

**Hammersmith
& Fulham**
Serving our Community



DESIGN GUIDELINES FOR:

54-108

UXBRIDGE ROAD
SHEPHERDS BUSH GREEN

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INVESTOR IN PEOPLE



2002-2003
Improving Urban Green Spaces
2003-2004
Street and Highway Works



Introduction

Appropriately designed high quality buildings and shopfronts are an essential component of attractive townscapes. Within town centres these form important elements in creating an attractive place in which to shop, work and live. The terrace of Edwardian properties at Nos. 54-108 Uxbridge Road forms a key part of Shepherd's Bush town centre. All the buildings in the terrace are located within the Shepherd's Bush Conservation Area and are included on the Local Register of Buildings of Merit and the Council is committed to improving their appearance. The aim of these Design Guidelines is to assist property owners and occupiers in improving their premises and to raise the quality of the street frontage through better design.

Proposals for new and altered shopfronts and shop signs and for external alterations to front elevations can have a dramatic effect upon the appearance of properties in the terrace, it is essential that they meet the following objectives:

- to repair, restore or reinstate architectural details and features to this visually and historically important terrace of buildings;
- to enhance the character and appearance of the individual Buildings of Merit within the terrace, the Shepherd's Bush Conservation Area and the town centre as a whole;
- to contribute to the on-going programme of streetscape and environmental improvements taking place in the area;
- to improve the retail competitiveness of this part of the town centre, designated as a Prime Retail Frontage in the Council's Unitary Development Plan.

This document should be read in conjunction with Hammersmith and Fulham's adopted Unitary Development Plan 2003, in particular UDP Policies EN2, EN6, EN8D, EN8F and EN14. In addition the Shepherd's Bush Conservation Area Character Profile and the Local Register of Buildings of Merit form Supplementary Planning Guidance. A Technical Specification for works to buildings within the terrace is available from the Projects Team and from the Urban Design and Conservation Team of the Planning Division, this should be consulted prior to the submission of any application for planning permission.

Planning permission will be required for work which materially affects the external appearance of a building, and the installation of shop signs and advertisements may need **advertisement consent**.

Building Regulations approval will be required for any structural works including the installation of new shopfronts and replacement windows.

Consultation and Adoption Process

The Design Guidelines were adopted by the Cabinet Member for Environment and Contract Services and the Cabinet Member for Regeneration on 5 October 2005. This occurred following a consultation process involving major property owners in the terrace and local amenity groups, in particular the Hammersmith and Fulham Historic Buildings Group.

Historical Background

The terrace consists of five groups of Edwardian buildings in red brick with stone embellishments, prominent gables, steeply pitched tiled roofs and tall chimney stacks. The ground floor of each of the buildings is occupied by a retail use. The buildings form a significant element in the townscape on the north side of Shepherds Bush Common.

PROGRESSING FROM THE EAST:

No. 54 Uxbridge Road is a four storey corner building dating from 1908 with an elaborately detailed elevation to Shepherds Bush Place. The building has a splayed corner with an original entrance surround and second floor oriel window, timber casement windows and stone pilasters. The modern shopfront with a blanked out frontage on the Shepherds Bush Place elevation is damaging to the overall appearance of the building.



Nos. 56-82 Uxbridge Road also date from 1908 and form a symmetrical group of fourteen properties. The design of the group is centred on Nos. 68 & 70, a four storey property of two bays wide with a shared gable, flanked on either side by four, four storey properties each occupying a single bay. A further two, three storey properties at each end mark the extremities of the group. Architectural details include full height stone pilasters that define the individual properties, which each have a gable. Although timber sliding sash windows are the dominant type in this group there are also original examples of timber casement windows in elliptical arches. Unsympathetic alterations include loss or damage to original shop surrounds, enlarged fascia signs, painted stonework, inappropriate replacement windows and modern shopfronts. Some sections of brickwork and stonework are in need of repair.

