Arcadia Site
Ealing Metropolitan Town Centre
This draft Supplementary Planning Document (SPD) for the Arcadia Site has been prepared to establish clear parameters for those bringing forward proposals on the Arcadia Site about the necessary requirements for redevelopment proposals that are considered central to ensuring the full potential of the site is realised. The draft SPD sets out the known constraints of the site area and context and establishes design principles that the Council considers should underpin the future development of the Arcadia site.

The Arcadia site is one of the most significant sites within Ealing Metropolitan Town Centre. It is located next to Ealing Broadway Station and the main shopping area at Ealing Broadway/Uxbridge Road. It currently contains a range of land uses including retail, residential, restaurants, car parking, offices and railway lines.

The Council are keen to see a comprehensive proposal for its redevelopment and have put together this draft SPD to clarify the key design principles for any new schemes coming forward and to inform and guide the planning process.

This draft SPD 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. At the same time the Council also consulted on scenarios for the redevelopment of the Arcadia site in order to better understand the issues locally in terms of mix and scale of uses on the site. In January 2012 the Council issues interim planning guidance (reported to Cabinet 24 January 2012) for prospective purchasers of the site, in advance of this draft SPD.

Based on this earlier work and the Development Strategy DPD (adopted April 2012), this draft SPD establishes a concept and vision for the Arcadia Site that includes:

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

This draft SPD sets out 14 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:** Improve pedestrian linkages to enhance pedestrian access between the station and the core of the town centre.

**Principle 2:** Improve connections between the site and Haven Green in order to minimise the barrier effect of the railway line on north-south movement.

**Principle 3:** Create an improved pedestrian environment around the edges of the site with widened pavements along The Broadway and Spring Bridge Road.

**OPEN SPACE**

**Principle 4:** Respond appropriately to the need for a gateway to the town centre at the north-east corner of the site, to relate to the entrance/exit to Ealing Broadway Station. (see figure 5.3).

**Principle 5:** 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.

**SIGHTLINES AND VISUAL IMPACT**

**Principle 6:** Proposals are to make best use of roofscape, terraces and balconies within the scheme both for amenity use and ecological/biodiversity value.

**Principle 7:** Development proposals must create an appropriate setting for the Grade II* listed Christ St Saviour Church.

**BUILT FORM AND HEIGHT**

**Principle 8:** Development proposals need to consider and open up sightlines to the Christ St Saviour Church that will reinforce its role as a local landmark.

**Principle 9:** Replacement buildings along the southern edge of the site should follow the gentle curve of The Broadway in order to reinforce the townscape qualities of this part of the town centre.

**Principle 10:** Buildings facing on to The Broadway are to be of a height and scale that is sympathetic to the south side of the street (figure 5.8).

**Principle 11:** Buildings facing onto Haven Green should be of similar height and scale to residential blocks to the north and consistent with the Conservation Area (figure 5.8).

**Principle 12:** Additional height may be accommodated away from the existing street frontages so long as the bulk and massing of the scheme as a whole is appropriately considered and development is centred around new routes.

**Principle 13:** Any new tall or landmark buildings should be located towards the north east corner of the site/Ealing Broadway station, in order to reinforce this principal point of arrival.

**CAR PARKING AND SERVICING**

**Principle 14:** Proposals must include appropriate measures for servicing as well as accommodating car parking spaces for residents, shoppers and for operational purposes, that have minimum impact on surrounding streets.
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Figure 1.1: The strategic location of Ealing within Greater London
Section 1

Introduction

The Arcadia Site is the most significant redevelopment opportunity in Ealing Metropolitan Town Centre. It occupies a pivotal location next to Ealing Broadway Crossrail Station and the main shopping area at Ealing Broadway/Uxbridge Road, providing a mix of land uses including retail, office, restaurant, residential and car parking.

The site as a whole forms a large impermeable block of comparatively low intensity uses, with the existing buildings largely inadequate to accommodate the scale, range or quality of retail offer required to support the vitality and viability of Ealing as a Metropolitan Centre. Individually or together, the buildings have little architectural merit and the site is not considered to make a positive contribution to the Conservation Areas or the townscape character of the area.

