

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. There is a mix of footpath finishes within Hammersmith Grove Conservation Area, partly resulting from shop forecourts being in private ownership and the wide pavements public. Footpaths should be of uniform materials, ideally traditional york stone particularly outside the retail group (fragments of which survive). A new york stone footway has been installed outside Nos. 138-146, and it would be desirable to extend this throughout the area as part of the future public highway maintenance programme.

**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 English Heritage guidelines for conservation areas. Such a scheme has recently been carried out in front of Nos. 138 to 146.

## **Trees**

**6.45** Hammersmith Grove is renowned for its wonderful trees. There are significant 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.

**6.46** Several street trees are now missing from the avenue. If resources become available in the future replanting of semi-mature street trees of the original species, particularly where there are large gaps, could be considered throughout the conservation area, provided that underground services allow sufficient space.

**6.47** A programme of planting should be initiated where appropriate to ensure there is new stock to replace these in the future.

## **Street furniture**

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

**6.49** Bollards have been unified to the metal replica upended ships cannon type, with the exception of four on the junction of Benbow Road, which are of the fluted column type.

**6.50** 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.

**6.51** The few remaining cast iron or enamel street name plates should if possible be retained.

## **Opportunity sites**

**6.52** Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment. It is considered that the following are opportunity sites.

- Essex Court, Nos.167 & 169 Hammersmith Grove
- Modernised shop fronts at Albion Terrace

**6.53** There are no identified vacant sites within this Conservation Area.

**6.54** 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.

#### **Advertisement hoardings**

**6.55** The erection of any advertisement hoardings within the Hammersmith Grove Conservation Area will be resisted in view of its predominantly residential character.

**6.56** Careful consideration will be given to limiting the size, number and level of signs on the commercial properties in Albion Terrace.

#### **Shopfronts**

**6.57** The removal or alteration of historically and architectural interesting shopfronts will be resisted and, where they have been removed, restoration encouraged.

**6.58** 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.

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

**6.60** 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**

**6.61** 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.

**6.62** 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 on the pilaster or in a position which would damage decorative original features such as console brackets or pilaster capitals.

