



West Ealing

Placemaking
Delivery Plan

April 2026

High Street



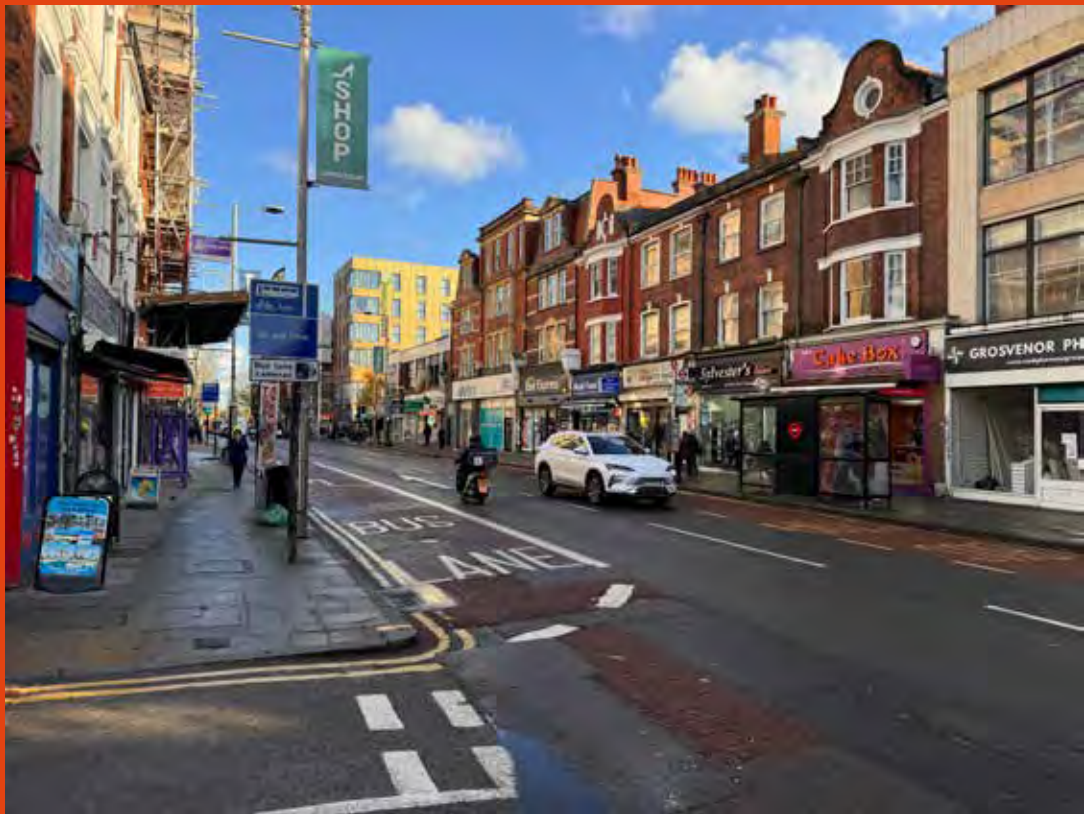
Place Labs



London Borough of
Ealing

DK-CM

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STREET**
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1

Introduction



1.1 Executive Summary

The Plan

This Placemaking Delivery Plan sets out an ambitious vision and approach to the future of West Ealing. It aims to create a place that complements the wider Ealing Metropolitan Centre by using the place's existing strengths - independence, diversity and longevity. The multiple stakeholders who have helped to make this plan want to use these ingredients - starting today and into the future - to make a distinctive neighbourhood

Today, West Ealing benefits from an array of community and voluntary organisations, faith groups and businesses. It has a lively, independent business culture, a young, ambitious population, space to make things happen, enviable public transport access and rich, biodiverse public green space. All of these things are the ingredients that must be supported in our to make a rich, unique neighbourhood where people want to put down roots. Great neighbourhoods become destinations.

To make this happen, stakeholders together will:

- **Build on West Ealing's strengths;**
- **Give agency to local people and businesses;**
- **Reward rootedness and stewardship;**
- **Stitch the neighbourhood together.**

These principles, which permeate the whole Delivery Plan, will be used to inform public realm delivery, approaches to new uses, joined-up working between the Borough and local stakeholders, and a new era of collective investment in West Ealing's public realm, social life and economy. In line with this, the Deliver Plan sets out a comprehensive framework of projects and approaches that conform to overarching spatial and use strategies.

Strategic Commitments

London Borough of Ealing

- Invest in the town centre through highways, public realm and economic development interventions that contribute to the creation of a lively neighbourhood at West Ealing, as set out in this Plan.
- Work pro-actively to encourage improvements to public life and the local economy, in a variety of ways from street-trader licensing to capital projects.
- Engage pro-actively and in an ongoing way with local community groups, the BID and the wider business and cultural communities to enable and support their efforts, including through convening the West Ealing Action Group and West Ealing Young Champions.

Developers & Landowners

- Commit to removing vacant or redundant land, space and buildings in West Ealing through proactive delivery of meanwhile use programmes, hoarding commissions and other interventions.
- Ensure that proposed schemes set out, clearly, how they are contributing to the Vision and Principles set out in this delivery plan, including through the delivery or co-delivery of projects in the Project Bank.
- Engage in regular and ongoing dialogue with the wider communities of West Ealing through the West Ealing Action Group and other initiatives.

Creative, voluntary & business community

- Wherever possible work in tandem and in support of other local organisations, including by participating in the West Ealing Action Group and keeping the wider community informed of their activities.
- Explore opportunities to make use of, and build a sense of ownership over, existing and emerging public spaces in the tow centre. There are huge opportunities for organisations old and new to expand their activities into the public realm and expand what they do.
- 'Think local' wherever possible in terms of commissioning and procuring, especially but not limited to working with artists and young people living, working or studying in West Ealing.

1.2 Challenges & Opportunities

Challenges

Poor pedestrian and active travel connectivity

West Ealing is highly accessible by public transport, but pedestrian connections are poor, uneven and complex, especially after dark.

Crime and ASB

West Ealing suffers from crime and anti-social behaviour and this has led to negative local perception, especially in comparison to other centres of urban life locally. In this context, there is a strong role for public realm design to improve the town centre's capacity for sociable uses.

Emptiness and slow change

West Ealing suffers somewhat from a sense of being a town centre 'on pause', with some key empty or stalled sites and much public realm feeling 'provisional' as a result. Public realm transformations should similarly demonstrate tangible investment in the immediate term.

Vacancy

West Ealing's commercial vacancy is not particularly high or challenging in the current economic context but there are a number of high-profile vacant buildings which have a disproportionate negative impact.

Perceptions of Care

West Ealing suffers from negative perceptions of a lack of care. Fly-tipping, ASB and poor approaches to maintenance and refuse all have a strong negative impact, and tidiness is a major issue for consultation respondents. Proposals which embody and demonstrate care and which are readily maintainable (physically and economically) are highly desirable.

Poor urban design 'behind the Broadway'

Whilst the main Uxbridge Road/Broadway high street condition is lively and well-surveilled, perceptions of safety and positivity drop off sharply one block back, thanks in part to post-war traffic management schemes and development, which severed West Ealing's main commercial space from its surrounding neighbourhoods. Stitching these things back together is a key aim for the next stage in West Ealing's development.

Lighting inequality

Provision of adequate street lighting varies quite significantly across the town centre. Some key areas are lit very poorly or in ways that are suitable for traffic but do not significantly support pedestrian life, especially from a safety point of view. High street businesses play a strong role in illuminating the main Uxbridge Road/Broadway condition, and adjacent residential-dominated Conservation Areas have significantly better lighting from a pedestrian perspective.

Opportunities

An incredible community ecosystem

West Ealing benefits from an array of community and voluntary organisations, faith groups (and the wider initiatives they support or promote), community activism (manifested, for example, in community management of the library and in community gardens) and multiple other organisations. Thanks to spaces like the Lido Centre, it is home and a key access point to multiple members of West London's voluntary sector. There is a strong sense that, despite or partially because of this variety, many of these organisations could be better supported, linked-up or given space.

Lively independent business culture

West Ealing benefits from a rich culture of entrepreneurship focussed upon the main Uxbridge Road/Broadway condition. Independent food is a particular strength, with a focus on food traditions of Iran and Afghanistan. This focus is strong enough to develop a reputation for excellence far beyond West Ealing itself. West Ealing's business community are organised in the form of a BID.

A young, ambitious population

Emerging development in West Ealing will see an increased in dwelling-types that are suitable for students, young people and young families. This represents an opportunity to create a neighbourhood where people want to put down roots.

Spaces of opportunity

While the main Uxbridge Road/Broadway corridor is lively and, for the most part, highly occupied, there are significant gaps in the urban fabric 'one block behind'. In some cases, there are adjacent uses that could make better uses of these spaces, for example the West London Islamic Centre, Mahaba cafe, Lido Centre and West Ealing Community Library. Unlike many town centres, West Ealing is thereby well-primed for the addition of new temporary and permanent uses.

Public transport access

The arrival of the Elizabeth Line at West Ealing has been a paradigm shift in the accessibility of West Ealing and local voluntary groups report significant boost in the accessibility and reach of their provision as a result. The centre is also comparatively well-catered for by bus routes. Pedestrian and active travel routes are the weak point in travel provision currently but good quality public transport provision is a strong baseline from which to enhance connectivity and public realm.

Green infrastructure

Few comparable town centres have a significant area of allotment garden directly adjacent. Dean Gardens park is also highly-valued though its northern, high-road adjacent edges are significantly more loved and used than its southern edges. There is a strong opportunity to enhance wider green networks in the town growing from this legacy.

2

Vision



2.1 A Vision for West Ealing
2.2 Delivery Principles

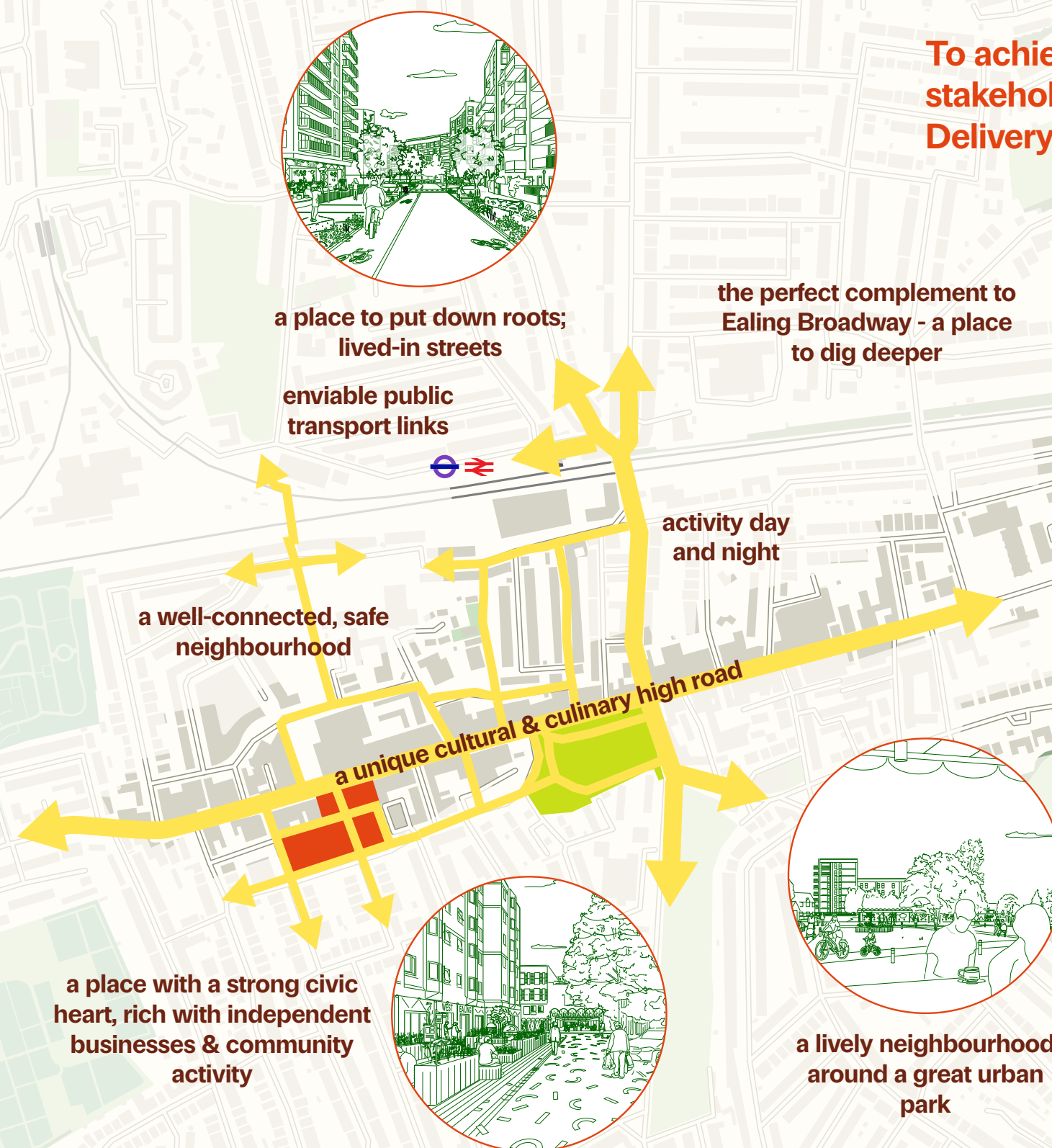
2.1 A Vision for West Ealing

West Ealing is a distinctive neighbourhood with its own unique character and personality. Independent shops people care about, streets that feel lived-in, public spaces with a rhythm of activity from early morning into the evening. There is a strong sense of a community that has been shaped by people who live and work here. People with agency and a sense of belonging built up over decades.

We put down roots in West Ealing. We choose to stay here as our lives change. Families form and grow. Young people choose to stay even as their aspirations grow and their economic circumstances improve. We are proud to live in West Ealing. We brag about it. The place feels warm, open, and fun, with a civic spirit that runs through everyday life.

The neighbourhood complements Ealing Broadway. More local in look and feel. More nuanced and experimental at ground floor. More intimate and mixed. Small businesses start here, take root and grow: scaled to be sustained by a local market, but attractive to people from further afield. Word of mouth spreads. Great neighbourhoods become destinations.

To achieve this vision, all stakeholders will sign up to the Delivery Principles overleaf.



2.2 Delivery Principles



1.

Build on Strengths

West Ealing is already defined by independent enterprise, cultural mix, neighbourhood-scale commerce and the willingness of people to do things for themselves. We will support those qualities and give them room to flourish.

We will incentivise or encourage a finer grain of ground floor uses, with smaller and more adaptable units – spaces where new businesses can form, mature and stay local. We will bring overlooked spaces, side streets and 'backlands' back into productive use.

West Ealing will have new incubators and affordable workspace, meanwhile uses that support local enterprise, and a curated mix of tenants that strengthen its reputation for quality, individuality and neighbourhood character.

Example project(s):

C6 Canberra Arcade (see Connection 1)

2.

Give agency to local people and businesses

Local people, traders and community organisations will have a stronger hand in shaping West Ealing. The relationships, networks and energy needed to shape change is already there. We will strengthen that capacity and reward their initiative.

Spaces and streets for shared activity, local initiative and community use will be protected or created. There will be visible civic uses on the high street, public realm designed for grassroots programming, and spaces that are easy to access, occupy and manage. This will be a visible part of everyday life in West Ealing.

West Ealing will have new community-managed spaces, support for youth-led activity, temporary use of vacant units, and delivery models that give faith and community organisations a direct role in programming, stewardship and decision-making.

Example project(s):

Creating a civic heart/town square at Melbourne Avenue: C1-C5, C7, C9-C12.

3.

Reward rootedness and stewardship

We will support the kinds of uses, spaces and conditions that encourage and enable people to *stay* in West Ealing, take a stake in its community and invest in its economy.

We will improve the everyday fabric of the neighbourhood so that it feels safer, looked-after, better connected, better maintained and assertively managed throughout the day and into the evening. There will be active frontages, better lighting, clearer routes, inventive solutions to unsightly or overlooked spaces, and a public realm that feels more fun and inhabited.

We will support long-term independent occupation, measures to improve safety and passive surveillance, public realm works that improve comfort after dark, welcome younger people to the neighbourhood, and stewardship to keep streets and spaces inviting and in good order.

Example project(s):

Projects activating Dean Gardens: G3, G5, G6, G10, G11, G12, G13, G15, G16 (See Connection 2)

4.

Stitch the neighbourhood together

We will strengthen the links between different parts of West Ealing so the neighbourhood works as a whole. New and existing spaces will be connected more effectively and to make movement feel safer and more intuitive.

North-south routes will be transformed, eroding barriers and turning secondary streets and backlands into active neighbourhood spaces that are 'owned', used and beloved by residents.

West Ealing will enjoy – amongst other things – targeted and tactical investment in the public realm, improved pedestrian links, active uses, stronger edges, and better routes between the high street, surrounding neighbourhoods, green and civic spaces.

Example project(s):

S6 Singapore Yard and supporting projects S4, S7, S9, S15 (see Connection 3)



3 Actions

- 3.1 Spatial Strategy**
- 3.2 Ground Floor Uses Strategy**
- 3.3 Project Bank**

Key

- 3.3.1 Connection 1: Civic Heart
- 3.3.2 Connection 2: Green Man
- 3.3.3 Connection 3: Singapore/Williams

- 3.4 Delivery & Implementation**
- 3.5 Meanwhile Use toolkit**



3.1 Spatial Strategy

Public Realm

All projects, from the most immediate quick wins to long-term interventions, should be intelligently structured to fulfil an overarching strategy. On the following sequence of maps and pages this strategy is set out - in Public Realm and then in Ground Floor Uses terms.

High Road Condition

- In public realm terms, the main West/East High Road condition (Uxbridge Road/Broadway) is, thanks to its lively commercial ecosystem, considered not to be in need of major public realm intervention, with interventions limited to periodical improvements to surface, street trees, lighting and so on. This similarly applies along the secondary, but vital North/South connection along Drayton Green Road and Northfields Avenue.

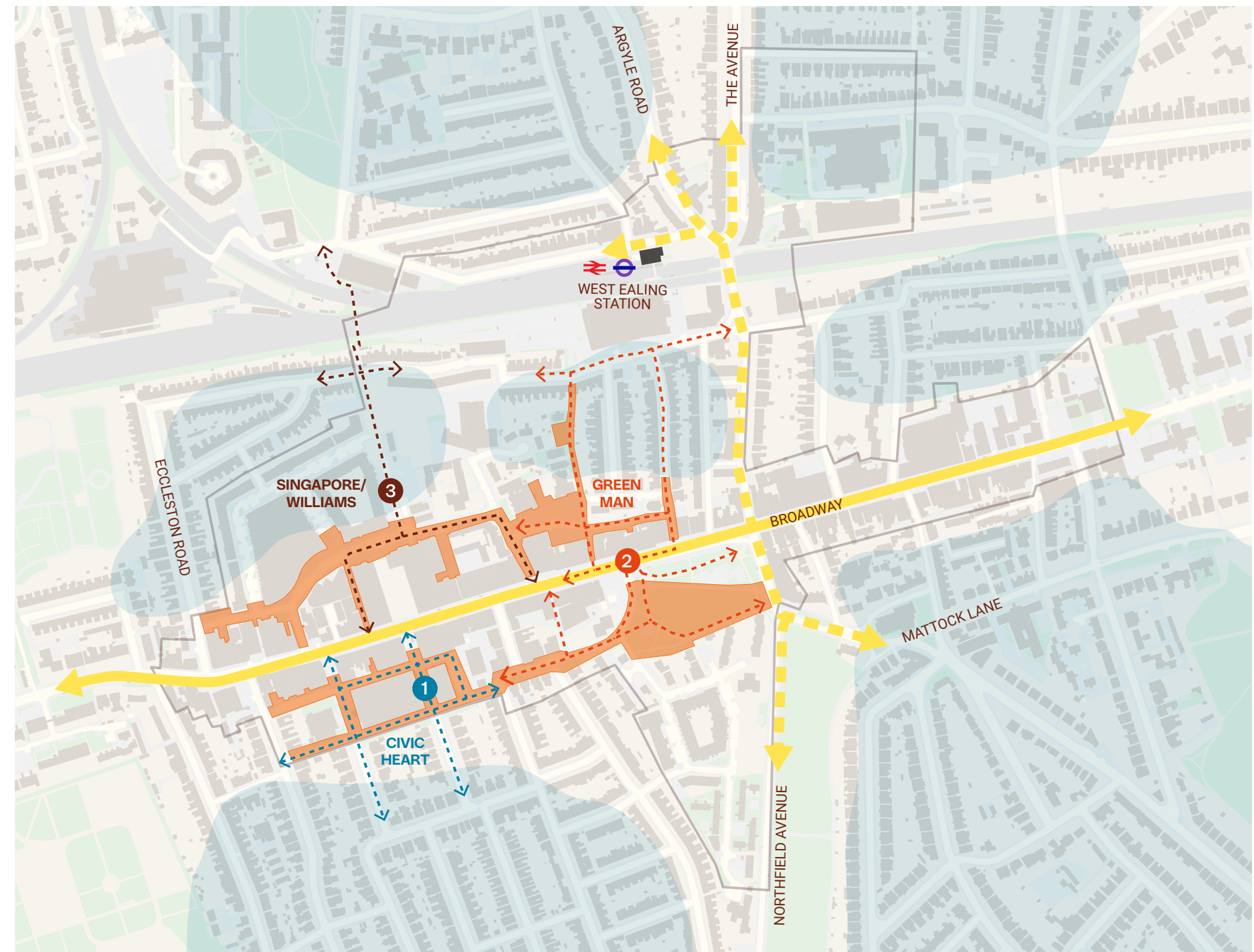
Connections 1 2 3

- The three connection sequences described on the map adjacent set out priority routes and spatial sequences for intervention. Each of these sits on a key connection between the High Road and surrounding neighbourhoods. In some cases these routes have been chosen for their innate quality, in others because of current challenges. But each one should serve as a priority in terms of public realm investment, supported by ground floor uses.

