



West Ealing Centre Neighbourhood Plan Submission Plan 2017- 2032

January 2018



St. John's Church, West Ealing

West Ealing Centre Neighbourhood Plan 2017-2032

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Dean Gardens

Foreword

The centre of West Ealing was little more than farms, an east-west toll road and some coaching Inns in the 18th century. Market gardens and orchards flourished in the 19th century. Little else changed until the second half of the 19th century when trains and trams arrived in West Ealing, home building flourished, churches were built and department stores and other shops were established.

Up to the 1950's West Ealing centre rivalled central Ealing as a shopping centre. Fruit and vegetable stalls were and are still a major feature of our high street. In the last 60 years although the number and range of cafes and restaurants has massively increased, there has been a gradual decline in major retail outlets in the centre. Two Council estates were built at Green Man Lane and near Dean Gardens and are now being redeveloped and densified with mixed tenure for completion after 2020. Crossrail will be operational at West Ealing Station by 2019.

This Neighbourhood Plan attempts to meet local residents' and business needs for West Ealing centre within the context of local, regional and national planning guidelines.



West Ealing Magistrates Court

List of Land Use policies

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1. Introduction and Background



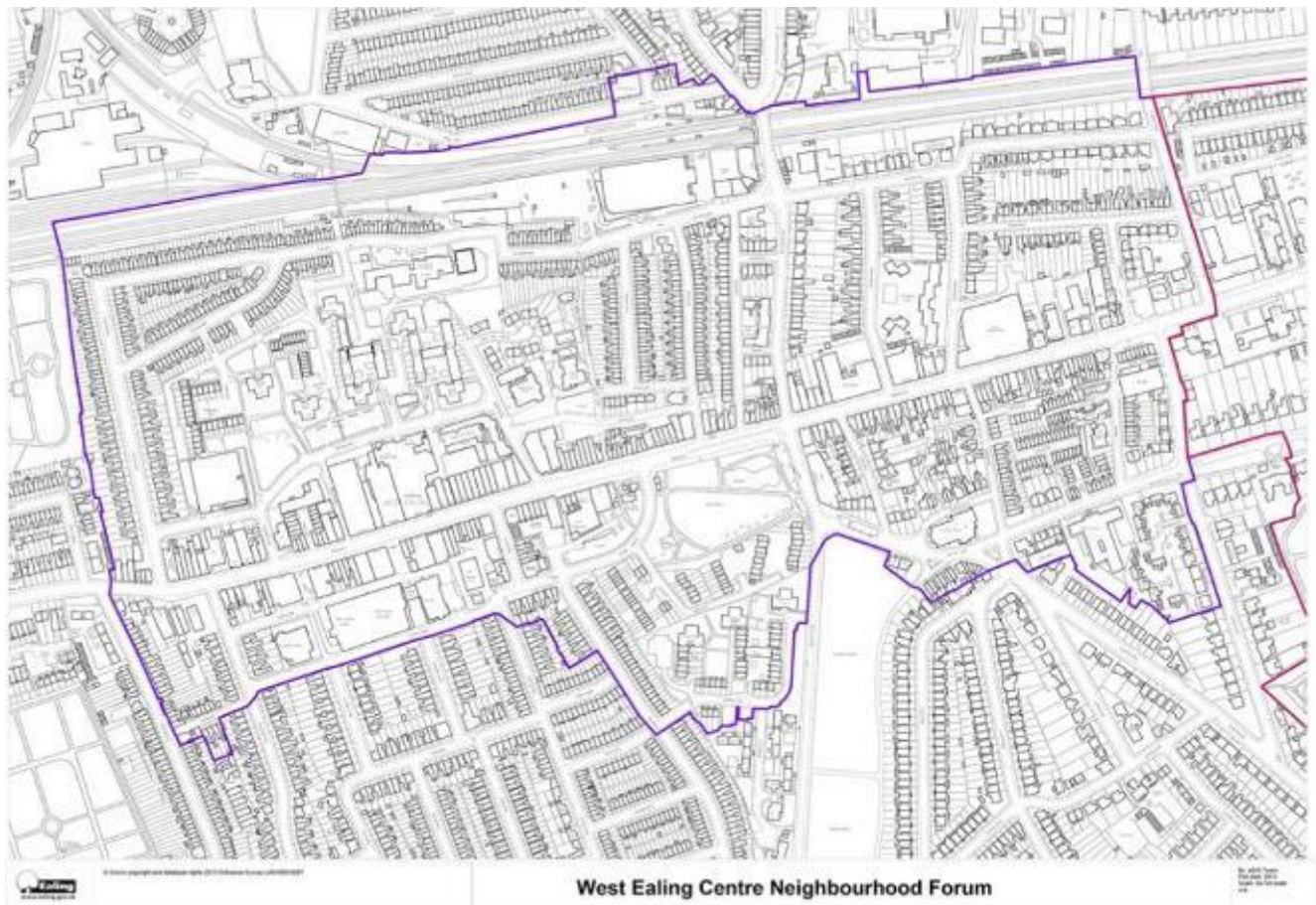


- 1.1 West Ealing Centre Neighbourhood Forum (WECNF) has prepared a Neighbourhood Plan for the area designated by the local planning authority, the London Borough of Ealing (LBE), under the provisions of the Localism Act 2011 and of the Neighbourhood Planning (General) Regulations 2012. The forum was formally designated by LBE on 27 March 2013.
- 1.2. The purpose of the West Ealing Centre Neighbourhood Plan (WECNP) is to complement the Ealing Development Strategy 2026 and the Borough's Development Sites and Development Management policy documents as they apply in this area. Together, the planning policies will determine planning applications in the area.
- 1.3. Neighbourhood Plans provide local communities with the chance to shape the future development of their areas. Once approved at referendums, the WECNP becomes a statutory part of the development plan for the area and will carry significant weight in how planning applications are decided. Neighbourhood Plans can therefore only contain land use planning policies that can be used for this purpose. This often means that there are important issues of interest to the local community that cannot be addressed in a Neighbourhood Plan if they are not directly related to planning.
- 1.4. Although there is considerable scope for the local community to decide on its planning policies, Neighbourhood Plans must meet some 'basic conditions'. These are:
 - Is the Plan consistent with the national planning policy?
 - Is the Plan consistent with local planning policy?
 - Does the Plan promote the principles of sustainable development?
 - Has the process of making the Plan met the requirements of the European environmental standards?
- 1.5. In addition, the Forum has shown that it has properly consulted local people and other relevant organisations during the process of making its Neighbourhood Plan and has followed the 2012 Neighbourhood Planning Regulations.
- 1.6. These requirements were be tested by an independent examiner following extensive public consultation. The examiner recommended to LBE that, following modification the plan go to referendums. As a business forum both residents and businesses owners who are non domestic rate payers qualify to vote in separate referendums—one for residents and one for businesses. If a simple majority of the turnout votes for the Plan in both referendums then it becomes adopted as formal planning policy for the area

The Referendum Version Plan

- 1.7. This Plan follows the examination of the draft version and incorporates modifications designed to ensure that it meets the key requirements for the plan to work well as a development plan document and meets the basic conditions.
- 1.8. If the Plan successfully passes the referendums then it will be adopted as part of Ealing's Local Plan. This may include minor changes to document style and layout, but none of the policies will change in substance.

2. The Neighbourhood Area



Plan B: Key features of the West Ealing Centre Neighbourhood Area

- 2.1. The WECNP area lies to the west of the main Ealing town centre. Within this area the Uxbridge Road, also known as Broadway has the largest general footfall and this is where most of the local amenities including shops and restaurants can be found.
- 2.2. The eastern extremity of the WECNP area is delineated by Culmington Road and St Leonard's Road which are on the boundary between postal districts W13 and W5. The northern boundary is the mainline railway line, which is being upgraded as part of the Crossrail project and will include a new Crossrail station in West Ealing on Manor Road. The western boundary adjoins Hanwell Cemetery which extends up to the railway line, and the southern boundary includes Dean Gardens and the Sherwood Close Estate adjoining an established residential area to the south.
- 2.3. West Ealing is an urban community of some 32,000. Census data from 2011 indicated an ethnically diverse population with 25% from a minority background, although this percentage is expected to be noticeably higher now. There are approximately 3,500 homes in the Neighbourhood Area and over 350 businesses.

2.4. Assessments carried out by the Environment Agency indicate that there are no specific fluvial flood risks in the WECNP area, although it has been highlighted that there are areas within the neighbourhood area boundary that are susceptible to surface water flooding. Some of the areas noted for surface water flood risk are categorised as 'High Risk', but most are 'Low Risk'.

