

## **L. B. HAMMERSMITH & FULHAM CONSERVATION AREA No. 3**

### **BROOK GREEN CHARACTER PROFILE**

#### **1 INTRODUCTION**

- 1.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states:-  
*"Every local planning authority shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and shall designate those areas as conservation areas."*
- The Borough has 45 such areas designated over 31 years, of which Brook Green Conservation Area is one.
- 1.2 Under Section 71 of the Act, once an area has been designated:-  
*"It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas."*
- 1.3 The Council is doing this in stages. The first stage is this document, which is called a Conservation Area Character Profile. The "profile" is an appraisal, which aims to give a clear assessment of the special interest, character, and appearance that justified the designation of the area as a Conservation Area. It also includes some broad design guidelines that will aid all concerned in their efforts to preserve or enhance the character of the conservation area.
- 1.4 It is intended that each profile document will provide a sound basis, defensible on appeal, for the development plan policies and development control decisions, and for the guidance of residents and developers.
- 1.5 It will also form the groundwork for subsequent Conservation Area Studies. The next stage will be the production of more detailed design guidelines where necessary in consultation with Councillors, the Hammersmith and Fulham Historic Buildings Group, Fulham Society, Hammersmith Society and other local groups. These will be followed by the preparation of policy documents for the preservation or enhancement of the conservation area, which will be the subject of local consultation.
- 1.6 The profiles and subsequent design guidelines will form supplementary planning guidance and will support the Council's statutory Unitary Development Plan which sets out the planning policy framework for the development of the borough and development control decisions. Policy EN2 relates to conservation areas and makes specific reference to the Character Profiles. They will constitute material planning considerations in the determination of planning applications.

- 1.7 The Government's document (PPG 15) "Planning Policy Guidance: Planning and the Historic Environment" advises local authorities on how to operate the legislation, emphasising that: -  
*"It is the quality and interest of areas, rather than that of individual buildings, which should be the prime consideration in identifying conservation areas. There has been increasing recognition in recent years that our experience of a historic area depends on much more than the quality of individual buildings - on the historic layout of property boundaries and thoroughfares; on a particular 'mix' of uses; on characteristic materials; on appropriate scaling and detailing of contemporary buildings; on the quality of advertisements, shopfronts, street furniture and hard and soft surfaces; on vistas along streets and between buildings; and on the extent to which traffic intrudes and limits pedestrian use of spaces between buildings. Conservation area designation should be seen as the means of recognising the importance of all these factors and of ensuring that conservation policy addresses the quality of townscape in its broadest sense as well as the protection of individual buildings."*
- 1.8 This intention is reinforced by English Heritage in their document "Conservation Area Practice" which recognises that: -  
*"As the number of conservation areas continues to grow, the criteria for their designation are being looked at more critically."*  
It is, therefore, even more important than before that there should be a clear definition, recorded in some detail, of what constitutes the special architectural or historic interest that warranted the designation of every conservation area.
- 1.9 The designation of an area as a Conservation Area has other benefits beyond the protection of buildings and the design of the area. It enables other policies such as biodiversity and smarter streets to be developed for the conservation area, and acts as a focus for the formation and development of Residents Associations and Neighbourhood Watch.
- 1.10 So, in line with the guidance given by both the Government and English Heritage, this conservation area profile will aim to define the character of the conservation area on the basis of an analysis of all or some of the following criteria: -
- origins and development of the street patterns, the lie of the land;
  - archaeological significance and potential of the area, including any scheduled ancient monuments;
  - architectural and historic quality, character and coherence of the buildings, both listed and unlisted, and the contribution which they make to the special interest of the area;
  - character and hierarchy of spaces, and townscape quality;
  - prevalent and traditional building materials for buildings, walls and surfaces;

- contribution made to the character of the area by greens or green spaces, trees, hedges and other natural or cultivated elements;
- prevailing (or former) uses within the area and their historic patronage, and the influence of these on the plan form and building types;
- relationship of the built environment to landscape/townscape including definition of significant landmarks, vistas and panoramas, where appropriate;
- extent of any loss, intrusion, or damage that has occurred since designation;
- existence of any opportunity sites;
- unlisted buildings which make a positive contribution to the conservation area according to English Heritage's criteria.

## **2 DESIGNATION**

- 2.1 Brook Green Conservation Area was initially designated in March 1971, but subsequent additions in April 1974, August 1981 and February 1988 have considerably extended the original area. Since designation, further control for many buildings has been applied through the application of Article 4 Directions in October 1977; November 1982; and December 1984; which remove the building owners' permitted development rights to alter front roofs and gables; to alter the front elevations; to create a vehicular hard standing; to erect or alter boundary gates, fences or walls; to paint the exterior brickwork and stucco; or to erect a porch.
- 2.2 The conservation area was further extended on 7 March 2006 to include buildings on the north side of Hammersmith Road, rationalising the boundary by including King's House, Latymer Court and its ground floor retail units, EMI House and Vineyard House. This will act as a means of controlling the design quality of replacement windows and shopfronts, particularly within the important 1934 Latymer Court Art Deco style buildings.

## **3 CONSERVATION AREA BOUNDARY**

- 3.1 The conservation area boundary can be seen on Plan 1. It extends from the north west corner of the former Osram site east along the rear boundaries of Lena Gardens, Sterndale Road and Blythe Road to the centre line of Girdlers Road. From there north to the centre line of Blythe Road continuing east to include Nos. 46 to 52 and 2A Hazlitt Road, then north as far as the rear boundaries of Sinclair Road. It then turns south along the centre of Maclise Road, Beaconsfield Terrace Road and Blythe Road to the rear boundary of Blythe House, turning west as far as Brook Green, south to Hammersmith Road, then west again along the middle of Hammersmith Road to the rear boundaries of buildings on the east side of Hammersmith Broadway and Shepherd's Bush Road. From there north as far as the library, then up the centre of the road to Hythe House and west to the rear boundaries of buildings on the west side as far as the north boundary of the former Osram site.

- 3.2 The conservation area is adjoined on the south east by Gunter Estate Conservation Area; on the south west by Hammersmith Broadway Conservation Area, on the north west by Melrose Conservation Area, on the north by Lakeside / Sinclair / Blythe Conservation Area, and on the east by Olympia and Avonmore Conservation Area.

#### **4 BRIEF HISTORY OF THE CONSERVATION AREA**

- 4.1 The Brook Green Conservation Area contains within its boundaries one of the more historically interesting and architecturally rich areas of the borough. The hamlet of Brook Green was established by the 16th Century, originating as an outlying farm or grange to a manor, or as a small freehold estate. The area was originally marshland with a brook running through, and where an annual fair was held until 1823. The name is first mentioned in 1493 in association with a, probably man made, tributary of the Stamford Brook called Black Bull Ditch or Parr's Ditch which flowed through the Green, issuing into the Thames south of Chancellor's Wharf where it formed the boundary between Hammersmith and Fulham. The brook became polluted with waste from nearby brick fields, was eventually covered, and finally converted to a sewer in 1876.
- 4.2 From the 18th to the Mid 19th Century the area north and south of Brook Green was extensively used for market gardening. The land on the north side of Hammersmith Road, beyond the conservation area boundary and now occupied by Olympia, had previously been Lee and Kennedy's nursery gardens, which had covered 18 acres of a former vineyard. In response to the fashionable demand for new and exotic plants the nursery introduced hundreds of plant varieties now regarded as common place, most notably the fuchsia from Chile, standard roses from France, pelargonium geraniums, buddleia globosa, the yellow azalea, and the blue alpine primrose.
- 4.3 Brook Green did not begin to be desirable for suburban expansion until the 1850s, the maps of the Early 19th Century clearly showing the rural nature of the area, with only the southern side of Brook Green being extensively developed. The largest proportion of properties in the conservation area were built during the Late 19th Century as a response to improved transport links in the area and to increased pressure for housing.
- 4.4 A Catholic presence was not re-established in the area until 1669, when Frances Bedingfield and a community of English nuns returned from exile in Munich to set up a convent at the Great House in Hammersmith on the site of what is now the Sacred Heart Convent and Girls' School at the south west corner of the conservation area. The education of Catholic girls was intermittent on the site from this time until the present school was built in 1875 and established on a permanent basis under the Society of the Sacred Heart in 1893. A large influx of Irish immigrants to the east of the conservation area in the Mid 19th Century brought a new Catholic expansion. Eagle House, a large mansion on the south west side of the Green, was occupied by St. Vincent's in 1859, and later became a girls' orphanage. A boys' orphanage, St. Joseph's Home, was opened in Bute Gardens in the 1850's, and another girls' home was opened in 1892 on the site of Montague House. Just outside the eastern boundary of the conservation area, near the junction with Hammersmith Road, was Brook Green House, opened in 1760 as a school for girls called 'The Ark'. This was expanded as an orphanage for boys and girls by 1784,

became the Catholic Poor Schools Committee College in 1847 and was eventually demolished in 1974. The R.C. Holy Trinity Church and St. Joseph's Almshouses, built in 1851, remain as evidence of this earlier Catholic involvement.

## **5 CHARACTER AND APPEARANCE**

- 5.1 This conservation area is centred on Brook Green, a relatively small but attractive and much valued open space that was once the centre of the separate hamlet of Brook Green. The Green itself is fronted by a mixture of residential and semi-public buildings, but the streets leading off are largely residential. On the edges of the conservation area are large buildings in public or commercial use. Although a large number of the buildings are of brick, and date from the Late 19th Century, there are also many examples of Late 20th Century buildings that are generally in harmony with their surroundings. The south west corner of the conservation area west of Wolverton Gardens falls within the Hammersmith Creek, Broadway and Queen Caroline Street Archaeological Priority Area, where evidence of 17th Century occupation and earlier has been found. The site of the former West London Hospital and the southern part of the Convent and School of the Sacred Heart are within this area.
- 5.2 Brook Green Conservation Area still contains buildings which predate the first Ordnance Survey of the area which was carried out in 1863-65. They are concentrated in three areas; around the south east end of the Green; at what was its mid-crossing point of Masboro Road and Cornwall Road, now renamed Caithness Road and Rowan Road; and north of Hammersmith Road at Elm Grove, now renamed Bute Gardens. There have been other changes in road names since the Mid 19th Century; the section of Hammersmith Road between the Broadway and Brook Green previously having been known as King Street East; and the section of Shepherd's Bush Road between the Broadway and Brook Green previously having been known as Brook Green Lane, and later Brook Green Road.
- 5.3 The conservation area can be split into sub-areas for the purposes of the character assessment in order to distinguish areas of similar character and similar periods of development as shown on Plan 1. These are defined as: -
- A. Brook Green and the buildings fronting onto it.
  - B. Buildings on, and west of, Shepherd's Bush Road.
  - C. Streets north of the Green.
  - D. Streets south of the Green.
  - E. Blythe House and nearby streets.
  - F. Buildings on, and north of, Hammersmith Road.
- A. Brook Green and the buildings fronting onto it.**
- 5.4 The core of the conservation area centres on the Brook Green open space and its frontage buildings. The area is primarily residential in character, but contains several ecclesiastical buildings and schools, which reflect its importance to the wider community. Brook Green is still an area where historic influences prevail and it is essential that this should be encouraged to continue.

