

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

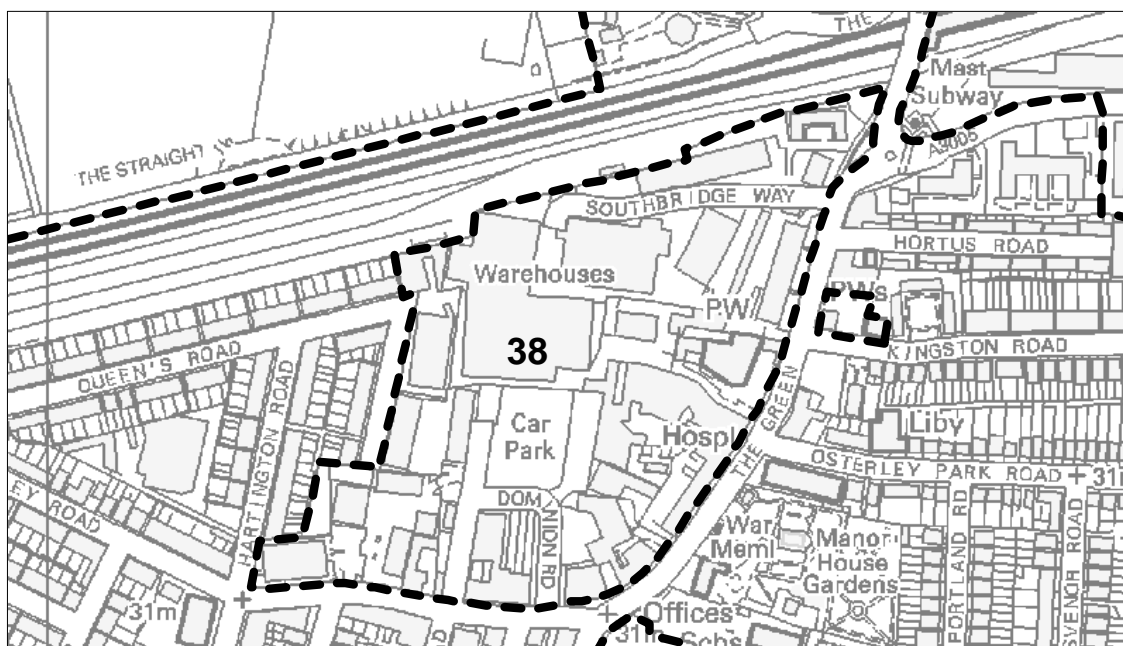
This document should be read with the Planning and Transport Statement for the Southall area.

Site	38
Address	The Green, Southall West, UB2
Area	Southall
Site Area	8.45 ha (21 acres - 84,500 m ²)

SUMMARY

Development Aims	Vibrant major employment estate with excellent transport links
Land Uses	Employment uses including general and light industrial, offices and mixed use including community and leisure use, retail and cafes, residential (including flats over shops), car parking
Overall Capacity using 1:1 PR and 75% coverage	84,500 m ² (36,500 m ² additional over existing)
Key Design Principles	Improved block structure; variety of plot sizes; building heights decreasing north to south across site
Key Transport Issues	Structured internal road layout; improved and new accesses onto The Green and Featherstone Road; retain public car parking, Southall Gateway Link Rd

SITE PLAN



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

INDICATIVE DEVELOPMENT CAPACITY*

Overall Capacity	
Existing Estimate (m ²):	62,000
Potential floor space (m ²):	84,500 (1:1 plot ratio and 75% site coverage)

Housing	
Existing Estimate (m ²):	3,000
Potential floor space (m ²):	14,000
Potential Number of Units:	150 (mixed)

Retail/Leisure	
Existing Estimate (m ²):	2,500
Potential floor space (m ²):	3,500
Potential Jobs:**	100

Employment	
Existing Estimate (m ²):	52,000
Potential floor space (m ²):	63,000
Potential Jobs:**	1,650 (1:50m ² ratio used)

Community Facilities	
Type:	Social clubs, gyms, leisure, library
Existing Floor space (m ²):	3,000
Potential floor space (m ²):	4,000

Public Open Space	
Type:	District and Local Park
Deficiency Area	Yes
Potential OS:	Potential contribution to local park provision

Key Transport Infrastructure Considerations (See General Planning Information)			
Bus Routes:	-	Rail / Tube:	Yes
Roads / Juncs:	Yes	Traffic Management:	Yes
Cycle Routes:	Yes	Pedestrian Routes:	Yes
City Car Club:	Yes	Green Travel Plan:	Yes
Servicing:	Yes	Car Parking:	Yes
Comments: New road layout, new/improved access to site, retention of car park facility on site, potential station improvements, traffic impact assessment required, improvement to pedestrian and cycle routes and links within site, pedestrian and cycle links to British Gas site			

Site Adjustment	
Potential Units / Jobs:	1:1 plot ratio at 75% below UDP standard 2:1 at 75%
Justification: Industrial location, surface car park retained	

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

**Jobs estimation see appendices

SITE LOCATION, DESCRIPTION AND PLANNING STATUS

Site description

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

Town planning land use/Context

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

Current site activity

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

Current planning/development control status

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

Relevant Policy Considerations

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

Current access context

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

CONSTRAINTS AND OPPORTUNITIES

Constraints

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

Opportunities

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

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix

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

Urban Form

Site/block layout

- Rationalised block and street layout
- Range of plot and building sizes
- Development decreasing in height from north to south across the site
- Central car park

Character

- Quality major employment estate with a vibrant activity mix and public transport access

Access/Transport

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

Public Open Space/Public Environment

- Potential contribution to local park provision in the area

Land Use development and Management Issues

- Estate management opportunity
- Multiple ownerships

Design Principles

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

SITE PHOTO



AERIAL PHOTO

