

Twickenham Riverside & Queen's Road

CONSERVATION



AREA STUDY



LONDON BOROUGH OF
RICHMOND UPON THAMES

Planning & Building Control Department

Area no.

8/47

Introduction

Conservation areas were introduced in the Civic Amenities Act 1967 and are defined as "an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance." Designation introduces a general control over the demolition of unlisted buildings and the lopping or felling of trees above a certain size.

The Council is required by legislation to formulate and publish proposals for the preservation and enhancement of conservation areas. Its policies for the protection and enhancement of conservation areas are set out in the Unitary Development Plan (UDP). This study sets out how the policies will be applied to existing and proposed development in the conservation area(s), and therefore provide a framework for action by the Council, local residents, businesses, developers and statutory bodies. Conservation area studies form Supplementary Planning Guidance to the UDP.

Twickenham Riverside Conservation was originally designated on 14.1.91, then extended on 7.9.1982 to include Marble Hill and extended again on 29.1.91 to include Radnor Gardens. The Queen's Road Conservation Area was designated on 14.6.88.

History and Development

Queen's Road area

The King Street frontage of the Queen's Road Conservation Area has been developed since at least the C17th and is clearly seen on Moses Glover's map of 1635. The George dates from the late C17th and the majority of the other King Street buildings in the conservation area have C18th origins.

The area now occupied by Queen's Road and Grosvenor Road, formed part of one of the open fields of the medieval period. John Roque's map 1741-5 shows a large house (Holly House) approached by a formal avenue running north from Holly Road. The house was demolished at the end of the C19th. The nearby Grosvenor House was built in the early 170's and still survives albeit with an additional upper stor



extract from Moses Glover's map 1635

The Holly Road Garden of Rest was originally an overspill cemetery for St. Mary's church and was built in the C18th. The first place of worship in the area for non-conformists was opened in 1800 on Holly Road for the Methodists, the chapel survives today adapted as commercial premises. A new one was built in 1881 on Queen's Road. The first Roman Catholic church in Twickenham was opened in Grosvenor Road in 1883 and in 1893, St. James' RC School was opened. This has now been redeveloped as St. James' House.

The arrival of the railway in 1848 made a major impact on the area cutting across the northern edge. The original Twickenham station and its rectangular forecourt were built at the northern end of the newly laid out Grosvenor Road and Avenue Road (later Queen's Road). Most residential development took place between 1880 and 1895 in the form of imposing terraces or semi detached villas.



King Street, Twickenham.

Queen's Road Conservation Area

The character appraisals for each conservation area or sub-area summarise the special qualities of each particular part of the conservation area. It is these positive qualities which the Council is committed to preserving and enhancing (UDP Policy ENV10). Within each character appraisal, problems and pressures which have a negative impact and which are potentially damaging to the special character, are also identified. This enables a series of proposals for positive action to be prepared (see section 4), intended to reverse the damage or to preserve and/or enhance the character of the conservation areas.

As described in section 1, the Queen's Road area was developed during the boom years of the Victorian and Edwardian period when Twickenham was flourishing. King Street continues to be at the centre of the commercial town centre with Holly Road forming a transitional zone separating the quiet residential Queen's Road and Grosvenor Road area from the town centre.

Character Appraisal

King Street is a busy commercial "High" Street, currently dominated by traffic and its associated clutter of barriers and signage. The street is simply a route along which there is no pausing space for those on foot. At street level there is an array of mainly indifferent C20th shopfronts of varying design and proportion. It is a pleasant surprise to discover that above ground floor there is the same diversity but of good quality, C18th and C19th elevations.

Many of the buildings are narrow, reflecting the shape of the medieval burgrave plots they occupy. Red brick in a variety of hues is the predominant wall material. Buildings range between 2 and 3 storeys in height producing a broken skyline which is further accentuated by the mixture of parapeted eaves and pitched roofs.

Queen's Road breaks through the King Street facade as a narrow gap, although only part of Queen's Road is revealed because of its curve. The view is terminated by a tall solitary Cedar tree creating a strong silhouette in front of which the steeply pitched slate roof and stone gable elevation of the Methodist church are outlined. The displays of produce and cheerful canopies of the green grocers shop on the corner of Queen's Road add some colour to the southern section of Queen's Road which is otherwise architecturally unremarkable. The most striking building in this modest group is the old fire station building with an unusual pantiled



Ordnance Survey Edition of 1863

hipped mansard roof. The car dominates this section of Queen's Road as it provides the main access to the Holly Road car park.

Beyond the junction with Holly Road there is a change in character; the noise and activity of King Street is left behind and a quiet leafy residential road emerges, lined with late Victorian and Edwardian houses with the occasional more recent C20th intervention. Generally, there are no formal street trees and greenery is provided by vegetation in the small front gardens. The houses are arranged in terraces or as semi detached pairs and the predominant building materials are brick, yellow stock or gaults and grey slate for roofs. There is a wealth of architectural detail in the form of; contrasting red brick decoration; white stucco architraves, string courses, bay windows and basements.