- 5.5 Brook Green open space (identified as OS16 in the UDP) is an important local and visual amenity as it is the only public open space in the Brook Green and Addison Wards, providing leisure and recreational facilities to local residents. The public open space (4.1 acres to the east of Shepherd's Bush Road and 0.5 acres west of the road known as Little Brook Green) is Common Land. It is divided into areas where different recreational activities take place. The main part of the Green east of Shepherd's Bush Road is predominantly grassed but there are some public tennis courts opposite the northern end of Luxemburg Gardens, and a well equipped children's playground opposite Augustine Road. The facilities on the Green are actively used, both by the residents and others. Numerous items of street furniture are located on and around the Green, most of which are of a reasonable standard and are compatible with the adjacent properties.
- 5.6 Around Brook Green and in the surrounding area are a wide variety of fine mature trees, many of which are the subject of tree preservation orders. On the Green itself are many magnificent mature London Plane trees, several important Elms and newly planted specimens all of which are important landscape and townscape elements of high amenity value. The majority of the buildings on Brook Green have small well-maintained and attractively planted front gardens enclosed by walls or railings. These gardens are important components of the open character of the Green.
- 5.7 The scale and massing of the buildings fronting Brook Green directly affect the enclosure, visual identity, robustness and microclimate of the Green, all of these elements are significant character components. These buildings are predominantly three storey, with a few two storey and four storey and the occasional five storey plus.
- 5.8 The majority of the buildings which face directly onto Brook Green were constructed in the period 1860-1916, though some are earlier, and a number of Post World War II buildings are also evident, e.g. St Paul's Girls' School swimming pool, Mercers Place and Plane Tree Court. The buildings which are under educational and ecclesiastical uses add significantly to the architectural integrity and character of the Green's environment, and stand apart visually from their residential neighbours. St Paul's Girls' School playing fields, to the south of the Green and between Shepherds Bush Road and Luxemburg Gardens are the largest private open space within the conservation area (0.46 hectares identified as OS37 in the UDP). They are an important asset providing an open element in an otherwise densely built part of the conservation area.
- 5.9 Several of these buildings facing the Green have a particular character of their own, being developed very much on an individual basis in accordance with their associated uses. Examples of these are the Grade II statutory listed St Paul's Girls' School and Holy Trinity R.C. Church and the locally listed former Synagogue. The buildings add variety of use and architectural value without infringing the cohesive quality of their neighbouring residential properties.
- 5.10 The residential properties on Brook Green consist mainly of similarly detailed terraces, some of which are included in the Council's local list of Buildings of Merit. Their similar vertical rhythms, fenestration and materials reinforce the cohesive nature of these groups.

- 5.11 Phoenix Lodge Mansions, on the south side of Brook Green at the corner of Shepherd's Bush Road, is a Late 19th Century four storey red brick development included in the Council's local list of Buildings of Merit. It has five blocks, the earlier three adjoining blocks are of uniform design, having stone string courses at floor, sill and fanlight level, full width balconies with metal railings and stone brackets, decorated stucco parapets, and a tiled roof line punctuated by tall chimney stacks, gables and corner turrets with cupolas. The later two adjoining blocks, further south facing onto Shepherds Bush Road, are of a complementary but less elaborate design.
- 5.12 Queen's Mansions, No. 12 Brook Green at the corner of Luxemburg Gardens, dated 1896, is also a locally listed red brick block of four storeys and attic, but is more elaborately detailed with stone window dressings, string courses, balustrades and pediments. The slate roof has stepped and scrolled gables with large segmental headed windows, and tall slender chimney stacks.
- 5.13 No. 13 (The Queen's Head P.H.), originally a Mid 18th Century villa, and known as the Maiden Queen's Head in 1775, is a two storey locally listed Building of Merit of yellow stock brick, with a projecting stucco parapet cornice. It is three windows wide, with a ground floor pubfront in the form of two canted bays with a central entrance door.
- 5.14 Nos. 15, 16 & 17 are large Late 19th Century three storey red brick buildings with attics. The slate roofs have paired dormers, and a deep very elaborate stucco coved eaves with incised classical leaf decoration. They have stucco entrance doorcases, window dressings and large canted bays through ground and first floor, all with pilasters with freely interpreted capitals. First floor windows have crenellated copings and incised panels.
- 5.15 Nos. 18 & 19 Brook Green are Early 19th Century Grade II listed houses of three storeys with semi-basement and each has an attic behind a parapet. They are yellow stock brick, each three sashes wide, with a fourth in a slightly recessed side wing. Entrance doors have a flight of steps and semi-circular fanlights.
- 5.16 St Paul's Girls' School, listed Grade II, is a symmetrical red brick and stone composition by Gerald Horsley built between 1903 & 1911. It is all set on a stone plinth containing a semi-basement. The central three storey entrance block is of three bays, each two windows wide, the central one of stone projects forward with a large round-headed entrance arch, niche between first floor windows, and large round-headed window at second floor, all surmounted by a heavy ornamented segmental pediment. At each end are tall single storey wings with three large windows set under a gable with a centrally placed segmental-headed sculpture panel. These are linked to the central block by a single storey four window bay with dormered slate mansards. All ranges have tall red brick chimney stacks with stone banding. The boundary gates, wall and railings are also listed, as is the Gustav Holst Music Wing annex built in 1913 on the corner of Rowan Road which has similar materials and detailing. This was named in honour of the composer who had been Music Director at the school from 1905, and was where he wrote several suites including 'The Planets', 'The St Paul's Suite' (1913) and 'The Brook Green Suite' (1933). The east bay of the central block bears an English Heritage Blue Plaque with the inscription

“GUSTAV HOLST 1874 – 1934 Composer wrote ‘The Planets’ and taught here”. This school and annex are on the site of The Grange and Dr. Iles' Almshouses. The swimming pool annex to the west of Luxemburg Gardens replaced Bute House and Eagle House. There is also a brown plaque on one of the boundary gate piers inscribed “Actor *Henry Irving* (John Henry Brodribb) 1838 – 1905 Lived on this site 1881 – 1889”. Sir Henry Irving, English actor and theatre manager had lived in The Grange before it was demolished to make way for the school. His Shakespearean productions, particularly those at the Lyceum Theatre, Wellington Street, won him the first knighthood awarded to an actor (1895) and he is buried in Westminster Abbey. See 5.49 for details of High Mistress’s House, No. 48 Rowan Road which is a Grade II listed building by the same architect.

- 5.17 Nos. 26 to 39 (consec.) are a locally listed group of Mid 19th Century houses of three storeys and semi-basement, grouped in twos and fours. They are of brown brick and slate roofs with overhanging eaves. Nos. 26 to 29 are taller and grander, with banded stucco basement, elaborate window dressings and eaves brackets, Doric entrance porches and cast iron leaf pattern window balconettes. The other houses have stuccoed ground floors and string course at second floor sill level. The removal of some front boundary walls has detracted from the overall effect.
- 5.18 Holy Trinity Roman Catholic Church, built in the Decorated Gothic style in 1851 to a design by William Wardell, with a later spire by J.A. Hansom, is a Grade II\* listed building of ragstone with ashlar dressings and steeply pitched slate roof.
- 5.19 To the rear of the church are the two storey Parish Hall and Nos. 1 to 4 (consec.) St Joseph's Alms Houses which are of similar style and materials, and were probably also by Wardell and built in 1851. The composition of church, parish hall and alms houses gives a 'village green' character to this end of Brook Green where the open space is at its narrowest. This is further enhanced by the positioning of two K2 red cast iron telephone kiosks on the Green. They are also statutory listed Grade II, and add significantly to the character and appearance of this part of the conservation area, particularly when approaching from Hammersmith Road. The Sacred Heart Catholic Junior School at the rear of this group of buildings has been replaced by a well designed modern building that respects the mature trees on the site and sits within newly landscaped playgrounds.
- 5.20 The buildings fronting the north side of the Green are predominantly residential, but at the eastern end opposite the church is the former Education Division Office, previously St. Joseph's School, now refurbished as offices. It is a large three storey yellow stock brick building of eight windows wide. The original Early 19th Century building has been much altered and extended in the Late 19th Century and more recent past, when much of the upper floor was rebuilt. Three original round headed sashes survive on the left of the ground floor, and there is a narrow central projecting bay containing an entrance porch with a soft red brick round headed arch surmounted by a first floor stone niche. It is included on the Council's local list of Buildings of Merit, as is the adjoining Oxford Gate, a large timber porte-cochere with fretted barge boards and central finial which is attached to a modern single storey arcaded yellow stock brick building with hipped tiled roof.

