Development (or Core) Strategy
Incorporating Minor Changes
Submission Document EAL2

July 2011
aggregates and waste. There is also potential for improved bus interchange facilities. Further studies will be undertaken to examine and help realise the development potential of this area.

Policy 2.5
Regenerate Ealing Town Centre

(a) To regenerate Ealing Town Centre and develop a vibrant and diverse range of new homes, shops, offices, sport and leisure and other public facilities leading to the provision of 2,580\(^{52}\) additional mixed tenure homes up to 90,000 sq metres increased office space providing up to 6,500 potential office jobs,\(^{53}\) and up to 50,000 sqm of gross retail floor space.\(^{54}\) Development sites will be specified in the Development Sites policy document and will include:

- Dickens Yard;
- Arcadia;
- Lammertons;
- Ealing Broadway Shopping Centre; and,
- the office quarter along the Uxbridge Road (between Ealing Broadway and West Ealing).

(b) To define and reinforce the distinctive character and roles of different parts of the town centre and assess the best distribution of development to match the needs of the catchment population. The metropolitan centre comprises different quarters with different roles and characteristics including:

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

(c) To strengthen and extend the retail core of the town centre leading to an increase in the quantum, quality and diversity of the existing retail/leisure offer and sustain the town centre’s position in the retail hierarchy.

(d) To retain and attract new business development by retaining a sufficient supply of premises and encouraging sustainable, commercial development and improvements to access and amenity, in particular, in the office quarter.

(e) To provide and enhance the quality of the existing townscape and historic character including:

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\(^{52}\) Based on sites identified in the Housing Trajectory during the plan period (2011-26).

\(^{53}\) See Employment Land Review 2010

\(^{54}\) Retail Needs Study 2010, Appendix 8 Table 60 (comparison/non-food floorspace) and Appendix 9 Tables 79 and 80 (convenience/food floorspace)
to enhance historic buildings and frontages that contributes to the character and appearance of the town centre including removing/mitigating aspects of the built form that have a negative impact;

- to introduce new town squares and public spaces;
- to improve permeability with the introduction of a high quality pedestrian orientated retail circuit linking Ealing Broadway and the Haven Green transport interchange with the various retail destinations throughout this part of the town centre;
- to create a coherent townscape across the different quarters of the town centre through the form and height of new development but recognise that taller elements are possible in key locations and within blocks that respond to surrounding scales and features;
- to introduce high quality buildings that are well designed, environmentally sustainable and which meet the needs of modern occupiers, in particular, to provide landmark buildings in gateway locations; and,
- to develop a “boulevard” along the Uxbridge Road with an increase in the number of street trees, other planting and active ground floor frontages.

(f) To modify Ealing Broadway and West Ealing stations to cater for Crossrail services including enhanced bus interchange facilities (at Ealing Broadway) and facilities for cycling and walking to and from the town centre, improvements to the public realm including enhancement of the streetscape, upgrading the quality of existing open spaces in the vicinity of the town centre, improved signage, street furniture, lighting and public art.

(g) To provide a comprehensive range of cultural, heritage, social, sport and leisure facilities, including:

- to create a new health centre;
- to make improvements to the Questors Theatre (in conjunction with development of a neighbouring site with an Uxbridge Road frontage);
- to refurbish Ealing Town Hall and Pitzhanger Manor to provide a new landmark focus for civic, community and cultural activities;
- to provide for a boutique hotel;
- to provide for a cinema; and
- to encourage the promotion of additional restaurants and cafes.

(h) To establish a decentralised energy network(s) within Ealing Town Centre with a potential connection to Green Man Lane Estate.

In September 2010, the council published “Ealing Metropolitan Town Centre Spatial Development Framework”. Produced by a team of consultants, led by Tibbalds Planning and Urban Design, it explored the potential of Ealing Town Centre and refreshed the May
2008 version. The strategy will help guide and inform the development of the town centre over the plan period and the council intends to use it as the basis of a separate supplementary planning document that will be adopted in due course.

In August 2010, a report was produced which provides options for enhancing the interchange at Ealing Broadway. This work will help the council put forward a first phase Major Scheme bid to Transport for London for enhancing the interchange.

The heat mapping study, undertaken through a collaborative project between Ealing Council and GLA / LDA, identified Ealing Town Centre as having the highest potential for developing a low carbon distribution network. A network in this area could be initiated by two new developments: Arcadia and Dickens Yard. Those are large mixed-use development with a proposed community heating schemes. In the future, this network can encompass the Ealing Council building and other premises in the vicinity. Further information can be found on the evidence base background document.

Policy 2.6

**Regenerate the Green Man Lane Estate**

(a) To regenerate the Green Man Lane Estate and 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 242 additional mixed tenure homes.

(b) To further explore opportunities for creating a district energy network.

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 generally 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.

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55 See: http://www.ealing.gov.uk/services/regeneration/town_centre_and_area/ealing.html
57 See London Heat Map study for LB Ealing, May 2010, prepared by Ramboll, in particular Appendix 5 that shows district heating focus areas.