

INTRODUCTION

The finding of the analysis presented above informed the articulation of a coherent series of interventions, both physical and behavioural, to address the issues and realise the opportunities identified. These are described in the following pages with simple sketches where appropriate. Feasibility design drawings are in the Appendices.

Projects

The overall plan and themes for the WELN provide a coherent framework for the projects described in this section of the document. The projects proposed in the original funding application typically fall into one of the WELN themes, but some by their very nature cut across the themes. In developing the strategy, it became evident that additional interventions would be required to ensure the delivery of the vision for West Ealing.

Optioneering

In developing the proposals options were explored for specific key projects and typical scenarios. This optioneering is discussed alongside the relevant scheme within the project bank. For certain options engineering / design judgement, as well as community feedback, was used to select the preferred option. In addition, modelling of certain options was done in order to identify the optimal design solution.



PASSAGEWAY PLACES

On either side of the Broadway are streets and alleys that link through to the parallel street corridors of Singapore / Witham Road to the north and Leeland Terrace to the south. These passages connect the high street with the surrounding residential neighbourhoods.

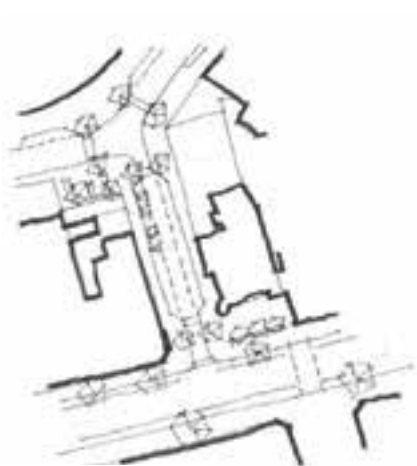
These links have a huge amount of untapped potential, as while they are historic cut-throughs, service corridors and access streets, when planned and designed effectively, they can be an integral part of the public realm. Passageways can provide extensive cultural, economic, social, health and environmental benefits. They can play a role in creating engaging, lively and richly textured places where people want to live, work and visit.

Improvements to these passageways will provide:

- Increased walkability and connectivity by providing safe, legible walking and cycling linkages.
- Allow for an alternate use of public space such as community events and entertainment.
- Increased space for informal physical activity.
- New public and green spaces close to home and work.
- A canvas for public art and interventions.
- Unique destinations.
- Pop-up shops and micro-business opportunities.
- An opportunity for adjacent properties to create active frontages to these passageways and potentially to 'spill out' where space allows.
- Ensure consistent and high quality standard of elements to support vulnerable people of different capabilities.

Healthy Street focus •





1. Walsingham Road

- Resurfacing
- Decluttering of footways
- Repaving footways to create level surface
- Banned turns in/out of Uxbridge Road.

Issues

- On-street parking
- Access for service vehicles – loading / unloading



2. Chignell Place

- Potential place for temporary events / markets while site awaiting redevelopment
- Short term use artwork on façades / shutters to enhance feel of space
- Meanwhile uses of vacant premises
- Long term aspiration to create pedestrianised space
- Long term repaving, feature lighting, artwork, street furniture, cycle parking

Issues

- Redevelopment of surrounding site
- Access for service vehicles



3. Brownlow Road

- Street to be pedestrianised following on from the development of sites on either side
- Increased numbers of pedestrians – entrance to Islamic Centre and two entrances to residential development
- High quality paving material, street / feature lighting, street furniture
- Tree planting
- Treatment of blank substation façade and other blank façades on western side – green wall / climbing plants

Issues

- Access for service vehicles along pedestrian street
- Inactive frontages / electrical sub station



4. Green Man Passage north

- Enhance pedestrian route and crossings between Broadway and Alexandria Road
- Create attractive passageway with feature lighting, planting and artwork
- Play street
- Link to relocated crossing on the Broadway
- Provide interpretative panel on history of passageway
- Sign route at either end

Issues

- Access to properties on Green Man Passage
- Lack of overlooking



5. Bedford Road

- One-way vehicular entrance from the Broadway onto Orchard Ring to be maintained
- Enhance pedestrian route between Broadway and Bayham Road
- Provide additional protection to contra flow cycle route
- Provide bike parking facilities on closed road section with tree planting to create enhanced modal filter
- Link to relocated crossing on the Broadway

