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SHOPFRONTS

The numerous shops within Chelsea Conservation Area make a particularly important contribution to its character. As well as the purely commercial aspects, they provide the setting for residents to meet socially, while in visual terms their prominent locations and variety in style and finish make for welcome interest in what is, apart from The King's Road, a predominantly residential area.

Shopfront design changes periodically in response to commercial competition, differing house styles and variations in display techniques. The Council recognises the existence of these pressures and does not wish to be unnecessarily restrictive over the appearance of new shopfronts by allowing only copies of traditional designs. Traditional shopfronts nevertheless blend well with their surroundings, whether on corner sites between residential terraces or in minor shopping streets where attractive sequences can occur. The Council believes that guidelines can be established, based on traditional scale and proportions, which can assist in the production of good, modern design.

THE AREA TODAY

Chelsea Green

The shopfronts surrounding Chelsea Green have an immediate visual effect on its fragile character, so their treatment is particularly important. There is a wide variety of shopfront styles in Leverstock House, but happily they are all visually contained within the frame provided by the cornice and pilasters. The shopfronts

themselves are generally pleasing, the most notable exceptions being the illuminated box sign of number 30, and, when closed, the blank effect created by the shutters of number 10.

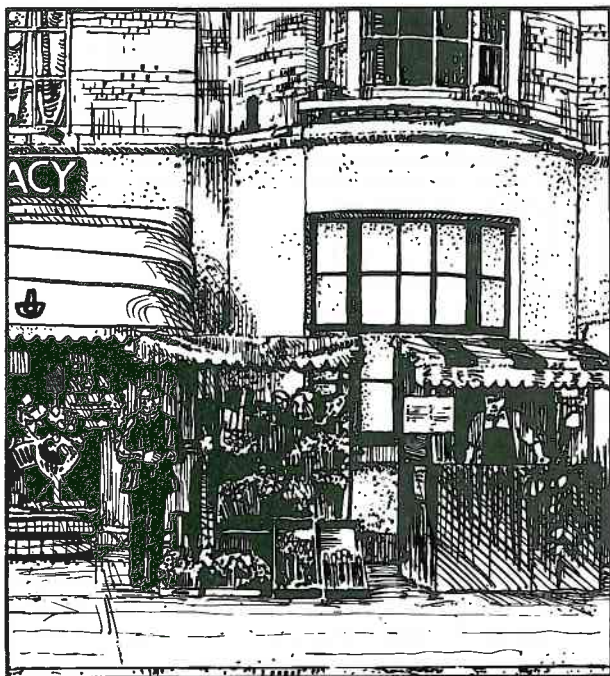
The comfortable scale of the shopfronts is continued over to 4-8 Elystan Street though the effect is compromised by the faded appearance of number 8 and the poorly-proportioned illuminated sign on number 6. Number 2, "Greens", has an immediately attractive facade but inappropriate colours and coarseness of detail have compromised its Victorian appeal. The southern side of the green is dominated by the large shopfronts of 5-11 Cale Street, particularly the over-prominent glossy fascia board of numbers 9-11. 1 Markham Street and 1 Godfrey Street have retained their traditional appearance, but at 53 Godfrey Street a similar shopfront is submerged under plastic fascias and a profusion of window stickers.

The King's Road

The King's Road Character Study, adopted in 1983, noted the enormous diversity of style, quality and detail of the shopfronts. The following analysis respects the findings of that report.

74-112 King's Road form potentially the most attractive shopping terrace in the Conservation Area. Compared to Leverstock House, however, the terrace has a very disjointed appearance mostly due to the removal or obliteration of the cornices and pilasters and to diversity in the height, size and style of fascias. The detached

pavilions contain larger units; numbers 112-114, the Chelsea Building Society, have a smooth marble finish that contrasts unfavourably with the stucco of the rest of the building. Number 72 retains a late-Victorian character which, though at variance with the rest of the terrace, is attractive in its own right. This and other shops in the locality have projecting signs located above the fascia. Such signs are excessively prominent and conflict with the architectural lines of the building to which they are attached. Wherever possible, they should be located on fascias and away from architectural details such as pilasters and cornices. An enhancement scheme for the terrace is described in Chapter 4.



