

A stylized map of Ealing and surrounding areas, including Northolt, Greenford, Perivale, Park Royal, Hanwell, Ealing, Acton, Southall, and West Ealing. The map is overlaid on a blue background.

Development Sites

Development Plan Document



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Please note that this document was published and printed in September 2014 and contains formatting changes and minor grammatical and other modifications from the rough edit version produced in December 2013.

Introduction

The Development Sites DPD supports the delivery of the Development Strategy through allocating land for a particular use or type of development. Site allocations seek to deliver specific objectives within the Development Strategy and support/promote proposals for the use of land. Therefore only those sites that are considered central to delivering the policies and objectives of the Development Strategy DPD, and likely to come forward during the lifetime of the Local Plan (2011-2026), are included in the Development Sites DPD.

The Development Sites DPD supports a strategic and proactive approach to development and change, by ensuring the most suitable sites are brought forward, and that the most appropriate combination of uses and scale of development are promoted on each site. This certainty about the nature and location of future development also supports the more effective planning of the infrastructure necessary to support growth. 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 long term.

Policy Context

The Development Sites DPD complements the Development Strategy DPD (adopted April 2012), which sets the overarching vision for the borough, and the Development Management DPD, which guides decisions on planning applications in the borough. Together with the London Plan 2011 these documents form the statutory Local Plan for the borough.

National Policy

The National Planning Policy Framework (NPPF) was published in March 2012, revoking and replacing Planning Policy Statements, Planning Policy Guidance and selected Circulars. The NPPF sets out the Government's planning policies for England and how they should be applied; the NPPF must be taken into account in the preparation

of local and neighbourhood plans, and is a material consideration in planning decisions.

The structure and content of the Development Sites DPD has had particular regard to the support within the NPPF for the allocation of sites to support sustainable economic development, the delivery of high quality new homes, the vitality and viability of town centres, and the role of good design in making places better for people.

In drawing up Local Plans, the NPPF directs local authorities to positively and proactively encourage sustainable economic growth, including the identification of strategic sites to meet anticipated needs over the plan period. Within town centres, local authorities should allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed to support the viability and vitality of town centres as the heart of their communities.

The NPPF considers that good design is a key aspect of sustainable development, indivisible from good planning. It therefore directs that Local Plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area. These policies should be based on stated objectives for the future of the area and an understanding and evaluation of its defining characteristics. Design policies should avoid unnecessary prescription or detail, and concentrate on guiding the overall scale, density, massing, height, landscape, layout, materials and access of new development in relation to neighboring buildings and the local area more generally.

Regional Policy

The London Plan identifies two Opportunity Areas within the borough, at Park Royal and Southall, expected to accommodate a significant amount of new jobs and homes. For each Opportunity Area within London the Mayor, in partnership with the relevant borough(s), produces an Opportunity Area Planning Framework (OAPF). The Park Royal OAPF was adopted in January 2011, and the Southall OAPF was adopted in July 2014.

This Development Sites DPD has taken account of current and emerging national and regional planning policy, and is therefore consistent with the NPPF and in general conformity with the London Plan 2011.

Ealing's Spatial Objectives

There will be significant change in Ealing over the 15 year life of the plan, with major new opportunities and challenges that need to be planned for. The overarching strategy to manage this growth, as set out within the Development Strategy, seeks to identify and promote those areas 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.

These locations are primarily along the Uxbridge Road/Crossrail and the A40/Park Royal corridors. These two east-west corridors include Ealing's main town centres, Park Royal Industrial Estate (the largest in Europe), and the borough's five Crossrail stations which will provide a major impetus for growth and development. To ensure that future development contributes to making places where people want to live and work, the Development Sites DPD translates this strategy to the sites level, focusing on the key sites within those areas most able to accommodate growth:

- Acton
- Ealing
- Greenford
- Hanwell
- Southall

The document is organised into sections that reflect these areas, prefaced by an explanatory section regarding the process for site selection and general considerations that apply to all of the allocations. Significant sites not associated with an identified town centre are considered within the 'Other Important Sites' section.

The Development Sites

The Development Sites DPD is not an exhaustive list of sites with development potential and/or suitable for development within the borough. Only those sites that are considered central to delivering the policies and objectives of the Development Strategy DPD, and likely to come forward during the lifetime of the Local Plan (2011-2026), are included in the Development Sites DPD. While a large proportion of the development in the borough occurs on smaller sites that when taken together make an important contribution to achieving the vision for Ealing, the borough-wide development policies are sufficient to guide planning decisions on these small sites individually.

Site Selection Process

During preparation of the Development Sites DPD, over one hundred sites were considered for inclusion. Potential sites were drawn from a variety of sources, including the evidence base for the Local Plan, including the London Housing Capacity Study, Employment Land Review, and various Town Centre and Opportunity Area Development Frameworks; Council regeneration and disposals strategies; sites carried forward and/or updated from the UDP; engagement with landowners and developers; and sites put forward during previous rounds of consultation in September 2007, September 2009 and September 2010. Refer to Appendix A for key evidence base documents

The criteria for site selection excluded sites for one or a combination of the following reasons:

- No clear link to delivery of Development Strategy objectives/policies.
- The size of the site is insufficient (less than 0.1 hectares) to make a significant contribution to the delivery of the Development Strategy.
- The principle of the proposed use has been previously established

on the site.

- The site has full planning permission for the proposed use.
- The existing use(s) on the site are protected.
- The proposed use is contrary to the Development Strategy and/or existing policy designations.
- The indicative delivery timeframe is beyond 2026, as determined by the London Strategic Housing Land Availability Assessment (SHLAA).

In general, the Development Sites DPD does not allocate sites for the provision of new social infrastructure; the key infrastructure requirements to support the identified growth and their means of delivery are set out within the Infrastructure Delivery Plan.

The Development Strategy DPD, Development Management DPD and the London Plan 2011 contain borough-wide policies that promote and protect social infrastructure provision, and proposals that include provision of social infrastructure on any of the sites included within this document will generally be supported. Additionally, primary and secondary school provision in the borough will be addressed through a separate Planning for Schools DPD, scheduled for adoption in Spring 2015.

Planning Submission Requirements

The inclusion of a site within the document does not remove the requirement for planning permission, nor guarantee planning permission. Proposals must be in accordance with the site-specific policies, as well as satisfying the generic policies and development standards contained within the Development Strategy and Development Management DPDs, any relevant supplementary guidance and The London Plan 2011.

The requirements identified for each site are not exhaustive; allocations highlight key objectives and requirements specific to the site, rather than repeating policies covered elsewhere. As such, the guidance does not set out detailed prescriptions relating to development capacity,

exact building heights or infrastructure requirements as these can only be considered once detailed designs have been submitted through the planning application process. Indicative delivery timetables are estimations of the five year time period within which a site is most likely to come forward, based on available evidence.

Applications for full planning permission relating to all or part of a site allocation will be required to submit additional detail on the key design components that are considered critical to the success of the scheme, supported by appropriately scaled and accurate drawings. This may include, for example, additional detail on balconies, materials choice, façade treatment, or interface with the public realm.

Applicants should contact the Council at the earliest stage to discuss submission requirements and initiate the design process appropriately; a comprehensive pre-application service is available and should be used for all sites within this document.

The Site Allocations

For the purposes of the Development Sites DPD 'town centre uses' include the main town centre uses as defined in the glossary of the NPPF, and other complementary uses including financial and professional services (A2); cafes and restaurants (A3); drinking establishments (A4); hot food takeaways (A5); community uses (D1); and other uses commonly found in town centres such as launderettes and car showrooms. The appropriate mix of town centre uses will need to be determined with regard to the relevant Development Management DPD policies.

Residential use is also appropriate in town centres, but is not a town centre use for the purposes of the Development Sites DPD. The 'Design Principles' of each allocation therefore provide further guidance on the acceptable form of residential development where it is considered an appropriate use for the site. A limited number of sites have also been identified as having the potential for student accommodation due to recent demand for this type of development

within the borough.

Provision of garden space is a key component of residential development, and every home should have access to suitable private and/or communal garden space as set out in the Development Management DPD. The fundamental design considerations for garden space relate to its quality and usability; in flatted schemes this will generally be achieved through provision of a consolidated area of communal garden space in addition to balconies. For the purposes of the Development Sites DPD, the requirement for children's play space to Mayoral standards is included within reference to communal garden space.

Thames Water has identified a potential need to improve water supply capability and waste water services in relation to several of the identified development sites, as listed in Appendix B. As part of the planning application process for those sites included in Appendix B, a water supply and/or drainage strategy will need to be produced by the developer in liaison with Thames Water to ensure the appropriate upgrades are in place ahead of occupation of the development.

The delivery of site allocations will be monitored on an annual basis through the Authorities' Monitoring Report to assess progress on implementation, which will in turn assist with the future review of the Local Plan and related documents. This will be carried out alongside the Council's housing trajectory and the requirement to demonstrate an adequate supply of land for housing to meet Ealing's target, as set out in the London Plan and the borough's Development Strategy DPD.

The full index of sites is included at Table 1.

Table 1 Index of Development Sites

Reference	Name
ACTON	
ACT1	Acton Town Station Approach W3
ACT2	Acton Gateway, High Street / Steyne Road W3
ACT3	Oaks Shopping Centre and Churchfield Road Car Park W3
ACT4	Beechwood House W3
ACT5	Acton Central Station Yard W3
ACT6	Acton Crossrail Station W3
EALING	
EAL1	Eastern Gateway W5
EAL2	Ealing Broadway Crossrail Station W5
EAL3	Arcadia W5
EAL4	Ealing Broadway Shopping Centre W5
EAL5	Sandringham Mews W5
EAL6	Cinema W5
EAL7	Longfield Avenue Car Park W5
EAL8	49 - 69 Uxbridge Road W5
EAL9	Craven House, Bilton House and land to rear of Cavalier House W5
EAL10	93-113 Uxbridge Road W5
EAL11	West Ealing Station Approach W13
EAL12	West Ealing Crossrail Station W13
EAL13	Former BT Telephone Exchange W13
EAL14	Maitland Yard W13
EAL15	66-88 Broadway W13
EAL16	59-119 New Broadway and New Ealing House W13
EAL17	Chignell Place W13
EAL18	130 - 140 New Broadway W13
EAL19	Western Gateway W13

Reference	Name
GREENFORD	
GRE1	Ravenor Park Farm UB6
GRE2	Greenford Crossroads UB6
HANWELL	
HAN1	64-88 Uxbridge Road W7
HAN2	144-164 Uxbridge Road and 1-3 Westminster Terrace W7
HAN3	Wickes W7
SOUTHALL	
SOU1	Southall Market UB1
SOU2	Iceland, Quality Foods and 63-95 South Road UB1
SOU3	Beaconsfield Road / South Road UB1
SOU4	Southall Crossrail Station UB1
SOU5	Southall West UB1
SOU6	Southall East UB2
SOU7	Havelock Estate UB2
SOU8	The Green UB2
SOU9	St John's Church Hall and Bus Depot UB2
SOU10	Johnson's Street UB2
OTHER IMPORTANT SITES	
OIS1	Park Royal Southern Gateway W3
OIS2	Western Avenue Sites North of Park View
OIS3	Western Avenue Sites South of Park View to North of Railway
OIS4	Western Avenue Sites South of Railway
OIS5	Acton Storm Tanks
OIS6	Copley Close Estate W5
OIS7	Greenford Green UB6
OIS8	St Bernard's Hospital UB1

Area Spatial Strategy for Acton

Acton District Centre is located in the east of the borough, roughly halfway between the larger Metropolitan centres at Ealing and Shepherd's Bush. Despite being a relatively large district centre, Acton does not have a strong identity and the edges of the town centre blur with surrounding areas. The main arrival points to access the town centre are located on the outskirts; Market Place is within a ten minute walk of the underground/rail stations, yet arriving at these stations gives the impression that the town centre is a long way off.

Acton benefits from a rich mix of building types, scales, ages and materials, set within the predominant fine grain Victorian/Edwardian character. The Conservation Area covers the majority of the town centre, with focal points of the town centre around the listed Church and Town Hall complex. The Town Hall complex is currently undergoing significant refurbishment and remodelling to deliver an improved community hub for Acton. The town centre benefits from a high proportion of nearby quality green space, and a good balance between the retail offer on High Street and Churchfield Road. However, prime town centre sites are underused, and the quality of the public realm is generally poor throughout the town centre.

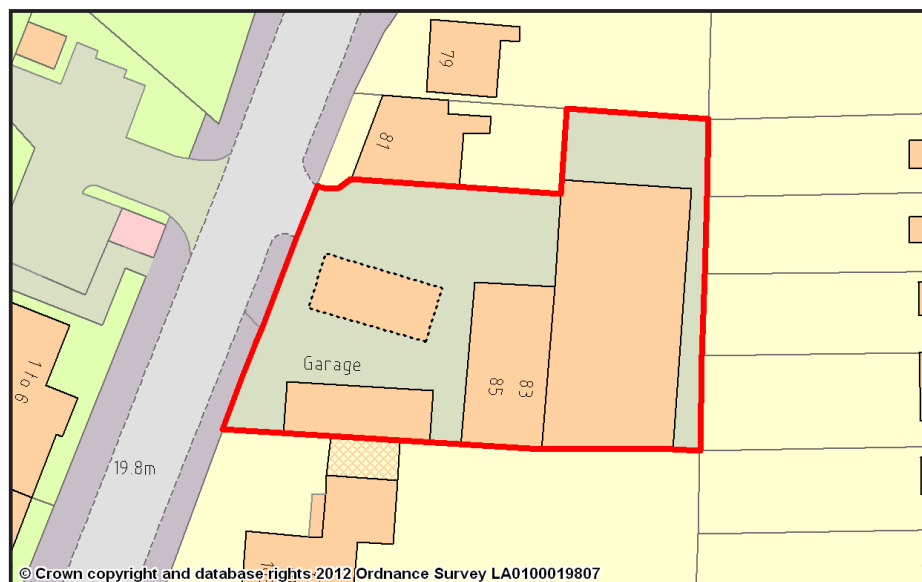
Development Strategy Policy 2.2 seeks to revitalise the town centre, making Acton the centre of choice for local residents by improving the diverse and mixed retail, leisure and community experience alongside a high quality attractive physical environment that encourages visitors to stay longer.

The identified development sites have a key role to play in achieving this vision, and together have the potential to deliver:

- A revitalised town centre with an optimum mix of uses that caters for all sectors of the community and enhances the economic viability of the town centre, and which draws people from the surrounding area

- An attractive and good quality public realm that improves movement and linkages through the town centre and reinforces the historic character of the town centre.
- Improved movement to and between the three stations that act as gateways to Acton town centre.

ACT1 Acton Town Station Approach 83-85 Gunnersbury Lane Acton W3



Site Area: 0.14ha
Ownership: Private
Current Use: Convenience retail, mechanic, vacant car hire premises
Development Strategy Policies: 2.2(d), 2.3
Setting: Urban
PTAL: 6
Planning Designations:
 Adjacent to Mill Hill Park
 Conservation Area
 Setting of Grade II Listed Acton Town Station and Station Parade
 Archaeological Interest Area
Relevant Planning Applications: None

Allocation: Mixed used development including commercial and residential.

Justification: The site is located on the main route from Acton Town Underground Station to the town centre, within a cluster of commercial activity centred around the station that caters for a combination of local residents and passing trade; these shops and services are also in close proximity to the South Acton Estate. The current built form and low intensity of use does not realise the full potential of the site or reflect it's location.

Indicative Delivery Timetable: 2011-2016

Site Context: The site is located on the east side of Gunnersbury Lane, the main route from Acton Town underground station to the town centre. A variety of low rise buildings, which contrast markedly with the prevailing three storey scale of the area, occupy the site. A small former

garage is located in the south east corner of the site, currently used as a retail premises with a substantial forecourt trading area fronting Gunnersbury Lane. The mechanic/car hire premises are single/two storey sheds arranged at the back boundary of the site, with a paved parking area and canopy to the front. This arrangement of buildings on site creates a large gap in the frontage of an otherwise continuous section of the street.

Design Principles: Proposals should contribute to the commercial and pedestrian environment, creating a more legible and attractive route from the Acton Town underground station to the town centre, and make efficient use of the site, creating a mixed-use commercial and residential development.

Redevelopment must reflect the fine grain of the area with its narrow plot widths, to ensure vertical integration with the street. Heights must be consistent with the existing context of three/four storey buildings

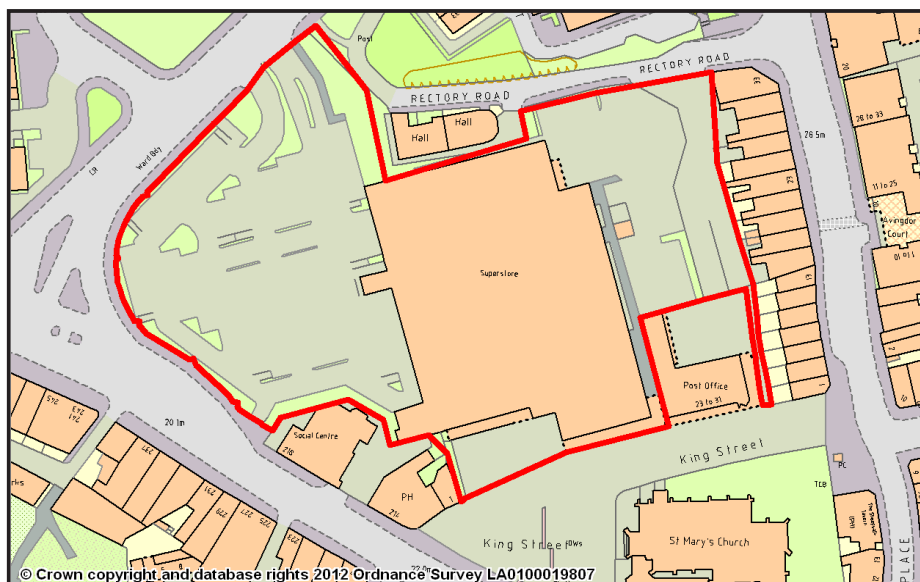
buildings. New buildings should create a continuous building line along Gunnersbury Lane, and investigate the potential to deliver a widened pavement for ease of pedestrian movement. Active commercial frontages at ground floor level are required. Entrances to residential units should be obvious, whether they are directly off Gunnersbury Lane or off a private mews.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

The proximity to Acton Town underground station would support a low car/car-free scheme on this site. Car parking and commercial loading should be located at the rear of the buildings along Gunnersbury Lane.

ACT2 Acton Gateway

Steyne Road / High Street Acton W3



Site Area: 1.30ha

Ownership: Morrisons

Current Use: Supermarket and associated car parking

Development Strategy Policies: 2.2, particularly 2.2(b) and (c)

Setting: Urban

PTAL: 4-6

Planning Designations:

District Centre

Adjacent to Acton Town Centre Conservation Area

Setting of Grade II Listed Church of St Mary and Way Monument

Setting of Grade II Listed terraces at 243-267 (odd) King Street and 183/185 High Street

Archaeological Interest Area

Relevant Planning Applications: No

Allocation: Mixed use development including retail and residential

Justification: The site occupies a pivotal location at the entrance to the town centre, forming the first impression of the town centre when approaching from the west and northwest. There is significant scope to make more efficient use of the site with an improved layout and high quality design that introduces residential on upper floors, to contribute to a more coherent street scene and reflect the location adjacent to a Conservation Area and the setting of St Mary's Church.

Indicative Delivery Timetable: 2011-2016

Site Context: This site is bounded by Steyne Road, High Street/King Street and Rectory Road. Although the Morrisons supermarket draws a large number of people to the town centre, the location of the car park at the High Street/Steyne Road junction creates a poor first impression of the town centre when approaching from the west; it is located at

the bottom of a hill so that the main view is of the back of jumbled buildings, beyond a large surface level car park.

The Market Place, together with the Church of St Mary, forms the main focal point of the town centre. The supermarket sits adjacent to and has its main entrance from the town square, however the space to the west of the entrance remains underused and provides little animation to the public space. The weak architectural quality of existing supermarket provides a poor setting for the listed church and the associated public space.

The surrounding areas provide a varied setting for the site. To the south and east there are several statutory and locally listed buildings within the Conservation Area, while to the north and west are large scale flatted developments set away from street frontages. The pedestrian environment in the vicinity of the site is poor, adversely affected by the signal priority allocated to general traffic, much of which is passing

through, and the narrow pavements widths.

Design Principles: Proposals must significantly enhance the townscape at the western entrance to the town centre, delivering a built form equivalent to the status of the site as the gateway to the town centre and which optimizes the use of the site as appropriate to the town centre location and excellent accessibility. The existing supermarket should be improved and new complementary amenities and services introduced alongside a substantial residential component.

The layout and arrangement of buildings on site should enclose the parking associated with the supermarket to create a perimeter block structure with active ground floor frontages to Steyne Road and High Street; the provision of underground parking is strongly supported. Should it be unfeasible, for design or viability reasons, to provide shallow plan retail and/or commercial units at the ground floor which provide animation to Steyne Road and High Street, new buildings must incorporate an innovative and high quality façade treatment that creates a welcoming public realm with no dead frontages; the use of soft landscaping treatments such as green walls would be welcome to mitigate the harsh environment of the traffic junction.

Designs should strike an appropriate balance between the existing context and the aspiration to create a clear sense of arrival into the town centre. The scale and massing of buildings must provide an appropriate transition in building heights across the site to improve integration of the site within the town centre, and to minimise the dominance of the high rise tower blocks to the west side of Steyne Road within the townscape. A single, unbroken frontage of consistent height around the perimeter of the site would be incongruous with the fine grained character of the town centre.

There is an opportunity for additional height fronting Steyne Road, as appropriate to the comparatively open context provided by the road width and the predominant typology of large floorplate buildings set within open space, and subject to an acceptable impact of the Conservation Area and listed buildings.

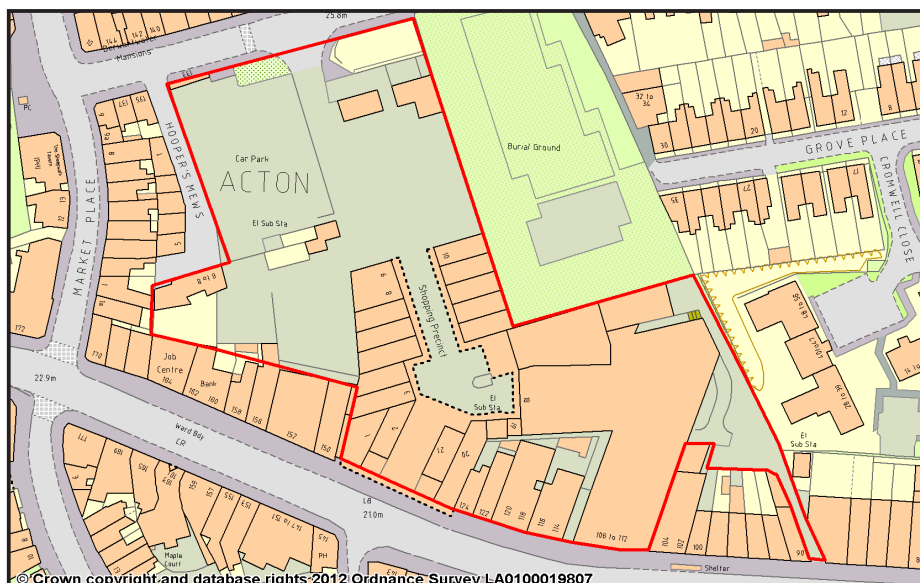
New buildings on the High Street/King Street frontage should be carefully designed to preserve the character and appearance of the adjacent Conservation Area and listed Church. Building heights should be consistent with the existing buildings and continue the established building line, with the supermarket entrance brought forward to create a continuous edge to King Street.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

Access and servicing arrangements for all proposed uses should be retained from the rear of the site, and deliver improvements to the public realm along Rectory Road to support this as an attractive and well-overlooked secondary pedestrian route to the town centre. Proposals will need to have regard for the planned introduction of a mini roundabout to the Uxbridge Road/Steyne Road/High Street junction and incorporate any required transport improvements into designs, including widened pavement widths if required.

ACT3 Oaks Shopping Centre and Churchfield Road Car Park

High Street / Churchfield Road / Hooper's Mews Acton W3



Site Area: 1.2ha

Ownership: Private, Council owned car park

Current Use: Internal shopping mall with entrance off High Street and town centre car park

Development Strategy Policies: 2.2

Setting: Urban

PTAL: 4

Planning Designations:

District Centre

Adjacent to Acton Town Centre Conservation Area

Setting of Grade II listed buildings at Acton Public Library, Acton Town Hall, Chimney at Acton Public Swimming Baths and Church of St Mary

Archaeological Interest Area

Relevant Planning Applications: PP/2012/3154

Allocation: Mixed use development appropriate to the town centre, including additional retail, commercial and residential.

Justification: The current configuration of the shopping centre, organised around an internal parade with substantial backland areas fronting Churchfield Road, relates poorly to the town centre and represents an underutilisation of the site. Redevelopment offers the opportunity to enhance the town centre through significant improvements to the way in which the site relates to the surrounding area with a greater intensity and variety of uses that contribute to the vitality of the town centre.

Indicative Delivery Timetable: 2011-2016

Site Context: The site is located in the heart of the town centre with significant frontages to both the High Street and Churchfield Road, Acton's main commercial streets, and within the setting of several listed

buildings. The prevailing street scene of the wider area is characterised by Victorian and Edwardian buildings with detailed facades, decorative rooflines and varied frontage widths.

The shopping centre has little prominence on the High Street, its entrance surrounded by a section of two storey retail frontages which contrast markedly with the prevailing four storey height of the town centre. The rear of site, with its largely vacant character making a negative contribution to the street scene, provides a poor setting for the adjacent Conservation Area characterised by the imposing three storey Victorian terraces fronting Churchfield Road and open space of St Mary's Burial Ground. The western boundary of the car park is constrained by the two storey residential development on Hooper's Mews.

The varied topography of Acton Town centre results in a significant level change between High Street and Churchfield Road, so that the

Churchfield Road boundary is approximately four metres above the High Street Boundary. The High Street frontage ascends the slope of a gentle rise from east to west that reaches its cusp at Church Road.

Design Principles: Development of the site must support the urban design objectives for the site as a whole, requiring a comprehensive masterplan that realises the full potential of the site. A piecemeal approach to development that does not contribute to the delivery of a cohesive scheme for the site as a whole is not acceptable.

New development to the north end of the shopping centre, incorporating the Churchfield Road car park, provides an opportunity to improve the site's visual appearance and layout (both internally and externally), eliminate dead zones, provide better integration with the town centre, and strengthen the retail base of the town centre with larger footprint floorspace and modern units. This expansion must be supported by complementary improvements to the High Street boundary of the site, including the provision of improved frontages to the High Street and an improved entrance to the shopping centre that follows the established building line.

Proposals must provide active frontages at the ground floor to Churchfield Road and the High Street, with residential frontages to the existing residential development at Hooper's Mews. Within this general perimeter block structure, the layout should ensure that the built up area within the block is in character with prevailing fine grain of the surrounding area and maintains established building lines. Successfully integration will depend on an innovative and creative layout that responds to size and structure of existing blocks within the town centre to avoid a monolithic and incongruous development.

To support successful integration, proposals must provide an improved connection providing public access through the site that facilitates movement between the High Street and Churchfield Road. This should provide a legible, safe and attractive link that integrates with and improves the existing movement patterns of the town centre. Proposals should provide for active frontages to define the route, and explore the potential of the new connection to enhance the Burial Ground and

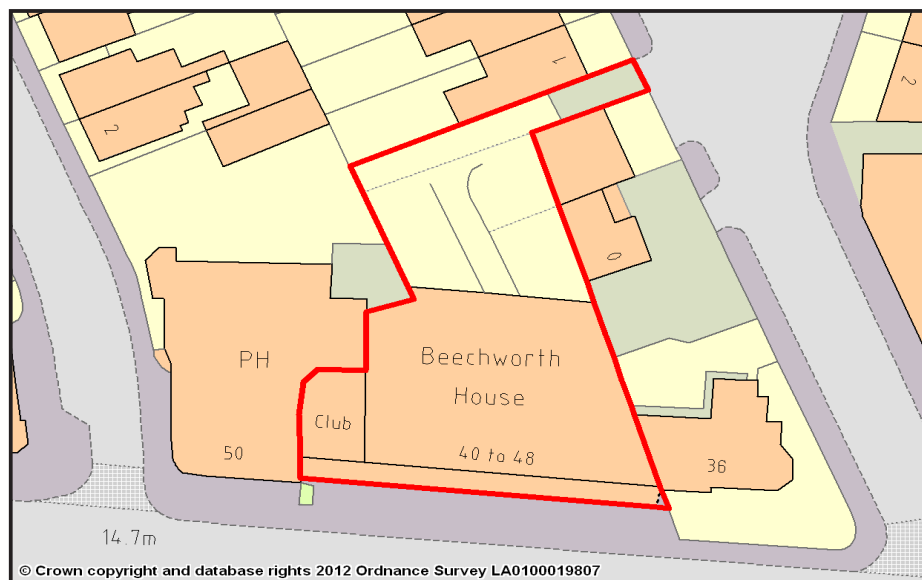
intensify its use as a soft landscaped public space in the town centre.

Care should be taken with the height and massing of buildings on all boundaries to ensure that the amenity of existing residential properties, the Burial Ground, and the character and appearance of the adjacent Conservation Area are preserved. The scale of development to street frontages should be commensurate with the prevailing massing of the surrounding built form.

Residential development at ground floor level on the Hooper's Mews frontages and at upper floors is supported, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

Adequate access and servicing arrangements for commercial uses must be provided from Churchfield Road, and careful consideration will need to be given for access arrangements to residential units on upper floors. Parking levels should retain some provision for the town centre.

ACT4 Beechworth House 40-48 High Street Acton W3



Site Area: 0.10ha

Ownership: Private

Current Use: Parade of small retail units at ground floor, parking at first floor, second and third floor vacant and derelict

Development Strategy Policies: 2.2

Setting: Urban

PTAL: 4

Planning Designations:

District Centre

Acton Town Centre Conservation Area

Setting of Grade II Listed Gala Social Club and Acton Town Hall

Archaeological Interest Area

Relevant Planning Applications: None

Allocation: Refurbishment or redevelopment to provide mixed uses appropriate to the town centre.