Issues

- *Contra flow cycle lane*
- *Vehicular access to properties*
- *One-way service access to Witham Road*



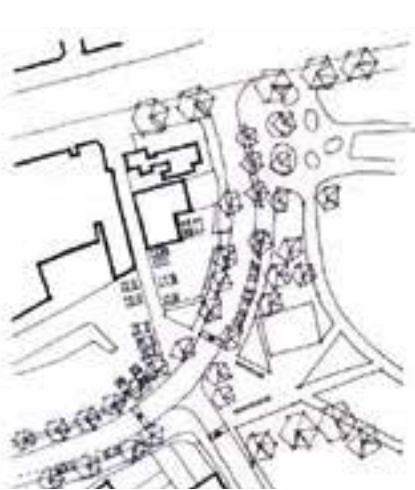
Options considered: Bedford Road

- Closure of Bedford Road to traffic
- Turning one-way section of Witham Road into two way with turning head at junction of Witham Road and Bedford Road
- Creation of turning head for service vehicles
- Construction of modal filter
- Installation of parklet, tree planting, bike parking
- Not developed due to turning movement constraints and potential impact on servicing of retail premises

Issues

- *Removal of vehicle access from the Broadway to Witham Road via Bedford Road*



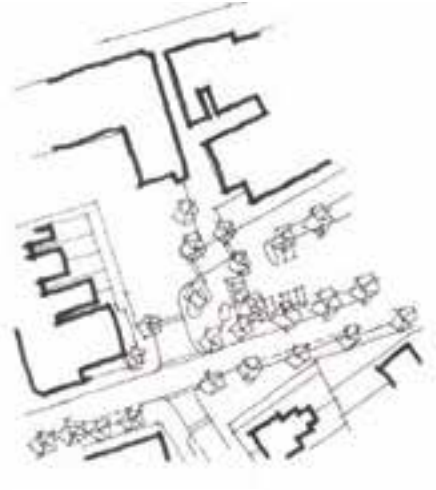


6. Green Man Passage south

- Bin store enclosure on the Broadway
- Screen electrical substation with living wall – 3m high
- Paint trompe-l'oeil or fake windows on building façades that overlook passageway
- Enhance passageway lighting through creative lighting
- Provide interpretative panel on history of passageway
- Sign route at either end

Issues

- Existing car park layout
- Use of alley for waste bins



7. Maitland Yard Passage

- Reorganise parking layout to create direct pedestrian route from Broadway through to Leeland Terrace
- Paint trompe-l'oeil or fake windows on building façades that overlook passageway
- Enhance passageway lighting through creative lighting
- Provide interpretative panel on history of passageway
- Sign route at either end
- Consider access loading / unloading access

Issues

- Existing car park layout
- Delivery access to premises blocking route



8. Melbourne Avenue

- Paint under croft of O'Grady Court with light paint and light to reflect lighting into area beneath
- Paint trompe-l'oeil or fake windows with people on building façade below the under croft – eyes on the street
- Enhance cycle parking facilities

Issues

- Turning access at junction with Canberra Road
- Delivery to flower stall
- Emergency access
- Ensure street furniture & planters do not obstruct relocated Broadway crossing

