

L.B. HAMMERSMITH & FULHAM CONSERVATION AREA No.7

STUDDRIDGE STREET CHARACTER PROFILE

1 INTRODUCTION

- 1.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states:-
"Every local planning 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 those areas as conservation areas."

The Borough has 45 such areas designated over 31 years, of which Studdridge Street Conservation Area is one.

- 1.2 Under Section 71 of the Act, once an area has been designated:-
"It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are 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" is an appraisal, which aims to give a clear assessment of the special interest, character, and appearance that justified the designation of the area as a Conservation Area. It also includes some broad design guidelines that will aid all concerned in their efforts to preserve or enhance the character of the conservation area.
- 1.4 It is intended that each profile document will provide a sound basis, defensible on appeal, for the development plan policies and development control decisions, and for the guidance of residents and developers.
- 1.5 It will also form the groundwork for subsequent Conservation Area Studies. The next stage will be the production of more detailed design guidelines where necessary in consultation with Councillors, the Hammersmith and Fulham Historic Buildings Group, Fulham Society, Hammersmith Society and other local groups. These will be followed by the preparation of policy documents for the preservation or enhancement of the conservation area, which will be the subject of local consultation.
- 1.6 The profiles and subsequent design guidelines will form 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. Policy EN2 relates to conservation areas and makes specific reference to the Character Profiles. They will constitute material planning considerations in the determination of planning applications.

- 1.7 The Government's document (PPG 15) "Planning Policy Guidance: Planning and the Historic Environment" advises local authorities on how to operate the legislation, emphasizing that:-
"It is the quality and interest of areas, rather than that of individual buildings, which should be the prime consideration in identifying conservation areas. 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 - on the historic layout of property boundaries and thoroughfares; on a particular 'mix' of uses; on characteristic materials; on appropriate scaling and detailing of contemporary buildings; on the quality of advertisements, shopfronts, street furniture and hard and soft surfaces; on vistas along streets and between buildings; and on the extent to which traffic intrudes and limits pedestrian use of spaces between buildings. Conservation area designation should be seen as the means of recognising the importance of all these factors and of ensuring that conservation 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 continues to grow, the criteria for their designation are 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 that warranted the designation of every conservation area.
- 1.9 The designation of an area as a Conservation Area has other benefits beyond the protection of buildings and the design of the area. It enables other policies such as biodiversity and smarter streets to be developed for the conservation area, and acts as a focus for the formation and development of Residents Associations and Neighbourhood Watch.
- 1.10 So, in line with the guidance given by both the Government and English Heritage, 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 :-
- origins and development of the street patterns, the lie of the land;
 - archaeological significance and potential of the area, including any scheduled ancient monuments;
 - 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;
 - character and hierarchy of spaces, and townscape quality;
 - prevalent and traditional building materials for buildings, walls and surfaces;
 - contribution made to the character of the area by greens or green spaces, trees, hedges and other natural or cultivated elements;

- prevailing (or former) uses within the area and their historic patronage, and the influence of these on the plan form and building types;
- relationship of the built environment to landscape/townscape including definition of significant landmarks, vistas and panoramas, where appropriate;
- extent of any loss, intrusion, or damage that has occurred since designation;
- existence of any opportunity sites;
- unlisted buildings which make a positive contribution to the conservation area according to English Heritage's criteria.

2 DESIGNATION

- 2.1 Studdridge Street Conservation Area was designated in August 1975. Since designation, further control for certain buildings has been applied through the application of Article 4 Directions which remove the building owners' permitted development rights: in July 1975 to alter front roofs and gables, and in April 1984 to alter door or window openings; paint, clad or render brickwork; alter or remove ornamental features including mouldings and terracotta lion finials; or erect porches. On 2 July 2002 the conservation area was further extended by the inclusion of Nos. 81 to 89 (odd) Peterborough Road.

3 CONSERVATION AREA BOUNDARY

- 3.1 The conservation area boundary can be seen on Plan 1. The northern boundary follows the centre of the New King's Road from the junction with Bagley's Lane to the junction with Broomhouse Road, it returns via the rear plot boundaries of Nos. 235 to 249 (odd) New King's Road, the centre of Peterborough Road, the rear plot boundaries of the properties on Studdridge Street, the centre of Wandsworth Bridge Road, Sandilands Road and Bagley's Lane.

4 BRIEF HISTORY OF THE AREA

- 4.1 New King's Road was created 400 years ago by the Stuart kings as the shortest route from Whitehall Palace to Hampton Court Palace. At this time mainly areas of open space containing farms and market gardens bordered the route. During the 17th and 18th Centuries this part of Fulham (the former hamlet of Parson's Green) increasingly changed in character to one of large villas with estates as the wealthy classes moved out of the centre of London. The oldest surviving buildings within the conservation area are the terrace of five Georgian houses at the western end, on the south side of Parson's Green, which were built in 1795 on the site of the much older Brightwells and the old Peterborough House. A new Peterborough House was built to the east, on a site that is now bordered by Quarrendon Street and Chipstead Street, while the thirty Late Georgian houses remaining at the eastern end within the area now bounded by Wandsworth Bridge Road and Perrymead Street were completed in 1823, and known as Pomona Place.

Peterborough Road was known as Parson's Green Lane in the 1600s and was renamed with the construction of the first Peterborough House.

