

Our towns

4.0.1 — Ealing is one of the most diverse boroughs in London, with over 170 languages spoken across the seven unique towns of Acton, Ealing, Hanwell, Southall, Northolt, Greenford, and Perivale. This diversity is one of our biggest strengths, making Ealing an international and cosmopolitan place at the beating heart of West London.

4.0.2 — The Local Plan will reinforce the positive relationships and connections between Ealing’s seven towns and the strategic assets in the wider region that include the future High Speed 2 (HS2) terminal, Heathrow Airport, the CAZ (Central Activity Zone) and the significant concentration of Strategic Industrial Locations (SIL) across West London.

4.0.3 — While Ealing has a strategic role within West London, it is critical that the borough does not become a dormitory suburb, where residents only travel beyond its boundaries to work. This spatial strategy aims to make Ealing a destination for growth in new businesses and jobs that Ealing residents can access.

CHAPTER FOUR TOWN PLANS



Our Towns



Image: Kite flying at Northala Fields, Northolt.



Image: Brompton Bikes employee in Greenford.



Image: Grand Union Canal, Hanwell.



Image: Acton Carnival Parade, 2019. Crown Street, Acton.



Image: Vibrant shops in Southall.



Image: Local businesses, Ealing Borough.



Image: Multi-cultural food offerings at Ealing food stalls.

Delivering the Spatial Strategy through character-led growth

4.0.4 — The Local Plan responds to the unique character of Ealing and its seven towns to support the delivery of the Mayor’s Good Growth agenda. Each town has a strong local identity, unique character, and set of priorities and opportunities. The Local Plan aims to maximise the role and responsibility of each of the seven towns, ensuring they all contribute to the future prosperity of the borough and are integrated within the borough-wide spatial strategy (set out in Chapter 3).

4.0.5 — This Local Plan will illustrate how growth and development can be better balanced across Ealing. Over the last decade Ealing has seen significant growth and investment concentrated in parts of Acton, Ealing, and Southall, while comparatively modest or no



Image: Bustling highstreet, Ealing Broadway.

investment within Greenford, Hanwell, Northolt, and Perivale. This approach to investment has not been equitable and inclusive for all of Ealing’s residents.

4.0.6 — The Local Plan will adopt a more inclusive approach so that each of the seven towns will play a role in the borough’s delivery of new homes and jobs. This will enable overlooked parts of the borough to benefit from greater levels of investment.

4.0.7 — However, this cannot be growth for the sake of growth. In order to deliver the spatial strategy, it is crucial that development and investment positively contribute to the unique qualities of Ealing.



Image: Hoover building, Perivale.

Structure of the Town Plans

4.0.8 — This chapter is organised around the seven towns of Ealing, to illustrate the borough’s unique qualities while demonstrating how each town will have a role in delivering growth and investment in the borough.

4.0.9 — First, each Town Plan sets out the existing context of that town, including key issues and opportunities that have been identified through the evidence base.

4.0.10 — Second, a town spatial strategy is established that articulates the borough-wide spatial vision and spatial strategy into a town-specific policy that will guide future development and investment within the borough.

4.0.11 — Third, a series of town specific spatial policies have been developed that set out detailed policy related to specific areas of focus within the town. Further investment and development opportunities are also identified within each town.

4.0.12 — Lastly, the Town Plans include the Development Sites (or site allocations) that will be critical to the delivery of the spatial strategy and addressing Ealing’s need for new genuinely affordable homes and employment space and any necessary physical, social, and green infrastructure.



Image: Acton Carnival Parade, 2019.

ACTON TOWN PLAN



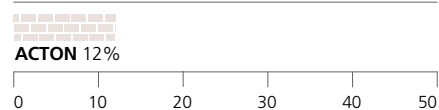
Acton today

4.1.1 — Acton is located along the eastern edge of the borough and is comprised of four wards: North Acton, East Acton, South Acton, and Southfields. In addition, the northern part of East Acton is located within the Local Planning authority of the Old Oak and Park Royal Development Corporation (OPDC). Figure A1 illustrates the existing context of Acton today.

Diverse population with significant socio-economic disparities

4.1.2 — Acton is a diverse town, with a population of nearly 68,000 residents. It has contrasting levels of deprivation with some of the least and most deprived neighbourhoods nationally. Areas of South Acton and North Acton are amongst the 10–20% most deprived neighbourhoods nationally in particular the areas between South Acton and Acton Town stations. Conversely, Southfields scores consistently as one of the least deprived wards in the borough.

PERCENTAGE OF ACTON'S LSOAs IN THE TOP 20% DEPRIVED NATIONALLY



Source: IMD 2019.

Well-connected public transport network, with significant local severance

4.1.3 — Acton is very well connected, with seven rail and tube stations within the town. In addition, Acton benefits from proximity to the strategic road network that includes the radial corridors of the A40 and Uxbridge Road. However, owing to the presence of these road corridors and the historical rail network, parts of Acton suffer from high levels of severance at a local scale due to the numerous rail and road routes that traverse the area.

Vibrant town centres

4.1.4 — Acton is home to many vibrant town centres and shopping parades. Acton District Centre (located to the south) is home to Acton High Street and The Mount, forming a key hub with the Oaks Shopping Centre, Morrisons, a weekly market, and St. Mary's Church (grade II listed building). In addition, there are several smaller local and neighbourhood centres to the north of the town.

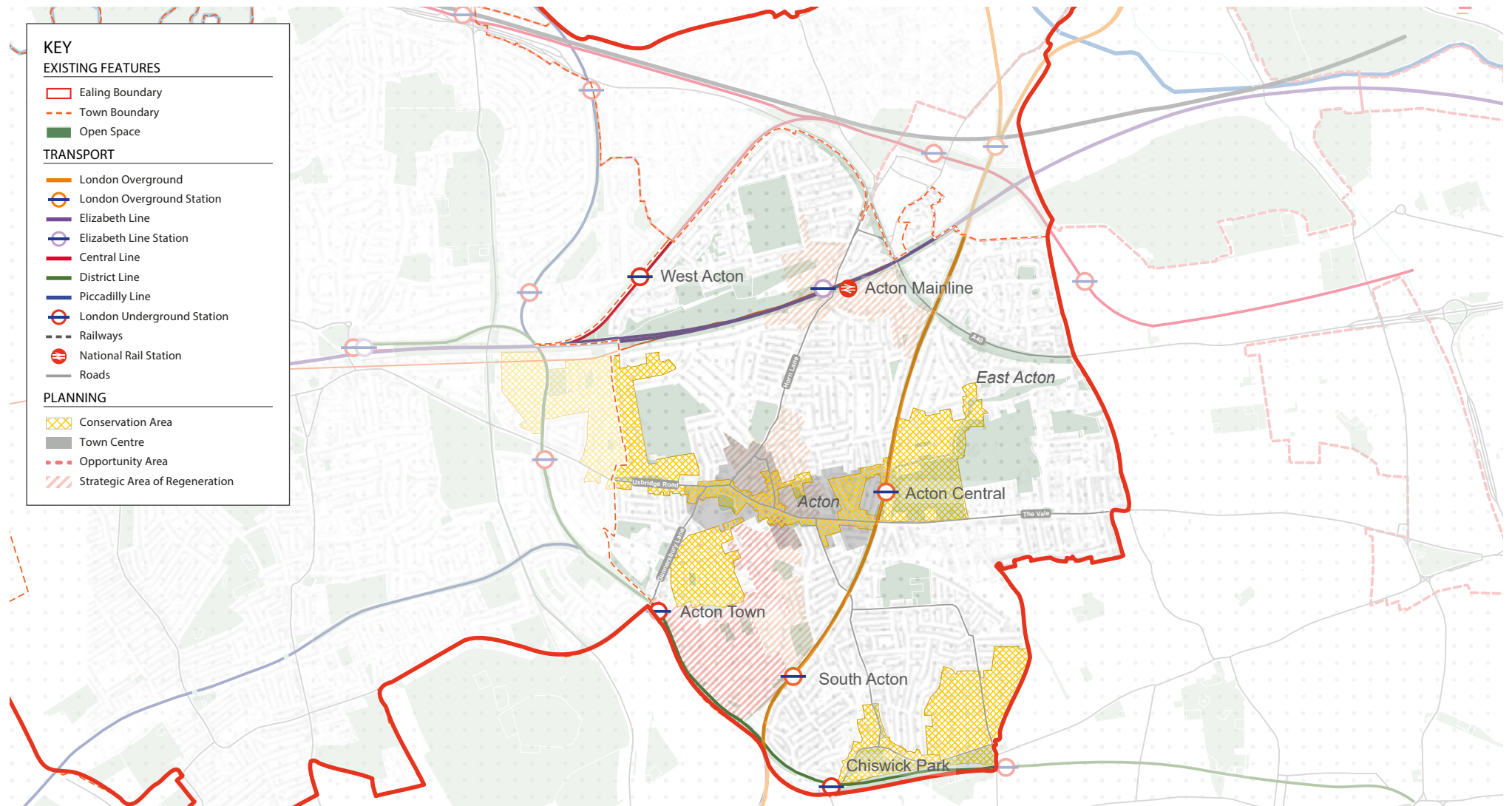
4.1.5 — The neighbourhoods surrounding these town centres are mostly comprised of fine grain residential typologies. There are seven Conservation Areas, four zones of archaeological interest, and a significant number of listed buildings.

Local economic opportunities

4.1.6 — In addition to the vibrant town centres, Acton is the location for significant industrial activity with employment space and Locally Significant Industrial Sites (LSIS) in South Acton and The Vale, which are close to Acton's historic Town Centre. Acton is also home to a Creative Enterprise Zone (CEZ) that aims to support artists and new creative businesses to find affordable workspace within Ealing.

4.1.7 — Acton includes a sizeable part of the area covered by the Old Oak and Park Royal Development Corporation (OPDC) which includes North Acton and much of Park Royal. OPDC aims to deliver 13670 new homes, create 36,350 new jobs and create 250,428 sqm of extra industrial floorspace over the plan period. North Acton acts a key gateway and strategic transition area from the rest of the Acton into the wider opportunity being delivered as part of OPDC's Local Plan. This creates an opportunity for all Acton residents and businesses to directly benefit from this and Ealing Council will continue to help shape future plans with the OPDC.

Figure A1:
Acton existing context



Issues to address in Acton

4.1.8 — Ealing Council has an ambition to create a '20-minute Neighbourhood' in Acton. To make this a success, it is critical that the key issues felt by local residents everyday are addressed to ensure the best long-term outcome for the town.

4.1.9 — The following sets out the key issues facing Acton based on the evidence base that has been developed as part of the Local Plan and reflecting what local people told us through the Shaping Ealing survey (2022).

**13%
DECLINE IN
JOBS OVER
PAST 5 YEARS.***

*in industrial, construction, transport, ICT, media, creative services employment due to significant pressure on industrial land from residential development.

Source: Acton Town profile.



Image: Local resident shopping in Acton.

14.4x
AVERAGE HOUSING
COST RELATIVE TO
ANNUAL EARNINGS.

Source: Acton Town Profile, Ealing Council.



Image: North Acton
 Tall Buildings.

Declining housing affordability

4.1.10 — Acton is the least affordable town in the borough when taking into consideration the incomes of local people and the cost of housing. This is largely a result of its location closer to central London which drives up housing prices. This is compounded by the high proportion of residents who have low paying jobs and the increase in people claiming unemployment benefits since the start of the pandemic.

Stagnant and declining growth

4.1.11 — There is increasing pressure on industrial conversion to residential which risks compromising Acton’s role as a key economic driver for the borough. High demand for industrial workspace is impacting affordability and resulting in some sectors being pushed out. The impact of this is already being seen within Acton, which has experienced stagnant and declining economic growth over the past five years. The number of jobs in Acton has declined by 13% over this period, with the decline primarily within industrial, construction, transport, Information and communication technology, media, and creative employment.

4.1.12 — While Acton has many historically vibrant town centres, these areas have been experiencing varying levels of decline with high vacancy rates. This is a result

of increased competition with nearby centres for footfall including Ealing Broadway, White City, Westfield, and Shepherd’s Bush. Acton’s smaller neighbourhood centres have a limited retail offer including convenience and fast food uses. They have higher than average vacancy rates

High levels of severance and poor north-south connectivity

4.1.13 — The A40 and Uxbridge Road are the main arterial routes within Acton, focussed on moving high volumes of traffic into and out of Central London. These routes have caused local severance between neighbourhoods in the town (creating north-south severance issues). Insufficient investment in active travel infrastructure in Acton (pedestrian and cycling) has led to some areas having poor access to existing amenities including green space.



Image: Greengrocer from Acton.





Opportunities for Acton

4.1.14 — Acton is the borough’s most diverse Town Plan area including many different town centres and numerous industrial areas. It also forms the southern gateway to the UK’s largest regeneration zone at Old Oak and Park Royal that will include the new High Speed 2 terminus by 2030. It is also very mixed in terms of socio-economic outcomes for its residents, with pockets of deep deprivation next to areas of affluence. As outlined under ‘Strategic place interventions’ in Chapter 3.

4.1.15 — Acton is well placed capitalise on its excellent connectivity and significant planned investment in infrastructure to accommodate significant levels of development, particularly within its town centres and industrial areas where higher density employment uses will be encouraged.

Developing an inclusive economy

4.1.16 — While Acton has suffered from economic decline, particularly within the industrial sector, it still has a strong industrial business base with specialisms in food, manufacturing, wholesale, transport, and storage that provide opportunities for growth. In addition, the Council will work collaboratively with the OPDC to support the recently designated Creative Enterprise Zone which will provide long-term support in growing the creative sector and providing a more diverse economic base.

4.1.17 — The evolving industrial and creative sectors within Acton provide further opportunities to explore co-location of light industrial and residential uses that could provide valuable economic activity, boost wages, and provide homes close to where people work. This offers opportunity to tackle deprivation by providing jobs and homes in some of the most deprived areas of Acton, addressing spatial inequalities and environmental, economic, and social barriers affecting residents.

4.1.18 — In addition, Acton will benefit from future investment in Old Oak and Park Royal (HS2 Station at Old Oak Common) and the recent investment in the Elizabeth line, which will bring enhanced connectivity and inward investment to Horn Lane and Friary Park.

Reinforcing town centres

4.1.19 — While Acton’s town centres are vibrant and provide a range of leisure, community and local services that are valued by residents, there is the opportunity to build upon these assets to create more complete communities. Acton has a mix of housing types that cater to different groups, including semi-detached houses, terraced houses, and flats. However, there is an opportunity to provide a wider range of housing types and tenures. This could include family housing and alternative accommodation types that provide high-quality affordable housing options that are accessible to low-income and younger people.



Image: High Street, Acton.

Acton Spatial Strategy

4.1.20 — This section sets out a town spatial strategy that articulates the borough wide spatial vision and spatial strategy into a town specific policy that will help guide future development and investment within the area. This is followed by a series of town specific spatial policies that set out detailed policy related to specific areas within the town. Further development and investment opportunities are also identified within each place. Figure A2 presents the Acton spatial strategy.

4.1.21 — The town-level plans are guided by the same three strategic objectives that underpin the borough-level spatial strategy: tackling the climate crisis, fighting inequality and creating good jobs and growth. These provide a local and contextually specific response to the London Plan that will guide future growth and planning policy.

4.1.22 — The Spatial Options Report provides further detail into the Spatial Strategy and Local Place Interventions, which can be found on Ealing Council's website.

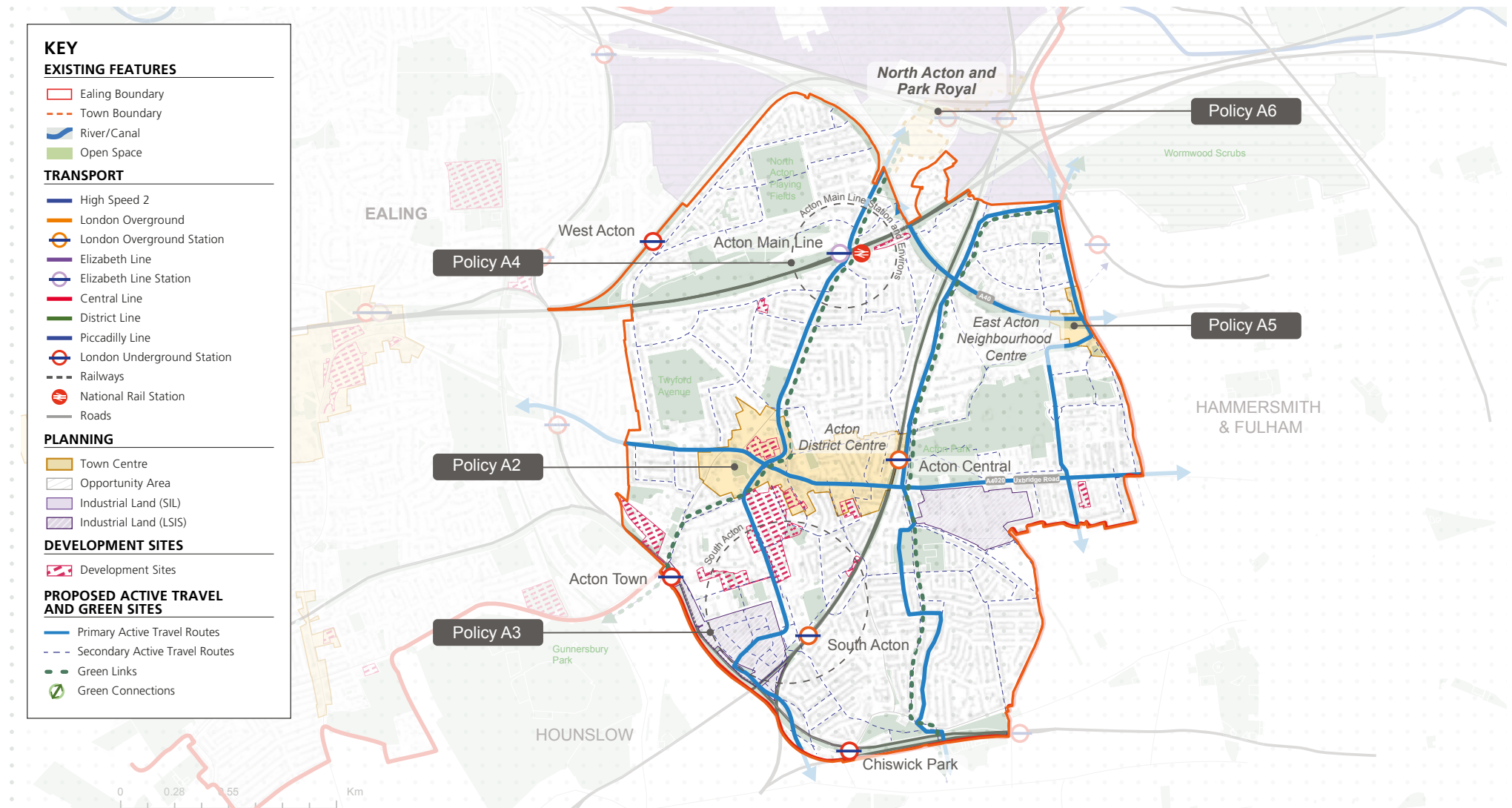


Image: Acton Market, King Street.

LINKS

[Click here](#) for more information on the Council's Spatial Options Report.

Figure A2:
Acton Spatial Strategy



Policy A1: Acton Spatial Strategy

Spatial vision for Acton

A. Acton has a diverse community with a thriving creative sector; there is a community-led ambition to champion Acton’s cultural life, to build on its unique identity and use culture as a catalyst to bring visitors to the town.

B. Growth will capitalise on Acton’s strategic location, the Elizabeth line connection to central London and Heathrow at Acton Main Line Station - and its proximity to the future High Speed 2 (HS2) station at Old Oak Common to maximise economic opportunities for the area. The delivery of moderate levels of development is possible along key north-south corridors in Acton, with an emphasis on integrating development and encouraging growth based on local needs.

C. Growth will be concentrated close to transport interchanges including Acton Mainline, Acton Town, South Acton, and Acton Central which benefit from existing and proposed connections (West London Orbital and HS2). Investment in sustainable connectivity is needed between neighbourhood centres, while Acton’s green routes link open spaces locally with opportunities to connect and enhance

natural corridors and biodiversity.

D. The functional roles of Acton District Centre (see Policy A2) and East Acton Neighbourhood Centre (see Policy A5) will be enhanced through new mixed-use development to increase the vitality and viability of these centres by day, evening, and night.

E. Acton Gardens will capitalise on its proximity to Acton Town Station and will be a focus for residential-led growth and regeneration (see Policy A3).

F. A new neighbourhood centre at Acton Mainline Station (Great Western Railway and Elizabeth line) and the nearby Friary Park Estate will be created as part of the regeneration of this area (see Policy A4).

G. The council will work collaboratively with the Old Oak and Park Royal Development Corporation and other key stakeholders to address severance caused by the A40 and railway lines and maximise the potential opportunities that arise from significant development around North Acton Station (see Policy A6).

H. The protection and intensification of industrial sites and employment opportunities, alongside supporting increased activity within the town centres, will help improve and enhance Acton’s local economy.

Tackling the climate crisis

I. Active travel interventions will reinforce the north-south connectivity, while also improving the permeability of local neighbourhoods and supporting health and environment outcomes. Such measures include:

- (i) Improvements to Acton’s cycle lanes, securing safe, inviting, green and signed cycle routes.
- (ii) Improvements to cyclist and pedestrian connectivity between parks and accessible green spaces both within and outside of Acton’s boundary.
- (iii) Improvements to the A40 and Uxbridge Road through public realm greening initiatives, simplified road layouts, improved crossings, and more road/pavement space allocated for pedestrians and cyclists.
- (iv) Making productive use of unused TfL and National Rail land alongside railway routes to support a non-publicly accessible wildlife corridor.

J. Promote and enhance Acton’s parks including better accessibility and the creating green links to connect parks and open spaces.

K. Create a circular economy hub at Stirling Road to help promote waste reduction and behaviour changes towards zero waste and reuse.

Fighting inequality

L. Acton's health and infrastructure will be enhanced by:

(i) Improving the public realm, network of green/open spaces, and children's play spaces.

(ii) Improving living conditions alongside the A40, Uxbridge Road, Gunnersbury Lane, Horn Lane, Victoria Road, as well as rail routes.

(iii) Addressing GP capacity as a result of population growth in Acton (including North Acton).

Creating good jobs and growth

M. Acton's strong industrial base will be supported and enhanced through:

(i) Development and intensification of industrial and commercial uses at Local Significant Industrial Sites (LSIS) at The Vale and South Acton on the basis of an agreed masterplan with Ealing Council.

(ii) Development of Acton's higher value business specialisms and knowledge intensive activity in areas such as ICT, Media and Creative; and Business Support Services, clean tech clusters and green sectors.

(iii) Provision of affordable, managed, and creative workspaces in Acton and supporting the Acton and Park Royal Creative Enterprise Zone (in collaboration with the Old Oak and Park Royal Development Corporation).

(iv) Focussing on education, employment, and skills opportunities that support residents in the most deprived areas.

N. The specific housing needs of Acton residents will be addressed by delivering more genuinely affordable housing to tackle deprivation and low incomes. The timely and effective delivery of high-quality development on key sites and associated infrastructure in Acton will be achieved by:

(i) Liaison with the OPDC on cross-boundary matters in North Acton to coordinate the delivery of Development Sites, economic strategies, and infrastructure and to ensure that the benefits of investment are realised in all parts of Acton.

(ii) Partnership working with businesses, landowners, and strategic developers to deliver key Development Sites in the area.

(iii) Retaining and reinforcing Acton's identity by ensuring new development meets the highest design standards and responds positively to the local character.

(iv) Recognising the role of heritage in place-making and conserving and enhancing the historic centre at Acton District Centre.

O. The key infrastructure delivery priorities for Acton are set out in Table A1.



Image: Housing development in South Acton.

4.1.23 — Acton represents a significant opportunity for investment to deliver improved employment and housing opportunities. The spatial strategy seeks to capitalise on Acton’s excellent transport infrastructure and employment opportunities at North Acton (Central line) and (once completed) Old Oak Common (London Overground, Great Western Railway, Elizabeth line and High Speed 2) and use these as a catalyst for regeneration of the area.

4.1.24 — It also seeks to capitalise on the future delivery of the West London Orbital initiative and improved connections at Acton Central and South Acton overground stations. In line with the Strategic Place interventions of the Local Plan, significant levels of development will take place in Acton due to the presence of the Elizabeth line at Acton Mainline Station and proposed West London Orbital station at Acton Town.

4.1.25 — Acton forms a crucial and inherent part of both the A40 corridor of industrial land uses. It comprises a unique resource of land with a key strategic function in meeting London’s overall industrial and logistics needs. It also has a particular local role in Acton in supporting the range and quality of local employment options.

4.1.26 — The spatial strategy seeks to enhance the existing Acton District Centre and East Acton Neighbourhood Centre whilst creating a new

neighbourhood centre at Friary Park Estate/Acton Mainline Station. Measures to promote the vitality and viability of these centres will increase footfall and inward investment to support a thriving economy and healthy high streets and enhance the ability of residents to meet their daily needs locally.

4.1.27 — Acton suffers from significant severance caused by the A40 and railways. Public realm enhancements coupled with the expansion and improvement of green walking and cycling routes will make cycling and walking a more attractive choice for people living and working in Acton. Routes will deliver better connectivity between town/neighbourhood centres, to/from key employment sites at South Acton, The Vale and North Acton/Park Royal, between Acton’s network of green spaces and beyond Acton into neighbouring centres. More people walking and cycling on a regular basis will support greenhouse gas emissions reductions and less polluted and healthier lifestyles. Specific routes to be promoted include:

- (i) North-south routes (e.g., Acton Town Station – Acton Town Centre – Horn Lane – Acton Main Line – Gypsy Corner – North Acton);
- (ii) Routes to/from Acton Town Centre and Friary Park Estate Neighbourhood Centre;

(iii) The west-east route along the Uxbridge Road;

(iv) Routes to/from industrial estates and commercial sites (e.g., South Acton – Acton Park/Acton Central – Perryn Road A40 bridge – Long Drive – Old Oak or Turnham Green – the Vale – East Acton Neighbourhood Centre – Old Oak).

(v) Routes westwards to Ealing Common and North Ealing;

(vi) Routes eastwards to Shepherd’s Bush;

(vii) Routes eastwards through Wormwood Scrubs to Ladbrooke Grove; and

(viii) Routes southwards to Gunnersbury Park and Chiswick Park.

4.1.28 — Further Green Infrastructure enhancements are supported, including enhancing the functional use of green space adjacent to Haddon Court in East Acton. Relevant developments will be tested to ensure that they contribute to achieving these outcomes.



Image: Uxbridge Road,
Acton High Street.



4.1.29 — As part of a wider strategic area for regeneration, Acton’s future Development Sites will be focussed around transport interchanges at Acton Main Line, Acton Town, and Acton Central stations to deliver sustainable growth. The council will work with businesses, landowners, and strategic developers to help deliver these. Key sites include:

(i) The area around Acton Main Line Station (Elizabeth line) will deliver more homes and employment spaces, while benefitting from place-making initiatives to increase its appeal as a destination.

(ii) Acton Gardens, with its close proximity to Acton Town Station (Piccadilly line), will be a focus for residential-led growth and regeneration.

(iii) Acton Gateway (Morrisons) provides significant opportunity for mixed use development and public realm improvements to the western gateway of Acton District Centre.

4.1.30 — Acton has a strong economic base and some of the highest employment densities in the borough. However, in recent years it has suffered from a decline in jobs. The spatial strategy seeks to ensure that Acton

capitalises on its strategic location and that key Locally Significant Industrial Sites at The Vale and South Acton are protected to provide economic growth and local jobs in the future; they will also be intensified to enable opportunities for more housing in the area. This will be achieved through a master planning approach in these areas to guide proportionate co-location of light industrial uses with residential uses. It also seeks to diversify Acton’s economy towards higher value business specialisms and knowledge intensive activity and help meet the local needs of start-ups, entrepreneurs, and creatives through affordable workspace.

4.1.31 — New development must respond positively to Acton’s character and identity. Acton displays characteristics of both inner London and suburban London. It has a complex, layered fabric and structure that reflects its historical role as one of London’s early suburbs and its significant growth in the 19th and 20th centuries. This is also reflected in the intricate patchwork of typologies present. Development will need to respond sensitively having regard to the growth and intensification themes and associated tall buildings guidance/indicative heights identified in each local character sub-area. This is further set out in the Ealing Character Study.

4.1.32 — The IDP forms a key element of the Local Plan’s evidence base, setting out the infrastructure that will be required to support the planned growth across the borough, informed through engagement with stakeholders and infrastructure providers. IDPs are living documents, acting as a ‘snapshot in time’, and as different infrastructure providers respond to their own unique challenges, the information will naturally date and alter over time. The IDP will require updating on a regular basis to reflect this.

4.1.33 — The delivery of infrastructure is the responsibility of various different bodies, as detailed within the IDP, including those which have a statutory duty to provide sufficient infrastructure to meet the identified need, as well as those who are responding to market conditions.

4.1.34 — Table A1 demonstrates the infrastructure schemes which will support the sustainable delivery of planned growth over the plan period in Acton.

Table A1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
Education	Further pupil forecasting and school capacity work to identify early years, primary, secondary, further years and SEND provision required to support planned growth in Acton.	Ealing Council	Throughout plan-period
Primary healthcare	Refurbishment/redevelopment of Acton Health Centre (East Ealing Hub).	North West London Integrated Care Board (ICB)	5–10 years
Primary healthcare Healthcare	Relocation of Hillcrest Surgery. Further work to establish the required levels of healthcare provision to support planned growth in Acton (including primary and secondary healthcare and social care).	North West London ICB North West London ICB	0–5 years Throughout plan-period
Highways	Improvements to North Acton gyratory to provide a better environment for walking and cycling, improve connectivity to Acton Mainline station, and deliver public realm improvements.	OPDC	TBC
Rail	West London Orbital.	TfL / West London Alliance / Network Rail / Developer contributions	5–10 years
Active travel	A range of schemes to support active and sustainable travel in Acton, including public realm, streetscape and highways improvements.	Ealing Council	TBC
Waste & recycling	Circular Economy Hub at Stirling Road.	Ealing Council	0–5 years
Flood mitigation	Feasibility studies of critical drainage areas including potential flood mitigation measures in Bollo Lane catchment.	Environment Agency	TBC
Flood mitigation	Feasibility studies on critical drainage areas including potential flood mitigation measures in North Acton.	Environment Agency	TBC
Electricity Supply	Upgrade the transformers at Southfield Road BSP.	SSEN	0–5 years
Electricity Supply	Reinforcement at Leamington Park primary substation.	SSEN	TBC

Acton Spatial Policies

Policy A2: Acton District Centre

To enhance Acton's role as a District Centre by:

- (i) Improving Acton District Centre through active frontages, complementary mixed-use development, promoting active travel and green links, interventions in the public realm and streetscape, and major junction improvements to stimulate vibrancy, boost footfall and promote a more diverse offer during the day, evening, and night.
- (ii) Addressing high vacancy rates in retail units through the use of pop-ups and meanwhile uses

for cultural and creative activities and targeted programmes to improve the desirability of retail frontages and footfall along the High Street (A4020) and Churchfield Road. Meanwhile uses can also act as a "test bed" for permanent uses and to support new enterprises.

(iii) Conserving and enhancing the historical attributes of Acton District Centre through the development of a comprehensive town centre strategy, and taking active measures to secure the future repair, reuse, long-term survival, and management of Acton Town Centre Conservation Area and any heritage assets.


**ACTON DISPLAYS
CHARACTERISTICS
OF BOTH INNER
LONDON AND
SUBURBAN LONDON.**



Image: Uxbridge Road, Acton.



Image: Homes in South Acton.



4.1.35 — Acton is categorised as a ‘District centre’, providing convenience goods, services and social infrastructure that meet the needs of a wider catchment area. The functional area of Acton Town Centre is comprised of two main shopping parades along the High Street (A4020) and Churchfield Road. Acton Central overground rail station is located in the north-east of the functional area.

4.1.36 — Whilst Acton District Centre is an historic and vibrant centre, with good post COVID-19 recovery on spend, it faces a range of challenges including relatively high vacancy rates for units, no digital infrastructure for town centre visitors to benefit from, lower-than-normal post-COVID-19 visitor footfall and a lack of a unique identity within the High Street given the prevalence of chain stores. The centre also faces competition for footfall with nearby centres including Ealing, White City, Westfield, and Shepherd’s Bush.



Image: Acton Carnival Parade, 2019, Acton High Street.



BESPOKE GROWTH STRATEGIES WILL CONSIDER HOW BEST TO TAKE FORWARD DEVELOPMENT SITES.



Image: Acton Market.

4.1.37 — To better meet the needs of Acton's population and attract visitors from a wider catchment area, it is important to improve the range of retail and other services during the day and night and improve the appearance and attractiveness of the environment. This will be achieved through:

- (i) Better integration of incidental greenery into the streetscape and better provision of spaces to sit and relax in the town centre.
- (ii) An enhanced leisure offer to help increase footfall throughout the week.
- (iii) Preserving and enhancing the identity of Acton to help attract visitors and entice businesses.
- (iv) Increased promotion of Churchfield Road as having a distinct offering to increase footfall to this area.
- (v) Improving the public domain, including the market square at The Mount, King Street, High Street, and Churchfield Road.
- (vi) Improving The Mount public square with greenery, lighting, and seating. Extend the offer of the market, bring local community /cultural activities out into the public realm, and activate the town centre with a calendar of events programme and connections.
- (vii) Exploring ways to invest in underused spaces on

Acton High Street following the successful bid for the Greater London Authority (GLA) High Street Challenge Fund. This could include opportunities for temporary / meanwhile uses.

(viii) The development of Acton Gateway (Morrisons site) will also provide significant opportunity for mixed use development and public realm improvements to the western gateway of Acton District Centre.

(ix) Improving active travel connections including improvements to north-south routes and east-west links along Uxbridge Road.

4.1.38 — The development of a comprehensive town centre strategy for Acton District Centre will help co-ordinate the conservation and enhancement of this centre whilst meeting growth needs. Bespoke growth strategies will consider how best to take forward the key Development Sites and development opportunities, with a focus on regeneration within an historic context. This is particularly important in the context of the Acton Town Centre Conservation Area currently being listed on the Heritage at Risk Register).

Policy A3: South Acton

To actively manage the transformation of South Acton by:

- (i) Continuing the residential led regeneration based on a masterplan for Acton Gardens (the former South Acton Estate) to create a new and attractive locality with new homes, infrastructure, retail, and community spaces.
- (ii) Ensuring improved active travel connections to Acton District Centre, local transport hubs, and to green and open spaces.
- (iii) A master planning led approach of the South Acton Locally Significant Industrial Site, ensuring industrial employment sites are safeguarded and intensified with improvements to their local connectivity and supporting functions.



Image: Residential development in Acton.

4.1.39 — South Acton will continue to undergo a change in its character in future years through key development and estate regeneration sites at:

(i) Acton Gardens - this has been a focus for residential-led growth and regeneration. Work has started on this and will continue in future years through a revised master plan.

(ii) South Acton LSIS - this has accommodated more residential elements in recent years, which has put pressure on existing employment land and is beginning to change the character of this historic industrial area.

4.1.40 — To help manage the transformation of this area, the following approach will be taken to ensure that:

(i) LSIS at South Acton is protected and intensified to ensure no net loss of industrial floorspace. A masterplan approach will guide the proportionate co-location of light industrial uses with residential on these sites to deliver new homes while protecting economically valuable industrial floorspace and jobs.

(ii) The changing character of the South Acton LSIS areas is properly managed and that through good design the boundary between LSIS and surrounding residential land is softened and blended, and public realm improved.

(iii) Acton Gardens continues to deliver a high-quality estate regeneration through a masterplan approach, meeting local housing and infrastructure needs, including cultural and community uses.

(iv) Active travel measures are promoted for routes to/from South Acton industrial estates, Acton Gardens, and Acton Town Station (Piccadilly line).

4.1.41 — These measures will offer opportunity to tackle deprivation by providing jobs and homes in some of the most deprived areas of Acton, addressing spatial inequalities and environmental, economic, and social barriers affecting residents. Increasing pressure on industrial site conversion to residential risks compromising Acton's role as a key economic driver for the borough, impacting on affordability, loss of some sectors, declining number of jobs, and stagnant economic growth in recent years.

4.1.42 — The public sector has significant land ownership across the borough including council-owned industrial sites such as Stirling Road in South Acton. Ways in which these assets could be used innovatively to address market failures, test new ideas and promote post-covid recovery will be explored.


**PRESERVING AND
ENHANCING THE
IDENTITY OF ACTON
TO HELP ATTRACT
VISITORS AND ENTICE
BUSINESSES.**



Image: Acton Town approach, Uxbridge Road.

Policy A4: Acton Main Line Station and Environs

A. To create a new neighbourhood centre at Acton Main Line Station (and the nearby Friary Park Estate) as part of the wider regeneration of the area building upon potential new development opportunities and infrastructure provision by delivering:

- (i) New homes.
- (ii) Affordable workspaces.
- (iii) Retail, community spaces and more active street frontages.

(iv) Public realm improvements.

(v) Improvements to the green spaces at Friars Place Green, Friars Gardens and St Dunstons Gardens and designating them as a Local Green Space.

(vi) Greening opportunities along Horn Lane and better access and connections to local green spaces.

(vii) Enhanced active travel connections to/from the station including improved cycle storage facilities.

B. To explore the potential for mixed use development at Acton Sidings through either consolidation or suitable off site reprovision of the existing waste and aggregates facilities.

4.1.43 — The area around Acton Main Line Station is due to experience transformational growth around two key locations:

- (i) Acton Main Line Station and sidings: there is opportunity to redevelop this site (subject to the relocation of safeguarded waste uses on the site during the plan period) to provide a mixed-use development of residential, retail, commercial, office, and community/ green spaces, together with public realm improvements along Horn Lane.
- (ii) Friary Park Estate: work has already started on site to redevelop this housing estate and create a new mixed-use development with some office, retail, and community uses.

4.1.44 — The provision of additional retail, commercial and community uses, and public realm improvements will effectively create a new neighbourhood centre and destination in this area, that will benefit significantly from new Elizabeth line services at Acton Main Line Station and enable people to meet their daily needs locally.



CREATE A NEW NEIGHBOURHOOD CENTRE AT ACTON MAIN LINE STATION.



4.1.45 — This new neighbourhood centre is connected to Central London in 15 minutes and is a 20 minutes walk from the future Old Oak Common Station and Old Oak West Town Centre. There is potential for a significant number of new homes in this area which will need ample public amenity space, community and social infrastructure, and neighbourhood services. There is also an opportunity for increased employment space within this area to support the local economy. These facilities could be integrated with the Acton Mainline Station site with an emphasis to connect north-south over the railways to mitigate existing severance issues, improve access to local green space and connections between neighbourhoods.

4.1.46 — Potential projects for the focus area include maximising Acton MainLine Station improvements to deliver a neighbourhood centre with improved public realm and access north south across the railway tracks. Deliver active street frontages and mixed-use at ground floor and lower levels. Greening opportunities along Horn Lane and improved connections to green space locally via active travel network.



Image above: Acton Main Line Station.

Policy A5: East Acton Neighbourhood Centre

To enhance the role and function of East Acton Neighbourhood Centre through active frontages, complementary mixed-use development, and improvements in the public realm, streetscape and green spaces. These will stimulate the vitality and viability of the centre and promote greater diversity of uses during the day, evening, and night.



Image: Wheelchair access, Elizabeth Line, Acton Mainline Station.



Image right: South Acton developments.



EAST ACTON FACES SOME CHALLENGES INCLUDING WEAK EXISTING CONNECTIONS THROUGH PUBLIC AND ACTIVE TRAVEL WHICH RESULT IN GREATER CAR RELIANCE.



Image: Improving travel connections in Acton.

4.1.47 — East Acton is categorised as a neighbourhood centre, serving a localised catchment mostly for convenience goods and other services. The main shopping area is located along Old Oak Common Lane north of the A40, with a smaller parade of shops along Old Oak Road south of the A40. The two are separated by the A40, which restricts active travel between them.

4.1.48 — South of the A40, the functional area is primarily comprised of terraced residential properties, vehicle repairs and hardware shops. A considerable portion of the southern part of the town centre is comprised of a residential terrace. East Acton underground station is a short walk from the town centre though more accessible from the northern side of the A40. The local town centre is divided by the boundary with London Borough of Hammersmith & Fulham.

4.1.49 — East Acton faces some challenges including weak existing connections through public and active travel which result in greater car reliance. Worker and visitor footfall remains below pre-COVID levels although retail spend has reached normal activity levels.

4.1.50 — The town centre has a very limited identity. The main shopping parades are severed by the A40 road, creating a disjointed feel to the area. The facades of some of the units along Old Oak Common Lane are rundown,

dated, and somewhat unattractive. Reasons to visit East Acton are limited as the range and quality of existing facilities is poor.

4.1.51 — There are opportunities to enhance the neighbourhood centre through:

- (i) Better integration of incidental greenery into the streetscape to enhance the environment.
- (ii) Uplift to unit frontages along the Old Oak Common Lane shopping parade and better upkeep of the town centre to enhance the environment.
- (iii) Diversification of the current offer and creation of a stronger sense of identity to the town centre.
- (iv) Public realm improvements including improving the A40 junction at East Acton to create a public realm feeling of neighbourhood and to improve active travel routes.
- (v) Improved active travel connections including to the nearby East Acton underground station and neighbouring areas including routes east to Shepherd’s Bush, Wormwood Scrubs, and Ladbroke Grove.

Policy A6: North Acton and Park Royal

To work collaboratively with the Old Oak and Park Royal Development Corporation (OPDC), neighbouring boroughs and other key stakeholders to:

- (i) Address severance caused by the A40 and railway lines through improved connectivity between North Acton and the rest of Acton and the promotion of active travel measures.
- (ii) Coordinate the delivery of potential Development Sites, associated transport, and social and green infrastructure close to the OPDC boundary.
- (iii) Develop a local construction skills centre to capitalise from the large construction activity coming forwards and ensure that skills opportunities meet the needs of local people in the wider Acton area.
- (iv) Explore the potential to connect to West London district heating networks.

4.1.52 — Much of North Acton and Park Royal is located within the OPDC boundaries but people do not adhere to administrative boundaries. The area’s significant supply of Strategic Industrial Locations (SIL) and the services provided by North Acton Centre are accessed by workers and residents across Acton. Key Development Sites identified in the OPDC Local Plan (2022) include those centred around Park Royal SIL (P4, P4C1), a new town centre in Park Royal (P6), and new neighbourhood centres at North Acton (P6, P7).

4.1.53 — Collaboration with the OPDC will take place to improve connectivity between the two areas and to address the severance caused by the A40 and railway lines. New and improved pedestrian and cyclist routes across the A40 will deliver improved connectivity with transport infrastructure and employment opportunities at North Acton and Old Oak Common. Improvements to the pedestrian experience across major roads at important points should also be prioritised:

- (i) Prioritise a new north-south cycle route linking North Acton with Acton Town Station, Acton Town Centre, Horn Lane, Acton Main Line, and Gypsy Corner.
- (ii) Improve the pedestrian experience across major roads at important points, including Steyne Road roundabout at Acton town centre, Old Oak Lane at East Acton Town Centre /Savoy Circus, A40 Gypsy corner, A40 Wales Farm Road, and A40 Perryn Road bridge.

4.1.54 — Collaboration will also ensure that Development Sites and associated transport, district heating networks, social and green infrastructure close to the OPDC boundary and wider economic strategies are coordinated as far as possible, so that the benefits of investment can be harnessed for all Acton residents. Park Royal also offers the opportunity to capitalise on skills opportunities associated with the large construction activity coming forwards. A construction skills centre will be explored further with the OPDC to ensure that skills opportunities meet the needs of local people.



PARK ROYAL ALSO OFFERS THE OPPORTUNITY TO CAPITALISE ON SKILLS OPPORTUNITIES ASSOCIATED WITH THE LARGE CONSTRUCTION ACTIVITY.



Image: North Acton Square development.

Acton Development Sites

4.1.55 — There will be significant change over the 15-year Local Plan period. The borough spatial strategy seeks to show how future growth will be managed and planned for. It identifies and promotes those areas that can accommodate growth, those that are in need of regeneration, and those that can deliver jobs or infrastructure.

4.1.56 — The Town Plans translate this strategy to the neighbourhood level and set out Ealing Council's ambitions for place making. To deliver the town-level spatial strategies and their associated policies, a number of Development Sites have been identified. The selection of these Development Sites was the subject of a detailed assessment and a 'call for sites.'

4.1.57 — Development Sites have development potential that could support the delivery of the spatial strategy whilst ensuring the borough meets its housing and employment space requirements, alongside the delivery of any necessary and appropriate infrastructure.

4.1.58 — Figure A3 and Table A2 present all the Acton Development Sites and the schedules that follow set out key site information, contextual considerations and design principles for each.

4.1.59 — Development Sites represent site-specific components of the development plan and are intended to deliver the broader thematic policies set out elsewhere in this document.

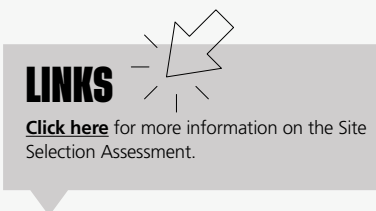
4.1.60 — Development Sites form the adopted policy for each of these specific sites and will not restate all relevant development plan policies; however all proposals are expected to accord with the development plan as a whole, as well as any local placemaking objectives set out in the relevant Town Plan. Proposals will also need to take account of relevant masterplans or supplementary planning document (SPD) guidance as part of future planning applications.

4.1.61 — The Development Site schedules that follow should be read in conjunction with the overarching principles below:

Residential: Refers to Use Class C3 housing.

Setting/Typology: Development proposals must respond to relevant contextual design guidance provided in Part 2 of the Ealing Character Study.

PTAL: Refers to the 2015 base year as defined by Transport for London. Development proposals must be assessed against the latest data available at the point of application.



Tall Buildings: Detail on specific tall buildings sites is set out in the Tall Buildings Strategy and supporting Site Study Appendices. Height is set out in storeys and a metre equivalent is prescribed in Policy D9 as an average of 3.5 metres per storey. The tall buildings threshold height is simply that and not a presumption that any height up to this is automatically acceptable. Proposed heights remain subject to a full design assessment at the point of application.

Flood Risk: Development proposals must comply with latest technical guidance provided by the council, including the Strategic Flood Risk Assessment (SFRA) Level 1 and 2.

Key Infrastructure Requirements: Infrastructure is expected to be delivered in earlier phases of development. These requirements are consolidated in the council's Infrastructure Delivery Plan, which acts as a 'snapshot in time', setting out the infrastructure that will be required to support the planned growth across the borough, delivered through a variety of bodies, including Ealing Council.

Design Guidance: Development proposals must comply with latest design guidance provided by the Greater London Authority (GLA), the council's Ealing Character Study and Housing Design Guidance.

Housing: Development proposals for sites with a residential component must satisfy the requirements of the council's Housing Strategy at the point of application.

Industry: Development proposals for sites with an industrial component must satisfy the requirements of Policy E4 for testing and reversion of industrial uses.

4.1.62 — Any factual information cited in a Development Site should be reconfirmed prior to application. Planning designations can be sourced on the council's Interactive Policy Map.

4.1.63 — For Development Sites under multiple ownership, applicants should undertake effective engagement with residents, landowners, developers and leaseholders to facilitate potential land assembly for the benefit of comprehensive and cohesive development. Where single applications are submitted for part of a Development Site, proposals must not compromise future delivery of land remaining within the overall Development Site boundary.

4.1.64 — The deliverability of Development Sites was assessed at the plan making stage. The Site Selection Report explains the approach, methodology and findings and can be found on the council's website.

4.1.65 — The council will promote the delivery of these Development Sites, including use of compulsory purchase powers where these are necessary for land assembly.

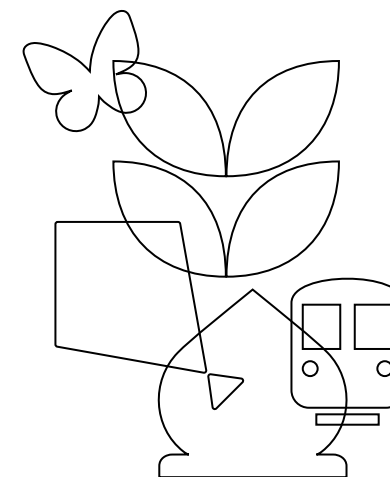
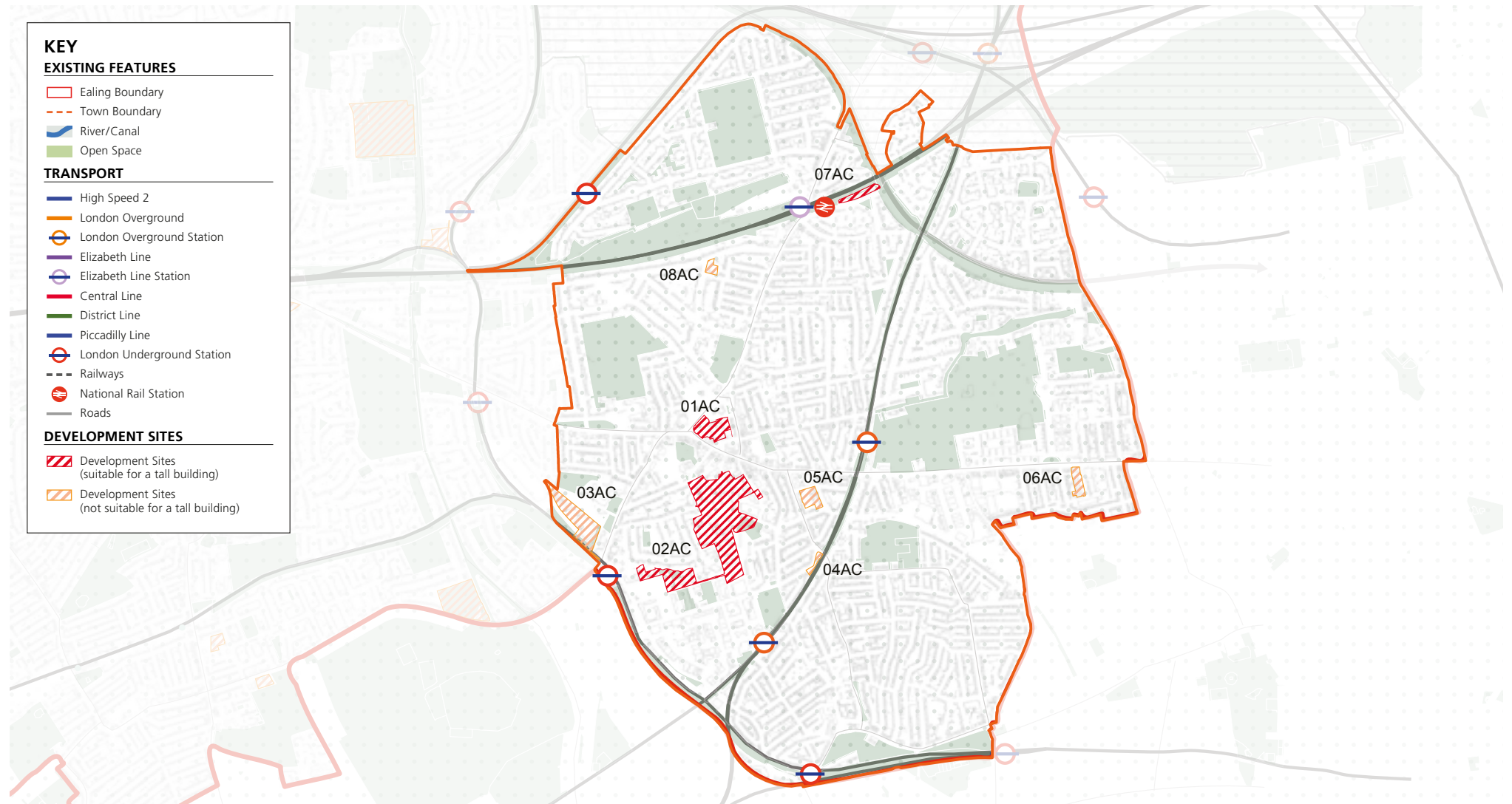


Table A2:
Acton Development Sites

01AC	Acton Gateway (Morrisons)	128	06AC	Acton Vale Industrial Park & Westgate House	138
02AC	Acton Gardens	130	07AC	Dean Court	140
03AC	Ealing Common Depot	132	08AC	Oaktree Court	142
04AC	Builders Merchants Bollo Bridge Road	134			
05AC	Salisbury Street Car Park & Neville Close	136			

Figure A3:
Acton Development Sites



KEY

EXISTING FEATURES

- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- High Speed 2
- London Overground
- London Overground Station
- Elizabeth Line
- Elizabeth Line Station
- Central Line
- District Line
- Piccadilly Line
- London Underground Station
- Railways
- National Rail Station
- Roads

DEVELOPMENT SITES

- Development Sites (suitable for a tall building)
- Development Sites (not suitable for a tall building)

Acton – 01AC

Acton Gateway (Morrisons)



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
King Street, Acton, W3 9LA	1.3	Private

CURRENT USE

Retail (supermarket), associated parking and ancillary space.

PROPOSED USE

Residential-led, mixed-use scheme (retail/ food and beverage and community), public space.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres

PTAL

3–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Detailed design analysis indicates a maximum height of 15 storeys (52.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Acton Town Centre CA (adjacent), Grade II Listed St Mary's Church and Monument (nearby), Grade II Listed 241-267 King's Parade (nearby), Grade II listed 183, 185 High Street (nearby), Archaeological Interest Area, Acton District Centre, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Improvements to public realm and spaces especially King Street, tree planting and greening. Social infrastructure including health facilities.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29–2037/38)

CONTEXTUAL CONSIDERATIONS

- A prominent strategic site currently occupied by Morrisons supermarket that acts as a gateway to Acton Town when approaching from the west and north west.
- Situated at the end of the High Street at the heart of Acton District Town Centre, a busy shopping area.
- The supermarket sits adjacent to and has its main entrance from King Street on Acton's town square, with its statutory and locally listed buildings and its street market, forming the town's main focal point along with the Market Place and the listed Church of St Mary.
- Surrounded on three sides by Acton Town Centre Conservation Area and opposite the tower blocks of council owned Steyne Estate, currently undergoing infill development.
- A third of the site comprises a surface car park located on the corner of High Street and Steyne Road, creating a poor first impression of the town centre when

approaching from the west and a poor quality public realm for pedestrians.

- Within a 10–15-minute walk from Acton Mainline Station and well served by several bus routes.
- Close to the Woodlands Park to the south east and Coronation Gardens Pocket Park to the north on Horn Lane.

DESIGN PRINCIPLES

- Ensure that the townscape and public spaces at the western entrance to Acton Town centre are significantly enhanced in keeping with the site's status as a gateway to the town, optimising the site's central location and excellent accessibility.
- Promote residential led mixed use development, with the supermarket to be reprovided on site and of a comparable size.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 3 and a maximum of 15 storeys (52.5m) across the site, with taller elements

situated to the north fronting Steyne Road and lower buildings located along Rectory Road.

- Consider new commercial, retail and community uses on the ground floor, with a focus on active frontages along all street edges.
- Arrange development in the form of perimeter blocks, with a scale and massing that provides an appropriate transition in building heights from the tallest to lowest elements in response to the surrounding built environment.
- Ensure the site layout reflects the fine-grained character of the town centre.
- Set back building lines to create wider pavements along Rectory Road.
- Set back residential frontages from pavements sufficiently to accommodate defensible spaces where possible.
- Deliver improvements to the quality of the public realm along Steyne Road, King Street and the High Street, to create an enhanced and more welcoming public realm.
- Provide tree planting and soft landscaping around the perimeter and

within internal streets to ameliorate the currently hard landscaping that particularly exists along King Street and the harsh traffic environment along Steyne Road and the High Street.

- Create a new north – south pedestrian street through the site between Steyne Road and King Street/High Street linking to Rectory Road.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Provide an appropriate quantum of car parking for other uses in this town centre location and consider utilising underground parking utilised, if viable.
- Provide servicing access for all uses and access to car parking from Rectory Road to the rear of the site, with improvements made to the public realm introduced to support this as an attractive active secondary route to the town centre.

Acton – 02AC

Acton Gardens



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
South Acton Estate, Acton Gardens, Acton W3 8TQ	10.27	Council, Private

CURRENT USE

Acton Gardens housing estate as well as open space.

PROPOSED USE

Residential with some ground floor commercial, open space and community uses.

RELEVANT PLANNING APPLICATION(S)

P/2012/0708, PP/2015/3558, 182579OUT.

SETTING/TYOLOGY

Free form

PTAL

2–5

TALL BUILDINGS

The site is in principle suitable for a tall building. An agreed masterplan indicates a maximum height of 15 storeys (52.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood zone 3a (surface water), Mill Hill Park CA (adjacent), Acton Town Centre CA (adjacent), Grade II Listed 183, 185 Acton High Street (nearby), locally listed buildings (adjacent and nearby), SINC (Local), Acton District Centre, Strategic Area for Regeneration, Public Open Space, Community Open Space (allotments).

KEY INFRASTRUCTURE REQUIREMENTS

Energy Centre, new public open space and public realm improvements, works to public highway, community space, educational facilities

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–10 (2023/24–2032/33)

CONTEXTUAL CONSIDERATIONS

- A large housing estate partly situated within Acton District Centre.
- Ambitious regeneration of the housing estate, parts of which have already been redeveloped.
- A revised masterplan was approved in December 2018.
- Part of the site may be suitable for tall buildings. Heights should range between 8 –15 storeys across the site. Detailed analysis of height massing and street layout should form the starting point for any new proposals on this site.
- Site includes Public Open Space on Avenue Road, Ludlow Court Recreation Grounds, and the Jerome Allotments.
- Adjacent to Mill Hill Park and Acton Town Centre Conservation Areas.
- The surrounding area is characterised by large green spaces, an industrial estate, and Victorian terraces.
- Current layout of estate difficult to navigate or walk through and there is a lack of natural surveillance.
- Parking dominates the streets with many routes terminating in parking courts.

- South Acton Underground Station and Acton Town Overground are within walking distance, and there are several buses running along Gunnersbury Lane and Acton High Street.

DESIGN PRINCIPLES

- Ensure Acton Gardens integrates seamlessly with its neighbours with a connected and integrated movement network with the creation of distinct character areas.
- Replace existing housing with new, higher density housing to optimise the use of the land, taking account of London Plan Policy H8.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Within the South Gardens Character Area, development is to respect and reinforce its place identity as a high quality residential quarter, focused on a new square and café at South Acton station and the tree-lined route up to the community hub and beyond. Development is to primarily take the form of perimeter blocks.
- Within the West Gardens Character

- Area, development is to respect and reinforce its place identity characterised by tree-lined streets linking schools and community hub with the Acton Town station. New blocks are to reinforce the street and local park character and provide gaps between buildings to allow glimpses of quiet courtyards.
- Within the Central Gardens area, the existing school and community facilities are a focal point for residents. Active frontages should be created along Bollo Bridge Road.
- Within the North Gardens area, new blocks are to be arranged to create a new north-south linkage connecting the High Street with Avenue Road Park.
- Permitted building heights range from 12 storeys along Osborne Road and Bollo Lane stepping down to 2-3 storeys towards the dwelling houses adjacent to the Mill Hill Conservation Area.
- Ensure building heights respect adjacent existing buildings, whilst creating variety of built form, with taller buildings at key gateways into Acton Gardens.
- Create new connections or improve

existing connections to surrounding streets within the new layout.

- Provide a minimum of 3m well-landscaped private amenity space for all dwellings with windows at the same level as communal courtyards, which acts as defensible space.
- Design a new square at South Acton Station as a pedestrianised public focal point that accommodates spill out spaces for a potential café adjacent to the station. Design must be safe and inclusive whilst allowing local vehicular traffic.
- Incorporate seating, green open space and play space within Central Plaza designs, facilitating use of the space for community activities and small events/markets/fairs.
- Where podium courtyards are integrated, provide landscaped amenity spaces on a deck over parking and ensure these are accessible to all levels of ability.
- Consider food growing opportunities and community gardening for residents .
- Retain, and where possible expand, the allotments as a key feature of the estate.
- Provide a new energy centre.

Acton – 03AC

Ealing Common Depot



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Gunnersbury Lane, Acton, W3 9BQ	2.35	Public (Places for London - TfL)

CURRENT USE

Storage depot for Transport for London’s Museum, as well as operational transport maintenance workshops and associated offices.

PROPOSED USE

Residential-led, mixed-use scheme, and re-provision of TfL Museum on site or another suitable location, café/restaurant, music venue.

RELEVANT PLANNING APPLICATION(S)

None

SETTING/TYOLOGY

Campus

PTAL

3–5

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 7 storeys (24.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed Acton Town Station and parade of shops, Gunnersbury Lane (adjacent), Grade II* Listed Gunnersbury Park (nearby) and Grade II Listed Lodge, Archway, Outbuildings, Gateway, Boundary Wall (nearby), Green Corridor, SINC (Borough), Priority Habitat (adjacent), TPO, existing industrial uses (non-designated).

KEY INFRASTRUCTURE REQUIREMENTS

Pedestrian link through site from Phillimore Gardens to Museum Way, green links joining Railway SINC and Green Corridor to Heathfield Gardens SINC.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29–2037/38)

CONTEXTUAL CONSIDERATIONS

- Site is a non-designated industrial site that is currently used mainly as a storage depot for Transport for London’s Museum.
- Site also contains operational maintenance workshops and offices.
- Development needs to satisfy the requirements of London Plan Policy E4 and Ealing Local Variation Policy E4 H-I for industrial retention and any co-location of residential uses should achieve industrial uplift.
- Storage depot is not open to the public except for special events.
- Railway line lies adjacent to the west of the site, with a railhead terminating on the site, for operational purposes.
- Low rise flats to the east of the site on Gunnersbury Lane and Heathfields Gardens and a sports centre to north east.
- Ark Acton Academy and grounds located to the north and east of the site.
- Acton Town Station and Parade are statutory listed buildings located across from the Depot on Gunnersbury Lane.

Statutory listed Gunnersbury Park is within a short walking distance, and other statutory listed buildings.

- A mix of low-rise flats with a row of shops on the ground floor and semi-detached housing within the vicinity, along Gunnersbury Lane.
- Well located for public transport with Acton Town Station close by and buses along Gunnersbury Lane.

DESIGN PRINCIPLES

- Provide a residential-led mixed-use development.
- Reprovide the storage depot on site if a suitable alternative site cannot be found to house the Museum’s collection.
- Relocate engineering and maintenance functions to realise the full potential of the site.
- Limit building height to 6 storeys (21m), with the highest elements situated to the north and west of the site, alongside the railway line.
- Place and orientate new buildings to mitigate the impact of noise from the

railway to ensure the provision of quality new homes.

- Given the limited options to create another access due to significant constraints of the railway and land uses surrounding the remainder of the site, optimise the current limited access to the site at Museum Way, off Gunnersbury Lane.
- Create a pedestrian link from Phillimore Gardens through the site to Gunnersbury Lane, providing more permeability in the wider area that enables a direct, much shorter route for residents to the north and east to access Acton Town Station and the buses on Gunnersbury Lane.
- Consider introduction of a community or café/restaurant to complement the Museum Depot should the facility remain on site and/or the potential for a music venue.
- Contribute to improved site operation for any remaining workshops and reduce their environmental impact along the trackside which is protected by a Tree Preservation Order.

- Create a green link or wildlife corridor connecting the Green Corridor/Piccadilly and District Line SINC to Heathfield Gardens SINC, and use this as an opportunity to enhance the biodiversity on site through tree planting and soft landscaping.

Acton – 04AC

Builders Merchants Bollo Bridge Road



© Crown copyright and database rights 2020 OS LA0100019807 05 February 2024

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
5–21 Bollo Bridge Road, Acton, W3 8AT	0.19	Private

CURRENT USE	PLANNING DESIGNATIONS/SITE CONSTRAINTS
Timber supplies and building materials yard.	Flood zone 3a (surface water), SINC (borough) (adjacent), Green Corridor (adjacent) existing industrial use (non-designated), Archaeological Interest Area.
PROPOSED USE	KEY INFRASTRUCTURE REQUIREMENTS
Residential led mixed use scheme.	Public realm, landscaping and greening improvements.
RELEVANT PLANNING APPLICATION(S)	INDICATIVE TIMEFRAME FOR DELIVERY
217146FUL.	Within years 1–5 (2023/24 – 2027/28)
SETTING/TYOLOGY	TALL BUILDINGS
Continuous block.	The site is not in principle suitable for a tall building. The threshold height for a tall building is 8 storeys (28 metres).
PTAL	
3	

CONTEXTUAL CONSIDERATIONS

- Location adjacent to a railway line to its east and two-storey Victorian terraced housing to the west and south.
- Railway makes development sensitive to potential issues for end users such as noise and pollution.
- Any economic development proposals need to ensure compatibility with adjacent residential uses.
- Site character is informed by its location within the Acton Town Centre and close proximity to the South Acton and The Vale industrial areas.
- Within 10 minutes' walk from South Acton Station.

DESIGN PRINCIPLES

- Capitalise on site proximity to South Acton Station, Acton Town Centre, industrial sites at The Vale and South Acton and nearby parks.
- Consider a mixed-use development that provides residential units, commercial and communal public space.
- Contribute to improved site operation and reduction of the environmental

impacts particularly the Green Corridor and SINC running along the railway line which is protected by Tree Preservation Orders.

- Limit building height to 7 storeys (24.5m).
- Respond to the height and massing of two and three storey residential buildings to the west 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.
- Reflect the building line established by adjacent properties.
- Provide new pedestrian routes through the site that integrate with and improve existing movement patterns is strongly encouraged.
- Promote a low car/car free scheme, given the proximity to bus routes and the South Acton Station.
- Place and orientate new buildings to mitigate the impact of noise from the railway to ensure the provision of quality new homes.

Acton – 05AC

Salisbury Street Car Park & Neville Close



SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Salisbury Street, Acton, W3 8NZ	0.72	Council

CURRENT USE

Car park and residential uses.

