

COWLEY ROAD

CONSERVATION AREA NO.79

Adopted February 2021

Note: Every effort has been made to ensure the accuracy of this document but due to the complexity of conservation areas, it would be impossible to include every facet contributing to the area's special

interest. Therefore, the omission of any feature does not necessarily convey a lack of significance. The Council will continue to assess each development proposal on its own merits, on a site-specific basis. As part of this

process a more detailed and up to date assessment of a particular site and its context is undertaken. This may reveal additional considerations relating to character or appearance which may be of relevance to a particular case.

Introduction

PURPOSE OF THIS DOCUMENT

The principal aims of conservation area appraisals are to:

- Describe the historic and architectural character and appearance of the area which will assist applicants in making successful planning applications and decision makers in assessing planning applications;
- Raise public interest and awareness of the special character of their area;
- Identify the positive features which should be conserved, as well as negative features which indicate scope for future enhancements.

This document has been produced using the guidance set out by Historic England in the 2019 publication titled Understanding Place: Conservation Area Designation, Appraisal and Management, Historic England Advice Note 1 (Second Edition).

This document will be a material consideration when assessing planning applications.

WHAT IS A CONSERVATION AREA?

The statutory definition of a conservation area is an 'area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'. The power to designate conservation areas is given to local authorities through the Planning (Listed Buildings and Conservation Areas) Act, 1990 (Sections 69 to 78).

Once designated, proposals within a conservation area become subject to local conservation policies set out in Chapter 4 of the Council's Local Plan and national policies outlined in part 12 of the National Planning Policy Framework (NPPF). Our overarching duty which is set out in the Act is to preserve and/or enhance the historic or architectural character or appearance of the conservation area.

BUILDINGS OF TOWNSCAPE MERIT

Buildings of Townscape Merit (BTMs) are buildings, groups of buildings or structures of historic or architectural interest, which are locally listed due to their considerable local importance. The policy, as outlined in the Council's Local Plan, sets out a presumption against the demolition of BTMs unless structural evidence has been submitted by the applicant, and independently verified at the cost of the applicant.

Locally specific guidance on design and character is set out in the Council's Buildings of Townscape Merit Supplementary Planning Document (2015), which applicants are expected to follow for any alterations and extensions to existing BTMs, or for any replacement structures.

CONSERVATION AREA APPRAISAL

A conservation area appraisal aims to describe the special historic and architectural character of an area. A conservation area's character is defined by a combination of elements such as architecture, uses, materials and detailing as well as the relationship between buildings and their settings.

