



BRADMORE CONSERVATION AREA

CONSERVATION AREA CHARACTER PROFILE

CONSERVATION AREA No. 25

FORWARD

The London Borough of Hammersmith and Fulham is fortunate to have 45 conservation areas covering almost half of the Borough. These have been designated in recognition of the importance of the historic and architectural heritage in our Borough. As Deputy for Transport and Technical Services, 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 Character profile describes the special character of the Bradmore Conservation Area, identifying interesting historical facts, identifying notable structures, the special importance of its townscape value, and showing how buildings, open spaces and the public realm can work together to create an environment worthy of protection.

I would like to thank all local groups and individuals who have helped to prepare this profile, in particular The Brackenbury Residents Association, namely Rosemary Pettit, Judi Shaw, and Richard Owens who gave invaluable time to the author; the Hammersmith and Fulham Historic Buildings Group, in particular Roger Warry. Thanks also to Rebecca Thomas, archivist at Godolphin and Latymer School for the loan of "A School of Dolphins" by Sally Holloway. Special thanks go to the late Dr Moya Tyson who generously allowed the author to use her painstaking research in her fascinating and illuminating History of Cardross Street and its surrounding parts of Hammersmith, yet to be published. The section on the history of the conservation area is largely based on this research.

Through the consultation process the documents have evolved to represent not only officers' assessment of the conservation area, but those of the local amenity societies and residents' groups active in the area. I hope these profiles will now provide extra assistance in the stewardship and preservation of what is best in the Borough.

Cllr Welsey Harcourt

Cabinet Member for Transport and Technical Services



Deputy for Transport and Technical Services

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1.0 INTRODUCTION

1.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states:

“Every local authority shall from time to time determine which parts of their area are areas of special architectural and historic interest the character or appearance of which it is desirable to preserve or enhance, and shall designate those areas as conservation areas”

The Borough has designated 45 such areas since 1971, of which the Bradmore Conservation Area is one.

1.2 Under Section 71 of the Act, once an area has been designated:

“It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas”

1.3 This document is called a Conservation Area Character Profile (CACP). The CACP is an appraisal which aims to give a clear assessment of the special interest, character, and appearance which justified 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 It is intended that each CACP document will provide a sound basis, defensible on appeal, for development plan policies and development control decisions, and for the guidance of residents and developers.

1.5 The CACP's will support the main heritage policies in the Council's statutory Local Plan and supplementary documents.

1.6 Government guidance on heritage matters is set out in the National Planning Policy Framework. Their overarching aim is that the historic environment and its heritage assets should be conserved in a manner appropriate to their significance and enjoyed for the quality of life they bring to this and future generations (see Core planning principles, paragraph 17). In Section 12 of the NPPF, entitled “Conserving and enhancing the historic environment” it states in paragraph 129:

“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of the heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.”

1.7 The London Plan reinforces these principles in Policy 7.8 which includes the following:

- London's historic environment, including natural landscapes, conservation areas, heritage assets, World Heritage Sites, Scheduled Ancient Monuments and memorials should be identified, preserved and restored.
- Development should preserve, refurbish and incorporate heritage assets where appropriate.

- Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

1.8 English Heritage in their document “Conservation Area Practice” support the need for considered advice and recognise that:

“as the number of conservation areas continues to grow, the criteria for their designation are being looked at more critically”.

It is, therefore, even more important than before that there should be clear definition, recorded in some detail, of what constitutes the special architectural and historic interest which warranted the designation of every conservation area.

1.9 The designation of an area as a conservation area has other benefits beyond the protection of buildings and the design of an area. It enables other policies such as smarter streets and biodiversity to be developed for the conservation area, and acts as a focus for the formation and development of Residents Associations and Neighbourhood Watch.

1.10 So, in line with the guidance given by both the Government and English Heritage, this Conservation Area Character 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:

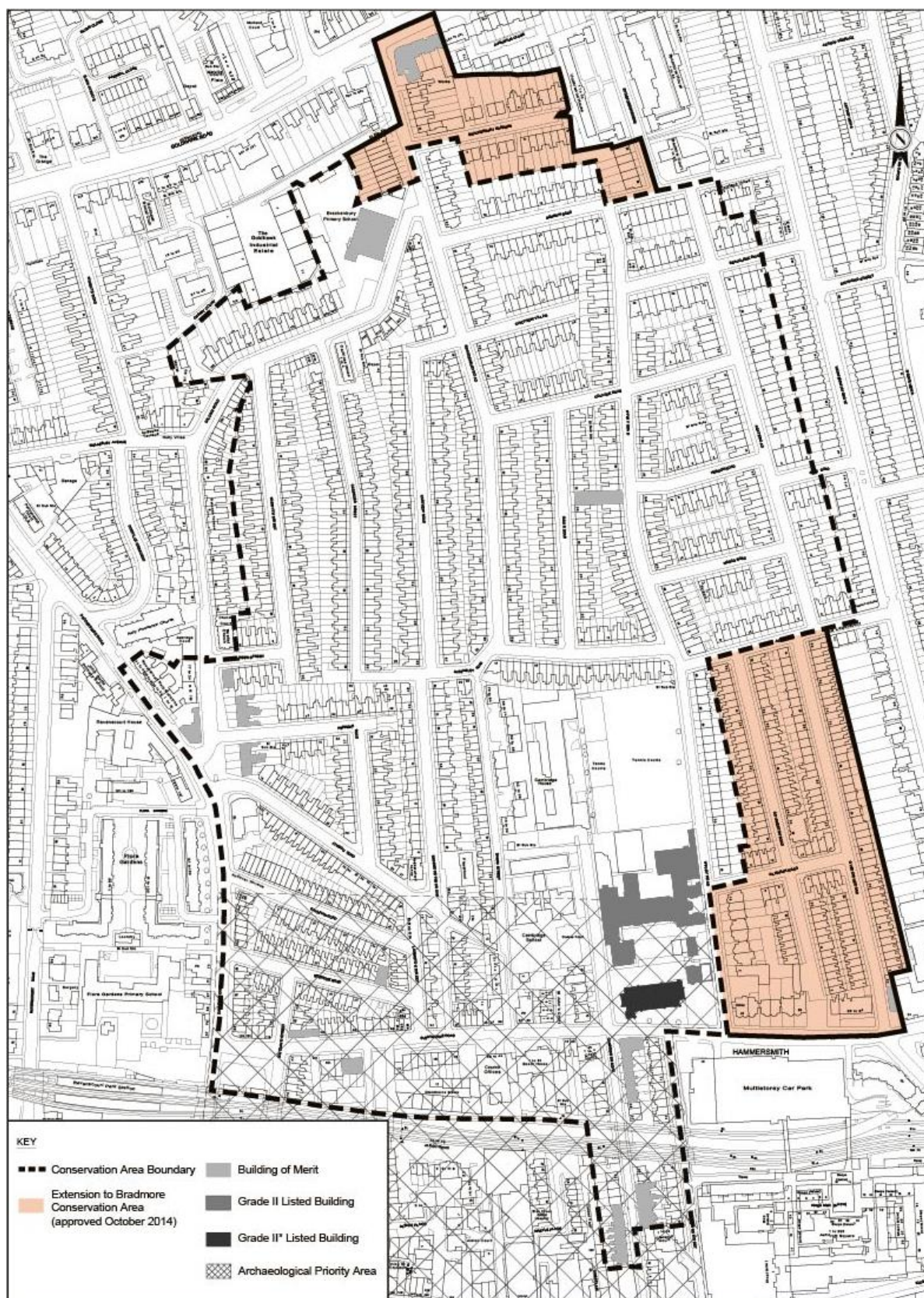
- Origins and development of the street patterns, the lie of the land;
- Archaeological significance and potential of the area, including any scheduled ancient monuments;
- Architectural and historic quality, character and coherence of the buildings, both listed and unlisted, and the contribution they make to the special interest of the area;
- Character and hierarchy of spaces, and townscape quality;
- Prevalent and traditional building materials, walls and surfaces;
- Contribution made to the character of the area, and to biodiversity, by greens and green spaces, trees, hedges, and other natural or cultivated elements;
- Prevailing (or former) uses within the area and their historic patronage, and the influence of these on the plan form and building types;
- Relationship of the built environment to landscape/townscape including definition of significant landmarks, vistas and panoramas, where appropriate;
- Extent of any loss, intrusion, or damage that has occurred since designation;
- Existence of any opportunity sites; and
- Unlisted buildings which make a positive contribution to the conservation area according to English Heritage’s criteria.

2.0 DESIGNATION

2.1 Bradmore Conservation Area was initially designated in April 1989, and extended eastward as part of a review of boundaries on 9th April 1991. Following a further review, a further extension was approved in October 2014.

3.0 CONSERVATION AREA BOUNDARY

3.1 The conservation area boundary can be seen on the following plan.



Conservation Area Boundary

3.2 Bradmore Conservation Area is adjoined by three others. Sharing the boundary to the east is the Hammersmith Grove Conservation Area, to the west is the Ravenscourt & Starch Green Conservation Area, and to the south is the King Street East Conservation Area.

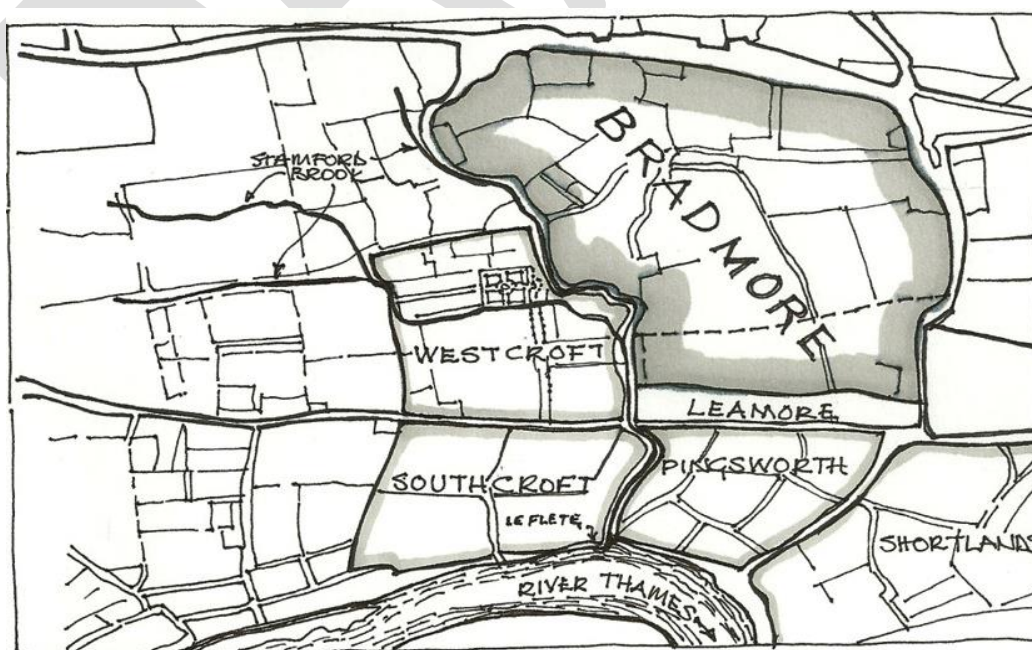
4.0 BRIEF HISTORY OF THE CONSERVATION AREA

Why the Name “Bradmore”?

4.1 Bradmore was the name of the ancient medieval field in Hammersmith upon which, in later years and centuries, the streets, buildings and spaces that form this conservation area were built. It probably stretched from what are now Dalling and Askew Roads in the west and Shepherd’s Bush in the east; from the present Uxbridge Road in the north, almost to the present King Street in the south.

4.2 To the west of the Bradmore field was Stamford Brook, now lost, as well as the field called Westcroft. South of Bradmore was a narrow strip adjacent to what is now King Street (previously “the King’s Highway” or “the Great Western Road” and was one of two routes from London to the west of England, the other being the “North Highway”, now Uxbridge Road), which was the field of Leamore. Bradmore was the largest of these medieval fields and it is therefore appropriate that the conservation area should be named after it.

4.3 NOTE: Bradmore is sometimes referred to as Bradmere in early manorial documents. “Mere” could have meant a boundary at that time. As the Bradmore field was a northern piece of land between the hamlet of Hammersmith on the river Thames and the rising uplands of the Thames valley, it might be conjectured that it was the northern boundary field of the manor of Fulham in Hammersmith. From the Saxon period, Hammersmith was part of the Manor of Fulham, granted and sold to Waldhere, the fifth Bishop of London in the early 8th Century, by Tyrhtilus, Bishop of Hereford, with the agreement of the Kings of the East Saxons and the Mercians.



Map showing the medieval fields of Hammersmith (from the manuscript of the History of Cardross Street by kind permission of the author, Dr. Moya Tyson).

4.4 For many centuries, these common fields would have been cultivated by the inhabitants (mostly villeins and cottars working their own and the Bishop's land in large common fields), sowing and harvesting agreed crops at the same time and then allowing cattle into the fields after the harvest. Among the crops grown in winter and spring sowings were wheat, barley, rye, oats, maslin (a mixture often of wheat or barley and rye), drage (a mixture of oats and barley), peas, beans and vetches. The meadow lands of Hammersmith were used for grazing cattle, and there was woodland where pigs could forage, while in the marshier places osiers grew for basket-making. (Although Hammersmith was part of the Manor of Fulham, it seems to have been treated as a distinct entity from at least the 1600's, for records refer to Hammersmith side and Fulham side).

4.5 From the late 16th Century, after the grain harvest failed throughout Europe, owners and occupiers of the land turned to vegetable growing, especially carrots and parsnips for which Fulham became renowned. Market gardens and orchards were now being developed to supply the London markets. The market gardeners developed methods of forcing tender and early crops through the provision of "hot beds" (fresh dung under a layer of soil with frames and cloches above) in order to supply the luxury end of the London market, and by the early 18th Century, asparagus, strawberries, melons and cucumbers were available. According to a writer in 1721,

"the gardens about Hammersmith are famous for strawberries, raspberries, currants, gooseberries and such like; and, if early fruit is our desire, Mr Millet's at North End, near the same place afford us cherries, apricots and curiosities of those kinds, some months before the natural season." (Richard Bradley: A Philosophical Account of the Works of Nature; London 1721)

4.6 There were also nursery gardens for the raising of seeds and plants, and many orchards as described in the Board of Agriculture report for Middlesex 1798:

"From Kensington, through Hammersmith, Chiswick, Brentford, Isleworth and Twickenham, the land on both sides of the road, for seven miles in length, or a distance of ten miles from market, may be denominated the great fruit garden north of the Thames, for the supply of London. In this manner, much of the ground of these parishes is cultivated."

4.7 Orchards were surrounded by walls to allow for wall fruit trees and vines, as well as free standing fruit trees to be grown. These can already be seen on Rocque's map of 1745, as well as buildings, mainly grand houses on the King's Highway (King Street), farm houses and cottages which had appeared.



Extract from John Rocque's map of Hammersmith 1745 – map held in Westminster City Archives.

4.8 The urban development of the area covered by this conservation area began in earnest when the Bird family started to acquire land in the region, initially for brickfields. There were three Bird brothers: George, William and Stephen. Their father, also William, a bricklayer, came to Hammersmith in around 1775 but died young while the children were still in their status. In 1810 they had built a large new engine house near the Lime Kilns wharf at the riverside in Hammersmith for the Middlesex Waterworks Company and had begun brickmaking and buying land on which to dig out soil and mould and fire bricks. They acquired a number of contracts locally, and with it more brick land, including land at Butterwick, Brook Green, and by 1819, had acquired the land known as the Rose Garden which is now Cardross Street. By 1825 they had also built four cottages for tenants there. The brickfield, by then, had been turned back to agricultural land. This is shown on John Salter's Map of Hammersmith 1830.



Extract from John Salter's map of Hammersmith 1830 – reproduced by kind permission of Westminster City Archives.

4.9 By 1853, as illustrated on the map produced by Alfred J Roberts, a vestry clerk at the Hammersmith Vestry, several streets and houses appear to have been built.

4.10 King Street is almost complete. Houses have appeared on Bradmore and Dartmouth Road (now Glenthorne Road), as well as on Farm Lane (now Dalling Road) and New Road (now Goldhawk Road). Also visible are a group of houses that could be the beginnings of the junction between what is now Atwood Road, Lamington Street and the southern part of Bradmore Park Road. Cambridge Grove is also almost complete. However, most of the conservation area is still covered by market gardens, arable land and brick fields. We know that the Bird family, now in the next generation, is still building the Rose Garden (Cardross Street) mainly for their own occupation, until its completion by the 1870s.

