

The Mall

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The Mall Conservation Area Character Profile was approved by the Planning Applications and Transport Sub-Committee on 3 June 1996 as supplementary planning guidance. If you have any queries regarding this profile or wish to carry out works in the conservation area please contact Environment Department reception on 0181 748 3020 ext 3330.

Design and Conservation
Development Services Division
Environment Department
London Borough of Hammersmith and Fulham
Town Hall
King Street
LONDON W6 9JU
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The Barton Willmore Partnership were the consultants for the first draft of the Mall Conservation Area Character Profile.

Front cover: Kelmscott House, Upper Mall, 1896.
Hammersmith & Fulham Archives and Local History Centre

FOREWORD



The London Borough of Hammersmith and Fulham is fortunate enough to have 43 conservation areas covering almost half the Borough. These have been designated in recognition of the importance of the historic and architectural heritage in our Borough. As Chair of the Environment Committee, I am committed to the preservation of these areas with the help of residents and local groups, so that they continue to enhance the quality of life in the Borough and so that they survive as good examples of our heritage for future generations.

This Profile describes the special character of the Mall Conservation Area identifying buildings of note, interesting historic facts and showing how the buildings, open spaces and streets work together to create an environment worthy of protection.

I would like to thank all local groups who helped to prepare these Profiles, in particular the Hammersmith and Fulham Historic Buildings Group under the dedicated leadership of Angela Dixon. Through the consultation process the documents have evolved to represent not only officers' assessments of the conservation areas, but those of the local amenity societies and residents groups active in each area. I hope these Profiles will now provide extra assistance in the stewardship and preservation of what is best in the Borough.

A handwritten signature in cursive script that reads "Sally Powell". The signature is written in dark ink on a white background.

Councillor Sally Powell
Chair of the Environment Committee

1 INTRODUCTION

1.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that every local authority shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and shall designate them as conservation areas. The Borough has 43 such areas designated over 22 years, of which The Mall Conservation Area is one.

1.2 Once an area has been designated, certain duties fall on the local authority; in particular under paragraph 71 of that Act whereby the local authority must from time to time formulate and publish proposals for the preservation and enhancement of those conservation areas.

1.3 The Council is doing this in stages. The first stage is this document which is called a Conservation Area Character Profile. The "profile" aims to give a clear definition of what constitutes the special architectural or historic interest which warranted the designation of the area as a conservation area. It also includes some broad design guidelines which will aid all concerned in their efforts to preserve or enhance the character of the conservation area.

1.4 Each profile document is intended to form a sound basis, justifiable on appeal, for development control decisions, and for the guidance of residents and developers.

1.5 The next stage will be the production of more detailed design guidelines were necessary in consultation with Councillors, the Hammersmith and Fulham Historic Buildings Group, Hammersmith Society and other local groups. Policy documents for the preservation and enhancement of individual conservation areas may be prepared and will be the subject of local consultation.

1.6 The profiles and subsequent design guidelines will be supplementary planning guidance and will support the Council's statutory Unitary Development Plan which sets out the planning policy framework for the development of the borough and development control decisions. They will constitute material planning considerations in the determination of planning applications.

1.7 The Government has given guidance to local authorities on how to operate the legislation in their Planning Policy Guidance document (PPG15), entitled "Planning and the Historic Environment". Here we are reminded that the prime consideration in identifying conservation areas is the quality and interest of areas rather than that of individual buildings. There has been increasing recognition in recent years that our experience of a historic area depends on much more than the quality of individual buildings. This would include the historic layout of property boundaries and thoroughfares; a particular 'mix' of uses; characteristic materials; appropriate scaling and detailing of contemporary buildings; the quality of advertisements, shopfronts, street furniture and hard and soft surfaces; vistas along streets and between buildings; and the extent to which traffic intrudes and limits pedestrian use of spaces between buildings. The Secretary of State therefore intends that conservation area legislation should be seen as the means of recognising the importance of all these factors and of ensuring that conservation area policy addresses the quality of townscape in its broadest sense as well as the protection of individual buildings.

1.8 This intention is reinforced by English Heritage in their document "Conservation Area Practice" which recognises that as the number of conservation areas being designated continues to grow their designation is increasingly being looked at more critically. It is therefore even more important than before that there should be a clear definition, recorded in some detail, of what constitutes the special architectural or historic interest which warranted the designation of every conservation area.

1.9 In line with the guidance given by both the Government and English Heritage, therefore, this conservation area profile will aim to define the character of the conservation area on the basis of an analysis of all or some of the following criteria :-

- the origins and development of the street patterns, the lie of the land;
- archaeological significance and potential of the area, including any scheduled monuments;
- the architectural and historic quality, character and coherence of the buildings, both listed and unlisted, and the contribution which they make to the special interest of the area;
- the character and hierarchy of spaces, and townscape quality;
- prevalent and traditional building materials for buildings, walls and surfaces;
- the contribution made to the character of the area by greens or green spaces, trees, hedges and other natural or cultivated elements;
- the prevailing (or former) uses within the area and their historic patronage, and the influence of these on the plan form and building types;
- the relationship of the built environment to landscape/townscape including definition of significant landmarks, vistas and panoramas, where appropriate;
- the extent of any loss, intrusion, or damage that has occurred since designation;
- the existence of any opportunity sites;
- unlisted buildings which make a positive contribution to the conservation area according to English Heritage's criteria.

2 DESIGNATION

The Mall Conservation area was designated in 1971.

3 CONSERVATION AREA BOUNDARY

3.1 The Conservation Area boundary can be seen on the Plan on pages 14 and 15.

3.2 The Mall Conservation Area consists of a

relatively narrow area of land, foreshore and river situated between two very strong boundary lines; the Borough boundary running along the centre of the River Thames and the Great West Road.

3.3 The eastern boundary is equally positive being formed by the frontage to Hammersmith Bridge Road but including the open space to the east of Hammersmith Bridge. However, the western edge merely follows the line of the Borough boundary running between the Great West Road and Chiswick Mall along British Grove and Millers Court.

4 BRIEF HISTORY OF THE AREA

4.1 The name Hammersmith has always been associated with the northern bank of the River Thames extending from Chiswick to Fulham. This historic part of the riverside is now predominantly within the Mall Conservation Area.

4.2 So far as is known, there is no archaeological record¹ for the conservation area, although part of it is situated in an Archaeological Priority Area. Given the importance of river communication throughout the medieval period, it is likely that the earliest settlement in the Hammersmith area would have been close to the river, perhaps based on Hammersmith Creek (clearly shown on Rocque's map of 1741-45). By the seventeenth century a small dock had been developed there which was used to supply the hinterland and specifically the Cromwell brewery nearby. It was also used to take produce from the Hammersmith market gardens to the City markets. The Creek, later to be known as Little Wapping, has now been filled in.

4.3 From around the second half of the seventeenth century and throughout the eighteenth century, a number of substantial houses began to be built along the waterfront. The south facing bend in the river and the rural setting were regarded as particularly healthy and attracted a large number of educational establishments for this reason.

4.4 Rocque's map shows that within the conservation area open fields extended northwards from the rear of the residential development along the riverfront. The parallel street pattern of the area extending from the riverfront north to King Street (even though it is now truncated by the Great West Road) originated from the few field boundaries, footways and bridleways recorded on Rocque's map of 1745.

4.5 By the seventeenth century, Hammersmith had become an important residential area. This was particularly relevant to The Mall Conservation Area, which became an important residential quarter with the best houses situated along the waterfront ². This influx of population and residential building along the waterfront (as well as in Queen Caroline Street) precipitated from the erection of the chapel of ease (now St Paul's Church) in 1630 in what used to be the centre of the old village at Broadway.

4.6 By the eighteenth century the settlement pattern continued westwards from Queen Caroline Street along the river front into the Lower, Upper and Chiswick Malls with houses overlooking the Thames. The Malls remain one of the best localities to appreciate eighteenth century Hammersmith. Industry and other activities also existed ³.

4.7 However, very little of this building has survived. In 1915 the Survey of London recorded that industrial development was gradually destroying the beauty of the riverfront ⁴. Wartime bomb damage harmed the continuity of the historic urban fabric. Furthermore, modern developments have not been of a uniformly high design standard which has inevitably led to a dilution of the character and scale of the area.

4.8 The creation of a narrow riverfront strip is a modern intervention brought about by the building and then widening of the Great West Road. This major division in the urban fabric effectively severed the river frontage (Chiswick Mall, Upper and Lower Malls) from its hinterland

of which it was previously an integral part both historically and socially, the western end forming part of the Scott Estate ⁵.

5 CHARACTER AND APPEARANCE

5.1 The character of the conservation area is derived from the historic built form and its relationship with the river. This provides an exceptional townscape to the river edge. Fragments of 17th and 18th century Hammersmith survive and these are focused around the three groups of listed buildings: Hammersmith Terrace, Upper Mall and Lower Mall, many of which are valued for their historic and outstanding architectural quality.

5.2 Associated with each of the above groups are areas of late Victorian residential development. The individual houses and terraces of this period, whilst lacking outstanding architectural qualities, make an important contribution to a townscape of value.

5.3 Underlying the above building periods is the street pattern, much of which can be traced back to early maps and histories of the area.

5.4 Of great importance to the conservation area is the riverfront and river with its splendid views both upstream to Chiswick Road and downstream past the bridge, and panoramas. This also underlines the importance of the quality of the riverside open spaces and footpaths and the views of the conservation area from the Thames itself (as well as from the old towpath, now a public footpath on the opposite bank) ⁶. The rural character of the southern bank of the river is important in views out of the conservation area. The river's recreational use adds much to the area's character and appearance.

5.5 Located on the outside of a bend in the river, there are gravel deposits which make it a suitable place to beach boats. When the tide is low the foreshore provides an area for informal recreation allowing people to get closer to the water's edge.

5.6 Along much of the riverfront, the riverside walls reinforce the linear characteristic. However, the roads that run at right angles to the river mean there are views both to and from the river, breaking up the riverside frontages. Only at Chiswick Mall and Hammersmith Terrace do the buildings form a screen to the river.

