

# Appendices

## A1 Schedule of Areas

Site ref.	Address/location	Site size	Site Status	Existing uses	Existing areas (approx)	Preferred Uses	Development Quantum - proposed	Development Quantum - NET GAIN
OS: 1	49 The Mall	0.35ha	Opportunity	Retail/mixed commercial Garages	405m2 2000m2	Retail (new/replacement) Residential above and to rear	Up to 490m2 Up to 100 units	85m2 100 units
OS: 2	51-53 The Mall 1-9 Northcote Apartments	0.28ha	UDP designated site 54	Mixed use GF Office space above	800m2 Not known	Retail Residential/Hotel use above and to rear	Up to 845m2 Up to 60 residential units/130 hotel rooms	45m2 60 residential units/130 hotel rooms
OS: 3	Ealing Broadway Station, The Broadway	0.35ha	UDP designated site 64 (part)	Station, retail, offices	Not known	Replacement and Improvement of existing station facilities. Improved pedestrian access and environmental improvements. New replacement office and residential	Up to 120 residential units	Potential long term development potential of area over station. Up to 120 residential units
OS: 4	Arcadia site bounded by The Broadway, Springbridge Road and the railway	2ha	UDP designated site 63 and PA site	Mixed use retail Parking Ancillary facilities	15, 587m2 85 spaces	Retail (new/replacement) Commercial Residential Health and Fitness Parking	Up to 21,490m2 Up to 884m2 Up to 700 units Up to 2245m2 Up to 400 spaces	5903m2 884m2 700 units 2245m2 315 spaces
OS: 5	7-11 New Broadway, 23-45 High Street	0.6ha	UDP designated site 64	Mixed retail and ancillary uses	3180m2	Retail (new/replacement) Hotel and/or Residential	4500m2 100 rooms/ 200 residential units	1320m2 100 rooms/ 200 residential units
OS: 6	59-63 Uxbridge Road, land to rear, 14-42 Bond Street	1ha	UDP designated site 60	Cinema, car parking Mixed retail and hostel Office space	Footprint 1450m2 2200m2 Not known	Cinema Retail, restaurants Studio/office space Residential	Within existing footprint Up to 3300m2 Up to 2700m2 Up to 190 units	Increase in number of screens 1100m2 Up to 2700m2 Up to 190 units
OS: 7	The Broadway Centre	2.5ha	Already constructed. Potential for refurbishment	Mixed use retail Office Car Parking Ancillary facilities	37,000m2 (approx) 14,490m2 800 spaces 2020	Additional uses as a result of redevelopment works	Replacement retail Car parking as existing 2,500m2 additional office 150 residential units	2,500m2 150 residential units
OS: 8	Dickens Yard	2.5ha	UDP designated site 58 and PA due November 2007	Retail Offices Car parking	1000m2 Not known 300 spaces	Retail/Commercial/Community (new/replacement) Residential Car parking (new/replacement)	Up to 10,000m2 Up to 680 units 600 spaces	9000m2 680 units 300 spaces
OS: 9	Craven Avenue car park	0.26ha	Opportunity	Car Parking	Private CP not known	Residential	Up to 50 units	50 units
OS: 10	22-24 Uxbridge Road	0.32ha	UDP designated site 65c. PA submitted	Offices	Not known	GF mixed use Offices Hotel	Up to 500m2 Up to 3815m2 Up to 165 bed hotel	500m2 Not known 165 bed hotel
OS: 11	49-69 Uxbridge Road, 12 Mattock Lane	1.1ha	UDP designated site 66 (part)	Offices Police Station, Theatre	Not known	GF mixed use Offices (new/replacement) Police uses Studios Theatre	Up to 400m2 Up to 22,000m2 1400m2 Up to 1500m2 Not known	400m2 Not known Not known 1500m2 Not known
OS: 12	91-113 Uxbridge Road	0.8ha	UDP designated site 66 (part)	Offices	Not known	Offices (new/replacement) GF mixed use	Up to 28,000m2 Up to 800m2	Not known 800m2
OS: 13	Craven Road	0.12ha	UDP designated site 65b (part)	Club	170m2	Residential	Up to 17 units	Up to 17 units

Site ref.	Address/location	Site size	Site Status	Existing uses	Existing areas (approx)	Preferred Uses	Development Quantum - proposed	Development Quantum - NET GAIN
OS: 14	52-58 Uxbridge Road, 1-6 Crowborough Court, Craven Road	0.67ha	UDP designated site 65a and opportunity	Offices  Residential	6 flats	GF Mixed Use  Offices  Residential  Community	Up to 350m2  Up to 16,500m2  Up to 44 units  Up to 1000m2	350m2  Not known  38 flats  1000m2
OS: 15	171-175 Uxbridge Road	0.05ha	Opportunity and PA discussions	Offices	Not known	Retail  Residential	Up to 200m2  Up to 14 units	Up to 200m2  Up to 14 units
OS: 16	28-35 Kirchen Road	0.14ha	Pre application discussions	Residential	8 units	Residential (new/replacement)	Up to 20 units	12 units
OS: 17	Drayton Green Road/Hastings Road	0.28ha	UDP designated site 61	Retail  Garage	110m2  600m2	Retail  Office  Residential	Up to 500m2  Up to 1000m2  Up to 120 units	390m2  1000m2  120 units
OS: 18	64 Broadway, West Ealing	0.12ha	Opportunity	Mixed use retail/commercial	1100m2	Retail (new/replacement)  Residential	Up to 1100m2  Up to 25 units	No gain  25 units
OS: 19	1-19 Broadway and land to rear	0.5ha	UDP designated site 59	Mixed retail and ancillary uses, car parking	1400m2	Retail (new/replacement)  Residential  Community  Public Car Park	Up to 1400m2  Up to 110 units  Up to 590m2  100 - 150 spaces	No Gain  110 units  590m2  100 - 150 spaces
OS: 20	66-78 Broadway	0.23ha	Opportunity	Mixed use retail/commercial	2000m2	Mixed use retail (new/replacement)  Residential	Up to 2300m2  Up to 40 units	300m2  40 units
OS: 21	59-75 Broadway	0.18ha	Opportunity	Mixed use retail/commercial	1600m2	Retail (new/replacement)  Residential	Up to 1600m2  Up to 30 units	No gain  30 units
OS: 22	Library	0.15ha	Opportunity	Library and residential		Improve/refurbish existing. New entrance		
OS: 23	77-103 Broadway and New Ealing House to rear	0.75ha	Opportunity	Mixed use retail/commercial	5850m2	Mixed use retail (new/replacement)  Residential  New square (part)	Up to 6000m2  Up to 50 units	150m2  50 units
OS: 24	105-119 Broadway	0.14ha	Opportunity	Mixed use retail/commercial	1200m2	Mixed use retail (new/replacement)  Residential	Up to 1200m2  Up to 24 units	No gain  24 units
OS: 25	131-149 Broadway and 1-2 Uxbridge Road	0.4ha	UDP designated site 51	Mixed use retail/commercial  Surgery  Residential	750m2  70m2  Not known	Retail/ (new/replacement)  Surgery (new/replacement)  Residential (new/replacement)  Car Park	Up to 1000m2    Up to 500m2  Up to 50 units  50 spaces	250m2    430m2  50 units  50 spaces
OS: 26	130-140 Broadway	0.2ha	Opportunity	Mixed use retail/commercial	1150m2	Retail (new/replacement)  Residential	Up to 1700m2  Up to 40 units	550m2  40 units
OS: 27	1-10 Chignell Place, land to rear onto Singapore Road  104-110 Broadway	0.7ha	Opportunity	Retail,  Community space  Studio office space and  Pub	2700m2  600m2  460m2	Retail  Community Space  Studios  Residential	Up to 3500m2  Up to 1500m2  Up to 875m2  Up to 150 residential units	800m2  900m2  415m2  150 units
OS: 28	Green Man Lane Estate	5.2ha	Separate study	Residential and community	455 units	Residential (new and replacement)  Community uses - school?	750-800 units	345 units

## A2 Consultation

Issue	Commentary	Opportunity/Response* <small>*Provides a general response to points raised – not each specifically.</small>									
