background report: urban design and public realm

Fig. 3.8: Conservation areas and Listed buildings
ealing town centre development framework:

3.5 Development Sites

Local Plan Designations (Fig. 3.9):

- Ealing Broadway Station (64) - Station redevelopment and interchange improvement, including substantial office development above station and some retailing. The site should provide a landmark building.
- Arcadia site (63) - Mixed-use redevelopment comprising retail, residential, offices and (possibly) a cinema. Development should link to the Station, explore potential for a bus interchange and enhance Haven Green.
- Dickens Yard (58) - Demolition of Town Hall Annexe and provide mixed-use development including retail, cafes, offices, residential, fitness, community and (possibly) cinema uses. Should incorporate the creation of a new pedestrian square by the Church and improve the Town Hall setting.
- Broadway Centre (57) - Creation of new shopping floorspace in modern unit sizes through relocation of Central Library and relocation of some occupiers. Possible extension into covered walkway space along High Street.
- Lammerton Site (62) - New infill development including a retail ‘lane’ linking High Street to Bond Street and creation of new frontage to New Broadway enhancing pedestrian access between High Street and New Broadway. Possible pedestrianisation of High Street.
- Cinema Site (60) - Promote the redevelopment of cafe, community, arts and residential ‘lanes’ development linking the town hall/Uxbridge Road to Ealing Green/Market Lane/Pitshanger Manor etc, retaining cinema frontage and much of Bond St frontage. If cinema retained, deliver improvements and create links as above.
- The Bell and 51/53 The Mall (54) - Create ‘eastern gateway’ with landmark building including offices, retail and residential.
- Uxbridge Road - south side (66) & north side (65a-c & 93) - High density office redevelopment with leisure/restaurant use on ground floor. Subject to consolidation of office/tertiary education/civic function, some residential permitted. The site has landmark potential, subject to impact on residential to rear.
- Waitrose site (52) - Create Northern Gateway - west, including foodstore and housing/offices. Create landmark building and bus interchange.
- Gosai cinema site (53) - Create West Ealing Southern Gateway, exploiting landmark building opportunity and including mix of residential, leisure and community uses.
- 9-13 Broadway (59) - Retail with residential above, new public car park. Should create links to Dean Gardens and respect buildings of facade value.
- Former MfS site (56) - Mixed-use scheme including retail on ground floor and leisure/residential above. North south permeability and frontage to Singapore Road should be enhanced.
- Singapore Road Car Park (50) - Redevelopment to provide high quality parking (min 100 spaces) with residential above.
- 2-4 Uxbridge Road (51) - Create West Ealing Gateway with max 5-storey development including new shops, local services, flats, hotel. retain locally listed surgery if possible.
- Drayton Green Road/Hastings Road (61) - Create West Ealing Gateway - East, including hotel, office and/or residential.

Development proposals (Fig. 3.10):

Pre-application discussion stage:

- Arcadia (site 63) - Proposals are for a mixed-use redevelopment comprising office (approx 63,000 sqm), residential (22,000 sqm), cafe/restaurant and health centre uses with new routes linking the Station with The Broadway and Springbridge Road, new open space provision and ancillary parking. Development will vary from 5 to 27 storeys.
- Dickens Yard (site 58) - Redevelopment comprising retail with residential above, the creation of a new public open space adjacent to the Church, a new east-west route through the site and new public space within the site. Maximum height will be 11 storeys.
- Lammerton Site (site 62) - Redevelopment of a substantial part of the site to provide up to 170 residential units, retail and the creation of a new link between High Street and Broadway.
- 22-24 Uxbridge Road (site 65c) - Redevelopment for a mix of office and hotel uses.
- YMCA, 14-16 Bond Street (site 62) - Conversion and extension of existing gym to provide leisure, retail and 14 residential units.

Current applications:

- 79-89 Uxbridge Road (site 66) - Redevelopment to provide a 5 to 8-storey office building with 12 parking spaces.
- Westel House, 32-38 Uxbridge Road (site 65b) - Refurbishment of existing 16-storey building for offices with retail/restaurant at ground floor, erection of a 9-storey office building for office space, 14 flats and 5 houses to the rear, and parking for 70 cars.

Approved:

- Cinema site (site 60) - Redevelopment of cinema apart from front facade to provide 16-screen cinema (equivalent to 4-storeys), cafe, public exhibition areas and improvements to Barnes Pikle and forecourt.
- 9-13 Broadway (site 59) - Redevelopment with retail at ground floor and 25 residential units above, with 24 parking spaces. Improvements to Dean Gardens, affordable housing and education contributions secured via legal agreement.

