

CREFFIELD CONSERVATION AREA

PUBLIC AND STAKEHOLDER CONSULTATION (FEBRUARY 2022)

Date designated	1993 (Extended 2004)	
Last Appraisal	March 2007	
Last Management Plan	March 2007	
Existing Article 4 Direction	<input checked="" type="checkbox"/>	

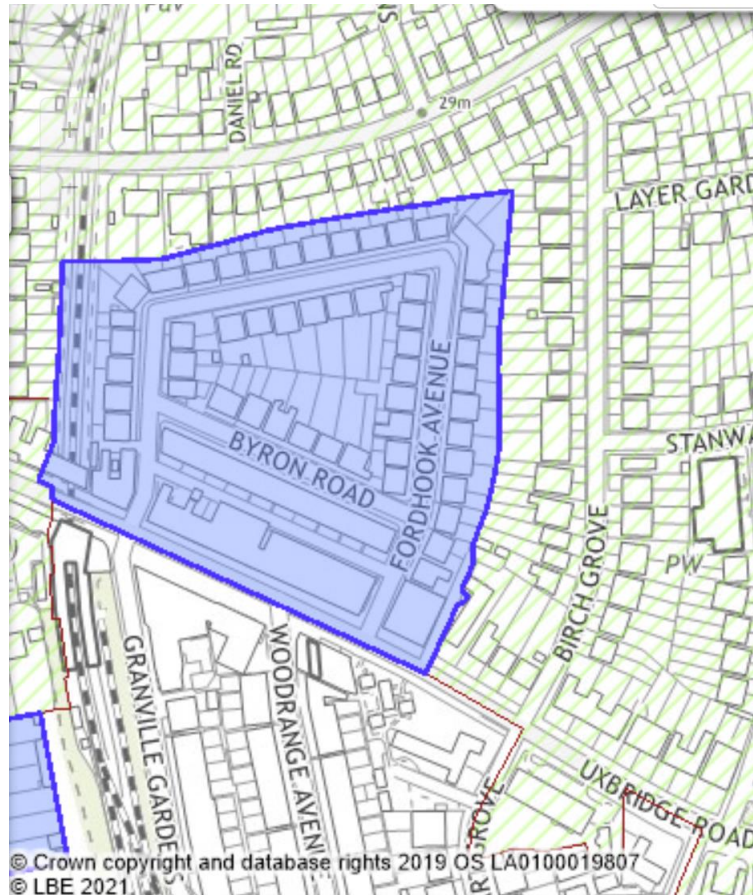
Map	
------------	---

Summary and Key Changes since last appraisal

- Late C.19 and early C.20 residential estate of 'architecturally superior' houses set around The Elms, an early C.18 villa.
- Suburban character. The houses are predominantly Edwardian semi-detached halls adjoining and larger Victorian detached houses.
- There are 3 distinct buildings types including 'Early Creffield', 'Grand Creffield' and 'Edwardian Creffield', all built for the aspiring middle classes of the time with varying degrees of size and opulence.
- There has been no large-scale recent development but the area has been subject to on-going changes which have been generally

	small scale, but incremental changes. In some cases, these threaten the character of the area.
Background	A description of the special character of the CA is currently set out in Creffield CA Appraisal (2007) . Guidelines for dealing with development in the area is currently set out in the Creffield CA Management Plan (2007) .
Generic Management Plan	<p>The Council is proposing that all the individual management plans for each CA are rolled into a single document, called the Generic Management Plan (Feb 2022). 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>❖ Question 1: Do you have any comments on the contents of the Generic Management Plan?</p>
Proposals for Creffield CA	The Council and the Conservation Area Advisory Panel (CAAP) have suggested some updates to the Creffield CA. There were set out in the Addendum Update Report for Creffield CA (July 2020) , and were discussed further through informal consultation with the CAAPs during 2021. The key proposals are set out below.
Boundary Changes	<p>Proposal A: To extend the CA boundary to include Fordhook Avenue and Byron Road. The proposed extended area also potentially includes the parade of shops fronting Uxbridge Road (5-24 Station Parade, 382 Uxbridge Road, 1-11 Park West). The proposed area is shown by the blue shading on the map below.</p> <p>Reason: As suggested by the CAAP. These are attractive houses of the later Creffield (Edwardian) era. They retain characteristic features such as plaster/terracotta details on bay panels and gables, recessed porches with timber fret surrounds, and remain largely intact despite some alterations over the years. They help demonstrate the transition in styles from the early to the late Creffield period during a period of significant growth in Ealing. The adjoining parade of shops are also partly from this period (and slightly later) and their inclusion would enable the CA boundary to align with the existing Uxbridge Road boundary to the east.</p> <p>Whilst the case is considered marginal, officers consider that there is some merit in extending the CA boundary to include this area.</p>

We would like to hear your views as part of this consultation.



