

L. B. HAMMERSMITH & FULHAM CONSERVATION AREA No. 33

CONINGHAM AND LIME GROVE 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 Coningham and Lime Grove 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 which 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, emphasizing 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 which 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 Coningham and Lime Grove Conservation Area was designated on 17 January 1990, to protect from demolition, cladding and roof extensions the fine double-fronted stucco villas, three storey brick terraces and two storey detached villas in the area. It also contains the fine listed 1913 Arts and Crafts style School of Building. It was extended to include Nos. 54 to 64 (even) and 54A Goldhawk Road on 2 July 2002.

3 CONSERVATION AREA BOUNDARY

- 3.1 The conservation area boundary can be seen on Plan 1. It is situated to the west of Shepherds Bush and lies between the two main routes of Uxbridge Road to the north and Goldhawk Road to the south. The eastern boundary follows the rear boundaries of most of the east side of Lime Grove, extending as far as the Hammersmith and City Underground Line at Uxbridge and Goldhawk Roads, and includes all of the buildings in Coningham Road to the west.

4 BRIEF HISTORY OF THE AREA

- 4.1 In the Early 19th Century the area consisted of a number of farms and allotments prior to parts of it being used as gravel pits, and as brick fields. By 1853 the Church of St Stephen, a Parsonage, School and Infant School had been built, Lime Grove was partially defined and there was a small development between the church and the end of Lime Grove.
- 4.2 Ordnance survey maps of 1869 show the site of Shepherds Bush (surface) railway, and a higher level of development at the northern end of Lime Grove, including a Public House. Warwick House, on the eastern side of Lime Grove, and Trania Cottage further south, were two substantial properties at this time, with two short roads, Southbrook Street and Caves Terrace, extending as far as the allotments opposite Trania Cottage.

- 4.3 By 1871 there were private properties at the southern end of Godolphin Road, Coningham Road and Devonport Road. These were mainly substantial semi-detached houses set in fairly extensive grounds. Goldhawk Road, or New Road as it was known at this time, was being developed, the plots getting smaller as they got further away from the town centre. The remainder of the area consisted of open arable land and allotments.
- 4.4 By 1894 to 1896 the whole of the area to the west of Devonport Road had been developed. Only a small tract of open land remained at the top of Devonport Road. The vicarage was built at the top of Coverdale Road, and the 'Trunk and Portmanteau Works' had been built on the site of Trania Cottage. Wardle Street replaced Caves Terrace and Brooklyn Road developed northwards from Goldhawk Road eventually to join and become part of Lime Grove. Also, the Church of St Thomas had been built on Thornfield Road by this time.
- 4.6 Further significant changes in the development pattern of the area had taken place by 1915/1916. As well as a general intensification in land use throughout the area, the open space to the north of Devonport Road was partially developed. New Road was renamed Goldhawk Road and Warwick House and the Trunk and Portmanteau Works were replaced by terrace housing. Shepherds Bush Railway Station was relocated to the north side of Uxbridge Road.

5 CHARACTER AND APPEARANCE

- 5.1 The conservation area consists of a grid pattern of streets of Mid to Late 19th Century houses interspersed at the eastern and northern most end with prominent public buildings. The western part has a denser grain of development due to the terraced development. Large villas and semi-detached houses can be found around Godolphin Road giving a more open feel to this part of the conservation area.
- 5.2 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 Residential Terraces (including Lime Grove, Coningham Road and Thornfield Road) & Arts College
 - B Godolphin Road and Environs
 - C Goldhawk Road Frontage
 - D Uxbridge Road Frontage

A Residential Terraces (including Lime Grove, Coningham Road and Thornfield Road) & Arts College.

General

- 5.3 This sub-area covers a large part of the conservation area. It comprises mainly of terraced development but also includes the Hammersmith College of Art and Building, Miles Coverdale Primary School, the former Hammersmith Baths and the Parish Church of St Stephen with St Thomas. They form a core of public and community buildings in the eastern part and are local landmarks. St Nicholas Church in the north west part of the sub-area is a local landmark, but its impact has been reduced by the effect of nearby blocks of flats.
- 5.4 The terraced development forms a hard edge to the street space giving a strong urban character. The variety of terraces provides interest through the varied detail and features of the facades and roofline within groups or individual terraces. Unpainted brickwork and timber sash windows are important unifying features within these streets.
- 5.5 There are a variety of boundary treatments throughout this sub-area and those that remain in their original form, such as Nos. 67 & 69 Lime Grove, or retain the low wall and piers of the original boundary treatment, are important features. There are numerous unsympathetic replacement boundary treatments incorporating a variety of materials and design and this harms the uniform appearance of the terraces within streets. Of particular harm however are those properties where the boundary treatment has been lost altogether and the front garden opens directly onto the footway.

Lime Grove

- 5.6 The eastern side of Lime Grove is dominated by two storey terraced housing built of red brick with paired recessed porches and two storey canted bay windows with good brick column and moulded capital details. A considerable amount of uniformity remains in the fenestration patterns along the length of the terrace and decorative glazing bar patterns remain in many cases. Many properties retain original slate roof covering, doors, porch and path tiles, and brick piers to front boundaries. e.g. Nos. 31 and 33. A dormer at No 39 has had an unfortunate effect upon the street scene.
- 5.7 At the end of this terrace is a plainer three storey property. This has a bay feature to the 1st floor and a vehicular entrance through a large arched opening. It is of the same materials as the terrace but of a simpler and less detailed design. The second floor extends up into the pitched tiled roof and the central window has a pediment feature.
- 5.8 Adjoining the eastern boundary of the conservation area is the site of the former Gaumont British Film Studios, which was built in 1913 and was the first daylight film studios in the country. The building was taken over by the BBC in 1950 and known as Lime Grove Studios. This site has since been redeveloped with housing and flats. The remainder of the properties at the south end of Lime Grove are three storey terraced houses with basements, built of stock brick with recessed porches and bay windows to the basement and first floor. There are also two infill developments.

