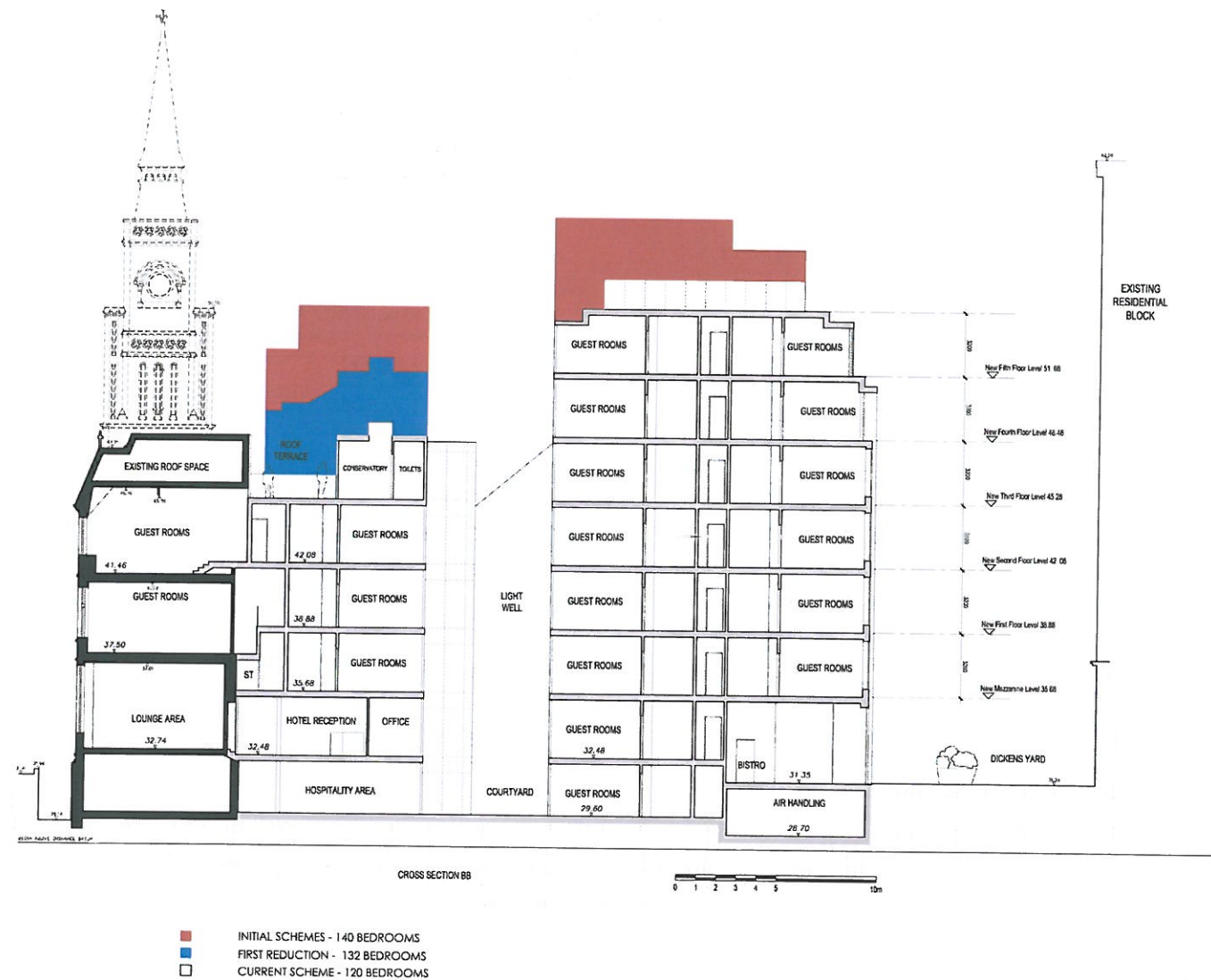


- 3.5 The internal layout lends itself to having the grand entrance also as the main hotel entrance. The ground floor layout opens up a connection between the main entrance hall and the DRP entrance hall with the hotel reception being the unifying element. There is also a free flowing pedestrian route from the hotel reception through to a full length bistro along Dickens Yard that will further enliven this pedestrian precinct.
- 3.6 A secondary hotel entrance midway along the New Broadway façade will be used mainly by hotel guest familiar with the hotel and this will have direct views through to Dickens Yard, designed to enhance the permeability of the Town Hall building
- 3.7 The health and fitness centre will be accessible by the hotel guest direct from the lift lobby at lower ground floor to a reception area whilst the members' entrance is directly off Longfield Avenue
- 3.8 The whole of the lower ground floor will be adapted to hotel uses and a link is provided through to the DRP lobby at this level
- 3.9 Both the Nelson Room and the Telfer Room will be linked to the main kitchen at lower ground floor by hoists to serveries making these suitable for restaurant use available to guests and the local community
- 3.10 The new hotel lift and stair core has been located so as to minimise the visual impact from all external locations. The upper guestroom floors are also set back on the south so as not to impact detrimentally on views from the south
- 3.11 The new facades in Dickens Yard will be contemporary but designed to complement the Grade II Listed building
- 3.12 Consideration is given to the quality of the external spaces, being the wide pavement along New Broadway and the pedestrian precinct in Dickens Yard. External seating, mobile kiosks and associated accessories will bring life and vitality to these areas marking Ealing Town Hall as the hub of the comprehensive regeneration of the surrounding area.
- 3.13 The overall design aspiration is to unify the three elements namely, the DRP (Civic Wing), the hotel and the community functions such that the whole will be greater than the sum of the parts
- 3.14 The above demonstrates how the proposal responds to the Application site's context
- 3.15 All the buildings that are to be demolished are in the centre and rear of the site. These later extensions are of several phases and quite erratic in execution, thereby making them suitable to be replaced by high quality hotel accommodation
- 3.16 Care has been taken in retaining the integrity of the areas of high historic and architectural significance. These are primarily in the original Charles Jones design in 1888, as well as the later additions in 1913 and 1930 along New Broadway.
- 3.17 It is evident from record drawings and the current survey drawings, that the configuration of the secondary staircase is not the original. When it was originally constructed it was located at the eastern extremity of the building as secondary entrance. The subsequent extensions have made this staircase redundant from a fire strategy and circulation point of view. These two factors have informed the design and the secondary stair is now located in the central core as part of the overall circulation and fire strategy.
Note: It is unlikely that Charles Jones would have designed a staircase constructed in reinforced concrete with half landings cutting across windows.
