



Central Ealing Neighbourhood Plan

# *Your town - your plan*

How should central Ealing develop? This is your chance to give us your views and help shape the future of the neighbourhood.

**ISSUES & OPTIONS  
QUESTIONNAIRE**

**JULY 2014**



# Help shape the future of Central Ealing - create a better place to live, work, study or play

*Give us your views about what needs to go into  
A neighbourhood plan for central Ealing*

## **Who are we? And what are we planning to do?**

The Central Ealing Neighbourhood Forum was set up in 2012 to give local people and businesses a voice in changing our town for the better. It brings together residents, community groups, businesses and other key stakeholders, aiming to make Ealing a vital, thriving and sustainable centre.

## **What exactly is a Neighbourhood Plan? And what is it for?**

Under the Localism Act, the Forum has the power to create a local plan. This means that all of us can have a greater say in how our area should change and develop over time, whether we live, work, shop or study here. It can affect where shops, offices, housing and community facilities should be, and how they should look and feel.

A neighbourhood plan is mainly about how land should be used and developed. Its policies can influence decisions on future planning applications. But in putting it together, the Forum can also stimulate projects which help to build a stronger, more inclusive community.

## **Your area – Central Ealing**

The Central Ealing Neighbourhood Area (*see map*) covers the main shopping streets and the office quarter. It stretches from Ealing Common in the east to the fire station in the west, and from the main railway line in the north including Haven Green through to Walpole Park and the University of West London in the south. It has been designated by Ealing Council as a “business area”, which means that businesses have an equal voice with residents in developing and approving the plan.

Central Ealing has a number of key strengths and attractions. It has

- a safe, green, pleasant and healthy image
- a strong heritage in architecture, trees and parks within conservation areas
- excellent accessibility for workers and visitors to the West End, City and Docklands, and with Crossrail coming this will be even faster
- a world- renowned film industry and cultural history



- a strong entrepreneurial spirit and professional base
- an engaged community offering a strong local catchment for businesses
- cultural diversity, with a great record of accepting and integrating immigrant communities
- a Higher Education college and a University campus with six key academic faculties

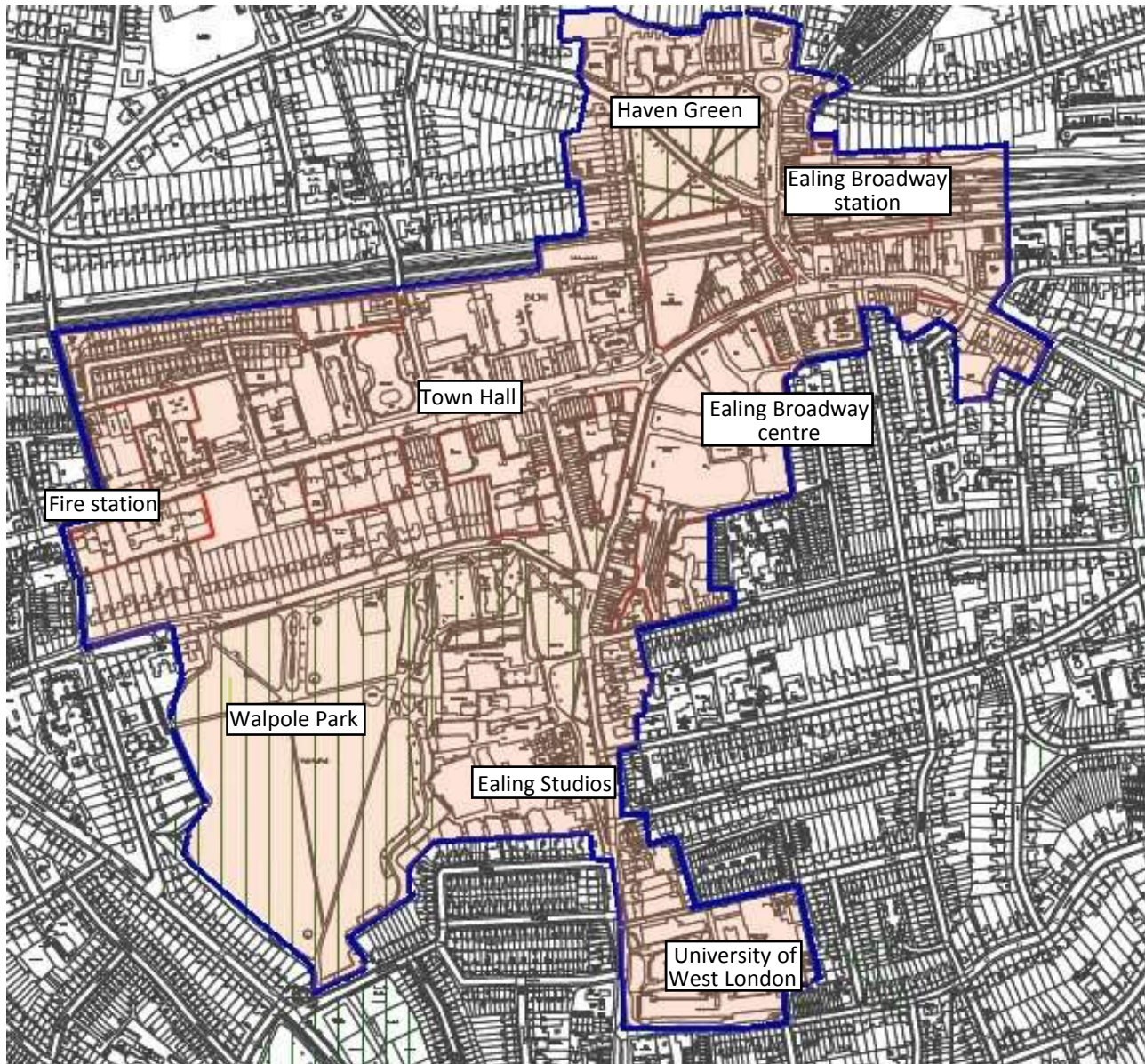
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At the same time there are also threats to its future. These include

