

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

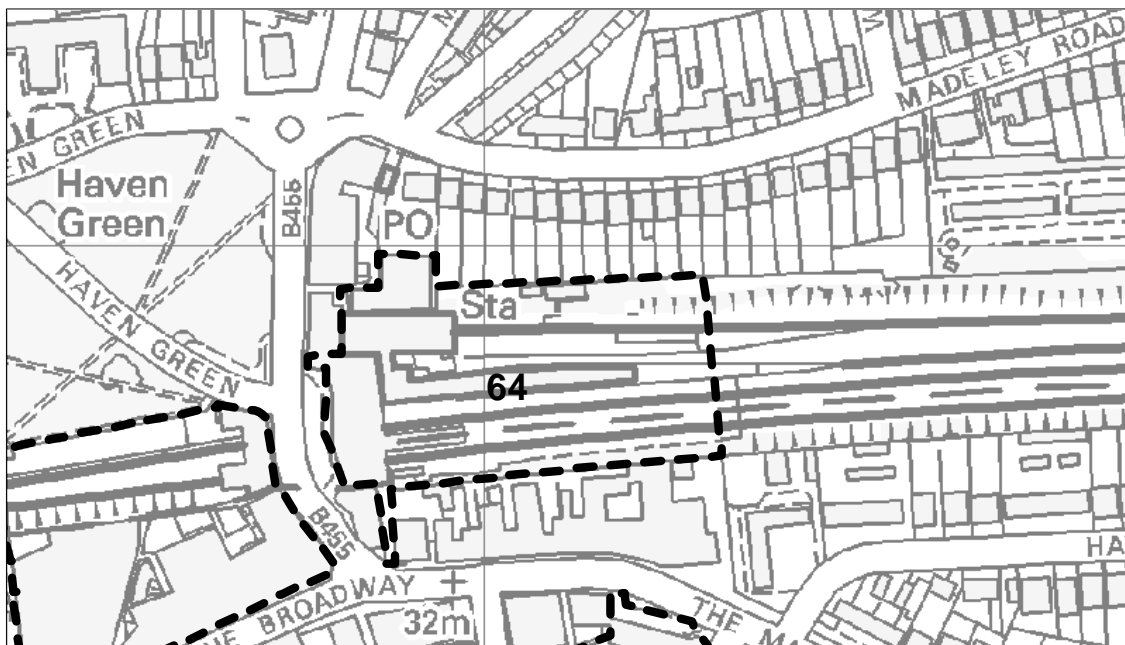
This document should be read with the Planning and Transport Statement for the Ealing area.

Site	64
Address	Ealing Broadway Station, W5
Area	Ealing
Site Area	2.0 ha (4.93 acres - 20,000 m ²)

SUMMARY

Development Aims	Major employment focus; transport interchange site
Land Uses	Transport interchange/offices, some retail, leisure & housing, public realm improvements
Overall Capacity using the UDP standard 2:1 plot ratio and 85% site coverage	40,000 m ² (31,200 m ² additional over existing)
Key Design Principles	Gateway into Ealing and town centre - interchange; iconic structure opportunity
Key Transport Issues	Interchange for all modes

SITE PLAN



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

INDICATIVE DEVELOPMENT CAPACITY*

Overall Capacity	
Existing Estimate (m ²):	8,800
Potential floor space (m ²):	40,000 (2:1 plot ratio and 85% site coverage)

Housing	
Existing Estimate (m ²):	u/k
Potential floor space (m ²):	3,000
Potential Number of Units:	55 (2 bed units)

Retail	
Existing Estimate (m ²):	800
Potential floor space (m ²):	2,500
Potential Jobs:**	50

Employment	
Existing Estimate (m ²):	8,000
Potential floor space (m ²):	34,500
Potential Jobs:**	1,380

Community Facilities	
Type:	
Existing Floor space (m ²):	
Potential floor space (m ²):	

Public Open Space	
Type:	Haven Green - POS - 1 mins
Deficiency Area	Moderate
Potential OS:	Improved public realm - create square

