

This will 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 St. Paul's Church is the key landmark in the southern part of the conservation area and can be seen in views from the Broadway. The Broadway Centre development is a modern landmark building and is dominant in views into the conservation area, particularly from the south. St. Paul's should remain the key landmark in the conservation area and its tower should remain the highest point.

6.30 Many of the other buildings are important features within the conservation area and can be seen as local landmarks, e.g. the Swan P.H. is evident in many views due to its prominent location and The Hop Poles P.H. closes the vista at the end of Hammersmith Grove. Bradmore House is viewed across St. Paul's Churchyard and from Hammersmith Bridge Road.

Views

6.31 Views into and out of the Broadway are important due to the feature buildings framed within those views. Views of St. Paul's Church are important, particularly from the south western corner of the conservation area. There are good views of the tower of St. Paul's from the east.

6.32 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

6.33 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.

6.34 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 at the rear of buildings can also be important, particularly when visible or forming the edge to a street. 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

6.35 Permission should not be granted for alterations or removal of original or traditional 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 they should match the railings.

Landscape and floorscape

6.36 It is not only an area's buildings but also the spaces between them which are important to the character of an area. It is important that the roads and pavements form a neutral backcloth to the building within the conservation area.

6.37 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.

6.38 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. Ideally new paving should be rectangular and not square, and if not York stone at least of the same colour.

6.39 Tactile surfaces are not always appropriate in conservation areas. Where they are absolutely necessary (i.e. at controlled crossings such as zebra and pelican) they need to be of contrasting colour for safety reasons. However we will not install them anywhere else.

6.40 Any highway management scheme 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 English Heritage guidelines for conservation areas.

Open Spaces

6.41 The main open space within the conservation area is the landscaped grounds of St. Paul's Church. This is a pleasant green feature which is important in the setting of the Church. There are proposals to improve this area. The courtyard to the rear of Bradmore House provides a further area of open space. On the edge of the conservation area the market square also provides a pleasant open space.

6.42 The shopping Mall within the Broadway Centre provides an important route through this development and provides a link between the underground station and bus station.

Trees

6.43 There are a number of mature street and private trees of value to the townscape in the conservation area. All trees in a Conservation Area, including those in rear gardens, are protected. Owners should be urged to look after trees on their land and plant new trees in order to ensure a continuing stock of mature trees for future generations.

6.44 If resources become available in the future the planting of street trees could be considered throughout the conservation area provided that underground services allow sufficient space. King Street and Queen Caroline Street would particularly benefit from tree planting.

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

Street furniture

6.46 The conservation area would benefit from more sympathetically designed lighting columns and lanterns should the opportunity ever arise.

6.47 All existing bollards, and road fence panels should be reviewed, and if they are still required be replaced with the traditional cast iron bollards. There should be a rationalisation of all street furniture to avoid clutter (telephone boxes, fencing, control boxes etc).

6.48 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.

6.49 The few remaining cast iron street name plates should if possible be retained.

Opportunity Sites

6.50 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:

Site 27 in the Unitary Development Plan: Hammersmith and City Line Station. Only a small part of this site is within the conservation area but any development on this site should be carefully considered in relation to the conservation area.

6.51 Redevelopment should be judged against criteria suitable for a conservation area, in which new buildings should contribute positively to the

visual quality of the area, respecting the dominant pattern of development in terms of plan form and height of the townscape.

Advertisement hoardings

6.52 The proliferation of advertisement hoardings in the conservation areas should be discouraged. Consent should not normally be granted for new advertisement hoardings.

Shopfronts

6.53 The removal or alteration of historically and architectural interesting shopfronts should be resisted and their restoration encouraged. The shopfronts in Broadway Arcade are particularly worthy of protection as are the ground floor windows to Lloyds Bank.

6.54 Where an original shopfront has already been partially removed, any surviving original ornaments and architectural features should be retained. Any new shopfronts should be carefully designed to incorporate the remaining traditional features.

6.55 Shopfronts spanning more than one property should avoid disrupting the vertical emphasis and should reflect the break between properties with pilasters.

6.56 Traditional materials such as painted timber, (not tropical hardwoods) iron and render should normally be used. Coated aluminium or steel will be acceptable if the design of the shopfront is in keeping with the character of the building and enhances the conservation area.

6.57 Fascia boards should be restricted to the space traditionally used for this feature and should not encroach above the line of first floor window sills. The height of the fascia board should be kept to a minimum and respect the proportions of the building. Fascias should generally be painted wood, reflective acrylic or plastic fascias should be discouraged.

6.58 Large areas of glass frontage should be discouraged. Commercial shop fronts, with bright, aluminium framing sections should be discouraged. Corporate designs of multiple shops should be restrained and respect the individuality of the building.

Shop signs

6.59 Lettering should be in proportion to the fascia. Lettering, adverts etc., on shop windows, should be discouraged if not appropriate.