PROPOSED USE

Residential led mixed use scheme.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

3–4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood zone 3a (surface water), Acton Town Centre C A (adjacent), locally listed buildings (adjacent), Grade II Listed Acton Town Hall (nearby), Grade II Listed Acton Swimming Baths Chimney (nearby), Archaeological Interest Area, Green Corridor (nearby), SINC (borough) (nearby), Acton District Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Community centre/facilities Public realm, landscaping and greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–10 (2023/24–2032/33)

CONTEXTUAL CONSIDERATIONS

- Partially situated within Acton District Centre, which extends along Acton Lane adjacent to the site.
- Centrally located just south of Acton High Street and behind statutory listed Acton Town Hall and Acton Swimming Baths Chimney.
- Adjacent to Acton Town Centre Conservation Area.
- An immediate context characterised by attractive Victorian terraced houses.
- Close to several bus routes on the High Street.
- Proximate to Ark Priory Primary Academy, Acton Library, Acton Sports Centre and swimming pool.

DESIGN PRINCIPLES

- Develop with a mixed use residential led scheme that provides improved affordable housing and amenity space and consider minimal re-provision of parking due to the town centre location (with the exception of Blue Badge parking).

- Re-provide affordable and assisted housing alongside the provision of new residential and community uses.
- Consider the provision of a new community facility opposite the Ark Priory Primary Academy to strengthen the site's role and social contribution to the town centre.
- Design building form to reflect the fine grain nature of the existing urban typology.
- Replace existing dwellings along Acton Lane with new, higher density housing to optimise the use of land, taking account of London Plan Policy H8.
- Maintain the building line along Avenue Road.
- Ensure new development along Salisbury Street is varied in scale to contribute to the irregular character of existing buildings along this street and respond to the scale of lower buildings along Winchester Street.
- Improve the quality of the public realm along the perimeter of the site, including tree planting.
- Explore the potential for two new private courtyards and a shared space mews street.
- Provide active frontages along all existing and new street edges.
- Improve pedestrian movement through the site and downgrade vehicular priority in the backland of the site.
- Provide primary residential access from the perimeter of the site along Salisbury Street and Acton Lane.

Acton – 06AC

Acton Vale Industrial Park & Westgate House



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
43–55 The Vale, Acton, W3 7RR	0.63	Private

CURRENT USE

Workshops and small industrial units, and offices within Westgate House to the north of the site.

PROPOSED USE

Mixed-use intensification.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus/Centres.

PTAL

3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 7 storeys (24.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood zone 3a (surface water), locally listed buildings (nearby) existing industrial uses (non-designated).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Closely bounded by existing development on all sides including new flats to the east and south and low-rise semi-detached houses to the west.
- A need to carefully manage the transition to a residential context and from greater heights to the north and east to a lower scale to the west.

DESIGN PRINCIPLES

- Development should prioritise new industrial provision and then devise an enabling strategy for its delivery.
- Development needs to satisfy the requirements of London Plan Policy E4 and Ealing Local Variation Policy E4 H-I for industrial retention and any co-location of residential uses should achieve industrial uplift.
- Retain or reinstate servicing requirements for industrial uses, with consideration for internal servicing and the use of lift access to upper floors. Horizontal co-location may be preferable to vertical

mixing. Consider possible reduction of the number of access points to improve the pedestrian environment of the street.

- Enable increased height of redevelopment up to a maximum of 6 storeys (21m) whilst avoiding a canyon effect on Cowley Road.
- Ensure careful transition of height to the houses on Agnes Road.
- Given the scarcity of green space in the area, ensure onsite provision of green space, with careful consideration given to balancing public urban greening with the private amenity requirements of new residential units.
- Explore retention and retrofit of Westgate House on The Vale.

Acton – 07AC

Dean Court



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 5 10 15 20 25 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
1–21 Dean Court and 22–42 Dean Court, Friary Road, Acton, W3 6AF	0.55	Private - RSL

CURRENT USE

Two residential buildings and associated parking and gardens.

PROPOSED USE

Residential.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Continuous.

PTAL

3-4.

TALL BUILDINGS

The site is in principle appropriate for a tall building. Design analysis indicates a maximum height of 21 storeys (73.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Green Corridor, SINC (metropolitan), TPO, Strategic Area for Regeneration, Friars Place Green Local Green Space (adjacent).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- A long narrow site bounded by a railway line to the north, Western Avenue to the east and fronting Friary Road to the south. Opposite is Friary Park Estate currently undergoing regeneration, two storey semi-detached houses and Friars Place Green.
- The site is occupied by 42 flats, arranged in two, separate three storey blocks, including single storey flats and two storey maisonettes accessed by external staircases.
- Dean Court is within a five-minute walk from Acton Mainline Station and buses on Friary Road, Western Avenue and Horn Lane.
- An opportunity to create a more sustainable new development with higher density, better optimisation of the land, well connected to public transport, with a positive impact on placemaking for the wider area and community.

DESIGN PRINCIPLES

- New buildings should respond sensitively to existing residential frontages at Friary Park Estate and avoid overlooking issues.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 5 and a maximum of 21 storeys (73.5m) across the site, with the tallest elements situated towards the western and middle part of the site, and with massing rising gradually towards the west.
- Replace existing housing with new, higher density housing to optimise the use of the land, taking account of London Plan Policy H8.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Ensure homes have high energy efficiency and levels of accessibility.
- Consider an inter-linked mansion and tower block linear layout, oriented east-west with deck access to flats.
- Set back new buildings from Friary Road to create courtyards at ground floor with good daylight conditions.
- Provide active frontages along all street edges.
- Accommodate attractive defensible spaces along the ground floor and perimeter of the site and explore the potential to provide semi-private courtyards.
- Improve the quality of the public realm along Friary Road, including tree planting.
- Consider downgrading the vehicular section of Friary Road north of Friars Place Green to expand and enhance the existing green space.
- Incorporate tree planting along the perimeter of the site, and especially to the north to screen the railway lines.
- Incorporate no/low levels of car parking given the proximity to Acton Mainline Station and bus stops.

Acton – 08AC

Oaktree Court



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 5 10 15 20 25 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Pierrepoint Road, Acton, W3 9JL	0.31	Private – RSL

CURRENT USE

Residential and amenity green space.

PROPOSED USE

Residential with improved private amenity space.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Continuous.

PTAL

2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 7 storeys (24.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

TPO, SINC (borough) (nearby), Green Corridor (nearby)

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29–2032/33)

CONTEXTUAL CONSIDERATIONS

- Site dominated by a three-storey prefabricated building, housing 30 flats, situated on the corner of Pierrepont Road and Hereford Road.
- Surrounded by low rise flats and semi-detached houses, with wide pavements and trees.
- Existing building is surrounded by grassed areas which do not provide any usable amenity value, with a large parking court to the rear with approximately 30 parking spaces.
- Acton Town Mainline Station is within a five-minute walk, and buses run along Horn Lane close by.
- Nearest green space is Springfield Gardens, a local park on Horn Lane about 500 metres from the site.

DESIGN PRINCIPLES

- Replace existing housing with new, higher density housing to optimise the use of the land, taking account of London Plan Policy H8.

- Reprovide affordable and assisted housing within the overall provision of new residential and community uses.
- Maximise the opportunities to provide private amenity space for residents by rationalising the overall approach to design of open space, improving on current approach that lacks private amenity space whilst providing a large amount of open space around the building.
- Provide mixed-tenure homes with high energy efficiency and a combination of private and shared amenity space.
- Respect and enhance the character of adjacent developments and the surrounding area.
- Consider the potential for modest increase of overall building heights, with taller elements fronting Pierrepont Road and Hereford Road to avoid overlooking issues up to a maximum of 6 storeys (21m).
- Incorporate no/ low levels of car parking given the proximity to Acton Mainline Station and bus stops.

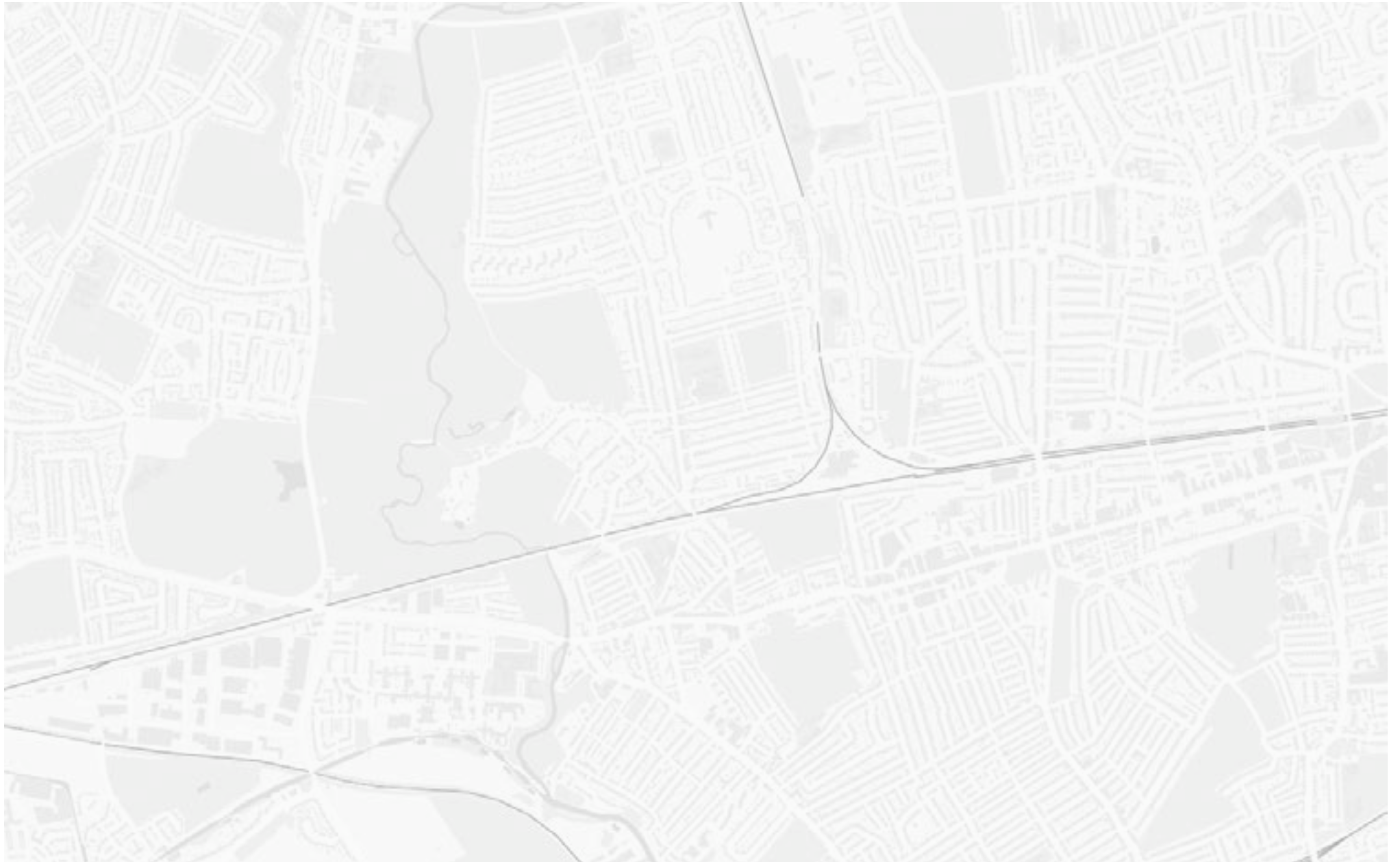




Image: Street food business, Ealing.

EALING TOWN PLAN



Ealing today

4.2.1 — Ealing town is located in the middle of the borough and comprises six wards: Northfield, Ealing Common, Walpole, Ealing Broadway, Pitshanger and Hanger Hill. Figure E1 illustrates the existing context of Ealing today.

Commercial heart of the borough

4.2.2 — Ealing town is home to over 91,000 people (equivalent to 25% of the borough's population). It is the commercial heart of the borough, with the Metropolitan Centre having shops, offices, and civic functions that attract people from across the borough and beyond. It has fast links into central London and is served by nine stations. The functional area of Ealing Metropolitan Centre, includes Ealing and West Ealing town centres. While pockets of deprivation exist within Ealing, only 5% of the borough's LSOAs are within the 20% most deprived nationally, ranking it sixth out of the seven towns.

4.2.3 — In addition to the Metropolitan Centre which is centred around Ealing Broadway, Ealing town has many smaller neighbourhood centres. These include Pitshanger Lane, South Ealing, and Northfields that serve a localised catchment for convenience goods and services.

Largest town comprising distinctive neighbourhoods

4.2.4 — As the largest town in the borough, it covers several distinctive neighbourhoods including Pitshanger, Brentham Garden Suburb, Hanger Lane, Hanger Hill, North Ealing, Montpelier, West Ealing, East Drayton, Ealing Metropolitan Town Centre, Ealing Common, Gunnersbury, South Ealing, Northfields, and Boston Manor. The character of these neighbourhoods varies, from spacious villas to mansion blocks, garden suburbs, and 1960s townhouses.

4.2.5 — Much of Ealing town is covered by 14 conservation areas, including Brentham Garden Suburb, Brunswick, Ealing Common, Ealing Town Centre (Heritage at Risk), Ealing Green, Hanger Hill Garden Estate, Haymills, Haven Green (Heritage at Risk), Montpelier Park, Mount Park, and St Stephens. Stand out buildings include Pitshanger Manor (Grade I), Christ the Saviour, St Mary's, and St Peter's Churches (all Grade II*) and the former Odeon Cinema (now Christian Centre) at Northfields (II*).

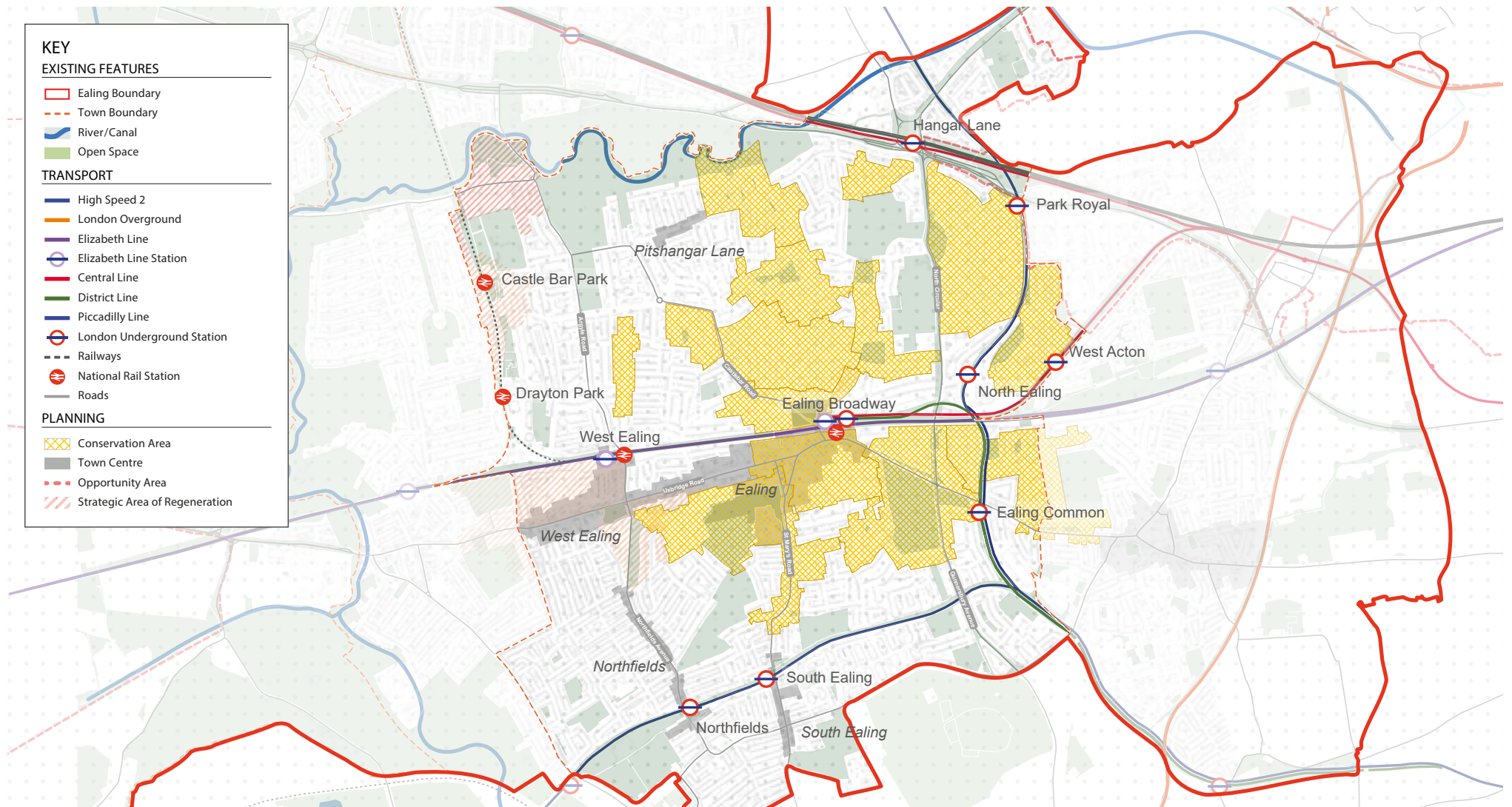
Strong knowledge economy along the Uxbridge Road

4.2.6 — Ealing town has the highest concentration of knowledge intensive employment in the borough, with nearly 4,500 jobs in financial and professional services, reflecting the importance of the Uxbridge Road corridor in accommodating the borough's higher quality office stock.

4.2.7 — Recent high-density, mixed-use development in the town centre at Dickens Yard, Filmworks, and the planned redevelopment of Ealing Council's offices at Perceval House reflect the increased connectivity and appeal that the Elizabeth line brings to the Metropolitan Centre. However, despite this strong knowledge-based economy, some parts of the town suffer from deprivation. This is particularly the case in areas along the western edge of the town and adjacent to Hanwell, which rank among the 20% most deprived in the United Kingdom.

25%
OF THE
BOROUGH'S
POPULATION IS
FROM EALING.

Figure E1:
Ealing existing context



Issues to address in Ealing

4.2.8 — Ealing Council has an ambition to create a '20-minute Neighbourhood' in Ealing. To make this a success, it is critical that the key issues felt by local residents everyday are addressed to ensure the best long-term outcome for the town.

4.2.9 — The following sets out the key issues facing Ealing town based on the evidence base that has been developed as part of the Local Plan. It reflects what you told us through the Shaping Ealing survey (2022).

8%
OF EALING'S LSOAS
ARE IN THE TOP 20%
MOST DEPRIVED
NATIONALLY.

LINKS

[Click here](#) for more information on the Shaping Ealing Report.



Image: Market stall seller, Acton.



*Ealing's affordability ratio is 13.8 times average income.

Declining employment opportunities

4.2.10 — Despite its prominent economic role for the borough, the number of businesses in Ealing has only grown by 2% since 2015, one of the lowest growth rates in the borough. Alongside this small growth in the number of businesses, the actual number of jobs in Ealing has fallen by 3% over the same period. This is reflected in findings from the Ealing Affordable Workspace Study (2022) that assessed the affordability of starting and running a business in the borough and concluded that Ealing is the most expensive town in the borough to do business as rents are significantly higher than the borough average.

Lack of affordable homes

4.2.11 — Ealing is the second most unaffordable town in the borough, even though it has the highest average resident incomes in the borough. Current land and house prices in the area mean new homes may not be affordable for existing and new residents. This has seen conversions of spacious villas into Houses of Multiple Occupation (HMO) which had the wider impact of undermining heritage and townscape elements (i.e. paving front gardens). Areas of West Ealing and East Drayton require targeted investment as Areas for Regeneration, which could see new much needed affordable homes delivered.

Poor connectivity and air quality

4.2.12 — While some areas of Ealing town have good access to open space (i.e. areas of Pitshanger, Hanger Hill, Ealing Common, and Northfields), deficiencies exist across Ealing Town Centre, South Ealing, North Ealing, and Boston Manor. Requiring investment in green space for new development in these areas will improve quality of life for existing and new residents.

4.2.13 — Despite parts of Ealing town having excellent connectivity (in particular the areas around Ealing Broadway and West Ealing), many of the smaller neighbourhoods throughout the town's hinterland have poor connectivity with residents not easily able to access neighbourhood centres or move in a north-south direction. In addition, many areas suffer from poor air quality with Air Quality Focus areas identified at Hanger Lane (due to proximity to both the A40 and North Circular) and along Uxbridge Road, Ealing Broadway, and Haven Green.



Image: Aerial view of Ealing Town Centre.

Opportunities for Ealing

4.2.14 — Ealing is home to the borough's only Metropolitan Centre, acting as the commercial heart of the borough and is surrounded by several distinctive and historical neighbourhoods. Over recent years the local population growth has stagnated and there has been a decline in higher paying jobs, consequently the 'Strategic place interventions' in Chapter 3 requires that the social and economic role of the Metropolitan Centre is refreshed and strengthened by encouraging significant levels of high density residential and employment growth. Ealing's proximity to the cluster of knowledge economy uses along the Uxbridge Road and access to new Elizabeth Line stations means that it can become a premier destination for new business and employment growth.

**92%
OF EALING'S
BUSINESSES
HAVE LESS THAN
9 EMPLOYEES.**

Test bed for affordable workspace linked to micro and small businesses

4.2.15 — Ealing town is already the key driver of the borough's small business economy with almost a third (30%) of micro and small businesses in the borough located in Ealing town. However, it is also one of the most unaffordable towns for starting a new business, disproportionately affecting small businesses. Ealing town could provide the spatial focus for exploring how affordable workspace provision can address the increasing cost of enterprise and address the town's recent loss of higher value employment.

Encourage 20-minute neighbourhoods in Ealing's secondary centres

4.2.16 — Ealing town should be the focus for sensitive increases in density aligned to Ealing Metropolitan Centre, Uxbridge Road and the improved connectivity linked to the Elizabeth line. This investment in transport infrastructure provides an opportunity to create attractive mixed-use destinations.

4.2.17 — Across Ealing town its smaller centres and local parades (i.e. Northfields, The Avenue and Pitshanger Lane) are not meeting their full potential. These smaller centres are often comprised of single storey buildings that provide opportunity for mix-use intensification of retail, commercial, and residential uses that would support Ealing's priority to reimagine local centres as a network of 20-minute neighbourhoods. Investment within these neighbourhoods would provide the opportunity for new community infrastructure that would encourage these areas to act as social hubs.

Maximise cultural and creative businesses

4.2.18 — Ealing town has a strong historic and existing cluster of west London's cultural and creative businesses with specialisms in music venues, recording studios, and dance studios. Together with the long-established institutions in Ealing town, these businesses provide the opportunity to focus and attract new investment into Ealing town and diversify the current offer, building the night-time economy and celebrating the existing local culture.

Ealing Spatial Strategy

4.2.19 — This section sets out a town spatial strategy that articulates the borough wide spatial vision and spatial strategy into a town specific policy that will help guide future development and investment within the area. This is followed by a series of town specific spatial policies that set out detailed policy related to specific areas within the town. Further development and investment opportunities are also identified within each place. Figure E2 presents the Ealing spatial strategy.

4.2.20 — The town-level plans are guided by the same three strategic objectives that underpin the borough-level spatial strategy: tackling the climate crisis, fighting inequality and creating good jobs and growth. These also provide a local and contextually specific response to the London Plan that will help guide future growth and planning policy.

4.2.21 — The Spatial Options Report provides further detail into the Spatial Strategy and Local Place Interventions, which can be found on Ealing Council's website.

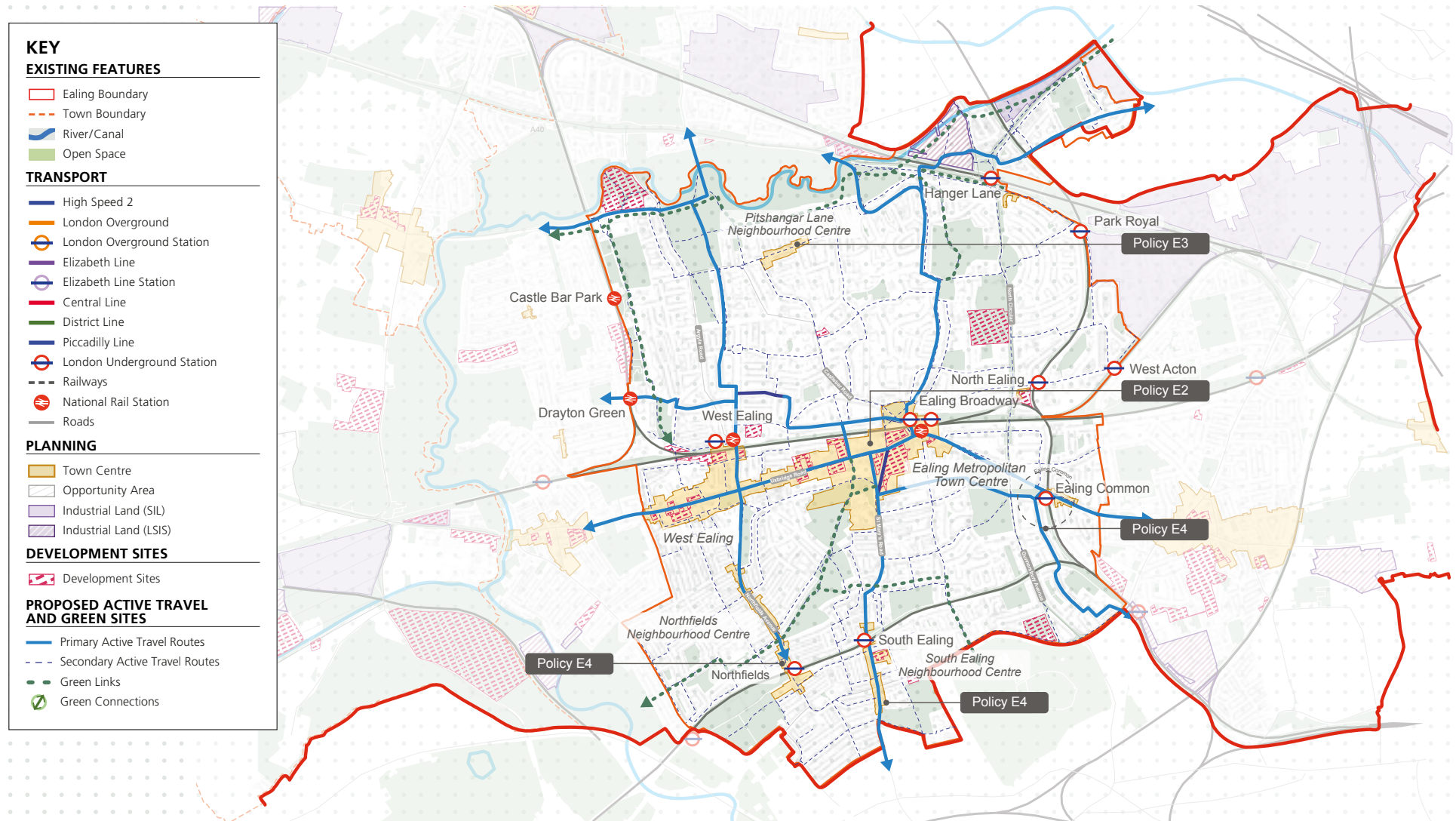


Image: View towards Ealing Townhall from the Filmworks.

LINKS

[Click here](#) for more information on the Council's Spatial Options Report.

Figure E2:
Ealing Spatial Strategy



Policy E1: Ealing Spatial Strategy

Spatial vision for Ealing

A. Ealing will continue to play a central role in the Borough, providing a wide range of commercial, retail, cultural and civic amenities, as well as hosting a large portion of the borough's knowledge-intensive jobs. While many of its residents benefit from relatively high wages and good health, pockets of deprivation remain, and housing affordability is a particular issue.

B. The historic pattern and character of development, which is pedestrian-friendly and highly sustainable will be reinforced and expanded, with active ground floors and the protection and enhancement of mixed uses, physical and social infrastructure, and greenspaces.

C. Growth in Ealing presents an opportunity to deliver more affordable housing, coupled with higher-value jobs. This will see employment-led development that will strengthen Ealing Broadway's economic identity as a hub for well-paid, knowledge-intensive jobs, while safeguarding affordable workspace. In addition, this will

be complemented by enhanced independent neighbourhood centres with improved active travel.

D. The existing hierarchy of town centres with Ealing Metropolitan Town Centre (see Policy E2) will be maintained and complemented by a strengthened network of local centres in Northern Ealing (see Policy E3 which includes Pitshanger Lane) and Southern Ealing (see Policy E4 which includes Northfields and South Ealing).

Tackling the climate crisis

E. Ealing will capitalise on its excellent transport connections to drive sustainable development as an important centre within West London.

F. Maintain and enhance the historic morphology of Ealing, which is highly mixed and walkable forming a cluster of the Borough's exemplary 20-minute neighbourhoods.

G. The Brent River valley provides a green lung and flood protection corridor for Ealing and will be preserved and enhanced as part of the broader Regional Park strategy.

H. Cycle infrastructure and traffic management

interventions to ensure a safe, continuous cycle path along the Uxbridge Road, connecting west to Hanwell and east to Acton as well as quiet parallel routes, where appropriate, together with enhancements to active travel to and from Ealing Metropolitan Town Centre and its hinterland.

I. Introduction of green links as a chain of Ealing's greenspaces and upgrading of existing wildlife corridors on Transport for London and National Rail sidings, both on the principal radial routes and the north-south Greenford Branch.

Fighting inequality

J. Housing affordability and access to the housing market remain key drivers of inequality in Ealing, these will be addressed by targeted delivery of housing according to local needs and the character of different neighbourhoods.

K. Providing improved social infrastructure, particularly within Ealing Metropolitan Centre, according to the needs of its growing population.

Creating good jobs and growth

L. Promoting and expanding Ealing's hub role within the Borough and West London area for knowledge

intensive jobs, including potential affordable or incubator units within Ealing Metropolitan Town Centre.

M. Increased urban greening along the A40, North Circular Road, Uxbridge Road, New Broadway/The Mall, and Argyle Road.

N. Improved north-south active travel connections, with key interventions alongside Drayton Green Road, Argyle Road, and Castlebar Road.

O. Improved public realm and cycling infrastructure in and around Pitshanger Lane, South Ealing, and Northfields.

P. The key infrastructure delivery priorities for Ealing are set out in Table E1.

Q. Using growth to enhance the character of different areas and centres, reflecting mixed and aided uses below residential in and around town centres, key uses and facilities near to transport hubs, and enhancement of residential neighbourhoods particularly around major regeneration projects.



Image: Affordable housing, Ealing.

4.2.22 — Ealing town is an integrated series of places, centres, and green and physical infrastructure that enjoys high environmental quality, but also significant severance caused mainly by the high volume of road traffic, particularly along the Uxbridge Road, but also other key parts of London’s highway network such as Hanger Lane. The spatial hierarchy is strongly expressed and most residential areas outside the Metropolitan Centre itself already enjoy good local services particularly in Pitshanger Lane, South Ealing, and Northfields.

4.2.23 — Better integration and connectivity between these centres will improve transport efficiency, reduce levels of road congestion, contribute to the borough’s health and climate change aims, and will promote a more inclusive economy. Public realm and infrastructure within and around local centres will be improved particularly in Pitshanger Lane, South Ealing, and Northfields.

4.2.24 — New development must respond positively to Ealing’s character and seek to enhance its identity. Development will need to respond sensitively having regard to the growth and intensification themes and associated tall buildings guidance/indicative heights identified in each local character sub-areas. This is further set out in the Ealing Character Study. Ealing is one of the most diverse character areas in the Borough with some of the longest history of settlement and building.

The town centre itself contains elements of almost all of the character types present including all forms of town centre typology, and most types of residential development. Ealing town also has notable representation from spacious urban villas and open space typologies, which due to their more extensive form take up around half of the total area. The area is home to several conservation areas recognising their special character and historic interest and the recent review has highlighted the opportunity to add to these with a new Northfields CA.

4.2.25 — Urban greening along the main trunk road network, particularly the A40, North Circular, and Uxbridge Road, will enhance its role as public space as well as offering material improvements to air quality and general health. North-south travel connections have historically received lower priority, and this will be addressed by active travel measures particularly along Drayton Green Road, Argyle Road, and Castlebar Road.

4.2.26 — In respect of broader borough-wide connectivity, a safe, continuous cycle path along Ealing’s section of the Uxbridge Road will help to reduce vehicular severance and restore its key public space role in the town centre. Similarly, the continuous wildlife corridors along the rail network will be maintained and enhanced.



GROWTH IN EALING PRESENTS AN OPPORTUNITY TO DELIVER MORE AFFORDABLE HOUSING, COUPLED WITH HIGHER-VALUE JOBS.



Image: Ealing Broadway Shopping Centre.

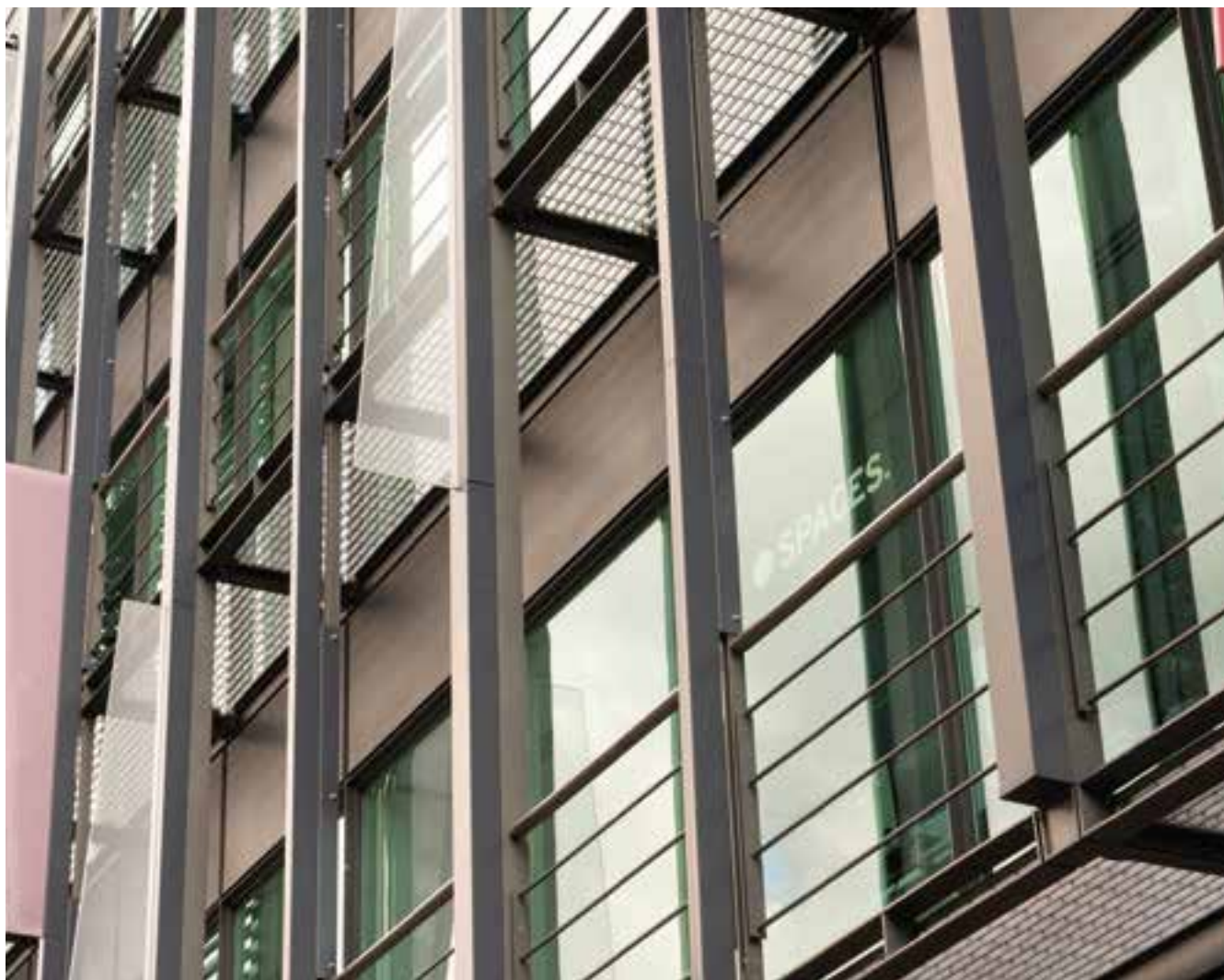


Image: Office developments, Ealing.

4.2.27 — The IDP forms a key element of the Local Plan’s evidence base, setting out the infrastructure that will be required to support the planned growth across the borough, informed through engagement with stakeholders and infrastructure providers. IDPs are living documents, acting as a ‘snapshot in time’, and as different infrastructure providers respond to their own unique challenges, the information will naturally date and alter over time. The IDP will require updating on a regular basis to reflect this.

4.2.28 — The delivery of infrastructure is the responsibility of various different bodies, as detailed within the IDP, including those which have a statutory duty to provide sufficient infrastructure to meet the identified need, as well as those who are responding to market conditions.

4.2.29 — Table E1 demonstrates the infrastructure schemes which will support the sustainable delivery of planned growth over the plan period in Ealing.

Table E1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
Indoor sports facilities	New Gurnell Leisure Centre.	Ealing Council	TBC
Outdoor sports facilities	New sports facilities at the former Barclays Bank Sports Ground.	Ealing Council	TBC
Education	Further pupil forecasting and school capacity work to identify early years, primary, secondary, further years and SEND provision required to support planned growth in Ealing.	Ealing Council	Throughout plan-period
Healthcare	Further work to establish the required levels of healthcare provision to support planned growth in Ealing (including primary and secondary healthcare and social care).	North West London Integrated Care Board (ICB)	Throughout plan-period
Primary healthcare	Central Ealing Hub - to provide a primary care at scale hub for central Ealing.	North West London ICB	5–10 years
Primary healthcare	Corfton Road - to provide a fit-for-purpose primary care site to serve the population growth and health needs for the area/community.	North West London ICB	0–5 years
Secondary healthcare	Redevelopment of Mattock Lane Health Centre.	North West London ICB	TBC

Table E1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
Bus	Rationalisation of bus stopping arrangements in Ealing Town centre, Broadway Haven, Green Area.	TfL	TBC
Active Travel	A range of schemes to support active and sustainable travel in Ealing, including public realm, streetscape and highways improvements.	Ealing Council	TBC
Flood mitigation	Improve sewer capacity at Dean Gardens.	Thames Water	0–5 years
Flood mitigation	Improve sewer capacity at Northfields.	Environment Agency and Thames Water	0–5 years
Flood mitigation	Feasibility studies of critical drainage areas at Ealing Common, and West Ealing.	Environment Agency	TBC
Police	Refurbishment of Ealing Police Station.	Metropolitan Police Service	TBC
Electricity Supply	Reinforcement at Ealing 66kV GSP.	SSEN	TBC
Electricity Supply	Fault level reinforcement at Ealing (D) 22/11kV substation.	SSEN	TBC

Ealing Spatial Policies

Policy E2: Ealing Metropolitan Town Centre

A. Building on its excellent connectivity, Ealing Metropolitan Centre will be the location for significant high density residential and employment growth and remain the primary centre of the Borough supporting the broadest range and offer, accessible from each of the seven towns.

B. Development will focus on delivering strategic office, commercial, retail, and residential growth, while improving key health determinants including accessibility to and provision of healthcare facilities, deficiency in green and open space provision, and improving air quality within the town centre. This will enhance Ealing Metropolitan Town Centre’s role as a destination, with a diverse retail, leisure, and cultural offer and a stronger night-time economy.

C. Ealing Metropolitan Town Centre will be maintained and enhanced by:

(i) Building upon its strong local character and mixed urban environment which integrates living, working, recreation and green spaces.

(ii) Growing a network of pedestrian priority streets and public spaces to complement the Uxbridge Road as a green leisure route to diversify the town centre and reduce vehicle dominance. A coordinated public realm strategy will be required to stitch together key developments.

(iii) Optimising growth around Ealing Broadway and West Ealing stations to maximise their opportunities to bring people into the borough and reflect the critical mass necessary for their role within London’s office, business, and cultural hierarchy.

(iv) Maintaining the role and critical mass of the office corridor while improving the built and pedestrian environment along the Uxbridge Road, particularly the provision of active frontage and mixed uses at ground floor.

(v) Provision of affordable workspace, including potential local office hub facilities which will serve residents and strengthen key local economic sectors.

(vi) Improving the cultural and night-time offer in line with a specific Ealing specialism in film and music including designating a Night Time Enterprise

Zone, and holistic improvements to ensure a safe and inviting place at night.

(vii) Promoting active travel between the Metropolitan Centre and its satellite neighbourhoods to support growth around Ealing within local independent centres.

(viii) Delivering improvements in social infrastructure, including shared and managed facilities for targeted demographics such as young people, older adults, and more accessible provisions, where appropriate.

(ix) Protect and enhance the network of parks around Ealing Metropolitan Town Centre and the green links connecting them, especially the chain of greenspaces around Walpole and Lammas Parks.

(x) Explore opportunities for green routes into and around the town centre which improve amenity and enhance sustainability between towns and to the residential areas surrounding Ealing Broadway.

D. Development will build upon Ealing’s varied localities including Central Ealing, West Ealing and the office corridor but also the distinct character of sub-areas like the cultural quarter, business quarter

by Ealing Station, and the eastern gateway. These sub centres may also be seen as integrated and overlapping 20 minute neighbourhoods within the broader Metropolitan Centre.

E. Enhancing the role of Central Ealing as the gateway to the borough, its primary employment, service and cultural centre.

F. Maintaining and strengthening the office corridor as a key employment location while improving active frontage and the pedestrian environment to encourage footfall and better link Central Ealing and West Ealing.

G. Strengthening the local character and distinct offer of West Ealing, including food offer, retail, convenience and leisure while realising the potential of identified Development Sites to improve the quality of built environment and deliver new houses and jobs.



Image: Dean Gardens, Broadway, West Ealing.



Image: Ealing Town Centre,
Uxbridge Road.



DEVELOPMENT SHOULD COMBINE EXISTING STRENGTHS WITH NEW OPPORTUNITIES.



Image: Ealing
Broadway Station.

4.2.30 — Ealing Metropolitan Town Centre is one of the few areas in the borough which competes with other centres across London for its economic, visitor, and cultural offer. It provides unique facilities to local residents that may not be available in other local town centres. Like many other parts of the borough, Ealing has had an economically difficult time during COVID, with challenges to many of its core strengths. Examples include changes in knowledge intensive industries and shifts in the office and retail functions that underpin its role. However, many of these changes have also been positive. A shift to living locally, which was helped by homeworking, has supported local and convenience uses and helped to create an increased sense of community.

4.2.31 — Ealing is also the borough's key centre for office uses. The footfall and spending that employment uses generate within the town centre are essential to supporting its offer. The opening of the Elizabeth line further enhances the hub role of the Metropolitan Town Centre between Heathrow and central London. Ealing will seek to maintain and enhance employment within the town centre, particularly in the critical mass of its office provision, and to expand the range of employment uses responding to the evolution of traditional office spaces that has emerged from the pandemic. Development should combine existing strengths with new opportunities, delivering a variety

of flexible workspaces including affordable, shared, and managed facilities that provide for Ealing's large number of small and micro businesses.

4.2.32 — In addition to their social, civic, and recreational value, the retail and business functions of the town centre are unique assets for the borough as a whole. Future growth will recognise that these function as an integrated whole in attracting visitors, businesses, and residents. Ealing Metropolitan Town Centre's critical mass and range of uses relate not only to the range of facilities but also to different times of day. The town centre will be managed to improve its evening and night-time offer in a way that makes spaces more accessible and inclusive and reduces antisocial behaviour.

4.2.33 — The Metropolitan Town Centre also benefits from having two main hubs, centred around Ealing Broadway Station and West Ealing Station, both with distinct characters and roles. Ealing Broadway is the main civic and comparison retail hub for the borough while West Ealing provides a complementary offer of local retail. The office corridor and its anchor employment role connects the two areas.

4.2.34 — A key part of plans for the town centre is to diversify the range of spaces and pedestrian routes from their current, strongly linear character which is excessively exposed to the volume of traffic on the Uxbridge Road. In particular, proposals set out in the Development Sites below seek to create a network of new public spaces and pedestrian connections at Broadway Connection, Sandringham Mews, Questors Theatre, and around West Ealing. These will diversify the main east-west link of the Uxbridge Road and reduce the impact upon pedestrians of vehicular traffic.



Image: An example of a new public square.

4.2.35 — Ealing Metropolitan Town Centre’s urban environment is perhaps the most mixed and varied in the borough, incorporating some element of all the main urban character forms. It also includes some of its most valuable and distinctive heritage assets. In particular, the newly refurbished Grade I Pitzhanger Manor is among the most important historic buildings in the borough and benefits from an intact parkland setting providing key cultural and greenspace parallel to the commercial centre of the office corridor.

4.2.36 — Its mixed uses are in many ways an exemplar of the sustainability of traditional town centres and their pedestrian-driven urban form. Challenges to this form emerged through the car driven development focus of the later 20th century to the point that Uxbridge Road, the main artery of the centre and the wider borough, suffers from substantial traffic severance. Integrated public transport is essential to the borough’s strategy of climate action. Safe, accessible, and attractive routes toward and across the town centre will help to encourage interchange and make best use of improved journey times and capacity.

4.2.37 — Urban greening has a particular role to play in managing the effects of climate change. Ealing Metropolitan Town Centre has a potentially very strong green network with major spaces such as Walpole Park and Dean Gardens closely accessible to the Uxbridge Road. While some areas of public green space deficit exist, these are typically well served by private green space. It is particularly important that new development reinforces this.

4.2.38 — Ealing already has a notable tradition of street tree planting which provides important environmental benefits as well as enhancing the character and appearance of the town centre. Integrated uses and design can substantially increase the resilience of the already highly sustainable urban form, particularly in mitigating the urban heat island effect.

4.2.39 — The benefits of outdoor activities and active travel are among the greatest influences of the built environment upon personal health and well-being. In addition to the beneficial effects of accessible public spaces, including internal spaces within social infrastructure can offer a different kind of amenity to public open space in the colder months as well as potentially cooler spaces during heatwaves.



Image : Example of urban greening in the borough of Ealing.

4.2.40 — Social inclusion and mixing are vital functions of town centres and it is important that commercial development complements and is accompanied by improvements to civic spaces and facilities. Visiting the town centre should not automatically mean spending money in order to spend time there. There are significant opportunities to improve the network of public and semi-public spaces that have been delivered around the town centre at sites such as Filmworks and Dickens Yard. Broadway Connection, in particular, is a missing piece of this network and a vital site for the town centre.

4.2.41 — The high value of land and consequently space in Ealing Metropolitan Town Centre has in the past made difficult the expansion of existing social infrastructure. It is particularly important that new development helps to facilitate this particularly through the provision of shared and managed space according to the needs set out in the Ealing Health Study and the emerging Infrastructure Delivery Plan (IDP). New development has an important enabling function to play in the restructuring of existing social infrastructure and the delivery of new space to meet the needs of a growing population.

Policy E3: Northern Ealing

Northern Ealing will build upon its strong character and mixed uses by:

- (i) Maintaining and enhancing the neighbourhood centre at Pitshanger Lane, including community infrastructure, leisure, and retail uses.
- (ii) Character-led growth and intensification of the existing highly sustainable built form.
- (iii) Improving existing green and active travel routes, particularly those to Ealing Broadway and local transport hubs at rail and underground stations.
- (iv) Optimising use of Hanger Lane Gyratory Strategic Industrial Locations by redesignating them as Locally Significant Industrial Sites.

4.2.42 — North Ealing is a varied area incorporating the neighbourhood centre of Pitshanger Lane, with strong links to Ealing Metropolitan Town Centre, and to underground and national rail infrastructure along its western and eastern boundaries. To the north, the A40 has been a traditional source of severance. The area has a strongly established character, with a mix of villa, garden suburb, townhouse, and urban terrace typologies, predominantly integrated into a single, walkable area. There are also notable enclaves such as Hanger Hill, many of which are designated as conservation areas reflecting their special historic interest.

4.2.43 — The area around and to the north of the A40 has a noticeably different character and forms the only significant concentration of industrial land in the area. Hanger Lane gyratory SIL is presently home to very few industrial uses and it is considered that the optimisation of this area for employment and environmental improvement purposes is best served by a Locally Significant Industrial Sites (LSIS) designation. This would facilitate the reintroduction of industrial uses to this area, if necessary by means of enabling development, and subject to an agreed masterplan.

4.2.44 — North Ealing is already a highly sustainable environment, close to Ealing Metropolitan Town Centre and predominantly accessible by active travel due to attractive and relatively quiet streets. Links to the town centre should be further greened and improved. The richness and resilience of the built environment will be strengthened by the improvements to the existing neighbourhood centre and, where appropriate, by an enhanced mix of uses elsewhere.

4.2.45 — The area is one of the least deprived in the borough. It has access to a good range of local facilities, which supports social inclusion. Improvements will focus on strengthening and improving the quality of public spaces such as Pitshanger Park and Hanger Hill Park and, where appropriate, delivering supporting social infrastructure.

4.2.46 — Further Green Infrastructure enhancements are supported, including securing public access to Twyford Abbey grounds (alongside securing the future of the listed building). Relevant developments will be tested to ensure that they contribute to achieving these outcomes.

Policy E4: Southern Ealing and Ealing Common

The strong local character and facilities of Southern Ealing and Ealing Common will be maintained and strengthened by:

- (i) Reinforcing neighbourhood centres at Northfields and South Ealing.
- (ii) Character-led growth and improvement of local social infrastructure, shopping, and facilities.
- (iii) Improvements to existing active travel and green infrastructure networks.

4.2.47 — South Ealing is a highly varied environment including notable areas of former common land, now public parks, extensive urban and suburban terraces, villa development, and smaller areas of contemporary cul-de-sacs in addition to two neighbourhood centres at Northfields and South Ealing. Ealing Common constitutes a distinct character enclave and the stretch of the Uxbridge Road around Ealing Common Station has the feeling of both a neighbourhood centre and a part of the broader network of town centres stretching right along the Uxbridge Road. There are also numerous conservation areas reflecting the special interest of the historic environment as well as proposals for a new Conservation Area at Northfields.

4.2.48 — Green networks are especially strong, particularly routes through urban parks like Lammas Park and Walpole Park. These will be enhanced, along with active routes along main trunk roads and through Northfields and South Ealing centres. Provision will particularly be enhanced along the Uxbridge Road as part of a continuous route from Acton to Southall.

4.2.49 — The neighbourhood centres enjoy not only links with Ealing Metropolitan Town Centre to the north, and Brentford to the south, but direct access to the Piccadilly line, Heathrow Airport, and central London. Together with the mixed and highly walkable character of the surrounding terraces these are already highly sustainable living environments which will be improved by contextual growth, and the increased range of housing and facilities that these can provide. Low rise premises in South Ealing and Northfields centres offer a particular opportunity for sensitive intensification above existing commercial premises.

4.2.50 — Strong local facilities and an active local community make South Ealing one of the more inclusive parts of the borough, in addition to relatively low levels of deprivation. Incremental growth in the area will facilitate the improvement and restructuring of local public services, much of which will be coordinated with Ealing Metropolitan Town Centre. Social infrastructure should be enhanced through shared and managed facilities where possible, and development will have an important role in facilitating this.



GREEN NETWORKS ARE ESPECIALLY STRONG, PARTICULARLY ROUTES THROUGH URBAN PARKS LIKE LAMMAS PARK AND WALPOLE PARK. THESE WILL BE ENHANCED.

Ealing Development Sites

4.2.50 — There will be significant change over the 15-year Local Plan period. The borough spatial strategy seeks to show how future growth will be managed and planned for. It identifies and promotes those areas that can accommodate growth, those that are in need of regeneration, and those that can deliver jobs or infrastructure.

4.2.51 — The Town Plans translate this strategy to the neighbourhood level and set out Ealing Council's ambitions for place making. To deliver the town-level spatial strategies and their associated policies, a number of Development Sites have been identified. The selection of these Development Sites was the subject of a detailed assessment and a 'call for sites.'

4.2.52 — Development Sites have development potential that could support the delivery of the spatial strategy whilst ensuring the borough meets its housing and employment space requirements, alongside the delivery of any necessary and appropriate infrastructure.

4.2.53 — Figure E3 and Table E2 present all the Ealing Development Sites and the schedules that follow set out key site information, contextual considerations and design principles for each.

4.2.54 — Development Sites represent site-specific components of the development plan and are intended to deliver the broader thematic policies set out elsewhere in this document.

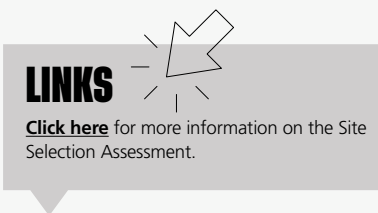
4.2.55 — Development Sites form the adopted policy for each of these specific sites and will not restate all relevant development plan policies; however all proposals are expected to accord with the development plan as a whole, as well as any local placemaking objectives set out in the relevant Town Plan. Proposals will also need to take account of relevant masterplans or supplementary planning document (SPD) guidance as part of future planning applications.

4.2.56 — The Development Site schedules that follow should be read in conjunction with the overarching principles below:

Residential: Refers to Use Class C3 housing.

Setting/Typology: Development proposals must respond to relevant contextual design guidance provided in Part 2 of the Ealing Character Study.

PTAL: Refers to the 2015 base year as defined by Transport for London. Development proposals must be assessed against the latest data available at the point of application.



Tall Buildings: Detail on specific tall buildings sites is set out in the Tall Buildings Strategy and supporting Site Study Appendices. Height is set out in storeys and a metre equivalent is prescribed in Policy D9 as an average of 3.5 metres per storey. The tall buildings threshold height is simply that and not a presumption that any height up to this is automatically acceptable. Proposed heights remain subject to a full design assessment at the point of application.

Flood Risk: Development proposals must comply with latest technical guidance provided by the council, including the Strategic Flood Risk Assessment (SFRA) Level 1 and 2.

Key Infrastructure Requirements: Infrastructure is expected to be delivered in earlier phases of development. These requirements are consolidated in the council's Infrastructure Delivery Plan, which acts as a 'snapshot in time', setting out the infrastructure that will be required to support the planned growth across the borough, delivered through a variety of bodies, including Ealing Council.

Design Guidance: Development proposals must comply with latest design guidance provided by the Greater London Authority (GLA), the council's Ealing Character Study and Housing Design Guidance.

Housing: Development proposals for sites with a residential component must satisfy the requirements of the council's Housing Strategy at the point of application.

Industry: Development proposals for sites with an industrial component must satisfy the requirements of Policy E4 for testing and reversion of industrial uses.

4.2.57 — Any factual information cited in a Development Site should be reconfirmed prior to application. Planning designations can be sourced on the council's Interactive Policy Map.

4.2.58 — For Development Sites under multiple ownership, applicants should undertake effective engagement with residents, landowners, developers and leaseholders to facilitate potential land assembly for the benefit of comprehensive and cohesive development. Where single applications are submitted for part of a Development Site, proposals must not compromise future delivery of land remaining within the overall Development Site boundary.

4.2.59 — The deliverability of Development Sites was assessed at the plan making stage. The Site Selection Report explains the approach, methodology and findings and can be found on the council's website.

4.2.60 — The council will promote the delivery of these Development Sites, including use of compulsory purchase powers where these are necessary for land assembly.

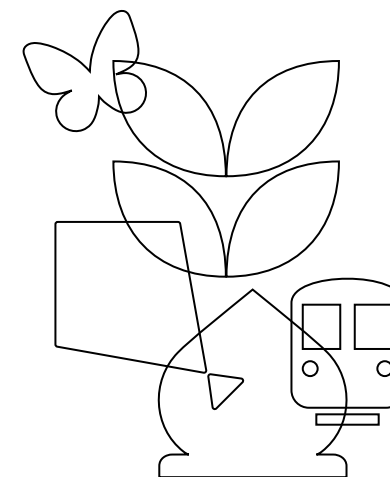
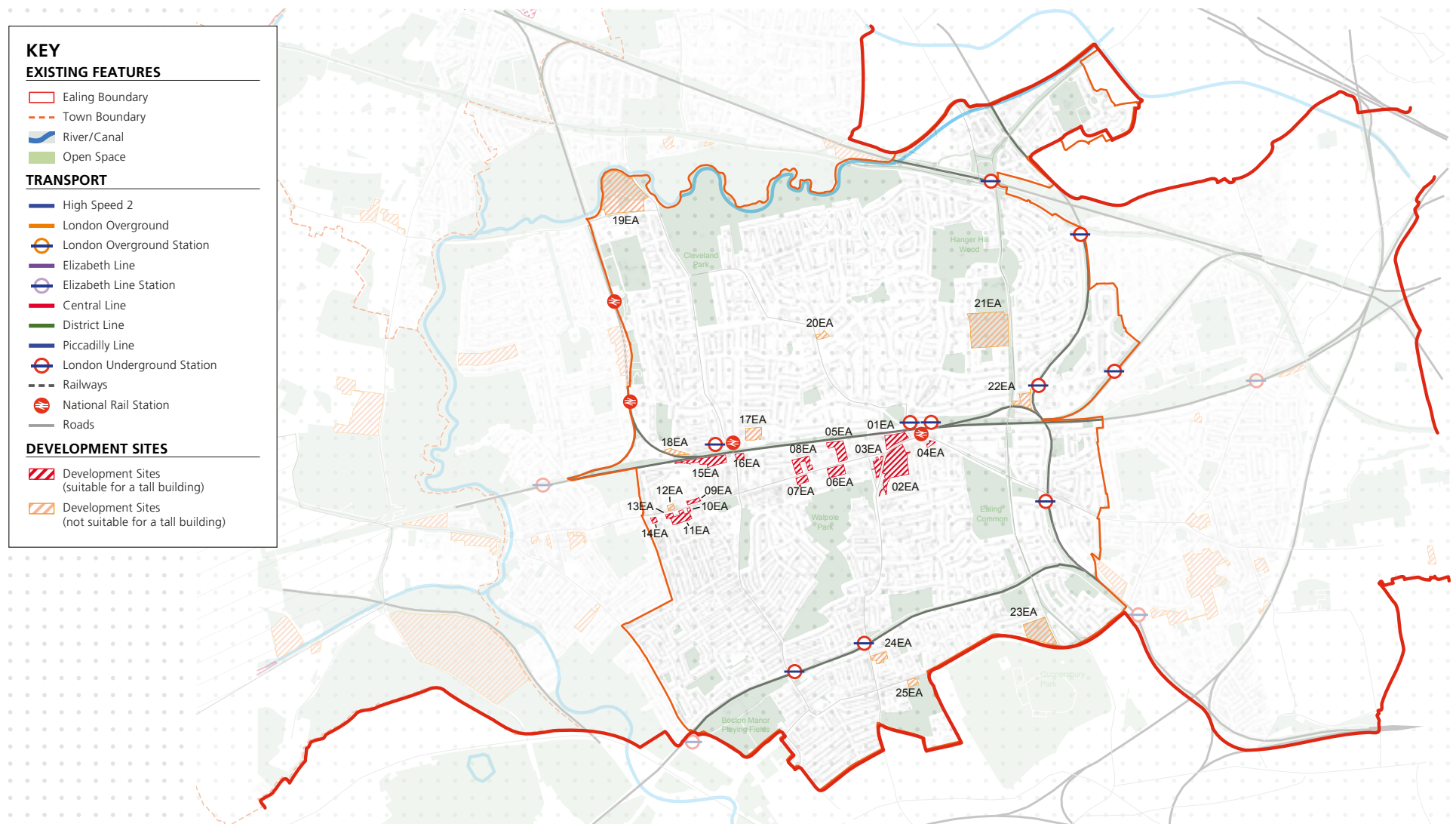


Table E2:
Ealing Development Sites

01EA	Broadway Connection & Arcadia Shopping Centre	172	14EA	Western Gateway, 131–141 Broadway, West Ealing	198
02EA	Ealing Broadway Shopping Centre & Crystal House	174	15EA	Waitrose, West Ealing	200
03EA	Sandringham Mews	176	16EA	West Ealing Station Approach	202
04EA	Eastern Gateway	178	17EA	Castle House	204
05EA	Perceval House	180	18EA	Access House & T Mohan, West Ealing	206
06EA	49–69 Uxbridge Road	182	19EA	Gurnell Leisure Centre	208
07EA	CP House	184	20EA	Downhurst Residential Care Home	210
08EA	Craven House	186	21EA	Former Barclays Sports Ground	212
09EA	66–86 Broadway, West Ealing	188	22EA	96 Queens Drive & Telephone Service Centre	214
10EA	59–65 Broadway, West Ealing (Lidl)	190	23EA	Old Actonians Sports Ground	216
11EA	Sainsbury's & Library, West Ealing	192	24EA	Wickes, South Ealing Road	218
12EA	Chignell Place, West Ealing	194	25EA	Travis Perkins, Popes Lane	220
13EA	99–115 Broadway, West Ealing	196			

Figure E3:
Ealing Development Sites



Ealing – 01EA

Broadway Connection & Arcadia Shopping Centre



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
9–42 The Broadway, Ealing, W5 2NP	1.14	Council, Private

CURRENT USE

Mixed use, including retail, offices and a range of typical town centre uses with an associated rooftop car park, and a small element of residential use.

PROPOSED USE

Office and mixed-uses suitable to the town centre.

RELEVANT PLANNING APPLICATION(S)

223774FUL.

SETTING/TYOLOGY

Centres.

PTAL

6a–6b

TALL BUILDINGS

The site is in principle suitable for a tall building. The threshold height for a tall building is 21 storeys (73.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Ealing Town Centre CA, Haven Green CA (adjacent), Grade II* Listed Parish Church of Christ the Saviour (nearby), Grade II Listed 1B The Mall (nearby), Green Corridor (adjacent), Ealing Metropolitan Town Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Improvements to the local highway, measures to improve permeability and active travel. Public realm, landscaping and greening improvements. Reprovide music venue.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Key strategic site in the town centre, vital to both the office and retail offer and located at the borough’s major transport hub. Development here needs to optimise the capacity of the site, and to maintain and improve the offer of Ealing Metropolitan Town Centre and its position within the London Town Centre Network.
- Movement around and through the site is a key consideration as well as managing complex servicing requirements on and adjacent to the busy Uxbridge Road. Development should create permeable pedestrian links and public spaces within the urban block away from surrounding traffic movements.
- The site is essential to the character of the town centre, located within Ealing Town Centre Conservation Area and adjacent to Haven Green Conservation Area as well as potentially falling within the setting of several other Conservation Areas depending on the height of development. Development should fully understand and respond to the built character of the area and its heritage.

- Development may take place as a whole or in part, but all proposals will need to work toward a cohesive, integrated outcome.

DESIGN PRINCIPLES

- The site may be suitable in principle for a tall building. It has not been subject to detailed analysis in the Tall Buildings Strategy given the extant planning consent on the eastern part of the site, however, development proposals will be subject to a full design, townscape and heritage analysis.
- Carefully consider the movement hierarchy for the site, integrating servicing internally where possible and avoiding blank frontages. Ensure the pedestrian network is attractive and well-integrated with ‘desire lines’ between Ealing Broadway Station and the rest of the town centre. Improve routes around the site, lining these with active frontage and set back the building line where necessary to address pinch points.
- Give particular consideration to opportunities for urban greening, especially in the context of Haven

Green to provide spaces for amenity and ecology whilst addressing climate adaptation and mitigation.

- Give particular consideration to the retention and refit of 9/9a, 10, 11, 12, 13, 14, 15–16, 25, 26, 27, 28, 29 and 35 The Broadway, which contribute to the character and context of the town centre. Ensure all retained buildings are well-integrated with the new development to create a cohesive piece of townscape.
- Create a rich mix of town centre uses, including re-provision of an important local music venue.

Ealing – 02EA

Ealing Broadway Shopping Centre & Crystal House



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
The Broadway, Ealing, W5 5JY	3.59	Private

CURRENT USE

Mix of uses including offices, a shopping centre and an associated multi-storey car park.

PROPOSED USE

Retail led, mixed-use scheme with significant retail, employment, residential and community space provision.

RELEVANT PLANNING APPLICATION(S)

214524FUL.

SETTING/TYOLOGY

Centre.

PTAL

0–6a

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 12 storeys (42 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Ealing Town Centre CA, Grade II* Listed Parish Church of Christ the Saviour (nearby), Grade II Listed 22/22a The Green (nearby), Grade II Listed Polish Catholic Church (nearby), locally listed buildings (adjacent), Ealing Metropolitan Town Centre, Archaeological Interest Area, Green Corridor (nearby), SINC (borough) (nearby).

KEY INFRASTRUCTURE REQUIREMENTS

Improvements to the local highway, public realm and measures to improve permeability and active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Site forms the retail anchor for central Ealing as well as a significant office and pedestrian hub, and an important access point to the town centre in the form of the multi-storey car park.
- Site is essential to the character of the town centre, located within Ealing Town Centre Conservation Area and adjacent to Ealing Green Conservation Area as well as potentially falling within the setting of several other Conservation Areas depending on the height of development. Development should fully understand and respond to the built character of the area and its heritage.
- Development of this site bridges between the town centre uses and the scale of the Broadway and quieter residential streets to the south and east. Some streets at the northern end, particularly Oak Road, have a hybrid character as lower scale but intensively used pedestrian shopping streets.
- Western side of the site links into the active frontages and small retail units on Ealing Green.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 2 and a maximum of 12 storeys (42m) across the site. The development needs to successfully mediate between the higher scale and public facing uses of the Broadway and the lower-rise and quieter character of the residential streets to the south and east. Given the High Street is narrow and already characterised by significant height, development here should avoid a canyon effect and excessive overshadowing.
- Respect and respond positively to the built character of the area and its heritage. Maintain and reinforce its town centre offer while improving permeability and reintegrating with the established street network.
- Ensure the layout reintegrates the site into the existing street network by adopting a more open and permeable approach than the existing introverted character of the shopping centre that incorporates a street-based building typology and improved natural lighting.
- Provide active frontage on the Broadway and High Street sides of the site as well as the internal street network to provide an alternative to the vehicle traffic of the Uxbridge Road. Consider the inclusion of food and beverage uses that can complement internal public spaces and pedestrian streets.
- Incorporate redesigned public spaces and a network of pedestrian priority streets, ensuring that any servicing and vehicle access requirements are carefully integrated within the overall street hierarchy.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Re-think the design approach to car park access to ensure it is well-integrated with the existing street network, improving upon the current situation, with disruptive access ramps that provide an alien presence in residential streets.