The height and grandeur of the houses increases northwards along Queen's Road with houses rising from modest two storey cottages to generous three and a half storeys town houses. This transition begins opposite the church with a striking late C19th terrace. The long slate roof is punctuated by party wall parapets from which wide chimneys topped with lines of pots rise to break the skyline. A break in the houses suddenly reveals the full impact of a bland multistorey 1960's office building, Queen's House, set within a bleak expanse of Tarmac car parking. Its gateway is wide and utilitarian in appearance with the blank gable ends of the houses accentuating the starkness.

The western side of the road is dominated by the strong repeated rhythm of the grey slated gables and bay windows of a long terrace of Edwardian houses. Queen's Terrace marks a change in the streetscape; until this point the buildings sit close to the road behind well

vegetated, small front gardens which have well defined, low boundaries. In contrast, Queen's Terrace is set well back allowing large trees to grow along the front boundaries. The trees soften the perspective along the road and provide welcome greenery in the summer months. Unfortunately in many cases the deep front gardens have been converted to car parking and boundary definition and soft landscaping has been lost.

Queen's Court is an unusual 1950's building containing flats. It is of good quality and its unaltered design respects the form of surrounding development and the front garden has survived as originally designed. The tallest houses terminate the northern end of Queen's Road and front gardens return to being small and well defined. The style of the houses varies from Italianate to a quirky Gothic characterised by use of decorative red brick and diamond shaped black ceramic tiles.



The Albany Hotel

The abrupt bend into Station Yard terminates views to the northern extreme of the conservation area. The former Station Yard is a large, neglected and rundown open space with little character. The Albany Hotel survives as a public house which, although now slightly shabby, is an imposing Italianate stucco building. The space is bereft of significant forest trees and general planting with the air of neglect is reinforced by the poor appearance of the bus turning and secure lorry parking areas. Tall trees in the rear gardens of the Victorian villas along Station Road soften the view from Station Yard.

In the northern section of Grosvenor Road there is virtually no through traffic and the road is mainly residential. The houses are terraces of 2 storey, simple Victorian cottages built in yellow stocks with shallow pitched slate roofs. The character is therefore different from Queen's Road as the cottages have a slightly rural charm. Beyond the confines of the immediate street the tall commercial buildings of King Street and London Road, and Queens House intrude on longer views.

An idiosyncratic detached Victorian house, no. 21, hides a long narrow path leading to a picket gate. Concealed behind the gate is the Grosvenor Road Room, a single

storey weatherboarded and corrugated iron clad building. Its pastel blue paint is beginning to peel but the building has great charm seeming to be far removed from the late C20th. The long low slate roof is topped with red clay ridge tiles and can be seen between buildings in Queen's Road. Further along Grosvenor Road another backland plot is occupied by a series of 2 storey workshop buildings dating from the mid C19th. They have been much altered but still support a number of small businesses. The workshops themselves are unremarkable visually but their presence is signified on the road by an imposing brick building with its three storey gable end rising from the back of pavement.

In the southern part of the road the domination of more recent commercial buildings cause a dramatic change in character. In this otherwise unattractive part of the road it is a welcome surprise to discover Grosvenor House set behind iron railings within its immaculately kept garden (including the striking blue/green foliage of a mature Blue Atlas Cedar). The most dramatic view of this early C18th house is from London Road where it terminates the short vista along Holly Road.

Holly Road, medieval in origin and is a narrow lane which winds around the backs of the King Street buildings. It bends around the Holly Road Garden of Rest which is an oasis of green space acting as a buffer between the noisy commercial King Street and the peaceful residential area behind. The main entrance has a sense of gothic drama with a pair of stone capped, full height gate piers framing a large cedar tree which towers behind.

Unfortunately views out of the gardens are not as exciting. The south east corner of Holly Road is dominated by a large unattractive expanse of tarmac service area, which is currently used for car parking. A few large trees have survived and grow through the surfacing to provide some greenery. Outbuildings along the southern edge of the road are used for light industrial and workshop use, including a unassuming building which was originally a pair of early C18th cottages, which adjoins an alley of medieval origin, linking Holly Road directly to King Street. The high walls forming its edges exaggerate the narrowness of the alley. The fronds of a weeping willow tree, sited within the George PH yard, overhang the road and provide a pleasant contrast to the slightly grimy, ramshackle commercial character of the buildings which line the south side of the road.

To the west beyond the junction with Queen's Road there is much more vehicular traffic with cars and pedestrians competing for the limited amount of available road space. The small businesses occupying the outbuildings and workshops generate activity which add to the colour and vitality of the area. Although not of great architectural or historical importance the Victorian cottages at the western end of Holly Road have a robust charm despite their many alterations.

Problems and pressures

The residential areas have suffered from piecemeal C20th redevelopment of unsympathetic scale and detail, which has eroded the quality of the streetscape. The massive proportion of some of the Victorian houses is excessive for modern family needs and many have been crudely converted into flats. Such conversion results in loss of front gardens, soft landscaping and boundaries which devalues the townscape. Holly Road Garden of Rest provides the only pleasant public open space as the Station Yard, although large is desolate and is an underutilised asset with potential for significant improvement. Holly Road has been identified in the UDP as an area which requires improvements to servicing arrangements and to its appearance (T21). The car park is well used but connections from this area to King Street are poor and of low quality giving a negative impression of the town centre.

