

L. B. HAMMERSMITH & FULHAM CONSERVATION AREA No. 23

OLYMPIA AND AVONMORE CHARACTER PROFILE

1 INTRODUCTION

- 1.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states:-
"Every local planning authority shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and shall designate those areas as conservation areas."
- The Borough has 45 such areas designated over 31 years, of which Olympia and Avonmore Conservation Area is one.
- 1.2 Under Section 71 of the Act, once an area has been designated:-
"It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas."
- 1.3 The Council is doing this in stages. The first stage is this document, which is called a Conservation Area Character Profile. The "profile" is an appraisal which aims to give a clear assessment of the special interest, character, and appearance that justified the designation of the area as a Conservation Area. It also includes some broad design guidelines that will aid all concerned in their efforts to preserve or enhance the character of the conservation area.
- 1.4 It is intended that each profile document will provide a sound basis, defensible on appeal, for the development plan policies and development control decisions, and for the guidance of residents and developers.
- 1.5 It will also form the groundwork for subsequent Conservation Area Studies. The next stage will be the production of more detailed design guidelines where necessary in consultation with Councillors, the Hammersmith and Fulham Historic Buildings Group, Fulham Society, Hammersmith Society and other local groups. These will be followed by the preparation of policy documents for the preservation or enhancement of the conservation area, which will be the subject of local consultation.
- 1.6 The profiles and subsequent design guidelines will form supplementary planning guidance and will support the Council's statutory Unitary Development Plan which sets out the planning policy framework for the development of the borough and development control decisions. Policy EN2 relates to conservation areas and makes specific reference to the Character Profiles. They will constitute material planning considerations in the determination of planning applications.
- 1.7 The Government's document (PPG 15) "Planning Policy Guidance: Planning and the Historic Environment" advises local authorities on how to operate the legislation, emphasising that:-

"It is the quality and interest of areas, rather than that of individual buildings, which should be the prime consideration in identifying conservation areas. There has been increasing recognition in recent years that our experience of a historic area depends on much more than the quality of individual buildings - on the historic layout of property boundaries and thoroughfares; on a particular 'mix' of uses; on characteristic materials; on appropriate scaling and detailing of contemporary buildings; on the quality of advertisements, shopfronts, street furniture and hard and soft surfaces; on vistas along streets and between buildings; and on the extent to which traffic intrudes and limits pedestrian use of spaces between buildings. Conservation area designation should be seen as the means of recognising the importance of all these factors and of ensuring that conservation policy addresses the quality of townscape in its broadest sense as well as the protection of individual buildings."

- 1.8 This intention is reinforced by English Heritage in their document "Conservation Area Practice" which recognises that:-
"As the number of conservation areas continues to grow, the criteria for their designation are being looked at more critically."
It is, therefore, even more important than before that there should be a clear definition, recorded in some detail, of what constitutes the special architectural or historic interest which warranted the designation of every conservation area.
- 1.9 The designation of an area as a Conservation Area has other benefits beyond the protection of buildings and the design of the area. It enables other policies such as biodiversity and smarter streets to be developed for the conservation area, and acts as a focus for the formation and development of Residents' Associations and Neighbourhood Watch.
- 1.10 So, in line with the guidance given by both the Government and English Heritage, this conservation area profile will aim to define the character of the conservation area on the basis of an analysis of all or some of the following criteria :-
- origins and development of the street patterns, the lie of the land;
 - archaeological significance and potential of the area, including any scheduled ancient monuments;
 - architectural and historic quality, character and coherence of the buildings, both listed and unlisted, and the contribution which they make to the special interest of the area;
 - character and hierarchy of spaces, and townscape quality;
 - prevalent and traditional building materials for buildings, walls and surfaces;
 - contribution made to the character of the area by greens or green spaces, trees, hedges and other natural or cultivated elements;
 - prevailing (or former) uses within the area and their historic patronage, and the influence of these on the plan form and building types;

- relationship of the built environment to landscape/townscape including definition of significant landmarks, vistas and panoramas, where appropriate;
- extent of any loss, intrusion, or damage that has occurred since designation;
- existence of any opportunity sites;
- unlisted buildings which make a positive contribution to the conservation area according to English Heritage's criteria.

2 DESIGNATION

- 2.1 Olympia and Avonmore Conservation Area was designated on 10th February 1988 to give protection against unsympathetic changes to Olympia, the Avonmore Trading Estate, and the highly ornamental Victorian terraces between them. It was extended on 18 November 1991 to include the mansion blocks and associated buildings in the area south of Hammersmith Road and east of North End Road. A further extension on 2 July 2002 included the area containing Wellesley Mansions and Nos. 137 to 153 (odd) North End Road, Nos. 2 & 3 Edith Villas, and Nos. 2 to 12 (even) and The Fox P. H. North End Crescent. This extension, together with the Barons Court Library, was subsequently transferred to the adjoining Gunter Estate Conservation Area on 27 June 2005.

3 CONSERVATION AREA BOUNDARY

- 3.1 The conservation area boundary can be seen on Plan 1. The eastern boundary follows the West London Railway line from West Cromwell Road north to Hammersmith Road where it continues north along Olympia Way to Maclise Road, and the northern boundary encloses the whole of the Olympia site east of Blythe Road. The western boundary follows North End Road south as far as the former West London County Court, then excludes the Samuel Lewis Trust Estate and the other post-war apartment blocks, but includes the older buildings in Matheson Road, Stanwick Road and Mornington Avenue. The southern boundary follows West Cromwell Road from the rear of the properties on the west side of Mornington Avenue to the railway line.

4 BRIEF HISTORY OF THE AREA

- 4.1 Hammersmith Road has been an important route to London since early times. Counter Bridge, now Addison Bridge, was one of only three crossing points over Chelsea Creek in Fulham until the West Cromwell Road Bridge was built in 1938. When the first toll road west out of London was designated in 1717 the Hammersmith Turnpike was built here at the junction of Hammersmith Road and North End Road.
- 4.2 Chelsea Creek originally came up to Olympia, forming the eastern boundary of the Borough, and its former route is just beyond the limits of the conservation area. Its upper reaches once

formed a water feature in Little Wormwood Scrubs, and further down stream it was altered to form the Kensington Canal which extended to the Thames at Chelsea.

- 4.3 The canal was begun in 1824 by Lord Kensington with the excavation of a dock on a site adjacent to the present Olympia tube station, and opened in 1828 with the completion of improved navigation to a plan by John Rennie. Although well designed, and able to take boats of up to 100 tons, the canal was never very profitable. It was sold to the West London Railway Company in 1846 and continued as a canal until the early 1860s, when a track was laid over it.
- 4.4 Much of the land in this area was cultivated for fruit and vegetables, but a significant area on the south side of Hammersmith Road including Earsby Street, Gorleston Street and Portland Place (now Addison Bridge Place) was developed in the Georgian period. Unfortunately, only part of this still survives. The remainder of the south side of Hammersmith Road was redeveloped to a much higher density during 1880-1900 following the improvement in transport links, particularly the West London Railway and the tram system. The Olympia site remained a market garden until it was developed as the exhibition centre in 1886.
- 4.5 In the 1880s William Whiteley 'the universal provider' built a large furniture depository, extensive stables and later a laundry along the west side of the railway line at the Whiteley's Depository site (now renamed 'Kensington Village') much of which still survives.

5 CHARACTER AND APPEARANCE

- 5.1 Olympia and Avonmore contains a variety of areas including quiet residential streets, the Whiteley's Depositories, formerly the Avonmore Trading Estate, now known as 'Kensington Village' commercial estate with offices, mansion blocks, primary schools and an exhibition centre. There are differing uses and scales of development within the conservation area, but its character is defined by both its key location (on a main arterial route) and its quiet backwater atmosphere.
- 5.2 The conservation area can be split into sub-areas for the purposes of the character assessment in order to distinguish areas of similar character and similar periods of development as shown on Plan 1. These are defined as:-
 - A. Olympia (Exhibition Centre Site)
 - B. Bishop King's Road
 - C. Avonmore Road / Stanwick Road
 - D. Avonmore Trading Estate (now known as Kensington Village)
 - E. North End Crescent retail area.

