



55 West

Q&A Presentation

51-56 Manor Road,
West Ealing
London W13 0LJ

October 2020



Metropolitan
Thames Valley

southern
grove

1. Scheme Overview
2. Planning Policy
3. Design Journey
4. Housing
5. Parking
6. Public Realm
7. Sunlight & Daylight
8. Timeline & Next Steps

1. Scheme Overview



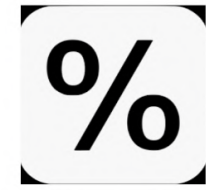
100%
Affordable
Scheme



Car Free
Development



Public Realm



65% London
Shared Ownership
(LSO) = 94 Homes



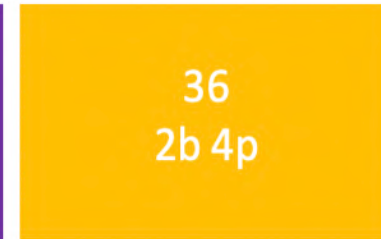
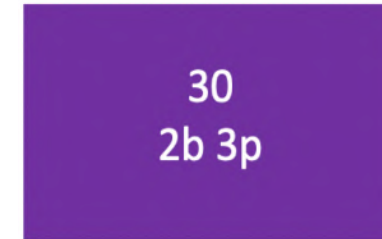
144
New Homes



35% London
Living Rent (LLR)
= 50 Homes



Income Caps of
Gross household
Incomes of £60k



2. Planning Policy

21,570 - Ealing's housing target for next 10 years (set by GLA Intend to Publish London Plan for period 2019/20 - 2028/29)

12,972 – Ealing's former housing target (in 2016 Adopted London Plan for period 2015-2025)

59.6 % increase in homes required over 10 year period from adopted to Intend to Publish London Plan

2,157 homes per year required in Ealing (Intend to Publish London Plan)

424 homes per year in Ealing on small sites (below 0.25ha) should be coming forward as part of 2,157 annual total

522,870 homes across London needed for the whole of London (Intend to Publish London Plan)

4.1% of London's new homes expected to be in Ealing over next 10 years

41,368 new households over 25 years from 2014-2039 (Ealing Strategic Housing Market Assessment 2018) which averages out at 1,655 per year

10,364 households in need of affordable housing in Ealing in 2016 (SHMA 2018)

The SHMA 2018 states *“Therefore, based upon the GLA 2016 round central trend migration projections the SHMA identifies the Full Objectively Assessed Need for Housing in Ealing to be a rounded figure of **50,100 dwellings over the 25-year Plan period 2016-41, equivalent to an average of 2,004 dwellings per year.**”*

2. Planning Policy

Ealing Council set a target to deliver 2,500 genuinely affordable units by 2022 which includes LAR and LLR.

This proposal will deliver 2% of the Council's genuinely affordable housing target of 2,500 units.

Tall buildings are defined by NLA as those over 20 storeys.

Peter Murray chairman of NLA stated *that tall buildings are now an established component of London's development programme ... LSE has recently published research that shows that tall buildings work well for younger occupiers who then move out to have a family...*

The London Plan recognises that higher density development is appropriate in locations such as town centres and adjacent to transport nodes.

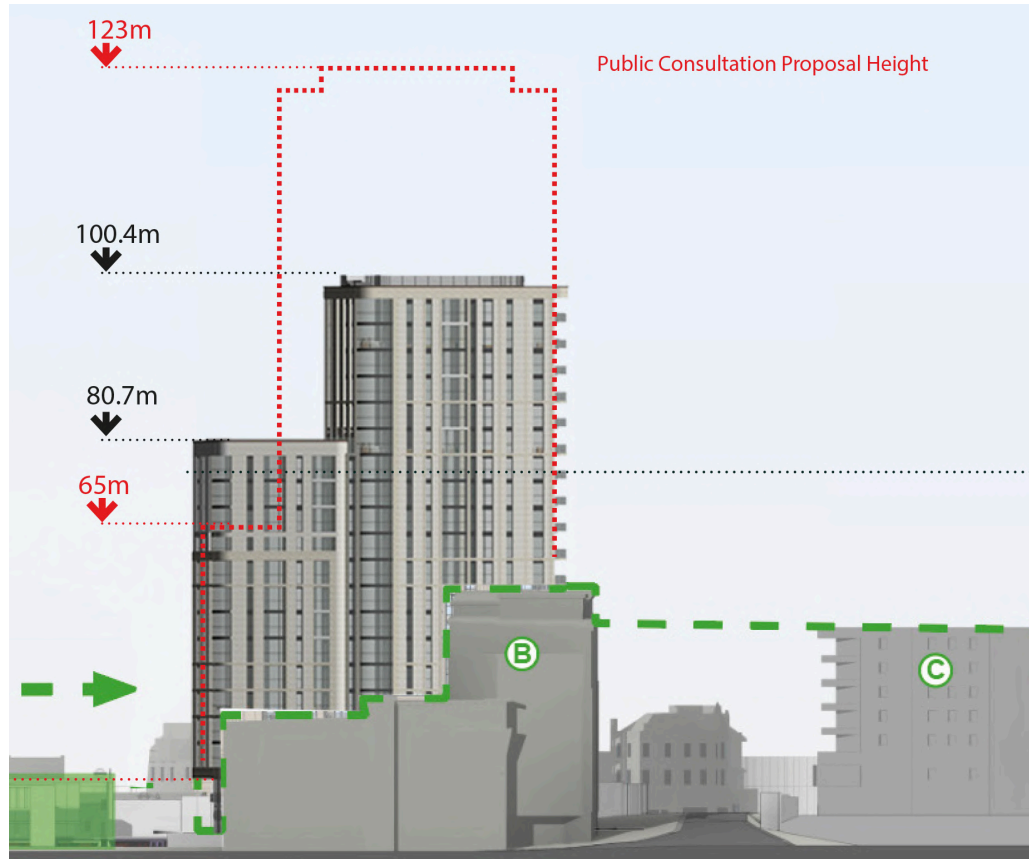
Ealing Core Strategy (April 2012) is now outdated having been drafted almost 10 years ago and is no longer in line with national or regional planning policy.

The Ealing Development Sites DPD (2013) highlights the site as EAL12 and as a site suitable for mixed development appropriate in town centres compatible with Crossrail, which notes the site is underused.

The GLA and Ealing both supported the 27 storey scheme presented in consultation in 2019, and in light of local concern remain supportive of the reduced scheme now subject of the planning application at 19 storey.

3. Design Journey

OLD VS NEW



NOTE: these are heights above sea level

Responding to Feedback

- Reduced by 7 stories in height (over 22m reduction)
- 25% reduction in building height
- Still maintaining 100% affordable
- Project team engaged with GLA and Network Rail/TFL to address their comments



3. Design Journey

Old



- 144 affordable flats in a sustainable location.
- 100% affordable – 65% shared ownership & 35% LLR.
- 19 storeys / approx 68m in height.
- Roof terrace amenity space.
- Local road and public realm improvements.
- Integrated with adjacent new West Ealing station.
- Car free development (except 1 x blue badge/disabled and 2 x short stay spaces).

New



3. Design Journey



Scheme features

- Residential entrance on corner of Manor and Argyle Road.
- 2 commercial units at ground floor level.
- Non-combustible solid brick construction and building fully sprinklered.
- Balcony or winter garden private amenity space to each unit.
- Shared roof terrace amenity space.

4. Housing

HOMES FOR LOCAL KEY WORKERS

Southern Grove and MTVHA as part of our 100% affordable housing offering, are working with Ealing Council to prioritise key workers in the London Borough of Ealing.