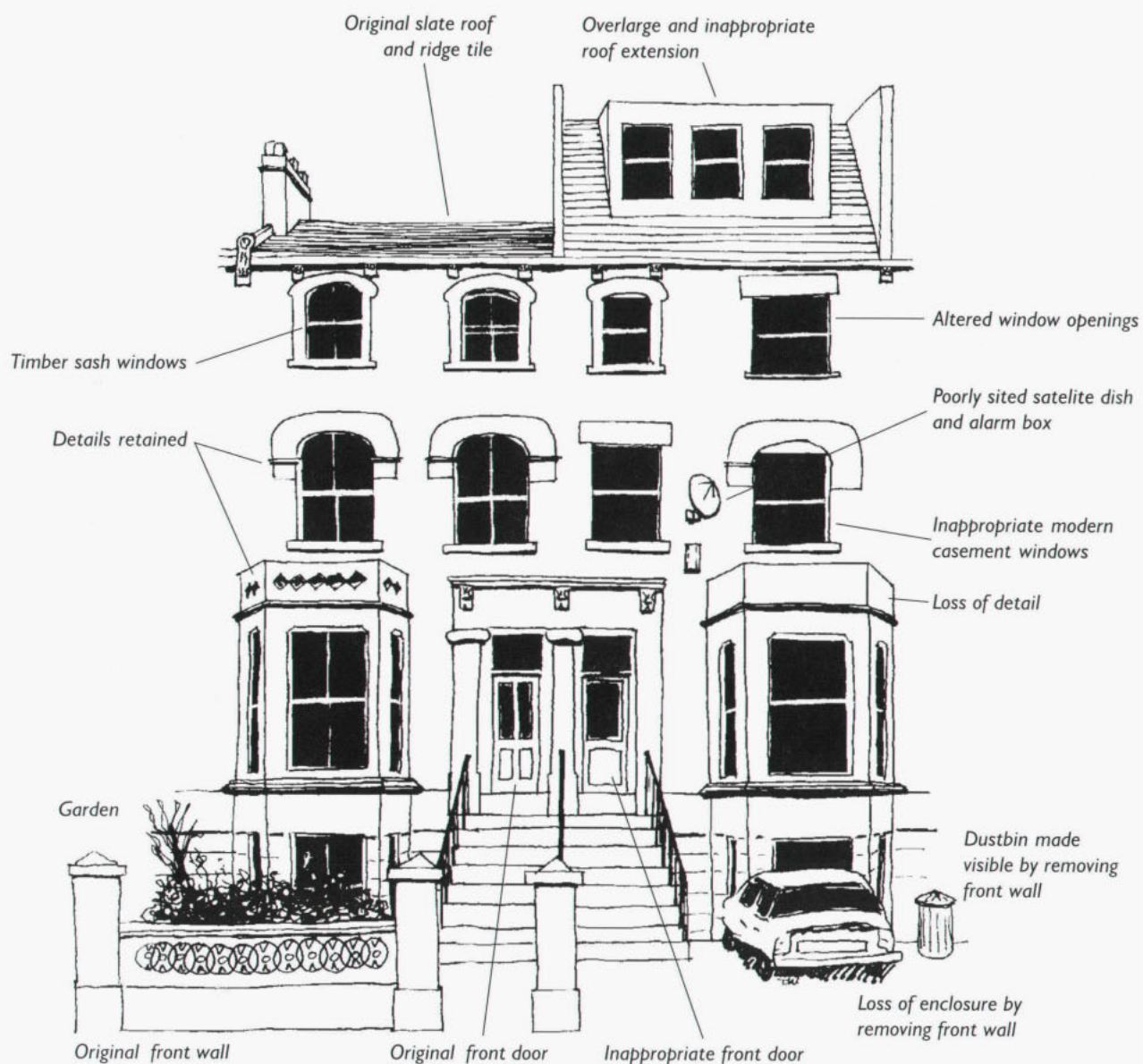
**6.63** Security grilles where absolutely necessary should be open mesh and ideally located internally. Solid roller shutters should be resisted except where the window display remains visible and the door only is shuttered, or the shopfront is an open type e.g. greengrocers.

**6.64** Where canopies are required they should be traditionally designed and located straight canvas canopies capable of full retraction. Modern plastic or PVC canopies or dutch blinds are not appropriate within conservation areas and will be resisted.

**6.65** Architectural details should not be obscured or removed 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**



## **7 OTHER RELEVANT DOCUMENTS**

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

Street Improvements in Historic Areas; English Heritage; August 1993.

PPG 15; 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.

## **8 LISTED BUILDINGS IN THE CONSERVATION AREA**

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There are no listed buildings in the conservation area at present.

## **9 BUILDINGS OF MERIT IN THE CONSERVATION AREA**

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Hammersmith Grove:  
Nos.39 to 115 (odd)  
Nos.181 to 215 (odd)  
Nos.234 to 244 (even).

## **10 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA**

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Planning permission is needed for most forms of development, including many building alterations. But 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 dwellinghouses. 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.



**Architrave** A strip or moulding used to cover the joint between a frame and a wall, as round a door or window frame; the lowest of the three sections of an entablature in classical architecture.

**Baluster** A pillar or column supporting a handrail or coping, a series forming a balustrade.

**Barge board** A board fixed to the projecting end of a roof over a gable, usually in pairs, one to each slope.

**Bays** Compartments into which the nave or roof of a building is divided. The term is also used for projecting windows.

**Bow window** Similar to a bay window but curved in plan.

**Bracket** A projecting support. In brickwork or masonry it could be called a Corbel.

**Building line** The main mass of a building as defined by its facades.

**Canopy** A roof-like projection over a door or window; a hood.

**Capital** The head or crowning feature of a column.

**Cill/Sill** A slab of stone or wood at the base of a window or door opening giving protection to the wall beneath.

**Colonnade** A series of columns.

**Console** An ornamental bracket.

**Corbel** A projection from a wall, often in brick, iron, wood or stone, which provides support for a beam or roof truss. Sometimes decorated.

