

Dear Residents and Supporters

On 24 February Ealing council's planning committee approved the redevelopment of 9 to 42 The Broadway - the remaining part of the Arcadia site between Haven Place and Ealing Broadway station.

As you are probably aware there has been a public outcry against this application, with objections from local community bodies and individuals, including a petition which now has almost 2000 signatures. This has been backed up by considerable opposition from Historic England, the Victorian Society, SAVE Britain's Heritage, Rupa Huq MP and all three Ward Councillors.

There is still a chance to save Ealing town centre from a scheme Historic England says would have "disastrous consequences for its established character and identity".

SEC will be lobbying the Mayor, who also has to approve the scheme – and will make a decision **this coming Thursday**.

We will also be asking the Secretary of State for Communities to exercise his powers to 'call-in' the application (basically review it via a public enquiry). This process saved the town centre from the last highly inappropriate proposals by Glenkerrin in 2009.

Please support us by first of all writing to Boris Johnson, the Mayor, mayor@london.gov.uk to make your objections known. Here are some points you could mention:

1. The development would involve the destruction of historic buildings and have a negative effect on the Grade II* listed Christ the Saviour church and Natwest Bank buildings.
2. The Carphone Warehouse corner building will go. This is a local landmark and makes a very important contribution to the conservation area.
3. The application was condemned in the strongest possible terms by Historic England, the government's conservation and heritage experts. Their comments were dismissed by the planning officer's report which omitted any comments by its own specialist conservation officer.
4. Ealing council ignored Central Ealing Neighbourhood Forum's draft neighbourhood plan for the town centre even though the scheme conflicts with it.

... but your objection will be much more powerful if you use your own words.

Best wishes and many thanks

Save Ealing's Centre