- 3.18 All the original frontage rooms along the entire length of New Broadway have been retained in their original proportions

- 3.19 A mezzanine level has been introduced that coincides with the floor level of Victoria Hall thereby affording a physical connection. This level does not affect the main frontage rooms along New Broadway.
- 3.20 The guestrooms within the roof spaces at second floor level receive natural daylight through roof lights located behind the ridge, thus ensuring that the whole of the New Broadway elevation remains intact
- 3.21 The south facing third floor is the conservatory and roof terrace
- 3.22 This conservatory is set well back and is not visible in the strategic views
- 3.23 The northern façades that will be retained are the two bays of the DRP wing to the east and the full length of the Victoria Hall to the west
- 3.24 The proposal includes considerable improvements to the Victoria Hall northern façade which includes;
- A re-instatement of a terracotta panel in the second bay that had been removed some time ago when a fire escape was located here
 - Relocation and visual screening of the very utilitarian metal fire escape from the Hall
 - Removal of the two storey annexe that was part of the series of erratic extensions and replacement with a three bay element that conceals a bin store and the entrance to the re-located electricity sub station
 - Reduction in height of the new annexe, revealing all of the Hall windows
 - Removal of the redundant Hall stage annexe and relocation of the rose window into the new back stage wall
 - The new two storey extension has been designed to match the materials, proportions and articulation of this part of the Victoria Hall, including the introduction of terracotta panels to create an extension that positively enhances the northern part of the Hall which will be a significant improvement over the existing extension that includes metal stairs and access doors and a brick extension that is unrelated to the Hall in terms of its appearance
- 3.25 The new building located between Victoria Hall and the Democratic Retained Property (the Civic wing) along Dickens Yard comprises seven guestrooms on each of the main upper floors. To avoid expressing this as a very repetitive façade, the initial approach was to articulate this as three principal bays with three modules centrally flanked by two double module bays using fully glazed bays set in a background of decorative metal screening. The fully glazed bays incorporate encapsulated fine blinds, and these together with the screening preserve privacy both to and from the guestrooms.
- The screening was introduced following a visit to the recently completed hotel project at the Grade II Listed Bethnal Green Town Hall, organised by Historic England as they saw this as an appropriate way of handling this extension.
- This design has undergone a re-think and refinement process as a result of the public consultation, with a treatment that is more sympathetic in its surroundings whilst maintaining high quality, low maintenance and lightweight contemporary materials, but in a scale and configuration that relates to the adjacent traditional buildings as well as the new buildings to the north.
- This refinement has sought to address the advice provided by Historic England as well as the concerns expressed during the public consultation process, but maintaining the principle of high quality contemporary design being appropriate within historic settings.