Queen's Road

- Vehicle domination of southern section and poor quality of pedestrian environment.
- Unattractive appearance of Queen's House entrance and car park, including the stark exposed gables of adjoining houses.
- Excessive height dominates views within this area.
- Wide view through to unattractive garages at rear of nos. 6 and 8.
- Unattractive appearance of boundary walls to Albany PH.
- Exposed appearance of railway boundary along Station Road and Yard.
- Grosvenor Road
- Some degradation and loss of front boundary definition.
- Boundary of police station is very stark and unattractive.
- St. James' House and the halls of residence are and too high for the scale of the area.
- Views in to service areas along London Road damage the quality of the conservation area.

Holly Road

- Entrance into Queen's House is unattractive and intrusive.
- Narrow alley to King Street is under used.
- Conflict between pedestrians and vehicles in western section of the road.
- Poor appearance and quality of boundaries and surfacing of service areas of King Street properties.
- Cylindrical metal bollards on corner with Queen's Road are inappropriate.



Shopfronts

An important objective of this study is to retain and improve the quality of shopfronts within the conservation area. As part of a number of measures intended to promote their survival, discretionary shopfront grants may be available from the Council. These grants are suitable for those wishing to repair an original shopfront or replace an existing ill considered newer shopfront with a design more sympathetic to the character of the conservation area.

The following shopfronts are of sufficient architectural or historic interest to justify their retention and applications for their replacement will normally be refused:-

King Street nos. 18-22 (even), 34, 56, 60

It is proposed that those shopfronts listed above which are not currently listed or included on the Schedule of Buildings of Townscape Merit should be added to the Schedule. Therefore, the following shopfronts will be added to the Schedule:-

King Street nos. 18, 20, 22, 56

The following are shopfronts of sufficient quality to justify restoration of missing features and alteration of minor features as opposed to wholesale replacement of the entire front:-

King Street nos. 2, 4, 8, 16, 36, 40, 42, 44, 48, 54, 62,

The shopfronts listed below are more recent and are of poor design and inappropriate materials and proposals for their replacement would be welcomed. The objective is not to produce a slavish reproduction of a Victorian shopfront but to avoid a strident conflict between the old and new frontages and to create a street streetscape of some interest and continuity. Designs which respect the proportions and materials originally typical to the group will be sought.

King Street nos. 6, 12, 14, 24, 26, 28, 30, 46, 50, 52

The Council will publish separate and more detailed guidance for shopfronts within the Twickenham Riverside and Queen's Road conservation area, which will be issued to shopkeepers and also available on application. This will assist in negotiations on planning applications and guide owners and tenants concerning repairs or minor alterations not requiring planning permission.

Whilst the appearance of shop fronts is vital to the character of an area other factors such as traffic movement, parking arrangements, environmental quality, local support and the economic situation all contribute towards the creation of a successful shopping area. Other proposals made within this study are intended to enhance the appearance of the shopping area.

Twickenham Riverside Conservation Area

Twickenham Riverside Conservation Area was originally designated on 14.1.69, then extended on 7.9.82 to include Marble Hill and extended again on 29.1.91 to include Radnor Gardens.



St. Mary's Church, Twickenham.

History and Development

Twickenham town centre and riverside Archaeology

Pottery and flints discovered in a Church Street dig of 1966 date from 3000 BC and provide the first evidence of man in Twickenham. The river bed between Eel Pie Island and Twickenham has produced other important finds. Evidence of the Roman occupation has been provided by a number of scattered archaeological finds.

Saxon and Norman Twickenham

The Domesday Book of 1086 does not mention Twickenham individually because it formed part of the Manor of Isleworth but it is estimated that Twickenham consisted of approximately 25 households. During the C11th the population grew and Twickenham expanded; the village was centred around the church, extending in a linear form along Church Street and King Street with narrow lanes running down to the riverside. Recent archaeological excavations at the rear of 29 and 31 King Street revealed medieval rubbish pits, probably associated with buildings at the western edge of the settlement.

A church is thought to have been established on the site of the present St. Mary's church by the end of the C11th. The oldest part of the present church is the stone tower which dates from the C14th, the nave of the same date fell into serious disrepair and finally collapsed in 1713 (it was later rebuilt by John James, the architect of Orleans House).

C15th, C16th and C17th

The manor of Shene (Richmond) had been transformed into a royal palace during the C15th by both Henry V and Henry VI. This, coupled with Henry VIII's development of Hampton Court into another fully fledged palace in the early C16th, had an enormous impact on Twickenham which lay between the two. Courtiers, poets, painters and nobles associated with the royal household began to build fashionable houses along the Thames as summer and weekend retreats from the increasingly noxious City of London. The map of 1635 by Moses Glover clearly shows the Thames and Eel Pie island and the street pattern, much of which survives today.

