

Solid shutters should be resisted except where the window display remains visible and only the door is shuttered or the shop front is an open type e.g. greengrocers.

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

**6.72** 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; Hammersmith and Fulham Borough Council, adopted December 1994.

Thames Strategy, a study of the Thames;  
The Government Office for London, April 1995.  
Strategic Planning Guidance for the River Thames;  
The Government Office for London, February 1997.

London Terrace Houses 1660 - 1860; A guide to alterations and extensions; English Heritage, February 1996.

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

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

## 8 LISTED BUILDINGS IN THE CONSERVATION AREA

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<b>Buildings and Structures</b>	<b>Grade</b>
Hammersmith Bridge	II
<b>Lower Mall:</b>	
No. 6	II
No. 7	II
No. 8	II
No. 9	II

No. 10 Kent House including railings and gate	II
No. 11 and 12	II
No. 22 (Westcott Lodge)	II

### **Upper Mall:**

Nos. 12 and 14 (Sussex House) (including boundary wall to the north)	II*
Nos. 13 and 15	II
No. 17 (including old boundary walls)	II
No. 19 (including old boundary walls)	II
River wall between nos. 20 and 36	II
Nos. 22 and 24	II
No. 26 (Kelmscott House)	II*
No. 36 (Rivercourt House)	II
No. 60 (Linden House)	II
Gates and railings to no. 60	II
Porch of former Ship Inn, east of Old Ship	II

### **South Black Lion Lane:**

The Black Lion PH	II
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### **Chiswick Mall:**

No. 7 Hammersmith Terrace	II*
Nos. 1A and 1-16 Hammersmith Terrace	II

## 9 BUILDINGS OF MERIT IN THE CONSERVATION AREA

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### **Bridge View:**

Nos. 22 - 36 (even), Nos. 47 - 61 (odd)

### **Hammersmith Bridge Road:**

Digby Mansions  
Nos. 107 and 109

### **Lower mall:**

No. 14 (Auriol RC)  
No. 15 (The Rutland Arms)

### **Upper Mall:**

No. 30 - 32 (even)  
Nos. 38 - 40 (even)  
Nos. 42 - 58 (even)

### **Great West Road:**

TWA Pumping Station

### **South Black Lion Lane:**

No. 1  
Nos. 5-21 (odd)

**Eyot Gardens:**

Nos. 1 - 9 (odd)

Nos. 11 - 15 (odd)

**Chiswick Mall:**

The Willows,

Mall Cottage,

Eyot Cottage

No. 5 Western Terrace & Boundary Wall to the north-east and west

Montrose Villas, Nos. 1 - 9 (consecutive)

**Mulberry Place:**

Nos 1 -7 (consecutive).

## **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. The Council has made Article 4 directions taking away permitted development rights for certain forms of development in the Mall Conservation Area.

The Article 4 directions and properties affected are listed below.

**The Mall No. 1 direction****Part 1**

Covers all single dwelling houses within the conservation area.

Planning permission is required for alterations to

roofs, gables and dormers (including roof covering) at the front of properties and the alteration of roof coverings at the rear; and the painting of external walls where these are of unpainted brickwork.

In addition specific controls are applicable to some properties.

**The Mall No. 1 direction****Part 2**

Mall Road No. 52 - 62 (even)

Planning permission is required for extensions to the rear (including rear roofs) of the above dwellinghouses.

**The Mall No. 2 direction**

Lower Mall Nos. 7, 11 and 12

Upper Mall Nos. 15, 17 and the Old Ship PH

South Black Lion Lane, Black Lion PH

Hammersmith Terrace Nos. 1, 3 and 4.

Planning permission is required for the painting of stucco on any of the above properties.

**The Mall No. 3 direction**

Durham Wharf, Chiswick Mall

20 Lower Mall

52 Mall Road

Planning permission is required for the painting of stucco on any of the above properties.

Please note that these planning controls are 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. Most artifacts dating to the prehistoric period in Hammersmith (i.e. the Palaeolithic, Mesolithic, Neolithic, Bronze Age and Iron Age) were discovered in the 19th century when excavations for basement and railway cuttings were undertaken. This situation would also presumably apply to the Conservation Area during the 17th and 18th centuries when excavations of basement were undertaken for the construction of the residential buildings along the river front.



It was very rare for find-spots of archaeological artifacts to have been recorded. It has to be assumed that a great deal of archaeological material was discovered and subsequently lost without having been recorded.

2. The best houses were presumably occupied by "divers Citizens of the City of London who reside in the liberty or township of Hammersmith ..... only in summertime, and divers others whose constant residence is all the year in the said place". (The Middlesex Sessions Books, December 1674, quoted in Bird and Norman, 1915: xvii).

3. The town brewery was established in 1780 by Thomas Cromwell and existed near the mouth of The Creek. Ale was brewed there and distributed in Hammersmith and neighbouring parishes. A boat builder was known for building small yachts, which were *"eminently successful in winning a large proportion of the prizes given to the Clarence Yacht Club"* (Faulkner, 1839: 52). Some commercial barges are still seen today, although yacht racing and rowing are much more common. Other historic riverside activity in the conservation area consisted of playing a cricket match and roasting a sheep whole opposite the Blue Anchor Public House on the ice when the river froze over in 1789. In 1838 a sheep, which was presented to the poor fishermen, was roasted whole on the Thames east of the suspension bridge *"amidst an immense concourse of people"*. (Faulkner, 1839: 28).