There is therefore significant scope to make more efficient use of the site with an improved layout and high quality design that introduces new uses to the site and significantly enhances the townscape at one of the most prominent areas within the town centre. While the Arcadia Site has been the focus of several planning applications in recent years, none have been sufficiently robust to successfully address the sensitive context of the site.

This draft SPD has been prepared to establish clear parameters for those bringing forward proposals on the Arcadia Site about the necessary requirements for redevelopment proposals, particularly the design principles which are considered central to ensuring that the full potential of the site is realised.

While it is acknowledged that change may be achieved on the Arcadia Site through comprehensive or phased redevelopment, this draft SPD 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.

Purpose

The Arcadia Site SPD provides further detail on the implementation of Development Strategy Policy 2.5 and Development Sites Policy EAL3, specifically the Council’s expectations for any redevelopment proposals coming forward and the design principles that proposals must be in accordance with to be considered acceptable.

The requirements identified are not exhaustive; the SPD highlights key objectives and requirements rather than repeating policies covered elsewhere. As such, the SPD does not set out detailed prescriptions relating to development capacity, exact building heights or infrastructure requirements as these can only be considered once detailed designs have been submitted through the planning application process.
Figure 1.3: An aerial photo of the area around the Arcadia 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.
Status

This proposed SPD will form part of Ealing’s Local Plan and it supplements the policies contained within the Development Strategy, Development Sites and Development Management DPDs and the London Plan 2011 which together form the Development Plan for the borough. This guidance will therefore be a material consideration for decisions on planning applications. It has been prepared in line with the requirements of the Planning and Compulsory Purchase Act 2004 and associated regulations and guidance on the preparation of supplementary planning documents.

This Draft SPD has been published for consultation in accordance with Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. Responses to the Draft SPD will be taken into consideration within the revised document, which the Council will then proceed to adopt.

Policy Context

The Arcadia Site SPD provides further guidance on the implementation of those policies contained within Ealing’s Local Plan which collectively guide the redevelopment of the Arcadia Site. It has also taken account of current national and regional planning policy and guidance.

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 Development Sites DPD, which allocates land for a particular use or type of development to deliver specific objectives within the Development Strategy, and the Development Management DPD, which guides decisions on planning applications in the borough.

Policy 2.5 of the Development Strategy DPD sets out clear proposals for the revitalisation of Ealing Metropolitan Town Centre to ‘develop a vibrant and diverse range of new homes, shops, offices, sport and leisure and other public facilities leading to the provision of 2,600 additional mixed tenure homes, up to 90,000sqm additional office space and up to 50,000sqm gross retail floorspace’. The principal role of the Ealing Broadway area is a high quality retail destination, with an extended quality retail offer and enhanced townscape character.

The Arcadia Site is considered central to delivering Development Strategy Policy 2.5, and is therefore allocated within the Development Sites DPD. Development Sites Policy EAL3 proposes the allocation of the Arcadia Site for mixed use development appropriate to the town centre, including additional retail, commercial, leisure/entertainment and residential. The policy justification confirms that the existing buildings on the site are insufficient to accommodate the scale, range or quality of retail offer required to support the vitality and viability of the town centre, and their comparatively low intensity of development under-utilises a key town centre site adjacent to the station.

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.
Planning Submission Requirements

This SPD does not remove the requirement for planning permission, nor guarantee planning permission. Proposals must be in accordance with the site-specific policies within the Development Sites DPD and this SPD, as well as satisfying the generic policies and development standards contained within the Development Strategy and Development Management DPDs, and The London Plan 2011.

As set out in the Development Sites DPD, proposals which include tall buildings must seek full planning permission; outline planning applications for a tall building will not be considered. Additionally, applications for full planning permission relating to all or part of a site allocation are required to submit additional detail on the key design components that are considered critical to the success of the scheme, supported by appropriately scaled and accurate drawings. This may include, for example, additional detail on balconies, materials choice, façade treatment, or interface with the public realm.

Applicants should contact the Council at the earliest stage to discuss submission requirements and initiate the design process appropriately; a comprehensive pre-application service is available and should be utilized for all sites within this document.

