Introduction

The Development Sites DPD supports the delivery of the Development Strategy through allocating land for a particular use or type of development. Site allocations seek to deliver specific objectives within the Development Strategy and support/promote proposals for the use of land. Therefore only those sites that are considered central to delivering the policies and objectives of the Development Strategy DPD, and likely to come forward during the lifetime of the Local Plan (2011-2026), are included in the Development Sites DPD.

The Development Sites DPD supports a strategic and proactive approach to development and change, by ensuring the most suitable sites are brought forward, and that the most appropriate combination of uses and scale of development are promoted on each site. This certainty about the nature and location of future development also supports the more effective planning of the infrastructure necessary to support growth. The individual allocations incorporate an appropriate degree of flexibility, in recognition of the changing macro context within which development proposals will be brought forward over the long term.

Policy Context

The Development Sites DPD complements the Development Strategy DPD (adopted April 2012), which sets the overarching vision for the borough, and the Development Management DPD, which guides decisions on planning applications in the borough. Together with the London Plan 2011 these documents form the statutory Local Plan for the borough.

National Policy

The National Planning Policy Framework (NPPF) was published in March 2012, revoking and replacing Planning Policy Statements, Planning Policy Guidance and selected Circulars. The NPPF sets out the Government’s planning policies for England and how they should be applied; the NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions.

The structure and content of the Development Sites DPD has had particular regard to the support within the NPPF for the allocation of sites to support sustainable economic development, the delivery of high quality new homes, the vitality and viability of town centres, and the role of good design in making places better for people.

In drawing up Local Plans, the NPPF directs local authorities to positively and proactively encourage sustainable economic growth, including the identification of strategic sites to meet anticipated needs over the plan period. Within town centres, local authorities should allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed to support the viability and vitality of town centres as the heart of their communities.

The NPPF considers that good design is a key aspect of sustainable development, indivisible from good planning. It therefore directs that Local Plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area. These policies should be based on stated objectives for the future of the area and an understanding and evaluation of its defining characteristics. Design policies should avoid unnecessary prescription or detail, and concentrate on guiding the overall scale, density, massing, height, landscape, layout, materials and access of new development in relation to neighboring buildings and the local area more generally.

Regional Policy

The London Plan identifies two Opportunity Areas within the borough, at Park Royal and Southall, expected to accommodate a significant amount of new jobs and homes. For each Opportunity Area within London the Mayor, in partnership with the relevant borough(s), produces an Opportunity Area Planning Framework (OAPF). The Park Royal OAPF was adopted in January 2011, and the Southall OAPF was adopted in July 2014.
This Development Sites DPD has taken account of current and emerging national and regional planning policy, and is therefore consistent with the NPPF and in general conformity with the London Plan 2011.

_Ealing’s Spatial Objectives_

There will be significant change in Ealing over the 15 year life of the plan, with major new opportunities and challenges that need to be planned for. The overarching strategy to manage this growth, as set out within the Development Strategy, seeks to identify and promote those areas that can accommodate growth and either have good public transport access, the capacity to accommodate growth, are in need of regeneration, or can deliver jobs and infrastructure.

These locations are primarily along the Uxbridge Road/Crossrail and the A40/Park Royal corridors. These two east-west corridors include Ealing’s main town centres, Park Royal Industrial Estate (the largest in Europe), and the borough’s five Crossrail stations which will provide a major impetus for growth and development. To ensure that future development contributes to making places where people want to live and work, the Development Sites DPD translates this strategy to the sites level, focusing on the key sites within those areas most able to accommodate growth:

- Acton
- Ealing
- Greenford
- Hanwell
- Southall

The document is organised into sections that reflect these areas, prefaced by an explanatory section regarding the process for site selection and general considerations that apply to all of the allocations. Significant sites not associated with an identified town centre are considered within the ‘Other Important Sites’ section.
The Development Sites

The Development Sites DPD is not an exhaustive list of sites with development potential and/or suitable for development within the borough. Only those sites that are considered central to delivering the policies and objectives of the Development Strategy DPD, and likely to come forward during the lifetime of the Local Plan (2011-2026), are included in the Development Sites DPD. While a large proportion of the development in the borough occurs on smaller sites that when taken together make an important contribution to achieving the vision for Ealing, the borough-wide development policies are sufficient to guide planning decisions on these small sites individually.

