
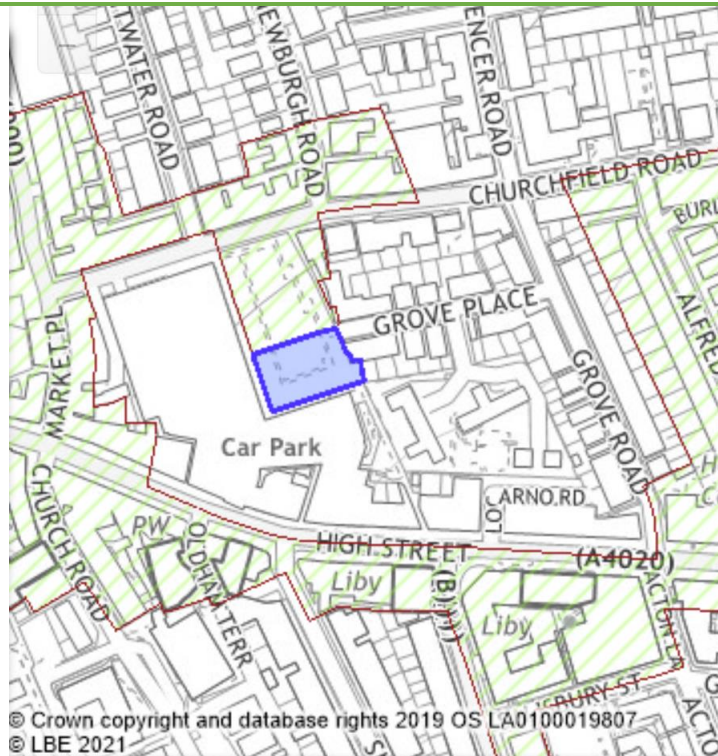


## ACTON TOWN CENTRE W3 CONSERVATION AREA

### PUBLIC AND STAKEHOLDER CONSULTATION (FEBRUARY 2022)

<b>Date Designated</b>	1982 (Extended 1994, 2004)	
<b>Last Appraisal</b>	April 2009	
<b>Last Management Plan</b>	April 2009	
<b>Existing Article 4 Direction</b>	<input checked="" type="checkbox"/>	
<b>Summary and key changes since last appraisal</b>	<ul style="list-style-type: none"> <li>• A varied but generally tightly grained town centre area, dominated by the main street thoroughfares, with good examples of C.18, Victorian/Edwardian styles including remnants of a prosperous turn of the century suburban centre.</li> <li>• The original appraisal considered that some C.20 development had fragmented the traditional townscape. Change has been on-going since the last appraisal in 2009 with gap sites being developed and other smaller incremental changes, with both positive and negative impacts.</li> <li>• The CA remains run down in some areas; referred to in Historic England's Heritage at Risk Register and therefore would benefit from a further investment programme. Whilst there has been some loss and erosion of fabric, the special significance and interest of its component buildings and spaces remain legible.</li> <li>• A geographically sprawling CA based along its main thoroughfares: 1) The High Street and Market Place 2) Churchfield Road and Horn Lane 3) The residential enclave of Alfred Road and Burlington Gardens, that has been extended over the years.</li> <li>• Since last appraisal in 2009 key developments that have come forward are the Town Hall redevelopment and Oaks Shopping Centre.</li> </ul>	
<b>Background</b>	A description of the special character of the CA is currently set out in <a href="#">Acton Town Centre CA Appraisal 2009</a> . Guidelines for dealing with development in the area is currently set out in the <a href="#">Acton Town Centre CA Management Plan 2009</a> .	

<p><b>Generic Management Plan</b></p>	<p>The Council is proposing that all the individual management plans for each CA are rolled into a single document, called the <a href="#">Generic Management Plan (Feb 2022)</a>. This has the benefit of reducing repetition and providing up to date advice and guidance for dealing with development in all CAs in a comprehensive document, making it easier for residents, developers and Council officers to use and operate. This document contains general conservation principles that apply to all CAs and we are also planning to supplement this with additional specific design guidance for individual CAs, where needed (see below).</p> <p style="text-align: center;">❖ <b>Question 1: Do you have any comments on the contents of the Generic Management Plan?</b></p>
<p><b>Proposals for Acton Town CA</b></p>	<p>The Council and the Conservation Area Advisory Panel (CAAP) have suggested some updates to the Acton Town CA. There were set out in the <a href="#">Addendum Update Report for Acton Town CA (July 2020)</a>, and were discussed further through informal consultation with the CAAPs during 2021. The key proposals are set out below.</p>
<p><b>CA Boundary Changes</b></p>	<p><b>The following boundary changes are proposed for the Action Town CA:</b></p> <p><b>Proposal:</b> To include the whole of the <b>Burial Ground</b> with the CA boundary, as shown by the blue shading on the map below.</p> <p><b>Reason:</b> The current CA boundary cuts across the Burial Ground (along the line of Grove Place) but the southern portion is excluded. This would appear to be an anomaly and it would seem more appropriate to include the whole of the Burial Ground within the CA given its importance to the setting of the area. Officers consider there is merit in including this section within the CA.</p>



- ❖ Question 2: Do you agree that the southern section of the Burial Ground should be added to the CA boundary?
- ❖ Question 3: Do you think the Acton Town CA boundary should be changed in any other way- either through expansion or reduction of the existing area?

