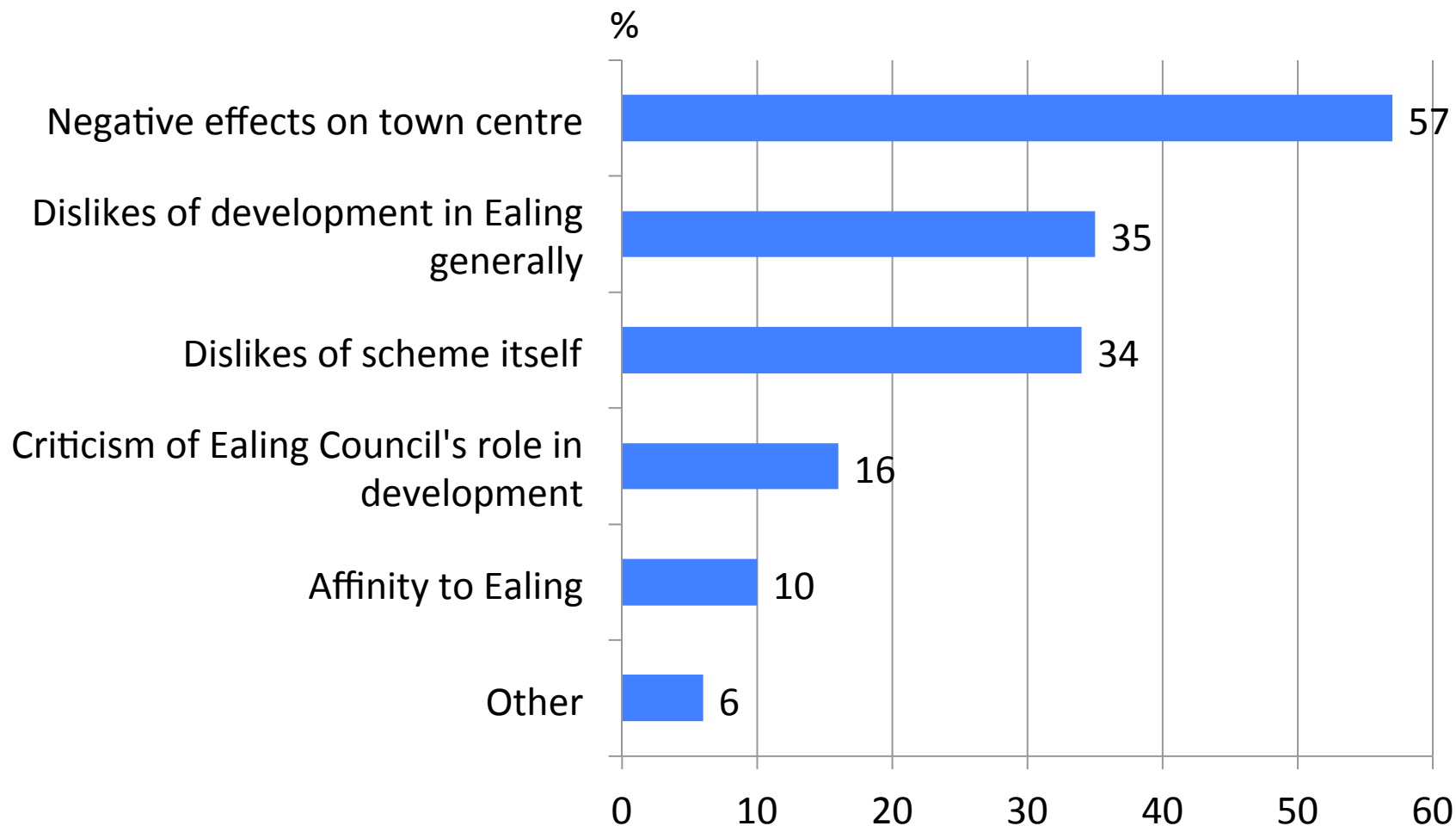


9-42 The Broadway BE Scheme Petition

Spontaneous concerns of signatories

Base: All signatories* who left comments (n=596)



* 28% of all signatories (n=2,114) left a comment. 83% had Ealing postcodes (38% in W5, the area affected, 45% in W13/W7/W3/UB1/5/6), 8% other London boroughs, 7% other UK and 1% non-UK.

The Broadway BE Scheme Petition

Spontaneous concerns of signatories: more detail

Base: All signatories who left comments (n=596)

Broad areas of concern	%	Breakdown of concerns	%
Negative effects of 9-42 The Broadway BE scheme on town centre	57	Loss of features that people value	42
		– Loss of architectural heritage/character/uniqueness/charm	29
		– Will rip the heart out of/destroy/deface/ruin the centre of Ealing	14
		Loss of status	21
		– Risks loss of Ealing Town Centre CA status	11
		– Risks loss of status as Queen of the Suburbs	5
Criticism of development in Ealing generally	35	– Will make Ealing soulless/just like everywhere else	8
		Ealing's architectural heritage should be preserved	22
		– Should preserve Ealing's heritage/historic character makes Ealing desirable	16
		– Need to blend old and new in Town Centre	7
Dislikes of 9-42 The Broadway BE scheme	34	Ealing is being ruined/don't want it to look like Croydon, Slough, Abu Dhabi	16
		No benefit/detrimental	18
		– No benefit to residents (unnecessary/no added infrastructure/pricing ordinary people out of W5/13/no improvement to retail/more congestion, air/noise pollution)	8
		– Unsympathetic/out of character for leafy, low-rise Town Centre/out of place	6
		– Developers the only beneficiaries/a sell-out/driven by greed	5
		Dislike design	16
		– Dreadful/horrifying/hideous/a disaster/monstrous/awful/crass/outrageous	5
		– Banal/characterless/bland/clone architecture/lego-like/lacking 'sense of place'	5
		Dislike scale	11
		– Dislike height (particularly 18-storey block)/high rise no place in our high streets	6
– Dislike density/gross overdevelopment/out of proportion/overwhelms Town Centre	6		
Criticism of Ealing Council's role in development	16	Failing in duty to residents/more concerned to help developers	15
		– Riding roughshod over Ealing residents/does not serve the community	6
		– Destroying Ealing/ripping Ealing to bits/behind the doors wrecking	6
Affinity to Ealing	10	Care about Ealing/love it as it is	8