2.5. The WECNP area has a strong urban character with a mixed and busy high street and is undergoing redevelopment across a number of areas and sites.

2.6. In 1966, there were plans to build a new road linking Ealing Centre with West Ealing Centre, with new flats, pedestrianised areas, squash courts, an ice rink and parking for 10,000 cars. This never came to fruition and was subject to strong opposition from the communities within Ealing. Later, there were plans to increase the pedestrianised areas along Uxbridge Road and to reduce congestion and improve traffic flows along the West Ealing stretch of the Uxbridge Road, but this too never happened.

2.7 The WECNP area has a strong urban character with a mixed and busy high street and is undergoing redevelopment across a number of areas and sites.



Broadway

2.8. In 2001, a whole raft of proposals were mooted which included the regeneration of the Green Man Estate (which is currently now underway), the Lido Cinema and the Singapore Road multi-storey car park. It was around this time, that the West Ealing Working Group was formed, and after six years only the Lido Cinema had been redeveloped, with the crucial regeneration of the Green Man Estate deemed too expensive at the time, leaving the condition of the estate to deteriorate. The vision for the multi-storey car park at Singapore Road was also not realised and it too went into decline.

2.9. Since 2004, there have been many large residential blocks built in W13 and its immediate environs. By October 2008, the number of new flats built over that four year period amounted to 736.

2.10. In 2006, research began into how the Green Man Lane Estate might be redeveloped. Ealing Council owned 11.5 acres of the site and a planning application for redevelopment was submitted in February 2010 and subsequently approved. The regeneration plans involved the demolition of 464 homes and the construction of 716 new mixed tenure homes. In 2015 new plans were approved to demolish the current St John's Primary School on the site and build a new one with the addition of 92 homes. This scheme, due for completion in 2022 will be the single biggest residential redevelopment in West Ealing.

2.11. West Ealing's skyline is also changing, in a similar way but perhaps so far to a

lesser extent than central Ealing, with the recently created new hotel on the corner of Broadway and Melbourne Avenue just one example of the investment in the area and the height of new developments.

2.12. There are also plans for an 8 to 11 storey building on the site of British Home Stores, opposite the new hotel. The proposals include retaining 15,000 sq.ft of retail space on the ground floor with an additional 136 new dwellings above making up the eight storeys fronting onto the Broadway and 10 to 11 storeys fronting onto Singapore Road. The plans include for 30% of this development to be affordable with 55% being 2 bedroomed apartments.

2.13. The new hotel, along with the more intensive redevelopment of other sites within West Ealing, illustrate the development potential of the local area and the continuation of these types of development will further change both the character and the demographic of West Ealing.



Sainsbury's, West Ealing

2.14. The WECNF Neighbourhood Area overlaps with Ealing Green Conservation Area. There are no other conservation areas in the Forum.

2.15. The Forum has assessed the area and identified 22 buildings that are considered to be of local heritage value. Some of these buildings are on the LBE's Local Heritage List. Any additional buildings identified through the WECNP will be proposed for addition to the Local Heritage List.

2.16. The WECNP area will be affected by the new Crossrail project currently under construction, as a new Crossrail station will be built in West Ealing on Manor Road. Crossrail will be a new high frequency railway service from Reading and Heathrow in the West, through Central London to Shenfield and Abbey Wood in the east. The Crossrail project will improve accessibil-

ity and reduce travel times into central London which will further increase the attractiveness of areas like West Ealing to development investment and residential intensification. The West Ealing Crossrail station is planned to be fully operational by 2019. Crossrail may have a further positive impact through encouraging new business opportunities in West Ealing.

2.17. Within the West Ealing Neighbourhood forum area also lies the West Ealing Business Improvement District (WEBID). Like the WECNF, the WEBID also has a designated area, although this is different to the designated area created for the Neighbourhood Plan, WEBID's purpose is to recognise and protect 'traders' in their designated area. A trader is a person who buys and sells goods, currency or shares.



Broadway

2.18. West Ealing centre's architecture includes an eclectic mix of Victorian, Edwardian and Art Deco buildings and facades. These buildings are attractive and tangible reminders of the rich transport and trading history in the centre of West Ealing. Up until the 1870s there were a number of staging posts for coaches along the London to Oxford route. The mid 19th century Half-Way House Hotel (now called Diamond Hotel) is close to the site of an 18th century coaching inn.

2.19. Late 19th and early 20th century red brick and stucco retail developments including those at Chignell Terrace, 48 to 58 Broadway and 25 to 41 Broadway resonate of an era when West Ealing centre retail grew in size and variety. The F.H.Rowse department store, the W.J.Daniel and Co fashion house and men's outfitter Abernethy (all now sadly demolished) were leaders in this retail boom. Facilitating this growth was the arrival of the Great Western Railway (GWR) station at West Ealing in 1871 and the Ealing to Southall tram in 1901. The Edwardian Royal Mail sorting office in Manor Road and the J.Saunders furniture store in Alexandria Road no doubt owe their location to the proximity of the GWR station.

2.20. The Art Deco facades that include the former Woolworth building façade at 96 to 100 Broadway, and those at 101 Broadway, 105 Broadway and 154 to 156 Broadway are emblematic of the commercial confidence of central West Ealing in the 1920s and 1930s. During this period it rivalled central Ealing as a retail destination.



