

Hampton Hill
High Street

SHOP-FRONT

GUIDANCE



conservation area study



LONDON BOROUGH OF
RICHMOND UPON THAMES
Planning and Building Control

Area no.
38

Part One: Introduction

The aim of this supplementary planning guidance is to provide design guidance to help shop owners and traders when considering repairs, replacement and/or restoration of their shop-fronts; and will be taken into account when applications for planning permission are being considered.

The Council has published a general leaflet *Design Guidelines for Shop-fronts and Shop Signs* containing advice on the general principles of good shop-front design. **It is essential that this is read in conjunction with this guidance and a copy is included as an appendix.**

The shop-fronts within this area are in a variety of styles representing the gradual growth of the original linear village centre. Many of the units have been developed from what previously were either residential or non-retail units; there are also a number of purpose built parades dating from the late C19th and early C20th. The resultant character is one of diversity.

Hampton Hill

The main area of commercial activity is the High Street, secondary activity exists to the side streets. The area has a variety of scales confirming its piecemeal development, this variety reflects the original cottage groupings, it should be protected and enhanced. Whilst the style and design of shop-fronts varies they share similar problems. Unfortunately a number of the shop-fronts have suffered from unsuitable or ill-considered alterations; some have been replaced by designs that do not respect either the original shop-front or the building in which it sits.

Some shop-fronts form easily identifiable groups, united by roof form, first floor architectural treatment, or common features such as cornices, decorative console brackets and pilasters. Others stand apart as individual units either being low-key conversions or more studied architectural compositions.

Proposals which restore, repair and reinstate group value are particularly welcome, as are proposals which reflect the original individuality of the property. Where the original shop-front has been replaced and is of no architectural or historic significance, proposals for a shop-front of good modern design, well detailed and proportioned, using high quality materials will be welcomed and considered on their merits.

Shop-front grants

If you are considering undertaking repairs and/or restoration of a shop-front covered in this guidance, the Council may be able to offer a grant towards the work. For information on grants contact the Urban Design Group in the Planning and Building Control Division on 0181 891 7399 or by writing to the address below:-

Policy and Design Section
Planning and Building Control
Civic Centre
44 York Street
Twickenham
TW1 3BZ

This guidance was approved by Planning and Transport Committee in October 1996 and was published in May 1997. The cover illustration was commissioned by the Council from James Openshaw.

Part Two:

Description of shop-fronts

In this section all the shop-fronts in the Hampton Hill High Street Conservation Area are recorded in a matrix format, indicating their status, condition, features to be retained and proposed improvements. Each shop-front has been allocated to one of the following categories which indicate the approach which should be taken in considering works:-

1. **Historic shop-front to be retained in its entirety, possibly with minor repairs/restoration as necessary.**
2. **Shop-fronts of sufficient quality to justify restoration of missing features, modification of existing features and repair of surviving original features as opposed to wholesale replacement.**
3. **Shop-fronts which should be replaced with designs of better quality and proportion.**

Where appropriate, illustrations have been included to show either specific details or preferred design solutions for replacement shop-fronts.

No.	Visual impact	Architectural features to be retained	Grade	Listed/BTM	Notes/Improvements
153	Negative	None	3	N	Replace shop-front.
151	Negative	None	3	N	Replace shop-front.
147	Positive	Cornice with dentil course reflecting high level detailing, glazing (leaded lights & obscure glazing to ground floor), tiling at low level to dado height, fascia with base detail moulding forming ground floor windowheads.	2	BTM	Duke of Clarence PH. Cellar hatch worthy of retention in forecourt paving. Central pediment feature of good quality. Balanced architectural composition to elevation. Dual entrances.
143	Negative	None of interest, retain level & depth of fascia to match 141. Pilaster, shop window & door opening should retain balance with 141. Retain pattern of door with single pilaster and shop-front as mirror image of no.141.	3	BTM	Sign writing to fascia in lieu of existing signage. Building has group value with No 141. Strengthen flat roof eaves detail. Change cafe projecting sign to match depth of fascia. Modern non-descript shopfront which could be replaced.
141	Neutral	Retain current level & depth of fascia to match 143. Arrangement of door, pilaster and shop-front should be retained as mirror image of no.141.	3	BTM	Modern non-descript shopfront, with full height glazing & no stall riser. Building has group value with 143. Strengthen flat roof eaves detail. Shop-front could be replaced.
139	Neutral	None of merit, however retain change in level between fascia to 139 and 141.	3	BTM	Remove/replace pvc Dutch blind with canvas roller blind. Building reads as individual unit. Modern painted softwood shopfront with no stallriser. Retain width of existing frontage. Gated entrance to 139a provides a characteristic break to streetscape.
135-137	Negative	None of merit	2	BTM	Replace pvc Dutch blind with a canvas roller blind. Existing splayed, powder-coated aluminium modern shop-front, unit would benefit from re-instatement of vertical subdivision. Fascia obscures first floor windows and should be reduced in depth.