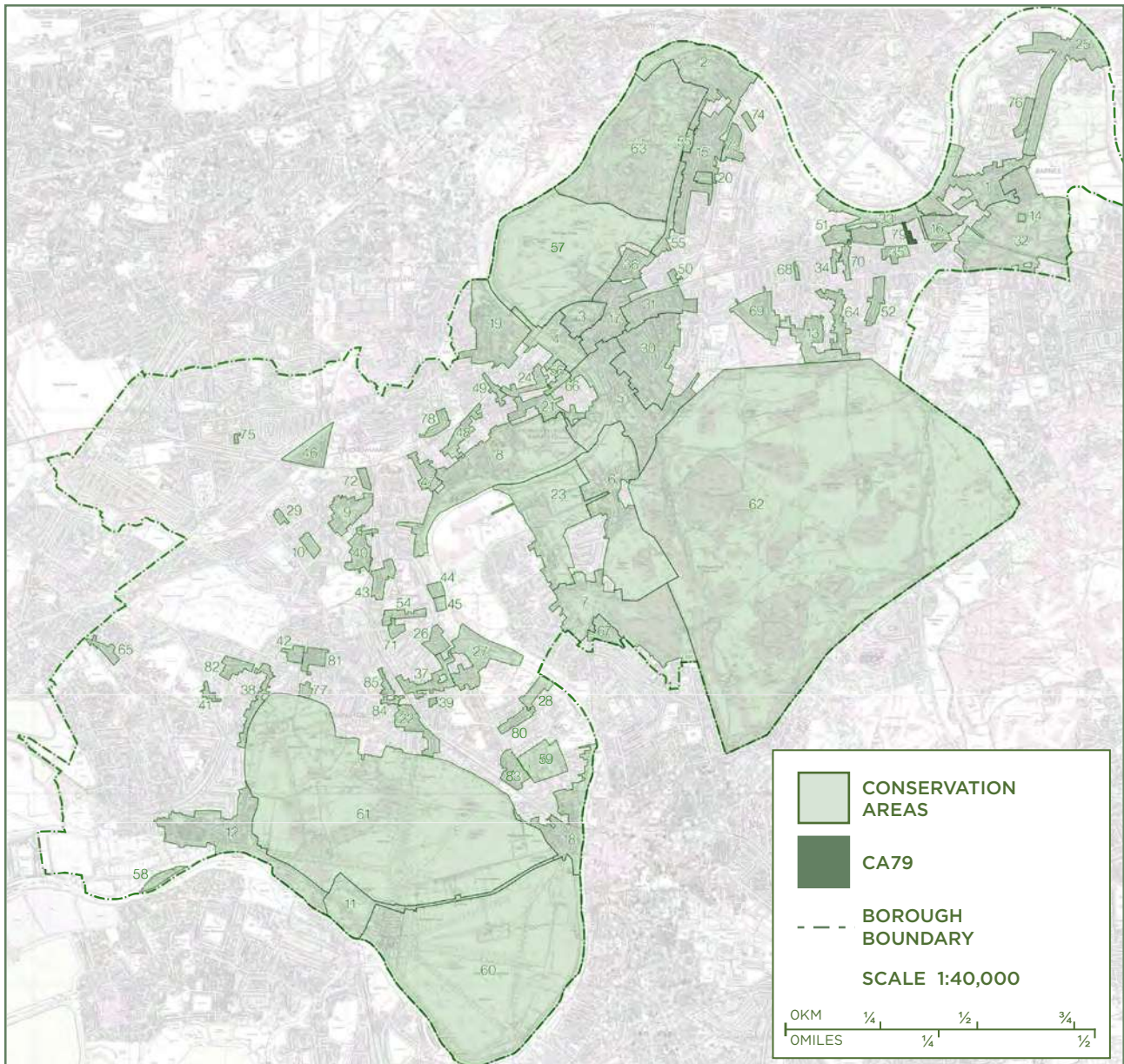
Many other elements contribute to character and appearance such as the placement of buildings within their plots; views and vistas; the relationship between the street and the buildings and the presence of trees and green space.

The conservation area appraisal is an evidence base rather than a planning policy document. This means that it is the main document for recording what is of principal importance in terms of character and appearance of each conservation area.

However, the relevant policies are contained within the Borough's Local Plan, specifically Chapter 4 'Local Character and Design'. Refer to the Council's website for the latest Local Plan.



CONSERVATION AREA APPRAISAL
LONDON BOROUGH OF RICHMOND UPON THAMES



Map showing Richmond Conservation Areas. Conservation Area 79, Cowley Road, highlighted.

- | | | | |
|----------------------------|---------------------------------|------------------------------|--|
| 1. Barnes Green | 23. Ham House | 45. Strawberry Vale | 67. Parkleys Estate (Ham) |
| 2. Kew Green | 24. Twickenham Park | 46. Rosecroft Gardens | 68. Holmesdale Avenue |
| 3. Richmond Green | 25. Castelnau | 47. Queens Road (Twickenham) | 69. Sheen Common Drive |
| 4. Richmond Riverside | 26. The Grove | 48. Amyand Park Road | 70. Sheen Lane (Mortlake) |
| 5. Richmond Hill | 27. Teddington Lock | 49. Crown Road | 71. Fieldend (Twickenham) |
| 6. Petersham | 28. Broom Water | 50. Sheendale Road | 72. Hamilton Road |
| 7. Ham Common | 29. Belmont Road | 51. Mortlake Green | 73. Burlington Avenue and West Park Road |
| 8. Twickenham Riverside | 30. St Matthias | 52. East Sheen Avenue | 74. Defoe and Ruskin Avenue |
| 9. Twickenham Green | 31. Sheen Road | 53. White Hart Lane | 75. Oaklands Estate |
| 10. Trafalgar Road | 32. Barnes Common | 54. Waldegrave Park | 76. Madrid Road |
| 11. Hampton Court Green | 33. Mortlake | 55. Kew Road | 77. Bushy Park Gardens |
| 12. Hampton Village | 34. Model Cottages | 56. Beresford Avenue | 78. Cole Park Road |
| 13. Christ Church Road | 35. Queens Road (Mortlake) | 57. Old Deer Park | 79. Cowley Road |
| 14. Mill Hill | 36. Kew Foot Road | 58. Platt's Eyot | 80. King Edward's Grove |
| 15. Kew Gardens | 37. High Street (Teddington) | 59. Normansfield | 81. Royal Road |
| 16. Thorne Passage | 38. Hight Street (Hampton Hill) | 60. Hampton Court Park | 82. St James's Avenue |
| 17. Central Richmond | 39. Blackmore's Grove | 61. Bushy Park | 83. Wick Road |
| 18. Hampton Wick | 40. Pope's Avenue | 62. Richmond Park | 84. Broad Street |
| 19. St Margarets | 41. Joanna Southcott Chapel | 63. Royal Botanic Gardens | 85. Church Road |
| 20. Lawn Crescent | 42. Mays Road | 64. Sheen Lane (East Sheen) | |
| 21. Cambridge Park | 43. Strawberry Hill Road | 65. Hanworth Road (Hampton) | |
| 22. Park Road (Teddington) | 44. Mallard Place | 66. Richmond Road | |

