



Southall Community Alliance Community Forum

28 October 2021

Ealing Matters>About Us

A borough-wide alliance of residents associations and community groups

- We are **NOT** party political
- We aim to raise awareness of how Ealing is changing to assist local people to shape these changes to enhance their quality of life.
- We provide
 - a **channel** through which they can publicise new Government, GLA and LBE policies and proposals that affect them,
 - a **platform** on which they can air views and concerns about changes and developments taking place in the borough,
 - an **information resource** which they can use to help shape these changes, and
 - a **network** for groups to support one another in their campaigns and activities
- We **DON'T** have the resources to lead on individual campaigns. These will continue to be organised by the individual groups

Southall Today

One big building site

- Air Quality
- Traffic Congestion
 - South Road Railway Bridge
 - Construction traffic
- Constant noise
- Vibration
- Flying debris



Over-Development of Southall

By Wu Fenshi

Neighbours Paper frequently features new and unsuitable developments in Central Ealing and Acton. We've said far less about what's in the pipeline for Southall. The numbers there are extraordinary.

Work on 3,750 new homes at the giant Gas Works site has already triggered objections from residents concerned about the harm to their health caused by the clean-up of land on which substances like tar and benzene were dumped for over 100 years. But Southall is not under assault just from the Gas Works development. The whole town is a building site in which the Southall community have to live their lives.

A walk through the centre soon reveals the horror of it. All five senses are overwhelmed. The noise and disruption of building works never stops, and neither does the traffic congestion, especially over Southall's only railway bridge. Pneumatic drills and paving stones grindles vibrate your body, blowing up dust and debris that hangs in the air, and gets into your mouth and up your nose. When the wind blows loosely secured demolition debris rattles ominously. You fear it will become dangerously airborne if the wind strengthens even slightly.

7,500 New Homes

This only pales against what's to come. During the past 5 years further planning consent for 7,500 homes has been granted or proposed - twice the number destined for the Gas Works site. Most new building is on the old industrial and warehousing land south of the railway and west of the

station, but blocks of flats will go up everywhere - along the Broadway, Park Avenue and around Southall Green.

You would expect there would be a plan to manage this much growth. Not in Southall, where a series of unconnected studies each contradicts the last. A 2014 GLA 'planning framework' foresaw new neighbourhoods designed to 'complement existing local character'. This promised 'a balanced and inclusive community' ... 'regardless of age, economic status, lifestyle and level of independence'. A mix of unit sizes and tenure types with buildings 'predominately 4-8 storeys with some taller buildings to improve legibility to key locations'. Progress in achieving this vision would be regularly reviewed.

There have been no reviews and developers have been given free rein to build what they want. Their schemes are massive. The largest is the old Middlessex Business Centre which will cram 2000 homes into 18 blocks up to 27 storeys high.

51 lower blocks

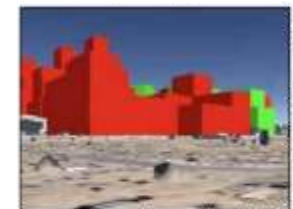
Figures compiled by Ealing Matters reveal these new homes will be nothing

like the GLA's vision. Instead, they will mainly be in lower blocks - 51 of them over 10 storeys. 8M found 89% of the consented units are two bedrooms or less, so unsuitable even for small families. And there won't be much Southall residents could afford. Just 13.5% of the new homes will be 'affordable' at London Affordable Housing rents. A further 28.5% will be 'intermediate' homes at prices up to 80% of market rates. A full 63% of the new homes will be provided at market prices - far higher than most local people could pay.

With Covid-19 and the recent downturn in the demand for small flats who are the new homes for? Perhaps they will be purchased by long term investors. A recent Serkeley Homes marketing campaign in Hong Kong hints of a possible target market.

Ealing can do so much better as the nearby Hoveblock Estate refurbishment proves. This worn out 1960s Council estate was transformed with low rise high density homes clustered around green space for families to enjoy. Who decided to stop building like this?

For more information: www.ealingsmatters.org.uk



These 2 images, from similar viewpoints at the SE corner of Hoveblock, compare recent construction on Market Road (left image) with what's planned to be added (right image). Current building work in the red blocks above is coloured green. The new blocks will be built in front of what is built now.