Teachers



Transport



Nurses



Police



Delivery
Drivers



Social
Care



Army

MTVHA will secure the s106 a nomination agreement with Ealing Council to prioritise homes for local heroes in the early stages of marketing. This will also include an initial gross household income cap of £60k to prioritise those on lower incomes.

4. Housing – Affordable (LLR)

LONDON LIVING RENT (35% OF THE UNITS)

- Genuinely affordable product
- Enables households to save to buy a home
- Residents will be able to save between £250-£750 per month towards a deposit

Unit Type	Market Rent	LLR (Gross)	Gross Rent % of MR
1 bed flat	£1,450	£901	62%
2 bed flat	£1,800	£1001	56%

LLR for a one bed is 62% and a two bed is 56% of market rent levels. This will enable residents to save £250 -750 / month

4. Housing – Affordable (Shared Ownership)

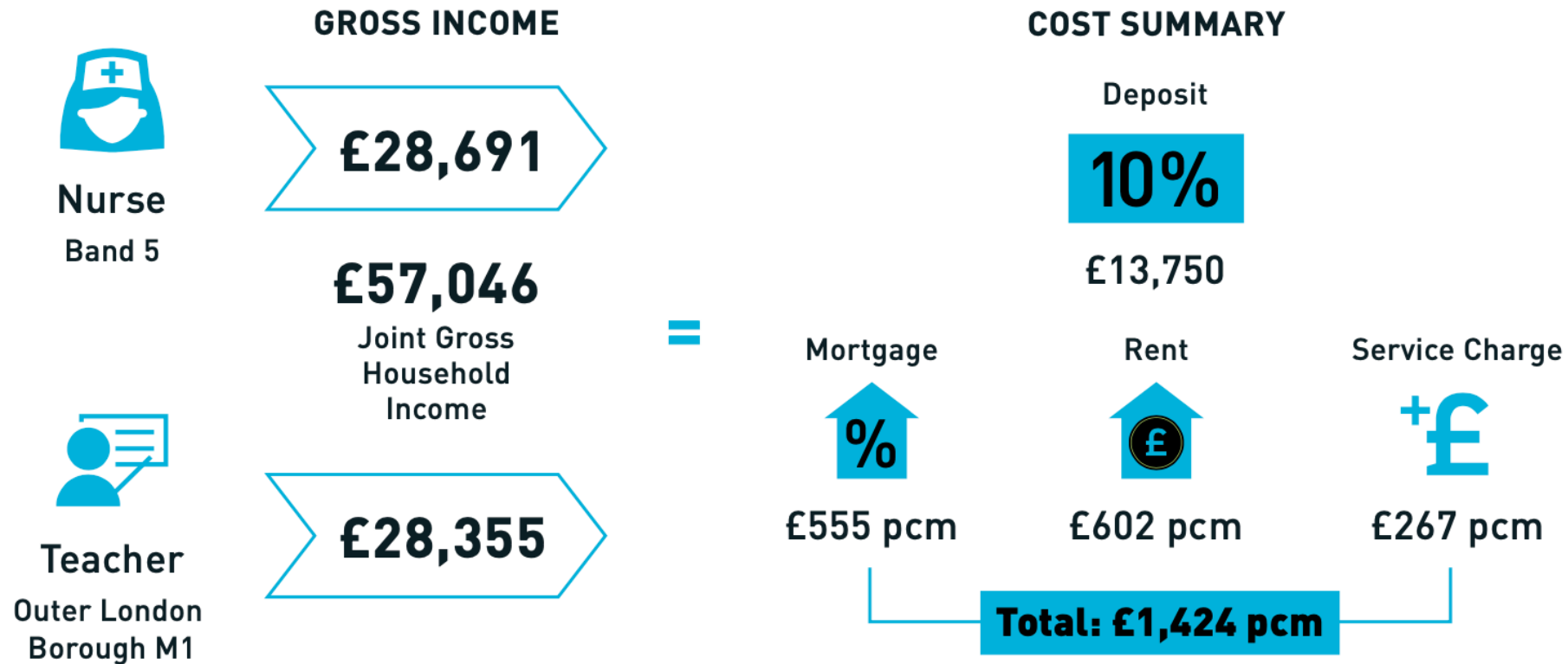
LONDON SHARED OWNERSHIP (65% OF THE UNITS)

Southern grove and MTVHA are working with Ealing Council to deliver an affordable shared ownership product that prioritises local key workers.

Unit Type	Market Value	Equity	Rent	Service Charge	Monthly Cost	Gross Household
Studio	£400,000	25%	2.00%	£198	£1,102	£44,085
1 bed 2 person	£450,000	25%	2.00%	£223	£1,239	£49,572
2 bed 3 person	£550,000	25%	1.75%	£267	£1,424	£56,948
2 bed 4 person	£600,000	25%	1.75%	£303	£1,565	£62,607
3 bed 5 person	£675,000	25%	1.50%	£368	£1,682	£67,280

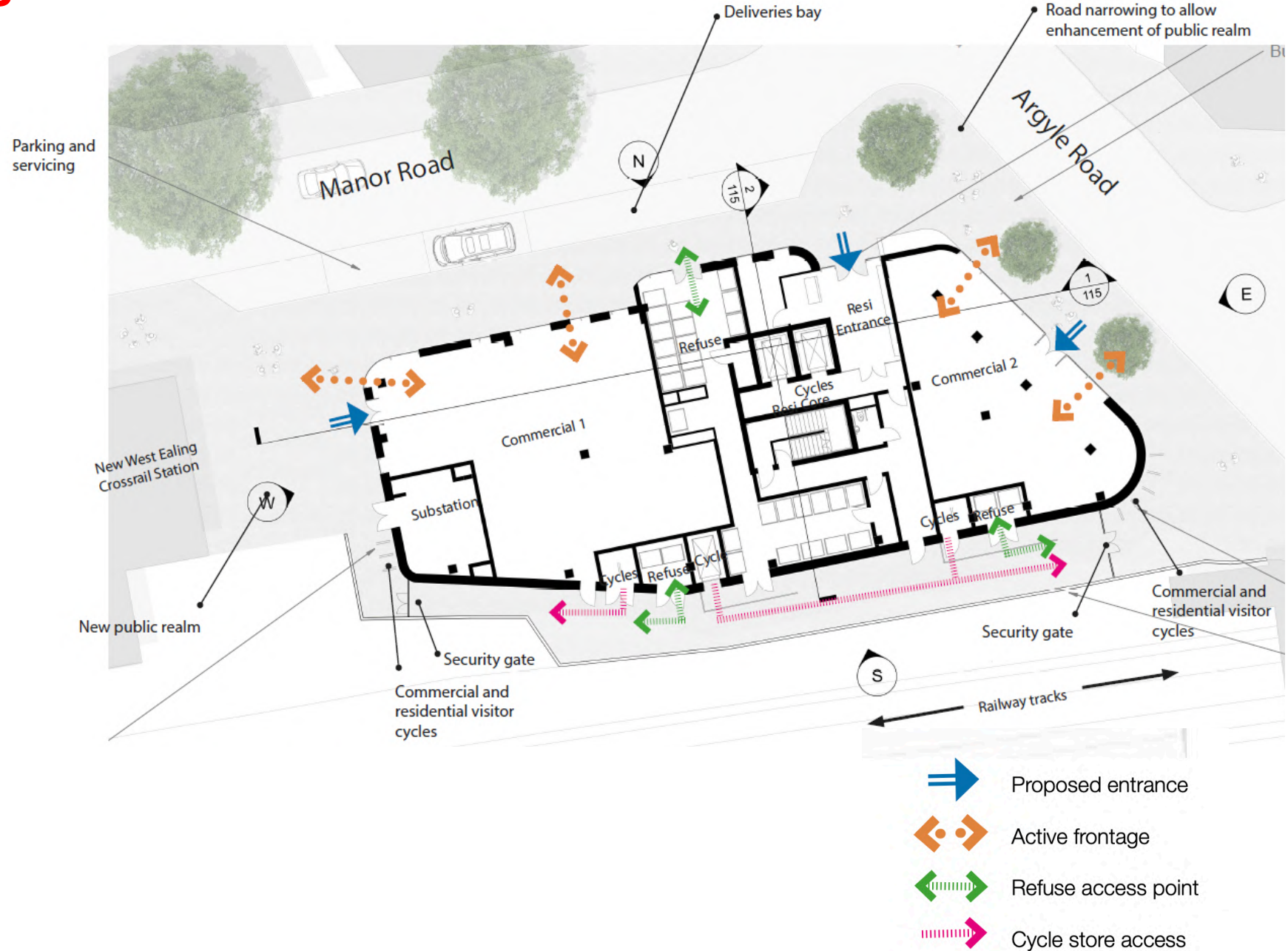
4. Housing – Affordable (Shared Ownership)

