EAL6 Cinema
59-63 New Broadway/14-22 Bond Street/1 Mattock Lane, Ealing W5

Proposed Allocation: Mixed use development appropriate to the town centre, including multiscreen cinema, retail, commercial and residential. Potential for student accommodation.

Justification: The outstanding planning permission for the multiscreen cinema will provide a significant leisure development within the town centre, which Ealing currently lacks, and restore the retained façade as a key townscape element. Development of the wider site with complementary uses will support an enlivened film/cinema quarter that provides a range of cultural, leisure and entertainment uses suitable for all ages.

Indicative Delivery Timetable: 2016-2021

Site Context: The site extends between New Broadway and Mattock Lane, bounded by the pedestrian only Barnes Pikle to the west and Bond Street to the east. Each of the three main frontages has a unique context – the civic scale of the town hall to New Broadway, the fine-grained Edwardian terraces of Bond Street, and the formal open spaces of Ealing Green/Walpole Park to Mattock Lane with Pitzhanger Manor beyond. Excepting the retained façade, the existing buildings do not successfully integrate into the rich local context and their layout results in large underused backland areas in a prime town centre location.

Design Principles: Development of 59-63 New Broadway should be carried out in accordance with the extant planning permission (P/2003/5043 and related permissions) for a multiscreen cinema and ancillary A3/A4 uses, which retains the façade. The remainder of the site should introduce complementary town centre uses, with active ground floor retail, restaurant and leisure uses. The inclusion of additional arts and cultural uses, studios/flexible office space and community uses would be welcomed.

The heritage setting of the southern and eastern boundaries of the site will require a high quality design that sits comfortably within the surrounding Planning Designations: Metropolitan Centre; Ealing Town Centre and Ealing Green Conservation Areas; setting of Grade I Listed Pitzhanger Manor Gallery/House and entrance archway and gates to Walpole Park; setting of Grade II Listed Perceval Lodge and Stone Bench; Archaeological Interest Area; Adjacent to Ealing Green POS and Ealing Green, Walpole Park and Lammas Parks MOL

Relevant Planning Applications: P/2003/5043 and related permissions

Site Area: 0.88ha
Ownership: Private
Current Use: Cleared site with façade retained, car park, restaurant, offices, community
Development Strategy Policies: 2.5 particularly 2.5(b), 2.5(e) and 2.5(g)
Setting: Central
PTAL: 5-6
EAL6 Cinema

area and complements the dominant Edwardian vernacular. Approaches should be based on a clear design concept that advances a vision for the site as a whole; piecemeal development based on land ownership that prejudices the ability to deliver the site’s full development potential will not be supported.

The height and massing of new buildings should be commensurate with the surrounding built form to ensure that the amenity of existing residential properties, Ealing Green/Walpole Park, and the character and appearance Conservation Area are preserved. On the perimeter of the site, the building line established by adjacent properties should be continued; on Mattock Lane buildings will be expected to retain the generous setback of properties to the west with a high quality landscaping treatment to the front.

The creation of a new public space in the centre of the site is supported. This space should be defined by active frontages and located such that it integrates with the existing movement patterns of the town centre. Achieving better integration of Ealing Green/Walpole Park should be a key outcome of proposals on this site, and this should be reflected in the arrangement of new buildings.

Residential development at ground floor level within blocks and at upper floors is supported, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal amenity space. Both balconies and communal amenity space will be expected in flatted schemes; communal amenity space may be provided above ground level in the form of courtyards or roof gardens.

The proximity to Ealing Green/Walpole Park will be considered when assessing the required level of provision of private amenity space only where design and layout is of sufficient high quality and contributions are made towards enhancements to these open spaces.