

across Distillery Road towards the river. Frank Banfield Park provides a level of screening to this light-industrial estate from outside the conservation area and is bounded by a high brick wall providing a definite edge to the eastern side of Distillery Road. The master plan for Hammersmith Embankment proposes to link this open space more effectively with the conservation area and result in landscape improvements to it and its setting.

5.20 Winslow Road leads down to the riverside where it ends with good views across the river to the former Harrods Depository which is visible from most parts of this sub-area.

5.21 Hammersmith Embankment is a 5.5 hectare development site. There is a consent for B1/office and residential development. The residential element, King Henry's Reach, is now complete as is the new riverside walkway. The development of the major part of the site is the subject of current pre-application discussions.



King Henry's Reach - Hammersmith Embankment

5.22 South along Distillery Road towards Winslow Road, the quality of the boundary is recognisably poor, as it is along the length of the western side of Distillery Road. This provides a poor setting for the terraced properties in the Crabtree Conservation Area. The boundary along the western end of Chancellor's Road is also of a poor quality though this will be improved as part of the redevelopment of the remainder of the site.

C The river frontage

5.23 This sub-area follows the full length of the river boundary of the conservation area and derives its importance from the river views and activity, the river walk, the character of the built elevation along the river bank and its relationship to the River Thames. The area is part of a rowing course of international importance, it provides a long established and famous sailing course, and it is a recreational and educational facility used all the year round by many people including sea cadets, sea scouts and other youth groups.

5.24 The views across to the rural south bank are an important element in defining the character of the conservation area. From the opposite side of the river bank, looking across to the conservation area, the views are of an urban riverside broken by areas of open space with a variety of uses, ranging scales of development and a variety of architectural styles and dates of development on the river edge. The Charing Cross Hospital and the large scale developments around Hammersmith Broadway are evident beyond this backdrop.

5.25 The scale of the built form is varied and of a mixed use character. From Hammersmith Bridge looking eastwards along the southern boundary of the conservation area the mix of uses, scale of development and massing is evident. Though the height of buildings varies, the overall pattern is of an urban character substantially built up, providing a hard edge along the river bank with relief in places from open spaces and breaks between buildings which are important to the character of the conservation area.

5.26 Along the riverside walk there are opportunities for sitting as well as occasional items of play furniture and sculpture. The walk is nearly continuous and the policy framework exists to ensure additions are made when redevelopment opportunities allow. The deviation around the Crabtree Public House in itself provides some variety and could be improved. Access to the river itself and the foreshore is limited. There are a few

moorings for boats, but otherwise access for the public is non-existent.

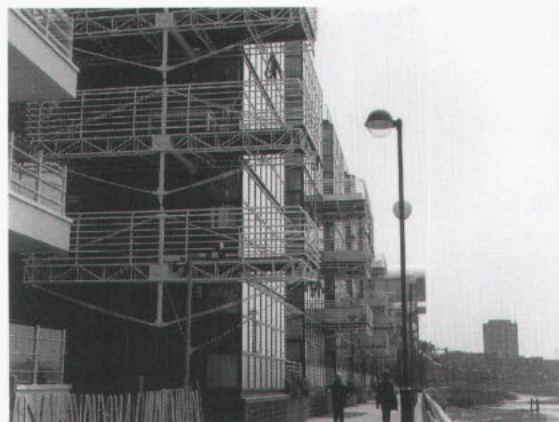
5.27 Beginning at the northern end, the first property, Queens Wharf, defines the river frontage and contributes to the character of the area in terms of its mass and scale. The height of Queens Wharf provides an appropriate link with the Mall Conservation Area to the north. From the floodgate there is an underpass beneath Queens Wharf which leads to River Terrace and the Riverside Studios opposite and is a link with the river walkway.

5.28 The Riverside Studios is a fairly nondescript building. The old wharf facilities of Kensington Vestry Wharf were converted into studios for the BBC ¹¹ and were later converted into the current arts complex. This is an important use along the riverfront.

5.29 The first point of access to the riverside and the beginning of the riverside walk is between the Riverside Studios and Chancellors Wharf. There are visual links through the residential development and along St. James's Street linking the river with the urban fabric beyond.

5.30 The materials and brick patterning of the office development (Polygram and The British Safety Council) and Chancellors Wharf housing are the same and therefore provide continuity. The riverside walk currently ends at the end of Chancellor's Road where there is a temporary link with the new stretch of walk in front of the industrial estate. This then runs past the development site (see sub-area B) where a new stretch of riverside walk has been developed, greatly enhancing the route along the river.

5.31 Thames Reach in Rainville Road comprises of three groups of flats by Richard Rogers & Partners built in 1985-88. They provide five storeys of, "clean-cut curtain-walling to the river frontage", with tubular steel balconies ¹². Abutting directly onto the river walk the flats face the river with a landscaped area to the rear facing Rainville Road.



