

EALING TOWN CENTRE CONSERVATION AREA

PUBLIC AND STAKEHOLDER CONSULTATION (FEBRUARY 2022)

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. 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.

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

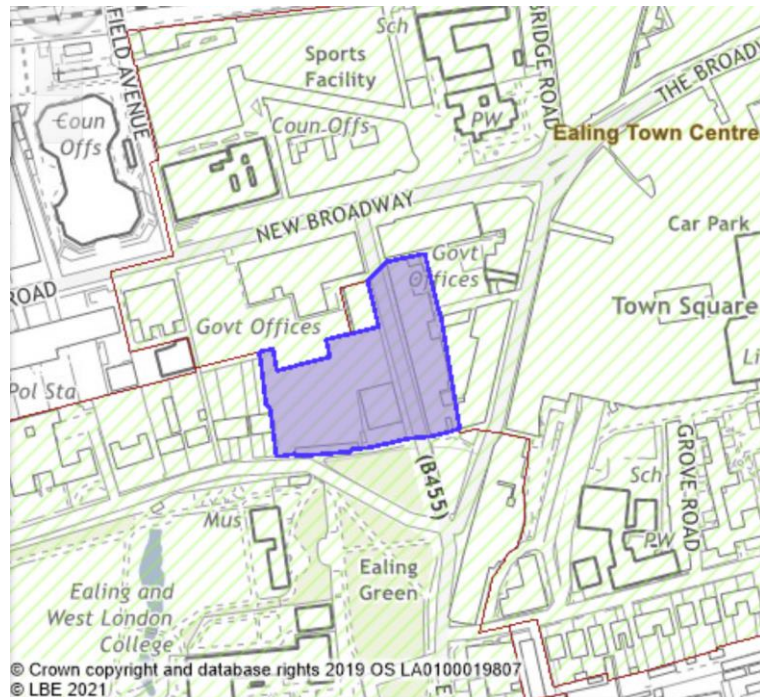
- Demolition of Westell House, a substantive 1960s block, 32-38 Uxbridge Rd- located just outside CA this was a distinctive feature in the area and was subsequently replaced with the ARC Tower and Premier Inn Buildings
- Redevelopment of Old Cinema Site (under construction)
- Planned redevelopment of Perceval House, adjacent to the CA
- 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The Broadway (wider 'Glenkerrin' development was rejected by the SoS in 2009 and the application for 9-42 The Broadway withdrawn during a public inquiry in 2015).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 during 2022.

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. The CA remains on the Historic England's Heritage at Risk Register.

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.

	<p>The residential enclave of the Town Centre includes the roads to the south of The Broadway (and The Broadway Centre) and The Mall: Windsor Road, Oxford road, Northcote Avenue, Grove Road, Florence Road and The Grove (Sub Area 2). Compared to the commercial part of the TC, the residential roads have changed very little since the last Appraisal (2007). The Victorian and Edwardian houses have continued to be affected by small incremental changes over the past decade, but not on any significant scale. The characteristic tight urban grain of houses on narrow and long plots is still evident despite the occasional fracture. The introduction of the Article 4 Direction at The Grove has added extra control over inappropriate alterations and extensions.</p>
Background	<p>A description of the special character of the CA is currently set out in Ealing Town Centre CA Appraisal (2007). Guidelines for dealing with development in the area is currently set out in the Ealing Town Centre CA Management Plan (2007).</p>
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 style="text-align: center;">❖ Question 1: Do you have any comments on the contents of the Generic Management Plan?</p>
Proposals for Ealing Town Centre CA	<p>The Council and the Conservation Area Advisory Panel (CAAP) have suggested some updates to the Ealing Town Centre CA. These were set out in the Addendum Update Report for Ealing Town Centre CA (Commercial) (July 2020) and the Addendum Update Report for Ealing Town Centre CA (Residential) (July 2020), and were discussed further through informal consultation with the CAAPs during 2021. The key proposals are set out below.</p>
Boundary Changes	<p>The following boundary changes have been considered for Ealing Town Centre.</p> <p>Proposal A: To remove Bond Street from the adjoining Ealing Green CA and include it in the Ealing Town Centre CA, as shown by the blue shading on the map below.</p>

Reason: 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, officers consider it more appropriate for it to be located within the Town Centre CA.



