

# CONSERVATION AREA APPRAISAL

## EASTCOTE, MORFORD WAY



HILLINGDON  
LONDON

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01.

Introduction



## Eastcote, Morford Way

The area of Field End Road, Morford Way and Morford Close that constitutes the Eastcote, Morford Way Conservation Area has a remarkable history as part of the 20th century expansion of this part of London – “Metroland”. It is this history that has over time shaped the way the conservation area looks, feels and is used by the people that live, work or visit this special place.

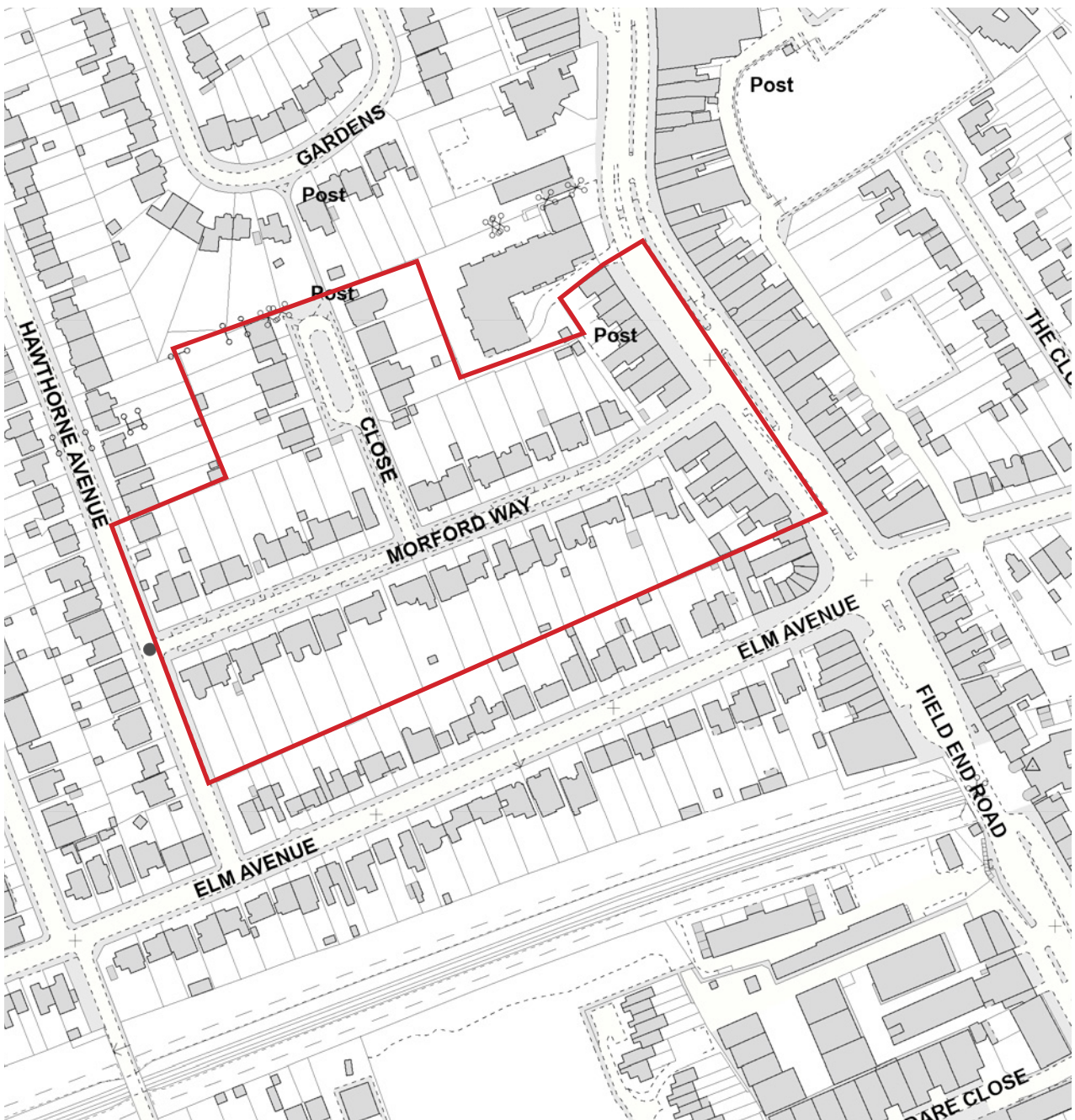
The purpose of this document is to provide a description of the significance of the Morford Way Conservation Area, in terms of its architectural and historic interest. It seeks to increase public awareness and involvement in the preservation and enhancement of the area. It will help to provide a framework for future planning decisions within the area and an opportunity to identify potential for its improvement.

The appraisal was originally produced by the local community, led by Lesley Crowcroft, chair of the Eastcote Conservation Area Advisory Panel and Susan Toms, Secretary of the RNELHS, with the support of Turley Associates, the Borough Council’s conservation team, and English Heritage in 2012-2013. The current appraisal is a reconfigured and updated version of that document, produced by the Borough’s conservation team.

## Background to Designation

The Eastcote (Morford Way) Conservation Area was first designated in 1989 by the London Borough of Hillingdon. The boundary of the conservation area was amended in 1998 and its size reduced to include only Morford Way, Morford Close and the adjoining part of Field End Road (see Map 1). The whole of Devon

Parade, on the east side of Field End Road, and Eastcote Underground Station were removed from the Conservation Area and at the same time the station was included on the Statutory List. Despite later attempts to extend the conservation area again, it remains focused on Morford Way, Morford Close and a small section of Field End Road.



# What does Designation Mean?

A conservation area is defined under section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as 'an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'. Local planning authorities have a duty to designate such areas as conservation areas. Section 71 of the Act requires local planning authorities '...to formulate and publish proposals for the preservation and enhancement...' of these conservation areas. Once designated, proposals within a conservation area become subject to local conservation policies set out in the Council's Local Plan and national policies outlined in part 16 of the National Planning Policy Framework 2024 (NPPF).

Our overarching duty which is set out in the Act is to preserve or enhance the historic or architectural character or appearance of the conservation area. A conservation area appraisal aims to describe the special historic and architectural character of an area.

A conservation area's character is defined by a combination of elements such as architecture, uses, materials and detailing as well as the relationship between buildings and their settings. Many other elements contribute to character and appearance such as the placing of buildings within their plots; views and vistas; the relationship between the street and the buildings and the presence of trees and green space.

