

# Ealing Cinema



# **Ealing Cinema Site Supplementary Planning Document**

Ealing Metropolitan  
Town Centre

September 2nd 2013

Draft for consultation



# Executive summary

This Supplementary Planning Document (SPD) for the Ealing Cinema Site has been prepared to establish clear design objectives for those bringing forward proposals for the site. The document sets out the known constraints of the site area and context and establishes design principles that the Council considers should underpin the future development and are considered to be central to ensuring its full potential is realised.

The Cinema site is a key site within Ealing Metropolitan Town Centre. It consists of the area shown in figure 3.1 and is located opposite the Town Hall and Council offices and at the western end of the main shopping area. The Empire cinema was demolished with only the facade retained in 2009, and the rest of the Empire site cleared ready for redevelopment. Other uses include the YMCA building, a building occupied by West London University, a pub and general service/car parking areas.

The Council require a comprehensive proposal for its redevelopment which provides a modern cinema and have put together this document to clarify the key design principles for any new schemes coming forward and to inform and guide the planning process.

This SPD also follows on from work undertaken by the Council on a spatial development framework for the town centre, and a review of this document that was consulted on in September 2010.

Policy 2.5 (b) of Ealing's Development Strategy DPD sets out clear proposals to 'define and reinforce the distinctive character and roles of different parts of the town centre and assess the best distribution of development to match the needs of the catchment population. The metropolitan centre comprises different quarters with different roles and characteristics including 'Ealing Green - a cultural and community quarter with Pitzhanger Manor, the cinema, the film studios and important university functions.'

The site is also allocated as site 'EAL6 Cinema' in the emerging Development Sites DPD and is allocated for 'mixed use development including multi screen cinema, retail, commercial and residential.'

**This SPD establishes a design concept and vision for the Cinema site that includes:**

- **Comprehensive redevelopment in order to maximise benefits for the town centre**
- **Focus on the delivery of high quality leisure and cultural uses**
- **An appropriate mix of secondary and ancillary uses, tenures and forms of development**
- **Improvements to the environment and public realm in and around the site area**

The SPD sets out 10 design principles for the site that should be addressed in future development proposals. These are intended to ensure that the context of the

site is appropriately considered, and that the scale of development and arrangement of the uses is appropriate. Development will be expected to be of the highest design quality and to meet all relevant good practice guidance related to urban design and housing design standards.

## Design principles:

### PEDESTRIAN MOVEMENT

**Principle 1:** Create a new north-south pedestrian route overlooked by active frontages connecting New Broadway and Ealing Green

**Principle 2:** Open up an east-west link to the site from Bond Street.

### STREETS AND SPACES

**Principle 3:** Create a new public space within the cinema site.

**Principle 4:** Create an integrated network of new spaces, streets lanes, and routes through the site, and ensure that any new or replacement buildings provide active frontages at ground level. Use these streets and spaces to create an attractive mixed use area.

### BUILT FORM, MASSING AND USES

**Principle 5:** The cinema 'box' needs to be carefully sited in order to enable a positive urban environment across the whole site area.

**Principle 6:** Buildings facing onto New Broadway and Bond Street need to respect the conservation areas and adjacent listed buildings.

**Principle 7:** Development to the south of the site should be designed to mask any negative effects of the massing of the cinema box on Pitzhanger Manor and to overlook the open spaces of Ealing Green.

**Principle 8:** Building heights within the site and overlooking the new public space should be appropriate to the size and scale of the streets and spaces.

**Principle 9:** Carefully integrate the retained cinema frontage on New Broadway.

**Principle 10:** Create a range of uses in addition to the cinema use that support the town centre and the evening economy (restaurants/bars etc.).

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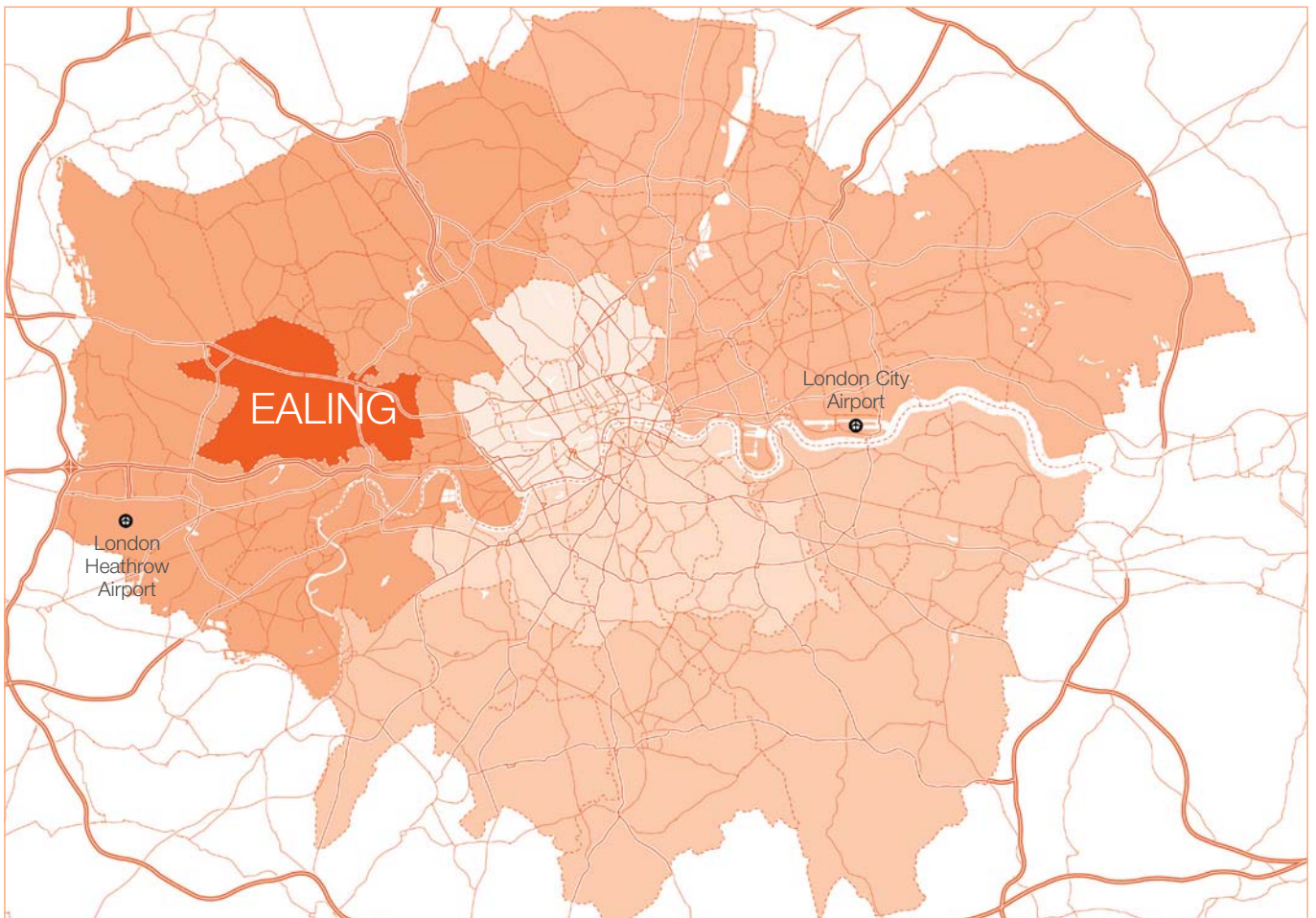


Figure 1.1: The strategic location of Ealing within Greater London



# Section 1

# Introduction

The Ealing Cinema site is one of the key redevelopment opportunities within Ealing Metropolitan Town Centre. It occupies a prominent location connecting New Broadway and the central office and shopping areas to Walpole Park and Ealing Green to the south.

The site as identified in the emerging Development Sites DPD as EAL6 currently is made up of a series of under-used cleared and backland sites with some mediocre quality stand alone buildings to the south. The former Empire cinema dating from 1934 was demolished in 2008/09 with only the front facade now retained. The cinema facade is opposite the Grade 2 Listed Town Hall, and is immediately adjacent to a group of buildings with facade value on New Broadway and some locally listed buildings on Bond Street.

There have been a number of proposals to redevelop the Empire site with a modern multiplex cinema with planning permission being granted for such in 2003, 2008 and 2010, and finally a variation granted in October 2011 (P/2011/4526) increased the number of screens to 20 and added six A3 units at ground floor. The latest scheme is for an internal 'mall' which covers the whole of the Empire site and provides no link through to the rest of the site. However following the demolition of the old cinema, works on the development halted in March 2009.

The Ealing Metropolitan Centre Spatial Development Framework identifies the need for a new film focused cultural quarter, and describes proposals for "an enlivened cinema/film quarter, again with the potential for pedestrian links and connections, a new cinema, studios and media related creative industries and spaces for outside screens and performance".

The site is identified in the Development Sites DPD as site EAL6. This sets out the requirement for mixed use development appropriate to the town centre including multi screen cinema, retail, commercial and residential uses with potential for student accommodation.

The need for a comprehensive redevelopment of the area to achieve policy objectives has therefore been identified and is established in policy. The current planning permission addresses the Empire site in isolation but does not fulfil the aim of a connected new 'quarter' for the south of the town.