C18th onwards

The concept of a villa set in a natural landscape as a classical retreat for the cultivated man emerged in the first decades of the C18th and ultimately formed the basis of the English Landscape Movement epitomised by the work of Lancelot 'Capability' Brown. The decision of Alexander Pope, the poet and satirist, to move to Twickenham was of great importance. He leased a property in Cross Deep from 1719 which he adapted and extended, with architectural advice from Lord Burlington, to create a classical villa facing the Thames. Pope lived in the villa until his death in 1744 taking great pleasure in the laying out of the grounds with professional assistance from William Kent and Charles Bridgman. Cross Deep separated the house from its riverside gardens so Pope built an ornamental grotto under the road to act as an ingenious link. The villa was eventually demolished in 1808 but the grotto survives lying beneath the science laboratory of the present day school.

In this spirit, a perfect new Palladian villa called Marble Hill was built between 1723-9 for Henrietta Howard, Countess of Suffolk. The elegant, white villa was set in a purpose built riverside garden designed by Pope and Bridgman. In 1887 the house was bought by the Cunard family who planned to demolish the house and develop an estate of suburban houses on the grounds. There was uproar locally, especially with regard to the impact on the famous view of the Thames from Richmond Hill. Fortunately in 1902 the house and grounds were saved by a consortium of local authorities and private donors for public use and enjoyment and are now in the care of English Heritage. As a result the Richmond, Petersham and Ham Open Spaces Act was passed in 1902, which in conjunction with various covenants, was designed to protect views and prevent building in some areas.

Orleans House was designed in 1710 by the architect John James for James Johnston, a Scottish politician. The Octagon was added in 1718 and was designed by the architect James Gibbs. The house only acquired its present name in 1815 after Louis Phillipe, Duc d'Orleans stayed there. By the late C19th Orleans House became the property of a gravel company who demolished most of the house. The remnants of the house included The Octagon and were bought by Mrs Basil Ionides when she bought the adjacent Riverside House. On her death she bequeathed her riverside properties to the local authority and the Octagon now forms the central feature of Orleans House Gallery.

The opening of Richmond Bridge in 1777, connecting Richmond directly to Twickenham for the first time, dramatically increased traffic through Twickenham. The arrival of the railway in 1848 signified the end of Twickenham's era as a suitably quiet location for grand riverside villas. Large estates started to be broken up and sold off as plots for speculative housing to accommodate the expanding ranks of middle class commuters. Between 1801 and 1901 the population

increased dramatically from 3000 to 21,000. By the end of the C19th Church Street had become a pinch point between Richmond and Twickenham. It could not be widened so a new road, York Street, was created in 1899; older properties were demolished and the ancient street plan altered.



extract from London in 1741-5 by John Rocque.

Eel Pie Island

Early maps show that Eel Pie Island was originally 3 separate islands, which became two and subsequently one. The eastern and western wooded ends were originally separate islands, and were also susceptible to flooding which is why they have remained uninhabited to the present day. The island has been known by a number of different names including: Twickenham Ayte, Goose Eyte, and Parish Ayte. Licensed premises are recorded as early as 1743, and by 1786 an inn known as the White Cross was well established. It was replaced in 1830 by a much grander building renamed the Island Tavern. It proved to be a very popular spot for boat trips and excursions and the visitors readily consumed the eel pies which were part of its fare. By the mid C19th it had become known as the Eel Pie Tavern and the island took its current name.

By 1893 the appearance of the island had changed dramatically with the establishment of boatyards, the construction of the Twickenham Rowing Club boathouse and a ferry operating between Water Lane and the island. In 1899 the hotel was sold and some of its land was auctioned off as lots for development as private homes or as businesses. As the C20th progressed the popularity of the hotel declined steadily as tastes changed. By the 1950's the hotel found a new lease of life as a jazz club and was successful enough for the owner to fund the construction of the footbridge (opened 1957) linking the island to Twickenham. The hotel continued to attract young people with the appearance of fledgling pop groups like the Rolling Stones. Sadly, by the late 1960's the hotel was empty and fell into disrepair and after a fire it was demolished in 1971. The site was redeveloped with modern townhouses.

Twickenham Riverside and Conservation Area

Apart from the Royal parks, the Twickenham Riverside Conservation Area is one of the largest and most varied in the Borough. For ease of appraisal it has been divided into the following sub-areas each with its own distinct character:-

Marble Hill
Lebanon Park
The Riverside
Eel Pie Island
The Commercial Centre
Cross Deep

Marble Hill

Marble Hill House and park form a substantial portion of the eastern section of the conservation area. the C18th Montpelier Row and Orleans Road are contemporary; consequently the general form of the area has changed little over the last two centuries. The most dramatic changes to the area have been; the transfer of the park from the private to public realm; the creation of the raised embankment to accommodate the towpath in the 1920's; the gradual suburbanisation from the late C19th onwards of the area surrounding the park and the intensification of

traffic using the Richmond Road. Marble Hill Park is designated as Grade II* on the English Heritage Register of Parks and Gardens.