- 5.21 No. 51 is a two storey Early 19th Century house with Late 19th Century alterations to the front elevation, which is now rendered and painted and is also a Building of Merit. It is of much smaller scale than the adjoining Mid 19th Century terraces of locally listed buildings, Nos. 52 to 54 (consec.) and 55 to 57 (consec.), which are three storeys with attics and semi-basements. They are yellow stock brick, with slate roofs and have stucco basements, window surrounds, string course, eaves cornice, and canted bays through basement and ground floor (and first floor of No. 55). Each house is divided at roof level by a massive chimney stack almost the full width of the party wall. No. 56 is listed Grade II because it has an L.C.C. blue plaque to Sir Frank Short (1857-1945), engraver and painter who lived there.
- 5.22 No. 58 (Aynhoe Mansions) on the corner of Aynhoe Road is a Late 19th Century four storey block of red-brown brick with attics in a slate mansard with gables, dormers and corner turret similar, but less elaborately detailed, to the mansion blocks on the south side of the Green. It is also included in the Council's local list of Buildings of Merit.
- 5.23 No. 59 (The French School), and formerly "High House" built in 1893, is another locally listed Building of Merit, unusual in that it has classical Georgian detailing and proportions, but uses Late 19th Century materials. The front elevation is yellow stock brick with a banded ground floor, moulded window surrounds, full height pilasters and dentil eaves cornice of red brick where stucco would be expected. It is of three storeys and basement, five windows wide, with a central flat hooded entrance door, slate mansard roof with pedimented gables and Queen Anne influenced shaped Dutch gables on the flank walls. The side elevation to Aynhoe Road has a dark plum brick on the upper floors and a projecting chimney stack with vertical red brick bands. Pevsner considered this to be the best building on the north side of the Green.
- 5.24 The former West Kensington & Hammersmith Synagogue (No. 71) was built in 1890, with a west extension in 1896, to replace an earlier one on the same site. It is also included on the Council's local list of Buildings of Merit and is now occupied by The Chinese Church in London. The front elevation is an impressive red brick composition of five windows surmounted by a large gable, flanked by two storey, two windowed, wings with parapets. The large central entrance doorway is set within a Romanesque recessed porch, above which are three large cambered headed windows and above these three recessed brick panels. The adjoining Late 19th Century brown brick terrace, Nos. 72 to 80 (consec.), is three storeys with semi-basement and slate roof. They all have stuccoed window dressings and canted bays through ground floor and basement, and small front gardens with cast iron area railings. No. 75 has a blue plaque commemorating the foundation of the Distressed Gentlefolk Aid Association there in 1891.
- 5.25 On the corner of Augustine Road is No. 81, an attractive Late 19th and Late 20th Century three storey red brick building with a tiled roof and large stepped gable supported on scroll brackets below which the ground and first floor windows are set within depressed arches. It has an octagonal corner turret with an ogee cupola and weather vane. The adjoining terrace of three storey houses, Nos. 82 to 91 (consec.), is of more traditional design. They are red brick with tiled roofs, the second floors rendered and painted. No. 84 has a G.L.C. blue plaque commemorating The Silver Studio established there in 1880 by the designers

Arthur, Rex and Harry Silver. Nos. 92 & 93 are similar in age and style, but project forward as a corner feature at the junction with Dunsany Road. They have large bays through ground and first floor, and No. 93 has an attic storey with small dormers and a large scrolled and pedimented gable.

- 5.26 At the western end of Brook Green is the locally listed No. 101. It is an Early 19th Century two storey brown brick house, with stuccoed front, parapet and a central Tuscan porch, to which has been added Mid 19th Century canted bays joined by an over-sailing hipped slate roof.
- 5.27 The traffic on Brook Green operates on a one-way system, and a number of traffic controls have been introduced in order to stem the flow of heavy goods vehicles and improve access to the Green. Controlled parking measures are in place, as is a traffic calming system. A number of formal pedestrian paths have been laid in order to improve access across the Green and to prevent the further erosion of the Green itself. The main problems arising from the traffic conditions include noise and exhaust pollution, reduced visual amenity and safety considerations. A new parking scheme being introduced in 2004 should reduce these problems.
- 5.28 Surrounding the Green are various road junctions and lanes, which provide important views in and out of the Green. Rear elevations and gardens are also visible. Additions such as rear and roof extensions have, in some cases, significantly altered the massing and architectural integrity of properties and this has had a detrimental effect upon the conservation area's character.
- 5.29 The extensive views along and across the Green, especially to Holy Trinity R.C. Church and St Paul's Girls' School, are a major attraction of the area.

## **B Buildings on, and west of, Shepherd's Bush Road.**

- 5.30 The buildings west of Shepherd's Bush Road were included in the conservation area in February 1988 because of their architectural and historic merit as well as being an important element of the Green's setting. "Little Brook Green", a small triangle of the Green within this area, acts as a physical and visual link with the main part of the Green to the east beyond the busy Shepherd's Bush Road.
- 5.31 Included in this group of buildings is the Grade II listed "Citroen" Building (No. 184) which was built in 1916 by C. H. Heathcote & Sons of Manchester for the Ford Motor Company, probably as its first industrial building in the London area acting as a motor service depot and showroom. It has three storeys and basement, and was one of the first in this country to have a complete reinforced concrete frame (which can be seen on the side elevation). The main facade is of brown brick with full height brick pilasters, having sunken panels, stepped cement enrichment at floor levels and terminating in festooned cartouches. The pilasters separate the nine bays, which have recessed metal framed windows with mullions, glazing bars, and orange brick flat arches. The roof line has orange brick sunken panels beneath projecting modillion cornice with brick blocking course and central rectangular painted cement pediment flanked by scrolled consoles. The

depot was taken over by Citroen in 1926, was later used by the Stationery Office, and is now a storage facility.

- 5.32 Adjoining the north side of the former Citroen building is a cast iron open-work box standard with lantern and a small length of Greek key pattern cast iron railings attached to a brick pier with herringbone panel. These, and the adjoining rectangular brick gatehouse, originally formed part of the security gate to the Ford building (1916), and are statutory listed Grade II. Unfortunately the original gates and southern pier have long since disappeared.
- 5.33 The tower of the former Osram building (included on the Council's local list of Buildings of Merit) adjoins the north side of the listed gatehouse. It has been retained and incorporated into the newly constructed Tesco retail store, which has four floors of flats above, giving a bulk similar in scale to the building that it has replaced. The Osram factory, which made electric light bulb filaments, had previously replaced the original police station building on the south corner of the site, built around 1838. The development work for Osram began in 1893 at the north of the site, with the biggest expansion taking place in 1908 to the north of the tower. The seven storey Osram tower itself was built in 1920-21, to a design by John S. Quilter & Son, using classical detailing on the Portland stone window dressings and cornice. An historically interesting feature of this landmark tower, above the octagon, is a metal sculpture on the copper cupola that depicts the movement of the atom and the "OSRAM" lettering that was once illuminated.
- 5.34 Unfortunately, the loss of the small terrace of Mid 19th Century houses, Nos. 174 to 180 (even), to make way for the open carpark next to the new supermarket, and the poor design of the carpark entrance, have severely damaged the quality of this part of the conservation area.
- 5.35 Sandwiched between the supermarket carpark site and Shepherd's Bush Road are the small two storey properties in Barb Mews, which are used for both residential and commercial purposes. They have simple brick and plaster detailing, but a number of alterations at ground floor level for commercial purposes have now altered the previous predominantly residential character of the street. Barb Mews and the two rows of shops in Shepherd's Bush Road north of the Green help to complete the enclosure of the north west corner of the Green.
- 5.36 A few of Nos. 144 to 150 & 156 to 168 (even), and many of Nos. 107 to 129 (odd), Shepherd's Bush Road still retain their original shopfront details including consoles, pilasters, stallrisers, and cornices. A feature of the upper floors is the stucco window and cornice detailing. Eagle Terrace, Nos. 109 to 129 (odd) are included in the Council's local list of Buildings of Merit.
- 5.37 Nos. 170 & 172, the Brook Green Hotel is also a Building of Merit. It is an impressive corner building of three storeys and slate mansard with dormers and domed corner turret. It is of brown brick with stucco window details, string courses and balustraded and finialed parapet, and has a good original ground floor pubfront with pilasters and engaged Corinthian columns, those flanking the round-headed entrance doorways being polished

granite. It was built as a hotel in 1886 and has been refurbished as a hotel above a public house.

- 5.38 South of the former Citroen building is a locally listed building No. 186 (former Brook Green School). The single storey building has a gable end onto Shepherd's Bush Road, the main elevation facing south onto the former playground. This has four gables with painted timber moulded pediments projecting up beyond the eaves of the red tiled roof. The walls are yellow stock brick with simple brick detailing on the window surrounds and eaves cornice. The building was extended for use as offices and studios in 2005 and additional buildings of a similar scale inserted along the western boundary of the site.
- 5.39 The site of No. 192 has been redeveloped with the new Hammersmith Fire Station, a large four storey, eight bay building which closes off the conservation area.

### **C Streets north of the Green.**

- 5.40 The streets north of the Green were added to the conservation area in 1981 because of their townscape value and to safeguard views in and out of the Green. A variety of residential properties ranging from cottages to large town houses and a few mansion blocks can be found along the streets. The variety is usually between different streets, or between terraces on individual streets. However, an overall homogeneity of design and architectural features contributes to the area's character. The predominant building materials are red and brown stock brick.
- 5.41 The majority of properties are three storey and two storey terraces, with four storey mansion blocks on Haarlem Road. The area is almost entirely residential and of Late 19th Century construction. Dunsany Road, Haarlem Road, Augustine Road, Souldern Road and part of Caithness Road comprise similar uniform terraces of two storeys at the front in red brick and three storeys at the rear. Roof slopes are generally unaltered except for one terrace in Caithness Road, which has front roof extensions. Applegarth Road, Aynhoe Road, and much of Caithness Road are made up of three storey houses, mostly in continuous uniform terraces of stock brick. The exceptions are Nos. 1 to 12 (consec.) Caithness Road, a fine set of Mid 19th Century semi-detached villas in painted stucco, and Girdlers Road, which has large semi-detached houses.
- 5.42 Within the northern area Crofton Lodge (No. 24 Caithness Road), Nos. 1 to 25 Lionel Mansions and Nos. 1 to 8 Stafford Mansions (Haarlem Road) are included in the Council's local list of Buildings of Merit. Crofton Lodge is an unusual three storey yellow stock brick Late 19th Century building with a parapet and flat roof, red brick string courses and window arches and an attached tower rising octagonally on the first floor and round through second and third floors. Lionel Mansions is an 1891 three storey corner block with a fourth storey of steep 'Dutch' gables and dormers in the roof space. It is red brick with a slate roof and brick canted bays through the lower two or three floors. The gables and wall above the two storey bays, and side parapet, are rendered and painted white. Stafford Mansions is a larger, similar block of 1891, but with painted brickwork. The eastern section nearest to Lionel Mansions has a large stepped gable with two sashes set in a depressed arch.