This document has been produced using the guidance set out by Historic England in their document, Conservation Area Designation, Appraisal and Management: Historic England Advice Note 1 (second edition) 2019. This appraisal will be a material consideration when assessing planning applications.

No appraisal can ever be completely comprehensive. The omission of any particular building, feature, view or space should not be taken to imply that it is of no interest.

02.

Location and  
Setting



## Location

The Morford Way Conservation Area is situated in Eastcote in the north of the London Borough of Hillingdon to the south of Northwood and the east of Ruislip. It is served by Eastcote Underground Station, Metropolitan & Piccadilly lines, with direct routes to Uxbridge to the west and central London to the southeast. The Metropolitan line was extended from Harrow in 1904, Eastcote Halt being established in 1906.

The Conservation Area provides the first evidence of town planning in Ruislip, Northwood and Eastcote of the early 20th century. The main road through Eastcote, Field End Road, was designed as a wide thoroughfare along an ancient lane and is today a busy vehicular route through the area. Morford Way links Field End Road with Hawthorn Avenue and Elm Avenue. Morford Close leads off to the north half-

way along Morford Way and is a cul de sac with a large, grassed turning circle.

## Boundaries

The boundary commences in the southeast on Field End Road and heads north to 154 Field End Road where it heads west and then south around its garden. At this point it turns westwards along the rear gardens of the houses on the north side of Morford Way. When it reaches the rear houses on the east side of Morford Close it then turns north to include these gardens then west and south to include the rear gardens of the houses on the west side of the Close. It then passes along the rear gardens of the houses on the north side of Morford Way to the west of Morford Close and continues up until Hawthorne Avenue where it heads south until the rear boundary of the garden of No. 33 Morford Way. There it heads directly westwards until its start point on Field End Road. For reference see Map 1.

## Topography and Landscape Setting

There is a gentle overall rise in the land level of the wider area from south to north although the conservation area and adjacent section of Field End Road are flat. The wider area is bounded to the north by the River Pinn and to the east by the Yeading Brook.

## Geology

The subsoil of the area is London Clay. To the south and west of Morford Way, The Lambeth Group can be found, which is a mix of gravel, sand, silt and clay. Alluvium deposits follow the course of the Pinn.

## Archaeology

There is one HER records within the conservation area and that is for the designated area itself, Morford Way (HER 77327). There are no NMR excavation records. The likelihood of finding further archaeological deposits is not considered to be high.

The wider archaeological context of Eastcote focuses on the medieval settlement to the north along the Pinn where there is an Archaeological Priority Area.

03.

Historic  
Development



*Morford Way, 1986 (Courtesy of Uxbridge Local Studies Library)*

Eastcote (earlier Ascotte) is the eastern portion of the Manor and Parish of Ruislip. Settlement in medieval times was scattered on either side of the road (now Eastcote Road and Eastcote High Road) that followed the valley of the River Pinn, on the streets running north from the river to the Common Wood (later open common) and south along Field End Road as far as the common fields .

The land where modern Eastcote developed was all open fields and orchards. All this was to change dramatically when the Metropolitan Line was extended from Harrow to Uxbridge in 1904 and in 1906 when Eastcote Halt was opened which made the area accessible for development.

However, the main impact of the railway at first was an influx of day trippers not residents. They flocked to Eastcote 'one of those picturesque rural villages' to enjoy the countryside before it was swamped by new building and to patronise the many farms and cottages such as Orchard Farm,

The Rosery and Dean Cottage offering teas and other refreshments. Many visitors including Sunday school trips made their way to the Pavilion in Field End Road (on the site of the present Pavilion Way) run by Arthur Bayly of the Salvation Army

There was some early development from 1909 when acquired land near Eastcote Station was divided into small plots and sold individually for a deposit of as little as £3. The laid-out roads became Lime Grove, Myrtle Avenue, Acacia Avenue and Elm Avenue. Naturally with such low prices there were many buyers, but the subsequent development greatly alarmed the Ruislip-Northwood Urban District Council. There was no control over the use of land and many flimsy bungalows and even mere sheds were built by owners with little or no capital. To prevent the perceived risk of such 'shanty towns' mushrooming throughout Eastcote and South Ruislip the Council decided to adopt a Town Plan. This received final approval in 1914 and remained in force until 1947.

The Plan produced by the architects A. and J. Soutar of Wandsworth laid the foundations for the development of a garden suburb with low density housing, good sized gardens, landscaped streets and the provision of public buildings. It was this type of development which the building of Morford Way was to represent.

Some more land near the station was sold for residential development in the 1920s by Ralph Hawtrey Deane of Eastcote House who was a major landowner in the parish. He sold the land which became Morford Way and Morford Close to RNUDC who subsequently sold it to Telling Brothers in 1923. As well as developing the two residential roads Telling Brothers built the row of shops from 184-154 Field End Road known as Field End Parade and a community centre (later the Ideal Cinema) from 1923 onwards. This first development was known as the Eastcote End Park Estate. An interesting aside is that the small wooden cabin on the railway bridge opposite Eastcote station, which was used by Telling Brothers as their estate office is still there.

The roads were named after another important local landowner Walter Morford who lived at The Laurels, Ruislip (later called The White House, Sharps Lane) and who purchased the neighbouring Field End House estate in 1901 for building purposes. He died in 1915, but his executors still owned most of the estate in the late 1920s. In 1937 the church of St. Thomas More was built in the grounds of Field End House, but this original church is rather hidden now behind the new church which was added onto it in 1978. The house itself was demolished. in 1966.

According to the RNUDC minutes the first reference to planned building in Morford Way are for two pairs of semidetached

houses on 12 March 1923. One was submitted by Frank Osler and the other by Mr Telling. In fact all the later submissions throughout 1923 and 1924 were made by either Mr Telling or Frank Osler. A letter written to local historian Ron Edwards by A.C. V. (Alfred) Telling confirmed that his uncle Arthur George Telling lived in the first house built in Morford Way called 'Winton' which we believe is number 2. The Arts and Crafts style of some of the houses can be attributed to the influence of Frank Osler who had also worked with Lutyens and others at Hampstead Garden Suburb.

