
CONSERVATION AREA CHARACTER PROFILE

Westcroft Square

Hammersmith
& Fulham
Serving our Community

CONTENTS

1	Introduction	3
2	Designation	4
3	Conservation area boundary	4
4	Brief history of the area	4
5	Character and appearance	5
6	Broad design guidelines	10
7	Other relevant documents	16
	Plan of the conservation area and sub-areas	17
8	Listed buildings in the conservation area	18
9	Buildings of merit in the conservation area	18
10	Article 4 directions in the conservation area	18
11	Notes	18
12	Glossary	19

The Westcroft Square Conservation Area Character Profile was approved by the Planning Applications and Transport Sub-Committee on 12 October 1998 as supplementary planning guidance.

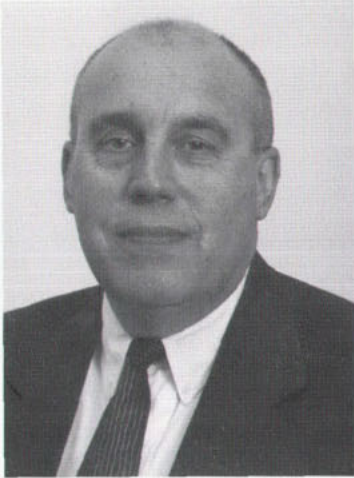
If you have any queries regarding this profile or wish to carry out works in the conservation area please contact Environment Department reception on 020 8748 3020 extension 3330.

Design and Conservation
Development Services Division
Environment Department
London Borough of Hammersmith and Fulham
Town Hall
King Street
LONDON W6 9JU
February 2001

The Barton Willmore Partnership were the consultants for the first draft of the Westcroft Square Conservation Area Character Profile

Cover photograph: Hamlet Gardens, Ravenscourt Park early 1900's; Hammersmith and 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 Deputy for Environment and Contract Services, 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 Westcroft Square 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 and the Hammersmith Society. 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.

A handwritten signature in black ink, appearing to read 'M. Cartwright'.

Councillor Michael Cartwright
Deputy for Environment and Contract Services