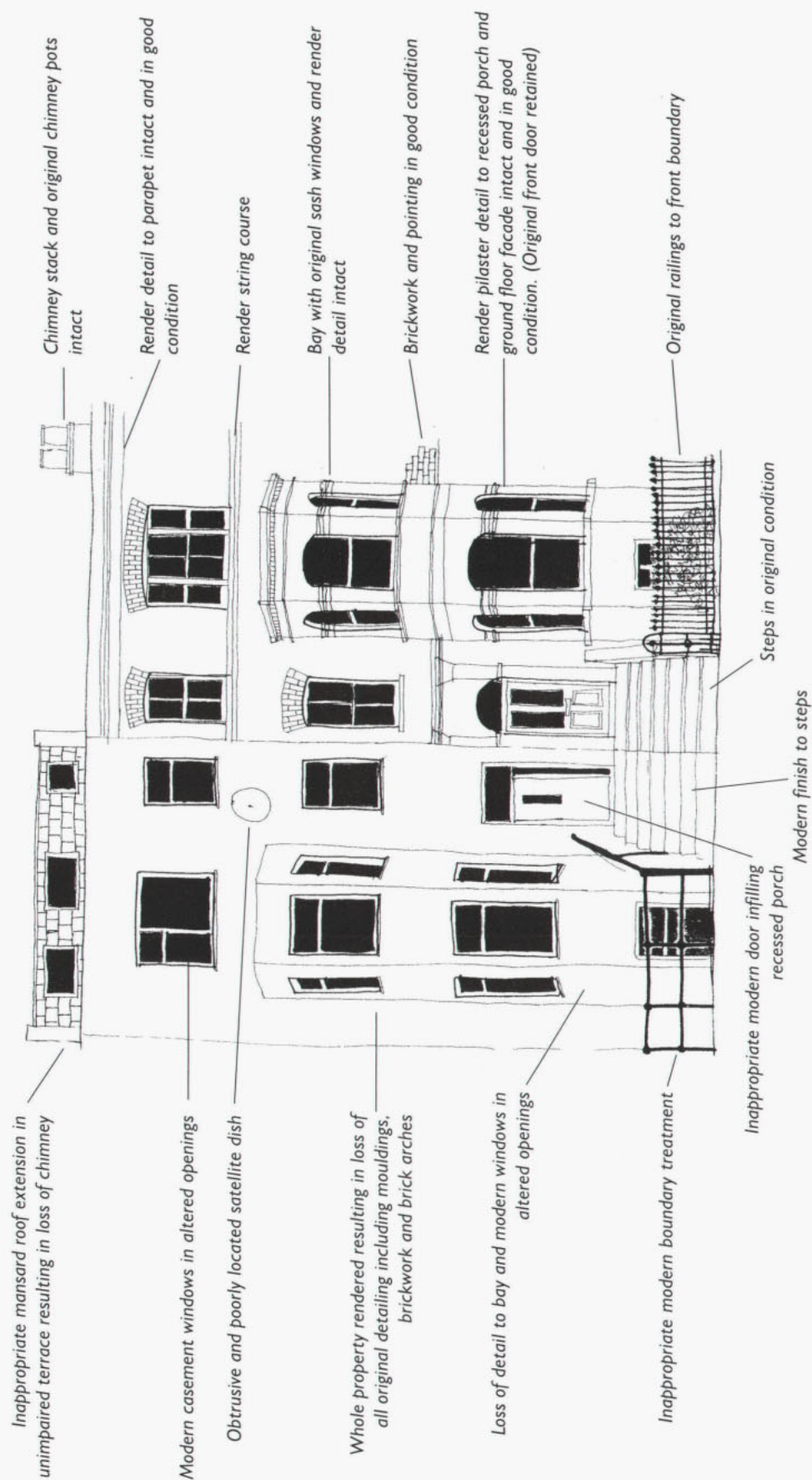


Sketch showing good practice and inappropriate alterations to a property within the conservation area



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

Windows and original features

6.19 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.

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

6.21 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

6.22 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.

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

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

6.25 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.

6.26 Gutters, rainwater pipes and soil pipes should be replaced, when necessary, in their original form and material. The use of uPVC should be discouraged.

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.

Continuity and historic names

6.28 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.

6.29 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.

Landmarks

6.30 No. 370 to 372 King Street is the turreted building known as “Youngs Corner” which is regarded as a local landmark on the Hammersmith/Hounslow boundary. Kings Court is a dominant building in the area, particularly in views along King Street. The White Heart Public House on the south side of King Street is a significant building seen from the conservation area.

Views

6.31 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.

Building line

6.32 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.

6.33 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

6.34 There is a mix of boundary treatments with a variety of railings, brick walls and hedges, or a combination of these. The original railings remain in front of many properties. These should be retained and the replacement of those missing in the correct design and height 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.

6.35 Numerous 20th Century properties have low brick walls which are important in defining the setting of the properties and the character of the area. 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.

6.37 It is considered that in the majority of cases black or dark green is the most appropriate colour to paint railings. The railings around Westcroft Square should be 'invisible green'.

6.38 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.

6.39 In streets and terraces with traditional railings, dustbin or meter enclosures should not detract from the appearance of the area.

6.40 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

6.41 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.

6.42 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.

6.43 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.

Areas of York stone paving remain in Westcroft Square in the following locations:

- in front of the entrance to Nos. 13/14, 15/16 & 17/18,
- corner at No. 12 & 50,
- opposite No. 34,
- adjoining No. 65 in front of no. 1,
- substantial area alongside No. 50 & 57.

There are two coal hole covers opposite nos. 38 & 41.

There is also an area in front of Nos. 324 & 326 King Street which includes three coal hole covers.

6.44 Ideally new paving should be rectangular and not square, and if not york stone at least of the same colour.

6.45 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.

6.46 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.

Open Spaces

6.47 Westcroft Square and its garden is the only open space within the conservation area and the front gardens of Westcroft Square contribute to the character of this area. However, Ravenscourt Park adjoins the eastern boundary and can be seen

when looking east along Hamlet Gardens.

Trees

6.48 Significant mature street and private trees of value to the townscape in the conservation area have been indicated. 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.

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

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

Street furniture

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

6.52 All existing concrete or metal bollards should be reviewed, and if they are still required be replaced with the traditional cast iron bollards.

6.53 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.

6.54 The few remaining cast iron or enamel street name plates should if possible be retained.

6.55 Numerous new properties in the conservation area have date plaques. This should be encouraged on all new developments as it provides a sense of historical continuity and adds interest in the streetscape.

Opportunity Sites

6.56 Opportunity sites are sites where visual

improvements are desirable and could be achieved through redevelopment or refurbishment. It is considered that there are no opportunity sites in the conservation area at present.

6.57 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

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

Shopfronts

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

6.60 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.

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

6.62 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

6.63 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.

6.64 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.

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

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

6.67 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.