

ENGLISH HERITAGE

ARCHITECTURAL SURVEY REPORT

# 17-19 JERDAN PLACE

FULHAM

LONDON SW6

Surveyed: March 1999  
Report by Jonathan Clarke  
Drawings by Andrew Donald  
Photographs by Sid Barker

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## SUMMARY

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Walham Green was a small rural settlement on the periphery of London until the nineteenth century, its form and character essentially dictated by its medieval manorial origins and agrarian traditions. It had a number of substantial, timber-framed houses in addition to the usual mix of smaller rural village properties, and, through the eighteenth century, it gained a number of more fashionable houses as it came increasingly within the cultural orbit of the metropolis. Virtually nothing of this varied mix of pre-1800 buildings survives. No. 19 Jerdan Place is an exception, preserving evidence of a lower-status vernacular building type that was probably typical of the locality before Walham Green was absorbed by London's 19th-century urban sprawl.

No. 19 Jerdan Place has origins as an 18th-century single two-cell, two-storey brick house with a central chimney stack, possibly flanking a staircase whose traces have been effaced. It was built set well back from the road, adjacent to the green in the core of the village. Although early ownership or tenancy remains obscure, the rural vernacular form and character suggest that it was built for a local farmer, labourer or artisan, and not (as some other contemporary properties were) as a country retreat for a Londoner. In the early nineteenth century, as Walham Green became increasingly developed, the house was opportunistically enlarged through a two-storey addition that wrapped around two of its sides, creating a more urban façade in line with the street. This addition provided an additional six rooms, the earlier core dictating that these were each heated by rear-wall stacks - an unusual arrangement by London standards. Soon after, the adjacent plot to the west was developed as a separate two-storey house with a rear outshut. This building (No. 17 Jerdan Place) was probably built as a shop house, and by the late nineteenth century was functioning as a bakery with a rear oven and bakehouse. It was built with a façade that homogenised with No. 19 Jerdan Place, but whereas the frontage of that belied the complex origins and irregular plan-form within, that of No. 17, (unrestricted by the dictates of an earlier core) clothed a perfectly typical, double-pile town house with a two-room plan and side-wall chimney stacks.

## PREFACE

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This survey report results from building recording carried out by the Architectural Survey (London) section of English Heritage, under the framework of EH's emergency recording programme. It also forms part of a wider survey investigating London's relatively few surviving 18th-century houses. This project, 'London's Smaller Eighteenth-Century Houses', focuses on a highly vulnerable building type that is both poorly documented and understood compared to the more commonly surviving higher-status houses of the Georgian period.

English Heritage gratefully acknowledges the owners and staff of Rococo Frames and Beatrice Carolan for permitting access to all parts of Nos. 17 and 19 Jerdan Place. The help of the staff of Hammersmith and Fulham Local Studies Library is also gratefully acknowledged.

For English Heritage Jonathan Clarke was responsible for the building recording, including documentary research, as well as for the text and layout of this report. Andrew Donald undertook measured survey and produced the drawings, and the large-format photographs are by Sid Barker.

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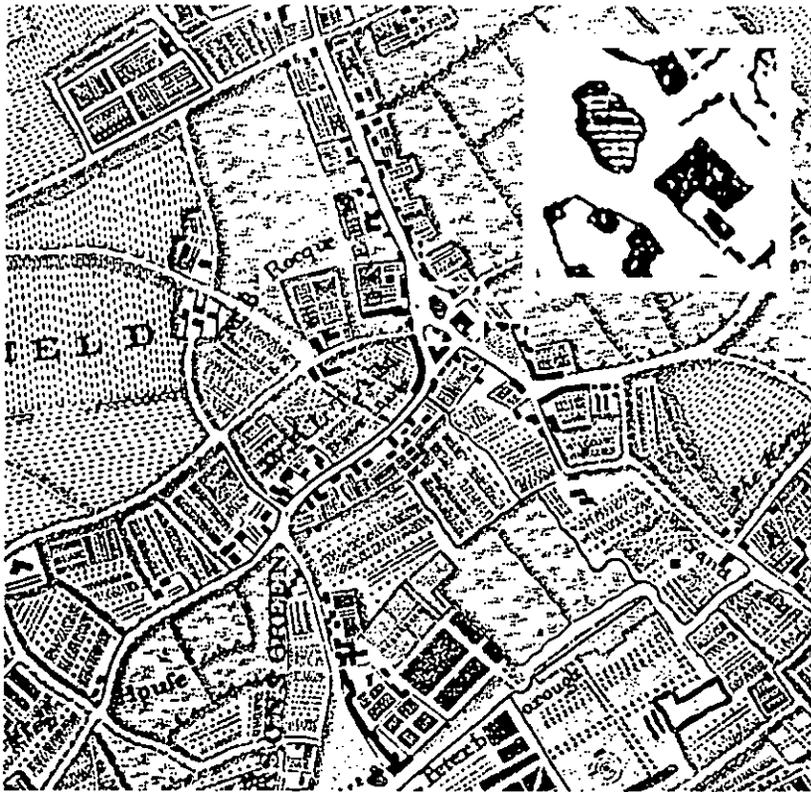
## HISTORICAL BACKGROUND AND SITE HISTORY

