

line within a street and the general rhythm of the facades, conforming to the height and alignment of the existing frontage.

**6.31** 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 a building can also be important as can its relationship with gardens. This should be maintained as much as possible throughout the conservation area through the careful design of any proposals to the rear.

**6.32** This also applies to the development along the riverfront which should respect its context in relation to adjoining property, the river walk, the residential property in the Crabtree Conservation Area to the east and the view from across the river. New development should front onto the river and provide an active rear facade if possible. Building lines vary along the river, some abutting directly onto the river walk and others set back behind private or public open space. This variety is important in the townscape of the riverside.

### **Height**

**6.33** The different heights of the buildings along the river front are important in defining the character of the conservation area. Ranging from six and seven storeys at River Gardens to two and three storeys in some of the other residential developments, the resulting townscape is contrasting and varied. The average height is three or four storeys.

### **Boundary treatment**

**6.34** There is a mix of boundary treatments with a variety of railings, low brick walls and hedges, or a combination of these in sub-area A. The original railings remain in front of some properties. These should be retained and the replacement, in the correct design and height, of those missing encouraged, particularly where they will strengthen the original uniformity of the development. The hedge planting and greenery in many of the front gardens is important in softening the street space.

**6.35** Unfortunately, several properties have no boundary definition. This spoils the rhythm and enclosure of the street. Ideally the original railings should be returned where appropriate.

**6.36** There is a variety of boundary treatments along the length of the river walk. Low brick walls or railings, both with planting, should be encouraged to avoid dull expanses and to soften the hard edges.

**6.37** Permission should not be granted for alterations or removal of original or traditional front walls and railings and their footings. Owners should be encouraged to maintain railings in good repair, and to reinstate 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.

**6.38** In streets and terraces with traditional railings, dustbin or meter enclosures should not detract from the appearance of the area.

**6.39** The excavation of front gardens to provide windows to basements or increase the light to basements should not be permitted in areas where the planting of the front gardens is an integral part of the design of the street or terrace and the extent of the excavation would negatively impact upon this. They may be acceptable if they are sensitively designed and proportioned.

### **Landscape and floorscape**

**6.40** 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 buildings within the conservation area.

**6.41** 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. All original

granite kerb stones and areas of historic paving should be kept if practicable where they form part of a significant composite scheme. New paving should be rectangular and not square and if not of York stone should at least be of the same colour.

**6.42** Tactile surfaces are not always appropriate in conservation areas. Where they are absolutely necessary (i.e. at controlled crossings such as zebra and pelican) they need to be of contrasting colour for safety reasons. However we will not install them anywhere else.

**6.43** Any highway management scheme should be of sympathetic materials which relate to their surroundings and are properly 'joined' to the surrounding footpaths/roads and take into account where practical English Heritage's guidelines for conservation areas.

**6.44** It is important that there is consistency in the design of, and materials used along, the river walk.

#### **Open spaces**

**6.45** There are three principal areas of open space within the conservation area; the riverside walk, Rowberry Mead (the area between Queens Manor School and the river) and Stevenage Park. Further areas of open space exist, although they are generally incorporated within the large developments as landscaping and private open space.

**6.46** The riverside walk derives its character from the views of the river and also from the differing levels of enclosure from the buildings abutting onto it. Tight in some places it opens up elsewhere to form a public, or private, open space between, or in front, of buildings.

#### **Trees**

**6.47** Significant mature street trees and private trees of value to the townscape have been indicated. However all trees in a conservation area, including those in rear gardens, are protected. Owners should be urged to look after trees on

their land and plant new trees in order to ensure a continuing stock of mature trees for future generations.

**6.48** If resources become available in the future planting more street trees could be considered throughout the conservation area where underground services allow.

**6.49** A programme of planting should be initiated where appropriate to ensure there is new stock to replace existing trees in the future.

#### **Street furniture**

**6.50** The conservation area would benefit from more sympathetically designed lighting columns and lanterns should the opportunity ever arise. Lighting furniture could be improved along parts of the river front and reviewed elsewhere.

**6.51** A number of historic cast iron bollards survive. These must be retained in situ. All other existing concrete or metal bollards should be reviewed, and if they are still required, replaced with the traditional cast iron bollards.

**6.52** The few remaining cast iron street name plates should if possible be retained.

**6.53** The conservation area would benefit from a sympathetic review of the street furniture along the whole length of the river walk, including light columns, litter bins, seating and bollards, should resources become available in the future.

**6.54** 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.

#### **Opportunity sites**

**6.55** Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment.



**6.56** Hammersmith Embankment is currently the subject of development proposals. Part of the site has been developed though the siting and design of the majority of the scheme has yet to be agreed.

**6.57** Fulham Football Club is an opportunity site provided the listed stand and turnstiles are kept (Site 19 in the UDP).

**6.58** William Cory Wharf has now been cleared and provides the opportunity for redevelopment.

**6.59** Riverside Studios is an opportunity site provided the studio use is retained (Site 76 in the UDP) and could lead to enhancement of the riverside character next to Hammersmith Bridge.

**6.60** Redevelopment should 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 townscape, and river views.

#### **Advertisement hoardings**

**6.61** The proliferation of advertisement hoardings in the conservation area should be discouraged. Permission should not be granted for new hoardings.

#### **Shopfronts**

**6.62** The removal or alteration of historically and architecturally interesting shopfronts should be resisted and their restoration encouraged.

