

Development proposal for land at the rear of Overdale Road
Planning application number: 252373VAR; W5 (Holdings) Ltd
Comments of Ealing Fields Residents' Association – July 2025

Ealing Fields Residents' Association (EFRA) is a large residents' association with about 450 members in the Northfields/South Ealing area of the London Borough of Ealing representing some 2,000 households. It has been in existence since 1974. Our members live in properties in the area that stretches from Windermere Road in the north to Ealing Park Gardens/Lawrence Road in the south, and between Blondin Park/Northfield Avenue in the west and Weymouth Avenue in the east. This includes Overdale Road. EFRA is formally recognised by Ealing Council when we engage with the local authority on issues that affect our local community.

I write to comment on the developer's Section 73 application (Ref. 252373VAR) to amend the approved Overdale Road development plans.

The proposal includes layout changes to Block A, removal of 1-bedroom units, and repositioned balconies and windows across several elevations.

Key Concerns:

- **Privacy Risk** – Balcony and window adjustments may alter sightlines into nearby homes and gardens. As a consequence we need to see updated visual impact statements.

- **No Updated Assessment** – There is no new privacy or daylight study to support the claim of reduced impact.

- **Increased Occupancy** – We oppose the proposed internal layout changes to Block A, which increase the number of larger family-sized units. This was not part of the original planning approval and materially alters the scale and intensity of the development. Larger units will likely result in higher household occupancy, placing further strain on already stretched infrastructure— especially on-street parking, which remains a serious concern for local residents. We therefore ask the Council to reject the proposed layout amendments, as they introduce impacts not previously assessed or consulted on.

As previously submitted, residents have proposed several practical solutions to alleviate parking pressure—including extending the hours of resident-only parking restrictions and introducing clearly marked, designated parking bays. We urge the Council to revisit and act on these suggestions as part of any decision-making related to this application.

- **S106 agreement** – We are aware that many housing associations are, for a variety of reasons, not currently entering into S106 agreements with private developers to provide 'affordable' housing. This is to be regretted. Nevertheless every effort should be made to garner interest from a housing association to enter into a Section 106 agreement so that such housing is built on the site. The council should use its best endeavours to secure such an agreement between the developer and an appropriate housing association. If a cash sum is offered in lieu of the Section 106 agreement to provide affordable housing, that money should still be used to build much needed housing for low-income households elsewhere in the borough.

We would also expect some S106 funding to be available to mitigate against the impact of the development on our local community. This funding should be used to support healthcare, education and other community services.

Concerns About Incremental Change - We would also like to note a concern about the developer's incremental approach to planning changes. Applying for adjustments in stages - starting with what appear to be minor variations - can lead to a cumulative shift away from what was originally approved by the Council and supported by the community. We urge the Council to consider the broader pattern of changes when evaluating this application and ensure that each variation is assessed not just on its own, but in the context of the evolving development as a whole.

Loss of Community Engagement - Finally, we wish to raise the issue of the breakdown in community engagement. Since the original application was approved, the developer has ceased communication with residents, including removing the previous community liaison contact and deactivating the email account previously used for public updates. This silence is disappointing and contradicts the developer's earlier commitments to transparency and collaboration with those affected by the development in Overdale Road.

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