This SPD has been prepared to establish clear design objectives for those bringing forward proposals on the Cinema site and to demonstrate the need for connected thinking in terms of the sites and about the necessary requirements for redevelopment proposals, particularly the design principles which are considered central to ensuring that the full potential of the area is realised.

This document is based on the presumption that any proposals brought forward will have their basis in a masterplan for the site as a whole that clearly outlines how the proposed development will deliver on the significant opportunity offered by this site for the revitalisation of Ealing town centre.



Retained cinema frontage along New Broadway



Walpole picture theatre



Development overlooking Ealing Green

Figure 1.2: Existing site edges



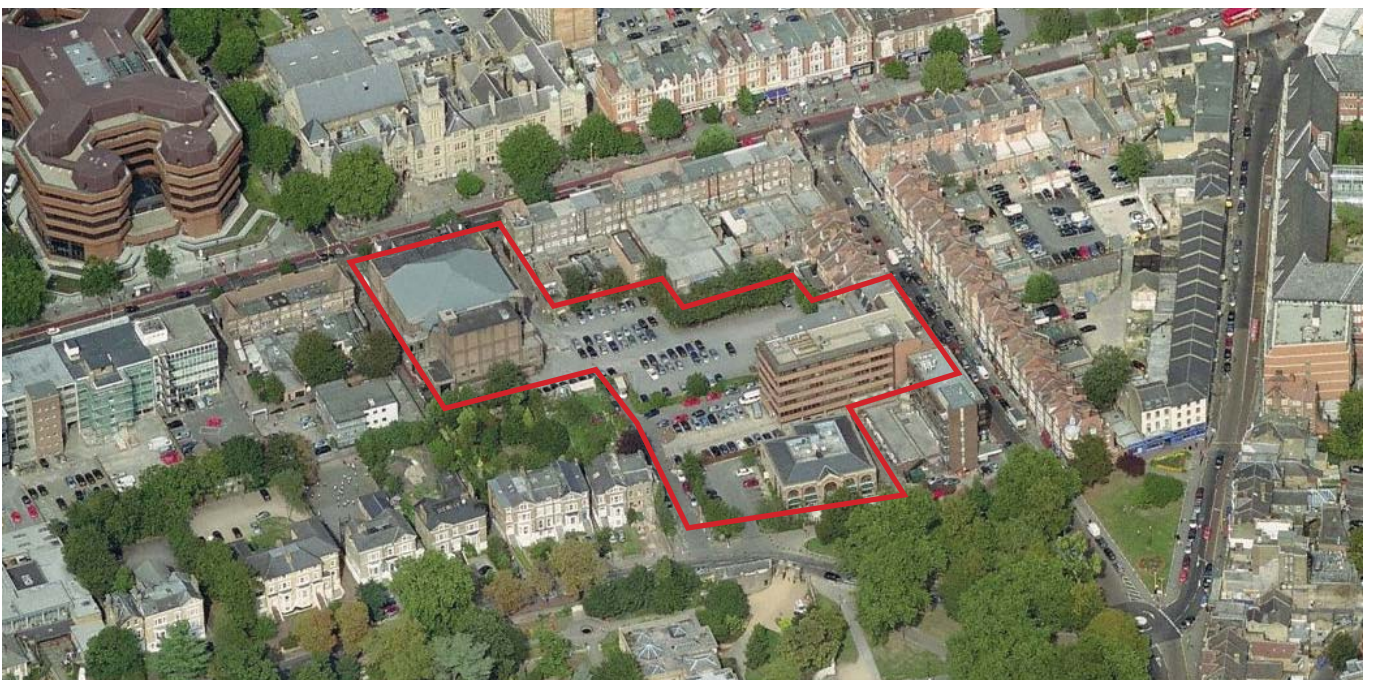
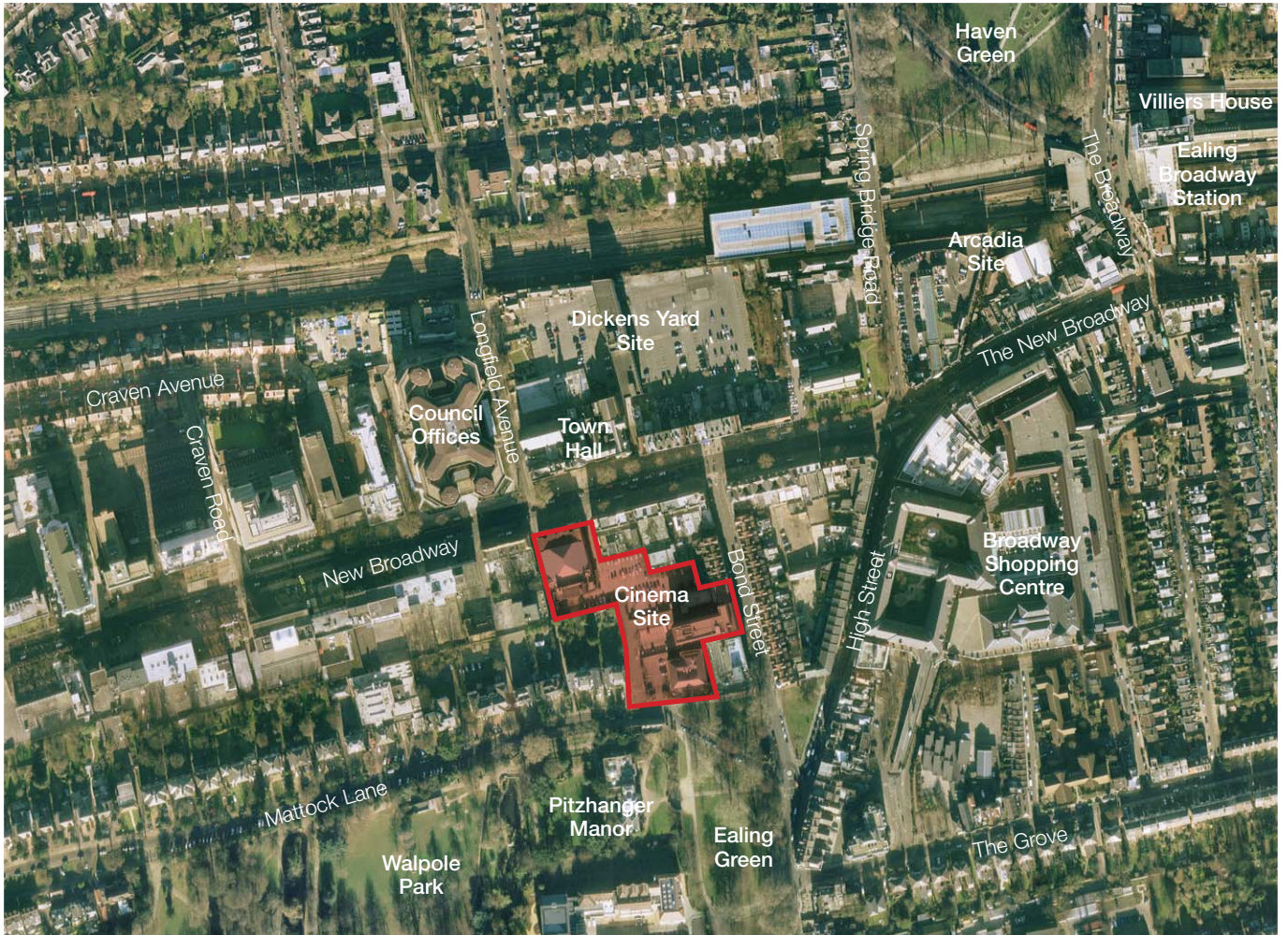


Figure 1.3: Aerial photos of the area around the Cinema Site, showing the retail areas along the railway line/Uxbridge Road, high quality housing closely related to the town centre, and the proximity of public open spaces.



## Policy Context

### Ealing's Local Plan

The Development Strategy DPD (adopted April 2012) sets the overarching vision for the borough to 2026. It is complemented by the emerging Development Sites DPD which allocates land for a particular use or type of development to deliver specific objectives within the Development Strategy, and the emerging Development Management DPD, which guides decisions on planning applications in the borough.

Policy 2.5 (b) of the Development Strategy DPD sets out clear proposals to 'define and reinforce the distinctive character and roles of different parts of the town centre and assess the best distribution of development to match the needs of the catchment population. The metropolitan centre comprises different quarters with different roles and characteristics including:

- Ealing Broadway – a high quality retail destination;
- Ealing Green – a cultural and community quarter with Pitzhanger Manor, the cinema, the film studios and important university functions;
- Uxbridge Road between Ealing Broadway and West Ealing – high quality head offices and ancillary functions; and
- West Ealing – value and convenience goods and a wide range of eating-places.'

The site is allocated as site 'EAL6 Cinema' in the emerging Development Sites DPD and is allocated for "mixed use development appropriate to the town centre, including multi-screen cinema, retail, commercial, and residential. Potential for student accommodation."

See Appendix 1 for an extract from the Development Sites DPD for site EAL6 Cinema.

### The London Plan 2011

Town centres are a key spatial priority in the London Plan 2011 (Policy 2.15). Ealing is designated as a Metropolitan Town Centre having moderate levels of future demand for retail, leisure and office floorspace, with the physical and public transport capacity to accommodate this growth. Metropolitan town centres are defined as serving wide catchments and typically contain at least 100,000sqm of retail floorspace with a significant proportion of high-order comparison goods relative to convenience goods.

