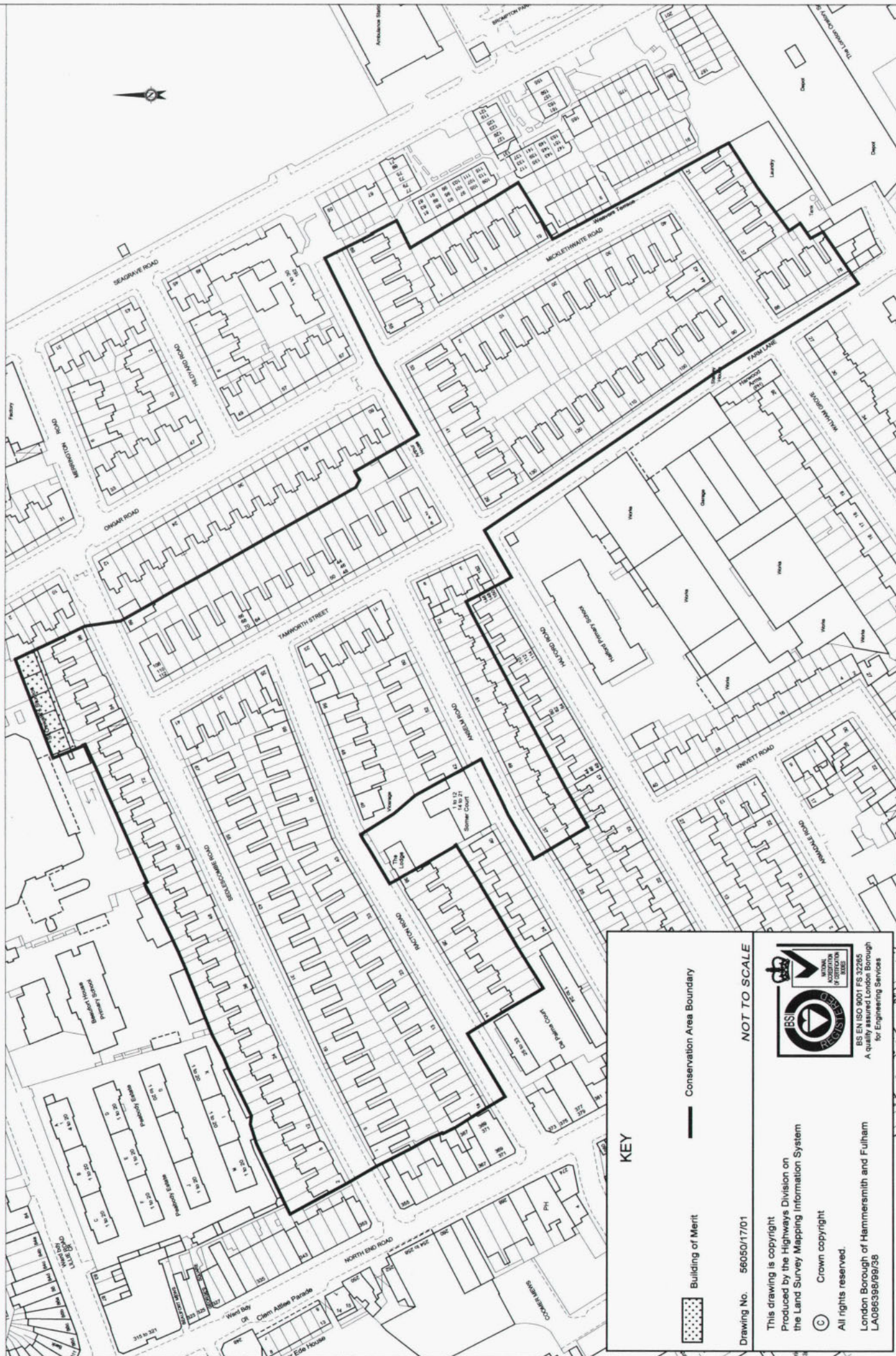


PLAN OF THE CONSERVATION AREA



KEY


 Building of Merit

 Conservation Area Boundary

Drawing No. 56050/1701

NOT TO SCALE

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London Borough of Hammersmith and Fulham
LA086398/99/38



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Landscape and floorscape

6.36 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 back cloth to the buildings within the conservation area.

6.37 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.

6.38 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.

6.39 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.

6.40 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.

Trees

6.41 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.

6.42 If resources become available in the future

street trees could be considered throughout the conservation area providing underground services allow.

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

Street furniture

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

6.45 A number of historic cast iron bollards survive. These should be retained in situ. All other existing concrete or metal bollards should be reviewed, and if they are still required be replaced with the traditional cast iron bollards.

6.46 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.

