

**L. B. HAMMERSMITH & FULHAM CONSERVATION AREA No. 30  
MOORE PARK CHARACTER PROFILE**

**1 INTRODUCTION**

- 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 45 such areas designated over 31 years, of which Moore Park 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 that justified the designation of the area as a Conservation Area. It also includes some broad design guidelines that 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 EN2 relates to conservation areas and makes special 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, emphasising 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 that warranted the designation of every conservation area.
- 1.9 The designation of an area as a Conservation Area has other benefits beyond the protection of buildings and the design of the area. It enables other policies such as biodiversity and smarter streets to be developed for the conservation area, and acts as a focus for the formation and development of Residents Associations and Neighbourhood Watch.
- 1.10 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.

## **2 DESIGNATION**

- 2.1 The Moore Park Conservation Area was designated on 10 April 1989 to retain the character of the area around Fulham Road between Fulham Broadway and the Borough boundary, including Buildings of Merit such as the Sir Oswald Stoll Foundation and Chelsea Studios, and the residential areas of neat Victorian terraces between Fulham Road and King's Road.

## **3 CONSERVATION AREA BOUNDARY**

- 3.1 The conservation area boundary can be seen on Plan 1. It includes the properties along the King's Road from Stanley Bridge to Bagleys Lane including those bounded by Maynard Close, Edith Row, Michael Road and Avalon Road. To the west the area is bounded by Harwood Road and Cedarne Road and to the north by the London Underground District Line railway north of Fulham Road but excluding the Stamford Bridge Stadium and Chelsea Village complex. To the north east the area is bounded by Wandon Road and Stamford Bridge.

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

- 4.1 The area comprising the Moore Park Conservation Area was the earliest estate development to be built in Fulham, being laid out in the 1850s and completed in the following decade. The name Moore Park is first mentioned in 1857, and is derived from the home of the estate owner J. Percival Maxwell, who lived at Moore Park in County Waterford, Ireland. The residential area within the conservation area is largely contained within two major arterial routes, both of which have a long history. The northern route, Fulham Road, was established in 1442 and contemporary records describe it as 'the King's highway' between the High Street and Walham Green. Later, the road became a major thoroughfare, being a coaching route to Guildford, Southampton, Portsmouth and Chichester. It was not officially known as the Fulham Road until 1870.

- 4.2 The southern route, King's Road, running from north-east to south-west, was closed to general public use in the late 17th Century and used by the Monarch as the route from Whitehall and St. James's Palace to Hampton Court and remained the King's private road until 1830 when it was surrendered for public use.
- 4.3 The Moore Park Conservation Area appears to be one of the earliest Victorian inner-city residential suburbs in the district, with the first suburban development-phase remaining substantially intact. Over the years there have been a number of changes to street names reflecting the rich history of the places or people within the area. <sup>1</sup>
- 4.4 The 1865 Ordnance Survey map shows Fulham Road, King's Road and the adjoining residential streets already in place, with the majority of the residential development built. Fronting the north side of Fulham Road were several large detached mansion dwellings which have since been demolished or substantially altered. On the south side of Fulham Road, on both sides of King's Road, and between the two roads terraced blocks of varied scale and detailing had been developed. The development of the West London Extension Railway and Chelsea Station (latterly named Chelsea & Fulham, but now closed) was of major significance at this time.
- 4.5 The 1894-96 Ordnance Survey map shows little change to the built form of the conservation area, although further infilling within the residential streets had occurred and the area in between Waterford Road and Harwood Road had been developed. In addition, Stamford Bridge Football Ground had been developed, as had the Metropolitan District Railway and Walham Green Station (later renamed Fulham Broadway).
- 4.6 The built form of the conservation area remained virtually unchanged on the 1916 Ordnance Survey map. However, since then the area has undergone some change as a result of bomb damage during World War II and subsequent slum clearance followed by redevelopment. <sup>2</sup>
- 4.7 An Archaeological Priority Area on the south side of King's Road extends from the Borough boundary east of Stamford Bridge west as far as Cambria Street, and south to include Glyn Close. This relates to Sandford Manor House, a Grade II\* listed building south of the conservation area, which was a sub-manor house from medieval times. The post-medieval manor house had saltpetre works, stoneware and tin-glaze pottery works, and cask and dye works within its curtilage.

## **5 CHARACTER AND APPEARANCE**

- 5.1 The character of the Moore Park Conservation Area is determined to a large extent by the residential area that lies between two of London's major arterial thoroughfares, Fulham Road and Kings Road. This was the earliest estate development to be built in Fulham, being laid out in the 1850s and completed in the following decade. The road layout between the two arterial routes is an irregular grid pattern. The terrain is generally flat and there are no distinctive landmarks within the area, although Stamford Bridge Stadium, the home of Chelsea Football Club, is a significant feature north of the conservation area and the former Imperial (Fulham) Gas Works is dominant to the south.

- 5.2 Stamford Bridge Stadium has an influence on the character of the conservation area on football match-days when the whole area is subject to large crowds attracted to the stadium and their subsequent departure after matches. As a consequence, Fulham Road is closed to vehicular traffic, resulting in much heavier traffic flows on Kings Road during these periods.
- 5.3 The stadium's non match-day activities at the time of the conservation area's designation did not have an impact on the area and it was not envisaged that the 1989 redevelopment proposals would have significantly altered that situation, certainly in respect of the main body of the conservation area. However, the recent growth in evening activity in Fulham Town Centre and the prospect of further activities at the stadium would give rise to noise and disturbance which would significantly change the quiet character of the main body of the conservation area at night.
- 5.4 The roads within the area are generally of tarmac finish with pavements often of concrete slabs, edged with either concrete or granite curbs. Traffic calming measures vary considerably in quality.
- 5.5 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 Plan 1. These are defined as:-
- A. Fulham Road
  - B. Moore Park Road main body of the conservation area
  - C. King's Road
- A. Fulham Road**
- 5.6 This sub-area follows the route of Fulham Road. To the west is the largely Victorian centre of Fulham, which developed from the hamlet of Walham Green. Much of the centre is outside this conservation area and is situated within the Walham Green Conservation Area. Within the part of the town centre which lies within the Moore Park Conservation Area there is a mix of land uses including residential and office accommodation (principally in redeveloped premises) as well as retail, commercial and light industrial.
- 5.7 The variety of building types and architectural styles within the Fulham Road sub-area has resulted in its townscape of contrasting textures, colours and details. It is this diversity of scale and design, and groups of buildings with some properties predating the 19th Century, which contributes to the character of the sub-area.
- 5.8 The road retains a historic character of domestic scale enhanced by the numerous trees and greenery in front gardens. The original fabric fronting onto Fulham Road includes a collection of mostly 19th Century two or three storey residential buildings, terraces and detached villas, many of which retain their original architectural details.

- 5.9 As these buildings are simple in design, their detailing is often restricted to a moulded parapet cornice. The majority retain sash windows although many have lost glazing bars and other details. Windows are often surrounded by moulded architraves, brackets or pediments, so where these features have been lost it detracts from the appearance of the buildings. Across the sub-area, few chimney stacks remain in their original form and many have lost their terracotta pots.
- 5.10 Later developments include the Sir Oswald Stoll Foundation, West London Studios and Bovril Court. These are of a greater scale and provide contrast and variety in the townscape. Smaller scale developments include Hilary Close and Chelsea Studios which are primarily residential developments backing onto the high southern perimeter wall of Stamford Bridge Stadium.
- 5.11 There are numerous post-war redevelopments. They are characteristically different because of their scale and bulky massing, introducing buildings of a significantly different type in both materials and design. These include the extension to Waterford House, and Walham Green Court with its 12 storey residential block.

#### **North side of Fulham Road**

- 5.12 The western end has recently undergone a major redevelopment scheme as part of the Fulham Broadway Underground Station redevelopment. The scheme provides a retail and leisure development centred on a modernised underground station.
- 5.13 This development consists of a new station entrance, retail mall, restaurants, multiplex cinema and a health and fitness club. The project also includes restoration work to the listed station and provision of a new Methodist Church. The scheme is of a simple and elegant design and has been built of quality materials to complement the surrounding built form.
- 5.14 Nos. 448 & 450 were originally a pair of two storey Late 19th Century yellow stock brick cottages with a hipped roof and prominent central chimney stack with 12 pots. A two storey flat roofed front extension with parapet and brick cornice, and sash windows with flat concrete lintels, was added in the Early 20th Century. Unfortunately the buildings have since undergone substantial alterations that have had a seriously visually detrimental effect upon their character and appearance. The brickwork on all elevations has been painted in a variety of colours; all windows now have inappropriately designed modern replacements, some in altered openings; the roof has been re-clad in concrete tiles and the hipped end of No. 450 built up into a gable; there is now a modern shopfront along the full width of the ground floor front elevation, and the side elevation of No. 448 currently has a large advertisement hoarding immediately above the Portland stone wall forming part of the Sir Oswald Stoll memorial entrance. At first floor level is an old street name sign inscribed 'Metropolitan Borough of Fulham, Fulham Road, SW6' which should be retained because of its historic interest.
- 5.15 The Sir Oswald Stoll Foundation was previously the major landmark on the north side of Fulham Road. This development, of 1917-23, by Inigo R Tasker, was originally built as a housing and medical facility for disabled ex-servicemen, but tenure has been extended to

include other categories in more recent years. Its importance as a Building of Merit is enhanced by the curve of the road and its impressive contemporary cast iron railings and substantial Portland stone memorial entrance. The dominant four storey Baroque frontage is of red brick with Portland stone details including three full height canted bays, two three storey high entrance arches, ground floor banded rustication, a string course between second and third floors, window dressings, full height pilasters, and a parapet with balustrade and central segmental pediment. The site entrance from Fulham Road is at the west end, and has been designed as an attractive architectural composition with a central pair of large cast iron vehicular entrance gates and Portland stone piers flanked by smaller cast iron pedestrian gates set in a curved wall with banded rustication and iron railings on a dwarf red brick wall with Portland stone coping. The principal gate piers are topped by large metal lanterns and bear panels inscribed with battles of the First World War. The pedestrian gates are set within Portland stone doorcases with Ionic half columns supporting an entablature with a segmental pediment and inscribed panel – to the left ‘IN HONOUR OF ALL OUR BRAVE MEN’ (naval) and to the right ‘AN EMPIRE’S TRIBUTE TO THE VALIANT’ (land). Inside the entrance gates are further inscriptions relating to the First World War and the Sir Oswald Stoll Foundation. Behind the principal block is a well-maintained and peaceful landscaped courtyard flanked by refurbished development built over a number of phases.

