

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

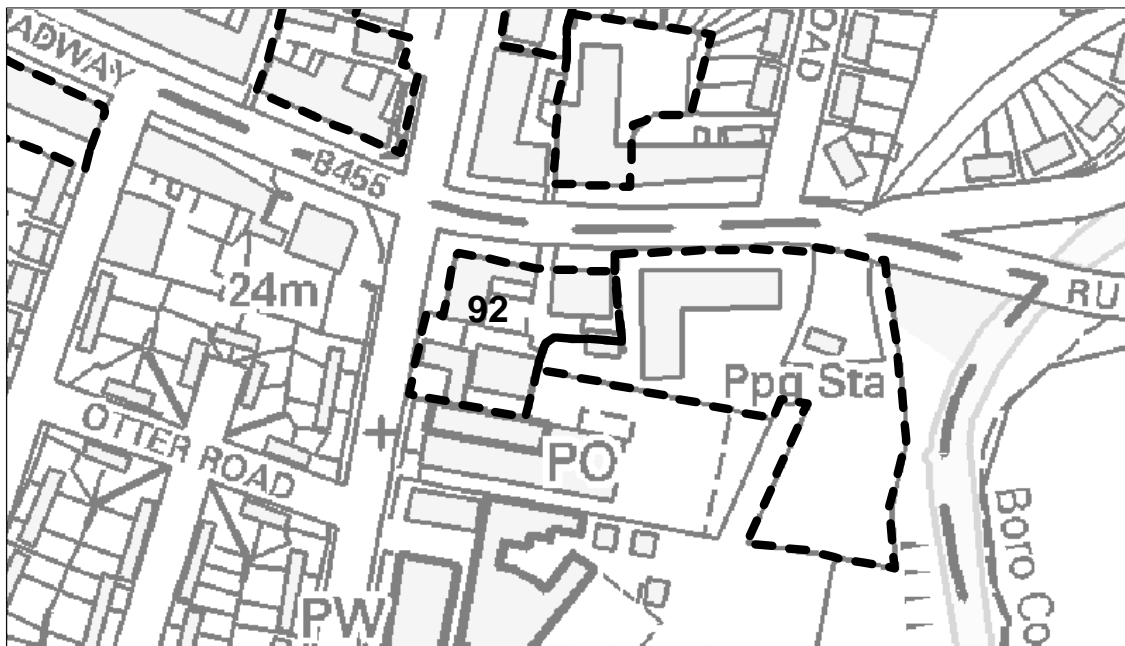
This document should be read with the Planning and Transport Statement for the Greenford/Northolt/Perivale area.

Site:	92
Address:	311-319 Ruislip Road East/412-424 Greenford Road, UB6
Area	Greenford/Northolt/Perivale
Site Area:	0.30 ha (1.00 acre - 3,000 m ²)

SUMMARY

Development Aims Improved town centre core
Land Uses Mixed use - retail with residential and offices
Overall Capacity 3:1 plot ratio and 75% site coverage 9,000 m ² (6,800 m ² additional over existing)
Key Design Principles Retain perimeter block form - improve public realm
Key Transport Issues Servicing and parking

SITE PLAN



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

INDICATIVE DEVELOPMENT CAPACITY*

Overall Capacity

Existing Estimate (m ²):	2,200
Potential floor space (m ²):	9,000 (3:1 plot ratio and 75% site coverage)

Housing

Existing Estimate (m ²):	u/k	Potential Number of Units:	50 (2 bed)
Potential floor space (m ²):	3,000		

Retail/Leisure

Existing Estimate (m ²):	1,100	Potential Jobs:**	60
Potential floor space (m ²):	3,000		

Employment

Existing Estimate (m ²):	1,100	Potential Jobs:**	120
Potential floor space (m ²):	3,000		

Community Facilities

Type:	-
Existing Floor space (m ²):	-
Potential floor space (m ²):	-

Public Open Space

Type:	-
Deficiency Area	-
Potential OS:	-

Key Transport Infrastructure Considerations (See General Planning Information)

Bus Routes:	Yes	Rail / Tube:	-
Roads / Juncs:	Yes	Traffic Management:	-
Cycle Routes:	Yes	Pedestrian Routes:	-
City Car Club:	Yes	Green Travel Plan:	-
Servicing:	Yes	Car Parking:	Yes

Comments: Residential development may be subject to 'low car housing' policy. Increased PR will impact on parking provision.

Site Adjustment

Potential Units / Jobs:
Justification: Increased PR due to town centre location

* 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

- Prominent site in the heart of Greenford town centre
- At town centre cross roads with Ruislip Road (The Broadway) and Greenford Road
- The site consists of mixed use retail with residential over at the junction
- Poor quality development at such a prominent location

Town planning Land use/Context

- Within Greenford TC Envelope
- District Centre designation
- Buildings with façade value
- Uses -
 - A1, A2, A3 - (Shops, professional, food and drink)
 - B1 - (Business, Offices)
 - C3 - (Residential)

Current site activity

- Active, retail, residential and offices

Current planning/development control status

- Change of use of detached out building into studio flat. Decision: Pending
- P/2004/5306

Relevant Policy Considerations

- Community & Local Neighbourhood Renewal Strategy
- Greenford Town Centre Strategy

Current access issues

- On strategic routes - A4127 and B455
- Easy access to Western Avenue - A40
- Within 50m of number of 2 bus stops serving 6 bus routes linking Ealing Broadway (E1, E2, E7, E9, E10, E11)
- On proposed designated cycle route
- Controlled parking zone
- Speed restrictions along The Broadway

CONSTRAINTS AND OPPORTUNITIES

Constraints

- High current occupancy levels including residential
- Site access and future servicing access
- Multiple ownerships
- Backland site needing comprehensive redevelopment if to succeed

Opportunities

- Highly accessible site in a town centre location
- Interchange opportunities if connected to bus layover facilities in Windmill Lane

- Combined TC/gateway site with high street frontage
- Corner site of importance
- Precedent set for 3 storey frontage onto The Broadway
- Mixed use opportunity
- Improved architectural quality and pedestrian environment
- Introduce residential into the town centre
- Opportunity to 'extend' the high street uses

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix

- Mixed use - retail with residential and offices
- Affordable housing contribution

Urban Form

Site/ block layout

- Perimeter block development
- Address the high street with active uses, particularly at ground floor
- Accentuate corner site through height differentiation

Character

- Town centre with mix of scales and uses; permeable frontages and quality public realm
- Potential to change the character of the town centre

Access/Transport

- Possibly junction improvements at The Broadway and Greenford Road
- Parking restraint - Zone 1 parking - maximum parking requirement is lower

Public Open Space/Public Environment

- Improved public realm environment

Land Use development and Management Issues

- Multiple ownership
- TC Management Contributor
- Site requires a Flood Risk Assessment as it is within the Fluvial Flood Plain

SITE PHOTO



AERIAL PHOTO



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