

Land allocation for housing and offices

The plan seems to over-provide for office accommodation in the Ealing Broadway “office corridor”, whilst at the same time not providing as much space as required in central Ealing for the expected amount of extra housing. Sites such as Arcadia now look as if they will yield less housing than once expected.

The forecasts for office space in the “office corridor” still look far too high. Ealing Council’s faith in the Employment Land Review (2010) has always looked misplaced. The forecast growth in office space hasn’t happened and shows no sign of happening. Any demand that does appear in the centre of Ealing seems more likely around Ealing Broadway Station than in the office corridor.

The changed fortunes of housing and office space were effectively been accepted when the Westel House replacement planning application PP/2010/4585

<http://www.pam.ealing.gov.uk/portal/servlets/ApplicationSearchServlet?PKID=128405> was considered. This was recommended by officers (presumably not including the planning policy manager) and approved with a decision date of 14/7/2011. This planning application was for a large office block in the office corridor to be replaced by a hotel and 2 residential blocks (now under construction). The supporting documentation for this planning application included a report from Montagu Evans

[http://www.pam.ealing.gov.uk/PlanNet/documentstore/DC11115935-46-00015\\_101109\\_182\\_01\\_1.PDF](http://www.pam.ealing.gov.uk/PlanNet/documentstore/DC11115935-46-00015_101109_182_01_1.PDF)

that painted quite a different picture of demand for office space in this area, with the summary “It is clear from the consented schemes discussed and the maps provided that Ealing town centre is due to undergo a number of significant developments in the forthcoming years with the primary focus being mixed use rather than employment and offices. The wide ranging number of uses within these development plans indicates the cross section of uses required to suit the growing number of cosmopolitan occupiers of the surrounding area and in particular the increased demand for residential rather than office accommodation in the borough.”

On the ground, there seems to be no greater demand for office space in the area than there has been for many years. Crossrail, when it comes, seems for likely to take people from homes in Ealing to offices in central London rather than the other way round.

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