- a potential decline in the quality of its shopping area, in the face of competition from nearby retail developments such as Westfield and the growth in on-line shopping
- a leisure sector which relies too much on drink and gambling, with inadequate facilities for entertainment especially in the performance arts
- increased housing density in the centre
- without the necessary facilities to support an increasing and ageing population
- damage to its green open spaces through encroachment and overshadowing
- reduced attractiveness of its office accommodation, leading to a fall in employment opportunities
- weaknesses in its public transport links, particularly north-south, and poor integration of Ealing Broadway station with the town centre
- a failure to realise the benefits of Ealing's film history, with no cinema for six years
- shortage of suitable facilities for smaller businesses, particularly "start ups".



Central Ealing Neighbourhood Area

# A Vision for Ealing

**Our vision** for change is for Ealing to become once again a sought after destination and a natural focus for both the Borough and the West London sub-region. Development must enable it to meet the challenges of its rapidly increasing residential population and improved accessibility, whilst preserving its special and historic character.



**Our vision** is that by 2026 Central Ealing will have restored its position as a distinctive and welcoming place, attracting people from a wide catchment area to visit, work, study, shop and stay.

**Our objectives** are that It will:

- be a regional centre of excellence for culture and education
- have preserved its historic character and heritage of green space, trees and human scale
- regain its competitive edge with a renewed shopping experience and a vibrant mix of retail and complementary uses/facilities
- have a network of attractive streets and public spaces which encourage pedestrian use and cycling and which move the balance away from the dominance of cars
- deliver a safe and welcoming evening economy
- be a desirable location for visitors to London to stay, with new hotel and visitor attractions
- provide new leisure and recreational facilities
- be an integrated and balanced community, catering for diverse and changing needs across all ages and social groups.

## Your view

Do you agree with our Vision for Ealing?

If NO, please tell us why in the comment box.

*Each of the **objectives** in the Vision links to one or other of the four topics on the following pages. The questions and issues which people have raised with us during our initial surveys of opinion are shown, with possible ways of dealing with them. These are the options we are asking you to choose from in the rest of this questionnaire.*

Yes

No

Your comment:



# Open space and heritage

Ealing is an appealing place to live in. Its heritage of green spaces is much loved but is increasingly threatened by encroachment or overbearing buildings. More dense development may be inevitable, as national targets demand more housing. This will put further pressure on open areas and the environment for wildlife. How can we best look after them?