Under construction:

- Waitrose site (site 52) - Redevelopment for foodstore (completed), 5 to 9-storey residential building including 84 units at the eastern end of the site, and a 4 to 5-storey residential building with 34 units at the western end of the site.
- Daniels site, Uxbridge Road (not designated) - Redevelopment to provide a new building of 2 to 7-storeys including retail/cafe at ground floor and residential (137 units) above.
background report: urban design and public realm

Fig. 3.9: Local Plan designated sites

Fig. 3.10: Development proposals
Previously identified sites (Fig. 3.11):

- A substantial proportion of the Metropolitan Centre has already been identified for potential redevelopment.
- Development is already being considered or taking place across a number of these sites.

Other areas to consider (Fig. 3.12):

Although a large area of the centre has been identified, there are other areas to consider for redevelopment or enhancement. These include:

- Ealing Broadway Centre - This should be considered for comprehensive redevelopment, rather than merely internal reorganisation, as suggested by the Local Plan.
- Christ Church Middle School - Located to the rear of the church, the buildings make inefficient use of the site and obstruct east-west movement.
- Kwik-Fit site - Located at the eastern end of The Mall, the site is currently lying vacant and provides the opportunity to create an enhanced eastern gateway along the frontage.
- Car park to the rear of Perceval House - This makes inefficient use of the site, obstructs east-west movement and contributes little to townscape character.
- Drayton Green Road currently provides a poorly defined and unattractive link to West Ealing centre.
- Dean Gardens - The quality of this space needs to be enhanced, access to it improved and surrounding development needs to relate more appropriately.
- West Ealing centre (south of Broadway) - Potential for redevelopment of the existing Sainsbury's needs to be considered, to provide a stronger retail focus, together with potential enhancements to existing public realm and opportunities for the creation of new public open space.
- West Ealing centre (north of Broadway) - Potential redevelopment of some sites needs to be considered to enhance north-south links and provide frontage along Singapore Road.

Key Issues:

Positives:

- There are significant redevelopment opportunities within the Metropolitan Centre.
- Established Policy support for redevelopment of a number of key sites.
- Strong developer interest.
- The wider regeneration programme already considering the regeneration of the Green Man Estate.

Negatives/Threats:

- West Ealing centre has so far failed to attract much developer attention.
- Developer interest in office uses along Uxbridge Road has been piecemeal.
- Lack of coordination and integration between individual development proposals.
background report: urban design and public realm

Fig. 3.11: Previously identified sites

Fig. 3.12: Other areas to consider
4. issues and influences

4.1 positive Issues and Influences (Fig. 4.1)

Movement

- Major public transport interchange at Ealing Broadway between rail, tube and bus.
- Good accessibility on foot (for nearby residents) and by public transport (for those further away - especially for those people living directly east and west).

Open Space

- The town centre is surrounded by a number of high quality green spaces.
- Ealing Green and Haven Green provide attractive focal points for shops and cafes to the south and north of the town centre.

Land Use and Character

- Major development proposals are in the pipeline, which provide the opportunity to significantly enhance existing retail offer.
- Haven Green provides a potential focal point for food and drink uses.
- Potential to develop the role of Ealing Green as a cultural quarter.
- Potential to reinforce the West Ealing Fringe area for food and drink uses.
- Potential to build on West Ealing’s identity as a convenience and specialist shopping centre.
- Residential development surrounding the centre is generally of a high quality.

Urban Form

- A number of historic buildings remain within Ealing Broadway Centre, which gives the area a strong and distinctive character.
- Predominant building heights of two to four storeys help engender a human and intimate scale of development.
- High quality housing surrounding the town centre.

Development sites

- There are significant redevelopment opportunities within the Metropolitan Centre.
- Established Policy support for redevelopment of a number of key sites.
- Strong developer interest.
- The wider regeneration programme already considering the regeneration of the Green Man Estate.
background report: urban design and public realm

Fig. 4.1: Positive urban design influences

The town hall, Ealing Green, The Arcadia redevelopment opportunity, Walpole Park
4.2 negative issues and influences (Fig. 4.2)

Movement
- Uxbridge Road highly congested and provides a barrier to north-south movement.
- Lack of a clear strategic north-south route through Ealing Broadway.
- Parts of the centre are not ‘pedestrian friendly’
- Inadequate provision for cyclists.
- Poor environment associated with transport interchange.
- Poor air quality at most congested road junctions.
- Unattractive public car parks.