Justification: The existing building has been largely vacant for some time and in its current state of repair has a detrimental impact on the Conservation Area. Sensitive refurbishment or redevelopment offers an opportunity to significantly enhance the townscape while contributing to the vitality and viability of the town centre by returning the site to full use.

Indicative Delivery Timetable: 2011-2016

Site Context: This largely derelict four storey building is located within the Acton Town Centre Conservation Area, with a substantial frontage to the High Street set-back from the main building line, and access to the rear of the site from Alfred Road. It is within the setting of both the listed Town Hall and Gala Social Club, and sits between well-

maintained three/four storey Victorian buildings on the High Street with residential terraces bounding the site to the north. The existing building does not make a positive contribution to the Conservation Area due to its poor state of repair, although its scale, massing and height is appropriate to the surrounding physical context.

Design Principles: The refurbishment and reuse of the existing building is encouraged as it has the potential to be adapted to a range of uses including commercial, hotel, flexible workspace for SMEs, education, health, cultural and leisure. Residential use is not acceptable on the ground floor. An element of residential use may be acceptable on upper floors, subject to amenity considerations.

The scale, massing and height of the existing building is appropriate to the surrounding context and should be maintained by refurbishment/redevelopment. A high quality architectural treatment of the façade will be required in either case, as appropriate to the Conservation Area

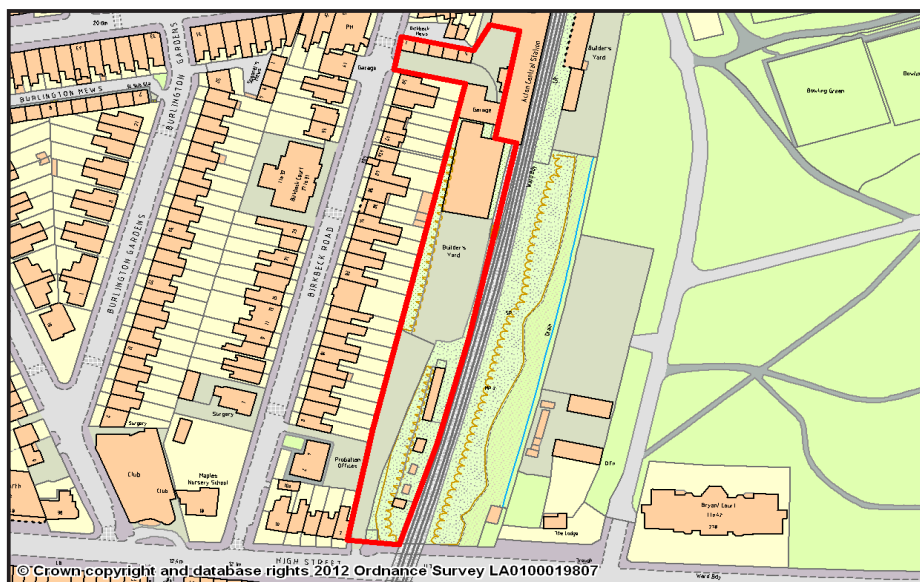
setting. Pastiche designs are strongly discouraged within the Conservation Area and setting of listed buildings. Treatments should respond to the rhythm and fenestration patterns of the adjoining buildings.

Appropriate town centre uses with attractive frontages should be provided at the ground floor level, which significantly upgrades the public realm to the High Street. This may be achieved through redevelopment that follows the existing building line, or refurbishment/redevelopment that maintains the existing setback with improved treatment of frontages and a forecourt area, incorporating a high quality landscaping treatment.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide generous private balconies and/or terraces to the rear of the site. Due to the relatively constrained nature of the site, it is unlikely that a usable communal garden space for residential flats could be provided on-site.

Access and servicing arrangements for the proposed uses must be from the Alfred Street access to the site. Due to the town centre location a reduction in parking levels would be appropriate.

ACT5 Acton Central Station Yard Birkbeck Mews / High Street Acton W3



Site Area: 0.60ha

Ownership: Private

Current Use: Builders Yard (B8) and MOT Centre

Development Strategy Policies: 2.2, 5.3

Setting: Urban

PTAL: 3-4

Planning Designations:

District Centre

Acton Town Centre Conservation Area

Green Corridor

Relevant Planning Applications: None

Allocation: Residential or employment (B1).

Justification: The site is located at the eastern boundary of the town centre surrounded by existing residential uses and adjacent to the London Overground with its recently completed orbital route. Redevelopment presents an opportunity to make more efficient use of the site with the introduction of higher density uses appropriate to this accessible town centre location.

Indicative Delivery Timetable: 2021-2026

Site Context: This long, narrow site is bounded by the London Overground line to the east and the backs of residential properties to the west. It has a narrow frontage onto the High Street, the majority of which is part of the Green Corridor, and a main access point to the north end of the site from Birkbeck Road. It is located adjacent to Acton Central station and the open spaces of Acton Park. Birkbeck road is

one-way northbound, and its proximity to the Overground level crossing causes delays, especially during peak hours.

Design Principles: Proposals for employment floorspace would need to ensure compatibility with adjacent residential uses. Due to the proximity of the railway line, a convincing case would need to be presented that proposals for residential accommodation would have a satisfactory level of amenity. Designs must include measures to mitigate the impact of railway noise and be based around a layout that ensures sufficient privacy and adequate outlook for residents of both new development and existing properties. Buildings should be orientated to maximise sunlight and daylight. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable).

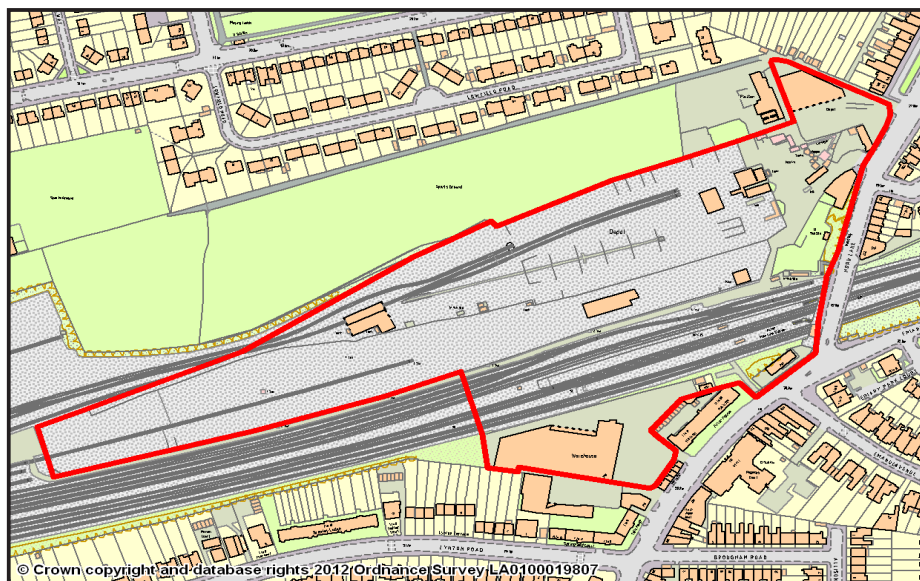
All residential dwellings should have access to private garden space provided through gardens, courtyards, patios, balconies and/or roof

terraces. The proximity to Acton Park will be considered when assessing the required level of provision of private amenity garden space only where design and layout is of sufficient high quality and contributions are made towards enhancements to Acton Park.

Boundary treatments will be particularly important for the High Street frontage to clearly demarcate the private areas of the site from the public realm of the High Street. The treatment, whether built form or landscaped, on the southern boundary of the site must reflect its location within the Acton Town Centre Conservation Area.

As an infill site, the access and servicing arrangements must be carefully considered to ensure that new development is integrated with the surrounding area while providing an acceptable level of privacy for occupants. The proximity to Acton Central Station would support a low car/car free scheme on this site. Redevelopment of the site must not impact on railway operational requirements.

ACT6 Acton Crossrail Station and 239 / 265 / 267 / 305 /307 Horn Lane Acton W3



Site Area: 6.84ha

Ownership: Private and Network Rail

Current Use: Aggregates recycling depot, commercial waste transfer facility and construction materials to north of railway, Acton Mainline Station and Builders Yard to south of railway.

Development Strategy Policies: 1.2 (d), 1.2(g), 1.2(j), 2.4

Setting: Urban

PTAL: 2-5

Planning Designations:

Safeguarded Waste Transfer Facility

Safeguarded Aggregates Depot, Green Corridor

Adjacent to Horn Lane Sports Ground Community Open Space

Relevant Planning Applications: None

Allocation: Consolidation of industrial, aggregates and waste facilities to the north of railway, safeguarding of the rail sidings, and introduction of commercial and residential (potential for student accommodation) uses south of the railway, compatible with the functioning of the station.

Justification: In conjunction with Crossrail, Acton Mainline Station will be completely rebuilt to the south of the existing station (approximately where 267 Horn Lane currently stands) and the current station building removed. With the introduction of Crossrail there will be four services an hour to Paddington, significantly improving the public transport accessibility level and widening the station's catchment area. Redevelopment of the station presents the opportunity to consolidate essential industrial and related uses to the north thereby releasing land around the new station for mixed use development.

Indicative Delivery Timetable: 2016-2021

Site Context: The site encompasses the safeguarded aggregates and waste transfer facilities to the north of the railway, as well as the builder's yard and future station location to the south of the railway. The northern boundary of the site is formed by established residential areas and the Horn Lane Sports Ground; the site to the south of the railway is a substantial infill site between existing residential properties on Horn Lane/Lynton Road, with the new station fronting Horn Lane. Flatted developments of up to five stories provide the immediate context south of the railway, with the western side of Horn Lane characterised by varied building typologies.

Design Principles: North of the railway will continue to be safeguarded for essential aggregates/waste functions and related B1(c), B2, and B8 industrial uses, including the consolidation and maximization of existing freight operations at the railways sidings. Reorganisation of the site is encouraged to allow the accommodation of additional complementary

uses on the site, including the relocation of the builders yard from south of the railway. Proposals should contribute to improved site operation and reduction of the environmental impact of these industrial activities on the surrounding residential areas.

South of the railway, proposals will be expected to contribute to an improved sense of place around the redeveloped station through delivery of a high density, high quality mixed use development, including commercial and residential uses, that optimises the development potential of the site. This is considered a suitable location for student accommodation, with Crossrail providing quick access west to the University of West London campus and east to central London campuses.

There is an opportunity to deliver a significant piece of new architecture that responds positively to the station redevelopment within the context of the surrounding residential neighbourhoods and existing commercial uses on Horn Lane. Designs should optimise the development potential of the site and deliver a significant improvement to the townscape of the area through emphasising the location of this key transport node. Care should be taken with the height and massing of buildings to ensure that the amenity of existing residential properties is preserved and that new buildings sit comfortably within the prevailing scale of the surrounding built form.

Due to the proximity of the railway line and industrial uses to the north of the railway, a convincing case would need to be presented that proposals for residential accommodation would have a satisfactory level of amenity. Designs must include measures to mitigate the impact of railway noise and be based around a layout that ensures sufficient privacy and adequate outlook for residents of both the new development and existing residential properties.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and buildings should be orientated to maximise sunlight and daylight. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the

form of courtyards or roof gardens.

As an infill site, the access and servicing arrangements must be carefully considered to ensure that new development is integrated with the surrounding area while providing an acceptable level of privacy for occupants. Access/servicing requirements must be arranged in a way that does not impact the functioning of the station or interchange. The proximity to Acton Mainline Station would support a low car/car free scheme on this site. Proposals will need to have regard for Crossrail operational requirements and the outcome of the Acton Mainline Station (Corridor 3) Study and incorporate any required transport improvements into designs.

Area Spatial Strategy for Ealing

Ealing is one of London's twelve Metropolitan Centres, serving a wide catchment area with provision of a significant retail offer, particularly comparison goods, complemented by strong employment, service and leisure functions. The town centre extends from Ealing Broadway at the eastern end of Uxbridge Road to West Ealing, encompassing two Crossrail stations and offering excellent accessibility to Central London and Heathrow. The town centre benefits from close proximity to a large and diverse population, a generally good quality built environment, and the availability of land for development.

The town centre does however have weaknesses – the range and quality of its retail offer, a lack of cultural and community facilities, and a sometimes difficult relationship between the evening economy and perceptions of amenity and safety. Inevitably, there are problems with congestion (both traffic and pedestrian), and with competition from centres elsewhere in West London that have benefited from significant recent investment and renewal.

Built around the historic linear route of the Uxbridge Road, the town centre has evolved over time to comprise a range of different character areas that each have a different role and function. These are different largely because of the pattern of land uses, the scale and continuity of development and their role within the urban fabric. The linear nature of the Uxbridge Road, and its importance as an arterial route, result in very few squares or public spaces related to the spine of the town centre; instead there are a number of significant open spaces to either side. The historical evolution of the town centre is reflected in the extent of its three conservation areas and numerous listed buildings.

Ealing Broadway is the main retail core of the town centre, containing larger floorplate retail uses and shopping centres. The scale of buildings is dense and continuous along the main routes. A number of high quality Victorian buildings bring a strong character to this area, although it is also highly varied with building typologies from all eras

to the present day evident, of divergent quality. The areas behind the main frontages are more complex, with scale, relationships and patterns of pedestrian movement less than ideal.

The Cultural Quarter, to the south and west of the retail core, includes the Questors Theatre, Pitshanger Manor Gallery and Cultural Centre, and a range of restaurants and cafes that give the area a broader usage and evening economy; once completed the Cinema Site will form a key offer of the cultural quarter. Buildings in this area are generally consistent in scale and form with clear street frontages, and generally respond to the quality open spaces at Ealing Green and Walpole Park.

The Office Quarter is organised along the Uxbridge Road, between Ealing Broadway and West Ealing. It is broadly consistent in its character of pavilion office buildings sitting in irregular rows along either side of the Uxbridge Road. A key characteristic are gaps between the buildings and the taller scale and strong entrances of each buildings; recent developments contribute to a boulevard feel along this stretch of road, with a generous setback fronted by a well landscaped public realm.

West Ealing offers a distinctive value and local convenience goods offer as well as a wide range of eating places, which complements the retail offer in Ealing Broadway. The regeneration of two key residential estates, Green Man Lane and Dean Gardens Estate, and the provision of a Crossrail Station north of the town centre are raising the profile of the area. There are perceived deficiencies in the range and quality of shops and services within West Ealing. Although a few quality Victorian buildings and parades remain, the existing urban form is fragmented with buildings of varied styles and architectural merit failing to create a consistent street scene or define legible street patterns, including at prime locations and key entry points; the approach to the high street area from West Ealing Crossrail station is poor.

As with Ealing Broadway, the linear nature of West Ealing means that it offers very few pedestrian friendly parallel and perpendicular

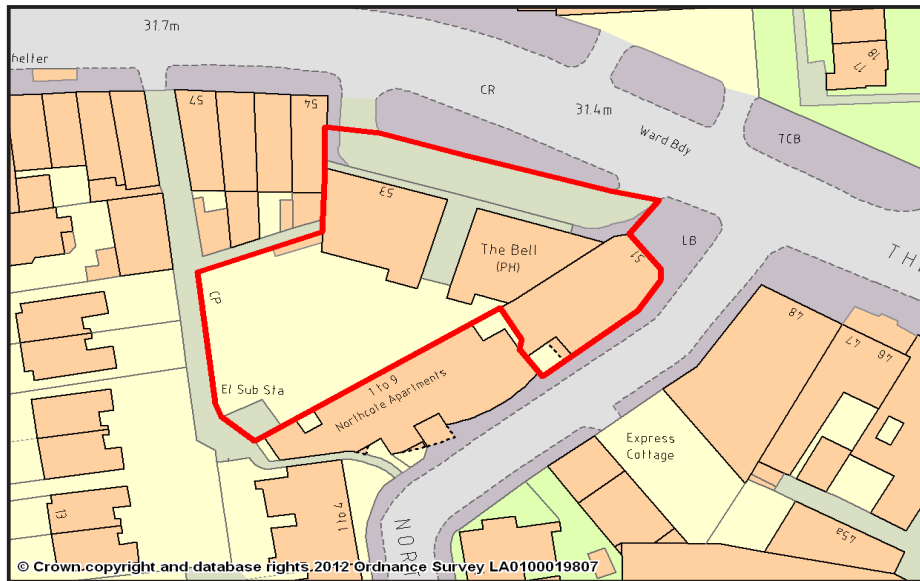
thoroughfares and public spaces away from the Uxbridge Road, and the backs and sides of buildings are dominated by unsightly ad hoc car parking, loading bays and residential extensions which contribute to feelings of insecurity in the late hours. Open space is provided by Dean Gardens, a well-used but comparatively small public park.

Development Strategy Policy 2.5 seeks to revitalise the town centre through development of a vibrant and diverse range of new homes, shops, office, leisure and other public facilities to meet the needs of the catchment population, distributed appropriately to define and reinforce the distinctive character and roles of the different parts of the town centre. The identified development sites have a key role to play in achieving this vision, and together have the potential to deliver several objectives, including:

- The provision of a range of new housing types and sizes to match demand and support the overall vibrancy of the town centre.
- An expanded comparison retail offer, concentrated around Ealing Broadway, to complement the existing retail offer and strengthen the retail base of the town centre.
- Retention of a critical mass of commercial office floorspace to support the viability of the town centre as an employment destination the long term.
- An extended spread and mix of cultural uses in the town centre, supported by an evening economy that brings additional activity and caters for all sectors of the community.
- Rationalisation of the roles and functions of the different areas of the town centre, with a particular focus on supporting West Ealing as a convenience centre for local areas.

EAL1 Eastern Gateway

51-53 The Mall Ealing W5



Site Area: 0.20ha

Ownership: Private

Current Use: Retail, pub and offices

Development Strategy Policies: 2.5, particularly 2.5(e)

Setting: Central

PTAL: 6

Planning Designations:

Metropolitan Centre

Ealing Town Centre Conservation Area,
Archaeological Interest Area

Relevant Planning Applications: None

Allocation: Mixed use development appropriate to the town centre including replacement office (B1a) floorspace.

Justification: Redevelopment presents an opportunity to enhance the townscape at the eastern entrance to the town centre while making more efficient use of the site through additional floorspace and the introduction of different uses appropriate to the excellent PTAL.

Indicative Delivery Timetable: 2021-2026

Site Context: The eastern edge of the town centre is characterised by a fine grained mix of retail uses, professional services, bars, restaurants and office uses accommodated in well-maintained Victorian/Edwardian terraces. The site includes two buildings: at 53 The Mall a four/five storey monolithic office building with forecourt parking provision in front two ground floor commercial units, and at 51 the Mall single/two storey retail units. The generous setback, weak architectural

quality and difference in scale between the two buildings creates an area of poor townscape quality that does not reflect the site's position as the eastern gateway to the town centre.

Design Principles: New buildings must provide an attractive frontage with appropriate town centre uses at ground floor level on The Mall and create a positive and appropriate relationship with surrounding buildings in respect of height, scale and massing. There is scope for more efficient use of the site with the introduction of additional floorspace and rationalisation of building heights on the site to better relate to existing historic buildings and the largely uniform building heights along this stretch of road. Designs should strike an appropriate balance between the existing context and the aspiration to create a clear sense of arrival into the town centre.

New development should reflect the building line established by adjacent properties, and address the corner location with frontages

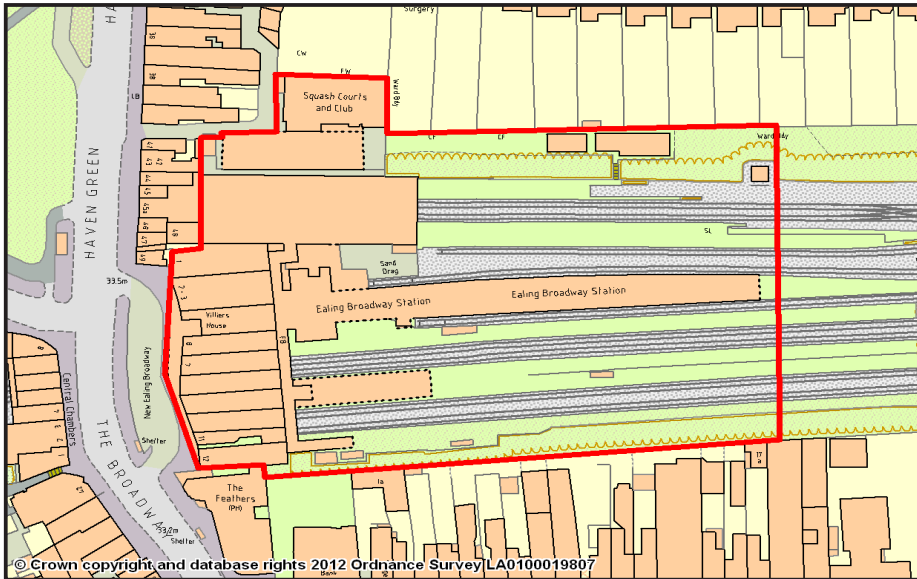
to both The Mall and Northcote Avenue. Proposals should contribute to an improved public realm, incorporating a high quality landscaping treatment that retains or replaces the mature street trees, and provides required parking to the rear of the site.

The proximity of this site to the traffic signal controlled junction requires careful consideration of vehicular access and servicing arrangements; servicing should be off street where possible and the potential of relocating the main access point to Northcote Avenue considered. The high PTAL would support a low car/car free scheme.

Residential use on the ground floor is not acceptable. Upper floors could accommodate residential (including student accommodation), subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide generous private balconies and/or terraces to the rear of the site. Due to the relatively constrained nature of the site, it is unlikely that a usable communal garden space for residential flats could be provided on-site.

The quantum of replacement office floorspace should reflect the level of demand for small offices in this area of the town centre, based on lettings at a reasonable market rate.

EAL2 Ealing Broadway Crossrail Station Station Broadway Ealing W5



Allocation: Mixed use development appropriate to the town centre, compatible with the function of Ealing Broadway Station as a strategic public transport interchange and the planned improvements to the station and forecourt area in advance of Crossrail.

Justification: Ealing Broadway Station will be significantly upgraded as part of Crossrail, with the construction of a new station entrance and associated public realm improvements. These changes support the provision of additional development above and around the station, including the demolition or substantial refurbishment of Villers House, which has a negative impact on the character of the area.

Indicative Delivery Timetable: 2011-2021

Site Context: Ealing Broadway station is characterised by high levels of congestion and poor environmental quality. Rail/bus interchange is inefficient and the station lacks integration into the town centre. The

Site Area: 1.64ha

Ownership: Network Rail, Transport for London, private

Current Use: Major public transport hub, small retail units (A1/A3), offices, fitness club and squash courts.

Development Strategy Policies: 1.2(e), 1.2(h), 2.5, particularly 2.5(f)

Setting: Central

PTAL: 6

Planning Designations:

Metropolitan Centre, Designated Retail Frontage

Adjacent to Haven Green and Ealing Town Centre Conservation Areas

Setting of Grade II Listed buildings at 1b The Mall (Natwest Bank) and 36 Haven Green

Adjacent to Haven Green Public Open Space

Relevant Planning Applications: None

existing building above the station, Villers House, functions as a poor quality landmark to locate the station within the town centre and its unattractive, monolithic form has a negative impact on the character of the area. As part of Crossrail, the station will be upgraded to provide step-free access to platforms via a relocated and expanded entrance further south on Station Broadway, supported by a high quality public realm with a uniformly surfaced public space directly outside the station and increased pavement widths in the wider area.

Design Principles: Proposals will be expected to contribute to an improved sense of place through delivery of a high density, high quality mixed use development, with a mix of commercial, residential and other uses that optimises the development potential of the site.

There is an opportunity to deliver a significant piece of new architecture that responds positively to the existing context with its many heritage assets, as well as the changes likely to happen in the area with the

redevelopment potential offered by the adjacent Arcadia site. This will require a design approach that successfully balances the site's development capacity as a strategic transport interchange with the requirement to deliver a significant improvement to the townscape of the area.

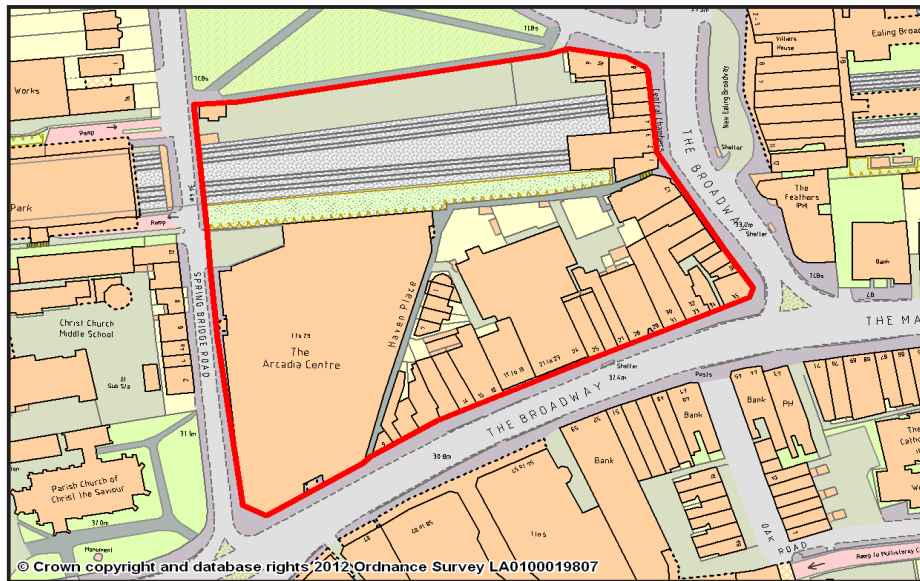
The site is considered in principle an appropriate location for a tall building, however the acceptability of a tall building at this location will be determined based on the detailed design as presented in a full planning application; outline planning applications for a tall building will not be considered. If a tall building is proposed in this location it must be attractive as viewed from all angles, contribute to an interesting skyline, and create a well-defined public realm at street level with active ground floor frontages and a landscaping treatment that complements the station forecourt area.

Access/servicing requirements must be arranged in a way that does not impact the functioning of the station or interchange. The constrained nature of the site and proximity of the Crossrail station would support a car free scheme

Upper floors could accommodate residential, including student accommodation, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens. Proposals should consider the potential to deck over the railway to mitigate visual/noise impacts and create new amenity space or incorporate other appropriate uses.

EAL3 Arcadia

The Broadway / Springbridge Road / Haven Green Ealing W5



Site Area: 1.78ha

Ownership: Private, some Council

Current Use: Retail, commercial, surface level car park

Development Strategy Policies: 1.2(h), 2.5, particularly 2.5(a), 2.5(b), 2.5(c) and 2.5(e)

Setting: Central

PTAL: 6

Planning Designations:

Metropolitan Town Centre

Ealing Town Centre Conservation Area and setting of Haven Green Conservation Area

Setting of Grade II* Listed Parish Church of Christ the Saviour and Grade II Listed Natwest Bank, Green Corridor

Relevant Planning Applications: P/2007/4246 and P/2007/4248 (refused November 2009); P/2013/1129

Allocation: Mixed use development appropriate to the town centre, including additional retail, commercial, leisure/entertainment and residential. Specific guidance will be set out in the Arcadia Site Supplementary Planning Document.

Justification: The existing buildings on the site are insufficient to accommodate the scale, range or quality of retail offer required to support the vitality and viability of the town centre, and their comparatively low intensity of development underutilises a key town centre site adjacent to the station. Individually or together the buildings have little architectural merit, such that the nature, form and scale of development is not considered to make a positive contribution to the Conservation Area or the townscape.

Indicative Delivery Timetable: 2016-2021

Site Context: The site occupies a key location in the town centre,

immediately adjacent to Ealing Broadway Station. The site as a whole forms a large impermeable block, divided on the east-west axis by the railway cutting, of low density retail and commercial units dominated by the Arcadia Shopping Centre on the southwest corner of the site. The limited architectural merit of the Arcadia Centre, opened in 1986, has a negative impact on the character of the town centre and the majority of its units do not meet modern retail standards.

South of the railway line, the remainder of the site consists of low-rise buildings of various typologies and eras organised along the perimeter of the site. Although the southern portion of the site is within the Ealing Town Centre Conservation Area, the existing buildings are not considered to contribute to the special architectural and historic interest of the Conservation Area, based as this is on the development of the town centre as a commercial focus for the borough in the later 19th and 20th centuries.

North of the railway consists of a surface level car park, with a single storey retail unit at the northwest corner and three storey buildings along the Broadway frontage, bridging over the railway. Although the car park is screened by a row of mature trees along its length, it regardless provides a poor setting for Haven Green.

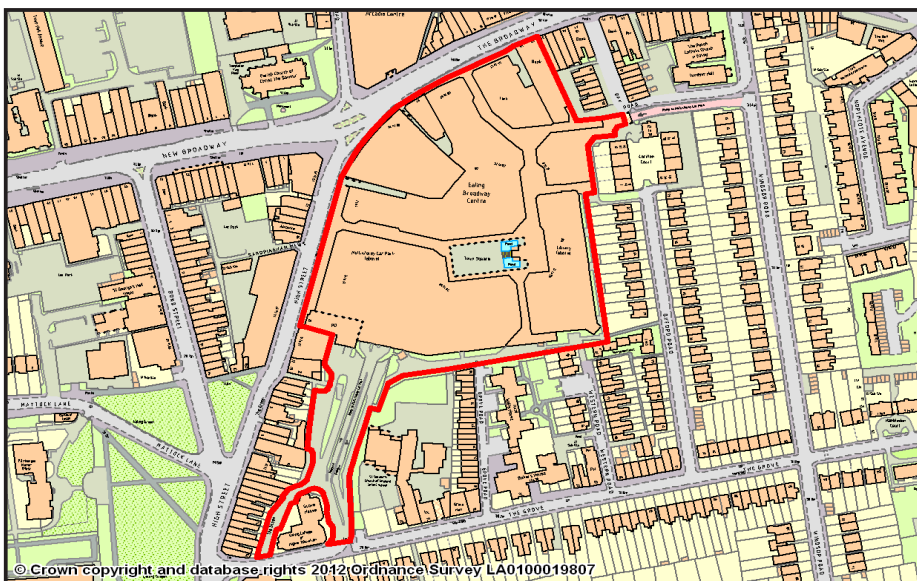
Bottlenecks for pedestrian movement exist as several points around the site, including crossing points at the north and south of Station Broadway to access Ealing Broadway Station, at bus stops, and at the junction of Springbridge Road with The Broadway. There is a narrow alley providing a diagonal route from The Broadway to Station Broadway that runs adjacent to the Arcadia Centre and railway and avoids these bottlenecks; however this route has no natural surveillance and is little used.