Broadway, West Ealing



Broadway, West Ealing

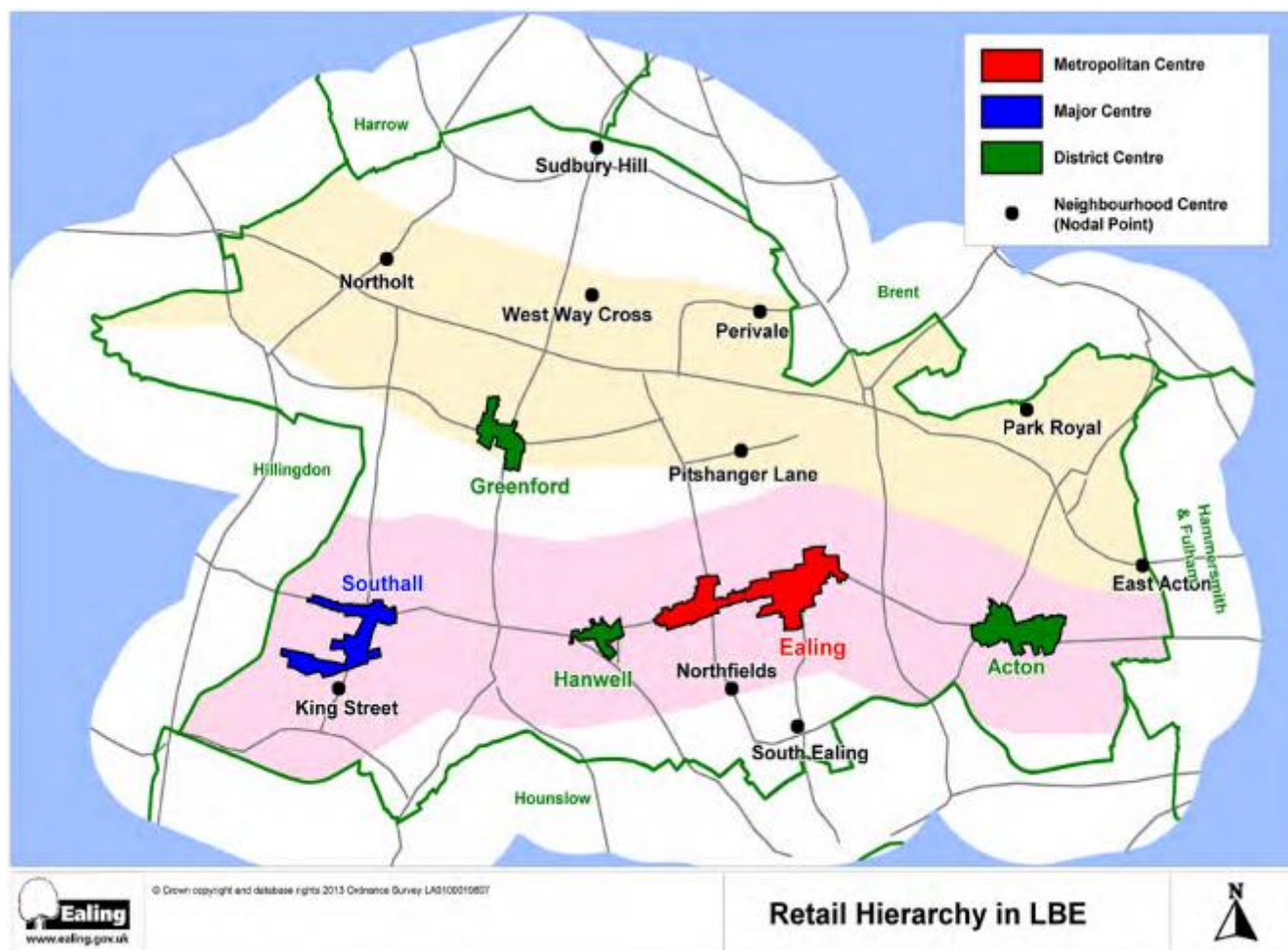
3. Planning Policy Context

- 3.1. The Forum lies within the London Borough of Ealing (LBE) planning authority area and within the wider London metropolitan area administered by the Greater London Authority (GLA) and the Mayor of London.
- 3.2. The National Planning Policy framework (NPPF) published by the Government in 2012 is an important guide in the preparation of local plans and neighbourhood plans. The WECNP must demonstrate that it is consistent with the provisions of the NPPF. The following paragraphs of the NPPF are especially relevant to the WECNP:
- Promoting economic development (para 21)
 - Ensuring the vitality of town centres (23)
 - Promoting sustainable transport (35)
 - Delivering a wide choice of high quality homes (50)
 - Requiring good design (58)
 - Protecting healthy communities (70)
 - Protecting local green spaces (76-77)
 - Conserving and enhancing the historic environment (126)
- 3.3. The LBE has planning policies that are helping to shape strategy and policies of the WECNP. The WECNP must be in general conformity with the strategic policies of the development plan.
- 3.4. The Ealing Development Strategy was adopted in April 2012 and provides the strategic planning policy framework for the WECNP for the period to 2026. The following policies are of particular relevance:



- Borough Boundary
- A40 Corridor
- Uxbridge Road Corridor
- Green Space
- Hinterlands
- Crossrail Route
- High Speed 2 Route
- Town Centres
- Neighbourhood Centres (nodal point)
- Proposed Improvements to Transport Stations and Interchanges
- ↔ Proposed and Potential Improvements to Transport Links
- ◇ Potential Housing Sites
- ◇ Opportunity Areas
- Blue Ribbon Network
- Strategic Industrial Location
- Locally Significant Industrial Site

Map of Ealing Borough Key Diagram



Policy 1.1 Spatial Vision for Ealing 2026:

Aiming to provide new housing and high quality office space and new redevelopment retail space. To also ensure the viability of boroughs town centres in accordance. To also enhance and protect suburban communities.

Policy 1.2 Delivery of Vision for Ealing 2026:

(a) At least 50% of housing developed in the borough up to 2026 will be affordable housing, as defined by the Local Plan, to achieve mixed communities with a range of housing types across the borough to meet the demand.

Policy 1.2 Delivery of Vision for Ealing 2026:

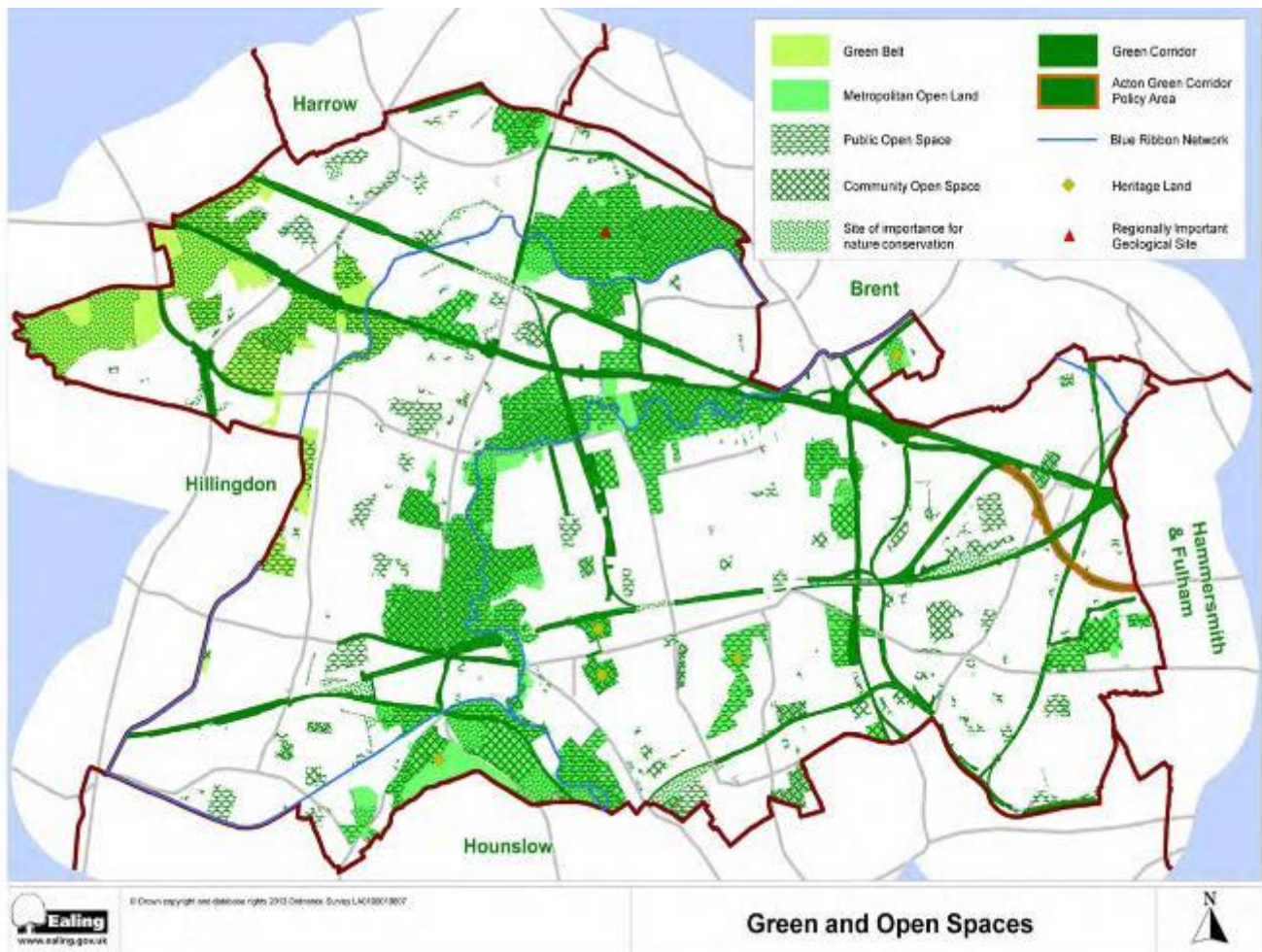
(c, e, f) to maintain and increase the supply of retail floor space across the borough to meet identified demand and to sustain the vitality and viability of the retail hierarchy. To support transport infrastructure.

Policy 2.1 Realising the Potential of the

Uxbridge Road/ Crossrail Corridor: Seeking the development of extra housing by 2026. To supplement the introduction of Crossrail with improvements in bus services. Also improvements to cycle ways, and create a balance between innovative regeneration initiatives and conservation of the built and natural environment.

Policy 2.5 Revitalise Ealing Metropolitan

Town Centre: to regenerate the town centre and develop a vibrant and diverse range of new homes, shops, offices, including reinforcing the distinctive character of West Ealing's value and convenience goods uses and a wide range of eating places whilst enhancing its historic buildings.



Policy 2.6 Regenerate the Green Man Lane Estate:

Achieve a more attractive and popular residential development through regeneration and integrating the development into West Ealing Broadway.