Open Space
- Lack of clear and direct links between Walpole Park and Uxbridge Road make the park feel detached and as a result of the town centre fail to capitalise on the proximity of such a high quality open space.
- Ealing Green feels disjointed and traffic dominated due to dissecting roads.
- Haven Green has become an overspill for Ealing Broadway public transport interchange, to the detriment of its qualities as a green space.
- High boundary railings and lack of a southern edge are detrimental to the townscape character of Dean Gardens.
- The streetscene comprises a very hard urban environment.
- The green open spaces appear to act in isolation. Opportunity exists to better integrate and link the spaces.

Land use and character
- Over-concentration of night-time uses along the Mall.
- Ealing Broadway Station is busy and congested.
- Much of the office accommodation along Uxbridge Road is outdated.
- Lack of open space within West Ealing.
- Green Man Lane Estate integrates poorly with surrounding uses.
- Lack of arts and cultural facilities.
- A planned reduction in the presence of Thames Valley University within the Town Centre.

Urban form
- The mega-blocks within Ealing Broadway Centre, West Ealing Centre and along Uxbridge road are impermeable, provide barriers to movement and are detrimental to the overall legibility of the Centre.
- Exposed rear service yards to the rear of buildings along Singapore and Canberra Roads provide poor definition to the street.
- Low building heights within and adjacent to the Centre fail to maximise proximity to services and public transport accessibility, particularly close to transport hubs.
- A number of key views are not terminated by high quality or landmark buildings.
- There are few high quality landmark buildings across the town centre as a whole.
- Lack of high quality buildings within West Ealing.

- Lack of high quality buildings within the heart of Ealing Broadway centre.

Development sites
- West Ealing centre has so far failed to attract much developer attention.
- Developer interest in office uses along Uxbridge Road has been piecemeal.
- Lack of coordination and integration between individual development proposals.
background report: urban design and public realm

Heavily trafficked streets
Poor "quality" environments
Large impermeable urban blocks
Poor access to open spaces
Exposed service areas/poor edges
Run-down estates

Fig. 4.2: Negative urban design influences

Busy and unwelcoming environments around Ealing Broadway station
Cluttered public realm and heavy traffic
No pedestrian links though the office quarter to Walpole Park
Exposed service yards
Based on the baseline urban design and public realm appraisals we have started to develop a number of key spatial themes for the future development of the Town Centre. These may be summarised as follows:

5.1 Theme 1: Defining and reinforcing distinctive character

Ealing Metropolitan Centre today (Fig. 5.1):

- Ealing Broadway has a strong and well-defined role as the main ‘comparison’ shopping core for the Metropolitan Centre.
- West Ealing has a less clearly defined role, although it provides an important local function as the ‘convenience’ shopping core for the centre.
- The areas in between have a less clearly defined role and function.

The strategy should seek to define and reinforce the distinctive roles and characters that comprise the Town Centre (Fig. 5.2).

Ealing Broadway Station - The gateway to the Town Centre

Emerging thoughts and ideas:

- Improve the urban environment and enhance coordination between different transport modes.
- Improve pedestrian and transport links to Haven Green and Ealing Broadway.
- Seek to provide an enhanced gateway to the town centre through the provision of high quality, higher density development, capitalising on any future public transport enhancements (e.g. Crossrail).

Ealing Broadway Central - The primary shopping core

Emerging thoughts and ideas:

- Improve the urban environment, particularly for pedestrians, through public realm enhancements and the provision of more pedestrian crossings over The Broadway.
- Capitalise on the significant development opportunities coming forward within the town centre, which offer the potential to enhance existing retail offer, create a more cohesive centre and provide an enhanced built environment.
- Consider the role of gateways to the centre, in particular the creation of a greater sense of arrival from the east.
- Identify measures to deal with the over-concentration of night-time uses along The Mall.

Broadway Cultural Quarter: A cultural and leisure focus

Emerging thoughts and ideas:

- Reinforce the “cultural quarter” feel of Ealing Green through consolidating its role as a focus for cultural, entertainment, niche retailing and food and drink uses.
- Capitalise on the quality of the existing built environment, particularly Ealing Studios, and ensure any new development compliments this character.
- Alleviate the impacts of cars on Ealing Green through reducing the overall volume of traffic and assessing the potential for shared pedestrian/vehicular routes along Bond Street or High Street.
- Enhance links to the adjacent Walpole Park.

Mixed use commercial quarter

Emerging thoughts and ideas:

- Creating a more appropriate setting for high quality office provision, through creating a ‘boulevard’ along Uxbridge Road and improving links to the adjacent open spaces.
- Promote the diversification and enhancement of the existing office quarter.
- Consider the potential for a mix of uses, including an element of residential to compliment the existing offices.