A. Olympia (Exhibition Centre Site)

- 5.3 This site consists of the Olympia 1 complex (the Grand Hall and National Hall), and Olympia 2 complex (the Empire Hall) which are all Grade II listed buildings. They dominate much of their surroundings, and lie within an area designated in the adopted UDP as an employment zone which is aimed at securing employment generating uses. Any applications for planning permission in this area will be considered in the light of UDP policy E1(a).
- 5.4 Olympia 1 complex consists of two main buildings, the Grand Hall and the National Hall. The Grand Hall (formerly known as East End Hall) was partly designed by Henry E Coe, as a National Agricultural Hall and was the first part to be built (1885), opening on Boxing Day 1886 with a performance by the Paris Hippodrome Circus. It was the venue of many circuses; Barnum and Baileys in 1889, 1900 and 1901, Buffalo Bill and the Wild West Show attended by King Edward VII in 1903, and more recently Bertram Mills Circus. It also housed Imre Kiralfy's Extravaganzas such as Venice in London (1891), Constantinople (1893) and The Orient (1894-5). In 1911 the Grand Hall was transformed into a cathedral for C. B. Cochrane's staging of The Miracle, and the Motor Show and Ideal Home Exhibition were held there annually from 1905 and 1920 respectively.
- 5.5 One of the main features of the Grand Hall is its glazed barrel vaulted roof 145 metres long with a span of 52 metres. Coe's fine main façade of the building in Olympia Way faces east onto the West London Railway line and is of red brick with various elements of stone dressing and decoration. A number of insensitive alterations over the years diminished the character and appearance of the façade. These included the ticket hall and reception area on the ground floor in Olympia Way, the fire escape placed in front of the main entrance, and the footbridge to the railway station. However, in 2001, the covered ways and the footbridge to the railway were demolished, leaving the façade more visible than it has been for much of the last 100 years.
- 5.6 The National Hall, located at the corner of Hammersmith Road and Olympia Way, and adjoining the Grand Hall, was the second part to be built, opening in 1925. It was designed with brick and stone facings to blend in with the earlier building and also features a glazed barrel vaulted roof.
- 5.7 Olympia 2 complex consists of one building, originally known as West End Hall and later as the Empire Hall, which is of a considerably different scale, bulk and architectural style from the adjoining Olympia 1 complex. It was completed in 1929 and is built in the contemporary Art Deco style designed by Joseph Emberton with details borrowed from progressive continental buildings such as the Einstein tower.
- 5.8 The rear of the Olympia Exhibition Centre backs onto Blythe Road. In 1936, Joseph Emberton was also responsible for the Olympic Garage in Maclise Road, a multi-storey car park, initially built for 1,200 cars, which was claimed to be the largest in Europe when built, and one of the first in this country. It has ten half-storey height floors, exposed concrete inside and is faced in yellow brick outside with long window bands. Emberton is noted for the design of Simpsons of Piccadilly, the Burnham-on-Crouch Yacht Club and the Peter Jones department store building in Sloane Square. There are various other ancillary and service buildings located in this area which detract from the character of this and the neighbouring conservation areas of Brook Green and Lakeside / Sinclair / Blythe Road.

B. Bishop King's Road

- 5.9 This group consists of all the buildings within Addison Bridge Place; Avonmore Place and Avonmore Road; Bishop King's Road; Cumberland Crescent; Earsby Street; Gorleston Street; together with Nos. 1 to 81 (odd) Hammersmith Road; and Nos. 1 to 43 (odd) North End Road. It also includes Marcus Garvey Park, which straddles Gorleston Street.
- 5.10 Addison Bridge Place is a short cul-de-sac of buildings formerly known as Portland Place which originally faced Chelsea Creek, but now faces the West London Railway Line. It is distinguished by two terraces of statutory listed Georgian houses Nos. 2 to 9 (consec.), and the area railings of Nos. 2 to 5, as well as four listed 19th Century cast iron bollards.
- 5.11 The terraces are Late 18th or Early 19th Century three storey houses with basements. Most are brown brick with parapets, two windows wide with simple doorcases, round headed radial bar fanlights and six panel doors. Nos. 2 to 5 have full height first floor sashes with wrought iron balconies, and some windows in the terraces have now been altered. No. 4 is stuccoed with three windows on the front elevation and the main entrance and simple Tuscan porch on the left flank elevation.
- 5.12 No. 3 Addison Bridge Place has an original fire plaque inscribed '1790/1810' at first floor level. No. 5 has a GLC Blue Plaque commemorating the residence of Harold Laski from 1926 to 1950, a well known socialist and Professor of the London School of Economics. W S Gilbert also lived there for some time. No. 7 also has a Blue Plaque commemorating the residence of Samuel Taylor Coleridge who stayed here on various occasions, probably with the Morgan family. No.9, a double fronted house dating from 1788, was the first to be built, and stood alone for ten years. Nos. 5 to 9 all have a stucco string course at first floor sill height.
- 5.13 Between Nos. 1 and 2 Addison Bridge Place are Portland Mansions, a four storey block of mansion flats with basement and attic within a mansard roof. They have a red brick front elevation with painted stone dressings and string courses and splayed bays up to the second floor on an otherwise yellow stock brick building. Adjoining No.9 are Welbeck Court, a five storey mansion block with basement and attic with dormers. These are also fronted in red brick with stone dressings on a mainly stock brick building. The two blocks, much taller than the Georgian houses in between, act as visual bookends. At the rear of Nos. 6 to 9, accessed from between Nos. 4 & 5, are Nos. 1 & 2 Rowley Cottages (formerly known as Rowian Cottages) (BoM). This pair of two storey yellow stock brick cottages with slate roofs date from about 1870. They have massive ornamental chimney stacks, timber casement windows at first floor level and sashes and simple doors at ground floor, most now altered. The southern end of the cul-de-sac is terminated with an extensive court of rather dilapidated lock up garages, which extends south between the railway cutting and the rears of Nos. 20 to 66 (even) Avonmore Road. At the entrance is an old cast iron lamp standard with its original frog and lantern cage, but unfortunately the lantern is now missing.
- 5.14 Nos. 43 & 45 North End Road (former West London County Court) is the other Grade II listed building within this sub-area. Built by H. N. Hanks in 1907-8 of red brick with

Portland stone dressings in the English Baroque style, it is two storeys, with a shallow hipped slate roof with overhanging bracketed eaves and tall chimney stacks capped with stone entablatures. It is seven windows wide, with rusticated brick quoins at each end and flanking the central bay which contains three windows set forward under a pediment. There is a single storey entrance wing to the left with a doorcase with Ionic columns on pedestals supporting an open segmental pediment. The pedimented central bay sports a crest with a lion and unicorn, and is flanked by the original rainwater hopper heads inscribed 'E VII R'.

- 5.15 The other buildings fronting North End Road are groups of Early and Mid Victorian properties. Nos. 1 to 7 (odd), are a yellow stock brick terrace of Buildings of Merit with red brick window arches, part three storey with parapet and cornice and part two storey with parapet, all linked by a stucco string course above first floor. All still retain their original shop surrounds with pilasters and dentil cornices. No. 15 (the former St. Mary's Protestant Mission) now converted to offices, on the corner of Bishop King's Road, is also a Building of Merit. Built about 1895 by T. Woodbridge Briggs in Victorian Gothic style, it is of two storeys with a tall gabled front. It is red brick, with full height yellow stock brick buttresses with stone caps, and has a slate roof. The stained glass windows and doors have stone dressings and pointed arched heads. There is a marble plaque to Miss Ann Louisa Davis dated 1895 on the front facade.
- 5.16 Nos. 39 to 41 North End Road, together with No. 4 Gorleston Street, are three adjoining three storey, double fronted houses with parapets, built in the 1860's all originally with central round headed doorcases and all now have painted brickwork. The original gardens on the North End Road frontage were built over with single storey shop extensions in the Late 19th Century. There is an old scrolled metal gas lamp bracket over the doorcase of No. 39. No. 41A (the former Ebenezer Chapel built in the 1840's) is a Building of Merit, which has two storeys and basement in yellow stock brick, and a three bay wide front with a stucco parapet and gable. It has round headed windows, a porch with Tuscan pilasters, and a boundary wall with cast iron railings. There is a foundation stone dated 1842 set in the wall in the adjacent alley. The brickwork on the front elevation is now painted.
- 5.17 The majority of the buildings, detailed below, are included in the local register of Buildings of Merit published within the adopted Unitary Development Plan. Most of the high quality red brick and stone Late Victorian mansion blocks within this sub-area, built in 1897 and 1898, have been cleaned and restored to reveal a wealth of detail. Argyll Mansions and Palace Mansions extend from Hammersmith Road through to Bishop King's Road. Argyll Mansions are five storey red brick buildings with painted stone string courses and Norman Shaw type detailing. They have canted bays through four floors surmounted by large gables with Diocletian windows, and three storey entrance porches. The first and second floors are linked between bays and porches by stone balconies with brackets and iron railings. Palace Mansions are of similar style, in the form of four linked blocks, each with two triangular gables containing round-headed windows set between corner cupolas.
- 5.18 Bishop King's Street has the elaborate five storey red brick rears of Argyll Mansions and Palace Mansions along its north side, and the long very plain four storey Rugby Mansions along the south side from North End Road to Cumberland Crescent. Rugby Mansions have a red brick front elevation with parapet, painted stone string courses and three entrances with

ornate stucco porches and balconies over the second and third entrances. The rear elevation onto Marcus Garvey Park is of yellow stock brick. At the rear is No. 21 Cumberland Crescent (Cumberland Lodge) formerly known as Rugby Lodge and Rugby Cottage. Built in 1898 as the caretaker's lodge to Rugby Mansions, it is a two storey red brick cottage with parapet and cornice, a large canted bay window through both floors, and a wooden dovecote on the flank wall.