6.60 Internally illuminated box fascias should not usually be permitted where they are not sympathetic to the conservation area. Individually illuminated letters or neon words are preferred. Any type of internally illuminated signs should be carefully integrated into the shopfront as a whole.

6.61 Consent should not usually be granted to install internally illuminated projecting box signs. Traditional hanging signs are preferred, located in such a position as to avoid damage to original features.

6.62 Security grilles where absolutely necessary should be open mesh and ideally located internally. Solid 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.

6.63 Where canopies are required they should be straight canvas canopies capable of full retraction.

6.64 Architectural details should not be obscured or removed when canopies are fitted, and care should be taken to ensure that size, shape and position of canopies are appropriate to the building.

Sketch showing good practice and inappropriate alterations to a property within the conservation area

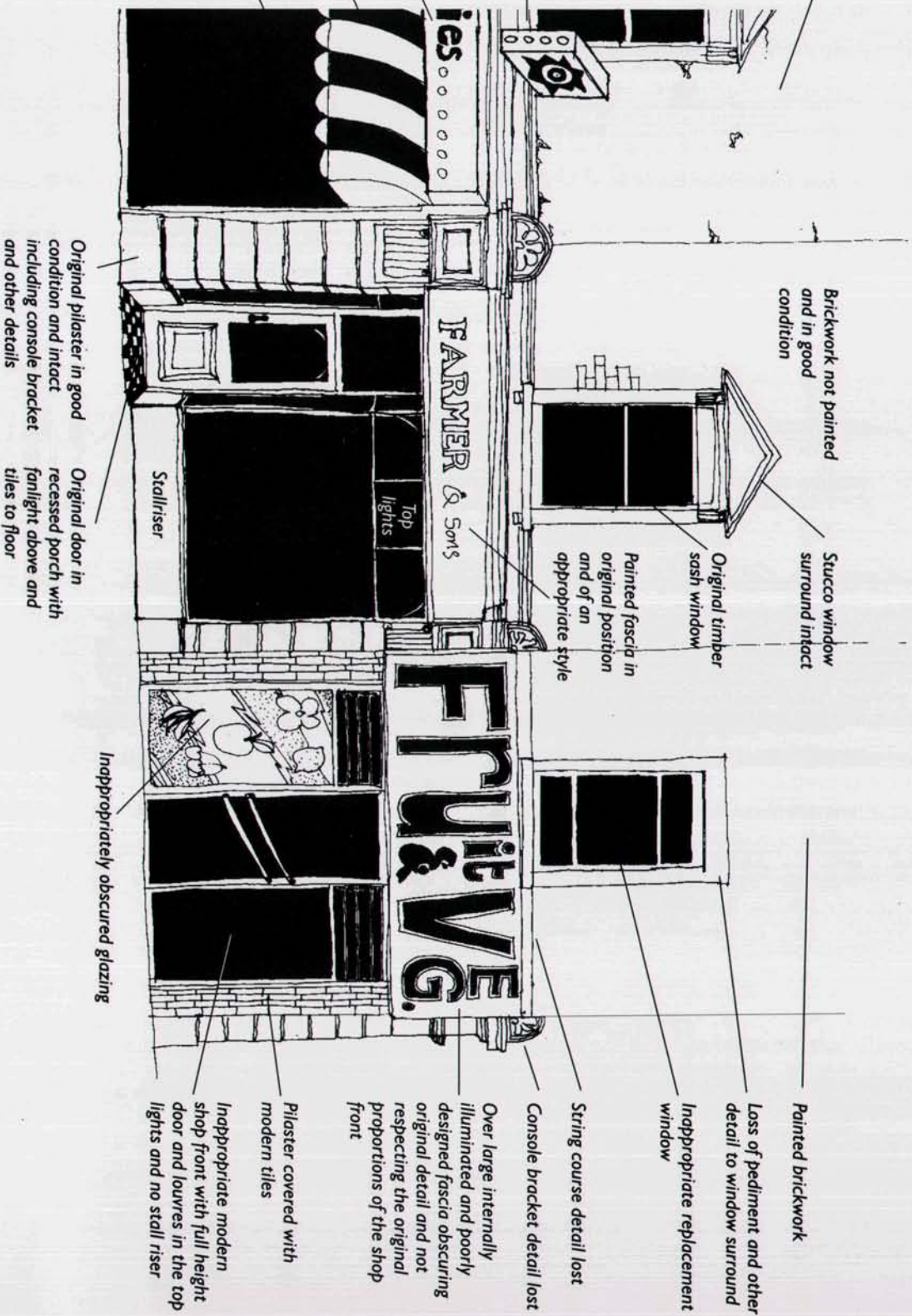
BAD

GOOD

BAD

Original shop front retained and in good condition

- Brickwork rendered and in poor condition
- Poorly located internally illuminated projecting sign to standard corporate specifications
- Internally illuminated fascia to standard corporate specification
- Inappropriate fixed canopy
- Original shopfront replaced with aluminium shopfront with large glazed window resulting in loss of stallriser, top lights and original features