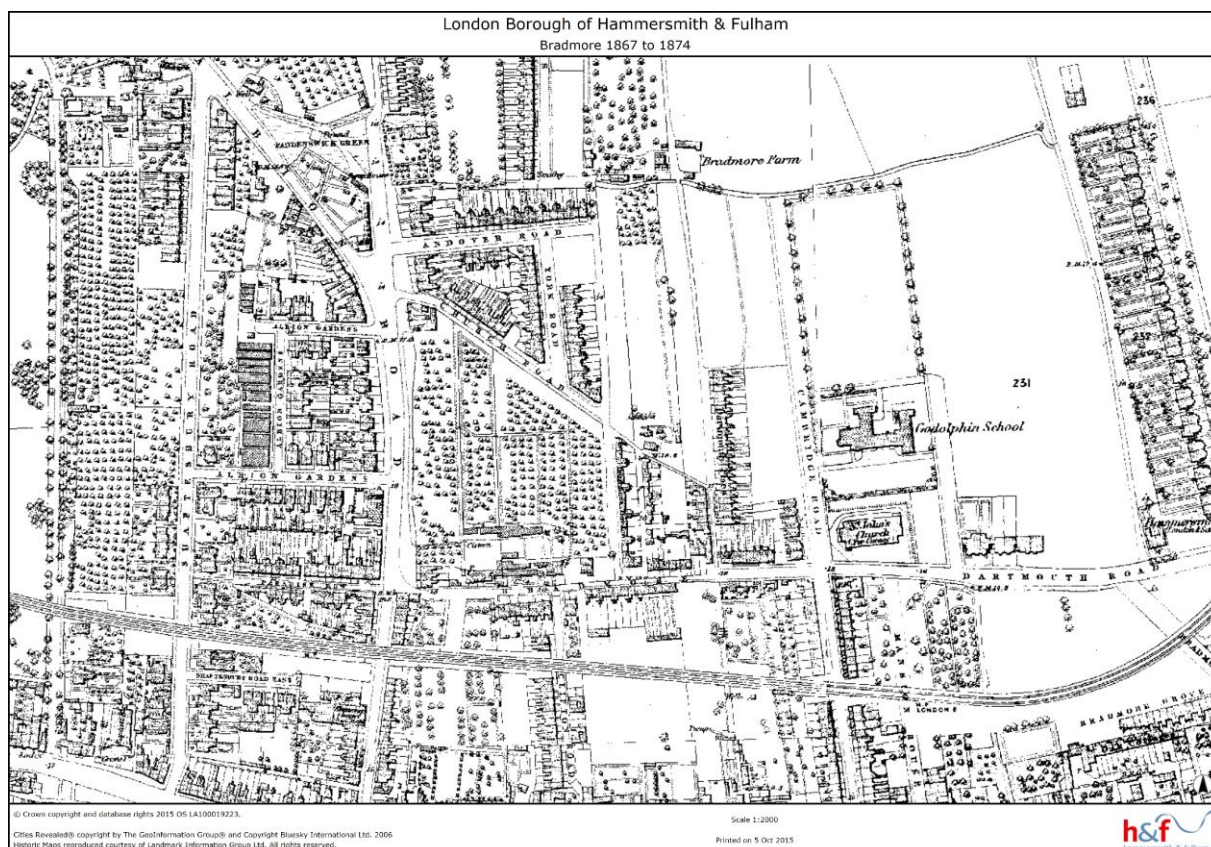
4.11 The first buildings of a school can already be seen to the west of Woolner Cottages (now the south of Hammersmith Grove).



Extract from the map of Hammersmith by Alfred J Roberts 1853.

NOTE: Robert's map was based, although updated, on a detailed map of Hammersmith in around 1844/45 by Francis Offley Martin of Lincoln's Inn Fields, an assistant Tithe Commissioner. The map accompanied a document "Apportionment of the Rent Charges in Lieu of Tithes in the Parish of Hammersmith in the County of Middlesex" and received the official Seal of the Commissioners on 19th March 1847. The original map has disappeared. Hammersmith ceased to be part of the Parish of Fulham in 1834, when St. Paul's Church in Hammersmith became the parish church instead of the chapel-at-ease to All Saints, Fulham.

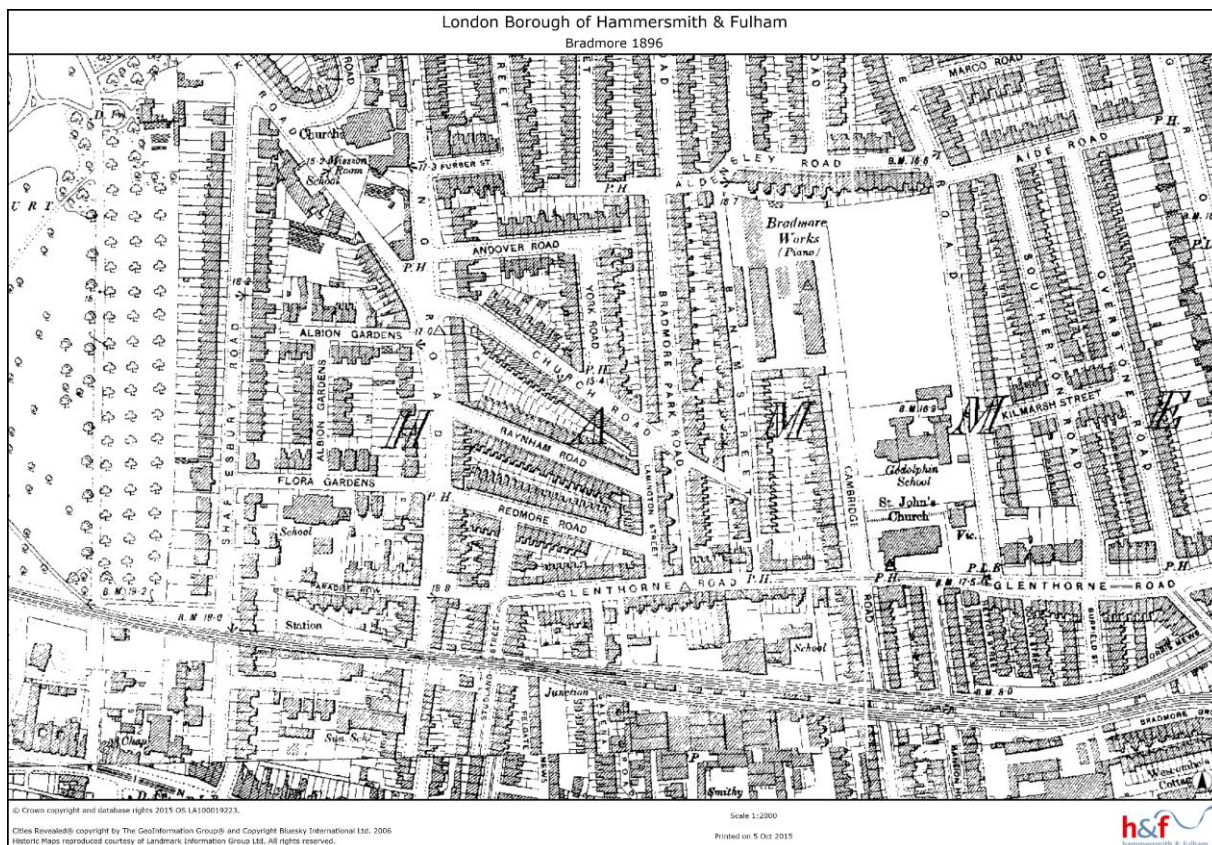
4.12 An examination of the Ordnance Survey Map of 1863 shows significant urban development taking place, although many orchards and Bradmore Farm still remain. Other landowners in the Bradmore Area were beginning to build for more commercial purposes. South of the Goldhawk Road, much of the land was owned by a few individuals and families. Henry Clarke had land to the east of Cardross Street; by 1865 Augustus Oakley Clarke was giving leases for development of the Bradmore Estate. To the northeast of the area the land was owned by the Gomme family, and to the southeast by the Rivers family. Further east to the boundary of Bradmore, the land was owned by James and William Scott, who were the third and fourth generation of a family considered among the most important brickmakers in London. Most of the land they owned or leased was used for brickmaking, then restored to agricultural use, and eventually for building.



Extract from EGIS 1869-1874 Historic Map.

4.13 By 1901, the entire area of Bradmore south of Goldhawk Road was covered by streets of houses, with a few shops in Bradmore Road. Previously the occupations of those living in the area were poor farm labourers, laundresses and building labourers; with the rising level of immigration into Hammersmith the landowners found it profitable to convert their fields into building sites. Consequently the new streets being created in Bradmore were intended for the growing number of lower middle class and middle class families. Expanding business and industrial undertakings required large numbers of clerks, bookkeepers and storekeepers, tradespeople and sub-contractors. There were also relatively new occupations such as elementary school teachers. The annual report of the Fulham Board of Works showed that all four of the Inspectors of Nuisance lived in Adie, Glenthorne, Carthew and Iffley Roads. In 1881, the census records that Brackenbury Gardens (then Augustus Road) included solicitor, boot maker, clerk, draper, house agent, student of the Royal College of Music, jeweller, commercial clerk, zinc worker, plumber's assistant, agent to a foreign government, bedding manufacturer, music teacher, mattress maker, pianoforte maker and civil engineer.

4.14 From the turn of the 20th Century until World War II, the area stayed stable and remained much as it looks today, except that there were factories where Cambridge House now stands, including an aircraft factory and a piano factory.



Extract from EGIS 1896 Historic Map.

4.15 Bomb damage during World War II in Dalling Road, Bradmore Park Road. Records of bomb damage found on the National Archives, Bomb Census Survey 1940-45 "Bomb Sight" website, show that during the blitz from 7th October 1940 to 6th June 1941, two bombs fell in Cardross and Carthew Road, three in Banim Street and two in Glenthorne Road. Bombs also fell in Cambridge Gardens and on Godolphin and Latymer School.

5.0 CHARACTER AND APPEARANCE

5.1 The conservation area can be split into sub areas for the purposes of the character assessment in order to distinguish areas of similar character and similar periods of development as shown on the following plan. Five sub areas have been identified and are defined as:

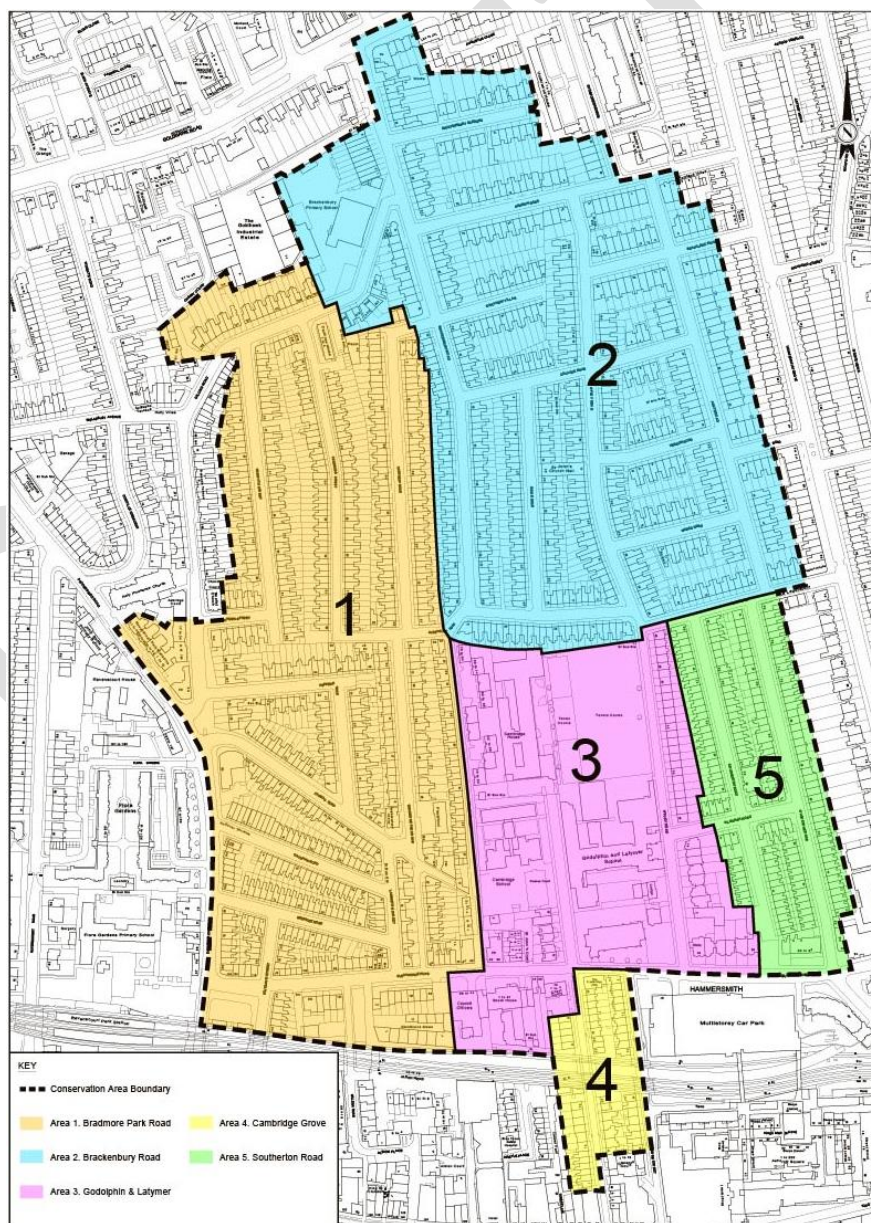
Sub Area 1. Bradmore Park Road

Sub Area 2. Brackenbury Road

Sub Area 3. Godolphin & Latymer

Sub Area 4. Cambridge Grove

Sub Area 5. Southerton Road



Conservation Area Boundary and Sub Areas

Sub Area 1. Bradmore Park Road

5.2 This is the largest sub area, and its overriding character is of streets of two storey cottages, tightly knit, with small front and back gardens, some tree lined. It covers the western part of the conservation area, although the Thatched House Public House and Ravenscourt Park Mansions are also included. The streets forming this sub area are parts of Dalling Road, Glenthorne Road (to the west of the council offices), Studland Street, Redmore Road, Lamington Street, Raynham Road, Atwood Road, Bradmore Park Road, the west side of Banim Street, Perrers Road, Furber Street, Nasmyth Street, Cardross Street and Carthew Road. This sub area contains some of the earliest streets in this part of the borough. For example, Bradmore Park Road is thought to date from 1856, while Cardross Street began life as Rose Terrace in the 1830's.

5.3 The southern half of this sub area, from Perrers Road down to the railway line, consists of short rows of predominantly two storey cottages. The short streets are narrow, giving a fine grained and small scale village character to the area.



Two storey cottages in Furber Street – note the plaster mouldings around doorways and windows; timber sliding sashes and plain lights above solid six panelled timber doors. The neat simplicity and elegance of these mid-19th Century cottages have been preserved and maintained.

5.4 The northern half of the sub area covers Furber Street and Aldensley Street up to Dalling Road and consists of longer streets and groups of two storey cottages, two windows wide. While being consistent in character, they vary in architectural detail; some are flat fronted while others have canted bay windows on the ground floor, and some have arched and recessed doors while others have rectangular porches. The village character is reinforced by the presence of small groups of local shops at some of the intersections.

Dalling Road

5.5 Within this sub area, the southern part of Dalling Road has a range of building styles and dates. Adjacent to the railway bridge is a recently restored planted green space, the Dalling Road Open Space, which contains a simple landscape of grass, shrubs and trees.



Dalling Road Open Space.

5.6 Dalling Road at this point is a wide road, with some mature plane trees. It is often heavily trafficked and forms part of the 260 and 266 bus routes to and from Hammersmith Broadway. After it turns into the conservation area by the Thatched House Public House, it narrows considerably. Nos. 68 to 86 (even) are Victorian three storey, flat fronted, yellow stock brick terraced buildings formerly containing shops on the ground floor. Many have now been converted into shops or dwellings. There are no front gardens, but mature trees on the pavement add interest and welcome greenery to the street scene. Further north, as far as the junction with Atwood Road, are modern brick residential buildings (1980's) and, at no. 180, a children's home (c. 2000), also in yellow London Stock.