Ealing – 03EA

Sandringham Mews



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
High Street and Broadway, Ealing, W5 5DG	0.64	Private

CURRENT USE

Car park and a terrace of properties including residential and town centre uses.

PROPOSED USE

Residential-led, mixed-use scheme with significant retail, employment, leisure and community space provision.

RELEVANT PLANNING APPLICATION(S)

221687FUL.

SETTING/TYOLOGY

Centres.

PTAL

6a–6b

TALL BUILDINGS

The site is in principle suitable for a tall maximum height of 12 storeys (42 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Ealing Town Centre CA, Grade I Listed Pitzhanger Manor (nearby), Grade II Listed Walpole Park (nearby), Grade II Listed Parish Church of Christ the Saviour (nearby), Ealing Metropolitan Town Centre, Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Improvements to public realm and measures to improve permeability and active travel. Upgrades to the energy and water network. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- A need to maintain and reinforce its town centre offer while improving permeability and reintegration with the established street network.
- Site essential to the character of the town centre, located within Ealing Town Centre Conservation Area and adjacent to Ealing Green Conservation Area as well as potentially falling within the setting of several other Conservation Areas depending on the height of development. Development should fully understand and respond to the built character of the area and its heritage.
- Commercial elements will need to provide a strong active frontage to support the vibrancy of Ealing High Street.
- Overall design should be informed by the Ealing Town Centre Conservation Area.
- More than half of the site is at high risk of surface water flooding, particularly in the southern and north-western sections, and along the eastern edge. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessments

read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 4 and a maximum 12 storeys (42m) across the site.
- Maintain the existing active frontage onto the High Street as a strong perimeter to the site. Internal reconfiguration of the block is acceptable as long as it completes the through route to Bond Street begun by Ealing Filmworks.
- Ensure design, scale and materials carefully reflects the prevailing character of the Conservation Area, including the distinct characters of Ealing High Street and Bond Street. Ensure buildings along the southern boundary reflect the scale and variety of development on Ealing Green, whilst not overshadowing or dominating the adjacent open space. Given the High Street is narrow and already characterised by significant

height, ensure new development avoids a canyon effect and excessive overshadowing.

- Provide continuous active frontages along streets, providing high quality unified shopfronts and an upgraded public realm.
- Give careful consideration to the design of onsite amenity space particularly for any residential development.
- Infrastructure upgrades to energy and water networks are likely to be required to support development.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Ealing – 04EA

Eastern Gateway



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
51–53 The Mall, Ealing, W5 3TA	0.18	Private

CURRENT USE

Mix of uses on the site including retail, public house, offices and a car park.

PROPOSED USE

Residential-led, mixed-use scheme with significant retail, employment and community space provision.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

6a

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 8 storeys (28 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Ealing Town Centre CA, locally listed buildings and positive contributors (adjacent), Green Corridor (nearby), SINC (borough) (nearby), Ealing Metropolitan Town Centre, Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements. Community facilities.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Site is an important gateway to the fine-grained commercial uses of The Mall, and to the broader town centre.
- Located within the broader setting of Ealing Common, taller elements may be visible in long views along The Mall.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 1 and a maximum of 8 storeys (28m) across the site.
- Form a gateway to the town centre, with particular focus on the commercial frontage at ground floor and onto The Mall. Explore potential realignment of the building line, bringing it forward towards The Mall and improve the relationship of the development with the street.
- Consider the potential to realign the building footprint to incorporate a pedestrian through-route to Northcote Avenue as set out in the Tall Buildings

Strategy. Ensure this entrance to Northcote Avenue is well-defined, and that building heights step down toward the residential elements to the south and west of the site.

- Respect the distinct character and grain of The Mall within the broader opportunity that offers the potential for larger more modern commercial units with residential provision on upper floors.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Ealing – 05EA

Perceval House



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
14–16 Uxbridge Road, Ealing, W5 2HL	1.21	Council

CURRENT USE

Offices and associated car parking for Ealing Council.

PROPOSED USE

Mixed-use scheme, comprising residential, office, civic/community and flexible non-residential floor space.

RELEVANT PLANNING APPLICATION(S)

203275FULR3.

SETTING/TYOLOGY

Centres.

PTAL

6a

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 21 storeys (73.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Ealing Town Centre CA (adjacent), Haven Green CA (nearby), Grade II Listed Ealing Town Hall (adjacent), SINC (borough) (adjacent), Green Corridor (adjacent), TPO, Ealing Metropolitan Town Centre, Central Ealing Neighbourhood Plan Site Specific Policy CENP2.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Measures to improve permeability. Social infrastructure.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33).

CONTEXTUAL CONSIDERATIONS

- The plot includes the Perceval House building, a car park and a substation.
- Perceval House should be retained and retrofitted to provide improved office space with introduction of new civic/ community uses.

DESIGN PRINCIPLES

- Consider opportunities for new build residential development on the existing car park and substation sites, and potential relocation of substation.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 3 and a maximum 21 storeys (73.5m) across the site. Height should be concentrated to the north east corner of the site along Longfield Avenue and step down to properties on Craven Avenue.
- Reconfigure the ground floor of Perceval House to allow for improved public and private access arrangements and to provide public uses on lower floors. Consider opportunities for provision

of green and amenity space between current wings of the building and on the roof.

- Elsewhere on the site, consider opportunities for a combination of town houses and flatted development.
- Continue the existing building line of Craven Avenue.
- Consider the creation of a new pedestrian route through the site from Craven Avenue but not a vehicular through route.
- Retain the existing mature trees on Longfield Avenue and on-site where possible.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Ealing – 06EA

49–69 Uxbridge Road



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
49–69 Uxbridge Road, Ealing, W5 5SA	0.86	Metropolitan Police, Private

CURRENT USE

Mixed use including educational facilities, offices and a police station.

PROPOSED USE

Commercial-led mixed-use scheme with some residential and cultural/leisure facilities.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

6a

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 8 storeys (28 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Ealing Town Centre CA (adjacent), Grade II Listed Walpole Park (nearby), Grade II Listed Town Hall (nearby), Grade I Listed Pitzhanger Manor (nearby), locally listed building (adjacent and nearby), TPO, Ealing Metropolitan Town Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping and measures to improve permeability and active travel. Social infrastructure. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Employment provision here forms an important part of the offer and critical mass of the office corridor, and this should be retained and enhanced together with complementary uses that improve active frontage, footfall and perceived safety.
- Long views and taller elements will have a significant impact on the Conservation Area and will be subject to detailed design assessment.
- This stretch of Ealing Broadway is dominated by car traffic and all new development should contribute to improvements in active frontage, traffic mitigation measures, and improved public realm.
- The site is at high risk of surface water flooding, particularly in the central and northern sections of the site. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 3 and a maximum of 8 storeys (28m) across the site.
- Ensure building heights step down from the Broadway to take account of the existing residential context on Mattock Lane, taking care not to dominate or overshadow residential buildings to the south.
- Compose building massing in relation to long views and movement east and west along the Broadway, which forms the principal façade of this site. Consider punctuating the frontage with elements of different heights, whilst ensuring the existing perimeter frontage related to the buildings to the east is maintained.
- Improve permeability through the site, helping to improve footfall and the pedestrian experience and ensure a network with Mattock Lane and a link to the Questor's Theatre is provided.

- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Development proposals to contribute towards improvements to the public realm.

Ealing – 07EA

CP House



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
97–107 Uxbridge Road, Ealing, W5 5TL	0.46	Private

CURRENT USE

Offices with associated car parking space.

PROPOSED USE

Office.

RELEVANT PLANNING APPLICATION(S)

210030FUL.

SETTING/TYOLOGY

Centres.

PTAL

4–6a

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 10 storeys (35 metres)

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Ealing Green CA, Grade II Listed 86 Mattock Lane (nearby), locally listed buildings (nearby), Ealing Metropolitan Town Centre, Strategic Area for Regeneration, Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping, greening and measures to improve permeability and active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Employment provision forms an important part of the offer and critical mass of the office corridor, and this should be retained and enhanced together with complementary uses that improve active frontage, footfall and perceived safety.
- Site development relates not just to Ealing Broadway but also to the finer grain of West Ealing and its retail, food and beverage offer.
- A stretch of Ealing Broadway dominated by car traffic and all new development should contribute to improvements in active frontage, traffic mitigation measures, and improved public realm.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 4 and a maximum 10 storeys (35m) across the site.

- Realise the potential for significant additional A-grade office floorspace within office corridor, whilst ensuring proposals enhance the boulevard strip along Uxbridge Road and provide active frontage to ensure passive surveillance.
- Respect the character of the surrounding area at the eastern end of the office corridor. This is informed by existing large-scale buildings to the north, east and west, with the Ealing Green Conservation Area and residential development lying to the south, and the finer grain of West Ealing just beyond Culmington Road and St Leonard's Road.
- Engage with the street with a building line brought forward to the Broadway. To the rear, ensure buildings step their height to minimise impact on the residential properties that lie to the south.
- Given the site's close proximity to Walpole Park, explore the potential for new linkages to be created through the site to enhance legibility.
- Incorporate public realm enhancement measures to create a well-landscaped, biodiverse streetscape, whilst also incorporating a landscaped public space or pocket park to the rear of the site.

Ealing – 08EA

Craven House



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Land to rear of Cavalier House, 1 – 6 Craven Road & Crowborough Court, 40 – 44 Craven House, Uxbridge Road, Ealing W5 2BS	1.03	Private

CURRENT USE

Offices with ancillary parking, as well as a small amount of residential, and western portion of the site is currently a vacant or construction site.

PROPOSED USE

Office.

RELEVANT PLANNING APPLICATION(S)

164805FUL.

SETTING/TYOLOGY

Centres.

PTAL

4–6a

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 10 storeys (35 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Ealing Town Centre CA (adjacent), Green Corridor (nearby), SINC (borough) (nearby), Ealing Metropolitan Town Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping, greening and measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS DESIGN PRINCIPLES

- Site takes up a substantial part of the north side of the Broadway, wraps around Cavalier House and adjoins the lower scale residential development north of Craven Road. There is a need to properly address and provide active frontage for both sides of the site while achieving a public facing commercial frontage on the Broadway, and an appropriate residential context to the north.
- Proposals to respond positively to Ealing Fire Station that is designated as a local heritage asset and massed appropriately in response to the 'open' and 'spacious' character of Walpole Park (Grade II Listed).
- Employment provision forms an important part of the offer and critical mass of the office corridor, and this should be retained and enhanced together with complementary uses that improve active frontage, footfall and perceived safety.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 3 and a maximum 10 storeys (35m) across the site.
- Given the complex relationship between the site and its surroundings, ensure that internal circulation and public space is incorporated that provides a link through the site to Craven Road to the north and east and St Leonard's Road to the west.
- Ensure buildings engage positively with the Broadway, with active frontage and planting onto the boulevard and retention of mature trees where possible.

Ealing – 09EA

66–86 Broadway,
West Ealing



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
66–86 Broadway, West Ealing, W13 0SY	0.28	Private

CURRENT USE

Typical town centre uses.

PROPOSED USE

Residential-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

163829FUL, 165976FUL, 193500FUL, 233908FUL.

SETTING/TYOLOGY

Centres.

PTAL

4–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 10 storeys (35 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood zone 3a (surface water), locally listed buildings (nearby), West Ealing Neighbourhood Plan Site Specific Policy WEC9, Ealing Metropolitan Town Centre, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping, greening and measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 1–10 (2023/24 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Site forms an important shopping parade within West Ealing bridging between the finer grain of characteristic of the east of the centre and the larger plots and greater height to the west.
- West Ealing centre is characterised by value orientated multiple retailers and a mix of independent/ethnic retailers, primarily serving its local resident catchment population.
- Incorporate improvements to the pedestrian realm along Green Man Lane, with active frontage provided wherever possible.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Deliver significant and co-ordinated improvements to the public realm.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 4 and a maximum of 10 storeys (35m) across the site, with a low shoulder height onto the Broadway stepping up to a tower typology behind.
- Building frontage is to be continuous and active. A variety in building heights will help to animate the street frontage and improve upon the excessively low-rise and monotonous character of existing buildings.

Ealing – 10EA

59–65 Broadway, West Ealing (Lidl)



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 5 10 15 20 25 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
59–65 Broadway, West Ealing, W13 9BP	0.08	

CURRENT USE

Supermarket and a number of other retail units.

PROPOSED USE

Residential-led with retail provision.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

4–5

TALL BUILDINGS

The site is in principle suitable appropriate for a tall building. Design analysis indicates a maximum height of 8 storeys (28 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Locally listed buildings (nearby), Ealing Metropolitan Town Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping, greening and measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Site forms part of a large redevelopment area along the south side of the Broadway which will transform the character of West Ealing centre.
- West Ealing centre is characterised by value orientated multiple retailers and a mix of independent/ethnic retailers, primarily serving its local resident catchment population.

DESIGN PRINCIPLES

- Development proposals to reflect the distinct character of the area and co-ordinate with other development to produce a cohesive whole.
- Ensure that design proposals take full account of existing and proposed changes to adjacent land, in particular 11EA to create a well-coordinated approach that improves street layout and permeability.
- Development to reinforce and add to the retail and service provision of the centre and its position within the Town Centre Network.

- Provide active retail frontage at ground floor with access to residential units on upper floors via side streets that are pedestrian focussed and include new landscaping and planting.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 6 and a maximum 8 storeys (28m) across the site.
- Establish a new 'shoulder' height of 4–6 storeys on the Broadway with any taller elements set back behind this.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Deliver significant and co-ordinated improvements to the public realm.

Ealing – 11EA

Sainsbury's & Library, West Ealing



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
77–83 Broadway & 2 Leeland Terrace, West Ealing, W13 9BA	0.89	Council, Private

CURRENT USE

Mixed-use, featuring a large supermarket, residential, offices and a community library.

PROPOSED USE

Residential led mixed use scheme with reversion of a supermarket, community facilities and sheltered accommodation.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centre.

PTAL

3–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 16 storeys (56 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Locally listed buildings (nearby), West Ealing Neighbourhood Plan Site Specific Policy WEC10, Ealing Metropolitan Town Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping, greening and measures to improve active travel. Reprovide library, community space and sheltered housing.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Site forms part of a large redevelopment area along the south side of the Broadway which will potentially transform the character of West Ealing centre.
- West Ealing centre is characterised by value orientated multiple retailers and a mix of independent/ethnic retailers, primarily serving its local resident catchment population.

DESIGN PRINCIPLES

- Development proposals to reflect the distinct character of the area and co-ordinate with other development to produce a cohesive whole.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 3 and a maximum of 16 storeys (56m) across the site.
- Establish a new building height 'shoulder' of 4–6 storeys on the Broadway with any taller elements set back behind this.

- Co-ordinate with adjacent land and site allocations to improve street layout and permeability.
- Apply London Plan Policy H8 to reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Development to reinforce and add to the retail and service provision of the centre and its position within the town centre hierarchy.
- Provide active retail frontage at ground floor with access to residential units on upper floors via side streets that are pedestrian focussed and include new landscaping and planting. Residential uses may predominate to the south and away from the Broadway.
- Arrange building typologies according to perimeter blocks, potentially comprising taller elements linked by lower-rise blocks and terraces particularly on east-west streets. Ensure heights step down towards Leeland Terrace to the south.
- Provide greenspace within blocks, possibly on podium decks where the demands on ground floor uses make this necessary.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Deliver significant and co-ordinated improvements to the public realm.

Ealing – 12EA

Chignell Place, West Ealing



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
1–10 Chignell Place & 112–126 Broadway, West Ealing, W13 0TJ	0.2	Private

CURRENT USE

Mixed use, including retail, offices and residential uses, and adjacent to the West London Islamic Centre.

PROPOSED USE

Residential-led mixed-use development including retail, commercial, community and leisure.

RELEVANT PLANNING APPLICATION(S)

162274FUL, 184490FUL, 215125FUL, 224322FUL.

SETTING/TYOLOGY

Centres.

PTAL

2–4

TALL BUILDINGS

The site is not in principle suitable for a tall building. Design analysis indicates a maximum height of 4 storeys (14 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Locally listed buildings (on site and nearby), Ealing Metropolitan Town Centre, Strategic Area for Regeneration, West Ealing Neighbourhood Plan Site Specific Policy WEC11.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping, greening and measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 1–10 (2023/24–2032/33)

CONTEXTUAL CONSIDERATIONS

- Site forms part of a large redevelopment area around the Broadway which will potentially transform the character of West Ealing centre.
- West Ealing centre is characterised by value orientated multiple retailers and a mix of independent/ethnic retailers, primarily serving its local resident catchment population.

DESIGN PRINCIPLES

- Development proposals to reflect the distinct character of the area and co-ordinate with other development to produce a cohesive whole.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 3 and 4-storeys (14m) across the site.
- Sensitively repair and reinstate the fine building grain of this part of

- the Broadway- combining retention and refit of existing frontages with complementary infill development.
- Arrange with greater massing to the rear of the site to enable heights on the Broadway to be kept at their current 3 to 3.5-storeys.
- Development to reinforce and add to the retail and service provision of the centre and its position within the Town Centre Network.
- Provide high quality external amenity space within the new blocks.
- Development proposals to contribute towards improvements to the public realm.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Ealing – 13EA

99–113 Broadway, West Ealing



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
99 – 113 Broadway, West Ealing, W13 9BP	0.18	Private

CURRENT USE

Typical town centre uses including retail, medical/ health, offices, community and sui generis uses.

PROPOSED USE

Residential-led mixed-use scheme with retail on ground floor.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

3–4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 12 storeys (42 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Locally listed buildings (nearby), West Ealing Neighbourhood Plan Site Specific Policy WEC10, Ealing Metropolitan Town Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping, greening and measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 1–5 (2023/24 – 2027/28)

CONTEXTUAL CONSIDERATIONS

- Site forms part of a large redevelopment area along the south side of the Broadway which will potentially transform the character of West Ealing centre.
- West Ealing centre is characterised by value orientated multiple retailers and a mix of independent/ethnic retailers, primarily serving its local resident catchment population.

DESIGN PRINCIPLES

- Development proposals to reflect the distinct character of the area and co-ordinate with other development to produce a cohesive whole.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 4 and a maximum of 12 storeys (42m) across the site.
- Reinforce and add to the retail and service provision of the centre and its position within the town centre hierarchy.

- Provide active retail frontage at ground floor with access to residential units on upper floors via pedestrian-focussed side streets that include new landscaping and planting. Residential uses may predominate to the south and away from the Broadway.
- Arrange building typologies according to perimeter blocks, potentially comprising taller elements linked by lower-rise blocks and terraces particularly on east-west streets. Ensure heights step down towards Leeland Terrace to the south.
- Provide greenspace within blocks, possibly on podium decks where the demands on ground floor uses make this necessary.
- Establish a new 'shoulder' height of 4–6 storeys on the Broadway with any taller elements set back behind this.
- Development proposals to contribute towards improvements to the public realm.

Ealing – 14EA

Western Gateway, 131–141 Broadway, West Ealing



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 5 10 15 20 25 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
131–141 Broadway, West Ealing, W13 9BE	0.17	Private

CURRENT USE

Mix of retail, residential, commercial uses and MOT testing centre.

PROPOSED USE

Residential-led with retail provision.

RELEVANT PLANNING APPLICATION(S)

P/2015/6660, 223779FUL, 225080FUL.

SETTING/TYOLOGY

Centres.

PTAL

3–4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Locally listed buildings (nearby), Hanwell Cemeteries CA (nearby), SINC (borough) (nearby), Priority Habitat (nearby), existing industrial uses (non-designated), Ealing Metropolitan Town Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping, greening and measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 1–10 (2023/24–2032/33)

CONTEXTUAL CONSIDERATIONS

- Site forms part of a large redevelopment area along the south side of the Broadway which will potentially transform the character of West Ealing centre.
- West Ealing centre is characterised by value orientated multiple retailers and a mix of independent/ethnic retailers, primarily serving its local resident catchment population.

DESIGN PRINCIPLES

- Development proposals to reflect the distinct character of the area and co-ordinate with other development to produce a cohesive whole.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 4 and a maximum of 6 storeys (21m) across the site.
- Reinforce and add to the retail and service provision of the centre and its position within the town centre hierarchy.

- Provide active retail frontage at ground floor with access to residential units on upper floors via Coldershaw Road.
- Complete the current street frontages with an L-shaped block that turns the corner at the junction of Broadway and Coldershaw Road.
- Provide greenspace within blocks, possibly on podium decks where the demands on ground floor uses make this necessary.
- Establish a new 'shoulder' height of up to 4–6 storeys on the Broadway with any taller elements set back behind this.
- Development proposals to contribute towards improvements to the public realm.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Ealing – 15EA

Waitrose, West Ealing



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
2 Alexandria Road, West Ealing, W13 0NL	1.49	Private

CURRENT USE

Large supermarket with surface level car park.

PROPOSED USE

Residential-led and mixed-uses appropriate to the Town Centre (with re-provision of supermarket on ground floor).

RELEVANT PLANNING APPLICATION(S)

233076FUL, 233527FUL.

SETTING/TYOLOGY

Centres.

PTAL

3–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 13 storeys (45.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), St Stephen's CA, Osterley Park CA (nearby); Locally listed buildings (nearby), SINC (borough), Ealing Metropolitan Town Centre, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping and greening. Measures to improve active travel including Jacobs Ladder footbridge and Green Man Lane.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Development should optimise residential provision in this highly accessible location and reinstate the existing food store/supermarket use.
- New Elizabeth Line connection offers good transport links to central London for future residents.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 6 and a maximum 13 storeys (45.5m) across the site subject to testing in townscape, heritage impacts and visual/residential amenity terms.
- Avoid an unrelieved wall of development flanking the Elizabeth Line with sympathetic spacing and separation between new blocks.
- Concentrate taller elements to the east of the site, stepping down to the west to reflect the low-rise residential context south of Alexandria Road and on Felix Road.

- Ensure massing reflects existing grain and morphology, particularly along the street frontage, with potential for taller elements closer to the station.
- Consider a mews typology at the west of the site to achieve the transition in scale and height.
- Orientate the supermarket towards the east side of the site to address the main pedestrian route along Drayton Green Road.
- Provide improved secondary pedestrian access, with potential for a new public square at the end of Green Man Lane.
- Maintain existing broad pavement widths along Alexandria Road within streetscape improvements, including tree planting.
- Provide active commercial frontages along all streets, whether as part of the new supermarket or in the form of residential front doors.
- Provide vehicular access to the rear of the site and along the railway tracks.
- Incorporate on-site amenity space, with planting that complements the adjacent SINC.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Incorporate car free shopper parking for replacement food store/supermarket.
- Deliver significant and co-ordinated improvements to the public realm.

Ealing – 16EA

West Ealing Station Approach



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
44–54 Drayton Green Road & 41 Hastings Road, West Ealing, W13 8RY	0.27	Private

CURRENT USE

Small shop units, warehouse retail unit and an MOT testing centre.

PROPOSED USE

Residential-led and mixed-uses appropriate to the Town Centre.

RELEVANT PLANNING APPLICATION(S)

233190SCE, 233551FUL.

SETTING/TIPOLOGY

Centres.

PTAL

4–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 13 storeys (45.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Locally listed buildings (nearby), St Stephen’s CA and Osterley Park CA (nearby), SINC (borough) (adjacent) and Green Corridor (adjacent), TPO, existing industrial uses (non-designated), Ealing Metropolitan Town Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping and greening and measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Development should optimise residential provision and enhance the cluster of town centre uses around West Ealing Station.
- New Elizabeth Line connection offers good transport links to central London for future residents.

DESIGN PRINCIPLES

- Preference given to comprehensive development of the whole of the allocated site, otherwise development of individual parts must demonstrate they will not prejudice a satisfactory and optimal development of the remainder.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Potential heights are to range between 4 and a maximum 13 storeys (45.5m) across the site subject to testing in townscape, heritage impacts and visual/residential amenity terms.
- Concentrate taller elements to the west of the site, scaling down to reflect the low-rise residential character of Hastings Road.

- Provide active commercial frontage along Drayton Green Road and Hastings Road, retaining or reinstating the existing retail uses.
- Incorporate satisfactory off-street servicing and delivery arrangements for new or replacement commercial uses.
- Significant and co-ordinated improvements to public realm and appropriate Town Centre uses should be delivered on routes to and from West Ealing Station.
- Incorporate no/low levels of car parking for any residential or commercial development given the town centre location.

Ealing – 17EA

Castle House



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
119 Gordon Road, West Ealing, W13 8QD	0.99	Private

CURRENT USE

Most recently used as commercial office space and telephone exchange.

PROPOSED USE

Residential-led with some provision of affordable workspace.

RELEVANT PLANNING APPLICATION(S)

P/2015/4089.

SETTING/TYOLOGY

Free-form.

PTAL

2–4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 7 storeys (24.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), locally listed building (nearby), SINC (borough) and Green Corridor (adjacent).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements, landscaping and greening and measures to permeability and improve active travel. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONSIDERATIONS

- A variety of mid to low rise properties surrounding West Ealing station, predominantly residential in nature.
- Close proximity to a small commercial centre that encompasses the West Ealing station.
- New Elizabeth Line connection offers good transport links to central London for future residents.
- The site is at risk of surface water flooding. Surface water is expected to pool in the south-western, western and eastern sections of the site. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Establish a large scale residential development with ease of pedestrian access to West Ealing station, comprising a wide mix of unit types, varied heights and a mixture of high quality green space and private amenity spaces for residents.

- Mitigate noise from the railway line in layout and unit specification, particularly in the consideration of balconies and private amenity space.
- Building heights are to extend to a maximum height of 6 storeys (21 metres), with taller elements concentrated to the southern edge (away from the northern part of the site) adjacent to the railway line and away from the street scene views and where adjacent building heights increase.
- Ensure development respects the two-storey scale of Gordon Road and rear of terraced dwellings on The Avenue at the northern edge of the site, with lower heights of up to 3-storeys at this edge.
- Retain the existing building line of Gordon Road.
- Create improved pedestrian routes to West Ealing Station.
- Retain the wide pathways along Gordon Road and around the perimeter of the site.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Ealing – 18EA

Access House & T Mohan, West Ealing



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Manor Road, West Ealing, W13 0AS	0.49	Private

CURRENT USE

Self-storage warehouse in addition to a number of offices and a builders' yard.

PROPOSED USE

Mixed-use intensification.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus.

PTAL

2-3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 7 storeys (24.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), locally listed buildings (nearby), SINC (borough) (adjacent) and Green Corridor (adjacent), TPO, existing industrial uses (non-designated).

KEY INFRASTRUCTURE REQUIREMENTS

Improvements to Jacobs Ladder footbridge to improve access and permeability through the site and across the railway. Landscaping and public realm improvements. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6-15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- The surrounding area is predominantly residential.
- Potential for more employment-dense industrial uses that can take advantage of access to West Ealing Station.
- The site is at high risk of surface water flooding, particularly along the southern edge and the western part of site. There are also areas of ponding in the eastern part of the site. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Ensure London Plan Policy E4 and Ealing Local Variation Policy E4 H-I are satisfied for industrial retention and any co-location of residential uses should achieve industrial uplift.
- Building heights are to extend to a maximum of 6 storeys (21 metres).
- Facilitate re-provision of a pedestrian crossing at Jacob's Ladder footbridge, with particular focus on improving the route to and the landing point of the bridge.
- Development proposals to contribute towards significant improvements to the public realm.
- Provide active frontages that enables passive surveillance.
- Design industrial uses to help screen residential development from the railway lines and give careful consideration to the design of amenity space.
- Ensure vehicular access and servicing is carefully may be best accommodated internally within the site, preventing adverse impacts on the public realm and the predominantly residential context.

Ealing – 19EA

Gurnell Leisure Centre



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Gurnell Leisure Centre, Ruislip Road East, Ealing, W13 0AL	7.25	Council

CURRENT USE

Leisure centre, as well as parking, playing fields and a skatepark.

PROPOSED USE

Leisure-led scheme encompassing indoor and outdoor facilities, with enabling residential use.

RELEVANT PLANNING APPLICATION(S)

201695FUL.

SETTING/TYOLOGY

Green spaces/Campus.

PTAL

2–3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 2, 3a & 3b (fluvial and tidal), Flood Zone 3a (surface water), Metropolitan Open Land (adjacent), SINC (borough), Priority Habitat, SINC (local) (nearby), Public Open Space, Blue Ribbon (adjacent) Strategic Area for Regeneration, Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Reprovision of the leisure centre and other sporting and recreational facilities and open space enhancements. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–10 (2023/24–2032/33)

CONTEXTUAL CONSIDERATIONS

- Site comprises the two-storey Gurnell Leisure Centre and its associated surface car park, with open parkland and playing fields to the north-east and north-west. The open space includes a number of sporting and recreational facilities including a children’s adventure playground, a skate park, BMX track, playing fields used for football and cricket and areas of open grassland and tree belts.
- Existing leisure centre has reached the end of its useful life and is currently closed.
- Beyond the footprint of the existing leisure centre and car park the site retains Metropolitan Open Land and Public Open Space designations.
- Peal Gardens immediately to the east comprises two and three-storey residential properties. An isolated pair of unlisted Victorian semi-detached properties are found to the south-west of the Leisure Centre on Ruislip Road East.
- Primary points of access to the site for pedestrians and vehicles is from Ruislip

Road East, although as the surrounding area is largely managed as public open space informal points of access for pedestrians exist from various sides.

- River Brent is prone to flooding so any new building and landscape proposals will need to sufficiently mitigate the effects of on-site flooding, and not contribute to further risk downstream. The site is also at high risk of surface water flooding. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment, and any future site-specific flood risk assessment required to support a planning application.

DESIGN PRINCIPLES

- Secure a replacement leisure centre and associated outdoor leisure facilities. Some enabling development will be considered if needed to help fund this.
- Ensure the size and mix of leisure facilities represents the optimum outcome, securing a regional facility whilst avoiding the inclusion of any non-essential components. The design

is to maximise cost efficiencies whilst providing a high quality facility.

- Limit the quantum of residential development to the amount absolutely necessary to financially secure the delivery of the replacement leisure centre and limit the amount of development on open space.
- Ensure that an optimised housing mix includes the maximum amount of genuinely affordable housing that is possible within scheme viability.
- The design should seek to minimise the impact on the openness of the site and strike a satisfactory balance between minimising the encroachment into the green space, maintaining the essential open east / west connection which runs through the River Brent corridor, whilst also integrating with this space.
- Building heights are to extend to a maximum of 6 storeys (21 metres).
- Built footprint is to principally focus on the existing previously developed land, whilst ensuring the arrangement and form of blocks avoids introducing a hard edge/barrier between Ruislip Road East and the parkland to the north.

- Freestanding blocks are supported to maintain a degree of visual permeability north / south through the landscape. Any new buildings should maintain views of the park from Ruislip Road and support north/south connectivity to/from the site.
- Facilitate greater connection between the leisure building and the landscape of Gurnell Park, with a more open building forms that blur the boundaries between inside and outside.
- Incorporate a comprehensive package of open space enhancements, including improvements related to accessibility (including a new pedestrian bridge over the river connecting to Longfield Playing Field), outdoor sporting facilities, landscaping, flood mitigation, wayfinding and biodiversity.
- Minimise impact on existing residential properties at Peal Gardens in respect of overshadowing, loss of outlook and loss of privacy.
- Provide servicing from Ruislip Road East.

Ealing – 20EA

Downhurst Residential Care Home



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
76 Castlebar Road, Ealing, W5 2DD	0.35	Private

CURRENT USE

Residential care home and serviced apartments.

PROPOSED USE

Care home and residential.

RELEVANT PLANNING APPLICATION(S)

174077FUL.

SETTING/TYOLOGY

Free-form.

PTAL

2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Grange and White Ledges CA (adjacent), Mount Park CA (adjacent), locally listed buildings (adjacent), TPO.

KEY INFRASTRUCTURE REQUIREMENTS

Landscaping and greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Redevelopment of the site should allow for intensification of the current use, or of residential uses on the site.
- An area with established character that includes adjacent Conservation Areas.
- Site is well-planted and screened.

DESIGN PRINCIPLES

- An intensification of the current use is planned for, or alternative residential development with community uses.
- Reprovide affordable and /or assisted housing within the proposed development.
- Retain 76 Castlebar Road, with redevelopment and rationalisation of current outbuildings and extensions.
- Retain mature trees and carefully consider design of greenspace within the proposals.
- Prevent increased use of the existing access, with car-free development being encouraged.

Ealing – 21EA

Former Barclays Sports Ground



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Park View Road, Ealing, W5 2JF	6.59	Private

CURRENT USE

Playing field, with an ancillary building located in the north-west corner of the site.

PROPOSED USE

Leisure-led scheme with enabling residential use and facilitating access to sports and play pitches.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Green spaces.

PTAL

0–3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Metropolitan Open Land (adjacent), Community Open Space, Green Corridor, SINC (borough) (adjacent), Hanger Hill Haymils CA (adjacent), Ealing Cricket Ground CA (nearby) and locally listed building (nearby), TPO.

KEY INFRASTRUCTURE REQUIREMENTS

Sport, leisure and recreational facilities.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Site contains a disused part two and three-storey sports pavilion/club house and maintenance workshop facility with groundsman accommodation above, which previously served the former privately owned company sports ground to the south and east, both of which have been closed since circa 2000.
- Adjacent to the club house building are sports grounds which are designated as Community Open Space and Metropolitan Open Land (MOL).
- Site is located within a predominantly residential area, comprising mostly two storeys houses, although Thorn Tree Court and Red Lodge opposite are 4 storeys.
- Limited views onto the site from the west due to the bordering vegetation, although the north west corner is the most elevated section of the site, and potentially the most prominent with additional height added.
- North Circular Road further to the east constitutes a source of noise and air pollution.

- Sports Facilities Strategy 2022–2031 identifies site and the wider sports ground as an opportunity to secure new community provision, identifying site for new hockey provision, potentially linked to the existing facilities at St Augustine’s via combined facilities. The location is also identified as a potential opportunity for reinstatement of cricket and football pitches.

DESIGN PRINCIPLES

- Secure replacement supporting leisure facilities and enable enhancements to the wider sports ground, including securing community access. Some enabling residential development is foreseen as necessary.
- Ensure any built leisure facilities principally serves an identified need for outdoor leisure activities that serve the wider area and has due regard to the Sports Facilities Strategy and any future updates.
- Limit the quantum of residential development to the amount absolutely necessary to financially secure the delivery of the replacement leisure centre

and limit the amount of development on open space.

- Ensure that an optimised housing mix includes the maximum amount of genuinely affordable housing that is possible within scheme viability.
- Focus built development around the existing previously developed land and minimise encroachment into usable green space with future development located on the site of the existing club house building and immediate hardstanding only.
- Minimise the impact on MOL openness and function, including maintenance of views north/south through the site.
- Minimise impacts on the existing residential properties on Park View Road in particular, through transitioning building heights down to Beechcroft House.
- Retain servicing from Park View Road.

Ealing – 22EA

96 Queens Drive & Telephone Service Centre



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
96 Queens Drive & 33 Hanger Lane, Ealing, W5 3BN	0.95	Private

CURRENT USE

Offices, telephone exchange and a fleet distribution centre for BT.

PROPOSED USE

Residential-led mixed use.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus.

PTAL

3–4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed North Ealing Station (nearby), Grade II Listed Ealing Village (nearby), SINC (borough) (adjacent) and Green Corridor (adjacent), TPO, existing industrial uses (non-designated).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm and landscaping. Highway improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29–2037/38)

CONTEXTUAL CONSIDERATIONS

- Adjacent roads and railway lines place constraints on the nature and design of development.

DESIGN PRINCIPLES

- Ensure designs minimise noise exposure and provide good residential amenity, by providing acoustic shelter from the nearby railway and vehicular traffic through layout, massing and other design techniques, including acoustic insulation.
- Provide acoustically sheltered private amenity, recognising limited provision of existing accessible public open space.
- Provide access to North Ealing Station from the north-east part of the site, and ensure adjacent building designs, lighting and landscape design treatment facilitates overlooked and promotes safety – recognising nighttime use of the route.

- Improved pedestrian access to/from the station is to be provided, including improvements to and possible relocation of the existing zebra crossing on Queens Drive and removals of the steps to Station Road.
- Satisfy the requirements of London Plan Policy E4 and Ealing Local Variation Policy E4 H-I for industrial retention and any co-location of residential uses should achieve industrial uplift.

Ealing – 23EA

Old Actonians Sports Ground



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Old Actonians Sports Ground, Pope's Lane, Ealing, W5 4LL	2.75	Council

CURRENT USE

Old Actonians Sports Ground, including playing fields, tennis courts, and associated indoor sports facilities.

PROPOSED USE

Enabling residential development with retention of green space to support improved leisure/sports facilities (primary use).

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Continuous block.

PTAL

3–4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Community Open Space, SINC (borough), Priority Habitat (adjacent), Green Corridor (adjacent), Grade II* Listed Gunnersbury Park and associated Grade II and Grade II* Listed buildings and structures (nearby), locally listed buildings (nearby) and Gunnersbury Park CA (nearby).

KEY INFRASTRUCTURE REQUIREMENTS

Sport, leisure and recreational facilities. Greening and biodiversity measures.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29–2032/33)

CONTEXTUAL CONSIDERATIONS

- Site functions as a well-used and valued community sports ground, accommodating a range of outdoor and indoor sporting activities. The current facilities on the site include an outdoor rugby, cricket and football pitch, cricket nets, netball and tennis courts as well as a pavilion and indoor sports spaces for squash, badminton, table tennis and boxing.
- Although most of the site is occupied as a grass pitch and a series of courts, a number of single and two-storey buildings are located in the southern half of the site. These buildings, encompassing a pavilion, changing rooms, club building and indoor sports space are generally in poor condition, and in need of upgrade or replacement, as identified in the Council's Sports Facilities Strategy 2022–2031.
- Site is designated as Community Open Space. Barons Pond is also designated as a SINC.

- Site is located within a predominantly residential area, consisting of properties which are mostly 2 storeys in height.
- Gunnersbury Park located immediately to the south of the site is listed as a Grade II* Registered Park and Garden.

DESIGN PRINCIPLES

- Ensure that development proposals support the overriding objective to enhance the outdoor leisure offer, minimise the reduction of any usable recreation space and secure the long-term future of these activities.
- It is anticipated that some enabling residential development alongside any built leisure facilities will be necessary to cross-subsidise the enhancements to the leisure offer.
- Ensure any built leisure facilities is principally geared to serving the need for outdoor leisure activities and appropriately sized relative to this need, with some indoor facilities supported where these are shown to be meet a need, are modestly sized, and complement rather than compromise the outdoor leisure offer.

- Limit the quantum of residential development to the amount absolutely necessary to financially secure the delivery of the replacement leisure centre and limit the amount of development on open space.
- Ensure that an optimised housing mix includes the maximum amount of genuinely affordable housing that is possible within scheme viability.
- Consolidate the footprint of existing buildings on the site, and thus increase the amount of usable pitch/court space.
- Locate replacement leisure buildings and associated enabling residential development along the southern edge of the site, effectively extending the building line from 162–198 Popes Lane.
- Minimise impact on the existing residential properties on Popes Lane to the west and opposite, with building heights that transition down to 198 Popes Lane.
- Explore the opportunity to jointly manage Baron's Pond and secure day time access to facilities for local schools.

- Given Barons Pond's SINC designation, ensure any new built development is designed sensitively to minimise any potential impact on ecology.
- Given Gunnersbury Park's Grade II* Registered Park and Garden status, ensure that any negative impacts on this important heritage asset are avoided.

Ealing – 24EA

Wickes, South Ealing Road



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
South Ealing Road, Ealing, W5 4QS	0.66	Private

CURRENT USE

Large builders' merchants with associated parking.

PROPOSED USE

Residential led, mixed use.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Green Corridor (nearby), SINC (borough) (nearby) South Ealing Neighbourhood Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm and landscaping improvements. Measures to improve permeability and active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Large site with frontage onto both Olive Road and South Ealing Road with substantial opportunity to improve the setting of both by addressing the street with active residential frontage, and finer urban grain to complement the surrounding low-rise terraces.
- Development should respond to the varying residential/retail frontages along South Ealing Road and there may be benefit to some small commercial units here.
- Village Park Recreation Ground is close by.

DESIGN PRINCIPLES

- A residential-led mixed use development is preferred, with an approach that responds to the varying residential/retail frontages along South Ealing Road, which may be benefit from the inclusion of some small commercial units.
- Building heights are to reflect the 2-2.5 storey form of this side of the street.
- The middle of the site and the southern parts of the site adjoining the 3.5 storey houses on Cherry Close provide capacity

for greater scale. Heights on Olive Road need to consider the narrower street at this point and the impact on existing residents to the east.

- Provide a clear building-line on South Ealing Road that addresses current residential neighbours to the north and the Co-op building to the south.
- Although internal road access is likely to be necessary, vehicle though traffic will not be permitted. However connecting pedestrian access is to extend through, particularly if flats form part of the housing mix. A mews typology should be considered, providing legibility and surveillance as well as public space for residents. The site must not be dominated by car parking or vehicle circulation space.
- Servicing and access to the site is to be coordinated with the neighbouring Co-op to minimise road take, including providing a narrower access entrance and a continuous pavement to ensure pedestrian priority.

- High quality private amenity and greenspace is to be provided on site in recognition of the only limited public space currently available and lack of visual openness in the area.

Ealing – 25EA

Travis Perkins, Popes Lane



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Popes Lane, Ealing, W5 4PA	0.37	Private

CURRENT USE

Builders' merchant.

PROPOSED USE

Residential.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus.

PTAL

3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Grade II Listed South Ealing Cemetery (adjacent), Grade II Listed Pope's Lane Walls (nearby), Grade II* Listed Gunnersbury Park (nearby), SINC (borough) (adjacent).

KEY INFRASTRUCTURE REQUIREMENTS

Landscaping, greening and biodiversity measures.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Development should optimise the site for residential use without overshadowing residential neighbours or eroding the tranquil character of the cemetery.

DESIGN PRINCIPLES

- Ensure that road access to the site is rationalised with no more than a single point of entry, and continuous pavements to ensure pedestrian priority.
- Ensure that the site is not be dominated by parking or internal vehicle circulation.
- Building heights are to reflect the prevailing 2.5-storey context of the street and avoid overshadowing or dominating the boundaries of the cemetery. Greater height may be possible within the site, and adjacent to the 3-3.5 storey mews to the west which currently presents a blank façade to the existing builder's merchant.
- Careful landscape design is to include planting that reflects and reinforces the adjacent SINC, especially along the boundaries of the site.

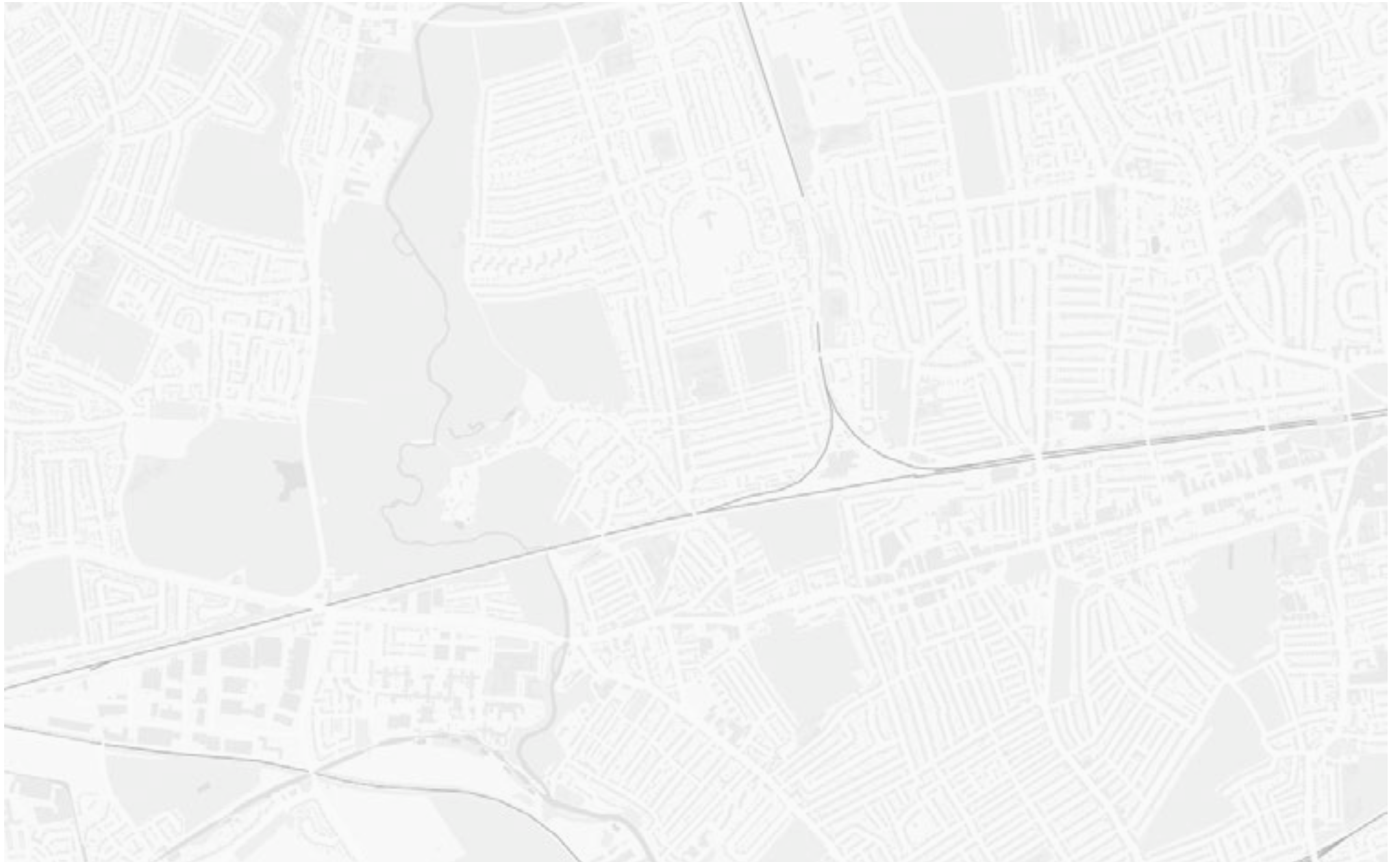




Image: Brompton Bicycles employee.

GREENFORD TOWN PLAN

47,107
GREENFORD
POPULATION



Greenford today

4.3.1 — Greenford is located in the north of the borough and comprises three wards: North Greenford, Central Greenford, and Greenford Broadway. Figure G1 illustrates the existing context of Greenford today.

A diverse population with areas of deprivation

4.3.2 — The area is home to a multi-cultural population of approximately 47,000 residents. It is one of the most diverse places in the borough (and more diverse than the London average) with 55% of residents identifying as non-white.

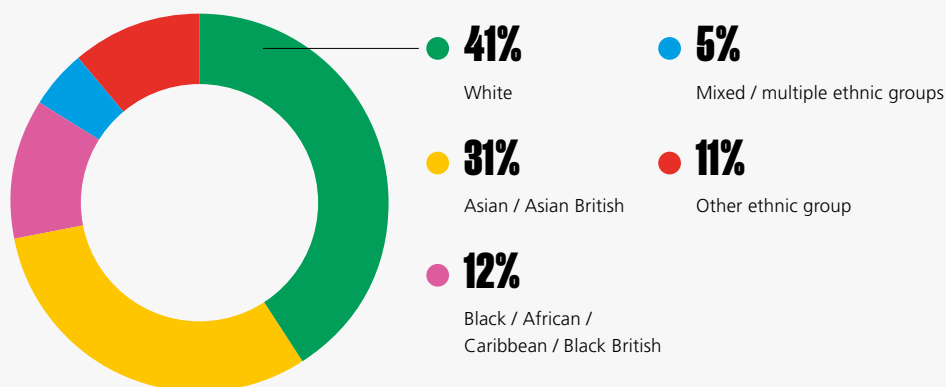
4.3.3 — There are pockets of deprivation throughout Greenford with areas of Central Greenford and Greenford Broadway amongst the 30% most deprived neighbourhoods nationally. Highest levels of deprivation exist in communities to the south of Greenford Broadway and near the border with Northolt. Historically, these communities in Greenford have been overlooked, experiencing low levels of inward investment.

A polycentric town providing daily neighbourhood needs

4.3.4 — Greenford is a suburban area that developed during the inter-war period around an historic town to the south and canal side industry to the north. Today, Greenford is a large and polycentric area comprising various local centres, high-quality parks, and valuable industrial land.

4.3.5 — Greenford District Centre is the most significant centre in the north-west of Ealing, offering a range of food and retail establishments alongside local services such as Greenford Library and Greenford Hall. To the north of Greenford District Centre, the neighbourhood and local centres at Westway Cross, Greenford Station, and Sudbury Hill establish Greenford’s character as a polycentric town which is composed of several sub areas.

4.3.6 — In addition, Greenford benefits from high quality green spaces such as Horsenden Hill, Ravenor Park, Marnham Fields, and Brent Valley Park, as well as from the Grand Union Canal and River Brent.



Source: 2021 Census

Figure G1:
Greenford existing context

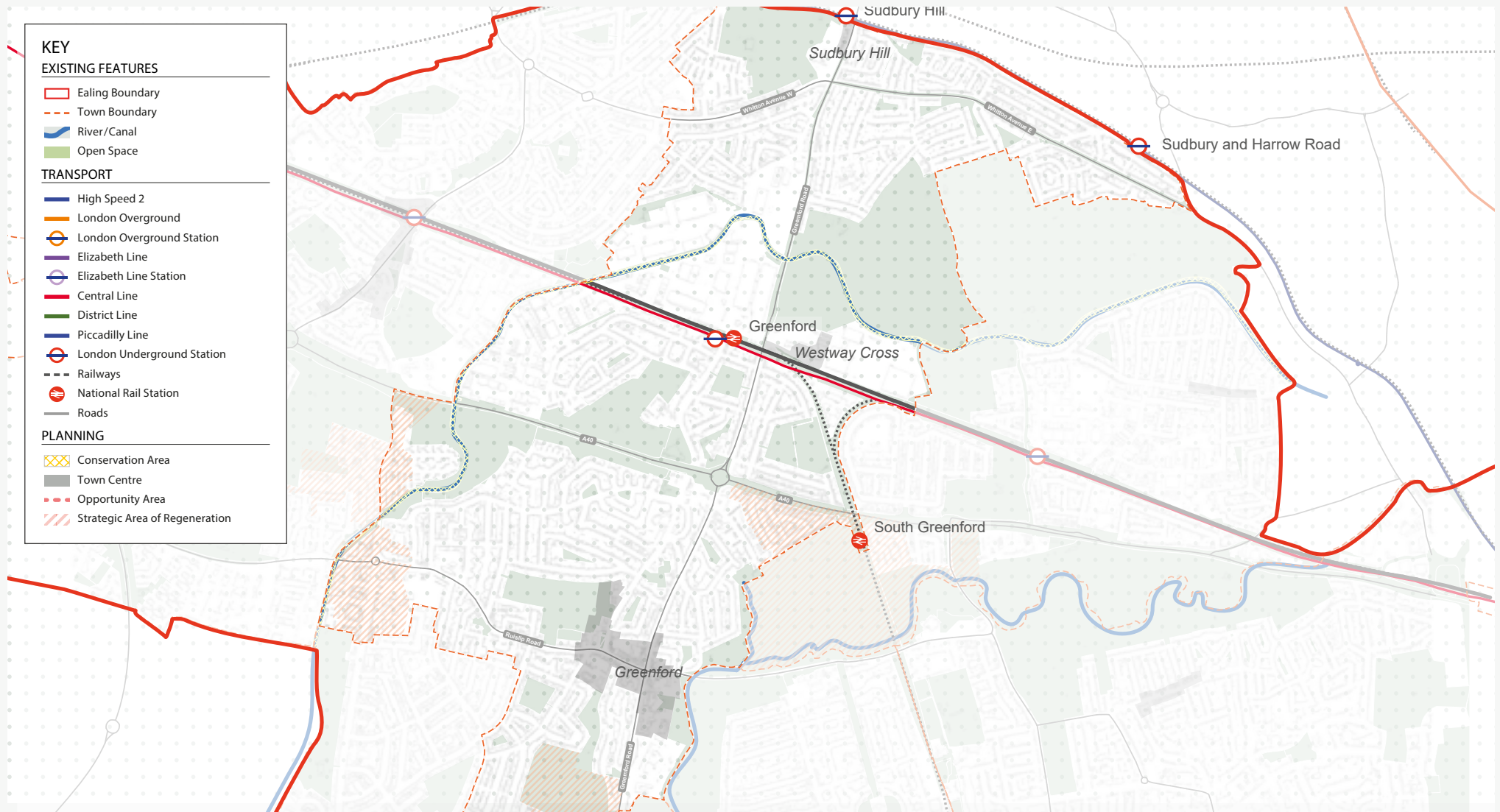




Image: Ravenor Park,
Greenford.



GREENFORD BENEFITS FROM HIGH QUALITY GREEN SPACES SUCH AS HORSENDEN HILL, RAVENOR PARK, MARNHAM FIELDS, AND BRENT VALLEY PARK.

Poor north-south connectivity


4.3.7 — Greenford Station is the primary transport hub for Central Greenford offering underground and national rail connections to Central London, West Ealing, Northolt, and Ruislip. North Greenford is served by Sudbury Hill and Sudbury Town Underground Stations offering underground connections to Central London and Heathrow. This concentration of stations to the north of Greenford means that communities in the southern part of the town, particularly in Greenford Broadway, are largely dependent on the bus network. While Greenford Broadway is served by a large number of bus services, other parts of the town have access to limited bus services.

4.3.8 — Connections between North Greenford and Greenford Broadway are further worsened by severance caused by the Grand Union Canal, railway lines, and A40. However, the Grand Union Canal offers some cycle connectivity to the rest of the borough.

4.3.9 — Traffic congestion is a critical issue for Greenford, particularly on Oldfield Lane North, Ruislip Road, and Greenford Road. Greenford does not have any Elizabeth line stations, and limited bus connectivity to the nearest Elizabeth line stations at Hanwell and Southall.

Strong economic base to build upon

4.3.10 — Greenford's industrial land is a major employment area. A range of innovative tech, logistic, manufacturing and food businesses provide local jobs as well as attracting workers to Greenford from further away. It forms part of the Productivity Arc extending along the A40 from North Acton to Northolt. This has meant that Greenford has fewer low paying jobs than the Ealing average, underpinned by well-paid manufacturing employment opportunities.



**7%
OF ALL JOBS
IN GREENFORD
ARE HIGH TECH
MANUFACTURING.**

Source: ONS BRES (2020)

Issues to address in Greenford

4.3.11 — Ealing Council has an ambition to create a '20-minute Neighbourhood' in Greenford. To make this a success, it is critical that the key issues felt by local residents everyday are addressed to ensure the best long-term outcome for the town.

4.3.12 — The following sets out the key issues facing Greenford based on the evidence base that has been developed as part of the Local Plan and reflecting what you told us through the Shaping Ealing survey (2022).

LINKS

[Click here](#) for more information on the Shaping Ealing Report.

**32%
OF JOBS ARE
CLASSIFIED
AS LOW PAID
WORK.***

Source: PRD's Greenford Town profile.

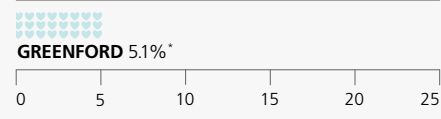


Image: Lack of affordable homes in Greenford.

Low education attainment, low wage workforce and stagnant population

4.3.13 — Reflecting the higher levels of deprivation, education attainment has historically been low. Residents educated to a degree level is below the Ealing and London averages. One of the consequences of this low level of educational attainment is that a large proportion of residents (32%) is classified as being in low paying work. In addition, a high portion of the population is classified as being in bad or very bad health. Greenford is therefore at increased risk of health and wage inequality.

PERCENTAGE OF POPULATION THAT ARE IN BAD OR VERY BAD HEALTH



Source: PRD's Greenford town profile.

PERCENTAGE OF JOBS THAT ARE IN THE RETAIL SECTOR



This is above the borough median ranking
3rd out of the 7 towns.

Source: PRD's Greenford town profile.

Declining local economy with increased unemployment

4.3.14 — Greenford's economy depends largely on retail and industrial sectors, which have historically created strong local employment opportunities. However, following national trends, Greenford has experienced a significant loss of employment in both the town centre and in higher value industrial sectors.

4.3.15 — Since the start of the pandemic, the town centre has underperformed, with employment in the town centre falling over the past 5 years. There is a need for diversification within Greenford's town centres as that decline in employment has been concentrated in retail-based employment (decline of 41% across the town since 2015). This is further reflected in Greenford's claimant count experiencing the highest increase in the borough since the start of the pandemic.

4.3.16 — In addition, higher value industrial employment has declined within Greenford. Compared to other industrial clusters across the borough, Greenford's industrial land suffers from low employment densities.

Poor connectivity with high levels of severance

4.3.17 — Accessibility to public transport varies between north and south Greenford with parts of Greenford dependent on a poor local bus network. Large green spaces and industrial areas also create barriers to movement due to poor connectivity, poor quality environments and a lack of surveillance.

4.3.18 — High levels of traffic congestion and severance caused by the A40 further challenge local bus, walking, and cycle routes. This vehicular dominance negatively impacts pedestrian and cyclist experiences and further encourages car usage.

Limited housing options for a changing population

4.3.19 — House prices in Greenford are among the lowest in the borough, yet average house prices outweigh the average incomes of Greenford residents. Housing affordability is therefore an issue along with a limited range of housing options to suit younger and older age groups.



Image: Street vendor in the borough.

Opportunities for Greenford

4.3.20 — Greenford is one of the Town Plan areas that has seen moderate levels of development and investment in recent decades, especially when compared to Southall, Ealing, and Acton. Despite its suburban character and challenges with north-south connectivity, the ‘Strategic place interventions’ in Chapter 3 identifies Greenford as having great potential to accommodate significant levels of new development in its town centres and to capitalise on the diversity of businesses within its array of industrial areas.

4.3.21 — Greenford will play a key role in accommodating significant levels of new development and investment to help attract and accelerate growth in the number of high-tech businesses to add to the concentration that already exist Greenford’s industrial areas.

Reinforcing existing town centres

4.3.22 — Greenford Broadway already provides local retail and services, however, a more diversified mix of retail along with enhanced community, culture, and leisure uses would help to enhance the town centre as the primary hub of Greenford. This would strengthen the town centre’s identity, while providing new employment opportunities and increasing footfall to existing businesses.

4.3.23 — Heritage and community assets on Oldfield Lane South, including Greenford Hall, locally listed Greenford Library, and the former NHS clinic, have potential to provide improved community and civic activities.

4.3.24 — There is the opportunity to provide a range of housing types and tenures alongside mixed-uses within and surrounding Greenford’s town centres, including family housing and alternative accommodation types to meet the projected increase in people aged 65+, as well as high-quality affordable housing options that are accessible to low-income and younger people.

Developing an inclusive economy

4.3.25 — The area around Greenford Station and Westway Cross provides opportunities for new leisure, care, and community uses and workspaces that will utilise the area’s accessibility to the station, Oldfield Circus’ independent shops, the canal side, and Horsenden Hill. In addition, there could be opportunities to expand the evening and night-time economy around Greenford Station.

4.3.26 — Greenford’s Strategic Industrial Locations (SIL) provide opportunities for the intensification of employment and workspace to support new and growing businesses with specialisms in sustainable and high-tech sectors.

4.3.27 — Greenford District Centre has potential to develop an evening and night-time economy alongside mixed-use development providing improved cultural and community spaces and new workspaces.

Enhancing sustainable connectivity

4.3.28 — Highway, public realm, and park improvements along Greenford Road, Oldfield Lane North and the Broadway will help relieve traffic congestion, improve air quality, and the safety and experience of people travelling in Greenford. There is potential for an improved active travel network to better link Greenford’s residential areas to high-quality green spaces and valuable employment areas.



**THERE IS DEMAND
FOR A GREATER RANGE
OF RETAIL AND FOOD
AND DRINK OFFER
IN GREENFORD.**

Greenford Spatial Strategy

4.3.29 — This section sets out a town spatial strategy that articulates the borough wide spatial vision and spatial strategy into a town specific policy that will help guide future development and investment within the area. This is followed by a series of town specific spatial policies that set out detailed policy related to specific areas within the town. Further development and investment opportunities are also identified within each place. Figure G2 presents the Greenford spatial strategy.

4.3.30 — The town-level plans are guided by the same three strategic objectives that underpin the borough-level spatial strategy: tackling the climate crisis, fighting inequality and creating good jobs and growth. These provide a local and contextually specific response to the London Plan that will help guide future growth and planning policy in Greenford.

4.3.31 — The Spatial Options Report provides further detail into the Spatial Strategy and Local Place Interventions, which can be found on Ealing Council's website.



Image: Brompton Bicycles factory in Greenford.

LINKS

[Click here](#) for more information on the Council's Spatial Options Report.

Figure G2:
Greenford Spatial Strategy

KEY

EXISTING FEATURES

- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- High Speed 2
- London Overground
- London Overground Station
- Elizabeth Line
- Elizabeth Line Station
- Central Line
- District Line
- Piccadilly Line
- London Underground Station
- Railways
- National Rail Station
- Roads

PLANNING

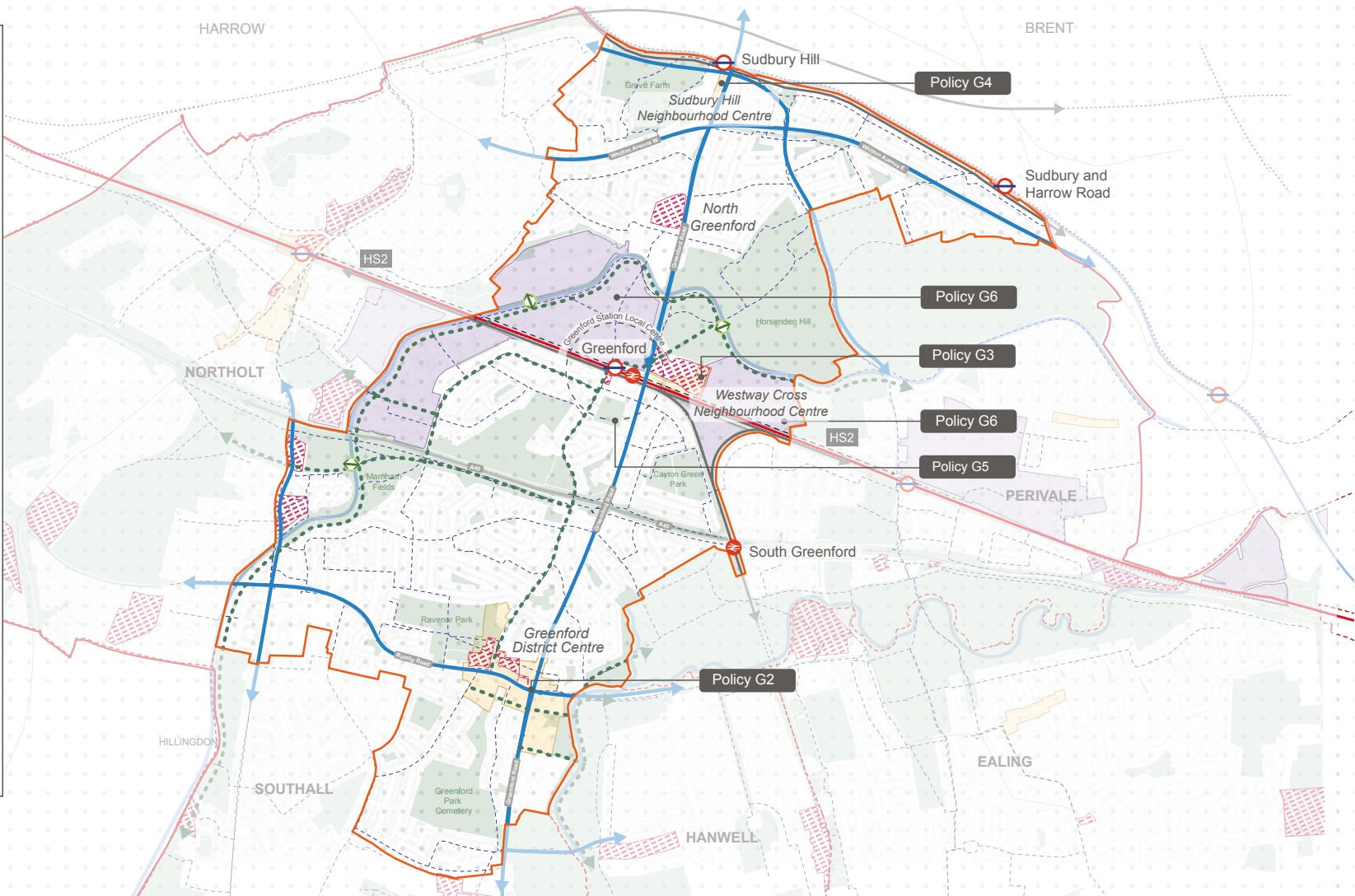
- Town Centre
- Opportunity Area
- Industrial Land (SIL)
- Industrial Land (LSIS)

DEVELOPMENT SITES

- Development Sites

PROPOSED ACTIVE TRAVEL AND GREEN SITES

- Primary Active Travel Routes
- Secondary Active Travel Routes
- Green Links
- Green Connections



Policy G1: Greenford Spatial Strategy

Spatial vision for Greenford

A. Growth in Greenford provides the opportunity to intensify and better connect its town centres, industrial areas and green spaces. Moderate levels of mixed-use development will be directed to the areas of best connectivity, while investment in public transport accessibility, active travel, urban greening, and road safety measures will help address barriers to movement caused by the A40, canal, railway, industrial areas and the high volumes of industrial traffic.

B. Greenford District Centre will be the reinvigorated primary hub of the area and will be enhanced by masterplan-led, mixed-use redevelopment of the town centre with a more diversified retail offer with a wide range of community, cultural and civic assets (see Policy G2).

C. Complementing Greenford District Centre are Westway Cross Neighbourhood Centre which offers the potential for mixed use redevelopment including a more diversified retail offer (see Policy G3), Sudbury Hill Neighbourhood Centre (see Policy G4) and Greenford Station Local Centre (see Policy G5).