Consultation

The Consultation on the Draft Arcadia Supplementary Planning Document is in line with Ealing’s Statement of Community Involvement and runs for eight weeks from 29 June 2012 to 24 August 2012. Copies are available on the Ealing website at www.ealing.gov.uk/planpol. Alternatively you can request a copy from planpol@ealing.gov.uk or a printed copy from:

Karen Montgomerie
Planning Policy
Regeneration and Property
4th Floor, Perceval House
14-16 Uxbridge Road
Ealing W5 2HL

Responses can be sent by email to planpol@ealing.gov.uk or by post to the above address.
Section 2

Site context

Ealing metropolitan town centre

The area around the Arcadia Site forms the core part of Ealing Metropolitan Town Centre (the extent of which is shown on figure 2.3). 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:

- Retail and mixed use development to the south and east of the site, including The Broadway shopping centre directly to the south and a number of smaller groups of retail and residential units.
- Haven Green and the surrounding primarily residential buildings to the north.
- To the north east of the site is Ealing Broadway Station and the 10 storey Villiers House slab block that marks out this part of the town centre.
- Church St Saviour Church and the related Christ Church School, as well as the multi-storey Spring Bridge Road Car Park, to the west of the site.

This part of the site is within the Ealing Broadway Retail Core 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 2.4. 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 Ealing Broadway Retail Core area is described as comprising:

- The retail centre for Ealing with high quality comparison and convenience shopping;
- Consistent and continuous street frontages with an opportunity for taller buildings within the centre of main sites; and
- A high degree of enclosure and high quality urban streets and spaces that maximise pedestrian linkages to and within the centre.

Adjacent character areas or quarters that also have an impact on this site include the Transport Interchange area focussed on Ealing Broadway Station, The Mall which forms the eastern gateway to the town centre, and the Ealing Green/High Street/ Bond Street cultural quarter to the south west.

Further west along the Uxbridge Road there is a significant change in character with the Business Quarter that comprises large scale stand alone buildings mostly in office use but also residential.

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.
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 Arcadia Site. 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 Lammerton Site, proposed for retail and supporting uses; and
- The Cultural quarter, focussed on the former cinema site and seeking to explore the inclusion of a greater range of leisure and cultural uses on the site and to see the cinema rebuilt in the near future.

Further detail on these sites will be set out in The Development Sites DPD, programmed for adoption in early 2013.
Figure 2.3: Ealing Metropolitan Centre (extent of MTC shown with red line)

Figure 2.4: Diagram showing the different ‘quarters’ that make up the town centre

Figure 2.5: Photos within Ealing Metropolitan Centre
Transport network

Public transport
Public transport accessibility in this part of Ealing is very good (with a PTAL rating of 6b - the 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 (many bus services stop or terminate around Haven Green). Whilst many of these uses work well a number of issues have been identified with public transport use in the area, including:

• Bus congestion can be a problem on The Broadway and Haven Green
• Large numbers of waiting buses restrict pedestrian movement and are a visual barrier
• Further space is needed to accommodate the increase in bus provision over the next few years

In order to address these issues a number of arrangements for bus provision have been considered looking at a broad range of options. The Council, in partnership with Transport for London and Network Rail, is progressing a Major Scheme to improve interchange facilities at the station, with phased improvements from 2012 and completion in 2014.

There are no proposals for a transport interchange on the Arcadia Site.

Crossrail will open at Ealing Broadway Station in 2019, adding lifts to all platforms, platform length extensions, improved safety, information and security provisions to Ealing Broadway station. In parallel with this, the Council’s Ealing Broadway Interchange Major Scheme will deliver enhanced interchange between modes and passenger information facilities, a lift from street to platform, station forecourt and local urban realm improvements.

