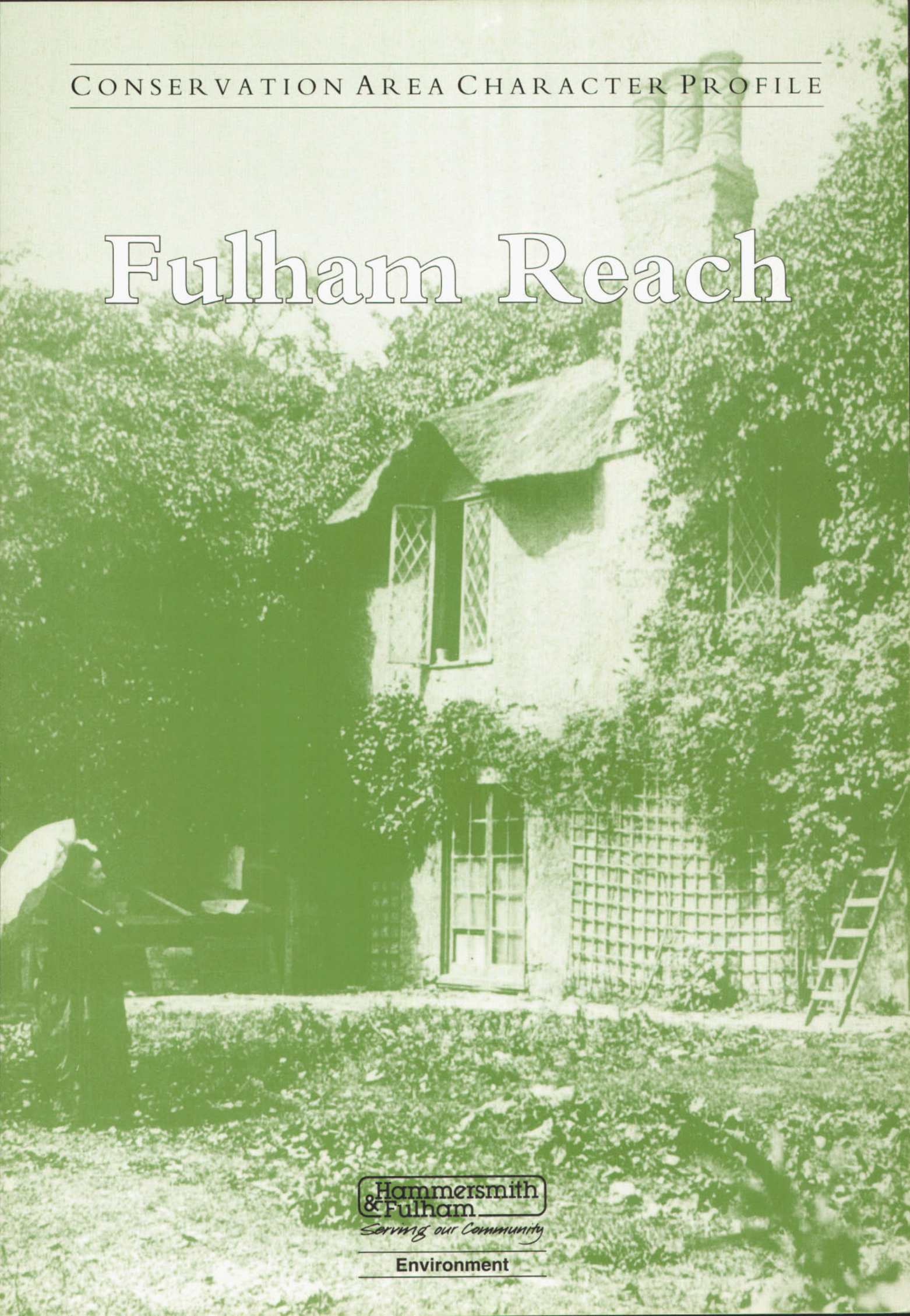


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CONSERVATION AREA CHARACTER PROFILE

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# Fulham Reach



Hammersmith  
& Fulham

*Serving our Community*

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Environment

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## CONTENTS

1	Introduction	3
2	Designation	4
3	Conservation area boundary	4
4	Brief history of the area	4
5	Character and appearance	5
	Plan of conservation area boundary and the sub-areas	12/13
6	Broad design guidelines	11
7	Other relevant documents	19
8	Listed buildings in the conservation area	19
9	Buildings of merit in the conservation area	19
10	Article 4 directions in the conservation area	19
11	Notes	20
12	Bibliography	22
13	Glossary	23

The Fulham Reach Conservation Area Character Profile was approved by the Planning Applications and Transport Sub-Committee on 3 July 1996 as supplementary planning guidance. If you have any queries regarding this profile or wish to carry out works in the conservation area please contact Environment Department reception on 0181 748 3020 ext 3330.

Design and Conservation  
Development Services Division  
Environment Department  
London Borough of Hammersmith and Fulham  
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LONDON W6 9JU  
September 1997

The Barton Willmore Partnership were the consultants for the first draft of the Fulham Reach Conservation Area Character Profile.

Cover picture:  
*Craven Cottage held in the Hammersmith & Fulham Archives and Local History Centre*

## FOREWORD

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The London Borough of Hammersmith and Fulham is fortunate enough to have 43 conservation areas covering almost half the Borough. These have been designated in recognition of the importance of the historic and architectural heritage in our Borough. As Chair of the Environment Committee, I am committed to the preservation of these areas with the help of residents and local groups, so that they continue to enhance the quality of life in the Borough and so that they survive as good examples of our heritage for future generations.

This Profile describes the special character of the Fulham Reach Conservation Area identifying buildings of note, interesting historic facts and showing how the buildings, open spaces and streets work together to create an environment worthy of protection.

I would like to thank all local groups who helped to prepare these Profiles, in particular the Hammersmith and Fulham Historic Buildings Group under the dedicated leadership of Angela Dixon. Through the consultation process the documents have evolved to represent not only officers' assessments of the conservation areas, but those of the local amenity societies and residents groups active in each area. I hope these Profiles will now provide extra assistance in the stewardship and preservation of what is best in the Borough.

A handwritten signature in cursive script that reads "Sally Powell".

Councillor Sally Powell  
Chair of the Environment Committee

## 1 INTRODUCTION

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

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

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

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

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

**1.6** The profiles and subsequent design guidelines will be supplementary planning guidance and will

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

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

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