

fine stone bridge over the Thames; but these things are yet in embryo, though it is not unlikely but they may be both accomplished in time..."

4.2 In the first quarter of the 19th century Hammersmith village was extending outwards from The Broadway and its principal thoroughfare, King Street (eastern part now called Hammersmith Road), was lined by terraces. The bridge across the river had finally been built, in 1823, and was connected to the Broadway by Queen Street (Queen Caroline Street)¹.

4.3 By the 1860's a new, and more direct, route to the river crossing, called Bridge Road, was formed and Great Church Lane appeared leading east from the church across open fields to North End Road. The area was essentially still rural although a network of small residential roads was spreading out from the Broadway. This development was accelerated by the arrival of the underground railway, the Metropolitan Line, in 1864, and the London & South Western, in 1869, terminating north of the Broadway and the District Line, in 1874, to the south.

4.4 By the end of the century the area had changed dramatically ². The Broadway and King Street, now served as the focal point both for shopping and transportation of a growing and prosperous late Victorian suburb. This was reflected in the number of civic projects undertaken in the 80's and 90's. A new bridge designed by Sir Joseph Bazalgette in 1887, had replaced the old and the 17th century chapel of ease had been demolished and rebuilt as the new St. Paul's Church in 1883, three times larger to accommodate an increased congregation. The building of a magnificent Town Hall in 1897, was testimony to this civic pride.

4.5 The Broadway was the local train and tram terminus, as well as the main road from the west, and in the 1880's Beadon Road had been constructed to ease traffic congestion which was becoming a problem. In 1906 the Broadway came under more pressure with the Piccadilly Line

joining the District Line terminus on the south side. Between 1906-11 the Broadway was widened and given its current built form, by the demolition of its north side. Whilst this alleviated traffic flow it resulted in the loss of many fine buildings ³. During this period the Metropolitan station was also demolished and moved a short distance south to its current location on Beadon Road.

4.6 By the First World War the basis of the current road layout was established with the conjunction of Fulham Palace Road with Great Church Street ⁴. The Broadway remained an important local centre of commerce and communication and, with the building of the Electric Theatre in 1908, the Broadway cinema in 1910 and a second Broadway cinema in 1913, it almost rivalled Shepherds Bush for entertainment. Shortly after the war in 1919, The Palais was opened ⁵.

4.7 Between the wars the burgeoning development of suburbia to the west had led to a slow decline in the area's prosperity. In 1932 the Piccadilly Line was extended under the Broadway to Acton and beyond and plans were being mooted for a new Great West Road running between King Street and the river. The first phase, from Cromwell Road to North End Road, was completed by the outbreak of War; the remainder, the extension and widening of Talgarth Road, had to wait until the 1950's.

4.8 Post war developments included the loss in 1953 of a local landmark, Palmers Stores, which had stood on the corner of the Broadway and King Street since 1886 and the demolition in 1962 of the 1887 Town Hall. The main begetter of change however was the long awaited completion of the Great West Road extension, culminating in 1961 with the construction of the Hammersmith flyover and the relief of traffic congestion around the Broadway at that time.

5 CHARACTER AND APPEARANCE

5.1 The conservation area is located within Hammersmith Town Centre which is the largest of the Borough's three town centres. The area has undergone significant changes in the last 20 years with development pressures extending from the City for office and associated development⁶. The Broadway Centre ('Centre West') development on the Island Site comprises a mixture of office and retail accommodation and a major public transport interchange consisting of a bus station and underground rail facilities and incorporating the listed Bradmore House frontage in a new building. King Street and the Broadway Centre Mall at the Broadway Centre are identified as Primary Retail Frontages in the Council's Unitary Development Plan.

5.2 The conservation area has a mixture of traditional town centre uses including employment, retail, leisure and places of worship. This area is a focus and important centre for public functions and includes a Police Station, Fire Station, public transport stations and St. Paul's Church.

5.3 There is a high concentration of listed buildings and locally listed buildings of merit (BOM'S) which are important elements in defining the character of the conservation area, including four historic Public Houses. The northern and south western part of the conservation area is an area of archaeological importance.

5.4 The conservation area is unfortunately dominated by heavy traffic flows which reflect the area's strategic traffic and transport function detracting from the overall environmental quality of the town centre as a whole.

5.5 The conservation area can be split into the following sub-areas which reflect the diverse character of the different areas within. These are shown on the plan on page 20.

The sub-areas are:

- A Hammersmith Broadway
- B St. Paul's Church
- C Island Site

A Hammersmith Broadway

5.6 Hammersmith Broadway has retained much of its historic form and layout with strong building lines defining the street space. The scale of development has remained constant to the north during this century though the development to the south is of a considerably greater scale (see sub-area C).