**Curtilage** The total land area attached to a dwelling house.

**Dentils** A row of small rectangular blocks forming part of the bed mould of a cornice

**Dormer** A window in a sloping roof, usually that of a sleeping-apartment, hence the name.

**Eaves** The lower part of a roof projecting beyond the face of the wall.

**Entablature** The upper part of an Order of architecture, comprising architrave, frieze and cornice, supported by a colonnade.

**Facade** The face or elevation of a building.

**Fascia** The wide board over a shop front.

**Finial** The upper portion of a pinnacle, bench end or other architectural feature.

**Gable** The triangular portion of a wall, between the enclosing lines of a sloping roof. In Classic architecture it is called a pediment.

**Glazing bar** A thin rebated wood bar which divides a large window into smaller lights.

**Hipped Gable** A roof which is hipped at the upper part of its end but has a part gable below the hip.

**Hipped Roof** A roof which is sloped at its ends as well as on the sides.

**Ionic** The Ionic order is lighter, more elegant, than the Doric, with slim columns, generally fluted. It is principally distinguished by the volutes of its capitals.

**Light** One window as bounded by the mullions and transoms and sometimes itself divided into several panes.

**Lintel** The beam spanning the opening of a window or doorway. It may be wood, concrete, stone or steel.

**Mansard roof** A roof with steep lower slope and flatter upper portion, named after Mansart. Also known as 'gambrel' roof.

**Order** An Order in architecture comprises a column, with base (usually), shaft, and capital, the whole supporting an entablature. The Greeks recognised three Orders: Doric, Ionic and Corinthian. The Romans added the Tuscan and the Composite (later known as Roman), while using the Greek Orders in modified form.

**Pantile** A shaped clay tile with a double curve across its width from concave on one side to convex on the other so that it overlaps the tile adjoining it on the side.

**Parapet** The portion of wall above the roof gutter, sometimes battlemented; also applied to the same feature, rising breast high, in balconies, platforms and bridges.

**Party wall** A wall separating two adjoining buildings and common to them.

**Pediment** In Classic architecture, a triangular piece of wall above the entablature, enclosed by raking cornices. In Renaissance architecture used for any roof end, whether triangular, broken or semicircular. In Gothic such features are known as gables.

**Pilaster** A rectangular feature in the shape of a pillar, but projecting only about one-sixth of its breadth from a wall, and the same design as the Order with which it is used.

**Porch** A roofed projecting structure to give protection against the weather to an entrance.

**Quoin** A term generally applied to the corner-stones at the angles of a building and hence to the angle itself.

**Ridge tile** A tile for covering the ridge of a roof: commonly of half-round or angular section.

**Rustication** A method of forming stonework with roughened surfaces and recessed joints, principally employed in Renaissance buildings.

**Sash** The sliding light of a sash window.

**Semi-basement** A storey set halfway below ground level below the ground floor storey of a property.

**Stock brick** The most commonly used in the district at any given time.

**Storey** The part of a building between each floor level and the floor above it.

**String course** A decorative or slightly projecting horizontal band of brickwork or stone in the external face of a wall.

**Stucco** A fine quality of plaster, much used in Roman and Renaissance architecture for ornamental modelled work in low relief. In England, it was extensively employed in the late 18th and early 19th century as an economical medium for the modelling of external features, in lieu of stone.

**Terracotta** Clay material moulded and burnt and used for features such as cornices, vases etc. Can be used with or without a glazed finish.

**Voussoirs** The wedge-shaped stones or bricks of an arch.

**Volute** The scroll or spiral occurring in Ionic, Corinthian and Composite capitals.



Hammersmith Grove circa 1920 Hammersmith and Fulham Archives and Local History Centre





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