AFFORDABLE SHARED OWNERSHIP EXAMPLE



5. Parking & Cycles

- The scheme will be car free
- Three on-street parking bays will be provided on the south side of Manor Road.
 - Two of which will be designated as short stay spaces (can also be used by Blue Badge holders for long stay).
 - One will be designated for Blue Badge holders only. (this will supplement the existing 18 designated Blue Badge on-street car parking spaces within a four minute walk of the site).
- Adjacent to these three parking bays will be a loading bay to serve the proposed development.



5. Parking & Cycles

Residential Cycle Space Calculation

Studio:

14 units x 1 space/unit = 14 spaces

1 bed unit:

51 units x 1.5 spaces/unit = 77 spaces

2 bed unit:

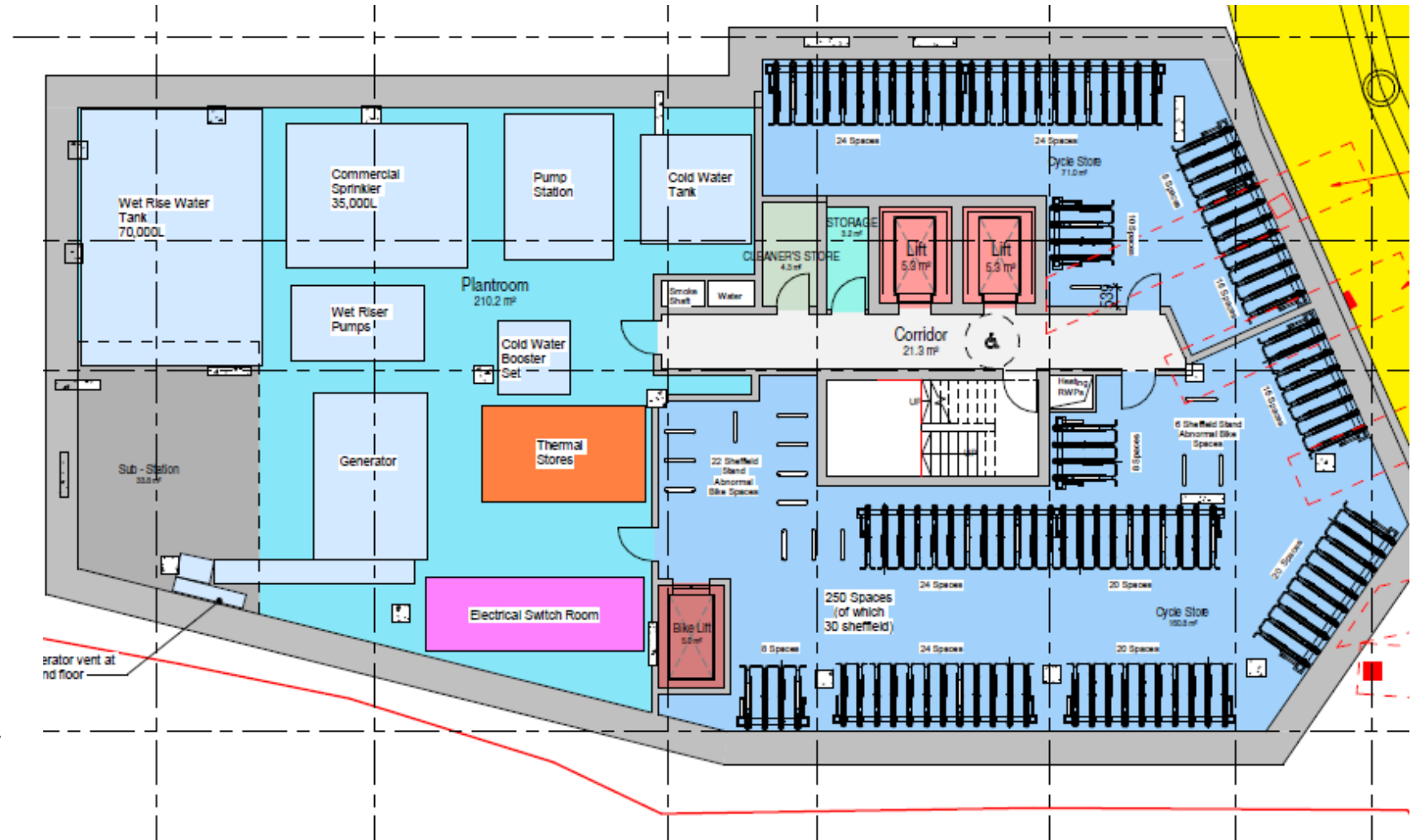
66 units x 2 spaces/unit = 132 spaces

3 bed unit:

13 units x 2 spaces/unit = 26 spaces

Total Cycle Spaces = 250

Of these spaces 15 will be Sheffield stands to allow for non-standard cycles.



6. Public Realm

- Widening of pavements to allow for increased pedestrian flows.
- Addition of new trees within public realm areas.
- Integrated with station public realm.
- Fully resurfaced.



6. Public Realm

Roof Garden on Level 13

Over 250 sqm to be provided as communal garden / play space

- Much of the space will be given over to providing play space for toddlers.
- Raised planters with integrated seating will surround the open space.
- A central planted 'island' will be used to provide a buffer to the play area.