Statement of Significance

Summary of special architectural and historic interest of conservation area.

- Example of speculative terraced houses constructed in the early 1900s;
- High-quality early 20th century housing with front gardens, contributing to character and townscape;
- The architectural style in the conservation area is different from surrounding areas, with more elaborate designs;
- High-quality craftsmanship and design are evident in the ornamented, detailed façades, use of materials, and other architectural elements such as elaborate tiled entrances, casement windows with smaller upper lights, and decoratively glazed front doors;
- Designed in conjunction with the Cowley Mansion blocks, they are examples of aspirational housing of the early 20th century;
- Certain buildings may have a possible link to Sir James Horlick, known as the 'Malt Barron', a pharmacist and creator of the Horlicks Malt Drink Company;
- A small group of Victorian railway cottages situated along North Worple Way are of special interest and make a positive contribution to the historic street scene;
- Intact original front boundary walls.



Location and Setting

General character and plan form, e.g. linear, compact, dense or dispersed; important views, landmarks, open spaces, uniformity.

Cowley Road is a street of speculative terraced houses constructed in 1911 according to the date displayed in cartouches on the gables at regular intervals on both

sides of the road. The street was developed as aspirational housing, with more elaborate designs than any of the other terraces nearby, such as First or Second Avenue.

Together with the substantial number of street trees and front gardens, the development has a high-quality townscape which makes a positive contribution to the surrounding area.

There is a short run of Victorian railway cottages along North Worple Way that are older than the surrounding Edwardian development and are of interest, being designated Buildings of Townscape Merit.



Historical Development

Stages/ phases of historical development and historic associations (archaeology etc) which may be influencing how the area is experienced.

Historic plans show that the dwellings along Cowley Road and the Cowley Mansion blocks were designed by Charles H. Flack for a J. Horlick. OS Maps from 1910 show that the majority of Cowley Road and part of the land facing North

Worple Way were vacant at the time, with only part of the street developed alongside First and Second Avenues.

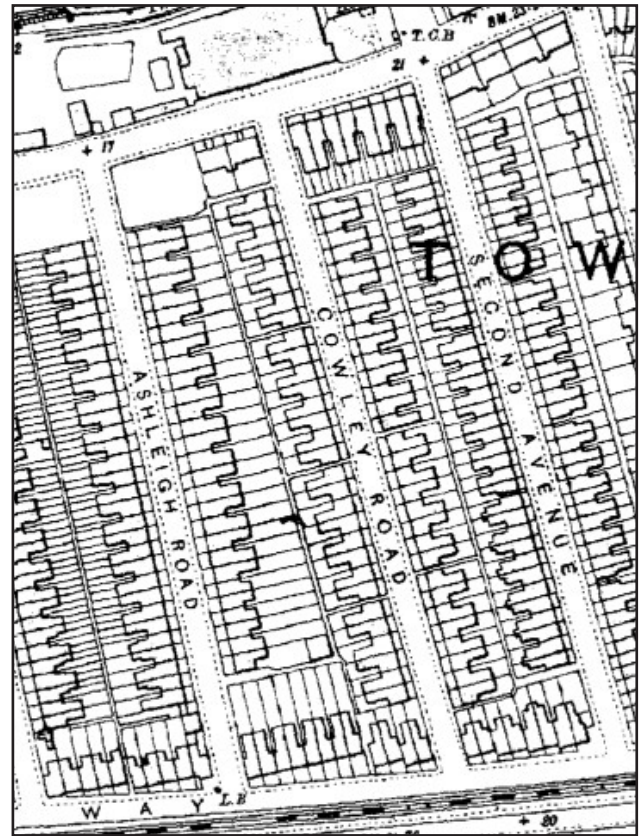
Buildings along Cowley Road were designed in conjunction with the Cowley Mansion blocks, and demonstrate a time in history when the development of aspirational housing was in demand as a result of greater prosperity in the early part of the early 20th century. It was during this time that access