Backlands

- These are the areas - challenging today but full of opportunity - where investment should be prioritised. This is where the greatest current impact can be had in terms of rebuilding positive connections between the High Road and its wider neighbourhoods, and in enhancing West Ealing as a place to be proud of.

All projects have been conceived to support a sequence of safe, excellent places across the town centre. Where projects intersect with backland conditions these take priority.



- Site Boundary
- Backlands
- Neighbourhoods (indic)
- 'High road' condition
- Secondary 'High road'
- Connection 1: Civic Heart
- Connection 2: Green Man
- Connection 3: Singapore & Williams

Map S1: Spatial Strategy

3.2 Ground Floor Uses Strategy

Positioning

Based on its current character, demographics, strengths and opportunities, we recommend positioning West Ealing as a distinctive West London neighbourhood with a defined local identity: culturally mixed, independent in spirit, generous in street life and valued as much for its everyday character as it is for its appeal to visitors. Let the neighbourhood be the destination: attractive to outsiders for its authenticity, character and sociability. A place that feels effortlessly 'real' rather than manufactured.

Relevant benchmarks include Deptford, Camberwell, Walthamstow, Leyton and Crystal Palace – residential neighbourhoods with a 'village' atmosphere that have become distinctive, busy, social hubs, rich in independent food and retail, and attractive to outsiders without being commercially dependent on inbound trade.

This relies on strengthening the offer for residents, first and foremost, reducing the risk that future residential stock becomes 'dormitory' housing for a transient demographic. Beyond meeting the needs of today's community, this positioning is geared to the creation of an environment that is more 'sticky' for future residents – a place they will choose to stay and become part of the community, even as their family or economic circumstances change.

The Council's role will necessarily differ by zone and context. In much of the existing High Street stock, the Council can influence market conditions, but it has limited control over outcomes. It can convene landlords, support meanwhile use, define licensing requirements, improve the public realm, enhance lighting and security, and reduce friction that contributes to

pockets of persistent vacancy.

In new developments and in public spaces, the Council has more leverage and control. Through planning permissions, development agreements, lease structures and concession arrangements, it can specify unit size and layout, require active frontages, mandate community or cultural floorspace, and encourage tenancies that support early-evening activity.

The strategy therefore distinguishes clearly between actions that influence market behaviour in some areas, versus direct control where the Council is a landowner, planning authority or commissioning body.

Different models can be used to bring ground floor space to market:

- Open-market letting seeks the highest rent and strongest covenant without limits on the type of occupier
- Filtered market letting is similar but sets explicit exclusions (e.g. no betting shops, vape shops, no fast food, etc.)
- Proactive search targets a set of desired sectors and promotes the opportunity directly to them
- Curated letting goes further, with direct approaches to individual operators or community groups and a selective choice of tenants. In this case, letting agents are typically used for execution (legals, lease agreements, valuations, etc.), but not are not relied on for marketing the space.

While parts of this strategy emphasise the importance of independent operators and start-up businesses, it does not exclude national operators, high street staples or branded multiples. It distinguishes between zones and letting models to attract operators appropriate to each location, ranging from open market letting (which includes multiples) in some areas to curated letting (which targets independent and community operators) in others.

In the following section a set of Ground Floor Use (GFU) recommendations are made for each 'connection' of the spatial strategy, following the Approach set out here, which offers a use-specific strategy that supports the overarching Vision.

Approach

- **Favour uses that are not dependent on inbound footfall, but are attractive to it.**
- **Recognise that ground floors are civic infrastructure as much as they are commercial space.**
- **Match uses to the urban context and current market trends, not to history and habit.**
- **Promote smaller, adaptable units.**
- **Focus upon early evening activation over late nights.**
- **Promote uses that will help to repair weak edges and backlands.**
- **Embed stewardship through passive surveillance of key spaces, streets and corridors.**

Case Studies

Some good practice examples of curated retail environments are described here. They are not all directly comparable to West Ealing in every way, but they each demonstrate the practicability and the financial, economic and social value of a patient, thoughtful and targeted approach to ground floor tenancies. spaces for their own events and activations. In the interest of efficiency, reduced 'hassle' and extreme risk-aversion, professional estate management is often hardwired to say 'no' much more than its says 'yes' to grassroots activation, which – over time – smothers the enthusiasm of residents or tenants for taking any sort of initiative. Yet places like West Brompton Crossing and Deptford Market Yard are notable for their deliberate curation of tenancies and the implementation of management regimes that encourage bottom-up activation. Most of their events are organised by tenants rather than any centralised 'events' team.

The same principle can work in West Ealing: choose tenants who will run their own programmes and give them the freedom and the platform to do so. This creates a richer calendar of activity without a Council, landlord or Business Improvement District having to manufacture it.

WEST BROMPTON CROSSING

Some 15 ground-floor commercial units in refurbished high street buildings along Lillie Road.

Delivered by Earls Court Partnership (a joint venture between Delancy and Transport for London) as part of a meanwhile-use strategy on the Earls Court site.

Anchored by The Prince – a 600-cover food and drink venue in the former Prince of Wales pub and adjacent buildings, featuring a roof garden and four rotating kitchens. Others include The Hoarder (grocer and coffee shop), Pedal Back Cycling (bike workshop and café), CanDo Coffee (social enterprise), and The Crossing (a community-run pop-up space).

Focus on independent operators, many with a local or social remit, and supported by flexible lease terms, turnover rents and active management as part of a placemaking approach during the site's interim phase.

Repeating a strategy first employed at East Village and Here East, the units were all excluded from the owner's development appraisal, affording more opportunity for risk-taking, flexible leases and a curated approach to tenancies.

particularly relevant to:

C6 Canberra Arcade

C8 Sainsbury Car Park Rooftop

G6 Maitland Yard

G9 Witham Road Car Park

S6 Singapore Yard



DEPTFORD MARKET YARD

Delivered by U&I Plc as part of The Deptford Project. Completed in 2017.

Approximately 11,000 sq.ft of commercial space mostly inside refurbished railway arches, with larger units built into the ground floors of new residential blocks.

Curated tenancies of mostly independent F&B, a barber, a florist and a hair salon. All tenants sourced from within a 2 km radius of the site to ensure local 'ownership' of the space. A second criterion was that all operators have an offer that contributed to programming: tastings, readings, exhibitions, lessons, etc.

Strategy was enabled by U&I commitment to hold and manage the asset for up to 10 years post-completion, allowing for greater risk,

particularly relevant to:

G6 Maitland Yard

G9 Witham Road Car Park

S6 Singapore Yard



ECCLESTON YARD

Delivered by Grosvenor as a heritage-led retrofit of the former Eccleston Place power station. Opened Summer 2018.

Approximately 19 ground-floor commercial units totaling around 80k sq.ft, activated around a new public courtyard.

Tenants include Barry's Bootcamp, Bâtonnage wine bar, Jones Family Kitchen, Hotpod Yoga, Wild by Tart, and occasional pop-up events such as Wimbledon screenings.

Mix of fitness, F&B, wellness, creative, and retail operators, with flexible events programming and active management to sustain a neighbourhood hub.

Obviously helped by being in such an affluent part of Central London. Still, instructive for how the environment was curated around a central theme of health and wellness – now commonplace, but highly innovative at the time.

particularly relevant to:

C6 Canberra Arcade

C8 Sainsbury Car Park Rooftop



EAST VILLAGE

Delivered by Delancy / Qatari Diar and now managed by Get Living. Opened in phases from 2013.

Approximately 30k sq.ft of ground-floor commercial, retail and community space within the East Village core. Tenants include Signorelli bakery, Mother Kelly's, La Gelateria, Fish House, and a mix of fitness, beauty and childcare operators. Curated around a walkable neighbourhood model, with focus on independent businesses and flexible use of space. Certain categories rejected: betting shops, vape shops, fast food, etc. Includes permanent units, pop-ups, a health centre and nursery, set within high-quality public realm. Lab E20 is an important anchor: a 3k sq.ft co-creation hub, with double-height space as a flagship for experiential retail, cultural exhibition, and creative workspace, to debate, test and launch placemaking innovations for the community.

A useful reference for how a large landlord can manage retail to support place identity rather than defaulting to major chains.

particularly relevant to:

S6 Singapore Yard



THE LIVING ROOM

A three-year temporary installation at Elephant Park designed to turn a one-sided parade into a functioning high street while the next phase of development is built. Without it, newly completed independent food and drink units on Sayer Street would have faced a blank construction hoarding. JKA created a 70-metre part-covered "street" of three prefabricated pavilions, outdoor seating and landscaped micro-parks. Local creative and social enterprises occupied the units: Run Dem Radio (community internet radio and record store), Nunhead Gardener (urban greenery and garden supplies) and Flat 70 (West African contemporary art).

The structure provides informal workspace and spill-out areas for the neighbouring cafés and restaurants, with community-garden planting and a lighting scheme that keeps the street lively after dark. By creating a genuine two-sided frontage, the Living Room allowed early tenants to trade successfully and build custom before the permanent high street is complete.

particularly relevant to:

C6 Canberra Arcade

C8 Sainsbury Car Park Rooftop

G9 Witham Road Car Park



3.3 Project Bank

Key

Types of project - these not only help to describe the project but also allows stakeholders/client to understand what projects may benefit from clustering in delivery terms, e.g. all refuse/care project.

Public Art Activation Lighting Biodiversity Refuse/Care

Delivery Principles captured by this project (refer section 2.2)

1 2 3 4

The project is ideal for implementation as Meanwhile Use, or utilising a meanwhile use approach in advance of more long-term investment or capital outlay.

MU

The project is considered an ideal Quick Win for immediate delivery.

QW

The project is considered a 'hero' project as it responds to a wide array of Delivery Principles and other requirements and has been identified as highly impactful in the particular context of West Ealing

Hero

The project is sited on or immediately adjacent to a Liveable Neighbourhoods scheme and therefore augments/adds to what is already being delivered by that programme.

LN

The indicative cost of the project is low (£/likely to be deliverable within existing budgets or workflows), medium (££/upto £50k+) or high (£££/50k+).

£/££/£££

3.3.1 Connection 1: Civic Heart

This connection enhances routes south of Broadway into south-westerly neighbourhoods, and builds a 'civic heart' and town square out of existing spaces and programmes at Melbourne Avenue.



Simple element providing orientation and information, as well as a focal point for meeting, waiting and gathering. This could also provide informal seating to support adjacent businesses. (Charles Holland Architects, London Bridge)



Bin stores, illuminated at night, providing a 'tidy away' solution in a town centre context that also humanises the public realm. (DK-CM, Uxbridge)



Deep footprint commercial/light industrial space reworked to provide multiple small units, including makerspace (The Needlemakers, Lewes)



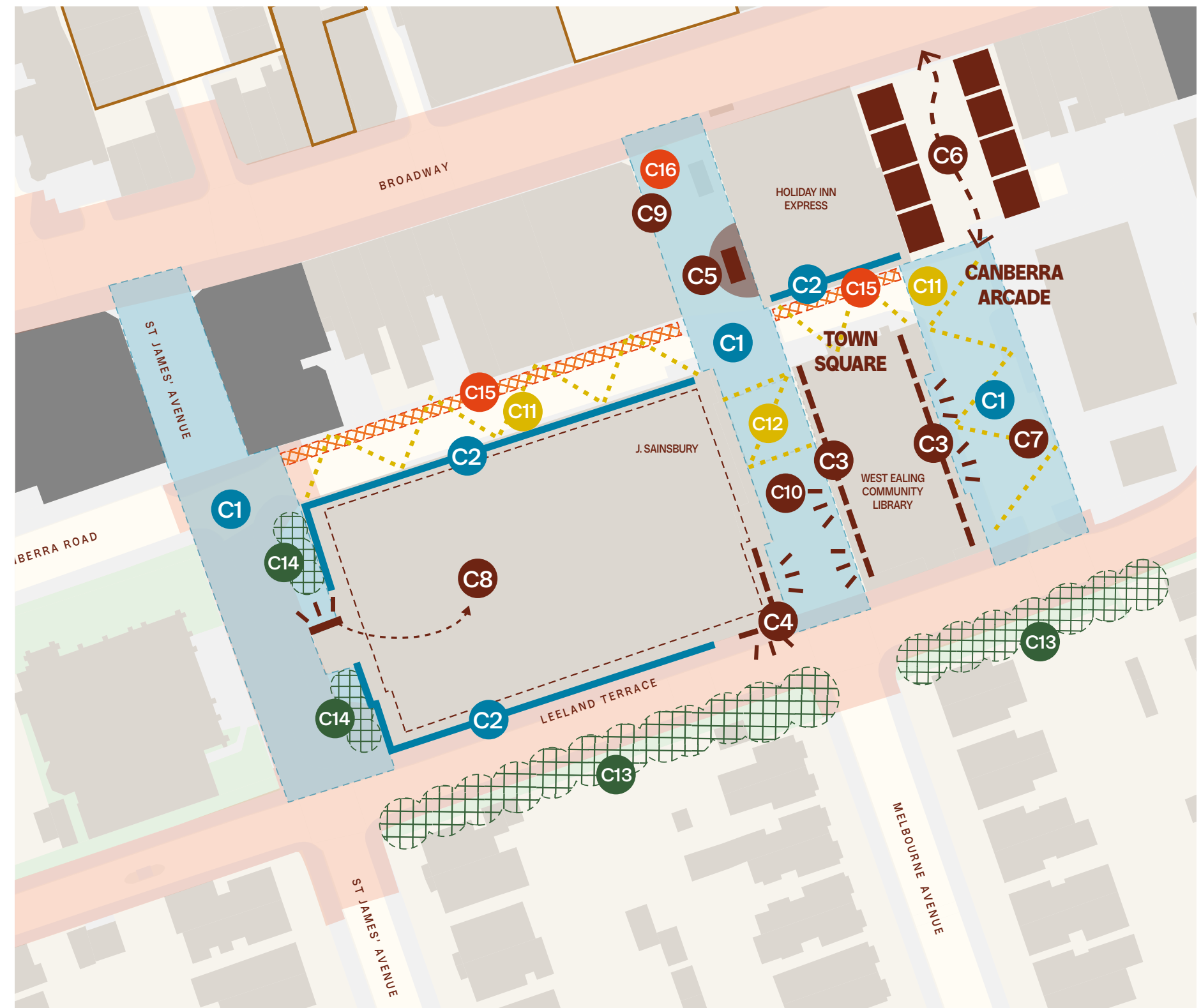
An existing space reconfigured to promote civic, 'town square' activity (Eccleston Yards)



A whole alleyway treated as a single public art canvas, conveying care. (Hanna Benihoud/Fisher Cheng Architects)



Rooftop cultural and leisure space utilising minimal/meanwhile means (Franks Cafe, Peckham)



ID	Project	Description	Condition	Location	Type	Principles				MU/QW?	LN?	Budget	Partners/Protagonists
C1	Civic Heart Floor Commission	Murals emphasising civickness and incorporating permanent orientation feature/commission at Melbourne Avenue to create a central orientation point	Backlands	St James/ Melbourne/ Canberra	Public Art	1	2	3	4	QW	Yes	£	LB Ealing. potential for mentoring programme
C2	Public Art Canvas	Potentially a continuation of LBE Poetry High Streets, vital to celebrate local voices and talent.	Backlands	Sainsbury, Canberra Avenue	Public Art	1	2		4	QW		£	LB Ealing, Local creatives
C3	Community Library Frontages	Activation of Community Library frontages and underused spaces within the building to provide community space and 'shop window' to celebrate community activity	Backlands	Sainsbury	Activation	1	2	3	4			££	WE Community Library
C4	Sainsbury's frontage activation	Open up shopfront windows to increase eyes on the street wherever possible	Backlands	Sainsbury	Activation	1		3	4				Sainsbury
C5	Additional market stall(s)	Complement existing flower stall with other lively stall-based commercial activity, enlivening Melbourne Avenue and replacing 'lost' butcher counter	Backlands, Broadway	Melbourne Avenue	Activation	1	2	3		MU		£	Existing trader(s)
C6	Canberra Arcade	Micro units/incubator retail space for local creatives, makers and enterprise, forming an arcade of small units within the vacant former Lidl premises	Backlands, Broadway	Canberra Avenue/ Broadway	Activation	1	2	3	4	MU		£££	X
C7	Activation at Canberra Avenue Car Park	Re-balancing of public realm to create a place for people and a natural link through (C6)/Melbourne Avenue - incorporating existing accessible parking & external parklet associated with library.	Backlands, Broadway	Canberra Avenue	Activation	1	2	3	4	MU		££	X
C8	Pop-up/Seasonal Activation on Car Park Rooftop	Seasonal F&B leisure programming on top floor of car-park, utilising extraordinary views of West London and complementing existing gym provision. Lift core enhanced to street.	Backlands	Sainsbury	Activation	1	2	3		MU		£££	X
C9	New civic seating	Seating in sociable clusters, designed to encourage sociable uses of the pedestrianised space. No 'stash' spaces within structures.	Backlands, Broadway	Melbourne Aveue	Activation	1	2	3		QW		£	X

QW

Quick Win

MU

Meanwhile/ prototyping

ID	Project	Description	Condition	Location	Type	Principles		MU/QW?	LN?	Budget	Partners/Protagonists
C10	Community-led programming	Encourage and promote seasonal cultural and events programming centred upon Melbourne Avenue	Backlands	Melbourne Avenue	Activation	123		QW		£	X
C11	Humane festoon lighting to shop rear elevations	Shift emphasis from delivery space to public space, augmenting quality of space after dark for pedestrians and residents. (Partner project: C15)	Backlands	Canberra Avnue	Lighting		234	QW		£	Local businesses and residents
C12	Humane lighting to building canopy	Add ‘warm’ humane lighting to existing provision, augmenting quality of space after dark for pedestrians and residents.	Backlands	Melbourne Avenue (bridge building)	Lighting		234	QW		£	Local businesses and residents
C13	Expanded community gardening	Leeland Terrace is already a valued location for community gardening initiatives, but space remains to expand this existing provision and enrich the street.	Backlands	Leeland Terrace	Biodiversity	1234			Yes	££	Local residents, community gardens, businesses (sponsorship and activation)
C14	St James’ Avenue Greening	Enrich existing Livable Neighbourhoods design with biodiverse plantign to soften the street.	Backlands	St James’ Avenue	Biodiversity		234		Yes	££	Local residents, community gardens, businesses (sponsorship and activation)
C15	Illuminated Refuse Stores	Durable bespoke decorative containers, sited carefully along existing building rears, to provide convenient storage for commercial and residential bins. Also containing illumination to enrich street after dark. (Partner project: C11)	Backlands	Canberra Avenue	Biodiversity Lighting		34	QW		££	Local businesses and residents, street cleaning and refuse contractors
C16	Remove or modify drinking fountain	Existing drinking fountain is not used sociably due to regular antisocial uses associated with it. There is appetite to remove but this should be done as a last resort if wider transformations do not sufficiently shift behaviours.	Backlands, Broadway	Melbourne Avenue	Refuse/Care		3				Local businesses and residents, street cleaning and refuse contractors

Civic Heart Ground Floor Uses

The objective here is to improve High Street market conditions, reduce vacancies and turn under-used backland spaces into legible routes with purpose and a sense of place.

