



## **HAVEN BRIDGE:**

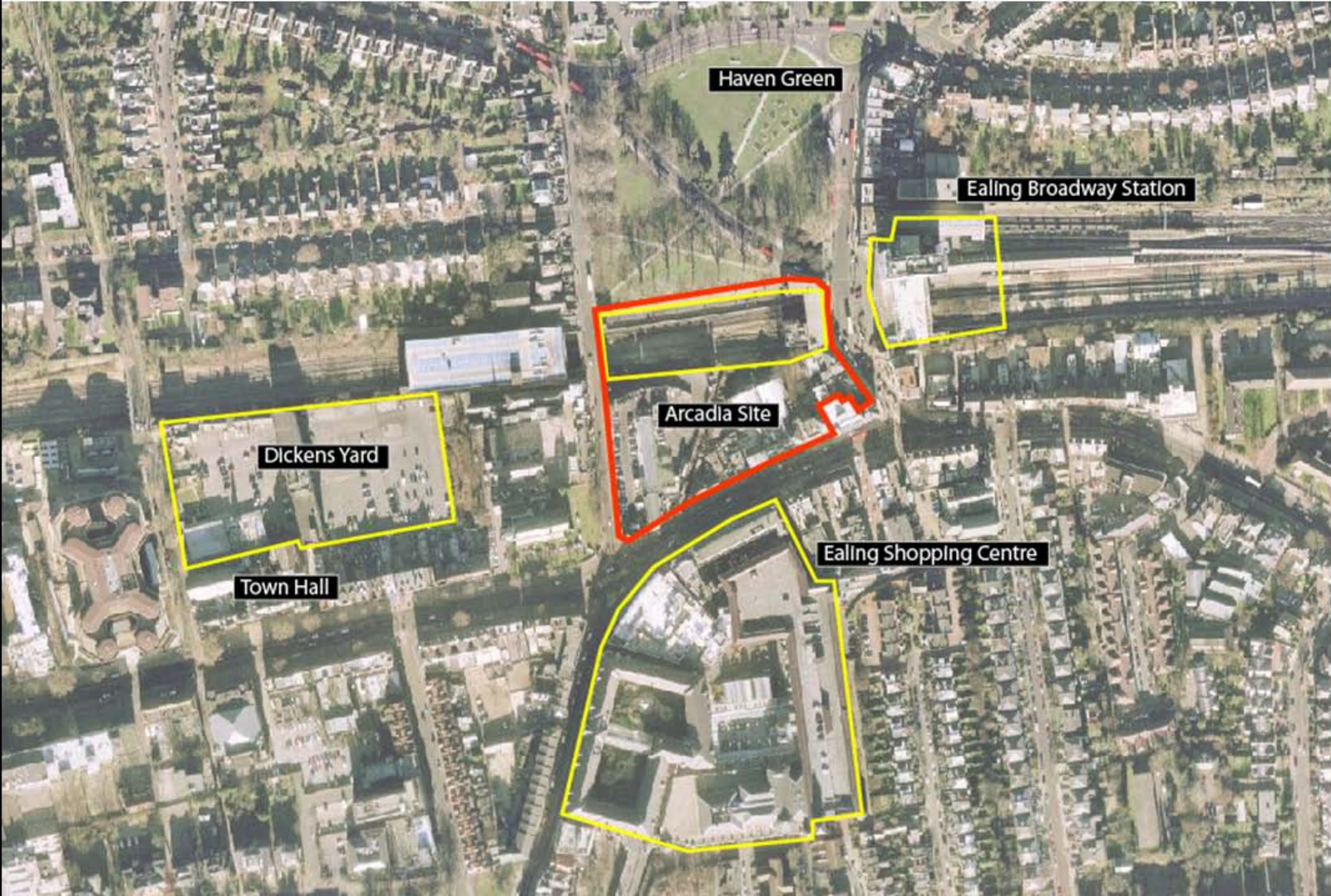
**Alternative Proposal to the Leaf Development**

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**MSc Urban Regeneration, Bartlett Planning, UCL.**