6.47 The few remaining cast iron street name plates should if possible be retained.

Opportunity Sites

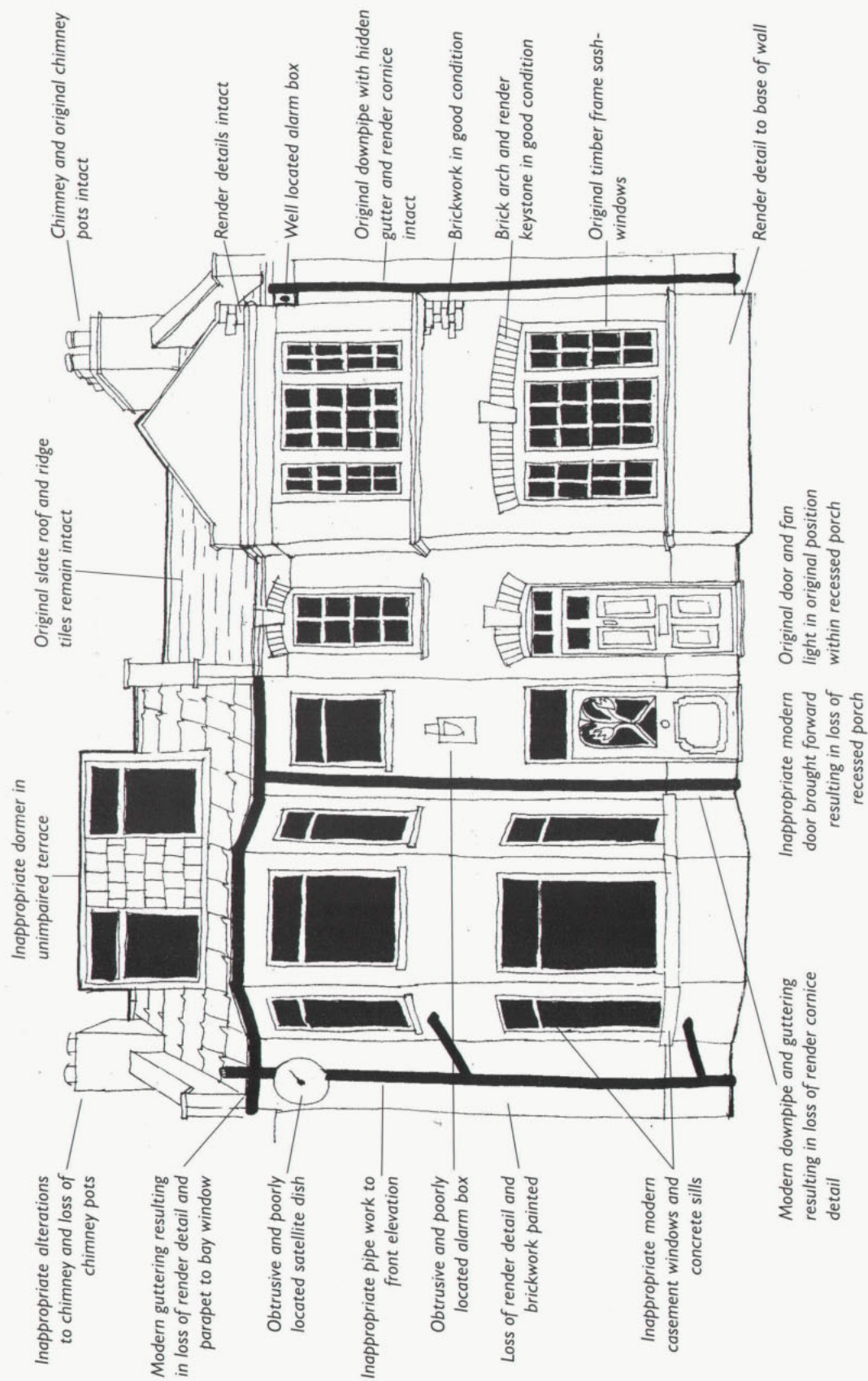
6.48 Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment. There are at present no opportunity sites in the conservation.

6.49 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

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

Sketch showing good practice and inappropriate alterations to a property within the conservation area



Shopfronts

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

6.52 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.

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

6.54 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

6.55 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.

6.56 Consent should not usually be granted to install internally illuminated box signs. Traditional hanging signs are preferred, located in such a position as to avoid damage to original features.

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

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

6.59 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.

7 OTHER RELEVANT DOCUMENTS

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

London Terraced Houses 1600 - 1860; A guide to alterations and extensions; English Heritage, February 1996.

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 LISTED BUILDINGS IN THE CONSERVATION AREA

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

9 BUILDINGS OF MERIT IN THE CONSERVATION AREA

Sedlescombe Road:
St. Oswald's Studios

10 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA

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