Suggested letting strategy: Open market letting along with proactive search for specific units of strategic importance. These include:

Secure 90-94 The Broadway unit through acquisition or long lease to create through-route arcade to Canberra Road. (C6)

The potential 'prize' here is sufficient to justify a more direct intervention on the High Street. At once, this creates a distinctive space for start-up micro-businesses while turning a backland site into a new public space with direct connection to the High Street.

A bespoke business case and viability assessment for this concept should, of course, be produced ahead of any material investment in the site. In principle, however, the proposal is supported by local market data. A single large unit at this location is a high risk proposition for any individual operator, where the rent burden, fit-out cost, business rates and trading risk are concentrated entirely on one tenant. Subdivision into smaller units – each carrying a proportionately lower rent and a more manageable fit-out cost – distributes that risk across multiple operators, diversifies the offer, and makes the space accessible to the local, start-up and independent businesses that the strategy is designed to attract. It creates the conditions for a more curated approach to tenancies. Where a single large unit would – by necessity – default to open-market letting with a high risk of prolonged vacancy, a subdivided arcade can be proactively managed as a portfolio, with the Council or a nominated managing agent able to pick and choose the operators that build a complementary mix. The Placemaking Delivery Plan identifies the Canberra Road market infrastructure as a parallel model for this kind of active curation at small-unit scale, and the principle transfers directly to an indoor arcade.

New square activation. (C1-C16)

A new public square on Canberra Road can be regularly animated with seating to support arcade food businesses, as well as benefiting from direct Community Library frontage. There would ideally be some reconfiguration of Library space to give this aspect more active frontage. Other libraries in urban environments have delivered small outdoor 'reading rooms', giving them more visibility, activating public space, and forging a stronger connection to their communities. The space could also contain informal seating to support any market-style food businesses within the arcade.

Creative workspace.

To complement and support an assertive public art strategy in and around this civic quarter, some available space could be preserved for affordable studio or art space. The commissioning of public art – an intelligent response to some of the areas backlands and soft edges – can be tied to local studio space. Vacant units or meanwhile spaces can house creative workspace on flexible and affordable terms. This makes public art more than cosmetic, by creating a stronger culture-led identity for the area as economic and placemaking strategy as much as an urban design feature.

The physical provision of affordable workspace across these zones should be read alongside and in conjunction with LB Ealing's Affordable Workspace Delivery Plan, which sets out the Council's borough-wide commitments, funding mechanisms and site-level requirements for securing genuinely affordable creative and commercial workspace through the planning process.

Community / Rooftop Gardens. (C8/C13)

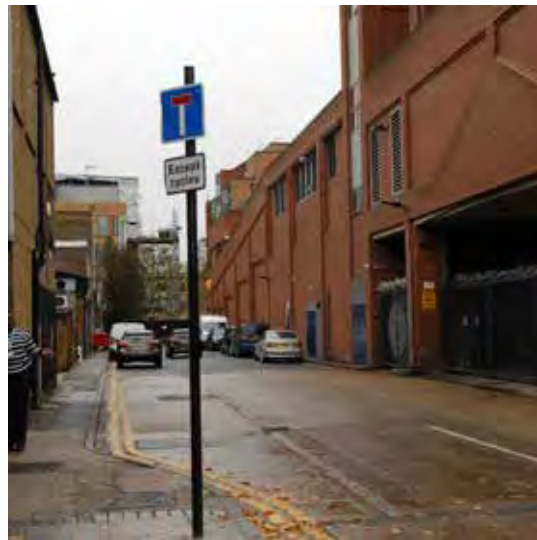
Community gardens at street level are sensible to encourage local participation and ownership of ongoing area improvements. It is also worth testing the viability of rooftop gardens above the Sainsbury's and the Library, with a more commercial or education remit – e.g. with fresh produce used in local F&B businesses.

Markets and meanwhile uses

West Ealing already has a stronger market presence than most town centres. This Delivery Plan identifies improvements to the Canberra Road market infrastructure and the formalisation of Leeland Road Market as immediate quick wins within the programme. The objective here is not to add much new market provision, but to improve the quality, consistency, and management of what exists – formalising pitch arrangements, improving infrastructure, and integrating market activity more deliberately into the animation of public spaces, where market trading has the greatest potential to extend dwell time and build the social character of the Civic Heart Connection zone.



The pedestrianised area at Melbourne Avenue is at once a hotspot of antisocial behaviour and the best opportunity to create a civic heart/town square in West Ealing.



Currently unsatisfactory 'backand' conditions nonetheless hold huge potential to host public art, and enhanced space for pedestrians and residents.



Existing community venue such as the Community Library are a huge asset to this place and should be enabled to enhance their offer and its publicness.



Currently unsatisfactory 'backand' conditions nonetheless hold huge potential to host public art, and enhanced space for pedestrians and residents.



Here we see a 'new' public space at Canberra Avenue, with a prototypical 'back garden' to the Community Library with bookable community rooms accessible via the library. The route is enhance for pedestrians and directly connected to the town square at Melbourne Avenue and to the Broadway through 'Canberra Arcade' - a new home for West Ealing's independent businesses and makers. Key parking and access provision is retained.

3.3.2 Connection 2: Green Man

This connection enhances routes across Broadway into multiple neighbourhoods north and south of the town centre, and aims to enhance spaces 'one block back', particularly along Witham Road (Maitland Yard), the stalled development (Maitland Yard) and in Dean Gardens. At the latter, proposals support and enrich planned cycleway improvements.



A unified public space shared by pedestrians and cars, with planting providing gathering opportunities. (Hapa Collective)



Addition of structures at ground level to provide human-scale illumination, even when closed. (Refer GFU Strategy for Connection 2)



'Play along the way' integrated within wider path/street network (muf architecture/art)



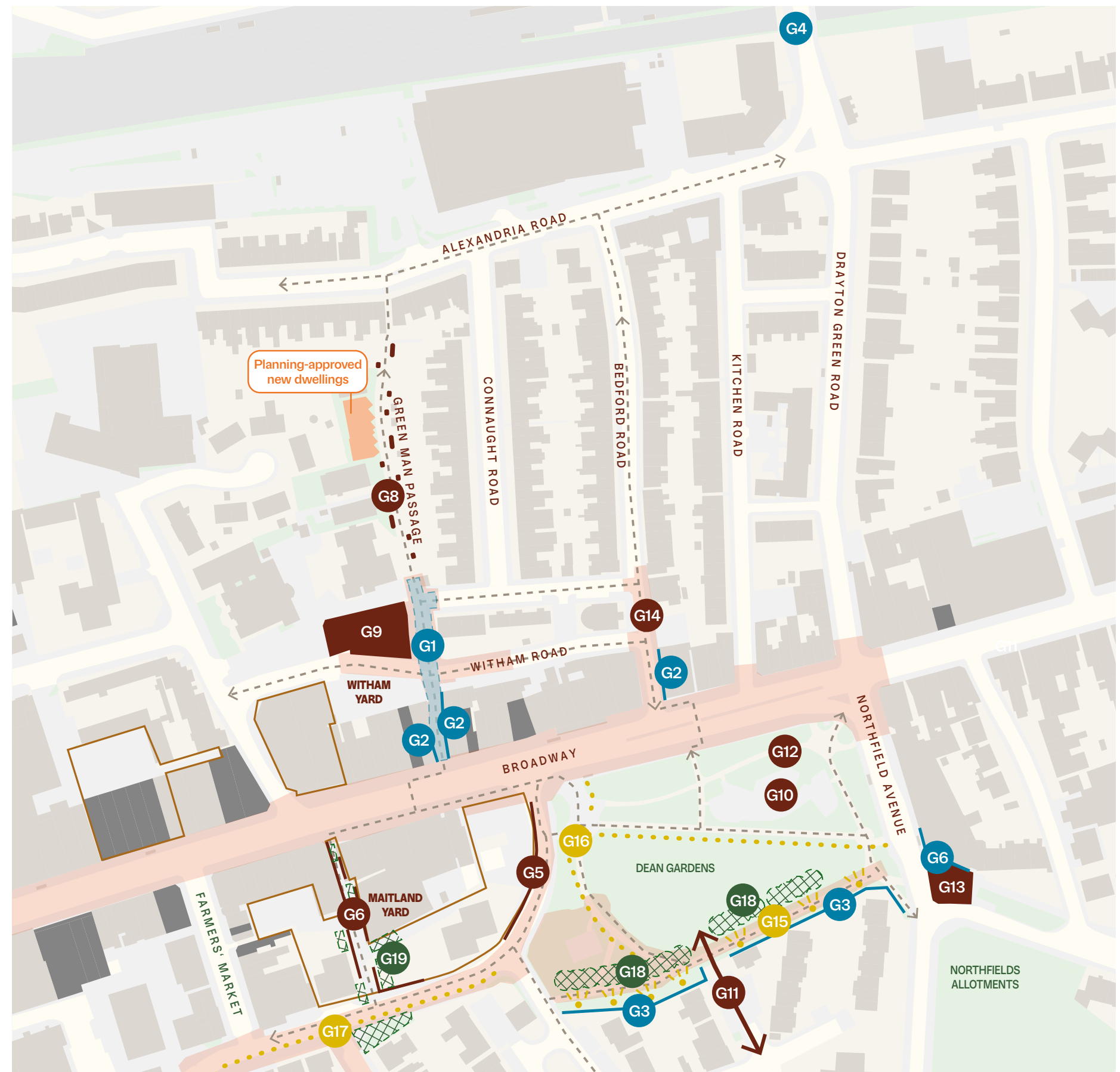
New graphics to glazing and fascia enliven an otherwise banal curtain walling system.



A whole alleyway treated as a single public art canvas, conveying care. (Hanna Benihoud/Fisher Cheng Architects)



A whole temporary micro-economy created just off the main high street (Gossamer City Project, Bethnal Green)



Public Art

Activation

Lighting

Biodiversity

Refuse/Care

ID	Project	Description	Condition	Location	Type	Principles				MU/QW?	LN?	Budget	Partners/Protagonists
G1	Green Man Passage Floor Signage	Floor murals emphasising play and nature, reflecting uses along Green Man Passage & its significance to local young children. (Partner project G8)	Backlands	Green Man Passage	Public Art	1	2	3	4		Yes	££	LB Ealing, Local faith groups, nursery school, parent groups
G2	Public Art Canvas	Potentially a continuation of LBE Poetry High Streets, vital to celebrate local voices and talent. (Partner project G14)	Backlands	Green Man Passage/ Bedford Road	Public Art	1	2	3	4		Yes	£	LB Ealing, Local creatives
G3	Public Art Canvas	Creating a lively, community-orientated southern boundary to Dean Gardens. Potentially a continuation of LBE Poetry High Streets, vital to celebrate local voices and talent. (Partner projects: G15, G18)	Backlands	Dean Gardens	Public Art	1	2	3	4		Yes	£	LB Ealing, Local creatives
G4	Public Art to Railway Bridge	Potentially a continuation of LBE Poetry High Streets, vital to celebrate local voices and talent.		Railway bridge at Drayton Green Road	Public Art	1	2	3	4		Yes	££	LB Ealing, Local creatives, Network Rail
G5	Maitland Yard development: Active frontages to Dean Gardens	Revised scheme for this location should reinforce park’s public character with lively active uses addressing the road and park, ideally extending into the evening.	Backlands	Maitland Yard development	Activation		2	3	4		Yes	£££	LB Ealing
G6	Maitland Yard development: Exemplary pedestrian route	Revised scheme for this location should reinforce pedestrian North/South route with lively uses and active frontages. (Partner project G19)	Backlands, Broadway	Maitland Yard development	Activation		2	3	4			£££	LB Ealing
G7	Lido Centre ‘shopfront’	Signage and fascia activation to enliven the frontage of the Lido Centre community building and better advertise its services and tenants. (Partner project G13)		Northfield Ave, Mattock Lane	Activation	1	2	3		QW		£	Lido Centre, local creatives
G8	‘Play along the way’ provision at Green Man Passage.	Incidental, nature-orientated play provision, with multi-generational appeal, boosting the Passage as a family-friendly daytime route (Partner project G1)	Backlands	Green Man Passage	Activation	1		3	4	MU		££	Local faith groups, nursery school, parent groups
G9	Seasonal Pop-up activity at Witham Road Car Park	If business case for loss of parking revenue can be made, this site could be reprogrammed (initially as meanwhile use) to host a variety of sociable community and commercial uses.	Backlands	Witham Road Car Park	Activation	1	2	3	4	MU	Yes	£££	Local enterprise, parking team
QW Quick Win MU Meanwhile/prototyping													

ID	Project	Description	Condition	Location	Type	Principles				MU/QW?	LN?	Budget	Partners/Protagonists
G10	Nature-based play at Dean Gardens	Expanding existing provision and with a focus on creating sociable space for teenagers and older children. Should be in multiple clusters to reduce risk of single groups dominating space(s).	Broadway	Dean Gardens (throughout)	Activation	1	3	4				££	LB Ealing, local young people as co-designers
G11	New southerly pedestrian access to Dean Gardens	Open up new pedestrian/cycle connection to Tawny Close, reducing 'cul de sac' nature of existing park and increasing porosity. In tandem, explore potential public use for extant community building.	Backlands	Dean Gardens/ Tawny Close	Activation			4			Yes	££	LB Ealing, Local residents.
G12	Kiosk/Pavilion Cafe	Carefully-sited, high quality design kiosk or pavilion cafe to be located in park to act as sociable hub and orientation point. Would require exceptional tenant with socially-orientated F&B.	Backlands	Dean Gardens	Activation	1	2	3			Yes	££	Would suit design competition, pairing local talent with exceptional designer. LB Ealing and local enterprise.
G13	Lido Centre public realm enhancements	Public realm design utilising expanded pedestrian realm, to include benches and (Partner project G7). Space needs to		Northfield Avenue/ Mattock Lane	Activation	1	2	3				£££	LB Ealing, Lido Centre. Would suit youth co-design
G14	Bedford Road public realm enhancements	Public realm design to complement existing Liveable Neighbourhoods scheme, and incorporating public art, biodiversity enhancements. (Partner project G2).	Backlands	Bedford Road/ Broadway	Biodiversity Public Art	1	2	3	4		Yes	££	LB Ealing
G15	Humane lighting	Enhancing public life to extend purpose of project G3 into the evening	Backlands, Broadway	Dean Gardens	Lighting		2	3	4		Yes	££	LB Ealing
G16	Humane lighting	Enhancing public life in Dean Gardens into the evening - to match G15.	Backlands, Broadway	Dean Gardens	Lighting		2	3	4			££	LB Ealing
G17	Humane lighting, Leeland Terrace	Enhancing after dark public life in Leeland Terrace.	Backlands, Broadway	Leeland Terrace	Lighting		2	3	4		Yes	££	LB Ealing
G18	Community planting at Dean Gardens	Biodiversity enhancements enriching LN scheme and Partner projects G15, G3.	Backlands, Broadway	Dean Gardens	Biodiversity	1	2	3			Yes	£	LB Ealing, local community groups, would suit youth co-design.
G19	Maitland Yard Community Garden	Ensure biodiverse planting (rain gardens for example delivered in support of exemplar pedestrian connection within revised scheme. (Partner project G6)	Backlands, Broadway	Dean Gardens	Biodiversity	1	2	3	4		Yes	££	LB Ealing

 Quick Win

 Meanwhile/
prototyping

Green Man Ground Floor Uses

The objective here is to improve the real and perceived sense of safety, extend opening hours and create more early-evening activity.

Suggested letting strategy: open market letting along with proactive search for specific units of strategic importance. These include:

Pavilion Café / Kiosk in Dean Gardens (Q12)

Single, small but well-designed and distinctive café concession. Limited outdoor seating. Adds passive supervision of the park to heighten sense of security. Economic opportunity for, ideally, an independent, locally based operator. Strong operators are natural 'animators'. Opportunity for an identifiable but affordable 'landmark' design.

Social Infrastructure

Available spaces in this area are well suited to the social infrastructure that is currently needed, especially by children and young people. These are ideally organisations that are still active after 5pm, delivering steady daily activity rather than sporadic peaks. This could include:

- Established youth and community charities like Young Ealing Foundation, YMCA or London Youth.
- Arts and creative production organisations like Questors Theatre, Ealing Music Service, or Met Film School.
- Independent CICs running rehearsal studios, art space, podcast labs, or creative production hubs.
- Private physical activity and training providers like martial arts academies, dance schools, and small format climbing centres.
- After school club providers like Codeworks, Kuman and Kidwise.
- Teaching kitchens like Eat Club, Migrateful, Nourish Hub and Kitchen Social

Affordability and flexibility is important for these organisations, but peppercorn rents are not always required. Many will also have robust covenants that will improve landlord valuations. However, they are unlikely to be surfaced through conventional, reactive marketing and will need to be proactively approached on a structured basis.

3.3.2 Connection 2: Green Man



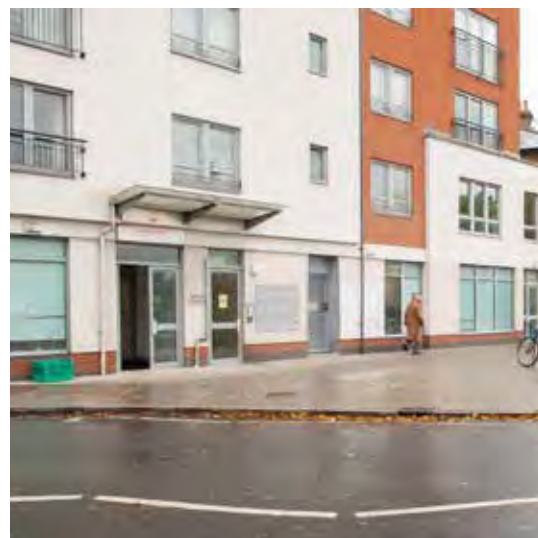
The southern edge of Dean Gardens presents an unwelcoming space currently. Enhanced as a route for cyclists and pedestrians through the Liveable Neighbourhoods scheme, it would also benefit from greater porosity to the south and interventions that 'lift' it as a public space.



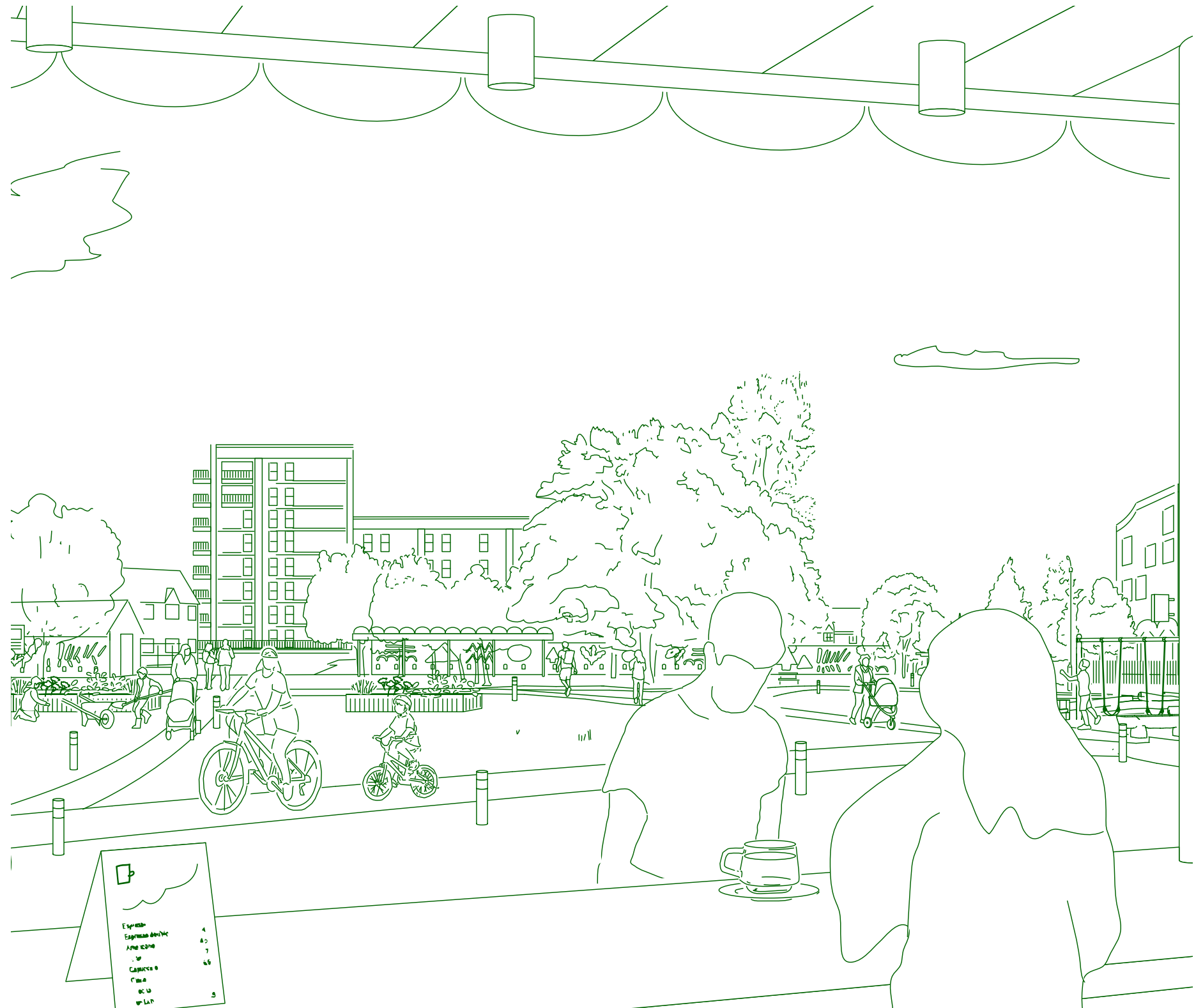
Green Man Passage is a pedestrian-only link with two nursery schools and a church addressing it, and likely an increased in overlooking thanks to approved residential schemes. In daylight hours it could provide an enhanced pedestrian route augmented with play provision.



