

## **Strawberry Hill Road Conservation Area 43**

### **Designation**

Conservation area designated:  
*14.06.1988*

Conservation area extended:  
*07.11.2005*

### **Location**

*OS Sheets: 1572*

Strawberry Hill Road conservation area lies within the suburban area of Strawberry Hill to the southwest of Twickenham centre, just south of the focus of Strawberry Hill Station and west of Strawberry Hill. It is contained by Waldegrave Road, Strawberry Hill (St Mary's College) and the railway line.

### **History and Development**

Strawberry Hill road and Waldegrave Gardens were developed from the 1880s onwards, formerly part of the Strawberry Hill Estate. These housing developments were precipitated by the nearby Strawberry Hill Station, which opened in 1873. The 20<sup>th</sup> century saw the demolition and redevelopment of a number of houses for modern blocks of flats and cul-de-sacs. Further infill development and conversion of a number of the older houses to flats has continued.

### **Character**

The two parallel treed avenues of Strawberry Hill Road and Waldegrave Gardens form Strawberry Hill Road conservation area. Both roads gently curve between Tower Road and Waldegrave Road, allowing subtly changing views along their lengths. The station terminates the view north along Strawberry Hill Road. These avenues are lined with substantial two and a half storey late Victorian houses set in generous garden plots with mature planting and important spaces between buildings. The front boundary treatments are varied but to provide an important sense of enclosure to the street. In contrast to Strawberry Hill Road the houses of Waldegrave Gardens are generally more modest in scale, being of 2 or 2 and a half storeys and occupying smaller gardens plots. There are also two groups of semi-detached houses at its northern end. The houses of both these roads are unified by the use of red brick with varied detailing in brick, terracotta, tile hanging, and stone. Further enlivened by bay windows, balconies, porches and timber sliding sash windows. They have a characterful and complex roofscape of steeply gabled clay tile roofs, hips and integral dormers with prominent brick chimneys. This exceptional residential estate is similar in age and character to Waldegrave Park to the southeast.

**Problems and Pressures**

- Loss of traditional architectural features and materials due to unsympathetic alterations
- Loss of front boundary treatments and front gardens for car parking
- Lack of coordination and poor quality of street furniture and flooring
- Domination of traffic, parked vehicles and poor pedestrian safety leading to clutter of signage and street furniture

**Opportunity for Enhancement**

- Preservation, enhancement and reinstatement of architectural quality and unity
- Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens
- 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
- Areas identified for environmental improvement include: Environs of Strawberry Hill Station

Scale: N.T.S.



**CONSERVATION AREA No.43  
STRAWBERRY HILL ROAD**

Designated: 14.06.1988

Extended: **A** 07.11.2005

WELLESLEY ROAD

STRAWBERRY  
HILL GOLF CLUB

TOWER ROAD

WALDEGRAVE GARDENS

WALDEGRAVE ROAD

STRAWBERRY HILL ROAD

STRAWBERRY HILL CLOSE

CARRIAGE  
MAINTENANCE SHED

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