Road network
The Broadway (part of ‘Uxbridge Road’, A4020) runs along the southern boundary of the site and is a key arterial and also part of the Strategic Route Network (SRN). The Broadway is fed by two sets of one-way links:

• North of The Broadway: Traffic can use Spring Bridge Road itself northbound (only) until it reaches Castlebar Road and those wishing to access Ealing Broadway Station or head southbound must use Station Broadway
• South of The Broadway: Southbound traffic must use High Street, which lies opposite Spring Bridge Road, and northbound traffic returns via Bond Street slightly further west

Further afield the rail tracks limit the number of north-south routes and there are only four links (two of which are one-way) between Drayton Green Road and the North Circular Road. Feasibility work has been undertaken to examine the function of the Uxbridge Road/Spring bridge Road junction and improve the pedestrian crossing to two phases in any direction.
Historic environment

The Arcadia Site sits partially within two Conservation Areas and adjacent to a further three Conservation Areas. The two directly related to the site are:

- The Ealing Town Centre Conservation Area: designated in 1994 includes the whole of the site area 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

- Haven Green Conservation Area: designated in 1982 and then extended in 1993. This area is centred on the open space of Haven Green, extending to the west. Its special interest relates to the importance of the space itself, situated close to the retail centre and as a focus for Victorian, Edwardian and more recent residential development.

The Town centre also supports a good range of historic buildings which form distinct elements in the town centre. Those within or directly adjacent to Arcadia site area include:

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

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 WW1, that ignores 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 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 2.11: Existing building heights within the town centre core area around the Arcadia site, including Dickens Yard development currently under construction.

Figure 2.12: Existing building Heights north elevation (overlooking Haven Green)

Figure 2.13: Existing building Heights south elevation (overlooking The Broadway)

Figure 2.14: Existing building Heights west elevation (overlooking Spring Bridge Road)

Figure 2.15: Existing building Heights East elevation (overlooking The Broadway)
Section 3

Site area and history

The site
The Arcadia site comprises a whole urban block (see figure 3.4), bounded by Haven Green to the north, The Broadway to the south and east, and Spring Bridge Road to the west. The site is approximately 1.7 hectares in area and is broadly rectangular in shape. It measures around 140m north to south and 160m east to west.

Existing uses
The site area contains a broad range of uses principally including retail, residential and car parking, as follows:

- The Arcadia shopping centre, a 3 level shopping centre built in 1987 and with car parking for around 68 cars at rooftop level. Service access is provided by a rooftop service bay accessed from Spring Bridge Road (see ‘1’ on figure 3.4).
- The railway line, in a cutting around 3m deep bisects the site from east to west, directly to the west of Ealing Broadway Station (see ‘2’ on figure 3.4).
- A single decked ground level car park to the north of the railway line containing 86 car parking spaces owned by Villiers House (see ‘3’ on figure 3.4).
- A mix of late Victorian and later buildings along The Broadway (the full eastern edge of the site and most of southern edge of the site). These buildings contain a broad range of retail and ancillary uses at ground floor and a mix of storage, office and residential uses above (see ‘4’ on figure 3.4).
- A short terrace of Victorian houses sits within the centre of the site, on Haven Place (see ‘5’ on figure 3.4), a public alley linking the Broadway and running along the railway boundary to exit opposite Ealing Broadway Station. This walkway is uninviting to use and does not make an attractive or safe pedestrian environment. The centre of the Site is characterised by backs of shops and outbuildings and forms a typical back land and under-utilised area.

Site ownership
The site is primarily in a single ownership assembled for the purposes of the previous planning applications. There are other freehold ownerships which include the railway tracks that are owned by Network Rail and that are required to remain in operational use. The narrow route of Haven Place (connecting The Broadway to the 4 Victorian cottages within the site) is adopted highway. A short footpath connecting the northern end of Haven Place to The Broadway on the east of the site is in the ownership of the Council.
Figure 3.4: The Arcadia Site area showing the location of existing uses on the site and the immediate site context.
Site character

The character of the buildings on the site is varied and relates more to the building use/land use/age of development than to the context, in most cases.

The Broadway frontage along the eastern and southern edges of the site is characterised by varied (largely) Victorian frontages, forming long elevations. Buildings are vertically proportioned, with a strong facade element at ground floor reflecting the retail/town centre use. Building heights vary within these frontages and are generally between 2 and 4 storeys in height. Some buildings form ‘group’ frontages of more consistent design, as seen at the north-east corner of the site for example. Although materials vary, many of the buildings are brick above ground level.

The vertical arrangement and relatively narrow frontages of these buildings mean that the street is activated by regular entrances, openings and activity.

The northern part of the site is very different in character and is dominated by the large scale mature trees on Haven Green and the adjacent railway line. This part of the site is more open, in car park use and relates much less well to the strong character of Ealing Town Centre or to Haven Green Conservation Area.