- 5.16 Between the Sir Oswald Stoll Foundation and No. 438 is the wide Britannia Gate entrance to Stamford Bridge Stadium. Whilst this does not fall within the conservation area it’s open nature has a significant impact upon the character and appearance of this part of the north side of Fulham Road.
- 5.17 Nos. 434 to 438 (even) form a pleasing group of Mid 19th Century Palladian style Buildings of Merit arranged to give the appearance of larger houses. The three storey and basement stucco façade, originally symmetrical, is arranged with projecting bays with pediments two windows wide at either end, with a three window wide central section. The ground floor is rusticated in blockwork, and the windows on the upper floors have moulded surrounds, with hood details to the first floor. The central property retains an original Tuscan portico to the front entrance, and there is a similar one on the right side of No. 434 with a later second floor extension added. The lack of a similar feature at No. 438 is particularly evident where combined with the unsympathetic modern side extension.
- 5.18 Nos. 430 & 432 (BoM) are a pair of three storey and basement Mid 19th Century semi-detached villas that form an important group, following the style and detailing of the above properties. They remain in good condition and retain their original chimney pots. The relatively uncluttered side elevation to No. 432 is particularly important because of the open views of it.
- 5.19 Between Nos. 432 and 434 Fulham Road, a short private road leads to Hilary Close, developed in the rear gardens of those residential properties and backing onto the terracing of Stamford Bridge Stadium. This 20th Century residential development of seven houses in two terraces is formed around an informal hard-landscaped court with a mature Chestnut tree. The red brick terraces are of two storeys with tall mansard roofs hipped at one end. Each house has a wide dormer with tripartite windows, and most have similar oriel windows

on the first floor. The original tall chimney stacks remain and are distinctive features punctuating the roof line. The variety of fenestration includes some bow windows at ground floor level. The upper panel of each front door is glazed; the doors have timber doorcases with pediments.

- 5.20 Nos. 422 to 428 (even) are two joined pairs of three storey and basement Mid 19th Century semi-detached villas that were originally similar to Nos. 430 & 432, but have lost their stucco parapet cornice and other details. They are also Buildings of Merit, now all combined as part of the La Reserve Hotel.
- 5.21 Bovril Court, a new residential block, stands on the site of Nos. 418 and 420. This is a modern scheme designed in scale and materials similar to the traditional development around it. It is of three storeys, built of stock brick with a hipped roof and modern balustrade details to the timber casement windows.
- 5.22 Nos. 410 to 416 (even) Fulham Road (BoM) built in 1840, and comprising part of Chelsea Studios, form a group of two pairs of semi-detached villas which are set back from the road behind a high boundary wall and well planted front garden. They are three storeys with slate hipped mansard roofs and dormer windows. Three windows wide, the properties are stuccoed with good detailing to the front elevations, including full height pilasters with an entablature incorporating the parapet cornice, and keystones to the windows. The tall chimney stacks and pots punctuate the skyline finishing this fine composition.
- 5.23 To the rear of Nos. 410 to 416 is a collection of low buildings ‘the Italian Village’ of 1925 to 1930 also currently known as Chelsea Studios, which are also Buildings of Merit. This set piece development has pantiled roofs and forms a dense and distinctive picturesque group, possibly by Mario Manenti. The original materials and fenestration are of great importance to the group as is the massing and composition of the facades. The style can be seen to continue on the front boundary to Nos. 410 to 416 (even), where the entrance to Nos. 410 to 414 is a single wooden door with decorative ironwork, while No. 416 is served by double doors in the same style, with pantile coping extending over both the gates and the front boundary wall.
- 5.24 West London Studios was developed on the site of a pair of semi-detached villas, Nos. 402 to 408 (even) Fulham Road. This six storey 1960's residential block stands within the 19th Century landscape of the first cycle of development. It has a transparent lightweight quality from the glazing system and retains its uniform appearance. At the rear is a complex of four studios, probably converted from outbuildings.
- 5.25 Nos. 404A to D The Studios (BoM) are three two storey units of 1899 crammed against the old concrete wall of the original Chelsea Football Ground.
- 5.26 Walsingham Mansions face onto Stamford Bridge, with the stadium to the north, and date from the end of the 19th Century. Their location on the bridge ensures that they are a prominent feature in this part of the conservation area with their decorative gable, portico porch, iron balustrades and bay windows.



- 5.27 There are open views into the forecourt of the Chelsea Football Club development in this location, which although outside the conservation area, has considerable impact upon its character. The new infill development adjoining Walshingham Mansions is of an appropriate scale and built of sympathetic materials.

#### **South side of Fulham Road**

- 5.28 Walham Green Court is part of an experimental municipal scheme of deck access housing, c. 1969-70 by Higgins, Ney and Partners. The Fulham Road frontage of the scheme incorporates a 12 storey residential tower block with two shop premises at street level on the Fulham Road elevation. There is predominantly four storey residential development to the rear.
- 5.29 Waterford House, on Waterford Road, is a substantial four storey block of government offices currently in use by the Department of Work and Pensions and Job Centre. This 1930s Neo-Classical block has rendered ashlar at ground level with two storey height pilasters above supporting a massive cornice followed by an attic storey of a lesser scale. It has a right side post-war extension of similar scale and complementary materials that contains a ground floor carpark.
- 5.30 Nos. 525 to 531 (odd) are two semi-detached paired villas of about 1840 that are Buildings of Merit. These have remained remarkably intact apart from early alterations to the bay and fenestration of one property. The properties are two storeys with a semi-basement and have entrances at the side reached by steps. The main body of each house consists of a bowed bay up to the first floor, one window wide. The windows to the ground floor are full height with stucco detailing including a pediment. No. 525 has a good entrance portico with the inscription 'OFFICES' above. Original ironwork detail remains to the properties in places and the railings form a good boundary.
- 5.31 No. 517 to 523 (odd) is a new infill development. It is a contemporary interpretation of the surrounding terraced development with a bungalow front. Rendered it has good reconstituted stone details. On the junction with Britannia Road is the former Britannia P.H (now known as the So Bar). This was rebuilt in 1898/9, is three storeys and fronts both roads. Built of stock brick it has a rendered parapet and quoin details. The large first floor windows have arched heads and are a dominant feature of the building. The pub front retains good detailing, particularly the doorcases.
- 5.32 Nos. 501 to 513 (odd) are an important group dating from before 1865, in pairs and short terraces, which act as a reminder of the earlier character of Fulham Road. Built of stock brick, these properties have similar stucco detailing including parapet cornices and window surrounds. Nos. 509 to 513 (odd) are a three storey flat fronted terrace of a simple brick finish which have ground floor shopfronts and appear to be of an earlier date than their neighbours. The ground floor front and side elevations of No. 513, which has a prominent corner location, would be much improved by the insertion of a more appropriately designed shopfront and the removal of the Fletton brick front boundary wall. Nos. 505 & 507 are a semi-detached pair of three storey houses with side extensions. They have stucco parapets and cornice, and window surrounds, those on the first floor with hoods. No. 507 has a two storey and mansard side extension in matching style, a ground floor bay window and an

impressive entrance with glazed porch and original tiled path and steps. No. 505 has a side portico entrance with attractive decorative ironwork and a first floor room above. Nos. 501 & 503 are a semi-detached pair of houses of three storeys with basement. They have Classical porches with Tuscan columns with balconies and original iron railings over at first floor level, extending the full width of No. 503. No. 499 has been demolished and is currently under reconstruction. Nos. 495 Bishops House and 497 Moore House (with a separate entrance to the upper floors from Maxwell Road) is a rather bland building of a sympathetic design, built with a mansard roof, which completes the terrace.

- 5.33 Nos. 483 to 493 (odd) is a three storey terrace following the style and detailing of the above properties. Render detail includes decorative string courses and there are paired Doric porches to the properties. It is unfortunate that most now have insensitively designed additional storeys. Adjoining is a modern development stepped to fit the site, which has its back towards Fulham Road and its entrances on Moore Park Road. Though the buildings follow the general pattern of the traditional development they lack detail and modelling in the facades and most now have insensitively designed additional storeys.
- 5.34 Nos. 461 to 477 (odd) form an impressive group. No. 477 The Green Room (the former Rising Sun public house) is a two storey building at the western end, which has large first floor windows with round pediments. The curve to the corner is a pleasant feature as are the simple cornice and pilaster details to the parapet. The chimney stacks with bracketed tops add interest to the skyline. The windows are smaller on the return facade with simpler hood details. Unfortunately there have been numerous unsympathetic alterations to the ground floor, the most regrettable being the bricking up of the of the main entrance door on the corner. The ground floor windows on both elevations have now been replaced by folding glazed doors.
- 5.35 Nos. 465 to 475 (odd) is a terrace of three storey properties with parapets and simple detailing stepping down in pairs in line with the topography. They have commercial uses at ground floor level and many retain original fascia features though there have been replacement shopfronts of a poor design.
- 5.36 Nos. 461 & 463 are two properties set back at the eastern end of the terrace which follow its scale and proportions. Built of stock brick they have stucco window surrounds and cornice details. The facade curves around the corner and the windows are of some note. At ground floor they have been extended by the addition of commercial bungalow fronts that have a poorly detailed side extension. The original chimney pots can be seen above the parapet. The trellis above the shopfront to No. 463 is an unfortunate modern addition.
- 5.37 Throughout this sub-area retail premises retain many 19th Century features in their shopfront designs, including mullions, blind-boxes, stall risers and fascia boards. However, many have been substantially altered with illuminated box signs and modern replacement shop windows, which have detracted from their visual and architectural quality and that of the adjoining conservation area.
- 5.38 Front boundary treatments differ greatly within the sub-area. Many properties front directly onto the Fulham Road with a regular building line. Elsewhere, the predominantly

residential properties retain short front gardens with painted or rendered brick walls forming the boundary with the busy public highway. Original boundary materials remain to Nos. 525 to 531 (odd) and Nos. 410 to 416 (even) Fulham Road, and the Sir Oswald Stoll Foundation buildings.

