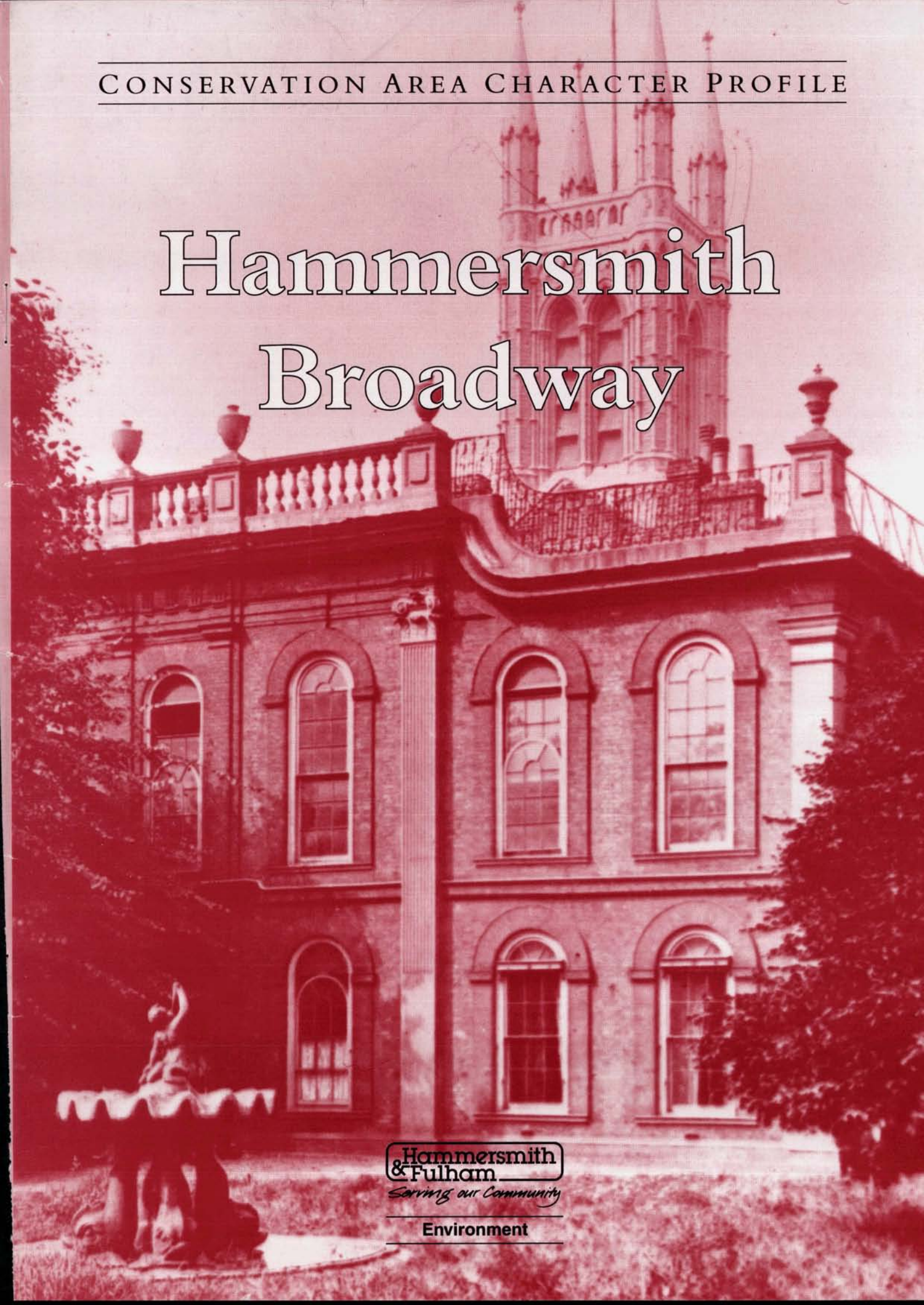

CONSERVATION AREA CHARACTER PROFILE

Hammersmith Broadway

Hammersmith
& Fulham
Serving our Community

Environment



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The Hammersmith Broadway Conservation Area Character Profile was approved by the Planning Applications and Transport Sub-Committee on 7th May 1997 as supplementary planning guidance. If you have any queries regarding this profile or wish to carry out works in the conservation area please contact Environment Department reception on 0181 748 3020 extension 3330.

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Todd Architects and Planners were the consultants for the first draft of the Hammersmith Broadway Conservation Area Character Profile

Cover photograph: Bradmore House circa 1900.
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 Hammersmith Broadway 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 and the Hammersmith 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

1. INTRODUCTION

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

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

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

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

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

1.6 The profiles and subsequent design

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

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

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

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

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

2 DESIGNATION

2.1 The Hammersmith Broadway Conservation Area was designated in June 1986.

2.2 The conservation area contains six listed buildings and a significant number of buildings and groups of buildings which are important in townscape terms and for their role in forming the setting for the listed buildings. The area itself is of historical significance in terms of the development of Hammersmith.

3 CONSERVATION AREA BOUNDARY

3.1 The Hammersmith Broadway Conservation area is centred on Hammersmith Broadway and includes St. Paul's Church, part of the Central Island site west of the underground line, the eastern end of King Street, Hammersmith Station (Hammersmith and City Line) and the south west end of Shepherd's Bush Road.

3.2 The conservation area boundary can be seen on the plan on page 20.

4 BRIEF HISTORY OF THE AREA

4.1 Throughout the 18th century the now named Hammersmith Road and King Street formed the main route from London via Kensington and Hammersmith, to Bath and Bristol. The village of Hammersmith was described in the mid 1720's by Defoe as "formerly a long scattering place, full of gardeners grounds with here and there a house of some bulk: I say in this village we see not only a wood of Great Houses and Places, but a noble square (The Broadway) built as it were in the middle of several handsome streets as if the village seemed inclined to grow up into a city. Here we are told they design to obtain the grant of a market though it be so near to London and some talk also of building a