- 5.9 The western side of Lime Grove is more varied. The earliest houses, Nos. 2 & 4 Lime Grove, are now the only two storey semi-detached houses in the street. They have rendered and painted facades, and their boundary walls are of a different scale to all the neighbouring properties. Nos. 14 to 20 (even) are two substantial pairs of semi-detached villas with classical detailing and ground floor bay windows. These were later joined by four pairs of two and a half storey houses with full height bay windows and more exuberant detailing in the Gothic style. Nos. 6 to 12 (even) are locally listed Buildings of Merit (BoM).
- 5.10 The dominant feature in the street scene is the Hammersmith College of Art and Design. The original college block was built to the rear of the site by the London County Council Architects Department in 1905/6. The frontage building and boundary wall with arched entrances were built in 1913 and designed by the same architects. The North American Thorn tree and the Silver Birch in the front gardens are both fine features.
- 5.11 It is a substantial but well articulated composition built of brown and black brick with steeply pitched tiled roofs and decorated gable ends. There are small dormers to the roofspace and the main windows have brick mullions and transoms with leaded lights. Both blocks and the boundary wall are listed Grade II. Additions were made in 1928 and 1950. The northern parts of the building are used by the Chelsea College of Arts.
- 5.12 Of the former Hammersmith Public Baths and Wash Houses only the facade remains (BoM), which is of brick and stone with jolly baroque details, built in 1907 by J Ernest Franck. This now forms the entrance to residential flats, and the remainder of this block is occupied by the Hammersmith College of Art and Design.

Coverdale Road

- 5.13 Coverdale Road, like Lime Grove, derives much of its character from the distinctive large scale buildings set within the general pattern of residential streets. The group consists of the Church of St Stephen with St Thomas, at the Uxbridge Road junction, and the Vicarage, School and Hall.
- 5.14 The Church of St Stephen the Martyr and St Thomas (listed Grade II) dates from 1849/50 by Salvin. It is built of rubblestone with ashlar dressings with a slate roof in a decorated style. There is a rubblestone wall to the churchyard, also listed Grade II. This is a landmark along Uxbridge Road forming a particularly fine feature in views down Tunis Road, as well as within the sub-area.
- 5.15 The Mid 19th Century Vicarage (BoM) is built of stock brick and has a slate roof and mullion and transom windows. The main block has a two span pitched roof with a smaller wing to the south. It is a robust building with good detailing including a brick string course and stone dressings to chimney breast and gables and picturesque chimneys. The front elevation has a large ground floor bay, and a gable above the entrance door with stone surround which includes a fan light and Tudor arch.
- 5.16 To the east of the Vicarage is the St Stephen Church of England Primary School. There is a Mid 19th Century stock brick building of two storeys with a pitched slate roof. Though

shielded in views from the street it is an important feature in the setting of the Church and Vicarage. It has been extended by a modern low key building but this has a limited impact. Completing this group is the Parish Hall, a single storey building with a concrete structure barrel roof.

- 5.17 Of particular importance in the townscape of the above group are the mature trees that form a green foil to this picturesque composition and help mitigate the effects of the busy Uxbridge Road. These, together with street trees and trees in front gardens also form a pleasing green feature at the northern end of Coverdale Road.
- 5.18 The Miles Coverdale Primary School (opened 28 August 1916) is a dominant building in the townscape of Coverdale Road and Thornfield Road. This three storey red brick building has a central projection and projecting bays at either end of the main front. The timber casement windows are in the traditional mullion and transom form. The steeply pitched roof is tiled and there are large chimneys. There is subtle detailing including pilaster like features at first and second floor levels and the surrounds and key stone detail to the central window, which breaks into the roof space with its own hipped roof. The brick boundary wall provides a good strong edge to the street-space. There is a row of mature Ash trees in the back garden of No 3 adjacent to the school boundary.
- 5.19 The terraced properties on the eastern side of the road are three storeys with semi-basements and bay windows up to the first floor. There is a two storey infill property at No. 11 which is of a similar style and period but has a distinct character of its own. There are tiled panels over the bay window and front door.
- 5.20 On the western side the properties are predominantly three storey terraces with basements. The basements and bay windows dominate the frontage of these properties. The upper two storeys have varying patterns of windows. Towards the Thornfield Road end the terraced properties have a rendered parapet detail and no basement. There is a gradual step down in the height of the terraces as you move southwards which, together with the chimneys, adds interest to the skyline. Nos. 40 to 50 have pierced parapets of which those with trefoils are the original design.
- 5.21 No. 52 differs from the other properties in that it has a pitched roof with gable end facing the street with decorative bargeboards. This forms a good feature at the end of the terrace at the junction with Thornfield Road. The chimneys on both sides of the property form good features and add interest to the skyline.

Thornfield Road

- 5.22 Thornfield Road provides a vista to the Miles Coverdale School. The Church of St Nicholas and St Thomas' Church Hall (BoM) are fine features at the western end. The Church was built in 1882, to a design by A. W. Blomfield, and the chancel was added in 1887. It was built as the Church of St Thomas the Apostle and became the Greek Orthodox Church of St Nicholas in Easter 1965.
- 5.23 The church is constructed of stock brick with redbrick arches and detailing to the windows and clay tile pitched roofs. The main entrance on the gable end facade contains a tall window with a pointed arch and has stone dressings and red brick banding. It is of a

symmetrical design flanked by aisles on both sides with the clerestory windows visible above.

- 5.24 The northern side of the street consists of a variety of mainly two storey terraced properties forming small groups or end of terrace properties fronting the streets running off to the north and south. They have pitched roofs, those in pairs with hipped ends and many have bays with hipped roofs. Overall this is one of the more varied streets within the conservation area, with views to feature buildings at each end and a mix of frontages and flank walls.
- 5.25 The smaller scale cottage type terraces between Godolphin Road and St Stephens Avenue contrast with Nos. 11 & 13, which have a semi-basement and form a strong pair with hipped roofs, both unfortunately have roof extensions and have been painted.
- 5.26 The eastern end of the southern side consists mainly of three storey terraces following the general pattern and style of development seen in Coverdale Road. These are followed by a modern terrace of three houses in keeping with the general pattern of development but with contemporary fenestration.
- 5.27 The adjoining terraced properties are two storeys with a pitched roof and ground floor bay windows and porch. These continue into Davenport Road (Nos. 52 to 48). The terrace on the western side of Davenport Road (Nos. 47 to 51) is two storeys with a semi-basement built of stock bricks with slate roofs. There are bays up to the ground floor and steps to recessed porches. There are paired windows at 1st floor level which add interest.
- 5.28 The adjoining terrace in Thornfield Road is two storeys with a semi-basement. Built of red brick they have slate pitched roofs and bay windows to the first floor. The slight stepping of the facades adds interest and the windows have simple lintel details. No. 53, of the same style but double fronted, is a strong feature on the corner with Devonport Road but has an unfortunate roof extension.
- 5.29 The frontage properties between Godolphin Road and St. Stephens Avenue are two storey with semi basements. Built of gault brick with slate pitched roofs they have bays up to the ground floor and recessed porches. They have red brick band detailing and many retain timber sash windows. The two end properties turn the corners well into the adjoining streets.
- 5.30 Of particular importance is Godolphin Road Community Gardens, the open space that lies to the south of these properties and can be accessed from both St. Stephens Avenue and Godolphin Road. This is the only public open space within the conservation area and provides an important amenity. This emphasises the importance of views of planting in front and back gardens of residential properties and the grounds of schools and churches.
- 5.31 Nos. 43 to 51 St. Stephens Avenue is a three storey terrace with semi-basement. Built of stock brick there are bays up to the first floor and a round headed window to the first floor above the entrance door. There are simple render window surrounds, cornice with dentil detail and simple capitals and banding to the bays.