## The Background: Leaf Development Impacts

The Site



**Development**



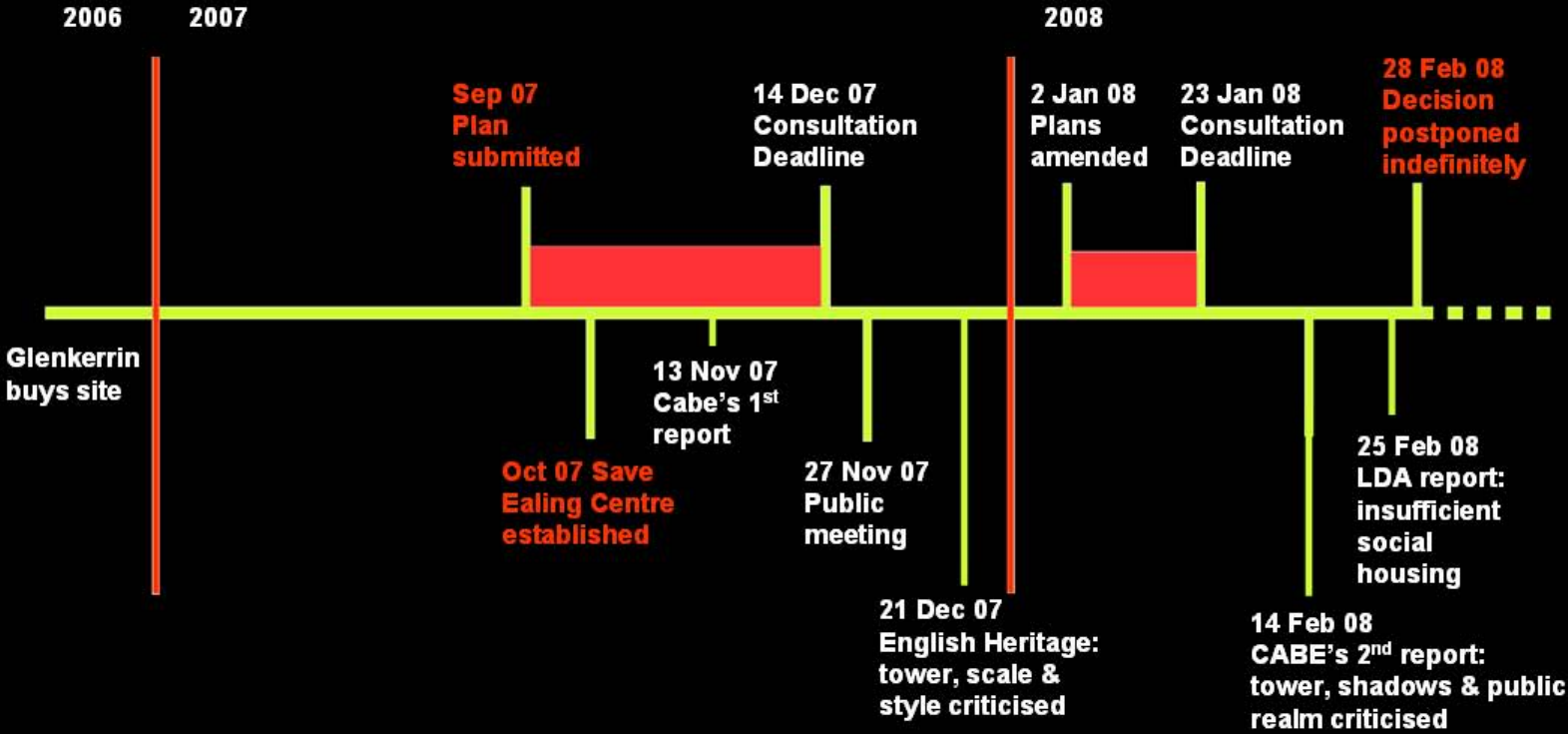
Developers: Glenkerrin Ltd

Proposal: 'Mixed-Use Development'

Site Surface: 1.7 HAs

Built Surface: 116,174 m<sup>2</sup>

Timeline of events



## LEAF DEVELOPMENT ASSESSMENT

- Private development which does not successfully consider context, existing problems or local actors