### The National Planning Policy Framework

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

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

## Photographs of existing development around the Cinema Site



Figure 1.4: Pitzhanger Manor



Figure 1.8: Ealing Town Hall



Figure 1.5: Pitzhanger Manor viewed from gates adjacent to site



Figure 1.9: On site public car parking behind the cinema



Figure 1.6: Frontage to Ealing Studios, Ealing Green



Figure 1.10: Traffic on New Broadway adjoining site



Figure 1.7: Residential Mattock Lane adjoining site



Figure 1.11: Barnes Pike, view from Mattock Lane to New Broadway



## Section 2

# Site context

### Ealing metropolitan town centre

Ealing Cinema site sits on the western edge of the core of Ealing Metropolitan Town Centre (the extent of which is shown on figure 2.1). This part of the town centre has excellent public transport accessibility, proximity to large parks and greens, a distinctive Victorian character, several Conservation Areas and a number of listed and locally listed buildings.

The immediate context comprises:

- Council offices and Town Hall to the north of the site, with the Uxbridge Road office/commercial centre to the west
- Retail and mixed use development to the east of the site, including The Broadway shopping centre and a number of smaller groups of retail, cafe and residential units along Bond Street.
- St Saviours Church to the north east of the site.
- Walpole Park, Pitzhanger Manor and Ealing Green to the south of the site.

This part of the site is within the Ealing Green/High Street/Bond Street cultural/niche retail area as identified in the Spatial Development Framework Review (SDF) 2010. This document divides the Metropolitan Centre into a number of different 'quarters' as shown on figure 2.2. These 'quarters' are areas of different character, principal use or physical characteristics and each play a different but important role in the function of the town centre.

The character of the Cultural quarter is described as comprising:

- An enlivened cinema/film quarter that is a focus for a varied leisure and evening economy offer, including restaurants and cafes;
- Arts, culture facilities, studios and media related creative industries and spaces for outside screens and performance; and
- High street scale with contemporary buildings relating to established streets with the opportunity for taller buildings to be set back.

Adjacent character areas or quarters that also have an impact on this site include the Ealing Broadway Retail Core and the Uxbridge Road Business Quarter.

### The town centre vision

The Council's spatial development framework review was consulted on in September 2010 and identified 5 spatial priorities for Ealing Town Centre:

- 1) Prioritise retail** - The main focus for proposals in the town centre should be for an improved and extended shopping area that is complementary to existing retail.
- 2) Protect existing business uses** - The Employment Land Review (2010) makes a clear recommendation that business/office uses should be consolidated and retained within the business quarter along Uxbridge Road. This supports business uses in this part of the town centre and mixed/residential/commercial uses above retail in other areas.

This includes the provision of a mix of uses on the Arcadia site that is focussed on retail but is supported by commercial uses and/or residential use, and leisure uses.

- 3) Ensure a mix on the Arcadia site** - The testing of the Arcadia site and the strategic scenarios points to the advantages of a mixed use scheme that contains both residential and/or commercial land uses above retail as all of these uses are needed in the town centre.

- 4) Prioritise the townscape role of new buildings and consistency of scale** - Development should focus on high quality buildings and streetscape, new urban spaces and an appropriate response to existing character and the scale of buildings within Ealing Town Centre. This means streets feeling consistent and the provision of new buildings that work well with existing ones without the need to copy.

- 5) Encourage the growth of the cultural quarter** - Build on the already diverse and creative mix of uses in this part of the town centre to help the night time economy and extend the range of reasons for people to visit Ealing Town Centre.

These priorities have been taken forward in the borough's Development Strategy DPD (adopted 2012) Policy 2.5 which sets out the strategic spatial priorities for the town centre over the next 15 years.



Figure 2.1: Ealing Metropolitan Centre (extent of MTC shown with red line)

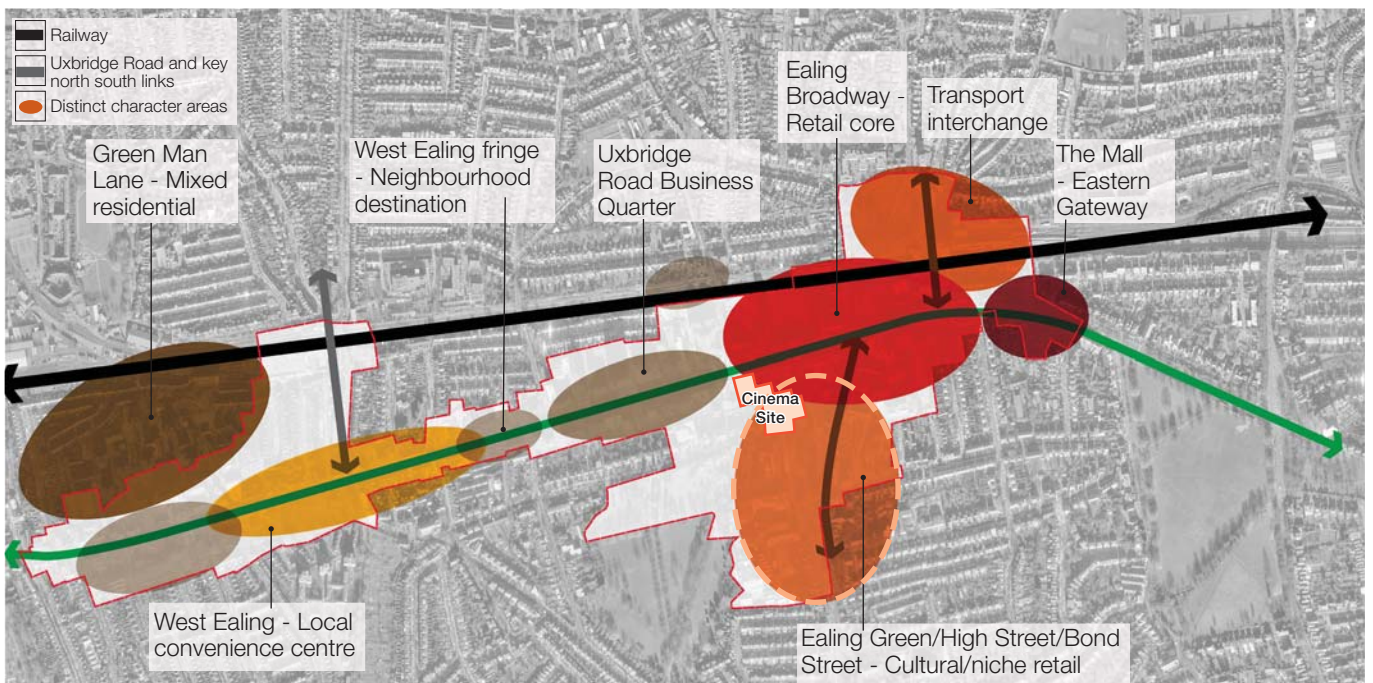


Figure 2.2: Diagram showing the different 'quarters' that make up the town centre



Figure 2.3: Photos within Ealing Metropolitan Centre



## Key development sites

Ealing Metropolitan Town Centre contains a number of significant redevelopment opportunities that have been identified in previous planning policy documents. A number of key sites exist near to and within the Cinema Site, which itself sits within the cultural quarter. These include:

- The Arcadia Site, identified for retail led mixed use development;
- The Station site around Ealing Broadway Station, to be redeveloped as a principal Crossrail Station;
- The Broadway Centre, which whilst it is unlikely to be redeveloped has been subject to ongoing intensification and extension;

- The Dickens Yard site which is currently under construction for retail and residential uses;
- The Lamerton Site, proposed for retail and supporting uses.

Further detail on these sites is set out in the emerging Development Sites DPD, programmed for adoption in late 2013.



Figure 2.4: Ealing Metropolitan Centre showing the extent of major development sites that have been identified by the Council as having development potential to support the role and function of the town centre.

## Historic environment

The Cinema Site sits partially within two Conservation Areas - The Ealing Town Centre Conservation Area covers the north of the site and the Ealing Green Conservation Area covers Bond Street and the south of the site:

- The Ealing Town Centre Conservation Area: designated in 1994 includes the main town centre to the south of the railway line. Its special architectural and historical interest is derived from the development of the town centre as a commercial focus for the borough in the later 19th and early 20th Centuries. One of its clearly distinguished areas of character (sub area 1) comprises the main shopping centre along The Mall, the Broadway, The new Broadway and The High Street, this area is characterised by the tight Victorian urban grain, acknowledged to be weakened in a number of areas and a reasonably consistent building scale along much of the main frontages; and
- The Ealing Green Conservation area has a varied architectural heritage with buildings from the 18th century onwards, with most buildings going back to the time when Ealing started to expand and flourish as one of London's more desirable suburbs. Building types are residential, educational, parades of shops, religious buildings and public houses.

The town centre supports a good range of historic buildings which form distinct elements in the town centre. Those within or directly adjacent to Cinema site and to which the site forms an important part of their setting include:

- The Town Hall (Listed Grade II);
- Parish Church of Christ the Saviour (Listed Grade II\*);
- Natwest Bank on the Mall (Grade II); and
- Our Lady Mother of the Church (Polish Church) (Grade II).

The Town Hall and the Parish Church of Christ the Saviour are also designated as local 'landmarks' in the emerging Development Management DPD."

Walpole Park to the south of the site is also listed Grade II on the Register of Parks and Gardens, and Pitzhanger Manor, within the park, is Grade I Listed.