❖ **Question 2: Do you agree that Bond Street should be moved from Ealing Green CA into the Town Centre CA?**

Proposal B: To consider whether **Craven Road/Craven Avenue** should be designated as a CA. The area is shown by the yellow shading on the map below.

Reason: As suggested for further investigation in the last Town Centre CA Appraisal (2007) and the Central Ealing Neighbourhood Plan (2017).

Officers have carried out further investigation and consider that the areas in question are not of sufficient historical and/or architectural merit to merit their inclusion as a CA:

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

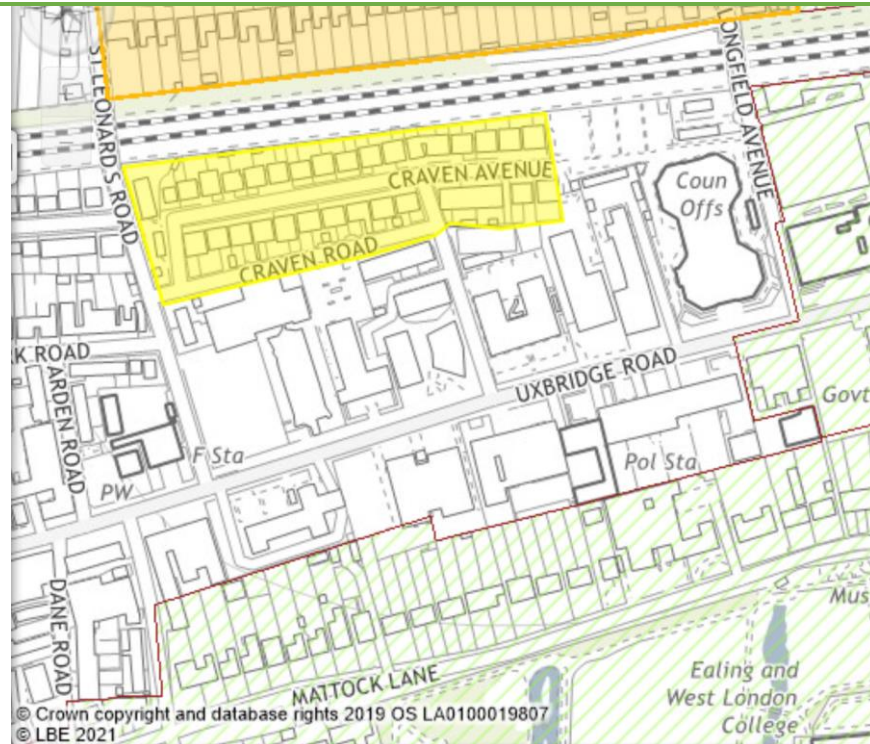
front boundary walls and fences to create hardstandings, roof alterations including roof lights, some overpainting of original brickwork, some infilling of porches, replacement of original timber windows and doors in PVC-U or aluminium, satellite dishes and some conversions of single family dwellings. Furthermore, the taller elements of more modern Town Centre 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).

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.

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.