The Field End Parade of shops (numbers 184-154) is distinctive in appearance as being more domestic than the later shop developments. The detailed brickwork and steep pitched roofs are very attractive and continue the vernacular feel of the residential buildings in Morford Way and Morford Close. It is thought that the double fronted building (number 184) was the site of the first occupied shop in 1925. This was 'Miss Clements, Ladies and Children's Outfitters'.

Further retail development continued apace near the station with the building of Devon Parade (177-195 Field End Road) in the early 1930s by Rotherham Estates which is now locally listed. There is no named architect for the shops but it would seem a reasonable assumption that E.S. Hartley who was the overall architect for Rotherham Estates and who lived locally at Orchard Farm 80, Field End Road influenced the design. By 1935 T. F. Nash had built Deane Parade between Deane Croft Road and Abbotsbury Gardens and a further block of shops between 161-171 Field End Road. Previously this area was used for stabling by Nash while building his estate. To cater for the increased population there was more development in 1936 when Devonshire Lodge a large house opposite

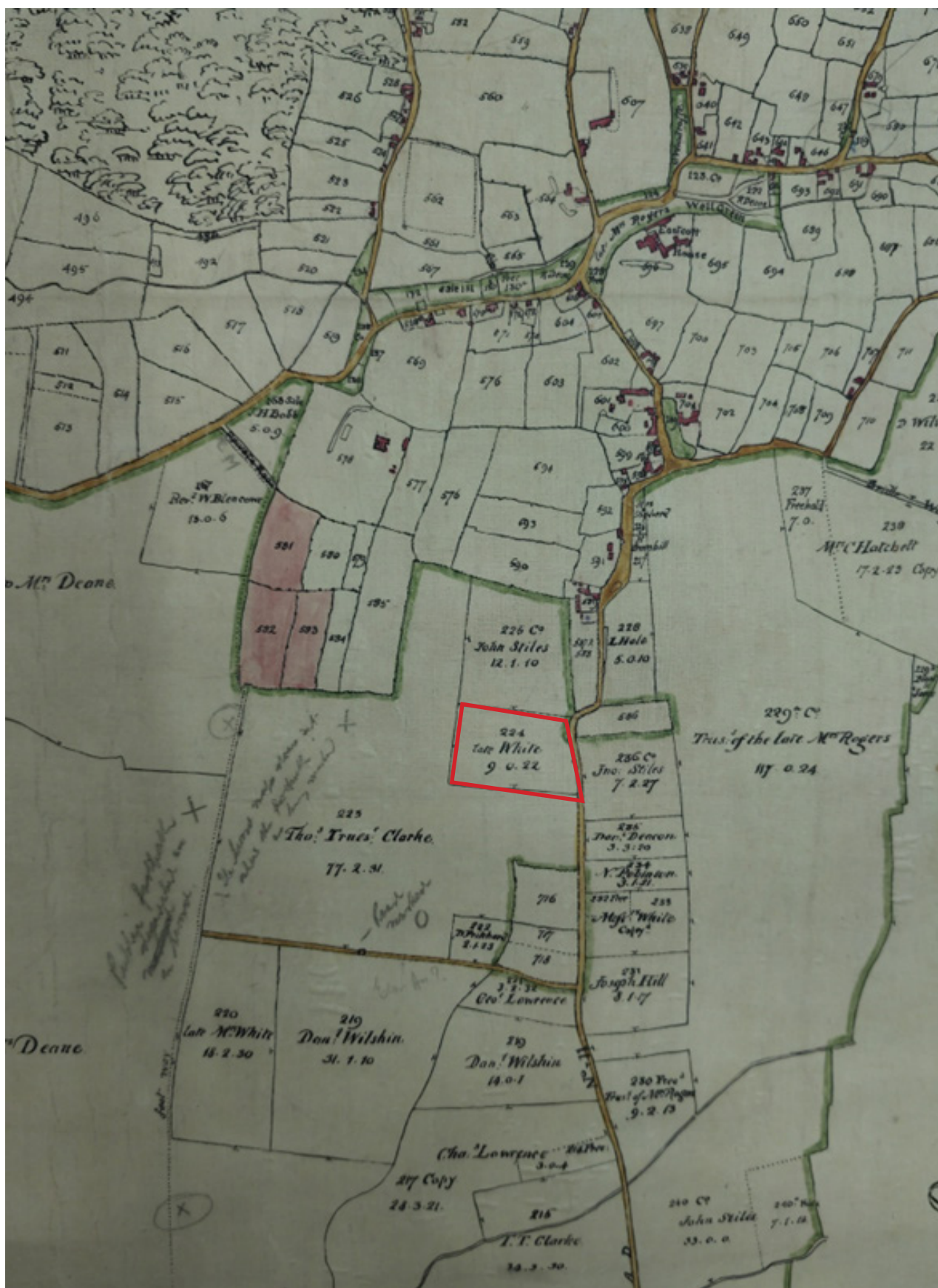
the Manor House public house was demolished and another parade of shops was built from Abbotsbury Gardens to join up with number 161. At the same time the final piece of the jigsaw was put in place with the building of an individual infill block (numbers 173-175) which originally housed J. Sainsbury and Walton's the fruiterers. On the opposite side of Field End Road Orchard Parade was built between The Manor House public house and the present Post Office before 1939. More shopping facilities were provided near the station in the 1930s with Telcote Parade being built to the south by Telling before 1935 while Station Approach and Queen's Parade were constructed after 1935.

The former Manor House public house (now The Ascott) was built in 1934 in an attractive mock Tudor style with its timber frames, decorative chimney stacks and steep pitched roof. It was originally kept by Captain and Mrs Taylor.