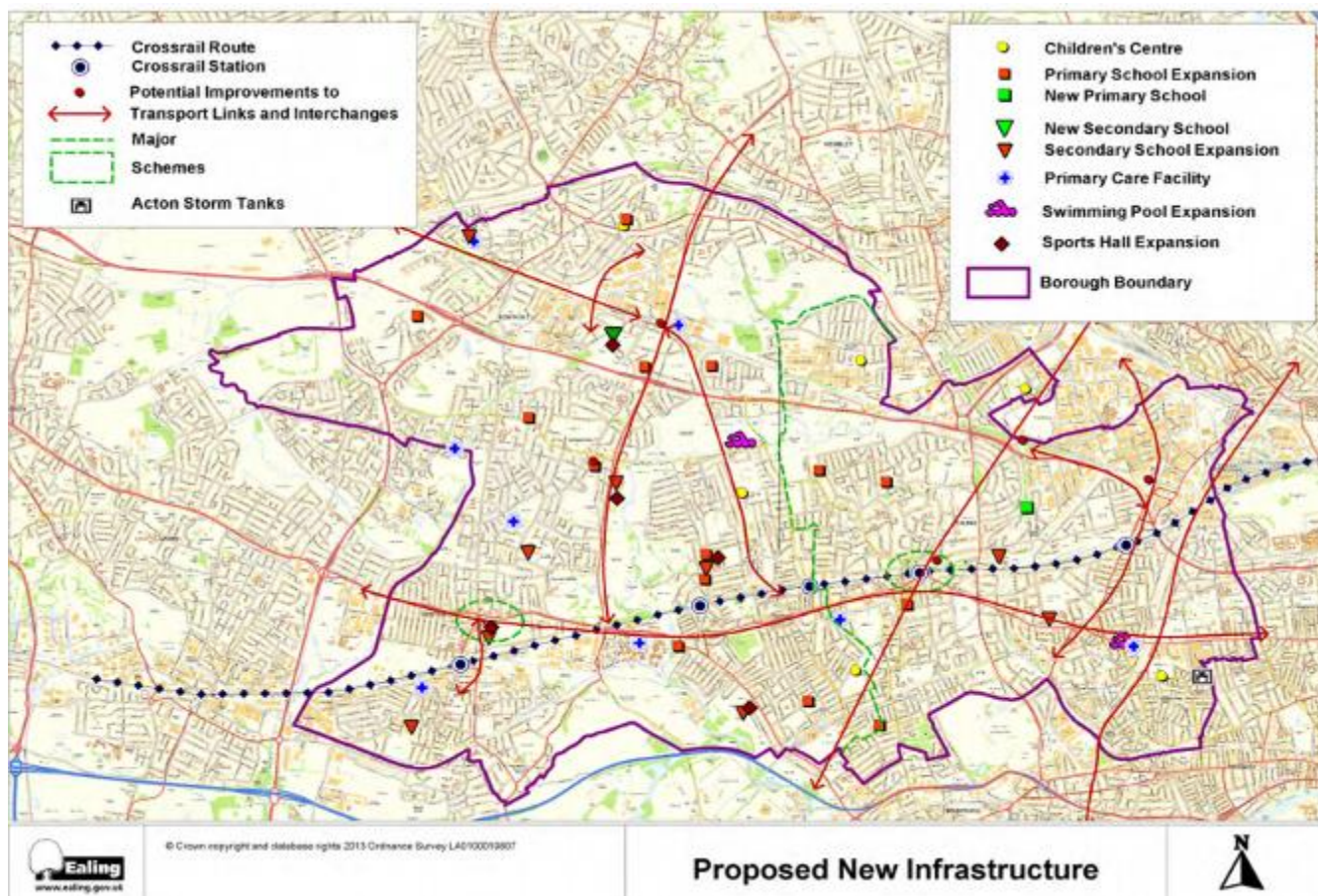
Policy 2.10 Residential Neighbourhoods: To protect the residential character of much of the wider Uxbridge Road corridor, whilst providing for further residential development, including affordable housing, largely at identified locations, and including proposals for the regeneration of municipal housing estates.

Policy 5.3 Protect and Enhance Green Corridors: as important links between strategic open spaces in the Borough comprising roads, railways and other corridors for the movement of wildlife

Policy 5.5 Promoting Parks and Local Green Spaces:

to protect open space of local value for informal recreation as part of the All London Green Grid, including Dean Gardens

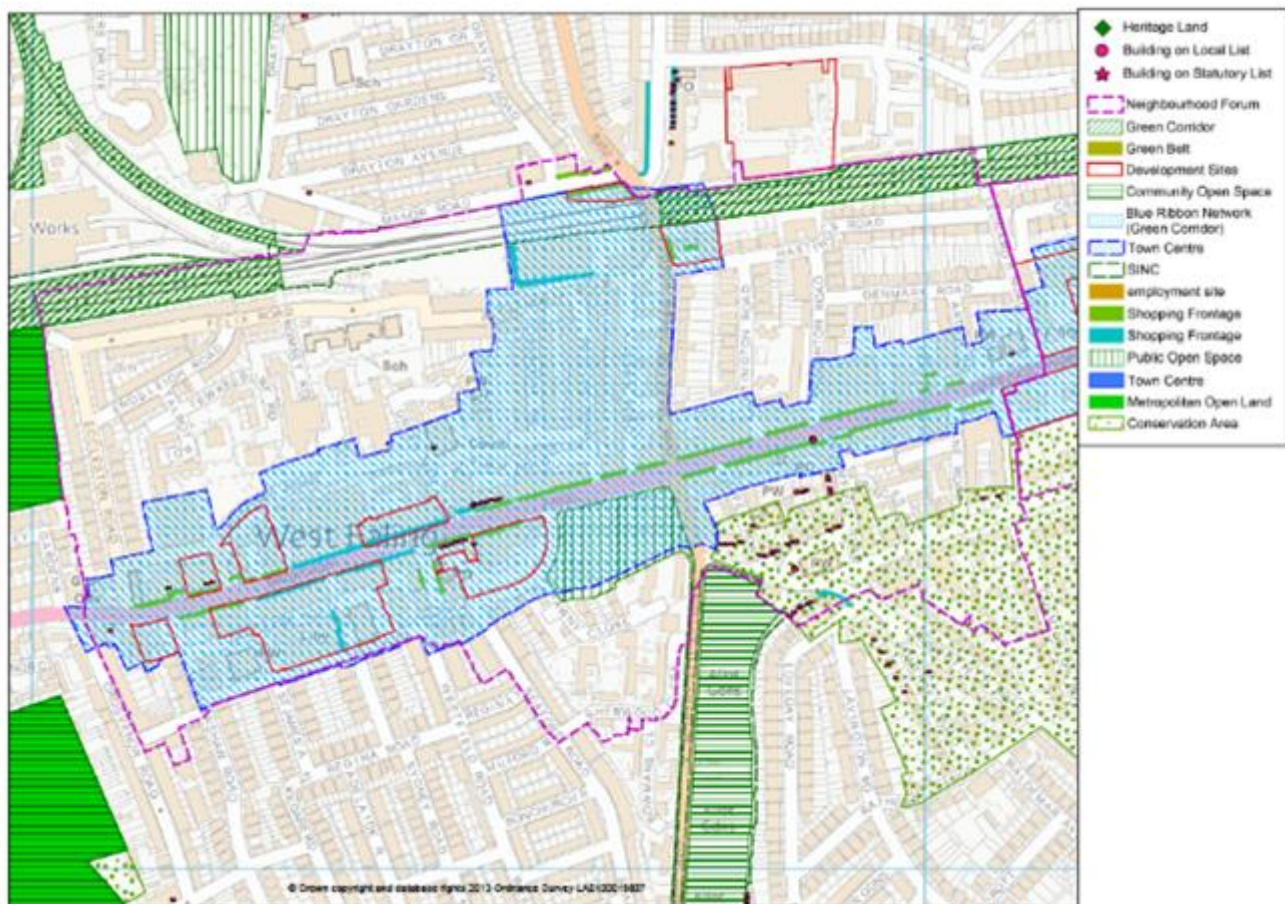
Policy 6.2 Social Infrastructure: identifying a series of improvement projects in the plan period, including West Ealing Library & Information Hub



Map of Proposed new infrastructure

3.5. In December 2013, LBE adopted its Development Sites policy document, which sets out specific site proposals in support of the Development Strategy. These proposals are intended to encourage and manage suitable development proposals over the plan period. The document identifies eight sites in the WECNP area:

- EAL11 West Ealing Station approach - for a mixed use development appropriate to a town centre location
- EAL12 West Ealing Crossrail Station - for a mixed use development appropriate to a town centre location and a functioning Crossrail station
- EAL14 Maitland Yard - for a mixed use development appropriate to a town centre location with retention of car parking
- EAL15 66-88 Broadway - for a mixed use development appropriate to a town centre location
- EAL16 59-119 Broadway & New Ealing House - for a mixed use development appropriate to a town centre location including retail, commercial, residential and re-provision of community uses and car parking
- EAL17 Chignell Place - for a mixed use development appropriate to a town centre location including retention of place of worship
- EAL18 130-140 Broadway - for a mixed use development appropriate to a town centre location including the provision of community uses
- EAL19 Western Gateway (131-141 Broadway) - for a mixed use development appropriate to a town centre location



3.6. The London Plan is the overall strategic plan for London. It establishes a range of strategic policies that need considering within Neighbourhood Plans. At a local level, the Plan operates with LBE's own Development Management policy document of 2013, which varies and supplements the Plan in respect of detailed development management policies for the Borough. Of most relevance to the WECNP area are the following policies:

- Policy 2.18 Green Infrastructure - defining the Community Open Space at Dean Gardens as a green infrastructure asset for protection and enhancement
- Policy 3.4 Optimising Housing Potential - defining appropriate density ranges in the town centre
- Policy 4B Retail – in respect of retaining retail uses in the primary and secondary shopping frontages
- Policy 4C Main Town Centre Uses – in terms of how such uses relate well to their surroundings and seeking to prevent an over-concentration of uses
- Policy 6.13 Parking – defining car parking standards
- Policy 7.4 Local Character – requiring development proposals to complement their street sequence, building pattern, scale, materials and detailing
- Policy 7C Heritage – enabling the identification of local heritage buildings for inclusion on the Ealing Local Heritage Assets Register for appropriate conservation

Conservation Areas

- 3.7. There is one conservation area within West Ealing, which is Ealing Green Conservation Area- situated on the western end of Mattock Lane, Somerset Road, Churchfield Road and part of Culmington Road.
- 3.8 Future development should respect the setting and views in to and out of the Conservation Area to sustain its character.