Ealing's low-rise feeling and modest architecture give it a distinct character, but this has been marred in recent years by incongruous new buildings. There is also pressure to build higher, and Ealing's borough plan gives little

guidance We need to protect views of outstanding historic buildings and preserve our conservation areas.

Quality of design and construction is key to ensuring that new building will both respect its older neighbours and be sustainable. Ealing lacks a Design Review Panel to help improve the quality of planning submissions and how best to consider applications particularly for sensitive sites. Planners should be required to look at the impact of major developments on the surrounding area on which they would have an impact.

**Our earlier survey identified four main issues. The options are set out on the form opposite; please tell us your choices.**

## Your choices (*one per question*)

Objective: to have preserved its historic character and heritage of green space, trees and human scale

Tick one box for each question

### Q1. How can we protect and enhance the quality of the existing townscape, historic character and human scale?

- (a) Rely on existing policies.
- (b) Establish policies and procedures that
  - i. require all developments to respect the character and scale and do not dominate existing landscapes or streetscapes; protect key views outside and within the town centre, particularly of heritage buildings
  - ii. ensure that all development in or adjoining Conservation Areas is no more than 4 – 6 storeys on existing street frontages; is of the highest design quality, avoids dramatic contrasts in scale, massing and design with nearby buildings typical of the CA, and makes a positive contribution to the character of the area, and conforms to the provisions of the relevant CA management plan; and
  - iii. require applications for major developments to be assessed on the impact of the proposals on their "zone of influence".

### Q2. How can we protect and enhance green spaces in the town centre?

- (a) Take no special action.
- (b) Establish a special planned programme for enhancement of town centre open spaces to
  - i. encourage biodiversity by improving opportunities for wildlife;
  - ii. replace trees under stress or affected by disease.

### Q3. How can we stop damaging intrusion on town centre green spaces?

- (a) Rely on existing Conservation Area management plans.
- (b) Ensure that
  - i. the impact on nearby open space of any new tall buildings in the vicinity is minimised through careful assessment of potential over-shadowing, bulk and height;
  - ii. development density avoids too much pressure on green space;
  - iii. applications which encroach on open space are refused.

### Q4. What is needed to ensure that future development achieves the highest standard of sustainable design and construction?

- (a) Rely on existing planning review procedures
- (b) Require all major developments in the town centre to be assessed by a Design Review Panel set up for the purpose.

# Shops, offices and jobs

Ealing's shops and traders have remained strong in the face of competition and economic difficulties, but the quality varies.

The town centre is not well used by people living nearby. We're a centre for new businesses and further education, but many residents choose to shop elsewhere and the local economy remains fragile.



There is potential to improve the shops and strengthen what's on offer, particularly north of The Broadway. We could respond to Crossrail by making Ealing more of a hub for business,

supporting entrepreneurs and making this an attractive place to create new businesses and to work.

We need to consider what would make people stay to shop in Ealing more often, and how we can encourage the many people who will pass through the new Crossrail station to stay and enjoy what's here, whether to work, shop or spend leisure time.

We also need to look at what would attract people to set up or move businesses to Ealing.

**Your input gave us four main questions. The options are set out on the form opposite; please tell us your choices.**

## Your choices (*one per question*)

**Objective 1: regain a competitive edge with a renewed shopping experience and a vibrant mix of retail and complementary uses/facilities**

Tick one box for each question

### Q1. How can we attract new aspirational retailers?

- (a) Leave property owners/landlords and developers to decide how to achieve best returns.
- (b) Require new developments to give priority to high value shops; work to achieve an attractive environment, such by creating new ways through the Arcadia site to cater for growth in the number of shoppers and improve flows to and from the station.

### Q2. How can we secure a mix of retail and other uses in the town centre to meet changing patterns of demand?

- (a) Rely on market forces.
- (b) Create business rate exempt areas to actively encourage small retailers and employers.

## Objective 2: support a sustainable local economy and be a good place to start and build a business

### Q1. How do we attract new businesses and keep existing ones?

- (a) Enforce Ealing's policy of keeping the Uxbridge Road between Ealing Broadway and West Ealing as an office quarter for business, while making Ealing Broadway a "high quality retail destination".
- (b) Accept current practice of relaxing restrictions on office quarter residential and hotel planning applications, in the light of existing demand.
- (c) Create a business hub around Ealing Broadway station by requiring developments to provide office space for SMEs on flexible leases with services like a business club and a business support network; extend the development brief for Central Chambers to secure a "gateway" building as an essential part of the station development; defend remaining industrial spaces in the town centre area.

