

# Ealing Council's strategic guidance for the Broadway Connection site - 2025

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This note sets out the **strategic aims of Ealing Council** as place maker and driver of regeneration.

It is **not** a planning policy document and should not be relied upon as such. It is intended to assist landowners by making clear the **Council's regeneration aspirations** for the site. Prospective bidders must satisfy themselves as to all planning and other matters relevant to the site.

## **Aspirations (Council's Regeneration Role)**

The Broadway Connection site is on the doorstep of Ealing Broadway Elizabeth Line station and is the key opportunity at the heart of Ealing Metropolitan Centre and West-Tech London – strong drivers to unlock this opportunity and ensure the site is attractive primarily for commercial uses, including retail, offices and a range of typical town centre uses.

As a key strategic site, Ealing Council (the council) has an ambition to ensure this site is delivered as a gateway to Ealing and to ensure that **Ealing Metropolitan Centre** can offer the greatest benefits to our community at the earliest opportunity.

The council is keen to work with British Land and future investment partners to enable the delivery of the economic benefits, high quality jobs and employment-led growth ambitions for Ealing Metropolitan Centre.

The following would be sought:

- **Placemaking Excellence:** Exemplary design quality, integration with the Ealing Town Centre Conservation Area, and a family of complementary buildings.
- **Community Connection:** Support Connected Communities Vision, maximising social value and local business participation. Maximise opportunities to develop resident connection and resilience through the design, engagement, social value building and the long-term stewardship and programming of public spaces.
- **Sustainability leadership:** Be an exemplar of **sustainable town centre development**, integrating bold future-facing approaches and aiming to exceed industry standards. This should include seeking to **achieve net zero for whole life carbon**, a climate resilient environment supporting shifts to sustainable behaviours for commercial and visitor uses and leveraging technology to optimise resource management.
- **Comprehensive and holistic redevelopment.**

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- **Early engagement** with the adjacent landowners so that proposals come forward in a coordinated manner.
- The council's ambition around the strategic economic significance and job creation potential of the site is confirmed by its inclusion in the Mayor's

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inaugural **London Growth Plan** and **Opportunity London Inward Investment Prospectus**, which align with **Ealing's Jobs & Skills Strategy** and emerging **Ealing Local Plan**.

- The council will consider using CPO powers where it considers it would be in the public interest to do so.
- The council would strongly encourage an overall development strategy and mix be informed by engagement with **Higher Educational Institutes and universities and a range of growth sectors** e.g. film, creative industries, and life sciences that form part of the West Tech London.
- The council's preference from a broader strategic view would be to encourage economic and social/leisure equivalent complimentary uses in accordance with the following **hierarchy of uses as ranked**, all of which could provide high quality jobs in the borough:
  - Office / mixed workspace typologies including co-working space
  - Cultural anchor e.g. music venue or a theatre (Ealing Club or similar)
  - Hotel – with a distinctive public offer e.g. conference facilities
- Where the economic case is made, the council accepts that non-commercial uses may be introduced into a scheme, but only where these can be shown to be necessary to enable delivery against the council's Growth Strategy. Where non-commercial uses are introduced, the council's preference are uses that make the greatest contribution to meeting the council's other needs and **priorities:**  
**Non-commercial uses ranked as follows:**
  - Residential
  - Residential BTR
  - Co-living
  - PBSA – linked to a local HEI
  - Apart- hotel
- Opportunities to develop a **distinctive local offer and economic resilience** should be maximised through the tenant strategy, seeking to develop and embed local businesses and considering actions such as business support, rent reductions or targeting specific sectors e.g. through social value or green leases.
- Harness opportunities to **positively influence** the town centre more widely due to its scale, for example by integrating a sustainable logistics hub, these opportunities should be explored.
- **Proven Delivery Partners:** Expectation of track record in successful placemaking, inclusive community engagement, and stewardship. The council will be keen to see how any new developer partner will:
  - achieve good placemaking
  - achieve proactive and inclusive community engagement
  - maintain long term stewardship of their developments.
  - ensure a delivery model that enables and safeguards the short, medium and long-term vision of the Council.

