

facade. There is a broken circular pediment centrally located above the ground floor though the shopfronts are modern.

5.26 No. 8 & 10 though of a differing style and age to its neighbour continues the vertical emphasis. Built in 1939 it is three storeys in height and has a well detailed parapet with pilasters reaching the full height of the 1st and second floors. The original windows remain with decorative panels between those of the first and second floors. This property was built for use by Burtons (tailors) as a shop.

5.27 The remainder of the block is predominantly occupied by a mainly three storey building to the north facing both Beadon Road and Hammersmith Grove, with retail units at the ground floor. Built of red brick it has stucco detailing including window surrounds, parapet and balustrading and string courses and has retained its timber framed windows. Single storey retail units, with many of the original facade features intact link the building to the Swan P.H. The corner of the block, at the junction with Hammersmith Grove and Beadon Road, is rather oddly occupied by a single storey retail unit.

5.28 The open space in the centre of the block has been developed as a restaurant with access from all three roads and a new building facade to Hammersmith Grove to replace the former building. Along this stretch of the street is a traditional street market, which though outside the conservation area contributes to its character.

5.29 Some modern development has taken place on the southern side of King Street opposite the triangle site with the resulting increase in the footprint of properties. However the main modern retail development has taken place further west along King Street outside this conservation area. The street retains a strong building line and sense of enclosure and is dominated by commercial and retail uses.

5.30 No. 1 - 15 King Street is a recent block constructed of brick with a strong horizontal emphasis provided by the fenestration which forms continuous bands across the facade. This breaks the more vertical rhythm created by the traditional fenestration patterns in the other properties.

5.31 The Hop Poles P.H. (17-19 King Street) was built in 1857 and is listed Grade II. It is a three storey stock brick building flanked by stucco quoins with a heavy dentil cornice. The fenestration is the dominant feature of the facade. There are two large, round headed, windows flanked and linked by smaller round headed windows on the first floor, with round arched and equally spaced round headed windows on the second. All windows have Italianate surrounds. The ground floor frontage extends across the adjacent property which is domestic in scale and detail, and of a slightly later date than the public house. It seems most likely that the public house was refitted and its frontage upgraded in the latter part of the 19th century. More recent works took place in 1995.



The listed Hop Poles P.H. and the locally listed terrace (Nos. 21 - 25 King Street) and Marks and Spencer

5.32 Nos. 21-25 King Street (BOM) dates from the 1870's. It is a three storied, stock brick building, divided into three bays by banded pilasters and with a heavy, dentil, cornice and balustrade with modern mansard behind. Windows are tripartite sashes with Italianate surrounds, those on the second floor having segmental heads. No. 37½ was originally part of the same terrace.

5.33 Marks and Spencers, Nos. 27-37 King Street (BOM), was built in 1932 and designed by Alfred Batzer in the "modern classicism" style. It is a steel framed building clad in Portland stone and with lightly profiled detailing. Similarity of scale enables it to harmonise with its neighbour, despite the difference in styles. This has been extended at ground floor level and incorporates a mid 19th century two storey property, No 37½ King Street, (BOM) which is now derelict. This latter property together with No. 39, which is three storeys, are built of stock brick with stucco detailing, No. 39 being of a smaller scale. Both these properties are reminiscent of the width of the traditional frontages of historic properties along this street.

5.34 No. 43 forms the western boundary of the conservation area and is a modern retail unit. From Blacks Road the rear of these properties is visible, with the associated servicing areas. No. 12 is a relatively recent Office development continuing the style of the development that has taken place over the last twenty years in this block. Of note are the rear entrances and windows of numerous retail units on King Street which provides interest and an active edge along Black's Road. The rear of these commercial buildings is highly visible from beyond Blacks Road and forms an edge to part of "St. Paul's Green".

B St. Paul's Church

5.35 St. Paul's Church is the main feature in this sub-area. It remains a dominant landmark in views into the conservation area, particularly from the west and east. It is set in the only open space in the conservation area (and indeed the main open space in the town centre). This consists of the historic churchyard which still retains a few of the old burial tombs, most notably those of the Fenn and Banks families which are listed Grade II. The tomb stones need some restoration.

5.36 The open space contains numerous mature trees including a magnificent Oak, many with Tree Preservation Orders, and is partly bounded by vertical iron railings. It is an important feature in the setting of this listed building and Bradmore

House. Hammersmith Flyover, itself a recipient of a Civic Trust Award, tends to dominate the setting of the church from the south and emphasises its isolation caused by the surrounding major roads. Viewed from Black's Road, College Court and Bradmore House form a sympathetic backcloth to the church, while the open space provides a soft landscaped setting. This helps to mitigate the effect of the busy roads surrounding the site.