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Nos. 17-19 Jerdan Place are at the heart of Walham Green, formerly a small rural settlement some four miles south-west of Westminster that was untouched by the more tangible urbanising effects of the metropolis until the first half of the nineteenth century. This aspect of its past it shares with neighbouring Parsons Green, but whereas the pre-metropolitanising history of that settlement has been characterised as a small group of high-status large houses which surrounded the Green, that of Walham Green is mainly concerned with a gradually increasing number of heterogeneously mixed houses from the seventeenth century, illustrative of a socially and economically diversifying population. The early nineteenth century saw the beginnings of the transformation of both settlements - and indeed most others within the parish of Fulham - from rural to suburban communities as they were absorbed into the inexorable urban sprawl of the capital.<sup>1</sup>

The medieval settlement of Walham Green evolved in what was roughly the centre of the parish, at the junction of roads and lanes leading westwards to Fulham Town, northwards to North End, southwards to King's Road at Parsons Green, and eastwards to Stamford Bridge (the London Road). It grew around the Green, a triangular segment of waste land now surrounded and occupied by Vanston Place, Jerdan Place and Fulham Broadway. On the north-west portion lay a large pond, the site of which is now occupied by St. John's Church. Until the 17th-century the nucleus was formed by the houses and ancillary buildings of nine manorial tenement holdings within the jurisdiction of the manor of Fulham. The principal tenement was Dowbelers, which, by at least the mid 16th-century, boasted a large house overlooking the Green. The topographer and historian, Thomas Faulkner, noted in 1813 that 'There were, till very lately, some ancient houses standing in this village, two of which, erected in 1595, (as appeared by a date on a truss in the front of one of them,) were pulled down during the last summer. They were curious specimens of the style of architecture of the age in which they were erected.'<sup>2</sup> A handful of other, substantial, timber-framed houses probably stood on the other tenement holdings, although all of these, including Mustow (later Munster) House, a late sixteenth century property built on Fulham Road, have long been demolished.

During the seventeenth century sub-division of these tenements resulted in an increasing number of smaller houses being built around the Green, and along nearby roads and back lanes. Their occupants were perhaps the traditional mix of village tradesmen and their families: sixteenth century records mention a smith, inn-keepers, tailor, baker and a spurrier, whilst those for the 17th century document the addition of a barber-surgeon, butcher, clockmaker, shoemaker and gardener. Two inns, the 'White Hart', by the Green, and the original 'Wheatsheaf' along Fulham Road, were probably built early in the 17th-century, whilst the 'George' and the 'King's Head' were in existence by 1680 and 1695 respectively. In the second half of the seventeenth century the pace of fragmentation of the older tenements quickened, and the number of small farms increased, with orchard growing replacing arable as the principal form of agriculture - an indicator, perhaps, of the growing importance of the metropolis as a market for specialised produce. Nevertheless, population growth was comparatively slow until the later eighteenth century, with just 24 householders being listed in the parish rate of 1625 (the earliest surviving), 31 in 1649 and only 57 in that for 1739.<sup>3</sup> These figures suggest respective populations in the order of 120, 160 and 300. But the same source also suggests an accompanying rise in status through this period relative to the smaller community at Parsons Green, and other communities within Fulham parish. In 1625 the average assessed rate for Walham Green was about 2s. 4d., the lowest paid by any settlement in the parish and an



*Fig.1 – Walham Green in the early 1740s (John Rocque, An Exact Survey of the City's of London, Westminster... and the Country near Ten Miles Round. 1746). What may be the two-cell core of No. 19 Jerdan Place is shown in the bottom right of the inset.*

indication of its comparative impoverishment at that time. In 1739 the corresponding figure was about 11s. 5d., which was more in line with that of Parson's Green for the same date.

The antiquarian, John Bowack, described Walham Green at the beginning of the eighteenth century as 'a village in which lives a very considerable number of people, most gardeners, whose kitchen greens, plants, herbs, roots and flowers daily [Sic] supply Westminster and Covent Garden; here are no houses of any considerable note.'<sup>4</sup> The eighteenth century saw the development of Walham Green not only as a centre for market gardening and fruit growing, in ;-that order, but as a focal point for the parish administration, conducted largely

from the local inns. The 'Swan' for example, which formed part of a brewery established in the 1740s, housed the Petty Sessions as well as some meetings of the Fulham Bridge Commissioners. Rocque's map of London, made in the 1740s, Milne's map of London and environs in 1800 and Faulkner's map of Fulham in 1813 document the steadily increasing density of houses around the Green and radiating out along the roads leading from it during this period. Those cottages around the Green were seemingly predominantly built for and occupied by local people, whilst those properties built along the streets leading off it were designed as country retreats for Londoners, and stood in their own grounds. The Fulham Road gained a number of substantial, fashionable Georgian houses, including Bolingbroke House, Westfield House, Ravensworth House, Park Cottage and Vine Cottage, and saw the modification of existing older properties, such as Arundel House, presumably to satisfy the urbane tastes of Walham Green's newly acquired residents. Walham Green, or at least its outer fringes, appears thus to have enjoyed a new-found chic throughout the eighteenth century, in much the same way as other settlements on the periphery of London, such as Peckham, did in the same period.<sup>5</sup> One notable resident of this era, Mr Bartholomew Rocque, 'an eminent Florist' and brother of the surveyor, extolled the horticultural virtues of the place in verse form for the London Magazine of June 1749:

Hail, happy Isle, and happier Walham Green,  
 Where all that's fair and beautiful are seen!  
 Where wanton zephyrs court the ambient air,  
 And sweets ambrosial banish every care;  
 Where thought nor trouble social joy molest,  
 Nor vain solicitude can banish rest.  
 Peaceful and happy, here I reign serene,

Perplexity defy, and smile at spleen;  
Belles, beaux, and statesmen, all around me shine,  
All own me their supreme, me constitute divine.  
All wait my pleasure, own my awful nod,  
and change the humble gard'ner to the god.<sup>6</sup>

The earliest part of No.19 Jerdan Place probably dates from the early-mid eighteenth century, forming part of the minor building 'boom' of that era. Rocque's map of London depicts what may be this property, set back from the road (which was called Frederick Place by at least the mid nineteenth-century, renamed Jerdan Place in 1877), with a large L-shaped building immediately north-west of it (Fig. 1). Although the pre-1840s ownership or tenancy information for the property is not readily traceable, it seems likely that this house, and others in the nucleus of the settlement, were built by and for local gardeners and tradesmen.

The early nineteenth century saw a steady progression in the density of building stock spreading outwards from the village core, which itself was comprehensively infilled. Probably by 1829, as evinced by Crackley's map and the surviving evidence of the buildings, the eighteenth-century house was enlarged through a two-storey addition that provided an additional six heated rooms, and the adjacent plot to the west was developed with a separate two-storey house with rear outshut. The 1841 census identifies the occupants of the group of houses then fronting Frederick Place, but fails to discriminate between individual properties. Six houses are enumerated, with the most densely occupied housing eleven people, and the others between two and four apiece. Given the cartographic ambiguity over the extent of 'Frederick Place', and the relatively small numbers involved for the most part, it may be that all of these people were living within what is now called Nos 17-19 Jerdan Place, indicating the two properties were in multiple occupation. A range of trades are represented, including four bakers, three labourers, a carpenter, a grocer and a tailor. It seems likely that the most densely occupied property corresponds to all or part of No.17 Jerdan Place: Robert Guillan, a Baker, his wife and children and three junior bakers occupied this. This property is depicted in a late nineteenth century sketch-plan complete with bakehouse and oven, which is discussed below.

The 1846 poor rate assessment for Frederick Place shows that Robert Guillan rented a house and shop from Henry Smith, which accords with the surviving shop front at No.17 Jerdan Place, although this is possibly a later insertion. The same source also shows that Captain Luck owned four of the other five properties, described as a house and workshop; two houses; and a house and a workshop. The other property, a house, was owned by J. King. Neither Luck nor King lived there. Captain Luck almost certainly owned No.19 Jerdan Place at this date, for one longstanding tenant, Philip Vincent is shown in later records as being the occupant of that property. By 1853, according to the rate book evidence, Captain Luck owned all of 'Fredericks Place'(sic), which then was enumerated as five properties, comprising four house and shop combinations and one unspecified (blank) entry. Three of these were occupied, although only one tenant, Philip Vincent, appears on earlier records.

Philip Vincent appears to have been a successful shopkeeper through the mid-late Victorian period, by turns diversifying and specialising his trade. In 1860 he was described as a chemist and druggist, but by the 1870s he was also running a Post, Money Order and Telegraph Office and Savings Bank, at 19 Jerdan Place.<sup>7</sup> By 1881, when property numbering along Jerdan Place was instituted, his son, Philip Vincent Jnr., seems to have taken over the chemist's shop at number 19.<sup>8</sup> The Kelly's Directory for that year also

shows that Charles Smith, a baker, occupied number 17 Jerdan Place. Charles Smith occupied 'Ivy Lodge' in 1860, but by 1872 had moved to 17 Jerdan Place where he ran a bakery and coffee rooms. It seems likely, therefore, that throughout much of the nineteenth century, and the earlier part of this century, this property operated as a bakery, with a shop at the front selling the goods.<sup>9</sup>

## BUILDING DESCRIPTION

### Form

A cursory observation of the street frontage of Nos.17-19 Jerdan Place presents little or nothing to suggest a pre-nineteenth-century origin to the building (Fig. 2). The south front of the building, facing Fulham road, is two storeys in height with the upper floor fenestrated as seven bays, and the ground floor provided with three entrances. The gabled roof, clad in modern tiles, the coped parapet wall, which



Fig. 2 – Nos. 17 ('Vintage movie posters') and 19 Jerdan Place ('Rococo Frames') from the southwest (EH, BB99/09848).

extends across the whole frontage, and the employment of Flemish-bond brickwork throughout suggests a building of one phase.

