

EALING TOWN CENTRE CONSERVATION AREA Character Appraisal



DECEMBER 2007

EALING TOWN CENTRE CONSERVATION AREA CHARACTER APPRAISAL

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1. Introduction

1.1. The definition and purpose of conservation areas

According to Section 69 of the *Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990*, a Conservation Area (CA) is an “area of special architectural or historic interest the character and the appearance of which is desirable to preserve or enhance”. It is the duty of Local Authorities to designate such areas and to use their legal powers to safeguard and enhance the special qualities of these areas within the framework of controlled and positive management of change.

1.2. The purpose and status of this appraisal

Ealing Town Centre CA was first designated in 1994 and extended in 2004 to include The Grove, Hill Mews, Harriers Close, and part of Florence Road.

The scope of this appraisal is summarised in the following points:

1. Assessment of the special interest of the architectural heritage of Ealing Town Centre CA highlighting elements of special merit, which contribute to the character.
2. Assessment of the actions needed to protect and enhance the special qualities of the CA.
3. Assessment of the need to revise the boundaries of the CA.

This document replaces the existing appraisal published in 1999. However, it is not intended to be comprehensive in its scope and content. Omission of any specific building, space or feature or aspect of its appearance or character should not be taken to imply that they have no significance.

The methodology of the CA Character Appraisal for Ealing Town Centre follows the guidance provided by the *Planning Policy guidelines 15: Planning and the Historic Environment* (1994); the *Guidance on Conservation Area Appraisals by English Heritage* (2005); and the *Guidance on Management of Conservation Areas* by English Heritage (2005).

The analysis has been conducted on the basis of visits to the area, the involvement of local associations, and with consultation of primary and secondary sources on the local history and architecture.



Ealing Town Centre Conservation Area

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- ★ Listed Buildings
● Locally Listed Buildings

1.3. Summary of special interest

- Ealing Town Centre CA is situated in the former historic County of Middlesex, in the central part of today's London Borough of Ealing. Ealing Town Centre CA is part of Ealing Broadway Ward.
- 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 land-form is defined by The Grove that runs from east to west and by secondary roads that branch from it northwards.
- The earliest settlement in the area was called "Yealing". Archaeological evidence shows that parts of Ealing have been occupied for at least 7,000 years.
- Two "Areas of Character" can be distinguished within the Ealing Town Centre CA: **1)** The main Shopping Centre along The Mall, The Broadway, The New Broadway and the High Street; **2)** The residential enclave, evolving in the southern part of the CA.
- 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.
- The CA has a mix of uses. Retail, office and civic function dominate in the northern part, residential areas in the southern part with the only exception of a school, a few shops and a public house along The Grove.
- The two areas of character display different spatial relationships between buildings: The tight Victorian grain of the **Sub Area 1** has in part been replaced with more substantial footprint developments. Connections between the newer developments and the older grain have been poorly resolved; Properties in the **Sub Area 2** sit on narrow and long plots, are located back from the streetline and still mainly reflect their original Victorian arrangement.

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- In **Sub Area 1** surviving remains of the Victorian and Edwardian architectural heritage have been embedded in later, poor quality developments that seriously put the character of the CA under threat.
- In **Sub Area 2** surviving elements of early boundary treatments are a precious remnant of the historic relationship between private and public spaces.
- Trees along the streetline as well as trees and green fences around properties are an important part of the suburban and leafy character of the CA.
- Mix of construction materials:
 - **Sub Area 1:** red brick, stone dressing, Kentish ragstone and cast-iron details are prevalent
 - **Sub Area 2:** yellow stock brick laid in Flemish bond, low-pitch or hipped roofs covered with slates or flat tiles, stucco trimming and white painted timber sash windows are prevalent details.

2. Location and setting

2.1. Location and context

Ealing Town Centre CA is situated in the former historic County of Middlesex. The CA is within the Ward of Ealing Broadway in the London Borough of Ealing.

Ealing Town Centre CA is 2.72 Km² in area and it is in the central part of the modern borough. It evolves on both sides of the Uxbridge Road that in this section takes the name of The Mall in the eastern segment, The Broadway in the central segment and The New Broadway in the western-most segment.

Ealing Town Centre CA is surrounded by other CAs that influenced its historical development and still provide its immediate setting: Ealing Common CA on the eastern side, Haven Green CA on the northern side, Ealing Green CA on the southern and western side.

Ealing Broadway ward, of which Ealing Town Centre CA is a part, has a population of 10,047.

Ealing Town Centre is part of the historic parish of Ealing (see **Parish Map of 1777**) 10 km west of Hyde Park Corner, and was originally bounded by the Old Parish of Acton to the east, the Parish of Perivale and Greenford to the north. The southern boundary of the old parish followed the Thames eastward. From a point slightly east of Kew Bridge it turned inland to Chiswick High Road, which it followed eastward before turning north and then east to Bollo Bridge Lane. The eastern boundary, with Acton, ran along Bollo Bridge Lane and east of Ealing common and Hanger Lane. Thence it turned westward almost to Hanger Lane and followed it to the river Brent, which formed the northern boundary with Harrow, Perivale, and Greenford. The western boundary, with Hanwell ran southward to the west of the modern Argyle Road and Northfield Avenue to meet Boston Manor Road near Boston House.¹



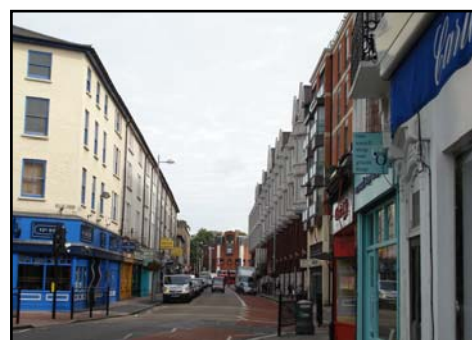
Eastern approach to the CA from
The Common



Western approach to the CA from
the Uxbridge Road



Northern approach to the CA from
Haven Green



Southern approach to the CA from
Ealing Green along the High Street

¹ See *Victoria History Online. A History of the County of Middlesex*, Vol VII, 1982

2.2. General character and plan form

The plan-form of the northern part of the CA is mostly determined by the presence of the main thoroughfares (The Mall, The Broadway and The New Broadway) that run across the CA. In the southern part of the CA the plan-form is mostly determined by the straight line of The Grove running east-west and by the secondary roads branching from it northwards.

The CA contains two clearly distinguished areas of character both in terms of architectural language and uses. **Sub Area 1** is very much the heart of the old Victorian commercial and civic centre. The architectural character is very diverse with office buildings and shopfronts from the 19th and early 20th century woven together to later post-war and more recent developments. The **Sub Area 2** has a much more uniform character. It is mainly residential and features houses dating from 1870 to 1890 with many commonalities in terms of materials and architectural details - it still maintains the aspect of a middle class Victorian suburb.

2.3. Landscape setting

Much of the land in the Ealing Parish is flat, rising gently from the Thames to reach 30m near the Ealing Town Centre CA, the ridge of higher ground being at Castlebar Hill north-west of the CA and reaching Hanger Hill in the north east of the CA.

Most of the higher ground, north of Uxbridge Road is covered by London Clay, with claygate beds on the slopes, and gravel on the east side of Castlebar Hill. Brick earth lies along the CA along Uxbridge Road.



The Mall (Sub Area1)



Windsor Road (Sub Area 2)

3. Historic development and archaeology

3.1. Historic development

Archaeological evidence shows that parts of Ealing have been occupied for at least 7,000 years. A settlement is recorded here in the twelfth century amid a great forest that carpeted the area to the west of London. The name of the earliest settlement in the area was “Yealing” with this name and the name Ealing being derived from the Saxon place-name *Gillingas*.

The earliest surviving English census for Ealing is from the year 1599. This list was a tally of all 85 households in Ealing village giving the names of the inhabitants, together with their ages, relationships and occupations. It survives in manuscript form in the Public Record Office (PRO E 163/24/35).

Ealing was a large village surrounded by country houses and smaller hamlets dotted along the Uxbridge Road until well into the 19th century. Before the 19th century it was predominantly rural. Roque’s map of 1746 gives a clear impression of the pattern of land use in mid-nineteenth century and the location of houses². When Ealing was surveyed in 1840 there were only 834 acres of arable land left but some 1978 acres of meadow and pasture. Until well into the 18th century, shops only lined the High Street and The Grove, but the section of the Uxbridge Road corresponding to The Mall and The Broadway was almost empty except for inns like *The Bell* and *The Feathers*, which served as carriage trade. Brickfields and market gardens covered most of the south side of The Broadway.

The situation drastically changed when transport links began to be developed. Ealing became a staging post for stage coaches travelling between London and the port at Bristol, their routes taking them along the Uxbridge Road. In 1814 the Grand Union Canal was built to the north, and then in **1838** the Great Western Railway Company built the first station outside London at Haven Green just on the north east boundary of the Ealing Town Centre CA.



Parish Map, 1777



Station approach, c. 1908 Burley & Brackenbury auctioneers on the left and the Feathers Hotel on the right



District Railway Station, 1900c.

² A copy of this map is available at the Ealing Local History Centre.

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While this ensemble of events marked the first step in Ealing's development towards an important business centre, it was only in 1879 that the District Railway built its suburban terminus at Haven Green which led to more drastic and speedy changes: the CA started to take the shape that it has now. A Broadway of shops was built around the station estate and Ealing was sponsored as dormitory town.

With this suburban development came a growth in shopping, leading to the advent of early department and chain stores such as Eldred Sayers & Sons and J. Sanders. Ealing's shopping centre was concentrated on Uxbridge Road, High Street and Spring Bridge Road. Many of the shops in Uxbridge Road were conversions of earlier buildings, with single storey additions built onto the fronts of houses originally set back from the road.

At the same time, during the second half of the nineteenth century, some of the most representative civic and religious buildings of the Ealing Town Centre CA were built, amongst others the Church Christ of the Saviour and the Town Hall. Both still occupy a very prominent position within the CA townscape until today.

Christ Church – now known as Christ of the Saviour – was built in 1850-52. It was designed by Gilbert Scott and it was erected on land provided by George Wood. The church was built together with a vicarage, which was demolished in 1930 to make way to a parade of shops³.

The Town Hall and its associated buildings were designed by the Local Board's engineer Charles Jones to replace the original council offices in the Mall, which were no longer adequate for the growing size of local government. The old building was sold to the London & County Bank (now a branch of the NatWest). The new buildings expressed the civic pride that the leaders of Ealing then felt for their rapidly developing suburb. The complex included offices for the council and the rooms where the local board met, but also a public library. Behind the Town Hall were Public Baths, the Fire Station stabling and workshops.

The Town Hall was built in Jones' characteristic neo-gothic style and is faced in ragstone. The stables are attractive buildings in yellow brick backing onto the railway line, and the adjacent fire station has an interesting tower. Victoria Hall, the largest meeting room, was modelled on a medieval hall with complex roof beams and gothic windows. The hall was designed to be a main function room for the area, with the profits devoted to charitable causes. The Town Hall was extended first in 1910s, and then again in 1930s. The 1930s' design was by George Fellows.

³ Hounsell, Peter, *The Ealing Book*, 2005



Ealing Broadway, 1908. "The Hippodrome" is shown on the left



The great department store at Ealing Broadway, 1907



The Mall, 1903. The old Town Hall is shown on the left



The Town Hall shortly after completion in 1888

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In the 1960s the construction of the Annex started to drastically change the character of the area at the rear of the Town Hall, originally characterised by a cohesive architectural ensemble.

