

railings, and a few with tubular horizontal bars. They have single or two storey bays and slate roofs with tall chimneys and terracotta pots, all typical of the Late Victorian period. The detailing in these properties includes moulded brickwork in gables, window reveals, porches and gate posts, and sash windows which generally have glazing bar patterns to the upper lights. Many retain their original tiled paths and front steps.



5.23 Nos. 2 to 42 (even) Vereker Road is a development of terraced residential houses, which are distinct from their neighbours. They were built between April and December 1884. Each red brick terrace of three or six houses is characterised by the dominant first floor balcony with iron railings set on stone brackets above the entrance porch and ground floor picture window. Details of the balcony railing are repeated in the front boundary railings, which also remain substantially intact. The skyline is dominated by the rise and fall of the gabled roof, many properties retaining slate cladding with terracotta coping and there are high chimneys surmounted with tall terracotta pots.

5.24 Most windows are original, retaining their glazing bar details in some cases. The pattern of sash windows is to have a multi-paned upper sash over a single paned lower. Some stained glass remains in a few houses. Most facades remain unpainted with the exception of

Nos. 34 and 36, with painting of brackets, capitals and keystones on some properties. However, the terraces generally retain much of their original character, the positive quality of which is reinforced by Vereker Road having street trees, which most of the other streets in the sub-area do not.

5.25 In many places there are open views to the rear of terraces. The rears of properties in Barons Court Road are highly visible from the railway line. There are views of the rear of the terraces along Vereker Road from the streets that cross it which show that there have been few alterations to these uniform simpler elevations. The uniformity of the rear elevations should be preserved.

5.26 On the east side of Vereker Road and the west side of Challoner Street there are gaps between the rears of the properties at the ends of the terraces running at right angles between these roads. These are important in visual terms, defining the townscape and providing relief and variety in these streets where the majority of the properties show their flank walls. These side additions are generally single storey with open views above to the rear of the terraces.

5.27 Front boundaries are usually characterised by iron railings of a uniform design within each terrace. The black painted railings, set between white painted corner posts or red brick piers, are remarkably intact and provide a strong feature.

5.28 Post-War infill developments within the terraces (such as Nos. 103 and 105 Comeragh Road, Tilden House and No. 24 Comeragh Road and Robert Gentry House, Gledstones Road) attempt to utilise similar materials to surrounding properties, but lack their attention to detail or scale by having unsympathetically proportioned casement windows.

5.29 Other Post-War infill blocks on former bomb sites such as No. 1 and No. 25 Vereker Road are quite distinct from their surroundings. These blocks are of a modern design and form, are set back from the road, and are less decorative in their appearance. However, their construction materials are sympathetic to the materials used in the terraces, and the balconies provide some visual interest.

Palliser Road

5.30 The shops in Palliser Road (Nos. 45 to 55 odd) and 1, 3 & 3A Margravine Gardens were built as a set piece, but some facades have now been painted, disturbing the symmetry of the curved terrace. They are included in the Council's register of local listed Buildings of Merit. This terrace and the Barons Court station building occupy a prominent position and form a focus of activity.

5.31 Ada Lewis House is a large four storey brick built development near the southern end of Palliser Road. It has a mansard roof with large dormer windows, and retains timber sash windows with double height windows to the first and second floor front elevation.

5.32 Palliser Road is terminated at its southern end by the main entrance gates to the Lawn Tennis Association Queen's Club premises. This forms part of the adjoining Queen's Club Gardens Conservation Area.

Island Site

5.33 On the island site formed by Barons Court Road, Barton Road and Palliser Road there is an attractive 1920s development of 34 linked semi-detached suburban houses in the style of Voysey. These houses are two storeys at the front and three at the rear, with roughcast render elevations painted in a variety of pastel shades, and first floor central canted oriel windows. They have dormer windows set into steep clay tiled mansard roofs, which are divided by party wall parapets. Each

house was originally designed with doors to an integral garage/coach house and a round headed recessed entrance porch on the ground floor, but several have now converted this space into additional living accommodation, replacing the doors with windows. The contrast in both scale and character to the grandeur of the terrace opposite is very significant. The buildings surround a well-landscaped private open space to form a picturesque set piece.