General	<ul style="list-style-type: none"> <li>Ealing is not an inner city area, nor a suburb, it has become an anywhere place.</li> <li>Vision: Local people need to define a vision for what type of centre they want to see i.e. Queen of the Suburbs'</li> <li>West Ealing used to be the high class destination.</li> <li>Competing centres/Examples: Richmond is a good example to Ealing – local identity, with locally-based independent shops and a sense of community. People go there not just as a shopping destination but also as a place to have coffee and do leisure activities (it also provides facilities for young people).</li> <li>Wimbledon also provides an example for Ealing.</li> <li>Can Ealing Broadway and West Ealing be made to work together?</li> </ul>	<ul style="list-style-type: none"> <li>Define character for the centre.</li> <li>Provide more/higher quality floorspace to 'claw back' spend into the centre.</li> <li>New development will help fund improvements to define character/enhance the retail experience.</li> <li>The strategy is looking at means of developing clearer identities for both centres i.e. through the type of retail offered, the scale of buildings, the treatment of public realm etc.</li> <li>Strategy will look at creating complimentary roles for both centres.</li> </ul>									
Retail	<table border="1"> <tr> <td data-bbox="177 629 277 987">Retail</td> <td data-bbox="277 629 1075 987"> <ul style="list-style-type: none"> <li>Why has Ealing declined?</li> <li>Why so much need for retail?</li> <li>What is the increase in floorspace required to enable Ealing to compete?</li> <li>Lack of Department store offer.</li> <li>Shopping not as good as competing centres.</li> <li>Sense that too much retail being promoted too late in the day.</li> <li>Ealing should focus on provision of quality not quantity.</li> <li>Lack of public toilet provision has a detrimental impact on the retail experience and reduces the overall attractiveness of the centre.</li> <li>Ealing does not want another Brent Cross.</li> <li>What is the capacity of the area?</li> <li>Is it possible to attract the multiple and niche retailers?</li> </ul> </td> <td data-bbox="1075 629 1500 987"> <ul style="list-style-type: none"> <li>Ealing has declined due to the gap in quality offered in Ealing when compared to competing centres.</li> <li>Strategy to identify quantity of development required for Ealing to compete against existing and proposed centres, appropriate locations and means of provision, including multiple and niche retailers.</li> <li>Strategy includes post-White City assumptions.</li> <li>New development to provide modern unit to accommodate department store/enhanced retail provision.</li> <li>New development will deliver appropriate quantum/character/nature of development to retain spend, rather than competing with centres such as Brent Cross – currently losing its catchment market.</li> <li>The strategy will identify the quantum of development needed to claw back catchment spend and deliver enhancements.</li> <li>Strategy will also look at complimentary facilities required, including public toilets.</li> </ul> </td> </tr> <tr> <td data-bbox="177 987 277 1335">Ealing Broadway</td> <td data-bbox="277 987 1075 1335"> <ul style="list-style-type: none"> <li>Most retailers in the Arcadia Centre are under-performing – high levels of footfall are not translated into spend.</li> <li>Fashion offer is poor for younger market/students.</li> <li>Use of town hall for SMEs i.e. through market or lower cost units.</li> <li>French market is an asset and should be more regular.</li> <li>There is a lack of retailers sufficiently attractive to keep pedestrians in the centre.</li> <li>There needs to be a greater diversity of retailers and a higher level of quality, including the encouragement of more 'niche' retailers.</li> <li>Rates in the centre are too high. Financial incentives should be offered to encourage more independent retailers – i.e. through section 106?</li> <li>Convenience shopping in Ealing Broadway is good.</li> <li>Opportunity for unique retail offer within Dickens Yard.</li> <li>Need a joined-up strategy to ensure Arcadia, DY and Lammertons not competing for same retailers.</li> <li>Need to be realistic about retail – would like a John Lewis store, but unlikely to happen.</li> <li>Uncertainty over what happening on Lammerton site.</li> <li>Will Dickens Yard have the quality fashion multiples?</li> </ul> </td> <td data-bbox="1075 987 1500 1335"> <ul style="list-style-type: none"> <li>Strategy to identify potential development sites for new provision.</li> <li>New developments should deliver modern units suitable to needs of fashion multiples.</li> <li>Through defining character, creating links and enhancing environment, potential to create right pre-conditions for greater diversity, including 'niche' retailers.</li> <li>Developers may not agree to fund competing retail provision through S106.</li> <li>Dickens Yard aiming to attract higher end shopping than Arcadia.</li> <li>Currently in discussion with Lammertons over proposals for site – would appear to be in line with strategy.</li> <li>Look at scope for markets etc to increase diversity and enhance character.</li> </ul> </td> </tr> <tr> <td data-bbox="177 1335 277 1767">West Ealing</td> <td data-bbox="277 1335 1075 1767"> <ul style="list-style-type: none"> <li>Sainsbury's needs to be redeveloped to provide more modern offer, with a high street frontage, the re-provision of the Library and flats and tidier service yards.</li> <li>An improved Sainsbury's is not the only answer for West Ealing however.</li> <li>Opportunity to build on the Farmers Market. Is this in the right place, or should it be moved towards Ealing Broadway?</li> <li>Needs to concentrate on provision of start-up offer, boutiques and speciality/niche offer.</li> <li>There are too many grocery shops providing an obstruction to pedestrian movement.</li> <li>Shops in West Ealing should be penalised for poor facades and for encroaching on the public highway.</li> <li>Need to encourage more 'big name' retailers into the centre – WE has multiples but they are poor in quality and size.</li> <li>West Ealing provides the affordable shopping within the centre.</li> <li>Need to recognise there are good local convenience stores – the strength is the local specialist shops.</li> <li>Rents are too high in West Ealing, resulting in retailers moving out.</li> <li>Spend leaking to Northfields to the south.</li> <li>Waitrose store is remote and does not relate to West Ealing.</li> <li>A better retail offer in West Ealing would reduce the need for locals to drive to competing centres (e.g. Sainsbury's in Chiswick).</li> <li>East of West Ealing is the 'Twilight Zone'.</li> <li>Opportunity for specialist shops in fringe area between Ealing Broadway and West Ealing – like Ealing Green. Restore buildings like Ealing Green and offer more boutiques etc, building on organic farmers market.</li> <li>Is the idea of a 'green larder' the right vision for West Ealing?</li> </ul> </td> <td data-bbox="1075 1335 1500 1767"> <ul style="list-style-type: none"> <li>Strategy to look at means of raising the competitiveness of West Ealing, without attempting to compete with Ealing Broadway.</li> <li>Strategy to look at potential redevelopment of Sainsbury's, including creation of high street frontage.</li> <li>Strategy to look at ways of enhancing the existing 'convenience'/discount/ethnic retail character of West Ealing and how this can be further defined. Does the Farmer's Market form part of this character?</li> <li>Will look at improvements required to the urban environment/public realm, including shopfronts and encroachment.</li> <li>Is the lack of spend within WE forcing out retailers, rather than the cost of units.</li> <li>Daniels application makes provision for large retail unit.</li> <li>Strategy will look at measures to enhance links into and through West Ealing, including to/from the Station/Waitrose, including public realm enhancements.