

NORTHFIELDS CONSERVATION AREA (NEW PROPOSED)

PUBLIC AND STAKEHOLDER CONSULTATION (FEBRUARY 2022)

Date Designated New Proposed

Last Appraisal N/A

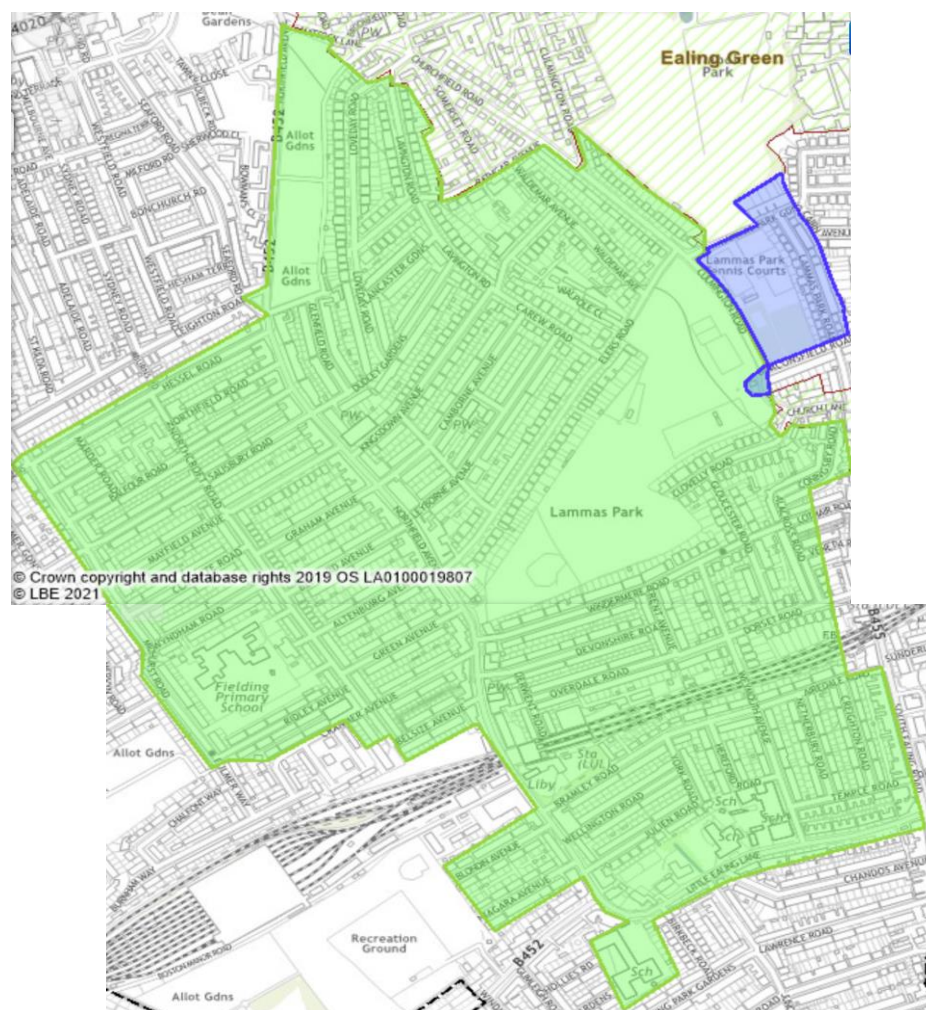
Last Management Plan N/A

Existing Article 4 Direction N/A



Map

The proposed area is set out on the map below, shaded in green:



| | |
|---|--|
| Summary of the area and its special interest | <p>This proposed conservation area (CA) has been put forward for consideration by local resident Kay Garmeson, with support from William Filmer-Sankey. The following sections seek to outline the special architectural and historical interest of the area and the case for its designation as a conservation area.</p> |
| Background and proposed CA boundary | <p>The proposed CA is based quite closely on the geographical area covered by the 'Heritage Quarter'; an area identified by the Council in 2008 for a range of investment and enhancement measures. The area stretches from Pitzhanger Manor to roads around Northfield Avenue plus Walpole and Lammas Park and is partly encompassed within the existing Ealing Green CA. It covers Walpole and Northfield wards. Most of the investment went to the restoration of Pitzhanger Manor with the rest on environmental improvements including lighting, landscaping, cycle stands and removal of clutter.</p> <p>A particular feature in the Heritage Quarter was the restoration of the antique style heritage lighting columns and bringing it up to modern standards. This involved the (PFI) Private Finance Initiative of a rolling programme of removal and refurbishment of the Edwardian cast iron columns, characterised by slender cast iron columns in green and cream paint and variations in the design of the lanterns. There are now currently 683 cast iron columns situated throughout this area.</p> |
| Historical¹. Development | <p>The proposed CA is based on Northfield Lane (pre-1870) which is now Northfield Avenue. The residential development on either side took place between 1890 and 1910, with the exception of Northfield Road and the block bounded by Coninsgby Road, Lothair Road and South Ealing Road which is earlier (1870-1890). Surviving buildings also date back to the C.18 and C.19 along Little Ealing Road. The route of Northfield Avenue linking Ealing Dean and Little Ealing (known as North Field Lane until 1905) dates back to the mid-18th century at least.</p> <p>Charles Gould (later Morgan) was a prominent figure and sold much Ealing property. Most building in the last decade of the 19th century was in the south and west parts, notably on market gardens south of Ealing Dean, and was for clerks and other lower middle-class occupants. Between the World Wars and south of the Uxbridge Road housing stretched from Ealing Dean or West Ealing southward to Little Ealing, except where allotments survived at the north end of Northfield Avenue. Camborne and Leyborne Avenue, projected in 1920, had been built up by 1934.</p> <p>Notable historic buildings in the area include:</p> <p>Ealing Park and Mansion- Place House (C.17), south of the junction and later called Ealing Park. Ealing Park and 70 acres were sold for building in</p> |

| | |
|--------------------------------|--|
| | <p>1882. As a convent the house retained some of its landscaped grounds in the 1890s. By 1920 the grounds of Ealing Park had been mostly covered with terraced or semi-detached houses, as had all the land stretching eastward to South Ealing Road and northward to the District Railway Line.</p> <p>Rochester House- Early 18th century Built for John Pearce, a London distiller who bought land at Little Ealing c 1712, and named after his son Zachary Pearce, Bishop of Rochester (1690-1774) who died there. Once home to the French General Dumouriez (1804-1818).</p> <p>Manor Coldhawe (or Cold Hall)- Most probably located near the junction of Northfield/Windmill and Little Ealing Lanes on the west side of Northfield Lane. Shown on the Rocques map of 1741. Acquired by Sir Charles Lockyer in 1728. Also of note is an old farm-house at the southern end of Northfield Lane, known as Niagara House; in 1903, it was thought to be occupied by Blondin, the rope-walker. By 1934 this was gone and the last adjoining open spaces, to the west, had been taken for sports grounds and for housing, which stretched along Swyncombe Avenue to Boston Manor Road.</p> <p>The Plough Inn - was so-called in 1722 and it was said to be the Parish's oldest building in 1898. The old Plough Inn was demolished in 1905 and a school built east of Rochester House. A few small shops were built on the east side of Northfield Avenue between the Plough and Julien Road ca 1909.</p> |
| Key parts of the CA | <p>The proposed CA consists of three distinct parts including:</p> <ol style="list-style-type: none"> 1) Dean Gardens Allotments and Lammas Park 2) Commercial Northfield Avenue 3) Residential Hinterlands <p>These are described in more detail in the following sections.</p> |
| Dean Gardens Allotments | <p>Reputedly the oldest allotments in London (1832). They appear as part of the larger parish allotments on both sides of Northfield Lane on 1870 OS map. Occupying 23.5 acres of the land they were originally known as Ealing Dene or Jackass Common due to the annual donkey racing here. Allotments were approved by the Bishop of London, Lord of the Manor, and Sir Herbert Oakeley, who was then Vicar of Ealing, together with 150 of the copyholders. 20.5 acres were set aside for allotments with the remainder being reserved for roads and paths. The allotments were restricted to poor parishioners of Ealing, and each were only allowed to hold one rood (quarter of an acre) of land.</p> <p>The Dean Garden Allotments certainly add to the community character of the area; it is also a remnant of the rural nature of borough before</p> |