5.7 The predominant land use is residential development. Other uses include offices (River House West at the junction of Eyot Gardens and the Great West Road); education (the Latymer Upper School situated between Weltje Road and Rivercourt Road); and the Thames Water pumping station between the Great West Road and Upper Mall. The area also contains a number of public houses, boating clubs and boating headquarters along the riverfront. Sailing, rowing and sculling clubs use the river for their boating activities, as do other recreational craft. All this makes this area an important recreational and educational facility used all year round by many people. Piers, landing stages, steps and moorings add interest and character.

5.8 The northern edge is naturally dominated by the presence of the Great West Road, and the resulting pollution (including noise and visual clutter). For most of its length, properties on this boundary turn defensively away behind high walls. The only properties exposed to the road are those left at the end of former roads linking to the riverfront. Even more unfortunate is the surviving south side of Verbena Terrace. Essentially, the character is typical of a roadside strip along any major highway.

5.9 The conservation area can be split into the following sub-areas which reflect the diverse character of the different areas within. These are shown on the plan on pages 14 and 15.

- A** Chiswick Mall to Hammersmith Terrace
- B** Black Lion Public House to Oil Mill Lane
- C** Upper Mall from Linden House to Furnival Gardens
- D** Furnival Gardens
- E** Lower Mall

A Chiswick Mall to Hammersmith Terrace

5.10 The main character of this part of the conservation area is derived from the groups of terraces of different scales and styles, and the variety of internal views due to the compact nature of the fabric and the irregular street pattern.

5.11 The terraces have retained their uniformity and this is key in defining the townscape quality of this area with the strong rhythms created by the facades and rooflines. The older properties along Chiswick Mall provide a more varied townscape of exceptional quality enhanced by the bends in the road as it follows the line of the river. Generally views of the river are screened and there is a strong sense of enclosure.

5.12 Eyot Gardens is a late Victorian development, consisting of three storey terraces in brick with stucco decoration. The height of the buildings and the scale of the street with strong regular building lines creates a hard landscape with trees, hedges and planting in front gardens softening this in places.

5.13 Nos. 1-15 (odd) (Buildings of merit (BOM's)) and 2-16 (even) are matching terraces, three storeys in yellow brick with white painted stuccoed ground floor bays, decorative lintels to first and second floor windows and a continuous horizontal cornice line at second floor sill level. Roof eaves are projecting and bracketed. The eastern terrace has been partly spoilt by the full width dormer added to the front of No. 12. The garden walls are varied, some with original detailing and many with hedges behind.

5.14 The remaining terrace of Victorian houses at the north end of Eyot Gardens has two storey high bay windows, with attic storey windows set in steeply pointed gables. This emphasises the rhythm of the roofline. Two houses have had the attic gables removed. No. 26 has added a full width dormer window and No. 18 has added a central dormer window.

5.15 Verbena Gardens on the northern boundary of the conservation area has had its setting spoilt by the Great West Road. There have been numerous alterations to the facades, some painted, others with new doors and windows, however the roofline has remained uniform.

5.16 The pedestrian footpaths of British Grove Passage and Mulberry Place provide an alternative route for pedestrians and give depth to the built form. They are marked by cast iron bollards at their junction with Eyot Gardens which are interesting features.

5.17 The row of new cottages in British Grove and the Millers Court development ⁷ merit little comment other than that they are acceptable in scale and materials if not in the finer elements of detailing, including the floorscape. They turn their backs on their surroundings focusing on an internal courtyard which is the reverse of the surrounding plan form.

5.18 To the north is River House West, an anomaly being a new office building in a residential area, but it has relatively little visual impact on the conservation area, being associated with the scale and activity of the Great West Road. The stepping back of the facade helps the block relate to Eyot Gardens.

5.19 At the entrance to Cedar House on Chiswick Mall there is a stone marked "H'mth 1931" (which used to read "London"). This stone marks the boundary between Hammersmith and Chiswick and the beginning of the Mall Conservation Area. There are good views west into Chiswick Mall, with Cedar House a particularly prominent feature, and east along this well defined route.



The Willows, Mall Cottage and Eyot Cottage

5.20 The Willows, Mall Cottage (Victorian Tudor detail) and Eyot Cottage (all BOM's) form an informal but harmonious group, of two storeys with a varied roofline, in weathered yellow stock brick with white painted windows and reveals. Eyot Cottage has a white painted wall with railings that helps to define the entry into the narrower enclosed section of Chiswick Mall where the properties separate the river from the road.

5.21 To the east of these are two single storey artist's studios (recently painted). These close the view to the south along Eyot Gardens and are the last remaining "industrial" buildings in the area. Opposite, at the corner of Eyot Gardens and Chiswick Mall, stands a decorative iron ventilation shaft.

5.22 No. 1 Eyot Gardens contains a small shop at ground floor level. The shop utilises the forecourt, paved in York stone as a seating area for refreshments, thereby creating an attractive little focal and activity point, capturing the space at the junction.

5.23 Looking due east, the staggered elevation of the St. Peters Wharf development indicates that the road gently turns to the north (following the river bank), with the high rendered flank elevation of Hammersmith Terrace clearly visible. St. Peters Wharf is a simple, dark brick group of studios specially designed for artists by M. Patrick, in 1970. They have a private courtyard facing the rear, overlooking the river.



St Peter's Wharf with Montrose Villas in the background.

5.24 It is when standing outside No. 2 Eyot Gardens, which has a good architectural detail on the flank wall, and looking east that Western Terrace comes into view on the left, together with the two large trees in the front gardens that are important features in the townscape. Western Terrace is an impressive grouping of Victorian three storey houses. The front gardens open the space providing relief and interest in the streetscape with the walls and railings defining the bend in the road. There is a noticeable difference in height and scale between No. 2 and No. 5, the latter being much older, in red brick with three 12-light sash windows to each floor (BOM including the boundary wall to the northeast and west) ⁸.

5.25 On the south side is Hammersmith Terrace, sixteen large houses that date from c.1755 (all listed) ⁹. These houses form one continuous block of buildings in a warm toned stock brick and were built on practically one and the same plan except for Nos. 1 and 16. The variation in height (the eastern block, Nos. 1-6 (consec) are three storeys high), the irregular spacing of the windows and the pillared porches projecting on to the pavement, with wrought iron railings to the basement areas, enhance the northern elevation. This though is of secondary importance to the terrace because the principal rooms face south onto the river ¹⁰.

5.26 On the north side of Hammersmith Terrace are Montrose Villas (BOM's) and Terrace Villas, separated by No. 2A which is a cottage pre-dating both and shown on the 1870 Ordnance Survey (O.S.) map. Terrace Villas is a late Victorian/early

Edwardian pair of semi-detached houses in red brick, with a ground floor bay each side of centrally paired recessed entrance porches, set behind a wall with railings. Montrose Villas is a typical two storey late Victorian style terrace with ground floor bays and paired entrances, set back from the pavement behind a low brick wall (some gardens have privet hedges).

5.27 Between Western Terrace and Montrose Villas is Mulberry Place, a pedestrian lane leading to a row of unspoilt two storey cottages (BOM's) fronting onto small private gardens entered by a gate off the footpath. This footpath is a remnant of one of the early abundant footways of Hammersmith ¹¹.

5.28 At the eastern end of Hammersmith Terrace, on the north side, is an unusual small private garden occupying the width of the footpath and secured by iron railings, with forsythia covering the brick wall at the rear. This defines the northern street boundary together with the low walls and hedges of Montrose Villas and the wall and railings of Terrace Villas. Views to the west are closed by the backs of the terraced properties on Eyot Gardens which capture the space in front of Western Terrace. The backs of this terrace have remained unaltered.

5.29 No. 1 South Black Lion Lane (BOM) is a mid-Victorian detached cottage of two storeys, in yellow stock brick, which sits virtually on the corner with Hammersmith Terrace. The front garden wall and neatly trimmed privet hedge are tight up against the kerb on the corner. The whole area has the scale of a pedestrian area.

5.30 The mid-Victorian cottage development continues along the western side of South Black Lion Lane. Nos. 5-21 (odd) (BOM'S) are attractive two storey terraces of cottages in yellow brick with slate roofs and are the remnants of this development. Each house has a recessed porch and is one window wide. Porches and windows are emphasised by white painted stucco. No. 11 has had a circular window inserted above the front

door at first floor. The gap between the terraces affords a view of a cottage and trees in the enclosed space behind. These have not been altered and the unified appearance and low brick walls provide a homogenous streetscene.

5.31 St. Peters Church can be seen looking north from South Black Lion Lane, and is a reminder that the whole area formed an entity before the advent of the Great West Road, being the southern part of the Scott Estate.

B Black Lion Public House to Oil Mill Lane

5.32 The main character of this part of the conservation area is derived from the opening up of the riverwalk and the resulting river views in both directions. The focal points are the areas of open space along the broader river walk and the remaining historic properties.



View looking east of riverside in conservation area

5.33 The Black Lion P.H. (listed Grade II)¹² lends its name to the Black Lion, or Bell, stairs leading down to the river directly to the east of Hammersmith Terrace. The Black Lion car park is visually contained by a gateway and railings facing the road and a repointed older brick wall to the north.

5.34 The arched wall facing the riverfront forms an effective visual screen between the car park and the gardens, and previously formed part of the buildings of the West Middlesex Water Company¹³. There is a passageway between the Black Lion car

park and the alignment of brick arches. This is rather weakly defined on the northern side by concrete bollards.

5.35 The east side of South Black Lion Lane is now occupied by the new development of Samels Court (with views through to the Victorian Pumping Station, and southwards to the river). These are four and three storey blocks of flats c.1960's set in a grassed area which contrasts somewhat unsympathetically with the surrounding plan and built form.

5.36 The open space runs from the arched wall to the Old Ship Inn, with good river views along its length. On the north side of the Inn a seventeenth century brick porch (listed Grade II) survives from the original building of the Old Ship P.H.¹⁴. There are three large willow trees that are visually very important to this space directly in front of the arched wall, and a recently renovated play area which provides a focus for family activity in the area.

5.37 The Victorian Pumping Station (BOM) is a dominant feature to the north seen behind a modern redbrick extension, the wall of which defines the northern edge of the space. In front of this is an area with five trees which is a positive element in the landscape and helps capture the space.