## **D Streets south of the Green.**

- 5.43 These streets form part of the original conservation area. Within the southern area there are several Grade II statutory listed buildings and locally listed Buildings of Merit.
- 5.44 Nos. 3 to 11(odd) Bute Gardens are Grade II Early to Mid 19th Century detached and semi-detached villas. They are two storey stucco with hipped slate roofs and sash windows with glazing bars and moulded surrounds. All have slight variations of detail on a common theme; No. 3 is very plain with a central entrance door with semi-circular fanlight; Nos. 5 & 7 are semi-detached with side entrances and front French windows under cambered depressed arches; No. 9 has a central projecting Doric entrance porch; and No. 11 has giant pilasters.
- 5.45 Nos. 17 and 23 to 37 (odd) Bute Gardens are two storey villas included on the Council's local list of Buildings of Merit. No. 17 is a Mid 19th Century brown brick house with slate shallow hipped roof, red brick window dressings, long and short quoins and bracket eaves cornice. Above the central entrance door with segmental arched fanlight is a window that unfortunately has had the sill removed and the opening bricked in. Nos. 23 to 37 are a symmetrical group of Mid 19th Century paired villas. They are two storey brown brick with slate shallow hipped roofs and stucco window surrounds. The two outer pairs have giant rusticated stucco pilasters, the two inner pairs have stucco long and short quoins. Nos. 51 to 59 (odd) Bute Gardens form a terrace of largely unaltered Mid 19th Century two storey Gothic cottages.
- 5.46 The houses in Wolverton Gardens are unusual in their diverse range of designs. They are two storey Late 19th Century red brick buildings with slate roofs and painted reconstituted stone lintels, sills, keystones, cornices etc. Nos. 2 to 6 (even) are included on the Council's local list of Buildings of Merit. No. 2 has a central entrance doorcase with brackets and ball finials and a first floor oriel window surmounted by a conical spired turret, a left side square bay and right side canted bay. No. 4 has a central projecting Doric portico, left side square bay under a gable with barge board, and right side canted bay with ground floor pediment and pyramidal roof. No. 6 has details similar to those of No. 2. Nos. 8 & 10 are an unusual symmetrical pair, having both simplified Gothic detailing in the form of pointed arched headed windows and entrance doors, and Classical pilasters with Corinthian capitals. The doors are grouped together under a shallow gabled porch with semi-circular arch and the central paired first floor windows are surmounted by a slightly projecting arched gable. They have canted bays with fish-tail tiled pyramidal roofs in front of tall gables.
- 5.47 Nos. 1 to 6 (consec.) Rowan Terrace are an attractive row of Early 19th Century (post 1830) two storey yellow stock brick cottages with a stucco dentil parapet cornice included on the Council's local list of Buildings of Merit. Each has two sash windows with Georgian glazing bars and panelled front door with rectangular fanlight. They have small well planted and maintained front gardens, and the character of the terrace is enhanced by the lack of vehicular access.

- 5.48 Nos. 8 to 46 (even) Rowan Road are a Grade II terrace of Early to Mid 19th Century linked villas. They are two storey yellow stock brick with shallow hipped slate roofs. Each has giant pilasters with one sash window, the entrance door being in the side link block. Ground floors have French doors with marginal glazing, and many of the houses still retain their Regency blind boxes. The essayist, critic and poet Leigh Hunt lived at No. 16 (formerly No. 9 Cornwall Road) from 1851 until his death in 1859, during which time Charles Dickens and the American writer Nathaniel Hawthorne visited him.
- 5.49 No. 48, adjoining the northern end, is a Grade II listed two storey red brick building dating from 1913, designed by Gerald Horsley in the Queen Anne style but with Arts & Crafts details. The building has a steep hipped slate roof with hipped dormers and tall stone capped chimney stacks. The front elevation has wide slate hung canted bays and a central entrance doorway with a projecting segmental arched hood. The windows are all multi-paned timber casements. It was built as the High Mistress's House for St. Paul's Girls' School, and is listed on account of its high quality of design and its strong group value.
- 5.50 Luxemburg Gardens is a Late 19th Century terrace of three storey red brick fronted houses, the uniformity of which is well maintained except for two houses which have painted brickwork and the removal of one front bay.
- 5.51 The majority of the properties within this sub-area have well maintained front gardens, which enhance their aesthetic value. The road layout enables many rear gardens and rear building elevations to be visible. From these points it can clearly be seen that a number of unsympathetic rear and roof extensions have altered the original character of the properties and collectively the conservation area's character.
- 5.52 Most of the roads in the sub-area operate on a one-way system, which helps to alleviate the traffic problem. Car parking controls have been introduced, and this reduces the problems of traffic congestion, visual intrusion, and noise and air pollution; but it by no means eradicates them.

## **E Blythe House and nearby streets.**

- 5.53 This sub-area was added to the conservation area in February 1988.
- 5.54 Blythe House, formerly the Post Office Savings Bank Headquarters, together with its porter's lodge, lamp standards, boundary walls, gates & railings, is a Grade II listed building. It was designed by Sir Henry Tanner in 1899 to 1903, and contributes significantly to the character and townscape of the sub-area. An east wing was added in 1920. The building is now used by three national museums as a depository. Its imposing red brick and stone facade on Blythe Road, rich in architectural ornament and with a front elevation of symmetrical design, has forward projecting central and end bays supporting a clock tower and twin towers in Renaissance style. The building, of five storeys and semi-basement, is of a considerably larger scale and massing than that of the surrounding properties, promoting its individuality and importance as a landmark. The ground floor and semi-basement act as a plinth and contain the central main entrance in the style of a stone triumphal arch with banded Doric pilasters and voussoirs, the centre arch surmounted by a shallow pediment. The main cornice is above the second floor, supported on giant stone pilasters through the first and second floors. Above this are two highly enriched attic floors with stone towers, cupolas, oculus windows, pediments, pilasters and dormers, which give the visual impression of a completely independent Classical building positioned on the roof of the building below. The gates to the east elevation commemorate the centenary of the Post Office Savings Bank in 1961. At the rear of the building is a very tall square red brick chimney stack with stone detailing giving it the appearance of a campanile. It is a major landmark visible from long distances.
- 5.55 Attached to the eastern end of the main building is the Grade II listed West Kensington Post Office & Delivery Office on Blythe Road, built in a similar style in 1903-4. This one and two storey building makes a worthwhile contribution to the character of the sub-area.
- 5.56 The other buildings in the area include a mixture of large residential properties, shops with residential above, and mews properties. They were constructed in the Late 19th Century and all have similar architectural elements, including vertical emphasis and detail of window surrounds. Some elevations have been altered by the addition of extensions to front roof slopes.
- 5.57 A number of the shopfronts on Blythe Road still retain their original features including console brackets, pilasters, cornice and fascia details. Where the original shopfronts have been removed their replacements detract from the visual character of the area. Other detrimental elements include the modern telephone kiosks in front of the Post Office building, roof extensions, satellite antennae, and the unsympathetic addition of modern lift towers to the side and rear of Blythe House.

## **F Buildings on, and north of, Hammersmith Road.**

- 5.58 The scale and massing of the buildings on Hammersmith Road, which are considerably greater than those on the residential streets leading to Brook Green, acts as a defined edge to the conservation area and a buffer against the heavy flows of traffic and the modern buildings on the southern side of Hammersmith Road and Broadway. They include the Convent and School of the Sacred Heart; the former West London Hospital; the T. A. Centre, King's House, Latymer Court, Colet Court, Vineyard House and EMI House.
- 5.59 No. 212, the Convent and School of the Sacred Heart, is a Grade II\* listed building on the site of the earlier Great House and Cupola House. The site was first taken over in 1669 by English Catholic nuns called The Institute of the Blessed Virgin Mary, and later by a community of Benedictine nuns from Dunkirk who set up a school for young Catholic girls in 1795 that lasted until 1863. J. F. Bentley designed the current buildings, which date from 1875 onwards, in free Tudor style. Most are three storeys, and are red brick with Culton stone dressings and tiled roofs. The chapel in the south east corner of the site has four pairs of traceried windows with buttresses between, and a large south window of the same style. The other buildings all have ranges of tall chimney stacks and are linked by a single storey cloister. A modern extension in the south west corner of the site is of matching red brick and presents a gable end to the Hammersmith Road similar in proportions to the chapel.
- 5.60 Adjoining the school playing fields, on the east side of Shepherd's Bush Road, is the Carnegie Central Library, which is a Grade II listed building designed by Henry T. Hare and built in 1905. It is a symmetrical composition of two storeys in red brick with Portland stone detailing and a slate roof with central cupola. The central range of red brick has an arched stone doorway with a cambered open pediment and rusticated Tuscan columns and is flanked by two small windows with stone pediments and surrounds. The first floor has a full width stone Ionic colonnade with full height leaded light windows and two round headed niches with sculptures of Shakespeare and Milton. On either side are projecting pavilions in Portland stone with Palladian windows on the first floor, surmounted by open pediments. These in turn are flanked by stone elliptical arched gateways.
- 5.61 Immediately to the east of the school, on the corner of Bute Gardens, are Nos. 204 & 206, which are included in the Council's local list of Buildings of Merit. No. 206 is an elaborately detailed Late 19th Century red brick building of four storeys and attic. The tall, stone faced ground floor has a string course, round-headed windows set in depressed arches with keystones, a corner round-headed entrance door and large impressive Classical doorcase with rusticated Tuscan pilasters, open pediment and cartouche. The splayed corner above the entrance has a stone oriel window through second and third floors, surmounted by an ogee dome and weather vane finial. The red tiled roof has tall chimney stacks and a large shaped stone dressed gable on the south and west elevations, each with a slightly differently detailed small oculus window. The south elevation has a transom window with stone surround and a wide shallow canted stone oriel window through first, second and third floors asymmetrically beneath the gable. To the right is a doorway to the

upper floors surmounted by stone dressed staircase windows, the first floor one surmounted by a pediment, second floor oculus with keystone, and a tall transom window on the upper floor.

- 5.62 No. 204 is a smaller Late 19th Century three storey red brick building with hipped slate roof and attic with small gabled dormers. The side entrance door has a rectangular fanlight and Classical stone doorcase with pilasters, entablature and consoles. The upper floors have stone string courses and window dressings, those on the first floor with segmental pediments. The ground floor has a modern shopfront.
- 5.63 Views from Hammersmith Road into the conservation area along Bute Gardens, and Rowan Road show statutory and local listed properties, and unusually, along Wolverton Gardens the rear elevations of the terrace Nos. 1 to 21 (consec.) Luxemburg Gardens.
- 5.64 The former West London Hospital, founded in Elm Tree House, is included on the local list of Buildings of Merit. The buildings have been redeveloped behind the retained façade of the western Victorian building, now used as offices. The Hammersmith Road boundary has sturdy cast iron railings and gates that have been retained and restored. Within the boundary, at the junction of Bute Gardens and Hammersmith Road, is a drinking fountain of Classical design. The basin, which is currently unusable, is set beneath a round-headed niche, and between two panelled pedestals. The adjoining buildings to the east, as far as the junction with Wolverton Gardens, have been replaced by a modern office block, and modern residential properties occupy the rear of the site.
- 5.65 The retained main façade of the hospital on Hammersmith Road is of three storeys and semi-basement in red brick with stucco string courses, banding and eaves brackets, and a slate roof with tall red brick chimney stacks with recessed panels and stucco bracketed caps. The symmetrical composition is eleven windows wide, the two ends and centre one within projecting pavilions with stucco quoins. The central pavilion has a rusticated stucco ground floor, first and second floor tripartite windows, and pediment with oculus window. It contains the main entrance double doors, surmounted by a segmental fanlight and flat stucco hood with consoles, approached by a flight of stone steps. The other ground and first floor windows all have soft red round-headed arches.
- 5.66 No. 194 is a small double fronted Building of Merit that relates in style and size to Nos. 2 to 10 (even) Wolverton Gardens, rather than the adjoining taller buildings fronting Hammersmith Road. It is two storeys with attic, of red brick with stucco window dressings and slate roof with twin-dormers.
- 5.67 Nos. 190 & 192 form the entrance building to the Territorial Army Centre. It is an Early 20th Century three storey red brick Building of Merit with an attic in a slate mansard roof with dormers. The front elevation, of five windows wide, is Georgian in style with flush segmental headed sashes with architraves and glazing bars. The central entrance doorway has double panelled doors within a stone doorcase surmounted by a first floor balcony with cast iron railings. The inscription "PRINCESS LOUISE KENSINGTON REGIMENT" is visible in old hand painted letters between the first and second floor windows. The front

boundary has tall cast iron railings and gates set between brick piers and dwarf walls. At the rear is the large drill hall.

