



# CERA NEWS



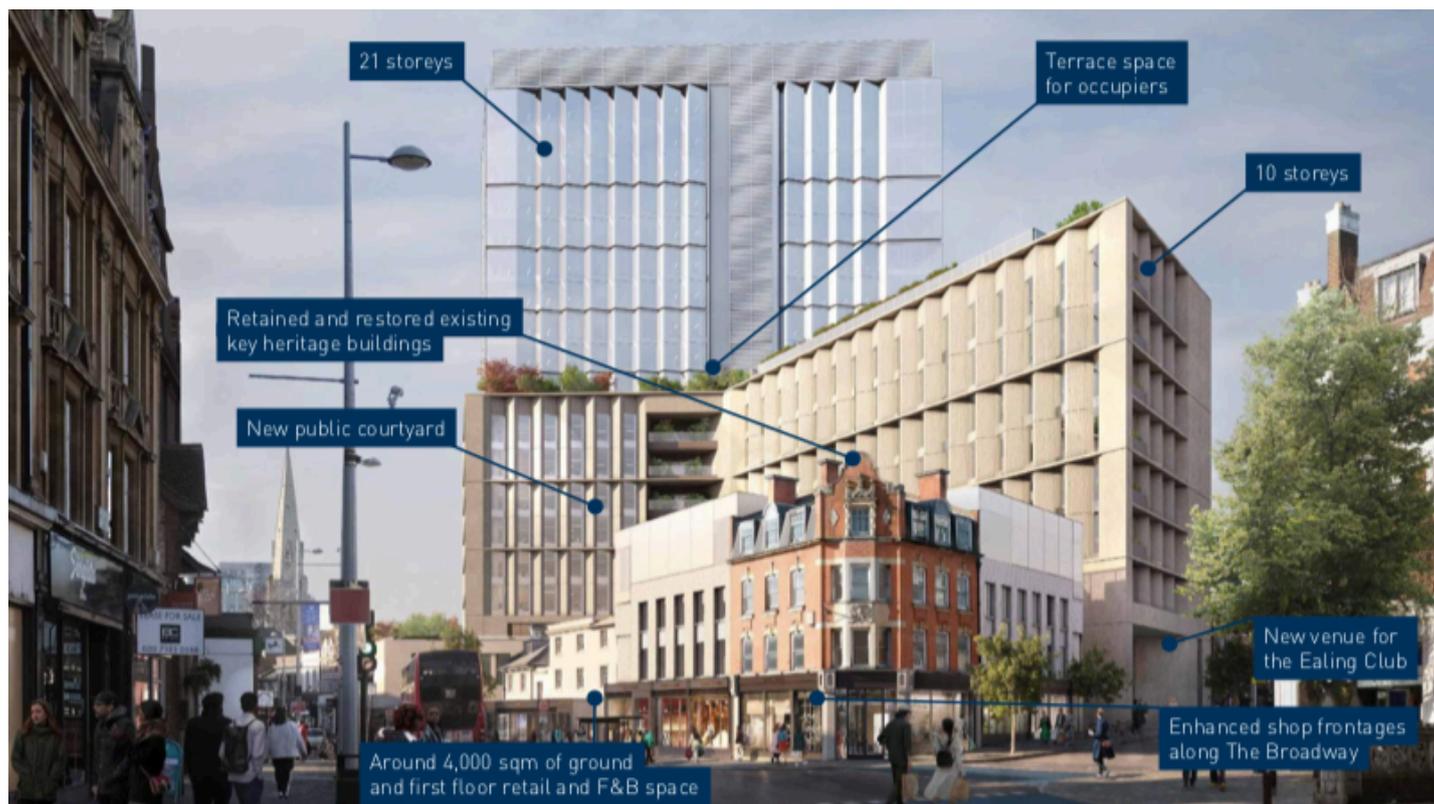
## News from Central Ealing Residents' Association

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April 2022

### 10–40 The Broadway: another massive building for Ealing Town Centre?



British Land has announced plans to redevelop 10-40 The Broadway which it acquired in 2017. Plans for this key town centre site, located directly opposite Ealing Broadway Station, envisage 30,000 sq m of offices plus ground- and first-floor retail and restaurants. A new pedestrian route/public courtyard will link the station to the town centre. Previous owners sought a mix of residential and retail but British Land sees Ealing as an office location where new employment will provide a boost to the local economy: surely a good thing.