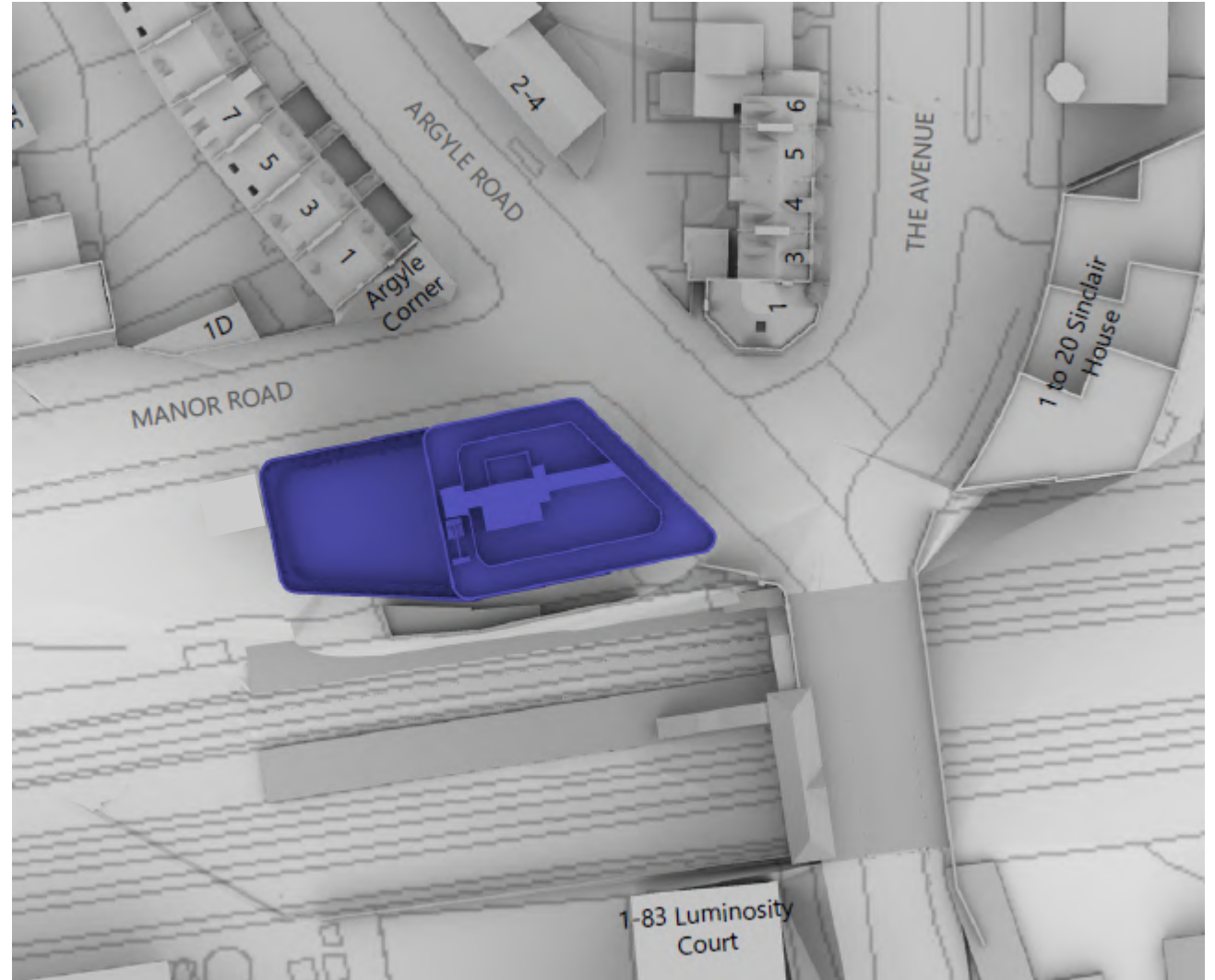


6. Public Realm

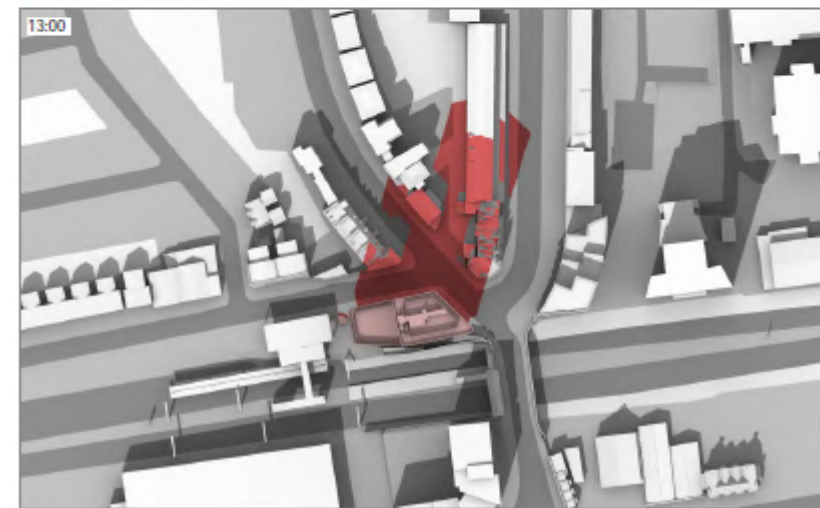
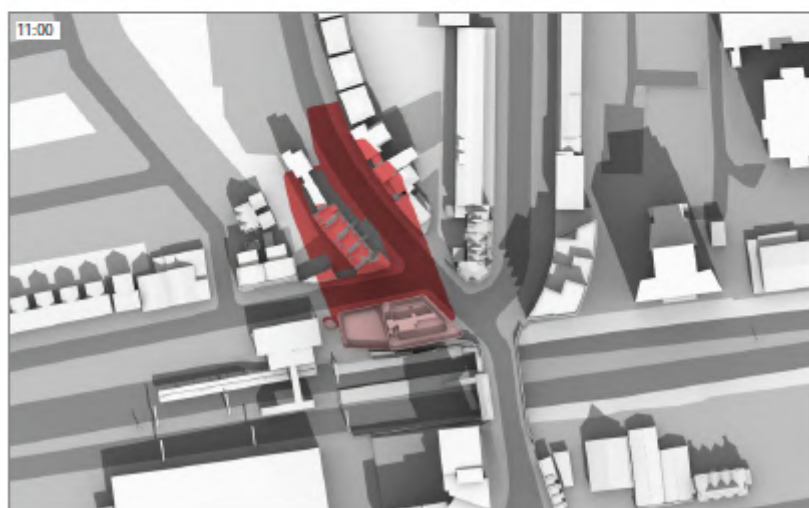
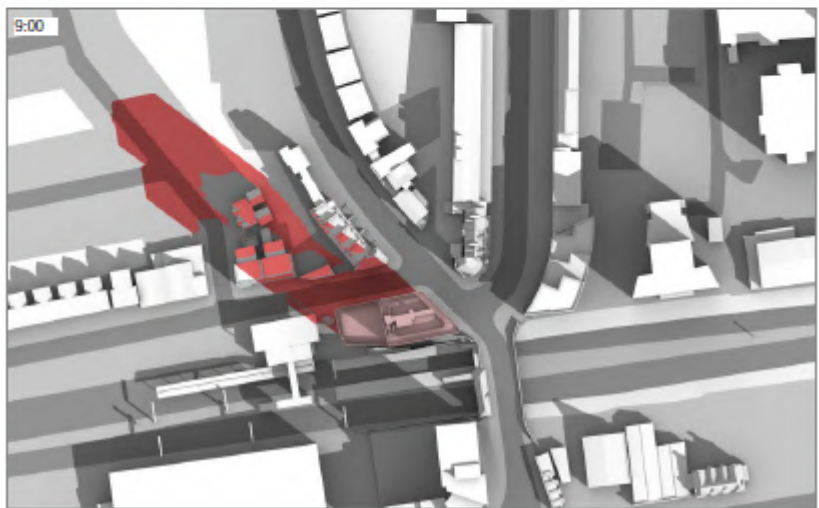
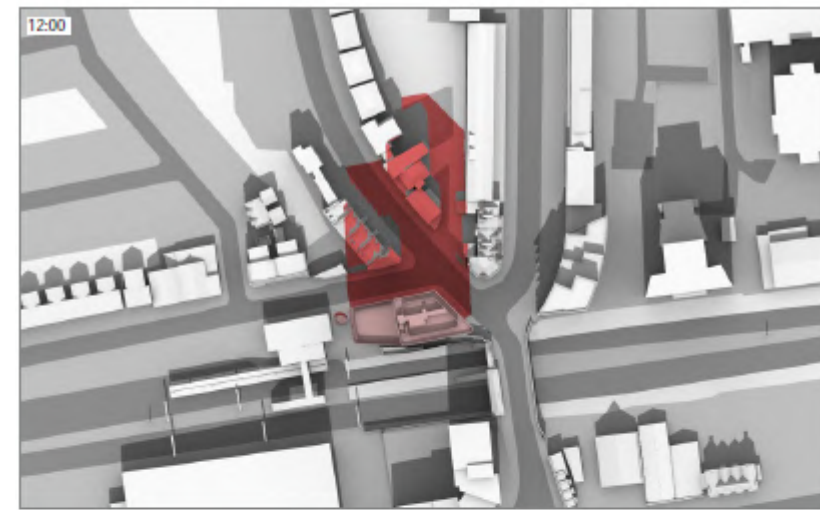
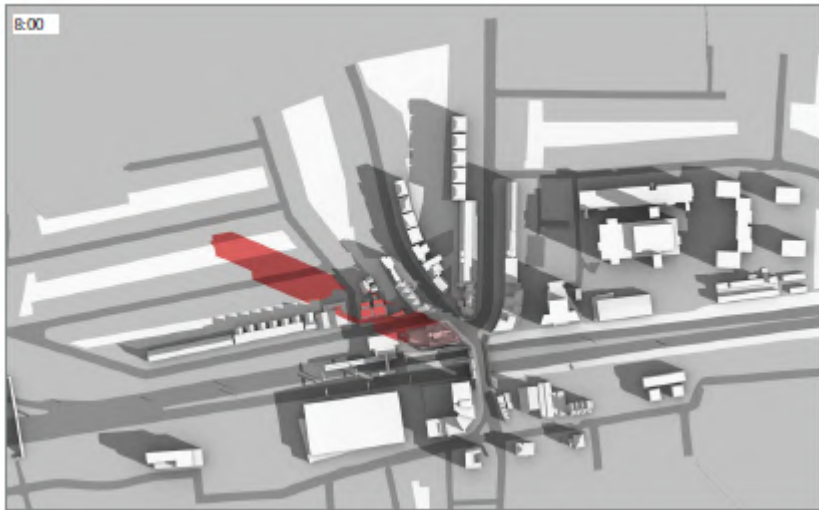


