

Barnes Green Study

Conservation Area No.1

SHOPFRONTS

Policies and Guidance



This leaflet has been produced as a result of the Barnes Green Conservation Area Study and as a supplement to the main broadsheet setting out proposals for the Conservation Area. Its aim is to provide detailed design guidance for specific shopfronts in the Barnes Green Conservation Area. It is hoped that this leaflet will aid owners and traders when considering repairs and renovation work and, more importantly, provide advice for those considering submitting an application for planning permission or advertisement consent.

Background

It is recognised that the retail industry must be able to respond to market pressure and reflect current consumer tastes. In Barnes, as in many other areas, this is evident in the design of modern shopfronts where the aim is to maximise product exposure while minimising material and labour costs. Usually this results in a standardised 'house style' which is used irrespective of location.

Shopfronts play a major role in forming the character and identity of commercial areas; they contribute to the busy atmosphere of the high street and lend colour and visual diversity to the street scene. Shopfronts are, therefore, particularly important in conservation areas and should not be obtrusive but respect and enhance the character of their surroundings. Retail requirements must acknowledge this. It must be understood that modern replacement shopfronts may not be acceptable in some locations, and that repair or renovation may be more appropriate.

Approach

The guidelines contained in the following section aim to protect and enhance shopfronts identified as being of special importance and quality. Improvements are suggested in those areas where the shopfronts still retain a number of original traditional features. The replacement of identified shopfronts will be discouraged in favour of retention, renovation, and reinstatement of cohesive design features in traditional material where necessary.

Identification and description of shopfronts to be retained

Church Road

- No. 49** (BTM) this property has a timber shopfront with a corner, recessed entrance. The window is divided centrally, and has an unusual high level cambered transom and there is a division of the glazing above the central transom. The stallriser and pilasters are of painted tile, and the consoles are of a simple, moulded design. The original entablature remains unchanged, and includes a blind box at cornice level.
- No. 53** (BTM) this is a simple timber shop front with a recessed side entrance. The main glazed area is divided by a horizontal cambered transom similar to No. 49B, and the stallriser is of green tile although much of it has been painted. The pilasters and consoles are of a design common to this terrace; the fascia and sun blind are not original.
- No. 57** (BTM) this is a double fronted shop with a recessed central entrance and half glazed door. The frame is wood, and incorporates the cambered transom detail as above, although the glazing bars are of a finer appearance, and the main glazed areas undivided. The tiled stallriser is unpainted, the pilasters and consoles are the same as above and painted to match the woodwork. The fascia is flat and a rollerblind box is positioned above the cornice.
- No. 59** (BTM) this shopfront has flush double doors positioned to the side. The frame is wood and incorporates the same cambered transom detail as above. The shop window is a double hung sash and sits above a high stallriser decorated with painted tiles. The shopfront surround matches above.
- No.60** (BTM) this is a plain wood shopfront with a central recessed doorway and double doors. The glazing bars are slender in appearance, and the glazing subdivided above a high transom. The fascia is simple and slightly angled, the cornice includes dentil detailing common to this frontage. The pilasters are clad in orange/brown coloured tile, and the corbels are moulded with pediment detail. There is a traditional rollerblind, with a box below the fascia.
- No. 64** (BTM) this is a double fronted shopfront with recessed central entrance and glazed door with a tall fanlight. The frame is timber with transom lights and a panelled stallriser. On either side are brick pilasters with carved consoles above. The fascia is timber with blind box beneath.
- No. 66** (BTM) an unusual unit which breaches the two main terraces. It has a wooden frame, delicate glazing bars and turned wood detailing. The shop window has a low transom and curved glazing which leads to a recessed side entrance door. There is a tiled stallriser, and on either side an unmatched pair of pilasters and consoles, exhibiting features common to both shopping frontages.
- No. 79** (BTM) possibly the only shopfront in original condition in this terrace. Of simple design, with a flush door positioned to one side of the unit. The glazing is divided centrally with a single vertical glazing bar, and a ventilation grille running beneath the fascia. This is of plain, painted wood and is slightly angled; either side are a pair of curved consoles with segmental pediments rising from single tiled pilasters. (There is an interesting bracket for a hanging sign at first floor level).
- No. 80** (BTM) another simple wood shopfront with a deep recessed central doorway, half glazed door and tall fanlight. There is a low wood stallriser incorporating a metal ventilation grille, and another grille below the fascia. Part of the original entablature remains, with a traditional blind box above the cornice. The pilasters and consoles are typical of this part of the frontage. The pilasters are of black and red marble with Greek key and stylised cross motif; above is a moulded console of 'classical' design.

