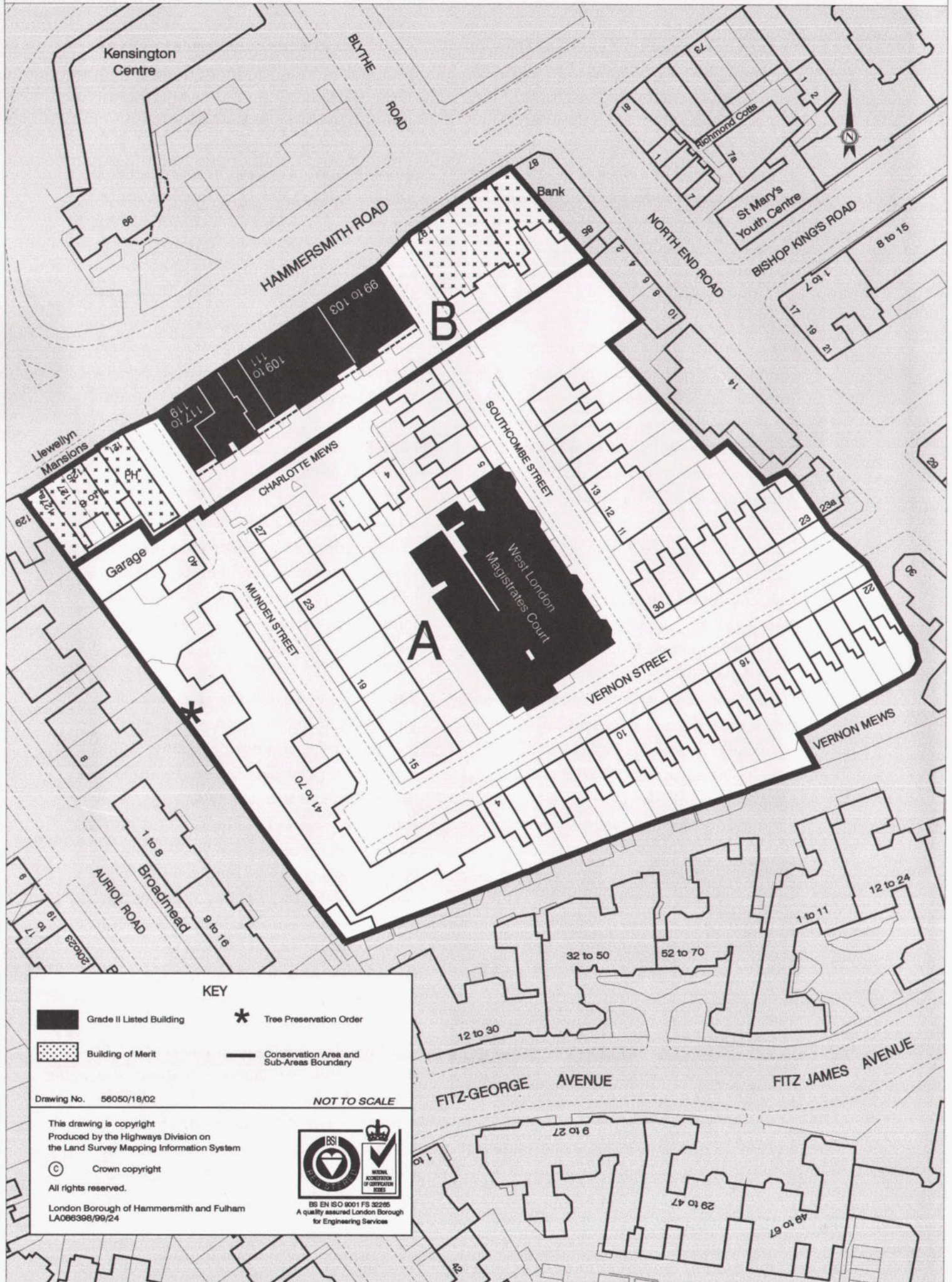


PLAN OF THE CONSERVATION AREA BOUNDARY & SUB-AREAS



carried out along main roads leading into London. Built of London stock brick and of three storeys, the two bays at each end break forward as pavilions. The first floor windows, set in recessed arches, are a characteristic speculative motif of the period. Those to the end pavilions differ from the centre by having semi circular heads.

5.19 The pattern for the anthemion iron balcony railings comes from Cottingham's "The Smith and Founder's Directory", published in the same year as the terrace was built. Shop fronts were inserted later in the 19th Century. The current ones are modern replicas. The bulk of the fabric has recently been demolished and a new speculative development of retail offices built behind the original facade in an uniform "period style". The new continuous, mansard roof takes no account of the original facade and its bay divisions and the concrete cornice and copings are crude. Brickwork to the central bays had been dyed to contrast with the end pavilions which was revealed when the facade was cleaned.