Street traders add a splash of colour outside the Markham Pharmacy

The remaining King's Road shopfronts included in the Conservation Area suffer from similar problems. Numbers 130-136 are set in two pairs of identical buildings and therefore merit a uniform treatment which, with the oversize blinds of number 132 and the large fascia of number 130, they have not received. It is to be hoped that future shopfronts will follow the example of number 134 and reflect better the quality of these facades. The Markham Arms is an excellent example of a Victorian public house which the recent ground floor renovations complement. Adjacent to it is number 138, an attractive Georgian building marred by the inappropriate scale and colour of the large blind, the crude painting-out of the ground floor bay window, and the 'Markham Pharmacy' lettering. The appearance and legibility of this lettering would be much improved if the letters were spread out a little and attached directly to the facade. The street traders operating on its forecourt screen the poor window treatment and add vitality and interest. It is important to remember that displays of this kind require approval when they spread from private forecourts on to the public footway.



An inappropriate blind hides some of the interesting detail on 1 Sydney Street

Fulham Road and Walton Street

The shopfronts on **Fulham Road** are contained in a variety of buildings. Numbers 171 and 181 are excellent examples of corner shops with correct period detailing; in between, numbers 175 and 177 suffer from inappropriate window treatments. 1 Sydney Street and 181-189 Fulham Road are ornately detailed with intricate carving and decorative band courses which complement the distinctive buildings they are contained in.

The properties at the south western end of **Walton Street** are generally of limited size, and the shopfronts are on the whole well-suited to the character of the area, exhibiting a welcome similarity of scale and design.



Attractive shopfronts at 13-23 Walton Street

The regular subdivision of units has been lost in certain cases, for example at numbers 186 and 188 where continuous blinds run across both shopfronts. Certain properties, notably number 162, have designs that reflect the goods sold rather than the property they are contained in. Commercial pressures appear stronger closer to Draycott Avenue, with the appearance of a number of illuminated signs, modern aluminium shopfronts and inappropriate 'eyebrow' blinds.

The Hasker Estate

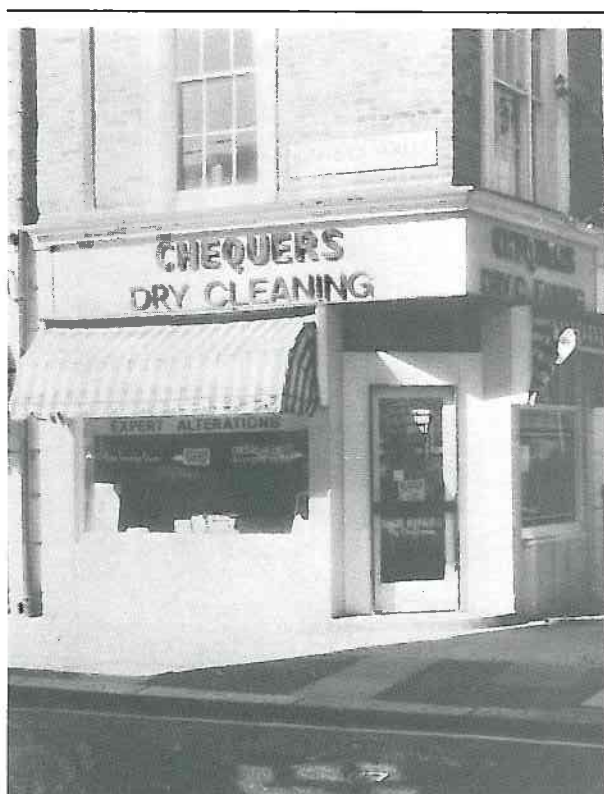
This predominantly residential area has developed with a high proportion of corner shops. Being in a more residential environment, these shops merit more attention to correct detailing than do those on the major shopping streets. The best surviving example is the Cadogan Pharmacy at 45 Cadogan Street which retains most of its original features. The other shops in Cadogan Street have suffered to varying extents from alterations over the years, from the sympathetic detailing of number 59 to the unsatisfactory treatment of numbers 33 and 35. Milner Street continues the low-key commercial activity with isolated shops hemmed in by the surrounding residential developments. They are mostly of appropriate design with number 7 being an excellent traditional shopfront. Milner Street also contains two fine public houses, the Shuckburgh Arms and the Australian Arms, to which can be added the Moore Arms in Cadogan Street, resplendent with ornate detailing and an impressive panel sign complemented by a pleasing display of flowers.

Coulson Street and Surroundings

The area around Coulson Street also contains commercial premises; 10-12 Blacklands Terrace, for example, has an attractive traditional shopping frontage, while restaurants add colour and interest to Bray Place. These premises generally fit in well with the character of the Area, and contrast favourably with the brash modern shopfronts imposed on 7 and 9 Tryon Street, which look too impermanent to reflect the visual quality of the adjoining terrace.