D. Greenford's industrial estates will be intensified, enhanced and improved (see Policy G6).

Tackling the climate crisis

E. Greenford will be a well-connected town, benefitting from improved public transport connectivity. This includes:

(i) Improved connectivity within Greenford, strengthening north-south connections in particular.

(ii) Improved connectivity to the rest of the borough, including the provision of a more frequent and attractive rail service between Greenford and West Ealing.

(iii) Improved connectivity to neighbouring boroughs and beyond, aiming to maximise the benefits of the Elizabeth line to Greenford residents by providing improved connections to the nearest Elizabeth line stations (Hanwell, Southall, and West Ealing).

F. Greenford will benefit from better, safer, and more attractive active travel routes. These will help address issues of severance caused by the A40, industrial estates, waterways, and the railway line, reducing car-dependency and traffic

congestion, and contributing to improved health and wellbeing outcomes. Priority active travel routes for improvement include routes to schools and other types of key social infrastructure, routes connecting residential and employment areas to town centres, and routes connecting green open spaces including:

(i) Improved crossings over the Grand Union Canal, the railway line, and the A40 will help overcome barriers and make walking and cycling more attractive.

(ii) Greenford Road will become a north-south central spine of active travel, improving connectivity for people walking, cycling, and using public transport.

(iii) Investments in active travel infrastructure at Rockware Avenue, Oldfield Lane North, and Oldfield Lane South will include new crossings, junctions, widened footways, cycle parking, and wayfinding.

(iv) Underutilised parts of the Grand Union Canal will become attractive and safe walking and cycling routes to Southall and Perivale through measures to improve accessibility, security, and landscape quality.

G. Greenford residents have access to an abundance of high quality green open spaces and water assets including the Grand Union Canal and River Brent. The functional role of these assets will be improved, to enhance their recreational and leisure functions. Improved accessibility, wayfinding, and signage will ensure that green and blue assets better connect and bring communities together, improving community cohesion and perceptions of safety.

Fighting inequality

H. Greenford will be a strong, healthy community, with people enjoying improved health, well-being, community cohesion, and civic pride. This will be achieved by:

- (i) Providing new, improved or replacement healthcare facilities to ensure sufficient capacity to meet existing and future needs.
- (ii) Improving and expanding community, culture, and leisure facilities that bring people together.
- (iii) Improving opportunities for active travel and public transport connectivity to achieve a greater shift away from car usage.

(iv) Ensuring the provision of adequate, fit-for-purpose health facilities in areas with significant levels of new development, to meet the needs of a growing population.

(v) Taking active measures to secure the future repair, reuse, and long-term survival of heritage assets.

(vi) Maximising the benefits of the high-quality green open spaces in and around Greenford by improving accessibility, wayfinding, and signage.

(vii) Delivering urban greening through new developments and planting schemes, helping to address poor air quality across Greenford and improving local health outcomes.

Creating good jobs and growth

I. Greenford will be a prosperous economy with a good range of employment opportunities. This will be achieved by providing appropriate and affordable space and infrastructure for businesses to start, grow, and thrive. This includes:

(i) Safeguarding and intensifying employment sites, improving their connectivity and supporting functions.

(ii) Exploring opportunities to provide additional employment land, particularly adjacent to well-established industrial clusters.

(iii) Ensuring the supply of employment land and premises meets the needs of a wide range of businesses, from small start-ups looking for affordable premises, to large, well-established businesses.

(iv) Seeking opportunities to diversify employment beyond the currently dominant industrial, logistics, retail, and service sectors.

(v) Improving public transport connectivity, including to Elizabeth line stations, to ensure Greenford residents have good access to a wide range of employment opportunities.

J. The key infrastructure delivery priorities for Greenford are set out in Table G1.

4.3.32 — Greenford is a suburban area developed around an historic town centre in the south and an industrial area to the north. It has the potential to become a truly polycentric town with the creation of vibrant neighbourhood centres through mixed-use development and enhanced connectivity between neighbourhoods and employment areas. This will deliver more opportunities close to where people live. Accompanying the housing and employment led growth, increased provision of services and social infrastructure will address key health determinants, improving health and wellbeing outcomes.

4.3.33 — New development must respond positively to Greenford's character and seek to enhance its identity. Greenford is characterised by distinct typologies that reflect periods of its development and growth including inter-war suburban and industrial expansion. The residential parts have a suburban character, with a mix of suburban semi-detached and suburban terraces comprising over half its typological mix. Development will need to respond sensitively having regard to the growth and intensification themes and associated tall buildings guidance/indicative heights identified in each local character sub-area. This is further set out in the Ealing Character Study.



Image: Greenford Quay development in Greenford.

4.3.34 — Greenford is a polycentric town, with a number of different town centres. Greenford District Centre is a well-established District centre that sits at the top of Greenford’s retail hierarchy. Westway Cross, home to Westway Shopping Centre, is a neighbourhood centre that provides a mix of convenience, comparison, and food and drink offer.

4.3.35 — These are further complemented by the local centre at Sudbury Hill and the smaller local centre at Greenford Station. The Local Plan’s approach is to enhance and improve all four centres, improving connectivity between them, and ensuring they function in a complementary manner that benefits the whole of Greenford.

4.3.36 — Greenford residents also need better connectivity to good employment opportunities available elsewhere in the borough and further away. The Elizabeth line, in particular, provides excellent connectivity to employment opportunities to the east (e.g. central London) and west (e.g. Heathrow Airport). It is important that the people of Greenford can share in the benefits of this improved connectivity by having access to frequent, reliable, and fast public transport connections to the nearest Elizabeth line stations.

4.3.37 — Parts of Greenford currently have some of the lowest Public Transport Accessibility Levels (PTAL) in the borough. This can create barriers to people accessing employment or education/training opportunities and contributes to a significant reliance on private cars for many aspects of everyday life. Therefore, improving public transport connectivity is a key priority for Greenford.

4.3.38 — Whereas the opening of the Elizabeth line is having transformative benefits in other parts of the borough, there are no Elizabeth line stations in Greenford. The existing connections to the nearest Elizabeth line stations (Hanwell and Southall) need improvement, as does the current link to West Ealing Station. Linked to this, South Greenford Station is currently London’s least used train station, despite the poor public transport accessibility of its catchment area.

4.3.39 — Whereas parts of Greenford already provide good opportunities for walking and cycling (such as stretches of Ruislip Road and Ruislip Road East, as well as through Greenford’s many parks and green open spaces), more needs to be done to improve active travel throughout the town. Priority areas for active travel improvements should include routes to school (to encourage more parents and children to walk or cycle to school), routes to town and neighbourhood centres that people travel to on a regular basis, as well as routes

to other key centres of employment and major public transport infrastructure nodes, such as Greenford Station.

4.3.40 — Major roads (such as the A40 and Greenford Road), water spaces (such as the Grand Union Canal and River Brent), and industrial areas (such as those north of the A40 and to the west of Greenford Road) can cause severance effects that limit people’s movements and disconnect communities. These issues need to be addressed enabling people to confidently and safely move around Greenford, particularly when walking or cycling. In the case of Greenford’s water assets, there is great opportunity to make them points that connect and bring people together. This includes providing safe crossings and maintaining their cleanliness and landscape quality to encourage people to use them more often.



Image: Greenford Quay development in Greenford.

4.3.41 — Improving active travel and connectivity is a health priority for Greenford as there are low Public Transport Accessibility Levels (PTAL) and Access to Opportunities and Services (ATOS) scores across much of the town. Parts of Greenford currently have some of the lowest PTAL and ATOS scores in the borough. These can contribute to reduced levels of physical activity and increased levels of isolation and severance, with negative impacts on physical and mental health.

4.3.42 — The average number of cars per household in Greenford is approximately 18% higher than the borough average and 33% higher than the London average. This translates into more congested roads, poorer environmental quality, and a less safe environment for pedestrians and cyclists.

4.3.43 — Encouraging people to adopt active modes of travel needs to start from a young age. Transport for London’s (TfL) Travel to School Survey suggests that parts of Greenford (such as Greenford Broadway) have some of the borough’s lowest proportions of pupils and staff engaging in active travel to school. Improving active travel routes to schools should be a key priority to enhance health, wellbeing, and safety.

4.3.44 — There is a significant amount of high-quality green open space across Greenford and right on its borders. This ranges from well-used local parks such as

Ravenor Park to strategic green assets of metropolitan importance such as Northala Fields and Horsenden Hill. It is important to improve the accessibility, wayfinding, and signage to these sites, as well as enhance their functional role as high-quality leisure and recreation destinations.

4.3.45 — Greenford would also benefit from an improved range of community, culture, and leisure facilities to improve the offer beyond the existing supply of community facilities. These would improve community cohesion and contribute to the health and well-being of residents. The closure of Gurnell Leisure Centre (pending redevelopment) and Greenford police station, together with the lack of any local youth services highlight the need for more social infrastructure in the area. There is a need to provide social infrastructure that brings people together, gives them opportunities to live healthier lives, and enhances their feeling of safety and community cohesion. This should be distributed across the network of Greenford’s centres, with a particular focus on the Greenford District Centre.

4.3.46 — Population projections suggest Greenford’s population will continue to grow. This will require additional provision of health facilities and services, including GP and dental practices. This is particularly the case in areas seeing substantial levels of new development, including at Greenford Quay and the former Kellogg Tower at Sudbury Hill.

4.3.47 — Greenford provides an increasingly diverse range of housing options, including the ongoing major residential developments at Greenford Quay (near Greenford Station) and at the former Kellogg Tower (near Sudbury Hill Station). There is opportunity to provide additional housing to meet the growing and diversifying needs of the town, including at Greenford District Centre as part of a masterplan-led mixed-used development that will diversify and enhance the town centre. Key sites around the town centre include Greenford Hall, Methodist Church, the former Police Station & Clinic and Greenford Broadway Car Park together with a number of long-term vacant units on the intersection of Greenford Broadway and Greenford Road.

**18%
HIGHER CAR
OWNERSHIP IN
GREENFORD THAN
THE BOROUGH
AVERAGE.**

4.3.48 — There are further opportunities to provide additional housing as part of mixed-use developments within walking distance from Greenford Station, including at the former Greenwich School of Management site on Greenford Road and as part of intensifying the currently underutilised land at Westway Cross.

4.3.49 — In terms of the economy, Greenford has a significant amount of industrial and logistics land, primarily to the north of the A40. Much of this is designated Strategic Industrial Location (SIL). Manufacturing and logistics businesses support a wide range of direct, indirect, and induced jobs in the area and across the borough, making a significant contribution to the local economy. These jobs complement the retail and service jobs found in Greenford's network of centres.

4.3.50 — The opportunity exists to protect and enhance the Strategic Industrial Locations (SIL) and build on its existing provision of high-value employment and specifically high-tech manufacturing and act as a catalyst for new investment.

4.3.51 — Given the scarcity of available land for development, and well-established pressures to deliver additional housing and social infrastructure, it is important to maximise the potential for industrial intensification and co-location of uses on existing sites, primarily at Strategic Industrial Locations. This will require careful consideration of industrial vehicular routes to minimise disruption to local communities and to create safer and more attractive walking and cycling routes.

4.3.52 — There is currently a lack of a sufficient range of high-value employment opportunities in Greenford. The mixed-use redevelopment of sites in Greenford District Centre will reduce the centre's overreliance on retail by providing more diverse employment space.

4.3.53 — The IDP forms a key element of the Local Plan's evidence base, setting out the infrastructure that will be required to support the planned growth across the borough, informed through engagement with stakeholders and infrastructure providers. IDPs are living documents, acting as a 'snapshot in time', and as different infrastructure providers respond to their own unique challenges, the information will naturally date and alter over time. The IDP will require updating on a regular basis to reflect this.



THERE IS A NEED TO PROVIDE SOCIAL INFRASTRUCTURE THAT BRINGS PEOPLE TOGETHER, GIVES THEM OPPORTUNITIES TO LIVE HEALTHIER LIVES, AND ENHANCES THEIR FEELING OF SAFETY AND COMMUNITY COHESION.



Image: Importance of local businesses and services.



Image: Grand Union Canal, Greenford.

4.3.54 — The delivery of infrastructure is the responsibility of various different bodies, as detailed within the IDP, including those which have a statutory duty to provide sufficient infrastructure to meet the identified need, as well as those who are responding to market conditions.

4.3.55 — Table G1 demonstrates the infrastructure schemes which will support the sustainable delivery of planned growth over the plan period in Greenford.



**IN TERMS OF THE ECONOMY,
GREENFORD HAS A SIGNIFICANT
AMOUNT OF INDUSTRIAL AND
LOGISTICS LAND.**

Table G1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
Cemeteries	Extend Greenford Cemetery, and conduct a site search to ensure sufficient cemetery capacity beyond 7 years, working collaboratively with neighbouring boroughs to identify suitable sites .	Ealing Council	0–5 years
Education	Further pupil forecasting and school capacity work to identify early years, primary, secondary, further years and SEND provision required to support planned growth in Greenford.	Ealing Council	Throughout plan-period
Primary Education	Stanhope Primary School redevelopment.	Ealing Council	TBC
Healthcare	Further work to establish the required levels of healthcare provision to support planned growth in Greenford (including primary and secondary healthcare and social care).	North West London Integrated Care Board (ICB)	Throughout plan-period
Primary healthcare	North Ealing Hub (Greenford Green Site) - opportunity to provide a shell and core unit at Greenford Quay site and condense all neighbouring facilities into one fit-for-purpose facility.	North West London ICB	0–5 years
Bus	Improvements to bus provision in Greenford.	TfL	TBC
Active travel	A range of schemes to support active and sustainable travel in Greenford, including public realm, streetscape and highways improvements.	Ealing Council	TBC
Flood mitigation	Feasibility studies of critical drainage areas at Horsenden.	Environment Agency	TBC
Flood mitigation	Greenford Flood Alleviation Scheme.	TBC	0–5 years

Greenford Spatial Policies

Policy G2: Greenford District Centre

To improve and enhance Greenford District Centre with a diversified retail offer and a wide range of community, cultural and civic assets by:

(i) Improving the quality of the retail offer including improvements to public realm, shopfronts, wayfinding, green spaces and play areas.

(ii) Optimising development opportunities in the town centre through the masterplan led high-quality redevelopment of sites that will provide a greater mix of uses (including employment), will bring back into use long-vacant properties, and will provide a modern, high-quality environment that respects and preserves the heritage of the area.

(iii) Expanding the evening and night-time economy offer, including opportunities for families to spend time in the town centre in the evening in a safe and welcoming environment.

(iv) Seeking to reduce traffic congestion, and further enhance active travel and public transport to improve the attractiveness and environmental quality of the town centre.



Image: The Broadway, Greenford.


**IMPROVING THE QUALITY
OF THE RETAIL OFFER AND
PROMOTING A WIDER RANGE
OF HIGH-QUALITY COMMUNITY
AND LEISURE FACILITIES.**



Image: Shops along
The Broadway, Greenford.

4.3.56 — Greenford District Centre is designated a District Centre in the London Plan and, accordingly, should continue to sit at the top of the local hierarchy of centres. While far away from Greenford Station (approximately 25 minutes' walk which is severed by the A40 and the busy Greenford Roundabout), it is served by a large number of bus services. However, bus journeys can be slow at busy times as a result of traffic and congestion.

4.3.57 — Easing congestion should be a priority for Greenford Broadway. Recent improvements at the busy Greenford Road / Ruislip Road junction have improved the flow of traffic but there is scope to further improve congestion in the area, including addressing the congestion caused by the right turn of buses from Windmill Lane onto Ruislip Road.

4.3.58 — Diversifying the mix of uses at Greenford District Centre should also be a priority, including offering a better leisure, community, and food and drink offer that would attract visitors (including families) throughout the day but also in the evenings. This would not only enhance the vibrancy and economic value of the town centre but would also improve the feeling of safety in the later hours of the day.

4.3.59 — The success of the Westway Cross Neighbourhood Centre (approximately 30 minutes' walk north of Greenford District Centre) demonstrates there is demand for a greater range of retail and food and drink offer in Greenford. Greenford District Centre, as the Greenford District Centre, should aim to offer a more diverse, high-quality offer that meets the needs of the town.

4.3.60 — To achieve this, there is potential to make better use of the space in the town centre through high-quality redevelopment of sites that will provide a greater mix of uses (including employment uses appropriate for a town centre location), making better use of currently underused assets, and bringing back into use long-vacant properties in prominent locations.

Policy G3: Westway Cross Neighbourhood Centre

A. To provide a diverse range of retail and food and drink offer, fulfilling a dual role of:

(i) Providing a convenience offer that meets the needs of the local area and its growing population.

(ii) Providing a diverse range of comparison shops, which complement the more convenience and services focused offer at Greenford District Centre and attract people from across Greenford and further away.

B. To explore opportunities to make more intensive and efficient use of land, including mixed use development, a better range of housing types and tenures, and improving the public realm.

C. To reduce the number of car trips by providing and promoting safe and attractive walking and cycling routes.

D. To Improve the connectivity and wayfinding to Greenford Station and adjoining Metropolitan Open Land (Paradise Fields and Horsenden Hill).



Image: Westway Shopping Centre, Greenford.

4.3.61 — The well-established Westway Cross Neighbourhood Centre includes Westway Shopping Centre which is a successful retail park that provides a good range of convenience, comparison, and food and drink offerings. Its comparison offer is unique in Greenford and among the most diverse in the borough, with a range of shops that attract people from a wider catchment area.

4.3.62 — It also has a good range of convenience shops serving the needs of local residents, as well as an expanding food and drink offer. The growing population of the area, including the nearby Greenford Quay development, is generating additional demand for retail and food and drink provision and Westway Cross has an important role to play in meeting this need.

4.3.63 — There are opportunities to improve the appearance and density of the site, through moderate mixed-use development and public realm improvements. Providing better and safer active travel routes to the centre will reduce car reliance and traffic congestion and will also enable the better use of part of the large and currently underutilised car parking area.

4.3.64 — There is also a need to improve the connectivity and signposting to the large Metropolitan Open Land directly to the north of the centre.



Image: Aerial view of Greenford.

Policy G4: Sudbury Hill Neighbourhood Centre

To enhance Sudbury Hill Neighbourhood Centre by:

- (i) Promoting mixed-use development around Sudbury Hill Station.
- (ii) Improving the quality of the built environment, upgrade shopfronts, and diversify the retail, commercial, and leisure offer (including low levels of potential development) to better meet the convenience needs of local residents.
- (iii) Improving the safety and attractiveness of Greenford Road at Sudbury Hill for walking and cycling. Signposting and promoting alternative routes around Sudbury Hill, to enable active travel and reduce the impact of railway severance.

4.3.65 — Sudbury Hill is a neighbourhood centre meeting the everyday needs of a growing population.

4.3.66 — There is potential to improve the appearance, attractiveness, and range of shops and services at the Sudbury Hill Neighbourhood Centre in North Greenford, to meet the needs of the local population which is growing as a result of the residential development at the former Kellogg Tower site. Providing a good range of convenience shops is particularly important, as the area is not well served by large supermarkets.

4.3.67 — The area benefits from good connectivity to central London through its two stations - Sudbury Hill and Sudbury Hill (in Harrow - and is appropriate for moderate levels of mixed-used development.

Policy G5: Greenford Station Local Centre

To improve and enhance this 'gateway' location by:

- (i) Promoting mixed-use development around Greenford Station.
- (ii) Pursuing opportunities to improve and diversify the retail, leisure, and community uses around Greenford Station so that people have reason to spend more time in the area – rather than just pass through on their way to and from the station.
- (iii) Improving the built environment around Greenford Station, with potential for higher-density, high-quality development, and improvements to public realm particularly to the station forecourt, underneath the railway bridges and to and from the station itself.
- (iv) Improving active travel routes to better connect to Greenford district centre, Westway Cross Neighbourhood Centre and local industrial areas.

4.3.68 — The small local centre at Greenford Station on Oldfield Lane North is located next to the busy station and close to the significant residential development at Greenford Quay. It currently consists of a small range of convenience shops and services. The good connectivity of the location (including Central Line, National Rail, and bus services) makes it appropriate for moderate levels of mixed-use development.

4.3.69 — There is potential to improve the appearance and attractiveness of the area, as well as diversify and improve the range of shops and services through limited high-quality, higher-density development. This would enable the local centre to better meet the needs of the growing local population, as well as the large number of people passing through the area every day to use Greenford Station.



Image: Improving travel routes to reduce car reliance.

Policy G6: Greenford Industrial Estate

To protect and grow the important industrial cluster at Greenford reflecting its important role in the A40 and West London logistics cluster by:

- (i) Industrial Intensification to unlock significant new industrial floorspace, creating new jobs focused in the green, circular and creative sectors.
- (ii) Retrofit and property upgrades to enhance existing industrial stock.
- (iii) Enhancing the quality and availability of active travel options, particularly two and along the Brent River Valley network.
- (iv) Exploring opportunities for active frontage to industrial units, particularly where these can showcase existing industrial uses and contribute to facilities for local people and workers.
- (v) Exploring opportunities to divert goods movement from residential roads.



Image: Greenford Station, Oldfield Lane North.

4.3.70 — Greenford has a strong economic base and there is scope to grow and enhance the industrial estate through industrial intensification and upgrading existing premises. Ealing Council will work with key stakeholders to positively support these improvements.


**THERE IS POTENTIAL
TO IMPROVE THE
APPEARANCE AND
ATTRACTIVENESS
OF THE AREA.**

Greenford Development Sites

4.3.71 — There will be significant change over the 15-year Local Plan period. The borough spatial strategy seeks to show how future growth will be managed and planned for. It identifies and promotes those areas that can accommodate growth, those that are in need of regeneration, and those that can deliver jobs or infrastructure.

4.3.72 — The Town Plans translate this strategy to the neighbourhood level and set out Ealing Council’s ambitions for place making. To deliver the town-level spatial strategies and their associated policies, a number of Development Sites have been identified. The selection of these Development Sites was the subject of a detailed assessment and a ‘call for sites.’

4.3.73 — Development Sites have development potential that could support the delivery of the spatial strategy whilst ensuring the borough meets its housing and employment space requirements, alongside the delivery of any necessary and appropriate infrastructure.

4.3.74 — Figure G3 and Table G2 present all the Greenford Development Sites and the schedules that follow set out key site information, contextual considerations and design principles for each.

4.3.75 — Development Sites represent site-specific components of the development plan and are intended to deliver the broader thematic policies set out elsewhere in this document.

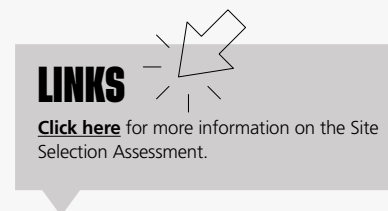
4.3.76 — Development Sites form the adopted policy for each of these specific sites and will not restate all relevant development plan policies; however all proposals are expected to accord with the development plan as a whole, as well as any local placemaking objectives set out in the relevant Town Plan. Proposals will also need to take account of relevant masterplans or supplementary planning document (SPD) guidance as part of future planning applications.

4.3.77 — The Development Site schedules that follow should be read in conjunction with the overarching principles below:

Residential: Refers to Use Class C3 housing.

Setting/Typology: Development proposals must respond to relevant contextual design guidance provided in Part 2 of the Ealing Character Study.

PTAL: Refers to the 2015 base year as defined by Transport for London. Development proposals must be assessed against the latest data available at the point of application.



Tall Buildings: Detail on specific tall buildings sites is set out in the Tall Buildings Strategy and supporting Site Study Appendices. Height is set out in storeys and a metre equivalent is prescribed in Policy D9 as an average of 3.5 metres per storey. The tall buildings threshold height is simply that and not a presumption that any height up to this is automatically acceptable. Proposed heights remain subject to a full design assessment at the point of application.

Flood Risk: Development proposals must comply with latest technical guidance provided by the council, including the Strategic Flood Risk Assessment (SFRA) Level 1 and 2.

Key Infrastructure Requirements: Infrastructure is expected to be delivered in earlier phases of development. These requirements are consolidated in the council's Infrastructure Delivery Plan, which acts as a 'snapshot in time', setting out the infrastructure that will be required to support the planned growth across the borough, delivered through a variety of bodies, including Ealing Council.

Design Guidance: Development proposals must comply with latest design guidance provided by the Greater London Authority (GLA), the council's Ealing Character Study and Housing Design Guidance.

Housing: Development proposals for sites with a residential component must satisfy the requirements of the council's Housing Strategy at the point of application.

Industry: Development proposals for sites with an industrial component must satisfy the requirements of Policy E4 for testing and reversion of industrial uses.

4.3.78 — Any factual information cited in a Development Site should be reconfirmed prior to application. Planning designations can be sourced on the council's Interactive Policy Map.

4.3.79 — For Development Sites under multiple ownership, applicants should undertake effective engagement with residents, landowners, developers and leaseholders to facilitate potential land assembly for the benefit of comprehensive and cohesive development. Where single applications are submitted for part of a Development Site, proposals must not compromise future delivery of land remaining within the overall Development Site boundary.

4.3.80 — The deliverability of Development Sites was assessed at the plan making stage. The Site Selection Report explains the approach, methodology and findings and can be found on the council's website.

4.3.81 — The council will promote the delivery of these Development Sites, including use of compulsory purchase powers where these are necessary for land assembly.

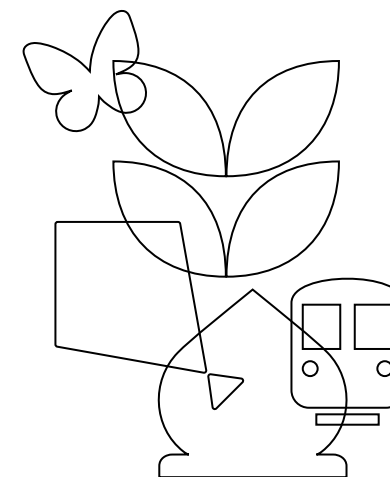


Table G2:
Greenford Development Sites

01GR	Greenford Hall, Methodist Church former Police Station, former Clinic & Greenford Library	252	04GR	Westway Cross	258
02GR	Greenford Broadway Car Park	254	05GR	Former Greenwich School of Management	260
03GR	370 – 388 Oldfield Lane North	256	06GR	Smiths Farm	262

Figure G3:
Greenford Development Sites

KEY

EXISTING FEATURES

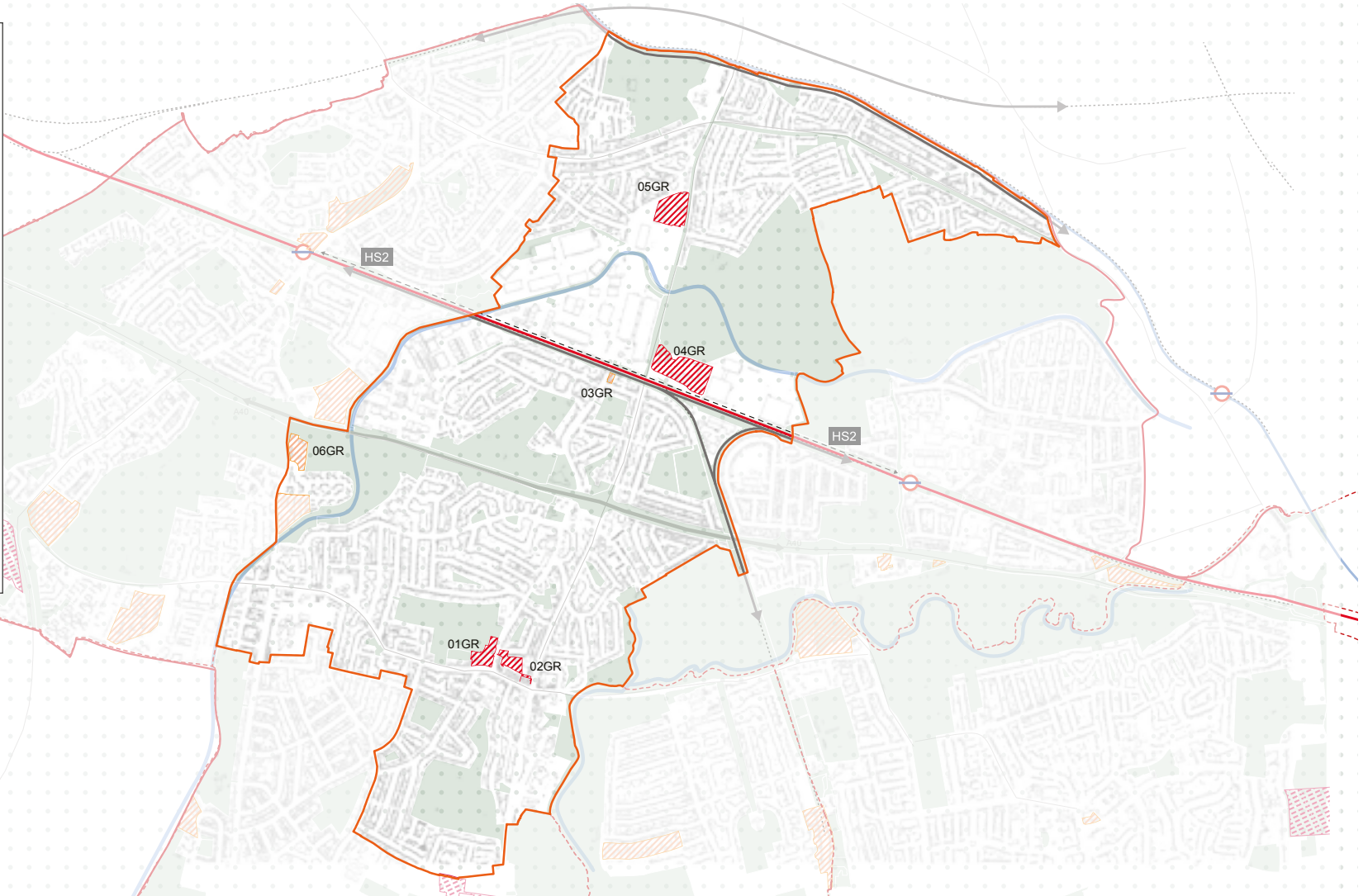
- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- High Speed 2
- London Overground
- London Overground Station
- Elizabeth Line
- Elizabeth Line Station
- Central Line
- District Line
- Piccadilly Line
- London Underground Station
- Railways
- National Rail Station
- Roads

DEVELOPMENT SITES

- Development Sites (suitable for a tall building)
- Development Sites (not suitable for a tall building)



Greenford – 01GR

Greenford Hall, Methodist Church, former Police Station, former Clinic & Greenford Library



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
19–25 Oldfield Lane South, Greenford, UB6 9LG	1.30	Council, Private

CURRENT USE

Greenford Hall, religious uses, a former health clinic which is now in residential use, and a public library to the north of the site.

PROPOSED USE

Residential, leisure, community, health and place of worship.

RELEVANT PLANNING APPLICATION(S)

223478FUL.

SETTING/TYOLOGY

Centres/Green spaces.

PTAL

4–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 6 storeys (21 metres).

Planning Designations / Site Constraints: Grade II Listed Greenford War Memorial, locally listed buildings, SINC (local) (adjacent), Greenford District Centre.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Grade II Listed Greenford War Memorial, locally listed buildings, SINC (local) (adjacent), Greenford District Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements within Greenford town centre. Continuation of cycle path south of Greenford Road to town centre. Green link into Ravenor Park.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Situated within Greenford District Centre, the site holds significant opportunity for a high-quality mixed-use scheme that sets an example for development in Greenford town centre by providing significantly improved public facilities within a unique setting of historic buildings and Ravenor Park.
- The former Police Station, Greenford Library and Greenford Hall are locally listed buildings that make a positive contribution to the area.
- The site is slightly set back from the bustling shopping area of The Broadway and along Oldfield Lane South within an area characterised by a range of building forms and scales, predominantly low rise redbrick, reflecting its growth from the 1930s to today.
- The surrounding streets have wide pavements and are lined with mature trees and semi-detached houses. The Oldfield Lane Pocket Park outside Greenford Hall provides a small and pleasant space for local people to sit for a while.

- Situated next to Ravenor Park, the site provides opportunities to improve the town centre's connectivity to and use of the park, particularly for the benefit of the Scouts club and nursery's users.
- Any new development must be sensitive to the former clinic which is now a private residence.
- Any proposals should take into consideration development on neighbouring site 02GR.

DESIGN PRINCIPLES

- Establish a heritage led masterplan approach to ensure uses, buildings and spaces are repurposed or redeveloped and integrated into the town centre in a cohesive and sensitive manner.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 6 and a maximum of 6 storeys (21m) across the site, with taller elements situated along the street frontage of Oldfield Lane South and The Broadway.

- Consider the retention of the locally listed buildings, alongside opportunities for a mixed-use development.
- Retain Greenford Library, the former medical centre (private residence), Methodist Church buildings for their social, architectural and placemaking value. Reprovide existing uses including the nursery, event space, worship space and youth club.
- Consider whether to either refurbish or redevelop the Greenford Hall.
- Ensure that any mixed use development proposals for Greenford Hall maximise the building's use and its public offering by providing better quality, flexible spaces for a wide range of public users and community groups alongside some enabling residential accommodation.
- Ensure any new residential development is mid density in scale, height and massing.
- Ensure proposals to refurbish existing buildings or to introduce new buildings allow the reconfiguration of the site's existing uses and ground floor arrangements to improve the visual

- permeability and physical accessibility of the site's public spaces and access to Ravenor Park.
- Create new direct access and views of Ravenor Park from the rear of Greenford Hall and the Methodist Church buildings.
- Locate any residential development next to Ravenor Park to improve amenity and outlook.
- Residential development should take advantage of being situated next to Ravenor Park and should be mid density mid-rise flatted development.
- Explore the potential for a pedestrian and cycle route from The Broadway through the Methodist Church to Ravenor Park and an east/west pedestrian footpath through the site.
- Consider introducing direct access from the scouts' hut to Ravenor Park with a north/south footpath and improvements to the play space for the nursery.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Greenford – 02GR

Greenford Broadway Car Park



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Greenford Broadway, Greenford, UB6 9QA	1.0	Council, Private

CURRENT USE

Car park with some adjacent commercial premises.

PROPOSED USE

Residential, retail and community.

RELEVANT PLANNING APPLICATION(S)

P/2009/0034.

SETTING/TYOLOGY

Centres.

PTAL

4–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Grade II Listed Greenford War Memorial (nearby), Locally listed buildings (adjacent and nearby), Greenford District Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Highways and public realm improvements. Landscaping and greening measures.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Situated in the heart of Greenford District Centre.
- Proximate to Greenford Hall, Greenford Library and Ravenor Park.
- Surrounding area is characterised by typical 1930s redbrick three storey suburban shopping parades, semi-detached two storey housing, several locally listed buildings including the adjacent supermarket housed in a former mid-century cinema to the east and a warehouse style supermarket to the north west of the site.
- Situated almost a mile (1.5km) from Greenford Underground Station, with good bus links to the station, and other town centres within the borough and beyond.
- Any proposals should take into consideration development on neighbouring site 01GR.

DESIGN PRINCIPLES

- Capitalise on the site's proximity to the town centre and Ravenor Park by introducing mixed-use development that

- provides new homes alongside retail, commercial or co-working space.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range up to a maximum of 6 storeys (21m) across the site with a medium to high-density flatted development that supports taller buildings in the centre and on the eastern edge of the site, stepping down toward adjacent lower rise building.
- Redevelop the warehouse style supermarket north west of the site and rear car park to provide mixed-use buildings that incorporate employment uses on the ground floor with residential accommodation above.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Create active travel linkages into and across the site, north- south and east- west to create more permeability within the site and improved access to Greenford Hall, Greenford Library, Ravenor Park and the town centre.

- Provide a public realm strategy to improve the corner of Greenford Road and The Broadway where the derelict stall and former Barclays Bank (177 & 177A) on Greenford Road are situated. There is scope here for creating a new public space as a focal point for the town centre.
- Create a new central public space or square that connects all the pedestrian routes through the site, with appropriate green space and tree planting.
- Consider retention of short stay public parking.
- Provide access for servicing of the existing shops on The Broadway and any new development to the rear of the existing shops.

Greenford – 03GR

370–388 Oldfield Lane North

SITE ADDRESS

370 – 388 Oldfield Lane North,
UB6 8PU

SITE AREA (Hectares)

0.16

OWNERSHIP

Private



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 10 20 30 40 50 metres

CURRENT USE

Typical town centre uses including retail and food outlets at ground floor level and residential uses above.

PROPOSED USE

Residential with retail on ground floor.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), locally listed building (nearby), SINC (borough) (adjacent).

KEY INFRASTRUCTURE REQUIREMENTS

Lighting and public realm improvements to the bridge underpass to improve the safety of passage to/from the site; improvements to the Oldfield Lane North crossing and public realm including Greenford Station.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 11–15 (2033/34 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Strategically located opposite Greenford Underground Station and close to the transport (bus) hub in Rockware Avenue.
- The site is characterised by its prominent location, by the shopping parade's modernist character and by the site's proximity to Greenford Underground Station.
- The site's context is retail and predominantly low-rise semi-detached houses.
- The public realm is poor quality and there is a lack of street trees and greenery.
- Adjacent to West Ruislip Branch SINC which runs along the railway track.
- Greenford Broadway Station is a locally listed building.
- Oldfield Lane North runs parallel to Greenford Road, which are both heavily used transport routes into and out of the large Greenford, Northolt, Perivale, Auriol Drive & Butler's Wharf Strategic Industrial Location to the north of the site.
- Westway retail park, Paradise Fields and the Grand Union Canal are all within walking distance of the site.

DESIGN PRINCIPLES

- Capitalise on the site's proximity to Greenford Station, Westway retail park and Horsenden Hill by redeveloping the existing buildings to create a new mixed-use development that provides new homes and improved retail space.
- Create a positive arrival/gateway from Greenford Station.
- Provide new housing and retail uses that complement Greenford's existing range of town centre uses with a new mid to high density building.
- Ensure development proposals sensitively respond to the site's predominantly low-rise context of semi-detached houses and to adjacent SINC land.
- Ensure building heights respond to existing properties on Uneeda Drive and Oldfield Lane North. Consider a stepped approach that concentrates taller elements towards the railway and lower heights to the rear of the site in response to existing residential properties on Uneeda Drive.

- Provide active frontages on Oldfield Lane North with the retention of non-residential uses, such as retail, on the ground floor.
- Ensure that the front of the site must be pedestrian-friendly with vehicle access and parking situated to the rear of the site.
- Retain the existing building line and ensure entrances are set back from the roadside to ensure the width of existing pedestrian footways is retained
- Improve the immediate public realm with tree planting, green walls and other enhancements such as public artwork.
- Upgrade the bridge underpass particularly with better lighting and pavements to improve the safety for pedestrians.
- Establish an effective acoustic strategy to mitigate the impact of noise on dwellings, notably bedrooms, caused by the adjacent railway, Oldfield Lane North traffic, and nearby industrial uses.
- Consider locating bedrooms to the rear of the building with living spaces to the front to lessen the impact of noise from Oldfield Lane North.
- Provide private amenity space in the form of balconies, terraces, a shared courtyard, or shared rooftop garden that maximises views of Horsenden Hill.

Greenford – 04GR

Westway Cross



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Westway Cross Retail Park, 1000 Greenford Road, Greenford, UB6 0UW	4.21	Private

CURRENT USE

Large retail units and associated parking facilities.

PROPOSED USE

Residential-led mixed-use development providing new homes, retail/commercial space, office space and public green space, retained and improved access to Paradise Fields.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus.

PTAL

2–4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 18 storeys (63 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed Former IBM Distribution Centre (adjacent), Metropolitan Open Land (adj), Green Corridor, SINC (metropolitan) and (borough) (nearby), HS2 Surface Safeguarding Consultation Zone, Westway Cross/ Rockware Neighbourhood Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Measures to improve active travel. Potential for district heating.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Proximity to Horsenden Hill and Paradise Fields, with important role in accessing the public space, but also within A40 Corridor of industrial uses.
- Important transport connections via Greenford station.

DESIGN PRINCIPLES

- Create a masterplan that ensures an access strategy and cohesive street layout that establishes a hierarchical network of streets for pedestrian, cycle and car users visiting the retail, employment and residential uses on site.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 6 and a maximum of 18 storeys (63m) across the site.
- Ensure any taller elements are situated to the north of the site with mid-rise shoulder blocks and lower rise blocks to the south to allow for daylight into the inner courtyards whilst maximising views of Paradise Fields & Horsenden

Hill. There is potential for standalone tower to the north-west of the site, situated on Greenford Road. Establish perimeter blocks with commercial/retail and office uses to the ground and upper floors and residential accommodation above. Potential for podium/under-croft parking and private courtyard gardens at first floor levels to improve quality of new streets and public realm.

- Create a distinctive but high-quality character that also provides a sense of cohesion between streets. Vary plot sizes to provide variation in the plan and to help develop character and distinction between buildings.
- Take inspiration from Greenford's established industrial history in concepts for elevation design. For example, referencing the linear proportions of the former IBM building or by incorporating materials that draw reference to the site's former Rockware Glassworks.
- Consider an exemplary sustainable scheme with mix of uses to support district heating, and unified strategy for solar gain and renewable generation.

- Improve vehicular movement through the site with new north-south routes connecting Rockware Avenue and Lyon Way to Green Park Way. Service access should be from western, eastern and edges of the site and Residential access should be from Rockware Avenue and Green Park Way as well as new N-S internal streets bisecting the site. Access to new retail spaces should be from the corner of Greenford Road and Green Park Way.
- Create a public greenspace in the centre of the site, linked by a network of green pedestrian and cycle routes that connect to the SINC. These should be tree lined with bio-diverse planting and SUDS to function as green corridors for wildlife.
- Improve pedestrian connectivity to Paradise Fields with the incorporation of new mews streets, as well as improved with new north-south routes connecting Rockware Avenue and Lyon Way to Paradise Fields, and Greenford Road to the employment uses east of the site.

Greenford – 05GR

Former Greenwich School of Management of Management



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
891 Greenford Road, Greenford, UB6 0HE	2.51	Private

CURRENT USE

Educational facility formerly used by the Greenwich School of Management at northeast of site, and office building occupied by Ferrero with an associated multistorey car park on remainder of site.

PROPOSED USE

High density employment-led mixed-use scheme with education, community, and residential elements.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus.

PTAL

2–3

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 12 storeys (42 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed Glaxo Building, 891– 895 Greenford Road (adjacent), SINC (metropolitan) (nearby), Green Corridor, TPO.

KEY INFRASTRUCTURE REQUIREMENTS

Active travel measures. Social infrastructure.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Proximate to Sudbury Hill Station, Greenford Station, Westway Neighbourhood Centre and nearby Strategic Industrial Locations. Should allow high-density mixed-use development that safeguards existing employment uses and provides new homes.
- An employment-led masterplan should consider phasing and ownership, and explore opportunities for building retention, retrofit, infill and redevelopment to provide residential, education, office and community uses.

DESIGN PRINCIPLES

- Provide flatted residential blocks that will enable employment uses on the ground and upper floors of mixed-use blocks.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 6 and a maximum of 12 storeys (42m) across the site.

- Ensure that tall elements respond to the neighbouring Greenford Quay development to the west. Elsewhere on site, massing should step down in response to existing 2-3 storey properties on Oldfield Lane North and Greenford Road.
- Mitigate the transition between low-rise residential dwellings to the north and high-density development and strategic industrial land to the south.
- Establish a mixed-use development scheme that provides improved office/ shared workspace, education facilities and new homes that complement residential and employment uses situated in Greenford Quay and Westway Cross Neighbourhood Centre.
- Ensure that existing office and education buildings are considered for reuse and retrofit and new housing.
- Create amenity space in the area currently used as parking.
- Provide active frontage particularly on Oldfield Lane North with employment uses should be concentrated to

Greenford Road and Berkeley Road with Oldfield Lane North remaining as a predominantly residential street. Mitigation of level changes may be necessary to accomplish this, and blank walls should be avoided.

Greenford – 06GR

Smiths Farm



© Crown copyright and database rights 2020 OS LA0100019807 15 January 2024

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Kensington Road, Northolt, UB5 6AH	1.37	Private

CURRENT USE

The site features a range of industrial uses, in addition to a used car dealership.

PROPOSED USE

Residential-led, mixed-use scheme including employment component.

RELEVANT PLANNING APPLICATION(S)

221440FUL, 231604FUL.

SETTING/TYOLOGY

Campus.

PTAL

1a

TALL BUILDINGS

The site is in principle not suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Green Belt (adjacent), Green Corridor (nearby), SINC (Borough), Priority Habitat (nearby), existing industrial use (non-designated), Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Scope to make improvements to Green Belt and measures to improve access across Kensington Road.

INDICATIVE TIMEFRAME FOR DELIVERY

Within 5 years.

CONTEXTUAL CONSIDERATIONS

- The site is located between Northala Fields and Marnham Fields, and proximate to the Green Belt, Green Corridor, Public Open Space and SINC designations.
- The site has been used for commercial purposes for the last 25 years and the most recent uses include a lorry park, workshops, storage and plant yards.
- Farmhouse and outbuildings are locally listed including a barn in a poor state of repair.

DESIGN PRINCIPLES

- New buildings should reflect the landscape setting, improving permeability and providing a through route for pedestrians and cyclists between Marnham Fields and Northala Fields.
- Heights should reflect the low-rise housing to the south, rising moderately to the north, with careful consideration for impacts on the visual openness of the landscape, particularly views from Northala Fields.

- Promote design proposals in linear or perimeter blocks, encouraging passive surveillance during the day and at night, integrating with the landscape and ensuring safe access for residents and people using the local footpath network.
- Active frontage should be provided, particularly on Kensington Road.
- Consider the potential for a café or restaurant and convenience retail.
- Create and reinforce pedestrian and cycle routes through the site including upgrading the crossing at Kensington Road.
- Ensure that the core of the site is traffic free, with any parking located at the perimeter.
- Retain and refurbish the locally listed farmhouse and barn.

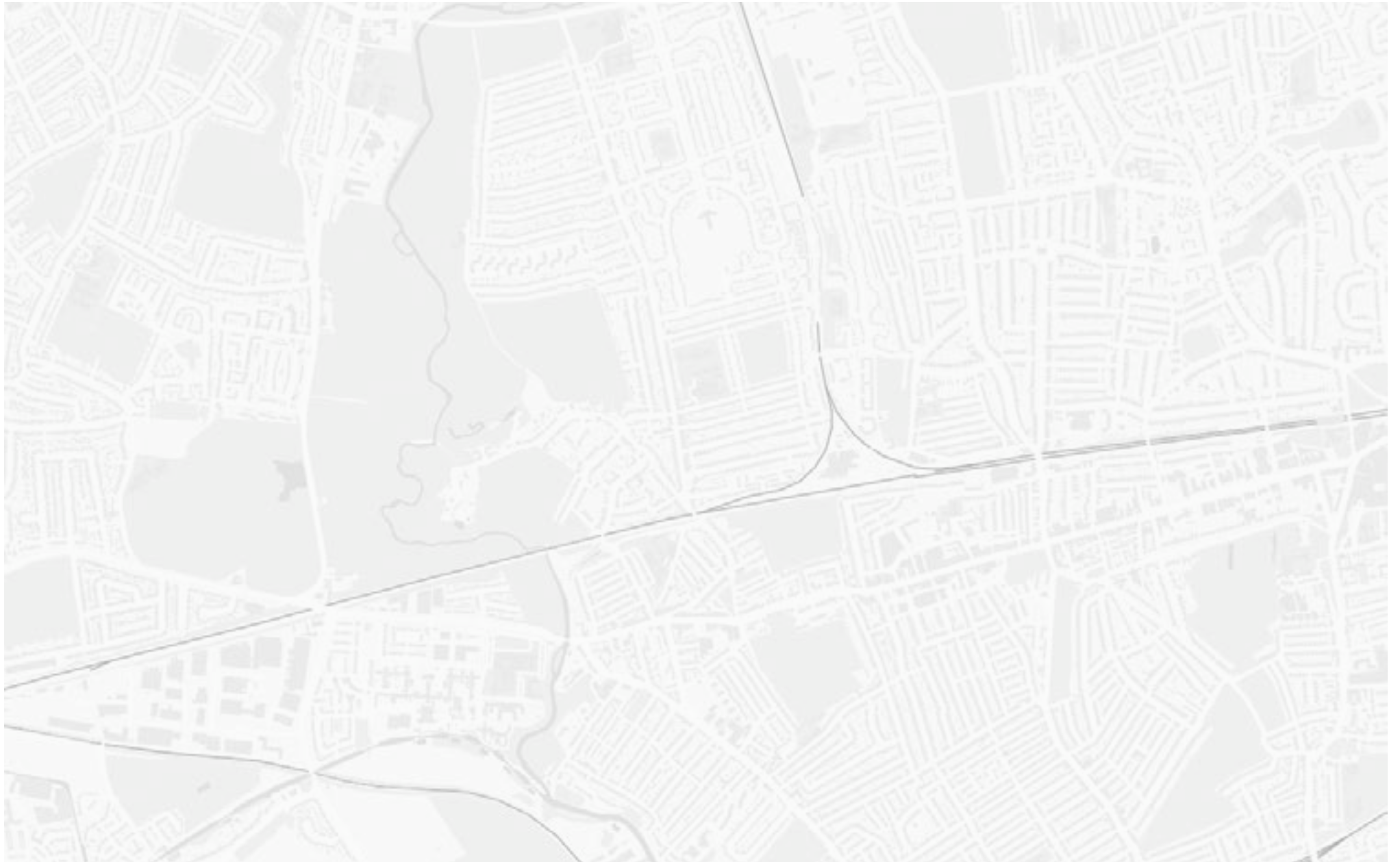
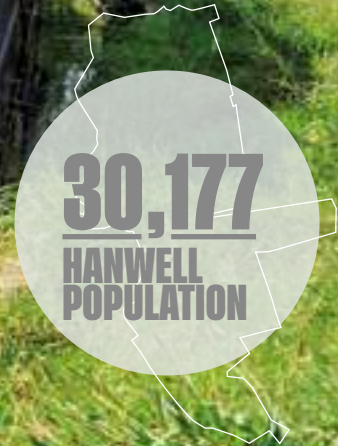




Image: Grand Union Canal, Hanwell.

HANWELL TOWN PLAN



Hanwell today

4.4.1 — Hanwell is located in the centre of the borough and comprises two wards: North Hanwell and Hanwell. Figure H1 illustrates the existing context of Hanwell today.

**17%
OF HANWELL'S
LSOAS ARE IN THE
TOP 20% DEPRIVED
NATIONALLY.***

*which is the third highest rate in the borough.



Image: Boston Parade shops, Boston Gardens, Hanwell.

Historic neighbourhood bordering Ealing Metropolitan Town Centre

4.4.2 — The town is home to approximately 30,000 residents and is one of Ealing's oldest neighbourhoods having grown from a medieval village into today's modern town that borders the borough's Metropolitan Town Centre. However, 17% of Hanwell's LSOAs are in the top 20% deprived nationally, which is the third highest rate in the borough.

4.4.3 — Hanwell has existed since the 11th century and developed due to its road, canal, and railway connections to and from London. The Victorian era brought urban development to the area with the construction of a tramline and public institutions such as Ealing Hospital and the Hanwell Schools. The early 1900s brought significant residential development establishing it as a suburban town.

4.4.4 — Today, Hanwell comprises a wealth of historical assets including Hanwell Community Centre, the Hermitage, St Mary's Church, and Brunel's Wharncliffe Viaduct. In addition, the town centre offers a range of food, retail, and services from both independent and chain businesses. To the south, shopping parades on Lower Boston Road and Boston Road provide local amenities alongside larger areas of commercial retail.

North-south severance

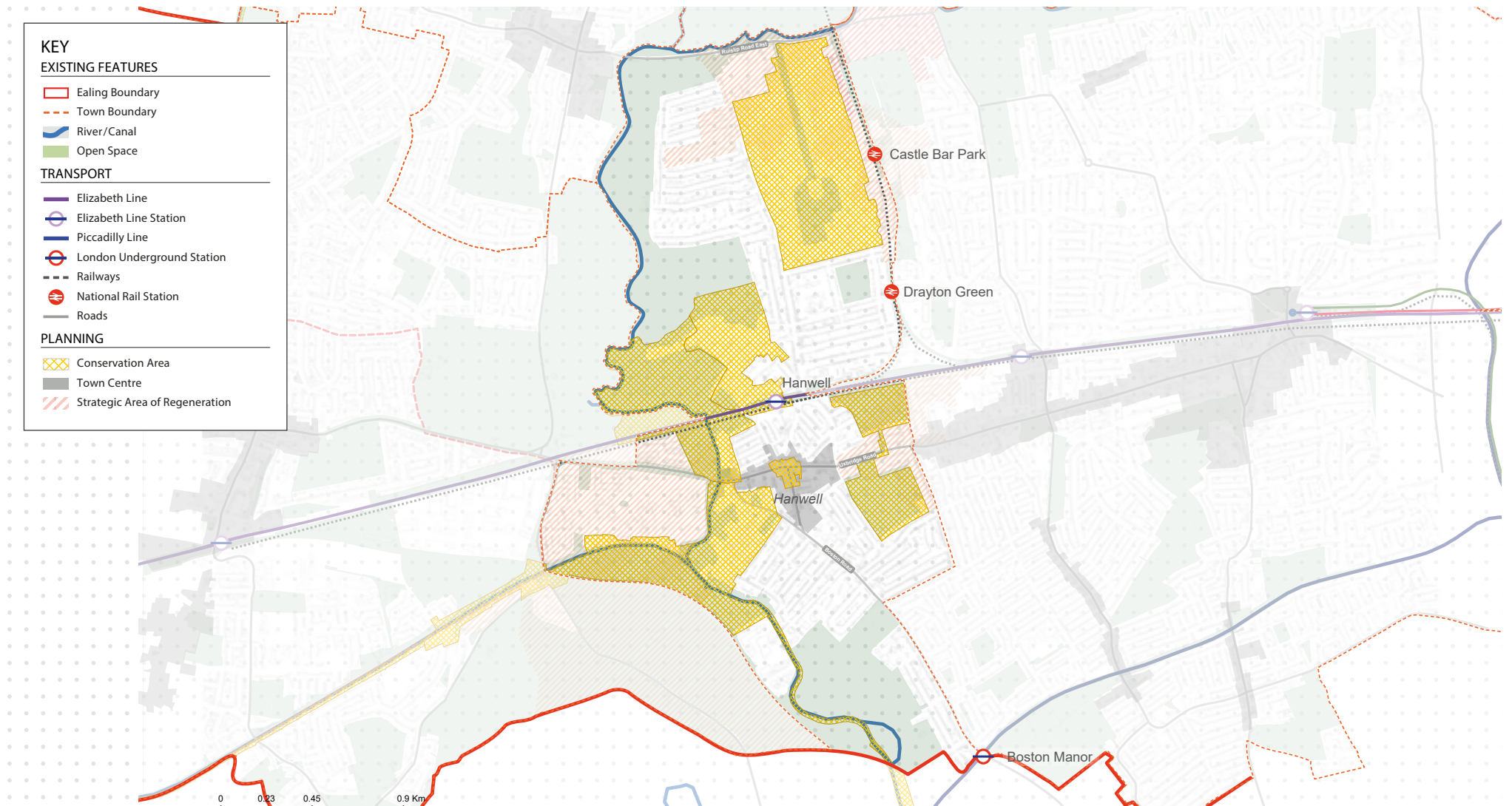
4.4.5 — Hanwell is well-connected by rail with Hanwell, Castle Bar Park and Drayton Green train stations providing connections to West Ealing, Paddington, Reading and Heathrow via the Great Western Rail and Elizabeth line.

4.4.6 — However, these primary transport hubs are situated to the north part of the town, leaving the south of Hanwell more dependent on local bus links via Boston Road and the Piccadilly Line at Boston Manor Underground Station. Uxbridge Road provides an important radial vehicular connection but also severs Hanwell into two areas.

Valuable open space

4.4.7 — Hanwell benefits from numerous quality green spaces such as Brent Lodge Park, Churchfield's Recreation Ground, Cuckoo Park, and Elthorne Park. However, these valuable local assets are not easily accessible by active travel and north-south pedestrian and cycle links could be improved.

Figure H1:
Hanwell existing context



Issues to address in Hanwell

4.4.8 — Ealing Council has an ambition to create a '20-minute Neighbourhood' in Hanwell. To make this a success, it is critical that the key issues felt by local residents everyday are addressed to ensure the best long-term outcome for the town.

4.4.9 — The following sets out the key issues facing Hanwell based on the evidence base that has been developed as part of the Local Plan and reflecting what you told us through the Shaping Ealing survey (2022).

LINKS



[Click here](#) for more information on the Shaping Ealing Report.



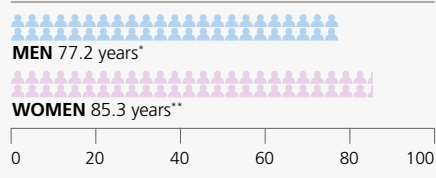
Image: Residential housing.

16% OF HANWELL'S POPULATION HAS NO QUALIFICATIONS.*

*Compared to 7% in Ealing, 6% in London

Source: Page 22, Hanwell Town Briefing, PRD.

HANWELL'S AVERAGE LIFE EXPECTANCY



*Equal to the borough median ranking 7th out of the 7 towns

**Below the borough median ranking 1st out of the 7 towns.

Source: Hanwell Town Briefing, PRD)

Lack of affordable housing

4.4.10 — Hanwell is one of the least affordable towns in Ealing, with local wages not keeping pace with the growing house prices. This is placing increased pressure on local residents who are struggling to meet increasing rents, particularly brought on by the opening of the Elizabeth line.

4.4.11 — Health is also a key issue with the town having the greatest disparity between male and female life expectancy. In addition, recent evidence also illustrates an ageing population that could put increased pressures on health services, while Hanwell has a shortage of young professionals.

4.4.12 — This has created a distinct risk of the gap between low and high-income earners widening and an unbalanced age profile. Therefore, intervention is required to begin delivering a broader range of affordable housing and workspaces to support the ageing population, whilst attracting younger residents and new businesses to the area.

Public sector reliant local economy

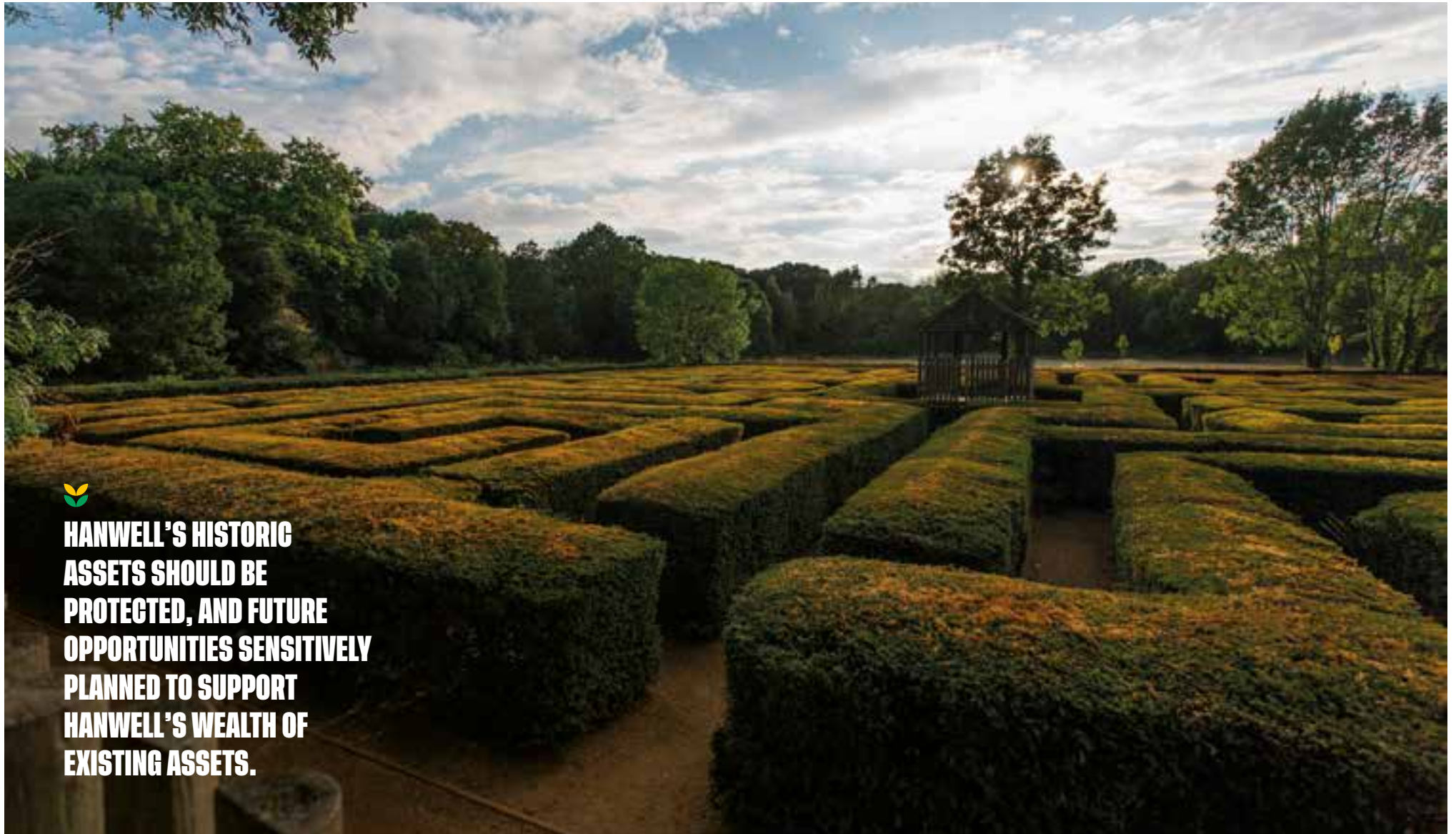
4.4.13 — Hanwell's economy depends largely on public sector employment. This reliance coincides with a decline in employment and particularly a loss of higher value jobs in business support and manufacturing in recent years.

4.4.14 — Hanwell suffers from a lack of higher value jobs, with a higher than average proportion of the population having no qualifications compared to Ealing and London. Compared to other Ealing towns, Hanwell also has the smallest amount of office floorspace in the borough, which limits the opportunity for new businesses to start and grow.

Lack of equitable public and active transport provision

4.4.15 — Public transport provision is very good in parts of Hanwell, but train stations are concentrated to the north of the town, leaving the south more dependent on vehicular access either by car or bus. The area also lacks a cohesive network of walking and cycling routes.

4.4.16 — High levels of severance caused by Uxbridge Road further limits opportunities for active travel between valuable amenities, green spaces, and employment sites that are situated either side of Uxbridge Road. Parts of Hanwell are therefore poorly connected including Trumpers Way which is a key employment site.



HANWELL'S HISTORIC ASSETS SHOULD BE PROTECTED, AND FUTURE OPPORTUNITIES SENSITIVELY PLANNED TO SUPPORT HANWELL'S WEALTH OF EXISTING ASSETS.

Image: Millennium Maze, Hanwell Zoo.



Opportunities for Hanwell

4.4.17 — Hanwell bridges Southall and Ealing Metropolitan Town Centre along the Uxbridge Road. There are fewer opportunities for growth in Hanwell, consequently the ‘Strategic place interventions’ outlined in Chapter 3 proposes lower levels of development in Hanwell. New development should be residential led and contribute to improving local active travel opportunities so residential neighbourhoods can have better access to Hanwell Town Centre and its local centres.



Image: Elizabeth Line connection at Hanwell Railway Station.

Creating inclusive growth

4.4.18 — The Elizabeth line is set to become a catalyst for attracting inward investment to Hanwell. To retain the town’s unique character alongside supporting inclusive growth, Hanwell’s historic assets should be protected, and future opportunities sensitively planned to support Hanwell’s wealth of existing assets whilst supporting sustainability and attracting new business and affordable housing to the area.

4.4.19 — Industrial land to the south of Hanwell provides valuable local jobs and intensification of industrial uses in this area would increase much-needed local employment.

4.4.20 — Within Hanwell’s town centres, there is a need to provide a range of housing types and tenures, including family housing and specialist accommodation types to meet expected increase in people aged 65+, and high-quality affordable housing options that are accessible to low-income and younger people.

Enhancing the town centres across Hanwell

4.4.21 — Hanwell Town Centre, Lower Boston Road, and Boston Road provide a diverse range of key services, retail, and local jobs to local communities. Increased support of independent businesses and community-led activities in these areas would increase employment and footfall and would also help to further distinguish the town from neighbouring West Ealing. A diverse range of new cultural and leisure uses in these areas should not compete with the existing town centre offer.

4.4.22 — Boston Road’s collection of large retail sites has potential for mixed-use development that would improve the quality of the built environment whilst providing much-needed housing. Large commercial and trade businesses here should be re-provided in any new development, alongside the provision of affordable workspace that supports the setting-up of new businesses.

Improving active travel connectivity

4.4.23 — Distinct opportunities exist to better connect Hanwell’s primary transport hubs with its abundance of local landmarks, valuable green spaces, and visitor attractions through the incorporation of improved pedestrian and cycle routes. The strengthening of north-south active travel connections would connect Elthorne Park to Brent Valley Park in the north of Hanwell and promote footfall to these areas.

Hanwell Spatial Strategy

4.4.24 — This section sets out a town spatial strategy that articulates the borough wide spatial vision and spatial strategy into a town specific policy that will help guide future development and investment within the area. This is followed by a series of town specific spatial policies that set out detailed policy related to specific areas within the town. Further development and investment opportunities are also identified within each place. Figure H2 presents the Hanwell spatial strategy.

4.4.25 — The town-level plans are guided by the same three strategic objectives that underpin the borough-level spatial strategy: tackling the climate crisis, fighting inequality and creating good jobs and growth. These also provide a local and contextually specific response to the London Plan that will help guide future growth and planning policy in Ealing.

4.4.26 — The Spatial Options Report provides further detail into the Spatial Strategy and Local Place Interventions, which can be found on Ealing Council's website.



Image: Aerial view of Hanwell Town Centre.



[Click here](#) for more information on the Council's Spatial Options Report.

