

Brunswick Conservation Area

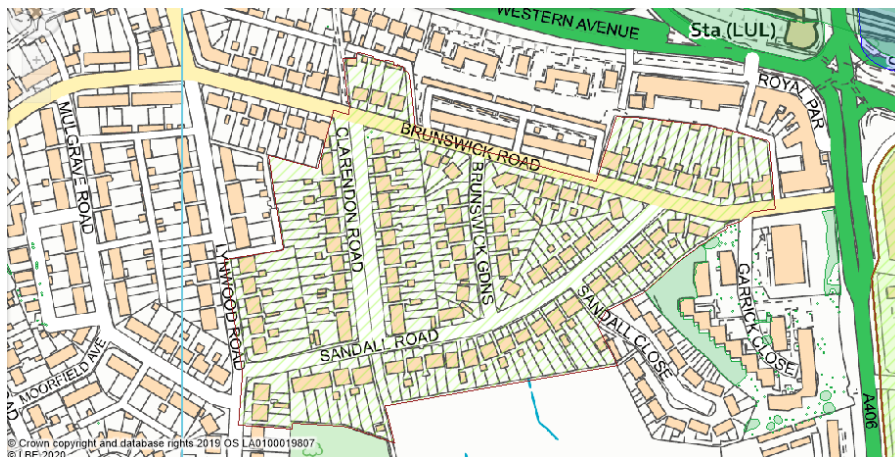
Formal consultation on conservation area designation

Date designated: 2004

Original Appraisal: March 2007

Original Management Plan: March 2007

Existing Article 4 Direction: No



Summary of area and its special interest

One of the more recently designated conservation areas in Ealing (2004), this is a pleasant enclave, built in the 1930s. Compact area, entirely residential (semi-detached properties), built for the aspiring middle classes in an optimistic period following the Great Depression to the popular Tudor, black and white half-timbered style known as 'Stockbroker's Tudor'. The fabric is described in the CA Appraisal as good quality, articulated design above the more usual blander design in suburbia around this period.

A description of the special character of the CA is currently set out in [Brunswick CA Appraisal \(2007\)](#). Guidelines for dealing with development in the area is currently set out in the [Brunswick CA Management Plan \(2007\)](#).

Background

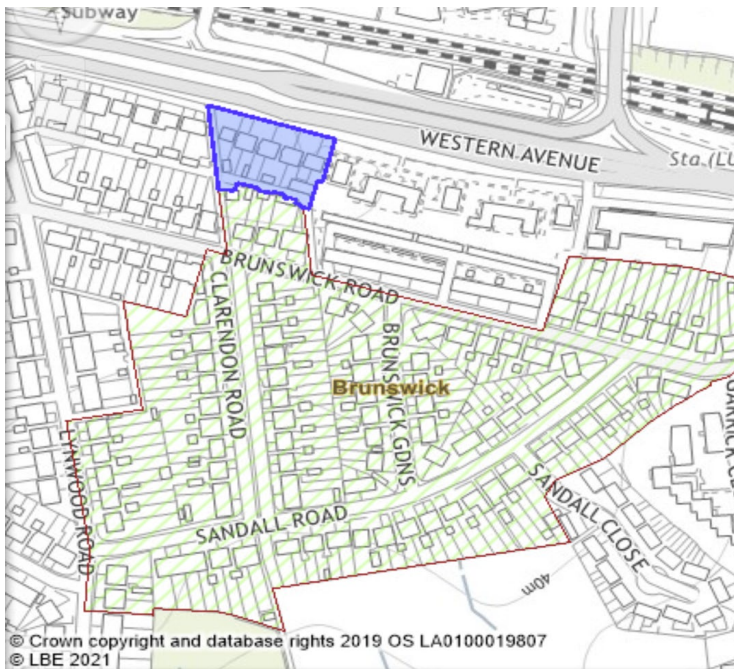
The Council, in liaison with the Conservation Area Advisory Panel (CAAP), reviewed the area and suggested some updates to the Brunswick CA. There were set out in the [Addendum Update Report for Brunswick CA \(July 2020\)](#), and were discussed further through informal consultation with the CAAPs during 2021.

