
THE VICTORIAN SOCIETY
The champion for Victorian and Edwardian architecture

Steve Austin
Development Management
London Borough of Ealing
Perceval House
14-16 Uxbridge Road
LONDON
W5 2HL

Your reference: P/2015/3479
Our reference: 2016/02/013

9 February 2016

austins@ealing.gov.uk

Dear Mr Austin

RE: 9-42 The Broadway, Ealing, London (Ealing Town Centre Conservation Area); application for the substantial demolition of redevelopment of site

Thank you for consulting the Victorian Society on this proposal. We strongly **object** to the application, which would have an irrevocable and negative impact on the fundamental character and appearance of central Ealing. This scheme would cause substantial and unjustified harm to the significance of the Ealing Town Centre Conservation Area and should be **refused** consent.

While we recognise the improvements made by the recent amendments, we submit that these are modest, particularly given the scale and context of the development and the harm it would cause. Even in its amended form, this scheme would cause substantial harm to the significance of the Ealing Town Centre Conservation Area.

The application continues to propose the almost total demolition of an entire urban block at the heart of Ealing's town centre. It would obliterate the well-established grain and distinctive rich pattern of plots that has been a distinguishing aspect of the character of the area from its development in the nineteenth century to the present day. It would also entail the demolition of five buildings identified as contributing positively to the character and appearance of the Conservation Area, and the mere façade retention of a further two.

The scale of the new build elements of the proposal would also be harmful to the setting of a number of listed buildings, in particular the Grade II*-listed church of Christ the Saviour, an important work by *George Gilbert Scott* and a key local landmark. Both the setting of the church and key views of it would be harmed by the inappropriate and intrusive scale of the proposed new development. The impact of the excessively tall buildings on the broader setting and appearance of the Conservation Area, and others adjoining it, such as the Haven Green Conservation Area, would be substantial and harmful.

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1 Priory Gardens, London W4 1TT
Telephone 020 8994 1019
admin@victoriansociety.org.uk
www.victoriansociety.org.uk

In 2012 the Society responded to a public consultation on Ealing's proposed development sites, of which Arcadia was one. At that time we noted the number and variety of nineteenth-century buildings, their role in defining the appearance and character of this part of the Conservation Area and the necessity to redevelop the site sensitively so that these buildings, their character and that of the wider area is preserved. What is proposed fails to comply with this advice and does not provide the sort of sympathetic scheme this site demands. We concur with Historic England in stating that the substantial harm it would cause has not been justified in accordance with national policy and that a far more contextual and less damaging proposal is required.

In its letter of 3 February, Historic England advised that to grant this application consent would permit such extensive harm to the Conservation Area that it would no longer merit its designated status. We endorse this view. No local authority should be prepared to allow such an inappropriate and adversely transformative development, particularly given the lack of accompanying justification. We **strongly object** to this application and urge you to **refuse** it consent.

I would be grateful if you could inform me of your decision in due course.

Yours sincerely

James Hughes

Senior Conservation Adviser

cc David English (Historic England)
Rosemarie Wakelin (London Borough of Ealing)
Lucie Carayon (AMS)