- 4.2 The subsequent development of much of this part of London is characterised by the sale and intensive development of such large plots, particularly following improvements to the transport infrastructure. Wandsworth Bridge was built in 1873, and a new link, Wandsworth Bridge Road, was formed between New King's Road and Wandsworth and settlements south of the Thames. Sandilands Road, built in the 1880s was one of the next developments, but because it was made up of simply designed terraced artisan cottages with no front gardens and tiny back yards, it soon became thought of as part of a "region of poverty and squalor".
- 4.3 In contrast, the Irish builder James Nichols developed much of the remainder of the conservation area with elaborately decorated terraces of "better than average style" in wide streets with larger than average front gardens. These houses, built over a single period, contributed to the area's unified appearance and enduring popularity. His work is often distinguished by the incorporation of decorative terracotta lion finials, which he used as a trademark. Unfortunately much of the elaborate terracotta details of the houses have now been painted white. His first houses in the area, built in 1888-89, were modest two storey terraces in Peterborough Road and Coniger Road on what had been the orchards of Peterborough House on the western edge of the conservation area. He then transferred his attention to the north east of the conservation area, where he built the larger villas at the northern end of Wandsworth Bridge Road, which were completed in 1891. These were his most successful major development in the area, their quick sale encouraging him to turn more of the adjoining fields into houses. Development continued on both sides of Wandsworth Bridge Road, with Acfold Road and Cresford Road completed in 1890-91; Bovingdon Road in 1891-92; Stokenchurch Street in 1892-93, Perrymead Street in 1893-95; Ryecroft Street in 1894-95; and Bowerdean Street in 1895-96.
- 4.4 The core of the present conservation area west of Wandsworth Bridge Road, between Coniger Road and Chipstead Street, was once part of the grounds of Peterborough House, the home of the Mordaunt family and later the Earl of Peterborough. The land of the estate was eventually sold in 1888 and 1890 and Peterborough House demolished. Studdridge Street was begun in 1896 and by 1902 linked the southern ends of all the new estate roads built north - south between it and New Kings Road; Bradbourne Street built in 1901-02; Chiddingstone Street in 1901-03; and Quarrendon Street and Chipstead Street in 1902-04.
- 4.5 There has been some post-war infill development of certain plots across the conservation area, possibly due to bomb damage during the Second World War. Not all of these have been sympathetic to the character of the area.

5 CHARACTER AND APPEARANCE

- 5.1 Studdridge Street Conservation Area forms part of a large swath of 19th Century residential estate development that covers a significant part of Fulham. It is distinguished from the bulk of it, however, by its uniformity, better than average Late Victorian / Edwardian architecture, size and relatively unspoilt character. Although originally

designed and built as two or three storey terraced houses, most have now been substantially extended by the addition of mansard attic floors and basement rooms incorporating large open light-wells with stepped planting in front gardens. Although these changes have doubled the size of the original houses, a general conformity of design has retained their overall cohesive character. There are slight variations in architectural detail of the terraces from street to street depending on their location and the historical circumstances of their development. The north western part of the conservation area, around the ancient Parson's Green open space, is identified as an Archaeological Priority Area (6) in the UDP where there is evidence of Roman, medieval and post-medieval settlement including Peterborough House.

- 5.2 The conservation area can be split into sub-areas for the purposes of the character assessment in order to distinguish areas of similar character and similar periods of development as shown on Plan 1. These are defined as:-

- A Studdridge Street and group of residential streets to the north
- B New King's Road
- C Wandsworth Bridge Road
- D Sandilands Road

A Studdridge Street and group of residential streets to the north

- 5.3 This sub-area forms the core of the conservation area. The roads and building lines were laid out following the sale of the Peterborough Estate in 1888 and 1890 when the area was built over as a speculative residential development. The bulk of the houses were built as two storey red brick half-gabled terraces with paired arched recessed entrance porches. The character of the conservation area is also dependent upon a consistent level of decoration and architectural embellishments appropriate to the late Victorian / Edwardian period, which in this area include the use of red brick, slate, terracotta friezes at eaves level and below first floor window sills, string courses, panels and cambered window heads, and decorative timber balustraded balconies. Most houses retain their original timber sliding sash windows, many of which are subdivided into small panes by glazing bars, still in their original design. Most also have the distinctive Jimmy Nichols terracotta lion finials.
- 5.4 So many of these properties have been altered by the addition of a roof extension that the mansard design with velux roof lights is now so commonplace that it forms part of the character of the area.
- 5.5 A substantial proportion of these buildings have been extended further by the excavation of the basement and the formation of a light-well in the front garden. Some of the earlier excavations resulted in the loss of the soft-landscaped front garden, but this is now prevented by the adoption of a preferred pattern of stepped planted light-well which helps minimise the visual effect of the excavation on the front gardens.
- 5.6 The buildings on Peterborough Road, Coniger Road, Stokenchurch Street and Ryecroft Street form the earliest development on the estate, and were more modest in scale and appearance. The characteristic shared gable over part of the front elevation of a pair of two storey houses, together with paired front entrance doors in recessed arched side

sections, can be seen to have developed as a popular architectural feature. In the earliest houses, on Peterborough Road, these alternate with pairs of house with eaves and recessed first floor elevations. Full width timber balconies across the front of their first floor elevations continue across the entrance porches of the adjoining gabled houses. This gives the terrace the feel of a row of cottages by introducing articulation and visual interest into the front elevation. Subsequent roads had terraces that consisted entirely of pairs of houses with shared gables, partly because they looked grander, and partly because this gave the first floor more space, and eventually the recessed first floor over the entrance porch with its balcony was also brought forward. So, although the earlier terraces did not follow precisely the same design as the later parallel streets, they are generally variations on the same theme.