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



- ❖ **Question 2: Do you think that Craven Road and Craven Avenue should be designated as a CA (either in their own right or as part of an extension to neighbouring CAs, including the Town Centre CA)?**

Proposal C: To include 'Pinches Yard' (Grove Mews) within the southern boundary of the Ealing Town Centre boundary, as shown by the yellow shading on the map below:

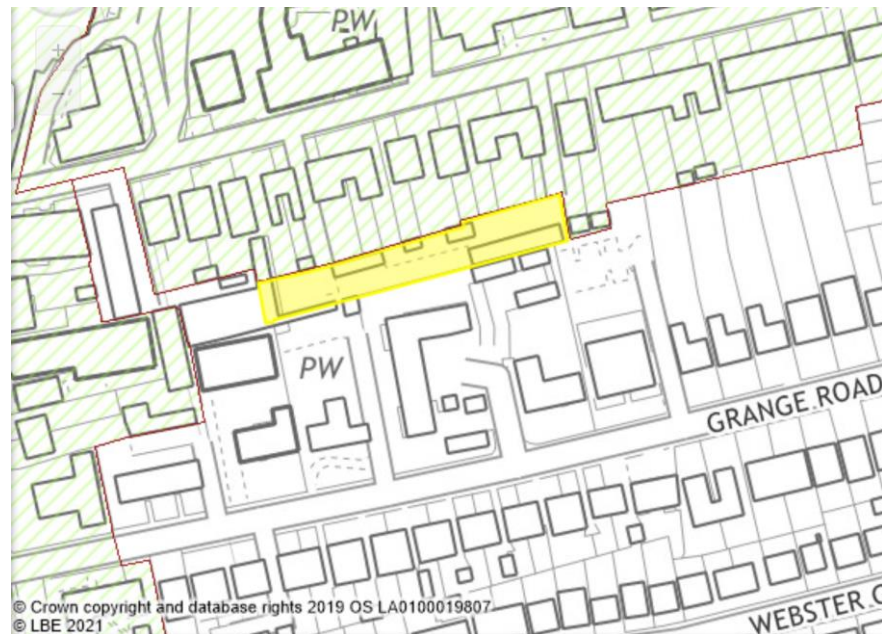
Reason: As suggested by the CAAP, to consider straightening out the existing CA boundary through the inclusion of this area within the CA. This would help to protect the trees in this area, discourage potentially harmful developments and maintain the character of the existing CA. The area currently includes light industrial uses, office blocks, car parking, and working sheds that are not considered conducive to the CA character to the north.

In terms of background for this site, Pinches Yard was probably named after The Pinches family, who were horse dealers and contractors from the C.19 on or around this area. The area has had a history of open land and commercial uses and there is no obvious direct link or association to the residential houses in The Grove or the wider Town Centre CA (although there is a link to the Ealing Green Church, within Ealing Green CA). There is potentially a commercial link with the Pinches family though it is not known for certain how long they were based at this site.

The Town Centre boundary consistently follows the backs of the gardens in The Grove along its southern boundary. There does not seem to be any logical reason to deviate from this approach, by including the land at Pinches Yard. The area has some trees (not currently protected which could be investigated further for TPO status)) but the mixture of accessways, storage and office buildings, does not currently add very positively to the setting of the CA.

Officers do not therefore consider that the area is of sufficient merit to warrant CA designation.