In addition there are groupings of locally listed buildings along The Mall, Haven Green, New Broadway and the residential streets in the periphery. These buildings are afforded policy protection.

A number of recent developments have had a significant and detrimental affect on the historic fabric of Ealing Broadway. Poor quality architectural replacements for what were high quality Victorian and Edwardian buildings

destroyed after WWI, that ignore the character and quality of the earlier grain, creating fractures and visual gaps in the continuity and richness of the streetscape. Examples include Villiers House, The Arcadia Centre, and numbers 17-24 the Broadway.

## Building heights

Building heights around the site vary but are generally between 3 and 6 storeys in height, with the occasional taller landmark building. The taller buildings are generally to the north and include the 10 storey Villiers House, 14 storey development under construction on the Dickens Yard Site and 22 storey development with planning approval in the Business Quarter.

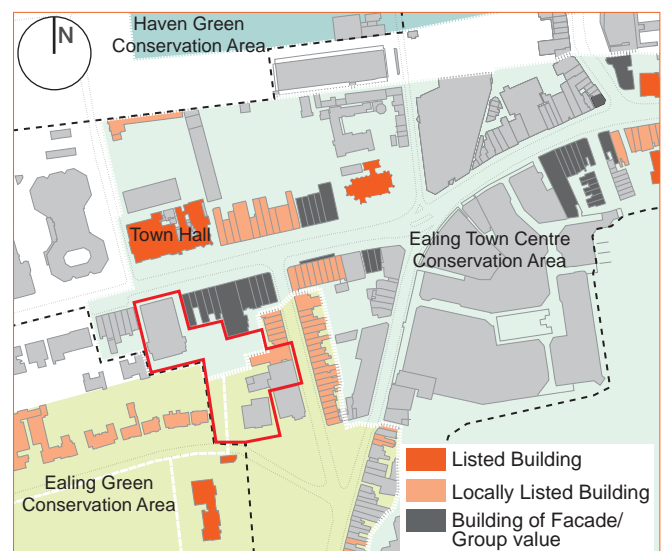


Figure 2.5: Listed buildings and principal conservation areas around the Cinema Site

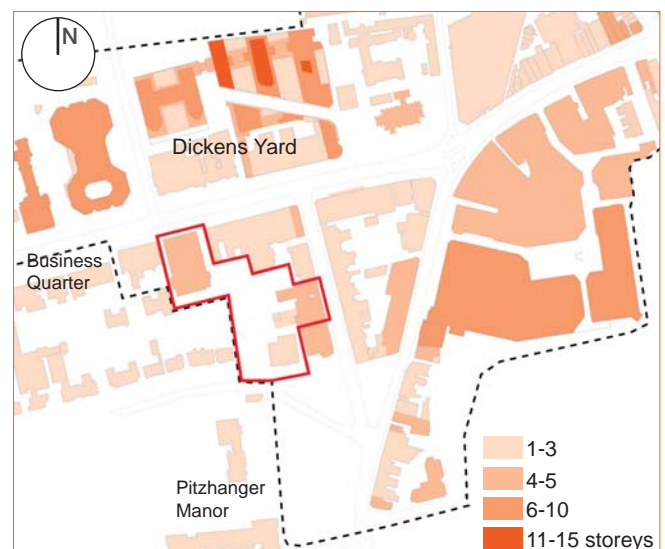


Figure 2.6: Existing building heights within the town centre core area around the Cinema site, including Dickens Yard development



## Section 3

# Site issues

### The site

The 'Cinema Site' is situated south-west of Ealing Broadway station and lies within two Conservation Areas; Ealing Green and Ealing Town Centre.

The site represents a large urban block and is located between Uxbridge Road/New Broadway (the principal shopping street), Bond Street (a secondary shopping street), Barnes Pike (a pedestrian footpath), and Mattock Lane (along the northern edge of Ealing Green and Walpole Park).

The site is an irregular shape that consists mainly of land to the rear of commercial, office and residential properties. The site has frontages onto 18-42 Bond Street, 59-63 New Broadway and Ealing Green. The site area has been carefully chosen to avoid listed buildings or groups that reinforce the Victorian character of the town centre, but to include buildings whose character or form are not considered to be positive in this context and that might benefit from redevelopment, in townscape terms at least.

In particular the 'Cinema Site' includes (refer to figure 3.1):

- 1 2 The Empire site - the retained cinema frontage and former cinema building and its associated car park to the rear;
- 3 The YMCA building now in London Borough of Ealing ownership;
- 4 5 A West London University building with associated car parking, accessed from Mattock Lane; and
- 6 A restaurant building fronting onto Ealing Green in the south of the site.

The site is currently in multiple ownership (about 4 separate owners).

The areas directly around the site are varied and closely related to it. These include:

- Retail properties (that front onto New Broadway) to the north, including a service yard, accessed from Bond Street;
- The Xanadu hotel on the corner of Bond Street and Mattock Lane; and
- A terrace of four large Victorian properties to the south west, fronting onto Mattock Lane and with garden walls forming the interface with the cinema site.

### Empire Site history

The Empire Cinema opened in 1934 and was the fifth of six cinemas built in Ealing. It has a striking frontage in a pseudo Egyptian style and is now the only surviving cinema in the town centre from that period (although part of the facade of another cinema exists close by).

In 2003 a planning application was submitted to redevelop the Empire Cinema on its current site behind the retained façade. This application was granted conditional permission in May 2004. This permission included a substantial extension to the building and proposed a 16 screen cinema with cafe and foyer areas, all opening up onto the Broadway.

In 2007 the Cinema closed, in theory for the redevelopment works to commence. The planning application was resubmitted in 2008 and permission granted in October. Subsequent variations in 2010 and 2011 increased the number of screens to 20 and added A3 units at ground floor. The majority of the building was demolished in 2009 with only the facade remaining. This brief emphasises the need for a cinema in Ealing and the opportunity for a broader cultural mix of uses and the comprehensive regeneration of the wider site that the proposals for cinema alone can deliver.

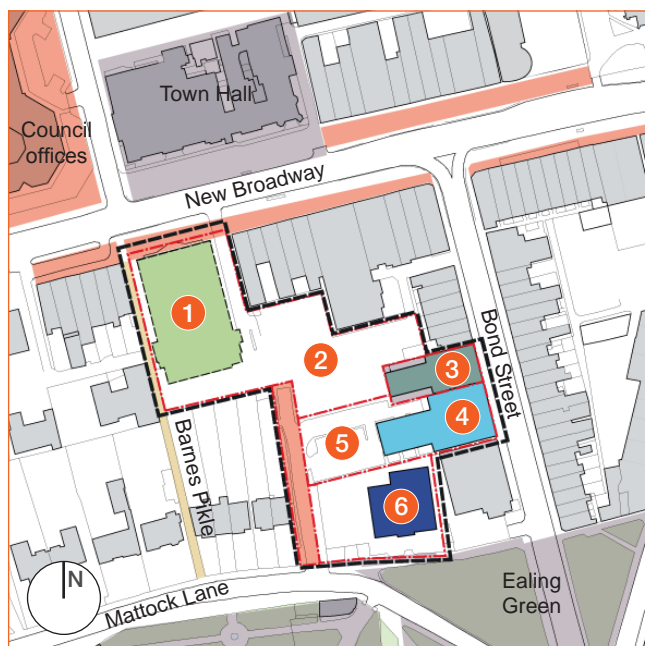


Figure 3.1: Site ownership plan



Figure 3.2: Retained Cinema building frontage



Figure 3.3: View from Mattock Lane, looking east, showing buildings fronting onto Ealing Green



Figure 3.4: The YMCA building along Bond Street



Figure 3.5: View from within the site showing the rear of the retained cinema frontage, with the Council offices and town hall behind



Figure 3.6: The Town Hall (Grade II Listed Building) is situated opposite the Cinema



Figure 3.7: Existing building at corner of Bond Street and New Broadway steps down awkwardly along Bond Street



Figure 3.8: Hotel along Bond Street



Figure 3.9: Barnes Pike, view towards Mattock Lane



## Public Transport and Vehicular Movement

Public transport accessibility in this part of Ealing is very good (with a PTAL rating of 6a - the second highest level). This is due primarily to Ealing Broadway Station, which provides access both to the Underground Network and mainline rail services, and also to the large numbers of bus services that pass through or terminate within this area.

The Cinema site is served by numerous bus routes. The bus stops are situated in front of the Cinema and Town Hall. The current bus routes stopping at these stops are as follows:

- 83 Ealing Hospital - Golders Green
- 207 Hayes - Shepherd's Bush Green
- 427 Uxbridge - Acton High Street
- 607 Uxbridge - Shepherd's Bush Green
- E2 Greenford - Brentford

- E7 Ruislip - Ealing Broadway
- E11 Greenford - Ealing
- N207 Uxbridge - Holborn

Although the access to public transport in the area is good many people continue to drive into the Town Centre, in particular for evening uses such as the theatre or cinema. The Uxbridge Road has a large traffic capacity and is used by many as a route into and through the town centre.

The Cinema Site contains and is adjacent to some minimally sized service yards that have a strong impact on the use and transition through the site. These will have to be taken into consideration in any future proposal.

