

EALING TOWN CENTRE CONSERVATION AREA (COMMERCIAL PART)

Date designated	1994 (Extended 2004)
Last Appraisal	December 2007
Last Management Plan	December 2007
Existing Article 4 Direction	<input checked="" type="checkbox"/> The Grove 2013



Map



Summary and Key Changes since last appraisal

The Town Centre CA Appraisal was prepared in 2007 but remains a generally sound document in terms of its heritage analysis of the town centre, the identification of its special interest, the key buildings, spaces and views and the ways to address some of the negative factors identified. This is borne out by its reference in various planning applications and appeals. However, it does need updating in some respects, and in particular the management plan which focuses on the residential enclave, rather than the commercial centre.

It is proposed that the Ealing Town Centre CA is broken down into its two distinct areas; the commercial centre, and the residential enclave to the south. This is both for reporting purposes and also to reflect the two distinct characteristics of each area (see under boundary changes).

This report concentrates on the commercial part of the Town Centre (sub area 1); the main thoroughfares of the New Broadway, The Broadway, The Mall and the High Street. A separate report deals with the residential enclave (sub area 2).

Since the last appraisal (2007), a number of development activities have taken place (or are due to take place) within the CA:

- Demolition of Westell House, a substantive 1960s block, 32-38 Uxbridge Rd- located just outside CA this was a distinctive feature in the area and was subsequently replaced with the ARC Tower and Premier Inn Buildings
- Redevelopment of Old Cinema Site (under construction)
- Planned redevelopment of Perceval House, adjacent to the CA (at pre-application stage)
- Planned conversion of Ealing Town Hall into hotel and community uses including extension (planning permission granted May 2019)
- Dickens Yard development (completed 2019)
- Planning applications considered for the Arcadia site/9-42 The Broadway (wider 'Glenkerrin' development was rejected by the SoS in 2009 and the application for 9-42 The Broadway withdrawn during a public inquiry in 2015).
- Crossrail works affecting Ealing Broadway Station- on going with the Elizabeth Line due to open in 2021.

The existing Management Plan (2007) is fairly generic and issues identified apply largely to the residential enclave. Apart from shopfronts, street furniture, clutter, there is little mentioned to specifically address the long-term redevelopment and regeneration of the Town Centre, particularly in relation to development sites and opportunities to preserve and enhance the architectural and historical character of the Town Centre.

The main challenges for the Town Centre (TC) still exist but have intensified over the last decade. They now entail the balancing of the pressure for growth arising from the London Plan, Crossrail and other drivers, with preserving and enhancing the historic character of the TC. The current TC CA reflects various stages of growth and change in Ealing, from the coming of the railways in the C.19, significant development in late C.19 and early C.20 as Ealing's status and standing grew, followed by later C.20 development. The latest chapter includes the redevelopment of Dickens Yard, the Cinema site and planned redevelopment of Perceval House.

CA area status should not be a tool for preserving the past 'in aspic'; it should also recognise that town centres are changing and evolving to adapt to modern times (and events including the recent Covid-19

	<p>pandemic). The challenge will be to preserve historic assets that are strongly connected to Ealing’s past, and to its story of development, whilst facilitating the necessary growth and regeneration required to maintain and enhance its vitality and viability. This can be done through sensitive redevelopment and taking opportunities to enhance the architectural and historical character of the CA. The two are not mutually exclusive and can be enabled through a coordinated approach.</p> <p>A central recommendation of this strategic review is the development of a Town Centre Strategy. This is effectively an amalgamation of different policy strands (planning, economic development as well as heritage) that would integrate with the Local Plan review and its site allocations. Critically, it should seek to co-ordinate policy and activity by identifying development sites and opportunities, seek ways to enhance connectivity and permeability and opportunities to improve the historical and architectural fabric of the TC CA; the aim would be to use heritage in a positive way to enhance the retail, commercial and leisure offer of the Town Centre by encouraging a heritage-led regeneration, or perhaps more appropriately a ‘heritage-inspired’ regeneration. It should also address public realm issues, including the coherent design of street furniture, shopfronts, signage and highways infrastructure. There should also be a spatial focus, making use of the latest 3D modelling techniques and taking account of characterisation work that is part of the evidence base for the Local Plan review (on-going). This could extend to detailed design briefs/codes for each potential development site of the TC or it could simply set out the key design parameters. It need not be a separate stand-alone document, but crucially it should link in with other TC policies, objectives and initiatives, and help deliver an overall vision for the TC. It could also help coordinate enforcement activity and grant-aid opportunities.</p> <p>Several of the TC sites allocated for development by the current Local Plan have yet to come forward for redevelopment. TC sites are often complex in nature and may be in multiple land ownerships. This further strengthens the case for a comprehensive approach to assist bringing forward such sites in a coordinated manner to facilitate land assembly, maximise benefits for the public realm and help ensure the protection and enhancement of heritage assets.</p> <p>Further details of this TC strategy approach are set out in the Management Plan section of this report.</p>
<p>Meeting with Conservation Area Panel</p>	<p>The CA Panel made the following comments:</p> <ul style="list-style-type: none"> • Agree that the 2008 character remains largely valid and relevant. • There is a strong connection between the TC and with the adjoining CAs of Haven Green and Ealing Green, and shared

Victorian and Edwardian development; the scale and coherence of these all combine to make Ealing a desirable location and destination.

- Independent retail and restaurant businesses work well in Ealing Green and along the High Street and Bond Street so that there is a pleasing visual and logical transition from Ealing Green CA into Ealing Town Centre CA.
- Independent shops, restaurants and cafes are important to the area and should be encouraged and nurtured.
- There are on-going and regular management and enforcement issues faced by the CA which include shopfronts, advertising, residential streets, and infill development.
- Development pressures in the area identified in the original management plan have since intensified and a strong plan is needed to manage change and to enhance the core of Ealing.
- There appears to be a growing and disturbing pattern in the use of “minor amendments” throughout the planning process to incrementally increase the scale and bulk of a development at various stage.
- The opportunity for good sustainable development in this CA is abundant. On the one hand there is the opportunity afforded by a range of significant heritage assets including strong visual features and sightlines of the streetscape, strong form of buildings with gables, cornices, pediments and other features and distinctive rooflines of the Victorian and Edwardian commercial buildings. On the other hand, is the legacy of poor developments from the second half of the twentieth century.

The CA Panel have raised concerns about the following sites/areas/threats:

Dickens Yard development and surroundings- due to its scale, bulk and design, it is considered out of character with the area; the bulk of curved tower building (Gails) on the New Broadway dominates the spire and building of Church of Christ the Saviour (Listed Grade II*) across a small space (Elizabeth Square).

Filmworks development- will also affect the roofline and increase the bulkiness on the other side of New Broadway from Dickens Yard.

Perceval House- The redevelopment proposals are still at early stages but a key consideration should be to protect the setting of the Town Hall (Listed Grade II).

