

# WELCOME

Welcome to our public exhibition event for **THE GREEN**, Southall.

Peabody is working in partnership with Ealing Council on **THE GREEN** – a major regeneration project at the heart of the Southall Opportunity Area.

## THE GREEN SOUTHALL



Our plans for The Green will:

- Deliver around 525 new homes
- Provide 50% as affordable housing
- Provide new employment space and increase job opportunities
- Create high quality public spaces

Our plans are at an early stage and we want to get feedback from local people before we develop them further.

Today's exhibition is a chance to view and influence our plans for **THE GREEN** as they are being developed.



*Manor House connection – vibrant new spaces with views connecting back to the historic Manor House.*

[www.thegreensouthall.co.uk](http://www.thegreensouthall.co.uk)

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# ABOUT PEABODY

We own and manage more than 66,000 homes across London and the South East, providing affordable housing for around 133,000 people.

Our mission is to help people make the most of their lives. As well as bricks and mortar, we provide a wide range of community programmes in our neighbourhoods, including help with employment and training, health and wellbeing projects, family support programmes and a dedicated care and support service.

The Peabody Community Foundation will invest more than £90 million supporting communities over the next 10 years. Last year, it invested more than £9m in programmes, helping 1,231 people into work and delivering over 77,500 hours of free-to-access community activities.

## Peabody in Ealing

We have a long history of providing affordable homes and community services in the borough, working with Ealing Council and our local partners.

We currently own and manage over 500 homes in Ealing, with more than 750 homes (including The Green) in our pipeline.

## Making a lasting difference

We're building homes and creating neighbourhoods across London. Here are two examples where we have worked closely with existing communities to transform underutilised spaces to provide a mix of new homes, businesses, public space and facilities.



**St John's Hill**  
London Borough of Wandsworth

**153 new homes:**  
80 social rent, 6 shared ownership, 67 private sale

Following extensive consultation with residents and the wider community, Peabody began an ambitious mixed-use regeneration project to increase the number of homes through careful design.

The first phase of St John's Hill successfully opened up the estate, increasing the number of homes while improving the sense of place and community.

Each new block has its own identity and architectural style, with the exterior of each building formed from a different brick and articulated in a unique way.

St John's Hill is one of the first Peabody schemes where rents are below council approved levels, to help achieve our ambition of providing low cost rental homes.

### Awards

*Best New Development in the South*  
First Time Buyer Readers' Awards

*Best Architectural Design*  
First Time Buyer Readers' Awards

Peabody has been creating opportunities for Londoners since 1862, when we were established by the American banker and philanthropist, George Peabody.

## Our approach

We are determined to help tackle London's housing challenges and create great places to live.

We design, build and maintain homes and neighbourhoods which people are proud to live in. We invest in the areas where we operate over a long period of time – creating quality and diverse places that benefit our residents and the wider community. We're proud to offer affordable homes, and we're committed to keeping rents as low as possible.

At The Green, our ambition is to work with the community to deliver a great place to live, which will have a significant impact both locally and for London.



**Fish Island Village**  
Hackney Wick, London Borough of Tower Hamlets

**423 new homes:**  
72 affordable rent, 74 shared ownership, 277 private sale

Situated in a strategically important location on Fish Island, opposite the Queen Elizabeth Olympic Park and Hertford Union Canal, Fish Island Village aims to nurture and grow the existing creative community by providing flexible commercial space. This will include workshops, maker spaces, studios, cafes and function rooms, helping to create London's largest new complex for creatives.

Mixed-tenure homes will overlook an active and independent commercial ground floor and public realm, creating a unique and sustainable neighbourhood.

The architects used a varied palette of brickwork, emphasising the style and positioning of the buildings.

### Awards

*RIBA Award winner*  
London region

*Development of the Year*  
Sunday Times British Homes Awards

*Best Large Housing Development*  
Brick Awards

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# DESIGNING THE GREEN – OUR PRINCIPLES

When forming our initial plans, we gave careful consideration to the impact **THE GREEN** will have on the local area, building on the rich history of Southall.



Central boulevard – community at the heart of the development



## 1. Build the new homes Southall needs

London is in the grip of a housing crisis. Ealing Council is aiming to build 2,500 affordable homes by 2022 to help meet local needs. The Green can help ease the pressure by providing genuinely affordable homes for local people.

## 2. Create vibrant and accessible public spaces

We want to make this part of Southall more accessible and draw people into the area by creating new pathways to established neighbourhoods and nearby transport links. Carefully considered landscaping will help form attractive and welcoming public spaces.

## 3. Bring new jobs and an economic boost to Southall

We want to create as many employment opportunities as we can at The Green by providing space for businesses, shops and community facilities.

## 4. Respect the existing heritage of the area and enhance local historical buildings

The local area has a rich heritage and The Green's new public square will respect existing historical settings while opening them up to wider community use.