Key Transport Infrastructure Needs (See General Planning Information)			
Bus Routes:	Yes	Rail / Tube:	Yes
Roads / Junctions:	Yes	Traffic Management:	Yes
Cycle Routes:	Yes	Pedestrian Routes:	Yes
City Car Club:	Yes	Green Travel Plan:	Yes
Servicing:	Yes	Car Parking:	Yes (Zone 1)
Comments: Interchange improvement opportunity; bus station improvement opportunity; station improvements; taxi ranks/bus layovers			

Site Adjustment	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 gateway site to the London Borough of Ealing in addition to the town centre of Ealing
- Comprises Ealing Broadway Station serviced by main line operators and LUL
- The site comprises a ten storey office block (occupied by BBC-Media) which is situated above the station, a parade of 11 retail units (2 inside the station), positioned adjacent to the station entrance and includes the rail tracks and the station platforms
- The site includes an adjacent sport/fitness centre

Town planning Land use/Context

- Within Ealing town centre envelope
- Archaeological Area of interest
- Adjacent to Conservation Area and Locally Listed Buildings
- Open Space moderate deficiency area
- Uses -
 - A1, A2, A3 - (Shops, professional, food and drink)
 - B1, B2 - (Business, Offices)
 - D2 - (Leisure)

Current site activity

- Active main line and LUL station, retail, offices, leisure

Current planning/development control status

- Partial demolition and phased redevelopment of fitness club comprising:
PHASE 1 - two-storey building with basement rear of 4-6 Madeley Road for swimming pool in basement, gymnasium and plant, and extension to changing area at ground and first floor. Works to access road from Haven Green, car, motorcycle and cycle parking provision and 3 x modular cabins to provide temporary changing areas. PHASE 2 - infilling of car-parking area and extension of squash court building to provide 2-storey building with mezzanine for changing areas, café/bar, food preparation and storage at ground floor, gym, studio, retention of squash courts and plant at first floor and extended studio at mezzanine level. Glass canopy over entrance to Haven Green. Decision: Conditional Approval - P/2004/2904

Relevant Policy Considerations

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

Current access issues

- Interchange facility
- Just off strategic route - A4020 - Uxbridge Road (The Broadway)
- Bus layover facilities separated from station within 100m
- Station drop-off forecourt limited
- Taxi ranks separated from station within 50m
- Controlled pedestrian access over Station Broadway
- Limited on street parking on site
- PTAL 6

CONSTRAINTS AND OPPORTUNITIES

Constraints

- Haven Green Conservation Area and listed buildings in area
- Multiple ownerships
- Hard site in use - BBC ownership
- Servicing of sites - possible access from The Mall and Madeley Road may be required
- Collaboration with English Heritage may be necessary
- An Environmental Statement and Traffic Impact Statement required

Opportunities

- The gateway to LB of Ealing; an interchange; major employment focus
- Landmark building opportunity and enhanced entrance to the town centre
- Gateway offering compatible uses, include adjoining uses (retail/office/leisure)
- Bulk and massing could see higher densities fronting Station Broadway
- Development opportunities could allow remodelling the station
- Improvements to the public realm and connections through to the town centre

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix

- Transport Interchange/offices, some retail, leisure, housing & public realm Improvements
- Station redevelopment and interchange improvement. Encourage substantial office development above the Station at this strategic transport interchange. Aim to turn the Station into a major employment focus. Some retail possible. Development to be linked to site EB2 (63) and interchange improvements
- Scheme needs to consider access by all modes of transport, “development over the track” options and improving the station forecourt to make it accessible and more like public space

Urban Form

Site/block layout

- Principle frontage outward facing onto Station Broadway
- Possible entrance square/drop off forecourt to the station off the Station Broadway
- Inward looking development over station to minimise overlooking
- Precedent set by existing 10 storeys with possible 2-3 storeys over station

Character

- Interchange/mixed use (office dominant)
- Iconic architecture - opportunity to change character of area
- Campus development

Access/Transport

- Development to provide improved pedestrian access & environment in the Station & on Station Broadway

- Development to be considered as option for site for a “bus station & interchange with Station”
- Heathrow Express service will stop at Ealing Broadway within the next two years
- Crossrail possible plans to link Ealing Broadway
- Improved bus lay-bys and taxi ranks
- Improved servicing access via adjoining site acquisition
- Parking restraint - Zone 1 parking - maximum parking requirement is lower