Figure H2:
Hanwell Spatial Strategy

KEY

EXISTING FEATURES

- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- High Speed 2
- London Overground
- London Overground Station
- Elizabeth Line
- Elizabeth Line Station
- Central Line
- District Line
- Piccadilly Line
- London Underground Station
- National Rail Station
- Roads

PLANNING

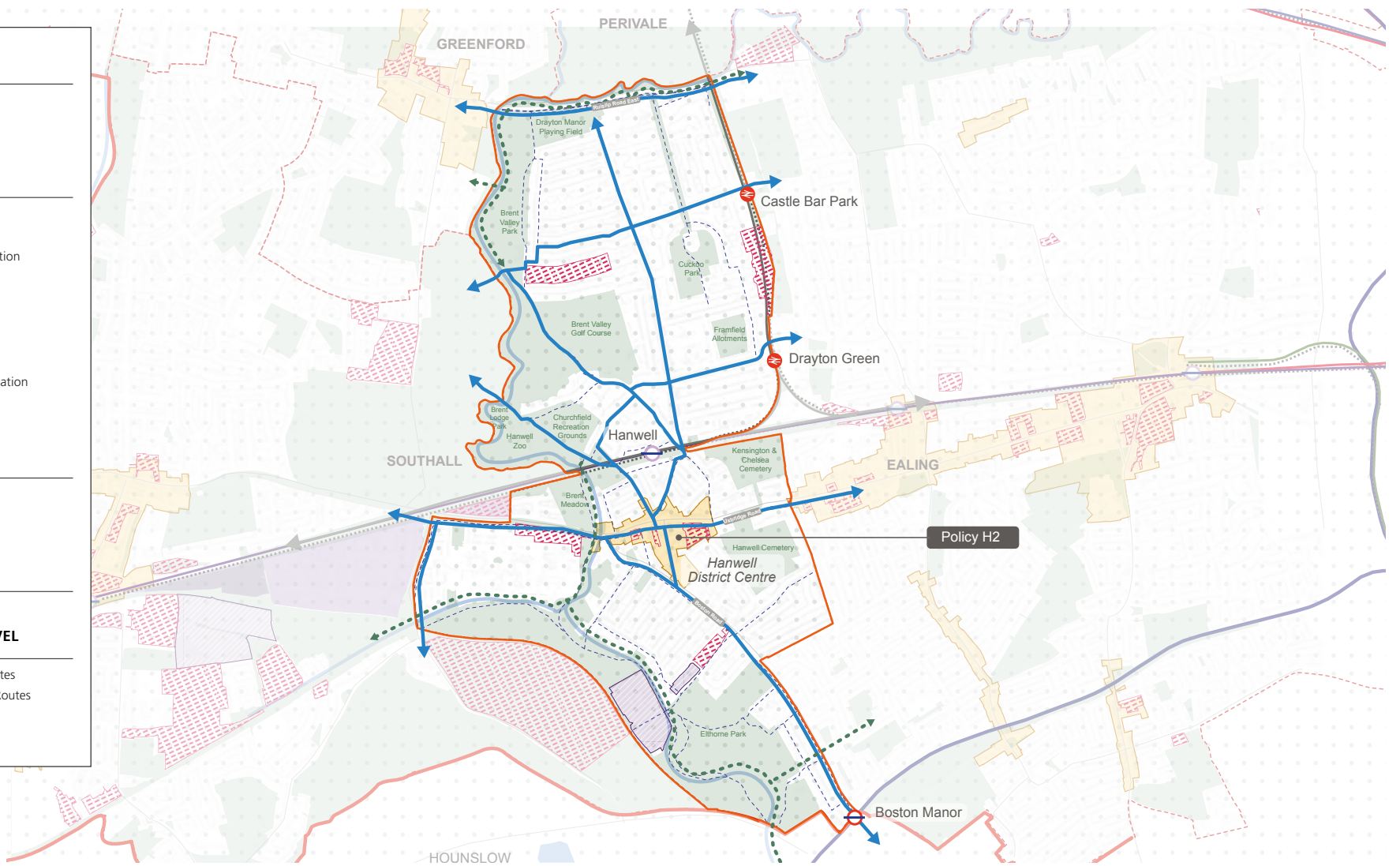
- Town Centre
- Opportunity Area
- Industrial Land (SIL)
- Industrial Land (LSIS)

DEVELOPMENT SITES

- Development Sites

PROPOSED ACTIVE TRAVEL AND GREEN SITES

- Primary Active Travel Routes
- Secondary Active Travel Routes
- Green Links
- Green Connections



Policy H1: Hanwell Spatial Strategy

Spatial vision for Hanwell

A. Hanwell is a compact area with a rich history, strong local character, prominent local heritage assets and green spaces. Growth in Hanwell will focus on diversifying the town centre’s retail and commercial offer, while maximising the opportunities provided by the Elizabeth line to deliver new homes and jobs for residents.

B. Hanwell District Centre will remain the primary location for retail, cultural and community services (see Policy H2). The local high street will be reinvigorated by significant mixed-use development including residential development at key sites along Uxbridge Road and the closely linked hubs at Hanwell Station and Ealing Hospital.

Tackling the climate crisis

C. Connectivity will be improved and severance caused by the Uxbridge Road and the railway will be reduced across Hanwell by:

(i) Investing in an integrated network of north-south and west-east active travel routes and public

realm improvements that will deliver a safer network and support improvements to local health outcomes and reduced greenhouse gas emissions.

(ii) Improving connections with the rest of the borough by investing in better wayfinding and signage from Trumpers Way Industrial Estate to Greenford and Perivale, via the publicly accessible spaces of the Brent Valley Park.

(iii) Investing in Greenford Avenue to create a safer and more appealing route. Local streetscape improvements will enhance connectivity to estates along the active travel corridor.

(iv) Recognising the importance of green infrastructure and the canal network in providing attractive routes around and through Hanwell and integrating these with the broader pedestrian network including widening the towpath of the Grand Union Canal, exploring the potential for additional crossings and better links to the new Brent Valley Park.

(v) Strengthening connections by public transport and active travel enhancements and improvements to the public realm to and from Greenford for

residents living in the north of Hanwell, where Greenford Town Centre is more easily accessible.

Fighting inequality

D. Development will be delivered through careful, contextual design that is informed by existing character areas and promotes heritage assets.

Creating good jobs and growth

E. Hanwell’s economy will be strengthened and diversified by:

(i) Expanding the offer and critical mass of services and employment in Hanwell District Centre.

(ii) Delivering masterplan-led intensification of Trumper’s Way Locally Significant Industrial Site (LSIS), ensuring adequate provision of affordable workspace.

(iii) Integrated development of the area around Ealing Hospital to deliver mixed and commercial uses and masterplanned intensification of the LSIS.

(iv) Delivering on Hanwell’s affordable housing needs, particularly for first time buyers and working age people, as well as identified specialist housing needs, and supporting social infrastructure.

(v) Exploiting opportunities created by the Elizabeth line to boost diversity in Hanwell's local economy and to help reverse the existing reliance on low-paying employment.

(vi) Capitalising on opportunities for heritage-led regeneration particularly along the Grand Union Canal and around Wharncliffe Viaduct.

F. The key infrastructure delivery priorities for Hanwell are set out in Table H1.

4.4.27 — Growth in Hanwell will be led by its context and will occur mainly in and around Hanwell District Centre to capitalise on public transport accessibility levels delivered by proximity to Hanwell Station.

4.4.28 — New development must respond positively to Hanwell's character and identity and seek to enhance it. Hanwell has a varied urban structure with a number of typologies present that reflect periods of its development and growth. The Brent Valley provides an openness to the character to the west; the remaining area includes a mix of urban terraces, cottage estate, villas, suburban semi-detached homes, slab blocks, 1960s townhouses, and cul-de-sacs. These are low-mid scale and sit comfortably together. Development will need to respond sensitively having regard to the growth and intensification themes and associated tall buildings guidance/indicative heights identified in each local character sub-areas. This is further set out in the Ealing Character Study.

4.4.29 — Hanwell's economy is currently dependent on a fairly small number of large public sector employers, and a relatively low-paid range of primary employment. The area's attractiveness to commuters augments local spending power and facilities but does not speak to a strong local culture of start-ups and economic growth. This is reflected in a constrained working age population, declines in population and employment, and by an aging population overall.

4.4.30 — Nevertheless, Hanwell also possesses economic strengths and potential, close to Ealing Metropolitan Town Centre's dominant role in knowledge intensive industries, established industrial areas, as well as the attractive and growing offer of Hanwell District Centre itself. Hanwell's two designated industrial locations, the larger at Trumper's Way and a smaller SIL site north of the hospital both offer the possibility for masterplanned intensification. The former has significant scope for heritage-led regeneration due to its attractive location on the Grand Union Canal.


HANWELL'S ECONOMY IS CURRENTLY DEPENDENT ON A FAIRLY SMALL NUMBER OF LARGE PUBLIC SECTOR EMPLOYERS, AND A RELATIVELY LOW-PAID RANGE OF PRIMARY EMPLOYMENT.

4.4.31 — The SIL site, while being located less attractively on the A40, is nevertheless close to Brunell's Wharnccliffe Viaduct which has a very attractive and accessible setting in public green space, and capacity of its own for heritage-led regeneration.

4.4.32 — Hanwell's attractiveness as a place to live is also a considerable asset to inclusive growth. The provision of housing for working-age people and recycling of the existing stock through specialist housing for older people can also help to attract people who wish to start or run businesses locally. This will be enhanced by supporting improvements to social infrastructure and the community benefits that they bring.

4.4.33 — Connectivity within Hanwell and with the wider borough is essential to its present character and future growth and improvement. Despite its relatively small geographic area, Hanwell suffers severance from the railway, and to some extent as a result of traffic volumes along main arterial roads. These factors are exacerbated by the extended shape of the town and the distributed nature of Hanwell District Centre.

4.4.34 — Hanwell's attractive network of green and blue spaces, particularly Elthorne Park and the network of spaces around Brent River and the Grand Union Canal provide an unusually continuous and extensive network of attractive routes for active travel. They are fundamental determinants of the built environment of the town. The Grand Union Canal towpath will become a more attractive route for active travel to Southall, with towpaths widened and potential for additional crossings, and connecting with Trumper's Way. These should be linked to and integrated with active travel improvements on the main north-south route and the broader, borough-wide network along Uxbridge Road.

4.4.35 — The integration and pleasant travelling experience that this will create are important not just to health and carbon saving objectives, but also to the physical reintegration and mixed uses that support Hanwell District Centre and the town as a whole.

4.4.36 — The IDP forms a key element of the Local Plan's evidence base, setting out the infrastructure that will be required to support the planned growth

across the borough, informed through engagement with stakeholders and infrastructure providers. IDPs are living documents, acting as a 'snapshot in time', and as different infrastructure providers respond to their own unique challenges, the information will naturally date and alter over time. The IDP will require updating on a regular basis to reflect this.

4.4.37 — The delivery of infrastructure is the responsibility of various different bodies, as detailed within the IDP, including those which have a statutory duty to provide sufficient infrastructure to meet the identified need, as well as those who are responding to market conditions.

4.4.38 — Table H1 demonstrates the infrastructure schemes which will support the sustainable delivery of planned growth over the plan period in Hanwell.

Table H1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
Community centres	Hanwell Community Centre restoration.	Ealing Council	TBC
Education	Further pupil forecasting and school capacity work to identify early years, primary, secondary, further years and SEND provision required to support planned growth in Hanwell.	Ealing Council	Throughout plan-period
Special educational needs and disability (SEND)	St Ann's School Expansion.	Ealing Council	TBC
Healthcare	Further work to establish the required levels of healthcare provision to support planned growth in Hanwell (including primary and secondary healthcare and social care).	North West London Integrated Care Board (ICB)	Throughout plan-period
Primary & secondary healthcare	Ealing Hospital / St Bernard's - to provide a new Medium Secure Unit and review options to move the existing mental health services to a new 90-bed low secure unit on site.	North West London ICB	0–5 years
Secondary healthcare	Ealing Hospital: Meadow House Hospice refurbishment / rebuild / relocation.	North West London ICB	TBC
Secondary healthcare	Ealing Hospital: A&E department expansion and development.	North West London ICB	TBC
Secondary healthcare	Ealing Hospital: Theatre & Critical Care refurbishment and modernisation.	North West London ICB	TBC
Secondary healthcare	Ealing Hospital: Outpatients refurbishments and efficiency improvements.	North West London ICB	TBC
Secondary healthcare	Ealing Hospital: Site infrastructure and car parking improvements.	North West London ICB	TBC
Secondary healthcare	Ealing Hospital: Energy Centre and Net Zero investments.	North West London ICB	TBC
Secondary healthcare	Ealing Hospital: Endoscopy expansion and refurbishment	North West London ICB	TBC
Active travel	A range of schemes to support active and sustainable travel in Hanwell, including public realm, streetscape and highways improvements.	Ealing Council	TBC
Flood mitigation	Feasibility studies of critical drainage areas at Boston Road catchment.	Environment Agency	TBC
Heat Networks	Proposed area in Hanwell has been identified and designated as best suited for a heat network as a low cost and low-carbon solution.	Ealing Council	TBC

Hanwell Spatial Policies

Policy H2: Hanwell District Centre

Hanwell District Centre will maintain and enhance its role as the local service and employment hub by:

(i) Improving the retail, residential, leisure, and mixed-use offer capitalising on the high public transport accessibility levels delivered by proximity to Hanwell Station.

(ii) Optimising the gateway role of Hanwell Station through the delivery of adjacent opportunity sites, and environmental improvements along approaches to the station and along Greenford Avenue.

(iii) Realising the opportunities for mixed development around Ealing Hospital including the adjacent SIL site, and the distinct but close relationship of these sites to Hanwell District Centre.

(iv) Implementing character-led intensification within and around the Centre.

(v) Enhancing the unique cultural offer of the area including supporting local festivals and community events.



Image: Cycle routes along the Grand Union Canal, Hanwell.

4.4.39 — Hanwell District Centre’s boundaries are not cleanly delineated particularly in relation to its main transport hub, which is located separately but close by at Hanwell Station, but also because of the arterial role of the Uxbridge Road, which varies in character and active frontage along its length but nevertheless provides close links to West Ealing and Ealing Hospital.

4.4.40 — The hospital site is separated from the town centre proper by the River Brent and has a substantially different built character. It should, nevertheless, be understood as a closely related enclave to Hanwell District Centre, which is important to realising its role as a hub for housing, transport, local services, and employment.

4.4.41 — The boundary of Hanwell District Centre has traditionally been tightly drawn to reflect the concentrated nature of local shopping frontages, which have also faced substantial leakage in retail trade to Ealing Metropolitan Town Centre and out of town locations. This has also seen the growth of retail functions, particularly those with an out-of-town character south along Boston Road. These sites now present opportunities for housing and mixed development. Similarly, railway severance and the hub function of Hanwell Station has resulted in a distinct but proximate local centre along Greenford Avenue which provides shopping and local services to northern Hanwell.

4.4.42 — There are also important concentrations of industrial land and employment at Trumper’s Way, all of which describes a much broader hub of mixed uses and activities centred on and accessible to Hanwell District Centre, and certainly within the boundary of the 20-minute neighbourhood.

4.4.43 — This more diffuse nature of Hanwell District Centre should not be construed as meaning discordant development types or scales, but rather a mosaic character of uses and urban environment that complements the whole and is integrated through active travel. This reflects the importance of local services to sustainable ways of living and working, and also of an inclusive economy to attract a larger working age population, increase higher value jobs, and diminish dependence on a small number of large public sector employers.

4.4.44 — A character-led approach to intensification also builds upon the things that local people value most in the dense, walkable, and integrated urban environment, with good access to local services and green spaces. Reflecting this mosaic character, sensitive contextual growth, and the economic and climate benefits that it brings will be focused upon but not confined to Hanwell District Centre.



HANWELL DISTRICT CENTRE WILL MAINTAIN AND ENHANCE ITS ROLE AS THE LOCAL SERVICE AND EMPLOYMENT HUB.



Image: Hanwell Locks, Grand Union Canal.

Hanwell Development Sites

4.4.45 — There will be significant change over the 15-year Local Plan period. The borough spatial strategy seeks to show how future growth will be managed and planned for. It identifies and promotes those areas that can accommodate growth, those that are in need of regeneration, and those that can deliver jobs or infrastructure.

4.4.46 — The Town Plans translate this strategy to the neighbourhood level and set out Ealing Council’s ambitions for place making. To deliver the town-level spatial strategies and their associated policies, a number of Development Sites have been identified. The selection of these Development Sites was the subject of a detailed assessment and a ‘call for sites.’

4.4.47 — Development Sites have development potential that could support the delivery of the spatial strategy whilst ensuring the borough meets its housing and employment space requirements, alongside the delivery of any necessary and appropriate infrastructure.

4.4.48 — Figure H3 and Table H2 present all the Hanwell Development Sites and the schedules that follow set out key site information, contextual considerations and design principles for each.

4.4.49 — Development Sites represent site-specific components of the development plan and are intended to deliver the broader thematic policies set out elsewhere in this document.


4.4.50 — Development Sites form the adopted policy for each of these specific sites and will not restate all relevant development plan policies; however all proposals are expected to accord with the development plan as a whole, as well as any local placemaking objectives set out in the relevant Town Plan. Proposals will also need to take account of relevant masterplans or supplementary planning document (SPD) guidance as part of future planning applications.

4.4.51 — The Development Site schedules that follow should be read in conjunction with the overarching principles below:

Residential: Refers to Use Class C3 housing.

Setting/Typology: Development proposals must respond to relevant contextual design guidance provided in Part 2 of the Ealing Character Study.

PTAL: Refers to the 2015 base year as defined by Transport for London. Development proposals must be assessed against the latest data available at the point of application.



LINKS
[Click here](#) for more information on the Site Selection Assessment.

Tall Buildings: Detail on specific tall buildings sites is set out in the Tall Buildings Strategy and supporting Site Study Appendices. Height is set out in storeys and a metre equivalent is prescribed in Policy D9 as an average of 3.5 metres per storey. The tall buildings threshold height is simply that and not a presumption that any height up to this is automatically acceptable. Proposed heights remain subject to a full design assessment at the point of application.

Flood Risk: Development proposals must comply with latest technical guidance provided by the council, including the Strategic Flood Risk Assessment (SFRA) Level 1 and 2.

Key Infrastructure Requirements: Infrastructure is expected to be delivered in earlier phases of development. These requirements are consolidated in the council's Infrastructure Delivery Plan, which acts as a 'snapshot in time', setting out the infrastructure that will be required to support the planned growth across the borough, delivered through a variety of bodies, including Ealing Council.

Design Guidance: Development proposals must comply with latest design guidance provided by the Greater London Authority (GLA), the council's Ealing Character Study and Housing Design Guidance.

Housing: Development proposals for sites with a residential component must satisfy the requirements of the council's Housing Strategy at the point of application.

Industry: Development proposals for sites with an industrial component must satisfy the requirements of Policy E4 for testing and reversion of industrial uses.

4.4.52 — Any factual information cited in a Development Site should be reconfirmed prior to application. Planning designations can be sourced on the council's Interactive Policy Map.

4.4.53 — For Development Sites under multiple ownership, applicants should undertake effective engagement with residents, landowners, developers and leaseholders to facilitate potential land assembly for the benefit of comprehensive and cohesive development. Where single applications are submitted for part of a Development Site, proposals must not compromise future delivery of land remaining within the overall Development Site boundary.

4.4.54 — The deliverability of Development Sites was assessed at the plan making stage. The Site Selection Report explains the approach, methodology and findings and can be found on the council's website.

4.4.55 — The council will promote the delivery of these Development Sites, including use of compulsory purchase powers where these are necessary for land assembly.

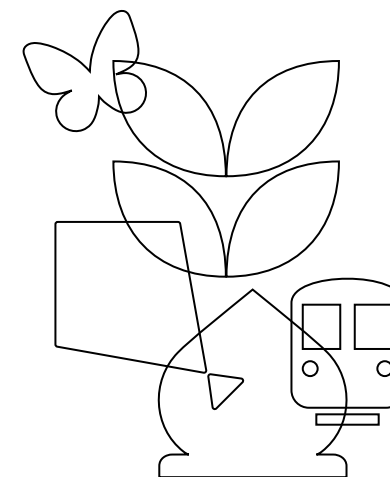






Table H2:
Hanwell Development Sites

01HA	Land to the front of Ealing Hospital	284	06HA	Tile Depot & Lambourn Close	294
02HA	Gray's Garage	286	07HA	Copley Close Estate	296
03HA	George Street Car Park	288	08HA	High Lane Housing Estate	298
04HA	Site of Lidl and discount store	290			
05HA	Marshall Site, Gold's Gym & Garages on Montague Avenue	292			













Figure H3:
Hanwell Development Sites

KEY



EXISTING FEATURES

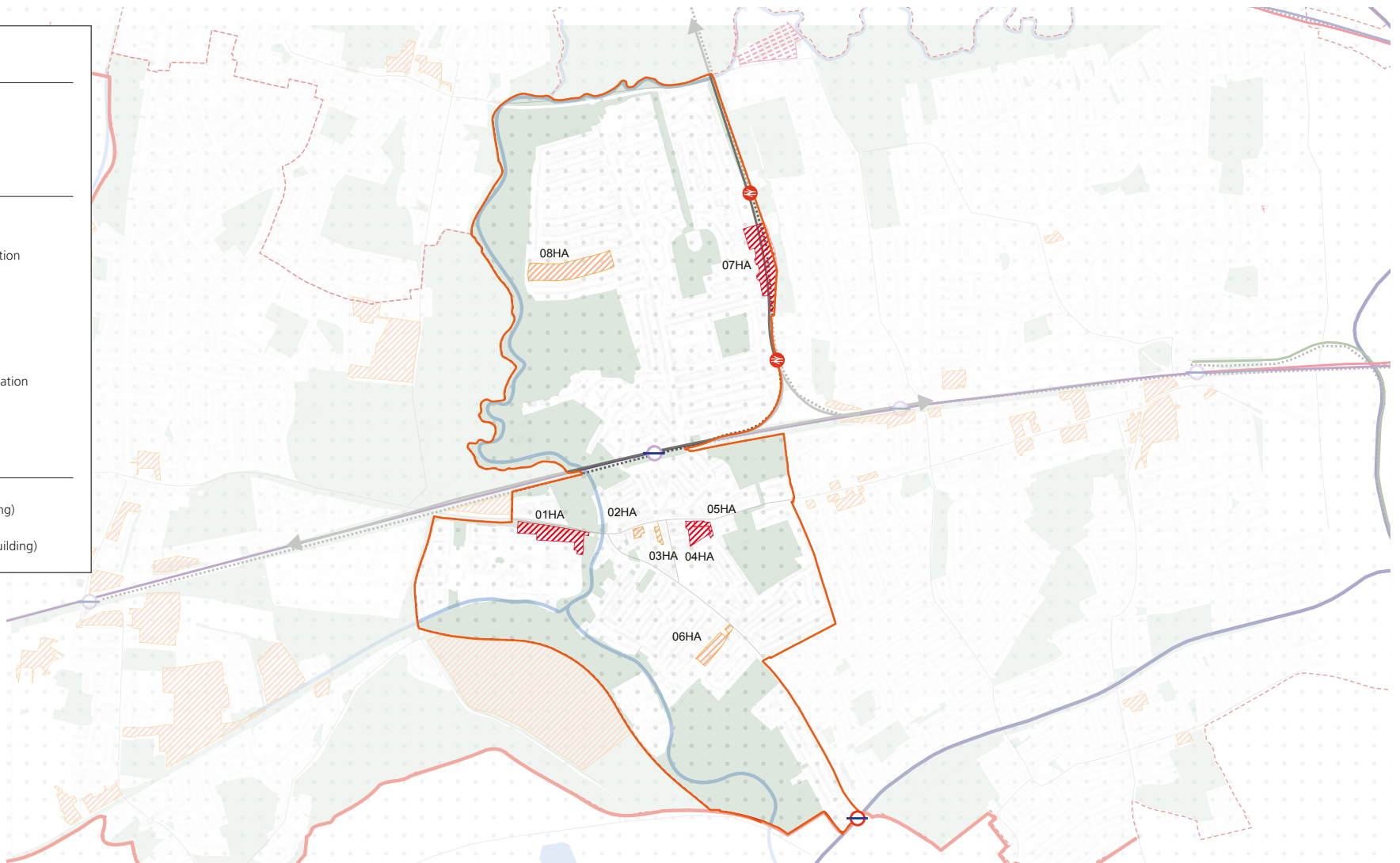
-  Ealing Boundary
-  Town Boundary
-  River/Canal
-  Open Space

TRANSPORT

-  High Speed 2
-  London Overground
-  London Overground Station
-  Elizabeth Line
-  Elizabeth Line Station
-  Central Line
-  District Line
-  Piccadilly Line
-  London Underground Station
-  Railways
-  National Rail Station
-  Roads

DEVELOPMENT SITES

-  Development Sites (suitable for a tall building)
-  Development Sites (not suitable for a tall building)



Hanwell – 01HA

Land to the front of Ealing Hospital



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Uxbridge Road, Southall, UB1 3HW	2.44	NHS

CURRENT USE

Ealing Hospital car park and adjacent residential properties.

PROPOSED USE

Residential and reprovide car parking for hospital.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Campus/Continuous block.

PTAL

3–4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 12 storeys (42 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 2 (fluvial and tidal) and Flood Zone 3 (surface water), Grade II Listed St Bernard’s Hospital (adjacent), Grade II Hanwell Bridge (nearby), Churchfields CA (adjacent), St Mark’s Church and Canal CA (nearby), SINC (borough) (adjacent), SINC (metropolitan) (nearby), Green Corridor, Priority Habitat (nearby), Blue Ribbon Network (adjacent), Strategic Area for Regeneration, Metropolitan Open Land.

KEY INFRASTRUCTURE REQUIREMENTS

Green links to Capital Ring/MOL (Fitzherbert Walk/River Brent). Public realm, landscaping and greening improvements. Flood risk mitigation (fluvial and surface water). Health facilities.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- The site forms part of the wider Ealing Hospital, which includes an accident and emergency department, the Three Bridges medium secure unit, Meadow House hospice, and other departments and facilities.
- Any proposals should take into consideration development on neighbouring site 1750.
- St Bernard's Hospital to the east of Ealing Hospital has recently been redeveloped with high rise high density residential development (St Bernard's Gate).
- Uxbridge Road is dual carriageway, with heavy traffic that creates a hostile edge for the northern part of the site.
- In contrast, the eastern edge of the site abuts Fitzherbert Walk along the Brent River, which forms part of London's Capital Ring. The river and riverside walk are designated MOL and is encompassed by St Marks Church and Canal Conservation Area with Churchill Conservation Area and Brent Meadow/Connolly Meadow MOL to the north of the site. Part of northern edge of the

site lies within a Green Corridor.

- The hospital is within a 15-minute walk of Hanwell Station and there are bus routes that run along the Uxbridge Road, with one route terminating within the hospital grounds.
- The site is at risk of both fluvial and surface water flooding. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment, and any future site-specific flood risk assessment triggered by an application.

DESIGN PRINCIPLES

- Promote a mixed use residential led development with buildings facing along the main route into Ealing Hospital from the Uxbridge Road (A4020).
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range up to a maximum of 12 storeys (42m) across the site with storeys, with varied heights and taller elements situated to the north of the site.

- Reprovide affordable, key worker and assisted housing alongside the provision of new residential and community uses.
- Reprovide office uses in low rise buildings along the eastern edge of the site, fronting the River Brent.
- Ensure new buildings respond sensitively to existing residential frontages to the west and avoid privacy and overlooking issues with the hospital.
- Provide active frontages along the northern edge of the site, and internal streets where possible.
- Improve east-west and north-south pedestrian access through the site.
- Improve access to the Capital Ring route that runs along the eastern edge by opening up spaces along the interface between the site and Fitzherbert Walk. Public realm improvements should include upgrading the access points from Hanwell Bridge.
- Ensure tree planting along the northern edge of the site in particular to enhance the existing Green Corridor and create a buffer between the Uxbridge Road and the site.
- Limit vehicular movement to the perimeter of the site, improving the pedestrian/public realm.
- Provide new podium car parking for both hospital and limited residential parking.
- Ensure that existing access to the hospital is provided from Uxbridge Road, with the potential for reconfiguring internal arrangements and access for ambulances.

Hanwell – 02HA

Gray's Garage



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
158–164 Uxbridge Road, Hanwell, W7 3TB	0.24	Private

CURRENT USE

Auto repair shop and car wash.

PROPOSED USE

Residential-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

P/2010/3306.

SETTING/TYOLOGY

Centres.

PTAL

4–5

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), St Marks Church and Canal CA (nearby), Hanwell Clock Tower CA (nearby), locally listed buildings (nearby), SINC (local) (nearby), existing industrial use (non-designated), Hanwell District Centre, Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements and measures to improve permeability and active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- The site is situated along the A4020 Uxbridge Road, a historic arterial road leading into and out of inner London and is located within Hanwell District Centre.
- The area is characterised by mainly two and three storey buildings on the Uxbridge Road, with shops and services on the ground floor and residential above, and two storey terraced housing to the south.
- Overall scale and design of proposals should be responsive to heritage aspects of the adjoining St Mark's Church & Canal Conservation Area to the south and the Hanwell Clock Tower Conservation Area to the north-east.
- The site is within a 10-minute walk from Hanwell Station and there are several bus routes along the Uxbridge Road.

DESIGN PRINCIPLES

- Capitalise on the site's location along A4020 Uxbridge Road within Central Hanwell, its proximity to Hanwell Crossrail Station and nearby parks by

introducing a mixed-use development that provides residential, commercial space and public open space.

- Consider the potential for a mid- to high-density scheme that provides residential, office and commercial uses to complement the town centre.
- The scale of development must not exceed 5 storeys (18 metres).
- The scale along the southern boundary should be lower than along Uxbridge Road so as not to over-dominate the amenity of the adjacent Maudesville Cottages and Westminster Road residential developments.
- Proposed heights should consider the impact of views from St Mark's Church & Canal and Hanwell Clock Tower Conservation Areas.
- Active frontages should be incorporated into development overlooking Uxbridge and Westminster Roads with the introduction of non-residential uses, such as office or community uses at lower floors.

- Ensure unified shopfronts and provide an upgraded public realm on Uxbridge Road and Westminster Road with building lines consistent with those established by neighbouring properties to restore the perimeter block structure.
- Provide new pedestrian routes through the site that integrate with the Brent Valley Park and parks to the south-west and improve existing pedestrian routes to the town centre.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Hanwell – 03HA

George Street Car Park



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
George Street, Hanwell, W7 3SY	0.22	Council

CURRENT USE

Car park.

PROPOSED USE

Residential-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Clock Tower CA (adjacent), locally listed building (nearby), Hanwell District Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Improved public realm, landscaping and measures to improve permeability and active travel. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- The site is situated on George Street, off the A4020 Uxbridge Road, a historic arterial road leading into and out of inner London. The site is located within Hanwell District Centre.
- The site is bounded by a small two storey block of terraced houses with shops and services on the ground floor to the north on the Uxbridge Road. To the north east is a new 6 storey flatted development on the Uxbridge Road. The site is bounded to the south and east by two storey terraced cottages which front onto the car park. The western edge of the car park is edged with the backs of 3 storey mews houses.
- Overall scale and design of proposals should be responsive to heritage aspects of the adjoining St Hanwell Clock Tower Conservation Area to the east.
- The site is within a 10-minute walk from Hanwell Station and there are several bus routes along the Uxbridge Road.
- The site is at high risk of surface water flooding, particularly the northern and south-western sections. The design and

layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessments read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Ensure that the height of any development proposals takes into consideration the 2 storey terraced cottages fronting the site, with scale and massing responding sensitively to the low-rise surrounding housing.
- Reflect the fine-grained character of neighbouring streets.
- Create a mews style development to reflect existing adjacent residential development, with tree planting and soft landscaping to improve the public realm.
- Create a pedestrianised route through the site linking Uxbridge Road with Wilmot Place and Boston Road, to improve permeability in the area.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Hanwell – 04HA

Site of Lidl and discount store



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
90–94 Uxbridge Road, Hanwell, W7 3SU	0.83	Private

CURRENT USE

Retail (supermarket), associated parking.

PROPOSED USE

Residential-led, mixed-use scheme (retail/ food and beverage and community).

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Hanwell Clock Tower CA (nearby), Hanwell Cemeteries CA (nearby), locally listed building (nearby), Hanwell District Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Lidl supermarket with surface parking covering half the site.
- A strategic site located within Hanwell town centre and close to Hanwell Clock Tower Conservation Area.
- Poor public realm at entrance to the site with wide access from Uxbridge Road.
- Within walking distance of Hanwell Station and bus routes along the Uxbridge Road.
- Development proposals should take into consideration development on adjacent site 05HA.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 3 and a maximum of 6 storeys (21m) across the site, with the tallest elements situated on the Uxbridge Road and stepping down in height toward the rear of the site.
- Consider reconfiguring of the site with retail/café/restaurant continuing the

street frontage along the Uxbridge Road and an upgraded public realm to create a strong perimeter to the site.

- Create a high-quality public space within the development, linked to internal pedestrian streets with tree planting and soft landscaping, and improved pedestrian routes through the site from Uxbridge Road to Montague Avenue.
- Ensure the design, scale, layout, and materials reflects the prevailing character and fine grain of the surrounding area.
- Ensure that retail units along the Uxbridge Road are flexible in size to allow for smaller independent businesses.
- Reprovide the supermarket on site.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Provide suitable onsite amenity space for any residential development.

Hanwell – 05HA

Marshall Site, Gold’s Gym & Garages on Montague Avenue



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
54–88 Uxbridge Road, Hanwell, W7 3SU	0.29	Private

CURRENT USE

Retail, leisure, professional services, education, a dentist, a car dealership and residential accommodation.

PROPOSED USE

Residential-led, mixed-use scheme including community use.

RELEVANT PLANNING APPLICATION(S)

172913FUL, 215983FUL.

SETTING/TYOLOGY

Centres.

PTAL

4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 8 storeys (28 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Hanwell Cemeteries CA (nearby), Hanwell Clock Tower CA (nearby), Grade II St Mellitus Church (nearby), TPO, locally listed building (nearby), Hanwell District Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm and landscaping improvements. Improve permeability and active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–15 (2023/24 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- A strategic site located within Hanwell town centre, adjacent to locally listed Church of Our Lady and St Joseph and close to Hanwell Cemeteries Conservation Area.
- Commercial elements will need to maintain a strong active frontage to support the vibrancy of Hanwell town centre and the Uxbridge Road.
- Within walking distance of Hanwell Station and bus routes along the Uxbridge Road.
- Development proposals should take into consideration development on adjacent site 04HA.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 3 and a maximum of 8 storeys (28m) across the site, with tallest elements situated on the Uxbridge Road and stepping down in height toward the rear of the site.

- Ensure that the design, scale and materials reflects the fine-grained character of the surrounding area and must consider the adjacent locally listed building and its setting.
- Maintain the existing frontage on the Uxbridge Road, creating a strong perimeter to the site, with commercial units and an improved public realm enhancing the importance of this site as a gateway to the town centre.
- Provide retail/commercial units in a variety of unit sizes to encourage local independent businesses.
- Maintain the historic building line of the Uxbridge Road.
- Provide a new community space on the southern part of the site fronting Montague Avenue potentially associated with the adjacent church, with improvements to the public realm.
- Create a pedestrian link between Uxbridge Road and Montague Avenue.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Provide suitable onsite amenity space for any residential development.

Hanwell – 06HA

Tile Depot & Lambourn Close



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
128 Boston Road & Lambourne Close, Hanwell, W7 2LN	1.13	Council, Private

CURRENT USE

Residential, a tile showroom and builders' merchants.

PROPOSED USE

Residential, retail.

RELEVANT PLANNING APPLICATION(S)

177740FUL.

SETTING/TYOPOLOGY

Free-form / Campus.

PTAL

1 b-2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), SINC (borough) (nearby), Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, greening and landscaping improvements. Improvements to pedestrian links.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6-15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- The Tile Depot is situated on the Boston Road, adjacent and opposite primary and secondary shopping frontages on Boston Road.
- The majority of the site comprises council owned Lambourne Close, a housing estate, including Chris Payne House at the south western end of the site, a block of modular units used as temporary accommodation.
- To the south of the site is Trumpers Way LSIS.
- The site borders the back gardens of houses on Trumpers Way to the east and Humes Avenue to the west, which provides access to Lambourne Close.
- The site is within easy reach of Elthorne Waterside Park and the Grand Union Canal.
- The public realm outside Tile Depot on Boston Road and the junction with Trumpers Way is poor quality with many opportunities for improvement.

DESIGN PRINCIPLES

- Ensure an active frontage on the Boston Road, with proposed building lines maintaining the historic building lines of Boston Road and retaining the fine grain and historic development pattern of the area of the road.
- Retain retail uses on the ground floor with residential units above on Boston Road.
- Ensure that building heights are in keeping with the surrounding area and consider the cottages on Rosedale Close.
- Improve public realm, particularly on Boston Road and the junction with Trumpers Way, including tree planting and soft landscaping.
- Ensure that any development proposals for Lambourne Close first consider refurbishment or retrofit of the existing buildings, with some infill and airspace development. There are opportunities to reconfigure the green space surrounding the residential blocks to create better shared amenity space.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Retain Chris Payne House as the existing modular units have a life span of 50 years and provide much needed temporary accommodation.
- Improve pedestrian access through the site, with new east – west routes to allow better access to Trumpers way and Elthorne Park, and a north – south route to allow for access to Belvedere Road.

Hanwell – 07HA

Copley Close Estate



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Copley Close, Hanwell, W7 1AZ	3.64	Council

CURRENT USE

Residential estate with associated amenity space.

PROPOSED USE

Residential with health and retail facilities.

RELEVANT PLANNING APPLICATION(S)

201613FUL, PP/2013/2127.

SETTING/TYOLOGY

Free-form.

PTAL

1b-2

TALL BUILDINGS

The site is in principle suitable for a tall building. An agreed masterplan indicates a maximum height of 7 storeys (24.5 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Cuckoo Estate CA (adjacent), SINC (borough) (adjacent), Green Corridor (adjacent), Priority Habitat (adjacent), SINC (local) (nearby), Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, greening and landscaping improvements. Active travel improvements and green links. Health facilities.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Copley Close is a long narrow estate bounded by the railway line to the east and the establishes neighbourhoods of the Cuckoo Estate to the west.
- Part of a larger estate regeneration project, much of which has already been completed.
- This part of the estate is characterised by blocks of flats and some housing. Cars are parked along the length of Copley Close with many parked on pavements. The public realm is poor quality and pedestrians and cyclists are not prioritised.
- Adjacent to Cuckoo Estate Conservation Area, Greenford Branch Line Green Corridor, Gurnell Grove and Castlebar SINC, close to Castlebar Park and Copley Wood.
- The estate sits to the east of Greenford and north of Hanwell. It is largely isolated despite being close to Castle Bar Park Station at the top of the site, Drayton Green Station to the south and a bus route that runs along Copley Close, as these public transport services run infrequently.

- The estate is characterised by poor quality housing, with severe design and layout problems, including poorly maintained public areas and play spaces.

DESIGN PRINCIPLES

- Redevelop and regenerate the southern and eastern areas of the estate to optimise the delivery of renewed affordable housing stock, and to provide a better defined and structured urban form with public realm improvements.
- Replace existing housing with new, higher density housing to optimise the use of the land, taking account of London Plan Policy H8.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Consider the potential for retrofit and refurbishment.
- Ensure building height, massing and street layout proposals are developed in accordance with the agreed masterplan. Heights are to range up to a maximum of 7 storeys (24.5m) across the site.
- The design, scale and massing should consider the character of the surrounding area and parts of the estate that have already been redeveloped, creating a distinct character that respects the suburban and heritage context of the Cuckoo Estate.
- Provide enhanced road access to the estate and improved integration with the surrounding area.
- Improve the public realm, accessibility, and wayfinding throughout the site, with increased permeability for pedestrians and cyclists.
- Provide public and private garden space including play space for children.
- Provide new amenities such as small-scale retail and community uses.
- Create green, pedestrian, and cycle links to Copley Wood.
- Car parking should be provided for units of three bedrooms or more.

Hanwell – 08HA

High Lane Housing Estate



© Crown copyright and database rights 2020 OS LA0100019807 16 November 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
High Lane Estate, Hobbayne Road, Hanwell, W7 3RJ	3.62	Council

CURRENT USE

Residential estate.

PROPOSED USE

Residential led, mixed use scheme, shop/café, community space, energy centre and substation.

RELEVANT PLANNING APPLICATION(S)

210009OUT, 232807FUL.

SETTING/TYOLOGY

Free-form.

PTAL

1 a-2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 2 (fluvial & tidal), 3a (surface water), SINC (borough) (nearby).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements including public open space, community space, energy centre and substation. Flood risk mitigation (fluvial and surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1-10 (2023/24 – 2032/33)

CONTEXTUAL CONSIDERATIONS

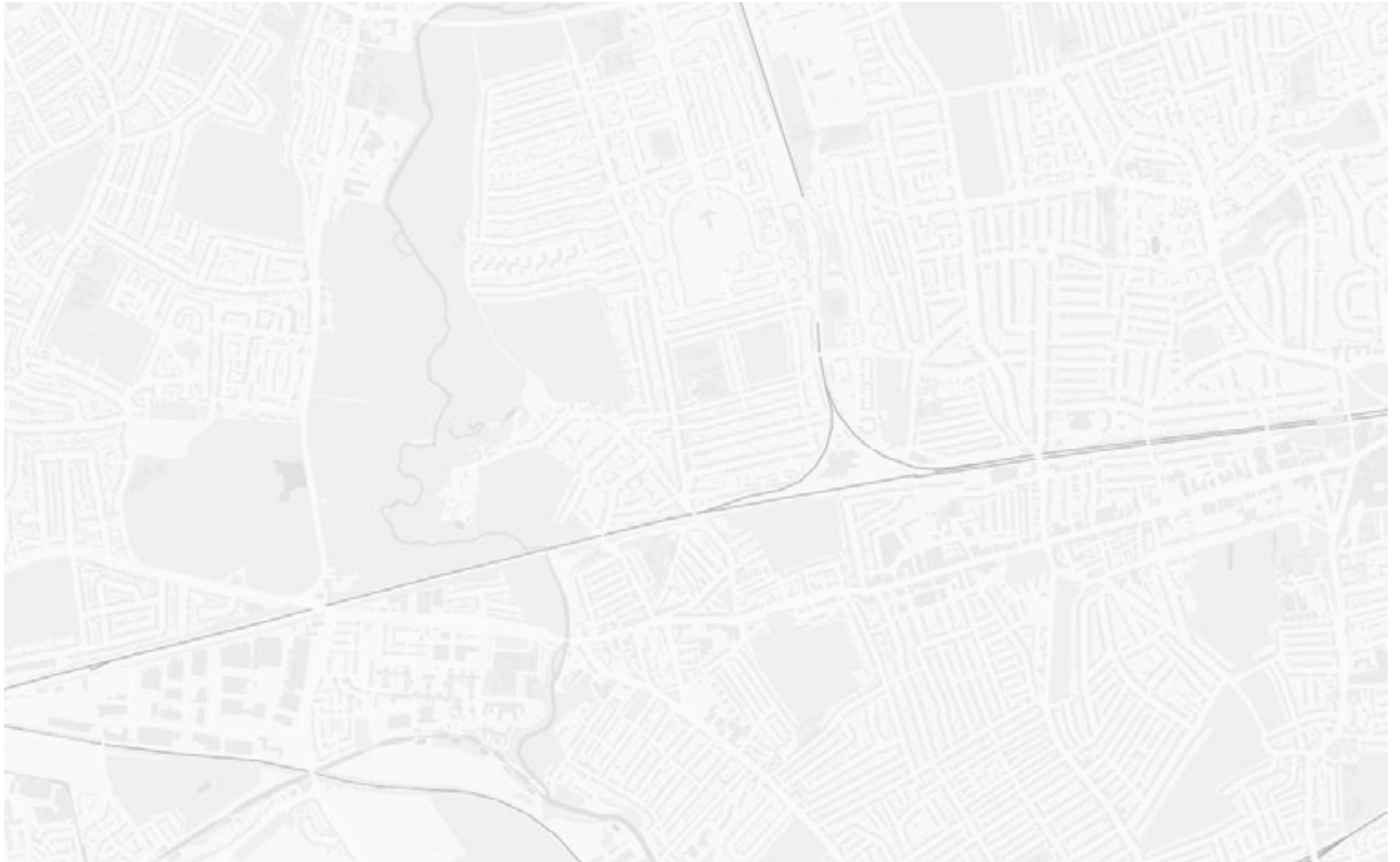
- The estate consists of discrete 3 and 4 storey flat blocks built in the 1970s with a large amount of surface car parking.
- There is a significant change of levels across the site with land sloping downwards from the east towards Brent Valley Park.
- Proximity to Brent Valley Park, MOL, Community Open Space, Public Open Space and SINC.
- The estate is bounded to the north, south and east by residential streets of predominantly two storey interwar semi-detached houses with substantial back gardens with many mature trees on the boundaries. Mayfield Primary School and High Lane Playground are located immediately to the west, off High Lane.
- Car movement is prioritised on the site, with one vehicular access from High Lane and another from Highland Avenue ending in cul de sacs. The internal road network offers little priority for pedestrian and cycle movements.
- Buses are located within 350 metres of the easternmost part of the site, with

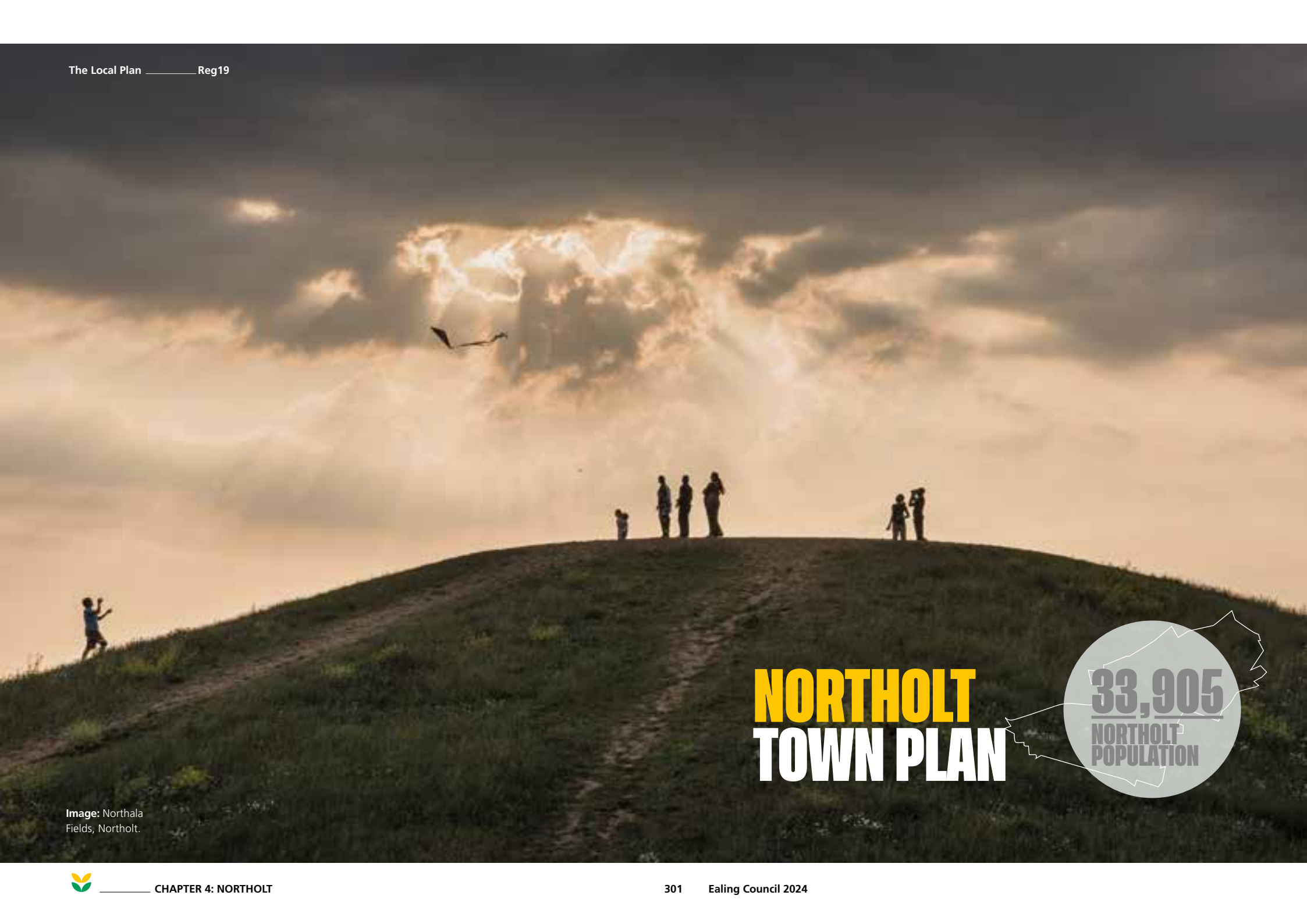
- Hanwell Station, Drayton Green Station and Castle Bar Park Station all located within 1 km.
- The western edge of the site is at risk from fluvial flooding from the River Brent. The site is also currently at risk of surface water flooding, particularly in some areas of Hanway Road, and part of Hobbayne Road. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Create a masterplan to support the redevelopment of the site with a residential led mixed use scheme to provide a range of new homes (flats and houses) with an improved housing mix, high quality public and private amenity space, play space, landscaping and an improved public realm.
- Replace existing housing with new, higher density housing to optimise the use of the land, taking account of London Plan Policy H8.

- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Provide a substation and energy centre, and a community space, with improved roads and pedestrian and cycle routes throughout the site to create better permeability.
- Ensure building heights are a maximum of 6 storeys across the site and step-down in height to the south of the site. Houses should be situated to back onto the rear of neighbouring properties on Studland Road or Mayfield Gardens and heights should reflect changes in site levels.
- Ensure development proposals take the form of perimeter mansion blocks with courtyards, pocket parks and a central park.
- Create green, pedestrian and cycle links to Mayfield Local Park and the Brent River Park.
- Car parking should be reduced although the low PTAL for the site means it is not suitable for low or no car parking.





NORTHOLT **TOWN PLAN**



Image: Northala
Fields, Northolt.



Northolt today

4.5.1 — Northolt is located in the north-west corner of the borough and comprises two wards: Northolt Mandeville and Northolt West End. Figure N1 illustrates the existing context of Northolt today.



Comparative number of residents, employees and businesses

RESIDENTS c.30,000

EMPLOYEES c.14,400

BUSINESSES c.1,500

A diverse population with areas of deprivation

4.5.2 — Northolt is home to a diverse and multi-cultural population of 34,000 residents. However, large areas are amongst the 10–20% most deprived neighbourhoods nationally, in particular the communities east of Church Road and surrounding Rectory Park. Historically, parts of Northolt have experienced low levels of inward investment.

Post-war character with strong provision of open space

4.5.3 — Northolt’s housing stock is largely composed of post-war residential estates, with strong provision of open space. The neighbourhoods to the west have strong accessibility to areas of strategic green open land. In addition, the Northolt Village Green Conservation Area is home to multiple listed buildings, including Grade I listed St Mary’s Church.

Poor north-south connectivity

4.5.4 — Northolt Underground Station, served by the Central line, is the primary transport hub for the town, with Northolt Park Station providing national rail connections to Marylebone and Gerrards Cross. Despite these public transport assets providing strong east-west connectivity, north-south connectivity is generally poor

within Northolt, with the neighbourhoods south of the A40 suffering from low levels of accessibility.

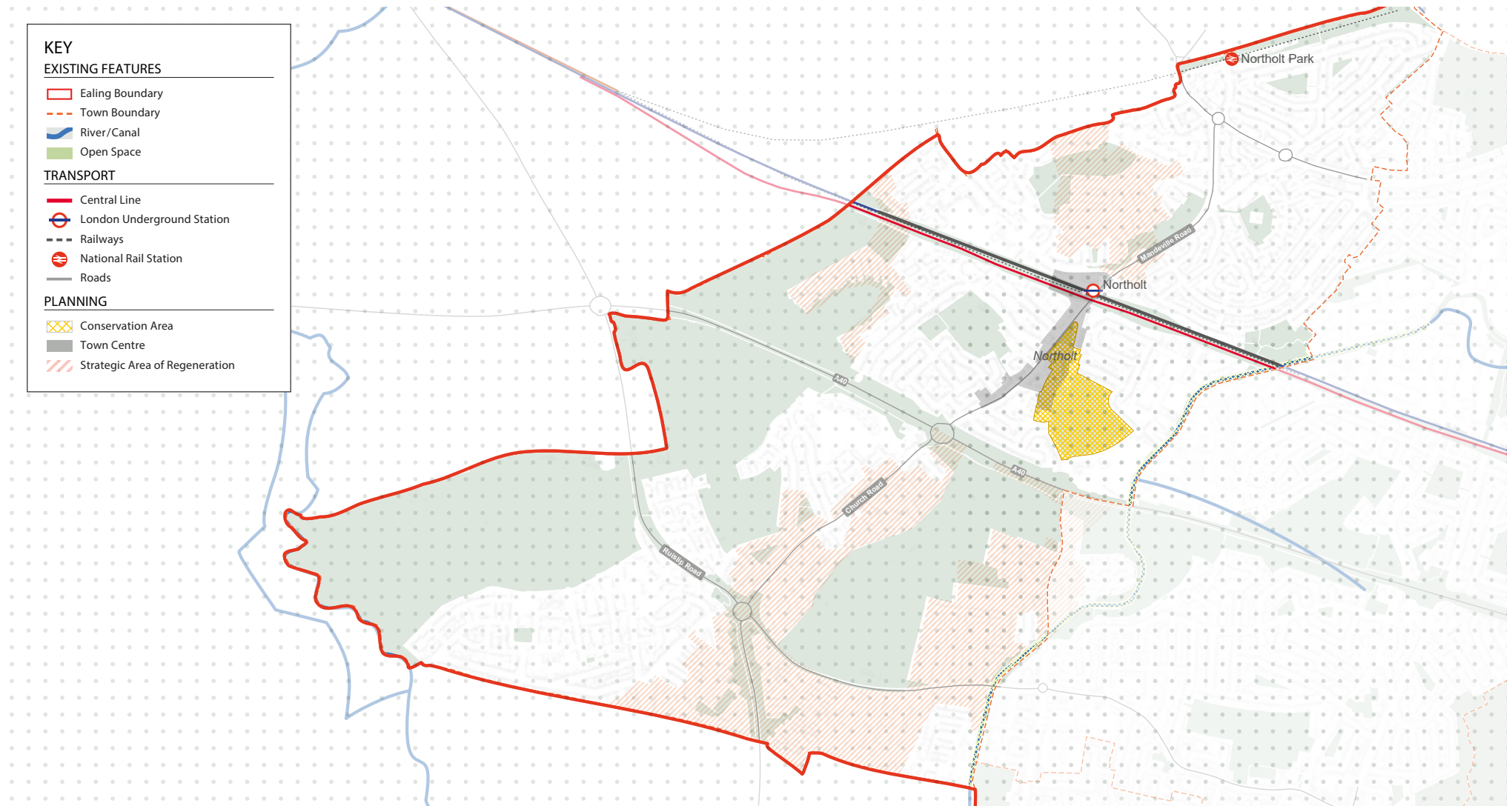
4.5.5 — The A40 and A312 pass through the town creating significant severance and this has meant that Northolt has limited active travel infrastructure. However, the Grand Union Canal offers some cycle connectivity to the rest of the borough.

Neighbourhood focussed economy

4.5.6 — The main town centre is focused south of Northolt Underground Station, extending down Mandeville Road and Church Road. There are also smaller clusters of shopping parades elsewhere in the town, in particular around the White Hart Roundabout. These centres are areas where residents can access leisure, community and local services that are important for the well-being and health of residents, including Northolt Leisure Centre and Northolt Library.

4.5.7 — Northolt’s Strategic Industrial Location (SIL) site is the major employment site for the town.

Figure N1:
Northolt existing context



Issues to address in Northolt

4.5.8 — Ealing Council has an ambition to create a ‘20-minute Neighbourhood’ in Northolt. To make this a success, it is critical that the key issues felt by local residents everyday are addressed to ensure the best long-term outcome for the town.

4.5.9 — The following sets out the key issues facing Northolt based on the evidence base that has been developed as part of the Local Plan and reflecting what you told us through the Shaping Ealing survey (2022).


Poor connectivity, accessibility and air quality

4.5.10 — While Northolt Mandeville (north of the A40) has stronger connectivity overall, Northolt as a whole is shaped by relatively poor connectivity within the town and with the rest of London. Most movement in Northolt is by car, whether local or long distance, with relatively little active travel. In addition, Northolt West End (south of the A40) is divided by the A40 from Northolt Mandeville, which has meant a lack of accessibility to the town centre.

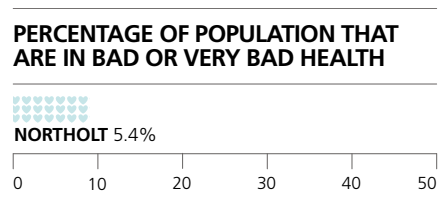
4.5.11 — The dominance of the car increases the sense of disconnection and diminishes people’s relationship with their town. There are high levels of severance owing to low-quality and fragmented walking and

cycling routes, and vehicular dominance. This negatively impacts footfall, dwell-times, expenditure and visitor experience in Northolt’s centres and shopping parades.

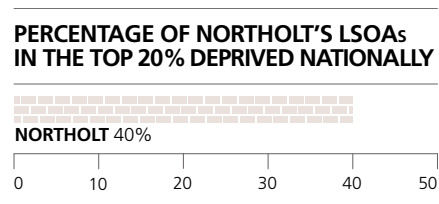
4.5.12 — Whilst public transport scored positively in the Shaping Ealing survey, public transport in Northolt strongly follows the AM and PM peaks, in which those who travel by bus most often work in and around Heathrow, while those by tube travel into the wider borough and to Central London. Further enhancements to the public transport network are needed in Northolt, particularly in the southern part of the town, as well as measures to promote active travel.

LINKS 

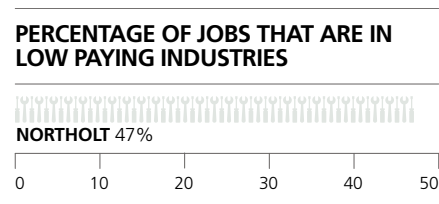
[Click here](#) for more information on the Shaping Ealing Report.



This is above the borough median ranking 2nd out of the 7 towns.

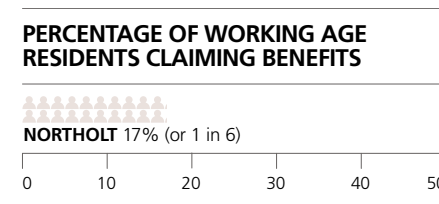


Source: IMD 2019.



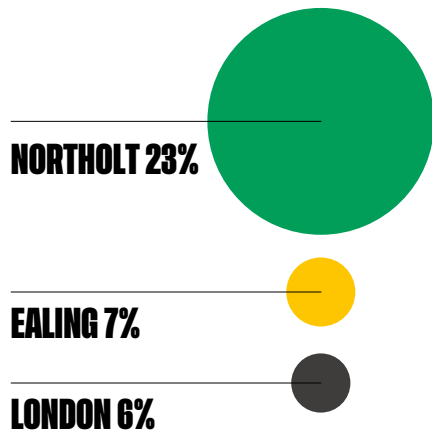
The second highest proportion of all of the borough’s towns.

Source: See Northolt Town Profile.



Source: See Northolt Town Profile.

COMPARATIVE POPULATIONS THAT HAVE NO QUALIFICATIONS



Source: See Northolt Town profile.



Image: View from Northala Fields, Northolt, West London.

Small and low value economy

4.5.13 — There is a small and low-value local economy with a high number of jobs paying under the London Living Wage. The SIL site within Northolt has low employment densities compared to other industrial clusters across Ealing. Alongside this, there is a lack of office space and alternative workspace resulting in office-based workers leaving the town to work.

4.5.14 — Northolt’s economy lacks diversity in retail and commercial activity, due to the lack of a strongly defined town centre. Shopping parades around Northolt Underground Station and White Hart Roundabout are underperforming, with an under-representation of personal services, and food and beverage businesses. In comparison to other parts of the borough there are fewer facilities for arts and culture, fewer jobs, and less provision for skills training and adult education.

Lack of affordable housing and services

4.5.15 — The lack of vibrant and diverse town centres has meant that these centres offer limited employment, commercial and retail space, public spaces, leisure, and community facilities. Northolt suffers from the highest levels of deprivation and the highest proportion of low-income households in the borough. A significant number of residents hold no qualifications and a relatively low proportion of residents holds degree level qualifications.

4.5.16 — This is compounded by a high proportion of residents identified as in bad or very bad health. There are also limited alternative housing options to suit young and older groups, including shared ownership and assisted living. These issues make the need for new and enhanced town centres critical to ensure accessibility to key services for local residents and provision of new homes close to points of connectivity.

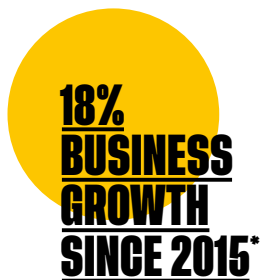


Image: Northolt Underground Station.

Opportunities for Northolt

4.5.17 — Northolt is one of the Town Plan areas that has seen low levels of development and investment in recent decades, especially when compared to Southall, Ealing, and Acton. A lack of investment has contributed to Northolt being one of the borough’s most deprived areas, therefore the ‘Strategic place interventions’ outlined in Chapter 3 proposes significant levels of development to bring more amenities, modern housing and new jobs to Northolt and address inequality.

4.5.18 — Northolt is also unique in that it does not have a strong local economy and its housing stock is largely low density and surrounded by lots of open space. As such, a transformational and innovative approach to growth is required for Northolt, so it can become a modern and sustainable neighbourhood with a new and dynamic economy supported by new homes at higher densities and a range of typologies and affordability.



*The second highest in the borough out of the 7 towns.

Source: See Northolt Town Profile.

Creating new town centres

4.5.19 — Northolt has a strong convenience retail offer which caters for the diverse local population. A new neighbourhood centre at the current White Hart Roundabout and an enhanced Local Centre at Northolt Underground Station would bring new and diverse uses to address the under-provision of leisure, food and beverage, and culture uses, that will help to grow the local evening and night-time economy.

4.5.20 — Within and around Northolt’s town centres, there is the opportunity to provide a range of mixed-use developments including different housing types and tenures, including family housing and specialist accommodation types to meet expected increase in people aged 65+, and high-quality affordable housing options that are accessible to low-income and younger people.

Enhancing sustainable connectivity

4.5.21 — There are public transport connections into Central London from Northolt Underground Station, Northolt Park Railway Station, and a high frequency of buses along the A312. Sustainable, healthy, and active travel could be encouraged by creating new and connected cycle and walking routes, and consolidating and enhancing bus service provision at key commercial centres, to better connect residents to existing and emerging centres, wider employment areas, and the Elizabeth line.

Developing an inclusive economy

4.5.22 — There is a strong industrial business base in Northolt, located on the western edge of the Ealing Productivity Arc, with specialisms in manufacturing, wholesale, transport, and storage. Projected growth in the industrial sector could create new jobs, strengthen the local economy, and boost wages. There is also the opportunity to intensify Northolt’s Strategic Industrial Location to attract high-value and high-density employment activities. This would complement wider industrial activity, improve the relationship to surrounding residential areas and strengthen economic ties to Greenford and Perivale.

4.5.23 — Northolt has an important service economy which meets varied local needs, including health and education uses. Across the existing and emerging commercial areas, there is the opportunity to attract new uses that address the under provision of employment, skills, and adult education, helping to build an inclusive and resilient local economy. Alongside this is a growing number of new business start-ups in Northolt and the need to create new neighbourhood workspaces that cater to different sectors.

Northolt Spatial Strategy

4.5.24 — This section sets out a town spatial strategy that articulates the borough wide spatial vision and spatial strategy into a town specific policy that will help guide future development and investment within the area. This is followed by a series of town specific spatial policies that set out detailed policy related to specific areas within the town. Further development and investment opportunities are also identified within each place. This section articulates the borough-wide spatial strategy and a series of associated policies have been developed that provide greater detail in delivering the spatial strategy. Figure N2 presents the Northolt spatial strategy.

4.5.25 — The town-level plans are guided by the same three strategic objectives that underpin the borough-level spatial strategy: tackling the climate crisis, fighting inequality and creating good jobs and growth. These provide a local and contextually specific response to the London Plan that will guide future growth and planning policy in Ealing.

4.5.26 — The Spatial Options Report provides further detail into the Spatial Strategy and Local Place Interventions, which can be found on Ealing Council's website.



FURTHER DEVELOPMENT AND INVESTMENT OPPORTUNITIES ARE ALSO IDENTIFIED WITHIN EACH PLACE.

