

**Unitary Development Plan 2004  
Supplementary Planning Guidance  
Development Sites**

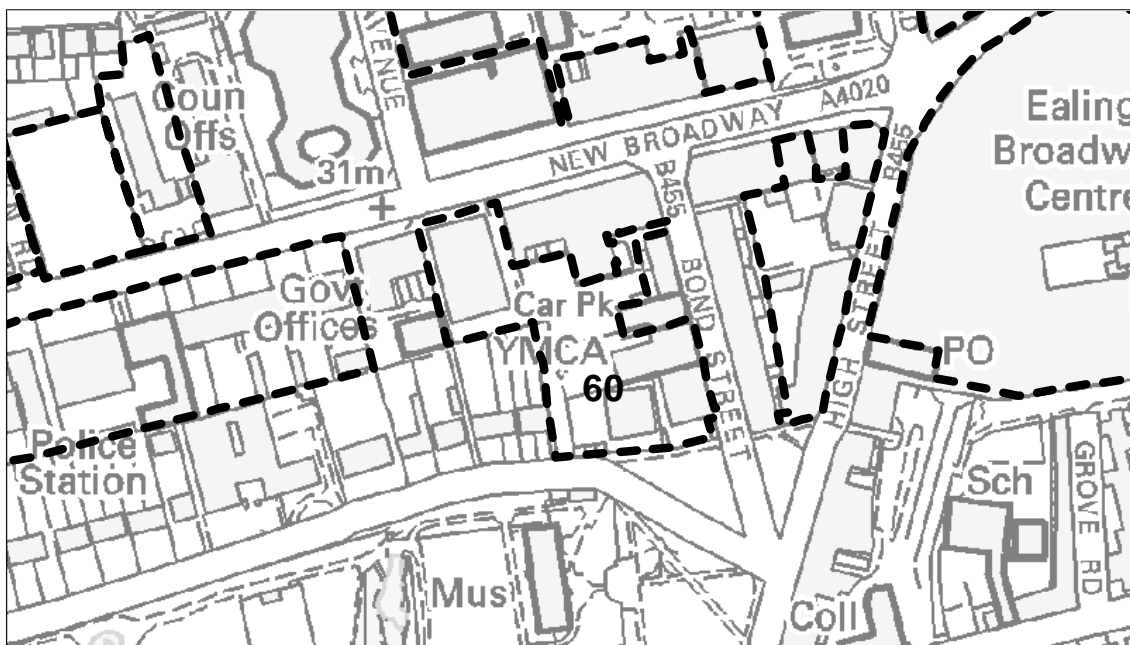
This document should be read with the Planning and Transport Statement for the Ealing area.

<b>Site</b>	<b>60</b>
<b>Address</b>	Existing UGC Cinema and land to rear, Uxbridge Road/west side of Bond Street, W5
<b>Area</b>	Ealing
<b>Site Area</b>	1.0 ha (2.5 acres - 10,000 m <sup>2</sup> )

**SUMMARY**

<b>Development Aims</b>	Extend cultural quarter to Broadway (Masterplan with full redevelopment)
<b>Land Uses</b>	Redevelopment cinema, retail and offices
<b>Overall Capacity</b>	UDP standard 1.5:1 plot ratio and 75% site coverage 15,000 m <sup>2</sup> (5,000 m <sup>2</sup> over existing)
<b>Key Design Principles</b>	Perimeter blocks infill; cues from current; improve space quality and improve links
<b>Key Transport Issues</b>	Servicing, parking

**SITE PLAN**



*For more information contact the Planning Policy Team on 020 8825 5428*

## INDICATIVE DEVELOPMENT CAPACITY\*

<b>Overall Capacity</b>	
Existing Estimate (m <sup>2</sup> ):	10,000
Potential floor space (m <sup>2</sup> ):	15,000 - 20,000 (1.5:1 plot ratio and 75% site coverage)

<b>Housing</b>	
Existing Estimate (m <sup>2</sup> ):	u/k
Potential floor space (m <sup>2</sup> ):	2,000      Potential Number of Units:      36

<b>Retail/Leisure</b>	
Existing Estimate (m <sup>2</sup> ):	2,000
Potential floor space (m <sup>2</sup> ):	9,000      Potential Jobs:**      180

<b>Employment</b>	
Existing Estimate (m <sup>2</sup> ):	8,000
Potential floor space (m <sup>2</sup> ):	9,000      Potential Jobs:**      560

<b>Community Facilities</b>	
Type:	-
Existing Floor space (m <sup>2</sup> ):	-
Potential floor space (m <sup>2</sup> ):	-

<b>Public Open Space</b>	
Type:	Ealing Green - MOL - 5 mins
Deficiency Area	
Potential OS:	Improved public realm only

<b>Key Transport Infrastructure Considerations (See General Planning Information)</b>			
Bus Routes:	Yes	Rail / Tube:	-
Roads / Juncs:	Yes	Traffic Management:	Yes
Cycle Routes:	Yes	Pedestrian Routes:	Yes
City Car Club:	Yes (with residential)	Green Travel Plan:	Yes
Servicing	Yes	Car Parking:	Yes (Restricted)
Comments: Residential development may be subject to 'low car housing' policy			

<b>Site Adjustment</b>	None
Potential Units / Jobs:	
Justification:	

\* This indicative development capacity should be used as an approximate guide only – potential floor space is based upon an estimation using site coverage and building heights. Where uses currently exist but the floorspace is unknown this is indicated using the symbol u/k