| | |
|--------------------------|---|
| | <p>large scale urbanisation took place in late C.19. The surviving model cottages (c.1870) on Occupation Road were probably designed for the agricultural workers of that time (LLR0965). The allotments west of Northfields Avenue have since been developed with housing</p> |
| Lammas Park | <p>The Ealing Local Board acquired Lammas Lands (25 acres used for grazing cattle in mediaeval times) in 1880 and the park received Government sanction on October 11, 1881. The objective was to protect Lammas Park as open space in perpetuity for the recreation of the growing population of Ealing. It opened in 1883 as Ealing's first public park. When originally purchased, it did not extend westward as far as Northfield Lane, but by an arrangement with the owner of the Elers Estate, a large plot which lay between the western boundary of the Lammas and Northfield Lane allowed an open way right through. A further plot was added on the northern boundary for another entrance, together with an additional twenty-five feet frontage for the erection of a lodge on Northfield Lane.</p> <p>Lammas Park, together with Ealing Green and Walpole Park, is part of a well-used network of open spaces which act as a green setting for the CA, and which form a key part of the historical and social development of the CA and wider settlement area. The Park also links with the 'Lammas Enclosure' to the east (shaded in blue on the map above) and this area is also considered for inclusion as part of the Ealing Green CA (see separate report).</p> |
| Northfield Avenue | <p>This forms the 'spine' of the new CA and stretches from its junction with Mattock Lane in the north to Little Ealing Lane in the south. This long road is approximately 1 mile (1.6km) in length and forms a busy local shopping area.</p> <p>The section between Leighton Road and Wellington Road forms part of a 'Neighbourhood Centre' in the Local Plan. It is characterised by a number of extended parades of local and independent shops and services serving their local communities. They are well used, being within walking or cycling distance of many residents in this part of Ealing. They form an important part of the area's character.</p> <p>This is also a mixed area in terms of character. It contains a cluster of some fine buildings currently on the list of locally important buildings and buildings of façade or group value. It also contains some later detrimental housing and commercial development and shopfronts in need of enhancement. The main area of architectural interest is between Salisbury Road/Dudley Gardens and Altenburg Avenue and Elers Road with key highlights being some surviving traditional shop</p> |

| | |
|--------------------------------|---|
| | <p>units/shopfronts along the southern side of this section of Northfield Avenue (locally listed) from the late C.19 to the 1950s.</p> <p>On the north side the single storey parade of shops between 115 and 127 is also identified as having group/façade value (let down by poor shopfronts/fascias). On the south side the c.1907 two storey parade of shops between 114 and 128 is one of the most interesting sections of Northfield Avenue with very distinctive ornate rubbed feature gables above semi-circular window openings. Again shopfronts, overpainting and window replacements detract but these may be reversible and original facades largely survive intact.</p> <p>The lower section of Northfield Avenue towards Northfield station has a more ordinary residential and commercial feel but is punctuated by remnants of late Victorian and Edwardian parades. There is also a couple of statutory listed buildings in this area including the station building (Grade II; 1932) and the former Odeon/Spanish City cinema (Grade II* 1932).</p> |
| Residential Hinterlands | <p>The proposal incorporates the large scale housing development that took place at the end of the C.19/early C.20 on either side of Northfield Avenue, on what was previously agricultural/open land:</p> <p>Western block bounded by Hessel Road, Midhurst Road and Belsize Avenue:</p> <ul style="list-style-type: none"> • Hessel Road: 2 storey late Victorian cottages. London stock with red brick courses. Slate roofs. Canted bays ground floor. Variations in style on either side. Narrow front gardens all intact. Some alterations but reasonably well-preserved uniformity of character. • Balfour Road: Late Victorian two storey cottages. London stock. Canted bays with red brick columns and stucco surrounds. Some alterations but narrow front gardens survive. • Between Hessel Road and Balfour Road, to the east of Marder Road- there is more recent development of two red brick storey houses c.1981 (Clementine Court)- neutral contribution. • Northfield Road: Oldest residential development (1870-1890). 2 storey cottages. London stock. Squatter bays. Narrow road and front gardens Surviving Victorian warehouse at no. 53 Grade II listed, mid 1880s) • Salisbury Road: as per Balfour Road. • Mayfield Road: Larger, later (Edwardian) semi-detached villas. Distinctive gables, some with half timbering. Some alterations but narrow front gardens survive. • Graham Avenue, Bernard Avenue, Claygate Road and Wyndham Road: as per Mayfield Road. |

- **Ridley Avenue:** late C.19 terraced housing in London stock. Some alterations.
- **Fielding Primary School** (c.1951) lies between Wyndham Road and Ridley Avenue
- **Cranmer Avenue-** north side as per Ridley Avenue.
- **St. Paul's Church** – parish church c.1900- yellow brick with bell tower in modern Gothic style (LLR1122) lies between Ridley Road and Cranmer Avenue.
- **Alternburg Road-** Transition between Victorian and Edwardian halls-adjoining houses- distinctive red brick, double-storey canted bays with stucco surrounds, providing long rhythmic facades. Narrow front gardens. Probably one of best and well-preserved housing facades in area.
- **Green Avenue-** turn of century two storey terraces. Alterations including redbrick overpainted in many cases.
- **Belsize Avenue and Cranmer Avenue (south)** - turn of the century two storey terraces. Some attractive original detailing survives including red brick and white stucco surrounds and front gardens. Some alterations including overpainting and rooflights.
- **Northcroft Road-** runs north south and intersects many of the above. Larger Edwardian red brick houses, with some houses displaying details including oriel windows at first floor, timber joinery on half enclosed porches, half-timber gables, and distinctive white brackets between upper canted bays and eaves. Some alterations including rooflights, overpainting, replacement windows but original front gardens and some front doors survive.

