

5.14 The layout of the garden consists of a central grassed area with a perimeter path and shrubberies within the enclosing iron railings. There is a gate at the centre of the east and west ends. The space would benefit from the addition of some large mature trees to match the scale of the buildings. The trees in the Square are mainly smaller ornamental varieties which, never the less are important features.

5.15 There are good views across the garden and along the sides of the Square, as well as the views in from King Street, and from Hamlet Gardens, though the Square is relatively hidden and not appreciated until entered.

5.16 There is comparatively recent development on both entrance roads to the Square from King Street. This includes four modern two storey terraced houses of a traditional style built of brick to the eastern leg. There is an interesting but worn date stone incorporated in the wall inscribed and dated 1812.



Hamlet Court and the large Chinese Privet tree

5.17 There are four semidetached houses (early 1960's) on the eastern side of the western leg and a 1980's office development on the western side of three storeys which obscures views into the Square. There is an older three storey block to the rear of the office development. Views of these are partially screened from the Square by shrub planting. Looking back into King Street from this road the gable detail of the White Heart P.H. (1895) is a good feature. There are references to this public house dating from the middle of the 17th Century when it was known as the Antelope.

5.18 There are open views from Goldhawk Road to the rear of the terrace on the western side of the Square. This has remained relatively unaltered maintaining the uniform appearance of the rear of the terrace. There are numerous trees along the boundary here and these are important features. Views to the rear of the other terraces can also be seen from Westcroft Square and Hamlet Gardens and these generally retain their uniform appearance.

B Hamlet Gardens

5.19 The north side of Hamlet Gardens consists of Hamlet Court, an inter-war block with "art-deco" derived elements around the entrances dating from 1936 by the architect A Joseph Caney, and four linked blocks of "mansion" flats, Nos. 121-160 Hamlet Gardens, dating from the Early 20th Century. These were built by W. H. Gibbs between 1898 and 1903. There is a large and important street tree on this frontage at the boundary of these two developments.



Mansion blocks at the junction in Hamlet Gardens, Nos. 33-40 & 41-50

5.20 The whole of the south side is also occupied by mansion blocks of the same date, those to the west enclosing a recessed entrance courtyard to each block. This group ends on the corner with Ravenscourt Park.

5.21 The stretch of Hamlet Gardens running south to King Street has a further group of mansion blocks on its east side, also with two indented entrance courts. The mansion blocks are typical of the period, in red brick with stone dressings and ornamental gables, balconies and

entrances. These contribute to the townscape value and the general character of the area.

5.22 On the west side is the large bulk of Kings Court dating from 1935 by the architect R. J. Hugh Minty. Kings Court is of a rather austere appearance. It goes up to nine storeys in the centre and tiers down to six along the main street frontages. Built of a brown brick the ground floor is finished in stone and there is stone detailing to the parapets and feature windows. The block retains its original critical windows which contribute significantly to its appearance as does the boundary wall.



Kings Court, east elevation

5.23 These developments retain their uniform appearance including the original windows, with timber frame sashes in Hamlet Gardens and critical windows in Kings Court and Hamlet Court. Some of the windows have been replaced in Hamlet Court but fortunately the vast majority of the original ones remain. The buildings all retain their original boundary treatments, railings and piers, or walls, and these contribute to the townscape of the area.

5.24 There is a strong sense of enclosure in the street due to the height and continuous frontage of the mansion blocks. This contrasts with the openness of Westcroft Square to the east.

5.25 Views to the rear of the properties are important and have remained relatively unchanged. It is important that these retain their subservient appearance to the main facades and their uniform appearance. Built of stock brick and

with little detail they contrast significantly with the main front facades.

C King Street and Goldhawk Road

5.26 King Street has a long history, and this is reflected in the mix of building periods and styles today in this sub-area. Nos. 262-274 is a terrace of three storey Early 20th Century buildings in red brick, slated roofs, and with pronounced pointed arch window heads. (No. 262 is within the adjoining conservation area, as is the ornate gateway to Ravenscourt Park).

5.27 Nos. 276-288 are an older group of three storey buildings, some with an attic storey, in yellow brick dating from the Late 18th Century. Unfortunately many of these have unsympathetic replacement windows. There is an entrance way to No. 282 King Street at the rear. The whole of the frontage has had the front building line extended at ground level to form shopfronts, and presents a typical mixed commercial frontage with a variety of fascia widths, depths, colour and lettering.

5.28 Of particular note is the shopfront to No. 274 which retains the original timber front and painted fascias and surround. Other shopfronts retain significant parts of the original surrounds and many are still constructed of timber such as those to Nos. 262 & 264 and the shopfronts to Nos. 338a-340b. Despite the unfortunate modern materials numerous other shopfronts retain traditional proportions and design elements.

