

**5.20** The Methodist Church Hall fronting Lakeside Road is a simply detailed single storey building with gable front with a large window with red brick arch detail and key stone. Symmetrical entrances on either side of the main facade have stone panels above of art nouveau detailing. The windows have been replaced and the doors are modern though the building retains its period character. The building now incorporates the Church.



*Cornwall Mansions, Blythe Road*

**5.21** Cornwall Mansions in Blythe Road forms a good corner feature. Built of red brick with stone dressings it has a rather austere appearance. The corner tower and full height bays with pseudo pediment details provide articulation in the facade, as do the small balconies with cast iron balustrading.

**5.22** Nos. 59-65 Shepherds Bush Road (1870's) are a good symmetrical group of rather grand three storey houses of stock brick with interesting Italianate surrounds to windows and entrance door. The roofs are slated and hipped with deep, bracketed, eaves. The recessed, full height porches, linking the houses, and forming secondary, presumably service, entrances are unusual features. The unity of this group has been spoilt by inappropriate clay tiled roofing and replacement windows to Nos. 61 and 63.

**5.23** Nos. 177 to 183 Blythe Road are similar properties more closely resembling their neighbours in Blythe Road which are in the Lakeside, Sinclair and Blythe Road Conservation Area.

## **6 BROAD DESIGN GUIDELINES**

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**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 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 mean 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 is important in defining its character particularly if they reflect the historic development of the area.

**6.5** The main land use within the conservation area is residential. Shepherd's Bush Road has mainly retail at ground floor level with residential accommodation above and also includes a public house and Methodist Church complex.

### **Alterations to Buildings**

**6.6** The character of the conservation area is derived from the groups of terraces, 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**

**6.8** 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.

**6.9** 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.

**6.10** 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.

**6.11** 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.

**6.12** Chimney stacks which are visible from the street or public spaces should be kept. Original chimney pots should not be removed.

**6.13** 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**

**6.14** 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.

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

#### **Brickwork, render and painting**

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

**6.17** 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 a brick colour to match the colour of the original brick.

**6.18** 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 colour (or colours) i.e. white, pale or pastel shades rather than vivid colours.

#### **Windows and original features**

**6.19** 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.

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

**6.21** 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**

**6.22** 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.

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

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

**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, etc., on external walls should be carefully considered.

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

#### **Continuity and historic names**

**6.27** 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.

**6.28** The Council would 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**

**6.29** 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.

#### **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 low brick walls, railings and hedges, or a combination of these. The hedge planting and greenery in many of the front gardens is important in softening the street space.

**6.34** It is considered that in the majority of cases black or dark green is the most appropriate colour to paint railings.

**6.35** Permission should not be granted for alterations or removal of original or traditional boundary 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.

**6.36** In streets and terraces with traditional railings, dustbin or meter enclosures should not detract from the appearance of the area.

**6.37** 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 of the design of the street or terrace and the extent of the excavation would negatively impact upon this. They may be acceptable if they are sensitively designed and proportioned.

### **Landscape and floorscape**

**6.38** 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 buildings within the conservation area.

**6.39** 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.

**6.40** All original granite kerb stones and areas of historic stone paving should be kept if practicable where they form part of a significant composite scheme.

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

**6.42** 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.

**6.43** Any highway management scheme's 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**

**6.44** There are no public open spaces within the conservation area. This increases the importance of the street trees and planting in the front gardens, and the open views of the gardens to the rear of properties from the street.

### **Trees**

**6.45** Significant mature street and private trees of value to the townscape in the conservation area have been indicated. 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** If resources become available in the future planting more street trees could be considered throughout the conservation area providing underground services allow.

**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** All existing concrete or metal bollards should be reviewed, and if they are still required be replaced with the traditional cast iron bollards.

**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 including two at Melrose Gardens/Melrose Terrace.

**6.52** Some new properties in the conservation area have date plaques. This should be encouraged on all new developments as it provides a sense of historical continuity and adds interest in the streetscape.

#### **Opportunity Sites**

**6.53** Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment. There are no opportunity sites in the conservation area at present.

**6.54** 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**

**6.55** The proliferation of advertisement hoardings in the conservation areas should be discouraged. Permission should not be granted for new hoardings.

#### **Shopfronts**

**6.56** The removal or alteration of historically and architecturally interesting shopfronts should be resisted and their restoration encouraged.

**6.57** 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.

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

**6.59** Traditional materials should normally be used such as painted timber, (not tropical hardwoods) iron and render. 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.

#### **Shop signs**

**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.