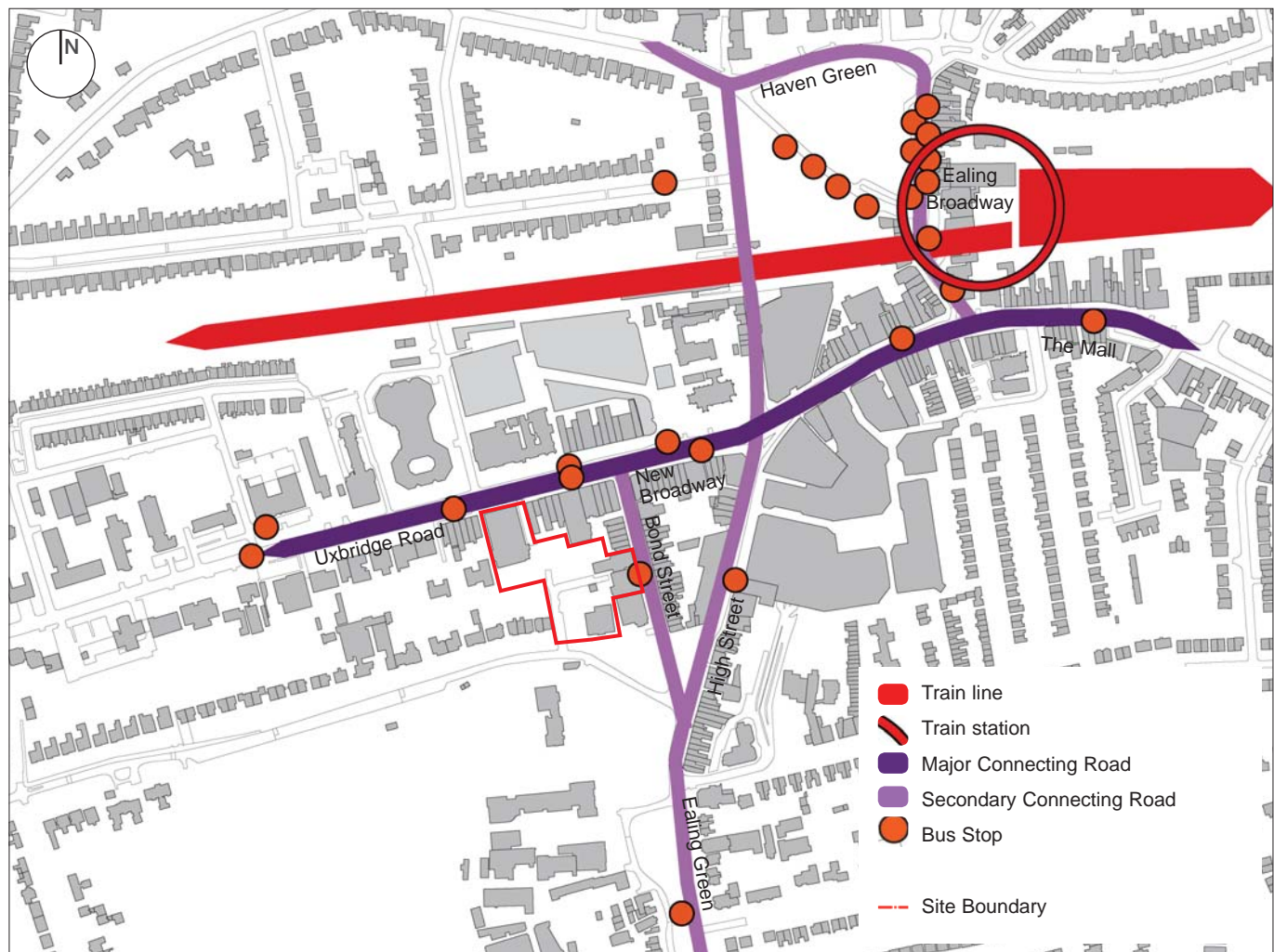


Figure 3.10: Vehicular and rail connections

## Pedestrian Movement and Connectivity

At present pedestrian movement is largely focused along the New Broadway/Uxbridge Road, Bond Street and which are all reasonably clear and direct. The north-south movement on the western edge of the site is provided by the Barnes Pike footpath, which although direct is poorly overlooked. The Council have also recently been looking at Public Realm improvements along Bond Street.

There is a key pedestrian connection (and gate) into Walpole Park, adjacent to Pitzhanger Manor just to the south of the site.

Movement through and within the site itself is currently very limited. One of the key problems for pedestrians navigating through the site is poor quality and unattractive routes. The routes are also informal and in some cases rely on holes in a fence and crossing a service yard.



Figure 3.12: Pedestrian movement along New Broadway

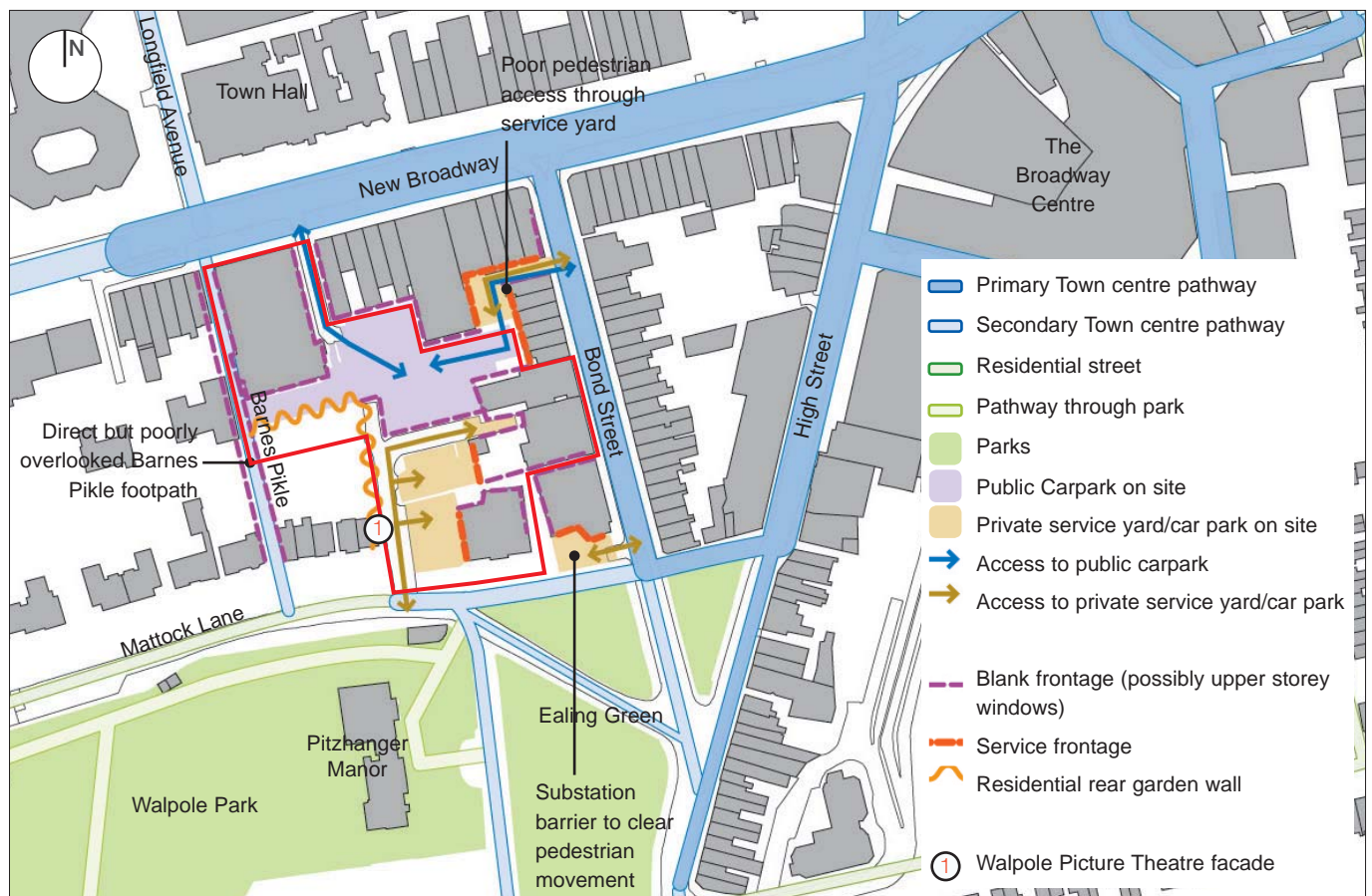


Figure 3.11: Pedestrian network around site



## Building Quality

The Cinema site is located in an area where there are a number of listed and locally listed buildings, and identified groups of buildings of townscape value (see figure 2.21). The building quality in the area is generally good, due in part to individual listed buildings such as the Town Hall and groups of buildings that have good symmetry, strong character and form. The facade of the Cinema is locally listed and reflects the heights of the neighbouring buildings.

On the site itself the situation is mixed with the rear of many of the surrounding buildings being unattractive and of low quality. The terrace to the north of the site, fronting on to New Broadway has been renovated recently and provides an attractive facade. The office and restaurant buildings at the south of the site, whilst not of poor quality in themselves do not contribute positively to the character and appearance of the Conservation Area or of Ealing Town Centre itself.

Of historical interest within the site is part of the facade the Walpole Picture Theatre, which used to be on Bond Street.

## Building Form and Scale

The dominant building scale around the site is set by the Victorian buildings of 3 to 4 generously sized storeys along the northern and eastern edges of the site. These buildings form the principal frontages of New Broadway/Uxbridge Road and Bond Street are usually set in groups, often with articulated height increases for corner and central elements.