No.	Visual impact	Architectural features to be retained	Grade	Listed/BTM	Notes/Improvements
133	Positive	Good quality decorative iron brackets, recessed door & frontage with covered display area, leaded lights at high level, decorative tiling to stallriser & to dado level within recess. Retain decorative ventilation grilles and close boarded soffit.	I	BTM	Replace pvc Dutch blind with a canvas, roller blind. Remove paint from stallriser and restore tiling. Retain shop-front.
131	Positive	Retain entire shop-front.	I	BTM	A largely intact & individual shopfront. Good quality mouldings to stallriser. Glazing to left hand door could be improved. Building has become something of a local landmark.
101	Positive	Glazed ceramic tile console brackets and pilasters. Angled corner entrance doors	2	N	Group value with 103-111. Relocate alarm away from pilaster. Modern shopfront, when replaced design should reflect style of 107. Remove paint and restore brackets. Reinstate fenestration at upper levels as nos. 109-111 (see illustration).
103	Negative	Glazed ceramic tile console brackets and pilasters.	3	N	Group value with 101-111. Remove extract fan. Modern, poor quality shopfront should be replaced in accordance with guidelines, reflecting existing form of no.107. Improve fenestration as nos.109-111.
105	Positive	Glazed ceramic tile console brackets and pilasters.	3	N	Group value with nos.101-111. Modern flush aluminium shopfront of inappropriate design. Replace with shop-front as guidance (see illustration). Re-align fascia. Improve fenestration at upper levels as nos. 109-111.
107	Positive	Glazed ceramic tile console brackets & pilasters. Timber shop-front, recessed doorway, stallriser and high level ventilation grilles. Retain existing first floor timber casement windows with leaded upper lights.	I	N	Group value with 101-111. Stallriser height varies between recess and main shop-front. Raise level of bottom of fascia. Improve dormer fenestration as illustration.



No. 99 (Joe's PH): Good quality feature brickwork and stucco mouldings to first floor.
Decorative ironwork above cornice



No.131: A largely intact and individual C19th shop-front



Detail of no. 133:

Decorative iron brackets to underside of projecting fascia.
The soffit is boarded in timber.

Decorative iron ventilation grilles set within ledged transom lights.

Half glazed timber panelled front door

Decorative tiling to stallriser.

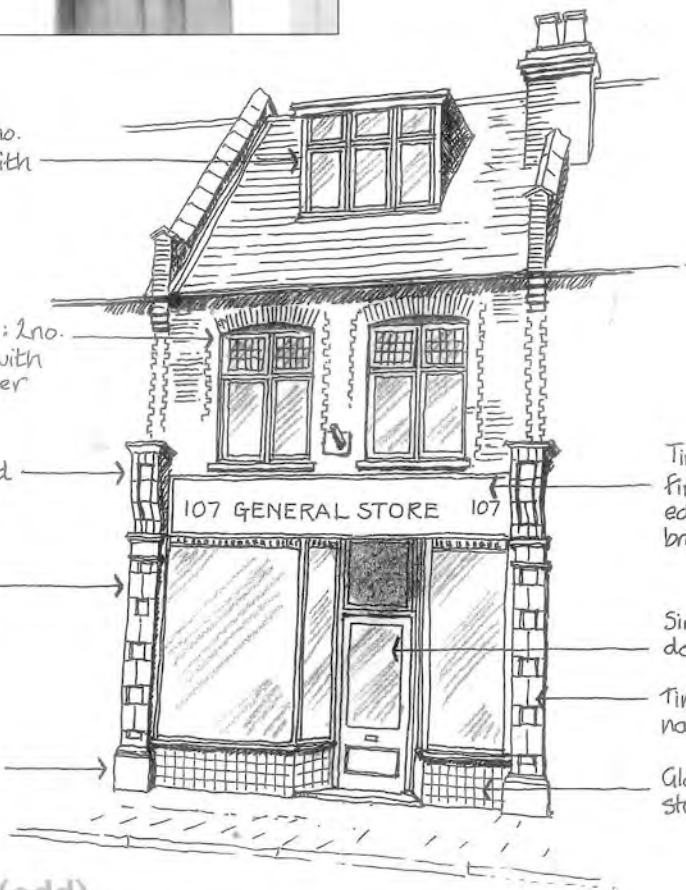
Dormer windows: 3no.
timber casements with
upper lights

