Consultation drawing for St. James Ave / West Ealing

At the moment St. James Ave...
- is a 'lost' space that has not been designed to encourage use
- acts as a transitional space (through route / emergency access)
- suffers from inactive frontages
- marked by poor and outdated landscape design
- hosts the West Ealing Arts & Crafts market once per month
- has no identity / character as an open / events space

Design Objectives:
- to free up the space for uses that activate the space e.g. market or mobile cafes
- to provide a space for performance, music and art
- increase possibilities for informal gathering, play and/or events
- to incorporate a West Ealing related theme into the design

Design Proposal:
- brighten the space up by introducing lighter surface materials that connect with the High Street
- reduce anti-social behaviour e.g. drug dealing by removing the planters completely
- soften the streetscape by introducing additional street trees with uplights
- incorporate a performance and art space in form of a slightly raised platform
- rationalise street furniture e.g. use of bollards only if vehicular traffic becomes an issue (easy to retrofit)

Inspiration:
Design takes inspiration from West Ealing’s food production history and the design is based on the regular pattern of an orchard. New trees will be ornamental fruit trees (no actual fruit development) and the theme can be enhanced further by incorporating community art projects similar to the ones shown on the photographs to the right:
- introduce a permanent / temporary sculpture on the performance stage
- incorporate text or symbols within paving e.g. sand blasted into paving slabs
- design bespoke bollards
- interpretation on site as part of a wider interpretation strategy that would run throughout West Ealing