**Executive summary**

This document is a review of the Ealing Town Centre Spatial Development Framework 2008, and provides an updated spatial vision and strategic scenarios for the future of the Ealing Metropolitan Centre (the town centre).

The document is based on the town centre comprising 6 main character areas:

- Eastern Gateway
- Ealing Broadway Retail Core
- Cultural Quarter
- Uxbridge Road Business Quarter
- West Ealing Fringe
- West Ealing Core

It provides a review of current and future planning policy and sets out an updated set of issues and objectives for the town centre. These objectives are to:

- Reinforce and extend the prime retail function of the metropolitan town centre;
- Introduce a broader mix of new homes, sport, leisure and other public uses and facilities;
- Broaden and reinforce the commercial offer in the town centre to attract new businesses and retain the long term viability of the centre;
- Improve access to public transport and interchange between modes;
- Improve pedestrian linkages through high quality streets to allow easy access between the range of uses and facilities on offer; and
- Create a more coherent townscape, formed from high quality sustainable buildings and spaces that meet the needs of the modern occupier.

**SPATIAL STRATEGY**

The document sets out a spatial strategy for the town centre as a whole. This is based on the principle that the organisation, scale and grouping of frontages form the main elements of townscape character within Ealing Town Centre.

**DEVELOPMENT SITES**

The document reviews development sites within the town centre that have been identified in a range of previous and current documents. As part of the strategic scenarios it tests the capacity and mix of these sites for a variety of land uses. In particular the Arcadia site is tested to understand what an acceptable scale and extent of development might be on this site.

**STRATEGIC SCENARIOS**

The main purpose of the document is to consider and set out key strategic choices for the town centre in terms of locating different land uses in different ways around the town centre, using a range of options for the Arcadia site and the basis of ground floor retail uses in most locations within the town centre as the starting point.

The four scenarios test out a range of ideas for distributing commercial and residential uses around the town centre.

The four strategic scenarios test in capacity terms a number of different ideas about the form and use that development should take in Ealing and the impact that this could have on the future viability and success of the town centre. The purpose of this work is to help generate discussion about the future potential of Ealing Town Centre and to lead to a preferred scenario in due course.

**CONCLUSIONS**

Taking on board the conclusions of other relevant studies this work sets 5 key 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 leads to a clear preference for the protection of business uses in this part of the town centre and mixed/residential led uses above retail in other areas.

3) **Ensure a mix on the Arcadia site** - The testing of the Arcadia site and the strategic scenarios points to advantages from a mixed use scheme that contains both residential and commercial land uses above retail. This allows a greater degree of flexibility for change over time and also creates valuable employment/office floorspace.

4) **Prioritise the townscape role of new buildings and consistency of scale** - Development should focus on consistent frontages, new urban spaces and strong design character that relates in scale to (but does not copy) the Victorian and spatial heritage of the town centre.

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 spatial priorities should be further tested and detailed proposals set out in the proposed Ealing Town Centre SPD.

Reference 5289
This report is available in a large-print format for people with sight problems. If you would like a copy please call 020 7089 2121.
Section 1

Introduction
1.1 Purpose of the document

Ealing Metropolitan Centre is one of 10 Metropolitan Centres within London and as such needs to function as the significant retail and employment focus of the area. This report considers a range of strategic scenarios for Ealing Metropolitan Centre over the next 20 years and some of the decisions that need to be made for it to retain this important role in a changing West London context.

In early 2010 Tibbalds Planning and Urban Design was commissioned to review the Spatial Development Framework undertaken in 2008 in light of a number of substantial changes and developments within Ealing Town Centre, most notably the refusal of the call in application on the Arcadia site. The future of this site, the mix of land uses proposed, and the way it works with other sites will shape the potential of the area and the Council are keen to see a positive and successful strategy taken forward.

This report focuses on proposals that support and reinforce the retail potential of the town centre first, as this is its primary function. It then considers other commercial, cultural and residential uses in relation to both this role and the need to reinforce Ealing as an attractive and popular destination. This document is led by urban design considerations of what will make Ealing Town Centre a successful place in the future.

The report is intended to progress the consideration of a number of important questions. These include:

- Should large amounts of residential development be located above retail development on the Arcadia site or should this be a focus of commercial office floorspace given its highly accessible and central location?
- The Business Quarter currently has a number of empty buildings and sites and in order to get something to happen sooner should the council accept residential uses in this area or would this threaten the viability of the town centre as whole in the long term?
- Will there be enough critical mass of commercial office uses if these are spread out, rather than focused in one main location?
- What is the relationship between Ealing Broadway and West Ealing and should all of the buildings between them ideally include retail frontages?
- How will new retail development in Ealing Broadway complement and support existing retail function?
- What does West Ealing need in order to best serve the area and how should the roles and functions of the two main retail areas be defined?
- How can the spread and mix of cultural uses in the town centre be extended and the evening economy of restaurants and bars be developed in a way that brings additional activity and use in this area?

This report does not fully answer all of these questions. It is intended to help move towards workable solutions that will help answer some of them and to assist the debate.

It is envisaged that the output from this process will be used by the Council to assist in the process of formulating a preferred set of spatial planning policies for Ealing Town Centre, as part of its Core Strategy.

It is intended that as the Local Development Framework progresses that the ideas and strategies emerging from this document can be further tested and refined and can form the basis of an Ealing Town Centre Supplementary Planning Document (SPD) in due course.

1.2 Background

The London Borough of Ealing is currently preparing a number of Local Development Documents that will guide the future of the Borough. These documents will make up the Local Development Framework (LDF), which will replace the existing Unitary Development Plan.

In line with Ealing’s Sustainable Community Strategy and the London Plan, a key component of the Council’s strategy involves the future development and strengthening of Ealing Metropolitan Centre (the town centre). The Council recognise that the town centre has been losing spend to other competing centres over recent years and that this situation is likely to be exacerbated as a result of a number of major new mixed retail schemes coming on stream, such as White City, Wembley and Brent Cross. It is also recognised that much could be done to improve the quality of the environment of the town centre and make it a more attractive and desirable place to live, shop, visit and work.
In view of this situation and in order to help inform the preparation of its spatial policies for the town centre, the Council appointed a multidisciplinary team of consultants, led by Tibbalds Planning & Urban Design in March 2007 to prepare a Spatial Development Framework (SDF) to help guide the future development of the town centre over the next 10-15 year period. From the outset of this process the Council made it clear to the consultant team that the central purpose of this process should be to advance a series of opportunities and actions that would enable Ealing to fulfil its potential and become a more attractive, sustainable and successful town centre.

This document presents a review or update to the above study and comprises the following sections:

- Section 2: Issues and Objectives for the Metropolitan Centre, which identifies the issues the town centre has to address and the overarching aims for the future of the town centre.
- Section 3: Spatial vision, which sets out the vision for the town centre.
- Section 4: Sites with the potential for future development.
- Section 5: Strategic options for the town centre, which identify the potential strategies for change and their evaluation.
- Section 6: Detailed Spatial Framework.
- Appendices contain a summary of options for the Arcadia site and strategic town centre scenarios.

This document does not repeat or update the full content of the 2008 report, but instead focuses on the main areas of change and the strategic choices that will impact on the town centre in the future.

1.3 The Role of Ealing Metropolitan town centre

Ealing Town Centre is one of ten Metropolitan centres in London and one of three in West London. Metropolitan Centres are mainly located in the suburbs and are defined as serving wide catchment areas covering several Boroughs and offering a high level and range of comparison shopping. They typically have over 100,000sqm of retail floorspace including multiple retailers and department stores. They also have significant employment, leisure and service functions.

Ealing town centre is the principal focus for shopping in the Borough of Ealing. It consists of Ealing Broadway at the eastern end of the Uxbridge Road and West Ealing towards the western end (Figure 1.1). These operate as two distinct shopping areas, separated by a range of other key town centre uses along Uxbridge Road.

It benefits from a number of advantages related to its geographic location, in particular its proximity to Central London and Heathrow; its accessibility; the quality of its built environment; the proximity of a large and diverse population and the availability of land for development.

These factors, together with a supportive strategic planning framework and planned infrastructure improvements (including CrossRail) create a positive basis upon which to promote future sustainable growth and create the conditions necessary for Ealing Town Centre to extend and diversify its role and function as a successful Metropolitan Centre and destination.

At the same time however, the town centre suffers from a number of perceived weaknesses in relation to:

- The range and quality of retail, leisure, arts and community facilities.
- The quality of the pedestrian environment.
- The quality/capacity of the arrival points into the town centre and the quality and efficiency of the interchange between the different modes of public transport.
- Levels of congestion.
- Lack of a clear identity and image.
- The perception of crime associated with the existing night time economy.

These factors together have the potential to constrain and undermine the future growth and viability of the town centre.

The town centre also faces strong and increasing competition from centres in neighbouring authorities and the wider area, both in terms of the scale and quality of the competing retail and leisure offer.
A recent study of shopping patterns (the West London Retail Study) identified both the West End and Kingston as achieving the most significant share of shoppers and spend from the Ealing area. In addition, Richmond provides a quality/ niche retail offer and Brent Cross functions as a destination/ day-out shopping location, anchored by John Lewis and Fenwicks.

The White City, Westfield shopping and leisure centre has recently opened and Wembley (Quintain) shopping and leisure development is currently under construction. The former comprises significant new retail and leisure space, anchored by major high profile department stores and national multiples. In addition, there are proposals to extend Brent Cross Shopping Centre as part of the wider Brent Cross/Cricklewood Hendon Regeneration Area.

All of these new schemes, together with other planned developments and proposals, will impact on Ealing Town Centre’s retail offer and catchment. Studies have shown that without new investment Ealing will continue to lose shoppers and spend to larger schemes and centres in the West London area.

In view of this situation it is considered essential that Ealing put in place effective strategies and identify key development opportunities to overcome the weaknesses, strengthen the role and improve the performance of the town centre.
1.4 The Character of Ealing Town Centre

The town centre comprises a range of different character areas that each have a different role and function (see figure 1.3). These are different largely because of the pattern of land uses, the scale and continuity of development and their role within the urban fabric. The centre is built around a historic linear route (the Uxbridge Road), that still forms an important arterial role today. It is very continuous and has few squares or spaces related to it. Either side but not relating directly to this route are a number of significant open spaces. Another main characteristic of Ealing Town Centre is the split between Ealing Broadway, the retail and cultural core in the east, and West Ealing, a more local retail area. These two areas are separated by what is referred to as the Business Quarter, an area that includes mostly significant scale office uses framing either side of the Uxbridge Road. Both Ealing Broadway and West Ealing are highly accessible locations and have good public transport links. Within these three areas there are further subdivisions of character and land use, with the Ealing Broadway area having the strongest sense of Victorian heritage for which the area is known.