5.7 Nos. 126 to 132 (even) and 132 to 134 (even) Dalling Road, built in around 1850, (on the Council's register of Buildings of Merit), are an especially fine set of two storey linked villas. They have shallow roofs, hipped at each end of the group with prominent bracketed eaves, and prominent chimneys. The ground floor façade is finished in rusticated stucco while the upper floor is in yellow London stock brick with flat plaster quoins. Ground floor bays have cornice and blocking course, while the door surrounds have pilasters with ionic capitals, and overdoor details to match the bays. Upper floor windows have curved and broken arched architraves. Well planted deep front gardens behind brick walls are characteristic of this group of properties. Unfortunately, both groups have dormer roof extensions which have spoilt the appearance of the roofline.



Nos. 134-140 Dalling Road – unfortunately the dormer extension, although well designed in itself, spoils the harmonious appearance of the roofline.

5.8 The Thatched House Public House, thought to date from 1793, probably altered, stands on the prominent corner where Dalling Road and Paddenswick Road divide. This intersection is defined as a key view in the conservation area; for a further description see Chapter 7, View 6.



The Thatched House Public House on Dalling Road junction.

5.9 Ravenscourt Park Mansions, a group of attractive Victorian four storey red brick linked mansion blocks have elevations on both Dalling Road and Paddenswick Road. They have a wealth of moulded stucco ornamentation at the window arches, around the entrance doors and balconies. The entrance porches differ from one to the other, being either arched with alternating red brick and stucco, or a canopy supported on large brackets.



Ravenscourt Park Mansions, exuberant Dalling Road elevation unfortunately peppered with satellite dishes.

5.10 The middle section of Dalling Road is within the Ravenscourt & Starch Green Conservation Area, however, further north, nos. 165 to 177 (odd) and 181 to 199 (odd) are included. They are two short terraces of two storeys with a single storey stuccoed bay window, timber sash windows with painted stucco lintels. The plain red brick terraces have mostly slate roofs and visible chimney stacks. The small front gardens have brick boundary walls with good planting and quite a few privet hedges. Nos. 203 and 205 are a grander pair of houses in gault brick with stucco decoration.



Nos. 203 and 205 Dalling Road.

5.11 On the other side of the road is a short terrace of five two storey cottages in yellow London stock brickwork with multi-paned timber sliding sash windows with brick cambered arches. The timber front doors have no recess or porch, and the attractive front gardens have brick boundary walls.



Cottages at 194-200 Dalling Road, no. 200a on the left hand side is modern, built to match the others.

Glenthorne Road

5.12 The section within this sub area contains a range of building styles and dates. Dating from the mid-19th Century, but only appearing on the voter's register in 1886, are nos. 108 to 116 (even) on the north side. Identified on the Council's Register of Buildings of Merit, they are two storeys with shops on the ground floor and residential above. They are white painted stucco with a simple parapet and cornice at roof level, timber four paned sash windows, and have good traditional timber shopfronts remaining, two having recessed doors. The brackets, fascias and blind boxes are all as original, although sadly some detail has been lost.



Nos. 108-116 Dalling Road.

5.13 On the south side, also on the Register, Clifton Cottages (121 to 125 odd) date from 1860, in London stock brick with a dentiled parapet. They include timber sash multi-paned windows recessed in moulded stucco surrounds, with a flat arch on the first floor, and broken arch on the ground floor. The four panelled solid timber front doors are set into arched surrounds in moulded stucco, and have a semi-circular light above. The whole terrace was restored and extended in 1994, when the mansard roof with dormer windows and rear extensions were added.



121-125 Glenthorne Road restored and extended; the original cottages are the three on the left, the two closest to the viewer are modern.

5.14 The remaining part of Glenthorne Road within this sub area consists of Victorian stucco fronted two and three storey terraced buildings, as well as a small group of modern houses. Nos. 96 to 108 are Victorian, have semi-basements with railings and steps up to the front door, and bay windows over the basement and upper ground floor. Also Victorian, nos. 88 to 94 are two storey with shallow front gardens and rather sturdy porticoes with Doric columns. Both groups have four paned timber sliding sash windows set into moulded stucco arches, bracketed soffits at gutter level, and shallow roofs. Originally of yellow London stock brickwork at first floor, with a painted stucco ground floor and basement. Sadly, only one property (no. 92) remains without painted brickwork.

5.15 On the south side of the street, nos. 95 to 111 (odd) form a row of modern two and three storey terraced houses. They have reconstituted stone ground floors, door and window surrounds, timber sash windows and shallow pitched slate roofs. The upper floors yellow stock brick in Flemish bond showing sensitivity to the surrounding older buildings.

5.16 The group of properties on the north side, divided by Lamington Street and Bradmore Park Road, including nos. 66 to 80 (even), 84, 86 and 86 a-c, contain a mixture of commercial and residential, Victorian and modern buildings, as well as a former public house, the Eagle Arms. This group has experienced a significant amount of insensitive alteration over a number of years, and consequently no longer contributes positively to the character or appearance of the conservation area.



A rather run down section of Glenthorne Road needing improvement.

5.17 A key view has been identified from this part of Glenthorne Road which is set out in Chapter 7, View 18.

Studland Street

5.18 The section of Studland Street to the north of the railway bridge falls within the Bradmore Conservation Area. Nos. 34 to 44 (even) are mid-Victorian terraced properties of two storeys with a semi-basement. In stock brick with white painted rusticated stucco for the basement and ground floors, they are each two windows wide and have pedimented door surrounds. The roof is hidden behind a parapet. There are no front gardens here; decorative railings form the area boundary. To the north of the junction with Glenthorne Road are two short terraces (nos. 50 to 54, and 39 to 47) of two storeys, in yellow brick with red string courses, flat fronted with pitched slate roofs, and dentil courses at the gutter line. They would have had timber sash windows but these are now mostly replaced. Sadly, on four of the properties, all the subtle brick detail has been obscured by white paintwork. There are no front roof extensions. The shallow front gardens are bounded by brick walls.



Nos. 34-44 Studland Street; the character of this almost uniform terrace is compromised by unfortunate alterations to windows.

Redmore Road

5.19 This tree lined street contains mostly unspoilt, highly ornamented, two storey terraced cottages in gault brick with red brick string courses, and brick parapets with skew brick courses. They have interesting porches, some with thin engaged plaster columns supporting semi-circular rubbed brick arches, while others have rusticated brick columns supporting flat stuccoed arches. They have timber sash windows and ground floor canted bays with a hipped slate roof. No. 40, a charming former chapel, now containing Emerson House which is an educational centre for children with dyslexia, dyspraxia and dyscalculia, provides a welcome focus in the street.



A view of Redmore Road.

5.20 Two key views from Redmore Road to Lamington Street have been identified and are further described in Chapter 7, Views 1 and 2.



No. 40 Redmore Road, Emerson House – a former chapel building.

5.21 At no. 29 (photograph below), a modern house, in white render with metal windows and a flat roof with prominent eaves, sits comfortably behind a tall yellow London stock brick wall.



No. 29 Redmore Road – a successful modern intervention in the conservation area.

Lamington Street

5.22 On the west side of this tree lined street are three storey Victorian properties which once contained local shops. The shop surrounds (pilasters and fascias) and shopfronts mostly remain, although they are now in residential or office use. On the east side is an unusual terrace of simple two storey double fronted cottages, dating between 1853 and 1863. The central front door, which comes straight to the pavement, has a modest semi-circular fanlight over the six panel door and a simple plaster arched surround. A plaster string course with small brackets connects the first floor sash windows. Each cottage is defined by flat coining. They are one room deep, with rear extensions, visible from Bradmore Park Road. The view northwards is terminated by the neighbourhood centre, erected in the 1980's in brick with a stucco ground floor and large metal framed windows. The building has an interesting asymmetrical roofline, which sails over a balcony on the second floor. Although more recent than its surroundings, this building sits well in its location.



Cottages on the east side of Lamington Road.

Raynham Road

5.23 On the north side are two storey Victorian terraces with semi-basement and raised ground floor; on the south, three storeys without basements. The latter have rusticated stucco facades at the ground floor, and on the north side they are in brick. All have parapets at roof level with cornicing and blocking courses, timber sliding sash windows with plaster architraves on the upper floors and triple sash windows with ornamental window surrounds. Most of the properties on the north side have later roof extensions built behind the parapet walls. On the south side terrace the original roofline remains. The shallow front gardens and the basement areas have railings surrounding them. Some good traditional railings can be found at nos. 24 to 34 (even). There are no trees in this street.



Detail of original railings in Raynham Road.

5.24 A key view has been identified outside no. 8 Raynham Road and is described in Chapter 7, View 4.

Atwood Road

5.25 This street, already partly built in 1863, has a variety of building styles and heights; mainly two storey cottages of brick on the upper storey and stucco below, with moulded architraves and timber sash windows. The dwellings are flat fronted on the north side and bay fronted on the south side. Two former public houses have been sympathetically converted into residential apartments. A pair of three storey buildings is found at nos. 21 and 23; the latter has an unfortunate modern bow window on the ground floor. Nos. 34 to 36 have been rebuilt possibly following bomb damage during World War II in a manner which matches the terrace on either side. Unfortunately, in a number of cases the brickwork on the front facades on Atwood Road has been painted in pastel colours, detracting from the overall harmony of the street. There are some street trees in the narrow pavements, softening the environment. Two large plane trees close the vista looking west.

5.26 There is an identified key view from Atwood Road to the town centre which is described in Chapter 7, View 3.

Bradmore Park Road

5.27 This tree lined road has three distinct building types. Nos. 2 to 18 (even) are three storey (with semi-basement and raised ground floor) Victorian (1856) flat fronted terraced buildings. They are built predominantly of yellow London stock brick, with subtle red brick detailing at the segmental arches to the doors and windows, as well as the string course between the storeys. They also have a simple dentil course supporting the gutter. The west side of the street at this location is defined by the rear garden walls of the gardens to Lamington Street properties.

5.28 Further north, no. 20, which terminates the terrace, and nos. 22 to 28 (even), a short terrace beyond the junction with Atwood Road, are three storey properties with retail on the ground floor. The shopfronts remain and that found at no. 26 appears largely original. The residential floors above are flat fronted, of London stock brickwork, with red brick string courses and red arches over the four paned timber sliding sash windows. The shallow pitched roofs are of slate, with prominent chimney stacks, and unimpaired by front roof extensions. Nos. 20 and 22, the two corner buildings, have splayed corners with entrance doors and windows above. They define the street corner and act as a reminder of the local retail hub that was once here.



Former retail at ground floor of no. 20 Bradmore Park Road.

5.29 Between nos. 28 and 38 Bradmore Park Road is an unassuming single storey modern school building, set back from the road, with the playground in front, and itself bounded by rather nasty chain link fencing, with bamboo behind to prevent views from the street into the playground. It is presently the home of the West London Free School Primary. Opposite, on the junction with Atwood Road and Lamington Street, is the Brackenbury Neighbourhood Centre which is described in the section on Lamington Street.



Brackenbury Neighbourhood Centre on the junction where Atwood Road, Lamington Street and Bradmore Park Road meet.

5.30 Further north, nos. 38 to 80 (even) are two short and one long terrace of two storey cottages. 38 to 42 are flat fronted with a stucco ground floor, and London stock brickwork with red brick string courses above. They have timber framed sash windows with flat red brick arches, shallow pitched slate roofs and prominent chimney stacks, many with original terracotta chimney pots still in place. Nos. 44 to 54 (even) and 56 to 80 (even), although similar in character and appearance, are entirely of brick with single storey splayed bays with angled red brick decoration beneath hipped roofs. The appearance of roof lights indicates the presence of rear roof extensions. Many original front doors remain. The properties have shallow front gardens bounded by low walls, railings, fences or privet hedges, and are well stocked with planting.

5.31 On the west side, nos. 9 to 49 (odd) form a long terrace of shallow two storey properties. They are flat fronted, of London stock brick with red string courses. The section of the elevation containing paired front doors is recessed by one brick, and the four paned sash windows have unusual triangular brick arches. Similar arches are found above the front doors, which have a rectangular fanlight above a solid wooden door (many have been replaced, some with unfortunate “Georgian” doors with integrated fanlight). The roofs are hidden behind a brick parapet. These properties have shallow front and rear gardens. The front gardens are bounded by a variety of low brick walls and fences, again well stocked with plants. A few trees, probably prunus, have been planted in intervals along the street.



Nos. 19-21 Bradmore Park Road have shallow triangular brick pediments.

Banim Street (west side)

5.32 The sub area boundary falls along Banim Street, which contains Victorian two storey cottages within it. They have simple flat fronted yellow London stock brick facades and shallow pitched roofs terminating at a double row of bricks, one being a red brick dentil course. There are prominent chimney stacks remaining on most of the properties. Two red brick string courses connect the window heads on the ground floor and the window sills at the second floor. Both the doors and windows have a broken arch with a keystone of plaster. Unfortunately, many of these cottages have had their brickwork painted in pastel colours, obliterating the subtle patterning of the brickwork and detracting from the unity of the street scene. The entrance doors come straight from the pavement, and the narrowness of the pavements would appear to preclude the planting of street trees on this side of the street, although some have been planted on the other side (Sub Area 3).

Perrers Road

5.33 Perrers Road forms two sides of a triangle with Atwood Road which creates the third side. It already appears on the 1863 Ordnance Survey as Andover Road and York Road. The road is lined with two storey cottages in London stock brick, with moulded architraves around the large sash windows and paired porches with plaster surrounds, some with arches supported by square pilasters and others with a simple moulded arch. The roofs are behind parapets with cornices, although in some the detail is missing. A small number of properties have later roof extensions with dormer windows. There are also a few painted facades. There are small front gardens with inconsistent boundary treatments, some have brick walls, some railings, others picket fences, and a few have privet hedges. Street trees have been sporadically planted, and where they exist they enhance the appearance of the street.

Furber Street

5.34 This is a particularly charming short street of two storey cottages, flat fronted on the south side, and with ground floor bay windows on the north side. They are two windows wide in London stock brickwork. Architectural detailing varies; on the south side they have moulded plaster architraves around timber sash windows and door surrounds, with shallow pitched roofs ending in a fascia board and small eaves, while on the north side they have plaster lintels and brick parapets with angled brick string courses. Unfortunately, no. 7 has been significantly altered with uncharacteristic white painted brickwork, small paned windows and a bow window at the ground floor. All cottages on the north side have modern roof extensions with dormer windows, behind brick parapets.



5-7 (odd) Furber Street (north side) showing the well-designed roof extensions that have been built on the entire group. The cottages on the north side retain their two storey character.

5.35 Furber Street has small front gardens, some bounded by railings set in their original coping stones and hedges, while others have rendered and painted brick walls. A striking addition to the character of Furber Street is the row of mature street trees planted some years ago.



The south side of Furber Street.

Nasmyth Street

5.36 This is a long and wide street of predominantly two storey cottages built in the Victorian era, likely by a number of different builders. As a result, the architectural detailing varies from group to group.



Nasmyth Street showing some unfortunate alterations; painted brickwork, a bow window on the ground floor of a flat fronted property.

5.37 Predominant characteristics are the continuous roofline mostly finished with a parapet; two windows wide with arched porches, some having canted bays, others square bays and some being flat fronted. Further north, some of the properties have small basements; some have shallow pitched roofs finishing at eaves. All have shallow front gardens. This street has experienced a significant amount of alteration in the form of painted brickwork, rendering of originally brick elevations, replacement of windows and the erection of roof extensions. Nevertheless, some cohesion remains. The appearance of the street has been enhanced by recent street tree planting.



Nasmyth Street – flat fronted cottages in the foreground, canted ground floor bay windows in the group beyond.

Cardross Street

5.38 One of the oldest and most picturesque streets in this conservation area is this narrow street of workmen's cottages. They were built by the Bird family in the middle of the 19th Century, among the earliest buildings in the conservation area; built in groups starting in the 1830's and completed in the 1870's. Unlike in later Victorian mass housing development, the bricks used here came from local brickfields in Hammersmith owned by the builders.

The Bird family were noted builders in Hammersmith and Fulham. William Bird (c. 1746-1788) was a bricklayer born in Cookham, Berkshire, but came to Hammersmith with his family in around 1775. He died at the age of 42, leaving a widow and several children. The three sons George, William and Stephen, worked on various building contracts together and were initially based in High Street Kensington. In 1815 they bought the land then known as Rose Gardens, now Cardross Street, for £415. The Court rolls recorded that the land was "to the use and behoof of George Bird and William Bird of Hammersmith and Stephen Bird of Kensington, bricklayers...forever as tenants in common not as joint tenants". The first cottages built by the family in the conservation area were built in 1820 at the northern end of what is now Cardross Street, but were demolished to make way for Cardross House in the 1950's.