7. Sunlight & Daylight

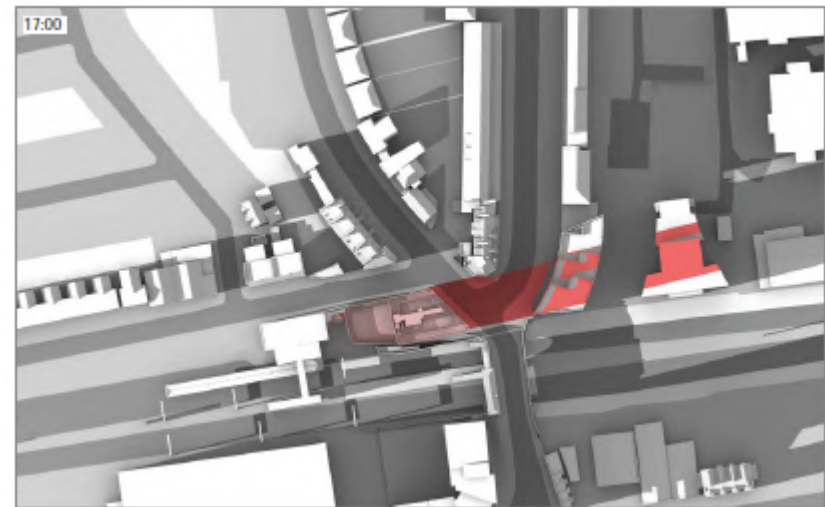
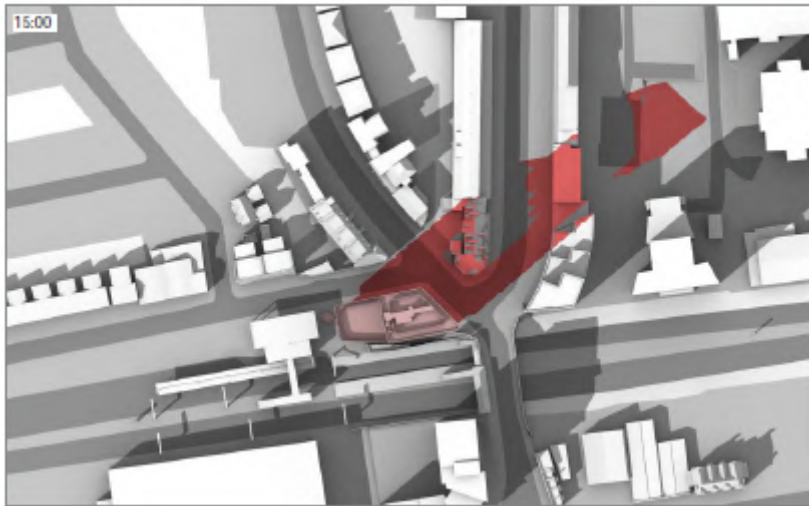
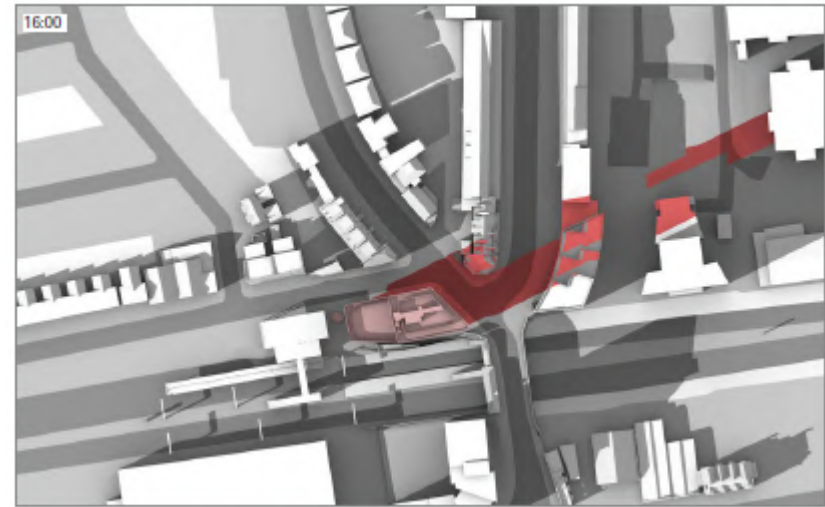
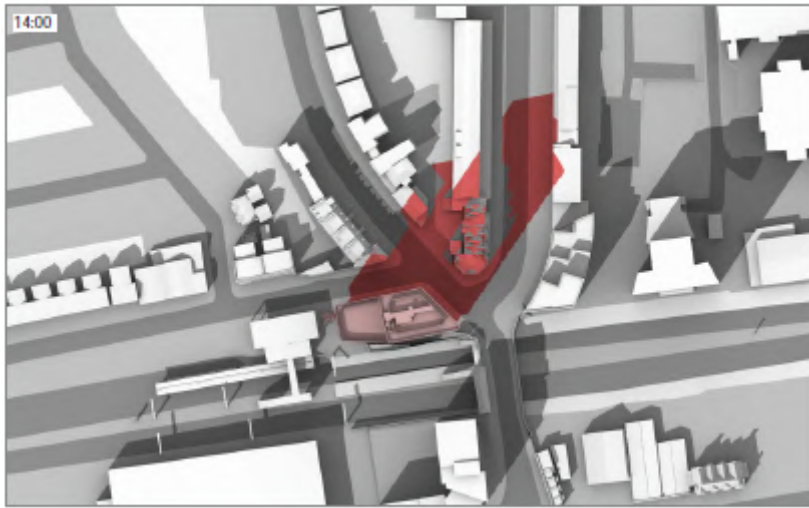
- Detailed report considers
 - Daylight / Sunlight effects to neighbours
 - Shading to gardens and immediate area
 - Internal daylighting to proposed units
 - Solar glare in respect of adjacent train line
- Reduction in scheme height results in improvements in daylight / sunlight and shading effects.
- Proposals highly compliant with relevant BRE targets particularly given urban context of site.
- Report has been subject to review by Ealing and external consultees