9. Leeland Road

See **Special Places** for description of work proposed

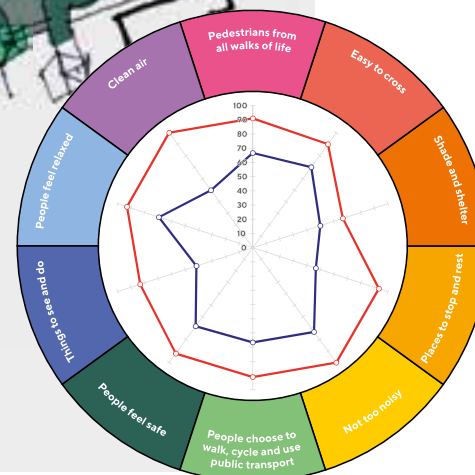
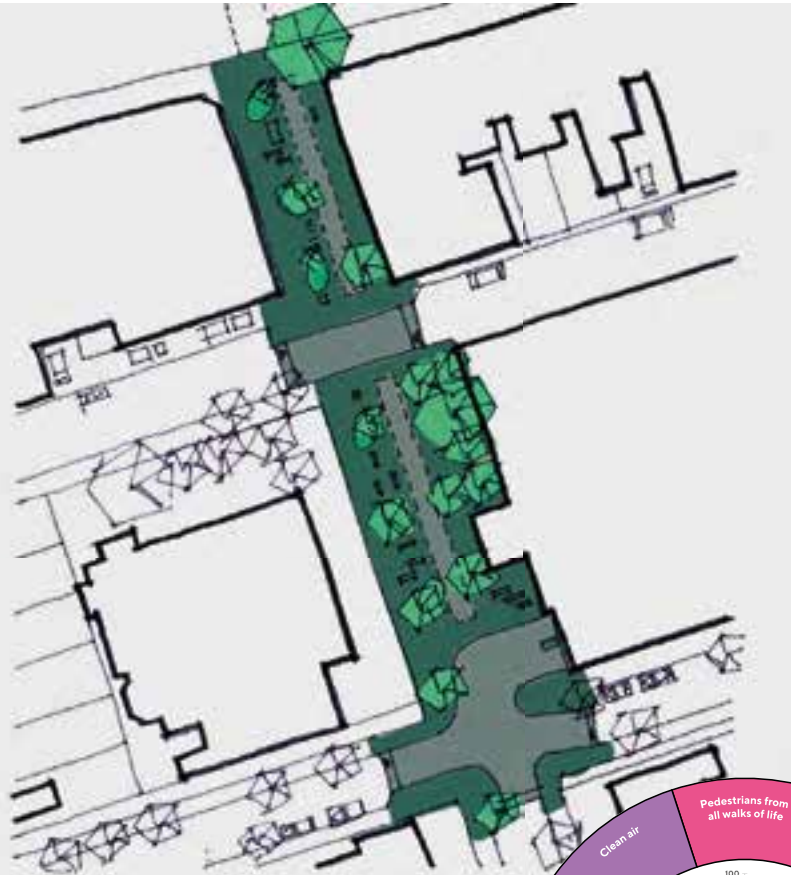


10. St James Avenue

- Enhance pedestrian and cyclist quiet route to Broadway
- Relocate access to Sainsbury's car park
- Provide cycle route and parking facilities, as well as potential community cycle hub as meanwhile use in vacant unit
- Extend public plaza to between Church and Sainsbury's

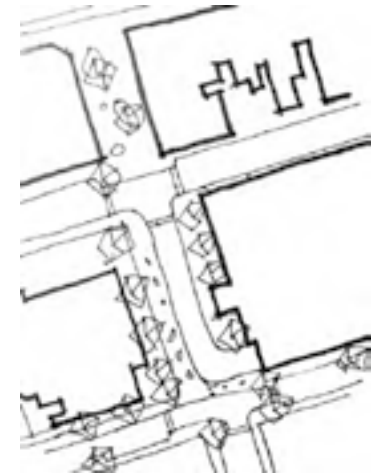
Issues

- *Changes to highway alignment / stopping up*
- *Forecourt parking in church*



Options considered: St James Avenue

Retention of car park access to Sainsbury's via Canberra Road and St James Avenue was considered as per the below sketch:



Healthy Street assessment

Using the assessment of existing conditions as baseline, a Healthy Street Check of the St James' Avenue proposed design.

Proposals show significant improvements, particularly in regard to pedestrian permeability, safety, public realm quality (planting, seating).

The re-arrangement of access traffic onto St. James' Avenue determines a more significant traffic free zone and improves the interaction between cyclists, pedestrians and traffic, resulting in an uplift in the overall score.

← St James' Avenue

Before: Score 64; Zero Scores 0

After: Score 92; Zero Scores 0

● Existing layout

● Proposed layout

11. Canberra Road

- Rationalise / Consolidated waste paladins to reduce the levels of visual / physical intrusion
- Introduce tree and SUDS planting along the street to soften the Sainsbury's building facade
- Enhance the levels of street lighting
- Close off access point onto Melbourne Avenue with removable bollard so vehicles are not doing turning movements on the pedestrianised area
- Provide turning head
- Work with building owners to enhance treatment of the property boundaries facing onto Canberra Road

Issues

- *Removal vehicle access onto Melbourne Avenue pedestrianised area*
- *Loss of on-street parking to allow introduction of planting along street*



ORCHARD RING

North and south of the Broadway through the heart of West Ealing are two parallel routes which are potential quiet links for cyclists and pedestrians. Historically both these routes have been used primarily as vehicular service access roads servicing the rear of the commercial properties along the Broadway. The lack of active frontages, surface car parks and service yards have meant these were place to pass through as quickly as possible rather than along. Recent developments however have started to create a more traditional street scene, with active frontages, widened pavements and street trees that make the streets more attractive and comfortable to walk along.