5.39 The cottages are two storeys, with a front door and one window on the ground floor, and two windows on the first floor. They are predominantly in London stock brickwork above a stucco ground floor, however, sadly, some of the properties have painted brickwork making them appear too prominent in the street scene. The doorways are recessed within shallow porches, some square and others slightly arched, but all are unadorned. Windows are mostly timber sliding sashes, either four paned or multi-paned, with brick segmental arches on the first floor, and arched and flat window recesses on the ground floor. The shallow roofline is punctuated by prominent chimney stacks, many with terracotta pots.



Nos. 66-78 (even) Cardross Street.



No. 75 Cardross Street – formerly a public house.

5.40 Nos. 38 to 48 (even) differ in appearance from the rest of the street. They comprise a uniform two storey flat fronted terrace in London stock; a tall parapet with brick corbelling and string courses hides the roof and gives these properties a slightly grander appearance. Semi-circular arched doorways contain solid timber doors with semi-circular fanlights. The multi-paned timber sliding sash windows have segmental arches in brick. It is not known why this group differs from the rest of the street, other than historical evidence showing that the street was developed gradually. Perhaps one of the Bird brothers decided to experiment with a different style, or practice with a slightly different technique. Nevertheless, the different appearance of these buildings adds to the character and interest of this street.



Nos. 38-48 Cardross Street.

5.41 The extremely shallow front gardens have a variety of low boundary treatments, many with railings, some with picket fences and brick piers. Many of the cottages, though not all, have planted front gardens or climbers on the front elevations, adding to the generally picturesque appearance and charm of this street.

5.42 At the northeast corner is a modern block of flats, Cardross House, built in 1961, where the original four Rose Cottages and 1 and 3 Cardross Street once stood. It is three storeys in yellow stock brickwork, with a hipped and pitched red tiled roof behind a parapet. The main architectural features are white painted concrete columns, and the floors and roofs of the balconies which project from the elevation at the first and second floors in a rectangular form. The balcony fronts and divisions between neighbours are of glass panels with metal surrounds.



Cardross House seen from Dalling Road.

Carthew Road

5.43 This is a long street of almost identical two storey cottages with gault brick façades and shallow pitched roofs ending in eaves. Entrance porches and ground floor bay windows are surrounded by moulded plaster detailing, and interestingly have encaustic tile inserts in the overdoors and above each window. Narrow front gardens prevail and the streets are lined with trees. There are a few front roof extensions but they are insufficient to have significantly impaired the street scene. The presence of rooflights indicates that some rear roof extensions have been built in more recent times. Included within this sub area are Clarence Villa and Salisbury Villa, a pair of semi-detached properties built in the same style.

Aldensley Street (from Cardross Street to Brackenbury Road)

5.44 At the Cardross Road end is the notable Andover Arms Public House (Building of Merit); built 1878, an attractive late Victorian public house, it has stucco on the ground floor with a dentiled cornice and plain frieze with brackets at each end. The first floor is in London Stock brickwork and has round headed timber sash windows, outlined in blue and red brick arches. Unusually, the interior of this public house is largely unaltered. Colourful hanging baskets add to the welcoming appearance of this building, and the attractive street scene.



The Andover Arms just after the Coronation Street Party celebrating the 60th anniversary of Queen Elizabeth II's coronation in June 2013.

5.45 Opposite the pub is the end elevation of Cardross Street, and a detached bay fronted brick cottage with stucco details and a small front garden. The rest of Aldensley Street within this sub area contains the side elevations of the orthogonal streets, as far as the bend in the road where the view is terminated by no. 51 (within Sub Area 2).



No. 51 Aldensley Street, once a corner shop.

Sub Area 2. Brackenbury Road

5.46 Located in the northeast sector of the conservation area, this sub area was developed after Sub Area 1 and can be seen on the Ordnance Survey map of 1863 where Bradmore Farm covered almost the entire area. No remnants of the farm remain. It is characterised by later Victorian terraces of two and three storey residential buildings, many having raised ground floors and basements. This sub area no longer has the village character or cottage feel of Sub Area 1; it is generally much grander with wider, tree planted streets and wider, more solid houses with larger front gardens. Here also are the two remaining groups of local “village” shops, one at the junction of Aldensley Road and Brackenbury Road, the other at the junction of Iffley Road, Adie Road and part of Aldensley Road. The streets included in this sub area are the northern part of Dalling Road to include Brackenbury Primary School, Brackenbury Road, Brackenbury Gardens, Benbow Road, part of Sycamore Gardens, Carthew Villas, Beauclerc Road, Coulter Road, Hebron Road, Marco Road, Tabor Road, Aldensley Road, Agate Road and Iffley Road (as far as Aldensley Road). Also included in this sub area are nos. 155 to 161 Goldhawk Road.

Dalling Road (north side)

5.47 The most significant building in Dalling Road is the Brackenbury Primary School. Built in 1879, it has all the characteristics of a typical London Board School. It is three storeys, predominantly of yellow stock brick with red brick window surrounds, string courses and corner details. It has a bell turret with a weather vane, prominent chimney stacks, a steeply pitched roof and gables. Most of the original boundary walls remain, as do the stone entrances for “Girls and Infants” and “Boys”. As intended, this London Board Schools dominates the street scene, rising above its surrounding residential neighbours.



"Beacon of Learning" the Brackenbury Primary School.

5.48 Opposite the school, on the curved section of Dalling Road, are a group of three storey buildings with semi-basements. They are made up of one pair (unequal) and two triple groups. Built predominantly in London stock brick, they are flat fronted with a parapet at roof level. Nos. 208 to 212 have plaster parapet and cornice, and moulded plaster window surrounds. The other two groups are entirely in brick; 214, 214a and 216 have minimal detailing while 218 to 220 have red brick decoration (modillions and angled bricks) at cornice level. The front basement area is bounded by modern railings, plinths and walls.

5.49 To the north of the buildings are the rear gardens and backs of Brackenbury Road.

5.50 There are a number magnificent trees which make a significant contribution to the character and appearance of the street. One is a street tree at the junction of Dalling Road and Brackenbury Road. The two others are an ash tree in the rear garden of 14 Brackenbury Road, and a lime tree within the side garden of no. 10 Brackenbury Road. Both of these trees are given the additional protection of a Tree Preservation Order (TPO). Another significant tree is found in the grounds of Brackenbury School, just on the bend of the road. All efforts should be made to retain and protect these trees.



A beautiful ash tree fills the skyline between the rear of Brackenbury Road houses and Dalling Road.

Brackenbury Road

5.51 This street consists predominantly of two and three storey Victorian terraced houses, constructed in 1869, with raised ground floors reached by external stairs, and a semi-basement. The facades are brick with ornamental bay windows, decorative plaster mouldings over porches, lintels and bracketed sills. Some have roofs behind parapets, while others have eaves with corbels at the party walls. Nos. 10 to 30 (even) differ from the general pattern in that the properties are wider, with more ornamental stucco detail around windows, wider entrance porches set on circular columns, and stucco fascia and brackets at the eaves to a pitched roof. At the end of this terrace is no. 30, a taller building which has the appearance of a converted public house. Three storeys plus basement, it has rusticated stucco ground and basement floors (possibly modern) which finish at a deep cornice topped with metal decorations. Render on the upper floors finishes at a parapet at roof level. At the other end of the terrace, no. 10 is a rather grand double fronted three storey (plus basement) villa, visible from three sides. Built of yellow London stock brick, it has stuccoed bay windows and porch, and a parapet with a cornice held on brackets. The bays have a sequence of windows rising from a splayed bay on basement and ground floor, double windows with cornice and bracket decorations on the second floor, connected by a plaster apron to the square four paned timber sashes with moulded plaster architraves at the top floor. The upper windows on the left hand side have been filled in. The north elevation has a very wide three section bay, with blocked windows at the basement and raised ground floor level, and has the same sequence of windows rising up the building. This building is significant in views from the north as it sits on the fork where Dalling Road and Brackenbury Road meet. Brackenbury Primary School can be seen behind.

5.52 Nos. 32 to 42 (even) and 59 to 69 (odd) are three storey without a basement, and have a single storey bay window and parapet with cornice, with the roof hidden behind.

5.53 At the southern end of Brackenbury Road, near the junction with Aldensley road, nos. 104 to 116 (even) and 127 to 139 (odd) are commercial buildings with two storeys of residential above. These buildings, together with 51, 53, 55 and 22 Aldensley Street, were originally the local village shopping parade. Happily, some local shops and restaurants, including a delicatessen at no. 22, still remain and continue to reinforce the village character of this junction. Nevertheless, some shops have been lost and have been turned into offices, and even residential uses.



This group of local independent shops in Brackenbury Road reinforces the village feel of this part of the conservation area.

5.54 At the northern end of Brackenbury Road are the former Brackenbury Public House (previously the Wheatsheaf, and now the Nomad Restaurant), as well as nos. 1, 1a, and 3 Brackenbury Road; all on the Council's Local Register of Buildings of Merit.

5.55 The mid-19th Century three storey stucco former public house retains its fine architectural detail, consul brackets with decorative metal finials sit on top of square columns, and decorative metal railings are found above the cornice and fascia. The fascia curves on the corner, while the floors above are square. The Goldhawk Road façade has three tall windows with moulded architraves finished with triangular pediments on two of them and a curved pediment on the centre one. The windows to the second floor have simple surrounds. The Brackenbury Road façade has a bay window with moulded stucco detailing including cornice and blocking course above. The building stands in a prominent corner position, benefitting the character of the area.



Now a restaurant, much of the character of the former Brackenbury Arms Public House remains.

5.56 Adjacent to the former public house, no. 1, 1a and 3 Brackenbury Road are two storey stucco fronted cottages, also dating from the mid-19th Century. They have multi-paned sash windows with simple architraves, and a cornice at parapet level, with the roof sitting behind. Two of the cottages are directly on the back edge of pavement, while the third is set back further. They form an attractive group with their larger neighbour.



Nos. 1, 1a and 3 Brackenbury Road.

5.57 Nos. 5 and 7 Brackenbury Road are four storeys, including semi-basement, in stucco and stock brick with red brick window surrounds; no. 5 has a central door and is three windows wide, while no. 7 is two windows wide. These buildings have had alterations, but still retain their inherent character. Nos. 9 to 15 (odd) Brackenbury Road comprise a terrace of four three storey (including semi-basement) cottages in London stock brick, flat fronted with slightly recessed entrances emphasised by full height brick pilasters. The shallow pitched roofs have narrow eaves, and prominent shared chimney stacks above.

5.58 Providence Villas, a group of modern town houses built in the late 20th Century in a rather eclectic style, are in modern yellow multi with red brick dressings around windows. Dentil courses are provided to decorate the parapet and above the entrance and garage doors. The front access to gardens and garages are bounded by rather grand brick piers with stone ball finials. This group is included for completeness, and because of its close proximity and relationship to Brackenbury Primary School.

5.59 A key view has been identified from Brackenbury Road looking south towards Brackenbury Primary School, a Building of Merit, itself in Dalling Road. See Chapter 7, View 5.

5.60 Brackenbury Road is a wide street with some recently planted trees. Property boundaries vary; some of the original gate piers and low walls, which would have originally contained railings, remain and provide some cohesion, otherwise, there is a mixture of modern railings, brick walls, rendered walls and horizontal timber fences.

Brackenbury Gardens



Paired villas with entrances in the recessed links.

5.61 This street is mainly comprised of paired and linked three storey stock brick villas with semi-basements. Most have two storey canted or square bays. A few houses on the north side have mansard roof extensions which have spoiled the original pattern of hipped roofs.

5.62 Nos. 14 to 26 are a terrace of three storey houses with canted ground floor bays. Entrance porches have flat stucco pilasters with arched heads and key stones. Some houses retain original iron railings.

Goldhawk Road

5.63 Adjacent to the former Brackenbury Arms Public House on Goldhawk Road are two pairs of linked villas, in brick and stucco, with front doors in the linked sections. All have shops on the ground floor, and nos. 155 to 159 have particularly attractive traditional shopfronts which should be retained. The shopfront at 151 is thought to be substantially original. Ideally, the inappropriate modern shopfront at no. 161 would be replaced to match the originals. Although slightly in need of maintenance and enhancement, these shopfronts make a significant contribution to the character and appearance of the conservation area.



Wonderful traditional shopfronts at 155-159 (odd) Goldhawk Road.



A replacement shopfront at no. 161, and the removal of paint from the brickwork, would significantly enhance this group of buildings.

Benbow Road

5.64 Mostly two storey Victorian terraces (1868) with semi-basements line this road. They have moulded plaster decorations around windows and bay windows. Some have parapet roofs, other eaves. The steps to access the front doors are steep, and many still retain their original rather decorative metal balusters and handrails. There are two groups of more heavily decorated three storey terraced properties at the junction with Iffley Road. Once they were matching groups of three buildings, however, on the south side one has been replaced with a modern block of flats, possibly following World War II bomb damage. This wide street has some recently planted street trees, the property boundaries are mainly formed by low brick or rendered walls, and vestiges of gate piers remain. There are a few properties where the brickwork has been painted, but no visible front roof extensions.

Sycamore Gardens

5.65 These houses are consistent with those in adjacent Benbow Road

Carthew Villas

5.66 This is a short street of two storey terraced buildings. On the north side the properties have semi-basements with steps up to the raised ground floor entrances. Some original iron balusters and handrails remain; original front boundary railings remain at nos. 13 and 15. On the south side the properties are without basements, and the low front boundaries vary in materials. The buildings are two windows wide, of brick with splayed bay windows on the ground floor (and semi-basement), have porches to the front doors and timber sash windows all with moulded plaster decoration around them. On the south side, cornices above both bay windows and porches have pierced crosses on the diagonal.

5.67 A number of properties have painted brickwork, although not enough to harm the unity of the terraces. While evidence of rooflights suggests rear roof extensions, they are not visible from the street.

5.68 Carthew Villas is closed at the eastern end and large trees in the rear gardens of Iffley Road soften the view.

Beauclerc Road

5.69 Lined with mature lime trees, this road contains three storey Victorian terraced buildings, constructed in 1868. The bay windows which rise to include the first floor give emphasis to the height. They have moulded plaster detailing to the porches and bays, as well as to the lintels over the timber sash windows. The roofline has bracketed eaves and prominent chimneys on the party walls. The deep front gardens are bounded in a number of ways; some have brick walls, some with rendered finish, and others with railings with planting behind. Some properties retain the original tiled front garden paths.

5.70 A few of the buildings have painted brickwork, but as of yet are insufficient to harm the overall character of the street. There are no roof extensions visible from the street.

Coulter Road

5.71 Three residential terraces separated by the gable ends of roads that cross it give Coulter Road its overriding character. Nos. 1 to 9 (odd) and 2 to 6 (even) are short terraced properties of red brick, two storeys, with full height bay windows with plaster mouldings and finished with a slate hipped roof with terracotta finial. They have paired porches and are two windows wide. On the north side the porches have a moulded plaster parapet set on pilasters, while on the south side the lintels are decorated with leaves and flowers. Nos. 8 to 28 (even) are two storey, stock brick, with a single height decorated bay and porch. A pretty dentil course appears between the arches, and the two timber sash windows have moulded lintels. These properties were constructed in 1879. There is no evidence of roof extensions.

5.72 Mature street trees line the road, and the property boundaries here have some rather well maintained privet hedges behind low walls. There are some encaustic tiled front garden paths remaining.

Hebron Road and Marco Road

5.73 The properties in these streets have the same form, scale and character as those found in Coulter Road. The architectural detail is slightly more ornamental. Painted brickwork has altered the appearance of a number of buildings, and unfortunate large plate glass windows have been installed at no. 8 Hebron Road. The roofline from the street appears unspoilt.

5.74 There are mature lime trees lining Hebron Road, while Marco Road has mature London Plane trees. Low walls bound the neat front gardens on both streets, some with well-trimmed privet hedges behind. As with other streets in this sub area, the front boundary railings have been removed, and only plinths remain.

Tabor Road

5.75 The street is lined with two storey plus semi-basement Victorian properties in brick, with paired porches topped with fairly plain plaster mouldings, bay windows at ground and basement levels, also with moulded plaster surrounds, and brackets to the sills on the ground floor. The first floor windows have visible lintels just under the eaves soffit. Prominent chimneys are visible above the shallow roofs. Some original decorative iron railings can still be seen, although mainly only the plinths remain.



