



8

Character areas





# 8.1. Waterside



The area between the western gateway to the site and the Etoile is envisaged to be a new high-density residential neighbourhood. This is approximately half way between Southall and Hayes with a waterfront to the canal and open views across the Minet Country Park. It is seen as a neighbourhood with a distinct identity separate to Southall and Hayes. This is designed to feel like a citadel - a collection of quite substantial buildings bounded by the canal and open space. The image to the left of the Greenwich Millennium Village gives a sense of the impact that is sought. The neighbourhood is envisaged to be oriented along a central home zone route. This would be enclosed by the tallest buildings and is envisioned as a tightly enclosed urban street opening up into the Southern Park. The building form could then drop down to the canal edge and eastwards towards the barrier block created by the airport parking structure.

## Uses:

The area is seen primarily as a residential location. These would be a mix of high-density apartments along the canal with a series of towers in the western point of the site.

In addition to the housing the area includes a hotel of up to 390 rooms and a multi-storey car park for airport parking accommodating 3,500 spaces. The hotel is likely to serve Heathrow and could be linked to the operation of the airport parking. It would also be a valuable asset for Southall and its public uses will help to animate this part of the area. The airport parking is used to shield this area from the noise of the railway and will operate as managed long-term parking for the airport.

## Form:

The form of this area is broadly 6-8 storeys with the heights of buildings rising to the west and towards the Etoile. In the illustrative scheme this is based on three zones of development:

- The waterside blocks (1, 7, 8, 11, 15 and 17) rise in height towards the west ending in the three towers that rise up to 16 storeys at the western gateway. These blocks are 'U' shaped and the arms facing the canal step down towards the water. This is designed to avoid a wall of development onto the canal and to maximise the number of units with a view over the park.
- The next set of blocks (6, 12, 16 and 18) rises in height towards the Etoile terminating in the Block 18 tower. This means that the northern part of these blocks can be seen over the waterside blocks.
- The blocks to the east of the boulevard (5, 10, 13) are lower in height and back onto generous courtyards facing the parking block which would be softened by planting.

Note: For block numbering see section 4.5





# 8.2. Etoile



The Etoile is proposed as a new leisure destination. The space is based on the principle that the road network of the masterplan will be focused on this area to feed activity into the space. This has the effect of creating a star-shaped space - the Etoile, which is envisioned as a dramatic space enclosed by a series of striking 'flat iron' towers. A number of the routes into the space would be pedestrianised - partly to make the junction work but mainly to create a series of large pavement areas that can be populated by the bars, restaurants and cafes in the frontage buildings (Blocks 31, 32, 33). These uses would draw people to the area in the evening and will populate the south-facing frontages of the space. The space is also linked to a new footbridge over the canal and flows through to the canal towpath area where there is the potential for further active uses.

**Uses:**

The ground floor spaces around the space would include leisure uses including cafes, restaurants and bars. Above the leisure spaces would be apartments and appropriate measures will need to be taken to ensure that noise from the leisure uses does not affect the residential property.

The residential blocks extend along the waterfront. However the offices to the south of the boulevard are shown as B1 office buildings providing shielding to the gas holders. These blocks too could have leisure uses on the ground floor. The area is served by a multi storey car park in Block 22. This includes 672 spaces and would provide parking for the offices and some of the residential towers on its upper floors. The lower floors would be a public car park for people using the

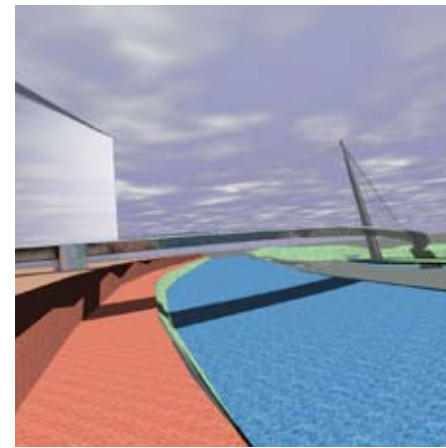
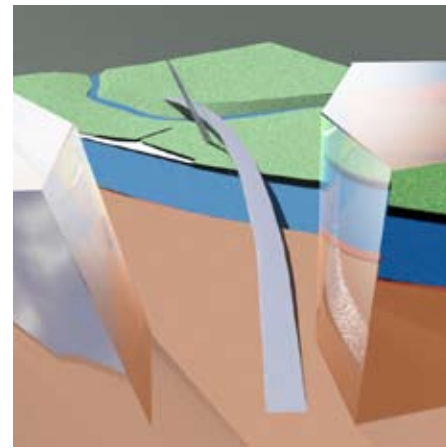
leisure facilities and would feed into the western end of the retailing.