Other consistent groupings of building heights include a row of 3.5 storey semi-detached houses to the south west of the site on Mattock Lane.

The three postwar buildings turning the corner from Bond Street to face Ealing Green do not sit well with their surroundings. On Bond Street they are 5-6 storeys, with lower storey heights than surrounding buildings.

Facing Ealing Green there is little coherency in height with surrounding development. The problem with these buildings is more to do with their lack of sympathy for their Victorian surroundings and the way that they each operate separately without considering their role as part of a group within the wider townscape.



Figure 3.13: Small increases in height often relate to corners and to central elements within a group of related buildings



Figure 3.15: Cinema fits into consistent New Broadway scale



Figure 3.14: Inconsistent building heights along Mattock Lane, turning into Bond Street



## Open Space

One of the strong characteristics of Ealing Town Centre is the large green spaces within or near the core area. In this part of Ealing the principal open spaces are Walpole Park and Ealing Green. Both are located to the south of Mattock Lane, the southern border of the Cinema Site.

Apart from these large spaces (also including Haven Green and Ealing Common), there are few other public open spaces within the town and few urban squares or spaces.

## Walpole Park

Walpole Park is on the Register of Historic Parks and Gardens and is approximately 28 acres in area. Ealing Council's web site describes the park as *'Ealing's premier park which hosts jazz and comedy festivals during the summer.'* Walpole Park joins Lammas Park to the south.

Walpole Park is walled to the north and this restricts any visual connection between the park and Mattock Lane and the Cinema Site, although there is a strong physical connection.

The park consists of ornamental gardens and parkland, a rose garden, water garden, ornamental pond, including a bridge, entrance arch and lodge and Pitzhanger Manor Museum.

The northern boundary wall to Walpole Park, as well as several of the structures within the park, are listed and any modifications could require listed building consent.

## Ealing Green

Ealing Green is formed of smaller sections of greenery dissected by Mattock Lane, Bond Street and High Street. It fronts the Cinema site and Pitzhanger Manor and the properties on High Street of which some are locally listed and statutory listed buildings.

Ealing Green has some trees along pathways that relate to Pitzhanger Manor.

The role of Ealing Green is to act as an arrival space at the edge of the town centre and forms part of the transition from the outer town centre area to the inner core.

## Other open spaces

The area does not have any other significant open spaces. The area is defined by its thoroughfares and it does not have a strong character of public squares within the urban area. This is as a result of its Victorian heritage and a character based on a network of linear streets.

However a couple of squares do exist and are generally quite successful within the town.

The 'town square' within the Broadway Shopping Centre acts as the focus of this development and gives somewhere to sit away from vehicles.

Oak Road (a small space off The Mall) forms another

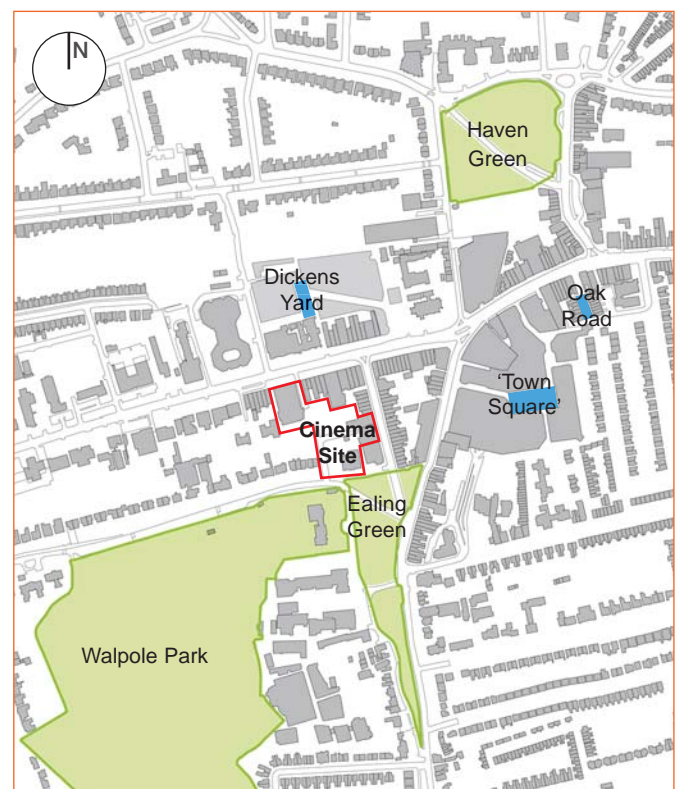


Figure 3.16: Principal open spaces in surrounding area



## Section 4

# Vision

The principal requirements for this site are based around the Council's intention that it should be seen as a major development opportunity for a new cultural and leisure offer for the town centre. In this way the Council do not have a set view about the final form and mix of development on the site, subject to the following overarching objectives:

- **Comprehensive redevelopment** of the site in order to achieve the most benefits for the town centre and create new pedestrian routes and connections. The Council will actively use its own land holding within the site to facilitate development (subject to best consideration).
- Focus on the delivery of **high quality culture and leisure** uses on the site, with opportunities for retail and cafes at ground floor level and studios and residential uses above.
- Create a new **cinema square gathering space** for the town centre that connects new and existing links and spaces.
- **Improve the environment** on and around the site, including the surrounding streets and spaces. This includes the delivery of buildings and spaces of the highest architectural quality on the site itself. The height and massing of any new buildings should be commensurate with the surrounding built form to ensure that the amenity of existing residential properties, Ealing Green/Walpole Park and the character and appearance of the Conservation Areas are preserved.

### Extent of redevelopment opportunity

Proposals brought forward must be based on a masterplan for the site as a whole that addresses the urban design objectives and realise the full potential of the site. The Council wants approaches based on a clear design concept that advances a vision for the site as a whole; piecemeal development (for example based on land ownership) that prejudices the ability to deliver the site's full development potential will not be supported.

The existing permission for the Empire site addresses only part of the wider Cinema site identified as EAL6 in the emerging Development Sites DPD. As such the stand alone cinema proposal fails to deliver the Councils vision of an enlivened new quarter with a series of interconnected streets and spaces and range of new culture and leisure uses.



Figure 4.1: Precedent images



## Section 5

# Design principles

These design principles are set out in order to ensure that development proposals coming forward on the Cinema site respond to the various constraints and influences on the site, and its important role and location within Ealing Metropolitan Town Centre, and put the case forward for how comprehensive development of the area is the only real solution that achieves the councils aims and aspirations.

The design principles have been generated from a careful assessment of the site, review of previous proposals and option testing of a range of possible future development scenarios for the site. They are grouped into five headings, related to the main urban design issues that the proposals need to address and in relation to the surrounding area.

On the following pages the principles are illustrated and explained so that the expectations around each of the principles and the reason behind it is clear.



Figure 5.1: Precedent images





## 5.1 Site development principles

### Movement

#### Pedestrian movement

When considered as a comprehensive development the cinema site has the potential to unlock a series of new pedestrian routes and connections. Currently the site allows for no cross movement, and Barnes Pike, whilst a well used key link between New Broadway and Mattock Lane/Walpole Park, is poor in terms of safety and environment. At present pedestrian movement is largely focused along the pavement around the edge of the site.

- Cross site pedestrian routes are limited, and there are no links between Barnes Pike and Bond Street.
- The potential for pedestrian circuits are limited by the backland nature of the site.
- There is no local space for gathering, orientation, waiting
- Links to Walpole Park are poor from the Broadway.
- A lack of cycling facilities within the town centre generally.

In order to address these concerns the Cinema site can open up the area and provide new active routes linking the retail and business quarters with Walpole Park and Ealing Green. Three movement related principles have been established for the site.

#### **Principle 1:** Create a new north-south pedestrian route overlooked by active frontages connecting New Broadway and Ealing Green

A high quality, easy to use, safe and active pedestrian orientated route is needed to improve the accessibility of Walpole Park and Ealing Green from the north - particularly now that the Dickens Yard development is going ahead. The location of for the new route is not completely fixed however it needs to positively respond to the retained cinema frontage and connect safely and directly to Mattock Lane and Ealing Green, providing an alternative link to Barnes Pike.

#### **Principle 2:** Open up an east-west link to the site from Bond Street

Currently Bond Street is a long street frontage with no connections through to the cinema site. The Spatial Development framework highlights the desire for pedestrian links and loops in order to increase permeability and encourage a range of activities. The link could be partially covered or located within an arcade to allow continuity of frontage along Bond Street, but should link through to the centre of the site and connect with the north south link.



