

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 character or appearance 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 Hurlingham Conservation Area is one.

1.2 Once an area has been designated, certain duties fall on the local authority; in particular under section 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 where necessary in consultation with Councillors, the Hammersmith and Fulham Historic Buildings Group, Fulham 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

2.1 The Hurlingham Conservation Area was designated in 1971, and was extended in 1981.

3 CONSERVATION AREA BOUNDARIES

3.1 The northern boundary of the Hurlingham Conservation Area includes the properties on Hurlingham Road, Daisy Lane and the western end of Clancarty Road. The Putney rail bridge provides the western boundary of the area and

Settrington Road is the most eastern boundary. The borough boundary, running along the centre of the River Thames forms the southern boundary of the conservation area to the west, with Sullivan Road and Hugon Road forming the southern boundary to the east.

3.2 The conservation area boundary can be seen on the plan on pages 12 and 13.

4 BRIEF HISTORY OF THE AREA

4.1 The history of this area is dominated by Hurlingham House, the development of the Hurlingham Club and its grounds and the surrounding suburban development. From before 1066 the land within this conservation area belonged to the Bishops of London and formed nursery gardens and meadows along the Riverside. Hurlingham House, which was built from 1760, as a villa fronting the River Thames, now forms the main part of the Hurlingham Club House.

4.2 The Hurlingham Club was founded in 1869 and the grounds are shown in the revised OS map of 1894, along with the suburban development to the north. By 1916, the surrounding area had been developed with residential terraces. The Hurlingham Club estate was severely affected by the second world war. Serious damage was inflicted to both the east and west ends of the Club house. The polo playing fields, were acquired by London County Council following the war for public recreation grounds and housing.

4.3 To the east, the area is dominated by South Park, a 20 acre site formerly occupied by Southfields Nursery (or Broom Farm) in which use it had been put since 1711. The land was purchased by Fulham Borough Council and the London County Council in 1903 and opened as a public park in 1904. The layout of the park is clearly evident from the 1916 Ordnance Survey which demonstrates that the landscape framework today retains much of its Edwardian character, although there have been a number of small-scale

developments and redevelopments within the plan.

4.4 Properties in the street block surrounding Hurlingham and Chelsea Secondary School are a later addition to the area. The properties of Daisy Lane (south side), Peterborough Road (Nos. 46 to 64) and Sullivan Road (north side) were being laid-out at the time of the 1916 Ordnance Survey, and appear to predate any development on the school site. The school was built in 1956.

4.5 The area to the west of the Hurlingham Club, and bounded by the District Railway, Hurlingham Road and the River Thames, is of wholly residential development. This development phase is contemporary with the extension of the railway to Fulham. The 1865 Ordnance Survey illustrates that the site was formerly occupied by Ranelagh House and gardens, of which nothing remains, except the name in Ranelagh Avenue and Gardens.

4.6 The 1865 and 1894-6 Ordnance Survey suggests that development progressed south from Hurlingham Road. By the publication of the 1916 survey, the rectilinear road layout was substantially in place with a variety of terraces and semidetached properties. However, the sites south of Ranelagh Gardens, fronting to the river are depicted as being pasture. These sites are now occupied by substantial mansion blocks.

5 CHARACTER AND APPEARANCE

5.1 The riverside location of the conservation area provides important panoramas both outward from the conservation area and inwards towards the conservation area. It is of strategic importance in defining the character of the River Thames and is within the riverside area of special character. Hurlingham Conservation Area includes part of the warm-up stretch for the University Boat Race, and the wind-down stretch for the Head of the River races. The river is an important recreational and educational facility used all the year round by many people including youth groups ¹.

5.2 The land comprising Hurlingham Conservation Area rises from the Thames, and is protected from river intrusion by embankment. The area is dominated by two substantial areas of open space, the Hurlingham Club grounds together with Hurlingham Park, and South Park.

5.3 The street layout has developed around and defined the boundaries of the open spaces. The first major phases of residential development included terraced and semidetached properties based on a rectilinear street pattern. Later developments include Hurlingham Court and Rivermead Court, blocks of flats along the riverfront which contrast in terms of scale and type of development.

5.4 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 historic development. These are shown on the plan of the conservation area on pages 12 and 13.

The sub-areas are:

- A** Hurlingham Club Grounds and Hurlingham Park
- B** South Park
- C** Western housing development
- D** Western river front and flats

A Hurlingham Club Grounds and Hurlingham Park

5.5 The Hurlingham Club Grounds and Hurlingham Park sub-area is characterised by the two major open spaces, one a private Club and the other a public park. The Hurlingham Club provides private leisure and sporting facilities for members. Hurlingham Park provides the public with a bowling green, playground, rugby pitch, football pitch, tennis courts and athletics facilities. These areas of open space are surrounded by residential development along Hurlingham Road, Broomhouse Lane and the backs of development in Napier Avenue.

5.6 The Park and Club grounds are designated Metropolitan Open Land; and the southern part of the Hurlingham Club grounds is also designated as a Nature Conservation Area in the Council's Unitary Development Plan.



The green river edge to the Hurlingham Club

5.7 Hurlingham House and the Hurlingham Club, which dates back to 1869, form the focus of this sub-area. The Hurlingham Club was founded in 1869, initially for pigeon shooting but later became famous for polo. It is the only survival among the Georgian mansions which once fringed this part of the river, sheltered from later development by its grounds.