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## Planning context

Proposals must be consistent with the adopted and emerging planning policy. Discussions about new proposals for the site are encouraged with the Local Planning Authority (LPA) at the earliest opportunity via its pre-application services, including the Design ([Ealing Design Review Panel](#) | [Ealing Design Review Panel](#) | [Ealing Council](#)) and Community ([Community Review Panel](#) | [Community Review Panel](#) | [Ealing Council](#)) Review Panels.

The consented scheme (reference number [223774FUL](#)) securing an office-led redevelopment with retail (Class E9a)), flexible F&B (Class E (b)) and leisure (Sui Generis, Class E (b) and Class E (d) within new and existing buildings, pedestrian access and spaces was in accordance with the principles of the existing and emerging local plan. The **emerging Local Plan (Reg 22) and site allocation (Ealing – 01Ea)** [Publication and submission documents](#) | [New Local Plan \(Regulation 22\) – index of examination documents](#) | [Ealing Council](#) and site allocation Ealing-01Ea define design principles and policy context sets out the council's ambitions and design principles for the site.

The following guidance sets out the **planning context** for the site as set out in the emerging local plan and London Plan policies. Any scheme will need to demonstrate how it responds to these points should a revised vision and redevelopment brief be pursued.

- Key strategic site in the town centre, vital to both the office and retail offer and located at the borough's major transport hub.
- Recognising that a mix of uses may be required to enable the delivery of commercial and town centre uses that are aligned with the growth strategy, the council is supportive of a **mixed-use redevelopment** (r) that is **commercial-led** and maximises on-site jobs provision. The **commercial space quantum** that would need to be incorporated within the scheme and evidenced by the market analysis.
- A residential-led scheme would be in tension with Ealing's Growth Strategy for the Metropolitan Centre and the emerging Local Plan site allocation and **would therefore not be supported**.
- Redevelopment of this site and wider 01EA site allocation will be transformational for the Metropolitan Centre, setting the benchmark for future development defining the **arrival into Ealing Metropolitan Centre**. The site approach should be evolved through the design-led process and it must be of exemplar design and build quality. **Any new scheme will required to demonstrate how its bulk massing scale and height responds positively to the current and emerging planning policy context. Early discussion with LPA about the approaches is encouraged.**
- The redevelopment of the site will form a large part of an existing and new urban block. Proposals should be considered as such - a family of complementary buildings that knits together the existing urban fabric and avoids creating a stark, monolithic block or competing tall structures.

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- The scale of the characterful high street frontage, within Ealing Town Centre Conservation Areas and nearby heritage assets, should be given significant weight in the design led process. Several buildings have façades or fixtures of special architectural value that proposals should seek to integrate.
- The design should respond to the special character of Ealing Metropolitan Centre, enhancing the conservation area and providing a model for how confident **contemporary design can enhance and revitalise heritage settings**.
- Proposals should improve the legibility of the town centre, providing a clear hierarchy of public spaces and **new routes on desire lines that link key town centre locations to the station**. Any new public spaces should be considered within the provision of the wider town centre and complement rather than compete or replicate their offer.
- Deliver against net zero and whole life carbon requirements.

## Reference Links

Ealing's New Local Plan – Reg 22 [2. Publication and submission documents | New Local Plan \(Regulation 22\) – index of examination documents | Ealing Council](#)

[Ealing's Jobs & Skills Strategy 2024-29 – Good for Ealing](#)

[Ealing's Economy after 6pm Strategy](#)

[Ealing 20-minute neighbourhood framework | Ealing Council](#)

[Cultural infrastructure plan | Ealing Council](#)

[London Growth Plan](#)

[West Tech London](#)

[The London Plan 2021 | London City Hall](#)

**Ends.**

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