

# Liveable EALING

Love local - live local



PROSPECTUS FOR CHANGE

Ealing Council  
November 2019



# Love local - live local

## A prospectus for change



Imagine a thriving town centre with a village-feel, where people shop, eat and live locally. A destination, which has world-class culture, historic galleries and beautiful parks. Imagine a place with clean air, where children can ride a bike or scooter on the street safely. A leafy Victorian neighbourhood with high quality streets and spaces where people have priority over cars.

The Ealing Town Centre Prospectus for Change provides inspiration to transform Ealing from a traffic-ridden place where 30% of car journeys are under two miles, to a place where local people choose to walk, cycle or take the bus as their natural choice for going to local shops, restaurants, cafés, parks and galleries. People have expressed in consultation that there is so much to love about Ealing, and investment and new developments mean its offer is growing. So why drive through Ealing to go somewhere else? It's time for a change: Love local, live local.

The Prospectus for Change is intended to be used as a flexible tool, setting out projects and initiatives which can be taken forward individually; each contributing towards a greater vision for the area. The Council, local residents and businesses all have a role to play in this transformation.

This Prospectus is the culmination of extensive baseline analysis and thorough engagement with local people. The ideas in it respond to the issues and priorities identified through that process and are considered investment priorities for the Council. They will be further tested and progressed as funding becomes available, with input from local people to maintain a community-led plan.



# Ealing Town Centre

## The case for investment



### 1 Responding to the climate emergency

Ealing Council declared a climate emergency in April 2019 and it is Ealing and TfL's target to reach carbon zero by 2030. Shifting to sustainable modes of transport and enhancing green infrastructure in Ealing are vital to achieving this. Not only will these changes help Ealing to become more sustainable, they will improve the health and well-being of our community, and create a more sociable town centre.

### 2 Reinvigorating the 'Queen of the Suburbs'

Ealing town centre is the only Metropolitan Centre in the Borough. With the retail sector currently in flux, Ealing's retail space has recently shifted from high value items such as clothes and furniture, to food shopping and everyday essentials. This has diluted the town's appeal.

Ealing has all the ingredients to be the perfect day out destination from central London, competing with places like Greenwich and Richmond with its parkland walks, village feel, cultural offer, historic buildings and independent shops and restaurants. The town's streets and spaces have an important role to play in achieving this.





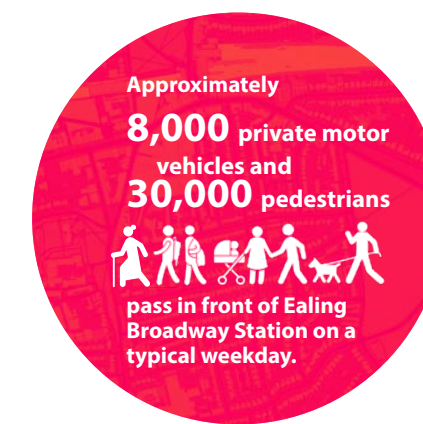
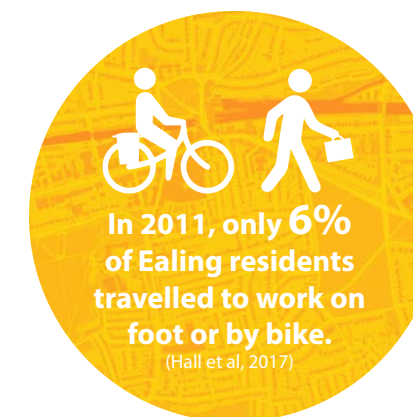


### 3 Harnessing the Elizabeth Line

The Elizabeth Line is arriving - a once in a generation event - and the borough has a significant proportion of the line's outer London stops. For Ealing, this is an opportunity to make sure it can realise its full potential and have the most positive impact possible. Investment in the station and forecourt, including to make it more accessible, is already underway. Improvements to the wider town centre area must complement this, to provide a better interchange with other travel modes, making the Elizabeth Line accessible to as many people as possible. This will improve the arrival experience and draw together Ealing's offer, as the Line opens the area to new visitors.

### 4 Investment greater than the sum of its parts

Investment is being made in the town centre, with Dickens Yard recently delivered, Pitzhanger Manor now refurbished to award-winning standard, the Film Works under construction and 9-46 The Mall in the pipeline. In addition, once the Elizabeth Line opens, Ealing will become an even more desirable location for business due to its exceptional access to both the City and to Heathrow, which is likely to create demand for more commercial space. Any public funding can benefit from this, and vice versa, with the goal of making the overall impact greater than the sum of its parts. Ealing has much going for it and investment in a few focused locations could unlock significant improvements.



### 5 Scope for change

Data shows that Ealing town centre has very poor air quality and suffers high levels of congestion, but also shows (through TfL's passenger profiling) that Ealing's residents have a high propensity for behaviour change meaning that these issues can realistically be overcome. And consultation has demonstrated that our community wants to see sustainable change.



# Our approach

## Community and context led



### A. A community backed plan

Any investment in Ealing town centre should be for the benefit of the local community and reflect their needs and aspirations. This includes improving access to the town centre for **everyone** - including those with disabilities. Our community has an intimate knowledge of what works in the town centre and what should be improved.

### B. A strategic approach driven by data

Movement does not stop at Ealing's boundaries, so any changes need to tie into wider movement networks to be successful. A strategic approach must be supported by robust regional data, as well as a granular understanding of the local area.

### C. Understanding the why?

We are committed to really understanding the reasons behind people's habits - understanding the 'why?' - to help encourage behaviours that support a sustainable and thriving town centre.

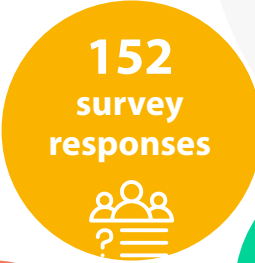


Community priorities have been identified through:

- interviews with local businesses and stakeholders
- discussions with community groups
- pop-up stalls at Dicken's Yard and the Shopping Centre
- street-based interviews
- online survey

More than 450 people have been involved so far, and their ideas have shaped the principles for change that are set out in this prospectus. These principles were tested, reviewed and backed by local people at two community workshops.

There will be continued collaboration and engagement as part of the project development including establishing a community panel. Learning from others will be a key part of this, and visits to places with successful walking and cycling schemes, such as Waltham Forest could help to educate and inspire.





## 8

**it's an  
unpretentious,  
down to earth  
place**

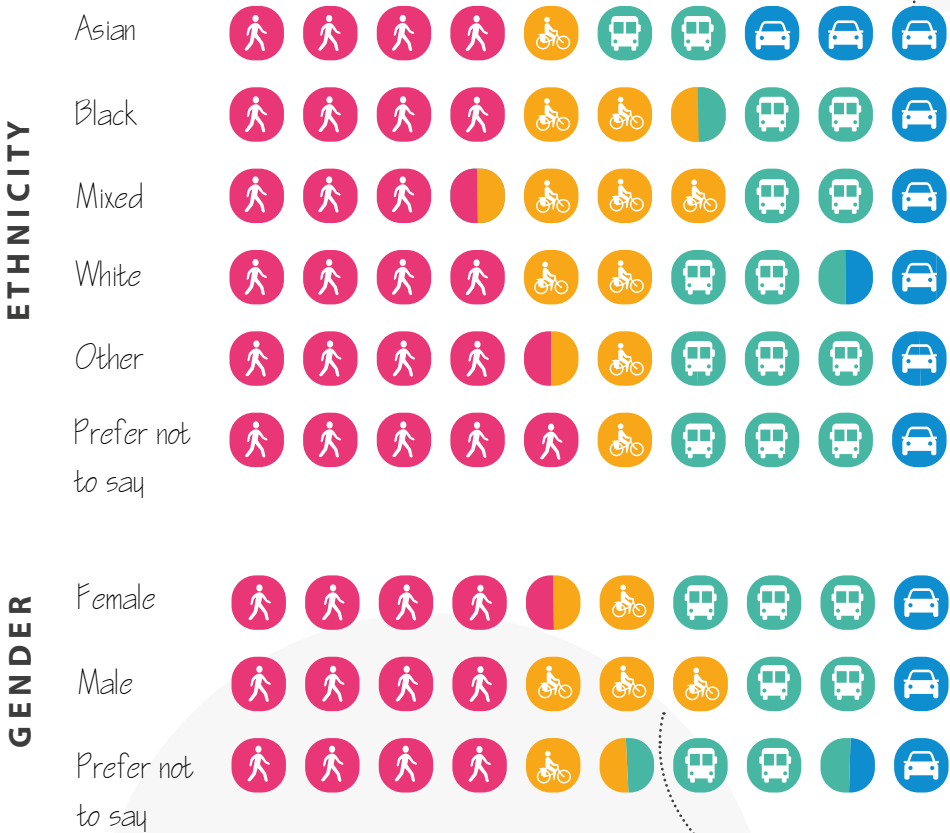
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# We asked...

## How do you get to the town centre?

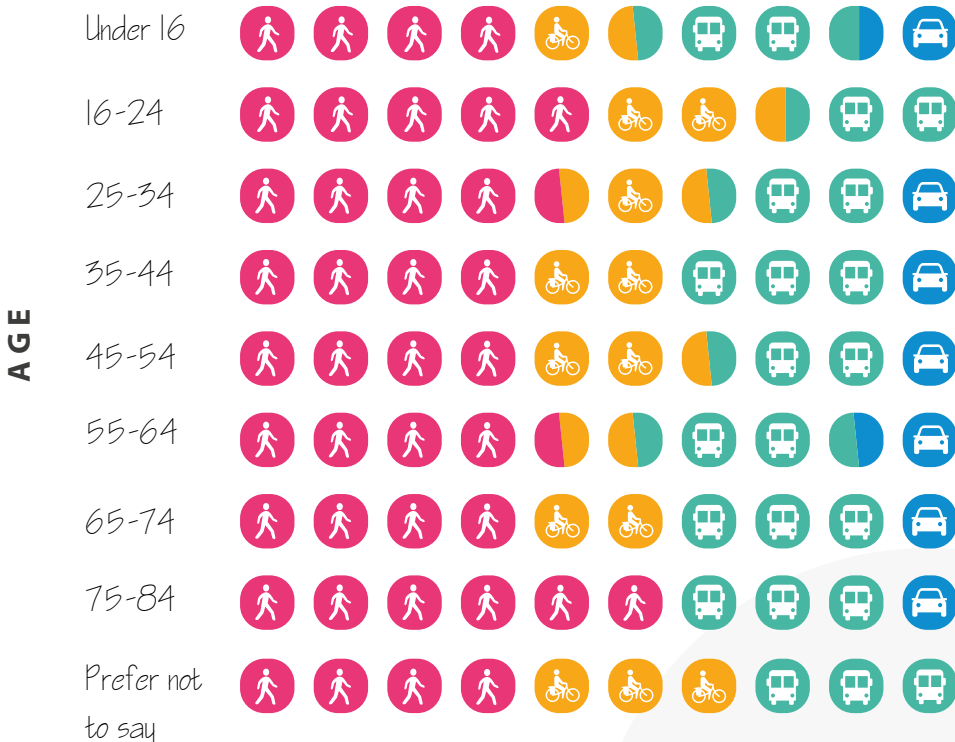
The infographic shows how people predominantly get to the town centre, based on ethnicity, gender and age. Whilst people use more than one mode to get to the town centre, the results from the survey show differences across groups, highlighting the need for a tailored approach to encourage behaviour change for different groups.