5.34 Barton Court, a seven storey apartment block, was built at the eastern end in the 1930s. It is an example of good 'modern' architecture, well designed on a difficult corner site at the apex between Barons Court Road and Barton Road. It is a conspicuous landmark in the sub-area. It is crescent shaped with plain, but well modulated, brown brick facades and the glazing to projecting bay windows wraps around structure-less corners. Unfortunately, many of the replacement steel window frames do not replicate the intermediate glazing bars of the original design.

Comeragh Mews

5.35 Comeragh Mews is defined at both ends by impressive entrances in the form of triumphal arches. The present properties are the result of the conversion of the original two storey mews buildings to provide three storey units. The houses are of a smaller scale than the surrounding terraces and have a more modest appearance. They are typical simply

detailed mews cottages, the character of which is greatly enhanced by the retention of the original granite setts road surface of the mews. The entrance arches and granite setts surface are Buildings of Merit.



Institute of Indian Culture

5.36 The Institute of Indian Culture (BoM) in Challoner Street occupies what remains of the former West Kensington Congregational Church built in 1882-5 by James Cubitt. Described by Pevsner as a “notable fragment” the two west bays are all that survived the Second World War of the original cruciform church with central tower. The remaining building has a gabled buff brick front with three grouped lancet windows beneath a Gothic relieving arch. There are two flying buttresses to the clerestory that rise off flank walls to both naves. The masonry and brick details, particularly to the turrets and lancet windows, are of fine quality. To the north west is a brick built modern extension that is of a low scale.

Challoner Street & Challoner Crescent

5.37 Nos. 1 to 4 (consec.) Challoner Street is a short terrace of large red brick Buildings of Merit with tiled roofs. They are three storeys with attics and semi-basements and all have slight variations of architectural detailing and interesting fenestration. No. 1 has a first floor lean-to veranda, second floor continuous glazing, and two canted hipped dormers in a tiled roof. No. 2 has a forward projecting central section expressed as a canted bay

on the first floor, a square bay on second floor, and a gable at roof level. No. 3 has a large full width gable over three windows, and No. 4 has a similar gable in a forward projection and a right side hipped dormer.

5.38 Nos. 1 to 20 Challoner Mansions is a four storey mansion block with a semi-basement, similar in scale and style to the adjoining houses. It was built in 1898-1899 in red brick, and has timber sash windows and good stucco hood detail to its entrances. The rear of the block is highly visible from the other end of Challoner Street. There is a good section of York stone paving where the footpath turns the bend.

5.39 The Studio, No. 3 Challoner Crescent, is a picturesque part single storey and part two storey Building of Merit of smaller scale than the adjoining terraces and nearby mansion blocks. It was built during late 1904 and early 1905 of brick, which has now been painted, and has a moulded string course and parapet cornice and large canted bay windows. It retains its original sash windows with subdivided top lights, which are important features. The industrial shed further north is of an unsympathetic appearance but of an appropriate height for this area.

West of Hammersmith Cemetery

5.40 Nos. 38 to 90 (even) and Nos. 51 to 71 (odd) Margravine Gardens, most of St Dunstan’s Road and the north side of Claxton Grove form a group of two storey development with suburban front gardens and a unity of design. It is the uniform appearance of the different terraces and their original detailing which defines the character of this part of the sub-area.

5.41 These terraced dwellings are later than those to the east of the cemetery. They are predominantly of stock brick, mostly red, but with detailing picked out in yellow or other brick treatments. Most of the facades remain unpainted. Many

have bays at both ground and first floors, which retain much of the detailing of the original development. The bays either have gables with decorated plasterwork and patterned brick, or pyramidal roofs and stucco pilasters to the window reveals.



5.42 Roofs are characteristically of slate with protruding party walls separating individual dwellings. Some properties retain terracotta coping and finials although much of this detailing has been lost where original roof coverings have been replaced. This and the use of fibrous slates detract from the character of the area.

5.43 There are a few roof extensions within the sub-area. These disturb the regular form of the roof line and detract from the appearance of individual terraces and from the character of the conservation area.