</li> <li>There is a need to define a character for West Ealing that is distinct from Ealing Broadway – its convenience role offers something to build on.</li> </ul> </td> </tr> </table>	Retail	<ul style="list-style-type: none"> <li>Why has Ealing declined?</li> <li>Why so much need for retail?</li> <li>What is the increase in floorspace required to enable Ealing to compete?</li> <li>Lack of Department store offer.</li> <li>Shopping not as good as competing centres.</li> <li>Sense that too much retail being promoted too late in the day.</li> <li>Ealing should focus on provision of quality not quantity.</li> <li>Lack of public toilet provision has a detrimental impact on the retail experience and reduces the overall attractiveness of the centre.</li> <li>Ealing does not want another Brent Cross.</li> <li>What is the capacity of the area?</li> <li>Is it possible to attract the multiple and niche retailers?</li> </ul>	<ul style="list-style-type: none"> <li>Ealing has declined due to the gap in quality offered in Ealing when compared to competing centres.</li> <li>Strategy to identify quantity of development required for Ealing to compete against existing and proposed centres, appropriate locations and means of provision, including multiple and niche retailers.</li> <li>Strategy includes post-White City assumptions.</li> <li>New development to provide modern unit to accommodate department store/enhanced retail provision.</li> <li>New development will deliver appropriate quantum/character/nature of development to retain spend, rather than competing with centres such as Brent Cross – currently losing its catchment market.</li> <li>The strategy will identify the quantum of development needed to claw back catchment spend and deliver enhancements.</li> <li>Strategy will also look at complimentary facilities required, including public toilets.</li> </ul>	Ealing Broadway	<ul style="list-style-type: none"> <li>Most retailers in the Arcadia Centre are under-performing – high levels of footfall are not translated into spend.</li> <li>Fashion offer is poor for younger market/students.</li> <li>Use of town hall for SMEs i.e. through market or lower cost units.</li> <li>French market is an asset and should be more regular.</li> <li>There is a lack of retailers sufficiently attractive to keep pedestrians in the centre.</li> <li>There needs to be a greater diversity of retailers and a higher level of quality, including the encouragement of more 'niche' retailers.</li> <li>Rates in the centre are too high. Financial incentives should be offered to encourage more independent retailers – i.e. through section 106?</li> <li>Convenience shopping in Ealing Broadway is good.</li> <li>Opportunity for unique retail offer within Dickens Yard.</li> <li>Need a joined-up strategy to ensure Arcadia, DY and Lammertons not competing for same retailers.</li> <li>Need to be realistic about retail – would like a John Lewis store, but unlikely to happen.</li> <li>Uncertainty over what happening on Lammerton site.</li> <li>Will Dickens Yard have the quality fashion multiples?</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to identify potential development sites for new provision.</li> <li>New developments should deliver modern units suitable to needs of fashion multiples.</li> <li>Through defining character, creating links and enhancing environment, potential to create right pre-conditions for greater diversity, including 'niche' retailers.</li> <li>Developers may not agree to fund competing retail provision through S106.</li> <li>Dickens Yard aiming to attract higher end shopping than Arcadia.</li> <li>Currently in discussion with Lammertons over proposals for site – would appear to be in line with strategy.</li> <li>Look at scope for markets etc to increase diversity and enhance character.</li> </ul>	West Ealing	<ul style="list-style-type: none"> <li>Sainsbury's needs to be redeveloped to provide more modern offer, with a high street frontage, the re-provision of the Library and flats and tidier service yards.</li> <li>An improved Sainsbury's is not the only answer for West Ealing however.</li> <li>Opportunity to build on the Farmers Market. Is this in the right place, or should it be moved towards Ealing Broadway?</li> <li>Needs to concentrate on provision of start-up offer, boutiques and speciality/niche offer.</li> <li>There are too many grocery shops providing an obstruction to pedestrian movement.</li> <li>Shops in West Ealing should be penalised for poor facades and for encroaching on the public highway.</li> <li>Need to encourage more 'big name' retailers into the centre – WE has multiples but they are poor in quality and size.</li> <li>West Ealing provides the affordable shopping within the centre.</li> <li>Need to recognise there are good local convenience stores – the strength is the local specialist shops.</li> <li>Rents are too high in West Ealing, resulting in retailers moving out.</li> <li>Spend leaking to Northfields to the south.</li> <li>Waitrose store is remote and does not relate to West Ealing.</li> <li>A better retail offer in West Ealing would reduce the need for locals to drive to competing centres (e.g. Sainsbury's in Chiswick).</li> <li>East of West Ealing is the 'Twilight Zone'.</li> <li>Opportunity for specialist shops in fringe area between Ealing Broadway and West Ealing – like Ealing Green. Restore buildings like Ealing Green and offer more boutiques etc, building on organic farmers market.</li> <li>Is the idea of a 'green larder' the right vision for West Ealing?</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to look at means of raising the competitiveness of West Ealing, without attempting to compete with Ealing Broadway.</li> <li>Strategy to look at potential redevelopment of Sainsbury's, including creation of high street frontage.</li> <li>Strategy to look at ways of enhancing the existing 'convenience'/discount/ethnic retail character of West Ealing and how this can be further defined. Does the Farmer's Market form part of this character?</li> <li>Will look at improvements required to the urban environment/public realm, including shopfronts and encroachment.</li> <li>Is the lack of spend within WE forcing out retailers, rather than the cost of units.</li> <li>Daniels application makes provision for large retail unit.</li> <li>Strategy will look at measures to enhance links into and through West Ealing, including to/from the Station/Waitrose, including public realm enhancements.</li> <li>There is a need to define a character for West Ealing that is distinct from Ealing Broadway – its convenience role offers something to build on.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to look at the creation of a cultural quarter around Ealing Green, based around the cultural assets that exist including Ealing Studios, Thames Valley University, Pitzhanger Manor, Ealing Green/Walpole Park. To include public realm enhancements, enhanced cultural provision i.e. enhancements to cinema/theatre, potential for gallery/museum, new links and enhanced signage.</li> <li>Investigate potential uses for the town hall.</li> <li>Look at measures to provide spaces for SMEs/arts studios.</li> <li>Had conversations with the Cinema owners – their aspirations are to refurbish/redevelop the cinema to deliver an enhanced, digital cinema, perhaps with small number of screens catering to more independent/alternative tastes – fits with our vision.</li> <li>Due to have conversations with the Theatre to discuss their aspirations for the facility and how they can be integrated more effectively into the wider strategy.</li> </ul>