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



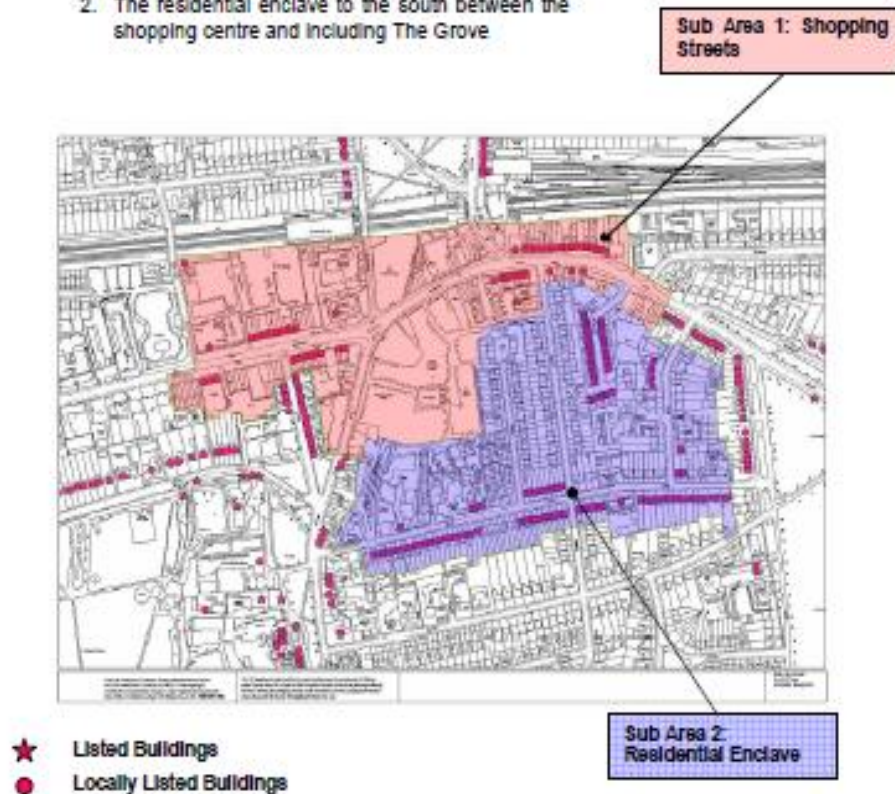
- ❖ **Question 3: Do you think that 'Pinches Yard' (Grove Mews) should be included with the Ealing Town Centre CA boundary?**

Character sub-areas within the Ealing Town Centre CA

The CA Appraisal (2007) breaks down the Ealing Town Centre CA into two sub areas of character (Sub Area 1: Shopping Streets and Sub Area 2: Residential Enclave) as shown on the map below:

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



As part of the informal consultation in 2021, some consideration was given to effectively treating each sub-area as separate CAs (whilst still retaining the current CA status of all parts of the Town Centre CA).

However, the consensus reached was that whilst the different areas/functions of the Town Centre are recognised, it was considered important that they are all treated as a single entity. This is because the commercial heart and residential enclave are inextricably linked to each other in terms of their historical development and geographical, social and economic ties. Whilst there is some merit in retaining the two sub-areas for management/design guidance purposes, officers consider that the Town Centre CA should remain as a single entity.

- ❖ **Question 4: Do you agree that that Town Centre CA should remain as a single CA entity in relation to its commercial and residential components?**

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 (including buildings of façade/group value):

- **Old Fire Station, 4 Longfield Ave**- 1888 (LLR0546)
- **20- 36 New Broadway**- 1905 shopping parade. 14-16 replaced with new curved tower building (LLR0808, 812, 816, 820, 824,832,834,836)
- **59-63 New Broadway**- Filmworks (ex UGC, The Forum)- 1934 façade retained (LL0837)
- **19-31 New Broadway**- 1905 shopping parade (LLR0806, 0810, 0814, 0818, 0822, 0826, 0830)
- **27, 29 The Broadway**- Georgian Terrace (LLR 0137 0138)
- **35 The Broadway**- Carphone Warehouse (LLR0141)
- **1-20 The Mall**- 1880s shopping parade (LLR1462, 1463, 1464, 1465, 1466, 1467, 1468, 1469, 1472, 1473, 1474, 1475,1476,1477,1478, 1479, 1480, 1482)
- **43 The Broadway** – The North Star PH (LLR1281)
- **62 The Mall** – Former Allied Irish Bank (LLR1505)
- **54, 57 The Mall**- 1902 building (LLR1504)
- **Ealing Broadway Centre Façade on High Street**- 1985 by Frank Roberts. Postmodernist architecture with an attempt at responding to the vernacular (LLR1640)
- **Clergy House, 27 The Grove**- 1909 St. Saviour’s House (LLR1338)- (this was also added to the statutory list in 2014)
- **51 The Grove**- musical instrument store- turn of century (LL1364)
- **King Arms PH, 55 The Grove**- PH, turn of century(LLR1368)