Multiple North/South connections are blighted with blank frontages and poor lighting - these are key opportunities.



The Lido Centre is an example of an amazing community asset that could celebrate its activities in the public realm.



Many projects in this section are focussed upon boosting Dean Gardens' role as a central public space for West Ealing. Few town centre conditions benefit from this kind of green open space so accessible from the main commercial route. New uses both 'framing' the park and it would have a transformative impact.

3.3.3 Connection 3: Singapore/Williams

This connection enhances routes between Broadway and northerly neighbourhoods (primarily along the former Williams Road), whilst aiming to revitalise public spaces centred upon Singapore Yard.



A unified public space shared by pedestrians and cars, with planting providing gathering opportunities. (Hapa Collective)



Simple element providing orientation and information.. (Charles Holland Architects, London Bridge)



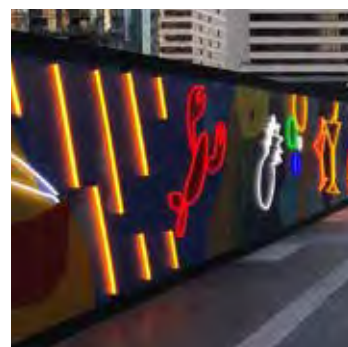
'Play along the way' integrated within wider path/street network (muf architecture/art)



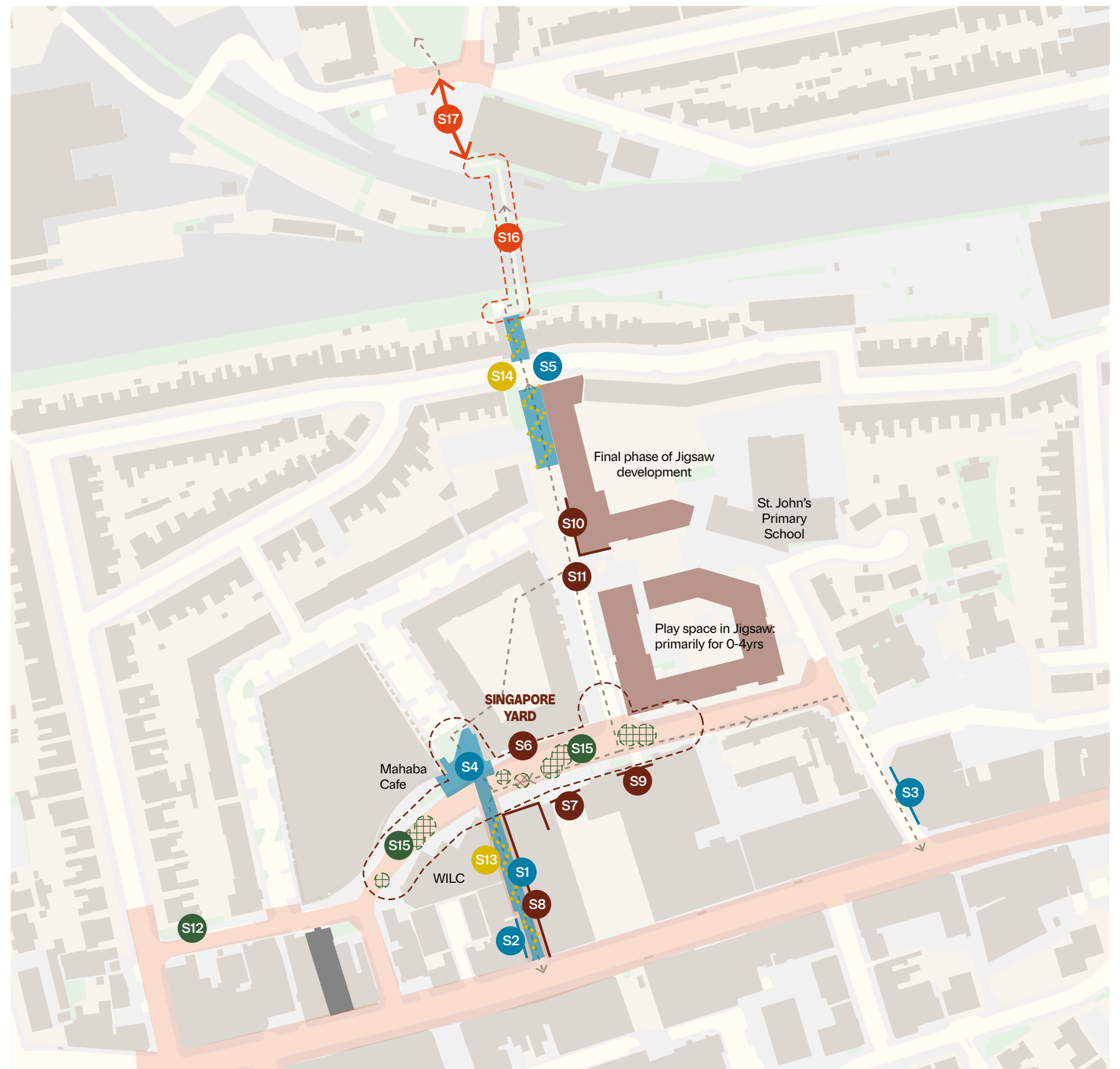
Space tipped toward pedestrian activity promoting seasonal or temporary events and inhabitation (Deptford Market Yard)



Temporary playful activation for both adults and young people to test a livelier public realm.



Humane lighting and public art canvas combined into a single intervention lifting perceptions of safety.



Public Art

Activation

Lighting

Biodiversity

Refuse/Care

ID	Project	Description	Condition	Location	Type	Principles	MU/QW?	LN?	Budget	Partners/Protagonists
S1	Brownlow Road Floor Graphics	Local creative commission celebrating re-prioritised Brownlow Road (Partner project to S2, S8, S13)	Backlands, Broadway	Brownlow Road	Public Art	1234		Yes	££	LB Ealing, local creatives
S2	Public Art Canvas	Local creative commission celebrating re-prioritised Brownlow Road. Potentially a continuation of LBE Poetry High Streets, vital to celebrate local voices and talent. (Partner project to S1, S8, S13).	Backlands, Broadway	Brownlow Road	Public Art	1234		Yes	££	LB Ealing, local creatives
S3	Public Art Canvas	Local creative commission. Potentially a continuation of LBE Poetry High Streets, vital to celebrate local voices and talent.	Backlands, Broadway	Green Man Lane	Public Art	1234		Yes	££	LB Ealing, local creatives
S4	Singapore Road floor graphics	Local creative commission. Potentially a continuation of LBE Poetry High Streets, vital to celebrate local voices and talent. (Partner projects: S6, S7, S9, S15)	Backlands	Singapore Road	Public Art	1234		Yes	££	LB Ealing, local creatives
S5	Jacob's Ladder floor graphics	Local creative commission. Potentially a continuation of LBE Poetry High Streets, vital to celebrate local voices and talent. (Partner project: S14)		Jacob's Ladder, Romsey Road	Public Art	1234			££	Culture team, local creatives. Potentially Network Rail.
S6	Singapore Yard activation	Special events programming (& supporting infrastructure if necessary) to make the most of re-prioritised space and reduced width carriageway. Parking consolidated. (Partner projects S4, S7, S9, S15)	Backlands	Singapore Road	Activation	1234	MU		£££	LB Ealing, local creatives, adjacent businesses & cultural /faith organisations
	Singapore Yard active use(s)	New development at this location should provide active frontages, ideally public, civic, independent commercial or similar, within building footprints addressing Singapore Road.	Backlands	Singapore Road	Activation	1234			£££	LB Ealing
S8	Activation of flank windows of Energym building	The architecture of the existing building allows for illumination and activation of Brownlow Road to be provided by the building itself, however current graphic treatment restricts this. Also, rear parking area can be redesigned to allow for new activation and micro uses addressing Singapore Road.	Backlands	Brownlow Road, Singapore	Activation	234	QW	Yes	£	Business/freehold owner, local creatives, local enterprise.
QW Quick Win MU Meanwhile/prototyping										

ID	Project	Description	Condition	Location	Type	Principles	MU/QW?	LN?	Budget	Partners/Protagonists
S9	Activation to rear of Lidl premises	Aligned with S8 and wider interventions here, the building has potential to address/front Singapore Road and not present a blank elevation to it.	Backlands	Singapore Yard	Activation	34		Yes	£££	Business/freehold owner, local creatives, local enterprise.
S10	Activation of proposed community centre frontage	Proposed development at this location proposed ground floor community use at key junction. This is strongly supported by attention will be needed to ensure this use enlivens, and is visible to, the public realm adjacent, ideally activating the outdoor space too. (Partner project S11)		Williams Road/ Jigsaw development future phase	Activation	234			X	Developer, LB Ealing, tenant/community organisation.
S11	Play street: Enhanced play provision and sociable public realm	Should allow for the needs of older children, adults and teenagers, whilst also providing a safe and sociable public realm supporting the activities of adjacent primary school. (Partner project S10)		Williams Road/ Jigsaw development future phase	Activation	234	MU		£££	Developer, LB Ealing, tenant/community organisation. Would suit youth co-design.
S12	Community garden on disused land	Project following on from existing community garden spaces at Leeland Terrace and activating disused corner. Will need collaboration with utilities providers given existing equipment on-site.	Backlands, Broadway	Williams Road/ Jigsaw development future phase	Biodiversity	234	MUQW	Yes	££	Community groups, utilities providers.
S13	Humane lighting at Brownlow Road	Partner project to S1, S2, S8	Backlands, Broadway	Brownlow Road	Lighting	234		Yes	££	LB Ealing
S14	Humane lighting at Jacob's Ladder	Partner project to S5.		Jacob's Ladder, Romsey Road	Lighting	234			££	LB Ealing
S15	Rain gardens throughout Singapore Road	New pedestrian realm at Singapore Road enlivened with biodiverse planting. (Partner project to S4, S6, S7, S9)	Backlands	Singapore Road	Biodiversity	34		Yes	£££	LB Ealing
S16	Bridge refurbishment	Restore and enhance existing asset		Jacob's Ladder, Romsey Road	Refuse/Care	4			£££	Network Rail and partners
S16	Alleyway safety improvements	Humane lighting, corner mirrors, sightline improvements (including boundary treatments) to enhance safety of alleyway north of Jacob's Ladder.		Jacob's Ladder, Drayton Gn Road	Refuse/Care	34			££	Network Rail and partners

Singapore/Williams Ground Floor Uses

The objective here is a curated mix of independent businesses.

Suggested letting strategy: A curated strategy.

Key here is the significant volume of new development and the chance to curate a distinctive environment while the Council has maximum control through planning controls and development agreements.

The ambition for an active ground plane and an 'awakened' neighbourhood identity will not be delivered by open-market letting alone. Direct engagement with preferred operators allows new developments to attract uses that reflect resident needs, encourage local start-ups and support the Council's regeneration, community and cultural agendas. To that end, key process expectations of incoming developers might include:

- Retain ownership of the commercial portfolio until it is fully let. Early sale of vacant units risks loss of control and undermines long term value. It also risks cementing a notional book value of the property on another organisation's balance sheet, which cannot be justified by any rent that can realistically be achieved.
- 'Zeroed' value of the space in initial development appraisals. Treat commercial floorspace as having no capital value at the outset so there is no incentive to book a gain from selling units empty rather than building a sustainable income stream.
- Flexible lease terms. Use stepped or turnover rents, rent free periods, or fit-out contributions to attract and incentivise local start-ups and independent operators who will add character and a sense of place to the neighbourhood, but may not match the covenant strength of national chains.
- Turnover rents, flexible leases, and prioritisation of rental over capital value affords greater tolerance for risk and 'churn'.

Elsewhere (e.g. Deptford Market Yard, West Brompton Crossing, Pop Brixton, etc) this has allowed for highly localised marketing of retail opportunities which gives residents and nearby businesses a genuine stake in the place.

- Prioritise uses that the market will not naturally provide elsewhere: e.g. shared workspace, enterprise hub, cultural production space, affordable independent wine bar, café(s), etc. Avoid national-chain food stores which are already over-represented in the area. This includes small-format versions which are often staples of new-build flatted schemes.
- Use meanwhile periods and projects to test and incubate concepts. Early phases and temporary lettings can pilot retail, cultural and community uses that later take permanent space as the portfolio expands. (S6, S11)
- Key performance indicators should be defined, such as vacancy rates below [x]%, proportion of local/independent occupiers, public realm activations, and local employment created. These should be tracked and reported to the Council.

A curated leasing programme, sustained over time, which is strongly incentivised to avoid persistent vacancy aligns with spatial strategy's goal of active frontages, encouragement of local enterprise and community-orientated uses, while building a stable income base for the developer.



Multiple North/South connections such as Brownlow Road are blighted with blank frontages and poor lighting - these are key opportunities.



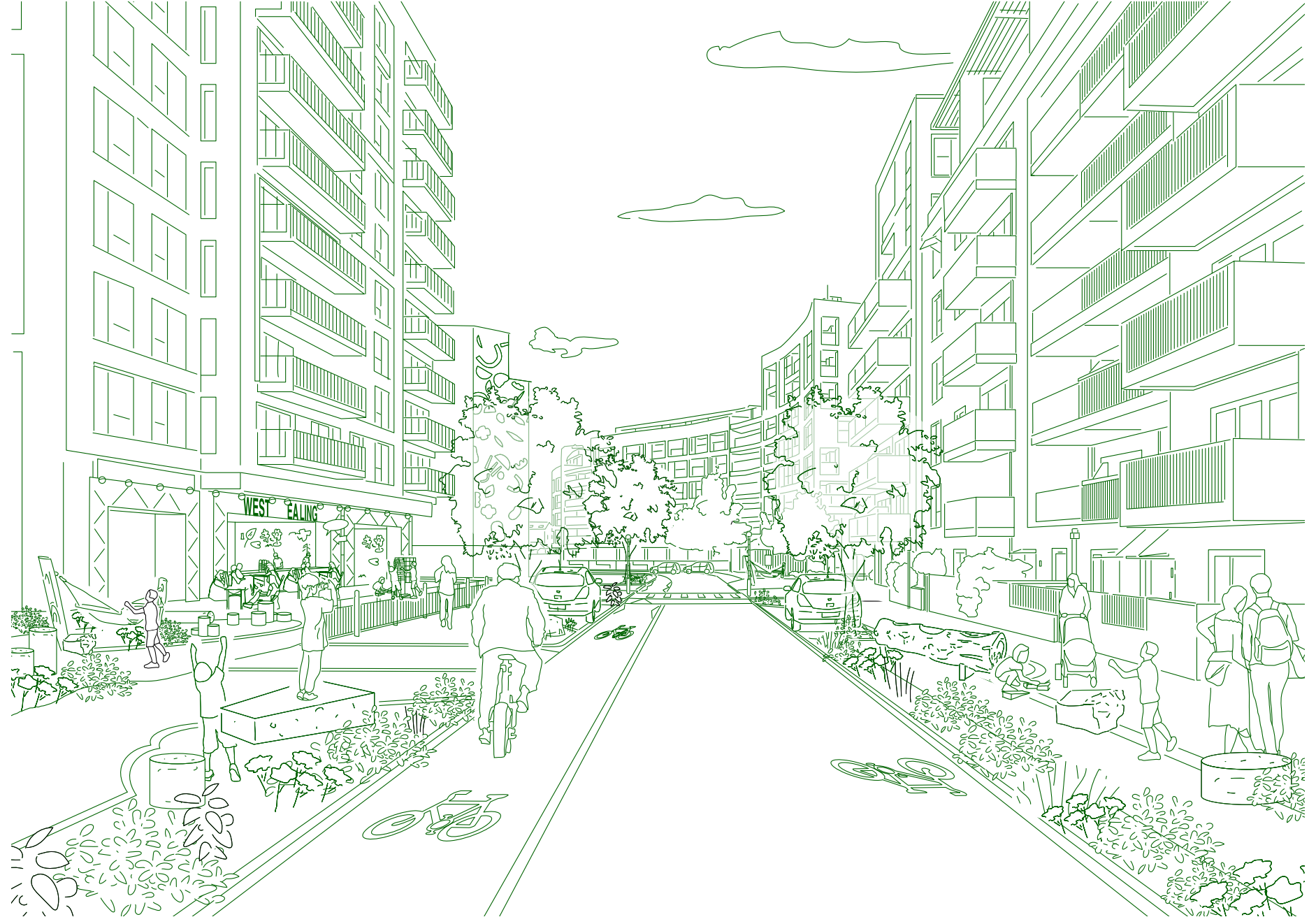
New development at this location represents a chance to create a high quality N/S connection that embeds new residents in the town centre. This relies on enhanced connections to the south.



Singapore Road, building on what will be achieved through Liveable Neighbourhoods, represents a chance to create a lively and family-friendly public space and route (see right).



Longer term, Jacob's Ladder footbridge represents the best chance to deliver an improved north/south connection to Drayton Green and beyond.



Not only a space with reduced car dominance and enhanced cyclist/pedestrian permeability, but a lively public space in its own right, orientated to the needs of local residents, especially families. Enlivened by both existing adjacent activity given a chance to expand its activities (e.g. Mahaba, West London Islamic Centre), and new fine-grain uses within existing spaces, building footprints and emerging development.

3.4 Delivery and Implementation

Delivery

The following are some key considerations and recommendations around delivery of the proposals within this Delivery Plan.

- Ground Floor Uses/Vacancy Strategy: vacancy is not an unusually significant challenge in West Ealing but there are a number of vacant buildings that have a disproportionate negative impact through their lack of activation. A town centre -wide approach is needed to ensure these are prioritised in terms of encouraging new uses, High Street Rental Auction processes, etc.
- A flexible business plan for incubating small local businesses and providing space for them; this study has benefited from specialist market management expertise, and has been produced on the assumption that the council-run market should continue to be supported and expanded. If this proves not to be the right approach as delivery unfolds, there are multiple other realistic options, and we recommend continued engagement with market management expertise to ensure the council can be agile in this context. Ealing's Affordable Workspace Delivery Plan should be referred to.
- Strategic curatorial approach to mural and public art commissioning; a coherent approach to public art and murals is required to avoid piecemeal delivery and ensure that local creatives get maximum benefit, also benefiting from the council's existing high quality approach to public art commissioning and cultural delivery.. A light-touch, Council-led curatorial framework should underpin all temporary and permanent street art

commissioned in West Ealing, providing a clear quality benchmark against which proposals can be assessed, and ensuring relevance, durability and alignment with wider public realm objectives.

- We strongly recommend commissioning a multidisciplinary practice to support the design and implementation of individual projects, potentially through a design advisor, town architect or champion role. Such a team would bring together the necessary urban design, landscape architecture, lighting design, public art, community engagement, and project management expertise required to deliver cohesive, high-quality interventions. This integrated approach would ensure design excellence, cost efficiency through coordinated procurement, and seamless implementation across all projects.
- Intelligent, agile project bundling; this Delivery Plans sets out a clear spatial and temporal strategy for how to prioritise interventions in West Ealing town centre. However it is recognised that local authority (and their partners') delivery processes will not always be able to deliver projects on the ground in this way and that a more opportunistic approach may be required. Therefore a 'bundling' approach may be useful, where a suite or bundle of projects with similar attributes or adjacencies may be best procured or delivered together or in parallel. One approach to this would be to group projects in the project lists by their 'type' (e.g. biodiversity, refuse/care) where strong economies might be found.
- Meanwhile-use as prototyping; the project bank outlines which projects would most be suitable for meanwhile use implementation ahead of larger investment (see Section 3.4).