## **B. Moore Park Road main body of the conservation area**

- 5.39 The area between Fulham Road and King's Road forms a distinctive sub-area and the main body of the conservation area, being characterised by predominantly terraced residential development. It also contains some commercial and community uses and a play area.
- 5.40 Although kerb-side parking is a significant feature of the streetscape, as in many residential areas in the Borough, the area does not suffer from as high a level of vehicular traffic as the other two sub-areas which front arterial roads. Recent traffic management controls have helped prevent its character suffering the harmful impact of through traffic. Also, because vehicular traffic, and to a certain degree pedestrian traffic, is mainly confined to the outer edges there is a noticeable reduction of on-street activity in the main body of the conservation area. Its quietness is also in stark contrast, particularly at night, to the noise and movement of people and vehicles to be found just to the west in Fulham town centre.
- 5.41 Much of the layout is as seen on the 1865 Ordnance Survey Map. Despite the subtle difference in scale between individual terraces, the buildings share similar design treatments, proportions, rooflines and massing with differences expressed in the use of architectural detailing. They are predominantly of two or three storeys, built of stock brick with stucco detailing, many terraces retaining their original features. The majority retain their sash windows although many have lost glazing bars. Windows often have decorative surrounds and front doors are mostly panelled and painted with fanlights above. Bays can be seen in some properties and are important unifying elements within individual terraces. Some properties have inappropriate replacement windows and this is harmful in that it alters the character of the property and impacts on the uniform appearance of the terraces.
- 5.42 The dominant roofing material is natural slate and most properties have valley roofs set behind parapets. The surviving chimney stacks form a characteristic feature punctuating the roof line. Also of note are the number of original chimney pots that remain.
- 5.43 Front boundary treatments differ across the sub-area. Commercial properties front directly onto the pavement and the regular building line provides the boundary treatment. Elsewhere, the predominantly residential properties retain short front gardens with a variety of fencing and hedging materials. Where iron railings remain they provide cohesive elements to individual terraces and are an important detail. In other terraces, the original boundary wall remains, such as at Nos. 43 to 53 (odd) Moore Park Road. Once again, these original boundary treatments make a positive contribution to the unity of terraces and the character of the sub-area as a whole.
- 5.44 Retail and commercial premises occupy the ground floor level of several properties and contribute to the character of the area. There are some located at the southern end of Walham Green Court (Nos. 128 to 132 consec.); as a parade along the opposite (south) side

of Moore Park Road as far as the junction with Harwood Road (Nos. 81 to 105 odd); and Nos. 71 to 79 (odd) Moore Park Road.

- 5.45 These retail premises retain many 19th Century features in the shopfront designs including pilasters, blind-boxes and characteristic fascias. Most of the modern additions to these premises are unfortunate but many are reversible.
- 5.46 Generally, the conformity of materials and scale of individual terraces gives this sub-area a distinctive character. There are a number of infill developments, the most successful schemes being of a similar height and massing as the Mid 19th Century development.
- 5.47 Long range views include north-west along Harwood Road towards Fulham Broadway, south-east from Wandon Road towards Lots Road Power Station and the more distant Belvedere Tower at Chelsea Harbour, south-east from Rumbold Road and Maxwell Road towards Fulham Gasworks, and from the majority of the sub-area towards the floodlight pylons at Stamford Bridge Stadium.

#### **Moore Park Road**

- 5.48 Moore Park Road is defined near its western end of by the Walham Green Court development on its north side. There are views to the rendered tower block that forms part of this development and fronts onto Fulham Road. The remainder of the scheme consists of low scale maisonettes of a uniform appearance of mainly brick construction that respect the terraced nature and materials of the neighbouring development. Though of a simple design there is considerable articulation to the planes of the facades, with balconies and stepping back providing interest. The development incorporates a retail parade on the Moore Park Road frontage (Nos. 128 to 132 consec. Walham Green Court).
- 5.49 Melbourne Terrace and Lord Roberts Mews to the north are an elegant contemporary development consisting of two storey terraced town houses with a slate clad mansard roof, and tall barrel-vaulted dormer windows set behind an undulating parapet. The houses are set around a mews courtyard at the junction of Waterford Road and Moore Park Road. At ground level the entrance doors and windows are set back behind a simple brick arcade that runs the length of the terrace. The Waterford Road elevation bears the crest of the Forces Help Society and the words 'LORD ROBERTS MEWS, formerly site of the Lord Roberts Memorial Workshops, 1983 Michael Brown Associates Architects'.
- 5.50 Adjoining are Nos. 10 to 16 (even), a short terrace of two storey properties with semi-basements, two of which now unfortunately have roof extensions. Built of stock brick they have stucco surround details to the doors and windows. Of note are the original railings that remain to the front boundary, some rails of which are now missing and in need of reinstatement. Nos. 6 & 8 are a pair of villas that have a hipped slate roof with original dormers and overhanging eaves, and a large shared central chimney stack. No. 6 has now lost some of its original window and door surrounds some with their original decorative pediments and brackets.
- 5.51 St James's Hall, formerly the hall associated with the now demolished St James's Church, is a single storey building which has been converted to commercial use. It was built in 1924

in a design by Greenaway & Newberry that was heavily influenced by the Arts and Crafts movement with tile hanging, brick buttresses and wide dormer windows set into the shallow pitched tile roof which has a splayed hip at its southern end. The building, and its well landscaped setting with mature trees, retains much of its original character and makes a valuable contribution to the conservation area.

- 5.52 Nos. 1 to 6 (consec.) Church Row, a 1982 development on the site of St James's Church, is a sympathetic and well landscaped scheme of three storeys, with rendering at ground floor level and revivalist details. Its qualities come from the scale, massing and choice of materials that are characteristic of the area as a whole.
- 5.53 On the north east corner of the junction of Moore Park Road with Maxwell Road is a small open space containing numerous mature trees of importance to the townscape quality of the area now used as a play area. Simple railings bound the space and there are open views to the rear of the terraces fronting Fulham Road. There have been significant changes here that have affected the uniformity of this view, but the remaining traditional fenestration and the characteristic parapet walls to the valley roofs are important reminders of the original appearance.
- 5.54 Towards the western part of the southern side of Moore Park Road there is a three storey stock brick terrace, Nos. 81 to 103 (odd), bears a stone tablet between the first and second floors of the front elevation of Nos. 95 & 97 inscribed 'St. George's Terrace 1867'. The properties have simple brick arch details; some retain their stucco parapet cornice and most retain timber sash windows. The ground floor provides a nearly continuous commercial frontage of a varied quality and the shopfronts retain bracket and cornice details in places. The archway at No. 93 (originally 7 St. George's Terrace) was the entrance to the London General Omnibus Co. stables for horse-drawn buses from 1884 to 1910. This is now the site of Clare Mews, accessed from the other arched entry point in Waterford Road.
- 5.55 The Pelican Bar (formerly the Princess Royal public house) at the junction with Waterford Road has good stucco details including quoins, window surrounds and a decorative bracketed parapet cornice, but unfortunately has lost its parapet finials and sign panel with flanking scrolls which can be seen in the photograph on page 53 of *Hammersmith and Fulham Pubs*. The pub front is of a traditional style and has good decorative ironwork above the fascia board. This property is set back from the terrace at the upper floors and defines the junction well, forming a feature in views west along Moore Park Road where the road changes alignment. Unfortunately the middle section of the original pub front on the Moore Park Road elevation has now been replaced with folding glazed doors.
- 5.56 Nos. 73 to 79 (odd) are three storey terraced properties of stock brick with parapets, stucco string courses and window surrounds, which have commercial uses at ground floor with cornices retained at fascia level. Nos. 59 to 71 (odd) are a two storey terrace of seven properties of a similar style with tripartite sash windows to the ground floor. Many retain decorative stucco detail over recessed porches and brackets to the parapet cornice. It is unfortunate that this terrace has been impaired by particularly insensitively designed roof extensions. Nos. 55 & 57 are three storeys with a semi-basement with similar details, but they have both lost their parapet cornice. There is a good mature tree in the front garden of

No. 55 that is the subject of a Tree Preservation Order. Outside No. 79 is a Pillar Box that has no royal cipher. This suggests that it dates from 1879, the year that the cipher was omitted in error.

- 5.57 Nos. 41 to 53 (odd) are three storeys, of a similar style to 55 & 57, but with bay windows to the ground floor. These properties have pitched roofs behind a parapet with cornice (now missing from Nos. 51 & 53), but unfortunately there are some poorly designed roof extensions. The mansard extension at No. 51, however, could be a suitable model for good design. No. 41 has an unsympathetic full height side extension on the Maxwell Road elevation. The original front boundary treatment at No. 53, of stucco dwarf wall with open balustrade has recently been replicated at Nos. 49 & 51 to the great benefit of the appearance of this terrace. Its appropriate re-introduction elsewhere will be encouraged.
- 5.58 This pattern of development continues up to the junction with Fulham Road. The residential terrace Nos. 19 to 39 (odd) is all of three storeys with basement, and have unsuitable roof extensions.
- 5.59 Nos. 1 to 17 (odd) form a distinctive terrace that can be seen in open views from Fulham Road. This three storey terrace with semi-basements has a stucco finished front of Italianate design. There is a tripartite window arrangement to all floors, the ground floor bay and first floor windows both have strong pediment details, and are separated by a bold dentil string course. They have recessed arched porches and Nos. 15 & 17 retain some original cast iron decoration including a gate. There is now an irregular roof-line resulting from unsuitable roof extensions. The quality of the character of this terrace has been compromised by the use of the ground floor of No. 1 as a café.