Retail	<ul style="list-style-type: none"> <li>Why has Ealing declined?</li> <li>Why so much need for retail?</li> <li>What is the increase in floorspace required to enable Ealing to compete?</li> <li>Lack of Department store offer.</li> <li>Shopping not as good as competing centres.</li> <li>Sense that too much retail being promoted too late in the day.</li> <li>Ealing should focus on provision of quality not quantity.</li> <li>Lack of public toilet provision has a detrimental impact on the retail experience and reduces the overall attractiveness of the centre.</li> <li>Ealing does not want another Brent Cross.</li> <li>What is the capacity of the area?</li> <li>Is it possible to attract the multiple and niche retailers?</li> </ul>	<ul style="list-style-type: none"> <li>Ealing has declined due to the gap in quality offered in Ealing when compared to competing centres.</li> <li>Strategy to identify quantity of development required for Ealing to compete against existing and proposed centres, appropriate locations and means of provision, including multiple and niche retailers.</li> <li>Strategy includes post-White City assumptions.</li> <li>New development to provide modern unit to accommodate department store/enhanced retail provision.</li> <li>New development will deliver appropriate quantum/character/nature of development to retain spend, rather than competing with centres such as Brent Cross – currently losing its catchment market.</li> <li>The strategy will identify the quantum of development needed to claw back catchment spend and deliver enhancements.</li> <li>Strategy will also look at complimentary facilities required, including public toilets.</li> </ul>									
Ealing Broadway	<ul style="list-style-type: none"> <li>Most retailers in the Arcadia Centre are under-performing – high levels of footfall are not translated into spend.</li> <li>Fashion offer is poor for younger market/students.</li> <li>Use of town hall for SMEs i.e. through market or lower cost units.</li> <li>French market is an asset and should be more regular.</li> <li>There is a lack of retailers sufficiently attractive to keep pedestrians in the centre.</li> <li>There needs to be a greater diversity of retailers and a higher level of quality, including the encouragement of more 'niche' retailers.</li> <li>Rates in the centre are too high. Financial incentives should be offered to encourage more independent retailers – i.e. through section 106?</li> <li>Convenience shopping in Ealing Broadway is good.</li> <li>Opportunity for unique retail offer within Dickens Yard.</li> <li>Need a joined-up strategy to ensure Arcadia, DY and Lammertons not competing for same retailers.</li> <li>Need to be realistic about retail – would like a John Lewis store, but unlikely to happen.</li> <li>Uncertainty over what happening on Lammerton site.</li> <li>Will Dickens Yard have the quality fashion multiples?</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to identify potential development sites for new provision.</li> <li>New developments should deliver modern units suitable to needs of fashion multiples.</li> <li>Through defining character, creating links and enhancing environment, potential to create right pre-conditions for greater diversity, including 'niche' retailers.</li> <li>Developers may not agree to fund competing retail provision through S106.</li> <li>Dickens Yard aiming to attract higher end shopping than Arcadia.</li> <li>Currently in discussion with Lammertons over proposals for site – would appear to be in line with strategy.</li> <li>Look at scope for markets etc to increase diversity and enhance character.</li> </ul>									
West Ealing	<ul style="list-style-type: none"> <li>Sainsbury's needs to be redeveloped to provide more modern offer, with a high street frontage, the re-provision of the Library and flats and tidier service yards.</li> <li>An improved Sainsbury's is not the only answer for West Ealing however.</li> <li>Opportunity to build on the Farmers Market. Is this in the right place, or should it be moved towards Ealing Broadway?</li> <li>Needs to concentrate on provision of start-up offer, boutiques and speciality/niche offer.</li> <li>There are too many grocery shops providing an obstruction to pedestrian movement.</li> <li>Shops in West Ealing should be penalised for poor facades and for encroaching on the public highway.</li> <li>Need to encourage more 'big name' retailers into the centre – WE has multiples but they are poor in quality and size.</li> <li>West Ealing provides the affordable shopping within the centre.</li> <li>Need to recognise there are good local convenience stores – the strength is the local specialist shops.</li> <li>Rents are too high in West Ealing, resulting in retailers moving out.</li> <li>Spend leaking to Northfields to the south.</li> <li>Waitrose store is remote and does not relate to West Ealing.</li> <li>A better retail offer in West Ealing would reduce the need for locals to drive to competing centres (e.g. Sainsbury's in Chiswick).</li> <li>East of West Ealing is the 'Twilight Zone'.</li> <li>Opportunity for specialist shops in fringe area between Ealing Broadway and West Ealing – like Ealing Green. Restore buildings like Ealing Green and offer more boutiques etc, building on organic farmers market.</li> <li>Is the idea of a 'green larder' the right vision for West Ealing?</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to look at means of raising the competitiveness of West Ealing, without attempting to compete with Ealing Broadway.</li> <li>Strategy to look at potential redevelopment of Sainsbury's, including creation of high street frontage.</li> <li>Strategy to look at ways of enhancing the existing 'convenience'/discount/ethnic retail character of West Ealing and how this can be further defined. Does the Farmer's Market form part of this character?</li> <li>Will look at improvements required to the urban environment/public realm, including shopfronts and encroachment.</li> <li>Is the lack of spend within WE forcing out retailers, rather than the cost of units.</li> <li>Daniels application makes provision for large retail unit.</li> <li>Strategy will look at measures to enhance links into and through West Ealing, including to/from the Station/Waitrose, including public realm enhancements.</li> <li>There is a need to define a character for West Ealing that is distinct from Ealing Broadway – its convenience role offers something to build on.</li> </ul>									