The south-western portion of the site contains the Arcadia Shopping Centre which is a 1980’s brick built shopping centre of little architectural merit. At roof level it is highly articulated in an attempt to relate to the Victorian buildings elsewhere along New Broadway.
Development history

The Arcadia site was not developed substantially until the arrival of the railway in 1838. Prior to this time the northern part of site was part an open area called "The Haven", and the southern part appears to have been in a single property ownership.

The arrival of the railway marked the start of intensive development on the site and the map of 1839 shows buildings along The Broadway frontage, the creation of Haven Place and the division of the site into plots, some of which are still visible today.

By 1868 plans show the western, southern and eastern edges of the site lined with frontage development. To the north of the railway line the site appears to have been part of Haven Green. The centre of the site is mostly in use of long rear gardens related to the houses on the frontage. In the south west corner of the site Christ Church is shown. To the south and east of the site development is generally set back from the road and does not extend back far beyond the main frontages.

By 1894/1915 the site was more intensively developed with deeper plan buildings, probably in retail use along The Broadway and residential uses within the centre and western edges of the site. In addition, a large building called the Lyric Hall has appeared within the centre of the site, related to The Broadway frontage. A single large building, possibly a department store or large shop, sits on the south west corner of the site facing the Parish Church of St Saviour directly to the west. Outside of the site itself the area as a whole is much more intensively developed with a much larger network of streets connecting behind the main frontages and the development of large areas of new housing.

In 1934 little has changed, except the Lyric Hall is now labelled as a picture theatre, probably reflecting the important role of Ealing in early cinema.

The map of 1956 shows further intensification of the site with much of the housing along the western edge now cleared and more intensive development over the railway line along the eastern edge of the site, facing the station. The picture theatre is now labelled the Broadway Palladian Cinema.

By 1969 the entire western part of the site is developed as one single building, but its use is not marked. By 1987 the current Arcadia Centre is on the site, labelled as The Waterglade Centre, and on the other side of The Broadway the Broadway Centre has also appeared. On the remainder of the site little has changed over the past 50 years.

The Arcadia Centre was opened in 1986 and refurbished in 1998; there has been no major investment in Ealing’s retail offer since the Arcadia Centre opened. Although the Arcadia site has been the focus of several major planning applications over the past 5-10 years, none have been successful. The Secretary of State refused the most recent in December 2009 following a public enquiry because of its failure to sufficiently address the impact on the adjacent Conservation Areas.

Figure 3.14: Historical picture postcards of Ealing Town Centre
Figure 3.15: Extracts from historical Ordnance Survey mapping of the Arcadia site show the gradual intensification of development and large floorplate uses.
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 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, improve pedestrian routes, enhance the retail offer, and improve public transport links. 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 retail** uses on the site, principally at ground floor level to enhance the retail offer within the town centre and connect into the existing pattern of retail frontages.

- **Deliver an appropriate mix of commercial and residential development** on the upper floors. This is likely to contain a range of uses, tenures and forms of development depending on the approach of the developer.

- **Consider the delivery of new leisure uses** on the site.

- **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.

**Extent of redevelopment opportunity**

Change on this site may be achieved through comprehensive or phased development; any 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.

Previous proposals for the site have been for comprehensive redevelopment of virtually all of the site area in order to create a high quality and integrated new piece of the town centre. Very few of the buildings on the site are considered worthy of retention in their own right.

Previous planning applications have proposed that two buildings on site are retained. These are the Victorian building on the corner of The Broadway (no. 35, on the south east corner of the site) which is of local interest; and the building immediately to the west of it, a modern retail and office building (No 30-34 The Broadway). See figure 3.6.
Section 5

Design principles

These design principles are set out in order to ensure that development proposals coming forward on the Arcadia site respond to the various constraints and influences on the site, and its important role and location within Ealing Metropolitan Town Centre.

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.
5.1: Site development principles

Pedestrian movement

A key role of the part of the Town Centre around the Arcadia site is to act as a filter for high levels of pedestrian movement into and around Ealing Broadway Station, bus interchanges and the retail and other uses that make up the town centre.