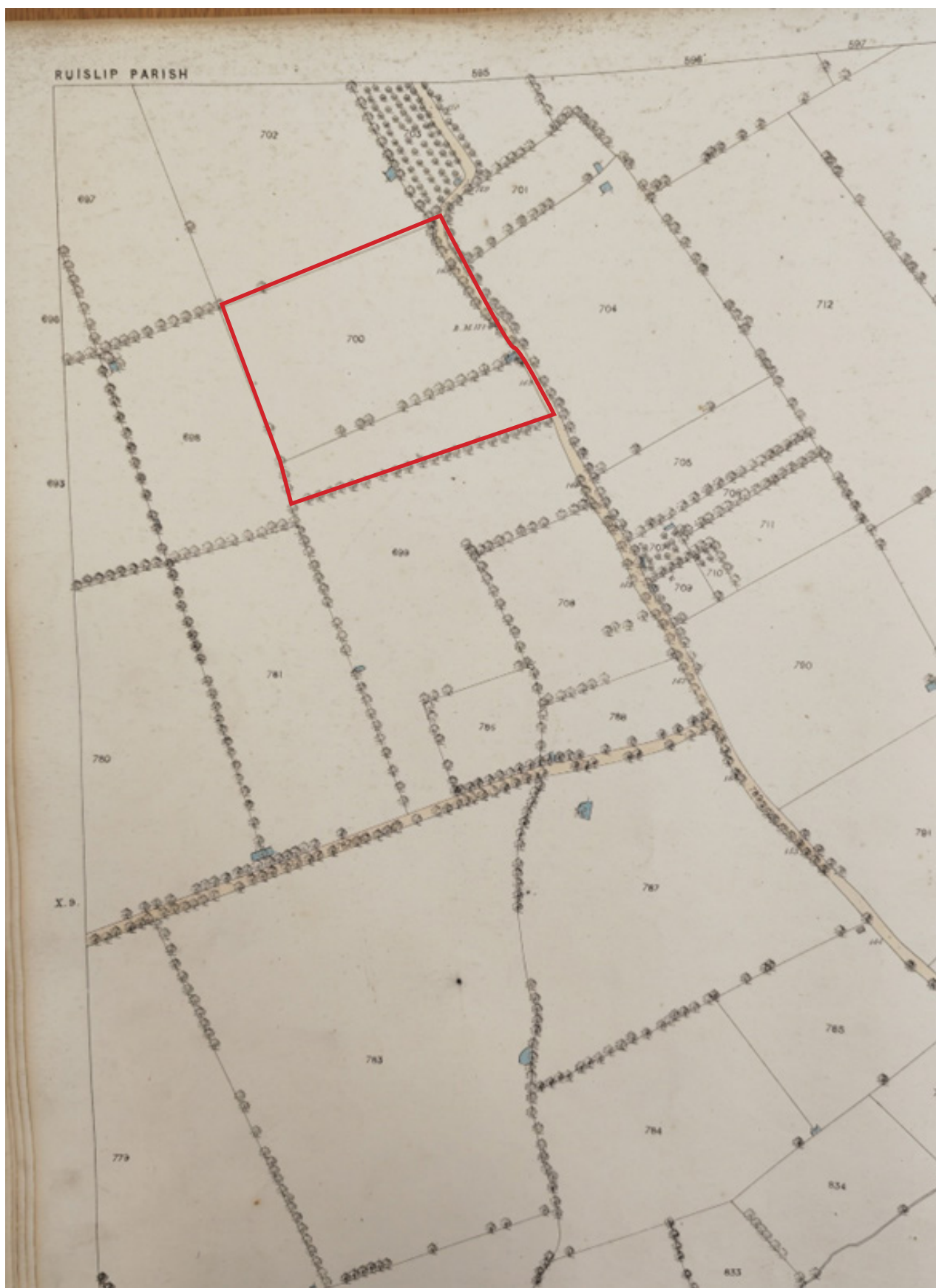
At the beginning of the twentieth century the old village of Eastcote had no permanent retail shops but by 1939 there were 105 businesses in the new shopping centre which had developed to serve a rapidly expanding residential suburb near the station. In fact the population almost trebled in the 1930s. The original station was totally inadequate for such an increase in passengers and the present station which was designed in 1937 by Adams, Holden and Pearson was opened in 1940: the original date of opening having been postponed by the outbreak of World War Two. This became a grade 2 listed building in 1994. Another reminder of the area's history is the survival of a World War Two decontamination unit at the rear of the station.

The Conservation Area was created in 1989 in recognition of the importance of

retaining the feel of a typical Metroland suburb. Unfortunately, the area was reduced in 1998 when the boundaries were revised. Despite all the pressures of modern development and increased population both the conservation area and the surrounding shopping centre have managed to retain their original Metroland atmosphere. Morford Way and Morford Close still have the feel of a garden suburb.



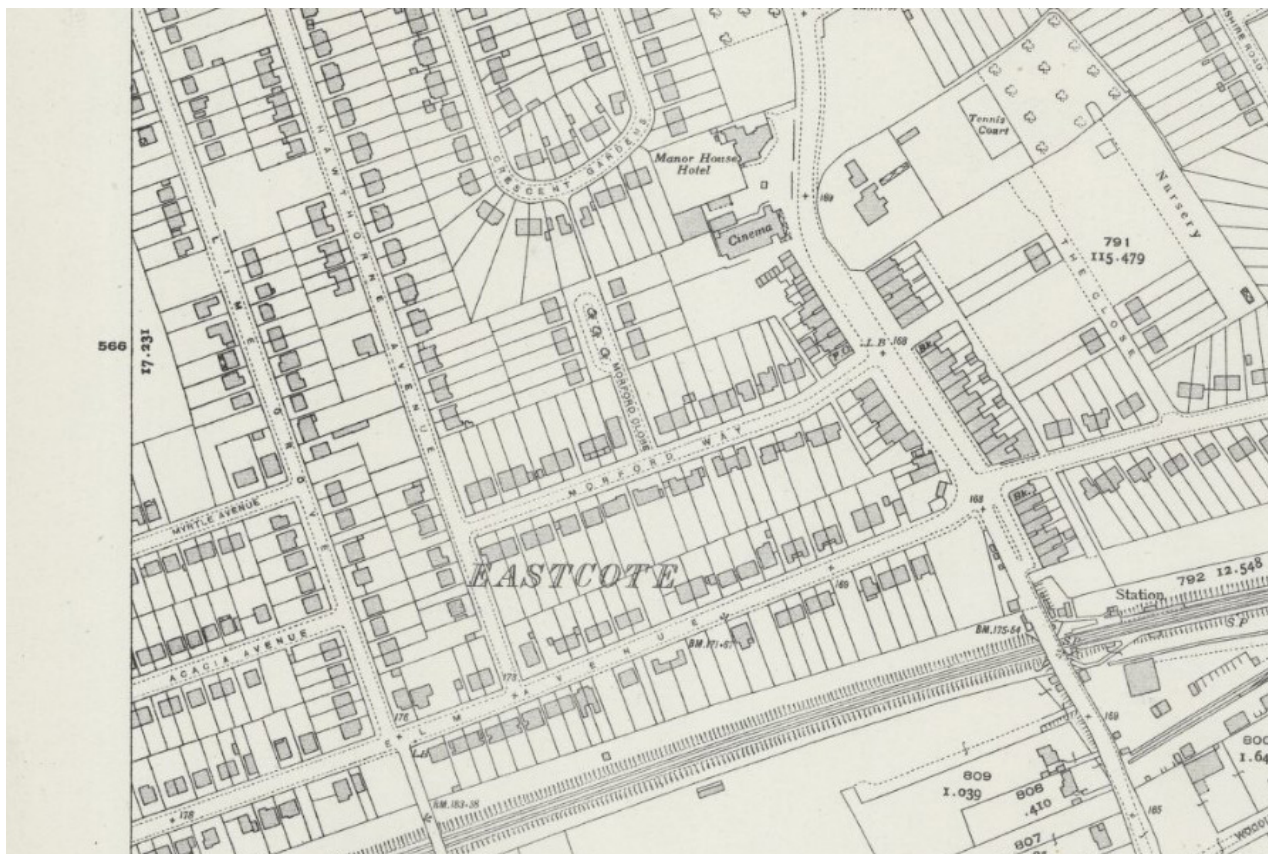
Map 2. Enclosure Map for the parish of Hillingdon, 1820 (Courtesy of Uxbridge Local Studies Library)