5.29 The flank wall of the mansion block at the south end of Hamlet Gardens faces King Street, set back behind a tall boundary hedge. This draws attention into Hamlet Gardens, and together with Kings Court defines the entrance into this street.

5.30 Kings Court occupies the block to the west of Hamlet Gardens, and has a row of shops on the King Street frontage. Three of these units, Nos. 294, 296 and 300, retain their original shopfronts and these are important in defining the character of the ground floor of this block.

5.31 There then follows a block of older properties (BOM's). Nos. 308 & 310 have had a single storey shop added to the frontage, but Nos. 312-316 retain the original space in front of the houses, and this has been turned into a private car park for the recently refurbished group which are now in office use. The shopfront to No. 310 has a good brick infill office front from the early part of this century and good integral signage which has been retained.

5.32 Nos. 320-322 is now a modern office block, four storeys (top floor mansarded) in a brown multicoloured brick. Completing this street block as far as the eastern entrance to Westcroft Square are Nos. 324-328, plain Late Victorian brick buildings with shopfronts added to the ground floor.



Nos. 330 & 324-328 King Street, all locally listed

5.33 Between the two legs of Westcroft Square there is a curiously mixed group (all BOM's) consisting of Nos. 330-332, plain three storey properties with tall sash windows at first floor level but having had shopfronts added to the building line at ground floor.

5.34 Nos. 334-336 is a much altered mid-Victorian pair of houses under a hipped slated roof, followed by Nos. 338-340 (Westcroft Court), a four storey building in red brick with extended ground floor shopfronts, notable for the extravagant projecting gables at roof level and the brick and tile detailing to the door and window surrounds. This was built in 1929 and designed by G. Gordon Stanham.

5.35 The final block up to the corner with Goldhawk Road, commences with Nos. 344 and 346, four storey Victorian buildings in yellow stock brick with stucco cornice and window surrounds. Then comes a gap which is an entrance to No. 350, an office building at the rear facing a small courtyard. This is followed by three buildings in red brick with stone decoration and three 'dutch' gables, again with extended ground floor shopfronts (Nos. 352-356).

5.36 No. 358 is a modern infill of no merit and bulky appearance, and Nos. 360-366 (BOM's) is a terrace of former three storey houses (St. Albans Terrace) in yellow stock brick, the facade divided by projecting brick pilasters. There is a moulded cornice below the parapet line which has a small pediment detail. These again have had shopfronts added at ground floor.

5.37 The corner is occupied by two small buildings (Nos. 370-372) which have been joined to No. 417 Goldhawk Road, and now have a prominent common fascia turning the corner. No. 417 is the turreted building known as "Young's Corner" which is regarded as a landmark on the Hammersmith/Hounslow boundary.



'Young's Corner', No 417 King Street, locally listed

5.38 Most of the buildings fronting on to King Street have been altered in appearance, mainly by the addition of ground floor shop frontages. Though the main structural surrounds, including tiled 'pilasters', capital and bracket details and fascia boards remain on most properties, numerous units have been altered to include new shopfronts and fascias.

Goldhawk Road

5.39 Goldhawk Road (east side) has a different character to King Street. Nos. 407-415 have an attractive Victorian frontage which has been sensitively restored and decorated with a restaurant at ground floor level.

5.40 No. 405 is a modern infill block of flats in brown brick, which adjoins Nos. 401-403, an interesting pair of Late Victorian houses (BOM's). Built of stock brick they have bold rendered pilaster details and cornice and good window surrounds with key-stone and bracket details.



Nos. 397-399 Goldhawk Road, listed Grade II

5.41 Nos. 397-399 are a surviving pair of the original houses shown on the 1871 O.S. map and are listed Grade II. These are Early-Mid 19th Century two storey stuccoed properties with basements. Each has two window wide segmental bow windows and a one window wide wing with entrance porch.

5.42 The remainder of the frontage comprises of a social housing scheme on the site of the former day centre. Built in 1974 it was designed by the Borough Architect. There are views of the rear of properties in Westcroft Square.

5.43 The railway bridge for the underground line is included in the conservation area as is the embankment and railway tracks running along the northern boundary of the conservation area.

5.44 Many properties within this sub-area retain their original windows, which in most cases are timber sash windows. These are important elements in defining the quality and character of the facades of the properties and the townscape of the area.

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.

6.5 The main land use within the conservation areas is residential. Commercial uses, mainly shops, office and restaurants, line the King Street and Goldhawk Road frontages.

Alterations to Buildings

6.6 The character of the conservation area is derived from the groups of terraces and mansion blocks, and their uniform appearance and form. 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

6.7 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

6.8 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 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.

6.10 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. The reinstatement of traditional materials to roofs is encouraged whenever the opportunity arises.

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

6.13 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

6.14 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.

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

Brickwork, render and painting

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

6.17 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 a brick colour to match the colour of the original brick.