5.38 The stretch of the riverfront eastwards from here was cleared in the 1960's. Lord Napier Place is a modern housing development, notable in that it extends to the riverfront, on the sites of the former Albert and Atlanta Wharves¹⁵. The riverside footpath passes beneath the projecting end block, which has been designed in a rather heavy manner with deep brick piers reducing the path width and creating deep shadow.

5.39 To the north are mid 19th century properties which have been incorporated into the development. This includes a pair of semidetached villas and a short terrace. They are two storeys with a half basement, each being

reached by a flight of steps. The facades have been painted although there are very few other alterations. These are important in the setting of Linden House.



Linden House

5.40 Linden House (listed Grade II) ¹⁶, the headquarters of the London Corinthian Sailing Club, dates from the early 18th century. Built in brown brick with red gauged arches to the windows and a pediment above the central entrance door, it is an important highlight along this stretch of the river. There is a private forecourt/car park divided by railings from the public riverfront space. The forecourt contains three important trees.

5.41 To the north of Linden House are maisonettes above garages in Mylne Close designed by the Borough Architect's Department in 1962. Immediately adjoining the western flank elevation of Linden House there is a modern facade. It is two storeys, curved on plan with continuous window bands, and supported on two columns above a set-back ground floor. The low pitch slate roof also follows the curve and contains an inset dormer window. Overall, the effect is successful in terms of proportion and materials, and provides a useful visual end stop without detracting from the listed building. The relationship with the maisonettes to the east is less successful though they are set further away from Linden House.

5.42 The public space in front of the listed building is somewhat uninteresting, being a

relatively featureless expanse of paving with standard street furniture and lighting and a Ginkgo biloba tree. However, there is an elevated signalling box for starting yacht races. This is an interesting riverfront feature.

C Upper Mall from Linden House to Furnival Gardens

5.43 The signalling box marks the beginning of the Upper Mall proper, the riverside walk that extends up to and beyond Hammersmith Bridge. From the public space the riverside walk becomes narrower and shares its route with the road. It is bordered by a strong built frontage facing the river. Many of the properties have important historic associations.

5.44 Weltje Road, and the two short terraces facing the riverfront, are a late Victorian development, consisting of three storey houses with two storey front bays. Nos 42- 58 (even) Upper Mall are BOM's. Front doors are paired, with porches and slightly projecting first floor bays containing paired windows. All in all, these form a robust urban frontage with a strong roofline. There have been few alterations to the frontages which retain a strong sense of unity. There have been some front roof extensions on the properties facing the river but these do not disturb the overall uniformity of the terrace. All except one of the terraces facing the river, No. 52 Upper Mall, have been painted. No. 52 reveals that they have fine bath stone surrounds to all the windows and doors.

5.45 Weltje Road is the first road to give long views from the northern boundary of the conservation area to the river space. The two end terraced houses (facing the river) frame a view of the buildings on the other riverbank. The view north is closed by the angled facade of the terrace in the northern part of Weltje Road. The trees at the northern end soften the townscape and help shield views of the Great West Road with low walls, railings and hedges defining the boundaries of the front gardens.

5.46 The riverfront between Weltje and Rivercourt Roads is an attractive mixture of buildings of different periods and styles. The large red brick building of Latymer Upper School is partly visible, but does not detract from this grouping. River Court House, No. 36 (listed Grade II)¹⁷ dates from 1808 and is now part of Latymer School. However the 1960's Boat House, though of an appropriate scale, is a rather weak element in the townscape with the window bands giving a strong horizontal rhythm, not in keeping with the general character of this part of the conservation area. Nos 38 & 40 and 30 & 32 Upper Mall are BOM's.

5.47 The northern part of this block is bounded by the high brick wall of Latymer School forming a hard edge to Rivercourt Road though trees are evident behind it. The eastern side comprises of a variety of Victorian villas, each retaining many of its original features. Their front gardens are bounded by brick walls and high hedges with numerous trees and shrubs. The overall effect is a relatively soft green edge, of suburban character. There are open views at both ends of the street with Rivercourt Methodist Church spire to the north and a mature tree and the river to the south.



Rivercourt House beyond the curved bastions.

5.48 Opposite Rivercourt Road the riverfront widens out at the two curved bastions dating from c.1650¹⁸ (River wall between Nos. 20 and 36 listed Grade II). These give the opportunity for interesting views both up and downstream. However, due to the dual function of this stretch as both vehicular road accessing the houses and

riverfront walk this stretch inevitably tends to be dominated by cars, and has an asphalt road surface with standard street furniture.

5.49 The line of houses from Weltje Road to Furnival Gardens form a strong built frontage onto the riverside walk facing the river with gables and projecting bays providing incident and interest in the townscape. The character is derived from the uniformity in materials (brick), the different colours giving richness, and white window frames picking out and unifying the fenestration rhythms.

5.50 Beyond Rivercourt Road is an extremely interesting and attractive group of buildings, enhanced by the narrow footpath that skirts to the north of the Dove Public House and away from the riverfront.

5.51 The coachhouse is a small two storey building at the western side of this group of properties, adjoining Kelmscott House, with an interesting "dutch style" gable. This was the home of Dame Athene Seyler and is now occupied by the William Morris Society.

5.52 Kelmscott House¹⁹ dating from c 1785 is listed Grade II* and is a three storey House with a bowed addition of c1800. This adjoins Nos. 22 and 24 (both listed Grade II) which are set back from the footpath behind attractive front gardens, No. 24 having a combination of York stone paving interspersed with soft landscaping and bounded by railings²⁰. The front walls and railings form an important element in enclosing the space. No. 20 closes the sequence projecting forward its front garden wall to define the line of the footpath.

5.53 The flank wall of No. 21 closes the view east capturing the space in front and seemingly blocking the path along the riverfront. The path, which curves subtly to the left, is paved with York stone slabs and is visually articulated by the hanging pub sign about half way along its length.

5.54 The Dove P.H. (listed Grade II) dates to 1790 and forms part of a group of historic

properties facing the riverfront ²¹. Nos. 13 and 15 are the former Doves Bindery (listed Grade II) ²² where the Doves Press operated and Cobden Sanderson lived, No 17 is listed Grade II. The picturesque narrowness of the passageway space which opens out dramatically into Furnival Gardens to the east, and reveals impressive river bank views to the west, is a key element in the townscape.

5.55 There is an iron bollard at the eastern end where the path opens into the space of Furnival Gardens. On the northern side of the footpath is Sussex House c 1726 (listed Grade II*) ²³. The garden wall with fence and hedge tightly define the space of the footpath. There is a mixed group of mature trees evident behind a high wall to the rear of this property, sheltering the back of the properties in the Upper Mall and helping to capture the space within Furnival Gardens.



View into passageway from Furnival Gardens

D Furnival Gardens

5.56 Furnival gardens, a large open space, separates Lower Mall from Upper Mall ²⁴, at the narrowest part of the conservation area. Both the Thames and the Great West Road can be seen (and heard) from the centre of the open space. A recent feature, it was laid out in 1951 following the destruction by war-time bombing of the former dense and "picturesque" development of one of the oldest parts of historic Hammersmith known as Little Wapping. All that is visible of the former Creek is the outfall to the River. There was, until recently, a bronze plaque marking this point.

5.57 There are good views along the Thames in both directions with Hammersmith Bridge evident to the east. Viewed from the river, the frontage is dominated by the south flank of Hammersmith Town Hall and the four storey block of flats (Riverside Gardens) on the north side of the Great West Road, which help frame the space to the north.



Furnival Gardens, a riverside open space

5.58 There are recreational and residential boats moored at this point providing interest and activity at the water's edge and strengthening links with the river. At present these are at the correct balance without overwhelming the river and blocking views of the river and riverscape. At the southwestern corner of Furnival Gardens a pier was constructed for river steamers. This was constructed by Hammersmith Council in 1951 to celebrate the Festival of Britain. The brow by which the pier is approached aligns with the central axis of the Town Hall.

5.59 The river walk, which becomes the Lower Mall at this point, is a wide area of paving with "period" style lamp standards, and regularly spaced seats set on slightly raised concrete plinths.

5.60 Westcott Lodge and the houses in Mall Road mark the eastern edge of this open space. Seen from Furnival Gardens the rear of Westcott Lodge and Nos. 52-62 (even) Mall Road are partly concealed by walls and planting. However, the frontage of Mall Villas is clearly visible with a regular roofline, white painted window surrounds and string courses providing a uniform backdrop

with the majority of original windows remaining. Views of the backs of the southern part of Mall Terrace are important.

E Lower Mall

5.61 The character of the river walk in this part of the conservation area derives from a strong built river frontage of high townscape value leading to Hammersmith Bridge. To the north is an attractive small enclave of late Victorian houses which derives its character from the scale, materials and detailing of the properties.

5.62 Mall Road, Rutland Grove and Bridge View contain two storey terraces and semi-detached villas of a similar period and style e.g. gault or yellow brick, single storey front bays of robust detailing, with window surrounds and porches typical of late Victorian speculative development. On the east side of Bridge View there are three semi-detached villas in yellow brick with red brick window arches. The houses on Bridge View are noted as local buildings of merit. The groups of terraces have retained a strong uniform appearance through the preservation of their original features and form which is important in defining the character of the area.

5.63 The streets also benefit visually from the presence of mature Plane trees. The front gardens, especially the boundary walls and railings, are an important feature of the streetscene and it is vital to maintain these sensitively. They emphasise the regular building line and layout of the properties and define the street space.

5.64 Rutland Grove has a harder character than the other streets due to the high rear walls of the plots facing the river on the southern side (some of which appear to be contemporary with Kent House). These are important in enclosing, and providing a hard edge to the street space. Boundaries are defined elsewhere by the low walls and railings of the fronts of residential properties. There has been some more recent infill and this has respected the scale of the street.

5.65 Returning to Lower Mall, there is a mixed group of buildings between Westcott Lodge and Mall Road. No. 22 Lower Mall (listed Grade II)²⁵ is set further back and has been divided into an impressive pair of semi-detached Georgian houses, Westcott Lodge and Eastcott Lodge²⁶.