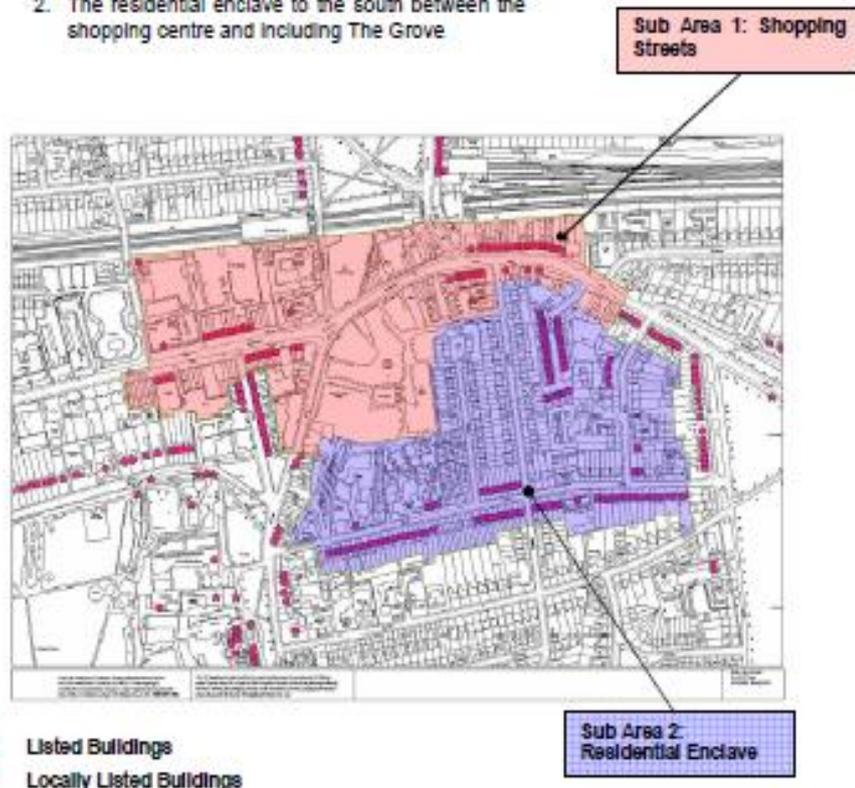
	<p>The Arcadia/9-42 Broadway site (Site EAL3 in Local Plan, now known as 10-40 Broadway after its purchase by British Land): Since 2007 there have been two major schemes both of which were called in, the first rejected by the planning inspector and the second withdrawn before the public inquiry was held. A sustainable scheme that reflects changes in shopping and travel patterns and behaviour and moves towards the creative and technology sector is required. A distinctive scheme that respects the heritage of Ealing along with the character of The Broadway and Ealing Broadway Station is essential.</p> <p>Office corridor- although out of scope of this strategic review, the zoning of Uxbridge Road as an office corridor is being undermined as more residential and budget hotel accommodation is replacing office space. High-quality offices, as part of a mixed-use development near the Crossrail station, may be a better approach.</p> <p>Ealing Town Centre (along with Acton TC, Haven Green and Cuckoo Estate) is one of Ealing’s conservation areas currently on Historic England’s ‘at risk’ register- this has been influenced by recent developments not respecting heritage assets or the distinctive character of Ealing (this is covered later in this report).</p> <p>Recent examples of smaller scale development/threats that were highlighted by the CA Panel include:</p> <ul style="list-style-type: none"> • 51 Broadway (Ref:184776FUL). A recent residential development withdrawn after strong objections about its projection above the roofline and harm to symmetry but has been replaced by a new and just as harmful proposal (Ref: 191805FUL). • 1a The Mall (Ref: 190743FUL). Although this six-storey building is set back behind the NatWest Bank building, it represents a clear overdevelopment and will compromise views of the CA. • 18-19 The Mall (Ref 192182FUL). Mixed-use redevelopment that is not set back and is right in the parade of characteristic buildings- there is concern that this will set a dangerous precedent in future. • 52-53 The Broadway (Ref: 192182FUL)- residential development where mansard roof extension again heightens roofline with a bulky addition.
Boundary Changes	<p>The last appraisal did not consider the need to alter the CA boundary at the time (2007), particularly as much of the surroundings and settings of the CA are already protected by neighbouring CAs (Ealing Common, Ealing Green and Haven Green). However, as part of this strategic review the following boundary changes are considered:</p>

Splitting the Town Centre CA into separate Commercial and Residential areas. This considers separating the TC CA into two separate CAs. Whilst the two areas have developed from the same period of the late C.19, the commercial and residential areas are quite different in terms of their function, spatial use and activity. Whilst they are currently split into separate sub areas, there is a case for splitting them into two separate CAs (but along the lines of the current sub area boundaries- see map below); this would enable them to have separate management plans and design guidance that would deal with each specific area.

The existing management plan (2007) gives more attention to addressing the issues in the residential enclave, which in many cases are quite similar to the other Victorian/Edwardian residential CAs, where there is limited capacity for change. However, the commercial area has significantly more scope for change as the town centre serves a wider catchment, has to adapt and evolve more over time in meeting changing retail and commercial trends, and has to deal with large development sites coming forward for redevelopment. The main thoroughfares of the Town Centre (The Mall, The Broadway, New Broadway, High Street, Bond Street) consist of retail, leisure and commercial uses, and are all much more 'public-facing', and face a higher footfall, than the residential area.

The CA breaks down into two sub-areas of character:

1. The main shopping streets of The Broadway, New Broadway and the High Street
2. The residential enclave to the south between the shopping centre and including The Grove

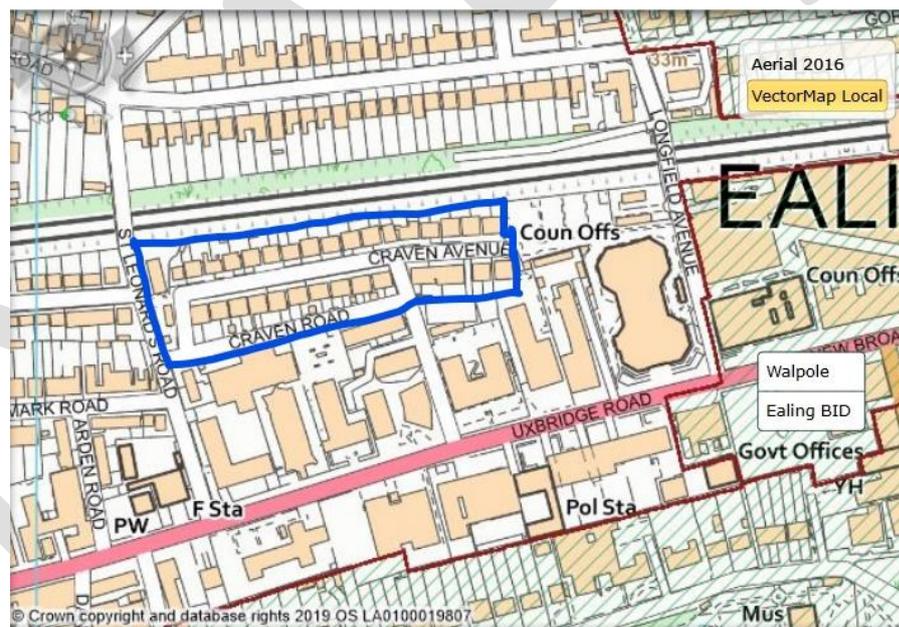


Craven Road/Craven Avenue

Suggestions at that time of the last CA Appraisal by the CA Panel (2007) were made to include Craven Road and Craven Avenue – to the north west of the current CA. The Appraisal noted that whilst these contained ‘handsome’ Edwardian semidetached properties, they were felt to be too physically divorced from the current CA boundary and did not form part of the main development stream of the CA. Nevertheless, it was noted that the Council recognised the interest here and would ‘consider whether further means of protection for the character of the properties and the streetscape would be appropriate’. Interest to include these roads as a CA was also expressed more recently in the Central Ealing Neighbourhood Plan (2017). Recommendation 5 is to:

Evaluate the character and appearance of Craven Road and Craven Avenue with a view to this area being conferred conservation area status, either as a new and sperate conservation area, or through incorporation within the Town centre CA as designated currently.

The extent of the area is shown by the blue line on the map below.



In assessing the potential to designate a CA, Historic England’s advice¹ is to consider whether an area has:

- a) sufficient architectural or historic interest for the area to be considered special’?
- b) whether this is experienced through its character or appearance? and
- c) whether it is desirable for that character or appearance to be preserved or enhanced, and what problems designation could help to solve.

Craven Avenue is a reasonably attractive and small residential enclave on the edge of Ealing TC. Craven Avenue was built between 1907-1909, with Craven Road following soon after between 1909-1915. The roads are therefore Edwardian in character consisting of red brick 2 storey houses with additional accommodation in roof space and large gables; they display a regimented uniformity in style and appearance. Their original form is retained, but detractions are visible and include:

- Loss of front boundary walls and fences to create hardstandings
- Roof alterations including roof lights
- Some overpainting of original brickwork
- Some infilling of porches
- Replacement of original timber windows and doors in PVC-U or aluminium
- Satellite dishes
- Some conversions of single family dwellings

Furthermore, the taller elements of more modern TC developments nearby (notably Perceval House, Dickens Yard, The ARC Tower, Premier Inn) can be viewed from various parts of this area.

With respect to Craven Road, the northern aspect comprises the rear of properties in Craven Ave- these are rear fencing with generally large unsympathetic rear extensions and garages (and balconies in some cases) and rear dormer windows that all give rise to an unremarkable and discordant aspect. The south is heavily influenced by the service yards and tall buildings along New Broadway/Uxbridge Rd.

Craven Road was formerly known as Craven Mews and was effectively a service road between backs of houses in Craven Avenue (turn of C.20) and backs of long gardens in Uxbridge Rd (earlier Victorian houses which were developed into offices, post 1930).

The houses were built at a time of rapid expansion for Ealing (1890-1910) particularly as a result of the railway. The key question is how distinct or special is this area in relation to other parts of Ealing?

Initial research has not shown any significant architect or builder associated with its development, nor any specific architectural or social movement. There are no statutorily listed or locally listed buildings within the area or landmark buildings of any kind.

There is no obvious and logical way to extend nearby CA boundaries to include this area; the nearest CAs are Ealing TC, Haven Green and Ealing Green but these are quite separated from this area by Uxbridge Rd and the railway line. There is no known specific connection between Craven Road/Avenue and the residential areas within the adjoining CAs in terms of house type, design, origin etc.

Whilst the TC will continue to be a focus for major development in the future, it would not be appropriate to designate this area as a CA simply to protect it from any threat from future developments. To do so would potentially devalue the concept of conservation in other parts of the Borough, including within existing conservation areas ².

On balance, therefore, it is not considered that there is sufficient justification for Craven Avenue/Craven Road to be designated as a CA either in its own right, or as part of the TC CA.