Thames Reach by Richard Rogers & Partners

5.32 Nearby are a group of offices which were previously part of Duckham's oil refinery (BOM). These are now crisply refurbished and unified by the use of blue-painted windows. The largest has been converted by Lifschutz Davidson for The Richard Rogers Partnership. They are grouped around a well landscaped open space containing significant trees and having an active edge provided by the River Cafe. This space is important in opening up and softening the river walk, a trend which continues as you move southwards.



View of the former Duckham's building from Rainville Road

5.33 To the southeast the riverside walk skirts Borough housing of the late 1970's. This is generally of three or more storeys and built of brick. Between Dorset Wharf and Greyhound Wharf most properties are set back behind a communal garden separated from the river walk by a combination of walls and railings. This stretch has quite a hard feel to the boundary. Rainville Road, on the eastern side of the development, is

defined by a high brick wall with trees and some shrub planting.

5.34 The river walk finishes again at Rathborne Works (BOM) in the Crabtree Conservation Area abutted by a pedestrian route linking with Rainville Road. This is the boundary of the conservation area. The river walk continues in front of the Crabtree P.H. (which is in the Crabtree Conservation Area) where there is a draw dock providing access to the river and the foreshore widens to form a feature with two willow trees growing in the shingle beach. This is an important historical river crossing point.

5.35 The 1970's residential development continues with Adam Walk and Wheatsheaf Lane, a close knit development on the sites of Crabtree Wharf and Wheatsheaf Wharf. The majority of the properties face the river with a mix of soft and hard boundaries defining the river walk. Some properties have a low brick terrace with raised private patio above.



View south from Dorset Wharf

5.36 The residential development then continues with the Rosebank flats, on the site of Rosebank Wharf, which are of a greater scale than the above. Views through the blocks to the terraces are evident and the river walk boundary is relatively soft with planting, low walls and railings. Rosebank tower is a dominant feature that lacks any architectural interest. Residential development of a similar character to that at Adam Walk and Wheatsheaf Lane, but in various designs, continues as far as the open space in front of Queens Manor School.



Rowberry Mead with Queens Manor School in the background

5.37 In front of Queens Manor School there is a small park, Rowberry Mead, which provides a river vista for the school and one of the rare opportunities of full views across the river from the main body of the conservation area. This large grassed area is an important open space along the river bank providing an amenity for local people. The bases of former oil tanks have been incorporated into play areas. Though this keeps the views open, this area has been heavily targeted by graffiti.

5.38 The residential development continues again with Millshott Close consisting of two and three storey maisonettes on the site of Blakes Wharves. These have a soft edge defining the river walk with many front gardens facing directly onto the walk and with some low shrub screening. Views into Millshott Close provide depth in the built fabric with pedestrian routes providing links to the river walk.

5.39 Next is William Cory Wharf, the former oil depot site, which is one of the remaining links with the industrial past of the conservation area, and an opportunity site. The boundary treatment here is poor, both along the riverfront and along the inner boundary. The walk passes through a precast concrete fence to the east and tall sheet metal railings to the west. This was dictated by the former use of the depot and the need for ships to dock and unload here.

5.40 Further south is River Gardens (on the old Stevenage Wharf site), which was one of the first sites to be redeveloped. This is a dark brick polygonal cluster of 1974-77 by Ted Levy Benjamin & Partners with raked-back profiles and strong horizontal balcony bands. It surrounds well-planted private gardens which open on to the river and there is a pleasant grassed open space, Stevenage Park to the south. This was an early trendsetter for luxury riverside flats. It has a strong presence along the riverfront, shielding views of the football ground from the north.

5.41 Fulham Football Club acquired the grounds of Craven Cottage in 1896. The Club had developed from a football team attached to St. Andrews Church and adopted its name in 1889. Fulham Football Ground contains the grandstand and offices (1905) by Archibald Leitch. They are a rare survival of an early example by the Glasgow engineer who specialised in these structures. The stand (listed Grade II) is iron framed, and has a well detailed brick exterior, with stone dressings and shaped gables to the centre bays providing interest. The offices are located in a domestic looking building across the northern corner of the Ground. This building is known as Craven Cottage (listed Grade II), which takes its name from the 18th century riverside house, which used to exist on this site. The utilitarian existing stands, particularly the Eric Miller stand do not fit well within the river scene. The large Plane tree at the southern end on the riverside links with the green edge of Bishop's Park.

5.42 In general, buildings along Stevenage and Rainville Roads have well detailed backs addressing the street (the majority facing the river), though servicing and vehicular access points are prominent in places along the route despite comprehensive hard and soft screening. Some of the higher developments dwarf the terraces on the opposite side of the road though this is limited through the stepping down of the height of properties to the street.



The listed Stevenage Road stand at Fulham Football Club

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. This section identifies key components which 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 to be 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 of the conservation area 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.