

6.12 There should be no more front roof extensions at 42-58 Upper Mall.

6.13 One property in Mall Terrace has had a rear and side roof extension which although of limited impact should not be repeated since further additions would harm the appearance of the conservation area at this point.

6.14 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.

6.15 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.

6.16 Original chimney stacks which are visible from the street or public spaces should be kept. Original chimney pots should not be removed.

6.17 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

6.18 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.

6.19 These are unlikely to be acceptable in sub-area C and should take account of the above guidelines elsewhere.

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

Painting and rendering

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

6.22 Existing stucco and plasterwork should be regularly maintained.

6.23 Properties which are not already rendered or painted should remain in their original finish. Properties which are already painted should ideally be repainted a brick colour to match the colour of the original brick or advice should be sought regarding whether the paint can be safely removed. Where rendered they should be repainted an appropriate colour, i.e. white, pale or pastel shades rather than vivid colours.

Windows and original features

6.24 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.

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

6.26 Properties with poor replacement windows should change them for those of a more appropriate design when an opportunity arises.

Other additions

6.27 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.

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

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

Setting of the conservation area

6.30 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

6.31 St. Peter's Church is a landmark evident from the western part of the conservation area.

6.32 Hammersmith Bridge is a landmark evident from along the riverfront and particularly dominant along Lower Mall. No development should be allowed to weaken the presence of this structure.

Views

6.33 The overriding character of this conservation area is the riverside, the main feature being the riverside walk which gives exceptional views of the Thames both up and down stream. The views across the river to the rural south bank should be maintained.

6.34 St. Peter's Church is a major landmark feature evident in views along the curve of the Great West Road when seen from either direction. Hammersmith Town Hall is a significant building evident in views within and into the conservation area.

6.35 The screening of the Great West Road is important in the composition of many views. Existing screening should be maintained and new planting used where appropriate.

6.36 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 sensitive parts of the conservation area.

Building line

6.37 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 often 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.

6.38 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 relation with gardens. This should be maintained throughout the conservation area through the careful design of any proposals to the rear.

Boundary treatment

6.39 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 replaced where missing. The hedge planting and greenery in many of the front gardens is important in softening the street space.

6.40 The Victorian properties have low brick walls, many with hedges or railings above, which are important in defining the character of the area and uniting the terraces. These should be retained and kept in good condition.

6.41 Properties with no boundary definition should be encouraged to reinstate the missing wall or railings as the absence of these boundary treatments destroys the rhythm and enclosure of the street. They should be of an appropriate and sympathetic design and materials.

6.42 Permission should not be granted for alterations or removal of original or traditional front walls and railings and their foundations. Owners should be encouraged to maintain railings in good repair, and to reinstate them with traditional and appropriate designs where they are missing or in a design matching the original where it is known. Where gates are required, these should match the railings.

6.43 In streets and terraces with traditional railings, dustbin or meter enclosures in front areas should not be permitted where they would detract from the appearance of the area from the street.

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

6.45 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.

6.46 There remain fragments of historic paving as in Doves Passage and at the eastern end of Hammersmith Terrace by the Black Lion Steps.

6.47 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. 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. New paving should be rectangular and not square and if not of York stone should at least be of the same colour.

6.48 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.

6.49 Improvements could be made to the surfacing materials of the river walk and associated public spaces using materials appropriate to the character of this conservation area and adopting a uniform approach within the scope of resources that may become available.

6.50 Any highway management scheme should be of sympathetic materials which relate to their surroundings and are properly 'joined' to the surrounding footpaths/roads.

Open spaces

6.51 The main open spaces are focused along the river walk and are important in providing informal recreation and amenity space. The public open space in front of the London Corinthian Sailing Club is potentially very attractive, but would benefit from investment in planting, paving materials, lighting, seats, other street furniture including litter bins, all led by a coordinated design approach if resources permit. This would then become a more appropriate setting for this listed building.

6.52 The gravel foreshore along the river edge provides opportunities for informal recreational activities where this does not conflict with the nature conservation importance of the area.

6.53 The open spaces by the Great West Road flyover, though of no particular merit, are important buffers to the residential development.

Trees

6.54 Significant mature street and private trees of value to the townscape have been indicated. However 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.

6.55 There are certain areas which may benefit from tree planting if underground services allow, these include sub-areas A and C. The tree planting in sub-areas B and D could be enhanced. The Elms that used to be on the bastions could be replaced.

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

Street furniture

6.57 The conservation area 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.

6.58 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, replaced with the traditional cast iron bollards.

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

Opportunity sites

6.60 There are no readily identified vacant or opportunity sites within this conservation area although opportunities for visual improvement are noted in the detailed description of the sub-areas.

6.61 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

6.62 The proliferation of advertisement hoardings in the conservation area and the Great West Road should be discouraged. Permission

should not be granted for new hoardings.

6.63 Should unauthorised hoardings be erected, where resources permit, action should be taken against the owners of sites affected, the advertisers and their agents.

Shopfronts

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

6.65 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.

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

6.67 Traditional materials should normally be used such as painted timber, (not tropical hardwood) 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

6.68 Internally illuminated box facias will not normally be permitted as 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.

6.69 Consent should not normally 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.

6.70 Security grilles where absolutely necessary should be open mesh and ideally located internally.