On the outside edge of the area proposed for CA designation is the **Forester Public House**. Grade II listed. 1909 by Nowell Parr. Rendered brick with granite plinth; gabled plain tile roof; corniced brick stacks. Domestic Revival Style. 2 storeys, 3 bay elevations to both Leighton Road and Seaford Road.

Eastern block bounded by Northfield Avenue, Walpole Park and Little Ealing Lane.

- **Loveday Road** – continuation of two storey, gabled Edwardian houses. The half-timbering is much more pronounced on the front gables and 1st floor walls, with some intricate patterns and colours that add interest. Alterations including some of the deeper front gardens converted to hardstandings.
- **Rathgar Road-** as per Loveday Road
- **Lavington Road** – more Edwardian housing but more ordinary design with less half-timbering. Some alterations and loss of front gardens.
- **Lancaster Gardens** -as per Lavington Road.

- **Dudley Gardens** – a mixture of housing. Mostly Edwardian with late Victorian closer to Northfield Avenue. A continuation of similar styles in the area.
- **Glenfield Road**- late Victorian houses, taller design, London stock with contrasting red brick dressings which in the main hasn't been overpainted and adds to attractive vista, accentuated by curve in the road. Front gardens survive.
- **Culmington Road**- Larger detached turn of the century red brick houses. Later than 4 storey houses to the west in Churchfield Road (within the Ealing Green CA). Recessed porch with bays either side. Pleasant wider avenue. Many front gardens converted to hardstandings.
- **Waldemar Avenue** -Edwardian semi-detached housing, more ordinary designs, mixed with some interwar housing. Several alterations. Nos 2-16 are of note and identified on the list of buildings of façade/group value (LLR1566) as red brick, with projecting vertical-hung gable end and square bay with bracketed jetty to upper bay window, shared porch with fretwork joinery. Some paths still have original encaustic tiling.
- **Lyncroft Gardens**- as per Waldemar Avenue. Houses on north side (2-18) are particularly noteworthy and on the list of buildings of façade/group value (LLR 0558)- described as Edwardian 3 bay semi-detached houses with rubbed brick dressings, moulded rubbed brick gable and projecting canted double height bays surmounted by finial-topped faceted turret. Original features intact and well maintained.
- **Carew Road**- continuation of late Victorian/Edwardian styles on north side but later interwar semis on south side.
- **Cambourne Avenue and Leyborne Avenue**- mainly ordinary interwar houses. The Catholic Church of St Peter and St Paul with its tall red brick façade (1960s) sits within the residential estate.
- **Kingsdown Avenue**- Edwardian housing of mixed styles including some later developments. The Methodist Church at the junction with Northfields Avenue has retained its original core (1890-1910) but has had a modern extension to entrance for disabled lift (2010).
- At the junction of St Aidan's Road and Leyborne Avenue is **St Aidan's Court**, former Presbyterian Church (1910-1930) now converted to flats but original building remains with distinctive tall bell tower.
- **Walpole Close** – modern 3 storey blocks of flats plus garages (c.1955) red brick with tiled mansard roof. Former open land. Out of character with surroundings.
- **Elers Road**- at eastern end, houses overlook Lammas Park. Edwardian red brick, set out in pairs, hung tile gables, square bays. Attracted recessed porches with balconies above. Street scene broken by Walpole Close development but houses at this

junction are very distinctive. Nos 15-17 Elers Road are locally listed (LLR0398)- semi-detached houses in war red Edwardian period, asymmetrical configuration of canted bay projections. Central Dutch gable surmounting porch with stucco pilasters and two sequence window above porch. 19/21 are of similar design (not locally listed). Directly opposite at no 2 is a 3 storey house (1898) of Arts and Crafts influence with Dutch gable and large clock- locally listed (LLR0397) but recently extended/alterd. Much of the rest of the road is attractive but more ordinary two storey Edwardian houses. At no. 102, **St Pauls Vicarage**, close to Northfield Avenue contrasts – early C.20, double fronted, neo-georgian of yellow stock brick with doric stucco columned porch; locally listed (LLR0400).