The following character areas have been identified for the purposes of this report:

**Eastern Gateway** - has an increasing sense of scale and active uses on approach to the town centre from the east and Ealing Common. Mostly smaller retail uses and cafes closely located with residential uses.

**Ealing Broadway** - is the main retail core of the town centre containing the larger floorplate retail uses and shopping centres. The scale of buildings is dense and continuous along the main routes. A number of high quality Victorian buildings bring a strong and distinct character to this area, although it is also highly varied. The areas behind the
main frontages are more complex. Scale, relationships and patterns of pedestrian movement are often less than ideal. A key landmark in this area is the Church of Christ the Saviour.

**Cultural Quarter** - to the west and south of the main retail core is a range and focus of cultural uses. This includes the cinema (currently undergoing redevelopment), Questors theatre, Pitshanger Manor Gallery and cultural centre and a range of restaurants and cafes that give this area a broader usage and evening economy. Buildings in this area are generally consistent in scale and form clear street frontages.

**Business Quarter** - to the west of the main retail core. It is broadly consistent in its character of pavilion office buildings sitting in irregular rows along either side of the Uxbridge Road. A key characteristic are gaps between the buildings and the taller scale and strong entrances of each building.

**West Ealing Fringe** - is the start of West Ealing to the west of the Business Quarter and at the very western end of the town centre. This area contains a broader, generally smaller scale of retail and supporting uses in lower but reasonably continuous buildings. This area has the least clear role of any in the town centre as it is neither prime retail nor secondary retail but a mix of all sorts of activities.

**West Ealing** - is the secondary retail area within the town centre and almost comprises a local town centre in its own right. It contains a good mix of uses and buildings and a number of multiple retailers but within a generally more local mix. Buildings are mid scale and form consistent street frontages onto the Uxbridge Road with a more complicated street arrangement behind. To the north is the core regeneration area of the Green Man Lane Estate, with approval for a significant regeneration and rebuild project.

### 1.5 Recent changes within the Town Centre

Over the past few years there has been quite a lot of development activity taking place within the town centre. Much of this has yet to come to fruition but includes a number of key projects:

- **The Arcadia Centre** is one of the main sites within the retail core. It has been the subject of a major planning application for the redevelopment of almost the whole development block between Ealing Broadway and Haven Green. These proposals contain significant retail and residential proposals including a tower close to Ealing Broadway Station. The proposals were called in and refused in 2009, largely on the grounds of their impact on the historic Haven Green and the related Conservation Areas.

- The **Dickens Yard** proposals sit on a former Council car park site to the north of Ealing Broadway and close to the Church of Christ the Saviour. These comprise large scale retail and residential proposals and other related uses.

- All that currently remains of **Ealing Cinema** to the south of Ealing Broadway is the frontage. The remainder of the building was demolished in 2008/9 and it is not yet clear when the works to re-provide the cinema will be completed.

- Planning Permission has recently been granted for the redevelopment of the **Green Man Lane Estate** in West Ealing. This will see the full redevelopment of the estate and the provision of a significant number of new homes.

- A large **new office block** has been constructed on Uxbridge Road and is currently awaiting an occupier. There are also a couple of other empty sites in this area.

- The Council have been progressing streetscape improvements around **Bond Street** that are having a significant impact on the quality and consistency of this small shopping street.

- Permission has been given for additional two storeys of office development on top of the frontage of the **Ealing Broadway Shopping Centre**, although this has not yet been implemented. In addition several important retail occupiers have taken up space within the shopping centre itself in the last year or so.

- Proposals are also due to come forward for changes at **Ealing Broadway Station** and **West Ealing Station** to accommodate CrossRail. These are likely to be significant.
1.6 Planning Policy Context

In accordance with the requirements of Government Guidance, Ealing’s LDF and hence this baseline document must be prepared in the context of and be consistent with adopted and emerging national, regional and local policies as follows:

1.6.1 Relationship to National Guidance

The Government has issued a series of policy documents to guide planning decisions. These Planning Policy Statements establish a set of principles that promote sustainable patterns of development. The key principles are as follows:

- To make land available for development to meet the needs of the area (for housing and business).
- To ensure that development supports existing communities and that it contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs, services and facilities.
- To promote, sustain and enhance the vitality and viability of existing town centres.
- To encourage mixed-use developments, especially within town centres and to maximise the use of previously developed brownfield land and existing buildings.
- To secure high quality development through good and inclusive design and the efficient use of resources.
- To maintain and enhance the quality of the natural and built environment.
- To encourage sustainable patterns of travel and reduce the need to travel by car.
- To establish an appropriate framework for open space and the development of sports and recreational facilities.
- To improve access to leisure, retail and other services, particularly in local centres for residents of deprived areas as part of the drive to promote social inclusion.
- To address the causes of potential climate change through actions that lead to a reduction in energy use and emissions and promote development of renewable energy sources.

These key policies and principles should underpin any spatial strategy that is put in place for the future development of the town centre.

1.6.2 Relationship to the London Plan (Spatial Development Strategy – Consolidated in 2008)

The London Plan (2008) introduces a set of planning policies designed to support the growth of the London economy, strengthen the transport system and deliver its sustainability agenda.

Ealing town centre is located in the West London Sub-region. The key strategic priorities for the region, as identified by Policy 5F.1 of the London Plan are to:

- Strengthen economic linkages throughout the sub-region to the Central Activities Zone (CAZ) and take maximum advantage of the critical links and dynamism of the CAZ-Heathrow corridor;
- Promote the sub-region’s contribution to London’s world city role;
- Enhance the attractiveness of town centres and manage their restructuring where necessary.
- Ensure that the expansion of population expected in West London is accommodated in sustainable communities, taking into account their needs for social and community infrastructure and capacity building, and capturing significant benefits from the economic generators within the sub-region for residents.
- Improve the quality of the environment and strengthening the provision of open space.
- Manage the re-use of surplus industrial land taking into account the need to accommodate additional waste management facilities.
- Plan for and secure the necessary financial resources to deliver transport priorities for the sub-region, including CrossRail 1, improved bus services and more sustainable access to Heathrow.
- Collaborate with neighbouring areas and especially to coordinate development in the western Wedge with the South East regional agencies and other stakeholders.

The Plan states that strategically designated town centres in the sub region, such as Ealing Metropolitan Town Centre, should be considered as opportunities for more intensive development. Boroughs are encouraged to consider how their roles should be consolidated or enhanced to meet retail and other consumer needs and to increase capacity for mixed-use development including housing.
The document is due to be replaced by a new version of the London Plan in 2011. Some of the key priorities arising from the new document are as follows:

- That appropriate resources, particularly for transport and other services are made available to secure the optimum development of the growth corridors i.e. the ‘Western Wedge’.

- To enhance the quality of life and increase the competitiveness and attractiveness of Outer London through a range of measures including:
  - enhancing access to competitive business locations;
  - developing synergies for clusters of related business activities;
  - enhancing the vibrancy of town centres through higher density, mixed-use development including housing;
  - consolidating and developing the strengths of Outer London’s office market through mixed-use redevelopment and encouraging new provision in competitive locations;
  - identifying and bringing forward capacity in and around town centres with good public transport accessibility to accommodate leisure, retail and civic needs and higher density housing;
  - improving links to and between town centres and other key locations by different modes and ensuring that the rail, bus and other transport networks function better as integrated systems; and
  - improving public transport access to job opportunities, supporting reverse commuting, encouraging walking and cycling and providing more active traffic management.

- Coordinating London’s network of town centres so that they provide the main foci for commercial development, including residential development, sense of place and identity.

1.6.3 Relationship to the Local Planning Policy context

Ealing UDP 2004

The saved policies of the existing UDP 2004 provide the current Local Planning Policy context for Ealing up to 2017.

The key policy themes relevant to the future development of the town centre may be summarised as follows:

- To secure a good environment for all through sustainable development.
- To protect open space and preserve and enhance biodiversity and nature conservation.
- To promote good urban design.
- To increase the quantity of housing and improve choice to meet the needs of all residents.
- To promote balanced economic development.
- To maintain, and where necessary improve the function, character, vitality and viability of the established shopping hierarchy and the importance of a good environment for a mixture of shopping, business and community activities needed to sustain these centres.
- To encourage the provision of community facilities to meet the wide-ranging needs of people living, working, studying in and visiting the borough.
- To cater for the needs of people with disabilities, the elderly and integration of Shopmobility and other ‘mobility enabling’ schemes within shopping centres.
- To minimise the need to travel by integrating land use and transport planning, restraining car traffic, promoting improved public transport and facilities for pedestrians and cyclists.
- To use legal agreements with developers to assist the best use of land and a properly planned environment; as a means of ensuring that the wider planning implications of development schemes are taken into account, and where necessary to enter into partnerships with other agencies to promote appropriate development.

In pursuit of these objectives and the associated policies, the UDP identifies a number of key sites within the town centre where appropriate development will be encouraged, which includes provision for approximately 16,500 sqm of new net retail floorspace (Ealing Broadway about 13,000 sqm and West Ealing about 3,500 sqm).

In partnership with local traders, residents groups and agencies, the Council has prepared a series of town centre strategies covering Ealing, Acton, Southall, Greenford
and Hanwell in order to flesh out the policies of the UDP. These strategies were adopted as Supplementary Planning Guidance (SPG) to the adopted UDP.

For Ealing the SPG established a number of strategic objectives for the future development as follows:

- To retain the character of the centre.
- To improve Ealing Broadway and West Ealing with complementary functions better serving the existing catchment’s population.
- To promote environmental sustainability.
- To ensure commercial viability.
- To ensure positive economic impact by increasing employment – whilst not prejudicing the future of other town centres in the Borough.
- To improve community, residential, cultural and education facilities.
- To promote high quality design in development and the streetscene.
- To ensure realism, particularly recognising that the amount of public sector investment will be constrained.
- To ensure that the town centre, and especially Ealing Broadway, responds effectively to competition from the recently opened Westfield Centre at White City (150,000sqm retail).

Ealing 2026 Development Framework

In due course this local policy context will be replaced with a new Local Development Framework (LDF) covering the period up to 2026. The Council consulted upon its key LDF strategy document, the [Core] Development Strategy in September 2009 and consultation is taking place from September 2010 on the Final Proposals.

This identifies broad priorities for Ealing as a whole, related to issues such as transport, sustainability, etc. and area specific proposals for the regeneration of Ealing Town Centre.