The Planning System: How it's supposed to work

The 2004 Planning Act:

- Planning permissions must be determined in accordance with the development plan, unless there are good reasons otherwise.
- Development Plans encapsulate everything from **National Planning Policy Guidance** down to plans for small neighbourhoods
- The most regularly used plans in Ealing are the **London Plan** and the **Local Plan**.
- For Southall there is also the **Southall Opportunity Area Planning Framework**



Southall Opportunity Area Planning Framework

MAYOR OF LONDON



Southall
BIG PLAN

Mayor's Foreword



Boris Johnson
Mayor of London

Southall is one of
London's gems

Leader's Foreword



Councillor Julian Bell
Leader of Ealing

This framework builds upon the Southall Big Conversation consultation we carried out in 2012, in which more than 1,400 people took part. Building on local residents' and businesses' shared ambitions and hopes for Southall, and the opportunity of Crossrail, we can focus our efforts on improving existing streets and spaces, and creating high quality new ones. We will create thousands of new homes and job opportunities for existing and new residents of Southall.

Southall Opportunity Area Planning Framework

- Designated in the London Plan. Adopted 2014

Our vision is to foster a stable yet diverse community with a strong sense of identity and local pride. Southall will have a broad retail and community offering suited to and accessible by people in and around the Southall area. It will be a well connected place where it is easy and safe to get from one place to another.

- The vision for Southall developed through the Framework is:

- To be a stable yet diverse community, recognising the number of ethnic groups, religions and nationalities that collectively form Southall.
- To be a place of character, with a strong sense of identity and local pride;
- To be well served by a range of retail and community services, suitable for and accessible to the population of Southall and its environs;
- To be a well-connected place with easy access between different parts of Southall, and to places beyond;
- To be a place that provides a range of housing options in terms of both type and tenure.
- To be a place that provides the conditions for economic growth and prosperity, making the most of the area's assets - the place and its people;
- To offer a range of good quality parks and open spaces