Leisure and Culture	<table border="1"> <tr> <td data-bbox="177 1767 277 2096">Cultural Quarter</td> <td data-bbox="277 1767 1075 2096"> <ul style="list-style-type: none"> <li>Should develop creative industries hub around Ealing Studios, building on cinematic offer/potential – Ealing's brand could be "movie/cinematic"- based.</li> <li>Learn from other cultural centres such as Shoreditch, Brick Lane and Soho.</li> <li>Thames Valley University fits with this vision, having a music/arts/media focus.</li> <li>Should exploit the cinematic offer/heritage to draw people through the town centre to Ealing Studios.</li> <li>A stronger arts focus could change how Ealing is perceived – The potential for an art gallery should be explored.</li> <li>Potential to exploit cultural connections/places of historic interest around Ealing Green i.e. Freddie Mercury and Pete Townshend both attended London College of Music and Media here.</li> <li>Ealing needs to build on a base provided by local cultural industries.</li> <li>A multi-plex/good cinema like the one at Kingston would be of benefit to the centre.</li> <li>Potential for outdoor screens in Walpole Park?</li> <li>Need to better exploit cultural festivals such as the Jazz Festival.</li> <li>Pitzhanger Manor is a poor quality gallery and is currently under-utilised as a resource. It would also provide a good location for a café/restaurant.</li> </ul> </td> <td data-bbox="1075 1767 1500 2096"> <ul style="list-style-type: none"> <li>Strategy to look at the creation of a cultural quarter around Ealing Green, based around the cultural assets that exist including Ealing Studios, Thames Valley University, Pitzhanger Manor, Ealing Green/Walpole Park. To include public realm enhancements, enhanced cultural provision i.e. enhancements to cinema/theatre, potential for gallery/museum, new links and enhanced signage.</li> <li>Investigate potential uses for the town hall.</li> <li>Look at measures to provide spaces for SMEs/arts studios.</li> <li>Had conversations with the Cinema owners – their aspirations are to refurbish/redevelop the cinema to deliver an enhanced, digital cinema, perhaps with small number of screens catering to more independent/alternative tastes – fits with our vision.</li> <li>Due to have conversations with the Theatre to discuss their aspirations for the facility and how they can be integrated more effectively into the wider strategy.</li> </ul> </td> </tr> </table>	Cultural Quarter	<ul style="list-style-type: none"> <li>Should develop creative industries hub around Ealing Studios, building on cinematic offer/potential – Ealing's brand could be "movie/cinematic"- based.</li> <li>Learn from other cultural centres such as Shoreditch, Brick Lane and Soho.</li> <li>Thames Valley University fits with this vision, having a music/arts/media focus.</li> <li>Should exploit the cinematic offer/heritage to draw people through the town centre to Ealing Studios.</li> <li>A stronger arts focus could change how Ealing is perceived – The potential for an art gallery should be explored.</li> <li>Potential to exploit cultural connections/places of historic interest around Ealing Green i.e. Freddie Mercury and Pete Townshend both attended London College of Music and Media here.</li> <li>Ealing needs to build on a base provided by local cultural industries.</li> <li>A multi-plex/good cinema like the one at Kingston would be of benefit to the centre.</li> <li>Potential for outdoor screens in Walpole Park?</li> <li>Need to better exploit cultural festivals such as the Jazz Festival.</li> <li>Pitzhanger Manor is a poor quality gallery and is currently under-utilised as a resource. It would also provide a good location for a café/restaurant.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to look at the creation of a cultural quarter around Ealing Green, based around the cultural assets that exist including Ealing Studios, Thames Valley University, Pitzhanger Manor, Ealing Green/Walpole Park. To include public realm enhancements, enhanced cultural provision i.e. enhancements to cinema/theatre, potential for gallery/museum, new links and enhanced signage.</li> <li>Investigate potential uses for the town hall.</li> <li>Look at measures to provide spaces for SMEs/arts studios.</li> <li>Had conversations with the Cinema owners – their aspirations are to refurbish/redevelop the cinema to deliver an enhanced, digital cinema, perhaps with small number of screens catering to more independent/alternative tastes – fits with our vision.</li> <li>Due to have conversations with the Theatre to discuss their aspirations for the facility and how they can be integrated more effectively into the wider strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to look at the creation of a cultural quarter around Ealing Green, based around the cultural assets that exist including Ealing Studios, Thames Valley University, Pitzhanger Manor, Ealing Green/Walpole Park. To include public realm enhancements, enhanced cultural provision i.e. enhancements to cinema/theatre, potential for gallery/museum, new links and enhanced signage.</li> <li>Investigate potential uses for the town hall.</li> <li>Look at measures to provide spaces for SMEs/arts studios.</li> <li>Had conversations with the Cinema owners – their aspirations are to refurbish/redevelop the cinema to deliver an enhanced, digital cinema, perhaps with small number of screens catering to more independent/alternative tastes – fits with our vision.</li> <li>Due to have conversations with the Theatre to discuss their aspirations for the facility and how they can be integrated more effectively into the wider strategy.</li> </ul>						
Cultural Quarter	<ul style="list-style-type: none"> <li>Should develop creative industries hub around Ealing Studios, building on cinematic offer/potential – Ealing's brand could be "movie/cinematic"- based.</li> <li>Learn from other cultural centres such as Shoreditch, Brick Lane and Soho.</li> <li>Thames Valley University fits with this vision, having a music/arts/media focus.</li> <li>Should exploit the cinematic offer/heritage to draw people through the town centre to Ealing Studios.</li> <li>A stronger arts focus could change how Ealing is perceived – The potential for an art gallery should be explored.</li> <li>Potential to exploit cultural connections/places of historic interest around Ealing Green i.e. Freddie Mercury and Pete Townshend both attended London College of Music and Media here.</li> <li>Ealing needs to build on a base provided by local cultural industries.</li> <li>A multi-plex/good cinema like the one at Kingston would be of benefit to the centre.</li> <li>Potential for outdoor screens in Walpole Park?</li> <li>Need to better exploit cultural festivals such as the Jazz Festival.</li> <li>Pitzhanger Manor is a poor quality gallery and is currently under-utilised as a resource. It would also provide a good location for a café/restaurant.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to look at the creation of a cultural quarter around Ealing Green, based around the cultural assets that exist including Ealing Studios, Thames Valley University, Pitzhanger Manor, Ealing Green/Walpole Park. To include public realm enhancements, enhanced cultural provision i.e. enhancements to cinema/theatre, potential for gallery/museum, new links and enhanced signage.</li> <li>Investigate potential uses for the town hall.</li> <li>Look at measures to provide spaces for SMEs/arts studios.</li> <li>Had conversations with the Cinema owners – their aspirations are to refurbish/redevelop the cinema to deliver an enhanced, digital cinema, perhaps with small number of screens catering to more independent/alternative tastes – fits with our vision.</li> <li>Due to have conversations with the Theatre to discuss their aspirations for the facility and how they can be integrated more effectively into the wider strategy.</li> </ul>									

Issue		Commentary	Opportunity/Response*
			*Provides a general response to points raised – not each specifically.