- 5.19 Glyn Mansions occupies the whole block between Hammersmith Road, Avonmore Road, Avonmore Place and Earsby Street. It is of similar style to Argyll and Palace Mansions, but with fan patterned semi-circular stone gables, and ornate name plaques on the ground floor.

- 5.20 The former Mary Boon School on the corner of Bishop King's Road and Earsby Street is a three storey building with yellow brick ground floor with red brick dressings and red brick upper floors typical of the London School Board architecture of the period. Built in 1875 by Robson, enlarged between 1885 & 89, and remodelled in 1904/5, it is in the Arts & Crafts style with later 20th Century additions. The Cumberland Crescent elevation has an inscription of 1899, and there are two buff terracotta entrance plaques with 'Boys' and 'Girls'. The school is built around three sides of a central courtyard, which creates a good backdrop to the Marcus Garvey Park, and blends architecturally with the nearby mansion blocks.

- 5.21 The adjoining Avonmore Primary School is a single storey 1950s prefabricated building that stands somewhat incongruously in this area of mainly four and five storey blocks.

- 5.22 Marcus Garvey Park was created from a car park and redundant roadway, providing an important and attractive open area in an otherwise densely built environment. It contains brick walkways, seating areas and planting and acts as an informal play and recreation area which enhances the character and appearance of the conservation area.

- 5.23 On the corner of Avonmore Road, fronting on to Earsby Street is Gordon Cottage (BoM). It is an Early 19th Century two storey brown brick building with a shallow hipped slate roof and over-sailing eaves, originally half of a pair of symmetrical semi-detached villas which is now surrounded by later development and used as the school-keeper's house. The front elevation onto Earsby Street has a left side blind window and a right side sash in a forward projecting bay with rudimentary pilaster. The ground floor windows have stucco hoods with consoles. The side elevation onto Avonmore Place has three simple sashes and a stucco entrance porch containing an early letter box set into its wall.

- 5.24 Avonmore Place contains Kingsley House (BoM), inscribed '1888', an interesting four storey block of flats in dark red brick with black brick dressings which remains externally unspoilt. The ground floor was originally a dairy or warehouse, but is now offices and studios, but retains a loading bay and entrances to the upper floors which have balconies with their original metal railings.

- 5.25 York House, also in Avonmore Place, was originally an industrial building, which retains its original shop surround fascia level cornice and corbel brackets. It is of four storeys with parapet, built in yellow stock brick with red brick detailing.

- 5.26 Leigh Court, Avonmore Road (BoM), is a five storey mansion block of ornate red brick with much terracotta ornament, built originally as J. Lyons office with accommodation above around 1900. The main elevation has eight bays, the ground floor with striped terracotta round arcading, and the upper floors with bays, balconies and gables with ball finials.
- 5.27 No. 1 Hammersmith Road, the Hand and Flower Public House, was built in the 1880's. It is of three storeys and attic, with painted brick and pilasters with Ionic capitals through the first and second floors. The main façade to Hammersmith Road has a splayed corner onto Addison Bridge Place, two bays surmounted by a double gable, and a lower right side bay. The elevations have handsome stucco detailing and ornament, including a sign at second floor level on the east chimney stack inscribed 'Hand and Flower'.
- 5.28 Nos. 3 to 13 (odd) Hammersmith Road are a four storey brown brick Victorian terrace with a prominent decorative stucco cornice between the third and fourth storeys, and a stucco parapet with cornice and balustrade. The ground floor has shops, some of which retain their original shop surrounds.
- 5.29 Nos. 67 to 79 (odd) Hammersmith Road were probably built in the 1880's, earlier than the adjoining mansion blocks. They are a fine Late Victorian gault brick terrace of four storey properties with residential above ground floor shops. Although the shopfronts have been altered they retain the polished granite pilasters and moulded stucco consoles which distinguish the original shops. Above, the buildings have some fine stucco mouldings with shell hoods to the windows at first floor, a wealth of swags at second floor level and an elaborately bracketed dentil parapet cornice.
- 5.30 No. 81 Hammersmith Road is an earlier Mid Victorian three storey yellow stock brick corner property of around 1860. It has a brick parapet cornice, splayed corner, and recessed panels of brickwork. The first floor window is a tripartite sash. The ground floor has an altered shopfront.

C. Avonmore Road / Stanwick Road

- 5.31 This group consists of Avonmore Road, Lisgar Terrace, Matheson Road, Stonor Road, Stanwick Road and Mornington Avenue.
- 5.32 Most of the buildings are highly ornamented late Victorian residential terraces which have a certain cohesion in architectural style and were built as part of the Morning Park Estate by the West London builders Gibbs and Flew in the 1880s. The builders, who went bankrupt, sold the remaining land and Whiteley's depository was built. They are generally three or four storey, some with basement accommodation, and are brick built with stucco, stone, or moulded detailing. They generally have splayed bays at ground floor level, sometimes rising to include the first and second floors. Some of these buildings also have first floor balconies constructed above entrance porches or ground floor bays.
- 5.33 A significant proportion of these buildings, particularly towards the south-eastern end of Avonmore Road and most of Stonor Road, have been constructed of very soft red bricks

which are now showing signs of weather erosion. This situation has in some circumstances been exacerbated by poor maintenance of rainwater goods or poor patch repairs. A number of these buildings have been painted in an attempt to arrest this process. This has not always been aesthetically successful. (Paragraphs 6.17 & 6.18 of the Broad Design Guidelines apply.)

- 5.34 No.8 Avonmore Road is a detached red brick house built in the 1890's, possibly as a studio, which is included in the local register of Buildings of Merit. The main house is of three storeys with parapet. It has four windows to Avonmore Road, the right side one within a splayed corner, and much fine brickwork, detailing and ornament. It has a wide front door with stained glass, within a round-headed recessed porch, which is surmounted by a bracketed balcony with metal railings and first floor French windows which also contain stained glass. To the left is an extension of equal height containing two tall storeys with large Venetian style windows on ground and first floors beneath an ornate pedimented gable.
- 5.35 Nos. 10 to 14 (even) Avonmore Road are a short terrace of three storey double fronted red brick houses similar to the right side of No. 8. Each house is divided by full height brick pilasters, has a balustraded parapet, and windows with decorative brick arches and keystones which retain their original glazing bars in the top sashes. The ground floor tripartite arched windows have small panelled insets and decorative brick elliptical arches.
- 5.36 Nos. 16 & 18 Avonmore Road are on the dog-leg turn, and as such have a key role in terminating the view along Avonmore Road from the south east. They are an almost symmetrical two storey plain red brick group nine windows wide, of which the central section of three windows is surmounted by a shallow pediment. The central sash is slightly raised above a segmental arched carriage entrance which originally gave access to the large garage building adjoining the rear. The frontage building is now in office use, with the archway glazed in as a shopfront, and flanked by two entrance doors with fanlights.
- 5.37 No. 20 Avonmore Road was built as a Post Office Sorting Office in 1887. It is a similar but grander design to Nos. 16 & 18, and terminates the view north from the junction of Earsby Street and Lisgar Terrace. Originally of two storeys with slate roof, it now has a mansard storey which has altered its symmetry and character because it does not extend the full width of the building. The front elevation of nine windows is in red brick with painted stone lintels, plain stucco frieze above ground floor, and decorative central doorcase with large fanlight and hood supported by console brackets. It is divided into three bays by brick pilasters. The central bay has three windows with pediments contained within a larger pediment, while the outer bays each have three narrow windows with a decorative brick string course above the lintels. There are crown plaques each side of the entrance door, one inscribed 'VR' the other '1887'. The building is included in the local register of Buildings of Merit.
- 5.38 Nos. 22 and 22A Avonmore Road were built in 1888-9 by James MacLaren as a studio house for the sculptor HR Pinkes. Of a free design, they are three storeys, orange/red brick with painted stone dressings, and an attic storey within the tiled roof. No. 22 has a low porch supported by squat Ionic columns on a stone banded brick plinth and interesting mullioned and transomed cross windows with leaded lights. No. 22A has large partly glazed studio

doors with small casement windows on the upper floors and octagonal lantern with wind vane crowning what is almost a turret where the front sets forward. Statutory listed Grade II*, they add greatly to the architectural interest of the street.