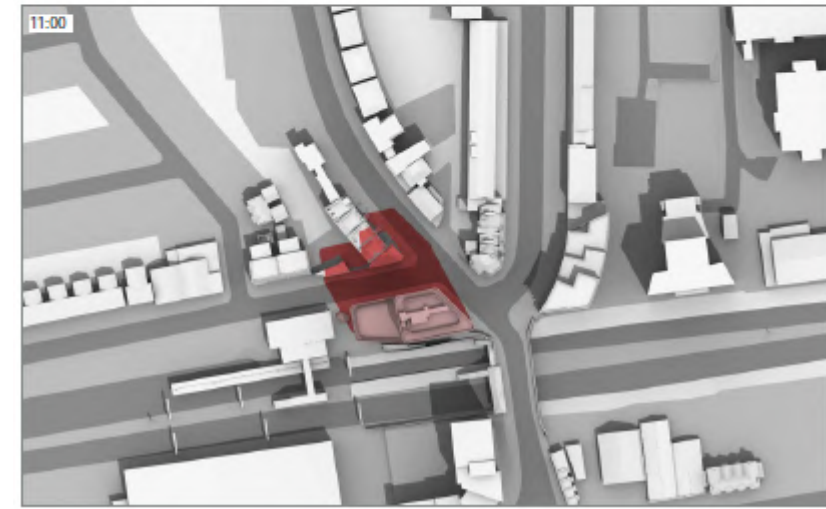
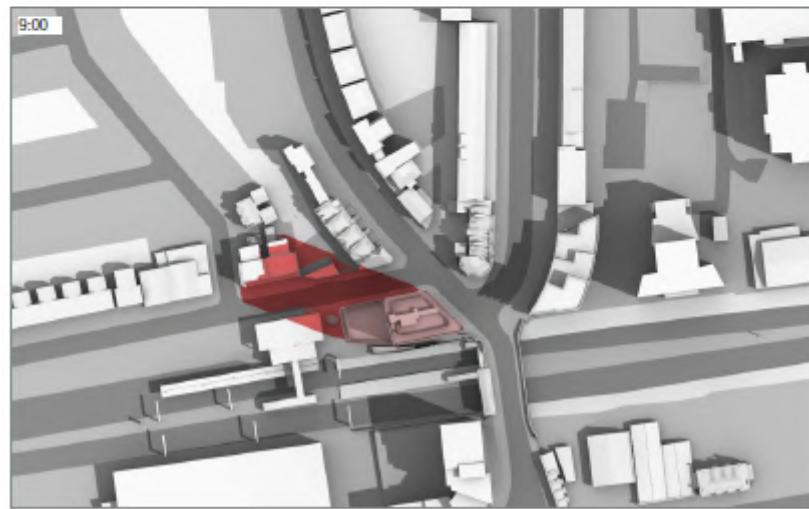
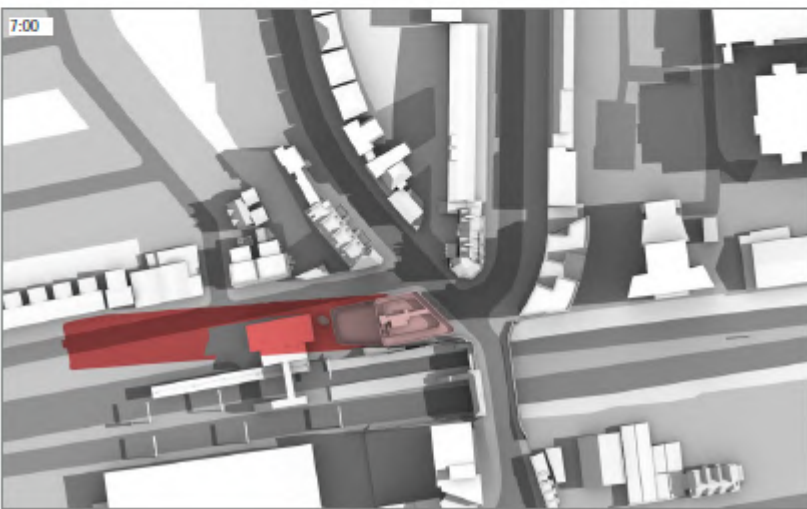
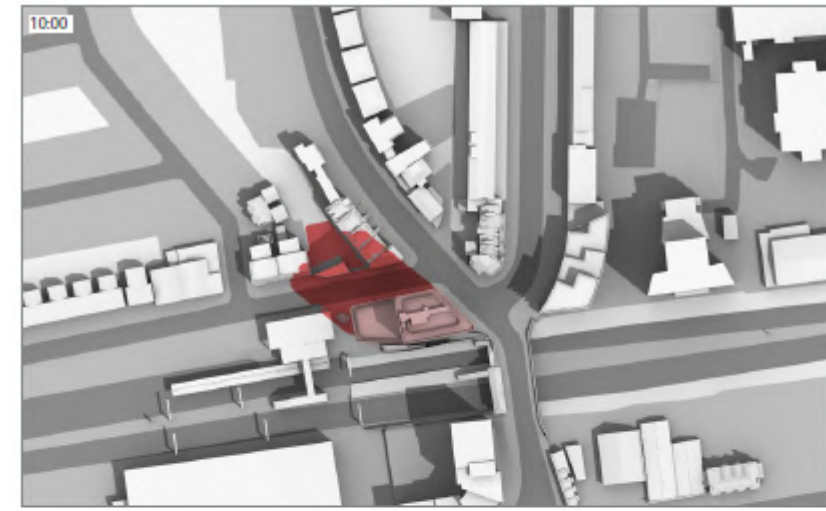
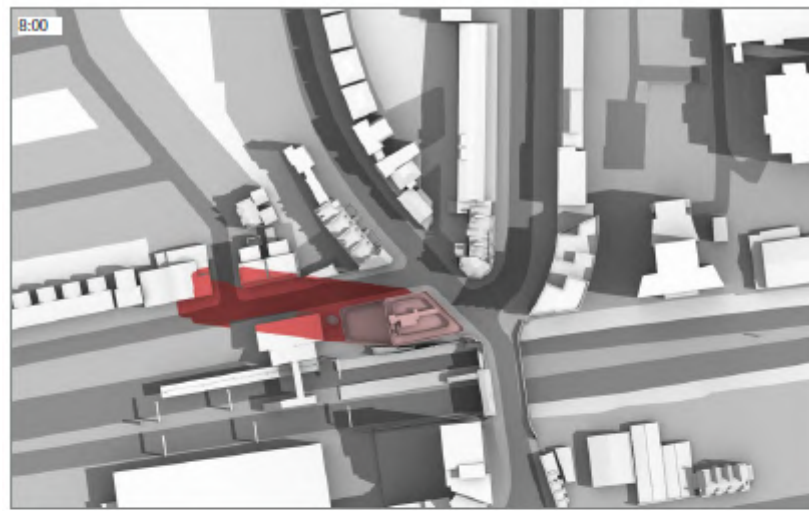
7. Shading – March 21st