- 3.26 The ground floor bistro has additional height due to the elevated ground floor of the building. This will relate to the additional height of the commercial units along the north side of Dickens Yard.
- 3.27 The principal new build element that has an interface with public areas is the northern elevation along Dickens Yard. This element extends from the eastern wall of Victoria Hall and leaves a gap of approximately two metres by the rear of the DRP buildings.
- The building height along the boundary is 17.0 metres which is over 14 metres lower than the Dickens Yard building opposite.
- The 4th floor is set back to provide a strong horizontal emphasis that coincides with the ridge height of Victoria Hall. The 5th floor is set further back and is articulated with two bays. Both the eastern and western flank elevations have been considered, as they play a prominent role when viewed obliquely along Dickens Yard.
- The massing of the new element has considered townscape factors as follows;
1. The new element is a contemporary contrast to the traditional rear elevations
 2. The new element completes the new environment created by the Dickens Yard development as a pedestrian precinct with active frontages
 3. The massing is a considered transition from the much taller Dickens Yard buildings down to the Town Hall rear elements;
- Dickens Yard: 31.2 metres
Hotel proposal: 23.6 metres
Victoria Hall ridge: 19.5 metres
- The palette of materials proposed is as follows;
1. Two natural tones of porcelain cladding
 2. Anodised aluminium window frames
 3. Double glazing with controlled encapsulated blinds where privacy is a consideration
- 3.28 The whole of the façade above ground floor comprises hotel guest rooms and these face the new residential Dickens Yard development, therefore both privacy and natural daylight are key considerations to both. It is for this reason that the metal mesh screen has been considered as a background element and offset by glazed bays with encapsulated blinds.
- The composition of these elements has taken into consideration that this façade will mainly be seen in very oblique views.
- The design approach retains a lightness of appearance with high quality materials as a complement to the heavy traditional brickwork of the Victoria Hall and Civic wing rear elevations.
- 3.29 All access including how all users of the building will have access to the relevant areas and how specific issues which might affect access to the development have been addressed as well as the approach to access and how policy standards relating to access have been taken into account are all covered in the separate reports entitled:
- DDA Access Statement
 - Hotel & Local Authority Operation

3.30 This proposal is the result of comprehensive design development that has also involved Historic England and the Council's Planning and Conservation Teams. There have been significant changes in the profile and configuration during this process resulting in a sensitive approach that will not compromise the character and setting of the Grade II Listed Town Hall. This is demonstrated in the diagrammatic section below which shows that the new extension behind the main frontage is below the roof line.



3.31 PUBLIC BENEFITS v HERITAGE ASSETS

After many months of design development aided by consultation with both Ealing Borough Council and Historic England, a scheme has emerged that meets the aspirations of all parties involved.

The fully developed and revitalised Town Hall building will cater for a wide range of activities, making it a real community hub, surrounded by the new Dickens Yard development and the proposed redevelopments at Ealing Filmworks to the south and Perceval House to the west.

The revitalised Town Hall will continue to accommodate all the Civic functions in the fully refurbished eastern wing complete with a sensitively designed disabled platform lift and also cater for Council and community related functions in the remaining public areas that will be operated by Mastcraft as a high quality boutique hotel.

The ground floor has been comprehensively re-planned so as to make it considerably more permeable as a community hub. The main entrance at the western end will also serve as the prime hotel entrance and this will lead through to the hotel reception that is centrally located leading through to a bistro to the rear that will have a significant frontage along Dickens Yard, thereby linking this with the new Dickens Yard pedestrian precinct with a range of active retail frontages. The central door along the New Broadway frontage will be a secondary entrance to the hotel with direct views through to Dickens Yard.

The large area beneath Victoria Hall will be developed as a Health & Fitness Centre, accessible by hotel guests from within and by local residents wishing to obtain membership through an existing doorway in Longfield Avenue. The comprehensive range of facilities that are required for a high quality boutique hotel will also be available for various sectors of the local community as and when required.

