

## ***Richmond Road (East Twickenham) Conservation Area 66***

### **Designation**

Conservation area designated:  
23.09.2003

### **Location**

*OS Sheets: 1774*

Richmond Road (East Twickenham) conservation area lies along the commercial stretch of Richmond Road in East Twickenham, between Richmond Bridge and Poplar Court. The conservation area adjoins a number of other conservation areas towards to the north, east and southwest.

### **History and Development**

Richmond Road is an historic route linking Richmond and Twickenham crossing the river at Richmond Bridge, which was completed in 1777. From the 19<sup>th</sup> century the area of meadowland along the north side of the road was developed with large villas set in their own grounds. During the Edwardian period this road became urbanised with the development of shopping parades along both sides, followed by later modern development.

### **Character**

Richmond Road (East Twickenham) conservation area forms the busy well-planned commercial centre of East Twickenham. It forms the historic approach to Richmond from the west towards Richmond Bridge, and the gateway to Twickenham from the east. There is an important vista along this road towards the bridge, river and Richmond, and then back towards Poplar Court. This large landmark building incorporates Poplar Court Parade and has an almost ship-like character moored at the west end of the road. Architecturally the area is characterised by consistent purpose-built Edwardian shopping parades along the south and part of the north sides of this road, providing a sense of urbanity and cohesiveness to the area. These parades are of 2.5 storeys in red brick with painted stone lintels and characteristic dormer windows, and retain a good number of original features such as fine traditional shopfronts. A small space to is created by the recessing of three shops (nos.360-364) from the road, and a pair of taller three-storey buildings (nos.390-392) forms the centrepiece to one row of the parade. These features add further interest to the parades. Variety is provided by an important surviving group of grand Italianate and stuccoed villas on the north side of the road, including Park Lodge and Ryde House, which date from the mid-19<sup>th</sup> century before the Edwardian developments. The north side is more eclectic in character than the opposing south side, also including a former Edwardian picture theatre (nos.417-421), a good 1930s parade and a large modern brick office block.

**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.66  
RICHMOND ROAD,  
EAST TWICKENHAM**

Designated: 23.09.2003



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