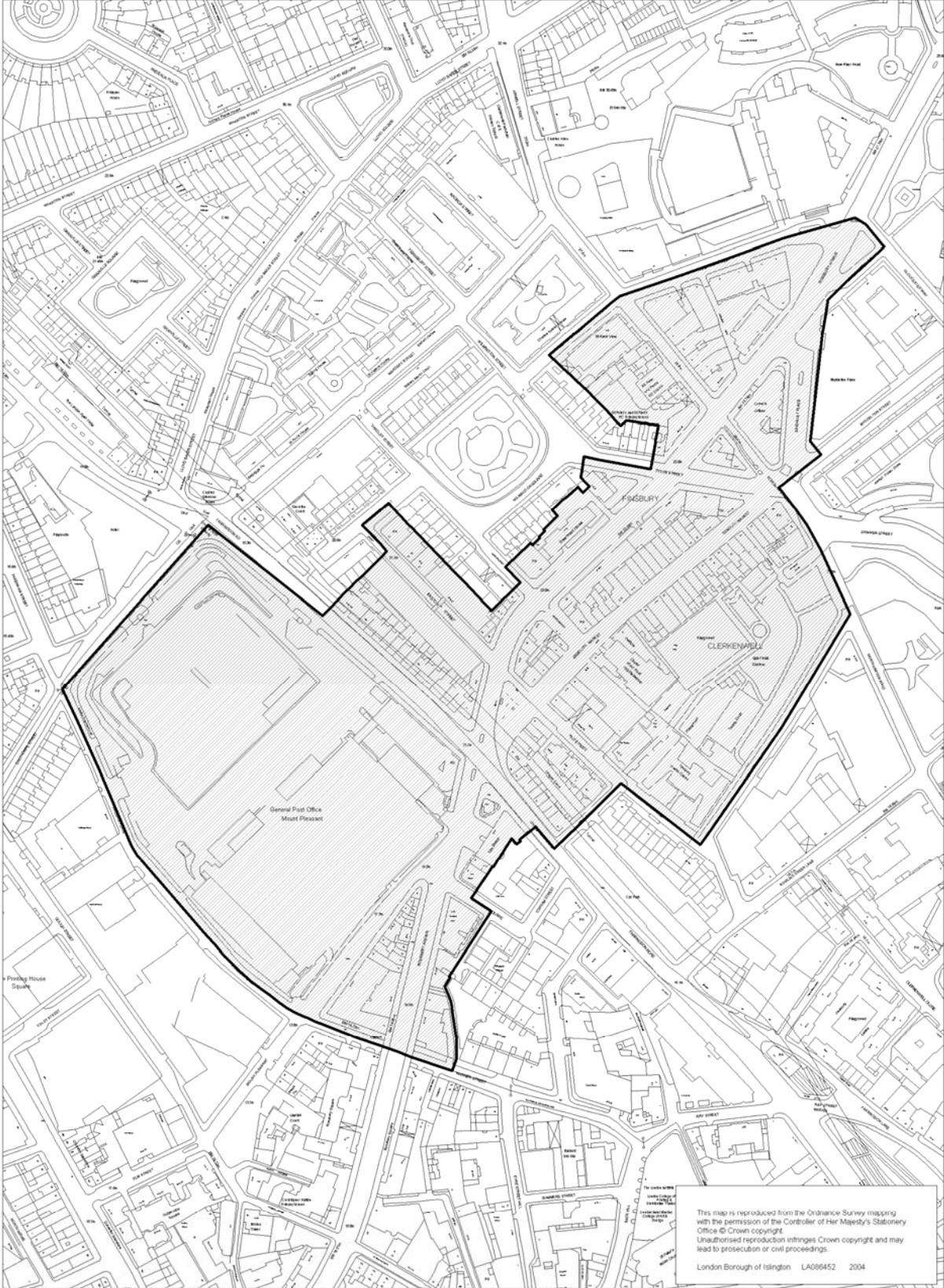


**Rosebery Avenue (CA34)
Conservation Area Design Guidelines**

January 2003

Rosebery Avenue (CA34)