Character Appraisal

A swathe of mixed trees line the boundary of the park and Richmond Road through which an expanse of well trimmed grass can be seen. The lawn is edged on the north and west boundaries by the remnants of the former shrub planting. The focus of the Park is the beautiful white stucco Palladian villa. It sits centrally against a backdrop of foliage, its simplicity and a symmetry make it appear almost like a stage set. The C19th single storey lodge at the park entrance serves as a reminder that the grounds were originally a private estate.

The park is well used by visitors and local residents. It accommodates a wide range of informal activities as well as sports. Whilst the grounds become busiest during the summer when a series of outdoor concerts is also held, jogging and dog walking are popular throughout the year. Tucked out of sight from the Richmond Road on the site of the original kitchen garden is a popular but garish adventure playground, day nursery and maintenance area. Other buildings within the park include an attractive stable block which has been successfully converted into staff accommodation, with a cafe and toilet facilities for the public. The park is a Site of Local Importance for Nature Conservation.

Once beyond the Richmond Road side of the house the impact of the town fades and the park becomes more peaceful. Contrasting with the rural character of the park either side, immediately between the house



An early engraving of 'A view of the Countess of Suffolk's House near Twickenham' now known as Marble Hill House

and the river are the remnants of the tree frame which created the once famous vista from the river. The recently restored grotto now sits rather incongruously in open lawn. Avenues of trees mark the edges of the garden containing between them the lawn which sweeps down towards the river in a series of now ill-defined shallow terraces.

The gardens are stopped short of the Thames by railings which separate the grounds from the well used, raised towpath which runs along the entire length of the Marble Hill river frontage. Its appearance is unfortunately rather urban, with Tarmac paving and municipal street furniture, causing it to sit uncomfortably between the designed landscape of Marble Hill and the more natural landscape of the Ham bank. The towpath is enlivened by Hammerton's Ferry and the colourful collection of river craft moored close by.

Marble Hill is a significant feature of views from outside the conservation area. Views from the Ham bank are important as the house was designed to be seen from the river set within a dramatic formal vista. Tree and shrub growth are now in danger of obscuring these views. Marble Hill is also an important feature within the famous view of the Thames from Richmond Hill.

Overlooking Marble Hill from a closer point is Montpelier Row with its elegant terraced town houses lining the west side of the road. The road is quiet and has an air of exclusivity. The 3 storey C18th terraces are built in brick although some houses are now rendered. The facade is almost flat with thick, white painted, exposed sash boxes almost flush with the brickwork. The roofs are hidden behind a parapet giving a strong horizontal emphasis to the elevation. At street level there is a wealth of high quality architectural detail and embellishment provided by an array of decorative doorcases and fanlights as well as iron railings and overthrows forming well defined front boundaries enclosing pretty front courtyards. The road terminates in a dead end at the impressive gates of the C18th Southend House.

The east side of the row is lined with a deep band of trees and shrubs, forming an informal soft green edge into which a number of parking bays ingress, some with a negative visual impact. The vegetation is interrupted by the occasional intrusive single storey garage; and at the southern end an attractive C18th cottage and a pair of picturesque Victorian cottages.

The conservation area extends north of Montpelier Row to encompass part of the Richmond Road. A parade of three storey red brick Edwardian shops forms the corner of Crown Road. The corner of this parade has now gained importance as a visual focus as a result of the recent introduction of a mini-roundabout although this has highlighted the shabbiness of the corner shop unit. The upper elevations are restrained but the roofline is more dramatic with large gabled

dormer windows punctuating the mansard roof. At street level the shopfronts provide colour and activity, with forecourt space sometimes utilised for displays.

Occasional mature trees including some cedars rise from behind the high wall concealing Orleans Park School providing interest and breaking its monotony. Parked cars on either side of the road provide an effective, if not picturesque, buffer between the pedestrian and the busy through traffic.

The north side of Richmond Road contains a distinctive group of six pairs of early C19th cottages with deep front gardens, well stocked with vegetation which forms a green buffer between house and road. The unaltered shallow pitched slate roofs and pretty decorative timber porches contribute to the surviving rural character of this group.

The Crown public house is situated on the Richmond Road next to Montpelier Row, and although it also dates from the mid C18th it has been altered and with its modern paraphernalia of pub signage and advertising lacks the same elegance and quality. A single large sycamore tree towers over the cottages of Orleans Road and acts as a focus for views half way along the road. Looking southwards a narrow very picturesque perspective is revealed with the tall trees of Marble Hill visible in the distance. The intimacy of this former mews is emphasised by the buildings which rise directly from the back of pavement, and is reinforced by the variety of building materials and styles and individual planting of scarce external space.

The character of the road makes a transition from urban to rural, becoming a leafy, tree lined lane leading downhill towards the Thames, hidden from view by trees at its southern extremity.

Problems and pressures

Marble Hill Park is a popular public open space and there are potential conflicts between its management as such and its management as an historic landscape. English Heritage are aware of this and are to produce a management plan (possibly during 1998). The UDP contains a proposal too for enhancement of the Marble Hill landscape whilst preserving views from the road, and improvements to the sports pitches (T24).