- 5.7 Where, on street corners, the rhythm of the terrace would end with a half gable, this was for aesthetic reasons replaced with a balustraded parapet. Unfortunately over the years the effect of these carefully designed architectural features has been diminished by alterations to the roof line in the form of sheer-face and gabled roof extensions, such as in Ryecroft Street and on the corners of Coniger Road, and more generally by the addition of mansards, breaking up its rhythm. Fortunately most of the houses designed to have them, still retain their original first floor timber balustrades, which are important architectural features of these terraces.
- 5.8 In the centre of the south side of Studdridge Street are Christ Church and its former Sunday School Hall. These are the most important landmarks within the area, and terminate the view south down Quarrendon Street. They are integral to the development of this area and incorporate several important architectural features. The church, built in 1902-03 by J.E.K. & J.P. Cutts, is of red brick with stone dressings and slate roof. Its 'west' gabled end, with a large stone Perpendicular window and twin entrance porches, forms the road frontage. There is no tower, the side elevations having long clerestories above the nave. The foundation stone on the front elevation has the inscription 'To the Glory of God This stone was laid by W Hayes Fisher MA MP October 18 1902' The former Church Hall has a stone plaque on the north façade inscribed 'This memorial was laid by Francis A Bevan, Esq. JP DL 19 May 1903'. In 1989-90 the interior was re-ordered by Mark & Hawkins, when the altar was brought forward, the rood screen moved back, and vestries inserted beyond. The west bays of the nave have been divided off to form a hall and an upper room. The church contains some important fittings including a small Late 17th Century font cover from St. Benet, Gracechurch Street, and a Late 17th Century carved octagonal pulpit and altar rails with spiral balusters and carved rail from St. George, Botolph Lane. There is also a large collection of important stained glass in the windows.¹
- 5.9 Nos. 2 to 12 (even) Bagley's Lane are locally listed as Buildings of Merit notable for their elaborate paired porches with fretted bargeboards, finials and pendants. Built in 1897 they are two storey with canted bays through both floors, and have a heavy dentil eaves cornice and foliated capitals to porch and window pilasters.
- 5.10 Peterborough Villas, off Bagley's Lane, are significantly different from the rest of this sub-area, being four storey terraces of a slightly earlier date. Nos. 1 & 2 and 5 & 6 are locally listed as Buildings of Merit, and have been stuccoed and lined out in blockwork and given Tudor style door and window dressings. Unfortunately, the gable of No. 5 has been

simplified. Nos. 3 & 4 and 7 & 8 are symmetrical across the street but are of red brick. They all have little decoration. Nos. 10 & 12 are a later two storey pair of houses with typical Nichols details, now with painted brick.

- 5.11 Some infill sites have been redeveloped, probably as a result of bomb damage sustained during the Second World War. Unfortunately, some of these infill developments have not adequately complemented the character of the area which derives from the consistent building form, line and materials.

B New King's Road Group

- 5.12 This sub-area consists of all of the buildings fronting the part of New King's Road which is within the conservation area, (Nos. 49 to 249 (odd)).
- 5.13 There is a range of building types within this group reflecting the organic development along this once important royal route between Whitehall and Hampton Court. They include sixteen statutory listed buildings and twelve that are included on the Council's local list of Buildings of Merit.
- 5.14 Nos. 49 to 63 (odd) are an early 20th Century three storey terrace of purpose built shops with residential accommodation on the upper floors. They are of simplified Georgian style, red brick with window dressings, pilasters, string course and parapet, and timber sliding sash windows with glazing bars.
- 5.15 Nos. 65 to 69 (odd) are a late Victorian / Edwardian mansion block of four storeys and attic in red brick with stone string courses and keystones, which is grander, but in the same style as the Jimmy Nichols houses. The ground floor has commercial uses behind wide arched shopfronts, including the former Peterborough Arms P. H. built in 1892.
- 5.16 Nos. 71 to 77 (odd) are an attractive symmetrical terrace of four Early 19th Century buildings which, together with their front railings, are listed Grade II. They are two storey with semi-basements and slate roofs, hipped on the end houses. Beyond these are two storey recessed side extensions, originally containing coach houses, which have parapets and first floor balconies. Nos. 71 & 77 are now painted, Nos. 73 & 75 are red brick.
- 5.17 Nos. 93 to 107 (odd) are an Early 19th Century terrace of local listed Buildings of Merit of varied design. All have two storeys and semi-basement, and are stock brick, mostly with parapets and with slate roofs. Unfortunately there have been considerable alterations by the formation of roof extensions and some changes to the original fenestration. Nos. 97 & 99 still retain their original grooved stucco up to a string course at first floor sill level.
- 5.18 Nos. 109 to 111 (odd) are also local listed Buildings of Merit. They are within an Archaeological Priority Area, which relates to their construction on the site of the former Martin Brothers Pottery Works.
- 5.19 No. 109 is a Mid 19th Century single storey stuccoed commercial property adjoining No. 109B which is a three storey building of about 1840 with an altered roof, stuccoed square

bays with paired sashes through ground and first floors surmounted with an elaborate cast iron balcony railing, and with stucco long and short quoins and moulded window surround.

- 5.20 No. 111 (Pomona House) is a large imposing Late Victorian house built in 1897, possibly by F R Powell or C R Guy Hall for the photographer, Charles Pretorius, and was later used as a series of sculpture studios. It is two storeys with attics, all of excessive height, stock brick with red brick window arches and string courses, and full height pilasters which are now painted white. The huge studio windows, which are the main feature of the building, are sub divided with glazing bars and reduce the brickwork of the front wall to a minimum. There is a central stucco doorcase with classical pilasters and entablature incorporating a panel with "POMONA HOUSE" surmounted by a pediment. There is a pretty first floor window within an altered gable on the left side, which has glazing bars in the form of a round headed arch. The name relates to the former designation of this part of New King's Road as Pomona Place.
- 5.21 Nos. 113 to 121 (odd) are a Mid 19th Century group of Grade II listed buildings which were originally two differently designed pairs of semi-detached villas, subsequently joined by the infill of No. 117 in matching style. Nos. 113 & 115 are two storey and semi-basement, stucco with hipped slate roof. Two windows each, the front door and a window are contained within recessed side extensions with parapets. Both still retain their original Regency style windows with marginal glazing bars, front doors and semi-circular fanlights with lead tracery, and cast iron boundary rails. No. 113 has Regency blind boxes. Nos. 119 & 121 are three storey and semi-basement, brown brick with the semi-basement stuccoed and a shallow hipped slate roof. One window each, the front door and a window are contained within recessed side extensions which are also hipped. The first floors have French windows with elaborate cast iron balconies and ground floors have semi-circular headed sashes. Most of the original Regency glazing bar pattern remains. No. 117 is a slightly later infill of two storeys and semi-basement with similar details to Nos. 119 & 121.
- 5.22 Adjoining No. 121 at the rear, is No. 1 Perrymead Street, a very shallow single storey building which was the original Peterborough Estate Office. It is built at the back of the pavement, and now has painted brickwork with paired casement windows under a series of three gables with elaborate tile bands and capped finials. Each gable has a roundel, the centre one with a sunflower, and the other two with a bird in high relief. It has a slate roof and fancy pierced terracotta ridge tiles.
- 5.23 Nos. 123 to 145 (odd) are a Late 19th Century terrace of large houses of three storeys and attics. They were originally a symmetrical red brick composition, but some are now unfortunately painted. Each house has the characteristic Jimmy Nichol construction of gables over part of the front elevation and paired entrance porches in recessed sections between them. The gables are all pebble dashed with a bulls eye window, except for those at each end which have brick shaped "Dutch" gables. Considerable articulation in the front wall of the terrace results from the addition of wide square bays through the ground and first floors of the end houses and of the second and fourth gabled pairs, allowing for second floor balconies, and the setting forward of the ground floor wall of the alternate pairs inline with the front of the bays to provide first floor balconies. Front entrance doors are paired each side of a column within shared broad cambered porches. All of the