LINKS

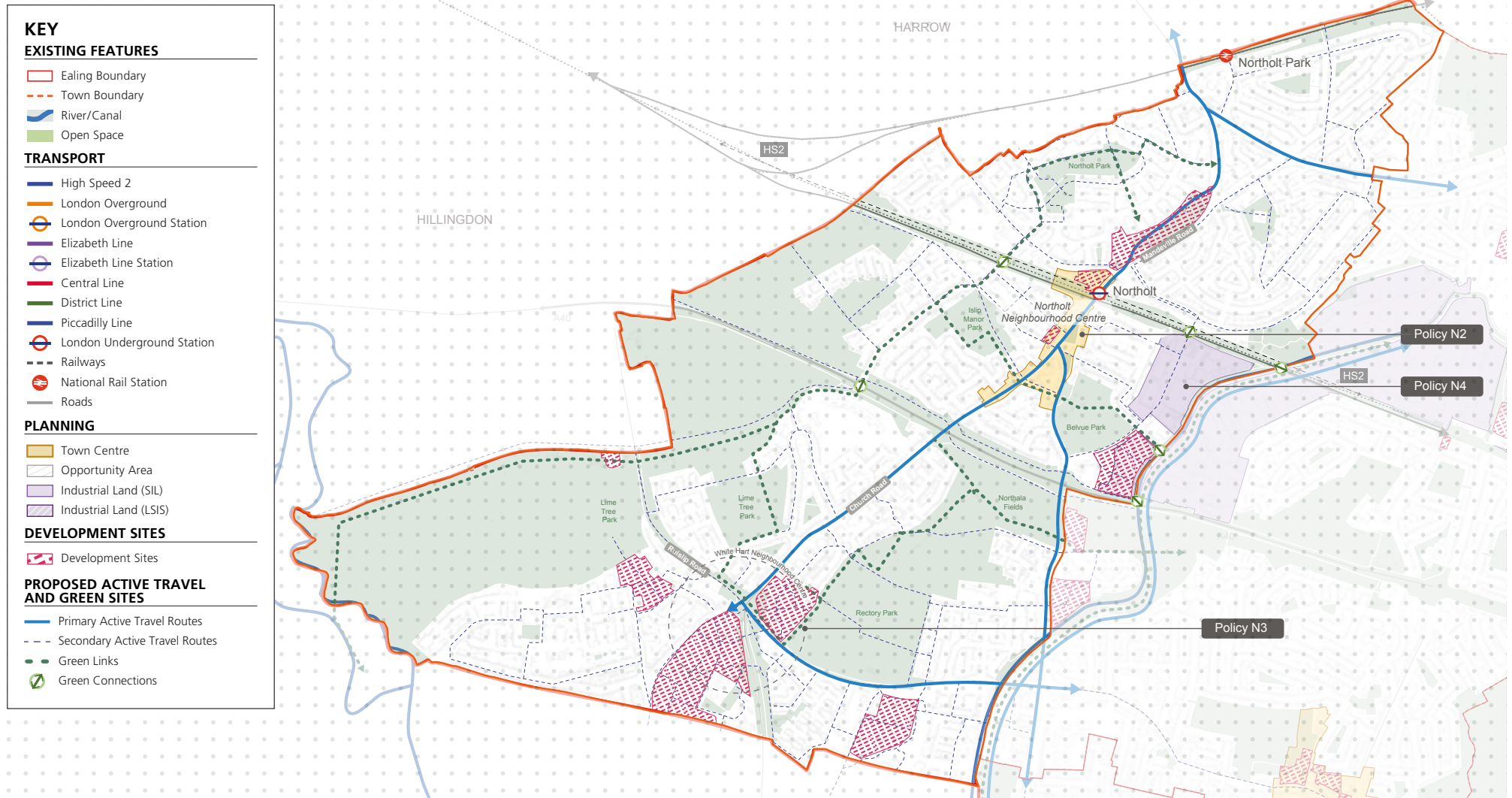


[Click here](#) for more information on the Council's Spatial Options Report.



Image: Aerial view, A40 Road, Greenford towards Northolt.

Figure N2:
Northolt Spatial Strategy



Policy N1: Northolt Spatial Strategy

Spatial vision for Northolt

A. Northolt represents a significant opportunity for investment and growth to deliver new and improved housing, jobs, services, transport infrastructure and amenities.

B. Northolt's town centres will play a larger role in creating economic opportunity, the provision of services, and acting as centres of local and wider connectivity. In particular:

(i) Northolt's existing neighbourhood town centre will be a focus for new, mixed-use development including housing that supports a stronger retail and service offer for those living and working in the area and opportunities for new workspaces and community infrastructure (see Policy N2).

(ii) This existing town centre will be complemented by a new secondary neighbourhood centre at the current White Hart Roundabout, which will be re-configured. Development intensity will be optimised around an enhanced public transport interchange (see Policy N3).

(iii) The Church Road and Mandeville Road corridor will be reinforced as a central corridor for commercial activity, with improved connectivity north-south and to and from surrounding residential areas and green spaces.

C. An improved industrial cluster at Northolt Industrial Estate will harness projected growth in the industrial sector and create new and resilient local jobs (see Policy N4).

Tackling the climate crisis

D. Significant investment in active travel interventions and improved public transport will reinforce the north-south connectivity, while also improving the permeability of local neighbourhoods and supporting health and environment outcomes. Such measures include:

(i) Improving connectivity between the northern and southern parts of the town, addressing the severance caused by the A40, and the traffic congestion on the A312, including along Church/Mandeville Roads and Ealing/Kensington Roads.

(ii) Providing new pedestrian and cycle crossings will allow safer, more convenient crossing of

Northolt's busiest roads, such as the A40, A312, and their tributaries.

(iii) Improving active travel routes to existing local public transport hubs, such as Northolt Underground Station and Northolt Parkway, and new bus and mobility hubs near Northolt Underground Station and the new White Hart Neighbourhood Centre.

(iv) Improving the active travel links between Northolt's primary and secondary centres, residential areas, industrial areas, and green open spaces.

(v) Improve public transport and active travel connections to the nearest Elizabeth line stations so that Northolt residents can share the benefits of improved wider connectivity to key destinations such as Heathrow Airport, Ealing Broadway, and central London.

(vi) Ealing/Kensington Road will become a multi-modal corridor connecting residents to Northolt Underground Station and employment areas.

(vii) Improving wayfinding between the industrial estates and the surrounding residential areas and Northolt Underground Station.

E. Promote improvements in green infrastructure by:

(i) Enhancement of existing green routes to deliver a 'green ring' of pedestrian and cycle routes with better connections to the town centres.

(ii) Delivery of a 'green ring' will incorporate measures to conserve local biodiversity, alleviate stormwater flooding and improve air quality, while also enhancing green spaces with improvements to support community recreation.

(iii) Making the towpath adjacent to the Grand Union Canal a more popular route for leisure and commuter active travel, connecting residential neighbourhoods with employment sites.

Fighting inequality

F. Investment in town centres will also support in addressing key health determinants through increased provision of social infrastructure and access to services.

Creating good jobs and growth

G. Northolt's housing estates at Medlar Farm, Yeading Lane, Racecourse, Grange Court, Willow Tree, and Islip Manor will be a focus

for sustainable growth and enhancement and will be carefully master planned to optimise development opportunities, with high-quality public realm, accessibility improvements and timely infrastructure delivery. In very limited circumstances a reconfiguration of green space may be supported as part of a master planned approach where the benefits to the green infrastructure network are deemed to be compelling.

H. Development and intensification of industrial and commercial uses will include the provision of active frontages, improved public realm, and active travel routes, where appropriate. It will build on Northolt's strong industrial business base (with specialisms in manufacturing, wholesale, transport, and storage) and good connectivity to the A40 to create new jobs and catalyse the local economy by:

(i) Intensifying, diversifying, and improving Northolt's industrial cluster to encourage increased local jobs and a sustained interest in the local economy.

(ii) Using adjacent opportunity sites, where appropriate, to expand the commercial footprint.

(iii) Supporting new business start-ups in Northolt, including the provision of suitable and affordable workspace.

(iv) Strengthening economic ties with Greenford and Perivale.

I. The key infrastructure delivery priorities for Northolt are set out in Table N1.



**NORTHOLT REPRESENTS A
SIGNIFICANT OPPORTUNITY FOR
INVESTMENT AND GROWTH TO
DELIVER NEW AND IMPROVED
HOUSING, JOBS, SERVICES,
TRANSPORT INFRASTRUCTURE
AND AMENITIES.**

4.5.27 — Northolt represents a significant opportunity for investment to deliver improved employment opportunities. The spatial strategy seeks to enhance the existing Northolt neighbourhood centre whilst creating a new secondary centre around the existing White Hart Roundabout which will be reconfigured. Allied with significant improvements to public transport, better connectivity between the two centres and the promotion of active transport, this will act as a catalyst for the wider regeneration of the area.

4.5.28 — New development must respond positively to Northolt’s character and identity and seek to enhance it. Northolt has a varied character that reflect periods of development and growth, from its historic village through to twentieth century suburban and industrial expansion.

4.5.29 — Northolt is an extensively suburban part of the borough, characterised by a limited range of low-density housing with neighbourhoods severed by major road and rail infrastructure creating a sense of isolation and little distinctiveness in the built form. Development will need to respond sensitively having regard to the growth and intensification themes and associated tall buildings guidance/indicative heights identified in each local character sub area. This is further set out in the Ealing Character Study.

4.5.30 — Northolt also possesses a significant portfolio of mainly low-density housing estates, which provide an opportunity for enhancement and appropriate forms of development to increase housing densities. By optimising the capacity of development close to the two town centres this will also increase footfall and inward investment, that will help support a thriving economy and the vitality of local high streets.

4.5.31 — Northolt forms a crucial and inherent part of the A40 corridor of industrial land uses. It comprises a unique resource of land with a key strategic function in meeting London’s overall industrial and logistics needs. It also has a particular local role in Northolt in supporting the range and quality of local employment options.

4.5.32 — Intensification of employment uses, alongside co-location and the provision of new employment sites adjacent to established ones will provide opportunities to further strengthen and diversify Northolt’s economy and provide good-quality employment opportunities for local people.

4.5.33 — Northolt has the second highest number of new business start-ups in the borough. It will be a more attractive place for businesses to start and grow, providing affordable businesses premises in well

connected, accessible locations. Linking business start-ups to established businesses in Northolt, Greenford, and Perivale can create further opportunities for growth and diversification.

4.5.34 — Northolt’s long-term health and prosperity, and particularly that of its two centres, depends upon better local connections as well as the ability to link into the rest of the borough and to Greater London. Long-term plans should prioritise this greater network connectivity, particularly with places that provide employment for Northolt residents.


**A KEY PRIORITY IS
 IMPROVING WALKING
 AND CYCLING ROUTES,
 AND ENHANCING
 THEIR SAFETY AND
 ATTRACTIVENESS.**



Image: Investing in cycleways across Northolt.

4.5.35 — While the rail and underground services at Northolt and Northolt Park stations provide good links to central London, they are a long distance from the residential areas in the southern part of the town, which have much lower levels of public transport accessibility. These areas, however, are closer to the nearest Elizabeth line stations (Hayes & Harlington and Southall) and would benefit from fast and reliable public transport connections to these stations. This would enable Northolt residents to take advantage of the enhanced east-west connectivity provided by the Elizabeth line.

4.5.36 — In addition to improving public transport connections, a key priority is improving walking and cycling routes, and enhancing their safety and attractiveness. Priority active travel routes should include routes to schools, town centres, and green open spaces. Improving active travel options will also improve traffic congestion and environmental quality, contributing to improved health and wellbeing outcomes.



Image: Business owner, Northolt.

4.5.37 — The IDP forms a key element of the Local Plan’s evidence base, setting out the infrastructure that will be required to support the planned growth across the borough, informed through engagement with stakeholders and infrastructure providers. IDPs are living documents, acting as a ‘snapshot in time’, and as different infrastructure providers respond to their own unique challenges, the information will naturally date and alter over time. The IDP will require updating on a regular basis to reflect this.

4.5.38 — The delivery of infrastructure is the responsibility of various different bodies, as detailed within the IDP, including those which have a statutory duty to provide sufficient infrastructure to meet the identified need, as well as those who are responding to market conditions.

4.5.39 — Table N1 demonstrates the infrastructure schemes which will support the sustainable delivery of planned growth over the plan period in Northolt.



**NORTHOLT HAS THE
SECOND HIGHEST NUMBER
OF NEW BUSINESS START-
UP IN THE BOROUGH.**

Table N1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
Community centres	Northolt Grange Community Centre redevelopment.	Ealing Council	TBC
Education	Further pupil forecasting and school capacity work to identify early years, primary, secondary, further years and SEND provision required to support planned growth in Northolt.	Ealing Council	Throughout plan-period
Secondary Education	Northolt High School redevelopment.	Ealing Council	TBC
Special educational needs and disability (SEND)	John Chilton School Expansion.	Ealing Council	TBC
Special educational needs and disability (SEND)	Mandeville School Expansion.	Ealing Council	TBC
Healthcare	Further work to establish the required levels of healthcare provision to support planned growth in Northolt (including primary and secondary healthcare and social care).	North West London Integrated Care Board (ICB)	Throughout plan-period
Primary healthcare	Northolt Hub - a solution to address population growth and health needs for the area/community.	North West London ICB	10–15 years
Primary healthcare	Grand Union Village (GUV) - expansion of primary care at Grand Union Village Health Centre.	North West London ICB	0–5 years
Highways	White Hart roundabout reconfiguration.	TfL	TBC
Bus	Introduction of a multi-mode transport interchange in Northolt, including a bus hub, Northolt station (served by the Central line) and active travel improvements.	TfL / Ealing Council	TBC
Active travel	A range of schemes to support active and sustainable travel in Northolt, including public realm, streetscape and highways improvements.	Ealing Council	TBC
Flood mitigation	Improve sewer capacity and SuDS scheme at Belvue Park.	Thames Water	0–5 years
Flood mitigation	Feasibility studies of critical drainage areas at Northolt .	Environment Agency	TBC

Northolt Spatial Policies

Policy N2: Northolt Neighbourhood Town Centre

To diversify and enhance Northolt Neighbourhood Centre to create an enhanced gateway to the area by:

- (i) Optimising and enhancing the commercial centre around Northolt Underground Station including new retail, leisure, food and beverage, workspace and community uses that will complement the existing high street offer. This will be underpinned by a new spatial masterplan and delivery, a new bus and mobility hub and a new public square for outdoor trading and complementary events.
- (ii) Strengthening and diversifying the commercial core through active frontages and mixed uses, particularly on the stretch of the A312 between Kingston Close and Moat Farm Road, as well as the northern end of Ealing Road.
- (iii) Enhancing Northolt Underground Station, including providing step free access.
- (iv) Improving the provision of community and

leisure facilities and enhancing the evening and night-time economy offer to attract more people (including families) and improve the sense of safety and community cohesion.

- (v) Maximising the benefits of the high-quality green open spaces close to Northolt Neighbourhood Centre (such as Islip Manor Park, Belvue Park, linking to Northala Fields further south) by improving accessibility, wayfinding, and signage.
- (vi) Improving the appearance and attractiveness of the built environment and public realm and encouraging active modes of travel to reduce traffic congestion and improve safety and environmental quality.
- (vii) Improving the public realm and wayfinding between Northolt Neighbourhood Centre and the Northolt Industrial Estate.
- (viii) To preserve and reinforce the character of the existing town centre and particularly around Northolt Village Green Conservation Area, Ealing Road, and Mandeville Road connecting to Northolt Underground Station.

4.5.40 — Northolt Neighbourhood Centre already has a valuable local character and assets, particularly in the form of Northolt Village Green Conservation Area, and the shops and facilities along the A312. Northolt is also set within and bordered by the broader green and blue network in the form of the Green Ring and the Grand Union Canal. These provide a valued amenity and strongly define the character of the place.

4.5.41 — The area is currently characterised by heavy traffic, and by a car dependent relationship with surrounding residential areas. Northolt Underground Station provides a focus, and legible entry to the town for those who arrive by rail. However, at present, there is little near the station to entice people to spend more time there or to generate economic activity. Better links to Northolt Neighbourhood Centre (which lies about 500 metres south of the station), enhancements to the area around the station, including an improved public realm, and more attractive active travel routes would increase footfall and the vibrancy of the town centre.

4.5.42 — Northolt Neighbourhood Centre is Northolt's only significant commercial centre at present, providing a range of convenience shops, services, and food and drink takeaways. In common with the rest of London, local residents have come to further value local facilities and shopping over the COVID-19 pandemic,

and footfall and local retail health have improved as a result. Growing and diversifying this centre will improve both local amenities and the strength and resilience of the local economy, providing more and better jobs for local residents.

4.5.43 — There is potential to make better use of empty or underutilised land, including land adjacent to Northolt Underground Station, as part of a new spatial masterplan for the area.

4.5.44 — Despite being within walking distance to several significant green open space assets including Belvue Park, Northala Fields, and Islip Manor Park, there are currently limited links between these and the town centre. There is a need to improve accessibility, wayfinding, and signage, including the current pedestrian and cycling routes across the A40 to Northala Fields.



Image above:
A40 road Northolt.

Policy N3: White Hart Neighbourhood Centre

To create a diverse and attractive new White Hart Neighbourhood Centre bringing together existing small shopping parades that will complement Northolt Town Centre and contribute to the regeneration of the wider area by:

- (i) Reconfiguring the existing roundabout to deliver improved connectivity, new homes and create a more vibrant local town centre that meets the everyday needs of local residents.
- (ii) Using a masterplan-led approach and, where necessary, land assembly to optimise opportunities for development with improved public space, and better links the areas on different sides of the roundabout and create a better sense of place and community.
- (iii) Providing an enhanced bus and mobility hub that improves local accessibility, promotes active

modes of travel, and mitigates the impacts of traffic congestion and severance that currently constrain the potential of the area.

- (iv) Taking an exemplar climate action led approach to renewal of the Yeading and Medlar Farm Estates, with a focus on retrofit, infill and community-led initiatives.
- (v) Improving the range and diversity of shops, services, and employment in the area.
- (vi) Seeking to introduce more community and leisure facilities.
- (vii) Improving the public realm and shop frontage.
- (viii) Acting as a catalyst for the renewal of low-density residential estates in the area.
- (ix) Promoting accessibility, wayfinding, and signage to the high-quality green open spaces at nearby Lime Tree Park and Rectory Park (leading to Northala Fields).



Image: View over the A40 road to St Mary's church, Northolt.



Image: Target Roundabout approach, Northolt, West London.

4.5.45 — At present, Northolt has a sole neighbourhood centre along the A312, north of the A40 (Northolt Town Centre). The part of Northolt south of the A40 (Northolt West End) is currently disconnected from that, due to the distance between them but also the severance caused by the A40 and the busy Target Roundabout.

4.5.46 — There is an opportunity to develop a new neighbourhood centre, building on the existing shops and services around the White Hart Roundabout.

4.5.47 — Northolt West End forms a set of discrete neighbourhoods, based upon a pre-19th century village and with a diverse range of characters, but increasingly dominated by a late 20th century car-driven highway network. Unusually, however, this network provides a clear spatial hierarchy, with routes converging on White Hart Roundabout, albeit dominated by heavy trunk road vehicular traffic.

4.5.48 — The economy of Northolt West End is less well developed than that of Northolt Town Centre but there is potential to grow and diversify it as part of a masterplan-led approach that will provide a well-connected and complementary mix of retail, food and drink, community, housing, and employment uses, alongside public realm and transport improvements.

4.5.49 — Transport improvements to reduce traffic congestion and enhance walking and cycling routes are key priorities and prerequisites to any plans for establishing a successful White Hart Neighbourhood Centre.


**THERE IS AN
OPPORTUNITY TO
DEVELOP A NEW
NEIGHBOURHOOD
CENTRE.**

Policy N4: Northolt Industrial Estate

To improve and enhance the existing industrial cluster at Northolt Industrial Estate by harnessing projected growth in the industrial sector and building on existing industrial specialisms to boost wages and economic output by:

- (i) Industrial Intensification to unlock significant new industrial floorspace, creating new jobs focused in the green, circular and creative sectors.
- (ii) Retrofit and property upgrades to enhance existing industrial stock.
- (iii) Redesignating the Northolt Driving Range as a new Strategic Industrial Location to deliver new industrial and commercial floorspace, creating new jobs.
- (iv) Enhanced and improved active travel routes and public realm that connect the Industrial Estate to Northolt Underground Station.
- (v) Enhanced public realm, wayfinding and branding that unites the Greenford and Northolt Industrial Estates.



Image: Existing shops like this Barber's in Northolt Town centre.

4.5.50 — Northolt has a strong economic base and there is scope to grow and enhance the industrial estate through industrial intensification and upgrading existing premises. Ealing Council will work with key stakeholders to positively support these improvements.

Northolt Development Sites

4.5.51 — There will be significant change over the 15-year Local Plan period. The borough spatial strategy seeks to show how future growth will be managed and planned for. It identifies and promotes those areas that can accommodate growth, those that are in need of regeneration, and those that can deliver jobs or infrastructure.

4.5.52 — The Town Plans translate this strategy to the neighbourhood level and set out Ealing Council's ambitions for place making. To deliver the town-level spatial strategies and their associated policies, a number of Development Sites have been identified. The selection of these Development Sites was the subject of a detailed assessment and a 'call for sites.'

4.5.53 — Development Sites have development potential that could support the delivery of the spatial strategy whilst ensuring the borough meets its housing and employment space requirements, alongside the delivery of any necessary and appropriate infrastructure.

4.5.54 — Figure N3 and Table N2 present all the Northolt Development Sites and the schedules that follow set out key site information, contextual considerations and design principles for each.

4.5.55 — Development Sites represent site-specific components of the development plan and are intended to deliver the broader thematic policies set out elsewhere in this document.

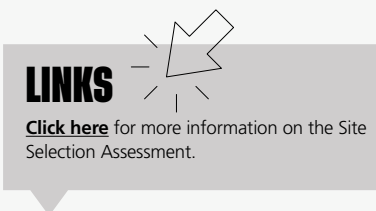
4.5.56 — Development Sites form the adopted policy for each of these specific sites and will not restate all relevant development plan policies; however all proposals are expected to accord with the development plan as a whole, as well as any local placemaking objectives set out in the relevant Town Plan. Proposals will also need to take account of relevant masterplans or supplementary planning document (SPD) guidance as part of future planning applications.

4.5.57 — The Development Site schedules that follow should be read in conjunction with the overarching principles below:

Residential: Refers to Use Class C3 housing.

Setting/Typology: Development proposals must respond to relevant contextual design guidance provided in Part 2 of the Ealing Character Study.

PTAL: Refers to the 2015 base year as defined by Transport for London. Development proposals must be assessed against the latest data available at the point of application.



Tall Buildings: Detail on specific tall buildings sites is set out in the Tall Buildings Strategy and supporting Site Study Appendices. Height is set out in storeys and a metre equivalent is prescribed in Policy D9 as an average of 3.5 metres per storey. The tall buildings threshold height is simply that and not a presumption that any height up to this is automatically acceptable. Proposed heights remain subject to a full design assessment at the point of application.

Flood Risk: Development proposals must comply with latest technical guidance provided by the council, including the Strategic Flood Risk Assessment (SFRA) Level 1 and 2.

Key Infrastructure Requirements: Infrastructure is expected to be delivered in earlier phases of development. These requirements are consolidated in the council's Infrastructure Delivery Plan, which acts as a 'snapshot in time', setting out the infrastructure that will be required to support the planned growth across the borough, delivered through a variety of bodies, including Ealing Council.

Design Guidance: Development proposals must comply with latest design guidance provided by the Greater London Authority (GLA), the council's Ealing Character Study and Housing Design Guidance.

Housing: Development proposals for sites with a residential component must satisfy the requirements of the council's Housing Strategy at the point of application.

Industry: Development proposals for sites with an industrial component must satisfy the requirements of Policy E4 for testing and reversion of industrial uses.

4.5.58 — Any factual information cited in a Development Site should be reconfirmed prior to application. Planning designations can be sourced on the council's Interactive Policy Map.

4.5.59 — For Development Sites under multiple ownership, applicants should undertake effective engagement with residents, landowners, developers and leaseholders to facilitate potential land assembly for the benefit of comprehensive and cohesive development. Where single applications are submitted for part of a Development Site, proposals must not compromise future delivery of land remaining within the overall Development Site boundary.

4.5.60 — The deliverability of Development Sites was assessed at the plan making stage. The Site Selection Report explains the approach, methodology and findings and can be found on the council's website.

4.5.61 — The council will promote the delivery of these Development Sites, including use of compulsory purchase powers where these are necessary for land assembly.

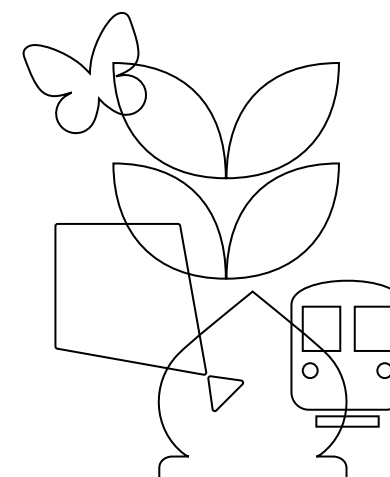
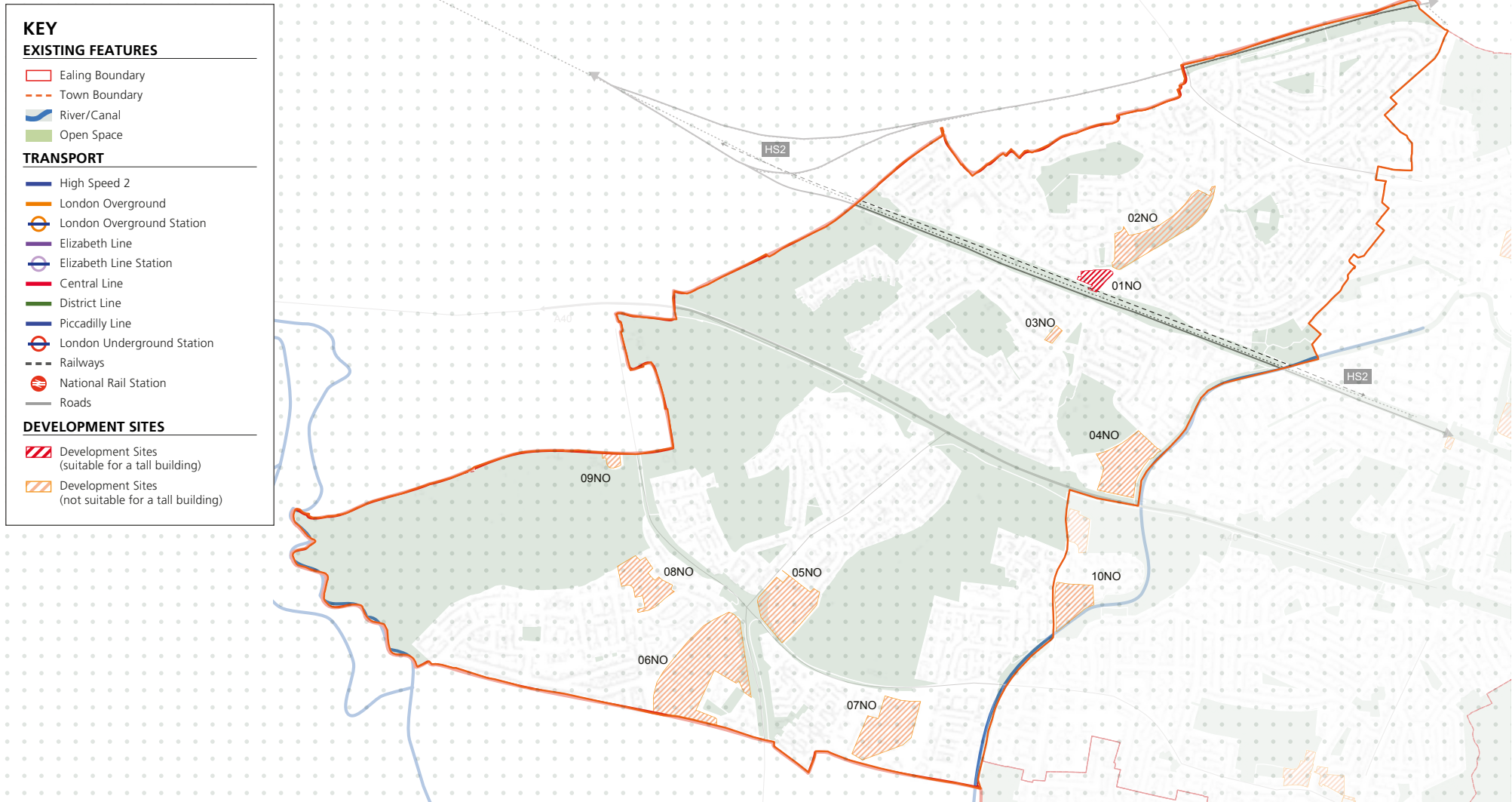


Table N2:
Northolt Development Sites

01NO Car Sales Site and Northolt Leisure Centre	324	06NO Yeading Lane I	334
02NO Mandeville Parkway	326	07NO Yeading Lane II	336
03NO Northolt Sorting Office	328	08NO Grange Court	338
04NO Northolt Driving Range	330	09NO Kingdom Workshop, Sharvel Road	340
05NO Medlar Farm Estate	332	10NO Airways Estate	342

Figure N3:
Northolt Development Sites



Northolt – 01NO

Car Sales Site and Northolt Leisure Centre



SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Station Yard, Mandeville Road, Northolt, UB5 5BH	0.95	Council, Places for London (TfL)

CURRENT USE

Leisure centre, library, ancillary parking, former car sales site, public open space.

PROPOSED USE

Residential-led, mixed-use scheme, leisure, library, employment/retail, public open space.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

4

TALL BUILDINGS

The site is in principle appropriate for a tall building. Design analysis indicates a maximum height of 10 storeys (35 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), SINC (borough), Green Corridor, Northolt Neighbourhood Centre, Strategic Area for Regeneration, Northolt Village Green CA (nearby).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Measures to bus interchange, improve permeability and active travel. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Key strategic site in Northolt's town centre, located next to Northolt station and buses.
- Development proposals for this site should capitalise on its location and potential to improve the commercial and retail offer of the town centre, and consider placemaking opportunities.
- A key consideration will be the busy junction of Mandeville Road (A12) and Eastcote Lane North which, along with narrow pavements on Mandeville Road creates a hostile environment for pedestrians and cyclists. The trees and small green public space at the apex of the junction provides some relief for pedestrians from the traffic.
- Given its prominent location and gateway status, proposals should offer an aspirational landmark scheme that optimises the capacity of the site, with potential to improve and enhance the public realm, especially the leisure centre square.
- New development should respond to the site's proximity to Northolt Village Green

Conservation Area, views towards St Mary's Church, a Grade I listed building and neighbouring Mandeville Parkway Open Space.

- The site is subject to HS2 sub surface safeguarding, Tree Preservation Orders and a small area of SINC.
- Any proposals should take into consideration development on neighbouring site 02NO.
- The site is at high risk of surface water flooding, particularly in the south-eastern section of the site. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 4 and a maximum of 10 storeys (35m) across the site, with the tallest elements situated towards the station and the middle of the site.

- Ensure building heights respond to both existing properties on Eastcote Road and to emerging town centre development whilst considering the visual impact on St Mary's Church and the Northolt Village Green Conservation Area.
- Retain the existing leisure centre building and its uses.
- Improve the leisure centre's connectivity to Northolt Station and should consider reconfiguring the leisure centre's ground floor to include a more prominent and visible entrance nearer Mandeville Road.
- Reprovide biodiverse planting on site or on adjacent SINC land if there is any development on SINC land within the site boundary.
- Consider the importance of the leisure centre square and trees on wayfinding and the field of vision for vehicles turning at this junction.
- Improve the pedestrian realm around Northolt Station and along Mandeville Road.
- Set back development from the road and use tree planting to create a better environment for pedestrians.
- Consider creating a new public space next to the station.
- Provide a cohesive access strategy to mitigate the site's level changes and to ensure the relationship between public uses and private residences are sensitively addressed.
- Incorporate no/low levels of car parking for any residential development given the town centre location.
- Retain some car parking on site to service the leisure centre.
- Create a new pedestrian/cycle link through the site to provide active travel connections between the scheme, Northolt Park, Mandeville Parkway, and the town centre.
- Active frontage should be incorporated into development overlooking Mandeville Road with the possible introduction of non-residential uses, such as office or community uses at lower floors.
- Ensure that the placement of new buildings should be orientated to mitigate the impact of noise from the railway and from employment uses to ensure the provision of quality new homes.

Northolt – 02NO

Mandeville Parkway

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Mandeville Road, Northolt, UB5 4LY	5.06	Council



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

CURRENT USE

Mandeville Parkway Public Open Space and housing on Lewes Close.

PROPOSED USE

Residential and green space.

RELEVANT PLANNING APPLICATION(S)

224817FUL.

SETTING/TYOLOGY

Green spaces.

PTAL

2–4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is a 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Green Corridor (nearby), Strategic Area for Regeneration, Public Open Space.

KEY INFRASTRUCTURE REQUIREMENTS

Improvements to the public open space. Measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 1–5 (2023/24 – 2027/28)

CONTEXTUAL CONSIDERATIONS DESIGN PRINCIPLES

- The site encompasses Mandeville Parkway, a large area of public open space and Lewes Close, three blocks of three storey residential flats owned by the Council. Mandeville Parkway is edged with mature trees along its northern and southern boundaries.
 - The site is bounded by Mandeville Road to the south, one of the main routes through the town, and two storey housing to the north, west and east. The site includes a layby for buses and a bus stop. It is located across the road from Northolt Leisure Centre and Library, and close to Northolt Station.
 - Any proposed development should not result in the loss of public open space and should provide opportunities for protecting and enhancing the existing public open space, making it more accessible for local residents.
 - Any proposals should take into consideration development on neighbouring site 01NO.
- Ensure that development proposals reflect the prevailing character and height of buildings in the immediate area and range in height from 3 to 6 storeys.
 - New development should primarily be limited to infill on Lewes Close and redevelopment of the garages at the end of Thirsk Close and next to Redcar Close.
 - Ensure that new development does not compromise the openness or value of the existing public open space. Proposals should enhance the open space with improved public access, inclusive design, landscaping improvements and amenity for residents.
 - Create new, safe and accessible pedestrian and cycle routes through the park to provide better links between Racecourse Estate, Mandeville Road, Northolt Station and buses.

Northolt – 03NO

Northolt Sorting Office



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
46 Mandeville Road, Northolt, UB5 5AA	0.29	Private

CURRENT USE

Post office, Royal Mail depot and sorting office.

PROPOSED USE

Residential-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres/Continuous block.

PTAL

4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Northolt Village CA (nearby), locally listed buildings (nearby), SINC (borough) (nearby), Northolt Neighbourhood Centre.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm and greening improvements. Measures to improve active travel. Retain post office.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–10 (2023/24 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- A strategic site located within the town centre. Development needs to optimise capacity of the site and improve the offer of Northolt town centre, including the retention of the post office.
- The site is essential to the character of the town centre, part of which includes Northolt Village Green Conservation Area, with several locally listed buildings and buildings with group value. Consideration must be given views of and visual impact on the Grade I listed St Mary's Church nearby and its setting.
- Proposals should take into consideration development on nearby site 01NO.

DESIGN PRINCIPLES

- Ensure new development satisfies the requirements of London Plan Policy E4 and Ealing Local Variation Policy E4 H-I for industrial retention and any co-location of residential uses should achieve industrial uplift.
- Create a masterplan for a mixed use scheme comprising of new residential and industrial (B1c and B8) uses, with

commercial and retail uses that contribute to an active frontage and natural surveillance along Mandeville Road.

- Design proposals should fully understand and respond to the built character of the area and its heritage, consider the importance of the site's contribution to enhancing the vibrancy of the town centre, and include public realm improvements along the Mandeville Road.
- Heights should vary across the site with taller elements concentrated along Mandeville Road and massing stepping down towards the existing housing to the west of the site.
- Consider how development proposals can take advantage of the corner plot and provide separate access for different uses.
- Ensure building lines reestablish historic building lines to create a more defined edge along Mandeville Road.

Northolt – 04NO

Northolt Driving Range

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Rowdell Road, Northolt, UB5 6AG	4.57	Council



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

CURRENT USE

Sports facility with a golf driving range and gym located to the east of the site.

PROPOSED USE

Employment-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus/Other green spaces.

PTAL

1a–1b

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres). However, Policy D9 G applies subject to an agreed masterplan.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Site Constraints: Flood Zone 3a (surface water), Northolt Village CA (adjacent), SINC (metropolitan), Green Corridor, SINC (borough) (nearby), LSIS.

KEY INFRASTRUCTURE REQUIREMENTS

Measures to improve active travel and the canal towpath. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Site is adjacent to Belvue Park and within the setting of St Mary's Church and visual impact will need to be carefully considered, both on the historic interest of the asset and the visual openness of the greenspace.
- It is also proximate to Belvue school, with commensurate implications for safe pedestrian routes and visual impact.
- Consideration should be given to impacts on the canal, both in respect of surface water runoff and potential for contamination from industrial uses, and to the desirability of pedestrian routes and surveillance along the bank.
- The site is at risk of surface water flooding, particularly in the southern section, and along the western boundary. The site is also located within 5m of an Ordinary Watercourse. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Development proposals should begin with analysis of industrial demand in this area and of what types of provision can be best accommodated given the site constraints.
- Create a masterplan that ensures any mixed use development scheme complements future industrial provision and contributes to placemaking.
- Consider the potential for residential development near to Belvue School and/or along the canal where it can mediate between any industrial provision and the surroundings.
- Improve pedestrian routes to and through the site and connections to green space.
- Ensure access and servicing arrangements provide safe pedestrian links to Belvue School and to any mixed development on site.
- Ensure that heights, scale and massing is considered in relation to views to and from the St Mary's Church and Belvue Park.

- Ensure building materials reflect the broader landscape in assessing the impact of development. Planted walls may be the best solution to this setting.

Northolt – 05NO

Medlar Farm Estate



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Parkfield Drive, Northolt, UB5 5NS	4.85	Council

CURRENT USE

Medlar Farm housing estate, with children's centre located in the northern part of the site and open space.

PROPOSED USE

Residential-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Free-form.

PTAL

2–3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed White Hart Public House (nearby), Green Corridor, SINC (borough) (nearby), Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Reprovide children's centre. Highways, public realm, landscaping and greening improvements and a new public square. Green links.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- A housing estate set back from the busy White Hart Roundabout to the west and adjacent to Rectory Park and Rectory Fields Green Belt. The site is bounded on the north east by Church Road (A312) and the south east by Ruislip Road. To the north east is low rise housing, mostly 2 storey semi detached and terraced houses.
- The 12 storey and 4 storey linear blocks are interspersed with grassed areas and there are many mature trees, including Medlars which give the estate its name. Some of the blocks are arranged to form courtyards enclosing grassy areas and an area of hardstanding. There is one road into the estate, accessed off Parkfield Drive and several pedestrian paths.
- There is a children’s centre located in the northern part of the site that will need to be reprovided.
- The estate is a strategic site included in the White Hart Roundabout Strategic Masterplan Area.
- White Hart Public House, a statutory listed building is located across from

- Medlar Farm Estate on the corner of Ruislip Road and Church Road.
- The nearest shops are on Church Road and Yeading Lane, which provide limited everyday shopping.
- Any proposals should take into consideration development on neighbouring site 06NO.

DESIGN PRINCIPLES

- Create a new town centre around the White Hart Roundabout taking account of the White Hart Roundabout Strategic Masterplan.
- Ensure that, as a first option, proposals consider retrofitting/refurbishment with infill development and adding additional storeys to the existing 4 storey blocks, although this could limit improved layout options.
- Complete demolition and redevelopment would result in higher densities and a comparatively significant increase in unit net gain due to more a more efficient site layout.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Provide active frontages on Church Road and Ruislip Road with an improved public realm, and the creation of a new public square for Northolt should be explored with a hub of retail, commercial and community uses, and reprovion of the children’s centre.
- Improve communal spaces within the estate with better pedestrian and cycle links to create better permeability through the site.
- Create green links through to Rectory Park, with tree planting and links to internal green spaces.
- Ensure densities and better legibility/wayfinding.
- Retain mature trees, especially the Medlar trees which give the estate its name.

Northolt – 06NO

Yeading Lane I



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Yeading Lane, Northolt, UB5 6HT	11.35	Council

CURRENT USE

Yeading Lane I housing estate, church located in the northern part of the site, and amenity space located to the east of the site.

PROPOSED USE

Residential-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Free-form.

PTAL

1b–3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), SINC (borough), Green Corridor, Public Open Space, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Highways, public realm, landscaping and greening improvements. Measures to improve permeability, active travel and green links.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- A large housing estate located next to the White Hart Roundabout. The estate comprises a mix of flats and houses, ranging in height from 2 to 10 storeys. The estate is bounded by The Parkway to the east and Yeading Lane to the east. The southern edge borders LB Hillingdon.
- The estate is characterised by its poor public realm with buildings surrounded by grassy areas that lack definition and are not welcoming or useable. The houses have back gardens and there are many mature trees which provide a contrast to the dominant roads, parking areas, and dilapidated garages. Pedestrians and cyclists are not prioritised.
- The estate is a strategic site included in the White Hart Roundabout Strategic Masterplan Area.
- The estate includes the Yeading Lane Estate Open Space, and part of the Hayes Bypass Roughs SINC and is adjacent to the Ruislip Road Green Corridor.

- Any proposals should take into consideration development on neighbouring site 05NO.

DESIGN PRINCIPLES

- Create a new town centre around the White Hart Roundabout taking account of the White Hart Roundabout Strategic Masterplan.
- Ensure the regeneration of the estate and creation of new affordable homes for local residents. Ensure that, as a first option, proposals consider retrofitting/ refurbishment with infill development and adding additional storeys to houses and smaller blocks of flats, although this could limit improved layout options.
- Complete demolition and redevelopment would result in higher densities and a comparatively significant increase in unit net gain due to more a more efficient site layout.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Explore the opportunity to deliver an aspirational sustainability-led scheme with the goal of all units achieving Net Zero Carbon by 2050.
- Provide improvements to the public realm, permeability, way finding, new pedestrian and cycle routes, retention of existing trees and additional tree planting.
- Upgrade the Yeading Lane Estate Open Space and the area of SINC between the estate and The Parkway.
- Active frontage should be sought through the introduction of retail, commercial, café/restaurant and community spaces along Yeading Lane. This will benefit both residents and the wider community.

Northolt – 07NO

Yeading Lane II



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Aspen Lane, Northolt, UB5 6XB	4.91	Council

CURRENT USE

Yeading Lane II housing estate.

PROPOSED USE

Residential led mixed use scheme.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Free-form.

PTAL

1b-2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Green Corridor (nearby), Green Belt, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm. Measures to improve active travel and green links. Play space facilities.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6-15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- The site is set back from the Ruislip Road and is bounded on three sides by Rectory Fields Green Belt. It is across the road from Rectory Park which has recently benefitted from investment.
- The estate is characterised by 2 storey terraced housing, with 3 storey blocks of flats located on the south eastern edge adjoining Rectory Fields. Surrounded by grassy areas and mature trees, the estate is dominated by its roads and car parking. There is a small play area in the western part of the estate.
- Several bus routes run along the Ruislip Road.
- There is a small block of retail, commercial and professional services on the Ruislip Road within a few minutes' walk of the site, however the small supermarket has been closed for several years and the mini centre has little to offer local residents.

DESIGN PRINCIPLES

- Ensure that, as a first option, proposals consider retrofitting/refurbishment with infill development and adding additional

storeys to houses and the blocks of flats, although this could limit improved layout options.

- Complete demolition and redevelopment would result in higher densities and a comparatively significant increase in unit net gain due to more a more efficient site layout.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Improve the pedestrian and cycle routes through the site and look at creating north – south and east-west green links through the site connecting with Rectory Fields.
- Explore potential for reconfiguring Rectory Fields to improve its utility.
- Improve the public realm, particularly for pedestrians.
- Car parking should be reduced.
- Upgrade and enlarge the play area facilities.
- Improve natural surveillance and safety for residents.

Northolt – 08NO

Grange Court



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Old Ruislip Road, Northolt, UB5 6QJ	3.13	Council

CURRENT USE

Grange Court housing estate and associated areas of amenity space.

PROPOSED USE

Residential led mixed use scheme.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Free-form.

PTAL

1a-2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), locally listed buildings (nearby), Green Corridor (nearby).

KEY INFRASTRUCTURE REQUIREMENTS

New community centre. Children’s nursery. Highways, public realm, landscaping and greening improvements. Play space facilities. Measures to improve permeability, active travel and green links.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- The residential estate is a mix of 3 and 5 storey blocks of flats with three semi-detached houses, surrounded by grassed open space and parking courtyards. Vehicular access is from the Old Ruislip Road. Permeability through the site is poor and there are no formal play spaces for children, who are prohibited from playing ball games on the grassed areas.
- Adjacent to Green Belt land to the north (West London Shooting Ground) and surrounded by a predominantly residential area characterised by two storey semi-detached houses.
- The nearest shops and services are within 500 metres along Yeading Lane and Church Road, providing limited everyday shopping.
- There are a number of mature and semi mature trees on the estate, which should be retained.
- There is a substation on the site that might need to be relocated and its capacity increased.

DESIGN PRINCIPLES

- Ensure, as a first option, development proposals should consider retrofitting/ refurbishment with infill development and adding additional storeys to the 3 storey blocks, although this could limit improved layout options.
- Complete demolition and redevelopment would result in higher densities and a comparatively significant increase in unit net gain due to more a more efficient site layout.
- Provide new pedestrian and cycle routes to increase permeability through the site.
- Create a new road layout; new well defined public spaces and public realm improvements.
- Create new street frontages on Old Ruislip Road and Edward Road.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Consider provision of new community, commercial and retail space, and a nursery.
- Retain mature trees to maintain the site's green character and amenity.

Northolt – 09NO

Kingdom Workshop,
Sharvel Road



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Sharvel Lane, off West End Road, Northolt, UB5 6RB	0.48	Private

CURRENT USE

Lorry repairs

PROPOSED USE

Gypsy and Traveller Site (residential).

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Agriculture / Green spaces.

PTAL

1a – 1b

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Moated Site at Down Barns Farm Ancient Monument (nearby), Green Belt (adjacent), Green Corridor (nearby), SINC (borough) (nearby), Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Utilities including water and electricity. Public realm. Greening measures. Play space facilities.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–5 (2023/24 – 2027/28)

CONTEXTUAL CONSIDERATIONS

- The site has been selected to accommodate future Gypsy and Traveller need within the borough with a proposal for six pitches, following a public consultation exercise in July and August 2023. Full details of the selection assessment process and details of 'Site 5: West London Shooting Ground' can be found in the Gypsy and Traveller Pitch Provision Site Assessment, June 2023: [Gypsy and Traveller pitch provision | Ealing Council](#).
- The current use on the site is an unconsented lorry repair workshop, which is not a compliant Green Belt use.
- The site is located within Down Barns Farm and close to the West London Shooting Ground, designated Green Belt and close to an area of Local SINC.
- Proposals for this site will need to consider nearby Downe Barns Scheduled Ancient Monument.
- The surrounding area is farmland, with a trade shop for construction and engineering tools located adjacent to the site.

- A golf course lies to the north of the site within neighbouring LB Hillingdon.
- The site is accessed along via Sharvel Lane, off West End Road/Ruislip Road (A4180).

DESIGN PRINCIPLES

- Ensure that the layout and design of the pitches will be decided in consultation with local Gypsy and Traveller community.
- Ensure new development includes tree and hedge planting to screen the site from neighbouring uses and to create a defensible boundary.
- Establish if there is a need for any decontamination due to its current use as a lorry repair workshop.
- Provide water, electricity supplies and other utilities will need to be provided
- Explore the potential to work with the neighbouring farm to allow pasture for horses, if appropriate.

Northolt – 10NO

Airways Estate



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Hotspur Road, Northolt, UB5 6TN	2.52	RSL

CURRENT USE

Residential uses and amenity green space.

PROPOSED USE

Residential.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Free-form.

PTAL

1b-2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood zone 3a (surface water), SINC (borough) (adjacent), SINC (metropolitan) (adjacent), Priority Habitats (adjacent), Green Belt, Green Corridor, Public Open Space, Blue Ribbon (adjacent) Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Community centre. Public realm and greening improvements. Measures to improve active travel and green links. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Potential for a comprehensive estate regeneration to create an enhanced environment for residents with better wayfinding and sense of place.
- The housing estate is predominantly linear blocks of flats between 3 and 4 storeys with some undercroft car parking, surrounded by open spaces and car parking that is poor in quality and does not function well. There is little or no legibility or visual connection between spaces within the estate.
- The estate is set back from Kensington Road, bounded on the south by Grand Union Canal with its Green Belt and SINC designations. A short walk to the north is Smiths Farm Public Open Space and Northala Fields lie a bit further to the north east.
- There is one bus route on Kensington Road, and little other public transport within easy access.
- The site is fairly isolated from local shopping and other services, with Northolt town centre and Northolt Station within a 20 minute walk.

- The site is at risk of surface water flooding, particularly along Leander Road and Brabazon Road located in the north, west and centre of the site. The site is also located within 5m of an Ordinary Watercourse. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Explore opportunities to optimise development on the site through densification. Building heights should range from 3 to a maximum of 5 storeys across the site with taller elements situated towards Kensington Road taking care to respond sensitively to the surrounding context and strategic views.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Improve the poor quality open space and lack of legibility.

- Create enhanced streetscapes, better permeability through the estate and natural surveillance along active travel routes, especially on Kensington Road.
- Create green links to the canal, with new internal streets and improvements to the canalside walk.





PERIVALE TOWN PLAN

16,208
PERIVALE
POPULATION

Image: Hoover Building, Perivale.



Perivale today

4.6.1 — Perivale is located in the north of the borough and comprises the ward of Perivale. The area is home to a multi-cultural population of around 16,000 residents. Figure P1 illustrates the existing context of Perivale today.

Suburban town with local amenities and small town centres

4.6.2 — Perivale developed during the first half of the 20th century, with industrial manufacturing acting as the catalyst for investment in inter-war housing and Western Avenue providing strategic connectivity into London. Perivale is relatively affluent, with none of its neighbourhoods within the top 20% most deprived nationally.

4.6.3 — Today, Perivale retains a suburban character with predominantly semi-detached homes and high-quality parkland. Perivale benefits from numerous quality green and blue spaces such as Perivale Park, Perivale Wetlands, Perivale Woods, Horsenden Hill, and the Grand Union Canal.

4.6.4 — Community assets such as Perivale Hive, Perivale Community Centre, and Horsenden Hill Farm provide valuable leisure, education, and community facilities. Horsenden Hill attracts visitors to Perivale from much further afield.

4.6.5 — Perivale's primary shopping parades on Bilton Road and Medway Parade provide local amenities offering limited food and retail provision. There is also a large supermarket at the Hoover Building fronting the A40. However, many residents will often travel outside of the neighbourhood to shop in Greenford Broadway,

Westway Cross, Ealing Broadway and outside of the borough in neighbouring Harrow and Wembley.

Location of valuable industrial land

4.6.6 — The industrial sectors that developed in the early 20th century have been retained. Today, Perivale has a high concentration of valuable industrial land that has been protected over the years. Perivale's industrial land is a major employer for the area and forms part of the Productivity Arc extending along the A40 from North Acton to Northolt. A range of key logistics, manufacturing, and food businesses provide local jobs as well as attracting workers to Perivale from elsewhere in the borough.

High levels of traffic congestion and fragmentation along the road network

4.6.7 — Perivale Underground Station, on the Central line, is the primary transport hub offering connections between West Ruislip, central and east London. While Perivale has strong provision of public transport, its road network suffers from high levels of traffic congestion owing to the area's proximity to the A40. This is further worsened by industrial, commuter, and school traffic competing on the local road network. Perivale's parks provide some cycle connections, but these are fragmented by the A40 and by the congested local road network.



**PERIVALE'S
INDUSTRIAL LAND IS
A MAJOR EMPLOYER
FOR THE AREA.**



Figure P1:
Perivale existing context

KEY

EXISTING FEATURES

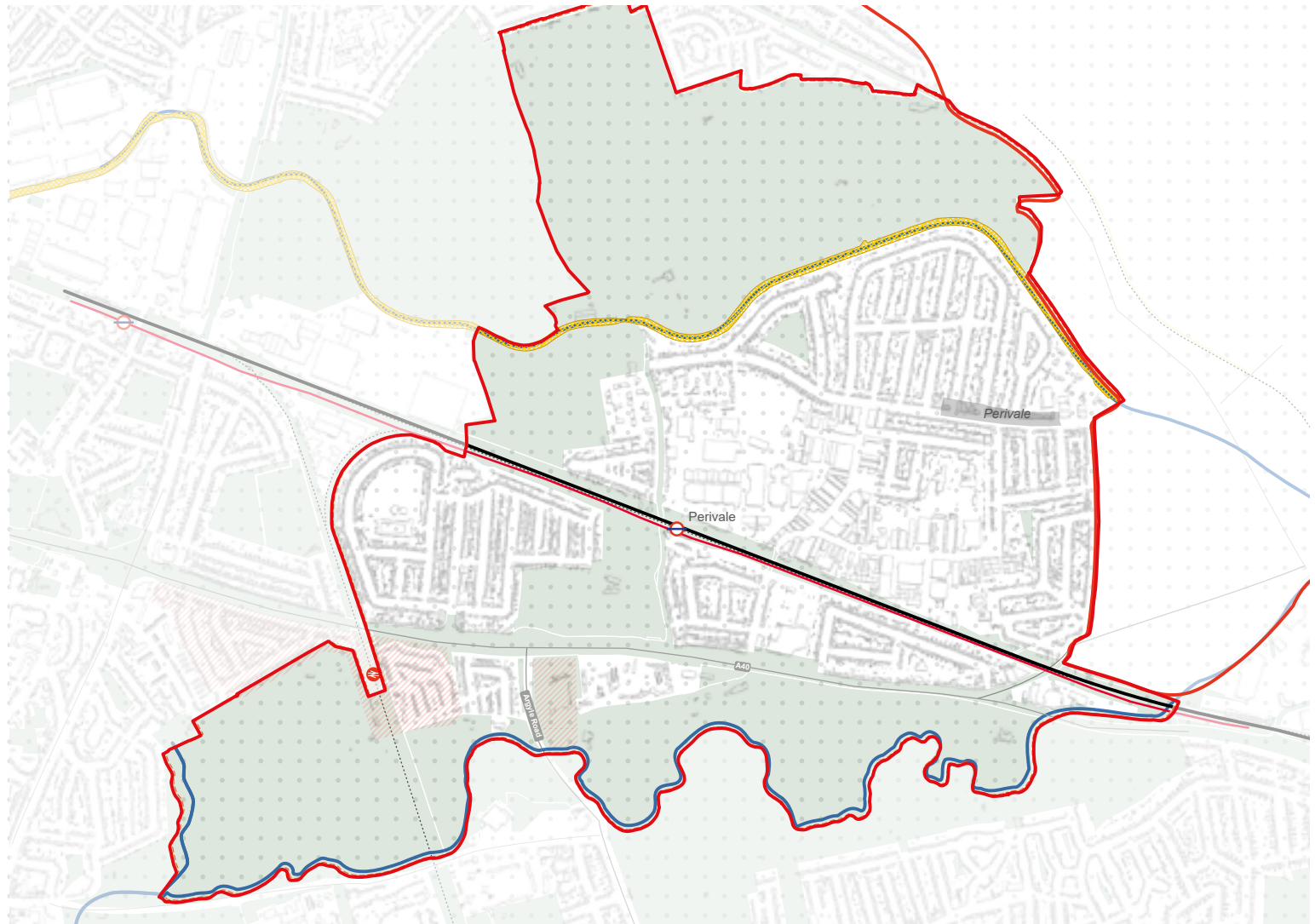
- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- Central Line
- London Underground Station
- Railways
- National Rail Station
- Roads

PLANNING

- Conservation Area
- Town Centre
- Strategic Area of Regeneration



Issues to address in Perivale

4.6.8 — Ealing Council has an ambition to create a '20-minute Neighbourhood' in Perivale. To make this a success, it is critical that the key issues felt by local residents everyday are addressed to ensure the best long-term outcome for the town.

4.6.9 — The following sets out the key issues facing Perivale based on the evidence base that has been developed as part of the Local Plan and reflecting what you told us through the Shaping Ealing survey (2022).

LINKS

[Click here](#) for more information on the Shaping Ealing Report.



Image: Second-hand shopping.

Lack of a town centre with retail and community facilities

4.6.10 — While Perivale has a number of small shopping parades, it lacks a coherent centre that provides a central meeting point for the town. This is compounded by high levels of severance and fragmentation caused by the road network that have contributed to the lack of a singular community identity.

Poor Economic Opportunity

4.6.11 — Historically, deprivation levels in Perivale have been relatively low compared to national averages. This is partly because of the local economy’s reliance on protected industrial land, which has provided good quality and knowledge-intensive jobs. This has helped Perivale to have the lowest proportion of low-wage jobs in the borough.

4.6.12 — However, Perivale has seen structural employment shifts since 2015, which were accelerated by the pandemic, with a rising claimant count and a rising number of low-paying jobs compared to national averages. Further contributing to this is that 17% of Perivale’s population has no qualifications. If structural employment shifts continue, with less access to high quality jobs linked to the industrial sites this risks undermining the potential for Good Growth.

Congestion and severance creating poor north-south connectivity

4.6.13 — Public transport provision is good, but the local bus network suffers due to the high levels of traffic congestion. Walking and cycling opportunities are limited by barriers including the A40, railway lines, the canal, and industrial areas which fragment the area. The pedestrian and cyclist experience is further worsened by the combined industrial, school, and commuter traffic competing for limited local road space. Routes running north-south through Perivale are particularly congested and discourage active travel between Horsenden Hill and Ealing Northern Sports Ground.

Limited housing options for a changing population

4.6.14 — Housing affordability is an issue along with a limited range of housing options to suit aspirant or older groups. New housing schemes have sought to bring housing choice, but increased affordability is needed alongside further investment to support local services and improve existing infrastructure.

**17%
OF PERIVALE'S
POPULATION
HAS NO
QUALIFICATIONS.**

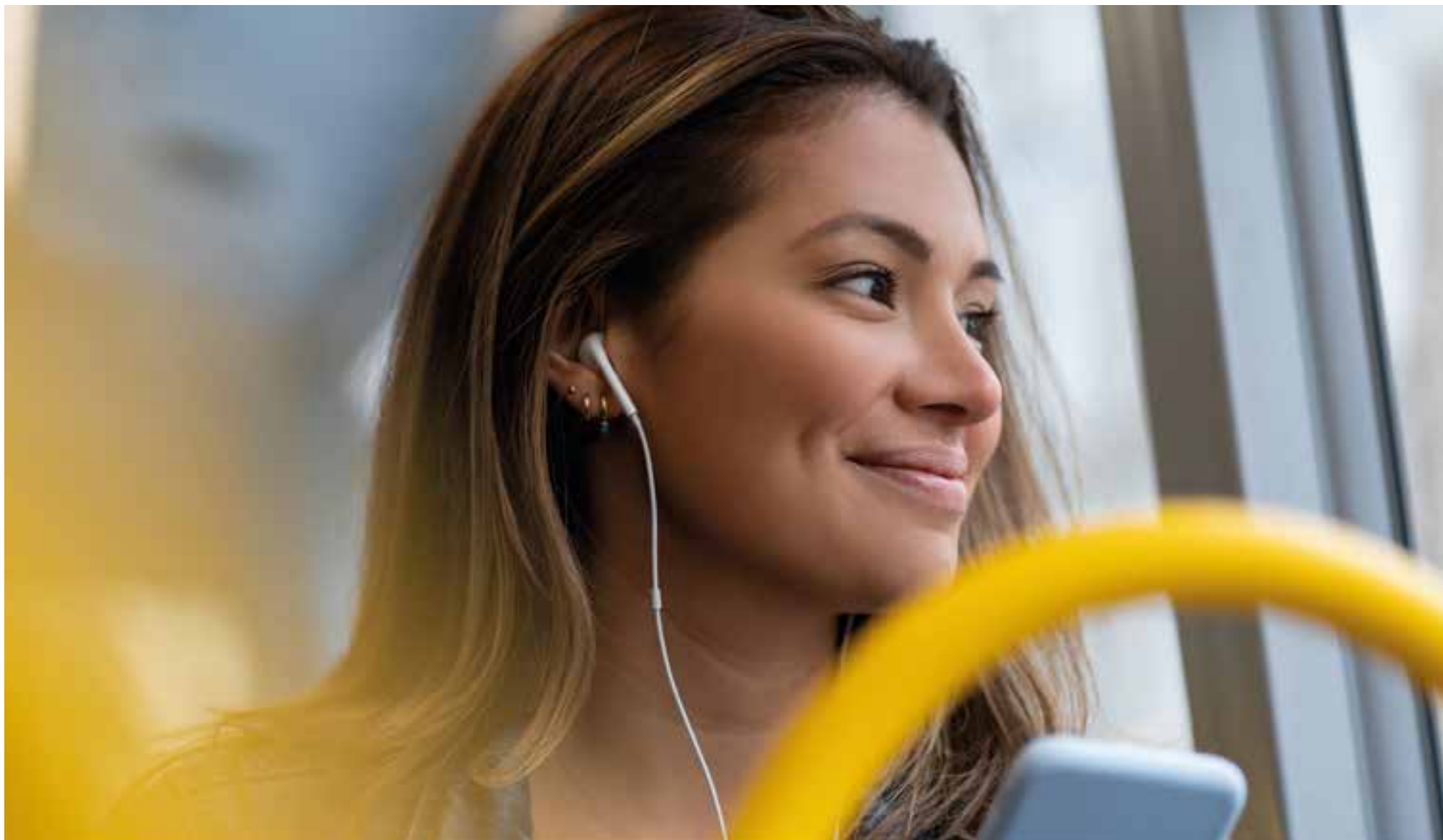


Image: Promoting and investing in buses.



Opportunities for Perivale

4.6.15 — Perivale is one of the Town Plan areas that has seen moderate levels of development and investment in recent decades, especially when compared to Southall, Ealing, and Acton. Perivale comprises a suburban residential context alongside high concentrations of valuable industrial land that acts as a major employer in west London. There is an opportunity to further strengthen the role of the local economy in Perivale to intensify industrial land with a greater range of new jobs and create a better relationship between industrial areas and local retail centres. The ‘Strategic place interventions’ in Chapter 3 suggests lower levels of development but there is scope to create a new local centre around Perivale Station.

**75%
OF PERIVALE’S
POPULATION ARE
EDUCATED TO
DEGREE-LEVEL
(NVQ 4+).**

Regeneration of Perivale industrial estates

4.6.16 — Perivale benefits from being well-connected by east-west public transport, proximity to high-quality green spaces and hosting valuable strategic industrial land. In addition, its local shopping parades provide local amenities and a limited range of community, education, and leisure facilities.

4.6.17 — These social and economic assets provide the ingredients for the potential redevelopment of this area that could focus on improving accessibility to Perivale’s existing businesses, community spaces and parks to create a more sustainable future. As part of this, a heritage and public realm strategy will be developed with existing stakeholders to create a more attractive environment to promote footfall and accessibility, diversifying the economic offer within the town and ensure that shopping parades provide a wider range of amenities.

Industrial land leading in sustainability

4.6.18 — Perivale’s industrial land holds significant potential, in which there are opportunities to improve the environmental sustainability of existing buildings and business activity in this area. Partnering with local landowners and stakeholders would create opportunities to increase the provision of local, skilled jobs and access to vocational training. By working with local stakeholders this approach to regeneration would provide a long-term opportunity to improve local connectivity of the local road network, helping to relieve traffic congestion, support active travel and improve air quality for the town.

Provision of new housing types and tenures for all residents

4.6.19 — There is the need to provide a better range of housing types and tenures alongside mixed-uses within and surrounding Perivale’s town centres, including family housing and specialist accommodation types to meet expected increase in people aged 65+, and high-quality affordable housing options that are accessible to low-income and younger people.

Perivale Spatial Strategy

4.6.20 — This section sets out a town spatial strategy that articulates the borough wide spatial vision and spatial strategy into a town specific policy that will help guide future development and investment within the area. This is followed by a series of town specific spatial policies that set out detailed policy related to specific areas within the town. Further development and investment opportunities are also identified within each place. Figure P2 presents the Perivale spatial strategy.

4.6.21 — The town-level plans are guided by the same three strategic objectives that underpin the borough-level spatial strategy: tackling the climate crisis, fighting inequality and creating good jobs and growth. These also provide a local and contextually specific response to the London Plan that will help guide future growth and planning policy in Ealing.

4.6.22 — The Spatial Options Report provides further detail into the Spatial Strategy and Local Place Interventions, which can be found on Ealing Council's website.

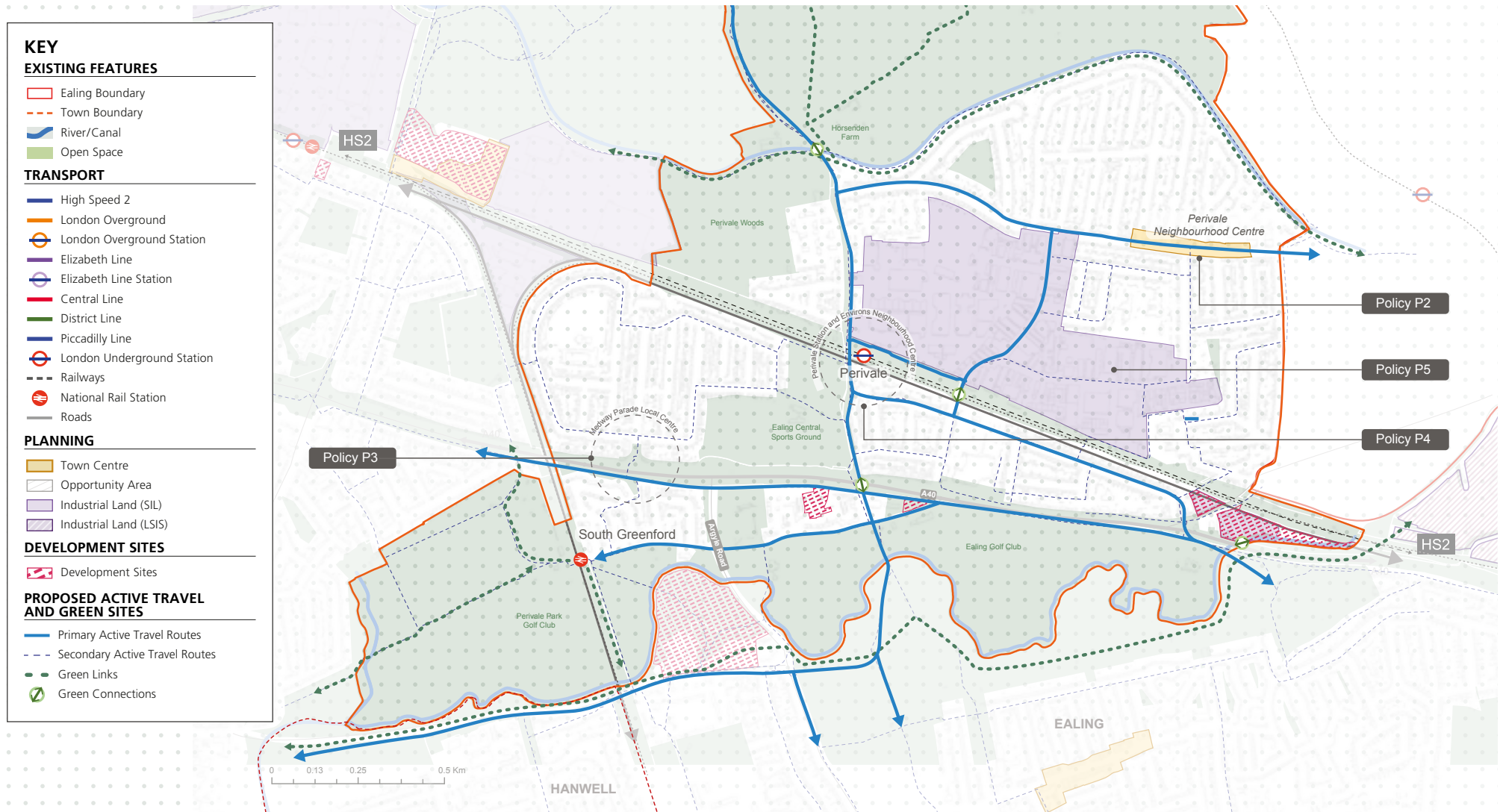


Image: Perivale industrial estate.

