

**Mercers Road/Tavistock Terrace (CA24)
Conservation Area Design Guidelines**

December 2007

CA TWENTY FOUR

MERCERS ROAD / TAVISTOCK TERRACE

- 24.1 The Council will operate special policies in the Mercers Road / Tavistock Terrace Conservation Area in order to preserve and enhance the special character and appearance of the area.**
- 24.2 The character of this area comprises largely commercial frontages along Holloway Road and predominantly residential side streets. The area includes an attractive range of Victorian buildings, mostly developed during the 1850s and 1860s and the relatively few buildings that have been built subsequently have generally added to the character of the area.
- 24.3 The Council will operate its land use policies so as to enhance the character and vitality of the area. Planning permission will not be granted to change, expand or intensify uses which would harm the character of the conservation area.**
- 24.4 The predominant character of the Mercers Road/Tavistock Terrace Conservation Area is residential, although permission will not be granted for the over intensification of residential use in conversion schemes. There are shopping and commercial frontages on Holloway Road which provide local services and are an important contribution to the character of the area. Generally, the Council recognises that often the best use for a building is that which it was designed for and will seek to retain public houses, shops and workshops in appropriate uses which will not diminish their special interest. The removal of individual established uses within the conservation area will not be permitted where they contribute to the character.
- 24.5 The Council wishes to retain all statutory and locally listed buildings together with the 19th century buildings and structures listed below and will only grant conservation area consent for their removal where there are special circumstances or where the proposal would preserve or enhance the character or appearance of the conservation area.**

Fairmead Road: 24-46, 43-53

Highwood Road: 1a, 2-10

Holloway Road:	Corner foyer / entrance tower to the Odeon Cinema, front facade of 445, 457-463, 471 (Half Moon PH), 481-515, 490, 504, 529-531, 544-554, 596 (Cock Tavern PH); 622, Royal Northern Hospital Frontage Building
Mercers Road:	1-23, 25-39, 39a-65, 2-38
Tavistock Terrace:	5-59, 12-26, 32-34, 38-52 (including the original railings to these properties)
Tufnell Park Road:	6, 9-21
Yerbury Road:	1-7, 2-16, 18-26, 28-34, 36-56, 41-55,
Wedmore Street:	27-51

24.6 PPG15 states that the general presumption should be in favour of retaining buildings which make a positive contribution to the character and appearance of a conservation area. It also states that the assessment of a conservation area should always note those unlisted buildings which make such a contribution. Whilst there are no statutory listed buildings in the area there are many buildings which are important to the historic and architectural character and appearance of the area. Conservation area consent will only therefore be granted where demolition and redevelopment would positively enhance the character and appearance of the area. It is recognised that the adaption of old buildings including alternative uses for non-residential buildings may be necessary to ensure their continued well being and to assist their preservation. However alterations will only be acceptable where they are in keeping with the building's character.

24.7 New buildings should:

- i) respect the scale, massing, rhythm and fenestration of adjoining buildings;**
- ii) present lively and richly detailed frontages to adjoining streets;**
- iii) avoid bulky roof top plant / machinery visible from street level or other public areas;**
- iv) use high quality facing materials;**
- v) display a vertical emphasis in their elevational treatment;**
- vi) incorporate suitable boundary treatments.**

24.8 The Council will pay particular attention to design matters when considering planning applications, including its own proposals for development, to ensure that the character of the area is retained. Efforts will be concentrated on controlling inappropriate changes / additions to the public face of existing buildings and ensuring that where development does take place it enhances the character of the area and makes a positive contribution to the streetscene. The Council considers that high quality modern design which conforms to the above guidelines could enhance the character of the area.

24.9 Proposals for the redevelopment of buildings not identified in paragraph 24.5 will be favourably considered where they meet the criteria listed above. The Council would particularly welcome suitable proposals for the redevelopment of the cleared site at 473-485 Holloway Road.

24.10 New roof extensions or rooflights will not be permitted in the front or side roof slopes of properties in the following streets:

Fairmead Road: all

Highwood Road: all

Holloway Road: 515-481, 471 (Half Moon PH), 463-457, Manor Mansions (1-10), 455, 490, 504, 544-554, 596 (Cock Tavern PH), 622, Royal Northern Hospital frontage building

Mercers Road: all

Tavistock Terrace: all

Tufnell Park Road: all

Wedmore Street: all

Yerbury Road: all

24.11 The Council is opposed to the erection of plant rooms, air conditioning units and other services including water tanks and radio or satellite equipment at roof level where this can be seen from street level or public space, including long views from side streets.

24.12 Extensions in these roof slopes would disturb the balance of these groups of buildings and would be harmful to the character and appearance of the conservation area. The Council accepts that there may be scope for permitting front roof extensions to other individual buildings fronting Holloway Road,

providing they are carefully designed to be as unobtrusive as possible from street level or other public areas or where they would make a positive contribution to the appearance of the building (e.g. reinstatement of round-headed dormers to 529-531 Holloway Road).