Bond Street

Bond Street is currently located within Ealing Green CA just to the south of the TC CA. However, given its location close to the heart of the TC, its important commercial use, its links and proximity to the cinema site and the new frontage, it is considered more appropriate for it to be located within the TC CA. This is supported in principle by the CA Panel. **It is recommended that the boundary is altered as shown in blue below.**



Key unlisted Buildings

The list of buildings identified in the CA Appraisal (2007) generally remain relevant, but need to be updated and revised:

- **The Town House PH** (now Metro Bank): Town House Apartment on corner of The Broadway with The Broadway (station access). Inscription 'The Feathers Restaurant 1929' but present building dates back to 1891- previously known as The Town House pub. The Feathers pub was on this site since C.18. As noted in CA Appraisal (2007) the building has very distinctive corner features. It is in good condition and now occupied by the Metro Bank. Conversion of the public house to bank in took place in 2012/13. A

positive contributor but not on current Local List. [Agreed this is positive contributor. Recommend also adding to list of buildings with façade/group value because of the long visible frontage along The Broadway]

- **14,15,16,35 The Broadway.** These are considered in more detail as part of 9-42 The Broadway in the table below.
- **44- 53 The Broadway.** 46-49 The Broadway is a terrace from 1883 with central pediment, balustraded cornices, shell mouldings above first floor windows. These cover the HBC and three other shop units. The adjoining building on far right at 52-53 (Barclays Bank) is a 3 storey red brick building with prominent front gables and decorative stone details (it actually falls within Site EAL4- Ealing Broadway Centre). It is described as a valuable reminder of late Victorian/Edwardian architecture. 44-53 are all identified as positive contributors. [Agreed, 44-53 The Broadway should remain identified as positive contributors. The parade at 46-53 has particular group value and it is recommended that its positive contributor status be enhanced by adding to the list of buildings of façade/group value].
- **Ealing Broadway Centre** - The Broadway centre was completed in 1985, Frank Roberts was design architect. Postmodernist architecture with an attempt at responding to the vernacular. The façade along Nos 54 -62 the Broadway has a tight vertical rhythm of faced narrow glass between brick and concrete fins ending in a pointed roof line evocative of a continental medieval walled city with ornamental metalwork by Guiseppe Lund. Ingenious servicing provided from basement (LLR 1640).

Other key unlisted buildings highlighted as part of the strategic review:

- **71-81 New Broadway** parade (1930-1947) marks the western edge of the TC CA. Identified as a positive contributor on Townscape Map in CA appraisal (2007) (page 32) with the shopfronts in need of some improvement. [Agree retain as positive contributor. It is recommended that this parade's positive contributor status be enhanced by adding it to the list of buildings of façade/group value].
- **33-57 New Broadway** – not specifically referenced in CA appraisal. C. 1920. 4/5 storey parade, brown brick, mansard roof and punctuating towers. Regular Georgian style windows provide uniformity that gives block façade value. Identified in Townscape Map (page 32 of CA appraisal) as a positive contributor. Shopfronts could be improved. It is recommended that this

parade's positive contributor status be enhanced by adding it to the list of buildings of façade/group value].

- **14-36 New Broadway-** 1905 shopping parade. Three storeys with attic space, strongly articulated frontage of red brick with white painted stone dressing with Dutch gable end with integral arched window, triple windows with decorated upper sash. Attractive parade. [It is recommended that this parade should remain on the façade/group list with the exception of No. 14-16 needs, which has been demolished and replaced by new curved tower building (Gails)].
- **15-31 New Broadway-**1905 shopping parade. Three storeys, architecturally No 17 has a well- articulated frontage of red brick with decorated stone dressing , triple windows subdivided by thick mullions up to second floor, projecting cornice at eaves level with dentile mouldings. Laid out at the same time as Bond Street replacing a row of houses called Sandringham Gardens. The Parade reflects the architectural language of many other contemporary red brick buildings in the CA, with a strongly articulated roofline punctuated by prominent front gables and very distinguished façade patterns defined by string courses and mouldings in stone. Particularly interesting is the surviving section of glazed ironwork Victorian arcade in front of shops. Also noteworthy is the return onto Bond Street (and cupola). The upper storeys and roofline generally remain in original form, as do the windows though some have been replaced with PVC-U units. As ever the shopfronts, fascias and projecting signage could all do with improvement. [All in all, an important surviving reminder and link to Ealing's Edwardian heyday. It is recommended that they remain on the list of buildings of façade and group value].
- **5 New Broadway-** to the left of Specsavers – as noted in CA Appraisal (2007) this is worthy of notice- would appear to be of same era as Sandringham parade (c.1905)- an exuberant gabled brick building with fine elaborate stone work/dressing, balconies, shown as locally listed on CA Townscape map but not included in current local or façade list- not currently on local list. [It is recommended that this building is added to the buildings of façade/group value].
- **44-48 The Mall-** Late Victorian (1870-1890) – built to side of earlier Georgian 42/43. Not on Local list/façade/group value list but correctly identified as positive contributors on identified as positive contributors in CA appraisal (2007) Townscape Map. [It is recommended that this parade remains as a positive contributor].

- **54-57 The Mall.** Buildings of Façade/Group Value- built 1902 on site of old almshouses. Three storey red brick prominent gabled front and finely detailed corbels. Facade is strongly defined by narrow windows with protruding mullions and white painted courses and mouldings- the Townscape Map in the CA Appraisal (2007) indicates that only 54/57 are locally listed and not the buildings inbetween (55/56) which are identified as positive indicators. The description with the List of Buildings of Group/Façade value indicates that the whole Group (54-57 inclusive) is covered. There would be no reason to exclude them as clearly of the same group/age/style etc. They contribute to the fine townscape here (with spire of Polish Church nearby). Let down once again by poor shopfronts, entrance doors to upper storeys, very large fascia signs (especially Bernard Marcus) and projecting signs. [It is recommended that the whole group (54-57 is included on the buildings of façade/group value].
- **58-61 The Mall** – (1890-1910) parade – only 3 storey, more squat appearance than adjoining parade at 54-57, but still of interest. Gable on right hand side seems to have disappeared at some point and unbalances parade a little, although the asymmetrical design may have been a deliberate design feature. Poor shopfronts but if these were to be stripped back, the front extensions are interesting and could be revealed. Rightly identified as positive contributors on Townscape Map. [It is recommended that the positive contributor status is enhanced by adding this parade to the buildings of façade/group value].
- **44-48 The Mall.** Sir Michael Balcon (46-47 The Mall) plus buildings to left (44 & 45 The Mall)- late Victorian. Attractive 3 storey buildings and rightly identified as positive contributors but shopfronts detract. Nos 45-47 are of similar design and the London Stock brickwork, interlaced with red brick, cornicing, stone lintels, segmental brick window arches are all positive features. The Costcutter (no.48) to right later- probably interwar but still positive. [It is recommended that the positive contributor status is enhanced by adding this parade to the buildings of façade/group value].
- **64-71 The Broadway.** 1890-1910. Replaced former almshouses. Perhaps one of the most striking façade in the Town Centre and evocative of Edwardian Ealing in its pomp. Impressive 4 storey block in red brick and stone dressing with high pointed front gables with the name “Edwards” still proudly displayed. As ever the shopfronts and fascias and signs, especially the double fronted ‘Halfords’ is a detraction. Identified as locally listed on Townscape Map in CA Appraisal (2007)but not included on the current Local

List. [It is recommended that this parade is re-instated on the buildings of façade/group value].

- The North Star PH** (43 The Broadway) remains another distinctive and fairly rare earlier C.19 building along The Broadway. Rightly locally listed (Ref: LLR1281): Small 2 storey PH of eclectic style, early C.19 and later refaced. Narrow but deep footprint of brick with lavish stone dressing, tiled hipped roof, Tudoresque leaded upper lights to windows and entrance door, black and white half timbering to gables, highly decorative fretted bargeboard and other detailing in baroque style. This could be investigated for statutory listing but it appears to have been altered at the rear and the side gable wall at first floor level appears to have been completely rebuilt in recent years. [It is recommended that this building is retained on the local list].
- 22-23 High St** - PH (Burgers- previously Three Pigeons PH); marks edge of CA boundary with Ealing Green CA. Rebuilt post 1904. A narrow but attractive 4 storey building with gabled frontage. Red brick and stucco quoins. Stone mullions. Cornicing. Should certainly be added as a positive indicator (currently not identified in CA Appraisal (2007) Townscape map (blank). Also referred to a locally listed in CA Appraisal (2007) (in text but not on Townscape Map). [It is recommended that this building is added to the Local list].
- 9-42 The Broadway** (now known as 10-40 Broadway after its purchase by British Land). This site, together with adjacent Arcadia site and 1-4 Haven Place have been previously been proposed for redevelopment and have been the subject of planning applications and appeals. There is currently no extant planning permission for the comprehensive redevelopment of the area. The following table sets out recommendations for each building in the area. It takes into account analysis previously carried out by the Council and other parties including Historic England and developers, together with a fresh independent review of each building. Recommendations are made on how each should be classified (in yellow). Where this conflicts with previous HE advice, this is also highlighted in green.