windows are sashes with glazing bars in the upper section, those on the ground floor have round heads, the first floor include French windows, and the second floor have sashes with fixed side lights under cambered arches. Unfortunately, most now have mansard roof extensions with a variety of roof lights. Future works should seek to regularise their design and materials to once again unify the terrace.

- 5.24 No. 161 & 163 is the King's Hall, a red brick building of three storeys and slate roof with attic built in 1902. The ground floor has stucco horizontal banding and a classical entablature. Sash windows, some with stucco keys, and different glazing patterns on each floor.
- 5.25 The splayed corner contains the main entrance double doors within a stucco doorcase with a broken segmental pediment surmounted at first floor level by a cartouche bearing the inter-twined letters "SFCC". Above this at second floor level is a pair of semi-circular headed French windows with stucco keystone opening onto a semi-circular balcony with metal balustrade. At roof level is an elaborate stuccoed dormer in the form of a keyed bulls eye surmounted by a pediment. There are other dormers of various sizes containing one, two or four sashes.
- 5.26 A secondary entrance at the centre of the New King's Road frontage has a stucco porch with segmental pediment and keyed doorcase. Above this is a balcony with faience balustrade and finials which is reached from a half landing of the recessed staircase tower, and at roof level is an arched feature between two tall chimney stacks which has stucco keys, scrolls and pediment.
- 5.27 On the Chipstead Street elevation is a truncated massive chimney stack with a first floor stucco panel with "South Fulham Constitutional Club AD 1902". The original boundary wall with faience balustrade remains on both frontages.
- 5.28 Nos. 165 to 171 is a three storey red brick terrace of four large Late 19th Century houses also in the Jimmy Nichol's style. Each has a gable and a large square bay through ground and first floors, terracotta balustrades and a profusion of lion finials. Unfortunately, some now have roof extensions.
- 5.29 Nos. 173 to 191 and 193 to 207 (odd) are three storey red brick terraces built as part of the Jimmy Nichol's estate, which were designed with shops on the ground floor, and residential accommodation above. They have similar design details to the houses in the adjoining streets. Each retail unit is one gable wide with sashes with fixed side lights under cambered arches window on first and second floors. Some of the units have retained their original shopfront design with small fascia boards and exposed console brackets. These properties form an attractive feature in the local street scene, adding to the character of this part of the conservation area, and every effort should be made to protect and reinstate their original features. They also lie within the Parsons Green key local shopping centre. (See the Unitary Development Plan policy SH3 for a full explanation of this policy extracted in Section 10 below.)

- 5.30 Nos. 209 to 217 (odd) are another three storey red brick Jimmy Nichol terrace of five large Late 19th Century houses identical to Nos. 165 to 171. Unfortunately Nos. 215 & 217 now have altered gables to accommodate sash windows for roof extensions.
- 5.31 Nos. 219 to 233 (odd), built in 1887, are a three storey red brick terrace with slate roof which have different details to the rest of the conservation area. They have large canted bay windows with a scooped parapet through ground and first floors and paired arched entrance porches with balconies and cast iron balustrades above. Unfortunately the harmony of the terrace has been disrupted by alterations to No. 231 by painting of the brickwork, and No. 233 by forming a large second floor window, removal of the chimney stack and hiping the roof.
- 5.32 No. 235 (The Duke of Cumberland Public House), built in 1893 as The Dukes Head, to the designs of R. Cruwys is listed Grade II. It is a prominent and exuberant three storey brick building with tall chimneys and attic dormers in a tall hipped slate roof behind a part balustraded parapet. There are stone string courses and window dressings and details in a baroque style. The projecting ground floor pub-fronts on both road elevations have granite pilasters are surmounted by a painted stone balustraded parapet. A plaque between the central first and second floor windows is inscribed "RE-BUILT AD 1893".
- 5.33 Nos. 237 to 245 (odd) are a terrace of five three storey houses with basements, built in 1795, which are listed Grade II. They are double fronted with parapets and two flush sashes and a central blind window above the central doorway, some of which contain painted names and "AD 1795". All but No. 243 now have moulded stucco window surrounds, and two of the houses have later porches. The front gardens were originally enclosed by low walls and railings, those at No. 239 being of the most appropriate style. They are built on the site of a 14th Century house, 'Brightwells' which was replaced by Villa Carey where Lord John Mordaunt lived. When his son Charles inherited the title Earl of Peterborough in 1697 from his uncle, the name was changed to Peterborough House, which was subsequently demolished in 1794.
- 5.34 No. 247 (Aragon House), built in 1805-06 as an imposing detached double fronted brick house, is listed Grade II. Originally of three storeys and basement, it has been extended by a later sheer faced third floor attic addition and flanking two storey wings, all with parapets, which now link it to the adjoining terrace to form an attractive composition. The ground floor has a central main entrance doorway with a flight of five stone steps and panelled double-doors surmounted by a good original semi-circular lead fanlight set within a depressed arch. On each side are cambered headed windows, all set within recessed segmental arches. The ground and first floor windows of the main building have attractive metal balconettes of bellied form, popular after 1830. Unfortunately, the architectural quality of this group has been marred by the replacement of all of the sash windows on the second and third floor, and one on the first floor, with inappropriately designed casements. Reinstatement of traditionally designed timber sliding sashes where removed would add significantly to the character and appearance of this building and the adjoining conservation area. The house is built on the site of an old house to which the novelist Samuel Richardson moved in 1754, which became known as Richardson's Villa and where he wrote 'Pamela' 'Clarissa Harlowe' and 'Sir Charles Grandison'. It was reputed to have been the home of Catherine of Aragon after the death of her first husband,