Map 3. Ordnance Survey map, 1866, 25 inch (Courtesy of Uxbridge Local Studies Library)



Map 4. Ordnance Survey map, 25 inch, revised 1912 published 1914 (Courtesy of Uxbridge Local Studies Library)



Map 5. Ordnance Survey map, 25 inch, revised 1935 published 1936 (Courtesy of Uxbridge Local Studies Library)

04.

Surviving Historical  
Features within the  
Conservation Area

# Summary of Historic Features

- *Sinuuous character of Field End Road, an ancient road leading into the field ends of this once agricultural area.*
- *Early garden suburb inspired by the principles laid out in the Soutar Plan 1914*
- *Planned garden suburb layout of Morford Way, with verges, hedges, front gardens and street trees*
- *Houses designed by Frank Osler who worked for Lutyens and on Hampstead Garden Suburb*
- *Developed and laid out by the Teller brothers, a local family of developers*
- *High quality of Arts & Crafts style semi-detached houses on Morford Way*
- *Metroland character prompted by opening of Eastcote Halt railway station in 1906*
- *184-154 Field End Road, the first parade of shops built in the area*
- *184 Field End Road, the first occupied shop*



## Street pattern and building plots

*Aerial view, looking east, Morford Way on left, Field End Road in the centre, 7th February 1930 (Historic England)*

Morford Way, which gives the Conservation Area its name, links Field End Road in the east to Hawthorne Road in the west. Morford Close leads off to the north at the centre point of Morford Way and is a cul de sac with a large grass turning circle.

The plot lengths and widths are all broadly similar along Morford Way, with the exception of numbers 19 & 21 which are wider with detached properties rather than semi-detached. There are generous gaps between the houses which combined with the length of the plots adds to the perception of spaciousness.

Morford Close has similar lengths of plot but the width differs from the west to east sides. The semi-detached plots are narrower on the west side in comparison to the east side where there are three bungalows. The building line on both Morford Way and Morford Close is set back from the street behind small front gardens

(which mostly survive) and is consistent throughout.

The buildings on Field End Road are densely developed, 184-154 Field End Road is built directly onto the pavement and forms a continuous parade of shops that frames the entrance to Morford Way.

# 05.

The Character and  
Appearance of the  
Conservation Area



*15 Morford Way, original door and porch*

## Analysis

The Morford Way Conservation Areas is a good example of interwar development of houses and shopping parades influenced by the arrival of Eastcote Station in the early 20th century and the pioneering Ruislip-Northwood Urban Plan. The area still retains much of its "Metroland" character and appearance.

The prevailing character of the Conservation Area is that of a garden suburb with extensive areas of greenery both in the form of established grass verges and street trees in the public areas as well as well stocked gardens to the front and rear. The greenery acts as a foil to the

buildings. The influence of the "Garden Suburb" movement is a direct one as Frank Osler, the architect had worked on Hampstead Garden Suburb.



*Morford Close, west side*



*Morford Way, looking east*



*Field End Parade, looking north*

The conservation area has two distinct characters, the first is Morford Way linking Field End Road to Hawthorne Avenue and Morford Close leading off to the north, which are solely residential and the second is the more commercial area fronting onto Field End Road with residential accommodation on the upper floors. There has not been any change in the usage of these areas.

The housing is mostly two storey with the shopping parades rising to two and a half storeys. The houses are predominantly semi-detached with some examples of detached housing. On Morford Way each house or pair of houses is different, harmony and unity comes from a consistent front building line and ridge height.

The length of the plots is uniformly long and narrow in the residential areas with little variation in width. The plots to the

rear of the shopping parade are shorter. The long plots contribute to the sense of spaciousness of the area as well as the wide gaps between the houses which allow for views through to the gardens and sky backdrop behind.

The architectural style can be separated into two distinct areas. The shopping parades and Morford Way are heavily influenced by the Arts and Crafts movement with a more vernacular and rustic character while Morford Close has a more standard Metroland architectural style. The Arts and Crafts buildings have a greater degree of sophisticated architectural detail and use of materials while the Metroland style of Morford Close is more generic.

Uniformity of character within the area is created through the use of particular materials. Roughcast and pebble dash elevations are widespread, most are now

painted. Red brick is used as a contrasting material and can be found on the plinths, gables and walls. Mock timber, sections of hanging tile as well as red clay tile roofs and small paned (originally wooden) windows also all help to visually tie the buildings together and create harmony and unity of design.

A key feature of the conservation area are the modest front gardens set behind the

grass verges with low stock brick boundary walls sometimes combined with hedging. The removal of sections of the walls or in some cases entire front walls have been detrimental to the character of the area.

There are no public spaces in the area nor are there any listed buildings. There is one locally listed building on Field End Road, Number 184.