to improved earnings, education and living conditions influenced the growth in community as well as the development of new forms of architecture and construction methods.

On each gable, signifying the centre of a group of 8 terraces, is a circular motif with a lion's head depicted in front of a sheaf, which is also used on the Cowley Mansion blocks.



1910s



1930s

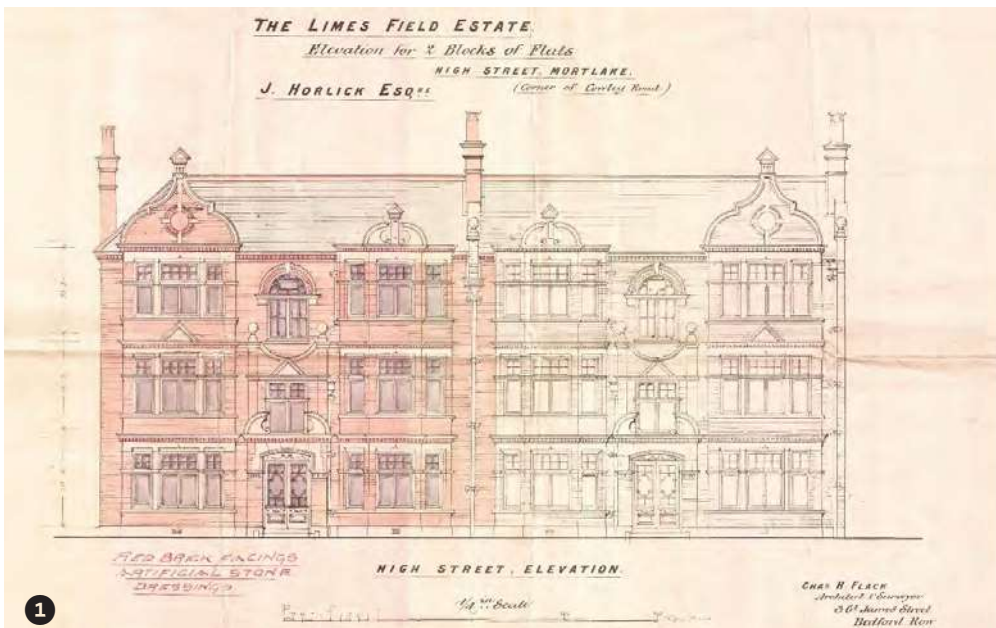
Historical Development

Although this motif has not been categorically verified, a search of J.Horlick indicates that there could be a link to Sir James Horlick, known as the 'Malt Barron', a pharmacist and creator of the Horlicks Malt Drink Company. Interestingly, James Horlick lived in a manor house in Gloucester called Cowley Manor and was in London at the beginning of the 20th century.

Both Cowley Road and Cowley Mansions along Mortlake High

Street share this Cowley name and the barley motifs on gables may therefore suggest a link to the malt company which James Horlick created.

An earlier phase of a small group of Victorian railway cottages is also situated along North Worpel Way and are of special interest as they make a positive contribution to the historic street scene.



1. Cowley Mansions

2. Dwellings along North Worpel Way

(source:
richmond.spydus.co.uk)



Architectural Quality & Built Form

Dominant architectural styles, the prevalent types and periods of buildings, their status and essential characteristics, and their relationship to the topography, street pattern and/or the skyline. Also important is their authenticity, distinctiveness and uniqueness of materials, design, form, texture, colour etc.)