Nos. 2 - 10 Hammersmith Broadway

5.7 The 'historic' Broadway has a strong sense of place and the spatial character has remained intact with the plan form leading to a strong sense of enclosure in the centre of the Broadway itself with key buildings forming important features in views within, and into the Broadway.

5.8 On the eastern boundary of the conservation area Nos. 2-6 Hammersmith Broadway form an important corner at the junction of two roads. The buildings are four storied late Victorian, built of red brick and divided into three bays by full height pilasters and capped by heavy dentil cornices. Regrettably two out of the three bays have lost their balustrades otherwise the fabric is architecturally intact.

5.9 No. 8 Hammersmith Broadway (BOM) built in 1887 is a small but quite grandiose commercial building of red brick sitting on an extra high Portland stone base with a slated

mansard roof behind a deep dentil cornice. The stone base is rusticated and has a variety of window forms (oval, three centred and semi circular) and the main door has a bracketed pediment. Although the bay above the entrance breaks forward slightly, the composition above the base is symmetrical with four sets of windows to each floor, the upper range having segmental heads. All windows have stone surrounds and the central pair, on both levels, are linked.

5.10 No. 10 is a modern development which respects its context, taking cues from the neighbouring properties, and provides an interesting and well detailed facade. It has a recessed ground floor with substantial columns supporting the main facade and a recessed porch with circular arch to first floor level. Though set back slightly from No. 8 it maintains the strong building line and sense of enclosure of the street space.

5.11 On the opposite side of the road at the northern boundary of the conservation area is the Police Station (226 Shepherds Bush Road - listed Grade II) which was built in 1939. It is a bare, classical composition with stable yard to the side by Donald McMorran ⁷. A sturdy granite base rises to a third of the elevation's height and is decorated with the standard blue lamps and royal arms over the door. The ground floor windows have blank recesses below, hinting at a non existent basement. Above this base is a thin band of brickwork with

string course and above this more brickwork, with two rows of upper windows. The lower larger windows have full granite architraves contrasting with the pink brick. The upper windows are fewer in number and sit boldly over the piers rather than align with the lower windows and are surmounted by recesses. A large central chimney dominates the hipped roof. To the side the entrance to the stable yard is enlivened by a curved niche.

5.12 The buildings between the Fire and Police Stations in Shepherds Bush Road are reminiscent of the historic development of the area in terms of the mix of styles and scale of the buildings, and are all Buildings of Merit. The Palais, though with a substantial footprint has a generally low scale frontage of three storeys to the north and two to the south, separated by the Laurie Arms.

5.13 The Palais now known as "Le Palais" (230-236 Shepherds Bush Road) is a Building of Merit and was built in 1920. The northern part of Le Palais is faced in buff terracotta tiles with detailing, including window surrounds, in blue though the pilasters have unfortunately been painted. The facade is finished with a parapet and a central pediment of a simple design. The original windows remain and there is a single storey addition to the north with two round arches with keystone details, one of which has been mostly filled in. The southern facade of this building has retained its original form though the facing materials and doors to the ground floor have been altered.



The locally listed Laurie Arms, the northern part of Le Palais and the listed Police Station with its large central chimney

5.14 The Laurie Arms P.H. (238 Shepherds Bush Road, BOM) is documented back to 1842 with a later facade in the 1880's style and was named after Sir Peter Laurie Lord Mayor of London. It is a small two storey "local" with exuberant external clerical detailing, mostly intact. On the first floor an ornamental panel containing the pub's name is flanked by two windows with rather fussy pedimented surrounds, the whole is surmounted by a dentil cornice, balustraded and with a central pediment flanked by scrolls. Windows have multi paned upper sashes in the "Queen Anne" manner. There is a good granite 'run up' for barrels.



The listed Fire Station (centre) and the entrance to Le Palais

5.15 The Fire Station (244 Shepherds Bush Road), built in 1913 and designed by W E Riley, is listed Grade II⁸. A dominant feature in Shepherds Bush Road, its scale reflects the scale of development surrounding the Broadway. It is a product of the "classic phase" period of design from the LCC's Architects Department. It is a five storied (including mansard) red brick building, above a stone base with a steep, tiled, hipped roof with dormers and massive chimneys. There is a deep cornice at 2nd floor level. A giant arcade linking the first and second floors, spans between small flanking "Lutyens inspired" pavilions with circular windows and pantiled hipped roofs. There is a cobbled run in front for the fire engines.