As follows:

Final Proposal 2.5: Regenerate Ealing Town Centre

(a) To regenerate Ealing Town Centre and 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 90,000 sq metres increased office space providing up to 6,500 potential office jobs, and 50,000 sqm of gross retail floorspace. Development sites will be specified in the Development Sites policy document and will include:

- Dickens Yard;
- Arcadia;
- Lammertons;
- Ealing Broadway Shopping Centre; and,
- the office quarter along the Uxbridge Road (between Ealing Broadway and West Ealing).

(b) 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 important university functions and the film studios;
- 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.

(c) To strengthen and extend the retail core of the town centre leading to an increase in the quantum, quality and diversity of the existing retail/leisure offer and sustain the town centre’s position in the retail hierarchy.

(d) To retain and attract new business development by retaining a sufficient supply of premises and encouraging sustainable, commercial development and improvements to access and amenity, in particular, in the office quarter.
(e) To provide and enhance the quality of the existing
townscape and historic character including:

- to enhance historic buildings and frontages that
contribute to the character and appearance of the town
centre including removing/mitigating aspects of the built
form that have a negative impact;
- to introduce new town squares and public spaces;
- to improve permeability with the introduction of a high
quality pedestrian orientated retail circuit linking Ealing
Broadway and the Haven Green transport interchange
with the various retail destinations throughout this part of
the town centre;
- to create a coherent townscape across the different
quarters of the town centre through the form and height
of new development but recognise that taller elements
are possible in key locations and within blocks that
respond to surrounding scales and features;
- to introduce high quality buildings that are well designed,
environmentally sustainable and which meet the needs
of modern occupiers, in particular, to provide landmark
buildings in gateway locations; and,
- to develop a “boulevard” along the Uxbridge Road with
an increase in the number of street trees, other planting
and active ground floor frontages.

(f) To provide new stations at Ealing Broadway and West
Ealing as part of the CrossRail proposals, including
enhanced bus interchange facilities at Ealing Broadway) and
facilities for cycling and walking to and from the town centre,
improvements to the public realm including enhancement
of the streetscape, upgrading the quality of existing open
spaces in the vicinity of the town centre, improved signage,
street furniture, lighting and public art.

(g) To provide a comprehensive range of cultural, heritage,
social, sport and leisure facilities, including:

- to create a new health centre;
- to make improvements to the Questors Theatre (in
conjunction with development of a neighbouring site with
an Uxbridge Road frontage);
- to refurbish Ealing Town Hall and Pitshanger Manor to
provide a new landmark focus for civic, community and
cultural activities;
- to provide for a boutique hotel;
- to provide for a cinema; and
- to encourage the promotion of additional restaurants and
cafes.

(h) To establish a decentralised energy network(s) within
Ealing Town Centre with a potential connection to Green
Man Lane Estate.

Ealing Employment Land Review (2010)
As part of the evidence base for the LDF and Development
(Core) Strategy LB Ealing commissioned Roger Tym and
Partners to provide an assessment of the future demand
for employment land and to compare it with the land supply
under current planning policies. The report considers two
broad land uses, industry/warehousing and offices, and
considers how far existing employment sites should be
safeguarded from redevelopment for other uses.

The report also makes recommendations about Ealing’s
future employment needs and locations and considers the
impact that CrossRail may have on the Ealing economy.

The report concludes that there will be demand for
additional floorspace over the plan period (2011-2026) but in
the short term much of this stock will be provided by existing
vacancies.

In relation to the town centre key recommendations include:

- The need to retain the critical mass of office uses in the
central business area and town centre to help encourage
new office development. Specifically this should be
supported by more positive planning policies promoting
this area.
- To remove the need for mixed use development in major
office locations in order to maximise floorspace and on
the basis that these uses will be provided nearby anyway
in most locations.
- Ealing Town Centre is likely to be the focus of new jobs
within the borough, largely because of its focus in the new
CrossRail proposals and as the borough’s main town
centre.
Section 2

Issues & Objectives
Summary of issues and objectives for Ealing Metropolitan Town Centre

The Spatial Development Framework (2008) brought together a number of issues, both positive and negative, for the spatial strategy. A summary of those is set out below.

### 2.1 Population

- The need for the provision of new and replacement housing of an appropriate mix, type and tenure including sufficient affordable housing to match demand.
- The differences that exist between Ealing town centre and West Ealing and the strategies that will need to be implemented to cater for such differing needs.
- The ability of the town centre to cater for the needs of a diverse and changing population.
- The importance of Ealing Town Centre as an employment destination for those living in the borough and the wider area.

### 2.2 Townscape and built form

- The barriers created by the railway line.
- The presence of a number of historic buildings and groups of buildings that give the area a strong and distinctive character.
- The scale, grain and character of existing buildings/streets within the town centre.
- The presence of a number of mega-blocks within Ealing Broadway Centre, West Ealing and along the Uxbridge Road which are impermeable, provide barriers to pedestrian movement and are detrimental to the overall legibility of the centre.

### 2.3 Open Spaces and Quality of the Public Realm

- The negative impact of exposed rear service yards upon a number of streets and the presence of a number of buildings that have a negative impact on the character of the area.
- The existing view corridors to and within the town centre.
- The congested nature of parts of the public realm.
- The need to better integrate the existing green spaces into the town centre.
- The impact of traffic on the pedestrian environment and the lack of high quality pedestrian only/priority space.

### 2.4 Land Use - Retail

- The increased ‘leakage’ of affluent and mobile shoppers and spend to competing and new shopping locations.
- The performance of the town centre when compared to other competing centres.
- The relative under-provision of high quality fashion brands benchmarked against other Metropolitan Centres.
- The lack of a strong department store offer and the lack of specialist retailers in Ealing Broadway.
- The limited supply of large modern shop units in both centres.
- The lack of integration between Ealing Broadway and West Ealing.
- The levels of congestion on the Uxbridge Road.
- The quality of the existing eating and drinking offer.
The problems of an evening economy predominantly aimed at younger population, leading to issues of perceived and actual crime and safety.

2.5 Land use - Housing

- Demand for new housing is likely to remain strong, hence the need to increase the supply and choice of housing within the town centre, including social, key worker and affordable housing in response to demand.
- The successful integration of new high quality and higher density mixed residential development into the fabric and grain of the existing town centre.

2.6 Land use - Business and office accommodation

- The quality of the business environment and the suitability of the existing stock to meet the needs of future businesses.
- The diversity and range of business facilities in the town centre to cater for demand.
- The availability of sites to cater for demand in the projected longer term.
- The integration of high quality office accommodation as part of mixed use development.

2.7 Land use - Commercial Leisure

- The lack of publicly accessible indoor leisure, health and fitness facilities.
- The qualitative deficiency in cinema provision in both Ealing Broadway and West Ealing.
- The lack of presence and effective integration of Questors Theatre into the town centre.
- The accommodation of a high-end and/or budget hotel in the town centre.

2.8 Land use - Social & Community Infrastructure

- The lack of capacity in the secondary schools, and the potential capacity constraints in primary schools that will arise in the future as a result of the projected trends in the population.
- The quality of existing social/community facilities and their affordability.

2.9 Transport and Movement

- Levels of accessibility through the town centre and the movement of pedestrians into and between the different parts of the town centre and key desire lines.
A lack of a sense of arrival at the western and eastern gateways into the town centre.

The volumes of east/west through-traffic into the town centre and levels of traffic congestion, noise, pollution and vehicular dominance.

The quality and efficiency of the rail/bus interchange at West Ealing Station and Ealing Broadway.

The isolation of West Ealing Station from the main town centre and the levels of congestion and environmental quality of Ealing Broadway Station forecourt and its lack of integration into the town centre.

2.10 Objectives

The spatial development strategy also identified a number of key objectives that remain current today.

- Prevent the slow decline of Ealing Town Centre by improving its retail offer, strengthening its core retail role as a Metropolitan Centre, and by providing a stronger complementary retail offer to further support existing retail uses.

- Introduce a vibrant and diverse range of new homes, shops, office, sport and leisure and other public facilities, commensurate with its Metropolitan status. Extend the range and offer of the cultural and leisure uses within the town centre.

- Improve and broaden the commercial offer in Ealing Town Centre utilising its high level of pedestrian and public transport accessibility. Provide the appropriate amount of commercial floorspace and a diverse commercial offer that attracts high quality employers and job opportunities into the town centre.

- Improve the capacity, quality and efficiency of public transport and promote quick, easy and safe interchange between public transport modes.

- Improve pedestrian linkages within the town centre and create a network of high quality streets and spaces that allow people easy access to all the facilities in the town centre.

- Create a more coherent townscape through the form and height of new development; and introduce new high quality buildings that are well designed, environmentally sustainable and which meet the needs of the modern occupier.
Section 3
Spatial Vision
3.1 This spatial strategy for Ealing Town Centre is the first town centre wide proposal and seeks to ensure that the consistency and scale of the town centre, one of its principal characteristics, is reinforced in the future. It is based on a range of influences, including:

- a robust understanding of the roles and functions of the existing character areas (para 1.3);
- the issues that influence the town centre today (para 2.1); and;
- delivering on the objectives to strengthen it in the future (para 2.2).

It seeks to facilitate the expansion of Ealing Broadway and to consolidate West Ealing within clearly defined frontage parameters. Focussing retail activity in these two location creates the opportunity to further develop distinct and complementary characters for each of them rather than spread the retail uses too thinly.

The strategy seeks to promote development across the town centre in a way that is appropriate to each of the character areas and to reinforce the specific spatial qualities of each. For example, this approach will reinforce the strong and varied characteristics of Uxbridge Road and the essential role the ‘Business Quarter’ performs in differentiating the main retail areas. Each area has particular strengths and plays an important role in the way that the town centre is experienced, its attractiveness to different types of occupiers and its overall consistency.

This strategy applies consistently to whatever happens in the town centre in the future in terms of the range of land uses.

3.2 The overall spatial vision (set out in figure 3.3) is based on the important principle that much of the character of the town centre is defined by the consistency and scale of development frontages in each particular character area. The spatial vision reinforces this approach and forms the basis for new buildings to relate to their context in this way. The spatial vision sets out a range of approaches for the different parts of the town centre and key routes, as follows:

**Eastern Gateway**
- ‘New’ gateway to town centre, with an improved frontage onto Broadway;
- Retail and restaurants with residential development above; and
- Scale of buildings to respect existing historic fabric.

**Ealing Broadway**
- Retail centre for Ealing with high quality comparison and convenience shopping;

---

Fig. 3.1: Strengthening and extending the existing retail cores of Ealing Broadway and West Ealing
Consistent and continuous street frontages with an opportunity for taller buildings at the centre of main sites; and

High degree of enclosure and high quality urban streets and spaces that maximise pedestrian linkages to and within the centre.