## 5. Design a sustainable place that's fit for the future

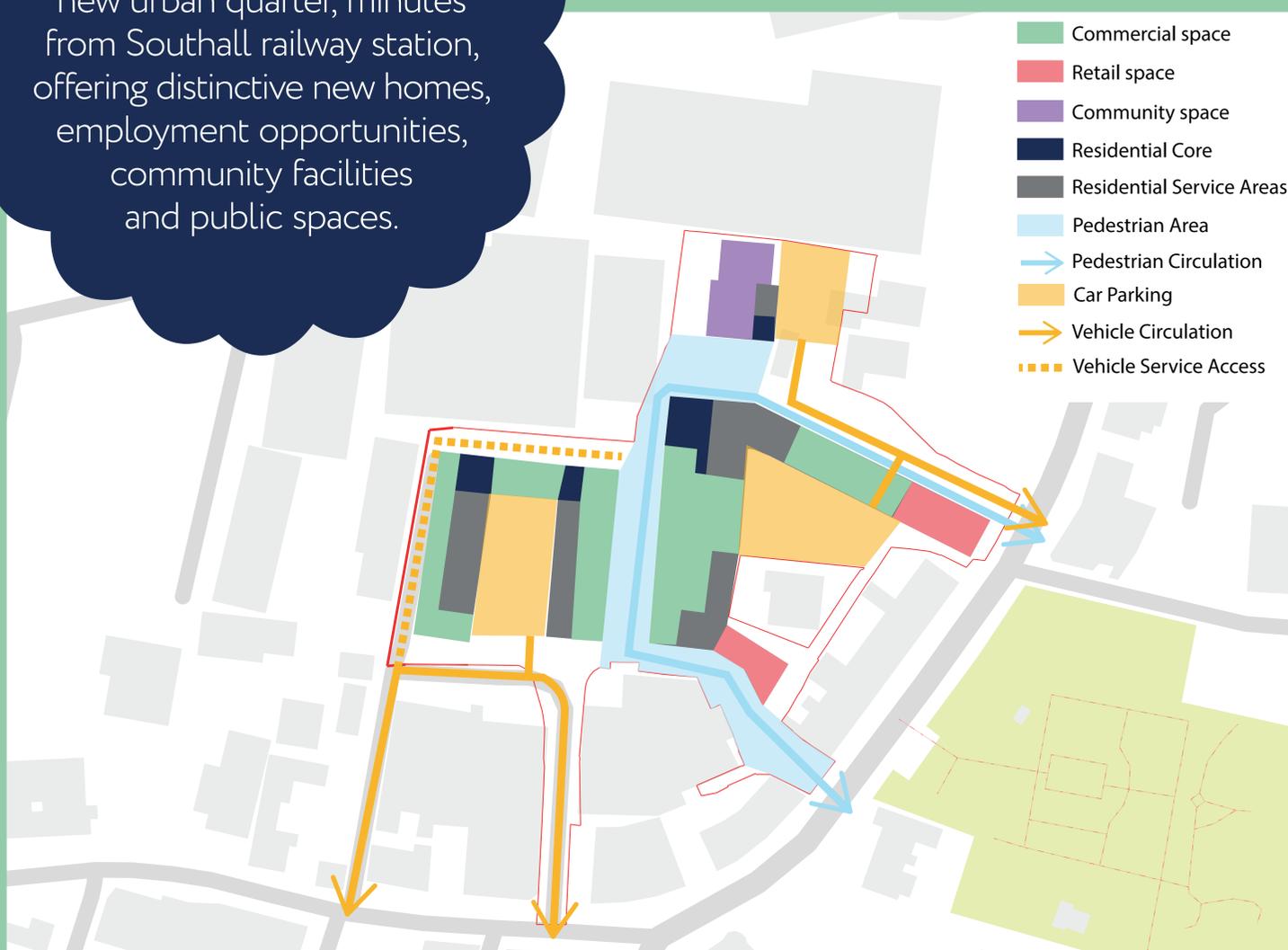
Southall is going through radical change – we want The Green to work as well today as it will many years from now, sitting seamlessly among other future developments.

[www.thegreensouthall.co.uk](http://www.thegreensouthall.co.uk)



# THE GREEN – OUR VISION

**THE GREEN** will be much more than just another development – it will be a new urban quarter, minutes from Southall railway station, offering distinctive new homes, employment opportunities, community facilities and public spaces.



## New homes

Our plans for The Green will provide around 525 high-quality homes, of which 50 per cent will be a mix of affordable rent and shared ownership. The remaining homes will be for private sale.

All the new homes will meet national space standards. They will range from one to four bedrooms, making them suitable for a variety of households. Every home will have a private balcony or terrace and access to communal podium gardens.

## A vibrant urban quarter

The ground floors of the residential buildings are being designed for a variety of commercial and community facilities.

By promoting a range of different uses, the streets will be brought to life with the bustle of an active community.

## Placemaking – wide boulevards and public squares

The proposals are inspired by the potential to create public spaces that promote people's health, happiness and wellbeing. Routes will extend through the site to link to the wider community and connect to the existing residential areas.