5.44 Generally, original fenestration remains remarkably intact with the exception of the occasional replacement of sashes with modern casement windows. There has, however, been some unfortunate loss of details such as glazing bars, stained glass and leaded fanlights.

5.45 Front gardens are short and generally well maintained, reinforcing the street planting in the area. Boundary treatments are varied, utilising a variety of walling types, but are important in defining the street space and the setting of the terraces.

Margravine Studios

5.46 Margravine Studios, Nos. 2 to 6 (even) Margravine Road (BoM) were built in 1890-1891. They are located on a triangular site wedged between the road and the railway, and have a distinctive turret with a mansard at the apex. The irregular facade retains much of the original detailing and fenestration. Nos. 8 to 12 (even) (BoM) form an interesting group with good detail of a slightly grander scale than the terraces to the west.



No. 5 Margravine Gardens (BoM), which was built between 1887 and 1888 by Harris and Wardrop, is a single storey building which has a very large central studio window surmounted by a gable.

No. 17 St Dunstan's Road

5.47 No. 17 St Dunstan's Road is a delightful detached studio, which is listed Grade II. It was built in 1891 by the architect C. F. A. Voysey for the decorative painter W. E. F. Britten on what was at that time a rural spot on the edge of Hammersmith Cemetery.



It is described by Cherry and Pevsner:-
"It is an appealingly humble cottage with studio behind, deceptively simple, but designed with Voysey's characteristic attention to detail. Roughcast walls, battered chimney, delectably inventive iron railings. Broad central door with canopy suspended from iron brackets. To its left, the timber window of the former kitchen, and another window, formerly a large studio door. To the right, the more formal stone-mullioned corner window of the well-lit small entrance hall. The staircase formerly rose within the hall. The studio had a gallery above a deep fireplace recess, now partitioned off. The exterior was originally quite colourful; the woodwork painted green, with green-glazed brick sills to the large segmental-arched studio windows."

Hammersmith Cemetery

5.48 Hammersmith Cemetery, formerly known as Margravine Cemetery, is a substantial open space of 6.53 hectares surrounded by residential development. The cemetery has an air of tranquillity, provides a short cut to the station and is a pleasant place used by local people. It is well landscaped with specimen trees and is designated a Nature Conservation Area of Local Importance (L9) in the Borough's Unitary Development Plan.

5.49 The cemetery was opened in 1868 and laid out by local architect George Saunders who designed the modest Gothic style lodges and two chapels in the Gothic style. Only one chapel of rest survives, the other being demolished in 1939. It is a single storey building constructed from rough hewn sandstone with ashlar dressings, and has a slate roof with gables, a rose window over the arched entrance, and an octagonal side turret. There is also an octagonal brick mortuary building with a pyramidal slate roof near the rear of 17 St Dunstan's Road. The first burial took place on 3 November 1869.