For every 10 people...



The Asian community are more likely to drive than any other ethnic group in this sample

Men are more likely to cycle to Ealing town centre than those who identify as female



Older residents are less likely to cycle and much more likely to walk than other age groups





# We asked...

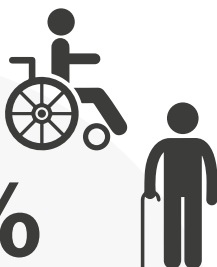
40%

of local people would cycle more for shorter journeys if there were segregated or safer cycle lanes and routes.

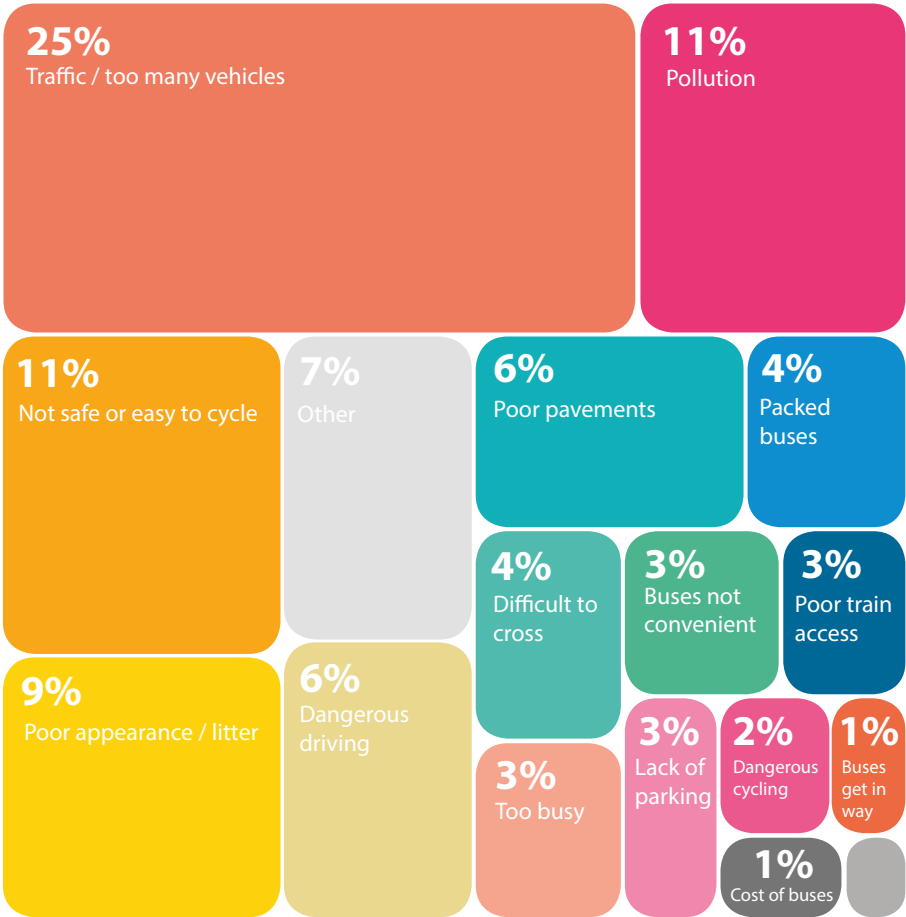


70%

of respondents graded the town centre a 5 or below for 'access for people with disabilities' and 'cycling environment', where 1 is 'poor' and 10 is 'great'.



**What bothers you about your daily trips?**  
25% of responses related to traffic, congestion and too many vehicles on the road. Other popular responses were 'too much pollution' and how it is not safe or easy to cycle. Improving the reliability, frequency and affordability of buses so that they are convenient to use is also a priority.



**What could be improved?**  
We asked what could be improved in the town centre. 18% of responses were about reducing traffic. Segregated cycle lanes and more pedestrian only areas were the 2<sup>nd</sup> and 3<sup>rd</sup> most popular responses. Improving the town centre's appearance by making it cleaner with more planting are also priorities.

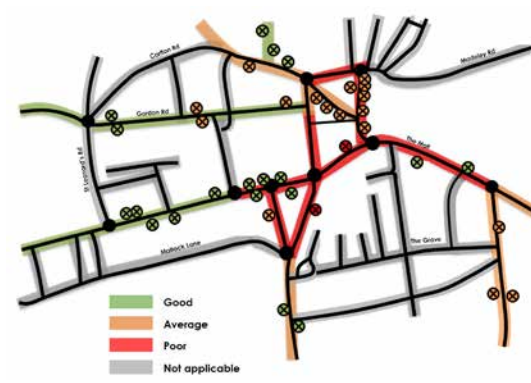




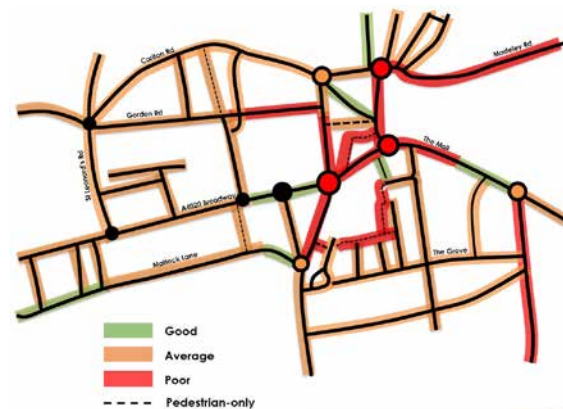
The relationships between different town centre users and between local movements and strategic connections create a complex context in Ealing town centre. It is important to consider the bigger picture, identify core goals and how these might be achieved, and consider any potential unintended consequences. This strategic approach needs to be supported by robust data analysis and a granular understanding from the community. It is a strong relationship between these two aspects that can lead to a successful strategy.

At this stage, the ideas set out in the prospectus are aspirational, responding to the findings in the baseline analysis. Robust modelling will be needed at design stage to consider the knock on effects of any changes to ensure there aren't unintended consequences.

Air pollution in Ealing town centre



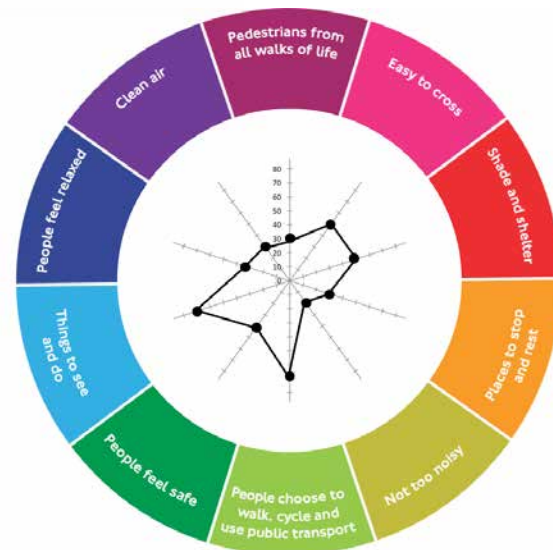
Bus provision RAG assessment (grey is not applicable)



A RAG assessment of the pedestrian environment in Ealing town centre. The green shows the good streets, orange shows the average streets and the red shows poor streets. Pedestrian comfort on some of the key links in to the town centre is extremely poor.



A high-level healthy streets assessment for The Broadway (Ealing Broadway Station) area. There is vehicle domination and speeding vehicles along Ealing Broadway. The secluded nature of several pedestrian links and multiple isolated spaces impact on perception of safety.



To achieve long-lasting positive change we need to explore the reasons behind existing daily habits. This includes understanding certain behavioural characteristics, ambitions and priorities across different ages, cultural and socio-economic groups. Discerning the 'why' will help establish new active travel habits that support a sustainable and thriving town centre.

Most people tell us that they would like less traffic in Ealing. Yet when they drive, they don't necessarily see themselves as part of that traffic. Understanding and influencing the psychology of behind driving can help to bridge that gap.

This approach has been successful in places like Copenhagen and Berlin, where active travel programmes have been designed with a full

understanding of people's habits, fears and preconceptions. In Berlin, psychological behavioural research underpinned the campaign "Kopf an - Motor aus", or "Turn your brain on, shut your engine off" which included creative activities and giveaways e.g. movie tickets for people who walk or cycle.

Other bespoke campaigns that have been developed using psychological behavioural research to target certain user groups include:

- Cyclicious, Hounslow - a cycling programme for secondary school girls
- Bikeminded, LB Kensington and Chelsea
- Gothenburg's Cycling is Easy campaign



Ealing town centre



# Principles for change

## Fifteen big ideas...

**1** An active travel corridor

**2** A flexible space

**3** Alternative quiet cycleways

**4** Driving to and not through

**5** Intercepting cars as they arrive

**6** Integrating Ealing's local centres

**7** Improving links between green spaces

**8** Safe and low emission school zones

**9** Considering streets for pedestrian priority

**10** Considering bus stops and standing

**11** Junction improvements

**12** Encouraging behaviour change

**13** Working with schools

**14** Alternatives to private petrol cars

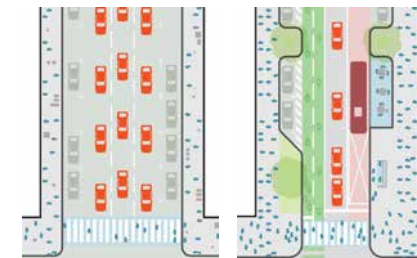
**15** Delivery changes and click and collect



### 1 An active travel corridor

An active travel corridor along the Uxbridge Road would reallocate road space and transform junctions to make a more direct route for people walking, on bicycles and on buses. Interventions can include reclaiming space from general traffic, creating segregated cycle lanes, removing on-street parking and improving bus stops and movement.

The corridor will tie into the wider cycling network (including proposed cycle lanes in West Ealing) and should be complemented with a cycle hub to make for easy interchange with the station. This could potentially be created as part of the redevelopment of 9-46 Broadway.



This diagram shows the reallocation of space from carriageway to wider pavements, segregated cycle lanes and space for buses.