A fine Victorian gate found in Tabor Road.

5.76 A highlight in the street is the rear elevation of the former St. John's Mission Hall (Grade II listed). Built in 1883-4, it has an exuberant design with a stepped gable over three ecclesiastical windows which fill the central part of the white painted and rendered elevation; the two wings have timber doors with small windows and arched mouldings above them, finished with castellated parapets. The equally exuberant front is in Iffley Road. Small street trees line the road. The few alterations include painted brickwork and some window replacements.



The western elevation of the former St. John's Hall.

Aldensley Road (east of Brackenbury Road)

5.77 This street changes in character from west to east. The western end, from Cardross Street up to (but not including) no. 55 Aldensley Road, is within Sub Area 1.

5.78 No. 53 and 55, together with 51, form part of the retail node with the south side of Brackenbury Road. Three storeys with retail on the ground floor, the pair of buildings are of gault brick with yellow banding. The timber sash windows have red and yellow segmental arches with plaster key stone, spandrels and corbeled sills. The eaves soffit is held on a row of decorative brackets. Part of the original shopfront probably remains at no. 55. No. 51 was formerly a shop, happily with the shop window remaining, and a fine ivy covered wall.



The group of shops and former shops define the village centre.



Nos. 53 and 55 Aldensley Road – part of the village centre caring for body and soul.

5.79 Nos. 27 to 49 (odd) is a terrace of two storey cottages with paired entrance doors, single storey bay windows and two sash windows above. Decorative plaster strapwork is found over the porches and windows. The presence of rooflights indicates that rear roof extensions have been built.



29-33 Aldensley Road, Cambridge House just visible behind.

5.80 Nos. 1 to 25 (odd) and 2 to 18 (even) are three storey, including semi-basement, with two storey bay windows.

5.81 At the junction of Aldensley Road, Adie Road and Iffley Road is another retail node.

Adie Road

5.82 The properties are predominantly three storey London stock brickwork terraces built c. 1868, including a semi-basement, with stairs leading up to the front doors. Two storey splayed bay windows are in plaster with a dentil course and string courses connecting the properties. The sills are supported by corbels. The upper windows have moulded plaster architraves, and some have small corbels supporting the shallow sill.

5.83 Of particular importance in this street are Grove Studios, also known as The Laboratory. These were a pair of studios of the sculptor Henry Moore, now converted to residential. They are single storey, in red brick, with panels, cornices and pilasters topped with red ceramic balls; two large six paned windows continue into the rooflights set into the hipped and pitched slate roof. Adjacent is another single storey building in white painted plaster with a large twelve paned timber sash window set into a moulded plaster architrave, and having a Dutch gable above with rather heavy lead capping, which hides the pitched studio roof behind. These buildings are on the Council's Register of Buildings of Merit.

The artist and sculptor Henry Moore lived and worked at 3 Grove Studios after completing his training at Leeds School of Art. A plaque put up in 2008 by the Hammersmith and Fulham Historic Buildings Group can be found on the gable, and reads "HENRY MOORE SCULPTOR (1898-1986) lived and worked in this studio between 1924 and 1928. Among several works he carved there are Mother and Child 1924-5 and Woman with Upraised Arms 1927." It was unveiled by his daughter, Mary Moore. [H&FHBG Newsletter No 21, Autumn 2009]

Agate Road

5.84 Mature Plane trees line this road of three storey, bay fronted Victorian terraced houses. Predominantly of brick with plaster moulded detailing, the splayed bays are two storeys in height. The shallow rooflines are finished at eaves brackets holding the soffit, although there are a number of full width roof extensions. Medium sized front gardens have a variety of boundary treatments, including timber fences and brick walls.

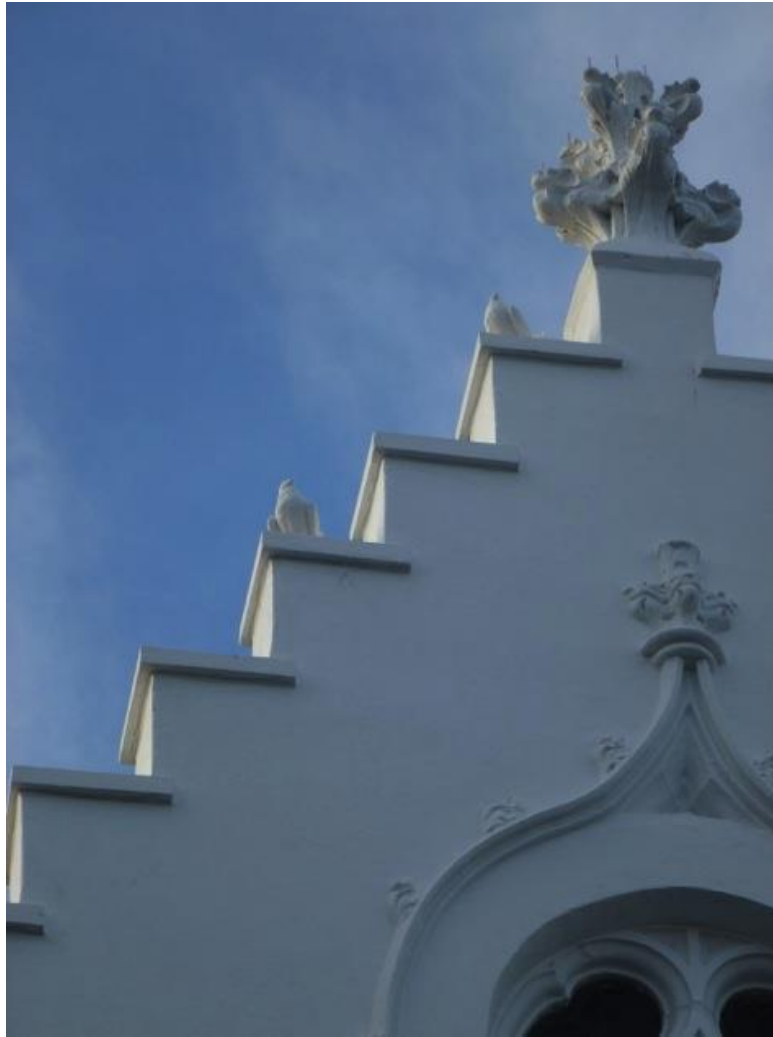
Iffley Road (north of junction with Aldensley Road)

5.85 This long tree lined road has paired terraced houses, predominantly of two storeys, with two storey canted bay windows which give a strong rhythm in views down the street. A short group of three storey houses including a semi-basement is found at nos. 57 to 67 (odd), and three storey houses without basements are found at nos. 89 to 99 (odd). The architectural detail varies from group to group, but all have paired arched porches with decorative moulded panels, often with leaves, and pilasters carrying cornice and blocking course. There are shallow front gardens, several of which are nicely planted, with a variety of boundary treatments, including low walls and railings. Many properties retain their original tiled front garden paths.



Properties on the west side of Iffley Road.

5.86 An important landmark building in Iffley Road is no. 41, the former St. John's Mission Hall, now occupied by John Campbell, Scenic Artists. It was built in 1883-4 in extremely decorative white plasterwork with three wonderfully tall traceried perpendicular windows, the central window a pane taller. Dripstones over windows and entrance doors have decorative leaves and mouldings. The stepped gable is surmounted by a finial of decorative acanthus leaves. Charming plaster pigeons have been added at a later date on some of the steps. The two side wings containing four centred arched entrance doorways have castellated parapets, and similar window decoration as the main elevation, albeit only two panes high, with the top panes being infilled and decorated with tracery.



Former St. John's Hall – detail of gable showing finial and plaster pigeons.

Sub Area 3. Godolphin & Latymer

5.87 This sub area consists mainly of the non-residential buildings and spaces within the conservation area. Of particular importance are the listed buildings forming the Godolphin and Latymer School (Grade II) together with the former St John the Evangelist Church (Grade II*) which is now part of the school complex. The streets included are Iffley Road (southeast side), Banim Street (east side), and part of Glenthorne Road. Also within this sub area are modern developments including Cambridge School, Cambridge House and nearby housing.

5.88 Three views of the Godolphin and Latymer School complex and the former church are identified as key views within the conservation area and are fully described in Chapter 7, Views 12, 13 and 14.

Godolphin and Latymer School

GODOLPHIN SCHOOL AND GODOLPHIN AND LATYMER SCHOOL, HAMMERSMITH

Sir William Godolphin (1634-96), Charles II's ambassador to Madrid, left a fortune and three different wills. The first and third were combined by Act of Parliament to make Sir William's nephew Francis and niece Elizabeth heirs on condition that £1,520 was devoted to charity. In 1703 Elizabeth and her husband, the Hon. Charles Godolphin, purchased land to the west of St. James's, Piccadilly, to establish a fund for educating and apprenticing children, relieving decayed gentlefolk, and for other charitable purposes. In 1852 the Charity Commission made a scheme whereby the whole trust was devoted to education and in 1856 the Godolphin School for boys was opened in Great Church Lane, Hammersmith. Initially it was very successful and, in 1861, moved into new premises in Ilfley Road, where there were soon 150 fee-payers, including 40 boarders, and 30 free pupils, all receiving a decidedly classical education. Later the school was unable to meet the competition of St. Paul's (from 1884) and Latymer Upper School, and in 1900 it closed.

In 1624 the will of Mr Edward Latymer directed that certain lands be held in trust for the poor of Hammersmith and to the end deserving boys could be sent to school to keep them from vagrant courses. Subsequently in 1756 the Latymer Foundation School for boys was erected. By 1880, girls also attended the Latymer and Hammersmith Charity School.

A new scheme was drawn up which created the Godolphin and Latymer School for Girls, with the assistance of a grant of £8,000 and £500 a year from the Latymer Foundation. At the same time £4,000 was transferred to the Godolphin School, Salisbury, which Elizabeth Godolphin had founded from her own resources in 1707. The school opened in temporary premises in 1905, and in January 1906 some 200 girls moved into the converted boys' school which was formally opened by the Duke of Leeds, a descendant of William Godolphin. It later became a voluntary aided grammar school of 650 girls, 180 of whom are in the Sixth forms. The buildings were considerably extended, particularly by the addition of a large science block, a second library, and enlarged music and art rooms.

From: 'Schools: Latymer and Godolphin Schools', A History of the County of Middlesex: Volume 1: Physique, Archaeology, Domesday, Ecclesiastical Organization, The Jews, Religious Houses, Education of Working Classes to 1870, Private Education from Sixteenth Century (1969), pp. 305-306.

The original school building was the result of an architectural competition whereby the trustees agreed to offer a prize of £10 to the architect who provided the best proposals for the school. Four proposals were submitted, despite the sum being small even for 1861, and the chosen architect was Charles H Cooke of Bedford Row, London, who proposed a building in Victorian Gothic style, to a cost of £7000. The foundation stone was laid by Archibald Tait, the Lord Bishop of London on 8th June, 1861. At the time of opening, St. John's Church had already been built to the south, but otherwise, the school was surrounded by fields and market gardens.

From: A School of Dolphins: The History of Godolphin and Latymer School: Sally Holloway

5.89 The first buildings on this site date from 1861 when the Godolphin School, a boarding establishment for boys, was transferred in 1862 from its site by the River Thames. Following the failure and subsequent closure of the boys' school, it became the Godolphin and Latymer School, an independent school for girls, in 1905. The complex of buildings had been extended many times, initially when the girls' school was opened, and then again through the 1950's, 80's and 90's to keep up with ever changing school needs, changes in curriculum and focus. One of the most recent significant buildings on the school site is the elegant Goodison Building (2000), visible from Cambridge Gardens. Following its declaration of redundancy in the early 2000's, the school acquired the neighbouring St. John the Evangelist Church and Vicarage, converting it into an assembly hall and theatre/performance space with classrooms in the former Vicarage. The Rudland Music School was then built immediately to the north of the church in 2007. Planning permission has recently been granted for a new sports facility in line with the needs of the curriculum.



View of Godolphin and Latymer School from Iffley Road. A school was first established on this site in the mid-19th Century. In this view, the original schoolroom can be seen behind the distinctive railings and gate, the latter dating from 1905.



*View of the 1861-2 building from within the school grounds.
Photograph reproduced with the kind permission of Victoria Manser Architect.*

5.90 The 1861-2 building, which runs east to west within the site and was extended in 1905 to include the school keepers lodge and gates on Iffley Road (it also included the Headmistresses House subsequently demolished in 1960), is a fine composition in brick with large stone mullioned windows, and three large and two small gables identifying the attic rooms; it has a steeply pitched tiled roof, and central bay with oriel window above. There are oblique views of this elevation from Iffley Road (see Chapter 7). The various sizes and designs of the windows relate to their original use for the boys school. The attic rooms,

originally the servants' rooms and the sick rooms, are now classrooms, having been re-ordered in the 1980's [by Hans Haenlein Architects]. The first floor contained the dormitories with the large oriel window in the centre, lighting the master in charge's bedroom. On the ground floor, the schoolroom is in a double height timber vaulted space at right angles to the main school block, and identified by the large stone mullioned ecclesiastical window on the south elevation and steeply pitched tiled roof with fleches on the ridge. On the ground floor of the main building are other classrooms which were also used outside school hours as sitting rooms for the boarders, a private study for the master in charge, the dining hall for 40-50 boys and the Head Master's dining room. The buildings remain, but the uses to which they are put have long changed.

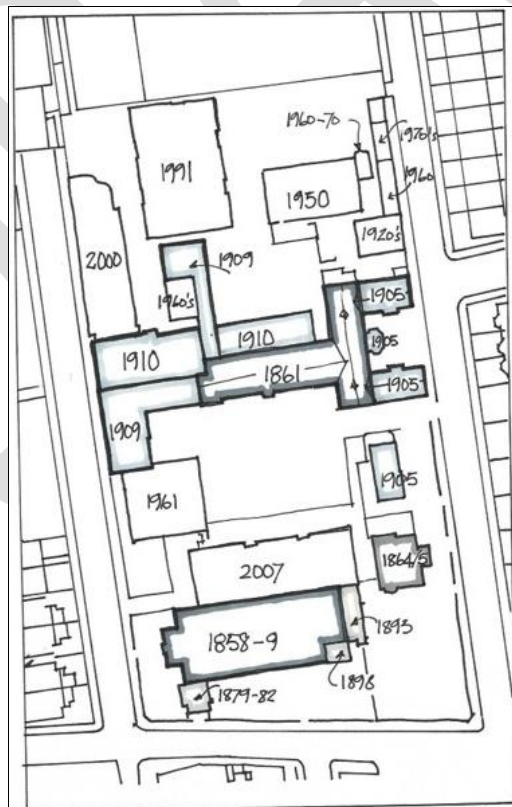


The porch was originally the location of the entrance used by the boys to enter the schoolroom. The porch in gault brick was added and the stone date plaque and shields denote the 1905 creation of the girls' school.

5.91 The range of buildings visible from Iffley Road dates mostly from 1905; in brick with weathered stone dressings and mullions and no more than two storeys. On the street edge are the steeply triangular gable ends of the older buildings on the site, with the original schoolroom seen behind the school entrance gateway flanked by distinctive metal railings.



Godolphin and Latymer School – Iffley Road showing the original schoolroom (1862) with its ecclesiastical windows and fleche on the roof, behind the school keeper's lodge added in 1905. The dormer windows are modern.



Plan showing dates of buildings at Godolphin and Latymer School and St. John's Church.

5.92 St. John the Evangelist Church, designed in 1857-9 by William Butterfield, listed Grade II*, is described by Pevsner as *“Large and rather grim; yellow brick, banded with red, stone dressings. Tall sw tower (1879-82) with saddleback roof standing s of the aisle. A spire was intended. Low narrow lean to aisles; arcades with a simple chamfer; as harsh as Butterfield liked to be.”* It predated the erection of the school when it was still surrounded by fields. A later south side aisle was designed and built by J F Bentley (best known for designing Westminster Cathedral). The church tower was added in 1879-82, while the vestry, a single storey extension, was added c 1900.



This view of St John's Church reproduced by kind permission of Victoria Manser Architect.

5.93 The church was declared redundant and subsequently bought by the adjacent school where it is now an important part of the campus. It has become a multi-function space and can be used for assembly, and as a performance and theatre space. The Lady Chapel still remains for worship.

