

Northolt Village Green Conservation Area

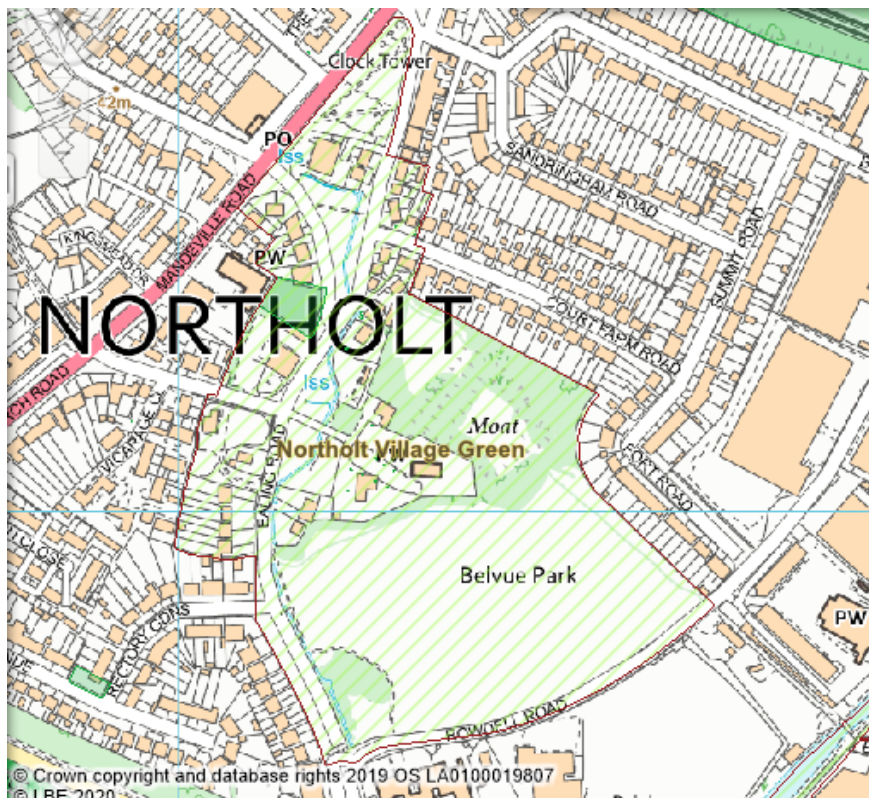
Formal consultation on conservation area designation

Date Designated: 1969

Original Appraisal: March 2007

Original Management Plan: March 2007

Existing Article 4 Direction: No



Summary of area and its special interest

This CA includes Belvue Park, St Marys Church and the moated site to the north, properties either side of Ealing Rd and Eastcote Lane and open spaces of the village green. Its special interest derives from its historical significance as the site of an ancient, moated manor (scheduled monument), occupied from Saxon times, together with the Grade 1, C.13 St Marys church, above ground.

There are surviving remnants of the ancient rural village which was actually moved from its original hilltop setting to its present location by the Lord of the Manor in 1300. The CA forms a peaceful landscape isolated from its densely developed urban surroundings. It lies just north of the A40 and Western Avenue and this is certainly visible or audible from some higher vantage points from within the CA. Much of the area is open space (parkland) and mainly residential (some smaller scale and surviving village buildings together with less interesting interwar properties).

The character of the CA's buildings derives from their diverse periods, styles, materials, orientation, relationship, and functions, there is little uniformity of design or symmetry, and the layout and architecture are fundamentally informal. Reinforced by the contours of the land, the curving roads, paths and informal planting, this adds to the area's considerable charm.

A description of the special character of the CA is currently set out in [Northolt Village Green CA Appraisal \(2007\)](#). Guidelines for dealing with development in the area is currently set out in the [Northolt Village Green 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 Haven Green CA. There were set out in the [Addendum Update Report for Northolt Village 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 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).

CA Boundary Changes to Northolt Village Green CA

Proposal A: To add the **Station Parade shops** to the CA boundary, as shown by the blue shading on the map below.

Reason: These inter-war and post war buildings, by virtue of their distinct architecture and use of materials, form a homogenous and attractive parade, that contributes significantly to the setting of the nearby green and the wider CA.