These facilities include;

- Victoria Hall, a grand space of 400 square metres suitable for very large business or social functions to be made available at agreed dates
- The Nelson Room at first floor, an imposing space of some 100 square metres that will serve as a formal restaurant available for both hotel guests and local or visiting customers
- The Telfer Room at ground floor which is similar in size to the Nelson Room and could be used for a range of activities also connected to the main kitchen at lower ground floor
- A Bistro of some 170 square metres available for both hotel guests and local or visiting customers accessible from within or from the Dickens Yard pedestrian precinct
- A large cocktail bar area off the hotel reception available for both hotel guests and visitors
- Hospitality area and meeting rooms at lower ground floor level suitable for conferences, business or social functions
- A conservatory and roof terrace area at third floor level with bar and toilet facilities providing sweeping views towards the south and east suitable for business or social functions that can be hired through the hotel management

SUMMARY

After many months of design development aided by consultation with Ealing Borough Council and Historic England, a scheme has emerged that meets the aspirations of all parties involved.

The fully developed and revitalised Town Hall building will cater for a wide range of activities, making it a real community hub, surrounded by the new Dickens Yard development and the proposed redevelopments at Ealing Filmworks to the south and Perceval House to the west.

The revitalised Town Hall will continue to accommodate all the Civic functions in the fully refurbished eastern wing complete with a sensitively designed disabled platform lift and also cater for Council and community related functions in the remaining public areas that will be operated by Mastcraft as a high quality boutique hotel.

The ground floor has been comprehensively re-planned so as to make it considerably more permeable as a community hub. The main entrance at the western end will also serve as the prime hotel entrance and this will lead through to the hotel reception that is centrally located leading through to a bistro to the rear that will have a significant frontage along Dickens Yard, thereby linking this with the new Dickens Yard pedestrian precinct with a range of active retail frontages. The central door along New Broadway will be a secondary entrance to the hotel with direct views through to Dickens Yard.

The large area beneath Victoria Hall will be developed as a Health & Fitness Centre, accessible by hotel guests from within and by local residents wishing to obtain membership through an existing doorway in Longfield Avenue. The comprehensive range of facilities that are required for a high quality boutique hotel will also be available for various sectors of the local community as and when required.

These facilities include;

1. Victoria Hall, a grand space of 400 square metres suitable for very large business or social functions to be made available at agreed dates
2. The Nelson Room at first floor, an imposing space of some 100 square metres that will serve as a formal restaurant available for both hotel guests and local or visiting customers.
3. The Telfer Room at ground floor which is similar in size to the Nelson Room and could be used for a range of activities also connected to the main kitchen at lower ground floor
4. A Bistro of some 170 square metres available for both hotel guests and local or visiting customers accessible from within or from the Dickens yard pedestrian precinct.
5. A large cocktail bar area off the hotel reception available for both hotel guests and visitors
6. Hospitality and meeting rooms at lower ground floor level suitable for conferences, business or social functions
7. A conservatory and roof terrace at third floor level with bar and toilet facilities providing sweeping views towards the south and east suitable for business or social functions that can be hired through the hotel management