Site Selection Process

During preparation of the Development Sites DPD, over one hundred sites were considered for inclusion. Potential sites were drawn from a variety of sources, including the evidence base for the Local Plan, including the London Housing Capacity Study, Employment Land Review, and various Town Centre and Opportunity Area Development Frameworks; Council regeneration and disposals strategies; sites carried forward and/or updated from the UDP; engagement with landowners and developers; and sites put forward during previous rounds of consultation in September 2007, September 2009 and September 2010. Refer to Appendix A for key evidence base documents.

The criteria for site selection excluded sites for one or a combination of the following reasons:

- No clear link to delivery of Development Strategy objectives/policies.
- The size of the site is insufficient (less than 0.1 hectares) to make a significant contribution to the delivery of the Development Strategy.
- The principle of the proposed use has been previously established on the site.
- The site has full planning permission for the proposed use.
- The existing use(s) on the site are protected.
- The proposed use is contrary to the Development Strategy and/or existing policy designations.
- The indicative delivery timeframe is beyond 2026, as determined by the London Strategic Housing Land Availability Assessment (SHLAA).

In general, the Development Sites DPD does not allocate sites for the provision of new social infrastructure; the key infrastructure requirements to support the identified growth and their means of delivery are set out within the Infrastructure Delivery Plan.

The Development Strategy DPD, Development Management DPD and the London Plan 2011 contain borough-wide policies that promote and protect social infrastructure provision, and proposals that include provision of social infrastructure on any of the sites included within this document will generally be supported. Additionally, primary and secondary school provision in the borough will be addressed through a separate Planning for Schools DPD, scheduled for adoption in Spring 2015.

Planning Submission Requirements

The inclusion of a site within the document does not remove the requirement for planning permission, nor guarantee planning permission. Proposals must be in accordance with the site-specific policies, as well as satisfying the generic policies and development standards contained within the Development Strategy and Development Management DPDs, any relevant supplementary guidance and The London Plan 2011.

The requirements identified for each site are not exhaustive; allocations highlight key objectives and requirements specific to the site, rather than repeating policies covered elsewhere. As such, the guidance does not set out detailed prescriptions relating to development capacity,
exact building heights or infrastructure requirements as these can only be considered once detailed designs have been submitted through the planning application process. Indicative delivery timetables are estimations of the five year time period within which a site it most likely to come forward, based on available evidence.

Applications for full planning permission relating to all or part of a site allocation will be required to submit additional detail on the key design components that are considered critical to the success of the scheme, supported by appropriately scaled and accurate drawings. This may include, for example, additional detail on balconies, materials choice, façade treatment, or interface with the public realm.

Applicants should contact the Council at the earliest stage to discuss submission requirements and initiate the design process appropriately; a comprehensive pre-application service is available and should be used for all sites within this document.

The Site Allocations
For the purposes of the Development Sites DPD ‘town centre uses’ include the main town centre uses as defined in the glossary of the NPPF, and other complementary uses including financial and professional services (A2); cafes and restaurants (A3); drinking establishments (A4); hot food takeaways (A5); community uses (D1); and other uses commonly found in town centres such as launderettes and car showrooms. The appropriate mix of town centre uses will need to be determined with regard to the relevant Development Management DPD policies.

Residential use is also appropriate in town centres, but is not a town centre use for the purposes of the Development Sites DPD. The ‘Design Principles’ of each allocation therefore provide further guidance on the acceptable form of residential development where it is considered an appropriate use for the site. A limited number of sites have also been identified as having the potential for student accommodation due to recent demand for this type of development within the borough.

Provision of garden space is a key component of residential development, and every home should have access to suitable private and/or communal garden space as set out in the Development Management DPD. The fundamental design considerations for garden space relate to its quality and usability; in flatted schemes this will generally be achieved through provision of a consolidated area of communal garden space in addition to balconies. For the purposes of the Development Sites DPD, the requirement for children’s play space to Mayoral standards is included within reference to communal garden space.

Thames Water has identified a potential need to improve water supply capability and waste water services in relation to several of the identified development sites, as listed in Appendix B. As part of the planning application process for those sites included in Appendix B, a water supply and/or drainage strategy will need to be produced by the developer in liaison with Thames Water to ensure the appropriate upgrades are in place ahead of occupation of the development.

The delivery of site allocations will be monitored on an annual basis through the Authorities’ Monitoring Report to assess progress on implementation, which will in turn assist with the future review of the Local Plan and related documents. This will be carried out alongside the Council’s housing trajectory and the requirement to demonstrate an adequate supply of land for housing to meet Ealing’s target, as set out in the London Plan and the borough’s Development Strategy DPD.