**Key unlisted Buildings**

As well as nationally listed buildings, the following buildings have been identified as contributing positively to the area as part of the CA Review:

**Locally listed buildings**

- LLR0490: 290 High Street
- LLR0494: 270-278 Bellvue Building, High Street
- LLR0489: 264 The Aeronaut High Street
- LLR0488: 216 Old Fire Station, High Street
- LLR0487: 214 Kings Head, High Street
- LLR0486: 216, Six Bells, High Street
- LLR0485: 203 High Street
- LLR0493: 199/201 High Street
- LLR0492: 184/186 High Street
- LLR0484: 182 High Street

- LLR0483: 181 High Street
- LLR0281: Acton Baptist Church
- LLR1634: Acton Magistrate Court, Winchester Street
- LLR0499: Captain Cooke PH, High Street
- LLR0284: 2 Churchfield Road
- LLR0286: The Station House, Acton Station
- LLR0190: 2-52 Burlington Gardens

**Positive Contributors (existing)**

- **Church of Our Lady of Lourdes-** 141 High Street (compact late Victorian church building in yellow stock brick, portico entrance and gable frontage, large rose window at front.) Yellow brick and stone dressing – 1902- E. Goldie- Italian Romanesque style.
- **Terraces at nos 217-231 (odds) of the High Street-** late Victorian/Edwardian 3 storey parade, red brick, white bandings, decorated Dutch gables, stone mullioned windows, some with original timber sashes. (Consider also adding to the list of buildings of group/façade value).
- **The King's Rooms-** entrance to former Public Baths, now demolished.
- **33-63 Churchfield Road-** group of Victorian terraces 3-storey terraces in light stock brick, with projecting shopfronts at ground floor with distinctive decorative corbels surmounted by prominent finials. (Consider also adding to list of buildings of group/façade value).
- **St Mary's Burial Ground-** along Churchfield Road is a small and calm space that contributes to the quieter and more local character of Churchfield Road. Also contributes to setting of surrounding buildings.
- **Development at Horn Lane – Avingdor Court-** Identified in the original Appraisal as a positive contributor but this modern block of flats should be removed from classification
- **Terraces along Alfred Road** – 1-45 on western side are well preserved 3 storey with half basement houses in yellow stocks in Flemish bond. Italianate, tripartite window with stuccoed pediment and arches with key stone supported by decorative capitals. (Consider also adding to the list of buildings of group/façade value.)

**Positive contributors (additional proposed):**

- **Red Lion & Pineapple PH -281 High St-** at junction with Gunnersbury Lane. Turn of century late Victorian PH –red

	<p>brick, distinctive pedimented gables on 3 corners and round windows. Local landmark corner building on Gunnersbury Lane. (Consider also adding to local list)</p> <ul style="list-style-type: none"> <li>• <b>Windmill PH - 50 High St.</b> - late Victorian corner 3 storey building with tower and some pargetting- 1889 (Consider also adding to local list).</li> <li>• <b>Question 4: Do you agree that all the key unlisted buildings in the Acton Town Centre CA have been identified?</b></li> <li>• <b>Question 5: Are there any other notable unlisted buildings of interest in the Acton Town Centre CA that should also be recognised?</b></li> </ul>
<p><b>Article 4 Directions</b></p>	<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>As part of the CA review, no Article 4 Direction to restrict permitted rights is considered necessary in this CA. This is based on the evidence on the ground and on the fact that a significant part of the CA is in commercial/retail use, where residential directions would not be appropriate. This should be kept under review.</p> <p>There may however be scope in future to consider controlling the change of use from offices into residential in this area, where national planning controls have been relaxed in recent years. This will be explored as part of a separate borough-wide exercise.</p> <ul style="list-style-type: none"> <li>❖ <b>Question 6: Do you agree that no Article 4 Direction is needed within the Acton Town Centre CA?</b></li> <li>❖ <b>Question 7: Do you think there are any forms of development that should be covered by an Article 4 Direction and if so, what should this cover and which parts of the CA should it serve?</b></li> </ul>

<p><b>Design Guidance</b></p>	<p>The <a href="#">Ealing Character Study and Housing Design Guide (Feb 2022)</a> 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 <a href="#">Generic Management Plan (Feb 2022)</a>. However, additional specific design guidance relevant to the local architecture may also be helpful in some CAs.</p> <p><b>Proposal A:</b> To provide further specific design guidance on replacement windows.</p> <p><b>Reason:</b> To provide some further, more detailed practical guidance to help deal with some of the key developments affecting this CA.</p> <p><b>Proposal B:</b> To provide some further, more detailed practical guidance on shopfronts.</p> <p><b>Reason:</b> To help maintain traditional shopfronts and advise on grant-aid opportunities for repair and enhancement programmes.</p> <ul style="list-style-type: none"> <li>❖ <b>Question 8: Do you agree with the proposal to provide more specific design guidance for Acton Town Centre CA?</b></li> <li>❖ <b>Question 9: Is there any further specific guidance that should be covered for the Acton Town CA, and if so, what elements should be covered?</b></li> </ul>
<p><b>Other Changes</b></p>	<p>A summary of the proposed changes to all conservation areas in Ealing are set out in <a href="#">A Strategic Review of Ealing’s Conservation Areas (Feb 2022)</a>. This includes, for example, proposals for a new CA in Ealing, centred on Northfield Avenue. It also identifies other key issues and recommendations affecting all of Ealing’s conservation areas.</p> <p>We would also welcome your comments on this document.</p> <ul style="list-style-type: none"> <li>❖ <b>Question 11: Do you have any other comments on the Strategic Review of Ealing’s Conservation Areas?</b></li> </ul>
<p><b>Responding to the consultation</b></p>	<p>Please email your written responses to the questions posed in this document to: <a href="mailto:localplan@ealing.gov.uk">localplan@ealing.gov.uk</a></p> <p><b>The consultation deadline is the 18th March 2022.</b></p>