- ❖ **Question 2: Do you agree that Fordhook Avenue and Byron Road and the adjoining Station Parade should be added to the Creffield CA boundary?**

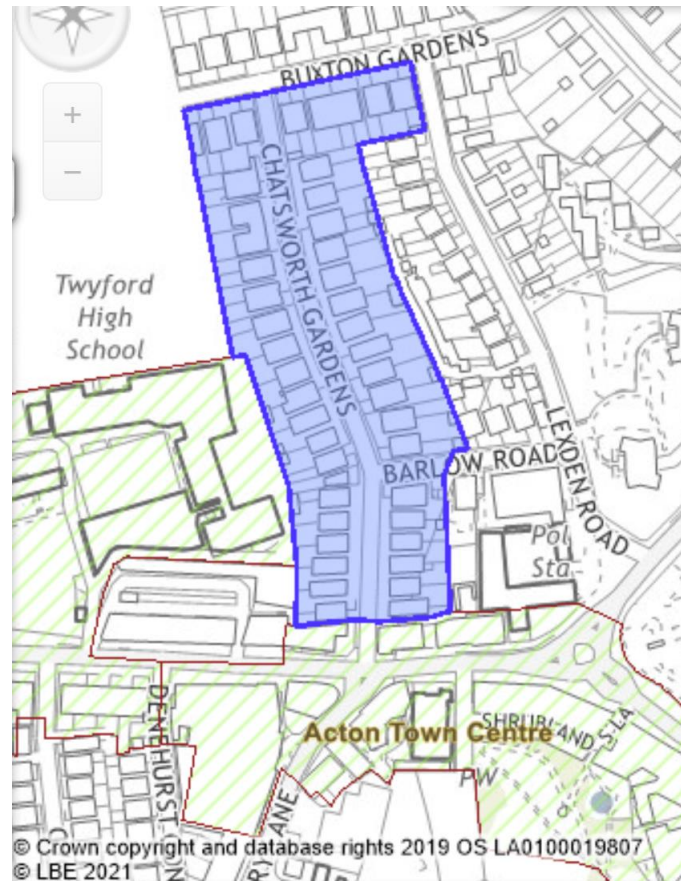
Proposal B: To extend the CA boundary to include **Chatsworth Gardens and part of Buxton Gardens (Nos. 9-37 odd inclusive)**, as shown by the blue shading on the map below.

Reason: As suggested by the CAAP, this area contains fine and diverse examples of Edwardian architecture and form part of the original Elms Estate – considered by the Victorian Society as being one of the best examples of a late Victorian and early Edwardian Estate.

Chatsworth Gardens is of similar architectural language to the CA containing larger halls-adjoining semi-detached houses of varying styles with some attractive features including red brick and stucco, decorated bargeboards, stained glass doors and tessellated paths. Buxton Gardens generally continues from Chatsworth Gardens in terms of style (south

side only). Officers consider that there is some merit in including this areas as part of the CA.

We would like to hear your views as part of this consultation.