Residential development also increased: An obvious site for building was the Ashton Estate, situated between the Uxbridge Road and Ealing Green, where Bond Street was later built. John Ibbotson owned both the house and grounds and in 1846 made arrangements with a local builder, Thomas Nye, to subdivide the western part of the property into building plots. By the end of the mid- 1860s, only half of the Mattock Lane plots had been taken up. On the west side of the High Street building took place at the northern end on the corner with the Uxbridge Road and this included the Railway Hotel.

By the 1880's purpose built shopping parades appeared on The Broadway, and in the early 1900's the new shopping street of Bond Street replaced the remains of Ashton House and Sandringham Parade on New Broadway was built. A parade of shops was also built at the same time on the northern side of the New Broadway, a first section in 1902 and then a second section much later in the 1930s, which replaced the parsonage of the Church of Christ of the Saviours.

The story was brought up to date with the building of the Ealing Broadway Centre in 1985 and the Arcadia Centre in 1987.



Sandringham Parade, 1913



The High Street, 1910



1865 OS Map

The eastern approach to the CA from the Common along The Mall appears almost free from houses. The Bell Public House and the Feathers (today's Town House Pub) are marked. The southern side of the road is occupied by Almshouses. The rail tracts are clearly distinguishable running east-west north of The Broadway. A good number of terrace properties, possibly with shops, appear on either side of The Broadway. Buildings sit on narrow plots and are recessed from the street line. Towards the western end of the Broadway the Post Office is clearly marked on the northern side. The High Street seems already fully edified on the eastern side and on the north western side; here the Police Station is clearly marked. At the crossing between The Broadway, The New Broadway and the High Street, Christ Church is placed into its grounds with the churchyard displaying the layout still in place today. Immediately west of the church is the Parsonage. Opposite to the church, at the beginning of The New Broadway is the Railway Hotel. A few scattered houses appear on the north side of the New Broadway, while the southern side appears still completely empty.

South of the CA, in the residential enclave, some of the semi-detached villas along the western end of The Grove appear already in place. The eastern end of the street is still free of buildings. Western Road is edified only in its southern section. Oxford Road, Windsor road and Florence Road had already been laid although there are only 8 semi-detached houses on Windsor Street, two semidetached houses on Florence Road, and Oxford road is completely free.

1890 OS Map

At the eastern approach to the CA from the Common, The Mall appears more edified on either side. The Parade of Shops from nos 1-20 had been built. Next to them the old Town Hall is shown on an OS Map for the first time and it is already marked as "*Bank*". The Polish Church at the northern end of Windsor Road also appears on the 1890 OS Map, but was then marked as "*Methodist Church*". Building activity along The Broadway seems to have intensified and the two sides of the road appear now completely edified. On the north side The Lyric Hall is marked, which came to replace the Lyric Opera House built in 1880, later converted into the Hippodrome⁴. On the south side of the New Broadway appears a group of semi-detached houses on generous laid on plots called Sandringham Gardens.

⁴ For further details, please see Rogers, J. and Eden, R., Ealing, 2004, p.49

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Victoria Hall, the Public Bath, the Free Library and Fire Station, all of which form part of the Town Hall complex developed between 1887 and 1888, are clearly shown.

The residential enclave south of the CA seems almost completely developed by 1890. Either sides of The Grove are edified from the Common east to Ealing Green west. Along the northern side a public house is marked on the site of the Kings Arms public house.

Grove Road, Western Road and Windsor Road are shown completely edified. Only the north-western section of Florence Road is still free from buildings.

1910 OS Map

A noticeable change in the 1910 OS map is the presence of the tram tracks along The Mall, The Broadway and New Broadway. The Almshouses at the beginning of The Broadway, on the south side, have been replaced by the still existing parade of shops at nos 64-71. On the north side of The Broadway are The Picture Theatre and the Hippodrome. No major changes are recorded along The New Broadway, apart from the School behind Christ and the Saviour Church on the north side, the opening of Bond Street on the south side and the construction of the terrace at 1-5 and at nos 15-31 (later named Sandringham Parade) taking partially the place of Sandringham Gardens.

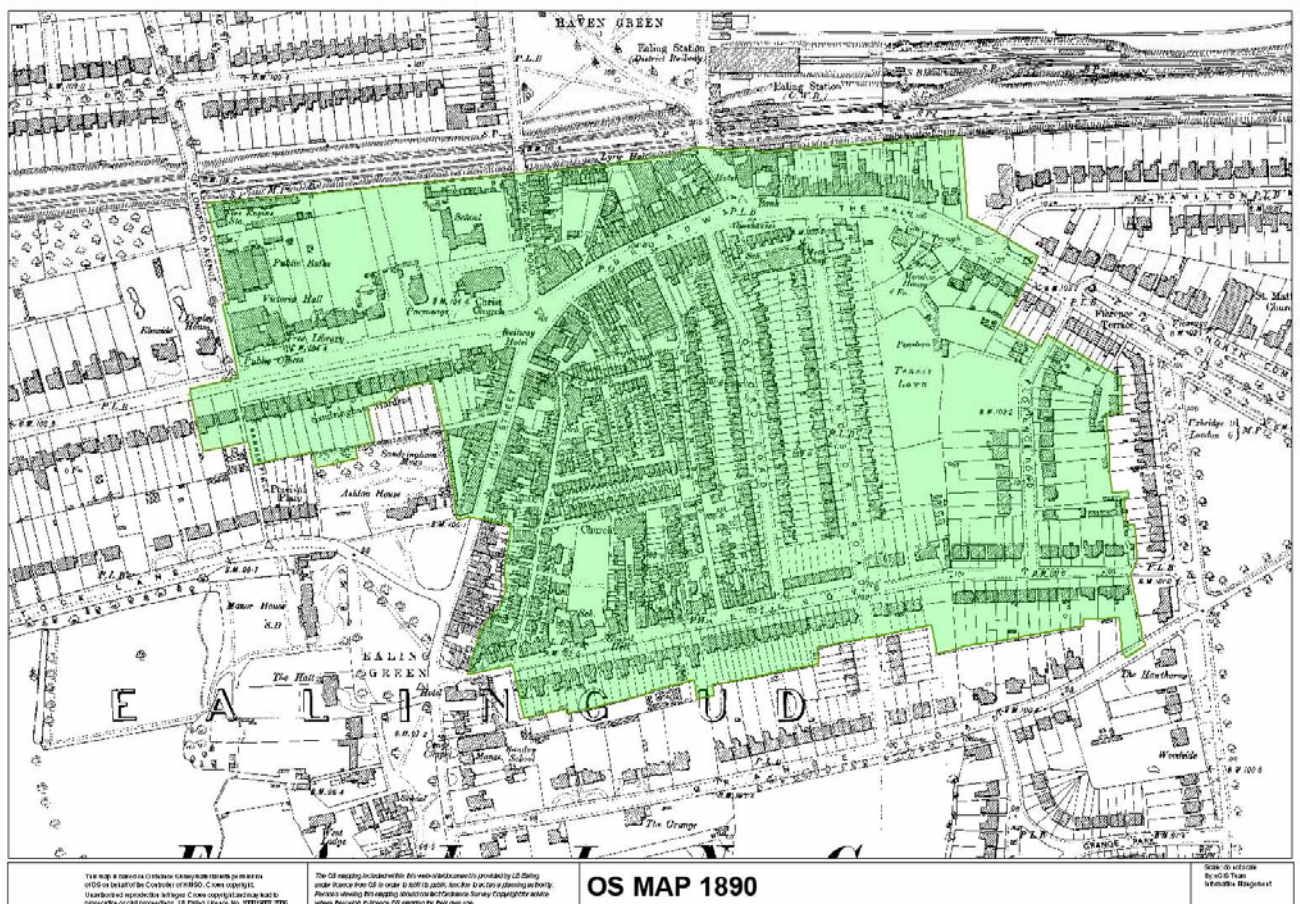
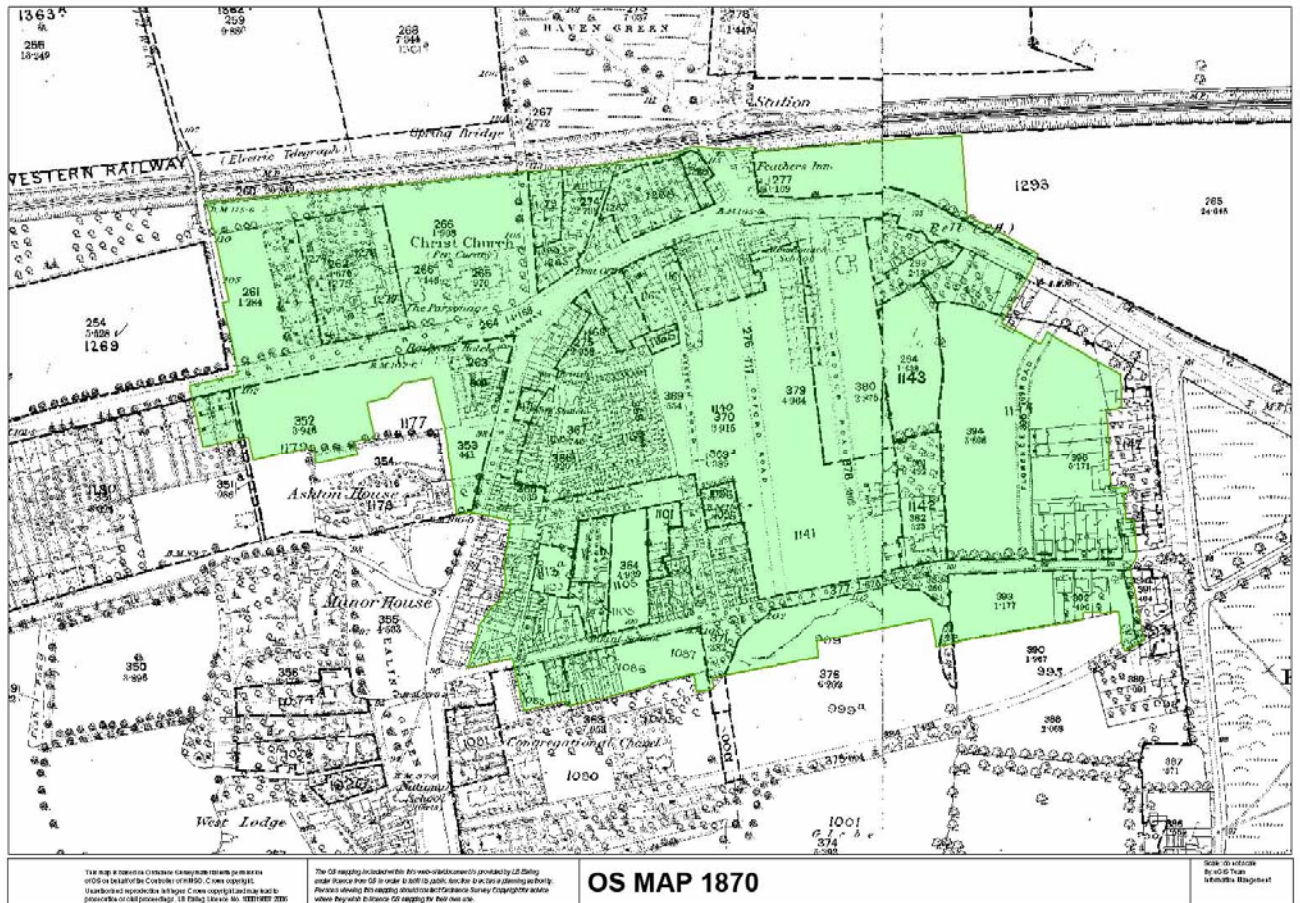
Almost no noticeable changes to the residential enclave apart from St Saviours Church being shown on the north side of The Grove, Florence Road being completed also on its north western side with Edwardian properties and Northcote Avenue being open and edified on the site of a Tennis Lawn.