However, the arrangement of the first-floor windows, and a noticeable straight joint in the western portion of the frontage betray more intricate origins. The thickly mortared brickwork of the eastern two-thirds of the frontage, currently demarcated as No.19 ('Rococo Frames'), is closed up in respect of this straight joint, suggesting that this block is the older. Surviving details preserved in this eastern portion reinforce this supposition; the gauged brick first-floor window heads, and a hornless

six-sash window on the ground floor, are both indicative of a possible early nineteenth-century date. The frontage of both blocks has been altered this century, most obviously by the insertion of a large ground floor shopfront to the later addition, and the re-arrangement of the first-floor windows of the eastern block, the jambs of which are not uniformly closed. A photograph of the front elevation from 1969, taken before the first floor had been painted, clearly shows inserted repair brickwork around the left-hand jambs and window heads, indicative of the insertion of smaller windows.

An elevated view of the rear of the properties (Fig. 3) shows a more complex, accretive building history that coupled with analysis of the surviving fabric and features, as set out below, permits a speculative interpretation of their development. This interpretation is necessarily conjectural for the earlier origins, for want of corroborative documentary evidence. An 18th-century date for these origins seems highly probable, though that it might be earlier can not be ruled out. The evidence of the surviving buildings alone, therefore, indicates a single two-cell, low two-storey brick-built house with central fireplaces back-to-back, possibly flanking a staircase whose traces have been effaced. Set well back from the road, this small, essentially rural, 18th-century house with its distinctive, steeply hipped roof was sited possibly within its own (market-garden?) plot. Probably in the early 19th-century it was enlarged through the addition of an L-shaped range gabled north-south and east-west to 'wrap around' the east and south elevations, thereby bringing the front of the house, and the new principal entrance, in line with the street. Internal rearrangements, including the rebuilding of the original south wall and the removal of the staircase were probably effected at this time to fully integrate the old and new spaces *vis-a-vis*

circulation and functional arrangements. Later in the early-nineteenth century, a separate property (now demarcated No. 17) was built adjoining the western sides of the earlier buildings. Roofed with an unequal M-shaped gabled roof, the south or front portion of which continued the line of the adjoining property, this property functioned as a bakery and was provided with a bakehouse, which still projects from its rear and that of the original (eighteenth-century), adjoining house. Probably in the mid-nineteenth century, a large shop window was annexed to the front of No.17 and later in that century an outshot was added to the north elevation of the eighteenth-century house (Fig. 4).



*Fig. 3 – Nos 17 and 19 Jerdan Place from the northwest. The hipped roof of the two-cell core occupies the centre of the picture, enveloped by 19th-century additions (EH, BB99/09851).*