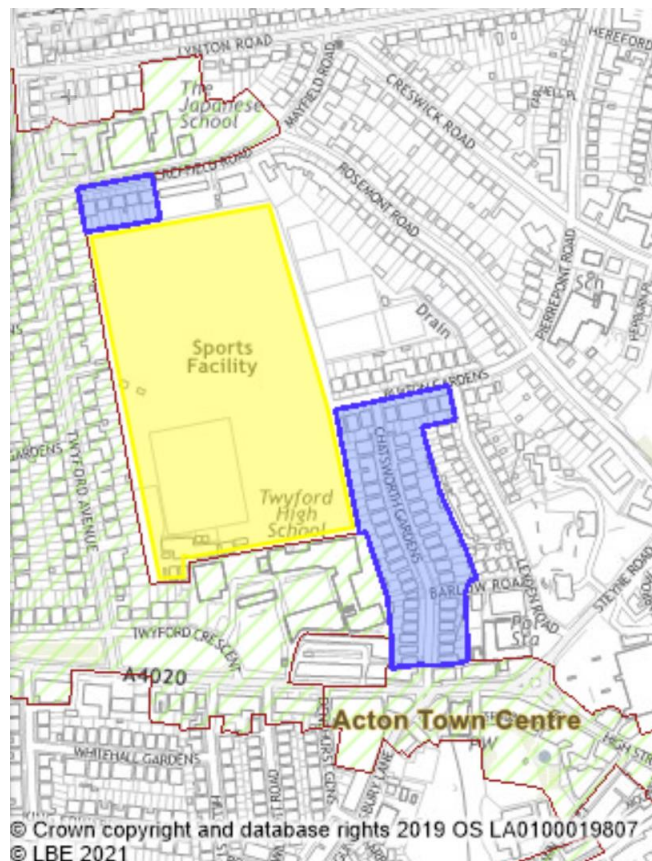
- ❖ **Question 3: Do you agree that Chatworth Gardens and part of Buxton Gardens should be added to the Creffield CA boundary?**

Proposal C: To extend the CA boundary to include Twyford Sports Ground, north of Twyford High School, as shown on the area shaded in yellow on the map on the map below.

Reason: as suggested by the CAAP, Twyford Avenue Sports ground is embedded in the anticipated new area of the CA. It the largest open space in the CA and provides an oasis of cleaner air in this otherwise built-up area with high traffic pollution. It also constitutes the rear outlook for of several houses in the existing or anticipated CA, and on most of the south side by Twyford School; thus adding to the character of the suburban nature of the Creffield area, and giving a feeling of space as a contrast to the city. Including it with the CA boundary would ensure that future uses respect the character of the area.

Officers consider that as the site already benefits from other land-use designations including Archaeological Interest Area, Community Open Space and Tree Preservation orders there would be no added protectional benefit in including it within the CA boundary. The case to include the area on architectural and/or historical associations is also not considered to be strong enough.

We would like to hear your views as part of this consultation.



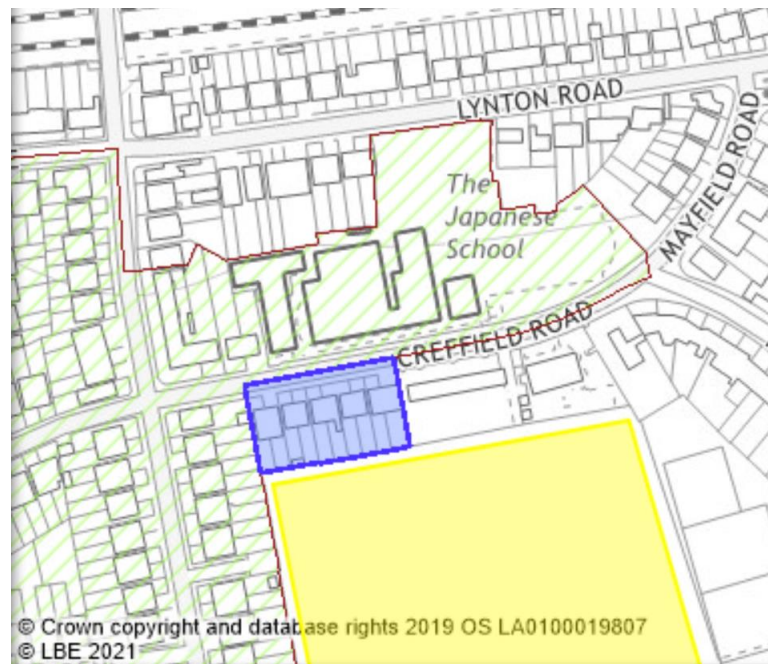
❖ **Question 4: Do you think that the Twyford Sports Ground should be included within the CA boundary?**

Proposal D: To extend the CA boundary to include the **houses on Creffield Road (nos. 82-100 evens) opposite the Japanese School**, as shown by the blue shading on the map below.

Reason: As suggested by the CAAP, as part of the original Elms Estate, these properties form a coherent part of the Creffield area and are important, as insensitive alterations could adversely affect the setting of the Japanese School.