1930 OS Map

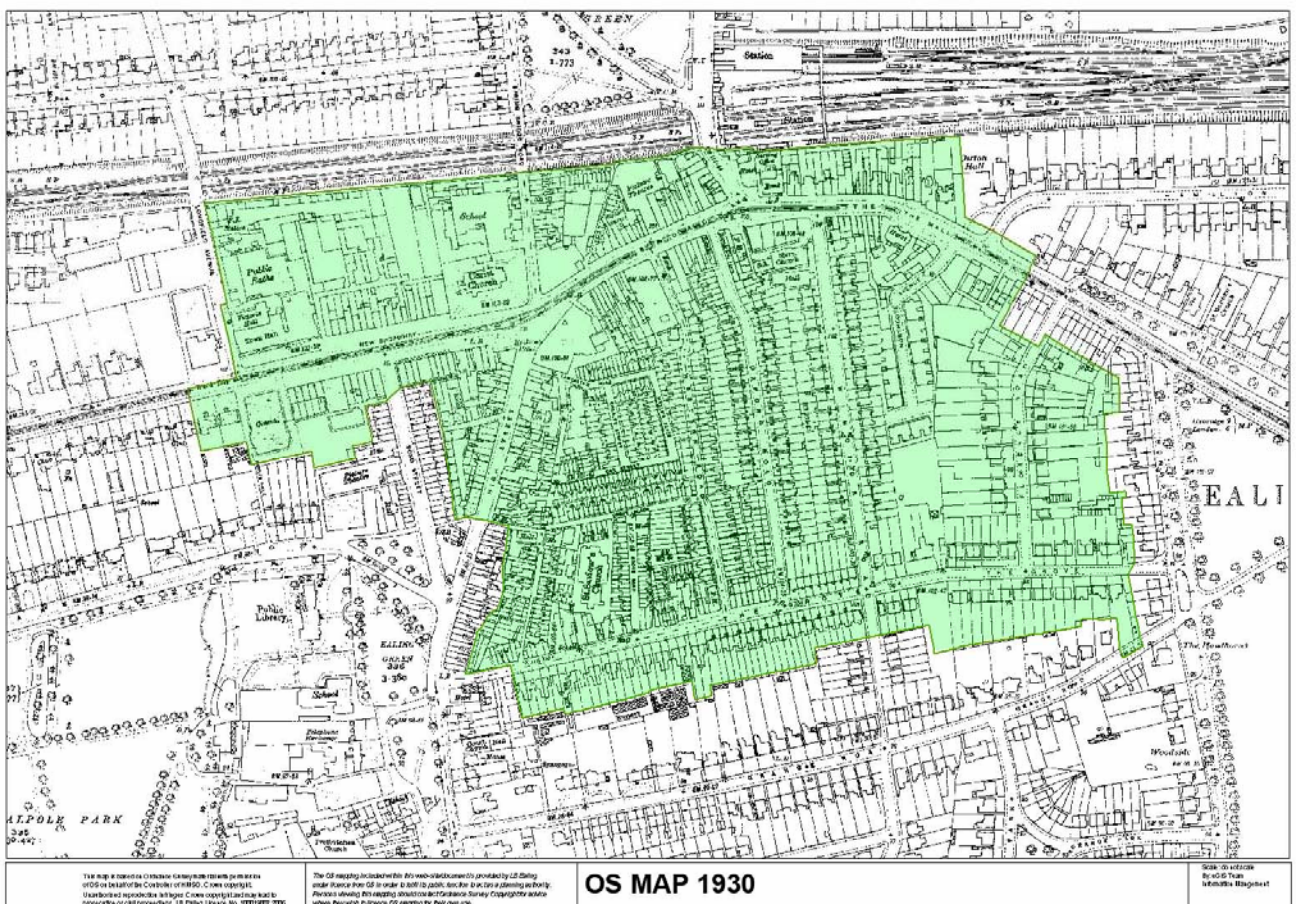
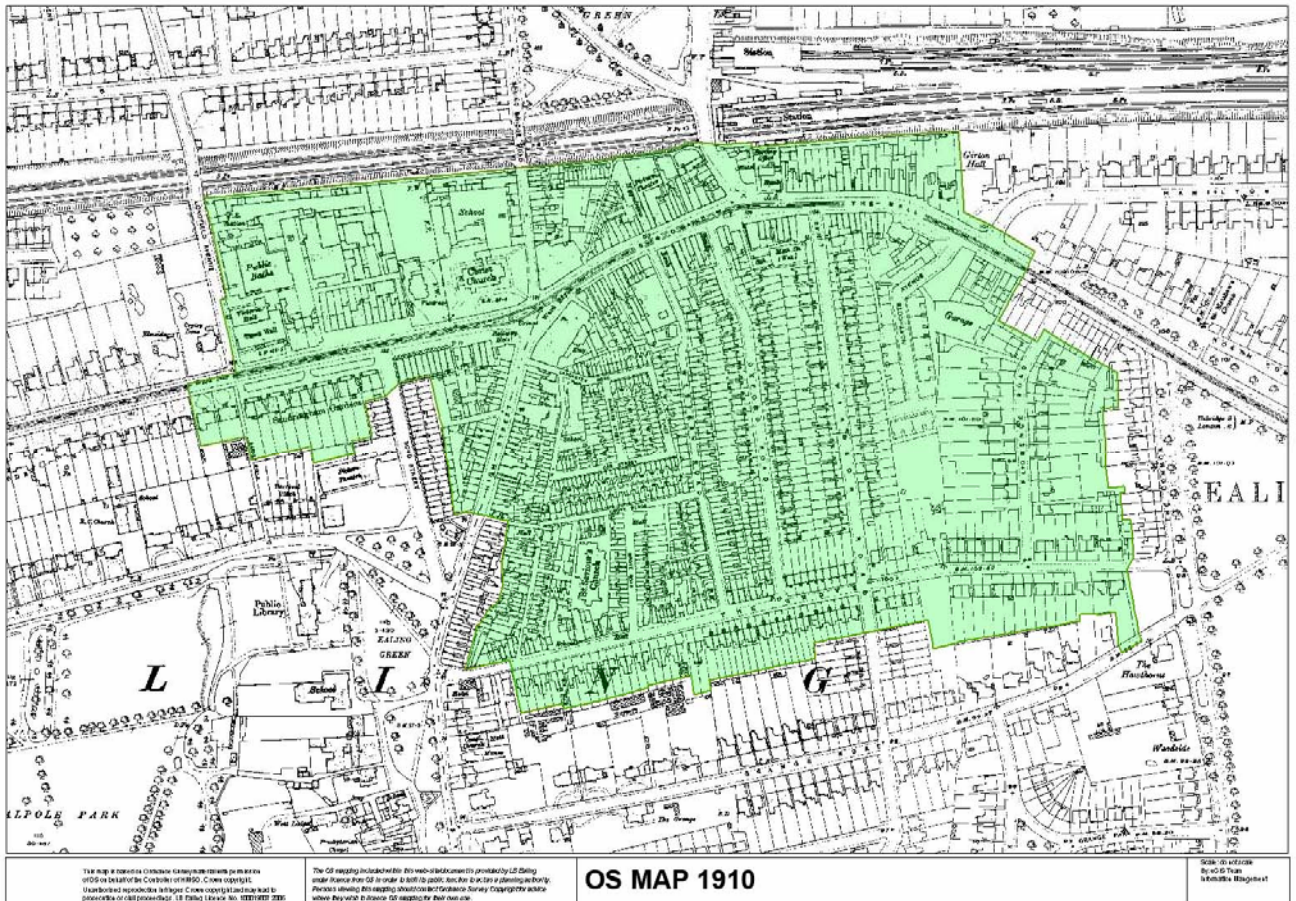
More significant changes are noticeable at the western end of The New Broadway, with the Town Hall being extended eastward, the Church's Parsonage being replaced by a parade of shops, by Sandringham Gardens being completely replaced by the still existing building at nos 33-57, and the Cinema appearing at the western end on the south side.

Along The Mall the only novelty seems to be the Bank at no 62.

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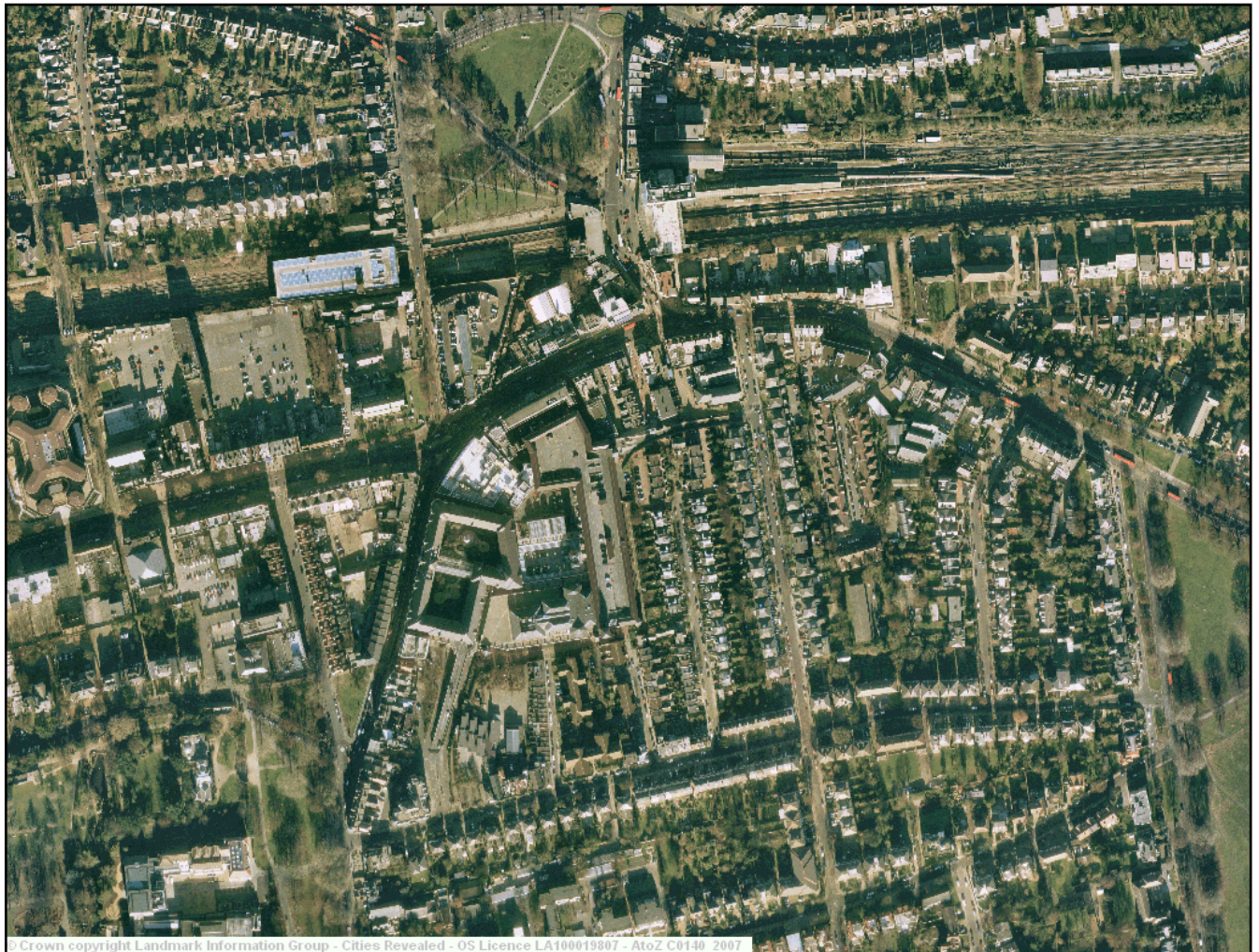


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3.2. Archaeology

Ealing Town Centre CA has a very strong archaeological significance. The Ealing Plan for the Environment identifies the Area south of the Uxbridge Road in particular as an “Area of Archaeological Interest”. It describes the area as containing “widely spaced prehistoric find ‘spots’ and one Roman find spot north of the Broadway and south of Ranelagh Road⁵. Pots from the Iron Age have been discovered in the vicinity on Horsenden Hill.