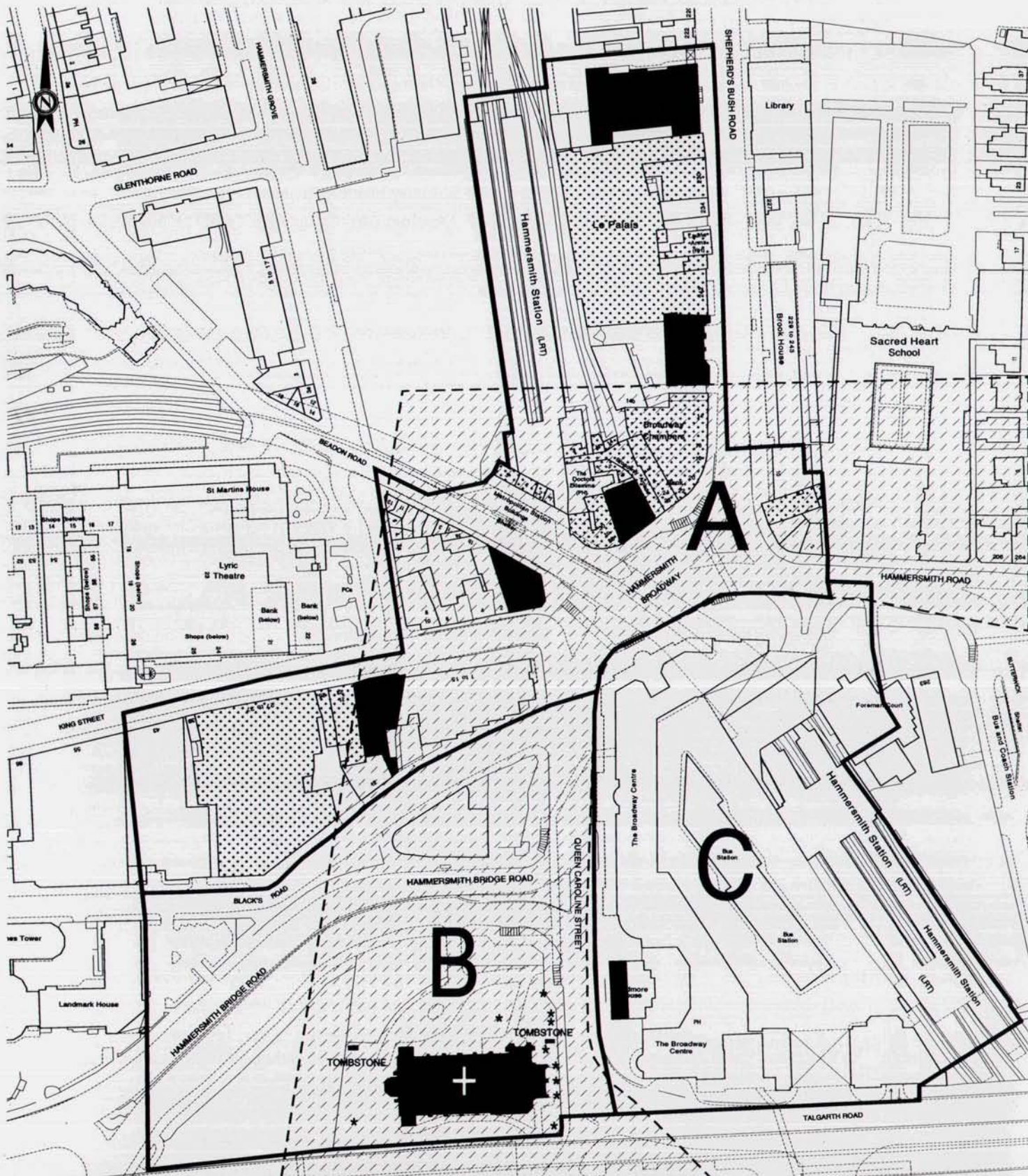
7 OTHER RELEVANT DOCUMENTS

The Unitary Development Plan; London Borough of Hammersmith and Fulham, adopted December 1994.

Department of the Environment/Department of Heritage; Planning and the historic environment PPG 15, September 1994.

Conservation Area Practice, English Heritage guidance on the management of conservation areas; English Heritage, June 1993.

8 MAP OF THE CONSERVATION AREA AND SUB-AREAS



KEY	
	Grade II* Listed Building
	Grade II Listed Building
	Building of Merit
	Area of Archaeological Importance
	Tree Preservation Order
	Conservation Area Boundary and the Sub-Areas

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