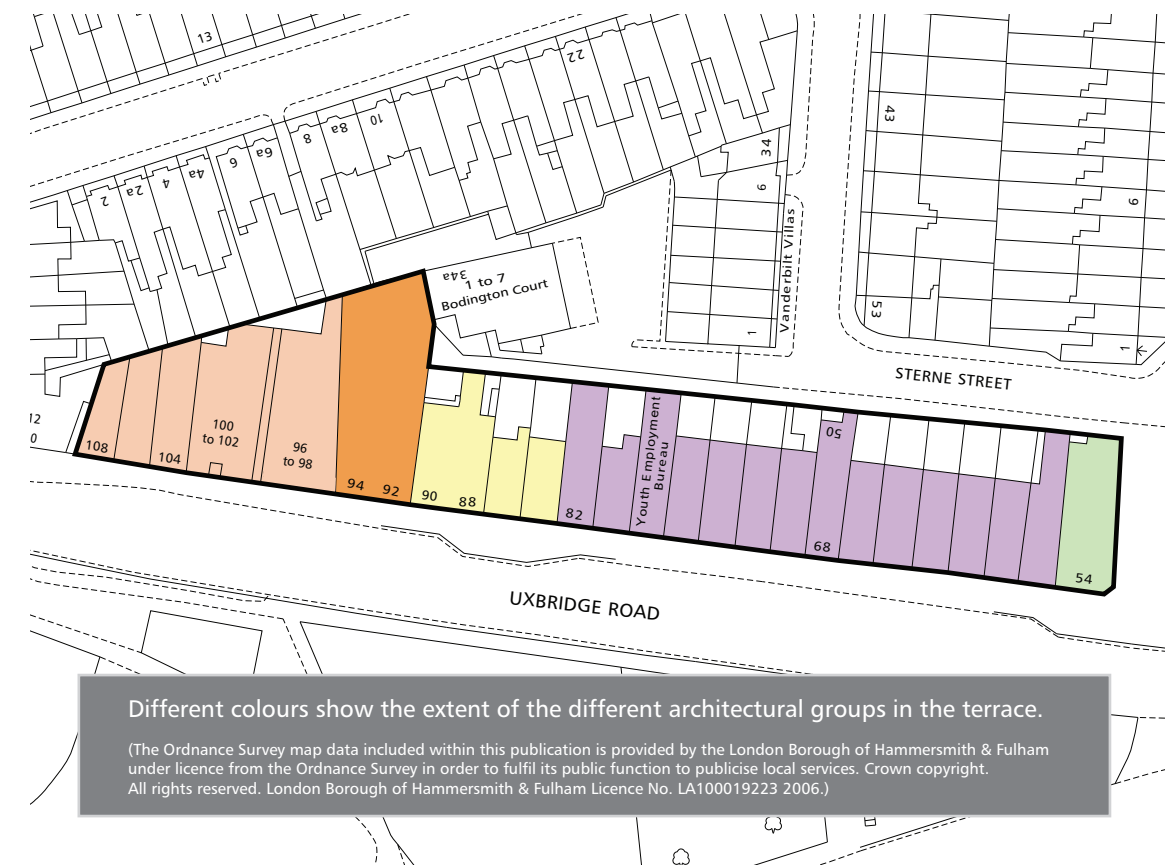
Uxbridge Road
circa 1910

(Hammersmith & Fulham Archives
and Local History
Centre)

Nos. 84-90 Uxbridge Road form another symmetrical group, this time of four properties dating from 1910, the central four storey properties have a shared gable over two bays. These are flanked on either side by a three storey property with gable occupying a single bay. Again architectural detail includes full height stone pilasters that define individual properties. Windows are timber sliding sashes divided by stone mullions. Unsympathetic alterations include loss or damage to parts of original shop surrounds, enlarged fascia signs, inappropriate replacement windows and modern shopfronts. Some sections of brickwork and stonework are in need of repair.

Nos. 92 & 94 Uxbridge Road (former King's Hall) date from 1905 and were designed as a single three storey Queen Anne style building with a deep entablature with pediments articulating the end bays. The windows have leaded lights in stone surrounds and the first floor window to the central bay is full width with a segmental head and prominent keystone. The fascia sign has been enlarged and the height of the render beneath the first floor windows has been increased. The modern shopfront does not reflect the structural divisions above.

Nos. 96-108 Uxbridge Road form a symmetrical terrace of seven properties dating from 1905. They are a bold Arts and Crafts style three storey group of buildings with stone dressings. The elaborately detailed façade includes stone date plaques, recessed balconies and timber casement windows divided by stone mullions. The central property is in the form of a large canted bay with stone crenallated parapet and steep pyramidal roof. Unsympathetic alterations include enlarged fascia signs, painted stonework, inappropriate replacement windows and modern shopfronts. The front roof pitch to Nos. 98 & 100 Uxbridge Road has been extended down over the balconies, supported on a brick pier and scrolled brickwork has been added to the sides of the shared gable. The removal of these additions would restore the symmetrical appearance of the terrace.



