

The Mall

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 the conservation area boundary and the sub-areas	14/15
6	Broad design guidelines	17
7	Other relevant documents	22
8	Listed buildings in the conservation area	22
9	Buildings of merit in the conservation area	22
10	Article 4 directions in the conservation area	23
11	Notes	23
12	Bibliography	26
13	Glossary	27

The Mall Conservation Area Character Profile was approved by the Planning Applications and Transport Sub-Committee on 3 June 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.

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October 1997

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

Front cover: Kelmscott House, Upper Mall, 1896.
Hammersmith & Fulham Archives and Local History Centre

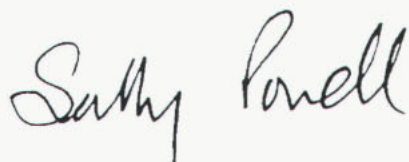
FOREWORD



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 Mall 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.



Councillor Sally Powell
Chair of the Environment Committee

1 INTRODUCTION

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 or historic interest the character or appearance of 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 The Mall 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 were necessary in consultation with Councillors, the Hammersmith and Fulham Historic Buildings Group, Hammersmith Society and other local groups. Policy documents for the preservation 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.

1.9 In line with the guidance given by both the Government and English Heritage, therefore, 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

The Mall Conservation area was designated in 1971.

3 CONSERVATION AREA BOUNDARY

3.1 The Conservation Area boundary can be seen on the Plan on pages 14 and 15.

3.2 The Mall Conservation Area consists of a

relatively narrow area of land, foreshore and river situated between two very strong boundary lines; the Borough boundary running along the centre of the River Thames and the Great West Road.

3.3 The eastern boundary is equally positive being formed by the frontage to Hammersmith Bridge Road but including the open space to the east of Hammersmith Bridge. However, the western edge merely follows the line of the Borough boundary running between the Great West Road and Chiswick Mall along British Grove and Millers Court.

4 BRIEF HISTORY OF THE AREA

4.1 The name Hammersmith has always been associated with the northern bank of the River Thames extending from Chiswick to Fulham. This historic part of the riverside is now predominantly within the Mall Conservation Area.

4.2 So far as is known, there is no archaeological record¹ for the conservation area, although part of it is situated in an Archaeological Priority Area. Given the importance of river communication throughout the medieval period, it is likely that the earliest settlement in the Hammersmith area would have been close to the river, perhaps based on Hammersmith Creek (clearly shown on Rocque's map of 1741-45). By the seventeenth century a small dock had been developed there which was used to supply the hinterland and specifically the Cromwell brewery nearby. It was also used to take produce from the Hammersmith market gardens to the City markets. The Creek, later to be known as Little Wapping, has now been filled in.

4.3 From around the second half of the seventeenth century and throughout the eighteenth century, a number of substantial houses began to be built along the waterfront. The south facing bend in the river and the rural setting were regarded as particularly healthy and attracted a large number of educational establishments for this reason.