

## UXBRIDGE ROAD EALING W5

# Reinventing an Ealing Landmark

Westel House was one of the early commercial buildings which formed part of the post war regeneration of the western edge of Ealing Broadway. Its height gave it undeniable landmark status.

However the form of the building fails to meet the criteria of modern occupiers making it now obsolete.

The time for a new landmark has come.

Frogmore has commissioned a detailed proposal for a new marker building to redefine and embellish Ealing's civic and commercial corridor. In addition to striking architecture, the scheme provides new routes and views through the site and kick starts the structuring of a boulevard frontage along Uxbridge Road.

Still remaining the tallest building in the Borough, a viewing platform is proposed within the curved tip of the landmark pointing over Ealing Broadway and beyond to Central London.

The scheme reflects a collection of three buildings; incorporating a four star hotel, together with ancillary facilities, 131 residential units and high quality public space.

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