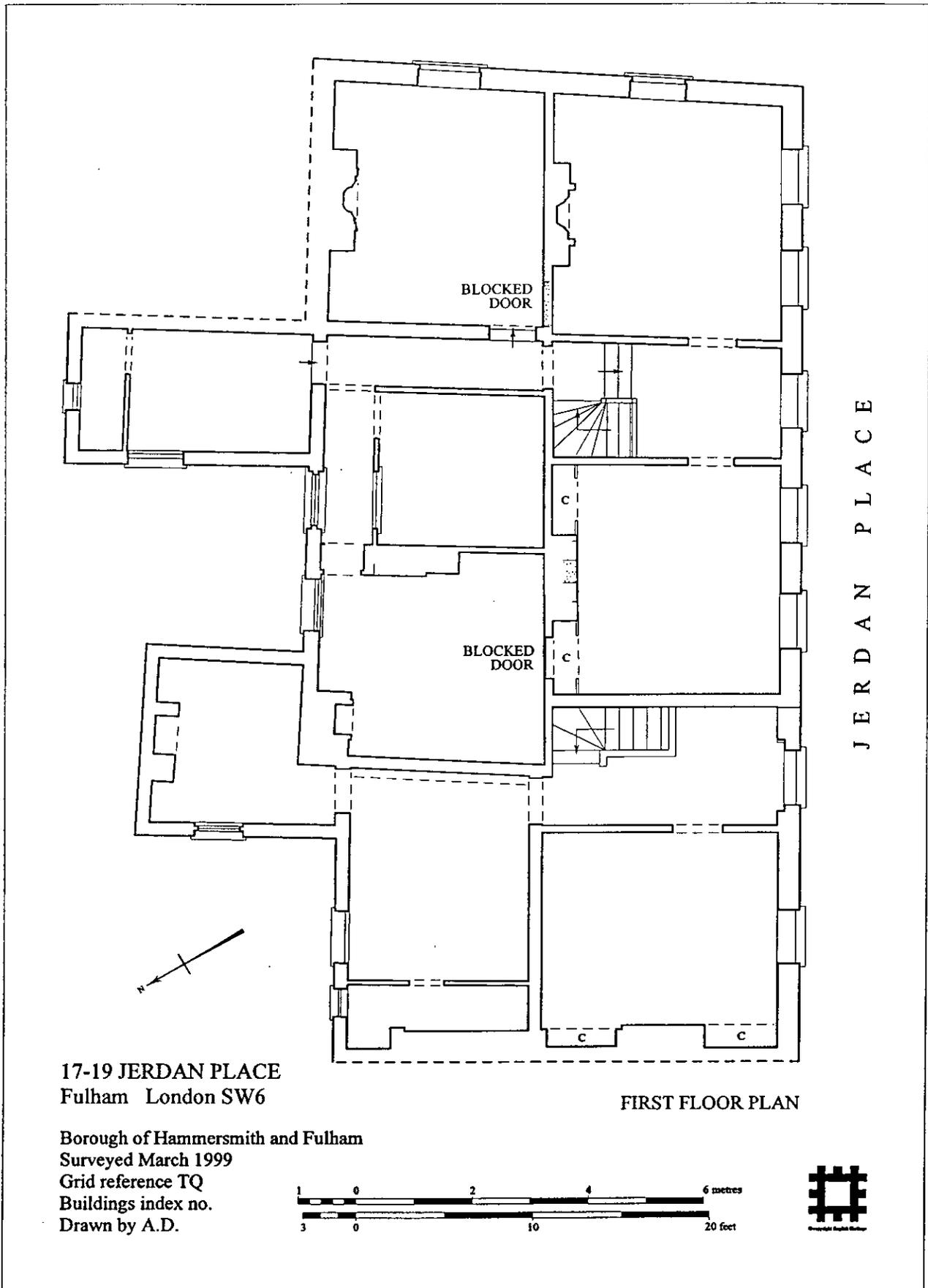


Fig. 4 – Nos. 17 and 19 Jerdan Place, first-floor plan in 1999

## No.19 Jerdan Place (Rococo Frames)

### Exterior

Only the central portion rear wall of the eighteenth century core of the building remains unobscured by subsequent building additions (Fig. 5). This is formed from unembellished yellow-brown stock brick laid in Flemish bond, punctuated by four openings oddly grouped towards the centre of the elevation, between the projecting later outshuts. These differ slightly in their size, and siting within the elevation: the two eastern windows are aligned vertically, but the ground-floor doorway is offset to the west in respect of the window above, and both are set at different heights to the two eastern windows. This asymmetry coupled with the overall crudity of the brickwork and the variability in window head form (flat, and segmental arches of both headers and stretchers) are indicators of a late date of this wall, and raises the possibility that it has been substantially if not wholly rebuilt. The earliest surviving feature, a hornless six sash window on the first-floor, western side, is itself sited in an opening bereft of closing brickwork, as indeed are all the other openings in this wall. This window, and that immediate east of it, have slender stone lintels, whilst the ground floor window (with a segmental head of double-headers) has a concrete lintel, indicating the latter's more recent insertion. Taken together, this evidence suggests a wholesale rebuilding, perhaps accompanying the addition of the 'wrap-around' block, when this elevation perhaps ceased to be the front of the property and instead became the back. Certain elements may have been re-used, including the sash window, and subsequent episodic Victorian alterations, including the insertion of new openings or the modification of existing ones account for the elevation's disorderly appearance. The central stack appears to have been rebuilt above roof height, or at least repointed.



Fig. 5 – No. 19 Jerdan Place, rear wall of two-cell core (EH, MF99/01224/17).

The street elevations of No.19 Jerdan Place are formed by the 'wrap-around' range, and probably date to the early nineteenth century - certainly before the delineation of Crackley's map of 1829, which shows a large, L-shaped block in a topographically correct position. The eastern elevation preserves two gauged-brick flat-arched window heads, which, together with the hornless six sash window on the front elevation is the most convincing exterior indicator of an early nineteenth century origin for the addition. The ground storey of this elevation is obscured by Nos 19a ('Daniel James') and 19b ('World Crafts') Jerdan Place, both of which may originally have formed part of the addition, since an undated (though presumably late nineteenth-century) photograph shows this single-storey extension designated as [Philip] 'Vincent's Chemists' shop.

### Interior

The ground-floor front entrance opens into a small lobby area, which in turn leads to the main north-south axial passage that reaches the original eighteenth-century core of the building at the rear. This entrance lobby, and the front portion of the passage, preserves a heavy modillion cornice and moulded dado rail of early-nineteenth century appearance that has been truncated by a dog-leg stair. This closed string stair with slender machine-turned balusters and square section, chamfered newel posts with ball finials. The form of this, coupled with the flattened, four-centred arch of the staircase entrance suggests a later nineteenth-century date for its insertion. The introduction of this, besides signalling a possible rearrangement of the points of access to the upper storey, may have been accompanied by a lowering of

the first-floor passage level. The reasons for this are unclear, but may relate to a subsequent requirement to harmonise the passage level with the older core of the building rather than the eastern rooms of the 'wrap around' block (see below).

