



90-94 Broadway, West Ealing

housing and retail

This mixed-use project involved Sprunt regenerating a strategically important site within the town centre. The scheme returns a key retail frontage to active use with a 17,000 sq ft store, pre-let to a major national retailer, with 131 homes above.

The residential element is split into two separate blocks, facing each other across an attractively landscaped communal roof garden. The front block faces onto the Broadway, to reflect this urban location and is designed over four floors to read as part of the existing street frontage. The rear block of flats faces onto Singapore Road, where the ground floor has been carefully designed to incorporate the maximum amount of glazing and activity to enliven this currently soul-less street.

The well-glazed, bright and prominent entrance halls to the flats combine with the rear entrance and shop front to the retail unit to ensure a lively street scene. A wide strip of planting, with trees, separates the building from the existing footpath and road and

replaces an unsightly retail service yard.

The development creates 80 new private homes in a mix of one and two bedroom apartments and 51 affordable homes for a local housing association. The development also includes a secured car park which incorporates a City Car Club.



Location:
West Ealing, London

Client:
Barratt West London/Ealing Family Housing Association

Project:
New retail store and 131 apartments above

Value:
£18m

Status:
Complete 2005

“The roof garden design is formal, geometric and modern with Inspiration taken from natural sources using surfaces of stone, wood and metal”