- 5.39 Nos. 13 to 21 (odd) Avonmore Road are a four storey gault brick terrace of five Victorian town houses. They have stuccoed ground floors with canted bays and doorcases, and stucco string courses, parapet cornice and window dressings. Nos. 23 to 27 (odd) which adjoin them are a short three storey red brick terrace with the same details as Nos. 29 to 61 (odd) around the corner.
- 5.40 Nos. 29 to 61 (odd) Avonmore Road are a red brick terrace of 1885, designed as a complete unit with variation in their façade. The buildings are three storeys with basement and attic, and have double porches with some balconies over. Alternate pairs have canted or square bays from basement to first floor, some square bays up to second floor with gabled heads. There have been alterations to the roofline by the replacement of some original scrolled and pedimented gables, and some painting of brickwork, but most of the original balcony and basement railings still remain. No. 51 Avonmore Road is distinguished by a GLC Blue Plaque commemorating Edward Elgar's residence there from 1891 to 1893, and is included in the local register of Buildings of Merit.
- 5.41 Nos. 24 to 76 (even) Avonmore Road are a uniform terrace of soft red brick three storey houses with semi-basements and full dormers in slate roofs. They have much decorative brickwork in friezes, window arches and keystones. The upper floors have three sashes, one over each entrance and two paired over each bay, those on the second floor with decorative brick panels. There is also some stucco decoration, including ground floor ornamental canted bays with Corinthian pilasters and wide paired entrance doorways with console brackets. A continuous first floor balcony and metal railings link all properties.
- 5.42 Between No. 76 and the former Whiteley's complex is Avonmore Gardens, a handsome large symmetrical red brick mansion block of 21 bays with red tiled mansard roof and painted stone string courses at window head level, built in 1893. It has a central arched entrance to a service area surmounted by a three storey oriel window and flat pedimented gable with oculus. The central and end bays are of four storeys with a basement, and a fifth storey mansard roof over. The rest of the building is one storey lower. All roofs have metal cresting railings and large tall chimney stacks. The building is included on the local register of Buildings of Merit.
- 5.43 Mornington Avenue Mansions, at the south east end of Mornington Avenue also adjoining the former Whiteley's complex, are the other mansion block within this sub-area. They are a more complex red brick block of four-storeys plus basement and tall flat topped gables. The entrances at each end are surmounted by square bays with round headed open arches through all floors. Between these are large canted bays up to second floor, linked by a series of metal balconies to the outer bays.
- 5.44 Nos. 1 & 3 Mornington Avenue are two large individually designed detached red brick houses built in 1890. No. 1 has a wide flank elevation onto the approach to Mornington Avenue, commanding views east from the junction with North End Crescent. It is

asymmetrical in design, the left side having three storeys and basement, the second floor window projecting above the eaves of a hipped slate roof. The central section has four storeys containing the entrance doorway within a recessed arched porch, and a large brick canted bay through all floors. Again the upper floor windows project above the eaves of hipped slate roofs. The right side is of two storeys and basement with a balustraded parapet. There is much decorative brick detailing throughout. No. 3 has similar details and is of three and four storeys with a narrower street frontage. It now has modern balcony railings.

- 5.45 Nos. 5 to 19 (odd) and 10 to 24 (even) Mornington Avenue are three storey red brick terraces of 1890 with basement and attic floors in brick gables. The ground floor entrances, some of which contain stained glass, are within round-headed porches surmounted by canted brick bays. They have similar brick details to Nos. 1 & 3, first floor balconies with timber railings, some of which are now missing, and are linked in pairs by small single storey arched passages providing side entrances to the back gardens.

- 5.46 Nos. 1 to 29 (odd) and 2 to 26 (even) Stonor Road are three storey red brick terraces with basements, built in 1870. The ground floors have paired stucco canted bays and front doors with console brackets and cambered headed fanlights with house numbers remaining intact. Both terraces have a continuous first floor balcony. Original glazing bars remain to the upper sashes of the windows, as do the original ornate cast iron balcony and front area railings.

- 5.47 Nos. 2 to 20 (even) Stanwick Road are a Late 19th Century gault brick terrace of three storeys with basement and attic floor in full dormers. The ground floors have paired stucco canted bays and projecting porticoes with Corinthian columns and dentil cornice. The elevation is articulated so that the four window wide sections containing the bays and dormers are set back behind the two window wide sections containing the porches. They have much brick and stucco detailing to the upper floors, including a decorative eaves cornice with balustraded parapet between the dormers, some of which is now missing. The original ornate cast iron balcony and front area railings remain intact.

- 5.48 Nos. 1 to 31 (odd) Stanwick Road built in 1890, are three storey gault brick terraces of four houses each. They have basements and parapets with bracketed cornices, some of which retain their original ornate pierced balustrade and ball finials. The front elevations have yellow stock brick window arches and string courses and painted stone detailing. Unfortunately, some houses now have painted brickwork. The ground floors have similar details to those on the other side of the road. The upper floors have triple windows, those on the first floor with central French windows. They all retain their original ornate cast iron balcony and front area railings which are of the same design as those in Stonor Road, adding to the character and appearance of this part of the conservation area.

- 5.49 Nos. 1 to 16 (consec.) Lisgar Terrace are a three storey gault brick terrace similar in detail to those in Stanwick Road and Stonor Road, which also retain their original ornate cast iron balcony and front area railings. They have a stucco balustraded parapet with bracketed cornice, part of which has now been removed.

- 5.50 Nos. 1 to 27 (odd), 2 to 22 (even) and 32 & 34 Matheson Road are three storey gault brick terraces with slate roofs and pedimented dormers. Some now have painted or rendered brickwork. They all have stucco canted bays on ground and first floors, with hipped slate roofs, decorative stucco string course at second floor sill level and eaves cornice. The second floor windows have triple sashes above the bays, and sashes above paired projecting doorcase with Corinthian half-columns. Nos. 29 to 45 (odd) Matheson Road are grander, having paired sashes in their dormers and above their bays, entrance porticoes with Corinthian columns and first floor French windows. Nos. 24 to 30 (even) Matheson Road are a three storey 1960s infill development of purpose built flats. They do not respect the building form or detailing of the surrounding area or contribute to the character of the area.

D. Avonmore Trading Estate (now known as Kensington Village)

- 5.51 This sub-area is all in private ownership and is operated as a commercial office estate. Its stone setted roadway has been retained and adds to the high quality conversion and general air of attention to detail within this complex. It is probably the largest and most complete area of Victorian warehousing in West London, and there are thought to be few estates of this nature left which still retain both the 'depository' and the cottages. The Main Gatehouse and gateway on Avonmore Road; Spur Lodge adjoining the gate onto Stanwick Road; Beaumont House; Warwick Building; Caci House; Abingdon House and Whiteley's Cottages, are all included in the local register of Buildings of Merit. This area also forms part of an employment zone designated in the adopted UDP for securing employment generating uses. Any applications for planning permission in this area will be considered in the light of UDP policy E1(a).
- 5.52 Entry is gained from Avonmore Road through a red brick gateway with stone dressings dating from 1892. It has a central round headed stone arch with keystone and piers surmounted by a pediment with an armorial sculpture. To each side are lower wings with stone balustraded parapet and scrolls, one with a round headed blind arch, the other with a round headed pedestrian gate.
- 5.53 The buildings beyond consist of a group of Victorian five storey warehouses, two storey laundry blocks, stables and cottages of stock brick with simple arched lintels and banding in red brick. The laundries have large straight gables with ball finials and some stone dressings.
- 5.54 The larger buildings forming a landmark when seen from West Cromwell Road, were designed as Whiteley's Furniture Depository and Store by Alfred M Ridge, a competent and experienced commercial architect who carried out additions to the Bayswater store after the fire of the 1880s. They supplied Whiteley's Department Store in Westbourne Grove and Queensway, Bayswater, which in 1892 had no serious rival in the West End or Kensington High Street, and was the only London retailing emporium that seriously rivalled the great stores of Paris and New York.
- 5.55 On the railway side is The 'New Pantechnicon', begun in 1892 by the builder William Shepherd of Bermondsey. It is a symmetrical composition made up of three adjoining blocks, Beaumont to the north, Warwick to the south, and Avon House in the centre. There are smaller scale laundries, 'cleaning works' and stables in the centre of the complex which

were built in 1895 by Kirk and Randall of Woolwich. The last phase was another set of laundries built in 1901 which adjoined the mainly residential developments on the west side of Stanwick Road to the north, but have now been demolished.