*Morford Close, west side, turning circle*

# Summary of Townscape Features

- *Sinuous character of Field End Road following line of historic rural lane*
- *Metroland layout of residential streets with easy access to Eastcote Underground station*
- *Garden suburb residential character of Morford Way and Morford Close with front gardens filled with planting, verges along street and street trees, Morford Way has a double stepped curb while Morford Close has a central grassed turning circle with mature trees.*
- *Consistent building lines set back from Morford Way and Morford Close*
- *Houses are two storey throughout the residential areas with only a few examples of bungalows. The shopping parade on Field End Road is taller at two and a half storeys.*
- *Houses are predominantly semi-detached throughout the residential areas with a handful of examples of detached houses.*
- *Arts & Crafts style shopping parades on Field End Road directly on street and houses on Morford Way*
- *Building types are either domestic or commercial shopping parades.*
- *Construction materials vary but painted render/roughcast predominates with liberal use of red brick and some examples of pebble dash for elevations. Roofs have red clay tiles.*
- *Views along the roads with a key view looking east towards Field End Road with Arts and Crafts parades framing the entrance.*

## Focal points views and vistas

Given the suburban character and overall harmony of Morford Way and Morford Close, the only real focal point is the parade of shops on Field End Road that frames the entrance to Morford Way and the turning circle on Morford Close.

Important views within, and to and from the Conservation Area include:

- Views looking north and south from the entrance of the Conservation Area (at the junction of Field End Road and Morford Way), which is enclosed by the terraced buildings on both sides
- The Ascott public house is a distinctive feature terminating the view looking north from the Conservation Area.
- Views looking east and west along

Morford Way. The grass verges lined with trees in Morford Way give a fine aspect when viewed from the Hawthorne Avenue and Field End Road. The view from Morford Way to Field End Road is enhanced by the Arts & Crafts architecture of the buildings opposite, which terminate the view with a distinctive gable end (numbers 173-175 outside the Conservation Area).

- Views looking into Morford Close from Morford Way, where the tree planting on the traffic island is an important feature.
- The view back from Morford Close towards numbers 17 & 19 on the south side of Morford Way.
- The view looking into Morford Close along the footpath from Crescent Gardens
- Whilst outside the Conservation Area, the Barclays Bank at number 199 Field End Road, on the corner with North View, is a local landmark.



*High Street South, street trees*

## Open spaces, landscape and trees

The overall impression at the heart of the Conservation Area is one of spaciousness with gaps between buildings and a backdrop of trees. The Conservation Area has a high proportion of green space, both public and private. Both Morford Way and Morford Close have grass verges and street trees, which should be retained.

Street trees are an important feature of this part of the Conservation Area. There is also a tree belt to the rear of the houses on the

south side of Morford Way, (some of the trees are covered by a Tree Preservation Order), which makes a positive contribution to views both within and outside of the Conservation Area.

Morford Close has a very striking central 'green island' consisting of both evergreen and deciduous trees, which is a positive feature in views both from Morford Way and Crescent Gardens.



## Public Realm Floorscape street lighting and street furniture

Morford Way has an unusual double stepped kerb, that stops parking on the verges. There are also concrete bollards on the verges for protection. The pathways are formed of slabs, interspersed with tarmac. The tarmac detracts from the visual amenity of the area.

At the junction of Morford Way with Field End Road, the old street sign for Morford Way is still attached to the side wall of number 174 Field End Road. On the

opposite corner, there is a utility box of some age, which has recently been painted. These items of street furniture should remain.

The verge leading into Morford Close has utilitarian bollards, which detract from the character of the area, but do prevent parking on the grass verge.

The pavement in front of 154-184 Field End Road has been re-laid in recent years with concrete Slabs and previous clutter swept away. The street furniture is modern with the exception of the post box.

Street lighting is modern throughout.



06.

The Buildings of the  
Conservation Area



## Morford Way

The building line in both Morford Way and Morford Close is uniform and, therefore, a strong element in the street scene. The roadways are quite narrow, with grass verges and trees, and a 'Residents Only' parking scheme is in operation. Some of the front gardens have been paved for car parking, but most are landscaped, thus softening the effect of too much hard standing. Regrettably, many of the low front walls have been removed to allow car access. The long back gardens are also a feature, as is the space between the houses.

Although each building along Morford Way is individual, they share common design features. The dwellings are mostly detached or semi-detached and there is only one bungalow, which has a large side dormer window. The roofs in Morford Way are hipped with a high ridge and are mostly clad in plain tiles. Most of the windows have been replaced with double glazing, except for number 31 Morford Way. With only one exception, the new windows follow the design of the original windows, which consist of small panes of glass. Within the area, there are many interesting architectural features. For example, three

different styles of porches and canopies in Morford Way:

- Front canopy with wooden brackets (numbers 2,4,7,18,20,22,28,29,30,32,33, 34)
- Front canopy with wooden supports (numbers 24, 26, & 33)
- Porches to numbers 10,12,14,16,15,17,21,23 and 25. Number 27 has a modern porch. Numbers 1 & 3 have distinctive porches, having a lead sloping roof with a wooden fan detail arch to the front. (PHOTOS?)
- External decorative plaster work is a distinctive feature of number 5, which has a Regency style fan over the first-floor window. Numbers 19 & 21 are Tudoresque in style and both have a decorative plaster swag of grapes and leaves across their gables.
- Numbers 9 & 11 & 11a are an unusual terrace of three houses, with a decorative Regency fan above the ground floor windows of numbers 9 & 11a; number 11 having a front porch. The external finishes of the walls are a mix of render and brickwork.



*24 & 26 Morford Way, front canopy with wooden support*



*28 & 30 Morford Way – Front canopy with brackets*



*10 Morford Way, porch*



*5 Morford Way, fan detail above first floor window*



*3 Morford Way, front canopy*



*5-10 Morford Close (west side)*

## Morford Close

Leading from Morford Way is Morford Close, which though not of a similar architectural calibre to Morford Way, nevertheless has its own charm. The Close consists of three sets of semi-detached houses on the west side and four bungalows on the east side, all built in 1929. In the centre is a green island of both evergreen and deciduous trees which effectively screens views between the two groups of houses.

The semi-detached houses are symmetrical with a matching pair of double height bow windowed houses either side of a canted pair in the centre. The bungalows are more varied with a semi-detached pair followed by two detached pairs. Both groups have matching building lines.

All of the houses in Morford Close have hipped roofs. The pitch of the roofs is

not as steep as in Morford Way, however, the plain tiles of the roofs match those in Morford Way, and this creates a visual link between the two roads.