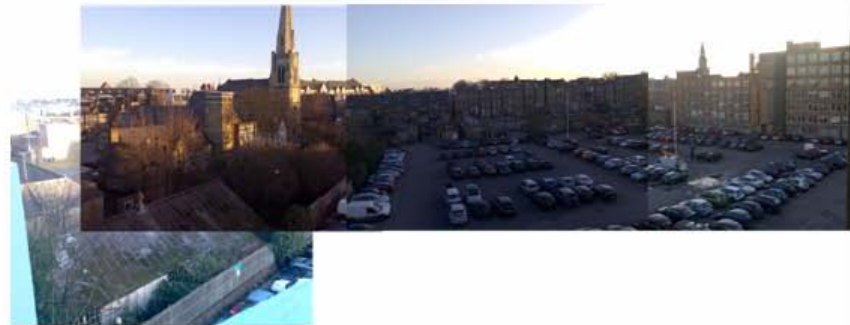
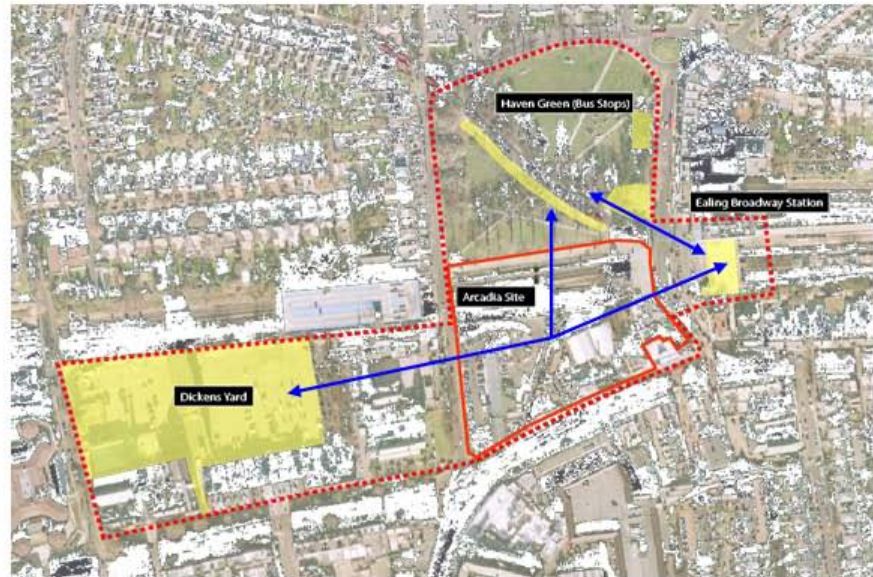


## The Proposal: Haven Bridge

## Haven Bridge\_2 OBJECTIVES Project Aims

### Broaden project's purpose:

- Establish successful business model
- Engage local actors and key stakeholders more effectively
- Introduce lasting social benefits