Design Guidelines

Owners and occupiers should comply with these Design Guidelines when carrying out works to buildings within the terrace. The Council will pay special attention to the preservation of the individual character and appearance of each group of buildings within the terrace. The Design Guidelines cover works to the front elevation. Further design guidance for all other works is available in the Council's Unitary Development Plan and the Shepherds Bush Conservation Area Character Profile.

GROUND FLOOR

1. Shop Surrounds

Each group of shops within the terrace was originally unified in appearance by having their shopfronts installed within well designed surrounds.

The Council considers that it is important to repair or reinstate each shop surround to match its original appearance, remove paint from stonework and in addition match the original colour scheme where this is known.

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.

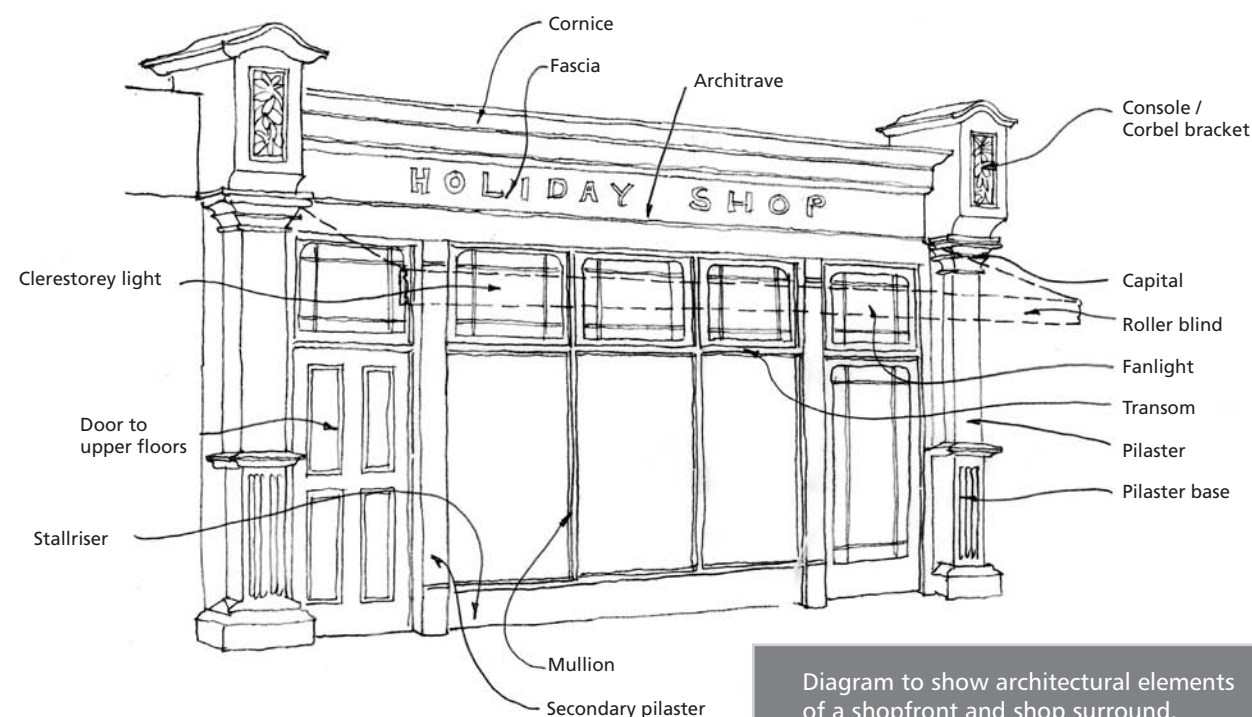
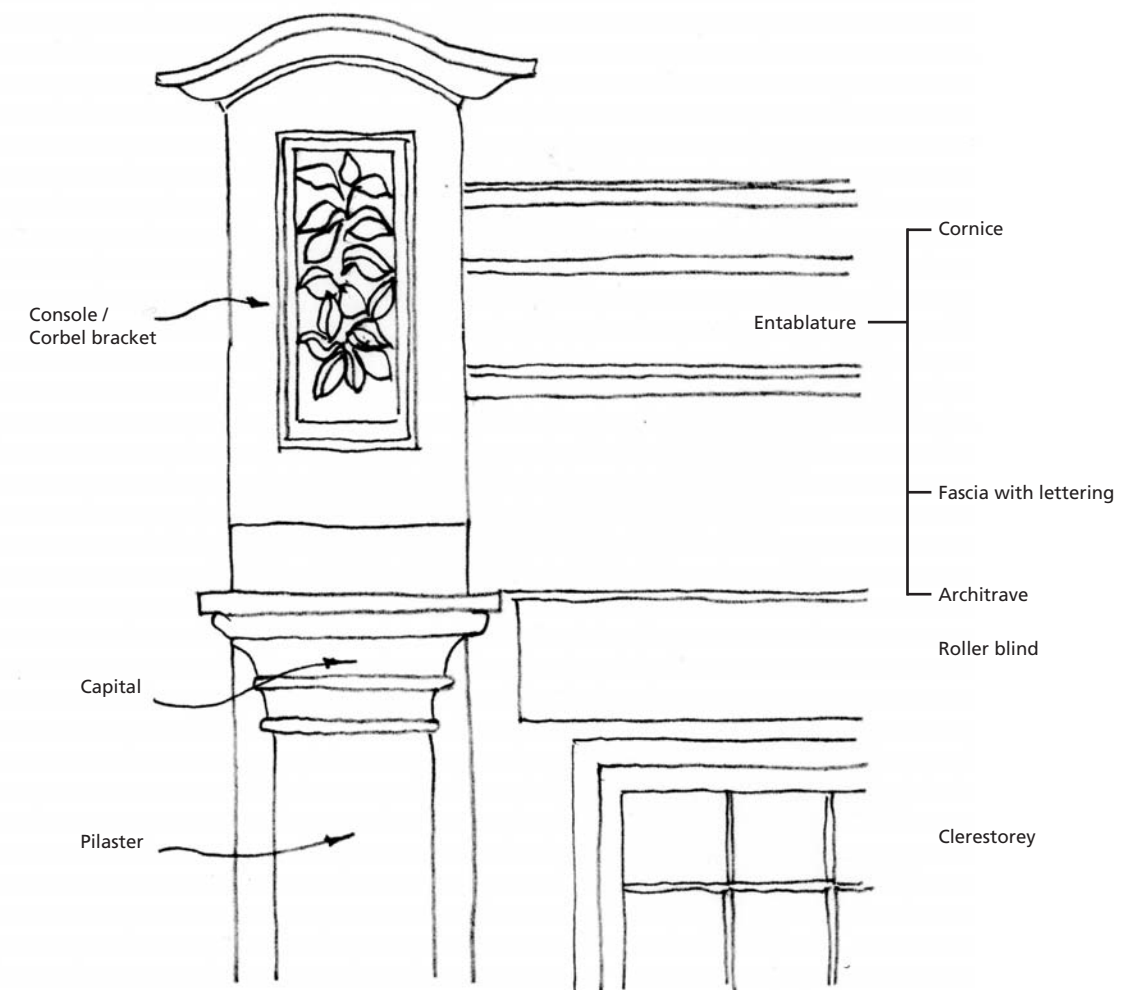


