

Middlesex Business Centre (Margarine Works), Southall



Planning secured for 2,000 home masterplan in Southall, London

CLIENT	Our role	Results
Montreaux Developments Limited	<ul style="list-style-type: none">Acting on behalf of Montreaux Developments Limited, we helped to secure outline planning permission for a residential-led, mixed-use scheme at the former Middlesex Business Centre (Margarine Works) at Bridge Road, Southall (London Borough of Ealing) in November 2019.	<ul style="list-style-type: none">The development follows an earlier application in 2016 which secured a resolution to grant outline planning permission for the previous owner of the site, comprising up to 835 new homes and approximately 20,000 sq m of student accommodation, hotel, commercial and retail floorspace. It was therefore important to maximise the public benefits that a scheme of this scale can deliver, including 35% affordable housing, as well as achieving the highest design quality to ensure both LB Ealing and the Greater London Authority supported the increased height and density.
LPA	<ul style="list-style-type: none">Comprising seven development plots (including the locally listed Sunrise Radio Building which will be retained and refurbished) and accommodating buildings ranging in height from 3 to 27-storeys, members of our Planning team worked closely with the client, project team and Local Planning Authority to deliver a masterplan for the redevelopment of this site, providing up to 2,083 residential units, 7,199 sq m hotel floorspace, 2,688 sq m of flexible retail floorspace, 10,076 sq m of flexible office and community floorspace.	<ul style="list-style-type: none">The scheme helped to bring more than 850 new jobs to the area, created approximately £22.3 million annual spend in the local area, and secured approximately £13 million in financial contributions to be spent in the local community.
STATUS	<ul style="list-style-type: none">In addition, the scheme delivers approximately 3,750 sq m of public park in the centre of the masterplan, part of the overall 2.37 ha of open / amenity space and landscaped areas, and a new internal road network, which will help to unlock the delivery of neighbouring development sites in the wider Southall Opportunity Area.	<ul style="list-style-type: none">The scheme ranked eleventh nationwide in the list of the biggest housing permissions 2019.
SERVICES		<ul style="list-style-type: none">In March 2023, we secured a resolution to grant reserved matters consent for the first development phase comprising 867 new homes (35% affordable by habitable rooms), a 180-key hotel, ancillary retail and amenity space as well as the detailed design of Healum Avenue, a new east-west link road.
Planning		

Turley