Arthur, Prince of Wales in 1506, until her subsequent marriage to Henry VIII in 1509, hence the name.

C Wandsworth Bridge Road Group

- 5.35 This sub-group consists of parts of three terraces fronting Wandsworth Bridge Road, (Nos. 85 to 97 (odd), Nos. 80 to 122 and 124 to 130 (even)). They are Victorian three storey red brick shops with residential accommodation above. They are simplified versions of Nos. 173 to 207 New King's Road, each unit being one gable and window wide, providing a regular and domestic pattern to the development. Nos. 112 to 130 (even) lie within the Wandsworth Bridge Road (North) key local shopping centre. (See the Unitary Development Plan policy SH3 for a full explanation of this policy extracted in Section 10 below.)

D Sandilands Road

- 5.36 This sub-group consists of Nos. 1A & 1 to 59 (odd), a single terrace of two storey red brick Victorian or Edwardian artisan cottages with slate roofs. They are of considerable interest as being artisans cottages that have a simple design of two windows each, and a ground floor window and front door, all of which have a cambered brick arch with brick keystone. They have very small front gardens which are now all concreted over and have lost their original boundary railings. Nos. 1A, 37 and 59 have been rendered, and some others now have painted brickwork and modern roofs.
- 5.37 Unfortunately, the harmony of the regular pattern of the terrace has been destroyed by unsympathetic alterations to some doors and windows, which have been replaced with modern ones of different detail and proportions, and in some cases a single window has been substituted for the two originals at first floor level. Any works to individual buildings that help restore the original uniform character and appearance of the terrace will be encouraged.

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 in terms of identified sub-areas. This section identifies key components that 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 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.

Uses

- 6.4 The balance of uses within a conservation area is important in defining its character particularly if they reflect the historic development of the area.
- 6.5 All non-residential uses will normally be resisted particularly in sub-areas A and D, Studdridge Street and Sandilands Road. Sub-areas B and C, Wandsworth Bridge Road and New King's Road are mixed use but there will still be a requirement to retain residential uses in these areas.

Alterations to Buildings

- 6.6 The character of the conservation area is derived in part from the groups of terraces and their uniform appearance and form. Alterations to buildings can have a particularly damaging effect on this, destroying the area's character. 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.
- 6.7 The character of the conservation area is also derived from its distinctive street pattern and plot layout, which give clues to the historical development of the area. Protection of the building line and pattern of the older streets is very important in preserving and enhancing the area's character.

Roof Extensions

- 6.8 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.

- 6.9 In practical terms, this means that front roof extensions to the James Nichols houses are likely to be permitted provided the design is in keeping with the character of the area. An acceptable design, now widespread, is a mansard roof in slate behind the parapet and the half-gable with two velux roof lights.
- 6.10 Where traditional materials remain in place repairs or alterations to roofs and dormer windows should use matching traditional materials, i.e. slate, lead and timber. The reinstatement of traditional materials to roofs is encouraged whenever the opportunity arises.
- 6.11 Existing roof lines should not be disturbed. Original features such as decorative ridge roof tiles, finials, terracotta lions, cast iron gutters and down pipes, original roofing materials and their pattern should all be retained.
- 6.12 Conservation area consent is unlikely to be granted for demolition of original chimney stacks that are visible from the street or public spaces. Original chimney pots should not be removed.
- 6.13 Modern additions such as satellite dishes, T.V. aerials, rooflights and vents should be as inconspicuous as possible. Enclosed water tanks on roofs should be avoided.

Rear Extensions

- 6.14 The design and materials of rear extensions should be in keeping with the existing property and all planning standards in the Unitary Development Plan should be met. When they require planning permission, rear extensions will be considered on their own individual merit.
- 6.15 Rear building lines should respect and take into account the value of rear gardens in landscape terms and should not prevent the opportunity for biodiversity.
- 6.16 Rear roof terraces cut into the slates of the rear extensions require planning permission, and should be resisted.

Basements

- 6.17 The excavation of front gardens to provide windows to basements or increase the light to basements requires planning permission, but has become an established pattern of development within this conservation area. In the past this has resulted in the loss of all, or significant amounts, of the original soft-landscaped front gardens. However, where now permitted, a preferred design of stepped planted light-well has been adopted for the Studdridge Street Conservation Area, which helps to minimise the visual effect of the excavation of the front gardens.

Brickwork, Render and Painting

- 6.18 Properties should be retained in their original condition if they are not already rendered or painted.

- 6.19 Existing brick elevations including chimney stacks should be properly maintained and appropriate repointing undertaken where necessary. If a property has been painted, advice should be sought from the Council regarding the removal of the paint, or the property should be repainted in matt finish paint of a colour to match the original brick.
- 6.20 On properties that are already rendered or have stucco mouldings these should preferably be left in their original state and specialist advice should be sought where re-rendering or repairs are necessary. On properties where render or stucco is painted, it should be repainted an appropriate matt colour (or colours) i.e. white, pale or pastel shades rather than vivid colours.
- 6.21 Terracotta tiles or decorative panels should not be painted and those that are should be carefully cleaned after seeking advice from the Council.