Design Principles: The Arcadia Site Supplementary Planning Document (SPD) sets out the design principles for the site in full. Change on this site may be achieved through comprehensive or incremental development; any proposals brought forward must be based on a masterplan for the site as a whole that addresses the urban design objectives and realises the full potential of the site.

The site is considered in principle an appropriate location for a tall building, however the acceptability of a tall building at this location will be determined based on the detailed design as presented in a full planning application; outline planning applications for a tall building will not be considered. Proposals for tall buildings must take particular care with height and massing to ensure the character and appearance of the Conservation Areas is preserved.

EAL4 Ealing Broadway Shopping Centre

The Broadway / High Street Ealing W5



Site Area: 3.58ha

Ownership: Private

Current Use: Retail, commercial, offices, public library and car park

Development Strategy Policies: 2.5, particularly 2.5(a), 2.5(b), 2.5(c) and 2.5(e)

Setting: Central

PTAL: 5-6

Planning Designations:

Metropolitan Centre

Ealing Town Centre Conservation Area

Setting of Grade II* Listed Parish Church of Christ the Saviour,
Archaeological Interest Area

Relevant Planning Applications: None

Allocation: Refurbishment and where possible redevelopment to provide mixed use development appropriate to the town centre including additional retail, commercial, leisure/entertainment, residential and community.

Justification: The current configuration of the shopping centre forms a large, inward-facing urban block with poor permeability that creates barriers to pedestrian movement and is detrimental to the overall legibility of the town centre. Opened in 1981, the centre has had limited investment in the ensuing years and the majority of its units do not meet modern retail standards. Refurbishment and/or redevelopment offers the opportunity to enhance the town centre through significant improvements to the way in which the site relates to the surrounding area, with a greater intensity and variety of uses that contribute to the vitality of the town centre.

Indicative Delivery Timetable: 2021-2026

Site Context: The Ealing Broadway Centre forms a large block with internal streets convening on a central courtyard, and a multi-storey car park and modern servicing access to the rear. Multiple retailers, including a supermarket, occupy the ground floor retail units. Upper floors contain a small number of retail units, a public library, a private gym and offices. The courtyard at the centre of the development is not on any significant desire line and has the feeling of a private area rather than a public space. The layout and configuration of the centre isolates it from the town centre, with the rear entrance to the car park creating an area of particular illegibility despite its close proximity to Ealing Green.

The height of the existing frontages to The Broadway/High Street creates a satisfactory level of enclosure to define the street. The more recent addition of the Marks and Spencer building with its lower roofline creates a discontinuity in the roofscape emphasised by the gap in the

building line on the High Street and the incongruous architectural styles of the component frontages. A large proportion of the shop units are considered small by modern standards, evidenced by prolonged vacancies despite strong market interest in Ealing town centre as a location.

Design Principles: Refurbishment and/or redevelopment should fully exploit the opportunities to upgrade and diversify the existing shopping centre, including improvement of the quality of retail floorspace on offer; introduction of residential uses; and improvement of the access and servicing arrangements. This backland area has the potential to accommodate a variety of commercial uses with active ground floor frontages along the current access route to the car park. The introduction of residential uses to upper floors would be supported by the achievement of better integration of the Broadway Centre with residential areas to the south of the site via improvements to what is currently a hostile pedestrian environment.

Better integration with the town centre in general can be achieved through the introduction of attractive pedestrian orientated links from the south via the Grove, through the Broadway Centre and on to the Arcadia site and Ealing Broadway Station. Proposals to reposition crossings to align with the Broadway Centre's existing access points on The Broadway and High Street will be supported, subject to satisfactory impact on the functioning of the road network. The public realm treatment and landscaping strategy adopted should complement and contribute to the range of planned improvements and investments to streets and public spaces in the town centre, particularly the upgrade of Ealing Broadway Station forecourt.

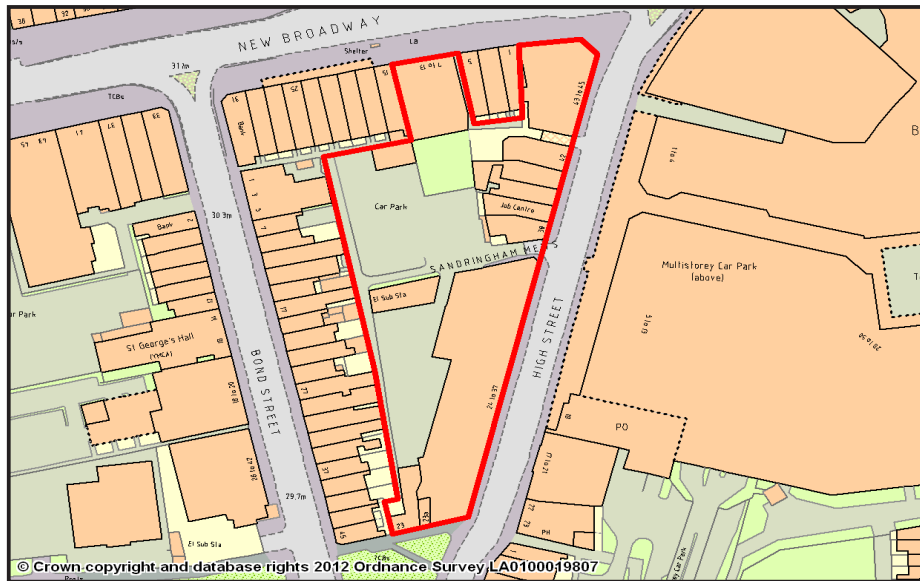
Care should be taken with the height and massing of buildings on all boundaries to ensure that the amenity of existing residential properties and the character and appearance of the Conservation Area are preserved. The scale of development to street frontages should be commensurate with the prevailing massing of the surrounding built form. The size and orientation of the site may support limited additional height within the centre of the development, of an appropriate scale to define the internal public square and any new pedestrian links from the

south.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens. The proximity to Ealing Green/Walpole Park will be considered when assessing the required level of provision of private amenity space only where design and layout is of sufficient high quality and contributions are made towards enhancements to these open spaces.

EAL5 Sandringham Mews

25-45 High Street / 7 -11 New Broadway / Sandringham Mews Ealing W5



Site Area: 0.63ha

Ownership: Multiple private

Current Use: Retail, restaurants/cafes, public house and surface level car park

Development Strategy Policies: 2.5, particularly 2.5(a), 2.5(b), 2.5(e) and 2.5(g)

Setting: Central

PTAL: 6

Planning Designations:

Metropolitan Centre

Ealing Town Centre Conservation Area

Setting of Grade II* Listed Parish Church of Christ the Saviour

Archaeological Interest Area

Relevant Planning Applications: None

Allocation: Mixed use development appropriate to the town centre. Potential for student accommodation.

Justification: Development presents an opportunity to enhance the townscape while making more efficient use of the site through additional floorspace and introduction of different uses appropriate to the excellent PTAL.

Indicative Delivery Timetable: 2016-2021

Site Context: The roughly triangular shaped site to the west of The Broadway Shopping Centre has frontages to New Broadway and High Street organised around an internal surface level public car park accessed from High Street that also provides access to serve the units within the site boundary and those fronting Bond Street. There is a narrow alley at the north end of Bond Street that provides alternate pedestrian access to the car park.

The site forms a transition between the retail core of the Ealing Broadway area to the east and the Cultural Quarter to the west. The proximity to the park and quality of existing building surrounding the site has led to a number of high quality independent retailers being attracted to the area focused on High Street/Bond Street.

The chamfered corner of 43-45 High Street creates an attractive semi-public space at this prominent corner, often occupied by several small market stalls, however architectural detailing of the building itself is minimal despite its key location within the townscape. The building at 7-13 New Broadway is considered to have a negative impact on the character of the area, and the remainder of the buildings on the site are unremarkable and set within a layout that creates a discontinuous frontage to Ealing Green. The consistent four storey height along High Street, balanced by the five storey height of the Broadway Centre opposite, creates a narrow urban street with good enclosure.

Design Principles: Proposals should capitalise on the existing strengths and characteristics of the immediate area to create an intimate, fine grained development with a mix of uses including small scale retail units, restaurants/cafes, small scale offices/studios and residential on upper floors; the site is considered appropriate for the provision of self-contained student accommodation.

Along High Street and to Ealing Green, development should provide continuous active frontages with high quality unified shopfronts and an upgraded public realm. There is an opportunity to introduce uses along the southern boundary that capitalise on this open space, for example al fresco restaurants and cafes.

New development at 7-13 New Broadway will need to be carefully designed to integrate successfully with the locally important heritage buildings. Both this frontage and the corner element at 43-45 High Street are also within the setting of the listed Church; while the corner element occupies a prominent location within the townscape, it must be of a scale and appearance that does not compete with the listed Church as the dominant building in this area.

Within this general perimeter block structure, the layout should ensure that the built up area within the block is in character with prevailing fine grain of the surrounding area. Successful integration will depend on an innovative and creative layout that responds to the size and structure of existing blocks within the town centre to avoid a monolithic and incongruous development. The provision of new pedestrian routes through the site that integrate with and improve the existing movement patterns of the town centre is strongly encouraged; all proposed routes should be legible, safe and defined by active frontages.

The scale of development to street frontages should be commensurate with the surrounding built form. There may be potential for additional scale along the southern boundary, subject to the amenity of the adjacent open space being preserved and the impact on the character and appearance of the Conservation Area.

Any residential units proposed should be dual aspect (north facing

single aspect units are not acceptable). All residential dwellings should have access to private and/or communal garden space provided through gardens, courtyards, patios, balconies and/or roof terraces. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

The proximity to Ealing Green/Walpole Park will be considered when assessing the required level of provision of private amenity space only where design and layout is of sufficient high quality and contributions are made towards enhancements to these open spaces.

The proximity of this site to the traffic signal controlled junction requires careful consideration of vehicular access and servicing arrangements; servicing should be off street where possible and dedicated loading bays provided for on-street requirements. The potential to extend the width of the footway on High Street and provide kerb build-outs between parking should be explored. The high PTAL would support a low car/car free scheme.

EAL6 Cinema

59-63 New Broadway / 14-22 Bond Street / 1 Mattock Lane, Ealing W5



Site Area: 0.88ha

Ownership: Private, some Council

Current Use: Cleared site with façade retained, car park, restaurant, offices, community

Development Strategy Policies: 2.5 particularly 2.5(b), 2.5(e) and 2.5(g)

Setting: Central

PTAL: 5-6

Planning Designations: Metropolitan Centre; Ealing Town Centre and Ealing Green Conservation Areas; setting of Grade I Listed Pitzhanger Manor Gallery/House and entrance archway and gates to Walpole Park; setting of Grade II Listed Perceval Lodge and Stone Bench; Archaeological Interest Area; Adjacent to Ealing Green POS and Ealing Green, Walpole Park and Lammas Parks MOL

Relevant Planning Applications: P/2003/5043 and related permissions

Allocation: Mixed use development appropriate to the town centre, including multiscreen cinema, retail, commercial and residential.

Justification: The outstanding planning permission for the multiscreen cinema will provide a significant leisure development within the town centre, which Ealing currently lacks, and restore the retained façade as a key townscape element. Development of the wider site with complementary uses will support an enlivened film/cinema quarter that provides a range of cultural, leisure and entertainment uses suitable for all ages.

Indicative Delivery Timetable: 2016-2021

Site Context: The site extends between New Broadway and Mattock Lane, bounded by the pedestrian only Barnes Pike to the west and Bond Street to the east. Each of the three main frontages has a unique context – the civic scale of the town hall to New Broadway, the

fine-grained Edwardian terraces of Bond Street, and the formal open spaces of Ealing Green/Walpole Park to Mattock Lane with Pitzhanger Manor beyond. Excepting the retained façade, the existing buildings do not successfully integrate into the rich local context and their layout results in large underused backland areas in a prime town centre location.

Design Principles: The Ealing Cinema Supplementary Planning Document (SPD) sets out the design principles for the site in full. Change on this site may be achieved through comprehensive or incremental development; any proposals brought forward must be based on a masterplan for the site as a whole that address the urban design objectives and realises the full potential of the site.

Development on this site should deliver a multiscreen cinema, and introduce additional complementary town centre uses, with active ground floor retail, restaurant and leisure uses. The inclusion of

additional arts and cultural uses, studios/flexible office space and community uses would be welcomed.

The heritage setting of the southern and eastern boundaries of the site will require a high quality design that sits comfortably within the surrounding area and complements the dominant Edwardian vernacular. Approaches should be based on a clear design concept that advances a vision for the site as a whole; piecemeal development based on land ownership that prejudices the ability to deliver the site's full development potential will not be supported. The Edwardian YMCA building positively reflects the original character of this part of the town centre, and would merit retention and enhancement as part of any development proposals.

The height and massing of new buildings should be commensurate with the surrounding built form to ensure that the amenity of existing residential properties, Ealing Green/Walpole Park, and the character and appearance of the Conservation Area are preserved. On the perimeter of the site, the building line established by adjacent properties should be continued; on Mattock Lane buildings will be expected to retain the generous setback of properties to the west with a high quality landscaping treatment to the front.

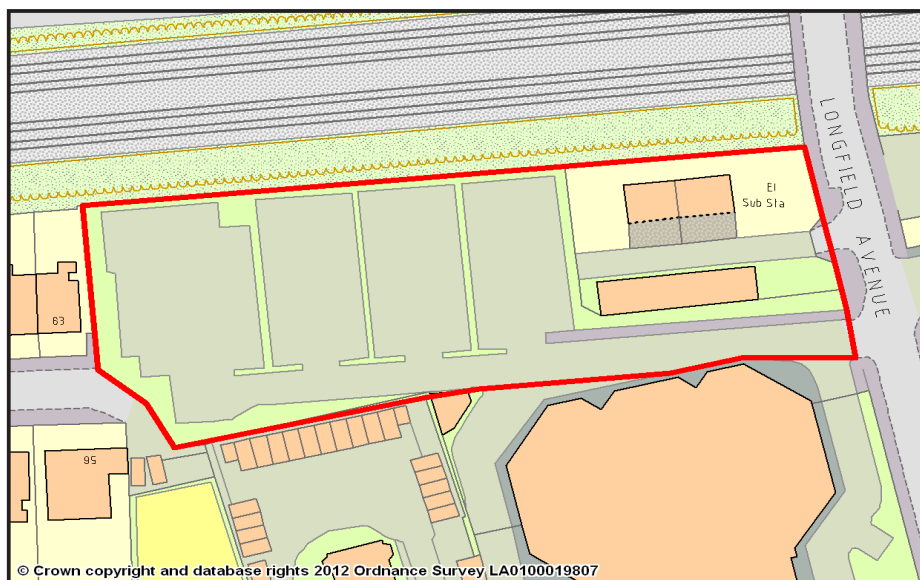
The creation of a new public space in the centre of the site is supported. This space should be defined by active frontages and located such that it integrates with the existing movement patterns of the town centre. Achieving better integration of Ealing Green/Walpole Park should be a key outcome of proposals on this site, and this should be reflected in the arrangement of new buildings.

Residential development at upper floors is supported, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

The proximity to Ealing Green/Walpole Park will be considered when assessing the required level of provision of private garden space only where design and layout is of sufficient high quality and contributions are made towards enhancements to these open spaces.

EAL7 Longfield Avenue Car Park

Longfield Avenue Ealing W5



Site Area: 0.49ha

Ownership: Council

Current Use: Surface level car park for Perceval House

Development Strategy Policies: 2.5

Setting: Central

PTAL: 4-6

Planning Designations:

Metropolitan Centre

Setting of Ealing Town Centre Conservation Area

Green Corridor

Relevant Planning Applications: None

Allocation: Residential

Justification: Current use as a surface level car park underutilises a highly accessible town centre site.

Indicative Delivery Timetable: 2016-2021

Site Context: This long, narrow site is bounded to the north by the railway, to the east by Longfield Avenue and Dicken's Yard, to the south by Perceval House (offices) and Longfield House (residential), and to the west by established residential properties. The main access is currently from Longfield Avenue, opposite Dicken's Yard, with potential for the creation of a pedestrian/cycle through route to Craven Avenue; there is a level change between the two roads.

The dominant character of the area is provided by the large floorplate office/flatted developments, which are poorly integrated with the fine

grain of Craven Avenue and the residential streets to the west of the site with their low rise, semi-detached properties. The electricity substation within the site boundary provides a weak frontage to the high quality public realm of Longfield Avenue.

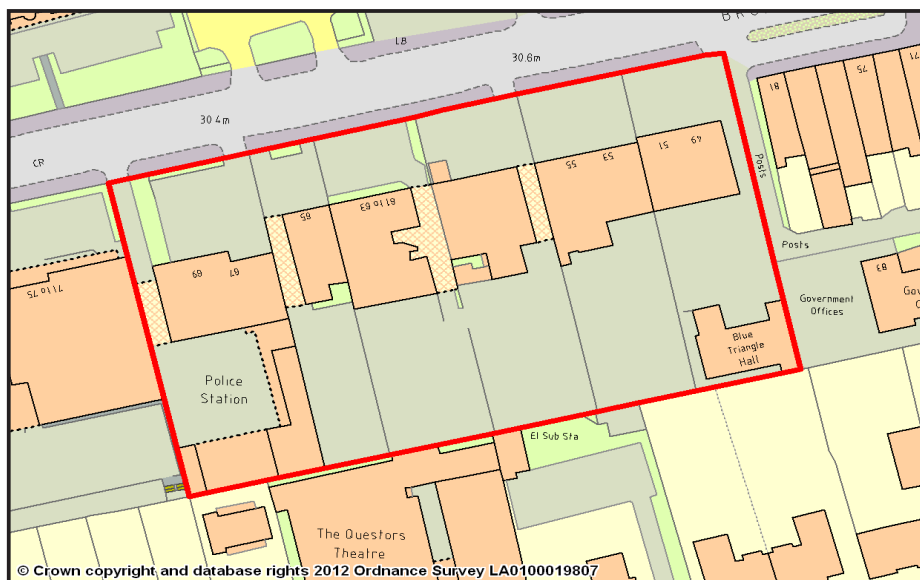
Design Principles: The scale, massing and height of buildings must respect the amenity of adjoining properties to the west. Lower elements should adjoin the existing residential development on Craven Avenue, with density massed towards Longfield Avenue and the increased scale of development at Dicken's Yard.

Due to the proximity of the railway line, a convincing case would need to be presented that proposals for residential accommodation would have a satisfactory level of amenity. Designs must include measures to mitigate the impact of railway noise and be based around a layout that ensures sufficient privacy and adequate outlook for residents of both the new development and existing properties to the east and west.

Buildings should be orientated to maximise sunlight and daylight.

All residential units should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens. The excellent PTAL would support a low car/car free scheme on this site. The required level of parking retention will be determined based on wider town centre requirements.

EAL8 49-69 Uxbridge Road Ealing W5



Site Area: 0.86ha

Ownership: Metropolitan Police, private

Current Use: Offices, police station (sui generis)

Development Strategy Policies: 1.2(b), 2.5, particularly 2.5(b), 2.5(d), 2.5(e) and 2.5(g)

Setting: Central

PTAL: 6

Planning Designations:

Metropolitan Centre

Adjacent to Ealing Town Centre and Ealing Green Conservation Areas

Archaeological Interest Area

Relevant Planning Applications: None

Allocation: Office-led (B1a) redevelopment, including ancillary commercial uses at ground floor.

Justification: The site forms the entrance to the Office Quarter, and the largely outdated buildings sit in contrast to the modern office developments further west. The Metropolitan Police have confirmed that they will vacate the building and locate elsewhere within five years. Redevelopment offers the opportunity to deliver significant additional office floorspace to retain and attract business development in the borough.

Indicative Delivery Timetable: 2016-2021

Site Context: The site currently accommodates six office buildings at the eastern edge of the Office Quarter. The buildings are of generally mediocre architectural quality, although two have been recently upgraded with the addition of a contemporary façade. The buildings

are a uniform height of five commercial stories and numbers 49-65 maintain a consistent building line, with the Metropolitan Police building at 67-69 being set back. The buildings have a poor relationship with the street, with insufficient scale to create a sense of enclosure and forecourt parking, and offer generally low quality, outdated accommodation. The rear boundary is formed by the Questors Theatre and the rear gardens of residential properties within the Ealing Green Conservation Area.

Design Principles: Proposals for redevelopment, whether of individual or multiple buildings, must deliver a substantial net increase in office floorspace provided. Where buildings are currently vacant or in a use other than B1(a) offices, the existing quantum of floorspace against which to measure the net increase will be taken as the total floorspace provided in the existing building(s) at first floor level and above. The provision of complementary commercial uses at the ground floor level

to Uxbridge Road is at the discretion of those bringing forward proposals.

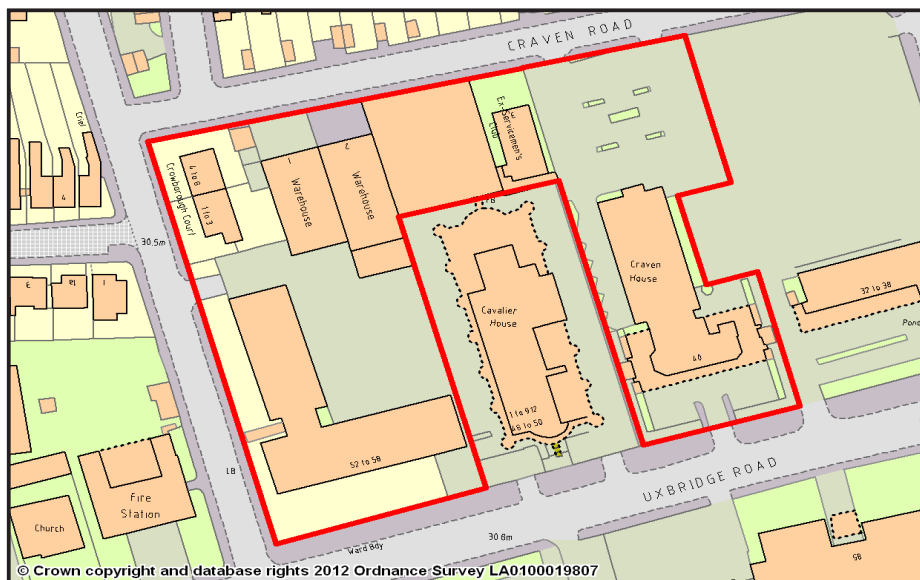
New buildings must create a positive relationship to the street, reflecting the scale precedent of the Ealing Cross development of 7-9 commercial stories, and set within a high quality landscaped public realm to Uxbridge Road with parking provision to the rear. Proposals for 67-69 Uxbridge Road must bring the building line forward in line with the established building lines to the east and west. The layout of buildings should provide plot widths and rhythm in the streetscape that responds to the prevailing context with periodic gaps between buildings.

The height and massing of buildings on the southern boundary should be smaller scale to ensure that the amenity of existing residential properties is maintained. Where lower blocks are proposed to the rear of the site, the provision of external rooftop amenity space on the lower blocks to serve occupants is strongly supported.

The potential for a new north-south link from Uxbridge Road to Mattock Lane and Walpole Park should be explored. Such a link would provide improved access between the Office Quarter and the open spaces, amenities and services directly to the south/east that form the core of the town centre's culture/leisure offer.

EAL9 Craven House, Bilton House and land to rear of Cavalier House

58 Uxbridge Road / 1-6 Crowborough Court / 1-6 Craven Road, Ealing W5



Site Area: 1.03ha

Ownership: Private

Current Use: Offices with residential and Ex-servicemen's Club to rear

Development Strategy Policies: 1.2(b), 2.5, particularly 2.5(b), 2.5(d) and 2.5(e)

Setting: Central

PTAL: 4-6

Planning Designations:
Metropolitan Centre

Relevant Planning Applications: None

Allocation: Office-led (B1a) redevelopment, including ancillary commercial uses at ground floor and small scale residential and/or community uses to northern boundary. Retention or satisfactory relocation of ex-servicemen's club.

Justification: Redevelopment offers the opportunity to deliver significant additional office floorspace to retain and attract business development in the borough, supported by smaller scale residential/community uses to the northern boundary to provide better integration of the Office Quarter with the adjacent residential area.

Indicative Delivery Timetable: 2021-2026

Site Context: The u-shaped site wraps around the residential development at Cavalier House, with frontages to Uxbridge Road, St Leonard's Road and Craven Road. The mix of low-rise residential/commercial uses fronting Craven Road contrast markedly with the

large-scale office buildings of Exchange Plaza and Craven House fronting Uxbridge Road. An operational fire station is located on the adjacent corner of Uxbridge Road/Leonard's Road; the fire station is a locally important heritage building.

Design Principles: Proposals for redevelopment of Exchange Plaza and Craven House, whether individually or together, must deliver a substantial net increase in office floorspace provided. Where buildings are currently vacant or partially occupied, the existing quantum of floorspace against which to measure the net increase will be taken as the total floorspace provided in the existing building(s) at first floor level and above. The provision of complementary commercial uses at the ground floor level to Uxbridge Road is at the discretion of those bringing forward proposals.

New buildings must create a positive relationship to the street, reflecting the scale precedent of the existing buildings and Cavalier

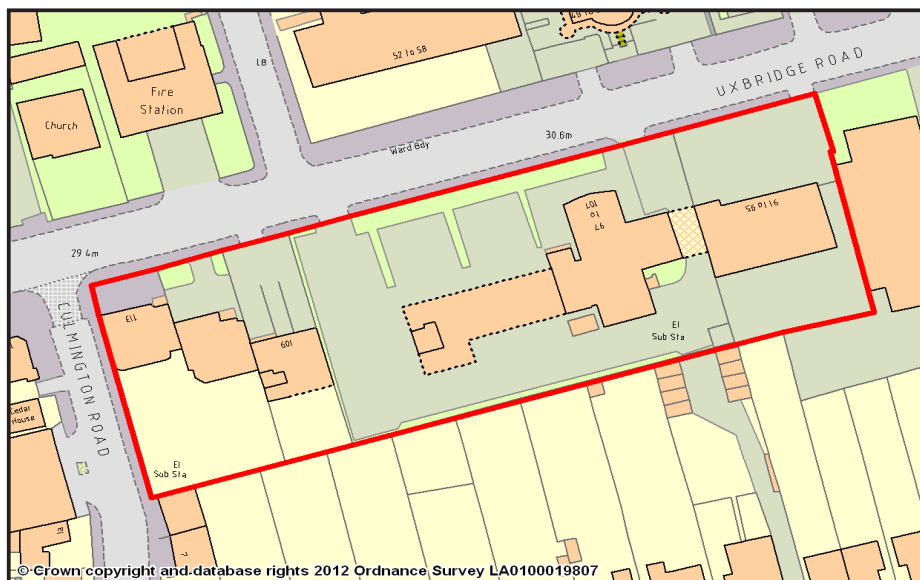
House, and set within a high quality landscaped public realm to Uxbridge Road with parking provision to the rear. Density should be massed towards Uxbridge Road, with reduced building heights and a smaller scale on the northern boundary in reflection of the suburban character of the existing residential properties to Craven Road.

The provision of residential uses to the rear of the site is subject to a satisfactory level of amenity being achieved. Designs must be based around a layout that ensures sufficient privacy and adequate outlook for residents of both the new development and existing properties, including Cavalier House. Buildings should be orientated to maximise sunlight and daylight.

All residential units should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens. The excellent PTAL would support a low car/car free scheme on this site.

Access and servicing arrangements must consider the operations of the adjacent fire station, and ensure a negligible impact on the London Fire Brigade and its effective service. Operational traffic associated with proposals should be kept to a minimum, and on-street parking will likely be prohibited.

EAL10 93-113 Uxbridge Road Ealing W5



Site Area: 0.83ha

Ownership: Private

Current Use: Offices, education

Development Strategy Policies: 1.2(b), 2.5, particularly 2.5(b), 2.5(d) and 2.5(e)

Setting: Central

PTAL: 5

Planning Designations:

Metropolitan Centre

Adjacent to Ealing Green Conservation Area, Archaeological Interest Area

Relevant Planning Applications: P/2012/0743

Allocation: Office-led (B1a) redevelopment, including ancillary commercial uses at ground floor and limited education/community uses on upper floors.

Justification: Redevelopment offers the opportunity to deliver significant additional office floorspace to retain and attract business development in the borough, supported by smaller scale education/community uses appropriate to the site's location at the end of the office quarter farthest from the strategic transport interchange of Ealing Broadway Station.

Indicative Delivery Timetable: 2011-2021

Site Context: This long, narrow site is located at the western entrance to the Office Quarter, bounded by residential properties within the Ealing Green Conservation area to the rear. It is occupied by a number of large scale office blocks with varied setbacks from the Uxbridge

Road, surrounded by large areas of open space and parking areas. The poor architectural quality, irregular treatment of the public realm and ad-hoc nature of the car parking has a negative impact on the street environment. The existing buildings are outdated and suffer from high vacancy levels, excepting 113 Uxbridge Road which has permission for demolition and redevelopment of high grade office space.

Design Principles: Proposals for redevelopment, whether of individual or multiple buildings, must deliver a substantial net increase in office floorspace provided. Where buildings are currently vacant or in a use other than B1(a) offices, the existing quantum of floorspace against which to measure the net increase will be taken as the total floorspace provided in the existing building(s) at first floor level and above.