5.66 No. 20 is a small building of two storeys. The Furnival sculling club is a simple, well proportioned building in yellow brick with red arches and band courses, with the large doors at ground floor painted a dark green colour. Adjoining this is a modern infill block of flats of an appropriate scale and materials.

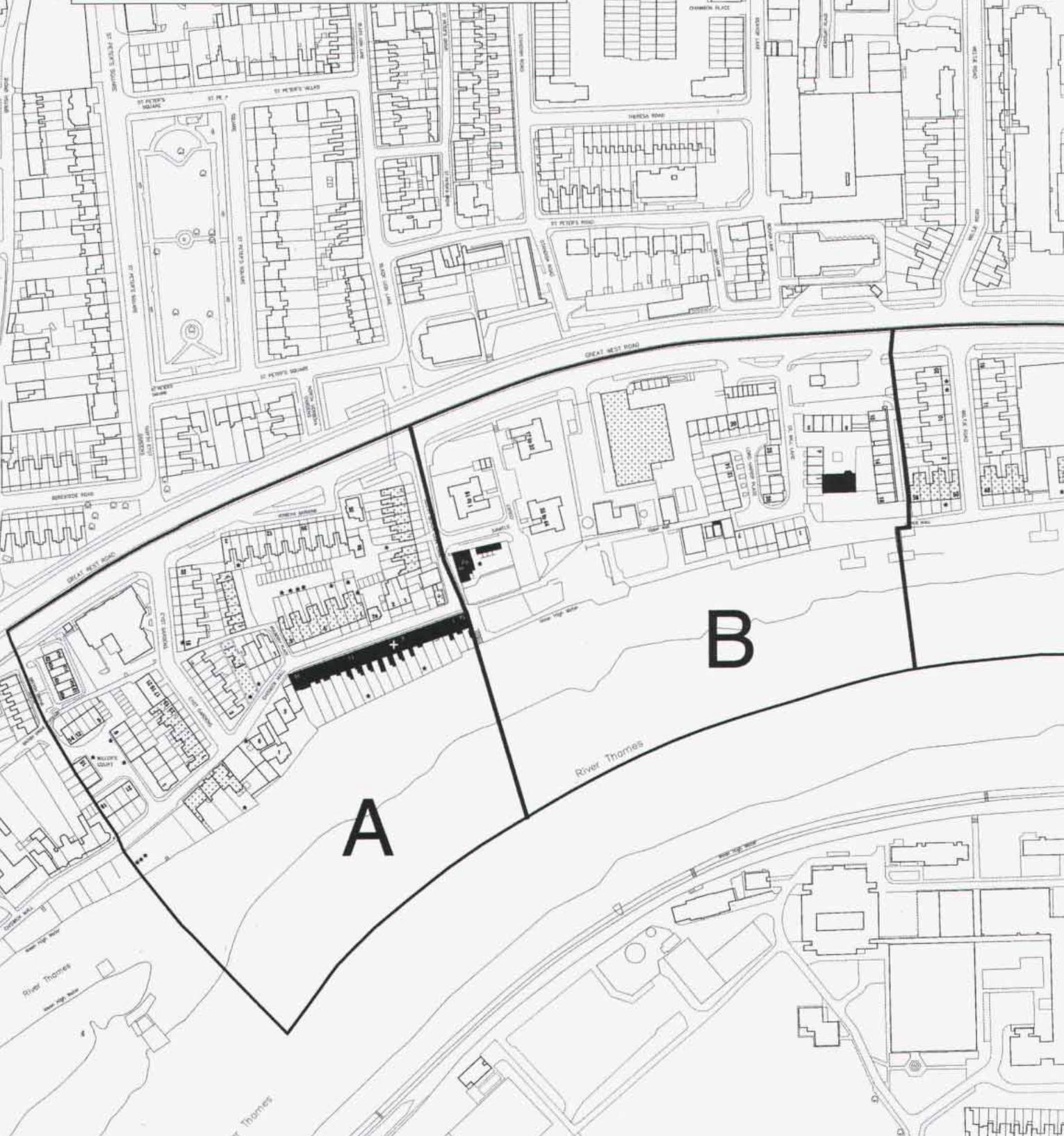


The river walk at Lower Mall

5.67 The core of this part of the conservation area is the group of listed buildings on the riverfront between Mall Road and Hammersmith Bridge Road. The Rutland public house and Auriol and Kensington Rowing Club (Nos. 14 and 15) are both buildings of local merit. They are distinguished by the iron balcony, which follows around the P.H. into Mall Road at first floor level, with decorative iron brackets. The balcony continues across the facade of the Blue Anchor public house. The riverfront walkway is wide enough to accommodate outdoor seating for the public house and is popular in good weather.

5.68 The remainder of Lower Mall, as far as Hammersmith Bridge, provides one of the highlights of the whole conservation area. It is considered to be one of Hammersmith's best streets.

PLAN OF CONSERVATION AREA BOUNDARY AND THE SUB - AREAS



| KEY | |
|-----|--|
| | Grade II* Listed Building |
| | Grade II Listed Building |
| | Grade II Listed Structure |
| | Buildings of Merit |
| | Areas of Archeological Importance |
| | Tree Preservation Order |
| | Conservation Area Boundary and Sub-Area Boundaries |

NOTES

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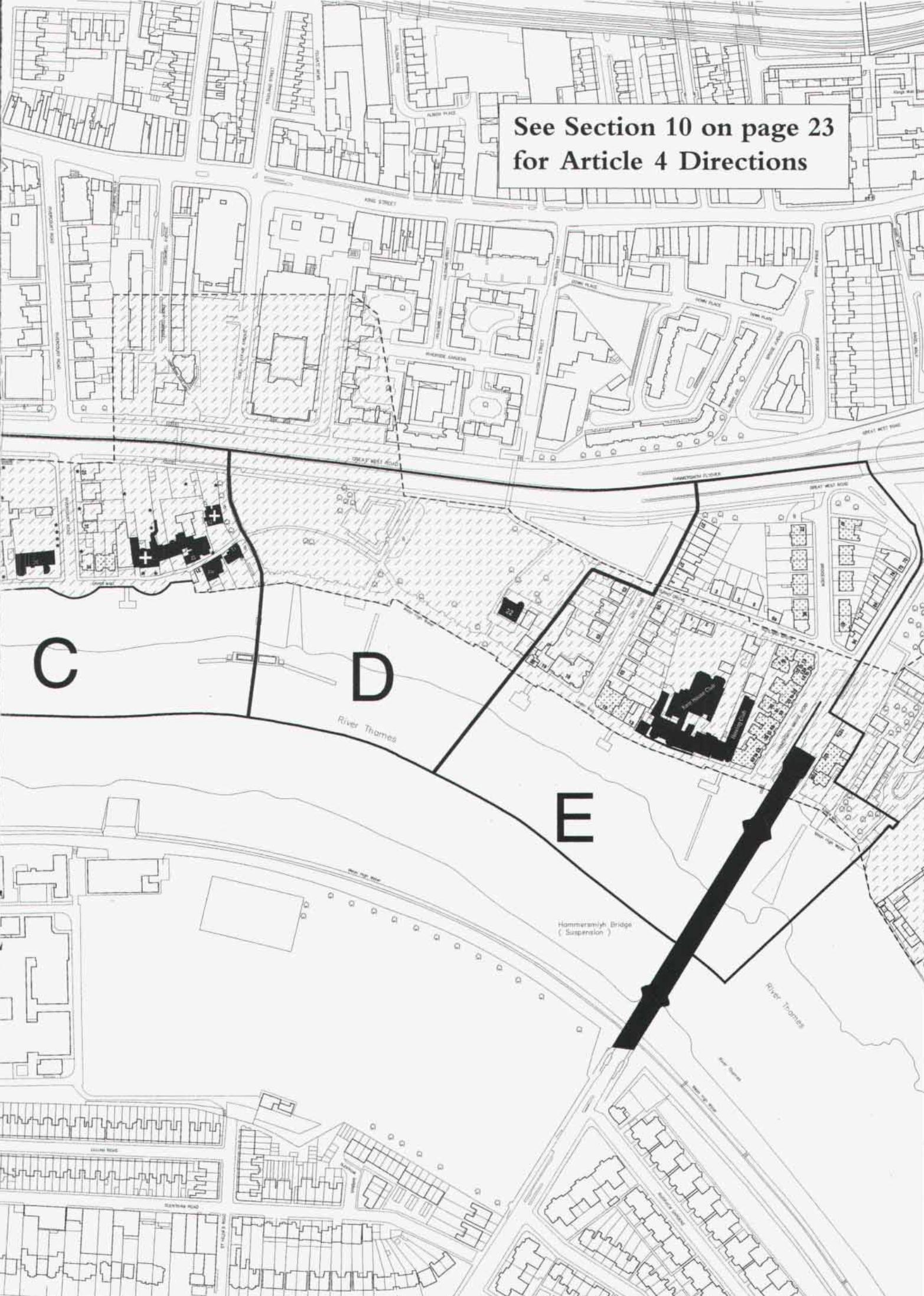
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NOT TO SCALE