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

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

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

#### **Shop signs**

**6.66** Internally illuminated box fascias should not usually be permitted where they are not sympathetic to the conservation area. Individually illuminated letters or neon words are preferred. Any type of internally illuminated signs should be carefully integrated into the shopfront as a whole.

**6.67** Consent should not usually be granted to install internally illuminated projecting box signs. Traditional hanging signs are preferred, located in such a position as to avoid damage to original features.

**6.68** Security grilles where absolutely necessary should be open mesh and ideally located internally. Solid 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.

**6.69** Where canopies are required they should be straight canvas canopies capable of full retraction.

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

## 7 OTHER RELEVANT DOCUMENTS

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The Unitary Development Plan; London Borough of Hammersmith & Fulham, adopted December 1994.

New Riverside Walk Brief, consultation document; 1991, London Borough of Hammersmith & Fulham.

Thames Strategy, a study of the Thames; April 1995, The Government Office for London.

Strategic Planning Guidance for the River Thames, February 1997, The Government Office for London.

Department of the Environment/Department of Heritage; September 1994, Planning and the historic environment PPG15.

Conservation Area Practice, English Heritage guidance on the management of conservation areas, June 1993, English Heritage.

## 8 LISTED BUILDINGS IN THE CONSERVATION AREA

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Buildings and Structures	Grade
<b>Stevenage Road:</b>	
Fulham Football Club:	
Stand	II
Craven Cottage (Offices)	II

## 9 BUILDINGS OF MERIT IN THE CONSERVATION AREA

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### **Crisp Road:**

No. 25 (The Chancellor's PH)

No. 20 (The former St. Mark's Church)

### **Rainville Road:**

Thames Wharf Studios, former Duckhams building

## 10 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA

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Planning permission is needed for most forms of development, including many building alterations. But 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 dwellinghouses. 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.

In this way 'Article 4 directions' bring within planning control development which would otherwise not need planning permission.

There are no Article 4 directions in this conservation area at present.

Please note that these planning controls would be in addition to those which 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 NOTES

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**1** Since very early times the fishery at Fulham extending “from Hammersmith Land’s End to the Laystall” (near Chelsea Creek), (Feret, I, 1900: 19) belonged to the Manor (Fulham Palace). The Lord of the Manor leased the royalty of fishing to various people for 21 years on the condition that they would supply him gratuitously every year three salmon and four hundred smelt. The earliest indenture relating to fishing dates back to 1663, and this was between the Bishop of London and Sir Nicholas Crispe. The last lease of fishery ever made was in 1724. As London became more of a commercial centre and the river used for business, fishery leases became less relevant. The principal fish caught at Fulham were sturgeon, salmon, smelt, flounders, roach, dace, barbel, eels, shad, lampreys and lampern. There used to be the illegal practice of fishing for dace, bleak and other small fish for their silvery scales, which were used in the manufacture of artificial pearls.

**2** Bradenburg House was situated on the riverfront where Chancellor’s Road now ends. It was inherited by Sir Nicholas Crispe in the early 17th century and was reconstructed by him. It was known as his Great House at Crabtree, very little of which is known. In 1642 he greatly extended his estate at Fulham, which by then consisted of approximately 87 acres. His lands must have extended from the present day Queen Caroline Street on the north to Crabtree Lane on the south and from the River Thames on the west across the Fulham Fields to North End on the east.

In 1792 this house came into the possession of the Margravine of Bradenburg-Anspach. The house and its extensive grounds appears on Rocque’s map of 1741-45. She built a theatre on the riverfront in which she acted in a number of plays written by herself. The house was later occupied by Queen Caroline of Brunswick, wife of George IV. She died there in 1821 and is commemorated by Queen Caroline Street near Hammersmith Bridge, out of which extends Crisp Road. It is said that George IV had Bradenburg House

demolished owing to the tremendous popularity of his deceased, neglected wife, but there is no evidence of this. It was probably dismantled because of dry rot.

**3** Dorset Villa (later known as Dorset Cottage) originally formed part of the estate of Sir Nicholas Crispe in the 17th century. The house appears on Rocque’s map as the substantial building in the little cluster of cottages near the river at “Crab tree”. It was an attractive and secluded house surrounded by pleasure grounds which contained some “very fine old timber, choice rhododendrons and shrubs of luxuriant growth” (Feret, III, 1900: 82). They extended from Crabtree Alley on the north to Crabtree Lane on the south. On the west the estate was bounded by the river Thames and on the east by the narrow lane extending from Fulham Palace, which today is the alignment of Stevenage Road and Rainville Road (Refer to McClure’s Map of 1853). Connected to Dorset Villa via a covered access was a separate villa, covered in ivy, which contained dining and billiard rooms.

The river lawn which was a distinctive feature of Dorset Villa, possessed a long terrace walk with landing steps to the Thames at the northern end and a rustic summer house and smoking room at the southern end. In the grounds were a grotto, a rockery and a lofty water tower. In 1876 the estate was sold. The house was demolished in 1890, and the site converted to a development scheme.

**4** Near the bottom of Crabtree Lane, facing Belle Vue House, there was a group of five small cottages with front gardens. This area was known as Crabtree Square. Belle Vue House was built in 1816 and it used to stand on Crabtree Wharf.

**5** Rosebank lay at the bottom of Crabtree Lane on the south side. It was “once perhaps the most delightful of the old riverside homes of Fulham” (Feret, III, 1900: 87). The original villa was built in 1809-10 for the Earl of Cholmondeley. From 1829 to 1854 it was used mainly as a nursery by the Marquis of Londonderry.