# Key

- Pavement enhancements
- Key north-south pedestrian link
- Key east-west pedestrian link
- Potential future links, as identified in SDF
- Improvements to Barnes Pike link
- New crossing points, to relate to new pedestrian routes
- Cinema site boundary
- - - Ownership boundaries

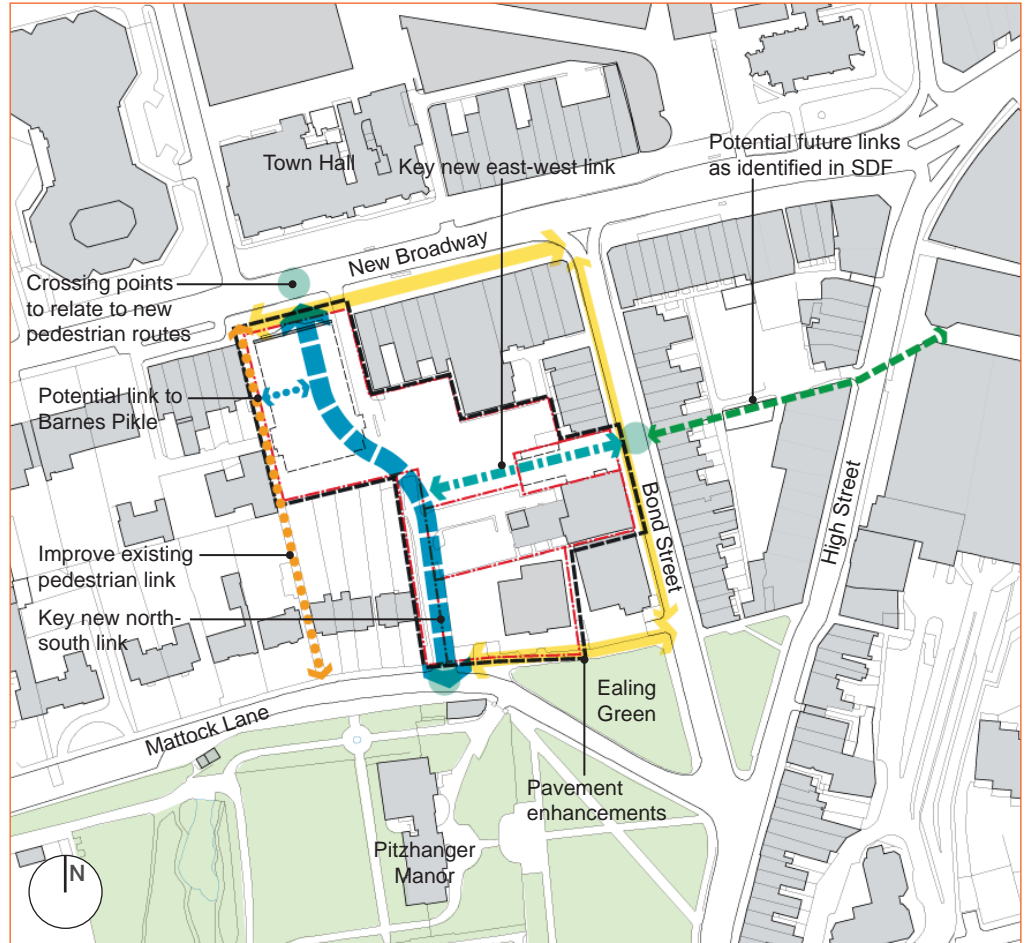


Figure 5.2: Pedestrian movement



Figure 5.3: Pedestrian precedent images



## 5.2 Site development principles

### Streets and spaces

The spatial qualities of streets and spaces within the Town Centre and the general richness of the buildings that enclose them are important characteristics specific to Ealing. Any new development needs to create spaces with similar qualities that extend and add to the positive characteristics of the area.

Ealing Town Centre contains a number of significant open spaces (see figure 5.2). Most of these spaces are large parks and greens and they make an important contribution to the spatial qualities of Ealing Town Centre. These spaces include Ealing Green, Ealing Common and Walpole Park. Whilst these spaces work well in themselves the connections and routes between these spaces could be improved. The however town centre has few smaller urban spaces or squares

The cinema site is directly adjacent to Ealing Green and Walpole park there is the opportunity to create an internal central urban 'cinema square' which connects with these much larger greener spaces.

#### Open space

**Principle 3:** Create a new public space within the cinema site

Currently in Ealing there are no significant pedestrian friendly public spaces other than a small isolated town square within the Broadway centre. New public spaces are proposed in new development sites in the Spatial Development Framework - in particular Dickens Square and the Arcadia site. There is a key opportunity to provide an external urban 'cinema square' within the cinema site which should be overlooked and occupied by active uses, cafes, studios and potentially the entrance or foyer of the cinema itself. Depending on size there is also the potential for a large screen and small performance space.

**Principle 4:** Create an integrated network of new spaces, streets lanes, and routes through the site, and ensure that any new or replacement buildings provide active frontages at ground level. Use these streets and spaces to create an attractive mixed use area.

Developing and delivering a relatively fine grained network of new streets and spaces within and around the site is a key objective of the redevelopment. These spaces will be traffic free pedestrian focussed public streets. Careful consideration needs to be given as to how best to achieve this outcome given the site constraints. Whilst mainly open uncovered street would be preferred, other options including glass canopies along wider streets and/or short 'arcade' style links through buildings may be appropriate. Key issues will include street level activity, overlooking, regular entrances, legibility and detail/articulation. Ground floor residential uses, particularly directly adjacent to the public realm, will not be appropriate.



# Key

- Pavement Enhancements
- New central public space located to connect two new internal pedestrian routes
- Internal streets
- Cinema site boundary
- Ownership boundaries

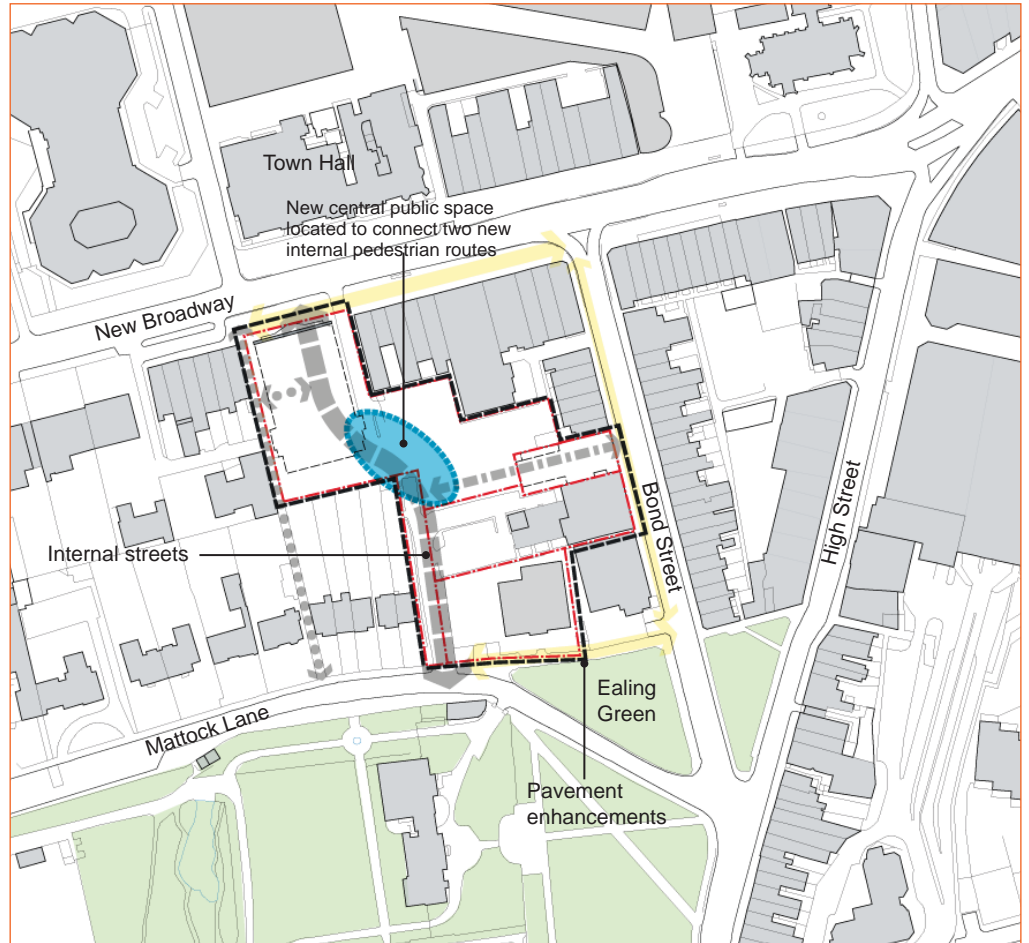


Figure 5.4: Streets and spaces



Figure 5.5: Streets and spaces images



## 5.3 Site development principles

### Built form, massing and uses

The way the buildings relate to the surrounding streets, and to each other to create an interesting and rich streetscape will be a key indicator in the success of any redevelopment proposal for this site. In addition, the site is within 2 Conservation Areas and so the tests that will apply to the quality and appropriateness of the development scale and design is of utmost importance.

Previous schemes have proposed a cinema as a stand alone proposal on the Empire site. The bulk and massing of the proposals generally seem to overwhelm the site and do not allow for the links, routes and mix of uses identified in the Spatial Development Framework and explored in this document.

#### Built form and massing

**Principle 5:** The cinema 'box' needs to be carefully sited in order to enable a positive urban environment across the whole site area

Whilst it is appreciated that a multi-screen cinema by its nature has a certain bulk and massing, it needs to be very carefully located on the site in order to minimise its impact, for the 'backs' and 'fronts' to work successfully and to allow for a variety of other buildings rather than one stand alone box. It is in this regard that the need for the site to be looked at as a whole rather than as a series of individual sites becomes most critical. It is clear that a modern and efficient cinema cannot actually be located within any single individual site and the assembled site needs to be considered as a whole in order to achieve the principles set out in this document.

**Principle 6:** Buildings facing onto New Broadway and Bond Street need to respect the conservation areas and adjacent listed buildings

Development on the northern part of the site is predominantly infill of existing streets and as such should respond to the existing building heights. The buildings generally vary in scale between 4 and 6 storeys and development within this range is likely to be consistent with the surroundings.