See Section 10 on page 23
for Article 4 Directions



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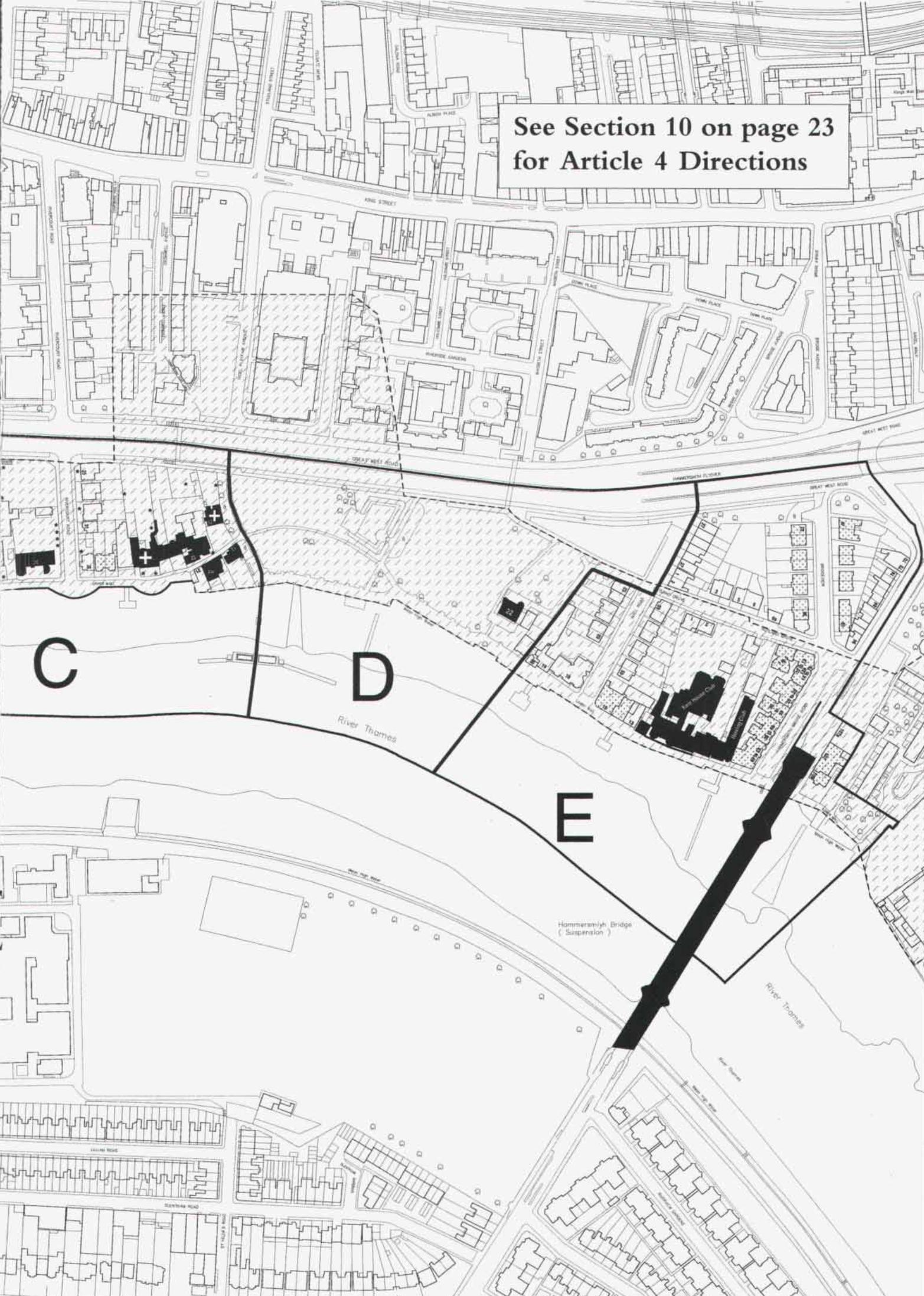
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E

River Tronios

Hammaramiyh Bridge
(Suspension)

River Tronios



5.69 Nos. 6-9 (consec) Lower Mall (listed Grade II)²⁷ form an attractive late Georgian group of houses with iron verandas at various heights. No. 10, Kent House (listed Grade II)²⁸, c 1762, is a very fine example of domestic architecture of the latter part of the 18th century, and it still retains good iron railings and gate. This building is now used by the Association of Hammersmith Clubs. Nos. 11 and 12 (listed Grade II)²⁹ are two humble cottages of brick and tile dating back to the early 17th century albeit somewhat altered³⁰.

5.70 Digby Mansions (BOM, late Victorian period) forms a fitting end-piece to this group, giving a boundary of appropriate scale to Hammersmith Bridge Road, and to the size of the bridge and its raised approach. The corner dome and the elaborate iron balconies on the river front are of particular interest in the street scene. Windows have been replaced with inappropriate modern alternatives in Nos. 30 - 38 but the remaining wooden window frames painted white are key in the uniformity of these blocks.

5.71 This stretch of riverside walk is also more attractive than elsewhere, partly due to the variation in scale and height of the listed buildings, but also largely due to the railings and front boundary walls and to the subtle curve which adds interest. The positioning of the street lamps and trees visually emphasises the curve.

5.72 The first Hammersmith suspension bridge (1824-1827)³¹ was the first of its kind to be extended over the River Thames³². This bridge was replaced in 1883-1887 by Sir Joseph Bazalgette, who re-used the piers and abutments. This bridge (listed Grade II), which still exists today, has recently been repainted close to the original colours as the architect and Ministry of the Board of Works at the time intended.

5.73 North of Digby Mansions on the west side of Hammersmith Bridge Road are Nos. 70-94 (even), an interesting row of two-storey mid Victorian properties, most of the southern end are converted to commercial uses on the ground floor,

with some good front railings. There is an interesting 'dutch style' gable detail on No. 94 providing a feature at the junction with Rutland Grove. The northern properties have a brick pediment and stucco detailing. A modern P.H. in Elizabethan half timbered style, The Oxford and Cambridge, completes the street before the scale changes dramatically with the Hammersmith flyover and its ground level gyratory traffic system.

5.74 The conservation area includes a small group of properties on the east side of Hammersmith Bridge Road, consisting of three period buildings of local merit and the modern "golden rule" inspired small office building by Michael Manser.

5.75 Following the route of the Lower Mall underneath Hammersmith Bridge the conservation area extends to include the riverfront open space and is terminated by the Queens Wharf office building at the southern end of Queen Caroline Street. The drawdock and rainwater outlet are interesting features in this area.



The listed Hammersmith Bridge

6 BROAD DESIGN GUIDELINES

6.1 The previous section described the character of the conservation area looking at individual buildings, groups of buildings and the general townscape. This section identifies key components which define the character, or those which affect it, suggesting broad design guidelines to deal with each one.

6.2 Piecemeal changes to individual properties, when considered cumulatively, can have a severely negative affect on the special character and appearance of an area. The following section outlines factors the Council considers to be important in preserving the character of an area through encouraging good practice. Not all the alterations and works listed below require planning permission or conservation area consent. (This is set out in a general leaflet for this conservation area which residents of the conservation area should have received through their door. Alternatively it is available from this Council at the address on page 1).

6.3 In respect of the highway and its infrastructure the constraints on local government expenditure and the duty to maintain a safe surface means that priority cannot be given to providing historical materials or upgrading or altering street furniture.

6.4 The predominant land use in the built up areas is residential and this is important in defining their character. The recreational use of the river walk and associated public open space is also important and key in providing activity within the area. The river is used for sporting and other recreational boating activities and there are residential moorings at Furnival Gardens. When the tide is out the foreshore can also be used as a recreational area. It is of enviromental importance as a feeding ground for birds and as a habitat for other wildlife.

Alterations to buildings

6.5 There are many buildings that have been

altered including the addition of roof extensions and rear additions. Generally, these do not seriously detract from the character of the individual groups of buildings or of the conservation area as a whole therefore, in line with Unitary Development Plan policies we will resist unsympathetic alterations.

6.6 There are some cases of inappropriate use of colour and poor quality details on buildings.

6.7 The character of the conservation area is derived from the groups of terraces and their uniform appearance, and the quality and appearance of historic buildings along the riverfront.

6.8 Alterations to individual buildings within a terrace or group can have a particularly damaging effect destroying its homogeneity. The massing and rhythm of the buildings within a street is a key element in defining its character. Extensions and alterations to properties should not visibly affect their scale, rhythm and massing when seen from the street or any public space and should not be excessive additions to the properties.

6.9 Detailed guidelines are needed to prevent unsympathetic and inappropriate alterations in the future.

Roof extensions

6.10 Front roof extensions are generally considered unacceptable and will only be considered if the property is within a terrace which has been significantly impaired by front roof extensions.

6.11 The design of any rear roof extension should be sympathetic to the character of the conservation area. Where they are visible from the street, including long views, then particular attention will need to be paid to their appearance. In some cases, high visibility of the rear roof of properties may prohibit a roof extension where it would have a detrimental affect on the character of the conservation area.

6.12 There should be no more front roof extensions at 42-58 Upper Mall.

6.13 One property in Mall Terrace has had a rear and side roof extension which although of limited impact should not be repeated since further additions would harm the appearance of the conservation area at this point.

6.14 Where traditional materials remain in place repairs or alterations to roofs and dormer windows should use matching traditional materials, i.e. slate, lead and timber.

6.15 Existing rooflines should not be disturbed. Original features such as decorative ridge roof tiles, finials, cast iron gutters and down pipes, original roofing materials and their pattern should all be retained.

6.16 Original chimney stacks which are visible from the street or public spaces should be kept. Original chimney pots should not be removed.

6.17 Modern additions such as satellite dishes, T.V. aerials, rooflights and vents should be as inconspicuous as possible. Enclosed water tanks on roofs should be avoided.

Rear extensions

6.18 When they require planning permission rear extensions will be considered on their own individual merit. In all cases the design and materials used should be in keeping with the existing property and all planning standards in the Unitary Development Plan should be met.

6.19 These are unlikely to be acceptable in sub-area C and should take account of the above guidelines elsewhere.

6.20 Rear building lines should respect and take into account the value of rear gardens.

Painting and rendering

6.21 Existing brick elevations, including chimney stacks, should be properly maintained and repointed and not painted or rendered.

6.22 Existing stucco and plasterwork should be regularly maintained.

6.23 Properties which are not already rendered or painted should remain in their original finish. Properties which are already painted should ideally be repainted a brick colour to match the colour of the original brick or advice should be sought regarding whether the paint can be safely removed. Where rendered they should be repainted an appropriate colour, i.e. white, pale or pastel shades rather than vivid colours.

Windows and original features

6.24 Original architectural features such as timber sash windows, panelled doors, decorative stucco, moulded window surrounds, door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable or features missing, owners are encouraged to reinstate these with traditional or matching designs.

6.25 All original features should be kept. If their loss is unavoidable they should be replaced with exact replicas.

6.26 Properties with poor replacement windows should change them for those of a more appropriate design when an opportunity arises.

Other additions

6.27 Alarm boxes should be located away from important architectural detail so as to minimise their affect on the townscape quality of an area and the appearance of the building on which they are located.

6.28 Satellite dishes and T.V. aerials will not be permitted where they would be visually obtrusive and where alternative locations are possible.