LINKS

[Click here](#) for more information on the Council's Spatial Options Report.

Figure P2:
Perivale Spatial Strategy



Policy P1: Perivale Spatial Strategy

Spatial vision for Perivale

A. Perivale’s strong economic offering will be enhanced and reinforced by diversifying the town’s industrial, retail, residential, community, and leisure offer, improving the accessibility and functional role of its green open spaces and improving residents’ quality of life.

B. Perivale’s local shopping parades will be enhanced through diversification and public realm improvements with an emphasis on improving the appearance and role of local centres and their connectivity to the residential areas, industrial areas and public transport by:

- (i) Improving and diversifying the existing neighbourhood centre at Perivale (Bilton Road) and local centre at Medway Parade to better serve the day to day needs of local communities (see Policies P2 and P3).
- (ii) Promoting the creation of a new local centre on Horsenden Lane South around Perivale Station that will help meet the daily needs of local residents, workers, and people travelling to and from Perivale Station (see Policy P4).

C. Perivale’s industrial estates will be enhanced and improved (see Policy P5).

Tackling the climate crisis

D. Perivale will see better, safer, and more attractive public transport and active travel routes. These will help address issues of severance caused by the A40, industrial estates, waterways, and the railway line, reducing car-dependency and contributing to improved health and wellbeing outcomes by:

- (i) Improving public transport connectivity, including providing better links to the Elizabeth line via the currently underutilised South Greenford Station which is located on the Greenford / Perivale border.
- (ii) Creating new active travel routes from Perivale Station to Perivale (Bilton Road) neighbourhood centre.
- (iii) Enhancing the Grand Union Canal and the A40 to act as active travel corridors (including an A40 cycle superhighway with a dedicated lane separate from the traffic) to deliver improved walking and cycling connectivity west into Greenford and east into Brent.
- (iv) New and improved crossings will overcome key barriers to north-south movement posed by the

Grand Union Canal, the London Underground and the A40.

- (v) Improving the existing poor pedestrian and cycling accessibility to South Greenford Station and its surroundings through the improvement A40 crossings.
 - (vi) Providing an enhanced canal crossing that will connect into the eastern edge of Horsenden Hill, with an active travel route through Horsenden Hill to provide a connection to Sudbury Hill.
 - (vii) Promoting a continuous active travel corridor from Perivale Park west into Greenford Town Centre and south to Trumpers Lane (industrial estate) in Hanwell via the publicly accessible spaces of the Brent Valley Park.
 - (viii) Making a series of targeted public realm and traffic management interventions at roads dominated by industrial traffic will help prioritise the safety of pedestrians and cyclists.
- E. Perivale will benefit from better links to green and blue spaces, enhancing their appearance and functional role as places that connect people and communities. Improved public realm, greening and new green spaces will be required as part

of any new development to both enhance the attractiveness of Perivale's streetscapes while helping to address poor air quality.

Fighting inequality

F. Promote better and reinvigorated social and community infrastructure.

Creating good jobs and growth

G. Perivale will reinforce the town's economic identity as a well-connected industrial hub with a strong presence of manufacturing jobs by:

(i) Safeguarding, intensifying, diversifying, and enhancing its industrial core which makes a significant contribution to its economy and provides a good range of employment opportunities. This will include providing affordable workspaces for small businesses and new start-ups.

(ii) Maintaining good levels of accessibility, both for workers travelling there by public transport, as well as heavy goods vehicles, while addressing issues of severance and safeguarding the safety of active travel around the industrial estates.

(iii) Improving quality of life for local residents by enhancing the public realm; providing safe and attractive active travel modes; and mitigating the severance, heavy goods vehicle (HGV) traffic, and environmental impacts caused by industrial activity.

H. Perivale will see relatively limited levels of residential led development as potential opportunities are primarily located away from town centres or places of high public transport accessibility.

I. The key infrastructure delivery priorities for Perivale are set out in Table P1.



PERIVALE WILL REINFORCE THE TOWN'S ECONOMIC IDENTITY AS A WELL-CONNECTED INDUSTRIAL HUB WITH A STRONG PRESENCE OF MANUFACTURING JOBS.



Image: Perivale's industrial hub with a strong presence of manufacturing jobs.

4.6.23 — New development must respond positively to Perivale’s character and identity and seek to enhance it. Perivale has a well-defined urban structure with several typologies present that reflect periods of its development and growth, including a fine-grained historic industrial core and inter-war suburban semi-detached and suburban terraced housing development. Development will need to respond sensitively, having regard to the growth and intensification themes and associated tall buildings guidance/indicative heights identified in each local character sub-area. This is further set out in the Ealing Character Study.

4.6.24 — Perivale currently faces a number of severance challenges, including the busy A40, the railway line, the Grand Union Canal, and the industrial cluster at the centre of the town. The cumulative impact of the above is a town that can feel disjointed and fragmented, with a greater reliance on car use. This is further exacerbated by the lack of a strongly defined town centre that would act as a focal point for the town. Improving connectivity and mitigating the impacts of severance is therefore a priority for Perivale. This includes providing new and improved crossings across the A40, canal, and railway line, to improve north-south connectivity.

4.6.25 — Perivale forms a crucial and inherent part of both the A40 corridor of industrial land uses. Intensification of employment uses, alongside co-location and the provision of new employment sites adjacent to established ones will provide opportunities to further strengthen and diversify Perivale’s economy and provide good-quality employment opportunities for local people.

4.6.26 — South Greenford Station is on the border with Greenford. It is currently the least used train station in London, with a limited service and poor accessibility. It provides Perivale’s only connection to the Elizabeth line, a link that needs to be strengthened through a frequent and reliable service. That would make South Greenford Station more attractive to local people, enabling them to take advantage of the improved connectivity offered by the Elizabeth line while also relieving pressure from the Central line services at Perivale Station, which can get very crowded at peak times.

4.6.27 — Given the limited retail, services, community, and leisure offer at Perivale’s local centres, it is important to strengthen public transport and active travel routes to Greenford (in the west), and Alperton and Wembley (in the east). This includes safer and more attractive walking and cycling routes, including along the Grand Union Canal.

4.6.28 — There is a need and an opportunity to improve active travel routes to nearby green open

spaces (including Horsenden Hill, Perivale Wood, Ealing Central Sports Ground, Perivale Park, and Brent River Park). This includes providing safer walking and cycling routes and improving wayfinding and signage. Better active travel routes across the canal can also improve connectivity to Greenford, providing a more pleasant walking and cycling alternative.



Image: Inter-war suburban residential areas.



**THERE IS A
NEED AND AN
OPPORTUNITY TO
IMPROVE ACTIVE
TRAVEL ROUTES
TO NEARBY GREEN
OPEN SPACES.**



Image: Aerial view of the Grand Union Canal and Perivale from Horsendon Hill.



Image: Expanding retail areas.

4.6.29 — The IDP forms a key element of the Local Plan’s evidence base, setting out the infrastructure that will be required to support the planned growth across the borough, informed through engagement with stakeholders and infrastructure providers. IDPs are living documents, acting as a ‘snapshot in time’, and as different infrastructure providers respond to their own unique challenges, the information will naturally date and alter over time. The IDP will require updating on a regular basis to reflect this.

4.6.30 — The delivery of infrastructure is the responsibility of various different bodies, as detailed within the IDP, including those which have a statutory duty to provide sufficient infrastructure to meet the identified need, as well as those who are responding to market conditions.

4.6.31 — Table P1 demonstrates the infrastructure schemes which will support the sustainable delivery of planned growth over the plan period in Perivale.

Table P1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
Education	Further pupil forecasting and school capacity work to identify early years, primary, secondary, further years and SEND provision required to support planned growth in Perivale.	Ealing Council	Throughout plan-period
Healthcare	Further work to establish the required levels of healthcare provision to support planned growth in Perivale (including primary and secondary healthcare and social care).	North West London Integrated Care Board (ICB)	Throughout plan-period
Active travel	A range of schemes to support active and sustainable travel in Perivale, including public realm, streetscape and highways improvements.	Ealing Council	TBC
Flood mitigation	Feasibility studies of critical drainage areas at Horsenden areas.	Environment Agency	TBC
Flood mitigation	Perivale Park Alleviation Scheme.	TBC	0–5 years

Perivale Spatial Policies

Policy P2: Perivale Neighbourhood Centre

A. To diversify and expand the range of retail, food and drink, community, and leisure uses in the existing local centre at Bilton Road to better meet the everyday needs of local residents.

B. To create a stronger sense of place and community through public realm and active travel improvements to improve accessibility to existing businesses, community spaces and parks.

4.6.32 — Given the strong presence and influence of Perivale’s industrial centre, it is important to balance it with vibrant and diverse local centres that provide people with the opportunity to meet their day to day needs locally, while interacting with each other and strengthening community cohesion.

4.6.33 — Perivale currently lacks a strong town centre. Bilton Road is the largest of its existing local centres, providing a limited range of convenience shops and food and drink outlets. It would benefit from a greater range and

diversity of uses, including more services, community and leisure uses, and improved public realm that would help strengthen the character and attractiveness of the area.

Policy P3: Medway Parade Local Centre

A. To diversify and improve the range of retail, food and drink, community, and leisure uses at Medway Parade to better meet the everyday needs of local residents and create a stronger sense of place and community.

B. Recognising that even a more diverse local centre at Medway Parade is unlikely to fully meet the daily needs of local people due to space constraints, better public transport and active travel corridors will complement and strengthen connections to bigger centres in Greenford and Ealing.

4.6.34 — Medway Parade provides a limited, but valuable, retail, services, and food and drink offer to local residents. This will be enhanced and further diversified to better meet local needs. There is potential to improve the attractiveness of the local centre through public realm and active travel improvements.

4.6.35 — Space constraints limit the amount of uses that can be accommodated at Medway Parade. It is therefore important that local residents have good active travel access to the bigger centres at Greenford Town Centre and Westway Cross. Medway Parade is also within ten minutes’ walk from the currently underutilised South Greenford Station, which provides links to the much larger centres at West Ealing and Ealing Broadway.



IT IS THEREFORE IMPORTANT THAT LOCAL RESIDENTS HAVE GOOD ACTIVE TRAVEL ACCESS TO THE BIGGER CENTRES AT GREENFORD TOWN CENTRE AND WESTWAY CROSS.

Policy P4: Perivale Station and Environs

To explore the potential for a new neighbourhood centre on Horsenden Lane South and improve the active travel connectivity to and through the adjoining industrial cluster to better serve the day to day needs of local residents, workers, and people travelling via Perivale Station and the surrounding area with improved retail, community facilities and local amenities.

4.6.36 — While many people travel to and from Perivale Station on a daily basis, there is currently little in the immediate area to encourage them to spend more time there or to generate economic activity. Providing a new neighbourhood centre on Horsenden Lane South would also help bridge the gap between Bilton Road local centre to the east and Medway Parade to the west. This would make Perivale a more polycentric town, providing local people with more opportunities to meet their daily needs locally. We will also seek to encourage a collaborative approach between council, TfL and industrial landowners to optimise the potential for future mixed-use development and ensure significant improvements in connectivity and public realm.

Policy P5: Perivale Industrial Estate

A. Protect and enhance the broader Perivale industrial estate to ensure the development will:

- (i) Embrace the existing clusters of employment and deliver opportunities for growth and intensification.
- (ii) Explore the potential for developing green and circular economy practices.
- (iii) Improve the quality of the public realm and active travel routes connecting the area around Perivale Station to the wider residential areas, the industrial estate, Perivale Neighbourhood Centre and green open spaces.
- (iv) Diversify and enhance the employment and business offer.

B. Explore opportunities for active frontage to industrial units, particularly around Aintree Road, where these can showcase existing industrial uses and contribute to facilities for local people and workers.

4.6.37 — Perivale has a strong economic base and there is scope to grow and enhance the industrial estate through industrial intensification and upgrading existing premises. Ealing Council will work with key stakeholders to positively support these improvements.



Image: Improving links between Medway Parade and larger centres.



PROVIDE PEOPLE WITH THE OPPORTUNITY TO MEET THEIR DAY TO DAY NEEDS LOCALLY.

Perivale Development Sites

4.6.38 — There will be significant change over the 15-year Local Plan period. The borough spatial strategy seeks to show how future growth will be managed and planned for. It identifies and promotes those areas that can accommodate growth, those that are in need of regeneration, and those that can deliver jobs or infrastructure.

4.6.39 — The Town Plans translate this strategy to the neighbourhood level and set out Ealing Council's ambitions for place making. To deliver the town-level spatial strategies and their associated policies, a number of Development Sites have been identified. The selection of these Development Sites was the subject of a detailed assessment and a 'call for sites.'

4.6.40 — Development Sites have development potential that could support the delivery of the spatial strategy whilst ensuring the borough meets its housing and employment space requirements, alongside the delivery of any necessary and appropriate infrastructure.

4.6.41 — Figure P3 and Table P2 present all the Perivale Development Sites and the schedules that follow set out key site information, contextual considerations and design principles for each.

4.6.42 — Development Sites represent site-specific components of the development plan and are intended to deliver the broader thematic policies set out elsewhere in this document.

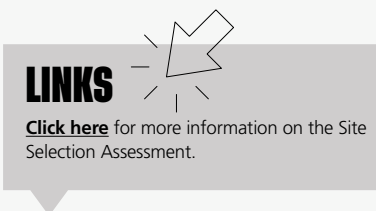
4.6.43 — Development Sites form the adopted policy for each of these specific sites and will not restate all relevant development plan policies; however all proposals are expected to accord with the development plan as a whole, as well as any local placemaking objectives set out in the relevant Town Plan. Proposals will also need to take account of relevant masterplans or supplementary planning document (SPD) guidance as part of future planning applications.

4.6.44 — The Development Site schedules that follow should be read in conjunction with the overarching principles below:

Residential: Refers to Use Class C3 housing.

Setting/Typology: Development proposals must respond to relevant contextual design guidance provided in Part 2 of the Ealing Character Study.

PTAL: Refers to the 2015 base year as defined by Transport for London. Development proposals must be assessed against the latest data available at the point of application.



Tall Buildings: Detail on specific tall buildings sites is set out in the Tall Buildings Strategy and supporting Site Study Appendices. Height is set out in storeys and a metre equivalent is prescribed in Policy D9 as an average of 3.5 metres per storey. The tall buildings threshold height is simply that and not a presumption that any height up to this is automatically acceptable. Proposed heights remain subject to a full design assessment at the point of application.

Flood Risk: Development proposals must comply with latest technical guidance provided by the council, including the Strategic Flood Risk Assessment (SFRA) Level 1 and 2.

Key Infrastructure Requirements: Infrastructure is expected to be delivered in earlier phases of development. These requirements are consolidated in the council's Infrastructure Delivery Plan, which acts as a 'snapshot in time', setting out the infrastructure that will be required to support the planned growth across the borough, delivered through a variety of bodies, including Ealing Council.

Design Guidance: Development proposals must comply with latest design guidance provided by the Greater London Authority (GLA), the council's Ealing Character Study and Housing Design Guidance.

Housing: Development proposals for sites with a residential component must satisfy the requirements of the council's Housing Strategy at the point of application.

Industry: Development proposals for sites with an industrial component must satisfy the requirements of Policy E4 for testing and reversion of industrial uses.

4.6.45 — Any factual information cited in a Development Site should be reconfirmed prior to application. Planning designations can be sourced on the council's Interactive Policy Map.

4.6.46 — For Development Sites under multiple ownership, applicants should undertake effective engagement with residents, landowners, developers and leaseholders to facilitate potential land assembly for the benefit of comprehensive and cohesive development. Where single applications are submitted for part of a Development Site, proposals must not compromise future delivery of land remaining within the overall Development Site boundary.

4.6.47 — The deliverability of Development Sites was assessed at the plan making stage. The Site Selection Report explains the approach, methodology and findings and can be found on the council's website.

4.6.48 — The council will promote the delivery of these Development Sites, including use of compulsory purchase powers where these are necessary for land assembly.

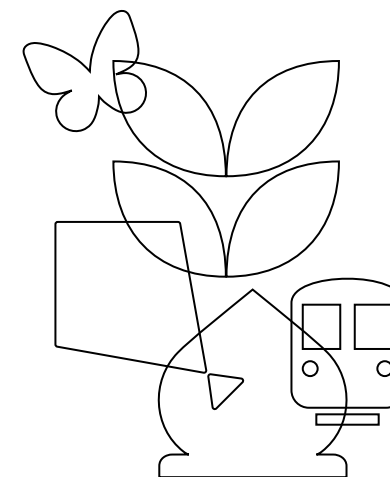


Table P2:
Perivale Development Sites

01PE	BP Garage	366	03PE	Alperton Lane North	370
02PE	Land on the South Side of Western Avenue	368	04PE	Alperton Lane South and Metroline Depot	372

Figure P3:
Perivale Development Sites



Perivale – 01PE

BP Garage



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
BP Garage, Western Avenue, Perivale, UB6 8TW	0.52	Private

CURRENT USE

Petrol station and cafe.

PROPOSED USE

Residential and commercial.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Green Corridor, SINC (borough and local) (nearby), TPO.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm and landscaping improvements. Measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Development should re-provide commercial uses, such as a supermarket or petrol station, to accommodate increasing levels of residential development in the area.
- Landscaping and public realm improvements should be provided along Western Avenue Green Corridor.
- Proposals should carefully consider access given the hostile environment of the A40 and make provision for safe pedestrian routes into and around the site that are sheltered from vehicular traffic.
- Provide active frontages will also help to make pedestrian access more attractive along the main road.
- Ensure taller elements should be situated along Western Avenue and massing should step down in height to the south of the site to respond to neighbouring low-rise properties.
- Provide sheltered private amenity space should be provided given the exposed nature of the site.
- Retain mature trees to the south.

DESIGN PRINCIPLES

- The site is dominated by the A40 and its design and use strategy should be shaped by this, using both layout and technical specification to minimise effects on noise and air quality.
- Commercial uses will be best situated along the A40 where they can be seen, and also to screen residential uses from the impacts of traffic.

Perivale – 02PE

Land on the South Side of Western Avenue



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 5 10 15 20 25 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Perivale Lane, Perivale, UB6 8TW	0.16	Private

CURRENT USE

Vacant land.

PROPOSED USE

Residential.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Centres.

PTAL

3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Grade II Listed Lychgate (nearby) Grade II* Listed Hoover Canteen Block, Front Block and 5 Entry Gates and Piers (nearby) locally listed building (nearby), Community Open Space, Green Corridor, SINC (borough) (nearby), Priority Habitats(nearby), Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm improvements. Measures to improve active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Development of residential flats here should activate the site and establish a gateway building on this prominent corner plot between Western Avenue and the nearby Metropolitan Open Land.
- Permeability around the site should be improved and natural surveillance provided for a safer and more attractive pedestrian environment.

DESIGN PRINCIPLES

- The site is dominated by the A40 and its design and use strategy should be shaped by this, using both layout and technical specification to minimise effects on noise and air quality.
- Ensure layout provides for the maximum shelter from road traffic including entrance from the south. Frontage along the A40 should provide for natural surveillance to improve the pedestrian environment and perceptions of safety.
- Provide pedestrian access to Perivale Lane to allow walking routes that avoid the A40.

Perivale – 03PE

Alperton Lane North



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Alperton Lane, Perivale, UB6 2XY	0.38	Private

CURRENT USE

Occupied by a number of small businesses, including a car wash, car sales business and IT security company.

PROPOSED USE

Industrial-led mixed-use intensification.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Campus/Continuous block.

PTAL

0–1 a

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres). However, Policy D9 G applies subject to an agreed masterplan.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Green Corridor, SINC (borough) (adjacent and nearby), Priority Habitats (nearby), SIL

KEY INFRASTRUCTURE REQUIREMENTS

Highways, public realm, landscaping and greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- The site forms a detached part of Park Royal SIL and may be suitable for mixed intensification unlike a consolidated part of the SIL. This needs to follow a masterplanned approach similar to that set out in Policy E6 for LSIS, starting with the development of a shared industrial baseline with O4PE that defines the type of industrial uses with demand for these sites.
 - Development should deliver an increase in overall industrial provision.
 - Proposals should begin by setting out the provision of industrial uses and these may then be facilitated by ancillary provision of other uses such as residential.
- servicing arrangements can be made, and if there is identified demand for this type of unit.
 - Ensure that existing access from Alperton Lane is consolidated and rationalised, with improvements to the pedestrian realm and streetscape. Development should not result in any informal parking or use of public realm for vehicle movements.
 - Ensure that development takes account of and steps down towards residential properties to the west.
 - Explore opportunities to soften the building façade by means of planting.

DESIGN PRINCIPLES

- Ensure that industrial provision meets GLA design guidance for industrial uses and this will include extra height floors and heavy service access. Industrial provision should form the principal use at ground floor but can also occupy upper storeys where appropriate access and

Perivale – 04PE

Alperton Lane South and Metroline Depot



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Alperton Lane, Perivale, UB5 9RT	1.89	Private

CURRENT USE

Large self-storage facility, bus depot, and small business units.

PROPOSED USE

Industrial-led mixed-use intensification.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Campus.

PTAL

0–2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres). However, Policy D9 G applies subject to an agreed masterplan.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 2 (fluvial/ tidal), Flood Zone 3a (surface water) and Flood Zone 3a and 3b (fluvial/ tidal), Metropolitan Open Land, SINC (borough), Priority Habitat, Green Corridor, TPO, SIL.

KEY INFRASTRUCTURE REQUIREMENTS

Highways, public realm, landscaping and greening improvements. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

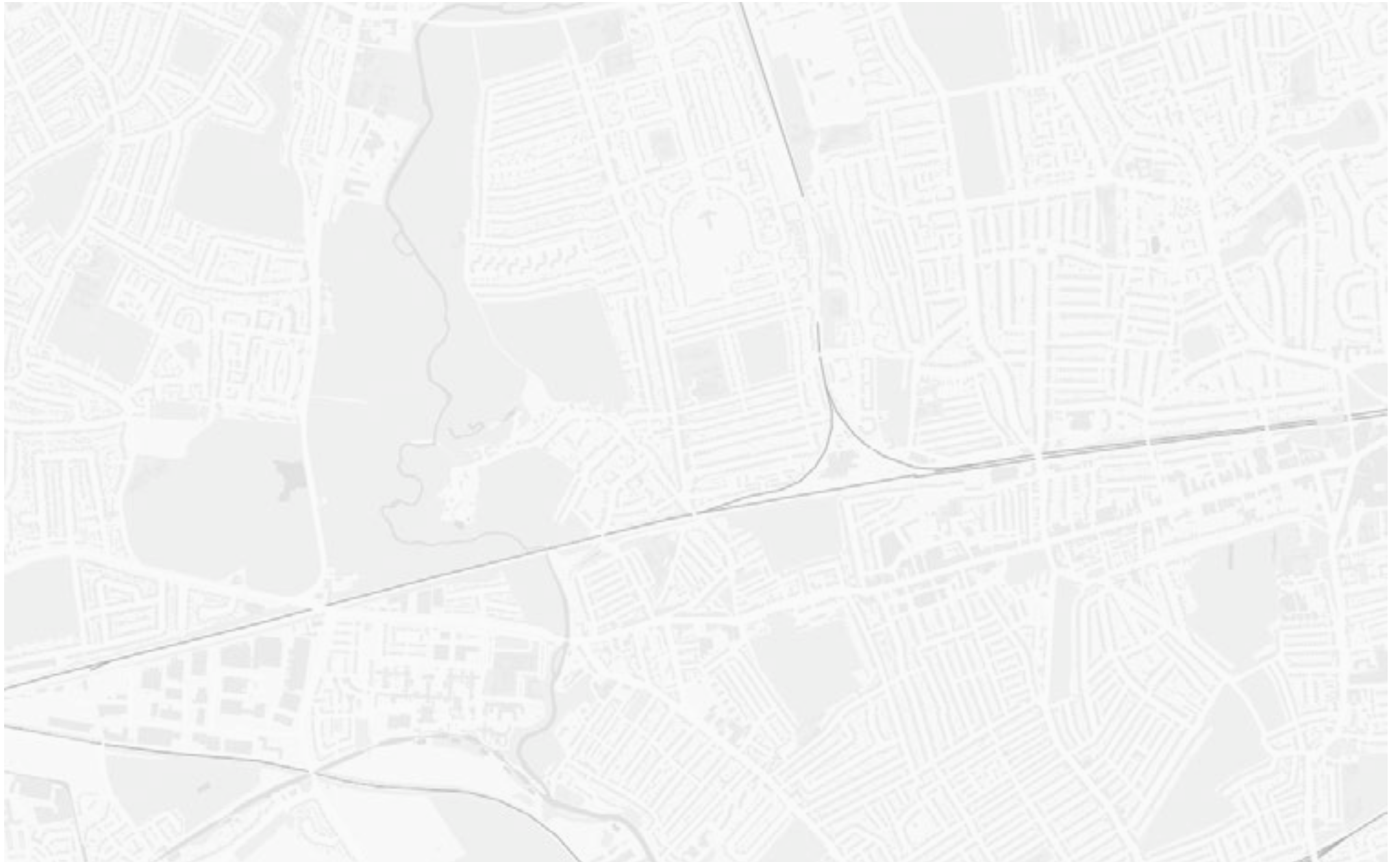
CONTEXTUAL CONSIDERATIONS

- The site forms a detached part of Park Royal SIL and may be suitable for mixed intensification unlike a consolidated part of the SIL. This needs to follow a masterplanned approach similar to that set out in Policy E6 for LSIS, starting with the development of a shared industrial baseline with O3PE that defines the type of industrial uses with demand for these sites.
- Development should deliver an increase in overall industrial provision.
- Proposals should begin by setting out the provision of industrial uses and these may then be facilitated by ancillary provision of other uses such as residential.
- TfL bus depot and access should be retained or a suitable alternative location found.
- The site is at high risk of both fluvial and surface water flooding, encompassing in part the 'Functional Floodplain'. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment, and any future site-specific

flood risk assessment required to support a planning application.

DESIGN PRINCIPLES

- Ensure that industrial provision meets GLA design guidance for industrial uses and this will include extra height floors and heavy service access. Industrial provision should form the principal use at ground floor but can also occupy upper storeys where appropriate access and servicing arrangements can be made, and if there is identified demand for this type of unit.
- Ensure that the existing access from Alperton Lane is consolidated and rationalised, with improvements to the pedestrian realm and streetscape. Development should not result in any informal parking or use of public realm for vehicle movements.
- Provide active frontages on the Alperton Lane side whether in the form of residential entry or by public-facing retail frontages to the industrial uses.
- Explore opportunities for greening particularly adjacent to the river and green corridor.





SOUTHALL **TOWN PLAN**

80,881
SOUTHALL
POPULATION

Image: King Street, Southall.



Southall today

4.7.1 — Southall is located in the south-west of the borough and comprises six wards: Lady Margaret, Dormers Wells, Southall Broadway, Southall West, Southall Green, and Norwood Green. Figure S1 illustrates the existing context of Southall today.

Diverse population with areas of deprivation

4.7.2 — The area is home to approximately 81,000 people, which comprises 22% of the borough's population, making it the borough's second largest town. It is also among the most diverse areas in the UK, with 89% of Southall's population identifying as non-white. However, there are pockets of deprivation throughout Southall. It has the second highest index of multiple deprivation score out of the borough's seven towns and a high proportion of Southall is ranked among the top 20% most deprived nationally.

An industrial hub and cultural destination

4.7.3 — Southall comprises two main centres. The first is Southall Major Town Centre organised around the A4020 / Broadway and characterised by specialist food, retail and fashion shops with a nationwide catchment and an international recognition. The second is King Street Neighbourhood Centre that offers mainly convenience goods to serve the local area.

4.7.4 — In addition, Southall's industrial areas are home to nearly 400 businesses, providing over 4,000 jobs. They have a low vacancy of 5.7%, reflecting the strong demand in this area. This has seen clustering of businesses within the Great Western Strategic Industrial Location, with a number of smaller clusters including

International Trading, Featherstone, and Bridge Road industrial estates.

4.7.5 — Southall is a cultural destination of national importance, and it is imperative that future change and development builds upon and enhances this success.

Transformational levels of growth and investment

4.7.6 — A large part of Southall was designated an Opportunity Area in the 2011 London Plan, identifying a potential for 9,000 new homes and 3,000 new jobs by 2041. The designation was driven by a combination of factors including the availability of former industrial brownfield sites and the planned arrival of the Elizabeth line at Southall Station. The existing Southall Opportunity Area Planning Framework (OAPF) was adopted in 2014 and will be effectively replaced by this new Local Plan.



89%
OF SOUTHALL'S
POPULATION
IDENTIFIES AS
NON-WHITE.



22%
OF THE
BOROUGH'S
POPULATION IS
FROM SOUTHALL.

Figure S1:
Southall existing context

KEY

EXISTING FEATURES

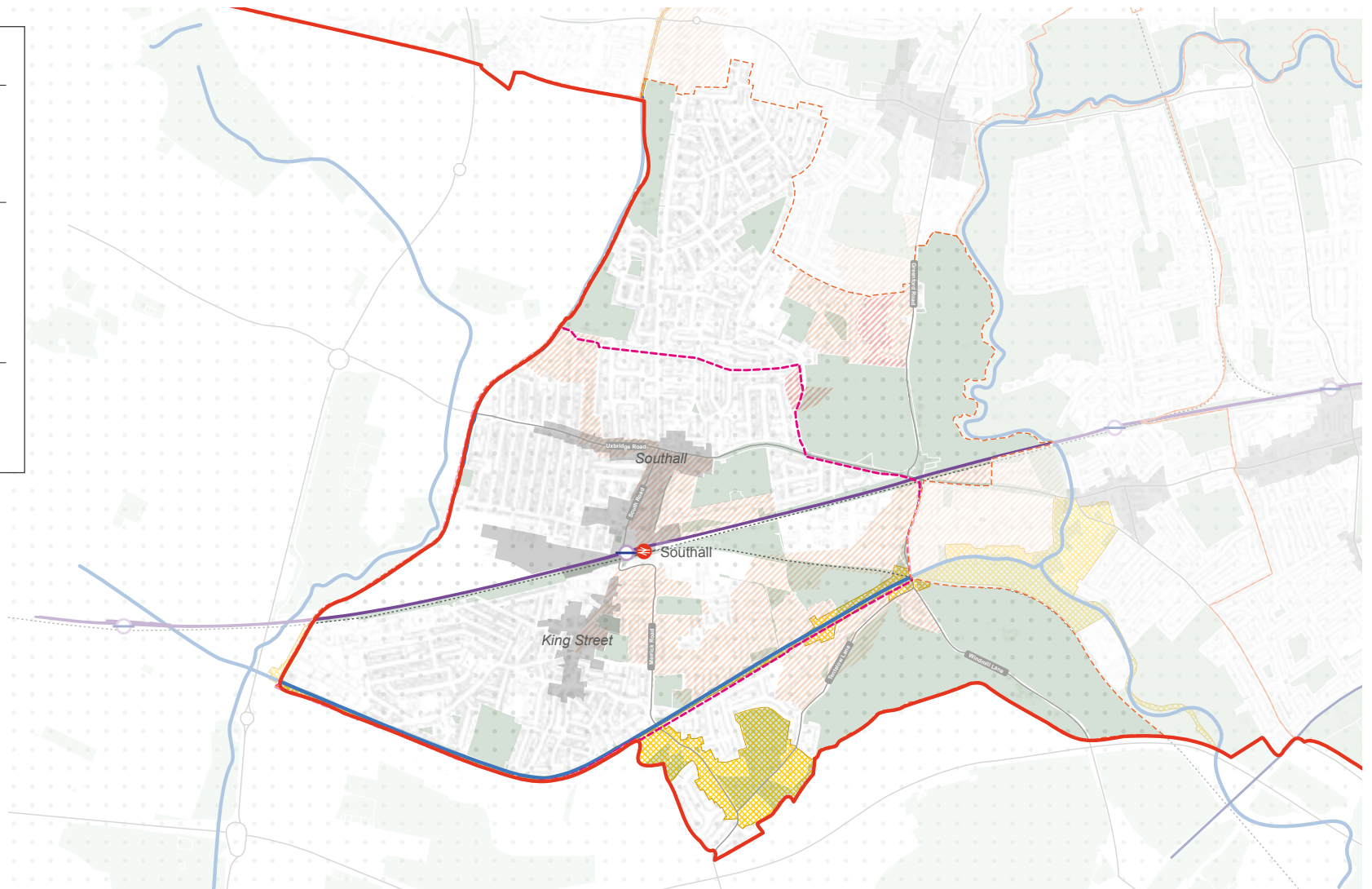
- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- Elizabeth Line
- Elizabeth Line Station
- London Underground Station
- Railways
- National Rail Station
- Roads

PLANNING

- Conservation Area
- Town Centre
- Opportunity Area
- Strategic Area of Regeneration



Issues to address in Southall

4.7.7 — Ealing Council has an ambition to create a '20-minute Neighbourhood' in Southall. To make this a success, it is critical that the key issues felt by local residents everyday are addressed to ensure the best long-term outcome for the town.

4.7.8 — The following sets out the key issues facing Southall based on the evidence base that has been developed as part of the Local Plan and reflecting what you told us through the Shaping Ealing survey (2022).

LINKS

[Click here](#) for more information on the Shaping Ealing Report.

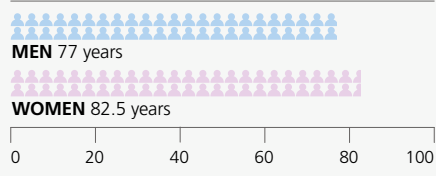


Image: Southall Rail Station.

**52%
OF SOUTHALL'S
JOBS ARE
CLASSIFIED AS
LOW PAY WORK.***

*highest proportion in the borough.

SOUTHALL HAS THE LOWEST LIFE EXPECTANCY IN THE BOROUGH



Lack of employment led growth

4.7.9 — Since Southall’s designation as an Opportunity Area, the pace of new homes provision has been rapid. However, this has not been accompanied by a similar increase in the amount of employment space and new jobs. The pressure from residential-led growth in Southall is placing increased pressure upon Southall’s industrial land due to the growth demand for homes in West London (and London as a whole). This risks the loss of valuable industrial land that provides a livelihood for many local residents.

Changing Southall Identity

4.7.10 — Alongside the lack of employment growth, one of the key issues is to retain Southall’s unique identity and heritage amid large scale development and rapid change. New large-scale development may lead to economic and social barriers between longstanding communities and those moving in, making social cohesion more difficult. Despite the improvements in connectivity and higher levels of public investment in the area, there are concerns about some of the heights proposed in new developments, loss of heritage assets, and pressure on local services.

Health and wellbeing challenges

4.7.11 — The borough-wide challenges of deprivation and low pay are particularly acute in Southall. These contribute to deeply embedded health and wellbeing challenges. Southall’s population density is among the highest in Ealing (ranking second out of the seven towns), with large parts of Southall having deficient access to open space. It is critical that these social issues are addressed alongside further growth.



Image: Berkeley: The Green Quarter, Southall.

Opportunities for Southall

4.7.12 — Southall is home to the borough’s most diverse population and is one of the most deprived and lowest in terms of health and well-being outcomes. It is also an industrial hub of London importance with over 4,000 jobs within its industrial areas alone and is a cultural destination of national importance. Southall is also undergoing a period of rapid and transformational development and investment that has been framed the Opportunity Area designation of the London Plan.

4.7.13 — Much of that growth has focused on building new homes, consequently the ‘Strategic place interventions’ in Chapter 3 suggests moderate level of development and this should be employment-led to help rebalance the offer of new homes and new jobs for Southall.

4.7.14 — Future development and investment in Southall should better celebrate and strengthen the unique character and cultural heritage of Southall, where longstanding resident and businesses communities can be complimented by new residents and businesses to build a more economically resilient and socially cohesive Southall.

Enabling community-led groups to enact change

4.7.15 — The Southall Reset Programme provides an opportunity to enable a community-led approach to regeneration and investment for Southall Major Centre and its surrounding neighbourhoods. It will be focused on tackling deep-rooted challenges specific to Southall, to support its residents and businesses to become part of a thriving Southall community and benefit from a more inclusive economy.

4.7.16 — The Let’s Go Southall programme encourages greater walking and cycling. It is helping to drive local demand for enhanced active travel measures and safe walking and cycling routes. This could bring transformational changes and provides a unique opportunity to complement the programme with active travel infrastructure investments.

Enhanced connectivity to create a diversified town centre

4.7.17 — The arrival of the Elizabeth line provides a clear rationale for large-scale regeneration at Southall and strategic sites near the new station. However, it is also an opportunity to make it a destination, revisiting its offer and relationship to the wider London region.

This includes diversifying the town centre activities and intensifying industrial land, capitalising on the area’s excellent connectivity and bringing new employment opportunities.

Prioritising employment-led growth

4.7.18 — Southall’s businesses have grown by 20% since 2015. This is the highest of the borough’s seven towns. Southall is home to major public sector employers and major industrial sites housing a diverse range of businesses. Future growth will require a mix of employment spaces, blending lower density distribution activity with high quality, flexible and affordable workshop, office, studio, and other types of space to allow existing businesses to grow and new businesses to locate here. This will ultimately make Southall a premier destination in London and beyond to start and grow a new business.

Providing housing for all residents

4.7.19 — With the significant number of new homes planned in Southall, there is an opportunity for new developments to raise the design quality, on-site amenity space provision, and public realm enhancement. Southall has seen an increase in inter-generational living which can be an opportunity that could address social and community needs.

**+20%
GROWTH IN
SOUTHALL'S
BUSINESSES
SINCE 2015.**

**3RD
MOST
AFFORDABLE
TOWN IN THE
BOROUGH.**



Image: Fabric trader, Southall.

Southall Spatial Strategy

4.7.20 — This section sets out a town spatial strategy that articulates the borough wide spatial vision and spatial strategy into a town specific policy that will help guide future development and investment within the area. This is followed by a series of town specific spatial policies that set out detailed policy related to specific areas within the town. Further development and investment opportunities are also identified within each place. Figure S2 presents the Southall spatial strategy.

4.7.21 — The town-level plans are guided by the same three strategic objectives that underpin the borough-level spatial strategy: tackling the climate crisis, fighting inequality and creating good jobs and growth. These also provide a local and contextually specific response to the London Plan that will help guide future growth and planning policy in Ealing.

4.7.22 — The Spatial Options Report provides further detail into the Spatial Strategy and Local Place Interventions, which can be found on Ealing Council's website.



Image: South Road, Southall.

LINKS

[Click here](#) for more information on the Council's Spatial Options Report.

Policy S1: Southall Spatial Strategy

Spatial vision for Southall

A. Future development and investment in Southall will celebrate and strengthen the unique character and heritage of Southall as a cultural destination of national importance. It will capitalise on Southall's strategic location on the Elizabeth line and its proximity to Heathrow Airport to maximise economic opportunities for the area and will primarily focus on a cluster of sites around Southall Station. More attractive town centres and cultural programming will increase visitor numbers from other parts of the borough and neighbouring boroughs, to help support a thriving economy.

B. Southall's role as a Major Centre in London's town centre hierarchy will be strengthened, with a good range of retail, commercial, leisure and community uses provided and enhanced public realm, additional greening and improved active travel links (see Policy S2).

C. King Street Neighbourhood Centre will complement Southall Major Centre, whose offer will be enhanced bringing together new commercial space and a public square at The Green, with the

existing shopping parades and enhanced community spaces (see Policy S3).

D. West Southall will deliver a new residential and commercial neighbourhood and an extension to Southall Major Centre. This will act to strengthen and complement the role of Southall as a Major Centre, providing new public realm, social, community and green infrastructure (see Policy S4).

E. East Southall will deliver mixed use development of residential, convenience retail, community, cultural, and leisure uses led by quality commercial spaces designed to better optimise the use of the land (see Policy S5).

Tackling the climate crisis

F. Active travel connections will be improved throughout Southall and specifically by:

(i) Establishing a key north-south active travel corridor running from Lady Margaret Road down to the Grand Union Canal, via Southall Major Centre and King Street Neighbourhood Centre, including Avenue Road and Merrick Road.

(ii) Improving connections across the railway at Dudley Road, South Road, and Windmill Lane,

connecting the West Southall Development Site with King Street Neighbourhood Centre.

(iii) Linking in with active travel improvements along the wider Uxbridge Road, upgrade the provision of safe cycle routes and crossings, ensuring continuous provision and easy access to town centres in Hanwell, Ealing and Acton.

(iv) Supporting social movements led by Let's Go Southall to deliver a long-term behavioural and cultural shift towards active travel.

(v) Working with the Heathrow Strategic Planning Group (HSPG) and associated authorities and other parties including Heathrow Airport and Hillingdon Council to establish high quality active travel networks across the Heathrow Interaction Area and improve 24-hour travel connections to support shift workers.

Fighting inequality

G. The health and wellbeing of Southall's residents will be improved by:

(i) Adding to the network of green open spaces particularly in deficient areas in the western and southern parts of Southall. Improving the quality of green open spaces through a coordinated

programme of environmental and safety enhancements, tree planting, greening and facility improvements including the creation of a Local Nature Reserve.

(ii) Strengthening connections to the Brent Valley Park and Grand Union Canal, with a focus on improving pedestrian and cycle access and wayfinding and implementing the Southall Grand Union Canal Wellbeing Way Project.

(iii) Improving access to primary healthcare infrastructure at Southall Jubilee Gardens and Lady Margaret Road medical centres. Identifying opportunities for space for health infrastructure/ services in new developments and retrofit projects in south-eastern Southall.

(iv) Enhancing existing social and community infrastructure, improving accessibility to facilities, and identifying opportunities for new social and community infrastructure in new development projects. This will include addressing specific needs for a homeless shelter, an inter-faith forum and for young people.

(v) Providing new play pitches and sports facilities on the Southall/Hanwell borders.

H. Future development will recognise the role of good design, heritage and culture in place-making by:

(i) Taking active measures to secure the future repair, reuse, and long-term survival of heritage assets including Norwood Green Conservation Area and Norwood Hall which are currently identified on Historic England's Heritage at Risk Register.

(ii) Delivering growth in and around Southall's two Conservation Areas at Norwood Green and at the southwest stretch of the Grand Union Canal through careful, contextual design that is informed by existing character areas and promotes heritage assets.

(iii) Promoting the strong cultural offer of The Broadway, South Road, and The Green for banqueting, conferencing, festivals and performing arts, along with retailing and restaurants.

(iv) Celebrating the rich heritage of Southall and harnessing it as a tool to promote awareness, learning, regeneration, and community cohesion.


**SOUTHALL IS
A CULTURAL
DESTINATION
OF NATIONAL
IMPORTANCE.**



Image: Residential Development in Southall.

(v) Retaining and reinforcing Southall's identity by ensuring new development meets the highest design standards and responds positively to the local character and heritage.

(vi) Making improvements to public realm and ecology along the Grand Union Canal towpath.

(vii) Public realm interventions at Southall and King Street centres to make streets greener and more attractive, and combat perceptions of poor safety and vulnerability to crime.

(viii) Strengthening the relationship between neighbourhoods in Dormers Wells and Lady Margaret and Greenford Town Centre through public realm improvements and wayfinding signs.

Creating good jobs and growth

I. Southall's strong industrial base with specialisms in wholesale, warehousing and logistics, and transport will be supported and enhanced through:

(i) The provision of a variety of employment spaces within easy reach of Southall Station, encouraging a diversity of tenants and higher-value job opportunities and higher paying jobs

utilising varied and innovative typologies, plot and unit sizes with flexible floorplates, internal heights and affordability ranges.

(ii) Protecting Strategic Industrial Locations (Great Western SIL) and Locally Significant Industrial Sites (Bridge Road, Featherstone and International Trading LSIS), improving densities, and ensuring the longevity of these employment sources.

(iii) Redesignating Charles House and the Balfour Business Centre as LSIS to provide further protection for currently valuable non-designated industrial land.

(iv) Supporting masterplan-led co-location of housing on Locally Significant Industrial Sites provided there is no net loss of industrial floorspace and an increase in employment density.

(v) Capitalising on the proximity of Heathrow Airport in terms of supporting local jobs and local supply chains.

(vi) The provision of affordable and managed workspace in Southall for small and medium enterprises (SMEs); this includes allocating affordable and managed workspace at future Development Sites in East and West Southall, as

well as in the King Street Neighbourhood Centre.

(vii) Capitalising on the presence of the West London College Green Skills Hub to create green jobs by identifying industry champions to lead future curriculum development and define business needs in Southall.

(viii) Developing an Inclusive Economy Plan responding to the specific conditions of poverty and deprivation and looking at the utilisation of key public sector assets to foster growth and regeneration.

(ix) Exploring with the GLA, Film London, landowners and other stakeholders the feasibility of establishing a film studio campus in Southall.

J. The specific housing needs of Southall residents will be addressed by:

(i) Delivering more genuinely affordable housing to tackle deprivation and low income particularly in Norwood Green, Southall Broadway, and Southall Green wards.

(ii) Promoting innovative design solutions to facilitate inter-generational living both as part of new-build housing developments and through the adaptation of existing homes.



(iii) Moderate levels of development at Golf Links Estate and Havelock Estate will regenerate these urban environments and encourage local provision of social infrastructure and convenience goods stores.

(iv) Meeting other specific housing needs to Southall.

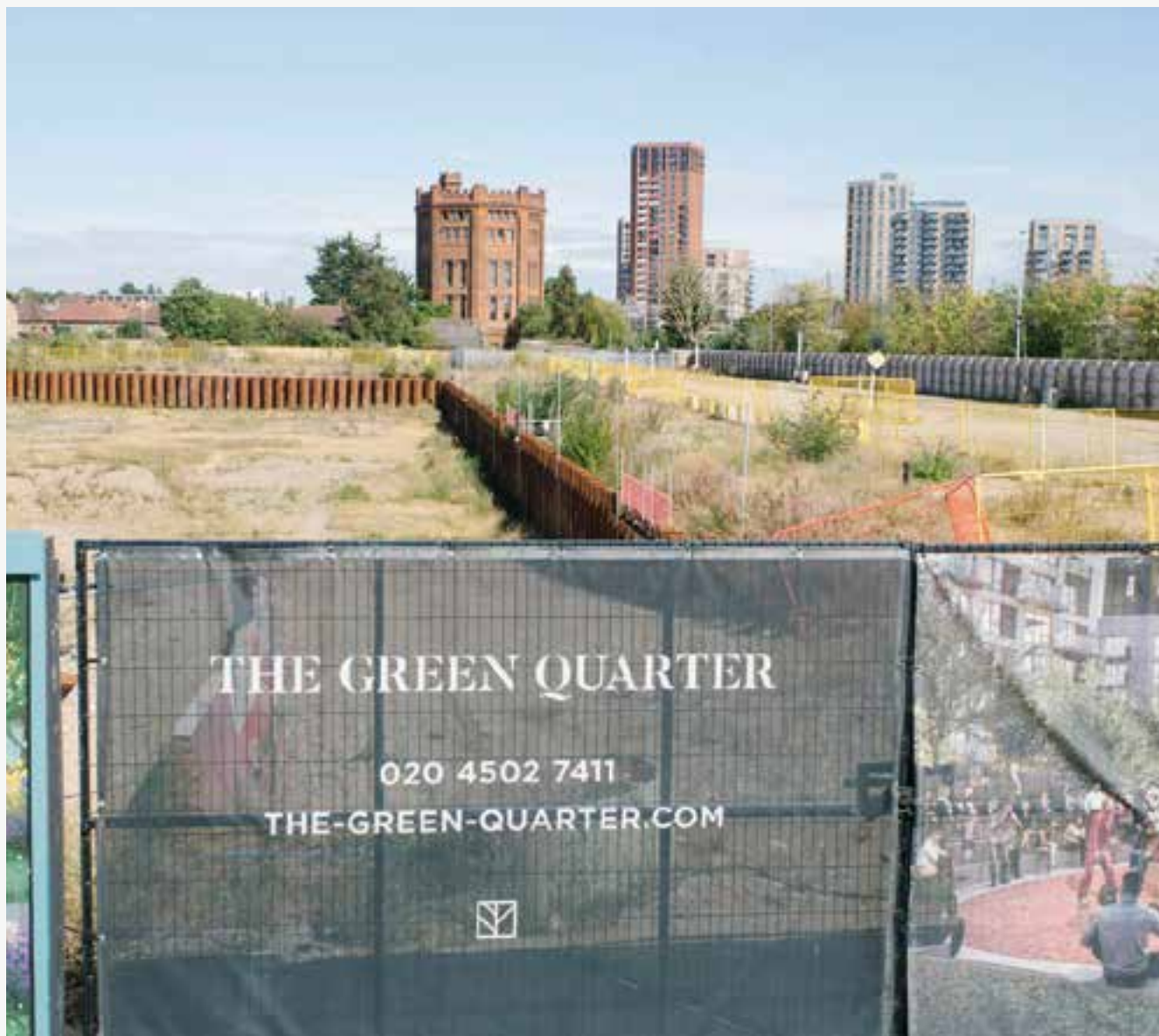
K. The key infrastructure delivery priorities for Southall are set out in Table S1.

Image: Aerial view Sri Guru Singh Sabha Gurdwara Sikh Temple, Southall.

4.7.23 — Southall is a cultural destination of national importance and is a growing neighbourhood. Southall is connected to central London via the Elizabeth line, sits in close proximity to Heathrow and is well-connected to the wider west London Road network. This excellent connectivity should be capitalised on to diversify the town centre activities, intensify industrial lane and bring new employment opportunities to the area. While recognising local concerns about the scale and pace of recent development, new growth presents an opportunity to tackle the widespread challenges of deprivation, low pay, and poor health. It also provides a significant opportunity for investment to deliver improved employment opportunities, affordable homes, support healthier lifestyles, and achieve a better-quality local environment.


**SOUTHALL'S ROLE AS
A MAJOR CENTRE IN
LONDON'S TOWN CENTRE
HIERARCHY WILL BE
STRENGTHENED.**

Image: The Green Quarter, a recent development opportunity in Southall.



4.7.24 — Southall is classified as a Major Centre in the hierarchy of town centres providing a good range of retail services, offices, civic functions and cultural, leisure and entertainment uses, serving the local population and neighbouring areas. Southall Major Centre is also complemented by King Street Neighbourhood Centre which is located just to its south. To help ensure that Southall's population is well-served, and to ensure it is attractive as a vibrant destination for visitors from outside the area, it is vital to improve the range of retail and other services during the day and night by enhancing their offer and capacity and the quality of the townscape.

4.7.25 — This will be achieved by focussing public realm interventions at Southall Major Centre and King Street Neighbourhood Centre to make streets greener and more attractive, combat perceptions of poor safety and vulnerability to crime, and improve the visitor experience. This, in turn, will increase visitor numbers from elsewhere in the borough, as well as neighbouring boroughs. It can also be assisted by connecting Southall Major Centre, West Southall (Green Quarter development), East Southall and King Street Neighbourhood Centre with adjoining new developments such as west of The Green, providing complementary retail, leisure, and community uses and public realm improvements to enhance the town centre offer.

4.7.26 — To meet people's daily needs and reduce travel it will be important to strengthen connectivity to neighbouring town centres at Hanwell and Greenford. This includes strengthening the relationship between neighbourhoods in Dormers Wells and Lady Margaret and Greenford town centre through public realm improvements and improved wayfinding.

4.7.27 — Southall has experienced economic growth in recent years, with new businesses growing by 20% between 2015 and 2020. However, this growth is increasingly in lower paid jobs, providing insecure employment. This contributes to Southall having the lowest incomes in the borough. The Southall Employment Audit (June 2022) concludes that Southall will require a mix of employment spaces, blending lower density distribution activity with workshop, office, studio, and other types of space to allow existing businesses to grow and new businesses to locate there. This will require more proactive planning policy intervention to protect and intensify industrial land and create the conditions and spaces that can adapt to changing market conditions.



**IT IS VITAL TO
IMPROVE THE RANGE
OF RETAIL AND OTHER
SERVICES DURING
THE DAY AND NIGHT.**



Image: Greengrocer's,
Southall Town Centre.


**HEATHROW IS AN
IMPORTANT ECONOMIC
ANCHOR FOR SOUTHALL
AND FOR EALING AS
A WHOLE.**



Image: Heathrow Express connections, Southall station.

4.7.28 — Industrial land, representing over 70% of total commercial floorspace in Southall, will be protected within Strategic Industrial Locations (SIL). Opportunities will be explored where appropriate to re-designate undesignated sites in Southall as Locally Significant Industrial Sites (LSIS), including Balfour Business Centre and Charles House. New development and consolidation of LSIS will be required to increase job densities and overcome historically inefficient use of land.

4.7.29 — Heathrow is an important economic anchor for Ealing. Over 4,000 Ealing residents (according to the 2011 Census) commuted to Heathrow for work. Ealing hosts 3,300 airport related jobs, and 350 businesses in activities such as hotels, freight transport, and warehousing and storage. Southall directly supports 500 airport-related jobs and 100 airport-related businesses. To maximise the ability of Southall residents to take up job opportunities at the airport, the council will work with the airport, Heathrow Strategic Planning Group (HSPG), local businesses, and other stakeholders to improve surface access to and from the airport and support local supply chains.

4.7.30 — To foster business start-ups and support entrepreneurship, opportunities will be taken to create affordable workspace in Southall to meet a wide range of needs including for charities and social enterprises,

cultural and artistic needs, disadvantaged groups and providing links with schools, colleges and higher education institutions in the area including Southall Community College and the University of West London.

4.7.31 — Collaboration with the West London Green Skills Hub will support the creation of green jobs in Southall. This will be important to support Southall to shift away from traditional industries and to take advantage of growing opportunities in the green economy sector to help reduce carbon emissions.

4.7.32 — Southall is experiencing the highest population growth in the borough and will require additional housing provision to meet its future needs. It also suffers from high levels of deprivation and poverty. Access to genuinely affordable housing will be critical to addressing local needs.

4.7.33 — Where appropriate, include provision for inter-generation living so that it can be planned from the outset of the design process and will consider the cultural and faith requirements of different communities. Extensions and annexes to existing homes will also be supported where this does not affect the character of the area.



4.7.34 — To enhance the health and well-being of Southall residents, opportunities must be taken to improve access to open space, convenient walking and cycling links, and local primary care services. To address Southall’s deficiency in access to public open space in the south and west, new open spaces will be added to the network of Green spaces through development opportunities (e.g., Green Quarter, Quayside Quarter, Margarine Works, Havelock Estate) and these will connect with the wider green network.

4.7.35 — The quality of open spaces will also be improved by addressing safety and security (specific opportunities around the station), providing additional tree planting, integration of greenery into the streetscape, and providing more places to sit and relax. Additional tree planting and urban greening will be particularly focussed around Uxbridge Road, The Broadway, South Road, and Hortus Burial Ground. Opportunities will be taken to improve urban greening across Southall through, for example, the provision of rain gardens, growing spaces, and natural spaces.

Image: Kayakers and walkers along the Grand Union Canal, Southall.

4.7.36 — Active travel measures (including safe cycling and walking routes) will complement the 'Let's Go Southall' programme in promoting physical activity and overcoming the severance caused by roads and railway lines. Routes will make use of sideroads where roads are not wide enough to accommodate cycle lanes (e.g., King Street). These will complement recent improvements such as the Merrick Road foot and cycle bridge to provide a safe crossing away from South Road bridge. These will be supported through the provision of associated infrastructure such as bike hangers. Connecting with routes along the Grand Union Canal and the Brent Valley will also increase opportunities to make more sustainable journeys for work or pleasure.

4.7.37 — Evidence from the Health Study (2022) shows that access to primary care facilities in south-eastern parts of Southall need to be improved to cope with increased population levels. Southall has the highest level of projected population growth in the borough. Its population is projected to increase by 8.1% by 2026, 18.5% by 2031, 25.2% by 2036, and 32.0% by 2041.

Image: Hanwell Lock Flight, Southall.





THERE IS PRESSURE FOR NEW SCHOOL PROVISION ARISING FROM POPULATION GROWTH.

4.7.38 — There is also high health and disability deprivation relative to other neighbourhood areas, particularly in Norwood Green ward which has the highest percentage of people reporting long term illness or disability in the borough. Opportunities will be taken to improve and refurbish existing primary health care buildings and GP practices at Southall Medical Centre and Jubilee Gardens Medical Centre (both in Lady Margaret ward) and Lady Margaret Road Medical Centre (Dormers Wells ward).

4.7.39 — There is pressure for new school provision arising from population growth, particularly for early years and primary school provision. This will be partly met through development in West Southall and further work will be undertaken to examine the need for and options for delivering additional secondary school provision.

4.7.40 — Southall has fewer heritage assets (both designated and non-designated) than other parts of the borough and this is partly due to the need for further investigation to identify assets. Conservation Areas are located to the south at Canalside and Norwood Green but there is no significant cluster of historic buildings within Southall Major Centre to warrant a Conservation Area designation. However, there is great potential to place more emphasis at the heart of place-making in Southall through investment and development

opportunities. Civic, cultural, and community uses will be encouraged particularly for prominent buildings in central locations of Southall such as the Kings Hall, Manor House, Southall Town Hall, and the Himalaya cinema as part of the wider regeneration of Southall Major Centre.

4.7.41 — Norwood Green Conservation Area is included on Historic England's Heritage at Risk Register as the special character of this areas has been affected by poorly designed modern developments and additions. Norwood Hall also remains on the register. Active measures must be taken to secure the future long-term survival of these assets.

4.7.42 — New development must respond positively to, and enhance, Southall's character and identity. Southall has a complex urban structure with a number of typologies present that reflect periods of development and growth, from the historic settlements of Southall and Southall Green to the mass inter-war suburban and industrial expansion. Development will need to respond sensitively having regard to the growth and intensification themes and associated tall buildings guidance/indicative heights identified in each local character sub-areas. This is further set out in the Ealing Character Study.



4.7.43 — The IDP forms a key element of the Local Plan’s evidence base, setting out the infrastructure that will be required to support the planned growth across the borough, informed through engagement with stakeholders and infrastructure providers. IDPs are living documents, acting as a ‘snapshot in time’, and as different infrastructure providers respond to their own unique challenges, the information will naturally date and alter over time. The IDP will require updating on a regular basis to reflect this.

4.7.44 — The delivery of infrastructure is the responsibility of various different bodies, as detailed within the IDP, including those which have a statutory duty to provide sufficient infrastructure to meet the identified need, as well as those who are responding to market conditions.

4.7.45 — Table S1 demonstrates the infrastructure schemes which will support the sustainable delivery of planned growth over the plan period in Southall.

Image: Villiers High School in Southall, west London.





Image: Southall Town Centre.

Table S1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
Parks and Gardens	New open space at the Green Quarter	TBC	TBC
Indoor Sports facilities	New Indoor sports facility in the Green Quarter	Ealing Council	TBC
Indoor sports facilities / sports halls	New Dormers Wells Leisure Centre	Ealing Council	TBC
Outdoor sports centre	New Warren Farm Sports Ground, including pavilion	Ealing Council	TBC
Education	Further pupil forecasting and school capacity work to identify early years, primary, secondary, further years and SEND provision required to support planned growth in Southall.	Ealing Council	Throughout plan-period
Primary Education	2x two-form entry schools at Southall Waterside and Middlesex Business Centre developments	Ealing Council	TBC
Secondary Education	Villiers High School adding one form of entry	Ealing Council	TBC
Special educational needs and disability (SEND)	Villiers High School Additional Resourced (ARP) Provision	Ealing Council	TBC
Healthcare	Further work to establish the required levels of healthcare provision to support planned growth in Southall (including primary and secondary healthcare and social care).	North West London Integrated Care Board (ICB)	Throughout plan-period

Table S1:
Key infrastructure delivery schedule

Infrastructure Type	Infrastructure Scheme	Infrastructure Provider	Delivery Phasing
Primary healthcare	Southall Solution (Hub & Spoke model) within the Green Quarter & Park Avenue development sites.	North West London ICB	5 – 10 years
Primary healthcare	Jubilee Gardens - reduction in vacant and unused bookable space to increase healthcare services at this site.	North West London ICB	0–5 years
Primary & community healthcare	Redevelopment of the Limes	North West London ICB	TBC
Secondary healthcare	Southall Broadway Health Centre reprovision	North West London ICB	TBC
Highways	A312 Bulls Bridge roundabout and M4 Junction 3 mitigation scheme	Developer / National Highways	TBC
Rail	Re-opening / improving the underpasses at Spencer Street and Glade Lane	Network Rail / Ealing Council	TBC
Bus	Aspiration to improve bus connectivity in Southall	TfL	TBC
Active travel	A range of schemes to support active and sustainable travel in Southall, including public realm, streetscape and highways improvements	Ealing Council / Developer contributions	TBC
Flood mitigation	Feasibility studies on critical drainage areas at Southall	Environment Agency	TBC
Flood mitigation	Glade Lanes sewer daylighting	TBC	0–5 years

Southall Spatial Policies

Policy S2: Southall Major Centre

To reinforce Southall's role as a Major Centre by:

(i) Maintaining and enhancing the range of retail, commercial, leisure and community uses in Southall Major Centre by strengthening and diversifying the commercial core through active frontages, mixed uses, active travel enhancements, public realm interventions and creating greener and safer spaces.

(ii) Creating a vibrant high street network to offer mainstream and specialist goods and services for local residents and visitors throughout the day and evening.

(iii) Expanding Southall's reputation as a shopping destination within the wider region with supporting visitor infrastructure and environmental and public realm improvements.

(iv) Improving the arrival experience at Southall Station with new and enhanced public realm and

better connectivity to neighbouring Development Sites, ensuring there is active ground-floor level usage in all new developments.

(v) Strengthening connectivity to neighbouring town centres at Hanwell and Greenford to ensure that the majority of residents' daily needs can be met conveniently.

(vi) Improving the out of hours and 24 hour-offer of Southall's centres to support shift workers and long-distance commuters, while avoiding amenity impacts.

(vii) Taking active measures to secure the future repair, reuse, and long-term survival of heritage assets and prominent buildings in the Town Centre including the Kings Hall Methodist Church, South Road (local heritage asset), the Himalaya Palace Theatre, South Road (GI1*) and the Old Town Hall and former Fire Station, High Street (local heritage asset).



Image: Street market, Southall.

SOUTHALL IS A STRONG PERFORMING TOWN CENTRE WITH A VERY STRONG IDENTITY.



Image: Encourage public transport across Southall.

4.7.46 — Southall is classified as a major centre in the hierarchy of town centres providing a good range of retail services, offices, civic functions and cultural, leisure and entertainment uses serving the local population and neighbouring areas. The functional area of Southall Major Centre is comprised of two main shopping parades along the A4020 ‘The Broadway’ and A3005 ‘South Road’. Both shopping parades are well connected to one another. Active travel connections are relatively poor but there is very good public transport connectivity. The town centre benefits from a range of retail (mainly comparison), food and beverage, and community uses. There is direct access to Southall Park from the eastern-most shopping parade.

4.7.47 — Southall is a strong performing town centre with a very strong identity. It could benefit from enhancements to the environment, active travel infrastructure, and its leisure offer to further increase visitor footfall. To help ensure that Southall’s population is well-served, and ensure it is attractive as a vibrant destination for visitors from outside the area, it is vital to improve the range of retail and other services during the day and night by enhancing their offer, capacity, and attractiveness of the townscape. This can be achieved by focussing public realm interventions to make streets greener and more attractive, combat perceptions of poor safety and vulnerability to crime and improve visitor experience, which in turn will increase visitor numbers

from neighbourhoods in Hillingdon and Hounslow. This will be achieved through:

- (i) Better integration of incidental greenery into the streetscape and better provision of spaces to sit and relax in the town centre.
- (ii) An enhanced leisure offer to help increase footfall during weekdays and weekends.
- (iii) Better cycle infrastructure to help facilitate mode shift away from car reliance.
- (iv) Promotion of Southall’s strong identity to the wider borough and London.
- (v) Investment in digital infrastructure and wireless internet for residents and visitors.
- (vi) Addressing the severance at the southern section of South Road, near Southall Station, due to the road fly over and differences in road level and shop entrances.

4.7.48 — Southall is unique as a destination for Asian goods and services. To ensure that the full economic benefits of such an offer are realised, further enhancements in public realm and visitor facilities will be prioritised. The wider historical, cultural, social, and religious aspects of Southall should be captured, commemorated, and celebrated through physical buildings and festivals, events, and activities with the local community.

Policy S3: King Street Neighbourhood Centre

To enhance the vitality and viability of the King Street Neighbourhood Centre by:

(i) Strengthening and diversifying the commercial core through parade intensification, active frontages, promoting mixed uses, greening, public realm interventions, and enhancing public squares outside the Manor House and Sri Ram Square.

(ii) Expanding the King Street Neighbourhood Centre, west of The Green, to encompass new retail, food and beverage, and employment uses (at The Green), alongside public realm improvements and a high-quality pedestrian environment linking to public and green spaces.

(iii) Creating a cultural and community use cluster centred around the Dominion Centre, Southall Manor House and Manor House Grounds to help increase footfall and a more diverse town centre.

(iv) Enabling King Street Neighbourhood Centre to complement and connect with Southall Major Centre through sensitive consolidation of frontages and vertical extensions to increase capacity and enhance the character of the area.

(v) Taking active measures to secure the future repair, reuse, and long-term survival of heritage assets and prominent buildings in the neighbourhood centre including The Manor House, The Green (GII*) and adjoining Manor House Grounds/Gardens, St Anselm's RC Church, The Green, and St John's Old Church, King Street (Local Heritage Asset).



Image Manor House, The Green Southall.