More controversial is the scale and bulk of some of the new buildings, the largest rising from 10 to 21 storeys and clearly visible from Haven Green Conservation Area – and beyond.

Unlike earlier proposals, the best of the key heritage buildings along the Broadway frontage are to be retained and restored, with higher buildings set back to reduce visual impact and allow views of Christ the Saviour Church.

*British Land's proposals for 'The Broadway Connection', the site at 10–40 The Broadway*

After almost two decades of stalled and abandoned proposals redevelopment is urgently needed to halt decline and promote growth and regeneration. However, the quantum of floorspace now proposed appears to derive not from an understanding of the heritage context but from the commercial interests of British Land. A more complete appreciation of the distinctive character and significance of the site and its surroundings would lead to buildings of a height and scale more sympathetic to the character and appearance of the Haven Green Conservation Area and of the town centre.

A series of public exhibitions was held in early March and further opportunities to comment and raise issues will arise once the planning application is submitted to Ealing Council. Further details are available at [www.ealingcentral.co.uk](http://www.ealingcentral.co.uk)

## Conservation Area changes: public and stakeholder consultation

CERA members like this area because of its character and history. It's never easy to put your finger on exactly what this means, but for years the planning system has sought to protect these qualities by creating conservation areas that aim to ensure new development will fit in with what is here that people most value.

No fewer than six Conservation Areas, designated between 1990 and 2005, lie within CERA's territory. Shown in light green on the map, they are: Haven Green, Mount Park, Montpelier Park Grange and White Ledges, St Stephen's and Ealing Cricket Ground.

Each CA has an 'appraisal' document that describes the area and a management plan, setting out good practice for managing change. These were well done but are all over 12 years old, and in Ealing's contentious rush for growth over recent years their significance has been lost sight of.

A recent borough-wide appraisal of Conservation Areas suggests the Council may be thinking again about the value of Ealing's heritage and how best to protect it. A stakeholder consultation was recently held on overall good practice – including such matters as the bulk of house extensions and the paving of front gardens. If the Council adopts the

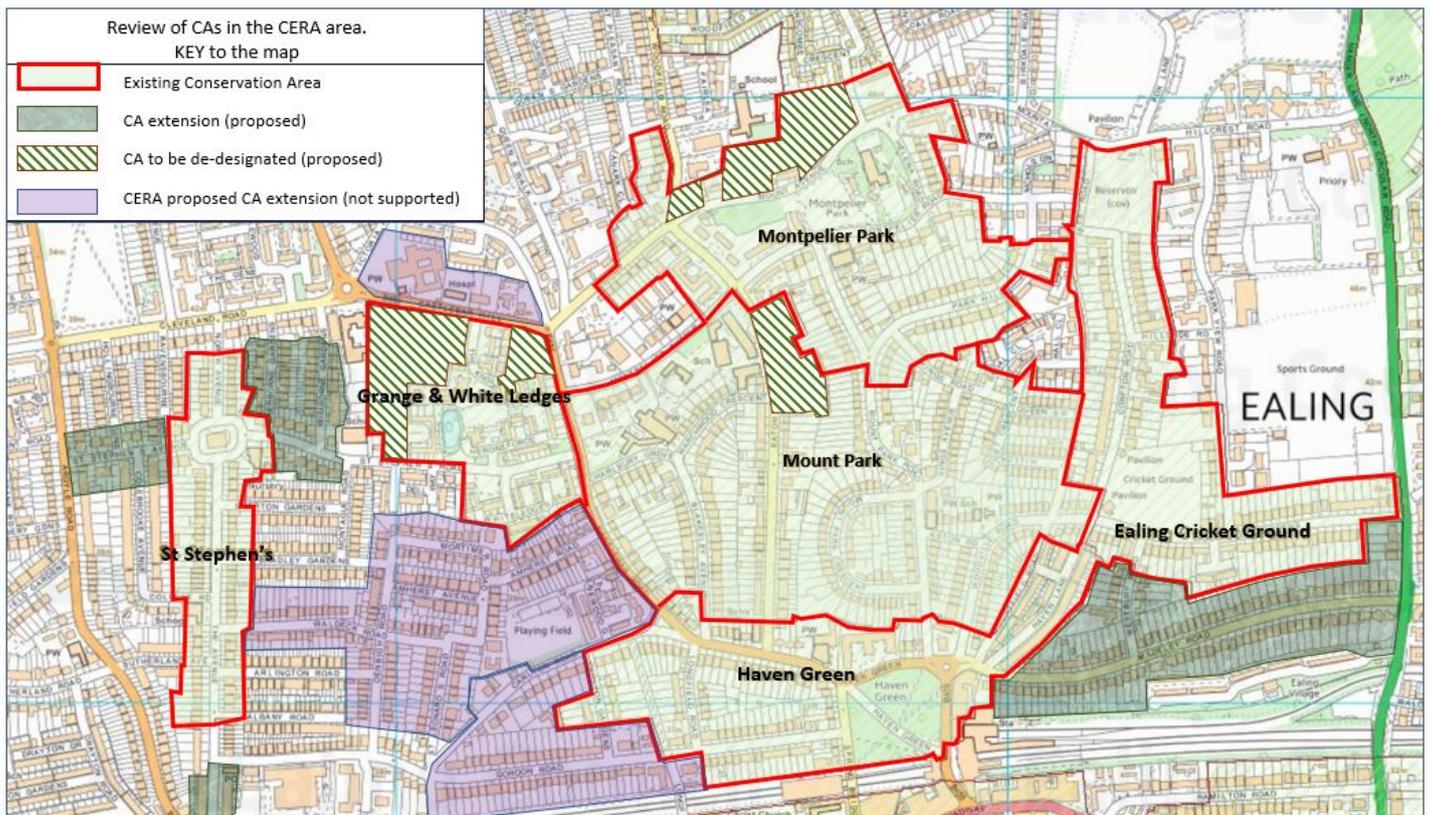
recommendations, Ealing's planners would be expected to pay much more heed to such matters of design than they have done recently.