The provision of complementary commercial uses at the ground floor level to Uxbridge Road is at the discretion of those bringing forward

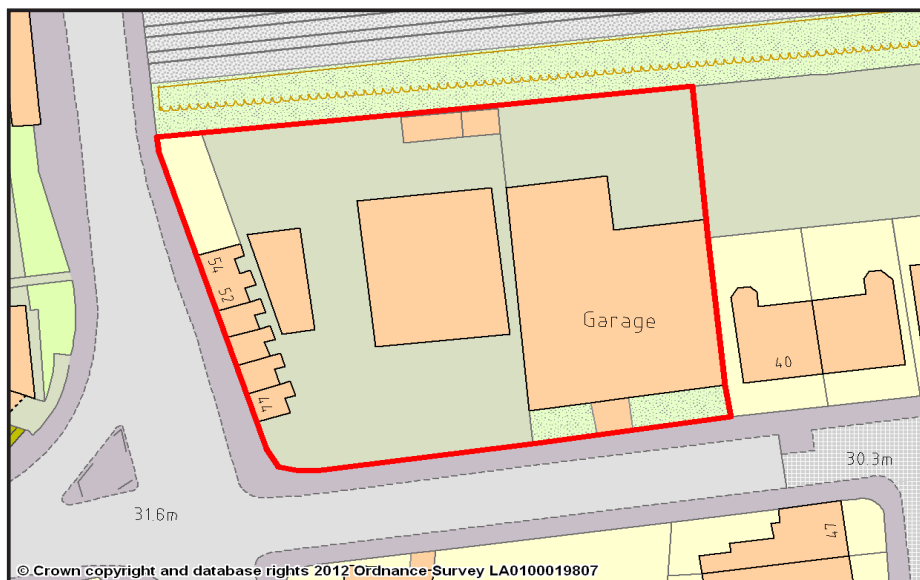
proposals. The introduction of complementary education/community uses will be acceptable dependent on the layout of proposals and their contribution to improving the overall role/function of the Office Quarter while avoiding on-site conflicts between uses.

New buildings must create a positive relationship to the street, reflecting the scale/precedent of the Ealing Cross development of 7-9 commercial stories, and be set within a high quality landscaped public realm to Uxbridge Road with parking provision, and where possible vehicular access, to the rear. Proposals must bring the building line forward to relate to that established by 113 Uxbridge Road and Ealing Cross. The layout of buildings should provide plot widths and rhythm in the streetscape that responds to the prevailing context with periodic gaps between buildings.

The height and massing of buildings on the southern boundary should be smaller scale to ensure that the amenity of existing residential properties is maintained. Where lower blocks are proposed to the rear of the site, the provision of external rooftop amenity space on the lower blocks to serve occupants is strongly supported. The extant planning permission at 113 Uxbridge Road is considered an appropriate approach to development on this site.

EAL11 West Ealing Station Approach

Drayton Green Road / Hastings Road West Ealing W13



Site area: 0.27ha

Ownership: Private

Current uses: Retail, vehicle repair/MOT, and storage space

Development Strategy Policies: 1.2(e), 2.5

Setting: Urban

PTAL: 4

Planning Designations:

Metropolitan Centre

Adjacent to Green Corridor

Relevant Planning Applications: None

Allocation: Mixed used development appropriate to the town centre.

Justification: Currently dominated by small-scale retail units and car parking, the site is underused in relation to its location within the town centre, and appropriate for an intensified mix of uses. The proximity to a residential area and the arrival of Crossrail make it suitable for the introduction of higher-density mixed use, enhancing the character of the town centre and the main route from the station to the high street area.

Indicative Delivery Timetable: 2016-2021

Site Context: The site sits by the railway in a highly accessible location opposite West Ealing Crossrail station. The site's immediate surroundings have seen a large amount of development in recent years with Waitrose, Luminosity Court and Sinclair House. This site however sits in a residential area as well as being within town centre

boundaries, making it particularly vulnerable to inappropriate and overbearing design. The adjacent railway further makes development sensitive to potential issues for end users such as noise and pollution.

With the introduction of Crossrail, a substantially increased pedestrian movement to and from the station is then to be expected between the nearby residential areas, West Ealing high street, Crossrail and the designated shopping parades of Waitrose and the Avenue. Traffic congestion is known to take place along Drayton Green Road, and Hastings Road has been closed to circulation to avoid rat-running.

Design Principles: The height, scale and massing of new development must reflect the historic character of the surrounding residential areas on Hastings and Drayton Green Road. New development along Hastings Road must be low rise and not overlook the adjacent two storey terraced residential properties on this side, to create a harmonious streetscape and respect the current building line.

A stepped design with increasing height towards Drayton Green Road may be appropriate, in reflection of the increased scale of development at the intersection. Along Drayton Green Road, heights of up to four storeys will generally be appropriate, reflecting the height of Wilton House on the corner opposite.

Active frontages providing a variety of commercial units of different sizes should be provided on the ground floor of Drayton Green Road to provide a lively and agreeable frontage to this increasingly busy thoroughfare.

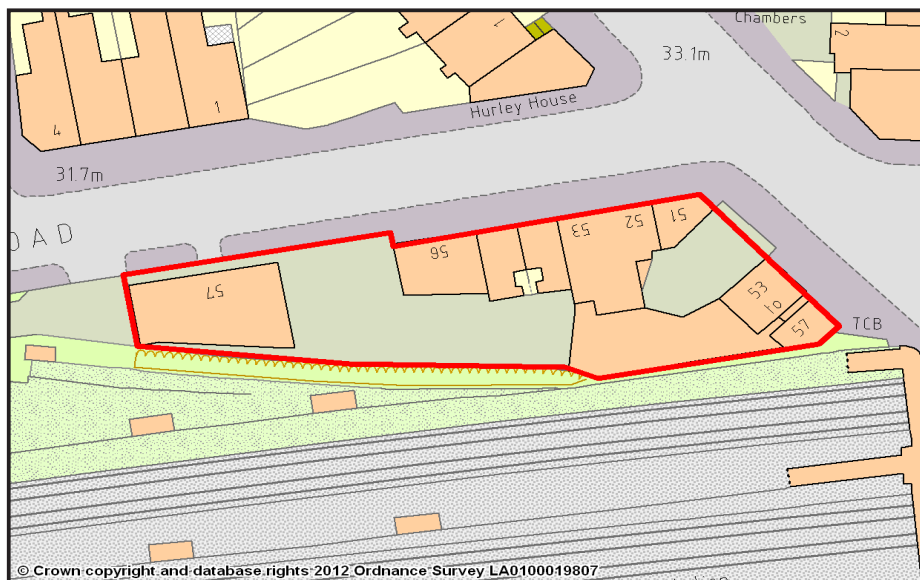
Due to the proximity of the railway line, a convincing case would need to be presented that proposals for residential accommodation would have a satisfactory level of amenity. Any residential use on the site must be designed to adequately shield residents from the noise and vibrations coming from the adjacent railway through proper insulation and ventilation.

Residential development must provide adequate levels of communal and private garden space for residents; any balconies fronting the railway must achieve acceptable quality and usability standards particularly with regards to noise and air quality, and the provision of accessible roof space or terraces incorporating biodiversity features will be expected in flatted schemes.

Residential units should be dual aspect (north facing single aspect units are not acceptable). Means to provide secure access to residential units on the site will need to be carefully considered. The constrained nature of the site and its location in a town centre next to a Crossrail station would support a car free scheme.

EAL12 West Ealing Crossrail Station

Manor Road / Argyle Road / Drayton Road West Ealing W13



Site Area: 0.11ha

Ownership: Private

Current Use: Retail and vehicle repair

Development Strategy Policies: 1.2(d), 2.5, particularly 2.5(f)

Setting: Urban

PTAL: 4

Planning Designations:
Metropolitan Centre

Relevant Planning Applications: None

Allocation: Mixed use development appropriate to the town centre, compatible with the functioning of the Crossrail station.

Justification: The location of this underused but strategic site in a town centre on premises adjacent to a Crossrail station and nearby designated shopping parades justify a high standard mixed use redevelopment featuring retail uses, which will complement and enhance the Crossrail station planned for opening in 2019, and respect the character of the adjacent residential area.

Indicative Delivery Timetable: 2016-2021

Site Context: The site is adjacent to the site of the West Ealing Crossrail station along the railway and sits on a prominent corner location at the intersection of Manor Road, Drayton Green Road and Argyle Road. It is within the boundaries of Ealing Metropolitan Town Centre and adjacent to a residential area of predominately Victorian

terraces. Building heights in the surrounding residential area generally range from one to four storeys. High quality buildings are located nearby including the locally listed sorting office on Manor Road, the parade at 4-24 the Avenue and the Drayton Court Hotel.

The small scale one-storey retail units which currently occupy the site, some of which are vacant or partly derelict, do not reflect the strategic corner location, contribute to the vibrancy of the retail offer in the area, particularly the lively shopping parades along the Avenue. The built form does not respond to Argyle Corner, Stowells Corner and the corner element of Sinclair House at the adjacent junction.

Design Principles: The height and massing of development on this site should both respond to the adjacent Crossrail station and to the bulk of the buildings featured at this intersection. Its bulk, scale and design should be sympathetic to the adjacent residential area, seek to enhance the setting of the locally listed sorting office and seek to

complement rather than compete with the appearance of the new Crossrail station.

Development should be designed to include features reflecting the prominent corner location of the site and respond to the ensemble of corner buildings that characterise the crossroads

A mix of small and medium size retail units and active uses should be provided on the ground floor to provide a lively and agreeable frontage to this increasingly busy thoroughfare and provide continuity with existing retail frontages along a north south axis, from The Broadway to West Ealing station. Careful consideration will need to be given to the location of loading bays and as to how they are accessed to avoid and minimise potential conflict with pedestrian movement along the Manor Road and Drayton Green Road.

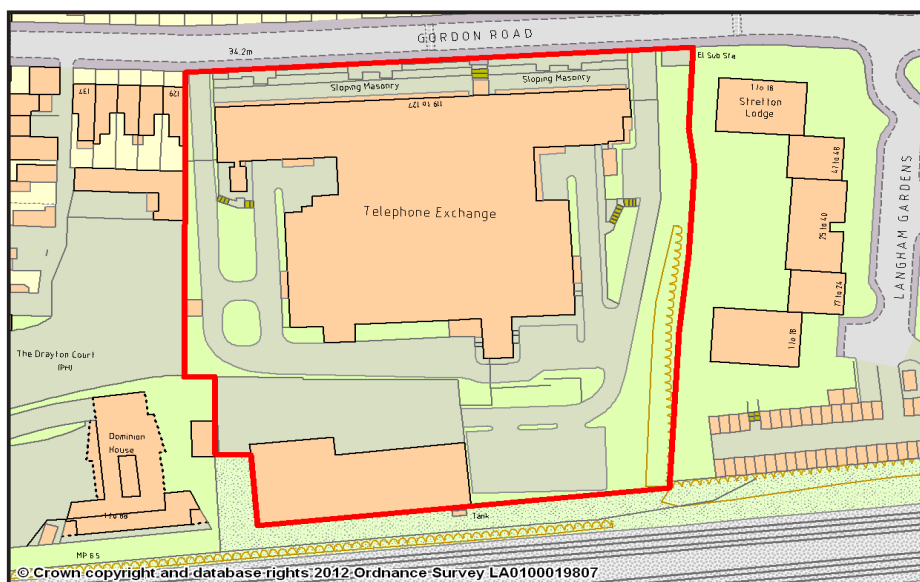
Due to the proximity of the railway line, a convincing case would need to be presented that proposals for residential accommodation would have a satisfactory level of amenity. Any residential use on the site must be designed to adequately shield residents from the noise and vibrations coming from the adjacent railway through proper insulation and ventilation.

Residential development must provide adequate levels of communal and private garden space for residents; any balconies fronting the railway must achieve acceptable quality and usability standards particularly with regards to noise and air quality, and the provision of accessible roof space or terraces incorporating biodiversity features will be expected in flatted schemes. Residential units should be dual aspect (north facing single aspect units are not acceptable). Means to provide secure access to residential units on the site will need to be carefully considered. The constrained nature of the site and its location in a town centre next to a Crossrail station would support a car free scheme.

Development must enhance the public realm on the approach from the Uxbridge Road to the Crossrail station, reflecting the standards set by the improvements made along the Avenue and establishing continuity with any public realm provided as part of Crossrail.

EAL13 Former BT Telephone Exchange

Castle House and Rome House, Gordon Road West Ealing W13



Site area: 1.46ha

Ownership: British Telecom

Current uses: BT Sector Switching Centre

Development Strategy Policies: 2.10

Setting: Urban

PTAL: 2-4

Planning Designations:
Adjacent to Green Corridor

Relevant Planning Applications: None

Allocation: Residential.

Justification: BT has confirmed that the building will be decommissioned within five years. The site is located within an established residential area and as such it is suitable for residential use.

Indicative Delivery Timetable: 2016-2026

Site context: The site is bounded to the north by Gordon Road, to the west by residential terraces, flatted development and the Drayton Pub garden, to the east by four storey flatted development and to the south by the railway. The largely disused and bulky building on the site was purpose built by BT as a sector switching centre since in the 1970s and features unusually high ceiling machine rooms, offices, a vacant workspace to the rear, and a large amount of underground and surface level car parking. It is set back from the established building line on

Gordon Road, with vehicular and pedestrian access from Gordon Road.

The site is located outside of the designated town centre in a residential area characterised by two storey semi detached Victorian/Edwardian houses. The site's topography is characterized by a drop in ground level between Gordon Road and the railway which allows for building heights to range from currently three storeys along Gordon Road to 6 storeys at the rear of the site without overly affecting views from Gordon Road. The site is within walking distance to the shopping parade along The Avenue and West Ealing Crossrail Station.

Design Principles: The location of this site in a residential area makes it appropriate for the introduction of residential uses as part of a wider redevelopment. Any phased residential development must be supported by a clear and coherent masterplan for the entire site as to the layout, scale, massing and design of buildings; the location

of access points and routes; and the location, nature and levels of provision of garden space for residents. This should be achieved through an outline or full planning application for the site as a whole.

The bulk, height and massing of buildings on the site should be commensurate with the general character and height of adjacent residential development, particularly along Gordon Road where development must not be overbearing in relation to the low height of existing residential properties fronting the road. A height of three to four storeys along this frontage would be appropriate.

The downwards slope of the site towards the railway gives/may provide an opportunity for taller elements to locate at the lower level subject to views from Gordon Road being preserved and development safeguarding acceptable levels of privacy for occupiers of adjacent residential developments.

A high quality of buildings will be uniformly sought within the site. Facades along Gordon Road should be of a high quality design supported by the use of high quality materials and reflecting the positive elements of character in nearby residential properties. The size of the site is sufficient to support a mix of dwelling sizes, including family accommodation. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable).

Development must ensure adequate and generous provision of communal and private garden space for residents in the form of private gardens, communal garden space and balconies commensurate with the potential offered by the size of the site. They should be properly screened from access roads, pedestrian footpaths and semi public spaces to ensure privacy. Communal areas may be provided at roof level through accessible roof space and terraces. The provision of playspace for children to Mayoral standards will also be required.

The site layout should establish a clear and legible hierarchy between private, semi public and public spaces through the use of paving materials, hedges, front gardens, and public realm furniture. Schemes incorporating green roofs on buildings and biodiversity features in

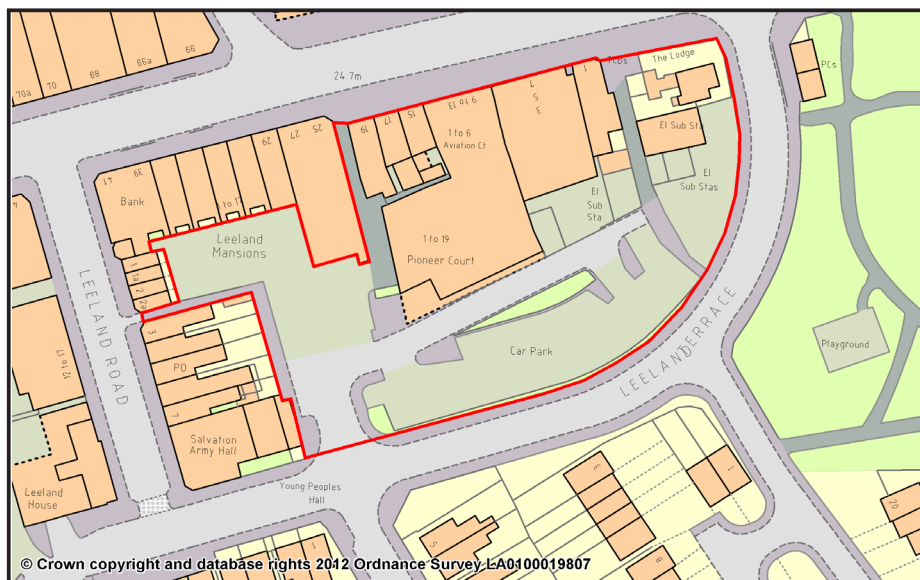
communal spaces will be positively considered.

Residential buildings must be appropriately set back from the railway line. It is imperative that they are appropriately screened from noise, pollution and vibrations from the railway through proper ventilation and insulation. Balconies and garden space fronting the railway must achieve acceptable quality and usability standards particularly with regards to noise and air quality.

The location of the site close to a Crossrail station would support a low or no car development. Any parking space on the site and access routes should be sensitively located with regards to garden space and residential accommodation so as not to disturb the tranquility of residents within the development and in the neighbourhood. Lateral pedestrian links with Sinclair House should be investigated to provide direct access to The Avenue.

EAL14 Maitland Yard

1-19 Broadway / Leeland Terrace West Ealing W13



Site area: 0.84 ha

Ownership: Private, some Council

Current uses: Residential, retail, commercial, stop and shop car park, and electric vehicle charging points.

Development Strategy Policies: 2.5, particularly 2.5(b) and 2.5(e)

Setting: Urban

PTAL: 4-5

Planning Designations:
Metropolitan Centre

Relevant Planning Applications: P/2009/1325

Allocation: Mixed use development appropriate to the town centre with retention of town centre car parking.

Justification: The incoherent and low density patchwork of uses on this site does not reflect its prominent town centre location. Redevelopment presents an opportunity to improve the site's legibility, restore a sense of enclosure, a coherent building line and improve the relationship to its surroundings, including to local heritage assets and the adjacent Dean Gardens.

Indicative Delivery Timetable: 2021-2026

Site context: The site is located along the Uxbridge Road corridor with good bus connections and within walking distance of West Ealing Station. Part of the site boundary along Leeland Terrace faces Dean Gardens, a well-equipped open space that is well used during the day but poses safety issues at night. Dean Gardens is too small to be

classified as a local park, and the wider area suffers from local park deficiency, as well as moderate open space deficiency.

The site offers poor coherence in terms of urban form and detracts from elements of character in the broader block and from the function of the wider area. The buildings on the site are of little architectural merit and contribute to a jagged roofline. However, nearby terraces on the same block, including 25-41 Broadway, 43-57 Broadway, 3-7 Leeland Road and the Salvation Army Hall, as well as 48-62 Broadway opposite, are well-maintained historical buildings with high quality facades.

The approach from the Broadway to Leeland Terrace does not mark the entry to this central part of West Ealing, with both car parking and electricity substations dominating the view from Dean Gardens. The overpermeability of the site, composed of unrelated elements with a number of car and pedestrian throughways, gives the sense that the site is a derelict edge of centre site and does not provide a sense of

security for pedestrians.

Design Principles: The height, scale and design of buildings along the Broadway must seek to restore continuity with the historical terraces at 25-41 Broadway, respect its character and the rhythm of its pattern in terms of design, and reinstate the building line. Likewise, development should reflect the quality of the design and pattern of the parade opposite (48-62 Broadway). New development should not be higher than four storeys along the Broadway, providing for commercial uses with active frontages at the ground floor, with a mix of unit sizes.

The northeastern corner of the site is appropriate for a corner type feature responding to the turrets of the parade at 25-41 the Broadway to mark the entry to this central part of West Ealing and respond to the entrance square to Leeland Gardens opposite.

New development on the site should seek to give the site an urban edge by providing built frontages along Leeland Terrace to provide the site with a greater sense of enclosure and safety compatible with its increased residential component. Commercial uses at ground floor along Leeland Terrace is not appropriate, however community uses may be appropriate. Residential accommodation on upper floors and to Leeland Terrace would be acceptable, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable).

A stepped residential development of between two to four stories would be appropriate along Leeland Terrace, respecting the low-rise character of the Salvation Army Hall and the residential character of the adjacent areas to the south of the site. Development should not be overbearing in relation to Dean Gardens and should safeguard levels of privacy for users of adjacent residential developments.

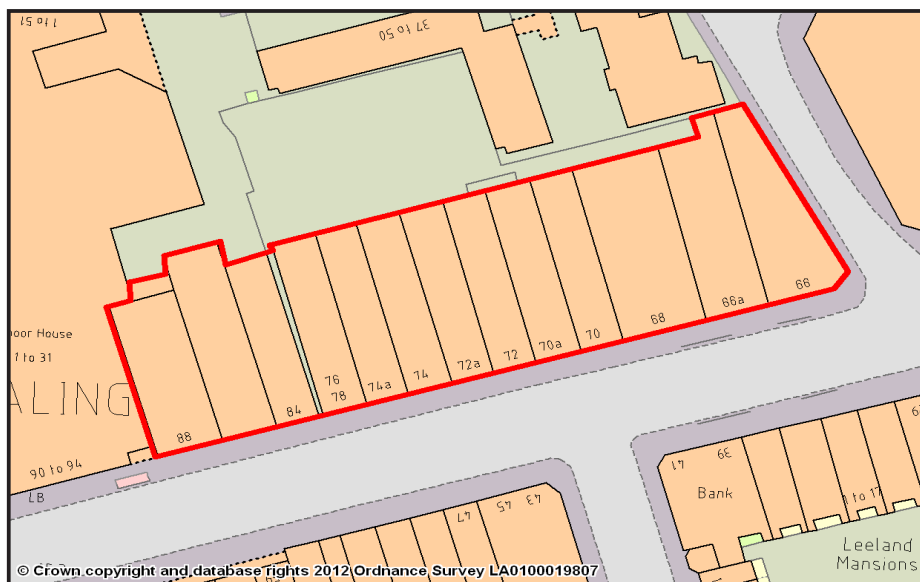
Although located opposite the site, Dean Gardens is below size to be classified as a local park and its proximity cannot be used to justify reduced levels of garden space provided by new development. An adequate mix of communal and private garden space must be provided for new residential dwellings through balconies and/or stepped terraces

and accessible roofspace. These elements will be particularly welcome in relation to the frontage overlooking Dean Gardens where this will provide additional overlooking and surveillance over this space, as well as green features enhancing Dean Gardens.

Redevelopment of the site should include landscaped public realm improvements around the site boundaries, with greening along Leeland Terrace to mark the approach to Dean Gardens and generous footway widths. The public realm at the northeastern corner of the site should reflect the landscaped entrance to Dean Gardens on the opposite side of the street. Pedestrian access to the throughway opening onto Leeland Road should also be provided.

The level of public parking to be retained on site will be determined in negotiation with the Council. This will include the retention of the existing electrical charging points. Access to car parking facilities and secure access for residents should be carefully considered so as not to create congestion or conflict in movement or uses.

EAL15 66-88 Broadway West Ealing W13



Site area: 0.27ha

Ownership: Private

Current uses: Retail and commercial

Development Strategy Policies: 2.5

Setting: Urban

PTAL: 5

Planning Designations:

Metropolitan Centre

Relevant Planning Applications: None

Allocation: Mixed used development appropriate to the town centre.

Justification: The site's prime location within West Ealing supports intensification and diversification of uses. The bulky and monotonous built form currently on the site does not reflect the existing variations in the street scene, which would benefit from a more sympathetic development at this location.

Indicative Delivery Timetable: 2021-2026

Site context: The site is located in a highly accessible town centre location at the intersection of the Broadway and Green Man Lane, a key route to the nearby Green Man Lane estate, and opposite Leeland Road where the vibrant West Ealing market takes place. A third residential storey has been added to the building opposite Green Man Lane. The site includes a two storey terrace with retail at the ground floor and offices above, two low rise residential units fronted

by prefabricated retail space, and a three storey office building, all of unremarkable design.

The site is in close proximity to several buildings of heritage value, however the existing buildings do not themselves contribute to the character of the high street. The long and narrow bulk of 68-76 The Broadway with its monotonous frontage gives the existing building a monolithic appearance that does not reflect the fine grain of the existing area or contribute to the streetscape. At the rear of the site is the low-rise residential property Hugh Clark House, as well as a taller residential development and large surface level car park; there are no habitable room windows facing onto the northern boundary of the site.

Design Principles: The design of new development provides an opportunity to break the façade into distinctive segments to reflect the grain of the built form along the high street. It should vary its appearance through the creative use of façade patterns, materials and

and cladding, whilst ensuring it blends in with its surroundings. Buildings on this site should be of a quality that reflects and enhances the character of the nearby historic buildings.

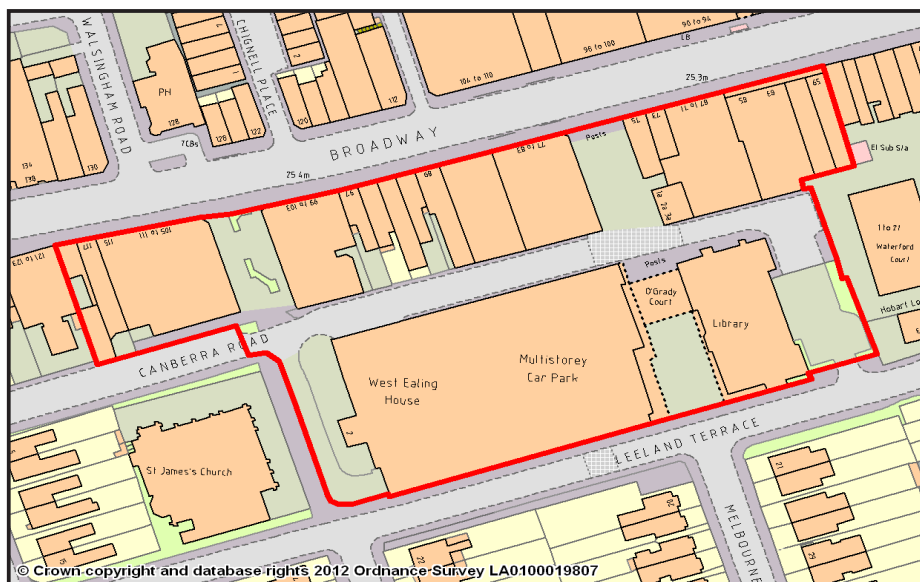
The height, bulk and massing of buildings may also vary, and must be designed to minimize the impact on the amenity space of the Hugh Clark House internal courtyard in relation to overshadowing and overlooking. Building heights on the site of four to five residential storeys would generally be appropriate.

A combination of retail units of various sizes must be provided at ground level along The Broadway. The design of the frontage along Green Man Lane should respond in character to the welcoming and animated appearance of the adjacent residential development and enhance the corner location of the building whilst respecting the building line. It may appropriately accommodate retail uses at the ground floor to provide an active frontage.

Residential use at ground floor is not acceptable. Upper floors could accommodate residential development, subject to an appropriate level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable). Access for residents should be kept private and secure. Residential development must provide adequate levels of communal and private garden space for residents. The provision of accessible roof space, and/or terraces and or/balconies will be expected.

Proposals for office development should explore the potential to provide rooftop amenity space for workers, and the inclusion of green roofs with biodiversity value is supported.

EAL16 59-119 Broadway and New Ealing House West Ealing W13



Site area: 1.39ha

Ownership: Private

Current uses: Retail, commercial, residential, West Ealing Library, and multistorey car park

Development Strategy Policies: 2.5, particularly 2.5(b) and 2.5(e)

Setting: Urban

PTAL: 3-5

Planning Designations:
Metropolitan Centre

Relevant Planning Applications: P/2012/5230

Allocation: Mixed use development appropriate to the town centre including retail, commercial, residential, and re-provision of community uses and car park.

Justification: The layout of this prime site at the heart of West Ealing would benefit from a more legible layout featuring key town centre uses organised around a functional, welcoming and pedestrian friendly network of public spaces.

Indicative Delivery Timetable: 2021-2026

Site context: The site is at the heart of West Ealing, in a highly accessible town centre location. Its key feature is the large supermarket to the rear of the site, which includes residential along the western and southern facades as well as a multistorey car park. The supermarket is attached to O'Grady's Court, a seven storey supported housing development which arches over Melbourne Avenue, and to the West

Ealing Library. Uses along the Broadway include offices, residential and retail.

Buildings along the Broadway are an eclectic mix of two to four storey buildings of various styles and massing which fail to create a consistent frontage. Within that context, the Victorian parade at 85 to 97 The Broadway is a notable heritage asset which makes a significant positive contribution to the character of the town centre, as do the buildings at 117-119 the Broadway. The supermarket however is overbearing in relation to the setting of St James's Church.

Melbourne Avenue is a very busy and successful landscaped thoroughfare that provides a key link between the Broadway and the supermarket, library and residential area to the south. The perpendicular Canberra Road however is burdened by the blind wall of the adjacent supermarket and informal car parking and loading bays, and provides a poor pedestrian link to the largely disused landscaped

public square on St James's Avenue, which opens onto The Broadway.

Design Principles: The overarching vision for the site is to give a high street presence to the large supermarket and reprovide key town centre uses within the context of a functional, integrated and pedestrian friendly network of public spaces. Given the site location at the core of West Ealing it is imperative that any development be of an exceptional design and use high quality materials and finishes.

The layout should provide a functional and welcoming east-west pedestrian thoroughfare linking Melbourne Avenue with the public square at the junction of the Broadway and St James's Avenue and create a new public square. Key routes should be overlooked by uses designed to provide surveillance and encourage people to linger in the form of retail, commercial or other active frontages. The provision of premises suitable to restaurant/cafe type occupiers is encouraged along public squares to create new hubs of sociability.

Buildings along the Broadway should be of a height, grain, pattern and footprint commensurate with the Victorian parades at 85-97 and 43-57 the Broadway. The facades 85-97 Broadway and 117-119 Broadway are of significant local value to the townscape and must be retained and successfully integrated into any new development. Facades should be finely detailed and use materials to respond to the character of those assets, and reflect their characteristic roof features. A mix of retail units of different sizes should be provided at the ground floor to support active frontages onto the Broadway.