- 5.56 Avon House, the central section of the main building, previously damaged by fire, has been rebuilt as a steel frame curtain walled unit surrounding a dummy central brick bay with clock tower. It responds well to the massing and building line of the original building, but the impact of its reflective glass finish has a changing impact on the area depending upon the weather and the viewer's location.
- 5.57 At the entrance to Mornington Avenue are Whiteley's Cottages that are included on the Council's Register of Buildings of Merit. They form a short terrace of unusual two storey workers cottages built in yellow stock brick with red brick details, with stables projecting forward on the ground floor. Access to the living accommodation is via a staircase in Mornington Avenue leading to a first floor walkway with metal railings. They were built in 1892 and possibly would have housed laundresses, but more likely those looking after the horses. Unfortunately, these buildings are now vacant and in a semi-derelict condition, detracting from this otherwise attractive part of the conservation area.

E. North End Crescent retail area.

- 5.58 Nos. 26 to 32 (even) North End Crescent are a short terrace of three storey brick buildings with an attic storey of pedimented and scrolled dormers. Nos. 28 to 32 are Edwardian gault brick buildings of unusual design, each having three sashes with decorative brick panels above divided vertically by corbelled brick pilasters. The pilasters rise from the first floor window heads, the two outer ones to the eaves with finials, the outer ones to the top of the dormer. Most of the original shop surrounds remain intact behind later inappropriate alterations to the shopfronts. No. 26 was rebuilt in the 1980s in a style which loosely replicates the adjoining buildings but does not fully blend in with the surrounding 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 in terms of identified sub-areas. This section identifies key components that either define or affect the character of the conservation area, and suggests broad design guidelines to deal with each of these components.
- 6.2 Piecemeal changes to individual properties, when considered cumulatively, can have a severely negative effect on the special character and appearance of an area. The following section outlines factors the Council considers 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 should have received through their door. Alternatively, it is available from the Council Environment Department.)
- 6.3 Until fairly recent times the historic and architectural value of old buildings, and the settings which their groupings create, was overlooked and many were destroyed unnecessarily. The Council recognises the importance of the historic and architectural heritage represented by the wealth of remaining old buildings within its conservation areas, and is committed to their preservation. With a few rare exceptions, these buildings are Georgian, Victorian or Edwardian.
- 6.4 A leaflet produced by the Victorian Society highlights the continuing threat to historic buildings:-
“It’s hard to believe that not so long ago people thought that Victorian buildings were ugly and old fashioned. They said that they were not suited to modern requirements, and so they tore them down and put up new ones. They ripped the heart out of our historic city centres and dispersed the communities who lived there, and soon many places looked much the same as anywhere else.

But today we have found that many of the new buildings lasted less well than the buildings they replaced, and are now themselves being torn down.

Would you really want to lose the attractive Victorian terraces in your neighbourhood, the Victorian church at the end of your road or the ornate pub on the high street? Yet still today many such buildings are threatened with demolition or insensitive alteration. Victorian buildings reflect the history of places and their occupants, and too often it is only after they have gone that people recognise their value.

Still there are many good Victorian buildings at risk. Neglect is bad enough, but sometimes well-meant ‘improvements’ such as plastic windows or stone cladding may destroy a building’s historic character and create maintenance headaches for the future. The Victorian Society produces a number of publications about the proper care of Victorian and Edwardian houses to enable owners to be custodians of their buildings for the future.

Worse still is the threat of demolition, as developers do not stop to understand what is special about Victorian buildings, and how they are cherished and valued by their communities. No one would tear up a 100 year-old book, but 100 year-old buildings are often pulled down without a second thought, and all these years of history lost.

Most buildings are perfectly capable of re-use: often imagination is the key ingredient to give an old building new life. Yet people often forget that demolishing and rebuilding in energy-hungry materials such as glass and aluminium is very wasteful. It also destroys the special character that old buildings impart to areas, and a sense of local distinctiveness is lost.

We are not against all change. We think there is a place for good modern design too – indeed high quality new developments can make a positive contribution to the setting of historic buildings. But building for the future should not ignore the importance of the past.”

Uses

- 6.5 In addition to the quality of individual buildings and local townscape, our experience of historic areas could be determined by a particular mix of uses. The balance of uses within a conservation area is important in defining its character particularly if they reflect the historic development of the area. Conservation Area designation is seen as the means of recognising the importance of such factors and ensuring that appropriate policies address the preservation or enhancement of such character where it exists.
- 6.6 Overall the area has a wide mixture of uses. Sub-areas A and D contain large scale commercial uses and are designated in the adopted UDP as Employment Zones, whereas sub-area B has a mixture of small to medium sized uses, sub-area C is predominantly residential and sub-area E consists of a small retail terrace.

Alterations to Buildings

- 6.7 The physical character of the conservation area is derived in part from the groups of terraces and set piece developments and their uniform appearance and form. Alterations to buildings forming part of such consistent groups, even those of a relatively minor nature, can have a particularly damaging effect on this, destroying the homogeneity. The scale, massing, rhythm and architectural character 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, massing, rhythm and architectural character when seen from the street or any public space and should not be excessive additions to the properties.
- 6.8 The character of the conservation area is also derived from its distinctive street pattern and plot layout, which gives clues to the historical development of the area. Protection of the building line and pattern of the older streets is very important in preserving and enhancing the area's character.

Roof Extensions

- 6.9 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.

- 6.10 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 effect on the character of the conservation area.
- 6.11 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.
- 6.12 Existing roof lines should not be disturbed. Raising the height of the ridge to accommodate greater internal ceiling height is considered unacceptable. Original features such as decorative ridge roof tiles, finials, crestings, cast iron gutters and down pipes, original roofing materials and their pattern should all be retained.
- 6.13 Consent should not be granted for demolition of original chimney stacks which are visible from the street or public spaces as this would result in a material alteration to the roofscape and shape of a dwellinghouse. Similarly, original chimney pots should not be removed.
- 6.14 Modern additions such as satellite dishes, T. V. aerials, roof-lights and vents should be as inconspicuous as possible. They will not be permitted where they would be visually obtrusive and where alternative locations are possible. Satellite dishes should be placed at roof level behind the chimney stack. Enclosed water tanks and air conditioning units on roofs should be avoided.

Rear Extensions

- 6.15 The design and materials of rear extensions should be considered in relation to the building's architectural character and should be designed in order to minimise their impact and integrate them successfully with the building concerned. 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.
- 6.16 Rear building lines should respect and take into account the value of rear gardens as private amenity space, in landscape terms, and should not prevent the opportunity for biodiversity. Extensions should not, therefore, extend right up to the rear boundary of the property or dominate the rear garden.
- 6.17 Rear extensions should never dominate the main building, not extend more than half of the width of the main building or rise higher than one storey below the original eaves or parapet line. (UDP policy EN8B)
- 6.18 Rear roof terraces cut into the slates of the rear extensions require planning permission, and should be resisted.

Lightwells Associated with Basement Rooms

- 6.19 Front gardens define the edge of the public realm and contribute to the street scene. They form an important element of the character of most of the Borough's streets and terraces, and when planted, provide a welcome greening of an otherwise hard urban environment. When the houses were built the inclusion of front gardens was regarded as adding status and, if kept in good order, improving privacy and the overall appearance of the properties.
- 6.20 The creation of lightwells by the excavation of all or part of the front garden of a residential property to provide windows to basements to increase the light to basement rooms requires planning permission, as does the enlargement of an existing lightwell. Where there is no tradition of a lightwell in a particular property or street the introduction of an over large, visible and inappropriately designed lightwell could be harmful to the appearance of an area. This has a negative impact and will not normally be permitted where the lightwell would take up more than 50% of the front garden or would result in the loss of a substantial part of any planted area of the front gardens that forms an integral part of the design of the street or terrace.
- 6.21 However, a sensitively designed and proportioned lightwell that is in accordance with the Council's approved 'Design Guidelines for Lightwells associated with Basement Rooms' may be acceptable. In such cases, it would not be appropriate to include the addition of protective railings around the edge of the lightwell as they would add unnecessary clutter to the appearance of the front garden and street scene. Instead, ingress to the lightwell should be prevented by the addition of either horizontal glazing or a horizontal grille over the lightwell and/or the reintroduction of metal railings around the front boundary of the property. Where the lightwell is used as a means of escape it must incorporate a metal ladder and the grille must be capable of being opened by one hand as someone holds onto the ladder with the other.