5.94 The Vicarage which sits to the northeast corner of the church was also by Butterfield, and built in 1864-6. Listed Grade II, it is now in use by the school as classrooms. It is of similar brick to the church, with stone dressings, decorated arched windows, steeply pitched slate roofs and prominent chimneys.



A winter photo allows the whole church to be seen in Glenthorne Road.

5.95 A key view has been identified from this part of Glenthorne Road which is set out in Chapter 7, View 17.

Cambridge Grove

5.96 Cambridge Grove is bisected by Glenthorne Road; the north and south parts differ in character.

5.97 To the north, nos. 51 to 61 (odd) are three storey Victorian villas in yellow London stock with red brick string courses and window surrounds. They have two storey canted bay windows at semi-basement and raised ground floor level. To the north of these is 20th Century Cambridge School, undistinguished long flat roofed two storey brown brick buildings. The character of the street here benefits greatly from the mature trees which line the school grounds.



Cambridge School trees in the foreground. Cambridge House can just be seen to the right of the photograph.

5.98 Further north, terminating the view, is the modern commercial office building of Cambridge House (probably 1960's). In concrete and glass it is typical of its period, and does not detract significantly from the street scene.

5.99 Opposite Cambridge School is the western elevation of Godolphin and Latymer School. The historic buildings described earlier are visible above the school wall, but the modern additions from 2000 are dominant along this street; the Goodison Building in a pale brick with large well-proportioned metal framed windows, echoing those in the neighbouring 1909 building, and an over sailing eaves to the roof above a long clerestory window; and the later Rudland Music Block, an elegant composition by the same architect, built between St John's Church and the 1961 building.



Godolphin and Latymer School – the Goodison Building, Cambridge Road elevation, completed in October 2000; designed by Victoria Manser Architect, a fine example of an elegant, well-mannered modern building which complements its listed neighbour.



*The Rudland Music Building completed in 2007:
photograph reproduced by kind permission of Victoria Manser Architect.*

Banim Street

5.100 The east side of this street comprises modern residential development, and the rear of Cambridge School. Immediately to the south of the junction with Aldensley Street is a small estate of two storey yellow stock brick houses with red brick sills and corner details, concrete lintels above metal sash windows, shallow pitched roofs and with neat front gardens, built in 1976. Further south Cambridge House can be seen rising above the rear of Cambridge School. The street is enhanced by small street trees and the soft landscaping within the school grounds. At the corner of Banim Street and Glenthorne Road is the former Royal Oak

Public House, an early 20th Century Arts and Crafts style building in red brick with decorative tile panels beneath the windows, a rusticated ground floor (painted), small paned timber sliding sash windows and a splayed bay. The hipped red tiled roof has deep eaves and dormers with paired timber sash windows. The gabled end seen from Glenthorne road has a prominent chimney stack. The public house is now in use as a club and, accordingly, the ground floor multi-paned sash windows have been obscured.

Glenthorne Road

5.101 Nos. 36 to 48 Glenthorne Road are six four storey Victorian paired and linked villas in London stock brickwork with red brick banding, string courses and window arches. Each pair is slightly different in decorative appearance but all have roof level windows emphasised with pitched gables and decorative bargeboards, bays to the front, and in the case of nos. 46 and 48, deep stylishly bracketed eaves. This cluster of properties forms a strong group with the former St. John the Evangelist Church, now part of Godolphin and Latymer School (all listed buildings), and the residential buildings in Iffley Street.



Iffley Road properties opposite Godolphin and Latymer School.

5.102 Nos. 4 to 16 Iffley Road are plainer and more stolid versions of no. 36 to 48 Glenthorne Road, four storeys in red and yellow London stock brick, with slate roofs.

Sub Area 4. Cambridge Grove

5.103 This small distinctive sub area in the southern tip of the conservation area comprises nos. 1 to 39 (odd) and 14 to 52 (even) Cambridge Grove and the west side of Leamore Street. Cambridge Grove, then called Cambridge Street, appears on the 1853 map by Alfred J Roberts and pre-dates the building of the railway which was extended from Paddington via Hammersmith in 1864. Leamore Street must have been built shortly after the map was drawn, although by the late 1860's the railway had taken a swathe out. The excavation of the road to allow for vehicles to pass under the bridges, and the installation of fine cast iron railings set in the brick retaining walls, created the distinctive character of this part of the conservation area as it is today.



The Stonemasons Arms, formerly the Cambridge Public House, holds the corner of Cambridge Road and Glenthorne Road.

Cambridge Grove

5.104 The properties on the east side of Cambridge Grove are flat fronted three storeys with a semi-basement. Built in London stock brick, the windows have deep plaster architraves with rosettes at the ground floor; the first floor (piano nobile) has a pair of taller windows with similar architraves, although these are topped with a cornice and decorative consoles and each has a balconet with cast iron railings with decorations. The top floor has smaller windows with simpler plaster moulded architraves. A plaster cornice and parapet hides the valley roof behind. On the corner is the Stonemasons Arms Public House, on the Council's Register of Buildings of Merit, formerly called The Cambridge Arms possibly after HRH the Duke of Cambridge (1819-1904); it is a large Victorian building, three storeys in London stock brick, the ground floor in stucco; the first floor has sash windows with arched tops, and moulded plaster arches springing from brick pilasters with plaster capitals surround these windows. The attic storey above a deep cornice is in brick with a plaster parapet. A painted plaster coat of arms is found on the Glenthorne Road elevation within a windowless arch.



Properties on the west side of Cambridge Grove, showing the distinctive railings and the slope of the roadway as it sinks beneath the railway bridge in order to achieve headroom.

5.105 South of the railway bridge the appearance of the buildings changes, some being stucco fronted, others with a stucco ground floor with brick above, and others in London yellow stock brick with red brick arches and string courses.

5.106 All the properties have small front gardens, either with brick boundary walls or railings. The narrowness of the pavements together with the existence of the railings precludes street tree planting.

5.107 The views in, out and along Cambridge Grove have been identified as key views in the conservation area; the street and views are fully described in Chapter 7, Views 15 and 16.



Original Victorian railings with stone plinths should be retained and restored as they give Cambridge Grove and Leamore Street its character and reinforce its sense of place.

Leamore Street

5.108 Only the west side of Leamore Street is in the conservation area. To the east is the looming presence of the multi-storey car park and shopping and residential blocks around King's Mall and Ashcroft Square in the centre of Hammersmith.

5.109 The properties to the north of the railway bridge are two storey Victorian cottages in yellow London stock brick with red brick window and door arches, string courses and dentil courses beneath the eaves. Originally the windows would have been timber sliding sash, unfortunately some have been replaced. Sadly, a number of cottages have painted brickwork, and one property appears to have been rebuilt entirely of red brick. This has affected the uniformity of the group. To the south of the railway bridge, the properties vary in appearance. Nos. 40 to 44 are two storeys with semi-basements, in brick with square bays on the ground floor with stucco mouldings, plaster architraves around the timber sliding sash windows and deep eaves held on consoles. No. 38 is slightly taller in red brick, with a splayed bay window at ground floor, arched windows at the second floor, and a triangular pediment to the front entrance door. Nos. 34 and 36 are three storeys with large two storey bays, rather plain also in red brick, and tower over no. 30 and 32, which are two storey flat front brick buildings, one unfortunately painted pale blue.

5.110 The overriding characteristic in Leamore Street is the high retaining wall with stone copings and cast iron railings which protects pedestrians on the pavement high above the roadway as it dips under the railway bridge.

Sub Area 5. Southerton Road

5.111 This sub area is the most recent addition to the conservation area. It comprises Overstone Road, Kilmarsh Road, Southerton Road and part of Glenthorne Road. With very few exceptions, the buildings in these roads are original mid-Victorian terraced housing (the rate books show Overstone, Kilmarsh and Southerton Roads as dating from 1868), though many of the houses are now converted into flats. There is a red brick chapel building at the corner of Kilmarsh and Southerton Roads, some garages at the south end of Southerton Road, and some offices at ground level in Overstone Road.

Overstone Road

5.112 This street consists almost entirely of terraced housing of varying styles: basement level and two upper floors, basement level and three upper floors, and three upper floors. Each style is represented in a substantial block and the street as a whole has a pleasing unity arising out of the use of London stock brick and white-painted stucco detail in the form of rusticated bases, window surrounds, door hoods, brackets and pilasters.



Stucco decoration is largely intact on the houses in Overstone Road.

5.113 Nos. 1 to 25, 27 to 37 and 2 to 42 (built in 1867) have semi-basements and two storey canted bays. Paired entrances have flat pillars on either side of the door. A continuous cornice runs across the facades above the bays and entrances. Nos. 46 to 60 are flat fronted gault brick houses. A decorative string course in the brickwork runs continuously along the terrace between the first and second floors. Raised ground floor windows have a tripartite arrangement with a cornice on brackets above them. Ornate iron railings are largely intact along this group. Nos. 62 to 90 have banded stucco facades on the semi-basement and raised ground floors. A stucco string course on brackets runs along the group under the first floor windows.



Gault brick and stucco facades on nos. 46-60.

5.114 There are some larger buildings at each end of the road (The Dartmouth Castle Public House and Overstone House at the south end, and 92 Overstone Road to the north), and a handsome building at 39 Overstone Road used by St John's Ambulance. The latter is set forward from its neighbours and has flat shallow stucco pillars with capitals on either side of the entrances. A cornice with dentils runs above a fascia and the building has quoins on either side on the upper floors.



Missing architraves and an unsympathetic prominent mansard roof on no. 27.

5.115 Two mansard roofs have been added in the middle of the west side of the street but overall the original roofline has been maintained. The original iron railings along the entire east side and some of the west have survived, and are a distinctive feature of the street, though at continuing risk of replacement and degradation. There are a few street trees, probably cherry trees.

Southerton Road

5.116 This street presents a more uniform appearance overall, though more houses have had mansard roofs added. As with Overstone Road, the prominent materials are London stock brick and stucco.



Nos. 1-13 have lost the original iron railings but fortunately the modern replacements are uniform in this group.

5.117 Nos. 1 to 13 and 2 to 26 are four storey stock brick houses with semi-basements, two storey canted bays and pitched roofs (hipped at the end of terrace). The ground and first floor have banded stucco facades and stucco architraves around windows with cornices on brackets above those on the first floor. Most timber sash windows are intact and some four panelled timber doors remain.

5.118 Nos. 30 to 32 Southerton Road is an attractive former Welsh Methodist chapel, Capel Seion (on the Council's List of Buildings of Merit), in red brick with yellow terracotta dressings, built in 1906, and now used by the Iranian Students Association. Double height, multi-paned windows on the street elevation are set between robust brick and terracotta piers. Small street trees line the road.



Capel Seion on Southerton Road.

Kilmarsh Road

5.119 This is a short road but very much in keeping with its neighbours. Two mansard roofs have been added but generally the roofline, front gardens and brick detailing are original and consistent. The buildings are rather plainer than in Overstone Road and Southerton Road, with a mainly stucco ground floor and the window surrounds in red brick rather than stucco. There is an attractive corner extension at 13 Kilmarsh Road and a very narrow house at 9a Kilmarsh has been inserted in a sympathetic and charming manner. There are one or two street trees in the road; narrow pavements may preclude more being planted.

Glenthorne Road

5.120 The buildings comprising 28 to 34, and previously occupied by the Premier West Hotel, were a pleasing uniform and symmetrical terrace of five properties. The semi-basement and upper ground floors had a stuccoed finish, and bay windows with a cornice which continued across the entrances. A scheme for their demolition and replacement with a sympathetically designed five storey building was granted in March 2012 and construction began in the spring of 2016.

5.121 The Dartmouth Castle has all the exuberance of a Victorian public house. It was opened in 1868, and is included in the Council's Local Register of Buildings of Merit. A prominent corner public house, it is four storeys high, with seven engaged Corinthian columns decorating the ground floor up to the fascia and projecting cornice. The floors above are in London stock brickwork, with rusticated quoins, pierced by windows reducing in size at each level. The first floor has tall sash windows with moulded architraves topped by triangular pediments held on decorative console brackets, the second floor windows have simpler arched architraves with bracketed sills, and the top floor has much plainer square sash windows with flat surrounds.



The Premier West Hotel prior to demolition.

Glenthorne Mews

5.122 Glenthorne Mews are a group of two storey Victorian warehouse buildings located between the modern terrace of houses in Glenthorne Road and the railway viaduct. The development incorporates the railway arches for its commercial uses and retains its original plan form. The mews style buildings have been altered over time, featuring attractive, fully glazed frontages around the courtyard that retain the uniform appearance of the mews. Original features include the flank walls of London Stock brick with decorative detailing, openings and chimney stacks, the smaller scale gatehouse, the gate posts and the prominent chimney of industrial dimensions. The mews forms a townscape ensemble that is characteristic of Victorian commercial development along railway viaducts and that contributes positively to the character and appearance of the conservation area.



Original piers frame the entrance to Glenthorne Mews.

6.0 BROAD DESIGN GUIDELINES

6.1 The previous section described the character and appearance of the conservation area, looking at its historic development, individual buildings, groups of buildings and the general townscape. This section outlines the broad design guidelines which will be applied to ensure that the character or appearance is preserved or enhanced by any proposal.

Land Uses

6.2 The mixture of uses within a conservation area is a component of character and often reinforces the role and quality of its individual buildings and local townscape. The impact of changing the balance of uses on that character must be carefully considered. Where new uses are proposed, they should be configured and accommodated in a manner that is consistent with the character of the conservation area and its architectural form, scale and features.

6.3 The experience of the particular mix of uses within a historic area helps determine its character. This often reinforces the role and quality of its individual buildings and local townscape. The balance of uses within a conservation area is, therefore, important in defining its character, particularly if they reflect the historic development of the area. Conservation area designation is seen as the means of recognising the importance of such factors and in ensuring that appropriate policies are adopted to address the preservation or enhancement of such character by maintaining the balance of uses where it exists.

Urban Design

6.4 New development should contribute positively to the townscape and visual quality of the area and achieve a harmonious relationship with its neighbours to preserve or enhance the character and appearance of the conservation area. A successful design will take account of the characteristics of setting, urban grain, key townscape features, architectural details, landscape features, views, landmarks of the conservation area.

6.5 New development will be considered on the basis of the following urban design characteristics:

a. Setting

The setting of the conservation area is determined by its surroundings within which the area is experienced and describes its relationship in particular to the spatial, visual, historic and topographic context. The setting may contain buildings or features that have a positive, neutral or negative impact on the significance of a conservation area. Where necessary, applicants should describe the impact of their proposals on the setting of a conservation area in accordance with the method outlined in Historic England's Good Practice Advice Note: The Setting of Heritage Assets (GPA 3) (2015).

b. Urban Grain

The urban grain of an area is composed of the plot layout, form and scale of buildings, the public realm and street pattern that define the distinct character of the conservation area and give clues to its historic development.

c. Key Townscape Features

All new development should respect the key townscape features, such as height and massing, building types and density, that define the sense of place. Proposed works within consistent groups of buildings such as terraces or set piece developments should respect the established homogeneity of the townscape.

d. Architectural Detail

The scale, proportion, alignment, style and use of features and materials must be carefully conceived to achieve high quality buildings that form a harmonious relationship with their neighbours.

e. Landscape Features

All new development should respect terrain and landscape features of the site and surroundings and respect their relationship to the built context.

f. Views

Significant views in and out of a conservation area and within it that can be appreciated from the street should be protected and opportunities to enhance existing views and shape or define new ones should be sought when considering new development.

g. Landmarks

Established landmarks, such as a church, school or public house, should be retained as visual focal points where they make a positive contribution to defining and identifying the character of the conservation area.

Further guidance can be found in 'Building in Context: New Development in Historic Areas', CABE 2001.

6.6 The council will require applications for planning permission, whether outline or full, to be in sufficient detail for a judgement to be made in relation to the impact of the proposal on the character and appearance of the adjoining buildings and street scene and the conservation area as a whole. For this reason an outline application without any details is unlikely to provide sufficient information.

New Development, Extensions and Alterations

6.7 New buildings, extensions and alterations should be sympathetic to the architectural character of the built context and should not have a harmful impact on the character and appearance of the conservation area. Characteristics such as building heights, building lines, roof forms, rear and side additions, front gardens and boundary treatment, lightwells, materials, windows and building features as well as disabled access measures should be considered in this context.