West Ealing Fringe - A neighbourhood destination

Emerging thoughts and ideas:

- Reinforce the concentration of food and drink uses within this area.
- Compliment this offer through the creation of an enhanced public realm and lessen the impact of the road.
- Outline a strategy for shopfront enhancement to provide a sense of identity and provide a psychological lift to the area.
- The Daniels development will expand the local market for shops and services.

West Ealing - Local convenience/specialist neighbourhood centre

Emerging thoughts and ideas:

- Deliver an enhanced urban environment within the centre, including an enhanced public realm and improved shopfronts.
- Provide more legible and attractive links to West Ealing Station.
- Improve the integration of Dean Gardens into the town centre.
- Rationalise the existing parking, which is currently low quality and poorly distributed.
- Provide a comprehensive strategy to guide development opportunities of the centre, rather than relying on piecemeal development, to ensure the creation of a sense of place.
- The regeneration of Green Man Estate offers the potential of an expanded and more diverse local catchment through densification.
background report: urban design and public realm

Fig. 5.1: Ealing Metropolitan Centre today

Fig. 5.2: Ealing Metropolitan Centre - Establish and define the different character areas
5.2 Theme 2: Improving links and connections

Accessibility to and within Ealing Town Centre needs to be enhanced.

Emerging thoughts and ideas:

- **Uxbridge Road** - Environmental improvements that reinforce the role and functions of the various character areas moving through the centre i.e. a retail/urban theme within the centres and a more commercial/boulevard theme within the Office Precinct.
- **Station links** - Create more legible routes from each station to the heart of Ealing Broadway and West Ealing centres.
- **Gateways** - Reinforce gateways to the centres, in particular from the stations and at the eastern and western extremities.
- **Links from Ealing Green** - Potential to downgrade Bond Street as a vehicular route, providing the opportunity to elevate this as a pedestrian route and new specialist retail quarter and to improve accessibility to Ealing Green.

Introduction of secondary links and retail loops within the town centre.

Emerging thoughts and ideas:

- **Retail loop: Ealing Broadway** - Major development opportunities within Ealing Broadway offer the potential to tie the centre together through the creation of three inter-linked shopping areas, comprising the Broadway Centre, Arcadia and Dickens Yard. The success of the centre will depend on shoppers being able to move between these areas with ease.
- **Retail loop: West Ealing** - Enhance ease of movement between retail uses on the north and south sides of Uxbridge Road.
- **Inter-station link** - Through the existing street pattern and potential links through development sites, the potential exists to create a secondary link between the two stations, providing a greater range of movement options through the centre for pedestrians and cyclists and potentially reducing pressure on Uxbridge Road.
- **Residential links** - Pedestrian links from the surrounding residential areas need to be developed including enhancements to Jacobs Ladder and more direct routes through the Green Man Lane Estate; and providing more direct links between the streets to the north and south of Uxbridge Road, including to Walpole Park/Ealing Green to the south.
improved environment and link to the town centre

improved legible
northern east west link
between the stations –
pedestrian/cycle route

public realm
improvements to
the Uxbridge Road
corridor

improved links and
potential pedestrian
priority link to
Broadway Quarter

improved
environment and
link to the town
centre

ealing Broadway
station

improved retail links and
better pedestrian links from
the north to West Ealing

key north south ‘feeder’ links
into the Uxbridge Road

retail loop connecting the 3
main shopping centres

fig. 5.3: improving links and access into and around ealing

fig. 5.4: secondary links and retail loops
5.3 Theme 3: Reinforcing the green network

Parks and open spaces:

- Parks are one of Ealing's strongest assets, yet they are currently poorly linked and badly integrated into the centre.
- Opportunities exist to provide stronger links between Walpole Park and both West Ealing and Ealing Broadway. Links to Ealing Broadway via Ealing Green/The Broadway Quarter and links to West Ealing via Mattock Lane/Dean Gardens should be explored. This would provide an attractive "leisure" route to the south of the Centre for cyclists and pedestrians.

Roles of green spaces:

- Walpole Park - Greater use needs to be made of Walpole Park as a resource close to the town centre, through the creation of a stronger and more direct link from Uxbridge Road and through the introduction of new uses and activities. It's role as a useable space for recreation, leisure and cultural activities and events should be maximised.
- Ealing Green - Ealing Green's role as a focus for the cultural and leisure quarter should be developed through reducing the impact of cars, maximising opportunities for restaurant/cafe uses around the fringes and enhancing links through to Walpole Park.
- Haven Green - Haven Green's role as a focus for restaurant/cafe uses should be maximised along eastern and southern edges (the latter as part of emerging development proposals), while the impact of the adjacent public transport interchange on the quality of the open space should be reduced.
- Dean Gardens - Dean Gardens' role in contributing to streetscape character needs to be enhanced through better integration with Uxbridge Road, enhanced landscaping and improved lighting, whilst respecting it's recreational function.