### Two-cell house

To the rear of the building, the passage opens on its west side to the eastern room of the eighteenth-century two-cell house (Fig. 6). This room, and that further west, is set at a lower level (approximately 15cm) relative to the 'wrap-around' block. Both rooms of this house are roughly 12 feet square, and are divided by a thick (78cm) cross wall that incorporates two central back-to-back fireplaces, and to the south, a rectangular entrance opening that may originally have permitted intercommunication. The eastern room functioned as a kitchen originally, the projecting stack preserving an iron range cast with 'The Douglass Range Eagle Works Company Coventry'. A segmental-headed bread oven survives to the right of this. A tall, beaded skirting board remains *in situ* on the northern and eastern wall, whilst mid-height wood panelling survives on the southern wall. The western room was presumably the living room, and may, from the nineteenth century, have been additionally heated by a (blocked) fireplace in the north-west corner, which corresponds to that preserved in the room above. Plausibly this room may have been lit from a window sited in the western end wall, although potential evidence for this was obscured at the time of survey by a large mirror. The doorway in the north wall may have formed the means of entrance into the house, although the original south wall may alternatively have incorporated a doorway. The diminished thickness of the existing south wall, compared to that of the others, indicates it is a replacement of the original, built when the 'wrap around' block was erected. Given that the axis of the eighteenth-century house is slightly askew to the road line, it was probably rebuilt to provide the front (south) rooms of the 'wrap-around' block - whose frontage was dictated by the road - with walls perpendicular to one another. In the total absence of any evidence indicating the position of the staircase - this perhaps lying concealed under plaster or flooring - its position can only be tentatively posited on circumstantial grounds; perhaps occupying the space to the south of the stack, where the current doorway between the two cells is. Alternatively it may have projected from the original rear wall, being demolished when that wall was rebuilt.

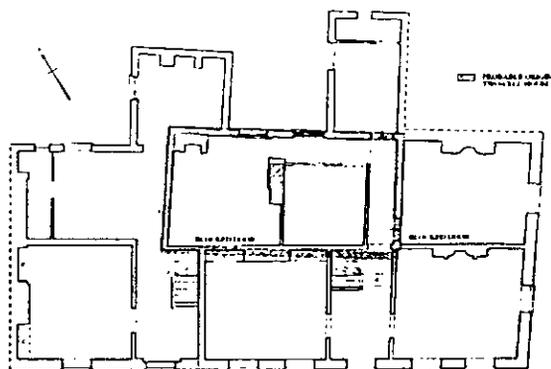


Fig. 6 - Nos 17 & 19 Jerdan Place, showing original extent of two-cell core.

On the first floor, the same two-cell plan-form is still discernible, despite its assimilation within the circulatory and functional arrangements of the early nineteenth century block. The eastern room, above the kitchen, has been subdivided to provide a main axial corridor running north-south, a smaller room to the west of this corridor, and another corridor running east-west serving the western room. It still preserves what may be the original six-inch high plain skirting on the north wall, running through to the western room and its west wall return. The fireplaces of the central stack have been blocked in either room, and the space to the south of the stack (re)partitioned, perhaps in the early nineteenth-century, to separate the two presumed bedrooms. The simple two-panel door to the north of the stack, opening into the western bedroom, has un moulded panels and the lower stile set at the same height as the skirting. It was formerly mirrored by another door set parallel on the inside, the two enclosing a small vestibule. Above the outer doorway is a square, single panelled cupboard door serving a storage area the depth of

the stack and which extends southwards a short distance, presumably where the stack tapers inwards. Both rooms were presumably lit by the two window openings visible from the rear of the building, or possibly from the forerunners of these. Closer inspection of that now serving the west room (Fig. 7) shows that only the lower panel is original, the upper having been replaced fairly recently. The west room also preserves a stack in its northwest corner. This, like that in corresponding position in the room below, may have been added later, possibly in concert with the 'wrap around' block, to satisfy the greater heating requirements of the early-nineteenth-century occupiers.

#### Early nineteenth-century addition

The early nineteenth-century addition provided six additional good-sized squarish rooms, all of roughly the same dimensions as those provided by the two-cell house and all heated by a centrally positioned back-wall stack. At least from the mid-nineteenth century, the central entrance lobby/hallway and inserted dogleg stair served each, but the original stair position, if indeed it differed from the present one, is uncertain. On the ground floor, despite considerable recent commercial alterations, some original features remain. Both front rooms retain identical architraves, and lightly veined grey marble fireplace surrounds. The latter are perhaps characteristic of modest early-nineteenth-century designs: simple in both outline and profile, with flat jambs supporting a flat-surfaced straight lintel and a thin, projecting, mantelshelf. Decorative hearth tiles set in the exposed floorboards, probably deriving from the Victorian period front the fireplace in the eastern room. In the western room, which possesses a separate front entrance onto the street, a doorway set to the west of the stack provides access to the western room of the eighteenth-century house. The architrave is of more modern - perhaps early twentieth-century - appearance, and suggests this may be a later insertion, perhaps helping to explain the separate front entrance, which is directly opposite it. Taken together, they suggest independent - and perhaps formerly partitioned - access to the eighteenth century property at the rear, the western room(s) of which may then have functioned as a separate apartment. The 1963 large-scale OS map corroborates this, demarcating that room, and attendant passageway to the street, as No.17a Jerdan Place. More recently still, a doorway has been knocked through connecting this room and No.17 Jerdan Place.



*Fig. 7 – No. 19 Jerdan Place, Interior of western first-floor room of two-cell core, view from south west (EH, BB/09852).*

The eastern ground floor front room is well lit by two sash windows in the front wall, but may also have been formerly lit by windows set in the eastern wall, although possible evidence of this was concealed at the time of survey. The room behind this was reached either by a doorway set to the west of the stack, or from the north-south passage. Although evidence for windows in the east wall of this room was similarly concealed, windows in this wall would have been necessary as the only means of natural illumination.