4. Community Views on Planning Issues

- 4.1. The Forum has consulted with the local business and residential communities during the course of the Plan preparation process, and the WECNP is based upon the results of these consultations, which have included meetings, open days and community surveys.
- 4.2. There has been a comprehensive series of meetings recorded with the community through local events and with other stake holders including land owners, local institutions, local interest groups and statutory bodies.
- 4.3. A survey was carried out in which there were 320 respondents who provided a wide and diverse range of opinions.
- 4.4. The key headlines from the survey questions were:
- The importance of the West Ealing retail area for the community was clearly visible
 - The support for a mixed and diverse shopping area in West Ealing
 - There is a strong appreciation for good quality restaurants, and a demand for more of them.
 - Problems with the perceived quality of some of the retail area environment
 - Proliferation of “down-market” retail uses
 - Parking and rates were also recognised as significant issues when it comes to supporting retail



West Ealing Fire Station

5. Vision, Objectives & Land Use Policies

Vision

5.1 The vision for the West Ealing Centre Neighbourhood Forum area is that by 2031 it will have:

- Created an attractive, accessible and commercially successful centre with a diverse and well-balanced retail and leisure offer able to cater for the needs of the West Ealing's residents as well as those from the wider area. An appropriate provision of car parking will be made to ensure that the needs of businesses and residents alike are met.
- Provided new facilities and infrastructure to support existing and attract new businesses, and generate job creation and economic growth.
- Ensured new development is suitable for its surroundings and of a height and scale that fits within its existing context. Design of all new development will be of a high quality complimenting and enhancing the existing townscape.
- To protect West Ealing's heritage assets with a Local List identifying those buildings considered to be of particular merit.
- Made sure new development has demonstrated that existing facilities are adequate to support all additional demands generated by it without detriment to existing users and where this is not the case providing or contributing towards new facilities as required. This includes education, medical and community facilities.
- Rectified existing gaps in public transport and realised the maximum potential benefit of Crossrail through the delivery of complimentary measures providing exceptional access to the new station on Manor Road
- Used the opportunities arising from new development to improve access to existing transport services with the replacement of Jacob's Ladder as a key aspiration.
- Improved artistic and cultural vitality through the creation of adequate facilities for events and performance with an aspiration for the provision of a venue capable of accommodating an audience of 200. Existing community focussed events such as Soundbite and the Christmas Fair will be supported with an emphasis on the increased use of Dean Gardens and other existing external spaces.
- Supported the delivery of a public realm, including streets, open spaces and parks that is fit for purpose, well designed and maintained to the highest standards ensuring that outdoor life, leisure activities and sport are facilitated and promoted.



Dean Gardens

Objectives

5.2 To achieve this vision, five key areas have been identified within which these vision objectives will be delivered:

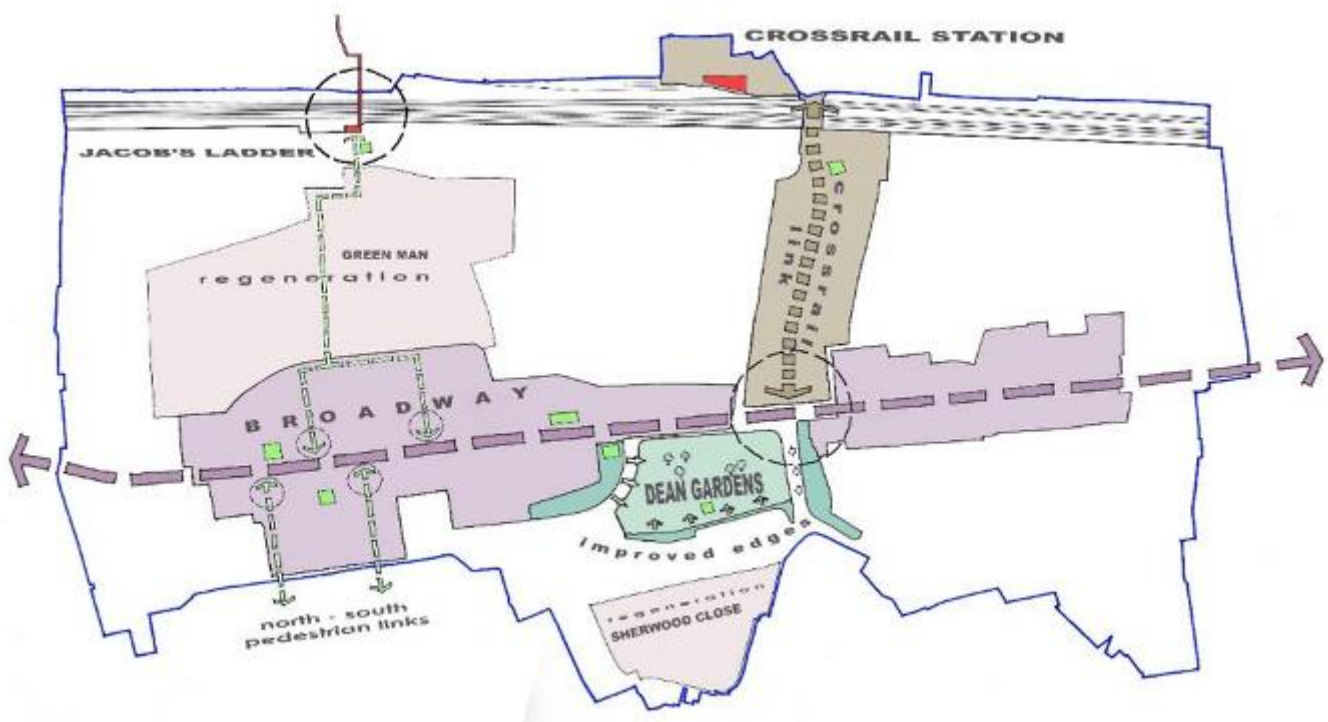
1. Crossrail Link- Due to open in West Ealing by December 2019 in the north of West Ealing Centre Neighbourhood Forum.
2. Broadway- This is a very significant part of West Ealing where most of the area's commercial and retail outlets operate.
3. Pedestrian Links- It is an objective of the Neighbourhood Forum to increase connectivity throughout the area, especially between Broadway and the new Crossrail Station in the north. Specifically the connectivity for pedestrians along Drayton Green Road and through the Green Man Estate.
4. Dean Gardens- As the only noticeable open green space in West Ealing Centre Neighbourhood Area, Dean Gardens is a hugely valued asset in the community located off of The Broadway.
5. Community Facilities- Community facilities are required in the area for the benefit of local residents.

5.3. These objectives combine to form a clear spatial plan for how West Ealing should change over the next decade or so and this is illustrated on the Concept Plan opposite. There is no doubt that the Cross Rail station will significantly increase the convenience and popularity of this area as a place to live, work and enjoy. This would normally mean new developments

around the station would be larger and taller, to take advantage of their higher accessibility to public transport. However, West Ealing remains a predominantly suburban area, and its retail centre will continue to play a secondary role to Ealing Town Centre. Although there is some scope for introducing more housing to the Broadway as part of taller, mixed use development schemes, there is a limit to how far that change should go, without beginning to fundamentally alter the character of the area. The current spatial framework of the London Plan and Ealing Core Strategy do not anticipate or encourage the planning of such change. Instead, the objectives look to plan for incremental change through to the end of the next decade. Should the strategic framework for Ealing change in that time, and advocate that West Ealing should be a place for major growth, then the Forum will consider if and how a review of this Neighbourhood Plan may assist in planning for that change.

