



Southall Waterside, Ealing, UK

A Dynamic Urban Quarter “For All”:
Establishing a Long Term Framework
through Placemaking Principles



The careful balance between housing and commercial uses could turn the public perception of Southall from ‘a place to leave’ to ‘a place to live, work and stay.’



Amanda Balson, Placemaking Resource

The 45 ha Southall Waterside site sits alongside the Great Western Railway between the Grand Union Canal and Southall Crossrail Station in the London Borough of Ealing. The site was formerly home to the Southall Gasworks which closed in 1973, leaving an underutilised and inaccessible site.

The site is one of London's most significant regeneration projects and will deliver the Mayor's first Strategic Housing Zone. Building on the cultural legacy and the original Borough motto 'For All', JTP has conceived Southall Waterside as a dynamic urban quarter.

The Vision for Southall Waterside was shaped through stakeholder workshops and community engagement, to overcome the inherent challenges of straddling the boundary between the boroughs of Ealing and Hillingdon, and ensure the development potential of this strategically important site is unlocked for London.



Project Delivery

- Provision of 20 ha of public realm and parkland, 3,750 new homes (30% affordable) in a range of different sizes and tenures and 70,000 sq m of mixed uses
- A masterplan delivering a sequence of eight interlinked character areas amongst three distinct hubs of activity, to provide interest and identity throughout the site - focused around 'The Flow', a remarkable public promenade and new leisure destination for London
- 5.6 hectares of landscaped public squares and parkland enlivened by a curated meanwhile destination, with pop-up retail, community facilities and cultural events
- An innovative 'Staged Placemaking' approach addresses the viability over the 25 year delivery – ensuring Southall Waterside functions successfully as a place at every stage
- Dramatically enhanced urban connectivity through eight new access points, bus and cycle routes through the site, linking to the vibrant streets and residential neighbourhoods of Southall, Crossrail station, the underutilised Grand Union Canal and Minet Country Park, returning this isolated area of Southall back to the public
- A hub of new social infrastructure including a primary school, health centre and community hub, as well as a commercial centre featuring workspace and a curated mix of retail, food and leisure experiences
- Detailed planning approval achieved for Phase A which will deliver 618 apartments



Client

St James West London