⁵ Ealing Adopted Plan for the Environment, 2004, Vol II, areas from A9 to A11

4. Spatial analysis

4.1. *The character and inter-relationship of spaces within the area*

The spatial character of the CA is strongly defined by its main thoroughfares. The Mall, The Broadway and New Broadway are the elements along which the CA evolves and they strongly characterize its form and spatial layout. The rail tracks are a physical and visual barrier to the setting of the CA on the northern side.

The Mall and The Broadway form a shallow curve running from east to west. This produces a townscape of strong incident, including a constantly changing sequence of views with landmark buildings acting as points of orientation. The New Broadway is straighter and wider and has a much more open aspect. This is augmented by the presence of much larger pavements that makes the ratio between building heights and street width almost even.

The earlier urban grain of the main shopping area around The Mall and The Broadway was originally very tight and minute. This has changed over the last few decades with the introduction of the substantial footprints of later developments such as the Broadway Centre and the Arcadia Centre. These have resulted in several fractures within the fine grain; they have introduced a much larger scale of development; have created vast spaces of back land and service areas that has resulted in a loss of cohesion in the townscape and poor connectivity. Scattered remains of the early grain are still perceivable within the townscape, but they have somehow lost their original spatial context.

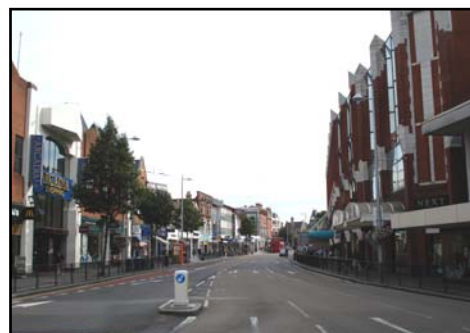
The roofscape of the core shopping area is very varied as it is the result of buildings developed at different times and of different styles. The prominent gables of the late Victorian/Edwardian red brick buildings contribute to the punctuation of the roofline along the main shopping thoroughfare. The street front along The Mall and The Broadway has a rather compact appearance with a very tight vertical rhythm, the only actual breaking points being the intersection of The Mall with Haven Green, and the intersections of The Broadway with the High Street. Nevertheless the tight and compact rhythm of the facades is disrupted in places by later interventions that somehow do not reflect the modulation and proportions of earlier remains. The spatial character of The New Broadway is less tight and the footprint and height of buildings along the street is considerably more substantial.



Curving aspect of The Mall



The Broadway looking west



The Broadway looking east



The New Broadway

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The Streetfront along The New Broadway appears less compact as it is formed by larger independent buildings.

The residential enclave south of The Broadway still maintains much of its domestic character. Most houses are semi-detached or arranged in short rows of terraces. The grain is generally tight but especially along the south-western side of The Grove and the south-eastern end, properties sit in rather generous plots with noticeable interspaces between them and are set back from the streetline. Also on Windsor Road the substantial size of the semi-detached properties is compensated by the fact that houses sit on generous plots with substantial front yards.

The Grove residential enclave remains rather separate from The Broadway on the north side by the presence of the Broadway Centre. The transition between the residential streets and the shopping development has not been carefully thought through and remains unresolved. Due to the lack of straightforward means of pedestrian connection the mass of the Broadway Centre acts in fact as a physical barrier. The connections between the residential streets branching from The Grove northward towards the rear of the Broadway Centre – notably Grove Road, Western Road and Oxford Road - not always ensure immediate legibility and clear directions, resulting in an area where orientation is difficult. In addition, in some cases routes that connect the residential streets with the shopping centre are flanked by service areas that do not make them attractive or easy to use.

4.2. Key views and vistas

The flat topography of the CA does not allow for any natural vantage point from which to obtain a comprehensive vista of the CA.

Views within the CA

Walking into the CA from the Ealing Broadway Station it is possible to obtain a very attractive view of the four storey red brick / stone buildings on the south side of 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.

Views along the shallow curve formed by The Mall and The Broadway are punctuated by several landmark buildings:

- 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.



Terrace along The Grove



Overwhelming presence of The Broadway Centre at the northern end of residential streets in Sub Area1



Polish Catholic Church and the Old Town Hall

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- The prominent spire of the Church of Christ of the Saviours 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 Pike 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.

In the residential enclave sometime narrow views are achievable through small gaps between buildings that give access to the secluded spaces at rear.

Views from the CA to the outside

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. The Green provides a filter and a means of transition between the dense commercial core of the Broadway's more urban character, and the domestic and calm character of the residential section of the CA along the Grove.

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. The sharp lines of the tower provide an interesting contrast and break amongst a skyline of many less imaginative buildings.



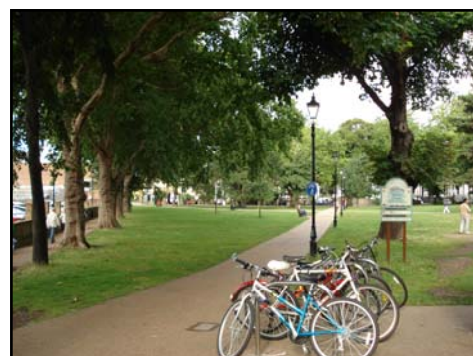
View of the Christ of the Saviour Church from the western end of The Broadway



View along Barnes Pike towards Walpole Park



View of Ealing Green from the western end of The Grove



View of Haven Green from the Station

5. The character of the conservation area

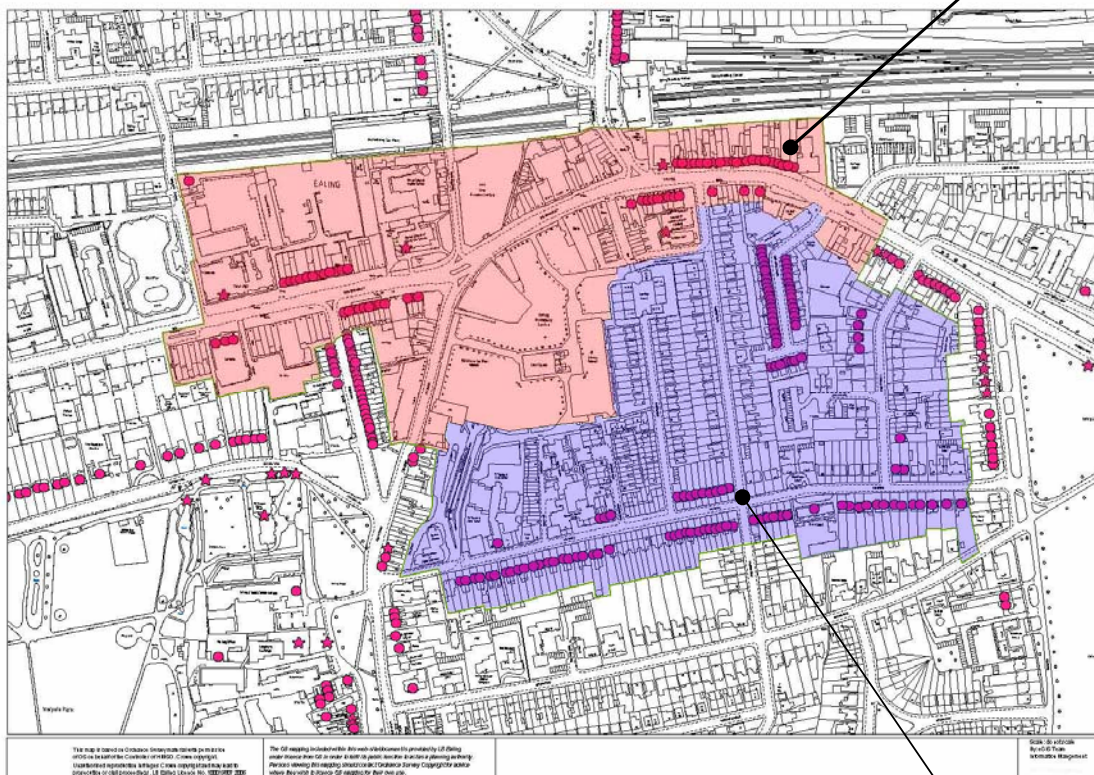
5.1. Character Areas and the quality of architecture

This section deals with the value and location of prominent historical buildings within the boundary of the CA. It includes structures and areas that represent important architectural and natural landmarks in Ealing Town Centre CA and that significantly contribute to its character. This section has been subdivided to reflect the fact that the character of the CA changes significantly within its boundary.

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

Sub Area 1: Shopping Streets



- ★ Listed Buildings
- Locally Listed Buildings

**Sub Area 2:
Residential Enclave**

5.1.1. Sub Area no 1: The Shopping Streets

Within the shopping centre three other sub-areas can be identified:

- The Mall is a relatively well-preserved remainder from the days of the Victorian/Edwardian centre
- The Broadway and the High Street from the dense commercial core of the modern centre built up and extended on either side of the old main road
- The New Broadway, which is a straighter and wider, more modern thoroughfare in origin

5.1.2. Sub Area no 1 architectural interest

Approaching the CA from the east, the setting of the CA is provided by the open space of the Common and by the fine Victorian and Edwardian houses that are located at various points around it. At the beginning of the Mall, the quiet and open character of Ealing Common gives way to the more bustling commercial character of the Ealing Broadway.

The Mall

South side (from east to west)

The parade of shops on the south side of The Mall east of Windsor Road at nos 54-57 was built in 1902 on the site of old almshouses. The three-storey, red brick blocks, have a very prominent gabled front and finely detailed corbels. The façade is strongly defined by narrow windows with protruding mullions and by white painted courses and mouldings. (nos 54 and 57 are **Locally Listed**)

At no 62 The Mall is the Allied Irish Bank, a compact and elegant 1920s building in Portland stone (**Locally Listed**).

The Polish Church (former Ealing Broadway Methodist Church) just at the northern end of Windsor Road was built by Charles Jones and John Tarring in 1867 in ragstone (**Listed Grade II**). The tall spire punctuates the roofscape of this section of the CA and functions as gateway element to the beginning of The Broadway.

North side (east to west)

On the north side of The Mall is the three-storey elevation of Nos 1-20, built in stock brick with red brick details. The terrace is stepped at the east to follow the curve of the road and still contains shopfronts of interest, especially the no 7 (now Paddy Power Bookmaker) with its projecting clock. Note also the detailing of the adjoining archway (**Locally Listed**).

Also on the north side, immediately west of the parade of shops, is The National Westminster Bank, built in 1874 as Council Offices by Charles Jones (**Listed Grade II**).



Parade of shops along the south side of The Mall



1920s Bank at no 62 The Mall



Parade of Shops at Nos 1-20 The Mall



The NatWest Bank (Old Town Hall)

Ealing Town Centre Conservation Area Character Appraisal

The Kentish ragstone building displays bold French gothic detail and an exuberant tower. Its design and material have associations with church buildings in the area and with the Town Hall, nevertheless they act as a novelty within the architectural language of this section of the CA where red and stock bricks are prevalent.