Windows and Original Features

- 6.22 Original architectural features such as timber sash windows, panelled doors, decorative stucco, moulded window surrounds, door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable or features missing, owners are encouraged to reinstate these with traditional or matching designs and traditional materials.
- 6.23 All original features, including terracotta lion finials, should ideally be kept. If their loss is unavoidable they should be replaced with exact replicas.
- 6.24 Owners of properties with poor replacement windows should be encouraged to change them for those of a more appropriate design and materials when an opportunity arises.

Other Additions

- 6.25 Gutters, rainwater pipes and soil pipes should be replaced, when necessary, in their original form and material. The use of uPVC should be discouraged.
- 6.26 The positioning of gas and electricity meters on external walls is to be avoided or, if absolutely necessary, their location should be carefully considered. The routing of external telephone, T.V. cables, and the location of gas flues etc. on external walls should be carefully considered.
- 6.27 Alarm boxes should be located away from important architectural detail so as to minimise their affect on the townscape quality of an area and the appearance of the building on which they are located.
- 6.28 Satellite dishes will not be permitted where they would be visually obtrusive and where alternative locations are possible.
- 6.29 Further detailed guidelines may be helpful in ensuring that they do not have a negative impact upon the character of the conservation area.

Building Line

- 6.30 The frontages on either side of a street define an enclosed space that is in a critical relationship to the scale of the buildings. This relationship can sometimes be lost by redevelopment breaking the rhythm of the elevations, spaces, entrances and fenestration patterns. Any new development in the future should respect the dominant building line within a street, and the general rhythm of the facades, conforming to the height and alignment of the existing frontage.
- 6.31 The building line of the rear of buildings can also be important as can its relationship with gardens. This should be maintained as much as is possible throughout the conservation area through the careful design of any proposals to the rear.

Height

- 6.32 The conservation area comprises a fairly uniform development of two and three storey terraces, increasing in height in the north east corner to the five storey mansion blocks at the east end of New King's Road, and four storey terraces towards the west end. Christ Church dominates the southern part of the conservation area as a local landmark. Most of the other buildings are two or three storey residential terraces, which give the central and southern parts of the conservation area a domestic scale. It is important, therefore, that any new development respects these differences.

Boundary Treatment

- 6.33 There is a mix of boundary treatments with a variety of railings, low brick walls and hedges, or a combination of these. Where the original railings remain in front of some properties these should be retained and the replacement of those missing in the correct design and height encouraged. The hedge planting and greenery in many of the front gardens is important both visually in softening the street space and because of its biodiversity, and should be retained wherever possible.
- 6.34 Numerous 19th Century properties have low brick walls with distinctive features such as moulded stone copings or elaborately capped brick piers. These are important in defining the character of the area and uniting the terraces, and should be retained and kept in good condition, or reinstated where missing.
- 6.35 A few properties have no boundary definition, or inappropriately designed walls or fences at the boundary, which have a negative effect upon the appearance of the conservation area. This spoils the rhythm and enclosure of the street. Ideally the original railings should be reinstated where appropriate, or in the later buildings a low brick wall of an appropriate and sympathetic design and materials.
- 6.36 Alterations to, or removal of, original or traditional front walls and railings and their footings should be avoided as this has a visually detrimental effect upon the building and conservation area. Owners are encouraged to maintain railings in good repair, and to reinstate them with 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.

- 6.37 In streets and terraces with traditional railings, dustbin or meter enclosures will not normally be permitted where these would detract from the appearance of the area.

Forecourt Parking

- 6.38 There is considerable parking pressure within the borough, which has resulted in an increased demand for forecourt parking. This can have a detrimental effect on the character and amenity value of the streetscape with the resultant loss of front gardens and their features, boundary treatments and the sense of enclosure these give, and in damaging the uniform appearance of terraces and groups of houses. The creation of a vehicular access will be resisted where the proposal will be detrimental to the environment of the area or where it will be likely to affect road and pedestrian safety or reduce the level of available on-street parking.
- 6.39 The creation of forecourt parking can result in the loss of on-street parking. This increases the potential for on-street parking stress, which can result in double parking and obstruction of the highway. This has a serious consequential effect on the health and safety of local residents, both directly and indirectly through the obstruction of emergency/social service vehicles. The maintenance of a safe and attractive environment for pedestrians and cyclists is also of primary importance, and vehicular access to properties via footway crossovers conflicts with these aims.
- 6.40 Consent for permanent crossovers and new vehicle access is needed under highway legislation. In considering a request for crossovers under highway powers, the Council will likewise give particular attention to safety requirements.

Disabled Access

- 6.41 The Council will support dignified and easy access for disabled people to and within historic buildings. Suitable access for disabled people, which does not compromise a building's special interest, can normally be achieved if treated as part of an integrated review of access requirements for all visitors or users, and a flexible and pragmatic approach is taken.

Landscape and Floorscape

- 6.42 It is not only an area's buildings but also the spaces between them that 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.
- 6.43 There is a mix of footpath finishes within Studdridge Street Conservation Area. 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.
- 6.44 All original granite kerb stones and areas of historic stone paving should be kept if practicable where it forms part of a significant composite scheme.

- 6.45 Ideally new paving should be large rectangular slabs of York stone or concrete of a uniform colour laid in a traditional interlocking pattern, not small multi colour square ones or brick pavers.
- 6.46 Tactile surfaces are not always appropriate in conservation areas. They will only be installed where they are absolutely necessary (i.e. at controlled crossings such as zebra and pelican) where they need to be of a contrasting colour for safety reasons.
- 6.47 Any highway management schemes including vehicle crossovers 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 guidelines for conservation areas.