4. For example, since the construction of the West Middlesex Waterworks in 1806 and the building of the Suspension Bridge in 1825, *"the beautiful houses of the Upper and Lower Malls have been gradually disappearing, and now that the huge modern suburb threatens even these survivors, the last relics of a peaceful and picturesque hamlet are seriously imperilled"*. (Bird and Norman, 1915:xvii).

5. George Scott acquired Ravenscourt House and much of the surrounding land (mostly copyhold) through his marriage to Hannah Lucy Stoe, in 1807. (Vercoe, R., 1991, Ravenscourt, Fulham and Hammersmith Society).

6. Strategic Planning Guidance for the River Thames was published by The Government Office for London in February 1997. This document highlights the importance of preserving the character of the River Thames corridor.

7. Millers Court was Miller's Bakery prior to 1966. Before that it had been Chibnall's Bakery and Cedar House was used as the bakery's offices. Sacks of flour were unloaded from a wharf opposite, which is now a garden, and carried across The Mall to be hoisted to the upper floor of the bakery. Chibnall's large horse-drawn vans used to be a familiar sight on Chiswick Mall and in the surrounding vicinity for many years.

8. No. 5 Western Terrace (Merit) is a cottage dating to c.1730 although the Survey of London claims it dates from the 17th century (Bird and Norman, 1915: 97). It used to be the Lodge of the Mulberry Estate. (Mulberry Hall of this estate was demolished before the last war). The old red brickwork is of interesting quality and on the north side there is an original mullioned and transomed window of two lights. The interior of the cottage was remodelled in the 18th century and contains little of its early character. The front room on the ground floor is lined with Georgian panelling.

9. In the early 19th century Hammersmith Terrace was considered as *"a pleasant row of houses"* (Faulkner, 1839:342). By the beginning of the 20th century the whole terrace was considered *"a valuable relic of the river-side houses which were characteristic of London in the past"* (Bird and Norman, 1915:93). By the end of the 20th century the terrace was considered as architecturally *"plain and entirely urban (a surprising fact if one remembers that they stood right in the country)"* (Cherry and Pevsner, 1991:217).

Some of the porches have been replaced, for instance by a cast-iron trellis porch (no. 2), and the ground floor of no. 1A has a 19th century shop window. Nos. 1, 3 and 4 have been rendered and painted, whilst the remainder of the terrace remains in brickwork. The ground floor of several



houses has been painted black which lends a rather sombre note. A number of people of local and national importance resided in Hammersmith Terrace between the 18th and 20th centuries.

10. Originally, their rear gardens opened on to a private riverside walk, or promenade. In the early 1880's the riverside walk was closed and the promenade was amalgamated into the gardens. Today there is no public access between them and the river. The river wall is of considerable height above the river foreshore and at high tide the water is nearly level with gardens. From some of these gardens there is a flight of steps and a landing stage. In 1915 the "*picturesqueness of the terrace*" was seen "as greatly increased by the row of pleasant old-world gardens stretching right down to the water's edge" (Bird and Norman, 1915:92,93).

11. A worple way (bridlepath) used to exist in the vicinity and it probably extended from the Highbridge to Chiswick considerably north of the river front. This existing pathway would have lead from the worple way towards the river front.

12. This pub is well over 200 years old but the skittle alley, which was world famous has since been altered.

13. These arches were once the windows of the waterworks. A plaque on the north side of the arched wall records that William Tierney Clark, 1783-1852, who was the designer of the first Hammersmith bridge, lived on the waterworks site circa 1839.

14. Very little is known about the Old Ship Inn (Bird and Norman, 1915: 74-80, Faulkner, 1839:340) apart from the information supplied by Faulkner, who described it as "an ancient building in the style of the time of Charles the First." (Bird and Norman, 1915:92-96, Faulkner 1839:342-350). It stood on the south side of the footway between the path and the river. The pub used to have a landing stage on its south side; now there are tables and chairs on its river front. It was noted the Evening Standard Pub of the Year in 1978.

15. Oil Mill Lane was named after the Albert Oil Mills which stood on the riverfront on the site of Lord Napier Place. It is now effectively an estate road serving Lord Napier Place and Mylne Close, providing access to these residential developments from the Great West Road. The new flats by the river at Albert and Atlanta Wharfs were undertaken by Chapman Taylor Partners c.1971.

16. Linden House, No. 60 (Grade II), Grafton House and Beavor Lodge (Bird and Norman 1915:86-90) were part of an estate dating to c.1733 and owned by Samuel Beavor. Of these buildings, only Linden House has been preserved and converted to the Corinthian Yacht Club which moved to these premises from Lower Mall in 1963. The Yacht Club was founded in 1894 to encourage the construction and racing of sailing boats.

17. Bird and Norman, 1915: 74-80

18. When the Queen Dowager (Catharine of Braganza) lived in Upper Mall, the river wall was extended outwards into the river in the form of two curved bastions. Elm trees were planted there, which survived for more than 200 years. In the early 19th century they were "regarded amongst the noblest and largest specimens in the vicinity of London". "Three remarkably large and fine poplar trees" stood a short distance away and on the Mall there were also several large oak trees which by the early 19th century had survived three or four centuries (Faulkner, 1839:327).

19. Several people of local and national importance lived and worked in that house including William Morris (1878-1896). The basement is now the offices of the William Morris Society and a small museum. Morris used the coach house for meetings and had a tapestry loom installed in his bedroom.

20. No. 22 and 24 (Grade II) were occupied by a community of nuns, the English Ladies and more recently, by the Irish Sisters of Charity.

21. The Dove Pub possesses a grapevine terrace