Cultural Quarter

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.

Business Quarter

Pavilion style blocks that provide less enclosure;

Buildings that are set back from the pavement edge to allow for avenue planting; and

Improved access to and from main transport interchange.

West Ealing Fringe

Neighbourhood destination with some retail and services for the local population;

Continuous frontages with an opportunity for higher densities due to close proximity to new Cross rail station;

High degree of street enclosure; and

Key link to new CrossRail station, focus of environmental improvements.

West Ealing

Convenient shopping and general retail focus in a consolidated centre;

Continuous frontages with consistent building heights;

High degree of street enclosure;

Maximise ground floor active uses; and

Enhance links to residential areas to the north and south.

Fig 3.2: Land Use Character Areas
Spatial Vision

Fig. 3.3: The spatial vision for the town centre that sets out the core principles of frontage and scale for each of the main character areas, with a key idea being to retain and enhance the sense of consistency within each.

- Continuous edge defining the main ‘high street’.
- Consistent building heights with any tall buildings set back within blocks.
- Frontage with gaps in between of consistent rhythm.

Ealing Broadway Centre:

- Continuous edge defining the main ‘high street’.
- Consistent building heights with any tall buildings set back within blocks.
- Frontage with gaps in between of consistent rhythm.

Business Quarter:

- Pavilion style edge, i.e. Blocks with gaps in between, but of consistent rhythm.

West Ealing Fringe:

- Continuous frontage, building heights (3-4 storeys).
West Ealing Centre;
- Continuous edge defining the main ‘high street’
- High degree of enclosure and opportunity for buildings up to around 7 storeys near the station

Other important frontages to define pedestrian routes

Opportunity for new landmark

Existing landmark building (church spires)

Key views towards church spires

Key movement routes that link the town centre together and to the wider residential area

Route to new Cross rail station - opportunity for environmental enhancements

Existing and potential nodes - with opportunity to be enhanced

Existing and proposed station

Opportunity for taller buildings
Section 4

Key Sites
4.1 The range of identified sites

Based on the land use and urban design work undertaken as part of the original Spatial Development Framework (2008) and existing planning policy context a number of sites have been identified as having the potential for future redevelopment. These sites are broadly similar to those proposed in the Draft Development Sites DPD currently being developed.

The range of development sites that have been identified are in a variety of public and private sector ownerships. Some have extant planning permissions and a number of sites identified in the current UDP have already had development proposals take place. The range of sites that have been considered as part of this review are set out on Figures 4.1 and 4.2 below and include:

■ Sites that are currently at the pre-application stage.
■ Sites that are subject to current planning applications.
■ Sites that benefit from current planning permission or resolution to grant.
■ Sites that are currently allocated with the adopted UDP.
■ Sites that have been identified as part of the preparation of the Development Sites Policy Document: Draft Initial Proposals, February 2010.

For ease of cross referencing the site numbering is the same as in the Spatial Development Framework (2008). The site numbering according to the Draft Development Site Policy Document 2010 (consultation draft) are set out in brackets.

It is clear from this plan that there is a significant number and area of potential development sites in the town centre that could have a major impact on the growth of the town centre over the next 20 years. A number of these sites already benefit from planning approval for schemes that broadly meet the objectives of the Town Centre SPG, others will come forward over the next 20 years.

The broad range of potential development sites and their impact are considered strategically in section 5.

4.2 The Arcadia Site

The most notable of these sites for achieving significant change in the town centre over the medium term is the Arcadia site (OS: 4), near to Ealing Broadway Station. It makes up a large part of the retail land uses and frontages on the north side of the Broadway.

Recent proposals for this site have failed to gain planning approval but there is a strong need for something positive to happen on this site in response to the requirements identified in current and future planning policy and other supporting documents, for:

■ Additional and better organised retail space that meets the needs of current occupiers and that is complementary to the existing retail offer.
■ Much needed residential or commercial uses in this highly accessible town centre location.
■ Improved pedestrian linkages and routes through the site.
■ A more attractive frontage and edge onto Haven Green.

It is also likely that this site would assist with the delivery of an improved public transport interchange for the town centre.

Development options for the Arcadia Site

Because of the importance of this site on the town centre and in the light of the Planning Inspectors decision on the previous planning application, a number of scenarios for the future development of this site have been tested. These are set out in figures 4.3-4.6 (and in full in Appendix 1) and test a range of approaches in order to better understand the potential of the site and its future capacity. These options differ in terms of development quantum, land use and extent of the site area although the land use and built form mix is relatively interchangeable between them.

Each of the options have been developed in relation to the Inspectors Report (APP/A5270/V/09/2097739). Based on previous proposals, these scenarios include:

■ An improved proportion of retail provision over and above that currently provided;
Development sites which have been recently developed

Development Themes identified in the Spatial Development Framework

Figure 4.1: A plan of the sites considered in this document, updated from the Spatial Development Framework. The numbers refer to those in figure 4.2

Figure 4.2: A list of the development sites considered in the preparation of this document.

OS: 1 49 The Mall including garage site (EAL18)  OS: 15 171-175 Uxbridge Road (EAL24)
OS: 2 51-53 The Mall (EAL19)  OS: 16 28-35 Kirchen Road (developed)
OS: 3 Ealing Broadway Station and Villiers House (EAL07)  OS: 17 Drayton Green Road / Hastings Road (EAL11)
OS: 4 Arcadia (EAL05)  OS: 18 64 Broadway, West Ealing (EAL25)
OS: 5 7-11 New Broadway, 23-45 High Street (EAL08)  OS: 19 1-9 Broadway and land to rear (EAL10)
OS: 6 Cinema Site, 59-63 Uxbridge Road, land to rear, 14-24 Bond Street (EAL17)  OS: 20 66-78 Broadway (EAL26)
OS: 7 The Broadway Centre (EAL06)  OS: 21 59-75 Broadway (EAL27)
OS: 8 Dickens Yard, Town Hall and 14-36 New Broadway (EAL04)  OS: 22 Library
OS: 9 Perceval House Car Park and Sub Station (EAL20)  OS: 23 77-103 Broadway and New Ealing House to rear (EAL28)
OS: 10 22-24 Uxbridge (EAL21)  OS: 24 105-119 Broadway (EAL29)
OS: 11 49-69 Uxbridge Road, 12 Mattock Lane (EAL22)  OS: 25 131-149 Broadway and 1-2 Uxbridge Road (EAL30)
OS: 12 91-113 Uxbridge Road (EAL23)  OS: 26 130-140 Broadway (EAL31)
OS: 13 Craven Road (EAL14)  OS: 27 1-10 Chignell Place, land to rear onto Singapore Road, 104-110 Broadway (EAL32)
OS: 14 52-58 Uxbridge Road, 1-6 Crowborough Court, Craven Road (EAL09)  OS: 28 Green Man Lane Estate (EAL01)
Reduced residential densities from those proposed in the most recent Arcadia site planning application;

To protect views to the Church of Christ the Saviour and its spire and to further protect the setting of this Grade II listed building;

To relate to the historic character of the surroundings and in particular to protect and enhance the setting of Haven Green; and

Reducing the height of any proposals adjacent to Haven Green (from those in the most recent planing application) and in particular the tower element of any proposals.

The four options that have been considered as part of this report are as follows (and as set out in appendix 1):

Arcadia Option A1 (figure 4.3)

Looks to concentrate development in the available parts of the site and not over the railway line, which is provided as a green extension to Haven Green with some active uses. Taller development is focussed in the middle of the site and a strong route is provided connecting Ealing Broadway Station, The Broadway Centre and Uxbridge Road.

In terms of land use this option provides residential development above retail uses at ground and first floor.

Arcadia Option A2 (figure 4.4)

This option seeks to create a ‘mid-rise’ development that avoids the railway line completely, but proposes modest development to the north. Within the site a new route and square is created in a similar way to A1. All buildings are kept modest in scale with no significantly taller elements.

This option provides for a mix of commercial and residential above two floors of retail uses.

Arcadia Option B (figure 4.5)

This option seeks to maximise the footprint of development on the site and concentrates urban open space near to
Ealing Broadway Station. Taller buildings are located within the centre of the site.

The proposals include a mix of residential and commercial development above two floors of retail floorspace.

**Arcadia Option C (figure 4.6)**

This option proposes development across the whole Arcadia site and is most like a scaled down version of the Glenkerrin proposal that was refused permission. The scheme creates a central open space and new routes to the north, west and south. An additional space is provided in the south west corner to improve the setting of the church.

This option proposes wholly residential land uses above 2 floors of retail.

See appendix 1 for more detail on all of these options.

**Initial viability advice on the four options**

As part of the background to this report Lambert Smith Hampton have undertaken initial viability appraisals of the four options, based on the extent of floorspace and land uses set out above.

This report concluded that built development over the railway line (less so in the case of an extended Haven Green) is one of the main reasons for proposals being unviable and that options that avoid this are more likely to be deliverable.

In addition at the time of the assessment (early 2010) residential uses as the secondary use to retail floorspace are likely to make a more viable scheme than mixed or commercial development.
Section 5

Strategic Scenarios
5.1 What sort of town centre does Ealing need?

As is widely acknowledged in a range of supporting documents and studies Ealing Town Centre needs to have an increased and complementary mix of retail uses to anchor the Metropolitan Centre and to continue to support the existing residents and businesses in a sustainable way. Work on the Spatial Development Framework (2008) and this review have demonstrated that the Arcadia site is an important element in achieving this.

However, there are a number of options for the range, scale and mix of uses that will be needed in the town centre to best support the area, current and new residents, retailers, business occupiers and visitors.

Previous proposals have assumed that the Arcadia site would come forward for mainly residential uses to support the retail functions, and that the Business Quarter further along the Uxbridge Road would continue in non-residential use. But as part of this review it has become evident that these assumptions need to be tested, both to find out if there are better alternatives, but also to demonstrate the implications of this existing approach.

Scenario 1

Scenario 1 is based on the residential led- mixed use scheme set out in Arcadia option A1. The existing business district is reinforced and consolidated for office uses and West Ealing continues as a mixed use retail and residential area.

Scenario 2

Scenario 2 looks to focus commercial uses around Ealing Broadway station and on the Arcadia site. This frees up some of the business district for more mixed uses including some residential development. This is based on Arcadia site option A2.

Scenario 3

Scenario 3 looks to create a very mixed use town centre with all sites and areas providing a mix of retail, residential and commercial office uses. This would mean a very mixed town centre but it could be hard to know which site should be delivering which use. This is based on Arcadia Option B.