There is an opportunity for taller elements to locate within the centre of the site subject to development safeguarding acceptable levels of privacy for users of adjacent residential developments and to development not being overbearing in relation to views from The Broadway. Buildings fronting St James's Avenue should be of a height adequate to the setting of St James's Church and should reflect the character of this locally significant heritage asset.

Any residential properties should be dual aspect and positioned in order to maximize daylight and sunlight; single aspect north facing units

are not acceptable. Development must ensure adequate provision of communal and private garden space for residents. These should be properly screened from access roads, pedestrian footpaths and semi public spaces to ensure sufficient privacy of use. Communal areas may be provided at roof level through accessible roofspace and terraces. Schemes incorporating green roofs and biodiversity features are encouraged.

The site layout should establish a clear and legible hierarchy between private, semi public and public spaces through the use of paving materials, hedges, and public realm furniture. Development must create consistent building lines throughout the site. Both secure and private access must be guaranteed to residents.

EAL17 Chignell Place

112 - 126 Broadway, 1-10 Chignell place and land to rear West Ealing W13



Site area: 0.36ha

Ownership: Private

Current uses: Retail, offices, residential and place of worship

Development Strategy Policies: 2.5

Setting: Urban

PTAL: 4-5

Planning Designations:
Metropolitan Centre

Relevant Planning Applications: P/2012/3271, P/2010/0419
Masterplan for Green Man Lane Estate

Allocation: Mixed use development appropriate to the town centre, including retention of place of worship.

Justification: The highly accessible and well-connected town centre location supports the intensification of existing uses. Redevelopment further provides an opportunity to improve the design quality of the block and of the adjacent public realm to restore the perimeter block structure.

Indicative Delivery Timetable: 2021-2026

Site Context: The site is located in an increasingly accessible town centre location along the Uxbridge Road corridor. It is at the junction of Singapore Road and Brownlow Road, which is to be redeveloped to establish a pedestrian-priority link between the Broadway and the redeveloped Green Man Lane Estate.

The distribution and massing of the buildings on the site creates a fragmented built form that breaks the street and building lines and fails to enhance existing elements of character, such as the prominent Public House to the west of the site or the three storey Victorian buildings on the southern boundary. The core of the site is occupied by a two-storey mews development containing small commercial units and offices, centered around Chignell Place and disconnected from the Broadway.

On the western corner are two/three storey residential properties set back from the building line and fronted by low quality prefabricated retail units associated with low rise residential elements and a small power substation. At the north of the site is a low rise Mosque fronted by private parking space.

On the northern side of Singapore Road, the redevelopment of the Green Man Lane Estate will provide a combination of two/three storey

houses and three to eight storey high apartment blocks, with a small community café, enterprise employment floorspace, a community centre and site-wide energy centre containing a Combined Heat and Power plant. The community café is located at the ground floor opposite Brownlow Road and will have a generous hard landscaped area.

Design Principles: Proposals will be expected to restore a perimeter block structure and create a defined building line along Singapore Road. Redevelopment should reflect and respond to the character of the public realm provided along Singapore Road as part of the Green Man Lane development to provide a high quality paved approach to the frontage along Singapore Road incorporating a soft landscaping treatment. Retail and other active uses are appropriate at ground floor level along this frontage to respond to those opposite, and the design of the facade should be of a lively and welcoming character responding to the Green Man Lane frontage.

Redevelopment also provides the opportunity to enhance the approach to the refurbished Brownlow Road through public realm improvements along The Broadway from the adjacent public house. Development may further take advantage of the pedestrianisation of the road by providing small-scale active uses along the eastern frontage to promote this pedestrian thoroughfare. Successful design will avoid creating a blind wall along this axis.

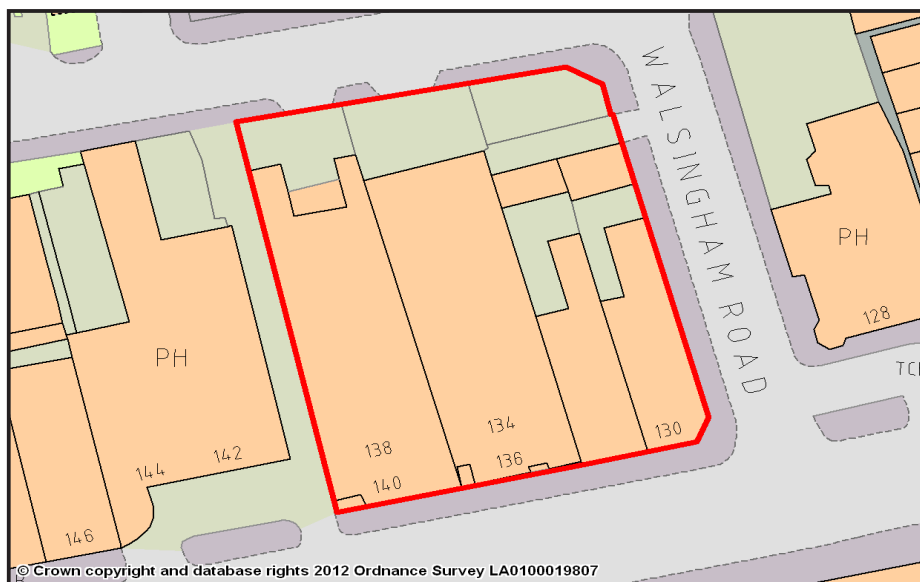
The Victorian facades of the buildings at 116-120 and 122-128 The Broadway, although in a poor state of repair, positively reflect the original character of this part of the town centre and would merit retention and enhancement as part of any development proposals. Any infill development should enhance these restored facades as well as the character of the adjacent Public House. Development along The Broadway must restore the established building line. A mix of small and medium size retail units with active frontages should be provided at the ground floor along the Broadway.

An increase in building heights may be appropriate along Singapore Road in response to the Green Man Lane development, subject

to the prevention of any potential overlooking and overshadowing of the neighbouring properties. Residential uses on upper floors are appropriate to the site provided single north facing units are not provided and both secure and private access is guaranteed to residents.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable). Residential development must provide adequate levels of communal and private garden space for residents; the provision of accessible roof space, terraces and/or balconies will be expected.

EAL18 130 -140 Broadway West Ealing W13



Site area: 0.16ha

Ownership: Private / Council

Current uses: Retail, residential, and education

Development Strategy Policies: 2.5

Setting: Urban

PTAL: 4-5

Planning Designations:

Metropolitan Centre

Relevant Planning Applications: P/2010/0419 Masterplan for Green Man Lane Estate

Allocation: Mixed use development appropriate to the town centre, including provision for community uses.

Justification: The redevelopment of this site offers the opportunity for a high quality development to enhance the street scene and the approach to a key north-south throughway in the Green Man Lane estate.

Indicative Delivery Timetable: 2021-2026

Site context: The site is bounded to the north by Singapore Road, to the west by a public house and to the east by Walsingham Road. A new route will connect Talbot Road to Singapore Road on the northern boundary of the site.

This site includes buildings of diverse styles, bulk, height, massing which create a fragmented built form that fails to enhance the adjacent

public houses, both of which have heritage value. The Broadway is fronted at the ground floor by low quality prefabricated retail units that are detrimental to the quality of the street scene and together the buildings are considered to make a negative contribution to the character of the area.

On the northern side of Singapore Road, the redevelopment of the Green Man Lane Estate will provide a combination of two/three storey houses and three to eight storey high apartment blocks, with a small community café, enterprise employment floorspace, a community centre and site-wide energy centre containing a Combined Heat and Power plant. The community café is located at the ground floor opposite Brownlow Road and will have a generous hard landscaped area.

Design Principles: Proposals should seek to restore a perimeter block structure and create a defined building line along Singapore Road, and

respond to the high quality public realm provided by the Green Man Lane development. An appropriate mix of retail and commercial units should be provided at ground floor level.

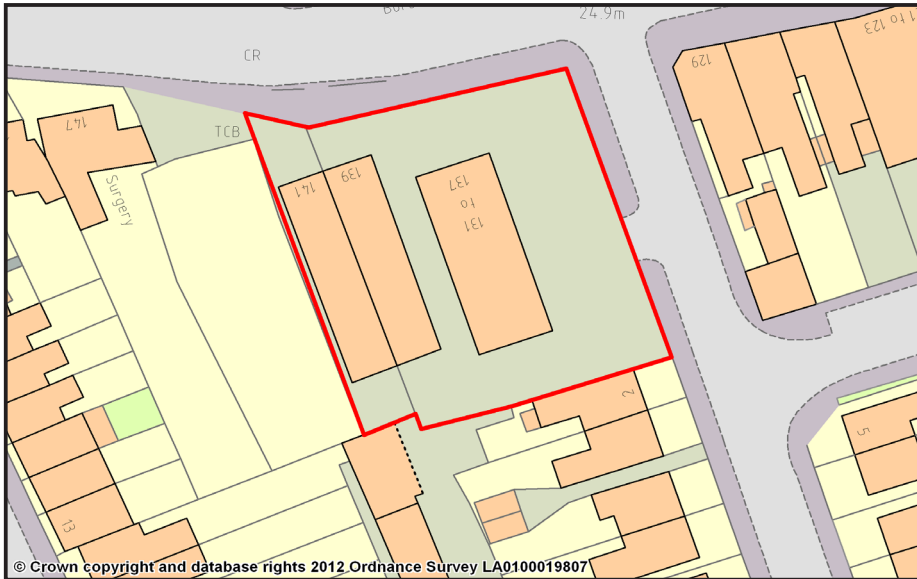
New development should be of a high quality design reflecting the character of nearby buildings. The scale and massing of new development should respond appropriately to the varied context provided by the adjacent public house of heritage value and to the increased heights of the Green Man Lane development.

Proposals may wish to consider a setback building line along The Broadway, reflecting that established by 142-144 The Broadway to create a wide pavement suitable for pavement cafes and/or forecourt trading. This would provide improved views along the Broadway and continuity in the building line, as well as improving the setting of the nearby locally important heritage buildings. A setback building line would support limited additional height as appropriate to define the expanded public realm; such an approach would require a high quality public realm and facade treatment.

A degree of residential use is appropriate to the site provided no single aspect north facing units are provided and both secure and private access is guaranteed to residents; residential units should be dual aspect. Residential development must provide adequate levels of communal and private garden space for residents; the provision of accessible roof space, terraces and/or balconies will be expected.

EAL19 Western Gateway

131-141 Broadway West Ealing W13



at ground floor level on the Broadway. The provision of a mix of unit types and sizes for retail, commercial and/or business use is supported; the provision of larger footprints units would be suitable on this site.

Residential use on ground floor frontages is not acceptable. Residential accommodation on upper floors will be acceptable dependent on the layout of proposals and their success in responding to the dual high street/residential setting while avoiding on-site conflicts between uses. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable). All residential dwellings should have access to private garden space provided through gardens, courtyards, patios, balconies and/or roof terraces. Access for residents should be kept private and secure.

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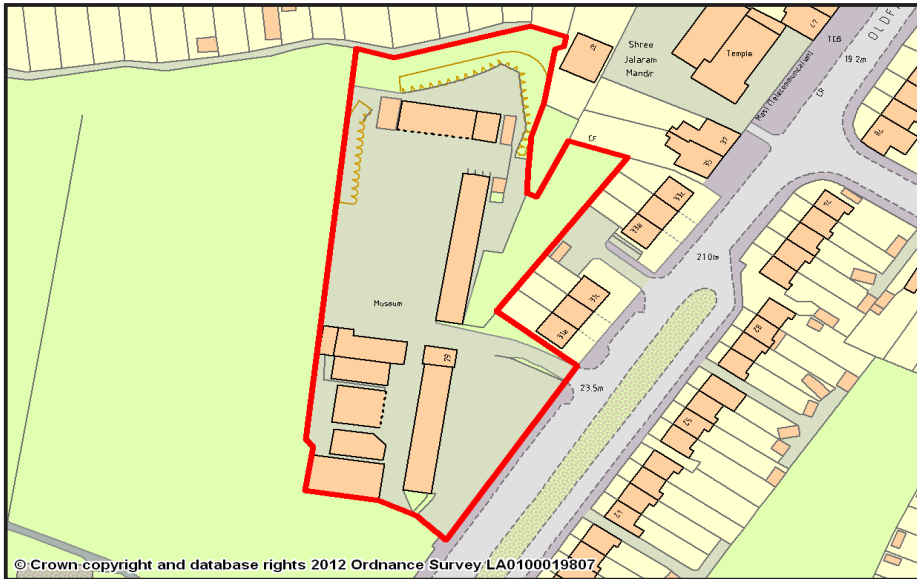
Area Spatial Strategy for Greenford

Greenford is a compact District Centre offering a range of shopping, services and community facilities for the local area. It is the only one of Ealing's five main town centres not to lie astride the Uxbridge Road, being focused instead around the junction of the Greenford Road and Ruislip Road East. Greenford Station is more than 1.5km from the main junction of the town centre, so public transport accessibility is provided by buses, with good connections in all directions.

As a town centre, Greenford is characterised by variation in building forms, scales and eras that reflect its growth from the 1930s to today, which results in an incoherent street scene in places. Despite the considerable amount of road traffic, the streets of the town centre are pleasant to walk around, having footways that are wide, tree-lined and well specified in terms of materials, side-street crossovers and workmanship. Overall, Greenford is an attractive place for people from the surrounding district to come, principally for convenience shopping, but also for other shops and services, for the library, for events at Greenford Hall, and to eat, drink and socialise.

Development Strategy Policy 3.5 seeks to build on these strengths, with a focus on ensuring new development supports a vibrant and sustainable district centre with an improved retail offer and enhanced public transport facilities to reduce traffic congestion and delays. The two identified development sites have significant potential for intensification to support the enhancement and consolidation of the town centre.

GRE1 Ravenor Park Farm Oldfield Lane South Greenford UB6



Site Area: 0.66ha

Ownership: Council

Current Use: Council depot, Ealing Heritage Centre and London Motorcycle Museum

Development Strategy Policies: 3.5, 5.5, 6.2

Setting: Urban

PTAL: 4

Planning Designations:

District Centre

Adjacent to Ravenor Park Public Open Space

Relevant Planning Applications: P/2013/1486

Allocation: Mixed use development appropriate to the town centre, with retention of London Motorcycle Museum and Ealing Heritage Centre.

Justification: The site is currently underutilised with a poor relationship to its setting, and therefore has considerable potential to contribute to the vibrancy of Greenford town centre through intensification and introduction of new uses to the site, including a multifunctional Council Service Centre.

Indicative Delivery Timetable: 2016-2021

Site Context: The site is located on the northern edge of the town centre, separated from the town centre by the main entrance to Ravenor Park on Oldfield Lane South. The surrounding context is provided by the open space of Ravenor Park, which forms the western border of the site, and the residential neighbourhoods to the north and

east.

The southern end of the site houses the London Motorcycle Museum and Ealing Heritage Centre in converted milking sheds with frontage onto Oldfield Lane South, which have been extensively restored and are considered a local heritage asset. The northern end of the site contains a depot/market area overlooked by adjoining residential properties. The use of the site is unclear from the frontage, giving the perception that it is functionally separate from the town centre.

Design Principles: The scale, massing and height of buildings on the northern part of the site must respect the amenity of adjoining properties to the north and east. Lower elements should adjoin the existing residential development, with density massed towards the southern portion of the site and the boundary with Ravenor Park, subject to the amenity of the Public Open Space and setting of the local heritage assets being preserved.

Any new development fronting Oldfield Lane South should continue the building line established by the residential properties to the north, and provide active frontages characterised by frequent doors and windows. Designs should actively engage with the street to ensure that the presence and purpose of community uses on the site are visible from the public realm.

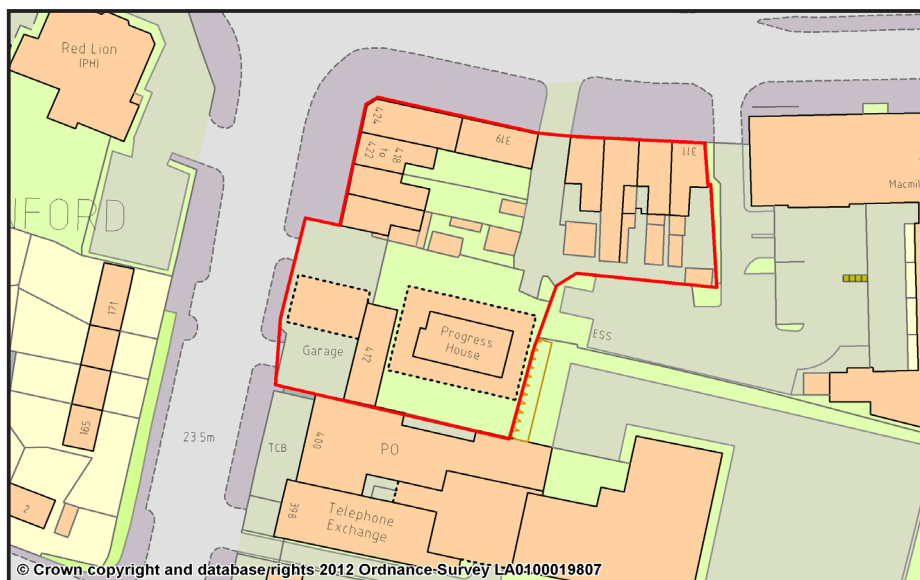
As the majority of the site is backland, the layout (including access and servicing arrangements) must be carefully considered to ensure that new development is integrated with the surrounding area while providing an acceptable level of privacy for occupants. Boundary treatments will be particularly important on this site to clearly demarcate the private residential areas of the site from the public areas of the community uses and park. Proposals may wish to consider relocation of and/or additional access to the site.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable). All residential dwellings should have access to private garden space provided through gardens, courtyards, patios, balconies and/or roof terraces. The proximity to Ravenor Park will be considered when assessing the required level of provision of private garden space only where design and layout is of sufficient high quality and contributions are made towards enhancements to Ravenor Park.

Proposals will need to have regard for the outcome of the Greenford Town Centre (Corridor 8) Study and incorporate any required transport improvements into designs.

GRE2 Greenford Crossroads

311-319 Ruislip Road East and 412-424 Greenford Road, Greenford UB6



Site Area: 0.30ha

Ownership: Private

Current Use: Retail, offices, residential, car showroom

Development Strategy Policies: 3.5

Setting: Urban

PTAL: 5-6

Planning Designations:

District Centre

Archaeological Interest Area

Relevant Planning Applications: None

Allocation: Mixed use development appropriate to the town centre, including retail, office and residential.

Justification: Prominent site in the heart of Greenford suitable for a mix of uses. Consolidation and enhancement of existing uses will provide for an improved retail and business offer supported by complementary uses that contribute to the vitality of the town centre. Redevelopment presents an opportunity to enhance the street scene and animate the generous public realm surrounding the site.

Indicative Delivery Timetable: 2021-2026

Site Context: The site is located on the south eastern corner of Greenford's main crossroads, and benefits from substantial pavement widths and mature tree planting on both frontages. The buildings fronting Ruislip Road East (311-317) are in good condition and make a positive contribution to the street scene, despite being dwarfed by

the adjacent building to the east. The remaining buildings on the site are of little architectural merit, as a result of insensitive modifications or mediocre design, and do not reflect the prominent corner location. There is a substantial level change from east to west on the site that exacerbates the gaps in the frontages on this section of the street.

Design Principles: The buildings at 311-317 Ruislip Road East make a positive contribution to the street scene and should be retained as a good example of Greenford's evolution as a town centre. On the remainder of the site, a uniform design approach and/or monolithic new buildings or additions should be avoided; there is potential to introduce variety to the skyline with higher and lower elements that create an appropriate transition between adjacent buildings and contribute to continuity in the street scene. Development should be of exemplary quality at this prominent corner location with strong, consistent building lines that define the street.

The mix of uses on the site must provide appropriate town centre uses at ground floor level on Ruislip Road East and Greenford Road. The provision of uses that take advantage of the generous pavement width and animate the public realm such as al fresco restaurants/cafes would be welcomed, subject to adequate provision for servicing. The proximity of this site to the traffic signal controlled junction requires that vehicular access and servicing be from the rear. Proposals will need to have regard for the outcome of the Greenford Town Centre (Corridor 8) Study and incorporate any required transport improvements into designs.

Residential use on the ground floor frontages is not acceptable. Upper floors could accommodate residential, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

The inclusion of the adjacent Post Office and Telephone Exchange into a larger scheme, subject to Post Office/BT operational requirements, with greater development potential is supported, which refurbishes these buildings for alternative use and releases significant backland areas for new buildings/amenity space.

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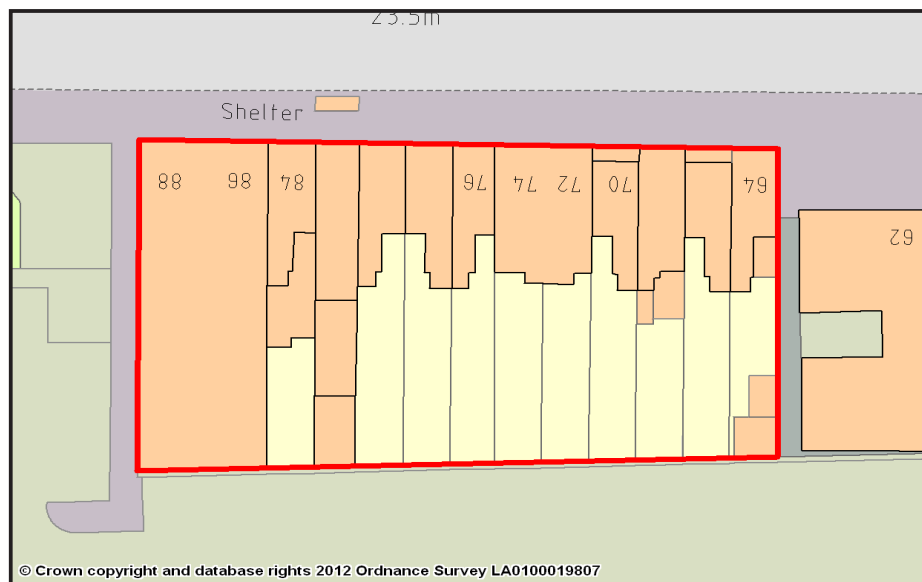
Area Spatial Strategy for Hanwell

Hanwell is a compact district town centre, focused on the Clock Tower junction of the Uxbridge Road and Boston Road, which offers a limited range of activities and services for the local population. Despite this lack of self-containment, there is a strong community feel to the area with local businesses active in promoting and delivering enhancements to the town centre, supported by significant public investment towards streetscape and public realm improvements.

The majority of the town centre activity is focused on the east and south arms of the junction. The Uxbridge Road frontages between Boston Road and Church Road present a fairly conventional high street environment, with Boston Road characterised by a mix of residential and commercial frontages. West of Boston Road, the town centre is less vibrant with a fragmented streetscape dominated by relatively low intensity uses such as car sales/repairs. Although Hanwell will benefit from the arrival of Crossrail, the station itself is a substantial distance from the town centre therefore buses are the mainstay of local public transport access.

Development Strategy Policy 2.7 seeks to enhance and consolidate the town centre, with a focus on ensuring new development supports an improved local retail offer with design that responds to the distinct character of the centre, including its heritage assets, and contributes to a cohesive public realm and street scene. The three identified development sites offer real opportunities to support the vitality and viability of Hanwell town centre through intensification coupled with significant improvements to the public realm in the vicinity of the sites.

HAN1 64-88 Uxbridge Road Hanwell W7



Site Area: 0.15ha

Ownership: Private

Current Use: Mix of retail, professional services, education, health (dentist) and car dealership and residential.

Development Strategy Policies: 2.7

Setting: Urban

PTAL: 5

Planning Designations:

District Centre

Setting of Grade II Listed St Mellitus Church

Relevant Planning Applications: None

Allocation: Mixed use development appropriate to the town centre, including provision for community uses.

Justification: Prominent site in the town centre suitable for a mix of uses. Current built form does not realise the full potential of the site or reflect its location. Redevelopment presents an opportunity to enhance the street scene of this section of Uxbridge Road and activate the adjacent public square.

Indicative Delivery Timetable: 2016-2021

Site Context: The site contains a terrace of two storey retail units with first floor setback and long backyards fronting Uxbridge Road, bordered by three storey Gold's Gym and hard landscaped town square to either end, and surface level car park to rear. The existing building is in a poor state of repair and presents a weak and unattractive building frontage to the busy Uxbridge Road. The scale of existing development,

surrounded as it is by wide pavements and car parking, does not adequately define the entrance to the town centre or the public square, and contrasts markedly with the Grade II Listed St Mellitus Church and well maintained Victorian parade of shops to the north of Uxbridge Road.

Design Principles: New buildings must provide an attractive frontage with appropriate town centre uses at ground floor level on Uxbridge Road and to the adjoining public square. Development should create a focal point at the public square and seek to enclose and animate the space with a mix of uses to help repair the fragmented street scene caused by the large gap at the entrance to the Lidl car park.

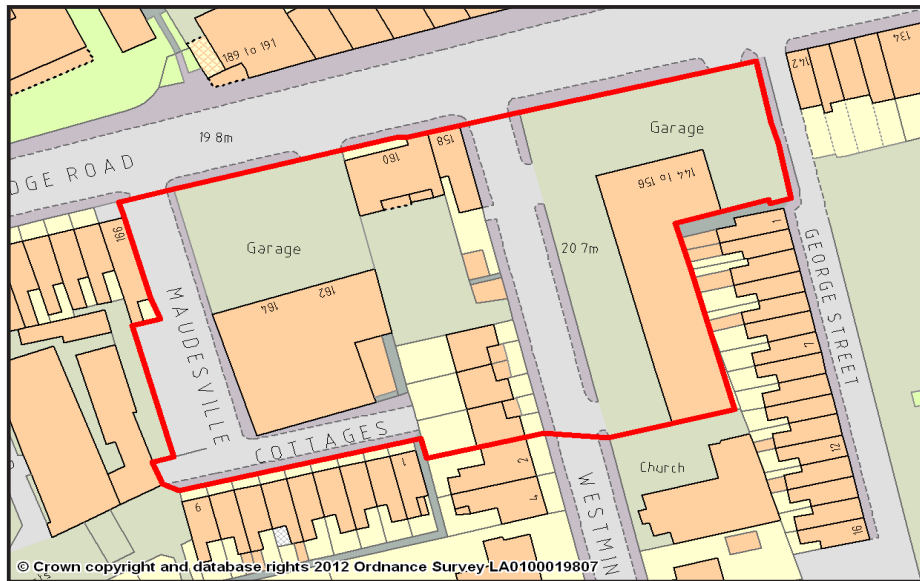
There is scope for more efficient use of the site with the introduction of additional floorspace and an increase in building height to better relate to the high street location and the prevailing three to four storey building heights along this stretch of road. New buildings should

respond to the opportunity offered by the public square with design that accentuates this corner location and makes a positive contribution to the townscape of the area with strong building lines and a detailed facade. Pastiche designs are strongly discouraged as the site is within close proximity to the Grade II listed St Mellitus Church.

Residential use on the ground floor is not acceptable. Upper floors could accommodate residential, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide generous private balconies and/or terraces to the rear of the site at first floor level and above, appropriately screened from the car park. Due to the relatively constrained nature of the site, it is unlikely that a usable communal garden space for residential flats could be provided on-site.

Careful consideration will need to be given to the access and servicing arrangements for the proposed uses, particularly if residential is included. The possibility of shared parking arrangements with the Lidl car park should be explored, and the Council would consider a car free scheme. The site is in an area of groundwater pollution therefore designs should incorporate Sustainable Urban Drainage Systems (SUDS) and other related sustainability measures.

HAN2 144-164 Uxbridge Road and 1-3 Westminster Terrace Hanwell W7



Site Area: 0.48ha

Ownership: Private

Current Use: Car showrooms and garages

Development Strategy Policies: 2.7

Setting: Urban

PTAL: 4

Planning Designations:

District Centre

Adjacent to St Mark's Church/Canal and Hanwell Clock Tower

Conservation Areas

Archaeological Interest Area

Relevant Planning Applications: None

Allocation: Mixed use development for residential and business use.

Justification: The current layout of the site creates a poor relationship with both Uxbridge Road and Westminster Road, and these setback frontages combined with the low intensity of use and poor quality building design contributes to the lack of vibrancy in this part of the town centre. Redevelopment of the site presents an obvious opportunity to enhance the street scene, and the mix of uses will help to manage the relationship between new development and the surrounding residential area while ensuring continued provision of business space within the town centre.

Indicative Delivery Timetable: 2021-2026

Site Context: The site is located either side of Westminster Road, with frontages to both Westminster Road and Uxbridge Road. Although within the town centre boundary, the current uses and layout result in

the perception that this is not the case. Both 144-156 and 162-164 are single storey car showrooms set significantly back from the Uxbridge Road, and the 2/3 storey building at 158-160 is in poor condition. Residential uses adjoin the rear site boundary. The site is large enough to provide for multiple uses, and benefits from frontages both to the busy Uxbridge Road and the quieter, mainly residential Westminster Road.

Design Principles: Because the site is split by Westminster Road, change on this site may be delivered through incremental or comprehensive redevelopment; the consideration of the entire site as a cohesive scheme is encouraged to maximise the development potential of the site and enable the introduction of residential use while retaining the business function of the site.

Development must make a significant improvement to how the site relates to and integrates with the surrounding area. Active frontages

characterised by frequent doors and windows should be provided onto Uxbridge Road and Westminster Road, with building lines consistent with those established by neighbouring properties to restore the perimeter block structure. Provision for businesses uses, such as car showrooms, should not result in dead frontages as a result of excessive private forecourts, access/servicing arrangements or security measures.