At present pedestrian movement is largely focused along the pavement around the edge of the Arcadia block and along The Broadway. Key problems for pedestrians are crossing The Broadway, a lack of pavement space, and the conflict with vehicular movement where pavements are narrow.

- Pedestrian movement in a NE/SW direction is limited by the lack of permeability through the Arcadia site;
- Crossing opportunities are limited by wide and (relatively) busy roads, and pedestrian barriers in place to restrict conflicts;
- Pedestrian crossings often do not directly reflect pedestrian desire-lines e.g. into the Broadway Shopping Centre, and can be complicated to use;
- The potential for pedestrian shopping circuits around the retail areas is limited by the existing route network;
- There is insufficient space for gathering, orientation, waiting and interchange on the station forecourt area;
- Haven Green is severed as a pedestrian priority space by the diagonal bus route and bus lay over area; and
- A lack of cycling facilities within the town centre generally.

In order to address these concerns the Arcadia site can provide improved routes within the town centre and link up key destinations. Three movement related principles have been established for the site.

Principle 1: Improve pedestrian linkages to enhance pedestrian access between the station and the core of the town centre.

High quality, easy to use, new pedestrian orientated routes are needed around the Arcadia Site to improve connections between the station, Haven Green and the town centre. Locations for new routes are not fixed, except along the southern edge of the site where a new route needs to connect across to the Broadway Centre directly opposite the existing entrance, together with a relocated pedestrian crossing, so that the different retail areas work more effectively together.

New routes should carefully relate to existing ones outside of the site and contain provision for direct step free access.

Principle 2: Improve connections between the site and Haven Green in order to minimise the barrier effect of the railway line on north-south movement.

There are a number of alternative ways that proposals on the Arcadia site could accommodate the railway lines. Schemes could come forward that include ‘air rights’ development over the railway lines, as has been included in previous planning applications for the site. Alternatively development may simply sit both to the north and south of the railway line.

In either case any proposals should seek to improve pedestrian connections over the railway line, to minimise the barrier effect of this on north-south movement and help integrate Haven Green into the town centre. As any new route will need to go over the railway line particular attention should be paid to the need for level access minimising steps and the need for lifts.

Principle 3: Create an improved pedestrian environment around the edges of the site with widened pavements along The Broadway and Spring Bridge Road.

Pavements around the Arcadia site need to be widened to create more consistent and attractive pedestrian space and improve patterns of pedestrian movement. In particular this is an issue along The Broadway which is already an important retail street, but also along Spring Bridge Road, which is a smaller side street with significant amounts of vehicular traffic but with little space for pedestrian movement through to Haven Green. Proposals that involve demolition will need to consider the set-back of the building line.
Figure 5.1: Diagram illustrating Principle 1 - potential new north-south and east-west routes, also showing the way that the north south route needs to be located to connect with the entrance to the Broadway Centre, and principle 3 widen pavements around the site to make more space for pedestrian movement.
5.2: Site development principles

Open space

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. New development will need to create spaces with similar qualities that extend 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. Whist these spaces work well in themselves the connections and routes between these spaces could be improved. The town centre has few smaller urban spaces or squares and in particular there is a lack of any useful pedestrian arrival space at Ealing Broadway Station.

The site is directly adjacent to Haven Green and this large urban green contains significant mature trees along its southern edge. The actual canopy spread and root protection areas of these trees will need to be considered from the outset to ensure that impacts on the trees are minimised.

Open space

**Principle 4:** Respond appropriately to the need for a gateway to the town centre at the north-east corner of the site, to relate to the entrance/exit to Ealing Broadway Station. (see figure 5.3).

At present there is no arrival space outside Ealing Broadway Station and pedestrian space is limited. Large volumes of people do, and will increasingly use this area to access the town centre and the Arcadia Site needs to respond to these issues. The Crossrail station redesign will deliver an improved public realm and arrival space for the station.

The north east corner of the Arcadia Site is next to the station, is highly visible and has the potential to contribute towards a step change in people’s experience of the town centre. The site needs to provide towards a positive sense of arrival in the town centre, provide a new ‘gateway’ and consider whether a new public space is appropriate in this location.