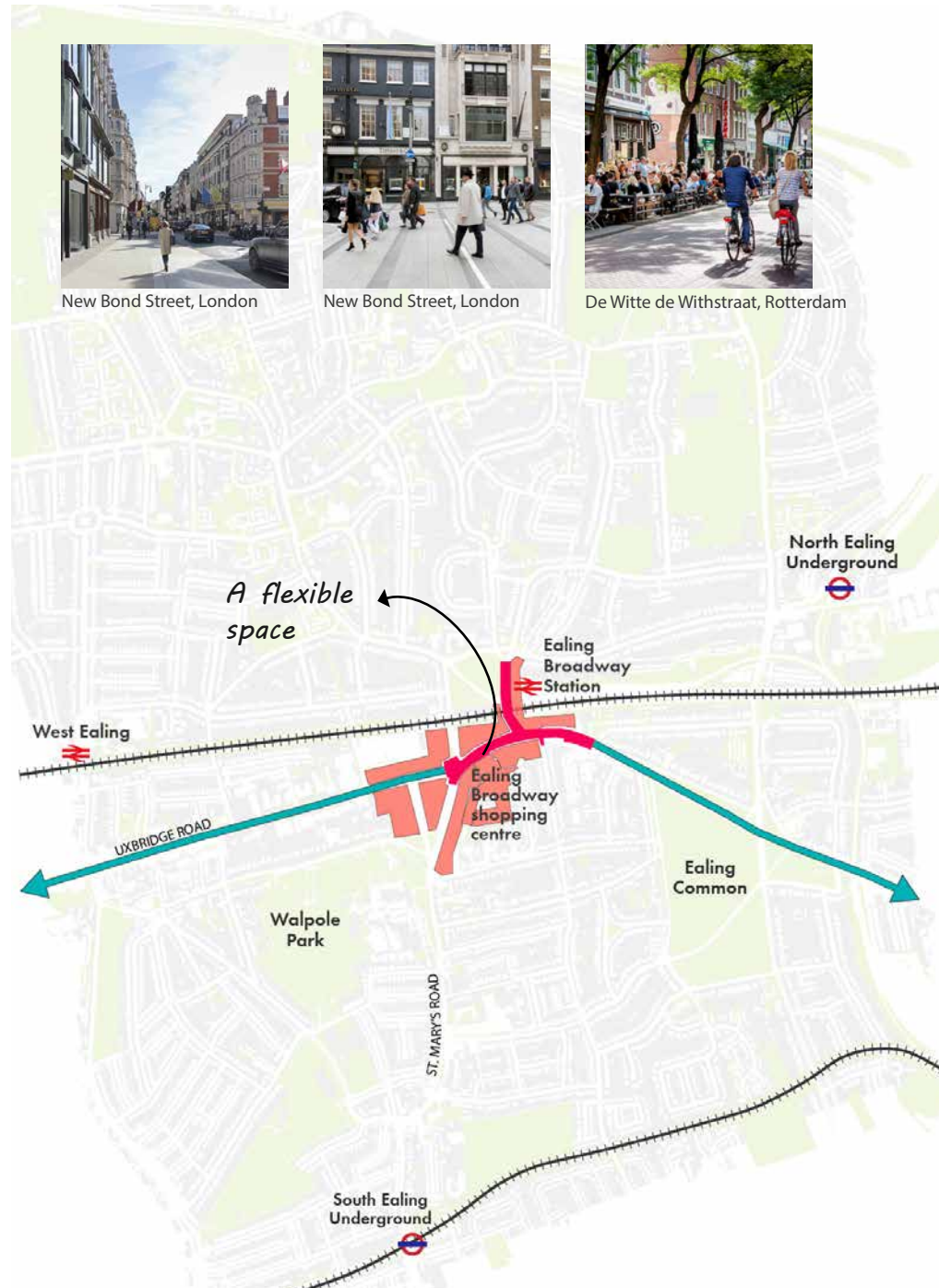


## 2 A flexible space

The Broadway and The Mall are the heart of Ealing but are currently vehicle dominated. A flexible space would transform this area from a road to a town centre. It will be a place where everyone slows down, including people on bikes, cars and buses. Less demarcation between different modes will enable pedestrians to cross, access and enjoy their town centre with greater ease. The design of the streets and crossings should give pedestrians greater priority. This could include diagonal crossings, de-cluttering, raised tables, and high quality surfacing. Future development could also set back the building line to widen pavements and create alternative pedestrian routes.



Transition from an active travel corridor to a flexible space at Byng Place, London. The consistent surfacing material and levels between the carriageway and footway give pedestrians priority and cue drivers and people on bikes to slow down.



New Bond Street, London



New Bond Street, London



De Witte de Withstraat, Rotterdam

## 3 Alternative quiet cycleways

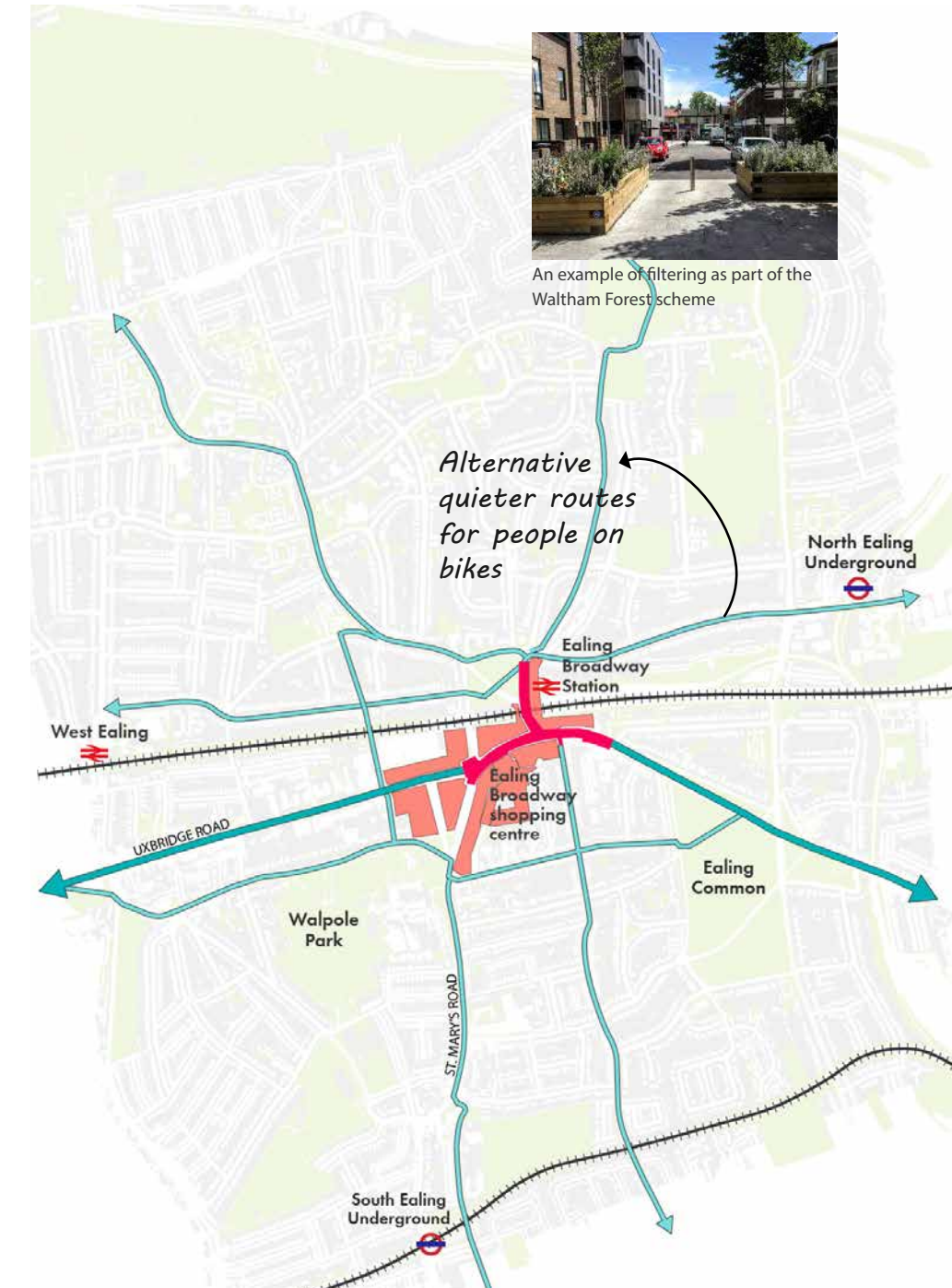
Local people are keen to see quieter cycle routes for longer trips such as commuting, as an alternative to the main thoroughfare along Uxbridge Road. These streets can be improved through traffic calming, better crossings, planting and reducing on-street parking to make them attractive and safe for people on bikes and those walking. Some streets could be filtered so they are not through routes for cars.

### Possible streets to improve:

Gordon Road, Madeley Road, Castlebar Road, Kent Gardens Mountfield Road, Mattock Lane, The Grove, Windsor Road and St Mary's Road



A quiet neighbourhood cycle route between Bloomsbury and Walthamstow



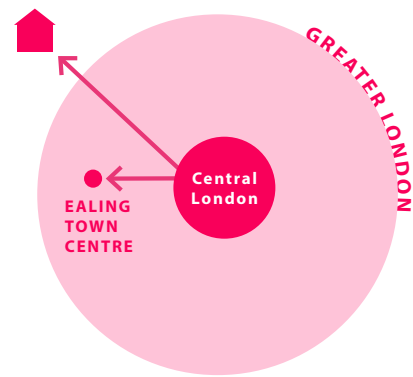
An example of filtering as part of the Waltham Forest scheme