Monitoring & Review Policy

5.4. The WECNP will be monitored by Ealing Council using data collected in planning monitoring reports. The objectives will form the core of the monitoring activity but other data collected and reported at a local level relevant to the Plan may also be included. It is expected that the WECNP will be formally reviewed on a five-year cycle or to coincide with the development and review of the development plan if this cycle is different.



West Ealing Concept

Land Use Planning Policies

- 5.5. The planning policy context and the community engagement work already undertaken have raised a number of issues for the Neighbourhood Plan to address:
- What are the most important local characteristics that new development should respect?
 - What is a sustainable mix of uses for Broadway that will ensure its vitality and attractiveness to local users?
 - What considerations are there for successfully integrating the new Crossrail station and how can connectivity be improved across the plan area?
 - What community facilities would be on the list of those to be protected from change of use?
 - Which spaces meet the criteria for designation as Local Green Spaces?
- 5.6. Land use policies are used to determine planning applications made for development proposals. They can establish the principles for retaining or changing the use of land in settlements. They can also set out the conditions against which development proposals will be judged in terms of their design, use etc.
- 5.7. The purpose of these policies is to either encourage planning applications to be made for things the local community wants to see happen or to discourage applications for developments that they do not want to happen. Policies must be clearly written so they can be easily applied when considering planning applications.

5.8. The plan deliberately avoids repeating existing national or local planning policies. The proposed policies therefore focus on a relatively small number of key development issues in the area. For all other planning matters, the national and local policies of other planning documents- The National Planning Policy Framework, the London Plan and the policies of the Ealing Borough Local Plan (EBLP) will continue to be used.

5.9. Set out below are the proposed policies of the Plan. Each policy has a number and title and the policy itself is written in bold italics for ease of reference. There is also a short statement explaining the intention of the policy and any other relevant background information. At the end of this document is the Policies Maps; where a policy refers to a specific site or area then it is shown on the map.

WEC1: Royal Mail Building, Manor Road

Proposals for a change of use or minor alteration to the Royal Mail Building, as shown on the Policies Map, should:

- i. retain and conserve where possible the building and its setting;***
- ii. respond appropriately to the new Crossrail station; and***
- iii. comprise either commercial, retail and/or residential uses.***

5.10. The site is located on Manor Road opposite the Crossrail Station which is due to open in 2019. The site is an area which will undergo significant change and an increase in footfall. The building is currently used for Royal Mail operations and has architectural character and although not listed it is included on the LBE Local List. It sits within a predominantly residential setting and forms a gateway to the Crossrail station when approached from the north along Drayton Road. Although there are no plans to close the operations, this policy seeks to en-

sure that future development proposals will be generally supported provided they meet the specifications and scope for what could be sensitively achieved on the site, considering its surroundings and the building itself.

5.11. This policy lies within the Town Centre designated area due to Policy WEC13 Town Centre, which seeks to extend the current Town Centre to include WEC1 because of support for a mixed use redevelopment.



Policy WE1 –Royal Mail Building, Manor Road

WEC2: 1-4 Manor Road

Proposals for the redevelopment of the shops opposite the Crossrail Station on Manor Road, as shown on the Policies Map, should:

- i. retain the building line fronting Manor Road and responds successfully in terms of height and massing with the surrounding buildings; and***
- ii. comprise a mix of retail and commercial uses on the ground floor and residential accommodation above.***

5.12. The site is currently occupied by a terrace of four three storey buildings with retail/commercial ground floor (taxi company, convenience store, estate agents and betting shop) with residential above. It sits in a predominantly residential setting near to the new Crossrail Station when approached from the north along Drayton Road.

5.13. The site is important to the setting of the new Crossrail Station and consideration should be given to allocating it in the Plan through a policy that supports its sensitive development with consideration given to protecting the residential setting and amenity of

neighbouring dwellings.

5.14. Although opposite the new Crossrail station, the site is not suited to any increase in building heights normally resulting from such a location. Instead, parts of the Broadway are better suited to taller buildings.

5.15. This policy lies within the Town Centre designated area due to Policy WEC13 Town Centre, which seeks to extend the current Town Centre to include WEC2 because of support for a mixed use redevelopment.



Policy WE2—Manor Road

WEC3: 51-57 Manor Road

In addition to the provisions of policy EAL12 of the adopted Development Sites Development Plan Document for the redevelopment of a mixed use site as shown on the policies map; proposals for development should:

- i. ensure that the pavement along this part of Manor Road remains wide enough for the increased footfall from Crossrail;***
- ii. respond appropriately to the new Crossrail station; and***
- iii. continue to accommodate active ground floor uses on Manor Road.***

5.16. The site is considered to be a key development site and presents an opportunity for improvements to the public realm and access to the new Crossrail station.

5.17. The site is currently occupied by a group of five single storey shop units that sit next to the Crossrail station and back onto the rail line. The site is important to the setting of the Crossrail station and consideration should be given to allocating it in the plan through a policy that supports a comprehensive redevelopment that enhances the setting, presence and accessibility of the Crossrail station.

5.18. The existing building line is set back

from the site boundary leaving a wider pavement. Any new development should remain within the existing building line and retain the existing pavement width as a minimum to accommodate the increased level of pedestrian flows when the Crossrail station becomes more operational.

5.19. The building line, massing and detail of any new development particularly at street level will have an impact on the setting, visibility and presence of the Crossrail station. Any new development should therefore have regard to this particularly from the approaches to the Crossrail station along Argyle Road and the pedestrian crossing connection to the Avenue.



Policy WE3—Corner of Drayton Green Road and Manor Road

WEC4: 1-5 Lancing Road

Proposals for the improvement or redevelopment of residential buildings and land at the corner of Drayton Green Road and Lancing Road, as shown on the Policies Map, should:

- i. comprise either residential, retail or commercial uses on the ground floor with residential use on the upper floors;***
- ii. be designed to have regard for the location of the site on the route from the Crossrail Station along Drayton Green Road to the Broadway, whereby it should form an effective connection between the station and the Broadway by improving the public realm and offering an engaging variety of active ground floor uses; and***
- iii. The development should effectively resolve the transition between Thornberry House and the retained terrace to the north.***

5.20. The site sits between Drayton Green Road and Kirchen Road with a frontage onto Lancing Road. It is a terrace of five two storey houses with second floor attics and rear gardens. The rear gardens have been divided creating a strip alongside a more recent four storey apartment block (Thornberry House) that fronts onto Drayton Green Road.

5.21. The site, including this strip of land, forms an unattractive gap along Drayton Green Road with exposed backs and poor surveillance. The pavement along this area is narrow and constricted around the bus stop which is adjacent to the site. The redevelopment of this site has the potential to improve the setting and amenity along Drayton Green Road

as part of improvements to the route between the Crossrail Station and the Broadway.

5.22. The site is important to improving the link between the new Crossrail Station and the Broadway. Consideration should be given to allocating it in the Plan through a policy that supports its sensitive and comprehensive redevelopment; to create a more active and attractive street frontage to Drayton Green Road, improve the public realm and reduce constrictions for pedestrians around the bus stop. It will be important to establish an acceptable height and massing and to demonstrate impacts on the local context and character of the wider residential setting.



5.23. It is important to protect the building line on the west side of the road so as to avoid further issues of congestion currently experienced by residents at Thornberry House.

WEC5: Land to the rear of 162 Uxbridge Road

Proposals for the redevelopment of private car parking land on Drayton Green Road, as shown on the Policies Map, should:

- i. create an appropriate connection and improved public realm between the station and the Broadway, comprising active frontage retail or commercial use on the ground floor and residential above; and*
- ii. comprise uses that respect the living conditions of neighbouring residential properties; and*
- iii. the building height and massing should be appropriate to the local context and the wider residential setting.*

5.24. A small site, situated in an important location. It acts as a rubbish trap and this along with its current use detracts from the streetscape. The site is at the southern end of Drayton Green Road on the eastern side and includes the car park/service area behind the NatWest Bank and the adjacent building both of which front onto the Broadway.

5.25. The site is relatively small in comparison to other development sites within the forum area. However, its location within the Crossrail corridor and the close proximity to The Broadway highlights the sites importance and the need to improve its street frontage.



Policy WE5—Car Park at Drayton Green Road

WEC6: Corner of Drayton Green and Broadway

Proposals for the redevelopment of commercial buildings and land at 2 – 3, Drayton Green Road, as shown on the Policies Map, should:

- i. create an appropriate connection and improved public realm between the station and the Broadway, comprising active frontage retail or commercial use on the ground floor and residential above; and***
- ii. secure high quality development which respects the height and massing of adjoining buildings, the prominent location on a corner site at Broadway and proximity to the Nat West Bank building.***

5.26. The site is at the southern end of Drayton Green Road on the western side and includes the corner building on the Drayton Green Road/Broadway junction, a parade of four shops, three of which are single storey, with the fourth being two storey and a strip of land that was previously a rear garden but is now a car park area.