Positive contributors (existing)

- **The Town House PH** (now Metro Bank): Town House Apartment on corner of The Broadway with The Broadway (station access). Dates back to 1891. (Consider also adding to list of buildings with façade/group value).
- **9, 14,15-16,25,28 The Broadway**- part of block comprising 9-42 The Broadway (now part of Broadway Connection site)
- **44-53 The Broadway**. 46-49 The Broadway is a terrace from 1883. These cover the HBC and three other shop units. The adjoining building at 52-53 (Barclays Bank) is a 3 storey red brick building. Group value. (Consider also adding to list of buildings with façade/group value).
- **71-81 New Broadway** parade (1930-1947) marks the western edge of the TC CA. (Consider adding to the list of buildings of façade/group value].

- **33-57 New Broadway** –C. 1920. 4/5 storey parade, brown brick, mansard roof and punctuating towers. (Consider adding to the list of buildings of façade/group value).
- **58-61 The Mall** – (1890-1910) parade –3 storey, more squat appearance than adjoining parade at 54-57. Detrimental shopfronts but remain positive contributors. (Consider also adding to the list of 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 1870-1890. Attractive 3 storey buildings despite detracting shopfronts. Nos 45-47 are of similar design. The Costcutter (no.48) to right later- probably interwar but still positive. (Consider also including them on list of buildings of façade/group value).
- **64-71 The Broadway.** 1890-1910. Replaced former almshouses. Perhaps one of the most striking façades 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. The shopfronts and fascias and signs detract at ground level. (Consider also including/re-instating them on list of buildings of façade/group value)

Positive Contributors (additional)

- **5 New Broadway-** to the left of Specsavers – appears to be of same era as Sandringham parade (c.1905)- an exuberant gabled brick building with fine elaborate stone work/dressing, balconies. (Consider also adding to the list of buildings of façade/group value).
- **55, 56 The Mall-** Forms part of block of buildings of red brick prominent gabled front with finely detailed corbels. Facade is strongly defined by narrow windows with protruding mullions and white painted courses and mouldings. They contribute to the fine townscape here (with spire of Polish Church nearby) Despite detractions to shopfronts, they remain positive contributors (Consider also including them on list of buildings of façade/group value, to link with nos. 54 and 57).
- **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. (Consider also including within list of buildings of façade/group value).
- **63-77 The Grove** -east of junction with Western Road an attractive parade from 1895
- **4-46 The Grove-** groups of semi-detached 2 storey mid to late Victorian Italianette villas.

	<ul style="list-style-type: none"> • 70-92 The Grove- Built between 1871 and 1889, houses of three storeys and a lower ground floor, stock brick, stucco trim, corbelling and canted bays. • 79-95 The Grove- an attractive row of two storey houses with half basements (1870-1890). Yellow brick, low pitches roof, low chimney stacks. • 94-104 The Grove- 3 semi-detached villas (1870-1890). 2 storey with half-basement and attic, projecting entrance porches with pitched roof and front dormer windows set below the eaves. • 114 -138 The Grove- handsome villas that sit on generous plots, stock brick, fine stucco mouldings, rusticated /diamond shaped window surrounds (sides) with vermiculate decoration either side of a keystone in the form of a mask (top). • 125-127 The Grove- at junction of Florence Rd and The Grove, well preserved semi- detached houses. 2 storey with half basement built before 1870. • 1-38 Northcote Ave – Edwardian flats that appear as houses and have a distinctive character – 1902 stated as build date. 2 storey deep red brick have projecting gables, with half-timber embellishments, pitched roofs with tile and white rendered projecting bays. (Consider also adding to list of buildings of group/façade value) <p>❖ Question 4: Do you agree that all the key unlisted buildings in the Ealing Town Centre CA have been identified?</p> <p>❖ Question 5: Are there any other notable unlisted buildings of interest in the Ealing Town Centre CA that should also be recognised?</p>
<p>Key views and vistas</p>	<p>Key views identified in CA Appraisal (2007):</p> <ul style="list-style-type: none"> • <i>View along The Broadway, south along from Ealing Station.</i> 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>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>