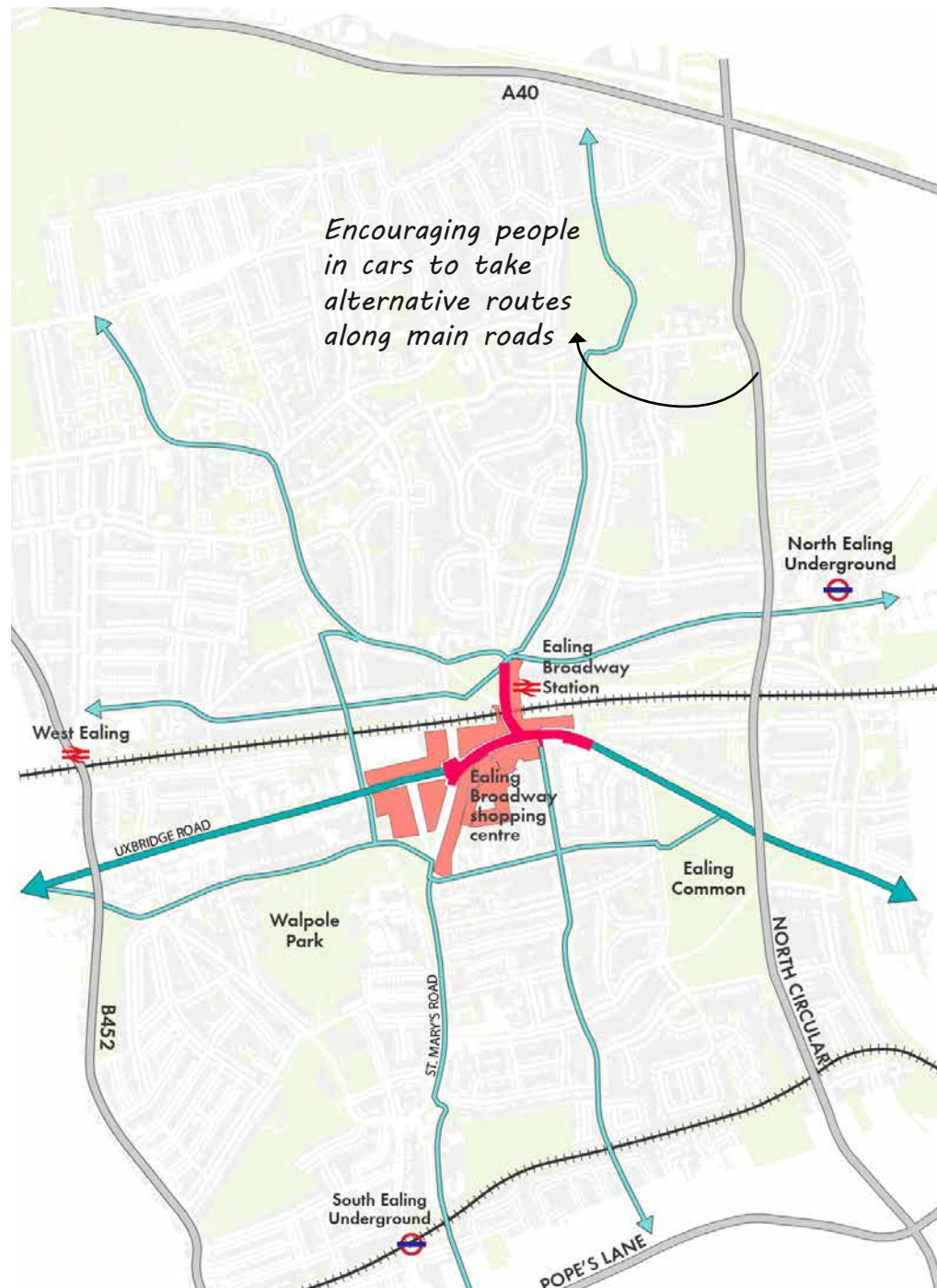
## 4 Driving to and not through

Currently, much of the traffic is caused by vehicles travelling *through* Ealing. Local people would like to see congestion reduced and the town centre's role as a destination strengthened.

Signage and digital mapping can be improved to direct traffic along key routes such as the A40, North Circular, Pope's Lane and Hanger Lane. This needs to be supported by fast and reliable public transport and cycling routes to provide an alternative way of travelling to Ealing without having to go into central London first.



Driving to Ealing from the north west is an attractive option because public transport takes a convoluted route into central London.

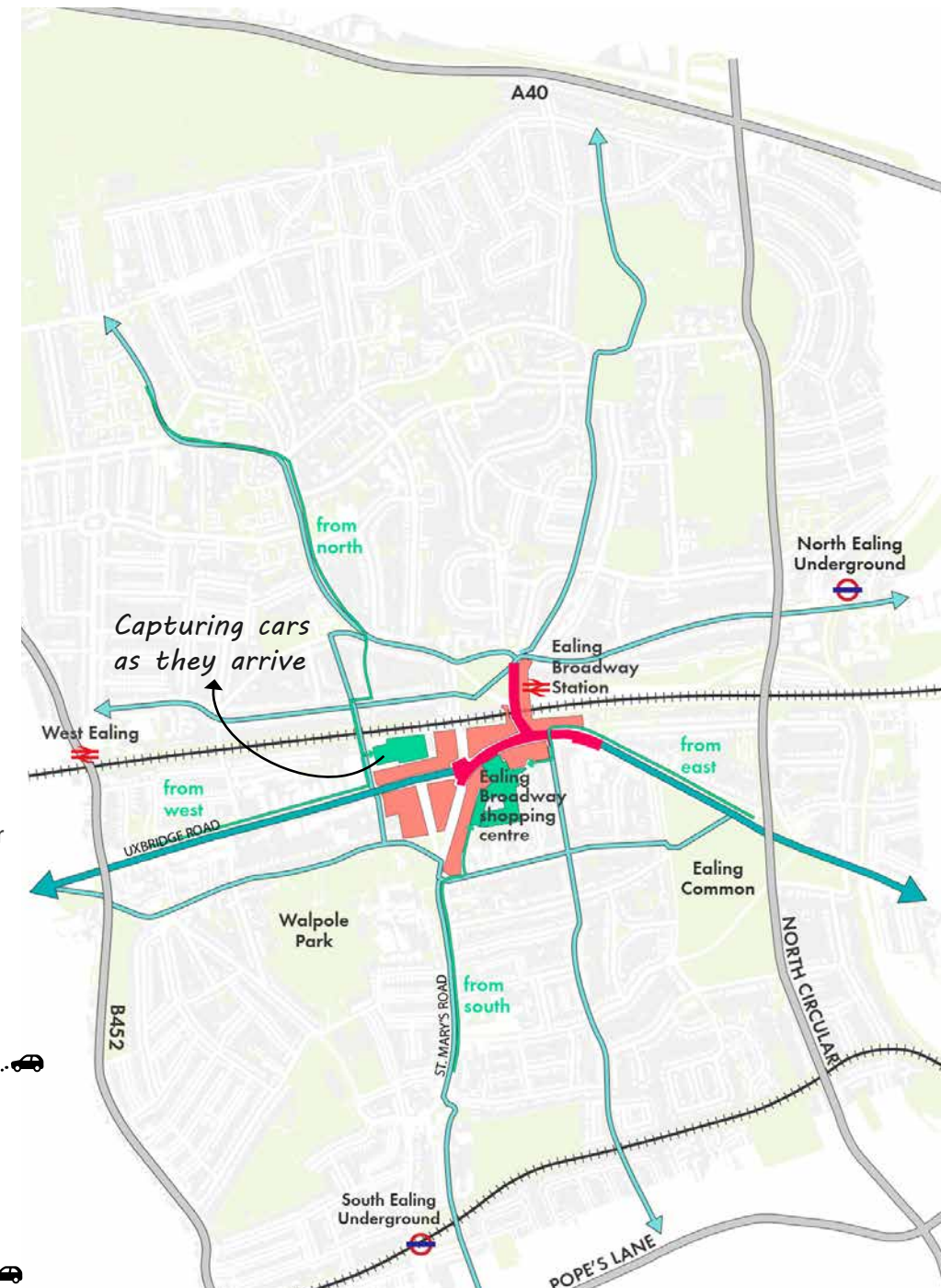
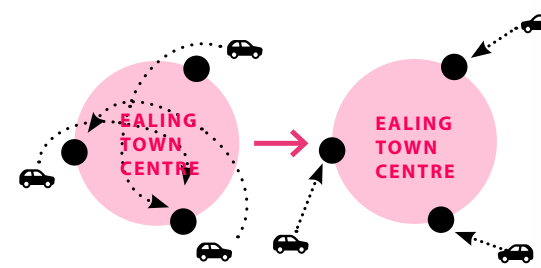


## 5 Intercepting cars as they arrive

People driving to Ealing also contribute to congestion. Ideally people would get out of their cars as soon as possible, before becoming part of the town centre traffic.

Car parks at the edge of the town centre should capture cars as they arrive and reduce traffic through it. This can be done through signage, digital mapping and entrances for the existing car parks, and reconsidering the use of poorly located and superfluous car parks.

This could include reconsidering access to the Ealing Broadway Shopping Centre car park, having vehicles from the east enter at Windsor Road directly from the Mall, rather than continuing along the High Street. The route along Windsor Road would then become exit only.



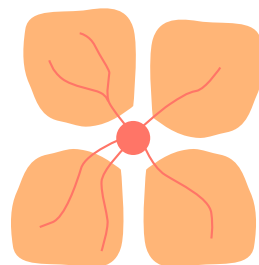


## 6 Integrating Ealing's local neighbourhoods

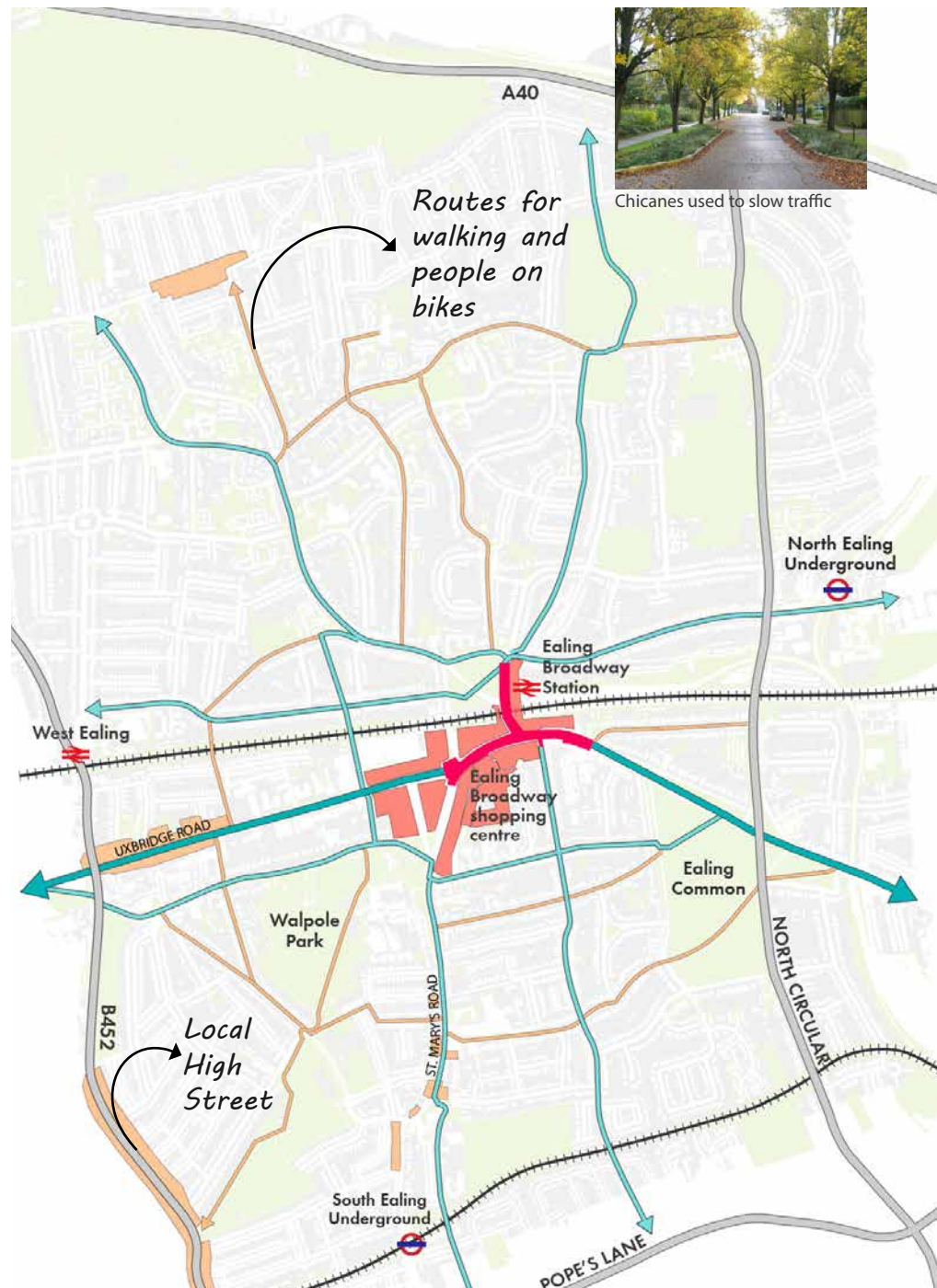
Ealing's residential neighbourhoods should be well-connected on foot and by bike with their local shopping parades and Ealing town centre. These connections can be improved through small interventions such as better crossings, improved footpaths, planting, and signage that supports more intuitive wayfinding. Parking restrictions should be tightened at arrival points to town (except for disabled parking), to dissuade local people from driving for short trips. And measures should be taken to make sure these streets are not used for rat-running. This could include chicanes or traffic filtering schemes.