First floor windows: 2no.
timber casements with
opening ledged upper
lights

Glazed ceramic tiled
console brackets
(olive green & blue)

Pilasters in glazed,
ceramic tiles to
match brackets

Base of pilaster is
blue tiles



Timber fascia: top edge below
first floor window cills, bottom
edge lines up with base of
bracket

Single door set in recessed
doorway

Timber shop-front with
narrow mullions

Glazed ceramic tile
stallriser with timber cill

Nos. 101-111(odd)

No.	Visual impact	Architectural features to be retained	Grade	Listed/BTM	Notes/Improvements
109-111	Negative	Glazed ceramic tile console brackets & pilasters. Retain dormer windows and first floor windows in present original form.	3	N	Group value with 101-111. Creation of single unit has caused loss of central pilaster. Reinststate this and refurbish the others. Modern powder coated aluminium shopfront. Remove ultra-violet light to perimeter of shop-front. Replace shop-front as guidance.
99	Positive	Retain decorative ironwork above cornice, canvas roller blinds and blind boxes, pilasters, cornice, fascia and recessed door.	2	BTM	Joe's PH. Good quality feature brickwork & moulding at first floor. Reasonable modern timber fenestration, with moulded stall risers. Bracket hooks exist on corner for projecting pub sign. Reinststate high level tableau signage above main door.
81	Positive	Clearly a converted residential unit with a simple painted timber fascia board above a small bow window. This simple character should be retained.	2	N	Originally part of group formed by nos. 79-83 (odd).
79	Positive	Retain fascia & blind box. Retain existing simple timber shop-front.	1	BTM	Part of the group consisting of nos. 79-83 (odd). Simple C20th timber shop-front of great charm. Remove render from brickwork at first floor.
77	Positive	As above	1	BTM	Side extension to group formed by nos. 79-83 (odd). Weather boarded gable topped by a clay finial.
75	Neutral	Modern reproduction style stained hard wood shop-front of reasonable proportion and design. Replace only with a shop-front of superior quality.	3	N	Forms part of a pair with no. 73. Hardwood should be painted. Applied lettering to fascia should be replaced with a painted version.
73	Neutral	None	3	N	Remove Dutch blind and replace with canvas roller blind. In long term, replace hardwood shop-front (with decorative spandrels), with design based on no. 75.