The full index of sites is included at Table 1.
Area Spatial Strategy for Ealing

Ealing is one of London’s twelve Metropolitan Centres, serving a wide catchment area with provision of a significant retail offer, particularly comparison goods, complemented by strong employment, service and leisure functions. The town centre extends from Ealing Broadway at the eastern end of Uxbridge Road to West Ealing, encompassing two Crossrail stations and offering excellent accessibility to Central London and Heathrow. The town centre benefits from close proximity to a large and diverse population, a generally good quality built environment, and the availability of land for development.

The town centre does however have weaknesses – the range and quality of its retail offer, a lack of cultural and community facilities, and a sometimes difficult relationship between the evening economy and perceptions of amenity and safety. Inevitably, there are problems with congestion (both traffic and pedestrian), and with competition from centres elsewhere in West London that have benefited from significant recent investment and renewal.

Built around the historic linear route of the Uxbridge Road, the town centre has evolved over time to comprise a range of different character areas that each have a different role and function. These are different largely because of the pattern of land uses, the scale and continuity of development and their role within the urban fabric. The linear nature of the Uxbridge Road, and its importance as an arterial route, result in very few squares or public spaces related to the spine of the town centre; instead there are a number of significant open spaces to either side. The historical evolution of the town centre is reflected in the extent of its three conservation areas and numerous listed buildings.

Ealing Broadway is the main retail core of the town centre, containing larger floorplate retail uses and shopping centres. The scale of buildings is dense and continuous along the main routes. A number of high quality Victorian buildings bring a strong character to this area, although it is also highly varied with building typologies from all eras to the present day evident, of divergent quality. The areas behind the main frontages are more complex, with scale, relationships and patterns of pedestrian movement less than ideal.

The Cultural Quarter, to the south and west of the retail core, includes the Questors Theatre, Pitshanger Manor Gallery and Cultural Centre, and a range of restaurants and cafes that give the area a broader usage and evening economy; once completed the Cinema Site will form a key offer of the cultural quarter. Buildings in this area are generally consistent in scale and form with clear street frontages, and generally respond to the quality open spaces at Ealing Green and Walpole Park.

The Office Quarter is organised along the Uxbridge Road, between Ealing Broadway and West Ealing. It is broadly consistent in its character of pavilion office buildings sitting in irregular rows along either side of the Uxbridge Road. A key characteristic are gaps between the buildings and the taller scale and strong entrances of each buildings; recent developments contribute to a boulevard feel along this stretch of road, with a generous setback fronted by a well landscaped public realm.

West Ealing offers a distinctive value and local convenience goods offer as well as a wide range of eating places, which complements the retail offer in Ealing Broadway. The regeneration of two key residential estates, Green Man Lane and Dean Gardens Estate, and the provision of a Crossrail Station north of the town centre are raising the profile of the area. There are perceived deficiencies in the range and quality of shops and services within West Ealing. Although a few quality Victorian buildings and parades remain, the existing urban form is fragmented with buildings of varied styles and architectural merit failing to create a consistent street scene or define legible street patterns, including at prime locations and key entry points; the approach to the high street area from West Ealing Crossrail station is poor.

As with Ealing Broadway, the linear nature of West Ealing means that it offers very few pedestrian friendly parallel and perpendicular...
thoroughfares and public spaces away from the Uxbridge Road, and the backs and sides of buildings are dominated by unsightly ad hoc car parking, loading bays and residential extensions which contribute to feelings of insecurity in the late hours. Open space is provided by Dean Gardens, a well-used but comparatively small public park.

Development Strategy Policy 2.5 seeks to revitalise the town centre through development of a vibrant and diverse range of new homes, shops, office, leisure and other public facilities to meet the needs of the catchment population, distributed appropriately to define and reinforce the distinctive character and roles of the different parts of the town centre. The identified development sites have a key role to play in achieving this vision, and together have the potential to deliver several objectives, including:

• The provision of a range of new housing types and sizes to match demand and support the overall vibrancy of the town centre.

• An expanded comparison retail offer, concentrated around Ealing Broadway, to complement the existing retail offer and strengthen the retail base of the town centre.

• Retention of a critical mass of commercial office floorspace to support the viability of the town centre as an employment destination the long term.

• An extended spread and mix of cultural uses in the town centre, supported by an evening economy that brings additional activity and caters for all sectors of the community.

• Rationalisation of the roles and functions of the different areas of the town centre, with a particular focus on supporting West Ealing as a convenience centre for local areas.
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 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:** 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.

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 of the 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 these open spaces.