6.8 The following building characteristics are relevant when planning new development, extensions and alterations:

a. Building Height

Any new development should respect the general townscape and prevailing height of buildings in each area where there is general consistency in height and scale. Where this is not the case, a townscape analysis would be required that supports the judgement about appropriate building heights on a site.

b. Building Line

The relationship between the frontages of buildings and the street space they are enclosing is an important townscape characteristic. New development should respect the dominant building line and the general rhythm of the facades within a street. The building line of the rear of buildings, often with a repetitive pattern of original subordinately designed rear extensions, can also be important in its relationship with gardens. It should be respected by the careful design of any proposed rear extensions.

c. Roof Extensions

Front roof extensions are likely to interrupt continuous parapet and eave lines in the townscape and are generally unacceptable for typical buildings styles within the Borough. Rear roof extensions should be sympathetic and special attention should be paid to their design where they are visible from the street and from surrounding properties. Alterations to the ridge height and the front roof slope are considered to be unacceptable where they harm the uniformity of a terrace or the proportions of a building. The use or reinstatement of original rainwater goods, decorative detail and materials including tiling patterns will be expected where appropriate. The demolition of original chimney stacks that are a significant feature in the roofline and silhouette of a building or terrace is considered to be a material alteration to the roofscape and shape of a dwelling house. Their removal may require planning permission and will be resisted. Similarly, original chimney pots should be retained wherever possible.

d. Hip to Gable Roof Extensions

Hip to gable roof extensions can undermine the symmetry of groups of properties or terraces. Where hipped roofs form part of the pattern of original development in an area their loss will be resisted.

e. Other Extensions

Extensions should never dominate the main building and should meet the policies in the section of the Planning Guidance Supplementary Planning Document on Housing Quality with regard to the provision of garden space, its proportions and quality. The size of rear and side extensions should have regard to existing building patterns within a conservation area and respect the symmetry of original additions in terraces. The design and materials of such extensions should integrate successfully with the host building and its neighbours.

f. Front Gardens

Front gardens define the edge of the public realm and form an important element of the character of most of the Borough's streets and terraces. Planted front gardens improve privacy, the appearance of properties and their relationship to the street, amenity value and local biodiversity. The retention and maintenance of planted front gardens will be encouraged and their destruction in order to create vehicular crossovers, access and hard standings will be resisted. Further guidance can be found in the Sustainable Drainage Systems, Biodiversity and Transport sections of the Planning Guidance Supplementary Planning Document.

g. Boundary Treatment

Traditional front boundaries are important in defining the character of a street and visually unite street frontages of buildings. Alterations to or removals of front boundaries that interrupt the sense of enclosure and rhythm in the relationship between private and public space will be resisted, and where missing, front boundaries should be replaced to their original design. Boundaries of the 19th & early 20th Century can vary from the earlier style of metal railings on a stone plinth with matching gates, to the later style of low brick walls with stone copings (simple flat blocks or more distinctively moulded) surmounted by metal railings or panels, and matching gates all flanked by stone or terracotta capped piers, and hedges, or a combination of these. In the majority of cases black or dark green is the most appropriate colour to paint metal railings and gates, but wherever possible the original colour scheme should be investigated. Invisible Green (Dulux Colour Reference 8406 G78Y) is often used. Visible side and rear boundary treatments can be of equal visual importance and their original design should be retained or reinstated. Any new structure over one metre in height on a boundary adjoining the highway and over two metres in height on a boundary at the rear of properties would require planning permission. Where the installation of bin, cycle or meter enclosures in gardens is considered to be acceptable, their design should be in proportion to the height of the boundary treatment and the size of the garden, and the enclosures should not be accessed through new openings in boundary walls, hedges or railings.

h. Lightwells

Where lightwells are considered to be appropriate they must be sensitively designed and proportioned to accord with the 'Design Guidelines for Lightwells' in the Planning Guidance Supplementary Planning Document. The creation of lightwells by the excavation of all or part of the front garden of a residential property to provide windows to basements requires planning permission, as does the enlargement of an existing lightwell. The loss of a substantial part of front gardens that form an integral part of the character of the terrace and street will be resisted.

i. Brickwork and Stonework, Painting, Render and Cladding

External brick or stone walls (including pilasters to shop surrounds) should be retained in their original condition and should not be painted, rendered or clad in any material. Existing brick or stone elevations including chimney stacks should be properly maintained and appropriate repainting undertaken where necessary (usually

with lime based mortar in a flush finish). Properties that have original unpainted stucco rendering, or have stucco mouldings, should preferably be left in their original state and specialist advice should be sought where re-rendering or repairs are necessary. Where render or stucco is painted, it should be repainted an appropriate matt colour (or colours) i.e. white, pale or pastel shades rather than vivid colours. Glazed bricks or tiles and terracotta tiles or decorative panels should not be painted. Planning permission may be needed for changes to original facades and consultation with the Borough's conservation officer should be sought.

j. Windows and Original Features

Original architectural features such as timber sash windows, timber or metal casement windows, panelled doors, decorative stucco, moulded window surrounds and door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable, owners are encouraged to reinstate these with exact replicas in the original style, detailing and materials. Replacement windows should be designed with matching opening styles, frame materials and profiles, pattern of glazing bars and glazing types. The type of glazing including secondary glazing options and design details should be carefully considered on a case by case basis. Planning permission may be needed for replacement windows and advice from the Borough's conservation officer should be sought. Owners of properties with inappropriate replacement windows, including PVC (plastic) windows, will be encouraged to change them for those of a more appropriate design and materials to match the originals when an opportunity arises.

k. Disabled Access

Applications for development affecting heritage assets should achieve accessible and inclusive design wherever possible and practicable. The Council supports the dignified and easy access for disabled people to and within historic buildings and historic public spaces. Suitable access for disabled people, which does not compromise a building's or area's special interest, can normally be achieved if treated as part of an integrated review of access requirements for all visitors or users, and if a flexible and pragmatic approach is taken. The Historic England publication – Easy Access to Historic Buildings (2015) provides useful guidance.

Shopfronts, Shop Signs and Awnings

6.9 The removal of historic shopfronts will be resisted and where they have been fully or partially removed, restoration will be encouraged. New shopfronts, including signage, lighting and other external installations, should incorporate high quality designs and materials which are appropriate to the architectural character of the building.

6.10 Proposed works to shopfronts will be considered with regard to their characteristic setting and features:

a. Shopfronts

New shopfronts and alterations should be designed to achieve a satisfactory visual relationship between the frontage and the rest of the building. Shopfronts spanning

more than one original shop unit should not disrupt the vertical emphasis by the removal of intermediate pilasters and corbel brackets that originally divided the individual shop units.

b. Shopping Parades

A group of shops within a terrace normally has a unified appearance within well designed surrounds common to each shop and with related shopfront designs. The replacement of shopfronts with individual features and surrounds that are not common to the group would harm the unified appearance of the terrace. The retention, repair or restoration of original shop surrounds and frontages therefore is of high importance to the character and appearance of historic buildings and conservation areas.

c. Shop Fascias, Signage and Lighting

Fascia panels and shop signs should be integrated into the design of a shopfront, respect architectural details, use appropriate materials of high quality and should be located below the perceived floor level of the first floor. Internally illuminated box fascias and signs are considered to be inappropriate for shops within conservation areas.

d. Shop Security Shutters and Awnings

Security grilles, where absolutely necessary, should consist of an open mesh to avoid dead frontages and be located internally. Shutter boxes should always be hidden from external views. Awnings should be traditionally designed and integrated into the shopfront.

More detailed guidance can be found in the Planning Guidance Supplementary Planning Document.

External Installations

6.11 Any external installations, such as solar/PV panels, satellite dishes and antennas, must be integrated into the design of a building by installing these within the envelope of the building or in a discrete manner in the least intrusive locations to minimise their visual impact both in ground level and high level views. Such installations within a conservation area may require planning permission and need careful consideration.

6.12 The proposed details of the installation of the following external additions must be considered:

a. Energy Efficiency Measures

Installation of energy efficiency technologies such as microgeneration equipment must be sensitively designed and situated to limit their visual impact on heritage assets. Internal alterations to increase energy efficiency, such as secondary glazing or heat pumps that require the installation of external grilles, should be designed to be sympathetic to the exterior character.

b. Satellite Dishes

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

c. Other Additions

External impedimenta such as original rainwater goods must be replaced in their original form and material. In some cases, powder coated aluminium may be acceptable but the use of PVC (plastic) is considered visually inappropriate. The installation of small size equipment such as alarm and antenna boxes and cameras should be limited and sited away from important architectural details and screened appropriately. The routing of cables should be internal – where this is not possible, cables routes should be in the least prominent locations with a colour finish to match the background.

Open Spaces, Trees and Streets

6.13 Open spaces, trees and streets make a significant contribution to the character and appearance of conservation areas. It is important that any proposed changes preserve the character and reinforce local distinctiveness of the area.

6.14 Proposals will be assessed with regard to the following considerations:

a. Open Spaces

Public and private open spaces within a conservation area have a major visual and amenity value and impact upon the character of an otherwise built up area. Dalling Road Open Space is the primary greenspace in the conservation area and landscaping in private gardens makes a positive contribution to the street scene in many places. Any development should be designed to ensure it is harmonious with the open space context.

b. Trees

Mature planting and trees are an important characteristic of historic areas and most trees in a conservation area, including those in rear gardens, are protected [see the Town and Country Planning [Trees] Regulations 2012]. Owners are urged to look after trees on their land and plant new ones, and the Council will continue to re-instate and plant new street trees where appropriate, in order to ensure a continuing stock of mature trees for future generations and to provide an opportunity for biodiversity. Trees and shrub planting along boundaries of properties is a common characteristic in conservation areas, and their retention and maintenance will be encouraged.

c. Streets

Roads, pavements and public spaces should form a neutral setting for buildings within the conservation area and all work should be carried out in accordance with the Council's street design guide "Street Smart". Original kerb stones and historic paving should be kept and repaired. Where this is not possible, high quality natural

materials such as York stone and granite setts can greatly add to the visual interest of an area, however, surfaces should be visually subordinate within the townscape, providing a coherent character throughout the conservation area. Any hard and soft landscaping, paving, road surfaces or footpaths should be designed to contribute where necessary to managing surface water run-off in accordance with the Flood Risk Mitigation and Sustainable Drainage section of the Planning Guidance Supplementary Planning Document.

d. Street Furniture

The Council is committed to improving the street scene. The aim is to promote high quality design and to eliminate visual clutter by removing redundant items of street furniture. Historic cast iron bollards, railings and cast iron or enamel street name plates add to the visual character of an area and should be retained and repaired or, if appropriate, replicas installed. New lighting columns and lanterns should be designed in keeping with the local character and context within the conservation area.

7.0 KEY VIEWS ANALYSIS

7.1 The analysis of the conservation area has identified 18 key views which are described in this chapter and shown on the map below:



Key map showing views in and around the conservation area

Key Views Descriptions

1. Redmore Road (east end) to Lamington Street



View from the east end of Redmore Road to Lamington Street.

7.2 The viewpoint is near the east end of Redmore Road outside no. 27 looking towards Lamington Street which terminates the view. It is a linear and enclosed view. There are other viewpoints available within this street.

7.3 On the north side of the street is the former chapel (Building of Merit) at 40 Redmore Road. This two storey gabled building is beautifully proportioned with the fenestration set out to form four points of a cross. The vertically arranged street door and top window have arched heads while the side windows are pedimented. The chapel is adjacent to a four storey brick building with a later addition mansard roof that frames the left hand side of the view. The right hand side is framed by garden walls and small trees.

7.4 The view terminates on a terrace of simply detailed, two storey, double fronted brick built terraced houses with slate pitched roofs and distinctive arched doorways on Lamington Road.

7.5 The spire of St.John the Evangelist Church (Grade II* listed) which is now part of Latymer and Godolphin school is highly visible above the roofline and is a local landmark and aide to navigation. Sovereign Court (under construction) is visible in the distance.

2. Redmore Road (west end) to Lamington Street



View from the west end of Redmore Road to Lamington Street.

7.6 The viewpoint is at the west end of Redmore Road on the south side of the street near the junction with Studland Street looking south towards Lamington Street which terminates the view. There are other viewpoints available within this street.

7.7 Both sides of the street are lined with two storey brick built terraced houses with ground floor bays and projecting brick porches to all front doors. Some houses have brick cornices with dentils below and all properties have small front gardens. Much of the street is lined with small street trees that soften and add enclosure to the view.

7.8 The two storey brick built houses with pitched roofs that terminate the view on Lamington Street are partially screened in the summer view by the tree canopy. Above this terrace taller Victorian houses and Sovereign Court form a layered and distant skyline.

3. Atwood Road to Town Centre



View from Atwood Road to the Town Centre.

7.9 The view is from outside 22 Atwood Road looking southeast towards the town centre. It is linear with a broad view of sky above the termination point, which is indeterminate as it incorporates the rear and flank wall of a number of buildings and a very large tree.

7.10 The north side of the street is lined with street trees and two and three storey brick built houses with small front gardens. Houses on the south side of the street are two storey brick built with ground floor bays and small front gardens. Small street trees soften the view on both sides of the street.

7.11 The spire of the former church (Grade II* listed) which is now part of Latymer and Godolphin school is visible and creates an off centre focal point above the roofline. It is a local landmark and an aide to navigation. 1 Lyric square, and Sovereign Court form the background to the church tower and compete with it in scale but they are more recessive in the view.

4. Raynham Road corner with Dalling Road



View from Raynham Road Corner with Dalling Road.

7.12 The viewpoint is outside 18 Raynham Road on the south side of the street looking southeast towards Lamington Road.

7.13 The view is linear and contained by the three storey (plus basement) brick built terraced houses on the north side of the street and the three storey terraced houses on the south side. The houses have a strong uniformity with very little alteration apart from mansard roof additions.

7.14 Two storey double fronted brick built houses with pitched slate roofs terminate the view on Lamington Road. Visible and off centre above them is the spire of the former church (Grade II* listed), now part of Latymer and Godolphin school. Sovereign Court and 1 Lyric square are visible behind the church and compete with it in scale. Fortunately, the elevations are broken into a grouping of vertical planes that complement the slender proportions of the church tower.

5. Brackenbury Primary School from Brackenbury Road



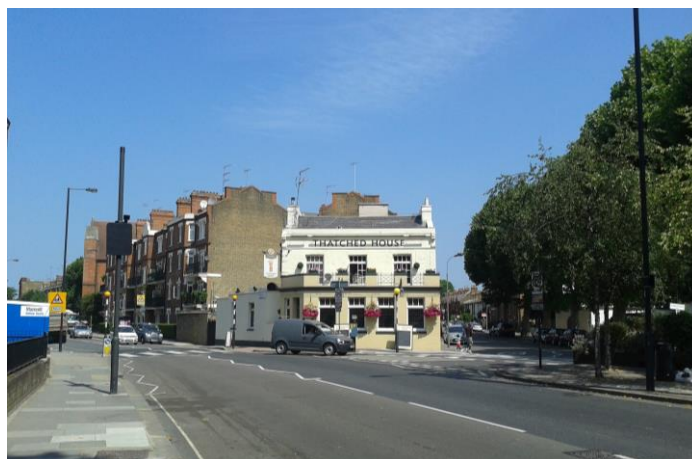
View from Atwood Road to the Town Centre.

7.15 The viewpoint is on the east side of Brackenbury Road looking into Dalling Road and at the Brackenbury Primary School (Building of Merit). This is a short range view with a specific building forming the focal point. Other views of the school are available in the area and the most significant of these are included in this section.

7.16 From this viewpoint the principal three storey elevation of the school onto Dalling Road can be viewed in its entirety with steep gabled roof, central cupola and tall chimneys creating a highly articulated roof line. The fenestration features vertically aligned windows of several sizes, with tall windows set into the gables, end bays and ground floor for extra emphasis. The brick built façade is further articulated by setting the end bays and gables slightly forward, pillars in the brickwork in red brick, string courses and arches above windows in the end gables.

7.17 The northeast elevation is heavily screened by the brick school wall and street tree.

6. Dalling Road to the Thatched House



View from Dalling Road to the Thatched House.

7.18 The viewpoint is on the west side of Dalling Road, which is just outside the conservation area, adjacent to 121 to 160 Flora Gardens. The view focuses on the Thatched House (Building of Merit) which is a local landmark. The building occupies a prominent corner location where the street divides into Paddenswick Road and the continuation of Dalling Road.