Diagram to show architectural elements of a shopfront and shop surround.

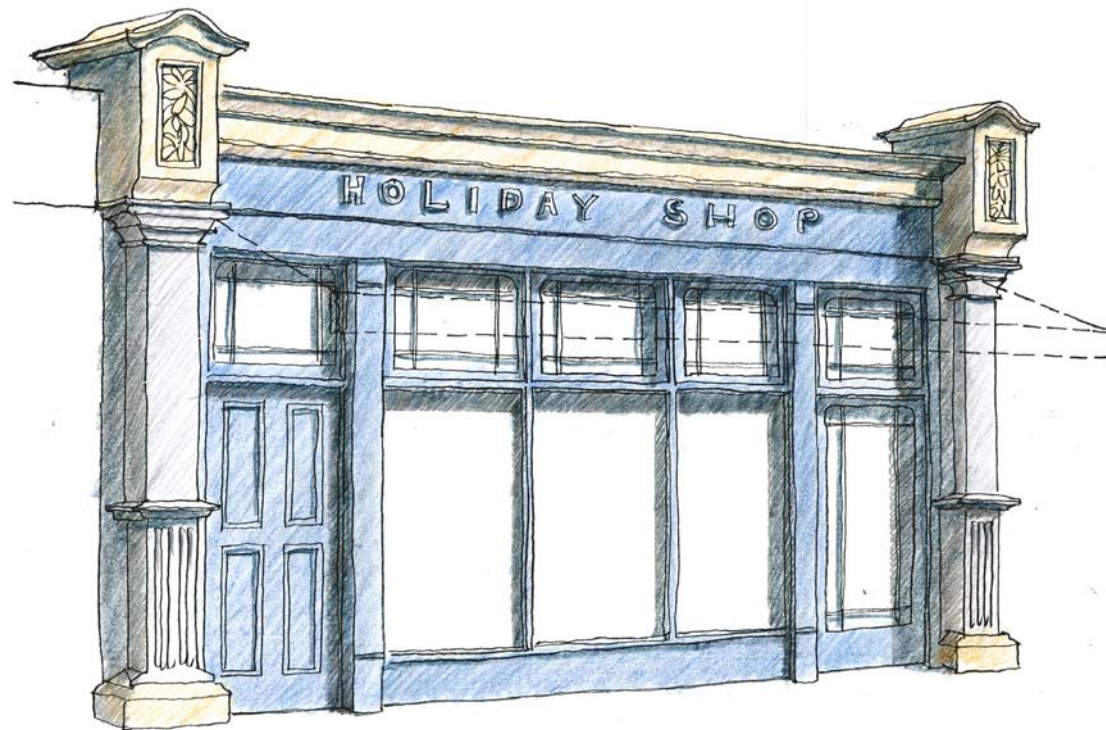


Detail of shop surround.

2. Fascias, Signage and Lighting

Fascia panels should be in proportion to the shopfront and the building and should be designed as an integral part of the shop surround. They should be no larger than the height of the stone 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.

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.



Appropriate example of a timber shopfront with door to upper floors within a restored shop surround



Appropriate example of a timber shopfront with recessed entrance doors within a restored shop surround

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.

The most appropriate form of fascia for these properties 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.

If illumination is appropriate, it should be external through the discreet use of swan neck lamps or light troughs. Internally lit box fascias and signs are considered to be inappropriate. Gilded letters on a fascia sign can be visually prominent and particularly effective at night.

If a projecting sign is required it should take the form of a traditional painted board, which should be attached to the pilaster at first floor level, above the fascia. In exceptional circumstances, such as at Nos. 96-108 Uxbridge Road other locations for projecting signs may be considered acceptable, such as on the fascia. All projecting signs should be perpendicular to the fascia. The fixing should avoid ornamental moulded corbel brackets or other decorative architectural features and should allow for sufficient height clearance below the sign. Such signs 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.

All signs should be designed as an integral part of the shopfront and not as stand alone items.

3. Shopfronts

Historical evidence suggests that shopfronts within the terrace were originally designed with a solid base in the form of stallrisers; top lights above the shop windows; and in addition to the shop door, a separate door to the upper floors. It is considered that stallrisers and toplights give an appropriate proportion to a shopfront and that these should form the basis of the design of new shopfronts. Shop windows may be divided into smaller sheets of glass by the introduction of a limited number of horizontal and vertical glazing bars, known as transoms and mullions.

Shopfronts should be of an appropriate design, and made from quality materials such as painted softwood or bronze. Furthermore, shopfronts should not be designed in isolation but should respect the character and age of the building in which they are located and relate to the shop surround and fascia and the architectural composition of the upper floors. The design of shopfronts and shop signs should be reviewed at the same time.

Where a shopkeeper's business is large enough to cover two or more adjoining shop units, the pilasters and corbel brackets which originally divided the shop units should be retained (or reinstated if now missing) to reflect the break between properties and restore unity to the terrace. 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.

Where there is a need to provide ventilation to shop units, this should be incorporated sensitively into the design. The use of decorative grilles in the panels of the stallriser or top lights would be appropriate. Clear glass should be installed in all shopfronts and should not be obscured in any way, the only exception being in toplights where obscured or coloured glass is required to conceal a false ceiling. Where greater privacy is required this can be achieved through the installation of internal blinds.

4. Access to Shop Units

The Disability Discrimination Act 1995 requires that wherever reasonable and possible that physical barriers should be removed to assist easy access to buildings for people with mobility difficulties. The Council will expect all new or altered shopfronts to be accessible for people with mobility difficulties, including those with wheelchairs and pushchairs. Principal entrance doors should therefore have one clear opening leaf at least 925mm wide and should provide a level entrance or a non-slip ramp no steeper than 1 in 12, or preferably 1 in 20. Ramps should be incorporated within the shop unit and should not encroach upon the public highway.

5. Access to Upper Floors

Ground floor entrances to upper floors should not be recessed and should ideally be fitted with a traditional timber panelled door. A timber framed fanlight above the entrance door will allow sufficient daylight into internal entrance halls.