Leisure and Culture	Cultural Quarter (Continued)	<ul style="list-style-type: none"> <li>Language school attracts foreign investment – could exploit these cultural strengths.</li> <li>The town hall provides potential for leisure/arts uses.</li> <li>Need to provide space for low-cost arts studios and SMEs.</li> <li>The Theatre has untapped potential and needs to be made to work harder as a resource – Need to talk to Director as would like to open up to the public.</li> </ul>	
	Night-time economy	<ul style="list-style-type: none"> <li>The night-time economy/nightclub offer is currently poor due to the lack of supporting arts/cultural facilities in the area.</li> <li>There is currently leakage of student spend to Kingston for night-time entertainments due to poor quality offer and because many places have an over-21s policy.</li> <li>There is a lack of family provision within the existing night-time offer.</li> <li>There is currently no venue for bands to play in Ealing.</li> <li>Night-time economy issues need a specific section within the report.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to look at measures to diversify the night-time economy, including encouragement of higher quality and more family-oriented cafes and restaurants, a new cinema, raising the profile of Questors Theatre, new art gallery/museum provision and other alternative uses i.e. bingo, casino, music venue.</li> <li>Need to work out structure of the report – night-time issues will play an important role.</li> </ul>
	Sports and Leisure	<ul style="list-style-type: none"> <li>There is a current lack of sports/leisure provision in Ealing.</li> <li>Need to encourage more leisure facilities in general e.g. outdoor pools, and ice rink in winter etc.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to assess need, locations and quantum of community infrastructure provision.</li> <li>Look at potential locations for an ice rink in winter.</li> </ul>
Employment		<ul style="list-style-type: none"> <li>More office space between Culmington Road and Northfields Avenue.</li> <li>Does Ealing need any more office space (i.e. 22-24 Uxbridge Road) – blocks vacant for a long time.</li> <li>Important to identify need for office space – needs assessment.</li> <li>Office development provides vital business for cafes and restaurants within the West Ealing fringe area.</li> <li>Office quarter acts as a physical barrier – opportunity for more active uses, more pedestrian-friendly environment that better links centres.</li> <li>Why can't be mixed-use with retail/leisure uses on ground floor?</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to identify quantum and quality of office provision that centre needs to retain status and identify measures to deliver this, including identifying sites suitable for a complimentary mix of office and alternative uses.</li> </ul>
Housing		<ul style="list-style-type: none"> <li>What proportion of new housing developments will be affordable housing – Will 50% affect viability of schemes such as Arcadia?</li> <li>Should be seeking to maximise residential provision within new development.</li> <li>The increase in population density and the overall quantum of residential development coming forward is of concern – Is there infrastructure to cope/ how do we ameliorate this?</li> <li>Large numbers of units within developments will put pressure on community infrastructure and services including sewage etc.</li> <li>Cost of accommodation is a concern.</li> <li>Buy-to-let is a problem. There is no commitment to buy into the area.</li> <li>Too many flats could result in a transient population.</li> <li>What will housing development look like?</li> <li>Need to take account of residential views (as in physical views in relation to tall buildings) i.e. skylines.</li> <li>Encourage shared ownership schemes.</li> </ul>	<ul style="list-style-type: none"> <li>Ealing are likely to seek up to 50% affordable housing, depending upon scheme viability.</li> <li>The strategy will identify sites suitable for residential development and the quantum they can deliver, while simultaneously reinforcing/enhancing the character of the centre.</li> <li>Strategy aims to identify quantum of community facilities required to support population increase/measures to mitigate through environmental enhancements, open space provision etc, and to provide a strategy for implementation.</li> <li>Prices due to under-provision – Increase in provision will help reduce prices overall.</li> <li>Measures to combat buy-to-let?</li> <li>Will seek a mix of unit sizes in all development, including housing where possible, bearing in mind that this is a town centre location i.e. more suited to flats, and the already high proportion of family-sized units within the surrounding area.</li> </ul>
Movement	General	<ul style="list-style-type: none"> <li>There are advantages for Ealing, in that all transport goes through the area – there are no bypasses. But this also causes problems in terms of congestion and pollution – Need to better integrate north and south.</li> <li>High level of accessibility of Ealing Broadway means that people can shop elsewhere easily.</li> <li>How can north-south links be enhanced for the benefit of cars, pedestrians and buses, including the improvement of access across the railway?</li> <li>Some issues such as traffic management are wider than the town centre.</li> <li>Council perceived as "anti-public transport".</li> <li>Shops are located all over the place – illegible.</li> <li>There may be a lot of public transport but given proposed development it will need to be improved.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy us looking at specific transport projects that need to be delivered centre-wide, to make efficient use of existing infrastructure and deal with conflict where it occurs.</li> <li>Equally the accessibility of Ealing Broadway maximises its catchment and supports Ealing as a destination.</li> <li>This highlights the importance of developing Ealing's quality and character to deliver an enhanced shopping experience and retain spend.</li> <li>Strategy is looking at movement issues at both a local and strategic level and seeking to engage relevant partners to ensure will deal with issues affecting the centre comprehensively.</li> <li>Current planning policy, which favours public transport, sets wider context.</li> </ul>
	Pedestrian/ Cycle/ Disabled	<ul style="list-style-type: none"> <li>Pedestrian movement across the centre is constrained by roads, with congestion particularly severe around pedestrian crossings – the traffic lights are poorly organised. Bringing more people into the centre will make it worse.</li> <li>Need to look at how we can make Uxbridge Road more pedestrian-friendly.</li> <li>Need to enhance pedestrian links between the two centres.</li> <li>Quality of disabled access to Ealing Broadway station is poor.</li> <li>Ealing Broadway: Potential for direct access to the District Line from Haven Green is seen as positive.</li> <li>Reduce levels of traffic within Haven Green.</li> <li>Reduce impact of cars within Ealing Broadway.</li> <li>Need to provide a north-south cycle routes.</li> <li>Need to enhance pedestrian links within and through the Green Man Lane estate, including enhancements to Jacobs Ladder.</li> <li>Lido junction currently unsafe for pedestrians.</li> <li>Poor environment for less able-bodied/wheelchair users.</li> <li>Provision of safer routes to schools.</li> <li>Possibility of widening pavements through removal of bus lane and replacement with provision of bus lay-bys?</li> <li>Need to better incorporate The Mall – How do we get people to turn left as well as right onto the Uxbridge Road after coming down from the station?</li> <li>Pedestrian movement within Dickens Yard should be a priority.</li> <li>Need to recognise the pedestrian desire line from Dickens Yard across Uxbridge Road to the Cinema.</li> <li>No reason for link behind Perceval House – doesn't go anywhere.</li> <li>Potential for a pedestrian desire line from cinema around the Green and Walpole Park.</li> <li>Poor pedestrian access into the Broadway Centre needs to be addressed.</li> <li>Need to enhance pedestrian links from West Ealing Station to Uxbridge Road.</li> <li>People should not be walking into dead ends – we need to link the mews and get developments to work together.