The Broadway	Current Occupier	Current LBE Designation	Strategic Review Recommendation
9	Newsagent/ Snappy Snaps	Positive Contributor	Retain as Positive Contributor. (HE Positive)

10/11	Greggs/Foreign Exchange	Neutral Contributor	Retain both as Neutral Contributors (although no. 10 Greggs is bordering on detrimental). (HE- No. 10 minor positive, No 11- positive)	
12	Harris and Hoole	Neutral Contributor	Retain as Neutral Contributor. (HE- Positive)	
13	Today's Trend	Neutral Contributor	Retain as Neutral Contributor. (HE- Neutral)	
14	Office	Positive Contributor	Retain as Positive Contributor. (EH- Positive).	
15/16	Maplin	Positive Contributor	Retain as Positive Contributor. (HE – Positive)	
17-19	Choice	Detrimental	Retain as Detrimental. (May only merit Neutral, if supported by its architectural associations). (HE- Neutral)	
21-23,24	Post Office, WHSmith, Forever 18	Detrimental	Retain as Detrimental. (HE- Negative)	
25-29	Bardos, Ladbroke's, Xchange, Prime Linens, Toni&Guy	Positive Contributor Façade/Group Vale List	Retain group as Positive Contributor. Retain 27 & 29 as building of facade/group value. (although further assessment recommended as detrimental front shop units obscure rear buildings). <i>HE, 25- Positive, 26- Positive, 27- Positive, 28-29- Positive)</i>	
30-34	Sainsburys/ Café Nero	Neutral Contributor	Retain as Neutral Contributor. (HE- Neutral)	

35	Carphone Warehouse	Positive Contributor Façade Group Value List	Retain as Positive Contributor Retain as building of façade/group Value. (HE- Positive)
36-37	The Phone Box/Vapers Box	Neutral Contributor	Retain as Neutral Contributor (HE- Minor Positive)
38-39	Robertson, Smith and Kempson	Neutral Contributor	Retain as Neutral Contributor as a group. (HE- 38- Negative, 39- Neutral)
40	Ali's Berlin Doner	Neutral Contributor	Retain as Neutral Contributor HE-Positive)
41	Townsend	Neutral Contributor	Retain as Neutral Contributor (HE- Minor Positive)
42	Haart	Neutral Contributor	Retain as Neutral Contributor (HE- Positive]
1-4 Haven Place	Houses	Not classified in CA Appraisal.	N/A but suggest adding as Neutral. HE – Neutral.

Threats and Negative factors from last appraisal

The CA Appraisal (2007) is quite critical of recent and poor quality developments or later replacements of earlier Victorian and Edwardian buildings that have had a detrimental impact on the CA. This has resulted in a fragmented townscape and grain, creating fractures and visual gaps in the continuity of the streetscape. Later developments are completely alien to the Victorian/Edwardian remains in relation to their quality, architectural expression, scale, massing, façade rhythm and proportions. They are unsympathetic with earlier and valuable architectural remains.

The CA Appraisal (2007) identifies specific eyesores and buildings that disrupts views:

- **Villiers House**, Broadway station- just outside CA (within Haven Green CA)- [Agreed, but there are no current plans to demolish/refurbish this building. Opportunity should be taken to improve the frontage as part of the new Crossrail station, including better access and public realm. Currently allocated as site EAL2 in the Local Plan.

- **The Arcadia Centre** on The Broadway- [Agreed- opportunities to replace this building as part of the wider redevelopment and enhancement of the areas should be sought. Also, opportunities to improve connectivity by creating a network of new and existing pedestrian routes in this area. Currently located as site EAL3 in the Local Plan].
- **17-24 The Broadway**- Agreed- these 1950s/60s buildings form part of 9-42 The Broadway]
- **7-11 The New Broadway**- Agreed – it should actually be listed as 7-13 New Broadway – 3 storey flat roofed building c.1960s/70s (Specsavers/Nationwide). As noted in the CA Appraisal, this is one of several poor later replacements that weaken the townscape presence and setting of earlier Victorian/Edwardian buildings. Correctly identified in Townscape Map in CA as a negative feature. The removal of this block in future would improve setting of adjoining buildings but open up access to the car park behind (Sandringham Mews) – this is currently in poor condition/use but could be transformed into an improved public realm/space/other use.
- **43-45 The Broadway** (Pret a Manger and Boots Optician)- another example of later addition c. 1970s/80s) which disrupts earlier Victorian/Edwardian rhythm. Rightly identified as a detrimental building in CA Appraisal (2007) Townscape Map. Site of former Victorian Railway Hotel. As with 7-13 New Broadway above, the removal of these buildings could open up the rear in a positive manner.
- **The Town Hall Annex** on Dickens Yard site at rear of the Town Hall- the rear emergency exit to the Victoria Hall creates a totally inappropriate environment for the Listed Town Hall. This has now been redeveloped as part of Dickens Yard redevelopment.
- **17-21 The High Street**- massing and height of new residential development overpower the Locally Listed Park View Pub on edge of CA (within Ealing Green CA). Disagree- this development sits reasonably well within streetscene and would classify as a neutral contributor.

Other buildings/structures identified in the strategic review that have an impact on the character of the CA include:

	<ul style="list-style-type: none"> • Springbridge Road car park (negative impact). Just outside CA boundary to north>long standing building but has an impact on the TC CA. • The Lodge (former Bell Inn PH) (negative impact). Appears to have been a PH on this site since 1850s. The office building within which it now sits is 1950s/60s – this large block is one of those few interventions in The Mall which has broken the earlier Victorian grain and is a detractor. Earmarked Local Plan Site EAL1 Saunders House/carpark behind offers opportunity to remove buildings, open up the rear and improve character here. See also section on Gap Sites below. • 18-36 New Broadway (neutral impact)- Group of buildings forming part of New Broadway demolished to create access to new Town Square next to Church of Christ the Saviour. Part of Dickens Yard development. Land originally housed vicarage to Church and then commercial buildings 1910-1930. Interesting and reasonably successful way of joining old and new buildings through glass connection. However, more open to debate is how well the end curved tower building (Gails) appears in relation to its scale, bulk, massing and function (as a bookend to parade) and its impact on setting of listed Christ the Saviour Church nearby.
<p>Gaps sites and capacity for change</p>	<p>The CA Appraisal (2007) makes reference to development sites identified in the Unitary Development Plan at the time. These include:</p> <ul style="list-style-type: none"> • Site no. 53 – The Bell & 51/53 The Mall, 1 a Northcote Avenue (EAL1 remains undeveloped). • Site no. 57- Ealing Broadway Centre (EAL4 remains unimplemented). • Site no 58 – Town Hall Annexe, Council Car Parks and Nos 2-12 The New Broadway (Dickens Yard now developed, EAL7 Longfield Avenue Car Park, now part of Perceval House redevelopment). • Site no 60- Existing UGC Cinema and Land to rear (EAL6 currently being redeveloped). • Site no 63 Arcadia Centre, land over the railway, 1-4 Haven Lane, 9-42 The Broadway &1-10 Central Buildings, The Broadway, Haven Green (EAL 3 remains undeveloped – two previous redevelopment schemes rejected/withdrawn). <p>The CA Appraisal (2007) acknowledges the Council’s commitment that these mixed-use proposals will result in a regeneration of the CA that will support and augment the existing TC with respect to its local character and architectural heritage [These objectives remain valid today].</p>

The CA Appraisal (2007) also noted that numerous **gap sites** exist within the CA- backlands, service spaces, overground car parks etc. and that these result in fragmented townscape and fractured urban grain, with poor pedestrian connections and environment. [This is agreed, and especially true of the Broadway Centre. This would be one of the potential themes addressed by a future Town Centre Strategy].

The Dickens Yard at the rear of Town Hall north of The Broadway are highlighted as particular examples of gap sites at the time of the last review, but this area has since been redeveloped. Whilst the 'architectural ensemble' of late C.19 buildings in the area behind the Town Hall have now largely gone, the replacement of the Town Hall Extension and other development of the 1960s, is generally an improvement to what was there before.

In terms of remaining large sites, there remain opportunities to enhance the Town Centre:

- **The Lodge (former Bell Inn PH)** – appears to have been a PH on this site since 1850s. The office building within which it now sits is 1950s/60s – this large block is one of those few interventions in The Mall which has broken the earlier Victorian grain and is a detractor. Earmarked Local Plan Site EAL1 Saunders House/carpark behind offers opportunity to remove buildings, open up the rear and improve character here.
- **Sandringham Mews**- access between 37 and 38 High Street. Used partly as car park but generally underused - private land managed by UK Parking Ltd- unattractive views of backs of shops. Scope in future to remove unattractive buildings at 7-13 The Broadway and open up new access to this car park site and turn it into attractive public space, linking in with new square to north by the Church of Christ the Saviour. Site allocated in Local Plan (EAL 6).
- **Garage at the rear of 45 The Mall** (Ref: 180304) Planning permission granted for redevelopment of existing car repair workshop to provide 700 sqm of office (Use Class B1), 35 residential units comprising 2xstudio flats, 13x1-bed flats, 18x2-bed flats, 2x3-bed flats landscaping, access and associated works. Backland site largely inconspicuous from the public highway, but yet to come forward.

