



CONSERVATION AREA CHARACTER PROFILE

Fitzgeorge & Fitzjames

Hammersmith
& Fulham
Serving our Community

CONSERVATION AREA CHARACTER PROFILE ADDENDUM

FITZGEORGE & FITZJAMES

DESIGNATION AND BOUNDARY EXTENSIONS

(Refer to page 4 of the original profile published March 2000)

On 2nd July 2002 the conservation area was extended by the inclusions of:

- Nos. 1 - 30 (consec), Nos. 31 - 60 (consec) and Nos. 61 - 90 (consec) North End House, Fitzjames Avenue;
- Nos. 1 - 28 (consec) North End Parade, North End Road.

Nos. 1 - 28 North End Parade form a parade of small retail units within the link blocks and the ground floor of each apartment block on the North End Road elevation.

The original cream and grey facience tiles forming the fascias, pilasters and stallrisers of the shop surrounds remain on many of the units, although some have been painted or overclad. Encouragement will be given to the reversal of these unsympathetic alterations to restore the uniformity of the parade.

CHARACTER AND APPEARANCE

Adjoining Sub-area B

North End House

(Refer to page 7 of the original profile)

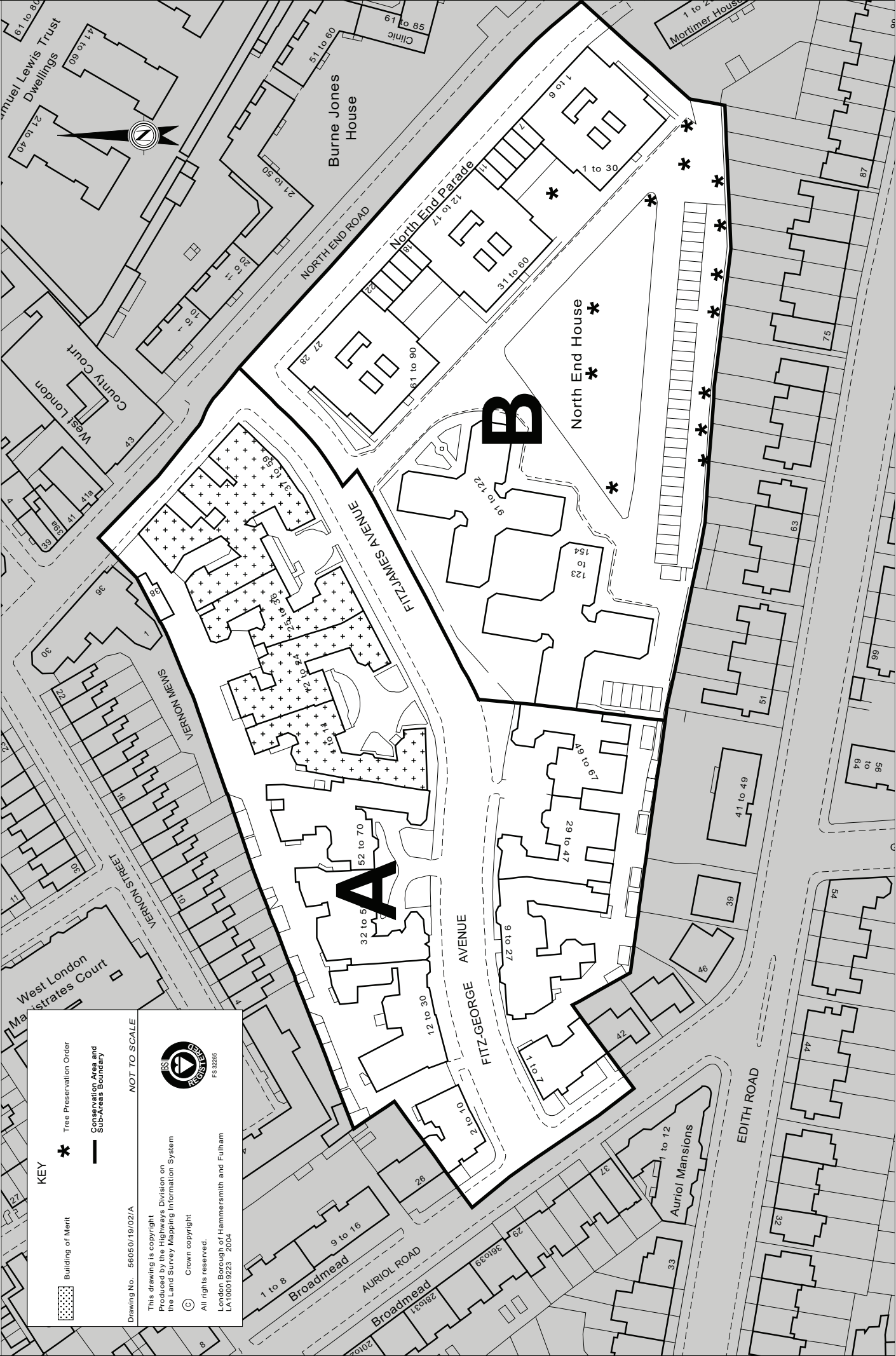
Nos. 1 - 30, 31 - 60 and 61 - 90 North End House comprise of three apartment blocks built from 1930, which form part of the North End House development, the rest of which was included within the Conservation Area upon its designation in 1982. Each block is eight storeys, Nos. 31 - 60 also has a rear basement. A single storey link block runs between each of the apartment blocks.