\*\*Jobs estimation see appendices

## **SITE LOCATION, DESCRIPTION AND PLANNING STATUS**

### **Site description**

- The site is located to the south of Uxbridge Road on New Broadway; the Town Hall, which is a listed building, is situated to the north; retail units, including restaurants and cafés, line Bond Street to the east
- Ealing Green is positioned to the south; Barnes Pike is situated to the west, with residential and office accommodation situated beyond
- The dominate building on the site is the UGC cinema which has been classified as a locally listed building fronts New Broadway
- Britannia car parking to the rear, accessed via New Broadway
- Two 5 storey office blocks from Bond St with parking via Mattock Lane

### **Town planning land use/Context**

- Within Ealing town centre envelope
- Metropolitan Centre designation
- Archaeological Area of interest
- Conservation Area
- Façade value and locally listed building
- Uses -
  - B1, B2 - (Business, Offices)
  - D2 - (Cinema)

### **Current site activity**

- Car Park fully utilised - circa 75 cars
- Offices occupied
- UGC Cinema operational
- Thames Valley University

### **Current planning/development control status**

- Demolition of substantially whole of existing cinema, but retaining front facade, alterations and extensions to front facade, redevelopment of cinema site and adjacent car park to provide sixteen-screen cinema and ancillary uses including cafeteria/catering, public exhibition, confectionery and toilet areas with screens on two levels, and additional mezzanine levels in a building equivalent to a 4 storey building, plus basement and roof-top plant, servicing turntable with vehicular access from New Broadway, and associated improvements to Barnes Pike and forecourt pavement area. Decision: Conditional Approval - P/2003/5043
- Mansard roof extension and side extensions to form two x 1 bedroom, nine x 2 bedroom, two x 3 bedroom flats with existing retail shops at ground floor level. Decision: Pending - P/2004/0550

### **Relevant Policy Considerations**

- Ealing Town Centre Strategy
- Community & Local Neighbourhood Renewal Strategy

### **Current access issues**

- On Strategic Route - A4020 - Uxbridge Road (The Mall)
- Within 100m of two bus stops serving 7 bus routes

- On designated cycle route
- Public parking (circa 75 cars)
- Waiting restricted area
- Barnes Pickle is public highway
- Pedestrian access from Mattock through to Broadway
- PTAL 6

## **CONSTRAINTS AND OPPORTUNITIES**

### **Constraints**

- Existing active uses and current surrounding uses
- Locally listed buildings and buildings with façade value
- Retention of existing cinema considered
- Backland sites difficult to use - access, overlooking
- Archaeological interest area
- Conservation areas, listed buildings, façade value, & Historic Parks all impact on this site
- Barnes Pickle is public highway

### **Opportunities**

- Gateway site from the south up Bond Street
- Precedent set by existing office block of 5 storeys and adjoining office developments
- Access from all surrounding roads
- Active ground floor use encouraged onto Bond and Broadway
- Rear access possible
- Opportunity to promote new cinemas development/cultural quarter extension opportunities
- Improve pedestrian links through to Pitshanger Manor and Studios from Broadway
- 'Widen' town centre zone with new retail along Bond Street

## **DEVELOPMENT PRINCIPLES**

### **Preferred Land Uses/Mix**

- Leisure, Retail, Offices, Community, Arts, Housing, Public Realm improvements
- Promote development of a café, community arts & residential "lanes development" linking Town Hall/Uxbridge Road to Ealing Green/Mattock lane/Pitshanger Manor/Ealing Studios/Walpole Park. Retain most of street frontage to Bond Street, but with new pedestrian permeability between site and Bond Street if possible
- (If new cinema is built on an alternative site, improve existing cinema with same linkages as above)
- More detailed consideration indicates that the pedestrianisation of the High Street (as referred to within table 10.21 of the UDP) is no longer appropriate"

## **Urban Form**

### *Site/block layout*

- Maintain perimeter block with mews backland developments
- Opportunity for 5 storey gateway onto Bond St
- Opportunity for 3 storey mixed use
- Permeable pedestrian connections through Sandringham Mews
- Residential overlooking park

### *Character*

- Town centre densities with active lower ground floors off pavement
- Take cue from local character
- Retain Cinema frontage and carefully consider any changes to 35-57 New Broadway which is of façade value

## **Access/Transport**

- Waiting restriction
- Maximum parking requirement is lower
- Easy walking distance of Ealing Broadway station (less than five minutes)
- Well served by bus services running east-west (along Uxbridge Road)
- Improve Barnes Pikle

## **Public Open Space**

- Ealing Green adjoining
- Create informal and safe open spaces and walkways

## **Land Use development and Management Issues**

- Multiple ownership
- TC Management Contributor
- Site requires a Flood Risk Assessment as it is over 1 hectare in size

# INDICATIVE DEVELOPMENT DIAGRAM\*

## Design Principles

- Maintain perimeter block development
- Maintain location of cinema on high street frontage
- Refurbish existing employment - convert to some residential?
- Reduce height at rear overlooking park
- Maintain some parking
- Maintain pedestrian links through site
- Principal links to Green



### Key:

- |  |                                                |  |                                         |
|--|------------------------------------------------|--|-----------------------------------------|
|  | Pedestrian Access                              |  | New Build                               |
|  | Vehicular Access                               |  | Building to retain                      |
|  | Junction Improvement                           |  | Hardscape Surface (pedestrian movement) |
|  | Hardscape Surface (vehicular movement/parking) |  | Landscaping                             |

\* This diagram provides a possible site layout only and should not be seen as prescriptive. Further study into details may give rise to alternative options and the final scheme will need to meet all relevant policies.

## SITE PHOTO



## AERIAL PHOTO



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