- 5.32 At the corner of the junction with Godolphin Road there is a new development on the western side. It is two storeys with a semi-basement and dormers in the pitched roof. There are full height bay windows to each elevation and a tower with gable feature at the corner. On either side fronting Thornfield Road and Godolphin Road there are terraced properties of two storeys with a semi-basement. Built of stock brick they have pitched roofs, recessed porches and bay windows up to the first floor.
- 5.33 The block of flats on the western end, though not in the conservation area, has a negative impact on the character of this street.
- 5.34 Views to the rear of properties are of particular importance in defining the overall quality of the area. These include views to the rear of properties outside the conservation area. The uniform appearance of the rear of terraces has been impaired in places by unsympathetic rear additions and replacement windows and this has a negative affect on the character and appearance of the conservation area.

Stowe Road

- 5.35 Stowe Road, which runs parallel to Coningham Road, developed in a similar manner, with the exception of the extreme southern end by Goldhawk Road where there are mainly semi-detached properties within larger plots. (This part of the road is within sub-area B). Stowe Road appears from historic photographs to have been a particularly green area due to the large number of trees and hedge planting.
- 5.36 The terrace along the northern half of the western side (Nos.52 to 68) is two storeys with a semi-basement. Built of stock brick they have a rendered ground floor with projecting windows. The rendered parapet retains a cornice detail and the first floor windows have architraves. Some properties retain a Doric porch and cornice details to the bays, others unfortunately have introduced pitched roofs to the bays.
- 5.37 There then follows a terrace, Nos. 30 to 50, of similar proportions but with pitched roofs. They are constructed of stock brick in a cottage style with bays up to the ground floor level. There are pleasant door surrounds with matching details to the bays.
- 5.38 The eastern side has two storey terraces with semi-basements and projecting windows up to the ground floor. They have paired recessed porches with arched openings and decorative render lintels. There are bracket details to the party walls at eaves level and the chimneys add interest to the skyline. This type of development continues to the north on the other side of the junction with Thornfield Road.
- 5.39 Nos. 41 to 51 would appear to be infill development. This section was always different, but on the O.S. map of 1870 the building line was almost in alignment with that of the neighbouring properties. These are simple rendered flat fronted properties with parapets.
- 5.40 There are views to the north of the industrial sheds/warehouses dating from the turn of the century. These plain buildings, located outside the conservation area have gable details and are of a scale and style sympathetic to the character of the conservation area. They

form dominant features in views north along Stowe Road. To the north east of these there are mature trees.

Coningham Road

- 5.41 Coningham Road forms a natural boundary to the western part of the conservation area terminating Scott's Road with the hard edge of the continuous terraced development which can also be seen on the two parts of the eastern side. The plan form changes to the south, with the four semi-detached villas on the western side of the street, which are more in-keeping with the character seen in sub-area B.
- 5.42 The northern end of the street, above Stowe Road, consists of three story properties with basements and bay windows up to the ground floor. They are built of stock brick and have render detailing to the bays.
- 5.43 Those on the western side have pitched roofs and the large chimneys provide a regular and bold punctuation to the skyline. The recessed porches have render detail like the bays but the windows to the upper floor have gault brick surrounds, painted on many properties, with key stone detail.
- 5.44 The properties on the eastern side provide a continuous built edge to the street with the parapet remaining to all properties, though only a few retain the original cornice detail. An unfortunate addition to the street scene are the two roof extensions which although not significantly impairing the terrace, do provide unwelcome features breaking above the uniform parapet line of the terrace.
- 5.45 The southern part, Nos. 28 to 50, of the eastern side consists of a variety of terraces though the materials and overall design remain consistent. Running south from the junction with Scott's Road there is a two storey terrace with semi-basement and steps leading up to the front doors. They have recessed porches, bays up to the ground floor and render lintels to the windows. The pitched roofs have a bracket detail and most properties retain their chimneys which punctuate the skyline. The uniformity of the receding pitched roof has been lost in places through the insertion of large dormers.
- 5.46 This terrace is adjoined by a smaller terrace of four properties (Nos. 20 to 26) of a similar design but with different details to the porches and the bays. The front roofs remain unimpaired by roof extensions, and two retain rendered architrave details to the upper windows.
- 5.47 The street frontage is completed by a terrace of three storey properties with semi-basements. They have recessed porches, bay windows to the first floor and rendered lintels and details to the bay and porch. The substantial chimneys add interest to the skyline.
- 5.48 There are five pairs of villas. Two are of the same design with paired entrances with Doric porches and bays up to the first floor. There are another two almost identical but with porches to the side of the property, and the one nearest Goldhawk Road forms a pair

back to back with a property in Cathnor Road. Built of stock brick these have banded render detail to the ground floor, and render quoin and architrave details.

- 5.49 Morland Court is a very plain four storey block of flats within the Conservation Area which would detract less from its character given better exterior maintenance. It is not considered to be of any design merit but does retain a uniform appearance, which is important in a block of this nature.

B Godolphin Road and Environs.