Scenario 4

Scenario 4 focuses commercial uses around Ealing Broadway station as this is the most highly accessible location and better located than the business district. In order to achieve this much of the business area becomes residential over time. However this is a high risk strategy as large scale office uses are unlikely to be able to be delivered by the market for some time. This is based on Arcadia site option C.

Each scenario has a different set of implications in terms of the likelihood and speed of deliverability, viability of individual development sites and the delivery of other wider improvements.

All of these strategic scenarios meet the Spatial Vision set out in Section 3.

5.2 Four strategic scenarios for Ealing Town Centre

As set out on the following pages four strategic development scenarios have been developed for Ealing Town Centre as part of this review. Each of them starts from the basis of a different one of the options for the Arcadia site (see Appendix 1) but then tests quite different approaches to land use within different parts of the town centre. In all cases retail uses are assumed at ground level in both the Ealing Broadway and West Ealing.

Scenario 1 is based on the residential led- mixed use scheme set out in Arcadia option A1. The existing business district is reinforced and consolidated for office uses and West Ealing continues as a mixed use retail and residential area.

Scenario 2 looks to focus commercial uses around Ealing Broadway station and on the Arcadia site. This frees up some of the business district for more mixed uses including some residential development. This is based on Arcadia site option A2.

Scenario 3 looks to create a very mixed use town centre with all sites and areas providing a mix of retail, residential and commercial office uses. This would mean a very mixed town centre but it could be hard to know which site should be delivering which use. This is based on Arcadia Option B.

Scenario 4 focuses commercial uses around Ealing Broadway station as this is the most highly accessible location and better located than the business district. In order to achieve this much of the business area becomes residential over time. However this is a high risk strategy as large scale office uses are unlikely to be able to be delivered by the market for some time. This is based on Arcadia site option C.

Each scenario has a different set of implications in terms of the likelihood and speed of deliverability, viability of individual development sites and the delivery of other wider improvements.

All of these strategic scenarios meet the Spatial Vision set out in Section 3.
5.4 Scenario 1: Extended Haven Green, retail uses at Arcadia site and retained business district

- High density residential development in Ealing Broadway Centre focused around the Station (Arcadia site developed as residential led scheme with retail and leisure uses on the ground floors). People living in the centre will contribute to the vitality enabling activity throughout the day and evenings.

- A high density residential scheme on the Arcadia site is likely to be focused around smaller units and provide less family housing.

- Commercial uses continue to be focused around the ‘Business Quarter’. This area is an established business area and its location encourages people to pass through Ealing Broadway Centre during their commute.

- Residential capacity is increased in West Ealing and West Ealing Fringe near the future Cross Rail Station. An increased population in West Ealing will benefit the local economy and make use of good transport linkages. These areas are appropriate for higher density family housing.

- Ealing Broadway and West Ealing remain focus for town centre, retail and leisure uses.

**Potential overall capacity**

<table>
<thead>
<tr>
<th>Use</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential use</td>
<td>3,515 units</td>
</tr>
<tr>
<td>Commercial use</td>
<td>94,300 sqm</td>
</tr>
<tr>
<td>Retail / mixed commercial / leisure:</td>
<td>98,900 sqm (including 20,875 sqm net increase in retail floorspace)</td>
</tr>
</tbody>
</table>

Based on Arcadia site Option A1 in Appendix A
### Scenario 2: Central Commercial Hub

#### 5.5 Scenario 2: Central Commercial Hub both at Arcadia and the business district

- Commercial uses focused around the Station (Arcadia site developed as commercial led scheme with retail and leisure uses on the ground floors). Ealing Broadway is a very accessible location for Greater London and has also good connections to Heathrow Airport. This makes it a desirable location for office development. Office development as part of a mixed use town centre scheme would broaden the commercial offer within Ealing and complement a reduced commercial floorspace in the ‘Business Quarter’.

- Introduce residential uses in the central area between West Ealing and Ealing Broadway with the opportunity to redevelop some sites within the ‘Business Quarter’ to residential use so that this area becomes more diverse.

- Residential capacity is increased in West Ealing and West Ealing Fringe near the future Cross Rail Station. An increased population in West Ealing will benefit the local economy and make use of good transport linkages. These areas are appropriate for higher density family housing.

- Ealing Broadway and West Ealing remain focus for town centre, retail and leisure uses.

### Potential overall capacity

- Residential use: 3,649 units
- Commercial use: 77,800 sqm
- Retail / mixed commercial / leisure: 98,500 sqm (including 20,485 sqm of net increase in retail floorspace)

Based on Arcadia site Option A1 in Appendix 1.
### Scenario 3: Maximise mixed uses

5.6 Scenario 3: Mixed Use Town Centre across all locations

Although all scenarios have an element of mixed use, the uses in this scenario are less concentrated than the other scenarios. It aims to create a mix of residential and commercial uses throughout the town centre. Only retail and leisure uses remain focused around Ealing Broadway and West Ealing.

- Balanced mix of residential and commercial uses in Ealing Broadway (on the Arcadia site).
- Residential uses are accommodated throughout the Town Centre: in Ealing Broadway, the ‘Business Quarter, West Ealing and West Ealing Fringe. The different locations offer the opportunity to provide a mix of residential offers and establish different areas for more appropriate unit types, for example smaller units in Ealing Broadway and more family orientated units in West Ealing and West Ealing fringes. Compared to other scenarios the increase in residential use is less in West Ealing and West Ealing Fringe.

- In terms of the providing a varied commercial offer within Ealing town centre, development near the station would complement a reduced commercial floorspace in the ‘Business Quarter’.
- Ealing Broadway and West Ealing remain focus for town centre, retail and leisure uses.

#### Potential overall capacity

<table>
<thead>
<tr>
<th>Use</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential use</td>
<td>3,410 units</td>
</tr>
<tr>
<td>Commercial use</td>
<td>94,200 sqm</td>
</tr>
<tr>
<td>Retail / mixed commercial / leisure</td>
<td>97,700 sqm</td>
</tr>
<tr>
<td>(including 19,655 sqm net increase in retail floorspace)</td>
<td></td>
</tr>
</tbody>
</table>

Based on Arcadia site Option B in Appendix 1
5.7 Scenario 4: Maximise Development Land and highest density residential

The land use distribution in this scenario is as in Scenario 1, but includes development over the railway line at Ealing Broadway and therefore has a larger development potential.

- High density residential development in Ealing Broadway Centre focused around the Station (Arcadia site developed as residential led scheme with retail and leisure uses on the ground floors); People living in the centre will contribute to the vitality enabling activity throughout the day and evenings.

- A high density residential scheme on the Arcadia site is likely to be focused around smaller units and provide less family housing.

- Commercial uses continue to be focused around the ‘Business Quarter’. This area is an established business area and its locations encourages people to pass through Ealing Broadway Centre during their commute.

- Residential capacity is increased in West Ealing and West Ealing Fringe near the future Cross Rail Station. An increased population in West Ealing will benefit the local economy and make use of good transport linkages. These areas are appropriate for higher density family housing.

- Ealing Broadway and West Ealing remain focus for town centre, retail and leisure uses.

- Cost of building over railway line may negatively impact on the viability of the proposals.

Potential overall capacity

- Residential use: 3,621 units
- Commercial use: 93,400 sqm
- Retail / mixed commercial / leisure: 100,400 sqm (including 22,398 sqm of net increase in retail floorspace)

Based on Arcadia site Option C in Appendix 1
5.8 Evaluation matrix

The following evaluation of the scenarios has been undertaken in relation to the objectives set out in Section 2. Each of the above scenarios has the potential to meet the vision for Ealing Town Centre. To meet the objectives each scenario balances the required amount of floorspace and proposes a strategy to achieve a balanced town centre that offers employment, business, retail and housing opportunities.

<table>
<thead>
<tr>
<th>Scenarios</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Extended Haven Green</strong></td>
<td>√ 1. Strengthening the retail cores of the Metropolitan centre by providing around 22,000 sqm of new retail space</td>
</tr>
<tr>
<td></td>
<td>√ 2. Protect Ealing Town Centre from slow decline by improving its retail offer and strengthening its retail role as a metropolitan Town Centre, by providing at least 100,000 sqm of retail space within the town centre.</td>
</tr>
<tr>
<td></td>
<td>√ 3. Introduce a vibrant and diverse range of new homes, shops, office, sport and leisure and other public facilities, commensurate with its Metropolitan status.</td>
</tr>
<tr>
<td></td>
<td>Without taking into account railway land, maximises residential in most accessible location (Arcadia site)</td>
</tr>
<tr>
<td><strong>Central Commercial Hub</strong></td>
<td>√ 1. The target figure by ± 1% meets the target figure by ± 1%</td>
</tr>
<tr>
<td></td>
<td>√ 2. Protects Ealing Town Centre from slow decline by improving its retail offer and strengthening its retail role as a metropolitan Town Centre, by providing at least 100,000 sqm of retail space within the town centre.</td>
</tr>
<tr>
<td></td>
<td>√ 3. Introduce a vibrant and diverse range of new homes, shops, office, sport and leisure and other public facilities, commensurate with its Metropolitan status.</td>
</tr>
<tr>
<td></td>
<td>Maximises commercial development in the most accessible location (Arcadia site)</td>
</tr>
<tr>
<td><strong>Mixed use town centre</strong></td>
<td>√ 1. The target figure by ± 1% meets the target figure by ± 1%</td>
</tr>
<tr>
<td></td>
<td>√ 2. Protects Ealing Town Centre from slow decline by improving its retail offer and strengthening its retail role as a metropolitan Town Centre, by providing at least 100,000 sqm of retail space within the town centre.</td>
</tr>
<tr>
<td></td>
<td>√ 3. Introduce a vibrant and diverse range of new homes, shops, office, sport and leisure and other public facilities, commensurate with its Metropolitan status.</td>
</tr>
<tr>
<td></td>
<td>Increases residential densities the least in West Ealing and West Ealing fringe and provides lowest increase in residential numbers</td>
</tr>
<tr>
<td><strong>Maximised development land</strong></td>
<td>√ 1. Exceeds the target figure</td>
</tr>
<tr>
<td></td>
<td>√ 2. Protects Ealing Town Centre from slow decline by improving its retail offer and strengthening its retail role as a metropolitan Town Centre, by providing at least 100,000 sqm of retail space within the town centre.</td>
</tr>
<tr>
<td></td>
<td>√ 3. Introduce a vibrant and diverse range of new homes, shops, office, sport and leisure and other public facilities, commensurate with its Metropolitan status.</td>
</tr>
<tr>
<td></td>
<td>Maximises residential development in the most accessible location (Arcadia site)</td>
</tr>
</tbody>
</table>

Each of the scenarios has a different focus complementing an increased retail offer.