Project Risks

- Recommendations not considered holistically; safety recommendations must be balanced with improvements to the environment that enhance sociability, joy and welcome.
- Strategies do not acknowledge and make the most of change; a strategy for pedestrian routes through and across the town centre must be considered that also highlights opportunities for development to improve the look and feel of the town centre in the short term. Improvements to hoarding is one way to address this. Projects like the cluster at Maitland Yard - in LBE ownership - represent a chance to set a precedent.
- Plans are not implemented through working with designers; design development is required for suggested priority projects.
- Funding is insufficient; pro-actively seek opportunities for developer contributions, collaboration with the BID, funding or grant applications to supplement Council budgets. Prioritise the most critical interventions as identified.
- Lack of community buy in; collaborate pro-actively with local groups and community connectors such as local community groups, local creative practitioners (especially including tenants of workspace in the town centre) college and civic organizations to ensure inclusivity. Involve key stakeholders regularly in the next steps of change. Explore establishing a task force made up of suggested project partners building on WEAG.

- Lack of maintenance and ongoing monitoring; ensure a dedicated Budget for Maintenance and allocate a specific portion of the budget for ongoing upkeep and repairs. Consider maintenance and longevity in cost forecasting.
- Balance not struck between perception of crime and actual safety; there may be a tension between potential crime rate increases as a result of additional residents in the town centre at the same time as the town centre feeling positively enlivened through activation.
- Legal and regulatory hurdles; start the process of obtaining any necessary permits early in the planning phase to avoid delays during implementation. Consult with internal teams to understand relevant regulations and standards.
- Lack of public awareness and engagement; allow for letting the public know about the upcoming changes and set up feedback loops so that public concerns can be raised. Happily there is a productive and regular forum in Catford for keeping the community informed and engaged, and multiple further co-design opportunities ahead.
- Economic failure or vacancy blighting emerging proposals; empty commercial buildings, hoarded sites and receding economic activity are a current issue in West Ealing. A clear holistic strategy for vacancy, building on that contained in this document, ensuring 'meanwhile' conditions during construction are as positive as possible and agility in supporting market activity will all help to mitigate this risk.

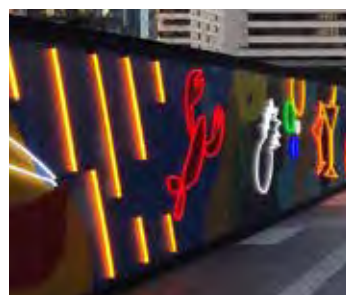
3.5 Meanwhile Use Toolkit

Meanwhile use (MU) projects can be hugely exciting and impactful, and Greater London is perhaps 15 years 'in' to a golden period of temporary interventions that enhance their places. What have we learned during this period? In this context, the key lessons are:

- Think in terms of time - temporary projects often last longer than intended, and a clear exit strategy (what happens next?) is as important as positive immediate impact. What is the long-term impact of this short-term activity?
- Think locally - how does the project enhance the local economy (local economy, local creativity) and resist generic development?

- Think in terms of prototyping - it may be that the most valuable use of MU is in testing longer-term interventions ahead of larger capital investment.
- Lastly, meanwhile uses need to ensure that design quality is paramount, as poorly-presented temporary uses can damage good outcomes.

A number of 'types' of MU project of particular relevance to West Ealing are summarised below, with additional recommendations for their development and delivery. The 7 considerations set out in the GFU strategy (3.2) are all highly relevant in regard to MU too.



Hoardings that enhance public life and economic activity

Hoardings are increasingly being used to temporarily enhance rather than 'damage' the places they exist in. Such interventions are typically led by the developer or landowner but with local authority as a key protagonist or stakeholder, potentially including stipulating attention on potential of hoardings through the planning process. Crucial to this is that hoardings, designed carefully, can dramatically improve their context in easy, quick ways which also bring benefits to the developer or land-owner. Improvements might be limited to visual art but more usefully can include commissioned humane lighting or indeed whole small businesses.

If exciting uses are 'contained' within hoardings it is crucial to ensure they have a local 'follow-on' space for when the hoardings come down.

Prototyping uses on vacant or poorly-used sites

A wide array of long-term enhancements to West Ealing have been identified as benefiting from a 'prototype' phase first (see Project Bank). This might take the form of, for example, a one-off seasonal lease on a coffee kiosk ahead of permanent delivery. A site-by-site approach will be needed. On council-owned sites a feasibility calculation will be needed to understand what income (e.g. parking revenue) will need to be taken into account.

In West Ealing a local-creative first approach is achievable and highly desirable. Crucial here is being alive to the local economy and to online and in-person 'buzz'. West Ealing is a place where a particular food offer, for example, can rapidly become a huge hit - this should be the 'fuel' for testing new uses and building the local economy.

Encouraging greater public life in existing spaces

This is an area of focus on council-owned public realm, and especially in locations where Liveable Neighbourhoods schemes have rebalanced the public realm to enhance public life, though also a subject during the planning process where lively uses in the public realm should be set out in a clear strategy. Meanwhile use programmes might involve multi-stakeholder programming supported by infrastructure and support from the local authority and some capital investment - for example providing an array of 'special event' seasonal play equipment that might be stored in an adjacent community centre and brought out on particular days.

Licensing is also crucial. Community and faith groups, as well as small businesses, stand ready to better 'own' the public spaces they address.

Hosting and incubating local enterprise and creativity

There are some opportunities for direct delivery here, such as through prototyping a kiosk use in Dean Gardens (G12). But in the main this is about making the economic case for taking on redundant space - especially that in existing commercial space. A business case will need to be made on a site-by-site basis for this but the precedents are clear. In places with a strong local economy, the market is already seeing many larger units divided up into 'mini malls' which host multiple businesses. Particularly exciting examples across the UK (for example Peckham Levels) combine events programming, workspace and retail and this approach is highly relevant to West Ealing. Collaborations with an existing specialist provider is highly desirable, and again a responsiveness to local culture and creativity.

4

Evidence



4.1 Regional Context

4.2 Wider Context

4.3 Local Context

4.4 Engagement

4.1 Strategic & Regional Context

About the London Borough of Ealing

Ealing Council's [Connected Communities](#) vision commits us to massively increasing social connection in the borough, giving everyone as much choice and power in their lives as possible – so that people can live happier and healthier lives and get more of what they need from each other. This approach sets out the principles to connect people, give people power and choice, collaborate and try new things whilst working within our resources.

Ealing's [Council Plan](#) sets out a commitment to creating good jobs in Ealing. This means bringing new and well-paid employment back to Ealing and ensuring good businesses can thrive in one of London's centres for poly-centric growth. The borough's new [Local Plan](#), [Jobs and Skills Strategy](#) and [Ealing's Economy after 6pm Strategy](#) are designed to ensure equitable distribution of new jobs and skills, with a focus on key growth sectors. The borough is following the '20-minute neighbourhoods' model whereby residents across the borough's seven towns can access jobs, services and amenities within walking distance of their homes.

About Ealing Metropolitan Centre

Ealing Metropolitan Centre's unique position on the city fringe, at the edge of London's central economic zone and close to Heathrow, within West Tech (one of London's three designated innovation corridors) has influenced a wave of major infrastructure investment. Ealing borough has been identified in the Mayor's London Growth Plan as an economy primed for major growth and investment. This is strengthened by its proximity to two key investment zones. Firstly, the UK's largest regeneration opportunity at Old Oak and Park Royal and its HS2 transport superhub, and secondly the WestTech London, a world-class hub for life sciences, business, and technological innovation which spans west London and is attracting investment of global significance.

There is a strong and highly engaged local business community represented by two business improvement districts (BIDs), Make It Ealing and In West Ealing. Both BIDs recognise the strategic importance of the Metropolitan Centre and the evolution it is undergoing largely thanks to its enviable connectivity, with two Elizabeth Line stations. The BIDs are enabling an attractive programme of events and activities to expand Ealing's fantastic offer for its residents, workers, and visitors.

It is the commercial heart of the borough, with the Metropolitan Centre hosting a range of commercial, civic, cultural, and social functions that attract people from across west London. Aided by the large University of West London campus, the centre has the highest concentration of knowledge-intensive employment in the borough. That includes nearly 4,500 jobs in financial and professional services, largely from a cluster of commercial offices along the Uxbridge

Road corridor. The Metropolitan Centre also functions as a sub-regional area of importance for the night-time economy as captured in the recently published Ealing's Economy after 6pm strategy. This commission seeks to build resilience in Ealing metropolitan centres through supporting a quality, curated mix of non-residential uses and the interaction of these uses with a quality supportive public realm.

About West Ealing

West Ealing is experiencing rapid change. It is located on the western end of the Ealing Metropolitan Centre and the key Uxbridge Road artery. Historically a leading retail destination, over the last fifteen years a number of large stores have closed or relocated to other regional centres. Additionally, West Ealing's competes with Ealing Broadway and Shepherds Bush on the retail offer, however, it is home to many international food institutions such as Zeit and Zaatar and retains a strong independent commercial identity. The commission will seek to revitalise West Ealing by building on this existing community pride.

Over the next few years, West Ealing will see the benefits from the Elizabeth Line through significant investments to deliver of nearly 1,800 new homes including two estate regeneration projects, 8500sqm of commercial space, 400 units student housing, over 100 co-living and 270 hotel beds. The incoming population will provide the opportunity to work with partners to secure West Ealing's commercial offer, elevate the restaurant offer, and increase spend on the high street.

West Ealing holds the highest cluster of development sites and site allocation in the Borough. The sites have various ownership schedules, with development taking place on private and council owned land. The

developments offer the potential to transform town centre arrival experience, station connectivity to the high-street, high-street economy and tackle challenges to ensure good placemaking can be achieved.

West Ealing station has undergone a major upgrade with the arrival of the Elizabeth Line. Together with TfL, the council is investing more than £8 million in West Ealing under the Liveable Neighbourhood scheme, delivering a programme of transport and urban realm improvements which aim to boost active travel and sustainable transport, creating healthy streets.

West Ealing benefits from a strong civic and business network, including In West Ealing BID, the Community Library, and the Caribbean and African Collective Ealing from the Mahaba Café on Orchard Road and the Lido Centre to the Ealing Advice Service and Mencap's Dare to Dream, these spaces highlight how the West Ealing community enable strong social connections.

The council is taking a proactive, cross-service approach to support the area, with increased community safety patrols and BID-led collaboration with police to improve crime reporting.

West Ealing is home to a vibrant network of community organisations and local enterprises that play a vital role in shaping the area's identity and resilience. Groups like Caribbean and African Collective - Ealing, The Store Cupboard have demonstrated strong local impact. The area also boasts some of the borough's best food shops and restaurants, reinforcing its cultural and economic vitality.

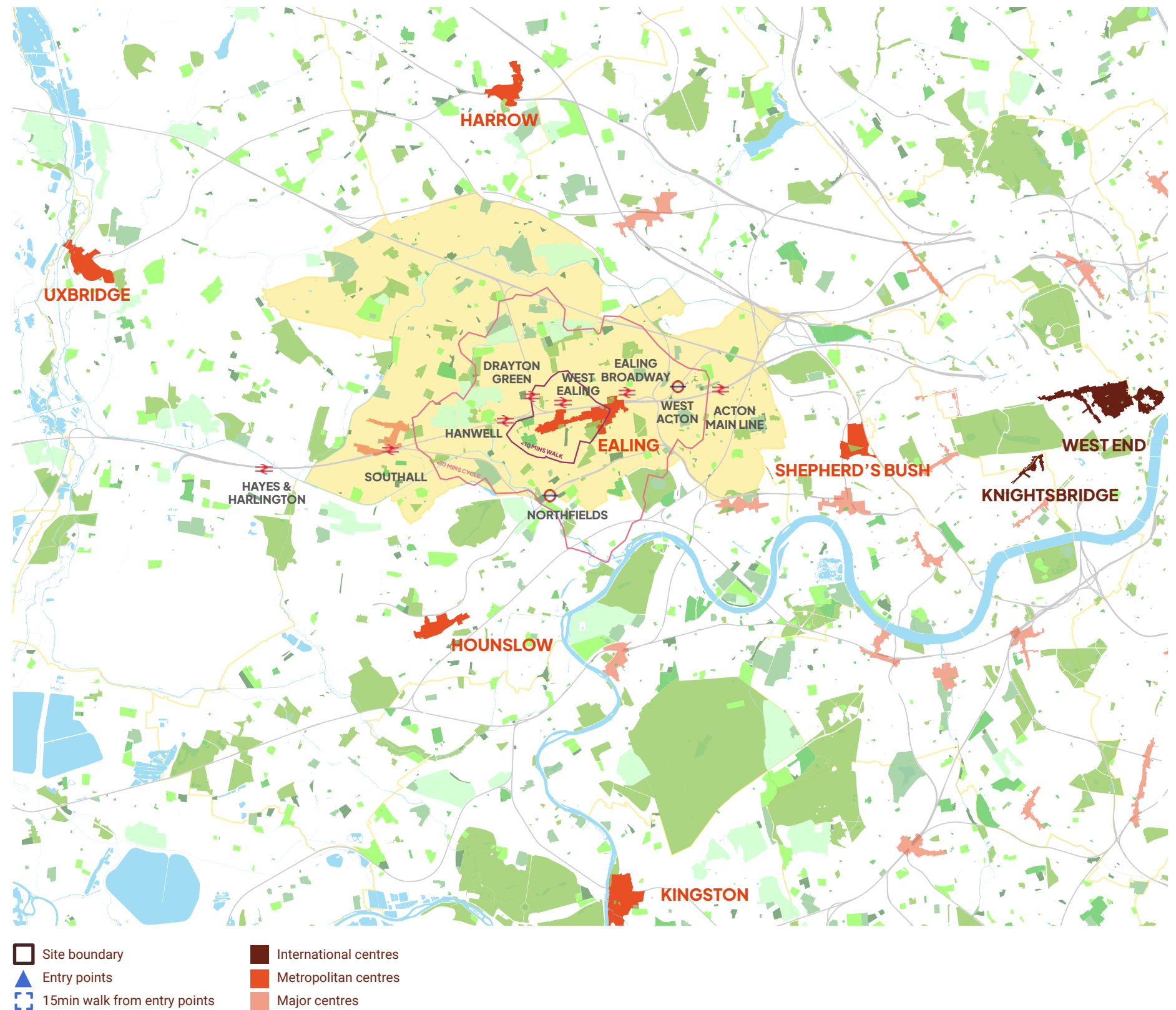
This map locates West Ealing in its wider regional context of west and central London. With West Ealing centrally located and contained within the wider Ealing Metropolitan Centre, we have mapped the region in relation to 10-minute journeys following the 20-minute neighbourhood principle adopted by Ealing Council.

A ten-minute walk covers most but not all of the metropolitan centre, and does not quite even reach Ealing Broadway station. It does however reach substantial numbers of residential streets.

A ten-minute cycle brings all of Ealing Broadway, Northfields, Hanwell, Drayton Green and West Acton within reach, and also gets the cyclist within a minute or two of the river Thames.

Only stations accessible by public transport and walking within ten minutes have been labelled. It is quicker to access centres west of West Ealing (e.g. Hanwell, Southall, Hayes & Harlington) than it is to access stations like Paddington and the Central Activities Zone. Further, no metropolitan centres are accessible within this range.

Analysis at this scale suggests that West Ealing's economic, cultural and community significance to strengthening and diversifying Ealing Metropolitan Centre is of primary importance, more than its competition with other centres across the region.



Map E1: Regional Context

4.2 Local Context

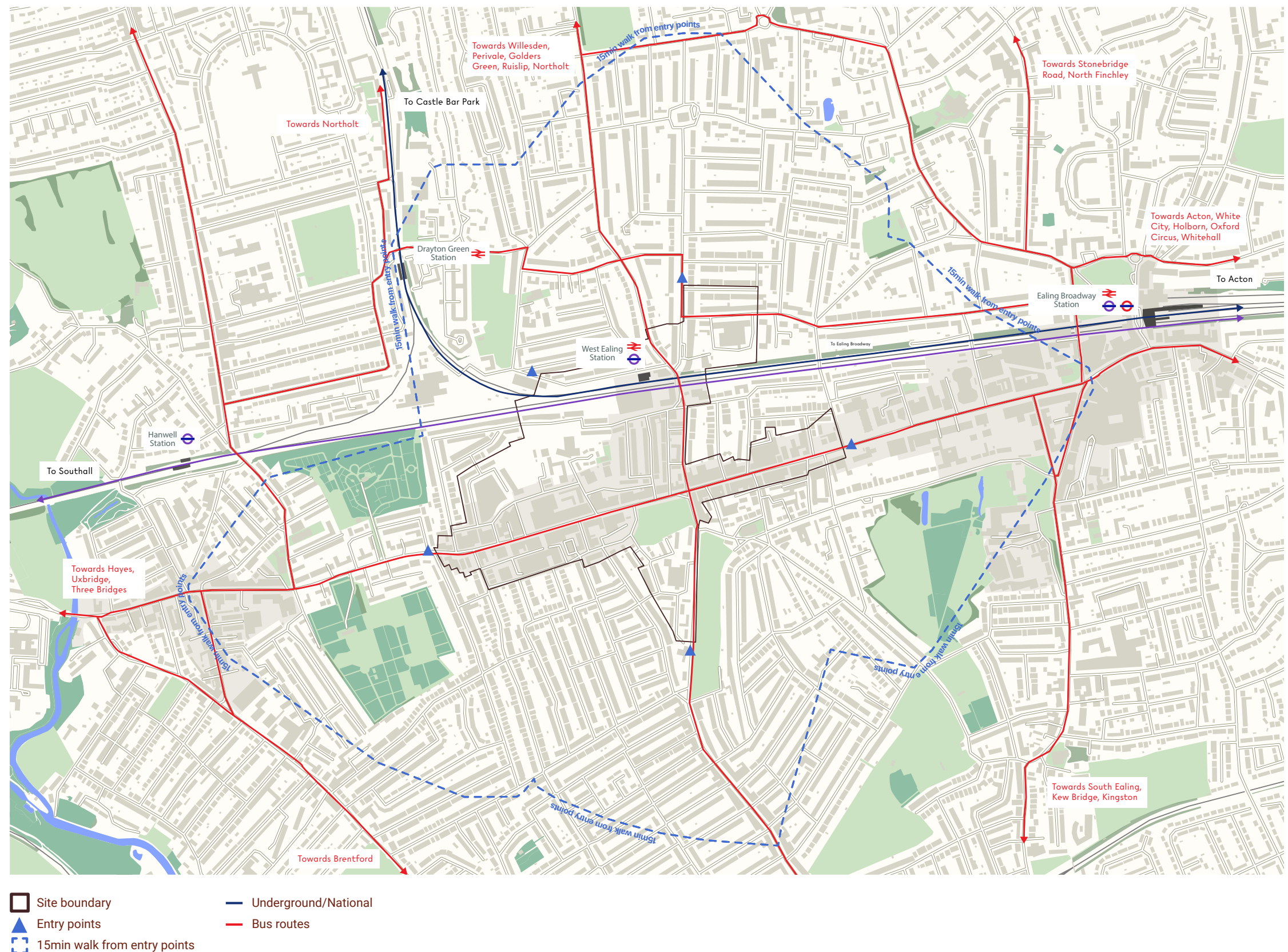
West Ealing benefits from unusually convenient access to high quality and varied green spaces.

In connectivity terms, the arrival of the Elizabeth Line at West Ealing has been, and will increasingly be, transformative. However Ealing Broadway continues to serve as the primary rail and underground gateway to the Metropolitan Centre, further reinforcing the 'centre of gravity' of the Centre being to the east.

In terms of buses, a wide array of bus routes bisect the study area, primarily west/east along Broadway and north/south along Drayton Green Road & Northfield Avenue.

In terms of pedestrian connectivity this map shows the area that can be considered within 15 minutes of the 'access points' to West Ealing. This area includes most (but not all) of the Metropolitan Centre (which itself is unusually large and linear) and also a wide variety of green spaces and routes.

West Ealing is unusual in having ready access not only to an established urban park (Dean Gardens) but also to distinctive growing space (the allotments along Northfield Avenue), two notable Victorian cemeteries) as well as Walpole and Lammas Parks to the east.



