Leopold Road
Character Assessment
LEOPOLD ROAD
CONSERVATION AREA

Character Assessment

London Borough of Merton
2005
Maps of the Leopold Road area in 1870 and 1890, showing the growth of the London and South Western Railway, the development of Gap Road, and the creation of Alexandra Road and Woodside to the south of the eastern end of Leopold Road.
INTRODUCTION

Conservation Areas
Conservation Areas were first introduced in 1967 and are defined as areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. Bertram Cottages Conservation Area is one of 28 such areas within the Borough.

Character Assessments
The Council is required to undertake character assessments of the conservation areas it has designated. It has already produced assessments of many of the Borough's conservation areas and this Assessment forms part of that programme.

The purpose of a character assessment is to set out the specific characteristics which merited the Area's original designation and which make it worthy of protection against unsuitable alterations or development. The assessments provide a tool to help the Council assess the impact of development proposals, and a guide for property owners and developers when designing new development, considering alterations to buildings and work to trees in a conservation area, by explaining the context to which any proposal will need to relate.

The quality of the Leopold Road Conservation Area may have deteriorated since its designation since its viability is now somewhat borderline. This character assessment therefore includes a section which compares Leopold Road with two conservation areas of similar character, and makes recommendations for halting the deterioration of its character, and hopefully enhancing it.

Below: Map of the Leopold Road area in 1910, showing the rapid growth of residential development over the previous 20 years. Gap Lodge has been replaced and the houses along the eastern side of Dora Road have yet to be built.
Above: an aerial photo of the eastern end of Leopold Road.
Below, a map of the Leopold Road Conservation Area.
Location: Leopold Road Conservation Area is situated about 800 metres to the north of Wimbledon Town Centre. It extends from Arthur Road, about 400 metres to the north-west of the Conservation Area, as far as the junction of Alexander Road, Strathearn Road and Gap Road, immediately at the eastern end of the Conservation Area. This junction immediately adjoins a bridge over the railway line from Waterloo to Wimbledon and beyond, and is a particularly busy intersection. Leopold Road therefore forms part of a significant traffic route from Wimbledon Town Centre to the south and Tooting, to the east, through the Conservation Area, to Wimbledon Park, to the north-west.

Leopold Road Conservation Area covers only the small rows of shops on each side of the road at the eastern end of Leopold Road. In contrast to the busy junction at the eastern end, the western end of the Conservation Area lies within the houses that form the eastern edge of the Wimbledon Park residential area, and the eastern end of the Conservation Area is at the junction of Woodside and Kenilworth Road. Leopold Road is ringed by other conservation areas: to the east is South Park Gardens CA, immediately to the north is Kenilworth Road CA, further to the north-west lies the Vineyard Hill CA, and the conservation areas of North Wimbledon, Wimbledon Village, Wimbledon Hill Road and Wimbledon Broadway lie at varying distances to the west and south.

Extent: The Conservation Area is only about 70 metres from east to west, and 35 metres from north to south. It comprises 18 properties on the north side of Leopold Road and 15 on the south side. All but one, the house at No. 1 Woodside, at the south-western corner of the Conservation Area, are shops of one to three storeys. The Conservation Area therefore forms one of the Borough’s thirty-five small Neighbourhood Shopping Parades, to which Unitary Development Plan policy S.4 specifically applies. The housing developments to the north and south was built hard up against the rear boundaries of the properties in Leopold Road, leaving only narrow rear pedestrian access ways.

History: Leopold Road itself is considerably older than the buildings on each side, since it follows the alignment of a roadway between the bridge over the railway line to the east to Gap Lodge, which until about 1910 stood at the corner of Woodside and Leopold Road, and whose site is now occupied by No. 113 Woodside.