5.50 The cemetery is crossed by footpaths linking the three entrances, on Margravine

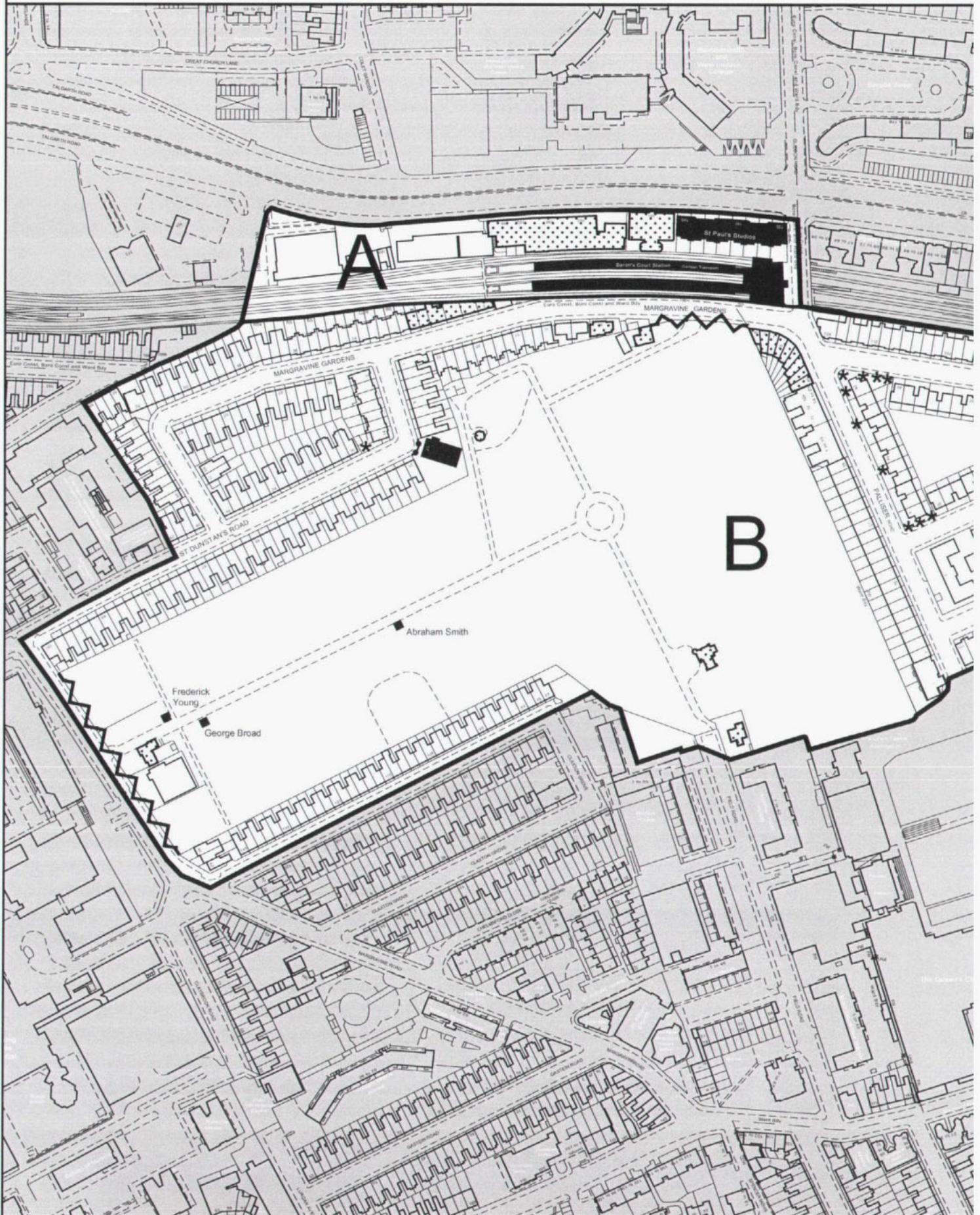
Road, Margravine Gardens and Field Road. The main processional entrance is from Margravine Road and is defined by sombre wrought iron gates hung on substantial brick piers capped with carved coping stones. Two pedestrian side gates beneath Gothic arches and long boundary walls with railings are situated either side of the central double gate, which is wide enough to accommodate a hearse. The entrance from Margravine Gardens also has a central double gate flanked by pedestrian gates, but they are set into a substantial brick wall with stone banding and copings. The matching entrance from Field Road has now been bricked up, leaving only a single pedestrian gate. Lodges of modest design and in good original condition remain adjacent to all the entrance gates. These boundary compositions of combined gates walls and railings and their lodges are included in the Council's register of local listed Buildings of Merit, as is the south lodge, the chapel and the mortuary.

5.51 The cemetery is well stocked with gravestones and tombs, some of which display particularly fine carving and statuary. The mausoleum of Frederick Harold Young and the tombs of George Broad and Abraham Smith are listed Grade II.