### **Harwood Road**

- 5.60 The east side of Harwood Road, Nos. 45 to 113 (odd), consists of a continuous terrace of three storey houses with semi-basements. Built of stock brick they have bays up to the ground floor windows and paired recessed porches reached by steps. Unfortunately, the bay at No. 51 has now been removed. They have stucco detail to the bays and window surrounds, many retaining bracketed hood details at first floor level. The parapets are staggered slightly in places due to the topography and most retain the cornice detail. There are inappropriate roof extensions in places but the terrace as a whole remains unimpaired. Most front boundary railings and railings to the front steps remain intact. The street trees are important features softening the townscape and capturing the space along this busy road.

### **Waterford Road (central section)**

- 5.61 The western side of Waterford Road consists of two storey terraces with semi-basements. Those at the northern end (Nos. 24 to 40 even) have valley roofs with a parapet and those to the south (Nos. 44 to 74 even) have pitched slate roofs. A three storey modern property (No. 42) built of sympathetic materials, with a ground floor vehicular entrance through to Clare Mews (the former London General Omnibus Co. stables) at the rear, separates these two terraces. Many of the houses have retained their original railings to the front boundary and entrance steps.

- 5.62 Nos. 76 to 82 (even), at the New King's Road end, is a modern development of three storey terraced properties with mansard roofs and integral garages built in 1972. Though rather uninspiring and of a larger scale than the remainder of the street, they do reflect the traditional proportions and materials of the surrounding historic fabric.
- 5.63 Nos. 31 to 75 (odd), on the eastern side of the road, is a two storey terrace with parapet and paired front doors. The windows have stucco surrounds and many retain the details to their ground floor openings. Several houses now have modern mansard roof extensions. There are some reinstated front area railings and a few newly excavated basements.

### **Britannia Road**

- 5.64 The properties to the north of Moore Park Road take the form of two terraces. Nos. 51 to 65 (odd), on the western side of Britannia Road, is a two storey terrace with semi-basement, all except No. 61 now also with a modern mansard roof extension. Built of stock brick the houses have typical stucco detailing in the form of parapet cornices and window and door surrounds.
- 5.65 Nos. 44 to 52 (even), on the eastern side, consists of a three storey terrace built of gault brick. These houses have bay windows up to the ground floor and stucco details including window arches and string courses. Only one house retains the full parapet cornice and there has only been one roof extension. No. 54 Britannia Road is a modern house built by the local architect Timothy Rendle on an end of terrace site in a contemporary design. It has minimal yellow stock brick detailing punctuated by three storey height anodised aluminium curtain walling, and was the first building within the Borough to receive a Civic Trust Award.
- 5.66 There is a further variety of terrace forms to the south of Moore Park Road. On the eastern side this includes the recent infill development on the site of the former Harwood Primary School, (Nos. 1 to 10 consec. Granville Place), which is a well detailed brown brick terrace harmonising with the historic fabric. There then follows two typical two storey stock brick terraces with stucco details. There are views to the north of the Sir Oswald Stoll Foundation buildings.
- 5.67 The western side has a continuous built frontage of two storey terraced properties. Nos. 1 to 7 (odd) and 33 to 47 (odd) have semi-basements, but Nos. 9 to 31 (odd) have none. They all have similar details including stucco window surrounds and door hoods, and parapet cornices. Nos. 49 and 51 differ in that they form a three storey pair built of gault brick. They have flat red brick arches and a good stucco parapet cornice and quoin details. No. 49 has an arched carriage entrance to No. 49A, a studio development at the rear.

### **Dan Leno Walk**

- 5.68 Dan Leno Walk links Britannia and Maxwell Road and the area opens up here with views between the two. Named after Dan Leno the famous Music Hall entertainer who lived in the area, the contemporary development on the southern side is in traditional materials and respects the scale of the surrounding development. The down pipes on the front elevations of the houses have been partly recessed into the brickwork to minimise their visual impact. The northern side is formed by the boundaries to the rear gardens of properties facing

Moore Park Road. The remaining brick walls here are important features as is the sense of enclosure given by the other fencing. Street trees and trees in the rear gardens provide important green features.

- 5.69 There are open views to the rear of the terrace in Moore Park Road and the unsympathetic rear extensions to numerous properties highlights the importance of retaining the character and uniform appearance of the rear of terraces. The over-large new rear additions are overbearing and increase the dominance and scale of the rear. This applies to all the terraces within the conservation area, particularly where there are open views.

### **Maxwell Road**

- 5.70 Maxwell Road continues the uniform use of materials and detailing within this sub-area and there is a variety of terrace forms and some modern infill. Nos. 5 to 15 (odd) are three storeys (13 & 15 with basement) with no roof extensions. They have valley roofs with parapets and stucco detailing including window surrounds and cornices. The terrace Nos. 19 to 41 (odd) are two storeys with a semi-basement, and only four have roof extensions. The street trees in the southern part of the road are particularly fine features as are the original boundary railings and railings to steps to front doors which remain to all properties except No.9. The access to the garages to the rear, between Nos. 15 & 19, provides views of the rear of the terraces in Rumbold Road where inappropriate rear roof extensions can be seen.
- 5.71 Nos. 28A & B to 32A & B, on the western side, form part of the new development on the site of the former Harwood Primary School relates well to its surroundings continuing the original terraced form on this side of the road. The 19th Century two storey and basement terraced properties, Nos. 34 to 40 (even), differ from those on the eastern side as they are simpler in form with little applied detail. They all now have modern mansard roof extensions. No. 38 is double fronted with a central entrance and No. 36 has a vehicular access through to a modern commercial development in Regal Place to the rear. At ground floor level they have modern render banding and detailing and it is unfortunate that they have all been painted and had mansard roof extensions.
- 5.72 At the north west end of Maxwell Road is the former St. James's Vicarage of 1871, a three storey yellow stock brick Gothic villa with red brick dressings, which has now been fully restored as residential accommodation.

### **Rumbold Road & Holmead Road**

- 5.73 Nos. 1 to 18 (consec.) on the east side and Nos. 19 to 38 (consec.) on the west side of Rumbold Road are two terraces of three storey Late Georgian town houses from about 1850 at the eastern end of the conservation area, and are of significant townscape importance. The strong horizontal lines of the bold fenestration pattern and roof parapets are articulated by the windows and entrance porches, which create a vertical rhythm to the street. Unfortunately, a number of properties are missing many of their period details, and there is a lack of conformity in the treatment of the small front gardens, with several being used for storage of up to three refuse bins, which without adequate screening has resulted in a visually detrimental effect upon this part of the conservation area. No. 27 has a blue plaque



inscribed 'Kenneth Moore CBE, 1914-1982, Actor, lived and died here'. Views to the south are of the gasholders on the former Imperial (Fulham) Gas Works site.

- 5.74 Holmead Road consists of three storey terraces with parapets. Built of stock brick they have render detailing and many retain good window surrounds and cornices. The uniformity is lost where some properties have been painted.

### **Wandon Road**

- 5.75 Nos. 1 & 2 Wandon Road are a 19th Century pair, originally of two storeys in yellow stock brick with a parapet and cornice, each two windows wide with ground floor shopfronts. Unfortunately, they have been altered and extended by the addition of unsympathetic roof and rear extensions and the replacement of the shopfronts with rendered ground floor elevations, to their detriment and that of the adjoining conservation area. Nos. 3 & 4 are two storeys with modern mansard roof extensions and two windows wide, No. 3 having a plaque inscribed 'Sands End Cottage, 1965'. Nos. 5 to 14 (consec.) Wandon Road are a terrace of two storey Georgian town houses on the eastern edge of the conservation area and are of a smaller scale than much of the neighbouring development. Built of stock brick they are simply detailed, some retaining their original stucco parapet cornice. Three windows wide they have a central doorway providing a definite rhythm to the street. Unfortunately they have all been painted and most have modern mansard roof extensions.
- 5.76 It is clear from the 1916 Ordnance Survey that the terrace formed the south western side of the Chelsea and Fulham railway station forecourt. The area has now been infilled with residential and commercial premises lying outside the conservation area.

### **C. King's Road**

- 5.77 The sub-area is characterised by two and three storey Early and Mid-Victorian properties fronting onto King's Road, many with retail facades at ground floor level and residential accommodation above. The terraces are broken only at the junctions of side roads. The area retains a distinct character through the use of similar materials and detailing, typical of the Mid-Victorian period. The sub-area is also characterised by the opulence of the "Victorian" shop facades and colour schemes.
- 5.78 The majority of terraces retain their characteristic timber sash windows although many have lost glazing bars and other detailing and some examples of casement and uPVC windows can be found, for example, at the second floor of No. 610 King's Road. Such changes detract from the appearance of the buildings. Windows often have stucco surrounds or pediments. It is unfortunate, in cases where these features have been lost, or where recent redevelopments of a traditional design have not included such architectural details.
- 5.79 With the exception of Nos. 622 to 630 (even) Schofield Terrace and Nos. 619 to 635 (odd) opposite, which remain residential, the properties in the King's Road have retail units at ground floor level. These retail premises retain many characteristic 19th Century features to the shopfront designs, including mullions, blind-boxes, stall risers and Victorian fascias.

- 5.80 The historic fabric remains fundamentally intact although some short terraces have been redeveloped. Nevertheless, these generally retain the scale and massing of the surrounding 19th Century developments. An exception to this is the petrol filling station on the corner of Edith Row, which now contains a Tesco Express store, that breaks the characteristic form and massing, detracting from the continuous built frontage and opening up the street scene and views of the gas works beyond.
- 5.81 There are a number of key buildings and local landmarks that are important elements on the sub-area, reflecting the evolution of this part of the conservation area. The colonnaded shopfronts to Nos. 591 & 593 King's Road and Nos. 598 to 606 are notable components of the street scene.
- 5.82 Front gardens have been paved, largely in York stone, to create additional pavement width and stall frontage to the King's Road. This prominent space given over to the public domain is an important feature of the King's Road sub-area.
- 5.83 The addition of modern roof extensions is typical of many terraces on the King's Road. They have an unfortunate, effect upon the appearance of the sub-area, with dominant examples being at Nos. 579 to 599 (odd) King's Road. Roofing materials are characteristically natural slate and their replacement with fibrous slates and interlocking concrete tiles is an unfortunate change to the sub-area that is detrimental to its character.