South of Lammas Park:

- **Clovelly Road**- turn of the century Edwardian houses, mostly semis, in variations of style of red and stock brick, canted and square bays, tile hung and half-timbered gables.
- **Gloucester Road** – as per Clovelly Road. More use of white stucco and white brackets under bays and windows.
- **Coningsby Road**- smaller terraces, late Victorian, yellow stock, canted bays at ground floor, slate roofs. Several alterations, notably overpainting of stock brick.
- **Alacross Road**- as per Coningsby Road- mixture of styles including some double height bays.
- **Dorset Road**- continuation of Edwardian housing, mixed styles of semis, red brick and rendered finishes, square bays, hung tiled gables.
- **Windermere Road**- continuation of Edwardian housing, mixed styles of semis. The section of houses towards the western end stand out with their pastel colours, decorative panels and gables, decorative eaves and mouldings and timber fretwork on porches.
- **Devonshire Road and Overdale Road** - continuation and variation of Edwardian house types. Some alterations but generally well-preserved features including red brickwork. Low brick and stone walls in Overdale Road are a particular feature.
- **Derwent Road** – Edwardian housing, more ordinary design especially at southern end where it meets the railway and Northfields station.
- **Blondin Avenue and Niagara Avenue** - later 1910-1930 houses- transition from Edwardian to inter-war suburban housing visible through variation of semi-detached styles, with simpler, less ornate designs and less pronounced bays and loss of gables. Several alterations.
- **Bramley Road**- Edwardian- generally well-preserved houses and features- red and stock brick, canted bays, strong gables. Part of

north side is open space around the station infrastructure. Some more ordinary interwar housing on north side.

- **York Road**- Edwardian housing- generally well-preserved houses and features - red and stock brick, canted bays, strong gables, decorative brick lintels, sliding sashes with some upper panes in stained glass.
- **Julien Road**- Edwardian houses. More mixed character and alterations. Some interwar suburban housing on south side, and some modern infill housing development (New Mount Court) but in a fairly sympathetic style.
- **Wellington Road**- Edwardian housing- generally well-preserved features. Differing styles on either side of street, north side- stock brick with red brick detailing around flat bays; south side- similar but with use of stucco around bays.
- **Hereford Road**- later 1910-1930 housing. West side houses with red brick, and square bays with stucco surrounds continues earlier Edwardian period. East side appears later, more suburban style with several alterations.
- **Weymouth Avenue**- mixture of periods- 1890-1910 (east side) and 1910-1930 (west side) and houses (cottages and semi-detached), and use of brick and render. Simpler, more suburban designs.
- **Netherbury Road**- mostly 1890-1910 but some 1910-1930 development. As per Weymouth Avenue.
- **Creighton Road**- Edwardian modest semis, simpler suburban style. Narrow front gardens remain in situ.
- **Temple Road**- mostly 1890-1910 but some 1910-1930, and later development. Includes some attractive late Victorian houses, London stock, flat bays and stucco detailing. A few have retained shared porches with open white timber framed porches.

Little Ealing Lane:

This busy road (B4491) has a combination of uses including residential, commercial and institutional. At its junction with another historical route, Windmill Lane, lies **The Plough PH**- Mid C.19 coach house, brick built with later render added with double pitch clay tiled roof and chimneys: modern additions (LLR0954). **Little Ealing Place House** (King Fahad Academy for Girls) on the south side is a Grade II listed Mid C18 House in grounds, now stucco fronted. **Rochester House**, 66 Little Ealing Lane (associated with Lourdes Mount Convent School), to the north of the Lane is a Grade II listed building- Early C18. Brown brick house: three storeys, 5 double-hung sashes in architraves. Parapet, machine tile roof. General Dumouriez lived here between 1804-18. The **Residential Wing of Convent of Sacred Heart** is another imposing building- c.1880s, yellow stock brick with red strong courses, twin front Dutch gables with circular windows and modern painted entablature (LLR0540). **Mount**

