

Crown Road Conservation Area 49

Designation

Conservation Area designated:
14.06.1988

Conservation Area extended:
29.01.1996

Location

OS Sheets: 1674

The conservation area covers the area surrounding St Margaret's railway station and south towards Twickenham. It adjoins Twickenham Park (24) conservation area to the East.

History and Development

The area consists of late 19th century residential infill built in the aftermath of the railway, on the line of the old route from Twickenham to Isleworth.

Character

The shopping frontage, railway station and other buildings form a continuous unified frontage in terms of architectural style and materials. The buildings date from the late 1880s and include a number of original shopfronts, and good quality detail such as terracotta panels and swags. The public house creates a major landmark and the area has a distinct physical identity. The island site also includes a small terrace of early largely unaltered cottages of great character and charm.

The conservation area was extended to include nos.34-48 and 35-43 Crown Road, which are equal to the rest of Crown Road in terms of architectural interest and form the last group of shop frontages before the road becomes residential.

Positioned on a spur of higher ground extending eastwards from Twickenham, the junctions of St. Margaret's Road with Amyand Park Road and Crown Road both create a sense of place largely attributable to the multiplicity of converging frontages and the natural rise in the ground at this point. Both in St. Margaret's Road and Crown Road pedimented Dutch gables add interest to the profile of the building frontages. Buildings are predominantly in brick with the St. Margaret's public house being the only building with stucco 'Italianate' enrichment, appropriate for its key position.

The area could be described as being composed of the commercial frontage of a densely developed surrounding residential area. The station building (currently heavily disfigured by an ugly canopy), the flower stall adjacent to no.165 St. Margaret's Road and the many interesting shop frontages add visual variety and activity to the core of this area.

Problems and Pressures

- Loss of traditional architectural features and materials due to unsympathetic alterations
- Lack of coordination and poor quality of street furniture and flooring
- Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture
- Loss of original or quality shopfronts and unsympathetic alterations and advertisement

Opportunity for Enhancement

- Preservation, enhancement and reinstatement of architectural quality and unity
- Coordination of colour and design and improvement in quality of street furniture and flooring
- Improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture
- Retain and improve the quality of shopfronts and advertisement

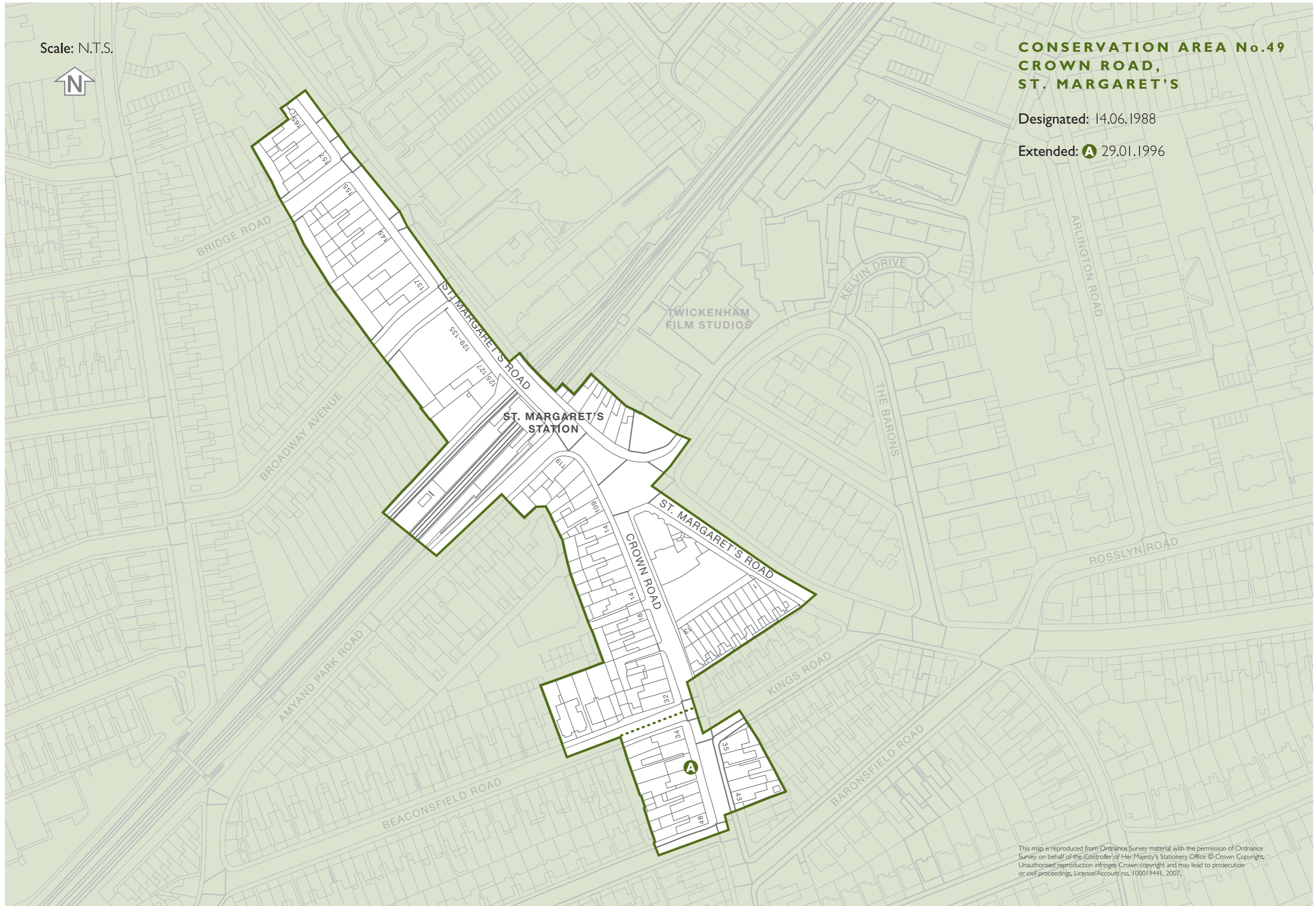
Scale: N.T.S.



**CONSERVATION AREA No.49
CROWN ROAD,
ST. MARGARET'S**

Designated: 14.06.1988

Extended: **A** 29.01.1996



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