#### **North side of King's Road**

- 5.84 There are a variety of properties at the eastern end of the L. B. H. F. portion of King's Road. The northern side consists of a terrace of four properties, Nos. 554 to 560 (even), which are three storey with shops on the ground floor. They have brick detailing including rubbed arches and moulded string courses and parapet cornice. These have been painted different colours obscuring the detail.
- 5.85 No. 562 on the junction with Holmead Road is a two storey building with mansard roof now known as The Front Room (formerly The Wheatsheaf P. H.). It is a well constructed public house dating from 1939, which retains its original features and materials including a wheatsheaf logo at first floor level on the King's Road elevation and glazed tiles on the ground floor. The current building by T.F. Ingram of No. 12 Buckingham Palace Road replaced an earlier one on this site.
- 5.86 The following terrace, Nos. 564 to 582 (even) is a varied collection of properties, many of which have been altered. The infill development at the western end is sympathetic only in that it is of an appropriate scale and constructed of brick. The other properties originally formed two main groups and some still retain their original windows, cornices and bays.
- 5.87 Nos. 584 to 612 (even), form a more uniform and cohesive group, despite the inappropriate painting of numerous properties. They are three storeys and built of stock brick. They all have parapets; the main group to the centre retaining stucco window surround details and cornice. Nos. 610 & 612 have brick arch details and a moulded brick cornice. Most now have roof extensions. There is a continuous commercial frontage to the ground floor. The loss of the finer grain of original retail frontages is noticeable where one retailer has unified

several shopfronts with a continuous fascia and blind awnings. The shopfronts to No. 600 King's Road and No. 568 King's Road have particularly ornate iron fretwork features including colonnades and pediments giving an ostentatious feel to the shopping parade.

- 5.88 Nos. 614 to 642 (even) is a two storey terrace built of stock brick with a parapet and the remnants of the stucco detail of the window surrounds. Numerous properties have been rebuilt or had their fenestration altered to the detriment of the overall appearance of the terrace. The ground floors have shopfronts, with the exception of Nos. 622 to 630 (even) known as Schofield Terrace, which is wholly residential.
- 5.89 The Morrison, formerly The Lord Palmerston P.H., is a prominent feature due to its location at the junction of King's Road, Britannia Road, Waterford Road and New King's Road. Of typical Victorian vernacular it retains many features and the fascias and ground floor fenestration are of a sympathetic design. It is described in *Fulham Old and New* by Charles James Feret published in 1900 as a "modern house dating from around 1862" and the rateable value increased dramatically between October 1895 and April 1896. It is, therefore, likely that the property was extended and remodelled at this time.
- 5.90 Nos. 2 to 22 (even) New King's Road form a terrace of three storey stock brick houses with semi-basements and the typical detailing seen elsewhere in the conservation area, including their original front boundary railings. No. 24, on the corner at the junction with Harwood Road is a modern development of a smaller scale than the surrounding buildings. No. 2, at the junction with Waterford Road, is a good 19th Century corner building with most detail intact, but unfortunately now has a modern mansard roof extension.

#### **South side of King's Road**

- 5.91 No. 541, The One, formerly the Nell Gwynne P.H., is at the easternmost end of the conservation area, on the south side of the road. It is simply detailed and of two storeys with a good curved corner detail and gault brick upper floor, but unfortunately the ground floor is currently painted deep blue, and the inscription 'NELL GWYNNE' on the parapet pediment on the King's Road elevation has been obliterated, both changes that have had a visually detrimental effect upon its appearance. There are stucco window surround details and a bracketed parapet cornice. It is described in *Fulham Old and New* by Charles James Feret published in 1900 as a "comparatively modern house, which preserves the name of an older one which stood not far off." The adjoining property, No. 543, is a three storey yellow stock brick building with red brick window arches and traditional fascia and shopfront surround.
- 5.92 Nos. 547 to 557 (odd) is a redevelopment scheme of three storeys, which though of a considerably larger footprint than the surrounding properties, respects the scale of the area. Its modern design is in keeping with the traditional vernacular and the projecting bays provide interest, breaking up the mass of the building. Its forecourt contains a metal 'Book Sculpture' bench, which is included in the Register of Local Listed Buildings of Merit.
- 5.93 Nos. 559 to 575 (odd) King's Road form a good cohesive Mid 19th Century terrace. No. 559 is three storeys with a ground floor shopfront and less ornate than the other properties. It forms a good feature at the junction with Sandford Street. The other properties are two

storeys with shopfronts, and though painted unfortunate colours retain a good decorative cornice, window surrounds and shopfronts and fascias. The original chimney pots are important features where they remain and the terrace has not been impaired by any roof extensions. No. 575 on the corner of Cambria Street was formerly The Adelaide public house.

- 5.94 No. 577, The Lunasa Bar, formerly The Imperial Arms (BoM), at the junction with Cambria Street, is a prominent landmark in the King's Road. It is of two storeys and built in the Mid 19th Century, about 1870, in the style of an Italianate villa. The original pub front remains and is of particular interest, having an arcaded design in four equal bays and a fascia with a dentil cornice. The first floor has stucco quoin details, window surrounds, and a bold bracketed parapet cornice, all of which remain intact, and in good condition.
- 5.95 Nos. 579 & 581 are a pair of two storey Mid 19th Century stock brick properties originally the same design as Nos. 559 to 575. Unfortunately they have now lost their parapet cornices, but still retain their cast iron first floor window balconettes. Nos. 583 to 599 (odd) are a later terrace of similar design, of two storeys with mansard roof extensions. Built of stock brick many have been painted but they still contribute to the eclectic character of King's Road.
- 5.96 No. 617, Jim Thompson's, the former Hand and Flower (BoM) on the corner of Edith Row, is a handsome Victorian building full of inventive detailing including a corner tower, and is a prominent landmark in the King's Road. Externally the building is relatively unaltered and the red facing brick and stone are in good condition, including a fine granite stall riser to the side elevation of the pub front. The building, by the architects Gardines and Theobald, probably dates from 1897 when the rateable value of the property significantly increased. It replaced an earlier building that predated 1841. There is an enamel street name sign with 'Borough of Fulham, EDITH ROW, SW6' at first floor on the side elevation.
- 5.97 Nos. 619 to 635 (odd) King's Road is a terrace of two storey residential properties, some now with roof extensions. Built of stock brick they have simple stucco window surrounds and parapet, and bracketed hoods to the entrance doors. This terrace is set back from the street with shallow front gardens and the greenery provides a welcome addition to the street scene.
- 5.98 Nos. 1 to 45 (odd) New King's Road forms a cohesive group of terraced properties. Nos. 1 to 7 (odd) New King's Road are of three storeys with modern mansard roof extensions. They have shopfronts and follow the curve of the road, defining the corner well. Nos. 9 to 45 (odd) are a terrace of two storeys with semi-basements in yellow stock brick with bay windows up to the ground floor. The main first floor windows are stylised tripartite sashes with arched window heads. The paired recessed porches with arched openings have decorative stucco surrounds and are reached by steps, and many still retain their original railings along the front boundary and steps. Some unfortunately now have roof extensions, but insufficient for the terrace to be considered impaired by additional storeys.

### **Waterford Road (southern part) & Avalon Road**

- 5.99 The typical Victorian terraced properties of Nos. 92 to 102 (even) Waterford Road have been sympathetically restored and act as an important visual stop to views west along King's Road. They are three storeys with a modern mansard roof addition and have shops on the ground floor. To the south the collection of properties forms a group of some charm, and there are views to the former Imperial (Fulham) Gas Works and the more distant Belvedere Tower at Chelsea Harbour.
- 5.100 Nos. 104 & 106 form a three storey group of stock brick with simple stucco cornice and window surround details. The frontage to No. 104 has tripartite sash windows to the first and second floors and the shopfronts retain traditional proportions.
- 5.101 No. 83 is an interesting two storey Victorian cottage, and adjoining is Nos. 85 & 87 Waterford Road (BoM), the Mid 19th Century former Gasworks Restaurant, which has become an assembled architectural salvage collage by the addition of a collection of bizarre and over exaggerated bric-a-brac on the façade. This includes Georgian bay windows, ecclesiastical stained glass, a Jacobean carved oak doorcase and Palladian statuary.
- 5.102 Nos. 1 to 12 (consec.) Avalon Road consists of a pleasant unspoilt terrace of two storey gault brick properties with semi-basements. They have pitched slate roofs and simple surround details to the doors and windows, with brackets to the hoods of the first floor tripartite sashes, and eaves. They also have paired recessed porches reached by steps and most retain their original railings. There are no roof extensions, chimneys adding interest to the skyline, many of which retain appropriate clay pots. Unfortunately No. 1 now has painted brickwork, which is to the detriment of its visual appearance and that of this part of the conservation area. On the south side is a similar unspoilt terrace, Nos. 30 to 34 (consec.) that have sympathetic replacement railings and no roof extensions.

### **Michael Road**

- 5.103 Nos. 1 & 3 Michael Road house the Art Bronze Foundry. This was originally set up at No. 440 Fulham Road in 1922, where it operated in association with the Thomas and Wilson's plasterworks at No. 454 Fulham Road. Until this group of buildings was recently demolished to make way for the Fulham Broadway development No. 454 bore a blue plaque erected in 1977 inscribed 'GAUDIER-BRZESKA, HENRI (1891-1915) SCULPTOR AND ARTIST LIVED HERE'. This is now in the possession of English Heritage awaiting suitable relocation. The Foundry was relocated to the present site in 1956. Bronzes by many internationally renowned sculptors have been cast at this Fulham Foundry, including works by Henri Gaudier-Brzeska, Jacob Epstein, Henry Moore, Anthony Caro, Barbara Hepworth, Oscar Nemon and Elizabeth Frink, as well as the statue of General Smuts in Parliament Square. <sup>3</sup>

## **6 BROAD DESIGN GUIDELINES**

- 6.1 The previous section described the character of the conservation area looking at individual buildings, groups of buildings and the general townscape in terms of identified sub-areas. This section identifies key components that define the character, or those which affect it, suggesting broad design guidelines to deal with each one.