- 5.68 Immediately adjoining to the east is No. 188, a Grade II listed building dating originally from around 1820, but substantially modified between 1850 & 1860, when taken over by the Constitutional Club. It is two storeys of yellow stock brick, with a slate roof behind a parapet with decorative moulded dentil cornice. The symmetrical composition of five windows has a central bay of three windows breaking forward slightly from shallow reveals, which in turn project forward from lower subordinate flanking wings. The ground floor has a wide central four panelled entrance door with semi-circular fanlight, and wide stucco porch with four Corinthian columns and pilasters supporting decorated cambered lintels, stone balcony and cast iron railings. The brickwork and central window above the balcony are recessed within a large semi-circular arch. The rear elevation has a large bay.
- 5.69 Nos. 184 & 186 are a three storey Late 19th Century stock brick pair of houses, the front elevation of which is red brick with stucco bracketed parapet cornice, window dressings and string courses. They have paired stucco entrance porches with Corinthian capitals and consoles. No. 186 has a canted bay through ground and first floor, and No. 184 has a similar square bay. It also has a later sheer-faced attic storey.
- 5.70 No. 182 is a three storey Mid 18th Century building on the west corner of Rowan Road of yellow stock brick with stucco parapet cornice, quoins and window surrounds. The ground floor is stuccoed below a first floor string course.
- 5.71 On the east corner of Rowan Road is No. 174, King's House, an 8 storey Late 20th Century office building with continuous horizontal glazing and brise-soleil on the upper floors. It is built on the site of the King's Theatre by W G R Sprague, opened in December 1902 and demolished in 1963.
- 5.72 Adjoining King's House is Latymer Court, a massive Art Deco complex built in 1934 on the site of several Victorian semi-detached villas originally known as Latymer Cottages. The architect was Gordon Jeeves of Hanover Square and his publicity brochure claimed:- "Latymer Court is the Largest Single Block of Flats which has been erected in Europe. It has been designed in the most Modern Style to provide 360 Flats in a position of unique accessibility with every refinement so as to afford the maximum of comfort combined with the minimum of labour at a most favourable rental"
- The Hammersmith Road elevation of the building is 52 windows wide, but is skilfully articulated by being subdivided visually into 6 bays by a series of full height white clad canted bay windows in groups of 3 and 4. It is 8 storeys high, with a 9th storey on the forward projecting end bays of 9 windows wide. The ground and first floors have been designed as a Portland stone faced plinth above which are 5 floors of pale red brickwork and a red clay tiled mansard attic floor. The 2nd and 7th floor of the wings and the 6th floor of the lower central section have banded courses in the brickwork. The roofscape is topped by a series of massive brick chimney stacks. All of the windows are original Crittall metal casements subdivided into horizontal panes by glazing bars. The ground floor of the Hammersmith Road frontage contains a series of small shop units (identified in

the Council's UDP as Protected Shopping Parade & Cluster 11) designed as an integral part of the complex with shopfronts separated into 3 groups by the two grand main entrances to the flats above, each entrance in the form of 3 round headed arches extending through ground and first floors. No. 142 still retains its original shopfront. Beyond the Hammersmith Road block is a parallel block of similar size and design linked to it by short perpendicular link blocks between which are 5 private garden areas, all served by a private vehicular road.

- 5.73 To the east, beyond Latymer Court, is the Grade II listed Colet Court, built in 1890 as a preparatory school for St. Paul's School. The red brick and terracotta building, designed by H. W. Spauld in Tudor style, is of three tall storeys with semi-basement and attic with pedimented dormers. The red tiled roof has tall Tudor style chimney stacks. The asymmetrical elevation has ten windows with mullions and transoms, some in bays. The main entrance doorway on the left side is set within the base of a tower topped by crenellations and a tall hipped roof, and is approached by a long flight of fan shaped stone steps. The front boundary has wrought iron railings set between piers on a red brick dwarf wall, with terracotta caps and copings, complementary to the style of the building. The building has been refurbished and is now used as offices.
- 5.74 On the corner of Hammersmith Road and Brook Green are Vineyard House and EMI House, two Late 20th Century office buildings of 6 storeys, connected by a glass link block. They both have a Portland stone clad ground floor and red brick upper floors with giant Tuscan pilasters from first to fourth floors supporting a Portland stone cornice. The fifth floor has a deep Portland stone coping and the corner of Vineyard House is canted with a full height Portland stone recessed panel. Their classical details and overall bulk complement Lyric House on the south side of Hammersmith Road in the Gunter Estate Conservation Area.

## **6 BROAD DESIGN GUIDELINES**

- 6.1 The previous section described the character of the conservation area looking at individual buildings, groups of buildings and the general townscape. This section identifies key components that define the character, or those which affect it, suggesting broad design guidelines to deal with each one.
- 6.2 Piecemeal changes to individual properties, when considered cumulatively, can have a severely negative affect on the special character and appearance of an area. The following section outlines factors the Council considers important in preserving the character of an area through encouraging good practice. Not all the alterations and works listed below require planning permission or conservation area consent.  
*(This is set out in a general leaflet for this conservation area, which residents should have received through their door. Alternatively, it is available from the Council at the address on PAGE 1).*
- 6.3 In respect of the highway and its infrastructure the constraints on local government expenditure and the duty to maintain a safe surface means that priority cannot be given to providing historical materials or upgrading or altering street furniture.

## **Uses**

- 6.4 Our experience of the particular mix of uses within a historic area helps us determine its character. This is in addition to the quality of its individual buildings and local townscape. The balance of uses within a conservation area is, therefore, important in defining its character, particularly if they reflect the historic development of the area. Conservation Area designation is seen as the means of recognising the importance of such factors and in ensuring that appropriate policies are adopted to address the preservation or enhancement of such character by maintaining the balance of uses where it exists.
- 6.5 All non-residential uses will normally be resisted particularly in sub-areas C, Streets north of the Green & D, Streets south of the Green. Sub-areas A, Brook Green and the buildings fronting onto it; B Buildings on, and west, of Shepherd's Bush Road; and E, Blythe House and nearby streets, consist of mixed uses, but there will still be a requirement to retain residential uses in these areas. Sub-area F, Buildings on, and north of, Hammersmith Road, consists largely of commercial or educational uses.

## **Alterations to Buildings**

- 6.6 The physical character of the conservation area is derived in part from the groups of terraces and their uniform appearance and form. Alterations to buildings can have a particularly damaging effect on this, destroying the area's character. The scale, massing, rhythm and architectural character of the buildings within a street are key elements in defining its character. Extensions and alterations to properties should not have a significant visual effect upon their scale, massing, rhythm and architectural character when seen from the street or any public space and should not be excessive additions to the properties.
- 6.7 The character of the conservation area is also derived from its distinctive street pattern and plot layout, which give clues to the historical development of the area. Protection of the building line and pattern of the older streets is very important in preserving and enhancing the area's character.

## **Roof Extensions**

- 6.8 Front roof extensions are generally considered unacceptable and will only be permitted if the property is within a terrace that has been significantly impaired by front roof extensions.
- 6.9 The design of any rear roof extension should be sympathetic to the character of the conservation area. Where they are visible from the street, including long views, then particular attention will need to be paid to their appearance. In some cases, high visibility of the rear roof of properties may prohibit a roof extension where it would have a detrimental effect on the character of the conservation area.
- 6.10 Where traditional materials remain in place repairs or alterations to roofs and dormer windows should use matching traditional materials, i.e. slate, lead and timber. The reinstatement of traditional materials to roofs is encouraged whenever the opportunity arises.

- 6.11 Existing roof lines should not be disturbed. Raising the height of the ridge to accommodate greater internal ceiling height is considered unacceptable. Original features such as decorative ridge roof tiles, finials, crestings, cast iron gutters and down pipes, original roofing materials and their pattern should all be retained.
- 6.12 The demolition of original chimney stacks that are visible from the street or a public space is considered to be a material alteration to the roofscape and shape of a dwellinghouse. Their removal requires planning permission and should be resisted. Similarly, original chimney pots should not be removed.
- 6.13 Modern additions such as satellite dishes, T.V. aerials, roof-lights and vents should be as inconspicuous as possible. They will not be permitted where they would be visually obtrusive and where alternative locations are possible. Satellite dishes should be placed at roof level behind the chimney stack. Enclosed water tanks and air conditioning units on roofs should be avoided.

#### **Rear Extensions**

- 6.14 The design and materials of rear extensions should be in keeping with the architectural character of the existing property and should have a minimal impact on, and integrate successfully with, the building concerned. Rear extensions should meet all planning standards in the Unitary Development Plan, and when they require planning permission, will be considered on their own individual merit.
- 6.15 Rear building lines should respect and take into account the value of rear gardens as private amenity space, as being of landscape value, and as areas providing the opportunity for biodiversity. Extensions should not, therefore, extend right up to the rear boundary of the property or dominate the rear garden.
- 6.16 Rear extensions should never dominate the main building, not extend more than half of the width of the main building or rise higher than one storey below the original eaves or parapet line.
- 6.17 Rear roof terraces cut into the slates of the rear extensions require planning permission, and should be resisted.

#### **Lightwells Associated with Basement Rooms**

- 6.18 Front gardens define the edge of the public realm and contribute to the street scene. They form an important element of the character of most of the Borough's streets and terraces and, when planted, provide a welcome greening of an otherwise hard urban environment. When the houses were built the inclusion of front gardens was regarded as adding status and, if kept in good order, improving privacy and the overall appearance of the properties. The Council encourages the retention and maintenance of planted front gardens.
- 6.19 The creation of lightwells by the excavation of all or part of the front garden of a residential property to provide windows to basements to increase the light to basement

rooms requires planning permission, as does the enlargement of an existing lightwell. Where there is no tradition of a lightwell in a particular property or street the introduction of an over-large, visible and inappropriately designed lightwell could be harmful to the appearance of an area. This has a negative impact and will not normally be permitted where the lightwell would take up more than 50% of the front garden or would result in the loss of a substantial part of any planted area of the front gardens that forms an integral part of the design of the street or terrace.

