

1.9 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:-

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

2 DESIGNATION

2.1 The Fulham Reach Conservation Area was designated in March 1991.

2.2 The specific reason for the designation was to ensure that any future redevelopment proposals recognise the sensitive nature of the riverside, in particular the long sweeping views northwards towards Hammersmith Bridge and views to and from the Barnes and Putney bank.

3 CONSERVATION AREA BOUNDARY

3.1 The boundary of the Fulham Reach

Conservation Area follows Queen Caroline Street from the boundary of the Mall Conservation Area, turns south along Crisp Road, includes St. James's Street and part of Chancellor's Road and follows the western edge of Frank Banfield Park. It then meets Winslow Road where it returns to follow the boundary of the Crabtree Conservation Area southwards to include Fulham Football Ground. The western boundary follows the Borough boundary along the centre of the River Thames.

4 BRIEF HISTORY OF THE AREA

4.1 The riverside area has been occupied since pre-historic times. Archaeological work in the 1970's, during the redevelopment of Rosebank and adjoining wharves, produced Neolithic flint implements and pottery (circa 3,000 BC), late Iron Age pottery and an isolated Roman coin of the 4th century AD.

4.2 There is a high and dry sandbank here in a marshy stretch along the edge of the Thames and there may well have been a ford across the Thames in earlier times. The trackway connecting it is today represented by Crabtree Lane and Lillie Road.

4.3 Until the 19th century there was evidence of man-made earthworks along the riverside, possibly dating back to pre-Roman times.

4.4 On the southern edge of the grounds of Brandenburg House an early Saxon settlement of the 5th/6th centuries AD was discovered during trial archaeological excavations in the 1980's. This is one of the most important early Saxon settlements in the London area discovered to date. Finds include the sunken floors of several huts, pottery, and the skeleton of a horse.

4.5 Next to the Crabtree Hotel was a pottery operating in the 18th century and referred to in contemporary documents as the pot-house. Some

green-glazed waste pottery fragments, possibly from this site, were found on the Crabtree Wharf opposite, during its redevelopment as Adam Walk in the 1970's.

4.6 The riverside between Hammersmith Bridge and Putney Bridge remained essentially rural in character until the mid 19th century ¹. In the 18th and 19th centuries, Fulham Reach consisted mainly of fringe market gardens and nurseries, extending from those of the adjacent Crabtree Conservation Area. Although here, particularly in the 19th century, they were interspersed with several grand houses and estates, for example, Brandenburg House ², Dorset Villa ³, Belle Vue House ⁴, Rosebank ⁵, and Craven Cottage ⁶. By the mid 19th century, many country houses set in spacious grounds were still in use as retreats by the affluent, although elsewhere in Fulham some had been converted into private schools and asylums. These estates no longer exist, although the legacy of some of them survive in the names of the riverside sites.

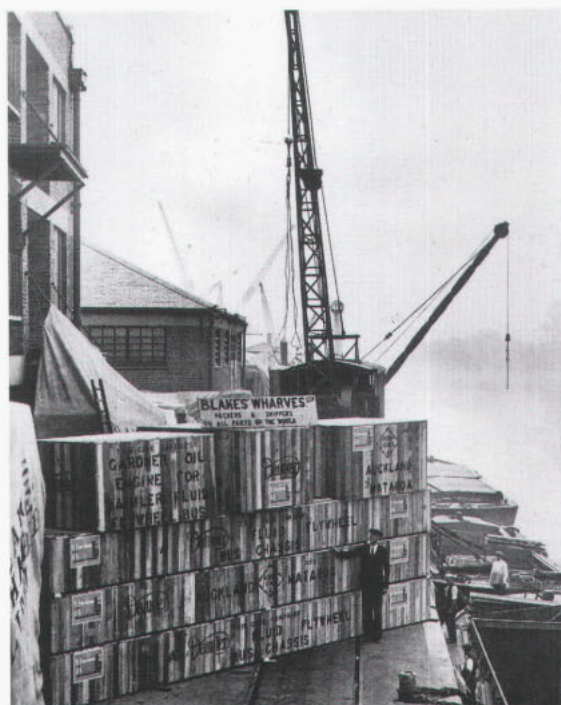
4.7 Fulham Reach remained rural until the late 19th century, when the market gardens and the few country houses along the river were replaced by industry ⁷. During the second half of the 19th century, the northern part of the riverfront began to be developed ⁸. By 1914 the whole of the riverside between the Hammersmith Distillery and Fulham Football Ground was developed for industrial uses.

4.8 After 1870 the rural tranquillity of Fulham was disrupted until c. 1910, as housing developments sprang up to accommodate the workers in the industries which were being established along the river (and elsewhere).

4.9 Today hardly anything of this late Victorian and Edwardian industrial development remains. From the 1970's the Borough encouraged a shift to residential development. An industrial barrier was replaced from the 1970's onwards by a river walk alongside new housing.

4.10 In 1845 the University Boat Race, having

previously been rowed from Westminster to Putney, was moved to the stretch of the river between Putney and Mortlake, where it continues as an annual event today. The construction of railways, and the pollution in lower reaches of the Thames, in the nineteenth century, encouraged recreational and competitive rowing and sculling above Putney Bridge. This led to the foundation of numerous rowing clubs and a series of regattas and the Head of the River Races in the area.