The shops on this stretch of the Richmond Road are isolated from the town centre and therefore tend to be specialist in nature, unfortunately often trading on the margins of economic viability. This has led to lower levels of maintenance and poorer quality shop signage and advertising than would be desirable. Higher levels of car ownership are affecting the appearance and character of Montpelier Row. The adaptation and refurbishment of stable buildings and outbuildings in Orleans Road for housing combined with increased car ownership has caused similar problems.

Marble Hill House and Park

- Inappropriate siting and grouping of signage and street furniture, particularly at entrance points.
- Appearance and quality of path surfacing, including the raised towpath, is poor in places, urban in appearance and inappropriate in character; the immediate floorscape to the front of Marble Hill House is unattractive and uninspiring.
- The siting of tennis courts, cricket nets and putting green immediately in front of the house detracts from the views from Richmond Road.
- The appearance of the adventure playground and day nursery is stark and unattractive.
- The dog free zone is poorly designed and should not be sited in direct view of the river on the main approach along the drive towards the villa.
- Uncontrolled tree and scrub growth along towpath is now obscuring the vista between the river and the house.
- Character of the grounds has been eroded over time to become that of a municipal open space.

Orleans Road, Montpelier Row and Richmond Road

- Access arrangements for the gallery are unclear, the gardens could be improved as could the appearance of the park opposite; the public toilets are an eyesore and the appearance and siting of the children's playground are incongruous.
- Boundary treatment and appearance of Crown public house is poor.
- Car parking spaces have been created in soft landscape of the east side of Montpelier Row by using paving slabs and other similar materials which detract from the character of the Road.
- Metal garage doors to Orleans Road are unsightly.
- Shopfronts have become cluttered with inappropriate blinds, signage and adverts.

Lebanon Park

Lebanon Park is a very distinctive street of Edwardian houses built on the grounds and site of a large villa, Mount Lebanon, which burnt down in 1909. The grounds were set between the Richmond Road and Riverside on the gentle slope towards the river. This sub-area is unusually well defined, with the form and layout of the housing development little altered since its inception.

Character Appraisal

The entrance into Lebanon Park from the Richmond Road is marked by tall 3 storey terraces on either side. The western block contains a parade of well

proportioned shops with flats above. The original shopfronts were of high quality with some unusual details, many of which survive. However, the buildings above are of unremarkable design, however, the original sash windows remain with their subdivision unaltered. The slate roof is supported at eaves level by white stucco brackets above a plain cornice. This architectural device links these outer buildings visually to the rest of Lebanon Park where it is used throughout.

Lebanon Park is lined with street trees, the road gently slopes down towards the hidden river. It is a peaceful, pleasant haven from the noise and traffic of the Richmond Road. The architecture is dramatic with vibrant orange/red brickwork enlivened by embellishments such as terracotta panels, white stucco, ornate white painted timber barge boards and porches. The white contrasts vividly with the rich tone of the brick. Gables topped with timber finials and contrasting decorative ridge tiles create a strong rhythm in the slate roofscape, the slope of the road accentuating the effect. The eye is drawn along the road by horizontal bands of white stucco.



Lebanon Park, Twickenham

Houses are designed as pairs, set back from the pavement behind small front gardens. Pavements are of concrete paving slabs edged with granite kerbs reinforcing the high quality urban residential character. Front boundaries are well defined by low brick walls and timber fences with low gates onto front paths. Many of the decorative ceramic tiled paths survive ranging from simple black and white designs to more complex polychromatic chromatic patterns.

Lebanon Park has a small offshoot to the western side which was originally a cul-de-sac. Whilst the houses are of the same quality and design as those in the main part, this section has a slightly different townscape character. There are no sequential views, instead a straight vista towards the walls of York House Gardens and not such a sense of enclosure. At its southern extreme Lebanon Park forks, with an individual more idiosyncratic single house forming the apex of the resulting peninsula.

Problems and pressures

The main pressure for the shops is economic survival, vacant units indicate the difficulties faced by small businesses in this location. The residential area is of excellent quality and is very attractive. The desirability of its location often means families wishing to expand their living accommodation without moving and attempt to adapt houses often to the detriment of the appearance of the conservation area. Car parking remains largely on street with the controlled residents parking zone resulting in little need for car parking on front gardens. Unfortunately, the parking signage itself has become intrusive.

- Pressure to insert new dormer windows into uninterrupted roof slopes.
- Visual intrusion of resident parking signs on galvanised poles.
- Obtrusive advertising hoarding sited on gable end of shopping parade.
- Norway maples used in the southern section of the road are an inappropriate species of street trees for this area.
- High quality of original shopfront design is being gradually eroded.

Twickenham Riverside

The Embankment to the west was the town quayside and thrived as a busy wharf until the end of the C19th. Narrow lanes connected the riverside to the commercial streets of the town centre. From the Embankment eastwards large villas and houses were constructed along the river edge culminating in the extensive grounds of Marble Hill House. A lane, Riverside, connecting the Embankment to Orleans Road separated the houses from their river edge, leaving a narrow wedge of riverside garden remote from the houses.