Sites allocated in the existing Local Plan include:

EAL 01- Eastern Gateway, 51-53 The Mall- Mixed use development appropriate to the TC. Saunders House/carpark behind offers opportunity

to remove buildings, open up the rear and improve character here. Not yet come forward for development.

EAL 02- Ealing Broadway Crossrail Station- Mixed use development appropriate to the TC. Partly dependent on redevelopment of Villiers House. Not yet come forward for redevelopment. Cross rail station and upgrades due to be completed by 2021.

EAL 03- Arcardia, The Broadway/Springbridge Road/Haven Green. Mixed use development appropriate to the TC. Development proposals have been put forward for this area but have not been agreed. This is a key site, strategically placed between the station and the main shopping thoroughfares of the TC. It is important that development opportunities can be unlocked here with a scheme that delivers high quality development that also preserves and enhances the CA.

EAL 04- Ealing Broadway Shopping Centre. Scope for refurbishment and, where possible, redevelopment to provide mixed use development including additional retail, commercial, leisure, community and residential development. Any redevelopment should address current issues associated with the design of the current centre to make it more outward looking and integrate better with surrounding retail streets and residential areas. Not yet come forward for redevelopment.

EAL 05- Sandringham Mews: 25-45 High Street / 7 -11 New Broadway / Sandringham Mews Ealing W5 - Scope for mixed use development including retail, commercial, leisure and residential. Opportunity to enhance permeability in the town centre with links to Filmworks and rest of TC. Not yet come forward for redevelopment.

EAL 6- Cinema- 59-63 New Broadway / 14-22 Bond Street / 1 Mattock Lane. Mixed use development appropriate to the town centre, including multiscreen cinema, retail, commercial and residential. Under construction.

EAL 07: Longfield Avenue Car Park. Surface carpark. Now forming part of wider redevelopment plans for Perceval House. Mixed use redevelopment. At pre-app stage.

EAL 08- 49-69 Uxbridge Road- Just outside to west of TC. Scope for office led redevelopment. Opportunity to provides improved permeability through the sit including with Questors Theatre to the rear. Not yet come forward for redevelopment.

EAL9 Craven House, 58 Uxbridge Road / 1-6 Crowborough Court / 1-6 Craven Road. Scope for office led redevelopment. Not yet come forward for redevelopment.

	<p>EAL 10- 93-113. Uxbridge Road- Scope for office led redevelopment including ancillary commercial uses at ground floor. Not yet come forward for redevelopment.</p> <p>As can be seen above, many of the above sites have yet to be redeveloped. This strengthens the case for a comprehensive approach to assist bringing forward such sites, including through coordination of activities and land assembly, and protecting/enhancing heritage assets.</p>
Public Realm issues	<p>Key views and landmark buildings</p> <p>The key views and vistas identified in the CA Appraisal (2007) are still largely relevant and valid today:</p> <ul style="list-style-type: none"> • <i>View along The Broadway, south along from Ealing Station. It is still possible to obtain a very attractive view of the four storey red brick / stone buildings on the south side of the Mall (64-74 The Mall) that together with the unusual design of the North Star public house contribute to a distinguished ensemble and a very varied townscape in this section.</i> No significant change since last appraisal and none in future anticipated in this regard, although the impact from the future redevelopment of 9-42 The Broadway will need to be assessed in respect of this view. • <i>Approaching The Mall from Ealing Common, the old Town Hall on the north side and the spire of The Polish Catholic Church on the south side act as gateway elements approaching the CA from the east.</i> Again, no significant change here or none anticipated since the last appraisal. The proposed redevelopment of the garage at the rear of The Mall (Ref: 180304) will not be visible from The Mall. The future redevelopment of Local Plan site EAL1 (Eastern Gateway) will need to consider any impacts on this view including upon the nearby Polish Church. • <i>The prominent spire of the Church of Christ of the Saviour and its striking architectural presence act as a visual point of reference from most places along the main thoroughfare and immediately around them.</i> This remains the case and together with the Clock Tower of the Ealing Town Hall together with the spire of the Polish Church, are key landmark elements visible within the TC CA from several directions. These will need to continue to be carefully considered when assessing future tall buildings. • <i>Progressing westward, the Town Hall and the Cinema either side of The New Broadway act as the western-most boundary of the</i>

CA and at the same time as the gateway elements approaching the CA from the west. The Town Hall (Grade II, 1888, Charles Jones) remains the most significant historical building at the western gateway of the TC CA. The proposed extensions/alterations will change its appearance to a degree, particularly from the rear. It may also impact to a limited degree on a key view within the CA along the Uxbridge Road (south side). However, it will continue to have a strong positive influence on the character and identity of the area and the future use of the building (hotel/community/civil functions) will help ensure its enduring use and add activity to the area. The newly restored façade of the Old Cinema building should also have a positive impact on views in this area in future. Plans for the redevelopment of the adjoining Perceval House (outside the CA) will need to consider impacts on all relevant views in the area.

- ***An attractive narrow view is along Barnes Pike looking north. The narrow alleyway has very old origin and was the separating road between two large land ownerships. High boundary brick walls flank the alleyway. These provide a pleasant and enclosed feel.*** It now needs to be noted that the new Filmworks building will significantly affect views to the north towards Uxbridge Road and the Town Hall.
- ***From the southern end of the High Street at the boundary with Ealing Green CA, the view of the ample expanse of the Green with the complex of Pitzhanger Manor in the background constitute the unique setting for this part of the CA. The Green provides a filter and a means of transition between the dense commercial core of the Broadway's more urban character, and the domestic and calm character of the residential section of the CA along the Grove.*** This remains largely the case, although it now needs to be noted that the view from the south is in some parts punctuated by the taller buildings to the north, notably The ARC Tower and Dickens Yard.
- ***From The Mall looking eastwards, views of the large expanse of Ealing Common surrounded by mature trees create a contrast with the bustling commercial character of The Mall.*** Agreed, and unlikely to change significantly in future although redevelopment of Local Plan Site EAL1 (Eastern Gateway) will need to take this view into account.
- ***Similarly at the turn of The Broadway towards the Ealing Broadway station, the view of Haven Green is a welcome and restful episode that balances the traffic and noise of the many activities taking place around the station and along The***

Broadway. Agreed, no significant change since last CA appraisal (2007) and none in future anticipated in this regard, although the impact from the future redevelopment of 9-42 The Broadway will need to be assessed in respect of this view).

- ***Westel House on the north side of the Uxbridge Road has been identified by residents as a visual landmark within views from the New Broadway westwards. The sharp lines of the tower provide an interesting contrast and break amongst a skyline of many less imaginative buildings.*** Since the last appraisal (2007), Westel House (1960s, R. Seifert building) has been demolished and replaced by the ARC tower office building and Premier Inn Hotel building. The future redevelopment of Perceval House provides an opportunity to create a 'visual landmark' building(s) at the western gateway of the Town Centre CA.

Opportunity views

- Not specifically mentioned in the last Appraisal but **View looking south along High Street.** 43-45 New Broadway (Pret a Manger/Boots) building - modern building correctly identified in CA Appraisal (2007) Townscape Map as detrimental building in terms of townscape. Locally listed facades of the High Street of the Broadway Centre also visible here. Area could change significantly if Sandringham Mews (EAL5) is opened up by removing/replacing buildings at 43-45 New Broadway, and the Broadway Shopping Centre is refurbished or redeveloped (EAL4). This offers opportunities in future to enhance an historic and key north-south view.
- Redevelopment of Sandringham Mews (EAL5) and the removal of detrimental buildings along The New Broadway (7-13 and/or 43-45) would also open up/enhance **views towards Church of Christ the Saviour from the south.**

Secondary Views

In addition to the above, a number of other secondary views can also be identified. These are shown on an updated Townscape Analysis Map (to be finalised):

- Views from the **eastern end of Craven Avenue** (from just outside the CA to the west). The new buildings on Dickens Yard are currently visible from here.

- **Views from the north** including from various points along Gordon Road (Haven Green CA), and Longfield Avenue over the railway bridge.
- **Various views through the Dickens Yard development**, including into and out of the new Elizabeth Square.
- **View south along Bond Street from the junction with the New Broadway.** The views of the street with its Edwardian 4 storey gabled buildings on both sides are pleasant here. The regimented form of the buildings together with their distinctive red brick and white banding, mullioned windows and attics, gives it a sense of rhythm and harmony. This road effectively punched through Sandringham Gardens and Ashton House grounds when it was built between 1890-1910.
- **View south along Spring Bridge Road** towards the strategic intersection of New Broadway, The Broadway and the High Street. This view, from a slightly elevated position, currently encapsulates relatively modern developments including the western flank of The Arcadia Centre, and the northern elevation of the Marks and Spencer Building and The Broadway Centre. It also includes some late Victorian shops and the eastern elevation of Christ the Saviour Church. In a sense it is a view that could grow in importance if the redevelopment of The Arcadia Centre and The Broadway takes place in future.
- **Various views from the residential areas to the south and east of The Broadway Centre** (The Green, The Grove, Grove Road, Western Road, Oxford Road, Windsor Road, Oak Road). These are currently significantly affected by the flank walls of the Broadway shopping centre and car park ramp. Once again, these need to be considered as part of any redevelopment or refurbishment of the Broadway Centre in future.