The front gardens are separated by privet hedges and are mostly paved over for car parking. Only number 4 still retains a large part of its original garden, the others have flower borders around hard standings.

There are significant gaps between the houses allowing for views through to the rear gardens. The roof extensions to the rear of the properties on Hawthorne Avenue, overlooking the rear gardens of the Close and can be readily seen from the roadway. These are considered detrimental to the character of the area.

The houses are mostly painted render with only the outer semi-detached housing having red brickwork ground floors.



*154 - 184 Field End Road*

## Field End Road

On the west side of the parade, numbers 154 to 184 Field End Road were the first shops to be built in 20th century Eastcote. These have retail units on the ground floor with residential accommodation above accessed from doors on the street with distinctive sloping door hoods with small brackets. They form a pair either side of Morford Way and a focal and entrance point to the area. Designed by Frank Osler, they have the same steeply sloping roofs as the buildings of Morford Way and also feature decorative brickwork to the street frontage.

The roofscape of this part of the Conservation Area is largely unaltered, the steeply sloping plain tiled roofs, with hips, gables and chimneys reinforce the Arts & Crafts character of the area. Along Field End Road are pairs of steep gables and chimneys set below the ridge level.

Number 184 while still attached and part of the parade, juts forward with canted corners under a hipped roof. Two tons of red brick are used on the first and second floor elevations and there is a gently classical cornice with echoes of triglyphs. This was one of the first shops on Field End Road, but its current shop front is modern. It is the only locally listed building in the conservation area.

Field End Road is a key thoroughfare through the area, with a wide highway and footways and a planted central reservation. The footway in front of number 174-184 has street trees and flower beds. The area outside numbers 154-172 still has some street trees, however, the original paving slabs have been replaced. There is a red cast-iron post box on the north corner of Morford Way and Field End Road.



172 - 154 Field End Road



174-184 Field End Road, 184 at end juts forward

## Boundaries

The planned boundaries along Morford Way are very low walls (3 courses, capped with soldier bricks) with hedging and flower beds behind. Not many examples survive in their fully intended scheme, No. 10 is one of the few houses with an original boundary scheme with low walls, posts and chains. There is evidence of gaps in the low walls for posts in a number of other houses. No.14 & 16 Morford Way are good

examples. Some have been replaced with taller boundary walls, elsewhere they have been removed entirely for access. The gardens have board fencing that can be seen along the flanks on Morford Close and Hawthorne Road. Morford Close also has some examples of original low brick walls but even more have been removed so that the west side has very little by way of boundary treatment. On the east side, the walls have largely been rebuilt and are shorter in length.



*14 & 16 Morford Way, with low wall and privet hedge*



*11A Morford Way, low wall with gaps for posts and hedge*



*10 Morford Way with low walls with post and chains*

# Listed buildings and locally listed buildings

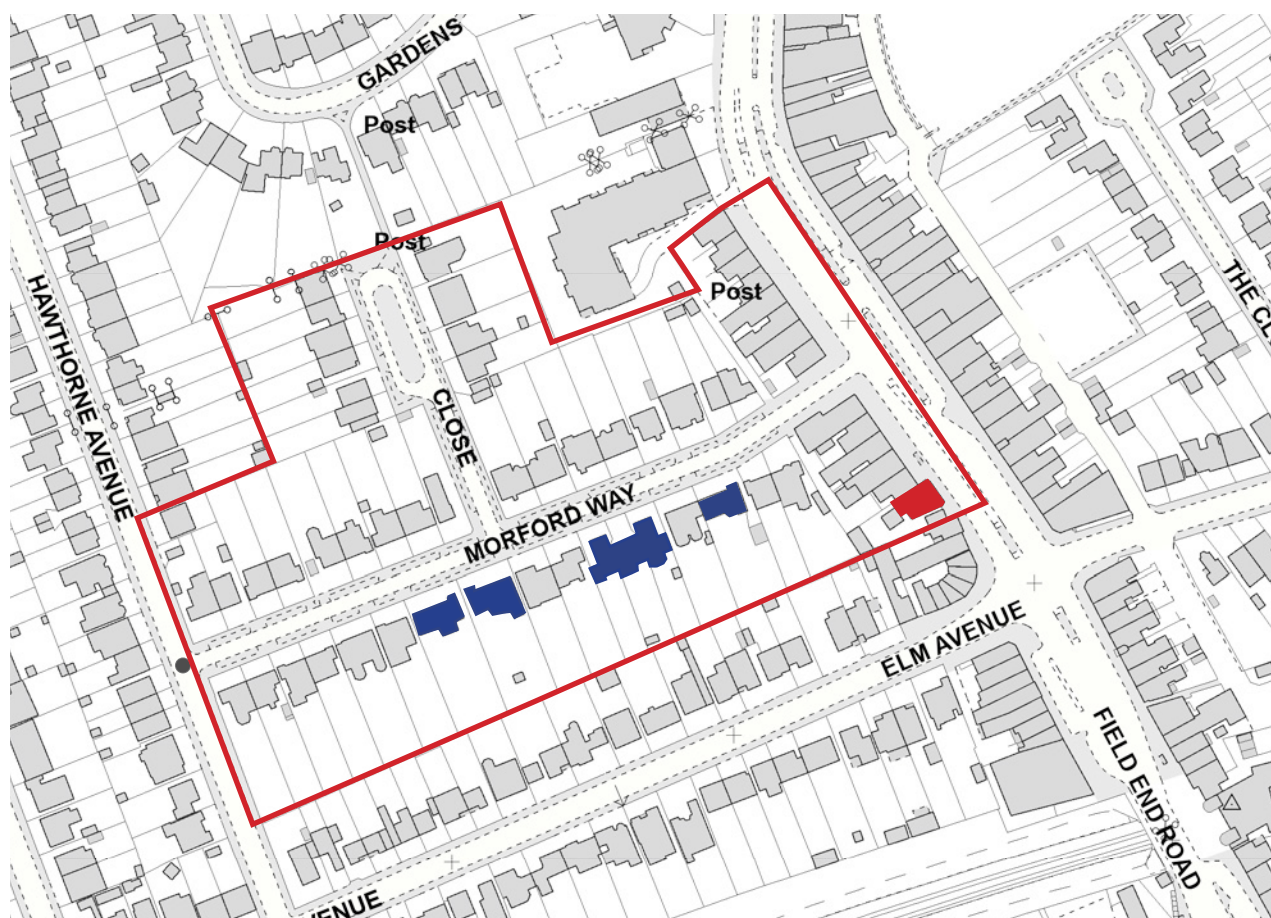
There are no listed buildings within the conservation area.