6. Painting and Use of Colours

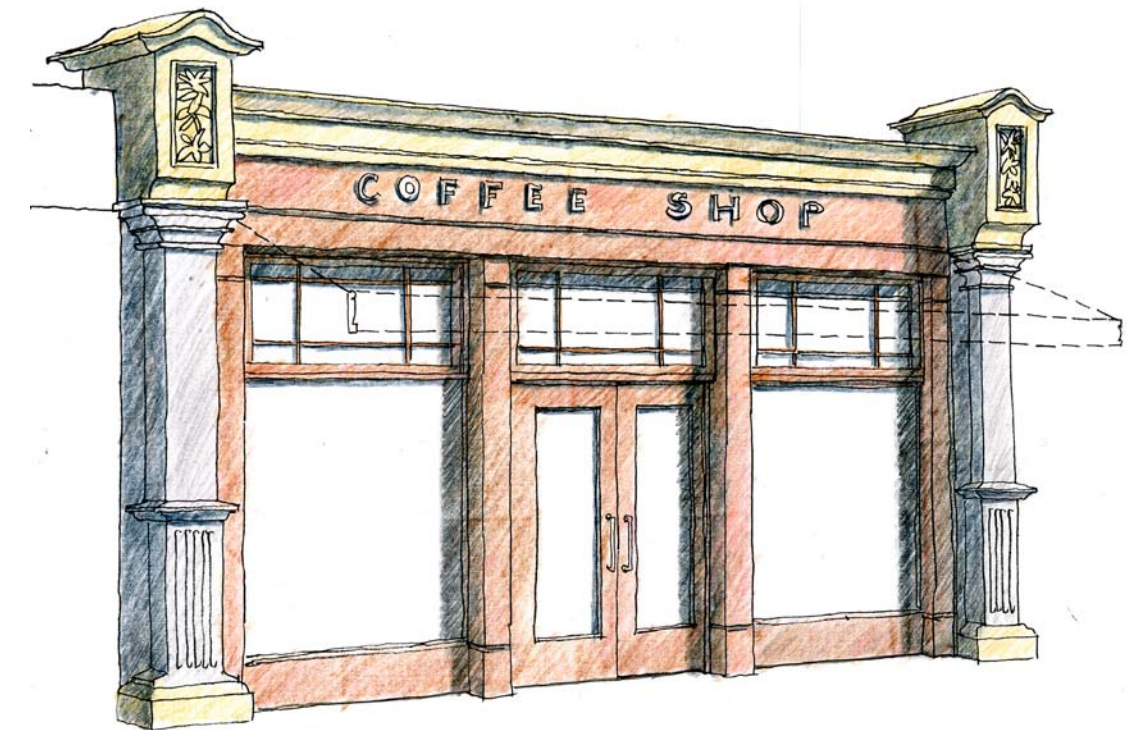
Stone and granite pilasters should never be painted and pilasters in general should never be tiled over. Colours used on shopfronts should not clash with adjacent shopfronts. Generally rich dark colours are appropriate for the shopfronts of these Edwardian buildings. Doors at street level to upper floors should be painted black and window frames to upper floors should be painted white (BS 00E55) in order to create a consistent appearance.

7. Burglar & Fire Alarms

Although these items are necessary for many premises they are generally unsightly in appearance and if possible should not be mounted on the front elevation. A discreet position on the fascia may be possible, but they should never be fixed to the decorative corbel brackets of the shop surround pilasters.