The Embankment is no longer a busy commercial quay but is a busy area of urban public space. Some of the larger houses have been demolished and their land subdivided and redeveloped as housing, but the essential form of the area survives unchanged. Environmental quality is high with much of the historic fabric surviving intact, notably, C18th buildings, narrow lanes and footpaths bounded by high brick walls, all interspersed with mature trees which create an important backdrop to the built form. Riverside is an important route, channeling traffic between the Embankment and Marble Hill, making the transition from a vibrant urban character to a more peaceful rural one.

Character Appraisal

Riverside is a narrow lane, with no pavements for most of its length. Much of it is enclosed by high C18th walls creating a tunnel effect with restricted views. Vegetation clings to the tops of the dull red brick walls with the canopies of mature trees visible behind enhancing the powerful sense of enclosure.



extract from an early engraving of Orleans House

Adjacent to Orleans House Gallery are informal woodland gardens interspersed with meandering paths. Although publicly accessible the area is discreetly sign posted and is used mainly by local residents who benefit from its quiet seclusion. Orleans House Gardens are a Site of Local Importance for Nature Conservation. During the summer months views are restricted within the woodland by dense ground level vegetation. The unusual and striking form of the Octagon can be glimpsed through foliage from Riverside.

The eastern end of Riverside separates Orleans House Gallery from Orleans Gardens which form a small public park onto the river. The brick wall forming the edge to the road is low at this point allowing views across the park to the Thames and Ham on the opposite bank. The park has a municipal character and appears slightly run-down but there is a significant row of mature horsechestnuts lining the edge of the towpath on the river bank. The slipway and jetty at the eastern end of the riverside is the focus for the vista from Ham House and also provides impressive views downstream along the Thames to the Star and Garter building on top of Richmond Hill. Hammerton's Ferry is in the foreground of this view providing colour and activity.

Long views along Riverside are truncated by a ninety degree bend where a delicate cast iron footbridge crosses the bend at high level, almost lost within the foliage of surrounding trees. Westwards of this point the lane widens and views begin to open up, the leafiness interrupted by a small group of whitewashed C20th houses set above the level of Riverside. Often visible are wavy bands of flotsam and jetsam stranded on the road surface acting as a reminder of the nearby presence of the tidal Thames. The river is finally revealed at close quarters by a narrow glimpse along the now derelict slipway of Twickenham Ferry. The remaining sense of enclosure vanishes soon after with the appearance of the wide shingle beach and slipway belonging to the White Swan public house which is frequently used for the launching of boats.



Twickenham Riverside (next to White Swan public house)

Views towards this area are dominated by the substantial 2 storey canted bay window of Ferry House. This building forms one end of an excellent group of unusual whitewashed C18th houses. All these buildings share the same slightly frivolous Regency seaside character. At one point the pavement rises up to a metre above the road level and this combined with the raised floor levels and ingenious wall and gate details ensures that the houses do not flood at high tide.

The terrace of idiosyncratic riverside houses wraps neatly around the corner of Sion Road to become an elegant red brick terrace of early C18th town houses. The eye is drawn up hill by the strong horizontal emphasis of the unusually decorated overhanging eaves. Opposite, the high walls of York House Gardens tower over the narrow road. The sense of enclosure in this southern section of Sion Road is strengthened by the proximity of the house fronts to the pavement. Tiny forecourts are strongly defined by simple iron railings and gates often smothered by climbing plants.

At the junction of Sion Road and Ferry Road the scale of building decreases to that of modest 2 storey Victorian cottages and single storey outbuildings. The road is very narrow and although picturesque has a working character rather than the subtle grandeur of Sion Road. A charming terrace, Redknaps Cottages (built 1854), closes the view along Ferry Road from Sion Road as the road bends sharply through ninety degrees. Unfortunately a rooflight mars the texture of the dark red pantiled roofs. The section of Riverside west of the junction with Sion Road returns to its former enclosed tunnel-like character until it emerges at Champions Wharf. Above the walls, trees and vegetation can be seen from the road and provide a tantalising clue to the existence of the gardens. Views along the road are focused on the crooked masonry

bridge which passes overhead linking the gardens. The bland and sterile character of Champions Wharf is redeemed by a mature white willow and the wonderful views through stone balustrading across the Thames to the working boatyards and slipways of Eel Pie Island.

A shadowy doorway opens onto a shady riverside path which contrasts with the adjacent hidden formal Italian garden. The western section is dominated by the dramatic sculptured figures (so cheekily glimpsed from Riverside) of its fountain. Further exploration of the gardens involves crossing the stone balustraded bridge whereupon the magnificent York House is discovered for the first time.

