

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

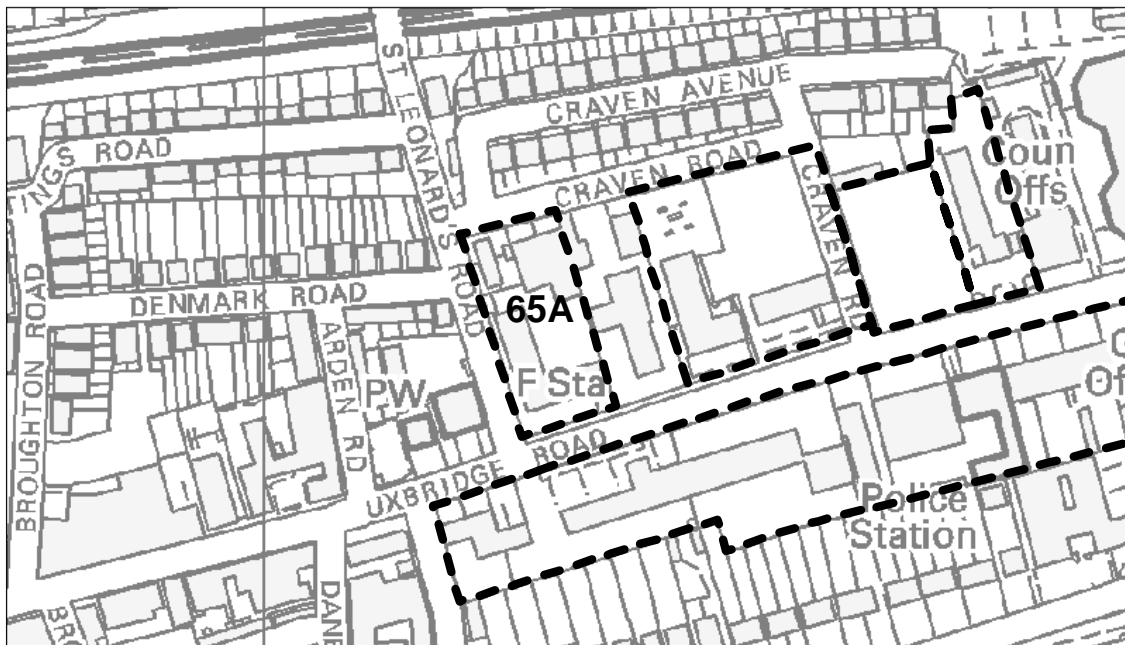
This document should be read with the Planning and Transport Statement for the Ealing area.

Site	65A
Address	52-58 Uxbridge Road (North), W5
Area	Ealing
Site Area	0.55 ha (1.35 acres - 5,500 m ²)

SUMMARY

Development Aims	Quality office development, town centre ground floor uses, public realm
Land Uses	Offices, town centre ground floor uses, some housing, public realm
Overall Capacity using the UDP standard 2.5:1 plot ratio and 75% site coverage	13,800 m ² (4,000 m ² additional over existing)
Key Design Principles	Address Uxbridge Road, maintain public realm frontage
Key Transport Issues	Parking and servicing

SITE PLAN



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

INDICATIVE DEVELOPMENT CAPACITY*

Overall Capacity	
Existing Estimate (m ²):	9,800
Potential floor space (m ²):	13,800 (2.5:1 plot ratio and 75% site coverage)

Housing	
Existing Estimate (m ²):	3,000
Potential floor space (m ²):	6,000
Potential Number of Units:	110 (mixed)

Retail/Leisure	
Existing Estimate (m ²):	-
Potential floor space (m ²):	2,000
Potential Jobs:**	40

Employment	
Existing Estimate (m ²):	6,800
Potential floor space (m ²):	9,800
Potential Jobs:**	395

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

Public Open Space	
Type:	-
Deficiency Area	Severe local park deficiency
Potential OS:	Quality public realm

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

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

- Existing office buildings located on the North side of Uxbridge Road between the Ealing Broadway and West Ealing shops
- Multiple occupation
- Buildings 7 floors
- Residential to rear

Town planning land use/Context

- Within Ealing town centre envelope
- Metropolitan Centre designation
- Archaeological Area of interest
- Opposite a Locally Listed Building
- Uses -
 - B1, B2 - (Business, Offices)
 - C3 - (Residential)

Current site activity

- Office to let
- Residential

Current planning/development control status

- Planning permission granted for ground floor leisure with residential above at adjoining land on east side - between 65a and 65b, Works under way
- Erection of two terraces comprising a total of eight two storey dwellinghouses and a block of two associated domestic studios, with parking provision and vehicular access (outline application and duplicate application). Decision: Withdrawn - P/1999/3999
- Erection of one two-storey 3 bedroom house and the provision of one parking space within amenity space associated with block of flats known as 6 Crowborough Court. Decision: Refused - P/1999/3890

Relevant Policy Considerations

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

Current transport issues

- Within 15 min walking distance of Ealing Broadway Station
- On Strategic Route - A4020 - Uxbridge Road (The Broadway)
- Within 100m of several bus stops serving 7 bus routes (83, 207, 607, E2, E7, E8, E11)
- On designated cycle route
- Private parking
- Controlled parking zone
- Speed restrictions along The Broadway
- PTAL 5

CONSTRAINTS AND OPPORTUNITIES

Constraints

- Active uses
- Overshadowing of residential area
- Precedent set by existing buildings
- Continuity of active use from Ealing Broadway to West Ealing

Opportunities

- Demand for office accommodation in Ealing
- Transport links along the Uxbridge Road
- Opportunity to promote high quality, high density office development on these sites
- Ground floors of these sites should be developed for “active” use - A3 and/or leisure uses

DEVELOPMENT PRINCIPLES

Preferred Uses/Mix

- Offices, town centre ground floor uses, some housing, public realm
- High density office redevelopment, possible leisure/restaurant on ground floor, subject to consolidation of town centre employment/office, tertiary education and civic functions, some mixed with residential use

Urban Form

Site/ block layout

- Address gateway to Ealing from West - office block to Uxbridge Road
- Opportunities for high quality landmark buildings subject to examination of residential impact
- Active frontages
- Parking to rear
- Residential to Craven Road - possible
- Bring building line forward to pavement

Character

- High street office with active corner uses

Access/Transport

- Pedestrian permeability
- Limited car parking and green travel plans will be essential
- Parking restraint - Zone 1 parking - maximum parking requirement is lower
- Easy walking distance of Ealing Broadway station (less than 15 minutes)

Public Open Space/Public Environment

- Improved pedestrian environment between the two town centres

Land Use development and Management Issues

- Multiple ownership
- TC Management Contributor

SITE PHOTO



AERIAL PHOTO



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