### Q2. How do we encourage new types of growth businesses?

- (a) Take no special action.
- (b) Create a Science/Creative Park type space for UWL, graduates and students to start and grow businesses.

# Getting around

Ealing Broadway is one of west London's best connected centres, but isn't always easy to get around once you're here.

One way to improve matters is to look at ideas to make Ealing more pedestrian friendly, improve accessibility to the car parks and provide some free short-stay on street parking.



Shoppers want to get around without having to negotiate traffic. It's too easy for visitors to lose their bearings and signage is poor. There have long been calls to tackle pedestrian congestion at Ealing Broadway station, with more obvious links to the rest of the town.

Tackling these issues means we should make the centre easier to visit, so we can attract more people to come here to shop, work and enjoy time out. Part of this is ensuring better links between different modes of travel, including walking, cycling and car as well as public transport.

**Your ideas on what would make the centre easier to visit and get around produced several suggestions. The options are set out on the form opposite; please tell us your choices.**



## Your choices (*one per question*)

Objective: - to have a network of attractive streets and public spaces which encourage pedestrian use and cycling and which move the balance away from the dominance of cars.

Tick one box for each question

### Q1. How can central Ealing be made more attractive to visit?

- (a) Do nothing. Ealing should not try to be a tourist destination.
- (b) Encourage businesses to market the town centre.
- (c) Promote central Ealing as a destination for convenience shopping and leisure/dining visits, particularly for the increasing population within easy travel distance and for hotel guests.

### Q2. How can we improve all public transport options?

- (a) Allow transport providers to plan their services separately.
- (b) Work to ensure better connections, particularly north-south services, with improved information and signage.

### Q3. What should be done to improve access to the town centre through Ealing Broadway station?

- (a) Take no action – Crossrail will do it all.
- (b) Ensure the station rebuild is of good quality design, spacious and easy to navigate, with good access to buses, taxis and parking (car and cycle), improved drop-off facilities for the less mobile and those with luggage, and has adequate servicing for commercial premises.
- (c) Ensure any comprehensive redevelopment of the station complex provides a fully integrated transport interchange.

### Q4. How can bus services be improved?

- (a) Leave it to TfL.
- (b) Improve arrangements to bring stops closer to the station; combine stops for buses to similar directions; reduce or eliminate stands from around green open space; restrict private shuttle bus services; re-examine the use of the BBC car park for bus stands; and provide better service information.

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## Getting around *(continued)*

Your choices (*one per question*)

Tick one  
for each  
question

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**Q5. How can traffic congestion be reduced?**

- (a) No action needed.
- (b) Reduce causes of congestion, by requiring all new development to provide rear servicing; provide limited loading bays on the south (west bound) side of Ealing Broadway, to allow single lane working together with a cycle lane and improved footpaths; removing traffic lights at the Grove Road/Ealing Green junction and remodelling it as a roundabout.

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**Q6. How do we create public realm which will be attractive to residents and visitors?**

- (a) Do nothing special.
  - (b) Develop a strategy for the area which sets targets for its extent, how segments interconnect, and standards for street furniture and maintenance, but leave implementation to local owners and occupiers.
  - (c) Take the initiative to implement such a strategy, through removing unnecessary signage and street clutter; support the extension of TfL's "Legible London" signage across the whole centre; remove railings and other items that reduce pedestrian mobility wherever this can be done safely, including the provision of alternative cycle parking where necessary.
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## Other comments

Please use the space below to add any comments on any of the issues raised in this consultation.

*If you want to add more, please continue on another sheet..*



# Culture and community

Ealing has a long cultural heritage in film, music, performance and comedy. It is home to a diverse community and serves as the hub for a wide surrounding residential area as well as housing two important further education establishments.

There is strong local demand to draw on its artistic traditions and develop activities in the town's designated cultural quarter. Based around the long derelict cinema



site, this would provide a wider range of attractions for all.

We need to plan for what is needed to make a good day or

night out in Ealing, so the town is not only somewhere to work or shop, but a real centre of excellence for culture and education. This should include a safe and welcoming evening economy.