The apartment blocks are in a reddish brown brick with a tiled roof and windows are multi-paned sashes. Both the first and eighth storeys are rendered and painted white, as is the ground floor and basement on the rear elevation. The tall brick chimney stacks appear as prominent features in views along North End Road. The entrance to each of the apartment blocks is at the rear, up a short flight of steps flanked by a pair of Art Deco lanterns.



North End Road elevation of North End House

PLAN OF THE CONSERVATION AREA BOUNDARY & SUB-AREAS



KEY

- Building of Merit
- Tree Preservation Order
- Conservation Area and Sub-Area Boundary

Drawing No. 56050/19/02/A

NOT TO SCALE

This drawing is copyright
Produced by the Highways Division on
the Land Survey Mapping Information System

© Crown copyright
All rights reserved.
London Borough of Hammersmith and Fulham
LA100019223 2004

FS 32265

CONTENTS

1	Introduction	3
2	Designation	4
3	Conservation area boundary	4
4	Brief history of the area	4
5	Character and appearance	5
	Plan of the conservation area and sub-areas	8
6	Broad design guidelines	9
7	Other relevant documents	13
8	Listed buildings in the conservation area	13
9	Buildings of merit in the conservation area	13
10	Article 4 directions in the conservation area	13
11	Glossary	13

The Fitzgeorge and Fitzjames Conservation Area Character Profile was approved by the Planning Applications and Transport Sub-Committee on 2nd February 1998 as supplementary planning guidance.

If you have any queries regarding this profile or wish to carry out works in the conservation area please contact Environment Department reception on 020 8748 3020 extension 3330.

Design and Conservation
Development Services Division
Environment Department
London Borough of Hammersmith and Fulham
Town Hall
King Street
LONDON W6 9JU
March 2000

Todd Architects and Planners were the consultants for
the first draft of the Fitzgeorge and Fitzjames
Conservation Area Character Profile

Cover photograph: Fitzjames Avenue circa 1905
Hammersmith and Fulham Archives and Local History Centre

FOREWORD



The London Borough of Hammersmith and Fulham is fortunate enough to have 43 conservation areas covering almost half the Borough. These have been designated in recognition of the importance of the historic and architectural heritage in our Borough. As Deputy for Environment and Contract 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 Profile describes the special character of the Fitzgeorge and Fitzjames Conservation Area identifying buildings of note, interesting historic facts and showing how the buildings, open spaces and streets work together to create an environment worthy of protection.

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

A handwritten signature in black ink, appearing to read 'M. Cartwright'.

Councillor Michael Cartwright
Deputy for Environment and Contract Services