- 24.13 Proposals to build extensions in the rear roof slopes of buildings throughout the area will be considered for approval where the design and choice of materials is compatible with the details of the original building and where the extension is not unduly prominent in the streetscene. Particular attention will need to be paid to the bulk and design of extensions where they would be visible from surrounding streets.
- 24.14 Chimney stacks and pots are important to the character of the area and must be retained.
- 24.15 Where concealed roofs behind parapets exist, any alterations to the roof which are permitted must respect and retain the butterfly or other original profile at the back.
- 24.16 The Council is opposed to the erection of large vent pipes on the rear elevation of commercial properties, where this is harmful to amenity. Where possible existing chimney flues should be used. Any new flues should be modest in size and painted a dark colour.**
- 24.17 Large flues and vent pipes can often detract from the visual amenity of the area. The Council will therefore seek to ensure that these are appropriately located and are of a suitable size and design.
- 24.18 Side extensions must be designed to be compatible with the detailing and materials of the original building and must not be unduly prominent in the streetscene.**
- 24.19 The introduction of side extensions can detract from the appearance of the area, particularly where they disturb the balance of groups of buildings and/or are particularly prominent. The following guidance is given:
- i) side extensions to the paired houses in Tavistock Terrace must be limited to two storeys and be set back to provide a visual break from the original house;
 - ii) side extensions to the corner properties along Mercers Road (23, 25, 39, 39a, 53, 55), Yerbury Road (2, 16, 18) and Fairmead Road (43 and 46) should be restricted to a single storey.

24.20 Full width rear extensions higher than one storey or half width rear extensions higher than two storeys, will not normally be permitted, unless it can be shown that no harm will be caused to the character of the area.

24.21 In order to preserve the scale and integrity of the existing buildings it is important that rear extensions are subordinate to the mass and height of the main building. Rear extensions will be permitted on their merits and only where the scale, design and materials to be used are in keeping with the existing property and where all other planning standards are met. Normally, the two storey part of the extension will be on the staircase side of the elevation. Original windows, especially those to the principal rooms of the property contribute to the character and appearance of historic buildings and should be retained

24.22 The Council will not grant planning permission for additional garages or car ports fronting onto Mercers Road.

24.23 The existing car ports detract from the character of this road and additional structures would further detract from the qualities of the area. Elsewhere proposals to erect garages, sheds and other structures will only be considered for approval where they are not visible from the street and/or do not harm the character of the area.

24.24 The Council will not grant permission for the cladding of any part of the outside of a house with stone, artificial stone, timber plastic or tiles.

24.25 The cladding of buildings in these ways detracts from the appearance and character of the area.

24.26 The Council will not normally permit the filling in or covering over of front basement areas, or the widening of front entrance steps, or the construction of dustbin or meter enclosures.

24.27 Some of the properties in the conservation area have front basement areas, protected by cast iron railings, which are important to the character of the area. The filling in or covering over of these areas prejudices light to the basements and spoils the appearance of the front elevation. The widening of front entrance steps, and the construction of dustbin and meter enclosures have a detrimental effect on the area. Dustbins and meter enclosures should be discreetly located so as to be invisible from the street.

24.28 These developments will only be permitted where it can be shown that the development would preserve or enhance the character of the conservation area. In addition, the needs of disabled people will be considered exceptional to this policy and essential adaptations will be allowed.

- 24.29 Existing yorkstone paving, granite setts, cobbles and kerbstones and cast iron cole hole covers must be kept intact.**
- 24.30 The Council will seek to improve the quality of paving, street furniture, lamp standard design and railings on public land in the area.**
- 24.31 The street surfaces and furniture contribute to the character and appearance of the area. The existing quality in this area is generally poor.
- 24.32 There are locations where areas of yorkstone paving are largely intact i.e. the Cock Public House, Holloway Road and Tavistock Terrace. Granite sett entrance ways in Tavistock Terrace and the Half Moon Public House, Holloway Road are also intact. These examples should not be removed and should be reinstated if damaged.
- 24.33 If yorkstone paving is not to be used for other areas, traditional slab paving should be used.
- 24.34 Traffic signs and concrete bollards should be reviewed to reduce clutter. Concrete bollards should be replaced by traditional metal ones.
- 24.35 The Council will not give advertising consent for new hoardings and will seek to remove those which do not have consent.**
- 24.36 Advertising hoardings give an impression of clutter and lack of interest in an area. They also often obscure the nature and detailing of any building to which they are attached. The Council is opposed to the proliferation of advertisement hoardings in the area and will take action against the owners, advertisers and their agents for the removal of unauthorised hoardings.
- 24.37 Internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards.**
- 24.38 Advertisements and signs can often detract from the visual amenity of the area. The Council will therefore seek to ensure that signs, display panels and advertisements are appropriately located and are of a suitable size and design.

NOTE: An 'Article Four Direction' now applies to the Mercers Road / Tavistock Terrace Conservation Area. This means that certain selected building works previously regarded as 'permitted development' will now require planning permission. A quick reference summary is set out at the end of this document. However for further details please contact the Planning Service.