

The WECNF Vision and Aims for West Ealing Centre

Through the creation and adoption of a Neighbourhood Plan WECNF aim to guide and influence future development within West Ealing's centre to achieve the following;

An attractive, accessible and commercially successful centre with a diverse and well-balanced retail and leisure offer able to both cater for the needs of the West Ealing's residents as well as those from the wider area. An appropriate provision of car parking will be made to ensure that the needs of businesses and residents alike are met.

New facilities and infrastructure, including a Business Hub, will be provided to support existing and attract new businesses to generate job creation and economic growth.

New build development will be suitable for its surroundings and of a height and scale that fits within its existing context. Design of all new development will be of a high quality utilising the area's prevailing palette of materials complimenting and enhancing the existing townscape. West Ealing's heritage assets will be cherished and protected with a Local List identifying those buildings considered to be of particular merit.

New development will demonstrate that existing facilities are adequate to support all additional demands generated by it without detriment to existing users and where this is not the case providing or contributing towards new facilities as required. This includes education, medical and community facilities.

Existing gaps in public transport will be rectified and the maximum potential benefit of Crossrail will be realised through the delivery of complimentary measures providing exceptional access to the new station on Manor Road with high quality walking and cycling links provided throughout West Ealing. Opportunities arising from new development will be taken to improve access to existing transport services with the replacement of Jacob's Ladder a key aspiration.

Artistic and cultural provision will be improved through the creation of adequate facilities for events and performance with an aspiration for the provision of a venue capable of accommodating an audience of 200. Existing community focused events such as Soundbite and the Christmas Fair will be supported with an emphasis on the increased use of Dean Gardens and other existing external spaces.

A public realm, including streets, open spaces and parks, that is fit for purpose, well designed and maintained to the highest standards ensuring that outdoor life, leisure activities and sport is facilitated and promoted.

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