Map E2: Connections

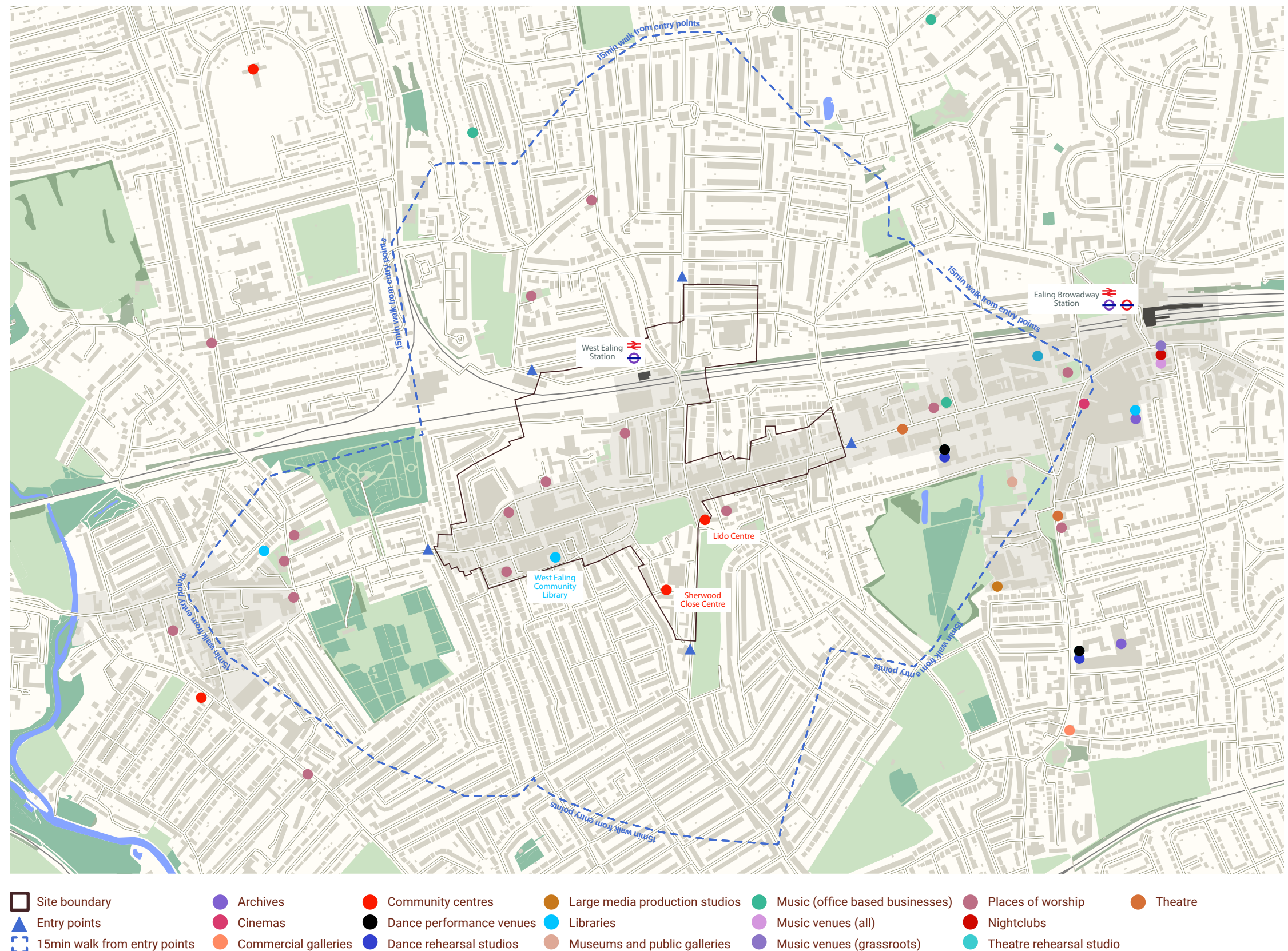


West Ealing is a place rich with community life.

West Ealing is not the 'centre of gravity' for economy, cultural & night-time economy uses in the Metropolitan Centre, with the majority of significant provision taking place elsewhere - particularly to the east around Ealing Broadway. However it is ideally placed to enrich the Metropolitan Centre's economic and cultural through supporting existing community ventures and adding new diverse uses - West Ealing is ideal as a 'lab' for new community-building uses.

There is a range of community centres - notably the Lido Centre and Sherwood Close community centre, plus other organisations and businesses in the area provide space for community life, for example Mahaba Cafe.

West Ealing's diverse places of worship - which outnumber all other public uses except retail and F&B in the study area - are a key part of the place's community infrastructure, offering community venues, programming and cultural activity. These are typically located somewhat away from the main commercial area and could therefore be key players in enhancing spaces 'off the high street'.



Map E3: Culture



West Ealing has relatively little statutorily-protected heritage.

Of the c.600 statutorily listed buildings in the borough, the West Ealing study area only contains one - a 19th century milepost (Grade II, 1079384). It does not overlap with any Conservation Areas although it abuts two - St. Stephens and Ealing Green. The primarily residential character of these areas means they have little heritage impact on West Ealing itself.

This condition is in marked contrast to Hanwell and the wider Ealing Metropolitan Centre, where heritage designations are far more prevalent.

There are however a number of locally-listed buildings focussed upon the Broadway, primarily emblematic of late c19/early c20 commercial and civic architecture.

Whilst a lack of statutory heritage might be considered a weakness, it also presents an opportunity to 'do things differently' and experiment in ways that might be onerous or impossible in other centres.



Map E4: Heritage

4.3 Local Context

There are multiple opportunities within West Ealing's existing urban form and character to create positive change.

Retail-related 'after dark' uses tend to predominate west of Dean Gardens. Waitrose and the area around West Ealing station are a secondary but not very structured or legible cluster.

F&B-related 'after dark' uses tend to predominate east of Dean Gardens, with a remarkably consistent run of this type of business. This eastern stretch might make more sense reinforced as an F&B cluster in the future.

After-dark uses fall away rapidly away from the main commercial streets.

There is a strong distribution of 'wellness' provision after-dark across the study area; this encapsulates various uses from gyms to beauty salons. As with supermarkets, these large uses can be a challenge after dark as well as an opportunity as they tend (not exclusively) to present quite blank frontage, for example ASDA, The Gym Group and Sainsbury's are all large-footprint and suffer from blankness at the ground floor.



Map E6: Urban analysis

West Ealing's historical development has a strong impact on how the area works today.

Pre-19th century

Situated between the Middlesex settlements of Hanwell and Ealing, the study area - then known as Ealing Dean - has no ancient nucleus but grew along the established Uxbridge Road as first rural, then increasingly suburban and urban ribbon development.

19th century

The arrival of the railway to the north did not shift the 'gravity' of commercial and cultural activity in West Ealing but rather created a secondary, smaller centre of activities focussed upon the station and running north along The Avenue. The railway led to a series of industrial premises locating along the railway corridor - much of this has now been replaced with mixed-use or residential development. The West Ealing area was notable for its large number of plant nurseries, market gardens and allotments - a land use which survives along Northfield Avenue.

Early 20th century

Suburban housing infill, capitalising upon easy access to central London, 'filled in' the greater extent of previously undeveloped land, leading to a more-or-less continuous urban grain (e.g. between West Ealing and Ealing Broadway) only broken by parks and movement corridors.

At this point in time Dean Gardens works as a municipal park fronting Uxbridge Road but also as part of a much larger allotment garden space to the south of the centre.

Postwar

The 1950s through to the 1980s saw a series

of significant redevelopments of West Ealing. The previously quite granular and continuous grain of terraced housing was comprehensively redeveloped to provide modern public housing estates (both north and south of the Uxbridge Road), new deep-plan commercial retail and supporting community amenities (most notably the J. Sainsbury store, 1984, and public library) and lastly to ease car access to the town centre, with significant multi-storey car parks built to both north and south. As part of this, new 'back roads', Singapore Road and Leeland Terrace - were created with the idea of easing congestion on the Uxbridge Road. These created issues of severance that have not yet been resolved today.

1990s-2010s

Recent decades have seen the ongoing replacement of postwar housing with new mixed developments. This has refreshed the housing stock but has left the urban grain more or less as it was adjusted in the postwar period, though at Singapore Road creating a more street-orientated pattern than the modernist housing.



Singapore Road / Green Man

Victorian terraces at this location were replaced in the postwar period by a system-built housing estate and school. A multi-storey car park was built on Tewkesbury Road and a new access road for vehicles, Singapore Road, was created. Subsequent development has retained Singapore Road whilst more directly addressing it to form street frontages.



Leeland Road

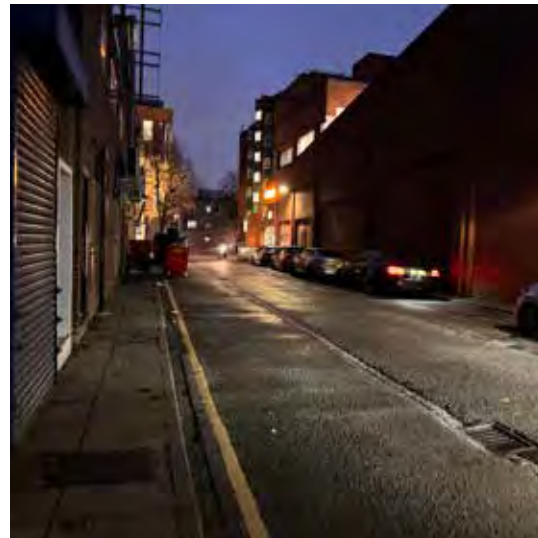
A series of compulsory purchases cut a new vehicular route through the terraced urban grain at this location, allowing for a new multi-storey commercial centre developed by J. Sainsbury, that also provided a public library and sheltered housing. In the wider street network it led to quite a fractured suburban condition.

Sherwood Close

A swathe of new housing was built on former market garden land in the postwar period. This development expanded Dean Gardens southward though ultimately led to a blank elevation between the housing of Tawny Close and the park itself.

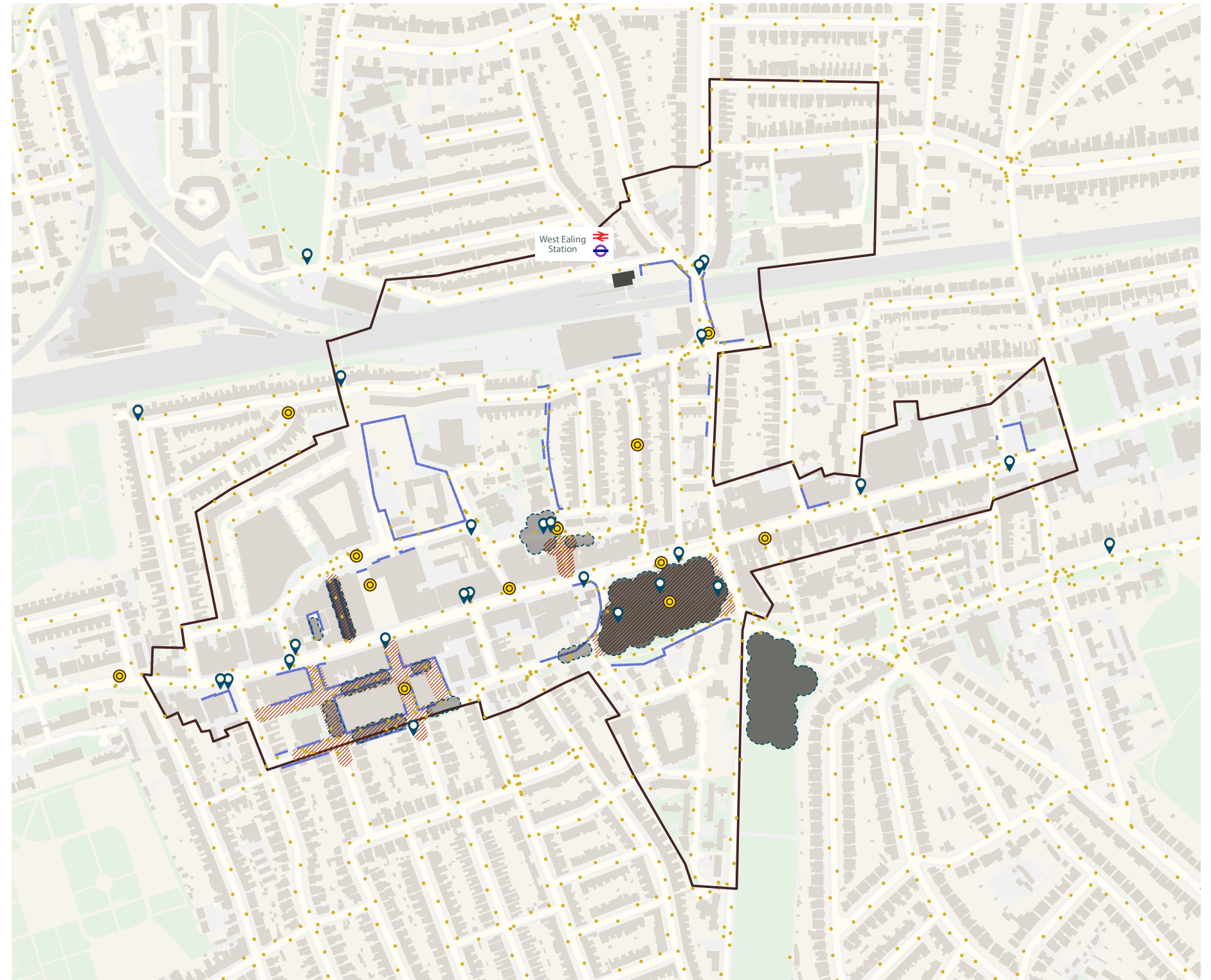
Postwar development

Pre-WW2 grain
Postwar interventions



West Ealing has many positive ingredients toward a safe evening and night-time economy and also a set of clear issues and challenges.

On the following page we explore the issues and opportunities revealed on the map adjacent.



Site boundary Observed dark areas (after 7pm) Lights
 CCTV Observed unsafe areas (after 7pm) Positive lighting
 Crime spots Blank frontages

Map E7: CCTV, crime hotspots, darkness, unsafe spaces

After-dark Analysis

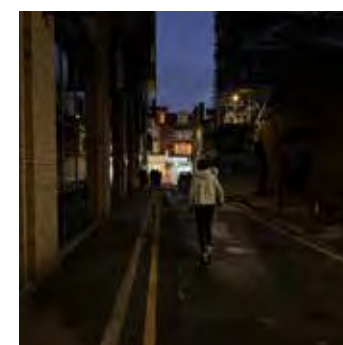
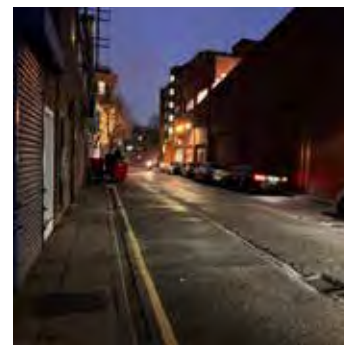
These photographs and observations were made during two 'after-dark' visits to West Ealing, one around commuter time at 5pm (Winter) and another after most commuter movements at 7-9pm (Winter). Our walks were undertaken with Susannah Walker (In Her Place) advising us in particular from a Womens' Safety perspective.

The following are key general points, with more detailed analysis accompanying the photographs adjacent.

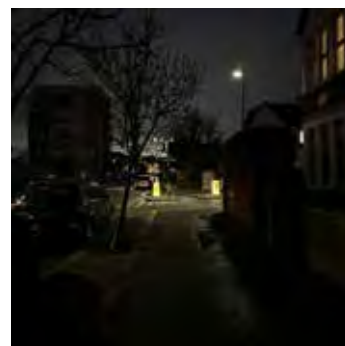
- Businesses, especially those that open later into the evening or night, play a powerful role in creating a relatively positive sense of Uxbridge Road as a safe space and route. All the ingredients are here for a lively and safe-feeling public realm along the main commercial space. Breaks in this provision, for example through vacancy or blank windows, are highly noticeable in this context.
- Accordingly, when businesses are open and lively there is a strong positive impact and this is missed as they close, with a noticeable drop-off in general safety perceptions after 7pm - businesses that stay open (particularly Sainsbury's) start to feel isolated.
- Backland spaces and routes, including delivery bays, pedestrian passages and vehicular 'backs' are typically unsafe and suffer from issues of lighting and overlooking. The challenges here are more profound and are not helped sufficiently by current street lighting design.
- The nature of street and public space lighting in West Ealing is typically inadequate and too orientated toward vehicular traffic safety, and in places contributes to negative perceptions at street level.



The main Uxbridge Road corridor benefits from a range of positive contributions, including some that extend after dark into the evening economy. Glazed gyms, open-fronted shops with employees clearly visible and festoon lighting all make a positive contribution. Conversely, vacant premises, stalled sites and vinyl-clad windows have a strong negative impact.



Commercial and cultural 'backs' - whether well lit or otherwise - create a negative impression and long stretches of blank frontage where ASB and poor refuse management can flourish. Elements like trees and scaffolding, inadequately planned for, can damage continuity of lighting.



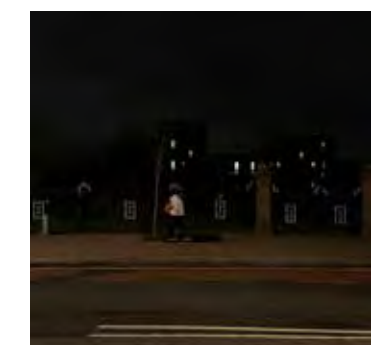
New-style LED lighting is traffic orientated and frequently has a negative impact, darkening faces and not contributing meaningfully to ambient light levels. Ironically, older-style mono-sodium lighting (right) has a stronger positive ambient effect.



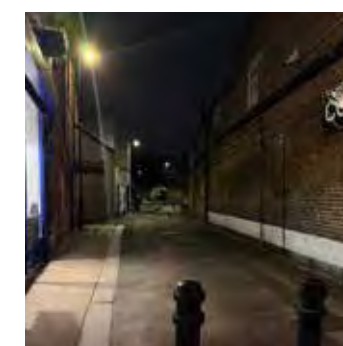
More affluent areas benefit from lighting that creates a positive, safe-feeling ambience.



Though with many positive qualities as a space, after the closure of the flower stall and community library the Melbourne Avenue space feels unsafe and Sainsbury's feels isolated. Light levels and quality drops off rapidly 'one block back'



Dean Gardens is very dark when the light fades. Even illuminated roads are lit by top-down, highly directed lighting that does not enhance perceptions of safety or visibility.



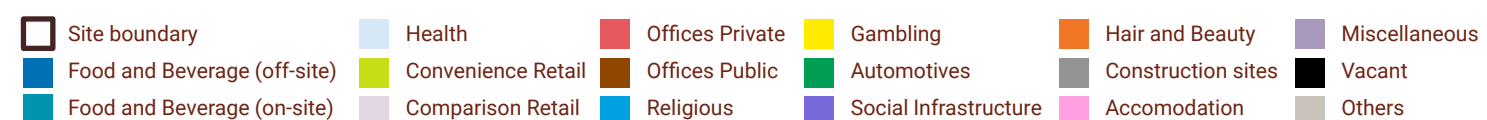
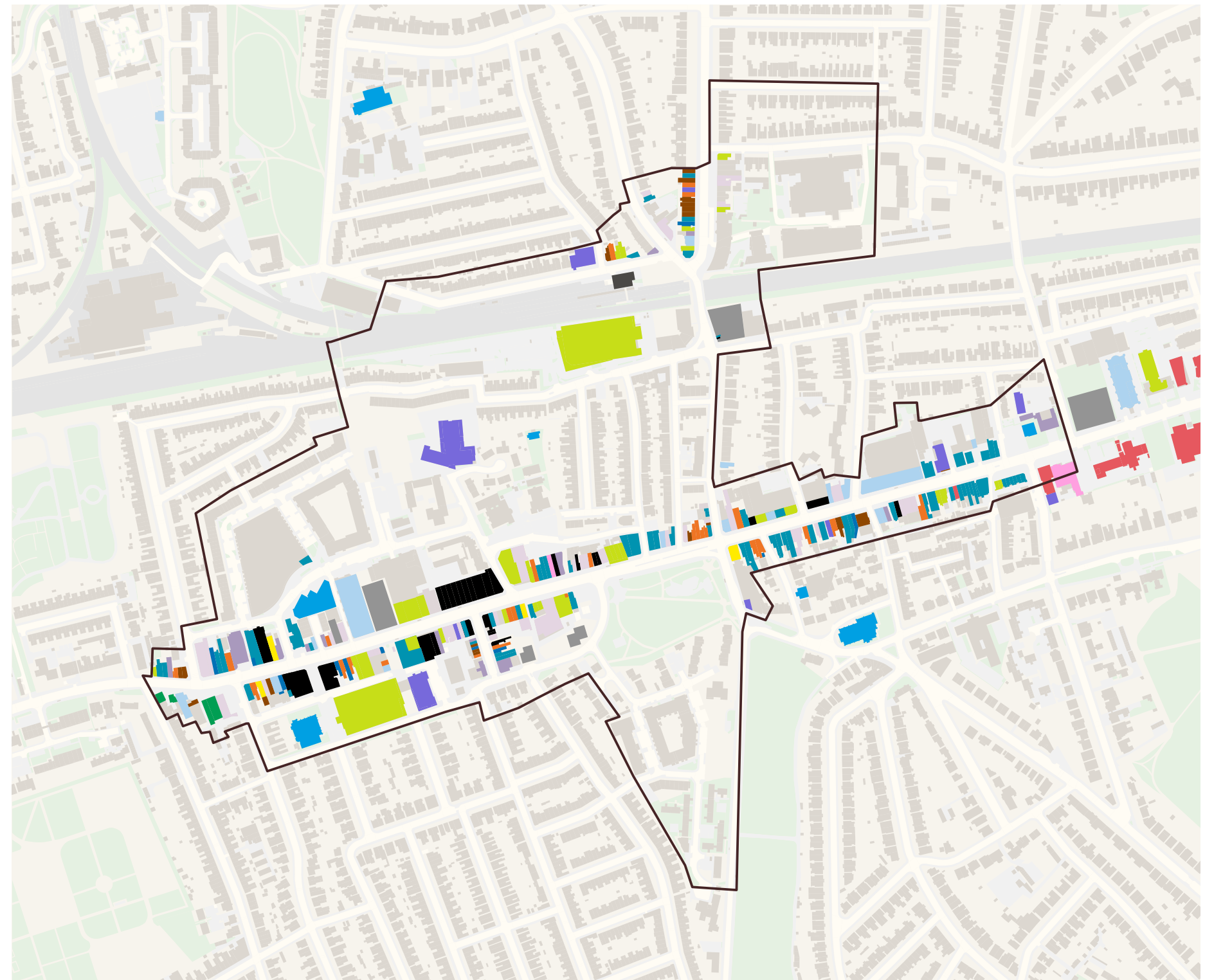
Green man passage is a relatively positive and well-used pedestrian and cycle backland route. It benefits strongly from adjacent uses such as the nursery. After their closure the route feels considerably less integrated and the immediate connection to the High Street feels unsafe.