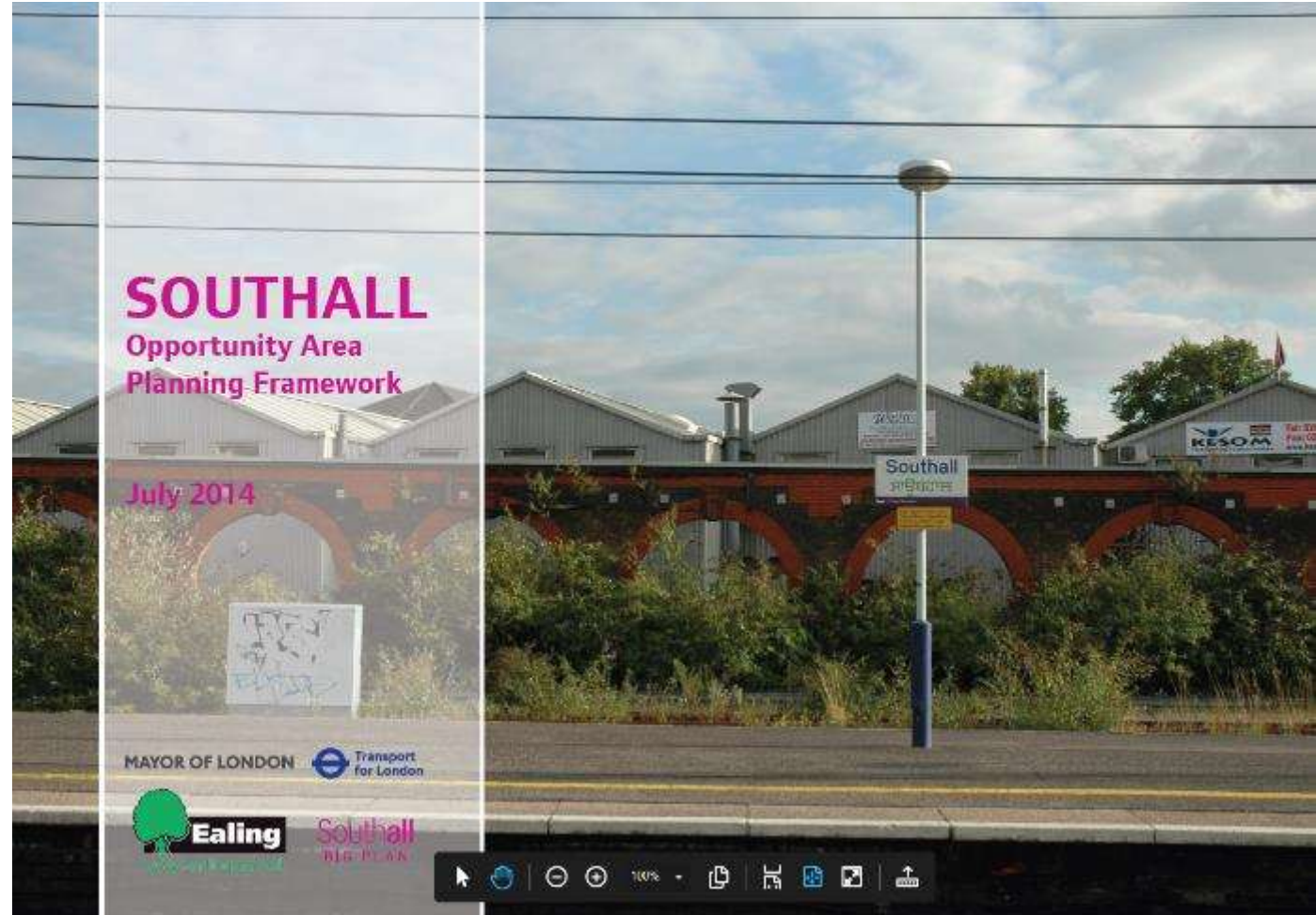


Southall Opportunity Area Planning Framework

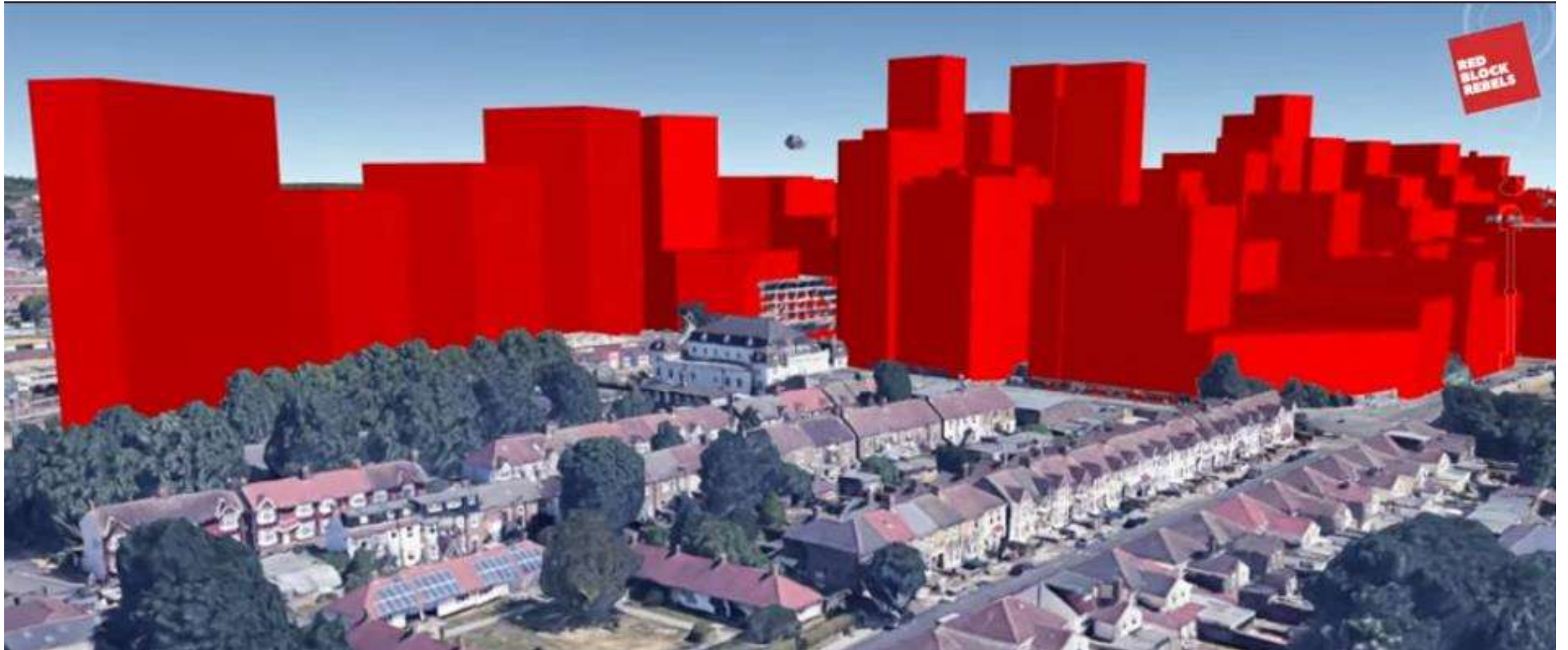
Strategic Principles

By 2034 to provide for:

- A minimum of 6,000 new homes of mixed unit sizes, types, tenure and affordability
- Complementary to existing context and incorporating heritage assets
- Mainly 4– 8 storeys with some taller buildings ‘to improve legibility’
- Majority to be delivered on four of ten identified development sites for new neighbourhoods