These turn of the century houses at 82-100 Creffield Road follow similar architectural language of the CA. Although these are of a plainer Creffield style and have been subject to some compromising changes, they occupy a strategic location directly opposite the locally listed Japanese school and their preservation and enhancement would benefit the setting of the school in future. Officers consider that there is some merit in including this area within the CA boundary.

We would like to hear your views as part of this consultation.



❖ **Question 5: Do you agree that 82-100 Creffield Road should be included within the CA boundary?**

Other areas were also originally suggested by the CAAP and original Appraisal for further investigation. These included potentially including Lexden Road, Barlow Road, the area south of Uxbridge Road including West Lodge Avenue and King Edwards Gardens, Whitehall Gardens and Hillcrest Road. These were not considered to be suitable for inclusion by virtue of their architectural and/or historical association.

The north side of Uxbridge Road shop units, including Mo's Fisheries, was also considered for inclusion within the CA. This is considered further along with other changes to the boundary in this area as part of an extension of the Ealing Common CA- see separate report.

❖ **Question 6: Do you think that the Creffield 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

- **3, 5 Birch Grove**- Late 19th C detached double fronted house with rear outrigger and long rear garden influenced by the Arts and Crafts style of Bedford Park (LLR0057 and LLR0058)
- **23 Birch Grove** - Large detached double fronted Edwardian house (c. 1901-5) with Arts and Crafts influence, similar to Nos 3/5 in elevation and layout (Ref: LLR0059).
- **No. 1 Twyford Crescent** - Large detached Victorian Corner House with fine detailing and survival of original details. (LLR1537).
- **Nos. 1 & 3 Hale Gardens**- Handed pair of Edwardian semi-detached houses in the Arts and Crafts style c. 1901 - 05 (LLR0421 and LLR0422).
- **St Martin's Church** E. Monson & Sons 1906. Incomplete, chancel not built. Clean tripartite Tudor window arches at ground floor and clerestory level, with large decorated windows above the east door. Turrets and a cornice details give some variation to the eaves level of what is a vast building. The steep long roof is neatly covered in thousands of clay tiles. A fine, low red brick boundary wall complements the red of the church and "Creffield" gate piers ground it in the local streetscene (LLR0423). (Consider also for application for statutory listing).
- **The Japanese School** (former Haberdashers Askes School) H.W. Stock built 1901 for Haberdashers Askes Girls School, extended to North in 1910. Extended for Japanese School in 1989. A broad red brick. The school is 15 bays wide with a bright red brick frontage set close to the road. Seven tall square brick pilasters break into steep pediments in the parapet. The ridges are topped with pinnacles and the school towers ominously over the tall stock brick wall that runs along the pavement outside. Tall, narrow stone-mullioned windows and chimneystacks contribute to the dominance of the building in the streetscene. The building also has a grand front doorcase. Modern extension. (LLR0313). (Consider also for application for statutory listing)

Positive Contributors (existing)

- **Nos 10, 12, 14 Creffield Road**- lavish houses with turrets, cupolas, Dutch gables, castellated bays and richly finished dressings. Although compromised by alterations (and removed from earlier local list) they remain positive contributors. (Consider adding back to local list).

- **Grosvenor Court, Uxbridge Road-** This three-storey block of flats from the 1930s is handsome and striking.
- **Twyford Court, Twyford Avenue-** later vintage and individual style, this building stands out from the rows of Edwardian houses in Creffield.

Positive Contributors (additional proposed)