West Ealing already has a ground floor ecology of defined character with relatively few - but large and noticeable - vacancies.

It is not a blank slate. Retail and food uses dominate the main frontage, while faith, community, and third-sector uses provide important anchors. Places like the community library, local churches and mosques provide important spaces to meet, while cafés and restaurants are also treated as places to work, gather and socialise.

There are clear gaps. Provision for young people is limited, and there are few places that work well in the late afternoon or early evening. Social, cultural and civic uses are present but lack street frontage or are hidden away on upper floors. Many community-led activities rely on volunteer effort and short-term arrangements, which makes them fragile and ephemeral.



Map E8: Ground floor uses

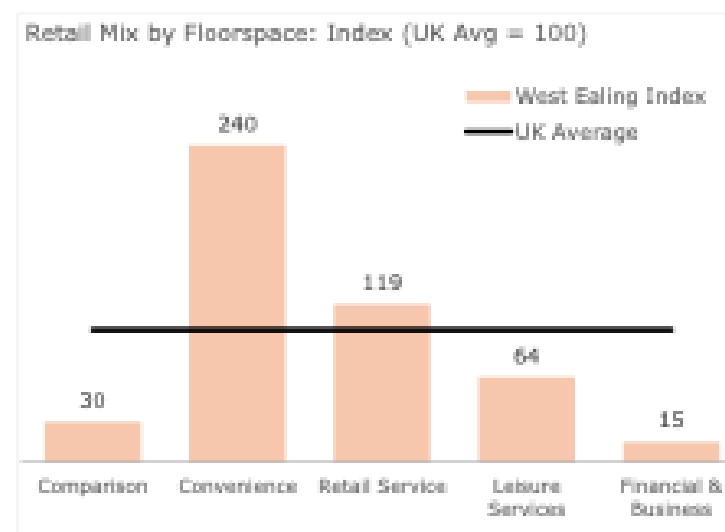
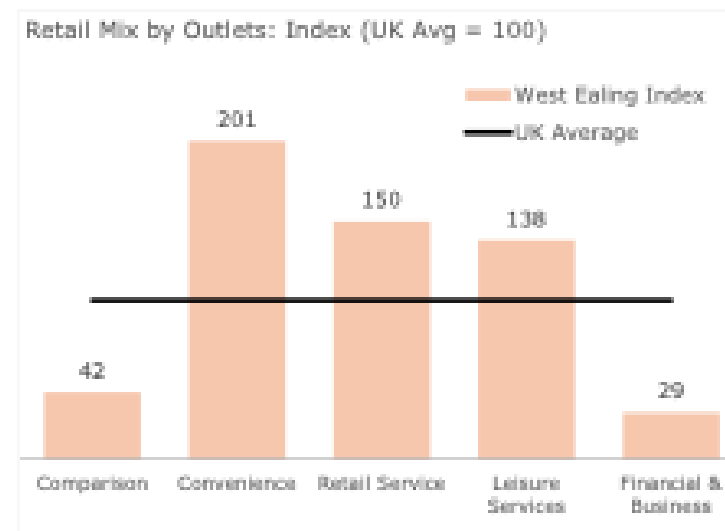
Ground floor uses and the local economy

Purpose and Character

West Ealing is predominantly a local centre that serves a nearby residential community. It is in close proximity to larger centres, including Ealing Broadway (less than one mile away), which is more likely to attract visitors from further afield. This is arguably a strength, however, as West Ealing has latent potential to ‘anchor’ a place that can be an attractive, liveable and family-orientated neighbourhood.

The data bears this out: convenience retail is the dominant category, accounting for 67% of total floorspace, driven by strong supermarket provision (Sainsbury’s, Tesco, and Waitrose) alongside an above-average concentration of bakers, butchers, fishmongers, grocers, and health food shops. These are the hallmarks of a well-served local high street. Comparison goods provision, by contrast, is notably limited at just 12.69% of floorspace versus a UK average of nearly 43%, with no department stores, no major clothing chains, and an almost complete absence of the national multiples that characterise larger town centres. Retail services modestly over-index (health and beauty, dry cleaners, post office), while leisure services tend toward everyday dining and socialising – fast food, restaurants, and pubs – rather than destination entertainment.

While the vacancy rate (14.6% of floorspace) is almost exactly in line with the national average (14.2%), we note that this includes some larger, prominent and highly visible units which heightens the perception – if not the reality – of a high street in decline. This too is an opportunity, as targeted intervention to tenant these spaces on a permanent or meanwhile basis can have a material impact on the high street’s function, character and sense of place.



In summary, West Ealing’s current ground floor retail profile resembles a neighbourhood centre, ably meeting day-to-day needs, with a distinctly independent, community-serving character. This is a strong foundation for evolving the wider neighbourhood as a more attractive and distinctive family-friendly neighbourhood.

Current Ground Floor Uses

The neighbourhood centre has a total of 256 spaces across all categories and including vacant units. Convenience retail (food and essentials) is the dominant category, accounting for 67% of all floorspace, which is more than twice the national average. This is largely driven by the presence of three large-format supermarket chains (Sainsbury’s, Tesco and Waitrose), but also includes strong representation of dry-cleaners/laundrettes (5 units); vehicle repairs and services (6 units); and pharmacy (4 units).

That West Ealing ‘over-indexes’ in almost every category of independent food business (butchers, bakers, greengrocers, delicatessen, etc.) also suggests a high street that relies on regular day-to-day custom from local residents more than infrequent visits from further afield. This is likely influenced by the fact that it is so near and seamlessly connected to Ealing Broadway, which functions as more of a district centre.

There are niche specialisms in cycle sales and accessories (2 units), electrical and durable goods (6), and vehicle repairs and services (6), all of which are significantly above the national average.

By contrast, West Ealing under-indexes in most comparison retail categories. There are no department stores or clothing chains, no footwear shops, and no major mixed-goods retailers like Argos, TK Maxx or WHSmith. The only national retailer in this category that is present in West Ealing is Boots.

The leisure services category skews markedly toward fast-food and takeaways. This would be problematic if it there were no alternative to these offers, but – importantly – West Ealing also boasts an above-average number of restaurants (16), pubs (8) and health food shops (3). And until there is a more robust evening offer for

adolescents and teenagers, we note that low-cost fast-food outlets often double as important spaces to meet and socialise.

There are obvious gaps in financial and business services, with only two remaining retail banks, no building societies and few financial services. This reflects a national trend for closing bank branches, but it still well below average.

This all describes a high street that functions as a convenience- and service-led local centre. The almost total absence of national comparison retail is likely due to their easy availability in nearby centres like Ealing Broadway. West Ealing is better geared to meeting the everyday ‘needs’ of an immediate local market than the occasional ‘wants’ of a larger catchment. This suggests a fundamental resilience and significant opportunity for West Ealing to distinguish itself as an inclusive place to live for a more rooted and settled community.

For placemaking purposes alone, however, we note some critical gaps and vulnerabilities that could be pro-actively targeted through a Ground Floor Uses Strategy:

- Cafés: While there are already 7 cafés in West Ealing, this is still only half the national average. This is significant inasmuch as cafés also double as low-cost spaces to socialise and – increasingly – places for remote and hybrid workers to meet and work outside the home.
- Bars and Wine Bars: There are only two outlets in this category, which is only one-third of the national average. Accepting there are downsides to an evening offer which is overwhelmingly alcohol-led, there is still scope for increasing this offer to extend dwell time

and footfall in the evening.

- Independent Food and Restaurants: There is already a slightly above-average representation of this category, but a strong food offer can be an important differentiator from Ealing Broadway which tends more toward conventional high street brands and multiples. This can also be a counter-weight to the dominance of fast-food and takeaway offers, potentially through opportunities that are scaled for start-up businesses (e.g. kiosks, concessions and market-style offers).
- Sports and Leisure Facilities: It is notable that West Ealing significantly over-indexes in sports and leisure by the number of outlets (index = 152), but under-indexes by total floorspace (index = 59). This suggests a number of smaller units, with opportunity to deliver at least one large centre that serves a larger and more diverse market. Once again, these can be valuable spaces for local residents to meet, socialise and connect.
- Community and cultural infrastructure: Some space should be made available for added community and cultural infrastructure, with a defined focus on cultural production over cultural consumption – i.e. affordable studios over galleries, recording studios over gig venues, etc. Arts production is better geared to the local market, with the secondary benefit of creating a local constituency with the interest and wherewithal to advance a cultural, community and public art objectives. These can be defined and initiated with existing faith and community organisations and, ideally, in close consultation with nearby schools and young people.

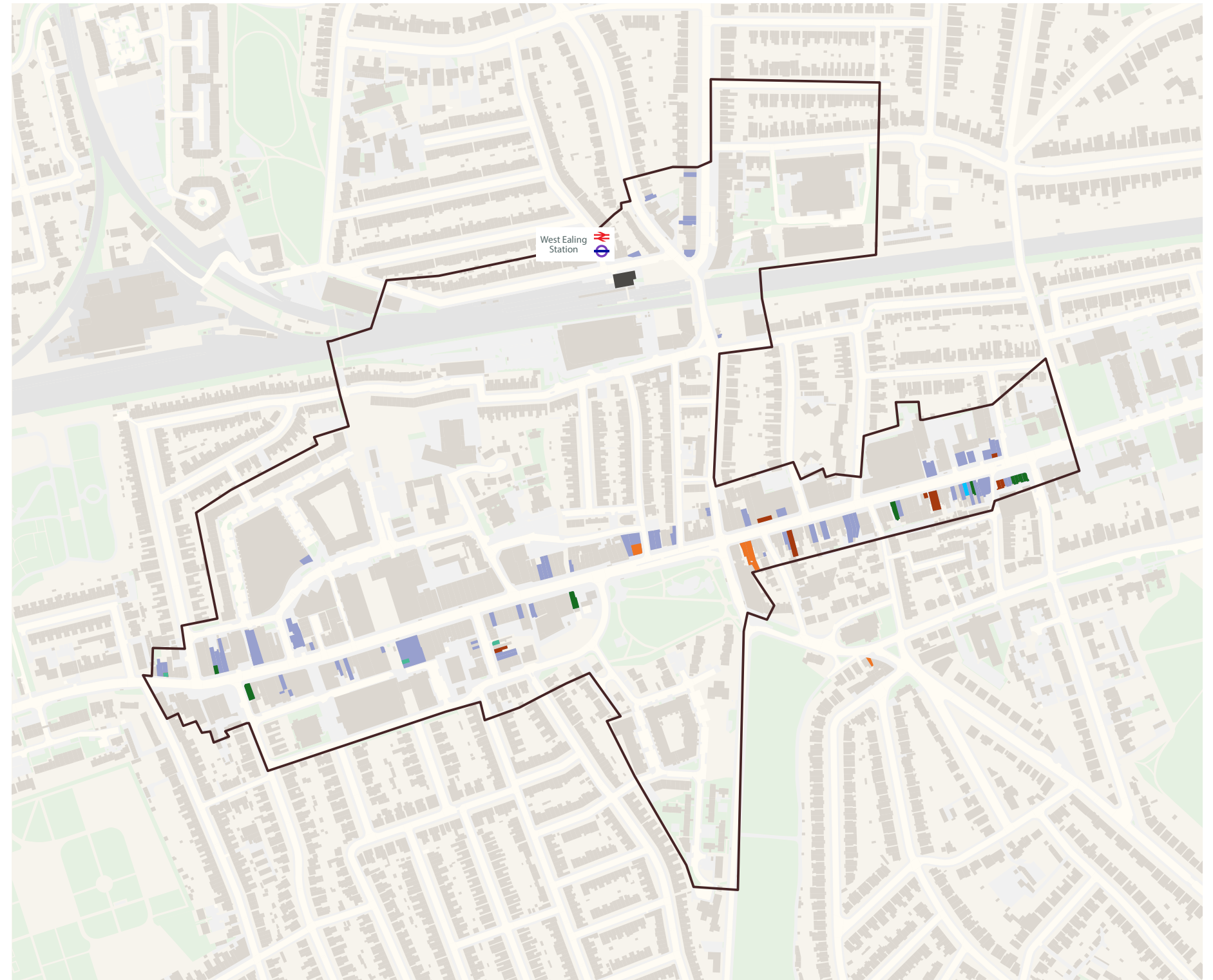


West Ealing has a unique and rich food culture

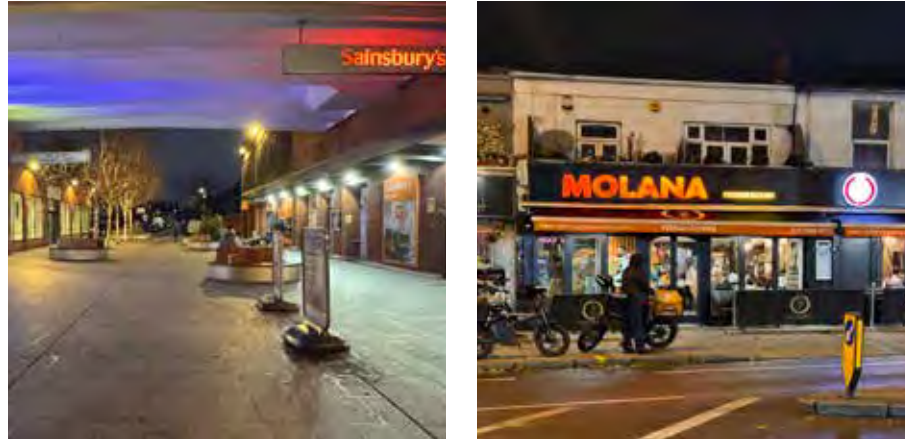
Reflecting the area's history and patterns of migration, West Ealing benefits from a concentration of restaurants serving Persian, Somali, African, Caribbean, Lebanese, Indian and Nepalese food. These are often vital locations culturally as well as simply to eat.

Spatially, these restaurants do not particularly cluster together and are both spread and mixed-up in quite a diverse way throughout West Ealing. Further examples, though highly dispersed, can be found in suburban areas outside of the town centre, but not enough to register as an additional cluster comparable to West Ealing itself.

Many of these businesses - to take London Sangaki as one example among many - offer both a culturally-vital service to particular communities and also a cultural experience and education of relevance and meaning to Londoners and visitors.



Map E9: Food



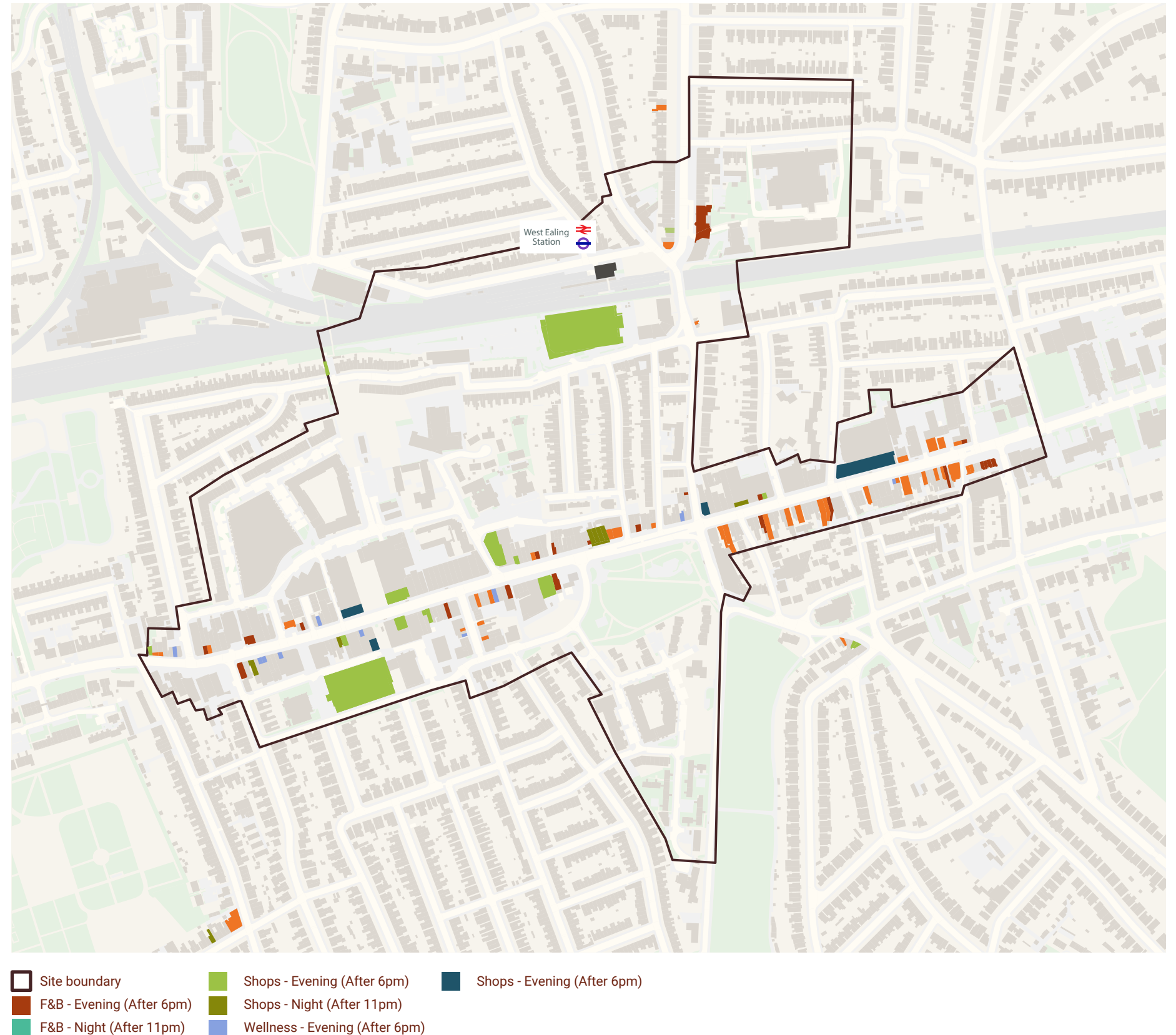
West Ealing has a positive distribution of 'after dark' uses, and food & retail uses tend to cluster together.

Retail-related 'after dark' uses tend to predominate west of Dean Gardens. Waitrose and the area around West Ealing station are a secondary but not very structured or legible cluster.

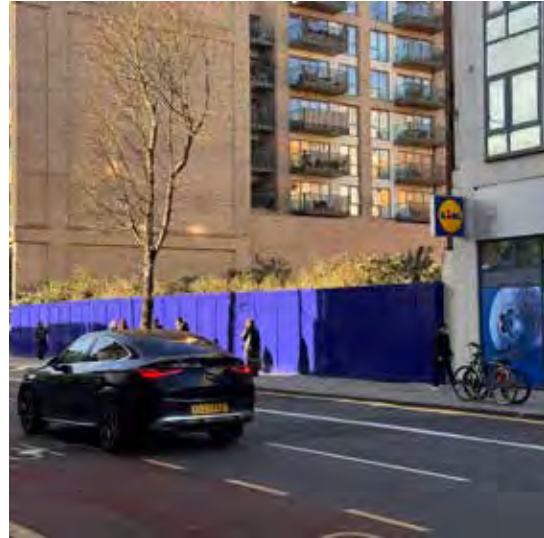
F&B-related 'after dark' uses tend to predominate east of Dean Gardens, with a remarkably consistent run of this type of business. This eastern stretch might make more sense reinforced as an F&B cluster in the future.