No.	Visual impact	Architectural features to be retained	Grade	Listed/ BTM	Notes/Improvements
61	Neutral	Pilasters, cornice and fascia.	3	BTM	Modern, timber, reproduction shop-front. Forms part of overall group with nos. 59 & 57. Prominent corner unit.
59	Neutral	Fascia, blind box, mullions, recessed door and ventilation grilles.	3	BTM	Remove 1950's mosaics and reinstate cornice to fascia. Original front with 1950s modifications. VACANT UNIT.
57	Negative	None	3	BTM	Part of overall group with nos. 59 & 61. Remove pvc Dutch blind. Replace fascia with one to line through with nos. 59 & 61. Replace shop-front with a timber one based on the original proportions of no. 59.
55	Positive	Landmark building. White stucco fascia, door surround, brackets, pilasters and cornice.	2	BTM	Remove brick stallriser and replace as timber panels in conjunction with replacement of shop-front and door (see illustration).
49	Neutral	Brick pilasters and recessed door.	2	N	Modern shop-front in stained soft wood. Replace reflective plastic fascia with a narrower painted, timber version and add a cornice to upper edge. Paint shop-front.
43	Positive	Brackets, pilasters, cornice, fascia, blind box and mullions.	1	BTM	Repair blind boxes and blinds. Remove paint from brick pilasters. Remove additional upstand fascia. Good example of modern, well designed, internal security shutters.
41	Positive	Brackets, pilasters, cornice, fascia, blind box, mullions, recessed door and ventilation grilles. Retain entire shop-front and use as model for others in this group.	1	BTM	Repair blind boxes and reinstate blinds. Remove plywood signage partially covering windows. Relocate signage either at low level or on the blinds.
39	Neutral	Brackets, glazed brick pilasters, fascia and tiling.	3	N	Add blind box over fascia, as adjacent units. Expose cornice by reducing depth of fascia. Replace double doors with a single door. Currently in office use. Replace inappropriate side door with simple, solid, timber panelled door.



No. 5: Shop-front at no. 3 should be replaced to match no. 5.



No. 55: Retain stucco pilasters, cornice, fascia and door surround. Replace shop-front as illustration, replace stallriser with ceramic tiles.



Nos. 35-41 (odd)

No.	Visual impact	Architectural features to be retained	Grade	Listed/ BTM	Notes/Improvements
37	Positive	Brackets, pilasters, cornice, fascia, blind box, mullions and tiling. Retain shop-front.	1	N	Remove paint from brick pilasters. Refurbish blind box if currently not in use. Timber shop-front probably not original but of good quality and in good condition. Unusual large horizontal sliding sash windows.
35	Neutral	Brackets, pilasters, blind box and recessed door.	2	N	Restore blind box and remove dutch blind. Replace with roller blind.
33	Negative	Brackets and pilasters.	2	N	Remove existing pvc Dutch blind, reinstate blind box and roller blind. Remove stone-cladding to stall-riser and replace with timber. Existing advertising signage is excessive and should be rationalised.
31	Negative	Cornice.	3	N	Replace brushed aluminium shop-front with a painted timber one, to include a stallriser to line through with no. 33.
29	Positive	Fascia, glazing and good quality joinery.		BTM	Rising Sun PH. Replacement of non-original front door to be sought. Glazed brickwork to door surrounds.
27	Neutral	Single shared bracket with no. 25, fascia, pilasters and good joinery. Retain shop-front.	2	N	Remove stone cladding to stall-riser. Reinststate missing console bracket. Non-original recessed front door. Unusually wide, horizontal sliding sash windows. Shop-front has group value with no. 25.
25	Positive	Brackets, pilasters and cornice. Retain shop-front.	1	BTM	Remove stained, horizontal weatherboarding to stallriser and replace with moulded, timber panels.
5	Positive	Cornice, fascia, blind box and glazing. Retain shop-front.	1	BTM	Maintain regularly. Charming shop-front which forms a pair with no. 3.
3	Neutral	None.	2		Modern timber shop-front which in long term should be replaced to match no. 5. In short tem, improve fascia and remove small paned glazing and replace in pattern to match no .5.

No.	Visual impact	Architectural features to be retained	Grade	Listed/BTM	Notes/Improvements
8	Positive	Stone, ball finials. Hanging sign bracket. Decorative ironwork above cornice. Brackets, pilasters, cornice, fascia, windows and glazing, recessed door and ventilation grilles to windows.	1	BTM	Star PH. Seek removal of large extract fan and replace with more discreet model. Good hanging sign & high level embellishment.
10	Positive	Brackets, pilasters, cornice, fascia and stallriser. Retain vertically boarded gates to stable yard behind.	2	BTM	Reinstate two missing brackets. Remove window sub-divisions in long term. Building has group value with no. 8. Seek retention of rear yard access.
12	Positive.	Brackets, fascia, blind box, shop-front (with slender mullions), recessed door, stained glass fanlights, floor tiles and tiling to stallriser, Metal ventilation grilles.	2	BTM	Projecting single storey shop extension to what was originally a pair of small cottages. Unattractive fenestration revisions have occurred to cottage - seek removal of brushed aluminium units.
18	Negative	None, poor quality modern replacement.	3	N	Replace shop-front in conjunction with that of no. 20 to improve appearance of group (see illustration). In short term remove excessive advertising material.
20	Negative	None, poor quality modern replacement.	3		Replace shop-front as above.
22	Neutral	None - modern extension to the ground floor forms front of restaurant.		N	Building was probably originally two cottages. In long term add horizontal sub-division to windows.
24-26	Neutral	None, modern shop-front.	3	N	Replace brushed aluminium shop-front with one of better quality. Shop-front should have vertical sub-division of glazing and a stall riser. Fascia should line through with No.28.
28b	Positive	None	3	N	Modern painted softwood shop-front of simple but attractive design. Replace only with a shop-front of superior quality and design.
28a	Neutral	None		N	Replace suburban entrance door with a painted timber panelled door. Remove reflective fascia and replace with a painted timber board. Composition of left hand side window should reflect that of right hand side.

