The initial proposals seek to explore the development opportunities surrounding the station in association with the new Crossrail station at Acton Main Line. In so doing this will create more of a sense of place at or near the station and help maximise the use and attractiveness of Crossrail for Acton residents. The initial proposals also seek to consolidate and maximise existing freight use for aggregates and waste. There is also potential for a bus interchange on the bridge. Further studies will be undertaken to examine and help realise the development potential of this area.

Initial Proposal 2.5
Regenerate Ealing Town Centre

(a) Development of 21,000sqm retail; 100,000sqm of replacement and new office space, including at:
   - Dickens Yard,
   - Arcadia,
   - Lammertons and Ealing Broadway Centre, and
   - In the office quarter along the Uxbridge Road.

(b) Development of the different quarters of the town centre in the light of their different roles and characteristics and assessment of the best distribution of development to match the needs of the catchment population.

(c) Urban design - enhancement of historic buildings and frontages that contributes to character and appearance; including:
   - the introduction of new town squares and public spaces;
   - the encouragement of varied building heights in response to the surrounding scales and features with landmark buildings in gateway locations; and,
   - the development of a “boulevard” along the Uxbridge Road with an increase in the number of street trees, other planting and active ground floor frontages.

(d) Regeneration of the stations at Ealing Broadway and West Ealing building on the Crossrail proposals, including enhanced bus interchange facilities and facilities for cycling and walking to and from the town centre.

(e) A range of cultural, social & community facilities, including a new health centre, and other infrastructure projects such as a centralised energy facility; also improvements to the Questors Theatre in conjunction with development of a neighbouring site with an Uxbridge Road frontage and improvements to Ealing Town Hall.

(f) This will lead to the provision of 1,917 additional mixed tenure homes, 153,812 sq m of gross business floorspace and 6,535 potential jobs.

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20 Based on identified potential from 'large' sites (10 units+) anticipated to come forward for development in the Development Strategy plan period (2011-26). See “Background Paper No.3: Housing” for a calculation breakdown.
The purpose of promoting improvements at Ealing Town Centre is to enhance that centre’s role as one of London’s top ten ‘metropolitan centres’. The metropolitan centre comprises different quarters, different roles and characteristics including:

- Ealing Broadway – high quality retail destination;
- Ealing Green – cultural and community quarter with important university functions;
- Uxbridge Road – high quality head offices and ancillary functions; and,
- West Ealing – value and convenience goods and a wide range of eating places.

In May 2008, the council published “The Spatial Development Framework for Ealing Metropolitan Town Centre” produced by a team of consultants led by Tibbalds Planning and Urban Design to explore the potential of Ealing Town Centre. This strategy will help guide and inform the development of the town centre over the plan period.\(^{21}\)

**Initial Proposal 2.6**

**Regenerate the Green Man Lane Estate**

Regeneration to achieve an attractive and popular residential locality, integrating the municipal and owner occupied residential areas, and improving access to West Ealing Broadway. This will lead to the provision of 282\(^{22}\) additional mixed tenure homes.

Green Man Lane was identified as in need of regeneration in 2005. Since then, work with residents identified that they felt unsafe on the estate, many people were overcrowded, crime and security were key issues and the majority of residents were dissatisfied with the quality, condition and management of the homes and the estate as a place to live.

In addition to this, there were fundamental design and construction issues with Green Man Lane, including the construction type (BISON large panel system), under-croft parking, and over-supply of one-bedroom homes.

Comprehensive redevelopment was confirmed as the most appropriate solution in January 2008\(^{23}\), so as to provide the solutions to the issues identified above. It will also tackle the stigma of a largely mono-tenure estate and increase the supply of private and affordable housing, while contributing to the regeneration of the West Ealing Broadway.

\(^{21}\) See [http://www.ealing.gov.uk/services/regeneration/town_centre_and_area/ealing.html](http://www.ealing.gov.uk/services/regeneration/town_centre_and_area/ealing.html)

\(^{22}\) Based on identified potential from 'large' sites (10 units+) anticipated to come forward for development in the Development Strategy plan period (2011-26). See “Background Paper No.3: Housing” for a calculation breakdown.

\(^{23}\) See report to Ealing Council Cabinet "Green Man Lane Regeneration Project", January 28th, 2008.