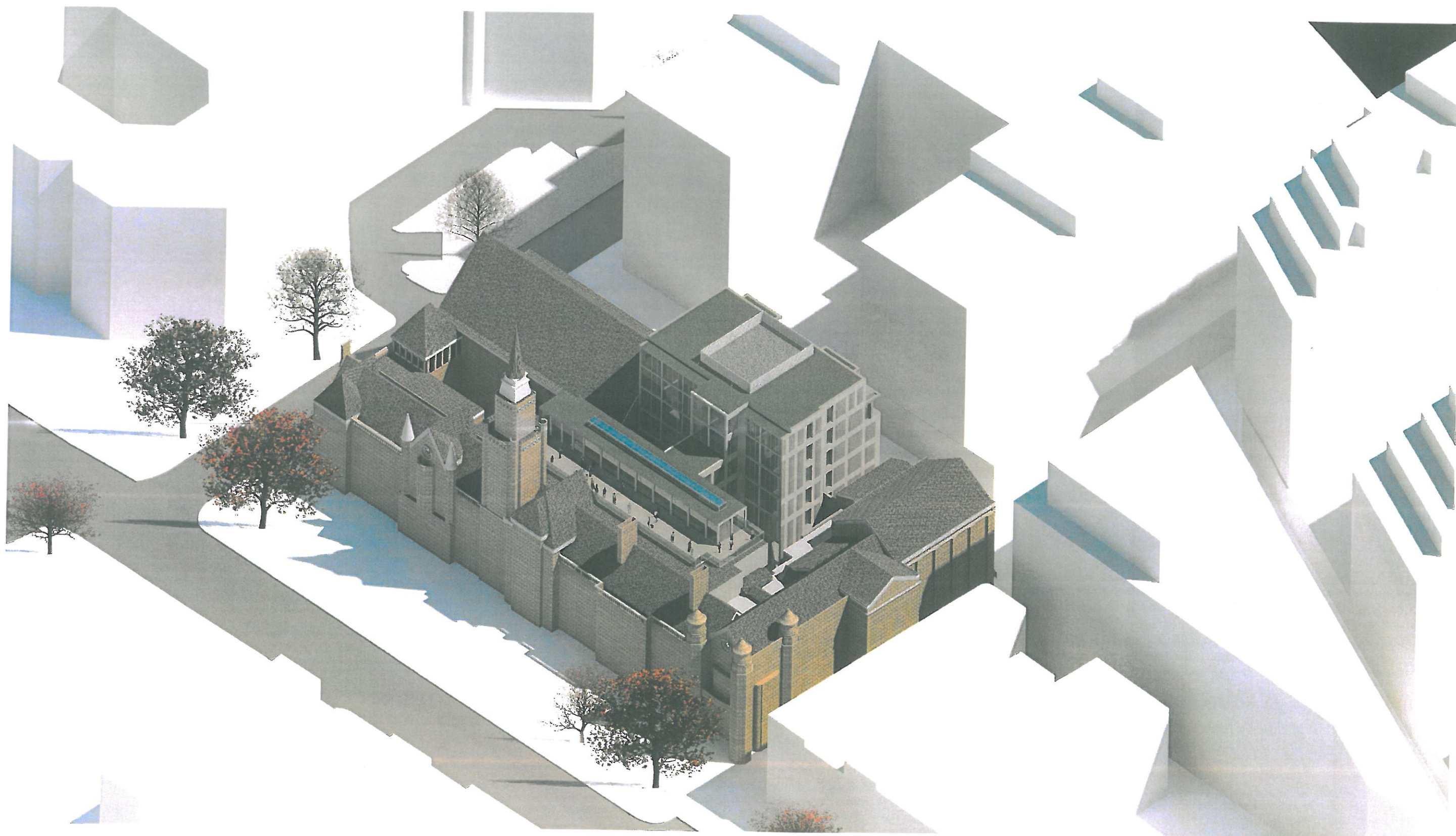
The hotel is designed to provide for 120 guestrooms, all with en suite facilities with the majority of these contained in the new block along Dickens Yard that will replace a range of low level buildings that had been added to the Town Hall in a haphazard fashion over a period of time.

The remaining guestrooms will occupy the areas along the main frontage at first and second floors and the décor in these will be in keeping with the architecture of the Grade II Listed building and its interior.

The public areas of the hotel will be designed to be in harmony with the pervading period interiors of the Town Hall and will incorporate state of the art technology in climate control, electrical and IT services.

Mastcraft are unique in the hotel sector with their all encompassing involvement as they acquire the property then develop and operate it as a hotel therefore it goes without saying that a high quality end product is also in their own interest. Having acquired a long lease on the Town Hall, it can be confidently said that the long term future of the Town hall is assured.

Mastcraft's most recent project, the development of the Grade II Listed Old Street Magistrates Court and Police Station into a high quality boutique hotel of similar nature and scale to Ealing Town Hall was created by the same team.