Providing choice and range of movement options:

- Providing a greater range of more legible and attractive routes that reflect the various character areas, the potential exists to provide a more integrated centre, which is easy to move through and has a strong sense of place.
background report: urban design and public realm

Fig. 5.5: Improving access to the parks and open spaces

Dean Gardens

Diagrammatic indication of ‘green’ leisure route for pedestrian/cyclists connecting the parks

Walpole Park and Ealing Green

Haven Green

Diagrammatic indication of additional pedestrian/cyclists links from the Uxbridge Road and stations to the parks

Fig. 5.6: Providing choice and a network of routes and links
ealing town centre development framework:

6. Character Areas - Opportunities

Having identified a number of different character areas we start to explore a number of the key structural issues and opportunities presented by the town centre that will need to be addressed as we evolve the strategy.

6.1: Ealing Broadway Central

Role:

- Retail and commercial heart of the Metropolitan Centre.

Issues:

- Impermeability of newer mega-blocks.
- Number of heavily congested streets, acting as barriers to movement.
- Poor linkages between existing pedestrian routes.
- Number of poorly defined edges/frontages to blocks.
- Poor integration of open spaces into the centre.

Strategy:

- Break down mega-block structure through new development sites, providing opportunities for enhanced public realm, greater permeability and improved legibility.
- Provide a ‘retail loop’ within the town centre, with clear pedestrian routes linking a series of high quality open space, incorporating a new more direct route the the station and providing a more pleasant retail environment.
- Provide environmental improvements along Uxbridge Road, creating a calmer pedestrian environment and a more efficient movement corridor, which responds to area character.
- Creation of an enhanced public transport hub at Ealing Broadway Station, providing greater coordination between different public transport modes and a more appropriate gateway.
- Provide a greater diversity of pedestrian routes, linking all parts of the centre, including adjacent areas of open space.
- Create a variety of new pedestrian-oriented open spaces and places.

Opportunities for new retail centres in Ealing Broadway

With strong links to a cafe/cultural quarters around Ealing Green and Haven Green
background report: urban design and public realm

Fig. 6.1: Ealing Broadway - summary of the issues

Fig. 6.2: Providing choice and a network of routes and links
6.2: West Ealing Central

Role:
- Local shopping centre with convenience/specialist shopping role

Issues:
- Linear centre dominated by the heavily congested Uxbridge Road.
- Uxbridge Road provides a barrier to north-south movement
- Lack of a direct route from Green Man Estate to the north.
- Apart from along Uxbridge Road, dead frontages are commonplace across the centre, providing an unsafe and unattractive streetscape.
- Surrounding development fails to provide an edge to Dean Gardens.

Strategy:
- Upgrade the "high street" through environmental improvements to Uxbridge Road, creating a more pleasant retail experience.
- Utilise development opportunities to create active frontages along Singapore Road, creating a safer and more attractive environment.
- Provide a stronger link between the station and the centre through alterations to crossings, enhanced signage and gateway development.
- Deliver new links through from Green Man Lane Estate to Uxbridge Road within new development along the north side of Uxbridge Road.
- Provide a new public open space on the southern side of Uxbridge Road to provide a stronger town centre focus.
- Better integrate Dean Gardens through enhanced pedestrian linkages and a more appropriate boundary treatment.
- New development should create an enhanced relationship with Dean Gardens through providing a stronger edge and overlooking to the space.
- Improve secondary east-west routes to Ealing Broadway through signage, lighting, and surfacing enhancements to Mattock Lane and Alexandria Road/Hastings Road/Claven Avenue.
background report: urban design and public realm

Fig. 6.3: Improving access to the parks and open spaces

Fig. 6.4: Providing choice and a network of routes and links
7. Next Steps

Based on the above the next steps will be:

- To integrate the findings from the various baseline studies to a comprehensive assessment of the issues and influences affecting the Town Centre and its potential.
- To generate a spatial framework for the Town Centre.
- To discuss and develop this framework with a number of key stakeholders.
- To formulate a development sites strategy and test capacity.
- To detail the framework including:
  » Detailing the urban design framework, including the provision of illustrative material;
  » Provision of a strategic, multi-modal movement strategy;
  » Provision of a community infrastructure plan, based on anticipated population growth;
  » Provision of a comprehensive public realm strategy.