The commercial properties in Leopold Road were built between 1892 and 1908 to cater for the rapidly developing residential estates to the north, south and west. The south side, originally known as Woodside Parade, was developed first, between 1892 and 1894, followed by the north side, named Wimbledon Park Parade, between 1899 and 1908. This section of Leopold Road was designated as a conservation area in 1990 as part of a borough-wide survey to assess the potential of further areas for designation. It was regarded as appropriate because of the cohesiveness of the height of the buildings in relation to the width of the street, resulting in a clearly defined public space, and the good use of materials, particularly on the prominent locally listed corner feature at the eastern end.

A hundred years or so ago the road, which is about ten metres wide, including the pavements on each side, was no doubt regarded as wide enough for the traffic using it, was presumably regarded as quite adequate for through traffic, delivering and the occasional parked vehicle. and no attempt appears to have been made to widen it when the commercial properties were constructed on each side. Now it has become a busy through route, and this section of Leopold Road has become something of a bottleneck, with traffic from opposite directions having difficulty in to passing each other when vehicles are parked on both sides of the road. Parking restrictions have therefore been imposed, with no parking permitted on the southern side, and ten metered parking bays, a dedicated space for motorcycles, and one loading bay at the western end for deliveries. But from a casual inspection they do not appear to be very effective, and the single loading bay is hardly convenient for the shops at the eastern end.
Above: Leopold Road Conservation Area from the eastern end, showing the over-elaborate paving and landscaping. Below: The extensive areas of undergrowth and semi-mature trees to the rear of the buildings on the north side of Leopold Road.
FORM AND LAYOUT OF DEVELOPMENT:

Character: The buildings on each side of the eastern end of Leopold Road are fairly typical of the kind of local shops built at the beginning of the last century, with terraces of single shop units on the ground floor and residential accommodation above. There are 32 properties, 17 of them on the northern side of Leopold Road and 15 on the south side. All but six of them are three storey, On the southern side, Nos. 7, 25 and 27 are two storey, and Nos. 5 Leopold Road and the shop element to No. 13 Alexander Road are single storey, while No. 1a Strathearn Road, on the north-east corner of the Conservation Area, is two-storey.

Front Space: The primary justification for designation was the clearly defined public space resulting from the relative proportions of the height of the buildings and the width of the street, and the cohesiveness of the facades, particularly above ground floor level. The most elaborate facades are those to Nos. 2, 4 and 6 Leopold Road, particularly No. 2, which has an octagonal tower at the junction with Strathearn Road. The flat front facades of the three storey buildings on each side of Leopold Road are about 10 metres high, similar to the road width. The impression from either end of the Conservation Area is therefore of a square-sided canyon, with the ground covered in moving and stationary vehicles, street furniture and a wide variety of treatments to the shop fronts, blinds and fascias, while above the ground floor, the repetitive facades provide a scene of comparative harmony. The contrasting visual chaos at ground level can be invigorating, but on balance the plethora of street signs and discordant shop fronts provide an unattractive spectacle, and some measures need to be taken to improve the appearance.

Rear Spaces: In contrast to the unified form of the space at the front of the properties, the areas to the rear lack spatial cohesion. Much of the original consistency to the rear facades has been lost through the addition of rear extensions, many of which fill the small rear courtyards. To the south a pedestrian way separates these yards from the rear gardens and the ends of the terrace houses in Woodside and Alexandra Roads, which abut and enclose this untidy and unattractive area. To the north, the rear space is bordered by the fences and walls to the rear gardens of the houses in Waldemar and Kenilworth Roads, which are included in the adjoining Kenilworth Road Conservation Area. The focal point of this part of the Conservation Area is a small overgrown triangular plot accessible from Leopold and Waldemar Roads, but whose landscape potential has not been exploited.

Access: Each property has a frontage of five to six metres and is built hard up against the back of the pavement. There is therefore no spare space between the pavement and the shop front in which to unload or temporarily store goods being delivered or removed, nor any access to basement level. None of the properties appear to have basements accessible from the street into which merchandise could be delivered. The only properties with rear access directly from the street are Nos. 2 Leopold Road and 1a Strathearn Road. Everywhere else, delivery vehicles are obliged to park on the street and access storage areas through the front of the shop, thereby adding to the traffic congestion.