### Possible streets to improve:

Eaton Walk, Mount Ave, Mount Park Road, Churchfield Road, Culmington Road, Grange Road Warwick Road and Lammas Park Gardens



Integrating Ealing's neighbourhoods



## 7 Improving links between green spaces

The quality of green spaces so close to the town centre is a special asset distinct to Ealing. Raising the prominence of green spaces for visitors by improving links between them and the town centre is a key priority for change.

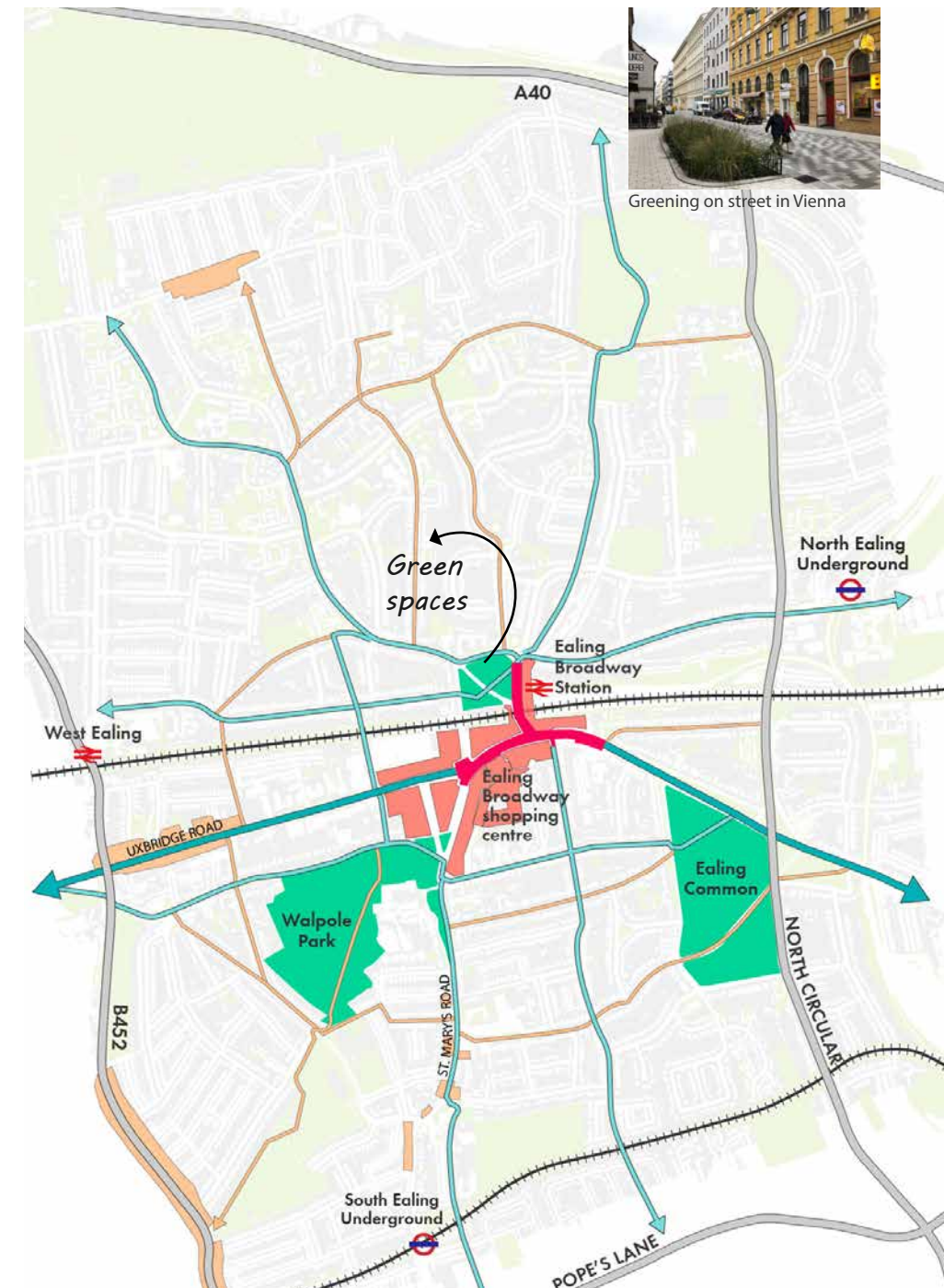
This can be achieved through better wayfinding or signage and through opportunities for bringing greening into the town centre along key walking and cycling routes.

### Possible streets and spaces to improve:

Haven Green, Ealing Green, Ealing Common and the routes connecting them.



Example for street signs in West Ealing





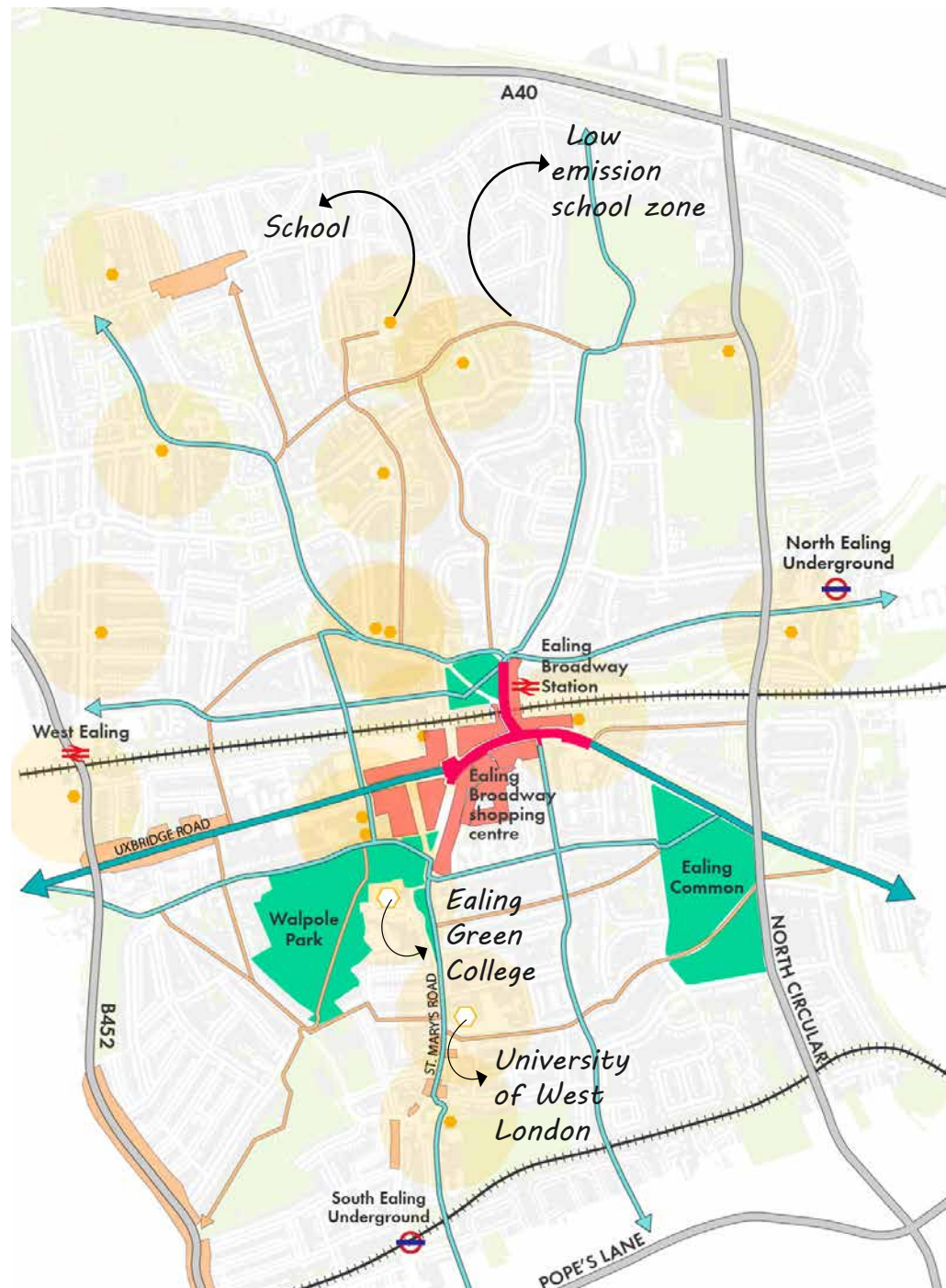
## 8 Safe and low emission school zones

The areas around schools should be safer for walking and cycling, with cleaner air, through planting, de-cluttering and widening pavements, zebra crossings, creating cycle lanes, and calming traffic. Private vehicles should be banned from stopping directly outside schools.

The Council will work with schools to trial TfL's School Streets scheme, transforming roads outside schools so that only pedestrians and cyclists can use them at school start and finish times.



Granton School Street Design project with Sustrans. New planters discourage parking outside the schools gates.