Schedules setting out the site by site assumptions for each potential development site, within each scenario are included at Appendix 2.
### Evaluation of scenarios

<table>
<thead>
<tr>
<th>Scenario Description</th>
<th>Impact on Business Location</th>
<th>Impact on Office Space</th>
<th>Impact on Interchange Options</th>
<th>Impact on Pedestrian Linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Improve and broaden the commercial offer in Ealing town centre utilising its good access levels and provide an appropriate amount and diverse commercial offer that attract high quality employers and job opportunities into the town centre.</td>
<td>Strengthens existing business location by replacing and refurbishing existing office developments provides as much office space as before</td>
<td>Create a new commercial hub at Ealing Broadway Station, broadening the office offer in Ealing Town Centre provides substantially less (-16,500 sqm) office space as before</td>
<td>Creates some new commercial offer at Ealing Broadway Station provides as much office space as before</td>
<td>- provides a little less (-884 sqm) office space as before</td>
</tr>
<tr>
<td>6. Improving the capacity, quality and efficiency of public transport and promoting quick, easy and safe interchange between public transport modes.</td>
<td>Is not compatible with an interchange option south of Haven Green</td>
<td>Is compatible with most Interchange options</td>
<td>Is compatible with most Interchange options</td>
<td>Is not compatible with an interchange option south of Haven Green</td>
</tr>
<tr>
<td>7. Improve pedestrian linkages within the town centre and create a network of high quality streets and spaces that allow people easy access to all the facilities in the town centre.</td>
<td>Removes barrier of railway and provides very good pedestrian links between Haven Green and town centre and the station</td>
<td>Create new n-s pedestrian link to Haven Green and improves linkages to Broadway Centre and Station</td>
<td>Improves pedestrian links between the station and Ealing Broadway town centre, links less well to Broadway Centre</td>
<td>Maximises east-west and north south links in Ealing Broadway, removes railway barrier by decking over it</td>
</tr>
<tr>
<td>8. Create a more coherent townscape through the form and height of new development; and introduce new high quality buildings that are well designed, environmentally sustainable and which meet the needs of the modern occupier.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Section 6

Urban Design Framework
6.1 The following pages bring together urban design framework plans for each of the character areas within Ealing Town Centre. These are as set out in the Spatial Development Framework (2008), but have been reviewed and updated as appropriate.

These frameworks build on the level of detail set out in the spatial strategy and vision in section 3.

The frameworks are flexible enough to be applicable to any land use and can be achieved with any of the strategic town centre scenarios. The main exception being the Arcadia site where a variety of urban design proposals have been considered in the options in Appendix 1.

It is anticipated that these framework plans, together with the spatial framework are further developed to form the content of the Town Centre SPD in due course.
6.2 The eastern end of the Uxbridge Road currently accommodates small retail uses, estate agents, bars and restaurants and some office uses. This area, has however the potential to be more significant in terms of its role as a gateway into the town centre. This can only be achieved by exploiting a number of development opportunities either side of Northcote Avenue and with some public realm improvements.

The development should:
- Provide a new ‘gateway’ for Ealing Broadway from the East.
- Have an improved frontage onto the Broadway.
- Be of a scale that respects the existing historic buildings.

**Uses and Massing**
- Ground floor active uses such as retail and restaurants onto The Mall.
- Residential development at upper floors and to the rear of the sites.
- Opportunity for a small mid - high quality Town centre style hotel use.
6.3 The station area, Haven Green, the Arcadia shopping centre and the Broadway Centre form the heart and focus of arrival and retail/commercial activity within the town centre. It will be a busy and active place throughout the day and the evening. It will require an effective and efficient transport interchange and consideration will need to be given to how people and vehicles move through the area. As part of any redevelopment the public realm should be upgraded and visual integration improved. Haven Green should be better integrated to the town centre by a new pedestrian link through the Arcadia site.

General development opportunities include:

- New/improved station building, access and new station square.
- Provision of new high density mixed development associated with rebuilding the station.
- New urban block with links and connections to the existing Broadway centre to the south of The Mall.
- Bridging over the railway to provide links and a frontage to Haven Green.
- Refurbishment/modernisation of Broadway Centre and introduction of new mixed development.
- Better integration of Broadway Centre into surrounding residential streets to the south.
- Reducing the impact of rear servicing on streets to the south.
- Provision of appropriate units, addressing contemporary retail needs.
- Introduction of new residential development.
- The upgrading of Haven Green and the provision of improved interchange between public transport modes.

**Uses and Massing**

- Ground floor retail and restaurant uses.
- Leisure facilities.
- Mixed use residential and commercial uses on upper floors.
- Opportunity for taller, city scale buildings in the centre of the Arcadia site and the Broadway Site.
- Consistent building heights onto the Mall and Broadway.
Detailed framework principles.

- Improved pedestrian links and spaces on Haven Green
- New development associated with the redevelopment of the station
- New space outside station
- Improved modal interchange (subject to detailed interchange study and arboricultural assessment)
- New space and links within new urban block
- Refurbishment/modernisation of Broadway Centre and introduction of new mixed development
- New development associated with the redevelopment of the station
- New public squares
- Soft landscaped courts
- Trees/landscape works
- Key junction improvement
- Key pedestrian links

Precedent images.
6.4 The Cultural Quarter area has the potential to grow into a more diverse small retail/leisure led area for Ealing. It could become an active cultural quarter based around the open spaces of Ealing Green, with the improvement and re-focusing of Pitshanger Manor, a new cinema development and potential for the improvement of the theatre.

General development proposals include:

- A new high quality retail residential quarter on Dickens Yard.
- The refurbishment of the town hall.
- A new mixed use development on the triangle site to the west of the High Street, with the potential for a pedestrian link to the Broadway and new urban space proposed at Dickens Yard.
- 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 revitalisation of Pitshanger Manor as a destination arts venue and high quality cafe/restaurant.

**Uses and Massing**

- Arts and cultural facilities.
- Active ground floor retail, restaurant and leisure uses.
- Opportunity for complementary town centre uses such as a hotel and health and fitness uses.
- Residential uses on upper floors and within blocks.
- High street scale generally fronting onto the established streets, with the opportunity for taller buildings as set backs, landmarks or within blocks.
Dickens Yard redevelopment with pedestrian links and spaces

New film quarter with cinema, studios, creative industries and residential, with spaces for screens or performance

Revitalisation of Pitshanger Manor

Pedestrian links to connect with existing routes into the Broadway centre

Detailed framework principles.

Precedent images.
It is proposed that this part of New Broadway/Uxbridge Road is retained and reinforced as a cluster of modern mixed use buildings with the potential for some more diverse active ground floor uses in some of the buildings. The public realm will be upgraded with a ‘boulevard’ style landscape treatment and the dominant road network better integrated. Easier to cross and improved with a more legible and streamlined network of bus stops.

The area also provides a physical connection between Ealing Broadway and West Ealing, and as such should provide a better environment and address both areas. There is also the potential for a new north south link to Mattock Lane and Walpole Park with a long term proposal to improve the theatre and build upon the cultural quarter immediately to the east.

General development proposals include:

- The replacement of older, outdated buildings with new pavilion style blocks that have a better relationship with the street, and the potential for ground floor uses.
- A link through to the theatre and onwards to Walpole Park.
- Smaller scale residential and community developments to the north of the area, providing a better integration with the existing residential streets between the offices and the railway.
- The existing scale precedent maintained along the Uxbridge Road, with smaller scale development to the north to respect the adjacent areas.

Uses and Massing

- Pavilion style blocks, typically higher than Ealing Broadway Centre frontages.
- Consistent and generous set back from pavement to allow for avenue planting and high quality public realm.
- Office led mixed use development with elements of residential uses.
New development
Key active edges
Landmark opportunities
Potential vehicular access
Pedestrian crossing points
Road surface change
New public squares
Trees/landscape works
Key junction improvement
Key pedestrian links

Residential and community buildings to the rear of the quarter
Pavilion style buildings

Improved theatre and link through to Uxbridge Road

Detailed framework principles.

New residential. No through route for vehicles

Precedent images.

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Spatial Development Framework Review 43
6.6 Long term improvements in West Ealing are largely dependent on site assembly and the replacement of outdated and detrimental groups of buildings. The Green Man Lane estate regeneration will provide more shoppers within easy walking distance of the centre, and provide better links to the Jacobs Ladder railway crossing.

General development proposals include:
- Creation of a new urban block and new links to Green Man Lane.
- Redevelopment of the Sainsbury’s site to give a high street presence for a large supermarket.
- A new public space along the Broadway.
- New safe parking options and the redevelopment of the Singapore Road car park.
- Overlooking and a better frontage to Dean Gardens, with plans to make the park part of West Ealing with more urban spaces and activities along the main road.

Uses and Massing
- Consistent, although slightly increased building heights at frontage with the opportunity for even taller elements set back or within the block.
- Ground floor uses in West Ealing should be nonresidential, commercial / retail or leisure.
- Residential on upper floors.
Pedestrian crossing to ease pedestrian movement

Linkages from residential areas to centre

Open Space

Landmark development

New urban block with retail, community and residential accommodation and new public car park.

Improvements to Dean Gardens and green link through connecting Mattock Lane and the Broadway

New public space for West Ealing, with key link from the Green Man Lane regeneration area

Detailed framework principles.
Conclusions
7.1 Issues raised by the Spatial Development Framework Review

This document looks at a number of proposals for Ealing Town Centre, and as an update of the Strategic Development Framework (2008). The document sets out and illustrates a range of background information, options and proposals, as follows:

- Takes as its starting point the town centre proposals from the emerging Development Strategy and planning context.
- Identifies a range of issues and objectives for the town centre, including reinforcing its retail role, seeing empty and under used sites redeveloped.
- Establishes a series of character areas that operate within the town centre, each of which has a distinct identity, primary purpose and townscape role.
- A spatial development framework that prioritises consistent frontages and scale of development, as appropriate for the different areas of the town centre.
- Alternative proposals for the Arcadia site as one of the main redevelopment sites within the town centre and as an important site in relation to improving linkages between Ealing Broadway Station, the main retail area and the Uxbridge Road. Key decisions for the Arcadia site revolve around the mix of development that will supplement the retail uses, the scale of buildings and whether development should take place over the railway line.
- A range of scenarios for the town centre as a whole, that build upon the Arcadia site options and consider whether there are benefits in changing around the current focus of office and residential uses proposed.
- An evaluation of these scenarios against the principal objectives for the town centre set out in this document. The evaluation tables ‘test’ the scenarios and make it is clear that each has different benefits and shortcomings.
- An urban design framework area for each of the character areas, based on an updated version of each from the Spatial Development Framework.