After-dark uses fall away rapidly away from the main commercial streets.

There is a strong distribution of 'wellness' provision after-dark across the study area; this encapsulates various uses from gyms to beauty salons. As with supermarkets, these large uses can be a challenge after dark as well as an opportunity as they tend (not exclusively) to present quite blank frontage, for example ASDA, The Gym Group and Sainsbury's are all large-footprint and suffer from blankness at the ground floor.



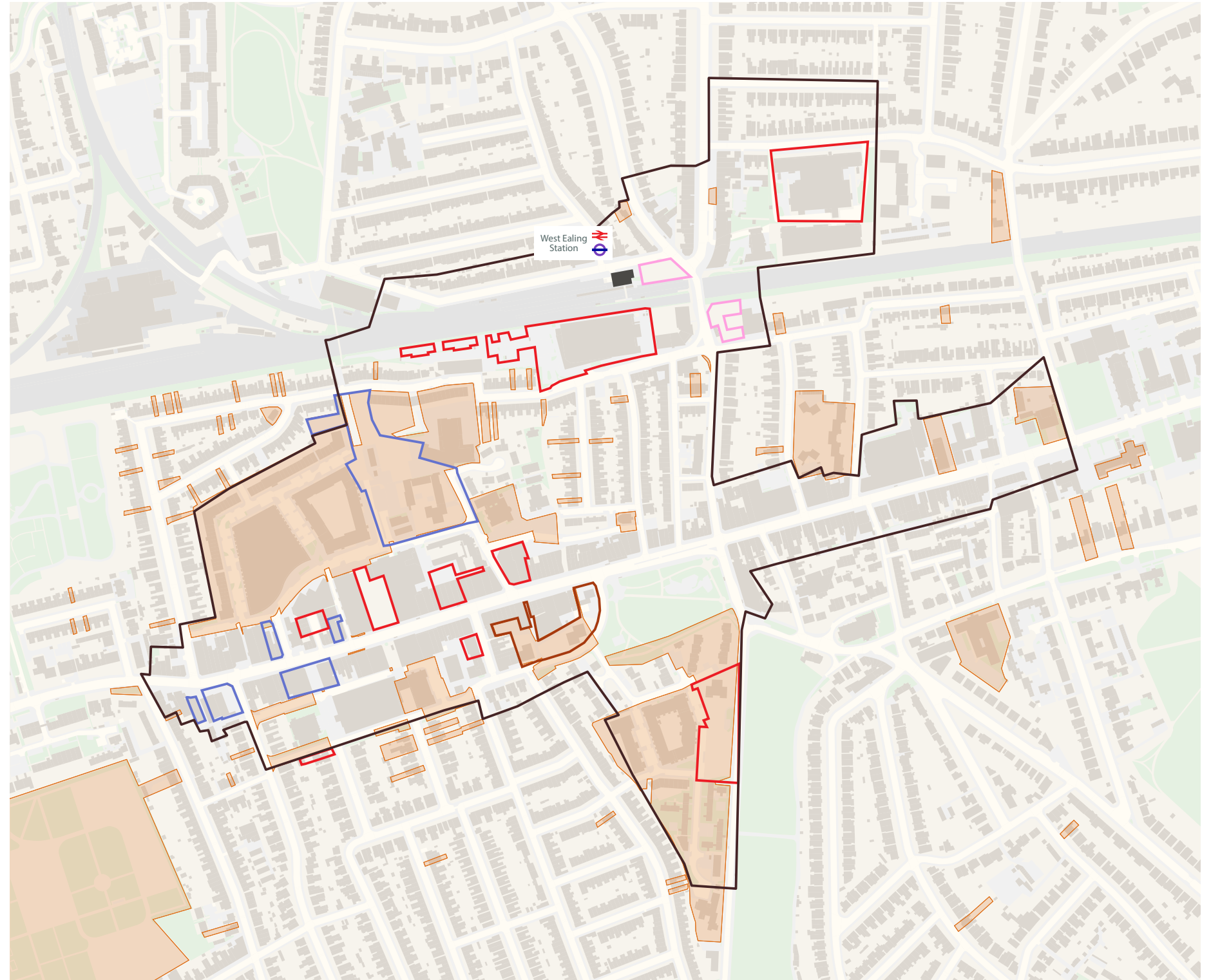
Map E10: After-dark uses



West Ealing is experiencing challenges of legibility and liveliness due to a number of stalled or empty sites and ongoing development

In line with wider challenges experienced by development in London today, West Ealing is host to a number of stalled or empty sites, with permissions intact but which are not currently moving forward. The result is a relatively high occurrence of blank frontages and hoardings, and disused buildings which do not make a positive contribution.

However, if properly marshalled this array of development sites could play a huge role in enhancing the public life and urban design quality of the area.



- | | |
|-------------------------------------|---------------------------------|
| Site boundary | Planning applications - Granted |
| Land Registry Public Tenure 2014 | Construction |
| Planning applications - In progress | Construction - Paused |

Map E11: Land ownership

4.3 HSPL Principles & Objectives

As part of the GLA's High Street Place Labs programme, this project needs to demonstrate its alignment with the Principles & Objectives of that programme. Here we present a summary of this alignment.

Strategic Principles

Principle 1 – Building Delivery Partnerships in West Ealing's local economy.

- Placemaking should be anchored in a clear understanding of the local economy across day, evening, and night-time activity. It must identify the types of commercial uses, sectors, and businesses the area can viably support, now and in the future. Commercial activation should be integrated with public realm improvements to create welcoming, accessible, and vibrant spaces. The public realm must be designed to enable economic activity—supporting footfall, dwell time, and community interaction.
- Strengthen and expand collaborative partnerships in West Ealing to deliver commercial activation—working closely with local stakeholders and partners—to co-invest in and co-create a vibrant, successful high street and town centre. This includes fostering inclusive engagement with landowners, businesses and community assets.
- Enhance the vitality and viability of West Ealing's high street through the non-residential development delivery and impact on West

Ealing high street, smart coordination and targeting of borough resources—such as S106 agreements and Community Infrastructure Levy—while complementing existing central government, GLA, and private sector investments. This approach will align with and help deliver the Council's New Local Plan, Ealing's 20-Minute Neighbourhood Vision and Framework, Jobs and Skills Strategy, and the Economy After 6pm Strategy, alongside initiatives like the West Ealing Liveable Neighbourhoods scheme and TfL-funded LIP development plans.

Principle 2 – Building Local Pride in West Ealing

- Embed Ealing's Connected Communities vision in the context of non-residential uses and the public realm proposals and how they can increase social connection to improve social, health and wellbeing outcomes.
- Tackle structural inequalities by working with West Ealing's diverse communities to foster and amplify a sense of shared stewardship and civic pride in the area. This includes creating inclusive, safe, and thriving public spaces where residents and businesses can actively participate in the local economy. Engagement should prioritise under-represented groups, including Black and minoritised communities, young and older residents, disabled people, and those experiencing economic hardship, ensuring their voices shape the future of West Ealing.

Principle 3 – Tackling the Climate Emergency in West Ealing

- Embed climate action into all strategies and projects to reduce carbon emissions and enhance West Ealing's resilience to climate change. This could involve promoting green and blue infrastructure and supporting circular economic initiatives. The placemaking delivery plan will prioritise healthier lives, a greener borough and financial resilience through quality design and retrofit, and the Healthy Streets agenda, taking proactive measures around overheating, flooding, climate vulnerabilities, while building local partnerships to deliver circular economy approaches to ground floor fit out and meanwhile use.



West Ealing Action Group at WE Community Library, 17 March 2026.



Ealing Young Champions session undertaken during HSPL project



Community Garden increasing the climate resilience of West Ealing

Objectives

Objective 1 – Inclusive Growth in West Ealing

- Economic opportunities: How to improve short-, medium- and long-term inclusive growth opportunities in West Ealing for local people, local businesses trading and the people they employ.
- Non-residential uses and associated public realm: Consolidate existing studies listed under appendix 3 to convey a coherent approach to public realm that supports existing and future non-residential uses and the vitality of the area as a whole. Identify gaps / areas of improvements in these existing studies. Identify how design of commercial service areas on connecting and peripheral streets to the Uxbridge Road (for example, St James Ave, Greenman Lane, Singapore Road, Canberra Road) can encourage good use of underused public space.
- Support the creation and retention of affordable and flexible workspaces in West Ealing, particularly reflecting the Council's Affordable Workspace Delivery Plan's actions. This includes identifying local growth industries and developing actions to deliver community spaces and civic infrastructure.

Objective 2 – Repurposing and/or activating vacant spaces in West Ealing including back of house environs.

- Delivery plan for non-residential ground floor uses: Work towards creating a plan on how to direct S106 and CIL money and where to prioritise. Unlocking ground floor uses, design and access at street level (Uxbridge Rd sites), cut throughs (e.g. Green Man Passage), and South to North connection from the High Street (Uxbridge Rd) to West Ealing Station.
- Bring empty shop units and buildings in West Ealing back into use for community organisations and local businesses. This could involve conducting a local asset review, engaging with landowners and landlords, and enabling meanwhile uses and pop-ups. Toolkits for spatial interventions and capacity-building for local groups can help activate these spaces and reinvigorate the high street.
- Develop a back of house action plan to help address issues arising from anti-social behaviour and crime hotspots on secondary streets on the north-south parallel to the Uxbridge Road (in particular Leeland Road, Canberra Road, Singapore Road), and streets connecting to the Uxbridge Road. Propose design principles for access to residential accommodation above commercial units which are accessed from the back of house environs.

- Develop principles for enhancing public realm spaces, to transform underutilised areas into welcoming and attractive environments for public use. These principles should prioritise practical solutions that meet the servicing requirements of existing businesses, while ensuring high-quality public realm design that works within those operational constraints. Opportunities for activation, such as greening, should be maximised wherever possible, without compromising the functional role of the space.

Objective 3 – Evening and night-time, and cultural activation in West Ealing

- Address gaps in cultural offer and infrastructure in West Ealing and identify locations for meanwhile use which may support existing cultural institutions and artist space to remain and grow in West Ealing. Ealing's Cultural Infrastructure Plan will inform supplier.
- Develop the infrastructure and partnerships needed to grow a diverse and inclusive evening and night-time economy in West Ealing. This includes working with and convening Questor's Theatre, pubs, night-life communities, local businesses, cafes and residential and civic groups to co-create a West Ealing Night-Time Plan. Pilot events and targeted interventions can help reintroduce vibrancy to areas experiencing a decline in night-time activity and spending.



West Ealing Community Library



Vacancy on the Broadway, West Ealing



Existing local businesses enhancing safety and vitality on Broadway.

4.4 Methodology

Baseline analysis

Extensive baseline desk analysis was undertaken, mapping topics and data in an ‘as live’ way as possible, particularly in relation to crime/anti-social behaviour information. The team looked beyond West Ealing and Ealing Metropolitan Centre’s boundaries to situate the place in its local and regional context.

Site exploration and expert group

Baseline analysis took place at the same time as extensive site visits, including repeat visits (3 no.) after dark late into the evening. The team were therefore able to build an experiential and empirical portrait of the place to stand alongside desk analysis and mapping. As part of this process, safety/violence against women and girls (VAWG)) advisor was individually taken on a tour of the site and introduced to key council officers.

Co-design and community engagement

The project benefited from the prior existence of the West Ealing Action Group, which met twice during the development of the project to advise on priorities. It is anticipated that this group will continue to be a crucial sounding board for the development of the project and Catford town centre more broadly.

Additionally, the design team facilitated a session with the Ealing Young Champions to gain insights from local young people. Again findings have directly informed proposals and there is an expectation of repeat engagement.

Principle-based design

Working in tandem with analysis and evidence gathering, the team of DK-CM and Fourth Street developed and tested a ‘vision’ for the future of West Ealing town centre supported by a series of design principles. These have informed all subsequent design development and will also help to ensure that, if some current expectations and assumptions are not borne out, the principles informing decision-making remain rigorous and useful

Strategy & Prioritisation

Working closely with Susannah Walker, our safety/VAWG expert, we developed a spatial and temporal prioritisation strategy for projects based upon the principle of a primary safe route through the town centre - which in the case of West Ealing is formed of the High Road (Broadway) and secondary High Road (Northfields Avenue). The priority for public realm interventions was about enriching this key route into the wider network of streets and routes, particularly North/South connections.

Three ‘connection’ spaces were developed as sub-areas to help structure and organise proposals.

Shortlisting & Design Development

Projects were longlisted, shortlisted and then sense-checked with the client team to arrive at a nuanced suite of recommended proposals, all organised by their response to the strategy, prioritisation and design principles.

Collaboration across HSPL projects

We exploited the HSPL programme, of 12 parallel studies, to share our own insights throughout the process and learn from other projects with comparable issues.

Iteration & Finalisation

A final suite of projects have been delivered and supported by a detailed ground floor uses strategy for each ‘connection’ space. Each one is evaluated in terms of budget, prioritisation and other delivery considerations, as well as their response to the underlying Vision and Design Principles.

4.5 Engagement

West Ealing Action Group, 3 December 2025

The meeting was attended by diverse representatives of the community including community organisations, developers, businesses and public servants. The group discussed Opportunities, Challenges and Quick Wins.

OPPORTUNITIES

- Independent, local and diverse:
- Diversity is our greatest opportunity
- Celebrate West Ealing as a local and unique place and community
- Champion local and independent businesses, economy and third sector organisations
- Great middle eastern food economy - bakers, restaurants, supermarkets
- Give people and businesses opportunities in their own neighbourhoods/areas
- Social Infrastructure / Connection:
- Create a framework to facilitate and support community groups and third sector organisations
- Focus on young people and their experiences in West Ealing
- English language education to bring communities together
- Work with commercial organisations to develop a hub to empower residents (new and existing) with skills to enter the workforce.
- Build a shared community vision for positive change
- Connect new and existing residents through active and community focused GF uses.
- Integrate third sector organisations into public life and commercial spaces with more visibility on the high street
- Create an affordable multifunctional space for everyone, managed by local people with

integrated technology to link spaces, events and maintenance.

Programming:

- Curate Melbourne Avenue as a social gathering space with live music and cultural events
- Appreciate the valuable assets of Leeland Road Market and monthly A2Dominion market
- Events for different communities e.g. the CACE annual carnival in Set's exhibition space.
- Night-time economy doesn't always mean alcohol, it can be shaped by local businesses and local identity, like the Brazilian Cafe salsa nights

Public realm

- Treating the backlands as fronts and activating through lanterns, flags and colour
- Understanding ASB issues and causes
- Looking beyond CCTV to activation
- Pedestrianisation, stewardship, and community adoption of some roads
- Integration and activation of new public realm surrounding new developments

CHALLENGES

- Sharing and Integration:
- Lack of integration between communities
- Lack of opportunity to share resources and knowledge between community organisations
- Faith groups should be speaking to see what they can do together.

Spatial

- Disconnect between station and West Ealing limits access
- There are no, or very limited spaces for different communities/groups in Ealing



West Ealing Action Group at Mahaba, 3 December 2025.

- Opposition to the relocation of the Lido Centre
- There isn't a space that feels like the town centre at the moment, the closest thing is the pedestrianised area around Sainsbury's and the park.

Societal

- Multiple deprivation is increasing in West Ealing
- Some areas of high crime and ASB in West Ealing

- Minimal offer for teenagers and young adults

Impact

- Ensuring the longevity of proposals and understanding the limits of physical interventions - we need long-term management, support and maintenance.
- Need to understand the relationship between decline, ASB and the local economy in West Ealing.
- Perception hasn't caught up with reality. There

are lots of great things happening in West Ealing but often the language is negative e.g. 'need to make a place' in Ealing which isn't true, it's already a thriving place.

- Building a network of people who care about West Ealing and the assets (people) of West Ealing. How can community trust, buy-in and ownership be incorporated into the work and the development of Ealing over the next decade and beyond.

Management/operations

- Managing community space
- Reducing/mitigating ASB
- Balancing licensing, activation and commercial offer with residents amenity and comfort e.g. outside dining has received resident complaints in the past.

QUICK WINS

Spatial

- Active, affordable and accessible uses in vacant units e.g. Makers space, cultural space, start-ups, kitchens
- Connection between cultural, religious and third sector in shaping uses/design principles.

Collaborations

- Youth-led research, kick-started by this programme, could skill up local young people for long-term engagement
- Existing partners to help join and integrate ideas e.g. BID?
- 'Re-branding' exercise undertaken by local students could be developed to further celebrate West Ealing

Skills

- Language lessons could have a huge immediate impact

Interventions

- Places name to celebrate 70 years of Windrush in West Ealing
- Market infrastructure along Canberra Road to serve local needs and provide space for local businesses and start-ups.
- Opportunity to create community art on the development site hoarding which celebrates the store of transformation in West Ealing
- Community ownership / adoption / stewardship of roads, verges, community growing etc.

West Ealing Action Group, 17 March 2026

As a follow-up session the group met again, utilising the 'window space' of West Ealing Community Library, to explore the Vision, principles and emerging project bank of the Delivery Plan with the project team.

The session also benefited from input from local young people involved in a work experience programme with the London Borough of Ealing.

The discussion generated the following key points that have been integrated into the final study.

- Vital that new proposals integrate with existing public realm investment
- Equally vital to complement, rather than compete, with existing commercial activity along the Broadway.
- Singapore Road is already changing for the better, taking advantage of this to enhance the town centre is a good idea.
- Strong enthusiasm for encouraging positive change on vacant and stalled sites, including re-purposing.
- There is a strong creative community in West Ealing which stands ready to contribute to uplifting the place through creative commissions etc. - they need space to work locally too.
- There was strong appetite for enriching the town centre's key spaces with art and murals, especially if the process gives opportunities to local young creatives.

- West Ealing's rich array of community organisations should also be understood as important 'eyes on the street' - helping to ensure the town centre is safe and cared-for.
- The importance of long-term impact and development was again re-iterated, as opposed to too much focus on quick-wins and immediate impact.
- There was a positive discussion around the importance of providing space - indoor and outdoor - for young people to use and to feel safe.



West Ealing Action Group at WE Community Library, 17 March 2026.



Photo by Young Ealing Foundation



DK-CM



DK-CM

Ealing Young Champions

A special cohort of the Ealing Young Champions was convened by the Young Ealing Foundation on 26 February 2026 to contribute their thoughts and ideas to the HSPL process, with the aim of becoming a group that meets again to contribute their ideas and insights to the future of West Ealing. The contributors were Aafia Ali, Asma Younas, Jenizia Fernandes, Goher Rahman Cheema and Virtue Kadi.

What we heard:

One place that you feel is fantastic in West Ealing

- Energym - open late and feels very sociable.
 - West London Islamic Centre - also it contains an array of independent businesses and community organisations, these could be more publicly accessible and visible.
 - Lots of places are 'secret' - for those in the know or on the right social media channels.
 - Lidl and Kujawiak were both noted as food stores that feel particularly safe and inviting.
 - Other places identified as positive were Dene Gardens, West Ealing Community Library, Sainsbury's, the new station at West Ealing, Mahaba cafe
- ### One place that you feel is challenging of unsafe in West Ealing
- Side roads and back lanes generally are perceived as unsafe, this including the 'rear' of Dene Gardens.
 - Brownlow Road and Green Man Passage were mentioned more than once, particularly as

both are key routes to the West London Islamic Centre.

- One young person had had negative experiences in the spaces outside Grosvenor House Surgery.

What does West Ealing need to do in order to appeal to you and other young people?

- A greater food offer including some mainstream 'names' and which appeal to young people
- Seasonal activities (outdoor cinema, car boot sales, ice rink) that activate West Ealing's spaces temporarily
- Indoor 'thirdspace' places to be together that are 'not a library' in the traditional sense- i.e. sociable, noisy.
- Outdoor performance space
- More comparison retail, e.g. clothing, to complement food offer.
- Maintenance impacts can limit appeal, e.g. perception of constant highways works and issues with overflowing bins

One community organisation in West Ealing who you feel should be part of the conversation, and why.

- Caribbean and African Collective Ealing (CACE)
- The role of schools (several young people are students at Featherstone High School) was emphasised, including the Elevate programme.

Appendix

Date	Rev	Document Issue
04.03.2026		Draft B (incomplete & confidential)
24.03.2026		Draft C (incomplete & confidential)
05.05.2026		Final Draft