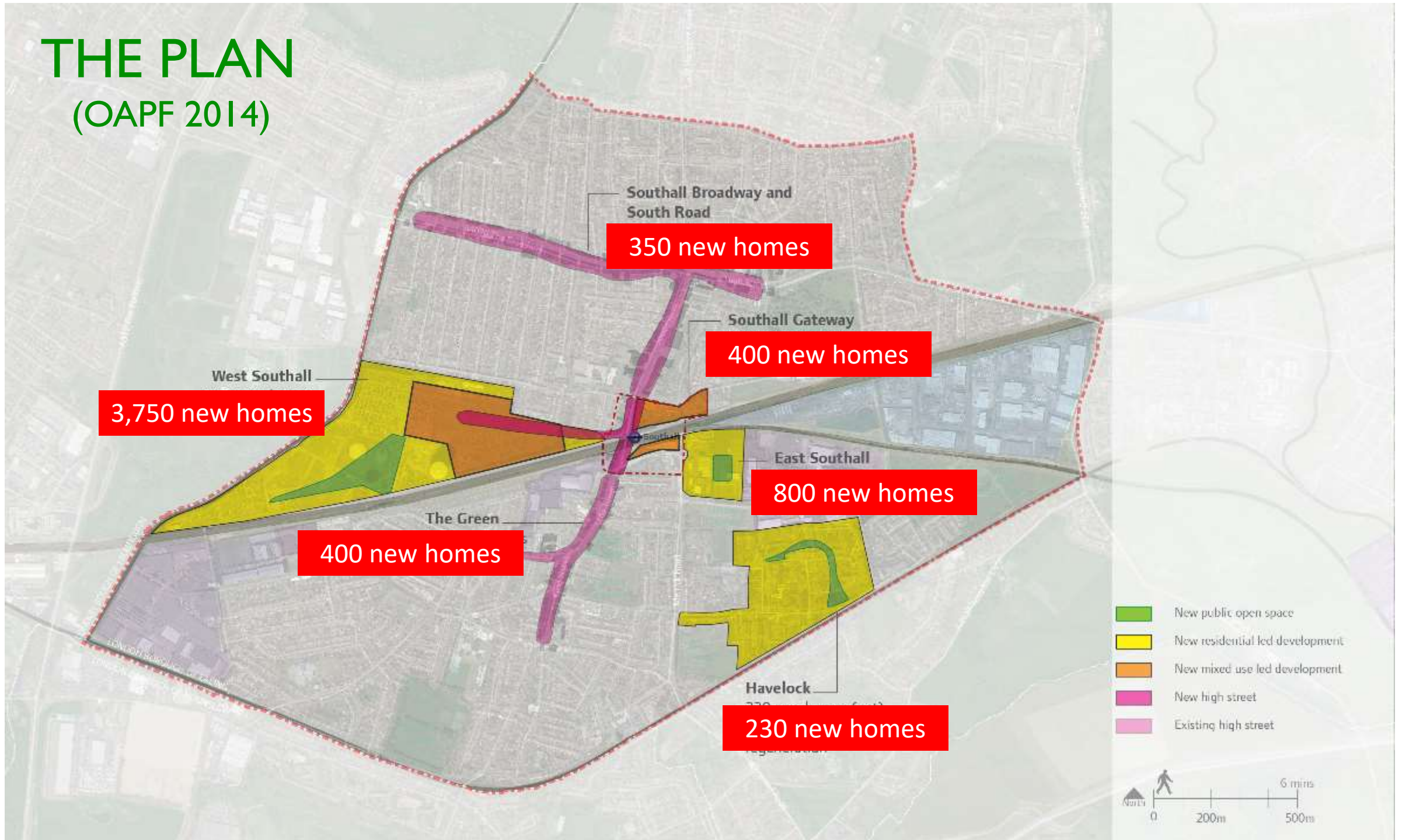


So what happened? A Red Block Rebel flythrough



THE PLAN

(OAPF 2014)



THE PLAN

(OAPF 2014)