</li> <li>New link through to Bond Street blocked by YMCA development.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy will identify measures to enhance existing pedestrian routes/movement and create new ones to disperse pedestrian flows across the centre, including linking new pedestrian links proposed within new developments to provide an integrated framework of routes and spaces.</li> <li>Development proposals will enhance the pedestrian environment – will be assessed in the formulation of the Strategy.</li> <li>Strategy will identify enhancements required at key public transport nodes, including incorporation of disabled access.</li> <li>Strategy will identify potential alterations to traffic flows to enhance movement.</li> <li>Strategy is looking at the northern arm of The Broadway and traffic flows onto Uxbridge Road.</li> <li>Looking at enhancing pedestrian links/cycle routes both north-south/east-west through the centre.</li> <li>UI report looking at GML specifically, although report to identify what needed at a global level.</li> <li>Strategy to identify necessary public realm improvements and measures to deliver.</li> <li>Narrowing Uxbridge road is likely to increase congestion, to the detriment of the pedestrian environment.</li> <li>Looking at possibility of links through from Cinema site to Bond Street, although these may not be essential. Are a number of new links being proposed around the Ealing Green area?</li> </ul>

Issue		Commentary	Opportunity/Response*
Movement (continued)	Rail/Tube	<ul style="list-style-type: none"> <li>Tram: Would kill West Ealing by reducing flows through the centre. If Crossrail is approved then there is no need for the Tram.</li> <li>Enhance rail services to West Ealing.</li> <li>Move West Ealing Station to Jacobs Ladder?</li> <li>Ealing Broadway Station is very dirty and "unsafe".</li> <li>Ealing Broadway has capacity problems, particularly as the last stop before London Paddington in the event of an emergency.</li> <li>West Ealing is a poor interchange – missed opportunity to enhance when Waitrose redeveloped.</li> </ul>	<p>*Provides a general response to points raised – not each specifically.</p> <ul style="list-style-type: none"> <li>Strategy assumes pre-tram, pre-cross-rail scenario. The proposed strategy would neither advance nor prejudice those schemes.</li> <li>Rail services to West Ealing and moving West Ealing Station are beyond the scope of study.</li> <li>Strategy will identify potential improvements to area around Ealing Broadway Station.</li> </ul>
	Bus	<ul style="list-style-type: none"> <li>Distribution/quantum of buses on Haven Green is an issue.</li> <li>Potential for bus interchange on car park area south of Haven Green (within Arcadia)?</li> </ul>	<ul style="list-style-type: none"> <li>Strategy will seek to reinforce/enhance existing bus provision/movement across the centre, including improvements to the transport interchange at Haven Green. We are looking at all the options for enhancing the arrangement of the latter, to meet increased demand while delivering enhancements to the character of the space.</li> </ul>
	Car	<ul style="list-style-type: none"> <li>There is a need to take traffic away from the Uxbridge Road to make it more pleasant and link the different shopping areas and developments.</li> <li>Parking: management – Existing parking needs to be utilised more effectively, including "freeing up" evening parking. Existing parking policies are too draconian.</li> <li>Parking: Singapore Road multi-storey – Existing parking is poor and the building unattractive. Redevelopment should deliver safer parking provision, more visible from the high street.</li> <li>Parking: Will congestion charging happen in Ealing, and if it does, what will be the impact on Ealing?</li> <li>Parking: Need to improve access to/visibility of car parks.</li> <li>Parking: There is "masses" of parking in Ealing – don't need more.</li> <li>Parking: Need to recognise that Springbridge Road serves the cinema.</li> <li>Parking: Lack of disabled parking.</li> <li>Better signalisation could improve traffic flows within the centre i.e. turning off some of the traffic lights. This would make the centre more attractive to visitors.</li> <li>Traffic management and pedestrian movement as a whole could be improved through re-organisation of the holding islands.</li> <li>Is a gyratory system desirable/necessary?</li> <li>Need to reduce vehicular traffic and give more space to pedestrians.</li> <li>Parking needs to be made safer.</li> <li>CPZ has a negative impact on car circulation – just a means of generating revenue and excluding cars.</li> <li>North-south pedestrian movement along Springbridge Road.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy will address parking policies (public and private off-street car parks, CPZ regulations) and look at where new/replacement/refurbished parking should be located and how this is to be delivered.</li> <li>Strategy is looking at ways of enhancing existing traffic movements around the centre.</li> <li>There are currently no plans to expand the CC zone to the west.</li> <li>Strategy to identify where enhancements can be made to existing car parks in terms of access and safety.</li> <li>New developments will deliver more disabled parking.</li> <li>The proposals do not include plans for a gyratory system, only traffic calming measures for existing streets.</li> </ul>
Urban Design	General	<ul style="list-style-type: none"> <li>Ealing needs to define its own character.</li> <li>Mattock Lane is a well-used and popular route, although acknowledged that public realm improvements and enhanced signage could enhance.</li> <li>Improve links between Arcadia and Broadway by covered footbridge?</li> <li>Provision of signage is important across the centre.</li> <li>Upgrade existing shops adjacent to Ealing Broadway station.</li> <li>Need to look at rear of station buildings.</li> <li>Pedestrian-friendly environment could be provided around Bond Street/High Street/Barnes Pickle, with 'al-fresco' dining.</li> <li>Existing buildings form an unattractive gateway to the town centre from the east along the Mall.</li> <li>Need to enhance the built environment within West Ealing centre and on the Green Man Lane estate, improving the integration/links between the two.</li> <li>Potential for a public square to link West Ealing and GML?</li> <li>How can the environment along Uxbridge Road be improved?</li> <li>Should make West Ealing a more linear centre.</li> <li>Need to examine the pedestrian environment through looking at the lighting, paving, seating etc – need a coordinated strategy to create the right ambience?</li> <li>More pavement seating attached to cafes could enhance the atmosphere.</li> <li>There is a general sensitivity to high-rise development in Ealing.</li> <li>Need to retain buildings/architecture of interest to add to the character of the centre.</li> <li>Need to consider conservation areas when creating new north-south links.</li> <li>Boulevard idea – How would this work? How do you get people to use and move into the office area?</li> <li>Does the Mall become another area?</li> <li>Don't want shabby by day, dangerous by night.</li> </ul>	<ul style="list-style-type: none"> <li>Streetscape/public realm enhancements will seek to define/reinforce the different character areas across the centre.</li> <li>Seek to create new links to enhance permeability and relieve congestion along Uxbridge Road and the northern arm of the Broadway, the latter including an improved link from Ealing Broadway station through the Arcadia site.</li> <li>New links and public realm enhancements also provide the opportunity to create outdoor seating for cafes.</li> <li>Deliver enhancements to forecourt outside Ealing Broadway Station.</li> <li>Enhance gateways to the town centre.</li> <li>Identify measures to better integrate Green Man Lane estate with West Ealing centre.</li> <li>Create an enhanced central focus for West Ealing i.e. through the creation of a new square through redevelopment of Sainsbury's.</li> <li>Identify scale/height of development appropriate for Ealing.</li> <li>Strategy will seek to preserve distinctive townscape elements/buildings of interest.</li> <li>To create a Boulevard – within new development need to provide active uses at ground floor level, establish a building line set back from pavement and secure public realm and landscaping along the Uxbridge Road to deliver a more dispersed, softer and more pleasant street environment.</li> <li>What is our strategy for the Mall???</li> <li>Will be looking at measures to enhance the physical environment and improve community safety, including potential strategies for management of the night-time economy.</li> </ul>