Nos 99-119 Dorcas Terrace, on Hammersmith Road, listed Grade II

5.20 Dorcas Terrace, Nos. 85-97 (odd) Hammersmith Road, was built in 1824 by W.S. Payne, to a similar design to its neighbour (Nos. 99-119 odd). Four out of the five houses received "improvements" later in the 19th Century. The building was capped by a deep entablature and second floor windows were given segmental "Italianate" surrounds. Shop fronts project forward of the front elevation and some features, such as console brackets and iron parapet orbiter, remain. No. 95 retains its original shopfront.

This terrace is on the local register of buildings of merit.

5.21 Llewellyn House, Nos. 121-127a (odd) Hammersmith Road, was designed in 1923 by Melville Seth Ward⁴ as a development by The Camden Brewery which has remained largely unaltered. It consisted of shops, apartments and The Albion public house.



The locally listed Llewellyn Mansions

5.22 The Albion replaced an earlier public house of the same name which dated from about 1865, when it formed part of Munden Place/Terrace. It is a three storey "Arts and Crafts" building of red brick with a steep pitched tiled roof and hipped dormers. Leaded windows are six light, mullioned and transomed, with casements and top hung openings. The corner and western-most bays are four storey with prominent "Dutch" gables. Together with the dormers and tall chimney stacks, they provide a picturesque roof line. The arched ground floor shopfronts are stone faced.

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 which 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 effect on the special character and appearance of an area. The following section outlines factors the Council considers to be 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 of the conservation area 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.

Alterations to Buildings

6.5 The character of the conservation area is derived from the groups of terraces and their uniform appearance and form. Alterations to buildings can have a particularly damaging effect on this, destroying the homogeneity. 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.

Disabled Access

6.7 The Council will support dignified and easy access to and within historic buildings for disabled people. 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.

Roof Extensions

6.6 Front roof extensions are generally considered unacceptable and will only be considered if the property is within a terrace which has been significantly impaired by front roof extensions.

6.7 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.

6.8 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.

6.9 Existing rooflines 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.

6.10 Consent should not be granted for demolition of original chimney stacks which are visible from the street or public spaces. Original chimney pots should not be removed.

6.11 Modern additions such as satellite dishes, T. V. aerials, rooflights and vents should be as inconspicuous as possible. Enclosed water tanks on roofs should be avoided.

Rear Extensions

6.12 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.

6.13 Rear building lines should respect and take into account the value of rear gardens.

Brickwork, render and painting

6.14 Properties should be retained in their original condition if they are not already rendered or painted.

6.15 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 whether the paint can be safely removed or the property should be repainted in a matt finish paint of a colour to match the original brick.

6.16 On properties which 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

6.17 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.

6.18 All original features should ideally be kept. If their loss is unavoidable they should be replaced with exact replicas.

6.19 Owners of properties with poor replacement windows should be encouraged to change them for those of a more appropriate design when an opportunity arises.

6.20 The replacement of original stone stairs and rendered balustrades by concrete stairs and

mild steel handrails should be discouraged in Vernon Street, Munden Street and Southcombe Street. The repair and reinstatement of the original form of stairs should be encouraged.

Other Additions

6.21 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.

6.22 Satellite dishes and T.V. aerials will not be permitted where they would be visually obtrusive and where alternative locations are possible.

6.23 Further detailed guidelines may be helpful in ensuring that they do not have a negative impact upon the character of the conservation area.

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, TV cables and location of gas flues etc. on external walls should be carefully considered.

6.25 Gutters, rainwater pipes and soil pipes should be replaced, when necessary, in their original form and material. The use of PVC should be discouraged.

Continuity and historic names

6.26 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.

6.27 The Council would also like to see the inclusion of date plaques on any new

developments. This would provide interesting features in the townscape and points of reference for the future.

Setting of the conservation area

6.28 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 the character and appearance of the conservation area, and should preserve or enhance it, as described in the profile.

Landmarks

6.29 The West London Magistrates Court is a local landmark within the conservation area though not a particularly dominant element. The terraces along Hammersmith Road form a strong edge to the street.

Views

6.30 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.

Building line

6.31 The frontages on either side of a street define an enclosed space which is in a critical relationship to the scale of the buildings. This relationship has sometimes been lost by redevelopment breaking the rhythm of the elevations and spaces. 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 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.

Boundary Treatment

6.33 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 remain in front of some properties. These should be retained and the replacement of those missing elsewhere 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 in softening the street space.

6.34 The removal of rendered gatepiers and low boundary walls and their replacement by inappropriate walls, railings, fences and hedges should be discouraged. The reinstatement of the original form of boundary wall should be encouraged.

6.35 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.

6.36 Permission should not be granted for alterations or removal of original or traditional front walls and railings and their footings. Owners should be 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. Railings gates and fences should be painted in appropriate restrained colours, for example in black or dark green.

6.37 In streets and terraces with traditional railings, dustbin or meter enclosures should not be permitted where these would detract from the appearance of the area.

6.38 The excavation of front gardens to provide windows to basements or increase the light to basements should not be permitted in areas where the planting of the front gardens is an integral part