- No. 85** (BTM) this shopfront is of the same design as No. 79 although the fascia and sun blind are not original.
- No. 86** (BTM) this is a shopfront of excellent quality and comprises an ornately carved frame incorporating decorative mullions with foliage detail and a medallion over the central entrance area. There are a pair of large sash windows and the glazing above the upper transom is divided into numerous oblong panes; above this is a decorative grille. The stallriser is of dark grey marble with applied gold lettering. The entablature is original and consists of a slightly angled fascia below a simple cornice. The corbels and pilasters are standard for this frontage.
- No. 90** (BTM) another good example, this shopfront has a wooden frame with carved foliage and beaded details. The recessed entrance is set to the side and contains two doors, one fully glazed the other half glazed with coloured leaded panels. The cornice is original, although the fascia has been replaced.
- No. 100** (BTM) this is a timber shopfront with a recessed entrance to one side. It has a shallow stallriser and slender, decorative glazing bars. The fascia is internally illuminated and the box sign is positioned on the console. There is decorative plaster work on the entrance ceiling.
- No. 133** (BTM) this is a finely detailed early 20th Century shopfront with the recessed entrances positioned either side of the main glazed area. It has carved mullions and a delicate ventilation grille below the fascia. The consoles are original and these have swan-necked pediments and fluted bases. The tiled pilasters, one of which has been painted, are common to the frontage.



No 19 Barnes High Street

Barnes High Street

- No. 1** (BTM) this has a painted timber frame, and carved dentil, foliage and pendant decorations. The shopfront forms a curved canopy over the shop entrance which is positioned to the side of the unit. The tiles on the stallriser have a raised motif and are painted; these tiles also appear on the slender pilasters which terminate at simply moulded consoles with a segmental, 'winged' pediment. The original fascia and cornice remain.
- No. 2** (BTM) this is a single shopfront with a recessed side entrance which displays original chequered floor tiles. The stallriser and pilasters are of plain, flat tiles and the cornice and corbels match those of No. 1

- No. 3** (BTM) this is a timber shopfront with half glazed door to one side. There is a central dividing transom with three mullions; it has a timber panelled stallriser and timber fascia.
- No. 7** (BTM) an early wood frame incorporating flush solid timber doors and decorative cast metal free standing piers positioned on either side of the entrance. The stallriser is clad in coloured tiles, some with a raised motif, and some which incorporate the shop owner's name. A pair of highly decorative consoles remain, together with a simple cornice.
- No. 15** (BTM) this is a painted timber shopfront with a half-glazed door to one side. There are ventilation grilles at top of windows and two central mullions with decorative detailing. It has a panelled stallriser.
- No. 18** (BTM) this property is one of a pair, the shopfront has a heavy timber frame, with a single glazing division above a high transom. It has a threequarter glazed door with the lower glazed portion divided by fine glazing bars. There is a simple wood panelled stallriser and plain pilasters with corning which runs below the fascia. The fascia is flat, and the cornice original; it extends through to the adjoining property.
- No. 19** (BTM) an early Victorian shopfront of timber construction with a wide metal grille below fascia level, a flat timber fascia (modern applied lettering) and a canopy above, supported by decorative brackets. There is a simple stallriser, and plain pilasters framing both the window and entrance; these terminate at the fascia. The doorway is narrow and slightly recessed with a plain glazed fanlight above. The double door is formed of timber panels.
- No. 36A** (BTM) this is a painted timber shopfront with ornate corner detailing on the frame and also the doorframe. The glazing bars and transom are slender, and a fine ventilation grille runs below the fascia. The stallriser is tiled, as are the pilasters which are unpainted. This form of pilaster and console, has a segmental pediment, common to this frontage. The fascia is flat and a simple cornice runs above.
- No. 66A** (BTM) this is a simple metal framed shopfront possibly stainless steel, and is contemporary with the building it forms part of, that is Seaforth Lodge which dates from the late 1940's. There is a threequarter glazed timber door, set in a recessed entrance and the shop window is divided by a transom above which the glazing is of ridged, opaque glass. There is a 'punch cut' metal grille above a plain rendered stallriser. The fascia is flush with the main building above.