Map Scale 1:3250

CA THIRTY FOUR

ROSEBERY AVENUE

- 34.1 The Council will operate special policies in the Rosebery Avenue Conservation Area in order to preserve and enhance the special character and appearance of the area.**
- 34.2 The conservation area is centred around Rosebery Avenue, which was constructed in 1896 as a new diagonal road artery from Central London, although the conservation area also includes Exmouth Market which is a much older street. From the Warner Street bridge to the New River Head, Rosebery Avenue is lined by many excellent examples of fin-de-siècle and Edwardian architecture, including Finsbury Town Hall (1896), the original fire station (1897) and its superb LCC replacement (1911). Several residential blocks have impressive gables and pinnacles and a fine metropolitan scale.
- 34.3 Exmouth Market is lined with late 18th and early 19th century houses with shop fronts. The street market here began in the 1840's, but is now much smaller than in its heyday. The Church of the Holy Redeemer is a major landmark in the street which is otherwise small in scale.
- 34.4 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.**
- 34.5 There is a wide variety of land use in the area, with shops, offices, workshops, public buildings and residential. This variety is vital to the character of the area. The pockets of residential accommodation are important and must be retained and the Council will operate policies set out in the UDP to support this. Reuse of vacant upper floors will be encouraged, particularly for residential use. Exmouth Market is a protected shopping centre where loss of retail will be normally refused by the Council. The long established but recently revived street market is also an important element in the character of the area which the Council wishes to maintain. The Council will promote ground floor retail or service uses throughout the area, as they contribute to the vitality and street life of the conservation area and not normally permit residential use at ground floor level.
- 34.6 The Council wishes to retain all statutory and locally listed buildings in the area together with the buildings listed in Schedule 34.1. The Council 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. Redevelopment of**

buildings in the area not included below will be considered only where this improves the appearance and character of the area.

- 34.7 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. Here most of the important buildings and structures are protected by statutory listing but the Council considers all the buildings listed in Schedule 34.1 are critical to the character of the area and their loss would reduce the historic and architectural interest of the area
- 34.8 A major feature within the conservation is the Mount Pleasant Sorting Office. However the Council does not consider that the buildings or other structures on the Mount Pleasant site have such special architectural or historic interest to the extent that there would be a presumption to retain them in accordance with PPG15. The Council accepts the principle of demolition of all the building and features on the Mount Pleasant site subject to the approval and implementation of an appropriate redevelopment which will enhance the character and appearance of the conservation area.
- 34.9 **New buildings should conform to the height, scale and proportions of existing buildings in the immediate area.**
- 34.10 Demolition and replacement will only be considered where the replacement building enhances and preserves the character and appearance of the area. It is important that new buildings respect the scale of their immediate surroundings. The Council has prepared a detailed planning brief for the Merlin Street Baths site, and this should be referred to in any scheme for redevelopment. The Council wishes to see the existing Hugh Myddelton memorial either retained on site or satisfactorily relocated
- 34.11 **In considering applications for extensions and refurbishment, the Council will normally require the use of traditional materials. For new development, materials should be sympathetic to the character of the area, in terms of form, colour, texture and profile.**
- 34.12 On all redevelopment, extensions and refurbishment schemes the Council will expect to see the use of appropriate materials such as stock brick, render, stone, timber windows and slate roofing, which will blend with and reinforce the existing appearance and character of the area. The prevailing material in the area is brick, with stone or terracotta dressings and decorations to many of the buildings in Rosebery Avenue. Many properties in the area still have original external and internal architectural features, such as terracotta ornament, timber sash windows, panelled front doors, decorative terracotta or stucco moulded window surrounds and door cases, marble fireplaces, window shutters and ceiling cornices. These

features contribute to the character of the area as a whole, and should be maintained and where necessary repaired. Where renewal is unavoidable or features are missing these should be reinstated with traditional and matching designs.

34.13 Modern flat or neo Georgian front doors and aluminium pivot windows or pvc double-glazed sashes will look out of place and spoil the character of the area. Existing brick elevations, including chimney stacks, should be properly maintained and repointed and not painted or rendered.

34.14 Several properties in the area have rusticated plaster work as well as moulded window surrounds, door cases and parapet cornices. These require regular maintenance and painting. Colours should be matched to those which predominate in the area, and vivid colours should be avoided.

34.15 The Council will have particular regard to roof extensions and dormers. Therefore:

i) traditional roof extensions may be permitted on the following properties, using traditional materials:

Easton Street:	38
Exmouth Market:	25-43, 49-57, 69, 2, 4, 28-32, 36, 42, 44, 48, 52, 54, 60
Farringdon Road:	88-104
Rosebery Avenue:	7-15, 20-22, 26, 67, 72-82
Spafield Street:	6

Notwithstanding the above schedule, the Council will take into consideration the listed status of any of the above properties when considering appropriate extensions. Special regard must be paid to the retention of historic fabric where it exists and any extension which might be acceptable in townscape terms will still require careful and detailed examination;

ii) elsewhere roof extensions alterations to existing roof extensions or new dormers and roof lights which are visible from the street or other public areas will not normally be permitted.