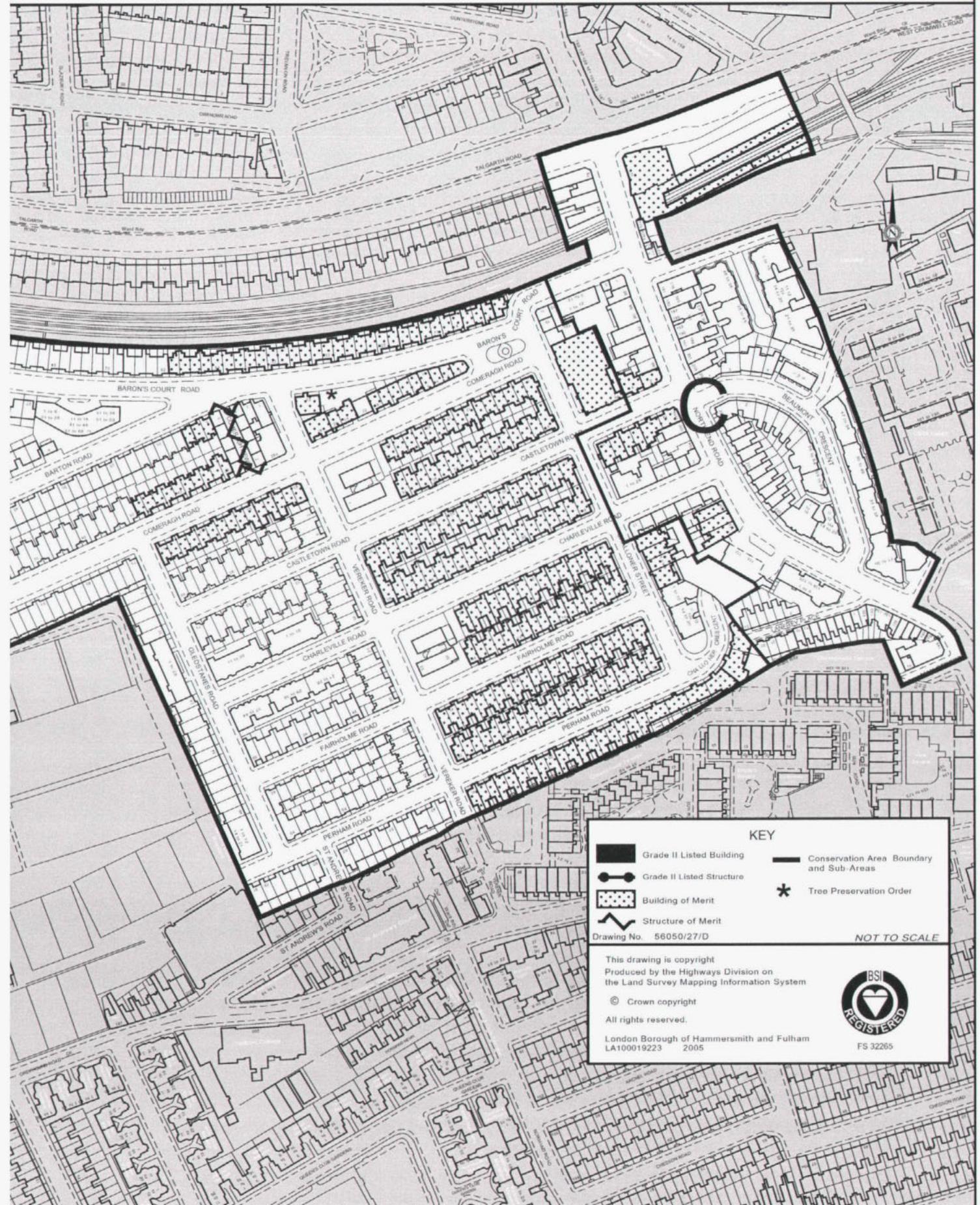


5.52 From within the cemetery there are views of the backs of the houses in St Dunstan's Road, Claxton Grove and Palliser Road. The majority of these elevations have remained unaltered above ground floor level, so they provide

PLAN OF THE CONSERVATION AREA BOUND



ARY & SUB-AREAS



KEY

	Grade II Listed Building		Conservation Area Boundary and Sub-Areas
	Grade II Listed Structure		Tree Preservation Order
	Building of Merit		
	Structure of Merit		

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a uniform backcloth to this open space. These restricted views, together with the planting, give a sense of enclosure and help to define the boundary of the cemetery.

5.53 To the west the view is dominated by Charing Cross Hospital, the bulk of which looms over the cemetery's open space. Other more distant landmarks on the skyline include The Ark to the north, and the Empress State Building to the south west. The majority of these are seen in medium range views in the context of the longer range view of Hammersmith town centre, the immediate setting of the cemetery remaining unspoilt from unsympathetic development.