6.29 Further detailed guidelines may be helpful in ensuring that these additions do not have a negative impact upon the character of the conservation area.

Setting of the conservation area

6.30 The setting of a conservation area is important in defining its character and appearance. Any development, or alterations to properties, affecting the setting of the conservation area should take full account of the character and appearance of the conservation area, and should preserve or enhance it, as described in the Profile.

Landmarks

6.31 St. Peter's Church is a landmark evident from the western part of the conservation area.

6.32 Hammersmith Bridge is a landmark evident from along the riverfront and particularly dominant along Lower Mall. No development should be allowed to weaken the presence of this structure.

Views

6.33 The overriding character of this conservation area is the riverside, the main feature being the riverside walk which gives exceptional views of the Thames both up and down stream. The views across the river to the rural south bank should be maintained.

6.34 St. Peter's Church is a major landmark feature evident in views along the curve of the Great West Road when seen from either direction. Hammersmith Town Hall is a significant building evident in views within and into the conservation area.

6.35 The screening of the Great West Road is important in the composition of many views. Existing screening should be maintained and new planting used where appropriate.

6.36 Great care is required so as not to block, or have an impact on, key views by intervening or inappropriate development. The existence, and

importance of these views should help determine the permitted heights of new buildings in sensitive parts of the conservation area.

Building line

6.37 The frontages on either side of a street define an enclosed space which is in a critical relationship to the scale of the buildings. This relationship has often been lost by redevelopment breaking the rhythm of the elevations and spaces. Any new development in the future should respect the dominant building line within a street, and the general rhythm of the facades, conforming to the height and alignment of the existing frontage.

6.38 There is a definite pattern of fronts and backs throughout the conservation area with properties fronting onto the street or public space. The building line of the rear of buildings can also be important as can its relation with gardens. This should be maintained throughout the conservation area through the careful design of any proposals to the rear.

Boundary treatment

6.39 There is a mix of boundary treatments with a variety of railings, low brick walls and hedges, or a combination of these. The original railings remain in front of some properties. These should be retained and replaced where missing. The hedge planting and greenery in many of the front gardens is important in softening the street space.

6.40 The Victorian properties have low brick walls, many with hedges or railings above, which are important in defining the character of the area and uniting the terraces. These should be retained and kept in good condition.

6.41 Properties with no boundary definition should be encouraged to reinstate the missing wall or railings as the absence of these boundary treatments destroys the rhythm and enclosure of the street. They should be of an appropriate and sympathetic design and materials.

6.42 Permission should not be granted for alterations or removal of original or traditional front walls and railings and their foundations. Owners should be encouraged to maintain railings in good repair, and to reinstate them with traditional and appropriate designs where they are missing or in a design matching the original where it is known. Where gates are required, these should match the railings.

6.43 In streets and terraces with traditional railings, dustbin or meter enclosures in front areas should not be permitted where they would detract from the appearance of the area from the street.

6.44 The excavation of front gardens to provide windows to basements or increase the light to basements should not be permitted in areas where the planting of the front gardens is an integral part of the design of the street or terrace and the extent of the excavation would negatively impact upon this. They may be acceptable if they are sensitively designed and proportioned.

Landscape and floorscape

6.45 It is not only an area's buildings but also the spaces between them which are important to the character of an area. It is important that the roads and pavements form a neutral backcloth to the buildings within the conservation area.

6.46 There remain fragments of historic paving as in Doves Passage and at the eastern end of Hammersmith Terrace by the Black Lion Steps.

6.47 Footpaths should be of uniform materials, ideally traditional, which are visually distinguishable from the road surface (which should ideally be black, unless original cobbles or setts exist) and visually subordinate within the townscape providing a coherent character throughout the conservation area. All original granite kerb stones and areas of historic stone paving should be kept if practicable where it forms part of a significant composite scheme. New paving should be rectangular and not square and if not of York stone should at least be of the same colour.

6.48 Tactile surfaces are not always appropriate in conservation areas. Where they are absolutely necessary (e.g. at controlled crossings such as zebra and pelican) they need to be of contrasting colour for safety reasons. However we will not install them anywhere else.

6.49 Improvements could be made to the surfacing materials of the river walk and associated public spaces using materials appropriate to the character of this conservation area and adopting a uniform approach within the scope of resources that may become available.

6.50 Any highway management scheme should be of sympathetic materials which relate to their surroundings and are properly 'joined' to the surrounding footpaths/roads.

Open spaces

6.51 The main open spaces are focused along the river walk and are important in providing informal recreation and amenity space. The public open space in front of the London Corinthian Sailing Club is potentially very attractive, but would benefit from investment in planting, paving materials, lighting, seats, other street furniture including litter bins, all led by a coordinated design approach if resources permit. This would then become a more appropriate setting for this listed building.

6.52 The gravel foreshore along the river edge provides opportunities for informal recreational activities where this does not conflict with the nature conservation importance of the area.

6.53 The open spaces by the Great West Road flyover, though of no particular merit, are important buffers to the residential development.

Trees

6.54 Significant mature street and private trees of value to the townscape have been indicated. However all trees in a conservation area, including those in rear gardens, are protected. Owners should be urged to look after trees on their land

and plant new trees in order to ensure a continuing stock of mature trees for future generations.

6.55 There are certain areas which may benefit from tree planting if underground services allow, these include sub-areas A and C. The tree planting in sub-areas B and D could be enhanced. The Elms that used to be on the bastions could be replaced.

6.56 A programme of planting should be initiated where appropriate to ensure there is new stock to replace trees in the future.

Street furniture

6.57 The conservation area would benefit from more sympathetically designed lighting columns and lanterns should the opportunity ever arise. Lighting furniture could be improved along the river front and reviewed elsewhere.

6.58 A number of historic cast iron bollards survive. These should be retained in situ. All other existing concrete or metal bollards should be reviewed, and if they are still required, replaced with the traditional cast iron bollards.

6.59 The few remaining cast iron street name plates should if possible be retained.

Opportunity sites

6.60 There are no readily identified vacant or opportunity sites within this conservation area although opportunities for visual improvement are noted in the detailed description of the sub-areas.

6.61 Any redevelopment should be judged against criteria suitable for a conservation area, in which new buildings should contribute positively to the visual quality of the area, respecting the dominant pattern of development in terms of plan form and height of the townscape.

Advertisement hoardings

6.62 The proliferation of advertisement hoardings in the conservation area and the Great West Road should be discouraged. Permission

should not be granted for new hoardings.

6.63 Should unauthorised hoardings be erected, where resources permit, action should be taken against the owners of sites affected, the advertisers and their agents.

Shopfronts

6.64 The removal or alteration of historically and architecturally interesting shopfronts should be resisted and their restoration encouraged.

6.65 Where an original shopfront has already been partially removed, any surviving original ornaments and architectural features should be retained. Any new shopfronts should be carefully designed to incorporate the remaining traditional features.

6.66 Shopfronts spanning more than one property should avoid disrupting the vertical emphasis and should reflect the break between properties with pilasters.

6.67 Traditional materials should normally be used such as painted timber, (not tropical hardwood) iron and render. Coated aluminium or steel will be acceptable if the design of the shopfront is in keeping with the character of the building and enhances the conservation area.

Shop signs

6.68 Internally illuminated box facias will not normally be permitted as they are not sympathetic to the conservation area. Individually illuminated letters or neon words are preferred. Any type of internally illuminated signs should be carefully integrated into the shopfront as a whole.

6.69 Consent should not normally be granted to install internally illuminated projecting box signs. Traditional hanging signs are preferred, located in such a position as to avoid damage to original features.

6.70 Security grilles where absolutely necessary should be open mesh and ideally located internally.

Solid shutters should be resisted except where the window display remains visible and only the door is shuttered or the shop front is an open type e.g. greengrocers.

6.71 Where canopies are required they should be straight canvas canopies capable of full retraction.

6.72 Architectural details should not be obscured or removed and care should be taken to ensure that the size, shape and position of canopies are appropriate to the building.

7 OTHER RELEVANT DOCUMENTS

The Unitary Development Plan; Hammersmith and Fulham Borough Council, adopted December 1994.

Thames Strategy, a study of the Thames; The Government Office for London, April 1995. Strategic Planning Guidance for the River Thames; The Government Office for London, February 1997.

London Terrace Houses 1660 - 1860; A guide to alterations and extensions; English Heritage, February 1996.

Department of the Environment/Department of Heritage; Planning and the historic environment PPG15, September 1994.

Conservation Area Practise, English Heritage guidance on the management of conservation areas; English Heritage, June 1993.

8 LISTED BUILDINGS IN THE CONSERVATION AREA

| Buildings and Structures | Grade |
|--------------------------|-------|
| Hammersmith Bridge | II |
| Lower Mall: | |
| No. 6 | II |
| No. 7 | II |
| No. 8 | II |
| No. 9 | II |

| | |
|---|----|
| No. 10 Kent House including railings and gate | II |
| No. 11 and 12 | II |
| No. 22 (Westcott Lodge) | II |

Upper Mall:

| | |
|--|-----|
| Nos. 12 and 14 (Sussex House) (including boundary wall to the north) | II* |
| Nos. 13 and 15 | II |
| No. 17 (including old boundary walls) | II |
| No. 19 (including old boundary walls) | II |
| River wall between nos. 20 and 36 | II |
| Nos. 22 and 24 | II |
| No. 26 (Kelmescott House) | II* |
| No. 36 (Rivercourt House) | II |
| No. 60 (Linden House) | II |
| Gates and railings to no. 60 | II |
| Porch of former Ship Inn, east of Old Ship | II |

South Black Lion Lane:

| | |
|-------------------|----|
| The Black Lion PH | II |
|-------------------|----|

Chiswick Mall:

| | |
|--------------------------------------|-----|
| No. 7 Hammersmith Terrace | II* |
| Nos. 1A and 1-16 Hammersmith Terrace | II |

9 BUILDINGS OF MERIT IN THE CONSERVATION AREA

Bridge View:

| |
|---|
| Nos. 22 - 36 (even), Nos. 47 - 61 (odd) |
|---|

Hammersmith Bridge Road:

| |
|------------------|
| Digby Mansions |
| Nos. 107 and 109 |

Lower mall:

| |
|---------------------------|
| No. 14 (Auriol RC) |
| No. 15 (The Rutland Arms) |

Upper Mall:

| |
|---------------------|
| No. 30 -32 (even) |
| Nos. 38 - 40 (even) |
| Nos. 42 - 58 (even) |

Great West Road:

| |
|---------------------|
| TWA Pumping Station |
|---------------------|

South Black Lion Lane:

| |
|-----------------|
| No. 1 |
| Nos. 5-21 (odd) |

Eyot Gardens:

Nos. 1 - 9 (odd)

Nos. 11 - 15 (odd)

Chiswick Mall:

The Willows,

Mall Cottage,

Eyot Cottage

No. 5 Western Terrace & Boundary Wall to the north-east and west

Montrose Villas, Nos. 1 - 9 (consecutive)

Mulberry Place:

Nos 1 -7 (consecutive).