PROJECT:
EALING TOWN HALL
HOTEL PROPOSAL

TITLE:
Proposed Aerial view 01

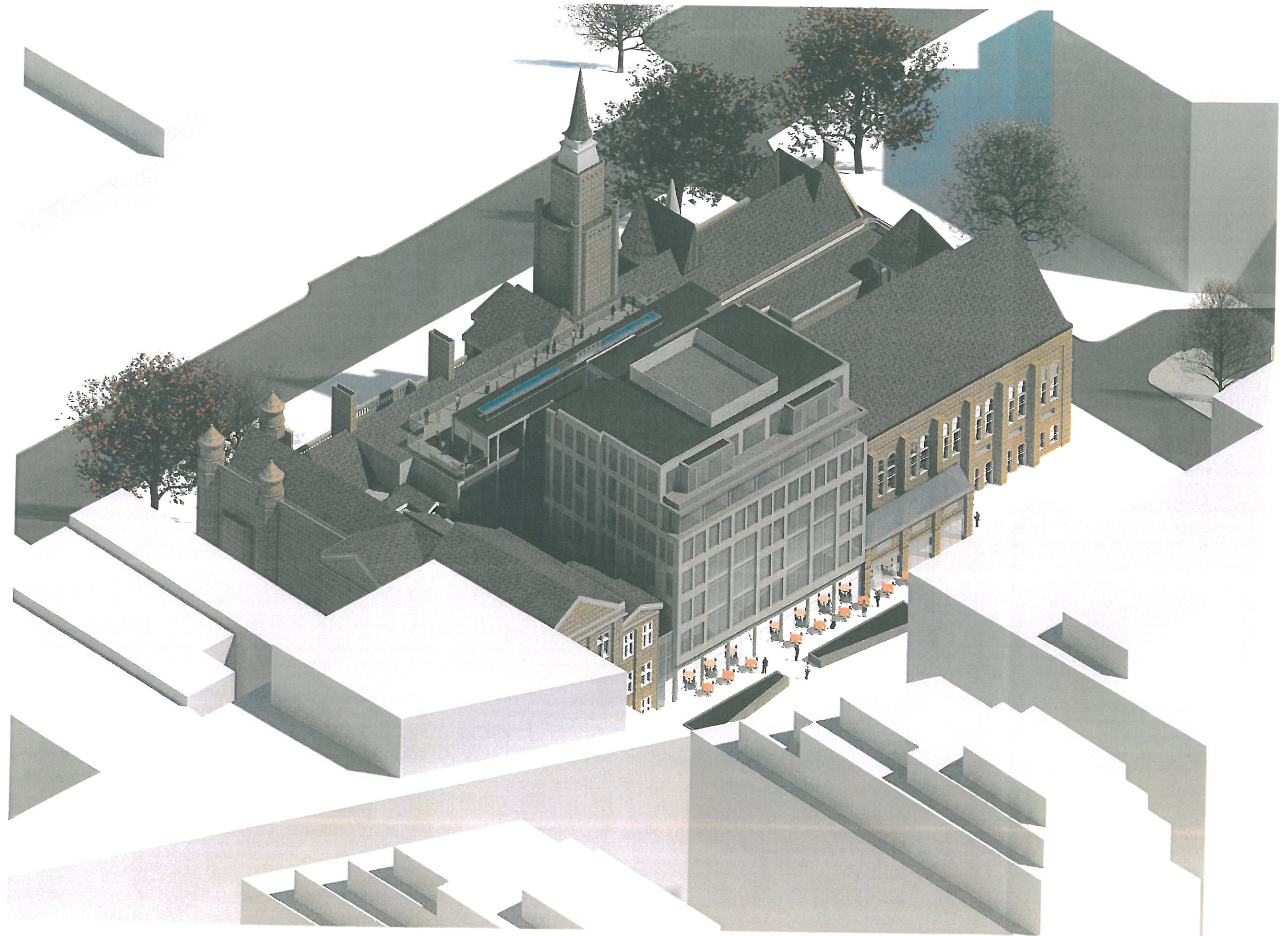


ADZ Architects

One Bonny Street
London NW1 5PE
T: 020 7485 9020
F: 020 7424 0220
E: admin@adzarchitects.com

DATE MARCH 2018	PROJ No.: A16.130	DWG No.: P 24	REV. No.: A
SCALE	CHD		

* REV A: ROOF PLANT SCREEN REFINED



*REV B: ROOF PLANT SCREEN REFINED

PROJECT:
EALING TOWN HALL
HOTEL PROPOSAL

TITLE:
Proposed Aerial view 02



ADZ Architects

One Bonny Street
London NW1 5PE
T: 020 7485 9029
F: 020 7424 0229
E: admin@adzarchitects.com

DATE SEPT 2018	PROJ No.: A16.130	DWG. No.: P 25	REV. No.: B
SCALE	CHD		

4.0 TOWNSCAPE & VISUAL ASSESSMENT

- 4.1 Historic England and Ealing Council's Principal Planner had identified strategic viewpoints both at short range and selected distant views around the site for the townscape and visual impact assessment
- 4.2 It was accepted that these would fall into various categories as follows;
- Short range views where the proposal is inlaid into the photograph taken from that point
 - Distant views where the visible areas of the proposed development are indicated and where the development is not visible, the outline is indicated
 - Distant views where neither the existing building nor the proposed development are visible are nevertheless included as a means of verifying that there is no visual impact
- 4.3 Strategic view no. 1: The new St. George's development obscures any view of the proposal