The centre also has to cater for a growing population and anticipate the needs of all age and social groups. This means identifying where provision can be made for more early years' schooling, physical and cultural recreation for the young and the old, healthcare and police services.

Your ideas on what is needed has produced as many as nine issues, covered by four of our vision objectives. The options are set out on the two next pages; please tell us your choices.



## Your choices (*one per question*)

Tick one box for each question

### Objective 1: to be a regional centre of excellence for culture and education

#### Q1. How can we maintain and enhance facilities for arts and cultural activities, particularly performance arts?

- (a) Rely on existing provision in or outside the area.
- (b) Incorporate improved facilities in any development of the Town Hall, available at affordable prices.
- (c) Identify site(s) within the town centre/Cultural Quarter which could include arts facilities, and use funds from commercial development to help set them up.

#### Q2. How can the centre of Ealing be improved to capitalise on its cultural history and enhance its attraction to visitors?

- (a) Do nothing
- (b) Improve information services and other facilities, including wayfinding, through developers' contributions to public realm improvements.

#### Q3. How can we meet the need for early years childcare and primary schooling, to meet planned population increases ?

- (a) Make no specific plan, but hope that a Free School provider will find a site, or that primary schools further from the centre can accommodate the increase.
- (b) Reserve alternative site(s) within the town centre such as the Perceval House car park or current police station.

### Objective 2: to deliver a safe and welcoming evening economy

#### Q1. How can we maintain a balance between growth in licensed premises and preservation of local amenity?

- (a) Make no plan and rely on market forces.
- (b) Give new guidance to potential applicants.

#### Q2. How do we achieve a rich mix of uses within the Town Centre to promote a safe and welcoming environment?

- (a) Make no plan and rely on market forces.
- (b) Develop supplementary guidance to encourage and support mixed uses.

continued on next page

## Culture and community (continued)

### Your choices (one per question)

Tick one  
box for  
each  
question

#### Objective 3: provide new leisure and recreational facilities

**Q1. How do we provide accessible, affordable indoor and outdoor sporting facilities for all ages and groups in the community?**

- (a) Rely on existing private and public provision, including that in neighbouring areas.
- (b) Encourage provision of permanent and temporary facilities within community and public areas.
- (c) Require new developments including hotels to provide indoor facilities open to all at affordable prices, and/or to make a contribution to the provision and maintenance of outdoor facilities within reasonable distance.

#### Objective 4: be an integrated and balanced community, catering for diverse and changing needs across all ages and social groups

**Q1. How do we ensure there are sufficient primary healthcare facilities to serve the current and future population?**

- (a) Leave it to the appropriate health care trust.
- (b) Ensure there is enough space in the town centre for health care before approving any significant increase in housing.

**Q2. How are facilities to be provided for older, disabled and vulnerable people to enable them to continue to live as integrated members of the town centre community?**

- (a) Rely on existing requirements for mixed communities with a range of housing types across the borough to meet need.
- (b) Ensure mixed and affordable housing quantities approved for town centre residential developments are actually delivered.
- (c) Require developers to co-operate with voluntary and faith bodies to enable flexible community-use facilities, particularly for minority and disadvantaged groups.

**Q3. How can access to police services be made for residents and visitors?**

- (a) Make no plan for police front counter services after closure of the present service at 67-69 Uxbridge Road.
- (b) Make the building an asset of community value and redevelop it for retained counter service and/or other community use.
- (c) Find other sites in the area for public police service.

## What to do next

**Now please tell us about yourself.**

What is your postcode?

What is your age group? (please tick)

Under 20	20 - 29	30 - 39	40 - 49	50 - 59	60 - 69	70+
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are you: Male  Female

**If you would like to be kept informed** about what we are doing to create a neighbourhood plan, please **sign up at** <http://eepurl.com/p8405>, and we will put you onto our mailing list. You can also enter your name and email address below.



Your name: .....

Your email address:  
.....

When you have finished, please **return the whole form no later than 12 September to:**

Central Ealing Neighbourhood Forum  
Walpole House  
18-22 Bond Street  
London W5 5AA

Alternatively, if you want to keep this printed copy for your own records, you can transfer the answers to the on line form on our web site at:

[www.centralealingforum.com](http://www.centralealingforum.com).

**Thank you for taking part!**