PROPOSALS FOR SHOPFRONTS

It can be seen from the above survey of shopfronts that some shops dovetail more neatly than others into the essential small-scale residential character of the Area. Isolated shops associated with residential terraces of historic character have the greatest need to blend successfully with their surroundings, and it is considered that the frontages of these shops which retain original Victorian features should be preserved and restored where necessary; altered shopfronts in these locations should be restored using a sympathetic design. ●

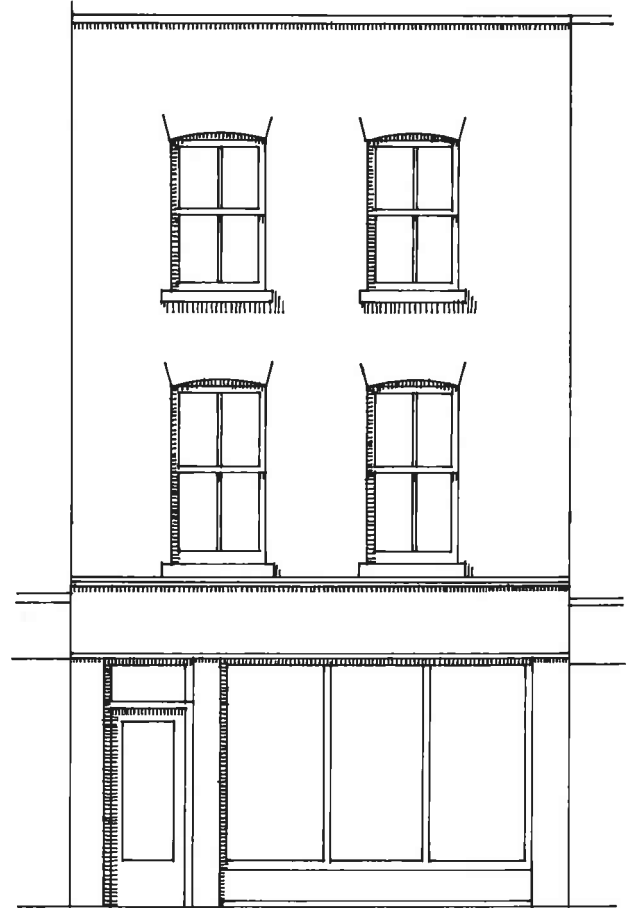
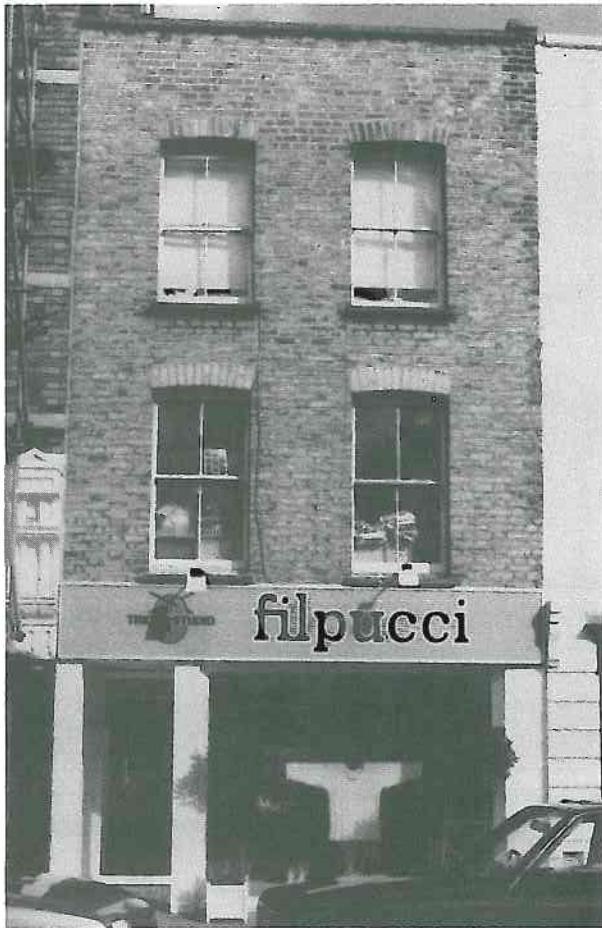