| | |
|----------------------|---|
| | <p>Carmel RC Primary school and grounds are also located here. The other building of note is Little Ealing school, access from Weymouth Avenue: Early C.20, perpendicular roof forms, which produce a rhythm of valleys and striking gable ends on frontage. Yellow stock bricks with red clay roof tiles (LLR1589). There is also Edwardian housing on the south side with the variations of style found in the area- most semi-detached with surviving features including gables (half-timbered and a few circular brick varieties), porches with white joinery, jettied gables and brackets.</p> |
| Key Buildings | <p>The proposed CA area contains a range designated and non-designated heritage assets:</p> <p>Statutory Listed Buildings:</p> <ul style="list-style-type: none"> • The Forrester PH, Leighton Road- on the outside edge of the proposed area. Grade II listed. 1909 by Nowell Parr. Rendered brick with granite plinth; gabled plain tile roof; corniced brick stacks. (List entry: 1263519) • 53 Northfield Road- Victorian warehouse, Grade II listed, mid 1880s, converted to furniture depository in 1917 (List entry: 1387208) • Northfields Avenue Station- Grade II listed, 1932 by Charles Holden, assisted on site by Stanley Heaps (List entry: 1263487) • 266,268 Northfield Avenue- Former Odeon Cinema, Grade II*listed, c.1932. By Cecil Massey. Originally called the Spanish City Cinema (List Entry 1079396) • Rochester House at Lourdes Mount Convent High School , 66 Little Ealing Lane (main block)- Early C.18 brown brick house. Grade II listed (List entry 1079421) • Place House (King Fahad Academy for Girls), Little Ealing Lane: Mid C18. Grade II listed. House in grounds, now stucco fronted. C.19 additions (List entry 1358767) <p>Locally Listed Buildings and Buildings of Façade/Group value:</p> <ul style="list-style-type: none"> • 1-4 Model Cottages, Occupation Road- cottages, possibly agricultural c.1870s (LLR0965) • Oscars, 44 Northfield Avenue- shop 1894 (LLR0932) • Parker and Sons Bakery, 64 Northfield Avenue- shop (LLR1643) • Gregory's, 70 Northfield Avenue- 1950s shopfront (LLR0933) • Darch and Duff, 90 Northfield Ave- 1904 shop (LLR0934) • The Owl and Pussycat, 106 Northfield Avenue, Edwardian shopping parade (LLR0936) |

- **114-128 Northfield Avenue-** 1907 shopping parade with ornate rubbed brick feature gables (LLR0937, 0939, 0941, 0943,0945, 0947, 0949, 0951)
- **138 Northfield Avenue-** Edwardian corner property (LLR0952)
- **97 Northfield Avenue-** part of Edwardian shopping parade (LLRLLR0935)
- **115-127 Northfield Avenue-** single storey shop units 1910-1930. Shopfronts much altered. (LLR0938, 0940, 0942, 0944, 0946,0948, 0950)
- **151 Northfield Ave-** attractive shopfront with set back door and green tiles
- **102 Elers Road-** St. Paul's Vicarage- early C.20, neo-georgian style (LLR0400)
- **St. Paul's CoE Church, Ridley Avenue-** parish church c.1900 (LLR1122)
- **The Plough PH, 297 Northfield Avenue-** mid C.19 coach house (LLR0954)
- **Residential Wing of Convent of the Sacred Heart, Little Ealing Lane** – 1880 building (LLR0540)
- **Little Ealing School, Weymouth Avenue-** early C.20 school building (LLR1589)
- **9,11,13 Rathgar Avenue-** group of 3 detached neo-georgian townhouses (LLR1113)
- **6-16 Lyncroft Gardens-** Edwardian 3 bay semi-detached houses (LLR0558, 0560, 0562, 0564, 0566, 0568)
- **2-16 Waldemar Avenue-** Edwardian semi-detached houses (LLR 1552,1554, 1556, 1558, 1560, 1562, 1564, 1566)
- **15-17 Elers Road- Edwardian semi-detached houses** (LLR0398, LLR0399)
- **2 Elers Road-** 1898 Arts and Crafts influenced house, extended and remodelled in 2018 (LLR0397)
- **128-136 Northfield Avenue-** remaining part of 1907 shopping parade that is not on local list.

Positive Contributors

- **1 Northfield Road-** original dairy and later off licence- late 1880s.
- **30-42 Northfield Avenue-** parade with first floor off white glazed brick with red brick detailing
- **SS Peter and Paul RC Church-** 1931-1959 by TBH Scott
- **St Aidan's Court** (formerly Presbyterian/United Reform Church. 1922, converted c.1999.
- **Heritage lamp columns-** throughout the area, renovated from 2008, in original cream and green livery