General

- 5.50 There is a more open, grander feel created by the large semidetached and detached properties. These date from around 1865 and are slightly earlier than the properties found in most of the other streets. Villas and paired properties are interspersed with short terraces. The front boundaries are in the same poor condition as in sub-area A (see 5.4) and the low walls and piers of the original walls and railings remain in places.
- 5.51 The area contains a variety of residential properties with a marked amount of paired villas. Set within plots the paired villas provide a more open feeling with gaps between properties allowing views to the greenery of the rear gardens. This together with the greenery found in many front gardens and the street trees is important in defining the character of the conservation area.
- 5.52 The sub-area consists of four parallel streets intersected by Scotts Road which runs east/west through the conservation area. The street edge to Scotts Road is formed by the flank walls of the properties in the intersecting streets and their boundary walls with open views to the rear of the terraces and the back gardens.

Devonport Road

- 5.53 Devonport Road contains a variety of properties. The northern part consists of three groups of three properties on each side of the road. These are tall properties built of stock brick with semi-basements. They have pitched roofs (end properties hipped) and there are small dormers to the centre of the front roof slope, some altered. There are large brackets at eaves level on either side of the window openings. There are bays up to the ground floor and recessed porches reached by steps. The chimneys add interest to the skyline.
- 5.54 Only the western side of the southern part is within the conservation area and this contrasts with the modern development on the eastern side. The northern end of the western side has a group of three properties (Nos. 21 to 25) matching those in the northern part of the street.
- 5.55 There then follow three pairs of villas and two detached villas that run down to Goldhawk Mews. The detached villas are three windows wide with a central Doric porch. Built of stock brick they have hipped slate roofs and stucco detailing including quoins and window surrounds. This detail continues on the adjoining paired villas, Nos. 9 to 19 (odd).

St Stephens Avenue

- 5.56 The northern end of the street within the sub-area consists of three storey properties with semi-basements. The main components are two terraces of four houses with gable ends providing interest to the skyline. The two stock brick terraces are similar with bays up to the ground floor and render door and window surrounds. There is a single window to the third floor in the gable. The main difference is the roof treatment, that to Nos. 32 to 38 is set behind a parapet with decorative brickwork and pinnacle details, whilst Nos. 42 to 48 have oversailing eaves with bracket details. This is mirrored on the eastern side by Nos. 27 to 33 & 35 to 41.
- 5.57 There are a further variety of properties along the southern end of the street, again consisting of terraces and paired villas. These are generally of stock brick and three storeys over a semi-basement.
- 5.58 The terrace of six properties that follows, Nos. 18 to 28, running up to Scotts Road have recessed porches, bay windows up to the first floor and slate pitched roofs, hipped at each end of the terrace. These are mirrored on the other side of the road, Nos. 13 to 25.
- 5.59 The paired villas at the southern most end form a symmetrical group on either side of the street. These large and imposing properties have gothic detailing to the windows and unusual quoins. Some have been painted, and some have replacement windows and this is unfortunate. The original timber windows, particularly in the gable end, are important features.
- 5.60 Nos. 1 & 3 are an asymmetrical pair of large rendered villas. Two storeys over a semi-basement they have accommodation in the roof, one with a dormer the other with a window in the gable end. These are mirrored on the other side of the road at Nos. 6 & 8.
- 5.61 Nos. 3 & 5 form another large pair of three storey villas with a semi-basement. Of a symmetrical design they have Gothic detailing including gable ends with decorative barge boards and arched windows, and distinctive window surrounds. The steeply pitched slate roofs and large chimneys provide an interesting skyline. These are again mirrored on the other side of the road, Nos. 10 & 12.
- 5.62 Nos. 14 to 16 are of a similar scale but differ in style. Still imposing they have a simple form with render detail including window surrounds and a decorative eaves with brackets. Projecting porches with arched fan lights mimic the bays windows which go up to the first floor.

Godolphin Road

- 5.63 The northern end consists mainly of groups of terraces, with smaller villas located at the junction with Scott's Road. The development along each side of the road is the mirror image of the other.
- 5.64 The terraced development is three storeys over a semi- basement, Nos. 37 to 43 (odd) and Nos. 38 to 50 (even) have bays up to the first floor, paired recessed porches and pitched roofs. The central property on the western side and the property opposite on the eastern side both having rendered parapets forming a feature within each terrace. The remainder

of the terrace on the eastern side was destroyed during WWII and this site is now within the Godolphin Road Community Garden.

- 5.65 No. 27 is a two storey double fronted property with semi-basement. Built of stock brick the central door is reached by steps and the door and windows have simple render surrounds. The original sash windows remain and contribute significantly to the character of the property.
- 5.66 The following terrace of four properties (Nos. 30 to 36 & 29 to 35), on each side of the road, has gable ends to the street providing variety in the streetscape. These are followed on the eastern side by a pair of two storey villas, with semi-basement. These have shallow pitched roofs with the gable end facing the street.
- 5.67 The southern part of the street consists of paired villas dating from around 1865. Built of stock brick the properties are generally three storeys over semi-basements with pitched slate roofs. A variety of styles and forms can be found but an overall uniformity is achieved through the common use of materials and render detailing.
- 5.68 Nos. 1 & 3 are different to those described so far with round headed windows. This pair is two storeys over a semi-basement. Unfortunately No.1 has been linked to the Goldhawk Road frontage property and has been painted to match this breaking the uniformity of the pair.
- 5.69 No 2A is two storeys with an attic storey and semi-basement. It is built of brown brick with a hipped roof. It has a columned porch and render details. Nos. 2 & 4 and 1 & 3 are almost identical to Nos. 10 & 12 and 5 & 7 St. Stephens Avenue though less of the original features remain and Nos. 6 & 8 and 5 & 7 are almost identical to Nos. 6 & 8 and 1 & 3 St. Stephens Avenue.
- 5.70 Though most retain the original doors there has, as a result of subdivision, been a number of unsympathetic window replacements which negatively impacts upon the uniform appearance of each individual property and the pair.
- 5.71 The rest of the street consists of paired villas, with one group of three properties (Nos. 21 to 25). These are three storeys with a semi-basement. They have pitched hipped roofs to the pairs and dentil brick courses to the eaves. There is a variety of detail, some have bays to the first floor, some have projecting porches, some have round headed window openings and some have render window surround details.

Stowe Road

- 5.72 There is a selection of paired villas in the southern part of Stowe Road. Towards the junction with Scotts Road they are two storeys with a semi-basement and attic storey. Built of yellow stock bricks they have hipped slate roofs with long chimneys. Bold Tuscan porches link at entablature level across the bays which go up to the ground floor. Both these and the parapet and architraves to first floor windows retain good moulding details on most properties. The large chimneys are particularly dominant features in views along the street.

