

## **1 INTRODUCTION**

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**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 Ingersoll and Armingher 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, and 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, Fulham Society, 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. Policy EN1 relates to conservation areas making specific reference to the Conservation Area Character Profiles. 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.

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## **2 DESIGNATION**

**2.1** The Ingersoll and Armingier Conservation Area was designated on the 17 January 1990.

## **3 CONSERVATION AREA BOUNDARY**

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**3.1** The area comprises all the residential properties in Ingersoll, Armingier and Ethelden Road, together with the buildings along the north side of Uxbridge Road between Nos. 290 and 336.

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

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

**4.1** Maps dating from 1855 show this part of London to be predominantly rural, consisting of open farm land with villages and settlements maintaining their individual identities, connected by the Uxbridge Road. The areas archaeological significance is as yet unknown.

**4.2** By 1871, the Uxbridge Road had developed as the main route into Shepherds Bush and beyond. Development consisted of a number of large cottages (as indicated on the 1871 map) set in apparently extensive grounds, suggesting that the area was affluent.

**4.3** The area became part of the outer urban expansion of London in the latter years of the 19th Century. It appears to have been a quality suburban development with good access to Central London via Uxbridge Road and the Tramway there. Its initial occupants were primarily clerks and office assistants in the City and their families.

**4.4** The Drainage Plans for the area would suggest that the land in the conservation area began to be developed in the early to mid 1880's. By 1896, the development of the area was substantially completed with no subsequent change in its scale, density and massing.

**4.5** It is likely that blocks off the Uxbridge Road were developed at different stages. The building styles are indicative of this, and it appears

that the shop frontages located between Ingersoll and Arminger Roads, if not present initially, were added soon after completion of the main property. At this stage in its development the site of the Carlton Ballroom is shown vacant as is that of the former bank at Nos. 330 and 332 Uxbridge Road.

## 5 CHARACTER AND APPEARANCE

**5.1** The main part of the conservation area consists of terraced Victorian properties following a single route linking at both ends with Uxbridge Road. Also included is the corresponding commercial frontage along the Uxbridge Road. The area retains much of its pleasant historic character with the uniformity and original features of most terraced properties intact.

**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. The sub-areas can be seen on the plan on page 13.

The sub-areas are:

**A - Ingersoll, Arminger and Ethelden Road**

**B - Uxbridge Road**

**A Ingersoll, Arminger and Ethelden Road**



*North side of Ethelden Road*

**5.3** These streets form a cohesive group of two storey Late Victorian properties. Built of a grey gault brick there is stone ornament around the doors, timber sash windows to the two storey bay

windows and corbels to the eaves. Many retain their original doors with stained glass panels, and the tiles within the recessed porches can still be seen in places.

**5.4** The properties have pitched slate roofs with hipped roofs to the bays originally with ornamental ridge tiles and finials which remain in places. Consecutive properties are handed, producing a pleasing rhythm of paired front doors and adjacent bays with paired chimneys.



*Terraced property in Arminger Road*

**5.5** Within the continuous terraced frontages there are views to the rear of properties which are important in opening the street space as at the western end of Ethelden Road and at the northern ends of Arminger and Ingersoll Road. The uniformity of the rear of the visible terraces remains intact and is important in defining the quality of the area.

**5.6** Views can be seen past No. 4 Ethelden Road, a double fronted property which is set back from the road. This provides a focus to this junction widening the street space. There is a

substantial tree in the garden at the side of this property. Merton Villas and York House at the southern end of Arming Road follow the general pattern of the area but are built of red brick with differing ornament detailing. These match the materials of the Carlton Ballroom on Uxbridge Road (see para 5.17)

**5.7** There have been some unfortunate alterations in the form of stone cladding and painting of brickwork. These properties are at variance with the established character of the area, and reinforce the importance of the consistent treatment of facades.

**5.8** The most common alteration that has been made to the properties is the replacement of the original sash windows with a variety of double glazing types. The aluminium and UPVC windows that have replaced the wooden sashes are alien to the character of the area. Front doors have also been moved forward with the loss of the recessed porch in some properties.



*No. 4 Ethelden Road*

**5.9** The Welsh slates, originally characteristic of the area have, in many instances, been replaced with a selection of red concrete tiles and artificial grey slate, though a number of the roofs have maintained their wrought iron finial crowning the bay.

**5.10** There is now a variety of boundary treatments though some of the original low brick walls topped with iron railings remain with hedges behind and brick piers. Some have now been replaced with California block wall, fences,



*West side of Ingersoll Road*

or in some instances, have been removed completely. Front gardens have often become yards for storage and the loss of their well tended appearance has led to the erosion of the street scene.

**5.11** The original front boundary in most cases consisted of capped brick piers and railings on dwarf brick walls with copings. The brick piers have survived in many cases and should be retained. Where railings are missing hedges provide a pleasing alternative. There are some good tessellated tiled paths to front doors (e.g. York House, Merton Villa) which should be retained.



*Detail of tiled front path*

**5.12** 1909 photographs of Ingersoll Road and Armingher Road show that they were planned as tree-lined vistas. Since then the street lighting has been modernised. The number of trees lining the road has been significantly reduced, and those few that remain have been pollarded. These remain a significant feature within the street scene. The footpath surfacing has not altered in character and remains extremely appropriate.

## **B Uxbridge Road**

**5.13** This sub area is of a more varied character including the development along the busy Uxbridge Road. The three storey development is visible from sub-area A above the residential terraces indicating the more commercial character of the area. Views to the rear of these properties are important as they generally retain their simple and uniform appearance.

**5.14** East of Armingher Road, the original development of semi-detached houses, is less substantial than the remainder of the terraced development and is now unhappily overwhelmed by shopfront extensions. Nos. 290-298 and 302-310 are buildings of local merit (BOM's), No. 300 is an infill development of two storeys.

**5.15** These are on the whole two storey, with basements. The roof is, without exception, of grey slate or a slate substitute. The first floor windows add character to the properties, with a variety of fenestration detailing though this is missing from some properties, which also have unsympathetic replacement windows.

**5.16** The rhythm of the houses has been lost either behind shopfront developments filling some front gardens, or side extensions. The shopfront to Nos. 290-294 Uxbridge Road has a particularly unfortunate plastic fascia which continues over several units however No. 304-306 retains the original pilasters and has a traditional 'fascia style'.

**5.17** The most prominent building in this group and in the conservation area is the four storey



*Detail of door surround to side entrance of the locally listed Carlton Snooker Club*

Carlton Snooker Club (BOM) which was formerly the Carlton Ballroom. It dates from about 1907 and W F Hurdall was the owner. Originally called Carlton Hall it was owned by the London County Council in 1942 and used as a British Restaurant. It reopened as a private Dance Hall in 1952.

**5.18** The first floor has French windows opening onto a flat roof with a cornice above which acts effectively as a break before the bay window in Georgian style. The facade is topped by a rendered parapet with a pineapple located at each end and an urn centrally. The white rendered



*View of Uxbridge Road frontage with Carlton Snooker Club towards the centre*