

Gerard McCarten
Planning Officer
Ealing Borough Council
14-16 Uxbridge Road
Ealing W5 2HL

Date:.....

Re: The Arcadia Centre/P/2007/4246

Dear Mr Gerard McCarten

Thank you for your letter dated 3rd October, asking for my views in response to the Arcadia Site "Ealing Leaf" planning application. I wish to object to this application.

In my view this is a scheme that is developer-led rather than plan-led and will be a major dis-benefit to my family and the whole community. Contrary to the developers' claims, there has been inadequate consultation with the community — and none whatsoever since the inclusion of the 40-storey 'icon' tower, "The Leaf".

I am particularly concerned that the planning application has been submitted at a time when Ealing has yet to complete its town centre, transport and tall building strategies. The plans do not meet the requirements set out in the Council's UDP planning brief. Redevelopment of the Arcadia and other major sites in Ealing Town Centre should evolve and be led by planning and development strategies that have been prepared and adopted following consultation with affected parties, including residents. Where appropriate these strategies should also have been subject to scrutiny at a public inquiry or hearing.

This is the basis of the current planning system in the UK. Major developments such as this should not be assessed in an ad-hoc way. I am aware that a strategic policy is being developed and none of Ealing's current or emerging strategies, including the adopted UDP, the emerging Local Development Framework (issues and options paper), planning and development briefs, the recently published Urban Design and Public Realm 'baseline report' of the Tibbalds consultancy or the Mayor's London Plan) contain within them proposals for development of the scale now put forward by the developers of this site. The London Plan classifies Ealing as a Metropolitan Centre where intensification of development can be expected, but the development strategies of that plan and specifically the criteria for tall buildings, as well as CABE/English Heritage guidelines, place emphasis on the need for schemes to be acceptable in terms of design and impact on their surroundings.

The overall design and particularly the high rise elements of the Arcadia Proposal, including the 40 storey tower "The Leaf", has not emerged from any sophisticated townscape analysis undertaken by Ealing Council but instead is in response to commercial floor-space requirement sought by the developer. An urban design-led strategy could have resulted in a quality skyline with landmark buildings of appropriate scale and design in the right locations. Instead the planning system in Ealing is being turned on its head; individual developers are leading and the planning system is following.

One consequence of this is that the much needed redevelopment of Ealing Broadway station, linking it to other transport modes has been ignored, although this was a key part of the UDP brief. Now that Crossrail has been approved, the transport provision must be addressed as part of this development.

Another consequence is that our whole infrastructure will be stretched beyond capacity. Our existing transport, education and health provision cannot absorb the proposed influx of new residents.

This development is over-development and I ask you to reject it on the grounds of ill-thought out scale, design and failure to meet the existing UPD strategic brief. Ealing needs to emulate areas of London such as Westminster or Richmond that have evolved with the aid of policies based upon an understanding of the spatial characteristics that makes these places special, creating locations where people wish to visit, live and work. To achieve this it is important that the Council secures an appropriate urban density that maintains the uniqueness and established scale, character and identity of Ealing Town Centre.

Yours sincerely

Signed:

Name: _____

Address: _____

Telephone: _____