- 5.73 Those on the southern-most end are of a similar design and appearance but without the attic storey. A smaller garage and commercial building of a similar period remains on the eastern side linking to the frontage development on Goldhawk Road.
- 5.74 Many retain the original timber sash windows and glazing bar pattern with tripartite sashes located on both floors above the bay. Many also retain the original timber doors and these contribute significantly to the character of the property. The piers and low rendered wall of the original boundaries remain in place though they have been altered and a variety of boundary treatments can be seen today.

C Goldhawk Road Frontage

- 5.75 Goldhawk Road is one of two main commercial frontages within the conservation area and this forms the southern boundary to the conservation area. The building stock is mainly as it was in the 19th Century and retains a strong character. The majority of properties are three storeys high and built of stock brick though unfortunately many have unsympathetic replacement windows.
- 5.76 Cathnor Road forms the western boundary along Goldhawk Road and there is a petrol filling station here with a three storey residential block dating from the 1960's to the rear. The open forecourt and associated commercial signage have a negative impact on the character of the conservation area and the main building itself is of little merit other than it retains its uniform appearance and is of an appropriate scale.
- 5.77 The Swakeley Arms (circa 1865) on the junction with Coningham Road provides a good feature at the corner and remains mainly in its original state with granite columns and stall-risers to the ground floor and the original timber windows. The first floor has heavy architraves and the upper floors retain their timber sash windows. The parapet retains its render moulding.
- 5.78 The adjoining terrace is three storeys with a parapet with render details and architraves to the windows. Some have lost their mouldings and there are unfortunately numerous inappropriate replacement windows. No. 170 has a later attic storey with similar details. All the shopfronts are modern replacements and some have inappropriate security shutters or fixed blinds. Fortunately some retain their traditional retractable canopies though little of the original surround details remain.
- 5.79 There is a fine villa, a locally listed Building of Merit, at the junction with Stowe Road (No. 162), which completes this run of properties. It is two storeys with both a semi-basement and attic storey with hipped slate roof. There is a pair of bay windows up to the first floor level and there is a parapet and architraves with stucco detailing. The original sash windows remain.
- 5.80 There is a pair of identical properties (Nos. 158 & 160) on the other side but the ground floor has been altered to provide commercial accommodation. These are also locally listed Buildings of Merit. The apparent break between these properties in the front

elevation is important. The one to the east has a bungalow front, which is a later addition, and though the surround retains the original features the shopfront itself is poor with an overlarge fascia.

- 5.81 The adjoining terrace follows the same pattern with the bungalow fronts providing a consistent building line to the street frontage. The terrace itself is built of gault brick with red brick banding and is three storeys with a mansard roof set behind a brick parapet. The two on the western end are three windows wide rather than two and it is unfortunate that No. 154 has been painted at first floor level. The bold chimneys provide interest to the skyline. No. 156 retains a good traditional shopfront and the surround to No 156A remains intact. Parts of the surrounds remain elsewhere though the shopfront to Nos. 152 & 154 are poor.
- 5.82 At the end of Godolphin Road lies 'The Town House', which is a recording studio and has a rendered side wall with period features painted on. The remainder of the properties in this frontage are rendered with a gable feature at the eastern end and a complementary one towards the centre. It is unfortunate that the fenestration has been much altered, because otherwise the terrace form of the development is as shown on the 1870 Ordnance Survey Map.
- 5.83 Parts of the original shopfront surrounds to the continuous bungalow front to this terrace remain though all the shopfronts are modern replacements. Some are more sympathetic than others, like that to Town House Studios with timber frames and a traditionally proportioned and detailed fascia. However, the fixed canopies, security shutters and internally illuminated box fascias seen on some properties are inappropriate.
- 5.84 The block between St. Stephens Avenue and Devonport Road contains a recent housing development which follows the pattern of a terraced development, built of brown brick it has rendered parapet, quoin and lintel details. It is of three storeys and the fenestration and parapet are in line with that of the Goldhawk Public House.
- 5.85 The Goldhawk P.H. (circa 1860) is the last property in the conservation area along this stretch of the frontage and is three storeys. Built of stock brick there is render detail in the form of first and second floor window surrounds, quoins and the parapet finish. It retains the original fenestration and the pub front remains intact and has an appropriate form of signage.
- 5.86 Goldhawk Mews to the rear of the frontage development is a modern two storey terraced commercial development of a traditional character and scale. The original granite sets and drainage channel remain and are important features.
- 5.87 Nos. 54A, 54 and 56 to 64 (even) now terminate this part of the conservation area. No. 54A is a small single storey retail unit adjoining the railway viaduct. It was designed as a Tuscan pavilion with stucco pilasters and entablature.
- 5.88 No. 54 was built c 1870 as a large detached house of 3 storeys and semi-basement in Gault brick. It has a range of 5 sashes with glazing bars, a hipped slate roof with projecting

dentil eaves cornice and two tall chimney stacks also with a dentil cornice. A tall modern single storey shop addition now occupies the front garden area, obscuring the front elevation at ground and semi-basement levels. At the rear, on the east side, is an extension with a gable end, also of Gault brick, which has a large brick canted bay through all floors. On the west side is a later full height extension with a parapet of two sashes width.

- 5.89 Nos. 56 to 64 form a terrace of c1870 with shops on the ground floor and residential accommodation on the upper floors. They are 3 storeys in Gault brick with red brick string courses and window arches, and have a steep slat roof with projecting eaves, broken on each unit by a large half-hipped dormer and supported on large moulded stone brackets. Each unit has two sashes on each floor, paired beneath the dormer, some of which have now been altered. The shops retain their original surrounds with pilasters and cornice, but now have modern shopfronts and fascias that detract from the appearance of the terrace.