5.27. The site is within close proximity to The Broadway and is not currently in keeping with the local scale of surrounding buildings.

WEC7: Dean Gardens

Proposals within Dean Gardens that enhance its social, cultural, recreational and leisure uses, especially if they would be effective in reducing antisocial behaviour, will be supported. Development should be small in scale and have minimal visual impact, in order to maintain the integrity of the Gardens in their open space use. Development which results in improved access to the park and enhanced pedestrian permeability from the south via Tawny Close will be supported.

- 5.28. Dean Gardens is the key public open space in West Ealing and its central location makes it accessible and an important recreation and leisure amenity for the community.
- 5.29. The layout of Dean Gardens and of the surrounding buildings provides little in the way of natural surveillance and oversight of the open space which has contributed to problems with anti-social behaviour, safety and crime.



Policy WE7 -Dean Gardens, West Ealing

WEC8: 1-19 Broadway & Leeland Terrace

In addition to the provisions of Policy EAL 14 of the adopted Development Sites Development Plan Document for the redevelopment of commercial buildings and land off Leeland Terrace, as shown on the Policies Map, proposals will be supported for a mixed use scheme incorporating a community facility.

5.38. This policy should be read alongside Policy EAL14 of the LBE Development Sites document in respect of the redevelopment of land on the corner of Broadway and Leeland Terrace. In addition to the provisions of that policy, this policy makes provision for a mixed use scheme to include office uses, which may have an active ground floor frontages to Leeland Terrace but not the Broadway.

5.39. The site is located on the corner of Broadway and Leeland Terrace. Due to the sites central location within the Neighbourhood Area, a community facility would be supported as part of a wider mixed use development. The Forum considers that a developments building height should not be significantly higher than surrounding buildings.

WEC9: 66 to 88 Broadway

In addition to the provisions of Policy EAL 15 of the adopted Development Sites Development Plan Document for the redevelopment of /commercial buildings and land at 66-88 Broadway, as shown on the Policies Map, proposals should incorporate:

- i. A mixed use scheme, with active retail frontages;***
- ii. A new pedestrian route from the Broadway through the site to connect to Singapore Road; and***
- iii. The development scheme should be sympathetic to the height, bulk and massing, as well as the character and usage of buildings which surround the site.***

- 5.40. This policy supplements Policy EAL15 of the LBE Development Sites document by adding further guidance to exploit the full potential of a redevelopment scheme in this location. The site currently comprises a row of 13 shops along the northern side of Broadway made up of a parade of ten 2 storey units (66 & 78) with retail at ground level and office/ other at first floor, and three further units with ground floor retail, two of which are single storey (80 & 84) and the third (86) three storey.
- 5.41. In addition to Policy EAL 15, this policy makes provision for the creation of a new pedestrian route to connect Broadway with Singapore Road to increase the number of ways that residents of the former Green Man Estate can access Broadway. It will also be one of a number of routes to make the trip between West Ealing and Jacob's Ladder much easier.



Policy WE9 –66-88 Broadway

WEC10: 57 to 119 Broadway & West Ealing House

In addition to the provisions of Policy EAL 16 of the adopted Development Sites Development Plan Document for the redevelopment of commercial buildings and land at 77-119 Broadway, as shown on the Policies Map, provision of a new cultural facility as part of the mixed use scheme will be supported.

- 5.42. This policy should be read alongside Policy EAL16 of the LBE Development Sites document in respect of its allocation for a mixed use development appropriate to the town centre. In addition to the provisions of that policy, this policy makes provision for inclusion of a cultural facility within the site, fronting Broadway.

WEC11: Chignell Place

In accordance with the provisions of Policy EAL 17 of the adopted Development Sites Development Plan Document for the redevelopment of commercial, residential and faith buildings and land at Chignell Place, as shown on the Policies Map, proposals should conserve and enhance the Victorian facades of the buildings at 120 and 122-126 the Broadway, unless it is demonstrably unviable to do so.

5.45. This policy supplements Policy EAL17 of the LBE Development Sites document, and aims to exploit the full potential of a redevelopment scheme in this location. The site currently comprises a mix of shops, flats above the shops and the West London Islamic Centre to the rear. The Centre has consent for a larger facility on its site.

unfeasible to do so.

5.46. People have been afraid to walk into Chignell Place for years for fear of intimidation and crime. Drug related crimes continues with five arrests made on 25 April 2016. Law and order initiatives have failed to reduce or eliminate crime here. It is completely unacceptable to have no-go area in our town centre. A radical redevelopment should deter crime and remove the fear of crime from this area.

5.47. Pedestrian 120-126 Broadway located at the entrance to Chignell Place comprise two matching buildings constructed in Victorian times. These are included on the Borough's local heritage list, and their frontages should be retained and conserved as part of the redevelopment of the full site, unless it would be demonstrably



Policy WE11—Chignell Place Entrance

5.48. The site is currently frequently used for illegal car parking, and often filled with litter making the place unsightly and uninviting.

5.49. There have been many failed attempts to make the area a safer environment. For this very reason, it seems removing cars from this space permanently and making it a pedestrian area is a last resort to improving Chignell Place to give it the best chance of thriving to become a community asset.

5.50. As you can see from the photos below, recent images taken in December 2016 show just how underused the space is, also with no interaction between Chignell Place and the West London Islamic Centre.

5.51. The police have been consulted on during the production of this Neighbourhood Plan and can see potential value ; as a result, no objection to this policy has been raised.



Policy WE11—Chignell Place



Policy WE11—Chignell Place

WEC12: Jacob's Ladder

Proposals for development or redevelopment of residential and commercial buildings on land at 42-44 Felix Road, as shown on the Policies Map, should:

- i. include retail and/or café uses on the ground floor with residential use the upper floors;***
- ii. maintain the public realm and route from Felix Road to the Jacob's Ladder pedestrian railway bridge;***
- iii. subject to viability, help finance improvements to the public realm and route from Felix Road to the Jacob's Ladder pedestrian railway bridge;***
- iv. be sympathetic in terms of size and massing to the surrounding area; and***
- v. respect the amenity of neighbouring residents.***

5.52. This policy encourages the redevelopment of a site comprising the convenience stores at 42 and 44 Felix Road and the public realm land between them that leads to the pedestrian railway bridge that crosses the mainline into Paddington to connect West Ealing and the Drayton Green area to the north. The bridge is commonly known as 'Jacob's Ladder' and is becoming increasingly popular as a route between the two communities to access local schools and shops. The quality of the public realm between the bridge and Felix Road is poor and unwelcoming.

5.53. The aim of the policy is therefore to provide a more attractive and better gateway to and from Jacob's Ladder to Felix Road and the main town centre area to the south. The redevelopment of the two buildings on either side of the space for either the retention of convenience retail uses and/or a café fronting on to the space will improve surveillance and create more active and attractive street

frontage. Any development scheme should help meet the costs of public realm and Jacob's Ladder improvements, unless it can be demonstrated that this would render the development unviable. The detailed design of the scheme should demonstrate how any potential problems, such as harm to residential amenity from a café, could be resolved.



Policy WE12 -Jacob's Ladder bridge

WEC13: Town Centre

The Neighbourhood Plan modifies the town centre boundary as defined by Ealing's Development Core Strategy in 2012 at Manor Road, as shown on the Policies Map.

Premises at the ground floor level in the primary shopping frontage of the town centre as defined on the Policies Map should be for A1 retail use.

Proposals for development or a change of use at ground floor level in the secondary shopping frontage as defined on the Policies Map should result in no less than 40% of units in that frontage being in A1 retail use. Development must not result in over-concentration of a particular use type which would erode local amenity.