Buildings must create a positive and appropriate relationship with surrounding buildings in respect of height, scale and massing, and ensure that amenity of existing residential properties is respected. This is particularly important for the existing mews development at Maudesville Cottages. Residential use on ground floor frontages to Uxbridge Road is not acceptable. Residential accommodation on upper floors and to the rear of the site/Westminster Road will be acceptable dependent on the layout of proposals and their success in responding to the dual high street/residential setting while avoiding on-site conflicts between uses.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

Development will be expected to complement and contribute to the range of planned improvements and investments to streets and public spaces in the town centre, particularly the upgrade of the Clock Tower Square. The site is in an area of groundwater pollution therefore designs should incorporate Sustainable Urban Drainage Systems (SUDS) and other related sustainability measures.

HAN3 Wickes

83-101 Boston Road Hanwell W7



Site Area: 0.84ha

Ownership: Private

Current Use: Wickes retail warehouse and associated surface level car park

Development Strategy Policies: 2.7

Setting: Urban

PTAL: 3

Planning Designations:
District Centre

Relevant Planning Applications: None

Allocation: Improved and additional retail space with the introduction of residential use.

Justification: Current use as a standalone retail warehouse and surface level car park underutilises a key town centre site. Scope for intensification and diversification of retail use to improve retail offer of the town centre complemented by the introduction of residential use to the site to support the vitality and viability of Hanwell.

Indicative Delivery Timetable: 2011-2016

Site Context: The site benefits from a substantial frontage to Boston Road, opposite the small public space at the junction of Boston Road/ Lower Boston Road, although the majority of this frontage is taken up by an underused car park and the Wickes warehouse building does not directly face the street. Building typology in the surrounding area is varied in scale and style, dominated by an imposing three-storey

Victorian parade of shops with a highly detailed façade and decorative roofline on the west side of Boston Road. The site is bounded to the north and east by two storey Victorian terraces, late 20th century two storey mews houses, and contemporary flats ranging from three to five storeys at Cambridge Yard. To the south of the site are several low rise warehouses accommodating employment uses.

Design Principles: In view of the local context and recent renewal experienced at this end of the town centre, there is an opportunity to intensify and diversify the uses on the site, with a focus on better integration with the town centre and creation of an appropriate interface with surrounding residential development, particularly at Cambridge Yard. There is potentially an opportunity to create a new pedestrian linkage through the site to Cambridge Yard as appropriate to the prevailing fine grain of the local area. Any routes proposed should be logical, well overlooked and serve a clear purpose.

Successful redevelopment will be dependent on an innovative design/ layout that optimises the use of the site and complements the varied existing building styles. The building line should follow the gentle curve of Boston Road, providing a consistent frontage with active commercial uses, mainly retail, at the ground floor. Commercial development should seek to provide a range of unit sizes in keeping with the varied character of shopping frontages in Hanwell. The reduction in parking levels provided to serve existing/future retail use is encouraged.

Residential use on ground floor frontages to Boston Road is not acceptable. Residential accommodation on upper floors and to Adelaide Court would be acceptable, subject to a satisfactory level of amenity including a suitable setback from the pavement for privacy on Adelaide Court.

All residential dwellings should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens. The site is in an area of groundwater pollution therefore designs should incorporate SUDS and other related sustainability measures.

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Area Spatial Strategy for Southall

Southall is a vibrant and bustling place, poised to play a renewed role as one of London's most significant growth areas. With the arrival of Crossrail, significant investment from the Mayor's Regeneration Fund and clusters of major development sites, including the Gas Works, Southall is capable of exploiting the opportunities presented by this enhanced connectivity and committed investment. In acknowledgment of this potential, The London Plan 2011 identifies Southall as an Opportunity Area, capable of providing a minimum of 4000 new homes and 2000 new jobs.

Spatially, Southall is understood as two distinct areas brought together by Southall Station in the middle. To the north of the railway, the major town centre is organised around the Broadway/South Road that, with its specialist Asian shops, has a European wide catchment. To the south of the railway, the smaller King Street Neighbourhood Centre offers mainly convenience goods to serve the surrounding local areas. Away from this T-shaped 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.

Crossrail will bring the West End within a 20 minute journey from Southall, however in the immediate vicinity of the station the local area is defined by a dominant and heavily trafficked network of streets within which a variety of low density quays-industrial/warehousing/wholesale retail uses are interspersed. The availability of land for development at and around the station presents a unique opportunity to contribute to a vastly improved sense of place at the heart of Southall with a high density, high quality mixed use environment with retail, commercial, residential, and community uses and public spaces.

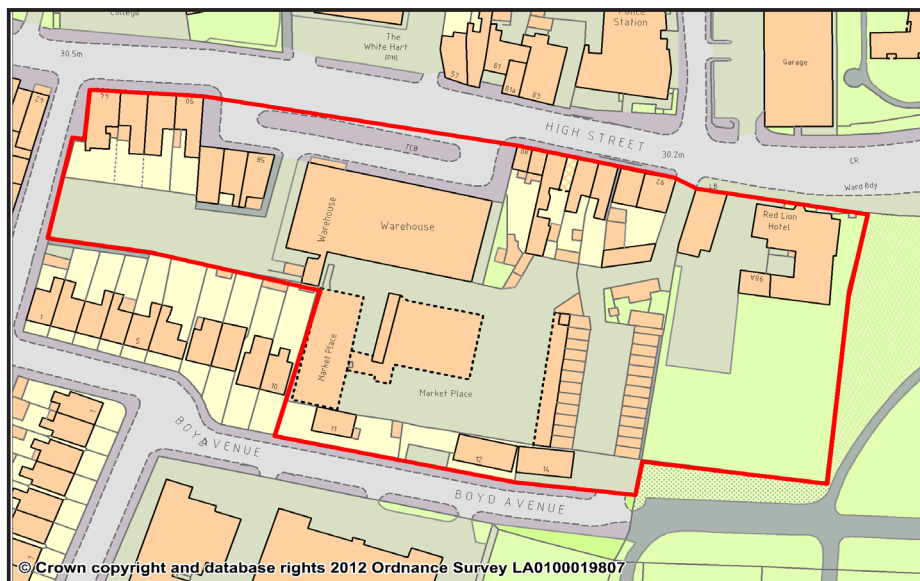
Development Strategy Policies 2.8 and 2.9 seek to revitalise the town centre and regenerate the Havelock area, and the identified development sites have a key role to play in delivering the objectives of these policies. All of the sites fall within the Southall Opportunity Area and therefore must also have regard to the guidance set out in

the Southall Opportunity Area Planning Framework (OAPF), which was adopted by the GLA and Ealing Council in July 2014.

The Southall OAPF is based on a strategic, design-led approach that considers the interaction of the key development sites and their cumulative contribution to the regeneration of Southall; proposals must contribute to achieving the objectives of the OAPF to be considered acceptable. In particular, the OAPF has a clear focus on generating employment through the support of a board range of economic activity/ sectors within Southall.

SOU1 Southall Market

44-96 High Street Southall UB1



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

Justification: Prominent site in the town centre with low intensity of use. Scope for intensification to realise the full potential of the site, reflecting its accessible location, function as a gateway to Southall Town Centre, and proximity to the open spaces of Southall Park.

Indicative Delivery Timetable: 2011-2021

Site Context: The site is located on the eastern edge of the town centre, bordering Southall Park. It includes the Grade II Listed Red Lion Pub, a large supermarket set back from the road, several small shop units fronting the High Street, and three residential properties fronting Boyd Avenue. While the pub is in generally good condition, the car park to the rear and poor quality adjacent buildings provide a poor setting for

Site Area: 1.49ha

Ownership: Private

Current Use: Lidl supermarket and associated car parking, retail, public house/hotel, place of worship and residential

Development Strategy Policies: 2.8

Setting: Urban

PTAL: 4-5

Planning Designations:

Southall Opportunity Area

Major Centre

Grade II Listed Red Lion Pub

Area of Archaeological Interest

Adjacent to Southall Park Public Open Space

Relevant Planning Applications: P/2013/1688

one of only two listed buildings in the town centre.

The remainder of the buildings on the High Street frontage are of little architectural merit, with commercial uses housed in converted Victorian terraces and a significant gap in the building line as a result of the supermarket's substantial setback. The centre of the site hosts the Southall Market on selected days, however the facilities for the market are in poor condition and this area is unused when the market is not open; the market has no prominence from the High Street.

Design Principles: New development offers the opportunity for improved commercial provision with a variety of unit sizes and types, potentially supported by additional car parking within the site, subject to access having an acceptable impact on the High Street and wider transport network; increased car parking would likely require new signalised junction. Where parking is provided as part of new development, the feasibility of underground provision should be fully

investigated.

Access and servicing for commercial units should be from the west or north of the site to minimise congestion along the High Street. This will require a joint approach to development by the various site owners to ensure delivery of an integrated vision for the site as a whole. The pavements along the High Street must be of an appropriate width to provide a safe and attractive pedestrian environment.

Along the High Street, development should provide continuous active frontages with a built form of sufficient scale to appropriately define the street. Building heights along the north side of High Street vary between two to five storeys set behind wide pavements; within this context a scale of between four to six storeys set behind wide pavements would likely be appropriate along the High Street frontage of the site to define the street and create a sense of enclosure. The public space in front of the supermarket offers the potential to provide an alternate access to the Market, increasing its prominence from the High Street and creating a series of interlinked public spaces through the site.

Treatment of access and/or frontages along Avenue Road should create an appropriate transition from the high street environment to the residential context of Boyd Avenue, and support this as an attractive and well-overlooked secondary access route to Southall Park.

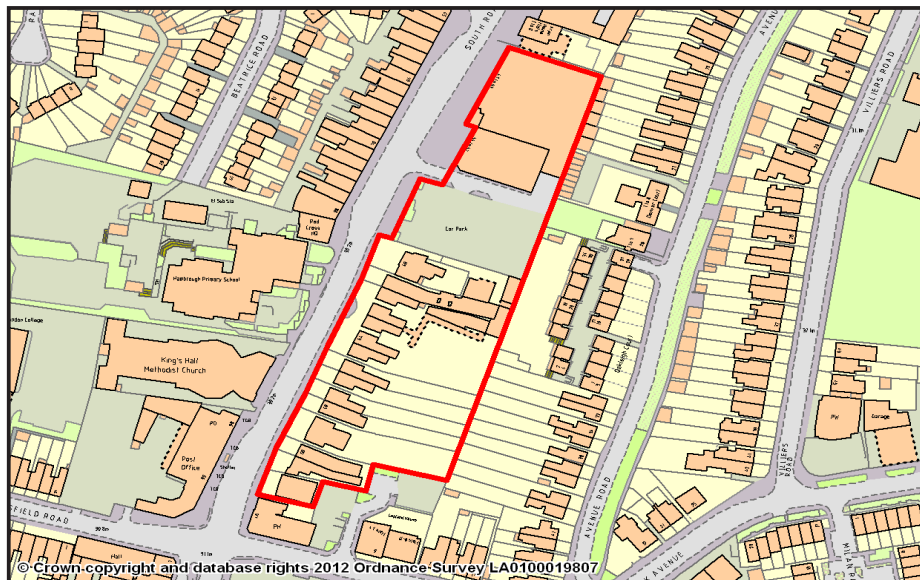
New buildings must be of high design quality to conserve and enhance the setting of the listed pub. The layout and block structure should explore the opportunity afforded by the significant backland area across the site to create wider pavements and a new public space centred around a formal market area with improved stalls as a counterpoint to the busy high street environment; this approach of creating an internal, animated square would support the introduction of residential uses to upper floors.

Residential use at ground floor along Boyd Avenue would be acceptable subject to an adequate setback of the building line for privacy and security purposes. Any residential units proposed should

be dual aspect (north facing single aspect units are not acceptable). All residential dwellings should have access to private garden space provided through gardens, courtyards, patios, balconies and/or roof terraces. The proximity to Southall Park will be considered when assessing the required level of provision of private garden space only where design and layout is of sufficient high quality and contributions are made towards enhancements to Southall Park.

SOU2 Iceland, Quality Foods and 63-95 South Road

Southall UB1



Site Area: 1.23ha

Ownership: Private

Current Use: Commercial, two supermarkets and associated surface level car park, residential

Development Strategy Policies: 2.8

Setting: Urban

PTAL: 4-5

Planning Designations:
Southall Opportunity Area
Major Centre

Relevant Planning Applications: None

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

Justification: The site contains a series of adjoining, low density retail and commercial units with substantial surface level car parking in a highly accessible town centre location. There is scope for intensification of this site, including the introduction of new uses, to alleviate the pressure on the specialist independent retailers uniquely concentrated along The Broadway and to help meet the identified retail growth required to support Southall as a viable Major Centre, serving the needs of its residents as well as the wider catchment.

Indicative Delivery Timetable: 2021-2026

Site Context: The site occupies a key location in the route from Southall Station to the specialist shopping area concentrated around

The Broadway. The site includes the low rise Quality Foods and Iceland supermarkets with associated car parking, and nine pairs of semi-detached properties with paved front forecourts and long back gardens that have been converted to a variety of commercial uses. Quality Foods carries out a significant amount of their trading from a private forecourt that spills onto the public footway blocking pedestrian movements, and the surface car park at Iceland has limited access/egress arrangements that cause frequent tailbacks onto South Road. The existing buildings present a weak and unattractive frontage to the busy South Road, and the scale of existing development does not adequately define the street and public realm.

Design Principles: Change on this site may be achieved through incremental or comprehensive redevelopment; creation of a Masterplan for the site as a whole is strongly encouraged to maximise development potential and ensure that incremental development contributes to a

cohesive vision for the site and the wider area.

Any development on the site must support the wider design objectives for the site, including the rationalisation and improvement of the public realm directly in front of the site to provide an active, pleasant and safe pedestrian environment. Buildings should be arranged to allow sufficient space for private forecourt trading that does not encroach onto the public footpath; the provision of additional public realm through a hard landscaped plaza along South Road providing formal space for forecourt trading with well-defined and accessible entrances should be included in schemes to address the identified shortage of formal public spaces within the town centre.

The provision of a range of unit sizes should be achieved by any redevelopment proposals to address the shortage of larger footprint retail floorspace in the town centre, and include modern units that meet the needs of retailers. The site also offers the potential for the introduction of related uses that would support a family-friendly evening economy in the town centre, including community, culture, restaurants/pubs, leisure and entertainment.

There is scope for the introduction of additional floorspace and an increase in building height to better relate to the width of South Road and the changes happening in the area, including the arrival of Crossrail. New buildings should respond positively to this changing context as well as the existing context of the town centre with its relatively uniform building heights, and residential streets and a school to the rear of the site. Lower elements should adjoin the existing residential development to the east of the site, with density massed towards South Road.

New development must make a positive contribution to the townscape of the area, focusing on strong building lines and detailed facades to create a continuous active frontage which successfully integrates the station area with the more established retail area towards the Broadway. The grain of redevelopment should reflect the character of South Road with its varied plot widths. Provision for commercial uses must not result in dead frontages as a result of excessive private

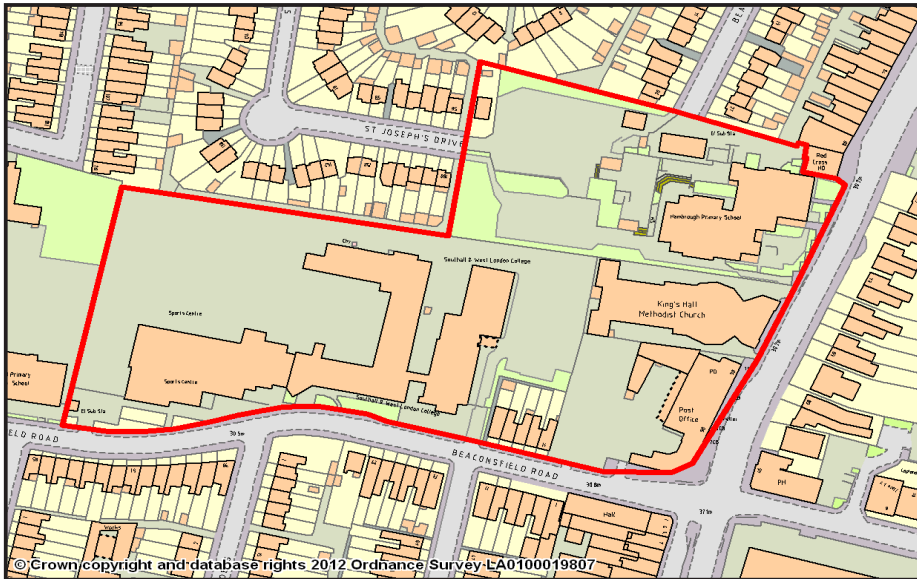
forecourts, access/servicing arrangements or security measures.

Proposals should investigate the feasibility of access and servicing arrangements from the rear of the site, via Oxford Walk, Avenue Road or Park Avenue. Increased provision of parking will only be possible with an underground system that has acceptable access arrangements; multi storey systems may be considered if an underground system is not viable, and subject to acceptable screening from South Road with active frontages. If additional parking is proposed, this should be made available to customers as well as general visitors to the town centre. Proposals will be expected to explore the potential for improved bus stops and/or stands around the perimeter of the site.

Residential accommodation on upper floors will be acceptable dependent on the layout of proposals and their success in responding to the dual high street/residential setting while avoiding on-site conflicts between uses. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable). Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

SOU3 Beaconsfield Road / South Road

Southall West London College, Former Sorting Office, Kings Hall Methodist Church, Hambrough Primary UB1



Site Area: 3.23ha

Ownership: Private, Council

Current Use: Primary school, college, adult and continuing education, place of worship/community uses, residential and vacant Royal Mail sorting office

Development Strategy Policies: 2.8, 6.2

Setting: Urban

PTAL: 3-4

Planning Designations:
Southall Opportunity Area
Major Centre

Relevant Planning Applications: P/2012/4739; P/2012/5267

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

Justification: Large and accessible site offers significant potential to contribute to enhanced educational provision with the capacity for consolidated education and community uses, supported by introduction of new town centre uses on the site of the recently vacated Royal Mail sorting office. While the Church wishes to remain on the site, the King's Hall building is underutilised and dilapidated at present and requires major investment to bring it back into full use.

Indicative Delivery Timetable: 2011-2021

Site Context: The former Royal Mail Sorting Office is located on the corner of Beaconsfield Road and South Road, closely bounded by the King's Hall Methodist Church and Hambrough Primary/Nursery School

to the north; and Southall & West London College to the west. Together these buildings form a tightly grained complex of predominantly community/education uses in a prominent and highly accessible location on South Road close to Southall Station.

The King's Hall Methodist Church, built in 1916, is a locally important heritage asset consisting of a large auditorium with shallow conical roof profile concealed behind a neo-Baroque facade/frontage building. While the façade/frontage building is a significant local landmark, and occupies a commanding position in the streetscape on a curve in the road visible from Southall Station, the differing brick work on the main building gives the impression of two very distinct and un-integrated components. Inside, the most significant fittings have been removed and the decorative roof of the auditorium is only partially intact.

Design Principles: The overarching development objective is to consolidate and improve the site for existing education and community

uses, while capitalising on the opportunity presented by the recent departure of Royal Mail from the site. Change on this site may be achieved through incremental or comprehensive development; creation of a masterplan for the site as a whole is strongly encouraged to optimise development potential and ensure that incremental development contributes to a cohesive vision for the site and the wider area. Proposals which compromise realisation of the full potential of the site will not be acceptable.

As a prominent corner site opposite the Crossrail Station, any proposals will be required to provide an appropriate response to counter the fragmented urban fabric around the station, both in terms of the design of the development itself and the required improvements to the pedestrian and vehicular routes around the site. Any proposals must support the planned junction improvements at Beaconsfield Road/ South Road.

The façade/frontage building of the King's Hall is a significant local landmark and must be retained. The refurbishment and reuse of the building in its entirety is supported, and its retention should be considered. It would be up to the applicant to provide a case for partial or complete demolition of the building to the rear of the facade/frontage building, and any redevelopment involving demolition must be of a very high quality design and demonstrate delivery of significant overall benefits to the site and wider area. A statement of heritage impact and significance must be included with any proposals for demolition.

Proposals for the redevelopment of the former Sorting Office site must take into account the nature and proximity of the surrounding community/education uses, in particular the potential for improved permeability throughout the wider area and the inclusion of complementary new uses that would support the predominant function of the existing complex within its town centre location. Layout should strengthen the block structure of the wider site and provide for a vehicular access route from Beaconsfield Road to the rear of the King's Hall.

The layout and massing of buildings on the south east corner of the site

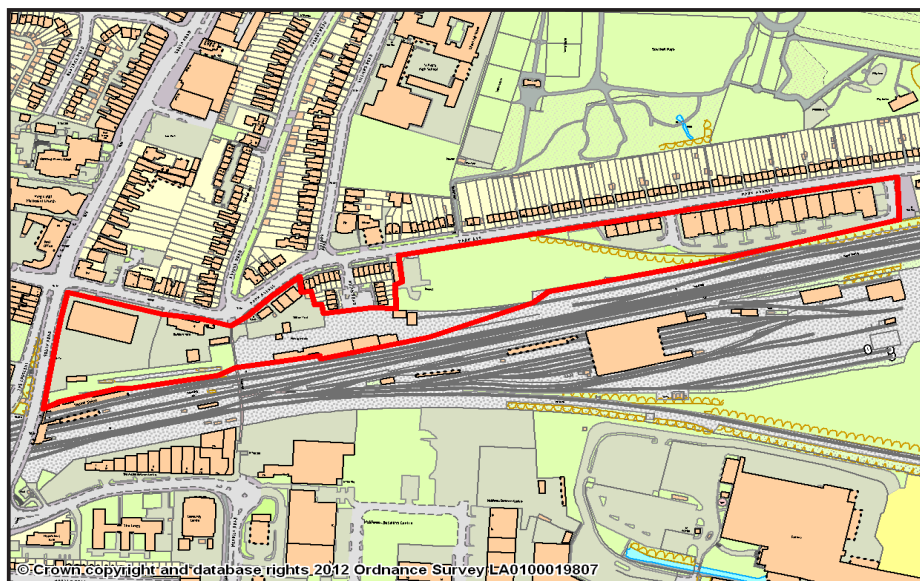
must be carefully arranged to ensure that existing views of the King's Hall façade from South Road and Southall Station are enhanced. The south east corner of the site may provide an opportunity for limited additional height to emphasize the corner, as appropriate to the relatively open context provided by the road/junction width.

New buildings must create a well-defined public realm at street level with active ground floor frontages and a building line that maintains the generous public realm on the corner. Access/servicing requirements must be arranged in a way that does not impact the main distributor road; the provision of underground parking is supported.

Residential use on the ground floor frontages is not acceptable. Upper floors could accommodate residential, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

SOU4 Southall Crossrail Station

South Road / Park Avenue Southall UB1



Site Area: 4.79ha

Ownership: Network Rail, Gurdwara, private

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

Development Strategy Policies: 1.2(e), 1.2(h), 2.8, 6.2

Setting: Urban

PTAL: 2-4

Planning Designations:
Southall Opportunity Area
Major Centre

Relevant Planning Applications: None

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

Justification: In conjunction with Crossrail, Southall Mainline Station will be completely rebuilt to the north of the railway line with associated public realm improvements. These changes support the provision of additional development above and around the station, and provides an opportunity to deliver a comprehensive mixed-used development which includes the Gurdwara Sri Guru Singh Saba, as well as additional retail, commercial, community, employment and residential uses.

Indicative Delivery Timetable: 2011-2021

Site Context: Southall Station sits at the crest of a road bridge which crosses the Great Western Railway line. Its elevated position gives

the station building a prominent presence in the area and views from the station are noteworthy. The station itself is characterised by poor environmental quality with inefficient rail/bus interchange, and the station lacks integration into the town centre. Despite being the most well-used community facility in the area, the Gurdwara Sri Guru Singh Saba is housed in a single storey industrial-style shed that does not reflect its purpose or importance to Southall. As part of Crossrail, a new station will be constructed to the north of the railway, set back from South Road and supported by increased pavement widths in the wider area.

To the immediate east of the station are a cluster of business uses that hide the entrance to the pedestrian footbridge over the railway. Further east is a large area of vacant gated land that has been heavily fly tipped and the eastern end of the site is occupied by two single storey sheds with trade counters and retail outlets for bulky goods. East of

the pedestrian footbridge, the context is decidedly suburban with semi-detached interwar properties fronting Park Avenue. West of the pedestrian footbridge, the context becomes more urban and is dominated by the large scale infrastructure of the railway and the South Road Bridge.

Design Principles: Detailed design principles relating to layout, scale and mix of uses will be set out within the Southall OAPF, which will include a development brief specific to this site.

Development west of the existing pedestrian footbridge will be expected to contribute to an improved sense of place and arrival experience through delivery of a high density, high quality mixed use development centred around hard landscaped public spaces. New public spaces should have a clearly defined purpose and be of sufficient scale to provide for the arrival/interchange requirements of the new Crossrail station, and successfully integrate the footbridge into the wider area as a key pedestrian/cycle route.

The scale and form of development along South Road should be sufficient to respond to the width and busy nature of South Road, providing a continuous building line with active ground floor frontages set behind wide pavements capable of accommodating the increased footfall from the Crossrail Station. Designs should achieve integration of the Station and wider site into the built fabric of South Road.

The immediate station area is considered in principle an appropriate location for a tall building, however the acceptability of a tall building at this location will be determined based on the detailed design as presents in a full planning application; outline planning applications for a tall building will not be considered. Should a tall building be proposed, it must be of a scale and appearance that complements the prominent position of the Gurdwara Sri Guru Singh Saba in the townscape.

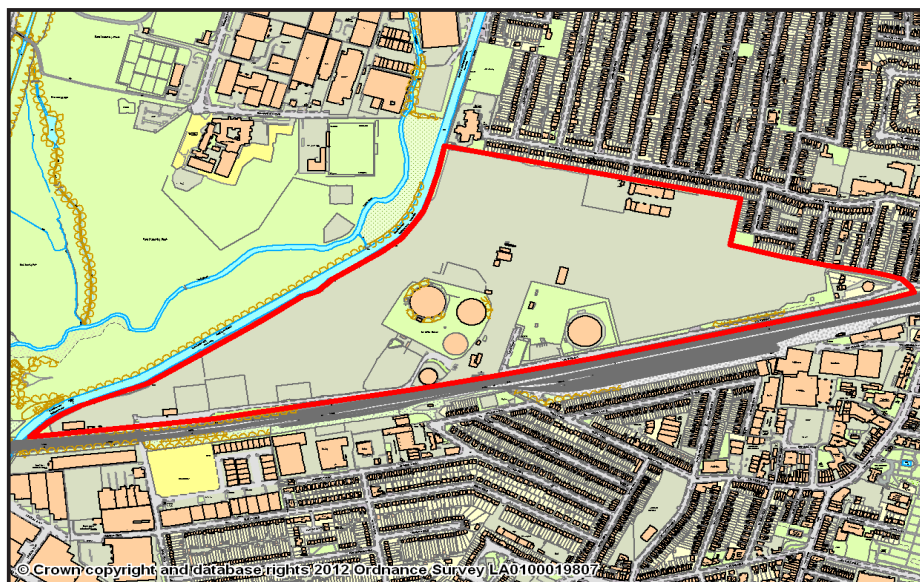
Residential density must be appropriately distributed across the site in view of the decreasing PTAL from west to east across the site and the transition from the urban context of South Road to the suburban setting of Park Avenue. Designs must include measures to mitigate

the impact of railway noise and nearby industrial uses, and be based around a layout that ensures sufficient privacy and adequate outlook for residents.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

SOU5 Southall West

The Straight Southall UB1



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

Justification: The principle of mixed use development has been established through the recent planning permission. Redevelopment will support the long term regeneration of Southall through bringing back into use a large parcel of contaminated land to provide a range of new homes and community facilities, and deliver major infrastructure improvements including widening of the South Road bridge.

Indicative Delivery Timetable: 2011-2031

Site Context: The roughly triangular site is bordered by the railway line to the south, the Grand Union Canal to the west and established residential neighbourhoods to the north. The narrow eastern edge of the site extends to South Road opposite Southall Station.

Site Area: 37.23ha

Ownership: National Grid

Current Use: Former gas works currently used as long stay car parking for Heathrow Airport

Development Strategy Policies: 2.8, 6.1, 6.2, 6.3

Setting: Urban/Suburban

PTAL: 0-3

Planning Designations:
Southall Opportunity Area
Major Centre (part)

Relevant Planning Applications: P/2008/3981, 54814/APP/2009/430 (GLA)

Design Principles: The outline planning permission has established the acceptable mix of uses on site and general principles regarding layout and built form. The significant quantum of residential development will be supported by a new public open space in the heart of the development, linking to Minet Country Park, and community facilities including a primary school.

The permission requires widening of the South Road Bridge and is dependent on the provision of a new access road to allow vehicle, cycle and pedestrian access from the Hayes By-Pass and two new footbridges to allow pedestrian and cycle access to the Minet Country Park. These western access points extend beyond the site boundary and will require detailed planning approval from the London Borough of Hillingdon in accordance with the conditional planning permission granted on 29 September 2010 by the Mayor of London.

The detailed design of the built development surrounding the access

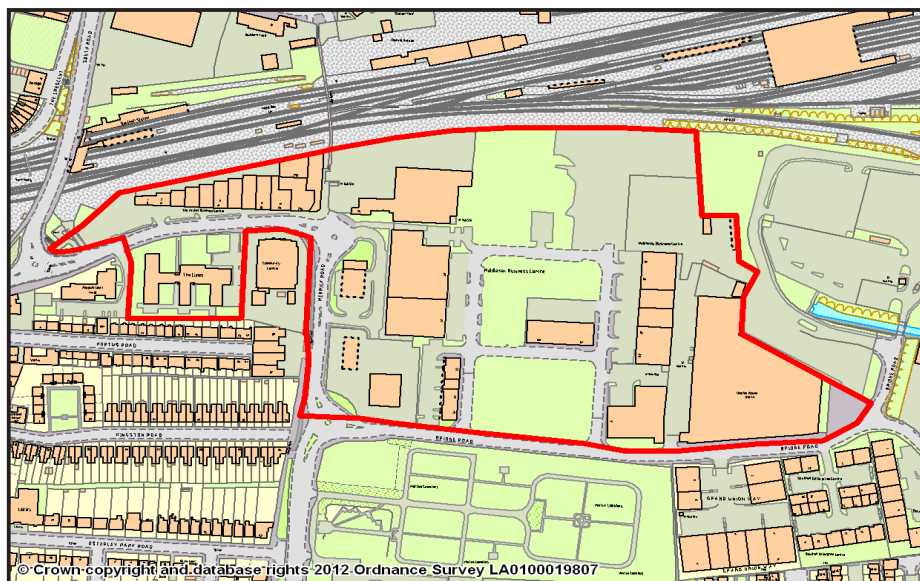
road into the site from South Road should consider both external connectivity to Southall Station and the wider town centre, and internal permeability in terms of providing an attractive and clearly defined route to the mixed use area of the development. Detailed applications are encouraged to consider the potential for additional built development with active ground floor uses to more clearly define the entrance to the site and integrate it into the built fabric of South Road.