- ***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.***
- ***Progressing westward, the Town Hall and the Cinema either side of The New Broadway act as the western-most boundary of the CA and at the same time as the gateway elements approaching the CA from the west.***
- ***An attractive narrow view is along Barnes Pikle 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. (The Filmworks redevelopment has now affected views to the north).***
- ***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.***
- ***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.***
- ***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.***
- ***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. (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)***

Opportunity views identified as part of the Strategic CA Review:

- ***View looking south along High Street.*** Potential in future to open up the area through the redevelopment Sandringham Mews (EAL5) and the removal/replacement of buildings at 43-45 New Broadway, and through any future refurbishment or redevelopment of the Broadway Shopping Centre (EAL4). This

	<p>offers opportunities in future to enhance an historic and key north-south view, including towards listed Church of Christ the Saviour.</p> <p>Secondary views identified as part of the Strategic CA Review:</p> <ul style="list-style-type: none"> • 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. • View south along Spring Bridge Road towards the strategic intersection of New Broadway, The Broadway and the High Street. • 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). ❖ Question 6: Do you agree with the key views and vistas within and around the Ealing Town Centre CA that have been identified? ❖ Question 7: Are there any other notable views and vistas within and around the Ealing Town Centre CA that should also be recognised?
<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>The majority of all properties in the shopping sub area of the Ealing Town Centre CA are in commercial retail or office use, where changes,</p>

already require generally planning permission. As such an Article 4 Direction is not considered appropriate in this sub area. 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.

Within the residential sub- area, an Article 4 Direction already exists at The Grove (2103) covering a comprehensive range of developments including:

- The enlargement, alteration or improvement of a dwellinghouse
- Addition or alteration to roofs
- Construction of porches
- Installation of hardsurfacing within curtilage
- Installation or replacement of chimney flue soil or vent pipe
- Erection, alteration or demolition of a gate, fence or wall fronting the highway
- Painting or staining of the dwellinghouse
- Installation of solar PV panels

The existing Article 4 Direction would appear to have worked well in the conservation of The Grove and no further action is needed here. In other parts of the residential enclave, the pressure for conversions and the the associated loss of front yards/walls/hardstandings remains an issue.

Proposal A: To introduce an Article 4 Direction within all parts of the residential enclave to cover the loss of front yards/walls and creation of hardstandings.

Reason: To protect the residential character of the CA from detrimental losses of front boundary treatment and front gardens.

❖ **Question 8: Do you agree with the proposal to introduce an Article 4 Directions to cover the loss of front yards/walls and creation of hardstandings, across all parts of the residential enclave of the CA?**

❖ **Question 9: Are there any other types of development that you think should be controlled by a direction and if so, what should it cover and in which locations should it serve?**

<p>Design Guidance</p>	<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, some additional specific design guidance relevant to the local architecture may also be helpful in some CAs.</p> <p>Proposal: To develop guidance on shopfront design, including fascias and signage.</p> <p>Reason: To help retain traditional shopfront design features and improve the design of new shopfronts. The design of shopfronts is critical to the character of the Ealing Town Centre CA. Grant-aid opportunities for repair and enhancement programmes should also be explored.</p> <ul style="list-style-type: none"> ❖ Question 10: Do you agree with the proposal to provide more specific design guidance for the Ealing Town Centre CA? ❖ Question 11: Is there any further specific guidance that should be covered for the Ealing Town Centre CA and if so, what elements should be covered?
<p>Other changes</p>	<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> <ul style="list-style-type: none"> ❖ Question 12: Do you have any other comments on the Strategic Review of Ealing’s Conservation Areas?
<p>Responding to the consultation</p>	<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>