Proposal B: To add the **small green triangle to north of the CA** to the CA boundary, as shown by the blue shading on the map below.

Reason: This is an attractive and simply laid out with a lawn and seating around a mature tree. It is effectively a continuation of the larger green with the Clock Tower but has become slightly isolated by the nearby road access. It adds to the setting of the wider CA.

The map below incorporates both Proposal A and Proposal B.

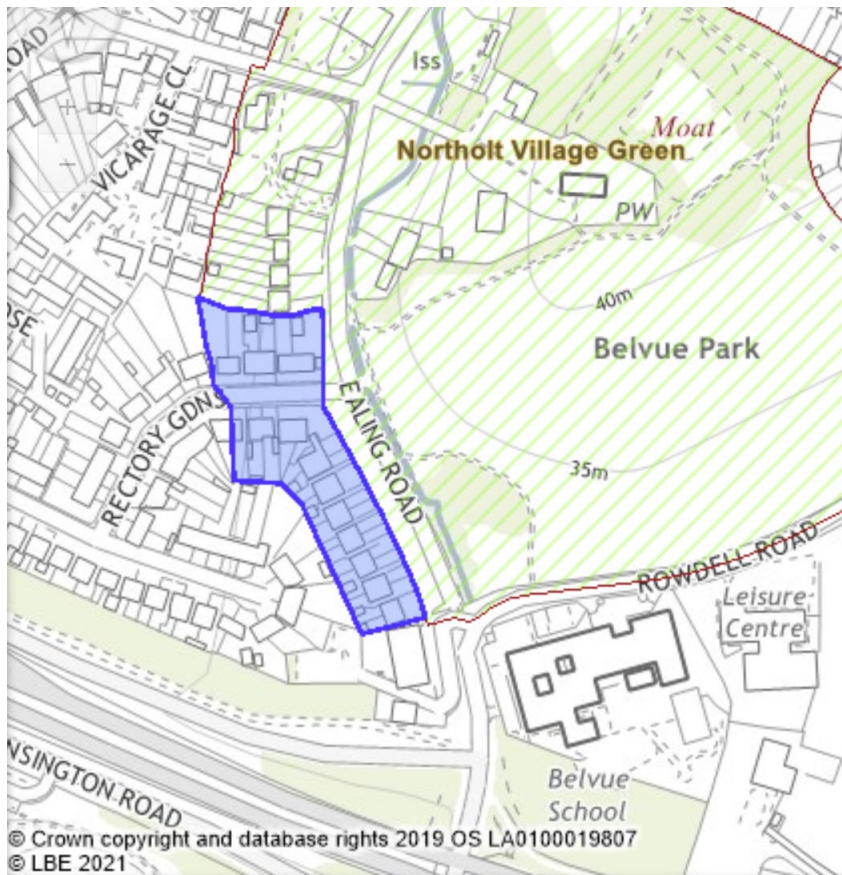


Properties affected:

- 1-11 (consec.) Station Parade
- 207- 213 (odds) Ealing Road
- highway land relating to the green

Proposal C: To add the **houses directly to the west of Belvue Park** to the CA boundary, as shown by the blue shading on the map below.

Reason: The section of interwar of houses in this area, by virtue of their plots, gardens, and wide verges, forms an important setting for the western aspect of Belvue Park, that should be protected.



Properties affected:

- Parkview, 1-14 (consec.) Mowbray Gardens
- Rose Cottage, 1, 3, 5, 2a, 4a, 2, 4, 6, 8 Rectory Gardens

What do the proposals mean in practice?

The designation of the areas shown above will mean that the areas will form an extended part of the existing Northolt Village Green 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 the [Generic Management Plan](#).

Consultation questions

- ❖ Question NORT 001: Do you agree or disagree with the proposal to add the Station parade of shops as listed above to the CA boundary?
- ❖ Question NORT 002: Do you agree or disagree with the proposal to add the small green triangle to the north of the CA as listed above to the CA boundary?
- ❖ Question NORT 003: Do you agree or disagree with the proposal to add the houses west of Belvue Park as listed above to the CA boundary?

Responding to the consultation

Please email your written response (with reasons), to the question above, on the proposed conservation area boundary change, to: 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.

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