Alongside this 'generic' plan is a more detailed review of each CA, with proposals to change the boundaries of some. Significant extensions are proposed around the St Stephen's CA on the west and the Ealing Cricket Ground CA to the east. Elsewhere, the consultation proposes that parts of some central CAs should be de-designated. Of particular concern is almost half of the Grange and White Ledges CA, which has several significant houses. The consultation's explanation for these proposed changes can be found on the Council website.

CERA committee members also proposed that Conservation Area boundaries should be extended into three further areas – the western extension of Haven Green CA, and two areas around Amherst Road and north of Castlebar Road. These can be seen on the map. Sadly, the consultation does not support these suggestions.

Much more information about the consultation is on the Council website at: [https://www.ealing.gov.uk/info/201157/conservation/2924/review\\_of\\_conservation\\_areas](https://www.ealing.gov.uk/info/201157/conservation/2924/review_of_conservation_areas)

This stage of the consultation is now officially closed, although if you can still submit comments to [localplan@ealing.gov.uk](mailto:localplan@ealing.gov.uk).



## Proposed Sandringham Mews development

Developer Balance Out Living is planning to build 330 homes for rent in this town centre location on the High Street opposite the Ealing Broadway centre.

The proposed scheme would replace the existing three-storey building with a development ranging from three to seven storeys.

The developer is adopting a so-called 'co-living' design, with very small flats and shared communal facilities including laundry, gym, lounge and workspace. Planned to be environmentally sustainable, the development would be car-free, with space for cycle parking, and the intention is to bring back the building line on the street to allow for a wider pavement.

More details here <https://sandringhammews.com/>



Sandringham Mews now



Sandringham Mews as proposed

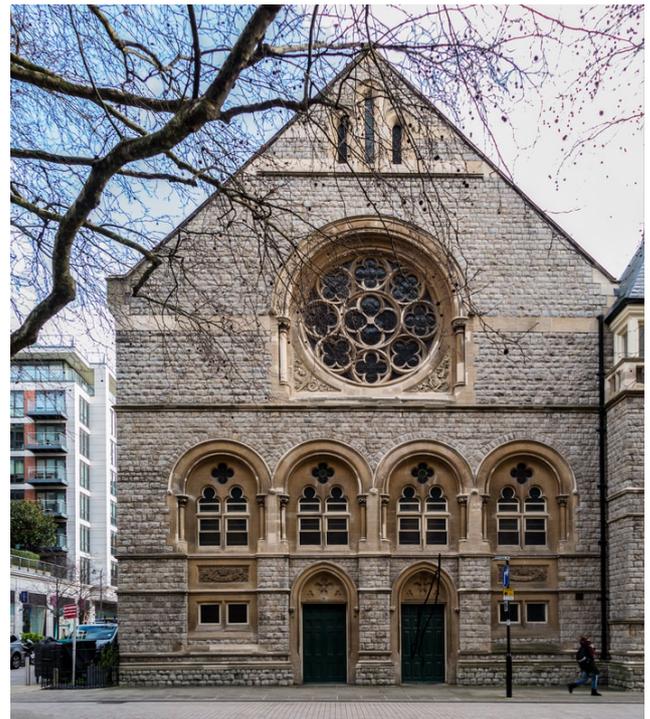
## The Victoria Hall: Tribunal now imminent