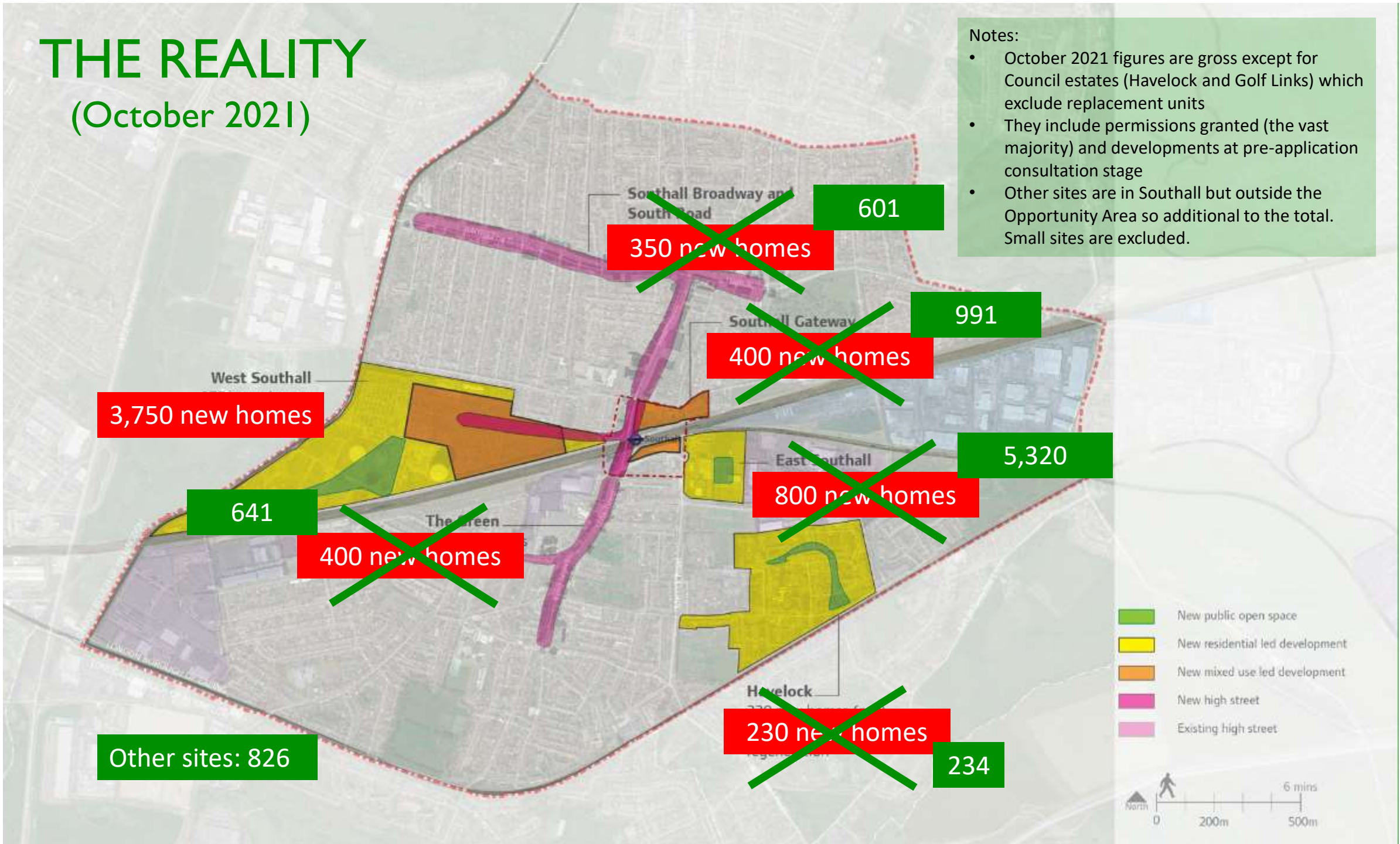


THE REALITY

(October 2021)

Notes:

- October 2021 figures are gross except for Council estates (Havelock and Golf Links) which exclude replacement units
- They include permissions granted (the vast majority) and developments at pre-application consultation stage
- Other sites are in Southall but outside the Opportunity Area so additional to the total. Small sites are excluded.



THE REALITY

(October 2021)

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- ... grants granted (the vast ... at pre-application

... outside the ... to the total.

