

EALING TOWN HALL – HOTEL PROPOSAL
DESIGN & ACCESS STATEMENT
ADZ Architects
November 2018

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EALING TOWN HALL – HOTEL PROPOSAL
DESIGN & ACCESS STATEMENT
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1.0 INTRODUCTION

- 1.1 This Design & Access Statement accompanies the full application for partial change of use and alterations and extensions as well as application for Listed Building/Conservation Area Consent to convert part of the Ealing Town Hall into CI Hotel use
- 1.2 The applicant, Mastcraft Limited is the long leasehold owner of the property and upon receiving consent, will develop and manage the hotel, thus ensuring the highest quality care and workmanship that this Grade II Listed building deserves
- 1.3 The same Client and Architect team were responsible for the conversion of the Grade II Listed Old Street Magistrates Court and Police Station into a luxury boutique 128 guest room hotel
- 1.4 The application drawings, all supporting documents, illustrative material and this Design & Access Statement have sought to address all the issues raised in the design process since July 2016 when Councillors were asked to approve Mastcraft as the Council's preferred development partner
- 1.5 This statement follows guidelines set out in Circular 01/2006 and under Section 42 of the Planning and Compulsory Purchase Act 2004 which requires that a Design and Access Statement is submitted in support of planning applications. In particular, in accordance with guidance set out in Circular 01/2006, this statement will;
- Demonstrate how the proposal responds to the Application site's context,
 - Explain the nature of the alterations and extensions, its relationship to the building and its surroundings;
 - Explain and justify the principles behind the intended configuration and appearance;
 - Explain and justify how all users of the building will have access to the relevant areas;
 - Illustrate how any specific issues which might affect access to the development have been addressed;
 - Explain the approach to access and how policies/standards relating access have been taken into account
- 1.6 This statement is to be read in the context of the drawings prepared by ADZ Architects
Note: see Appendix E for schedule of drawings

2.0 THE EXISTING BUILDING

- 2.1 Ealing Town Hall designed by Architect Charles Jones in 1888 is a neo-Gothic style building with an asymmetrical primary façade principally of Kentish ragstone facings and slate roofing. As a whole the building is generally two storeys, with a three storey gabled entrance and a hipped centre bay. A large off-centre tower with lancet windows terminates in a spirelet. As first designed, a main off-centre entrance gave access to a central lobby area, from which could be accessed a range of council offices off an east-west corridor. The grand staircase leads to the mid-level Victoria Hall and then to the first floor with the Nelson Room being the principal space at this level. The building was later extended in two further phases, the first being the extension of the primary façade in c 1913, presumably also the work of Charles Jones and subsequently in the early 1930s by George Fellows, mostly repeating the rhythm of Jones' earlier design at its easternmost end, with the addition of two dominant octagonal towers and a second grand entrance which is now the entrance to the Democratic Retained Property (DRP) otherwise referred to as Civic wing.
- 2.2 From heritage significance point of view, including the building's special architectural and historic interest as quoted in the 1990 Listed Building and Conservation Area Act, the following is an assessment of Ealing Town Hall;
- i) Whilst the primary façade appears to be of a single phase, it is actually of three separate phases, namely 1888 by Charles Jones, c 1913 presumably by Charles Jones and early 1930 by George Fellows
 - ii) It stands to reason that Charles Jones' original 1888 is the most significant, with the subsequent extensions generally copying or continuing the first phase and therefore these are of less architectural interest
 - iii) The subsequent extensions to the centre and rear are of several phases and quite erratic in execution, which has lent itself to redevelopment to enable the creation of a meaningful high quality hotel
 - iv) Areas of prime architectural significance include the Victoria Hall, the Council Chamber, the Nelson Room and the lobby, staircase and upper landings associated with the 1888 main entrance, and those same stair, hall elements in the 1930 s extension
 - v) The Town Hall frontage contributes to the character and appearance of the Ealing Town Hall Conservation Area principally through its neo-Gothic design, mass and position on Ealing Broadway
- 2.3 The northern side of the Town Hall has always been a series of rear facades with only essential fire escape routes into what is only recently been named as Dickens Yard
- 2.4 The recent St. George's mixed use development facing on to Dickens Yard includes Apsley House, Belgravia House and Fitzroy Apartments. All of these buildings have commercial frontages opening directly on to Dickens Yard, intended to create a vibrant pedestrian precinct
- 2.5 A further mixed use development by St. George is under construction directly opposite the Town Hall main entrance. This is the Ealing Filmworks site which will include eight screens totalling over 1,000 seats and residential on the upper floors.
- 2.6 The Ealing Council are in the process of selecting a proposal for the total demolition and redevelopment of Perceval House. The eventual development will house the council offices in a new building on the corner of New Broadway and Longfield Avenue with a residential building immediately to the north. This development will form a termination of Dickens Yard to the west. Longfield Avenue will undergo surface improvements aimed to enhance the pedestrianised character of the comprehensive developments surrounding Ealing Town Hall.