Public Realm

The CA appraisal (2007) considered that the public realm of the CA could be greatly improved [Agreed – but Dicken’s Yard redevelopment has provided some improvements and the Cinema site will bring further improvements. Future provision could be further coordinated through a TC Strategy].

Traffic

The impact of heavy traffic was considered to be detrimental to character of the area- busy traffic dominates main roads and junctions, exacerbated

by cluttered pavements [Agreed but no easy solutions to this- bus, cycle and pedestrian priority schemes will no doubt continue to evolve over time.]

Pavements

There was considered to be poorly maintained pavements and use of utilitarian concrete slabs. Coloured and studded sections at crossings are discordant. In some areas they are not wide enough (High Street, Bond Street and Spring Bridge Rd) and are perceived as dangerous by the public [Whilst improvements have been made since the last appraisal in 2007, to some extent, street clutter remains a problem in some areas. A co-ordinated approach as part of a wider Town Centre strategy may help to control clutter in future together with co-ordination with Licensing to control trading activities such as market stalls and food vans which are concentrated along the New Broadway. Incremental small changes to pavements such as infilling bricks with concrete in The Broadway can detract].

Advertising

There was considered to be unattractive advertising boarding [Agreed, there are some long standing and large hoardings on some properties, for example on the shops opposite Ealing Broadway station, but little evidence seen of new hoardings. Recent examples of smaller double-sided electronic FSU units that sit on the pavement are coming forward, for example outside 33-57 New Broadway and outside 21 The Mall (Carmelita House) (191009ADV). These could add to general clutter in TC if not carefully managed. Nationally, the recent High Court ruling about greater regulation of advertising on telephone boxes through the planning system may also help regulate advertng in future.

Lighting

There was considered to be poor lighting. The new (2007) street lights along the main thoroughfare – 10 metre aluminium lamp posts were considered to be simple but elegant design. These exist with lighting in other area areas from different eras- need some co-ordination. Heritage posts would be more appropriate with the residential enclave (sub area 2). [Agreed, the new modern lighting columns, including more recent ones in Elizabeth Square, are fine but as the CA appraisal (2007) notes there is no uniformity in style and type of lighting across the TC. The integrated banners in columns along the New Broadway can help provide a unifying theme.

Bus stops

Bus stops were considered to be crowded and on narrow pavements and inadequate bus shelters [Agreed, they can affect pedestrians but there is no easy solution to re-locating these given the confines of space or providing additional shelters].

Street furniture

Street furniture was not considered to be in character. Railings along the main thoroughfare restrict pedestrian movements and create visual clutter. Furniture was considered to be of poor quality and maintenance. [Agreed to an extent, although there is variation across the TC. Service boxes, planting, shopfront advertising and phone boxes (excessive in number and types and often redundant) act as obstacles and create visual clutter even in areas with wide pavements such as outside 33-57 New Broadway. Situation is worse in some narrow sections of streets which are very cluttered; for e.g. the eastern section of 1-20 The Mall where the pavement is completely cluttered by stalls, A Boards, parking machines and compounded by uneven tarmac surface. Situation is also exacerbated by new double-sided digital advertisement panels, cycle hoops, trees, take-away stands, lamp columns etc. Clutter detracts visually from an area, but it can of course also lead to problems for TC users with visual impairments. There needs to be some kind of co-ordinated approach as part of a TC Strategy to create an effective pavement strategy, and then enforce it.

More well designed litter bins were thought to be needed [Agreed, as long as clutter can be managed]

More public seating where pavements wide enough was thought to be desirable. [Agreed, as long as clutter can be managed].

Shopfronts

Shopfront design and advertising was seen as one of the major problems in the CA. Whilst there are some good examples of surviving, original late C.19/early C.20 shopfronts with characteristic corbels and pillars, the TC has seen many more recent shopfronts of poorer quality. Modern shopfronts have over-deep fascias, garish colours, dominant and poor quality lighting and unattractive signage. Some are in need of repair. [Agreed, this remains a very significant problem. In terms of the historic fabric, the TC retains some fine Victorian/Edwardian shopping frontages but these are badly let down by the state of the shopfronts. There is very little consistency in the size and heights of fascias, and this results in a very untidy streetscape].

Some fine original shopfronts still survive, as does the Victorian iron canopy on the New Broadway. The CA appraisal (2007) noted that this had been replaced with inferior material though the original canopy still survives in its original form.

The Management Plan (2007) also advocates firm development control to ensure design quality and enforcement in relation to unauthorised

developments. Grant aid was also identified as a means to encourage shopowners to change and improve shopfronts on a more regular and incremental basis. [Again grant-aid is important- it could link with existing Ealing regeneration initiatives and the Town Centre Business Improvement District (BID) and grant aid from Historic England/National Lottery as part of a wider Town Centre Strategy. Once good sympathetic design can be instilled on the ground, it will set the standard and encourage others to follow suit. It could also be applied to other improvements to buildings along the shopping facades to replace inappropriate PVC-U, roofing materials, architectural detailing such as corncicing, eaves and verges. Further guidance on shopfronts will be provided as part of a new generic management plan and specific design guidance for the TC CA]

The strategic review has also highlighted the following public realm issues:

Public Spaces

Dickens Yard – The development provides high quality pavement (York Stone) and street furniture and landscaping. Query if the main walkway is wide enough to function as true public realm. Some of ground floor commercial units remain unoccupied although the situation is improving with a few new occupiers beginning to emerge. There is also some overshadowing from the buildings, though not significant. Motorcycle parking and bin container storage at rear of Town Hall detracts a little.

Dickens Yard Square- New Town Square (Elizabeth Square)- Ealing's first new square for some time. Since the last Appraisal (2007) the removal of the 1930s buildings (which were considered to create an abrupt transition from the well balanced and harmonious ensemble of the church to the high street) and the creation of the new square has enhanced the setting in this area. It has also opened up a view of the Church of Christ the Saviour and the adjoining Victorian school building. It connects Dickens Yard to main streets of the TC. The space is reasonably attractive but fairly minimalist. The stone sculpture, with inscription of words from George Formby's song 'Count Your Blessings and Smile', seeks to makes connection with nearby Ealing Studios and provide a focal point for the square although some feel it is too monolithic and out of place here. The Square is reasonably well used but more pedestrians could be encouraged to enjoy the space, through perhaps more seating and planting.

Broadway Shopping Centre square- this square is relatively well used by shoppers with a range of seating and public art, including a sculpture by Robert Thomas ('family sculpture') but is now a little dated. It was described by Pevsner (1991) "as a pedestrian area open to the sky, rather cluttered but humane- breaking space after the indoor shopping areas".

	<p>As part of any redevelopment of the centre (Local Plan site EAL04) opportunities should be taken to improve connectivity of public spaces within the town centre as a whole</p> <p>The use of wayfaring signs and maps is evident in the TC but there is very little in the way of historical interpretation boards or other material relating to its conservation area status. Helping people interpret and understand the heritage of Ealing and its buildings and how it developed over time (i.e. its story) will increase awareness and appreciation for both residents and visitors. More examples of the type used to encourage visits to the re-opening of the Pitzhanger Museum (posters and text etched into pavements- ‘Soane’s masterpiece this way’) are needed. This could also tie in with the 22 historical walks set up by the Council and TfL as part of the establishment of the ‘heritage quarter’ (see below).</p> <p>In February 2008 the Heritage Quarter in Ealing town centre was identified and publicised by the council with supporting resources committed for its improvement.</p> <p>The Heritage Quarter extends from the block formed by Bond Street and High Street in the north west, through Ealing Green, Pitzhanger Manor and Walpole Park, Ealing Studios and Lammas Park and takes in a number of residential streets in the east of the Quarter as far as its boundary on Midhurst Road. The aim was to make the most of Ealing’s rich cultural heritage, improving the area for residents and encouraging new visitors into the town.</p> <p>Whilst there were ambitions at the time to promote a “cultural quarter” in Ealing Town Centre, it is not clear where this has reached. It is recommended that a cultural strategy is prepared/revived as part of the wider town centre strategy, with other partners including including Questors Theatre, Ealing Arts and Leisure, education providers (Thames Valley University and Hammersmith and West London College), Ealing Studios and retail partners.</p>
<p>Management Plan</p>	<p>As part of the strategic review, a central recommendation is the development of a Town Centre Strategy to help co-ordinate the preservation and enhancement of the TC, whilst meeting growth needs. The preparation of a TC Strategy to would consider how best to take forward the various development opportunity sites identified in the TC, with a focus on regeneration, within an historic context. This will help deal with:</p> <ul style="list-style-type: none"> • Setting out design and planning requirements for key opportunity development sites with the TC, and crucially co-ordinating and facilitating their delivery within the context of the surrounding environment and infrastructure. This could involve a framework to help deal with any site specific issues including barriers to

development and maximise benefits for the public realm. It would also help highlight the protection and enhancement of heritage assets as part of redevelopment schemes.

