

6.33 Views out of the conservation area are also important in providing a quality setting. The majority of the development on the opposite bank is of an appropriate scale apart for the ICL tower which is of an inappropriate height, scale and design.

Building line

6.34 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.

6.35 There is a definite pattern of fronts and backs in sub-area A 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.

6.36 This also applies to the development along the riverfront which should respect its context in relation to the adjoining property, the river walk, and the view from across the river. New development should front onto the river and provide an active rear facade if possible.

6.37 Building lines vary along the length of the river within the Borough, some abutting directly onto the river walk and others set back behind private or public open space. This variety is important in the townscape of the riverside and it is important that Putney Bridge Conservation Area be considered in the wider context of the Borough's riverside.

Height

6.38 The variety in the height of the riverside development is important in defining the

character of the conservation area. It is important that development respects its riverside location as well as the scale of the development in the core of the conservation area (sub-area A).

Boundary treatment

6.39 Permission should not be granted for alterations or removal of original or traditional front 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.

6.40 In developments with railings, dustbin or meter enclosures should not be permitted where these would detract from the appearance of the area.

6.41 The excavation of gardens to provide windows to basements or increase the light to basements should not be permitted in areas where the planting of 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

6.42 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.

6.43 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.

6.44 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.

6.45 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 contrasting colour for safety reasons. However we will not install them anywhere else.

6.46 Any highway management schemes 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.

6.47 It is important that there is consistency in the design of, and materials used along, the river walk.

Open spaces

6.48 The Putney Bridge Conservation Area contains three main areas of public open space: the area north-west of Swanbank Court at the entrance to the subway and at the foot of the steps of Putney Bridge; the area south-west of Swanbank Court bounded by Putney Bridge and the river; and the riverside walk. Together with the gardens of Swanbank Court and Carrara Wharf these provide an important open feel to the river edge in the conservation area.

Trees

6.49 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.

6.50 If resources become available in the future trees could be considered throughout the

conservation area providing underground services allow.

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

Street furniture

6.52 Sub-area A would benefit from more sympathetically designed lighting columns and lanterns should the opportunity ever arise. Lighting furniture could be improved along the river front and reviewed elsewhere. The high standards on Putney Bridge are admirable.

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

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

Opportunity sites

6.55 Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment. There are no readily identifiable vacant or opportunity sites within the conservation area.

6.56 Any 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

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

Shopfronts

6.58 The removal or alteration of historically and architectural interesting shopfronts should be resisted and their restoration encouraged.

6.59 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.

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

6.61 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

6.62 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.

6.63 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.

6.64 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 only the door is shuttered or the shopfront is an open type e.g. greengrocers.

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

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

7 OTHER RELEVANT DOCUMENTS

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

New Riverside Walk Brief, consultation document; Hammersmith and Fulham Borough Council, 1991.

Thames Strategy, a study of the Thames; The Government Office for London, April 1995.

Strategic Planning Guidance for the River Thames; The Government Office for London, February 1997.

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 PLAN OF THE CONSERVATION AREA BOUNDARY AND THE SUB-AREAS