- 6.20 However, a sensitively designed and proportioned lightwell that is in accordance with the Council's approved 'Design Guidelines for Lightwells associated with Basement Rooms' may be acceptable. In such cases, it would not be appropriate to include the addition of protective railings around the edge of the lightwell as they would add unnecessary clutter to the appearance of the front garden and street scene. Instead, ingress to the lightwell should be prevented by the addition of either horizontal glazing or a horizontal grille over the lightwell and/or the reintroduction of metal railings around the front boundary of the property. Where the lightwell is used as a means of escape it must incorporate a metal ladder and the grille must be capable of being opened by one hand as someone holds onto the ladder with the other.

#### **Brickwork, Render and Painting**

- 6.21 Properties' external brick or stone walls should be retained in their original condition and should not be painted, rendered or clad in any material.
- 6.22 Existing brick or stone elevations including chimney stacks should be properly maintained and appropriate repointing undertaken where necessary (usually with lime based mortar in a flush finish). If a property's brickwork or stonework has been painted, rendered or clad, advice should be sought from the Council regarding the removal of the paint, render or cladding. A less satisfactory alternative, in the case of paint, is that the property could be repainted in matt finish paint of a colour to match the original brick.
- 6.23 Properties that have original unpainted stucco rendering, or have stucco mouldings, should preferably be left in their original state and specialist advice should be sought where re-rendering or repairs are necessary. Where render or stucco is painted, it should be repainted an appropriate matt colour to imitate stone using Keim Mineral Paint, Granital System or a similar breathable paint. In the case of mouldings it may be appropriate to use white, pale or pastel shades rather than vivid colours.
- 6.24 Terracotta tiles or decorative panels should not be painted. Those that have been painted should be carefully cleaned after seeking advice from the Council.

#### **Windows and Original Features**

- 6.25 Original architectural features such as timber sash or casement windows, panelled doors, decorative stucco, moulded window surrounds, door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable, owners are encouraged to reinstate these with exact replicas, or where features are missing, recreate them using traditional or matching designs and traditional materials.

- 6.26 Owners of properties with unsuitable replacement windows, including PVCu (plastic) windows, should be encouraged to change them for those of a more appropriate design and materials to match the originals when an opportunity arises.

### **Other Additions**

- 6.27 Gutters, rainwater pipes and soil pipes should be replaced, when necessary, in their original form and material. The use of PVCu (plastic) is inappropriate on buildings within conservation areas, and should be discouraged.
- 6.28 The positioning of gas and electricity meters on external walls of buildings within conservation areas should be avoided. If absolutely necessary, their location should be carefully considered to minimise their visual impact upon the building and townscape quality of an area.
- 6.29 The routing of external cables for telephone, T.V., alarms etc., and the location of alarm boxes, gas flues, air conditioning units etc. on external walls should be carefully considered so that they are located away from important architectural details to minimise their visual effect on the appearance of the building on which they are located, and the townscape quality of an area.
- 6.30 Satellite dishes will not be permitted where they would be visually obtrusive and where alternative locations are possible. Further detailed guidelines may be helpful in ensuring that they do not have a negative impact upon the character of the conservation area.

### **Building Line**

- 6.31 The frontages on either side of a street define an enclosed space that is in a critical relationship to the scale of the buildings. This relationship can sometimes be lost by redevelopment breaking the rhythm of the elevations, spaces, entrances and fenestration patterns. Any new development in the future should respect the dominant building line within a street, and the general rhythm of the facades, conforming to the height and alignment of the existing frontage.
- 6.32 The building line of the rear of buildings, often with a repetitive pattern of original subordinately designed rear extensions, can also be important as can its relationship with gardens. It should be maintained as much as is possible throughout the conservation area by the careful design of any new extensions to the rear.

### **Height**

- 6.33 The conservation area has a diverse mix of building heights. Residential buildings to the north and south of the Green range from two to four storeys, but there is also a wide spread distribution of taller commercial, retail, educational and mansion block buildings of four and five storeys such as Blythe House in the north east corner, the Tesco store in the north west, and Colet Court and the adjoining office buildings in the south. The eight and nine storeys of the Latymer Court flats dominate the conservation area from the north side of Hammersmith Road. However, it is the lower residential terraces which give the central part of the conservation area a domestic scale. It is important, therefore, that any new development should respect the general building heights in each area.

### **Boundary Treatment**

- 6.34 19th and Early 20th Century buildings were designed with a mix of front boundary treatments, varying from the earlier style of metal railings on a stone plinth with matching gates, to the later style of low brick walls with stone copings (simple flat blocks or more distinctively moulded) surmounted by metal railings or panels, and matching gates all flanked by stone or terracotta capped piers, and hedges, or a combination of these. They are important in defining the character of the area and visually uniting the streets and terraces. Where the original boundary railings, gates, walls or piers remain in front of properties they should all be retained, repaired, and kept in good condition.
- 6.35 Alterations to, or removal of, original or traditional front walls and railings and their footings should be avoided as this has a visually detrimental effect upon the building and conservation area.
- 6.36 Where properties have lost all boundary structures so that they no longer have boundary definition the rhythm and enclosure of the street is spoilt. The boundary railings/walls that are missing should be replaced to their correct design and height, together with matching gates where appropriate, or in the later buildings a low brick wall of an appropriate and sympathetic design and materials should be provided. This is particularly important where they will strengthen the original uniformity of the development. Owners of properties where there are inappropriately designed walls or fences at the boundary will also be encouraged to replace them to the correct design and height, so that they no longer have a negative effect upon the appearance of the conservation area. Hedge planting and greenery in front gardens is also important, both visually in softening the streetscape and because of its biodiversity value, and should be retained wherever possible.
- 6.37 It is considered that in the majority of cases black or dark green is the most appropriate colour to paint metal railings and gates, but wherever possible the original colour scheme should be investigated. Invisible Green (Dulux Colour Reference 8406 G78Y) is often used.
- 6.38 Bin, cycle or meter enclosures in front gardens can often be unsightly features unsuitable within conservation areas, where they could detract from the appearance of the streetscape. In positions where they might be acceptable, the height and size of such enclosures should be designed in proportion to the height of the boundary treatment and the size of the garden. The use of traditional materials such as timber and brick to match the main building is preferred. They should never open directly onto the highway, and in streets and terraces with traditional front boundary railings or walls, should not form a new opening through them.
- 6.39 Where a building is on a corner site its flank boundary can be of equal visual importance to the front boundary. Traditionally the side boundary is often of a plainer form such as a simple stock brick wall, possibly with contrasting coloured brick string courses and coping stones, or a timber fence, but in some cases it continues the elaborate treatment of the front boundary around the side of the building. A simple timber garden door or garage doors may be incorporated into the side boundary treatment. It is important that the original

design is respected, retained and repaired where necessary, as the appearance of the flanks of corner buildings have a major visual impact upon the local street scene. Any new structure over one metre in height on a boundary adjoining the highway would require planning permission.

- 6.40 Occasionally rear boundary walls or fences are also visible from public areas, and in such cases the effect of their appearance should also be considered. Any new structure over 2 metres in height would require planning permission.

#### **Forecourt Parking & Vehicular Crossovers**

- 6.41 There is considerable parking pressure within the Borough, which has resulted in an increased demand for forecourt parking. This can have a detrimental effect on the character and amenity value of the streetscape and should be avoided wherever possible. The introduction of hard-standings for forecourt parking results in the loss of front gardens and their features, boundary treatments and the sense of enclosure these give, and damages the uniform appearance of terraces and groups of houses.
- 6.42 The London Assembly has carried out a study that shows that front gardens equivalent to an area of about 12 square miles have been paved over within the city. The London front garden, mostly set back from the road behind a low brick wall, was known for its neatly clipped privet hedge, bedding plants and patch of lawn, but the trend to pave over the garden to provide forecourt parking is increasing the possibility of flash floods and increased local temperature. The result is a dirtier environment, a reduced amount of greenery in the city, and more car noise and pollution. The more the ground is covered by hard surfaces, the less rainfall will soak into the ground, and drains will overflow, discharging into rivers and putting extra pressure on the already overloaded Victorian sewerage and drainage systems. The creation of a vehicular access will, therefore, be resisted where the proposal will be detrimental to the environment of the area or where it will be likely to affect road and pedestrian safety or reduce the level of available on-street parking.
- 6.43 The creation of forecourt parking can result in the loss of on-street parking. This increases the potential for on-street parking stress, which can result in double parking and obstruction of the highway. This has a serious consequential effect on the health and safety of local residents, both directly and indirectly through the obstruction of emergency/social service vehicles. The maintenance of a safe and attractive environment for pedestrians and cyclists is also of primary importance and vehicular access to properties via footway crossovers conflicts with these aims. Consent for permanent crossovers and new vehicle access is needed under highway legislation. In considering a request for crossovers under highway powers, the Council will likewise give particular attention to safety requirements.

#### **Disabled Access**

- 6.44 The Council will support dignified and easy access for disabled people to and within historic buildings and public spaces. Suitable access for disabled people, which does not compromise a building's special interest, can normally be achieved if treated as part of an integrated review of access requirements for all visitors or users, and if a flexible and

pragmatic approach is taken. All new or replacement shopfronts should comply with DDA requirements and should not incorporate a step at the entrance.

### **Landscape and Floorscape**

- 6.45 It is not only an area's buildings but also the streets and spaces between them that are important to the character of an area. It is important that the roads and pavements form a neutral setting for the buildings within the conservation area. The materials used to pave footways and other surfaces are of prime importance especially in conservation areas. High quality natural materials such as York stone and granite setts can greatly add to the visual interest of an area.
- 6.46 There is a mix of footpath finishes within Brook Green Conservation Area. Footpaths should be of uniform materials, ideally traditional, which are visually distinguishable from the road surface (which should ideally be black tar-macadam, unless original cobbles or setts exist). They should be visually subordinate within the townscape, providing a coherent character throughout the conservation area.
- 6.47 All original granite kerb stones and areas of historic stone paving should be kept if practicable where they form part of a significant composite scheme. Any works affecting these surfaces should be made good, reusing wherever possible the original materials, or if this is not possible, using matching materials and traditional construction techniques.
- 6.48 Ideally new paving should be large rectangular slabs of York stone or artificial stone of a uniform colour laid in a traditional interlocking pattern.
- 6.49 The Council has adopted the use of blue tactile paving surfaces where necessary at pedestrian crossings. Utmost care and attention to detail is required to ensure that tactile paving and its associated dropped kerbs are seamlessly integrated into the surrounding paving and the context of the wider floorscape.
- 6.50 Any highway management schemes including vehicle crossovers should be of materials sympathetic to their surroundings and should be properly 'joined' to the surrounding footpaths/roads. All work on the highway should be carried out in accordance with the Council's street design guide "Street Smart" which promotes high quality design related to local character.