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| <p>5.54. This policy aims to protect the high street for the benefit of the community, ensuring the amenities that are most needed are retained, whilst providing a diverse range of retail spaces throughout. This policy complements 4B of the This policy complements 4b and 4c of the Ealing Local Retail Policy and reflects concern of increase in A2 financial services and A5 hot food takeaways disturbing the character of the high street.</p> <p>5.55. This policy also makes a minor amendment to the town centre boundary, designated by London Borough of Ealing. The amendment is to extend the northern boundary slightly to include WEC policies 1 & 2.</p> <p>5.56. As a mixed use site is proposed; including them into the town centre boundary allows these two policies to be in conformity with LBE's Town Policy Designation.</p> | <p>5.57. West Ealing is becoming increasingly popular for high street restaurants and cafes which is generally thought to be beneficial and encourages both an active day and night-time economy. Traders are concerned about maintaining the highest possible standards for these businesses in order to protect the reputation of the area. As a form of guidance, there is a strong demand for a diverse range of restaurants within WECNF, and to maintain the quality of restaurants so that the area retains its reputation.</p> <p>5.58. The matter of high street parking availability and parking rates is a major issue for traders and has a direct impact on trade and high street sustainability. For this reason, there is a strong consensus that the loss of any more parking spaces would be detrimental to West Ealing and for this reason present parking availability must be protected.</p> |
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Policy WE13 –Town Centre

WEC14: Local Heritage Assets

The Neighbourhood Plan is supported by a survey of non-designated heritage assets that are of particular importance to the local character of West Ealing. These assets should be conserved or enhanced in a manner proportionate to their significance.

5.60. Non-designated heritage assets are assets of heritage value that are not subject to statutory listing or other designation. The absence of any particular heritage asset from a local list does not necessarily mean that it has no heritage value, simply that it does not meet the selection criteria or that it has yet to be identified. Instead, the WECNP list and the Register of Local Heritage Assets maintained by LB Ealing are intended to function as repositories of information that advise about the nature of the significance of particular assets.

5.61. Assets can be identified at any point up to and including the application stage and should be managed and protected in a way that is appropriate to their character and proportionate to their significance. This means that development proposals should demonstrate that they understand and take account of the things that make these assets important.

5.62. The Ealing Register of Local Heritage Assets is intended to function as a live document, and the information

identified by the WECNP will be considered for incorporation at the next appropriate review. The Register is available to view on the Council's website.



WEC15: Temporary Use of Vacant Premises

Temporary permissions for community and other uses that will improve the vitality of the Broadway should be supported.

- 5.63. Traders are anxious to reduce the impact of vacant premises within the Broadway, which is unsightly and detrimental to overall prosperity. Examples include the provision of a pop-up shop or community shop/art gallery. Although the temporary use of commercial units is now permitted development, this only applies to units of less than 150 sq.m. floor space and for up to two years. This policy is intended to encourage suitable temporary uses for larger premises and for longer periods than two years.
- 5.64. Bringing further activity and people back to the town centre during weekdays as well as at weekends, as well as varying the town centre's offering.

Proposals for the improvement or alteration of a shop front of premises in the primary shopping frontage on the high street will be supported, provided their design principles have full regard to the guidance set out in the LBE Shop Front Design Guide.

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6. Implementation

- 6.1. The WECNP will be implemented through a combination of the local planning authority's consideration and determination of planning applications for development in the Neighbourhood Area, and through steering public and private investment into a series of infrastructure proposals contained in the plan.

Development Management

- 6.2. Most of the policies contained in the WECNP will be delivered by land-owners and developers. In preparing the WECNP, care has been taken to ensure, as far as possible, that the policies are achievable.
- 6.3. Whilst the local planning authority will be responsible for the development management, the Forum will use the WECNP to frame its representations on submitted planning applications. It will also work with Ealing Council to monitor the progress of sites coming forward for development.

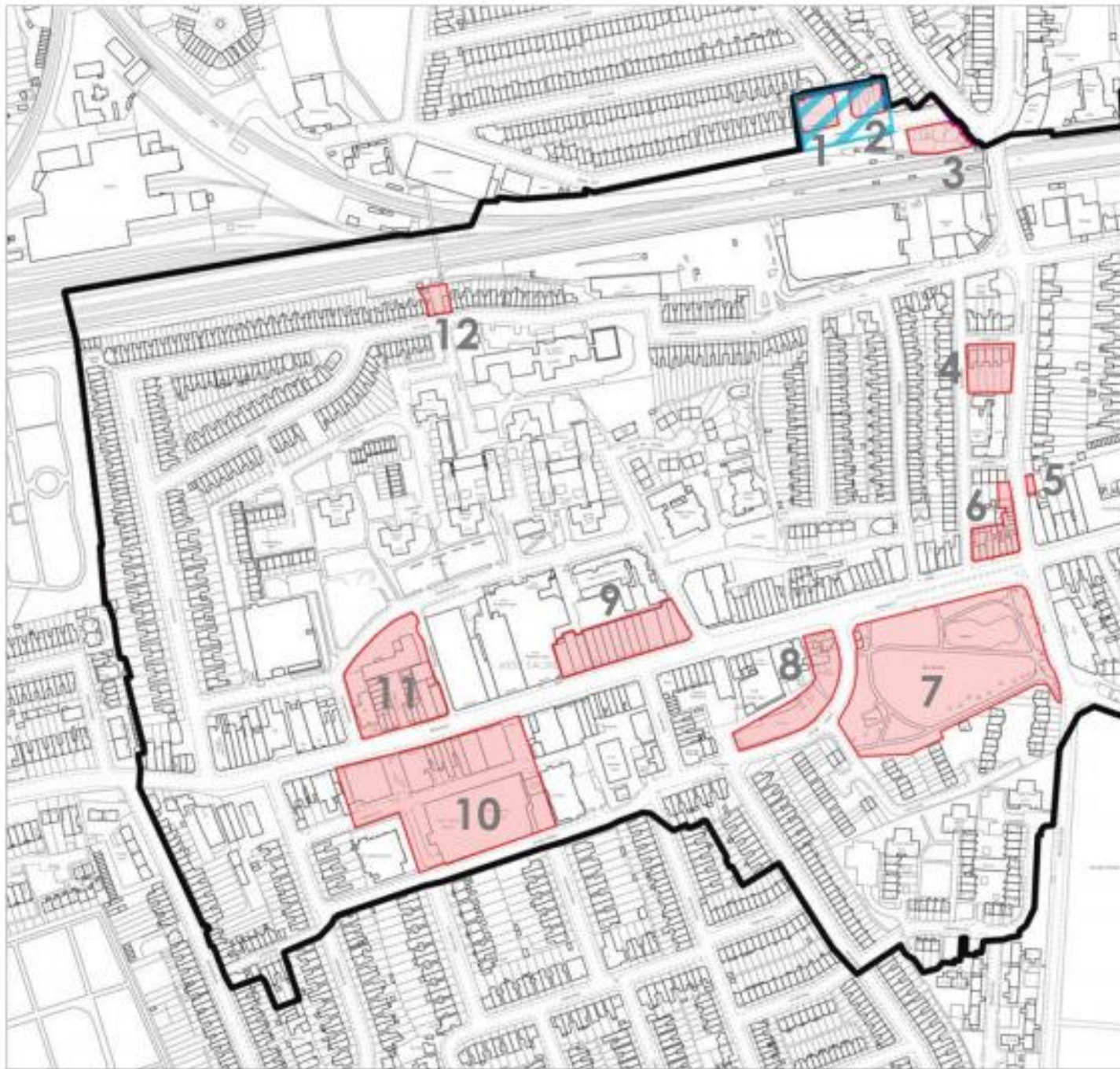
Infrastructure Projects

- 6.4. West Ealing Centre Neighbourhood Forum proposes some or all of the following projects for investment of future Community Infrastructure Levy funding allocated by the local planning authority and to the Neighbourhood Forum:
- Enhancing, maintaining or replacing Jacob's Ladder
 - Maintaining the old Woolworth's façade at 98 – 100 Broadway
 - Dean Gardens improvements
 - Improving pedestrian links

- Community facilities
- Community Arts

- 6.5. This series of local infrastructure projects will be prioritised for investment from Section 106 agreements and, if implemented, the LBE Community Infrastructure Levy (CIL). A minimum of 25% of the levy collected from development in the Neighbourhood Area will be passed by LBE for investments listed in 6.4 of this Neighbourhood Plan.

- 6.6. In addition, other policies of the Neighbourhood Plan require some planning obligations to be entered into as part of planning consents to finance and deliver specific infrastructure projects relating to the development scheme in order to make the scheme satisfactory in line with paragraphs 173 and 204 of the National Planning Policy Framework (NPPF).





West Ealing

Neighbourhood Plan

Policies Map

WEC 1:
Royal Mail building
Manor Road

WEC 2:
1-4 Manor Road

WEC 3:
51-57 Manor Road

WEC 4:
1-5 Lancing Road

WEC 5:
Land to the rear of
162 Uxbridge Road

WEC 6:
Corner of Drayton
Green and Broadway

WEC 7:
Dean Gardens

WEC 8:
1-19 Broadway and
Leeland Terrace

WEC 9:
66 - 88 Broadway

WEC 10:
57 - 119 Broadway
and West Ealing
House

WEC 11:
Chignell Place

WEC 12:
Jacob's Ladder

WEC 13:
Town Centre