Extending the Site



Land ownership



LB Ealing

LB Ealing

TfL

Glenkerrin

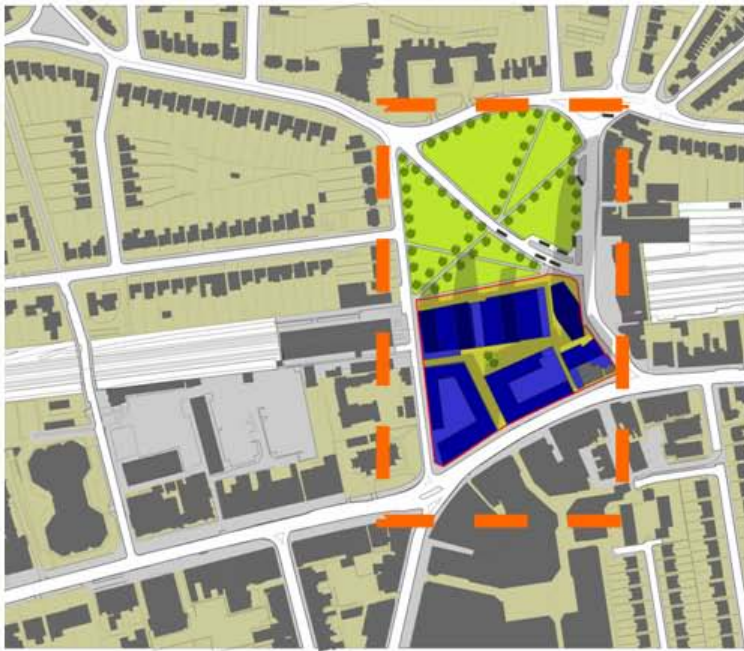
Network Rail

Glenkerrin

**Address four main issues:**

- **Can a more appropriate scale be achieved?**
- **How do we deal with transport?**
- **Can a greater proportion of affordable housing be introduced?**
- **What is the centre of Ealing for?**

- Achieve similar density to existing Leaf Development
- Introduce a more human scale
- Respect the conservation area
- Lessen impact of shadows



**Leaf Development 116,174 sqm**

## Haven Bridge\_2 OBJECTIVES Scale/Density

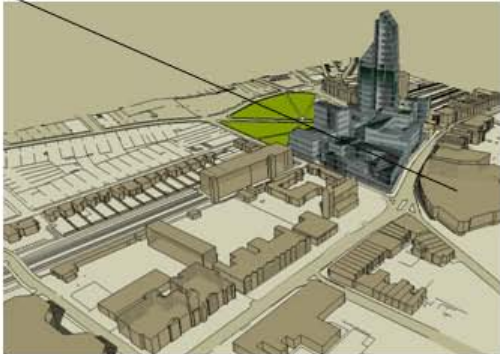


**Haven Bridge 116,433 sqm**

Haven Bridge\_2 OBJECTIVES  
Scale/Density



Leaf development



Haven Bridge



**Leaf  
Development**



**View from Broadway road**

**Haven Bridge\_2 OBJECTIVES  
Scale/Density**

**Haven Bridge**



**View from Broadway road**

## Leaf Development



View from Haven Green Park

## Haven Bridge\_2 OBJECTIVES Scale/Density

## Haven Bridge



View from Haven Green Park

**Reorganise Bus Stops**

**Improved Pedestrian Realm**

**Propose refurbishment for Ealing  
Broadway Station**

**Leaf  
Development**



**Haven Bridge\_2 OBJECTIVES**  
**Transport/Movement**

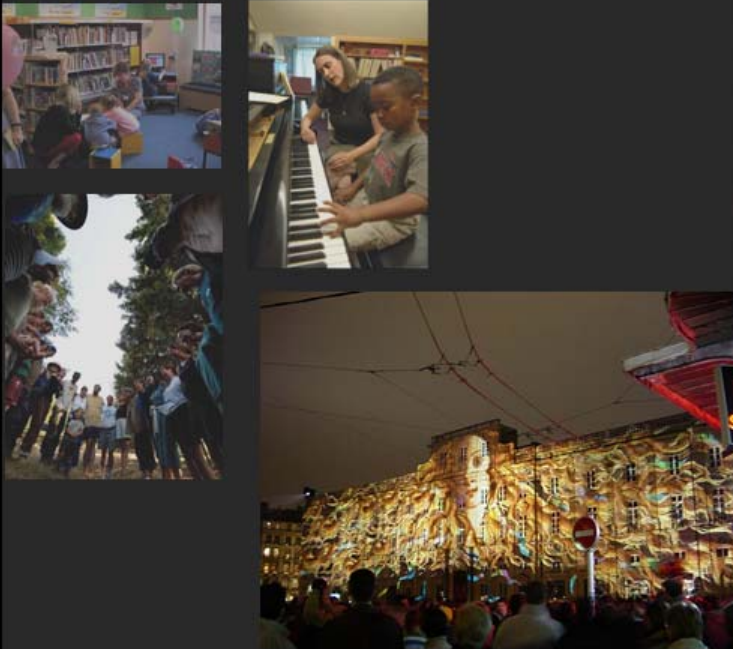
**Haven Bridge**



**Affordable Housing**

- **14% Affordable Housing in Leaf Development**
- **Have analysed economic feasibility of providing more**
- **Possible to increase proportion up to 30% but does have strong impact on business case**