Just after the bank building, the view of the greenery of Haven Green is in striking contrast to the bustle of the shopping streets. The Town House Pub (present version dates from 1891 but previously was known as The Feathers Pub on site since the 18th century) together with no 35 The Broadway, has very distinctive corner features.

The diversity of materials, architectural styles and types of buildings make the townscape of The Mall strongly diverse and probably one of the best preserved sections of the main thoroughfares in the CA: Here later interventions have not disrupted the fine grain so characteristic of the earlier Victorian shopping centre.

The Broadway

South side (east to west)

At nos 64-71 along the south side of the Broadway is an impressive four storey block in red brick and stone dressing with high pointed front gables with the name “Edwards” still proudly displayed (**Locally Listed**).

The North Star nearby is a long-established public house for the Ealing town centre. Built in the early 1800’s, it displays a very unusual design. Also its compact scale and eclectic detailing represent a novelty within the townscape of The Broadway (**Locally Listed**).

Adjacent to the enclave formed by Oak Road, at nos 46-49 is a terrace from 1883 with a central pediment, balustraded cornices, shell mouldings above the first floor windows and later shopfronts added to the ground floor. Between nos 52 to 53 is a valuable remainder of the late Victorian/Edwardian architecture: a three-storey, red brick building with prominent front gables and fine decorative details in stone.

The Broadway Centre is now the hub of the Victorian shopping area. This area of the Broadway had greatly suffered from bombing in 1944 and was comprehensively redeveloped between the 1960s and 1980s. The Broadway Centre was completed in 1985 by the *Building and Design Partnership*, with Frank Roberts as design architect. At the time the scheme was designed with the clear intent to group the conventional package of shopping malls, offices, and multi-storey car parks into a scheme that would make a distinctive contribution to the town centre.



The Town House Pub



Nos 64-71 The Broadway



The North Star Public House



Nos 46-49 The Broadway

Ealing Town Centre Conservation Area Character Appraisal

The tight vertical rhythm of the faced narrow glass between brick fins and the pointed roofline of the main façade on the Broadway clearly testify to an attempt at responding sympathetically to the context and the architectural language of neighbouring buildings.

Unfortunately, after a few decades, the design details and materials appear rather heavy. The public spaces were designed with care. The main focus of the pedestrian areas is Town Square, a pedestrian piazza open to the sky.

The M&S building is another example of a later replacement. The building is not poorly designed in itself, however it displays a very horizontal emphasis both in its massing and its façade definition which put it at odds with the vertical emphasis found elsewhere in the CA.

North side (east to west)

After no 35 on the opposite corner of the Town House Pub, the northern side of The Broadway is characterised by later, mediocre quality buildings, that have replaced higher quality Edwardian or Victorian buildings (e.g. the Palladium Cinema was in fact replaced during the 1950s by the present premises of WH Smith and other shops along this side of the Broadway)⁶ and are now woven together with a few fine remains of the earlier grain. Particularly noticeable are nos 15-16 and no 14. The latter in particular is a little gem: A minute two-storey brick building with fine stone dressing, an unusual broken parapet boasting the construction date of 1906 and very distinctive windows with all-around quoins and prominent keystones. No 9 is also interesting with its curving aspect on its west side.

The Arcadia Centre ends the course of The Broadway and marks the beginning of The New Broadway. Here the attempt of providing a corner feature of interest is not successful and the whole design and materials result inexpressive and bland.

The New Broadway

North side (east to west)

The beginning of the New Broadway is marked by the proud design of the Church of Christ the Saviour. The church was built by Sir Walter Scott in 1852 for the expanding Victorian centre (**Listed Grade II***). The church is built in Kentish rag and Bath stone embellished by geometric tracery, and by naturalistic carvings and corbels inside. The impressively tall spire is a landmark in Ealing Broadway's skyline.

⁶ The Ealing Theatre and Lyric Restaurant, c 1905. were built on the site of the Lyric Hall (1899) since every large Edwardian suburb had its music hall. In 1912 it was renamed the Ealing Hippodrome and housed the Palladium Cinema from 1914 to 1958.



Nos 52-53 The Broadway followed
by the Broadway Centre



M&S Building



The Town Square inside the
Broadway Centre



View of the Church of Christ of the
Saviours

Ealing Town Centre Conservation Area Character Appraisal

The church and its churchyard are enclosed by its original stone boundary wall and cast-iron railings and gates. The west side of the church was once occupied by the Parsonage and the boundary wall probably continued around it as well. The Parsonage was then later replaced by 1930s blocks and shopfronts. This later intervention creates an abrupt transition between the well balanced and harmonious ensemble of the church/church yard with their low boundary wall and the straight lines of the side elevations of the brick 1930s blocks. In addition the gap between the side of the church yard and the 1930s shops is currently used for access to the school to the north of the church. This passage has not been carefully thought through and has a rather utilitarian aspect detracting from the setting of the church's west side.

The 1930s shopfronts at nos 2-12 The New Broadway, an area of average quality, have a few interesting art-deco details in the white rendered work that complements the brick work of the elevations, i.e. the shopfront corbels, and the stone dressing of the elevation, especially around the first floor windows. Nevertheless they are of lesser quality compared to their Edwardian neighbours on the west side from no 14-36 (**Locally Listed**). The main elevation consists of projecting and recessed elements, with Romanesque gables finished with stone broken pediments on the projecting elements and fine ornate Dutch gables on the recessed elements. The elevation has a very strong vertical emphasis, not only thanks to the pointed gables that define the roofline, but also due to the decorative elements and the grouped sash windows that define the façade rhythm. This Edwardian character is mirrored along the south side of The New Broadway (see next section on the north side of The New Broadway). This provides a good contrast with the Gothic style ragstone of Ealing Town Hall with its tower and gable entrance.

The Town Hall (**Listed Grade II**) closes the view on this side of The New Broadway with its prominent spire and also defines the western boundary of the CA. The Town Hall was first built in 1888 by the City Surveyor Charles Jones and then enlarged in 1813 and 1930. The later additions are designed to blend with the original building so that its external appearance is that of a unified building. Built in brick with Kentish Ragstone facings, it was a symbol of Ealing's growth into a large town in the later 19th and early 20th century and the civic pride that accompanied it. Its significance is most evident in its facades especially the ones on The New Broadway and on Longfield Avenue, but also in its interior spaces, which reflect the age in which they were built and the functions they were designed for. The Town Hall is doubtlessly the most significant building in the western section of the CA and strongly defines its character and identity.



1930s shops at Nos 2-12 the New Broadway



Nos 14-36 The New Broadway



The Town Hall



The old Fire Station

Ealing Town Centre Conservation Area Character Appraisal

The Fire Station was built in 1888 together with the Town Hall and enlarged in 1900 and 1901 (**Locally Listed**). The fire brigade moved to the present station on the Uxbridge Road built in 1933.

South Side (west to east)

Opposite to the Town Hall is the Empire Cinema (**Locally Listed**). It was built in 1934 and is an example of the classic period of cinema building. It was designed in a pseudo-Egyptian style by John Stanley Beard and taken over by several cinema chains including ABC and UGC. Unfortunately the façade suffered several mutilations that make the aspect of the current building only a faded shadow of its former appearance. The building symbolises the importance of Ealing Films to the town, which survives at Ealing Studios in Ealing Green CA.

The south side of The New Broadway has some fine Victorian/Edwardian frontages. On the south Sandringham Parade from nos 15 -31 (**Locally Listed**) was laid out in 1905 at the same time as Bond Street replacing a row of houses called Sandringham Gardens. The Parade reflects the architectural language of many other contemporary red brick buildings in the CA, with a strongly articulated roofline punctuated by prominent front gables and very distinguished façade patterns defined by mouldings and stringcourses in stone. Particularly interesting is the noticeable feature on the corner with Bond Street and the surviving section of a glazed ironwork Victorian arcade in front of the shops.

Worthy of notice is nos 1-5 (**Locally Listed**) an exuberant gabled brick building with fine elaborate stone work. Unfortunately these quality remains are embedded between very poor, later replacements that weaken their townscape presence and setting. (see townscape The Mall, Broadway and New Broadway townscape analyses for details)

The High Street (north to south)

The east side of the high street is mainly occupied by the arcades of the Broadway Centre. These serve as secondary access to the shopping centre and as main entrance to the offices located in The International House. Following the Broadway Arcades towards Ealing Green, is a six-storey residential development which tries to reflect traditional details but in a contemporary language. The eastern side is mainly occupied by an early, somewhat utilitarian row of terraces of a rather small scale responding to the traditional tight grain of the Victorian centre.

The eastern side of the High Street is completely alien to the western side. There is in fact no dialogue in terms of architectural language, scale, massing or proportion of the façade patterns between the two sides of the street. This results in a rather undistinguished, cluttered and characterless streetscape.



The Empire Cinema



Sandringham Parade at the corner with Bond Street



High Street – east side



High Street – west side

5.1.3. Sub Area no 2: The Residential Enclave

On the east side of Ealing Green, adjacent to the parade of shops branches **The Grove**. The Grove crosses the entire CA from east to west on the southern side and reaches Ealing Common at its eastern most end. Western Road, Oxford Road, Windsor Road and Florence Road branch northwards and form the residential enclave of the CA that with most houses dating from around 1850 to 1890 still retains the character of the middle class late Victorian suburban development.

5.1.4. Sub Area no 2 architectural interest

The Grove

North side (west to east)

On the west side The Grove starts as the access road to the 20th Broadway Centre. Buildings of townscape interest on the north side include St Saviour Clergy House built in 1909 by G. H. Fellowes Prynne (once close to the now demolished church). It is a substantial group, with coloured brickwork, free Gothic detail and stepped gable over the entrance. The buildings now have a new school at the rear. Always on the north side, continuing eastward is a modern residential development that also continues along **Grove Road** on the east side. On the west side of Grove Road is a row of terrace of working class late Victorian cottages overshadowed by the view of the rear of the Ealing Broadway Centre at the northern end of the road.

At nos 51-55 The Grove is a short terrace that includes two shops with original shopfronts and fine corbels and the King's Arms Public House of 1880s with an exuberant corner turret. From nos 63 to 77 is another less distinguished parade of shops with the date 1895 embossed on the corner. The remaining section of The Grove on the north side is solely residential reflecting the domestic character of the south side.

The row of terraces between nos 79 and 95 (odds) is **Locally Listed**. The two-storey terraces with half basements were built between 1870 and 1890. They are in yellow stock brick covered by a low pitch roof punctuated by low chimneystacks. An interesting aspect of the façade is the unusually bold but plain stucco trims below the eaves and around the entrance porches. Also on the north side of The Grove, at the crossing with Florence Road towards Ealing Common, is a rather well preserved semi-detached house at nos 125-127 (odds) (**Locally Listed**). The property is part of a group of 2 storey semidetached houses with half basement built before 1870. Building material is still stock brick with stucco trims and the buildings feature a low pitch roof.



St Saviour Clergy House



Nos 51-55 The Grove (odds)



Nos 63-77 The Grove (odds)



Nos 79-95 The Grove (odds)

Ealing Town Centre Conservation Area Character Appraisal

The façades have canted bay windows up to the first floor.

South side (west to east)

From nos 4 to 46 (even) (**Locally Listed**) on the south side is a group of semi-detached two storey mid/late Victorian Italianate villas. They are all very similar although with some differences in the decorative patterns, mouldings or window detailing. Houses are in stock brick with hipped roofs originally covered with flat tiles. They have either end-stacks or a tall central-stack. Most of them have lost their original boundary treatments. This creates a rather fragmented aspect of the streetfront.