7.19 Looking into Paddenswick Road the most westerly edge of the conservation area is visible, lined with the four storey mansion block Ravenscourt Park Mansions. These are brick built with a highly articulated facade with full height bays and balconies with ornate iron railings. The roofline is also highly articulated as the two central blocks have stucco Flemish gables and all blocks have prominent chimneys. The facades are further enlivened with a variety of stucco architraves, some with capitals and some with semi-circular ornate aprons.

7.20 The view into Dalling Road is lined by an impressive row of mature street trees with full canopies. These largely screen from view the terrace at 128 to 132 and 134 to 142 Dalling Road (Buildings of Merit). Views into the adjoining Ravenscourt & Starch Green Conservation Area are revealed in the distance.

7. Brackenbury Primary School from Dalling Road



View from Brackenbury Primary School from Dalling Road.

7.21 The viewpoint is from the east side of Dalling Road, outside no. 220, focusing on Brackenbury Primary School (Building of Merit). This is a short range view with a specific building forming the focal point. From this viewpoint the principle elevation and the southwest elevations are visible. Other views of the school are available in the area and the most significant of these are included in this section.

7.22 From this viewpoint the principal three storey elevation of the school onto Dalling Road can be viewed in its entirety with steep gabled roof, central cupola and tall chimneys creating a highly articulated roof line. The fenestration features vertically aligned windows. The brick built façade is further articulated by setting the end bays and gables slightly forward, pillars in the brickwork in red brick, string courses and arches above windows in the end gables.

7.23 The southwest elevation is also visible above the school wall. This features smaller windows with a pair of arched head windows adding variety to the fenestration pattern. The four storey tower element on the corner is imposing with its elevated roofline and bank of chimneys. The facades feature far fewer windows than the rest of the building but attractive brick string courses and red bricks coordinate the treatment with the main section.

8. Dalling Road to Brackenbury School from Wellesley Avenue



View from Dalling Road to Brackenbury School from Wellesley Avenue.

7.24 The viewpoint is from outside 155 Dalling Road which is just outside the conservation area, but looking into it along the length of Dalling Road. The street curves to the northeast and its termination point is obscured by tree canopies.

7.25 The west side of the view is framed by the mature garden boundaries of houses on Dalling Road. Substantial three storey Victorian brick built houses occupy the centre of the view and are partially obscured by trees. The east side of the view is framed by a gently curving terrace of three storey brick built premises with accommodation above shopfronts.

7.26 The tower on Brackenbury School (Building of Merit) is prominent above the trees and houses that terminate the view. Its steep pitched roof, rear gable and wide fluted chimney are clearly visible, forming an attractive composition of elements and an important local landmark and aide to legibility.

9. Benbow Road corner of Agate Road



View from Benbow Road corner of Agate Road.

7.27 The viewpoint is outside no. 5 Benbow Road. The view is linear and channelled by two and three storey brick built terraced houses with raised ground floors, stucco bays and semi-basements. The termination of the view is on Brackenbury Road where more three storey bay fronted houses line the street. Above the roofs and behind the houses, the gabled roof line of Brackenbury School (Building of Merit) is very prominent and the cupola, a tall chimney and the roof of the four storey tower are clearly visible. A mature tree to the right obscures some of the school roof and softens the view.

10. Church Hall Iffley Road from Hebron Road



View of the Church Hall on Iffley Road from Hebron Road.

7.28 The viewpoint is from the east end of Hebron Road where it meets Agate Road. The view is linear and enclosed by two storey, double height, bay fronted, brick built terraced houses and tall mature trees that create a strong sense of enclosure and narrow the view.

7.29 The striking elevation of 41 Iffley Road, the former Mission Hall (Grade II listed), is glimpsed between the trees in the summer view and is more apparent in the winter view. The façade is revealed in more detail as one progresses towards it along Hebron Road. The street elevation features an arrangement of paired windows in three bays set within a steep Flemish gable. The white stucco façade and ornate details within it provide a strong contrast and element of surprise compared to the surrounding brick built, bay fronted terraced houses.

11. Church Hall Iffley Road



View of Church Hall on Iffley Road.

7.30 The viewpoint is from the east side of Iffley Road looking south with the former St. John's Mission Hall (Grade II listed) forming the focal point of the view.

7.31 The view is looking at the gently curving west side of Iffley Road with its terrace of two storey brick built houses which feature double height brick and stucco bays. The termination point is obscured by a large tree canopy in the middle ground.

7.32 The Church Hall with its white stucco façade with ornate details and tall windows stands out as a striking contrast to the surrounding terrace in terms of style and materials. The street elevation features an arrangement of paired windows in three bays set within a steep Flemish gable.

12. Godolphin and Latymer School from Cambridge Grove



View of Godolphin and Latymer School from Cambridge Grove.

7.33 The viewpoint is outside no. 37 Cambridge Grove although other viewpoints are available in the street. The focus of the view is the Stonemasons Arms Public House on the corner of Glenthorne Road and Cambridge Gardens (Building of Merit). This three storey brick built corner building has pillars with capitals at the first floor supporting arched architraves around arch headed windows. A heavy cornice above this supports the top of the building which has small windows set below a stucco parapet. The terrace to its right, nos. 40 to 52 Cambridge Grove (Buildings of Merit), consists of three storey brick built houses with tall first floor windows, stuccoed ground floors and cornices with a stucco parapet.

7.34 The cast iron railings (not shown) that are a key character component of this street are visible in the foreground above the road which falls away to the south.

7.35 The spire of the former church (Grade II* listed), now part of Godolphin and Latymer School, is prominent above the public house. To its left, mature trees that enclose the south end of the school site screen the view into Cambridge Grove.

13. Godolphin and Latymer School from Glenthorne Road and Iffley Road corner



View of Godolphin and Latymer School from the corner of Glenthorne Road and Iffley Road.

7.36 The viewpoint is from the corner of Glenthorne Road and Iffley Road looking towards the eastern façade of the former church (Grade II* listed) and the southern façade of the school buildings forming part of the Godolphin and Latymer School (Grade II listed). The view of the buildings is highly screened by the mature trees in the school grounds around the former church. The leafy enclosure is a unique feature of the character of this small part of the conservation area, being part of the original garden that fronted the school in 1861, and is in contrast to the rest of the school site to the north.

14. Godolphin and Latymer School from Iffley Road



View of Godolphin and Latymer School from Iffley Road.

7.37 The viewpoint is on the east side of Iffley Road outside no. 8 looking northwest. It is a close range view, through the railings and into the courtyard of Godolphin and Latymer

School (Grade II listed). Other viewpoints of the school buildings are available along Iffley Road.

7.38 The view is well defined due to all of the gables on both elevations, the tall chimney and the highly articulated roof line. Some of the gable windows feature oculi and Y tracery in the stonework. Both fleches on the steep main roof are visible in this view.

15. Glenthorne Road into Cambridge Grove



View of Godolphin and Latymer School from Iffley Road.

7.39 The viewpoint is on the north side of Glenthorne Road looking south into Cambridge Grove. The view is linear and enclosed by three storey buildings on both sides of the street.

7.40 On the east side of Cambridge Grove, the entrance to the street is framed by the three storey brick built Stonemasons Arms Public House (Building of Merit) which has pillars with capitals at the first floor supporting arched architraves around arch headed windows. A heavy cornice above this supports the top of the building which has small windows set below a stucco parapet on the Cambridge Grove facade. The adjacent terrace, nos. 40 to 52 Cambridge Grove (Buildings of Merit), consists of three storey brick built houses with tall first floor windows, stuccoed ground floors and cornices with a stucco parapet. The facades are partially screened by tall columnar trees in some front gardens.

7.41 On the west corner of the Cambridge Grove, the entrance to the street is framed by a modern three storey building and a terrace of modern three storey houses beyond it.

7.42 A distinctive feature of the street is the railway viaduct which cuts through it, perpendicular and at a high level. The road slopes downwards under the bridge and the pedestrian footpaths on either side have the appearance of elevated walkways lined with ornate iron railings.

7.43 The south end of the street, where the road rises to its junction with King Street, can be seen under the railway viaduct in the distance.

16. Cambridge Grove towards Glenthorne Road



View of Cambridge Grove towards Glenthorne Road.

7.44 The viewpoint is outside no. 5 on the west side of Cambridge Grove looking north along the street towards the railway viaduct and Glenthorne Road. The view is linear and enclosed by three storey buildings on both sides of the street. Other viewpoints are available within the street.

7.45 A distinctive feature of the street is the railway viaduct which cuts through it, perpendicular and at a high level. The road slopes downwards under the bridge and the pedestrian footpaths on either side have the appearance of elevated walkways above the road, lined with ornate iron railings.

7.46 The north end of the street, where the road rises to its junction with Glenthorne Road, can be seen under the railway viaduct in the distance.

7.47 The spire of the former church (Grade II* listed) which is now part of Godolphin and Latymer School is a highly visible focal point above the rooflines of the houses that lay on Cambridge Grove to the north of the railway viaduct. The mature trees that line the school perimeter are prominent in the centre of the view next to the spire.

7.48 The east side of the street is enclosed by Clarence Court, a modern, undistinguished three storey building (not shown) outside the conservation area. This is adjacent to a terrace containing nos. 14 to 22 Cambridge Grove (Buildings of Merit). These are three storey brick built houses and some take the form of paired villas and have stucco facades. Others have brick facades above rendered ground floors with heavy cornices and parapets above.

7.49 The west side of the road is enclosed by a terrace which includes nos. 1 to 15 Cambridge Grove (Buildings of Merit). These are three storey brick built houses and some take the paired villa form and have stucco facades and shallow pitched roofs. Others have brick facades above rendered ground floors with heavy cornices and parapets above.

17. Glenthorne Road corner with Leamore Street



View towards Hammersmith Grove from the corner of Glenthorne Road and Leamore Street.

7.50 The viewpoint is from the corner of Leamore Street and Glenthorne Road. The view is looking East along Glenthorne Road and terminates on Hammersmith Grove.

7.51 On the left hand side is the former church yard of the Grade II* Listed, St. John the Evangelist Church (now part of Godolphin and Latymer School). The boundary is lined with railings and hedges and a brick wall with large mature trees within its perimeter. In the distance are brick buildings within the school that are Grade II Listed. Terraced brick Victorian houses on Iffley Road can also be glimpsed. In the centre view, large three storey Victorian houses with semi-basements and deep front gardens line the north side of the street. A new, set back five storey building under construction can be seen under scaffolding on the site of nos. 28 to 36. A row of mature street trees provide high level screening for buildings behind them.

7.52 On the south side of the street the view is of buildings outside the conservation area that mark the transition to Hammersmith Town Centre. The first phase of Sovereign Court emerges above the site hoarding. The closest point of the façade is five storeys in height and is set back from the plot boundary. There is an abrupt jump in scale up to the taller, panel clad, 10/11 storey part of the building that rises on the corner of Beadon Road. Beyond that, the height of buildings drops to Britannia House and the Triangle Building which is a modern building of six storeys with a recessive seventh floor. No. 12 Hammersmith Grove and its 11 storey modern glazed façade, terminates the view.

18. Glenthorne Road corner with Studland Street



View looking east along Glenthorne Road from Studland Street.

7.53 The viewpoint is from the corner of Studland Street and Glenthorne Road. The direction of the view is looking east along Glenthorne Road and the view is linear.

7.54 On the immediate left of the view are two storey mid-18th Century terraced premises, nos. 108 to 116 which are Buildings of Merit on the Local List. These have original timber shopfronts and stucco facades above. Beyond that are two and three storey Victorian buildings lining the back edge of the pavement. Nos. 96 to 106 have shallow front gardens. The view on this side of the street is terminated by the Grade II* Listed St. John the Evangelist Church which is yellow brick with stone dressings.

7.55 On the south side of the street are Clifton Cottages which are brick built with later addition mansard roofs. Some of which are original terraced houses built in 1860 and are Buildings of Merit on the Local List. Beyond the mature columnar tree is a modern brick terrace of two and three storey houses. Two new apartment buildings occupy the centre of the view, nos. 77 to 89 and Gooch House. These brick and painted render buildings both step down in height towards the street so that the mass of upper floors is recessive in the view. Beyond the flank wall of the Victorian house no. 59, no. 12 Hammersmith Grove (outside of the Conservation Area) terminates the view. This modern glazed office building steps up from eight to 11 storeys on its west façade onto Hammersmith Grove. Mature trees on the north side of the street obscure the far end of Glenthorne Road.

8.0 OTHER RELEVANT DOCUMENTS

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Draft Bradmore CACP August 2016

Traditional Windows: Their Care, Repair and Upgrading; English Heritage, September 2014.

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9.0 STATUTORY LISTED BUILDINGS IN THE CONSERVATION AREA

Building; Grade

Glenthorne Road W.6

Former Church of St. John the Evangelist (1857-9 William Butterfield); II*

South Chapel (1898 J F Bentley)

Iffley Road W.6

St. John's Vicarage incl garden wall (1864-6 William Butterfield); II

Godolphin and Latymer School (1861, ext 1905, Charles H Cook); II

41 St. John's Hall, a former mission hall (1883-4, H R Gough); II

10.0 BUILDINGS OF MERIT IN THE CONSERVATION AREA

Aldensley Road W.6

57 Andover Arms PH

Cambridge Grove W.6

1 – 11 odd; 13 – 15; 14; 16 – 22; 40; 42 – 52; 71 Cambridge Arms PH aka Stonemasons Arms

Dalling Road W.6

115 Thatched Cottage PH; Evangelical Church aka Hammersmith Christian Fellowship; Brackenbury Primary School

Glenthorne Road W.6

108 – 116 even; 121 – 125 odd (Clifton Cottages)

Redmore Road W.6

40 New Testament Church of God

11.0 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA

11.1 Planning permission is needed for most forms of development, including many building alterations. However, 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 dwelling houses. 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. The following directions are in force within this conservation area:

Bradmore No. 1 (6th October 1980)

11.2 Restricts the following works from being undertaken as permitted development, and planning permission will be required for:

“The erection of any structure at ground or first floor level at the rear of the main building wall”

40 – 50 (even) Atwood Road

6 – 32 (even) Leamore Street

3 & 5, 36 – 50 (even) Perrers Road

2 – 28 (even) & 9 – 27 (odd) Redmore Road

3 – 15 (odd) Studland Street (*not in this CA*)

50 – 54 (even) Studland Street

Bradmore No. 2 (6th October 1980)

11.3 Restrictions as described at No. 1 above.

32 – 50 (even) Brackenbury Road

1, 1A, 1B, 3 & 5 Carthew Road

Bradmore No. 3 (1st November 1983)

11.4 Restrictions as described at No. 1 above.

1 – 5, 17 – 23 (odd) Atwood Road

18 – 30 (even) Atwood Road

8 – 40 (even) Raynham Road

19 – 45 (odd) Raynham Road

1 – 7 (odd) Redmore Road

39 – 47 (odd) Studland Street

20 – 30 (even) Studland Street (*not in this CA*)

12.0 TREE PRESERVATION ORDERS

12.1 There are several protected trees in the Bradmore Conservation Area, most of which are located around the Glenthorne Road entrance to the Godolphin & Latymer School and along Cambridge Grove. Further inquiries about Tree Preservation Orders should be directed to Hammersmith and Fulham's Urban Design and Conservation department.

13.0 GLOSSARY

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

Apron: mainly rectangular projecting section of brickwork often found below a window.

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.

Corinthian: The Corinthian is the most ornate of the three main orders of classical Greek architecture, characterized by slender fluted columns and elaborate flared capitals decorated with acanthus leaves and scrolls. There are many variations.

Cornice: Projecting horizontal moulding. There are many variations in design. Usually placed on the parapet, at the top of bays or on the entrance entablature.

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.

Doric: The Doric is the oldest and simplest of the three main orders of classical Greek architecture, consisting typically of a channelled column with no base. The capital takes a simple circular form supporting a square abacus.

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.

Façade: 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.

Gault bricks: gault clays are often heavy and tough, but contain enough chalk to make the bricks pale yellow or white when burnt. In their uncleaned state they often look grey.

Gibbs surround: A surround of a door, window, or niche consisting of large blocks of stone interrupting the architrave, usually with a triple keystone at the top set under a pediment. It is named after the architect James Gibb (1682-1754).

Glazing bar: A thin rebated wood b& 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.

Modillion: a projecting console bracket under the corona of the Corinthian and Composite orders.

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 semi-circular. 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 cornerstones 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 brick in the district at any given time. In London mostly yellow or red stock bricks were used. Also the gault brick can be found in parts of Hammersmith.

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.

Voussoirs: The wedge-shaped stones or bricks of an arch.

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