D Uxbridge Road Frontage

- 5.90 The conservation area contains only a short part of the Uxbridge Road commercial frontage. The Parish Church of St. Stephen with St. Thomas on Uxbridge Road, lies within sub-area A.
- 5.91 Nos. 15 to 29 (odd) are a three storey terrace built of red brick. They have timber sash windows which remain in most, but all the shopfronts are modern though some of the original surround details such as brackets remain to the fascia boards. There is good detail to the first and second floor including brick pilaster and painted string courses. There is a bracketed cornice to the parapet, which has a central brick panel feature.
- 5.92 The single storey sheds at the top of Lime Grove are a negative feature as they are presently of a rather shabby appearance. They are however of an appropriate scale and constructed of sympathetic materials.
- 5.93 No. 31 (the former White Horse Public House), now a video rental store is a dominant element in the local street scene. The current building dates from the end of the 19th Century and replaced an earlier building on this site which is shown on the O.S. plan of 1871. It is well maintained with little alteration to the facade above ground floor level. The facade turns the corner well and is given a landmark quality by the decorative parapet detail and cupola to the roof at the corner. The Dutch style gable ends provide interest to the skyline of the remainder of the building.
- 5.94 Adjoining this is a single storey building, which is today called the White Horse P.H. This is built of brick with good details including a gable end and glazing. There is an incised plaster mile plaque on the wall saying, "Hammersmith Parish London III miles Uxbridge XI miles". There then follows some of the earliest properties in the conservation area. These form a two storey terrace of three properties dating from the Mid 19th Century.

5.95 Nos. 33 to 37 are a two storey terrace with shops at ground floor. Built of stock brick they have stucco/render architraves to the first floor windows which are timber frame sashes. The continuous parapet retains its cornice detail and they form a harmonious group. Nos. 39 & 41 have been rebuilt in a design to match the original reinforcing the presence of this terrace. All five properties are included in the Council's Register of Buildings of Merit. Unfortunately the ground floor facades have been much altered and contain modern shopfronts. No. 33 has an inappropriate canopy and box projecting signs as well as a modern fascia.

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 The balance of uses within a conservation area are important in defining its character particularly if they reflect the historic development of the area.
- 6.5 The main land use within the conservation areas is residential. It also contains educational and numerous commercial premises including retail, offices and small workshops.

Alterations to Buildings

- 6.6 The 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 massing and rhythm of the buildings within a street is a key element in defining its character. Extensions and alterations to properties should not visibly affect their scale, rhythm and massing when seen from the street or any public space and should not be excessive additions to the properties.

Roof Extensions

- 6.7 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.
- 6.8 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 affect on the character of the conservation area.

- 6.9 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.
- 6.10 Existing roof lines should not be disturbed. Original features such as decorative ridge roof tiles, finials, cast iron gutters and down pipes, original roofing materials and their pattern should all be retained.
- 6.11 Chimney stacks which are visible from the street or public spaces should be kept. Original chimney pots should not be removed.
- 6.12 Modern additions such as satellite dishes, T. V. aerials, roof-lights and vents should be as inconspicuous as possible. Enclosed water tanks on roofs should be avoided.

Rear Extensions

- 6.13 The design and materials of rear extensions should be in keeping with the existing property and all planning standards in the Unitary Development Plan should be met. When they require planning permission, rear extensions will be considered on their own individual merit.
- 6.14 Rear building lines should respect and take into account the value of rear gardens in landscape terms and should not prevent the opportunity for biodiversity.
- 6.15 Rear roof terraces cut into the slates of the rear extensions require planning permission, and should be resisted.

Basements

- 6.16 The excavation of front gardens to provide windows to basements, or to increase the light to basements, would have a negative impact and will not normally be permitted where the planting of the front gardens forms an integral part of the design of the street or terrace. However, they may be acceptable if they are sensitively designed and proportioned in accordance with the council's approved 'Design Guidelines for Lightwells Associated with Basement Rooms'.

Brickwork, Render and Painting

- 6.17 Properties should be retained in their original condition if they are not already rendered or painted.
- 6.18 Existing brick elevations including chimney stacks should be properly maintained and appropriate repointing undertaken where necessary. If a property has been painted, advice should be sought from the Council regarding the removal of the paint, or the property should be repainted in a matt finish paint of a colour to match the original brick.
- 6.19 On properties that are already rendered or have stucco mouldings these should preferably be left in their original state and specialist advice should be sought where re-rendering or repairs are necessary. On properties where render or stucco is painted, it should be

repainted an appropriate matt colour (or colours) i.e. white, pale or pastel shades rather than vivid colours.

Windows and Original Features

- 6.20 Original architectural features such as timber sash windows, panelled doors, decorative stucco, moulded window surrounds, door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable or features missing, owners are encouraged to reinstate these with traditional or matching designs and traditional materials.
- 6.21 All original features should ideally be kept. If their loss is unavoidable they should be replaced with exact replicas.
- 6.22 Owners of properties with poor replacement windows should be encouraged to change them for those of a more appropriate design and materials when an opportunity arises.

Other Additions

- 6.23 Gutters, rainwater pipes and soil pipes should be replaced, when necessary, in their original form and material. The use of PVCu should be discouraged.
- 6.24 The positioning of gas and electricity meters on external walls is to be avoided or, if absolutely necessary, their location should be carefully considered. The routing of external telephone, T.V. cables, and the location of gas flues etc., on external walls should be carefully considered.
- 6.25 Alarm boxes should be located away from important architectural detail so as to minimise their affect on the townscape quality of an area and the appearance of the building on which they are located.
- 6.26 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

- 6.27 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.
- 6.28 There is a definite pattern of fronts and backs throughout the conservation area with properties fronting onto the street or public space. The building line of the rear of buildings can also be important as can its relationship with gardens. This should be maintained as much as is possible throughout the conservation area through the careful design of any proposals to the rear.

Height

- 6.29 The conservation area comprises a fairly uniform development of two and three storey terraces, increasing in height to four storeys where modern flat blocks have been introduced on the occasional infill sites. It is only the steep roof slopes of the education facilities that enable them to dominate the eastern part of the conservation area as local landmarks. Most of the other buildings are two or three storey residential terraces, which give most of the conservation area a domestic scale. It is important, therefore, that any new development respects these differences.

Boundary Treatment

- 6.30 There is a mix of boundary treatments with a variety of railings, low brick walls and hedges, or a combination of these. The original railings, walls or piers remain in front of some properties. These should be retained and the replacement of those missing in the correct design and height encouraged, particularly where they will strengthen the original uniformity of the development. The hedge planting and greenery in many of the front gardens is important both visually in softening the street space and because of its biodiversity value, and should be retained wherever possible.
- 6.31 Unfortunately, several properties have no boundary definition. This spoils the rhythm and enclosure of the street. Ideally the original railings should be reinstated where appropriate, or in the later buildings a low brick wall of an appropriate and sympathetic design and materials.
- 6.32 It is considered that in the majority of cases black or dark green is the most appropriate colour to paint railings.
- 6.33 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. Owners are encouraged to maintain railings in good repair, and to reinstate them with traditional and appropriate designs where they are missing, in a design matching the original where it is known. Where gates are required, these should match the railings.
- 6.34 In streets and terraces with traditional railings, dustbin or meter enclosures will not normally be permitted where these detract from the appearance of the area.