The Friends of the Victoria Hall are challenging at Tribunal the Charity Commission's decision to approve the Council's disposal of this charitable trust property to a hotel developer. However, the Charity Commission, in allowing the Council to be 'joined' in the case, has effectively washed its hands of responsibility for the Victoria Hall Trust, and left the Friends to fight the Council on their own.

While the Council's legal bills will be paid for by the people of Ealing, whose heritage the Council is determined to take away from them, the Friends have to pay their own way.

The Tribunal is likely to be held in the first half of May.

The Friends' fundraising appeal, to cover the legal fees, is ongoing at <https://www.crowdjustice.com/case/save-the-victoria-hall> while the short video at <https://youtu.be/gyv0oLXB7o> shows how the Victoria Hall could be re-purposed as a modern community centre for today's multi-ethnic community, whose need of such facilities has never been greater.



## Perceval House Judicial Review application



The Council finally signed off its plans to redevelop Perceval House, which will involve constructing a 26-storey block of flats at the rear of the site, in a scheme that would dominate the whole of CERA's territory.

The scheme was fiercely opposed when it went to planning committee last year and Save Ealing Centre has applied to challenge it in the courts through a judicial review. At the time of writing SEC is waiting to hear whether the appeal will be allowed to go ahead. If so, it will become a much bigger news story.

## Gordon Road Platinum Jubilee street party

A street party is being organised to celebrate the Platinum Jubilee and with the aim of building a stronger community. All being well, the party will take place on Gordon Road on Sunday 5 June between 12 noon and 5pm. Final approval is awaited from Ealing Council.

The party will be held on a short section of Gordon Road near to Longfield Walk. The organisers are Susan Deans (Chair of GRASS) and Lalita Diniz-Day (Scheme Manager, Vernon Court) and they can be contacted on 07742 197285 or via email at [gordonroadjubileestreetparty@gmail.com](mailto:gordonroadjubileestreetparty@gmail.com). If you



wish to attend, please contact them. Family and friends all welcome. Meanwhile, any offers of help would be gratefully received.

## Springbridge Road ban on turning into Gordon Road

An 'experimental' turning ban from Springbridge Road into Gordon Road has been introduced, despite many objections of which the officer we spoke to claimed to be unaware. It is unclear what the turning ban aims to achieve. The official decision said only that 'the proposal is in line with the Mayor of London's Transport Strategy, and helps to deliver on its Walking and Cycling Action Plans'. This waffle allowed them to say: 'This means that wider considerations may outweigh the views of directly affected residents.' It is dangerous indeed that Council officers feel they have such powers over local people.

CERA is concerned because closing the eastern entrance into Gordon Road will make the eastern end of this road effectively one-way. With little or no oncoming traffic this could encourage more, not fewer, eastbound cars to travel at greater speeds than they do now.

Worse, this essentially one-way flow will conflict with westbound cyclists coming in the opposite

direction and endanger their safety. Cyclists know that fast-moving vehicles coming towards them – especially larger vehicles that give no room to pass safely – are a huge danger. The problem will be made worse with Perceval House construction traffic if that project goes ahead.

The turning ban will either force traffic for Perceval House etc. from the North Circular Road into St Leonards Road, where the removal of the roundabout will cause extra queueing. Otherwise it must continue round Haven Green into Castlebar Road, where queuing traffic already creates high levels of pollution, and then into Longfield Avenue, often heavily congested.

For local residents, whose views officers think they can ignore, the situation is similar to the unpopular turning bans at Longfield Avenue, which makes traffic pass through residential streets rather than the Uxbridge Road. In this way, they are completely the opposite of what the Council's LTNs were supposed to achieve.