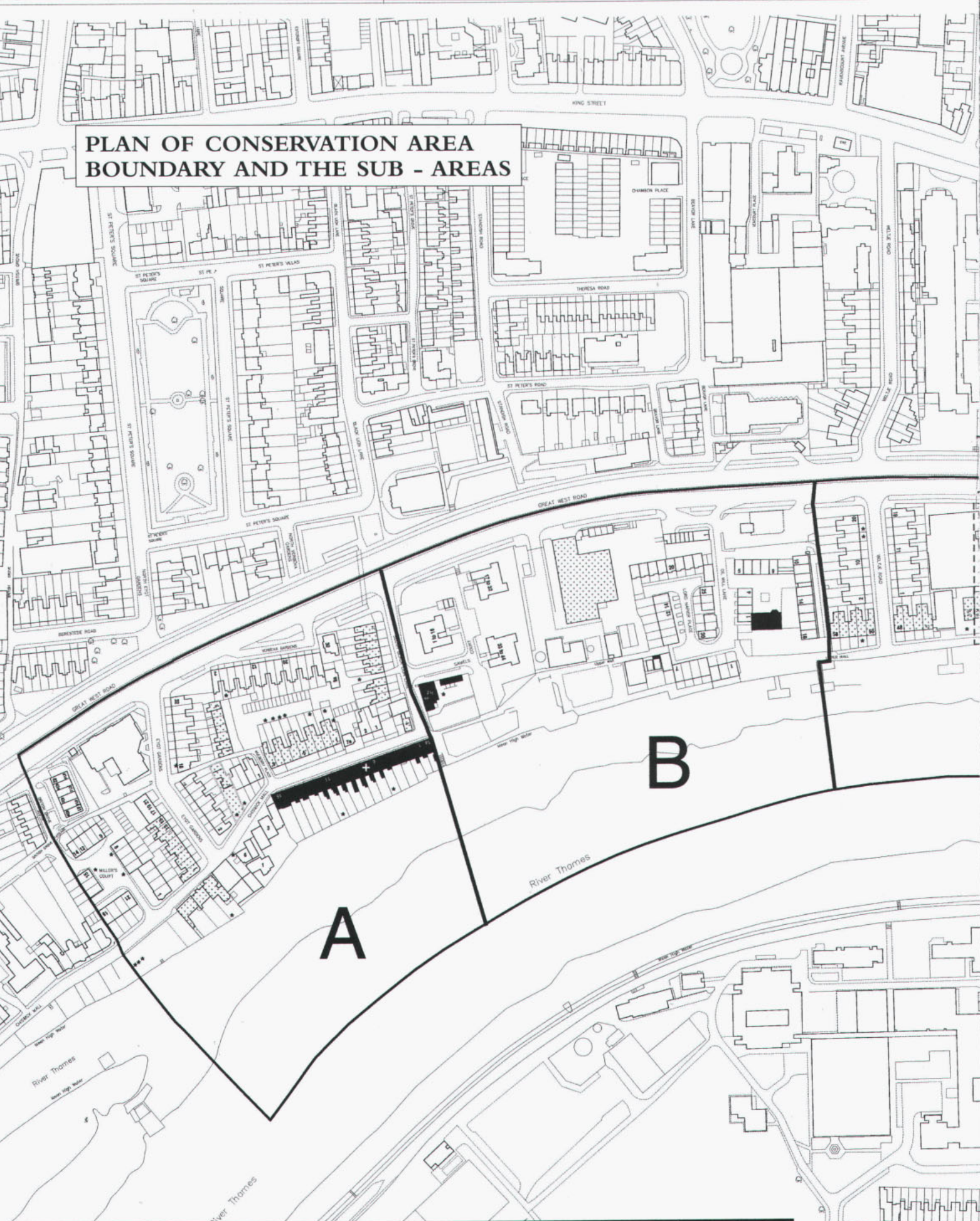


# PLAN OF CONSERVATION AREA BOUNDARY AND THE SUB - AREAS



## KEY



Grade II\* Listed Building



Grade II Listed Building



Grade II Listed Structure



Buildings of Merit



Areas of Archeological Importance



Tree Preservation Order



Conservation Area Boundary  
and Sub-Area Boundaries

## NOTES

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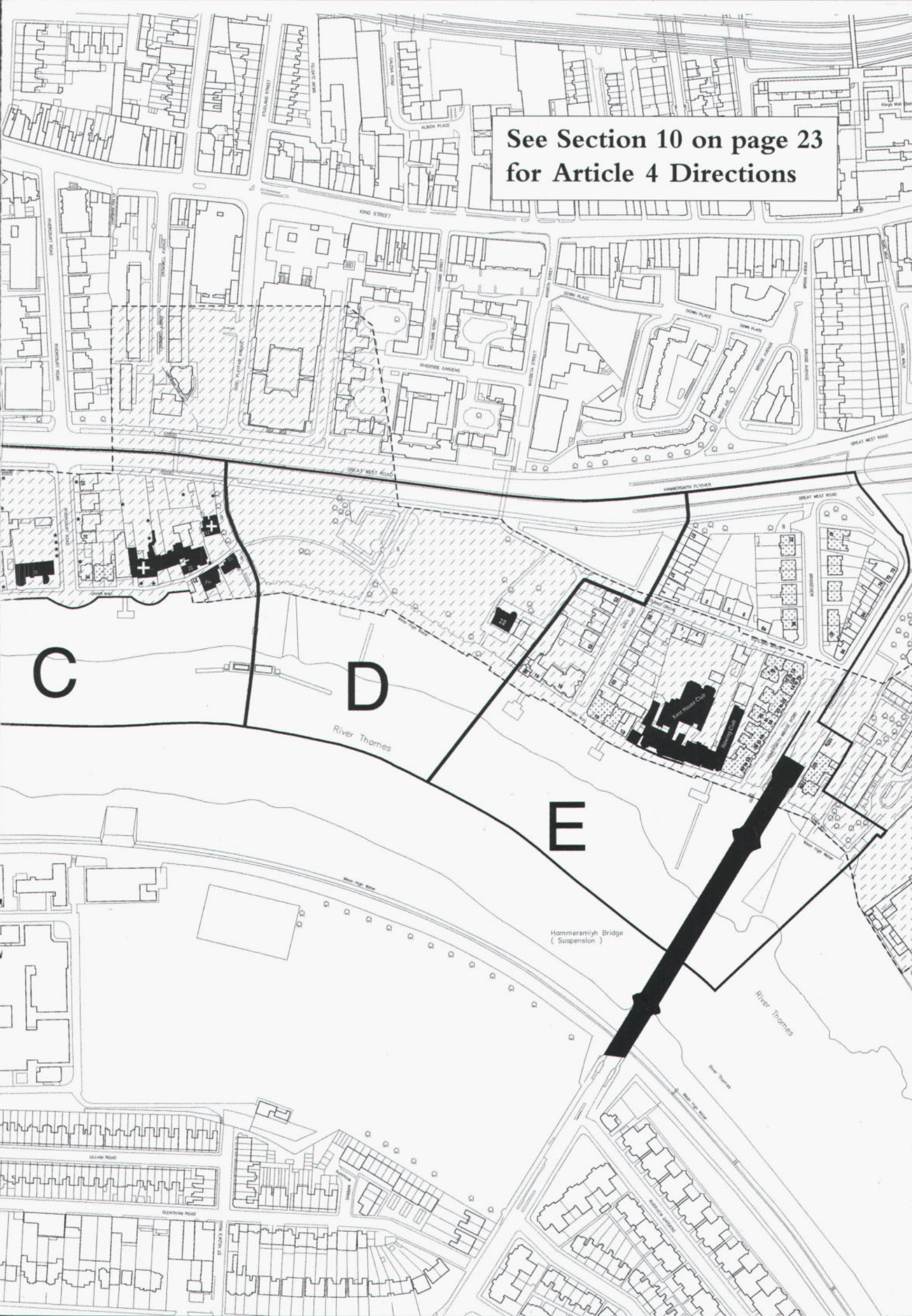
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NOT TO SCALE



See Section 10 on page 23  
for Article 4 Directions





**5.69** Nos. 6-9 (consec) Lower Mall (listed Grade II) <sup>27</sup> form an attractive late Georgian group of houses with iron verandas at various heights. No. 10, Kent House (listed Grade II) <sup>28</sup>, c 1762, is a very fine example of domestic architecture of the latter part of the 18th century, and it still retains good iron railings and gate. This building is now used by the Association of Hammersmith Clubs. Nos. 11 and 12 (listed Grade II) <sup>29</sup> are two humble cottages of brick and tile dating back to the early 17th century albeit somewhat altered <sup>30</sup>.