TAKING ACTIVE MEASURES TO SECURE THE FUTURE REPAIR, REUSE, AND LONG-TERM SURVIVAL OF HERITAGE ASSETS AND PROMINENT BUILDINGS IN THE NEIGHBOURHOOD CENTRE.



ENHANCE THE VITALITY AND VIABILITY OF THE CENTRE TO HELP MEET LOCAL NEEDS.



Image: Dominion Centre & Library, King Street, Southall.

4.7.49 — King Street is categorised as a neighbourhood centre, serving a localised catchment with a good range of retail (largely convenience), food and beverage, offices, and community uses. The functional area of the neighbourhood centre extends along King Street, The Green, and Featherstone Road. It is a strong performing centre, but it would benefit from enhancements to the streetscape and active travel links to enhance the environment and facilitate mode shift, to further increase visitor footfall.

4.7.50 — To help enhance the vitality and viability of the centre to help meet local needs and to ensure that it can complement Southall Major Centre to its north, it is vital to improve the range of retail and other services during the day and night by enhancing their offer, capacity, and townscape.

4.7.51 — This will be achieved by focussing public realm interventions to make streets greener and more attractive, improve perceptions of poor safety

and vulnerability to crime, and enhance the visitor experience. This will be achieved through:

- (i) Investment in digital infrastructure and wireless internet provision.
- (ii) Better integration of incidental greenery into the streetscape and general enhancements to the environment.
- (iii) Better active travel infrastructure and links to encourage mode shift away from car reliance.

4.7.52 — It can also be assisted by ensuring effective and attractive connections and public realm between the neighbourhood centre and adjoining new developments such as west of The Green, which provide complementary retail, leisure, community uses and public realm improvements to improve the overall offer of the centre.

Policy S4: West Southall

To ensure effective delivery of a new neighbourhood on the Southall Green Quarter site over the plan period, ensuring that any future development includes:

- (i) Extending and complementing Southall Major Centre through a range of commercial, retail, community, leisure and cultural uses to strengthen its role as a Major Centre.
- (ii) Improving bus and active travel measures to increase permeability and enhancing the public realm between the site, the town centre, Southall Station, and the Grand Union Canal including upgraded canal towpaths.
- (iii) Providing a connected network of high quality green and open spaces to address deficiencies in the area.

(iv) Providing social and community infrastructure, including a new primary school, indoor sports hall, community buildings, and a health centre.

(v) Providing a significant proportion of genuinely affordable housing and other tenures/types to meet local needs.

(vi) Delivering an extension to the Southall Major Centre that allow a more diversified retail offer with new cultural, leisure and employment opportunities.

(vii) Given the long term development programme for the site, explore meanwhile uses opportunities on that site that would be complementary to the future placemaking ambitions for the West Southall.

4.7.53 — The Southall Green Quarter development (on the former Southall Gas works site) currently includes the provision of 20 ha of public realm and parkland, 3,750 new homes (30% affordable) in a range of different sizes and tenures, 25,300 sq. m of flexible commercial space, 20,050 sq. m of retail space, 14,090 sq. m of community uses and 9,650 sq. m. of hotel space. A cinema, health centre, primary school, and public parkland are also included in the scheme. It represents one of the largest regeneration schemes in London. The site is strategically placed directly west of Southall Major Centre and Southall Station is opposite the eastern site entrance. Work has started on earlier phases and the rest of the development will be built out over the plan period.



DELIVERY OF DEVELOPMENT ON THIS SITE IS CRITICAL IN MEETING A RANGE OF HOUSING, EMPLOYMENT, LEISURE, AND OPEN SPACE NEEDS IN SOUTHALL.

4.7.54 — Delivery of development on this site is critical in meeting a range of housing, employment, leisure, and open space needs in Southall and the borough as a whole. It will effectively provide a westerly extension to Southall Major Centre and will add significantly to the range and capacity of town centre services, thereby strengthening the role of Southall as a Major Centre.

4.7.55 — To ensure effective delivery of development on the site over the plan-period, any future revisions to the masterplan (and phasing) will need to meet the original strategic development objectives of the development:

(i) To improve east-west active travel measures in and around the site to connect the Grand Union Canal and Southall Major Centre and train station, including two footbridges over the Grand Union Canal, pedestrian/cyclist conversion of the existing road under the railway to Brent Road, and several pedestrian/cycle only accesses to Beaconsfield Road. Appropriate bus routes and stops should also be facilitated to link the site east towards Southall and west towards Hayes.

(ii) To provide a range of retail, leisure, commercial, educational, and civic uses that will complement Southall Major Centre, along a new high street in the heart of the development, with strong pedestrian connections and high-quality public realm linking the two through an 'eastern gateway.'

(iii) To address qualitative deficiencies in Southall Major Centre's offer including the provision of larger floorplate units.

(iv) To improve access for the local community to the waterside environment through improved facilities and connections including improvements to the canal towpath.

(v) To provide a range of open space and play spaces to address deficiencies in the area including the provision of a central linear park, sports facilities, community gardens, and a wetland area.

(vi) To provide for a new primary school and health care provision to meet local needs.

(vii) To provide a significant proportion of genuinely affordable housing and other tenures/types to meet local needs.



Image: Greenspace and children's playspace in Southall.

Policy S5: East Southall

To ensure effective delivery of development of a new neighbourhood ensuring that any future development includes:

(i) Providing a mixed-use development of residential, employment, convenience retail, community, and canalside leisure uses, with active frontages and commercial uses at ground floor and first floor levels, where appropriate.

(ii) Enhancing the canalside character and industrial heritage of the area by retaining and enhancing the setting of the Sunrise Radio building and adjacent locally listed facades.

(iii) Providing a connected network of new green and open spaces to address deficiencies in the area including a new square, linear park or naturalised edges for SuDs and improving access to Glade Lane Park and boundary treatment of Hortus Cemetery.

(iv) Providing a range of unit sizes to support local needs including small and medium enterprises, and high-quality jobs.

(v) Adding Charles House to the Bridge Road Industrial Estate LSIS and ensuring that future development and access arrangements are properly integrated.

(vi) Ensuring that the proposed east-west active travel and public transport route, Healum Avenue, is delivered in full to connect Havelock Estate to Merrick Road and connects with the Merrick Road footbridge.

(vii) Improving active travel measures, canal tow paths and enhancing the public realm between Merrick Road and the Grand Union Canal through the site.

(viii) Providing a significant proportion of genuinely affordable housing and other tenures/types to meet local needs.

(ix) Providing community infrastructure including safeguarded land for a new primary school.

4.7.56 — East Southall is situated south of the railway and bounded by Merrick Road, Bridge Road, and Glade Lane Park. Whilst there is, on two neighbouring sites, an extant planning permission that could provide circa 4,000 new homes and over 30,000 sqm of commercial space, neither has been fully implemented. It is critical that necessary social and physical infrastructure comes forward in a timely fashion to unlock the wider development opportunities and address the needs of the existing residential communities to the south, including Havelock Estate, Glade Lane Estate, and Toplocks.

4.7.57 — Delivery of development in this area is critical in meeting a range of housing, employment, leisure, and open space needs in Southall and the borough as a whole. It will complement development in and around the station and will effectively provide an easterly extension to Southall Major Centre, adding significantly to the range and capacity of town centre services, thereby strengthening the role of Southall as a Major Centre.



IT IS CRITICAL THAT NECESSARY SOCIAL AND PHYSICAL INFRASTRUCTURE COMES FORWARD IN A TIMELY FASHION TO UNLOCK THE WIDER DEVELOPMENT OPPORTUNITIES.

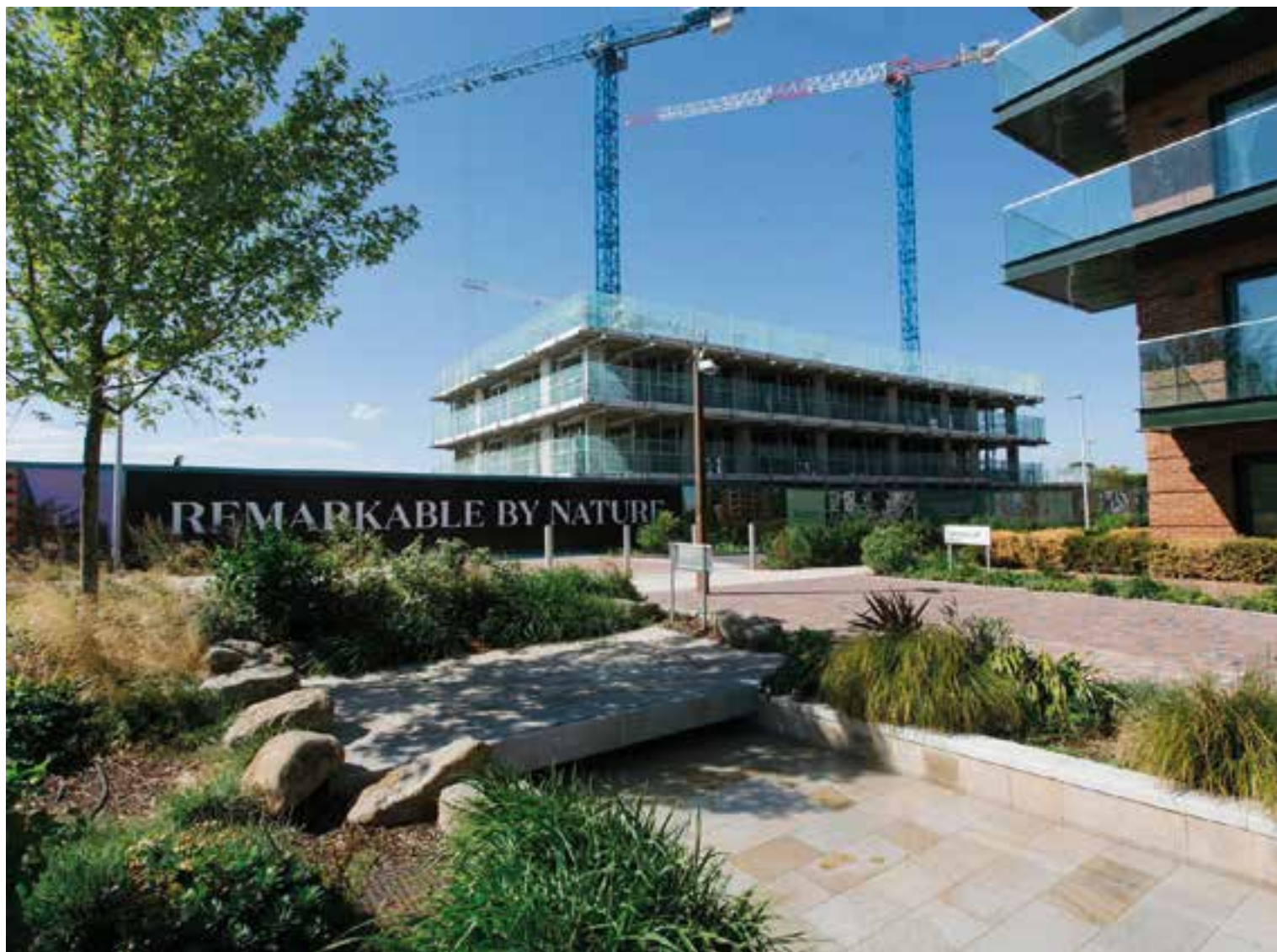


Image: The Green Quarter development, East Southall.



Southall Development Sites

4.7.58 — There will be significant change over the 15-year Local Plan period. The borough spatial strategy seeks to show how future growth will be managed and planned for. It identifies and promotes those areas that can accommodate growth, those that are in need of regeneration, and those that can deliver jobs or infrastructure.

4.7.59 — The Town Plans translate this strategy to the neighbourhood level and set out Ealing Council's ambitions for place making. To deliver the town-level spatial strategies and their associated policies, a number of Development Sites have been identified. The selection of these Development Sites was the subject of a detailed assessment and a 'call for sites.'

4.7.60 — Development Sites have development potential that could support the delivery of the spatial strategy whilst ensuring the borough meets its housing and employment space requirements, alongside the delivery of any necessary and appropriate infrastructure.

4.7.61 — Figure S3 and Table S2 present all the Southall Development Sites and the schedules that follow set out key site information, contextual considerations and design principles for each.

4.7.62 — Development Sites represent site-specific components of the development plan and are intended to deliver the broader thematic policies set out elsewhere in this document.

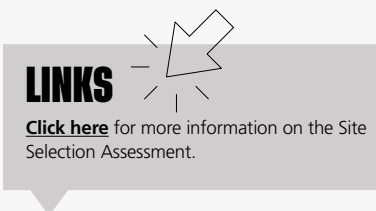
4.7.63 — Development Sites form the adopted policy for each of these specific sites and will not restate all relevant development plan policies; however all proposals are expected to accord with the development plan as a whole, as well as any local placemaking objectives set out in the relevant Town Plan. Proposals will also need to take account of relevant masterplans or supplementary planning document (SPD) guidance as part of future planning applications.

4.7.64 — The Development Site schedules that follow should be read in conjunction with the overarching principles below:

Residential: Refers to Use Class C3 housing.

Setting/Typology: Development proposals must respond to relevant contextual design guidance provided in Part 2 of the Ealing Character Study.

PTAL: Refers to the 2015 base year as defined by Transport for London. Development proposals must be assessed against the latest data available at the point of application.



Tall Buildings: Detail on specific tall buildings sites is set out in the Tall Buildings Strategy and supporting Site Study Appendices. Height is set out in storeys and a metre equivalent is prescribed in Policy D9 as an average of 3.5 metres per storey. The tall buildings threshold height is simply that and not a presumption that any height up to this is automatically acceptable. Proposed heights remain subject to a full design assessment at the point of application.

Flood Risk: Development proposals must comply with latest technical guidance provided by the council, including the Strategic Flood Risk Assessment (SFRA) Level 1 and 2.

Key Infrastructure Requirements: Infrastructure is expected to be delivered in earlier phases of development. These requirements are consolidated in the council's Infrastructure Delivery Plan, which acts as a 'snapshot in time', setting out the infrastructure that will be required to support the planned growth across the borough, delivered through a variety of bodies, including Ealing Council.

Design Guidance: Development proposals must comply with latest design guidance provided by the Greater London Authority (GLA), the council's Ealing Character Study and Housing Design Guidance.

Housing: Development proposals for sites with a residential component must satisfy the requirements of the council's Housing Strategy at the point of application.

Industry: Development proposals for sites with an industrial component must satisfy the requirements of Policy E4 for testing and reversion of industrial uses.

4.7.65 — Any factual information cited in a Development Site should be reconfirmed prior to application. Planning designations can be sourced on the council's Interactive Policy Map.

4.7.66 — For Development Sites under multiple ownership, applicants should undertake effective engagement with residents, landowners, developers and leaseholders to facilitate potential land assembly for the benefit of comprehensive and cohesive development. Where single applications are submitted for part of a Development Site, proposals must not compromise future delivery of land remaining within the overall Development Site boundary.

4.7.67 — The deliverability of Development Sites was assessed at the plan making stage. The Site Selection Report explains the approach, methodology and findings and can be found on the council's website.

4.7.68 — The council will promote the delivery of these Development Sites, including use of compulsory purchase powers where these are necessary for land assembly.

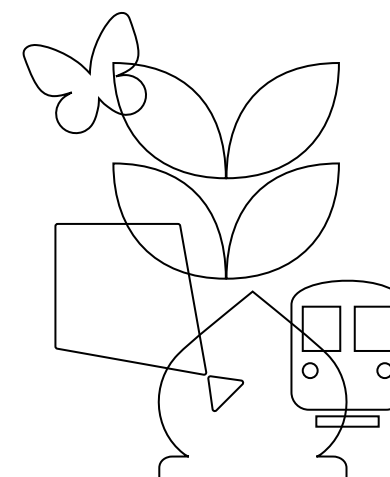


Table S2:
Southall Development Sites

01SO	Southall Crossrail Station & Gurdwara	410	11SO	The Green Quarter (Southall Gasworks)	430
02SO	Southall Sidings	412	12SO	Scotts Road Trading Estate	432
03SO	Former Sorting Office & Kings Hall Methodist Church	414	13SO	Endsleigh Industrial Estate	434
04SO	Southall West London College	416	14SO	Witley Works	436
05SO	31 – 45 South Road & Telephone Exchange Quality Foods & Iceland	418	15SO	Monorep Site	438
06SO	Fairlawn Hall and Science of the Soul	420	16SO	Warren Farm and Imperial College Land	440
07SO	The Limes, Maypole Court, Banqueting Centre, 13–19 The Green	422	17SO	Great Western Triangle Centre	442
08SO	Middlesex Business Centre	424	18SO	Golf Links Estate	444
09SO	Havelock Estate	426	19SO	Cranleigh Gardens Industrial Estate & Kingsbridge Crescent	446
10SO	The Green	428	20SO	Hambrough Tavern	448
			21SO	Toplocks Estate	450

Figure S3:
Southall Development Sites

KEY

EXISTING FEATURES

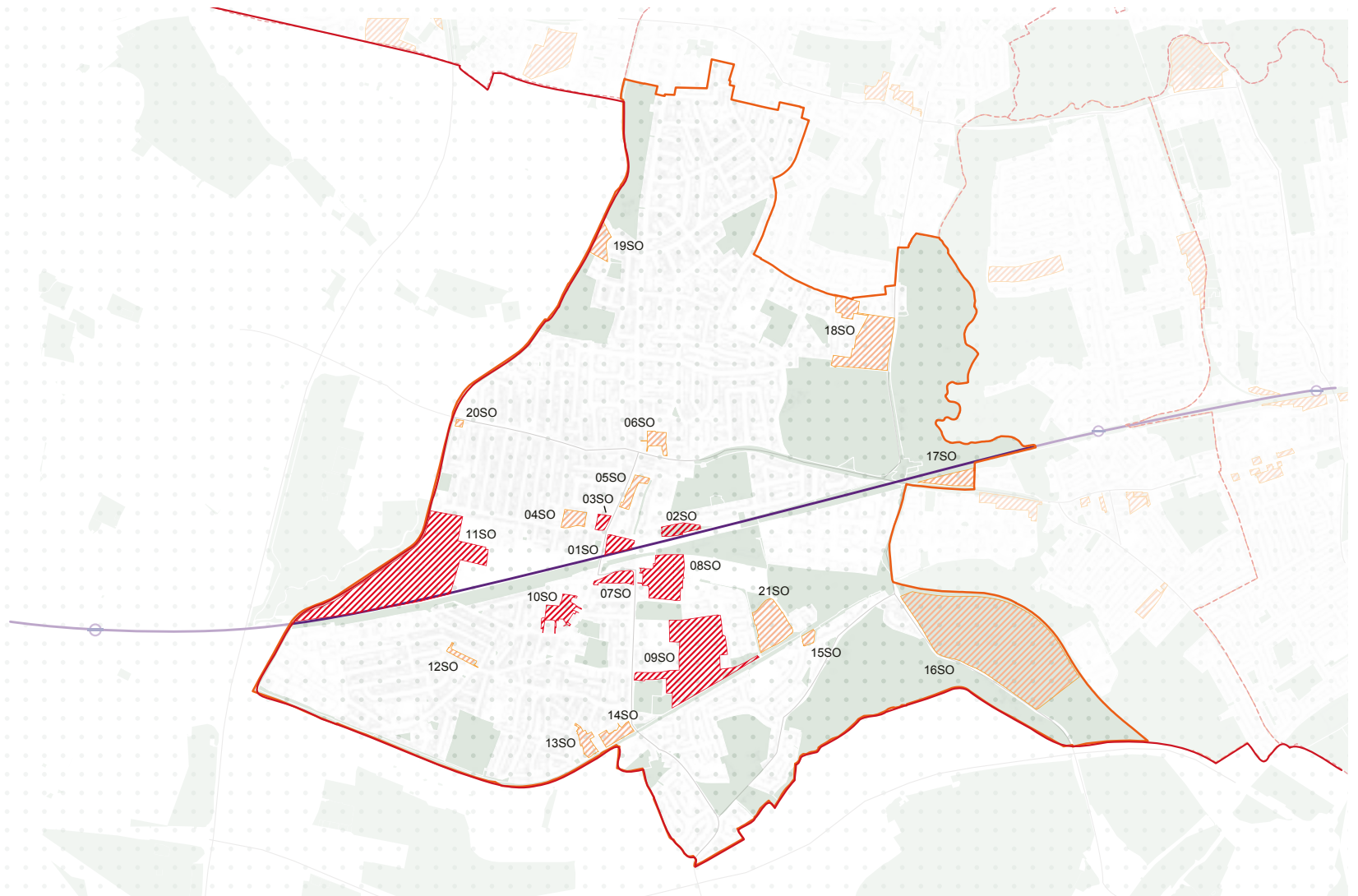
- Ealing Boundary
- Town Boundary
- River/Canal
- Open Space

TRANSPORT

- High Speed 2
- London Overground
- London Overground Station
- Elizabeth Line
- Elizabeth Line Station
- Central Line
- District Line
- Piccadilly Line
- London Underground Station
- Railways
- National Rail Station
- Roads

DEVELOPMENT SITES

- Development Sites (suitable for a tall building)
- Development Sites (not suitable for a tall building)



Southall – 0150

Southall Crossrail Station & Gurdwara



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
2–10 Park Avenue, Southall, UB1 3AG	1.27	Network Rail, Private

CURRENT USE

Southall Station, Gurdwara with associated parking and retail and industrial uses to the east of the site.

PROPOSED USE

Residential-led, mixed-use scheme with retail and community uses at ground floor and re-providing a new purpose built Gurdwara.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres/Campus.

PTAL

4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 18 storeys (63 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), SINC (local) (nearby), Green Corridor (nearby), existing industrial use (non-designated), Grade II Listed Railway Arches, Merrick Road (nearby), Grade II Listed King’s Hall Methodist Church (nearby), Southall Major Centre, Opportunity Area, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Re-provide a new purpose built Gurdwara. Public realm, landscaping, greening, highways and active travel improvements. Promote permeability through the site and investigate the potential to improve access to the station and a new healthcare facility.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Located within the area designated as the Southall Major Centre.
- A key gateway site in Southall next to the station that is vital to the provision of new homes, commercial opportunities and provision of critical social infrastructure.
- Re-provision of the Gurdwara Sri Guru Singh Sabha is required within any development proposal, with a new landmark building and public space of significance not just to Southall but also in the broader London context.

DESIGN PRINCIPLES

- Development proposals need to optimise the potential and capacity of the site guided by the need to create a new gateway to Southall that reflects the new services and focus of activity at Southall Station.
- Alongside the new Gurdwara, mixed ancillary development is to include residential, retail and other town centre uses compatible with the emerging significance of this site.

- Provide a positive sense of arrival through mixed-use, high-quality architectural and public realm proposals that include significant opportunities for new public space at the landing point of the new pedestrian bridge to the east.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Buildings Strategy. Heights are to range between 1 and a maximum of 18 storeys (63m) across the site, with taller elements located at the west of the site and on the corner of South Road and Park Avenue and within the middle of the site. The frontage on Park Avenue is to step down to reflect the existing context of low-rise residential properties.
- Set back new buildings along Park Avenue to further respond to residential properties opposite and create widened pavements for improved pedestrian connectivity.
- Mitigate site level changes along South Road whilst creating active frontage and visual connections, where possible.
- Ensure public and private accesses and uses are clearly defined through careful architectural and landscape design.
- Ensure defined public/private uses and an improved public realm, with buildings designed to provide natural surveillance and defensible boundaries that could be in the form of hardy planting and low railings.
- Incorporate significant public realm improvements to South Road and Park Avenue through the introduction of active frontage, landscaping and tree planting.
- Establish a new public square within the site and at the landing point of the new pedestrian bridge to the east.
- Locate service/plant rooms to the rear of the site or within a podium to ensure public spaces and streets remain active.
- Provide residential amenity space in the form of a shared podium garden, a rooftop terrace or private balconies to free-up the ground floor for public uses.
- Mitigate the impact of railway noise and nearby industrial uses.
- Incorporate no/low levels of car parking for any residential development given the town centre location but some parking provision may be appropriate to improve the accessibility of the new Gurdwara.

Southall – 02SO

Southall Sidings



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Park Avenue, Southall, UB1 3AD	1.16	Transport for London

CURRENT USE

Auto repair business, other commercial and light manufacturing businesses.

PROPOSED USE

Residential led mixed use scheme.

RELEVANT PLANNING APPLICATION(S)

201888FUL.

SETTING/TYOLOGY

Campus.

PTAL

3–4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Locally listed buildings (nearby), SINC (borough) (adjacent and nearby), SINC (local) (nearby), Green Corridor (nearby), TPO, Southall Major Centre, Opportunity Area, Strategic Area for Regeneration, existing industrial use (non-designated).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping, greening, highways and active travel improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–10 (2023/24 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Key site in the Southall Opportunity Area, vital to the provision of new homes in Southall Major Centre and a Strategic Area of Regeneration. Development here needs to optimise the capacity of the site.

DESIGN PRINCIPLES

- Ensure comprehensive, whole site development that allows for intensification of the current use, or of residential uses on the site.
 - Development needs to satisfy the requirements of London Plan Policy E4 and Ealing Local Variation Policy E4 H-I for industrial retention and any co-location of residential uses should achieve industrial uplift.
 - Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range up to a maximum of 6 storeys (21m) across the site. The height of any proposal should take into consideration the 2-3 storey properties fronting the site, with scale and massing responding sensitively to the low-rise surrounding housing.
- Align the new building frontage with the existing neighbouring buildings to provide widened pavements and improved public realm.
 - Active frontage should be provided along Park Avenue with service uses situated to the rear of the site.
 - Layout should be designed to reduce noise exposure from the railway and ensure good residential amenity.
 - Provide on-site amenity space and planting which complements the adjacent SINC and Green Corridor.
 - Encourage tree planting along the northern edge of the site.
 - Incorporate no/low levels of car parking for any residential development given the town centre location.

Southall – 03SO

Former Sorting Office & Kings Hall Methodist Church



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
South Road, Southall, UB1 1RB	0.58	Private

CURRENT USE

Typical town centre uses, and former Kings Hall Methodist church to the north of the site.

PROPOSED USE

Residential led mixed use scheme, including retention of community facilities.

RELEVANT PLANNING APPLICATION(S)

222363VAR, PP/2015/4921.

SETTING/TYOLOGY

Centres.

PTAL

4–5

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Locally listed building, Southall Major Centre, Opportunity Area.

KEY INFRASTRUCTURE REQUIREMENTS

Highways, public realm, landscaping, greening and active travel improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–10 (2023/24 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Key site in the Southall Opportunity Area, vital to the provision of new homes and employment uses in Southall Major Centre. Development here needs to optimise the capacity of the site.
- King's Hall Methodist Church is a locally listed building and should be retained and refurbished.
- Existing community facilities should be retained and new commercial elements will need to provide a strong active frontage to support the vibrancy of Southall Road.
- New development should not overlook neighbouring Hambrough Primary School.

DESIGN PRINCIPLES

- Development should be high quality residential, community, retail and town centre uses compatible with the emerging significance of this site not just to Southall but also to the broader London context, and result in improvements to the environment, public realm, and transport interchange in and around the site.

- Promote a landmark building along South Road and Beaconsfield Road to emphasise the site's prominent corner.
- Provide new commercial, retail and community uses on the ground floor, with a focus on continuous active frontages and upgraded public realm along Beaconsfield Road & South Road. Retail and community uses should complement existing uses in Southall Major Centre.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 2 and a maximum of 6 storeys (21m) across the site.
- Provide defensible space for new dwellings along with private shared amenity space to the rear of the site.
- Explore the potential for mixed-use perimeter blocks to provide shared private courtyards to the rear of the site for new homes.
- Prioritise pedestrian movement by widening existing pavements and retaining existing vehicular access.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Southall – 0450

Southall West London College



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Beaconsfield Road, Southall, UB1 1RB	1.18	Private

CURRENT USE

Post-16 higher education facility, with an associated sports centre and community uses.

PROPOSED USE

Residential, education and community.

RELEVANT PLANNING APPLICATION(S)

203705FUL.

SETTING/TYOLOGY

Campus/Centres/Green spaces.

PTAL

3–4

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), locally listed building (adjacent), Southall Major Centre, Opportunity Area.

KEY INFRASTRUCTURE REQUIREMENTS

Education and social infrastructure. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Key site in the Southall Opportunity Area, vital to the provision of education, community space and new homes in Southall Major Centre. Development here needs to optimise the capacity of the site.
- Development must sensitively respond to neighbouring homes and Hambrough Primary School.
- The site is at risk of surface water flooding, particularly in the south-western and western sections of the site, as well as along the southern boundary. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.
- Ensure any residential proposals effectively mitigate the impact of noise from on-site education uses and from Hambrough Primary School. Any new buildings should not overshadow neighbouring homes and Hambrough Primary School's playground/outdoor space.
- Active frontage must be created through the retention of education uses or through the introduction of residential entrances situated on Beaconsfield Road.
- Define clearly any public and private access and spaces.
- Create defensible boundaries in the form of planting or low railings, which should be provided for any dwellings situated on the ground floor and/or fronting Beaconsfield Road.
- Provide any shared private amenity space for new homes in the form of a courtyard garden to the rear of the site.

DESIGN PRINCIPLES

- Provide a mixed-use development that includes improved education and community facilities on-site alongside the potential addition of residential accommodation
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Southall – 0550

31–45 South Road & Telephone Exchange, Quality Foods & Iceland



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
31–45 South Road, Southall, UB1 1SW	1.04	Private

CURRENT USE

Range of retail, commercial, residential and office uses, and a supermarket to the south of the site, as well as a telephone exchange.

PROPOSED USE

Residential above retail ground floor and community facilities.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres.

PTAL

5

TALL BUILDINGS

The site is not in principle suitable for a tall building. Design analysis indicates a maximum height of 5.5 storeys (19.25 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II* Listed Himalaya Palace (nearby), SINC (local) (adjacent), Southall Major Centre, Opportunity Area, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Social infrastructure. Highways, public realm, landscaping, greening and active travel improvements. Measures to improve permeability through the site.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Key site in Southall Opportunity Area and Strategic Area of Regeneration, vital to the provision of new homes and employment uses in Southall Major Centre. Development here needs to optimise the capacity of the site.
- Proposals should consider partial retention of the telephone exchange.

DESIGN PRINCIPLES

- Development should be high quality residential, community, retail and town centre uses compatible with the emerging significance of this site not just to Southall but also to the broader London context, with improvements to the environment, public realm, and transport interchange in and around the site.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 2 and a maximum of 5.5 storeys (19.25m) across the site.

- Replace retail units along South Road with new, higher quality units with higher density housing above to optimise the use of land.
- Consider locating community uses near to Hambrough Primary School and the Gurdwara to create a civic cluster.
- Active frontages should be provided along all existing and new street edges.
- Provide defensible spaces for new dwellings which should be accommodated along new internal streets where possible, as well as the existing perimeter.
- Ensure that new buildings respond sensitively to existing residential frontages along Cambridge Road and avoid privacy and overlooking issues through careful design and setbacks.
- Prioritise pedestrian movement by widening existing pavements and retaining existing vehicular access.
- Create a pedestrianised route through the site linking Avenue Road with South Road to improve access through the site and permeability in the area.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Southall – 0650

Fairlawn Hall and Science of the Soul Centre



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
30 Shrubbery Road & 39–47 High Street, Southall, UB1 3HB	1.06	Private

CURRENT USE

Educational, community and office uses with associated car parking.

PROPOSED USE

Residential-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Centres/Green spaces.

PTAL

4–5

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Grade II Listed 77 North Road (nearby), Grade II* Listed Himalaya Palace (nearby), locally listed building (adjacent and nearby), Southall Major Centre, Opportunity Area, Archaeological Interest Area

KEY INFRASTRUCTURE REQUIREMENTS

Social infrastructure, including healthcare. Highways, public realm, landscaping, greening and active travel improvements. Measures to improve permeability through the site.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- Key site in Southall Opportunity Area, vital to the provision of new homes and employment uses in Southall Major Centre. Development here needs to optimise the capacity of the site.
- New development should not overlook North Primary School or neighbouring residential properties.

DESIGN PRINCIPLES

- Ensure the cohesive development of the different plots including Acorn House, RSSB Science of the Soul Centre, Inspire London College and associated car parks.
- Explore opportunities for retention of existing buildings as well as any new build development.
- Development should be a high quality mixed use residential-led scheme that provides affordable housing alongside improved office, education and community uses due to the town centre location.
- Consider potential opportunities for building height at the south of the site

fronting the Broadway and height should step down to reflect the current low-rise residential properties on Lady Margaret Road & School Passage.

- Set back buildings where necessary to address pinch points and to omit possible overshadowing to neighbouring school and residential properties.
- Maintain the existing active frontage on to the High Street and provide improved public realm with high quality building frontages.
- Incorporate no/low levels of car parking for any residential development given the town centre location.

Southall – 07SO

The Limes, Maypole Court,
Banqueting Centre, 13–19 The Green



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
13–19 The Green and 10 Merrick Road, Southall, UB2 4AU	1.22	Council, Private

CURRENT USE

Mixed use including a banquet hall to the east and a dementia care facility to the west, as well as residential uses.

PROPOSED USE

Mixed-use scheme with residential, health facility, community use and a portion of commercial/retail.

RELEVANT PLANNING APPLICATION(S)

216215FUL, 223246FUL.

SETTING/TYOLOGY

Campus.

PTAL

3–4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 18 storeys (63 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), locally listed buildings (on site and nearby), Green Corridor (nearby), SINC (local) (nearby), King Street Neighbourhood Centre, Opportunity Area, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Social infrastructure including healthcare. Highways, public realm, landscaping, greening and active travel improvements. Measures to improve permeability through the site.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Key site in Southall Opportunity Area and Strategic Area of Regeneration, vital to the provision of new homes and employment uses in Southall Major Centre. Development here needs to optimise the capacity of the site.
- New buildings should respond sensitively to existing residential buildings along Hortus Road and avoid overlooking issues.

DESIGN PRINCIPLES

- Replace existing housing with new, higher density housing to optimise the use of the land, taking account of London Plan Policy H8.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Provide a new health facility.
- Ensure retail and town centre uses are compatible with the emerging significance of this site not just to Southall but also to the broader London context, and result-in improvements to the environment, public realm, and transport interchange in and around the site.

- Retain the former Barclay's Bank building situated on the Green in the western-most edge part of the site.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 2.5 and a maximum of 18 storeys (63m) across the site, with tallest elements situated on the A3005 and lower elements dropping in height in response to existing 2–3 storey homes on Hortus Road.
- Ensure the layout of new buildings is based around a series of pedestrian-orientated routes that create a legible and well-connected masterplan with clear distinctions between public and private space.
- Development should take the form of perimeter blocks, with a scale and massing that provides an appropriate transition in building heights from the tallest to lowest elements in response to the surrounding built environment.
- Mitigate the impact of railway noise and nearby industrial uses.
- Create new pedestrian links through

the site to create permeability that enables direct and shorter routes for residents to Southall Station and bus stops on the A3005/Merrick Road.

- Incorporate no/low levels of car parking for any residential development given the town centre location.

Southall – 0850

Middlesex Business Centre

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Bridge Road, Southall, UB2 4AB	4.95	Private



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

CURRENT USE

Middlesex Business Centre, featuring a number of workspace units, in addition to light industrial, storage and distribution uses.

PROPOSED USE

Mixed-use scheme with residential, health facility, community use and a portion of commercial/retail.

RELEVANT PLANNING APPLICATION(S)

183673OUT, 224785REM.

SETTING/TYOLOGY

Campus.

PTAL

1 a–3

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 16 storeys (56 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), locally listed buildings (on site and nearby), SINC (metropolitan), Green Corridor (adjacent), SINC (local and borough) (nearby), Priority Habitat (nearby), LSIS (adjacent), SIL (adjacent), Opportunity Area and Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Social infrastructure, including healthcare. New road and highways improvements. Public realm, landscaping and greening improvements. Measures to improve permeability and active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 1–10 (2023/24 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Key site in Southall Opportunity Area and Strategic Area of Regeneration, vital to the provision of new homes and employment uses in this area. Development here needs to optimise the capacity of the site.
- New buildings should respond sensitively to the context of tall buildings and strategic industrial land.

DESIGN PRINCIPLES

- New commercial, retail and community uses on the ground floor should be considered in the form of mixed-use development, with a focus on active frontages along all street edges.
- Consideration should be given to the provision of employment floorspace across the site, particularly at the east part of the site as an appropriate transition between adjacent Locally Significant Industrial Site (LSIS).
- A new health facility and community centre should be considered. Any new facilities must be compatible with other public uses emerging in Southall.

- New homes should be situated away from LSIS and interspersed between commercial and community uses.
- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 1 and a maximum of 16 storeys (56m) across the site, with the tallest elements situated along the railway in response to the site's context of tall buildings.
- Development should take the form of perimeter blocks, with a scale and massing that provides an appropriate transition in building heights from the tallest to lowest elements in response to the surrounding built environment.
- Ensure the layout of new buildings should be based around a series of pedestrian-orientated routes that create a legible and well-connected masterplan with clear distinctions between public and private space.
- Create new north-south and east-west pedestrian routes. This would create more permeability in the wider area, enabling a direct, much shorter route for

residents to Southall Station, Glade Lane Park and the canal.

- Create a new east-west linear park that links Merrick Road and Glade Lane Park.
- Mitigate the impact of railway noise and nearby industrial uses.

Southall – 0950

Havelock Estate



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Havelock Road, Southall, UB2 4NY	13.48	Council

CURRENT USE

Havelock Estate housing estate and associated areas of open space.

PROPOSED USE

Residential-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

PP-2013-3241, PP-2013-3242.

SETTING/TYOLOGY

Continuous block / Free-form / Other
Green spaces.

PTAL

1 a–3

TALL BUILDINGS

The site is in principle suitable for a tall building. An agreed masterplan indicates a maximum height of 8 storeys (28 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Canalside CA (adjacent), SINC (metropolitan), SINC (local) (adjacent), LSIS (adjacent), Opportunity Area, Strategic Area for Regeneration, Public Open Space, Green Corridor, Community Open Space, Blue Ribbon Network (adjacent), Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Play space facilities. Measures to improve permeability, active travel and green links.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- The estate consists of 2- and 3-storey terraced and semi-detached houses and 3-storey flat blocks built between the 1950s-1970s.
- The site is bound by industrial uses to the north and by the Grand Union Canal to the south. Havelock Primary School, Bixley Field and allotments are situated to the west of the site and new homes sits to the east.
- Existing flat blocks are of particularly poor quality and there are limited public amenities on site.
- The estate is home to numerous community groups and enterprising organisations and Open Havelock’s temporary community space is situated on Willowbrook Road.
- Nearby Bixley Field, a canal park and Glade Lane Canalside Park provide valuable green spaces but alleyways and cul-de-sacs restrict direct routes to these valuable public spaces and to the rest of Southall.

- Early phases of the Havelock Estate regeneration are built, and any future development phases should continue the existing masterplan’s approach.

DESIGN PRINCIPLES

- New development should be supported by a context-driven masterplan that provides additional new affordable homes, new retail uses and a permanent community space.
- This masterplan approach should be underpinned by a legible network of new streets and public parks to ensure the estate is better integrated into Southall with improved connections to existing routes, nearby local amenities and public open space.
- The masterplan should consider character areas or design coding to ensure development responds to the existing estate and its wider context, with different building typologies and storey heights informed by the character areas to ensure new streets and neighbourhoods are distinctive from each other yet cohesive in scale and quality.

- Replace existing housing with new, higher density housing to optimise the use of the land, taking account of London Plan Policy H8.
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
- Designs should concentrate building height in prominent locations such as the canal side, opposite Bixley Fields, along primary streets and opposite public open spaces to improve wayfinding and to maximise scenic views.
- By contrast, 2- or 3-storey houses or maisonettes could be located in the centre of the estate’s plan on secondary streets of a residential-scale that step-up in height towards prominent locations.
- Ensure that the scale and massing of new buildings responds to the existing 2-storey houses retained on site as well as to the estate’s wider context of 2–7 storey homes and industrial uses.
- Establish a layout with a clear hierarchy of accessible streets and routes for pedestrians, cyclists and car users to

improve connections to local amenities and transport hubs.

- Create new public spaces including new children’s play spaces with the canal and Canalway Park acting as focal public spaces.
- Create green links to the canal and improvements to the canal towpath.

Southall – 10SO

The Green



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
The Green, Southall, UB2 4BZ	2.05	Private

CURRENT USE

Large car park, as well as retail, commercial, light industrial and entertainment.

PROPOSED USE

Residential, flexible commercial, employment and community floorspace, parking.

RELEVANT PLANNING APPLICATION(S)

215058FULR3.

SETTING/TYOLOGY

Campus / Centres.

PTAL

3–4

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 18 storeys (63 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed Southall War Memorial (nearby), Grade II Listed The Green Manor House (nearby), locally listed buildings (on site and nearby), Green Corridor (nearby), LSIS (adjacent), existing industrial use (non-designated), King Street Neighbourhood Centre, Opportunity Area, Strategic Area for Regeneration, Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Measures to improve permeability and active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–10 (2023/24 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- Development should provide an open street network behind the existing town centre frontages on the Green, that optimises the site for residential and related uses.
- The LSIS immediately to the north is expected to come forward for plan-led mixed intensification in line with Policy E6 and this allocation should help to facilitate this form of development.
- Views from the Green and Southall Manor House will need to be taken into account and the setting of the listed Manor House should be carefully considered.

DESIGN PRINCIPLES

- Ensure building height, massing and street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 3 and a maximum of 18 storeys (63m) across the site.
- Development should take the form of perimeter blocks with amenity space accommodated at podium level and

any servicing provided internally. Active frontage and the provision of commercial and employment spaces at street level should facilitate future integration with the LSIS site to the north.

- Retain existing frontages along Southall Green with upgrades to shopfronts and built fabric.
- Upgrade access to the rear of the site to ensure high quality pedestrian access and ensure existing servicing spaces rationalised and improved.
- Create new public spaces and active frontage within the site, particularly relating to main pedestrian routes to and from Southall Park and along The Green.
- Incorporate no/low levels of car parking for any residential development given the town centre location but some parking provision may be appropriate to improve the accessibility of any social infrastructure provision on site.

Southall – 1150

The Green Quarter (Southall Gasworks)



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
The Straight, Southall, UB1 1QX	22.0	Private

CURRENT USE

Former gas works under construction in line with the extant planning permission for the site (Green Quarter). Part of the site has recently been in temporary use as a construction academy as well as long-stay parking for Heathrow Airport.

PROPOSED USE

Residential, employment uses, school and health centre.

RELEVANT PLANNING APPLICATION(S)

PP/2015/4682, 171562VAR, 178801FUL, 234110OUT.

SETTING/TYOLOGY

Continuous block.

PTAL

0–1 b

TALL BUILDINGS

The site is in principle suitable for a tall building. Design analysis indicates a maximum height of 18 storeys (63 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Canalside CA (adjacent), SINC (metropolitan) (adjacent), Priority Habitat (adjacent), Green Corridor (adjacent), TPO, Blue Ribbon Network (adjacent), Southall Major Town Centre, Opportunity Area.

KEY INFRASTRUCTURE REQUIREMENTS

Community facilities, school, health centre, sports hall, public open space, energy centre, canal crossing, green links, highway improvements. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29 – 2037/38)

CONTEXTUAL CONSIDERATIONS

- A major regeneration scheme located on the former Southall Gasworks that is already underway.
- An opportunity to bring back into use a large parcel of previously contaminated land and support the long term regeneration of Southall, delivering a range of new homes, community facilities, including a school and health centre, new public open space, and major infrastructure improvements.
- The outline planning permission has established general principles regarding layout and built form, however a revised masterplan for phases 4–9 was submitted in October 2023 for residential, flexible commercial uses, a drinking establishment, education uses, a new sports hall, energy centre and canal crossing.
- The southern edge of the site is adjacent to a railway line, Green Corridor and TPOs. The western edge borders the Grand Union Canal, SINC, Canalside Conservation Area, with

Minet Country Park across the canal located within LB Hillingdon.

- Southall Crossrail Station and buses are within a 20 minutes’ walk from the furthest part of the site.
- Land along the Grand Union Canal to the north-west of the site, is predicted to be at risk from surface water flooding. Surface water is expected to pond at multiple locations throughout the site, particularly around Seva Drive running through the centre. The site is located within 5m of an Ordinary Watercourse. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- New development should be supported by an agreed masterplan that provides new housing and a range of new physical, social and green infrastructure necessary to deliver place shaping ambitions for this new and substantial development.
- Ensure building height, massing and

street layout proposals are developed in accordance with the Tall Building Strategy. Heights are to range between 2 and a maximum of 18 storeys (63m) across the site.

- Integrate any new development proposals with the existing town centre and built form of South Road, with a clearly defined entrance or gateway into the site.
- Create a hierarchy of spaces that are easy to read and navigate, ensuring that all spaces are properly overlooked to avoid areas that feel underused or unsafe.
- Ensure that the site layout prioritises pedestrians and cyclists, creating a grid of streets and pathways that are pleasant to use and legible.
- Create new public open spaces and children’s play areas linked with green routes to the canal and Minet Country Park beyond, with a new bridge crossing the canal, and improvements to the canal walk.
- Optimise the location adjacent to the canal with buildings designed to include balconies and roof terraces.

Southall – 1250

Scotts Road Trading Estate

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Scotts Road, Southall, UB2 5DD	0.59	Private



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 10 20 30 40 50 metres

CURRENT USE

Industrial units, occupied largely by auto repair businesses.

PROPOSED USE

Residential-led, mixed-use scheme (including some industrial).

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOPOLOGY

Campus/ Continuous block.

PTAL

2–3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Existing industrial site (non-designated), Opportunity Area.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- The site forms the backland to low-rise residential terraces and semis on Scotts Road and Emerald Square, existing uses are vehicle intensive and much of the site is taken up with parking and vehicle storage.
- The area is dominated by surrounding residential uses which are low-rise and fine-grained, development will need to respond to this context while reconciling any mixed uses and servicing requirements.

DESIGN PRINCIPLES

- Development should follow a mews typology that reflects the low-rise and fine-grained character of the neighbouring housing. Given the dominant nature of road access in such a long narrow site, it should be treated as shared surface and subject to planting and traffic calming.
- Ensure redevelopment tests the capacity for reversion of light industrial uses on part of the site, these would be compatible with a mews form that

allows servicing to be internal and any parking off-street. Industrial and residential access should be separate, with commercial traffic using the Western Road side, this will reduce any risk to pedestrians.

- Promote urban greening and SUDS measures, particularly where vehicle usage and hard surfacing can be reduced.
- Provide circulation spaces that are multi use where vehicle circulation is light and speeds are low, to ensure that greening reinforces this character as well as improving amenity.

Southall – 1350

Endsleigh Industrial Estate



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Endsleigh Road, Southall, UB2 5QR	1.14	Private

CURRENT USE

Industrial, small business and retail uses, Adelaide Dock.

PROPOSED USE

Residential-led, mixed-use scheme (including some industrial).

RELEVANT PLANNING APPLICATION(S)

190140FUL.

SETTING/TYOLOGY

Campus / Continuous block.

PTAL

1 b2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), SINC (metropolitan) (adjacent), existing industrial site (non-designated), Opportunity Area, positive contributor (on site), Canalside CA (nearby), Blue Ribbon Network (nearby).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Improvements to SINC and canal towpath. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- The site is the remaining industrial portion of a former larger concentration of industrial uses next to the canal. It is suitable in principle for mixed intensification with the major constraint being vehicle access.
- Opportunities exist to form new access to the east at the corner of Whitley Gardens and Ellison Gardens, and through Gilding Way.
- The site is at high risk of surface water flooding, particularly along Endsleigh Road that runs through the centre of the site. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Development must start with a shared industrial baseline with 1450 that defines the type of industrial uses with demand for these sites. Proposals should begin by setting out the provision of

industrial uses and these may then be facilitated by ancillary provision of other uses such as residential.

- Establish an open street grid at the south of the site that relates to development at Gilding Way and aligns with the broader street pattern at Whitley Works. This will benefit both the pedestrian network and vehicle servicing for industrial uses.
- Concentrate residential development at the south of the site at the canal where there is capacity for greater amenity and height that also reflects neighbouring development. This will also necessitate rationalisation and improvements to the SINC and the canal towpath.
- Ensure that development at the northern part of the site takes a mews form that allows for internal servicing and a potential one way through link to Whitley Gardens and Endsleigh Road. Heights should step down to the north to reflect adjacent low-rise residential properties.
- Manage industrial access and servicing to avoid conflict with new residential provision and with the existing residential properties to the north and east.

- Take advantage of a co-ordinated layout and servicing arrangements between this site and 1450.

Southall – 1450

Witley Works



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Witley Gardens, Southall UB2 4ES	1.25	Council, Private

CURRENT USE

Residential, retail and industrial uses.

PROPOSED USE

Industrial-led mixed-use intensification

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus / Free-form.

PTAL

1 b–2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Norwood Green CA (nearby), locally listed building (nearby), SINC (metropolitan) (adjacent), Blue Ribbon Network (adjacent), Opportunity Area, existing industrial site (non-designated).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Improvements to SINC and canal towpath.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- The site is suitable in principle for mixed intensification with the major constraint being vehicle access.

DESIGN PRINCIPLES

- Development must start with a shared industrial baseline with 13SO that defines the type of industrial uses with demand for this site. Proposals should begin by setting out the provision of industrial uses and these may then be facilitated by ancillary provision of other uses such as residential.
- Ensure that development proposals establish an open street grid at the south of the site that relates to development at Gilding Way. This will benefit both the pedestrian network and vehicle servicing for industrial uses.
- Concentrate residential potential at the south of the site next to the canal where there is capacity for greater amenity, and height that reflects neighbouring developments. This will also necessitate

rationalisation and improvement to the SINC and the canal towpath.

- Development at the north and east of the site should improve the setting of the existing low-rise residential while optimising the capacity of the site.
- Enhance the towpath and ensure provision of natural surveillance and improved pedestrian amenity. The site is currently a long dead stretch of frontage on to the canal, with poor access and environmental quality, development should result in a much more porous form and significant planting.
- Manage industrial access and servicing need to be carefully managed to avoid conflict with new residential provision and with the existing residential to the north and east.
- Take advantage of a co-ordinated layout and servicing arrangements between this site and 13SO.

Southall – 1550

Monorep Site



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Poplar Avenue, Southall, UB2 4PN	0.49	Private

CURRENT USE

Former car sales dealership.

PROPOSED USE

Residential led mixed use development.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Campus.

PTAL

1 b

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Grade II Listed Glade Lane Bridge (adjacent), locally listed building (nearby), St Mark's Church and Canal CA, SINC (metropolitan) (adjacent), SINC (borough) (nearby), Blue Ribbon Network (adjacent), Strategic Area for Regeneration, Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Community centre Public realm, landscaping and greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29 – 2032/33)

CONTEXTUAL CONSIDERATIONS

- This strategic site holds potential for a redevelopment to provide a use that is in keeping with the character of the surrounding area which is predominantly residential with two storey buildings.
- The site is in close proximity to the Metropolitan Open Land of Norwood Green. The north of the site has views of the Grand Union Canal in short and longer views and is situated next to the statutory Grade II listed walls, gates, sluices & bridge at Lock 90, Hanwell Flight.
- Although the site lies within the St Mark's Church and Canal Conservation Area, the existing development comprising a car dealership, vehicle repair and sales does not contribute positively to the conservation area.

DESIGN PRINCIPLES

- Development needs to satisfy the requirements of London Plan Policy E4 and Ealing Local Variation Policy E4 H-I for industrial retention and any co-

location of residential uses should achieve industrial uplift.

- Development proposals for this site should capitalise on the site's location next to the Grand Union Canal and situation within the St Mark's Church and Canal Conservation Area.
- Introduce a mixed use development, providing new homes, a new community hub, public spaces and increased greening on site. Ensure building heights respond to both existing properties on Poplar Avenue whilst considering the impact of views of the Grade II listed Glade Lane Bridge and the St Marks Church and Canal Conservation Area.
- Consider the impact upon neighbouring buildings which are between 2–3 storeys.
- Due to the openness of the site in close proximity to other residential buildings it would be appropriate for any new development to have similar heights of 2–3 storeys with building lines being taken into consideration of Poplar Avenue and neighbouring Glade Lane.
- Provide a cohesive access strategy to mitigate the site's level changes and to ensure the relationship between public uses and private residences are sensitively addressed.
- Due to the lack of parking in the wider area, low PTAL rating and the established use on site it is advised some car parking could be retained on site to service the mixed-use development.
- Improve the pedestrian/cycle link from Glade Lane to the canal, enhancing connectivity to the site.
- Improve the front of the site and its access incorporating public realm enhancements and integration with the surrounding conservation area.
- Provide a public space that could be incorporated into public realm changes including improved planting to existing areas and incorporate a landscape-driven public realm design for the community use.

Southall – 1650

Warren Farm and Imperial College Land



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Windmill Lane, Southall, UB2 4NE	33.81	Council, Private

CURRENT USE

Open Space (sports ground currently not used).

PROPOSED USE

Outdoor sports facility and nature reserve.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Green spaces.

PTAL

0–1a

TALL BUILDINGS

The site is not in principle suitable for a tall building.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Metropolitan Open Land, Community Open Space, Grade II* Listed Osterley Park (adjacent), St Mark's Church and Canal CA (nearby), Hanwell Flight and Wall Scheduled Monument (nearby), Grade II Listed Locks/Cottages at Locks 92, 93, 95 and 97 Windmill Lane, SINCE (Borough), Green Corridor (adjacent), Priority Habitats (adjacent), TPO, Strategic Area for Regeneration, Archaeological Interest Area.

KEY INFRASTRUCTURE REQUIREMENTS

Sports and leisure facilities. Measures to improve permeability and active travel. Greening improvements.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 1–10 (2023/24–2032/33)

CONTEXTUAL CONSIDERATIONS

- The site comprises Ealing’s largest sport ground, although was taken out of use for community sports over 10 years ago. The site previously provided 16 adult football pitches, 6 cricket pitches, 8 netball courts, and softball provision, as well as cricket nets and athletics facilities. These facilities were supported by changing facilities spread across 5 separate buildings.
- Given the lack of use the buildings on the site are in extremely poor condition and have been subject to notable vandalism. The land across the site is also overgrown and has become home to hundreds of plants, insects, mammals and birds. Given the size and openness of the site, coupled with the less intensive management regime in recent years, a number of rare and vulnerable species are present. Given this status the Council are currently pursuing a Local Nature Reserve status for an extensive part of the site, which will complement the existing SINC designation.

- The Council’s Indoor and Outdoor Sports Facility Strategy identifies Warren Farm as a strategic priority site capable of accommodating a multi-sport and multi-pitch facility, due to its location, size and capacity to meet an identified growing need.
- Reflecting its open character and function the site remains designated as Metropolitan Open Land and Community Open Space, and therefore any proposed built development must comply with the relevant national and regional policy tests, namely only necessary built development which directly supports open activities, and on condition that the design continues to preserve the open character of the site, would be qualify as appropriate development which could be supported.
- Future provision of outdoor facilities will need to take into consideration the current site sensitivities as well as the need to protect green space.
- The area that surrounds the sports ground is characterised by a range of different land uses including residential, commercial, rural, and light industrial.

DESIGN PRINCIPLES

- Development proposals should secure an appropriate mix and balance of uses including formal and informal sport provision, co-located with a nature reserve, accessible to the community.
- Ensure the facility mix reflects the Council’s Sports Facility Strategy findings and have regard to the capacity and sensitivities of the site. This will likely include new playing pitches, and ancillary facilities including a pavilion, changing rooms and car parking, sized against the need.
- The siting, scale, height and distribution of the built form should be designed to preserve the openness of the site and to protect ecological value. Clustering built form around previous areas of hard standing may be preferred, but other configurations may be appropriate and preferable where underpinned by evidence in future site assessments.
- Consider using natural building materials would be used which are sympathetic to the landscaped setting.

- Facilitate improved pedestrian and cycle access to the site along Windmill Lane and from the north via Trumpers Way. Walking routes through and around the site should also be maintained and enhanced.

Southall – 1750

Great Western Triangle Centre



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Uxbridge Road, Southall, UB1 3EJ	1.84	Private

CURRENT USE

Industrial uses including auto repair and a builders' merchants, as well as warehouse and educational uses.

PROPOSED USE

Mixed industrial intensification.

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TIPOLOGY

Campus

PTAL

3

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres). However, Policy D9 G applies subject to an agreed masterplan.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed St Bernard's Lodge (nearby), locally listed building (nearby), SINC (borough), Green Corridor, SIL, Priority Habitat (adjacent), TPO, Strategic Area for Regeneration.

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Grade II Listed St Bernard's Lodge (nearby), locally listed building (nearby), SINC (borough), Green Corridor, SIL, Priority Habitat (adjacent), TPO, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Measures to improve permeability, active travel and the SINC.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29–2032/33)

CONTEXTUAL CONSIDERATIONS

- The site forms a detached part of Great Western SIL and may be suitable for mixed intensification unlike a consolidated part of the SIL.
- New development will need to take account of any impacts on nearby Brent Meadow and Wharncliffe Viaduct.
- Site constraints mean that coordination between individual land holdings will be important.

DESIGN PRINCIPLES

- Follow a masterplanned approach similar to that set out in Policy E6 for LSIS, starting with the development of an industrial baseline that defines the type of industrial uses with demand for this site.
- Ensure that development proposals consolidate and rationalise the site for conforming industrial uses and create a high quality of environment for any supporting residential development.
- Ensure new industrial provision does not include the non-conforming uses that currently form the majority of occupants on site.

- Provide active frontages and convenience retail to serve the new population and existing housing directly adjoining to the east.
- Consolidate road access and make improvements to pedestrian routes along the Uxbridge Road.
- Provide an access strategy that provides for safe and secure internal pedestrian circulation as this will be important to the successful incorporation of residential uses on this site and would also benefit existing residential developments to the east.
- Create a pedestrian route that allows safe and pleasant access to Brent Meadow and the broader Brent Valley Park. This would preferentially be via Brentvale Avenue, if access can be secured.

Southall – 1850

Golf Links Estate



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 50 100 150 200 250 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Fleming Road, Southall, UB1 3ND	7.78	Council

CURRENT USE

Golf Links housing estate, as well as Birkdale Court Outdoor Sports facility and open space.

PROPOSED USE

Residential (infill)

RELEVANT PLANNING APPLICATION(S)

PP/2013/4843, 195348OUT, 221501REM.

SETTING/TYOLOGY

Free-form / Continuous block.

PTAL

1b-2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), SINC (borough) (adjacent and nearby), MOL (adjacent), Priority Habitat (nearby), Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Public realm, landscaping and greening improvements. Play space facilities. Community facilities. Measures to improve permeability and active travel.

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29–2037/38)

CONTEXTUAL CONSIDERATIONS

- Golf Links Estate is a large housing currently undergoing regeneration. Phases 0 – 3 out of 14 have been completed or started. The remaining phases are subject to outline planning permission.
 - The estate consists of several different building types, including 6-storey maisonette blocks, low-rise blocks and 3 tower blocks.
 - Opportunity to upgrade and improve housing for existing and future tenants, as part of the larger regeneration of Southall.
 - Development proposals should consider nearby features of ecological value (SINC and priority habitats).
- Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
 - Make improvements to the public realm, including tree planting and soft landscaping, and reconfigure and reduce car parking areas.
 - Create more open spaces and play areas within the estate, and create links through to the West Middlesex Golf Course and better crossing points on the Greenford Road and access to Brent Valley Golf Course.
 - Create better permeability and legibility through the site for pedestrians and cyclists with improved safety from better natural surveillance.
 - Improve access to local amenities including retail and community spaces, a nursery and consider co working spaces.

DESIGN PRINCIPLES

- Further proposals for the redevelopment of the estate should consider a sensitive approach to massing and taller building elements, particularly on the eastern and southern edges of the site which adjoin or are close to Brent Valley and West Middlesex golf courses, both large areas of MOL.

Southall – 1950

Cranleigh Gardens Industrial Estate & Kingsbridge Crescent



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 10 20 30 40 50 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Cranleigh Gardens, Southall, UB1 2BZ	1.43	Private

CURRENT USE

Industrial estate comprised of numerous small businesses, and the Nanaksar Gurdwara.

PROPOSED USE

Residential, community.

RELEVANT PLANNING APPLICATION(S)

P/2013/2628, 185960FUL, 223913FUL.

SETTING/TYOPOLOGY

Campus.

PTAL

2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), SINC (metropolitan) (adjacent and nearby), SINC (local) (nearby), existing industrial use (non-designated).

KEY INFRASTRUCTURE REQUIREMENTS

Public realm. Canal towpath improvements. Landscaping. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–15 (2028/29– 2037/38)

CONTEXTUAL CONSIDERATIONS

- The site is at high risk of surface water flooding, particularly in northern section of the site and along the eastern boundary. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Development needs to satisfy the requirements of London Plan Policy E4 and Ealing Local Variation Policy E4 H-I for industrial retention and any co-location of residential uses should achieve industrial uplift.
- Development should begin with new industrial provision and then devise an enabling strategy for its delivery.
- Servicing requirements for retained or reinstated industrial uses will be key, consideration should be given to internal servicing and the use of lift access to upper floors. Horizontal co-location may be preferable to

vertical mixing. In addition, it should be possible to reduce the number of access points and to improve the pedestrian environment of the street.

- Pedestrian access should be provided to the canal towpath via a safe, surveilled route.

Southall – 20SO

Hambrough Tavern



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
The Broadway, Southall, UB1 1NG	0.17	Private

CURRENT USE

Most recently used as a public house.

PROPOSED USE

Residential-led, mixed-use scheme.

RELEVANT PLANNING APPLICATION(S)

184519FUL, 223545FUL.

SETTING/TYOLOGY

Centres / Green spaces.

PTAL

2

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Canalside CA (adjacent), SINC (metropolitan) (nearby), Blue Ribbon Network (adjacent), Opportunity Area

KEY INFRASTRUCTURE REQUIREMENTS

Pedestrian crossing on Bankside opposite site and improvements to canal access, public realm and landscaping improvements. Flood risk mitigation (surface water).

INDICATIVE TIMEFRAME FOR DELIVERY

Between years 1–10 (2023/24–2032/33)

CONTEXTUAL CONSIDERATIONS

- New development must capitalise on this key site situated on the junction between Uxbridge Road and the Grand Union Canal in an Opportunity Area at the entrance to Southall.
- Height, scale, and massing should respond to predominantly low-rise context consisting houses in Southall and industrial land in Hillingdon on the other side of the canal.
- The site is adjacent to the Canalside Conservation Area and London Canals SINC.
- Development proposals should reprovide the Public House.
- The site is at high risk of surface water flooding, particularly the southern section of the site. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.

DESIGN PRINCIPLES

- Provide a prominent mixed use building of medium to high density that activates the site and creates a positive gateway into Southall through high-quality design.
- Incorporate retail or commercial uses on the ground floor with residential accommodation above.
- Mitigate existing site levels changes that slope away/downhill from The Broadway/Uxbridge Road.
- Proximity to the Canalside Conservation Area should inform the form and character of development.
- Development proposals should maximise views of the canal and promote passive surveillance from ground floor retail/commercial uses with the incorporation of full height glazing to Bankside frontage.
- New development should consider developing a concept for elevation designs that takes inspiration from

Southall's local history. For example from its South Asian heritage or the industrial history of pottery.

- Make improvements to the public realm, including the Canal and in particular the corner of The Broadway/Uxbridge Road and Bankside, which would benefit from soft landscaping.
- Ensure active frontage is created along The Broadway/Uxbridge Road with Bankside as a secondary frontage that maximises views of the canal.
- Reinstate historic building lines reflecting the existing building lines on The Broadway/Uxbridge Road and Bankside.
- Provide separate service access with retail/commercial and residential spaces concentrated to Uxbridge Road and Bankside and ancillary spaces located to the rear of the site or via Bankside.

Southall – 2150

Toplocks Estate



© Crown copyright and database rights 2020 OS LA0100019807 20 December 2023

0 25 50 75 100 125 metres

SITE ADDRESS	SITE AREA (Hectares)	OWNERSHIP
Glade Lane, Southall, UB2 4PG	4.12	Private, RSL

CURRENT USE

Residential properties, retail and commercial uses, community uses including medical centre and the Havelock Children’s Centre.

PROPOSED USE

Residential led mixed use scheme

RELEVANT PLANNING APPLICATION(S)

None.

SETTING/TYOLOGY

Free-form.

PTAL

1b

TALL BUILDINGS

The site is not in principle suitable for a tall building. The threshold height for a tall building is 6 storeys (21 metres).

PLANNING DESIGNATIONS/SITE CONSTRAINTS

Flood Zone 3a (surface water), Canalside CA (adjacent), Grade II Listed Galde Lane Bridge (adjacent), SINC (local), SINC (metropolitan) (adjacent), SINC (borough) (nearby), Blue Ribbon Network (adjacent), Opportunity Area, Strategic Area for Regeneration.

KEY INFRASTRUCTURE REQUIREMENTS

Reprovide health and children’s facilities, the community centre and the sub-station. Measures to improve active travel and green links

INDICATIVE TIMEFRAME FOR DELIVERY

Within years 6–10 (2028/29–2032/33)

CONTEXTUAL CONSIDERATIONS

- Housing estate adjacent to the Grand Union Canal, Glade Lane Play Area and Canalside Park. Existing development is predominantly 2 storey terraced houses with gardens and 4 storey blocks of flats.
 - Located close to the Havelock Estate currently undergoing regeneration.
 - Development of the Toplocks Estate presents an opportunity to continue transformation of the area improving connectivity to the Grand Union Canal, and optimising the site's location next to the Canal.
 - The estate includes a community centre, children's centre, a small supermarket (temporarily closed), a medical centre, pharmacy and substation, all of which should be retained.
- people walking along the canal and children using the play area.
 - Additional height and scale could be used to signal the bridge at Poplar Avenue and McNair Road/ Potters Road, enhancing wayfinding.
 - Reprovide affordable and assisted housing alongside the provision of new residential and community uses.
 - Create new open spaces for play, socialising and resting that also provide green links between the Glade Lane Play Area to the Grand Union Canal.
 - Create active frontages along Havelock Road, with potential for increasing the retail/commercial offer.

DESIGN PRINCIPLES

- Capitalise on the site's location next to the Grand Union Canal, Glade Lane Play Area and Canalside Park with new homes overlooking these areas. This would provide natural surveillance for