8. Security Shutters

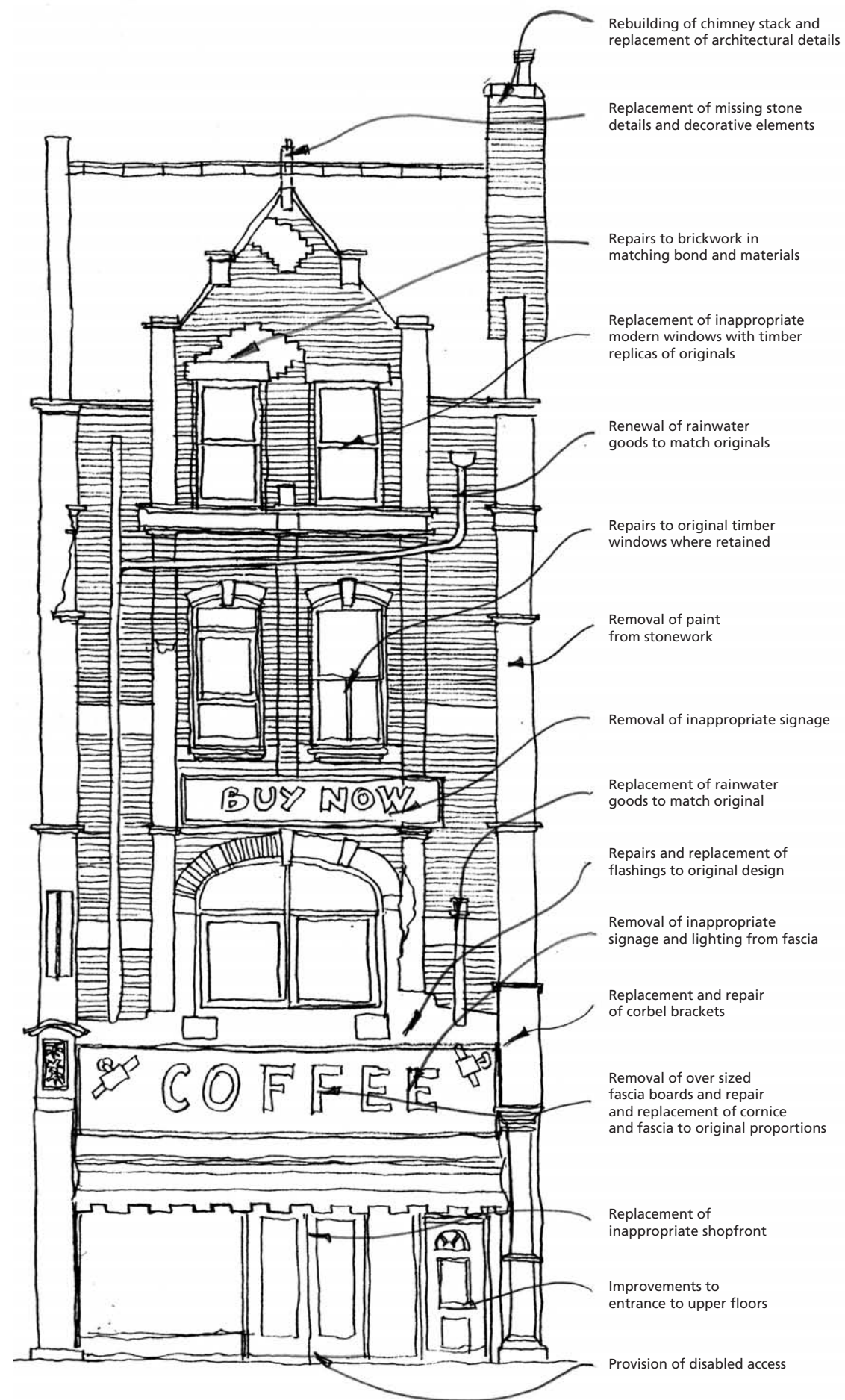
The incorporation of toughened, laminated or polycarbonate security glass in shop windows is the preferred alternative to shutters. External roller shutters including those of the open mesh type, will not be appropriate as they detract from the quality of the appearance of the street scene when closed. Where internal security grilles are required, these should be open grille, powder coated and of a dark colour.



Appropriate example of a timber shopfront with centrally located doors within a restored shop surround



Appropriate example of a contemporary shopfront within a restored shop surround



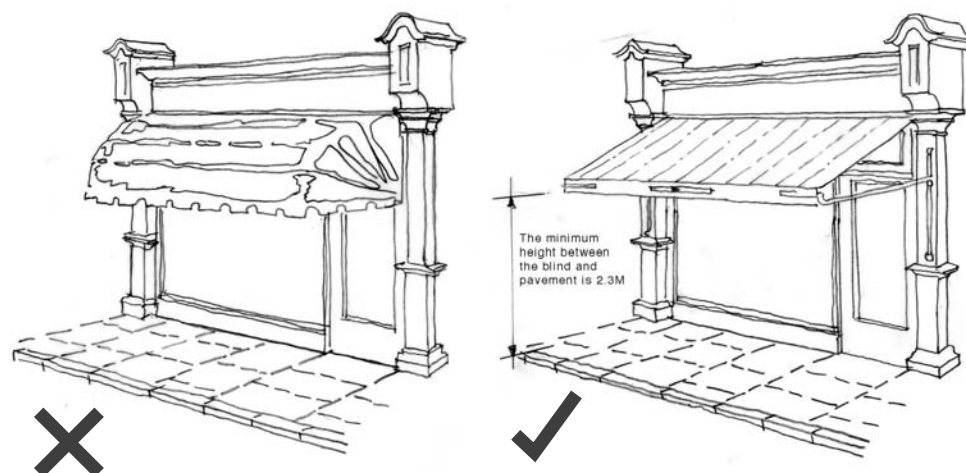
Appropriate works to restore the architectural quality of the buildings.