Particular care must be taken to ensure that the main access route to the development site creates a logical hierarchy of spaces that are easy to read and navigate through. All elements of the detailed design should have a clearly defined purpose and avoid creating areas that are unobserved from the public realm or will be under-utilised for their stated purpose due to locational factors.

As part of the Council's DeMap Study, Southall was identified as a potential location for district heating opportunities. Development proposals for the Southall Gasworks site should explore the potential utilisation of the existing Gas Pressure Reduction Station as an energy centre serving a wider decentralised energy network.

SOU6 Southall East

The Arches, The Limes, Middlesex Business Centre and Charles House Merrick Road / Bridge Road UB2



Site Area: 9.21ha

Ownership: Various private

Current Use: Flexible workspace units, light industrial, industrial and storage and distribution

Development Strategy Policies: 1.2(h), 2.8, 2.9, 6.1, 6.2

Setting: Urban

PTAL: 1b-4

Planning Designations:
Southall Opportunity Area
Green Corridor

Relevant Planning Applications: None

Allocation: Mixed use development including flexible employment floorspace (B1), residential and public open space, with ancillary commercial and community uses.

Justification: The site comprises a large area to the south east of the town centre, currently occupied by a range of employment and commercial uses unsuited to the Strategic Industrial Land designation. Historical permissions for significant industrial floorspace on the Middlesex Business Centre have only been partially built out resulting in several vacant areas in the centre of the site. The arrival of Crossrail and the redevelopment of the Havelock Estate present an opportunity to develop this underused parcel of land to deliver substantial amounts of new employment floorspace to support Southall's highly active SMEs and generate increased employment, in combination with higher density residential and ancillary uses in a highly accessible location.

Indicative Delivery Timetable: 2011-2026

Site Context: The surrounding area contains industrial and warehousing units in large premises to the north east (as part of the Great Western Industrial Estate) with smaller light industrial units between the south of the site and the residential areas of Havelock. Several local heritage assets remain as an important indicator of the area's industrial past, including the Arches, the Sunrise Radio building and the Southall Community Centre.

Design Principles: There are three component sites within this area:

- (1) The Arches and The Limes
- (2) Middlesex Business Centre
- (3) Charles House

Proposals must deliver a comprehensive and phased mixed use development over the site as a whole comprising viable and flexible employment space for small and medium enterprises (SMEs) and residential as the priority uses, and appropriate commercial/community

uses at focal points of activity. The Southall OAPF will include a development brief specific to the site that sets out the design principles for the site in full.

The retention of employment uses is considered fundamental to the successful realisation of the full development potential of this area, and should support business and jobs growth. Proposals for redevelopment must deliver a substantial net increase in the level of flexible B1 employment floorspace provided. The existing quantum of floorspace against which to measure the net increase will be taken as the total floorspace provided by the existing buildings comprising The Arches Business Centre and Charles House. This should be provided mainly as managed workspace for SMEs, and include a range of unit sizes.

Development will be expected to provide high quality buildings and spaces in what will become a substantial new neighbourhood linking the established residential areas of Southall with the revitalised town centre; proposals should also seek to engage with the adjacent Community Centre.

The layout should provide for two new onsite public spaces: the first a small hard landscaped area at the entry/exit point for the pedestrian/cycle bridge over the railway, and the second a soft landscaped Public Open Space which functions as a small local park to serve the wider development and enhance the overall provision of and access to open space in Southall.

Due to the size of the site and poorly defined local context, piecemeal development based on land ownerships will not be acceptable. While change on this site may be achieved through comprehensive or phased development, any proposals brought forward must satisfy the urban design objectives as set out within the OAPF development brief and support realisation of the full potential of the site.

Designs will need to consider the relationship with the proposed pedestrian/cycle footbridge over the railway, providing active frontages to the ground floor with frequent entrance doors and windows to ensure passive surveillance of the new public square at the entrance. The

public realm treatment must delineate the public nature of the new pedestrian route/footbridge clearly from the more private spaces of new development.

Because the site is relatively isolated from the surrounding urban fabric due to the physical barriers provided by the railway and road infrastructure, the site offers a unique opportunity to bring forward a high quality neighbourhood with its own distinctive character. The refurbishment and reuse of the locally important heritage buildings/structures on the site in their entirety is supported, and their retention must be considered. It would be up to the applicant to provide a case for partial or complete demolition of these buildings/structures and a statement of heritage impact and significance must be included with any proposals for demolition.

Residential density must be appropriately distributed across the site in view of the decreasing PTAL from west to east across the site and the transition from the urban context of the railway and existing industrial uses to the suburban setting of the Havelock Estate. Development on the site should be designed to ensure that adverse effects on the existing business/industrial uses are minimised.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens. If communal garden space for residential dwellings is proposed at ground level this must offer an acceptable level of privacy for users of this space and receive adequate sunlight for a reasonable period of the day.

(1) The Arches and The Limes

Proposals to the north of Merrick Road (The Arches) should accommodate a mix of ground floor commercial uses with residential above. Active frontages at ground floor level may be provided through

flexible SME space, community facilities, or small-scale retail for local needs. The Metropolitan Police have indicated a requirement to retain a community policing facility in this location, which must be accommodated on this section of the site.

The built form should create a focal point at the South Road/Merrick Road junction to emphasise the concentration of activity at this area. This is considered in principle an appropriate location for a tall building, however the acceptability of a tall building at this location will be determined based on the detailed design as presented in a full planning application; outline planning applications for a tall building will not be considered.

If a tall building is proposed in this location it must be attractive as viewed from all angles, contribute to an interesting skyline, and have a density that integrates with the built fabric and wider context in terms of proportion, composition and relationship to other buildings, streets and key townscape elements. It must create a well-defined public realm at street level with active ground floor frontages and a building line that creates an enhanced route to the station. Access/servicing requirements must be arranged in a way that does not impact the strategic road network; the provision of underground parking is supported.

South of Merrick Road (The Limes) should provide for a mix of residential dwellings. Residential use on ground floor frontages to Merrick Road should provide an appropriate setback of the building line for privacy and security purposes. New buildings should be designed to address the street frontage, with frequent doors and windows to provide passive surveillance. The scale, massing and height of buildings must respect the amenity of adjoining properties and reflect the suburban character of the surrounding area with its semi-detached dwellings and generous rear gardens.

(2) Middlesex Business Centre

Proposals for the Middlesex Business Centre should provide a mix of residential dwelling types and sizes, organised around a substantial

soft landscaped public open space that improves connection to the canal spur and Glade Lane Canalside Park to the east. The provision of ancillary commercial and community uses adjacent to the pedestrian/cycle footbridge would be supported to animate the new public space. Consideration should also be given to the provision of employment floorspace across the site, particularly at the eastern edge of the site as an appropriate transition between the adjacent industrial area.

The layout of new buildings should be based around a series of pedestrian-orientated routes that creates a legible and well-connected place, with clear distinctions between public and private space. Careful consideration will need to be given to the access arrangements to residential dwellings, and the need to retain vehicular access for the light industrial and industrial uses to the east; Bridge Road will likely remain as the main vehicular access route for the safeguarded industrial areas.

The scale, massing and height of new buildings should take reference from the industrial context of the railway and buildings to the east, as well as the suburban residential neighbourhoods to the south. Designs must include measures to mitigate the impact of railway noise and nearby industrial uses, and be based around a layout that ensures sufficient privacy and adequate outlook for residents.

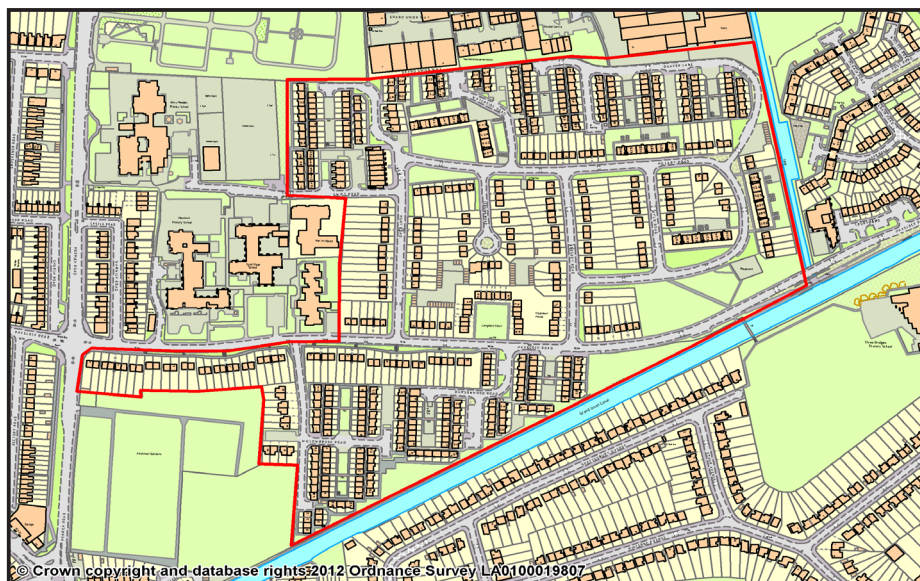
(3) Charles House

The triangular eastern portion of the site currently occupied by Charles House should be the focus for delivery of employment floorspace, as appropriate to its location adjacent to the safeguarded industrial uses clustered around the eastern end of Bridge Road. Proposals should improve the public realm surrounding Bridge Road, responding to the new connection with the extension of Bridge Road into the Havelock Estate.

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SOU7 Havelock Estate

Havelock Road Southall UB2



Site Area: 18.4ha

Ownership: Council and some private

Current Use: Residential with retail units on Hunt Road

Development Strategy Policies: 2.9

Setting: Suburban

PTAL: 1a-2

Planning Designations:

Southall Opportunity Area

Bixley Fields Public Open Space and Allotments (Community Open Space)

St Mark's Church and Canal Conservation Area

Grand Union Canal SINC

Grand Union Canal Green Corridor

Relevant Planning Applications: None

Allocation: Residential with ancillary commercial and community uses.

Justification: The Havelock Estate has been identified by the Council as a Major Intervention Estate, requiring selective demolition of poor quality housing and rebuilding to integrate the area into the fabric of Southall, including enhancement of links to Southall Town Centre, King Street Neighbourhood Centre, and the substantial open spaces of Glade Lane Canalside Park.

Indicative Delivery Timetable: 2011-2021

Site Context: The Havelock Estate is a municipal housing estate constructed in the 1960s consisting largely of 2 and 3 storey terraced and semi-detached houses. The site is bounded to the north by light industrial uses, to the south and east by the Grand Union Canal, and to the west by Havelock Primary School and allotments. The existing apartment blocks are of poor quality and unsuitable, there is a lack of

local amenities, and the site suffers from a lack of connectivity with the rest of Southall and difficulty in accessing Southall Station as a public transport interchange. The site is in close proximity to Glade Lane Canalside Park.

Design Principles: Redevelopment should establish a perimeter block structure around a clear hierarchy of routes and spaces that integrates with and improves the existing movement patterns of the wider area, and provides easy access to local amenities, open space, the public transport network and established routes. The layout must allow for a new road connection to Bridge Road, and should explore the possibility of providing a new road connection to the east of the site. Connection arrangements to Bridge Road should be designed to create an attractive and welcoming link between the new development and the existing business uses.

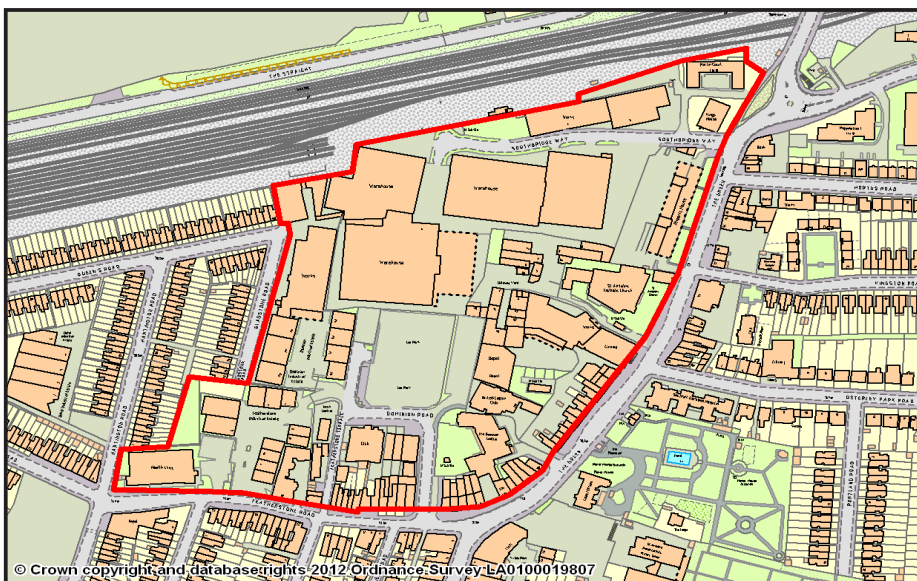
The development should create a new canalside destination with a

public space alongside the canal, animated by a mix of uses. This new public space would offer the opportunity for additional height in the built form to emphasise the space as a focal point of activity for the new neighbourhood.

Proposals should rationalise the provision of public/community open space on the site, with the overall aim of providing an uplift in the amount of quality, useable space that serves the needs of residents in the local catchment area. This should include improved access to the canal towpath and beyond to Glade Lane.

SOU8 The Green

The Green / Featherstone Road / Dominion Road Southall UB2



Site Area: 8.30ha

Ownership: Private, some Council

Current Use: Retail, commercial, community, Dominion Arts Centre, light industrial and industrial, warehousing, surface level car park.

Development Strategy Policies: 1.2(b), 2.8, particularly 2.8(b) and 2.8(c)

Setting: Urban

PTAL: 2-4

Planning Designations:

Southall Opportunity Area

Neighbourhood Centre

Setting of Grade II Listed Manor House

Relevant Planning Applications: P/2005/4387 Phoenix House

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 (LSIS) and retention of the Dominion Arts Centre.

Justification: The site contains a wide variety of comparatively low density uses and an underused surface level car park. Consolidation and intensification of the site will allow retention of the locally important industrial uses and support the introduction of new uses to support the vitality and viability of the neighbourhood centre.

Indicative Delivery Timetable: 2021-2026

Site Context: The site forms the interface between Southall Station and the heart of King Street neighbourhood centre, containing a varied, and in places incompatible, mix of uses. Phoenix House is undergoing refurbishment to provide residential units on upper floors with Council

offices at the ground and first floor. The south and west of the site is occupied by light industrial, warehousing and storage units with access via Southbridge Way or Gladstone Road. The car park in the centre of the site is surrounded by small business units and isolated from the main routes in the local area.

The buildings fronting The Green accommodate predominately commercial activities, with some residential to upper floors. Industrial and business uses are accommodated in functional sheds; the frontages to The Green are largely continuous three storey buildings subdivided to provide narrow shopfronts. Despite being an important community facility, the Dominion Arts Centre has little prominence from The Green due to its substantial setback. There are several other community uses on the site, including community centres, places of worship and an elderly day care centre.

Design Principles: The existing industrial uses will continue to be

safeguarded for B1c, B2, and B8 industrial uses. Reorganisation of the site is encouraged to improve access arrangements and minimise adverse impacts on the adjacent residential neighbourhoods. Proposals for modification and/or redevelopment of existing units will be expected to contribute to improved site operation and reduction of the environmental impact of these industrial activities on the surrounding residential areas.

On the remainder of the site, consolidation and intensification offers the opportunity for improved provision for commercial/business uses with a variety of unit sizes and types to support a vibrant activity mix; the provision of flexible B1 type space for small and medium enterprises is encouraged. The layout and block structure should explore the opportunity afforded by the significant backland area across the site to better manage the relationship between the industrial uses to the south and east of the site and the high street environment of The Green, based around a rationalised block structure and street layout.

Along The Green, development should provide continuous active frontages with a built form of sufficient scale to appropriately define the street, with buildings decreasing in height from north to south in reflection of the transition from the eight storey Phoenix House to the three/four storey heights predominant on King Street. New buildings must be of high design quality to conserve and enhance the setting of the listed Manor House, with building lines consistent with those established by neighbouring properties. Redevelopment along the Green should realise the potential to improve the size/quality of commercial units fronting this main route and enhance the particular local character of this area.

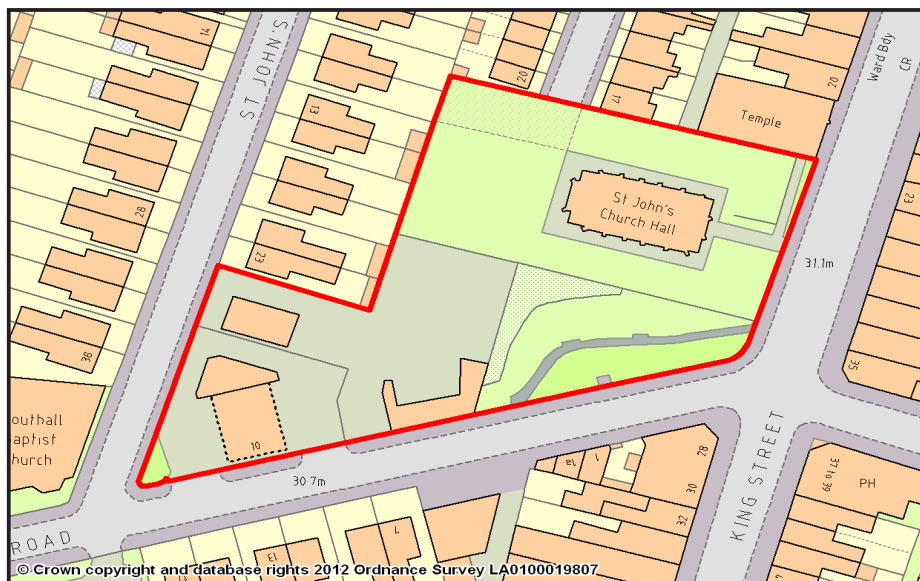
Access and servicing for retail/commercial units fronting The Green should be from the rear to minimise congestion; this will require a joint approach to development by the various site owners to ensure delivery of an integrated vision for the site as a whole. Treatment of access and/or frontages along Featherstone Road should create an appropriate transition from the high street environment of The Green to the residential context on the south side of Featherstone Road.

Residential use on ground floor frontages to The Green is not acceptable. Residential accommodation on upper floors and to Featherstone Road will be acceptable dependent on the layout of proposals and their success in responding to the dual high street/ industrial setting while avoiding on-site conflicts between uses and achieving a satisfactory level of amenity.

Any residential dwellings proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

SOU9 St John's Church Hall and Bus Depot

King's Street / Western Road Southall UB2



Site Area: 0.46ha

Ownership: CoE, Council and Private

Current Use: Vacant Church Hall and disused burial ground, hard landscaped public square and coach depot

Development Strategy Policies: 2.9

Setting: Urban

PTAL: 4

Planning Designations:
Southall Opportunity Area
Neighbourhood Centre
Western Road Public Open Space

Relevant Planning Applications: P/2013/0997

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

Justification: St John's Church Hall and grounds are currently vacant, however the Church has aspirations to create a community hub for the local area on the site. The inclusion of the underused public space and adjacent coach depot for complementary mixed use development will support the achievement of this aspiration.

Indicative Delivery Timetable: 2011-2021

Site Context: The Church Hall is set within extensive grounds at the junction of King Street/Western Road, offering little natural surveillance to the hard landscaped public square fronting Western Road. The coach depot presents a blank wall to the public square, and is

surrounded by semi-detached residential dwellings on St John's Road. The low intensity of use on the site contrasts with the activity of retail uses fronting King Street in the local area.

Design Principles: The overarching development objective is to intensify the site for community uses, including the provision of community open space, supported by complementary mixed use development. As a prominent corner site at the heart of the neighbourhood centre, proposals will be expected to deliver significant improvements to the townscape with new development centred around an attractive and well-overlooked public space. The disused burial ground offers the opportunity to provide a soft landscaped green space within an area of deficiency.

This will require a comprehensive masterplan for the site as a whole, based on liaison with the Council regarding the potential to release a portion of the existing public square if required to realise the full

development potential of the site. Proposals must make a significant improvement to how the site relates to and integrates with the surrounding area while retaining and ideally increasing the level of Public Open Space provision on the site.

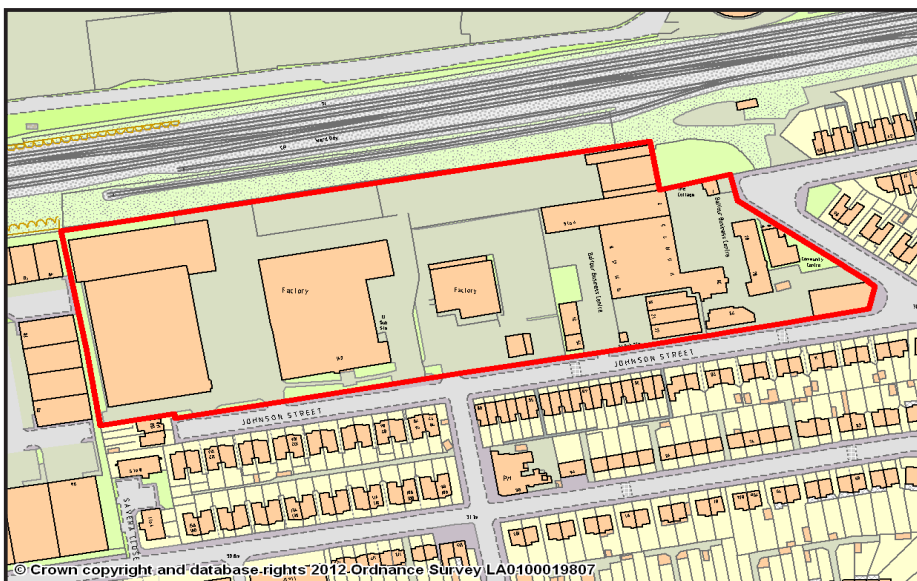
Buildings must create a positive and appropriate relationship with surrounding buildings in respect of height, scale and massing, and ensure that amenity of existing residential properties is respected. The layout and block structure should create a new public space that includes the existing soft landscaped area to the rear of the Church Hall, as a counterpoint to the busy high street environment. This space should be well-overlooked and visible from the street, animated by active frontages to King Street and the routes into the space.

Residential use on ground floor frontages to King Street is not acceptable. Residential use on ground floor frontages on Western Road and St John's road would be acceptable subject to an adequate setback of the building line for privacy and security purposes, in line with the surrounding residential properties.

Any residential dwellings proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

Careful consideration will need to be given to the access and servicing arrangements if commercial uses are proposed. Servicing from the street is not supported due to the location of the site on a busy junction.

SOU10 Johnson Street Southall UB2



Site Area: 2.89ha

Ownership: Multiple private

Current Use: Community centre and industrial units

Development Strategy Policies: 1.2(b)

Setting: Suburban

PTAL: 2

Planning Designations:
Southall Opportunity Area
Green Corridor

Relevant Planning Applications: None

Allocation: Mixed use development for residential and business use. Retention of community centre.

Justification: The Employment Land Review recommends release of the units along Johnson Street from designation as a Locally Significant Industrial Site where the access issues cannot be resolved due to their proximity to the residential area.

Indicative Delivery Timetable: 2021-2026

Site Context: This rectangular site forms the northeast corner of the International Trading Estate, bounded to the north by the railway and to the east and south by suburban residential development. The International Trading Estate suffers from poor local access, which is provided along Brent Road, a small secondary street. This creates congestion and prevents access for larger HGVs, with the surrounding residential areas and on-street parking adding to access issues. The

current occupiers of the industrial units are mainly small businesses providing local services, and there is a community centre located at the eastern end of the site.

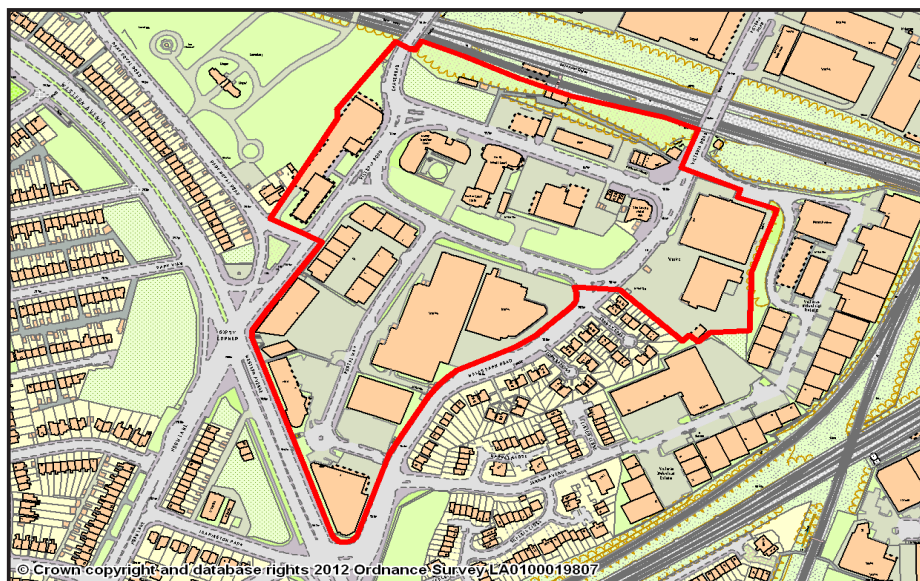
Design Principles: The scale, massing and height of buildings must respect the amenity of adjoining residential properties and the surrounding suburban context. The layout and arrangement of uses on site must provide an appropriate transition between residential/business uses proposed and avoid on-site conflicts of use. The surrounding context and low PTAL support the provision of low-density family accommodation.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable). All residential dwellings should have access to private garden space provided through gardens, courtyards, balconies and/or roof terraces. The junction of Caxon Road/Johnson Street could provide a physical break, with residential use

to the east and business use to the west of an extension of Caxon Road, to divide the site. Retention of businesses use on the site is supported, subject to the proposed uses not generating HGV or larger vehicular traffic.

OISI Park Royal Southern Gateway

Park Royal W3



Site Area: 9.96ha

Ownership: Private

Current Use: Mixed use including residential, student accommodation, hotel, offices, commercial and industrial

Development Strategy Policies: 3.4

Setting: Urban

PTAL: 4-6

Planning Designations:

Park Royal Opportunity Area

SIL (Part - Perfume Factory)

Green Corridor

Adjacent to SINC

Relevant Planning Applications: P/2011/4250, P/2012/2339

Allocation: Mixed use development including residential and employment with ancillary retail and community uses, and provision of new public spaces including North Acton Station Square and soft landscaped public open space. Specific guidance is set out in the Park Royal Opportunity Area Planning Framework (OAPF).

Justification: The Southern Gateway has been identified through the Park Royal OAPF as capable of providing a new vibrant mixed use area that accommodates residential and employment space that can benefit from its good access to public transport and the strategic road network.

Indicative Delivery Timetable: 2011-2026

Site Context: The Southern Gateway is surrounded by Strategic Industrial Land and rail lines to the north and east, with large areas of suburban residential to the south and west. The area has good access

to the Central Line at North Acton Station, however physical access to the station is poor and requires upgrading. Connections with the wider area are largely vehicle dependent and there is limited ability for easy pedestrian movement. In particular, access to Acton Cemetery, Wormwood Scrubs and the existing residential areas around Horn Lane require significant improvement. Large, bulky employment buildings dominate the existing built structure and the area as a whole suffers from poor public realm with very limited amenity space. Recently completed tall buildings containing residential flats and student accommodation are clustered around North Acton Station.

Design Principles: Proposals must have regard to the guidance for the Southern Gateway set out in the Park Royal OAPF. The recent decision in principle to support High Speed 2 will likely require an early review of the OAPF, and therefore any parties bringing forward proposals within the Southern Gateway should seek early and ongoing

engagement with the Council and the Mayor of London

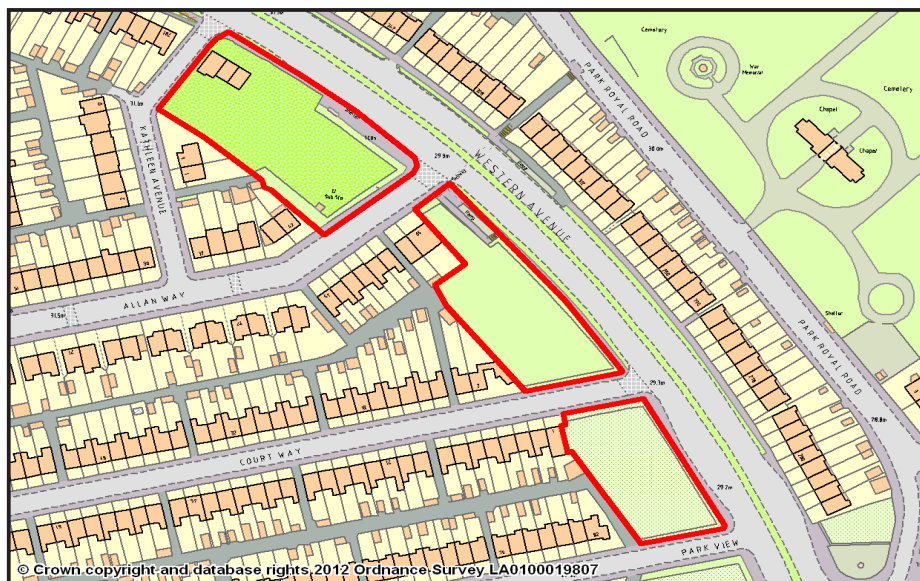
Proposals will be expected to contribute to an improved sense of place through delivery of a high density, high quality mixed use development that optimises the overall development potential of the site. New development must provide active frontages at ground floor level and contribute to the creation of lively and functional urban spaces and streets.