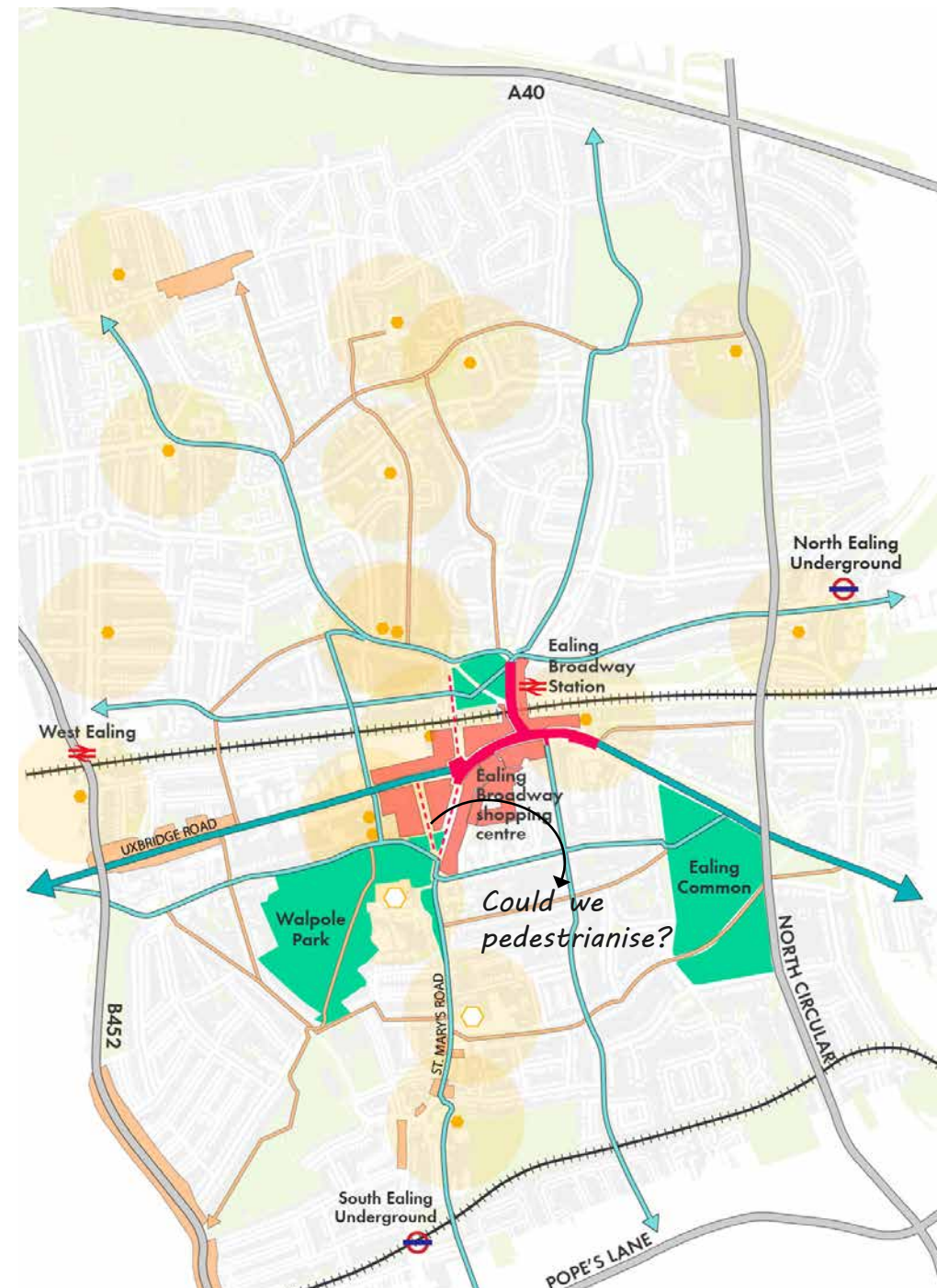
## 9 Streets for pedestrian priority

During community discussions, the third most common suggestion to improve Ealing town centre has been to have more pedestrianised areas. People suggested Bond Street, High Street and Springbridge Road as potential options for this.

A chosen street could be transformed from a road to a space for people. This could be achieved through a range of measures from traffic calming, reducing the number of lanes and widening pavements, timed restrictions, restrictions on general traffic (bus and taxi only) or full pedestrianisation. In the next stage, options can be tested, including implications for movement.



Orford Road in Waltham Forest has been transformed from a two-way road with narrow pavements, to a one-way street with strict traffic restrictions, reclaiming it for people-centred use.



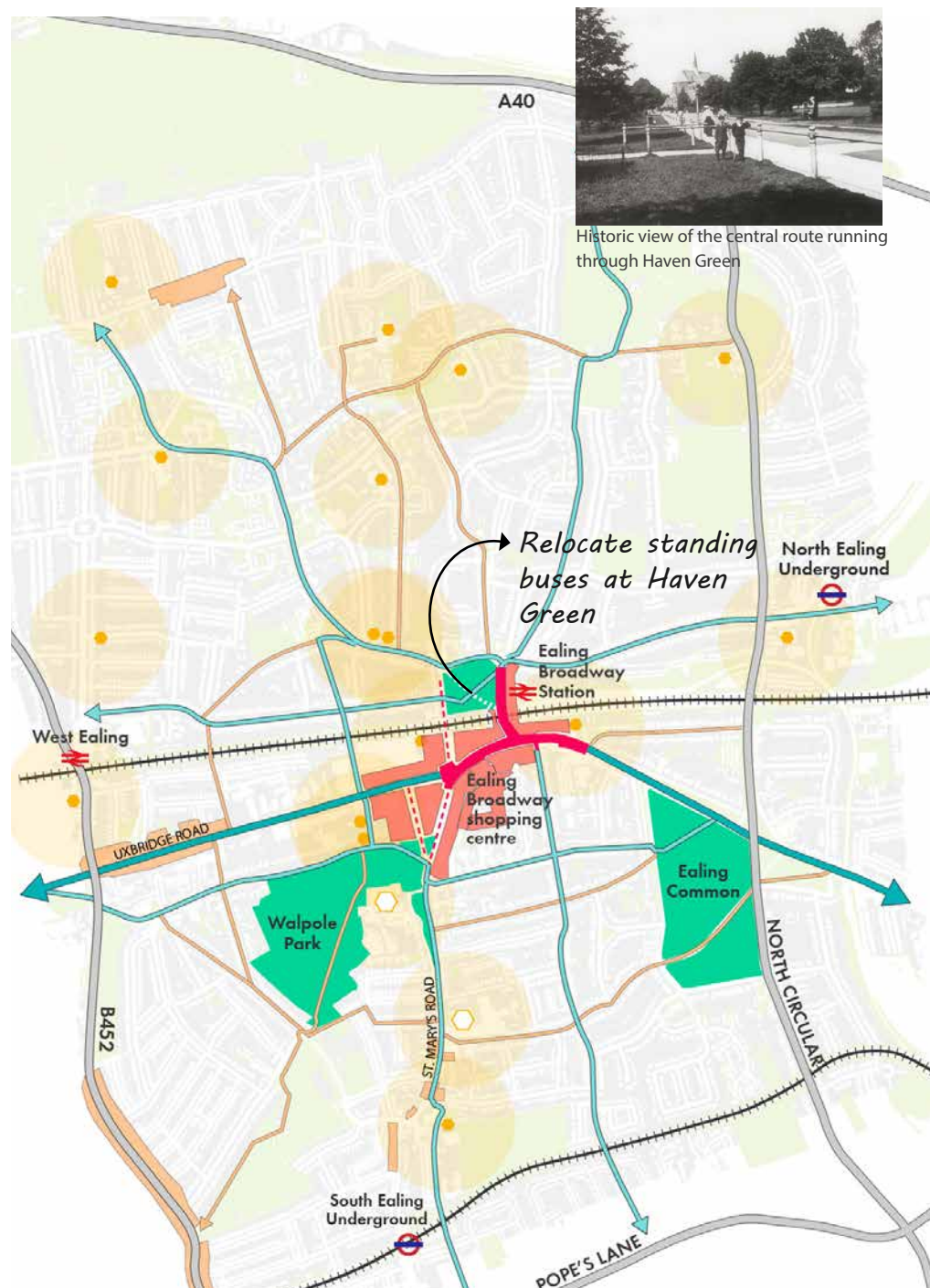


## 10 Considering bus stops and standing

Ealing benefits from good bus provision, however, pinch points in the town centre mean too many buses end up causing congestion, crowding at stops and air pollution in the town centre. Rather than a single bus stop serving all routes in each direction, bus stops could be spread more evenly along the Mall/ Broadway. This will help to relieve pinch points, allowing the buses to run more smoothly which will improve passenger experience.

In line with the community's aspiration for Haven Green, standing buses could be relocated, helping to restore the space and strengthening the role it plays in terms of amenity, air quality and sustainability. The temporary cycle hub could be relocated, possibly to the BBC car park or it could be reprovided as part of development on the Broadway.

**Possible streets and spaces to improve:** Haven Green, Uxbridge Road, The Broadway, The Mall



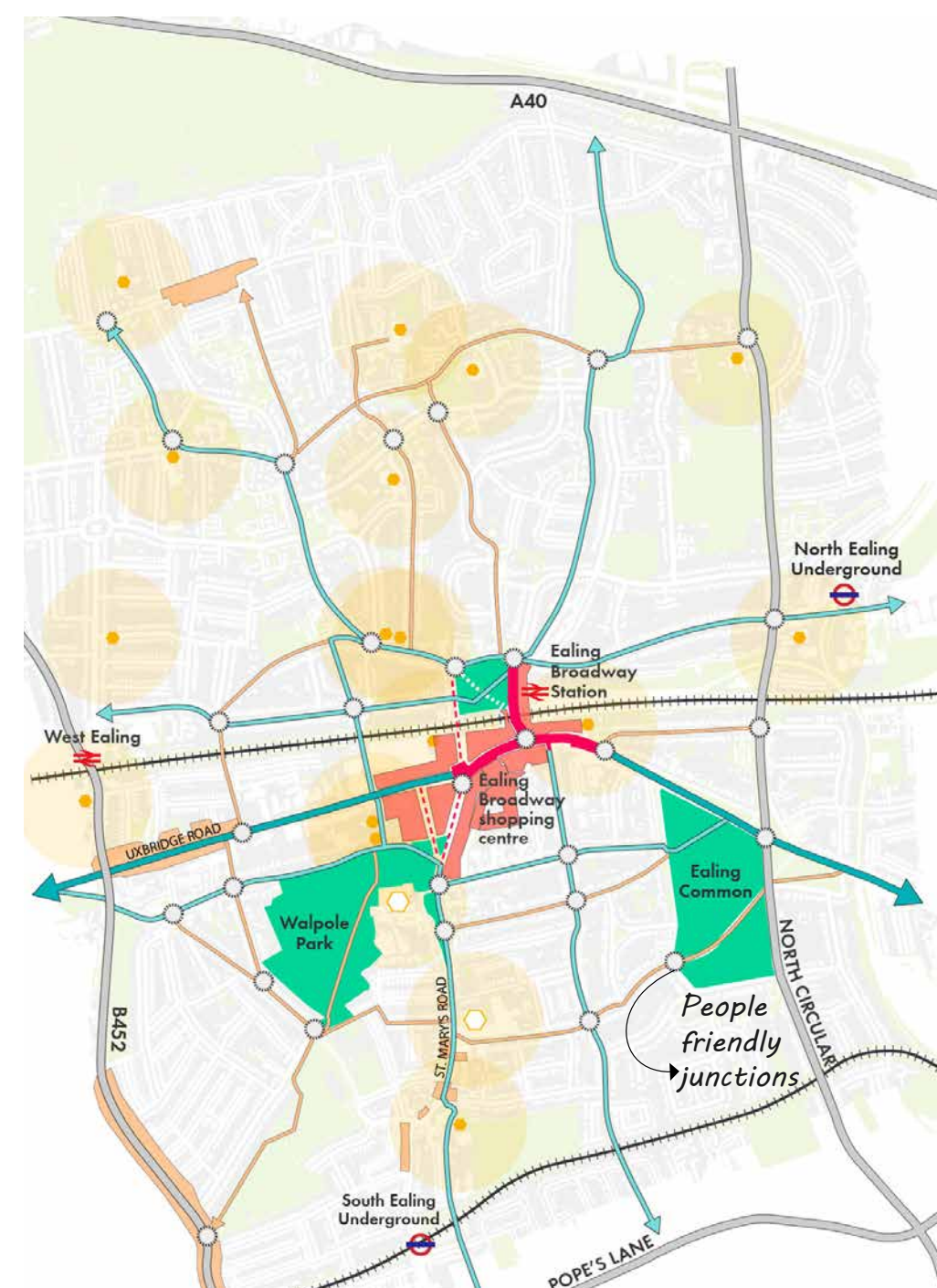
## 11 Junction improvements

Junctions and crossings are small areas which often require little investment to make a big impact. Key junctions in and around the town centre can be re-designed to make it easier to cross for people on bicycle and on foot.