5.37 St. Paul's Green is a new urban park which has greatly improved its setting of the listed church and the surrounding listed buildings, Bradmore House and the Apollo, as well as the approach to Hammersmith Bridge. It was formed by landscaping the former NCP car park and linking this to the re-landscaped northern part of the churchyard. It has also contributed to the enhancement and attractiveness of the town centre.



The listed St. Paul's Church

5.38 St. Paul's Church (1882-91) is listed Grade II* and was designed by J P Seddon ¹¹ and H R Gough ¹². It is a late Victorian replacement for an early 17th century chapel of ease. It is an early English style church, in pink Mansfield stone and Bath stone dressings, with narrow lancet windows and a tall north east tower with outsize pinnacles. It retains some fine internal fittings many from the original chapel despite its reordering in the modern Church of England Concert Hall style.

5.39 To the north of Hammersmith Bridge Road is a well landscaped car park with numerous mature trees belonging to Landmark House. The recently completed community centre east of that

car park is of a clean and simple design. A five storey building in steel and glass with a restaurant at ground floor level with offices above fronts onto Queen Caroline Street.

C Island Site

5.40 The 1970's and 1980's saw years of controversial schemes produced for the redevelopment of the island site including the bus depot and underground station. The Broadway Centre ('Centre West') development by Elsom, Pack and Roberts' consists of offices, shops and a transport interchange. Of a greater scale than the surrounding historic development it has a dominant presence in the conservation area. It does however maintain the sense of enclosure of the Broadway.

5.41 The Broadway Centre development is clad in limestone with granite detailing and the design and proportioning of the facades are classical in their inspiration. Bay windows and the articulation of the facade provides variety and depth. This together with the variety of materials helps reduce the impact of the mass of the development and provides interest in the street scene. The surrounding hard landscaping is of a high quality and a number of trees have been planted around the perimeter of the development.



Bradmore House viewed from St Paul's Green

5.42 The west facade of Bradmore House dates from 1700, listed Grade II, and is ascribed to Thomas Archer. This is the garden front which originally formed part of Butterwick House. The facade was dismantled and re-erected in 1913 to

form the street front of the London Transport bus garage. This has been painstakingly restored by the reconstruction of the parts of the original facade previously punched through to make openings for buses.

5.43 It is a two storey red brick building of seven bays, the middle three raised with an up curving of the top cornice (reminiscent of Chicheley Hall) capped by baluster and urns. The central bay is flanked by thin composite pilasters and the outer angles by elongated Tuscan pilasters, all in stone. All windows are round headed with contrasting red rubbed brick arches. The flank and rear walls are modern and admirably co-ordinated in their design with the listed garden front.

5.44 Between Bradmore House and the new development is an open courtyard, Bradmore Square, with seating for the surrounding bars and cafe's. This is a pleasant space, sheltered from the road by Bradmore House, and particularly busy in the summer. It links to the internal shopping Mall with the main entrance on Hammersmith Broadway and provides pedestrian access to the tube and bus station.

5.45 Traffic congestion remains a major problem in the conservation area. The introduction of street level crossings linking the Island Site to the environs has greatly improved the pedestrian friendliness of the area although most of the subways still remain. However the legacy of barriers, traffic lights, coloured tarmac and signs clutter the townscape.

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 affect 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 has been delivered to properties in the area. 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 Hammersmith Broadway Conservation Area has a wide and diverse range of buildings of differing ages and design. The group value of this area depends upon this diversity. The group value of this area depends upon this diversity. However alterations to buildings can have a particularly damaging effect on the character of the area. 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

6.6 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

6.7 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.

6.8 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.

6.10 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.

6.11 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.

6.12 Modern additions such as satellite dishes, TV. aerials, rooflights 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 relevant 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 historic plot boundaries and should be carefully considered where the rear of buildings are visible.

Brickwork, render and painting

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

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

6.17 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

6.18 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.

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

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

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 Gutters, rainwater pipes and soil pipes should be replaced, when necessary, in their original form and material; this will generally be in cast iron or lead. The use of uPVC should be discouraged.

6.25 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, gas flues etc., on external walls, should be carefully considered.

Continuity and historic names

6.26 The Council considers that 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 existing developments and their associated signage and features should be kept, and 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 new developments.