A new public square will sit at the heart of the development – a landscaped space, offering a variety of uses, such as a street market, café seating area, and community events. This space will connect to other existing cultural venues, such as the Dominion Centre and the Manor House.

## Design and building heights

To create an appropriate scale, the development will be divided into buildings of varying size and style.

The taller elements of the development will be set well back from existing low-rise buildings, so they will not dominate the view.

External walls will be made of brickwork and the ground-floor level of back-painted glazing. These two contrasting colours will visually break up the density of the development.

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# CREATING A DESTINATION

**THE GREEN** is being designed to draw people into the heart of the development with bustling shops, cafés and other uses.



*Welcoming public space to create a car free destination at the heart of The Green*

The spaces – outside and inside – are being designed to be flexible and adaptable to the community's needs.

## Central boulevard

At the heart of the proposal is a wide, central boulevard – a pedestrianised zone with commercial spaces at ground level and lined with newly planted trees.

## Community and commercial spaces

A combination of workspaces, shops, community facilities, convenience store, a gym and a nursery are being planned in response to the findings of our research into what local people want.

90 public car parking spaces will be provided as part of the development, maintaining a capacity in the area.

## Connection to the Manor House

Our proposal seeks to introduce a continuation of the public realm from Manor Gardens into the heart of the scheme. The creation of a public square will establish a visual link to the Manor House from The Green and will provide an opportunity for outdoor markets and events.

## Landscaping

The proposed landscaping will deliver a new piece of connected public space with a distinctive character.

It is linked to the new ground floor uses with places for retail and community activities to spill out and occupy the space.

The street pattern will provide a clear distinction between private and public space that supports pedestrian activity, encourages social interaction and promotes health and wellbeing.

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# HIGH-QUALITY, WELL DESIGNED HOMES

**THE GREEN** will provide hundreds of high-quality homes, of which 50 per cent will be affordable housing – social rent and shared ownership.



*Manor House approach – a new and welcoming gateway into the new area opposite the historic Manor House*

## Genuinely affordable homes

The Green will include a mix of different tenures, with 50 per cent being affordable.

### London Living Rent

An affordable rent level defined by the GLA and supported by Ealing Council.

### Shared ownership

A 'part buy, part rent' scheme that allows people to buy a share of a property and pay rent on the rest. It's designed to help people with small deposits and lower incomes get on the property ladder.

### Market sale

These homes will be sold on the open market at their full value. The sale of these homes will support the provision of affordable housing.

## Mix of home sizes

We are designing the range of homes to be suitable for households of varying sizes, from one to four-bedrooms. 10 per cent of homes will be wheelchair accessible.

NOTE: The number of homes is an estimate based on the current proposed design. This may change as our plans evolve.

## Designed for living

A range of designs are proposed, with a mix of single aspect one-bedroom flats, dual aspect two-bedroom flats and double aspect three-bedroom corner units. All private and affordable homes will be designed to the same national space standards.

One and two-bedroom homes will be designed with open-plan kitchens, and three-bedroom homes will have a mixture of open and enclosed kitchens, with living rooms opening onto private balconies.

## Fire safety

Fire safety is a key priority for us. We will do all we can to keep our residents and buildings safe, including residential sprinklers in all homes at The Green. Regardless of building height, we will use fully non-combustible external wall construction that is above the building regulation requirements.

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# SHARE YOUR VIEWS

Thank you taking the time to view our proposed plans for **THE GREEN**.

We want your help to decide what **THE GREEN** will look like – this is your chance to shape the future of this part of Southall.

**There are several different ways you can share your feedback:**



## Feedback form

Simply grab a form or ask a member of the team for one and leave it in the ballot box.

You can also return your form by post to:  
The Green Southall,  
c/o 7 Bayley Street,  
London WC1B 3HB



## Email

Send your comments to  
[info@thegreensouthall.co.uk](mailto:info@thegreensouthall.co.uk)



## Phone

Call 020 7323 3544 to speak with  
a member of the team



## Online

Visit [thegreensouthall.co.uk](http://thegreensouthall.co.uk) and fill out  
the online feedback form

## Key dates

Here is the predicted timeline between now and completion – these timings are only estimates and may change as the project progresses.

### First stage public consultation

June / July 2019

### Refining our plans based on your feedback

July to August 2019

### Second stage public consultation

September 2019

### Final changes to the design

Autumn 2019

### Submit planning

2019

### Potential planning decision by Ealing Council

Spring 2020

### Potential construction starts on site

Spring 2021

### Estimated completion

Autumn 2024

## Latest updates

If you would like to find out more and keep up to date with the latest news from The Green development team, join our mailing list.

Speak to a member of the team or visit [thegreensouthall.co.uk](http://thegreensouthall.co.uk) to sign up.

## What next?

After today's exhibition, we will consider your feedback as we continue to develop plans for **THE GREEN**. We will then publish more detailed plans later this year and hold another public consultation event.

[www.thegreensouthall.co.uk](http://www.thegreensouthall.co.uk)