Rocks Lane

- No. 2** (BTM) this is a simple shopfront with a recessed doorway in an off centre position. The glazed areas are divided horizontally by delicate glazing bars and enclosed on their upper parts by a narrow decorative metal grille. The half glazed door is contemporary and has a plain fan light above. The stallriser is rendered and the fascia is an unadorned wood strip with a simple cornice above. The surrounding consoles and pilasters are of two colour marble and of the same design as the Church Street frontage.

Lowther Parade

- No. 145A**(BTM) this is in a poor state of repair, but retains delicate glazing details above a cambered transom, with beaded and turned detailing on the mullions. It has a recessed entrance with a glazed door, and brick stallrisers with carved brick detailing. There is a rollerblind housing below the fascia.

AREAS FOR THE RETENTION AND RESTORATION OF EXISTING SHOPFRONTS

AREA 1: CHURCH ROAD NOS. 49-85 (ODD)

Description of elements to be retained

This area consists of two terraces interspersed with modern development of a larger scale. The predominant features of the area's shopfronts are tiled pilasters and stallrisers, simple moulded corbels (two types), plain fascias and cornices, and in the case of nos. 49-65 cambered transoms.

Suggested improvements

For nos. 49-65 improvements should include the restoration of wood frames, reinstatement of cambered glazing bars, reintroduction of transoms and the simple vertical division of glazed areas in other properties. The removal of paint from stallrisers and the lower part of pilasters and restoration of tiled stallrisers throughout frontages would also be necessary. A number of fascias in the parade have been replaced. Applications for new fascias should

avoid shiny material and internally illuminated box signs. Acceptable replacements should follow the original fascia proportions and preferably be externally illuminated. The small scale of the shopfronts suggests that glazing bars should be slender with a raised profile so that wood, rather than coated aluminium, which has a heavy and flat appearance, would be preferable. A number of properties have rigid plastic Dutch blinds which are not in character with the Conservation Area. Where possible these should be removed altogether or replaced with traditional roller blinds. In many cases these, or at least the fittings for them, already exist and should be renovated and reused rather than ignored. Nos. 61-65 Church Road are of particular concern. The introduction of piers, consoles and a continuous fascia of regular proportions would unify this part of the terrace and render it less obtrusive.



Church Road (western end)

AREA 2: CHURCH ROAD, NOS. 54-102 (EVEN) ROCKS LANE, NOS. 1-8 (INCLUSIVE)

Description of elements to be retained

This area consists of two terraces of similar design. The main cohesive elements of the frontages are the marble pilasters; these have a dark grey plinth with Greek key pattern decorative banding and a red upper portion decorated with a stylised cross motif. Nos. 54-64 have brown tiled surrounds. Throughout the frontages consoles are pronounced and all have simply moulded fluted detail; nos. 54-64 have a pediment above a plain frieze. Most of these properties have an angled fascia with a dentil course and cornice above. Many other shops have the same form of fascia with simple cornices above of similar dimensions. This adds to the overall unified appearance of the frontages. On the whole, shopfronts are of traditional design with timber frames, original glazing and recessed entrances, some with moulded ceiling details.

Although a number of properties have already been identified for retention other shopfronts in this terrace are worthy of note. No. 100 has an unusual, probably 1930's, bronze frame with a raised motif on the mullions and curved glazing. No. 92, although a modern

replacement, has some good quality etched glazing.

Suggested improvements

In general, pilasters need cleaning to remove paint and the remains of posters; corbels should be painted white or an agreed colour. The positioning of projecting box signs should be limited to the console only, and new projecting fascia boxes will be resisted. The original fascia dimensions must be observed in both terraces. Sub fascias will not be acceptable and down pipes running over consoles should be avoided, with those routed over fascias painted to match. All new shopfronts will be required to include a stallriser and recessed entrance. In both new and existing shopfronts the horizontal glazing division should be restored and glazing above the transom divided. Dutch blinds and blinds of shiny material will not be acceptable and should, where possible, be removed. Blind boxes should be placed below fascia level but above any glazed area and should be no wider than the shopfront. Alarms should be positioned to be inconspicuous or have a dark coloured cover.