35 Cadogan Street as existing.....

.....and restored as suggested



An example of an altered Victorian shopfront in an important 'isolated' setting can be seen at 35 Cadogan Street, on the corner of Rawlings Street. (This and succeeding examples are given only to illustrate points generally applicable to relevant locations in the Conservation Area). The shop still exhibits its Victorian origins in its cornice, well-proportioned fascia and



79 Walton Street as existing..... and as proposed. The new shopfront has more vertical emphasis

general elevational arrangement, and there is evidence of the original glazing pattern. The shopfront has, however, been altered over the years, including the encasing of the main pilasters and fascia in mosaic tile, the installation of window blinds, and changes to the doorway and its surround. The existing shopfront is shown in the photograph.

It is not known whether the cornice and square-plan fascia are entirely original, but their proportions and modelling are well worth retaining. The mosaic tiling is an unsympathetic feature and its removal, along with the attached fascia lettering, is strongly recommended. The pilasters could be given simple capitals and plinths to enhance their proportions, and scaled-down pilasters could be introduced to frame a new and slightly enlarged front door below the existing fanlight. The pencil sketch shows these alterations with the addition of painted lettering. The removal of the blinds and blind boxes would also be welcome; if blinds are required, the old-fashioned straight type are preferred as their boxes are considerably less obtrusive when the blinds are not in use.

Such a restored shopfront should be painted an appropriate dark colour.

The impact of individual shopfronts in shopping streets

is not nearly so great as that of isolated shops, but the character and appearance of these parts of the Conservation Area are served equally well by the retention of traditional shopfronts and features, by the enhancement of altered shopfronts, and by care in the design of new shopfronts. Frontages on Fulham Road and at the north-eastern end of Walton Street are mainly Victorian examples in a good state of preservation; further alterations away from their traditional appearance will be discouraged. Elsewhere, modern shopfronts have crept in which could often be improved in minor ways to be more in sympathy with their surroundings.

79 Walton Street is an example of a modern shopfront which, while attractive in its own right, could be more compatible both with the building it is contained in and with its neighbours. The fascia is not inordinately large or glossy, but its tendency in these directions is emphasised by the lack of a cornice or suitable terminating feature to provide modelling and to separate the shopfront visually from the upper floors. The display window is rather large for the width of the property and the visual 'weight' of the rest of the facade.

The single most effective enhancement for a property of this kind is the introduction of a cornice above the fascia which, because of the position of the first floor

windowsills, leads to a welcome reduction in the depth of the fascia in this case. As a general rule, shopfronts should not extend upwards to cover any part of the first floor windows. Secondly, the window or windows should be subdivided with a limited number of vertical glazing bars. The effect can be seen in the diagram.

The use of upper floors as storage in connection with ground floor shops can lead to visually detrimental details in an otherwise sympathetic shopping frontage. Boxes and other articles carelessly piled against windows can look unsightly enough; far worse is the painting-over and even rendering-over of upper floor windows, which would be detrimental to the character and appearance of any street. Shopkeepers should be mindful

of the effect given by the whole facade they have an interest in, and ensure that the upper floors of their premises do not look blank and neglected. 74-108 King's Road is particularly unfortunate in this respect, being a listed terrace, but there are other examples throughout the Conservation Area.

The clear numbering of shops is encouraged by the Post Office and by the Council.

Further general design guidance is included in Chapter 17 of the District Plan, the relevant parts of which are included in an appendix to this Statement. Council policy on shopfronts can be found in Chapter 4 of the District Plan, to which reference should be made.

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SUMMARY OF PROPOSALS

Proposals are listed in the order in which they appear.

- The agency or person responsible for carrying-out the proposal
- 'DC' The Council has adopted the proposal as development control advice
- 'G' Grants may be available to help with the proposal.