Forecourt Parking

- 6.35 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 with the resultant loss of front gardens and their features, boundary treatments and the sense of enclosure these give, and in damaging the uniform appearance of terraces and groups of houses. The creation of a vehicular access will 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.

- 6.36 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.
- 6.37 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

- 6.38 The Council will support dignified and easy access for disabled people to and within historic buildings. 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 a flexible and pragmatic approach is taken.

Landscape and Floorscape

- 6.39 It is not only an area's buildings but also the spaces between them that are important to the character of an area. It is important that the roads and pavements form a neutral backcloth to the buildings within the conservation area.
- 6.40 Footpaths should be of uniform materials, ideally traditional, which are visually distinguishable from the road surface (which should ideally be black, unless original cobbles or setts exist) and visually subordinate within the townscape providing a coherent character throughout the conservation area.
- 6.41 All original granite kerb stones and areas of historic stone paving should be kept if practicable where it forms part of a significant composite scheme.
- 6.42 Ideally new paving should be large rectangular slabs of York stone or concrete of a uniform colour laid in a traditional interlocking pattern, not small multi-colour square ones or brick pavers.
- 6.43 Tactile surfaces are not always appropriate in conservation areas. They will only be installed where they are absolutely necessary (i.e. at controlled crossings such as zebra and pelican) where they need to be of a contrasting colour for safety reasons.
- 6.44 Any highway management schemes including vehicle crossovers should be of sympathetic materials which relate to their surroundings and are properly 'joined' to the surrounding footpaths/roads and take into account where practical Department of Transport and English Heritage guidelines for conservation areas.

Street Furniture

- 6.45 The conservation area would benefit from more sympathetically designed lighting columns and lanterns should the opportunity ever arise.
- 6.46 Original bollards should always be retained where they have survived. New additions should replicate originals where they exist, but if they are replacing unsatisfactory modern bollards they should be unified to the metal replica upended ships' cannon type which has been adopted for use in the Borough's conservation areas.
- 6.47 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.
- 6.48 The few remaining cast iron or enamel street name plates should if possible be retained, such as those at Scott's Road and St. Stephen's Avenue.

Continuity and Historic Names

- 6.49 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 new developments.
- 6.50 The Council would also like to see the inclusion of date plaques on any new developments, and numerous new properties in the conservation area have now incorporated them. This helps in providing interesting features in the townscape and points of reference for the future. Where appropriate a plaque could be placed on public houses giving the original date, interesting historic associations and the old name if changed.

Opportunity Sites

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

- The garage on Goldhawk Road, to the west of Coningham Road, provides a poor frontage to this street.

- 6.52 Redevelopment will be judged against criteria suitable for a conservation area, in which new buildings should ideally contribute positively, but in all cases not harm, the visual quality of the area, respecting the dominant pattern of development in terms of plan form and height of the townscape.

Landmarks

- 6.53 The Parish Church of St. Stephen with St. Thomas is a landmark in views along Uxbridge Road. The Miles Coverdale Primary School is dominant in views east along Thornfield

Road and the Hammersmith College of Art and Building has a strong presence on Lime Grove. St. Nicholas Church is a local landmark on the western end of Thornfield Road.

Setting of the Conservation Area

- 6.54 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, as described in the profile. Trees and shrub planting along the boundaries of properties should be maintained to enhance the views and to provide an opportunity for biodiversity.

Views

- 6.55 Great care is required so as not to block, or have an impact on, key views by intervening or inappropriate development. The existence, and importance of these views should help determine the permitted heights of new buildings in the conservation area.

Open Spaces

- 6.56 The only public open space within the conservation area is the Godolphin Road Community Garden. This is identified in the Council's UDP as a Nature Conservation Area of local importance (London Ecology Unit ref: L16) which will be protected from development likely to cause demonstrable harm to its wildlife value. The grassy areas with a hummocky topography, shrubs and trees and pond with a variety of aquatic vegetation provide an important amenity within the area.

Trees

- 6.57 There are significant mature private trees of value to the townscape in the conservation area, 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.
- 6.58 A programme of planting should be initiated where appropriate to ensure there is new stock to replace these in the future.
- 6.59 If resources become available in the future planting more street trees could be considered throughout the conservation area where underground services allow sufficient space.

Advertisement Hoardings

- 6.60 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 those permissions.
- 6.61 The erection of any new advertisement hoardings within the conservation area will be resisted because of their detrimental effect upon its predominantly residential character.
- 6.62 Careful consideration will be given to limiting the size, number and level of signs on the commercial properties in the conservation area.

Shopfronts

- 6.63 The removal or alteration of historically and architecturally interesting shopfronts will be resisted and, where they have been removed, restoration encouraged.
- 6.64 Where an original shopfront has already been partially removed, any surviving original elements and architectural features should be retained. Any new shopfronts should be carefully designed to incorporate the remaining traditional features.
- 6.65 Shopfronts spanning more than one property should avoid disrupting the vertical emphasis, and should reflect the break between properties with pilasters.
- 6.66 Traditional materials should normally be used such as painted timber, (not tropical hardwoods) iron and render. 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.

Shop Signs etc.

- 6.67 Internally illuminated box fascias will not usually be permitted as they are not sympathetic to the conservation area. Externally illuminated painted fascias, individually illuminated letters or neon words are preferred. Any type of internally illuminated signs should be carefully integrated into the shopfront as a whole.
- 6.68 Consent will not usually be granted to install internally illuminated projecting box signs. Traditional hanging signs, externally illuminated if necessary, are preferred and fixings should be located on the fascia, not above it or on the pilaster or in a position that would damage decorative original features such as console brackets or pilaster capitals.
- 6.69 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.
- 6.70 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.
- 6.67 Architectural details should not be obscured or removed to accommodate canopies, and care should be taken to ensure that size, shape and position of canopies are appropriate to the building.

7 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.