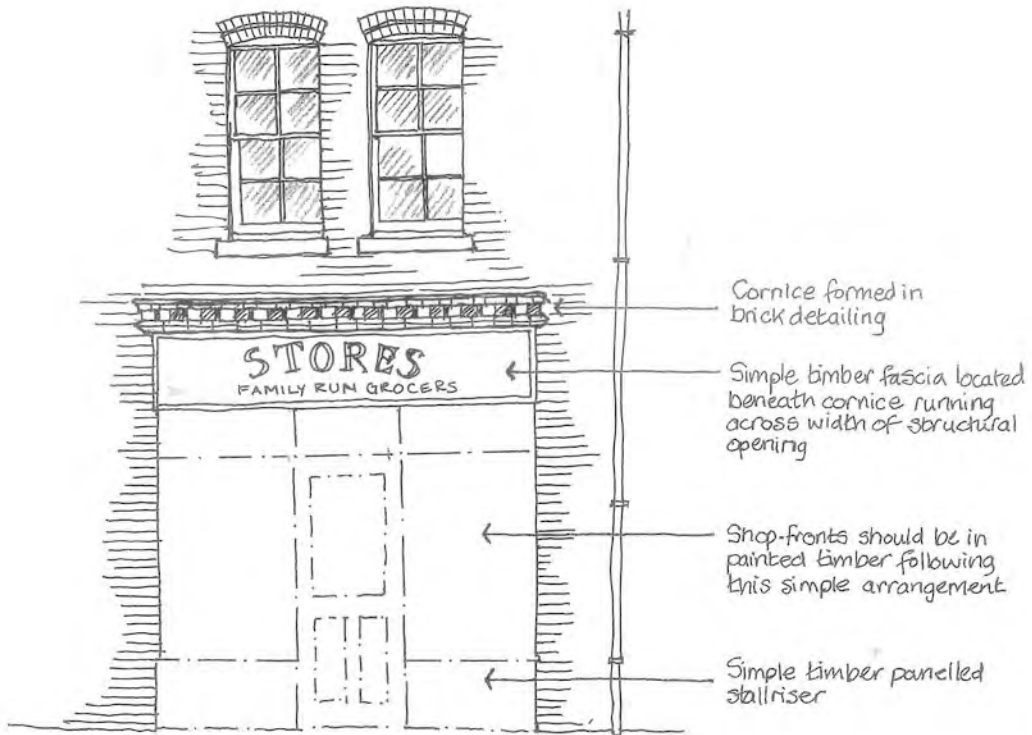


No. 32:

Retain entire shop-front, part of the group nos. 32-36(even), use as a model for future works to nos. 34 and 36 including reinstatement of missing features.

No.8, The Star (PH):

Many original features intact (see matrix).