11,537 new homes
ALMOST DOUBLE THE PLAN

Southall Broadway and South Road

~~350 new homes~~

West Southall

3,750 new homes

641

~~1,000 new homes~~

5,320

Havelock

~~230 new homes~~

234

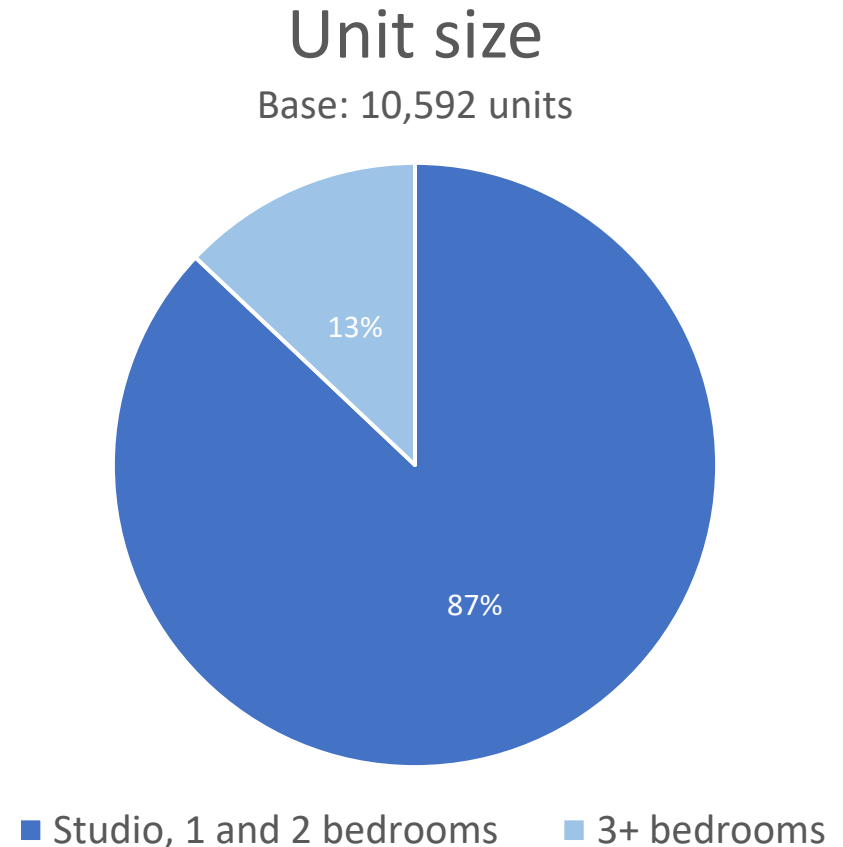
Other sites: 8

- New public open space
- New residential led development
- New mixed use led development
- New high street
- Existing high street



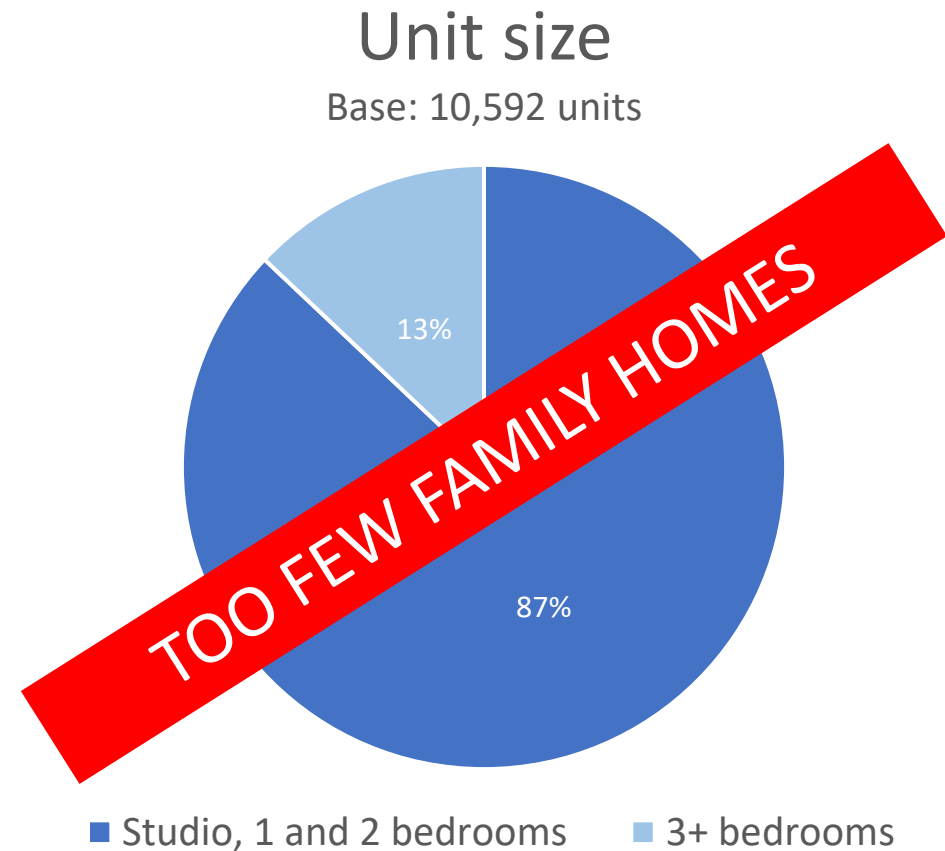
Housing mix by size

- New homes of mixed unit sizes, types, tenure and affordability.
- Lower density development is generally most appropriate for family housing. However, an average household size of 3.5 in Southall can be supported in larger units even within flatted schemes.
- Within predominantly residential neighbourhoods proposals will be expected to provide for a minimum of 20% of units as family accommodation with 3 bedrooms or more.



