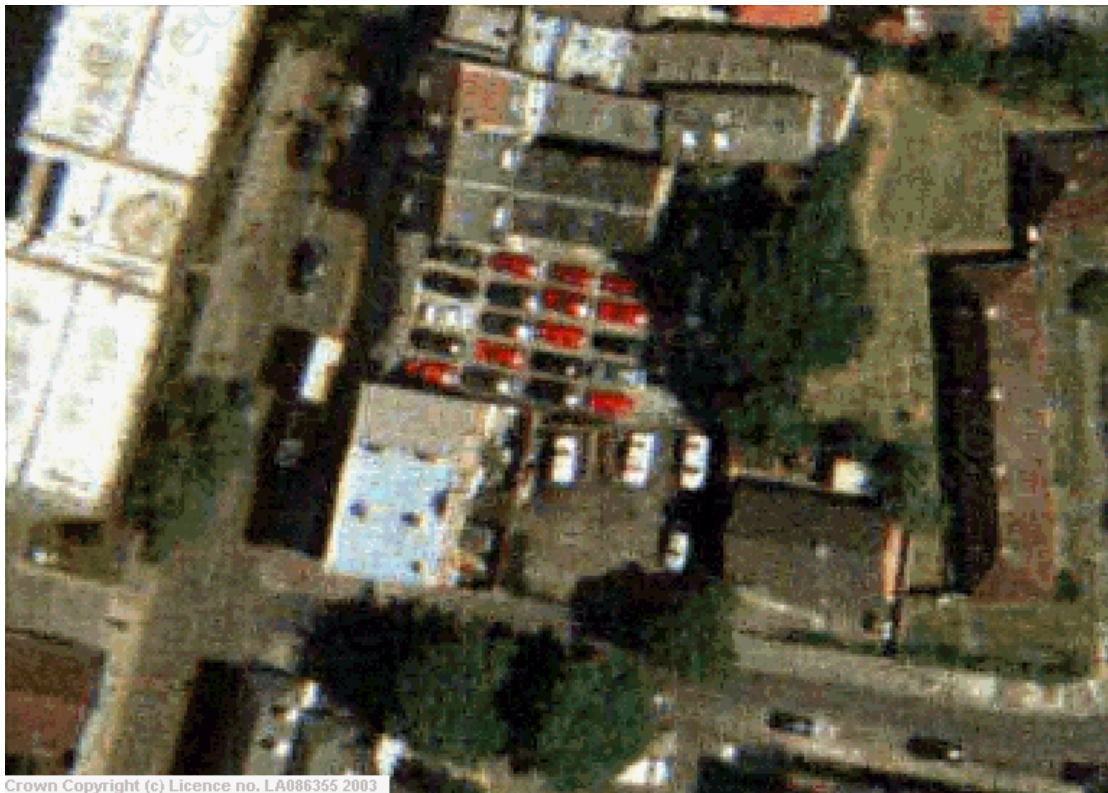
Land Use development and Management Issues

- Town Centre Management opportunity

SITE PHOTO



AERIAL PHOTO



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