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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.

6.5 The existing uses of the river itself are important in the character and appearance of the conservation area. The river is used for recreational river activities. The foreshore, and in some places, the river banks, are of environmental importance, as a feeding ground for birds and as habitats for other wildlife. The uses along the riverfront are important in providing activity with a focus provided by uses like the arts centre, community centre, sports centre, football club, pub and restaurants within the mainly residential development.

6.6 Within the conservation area there are areas where problems affecting the quality of the spaces between buildings stem from traffic and car parking. In Chancellors Street parking is restricted to permit holders on one side of the street. The opposite side of the street is restricted by a yellow line.

Alterations to buildings

6.7 The character of sub-area A in the conservation area is derived from the groups of terraces and 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 are key elements 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 properties.

6.8 There are a limited number of disfigured buildings in the conservation area, since the majority of the development along the riverside has generally involved wholesale clearance of the sites. The small area of residential buildings where there has been some disfigurement of the buildings is in St. James's Street and Chancellors Street.

This has essentially been in the form of allowing some properties to get into a state of disrepair. Generally however, these properties have retained the townscape character of this sub-area.

Roof extensions

6.9 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.

6.10 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.

6.11 Where traditional materials remain in place repairs or alterations to existing roofs and dormer windows should use matching traditional materials, i.e. slate, lead and timber.

6.12 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.

6.13 Consent should not be granted for the demolition of original chimney stacks which are visible from the street or public spaces. Original chimney pots should not be removed.

6.14 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

6.15 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 normally be met. When they require planning permission rear extensions will be considered on their own individual merit.

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

Painting and rendering

6.17 Existing brick elevations, including chimney stacks, should be properly maintained and repointed and not be painted or rendered.

6.18 Existing stucco and plasterwork should be regularly maintained.

6.19 Properties which are not already rendered or painted should remain in their original finish. Properties which are already painted should ideally be repainted a brick colour to match the colour of the original brick or advice should be sought regarding whether the paint can be safely removed. Where rendered they should be repainted an appropriate colour i.e. white, pale or pastel shades rather than vivid colours.

Windows and original features

6.20 Original architectural features such as wooden 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 are missing, owners are encouraged to reinstate these with matching or traditional designs.

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

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

Other additions

6.23 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.

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

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

Setting of the conservation area

6.26 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

6.27 Hammersmith Bridge is a landmark along the riverfront. The former Harrods depository on the other side of the river is a prominent landmark from much of the conservation area.

Views

6.28 The overriding character of this conservation area is the river and the riverside, the riverside walk giving exceptional views of the River Thames, both up and down stream.

6.29 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

6.30 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