Brickwork and Stonework, Painting, Render and Cladding

- 6.22 Properties' external brick or stone walls should be retained in their original condition and should not be painted, rendered or clad in any material.
- 6.23 Existing brick or stone elevations including chimney stacks should be properly maintained and appropriate repointing undertaken where necessary (usually with lime based mortar in a flush finish). If a property's brickwork or stonework has been painted, rendered or clad, advice should be sought from the Council regarding the removal of the paint, render or cladding. A less satisfactory alternative, in the case of paint, is that the property could be repainted in matt finish paint of a colour to match the original brick.
- 6.24 Properties that have original unpainted stucco rendering, or have stucco mouldings, should preferably be left in their original state and specialist advice should be sought where re-rendering or repairs are necessary. 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.
- 6.25 Terracotta tiles or decorative panels should not be painted. Those that have been painted should be carefully cleaned after seeking advice from the Council.

Windows and Original Features

- 6.26 Original architectural features such as timber sash or casement windows, panelled doors, decorative stucco, moulded window surrounds and door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable, owners are encouraged to reinstate these with exact replicas, or where features are missing, recreate them using traditional or matching designs and traditional materials.
- 6.27 Owners of properties with unsuitable replacement windows, including PVCu (plastic) windows, should be encouraged to change them for those of a more appropriate design and materials to match the originals when an opportunity arises.

Other Additions

- 6.28 Gutters, rainwater pipes and soil pipes should be replaced, when necessary, in their original form and material. The use of PVCu (plastic) is inappropriate on buildings within conservation areas, and should be discouraged.
- 6.29 The positioning of gas and electricity meters on external walls of buildings within conservation areas should be avoided. If absolutely necessary, their location should be carefully considered to minimise their visual impact upon the building and townscape quality of an area.
- 6.30 The routing of external cables for telephone, T.V., alarms etc., and the location of alarm boxes, gas flues, air conditioning units etc. on external walls should be carefully considered so that they are located away from important architectural details to minimise their visual effect on the appearance of the building on which they are located, and the townscape quality of an area.
- 6.31 Satellite dishes will not be permitted where they would be visually obtrusive and where alternative locations are possible. Further detailed guidelines may be helpful in ensuring that they do not have a negative impact upon the character of 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, spaces, entrances and fenestration patterns. 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.

Height

- 6.34 The Olympia complex and the mansion blocks which flank Hammersmith Road are of four and five storeys in height, as are the Whiteley's Depository buildings adjoining the railway. They dominate the conservation area as local landmarks. Most of the other buildings are three or four storey residential terraces which give the central and southern parts of the conservation area a domestic scale. It is important, therefore, that any new development, such as the Olympia corner (Hammersmith Road and Blythe Road), should respect the general building heights in each area.

Boundary Treatment

- 6.35 Late 19th Century buildings were designed with a mix of front boundary treatments, varying from the earlier style of metal railings on a stone plinth with matching gates, to the more contemporary style of low brick walls with stone copings (simple flat blocks or more distinctively moulded) surmounted by metal railings or panels, and matching gates all flanked by stone or terracotta capped piers, and hedges, or a combination of these. They are important in defining the character of the area and visually uniting the streets and terraces. Where the original boundary railings, gates, walls or piers remain in front of properties they should all be retained, repaired, and kept in good condition.
- 6.36 Alterations to, or removal of, original or traditional front walls and railings and their footings should be avoided as this has a visually detrimental effect upon the building and conservation area by weakening their unifying effect and losing the boundary definition.
- 6.37 Where properties have lost all boundary structures so that they no longer have boundary definition the rhythm and enclosure of the street is spoilt. The boundary railings/walls that are missing should be replaced to their correct design and height, together with matching gates where appropriate, or in the later buildings a low brick wall of an appropriate and sympathetic design and materials should be provided. This is particularly important where they will strengthen the original uniformity of the development. Hedge planting and greenery in front gardens is also important, both visually in softening the streetscape and because of its biodiversity value, and should be retained wherever possible.
- 6.38 It is considered that in the majority of cases black or dark green is the most appropriate colour to paint metal railings and gates, but wherever possible the original colour scheme should be investigated. Invisible Green (Dulux Colour Reference 8406 G78Y) is often used.
- 6.39 There are some inappropriate boundaries, such as the grass verge at York House on Avonmore Road and the fencing surrounding Avonmore Infants School. These should be replaced, when the opportunity arises, with appropriately designed low walls surmounted by iron railings.
- 6.40 Bin, cycle or meter enclosures in front gardens can often be unsightly features unsuitable within conservation areas, where they would detract from the appearance of the streetscape. In positions where they might be acceptable, the height and size of such enclosures should be designed in proportion to the height of the boundary treatment and the size of the garden. The use of traditional materials such as timber and brick to match the main building is

preferred. They should never open directly onto the highway, and in streets and terraces with traditional front boundary railings or walls, should not form a new opening through them.

6.41 Where a building is on a corner site its flank boundary can be of equal visual importance to the front boundary. Traditionally the side boundary is often of a plainer form such as a simple stock brick wall, possibly with contrasting coloured brick string courses and coping stones, or a timber fence, but in some cases it continues the elaborate treatment of the front boundary around the side of the building. A simple timber garden door or garage doors may be incorporated into the side boundary treatment. It is important that the original design is respected, retained and repaired where necessary, as the appearance of the flanks of corner buildings have a major visual impact upon the local street scene. Any new structure over one metre in height on a boundary adjoining the highway would require planning permission.

6.42 Occasionally rear boundary walls or fences are also visible from public areas, and in such cases the effect of their appearance should also be considered. Any new structure over 2 metres in height would require planning permission.

6.43 **Forecourt Parking**

There is considerable parking pressure within the Borough, which has resulted in an increased demand for forecourt parking. This can have a detrimental effect on the character and amenity value of the streetscape with the resultant loss of front gardens and their features, boundary treatments and the sense of enclosure these give, and in damaging the uniform appearance of terraces and groups of houses. The London Assembly has carried out a study that shows that front gardens equivalent to an area of about 12 square miles have been paved over within the city. The London front garden, mostly set back from the road behind a low brick wall, was known for its neatly clipped privet hedge, bedding plants and patch of lawn, but the trend to pave over the garden to provide forecourt parking is increasing the possibility of flash floods and increased local temperature. The result is a dirtier environment, a reduced amount of greenery in the city, and more car noise and pollution. The more the ground is covered by hard surfaces, the less rainfall will soak into the ground, and drains will overflow, discharging into rivers and putting extra pressure on the already overloaded Victorian sewerage and drainage systems. The creation of a vehicular access will, therefore, be resisted where the proposal will be detrimental to the environment of the area or where it will be likely to affect road and pedestrian safety or reduce the level of available on-street parking.

6.44 The creation of forecourt parking can result in the loss of on-street parking. This increases the potential for on-street parking stress, which can result in double parking and obstruction of the highway. This has a serious consequential effect on the health and safety of local residents, both directly and indirectly through the obstruction of emergency/social service vehicles. The maintenance of a safe and attractive environment for pedestrians and cyclists is also of primary importance and vehicular access to properties via footway crossovers conflicts with these aims.

6.45 Consent for permanent crossovers and new vehicle access is needed under highway legislation. In considering a request for crossovers under highway powers, the Council will likewise give particular attention to safety requirements.

Disabled Access

- 6.46 The Council will support dignified and easy access for disabled people to and within historic buildings and public spaces. 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 if a flexible and pragmatic approach is taken. All new or replacement shopfronts should comply with DDA requirements and should not incorporate a step at the entrance.

