

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

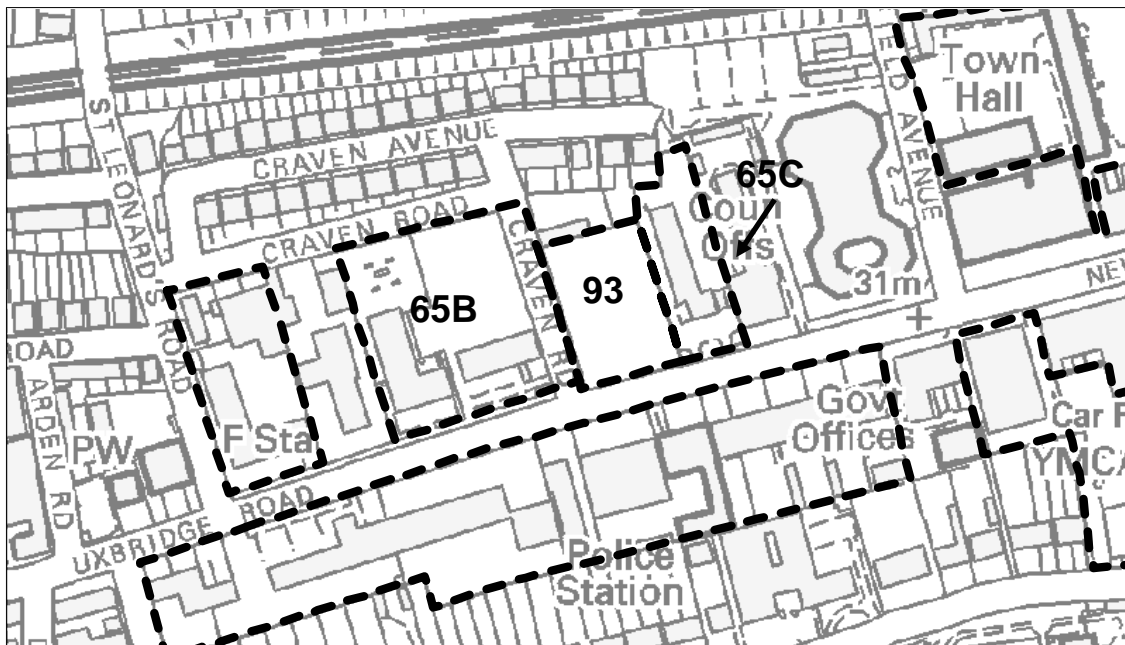
This document should be read with the Planning and Transport Statement for the Ealing area.

<b>Site</b>	<b>65B, 93 &amp; 65C</b>
<b>Address</b>	22-40 Uxbridge Road (north), W5
<b>Area</b>	Ealing
<b>Site Area</b>	1.80 ha (4.30 acres - 17,300 m <sup>2</sup> )

**SUMMARY**

<b>Development Aims</b>	Quality town centre office development, town centre ground floor uses and public realm
<b>Land Uses</b>	Offices, town centre ground floor uses, some housing, public realm
<b>Overall Capacity</b>	using the UDP standard 2.5:1 plot ratio and 75% site coverage 43,250 m <sup>2</sup> (29,250 m <sup>2</sup> additional over existing)
<b>Key Design Principles</b>	Address Uxbridge Road, maintain public realm frontage (residential to rear)
<b>Key Transport Issues</b>	Parking and servicing

**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> ):	14,000
Potential floor space (m <sup>2</sup> ):	43,250 (2.5:1 plot ratio and 75% site coverage)

<b>Housing</b>	
Existing Estimate (m <sup>2</sup> ):	u/k
Potential floor space (m <sup>2</sup> ):	8,000
Potential Number of Units:	100

<b>Retail/Leisure</b>	
Existing Estimate (m <sup>2</sup> ):	-
Potential floor space (m <sup>2</sup> ):	6,000
Potential Jobs:**	-

<b>Employment</b>	
Existing Estimate (m <sup>2</sup> ):	11,500
Potential floor space (m <sup>2</sup> ):	25,000
Potential Jobs:**	-

<b>Community Facilities</b>	
Type:	Council offices
Existing Floor space (m <sup>2</sup> ):	2,500
Potential floor space (m <sup>2</sup> ):	

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

<b>Key Transport Infrastructure Considerations (See General Planning Information)</b>			
Bus Routes:	-	Rail / Tube:	-
Roads / Juncs:	Yes	Traffic Management:	Yes
Cycle Routes:	Yes	Pedestrian Routes:	Yes
City Car Club:	Yes	Green Travel Plan:	-
Servicing:	Yes	Car Parking:	Yes
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**

- Existing office buildings located on the North side of Uxbridge Road between the Ealing Broadway and West Ealing shops
- Multiple occupation
- Vacant site
- Thames Valley University occupies 32-38 Uxbridge Rd
- Buildings of varying heights, but generally in the region of 5-15 floors
- Council offices (6 floors) at 22 Uxbridge Rd adjacent

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

- Within Ealing town centre envelope
- Metropolitan Centre designation
- Archaeological Area of interest
- Uses -
  - B1, B2 - (Business, Offices)
  - C3 - (Residential)
  - Council offices

### **Current site activity**

- Vacant site next
- Council offices
- Thames Valley University

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

- Erection of five storey building comprising cinema, night club and retail, with basement car parking and roof top plant, provision of new vehicular access and landscaped forecourt. Decision: Pending - I/1999/0065

### **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**

- Existing active uses
- Archaeological interest area

- Edge of town centre location
- Mono-use prevalent

### **Opportunities**

- Situated at the eastern gateway to Ealing town centre
- Situated opposite the Council and Thames Valley University
- Large sites - 5-10+ storey heights exist
- Active ground floor uses encouraged
- Rear servicing possible
- On site parking
- On main route through the borough
- 10 minutes walk from both stations
- Remove forecourt parking to improve public realm

## **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 requires a Flood Risk Assessment as it is over 1 hectare in size









## INDICATIVE DEVELOPMENT DIAGRAM\*

### Design Principles

- Perimeter block development
- Bring building line forward onto Uxbridge
- Leisure/retail at ground
- Address gateway function to town centre
- Pedestrian access off Uxbridge direct
- Backland residential option onto Craven Road



### 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