- Providing a framework for the highest architectural and design responses to sites. This will help allay concerns expressed on some sites by Historic England and others, for. e.g. at 9-42 The Broadway, in relation to the potential loss of historic fabric and level of potential harm, and address sensitivities also identified in relation to Haven Green CA. It would help engender a heritage-led (or heritage-inspired) regeneration of the Town Centre.
- Establishing an embedded role for the use of Design Review Panels (DRP) to assist with the development of major sites within the TC to challenge and improve the quality of design and its response and integration with the remaining historic character and assets.
- Ensuring future redevelopment of the Broadway Centre is of the highest quality, overcomes issues from its current inward-looking form and better links the commercial core with the surrounding residential area. It should also help improve permeability and better reflect the original tight urban grain of Ealing's heyday during the Victorian/Edwardian period. Providing a diversity of uses (retail/leisure/food and drink/offices) will also improve and update its offer in future and help it integrate with the rest of the town centre.
- Looking specifically at the western gateway to the TC CA- the redevelopment of Perceval House, the Town Hall extension and the development of the Cinema site will have the potential to create a new community/commercial/leisure **hub** that positively embraces the historic assets in the area to add value in both economic and conservation terms. The range of civic, community, commercial and residential space will be greatly increased in quantitative and qualitative terms within the Town Centre, to create a vital and viable new hub in this area. The challenge will be to ensure that the redevelopment is of high quality and preserves or enhances the overall character of the CA and the individual heritage assets. The Ealing Town Centre BID area (<https://www.makeitealing.co.uk/who-we-are>) extends into the office corridor and any improvement projects here could be co-ordinated in future
- Exploring the relationship of the office corridor to the east with the TC CA. Whilst it is not proposed to extend the CA into this area, development here will need to respect the western gateway and views into the CA. This area needs to be enhanced in future to complement the TC, and the role of the 'office corridor' needs to be reset.
- Looking at improving and linking in public realm opportunities, for example through improvement of the backland at Sandringham

Mews and linking through to the new public plaza by Dickens Yard/ Church of Christ the Saviour.

- Making a strong business case for external grant-funding for heritage enhancement schemes from Historic England, Heritage Lottery and other providers. This could take the form of direct improvements to the historic fabric and environment of the Town Centre and/or be used to supplement repair/enhancement works in the form of grants to local buildings owners, particularly shopowners in the case of shopfronts and signage and other works. Match- funding could also come from other regeneration initiatives, section 106, and other sources.
- Developing a cultural strategy, with other partners involved in the arts, education, theatre, film-making and local history. This could entail the revival of the 'Heritage Quarter' in the TC.

An up to date **Townscape Heritage Map** will help inform a Town Centre Strategy (this will follow).

Management Plan

The Management Plan (2007) identified a number of issues:

Development pressure

The TC and immediate surroundings is under strong development pressure. The main buildings date from mid C19 to late 1930s and beyond and provide a range of architectural styles. Nevertheless, poor quality of several 1950s, 1960s and later developments provide opportunities for new improvements. [Agreed, that remains the case and opportunities should be taken through future redevelopment to improve the situation].

Shopfronts and signage

Modern shopfronts and signage in many cases spoil the appearance of many fine Victorian and Edwardian buildings. This is a very significant problem within the TC which has a considerable number of buildings within the shopping thoroughfares that have façade or group value. [Agreed, these Victorian/Edwardian retail facades are amongst the best in the Borough and wider environs and should be protected from poor shopfronts and signage. The Management Plan advocates adherence to principles within the Shopfront Design Guidance Leaflet – which existed at the time of the last appraisal but is now no longer being used as a guidance document (there have since been various subsequent iterations and drafts of a generic Shopfront Design Guide dating from 2009, 2010 and 2012). It is proposed that revised shopfront guidance is issued as part of a new generic management plan and specific design guidance for Ealing TC CA).

The Management Plan also advocates firm development control to ensure design quality and enforcement in relation to unauthorised developments [Agreed].

Grant aid was also identified as a means to encourage shopowners to change and improve shopfronts on a more regular and incremental basis. [Agreed, this is important and could link in with existing Ealing regeneration initiatives, TC Bid and grant aid from HE/Lottery. Once it can be demonstrated what good sympathetic design can be achieved then this will set the standard and encourage others to follow suit. It could also be applied to other improvements to buildings along the shopping facades to replace inappropriate PVC-U, roofing materials, architectural detailing such as cornicing, eaves and verges]

Poor connectivity

It was anticipated that the redevelopment of some backland and gap sites (such as Dickens Yard and Arcadia) would improve connectivity by creating a network of new and existing pedestrian routes that link a sequence of new, soon to be created public spaces [Dickens Yard redevelopment and creation of new paths and public square addresses this to some extent but still needs to be improved as part of future redevelopment].

In addressing poor urban grain, poor connectivity between residential and shopping areas and poor quality setting for listed buildings, the CA Management Plan states that:

The Council is currently doing its utmost to facilitate the delivery of the above schemes and to ensure that they will achieve the desired regeneration of Ealing Town Centre with respect to the enhancement of the local character and identity [this remains a valid approach].

Other management plan matters

Poor setting west of the Listed Christ the Saviour Church, and rear of listed Town Hall [no longer relevant as this area has now been redeveloped with the Dickens Yard development and PP now granted for extension to the Town Hall]

Poor condition of some buildings in CA [not clear what this refers to- the building fabric appears generally to be sound].

The above issues will all be addressed as part of new generic management plan and specific design guidance for Ealing TC CA.

Staffing, Resource and Process Issues.

As part of the stakeholder engagement on the strategic review, the CA Panel have also highlighted a number of operational issues. This relate to their experience within the Ealing TC, Ealing Green and Haven Green CAs. These are generic matters that have Borough-wide implications and are therefore also addressed in the Key Issues and Recommendations Report. In essence, these matters include:

Role of planning officers – the Panel’s analysis indicates that on the larger development schemes, planning officers are taking the Panel’s representations seriously and using the CA appraisals and management plans as material considerations in determining applications. However, in the case of smaller schemes, including conversions and backland developments, there is a less consistent approach. There is also concern about the extent to which nearby precedents are being used to justify non-conforming elements [Comment- these are noted but more detailed analysis would be needed in relation to specific applications to understand specific issues].

It is clear that there is a wide variation in **knowledge of heritage** and conservation among the planning officers and the high turnover of staff might impact the required depth of knowledge needed in the planning department which can lead to inconsistencies in decision-making, for e.g. on window replacement. [Comment- these are noted but more detailed analysis would be needed in relation to specific applications to understand specific issues].

Planning process – the Panel has been engaging with the planning process team on improving the system and processes and there is some improvement. The Panel recommends that no application is validated until all documents are available, verified, labelled usefully, and reliably published online [Comment- these matters are all being considered by the current IPSI Planning Process Project].

The Panel recommends:

- Strengthening the management plans to deter the use of non-conforming local precedent as justification for decisions [comment- agree in principle, though each case will still need to be treated on its merits]
- Reinforcing this with case officers in the tools they use (checklists, workflow, etc.) and in their professional development [comment- agreed and covered by IPSI Planning Process Project]
- Renewed pressure to improve process and systems, using particularly the validation checkpoint to ensure total quality [comment- agreed and covered by IPSI Planning Process Project]
- Considering whether Article 4 Directions should be extended to other parts of both CAs as an additional checkpoint particularly

when a planning application is not needed because of permitted development [comment- Article 4 Directions are considered below].

Role of conservation officer – following the deletion of the conservation officer post (Cabinet 10th July 2018) the Panel have a concern that this will leave a gap in resources, advice and expertise on design and heritage matters. [comment- this is noted and the matter is addressed in the Key Issues and Recommendations Report. The wider CA Area Forum is also investigating ways in which CA Panels can assist].

The Panel recommends:

- Continuing professional development of planning officers on knowledge and skills in conservation and heritage with outside review of effectiveness [Comment- agreed and this already happening]
- That clear, detailed and unambiguous CA management plan are produced in future. These might include reminders and context from Historic England and other bodies on heritage. (Comment- this strategic review will assist in that process through the new generic management plan and specific design guidance for each CA).
- Examine the Historic England advice and other correspondence relating to major developments in Ealing Town Centre CA [comment- this is to some extent being carried out as part of the strategic review]

Policies on streetscape, shopfronts and signage- The Panel notes that useful shopfront design guidance has in the past been produced by the Council including specifically for Ealing Green (Policy for Shopfronts and Advertisements, 1984) as well as generic Shopfront Design Guides (various iterations 2009, 2010, 2012) but that such guidance has effectively been abandoned) [Comment- It is proposed that revised shopfront guidance is issued as part of a new generic management plan and specific design guidance for Ealing TC CA].