34.16 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.

34.17 There is a variety of existing roof forms in the area, with parapets and hidden valley roofs, mansards and dormers, gables and turrets, particularly on Rosebery Avenue. Different streets have markedly different roof characters. As these roof details form an important part of the visual and architectural character and appearance of both the buildings and the conservation area, alterations which are not in keeping with the existing buildings can be very damaging; in particular traditional slate roofs should be retained. It is also important that existing original detailing including chimney pots and stacks, should be retained wherever possible or reinstated where missing. 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.

34.18 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.

34.19 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.

34.20 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.

34.21 The Council wishes to preserve the scale and integrity of the existing buildings by ensuring that extensions are subordinate to the mass and height of the main building.

34.22 Permission will not normally be given for removal of existing shopfronts on the following properties:

Amwell Street:	13
Easton Street:	22 (Queen's Head PH), 38
Exmouth Market:	2, 23 (Exmouth Arms PH), 28, 40, 48, 56, 70 (London Spa PH)
Farringdon Road:	94, 106 (Penny Black PH)
Mount Pleasant:	11-25
Rosebery Avenue:	7-15, 21, 23, 25, 33, 39, 41, 43, 49-53, 55, 57, 61, 67, 30-36, 56-58, 72-82, 84-86
Spafield Street:	6
Tysoe Street:	8 (Three Crowns PH)

- 34.23 A number of old shopfronts survive in the area which makes an important contribution to its historic character. The Council considers that the design of many other shopfronts in the area could be improved. Changes and alterations will be expected to conform to the Council's 'Shopfront Design Guide'. Permission will not be granted for solid roller shutters, which are ugly and create a dead feeling in the area. Mesh, grill or timber shutters should be used where necessary. The Council will encourage the reinstatement of the shopfront at 59 Rosebery Avenue to match the rest of this parade.
- 34.24 The Council will seek to improve the quality of paving, street furniture and open space in the area.**
- 34.25 The quality of paving and street furniture within the area is varied and needs improving. There are important areas of yorkstone paving in Amwell Street, Merlin Street, Rosoman Street and Rosebery Avenue which must be retained and properly reinstated if damaged or dug up. Areas of tarmac paving should be replaced by traditional 900 x 600mm slab paving. The ugly concrete bollards in Rosebery Avenue should be replaced by metal ones from the Council's approved range. The Council will also promote the planting of more trees in the area.
- 34.26 There are very few areas of open space within this area, although Spa Fields, Wilmington Square and Spa Green Gardens are close by. The paving of Exmouth Market and the junction of Hardwick Street and Rosebery Avenue have provided some public space. The area outside the fire station in Rosebery Avenue, including the disused public conveniences, requires improvement.
- 34.27 The Council will not give advertisement consent for new hoardings and will seek to remove any which do not have consent.**
- 34.28 Advertisement hoardings give an impression of clutter and lack of interest in an area. They also often obscure the nature and detailing of the building to which they are attached. The Council is strongly opposed to the proliferation of advertisement hoardings in the area. Planning permission will not normally be granted for new hoardings and the Council will take action against the owners, advertisers and their agents for unauthorised hoardings.
- 34.29 Internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards.**
- 34.30 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.

SCHEDULE 34.1

Amwell Street:	1-13
Easton Street:	1-7, 22 (The Queen's Head PH), 38
Exmouth Market:	2, 4, 23 (Exmouth Arms PH), 24-26, 28, 29-35, 34,40, 41-57, 46-56, 62, 64-70, 67-69
Farringdon Road:	114-140
Mount Pleasant:	11-27
Pine Street:	Finsbury Health Centre
Rosebery Avenue:	5, 7-15, 21-43, Bideford and Barnstaple Mansions, 67, 99-119, 121-131, 20-36, 36a (1-32 Rosebery Court), Braunton Mansions, 40, 42-44, 45-47, 62-68, 70, 72-82, 84-86, Finsbury Town Hall, Rosebery Avenue Bridge over Warner Street
Rosoman Street:	69
Spafield Street:	6
Tysoe Street:	1-7, 8