10 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA

Planning permission is needed for most forms of development, including many building alterations. But in order to prevent unnecessary interference in more straightforward work the "Town and Country Planning (General Permitted Development) Order 1995" grants a general planning permission for some types of development, including some alterations to dwellinghouses. Because even these more simple developments can harm the character and appearance of a conservation area, **Local Planning Authorities can remove these permitted development rights. This is done by the Council making a Direction under Article 4 of the General Permitted Development Order.**

In this way 'Article 4 directions' bring within planning control development which would otherwise not need planning permission. The Council has made Article 4 directions taking away permitted development rights for certain forms of development in the Mall Conservation Area.

The Article 4 directions and properties affected are listed below.

The Mall No. 1 direction**Part 1**

Covers all single dwelling houses within the conservation area.

Planning permission is required for alterations to

roofs, gables and dormers (including roof covering) at the front of properties and the alteration of roof coverings at the rear; and the painting of external walls where these are of unpainted brickwork.

In addition specific controls are applicable to some properties.

The Mall No. 1 direction**Part 2**

Mall Road No. 52 - 62 (even)

Planning permission is required for extensions to the rear (including rear roofs) of the above dwellinghouses.

The Mall No. 2 direction

Lower Mall Nos. 7, 11 and 12

Upper Mall Nos. 15, 17 and the Old Ship PH

South Black Lion Lane, Black Lion PH

Hammersmith Terrace Nos. 1, 3 and 4.

Planning permission is required for the painting of stucco on any of the above properties.

The Mall No. 3 direction

Durham Wharf, Chiswick Mall

20 Lower Mall

52 Mall Road

Planning permission is required for the painting of stucco on any of the above properties.

Please note that these planning controls are in addition to those which apply everywhere. If you need advice as to what development does or does not need planning permission you should contact the Environment Department Reception at the address on page 1.

11 NOTES

1. Most artifacts dating to the prehistoric period in Hammersmith (i.e. the Palaeolithic, Mesolithic, Neolithic, Bronze Age and Iron Age) were discovered in the 19th century when excavations for basement and railway cuttings were undertaken. This situation would also presumably apply to the Conservation Area during the 17th and 18th centuries when excavations of basement were undertaken for the construction of the residential buildings along the river front.

It was very rare for find-spots of archaeological artifacts to have been recorded. It has to be assumed that a great deal of archaeological material was discovered and subsequently lost without having been recorded.

2. The best houses were presumably occupied by "divers Citizens of the City of London who reside in the liberty or township of Hammersmith only in summertime, and divers others whose constant residence is all the year in the said place". (The Middlesex Sessions Books, December 1674, quoted in Bird and Norman, 1915: xvii).

3. The town brewery was established in 1780 by Thomas Cromwell and existed near the mouth of The Creek. Ale was brewed there and distributed in Hammersmith and neighbouring parishes. A boat builder was known for building small yachts, which were "*eminently successful in winning a large proportion of the prizes given to the Clarence Yacht Club*" (Faulkner, 1839: 52). Some commercial barges are still seen today, although yacht racing and rowing are much more common. Other historic riverside activity in the conservation area consisted of playing a cricket match and roasting a sheep whole opposite the Blue Anchor Public House on the ice when the river froze over in 1789. In 1838 a sheep, which was presented to the poor fishermen, was roasted whole on the Thames east of the suspension bridge "*amidst an immense concourse of people*". (Faulkner, 1839: 28).

4. For example, since the construction of the West Middlesex Waterworks in 1806 and the building of the Suspension Bridge in 1825, "*the beautiful houses of the Upper and Lower Malls have been gradually disappearing, and now that the huge modern suburb threatens even these survivors, the last relics of a peaceful and picturesque hamlet are seriously imperilled*". (Bird and Norman, 1915:xvii).

5. George Scott acquired Ravenscourt House and much of the surrounding land (mostly copyhold) through his marriage to Hannah Lucy Stoe, in 1807. (Vercoe, R., 1991, Ravenscourt, Fulham and Hammersmith Society).

6. Strategic Planning Guidance for the River Thames was published by The Government Office for London in February 1997. This document highlights the importance of preserving the character of the River Thames corridor.

7. Millers Court was Miller's Bakery prior to 1966. Before that it had been Chibnall's Bakery and Cedar House was used as the bakery's offices. Sacks of flour were unloaded from a wharf opposite, which is now a garden, and carried across The Mall to be hoisted to the upper floor of the bakery. Chibnall's large horse-drawn vans used to be a familiar sight on Chiswick Mall and in the surrounding vicinity for many years.

8. No. 5 Western Terrace (Merit) is a cottage dating to c.1730 although the Survey of London claims it dates from the 17th century (Bird and Norman, 1915: 97). It used to be the Lodge of the Mulberry Estate. (Mulberry Hall of this estate was demolished before the last war). The old red brickwork is of interesting quality and on the north side there is an original mullioned and transomed window of two lights. The interior of the cottage was remodelled in the 18th century and contains little of its early character. The front room on the ground floor is lined with Georgian panelling.

9. In the early 19th century Hammersmith Terrace was considered as "*a pleasant row of houses*" (Faulkner, 1839:342). By the beginning of the 20th century the whole terrace was considered "*a valuable relic of the river-side houses which were characteristic of London in the past*" (Bird and Norman, 1915:93). By the end of the 20th century the terrace was considered as architecturally "*plain and entirely urban (a surprising fact if one remembers that they stood right in the country)*" (Cherry and Pevsner, 1991:217).

Some of the porches have been replaced, for instance by a cast-iron trellis porch (no. 2), and the ground floor of no. 1A has a 19th century shop window. Nos. 1, 3 and 4 have been rendered and painted, whilst the remainder of the terrace remains in brickwork. The ground floor of several

houses has been painted black which lends a rather sombre note. A number of people of local and national importance resided in Hammersmith Terrace between the 18th and 20th centuries.

10. Originally, their rear gardens opened on to a private riverside walk, or promenade. In the early 1880's the riverside walk was closed and the promenade was amalgamated into the gardens. Today there is no public access between them and the river. The river wall is of considerable height above the river foreshore and at high tide the water is nearly level with gardens. From some of these gardens there is a flight of steps and a landing stage. In 1915 the "*picturesqueness of the terrace*" was seen "as greatly increased by the row of pleasant old-world gardens stretching right down to the water's edge" (Bird and Norman, 1915:92,93).

11. A worpel way (bridlepath) used to exist in the vicinity and it probably extended from the Highbridge to Chiswick considerably north of the river front. This existing pathway would have lead from the worpel way towards the river front.

12. This pub is well over 200 years old but the skittle alley, which was world famous has since been altered.

13. These arches were once the windows of the waterworks. A plaque on the north side of the arched wall records that William Tierney Clark, 1783-1852, who was the designer of the first Hammersmith bridge, lived on the waterworks site circa 1839.

14. Very little is known about the Old Ship Inn (Bird and Norman, 1915: 74-80, Faulkner, 1839:340) apart from the information supplied by Faulkner, who described it as "an ancient building in the style of the time of Charles the First." (Bird and Norman, 1915:92-96, Faulkner 1839:342-350). It stood on the south side of the footway between the path and the river. The pub used to have a landing stage on its south side; now there are tables and chairs on its river front. It was noted the Evening Standard Pub of the Year in 1978.

15. Oil Mill Lane was named after the Albert Oil Mills which stood on the riverfront on the site of Lord Napier Place. It is now effectively an estate road serving Lord Napier Place and Mylne Close, providing access to these residential developments from the Great West Road. The new flats by the river at Albert and Atlanta Wharfs were undertaken by Chapman Taylor Partners c.1971.

16. Linden House, No. 60 (Grade II), Grafton House and Beavor Lodge (Bird and Norman 1915:86-90) were part of an estate dating to c.1733 and owned by Samuel Beavor. Of these buildings, only Linden House has been preserved and converted to the Corinthian Yacht Club which moved to these premises from Lower Mall in 1963. The Yacht Club was founded in 1894 to encourage the construction and racing of sailing boats.

17. Bird and Norman, 1915: 74-80

18. When the Queen Dowager (Catharine of Braganza) lived in Upper Mall, the river wall was extended outwards into the river in the form of two curved bastions. Elm trees were planted there, which survived for more than 200 years. In the early 19th century they were "regarded amongst the noblest and largest specimens in the vicinity of London". "Three remarkably large and fine poplar trees" stood a short distance away and on the Mall there were also several large oak trees which by the early 19th century had survived three or four centuries (Faulkner, 1839:327).

19. Several people of local and national importance lived and worked in that house including William Morris (1878-1896). The basement is now the offices of the William Morris Society and a small museum. Morris used the coach house for meetings and had a tapestry loom installed in his bedroom.

20. No. 22 and 24 (Grade II) were occupied by a community of nuns, the English Ladies and more recently, by the Irish Sisters of Charity.

21. The Dove Pub possesses a grapevine terrace

and a "bumble puppy" board on which Charles II is supposed to have played (Bird and Norman, 1915:64-66). This pub was bought by its present owners (Fuller, Smith & Turner) in 1796, when it was called "The Dove Coffee House". The pub used to be used by watermen when sailing barges unloaded cargo here. The pub used to be known also as "the Seasons". There is a reference to the Duke of Sussex's smoking box as being situated at the rear of The Dove Coffee House. It was described as "pleasantly shaded by fresh luxuriant foliage where the Duke of Sussex retired to smoke the social tube and to enjoy the prospect of the winding stream" (Faulkner, 1839:322).