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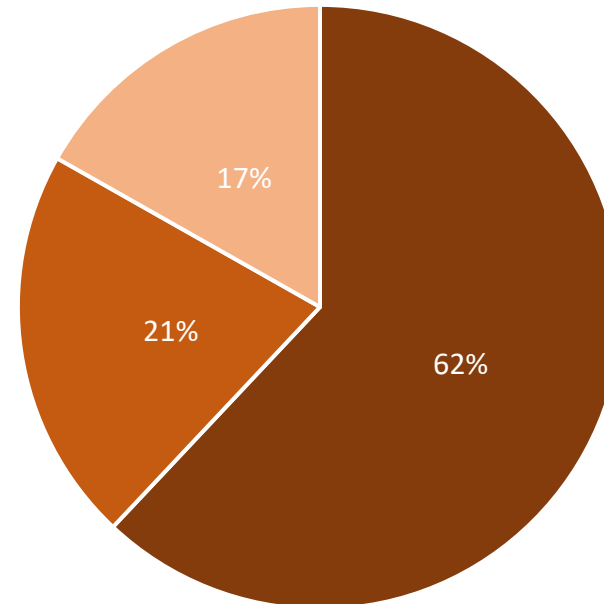
Housing mix by tenure

Ealing 'Policy'

- 64% Market housing
- 4% Intermediate
- 32% Low cost rent

Permissions

Base: 11,371 units

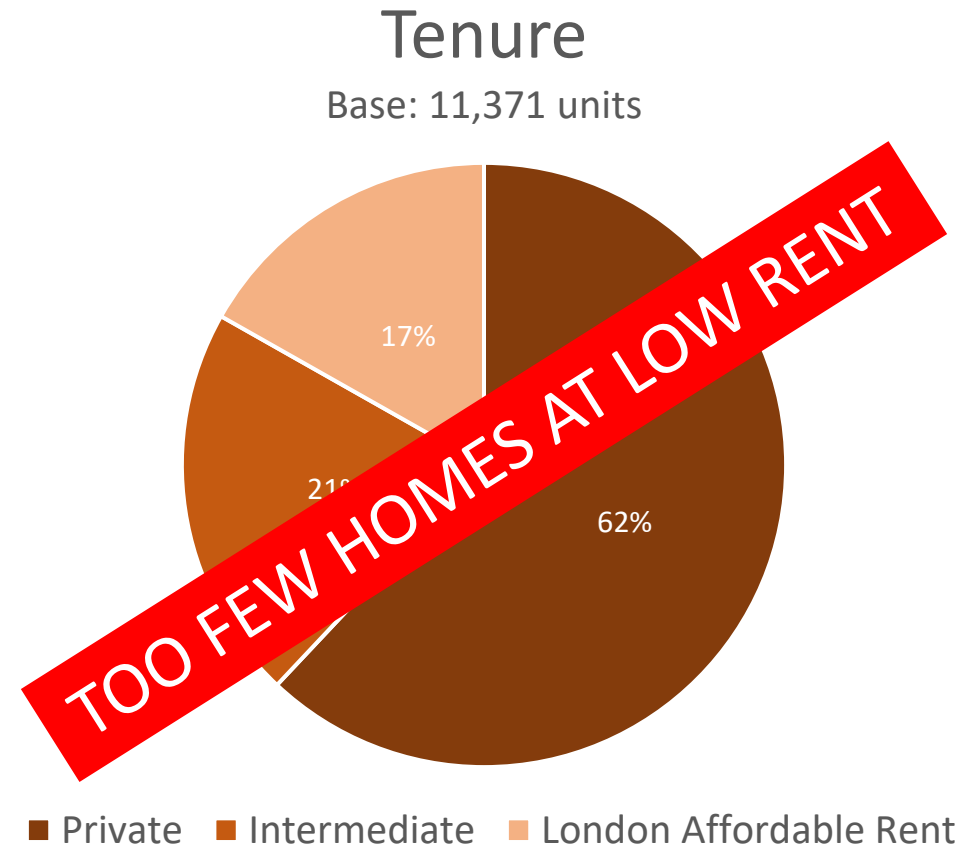


■ Private ■ Intermediate ■ London Affordable Rent

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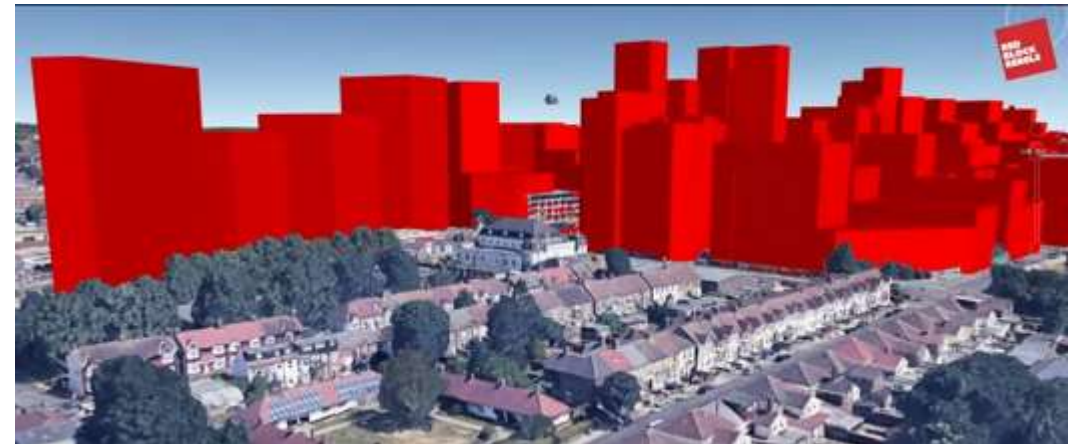
Building heights

OAPF says

- Contextual building heights are:
 - 3 - 6 storeys within Southall Town Centre,
 - 2 - 4 storeys within Southall Green,
 - 2 - 3 storeys within the established residential areas
- The **overall strategy** for building heights is for these areas to retain their current character.
- Indicative building heights for new development will be 4-8 storeys.
- Heights of 3-4 storeys will be most appropriate in locations that adjoin existing low rise residential properties.
- Taller buildings of over 10 storeys may be acceptable where the site/area has been identified in the Local Plan or act as a local landmark to key locations, such as Crossrail station, public spaces and the High street network.

Consented or Proposed

- 48 Buildings of 10-19 Storeys
- 17 Buildings of 20-29 Storeys



Homes for local people?

OAPF says:

'Housing, public realm and community

- We need to improve the stock of housing and have the right mix of housing, including more affordable homes and large family homes to help ease overcrowding.
- A large proportion of these homes will be built on the new Southall Gas Works site.'

Source: OAPF Summary Page 8

The outcome:

Southall Gas Works Site is now called 'the Green Quarter' and being marketed in the Far East