**Principle 5:** 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 network of new streets and spaces within and around the site is a key objective of the redevelopment. These spaces will need to have the characteristics of good existing streets, although they are likely to be traffic free pedestrian focussed public spaces. They should be open, uncovered streets, rather than internal mall environments although glass canopies along the sides 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.

Urban spaces and squares can be located either within the site or edge locations depending on the masterplan concept advanced for the site. There will be advantages and disadvantages of either strategy but in each case sunlight access and a pleasant attractive environment should be a key concern.

The amount of ground level public space provided on site will need to be carefully balanced with amenity space provided at upper levels in courtyards, terraces and balconies and routes of sufficient width to reflect the scale of the proposed buildings.

**Principle 6:** Proposals are to make best use of roofscape, terraces and balconies within the scheme both for amenity use and ecological/biodiversity value.

Useable and carefully designed balconies, courtyards and terraces should be used to provide amenity space for residential uses within the proposals.

Amenity space for residential dwellings must offer an acceptable level of privacy for users and receive adequate sunlight for a reasonable period of the day.

The potential for green or brown roofs on the upper levels of the buildings should also be explored in order to maximise the biodiversity value of the site.

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Figure 5.2: The principal public open spaces currently in the town centre and the key location of the Arcadia Site in the space between them.
Figure 5.3: Diagram illustrating principle 4 showing the close proximity of the site to the station entrance/exit.

Figure 5.4: View of Haven Green edge looking north-west from Ealing Broadway Station
5.3: Site development principles

Sightlines and visual impact

Currently the part of the town centre along the southern edge of the site is contains a mix of building types and styles. Views are cluttered, largely from traffic related signage at junctions and crossings. However, the Victorian building frontages provide richness and variety and this interest helps create interesting views and vistas.

Key issues include:

- The need for a more coherent and consistent setting to the listed Parish Church;
- The lack of visibility of the Parish Church when approached from the east; and
- The positive townscape role of the gentle curve in the southern The Broadway building line.

Principle 7: Development proposals must create an appropriate setting for the Grade II* listed Christ St Saviour Church.

At the moment the setting of the church is varied and inconsistent. It is not positively framed by the buildings that make up its backdrop in key views of it from either the west, south or east. The Dickens Yard scheme, currently under construction to the west will create a more regular backdrop to the church when viewed from the east and south east.

New proposals should address the Church more successfully and be more sympathetic to this important landmark building and surrounding churchyard green space. This means creating an appropriate ‘frontage’ on the western edge and south-west corner of the of the Arcadia Site that will become part of the backdrop to the church. Blank elevations and service outlets should be avoided.

Principle 8: Development proposals need to consider and open up sightlines to the Christ St Saviour Church that will reinforce its role as a local landmark.

One way of enhancing the setting of the church would be to increase the visibility of the church when approaching from the east by cutting back the south west corner of the site. This would allow the church to be seen earlier and to play a stronger role in the townscape of the town centre.

The extent of improved visibility and the location that it can be seen from are key decisions that will need to be tested and carefully justified in any future proposals.

Principle 9: Replacement buildings along the southern edge of the site should follow the gentle curve of The Broadway in order to reinforce the townscape qualities of this part of the town centre.

The Victorian buildings along the northern edge of The Broadway (and to some extent the eastern edge) form a long and gentle curve directing views along and around the street. This is different in character to further west along Uxbridge Road where the road straightens out and creates a single long vista.

Replacement buildings along these edges need to consider the role of this curve in the townscape and the interest and variety it creates. New development should retain the role and function of this curve and its impact on creating unfolding views along The Broadway from the east or west.

Figure 5.5: The critical elevation of the Arcadia site in relation to the Christ St Saviour Church
Figure 5.6: Diagram illustrating principle 8 showing open views to the Church.

Figure 5.7: Diagram illustrating principles 6 and 7 showing open views to the church and the retained curve along The Broadway.
5.4: Site development principles

Built form and height

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 main edges of the site are all within Conservation Areas and so the tests that will apply to the quality and appropriateness of the development scale and design along these edges is of utmost importance.