- 2.7 The comprehensive and diverse existing and proposed developments surrounding Ealing Town Hall will place the Town Hall at the very hub of this revitalised area
- 2.8 The Town Hall site is bounded by New Broadway with a wide pavement to the south, Longfield Avenue to the west, the new pedestrianised Dickens Yard to the north and a pedestrian alleyway to the east, making the whole an island site
- 2.9 Longfield Avenue has a degree of traffic restriction whereby vehicles can only enter and leave from and to the west in New Broadway. Longfield Avenue is linked to the east west running Gordon Road to the north, leading to a wider network of local roads and it does have two way traffic. It is however a fairly quiet road with just occasional traffic
- 2.10 Vehicular site access is via Longfield Avenue with an allocated service bay at the western end of Dickens Yard



PROJECT:
EALING TOWN HALL
HOTEL PROPOSAL

TITLE:
LOCATION PLAN



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DATE: MARCH 2018	PROJ No.: A16.130	DWG. No.: LP01	REV. No.:
SCALE: 1:1250 @ A3	CHWD		



PROJECT:
EALING TOWN HALL
HOTEL PROPOSAL

TITLE:
EXISTING VIEW No. 5 WINTER
Looking North East from New
Broadway opposite Longfield Av.



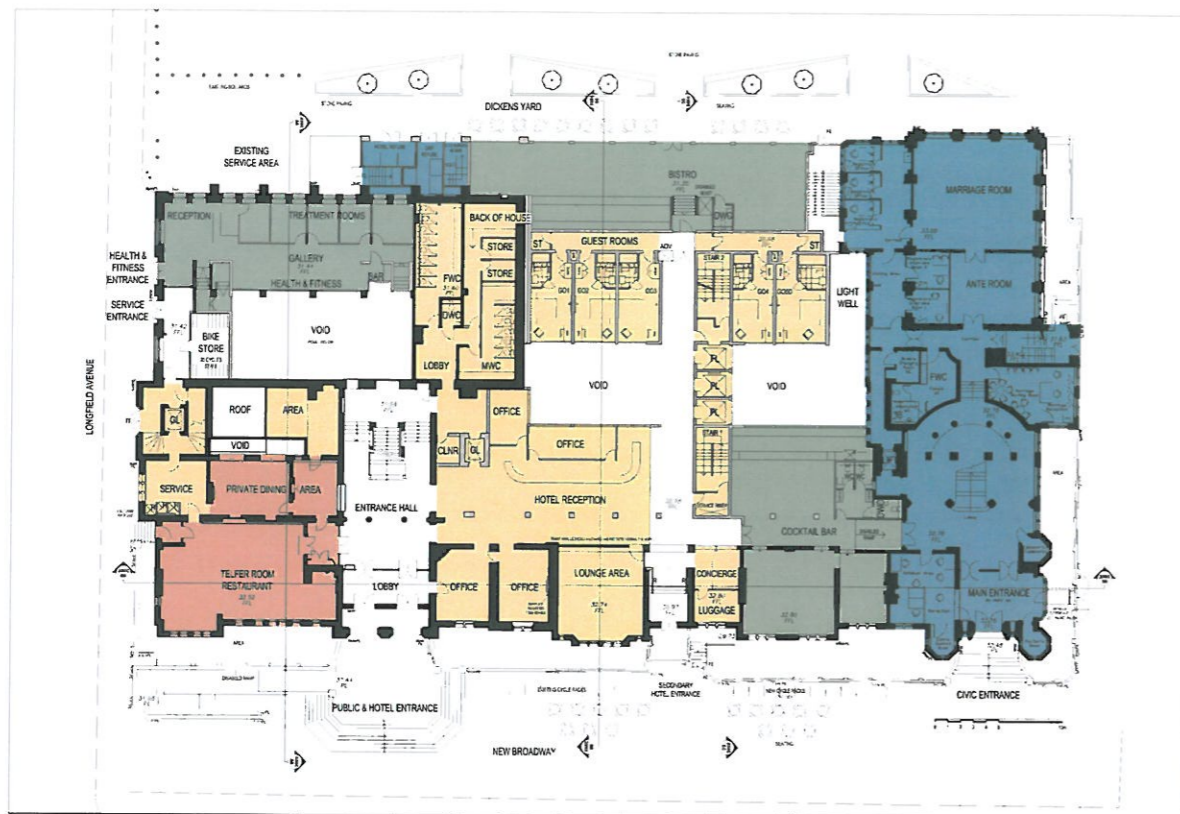
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DATE NOV 2017	PROJ No.: A16.130	DWG. No.: EX VIEW05W	REV. No.: B
SCALE	CHND		