Public Open Space/Public Environment

- Haven Green (locally listed) opposite
- Providing new hard space linked to the Green
- Provide quality pedestrian circulation and environment

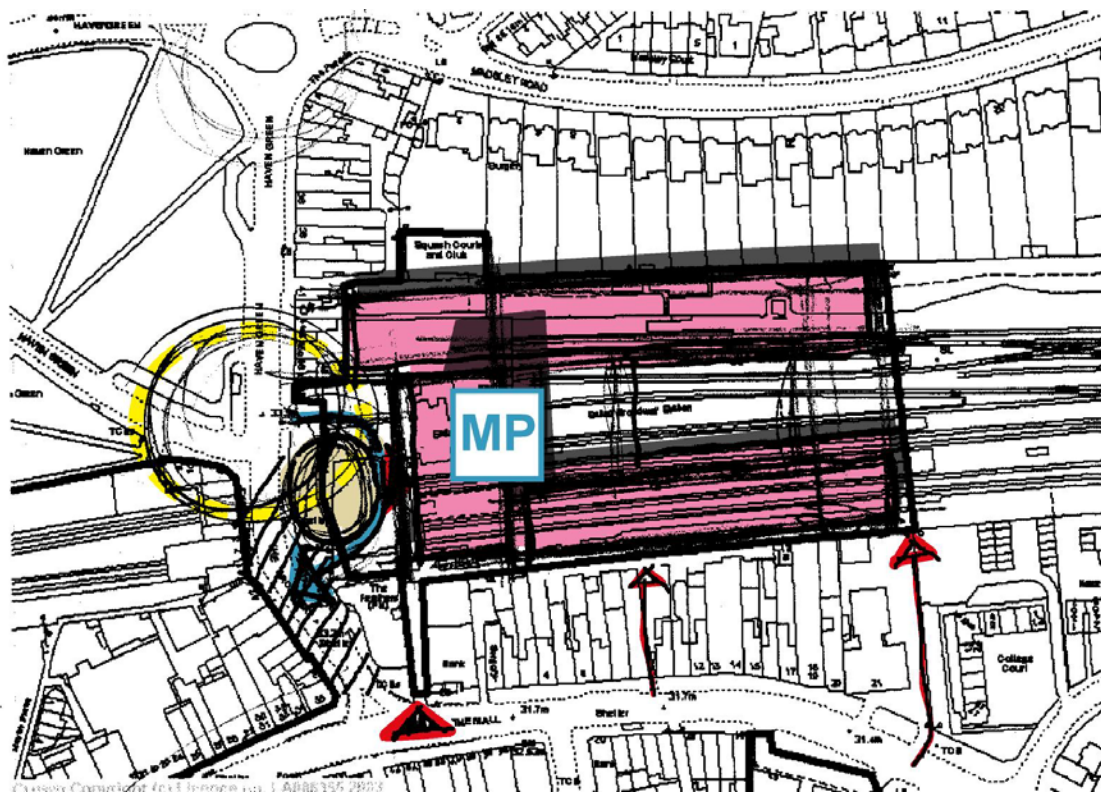
Land Use development and Management Issues

- Multiple ownerships
- Contribution to TC Management
- Shopmobility to be considered as part of any major retail scheme
- This site is within or adjacent to a designated conservation site, which has value for wildlife, Developers should contact the London Wildlife Trust. A landscape management plan is also recommended for all development on this site
- Site requires a Flood Risk Assessment as it is over 1 hectare in size









INDICATIVE DEVELOPMENT DIAGRAM*

Design Principles

- Masterplan within engineering restrictions
- Address Broadway - gateway development - landmark to Ealing
- Interchange facility
- Generous forecourt
- Internalised retail
- Tower blocks at gateway - height to west end of site (impact on adjoining development)
- Pedestrian links through site
- Development over rail lines and station
- Possible restricted vehicular access on Broadway as shown hatched
- Must be considered in conjunction with site 63



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 PHOTOS



AERIAL PHOTO



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