On the first floor, perhaps the best-appointed room was that at the front of the property, to the east of the stairs. Well lit by two south facing windows, it retains two shallow cupboards, one with surviving panelled doors, each fitted in the recesses flanking the central fireplace. The early nineteenth-century

fireplace itself has classically moulded jambs and mantel, and the lintel is festooned with swags. Possibly in connection with the inserted opening in the room below, the western cupboard has been formerly knocked through (and subsequently blocked) to provide direct intercommunication with the west room of the two-cell house. The front room to the west of the stairs was better illuminated still, with one east facing and two south facing windows, but no evidence remains to indicate former cupboards that might have flanked the chimney breast. A cast-iron fireplace and simple, elegant surround with corner roundels survives. The room to the rear of this was almost certainly the lowest status, lit by only the one sash in the east wall, and fitted with the least decorative fireplace. Although reached via a step up from the flanking passageway, a blocked door to the west of the front room stack indicates that at some point it may have been accessible only from that room. This minor reorganisation of circulation patterns may relate to the possible lowering of the north-south passageway, which originally may have been at the same level as the rear room.

### Late nineteenth-century addition

Probably in the late-nineteenth century a two-storey extension was added to the north elevation of the eighteenth century house. The remains of stub walls and blocked openings on the north (end) wall of this, coupled with its delineation on the 1894-96 Edition Ordnance Survey map suggests this formerly extended further northwards, perhaps forming part of a range of outbuildings. The absence of a stack suggests the surviving block did not function as a living space. The Gothick-detailed early 19th-century sash window in the east elevation (Fig. 8) has been reset in this opening in the 20th-century.



*Fig. 8—No. 19 Jerdan Place, early-19th-century Gothick sash (EH).*

### **No.17 Jerdan Place (Vintage Movie Posters)**

#### **Exterior**

No.17 Jerdan Place is a separate building, adjoining No.19 to the west, and respecting the latter's street elevation in terms of roof-line, parapet level and first-floor window heights, although its two windows were fitted with somewhat grander stone surrounds. It may have been built soon after the enlargement of No.19, perhaps in the 1820s, and probably before 1829, since it seems to be depicted on Crackley's map. It is not inconceivable that it is essentially coeval with No.19, given the absence of any evidence for blocked windows in the western elevation of that property, and the irregular property boundary oddity if one imagines it prior to the construction of No.17. It was probably designed originally as a shop with dwellings above, although the projecting ground-floor shopfront, depicted on the 1865 Edition Ordnance Survey map, probably dates from the mid-nineteenth century when the technology for such display forms (plate glass in conjunction with slender cast-iron columns) became commercially available. The rear, elevated view (Fig. 3) shows the plan to be of double-pile form, roofed with an unequal M-shaped gable and heated by side wall stacks. A double-storey extension, gabled north-south, and provided with an end wall stack extends from the rear of the property, partly overlapping the rear of No.17 (the eighteenth-century house). Certainly by the late nineteenth-century this was functioning as a bakehouse, and the modern single-storey plywood and breezeblock extension to the west may represent the position of the

attendant oven.<sup>10</sup> It seems likely, given the available Victorian documentary evidence already outlined, that No.17 may have been built at least partially as a bakery, with delivery of ingredients and fuel to the oven and bakehouse independently enabled by the covered passage to the west of the property, and the products displayed for sale - perhaps alongside other goods - in the shop at the front.

### **Interior**

The shop is reached through a part glazed Victorian four panel door. The interior, despite comprehensive refurbishment and the imposition of built-in reproduction furniture does preserve a narrow dog-leg staircase with panelled surround, and a reeded door architrave with corner blocks and shallow pediment.

Both this room, and the room behind were heated by fireplaces set in the west (side) wall, although only that in the back room remains visible. This fireplace surround, in black marble, is perhaps typically Regency in form: slender, reeded jambs, panelled lintel and thin mantelshelf projecting at the ends. The back yard is reached through a wide doorway set midway in the back wall, although this is possibly a later insertion given that the architrave extends above the picture rail into the ceiling. According to a drainage map of 1881<sup>11</sup>, this concrete-floored backyard formerly functioned as the oven for the adjacent bakehouse, although no evidence of any fittings survive.

The same internal arrangements and degree of surviving period fittings are largely mirrored on the first floor, although partition walls sub-divide the front and rear rooms. The front room retains two cupboards built into the recesses flanking the stack, whilst the back room, sub-partitioned perhaps in the 1930s<sup>12</sup>, has been more heavily modernised. The upper level of the bakehouse extension, heated by a fireplace set in the rear wall stack, presumably also functioned as a bedroom and was accessible only via the rear room.