Where possible, two stage crossings can be made into single stage crossings, cumbersome roundabouts will be made into simple signalled junctions, zebra crossings will be introduced and dropped kerbs and tactile information will improve accessibility for vulnerable pedestrians.



A parallel zebra crossing for people on foot and bike in Farringdon.





## 12 Encouraging behaviour change

Underpinning the spatial principles is a commitment to explore habits that drive behaviours around walking, cycling and car use. This includes understanding the priorities, ambitions and necessities of different groups and the barriers they may face, including:

- Personal e.g. lack of confidence
- Social e.g. car as status symbol
- Context e.g. local topography

Behavioural psychology research will help explain why people drive instead of walk or cycle for local journeys, to inform a tailored approach that encourages new behaviours in the long term. Ealing Council could pilot this approach, working with staff and councillors.

This approach has been successful in well established cycling cities like Copenhagen, which regularly surveys residents on their habits.

## 13 Working with schools

In 2017/18, 85% of Ealing primary pupils lived up to one mile from school but only 69% travelled to school actively.<sup>1</sup> Working with local schools to encourage parents to leave cars at home and empower children to do the journey on foot, by bike or bus emerged as a priority during community discussions. This could include 'walking bus' schemes, better school bus facilities and buses that follow a local route, as well as information evenings for parents on the benefits of cycling and walking. These initiatives would complement TfL's STARS accreditation scheme for London schools and nurseries.

<sup>1</sup>(Travel to School Report, January 2019, Ealing Council).



Cycle campaign in Copenhagen to encourage people to ride their bike to work



Local school

## 14 Alternatives to private petrol cars

While many car-based trips can easily be done on foot, bike or by public transport, some journeys will always require a car. However, these journeys could be done in electric vehicles, shared through car clubs, and happen more flexibly, without requiring ownership of a car.

Local car clubs, electric vehicle charging points and schemes such as TfL's Demand Responsive Bus trial (somewhere between a taxi and a bus) will all help to reduce car ownership. They allow people to walk, cycle and use public transport most of time, while having access to a car for specific trips. Ealing should be a testbed for technologies which contribute to sustainable travel and reduce car dependency.

## 15 Delivery changes and click and collect

Last-mile deliveries (connecting distribution centres with urban shops and consumers) are growing rapidly. Limiting these and making them as low-emission as possible will be key to addressing air quality and congestion in Ealing. This could include consolidating deliveries across businesses, time restrictions, trialling cargo-bike or drone deliveries, incentivising Click and Collect and ensuring deliveries are made on the first try. Make it Ealing BID can play an important role in this.

London's ULEZ resulted in nitrogen dioxide levels dropping by a third in its first six months but its expansion west to the North Circular may impact negatively on Ealing town centre. A restriction on diesel vehicles within the town centre may help address this.



Electric charging point in Ealing



Make it Ealing

# Placemaking propositions

## 1. A centre for all

### What are we trying to achieve

The Broadway is vehicle dominated and not currently performing as well as it could be as the heart of the town centre. A flexible central area can be created which will balance Ealing's role on a strategic route and as a town centre. It will be an area where everyone - people on bikes and those in cars - will slow down.

More space will be given to people walking so that they are not hemmed in. There will be better integration of the core shopping area and an improved setting for significant buildings such as Christ the Saviour Church.

### What people said

Local people are supportive of a flexible space, including a diagonal crossing to replace the existing M&S junction crossing which is currently difficult to cross. The survey revealed

the Broadway is currently considered one of the most unsafe places in Ealing town centre so improvements are welcomed here.

### Ingredients to help deliver this

- 1 The reallocation of road space that does not favour cars alone
- 2 Effective transition between segregated cycle lanes and central area
- 3 A set back building line for a wider pavement along The Broadway
- 4 Diagonal Oxford Street style crossings which allow pedestrians to cross in one go
- 5 New pedestrian route to station
- 6 Re-positioning of bus stops



Broadway junction in 1891 ©NLS



Broadway area today



Sketch of how The Broadway junction area could look in the future



**Artist impression**

This illustrative view shows a new flexible space at The Broadway by M&S. The view shows widened pavements, improved surfacing, tree planting and a diagonal Oxford Street style crossing.

Below is a historic photo looking east towards the M&S junction. The photo shows people walking, more crossings and far fewer cars. There is also less street clutter. Achieving this balance again where priority is for active travel modes will help to create a more pleasant environment in the town centre.



Historic photo of M&S junction c.1950s (Reproduced with permission of the Ealing Local History Centre)



Artist impression of The Broadway junction



# Placemaking propositions

## 2. Improving Ealing Green

### What are we trying to achieve

Ealing Green has all the right ingredients to be a destination for visitors seeking solace from the city. At the juncture between town and park, raising the profile and connections to Ealing Green and Walpole Park is a priority.

The area is currently dominated by vehicular congestion. Underused space could be reclaimed to encourage people to linger and spend time here. Improvements will enhance the setting of Pitzhanger Manor, integrating this with the Film Works development to establish a stronger cultural identity for the area. Enhancing the setting for the shopping parades on Bond Street and the High Street is key.

### What people said

Ealing Green is one of the town centre's best loved places. Local

people are keen to see the space prioritised for pedestrians. This could be through reducing traffic along the High Street, reconfiguring the Grove junction layout and exploring options to close either High Street or Bond Street to general traffic.

### Ingredients to help deliver this

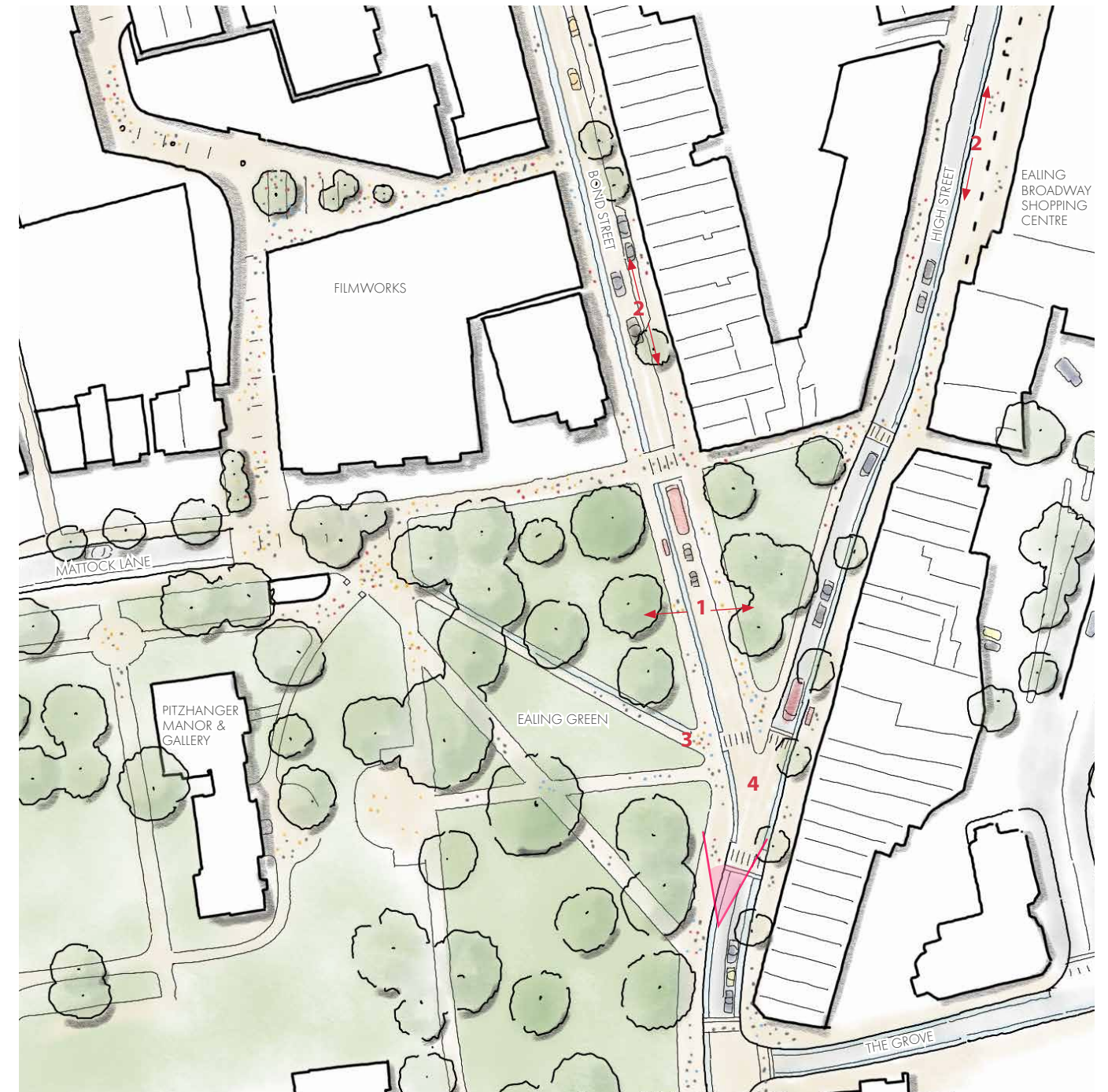
- 1 Reconnecting Ealing Green triangle with Ealing Green through changing the surfacing and providing a raised table crossing
- 2 Removing on-street parking along the High Street and Bond Street (except disabled car parking) and widening pavements
- 3 Restricting entry at the eastern end of Mattock Lane to connect Film Works and Pitzhanger Manor
- 4 Redesigning the roundabout to be a simple junction
- 5 Possibly closing High Street or Bond Street to general traffic.



Ealing Green in 1891 ©NLS



Ealing Green today



Sketch of how Ealing Green could look in the future



### Artist impression

This illustrative view shows an improved space at Ealing Green through a raised table crossing, widened footways, planting, seating, lighting and the removal of the roundabout to give greater pedestrian priority.



Artist impression of Ealing Green looking north along Bond Street and High Street



# Placemaking propositions

## 3. A local neighbourhood

### What are we trying to achieve

This example shows what a typical residential street could look like in Ealing. This would be an integrated and intuitive network of walking and cycling routes that connect the town centre with its residential neighbourhoods. More planting, traffic calming and safe and convenient places to cross will encourage people to make more active travel choices.

### What people said

People commented that several neighbourhoods are within walking distance of the town centre but people do not walk as the routes are unpleasant e.g. too many vehicles, pollution, poor lighting, uneven surfaces.

Local people desire a better pedestrian and cycling experience across Ealing, including better and wider pavements, less vehicles on the road, safer / segregated bike lanes and more planting.

People are keen to start with schools - improving the environment along school streets to make them more conducive to walking and cycling.