No.	Visual impact	Architectural features to be retained	Grade	Listed/BTM	Notes/Improvements
30	Negative	None	3	BTM	Replace existing aluminium shop-front and fascia in accordance with guidelines. Retain gated entrance to rear yard. Replace gates with vertically boarded timber gates.
32	Positive	Retain entire shop-front including fascia, cornice, brackets, blind and box, ventilation grilles and glazed tiling.	1	BTM	Retain and maintain. Forms part of group with nos. 34 & 36. Can be used as a model for the others.
34	Positive	Retain original timber shop-front complete with recessed door with close boarded soffit. Tiling and metal ventilation grilles.	2	BTM	Remove modern fascia board to reveal original brackets and cornice, replace fascia to match no.32.
36	Positive	Retain shop-front including brackets, cornice, fascia, blind and box and ventilation grilles.	1	BTM	Maintain regularly.
38	Positive	Retain fascia, cornice, brackets and blind box. Retain open side arch through to back yard.	2	N	Replace modern shop-front in long term. In short term remove lower fascia board which runs across top of windows.
40	Positive	Retain timber shop-front, door, fascia and cornice.	1	BTM	Remove modern tiles from stallriser and replace with more appropriate ceramic tiles or timber panels.
42	Positive	Retain shop-front including brackets, pilasters, blind and box, recessed door and timber panelled stallriser.	1	BTM	Requires maintenance. Remove reflective plastic fascia and reinstate/repair timber fascia. Remove excessive advertising material.
44	Negative	None	3	N	Forms a pair with no.42. Adapt modern softwood shop-front to reflect proportions and design of no.42.
46	Neutral	None	3	N	Front of cottage extended to create modern 2 storey office building. Mirrored glass in large windows to ground floor.
48	Negative	Brick dentil course forming cornice.	3	N	Replace modern painted timber shop-front as illustration. Remove paint from brickwork and reduce shop-front opening to its original size as no. 50.

No.	Visual impact	Architectural features to be retained	Grade	Listed/BTM	Notes/Improvements
50	Neutral	As no. 48.	3	N	Modern painted timber shop-front of simple design could be replaced in long term as above. Short term, reduce length and depth of fascia.
52	Neutral	2 no. shop-fronts either side of central door. Retain brick cornices above both shop-fronts. Retain access way through to back yard.	3	BTM	Right hand side: modern stained timber shop-front, increase depth of stallriser. Realign fascia as illustration. Left hand side: reinstate missing brickwork below cornice. Modern timber shop-front, remove brickwork stallriser & replace with tiling or timber panels.
54	Positive	Retain shop-front including fascia, blind box, pilaster and bracket.	2	N	Remove applied spandrels from original windows and plywood panels covering windows below fascia. Remove side door and replace with design as no. 56a (see illustration).
56	Neutral	Bracket and pilaster.	2	N	Modern painted softwood shop-front of reasonable design, replace only with a design based on no. 54 as above.
58	Neutral	Ornate bracket, brick pilasters and side door. Retain timber window on left hand side and decorative brick stallriser.	2	BTM	Replace right hand side shop window and fascia as guidelines indicate. One of 4 units forming an important group within the streetscape. Replace folding Dutch blind with canvas roller blind.
60	Neutral	Brick pilasters and ornate brackets. Blind box and blind.	2	BTM	Modern hardwood shop-front which could be replaced in long term as guidelines indicate. Side door to upper floors has been removed, reinstate if possible. Remove reflective plastic fascia and replace with painted timber fascia.
62	Negative	Brick pilaster and ornate brackets.	3	BTM	1960's aluminium shop-front, replace in timber as guidelines indicate.
64	Positive	Retain original shop-front, brick pilasters and bracket, tiles to forecourt, recessed door and blind box.	2	BTM	Remove Dutch blind and replace with canvas roller blind. Reinstate side door as guidelines.
82	Positive	Cornice, fascia and pilasters.	2	N	Retain modern painted timber shop-front unless one of superior quality proposed.



Door detail nos. 54 and 56



Door detail nos. 58-64 (even)



Nos. 54 and 56:

The above illustration is based on no.54 with minor improvements. Any new shop-front to no.56 should be based on this design.

Dormer windows to attic, 6 pane, side hung timber casements

Brick quoins

9 over 9, timber sliding sashes, flush with face of brickwork

Lead dressing to timber cornice below

Narrow timber fascia board set at incline

Canvas roller blinds set within timber boxes under fascia

Timber shop-front with slender mullions & low stallriser

Recessed single half glazed timber panelled door

Recessed side door. See previous page for illustration of door detail

Brick pilasters with curved edges

Very large, ornate masonry console bracket