Landscape and Floorscape

- 6.47 It is not only an area's buildings but also the streets and spaces between them that 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. The materials used to pave footways and other surfaces are of prime importance especially in conservation areas. High quality natural materials such as York stone and granite setts can greatly add to the visual interest of an area.
- 6.48 Footpaths should be of uniform materials, ideally traditional, which are visually distinguishable from the road surface (which should ideally be black tar-macadam, unless original cobbles or setts exist) and visually subordinate within the townscape providing a coherent character throughout the conservation area.
- 6.49 All original granite kerb stones and areas of historic stone paving should be kept if practicable where they form part of a significant composite scheme. There is a mix of footpath finishes within Olympia and Avonmore Conservation Area and unfortunately, very little of the traditional, once uniform, York stone footpaths now survive. Any works affecting these surfaces should be made good, reusing wherever possible the original materials, or if this is not possible, using matching materials and traditional construction techniques.
- 6.50 Ideally, new paving should be large rectangular slabs of York stone or artificial stone of a uniform colour laid in a traditional interlocking pattern.
- 6.51 The granite sett carriageways within Kensington Village are an important relic of the area's past, and should be retained, repaired, and incorporated into any new development.
- 6.52 Tactile paving surfaces, where necessary, should be well integrated with the surrounding paving in size, colour and pattern. Utmost care and attention to detail is required to ensure that the tactile paving and dropped kerbs are integrated seamlessly into the wider floorscape context.
- 6.53 Any highway management schemes including vehicular crossovers should be of sympathetic materials that relate to their surroundings and are properly 'joined' to the surrounding footpaths/roads. All work on the highway will be carried out in accordance with the Council's street design guide "Street Smart" which promotes high quality design related to local character.

Street Furniture

- 6.54 The Council is committed to improving the street scene. The aim is to promote high quality design and to eliminate visual clutter by removing redundant items of street furniture.
- 6.55 There are parts of the Borough's conservation areas which would benefit from the installation of more sympathetically designed lighting columns and lanterns should the opportunity arise.
- 6.56 Original bollards should always be retained where they have survived. New additions should replicate originals where they exist, but if unsatisfactory modern bollards are to be replaced the new 'Hammersmith' bollard should be used.
- 6.57 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.
- 6.58 The few remaining cast iron or enamel street name plates should if possible be retained.

Overhead Telephone Lines

- 6.59 Overhead telephone lines are very intrusive to the amenity value of streetscape and are particularly inappropriate within conservation areas. British Telecom has been persuaded to place lines underground within some architecturally sensitive areas of the Borough. The Council will encourage further removal of overhead lines when an opportunity arises to improve the amenity value of its streets and to provide more space along footpaths for the planting of additional street trees.

Continuity and Historic Names

- 6.60 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 any new developments.
- 6.61 The Council would also like to see, and will encourage, the inclusion of date plaques on any new developments. This would provide interesting features in the townscape and points of reference for the future. Where appropriate a plaque could be placed on public houses or other buildings of historic significance, giving the original date, interesting historic associations and the old name if changed.

Opportunity Sites

- 6.62 Opportunity sites are ones where visual improvements are desirable and could be achieved through redevelopment or refurbishment. It is considered that the following are opportunity sites:-
- Olympia - corner site at junction of Hammersmith Road and Blythe Road
 - Avonmore Infants School

- Nos. 24 to 30 (even) Matheson Road
- All modernised shopfronts

- 6.63 Redevelopment will be judged against criteria suitable for a conservation area. New buildings should contribute positively to the visual quality of the area, and preserve or enhance the character and appearance of the area.
- 6.64 In considering proposals for new buildings in conservation areas, amongst the principal concerns should be the appropriateness of the mass, scale of the architectural elements and its relationship with its context. A good new building should be in harmony with, or complementary to, its neighbours having regard to the pattern, rhythm, details and materials of the surrounding development in the conservation area. A new building that does not respect its context is not a good building.

Landmarks

- 6.65 Most conservation areas have at least one distinct visual landmark in the form of an architecturally impressive building such as a church, theatre, town hall, rail station or an imposing office or mansion block or industrial building. These are usually positioned prominently on a junction or at the end of a vista along a road. They can be of local or wider interest, but will often be of importance in defining and identifying the character of the conservation area.
- 6.66 Where the landmarks make a positive contribution to the character or appearance of the conservation area, every effort should be made to retain these as focal points.
- 6.67 The Olympia Exhibition Centre is a visual and tourist landmark of national significance which is renowned for its annual round of activities.
- 6.68 The long elevation of Kensington Village as seen from the railway line acts as another landmark to people passing the conservation area.

Setting of the Conservation Area

- 6.69 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 its character and appearance, and should preserve or enhance it.

Views

- 6.70 The relationship of the built environment to identified landmarks and the setting of more uniform and consistent townscape, will give rise to significant vistas and panoramas which contribute to the character of the area. Great care should be taken to ensure that these key views are maintained and any new development within the view corridors does not adversely affect the views. The existence, and importance, of these views should help determine the appropriate height of new development in the conservation area. Similarly, the height and location of new buildings outside the conservation area can have important implications with regard to the quality of views into and out of the conservation area.

- 6.71 There are important views into, out of, and within the conservation area. In particular, the emerging views along the curve of Hammersmith Road give a feel of the character of the conservation area beyond. Also of importance are the vistas on Matheson Road and Stanwick Road which would be affected by any future redevelopment of the library site on North End Crescent. Great care must, therefore, be taken when considering applications that will affect these vistas.

Open Spaces

- 6.72 Public and private open spaces within a conservation area have a major visual and amenity value and impact upon the character of what would otherwise be densely developed land by providing an open aspect within a built up area. Many open spaces within the Borough's conservation areas are identified within the Council's UDP as Nature Conservation Areas or Metropolitan Open Spaces. They are not only visually important, but also offer areas for recreation and contemplation, for protection of wild fauna and flora, and the opportunity for biodiversity.
- 6.73 Marcus Garvey Park, at 0.63 hectares, is the only public open space within the conservation area (identified as OS21 in the UDP). Council policies seek to protect existing open space from the pressures of competing land uses as well as the enhancement of existing open space. This small, recently created, park has an important amenity value, particularly as it is located adjacent to Avonmore Primary School and the former West London County Court.

Trees

- 6.74 There are significant mature street trees and private trees of value to the townscape in the conservation area, many of which are the subject of Tree Preservation Orders. All trees in a conservation area, including those in rear gardens, are protected. Owners are urged to look after trees on their land and plant new ones in order to ensure a continuing stock of mature trees for future generations and to provide an opportunity for biodiversity.
- 6.75 A programme of planting should be maintained where appropriate to ensure there is new stock to replace these in the future.
- 6.76 Planting more street trees will be considered throughout conservation areas where they would make a positive contribution to the street scene and where underground services allow sufficient space to accommodate them.
- 6.77 The Council encourages the retention and maintenance of trees and shrub planting along boundaries of properties where they exist, as they enhance views and provide an opportunity for biodiversity.

Advertisement Hoardings

- 6.78 Advertisement hoardings are not substitutes for suitable boundary treatments. Where temporary permissions exist, and the hoardings detract from the amenity of the area, the Council will resist the renewal of these permissions.

- 6.79 The Council will refuse permission for the erection of any new advertisement hoardings within conservation areas because of their detrimental overriding effect upon the appearance of these areas.
- 6.80 The proliferation of advertisement hoardings in the conservation area should be discouraged. Permission should not be granted for new hoardings, and applications for permanent display will not be supported by the Council.

Shop Surrounds

- 3.81 Usually, groups of shops within a terrace were originally unified in appearance by having their shopfronts installed within well designed surrounds common to each shop within the terrace. The Council considers that it is important to repair or reinstate each shop surround to match its original appearance and in addition to match the original colour scheme where this is known.
- 3.82 Shopfronts are set within a shop surround or framework that is based upon the structure of classical architecture. Its elements consist of vertical columns (or pilasters) supporting a horizontal lintel (or entablature). Each pilaster has a base, a shaft and a capital, and is usually topped by an ornamental moulded corbel bracket and finial. Between the pilasters, usually limited to the height of the corbel brackets, is an entablature. This consists of a small architrave immediately above the shopfront, above which is the fascia containing the name or trade of the shopkeeper, and above this is a projecting cornice. The top of the cornice usually has a lead flashing that divides the shopfront from the upper floors of the front elevation of the building, and to direct rainwater away from the shopfront.