5.16 Continuing the grander scale of development Broadway Chambers (14-26 Hammersmith Broadway - BOM) was built in 1925. It is a restrained, classical six storey (including mansard) commercial development with retail use at the ground floor. Three upper floors of red brick with a cornice to the third floor level, sit over a Portland stone base comprising of shop fronts and a narrow mezzanine. A steep pantiled roof, with pedimented dormers, sits behind a flat parapet. Windows to the main floors of Broadway Chambers are multi-pane sashes and casements to the mezzanine. The Lloyds Bank frontage at ground floor level has particularly interesting windows with bronze frames with fine detailing which are in good condition. There is an elegant brass inset in the pavement.



The listed George P.H. and locally listed Broadway Chambers

5.17 Broadway Arcade (BOM), located between Broadway Chambers and The George P.H., provides depth to the built form allowing an alternative route to the tube station. There is a strong contrast between the scale of this single storey arcade and the development around the Broadway. The picturesque walkway is covered by a glazed canopy with pitched roof supported by a cast iron structure. Within there are small retail units some of which retain part or all of their original shopfronts. This arcade is most unusual for Hammersmith.

5.18 The George P.H. (28 Hammersmith Broadway) is listed Grade II and was built in 1911 on the site of an old coaching Inn and a public house has been established here for 400 years. It was designed by Parr and Kates⁹ following the widening of the Broadway. It has a Portland stone facade in Jacobean style of four stories, with giant order pilasters capped by a balustrade and central pediment with decorative urns. There is a simple slate roof with dormers and two large and intricate stone chimney stacks. The central bay comprises a large arched opening at first floor level with recessed balcony. The second and third floor windows, with elaborate surrounds, form a triangular composition. The flanking windows at this level are in shallow semi circular, cantilevered bays.

5.19 Adjoining the George P.H. are Nos. 30 to 38 Hammersmith Broadway (BOM), a three storey building following the curve of the street into

Beadon Road. Dating from the 1950's it is built of brown brick with the main body of the building faced in Portland stone. The original windows remain though the majority of the shopfronts have been altered. Of a lower scale than the other properties on the Broadway it relates well to the scale of the Metropolitan Station.

5.20 The Metropolitan Station (BOM) was built in 1868 and is now the station for the Hammersmith and City Line. It has a dignified symmetrical, single storey street front of five bays in red brick, stone and glazed brickwork, articulated by shallow pilasters. The central bay has a brick pediment, slightly curved at its base, and is surmounted by a stone gable with semi circular head, housing a clock. Ball finials and small scrolls to the base of the pediment enliven the roof line. The outer of the two flanking bays has a shallow brick pediment and the whole composition is united by a full width, continuous, stone cornice.

5.21 The entrance to the station is through a three centred arch; office windows have semi circular heads and the shops square heads. The walls below the cornice are attractively banded in contrasting materials. Photographic evidence (pre world war) shows a full width stained glass canopy above cornice level. Alterations to some of the shop fronts, poorly located signs and crude struck pointing have compromised this facade. The conservation area boundary extends to include the station platforms and canopies.

5.22 The Swan P.H. was built in 1901 and designed by F A Miller ¹⁰ on the site of a former Coaching Inn. There has been a Public House on this site for over 200 years. Listed Grade II it is a large four storied red brick building, with a red and black granite ground floor. The lavish facade, in free Jacobean style, is articulated by an octagonal corner tower of oriel windows, chamfered corners, bays, gables and balconies. The decoration is similarly lavish with fretted stonework, carved rubbed bricks, mosaics, stone surrounds and string courses and incorporates images of a swan on the



View towards the Broadway from King Street with the listed Swan P.H.

top gables and the letter 'S' on its facades. Overall the building makes the most of its corner siting.

5.23 The group of buildings within the triangle of land enclosed by King Street, Hammersmith Grove and Beadon Road form an interesting collection of mainly late Victorian, Edwardian and early 20th century buildings. They have a mixed scale, attractiveness and variety of design that is visually enriching and beneficial to the local townscape.

5.24 No. 2 King Street is a well detailed red brick building with stone banding, brick string courses and timber framed windows with arch and keystone details. There are good gable details to the front and back of the property which are important elements of interest in the townscape. The framework of the original shopfront remains though there is currently an inappropriately proportioned fascia. Lower than its neighbouring properties No. 4 is a simple three storey eighteenth century building with a slate roof and rendered facade.

5.25 No. 6 is an ornate red brick building with stone and brick detailing including extensive banding, carved panels and ornaments to gables. There are two gables located to the centre of the facade and below there are proud brick surrounds to the windows bringing the main part of the facade forward and providing a vertical emphasis. The original windows remain, are varied at each floor and are key elements in the quality of the