The Panel welcomes the idea of some kind of heritage fund to support commercial businesses in restoring and enhancing the CA [Agreed, recommendation is to review grant-funding opportunities generally].

A new aspect of signage is that new developments such as Dickens Yard (and in time Filmworks and Arcadia) also have signage and the developers and management companies have their own design principles for signs

within their developments. It is essential that the Panel continues to comment on these applications [Comment- noted].

The original management plans referred to the condition of streets, uncoordinated furniture and general clutter. There was little in the plan for specific policies on improving the situation. The streets and pavements continued to worsen and there was little control over new telephone kiosks which began to appear with their advertising panels. New telephone kiosk applications are starting to emerge and there is also concern that poor siting of streetlamps and the possible introduction of signs and possibly cameras for a 20mph zone will also harm the streetscapes in both CAs. We understand the need to adhere to traffic safety and sign placing, but want to avoid haphazard incremental installation of traffic and other signs and other street furniture [Noted and to be addressed by proposed TC Strategy, new generic management plan and specific design guidance for Ealing TC CA].

The Panel recommends:

- A shopfront policy for Ealing Green, Ealing Town Centre (and Haven Green) to be included in the management plans for each CA. Generic Ealing-wide shopfront design guidance is not available and there is an urgent need for specific guidance for each aimed at incremental improvement [Comment- noted and to be addressed by new generic management plan and specific design guidance for Ealing TC CA]
- Resurrecting the idea of grant aid (or temporary business-rate reduction or other method) for specific frontages where a new business takes on the premises to restore or create suitable shopfronts (Comment- noted and to be addressed as part of Town Centre Strategy)
- Tighten wording on signage and advertising to ensure that the statutory process is sharpened for CA applications (Comment-noted)
- Create policy on streetscape, street furniture, etc. to ensure in keeping with CA and to keep uncluttered [agreed in principle and will be addressed through town centre strategy and new generic management plan and specific design guidance for Ealing TC CA]
- Need compliance control [Comment- noted].

Policies on PVC-U windows- There are mixed opinions on the use of PVC-U and a recognition that technology has moved on. It would be helpful if there were clear guidelines on what kinds of uPVC design, possibly using appropriate manufacturers and model types to demonstrate acceptable form and profiles. It is not just about materials but also the style of

	<p>windows will be important. Guidelines should be included in the new management plans- this will help avoid any inconsistencies in the way applications are treated and the way precedents should be taken into account (Comment- agreed in principle and will be addressed through new generic management plan and specific design guidance for Ealing TC CA).</p>
<p>Article 4 Directions</p>	<p>In the last Management Plan (2007), it was noted that the majority, if not all of the properties presently within the Shopping Area in the CA are in commercial use or are used as offices, where such changes, including replacement windows (a particular problem in the CA) already require planning permission.</p> <p>As such, no specific Article 4 Direction was recommended (although one was subsequently introduced within the residential enclave at The Grove in 2013), and no further Article 4 Directions are recommended (see report on Ealing Town Centre-Residential Enclave).</p> <p>Since the last appraisal, relaxation in planning control over the conversion of office space into residential has come into effect. This has so far resulted in few conversion schemes within the Town Centre. One example relates to the Lammerton/Sandringham Mews site at 24-37 High Street (Ref: 191685PAOR) which sought to empty office space into flats. The Council is currently looking at this issue across the Borough, and exploring the need for an Article 4 Direction to regulate this activity in future. Its introduction will need to be justified by sufficient evidence to demonstrate that the loss of commercial office space is affecting the local economy.</p>
<p>Other Controls/ Guidance</p>	<p>It is recommended that further guidance is provided as part of a new generic management plan and specific design guidance for Ealing TC CA.</p> <p>This will help address a number of issues identified in this report including shopfronts, PVC-U windows and other design matters. The development of a Town Centre Strategy will also help co-ordinate a range of policy initiatives and guidance, including on enforcement and grant-aid matters.</p> <p>Ealing Town Centre is currently listed in Historic England's Heritage at Risk Register with its Condition being classed as 'Poor', Vulnerability as 'Medium' and Trend as 'Deteriorating'. On the basis of the current strategic review, it is recommended that HE is advised that the Condition is revised to 'Fair' and Trend as 'No significant Change'. Vulnerability remaining as 'Medium'. A revised management plan and design guidance, together with the implementation of a Town Centre Strategy should provide a framework to enable the area to come off the register in the future.</p>

Planning Data	Between 2007 and 2019, very high levels of planning applications were received, averaging of 97 per annum (Rank 1- for combined Town Centre and residential enclave). 78% of applications approved, above the average across CAs (75%). There were a moderate number of appeals lodged (17), with the majority (13) being dismissed. In terms of enforcement activity, 14 cases were investigated on average per annum with the majority relating to operational development (i.e. where works began before planning permission was drafted or after the expiry of the planning permission) followed by changes of use advertisement control contraventions.
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RM 22.7.20

Notes

¹ Conservation Area Appraisal, Designation and Management (Historic England Advice Note 1- 2nd Edition Feb 2019)

² NPPF para 186: *When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.*

Ealing Town Centre CA

By type:

Ealing Town Centre	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Grand Total
ALL TYPES	132	15	10	132	156	148	129	173	126	2	31	113	100	1267
ADVERT	24	1		30	19	18	15	21	19		2	10	11	170
TEL					1							2	3	6
CND	15	1	10	32	39	47	41	43	21		7	38	23	317
CPE/CPL/PRA	3				6	2	8	8	5		3	3	7	45
FULL	58	6		37	46	41	29	59	47	1	11	28	28	391
SCO/EIA/RMS	1						3	1	1					6
HH												2	6	8
CAC	6	2			2	2	1							13
LBC/LBD		1			3	2	1	2	1		1	6	1	18
VAR/NMA/COU	2	1		12	21	21	17	15	14			7	6	116
TPO/TPC/PTC	23	3		21	19	15	14	23	17	1	7	17	15	175

NB. The anomaly in figures for specific years 2016 and 2017 reflects the transition from different data capturing systems.

By Decision:

Ealing Town Centre	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Grand Total
APPROVED/ NO OBJ	29	4		58	60	59	46	58	33	1	13	49	36	456
APP with COND	44	7		47	59	59	55	86	64	1	6	40	42	510
PD/PA	2				5	1	7	4	4		2	1	2	28
REFUSED	37	3		18	20	18	7	7	8		5	7	10	140
WITHDRAWN	20	1		8	12	11	12	18	16		3	13	8	122
APPEAL ALLOWED	1				1							2 with conditions		4
APPEAL DISMISSED	5	1			2	2	2		1 IN PROGRESS			1	1 IN PROGRESS	13 + 2 IN PROGRESS

Enforcement Cases:

Ealing Town Centre	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Grand Total
ALL CASES	13	16	15	7	20	11	23	7	24	10	15	4	17	182
Advert Contr.		2	3			4	5	1	10		1		2	29
Amenity Issue						2								2
Breach of Cs.	2		4			5		1			1	2	1	16
Change of Use	4	3	4	1	3		4	1	1	4	3		2	30
Dem. in CA		1					1							2
Enquiry										5	7	1	4	17
Listed B. Contr.				1		1								2
Not in acc. w/p	3	1			1		1	1	1		1	1	2	12
Op. Dev.	3	9	3	5	12		7	3	2	1	2		6	53
Tree Cont.	1		1		1	1	1		3					8
Unknown					1	1	3				7			12

KEY:**Application types:**

ADVERT:	Advertisement Consent
TEL:	Telecommunications Notification
CND:	Discharge of Conditions
CPE/CPL/PRA:	Certificate of proposed/ Lawful use/ Prior Approval
FULL:	Full Planning Permission
SCO/EIA/RMS:	Scoping Opinion/ EIA Application/ Reserved Matters
HH:	Householder Planning Permission
LBC/LBD:	Listed Building Consent/ Demolition
CAC:	Conservation Area Consent
VAR/NMA/COU:	Variation/ Non-Material Amendment/ Change of Use
TPO/TPC/PTC:	Works to a tree/ Tree Preservation Order

Decision types:

PD/PA:	Prior Approval/ Permitted Development/ Deemed Consent
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Enforcement breaches:

Advert Cont.:	Advert Contravention
Breach of Cs.:	Breach of Conditions
Constr. Det. Dw.:	Construction of detached residential dwelling
Dem. In CA:	Demolition in Conservation Area
Listed B. Contr.:	Listed Building Contravention
Not in acc. w/p:	Not in accordance with planning permission
Op. Dev.:	Operational Development
Use anc. out.:	Use of Ancillary outbuilding as separate dwelling
Tree Cont.:	Tree Contravention