

DRAFT

SEC Objectives for Arcadia site redevelopment.

Arcadia's central location makes it strategically important for the functioning of the Town Centre as a whole. Comprehensive redevelopment opens up once in a lifetime opportunities to make Ealing town centre work better at relatively little cost. It is therefore essential that any redevelopment proposals on the site should be assessed on the basis of the contribution they can make to the town centre as a whole.

Key objectives against which SEC thinks any scheme should be assessed are:

1. Using the site to reinforce Ealing's central place role. We need a balanced mix of uses - including significant leisure and community facilities - to attract people into Ealing;
2. Making the site fit for its strategic location as the Gateway into Ealing;
3. Improving public transport interchange facilities for buses, taxis and Ealing Broadway station;
4. Improving traffic flows around the site, Haven Green and through the town centre. In particular, addressing problems caused by the one-way system and the B455 as it crosses Uxbridge Road;
5. Safeguarding and improving access to key neighbouring sites, including access to town centre car parks from the north and east and minimising traffic conflicts with Christchurch school;
6. Protecting and enhancing Haven Green and Town Centre Conservation Areas and nearby listed buildings. Height, bulk, design and materials are all crucial;
7. Improving the pedestrian environment and public realm within and around the edges of the site and linkages with other parts of the town centre;
8. Delivering a high quality development that is financially viable.

Each one of these objectives is important, but it may well be that some trade-offs may have to be made between them. Any such trade-offs should be considered by the Planning Authority in accordance with its protocol for Community Involvement.