### **Street Furniture**

- 6.51 The Council is committed to improving the street scene. The aim is to promote high quality design and to eliminate visual clutter by removing redundant items of street furniture.
- 6.52 The conservation area would benefit from the installation of more sympathetically designed lighting columns and lanterns should the opportunity arise.
- 6.53 Historic cast iron bollards add to the visual character of an area and should be retained where they have survived. Damaged originals can often be repaired and reused, but where this is not possible an original bollard can be used to model new castings for replicas

which can then also be used where additional bollards are required to reinforce local distinctiveness. Where a conservation area has no original bollards, and generally throughout the Borough, all unsatisfactory modern bollards will be replaced with a special newly designed 'Hammersmith Bollard' that has been adopted by the Council to be used as the standard. The use of all other bollards will be discontinued. Stainless steel bollards will be limited to specially designated schemes.

6.54 Careful consideration should be given to the number and location of street signs, so as to avoid clutter. These should be reviewed with a view to reducing the number of columns by fixing signs to lamp posts etc.

6.55 The few remaining cast iron or enamel street name plates should if possible be retained.

#### **Overhead Telephone Lines**

6.56 Overhead telephone lines are very intrusive to the amenity value of streetscape and are particularly inappropriate within conservation areas. British Telecom has been persuaded to place lines underground within some architecturally sensitive areas of the Borough. The Council will encourage further removal of overhead lines when an opportunity arises to improve the amenity value of its streets and to provide more space along footpaths for the planting of additional street trees.

#### **Continuity and Historic Names**

6.57 The Council considers the retention of the old names of sites and properties within the conservation area to be desirable. This would enable the historic identity and continuity of areas to be preserved. The names of historic or locally important developments and their associated signage and features should be kept. This is particularly relevant to public houses. Historic names and associations should also be taken into account in the naming of any new developments.

6.58 The Council would also like to see, and will encourage, the inclusion of date plaques on any new developments. This would provide interesting features in the townscape and points of reference for the future. Where appropriate a plaque could be placed on public houses or other buildings of historic significance, giving the original date, interesting historic associations and the old name if it has been changed.

#### **Opportunity Sites**

6.59 Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment. It is considered that the following are opportunity sites:-

- Tesco carpark fronting the west side of Brook Green;
- Various unsympathetically designed modernised shop fronts.

6.60 Redevelopment will be judged against criteria suitable for a conservation area. New buildings should contribute positively to the visual quality of the area, and preserve or enhance the character and appearance of the area.

- 6.61 In considering proposals for new buildings in conservation areas, amongst the principal concerns should be the appropriateness of the mass, scale of the architectural elements and its relationship with its context. A good new building should be in harmony with, or complementary to, its neighbours having regard to the pattern, rhythm, details and materials of the surrounding development in the conservation area. A new building that does not respect its context is not a good building.

### **Landmarks**

- 6.62 There are several distinct landmarks within this conservation area. The largest are Latymer Court in Hammersmith Road and Blythe House, the former Post Office Savings Bank in Blythe Road. Others are the Sacred Heart Convent and School, the former West London Hospital and Colet Court on Hammersmith Road; the Carnegie Central Library and the Osram Tower on Shepherds Bush Road; and St. Paul's Girls' School and Holy Trinity Church on the south side of Brook Green.
- 6.63 Where the landmarks make a positive contribution to the character or appearance of the conservation area, every effort should be made to retain these as focal points.

### **Setting of the Conservation Area**

- 6.64 The setting of a conservation area is important in defining its character and appearance. Any development or alterations to properties affecting the setting of the conservation area should take full account of its character and appearance, and should preserve or enhance it.

### **Views**

- 6.65 The relationship of the built environment to identified landmarks and the setting of more uniform and consistent townscape, will give rise to significant vistas and panoramas which contribute to the character of the area. Great care should be taken to ensure that these key views are maintained and any new development within the view corridors does not adversely affect the views. The existence, and importance, of these views should help determine the appropriate height of new development in the conservation area. Similarly, the height and location of new buildings outside the conservation area can have important implications with regard to the quality of views into and out of the conservation area.
- 6.66 There are important views into, out of and within the conservation area that show the diversity of the bulk and form of the buildings along the west and south boundaries and around the Green. Also important are the views of the more uniform roads of terraced housing along the north boundary and between Brook Green and Hammersmith Road.

### **Open Spaces**

- 6.67 Public and private open spaces within a conservation area have a major visual and amenity value and impact upon the character of what would otherwise be densely developed land by providing an open aspect within a built up area. Many open spaces within the Borough's conservation areas are identified within the Council's UDP as Nature Conservation Areas or Metropolitan Open Spaces. They are not only visually important, but also offer areas for recreation and contemplation, for protection of wild fauna and flora, and the opportunity for biodiversity.

6.68 The Brook Green and Little Brook Green public open spaces form the central core of the conservation area. They have an important amenity value, (see 5.5 above) as do the large private open spaces associated with the schools within the conservation area.

### **Trees**

6.69 There are significant mature private trees of value to the townscape in the conservation area, very many of which are the subject of Tree Preservation Orders. All trees in a conservation area, including those in rear gardens, are protected. Owners are urged to look after trees on their land and plant new ones in order to ensure a continuing stock of mature trees for future generations and to provide an opportunity for biodiversity.

6.70 A programme of planting should be initiated where appropriate to ensure there is new stock to replace these in the future.

6.71 Planting street trees will be considered throughout the conservation area where they would make a positive contribution to the street scene and where underground services allow sufficient space to accommodate them.

6.72 The Council encourages the retention and maintenance of trees and shrub planting along boundaries of properties where they exist, as they enhance views and provide an opportunity for biodiversity.

### **Advertisement Hoardings**

6.73 Advertisement hoardings are not substitutes for suitable boundary treatments. Where temporary permissions exist, and the hoardings detract from the amenity of the area, the Council will resist the renewal of these permissions.

6.74 There are no authorised advertisement hoardings within the conservation area, and the erection of any advertisement hoardings within the Brook Green Conservation Area will be resisted because of their detrimental effect upon its predominantly residential character.

6.75 Careful consideration will be given to limiting the size, number and level of signs on the commercial properties in the conservation area.

### **Shop Surrounds**

6.76 Usually, groups of shops within a terrace were originally unified in appearance by having their shopfronts installed within well designed surrounds common to each shop within the terrace. The Council considers that it is important to repair or reinstate each shop surround to match its original appearance and in addition to match the original colour scheme where this is known.

6.77 Shopfronts are set within a shop surround or framework that is based upon the structure of classical architecture. Its elements consist of vertical columns (or pilasters) supporting a horizontal lintel (or entablature). Each pilaster has a base, a shaft and a capital, and is usually topped by an ornamental moulded corbel bracket and finial. Between the pilasters, usually limited to the height of the corbel brackets, is an entablature. This consists of a

small architrave immediately above the shopfront, above which is the fascia containing the name or trade of the shopkeeper and above this is a projecting cornice. The top of the cornice usually has a lead flashing that divides the shopfront from the upper floors of the front elevation of the building, and to direct rainwater away from the shopfront.

### **Shopfronts**

- 6.78 The removal or alteration of historically and architectural interesting shopfronts (particularly ones original to their building) will be resisted and, where they have been removed, restoration encouraged.
- 6.79 Where parts of an original shopfront have been removed in the past, but surviving original elements and architectural features still remain, they should be retained. In such situations, the removal of inappropriate modern elements of the shopfronts will be encouraged together with the careful incorporation of the remaining traditional features into a high quality designed restoration of the original shopfront.
- 6.80 New shopfronts in conservation areas should incorporate appropriate high quality designs and materials (such as painted softwood or bronze, iron and render) suitable for the period and architectural style of the building concerned, and should achieve a satisfactory visual relationship between the ground floor and the rest of the building. The scale and design of the shopfront needs to be carefully considered using proportion, detailing (including vertical and horizontal subdivision) and materials that have an affinity with the building. Coated aluminium or steel will only be acceptable if the design of the shopfront is in keeping with the character of the building and enhances the conservation area.
- 6.81 Shopfronts spanning more than one original shop unit should not disrupt the vertical emphasis by the removal of intermediate pilasters or corbel brackets that originally divided the individual shop units. Where these features are missing the unity and rhythm of a terrace is destroyed. Structural divisions within the upper floors of a building should be seen to continue down through the shopfront to the ground floor in the form of pilasters.

### **Shop Fascias, Signage and Lighting**

- 6.82 In the interests of amenity, the design of advertising on shopfronts should respect and enhance the character and appearance of the conservation area and use appropriate materials of high quality. It is important for fascia panels and shop signs to be integrated into the design of a shopfront and its building as a whole and to be sympathetic in form and scale. They should be no larger than the height of the corbel brackets at the top of the pilasters, and positioned below the cornice line. New fascia panels should not be in the form of deep applied panels projecting from the face of the surrounding framework.
- 6.83 Existing architectural details should not be obscured, and the highest point of the fascia should never be above the perceived floor level of the first floor. Under no circumstances should a fascia obscure the original sills or bottom parts of the first floor windows, nor should the windows be shortened to accommodate an over-large fascia. The temptation to conceal a suspended ceiling in the shop unit by increasing the depth of the fascia sign should be resisted. A visually more pleasing solution is to set the false ceiling back from

the glazing line possibly behind an obscured or coloured glass top-light, or metal grille. Fascia panels should not extend uninterrupted across a number of distinct buildings, but instead should be divided by pilasters and corbel brackets in order to respect the width of individual building frontages.