6.2 Piecemeal changes to individual properties, when considered cumulatively, can have a severely negative effect on the special character and appearance of an area. The following section outlines factors the Council considers important in preserving the character of an area through encouraging good practice. Not all the alterations and works listed below require planning permission or conservation area consent.  
*(This is set out in a general leaflet for this conservation area, which residents should have received through their door. Alternatively, it is available from the Council at the address on PAGE 1).*

6.3 In respect of the highway and its infrastructure the constraints on local government expenditure and the duty to maintain a safe surface means that priority cannot be given to providing historical materials or upgrading or altering street furniture.

#### **Uses**

6.4 The balance of uses within a conservation area is important in defining its character particularly if they reflect the historic development of the area. The difference between the residential character of the central sub-area and the more commercial character of the main roads to the north and south is important. This is particularly evident during the evenings and consideration should be given to the implications of any developments on the present situation.

#### **Alterations to Buildings**

6.5 The character of the conservation area is derived in part from the groups of terraces and set piece developments and their uniform appearance and form. Alterations to buildings can have a particularly damaging effect on this, destroying the homogeneity. The massing and rhythm of the buildings within a street is a key element in defining its character. Extensions and alterations to properties should not visibly affect their scale, rhythm and massing when seen from the street or any public space and should not be excessive additions to the properties.

6.6 The character of the conservation area is also derived from its distinctive street pattern and plot layout, which gives clues to the historical development of the area. Protection of the building line and pattern of the older streets is very important in preserving and enhancing the area's character.

#### **Roof Extensions**

6.7 Front roof extensions are generally considered unacceptable and will only be considered if the property is within a terrace that has been significantly impaired by front roof extensions.

6.8 The design of any rear roof extension should be sympathetic to the character of the conservation area. Where they are visible from the street, including long views, then particular attention will need to be paid to their appearance. In some cases, high visibility of the rear roof of properties may prohibit a roof extension where it would have a detrimental effect on the character of the conservation area.

6.9 Where traditional materials remain in place repairs or alterations to roofs and dormer windows should use matching traditional materials, i.e. slate, lead and timber. The

reinstatement of traditional materials to roofs is encouraged whenever the opportunity arises.

- 6.10 Existing roof lines should not be disturbed. Original features such as decorative ridge roof tiles, finials, crestings, cast iron gutters and down pipes, original roofing materials and their pattern should all be retained.
- 6.11 Chimney stacks which are visible from the street or public spaces should be kept. Original chimney pots should not be removed.
- 6.12 Modern additions such as satellite dishes, T. V. aerials, rooflights and vents should be as inconspicuous as possible. Enclosed water tanks and air conditioning units on roofs should be avoided.

### **Rear Extensions**

- 6.13 The design and materials of rear extensions should be in keeping with the existing property and all planning standards in the Unitary Development Plan should be met. When they require planning permission, rear extensions will be considered on their own individual merit.
- 6.14 Rear building lines should respect and take into account the value of rear gardens in landscape terms and should not prevent the opportunity for biodiversity.
- 6.15 Rear roof terraces cut into the slates of the rear extensions require planning permission, and should be resisted.

### **Basements**

- 6.16 The excavation of front gardens to provide windows to basements, or to increase the light to basements, would have a negative impact and will not normally be permitted where the planting of the front gardens forms an integral part of the design of the street or terrace. However, they may be acceptable if they are sensitively designed and proportioned in accordance with the Council's approved 'Design Guidelines for Lightwells associated with Basement Rooms'.

### **Brickwork, Render and Painting**

- 6.17 Properties should be retained in their original condition if they are not already rendered or painted.
- 6.18 Existing brick elevations including chimney stacks should be properly maintained and appropriate repointing undertaken where necessary. If a property's brickwork has been painted, advice should be sought from the Council regarding the removal of the paint, or the property should be repainted in a matt finish paint of a colour to match the original brick.
- 6.19 Properties that are rendered, or have stucco mouldings, should preferably be left in their original state and specialist advice should be sought where re-rendering or repairs are

necessary. Where render or stucco is painted, it should be repainted an appropriate matt colour (or colours) i.e. white, pale or pastel shades rather than vivid colours.

- 6.20 Terracotta tiles or decorative panels should not be painted, and those that are should be carefully cleaned after seeking advice from the Council.

### **Windows and Original Features**

- 6.21 Original architectural features such as timber sash windows, panelled doors, decorative stucco, moulded window surrounds and door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable, owners are encouraged to reinstate these with exact replicas, or where features are missing recreate them using traditional or matching designs and traditional materials.
- 6.22 Owners of properties with unsuitable replacement windows should be encouraged to change them for those of a more appropriate design and materials when an opportunity arises.
- 6.23 The replacement of original stone stairs and rendered balustrades by concrete stairs and mild steel handrails should be discouraged. The repair and reinstatement of the original form of stairs should be encouraged.

### **Other Additions**

- 6.24 Gutters, rainwater pipes and soil pipes should be replaced, when necessary, in their original form and material. The use of PVCu (plastic) is inappropriate on buildings within conservation areas, and should be discouraged.
- 6.25 The positioning of gas and electricity meters on external walls of buildings within conservation areas should be avoided. If absolutely necessary, their location should be carefully considered to minimise their visual effect upon the building and townscape quality of an area.
- 6.26 The routing of external cables for telephone, T.V., alarms etc., and the location of alarm boxes, gas flues, air conditioning units etc. on external walls should be carefully considered so that they are located away from important architectural details to minimise their visual effect on the appearance of the building on which they are located, and the townscape quality of an area.
- 6.27 Satellite dishes will not be permitted where they would be visually obtrusive and where alternative locations are possible. Further detailed guidelines may be helpful in ensuring that they do not have a negative impact upon the character of the conservation area.

### **Building line**

- 6.28 The frontages on either side of a street define an enclosed space that is in a critical relationship to the scale of the buildings. This relationship has sometimes been lost by redevelopment breaking the rhythm of the elevations, spaces, entrances and fenestration patterns. Any new development in the future should respect the dominant building line within a street, and the general rhythm of the facades, conforming to the height and alignment of the existing frontage.



- 6.29 There is a definite pattern of fronts and backs throughout the conservation area with properties fronting onto the street or public space. The building line of the rear of buildings can also be important as can its relationship with gardens. This should be maintained as much as is possible throughout the conservation area through the careful design of any proposals to the rear.

### **Height**

- 6.30 The conservation area comprises a fairly uniform development of two and three storey terraces, increasing in height to four storeys where modern flat blocks have been introduced on the occasional infill sites. It is only the 20th Century development around Fulham Road in the northern part of the conservation area which dominate as local landmarks. Most of the other buildings are two or three storey residential terraces, which give most of the conservation area a domestic scale. It is important, therefore, that any new development, respects these differences.

### **Boundary Treatment**

- 6.31 There is a mix of boundary treatments with a variety of railings, low brick walls and hedges, or a combination of these. Where the original railings remain in front of some properties these should be retained, and the replacement of those missing in the correct design and height encouraged, particularly where they will strengthen the original uniformity of the development. Hedge planting and greenery in front gardens is important both visually in softening the street space and because of its biodiversity value, and should be retained wherever possible.
- 6.32 The removal of rendered gate piers and low boundary walls and their replacement by inappropriate walls, railings, fences and hedges should be discouraged. They are important in defining the character of the area and uniting the terraces, and should be retained and kept in good condition, or reinstated where missing.
- 6.33 Unfortunately, several properties have no boundary definition. This spoils the rhythm and enclosure of the street. Ideally the original railings should be reinstated where appropriate, or in the later buildings there should be a low brick wall of an appropriate and sympathetic design and materials.
- 6.34 It is considered that in the majority of cases black or dark green is the most appropriate colour to paint railings.
- 6.35 Alterations to, or removal of, original or traditional front walls and railings and their footings should be avoided as this has a visually detrimental effect upon the building and conservation area. Owners are encouraged to maintain railings in good repair, and to reinstate them with traditional and appropriate designs where they are missing, in a design matching the original where it is known. Where gates are required, these should match the railings.
- 6.36 In streets and terraces with traditional railings, dustbin or meter enclosures should not be permitted where these would detract from the appearance of the area.

### **Forecourt Parking**

- 6.37 There is considerable parking pressure within the Borough, which has resulted in an increased demand for forecourt parking. This can have a detrimental effect on the character and amenity value of the streetscape with the resultant loss of front gardens and their features, boundary treatments and the sense of enclosure these give, and in damaging the uniform appearance of terraces and groups of houses. The creation of a vehicular access will be resisted where the proposal will be detrimental to the environment of the area or where it will be likely to affect road and pedestrian safety or reduce the level of available on-street parking.
- 6.38 The creation of forecourt parking can result in the loss of on-street parking. This increases the potential for on-street parking stress, which can result in double parking and obstruction of the highway. This has a serious consequential effect on the health and safety of local residents, both directly and indirectly through the obstruction of emergency/social service vehicles. The maintenance of a safe and attractive environment for pedestrians and cyclists is also of primary importance, and vehicular access to properties via footway crossovers conflicts with these aims.
- 6.39 Consent for permanent crossovers and new vehicle access is needed under highway legislation. In considering a request for crossovers under highway powers, the Council will likewise give particular attention to safety requirements.

### **Disabled Access**

- 6.40 The Council will support dignified and easy access for disabled people to and within historic buildings. Suitable access for disabled people, which does not compromise a building's special interest, can normally be achieved if treated as part of an integrated review of access requirements for all visitors or users, and a flexible and pragmatic approach is taken.