## ARCHITECTURAL CONTEXT

The eighteenth-century core of No.19 Jerdan Place presents a rare survival of the settlement's pre-1800 lower-status vernacular building stock, virtually nothing else of comparable type and form having survived the accelerating pace of urbanisation and redevelopment of the last two centuries. Consequently questions regarding its typicality or exceptionalness cannot be answered confidently, although pictorial sources do, to some extent, clarify the picture. Fèret's c.1900 history of Fulham incorporates sketches and photographs that serve to illustrate the variability of form within the lower status vernacular at the village's core. The 'old houses on the site of Walham Green Broadway' (Fig. 9), redrawn from a sketch by Mr. Philip Vincent, (one of the Victorian occupiers of 19 Jerdan Place) depict grander, brick properties, of double-pile plan and three-storeys height. These higher-status buildings, of probable 17th-



Fig. 9- 'Old houses on the site of Walham Green Broadway', from Fèret's Fulham Old and New (1900).

or 18th-century date, have an unmistakable urban character. Those houses built along Farm Lane between 1745 and 1825 (Fig. 10) were perhaps representative of the smaller size-type of Walham Green's building stock, of which 19 Jerdan Place formed part. No's 1, 2 and 3 Jerdan Place, which Fèret, writing in, estimated were two centuries old, were clearly of substantial size but entirely unprepossessing architecturally (Fig. 11). In terms of plan-form, Pond Place provides perhaps the closest analogy to 19 Jerdan Place (Fig. 12). The exterior indicates a pair of two-storey, two-cell properties with

central stacks, presumably divided by a party wall but sharing a hipped, pantiled roof - essentially a double-length version of the original core of 19 Jerdan Place. What does seem clear from these examples, and the evidence provided by the original component of 19 Jerdan Place, is that traditional low-status vernacular practice here was largely unaffected by the dictates of London building practice, either higher-status or artisanal: all typify rural housing rather than the 'suburban vernacular' characteristic of other somewhat less peripheral settlements.



Fig. 10 - Two 18th-century/early-19th-century houses that formerly stood along Farm Lane, Walham Green/Fulham. From a photograph by T.S. Smith (1896).

The comprehensive infilling of the nucleus of Walham Green in the early nineteenth-century saw the almost complete envelopment of the two-cell house at No. 19 Jerdan Place. Although both builds present typical urban frontages for the period, they differ markedly in their layout and planning. The irregular



*Fig. 11 – Nos. 1, 2 and 3 Jerdan Place. From a photograph by T.S. Smith (1895).*



*Fig. 12 – A two-storey, two-cell property formerly on Pond Place, Fulham (From a photograph by T.S. Smith (1895)).*

form of No. 19 Jerdan Place - an L-shaped, three-room-plan extension with rear-wall stacks - was basically dictated by the two-cell core which it wrapped around. Outwardly homogenised to present a typical early-nineteenth-century metropolitan street elevation, its frontage conceals an atypical form that presumably resulted from opportunistic planning. Contrastingly, No.17 Jerdan Place embodies utter typicality in both outward appearance and planning. Being simply 'tagged on' to the side of No. 19 Jerdan Place, its builders were able to maintain the standard two-room, side-chimneystack plan so representative of nineteenth-century London houses.

## NOTES

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1. Much of the information on this account derives from P.D. Whitting., (ed.), *A history of Fulham to 1965. By members of the Fulham History Society.* (London, 1970), 60-4; additional sources are listed below.
2. Thomas Faulkner, *An historical and topographical account of Fulham; including the Hamlet of Hammersmith.* (London, 1813), 327.
3. Charles James Fèret, *Fulham Old and New: being an Exhaustive History of the Ancient Parish of Fulham.* Volume II. (3 vols., London, 1900 ), II, 231.
4. John Bowack in *The Antiquities of Middlesex...*(1705), quoted in Fèret (1900), 230.
5. The 18th-century saw the transformation and growing idealisation of a number of peripheral towns and villages in the eyes of the metropolitan gentry, for whom these places provided weekend residencies or retreats. Some, such as Islington, Hampstead, Highgate and Sydenham were endowed with natural spas, whilst for others, such as Peckham and Twickenham, prospect and rural tranquillity were the picturesque features that formed the focus of urbane yearnings. In this context, Bartholomew Rocque's verse for the London Magazine metaphorically juxtaposes the serene, rural bliss of Walham Green with the hustle and bustle of the metropolis. The emerging identity and fashionableness of such out-of-town resorts, and its embodiment in contemporary building practice and architecture is explored by Elizabeth McKellar in 'The View From the Hill: Alternative aspects and rural presences in mid-eighteenth century London' in Dana Arnold (ed.), *The Metropolis and its Image: Constructing identities for London, c.1750-1950* (London, 1999).
6. As quoted in Faulkner (1813), 328.
7. Kelly's directories for 1860, 1872 and 1876.
8. Kelly's directory for 1881.
9. Those 19th-century Kelly's directories consulted, and that for 1923, coupled with the census and rate book evidence all indicate that No.17 Jerdan Place operated as a bakery.
10. *Plan of proposed drainage of 17 Jerdan Place, Walham Green submitted by Mr Charles Smith (Bakers Shop) to Fulham District Board of Works, dated 6 July 1881.* (Within file on Jerdan Place in Hammersmith & Fulham Local Studies Library).
11. *Ibid.*
12. A sketch plan showing 'Drainage Work Carried Out At No.17 Jerdan Place, Fulham for Messrs. A.B. Henmings Ltd., Approved and Ordered 23 January 1935' indicates the position of the inserted partition, which accompanied the conversion of this room into a bathroom.