- **West Lodge Court-** 1930's in an Art Deco style as a three-storey mansion block. It is a characteristic stepped, symmetrical building, finished in fair-faced brickwork with decorative white rendered fenestration details.
- **1 Wolverton Gardens-** lavish detached Edwardian house, a continuation of the 'Grand Creffield' houses at the junction of Wolverton Gardens and Creffield Road. Some alterations but still a positive contributor. (Consider also adding to the local list).
- **4,5 Wolverton Gardens-** similar in style to no.1 but these are less grander and less articulated semi-detached houses. Generally unaltered from their original condition with red brickwork, plaster/ terracotta details; recessed pillared porches and black and white diamond shaped interlocking tiles on the front paths.
- **2, 4, 5, 6, 7, 8 Hale Gardens-** Edwardian handed pairs of semis. These houses are all generally in good condition, with features such as red brick and stone dressings and window mullions, oriel windows, sturdy bays with pilasters, plaster and terracotta details on bays, recessed porches, and mostly retained front gardens. Good examples of the 'Edwardian Creffield' style. (Consider also for adding all to local list)
- **25 Birch Grove-** Distinctive detailing including half-timbered gable end, recessed porch with tiled roof, Japan-influenced sloping hipped dormer windows with ceramic finials. The front boundary wall/garden has been partially removed but nevertheless remains a fine house, currently used as the vicarage to St. Martin's Church. (Consider also adding to local list).
- **Holmwood Mansions, 379-389 Uxbridge Road-** building has particularly fine detailing, with an elaborate scrolled pediment above the front door, ribbed brick window arches and stone and terracotta dressings. Keystones appear to have been in vogue at the time. The central bay rises to five storeys, capped by a decorated pediment with a bulls eye window. Condition of shopfronts detract but are reversible. (Consider also adding to list of buildings of façade/group value.
- **34 and 35 Inglis Road-** A pair of 3 storey houses, retaining the unfussy yet attractive characteristics of Early Creffield (1890s) including attic floors with gables breaking through and terracotta details, rubbed brick flat arches over windows, a

	<p>mixture of red and stock brickwork and fret cut timberwork around porch. Some alterations but remain positive contributor.</p> <ul style="list-style-type: none"> • 1-4 (inclusive) Station Parade, Uxbridge Road- currently falls outside the CA, but if the proposal is taken forward to include the Fordhook Avenue and Byron Road triangle, it would be included within the CA boundary. This forms part of a distinctive 4 storey corner building (1890-1910) between Uxbridge and Fordhook Road. Within the block, some of ground floor retail units let down by their condition but the upper floors are distinctive with their red brick and stone dressings, tall chimneys, attic dormers with half pediments and a cupola on the corner. These would be positive contributors within the proposed extended CA area. (Consider also for addition to the to the list of buildings of façade/group value). <p>❖ Question 7: Do you agree that all the key unlisted buildings in the Creffield CA have been identified?</p> <p>❖ Question 8: Are there any other notable unlisted buildings of interest in the Creffield CA that should also be recognised?</p>
<p>Article 4 Directions</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>Proposal: To introduce a direction to control the provision of boundaries and hardstandings, alterations to roofs including rooflights, and replacement windows and doors, across CA .</p> <p>Reason: To regulate the impact on the character of the area from the loss of front gardens and the associated front boundaries to hardstandings including the loss of original tiled paths and the loss of traditional windows and doors.</p> <p>❖ Question 9: Do you agree with the proposal to introduce Article 4 Directions within the Creffield CA ?</p>

	<p>❖ Question 10: Do you think there are any other 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?</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). However, additional specific design guidance relevant to the local architecture may also be helpful in some CAs.</p> <p>The Council welcome the ongoing work being undertaken by the CAAP/CARA to prepare a technical logbook/history of the area, and a design guide covering a comprehensive range of design issues in the CA. Officers will work with the panel to complete the guidance. This work will be of great value in updating the CA Appraisal and in preparing future design guidance. The main design priority areas are listed below:</p> <p>Proposal A: To provide further specific design guidance on:</p> <ul style="list-style-type: none"> • Extensions • Views • Roofline and Gables • Façade- brickwork and materials • Windows and Doors • Porches • Front gardens, walls and boundaries <p>Reason: To provide some further, more detailed practical guidance to help deal with some of the key developments affecting this CA, alongside the proposed introduction of the Article 4 Direction.</p> <p>❖ Question 11: Do you agree with the proposals to provide more specific design guidance for the Creffield CA?</p> <p>❖ Question 12: Is there any further specific guidance that should be included for the Creffield CA, and if so, what elements should be covered?</p>
Other matters	<p>A summary of the proposed changes to all the conservation areas in Ealing are set out in A Strategic Review of Ealing's Conservation Areas (Feb 2022). 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> <p>❖ Question 13: Do you have any other comments on the Strategic Review of Ealing's Conservation Areas ?</p>
Responding to the consultation	<p>Please email your written responses to the questions posed in this document to: localplan@ealing.gov.uk</p> <p>The consultation deadline is the 18th March 2022.</p>