

## 1 INTRODUCTION

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

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

The Borough has 43 such areas designated over 22 years, of which Fulham Park Gardens 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** The Council is doing this in stages. The first stage is this document which is called a Conservation Area Character Profile. The “profile” 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 profile document will provide a sound basis, defensible on appeal, for the development plan policies and development control decisions, and for the guidance of residents and developers.

**1.5** It will also form the groundwork for subsequent Conservation Area Studies. The next stage will be the production of more detailed design guidelines where necessary in consultation with Councillors, the Hammersmith and Fulham Historic Buildings Group, Fulham Society, Hammersmith Society and other local groups. These will be followed by the preparation of

policy documents for the preservation or enhancement of the conservation area, which will be the subject of local consultation.

**1.6** The profiles and subsequent design guidelines will form supplementary planning guidance and will support the Council’s statutory Unitary Development Plan which sets out the planning policy framework for the development of the borough and development control decisions. Policy EN1 relates to conservation areas and makes specific reference to the Character Profiles. They will constitute material planning considerations in the determination of planning applications.

**1.7** The Government’s document (PPG 15) “Planning Policy Guidance: Planning and the Historic Environment” advises local authorities on how to operate the legislation, emphasizing that:-

*“It is the quality and interest of areas, rather than that of individual buildings, which should be the prime consideration in identifying conservation areas. There has been increasing recognition in recent years that our experience of a historic area depends on much more than the quality of individual buildings – on the historic layout of property boundaries and thoroughfares; on a particular ‘mix’ of uses; on characteristic materials; on appropriate scaling and detailing of contemporary buildings; on the quality of advertisements, shopfronts, street furniture and hard and soft surfaces; on vistas along streets and between buildings; and on the extent to which traffic intrudes and limits pedestrian use of spaces between buildings. Conservation area designation should be seen as the means of recognising the importance of all these factors and of ensuring that conservation policy addresses the quality of townscape in its broadest sense as well as the protection of individual buildings.”*

**1.8** This intention is reinforced by English Heritage in their document “Conservation Area Practice” which recognises that:-

*“As the number of conservation areas 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 a clear definition, recorded in some detail, of what constitutes the special architectural or historic interest which warranted the designation of every conservation area.

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

- 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 which they make to the special interest of the area;
- character and hierarchy of spaces, and townscape quality;
- prevalent and traditional building materials for buildings, walls and surfaces;
- contribution made to the character of the area by greens or 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;
- unlisted buildings which make a positive contribution to the conservation area according to English Heritage's criteria.

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## **2 DESIGNATION**

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**2.1** Fulham Park Gardens Conservation Area was designated on 30 March 1981. The Conservation Area was extended on 13 March 1991 to include the South side of the New King's Road and the east side of Fulham High Street.

**2.2** Since designation, further control for certain buildings has been applied through the application of an Article 4 Direction in October 1985 which relates to painting, external cladding and roofing materials (see Section 10 on page 16).

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## **3 CONSERVATION AREA BOUNDARY**

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**3.1** The conservation area boundary can be seen on plan on page 13.

**3.2** The western boundary follows the centre line of Fulham High Street north to Burlington Road. The northern boundary returns along the rear plot boundaries of properties on Burlington Road, Rigault Road and Fulham Park Road. It excludes the 1950's housing development known as Ethel Rankin Court and then follows the rear plot boundaries of Fulham Park Gardens to the London Underground line.

**3.3** The south eastern boundary follows the centre line of the New King's Road east to the London Underground Viaduct then north east along the line to the rear plot boundaries of Fulham Park Gardens.

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## **4 BRIEF HISTORY OF THE AREA**

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**4.1** The traditional site of Fulham Village, which was established at a strategic crossing point on the Thames, is in the western part of the conservation area. It probably has its origins in the prehistoric period, and there is archaeological evidence of Roman occupation.



**4.2** The modern centre is likely to have its roots in a village which had become well established by the 8th Century AD, when the place was mentioned in the Anglo Saxon Charter granting ownership of the area to the Bishop of London. It has been suggested that this was where a Danish army encamped for the winter of 880AD, and that they utilised defensive ditches, which were probably much older in origin. These were later used for the boundaries of the Bishops Palace.

**4.3** The village grew throughout the medieval period and contained the parish church of All Saints for Hammersmith and Fulham. A wooden toll bridge was built in 1729 replacing the ferryman, and the village developed as a commercial centre until the 19th century when Walham Green became commercially ascendant.

**4.4** Fulham High Street, Fulham Road and Burlington Road are early roads, and are evident on Rocques map of 1741, the rest of the conservation area was developed later, throughout the 19th century.