5.8 Hurlingham House was built in 1760 and was converted into a neo-classical mansion by the architect Byfield in 1797/8 and this stands as the main part of the Club house today.

The plain three-bay, three-storey house of brown brick built by Dr William Cadogan in 1760 is still recognisable from the north with lower two-bay extensions and long two-storey wings (formerly service wing and stables) forming the side of what is now the entrance courtyard. Byfield's more spectacular achievement was the transformation of the river frontage into a white stucco-faced mansion in Nash's grand manner². The front courtyard was designed by Lutyens who introduced french windows for ease of access to guests' carriages³. The main house suffered substantial war damage to both its east and west ends. Some restoration took place in the early fifties. A new terrace room was built, and a new conservatory built in place of an earlier one in the early nineties.

5.9 Hurlingham House is set in highly landscaped grounds of 42 acres with tennis courts, croquet lawns, bowling greens, cricket pitch and putting green, as well as maintained flower beds and trees and a lake. Along the river front are mature London Plane trees that probably date back to the 18th century. The path has, in places, been diverted around the trees. There are also a copper beech and a remaining elm tree. The lake within the grounds is thought to have been made in the 1740's from a natural creek of the Thames. Generally, the overriding impression of the House and its grounds and this part of the conservation area is derived from the quality and maturity of the landscape in which the buildings are set. It is a rare survival of a "gentlemans park" in central London showing a balance between the formal landscaping and what would have been the working areas eg. paddocks.

5.10 Other buildings are scattered throughout the well-landscaped grounds. The old shooting pavilion, currently the tennis pavilion, was built in 1869 but lost its original pitched roof due to enemy action. The outdoor swimming pool was built by J. Mowlem in 1933 surrounded by changing room facilities. A new indoor pool is incorporated within the fitness centre, designed by Phippen, Randall & partners, a substantial addition to the Club in 1992.

5.11 The Red House dates from the latter part of the 19th century. It is a picturesque building with tile hanging and half-timbering, visible from behind the Broomhouse Lane boundary wall of the Club, as well as from the Club grounds. Chestnut Cottage nearby is of a simple design and dates from the 1920's. Other cottages from this date can be found along the boundary at the rear of properties on Napier Avenue.

5.12 Notable structures include an attractive garden shelter with a pediment built in the 19th century known as 'the stone house' in the eastern part of the grounds and a timber jetty providing views over the River Thames.

5.13 The Club grounds also incorporate the grounds of adjacent riverside villas, now demolished. Mulgrave House was completely demolished in 1927. Broom House was acquired in 1912, and only the front terrace now remains to the east of Hurlingham House, and has been incorporated into the Hurlingham landscape.

5.14 From the river bank of the Hurlingham Club grounds there are views of residential houses and Wandsworth Park on the opposite bank. These views stretch towards Wandsworth Bridge and include the industrial works and gasometers, and the Crystal Palace Transmitter can be seen in the distance. Hurlingham Club grounds provides an important green edge in views of the northern river bank formed by the mature trees and open space.

5.15 The Club is bounded along Broomhouse Lane with a brick wall with mature trees behind it. Views into the Club are therefore limited.



View towards Hurlingham Club Grounds from Hurlingham Park

5.16 Hurlingham Park, an area of archaeological importance, was acquired by London County Council from the Club in the 1950s and forms the other major open space in this sub-area. It occupies 20 acres and retains much of the openness of its polo ground antecedence. A landscaping scheme is noticeably present within the bowling green, playground and hedged ornamental garden. The majority of the park is open, bordered with London planes and silver birch, with the 'street' boundaries defined by appropriate iron railings.

5.17 Municipalisation has introduced enclosed areas and a variety of buildings within the park along the Hurlingham Road boundary including public lavatories and maintenance facilities. However, the character of the park's built development is derived from the buildings which pre-date its purchase. The dominant feature is the former polo grandstand, a concrete construction of 1936, now in poor repair.

5.18 Individual detached dwellings are located along the northern boundary of the park. Field Cottage, at the Hurlingham Road boundary almost opposite the Vinyard, was built c1850 and has a twentieth century addition in a matching nineteenth century style. Of note is Hurlingham Lodge at the corner of Broomhouse Lane and Hurlingham Road. This has a modern extension, a photographers studio with interesting brick banding in the walls which form screens to the glazed main shell of the property, behind a high boundary wall.

5.19 Hurlingham Lodge (BOM) dominates the north eastern boundary of Hurlingham Park. It was previously a hostel for tubercular men and is now a single private residence. Set behind a good boundary wall it is built of stock brick with stucco detailing including quoins, architraves and string courses. This property has undergone alterations including the addition of a french style mansard roof with dormer windows which provides an interesting feature in the locality.

5.20 At Hurlingham Park, the horizon is marked by developments surrounding the park, in particular the mansion blocks along Hurlingham Road and the 1950s Sullivan Court Estate. Views into the Hurlingham House grounds, from the park, are limited by the extent of mature landscaping. This planting is an important feature between the public park and house grounds. The new white covered tennis courts contrast with the otherwise green landscape. They would benefit from further screening by additional planting in Hurlingham Park to soften their effect.