There is one locally listed building, 184 Field End Road.

The following buildings are suggested as additions to the local list:

Numbers 5 Morford Way, 9, 11 & 11a Morford Way, 19 & 21 Morford Way

As good examples of interwar domestic design in the Arts and Crafts style, retaining many of their original architectural features and materials. Built as part of the Telling Brothers development.



- Locally listed buildings
- Proposed Locally listed buildings

07.

Negative  
Features and  
Issues

# Problems and pressures in the area include:

*1. Changing use and loss of local shops and services, which are a key part of the character of the Conservation Area.*

*2. New development on sites within the immediate setting of the Conservation Area affecting its character and appearance.*

*3. Unsympathetic alterations to buildings include;*

- poorly carried out repairs using inappropriate materials and methods,*
- the loss of original or historic materials and details, modern replacement metal or plastic framed windows and doors,*
- Modern replacement metal or plastic framed windows and doors*
- the painting or cement rendering of traditionally bare brickwork,*
- replacement concrete roof tiles,*
- removal of chimneys and pots,*
- installation of inappropriately sited satellite dishes and TV aerials,*
- overlarge or inappropriately designed side and roof extensions,*
- introduction of rooflights to unaltered roof slopes,*
- loss of traditional boundary treatments and soft landscape within front gardens*

*4. Unsympathetic advertisements and internally illuminated shop front signage. Council guidance, encouraging external illumination of signs, has not been adhered to.*

*5. Poor maintenance of public spaces, including trees.*

*6. The quality and condition of the floorscape and street furniture within the Conservation Area is poor. Tarmac is an unsympathetic material for the use within the Conservation Area. Overall, there is a clutter of often poor quality and uncoordinated street furniture and traffic signage along Field End Road.*

*7. The harmful impact of traffic and particularly large vehicles, along of Morford Way, which is a residential street.*

08.

Boundary  
Review

There are no proposed changes to the boundary at this date.

# Further Reading

Eileen Bowlt, *The Goodliest Place in Middlesex, being a history of the ancient parish of Ruislip, being a history of the ancient parish of Ruislip from Domesday to modern times*, Hillingdon Borough Libraries, 1989

Colleen Cox and Karen Spink, "Field End Revisited" *Ruislip, Northwood, Eastcote Local History Society Journal*, 2000

*Eastcote: a Pictorial History Ruislip, Northwood, Eastcote Local History Society*, 1984

Ron Edwards, "The Development of the Retail Trade in Eastcote" *Ruislip, Northwood, Eastcote Local History Society Journal*, 1998.

# Appendices

## Locally Listed buildings

184 Field End Road, Eastcote

### Review of Local List of Buildings of Architectural or Historic Importance

<b>Building Name/No:</b>	Champer's Wine Bar	<b>Serial No:</b>	016
<b>Address:</b>	<b>184, Field End Road, HA5 1RF</b>		
<b>Ward:</b>	Cavendish	<b>Use:</b>	Retail

#### Photograph



#### Statement of significance/ Reasons for designation

Architectural: Three storey building with a wide shop front, standing in Eastcote Morford Way Conservation Area. Modern Shop front with arched openings, applied moulding to stall-risers and stained glass in the fanlights.

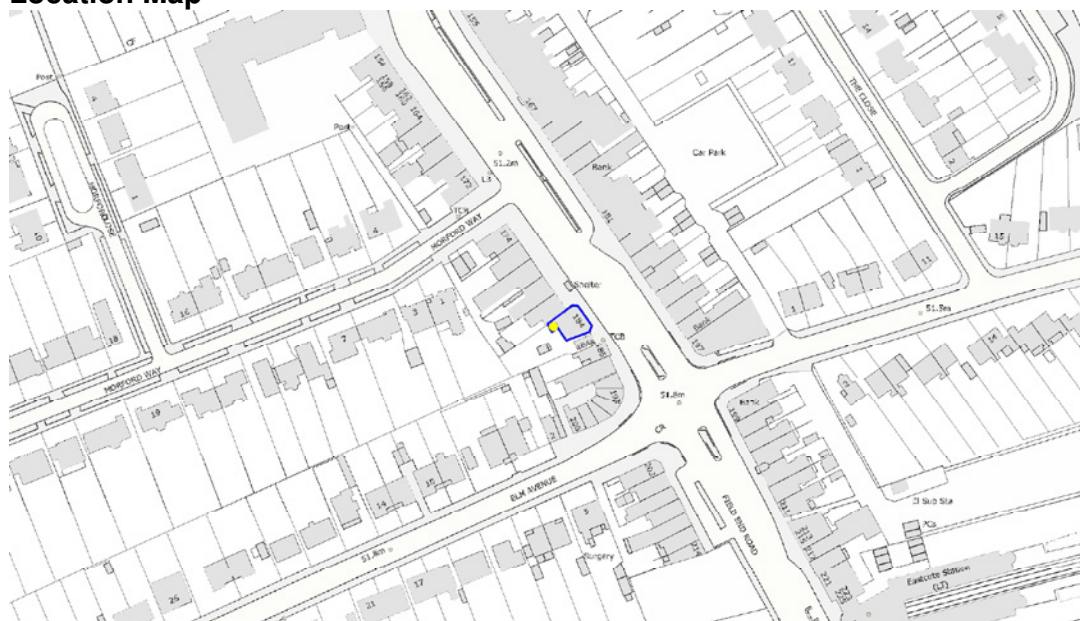
Townscape: Contributes to local character.

Historical: Reputed to be the oldest shop in Eastcote dating from 1925, erected by the Telling brothers.

**Information provided by:** The Ruislip, Northwood and Eastcote Local History Society

**Photograph:** September 2009

#### Location Map



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**Authenticity (I c): 1; Architectural (II d): 2; Townscape (III f): 2; Historic (IV h): 2**

**Total = 7**

**Included in Local List**

## Proposed locally listed buildings

5 Morford Way

9-11a Morford Way

19 Morford Way

21 Morford Way

## HER Records

[77327] Eastcote, Morford Way, Designation  
Type: Conservation Area