Former industrial site at Blake's Wharves

5 CHARACTER AND APPEARANCE

5.1 The Fulham Reach Conservation Area is a narrow strip of land sweeping along the river from Hammersmith Bridge down towards Fulham Football Ground. The main feature within the conservation area, and the principal elements in defining its character, are the river itself, the river bank and views along and across the Thames. Its prominence along the bend of the river and its potential impact make Fulham Reach Conservation Area of strategic importance to the Borough, and London. The current water-borne uses of the river itself are important elements in the character and appearance of the conservation area as are the foreshore and river bank.



Riverfront looking south from Queen's Wharf

5.2 The predominant land uses within the conservation area are essentially residential and office/light industrial. Housing is effectively concentrated along the riverfront, especially south of Winslow Road and east of Crisp Road – the offices/light industry effectively being concentrated north of Winslow Road. There is also the significant “recreation” presence of Fulham Football Ground, which defines the southern boundary of the conservation area.

5.3 The riverside walk, although as yet not continuous along the full length of the western boundary of the conservation area, covers most of its length. There are also a reasonable number of access points to the riverside walk from the main body of the conservation area, although these points are not always easily identifiable.

5.4 The important open spaces within the conservation area are Rowberry Mead ⁹ (the area between Queens Manor School and the river) which links into the riverside walk, and Stevenage Park. Further areas of open space exist, although these are generally incorporated within the large residential, and commercial, developments as landscaping and private open space. An important one is that at Thames Wharf which provides a break from the built form. Frank Banfield Park, though outside the conservation area, has a strong presence to the east of the industrial area and is close to the Hammersmith Embankment redevelopment site.

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 historic development. These are shown on the plan of the conservation area on pages 12 & 13.

The sub-areas are :

- A** The northern sub-area;
- B** The industrial estate;
- C** The river frontage.

5.6 The survey covers all areas regardless of architectural quality. It attempts to show areas which hold together as units, because of their overall identity, whether they consist of historic areas or areas of urban open space.

A The northern sub-area

5.7 This sub-area is defined by Chancellors Street to the north, Crisp Road to the west, Chancellor's Road to the south and the Thames Water Depot to the east. Its character is derived from the enclave of traditional terraced housing leading off a street with a varied style and age of properties.

5.8 The northern frontage of Crisp Road contains the mixed uses of cafe, newsagent, public house (BOM), converted church and office building. The properties are mainly two storeys and of a small scale with a regular building line providing a good street edge. These frontages are not of a particularly high quality though they provide a focus for activity along the street together with the Riverside Studios opposite (See sub-area C).

5.9 The former church has been converted into a science project base and is a building of local merit (BOM). Of a simple design with paired lancet windows it provides incident in the townscape with the front facade drawing attention into St. James's Street. The property on the corner of Crisp Road and Distillery Road is a 1930's office development of a relatively grand scale which marks the end of the street.

5.10 There is a green landscaped open area at the corner of Chancellors Street and Crisp Road. It contains fairly mature trees and hedgerows, and is defined by utilitarian railings¹⁰. Adjacent to this space is a footpath linking Chancellors Street with the local authority Queen Caroline Housing Estate. The row of trees in the southern half of Crisp Road help capture the street space and soften the townscape. They also provide interest which is important as the buildings adjoining this stretch of the road do not front onto it.

5.11 Chancellors Street and St. James's Street are both no through roads closed off by Thames Water Utilities Ltd, the Hammersmith main drainage depot. These typical mid-Victorian terraced residential properties define the townscape character of the area through their scale and mass. The properties are of two storeys over a semi-basement with a short flight of steps to the front door. Some have been converted into flats.



Chancellors Street

5.12 Chancellors Street has a subtle bend in it resulting in the southern terrace being set back behind the side building line of the properties on Crisp Road. This creates a sense of arrival and a more intimate space in front of the terraces.

5.13 St. James's Street is wider and has an interesting feature. There is a brick gable on the second house in on each end of the southern terrace which is reflected symmetrically in the northern terrace. This provides structure within the townscape and helps capture the space within the street. This can also be seen on each end house

in the Chancellor's Road terrace though only one remains in Chancellors Street.

5.14 On the western side of Chancellor's Road is an attractive and cohesive terrace of similar Victorian properties. There is a pedestrian link to St. James's Street to the north of this terrace.

5.15 There was no link between Chancellors Street and St. James's Street and there are now two new infill developments at the end of each terrace. Unfortunately these extensions are out of character with the surrounding properties in terms of the fenestration pattern, doors, roofline etc. This highlights the importance of maintaining the uniformity in these terraces.

5.16 A small number of the properties in Chancellors Street and Chancellor's Road have had replacement windows and double glazing put in, which has detracted from the quality of the buildings. However, in all three streets typical details remain intact, including architraves and cornices, and window consoles unifying the terrace and giving depth to the facade. There are no roof extensions which detract from the quality of the buildings, though the facades of some properties have been painted.

B The industrial estate

5.17 This sub-area is defined by Chancellor's Road to the north, Distillery Road to the east, Winslow Road to the south and the river to the west. It is characterised by a number of light industrial uses in a variety of buildings, primarily modern sheds, of different sizes.

5.18 Opposite the terrace in Chancellor's Road is the Thames Water pumping station and a pair of associated semi-detached houses. The pumping station, of an appropriate scale for the area, has an austere appearance and is partially screened by a line of trees in the footway.

5.19 The low scale and mass of this sub-area is evident from Fulham Palace Road looking west