The image is a YouTube video thumbnail for an advertisement. At the top, it features a title in Chinese and English: '西倫敦低密度豪宅 The Green Quarter | 名牌發展商Berkeley...'. To the right of the title are icons for 'Watch later' and 'Share', with the 'Share' icon having a 'savills' logo. The main visual is a man and a woman walking together in a lush, green outdoor setting. Overlaid on the image is large Chinese text: '如果想以香港納米樓車價錢 購入名牌發展商 低密度一房單位連露台'. At the bottom left, there is a 'Watch on YouTube' logo. At the bottom right, there is a subtitle in English: 'you can buy a one bed apartment with a balcony'.

What happens next?

- Peter Mason is seeking to rescind the Opportunity Area
- BUT the Opportunity Area Plan is not a bad one, it just has not been followed
- Anyway Planning Consents have been granted. They give developers the right to proceed and cannot be undone.

Ealing Local Development Plan, now being updated

- The Local Plan will shape the borough in the next 20 years
- Existing plan (2012) out of date; new plan in development
- New Plan underway to be developed in consultation with the borough's residents
- Follow it through the Council's Local Development Plan Advisory Committee



What is to be done?

Be Aware and Engage

- Use our data to monitor changes to these developments and add in new proposals
- Respond to consultations on new developments and check them against the Opportunity Area Plan
- Keep the pressure up on the way developments are done. It is not reasonable for them to destroy your quality of life

Organise and Network

- Work together as a community. Don't let yourselves be divided and ruled
- Ensure your Councillors understand what is happening and that they speak up for you
- If you don't feel they are representing you don't vote for them in May
- Network with other groups across the Borough and draw from their experience



<https://ealingmatters.org.uk/>

<https://www.facebook.com/groups/EalingMatters/>