Continuing eastward on the south side of The Grove are three long rows of terraces, reaching four storeys plus half basement in height. The best and better-preserved examples are from nos 70 to 92 (even) (**Locally Listed**). The imposing terraces in yellow stock bricks with stucco trims and bay-windows sit on very long plots with substantial front yards that unfortunately have been deprived of their boundary treatments and mostly converted to hardstandings.

After the crossing with Windsor Road proceeding eastwards, at nos 94-104 (even) are three semi-detached villas built between 1870 and 1890 (**Locally Listed**). They are two-storey with half basement and attic, have projecting entrance porches with pitched roof and front dormer windows set below the eaves.

The Grove Court at nos 106-112 is a 1930s purpose block (**Locally Listed**). The four-storey block is set well back from the streetline and is enclosed by a low brick boundary wall. Its design, scale and massing are a novelty within the streetscape of The Grove, and they are testimony to the gradual development of the road over the years.

The eastern most section of The Grove (south), from nos 114 to 138 (even), is occupied by handsome semidetached and detached villas that sit on very generous plots with wide interspaces (**Locally Listed**) between them. The stock brick houses boast fine stucco mouldings with rusticated/diamond shaped window surrounds (sides) with vermiculate decoration either side of a keystone in the form of a mask (top).



No 97-99 The Grove



One of the semi-detached properties between nos 4-46 (even)



One of the semidetached property between nos 114-138 (even) The Grove



Grove Court

Ealing Town Centre Conservation Area Character Appraisal

Windsor Road was developed between the late 1860s and 1890, the north western section of the road being developed first, as houses already appear on the 1870 OS Map. The road is flanked by substantial semi-detached, three-storey with half basement properties. The houses in stock bricks are stucco trimmed and in groups that display standard yet slightly different details: some have bay windows on the basement and ground floor, some have arched windows on upper floors, some have eaves with brackets, some have projecting entrance porches with columns and some others have corner quoins.

Houses sit on rather generous plots and have large front yards that, due to shared ownership, are not very well maintained and preserved. This disrupts the setting of the properties as well as the streetscape that appears fragmented and untidy.

The spire of the Polish Church on the west side terminates the view along Windsor Road northward.

Further east is **Florence Road**. No 21 on the eastern side (**Locally Listed**) is an unusual detached house built before 1870. The eastern side of the road has a more Victorian feel since properties – apart from the contemporary Hill Mews – were built between 1870 and 1890. The western side has been developed at a later stage and has a more Edwardian character. Properties on the west side are mostly in red brick with high pitch front gables with bargeboards, decorative portico and white painted joinery. The best examples are nos 6-12 (even) which are **Locally Listed**.

Northcote Avenue is hidden away from the residential enclave; the winding short road is in fact only accessible from the south side of the Mall. It has a very distinctive character with attractive turn of the century flats (1902) (**Locally Listed**). The two-storey red brick properties have projecting gables with half-timber embellishments, pitched roofs with tiles, white rendered projecting bay and decorative entrance porches.



Windsor Road east side



Windsor Road west side



Example of semidetached property
in Windsor Road



Northcote Avenue



Florence Road west side

5.2. Key unlisted buildings

A number of unlisted buildings in Ealing Town Centre CA contribute positively to the character of the area despite not meeting the criteria for statutory or possibly local listing. They reflect the age, style and material of a substantial number of buildings in the CA and are a reminder of the gradual development of the settlement.

The following buildings already mentioned in the previous sections are considered a positive contribution to the character of the CA.

Sub Area 1:

The Town House Public House

No 35 The Broadway

Shopfronts on the north side of The Broadway at Nos 14 -15-16

Nos 44-47

Nos 48 to 53 The Broadway

Sub Area 2:

Residential unlisted properties along Windsor Road and in the residential enclave make a positive contribution to the character of the CA and should be further protected.



No 35 The Broadway



Nos 15-16 The Broadway



Unlisted Victorian house in Windsor Road

5.3. Building materials and local details

Sub Area 1

Red Brick, stone dressings, slates or flat tiles are predominant materials in the late Victorian/Edwardian architectural heritage of the **Sub Area 1** in the CA.

Stock bricks are used for secondary elevations of properties or are hidden underneath the render of properties along The Broadway. Stock bricks are also used for the parade of shops on the north side of the Mall. Kentish ragstone is the characteristic material used for churches and public buildings of the Victorian era.

Very prominent and highly decorative pointed gables, very elaborate mouldings and/or stone string courses define façade patterns of many late Victorian/Edwardian properties along The Mall, The Broadway and The New Broadway. Very prominent gables often hide pitched roofs in slates, or low pitch roofs are hidden behind parapets of late Victorian buildings.

Timber sash, 2/2 or 1/1 are predominant.

Cast iron railings are found on the boundary wall of the Church of Christ and Saviour and around the Town Hall.

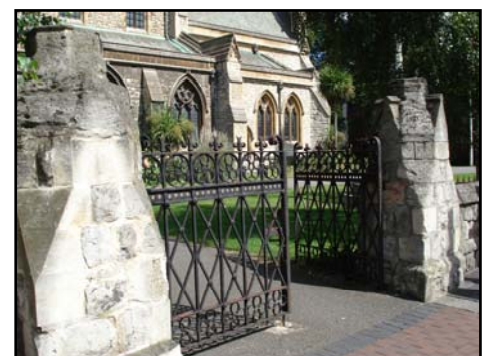
Some original mosaic paving in shop forecourts survive along the Mall.



Prominent front gables



Red brick in Flemish bond and stone dressing



Kentish rag and Bath stone and cast-iron gates



Examples of shopfront corbels

Ealing Town Centre Conservation Area Character Appraisal

Sub Area 2

Prevalent building materials in the residential enclave of the CA formed by The Grove, Grove Road, Oxford Road, and Windsor Road are yellow stock bricks laid in Flemish bond. Windows and doors in the mid/late Victorian properties have Italianate stucco surrounds, some with unusual decorative patterns. The original front yard treatments were a low brick wall with stone coping and brick piers and simple cast-iron gates, unfortunately very few are left.

Timber sash, 2/2 or 1/1 are predominant. Ground floor canted bay windows characterise a good number of residential late Victorian properties in the residential enclave. Some properties have projecting porches with columns.

The traditional roof form is hipped or low pitch roofs, covered with flat tiles or slates – although not many properties still retain their original roofing materials. Only on the western side of Florence Road – where the character is more Edwardian than Victorian - and on Northcode Road, high pitched roofs, red bricks, prominent gables, decorative porches and white mouldings seem to be the predominant architectural materials and details.



Stock bricks with corner quoins,
Italianate stucco surrounds around
doorways



Canted bay with 2/2
white painted timber
sash

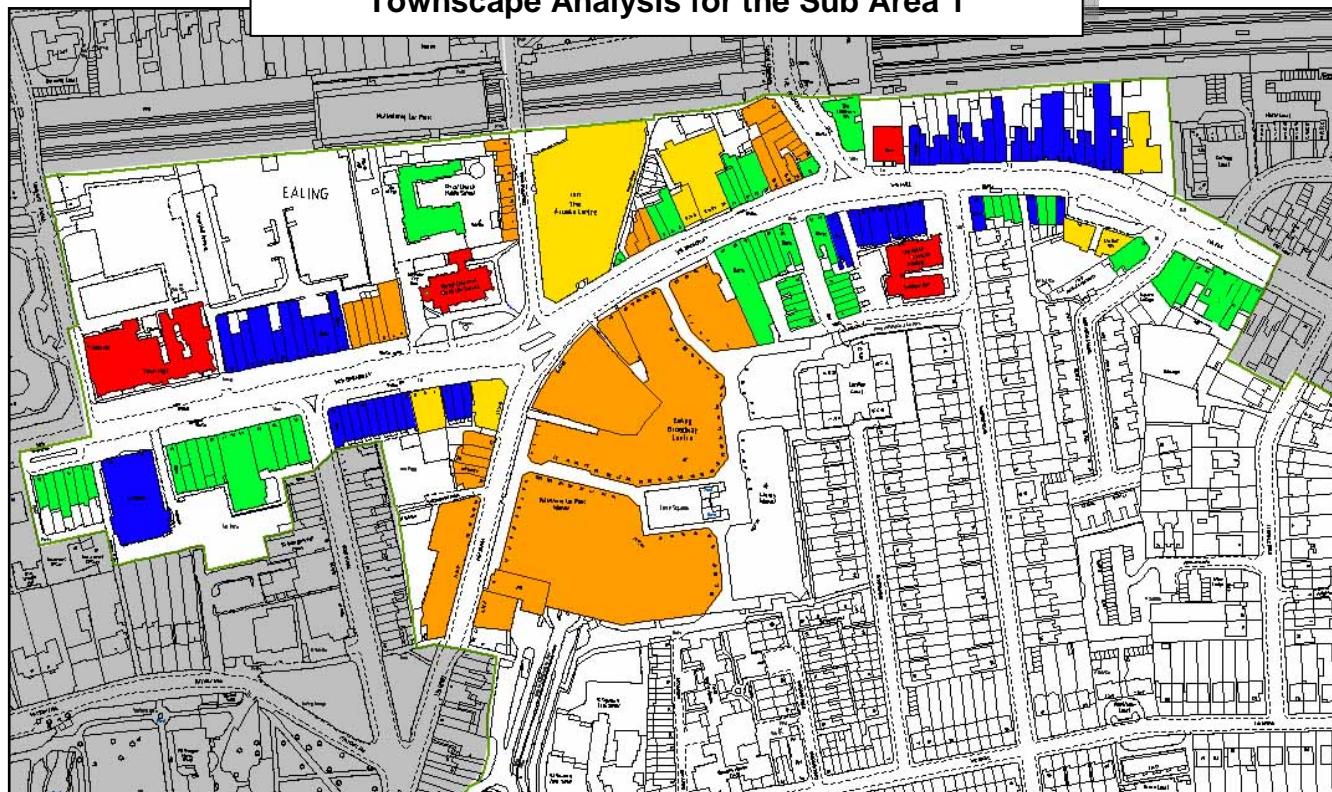







Elaborate stucco
mouldings



Stucco trim and brackets below the
eaves

Townscape Analysis for the Sub Area 1



-  Listed Buildings
-  Locally Listed Buildings
-  Positive Contribution
-  Neutral Contribution
-  Detrimental Buildings

5.4. Contribution of open spaces, trees and landscape

The green spaces of Haven Green north east of the CA, Ealing Green south west and the Ealing Common east of the CA provide the CA with a formal recreational space for residents and visitors to the CA. Haven Green, Ealing Green and Ealing Common are all listed as Ealing Borough's Public Open Spaces; this status recognises the value of the open space also for cultural and social activities.⁷

The presence of healthy and mature broadleaved trees along the streets – both in **Sub Area 1** and **2** – is critical to the character of the CA and is intrinsic to the very historical image of Ealing as a green suburb. Trees along the New Broadway and the North side of the Mall are particularly significant. A particularly fine tree is placed in the pavement west of the Town Hall and some along Longfield Avenue on the edge of the CA which provide a screen between the CA and Perceval House.

Also in the residential enclave, mature trees and green hedges complement the architecture and frame views within the CA.

5.5. The extent of intrusion or damage (negative factors)

Recent developments or later replacements of earlier buildings have had a detrimental impact on the CA. Poor architectural quality of recent building works, that have come to replace high quality Victorian and Edwardian buildings destroyed after WWII, ignore the character and quality of the earlier grain, thus creating fractures and visual gaps in the continuity of the streetscape. This results in a very fragmented townscape where fine Victorian and Edwardian remains have lost their original context and are embedded in and mortified by later developments that are completely alien to their quality, architectural expression, scale, massing, façade rhythm and proportions.