3.0 THE PROPOSAL

- 3.1 London as a world city attracts a significant number of visitors from both the domestic and international markets. This will only increase in the foreseeable future, particularly with the proposed Crossrail Elizabeth Line with stations at Ealing Broadway as well as West Ealing. The increase will also be as a result of stable economies not only in Europe but also further afield including the United States and the Far East.
- 3.2 The demand for a range of hotel accommodation in London is strong with high occupancy rates, not least due to businesses sending out personnel to various parts of the world. It is these factors that have given rise to a significant increase in the number of hotel related developments in the capital. This growth sector provides a significant proportion of the capital's GDP and more importantly provides a considerable amount of employment for the local and surrounding labour markets.
- 3.3 Whilst the eastern wing, referred to as the Democratic Retained Property (DRP), otherwise known as the Civic wing will remain exclusively for Council functions, the remainder of the building will be all hotel related functions with agreed areas available for Council or local activities on occasional pre-allocated times. As the entrance into the DRP is via external steps, with the ground floor being raised some 1.5 metres above pavement level, a DDA compliant disabled platform will provide access directly into the main entrance lobby at ground floor level. This solution has been agreed by Historic England as well as the London Borough of Ealing Conservation officer, on the basis that the existing eastern bay window is comprehensively redesigned to provide this access whilst appearing as if this is the original design. The fenestration and stone tracery has been reconfigured to suit whilst also maintaining the structural integrity of this part of the bay window. The access gate in the boundary wall is flanked by two brick piers that match the existing pier on the corner and the gates themselves are in decorative ironwork that is an embellished articulation of the existing ironwork on either side. The disabled platform itself will be in matching decorative metal and glass and will be parked at the base of the lightwell when not in use. The platform base will have an extension plate so that when in position at ground floor level, the access into the entrance lobby will be without gaps or changes in level.
- 3.4 The spaces allocated for guest facilities will be very extensive therefore it has been essential to balance this with sufficient guest rooms to ensure full use of all these spaces which include;
- Victoria Hall, which is approximately 400 sq m and suitable for very large functions
 - Nelson Room, an imposing space of some 100 sq m suitable for restaurant use
 - Telfer Room which is similar in size to the Nelson Room and also suitable for restaurant use or other functions when required
 - A Bistro of some 170 sq m available for both hotel guests and outside visitors
 - A large cocktail bar area available for both hotel guests and visitors
 - Lounge area
 - A very comprehensive Health & Fitness centre including gym, pool, steam room, spa, sauna and treatment rooms that will be available for both hotel guests and a membership arrangement for the local community
 - Hospitality area and meeting rooms suitable for conferences, functions etc.
 - Conservatory and roof terrace at third floor level with bar and toilet facilities



GROUND FLOOR - A PERMEABLE PLAN



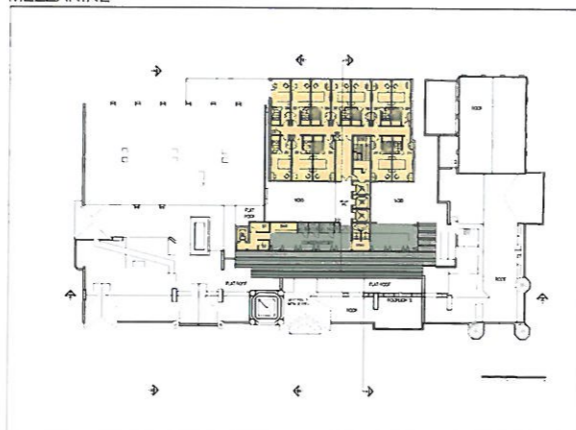
LOWER GROUND FLOOR



MEZZANINE



FIRST FLOOR



ROOF TERRACE

■ COUNCIL AREAS
 ■ AREAS AVAILABLE FOR THE COMMUNITY
 ■ HOTEL AREAS
 ■ AREAS AVAILABLE FOR COMMUNITY HIRE



DEVELOPMENT FOR THE COMMUNITY EALING TOWN HALL - HOTEL PROPOSAL