To the north Singapore Road is connected to the Uxbridge Road via Ecclestone Road, a wide residential street which is a gateway to the residential areas to the north of the Broadway.

Singapore Road is the site of the ongoing redevelopment of the Green Man Estate and the new Islamic centre, as well as being adjacent to the new St John's primary school buildings and entrances to new residential developments along the Broadway.

Singapore Road connects back to the Broadway at Green Man Lane which will also provide a much-enhanced connection through the heart

of the redeveloped Green Man Estate.

The northern 'ring' continues on along Witham Road, connecting back into the Broadway at Bedford Road.

To the south Leeland Terrace is connected in the west to the Broadway by Coldershaw Road which provides essential service and delivery access along Canberra Road such as Sainsbury's (delivery and parking) and to the rear of the retail properties along the Broadway.

Leeland Terrace is essentially a traffic through route connecting the southern residential area and off-street parking with the Uxbridge Road corridor.

Like the Green Man Lane Estate redevelopment any developments around the Orchard Ring need to create active frontages onto the street rather than turn their backs onto it. The streetscape needs to be upgraded in keeping with the new developments and in particular recognising the increasing residential population. The vision is to 'rebalance' the allocation of space along these streets to create a more comfortable and safer environment for pedestrians and cyclists.

Realignment of carriageway to slow traffic speeds and create build outs for tree planting

with rain gardens, widened footways with improved surfacing materials to remove trip hazards, enhanced street lighting, raised table side road junctions and pedestrian crossovers.

Existing on-street parking will be removed where it inhibits the provision of measures that support active travel, with the exception of disabled bays. More generally, parking usage will be further dissuaded through Ealing's progressive parking tariffs policy, which includes the implementation of differential parking charges based on emissions from April 2019. This could be further complemented by the introduction of 'pollution gates' restricting access to the area to non polluting vehicles. This latter measure would have to be explored in more detail for its implications and practical requirements.

Cycle parking will be provided in overlooked locations and key junctions where they can serve cyclists wishing to visit the Broadway. On Singapore Road the changing urban form and the creation of overlooked space means that there will be many more possible locations for the provision of cycle parking facilities, while on Leeland Terrace the opportunities are more limited. Here cycle parking will have to be located at key junctions where there is higher pedestrian footfall and in the limited locations in the Passageway Places where overlooking does

occur, such as outside the public library.

Around the Orchard Ring there are also a number of strips and patches of soft landscape that could be enhanced to increase the biodiversity and visual amenity of the neighbourhood. Small pocket parks and greening could be created in partnership with the local community, with one having already been undertaken at the junction of Melbourne Avenue and Leeland Terrace.

These interventions will make the parallel more appealing as a route alongside the retail heart and enable residents to easily access St Johns Primary School, the Library and Deans Garden without necessarily having to walk along the busy Broadway.

In order to achieve a legible 'ring' around the core of West Ealing the Council with work with developers, landowners, businesses and the community to ensure that there is a consistency of design approach and solutions.

All proposed measures will also ensure a consistent and high quality standard of elements to support vulnerable people of different capabilities.

In parallel with developing the concept design for the Orchard Ring at Stage 3, the Council will undertake the following tasks:

- Negotiate with existing developers changes to existing agreements for public highway works to ensure that approved designs and materials are consistent with the feasibility design and WELN objectives.
- Ensure that any planning applications underway or submitted during the WELN programme are reviewed and approved so as to be consistent with the feasibility design and WELN objectives.
- Work with businesses and property owners to ensure that existing servicing and delivery arrangements do not conflict with the proposed feasibility design of the Orchard Ring.
- Identify locations where active citizens can participate in urban gardening.

Healthy Street focus •





ORCHARD RING PROPOSALS

1. Ecclestone Road / Singapore Road
2. Brownlow Road
3. Green Man Lane to Witham Road
4. Witham Road
5. Green Man Passage
6. Bedford Road
7. Coldershaw Road
8. St James Avenue
9. Melbourne Avenue
10. Leeland Road crossing
11. Tawny Close crossing