22. Bird and Norman, 1915:64-66

23. Sussex House replaced a former house and orchard dating to 1628. It may have been the occasional residence of the Duke of Sussex who laid the foundation stone of Hammersmith Bridge. Sussex House is divided into two properties; (No.14) was used by William Morris for printing the books of the Kelmscott Press (Bird and Norman, 1915: 59-60).

24. On the north side of Furnival Gardens next to the Great West Road, there is an enclosed garden which commemorates the Burial Ground of the Friends Meeting House. The Friends Meeting House and the Caretakers Cottage were late 18th century in date. They were bombed during the last war and in 1955 were rebuilt on the north side of the Great West Road.

25. Bird and Norman, 1915:47-49

26. The building is alleged to date before 1746. If this is so, it has been altered since, because both its plan and detail belong to the second half of the 18th century. The interior is full of interesting architectural detail dating mainly to the Adam period. This building was The Vicarage of St Paul's Church.

27. Bird and Norman, 1915:39-40

28. Oip cit: 41-43

29. Oip cit: 44

30. These cottages survive from a group of "fisherman huts", which used to exist in the centre of Lower Mall and were known as Little Wapping. By the early 19th century these "huts" were considered to have detracted "much from the respectability of this part of the village". (Faulkner, 1839:312)

31. Faulkner, 1839:53

32. This bridge was a remarkable engineering feat and "the whole edifice" was considered to form "a highly ornamental feature to the river Thames" (Faulkner, 1839:53). It was designed by William Tierney Clark, who designed many other bridges including the one across the Danube connecting Buda and Pesth, which is of similar design to the earlier 19th century Hammersmith Bridge, and is still in use. Tierney's suspension bridge had a 422 foot main span with masonry towers of great solidity embellished by the Tuscan order.

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13 GLOSSARY

Architrave A strip or moulding used to cover the joint between a frame and a wall, as round a door or window frame; the lowest of the three sections of an entablature in classical architecture.

Baluster A pillar or column supporting a handrail or coping, a series forming a balustrade.

Barge board A board fixed to the projecting end of a roof over a gable, usually in pairs, one to each slope.

Bays Compartments into which the nave or roof of a building is divided. The term is also used for projecting windows.

Bow window Similar to a bay window but curved in plan.

Bracket A projecting support. In brickwork or masonry it could be called a Corbel.

Building line The main mass of a building as defined by its facades.

Canopy A roof-like projection over a door or window; a hood.

Capital The head or crowning feature of a column.

Cill/Sill A slab of stone or wood at the base of a window or door opening giving protection to the wall beneath.

Colonnade A series of columns.

Console An ornamental bracket.

Corbel A projection from a wall, often in brick, iron, wood or stone, which provides support for a beam or roof truss. Sometimes decorated.

Curtilage The total land area attached to a dwelling house.

Dentils A row of small rectangular blocks forming part of the bed mould of a cornice

Dormer A window in a sloping roof, usually that of a sleeping-apartment, hence the name.

Eaves The lower part of a roof projecting beyond the face of the wall.

Entablature The upper part of an Order of architecture, comprising architrave, frieze and cornice, supported by a colonnade.

Facade The face or elevation of a building.

Fascia The wide board over a shop front.

Finial The upper portion of a pinnacle, bench end or other architectural feature.

Gable The triangular portion of a wall, between the enclosing lines of a sloping roof. In Classic architecture it is called a pediment.

Glazing bar A thin rebated wood bar which divides a large window into smaller lights.

Hipped Gable A roof which is hipped at the upper part of its end but has a part gable below the hip.

Hipped Roof A roof which is sloped at its ends as well as on the sides.

Ionic The Ionic order is lighter, more elegant, than the Doric, with slim columns, generally fluted. It is principally distinguished by the volutes of its capitals.

Light One window as bounded by the mullions and transoms and sometimes itself divided into several panes.

Lintel The beam spanning the opening of a window or doorway. It may be wood, concrete, stone or steel.

Mansard roof A roof with steep lower slope and flatter upper portion, named after Mansart. Also known as 'gambrel' roof.

Order An Order in architecture comprises a column, with base (usually), shaft, and capital, the whole supporting an entablature. The Greeks recognised three Orders: Doric, Ionic and Corinthian. The Romans added the Tuscan and the Composite (later known as Roman), while using the Greek Orders in modified form.

Pantile A shaped clay tile with a double curve across its width from concave on one side to convex on the other so that it overlaps the tile adjoining it on the side.

Parapet The portion of wall above the roof gutter, sometimes battlemented; also applied to the same feature, rising breast high, in balconies, platforms and bridges.

Party wall A wall separating two adjoining buildings and common to them.

Pediment In Classic architecture, a triangular piece of wall above the entablature, enclosed by raking cornices. In Renaissance architecture used for any roof end, whether triangular, broken or semicircular. In Gothic such features are known as gables.

Pilaster A rectangular feature in the shape of a pillar, but projecting only about one-sixth of its breadth from a wall, and the same design as the Order with which it is used.

Porch A roofed projecting structure to give protection against the weather to an entrance.

Quoin A term generally applied to the corner-stones at the angles of a building and hence to the angle itself.

Ridge tile A tile for covering the ridge of a roof: commonly of half-round or angular section.

Rustication A method of forming stonework with roughened surfaces and recessed joints, principally employed in Renaissance buildings.

Sash The sliding light of a sash window.

Semi-basement A storey set halfway below ground level below the ground floor storey of a property.

Stock brick The most commonly used in the district at any given time.

Storey The part of a building between each floor level and the floor above it.

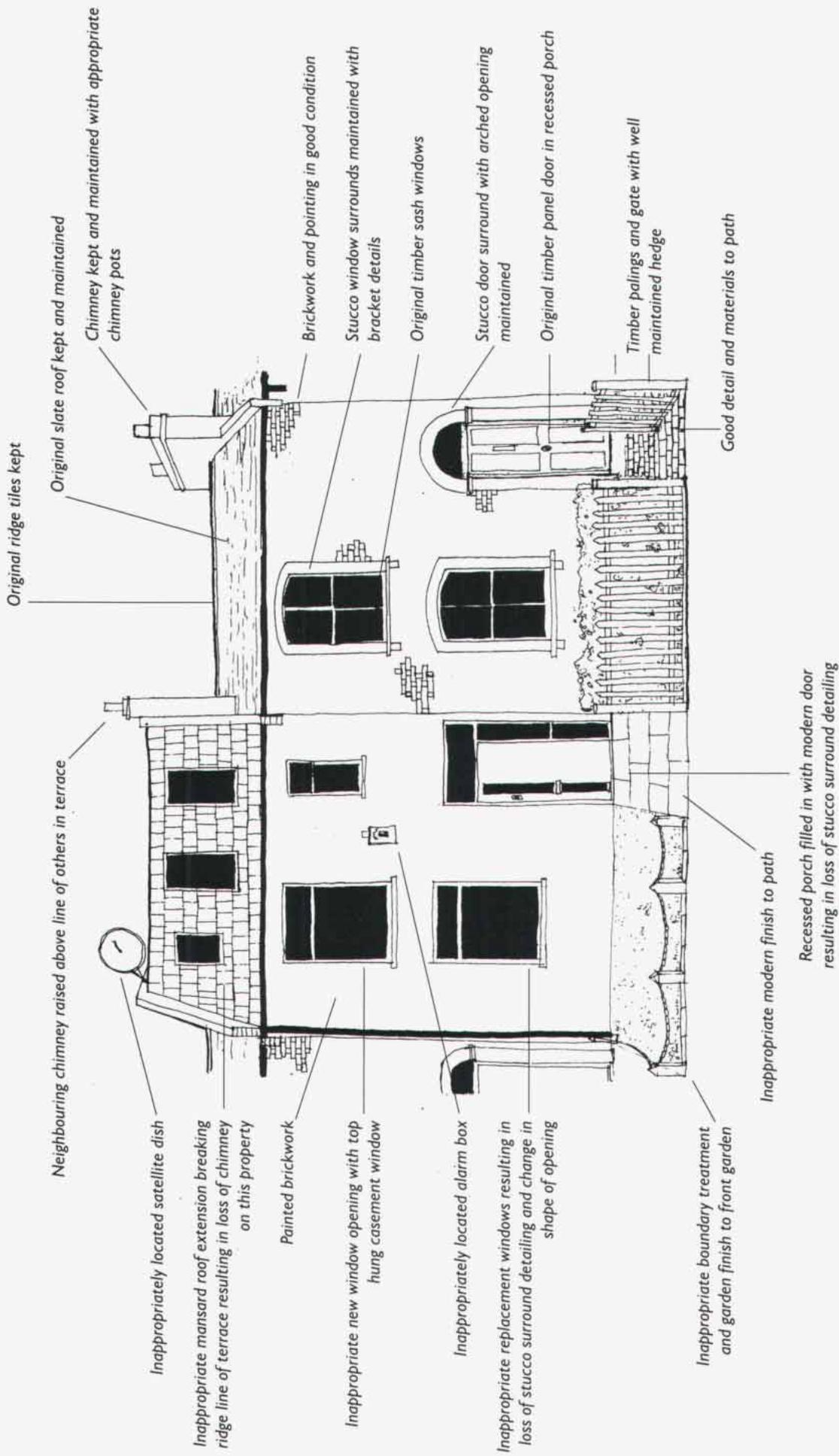
String course A decorative or slightly projecting horizontal band of brickwork or stone in the external face of a wall.

Stucco A fine quality of plaster, much used in Roman and Renaissance architecture for ornamental modelled work in low relief. In England, it was extensively employed in the late 18th and early 19th century as an economical medium for the modelling of external features, in lieu of stone.

Terracotta Clay material moulded and burnt and used for features such as cornices, vases etc. Can be used with or without a glazed finish.

Vousoirs The wedge-shaped stones or bricks of an arch.

Volute The scroll or spiral occurring in Ionic, Corinthian and Composite capitals.



Sketch showing good practice and inappropriate alterations to a property within the Conservation Area