Street Furniture

- 6.48 The conservation area would benefit from more sympathetically designed lighting columns and lanterns should the opportunity ever arise.
- 6.49 Original bollards should always be retained where they have survived. New additions should replicate originals where they exist, but if they are replacing unsatisfactory modern bollards they should be unified to the metal replica upended ships cannon type that has been adopted for use in the Borough's conservation areas.
- 6.50 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.
- 6.51 The few remaining cast iron or enamel street name plates should if possible be retained.

Continuity and Historic Names

- 6.52 The Council considers the retention of the old names of sites and properties within the conservation area to be desirable. This would enable the historic identity and continuity of areas to be preserved. The names of historic or locally important developments and their associated signage and features should be kept. This is particularly relevant to public houses. Historic names and associations should also be taken into account in the naming of new developments.
- 6.53 The Council would also like to see the inclusion of date plaques on any new developments. This would provide interesting features in the townscape and points of reference for the future.

Opportunity Sites

- 6.54 Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment. It is considered that the following are opportunity sites:-
- Various unsympathetically designed modernised shop fronts

- 6.55 Redevelopment will be judged against criteria suitable for a conservation area, in which new buildings should ideally contribute positively, but in all cases not harm, the visual quality of the area, respecting the dominant pattern of development in terms of plan form and height of the townscape.

Landmarks

- 6.56 Christ Church, which terminates the view south along Quarrendon Street, is the only significant landmark within this conservation area.

Setting of the Conservation Area

- 6.57 The setting of a conservation area is important in defining its character and appearance. Any development, or alterations to properties, affecting the setting of the conservation area should take full account of the character and appearance of the conservation area, and should preserve or enhance it, as described in the profile.

Views

- 6.58 There are important views into, out of and within the conservation area that show the uniformity of the bulk of the building form. Also important are the views of the elegant curve of New King's Road, which show the sinuous nature of this early route.

Open Spaces

- 6.59 There are no public open spaces within the conservation area. It is important, therefore, that the amenity value of hedge planting and greenery in private gardens is appreciated and retained wherever possible.

Trees

- 6.60 There are significant mature private trees of value to the townscape in the conservation area, some of which are the subject of Tree Preservation Orders. All trees in a conservation area, including those in rear gardens, are protected. Owners are urged to look after trees on their land and plant new ones in order to ensure a continuing stock of mature trees for future generations and to provide an opportunity for biodiversity.
- 6.61 A programme of planting should be initiated where appropriate to ensure there is new stock to replace these in the future.
- 6.62 If resources become available in the future planting more street trees could be considered throughout the conservation area where underground services allow sufficient space.

Advertisement Hoardings

- 6.63 Advertisement hoardings are not substitutes for suitable boundary treatments. Where temporary permissions exist, and the hoardings detract from the amenity of the area, the Council will resist the renewal of those permissions.
- 6.64 There are no authorised advertisement hoardings within the conservation area, and the erection of any advertisement hoardings within the Studdridge Street Conservation Area will be resisted because of their detrimental effect upon its predominantly residential character.

- 6.65 Careful consideration will be given to limiting the size, number and level of signs on the commercial properties in the conservation area.

Shopfronts

- 6.66 The removal or alteration of historically and architectural interesting shopfronts will be resisted and, where they have been removed, restoration encouraged.
- 6.67 Where an original shopfront has already been partially removed, any surviving original elements and architectural features should be retained. Any new shopfronts should be carefully designed to incorporate the remaining traditional features.
- 6.68 Shopfronts spanning more than one property should avoid disrupting the vertical emphasis, and should reflect the break between properties with pilasters.
- 6.69 Traditional materials should normally be used such as painted timber (not tropical hardwoods), iron and render. Coated aluminium or steel will only be acceptable if the design of the shopfront is in keeping with the character of the building and enhances the conservation area.

Shop Signs etc.

- 6.70 Internally illuminated box fascias will not usually be permitted as they are not sympathetic to the conservation area. Externally illuminated painted fascias, individually illuminated letters or neon words are preferred. Any type of internally illuminated signs should be carefully integrated into the shopfront as a whole.
- 6.71 Consent would not usually be granted to install internally illuminated projecting box signs. Traditional hanging signs, externally illuminated if necessary, are preferred and fixings should be located on the fascia, not above it or on the pilaster or in a position that would damage decorative original features such as console brackets or pilaster capitals.
- 6.72 Security grilles, where absolutely necessary, should be open mesh and ideally located internally. Solid roller 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.
- 6.73 Where canopies are required they should be traditionally designed and located straight canvas canopies capable of full retraction. Modern plastic or PVC canopies or Dutch blinds are not appropriate within conservation areas and will be resisted.
- 6.74 Architectural details should not be obscured or removed to accommodate canopies, and care should be taken to ensure that size, shape and position of canopies are appropriate to the building.

7 OTHER RELEVANT DOCUMENTS

Street Improvements in Historic Areas; English Heritage; August 1993.

PPG15; Planning Policy Guidance: Planning and the Historic Environment; Department of the Environment/Department of National Heritage; September 1994.

Conservation Area Practice, English Heritage Guidance on the Management of Conservation Areas; English Heritage, October 1995.

Traffic Advisory Leaflet 1/96; Traffic Management in Historic Areas; The Department of Transport & English Heritage; January 1996.

London Terrace Houses 1660 - 1860; A Guide to Alterations and Extensions; English Heritage February 1996.

British Standard BS 7913:1998: Guide to the Principles of the Conservation of Historic Buildings.

Streets For All: A Guide to the Management of London's Streets; English Heritage, March 2000.

Building Regulations and Historic Buildings: Balancing the needs for energy conservation with those of building conservation: an Interim Guidance Note on the application of Part L; English Heritage, September 2002.

The Unitary Development Plan; London Borough of Hammersmith and Fulham, adopted August 2003.