C Lanfrey Place, Beaumont Crescent and North End Road

5.54 This sub-area includes a pocket of development predating most of the other buildings in the conservation area, and is reminiscent of the small scale properties that lined North End Road at the end of the 19th Century. These buildings are today surrounded by modern development in North End Road.

5.55 Lanfrey Place is a short street situated near the south eastern boundary of the conservation area, consisting of small scale mews type development that is accessed from North End Road. The cottages forming this terrace are two storey painted brick with a parapet and a single sash window to each. There is a modern infill development towards the western end, which respects the scale and appearance of the earlier mews development. Some now have roof extensions.

5.56 This sub-area also includes the parade of single storey retail units, Cowan Parade, on North End Road that has a central pediment with a carved name plaque. Some traditional shopfront features remain, including deep fascias and

other detailing, but much has now been lost. Cowan Parade is linked to the corner of Lanfrey Place by a two storey terrace of four houses, Nos. 130 to 136 (even) North End Road, which have a stucco parapet cornice and later shopfronts.

5.57 The Clarence Public House, and 1A May Street are situated at the southern end of Cowan Parade. They are three storey buildings with stuccoed street elevations with a parapet. The pub retains interesting iron crestings at roof level visible above Cowan Parade but has unfortunately lost its cornice and window hoods. Both retain their original timber sliding sash windows. The building is first recorded in the rate book in August 1867 as the Clarence Hotel and Beer Shop.

5.58 North west of Lanfrey Place is a group of unattractive modern development. Next to this is a small terrace of Early 19th Century Buildings of Merit, Nos. 106 to 110 (even) North End Road. Originally two storey houses in stock brick with a shared shallow hipped slate roof with overhanging eaves, and their own front gardens, these must have been an attractive group. Unfortunately their character has been detrimentally altered by the addition of single storey shop extensions at the front, and particularly by the changes in roof covering, formation of a parapet, rendering and alterations to fenestration at No. 110.

5.59 Nos. 1 to 13 (odd) Charleville Road is a symmetrical Late 19th Century red brick fronted terrace of three storeys with a fourth attic storey with large hipped dormers in a slate mansard roof. Most of the ground floors have shopfronts separated by paired entrance doors with pointed arched fanlights and moulded hoods leading to the residential upper floors. The original timber sash windows with sub-divided upper panes remain largely intact. The end units have a canted corner with a ground floor pointed arched

entrance, first floor oriel window, second floor octagonal plaque, all surmounted by a chimney stack. The architectural quality of this terrace has been damaged by the addition of painted stone cladding at No. 3, and modern shopfronts at Nos. 1 & 3.

5.60 Nos. 2 to 8 (even) Charleville Road is a four storey red brick terrace with Classical details in stucco. Each unit is defined by full height brick pilasters and has three windows with stucco surrounds, hoods and pediments. The parapet has a stucco cornice and balustrade. The ground floor shop surrounds have pilasters with Doric capitals and corbel brackets, and fascias with cornices. No. 6 retains its original timber shopfront.

5.61 On the corner of Charleville Road and Challoner Street is the 1930s Art Deco Charleville Court. This seven storey block of flats is of red brown bricks with a parapet, and painted stone string courses above first, fourth and sixth floors. The main elevation on Charleville Road is articulated by the two end and central bays projecting forward. Windows are multi-paned metal casements in timber sub-frames, some now unfortunately altered. The main entrance is emphasised by the surrounding elevation at ground and first floor level being clad in painted stone. The doorcase has a multiple stepped surround of typical Art Deco style, containing the name, and surmounted by Roman fasces and shallow pediment at first floor level.

5.62 The east end of Castletown Road, at its junction with North End Road, is a symmetrically designed Late 19th Century architectural composition comprising Nos. 100A North End Road, 1A to 11 (odd) and 2 & 4 Castletown Road, all local listed Buildings of Merit. They are three storeys in yellow stock brick with stucco details including parapet cornices and balustrades, window architraves and bracketed hoods, Tuscan porticos and

canted bays through ground and first floors similar to the houses in Perham Road and Fairholme Road, rather than the taller terraces to the west end of Castletown Road. The North End Road elevations have triple sashes, those on the first floor separated by Corinthian half columns supporting an entablature. The ground floors now have modern shopfronts.