Villiers House just outside the CA on the site of the Broadway Station is a major eyesore and disrupts views with the CA; Other negatives are the Arcadia Centre on The Broadway, nos 17-24 The Broadway, nos 7-11 (odds) the New Broadway, nos 43-45 The New Broadway. The Town Hall Annex on the Dickens Yard site, at the rear of the Town Hall, is an ugly building that crates an unpleasant scene. It replaced the Ealing's Civic Swimming Pools built at the same time of the Town Hall on this site. The poor quality of the Annex together with



The Common



Mature trees along Longfield Avenue



Villiers House



The Arcadia Centre

⁷ UDP, Vol 1, p. 45, policy 3.4, Vol 2, p. 12

Ealing Town Centre Conservation Area Character Appraisal

the clutter of later structures and the rear emergency exit to the Victoria Hall create a totally inappropriate environment for the Listed Town Hall.

The new residential development on the High Street at nos 17-21 (odds) is not considered offensive in terms of material and design, although its massing and height overpower the Locally Listed Park View Pub on the edge of the CA (within Ealing Green CA).

In the residential enclave no 37-39 (odds) in Windsor Road are particularly detrimental.

The presence of numerous gap sites within the boundary of the CA, e.g. large spans of back land, service spaces, and over-ground car parks, result not only in a very fragmented townscape, but also in a very poor urban grain where means of pedestrian connection between places are difficult, unpleasant and potentially unsafe to use. Dickens Yard Area at the rear of the Town Hall and, north of the New Broadway is a particular example.

Particularly along The Mall, The Broadway and The new Broadway, the poor quality and maintenance of street furniture and shopfronts are detrimental to the character of the area (see section 5.6 for details).



Single storey garages facing the highways within the residential enclave break the continuity of the streetfrontage and offer an undesirable scene



The Town Hall Annex and fire escape at the rear of the Victoria Hall



Examples of poor and low quality later buildings alongside historic buildings



Historic remains woven together with low quality later buildings along The Broadway



Bland and undistinguished corner building on the site of the former Station Hotel

Ealing Town Centre Conservation Area Character Appraisal

A number of other threats to the special character of the CA are due to inappropriate development or alterations to the original properties layout.

Especially in the residential enclave, the loss of front garden trees and fences together with the loss of garden walls constitutes a threat to the character of the area. Boundary walls were an important element of the character of the 19th century. However, large portions of original boundary walls and fences have been demolished and were either not replaced or replaced inappropriately. This has resulted in a significant loss of definition of the streetscape and a loss of the original spatial hierarchy between public and private spaces with the CA. Later boundary walls have been executed with materials, design or technologies that are inappropriate with respect to their context. The thinning of trees and hedges along properties' boundary also contributes to create an undistinguished and neglected feel.

Gap sites exist also in the residential enclave were a single storey row of garages faces highways (in Oxford Road and Windsor Road).

A number of other threats in the CA include:

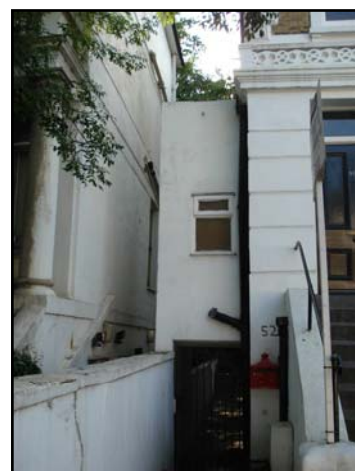
- Extensions that are disrupting the traditional spatial relationship between buildings.
- Bulky dormer windows at the rear, at the front and at the side of properties, that disrupt the original proportions and character of historic properties as well as the roofscape of the CA.
- Each house period identified within the CA displays a very distinct character reflected in the design and quality of the joinery. The loss of the traditional fenestration patterns together with later doorways where materials, design and decoration patterns are not in keeping with the character of the property are a major concern for the quality of the architecture in the CA. Inappropriate replacements weaken the finish of the houses and give them a bland look.
- Satellite dishes placed on front elevations create visual disturbance.



Conversion to hardstanding of front gardens and demolition of any boundary treatment



Inappropriate joinery replacements



Detrimental side extension



Bulky dormer window on the front slope and not in keeping joinery

5.6. Public realm and street furniture

It is felt that the public realm of the CA could be greatly improved.

It is felt that the impact of traffic is highly detrimental to the character of the CA. Fumes and noise make shopping more difficult and make pavements and outdoor seating to cafes less relaxing.

Pavements are in the standard concrete slabs and not always well maintained. Coloured and studded sections at crossings and elsewhere are discordant, resulting in visually untidy spaces. Pavements in New Broadway are wide and respond to the larger scale of the street width and buildings' height. The large pavements create a public realm with a very open aspect and the correct setting for imposing buildings such as the Town Hall.. On the contrary, pavements are too narrow in the High Street, Bond Street and Spring Bridge Road. The latter gives access to the multi-storey car parks, which is perceived as dangerous to the public and has a stepped access cutting into the pavement.

The edge between private forecourt (with public right of way) and Council pavement is dangerous in places due to the change of levels.

Bus stops are crowded and on narrow pavements where bus shelters do not provide adequate protection from rain.

The street furniture is not in character. It would be desirable for it to be coordinated properly. At the moment railings along the main thoroughfare restrict pedestrian movements and create visual clutter. Various service boxes and facilities act as obstacles and compete visually with buildings, planting and the already jumbled and bold shopfront advertising. Phone boxes in particular are in excessive number, of different types and very often redundant

This results in an unattractive pedestrian environment, with street untidiness, poor lighting and poorly maintained pavements.

New street lights along the main thoroughfares have been recently installed. The new 10 meters aluminium lamp posts are of simple but elegant design, with circular lamps and brackets for banners. The new posts co-exist with a number of other examples of lamp posts within the CA which are from different times and different styles. Although it is acceptable that different areas of the CA employ different lighting treatments, some coordination would be desirable.



Heavy traffic in the CA



Coloured and studded section at crossings



Service boxes in excess act as barriers for pedestrian movement and create visual clutter



Examples of lamp posts within the CA

Ealing Town Centre Conservation Area Character Appraisal

In addition lampposts within the **Sub Area 2** do not reflect the character and quality of the architecture – heritage posts would be more appropriate in most places in the residential enclave.

There are a few traditional post-boxes in the CA, cast iron and painted bright red. Unfortunately, due to the general clutter on the pavements, e.g. less attractive service boxes and cabins, their visual appreciation is impossible.

More well designed litter bins would also assist in keeping the area tidy and visually pleasant.

The addition of public seating would be desirable where pavements are large enough to accommodate them.

Shopfronts design and advertising is one of the major problems of the CA. Ealing Town Centre CA has some good remains of original, late 19th century/early 20th century shopfronts with original corbels and pillars. The Council advocates the use of traditional materials and design, but this advice appears to have been largely ignored in Ealing Town Centre CA.

A considerable number of buildings within the shopping thoroughfares of the CA are considered to be of group or façade value⁸. Shopfronts should attempt to follow the precedents set by those around them and by the architecture of the building in which they sit.

In Ealing Town Centre CA shops that are considering renewal of their shopfronts should consult with their neighbours to coordinate their appearance across the clusters of their larger buildings.

The shopfronts of Ealing Town Centre are quite an assorted collection ranging from pristine corporate shopfronts to the seemingly temporary shopfronts of the one pound store. There is very little consistency or continuity between the shopfronts and the ad hoc size and heights of the fascia's result in a very untidy parade.

5.7. General condition

The overall condition of most of the fabric in the CA is mediocre. In the residential enclave the state of neglect of some properties' front yards cluttered with fly-tipping is a concern for the CA.

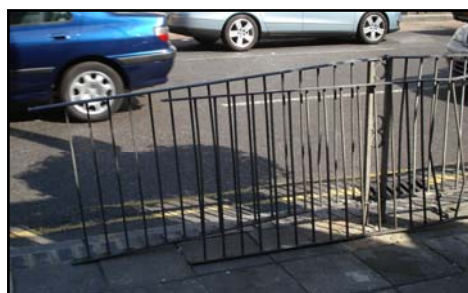
In some places pavements and kerbs are in poor condition and could be improved.

The Town Hall is severely underused and its fabric is tired and run-down. The move to redevelop the Dickens Yard site at the rear of the Town Hall presents a key opportunity to solve the issues that are threatening this important building in the CA.

⁸ Ealing's Adopted Plan for the Environment, 2004, p.37



Uncoordinated and inappropriate shopfront design and advertising



Redundant railing along pavements



Poorly repaired pavement



Fly-tipping outside residential properties

Ealing Town Centre Conservation Area Character Appraisal

The Council is working towards the integration of the Town Hall within the new development and towards a strategy that would secure continuous maintenance of the fabric thence avoiding the threat of becoming a “building at risk”.

The Victorian iron canopy on The New Broadway has been repaired with inferior material.

5.8. Problems, pressures and capacity for change

Sub Area 1:

Ealing town Centre Conservation Area contains several areas of back land that are underused and contain low quality buildings that detract from the setting of more valuable neighbours and cause undesirable fracture in the urban grain of the CA. The Ealing Unitary Development Plan identifies a number of “Development Sites” within the Ealing Town Centre CA⁹, in particular:

- **Site no 53** – The Bell & 51 & 53 The Mall, 1a Northcote Avenue
- **Site no 57** - Ealing Broadway Centre
- **Site no 58** – Town Hall Annexe, Council car parks and Nos 2-12 the New Broadway
- **Site no 60** – Existing UGC Cinema and land to rear
- **Site no 62** – Nos 7-11 (odd) New Broadway
- **Site no 63** – Arcadia Centre, land over the railway, 1-4 Haven Lane , 9-42 The Broadway & 1-10 Central Buildings, The Broadway, Haven Green

There are currently proposals to develop the two large sites of **nos 58** and **63**. The Council is doing its utmost to ensure that these mixed-use proposals will result in a regeneration of the CA that will support and augment the existing town centre with respect to its local character and architectural heritage.

Sub Area 2:

There is little capacity for major change within the residential enclave of the CA. Over the course of the years all plots have been developed in a reasonably sensitive manner. Further intensification could detract from the traditional layout of properties, which is one of the elements of special interest. The proliferation of inappropriate roof development should be stopped as it creates severe disturbance to the architectural and townscape quality of the CA. Further control of replacements in historic properties should be exerted as the latter are a harsh threat to the character of the area.



The Arcadia site



The Dickens Yard site

⁹ Ealing Adopted Plan for the Environment, 2004, Vol 2, pp. 64, 65

6. Suggested boundary changes

The Appraisal of the Ealing Town Hall CA and of its immediate surrounds has shown no need to revise the extension of its boundary. Significant areas in the surroundings of the CA and part of its setting are already protected by the CA status (i.e. Ealing Common CA, Ealing Green CA and Haven Green CA).

It has to be noted that members of the CA Panel suggested that Craven Road and Craven Avenue north west of the current CA boundary be included in the Ealing Town Centre CA. The two roads - mainly made of handsome Edwardian semidetached properties - are felt to be physically too divorced from the current boundary of the CA and not part of the main development stream of the CA. Nevertheless the Council recognises the interest of the properties along the Craven Road and Craven Avenue and will consider whether further means of protection for the character of the properties and the streetscape would be appropriate.