Also, except for the backs of Nos. 23 to 27, there is no vehicular access to the rear. The passageway along the rear of the properties on the south side of Leopold Road widens out at the western end into a yard large enough to take a vehicle, although no turning space is provided. It is reached through an arch about three metres high under a first floor extension to No. 27. The yard is therefore inaccessible to tall vehicles, and of very limited value for most other types of deliveries. There is a small modern house, ‘The Mews’, adjoins this space, which is used for ‘car valeting’. The passageway is locked at the eastern end and appears to be little used as a pedestrian way. Similar pedestrian ways skirt part of the rear boundaries of the properties on the north side of Leopold Road. At the western end, a short passage off Leopold Road gives access to the backs of Nos. 26 to 32, and another, off Waldemar Road, to the north, leads first to the rear of Nos. 4 to 8 Leopold Road, and the small triangular open space adjoining the rear fences of Nos. 10 to 24 Leopold Road.
Above: Typical streetscape showing the somewhat chaotic nature of the street furniture, car parking and shop deliveries. Below: Examples of an elegant period shop front (No. 32) which retains most of the original features, and a modern utilitarian one (No. 10) in aluminium.
FACADES

The facades to the upper floors are classically early Edwardian in style, and consist of Georgian proportioned vertical sliding sash windows, two to each property on the south side, and three on the north. Although each row of facades are similar in height and width, they differ in the type and degree of detail. Those on the north side are significantly more elaborate and slightly wider than on the south side. This may result from the residential accommodation on the north side, with views south from the front windows, being regarded as more prestigious than the views south from the rear windows of the properties opposite.

South Side
The upper floors of the buildings on the south side of Leopold Road are of stock bricks, with red brick string courses at the cill, head and lintel height, as well as immediately under the parapets, which step up with the slight change in level of each property. The window jambs to the two windows on each floor are also of red brick, with white rendered capitals and lintels. All the original plain sliding sash windows appear to have been retained, although those to No. 11 have been painted blue to match the shop fascia.

North Side
The facades to Nos. 32 to 8 consist of three Georgian proportioned sash windows on each floor separated by brick piers of about the same width as the windows. The red brickwork is decorated by string courses in pale yellow terracotta at the cills, heads and central transom levels of the windows, these bands stepping up to form the lintels to second floor. The pattern of the terracotta and brickwork above the windows is quite elaborate, the first floor brick arches consisting of almost flat red rubbers framed by the stepped terracotta stringcourse and topped by an ornamental terracotta coping, and the second floor stone lintels are topped by semi-circular brick relieving arches with central key stones. The cills to the second floor windows are supported on brackets.

The windows appear to have originally been designed as vertical sliding sashes with small 12-light glazing to the upper half, and a single pane below. Some windows retain their 12-light sashes with their original horns, some windows are now top hung, and some timber windows have been replaced by plastic. Details are given under ‘Analysis’. The brickwork to No. 16 has been painted in pink and No.10 in white, which is flaking badly.

Shop Fronts
The shop fronts described on the following dozen pages include tables indicating where original features have been retained or have been replaced with ones of similar character. The shop fronts have a wide variety of treatments which can be classified under six headings:
1: ‘Modern utilitarian’ is by far the largest group, with 14 properties, Nos. 5, 9, 13, 15, 17, 23, and 27 on the south side, 6, 10, 16, 24, 26 and 30 on the side, and 1a in Strathearn Road. These properties tend to use non-traditional materials, such as aluminium.
2: ‘Modern elegant’, with carefully detailed minimalist facades: 5 properties, Nos. 19 and 25 (despite its garish fascia) on the south side, and 2, 4, and 22 on the north.
3: ‘Modern ethnic’, restaurants of the Indian Taiwanese and Mexican varieties, of varying degrees of success: 4 properties, Nos. 21 on the south side, and 12, 14 and 20 on the north.
4: ‘Modern eclectic’, an attempt to stand out from the crowd: 1 property, No. 11, south side.
5: ‘Period utilitarian’, where original features have been retained without obvious concern for their historic interest: 2 properties, Nos. 1 and 3 on the south side.
6: ‘Period elegant’, where original or pastiche historic features are incorporated to create attractive shop fronts which relate well to the original character of the shopping parades: 5 properties, No. 7 on the south side and 8, 18, 28 and 32 on the north.