**Form:**

The Etoile on the illustrative plan is a dramatic star-shaped space bounded by a series of towers. This is at the point where the two main sections of the boulevard meet the route to Springfield Road together with a number of other pedestrian/home zone routes that feed activity in from the surrounding residential areas. This would create a dynamic space with a variety of long views. The space is contained by a residential tower – (Block 31) which could be set forward of the building line of the boulevard in order to close the vista westwards along the northern boulevard. The tower is shown part way across the boulevard allowing views onwards to the country park. This would be accessed by a new footbridge and there is also the possibility of this bridge creating a further landmark.

The other blocks around the Etoile are designed so that their highest elements point towards the public space. Block 37 is envisaged as a small one or two storey building within the space that could operate as a café.

**Note:** For block numbering see section 4.5





# 8.3. Southall Rise



At the eastern end of the boulevard the masterplan envisages a community focus for the site. This is the area nearest to Southall and the intention of the masterplan is to create a new node for Southall to complement Broadway and Southall Green. This would serve as a gateway to the site from Southall and a focus for local shopping and facilities.

This is not planned as a traditional urban square. It is rather a resting point on the boulevard created by the widening of the space at a junction created by an extra road (between Blocks 27 and 39) arriving at an angle. The street joining the boulevard would be pedestrianised creating a quieter space similar to the point where South Moulton Street joins Oxford Street (picture to the left). This area could have a distinctively Southall character with a range of Asian businesses and shops alongside 'western' retailing. The Southall character could also be picked up in the design of the buildings and signage and public art of the area.

**Uses:**

Southall Rise is envisioned as the focus for local shopping provision. This would include a small supermarket on the ground floor with 133 parking spaces at basement level. The other blocks in the area would have ground floor retailing spreading westwards along the boulevard. It is anticipated that Block 29 or Block 40 could be used for managed workspace on the ground and first floor. It is also anticipated that the ground floor at the eastern end of Block 40 could be a pub. To the south Block 54 is proposed to be a community facility linked to a series of sports pitches along the Straight. This would be a facility available to all of The Southall Community. The upper floors throughout this area should be residential accommodation. The uses in this area are served by a second multi-storey car park with 720 spaces. This would serve as a public car park for the retail uses with the upper floors being dedicated to the residential and workspace accommodation in Block 29.

**Form:**

The urban form of Southall Rise has been conceived as an arrival sequence to feed people into the boulevard. The vision is the creation of an arrival space so that people arriving from the east would enter a large space delineated by three towers (Blocks 30, 40 and 56). They would pass from this between blocks 30 and 40 into the boulevard with a further tower (Block 27) announcing the arrival at the heart of Southall Green. Like Block 31, Block 56 is brought forward of the boulevard building line so that it terminates the view eastwards along the boulevard. This enclosure at both ends would make the boulevard into a contained shaft of space rather than allowing views to leak out at either end.

**Note:** For block numbering see section 4.5





# 8:4. Beacons Field



The residential area to the north of the boulevard contains a variety of residential and community uses. It is envisaged as an extension of the Beaconsfield Road residential area to the north making use of the existing and potential access points onto Beaconsfield Road. This would allow the existing and the new development to function and feel like part of the same neighbourhood.

### Uses:

The predominant use in this area is housing. This ranges from three storey town houses along the northern boundary to seven storey apartment blocks along the boulevard. This includes a range of residential types from walk up flats, to gallery access and atrium blocks. These sit around internal courtyards with parking within the courtyard or at semi-basement level. This area also includes the scheme's main park and it is envisaged that this would be used by the existing as well as the new community. The park includes a Neighbourhood Equipped Area of Play together with a Multi-use Games area and would be an important resource. This area also includes the new primary school and nursery as described previously together with the Health Centre.

### Form:

The urban form of this area is a graduation of heights from the three storeys of the northern boundary to the 6 and 7 storeys of the boulevard and then onwards to the higher towers of Etoile and Southall Green. At the eastern end of the area this graduation is very quick because of the limited site depth. However there is precedent for buildings of scale in these areas because of the gas holders and water tower.

**Note:** For block numbering see section 4.5