| | |
|---|--|
| | <p>❖ Question 1: Are there any additional buildings or features of special local interest that should be recognised in this area?</p> |
| Article 4 Directions | <p>Article 4 Directions can be introduced to a CA in order to control minor developments that would otherwise be classified as ‘permitted development’ (for e.g. window replacements, extensions, roof alterations etc.) The introduction of such a direction would mean that planning permission would have to be sought from the Council for such works in future.</p> <p>❖ Question 2: If the CA designation for this area goes ahead, should it be accompanied by any Article 4 directions to restrict minor developments that could normally be carried out as permitted development?</p> |
| Design Guidance | <p>The Ealing Character Study and Housing Design Guide (Feb 2022) contains a range of useful generic design guidance for development across the borough.</p> <p>A great deal of guidance and direction for dealing with development in all of Ealing’s CAs is provided in the Generic Management Plan (Feb 2022) (also forming part of the wider CA consultation). However, additional specific design guidance relevant to the local architecture may also be helpful in some CAs.</p> <p>❖ Question 3: If the CA designation for this area goes ahead, should it be accompanied by specific design guidance and if so, what elements should this cover?</p> |
| Summary and case for designation | <p>The area proposed for CA designation is an interesting one. It consists largely of late Victorian/Edwardian development carried out between 1890-1910, but with some remnants of earlier Victorian and Georgian development. It has possibly been overlooked for CA designation in the past because it lacks the higher concentrations of buildings of architectural/historical interest found in other CAs – for example the highly embellished and adorned Victorian/Edwardian housing found in Bedford Park, Ealing Green, St Stephens, Ealing Common etc. but it nevertheless contains some important clusters. However, there is historical interest in the cumulative coherence of what was an early period of construction for the masses in this area and how this was organised.</p> |

The roads either side of the middle section of Northfield Avenue, between the allotments and station, typify a grid pattern of broad and tree-lined road layout. This seems to have been determined at the outset, as evidenced by the existence of Camborne and Leyborne Avenues as streets years before they were eventually built out. As homes for the lower middle classes, two-storey terraced housing was the norm, but within this uniformity there are myriad of different design details that are both attractive and no doubt reflect the way in which the land was parcelled out to be built by different builders.

This is also a fairly unique area in terms of the form, function and length of the Northfield Avenue as forming the 'spine' of the area. There is a case for basing the area around the area previously identified by the Council as the 'Heritage Quarter' albeit the original rationale for identifying this area on the basis of its architectural and historical associations would need to be explored further.

The pros and cons for CA designation can be summarised as follows:

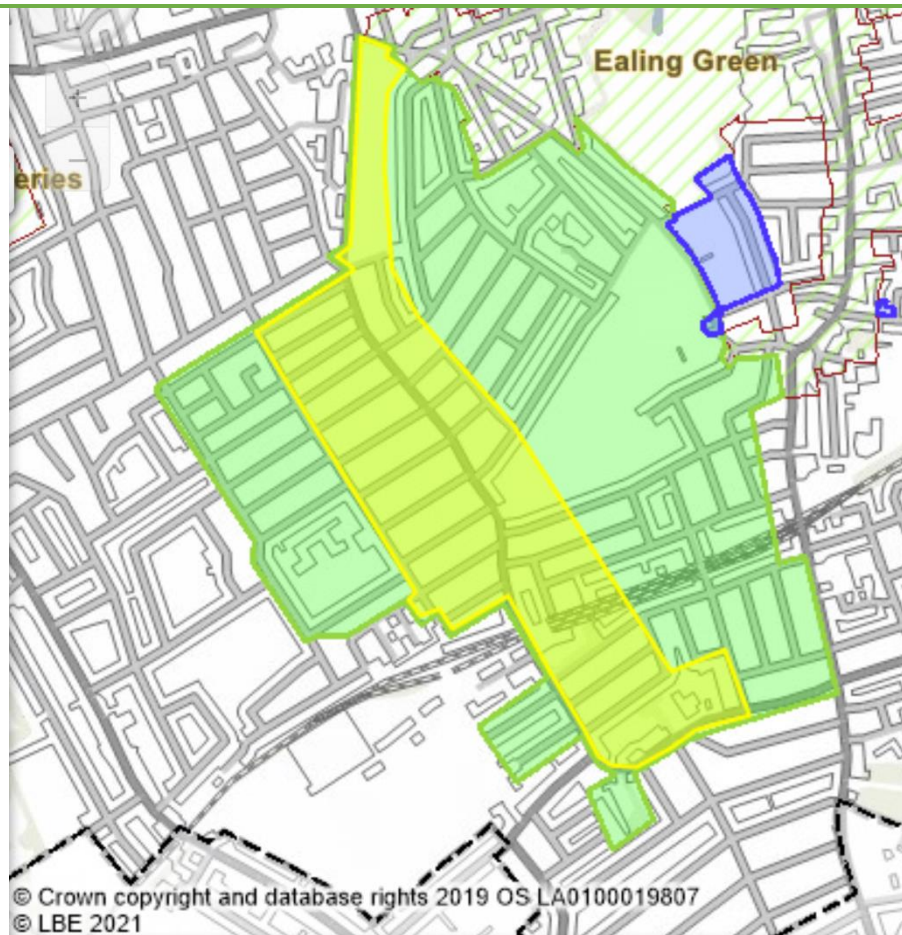
Pros

- Dean Garden Allotments and Lammas Park contributes very positively to the greenery of the area and to its history and character in general.
- Northfield Avenue is the centre piece of the proposed CA. This is a mixed area in terms of character. It contains a cluster of some fine buildings currently on the list of locally important buildings and buildings of façade or group value. It also contains some later detrimental housing and commercial development and shopfronts in need of enhancement. Including this area as a CA could act as a positive spur to improve the design quality in the area, particularly in relation to shopfronts and fascias.
- Residential Hinterlands- this contains some interesting areas of housing development and helps 'tell the story' of Ealing's early development during the late C.19 with the development of the rail and tram network. It shows the how housing design changed from the Victorian to Edwardian area, with examples of features from both areas overlapping and morphing into one another. It also includes housing of a modest size affordable to aspiring working and middle classes at the time, in search of decent well designed but simpler housing, with details derived from pattern books. There is a higher concentration of this type of housing perhaps not seen elsewhere in Ealing.
- Examples of the roads that stand out in terms of their architectural quality and features, and state of preservation, include Northfield Road, Attenburg Avenue, Northcroft Road, Loveday Road, Glenfield Road, Waldemar Avenue, Lyncroft Gardens, Windermere Road and York Road.

- Lammas Park- the inclusion of the park adds to the historical development of the area with the purchase of the land for public enjoyment. It would also tie into the proposals to include the Lammas Enclosure within the Ealing Green CA.
- Little Ealing Lane- this area contains the oldest and finest (mostly educational) buildings in the area and would add positively to a CA.
- The high concentrations of heritage lighting and mature trees in many of the roads also add to quality of the public realm.

Cons

- The proposed area is very large and whilst there are some examples of fine architecture, there are also areas of less streetscape value, in terms of the quality of design and/or alterations that detract from the originals. If this proposal is taken forward it may be worth concentrating on smaller area(s) of homogeneity and coherence, in terms of both the architectural quality and from a management perspective. A reduced area could for example focus just on the core spine of the area including Dean Gardens, Northfield Road and Little Ealing Lane, and a much more tightly drawn boundary in relation to the residential hinterlands (see yellow shading on map below).
- Designating any areas of 'mediocre' quality could devalue other existing CAs in Ealing, and any designation would have to be fully justified. Threats from inappropriate development can be noted but designation must be based on an area's special architectural and/or historical qualities.
- Partly linked to the geography, there is a question mark over how the various elements and attributes (relating to Northfield Avenue, Dean Gardens, residential hinterlands, Lammas Park, Little Ealing Lane) come together to create a coherent CA in terms of architectural and historical character. The historical development is referenced in this document but more research is needed.



Map: showing wider geographical coverage of proposed CA designation (green) together with suggested smaller, more focussed area (yellow). The area in blue relates to the Lammas enclosure which is proposed to be added to the adjoining Ealing Green CA (see separate report)

On balance, it is considered that there is merit and scope for a CA in this area. An **outline appraisal** is appended for consultation. This has been prepared by Kay Garmeson (with contributions by William Filmer-Sankey). This document is in a DRAFT format for public consultation purposes.

If following consultation, there is support to take the proposed designation forward, the appraisal will need to be developed further. Any final proposal to designate the CA will also be subject to formal approval by the Council and a further period of statutory consultation with all those directly affected.

In the meantime, we welcome your views on the following questions:

| | |
|---------------------------------------|---|
| | <ul style="list-style-type: none"> ❖ Question 4: Do you agree with the new Northfields CA designation in principle? ❖ Question 5: If so, where do you think the CA boundaries should be drawn? ❖ Question 6: Do you have any comments on the contents appended draft outline appraisal document? |
| Other CA Changes | <p>A summary of all the key issues, recommendations and proposed changes to all of the existing conservation areas in Ealing are set out in <u>A Strategic Review of Ealing's Conservation Areas (Feb 2022)</u>.</p> <p>We would also welcome your comments on this document.</p> <ul style="list-style-type: none"> ❖ Question 7: Do you have any other comments on the Strategic Review of Ealing's Conservation Areas? |
| Responding to the consultation | <p>We would like to hear your views as part of this consultation, particularly in relation the specific questions posed in this document.</p> <p>Please email your written responses to: <u>localplan@ealing.gov.uk</u></p> <p>The consultation deadline is the 18th March 2022.</p> |

¹ Historical notes in this report include references from the following publications: *From Village to Corporate Town or Forty Years of Municipal Life*, written by Charles Jones, Ealing's first architect, engineer and surveyor (published 1903) and *A History of the County of Middlesex: Volume 7, Acton, Chiswick, Ealing and Brentford, West Twyford, Willesden* (published by Victoria County History, London, 1982).