

Variety is provided by some properties having front gardens with brick walls and some raised planters with shrubbery. There is a buffer of landscaping between the development and South Africa Road, though this is being replanted.

**5.22** The new BBC offices, outside the conservation area, were built on the site of the White City Stadium which was finally demolished in the early 1980s after continued use as a sports venue since the 1908 Olympic Games. This is a large atrium office block set in an extensive area of landscaped car parking, which opens up views from South Africa Road to the north.

## **6 BROAD DESIGN GUIDELINES**

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

### **Alterations to Buildings**

**6.5** The Wood Lane area has a wide and diverse range of buildings of dissimilar age and design, the majority having no common features. However alterations can still have a negative effect on the character of the area through having a negative impact on individual set-piece properties.

**6.6** The existing commercial and industrial buildings in the conservation area, including those belonging to London Transport have a strong intrinsic character. Where alterations or extensions are being considered they should respect the original design and be of a high quality design.

**6.7** 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 in a negative manner when seen from the street or any public space and should not be excessive additions to the properties.

### **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 extensions 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 effect on the character of the conservation area.

**6.10** Repairs or alterations to roofs and dormer windows should use materials appropriate to the

property matching the original material in colour and construction. Parapet flashing should generally be lead.

**6.11** 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.

**6.12** 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**

**6.13** When they require planning permission rear extensions will be considered on their own individual merit. In all cases the design and materials used should be in keeping with the existing property and all planning standards in the Unitary Development Plan should be met.

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

#### **Painting and rendering**

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

**6.16** Existing stucco and plasterwork should be regularly maintained.

**6.17** Properties which are not already rendered or painted should remain in their original state. Properties which are already painted should be repainted an appropriate colour.

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

**6.18** The replacement of original windows by inappropriate substitutes such as uPVC or aluminium should be discouraged. Properties with poor replacement windows should be encouraged to change them for those of a more appropriate design when an opportunity arises.

**6.19** Original architectural features such as doors, decorative detailing, decorative railings, balconies etc. should be maintained and repaired wherever possible. Where renewal is unavoidable or features missing, owners could be encouraged to reinstate these with traditional or matching designs.

#### **Other Additions**

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

**6.21** The positioning of gas and electricity meters on external walls is to be avoided or, if absolutely necessary, their location should be carefully considered.

**6.22** The routing of external telephone, T.V. cables and the location of gas flues etc. on external walls should be carefully considered.

**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** The main landmark within the conservation area is the BBC TV Centre. Part of the justification for the designation of the conservation area was to protect the setting of this building.

## **Views**

**6.28** Great care is required so as not to block, or have an impact on, key views by intervening development. The existence, and importance of these views should help determine the permitted heights of new buildings in the conservation area. The key views within the conservation area are of the Television Centre and the White City Underground Station.

## **Building line**

**6.29** The frontages on either side of a street define an enclosed space which is in a critical relationship to the scale of the buildings. 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 and should front onto the street or other public space.

## **Boundary Treatment**

**6.30** There is a mix of boundary treatments with a variety of brick walls and railings. These are important in defining the street space, providing a strong edge and distinguishing between private and public space. The walls are also important in screening the development behind.

**6.31** Great care should be taken with the setting of buildings and in particular the design of railings, barriers, control and security booths, traffic control equipment and landscaping in general.

**6.32** Unfortunately, some properties have no boundary definition. This spoils the rhythm and enclosure of the street. Ideally the original railings and fencing detail should be returned where appropriate, or in the later buildings a low brick wall of an appropriate and sympathetic design and materials.

**6.33** Permission should not be granted for the alteration 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.

## **Landscape and floorscape**

**6.34** 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.

**6.35** 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.

**6.36** Tactile surfaces are not always appropriate in conservation areas. Where they are absolutely necessary (e.g. 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.

**6.37** 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.

## **Open Spaces**

**6.38** The main open space within the conservation area is Hammersmith Park. This provides important recreational facilities and a pleasant setting for the BBC Television Centre. It is also of historic interest as it was part of the White City Exhibition.

### **Trees**

**6.39** 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.

**6.40** If resources become available in the future street trees could be considered throughout the conservation area providing underground services allow.

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

### **Street furniture**

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

**6.43** All existing concrete or metal bollards should be reviewed, and if they are still required be replaced with appropriately designed bollards.

**6.44** 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.

### **Opportunity Sites**

**6.45** Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment.

**6.46** The whole of sub-area B is an opportunity site. This sub-area is part of a larger employment area where economic regeneration is a priority. The scale and location of proposed new buildings will need to respect the setting of the BBC Television Centre, which is the landmark building in this conservation area.

### **Advertisements**

**6.47** Careful consideration should be given to the appearance, number and level of signage on commercial properties. They should be of an appropriate design and located sensitively.

**6.48** Advertisement hoardings in the conservation areas should be discouraged. Permission should not be granted for new hoardings.

## **7 OTHER RELEVANT DOCUMENTS**

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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 PPG15, September 1994.

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