### **Landscape and Floorscape**

- 6.41 It is not only an area's buildings but also the spaces between them which are important to the character of an area. It is important that the roads and pavements form a neutral backcloth to the building within the conservation area.
- 6.42 Footpaths should be of uniform materials, ideally traditional, which are visually distinguishable from the road surface (which should ideally be black, unless original cobbles or setts exist) and visually subordinate within the townscape providing a coherent character throughout the conservation area.
- 6.43 All original granite kerb stones and areas of historic stone paving should be kept if practicable where it forms part of a significant composite scheme.
- 6.44 Ideally, new paving should be large rectangular slabs of York stone or concrete of a uniform colour laid in a traditional interlocking pattern, not small multi-colour square slabs, nor brick pavers.

- 6.45 Tactile surfaces are not always appropriate in conservation areas. They will only be installed where they are absolutely necessary (i.e. at controlled crossings such as zebra and pelican) where they are needed for safety reasons.
- 6.46 Any highway management schemes including vehicular crossovers should be of sympathetic materials that relate to their surroundings and are properly 'joined' to the surrounding footpaths/roads. They should take into account Department of Transport and English Heritage guidelines for conservation areas.

### **Street Furniture**

- 6.47 The conservation area would benefit from more sympathetically designed lighting columns and lanterns should the opportunity ever arise.
- 6.48 Original bollards should always be retained where they have survived. New additions should replicate originals where they exist, but if they are replacing unsatisfactory modern bollards they should be unified to the metal replica upended ships' cannon type which has been adopted for use in the Borough's conservation areas.
- 6.49 Careful consideration should be given to the number and location of street signs so as to avoid clutter. These should be reviewed with a view to reducing the number of columns by fixing signs to lamp posts etc.
- 6.50 The few remaining cast iron or enamel street name plates should be retained if possible.

### **Continuity and Historic Names**

- 6.51 The Council considers the retention of the old names of sites and properties within the conservation area to be desirable and positively encourages their reinstatement where changed. This would enable the historic identity and continuity of areas to be preserved. The names of historic or locally important developments and their associated signage and features should be kept. This is particularly relevant to public houses. Historic names and associations should also be taken into account in the naming of any new developments.
- 6.52 The Council would also like to see the inclusion of date plaques on any new developments. This would provide interesting features in the townscape and points of reference for the future. Where appropriate a plaque could be placed on public houses giving the original date, interesting historic associations and the old name if changed.

### **Opportunity sites**

- 6.53 Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment. It is considered that the following are potential opportunity sites:-
- Petrol station between No. 599 King's Road and the junction with Edith Row.
  - Nos. 448 & 450 Fulham Road.
- 6.54 Redevelopment will be judged against criteria suitable for a conservation area, in which new buildings should contribute positively to the visual quality of the area, respecting the dominant pattern of development in terms of plan form and height of the townscape.

### **Landmarks**

- 6.55 There are several visually dominant features along Fulham Road; at the west end are the tower block of Walham Green Court, Fulham Town Hall, and the new Fulham Broadway Centre; to the north is the Sir Oswald Stoll Foundation frontage building; and just beyond the conservation area boundary to the north is the Chelsea Village with Stamford Bridge Stadium, and to the east King Charles House. The former Imperial (Fulham) Gas Works gasholders to the south are landmark features in many views and are particularly evident in parts of King's Road. Fulham Town Hall is also glimpsed in views north west along Harwood Road.

### **Setting of the Conservation Area**

- 6.56 The setting of a conservation area is important in defining its character and appearance. Any development, or alterations to properties, affecting the setting of the conservation area should take full account of its character and appearance, and should preserve or enhance it, as described in the profile. Trees and shrub planting along the boundaries of properties should be maintained to enhance views and to provide an opportunity for biodiversity.

### **Views**

- 6.57 There are several views of feature buildings within the conservation area that are important in defining the character of the local areas. Great care is required so as not to block, or have an impact on, key views by intervening or inappropriate development. The existence, and importance, of these views should help determine the permitted heights of new buildings in the conservation area.

### **Open Spaces**

- 6.58 There are no public open spaces within the conservation area. It is important, therefore, that the amenity value of hedge planting and greenery in private gardens is appreciated and retained wherever possible.

### **Trees**

- 6.59 There are significant mature private trees of value to the townscape in the conservation area, some of which are the subject of Tree Preservation Orders. All trees in a conservation area, including those in rear gardens, are protected. Owners are urged to look after trees on their land and plant new ones in order to ensure a continuing stock of mature trees for future generations and to provide an opportunity for biodiversity.
- 6.60 A programme of planting should be maintained where appropriate to ensure there is new stock to replace existing trees in the future.
- 6.61 Planting more street trees could be considered throughout the conservation area where underground services allow sufficient space.

### **Advertisement Hoardings**

- 6.62 Advertisement hoardings are not substitutes for suitable boundary treatments. Where temporary permissions exist, and the hoardings detract from the amenity of the area, the Council will resist the renewal of these permissions.

6.63 The erection of any new advertisement hoardings within the conservation area will be resisted because of their detrimental effect upon its predominantly residential character.

### **Shopfronts**

6.64 The removal or alteration of historically and architectural interesting shopfronts will be resisted and, where they have been removed, restoration encouraged.

6.65 Where an original shopfront has already been partially removed, any surviving original elements and architectural features should be retained. Any new shopfronts should be carefully designed to incorporate the remaining traditional features.

6.66 Shopfronts spanning more than one property should avoid disrupting the vertical emphasis and should reflect the break between properties with pilasters.

6.67 Traditional materials should normally be used such as painted timber, (not tropical hardwoods) iron and render. Coated aluminium or steel will only be acceptable if the design of the shopfront is in keeping with the character of the building and enhances the conservation area.

### **Shop Signs etc.**

6.68 Internally illuminated box fascias will not usually be permitted as they are not sympathetic to the conservation area. Externally illuminated painted fascias, individually illuminated letters or neon words are preferred. Any type of internally illuminated signs should be carefully integrated into the shopfront as a whole.

6.69 Consent will not usually be granted to install internally illuminated projecting box signs. Traditional hanging signs, externally illuminated if necessary, are preferred and fixings should be located on the fascia, not on the pilaster or in a position that would damage decorative original features such as console brackets or pilaster capitals.

6.70 Security grilles, where absolutely necessary, should be open mesh and ideally located internally. Solid roller shutters should be resisted except where the window display remains visible and the door only is shuttered, or the shopfront is an open type e.g. greengrocers.

6.71 Where canopies are required they should be traditionally designed and located straight canvas canopies capable of full retraction. Modern plastic or PVC canopies or Dutch blinds are not appropriate within conservation areas and will be resisted.

6.72 Architectural details should not be obscured or removed and care should be taken to ensure that size, shape and position of canopies are appropriate to the building.

## **7 OTHER RELEVANT DOCUMENTS**

Fulham Old and New; Charles James Feret, 1900

Street Improvements in Historic Areas; English Heritage, August 1993.

PPG15: Planning Policy Guidance: Planning and the Historic Environment; Department of the Environment/Department of National Heritage, September 1994.

Conservation Area Practice: English Heritage Guidance on the Management of Conservation Areas; English Heritage, October 1995.

Traffic Advisory Leaflet 1/96: Traffic Management in Historic Areas; The Department of Transport & English Heritage, January 1996.

London Terrace Houses 1660 – 1860: A Guide to Alterations and Extensions; English Heritage, February 1996.

British Standard: BS 7913:1998: Guide to the Principles of the Conservation of Historic Buildings.

Streets For All: A Guide to the Management of London's Streets; English Heritage, March 2000.

The Unitary Development Plan: London Borough of Hammersmith and Fulham, adopted August 2003.

Images of London: Hammersmith & Fulham Pubs; Chris Aimes, 2004.

Images of London: Fulham; Patrick Loobey 2004.

## **8 LISTED BUILDINGS IN THE CONSERVATION AREA**

There are no statutorily listed buildings at present in the conservation area.

## **9 BUILDINGS OF MERIT IN THE CONSERVATION AREA**

### **Fulham Road**

Nos. 404A to D (The Studios)  
Nos. 410 to 416 (even) part of Chelsea Studios  
Chelsea Studios (Nos. 1 to 13 consec.)  
Italian Village (A to X)  
Nos. 422 to 438 (even)  
The Sir Oswald Stoll Foundation  
Nos. 525 to 531 (odd)

### **King's Road**

No. 562 (former Wheatsheaf P. H.)  
Metal 'Book Sculpture' Bench (outside Nos. 547 to 557 odd)  
No. 577 (Imperial Arms P.H.)  
No. 617 (former Hand and Flower P.H.)

**Moore Park Road**  
St. James's Church Hall

**Waterford Road**  
Nos. 85 & 87 (former Gasworks Restaurant)

## **10 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA**

Planning permission is needed for most forms of development, including many building alterations. However, in order to prevent unnecessary interference in more straightforward work the "Town and Country Planning (General Permitted Development) Order 1995" grants a general planning permission for some types of development, including some alterations to dwelling houses. Because even these more simple developments can harm the character and appearance of a conservation area, Local Planning Authorities can remove these permitted development rights. This is done by the Council making a Direction under Article 4 of the General Permitted Development Order.

There are no Article 4 Directions in the conservation area at present.

Please note that these planning controls are in addition to those that apply everywhere. If you need advice as to what development does or does not need planning permission you should contact the Environment Department reception at the address on page 1.

## **11 UDP POLICY G9A COMMUNITY SERVICES IN TOWN CENTRES**

The Council's UDP designates Fulham as one of the Borough's three Town Centres, within which planning policies will be aimed at regenerating and enhancing their vitality as places for a wide range of shopping, services, entertainment and other facilities, together with employment and residential uses. A high quality environment will be sought for town centre residents, workers and visitors alike, and the pedestrian environment will be protected and enhanced in combination with measures to minimise the impact of vehicle traffic and improvements to public transport accessibility by other alternatives to private car use.