**Principle 7:** Development to the south of the site should be designed to mask any negative effects of the massing of the cinema box on Pitzhanger Manor and to the overlook the open spaces of Ealing Green.

There are significant benefits to a sympathetic scale of development on the edges of the site generally relating to the heights of neighbouring buildings. However, development on the southern edge of the site should be scaled a least to screen the bulk of the cinema block as well as responding to its role in the setting of Ealing Green Conservation Area and the statutory listed assets to the south.

**Principle 8:** Building heights within the site and overlooking the new public square should be appropriate to the size and scale of the streets and spaces

The new public square is likely to be fairly modest in scale given the size of the overall site, and surrounding / overlooking buildings should respond to the size of the square in a positive way and consider overshadowing and be of an appropriate scale.

Car parking and servicing are always key issues for urban town centre locations. A reasonable amount of the visible area of this site is was formerly given over to car parking and this does not form an attractive or effective use of the site.

**Principle 9:** Carefully integrate the retained cinema frontage on New Broadway

The historic former cinema facade has been retained whilst the rest of the building was demolished in 2008.

The original frontage was notable for its classical Egyptian style often associated with Odeon Cinema's of this period. Originally opened in 1934 as The Forum Cinema - built to the designs of John Stanley Beard who was also the architect for the Walpole Picture House in Bond Street (demolished in 1981 but the entrance arch survives on the side of the first house in Mattock Lane).

The retained facade will need to be sensitively integrated into any proposals.

**Principle 10:** Create a range of uses, in addition to the cinema use, that support the town centre and the evening economy (restaurants/bars etc).

In particular, the principle frontages onto Ealing Green and New Broadway and active frontages created within the centre of the site should focus on the creation of active edges that are supportive of the principal cinema and cultural use of the site and the town centre. This will include restaurant uses, bars, small scale retail uses and other cultural or arts facilities.



# Key

- Built form to relate to existing immediate context
- Built form to be of an appropriate scale
- Indicative size of multi-screen cinema
- Built form of appropriate scale to screen cinema block
- Cinema site boundary
- Ownership boundary

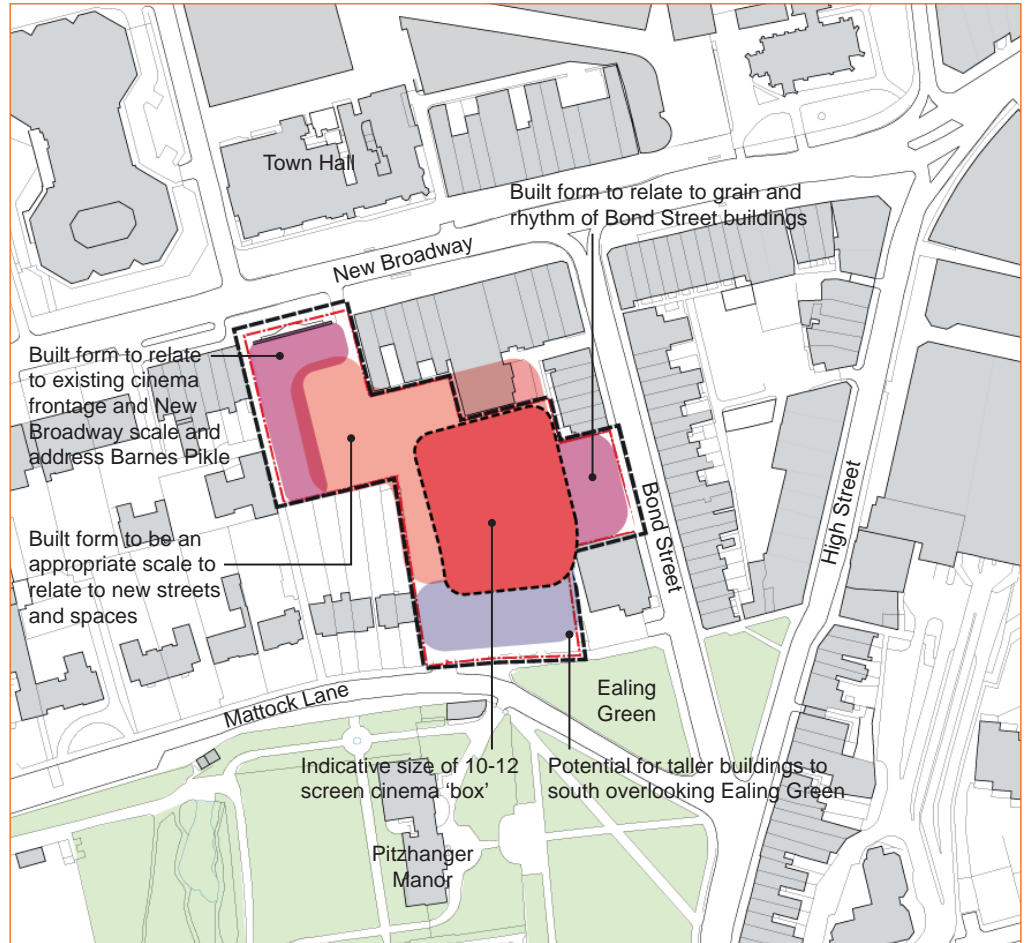


Figure 5.6: Built form and massing



Figure 5.7: Built form and massing images





**Appendix 1:**

Extract from  
Development Sites  
DPD for site EAL6  
Cinema



## EAL6 Cinema

### 59-63 New Broadway/14-22 Bond Street/1 Mattock Lane, Ealing W5



**Site Area:** 0.88ha

**Ownership:** Private, some Council

**Current Use:** Cleared site with façade retained, car park, restaurant, offices, community

**Development Strategy Policies:** 2.5 particularly 2.5(b), 2.5(e) and 2.5(g)

**Setting:** Central

**PTAL:** 5-6

**Planning Designations:** Metropolitan Centre; Ealing Town Centre and Ealing Green Conservation Areas; setting of Grade I Listed Pitzhanger Manor Gallery/House and entrance archway and gates to Walpole Park; setting of Grade II Listed Perceval Lodge and Stone Bench; Archaeological Interest Area; Adjacent to Ealing Green POS and Ealing Green, Walpole Park and Lammas Parks MOL

**Relevant Planning Applications:** P/2003/5043 and related permissions

**Allocation:** Mixed use development appropriate to the town centre, including multiscreen cinema, retail, commercial and residential.

**Justification:** The outstanding planning permission for the multiscreen cinema will provide a significant leisure development within the town centre, which Ealing currently lacks, and restore the retained façade as a key townscape element. Development of the wider site with complementary uses will support an enlivened film/cinema quarter that provides a range of cultural, leisure an entertainment uses suitable for all ages.

**Indicative Delivery Timetable:** 2016-2021

**Site Context:** The site extends between New Broadway and Mattock Lane, bounded by the pedestrian only Barnes Pike to the west and Bond Street to the east. Each of the three main frontages has a unique context – the civic scale of the town hall to New Broadway, the fine-grained Edwardian terraces of Bond Street, and the formal open spaces of Ealing

Green/Walpole Park to Mattock Lane with Pitzhanger Manor beyond. Excepting the retained façade, the existing buildings do not successfully integrate into the rich local context and their layout results in large underused backland areas in a prime town centre location.

**Design Principles:** The Ealing Cinema Supplementary Planning Document (SPD) sets out the design principles for the site in full Change on this site may be achieved through comprehensive or incremental development; any proposals brought forward must be based on a masterplan for the site as a whole that address the urban design objectives and realises the full potential of the site.

Development on this site should deliver a multiscreen cinema, and introduce additional complementary town centre uses, with active ground floor retail, restaurant and leisure uses. The inclusion of additional arts and cultural uses, studios/flexible office space and community uses would be welcomed.

## EAL6 Cinema

The heritage setting of the southern and eastern boundaries of the site will require a high quality design that sits comfortably within the surrounding area and complements the dominant Edwardian vernacular. Approaches should be based on a clear design concept that advances a vision for the site as a whole; piecemeal development based on land ownership that prejudices the ability to deliver the site's full development potential will not be supported. The Edwardian YMCA building positively reflects the original character of this part of the town centre, and would merit retention and enhancement as part of any development proposals.

The height and massing of new buildings should be commensurate with the surrounding built form to ensure that the amenity of existing residential properties, Ealing Green/Walpole Park, and the character and appearance Conservation Area are preserved. On the perimeter of the site, the building line established by adjacent properties should be continued; on Mattock Lane buildings will be expected to retain the generous setback of properties to the west with a high quality landscaping treatment to the front.

The creation of a new public space in the centre of the site is supported. This space should be defined by active frontages and located such that it integrates with the existing movement patterns of the town centre. Achieving better integration of Ealing Green/Walpole Park should be a key outcome of proposals on this site, and this should be reflected in the arrangement of new buildings.

Residential development at upper floors is supported, subject to a satisfactory level of amenity being achieved. Any residential units proposed should be dual aspect (north facing single aspect units are not acceptable) and provide access to suitable private and/or communal garden space. Both balconies and communal garden space will be expected in flatted schemes; communal garden space may be provided above ground level in the form of courtyards or roof gardens.

The proximity to Ealing Green/Walpole Park will be considered when assessing the required level of provision of private garden space only

where design and layout is of sufficient high quality and contributions are made towards enhancements to these open spaces.



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