Roofs
The roofs are not visible from ground level. It has therefore not been possible to determine their character, materials or condition, but they are presumably low pitched. The lack of downpipes on the front facades indicates that all the rainwater falls to the downpipes at the rear of the buildings.
South Side

NOS. 1 TO 27 LEOPOLD ROAD, AND 1 WOODSIDE (odd numbers)

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<th>stall riser</th>
<th>fascia</th>
<th>door to shop</th>
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Nos. 1 and 3: No. 1 is a two-storey house dating from 1892 which has been considerably extended: a third storey with sash windows was added behind a mansard roof in 1986; a small two-storey ornamental gable-ended extension has been placed at the rear; and a single storey flat roofed shop has been added to the front and side. Except for a square oriel first floor window and brackets to the eaves, No. 1 has lost most of its original features. The shop, which has been used as a veterinary health centre since 1976, wraps around the corner and takes up all of the original front and part of the side garden. The façade is painted crème with large picture windows in dark blue and small leaded lights of frosted glass above door height. The façade and ornamental pilasters have been simplified, and an incongruous ‘traditional’ panelled and stained door inserted centrally. Contribution to the CA: neutral.

No. 5: The original house, which also dates from 1892, is placed further back than No. 1 and the general line of buildings in Leopold Street, and is largely obscured by a single storey flat roofed shop which covers the space between the house and the back of pavement. The house retains its original ornamental ridge tiles and bracketed eaves, and the shop appears to have been built at the same time, since it boasts identical pilasters and corbels to the other shops in Leopold Road. The shop, for which use as offices and a travel agent, was granted in 1992, has a modern white painted front and a modern domestic door at the side labelled 5a, which presumably gives separate access to the house. Contribution to the CA: neutral.

Nos. 7 to 27: The buildings step up slightly from east to west, and the change in level is expressed in the treatment of the facades. The ground floor shops display a wide variety of treatments, in contrast to the unified facades to the upper floors. Details are given below.
NOS. 7, 9 AND 11 LEOPOLD ROAD. Below: historic features which have been retained:

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No. 7: A two storey building whose first floor fenestration repeats the adjoining three storey properties to the west. The ground floor is used as a picture framers and the shop front is attractive and elegant. **Shop front:** White with pale yellow panels to the stall riser and details to the pilasters, which helps to emphasise the buildings’ historic features. Side shop door in original position. **Fascia:** Yellow to match shop front with pale blue, classic upright serif capitals tightly squashed within the fascia. **Side access:** The original side access door is in its original position. **Level of maintenance:** fair. **Apparent level of prosperity:** High. **Contribution to the CA:** Positive.

No. 9: A wine merchants with a modern elegant shop front installed in 1984. **Shop front:** The narrow dark green coloured frames to the glazing give it an elegant appearance. Central shop door. **Fascia:** Dark green glazed fascia with lettering in gold; a mixture of classic upright capitals, and the shop name in modern script which tends to undermine the attempt at elegance. The fascia fails to meet the cornice, and the space has been filled with brickwork which may be intended to match the surrounds to the windows above, but fails to blend with them. **Side access:** Presumably internal. **Level of maintenance:** The shopfront appears to have been recently installed. **Apparent level of prosperity:** High. **Contribution to the CA:** Neutral.