The architectural style in Cowley Road is quite different from the immediate surrounding area and is readily identifiable. The detailing of the double-storey façades with the use of red brick, large Dutch gables, slate roofs, parapets, finials, double height bays, oriel windows and recessed porches is quite elaborate, and shows a greater sense of grandeur when compared to surrounding streets which are of more typical Edwardian construction and design.

High-quality craftsmanship and design are evident in the ornamented, detailed façades, use of materials, and other architectural elements such as elaborate tiled entrances, casement windows with smaller upper lights, and decoratively glazed front doors.

Given the small front gardens which are unable to be used for parking, most front boundary walls have remained intact.



9-24 (consecutive) North Worpole Way.



End of terrace in Cowley Road with prominent gable decoration, chimney stacks and hipped roof.



Cowley Road streetscape with low boundaries and street trees.



Cowley Road houses with double storey bays and decorative gables and entrance details.

Architectural Quality & Built Form



House on Cowley Road.



Houses on Cowley Road.



Houses on North Worple Way.



Houses on North Worple Way.

Architectural Details



Open Space, Parks, Garden & Trees

Private and public land, front gardens, trees, hedges and street greenery, parks, civic spaces their sense and contribution to the character and experience of an area.

As the front gardens are not able to be used for vehicles many are well planted, and boundary dwarf walls have remained intact. These features add to the character of the street, alongside mature street trees.



View down Cowley Road with mature street trees.



Pavements with street trees and low boundary walls front houses in Cowley Road.



Hedges and shrubbery in front gardens are features of the streetscape in Cowley Road.



Cowley Road streetscape.

Management Plan

PROBLEMS AND PRESSURES

- Loss of traditional architectural features (original design timber doors, windows, and tile surrounds) and materials due to unsympathetic alterations and extensions;
- Loss of original boundary walls and garden space for front lightwells and hard surfacing;
- Lack of coordination and inferior quality street furniture and paving;
- Poor-quality and disproportionate roof additions;
- Use of poor-quality products in building works such as uPVC, roofing felt and GRP products.

OPPORTUNITIES FOR ENHANCEMENT AND RECOMMENDATIONS

- Preservation, enhancement and reinstatement of architectural details, quality and unity that is preferably based upon historic evidence;
- Seek the reinstatement of front garden planting alongside planning applications for refurbishment, resist the loss of original boundary walls and seek that any lightwells are placed to the side and rear of properties and that hard standing is reduced;
- Coordination of colour and design and improvement in quality of street furniture and paving;
- Improvement of highways conditions and pedestrian crossings, and rationalisation of existing signage and street furniture;
- Seek to encourage excellent and proportionate design and use of better-quality materials which are sympathetic to the period and style of the building.

Streetscene:

- Retain/ reinstate traditional paving slabs, granite kerbs and channels;
- Lamp columns should be green-black finish;
- Other measures should accord with the guidance in the Public Space Design Guide.

References and contributions

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All site photographs by J Somers
and LB Richmond Council.

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Accessed March/ April 2017



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Produced by Urban Design
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Published 2020

Farsi

اگر در فهمیدن این نشریه مشکلی دارید لطفاً به میز پذیرش
در آدرس قید شده در زیر مراجعه نمایید تا ترتیب ترجمه
تلفنی برایتان فراهم آورده شود:

Arabic

إذا كانت لديك صعوبة في فهم هذا المنشور، فنرجو زيارة الإستقبال في
العنوان المعطى أدناه حيث بإمكاننا أن نرتب لخدمة ترجمة شفوية
هاتفية.

Punjabi

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਪਰਚੇ ਨੂੰ ਸਮਝਣ ਵਿਚ ਮੁਸ਼ਕਲ ਪੇਸ਼ ਆਉਂਦੀ ਹੈ ਤਾਂ ਹੇਠਾਂ
ਦਿੱਤੇ ਗਏ ਪਤੇ ਉੱਪਰ ਰਿਸੈਪਸ਼ਨ 'ਤੇ ਆਓ ਜਿੱਥੇ ਅਸੀਂ ਟੈਲੀਫੋਨ ਤੇ ਗੱਲਬਾਤ
ਕਰਨ ਲਈ ਇੰਟਰਪ੍ਰਿਟਰ ਦਾ ਪ੍ਰਬੰਧ ਕਰ ਸਕਦੇ ਹਾਂ।

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