Characterising the centre:  
**HAVEN BRIDGE**



Mediatheque (Sendai)

## Characterising the centre: HAVEN BRIDGE



Idea Store (Whitechapel)



Rich Mix (Bethnal Green Road)

### Library/Mediatheque

#### Project Partners:

- LB Ealing
- Ealing Studios
- Questors Theatre
- Thames Valley University

#### Funding Partners:

- Glenkerrin Ltd
- LB Ealing
- UK Film Council
- Big Lottery Fund – Community Libraries Fund
- London Development Agency
- Ealing Studios

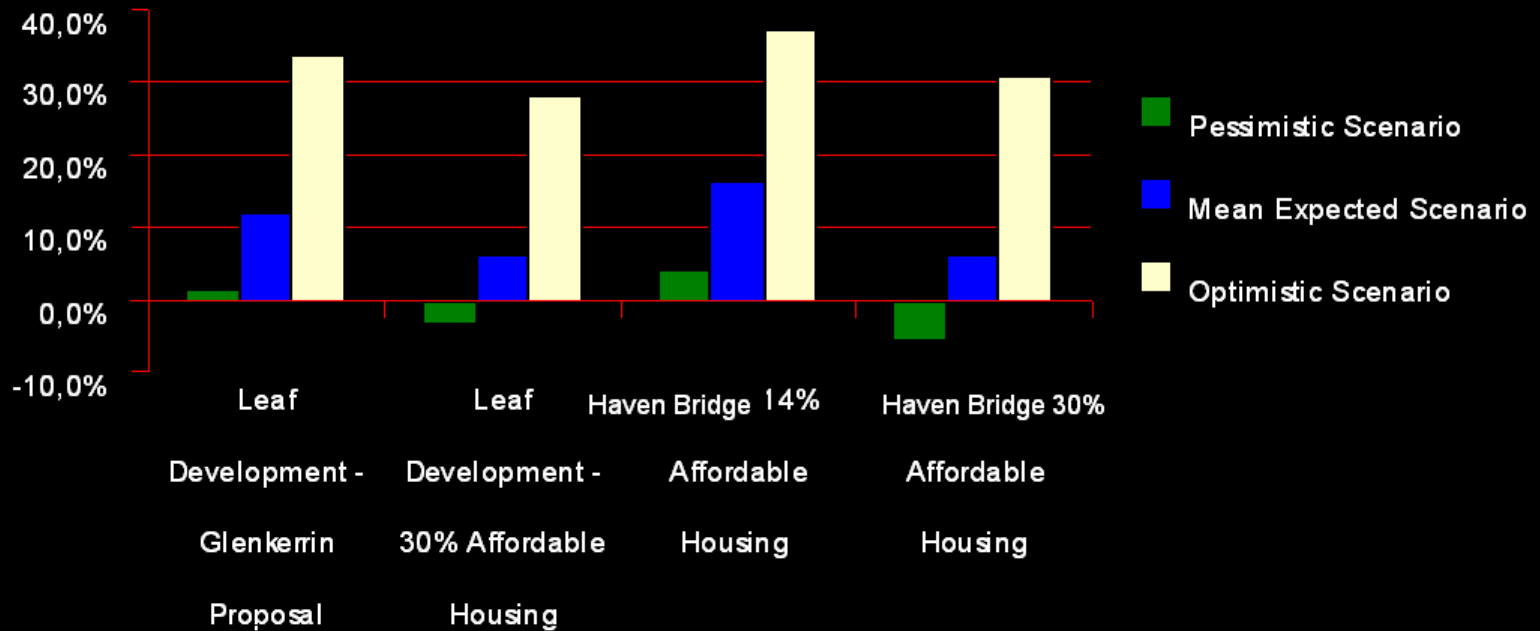
characterising the centre:  
**HAVEN BRIDGE**

3,500 Sq.M

- Library
- 3-Screen Cinema
- Performance Space
- Flexible Exhibition Space/Workshops
- Café

# Haven Bridge\_4 FINANCIAL DETAILS / FUNDING ARRANGEMENTS

## Sensitivity Analysis



# Haven Bridge\_ 5 CONCLUSION / EXIT STRATEGY