## **12 UDP POLICY SH3A PROTECTED SHOPPING PARADES AND CLUSTERS**

The Council's UDP designates protected parades and clusters important for meeting local needs and will be protected for continued retail use (A1 Class). One of these (7 King's Road) falls partly within the conservation area. No more than 50% of the total length of the frontage of the parade or cluster will be permitted to change to non-retail use (non-A1 Use Class). In addition, no more than 33% of the length of frontage of the parade or cluster will

be permitted to change to food and drink use (A3 Class). Residential use will not be permitted on the ground floor.

## Notes

- 1 Wandon Road, originally called Bull Lane, is by far the oldest in the conservation area. The houses in the road are Georgian, and when they were built they faced directly onto a view across Chelsea Creek to Veitch's market garden, prior to the development of the railway and its bridges. It later became Harriet Street (as shown on the 1865 ordnance survey map) and was finally changed to Wandon Road in 1888, the name being derived from Walham. Holmead Road was originally named Bull Alley from the Bull Inn that used to be situated there. When the houses were first built the road was renamed Stamford Road after the nearby bridge (as shown on the 1865 - 1916 ordnance survey maps). The present name of Holmead comes from the creek or ditch marking the boundary between Fulham and Chelsea, where the railway now runs. Rumbold Road, formerly named Cornwall Street, was one of the later streets within the conservation area to be developed. The name comes from the old Fulham family of Rumbolds who were residents in the area.

Two other roads of historic importance retain their original names. Britannia Road was developed around 1852 with its name originating from the fact that the Britannia Inn used to be situated there. Maxwell Road, built some years later, was named after Percival Maxwell a former owner of the land where the houses now stand.

- 2 Notable examples of post-war redevelopments include Walham Green Court and Waterford House in Waterford Road; Lord Roberts Mews and Church Row in Moore Park Road; the new residential estate off Britannia Road; terraced properties in Dan Leno Walk; No. 54 Britannia Road (professional offices); Nos. 541A to 555 (odd) King's Road (commercial/office development); and Moore Park Court in Fulham Road. New development has also recently taken place at the Fulham Broadway Centre.

- 3 **The Art Bronze Foundry, Fulham.**

Charles Gaskin worked at the famous foundry Parlanti's as a metal chaser before the First World War. After four years war service, he set up the Art Bronze Foundry at 440 Fulham Road in 1922. The 1920s were a very busy period with war memorials in great demand and one particularly large casting of a crest for a bank of New South Wales in Sydney.

The Foundry carried on throughout the Second World War, even though bronze was in short supply. At one stage, there were only Charles and Bill Hayter senior, a plaster and wax moulder who had joined the firm in the 1920s. However, around this time (c. 1943) two very important customers began to use the Foundry: Jacob Epstein and Henry Moore. The latter continued to send his work until near the end of his life.

After the War, craftsmen like John Carney (later of the foundry Fiorini and Carni), Jim O'Donnell and Burt Paine joined the staff alongside Bill Hayter as did Charles's brother in law Burt Francis. During these years, very many bronze portraits were cast for Epstein as well as larger works such as 'Visitation Youth Advancing' and in the late 1950s 'General Smuts' in Parliament Square. Henry Moore likewise had many bronzes cast at this time including the 'Family Group', 'Leaf Figures' and the 'Reclining Figure' for the Festival of Britain in 1951.

A new band of staff joined the firm around 1950. They included Burt's brother, Len Freiensener, Charles's son Michael, Burt's son Roy and Bill Hayter's son Bill. These four were the core of the Foundry until the 1990s.

In 1951 the Foundry became a limited company and in 1956 it relocated to a purpose built site in Michael Road off King's Road (its present location). Charles's brother Sydney was a great support financially at this time. Many famous sculptors flocked to the Foundry over the next three decades – the golden age of bronze sculpture. They included David Wynne, a customer for fifty years, Anthony Caro, Barbara Hepworth,



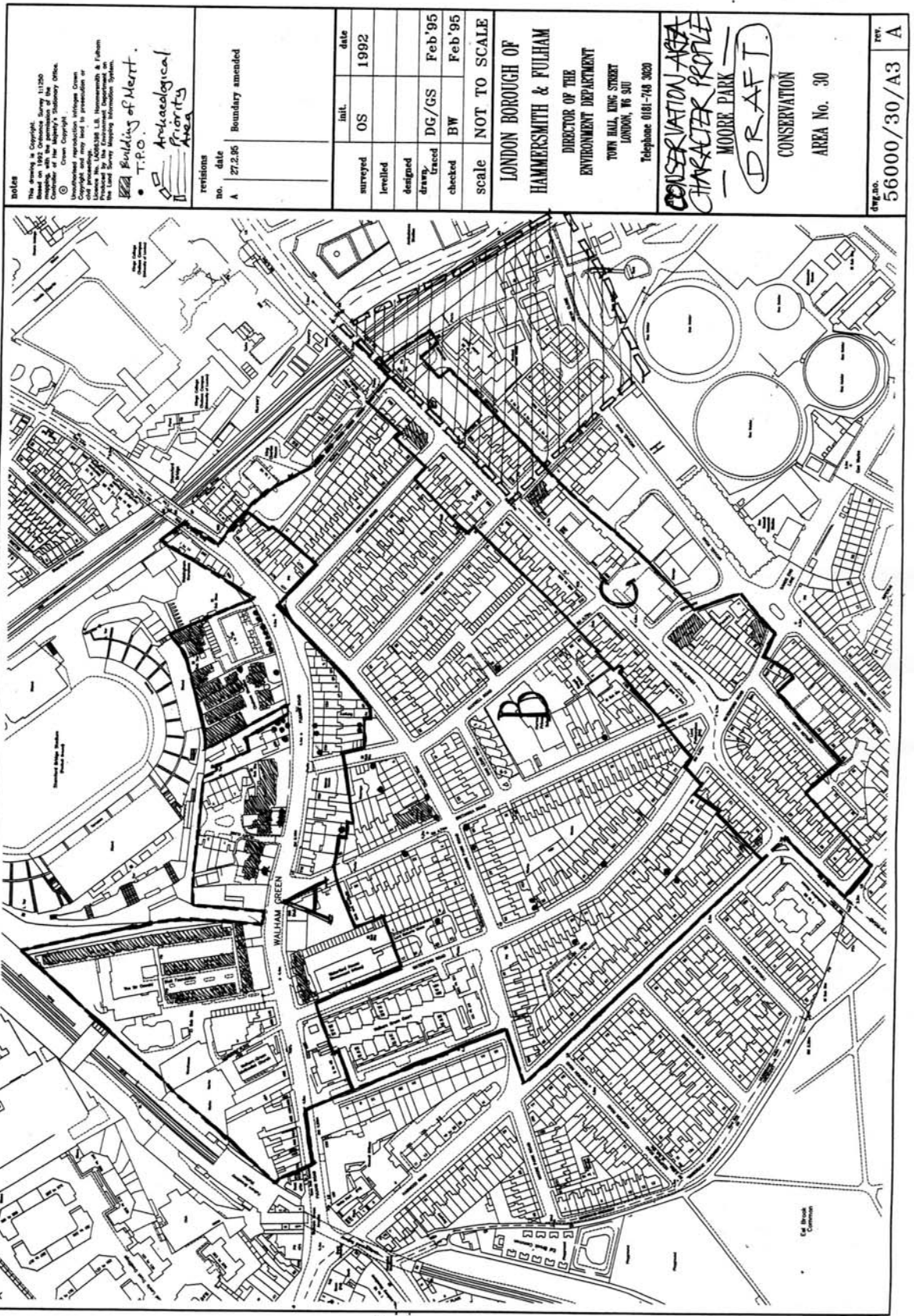
William Redgrave, Oscar Nemon, Elizabeth Frink, Lynn Chadwick, Eduardo Paolozzi, Michael Ayrton, F.E. McWilliam and Benno Schotz.

Bronzes were cast for overseas customers including a dog now sited on Lake Tekop in New Zealand. Fifty portrait heads of native Eskimo and Indians were also cast for a Canadian sculptor, Harold Pfeiffer, and are now in the Northern Heritage Centre, Yellowknife, Canada.

In 1969, Charles Gaskin died aged 78. Michael Gaskin became chairman and business continued. John Doubleday became a prolific customer, as did Lorne McKean, William Turnbull, Angela Conner and Nathan David. Over fifteen life-size statues have been cast for Doubleday and other sculptors. These included 'Churchill', 'The Queen', 'Prince Philip', 'Prince Charles', 'Macmillan', 'De Gaulle', 'Margot Fontein' at Reigate, and 'Charlie Chaplin' in Leicester Square.

The Foundry struggled through the recession of the early 1990s, with Len and Roy both retiring and Michael going part-time. The Foundry has since begun to modernise its processes and Roy's son Philip, who joined in 1982, has been training a younger team alongside Bill Hayter. The Foundry now uses the ceramic shell method of casting. In 2000 two large scale jobs were successfully completed, which put this new technique to the test; they were a life-size bronze of 'George Vancouver' by Penny Reeve sited in Kings Lynn and 'Reconciliation' by Josephine de Vasconcellos placed at Stormont.

Bronze is a metal alloy that needs to be heated to 1,000C for casting, and the process is a skilled and dangerous one. The sculptor brings in his/her work, from which a mould is made – first a rubber covering, then the "investment" over it of plaster and grog (crushed pottery). Once the mould has set and been removed from the original, synthetic wax is poured in, and the whole thing "cooked" in the kiln for 36 hours. Only then can the molten bronze be poured into the mould. Eventually the foundry mark is impressed – up to 10 editions being possible. In the safe room at the Michael Road building are several interesting casts, including a fine head by Michael Ayrton. The Foundry is a remarkable survival of industrial Fulham from the turn of the 19th Century.



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• Building of Merrit.  
 • Archaeological Priority Area

revisions	
no.	date
A	27.2.95
Boundary amended	

no.	date
OS	1992
DG/GS	Feb '95
BW	Feb '95
scale NOT TO SCALE	

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**CONSERVATION AREA CHARACTER PROFILE**  
 - MOORE PARK -  
**DRAFT**  
 CONSERVATION AREA No. 30  
 56000/30/A3  
 rev. A