The London Plan: Spatial Development Strategy for Greater London; Greater London Authority, February 2004.

8 STATUTORY LISTED BUILDINGS IN THE CONSERVATION AREA

Building	Grade
New King's Road	
Nos. 71 to 77 (odd)	II
Nos. 113 to 121 (odd)	II
Nos. 235 to 247 (odd)	II

9 BUILDINGS OF MERIT IN THE CONSERVATION AREA

Bagley's Lane

Nos. 2 to 12 (even)

New King's Road

Nos. 93 to 111(odd)

Perrymead Street

No. 1

Peterborough Villas

Nos. 1 & 2, and 5 & 6.

10 ARTICLE 4 DIRECTIONS

Planning permission is needed for most forms of development, including many building alterations. However, 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 dwelling houses. 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.

The Article 4 Directions and properties affected are listed below:

Studdridge Street No. 1 (1975)

Acfold Road Nos. 1 to 35 (odd), Nos. 2 to 40 (even)
Bagleys Lane Nos. 2 to 12 (even), Nos. 18 to 34 (even)
Bovington Road Nos. 1 to 23 (odd), Nos. 2 to 64 (even)
Bowerdean Street Nos. 1 to 57 (odd), Nos. 2 to 52 (even)
Bradbourne Street Nos. 1 to 61 (odd), Nos. 2 to 60 (even)
Chiddingstone Street Nos. 1 to 63 (odd), Nos. 2 to 64 (even)
Chipstead Street Nos. 1 to 67 (odd), Nos. 2 to 66 (even)
Coniger Road Nos. 1 to 69 (odd), Nos. 2 to 74 (even)
Cresford Road Nos. 1 to 9 (consec.)
Perrymead Street Nos. 2 to 76 (even), Nos. 3 to 65 (odd)
Ryecroft Street Nos. 1 to 21 (odd), Nos. 2 to 20 (even)
Stokenchurch Street Nos. 1 to 29 (odd), Nos. 37 & 39, Nos. 2 to 54 (even)
Studdridge Street Nos. 1 to 65 (odd), Nos. 69 to 147 (odd)
Wandsworth Bridge Road Nos. 1 to 83 (odd), Nos. 10 to 78 (even)

Planning permission is required for all alterations to roofs and gables at the front of the above dwellinghouses.

Studdridge Street No. 2 (1984)

Acfold Road Nos. 1 to 35 (odd), Nos. 2 to 40 (even)
Bagleys Lane Nos. 2 to 12 (even), Nos. 18 to 34 (even)
Bovington Road Nos. 1 to 23 (odd), Nos. 2 to 64 (even)
Bowerdean Street Nos. 1 to 57 (odd), Nos. 2 to 52 (even)
Bradbourne Street Nos. 1 to 61 (odd), Nos. 2 to 60 (even)
Chiddingstone Street Nos. 1 to 63 (odd), Nos. 2 to 64 (even)
Chipstead Street Nos. 1 to 67 (odd), Nos. 2 to 66 (even)
Coniger Road Nos. 1 to 69 (odd), Nos. 2 to 74 (even)
Cresford Road Nos. 1 to 9 (consec.)
Perrymead Street Nos. 2 to 76 (even), Nos. 3 to 65 (odd)
Ryecroft Street Nos. 1 to 21 (odd), Nos. 2 to 20 (even)
Stokenchurch Street Nos. 1 to 29 (odd), Nos. 37 & 39, Nos. 2 to 54 (even)
Studdridge Street Nos. 1 to 65 (odd), Nos. 69 to 147 (odd)
Wandsworth Bridge Road Nos. 1 to 83 (odd), Nos. 10 to 78 (even)

Planning permission is required for:

- (a) alterations to front elevations including the provision of stone cladding, rendering of brickwork, alterations to door openings, windows, porches and main

- architectural features, such as mouldings and other ornamental features of the above dwellinghouses.
- (b) the erection or construction of a porch outside any external door of the above dwellinghouses.
- (c) the painting of exterior unpainted brickwork and the repainting of painted brickwork to the front elevations of the above dwellinghouses.

11 UDP POLICY SH3 KEY LOCAL SHOPPING CENTRES

The Council's UDP designates Key Local Shopping Centres to provide accessible shopping and service facilities for their locality. Two of these (17 Parson's Green and 18 Wandsworth Bridge Road (North)) fall partly within the conservation area. In these centres, uses within Class A2 or A3 will be permitted on the following basis:

- a) no more than one third of the length of frontage in an individual street block should be occupied by non-Class A1 uses;
- b) no more than 20% of the length of an individual street block should be in food and drink use (A3 Class);
- c) provision of a shop style fascia, with an appropriate window display, at ground floor level.

Other uses will be permitted subject to a), b) and c) and provided that they are complementary to the function of the centre.

In all calculations of the proportion of the frontage of street blocks in Class A1 and non-A1 uses, the Council will take into account unimplemented planning permissions for changes of use.

Notes

1 Stained Glass at Christ Church, Studdridge Street

Five apse windows (1909-12), Christ and the evangelists against backgrounds of flowers and fruit, by Morris & Co. from designs originally made by Burne Jones for Jesus College, Cambridge.

Lady Chapel East (1911), Faith, Hope & Charity (designs of c 1871).

North aisle NE. (1932-33), St. Christopher & Virgin against landscapes (also by Morris & Co. from designs of 1867 & 1874).

West End, 3 War memorial windows, begun in 1921 and installed in 1922, by Karl Parsons, made at the Glass House, Lettice Street, in collaboration with Lowndes & Drury, much influenced by the rich colours and fine draughtsmanship of the Morris tradition. Two single lights, St. Michael the Archangel, Angel of Peace, and central 3-light window, Christ with St. George and St. Alban. Karl Parsons (1884-1934) was a pupil of Christopher Whall, the leading stained glass designer of the 'Arts & Crafts Movement' at the turn of the last century, and these windows are considered among his finest works in the 1920s.