7.2 Conclusions and recommendations

This work leads us to conclude the following key points:

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 the existing retail centre. In particular this should be the focus of any development at Ealing Broadway and West Ealing, with Ealing Broadway being the main focus of shopping for Ealing as a whole.

2) Protect existing business uses - The preference for one or other of the scenarios presented in section 5 is strongly influenced by the conclusions of the Employment Land Review (2010). This makes a clear recommendation that office uses should be consolidated and retained within the business quarter along Uxbridge Road, between Ealing Broadway and West Ealing and that the dissolution of these uses would have significant consequences for the performance of Ealing as an employment centre. This leads to a clear preference for scenario 1, in terms of the protection of business uses in the town centre.

3) Ensure a mix on the Arcadia site - This conclusion then influences whether the Arcadia site should be predominantly residential or commercial/office development with the likely demand being for a residential led scheme above retail uses. However, the testing of the Arcadia site and the strategic scenarios points to a range of additional advantages to a mixed scheme that contains both residential and commercial land uses. This allows a greater degree of flexibility for change over time and also creates valuable employment/office floorspace for the post CrossRail future.

4) Prioritise the townscape role of new buildings and consistency of scale - Work on this update to the Strategic Development Framework also leads us to conclude that development should focus on consistent frontages, new urban spaces and strong design character that relates in scale to (but does not copy) the Victorian and spatial heritage of the town centre.

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 spatial priorities should be further tested and detailed proposals set out in the proposed Ealing Town Centre SPD.
Key issues and achievements

- Extend Haven Green over the railway to create a better integration with the centre and provide an open space buffer between the conservation area and new development;
- Minimise buildings over railway;
- Create open space in central location;
- Tall buildings in Gateway location and centre of development (up to 20 storeys);
- Create better north-south pedestrian linkages; and
- Create / improve views to the church.

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Retail: 17,922 sqm
Residential: 33,237 sqm (313 flats)*

*Note: Residential unit numbers are calculated on a 106 sqm per unit ratio including service and access areas. This allows direct comparison to the planning application proposal. All numbers are approximate only.
Key issues and achievements

- Create 4 storey residential frontage with active groundfloor to Haven Green;
- Minimise development over railway;
- Create a series of squares in central location leading people through the site into the town centre;
- Tallest building of same height as Villiers House (9 storeys) to create gateway location;
- Create better north south pedestrian linkages;
- Building heights are generally around 6-8 storeys in keeping with existing Ealing; and
- Retaining listed buildings and create better views to church.

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Retail: 17,532 sqm
Residential: 10,593 sqm (100 flats)*
Commercial: 20,555 sqm

*Note: Residential unit numbers are calculated on a 106 sqm per unit ratio including service and access areas. This allows direct comparison to the planning application proposal. All numbers are approximate only.
Ealing Arcadia Site
Option B

Key issues and achievements

- Create 4 storey residential frontage with active groundfloor to Haven Green;
- Minimise development over railway;
- Create a new town centre square and a station square drawing people through the development and creating much needed open space in the centre;
- Create/improve views to Church; and
- General building heights 6-8 storeys, with two buildings up to 20 storeys in the centre of the site.

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OVERALL: 14,728m² 51,029

Retail: 16,697 sqm
Residential: 19,447 sqm (183 flats)*
Commercial: 17,292 sqm

*Note: Residential unit numbers are calculated on a 106 sqm per unit ratio including service and access areas. This allows direct comparison to the planning application proposal. All numbers are approximate only.
Ealing Arcadia Site Option C

**Potential Layout - Option C**

**Key issues and achievements**

- Maximise development over railway;
- Create a new town centre square in the centre of the development site;
- Maximise north-south and east-west pedestrian linkages; and
- Taller development in the centre of the site (up to 14 storeys), but building heights are generally kept around 7 storeys.

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<td>4</td>
<td>3,523</td>
</tr>
<tr>
<td>C2</td>
<td>UF</td>
<td>Resi</td>
<td>67</td>
<td>4</td>
<td>2,069</td>
</tr>
<tr>
<td>D</td>
<td>UF</td>
<td>Resi</td>
<td>1,018</td>
<td>4</td>
<td>4,071</td>
</tr>
<tr>
<td>E</td>
<td>UF</td>
<td>Resi</td>
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</tr>
<tr>
<td>F1</td>
<td>UF</td>
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</tr>
<tr>
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<td>UF</td>
<td>Resi</td>
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</tr>
<tr>
<td>G1</td>
<td>UF</td>
<td>Resi</td>
<td>367</td>
<td>4</td>
<td>1,468</td>
</tr>
<tr>
<td>G2</td>
<td>UF</td>
<td>Resi</td>
<td>678</td>
<td>6</td>
<td>4,068</td>
</tr>
<tr>
<td></td>
<td></td>
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**OVERALL**

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<th>Storeys</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,871</td>
<td>0,173n</td>
</tr>
</tbody>
</table>

Retail: 19,440 sqm
Residential: 40,733 sqm (384 flats)*
Commercial: 0 sqm

*Note: Residential unit numbers are calculated on a 106 sqm per unit ratio including service and access areas. This allows direct comparison to the planning application proposal. All numbers are approximate only.*
Appendix 2

Town Centre Scenarios
(reflecting the Arcadia Site Options)
Strategic land use distribution
Impact of changes at Arcadia onto wider Metropolitan Centre

Scenario 1: Extended Haven Green

- Based on Arcadia site Option A1 set out in Appendix 1;
- Arcadia site developed as residential led with some retail/commercial on lower floors;
- Commercial uses concentrated ‘Business Quarter’;
- Residential capacities substantially increased in West Ealing and West Ealing Fringe around the new CrossRail station;
- Most viable Arcadia option;
<table>
<thead>
<tr>
<th>Site ref.</th>
<th>Address/location</th>
<th>Site size</th>
<th>Existing</th>
<th>PROPOSED (2008)</th>
<th>REvised A1</th>
<th>Notes:</th>
<th>Existing retail</th>
<th>Net gain retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>OS: 1</td>
<td>49 The Mall</td>
<td>0.35</td>
<td>2,000</td>
<td>405</td>
<td>100</td>
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<td>405</td>
<td>85</td>
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<tr>
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<td>60</td>
<td>845</td>
<td>800</td>
<td>45</td>
</tr>
<tr>
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<td>Ealing Broadway Station</td>
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<td>120</td>
<td>120</td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>OS: 4</td>
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<td>2</td>
<td>15,587</td>
<td>700</td>
<td>884</td>
<td>21,490</td>
<td>471</td>
<td>0</td>
</tr>
<tr>
<td>OS: 5</td>
<td>7-11 New Broadway, 24 High Street</td>
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<td>3,180</td>
<td>200</td>
<td>4,500</td>
<td>200</td>
<td>4,500</td>
<td>3,180</td>
</tr>
<tr>
<td>OS: 6</td>
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<td>cinema</td>
<td>not known</td>
<td>2,200</td>
<td>190</td>
<td>2,700</td>
<td>3,300</td>
</tr>
<tr>
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<td>14,490</td>
<td>37,000</td>
<td>150</td>
<td>17,000</td>
<td>30,500</td>
<td>15,587</td>
</tr>
<tr>
<td>OS: 8</td>
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<td>1,000</td>
<td>800</td>
<td>10,000</td>
<td>800</td>
<td>45</td>
</tr>
<tr>
<td>OS: 9</td>
<td>Craven Avenue car park</td>
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<td>car park</td>
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<td></td>
<td>0</td>
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<tr>
<td>OS: 10</td>
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<td>500</td>
<td>3,815</td>
<td>500</td>
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<td>not known</td>
<td>23,500</td>
<td>400</td>
<td>2,200</td>
<td>1,100</td>
<td></td>
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<tr>
<td>OS: 12</td>
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<td>0.8</td>
<td>not known</td>
<td>28,000</td>
<td>400</td>
<td>28,844</td>
<td>400</td>
<td>Increase to make up the loss of commercial space in the Arcadia site</td>
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<tr>
<td>OS: 13</td>
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<td>17</td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>OS: 14</td>
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<td>350</td>
<td>16,500</td>
<td>350</td>
</tr>
<tr>
<td>OS: 15</td>
<td>171-175 Uxbridge Road</td>
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<td>not known</td>
<td>34</td>
<td>200</td>
<td>14</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>OS: 16</td>
<td>28-35 Kirchen Road</td>
<td>0.14</td>
<td>30</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OS: 17</td>
<td>Drayton Green Road / Hastings Road</td>
<td>0.28</td>
<td>garage: 600</td>
<td>110</td>
<td>120</td>
<td>1,000</td>
<td>500</td>
<td>Increase in residential capacity due to proximity to station and new 5 storey block opposite</td>
</tr>
<tr>
<td>OS: 18</td>
<td>64 Broadway, West Ealing</td>
<td>0.12</td>
<td>1,100</td>
<td>25</td>
<td>1,100</td>
<td>35</td>
<td>1,100</td>
<td>1,100</td>
</tr>
<tr>
<td>OS: 19</td>
<td>1-9 Broadway and land to rear</td>
<td>0.5</td>
<td>1,400</td>
<td>110</td>
<td>1,400</td>
<td>140</td>
<td>1,400</td>
<td>1,400</td>
</tr>
<tr>
<td>OS: 20</td>
<td>66-78 Broadway</td>
<td>0.23</td>
<td>2,000</td>
<td>40</td>
<td>2,300</td>
<td>90</td>
<td>2,300</td>
<td>2,000</td>
</tr>
<tr>
<td>OS: 21</td>
<td>59-75 Broadway</td>
<td>0.18</td>
<td>1,600</td>
<td>30</td>
<td>1,600</td>
<td>30</td>
<td>1,600</td>
<td>1,600</td>
</tr>
<tr>
<td>OS: 22</td>
<td>Library</td>
<td>0.15</td>
<td>not known</td>
<td>as existing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OS: 23</td>
<td>77-103 Broadway and New Ealing House to rear</td>
<td>0.75</td>
<td>5,850</td>
<td>30</td>
<td>6,000</td>
<td>50</td>
<td>6,000</td>
<td>5,850</td>
</tr>
<tr>
<td>OS: 24</td>
<td>105-119 Broadway</td>
<td>0.14</td>
<td>1,200</td>
<td>24</td>
<td>1,200</td>
<td>30</td>
<td>1,200</td>
<td>1,200</td>
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<tr>
<td>OS: 25</td>
<td>131-149 Broadway and 1-2 Uxbridge Road</td>
<td>0.4</td>
<td>not known</td>
<td>750</td>
<td>1,000</td>
<td>50</td>
<td>1,000</td>
<td>750</td>
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<tr>
<td>OS: 26</td>
<td>130-140 Broadway, 1-10 Chispell Road, land to rear onto Singapore Road, 104-110 Broadway</td>
<td>0.2</td>
<td>1,150</td>
<td>40</td>
<td>1,700</td>
<td>40</td>
<td>1,700</td>
<td>1,150</td>
</tr>
<tr>
<td>OS: 27</td>
<td>77-103 Broadway and New Ealing House to rear</td>
<td>0.7</td>
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<td>2,700</td>
<td>150</td>
<td>875</td>
<td>3,500</td>
<td>785</td>
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**TOTAL**