Shopfronts

- 3.83 The removal or alteration of historically and architecturally interesting shopfronts (particularly ones original to their building) will be resisted and, where they have been removed, restoration encouraged.
- 6.84 Where parts of an original shopfront have been removed in the past, but surviving original elements and architectural features still remain, they should be retained. In such situations, the removal of inappropriate modern elements of the shopfronts will be encouraged together with the careful incorporation of the remaining traditional features into a high quality designed restoration of the original shopfront.
- 6.85 New shopfronts in conservation areas should incorporate appropriate high quality designs and materials (such as painted softwood or bronze) suitable for the period and architectural style of the building concerned, and should achieve a satisfactory visual relationship between the ground floor and the rest of the building. The scale and design of the shopfront needs to be carefully considered using proportion, detailing (including vertical and horizontal subdivision) and materials that have an affinity with the building.
- 3.86 Shopfronts spanning more than one original shop unit should not disrupting the vertical emphasis by the removal of intermediate pilasters and corbel brackets that originally divided the individual shop units. Where these features are missing the unity and rhythm of a terrace is destroyed. Structural divisions within the upper floors of a building should be seen to continue down through the shopfront to the ground floor in the form of pilasters.

- 3.87 Where there is a need to provide ventilation to shop units, this should be incorporated sensitively into the design. The use of decorative grilles in the panels of the stallriser or top lights would be appropriate. Clear glass should be installed in all shopfronts and should not be obscured in any way, the only exception being in top lights where obscured or coloured glass is required to conceal a false ceiling. Where greater privacy is required this can be achieved through the installation of internal blinds

Shop Fascias, Signage and Lighting

- 3.88 In the interests of amenity, the design of advertising on shopfronts should respect and enhance the character and appearance of the conservation area and use appropriate materials of high quality. It is important for fascia panels and shop signs to be integrated into the design of a shopfront and its building as a whole and to be sympathetic in form and scale. They should be no larger than the height of the corbel brackets at the top of the pilasters, and positioned below the cornice line. New fascia panels should not be in the form of deep applied panels projecting from the face of the surrounding framework.
- 3.89 Existing architectural details should not be obscured, and the highest point of the fascia should never be above the perceived floor level of the first floor. Under no circumstances should a fascia obscure the original sills or bottom parts of the first floor windows, nor should the windows be shortened to accommodate an over-large fascia. The temptation to conceal a suspended ceiling in the shop unit by increasing the depth of the fascia sign should be resisted. A visually more pleasing solution is to set the false ceiling back from the glazing line possibly behind an obscured or coloured glass top-light, or metal grille. Fascia panels should not extend uninterrupted across a number of distinct buildings, but instead should be divided by pilasters and corbel brackets in order to respect the width of individual building frontages.
- 3.90 When replacing or renewing a fascia, shopkeepers should always investigate whether the original fascia remains intact behind a later applied addition. Where the original remains it should be repaired and redecorated, where it has been removed consideration should be given to whether the scale of the proposed new fascia is correct, relative to the other elements of the shop surround, and if necessary it should be reduced in size to correctly align with other properties in the terrace and the original fascia position.
- 3.91 The most appropriate form of fascia for properties within a conservation area is a traditional painted fascia board. Fascia signs should be simple and should only state the name or trade of the premises. If possible the street number should be included. The size of the lettering should be related to the area of the fascia.
- 3.92 Internally illuminated box fascias and signs are considered to be inappropriate for shops within conservation areas. If illumination is appropriate, it should be external through the discrete use of swan neck lamps or light troughs or occasionally by the use of individual halo illuminated letters or neon letters. Gilded letters on a fascia sign can be visually prominent and particularly effective at night. Externally illuminated painted fascias are preferred. All signs and particularly any type of illuminated sign, should be carefully integrated into the shopfront as a whole not designed as stand alone items.

- 3.93 Similarly, consent will not usually be granted to install internally illuminated projecting box signs. If a projecting sign is required it should take the form of a traditional painted board, and should be attached to the pilaster at fascia level if the fixing can avoid ornamental moulded corbel brackets or other decorative architectural features. Where this is not possible, other locations for projecting signs may be considered acceptable, such as on the fascia, but positioning should always allow for at least 2.5 metre height clearance below the sign... All projecting signs should be perpendicular to the fascia and should be suspended from a traditional horizontal bar and bracket which if required could incorporate light fittings. Only one projecting sign per shop will be allowed, where two shops share a single bay it is expected that shopkeepers should co-operate to produce a sign incorporating the details of both businesses. High level signs and banner adverts will not be permitted.
- 3.94 A traditional hanging sign, externally illuminated if necessary, is preferred and with its fixings should be located at fascia height, on the pilaster in a position where it would not damage or obscure decorative original features such as console brackets or pilaster capitals, or if this is not possible, then on the end of the fascia next to the pilaster.

Shop Security Shutters and Canopies

- 3.95 Security grilles, where absolutely necessary, should be open mesh and located internally. Solid roller 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. Shutter boxes should always be located internally behind the shopfront.
- 3.96 Where canopies are required they should be traditionally designed and located straight canvas canopies capable of full retraction. Modern plastic or PVC canopies or Dutch blinds are not appropriate within conservation areas and will be resisted. 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

Street Improvements in Historic Areas; English Heritage; August 1993.

PPG 15; Planning Policy Guidance: Planning and the Historic Environment; Department of the Environment/Department of National Heritage, September 1994.

Conservation Area Practice, English Heritage Guidance on the Management of Conservation Areas; English Heritage, October 1995.

Traffic Advisory Leaflet 1/96; Traffic Management in Historic Areas; The Department of Transport & English Heritage January 1996.

London Terrace Houses 1660 - 1860; A Guide to Alterations and Extensions; English Heritage February 1996.

British Standard: BS 7913:1998: Guide to the Principles of the Conservation of Historic Buildings.

Streets For All: A Guide to the Management of London's Streets; English Heritage, March 2000.

Building Regulations and Historic Buildings: Balancing the needs for energy conservation with those of building conservation: an Interim Guidance Note on the application of Part L; English Heritage, September 2002.

The Unitary Development Plan; London Borough of Hammersmith and Fulham, adopted August 2003.

The London Plan: Spatial Development Strategy for Greater London; Greater London Authority, February 2004.

Street Smart: A Guide to Designing & Maintaining the Streetscape; London Borough of Hammersmith & Fulham, Summer 2005

8 STATUTORY LISTED BUILDINGS IN THE CONSERVATION AREA

| Building | Grade |
|--|----------|
| Addison Bridge Place Nos. 2 to 9 (consecutive), and four 19th Century bollards | II |
| Avonmore Road Nos. 22 & 22A | II* |
| North End Road Nos. 43 & 45 (former West London County Court) | II |
| Olympia Way Olympia Grand Hall & Minor Hall (Pillar Hall) National Hall & Empire Hall (Olympia Two) | II II |

9 BUILDINGS OF MERIT IN THE CONSERVATION AREA

Addison Bridge Place (at rear of)
Nos. 1 & 2 Rowley Cottages

Avonmore Place
Kingsley House

Avonmore Road
Glyn Mansions; Leigh Court; Avonmore Gardens and Nos. 8; 20; and 51

Bishop Kings Road
Rugby Mansions

Cumberland Crescent
No. 21

Earsby Street
The former Mary Boon School and Gordon Cottage

Gorleston Street
No. 4

Hammersmith Road
Nos. 1 (Hand & Flower P.H.); 67 to 81 (odd); Argyll Mansions and Palace Mansions

Kensington Village
Main Gatehouse and gateway to Avonmore Road; Spur Lodge (adjoining Stanwick Road); Beaumont House; Warwick Building; Caci House; Abingdon House; Whiteley's Cottages (adjoining Mornington Avenue)

North End Road
Nos. 1 to 7 (odd); No. 15 (former St Mary's Protestant Mission & Youth Centre; Nos. 17 to 21 (odd); No. 41A.

10 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA

Planning permission is needed for most forms of development, including many building alterations. However, 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 dwelling houses. 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.

There are no Article 4 Directions in the conservation area at present.

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 UDP POLICY SH3 KEY LOCAL SHOPPING CENTRES

The Council’s UDP designates Key Local Shopping Centres to provide accessible shopping and service facilities for their locality. One of these (11 North End Road (West Kensington)) falls partly within the conservation area. In these centres, uses within Class A2 or A3 will be permitted on the following basis:

- a) no more than one third of the length of frontage in an individual street block should be occupied by non-Class A1 uses;
- b) no more than 20% of the length of an individual street block should be in food and drink use (A3 Class);
- c) provision of a shop style fascia, with an appropriate window display, at ground floor level.

Other uses will be permitted subject to a), b) and c) and provided that they are complementary to the function of the centre.

In all calculations of the proportion of the frontage of street blocks in Class A1 and non-A1 uses, the Council will take into account unimplemented planning permissions for changes of use.