Church Road (eastern end)

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AREA 3: BARNES HIGH STREET NOS. 1D-7 (INCLUSIVE)

AREA 4: BARNES HIGH STREET NOS. 17-23, 53-61 (INCLUSIVE)

Description of elements to be retained

This area has no real continuity of frontage. However, most shopfronts retain some original or traditional elements and some are more complete than others. Most have some form of division of glazing with original glazing bars, and glazed or half glazed doors. Original consoles and pilasters remain on a few units, usually if they form part of a terraced group, but again these details vary. All of the properties retain stallrisers but they have no overall height or continuity of materials.

Notable shopfronts other than those already identified are: no. 5, which retains some carved detail possibly from an earlier shopfront; no. 20, a traditional butchers shop, which displays a variety of interesting details e.g. tiled decorative stallriser, glass covered fascia; no. 23, although heavily painted and altered at fascia level, is a typical traditional shopfront and still retains gas pipes which once lit the fascia; nos. 53 to 54, despite being altered, still retain numerous original features such as cornice detailing and decorative leaded glazing.

Suggested improvements

Within these areas it is simpler to concentrate firstly on those frontages that fall into identifiable terraces or groups i.e. nos. 1-7, 17-18, and 53-61. The last paragraph in this section deals with the other buildings in the area.

In these terraces the predominant console type should be reinstated where necessary and new fascias should respect the established original pattern in terms of depth and size. A definite pilaster should be retained between properties nos 1-7 and a cohesive painting scheme for shop window surrounds, i.e. pilasters and consoles, would create some continuity of frontage. The signage also needs to be simplified particularly on nos. 53-61. On frontages with projecting box signs these should be restricted to a position on one console and, if possible, existing box signs in other positions should be removed. There is little continuity of glazing detail; a transom or central mullion or both should be introduced in preference to large areas of plate glass and the retention of corner entrances will be encouraged. Blinds are not a feature of these terraces and add to the cluttered appearance of the street scene; roller blinds may be appropriate but, because of the diverse nature of the frontages, they will not be encouraged on all properties, particularly those shops identified as being of special interest. Rigid Dutch blinds are considered inappropriate especially when made of brightly coloured, shiny material. The removal of cladding to reinstate existing features will be encouraged, especially when it is likely that original or earlier elements may still remain beneath, e.g. no. 17.

Nos. 19-23 represent a variety of shopfronts which have no cohesive elements. No. 19 has already been identified as suitable for retention and the other properties have a number of traditional elements with, in most cases, large parts of their original shopfronts remaining. All the properties would benefit from new paintwork, the removal of redundant features such as blind boxes and the removal of paint from tiled stallrisers and pilasters. Box and hanging signs need to be positioned on consoles and all unnecessary pipework removed from pilasters and fascias. The frontage of no. 19 would benefit from the removal of the first floor fascia sign and no. 21 is a possible location for a new shop front, or at least the installation of a shop window. The re-positioning of the existing consoles or provision of new wider corbels would balance the appearance of no. 23. Rigid blinds, or blinds of harsh coloured shiny materials would not be encouraged on this frontage and no. 19 would be unsuitable for any form of external blind.