- 6.84 When replacing or renewing a fascia, shopkeepers should always investigate whether the original fascia remains intact behind a later applied addition. Where the original remains it should be repaired and redecorated, where it has been removed consideration should be given to whether the scale of the proposed new fascia is correct, relative to the other elements of the shop surround, and if necessary it should be reduced in size to correctly align with other properties in the terrace and the original fascia position.
- 6.85 The most appropriate form of fascia for properties within a conservation area is a traditional painted fascia board. Fascia signs should be simple and should only state the name or trade of the premises. If possible the street number should be included. The size of the lettering should be related to the area of the fascia.
- 6.86 Internally illuminated box fascias and signs are considered to be inappropriate for shops within conservation areas. If illumination is appropriate, it should be external through the discrete use of swan neck lamps or light troughs or occasionally by the use of individual halo illuminated letters or neon letters. Gilded letters on a fascia sign can be visually prominent and particularly effective at night. Externally illuminated painted fascias are preferred. All signs and particularly any type of illuminated sign, should be carefully integrated into the shopfront as a whole not designed as stand alone items.
- 6.87 Similarly, consent will not usually be granted to install internally illuminated projecting box signs. If a projecting sign is required it should take the form of a traditional painted board, and should be attached to the pilaster at fascia level if the fixing can avoid ornamental moulded corbel brackets or other decorative architectural features. Where this is not possible, other locations for projecting signs may be considered acceptable, such as on the fascia, but positioning should always allow for at least 2.5 metre height clearance below the sign... All projecting signs should be perpendicular to the fascia and should be suspended from a traditional horizontal bar and bracket which if required could incorporate light fittings. Only one projecting sign per shop will be allowed, where two shops share a single bay it is expected that shopkeepers should co-operate to produce a sign incorporating the details of both businesses. High level signs and banner adverts will not be permitted.
- 6.88 A traditional hanging sign, externally illuminated if necessary, is preferred and with its fixings should be located at fascia height, on the pilaster in a position where it would not damage or obscure decorative original features such as console brackets or pilaster capitals, or if this is not possible, then on the end of the fascia next to the pilaster.

### **Shop Security Shutters and Canopies**

- 6.89 Security grilles, where absolutely necessary, should be open mesh and ideally located internally. Solid roller shutters should be resisted except where the window display remains visible and the door only is shuttered, or the shopfront is an open type e.g. greengrocers. Shutter boxes should always be located internally behind the shopfront.
- 6.90 Where canopies are required they should be traditionally designed and located straight canvas canopies capable of full retraction. Modern plastic or PVCu canopies or Dutch blinds are not appropriate within conservation areas and will be resisted. Architectural details should not be obscured or removed and care should be taken to ensure that size, shape and position of canopies are appropriate to the building.

## **6 OTHER RELEVANT DOCUMENTS**

Street Improvements in Historic Areas; English Heritage, August 1993.

PPG15: Planning Policy Guidance: Planning and the Historic Environment; Department of the Environment/Department of National Heritage, September 1994.

Conservation Area Practice: English Heritage Guidance on the Management of Conservation Areas; English Heritage, October 1995.

Traffic Advisory Leaflet 1/96: Traffic Management in Historic Areas; The Department of Transport & English Heritage, January 1996.

London Terrace Houses 1660 – 1860: A Guide to Alterations and Extensions; English Heritage, February 1996.

British Standard: BS 7913:1998: Guide to the Principles of the Conservation of Historic Buildings.

Streets For All: A Guide to the Management of London's Streets; English Heritage, March 2000.

Power of Place: The Future of the Historic Environment; English Heritage, December 2000.

Building Regulations and Historic Buildings: Balancing the needs for energy conservation with those of building conservation: an Interim Guidance Note on the application of Part L; English Heritage, September 2002.

The Unitary Development Plan: London Borough of Hammersmith & Fulham, adopted August 2003.

The London Plan: Spatial Development Strategy for Greater London; Greater London Authority, February 2004.

Street Smart: A Guide to Designing & Maintaining the Streetscape; London Borough of Hammersmith & Fulham, Summer 2005

Conservation Principles: For the Sustainable Management of the Historic Environment; English Heritage, February 2006.

## **8 STATUTORY LISTED BUILDINGS IN THE CONSERVATION AREA**

Building	Grade
<b>Blythe Road</b>	
No.23 Blythe House, (former Post Office Savings Bank HQ) & Porter's Lodge, lamp standards, boundary walls, gates & railings West Kensington Post Office & Delivery Office	II
<b>Brook Green</b>	
Nos. 18 & 19	II
St. Paul's Girls' School, Gustav Holst Music Wing and boundary railings	II
Holy Trinity R.C. Church	II*
Parish Hall and Nos. 1 to 4 (consec.) St. Joseph's Alms Houses	II
No. 56 Brook Green and Two K2 Telephone Kiosks on the Green	II
<b>Bute Gardens</b>	
Nos. 3 to 11 (odd)	II
<b>Hammersmith Road</b>	
No. 100 (Colet Court)	II
No. 188 Hammersmith Road	II
Nos. 208 to 212 (Convent & School of the Sacred Heart)	II*
<b>Rowan Road</b>	
Nos. 8 to 46 (even)	II
No. 48 (High Mistress's House)	II
<b>Shepherd's Bush Road</b>	
No. 184 (Citroen Building) and adjoining lamp standard, railings and gate-house Carnegie Central Library	II II

## 9 BUILDINGS OF MERIT IN THE CONSERVATION AREA

### **Aynhoe Road**

Aynhoe Mansions (Nos. 1 to 21 consec.)

### **Brook Green**

Phoenix Lodge Mansions (Nos. 1 to 32 consec.)

Nos. 5 (Wilfred Wood Court)

Queen's Mansions (Nos. 1 to 12 consec.)

No. 13 (Queen's Head P.H.)

Nos. 15 to 17 (consec.)

Nos. 26 to 39 (consec.)

No. 50 (former Education Division Office)

Oxford Gate entrance-building & No. 51

Nos. 52 to 55 (consec.) & 57

No. 59 (French School)

No. 71 (former West Kensington & Hammersmith Synagogue)  
No. 101

**Bute Gardens**

Nos. 17, 23 to 37 (odd)

**Caithness Road**

No. 24 (Crofton Lodge)

**Haarlem Road**

Lionel Mansions (Nos. 1 to 25 consec.)

Stafford Mansions (Nos. 1 to 8 consec.)

**Hammersmith Road**

Nos. 182, 190 to 194 (even)

Nos. 200 & 202 (former West London Hospital) & Drinking Fountain

Nos. 204 & 206

**Rowan Terrace**

Nos. 1 to 6 (consec.)

**Shepherd's Bush Road**

Nos. 109 to 129 (odd) Eagle Terrace

Nos. 170 & 172 (Brook Green Hotel)

No. 182 (Tower and South Wing of former Osram Factory)

No. 186 (former Brook Green School)

**Wolverton Gardens**

Nos. 2 to 6 (consec.)

**10 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA**

Planning permission is needed for most forms of development, including many building alterations. However, in order to prevent unnecessary interference in more straightforward work the "Town and Country Planning (General Permitted Development) Order 1995" grants a general planning permission for some types of development, including some alterations to dwelling houses. Because even these more simple developments can harm the character and appearance of a conservation area, Local Planning Authorities can remove these permitted development rights. This is done by the Council making a Direction under Article 4 of the General Permitted Development Order.

The Article 4 Directions and properties affected are listed below:

**Brook Green No.1 (1977)**

Bute Gardens Nos. 44 to 54 (even)  
Rowan Road Nos. 21 to 31 (odd)  
Wolverton Gardens No. 32

Planning permission is required for all alterations to roofs and gables at the front of the above dwellinghouses.

**Brook Green No.2 (1982)**

**Part 1**

Brook Green Nos. 18 & 19  
Rowan Road Nos. 8 to 46 (even)

Planning permission is required for alterations to front elevations, and also for the construction within the curtilage of a hard standing for vehicles for a purpose incidental to the enjoyment of the above dwellinghouses.

**Part 2**

Rowan Road Nos. 8 to 46 (even)

Planning permission is required for the erection, construction, maintenance or other alteration of any gates, fences, walls or other means of enclosure at the above dwellinghouses.

**Part 3**

Brook Green Nos. 18 & 19

Planning permission is required for the painting of the exterior of the above dwellinghouses.

**Brook Green No. 3 (1984)**

**Part 1**

Brook Green Nos. 14 to 17 (consec); Nos. 20 & 21; Nos. 26 to 39 (consec);  
Nos. 51 to 57 (consec); Nos. 65 to 68 (consec); Nos. 72 to 99 (consec)  
Bute Gardens Nos. 34 to 42 (even); Nos. 51 to 71 (odd)  
Dunsany Road Nos. 1 to 21 (odd); Nos. 4 to 12 (even)  
Rowan Road Nos. 33 to 63 (odd)  
Rowan Terrace Nos. 1 to 6 (consec)

Planning permission is required for the enlargement, improvement or other alteration of the front elevation of the above dwellinghouses.

**Part 2**

Brook Green Nos. 81 to 99 (consec)

Planning permission is required for the erection or construction of a porch outside any external door of the above dwellinghouses.

**Part 3**

Brook Green Nos. 14 to 17 (consec); Nos. 20 & 21; Nos. 26 to 39 (consec);  
Nos. 51 to 57 (consec); Nos. 65 to 68 (consec); Nos. 72 to 80 (consec)  
Bute Gardens Nos. 34 to 42 (even); Nos. 51 to 71 (odd)  
Rowan Road Nos. 33 to 63 (odd)

Planning permission is required for the construction within the curtilage of a hard standing for vehicles for a purpose incidental to the enjoyment of the above dwellinghouses.

**Part 4**

Brook Green Nos. 51 to 57 (consec); Nos. 72 to 99 (consec)  
Bute Gardens Nos. 34 to 42 (even); Nos. 51 to 71 (odd)  
Rowan Road Nos. 33 to 63 (odd)  
Rowan Terrace Nos. 1 to 6 (consec)

Planning permission is required for the erection, construction or alteration of any gates, fences, walls or other means of enclosure at the above dwellinghouses.

**Part 5**

Brook Green Nos. 13 to 17 (consec); Nos. 20 & 21; Nos. 26 to 39 (consec);  
Nos. 51 to 57 (consec); Nos. 65 to 68 (consec); Nos. 72 to 99 (consec)  
Bute Gardens Nos. 34 to 42 (even); Nos. 51 to 71 (odd)  
Dunsany Road Nos. 1 to 21 (odd); Nos. 4 to 12 (even)  
Rowan Road Nos. 33 to 63 (odd)  
Rowan Terrace Nos. 1 to 6 (consec)

Planning permission is required for the painting of exterior unpainted brickwork, render and stucco, and the repainting of previously painted brickwork, render and stucco at the above dwellinghouses.

Please note that these planning controls are in addition to those that apply everywhere. If you need advice as to what development does or does not need planning permission you should contact the Environment Department reception on the 3rd Floor, Town Hall Extension, King Street, Hammersmith, W6 9JU or phone the Call Centre on 020 8753 1081.

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- LEGEND**
- EXISTING PROTECTION
  - Construction Area
  - Boundary
  - Sub Area Boundary
  - Listed Buildings
  - Buildings of Merit
  - New Preservation
  - Walls
  - Archaeological Priority Area

**LONDON BOROUGH OF  
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**PLAN 1.**  
 BROOK GREEN  
 CONSERVATION  
 AREA No. 3

REF. NO. **56000/03/A3**