Previous schemes have tested development along the edges of the site that is significantly taller than the surrounding context and this approach was found to fail to respond to the Conservation Area context. Schemes and options that have been tested since the dismissal of the planning appeal have proposed scales of development around the edges of the site that are broadly consistent with the context and this work indicates that this is a more successful approach for the site.

Built form and height

Principle 10: Buildings facing on to The Broadway are to be of a height and scale that is sympathetic to the south side of the street (figure 5.8).

The Broadway contains buildings across a range of heights but generally between 3 and 6 storeys. Preliminary analysis of the Town Centre Conservation Area along The Broadway indicates that development of around 6 storeys in height along this frontage could, if carefully designed support the existing pattern of development and character. High quality detailing and articulation will be required to scale the new development and to ensure that it enhances the varied scale, height and width of the existing Victorian character in this part of the town centre.

Principle 11: Buildings facing onto Haven Green should be of similar height and scale to residential blocks to the north and consistent with the Conservation Area (figure 5.8).

Development on the northern part of the site will change the relationship between Haven Green and the adjacent development because at the moment there is no frontage location or activity in this location (only car parking). Buildings of an appropriate scale that overlook and enclose this edge of the green will provide a useful function in that they will unify the square and create a fourth site that has never previously existed.

The buildings around the green vary in scale between 3 and 6 storeys and development within this range is likely to be consistent with the surroundings.

Principle 12: Additional height may be accommodated away from the existing street frontages so long as the bulk and massing of the scheme as a whole is appropriately considered and development is centred around new routes.

As identified above, there are significant benefits to a sympathetic scale of development on the edges of the site generally relating to the nearby development heights. However, it may be appropriate to accommodate additional development of greater height within the core of the site as long as the impact on key views, bulk and massing of the scheme are given careful consideration and can be clearly justified in design and capacity terms.

Principle 13: Any new tall or landmark buildings should be located towards the north east corner of the site/Ealing Broadway station, in order to reinforce this principal point of arrival.

Any tall buildings proposed on the Arcadia site should be related to the The designs for any tall building will need to conform with English Heritage/Cabe guidance on tall buildings (2008) and that set out in the London Plan. Buildings of the highest design quality and sustainability will be required.

The site is considered in principle an appropriate location for a tall building, however the acceptability of a tall building at this location will be determined based on the detailed design as presented in a full planning application.

Car parking and servicing are always key issues for urban town centre locations. A reasonable amount of the visible area of this site is currently given over to car parking (to the north of the railway line and on the roof of the arcadia centre) and this does not form an attractive or effective use of the site.
Scale of buildings on frontages sensitive to the conservation area

Possible taller elements within core of scheme to minimise impact on surrounding streets

Scale of building along the Broadway, sensitive to conservation area and buildings on southern side

Figure 5.8: Diagram illustrating principles of scale of development in relation to the context and the desire to see the taller elements of the scheme away from the sensitive site edges.
Car parking and servicing are always key issues for urban town centre locations. A reasonable amount of the visible area of this site is currently given over to car parking (to the north of the railway line and on the roof of the Arcadia centre) and this does not form an attractive or effective use of the site.

**Car parking and servicing**

**Principle 14:** Proposals must include appropriate measures for servicing as well as accommodating car parking spaces for residents, shoppers and for operational purposes, that have minimum impact on surrounding streets.

One of the advantages of the comprehensive redevelopment of this site is that it will enable a coherent and self-contained servicing strategy to be developed. This should locate servicing in an efficient manner so as to minimise impact and disturbance at street level.

The entrance to servicing and car parking is likely to be needed to be located on Spring Bridge Road, but care needs to be taken to minimise the gap in the street frontage that this creates and also keep this entrance as far as possible away from the Listed Parish Church, so as to reduce any impact it would have on the setting of this important building.

A careful balance will need to be made between car parking for retail users, residential uses, and related to the operational requirements of other users on the site. However, because of the extremely high PTAL rating of the site (6b) car parking will be expected to be minimised.

It is expected that underground parking provision is likely to provide a solution that best meets the requirements of this principle.
For further copies of this document please contact:

Planning Policy
Ealing Council
Perceval House
14/16 Uxbridge Road
London W5 2HL

Tel: 020 8825 5882

Email: Planpol@ealing.gov.uk

Visit: www.ealinginlondon.com