Upper floors throughout the site have the potential to accommodate residential uses, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and must provide access to suitable private and/or communal garden space.

Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens. Residential development will need to address the lack of social infrastructure and outdoor amenity spaces, and contributions will be sought towards delivery of new facilities and/or open spaces.

The site is considered in principle an appropriate location for tall buildings, however the acceptability of tall buildings will be determined based on the detailed design as presented in a full planning application; outline planning applications for a tall building will not be considered. If tall buildings are proposed they must be attractive as viewed from all angles, contribute to an interesting skyline, and create a well-defined public realm at street level with active ground floor frontages and a high quality landscaping treatment that contributes to an improved public realm.

OIS2 Western Avenue Sites North Of Park View



Site Area: 0.83ha

Ownership: Transport for London

Current Use: Vacant

Development Strategy Policies: 5.3

Setting: Suburban

PTAL: 5

Planning Designations: Acton Green Corridor Policy Area

Relevant Planning Applications: None

Allocation: Residential.

Justification: Cleared sites no longer required for transport purposes. Proportionate enabling development will deliver significant improvements to the Green Corridor.

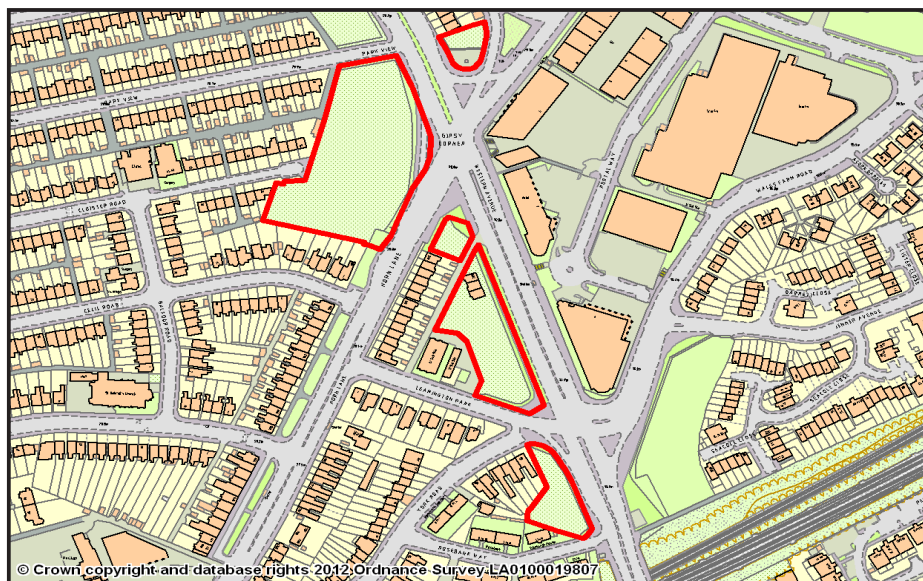
Indicative Delivery Timetable: 2011-2016

Site Context: The three small sites have frontages to Western Avenue and are surrounded by established residential areas. Western Avenue is a busy A road with noise and pollution concerns.

Design Principles: New development must include a significant landscaped zone to Western Avenue that makes a clear contribution to achieving the objectives of the Green Corridor. The scale, massing and height of buildings must respect the amenity of adjoining properties and reflect the suburban character of the surrounding area.

National Grid have underground electricity transmission cables situated under Allen Way. Proposals must accord with National Grid requirements relating to the electricity transmission network, further details of which can be obtained from National Grid's Plant Protection Team. No trees or shrubs should be planted either directly above or within three metres of the existing underground cable as the roots may cause damage to the cable.

OIS3 Western Avenue Sites South of Park View to North of Railway



Site Area: 1.56ha

Ownership: Transport for London

Current Use: Vacant

Development Strategy Policies: 5.3

Setting: Suburban

PTAL: 5

Planning Designations: Acton Green Corridor Policy Area

Relevant Planning Applications: None

Allocation: Commercial.

Justification: Cleared sites no longer required for transport purposes. Proportionate enabling development will deliver significant improvements to the Green Corridor.

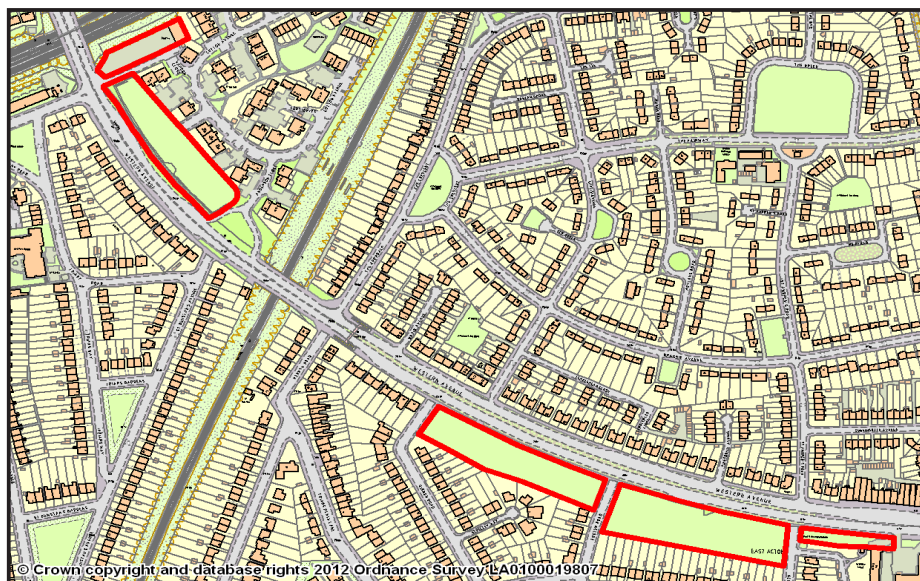
Indicative Delivery Timetable: 2011-2016

Site Context: The five sites, two of which are of insufficient size for built development, have frontages to Western Avenue and are bounded by established residential areas; the opposite side of Western Road comprises the built up employment area of Park Royal Southern Gateway.

Design Principles: New development must include a significant landscaped zone to Western Avenue that makes a clear contribution to achieving the objectives of the Green Corridor. The scale, massing and

height of buildings must respect the amenity of adjoining properties. An element of residential to the western boundary of the northernmost site may be acceptable, subject to a satisfactory level of amenity being achieved, successful integration with the surrounding suburban area and avoidance of on-site conflicts between uses.

OIS4 Western Avenue Sites South of Railway



Site Area: 2.39ha

Ownership: Transport for London

Current Use: Vacant

Development Strategy Policies: 5.3

Setting: Suburban

PTAL: 5

Planning Designations: Acton Green Corridor Policy Area

Relevant Planning Applications: None

Allocation: Residential.

Justification: Cleared sites no longer required for transport purposes. Enabling development necessary to deliver improvements to the Green Corridor.

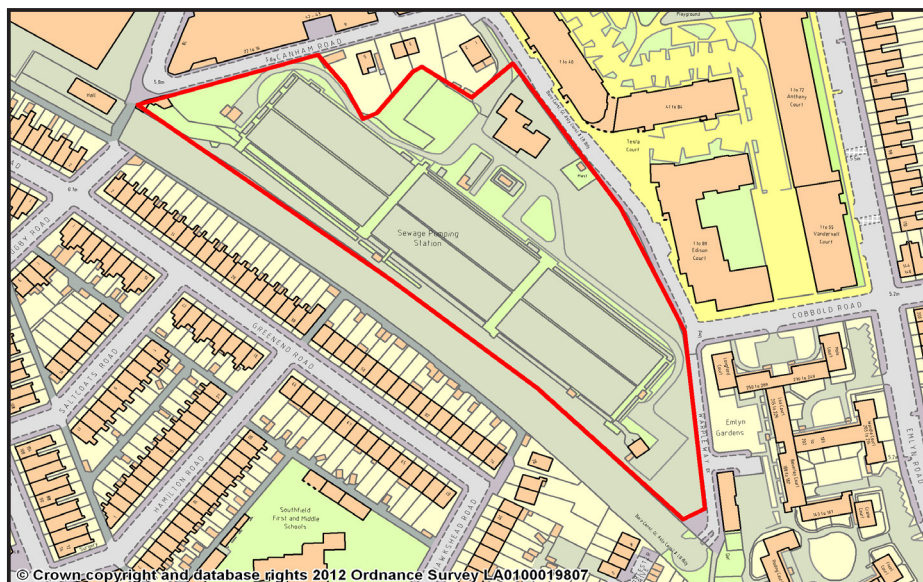
Indicative Delivery Timetable: 2011-2016

Site Context: The five small sites, one of which is of insufficient size for built development, have frontages to Western Avenue and are surrounded by established residential areas. Western Avenue is a busy A road with noise and pollution concerns.

Design Principles: New development must include a significant landscaped zone to Western Avenue that makes a clear contribution to achieving the objectives of the Green Corridor. The scale, massing and height of buildings must respect the amenity of adjoining properties

and reflect the suburban character of the surrounding area. More substantial flatted development may be acceptable on the two sites closest to the railway, subject to the provision of a satisfactory standard of accommodation having regard to the proximity to the railway line.

OIS5 Acton Storm Tanks



Site Area: 2.09ha

Ownership: Thames Water

Current Use: Storm overflow tanks

Development Strategy Policies: 2.1(f)

Setting: Suburban

PTAL: 2

Planning Designations: None

Relevant Planning Applications: None

Allocation: Thames Tideway Tunnel, with potential for residential and Public Open Space subject to Thames Tideway Tunnel and Thames Water operational requirements.

Justification: The delivery of the Thames Tideway Tunnel has been confirmed, significantly upgrading London's sewerage system and addressing the most polluting combined sewer overflows. Acton Storm Tanks has been identified as the preferred site to receive the Tunnel from Carnwath Road Riverside.

Indicative Delivery Timetable: 2021-2026

Site Context: The site is located on the borough boundary with Hammersmith and Fulham, surrounded by mainly residential neighbourhoods.

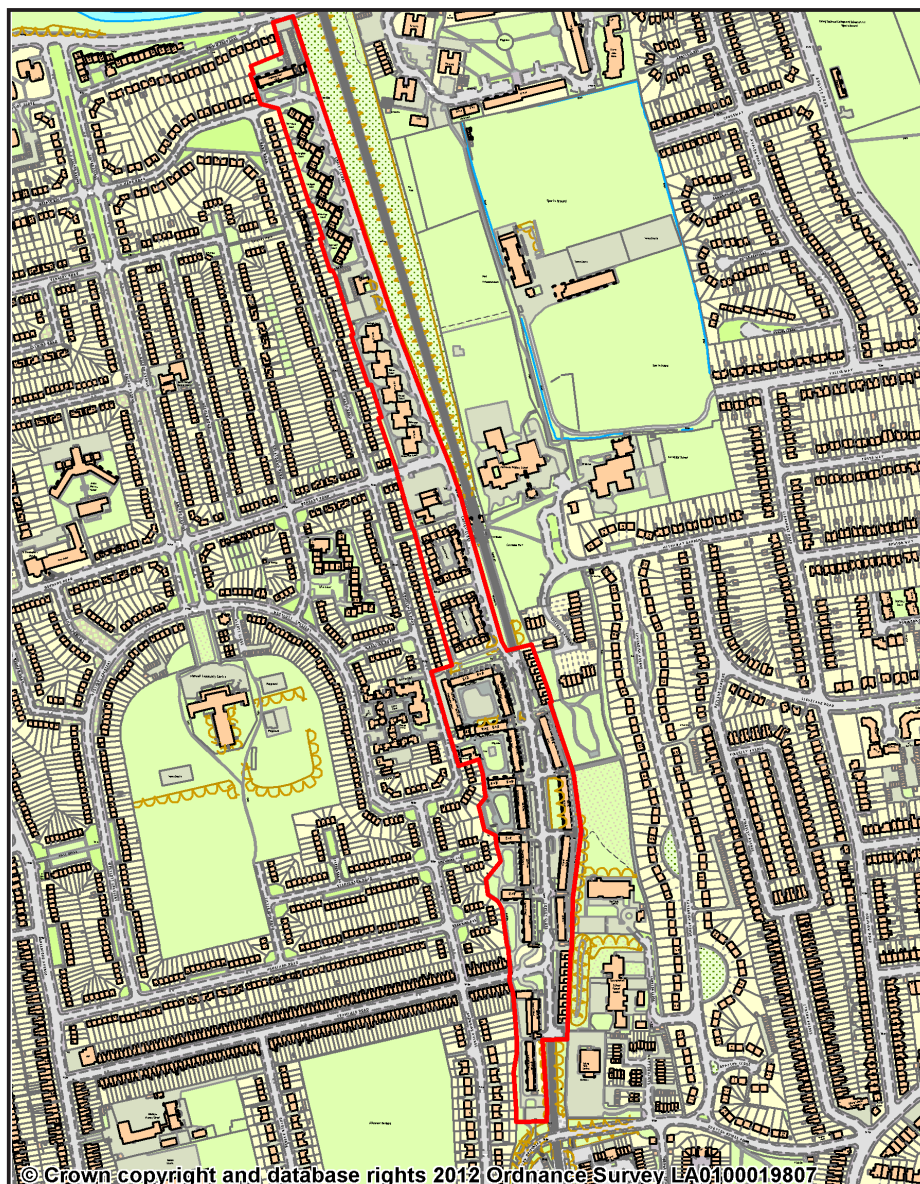
Design Principles: Due to the proximity of the Thames Tunnel,

a convincing case would need to be presented that proposals for residential accommodation would have a satisfactory level of amenity. New buildings must create a positive and appropriate relationship with surrounding buildings in respect of height, scale and massing, and ensure that amenity of existing residential properties is respected.

The site is subject to a Safeguarding Direction which remains in force until 30 April 2022, and prevents the grant of planning permission in respect of development land to which the Direction relates otherwise than to give effect to any recommendations of Thames Water, as set out in paragraph seven of the Direction.

OIS6 Copley Close Estate

Copley Close W5



Site Area: 8.0ha

Ownership: Council, Network Rail and some private

Current Use: Residential

Development Strategy Policies: 2.10

Setting: Suburban

PTAL: 1b-2

Planning Designations:

Adjacent to Cuckoo Estate Conservation Area

Green Corridor

adjacent to GWR Sports Ground (POS and MOL) and Hathaway School Wilderness Area SINC

Relevant Planning Applications: None

Allocation: Residential.

Justification: Identified as a Major Intervention Estate by the Council requiring refurbishment/remodelling and selective demolition/redevelopment to address physical design factors including nature and quality of housing stock and the poor relationship to the surrounding area.

Indicative Delivery Timetable: 2011-2016

Site Context: Copley Close is a long, narrow estate bounded by the railway line to the east and the established residential neighbourhoods of the Cuckoo Estate Conservation Area to the west. It sits to the east of Greenford and the north of Hanwell, and is largely isolated with

public transport connections being limited to the E11 bus service and the nearby Castle Bar Park and Drayton Green station on the Greenford-West Ealing railway branch line.

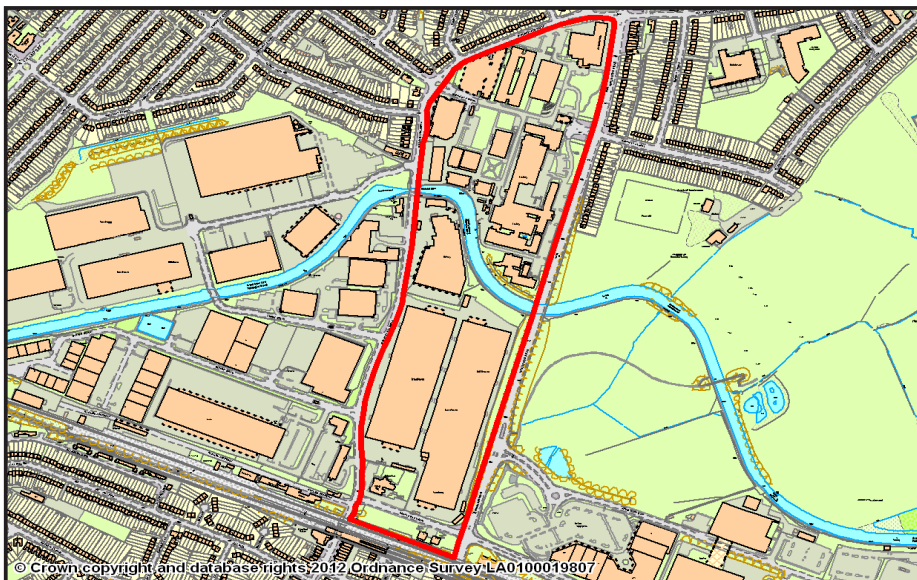
There are currently 637 homes on the estate, which provide a generally poor quality of housing with severe design and layout problems, including damp, subsidence and vibration from trains. Poor quality and poorly maintained public areas and play space exacerbate these problems.

Design Principles: The existing estate is inward looking and would benefit from enhanced road access and improved integration with the surrounding area. Layout should respond to the site's location adjacent to the railway line and the opportunity afforded to create an area of distinct character, while respecting the suburban and heritage context to the west. The public realm should be upgraded throughout the estate and provide quality, usable garden space including children's play space.

Redevelopment should provide a mix of dwelling types and sizes to widen the choice for current and future residents, and consider the potential to introduce amenities such as small-scale convenience retail and community uses to serve the local area.

OIS7 Greenford Green

Oldfield Lane North / Oldfield Lane / Greenford Road / Rockware Avenue, Greenford UB6



Site Area: 19.7ha

Ownership: Private

Current Use: Offices/higher education north of the canal and industrial south of the canal

Development Strategy Policies: 1.2(b), 3.2, 3.6, 4.2 and 6.2

Setting: Urban south of Rockware avenue, otherwise suburban

PTAL: 3-4

Planning Designations:

SIL (Part - north of Rockware Avenue to Grand Union Canal)
Adjacent to Westway Cross/Rockware Neighbourhood Centre
Canalside Conservation Area
Grade II Listed Glaxo Building
Green Corridor, Grand Union Canal SINC, Adjacent Horsenden Hill
MOL

Relevant Planning Applications: None

Allocation: High density mixed-use development south of Rockware Avenue at Greenford Station, consolidation and intensification of industrial (B1c, B2, B8) and ancillary uses within the SIL between Rockware Avenue and the Grand Union Canal, and employment-led redevelopment with the introduction of residential and community/leisure uses north of the Grand Union Canal.

Justification: The Employment Land Review recommends retention of the industrial uses to the south of the canal, and employment-led mixed use development north of the canal to support the renewal/redevelopment of the vacant and outdated office stock.

Indicative Delivery Timetable: 2011-2026

Site Context: Greenford Green is bounded by the Central Line to the south, Oldfield Lane North to the west and north, and Greenford Road to the east. The land south of Rockware Avenue is largely vacant

with some small office buildings. To the south of the canal the site is occupied by two large distribution warehouses and an industrial bakery that are functionally related to the Greenford-Northolt Strategic Industrial Location, with a public house on the south western corner. North of the canal, the site is occupied by several historic buildings and modern office blocks that contain company headquarters and research and development activities.

The surrounding context is provided by the large industrial estate to the west, established residential areas to the north, and Horsenden Hill open space to the east. The Grand Union Canal runs east to west through the site, and includes both SINC and Green Corridor designations. The Westway Cross/Rockware neighbourhood centre adjoins the southeast corner of the site, however at present this consists solely of a retail park and associated car parking.

Design Principles: There are three component sites within this area:

- (1) South of Rockware Avenue
- (2) North of Rockware Avenue to the Grand Union Canal
- (3) North of the Grand Union Canal

Each of these sites has a different potential for change, which when taken together will realise the regeneration of the Greenford Green area and strengthen the function of Westway Cross/Rockware as a neighbourhood centre.

(1) South of Rockware Avenue

As key nodal point within the area, and a focus for north-south links, Greenford Station has the potential to support high density development in the immediate vicinity. The vacant land south of Rockware Avenue is suitable for mixed-use development, including residential and commercial, subject to safeguarding requirements arising from High Speed 2. New development must include active frontages at ground floor level, and provide legible, attractive and well-overlooked pedestrian routes to Westway Cross and Greenford Station. Due to the proximity of the railway line and road, a convincing case would need to be presented that proposals for residential accommodation would have a satisfactory level of amenity.

Designs must include measures to mitigate the impact of railway noise and be based around a layout that ensures sufficient privacy and adequate outlook for residents. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and be orientated to maximise sunlight and daylight. All residential dwellings should provide access to suitable private and/or communal garden space. The proximity to Horsenden Hill will be considered when assessing the required level of provision of private garden space only where design and layout is of sufficient high quality and contributions are made towards enhancements to this open space.

(2) North of Rockware Avenue to the Grand Union Canal

The area between Rockware Avenue and the Grand Union Canal has a functional relationship with the existing SIL to the west and forms part of a strategically important area of industrial and warehousing capacity. It will continue to be protected for industrial uses (B1c, B2 and

B8) through its designation as a Strategic Industrial Location (SIL), as appropriate to its importance to industrial capacity at the regional level.

The introduction of small scale ancillary services for industrial occupiers would be appropriate fronting Rockware Avenue, subject to these uses being of a scale that does not harm the vitality and viability of the adjacent neighbourhood centre.

Proposals will need to have regard for the outcome of the Rockware Avenue/Greenford Road Junction Improvement Study and incorporate any required transport improvements into designs, and should consider the potential to connect Ockham Drive to Greenpark Way.

(3) North of the Grand Union Canal

North of the Grand Union Canal, there is substantial potential for revitalisation of the employment role of the site to provide high quality office/managed workspace and education facilities, supported by the introduction of residential, community and leisure uses. There may also be potential to introduce limited commercial uses to the site, such as local convenience retail or a café, to serve the new residential population and support the overall contribution of the site to the local area. Any commercial uses proposed must make a clear contribution to achievement of the wider objectives for the site and not harm the vitality and viability of the nearby neighbourhood centres and local shopping parades. The retention of employment uses on this site is considered fundamental to the successful realisation of the full development potential of this area; the introduction of residential and associated uses is supported so long as these do not displace higher priority employment uses.

Proposals for the site will need to be guided by a comprehensive masterplan. Development will be expected to provide high quality buildings and spaces in what will become a substantial new mixed-use neighbourhood. The layout and block structure should be based around a principal movement network that connects into the surrounding streets, and be capable of accommodating a mix of uses without creating on-site conflicts between uses.

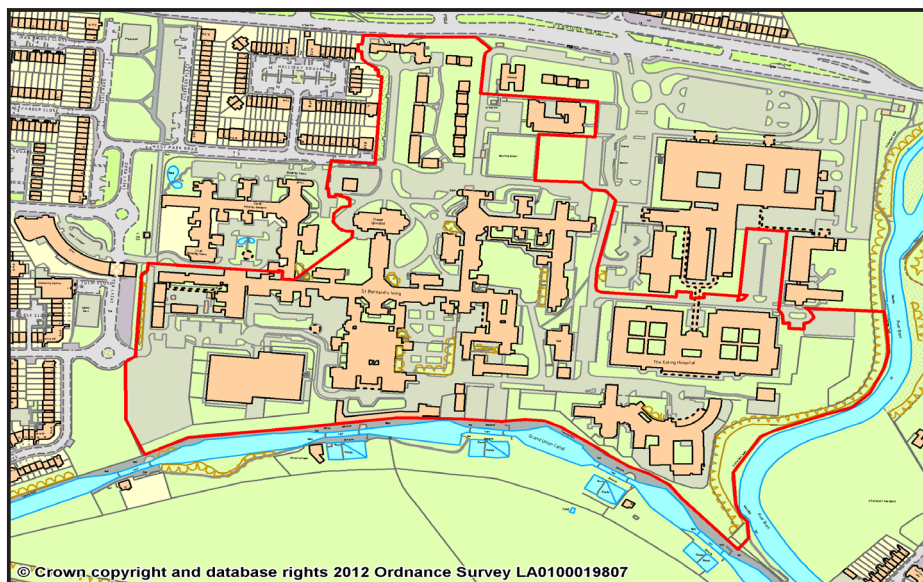
The role of the canal as a catalyst for development is recognised, and proposals should realise this potential, however the mix of uses along the canal must not compromise the integrity or effectiveness of the adjoining industrial areas in accommodating industrial type activities. Proposals should improve the towpath link that runs along the Grand Union Canal as a sustainable walking and cycling link.

Residential density must be appropriately distributed across the site in view of the decreasing PTAL from south to north across the site, and the transition in the context from the existing industrial uses around the canal to the suburban residential neighbourhoods to the north. The size of the site is capable of providing a mix of residential dwelling types and sizes, including family accommodation.

Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens. If communal garden space is proposed at ground level this must offer an acceptable level of privacy for users of this space and receive adequate sunlight for a reasonable period of the day.

OIS8 St Bernard's Hospital

Uxbridge Road Southall UB1



Site Area: 12.9ha

Ownership: West London Mental Health NHSTrust

Current Use: Hospital with clinical and non-clinical accommodation and some key worker housing

Development Strategy Policies: 2.10, 6.2

Setting: Suburban

PTAL: 2-4

Planning Designations:
Grade II Listed Asylum Building

Relevant Planning Applications: P/2012/0727; P/2012/5040; P/2012/4008

Allocation: Mixed use development including health/medical related uses, community uses, residential and energy centre.

Justification: The West London Mental Health NHS Trust has undertaken a comprehensive review of its estate at St Bernard's Hospital with a view to providing improved and new mental health care accommodation, supported by the release of redundant land and buildings for development and disposal.

Indicative Delivery Timetable: 2011-2026

Site Context: The site contains a number of listed buildings and features that formed the original asylum and associated buildings, with the boundary wall adjacent to the Canal a Scheduled Monument. The Southern part of the site falls within St. Mark's and Canal Conservation Area, with the Canal itself being a Conservation Area. The Western end of the site adjoins the Brent River Park.

The site lies between Ealing Hospital which contains a range of late 20th Century buildings and residential development within converted asylum buildings and late 20th Century houses with gardens and low rise blocks on former St. Bernard's land that is generally surrounded by high brick walls to Uxbridge Road and Windmill Lane.

Design Principles: Whilst a number of the listed buildings may be unsuitable to continue to provide health/medical services to current standards, it is important that they should be retained to ensure their character and appearance is preserved. Any proposals for the significant alteration to these listed buildings or other historic assets would need to be justified.

The revised layout of the site and any new buildings will be expected to be high quality. The layouts and scale of development should retain views to, and respect the setting and character of, the retained listed buildings. New residential development should respect the suburban

location of the site.

Affordable housing in addition to key worker housing should be provided in both the new and converted buildings. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

The new development should relate to neighbouring developments and any potential for the redevelopment of these sites.

Generally access would be via the existing accesses off Uxbridge Road, with limited access to some of the converted buildings off Windmill Lane.

The chapel and ballroom should be retained to offer community facilities for use by the prospective and existing residents.

Appendices

Appendix A

Evidence

Key evidence base documents that have informed preparation of the Development Sites DPD include:

- Acton Town Centre Development Framework, 2008
- Atlas of Changes to the Adopted Proposals Map, 2012
- Consultation Statement: Development Sites DPD, 2013
- Development Management DPD Initial Proposals DPD, 2010
- Ealing Broadway Interchange Study, 2010
- Ealing Development Strategy DPD, 2012
- Ealing Employment Land Review, September 2010
- Ealing Green Space Strategy, 2012
- Ealing Heat Mapping Study, 2010
- Ealing Infrastructure Delivery Plan (Version 2), 2011
- Ealing Local Implementation Plan (Version 2), 2011
- Ealing Metropolitan Town Centre Development Framework Review, 2008 and Review, 2010
- Ealing Preliminary Surface Water Flood Risk Assessment, 2011
- Ealing Property Strategy, 2010
- Ealing Strategic Flood Risk Assessment, 2008
- Ealing Urban Realm Strategy, 2011
- Good for Greenford, 2008
- Housing SPG, GLA 2012
- Industrial Land Demand and Release Benchmarks in London, GLA 2011
- Joint West London Retail Needs Study Update, 2010
- Land for Industry and Transport SPG, GLA 2012
- London Housing Capacity Study/London Strategic Housing Land Availability Assessment, GLA 2009
- London Industrial Land Baseline, 2010
- London Town Centre Health Checks, 2009
- Park Royal Opportunity Area Planning Framework, 2011
- Plan for the Environment – Ealing Council Unitary Development Plan Volume 2: Sites and Areas, 2007
- Shaping Neighbourhoods: Play and Informal Recreation SPG, GLA 2012
- A Framework for Southall, 2008
- Southall Development Study, 2010
- Sustainability Appraisal Final Report for Development Sites DPD, 2012

Appendix B

Sites with Potential Need to Improve Water Supply Capability and Waste Water Services

For the sites included in the table below, Thames Water have concerns regarding water supply services and waste water services in relation to the site. Specifically, the water supply and sewerage network capacity in the area is unlikely to be able to support the demand anticipated from the development and it may be necessary for the developer to fund investigations into the impact of the development. Developers will be required to demonstrate that there is adequate water supply and waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In the event of an upgrade to Thames Water assets being required, up to three years lead in time will be necessary. For those development sites not included in the table, on the information available to date Thames Water do not envisage infrastructure concerns regarding water supply or waste water capability.

Reference	Name	Water supply concerns	Waste water services concerns
ACT2	Acton Gateway	Yes	Yes
ACT3	Oaks Shopping Centre and Churchfield Road Car Park	Yes	Yes
ACT5	Acton Central Station Yard	Yes	Yes
ACT6	Acton Crossrail Station	Yes	Yes
EAL2	Ealing Broadway Crossrail Station	Yes	Yes
EAL3	Arcadia	Yes	Yes
SOU1	Southall Market	Yes	Yes
SOU5	Southall West	Yes	Yes
SOU6	Southall East	Yes	Yes
SOU8	The Green	Yes	Yes
OIS1	Park Royal Southern Gateway	Yes	Yes

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