5.63 Nos. 96 & 98 and 100 & 102 North End Road are lower three storey Late 19th Century buildings flanking the corner buildings of Castletown Road and set back from the building line in an architecturally subordinate way. They have stuccoed front elevations with a parapet cornice and window architraves and hoods above ground floor projecting shopfronts that retain their original pilasters, corbel brackets and fascia cornices. No. 96 and No. 102 also retain their original ornamental cast iron cresting above the fascia. The front elevation of No. 100 has unfortunately been rebuilt in a simplified lower style.

5.64 Nos. 88 & 94 (even) is a low Mid 20th Century three storey red brick terrace of similar proportions to Nos. 96 & 98, but the design of the casement windows gives an unsympathetic horizontal emphasis. The ground floor has modern shopfronts. No. 86 is a simple, but well proportioned Early 20th Century four storey yellow stock brick building three sashes wide that complements its neighbour, No. 1 Barons Court Road.

5.65 No. 1 Barons Court Road is a four storey Late 19th Century yellow stock brick building with a splayed corner onto North End Road. It has a parapet, string courses at second and third floor sill levels, and stucco window surrounds with details similar to No. 100A North End Road and No. 2 Castletown Road. The street elevations have triple sashes, those on the first floor separated by Corinthian

half columns supporting an entablature, those on the second floor surmounted by a central pediment. The ground floor now has a modern shopfront. It is very visible in long views across the adjoining railway bridge. On the centre of the west parapet of the bridge is a cast iron lamp column of six-sided section. Unfortunately its lantern is now missing, but this once important element of the street scene opposite the West Kensington station could quite easily be reinstated to its former appearance.

5.66 To the north of the railway bridge are Nos. 78 to 84 (even) North End Road, a four storey Late 19th Century yellow stock brick terrace with a splayed corner onto Talgarth Road. They have a parapet with cornice, string courses and stone lintels over the windows of the upper floors. The first floor windows have cambered arches and stone blocks at their springing and bases. The ground floor shopfronts retain their original pilasters, corbel brackets and fascia cornices.

5.67 Nos. 171 & 173, The Three Kings Public House, a large attractive Building of Merit, is on the east corner of North End Road with Talgarth Road. It is a three storey red brick building of 1902, with dormers in a hipped slate roof with eaves cornice. It has many splendid ornate details, including stucco window heads and first floor string course, balconies and ironwork on the North End Road elevation and a splayed corner with an elaborate gable with plaque, pediment and finial. The ground floor pub front is a good example, with polished granite Corinthian half columns and Doric corner entrance pilasters, and fascias with cornices and architraves. The wide pub windows have fanlights with glazing bars of an elaborate arched pattern, and there is a single storey addition at the south end of marvellous arched and curved glass in a timber framework.



5.68 West Kensington Underground Station (BoM) has a single storey entrance and ticket office designed in the style of Holden in the 1930s. It has a stone parapet containing a central LT roundel logo with flagstaff. Behind this is a hipped roofed building and platforms with their canopies and linking staircases, which are remnants of the North End Fulham station of 1874.

5.69 South of the station is Beaumont Avenue, which contains Nos. 1 to 55 (consec) Kensington Hall Gardens, a group of five storey red brick mansion flats arranged either side of their own private gated drive. They have a brick parapet cornice, full height brick canted bays and tall slender chimney stacks. The main entrance doors have stone details including architraves with quoins, a bracketed hood supporting a first floor balcony with an open cambered pediment, and are flanked by sculpted panels. Most windows have stone key stones, and are of a variety of types including timber sliding sashes with glazing bars dividing the upper sections, French doors onto balconies with metal balustrades, and timber casements.

5.70 Nos. 183 & 185 North End Road is a four storey Late 19th Century yellow stock brick building with a parapet and cornice two windows wide. Stucco details include full height corner pilasters, string courses, window surrounds, and circular plaques on the parapet vertically above both windows. The ground floor shopfront has a stucco surround with pilasters.