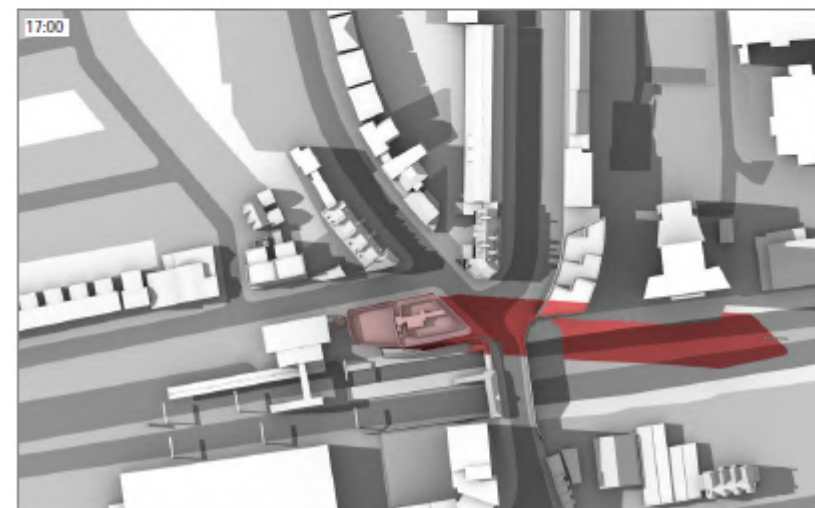
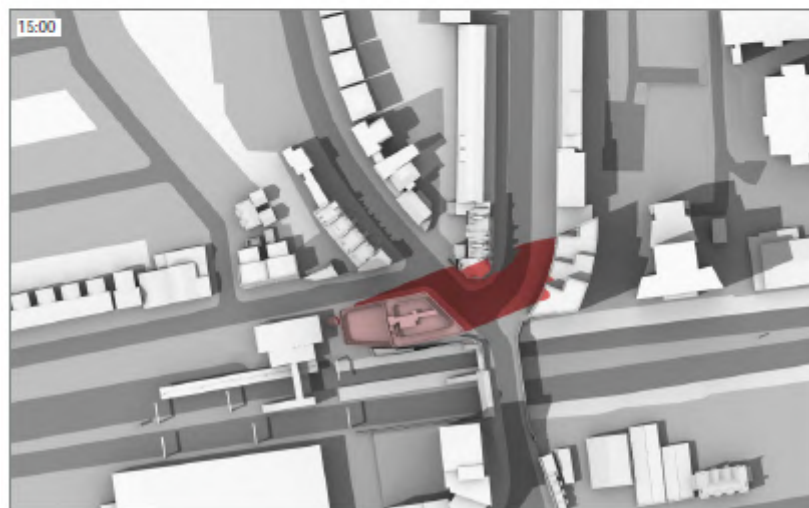
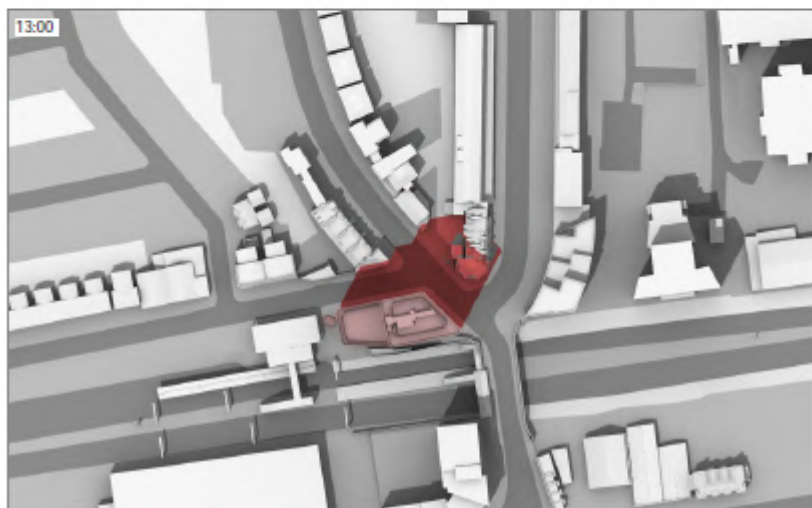
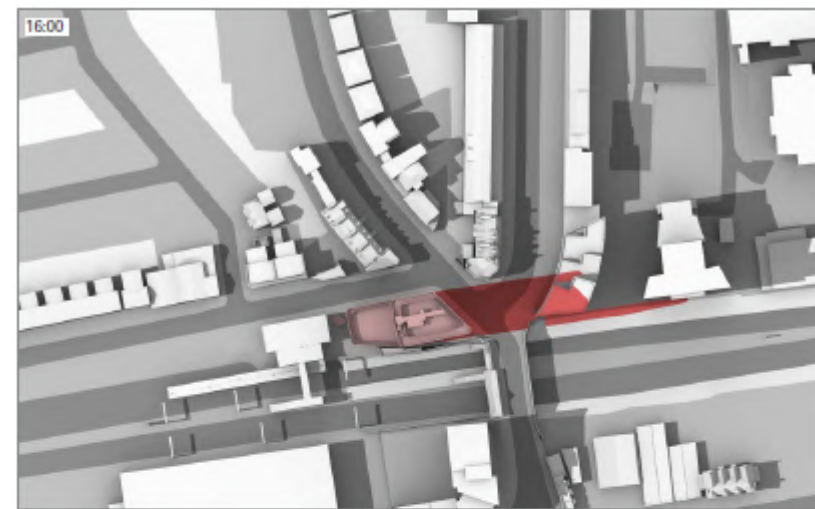
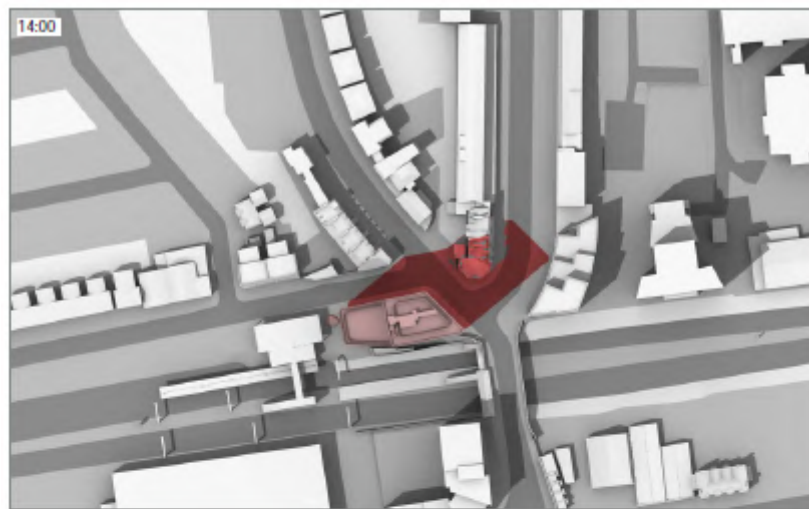
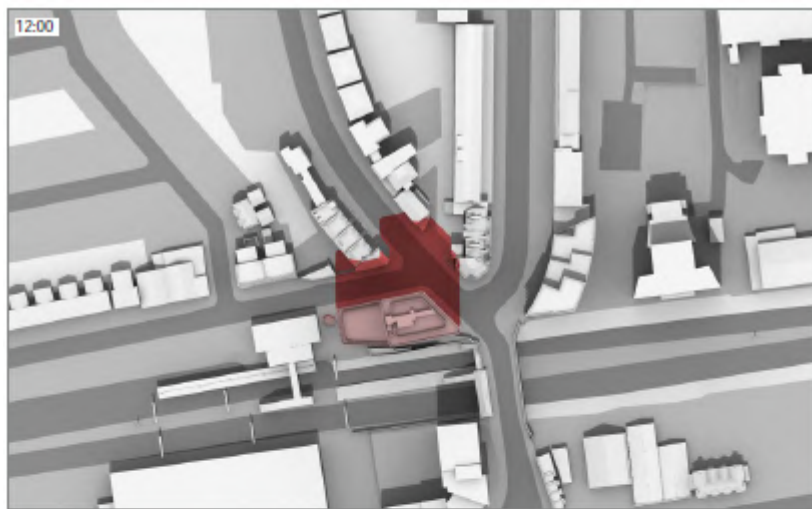
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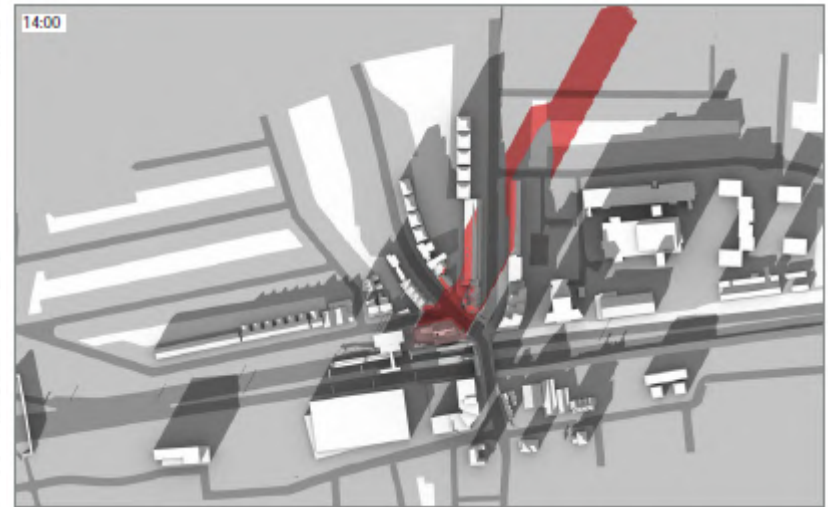
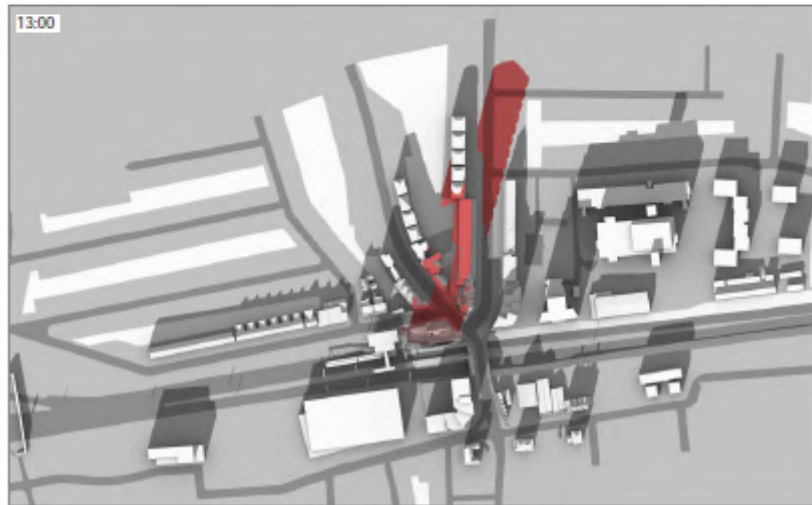
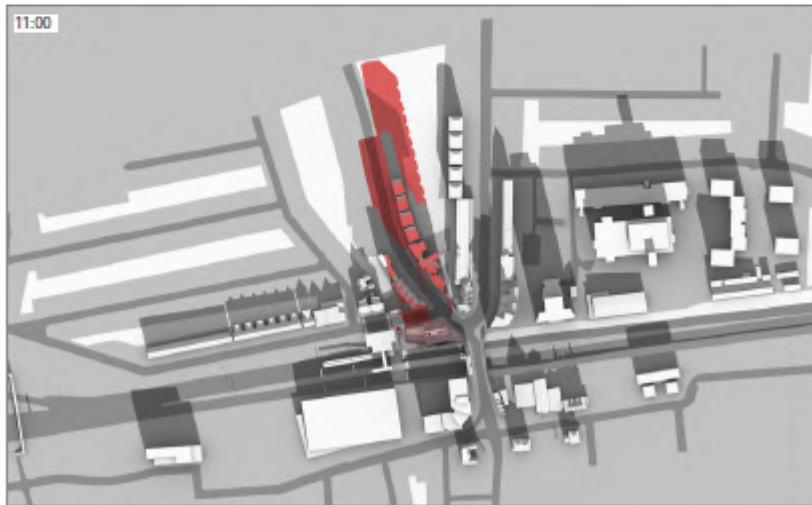
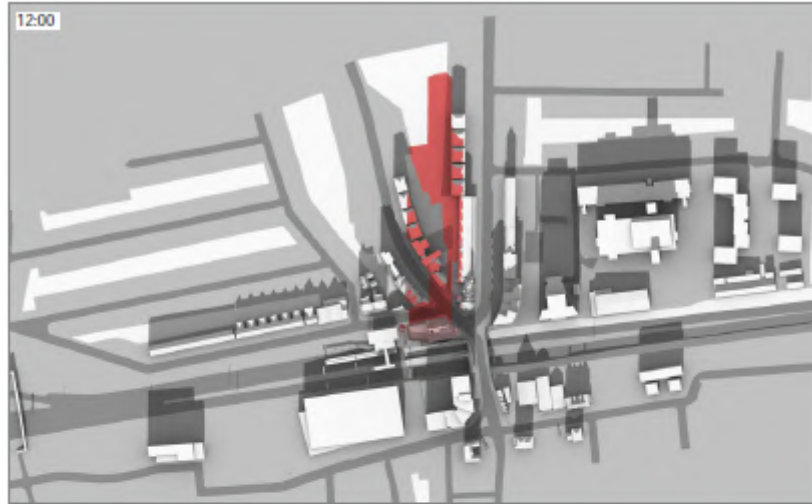
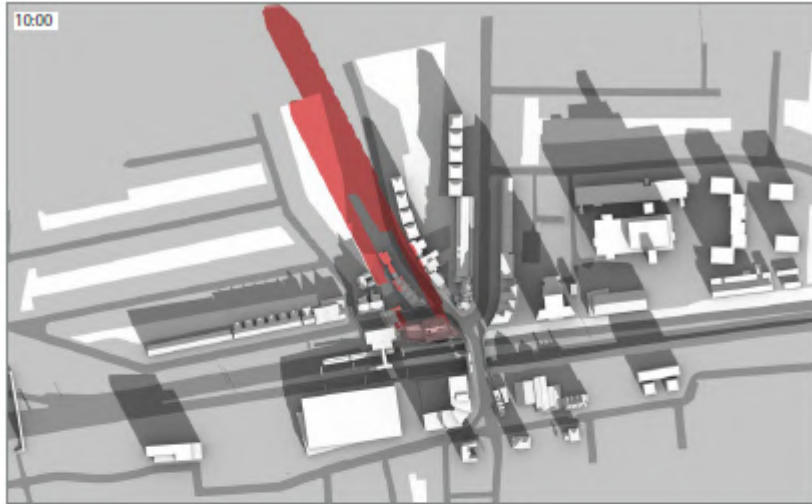
7. Shading – June 21st



7. Shading – June 21st



7. Shading – December 21st



8. Timeline & Questions

June 2020:
Planning application
registered

Feb / March 2021:
Start on site

Oct / Nov 2020:
Planning
committee

Completion: 2023

8. Timeline & Questions

Further Questions:

Joint Applicants

Southern Grove

Tom Slingsby

Metropolitan Thames Valley

Tim Preston

Planning

Newsteer

Paul Manning

Architecture

DMWR Architects

Jeff Stokes

Sunlight/Daylight

eb7

Jonathan Lonergan

Highways

RPS

Joe Ellis

Questions to: info@55west.co.uk

Thank you.