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

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

8 STATUTORY LISTED BUILDINGS IN THE CONSERVATION AREA

Building	Grade
Godolphin Road Pillar Box outside No. 59	II
Lime Grove Former Hammersmith School of Building and Arts & Crafts (including boundary wall)	II
Uxbridge Road St. Stephen the Martyr & St. Thomas Church (including stone churchyard wall)	II

9 BUILDINGS OF MERIT IN THE CONSERVATION AREA

Coverdale Road
St. Stephen's Vicarage, No.1

Goldhawk Road

Nos. 158 to 162 (even)

Lime Grove

Former Lime Grove Baths & Nos. 6, 10 & 12

Thornfield Road

St. Nicholas Church (Greek Cathedral) & St. Thomas Hall

Uxbridge Road

Nos. 33 to 41 (odd) & St. Stephen's C. of E. School

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.

There are no Article 4 Directions in the conservation area at present.

Please note that these planning controls are in addition to those which apply everywhere. If you need advice as to what development does or does not need planning permission you should contact the Environment Department reception at the address on page 1.

11 UDP POLICY SH3 KEY LOCAL SHOPPING CENTRES

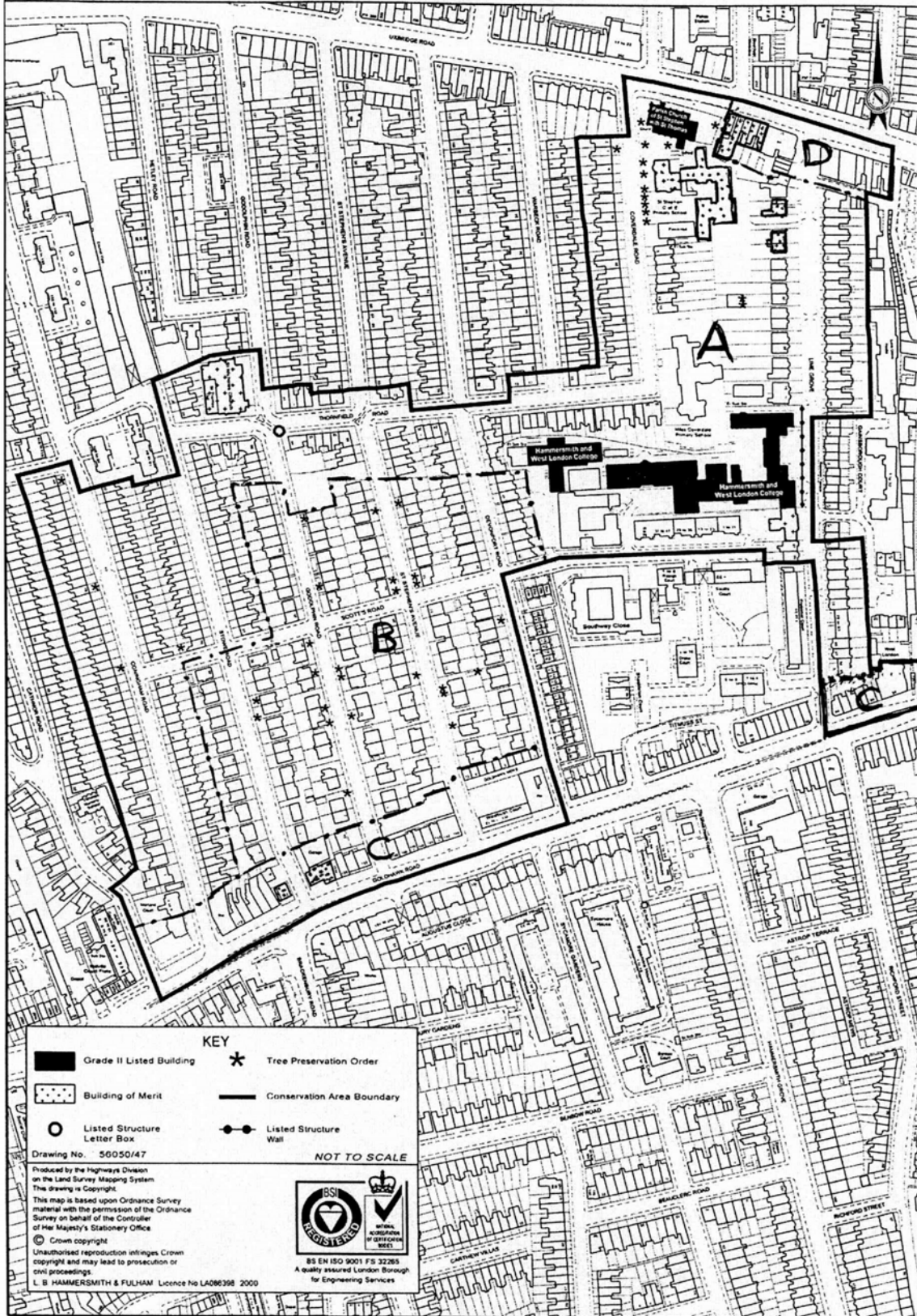
The Council's UDP designates Key Local Shopping Centres to provide accessible shopping and service facilities for their locality. Two of these (4 Uxbridge Road East and 7 Goldhawk Road) fall partly within the conservation area. In these centres, uses within Class A2 or A3 will be permitted on the following basis:

- a) no more than one third of the length of frontage in an individual street block should be occupied by non-Class A1 uses;
- b) no more than 20% of the length of an individual street block should be in food and drink use (A3 Class);
- c) provision of a shop style fascia, with an appropriate window display, at ground floor level.

Other uses will be permitted subject to a), b) and c) and provided that they are complementary to the function of the centre.

In all calculations of the proportion of the frontage of street blocks in Class A1 and non-A1 uses, the Council will take into account all unimplemented planning permissions for changes of use.

PLAN OF THE CONSERVATION AREA BOUNDARY & SUB AREAS



KEY

	Grade II Listed Building		Tree Preservation Order
	Building of Merit		Conservation Area Boundary
	Listed Structure Letter Box		Listed Structure Wall



Drawing No. 56050/47

NOT TO SCALE

Produced by the Highways Division on the Land Survey Mapping System. This drawing is Copyright. This map is based upon Ordnance Survey material with the permission of the Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office.

© Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.

L. B. HAMMERSMITH & FULHAM Licence no LA086398 2000

BS EN ISO 9001 FS 32265
A quality assured London Borough for Engineering Services