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.
No. 19 Barnes High Street

Barnes High Street

No. 1 (BTM) this has a timber framed, and carved door, foliage and painted decoration. The frame is on the top of the front entrance which is positioned on the side of the unit. The glazing is divided horizontally by a single vertical glazing bar, and a series of stained glass panels are incorporated in the fascia. The frame is painted wood and has a slightly angled, octagonal profile. Each panel consists of a pair of curved consoles with segmental pediments rising from single tile pilasters. (There is an interesting bracket for a hanging sign at first floor level.)

No. 2 (BTM) this is a single shopfront with a recessed side entrance which displays original chequered floor tiles. The pilasters and consoles are of plain, flat slabs and the cornice and corbel match those of No. 1.

No. 3 (BTM) this is a timber framed shopfront with half glazed door to side of the town. There is a central divident transom with three mullions; it has a timber panelled stool and timber fascia.

No. 7 (BTM) an early wooden frame incorporating flush solid timber doors and decorative cast metal frame parts positioned on either side of the entrance. The stool is of moulded timbers, some with a moulded motif, and some which incorporate the shop owner's name. A pair of decorative cornices 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 stool.

No. 19 (BTM) an early Victorian shopfront with timber construction, with a round female figure below the fascia level, a flat timber fascia (modular applied lettering) and a canopy supported by decorative brackets. There is a single stool, and plain pilasters framing both the windows 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. 66A (BTM) this is a painted timber shopfront with ornate corner detailing on the frame and the ©, with the fascia level. The glazing bars and transom are slender, and a fine ventilation grille runs below the fascia. The stool is rendered, and the fascia is a weathered metal grille above a plain rendered stool which has a plain glazed fanlight above. There is a 'painted' metal grille above a plain rendered stool which has a plain glazed fanlight above. 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 area is divided horizontally by one glazing bar and encroaching upper parts by a narrow decorative metal grille. The half glazed door is contemporary and has a plain fanlight above. The stool is rendered and the fascia is a weathered metal grille above a plain rendered stool which has a plain glazed fanlight 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 a poor state of repair, but retains decorative glazing details above a cambered transom, with bearded and turned detailing on the edges. The shop window is divided by a transom above which the glazing is of stained, opaque glass. There is a plastered over metal grille above a plain rendered stool which has a plain glazed fanlight above. There is a rendered housing below the fascia.

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 stool.

No. 85 (BTM) this shopfront is of the same design as No. 79 although the fascia and the blind are not original.

No. 86 (BTM) this is a shopfront of excellent quality and comprises an ornate carved frame incorporating decorative motifs with foliage and a medallion over the central entrance area. There are a pair of large side windows and the glazing above the upper transom is divided into numerous, u-shaped panes; above this is a decorative grille. The stool is of dark grey marble with applied gesso ornament. The console is original and consists of a slightly angled fascia below a simple corbel. The corbels and pilasters are standard for this frontage.

No. 99 (BTM) another good example, this shopfront has a wooden frame with carved foliage and beaded details. The recessed entrance is set to one side and contains two doors, one fully glazed the other half glazed with coloured leaded panels. The corbel is original although the fascia has been replaced.

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, is common to the frontage.

No. 85 (BTM) this shopfront is of the same design as No. 79 although the fascia and the blind are not original.

No. 53 (BTM) this is a simple timber shopfront with a recessed side entrance. The main glazing area is divided by a horizontal cambered transom similar to No. 49, and the stool 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 the 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 stool is unparalled, 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 corbel.

No. 59 (BTM) this shopfront has double doors positioned on 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 large, shallow stool decorated with painted tiles. The shopfront is a standard match 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 plain and slightly angled, the corner includes dentil decoration common to this frontage. The pilasters are faced in orange/brown tiled colour, and the corbels are moulded with pediment detail. There is a tiled stool and roller blind, 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 stool. 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, decorative glazing bars and an overhanging metal cornice. On either side are brick pilasters with carved consoles above. The fascia is in timber with blind box beneath.

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 vertically by a single vertical glazing bar, and Decorated glass panels are incorporated in the fascia. The frame is plain, painted wood and has a slightly angled, octagonal profile. Each panel consists of a pair of curved consoles with segmental pediments rising from single tile pilasters. (There is an interesting bracket for a hanging sign at first floor level).

No. 10 (BTM) another simple wood shopfront with a deep recessed central doorway, half glazed door and tall fanlight. There is a low wood stool incorporating a metal ventilation grille, and another grille below the fascia. Part of the original plasterwork remains, with a traditional blind box above the corbel. 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 a moulded console of 'chamfered' design.

No. 53 (BTM) this is a simple timber shopfront with a recessed side entrance which displays original chequered floor tiles. The stool and pilasters are of plain, flat slabs and the cornice and corbel match those of No. 1.
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.
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 shopairer 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.
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.

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 repositioning of the existing consoles or provision of new wider cobsels would balance the appearance of no. 23. Rigid blinds, or blinds of harsh coloured shiny materials would not be encourages on this frontage and no. 19 would be unsuitable for any form of external blind.

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.
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, three-quarters or full timber doors to avoid appearing flimsy. Tiled stallisers 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

- **Timber Fascia** (may be flat or inclined, with shop name in sign writing or in brilliant lettering incised and gilded under a glazed panel)
- **Transom Lights** (gliding or bottom hung inward opening)
- **Valance**
- **Decorative Door Detail**
- **Decorative Spandrel**
- **Plan**
- **Sill** (may be clad)
- **Recessed Entrance** (with tiled floor)
- **Stallriser** (marble, tile, wood panelled or brick)
- **Plinth**
- **Section**
- **Composite taken from photographs. Not to scale**

Typical features of an Edwardian shopfront