

SHEPHERD'S BUSH CONSERVATION AREA

KEY

- Grade II Listed Building
- Building of Merit
- Conservation Area and Sub-Area Boundary
- Tree Preservation Order

NOT TO SCALE

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inappropriate scale to the character of the conservation area and dominates the historic fabric of this part of the conservation area.

5.55 The rear elevations of the taller properties on Uxbridge Road are visible from much of this sub-area. They are particularly evident to the east along Sterne Street. These have undergone little change and form a relatively uniform group with the gradual reduction in height of the rear additions as they become deeper.



Terraced houses in Pennard Road

C Pennard Road

5.56 Pennard Road was built circa 1899 on the site of one of the last open areas to the west of the Common and typifies the fully developed Victorian terrace. The curve in the street and the strong regular building line provide a townscape of interest with the rhythm created by the bay windows. The boundary walls are important in supporting this and providing a strong edge to the street space.

5.57 The houses are of two storeys, in red brick and generally have paired entrances with a common segmental pediment to recessed porches. The bay is full height with a hipped gable projecting forward from the simple, slated main roof with projecting eaves which are dentiled. Decoration is confined to carved brick panels between bay windows and stucco foliage capitals to bay mullions and the pediments. Later houses, at the north end of the road, are more elaborate and exhibit "Queen Anne" features such as bays with Flemish gables and windows with subdivided upper sashes. An arcaded entrance porch, flush

with the face of adjacent bays, provides a first floor balcony.

5.58 The uniformity of the street is important in defining its character with the differences in the details of the properties at the northern end providing interest. Many of the original doors survive, as does the tile work on the internal walls of the porches. It is unfortunate however that numerous properties have had replacement windows, and some have infilled their porches and added external porch hoods.

5.59 Library Mansions (1885/1920's) at the northern end of the street is a larger property. It is an eclectic five storey building with cantilevered bays to two floors and an angular oriel forming the central light to the top range of windows. The lower three floors are red brick and the upper floors rendered. The upper sashes to windows on the lower floors are multi-paned in the "Queen Anne" style, high level windows are timber with casements and top hung openings. The roof line is striking with a central pediment flanked by "Art Deco" motifs in the form of a broken, semi-circular cornice supported by stylized pilasters. It seems most likely, given the firm break line and disparities in style, that the top two floors are a later addition.

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. Shepherd Bush is an important town centre in the Borough with commercial, retail, residential and leisure uses together with a historic Common.

Alterations to Buildings

6.5 The character of the conservation area is derived from the groups of terraces, their uniform appearance and form as well as the existence of feature buildings, some of which are listed, which provide interest in the townscape. 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

6.6 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

6.7 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.

6.8 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.

6.9 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.

6.10 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.

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

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 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.

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

Brickwork, render and painting

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

6.16 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 in a matt finish paint of a colour to match the original brick.

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

Windows and original features

6.18 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.

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

6.20 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

6.21 Alarm boxes should be located away from

important architectural detail so as to minimise their effect on the townscape quality of an area and the appearance of the building on which they are located.

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

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

6.24 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, T.V. cables, etc., on external walls should be carefully considered.

Continuity and historic names

6.25 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.

6.26 The Council would also 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

6.27 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

6.28 The main landmarks within the conservation area are the former Empire Theatre and the Odeon II buildings on the west of the Common and the Grampians to the south. Also of note, though not as visually dominant, is the former arch to the White City Exhibition.

Views

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.

6.30 Views to, from and across the common are important within the conservation area, as are those of feature buildings surrounding the common.

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 railings, low brick walls and hedges, or a combination of these. The original railings remain in front of some properties. These should

be retained and the replacement of those missing in the correct design and height should be encouraged, particularly where they will strengthen the original uniformity of the development. 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 Numerous Late 19th Century properties have low brick walls which are important in defining the character of the area and uniting the terraces. These should be retained and kept in good condition.

6.36 Unfortunately, several properties have no boundary definition. This spoils the rhythm and enclosure of the street. Ideally the original railings should be returned where appropriate; or in the later buildings a low brick wall of an appropriate and sympathetic design and materials is desirable.

6.37 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.

6.38 In streets and terraces with traditional railings, dustbin or meter enclosures should not be permitted where these would detract from the appearance of the area.

Landscape and floorscape

6.39 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 building within the conservation area.