No. 11: A shop selling antiques and ornaments whose shop front attempts to be ‘different’. **Shop front:** Eccentrically designed modern front which projects slightly, excluding the door giving access to the upper floors. The outer frames are in white with dark blue inner frames and doors. Shop door at side. The blind to the shop front extends across the pilaster to No. 13, and the appearance is marred by a brick stall riser. **Fascia:** The blue fascia has been brought down on one side to the level of the head of the upper floor access door. The lettering is of white classic upright serif capitals. **Side access:** The modern dark blue side access door is in its original position. **Upper floors:** The frames to the upper floor windows are painted blue to match the shop front. **Level of maintenance:** fair. **Apparent level of prosperity:** Moderate. **Contribution to the CA:** Neutral.
Nos. 13, 15 and 17 Leopold Road. Below: Historic features which have been retained.

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**No. 13:** An uncared-for looking Chinese take-away. **Shop front:** A modern unattractive arrangement installed in 1967, with white frames dominated by an opaque main window coloured red and devoted to advertising, and a white tiled stall riser. The shop access door has been moved to adjoin the side access door. **Fascia:** Pale pink with white lettering of classic upright serif capitals. **Side access:** The modern side access door is in its original position. **Level of maintenance:** Very poor. **Apparent level of prosperity:** Poor. **Contribution to the CA:** Negative.

**Nos. 15 and 17:** A newsagents whose modern shop fronts tend to be used as advertisement hoardings and would be better blanked out. **Shop Front: No. 15:** The shop front, which was installed in 1997, follows the design of the original, although the frames and door painted grey-green, with a black painted stall riser and a dark blue ‘Dutch’ blind containing advertising over the shop but not the side access door. No attempt is made to provide a window display, the left of the two glazed panels being covered with advertising and photos, and the right one is partly obscured by a white internal panel. **No. 17:** Metal frames and a centrally placed shop access door. Both windows are covered in adverts. A dark blue ‘Dutch’ blind below the fascia is used for advertising. The stall riser is in grey render. **Fascia: No. 15:** Red and white, and devoted to advertising. **No. 17:** Used as an advertisement hoarding in blue and yellow. **Side access:** The modern access doors in their original positions. **Level of maintenance:** Fair. **Apparent level of prosperity:** Poor. **Contribution to the CA:** Negative.
NOS. 19, 21 AND 23. Below: Historic features which have been retained.

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No. 19, A butchers which makes a bold attempt to create the effect of a family grocer’s. Shop front: A recent traditionally designed front in dark stained timber with a modern glazed side shop door, a stall riser in blue and white glazed tiles, and a ‘Dutch’ blind in light grey and dark blue, with white lettering advertising the shop. (Although the shop is advertised as a family butchers, the window is full of bottles of wine, etc, presumably for health reasons.) Fascia: A white panel on a dark background, with 19th C. lettering. Side access: Traditionally designed access door in its original position. Level of maintenance: High. Apparent level of prosperity: High. Contribution to the CA: Positive.

No. 21, A Thai restaurant which attempts to create an ‘oriental’ shop front. Shop front: Installed in 1980 when it was changed to a restaurant. A basically solid front of stock bricks (matching those above) with a dark-stained central standard mass-produced doorway topped with a pseudo-Thai canopy, and dark-stained semi-circular arched windows each side. Dark stained panels above the windows accommodate air conditioning extractor grills. The dark stain extends across the halves of the pilasters within the curtilage of No. 21, Fascia: The dark stained canopy continues the oriental theme, with gold script lettering and flood lights along the top. Side access: The dark stained multi-panelled door is in its original position. Level of maintenance: High. Apparent level of prosperity: High. Contribution to the CA: Neutral.

NOS. 25, 27, AND REAR ACCESS WAY. Below: Historic features which are retained.