A restored pair of buildings following the implementation of the advice in the Design Guidelines.

9. Canopies

Canopies are a feature of the street scene in this part of Uxbridge Road, and are considered acceptable if fully retractable and confined to their traditional position within or below the entablature of the shop surround, not as an 'add on' projecting from the facade. The most appropriate design of canopy is a straight canvas blind with (or without) a straight valance which should be aligned vertically with the adjoining properties. Dutch blinds or any other fixed blind will not be acceptable. Each canopy should allow for at least a two metre height clearance underneath it.



Examples of inappropriate (left) and appropriate (right) canopies.

10. Forecourts and Highway Issues

The display of goods for sale on front forecourts is to be avoided as this detracts from the appearance of the shopfront and the streetscene. The placing of goods for sale and "A" boards is not permitted on the public highway as such items cause clutter and can be particularly hazardous for pedestrians, especially partially sighted and blind persons and the Council will undertake enforcement action to remove them. Planning permission will be required for the provision of tables and chairs for customer use on the public highway as will a Highway Licence, details of which are contained within the Supplementary Planning Guidance Note for tables and chairs on the public highway.

UPPER FLOORS

1. Painting and Rendering

Brickwork and stonework should never be painted as this creates future maintenance problems, obscures architectural detail and changes the visual character of terraces. Proposals to repaint stonework or to render brickwork will be resisted and any existing paint should be removed by a reputable contractor. A list of such contractors can be found in the Conservation Directory, details of which are available from the Council's Urban Design and Conservation Team.

2. Windows

The original windows in the upper floors of the terrace were timber vertical sliding sashes with glazing bars except for those within arched openings which had timber casements and all had clear glass. Nos. 92 & 94 are the exception which still retain their original metal casements with leaded lights. Where the original windows have been retained, these should be repaired. When the need for replacement occurs, the original materials, opening style, pattern of glazing bars and window frame proportions should be adopted.

3. Repairs to Original Details

Where stonework and architectural features to the upper floors of the buildings have been damaged or removed they should be repaired or reinstated to match the original design and materials. Brick cleaning and re-pointing and repairs to flashing should also be undertaken where necessary. Specialist advice should be obtained where brick cleaning is proposed so that the appearance and fabric of the buildings is not damaged by the cleaning process. New brickwork, mortar and pointing style should match the original: advice can be sought from the Council's Urban Design and Conservation Team.

4. Roofs

The steep tiled roof and gables of each building form part of the character of the terrace. Alterations to the ridge line and front roof extensions will not be acceptable. Replacement roof tiles and ridge tiles should match the original. A limited number of small metal conservation style rooflights installed flush with the surface of the roof tiles may be acceptable. The tall brick chimney stacks and their terracotta pots and roof finials are another characteristic feature of the terrace which should be retained and repaired and under no circumstances should they be removed or truncated.

5. Rainwater Goods

Rainwater goods were traditionally in cast iron with hoppers and square section downpipes. These should be retained and repaired where they still exist and reinstated in their original positions where they have been altered.

6. Satellite Dishes

Satellite dishes should not be installed on the front elevation of buildings. They should be located in a discreet position such as on the lower part of a chimney stack below the ridge of the roof.

7. Pigeon Deterrents

The use of netting to discourage pigeons is unsightly and should be avoided. The use of discreet alternative deterrents is preferred.

Getting Further Help

If you need more help or advice on design issues, please contact the Council's Urban Design and Conservation Team on 020 8753 1081.



Appropriate example of a timber shopfront within a restored shop surround for No. 96-108 Uxbridge Road.



Appropriate example of a timber shopfront within a restored shop surround for Nos. 92 and 94 Uxbridge Road.

Illustration overleaf shows the terrace following the restoration of the buildings in accordance with the Design Guidelines.





Urban Design and Conservation Team
Planning Division
Environment Services Department
London Borough of Hammersmith & Fulham
Town Hall, King Street
Hammersmith, London W6 9JU
020 8753 1081
www.lbhf.gov.uk

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Butler and Hegarty Architects
5 Rickthorne Road,
London, N19 4JS

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