7. Community involvement

In accordance with English Heritage guidance, the Council has involved key stakeholders during the appraisal process, a list of which is appended. This initial consultation process has been undertaken in a number of on site meetings with representatives of local amenity groups and in the form of a questionnaire sent to key stakeholders based in and around the CA. The questionnaire called for careful consideration and in some instances detailed responses. Due regard to the questionnaire responses has been paid in this text.

8. Summary of issues

- The state of neglect of some open/public spaces in the CA
- Several back land areas and gap sites that create fractures within the urban grain
- Poor connectivity
- Poor quality later developments that are not sympathetic with earlier and valuable architectural remains
- Poorly designed shopfronts and uncoordinated street furniture
- Loss of front garden trees and fences
- Loss of front yard walls to create parking for cars
- The poor condition of some of the buildings in the CA
- The general inappropriate design of recent developments in the residential enclave:
 1. New boundary walls with inappropriate material and design with the addition of out of character decorative railings
 2. Changes to the fenestration
 3. Continuous porches
 4. Bulky dormers that disrupt the roofscape
 5. Satellite dishes placed at the front of properties

9. Planning and Policy framework

A summary of the principal legislation and policy guidance applicable to Ealing Town Centre CA is set out below:

The Planning (Listed Buildings and Conservation Areas) Act, 1990 sets out the process of assessment, definition, or revision of boundaries and formulation of proposals for CAs as well as the identification and protection of Listed Buildings. Authorities are required to pay special attention to the desirability of preserving or enhancing the character or appearance of the CA, or in case of Listed Buildings, to have special regard for their preservation in the exercise of their powers under the Planning Acts.

Planning Policy Guidance (PPG) Note 15, for local and other public authorities, property owners, developers, amenity bodies and public, sets out Government policies for the identification and protection of historic buildings, CAs, and other elements of the historic environment. *Ealing Council's Unitary Development Plan (UDP)* or *Local Development Framework (LDF)* includes its statutory policies for implementing the Acts and apply the PPG. This Appraisal should be taken into account when considering planning or listed building applications within the Conservation Area.

The prime objective of the relevant legislation and guidance is the preservation and/or enhancement of character or appearance of CAs. Any proposed developments that conflict with that objective should normally be expected to be refused. PPG 15 and local policy also support a presumption in favour of preservation of any buildings or objects that are considered to make a positive contribution to the character of a CA. At the same time, it is recognised the need to accommodate changes which respect or reinforce the character of the area in order to maintain its vitality.

Many local planning policies – not only those for design and conservation – can affect the developments in a CA. For instance policies on sustainable development, meeting housing needs, affordable housing, landscape, biodiversity, energy efficiency, transport, people with disabilities, employment and town centres can all influence development and the quality of the environment in CA. However, policies concerned with design quality and character generally take greater importance in CAs. The adopted UDP's section on Urban Design includes policies dealing with:

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- Design of Development (4.1)
- Mixed Use (4.2)
- Landscaping, Tree Protection and Planting (4.5)
- Statutory Listed Buildings (4.7)
- Conservation Areas (4.8)
- Ancient Monuments and Archaeological Interest Areas (4.9)
- Commercial Frontage and Advertising Signs (4.10)

Throughout the Urban Design section, references are made after each policy to further relevant documents and policies, including:

- *SPG 5: How to Prepare an Urban Design Statement*
- *SGP 12: Greening Your Home*
- *Ealing LA21: Keeping Your Front Garden Alive*
- *PPG 15: Listed Buildings and Conservation Areas*
- *PPG16: Archaeology and Planning*
- *PPG 19: Outdoor Advertisement Control*
- "By Design - Urban Design in the Planning System: towards a better Practice"(CABE & DETR, 2000)
- "By Design – Better Places to Live: A Companion Guide to PPG 3" (CABE, 2001)
- *The London Plan*, Policy 4B.5, 4B10, 4B11, 4B12, 4B14

Policy 4.8 for CA states:

- The Council will preserve or enhance the character and appearance of CAs and their setting.
- New developments, built or otherwise within or adjacent to the CA, will be permitted provided that they are well related to the existing character of the area in terms of its historic and architectural quality and green setting. The Council requires that any development proposal adhere to the Council's specific CA guidelines.
- The council will refuse planning permission and CA consent for development of existing buildings, unless the proposed replacement development will preserve or enhance the character of the CA. Where appropriate, the Council will also make Article 4 Directions that restrict development rights granted by the General Permitted Development Order.
- It is the Council's intention to create new and extended CAs in the Borough, in areas which merit this status, having regard to the individual quality of the area as a whole.

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The criteria for further designation or extension of CAs are sets out as:

- The area concerned must be the setting for one or more of the following:
 1. Listed Buildings, or a group of buildings of good design from any period especially when they create an attractive townscape.
 2. Urban open spaces or historic village greens.
 3. Features of historic or archaeological interest including industrial or transport heritage.
 4. Landscape features including, water, trees, and gardens of value for their plant, wildlife or their amenity of the surrounding area.
 5. An historic street pattern.
- The area should have some cohesion of character worthy of preservation.
- The benefit of preserving that character must be considered to be greater than the loss of certain permitted development rights having regard to the financial and resource implications of such action.

Detailed advice on policies contained in the UDP, on restrictions on Listed Buildings, residential and commercial properties in Conservation Areas, and for guidance on the procedure to apply for permission, can be obtained from the London Borough of Ealing, Planning and Surveying Services, Perceval House, 14-16 Uxbridge Road, London, W5 2HL, Tel 020 8825 6600, email: planning@ealing.gov.uk, or, alternatively, from the Council's website at www.ealing.gov.uk.

10. Glossary

Ashlar hewn blocks of masonry neaten and laid in horizontal courses

Arch the spanning of an opening by means other than a lintel. Most commonly arches are curved and made up of wedge shaped blocks. Numerous variations exist e.g. Blind, Triumphant, Vernacular

Band an un moulded, projecting string course, often delineating a floor/storey

Bargeboards projecting boards set against the incline of the gable of a building

Bay the vertical division of the exterior, (or interior) of a building marked by a window opening. They may be Round, (or Canted) or Square

Bond style of laying Headers, (bricks laid with the long side at right angles to the face of a wall), and Stretchers, (bricks laid with the long side along the face of the wall), within masonry courses. Flemish Bond is where alternate Headers and Stretchers are used in the face of the wall. English Bond is where alternate courses of bricks in the facing wall are either Headers or Stretchers

Buttress a mass of masonry or brickwork projecting from or built against a wall to give additional strength

Capitals the top or head of a column, pier or pilaster, which relate to Classical architecture

Casement window a window hinged vertically to open like a door

Cladding an external covering applied to a structure for protective/aesthetic purposes

Coade Stone an artificial cast stone used from the second half of the 18th Century for decorative keystones

Column an upright, often supporting, structure either, round, square or rectangular in form

Coping a capping or covering found on top of a wall. They can be flat or sloping to discharge water

Cornice a projecting, decorative moulding found along the top of a building refers to a cornice made up of a series of small square blocks **Dentil Cornice**

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Corbel a projecting block, usually stone, supporting a horizontal beam

Course a continuous layer of stones or bricks found in a wall. Referred to as **String**, (horizontal) or **Soldier** (vertical)

Cupola a dome that crowns a roof or turret

Curtilage the available space attached to a property which forms a singular enclosure

Door hood a projected moulding above an exterior door designed to through off the rain

Dormer window a projecting window placed vertically in a sloping roof with a roof of its own

Dressings a decorative feature made of stones, most commonly set around windows

Eaves the underpart of a sloping roof overhanging a wall, (Oversailing), or flush with it

Elevation the external wall or face of a building

Façade commonly the front face of a building

Fanlights a window, often semi-circular with radiating glazing panels, found over a door in Georgian buildings

Fenestration the arrangement of windows in a building

Finial a formal ornament, (usually in Fleur-de-Lis) at the top of a gable, pinnacle or canopy

Footprint the total area over which a building is situated

Gable the triangular upper part of a wall found at the end of a ridged roof

Grain refers to the arrangement and size of buildings in the urban context

Hardstanding an area of hard material used for parking cars within the cartilage, (often front garden space) of a house

Hipped roof a shallowish pitch with sloping at the vertical ends

Keystone central wedge-shaped stone at the crown of an arch

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Mortar mixture of cement, (or lime), sand and water laid between bricks as an adhesive

Lintel a horizontal supporting element of timber, metal or stone found across the top of a door or window

Mansard roof has a double slope where the lower part is steeper than the upper part

Moulding a continuous projection or groove used decoratively to throw shadow or rain water off a wall

Mullion a vertical element (glazing bar) that divides a window into two or more lights

Pantile a roofing tile with a curved S shape designed to interlock

Parapet a low wall used as a safety device where a drop or edge exists

Pediment a low pitched Gable above a Portico

Pier a solid vertical masonry support (or mass) found in buildings and walls

Pilaster a shallow pier projecting slightly from a wall

Pinnacle a small pyramidal or conical shaped crowing element

Pitched roof the most common type. Gables exist at each end of the pitch

Plinth the projecting base of a wall or column

Pointing the exposed mortar finish to brick or masonry joints

Polychromatic multi-coloured brickwork

Portico a roofspace open or partly enclosed

Quatrefoil a set of decorative openings, often leaf shaped cut into an arch

Quoins dressed bricks found at the corners of buildings, usually laid so that the brick faces are alternately large and small

Ragstone rubble masonry, rough building stones or flints, generally laid in irregular courses

Recess space set back in a wall, often the setting for an entrance porch

Render plaster or stucco applied to a wall

Rooflight a window set flush into the slope of a roof

Rusticated masonry cut in huge blocks, often in its original hewn state, that is normally found on the lower half of buildings

Sash window a window that is double hung with wooden frames (sashes) that slide up and down with pulleys

Sepulchre a recess with Tombchest designed to receive an effigy of Christ

Sett paving slabs

Sills the horizontal element found at the base of a window or door frame

Stucco a form of plaster used internally or externally to decorate or protect

Transom a horizontal bar of stone or wood across a window

11. Bibliography

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A.A., *Ealing and Brentford: a History of the county of Middlesex*, 1982

Ealing Library Service, *Ealing as it was*, 1980

12. Appendix - Stakeholder consultation

12.1. List of stakeholders consulted

Ealing Civic Society

Ealing Town Centre CA Planning Advisory Panel

Ward Councillors:

- Ian Potts
- David Scott
- Anthony Young

12.2. Ealing Town Centre Conservation Area Appraisal Questionnaire sent to stakeholders

1. Please list any special qualities, distinctive features or areas, which you consider a positive contribution to the Conservation Area.
2. Can you identify any key feature – within the built or natural environment – that you feel have been eroded over time?
3. Can you identify any development that has taken place since designation, which you feel had a negative impact of the character of the conservation area? If yes, why?
4. Can you identify any areas on the attached map that you consider should be included or excluded from the Conservation Area? Please give your reason.
5. How effective do you consider the present controls over development to be? Please explain.
6. Apart from the Listed Buildings within the Conservation Area, are there any buildings or structures that you consider are of architectural or historical significance? Please give details.
7. Can you identify any open spaces, significant trees or hedges that you feel make a significant contribution to the special character of Conservation Area? Please list
8. What would you say were the most significant views, vistas or panoramas, within, into or from the Conservation Area? Please give details.

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9. In your opinion, what impact does road traffic have upon the Conservation Area?
10. Do you think there are any areas that would benefit from being car-free? If so please describe.
11. Are the streets and public areas generally appealing and easy to use? Please comment.
12. Do you think that street furniture in character with the Conservation Area? If not, what improvements could you suggest?
13. Do you have any concerns about personal safety within the area? Please give details.
14. Do you feel that sufficient Conservation Area direction exists to guide development proposals? Please give details.