Hastings Road:

Letter sent to residents. No mention of plans/height etc.
Hastings Road

A2Dominion said they would be developing the Majestic Wine and Halfords site on Hastings Road with ‘much needed new homes’.
Hastings Road

Consultation revealed there would be:
six buildings consisting of
25, 11, 8, 5 and 3 storeys.
In total 183 flats
Manor Road

Within ten days of A2Dominon’s shock announcement, Southern Grove & Thames Valley Metropolitan Housing Association announced they were planning to build a 26 storey building on the land next to West Ealing Station.
Manor Road

Unlike A2D, Property Developers, Southern Grove said they were transparent about their plans and were not hiding anything from the public.

They were proposing 149 ‘affordable’ flats

They sent out flyers to residents with coloured pictures of their plans and invited people along to their two day public consultation event.
Within the space of two weeks, proposals were revealed for two 100m tall towers within 80m of each other.
What they propose:

Hastings Road:
183 flats –
65% private sales
35% ‘affordable’.

Manor Road:
149 ‘genuinely affordable’ flats.
In fact, the UK’s tallest affordable tower! (**Southern Grove website)**
The proposals in detail from our research:

A2D on Hasting road is 183 flats
- Combination:
  - 65% private
  - 35% affordable –
  - Out of the 35%:
    - 60% is shared ownership
    - 40% London Affordable Rent – which is the closest thing to social housing.
- So out of 183 flats, only 36 will be available to those on waiting list – that’s only 20%
- 7 three beds

Manor Road 149 flats
- 65% shared ownership (deposit £550k 2 bed rent mortgage service charge) average earnings 44-63k (*info from 55 West website)
- 35% London Living rent. Available to those already renting private sector and you need to be means-tested – have to be able to save £200-£300 a month to go on this scheme – cannot apply if you are on benefits and will be asked to leave if you lose your job and can’t afford to save.
- Outside space: roof garden on top of shoulder building 33 metre high over looking railway line. In line with the GLA calculator they expect to have approx. 49 children under the age of 18.
- 8 three beds
- Busy polluted junction.
A Facebook group had already been set up by residents opposing the plans for Hastings Road. This quickly became a site for both developments, bringing together two active resident associations who formed a Stop The Towers committee.

What happened next....
Flyers:
We printed and distributed 10,000 flyers urging residents to write to their MPs and Cllrs in advance of plans being submitted.
Posters were put up along the route for the Southern Grove exhibition to give the developers a message and to let the public know about their two day consultation.
One of our supporters, who owns a Red Route bus, covered it in posters and park outside the exhibition for five hours.
Stop the Towers began weekly committee meetings and have since held three packed public meetings.

We printed and gave away 2500 posters.

We designed a website where over 1350 people have signed up for weekly updates

www.stopthetowers.org
Posters started to appear everywhere, from houses to shop windows. Support was growing.
We ran stalls at Party in the Park, Farmers Market, Brentford and Soundbite festivals. We ran a picnic in the park... people even designed T-shirts.
**Lego tower**

Using the dimensions given to us by Southern Grove we built some Lego:

**Small**: typical two storey house in Ealing

**Medium**: the height of the Luminosity block (Waitrose flats)

**Tall**: the height of the Manor Road proposed skyscraper
A2Dominion eventually gave us their dimensions; so we built some more Lego showing both towers to scale.
Stop The Towers have met with both sets of developers several times – from the outset, both say they have been speaking to Ealing Council for up to 18 months. Both say despite overwhelming negative feedback from public consultation, both Ealing and the GLA support the proposed developments.

- Through our investigations, we have discovered that talks have actually been taking place for over two years with Ealing Council and the GLA.
- We’ve read that the GLA ‘support’ one proposal and ‘strongly support’ the other.
- In their correspondence to the GLA, the developers describe West Ealing as one of the “worst affected areas during the London riots in 2011.” They say “the council and local businesses have since been making huge efforts of improvement to the community” and identified “the future of Crossrail station as a benefit to the area that is undergoing a period of regeneration” and that the towers will “complement the emerging high-rise cluster around the station.”
- Sadiq Khan has been described by some as declaring war on the suburbs – developers being told to built out and build up.
- In a meeting with STT, Peter Mason said that Sadiq Khan’s Draft London Plan has more weight than any local plans.
- In his reply to the hundreds of emails Julian Bell received from residents opposing these towers, he said there “was a desperate need for housing as there are 12,000 people on the waiting list.”
Images of both Towers together

• Despite both developers being aware of each other’s tower, neither was showing images to convey the combined impact.

• We stepped in and using industry recognised software and the measurements supplied by Southern Grove and A2Dominion, we created the images ourselves:
Images of both towers to scale: what they will look like together:

stopthetowers.org
St Stephens conservation area
The Avenue and Sutherland Avenue
Argyle Road approaching Manor Road and The Avenue
Overlooking & loss of privacy

Yes. We can see right into your bedrooms
Other campaign groups started using the same now iconic red images – Gurnell proposed plans
Tesco tower in Perivale which was voted down 9 votes to 2
Casting Shadows

Using industry recognised software, we created images to show the shadows *both* skyscrapers will cast over our neighbourhood in the spring and the autumn.

Those living in the Draytons will lose significant morning sunlight; the shops and cafes on the Avenue are in shadow over lunchtime; and the Five Roads will lose nearly all of their afternoon and evening sun – during the summer months too.
Shadows over Draytons in the morning
Shadows over The Avenue blocking out sunlight on shops and cafes
Shadows over Five Roads: loss of afternoon sunshine
Christmas day plunged into darkness: the shadows reaching as far as Courtfield Gardens
QUICK RECAP

Hastings Road:
183 proposed flats.
Only 36 units will be social housing.

Manor Road:
149 proposed ‘100% affordable flats’
Zero will be available as social housing.
A2D Promise: “of which a large proportion will be affordable”

The current use of 41-42 Hastings Road is as a Majestic Wine store and as a Halfords, and the site is found at the junction of Hastings Road and Drayton Green road, opposite West Ealing Station. Our proposals are to redevelop and creating much needed new homes, of which a large proportion will be affordable. The proposals aim to keep retailer space on the ground floor.

The consultation will be held on Tuesday 21 May 2019, 3pm to 8pm at Jigsaw Marketing Suite, Ground Floor, Sinclair House, The Avenue, West Ealing, W13 8AG
Julian Bell’s response to the 100s of emails he received; he said there was a “huge need for housing as there are 12,000 people on the waiting list for housing.”

If these two skyscrapers get built, there will still be:

11964 people on the waiting list
What we have accomplished since June:

• Set up a Facebook group with over 700 members
• Got over 4000 signatures on petitions
• Got over 1350 people signed up on our mailing list
• Raised nearly £7000 to help pay for professional planning expert and legal advice
• Printed and distributed 20,000 flyers
• Printed over 2200 posters & encouraged hundreds of people to display them in their homes and shop windows
• Designed a great Stop The Towers website
• Bombarded the Manor Road /Southern grove public exhibition with ten hours of disapproving residents
• Got A2D to re open their consultation
• Had meetings with both sets of developers
• Had meetings with key people at Ealing Council & GLA – eg Peter Mason / Onkar Sahota (GLA)
• Generated industry standard images of both towers to scale
• Generated industry recognised shadow images of the shadows
• Gained a huge amount of public and political support
• Encouraged 100s of emails and letters of objections to MPs, Cllrs etc
• Connected with other resident groups across the borough and continued to campaign and keep this momentum going....