**4.5** Most of the surviving buildings in the conservation area are 19th century, however, many of the plot boundaries, particularly on Fulham High Street, Burlington Road and New King's Road are earlier, possibly medieval.

**4.6** Burlington Road had been known as Sowgelders Lane in Elizabethan times, and then Back Lane. From 1728 a three acre site on its east side, occupying the core of what is now the conservation area, was occupied by a famous boys' school known originally as the Fulham Academy. It was taken over in 1807 by Robert Roy who changed the name to the Burlington House Academy in recognition of his earlier school in Old Burlington Street, Piccadilly, and this led to the eventual change in the road name. The school closed down in 1853.

**4.7** In 1855, the Government bought the school house and grounds and built a womens' prison on the site of the cricket pitch. This opened in 1856



*Fulham Female Convict Prison pre 1888*

as the Fulham Refuge (Reformatory) for Women, and occupied the site for the next 32 years. It originally held about 200 women convicts in the third stage of a new enlightened rehabilitation programme introduced by Sir Joshua Jebb, the Director General of Prisons. The women were trained in laundry work and sowing as a source of employment on release, and there was a school for the younger prisoners. This was of limited success, and on his death in 1863 there was a change in policy. Between 1870 & 1871 Sir Edmund Du Cane, the new Director General of Prisons, had the prison enlarged to take about 400 women of all criminal types, and renamed it Fulham Female Convict Prison. Numbers of convicted criminals fell throughout the 1880's so the prison was closed in 1888 and the inmates transferred to H.M.P. Woking. Burlington House was demolished in 1895, the other buildings standing empty until 1899 when they were sold to Mr. Jimmy Nichol, who redeveloped the site as a small housing estate.

**4.8** There has been some post war redevelopment of certain plots across the conservation area, possibly due to bomb damage during the Second World War. Not all of these have been sympathetic to the character of the area.



## 5 CHARACTER AND APPEARANCE

**5.1** Fulham Park Gardens Conservation Area forms part of a fine-grained mixed-use neighbourhood that is typical of much of this part of the Borough. It is distinguished however by both its organic plot development, a result of centuries of continuous settlement, and its better than average exuberant late-Victorian estate architecture. The western part of the conservation area, following the line of Buer Road and the rear boundary of Nos.1 to 25(odd) Burlington Road, is an Archaeological Priority Area, and immediately to the south is the Putney Bridge Employment Zone. (Please see the Unitary Development Plan for full details.)

**5.2** 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 plan on page 13. These are defined as:-

- A Fulham Park Gardens
- B New King's Road
- C Burlington Road
- D Fulham High Street

### A Fulham Park Gardens Group

**5.3** This group could be described as the core of the conservation area. It is, however, the most recent of the four sub-areas to be developed; being mainly carried out in the latter part of the 19th

Century. This accounts for its more spacious feel compared to some of the earlier surrounding streets. The roads and building lines were laid out in two phases and developed as a speculative residential area.

**5.4** The earliest part of this area to be developed was the northern section comprising mostly of Victorian detached or semi-detached villas in red brick around the eastern part of Fulham Park Gardens, Fulham Park Road and the north side of Landridge Road. Rose Villa and its associated coach house are included in the Council's local list of Buildings of Merit. Eridge House, Fulham Park Road is a large Victorian detached building, originally a house. It is highly decorated in stucco and stock brick and is set in its own grounds behind a substantial pedimented gateway. It is visible from the entrance of the conservation area from Fulham Road, and reinforces the character of this part of the conservation area.

**5.5** The next phase of development was a series of terraced town houses which were built right up to the boundary of a prison formerly occupying a site of which Buer Road is now the centre. This phase included most of Rigault Road, the south side of Landridge Road and the centre section of Fulham Park Gardens.

**5.6** The prison was on the site now partly occupied by Burlington Lodge. It is thought that the prison site comprised the area of land bounded on the north by Rigault Road; on the west by Burlington Road; on the south by New King's Road; and on the east by Elysium Street, extended north on a line between Nos.64 & 65 Fulham Park Gardens and Nos.16 & 18 Rigault Road.

**5.7** The last phase was the redevelopment of the prison site in 1899 by Mr.Jimmy Nichol as a small estate of 3 storey terraces. This consisted of Nos.43 to 53(odd) Burlington Road (Rosedale Terrace); Nos.12 to 30(even) Buer Road; Nos.45 to 68(consecutive) Fulham Park Gardens; and Nos.166 to 180(even) New King's Road. Burlington Lodge is understood to be a surviving,