Issue		Commentary	Opportunity/Response*
Open Space	General (continued)	<ul style="list-style-type: none"> <li>The parks are very important for Ealing.</li> <li>Is there potential for new green spaces within new developments?</li> <li>Green spaces are needed, even if they aren't heavily utilised, to provide relief from the urban environment.</li> <li>Parks are quiet lungs surrounded by residential development.</li> <li>Are we trying to do too much with the open spaces? – Are heavily utilised at present.</li> </ul>	<p>*Provides a general response to points raised – not each specifically.</p> <ul style="list-style-type: none"> <li>Strategy will look at the quantum of new development the centre can support, whilst retaining the character of the centre.</li> <li>The location is appropriate for high buildings. We can advise over the quality of proposals and the strategy can define parameters. Council will need to ensure this is delivered against the Framework.</li> <li>Perhaps not, but this offers substantial benefits to the centre through improving links from Haven Green to the north. Also provides opportunity for larger open spaces within the development.</li> </ul>
	Ealing Green	<ul style="list-style-type: none"> <li>What are the opportunities? What is it – brand or destination?</li> <li>Concerns over the aspirations for Ealing Green – make it a family area? There is also a high proportion of young people in the area from TVU and the college.</li> <li>Ealing Green provides a potential focus for 'boutique' shopping.</li> </ul>	<ul style="list-style-type: none"> <li>Measures to enhance Ealing Green will be sought as part of the strategy, including it's development as a cultural quarter, building on attractive physical environment and exploiting the presence of Studios, Cinema, Theatre and high volume of cafes/restaurants.</li> <li>Could provide a focus for 'boutique' shopping.</li> <li>Retain Ealing Green as name.</li> </ul>
	Walpole Park	<ul style="list-style-type: none"> <li>Walpole Park is severely under-utilised</li> <li>Provision of a café would enhance the level of activity and provide a complementary use to the purpose and character of the park (i.e. for parents while children play).</li> <li>Problem of large pubs around the park.</li> <li>Section 106 for bandstands?</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to look at means of better integrating Walpole Park with the town centre through enhanced links, including means of delivery.</li> <li>Strategy to look at potential enhancements to the park itself.</li> <li>S106 strategy is part of framework – Parks have provided a list of priority projects.</li> </ul>
	Haven Green	<ul style="list-style-type: none"> <li>Particularly important as the only green space north of the centre.</li> <li>Important as an amenity place, not just a movement space.</li> <li>The number of buses creates a busy and chaotic environment.</li> <li>Scepticism as to whether the removal of the diagonal, with bus interchange on the south side will be good for Haven Green/whether it can be achieved.</li> <li>Would like the 'hanging tail' to extend to the north and include Haven Green – need to improve shop facades.</li> </ul>	<ul style="list-style-type: none"> <li>Look at measures to reduce the impact of buses on the environment.</li> <li>Strategy will include Haven Green and flanking shops. This will include measures to enhance shopfronts themselves.</li> <li>Possible new entrance to Ealing Broadway Station in association with public realm enhancements.</li> </ul>
	Dean Gardens	<ul style="list-style-type: none"> <li>Potential to provide a café within the space.</li> <li>Currently poorly lit at night and attracts anti-social behaviour.</li> <li>Is for children's play rather than adults.</li> </ul>	<ul style="list-style-type: none"> <li>Need to identify measures to better integrate with the town centre and exploit as a resource, without affecting quality as a space for children's play.</li> <li>Likely to include a harder landscaped element adjacent to the Centre, perhaps incorporating a café/pavilion of some sort.</li> </ul>
Implementation	<ul style="list-style-type: none"> <li>Construction Impacts: What are the timescales of the proposals coming forward? How will the developments be managed/phased so as to avoid having a cumulative impact that is detrimental to the character/environment/existing businesses of the centre?</li> <li>Phasing: Need to phase and manage development to avoid loss of multiple retailers when existing buildings are demolished.</li> </ul>	<ul style="list-style-type: none"> <li>DY has taken time as Development Agreement had to be agreed with the Council.</li> <li>The strategy is likely to include an implementation section, including details on phasing and management during construction (i.e. code of construction practice/construction impact group).</li> </ul>	
Community Safety	<ul style="list-style-type: none"> <li>Lack of a police presence within the centre.</li> <li>Perceptions of crime/yob culture.</li> <li>Provision of public/night-time toilets would reduce urinating in street.</li> <li>St Johns Soup kitchens are over-subscribed.</li> </ul>	<ul style="list-style-type: none"> <li>Will investigate best practice in night-time economy management plans.</li> <li>Identify possible resources and locations for provision of public toilets.</li> <li>Community Infrastructure Plan will look at provision of necessary community facilities.</li> </ul>	
Consultation	<ul style="list-style-type: none"> <li>The residents of Ealing should be asked what makes them shop in Ealing.</li> <li>Ealing Community Network has 430 affiliated organisations. Feeling of suspicion towards the Council is the result of poor communication.</li> </ul>	<ul style="list-style-type: none"> <li>Are consulting with residents groups as part of this Strategy and the formal LDF Process.</li> </ul>	
Community Facilities	<ul style="list-style-type: none"> <li>Lack of public toilets</li> <li>Health and education facilities already under pressure</li> <li>A surgery is required within West Ealing and there is a need to provide sufficient GPs</li> <li>Is there sufficient capacity within schools?</li> <li>Is there capacity within Ealing PCT/Ealing Hospital?</li> <li>Is there sufficient capacity within existing infrastructure/services?</li> <li>An arts centre with meeting rooms for the local community is needed – only spaces currently town hall/Questors.</li> <li>Need more children's play space?</li> <li>Need for community/leisure uses within the Dicken's Yard Scheme.</li> <li>Part of Dickens Yard/Arcadia scheme should be to provide new school/PCT surgery – should not be off-site.</li> </ul>	<ul style="list-style-type: none"> <li>Community Infrastructure Plan will look at provision of necessary community facilities.</li> <li>Look at locations for: <ul style="list-style-type: none"> <li>Arts space;</li> <li>Sports centre;</li> <li>Pool;</li> <li>PCT surgery etc.</li> </ul> </li> </ul>	
Timescale	<ul style="list-style-type: none"> <li>Why is the framework being done now – same as 5 years ago, why is it being re-invented?</li> <li>Strategy is being pre-empted by planning applications, which will be implemented before the strategy.</li> <li>Strategy should acknowledge that Ealing comprises 3 distinct areas (West Ealing, the Business Quarter and West Ealing).</li> <li>Needs to be adopted ASAP so it can be used against the applications coming forward.</li> <li>Is it too late?</li> </ul>	<ul style="list-style-type: none"> <li>Ideally Framework would've happened earlier, although opportunity remains to guide current proposals and to provide a framework for future development.</li> <li>This framework will be more comprehensive and will provide clearer guidance than previous strategies, with greater detail on implementation.</li> <li>Strategy acknowledges areas of different character across the centre.</li> </ul>	