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No. 25: An Indian take-away of typical traditional design. **Shop front:** Installed in 1997 when changed from shop to restaurant /takeaway. Dark stained modern front with central shop door and dark stained stall risers and red ‘Dutch’ blind. **Fascia:** Red lettering on yellow panel, with projecting spot lights. **Side access:** Original dark stained door in original position. **Level of maintenance:** fair. **Apparent level of prosperity:** Medium. **Upper floor:** Rendered lintels and capitals to first floor windows have been stained pale blue. **Contribution to CA:** Neutral.

No. 27, empty at time of inspection. **General impression:** A newly installed modern utilitarian shop front with an off-centre entrance door, painted white throughout, with a stallriser of off-white glazed tiles. **Contribution to CA:** Neutral. **Passageway:** Narrow single storey passageway to small rear yard. **Upper floor:** The first floor fenestration continues that of the adjoining shops.

No. 1 Woodside: A double-fronted two-storey house with canted bays to one side and squared bays to the other, In yellow brick with red brick string courses and rusticated quoins which repeat the details of the adjoining shops, as do the ornamental capitals to the sash windows. Centrally placed doorway with a window above. The slate roof has been increased in pitch to accommodation which are lit by large sloping rooflights. The small front garden is filled with mature shrubs and is bordered with a white picket fence above a brick wall, and the central white picket front gate is supported on red brick piers. **Contribution to CA:** Positive.
North Side, Nos. 32 to 2
AND 1A STRATHEARN ROAD
Like the properties on the south side of Leopold Road, the ground floor shops display a wide variety of treatments, in contrast to the unified facades to the upper floors. They are arranged photographically from left to right to indicate their relationship to each other and provide a sense of visual continuity.

Nos. 32 to 8: The facades consist of three Georgian proportioned sash windows on each floor separated by brick piers of about the same width as the windows. As with the south side, the properties step up slightly with the slope of the street.

No. 32: Florists with an elegant period shop front with many original features retained. Shop front: A wider shop front because of fan-shaped plot, with an additional bay, a separate shop window to west, and wide pilasters. The pilasters, fascia,
NOS. 30, 28 AND 26 LEOPOLD ROAD. Below: Historic features which have been retained.

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<th>No.</th>
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stall-riser and frames are all freshly painted in white. **Fascia:** Elegantly painted shop name. **Blind:** Traditional green and black striped blinds to main and side windows. **Side access:** None; original door opening retained as part of shop window. **Upper floors:** Original sash windows retained. **Level of maintenance:** High. **Apparent level of prosperity:** High. **Contribution to CA:** Positive.

**No. 30,** A newsagent/tobacconist whose front is used as an advertising hoarding. **Shop front:** modern utilitarian front installed in 1974 with a central shop door. No attempt has been made to provide a window display, the window being full of small adverts and notices. The stall riser and traditional red and white blind are also used as advertising space, as is the white **fascia.** **Side Access:** Retained with dark stained side access door. **Upper floors:** Lower lights to sash windows replaced with top hung casements. **Level of maintenance:** poor. **Apparent level of prosperity:** Low. **Contribution to CA:** Negative.

**No. 28,** An estate agent with a straightforward if utilitarian shop front. **Shop front:** Modern, fairly smart front with white frame, stall risers and central shop doorway. Property adverts neatly displayed. **Fascia:** Neat, white, with shop sign in elegant modern lower case sans serif. **Side access:** Retained, with standard modern ‘half-moon’ black painted door. **Upper floors:** Upper lights to sash windows replaced with top hung casements. **Level of maintenance:** High. **Apparent Level of prosperity:** High. **Contribution to CA:** Positive.

**No. 26,** A shop selling pet food and accessories whose front is used as an advertising hoarding. **Shop front:** Modern, metal frame, picture window with low stall riser. **Fascia:** Dominant, white lettering on red ground. **Side access:** retained. **Blind:** Dominant red Dutch blind used as hoarding. **Upper levels:** The first floor windows are original but the upper lights to 2nd floor sash windows have been replaced by top hung casements, 12-light on first floor. **Level of maintenance:** fair. **Apparent level of prosperity:** fair. **Contribution to CA:** Neutral.