A number of updates and changes were then proposed to Ealing's conservation areas as part of the public and stakeholder consultation carried out in 2022. The responses to this consultation were reported to the [Local Plan Advisory Committee](#) on the 22 March 2023. The Council agreed to take forward the recommendations on boundary changes to the next stage of formal consultation (for instance this consultation).

Boundary Change to the Brunswick CA

Proposal: To extend the CA boundary to include nos. **32-40 Western Avenue (Greystoke Terrace)** as shown by the blue shading on the map below.

Reason: These properties are of a similar age and style to those to the south (145-155 Brunswick Road) and indeed the rest of the Brunswick estate. Whilst this section is arguably more 'out on a limb' to the north of the estate and faces Western Avenue rather than looking inward to the rest of the estate and the properties are also in a generally poorer condition and several properties have been altered, some original design features remain and clearly legible and this group is clearly linked architecturally to the rest of the estate. The inclusion of these properties within the CA will also help ensure that their fabric can be preserved and enhanced in the future. It is therefore considered that this area should be included as part of the existing conservation area.



Properties affected:

- 32-40 (consecutive) Western Avenue (Greystoke Terrace).

What does this mean in practice?

The designation of the area shown above will mean that the area will form an extended part of the existing Brunswick Conservation Area and be classified as an area of special architectural or historic interest that is desirable to preserve or enhance, as defined under the Planning (Listed Building and Conservation Areas) Act 1990.

In practice this means that those living within the area will be subject to the extra planning controls and considerations that apply to conservation areas, including:

- control over demolition of unlisted buildings
- control over works to trees
- limitations on the types of advertisements which can be displayed
- restriction on the types of development which can be carried out without the need for planning permission (permitted development rights)

Conservation area designation brings positive benefits, ensuring that the heritage values of the area are formally recognised, protected and managed. This means that residents, businesses and visitors can continue to experience, understand and enjoy these qualities in the years to come. Research has shown that it can also bring financial benefits, including positively affecting property prices as people value conservation areas for their distinctiveness, visual appeal and historic character.

Conservation area designation does not mean that an area should be unchanging and static. Rather it seeks to ensure that new development adds to the evolution of

the area's character. This will be achieved by ensuring that development and alterations are carefully designed to respect the surrounding character and building types and materials are in keeping with local traditions. Further guidance on development within conservation areas is set out in [Generic Management Plan](#).

Article 4 Directions

Special controls known as 'Article 4 Directions' can be introduced to a CA in order to control minor developments that would otherwise be classified as 'permitted development' (for example window and door replacements, roof alterations and other householder alterations.) The introduction of such a direction would mean that planning permission would have to be sought from the Council for such works in future.

It is proposed to introduce directions to place restrictions on existing permitted development rights in relation to the following developments across the entire CA, including the extended area as described above:

- roof extensions, dormers and rooflights
- creation of hard standings and new walls, gates and fences in front gardens

However, it is important to note that the process for introducing an Article 4 Direction is different from the process for designating a conservation area, and will be subject to a **separate statutory consultation process** with those directly affected. After that consultation the Council may or may not decide to confirm an order and the Secretary of State also has the powers to modify or cancel an order.

This current consultation relates only to the proposed conservation area boundary change.

Consultation question

- ❖ BRUNS 001: Do you agree or disagree with the proposal to add nos. 32-40 Western Avenue (Greystoke Terrace) to the existing CA boundary as specified above?

Responding to the consultation

Please email your written response (with reasons), to the questions above, on the proposed conservation area boundary changes, to: localplan@ealing.gov.uk

In your response, please indicate which conservation area and question you are referring to.

The consultation deadline is the 31 January 2024.

[Ealing Privacy Notice](#) can be viewed in relation to comments received.