



A news update on the Ealing town centre developments

## Perceval House, cinema and more

As the COVID-19 vaccine finally reaches us, what other shots in the arm can we expect for Ealing this year? At a local level, there are several issues on which we hope we will be able to report real achievement in 2021, to put a bad year behind us.

Some of these are covered in this newsletter and on our web site. The Forum will in particular keep pressing for more progress towards the targets set in our Neighbourhood Plan, adopted just three years ago. Including other proposed developments where we continue to review proposals as they arise, major issues include:

- demolition and redevelopment of the Council offices at Perceval House
- proposed sale by the Council of the Victoria Hall charitable Trust property
- rebuilding Ealing Broadway station and approaches
- cinema comes a step closer

Other matters of concern we report on include

- 10 – 40 The Broadway.
  - future of the Old Fire Station and Stable Block
  - preserving our shop fronts.
-



### **Perceval House redevelopment**

A planning application has now been lodged for redevelopment of Perceval House and car park. This site extends from the Uxbridge Road to the railway, and includes four tower blocks for housing. CENF's approved Neighbourhood Plan envisaged residential development and re-provision of space for local authority headquarters and customer service functions, plus appropriate town centre uses including community/other public space such as library and/or health centre.

The plan says that development should respect and enhance the setting of the adjacent Conservation Area and Listed Buildings, particularly the Town Hall, in terms of height, scale, massing and design. This includes ensuring that development visible from Walpole Park should enhance or preserve the park's character. It also requires building heights on Longfield Avenue to be limited, so that an increase in density is achieved without creating an overbearing impact on the sense of space at street level. Buildings close to Craven Avenue should be at a scale in character with their 2-3 storey height.

During early discussions with the Council's developer, the Forum managed to get small adjustments made to some design details to make them more sympathetic, but did not succeed in getting any reduction in the height of the 26-storey block next to Longfield Avenue. Historic England agrees with us that this "central London scale of development" will have a damaging impact on the conservation area and on Walpole Park in particular.

We also argued that bringing the frontage to the Uxbridge Road forward from that of the existing building line conflicts with policies of the Neighbourhood

---

Plan and the Ealing Local Plan, which provide for the “boulevard” nature of Uxbridge Road to be enhanced.

For these reasons we believe the provisions of the neighbourhood plan have not been met. The scheme has tried to squeeze too much new space onto the site to finance the office development, and should be rejected at Planning Committee. A date for this has not been set, so it is still open for anyone to object. You can do this on the Council’s web site [here](#).

## Victoria Hall

The Council finally replied In December to the Charity Commission’s omments on its plan to sell the Victoria Hall, which belongs to a charitable Trust, to hotel developer Mastcraft. Their response left most of the Commission’s requirements unmet, and a reaction from them is expected soon. In the meantime, **CEPAC** (the campaign arm of Ealing Performance & Arts Centre) has produced a film showing how the Hall and its ancillary spaces could be refurbished to provide an independent community arts centre, available at affordable prices to local bodies. Seen it at <https://vimeo.com/457474916>

## Ealing Broadway station



*Photo courtesy of Ealing Civic Society*

News from the Council and TfL is that work on the station building is progressing reasonably well. Construction work on the lifts and much of the new ticket hall is expected to be complete at the end of February. There will then be a period of testing and certification before opening for passengers, expected to be around the middle of March. The remaining works on the station building, including the new toilets, are expected to be complete around the end of July or in August.

There is no timescale yet for the proposed design of the public realm outside

---

the station. However, it will apparently keep two traffic lanes outside the station and have a disabled people's drop off point. This will double up as the stopping point for any (hopefully infrequent) rail replacement bus services. Funding for the public realm work has been confirmed by TfL, so long as it is all completed by March 2022.

### **New cinema comes closer**

St George have told us that the steel work on the replacement cinema is now complete and they are currently installing the cladding. They are targeting handover of the shell to Picturehouse for fit-out at the end of March.

Meanwhile, British Land, owners of the Ealing Broadway Centre, have applied for planning permission to change the space previously occupied by Karma & LA Confidential to a mixed-use venue including event/music space, three screen cinema, bar/drinking establishment, food kiosk and café. There will be new ground floor entrances, a new glazed frontage and improved access at 1 High Street. An upgraded entrance at 10 High Street will include step-free access to the basement.

The new tenant, Really Local Group, aims to “create and restore cultural infrastructure through the regeneration and renewal of the UK's high streets.” It tries to reflect the area's heritage with a platform for local groups and “making the arts accessible by providing affordable workspace and developing a sustainable creative community” in collaboration with local arts clubs and community groups.

### **In brief**

**10 – 40 The Broadway:** We hope to hear in the Spring from British Land on their new thinking for the remainder of what used to be known as the Arcadia development.

**Old Fire Station and Stable block:** St George is to submit a planning application relating to these locally listed buildings in the north western corner of Dickens Yard to convert them existing retail units into eight apartments. They aim to preserve their historic character in the Conservation Area.

**Shop front guide:** The Forum has renewed discussions with the Council to revive the planning guides for preserving good design when redevelopment takes place.

---