**5.70** Digby Mansions (BOM, late Victorian period) forms a fitting end-piece to this group, giving a boundary of appropriate scale to Hammersmith Bridge Road, and to the size of the bridge and its raised approach. The corner dome and the elaborate iron balconies on the river front are of particular interest in the street scene. Windows have been replaced with inappropriate modern alternatives in Nos. 30 - 38 but the remaining wooden window frames painted white are key in the uniformity of these blocks.

**5.71** This stretch of riverside walk is also more attractive than elsewhere, partly due to the variation in scale and height of the listed buildings, but also largely due to the railings and front boundary walls and to the subtle curve which adds interest. The positioning of the street lamps and trees visually emphasises the curve.

**5.72** The first Hammersmith suspension bridge (1824-1827) <sup>31</sup> was the first of its kind to be extended over the River Thames <sup>32</sup>. This bridge was replaced in 1883-1887 by Sir Joseph Bazalgette, who re-used the piers and abutments. This bridge (listed Grade II), which still exists today, has recently been repainted close to the original colours as the architect and Ministry of the Board of Works at the time intended.

**5.73** North of Digby Mansions on the west side of Hammersmith Bridge Road are Nos. 70-94 (even), an interesting row of two-storey mid Victorian properties, most of the southern end are converted to commercial uses on the ground floor,

with some good front railings. There is an interesting 'dutch style' gable detail on No. 94 providing a feature at the junction with Rutland Grove. The northern properties have a brick pediment and stucco detailing. A modern P.H. in Elizabethan half timbered style, The Oxford and Cambridge, completes the street before the scale changes dramatically with the Hammersmith flyover and its ground level gyratory traffic system.

**5.74** The conservation area includes a small group of properties on the east side of Hammersmith Bridge Road, consisting of three period buildings of local merit and the modern "golden rule" inspired small office building by Michael Manser.

**5.75** Following the route of the Lower Mall underneath Hammersmith Bridge the conservation area extends to include the riverfront open space and is terminated by the Queens Wharf office building at the southern end of Queen Caroline Street. The drawdock and rainwater outlet are interesting features in this area.



*The listed Hammersmith Bridge*

## **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 affect 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 this 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.

**6.4** The predominant land use in the built up areas is residential and this is important in defining their character. The recreational use of the river walk and associated public open space is also important and key in providing activity within the area. The river is used for sporting and other recreational boating activities and there are residential moorings at Furnival Gardens. When the tide is out the foreshore can also be used as a recreational area. It is of environmental importance as a feeding ground for birds and as a habitat for other wildlife.

### **Alterations to buildings**

**6.5** There are many buildings that have been

altered including the addition of roof extensions and rear additions. Generally, these do not seriously detract from the character of the individual groups of buildings or of the conservation area as a whole therefore, in line with Unitary Development Plan policies we will resist unsympathetic alterations.

**6.6** There are some cases of inappropriate use of colour and poor quality details on buildings.

**6.7** The character of the conservation area is derived from the groups of terraces and their uniform appearance, and the quality and appearance of historic buildings along the riverfront.

**6.8** Alterations to individual buildings within a terrace or group can have a particularly damaging effect destroying its homogeneity. The massing and rhythm of the buildings within a street is a key element in defining its character. Extensions and alterations to properties should not visibly affect their scale, rhythm and massing when seen from the street or any public space and should not be excessive additions to the properties.

**6.9** Detailed guidelines are needed to prevent unsympathetic and inappropriate alterations in the future.

### **Roof extensions**

**6.10** Front roof extensions are generally considered unacceptable and will only be considered if the property is within a terrace which has been significantly impaired by front roof extensions.

**6.11** The design of any rear roof extension should be sympathetic to the character of the conservation area. Where they are visible from the street, including long views, then particular attention will need to be paid to their appearance. In some cases, high visibility of the rear roof of properties may prohibit a roof extension where it would have a detrimental affect on the character of the conservation area.