

# Ealing Town Centre Conservation Area

## Formal consultation on conservation area designation

**Date designated:** 1994 (Extended 2004)

**Original Appraisal:** December 2007

**Original Management Plan:** December 2007

**Existing Article 4 Direction:** Yes. The Grove 2013





## Summary of area and its special interest

The land-form is strongly defined by the main thoroughfares: The Mall, The Broadway and The New Broadway. In the residential enclave in the southern section of the CA, the landform is defined by The Grove that runs from east to west and by secondary roads that branch from it northwards.

The CA has mainly a Victorian and Edwardian architectural heritage, with most buildings going back to the time when Ealing started to expand and flourish as one of London's more desirable suburbs. Building types are residential, civic offices, parades of shops, religious buildings and public houses.

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 \(2007\)](#).

## 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 Reports for Ealing Town Centre CA \(Commercial and Residential\) \(July 2020\)](#) and were discussed further through informal consultation with the CAAPs during 2021.

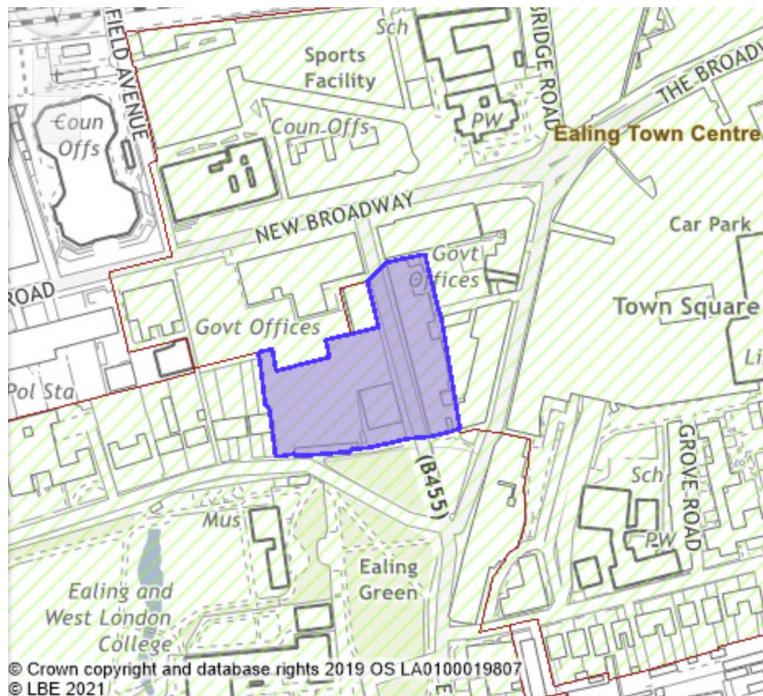
A number of updates and changes were then proposed to Ealing's conservation areas as part of the public and stakeholder consultation carried out in 2022. The responses to this consultation were reported to the [Local Plan Advisory Committee](#) on 22 March 2023. The council agreed to take forward the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

## Boundary Changes for Ealing Town Centre CA

The following boundary change is proposed for Ealing Town Centre:

**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.

**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.



### Properties affected:

- 1-45 (odd) Bond Street, Filmworks properties that now occupy land at 14, 26-42 Bond Street and Chapman House).

## What do the proposals mean in practice?

The designation of the areas shown above will mean that the area will form an extended part of the existing Ealing Town Centre Conservation Area and will continue to 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 there will no change in conservation area status to this area, as it will simply be transposed from the existing Ealing Green CA to the existing Ealing Town Centre CA.

In practice this means that those living within this area will continue to 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](#).

## Consultation question

- ❖ EALTC 001: Do you agree or disagree with the proposal to remove Bond Street from the adjoining Ealing Green CA and include it in the Ealing Town Centre CA 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](mailto:localplan@ealing.gov.uk)

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

**The consultation deadline is 31 January 2024.**

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