LOCATION	PROPOSAL	PAGE	AGENCY RESPONSIBLE	
			OWNER/ OPERATOR	RBK&C
CHAPTER 3 The Area Today: Streets and Open Spaces				
General	Existing areas of York Stone paving shown in figure 3 will be retained, and consideration will be given to relaying York Stone paving in the areas identified.	27		●
General	Insitu concrete is to be used only where slabs are unsuitable.	27		●
General	Traditional paving materials are to be used wherever possible, particularly on vehicle cross-overs.	27	●	●
General	Existing trees and shrubs should be protected.	28	●	
General	Paint railings gloss black.	28	●	
Guthrie Street, 8-24 Burnsall St., St. Luke’s Gardens	Reinstatement of railings to front boundary walls will be encouraged.	28	●	(G)
General	Further alterations to front boundaries, including forecourt parking, will be resisted.	30		DC
General	Careful attention to the appearance of bin stores is required.	30	●	
General	Improvements to street furniture will be investigated whenever possible to reduce visual clutter.	31		●
General	Rebed existing coal hole covers.	31	●	
General	Retention of incidental street furniture.	31	●	●
General	Display street numbers on fanlights, on doors or in standardised location on stucco by front door.	32	●	
CHAPTER 4 Proposals : Buildings				
General	There is a presumption against permission being granted for additional storeys.	36		DC
General	No changes will be permitted to roofs where additional storeys would be unacceptable on architectural and townscape grounds (Category 1).	36, 37		DC

LOCATION	PROPOSAL	PAGE	AGENCY RESPONSIBLE	
			OWNER/ OPERATOR	RBK&C
General	Additional mansard storeys may be acceptable where a significant number of such extensions already exist (Category 2a).	36, 37, 38, 39,		DC
Moore Street, Ovington Street	Where permissible, roof extensions should conform to the types shown in figure 5 (Category 2b).	36, 37 38, 39		DC
2-16 (consec.) St. Luke's Street	Where permissible, roof extensions should conform to the special design shown in Figure 5.	36, 39		DC
General	Roof extensions for all remaining properties will be considered on their merits (Category 3).	36, 37, 38		DC
Sydney Street	Roof extensions should conform to the categories or descriptions given in Figure 6.	36, 44, 45		DC
General	Roof alterations and extensions should conform to the stated criteria.	38		DC
Sydney Street	Roof extensions built up in brick at the rear will not be welcomed.	38		DC
General	Rear extensions should conform to the stated criteria.	38		DC
General	The erection of self-contained accommodation in rear gardens will be strongly resisted.	40		DC
General	Retention of garden space will take priority over reducing the height of proposed rear extensions.	40		DC
General	In all building works to alter or extend houses, materials, components and workmanship should match those of the original building as closely as possible.	40	●	DC
General	Extensions should be kept subservient to the scale of the original building.	40	●	DC
General	Prompt repair of stucco work important.	40		
General	Group reintroduction of cornices recommended.	40	●	
Listed Terraces, Guthrie Street, Markham Square, Moore Street, 13-23 Walton Street, 35-43 Cadogan Street	Group reintroduction of cornices will be encouraged in specific locations if funds become available.	41	●	(G)
General	The locations of missing cornices should be painted white or cream as an interim measure.	41	●	
General	Textured paints should not be used on stucco.	41	●	

LOCATION	PROPOSAL	PAGE	AGENCY RESPONSIBLE	
			OWNER/ OPERATOR	RBK&C
General	Repointing should be carried out in an appropriate manner.	41	●	
General	Guidance and proposals on exterior painting	41, App. VI	●	DC
General	Replacement doors should be of appropriate pattern and finish.	42	●	
General	Door furniture should be chosen carefully.	42	●	
General	Replacement windows should be of appropriate pattern and materials.	42	●	
General	Windows should generally be painted white and cream.	42	●	
General	Pipework and wires should be routed internally.	43	●	DC
General	Unavoidable external wiring should be fixed securely along existing features.	43	●	
General	Aerials should be placed as far to the rear of the properties as possible.	44	●	
General	Burglar alarms should be sited and coloured to minimise their obtrusiveness.	44	●	
General	Window grilles should be sited and coloured to respect internal window fittings and the external appearance of the buildings.	44	●	
General	The siting of telecommunications equipment must not harm the character of the Conservation Area.	44	●	DC
General	Code Operators will be expected to notify and consult the Council to the fullest extent over proposals.	44	●	DC
Sydney Street	Facades should be restored in line with figure 6.	44, 45	★	(G)
St. Luke's Church	The restoration of parapets and pinnacles would be of benefit.	47	●	
St. Luke's Church	The exterior of the church should be cleaned.	47	●	
72-112 King's Road	Full restoration of stucco details and a consistent painting scheme will be encouraged.	48, 49	●	(G)
72-112 King's Road	General guidelines	48, App. VII	●	(G)
CHAPTER 5 Proposals: Streets and Open Spaces				
44-66 Elystan Place, 36-40 St. Luke's St. 26-30 Markham Street	Existing forecourts could be re-surfaced in appropriate unit paving.	51	●	