### Ingredients to help deliver this

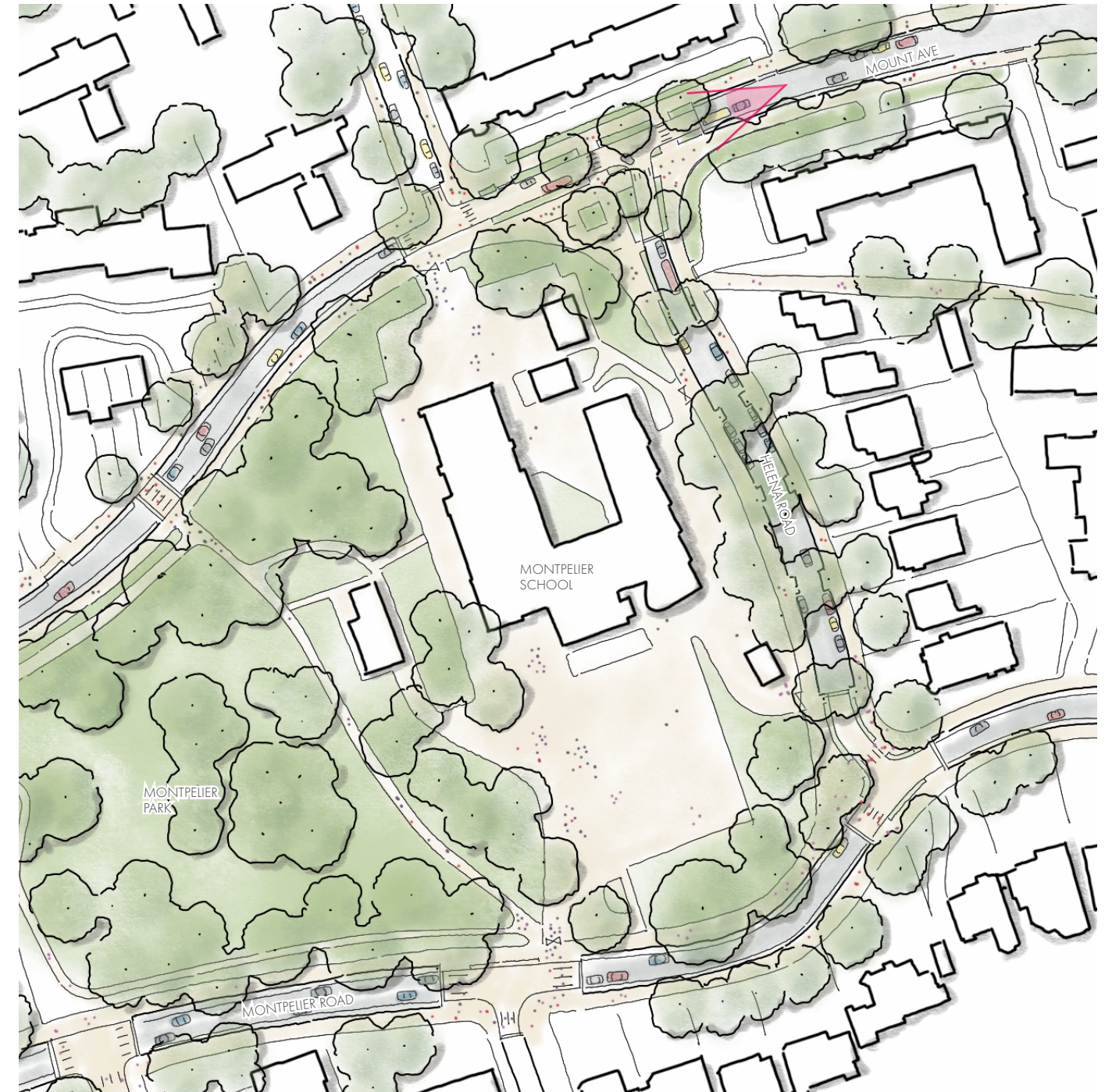
- Traffic calming and traffic filtering
- Better crossings
- Planting
- Reducing on-street parking
- Improved footpaths
- Signage that supports more intuitive wayfinding
- More lighting



Mount Avenue in 1891 ©NLS



Mount Avenue today



Sketch of how a local neighbourhood street could look in the future



### Artist impression

This illustrative view shows Mount Avenue looking west towards Montpelier Primary School. The view gives what a typical school street could like with painted cycle lanes, fewer cars, widened pavements, a raised table crossing and more planting.



Artist impression of Mount Avenue looking west towards Montpelier Primary School



# Placemaking propositions

## 4. Active travel corridor

### What are we trying to achieve

The active travel corridor aims to reclaim space from general traffic and reallocate it for pedestrians and people on bikes. The corridor would make cycling, walking and using buses a more attractive and easy option for local people.

The corridor will integrate with the wider cycling network, and tie in with anticipated improvements in West Ealing, as well as the Filmworks development and the Ealing Broadway Elizabeth Line.

To achieve this, assessment will be made of the trade-offs required to accommodate a separate cycle lane during the next stage of work. This could include rebalancing the pavement and road widths.

### What people said

There is strong support for segregated cycle lanes in Ealing town centre - people would be most encouraged to cycle more if there were bike lanes separate from the main road that were integrated into a wider cycle network.

Local people are supportive of measures that reduce traffic congestion in the town centre. Any improvements should be inclusive and improve accessibility for all population groups.

### Ingredients to help deliver this

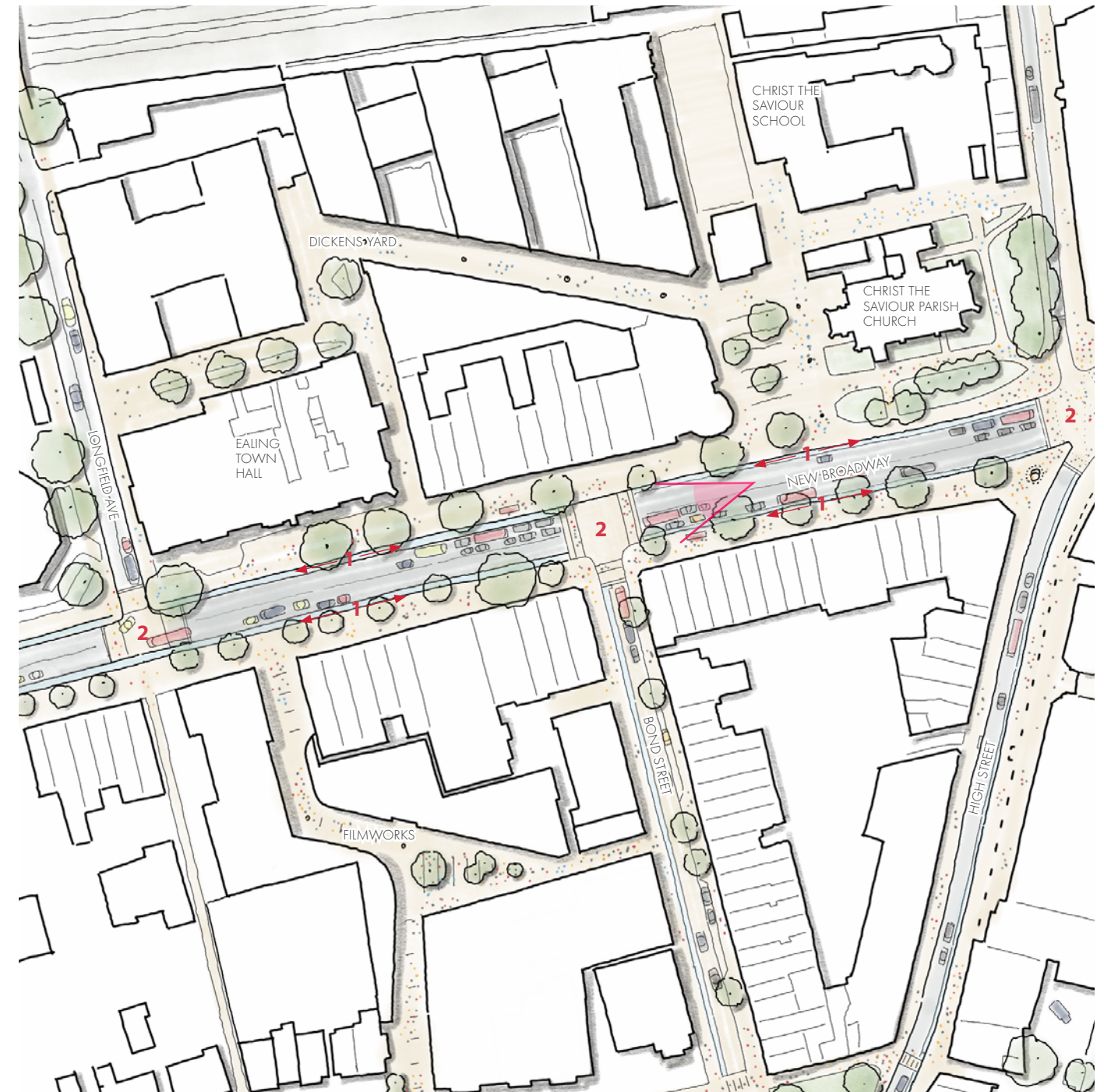
- 1 Segregated cycle lanes
- 2 Improved junctions with better crossings
- 3 Reconfiguring bus stops
- 4 Reclaiming space from general traffic by reallocating lanes



New Broadway in 1891 without Bond Street ©NLS



New Broadway today



Sketch of how the active travel corridor could come forward



**Artist impression**

This illustrative view shows the proposed active travel corridor along New Broadway and Uxbridge Road, looking west. The view shows improved junction at the north end of Bond Street, safe cycle routes and SUDs.

The historic photo below shows New Broadway c.1930s when the shopping parade and trees have far greater prominence due to the absence of cars. The active travel corridor will help to restore a more harmonious relationship between people and environment.



Historic photo (Reproduced with permission of the Ealing Local History Centre)



Artist impression of the active travel corridor along New Broadway and Uxbridge Road at the junction with Bond Street, looking west



# Active travel masterplan

## *A coordinated approach*

The placemaking propositions on the previous pages are designed to help meet the principles of Love Local, Live Local in Ealing. Individually, they will not provide the transition that is needed to meet Ealing's sustainability targets and improve the health and well-being of residents, but together as an active travel masterplan, they can have an impact that is greater than the sum of their parts.

This does not mean that the proposals stand or fall together. They have been identified to be brought forward as separate projects and phased as the development and funding context allows.

Temporary cycle hub relocated in a central location and bus standing and bus stops relocated from Haven Green

Rationalised eastern access to Broadway car park, limiting the need for cars to queue along The Broadway and High Street

Central area where everyone slows, with different road surface, wider pavements and a diagonal pedestrian crossing

Active travel corridor with safe cycle lanes, SUDs and simplified junctions such as at northern end of Bond Street

Wider pavements and one clear lane of traffic on Bond Street, giving more space to pedestrians.

Public realm works at Bond Street and Mattock Lane to reconnect Ealing Green, improve the setting of Pitzhanger Manor and integrate with Filmworks

Quiet, alternative east-west cycle routes to Uxbridge Road



Sketch showing an improved Ealing town centre