Barnes High Street

Description of elements to be retained

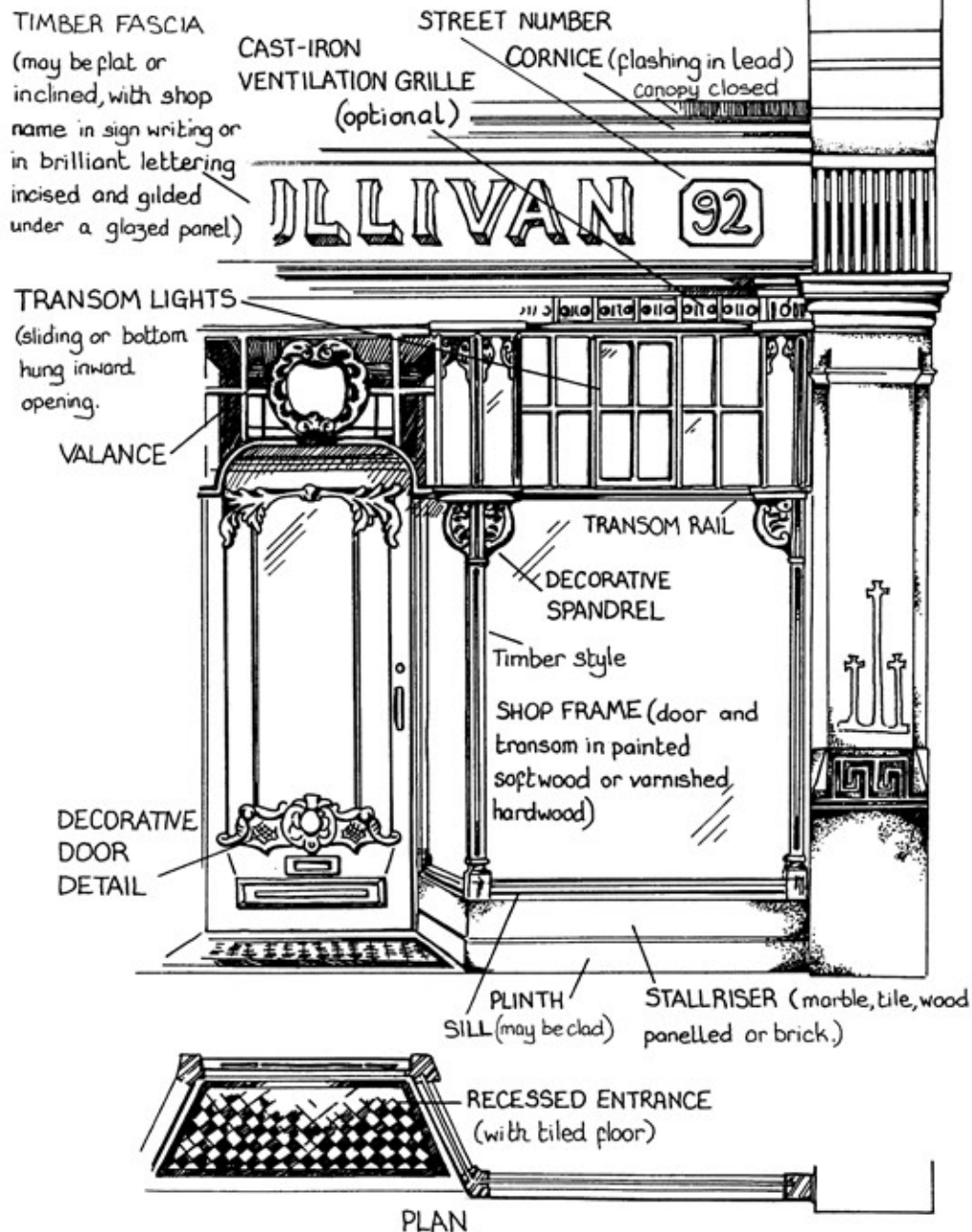
This is a small corner terrace situated at the western end of the High Street and no. 36A which has been identified as being of particular interest. The frontage has a continuous and complete framework of tiled pilasters with moulded consoles above; these have fluted detailing with a segmental pediment. The units also have continuous original entablature. Only one property has a modern replacement shopfront although the others have been modified to a certain extent. It is important that the features already described are retained together with the almost continuous stallriser. Although no. 34 appears to be a later shopfront than the others (apart from no. 36) it is very much a set piece. Its corner entrance and

glazing should be retained as should the pair of large sashes which exist in no. 35.

Suggested improvements

The improvements required are of a minor nature such as the replacement of louvre glazing, the repositioning of projecting box signs and removal of inappropriate Dutch blinds. Fully glazed entrance doors throughout should be replaced by half, threequarters or full timber doors to avoid appearing flimsy. Tiled stallrisers should be reintroduced where possible and paint removed from similarly tiled pilasters; all corbels should be painted an agreed colour.

ELEMENTS OF A TYPICAL EDWARDIAN SHOPFRONT



Composite taken from photographs. Not to scale

Typical features of an Edwardian shopfront