

6.40 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.

6.41 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.

6.42 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.

6.43 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

6.44 The main feature and open space within the conservation area is Shepherds Bush Common. Not only does it provide a setting for the surrounding buildings, it is a much-used recreation facility which compliments the retail, commercial and leisure uses of the area. It is also a feature of historic importance to the Borough.

Trees

6.45 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.

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

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

Street furniture

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

6.49 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.

6.50 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.

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

Opportunity Sites

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

- Odeon 1 cinema (UDP site 79) is a listed building which should be retained for entertainment use.
- Numerous shopfronts would benefit from sympathetic replacements.
- Should the travelator bridge to the Shepherds Bush Centre ever be removed the site at the north end would be an opportunity site.

6.53 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

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

Shopfronts

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

6.56 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.

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

6.58 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.

6.59 Fascia boards should be restricted to the space traditionally used for this feature and should not encroach above the line of first floor window sills. The height of the fascia board should be kept to a minimum and respect the proportions of the building. Fascias should generally be painted wood; reflective acrylic or plastic fascias should be discouraged.

Shop signs

6.60 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.

6.61 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.

6.62 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.

6.63 Where canopies are required they should be straight canvas canopies capable of full retraction. Existing original traditional blinds should be retained and refurbished.

6.64 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 AND STRUCTURES IN THE CONSERVATION AREA

Building and structure	Grade
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Shepherd's Bush Common:

War Memorial "Winged Victory"	II
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Shepherd's Bush Green:

No. 60, Odeon Cinema	II
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BBC Television Theatre	II
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Shepherd's Bush Place:

Nos. 1-24 (consec)	II
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Sterne Street:

Nos. 33-53(odd)	II
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9 BUILDINGS OF LOCAL MERIT IN THE CONSERVATION AREA

Bulwer Street:

No 31, Lytton House

No. 60 Village Hall

Goldhawk Road:

Nos 2-6, Bush Hotel

Shepherd's Bush Green:

Railings and entrance to former W.C.

Granville Mansions

Romney Court

No. 58 The Bottom Line (formerly Odeon II)

Nos.47-51(odd)

Shepherd's Bush Road:

The Grampians

Shepherd's Bush Baptist Church

Sterne Street:

28-32 (even)

Tadmor Street:

No 15, Sherrington Villa

Uxbridge Road:

54-108 (even)

156-162 (even)

Shepherd's Bush Library

Library Mansions

No 30, The White City Exhibition Arch

Central Line Station

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 Development) Order 1995" grants a general planning permission for some types of development, including some alterations to dwellinghouses. Because even these more simple developments can harm the character and appearance of a conservation area, **Local Planning Authorities can remove these permitted development rights. This is done by the council making a Direction under Article 4 of the General Permitted Development Order.**

In this way "Article 4 directions" bring within planning control development which would otherwise not need planning permission.

There are no Article 4 directions at present in this conservation area.

Please note that these planning controls are in addition to those which apply everywhere. If you need advice as to what development does or does not need planning permission you should contact the Environment Department reception at the address on page 1.

11 NOTES

1 Syndercombe Cottage was probably located just to the north of the present Bush Hotel and perhaps partly on the site of the Empire. A gibbet stood at the Common's eastern end. Apart from these buildings the area was totally rural, a landscape given over to open fields and market gardens.

2 The area was still rural but the presence of flooded pits in the area indicates brick fields and is suggestive of the increasing amount of development being carried out.

3 The area south of the Common was still largely open and occupied by Plimley's Nursery, famous for growing pineapples. The development to the north and east of the Common was restricted by the Georgian Wood House estate and by the West London Railway line and coal depot, built in 1844. The local station, called Shepherds Bush, closed after a year and did not reopen until 1869, under the new name of Uxbridge Road where it provided the terminus for London's first horse tram.

4 The Hammersmith and City Railway opened in 1864 and provided a truly local service. However, built half way between Uxbridge and Goldhawk Roads, Shepherds Bush station was inconveniently located and horse trams proved effective competition. In 1914 the station was closed and two new stations, Goldhawk Road and Shepherds Bush, opened. In 1874 a third Shepherds Bush station was opened just south of the Common off Shepherds Bush Road, but the London & South Western Railway was never very profitable and in 1916 it closed. The line was subsequently built over in the 1930s.

5 Pennard Road was built on the surviving area of open ground to the west of the Common and the last of the Late Georgian houses, Wood House and Beaumont Lodge were demolished for a railway depot. Likewise, The Lawns, on the west side of the Common, were replaced by a variety theatre, The Empire and Pyke's Cinematograph

Theatre. The old White Horse Brewery, on the corner of Goldhawk Road, was rebuilt as the Bush Hotel.

6 New businesses coming into the area included Marks and Spencer, W H Smith and Lyon's Tea Shop.

7 Access to the area was increased in 1900 by the building of the Central Railway known as the "twopenny tube", and with yet another station named Shepherds Bush located at the eastern end of the Common.

8 Built on an area of common land to the east of Wood Lane and south of Wormwood Scrubs, the White City Exhibition had attracted over 8 million visitors by the time it closed later that year. (See Wood Lane Conservation Area Character Profile.) With the Exhibition site in mind two new stations were built, Wood Lane on the Hammersmith and City line and White City, as the terminus of a short extension to the Central line. Exhibitions held in successive years continued to attract visitors to the area but after the war interest waned and the site fell into decay.

9 Henry Charles Fehr (1867-1940), sculptor, carried out other war memorials in Leeds and Colchester. His major work was the figure and reliefs on the Middlesex Guildhall, at Westminster.

10 Frank Matcham (1854-1920) was a renowned theatre architect. Among many other theatres and music halls he designed the Lyric Hammersmith, the London Hippodrome, the Hackney Empire and the London Coliseum.

11 Frank T Verity (1867-1940), son of Thomas Verity, a renowned theatre architect, received a large part of his architectural education in Paris and his early works were frequently described as being in the "Champs Elysees" manner; these included the pavilion at Lords Cricket Ground, many large apartment buildings in central London and alterations to the state apartments at Buckingham Palace for Edward VII. He later took