<table>
<thead>
<tr>
<th>Existing retail</th>
<th>Net gain retail</th>
</tr>
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<tbody>
<tr>
<td>469</td>
<td>16,950</td>
</tr>
<tr>
<td>78,032</td>
<td>3,784</td>
</tr>
<tr>
<td>100,175</td>
<td>3,490</td>
</tr>
<tr>
<td>94,274</td>
<td>98,907</td>
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<td>20,875</td>
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</table>

Amended assumptions from figures in the Ealing Metropolitan Centre Spatial Development Framework 2008
Strategic land use distribution
Impact of changes at Arcadia onto wider Metropolitan Centre

Scenario 2: Central commercial hub

- Based on Arcadia site Option A2 set out in Appendix 1;
- Substantial amount of commercial uses on the Arcadia site;
- Part of ‘Business Quarter’ developed for residential uses;
- Residential capacities substantially increased in West Ealing and West Ealing Fringe around the new CrossRail station;
- Maximise residential development throughout town centre;
<table>
<thead>
<tr>
<th>Site ref.</th>
<th>Address/location</th>
<th>Existing use</th>
<th>Commercial use</th>
<th>Retail/Mixed use</th>
<th>Residential use</th>
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</thead>
<tbody>
<tr>
<td>OS: 1</td>
<td>49 The Mall</td>
<td>2,000</td>
<td>400</td>
<td>100</td>
<td>400</td>
</tr>
<tr>
<td>OS: 2</td>
<td>51-53 The Mall</td>
<td>not known</td>
<td>800</td>
<td>60</td>
<td>845</td>
</tr>
<tr>
<td>OS: 3</td>
<td>1-8 Hendehope</td>
<td>0.35</td>
<td>490</td>
<td>100</td>
<td>490</td>
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<tr>
<td>OS: 4</td>
<td>Arcadia</td>
<td>15,587</td>
<td>2,140</td>
<td>39,000</td>
<td>31,490</td>
</tr>
<tr>
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<td>7-11 Broadway</td>
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<td>100</td>
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<td>300</td>
<td>100</td>
<td>300</td>
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<tr>
<td>OS: 7</td>
<td>Dalston Yard</td>
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<td>100</td>
<td>600</td>
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<tr>
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<td>Chobham Avenue</td>
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<td>50</td>
<td>50</td>
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<td>OS: 9</td>
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<td>0.32</td>
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<td>500</td>
<td>3,815</td>
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<td>400</td>
<td>23,900</td>
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<tr>
<td>OS: 11</td>
<td>9-113 Uxbridge</td>
<td>0.8</td>
<td>29,000</td>
<td>100</td>
<td>29,000</td>
</tr>
<tr>
<td>OS: 12</td>
<td>Green Road</td>
<td>0.12</td>
<td>club: 170</td>
<td>17</td>
<td>17</td>
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<tr>
<td>OS: 13</td>
<td>52-58 Uxbridge Road</td>
<td>0.67</td>
<td>44</td>
<td>390</td>
<td>390</td>
</tr>
<tr>
<td>OS: 14</td>
<td>171-175 Uxbridge</td>
<td>0.05</td>
<td>14</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>OS: 15</td>
<td>28-35 Kirchen Road</td>
<td>0.14</td>
<td>20</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>OS: 16</td>
<td>66-78 Broadway</td>
<td>0.23</td>
<td>2,000</td>
<td>110</td>
<td>2,000</td>
</tr>
<tr>
<td>OS: 17</td>
<td>Drayton Green Rd</td>
<td>0.28</td>
<td>2,000</td>
<td>40</td>
<td>2,000</td>
</tr>
<tr>
<td>OS: 18</td>
<td>64 Broadway, West</td>
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<td>1,100</td>
<td>25</td>
<td>1,100</td>
</tr>
<tr>
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<td>1-9 Broadway and</td>
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<td>1,400</td>
<td>110</td>
<td>1,400</td>
</tr>
<tr>
<td>OS: 20</td>
<td>59-75 Broadway</td>
<td>0.18</td>
<td>1,600</td>
<td>30</td>
<td>1,600</td>
</tr>
<tr>
<td>OS: 21</td>
<td>Library</td>
<td>0.15</td>
<td>6,000</td>
<td>30</td>
<td>6,000</td>
</tr>
<tr>
<td>OS: 22</td>
<td>77-103 Broadway and</td>
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<td>5,830</td>
<td>50</td>
<td>5,830</td>
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<td>105-119 Broadway</td>
<td>0.14</td>
<td>1,200</td>
<td>24</td>
<td>1,200</td>
</tr>
<tr>
<td>OS: 24</td>
<td>131-145 Broadway</td>
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<td>not known</td>
<td>750</td>
<td>1,000</td>
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<td>OS: 25</td>
<td>10-12 Uxbridge Road</td>
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<td>1,050</td>
<td>40</td>
<td>1,050</td>
</tr>
<tr>
<td>OS: 26</td>
<td>1-2Uxbridge Road</td>
<td>0.7</td>
<td>460</td>
<td>150</td>
<td>460</td>
</tr>
<tr>
<td>OS: 27</td>
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<td>not known</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>OS: 28</td>
<td>Green Man Lane</td>
<td>5.2</td>
<td>800</td>
<td>72</td>
<td>800</td>
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</tbody>
</table>

**Notes:**

- **Existing retail net gain retail:**
  - **OS: 1**
  - **OS: 2**
  - **OS: 3**
  - **OS: 4**
  - **OS: 5**
  - **OS: 6**
  - **OS: 7**
  - **OS: 8**
  - **OS: 9**
  - **OS: 10**
  - **OS: 11**
  - **OS: 12**
  - **OS: 13**
  - **OS: 14**
  - **OS: 15**
  - **OS: 16**
  - **OS: 17**
  - **OS: 18**
  - **OS: 19**
  - **OS: 20**
  - **OS: 21**
  - **OS: 22**
  - **OS: 23**
  - **OS: 24**
  - **OS: 25**
  - **OS: 26**
  - **OS: 27**
  - **OS: 28**

**Revision A2:**

- **OS: 1**
- **OS: 2**
- **OS: 3**
- **OS: 4**
- **OS: 5**
- **OS: 6**
- **OS: 7**
- **OS: 8**
- **OS: 9**
- **OS: 10**
- **OS: 11**
- **OS: 12**
- **OS: 13**
- **OS: 14**
- **OS: 15**
- **OS: 16**
- **OS: 17**
- **OS: 18**
- **OS: 19**
- **OS: 20**
- **OS: 21**
- **OS: 22**
- **OS: 23**
- **OS: 24**
- **OS: 25**
- **OS: 26**
- **OS: 27**
- **OS: 28**

**Amended assumptions from figures in the Ealing Metropolitan Centre Spatial Development Framework 2008**
Strategic land use distribution
Impact of changes at Arcadia onto wider Metropolitan Centre

Scenario 3: Maximise mixed uses

- Based on Arcadia site Option B set out in Appendix 1;
- Mixed use development with a balanced amount of residential and commercial floorspace;
- Small part of ‘Business Quarter’ developed for residential uses;
- Residential capacities slightly increased in West Ealing and West Ealing Fringe around the new CrossRail station.
<table>
<thead>
<tr>
<th>Site ref</th>
<th>Address/location</th>
<th>Site size ha</th>
<th>Residential use sqm</th>
<th>Commercial use sqm</th>
<th>Retail/Mixed use sqm</th>
<th>Residential use units*</th>
<th>Commercial use units*</th>
<th>Retail/Mixed use units*</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>OS: 1</td>
<td>49 The Mall</td>
<td>0.35</td>
<td>3,000</td>
<td>405</td>
<td></td>
<td>100</td>
<td>490</td>
<td>490</td>
<td>Existing retail 405, net gain retail 85</td>
</tr>
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<td>51-53 The Mall</td>
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<td>not known</td>
<td>800</td>
<td></td>
<td>60</td>
<td>845</td>
<td>845</td>
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</tr>
<tr>
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<td>2</td>
<td>15,587</td>
<td>700</td>
<td>884</td>
<td>21,490</td>
<td>275</td>
<td>17,292</td>
<td>Increased retail provision, implemented planning approval PJ/2008/3832</td>
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<tr>
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<td>200</td>
<td>4,500</td>
<td>0</td>
<td>15,587, 1,110</td>
</tr>
<tr>
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<td>190</td>
<td>2,700</td>
<td>3,300</td>
<td>190</td>
<td>2,700</td>
<td>2,200, 1,100</td>
</tr>
<tr>
<td>OS: 7</td>
<td>The Broadway Centre</td>
<td>2.5</td>
<td>14,490</td>
<td>37,000</td>
<td>150</td>
<td>17,000</td>
<td>37,000</td>
<td>150</td>
<td>17,000, 39,300</td>
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**TOTAL**

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<th>Existing</th>
<th>Net gain</th>
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Amended assumptions from figures in the Ealing Metropolitan Centre Spatial Development Framework 2008
Strategic land use distribution
Impact of changes at Arcadia onto wider Metropolitan Centre

Scenario 4: Maximise development land

- Based on Arcadia site Option C set out in Appendix 1;
- Maximise residential uses in Ealing Broadway;
- Commercial uses retained and enforced in the ‘Business Quarter’;
- Residential capacities substantially increased in West Ealing and West Ealing Fringe around the new CrossRail station;
- The scheme is not viable due to building over rail
<table>
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<tr>
<th>Site ref.</th>
<th>Address/location</th>
<th>Site size (ha)</th>
<th>Existing Commercial use sqm</th>
<th>Existing Residential use sqm</th>
<th>Existing Retail/mixed use sqm*</th>
<th>Proposed (2008) Commercial use sqm</th>
<th>Proposed Residential use sqm</th>
<th>Proposed Retail/mixed use sqm*</th>
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Amended assumptions from figures in the Ealing Metropolitan Centre Spatial Development Framework 2008