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

**Allocation:** Mixed use development appropriate to the town centre, including multiscreen cinema, retail, commercial and residential.

**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 an 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

**Site Area:** 0.88ha

**Ownership:** Private, some Council

**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

**Planning Designations:** Metropolitan Centre; Ealing Town Centre and Ealing Green Conservation Areas; setting of Grade I Listed Pitshanger 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

Green/Walpole Park to Mattock Lane with Pitshanger 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:** The Ealing Cinema Supplementary Planning Document (SPD) sets out the design principles for the site in full. Change on this site may be achieved through comprehensive or incremental development; any proposals brought forward must be based on a masterplan for the site as a whole that address the urban design objectives and realises the full potential of the site.

Development on this site should deliver a multiscreen cinema, and introduce additional 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.
EAL6 Cinema

The heritage setting of the southern and eastern boundaries of the site will require a high quality design that sits comfortably within the surrounding 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 Edwardian YMCA building positively reflects the original character of this part of the town centre, and would merit retention and enhancement as part of any development proposals.

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 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 garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden 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 garden space only where design and layout is of sufficient high quality and contributions are made towards enhancements to theses open spaces.