The Embankment is an unexpected and unique place. The quay is littered with fixtures and fittings from its days as a busy wharf. The floorscape is varied with many textures and materials such as brick, stone, gravel, and setts; perhaps best illustrated at the base of Church Lane and the adjacent slipway. The tidal nature of the river, and the buildings and equipment associated with the working boatyards of Eel Pie Island make an enormous contribution to the interest and character of the Embankment. The view upstream is of great importance as direct contrast to the Embankment itself, the Thames curves into the distance lined by a thickly vegetated, apparently rural landscape. Another important view is that into Twickenham obtained from King Henry VIII's Mound in Richmond Park, allowing the intricacy and small scale of the Embankment to be appreciated.

Horse chestnut trees line the Twickenham bank separating a wide promenade from the road area. The promenade is lined with seating and is popular and busy throughout the year as a recreational space. However, the section outside of the disused swimming pool is less well used; extensive car parking and the 'dead end' of the Embankment deprive it of potential interest. A grassed area at the base of Water Lane provides an indeterminate but well used piece of green space.

From the river's edge views back towards the town itself reveal the original core of the riverside village. A complex roofscape of small, 'higgledy-piggledy' roofs in red clay pantiles and grey slates belongs to closely spaced houses and cottages, many of which have C17th and C18th origins. Narrow lanes run down hill from the town centre to the quayside. The footpath between the close knit houses provides the best way of appreciating the charm and small scale detail of the historic village core. It curves gently around the backs of the historic riverside inn, the Barmy Arms, and the Mary Wallace Theatre. The path eventually emerges half way up Church Lane giving a wonderful view of the church and graveyard.

Problems and Pressures

The major problem within this sub-area is the disused pool site which has blighted the western end of the Embankment and is something of an anticlimax when compared to the generally high quality of the rest of the area. The UDP and Thames Landscape Strategy have covered this issue in detail.

Detailed problems and pressures are listed below some of which reinforce those identified within the Thames Landscape Strategy (1994) and a report on York House and its gardens by Donald W. Insall and Associates (1988).

Champions Wharf and Embankment

- Erosion of working character of the Thames at Twickenham Embankment.
- Negative impact of car parking on the appearance and use of the Embankment.
- Intrusion of large scale buildings elsewhere in Twickenham on the intimate character of the waterfront.
- Champion's Wharf is an uninteresting and poorly designed space which is under used as a result. Mature willow is diseased and is in decline.
- Poor quality of road surfacing and texture of Wharf, Bell and Water Lanes especially when compared to that of Church Lane.
- Metal benches are damaged and unattractive, with a selection of litter bins in contrasting styles.

Riverside

- Pre-cast concrete lighting columns are out of character and in poor condition.
- Cast iron footbridge is in a poor state of repair.
- Twickenham Ferry slipway is unkempt and signs for Ham House are misleading.
- Pre-cast concrete bollards to White Swan riverside are damaged and of inappropriate character.
- Tarmac road surface in southern section of Sion Road detract from the setting of the listed C18th terrace, original granite setts survive at junction with Riverside.
- No access into York House Gardens from Riverside, no signage indicating current available access points. Poor condition and quality of street furniture.
- The simple character of Redknap Cottages has been eroded by the addition of porches, balconies, bay windows and rooflights; and by the installation of inappropriate 8 over 8 paned sash windows.

Orleans House Gallery and Gardens

- Entrances into the gallery building are confusing and ambiguous, the disabled access ramp detracts from the appearance of the asset.
- Public toilets and cafe are an eyesore and crazy paving paths are visually out of character.

- The fencing to the children's play area is unattractive, the play area appears to be arbitrarily sited and lacks landscaping and seating.
- Poor condition of the characteristic high brick walls, York House Gardens (southern section)
- Insufficient seating along riverside walk and also in hedged alcoves in formal garden.
- No focus at centre of lily pond and terminating eastern end of rose garden.
- Use of garden loggia as office space and winter garden as Council canteen when both have potential for some public use.

Eel Pie Island



Eel Pie Island Bridge, Twickenham

Eel Pie Island makes a vital contribution to the appearance and character of the Twickenham Riverside Conservation Area. The island is substantial, long enough to conceal the entire Twickenham quayside from Ham. The extreme ends of the island are thickly wooded and are designated as Other Sites of Nature Importance in the UDP, providing valuable, quiet and relatively undisturbed areas for wildlife. Consequently when approached by river the island appears uninhabited. Views from the Twickenham and Ham banks reveal the opposite; the central section has been developed as an eclectic mix of housing and industry with trees interspersed.

Character Appraisal

The island can currently be reached on foot using the bridge which is a simple, but elegant, single span prestressed concrete structure and which provides a unique viewpoint from which a whole series of new perspectives of Twickenham and the river can be gained.

Two narrow, uneven footpaths disappear in opposite directions from the footbridge penetrating into the hidden depths of the island. The southern path is lined by tall fences, hedges and overhanging trees which only allow occasional glimpses of buildings. This part of the island is entirely residential and is extremely quiet and secluded. At the start of the C20th the first houses on the island were built in this area; they were simple single

storey timber framed bungalows and chalets generally clad in timber weatherboarding. Most of the plots were deep and narrow, to maximise the number with a riverside view, forming a characteristic riverside elevation of gable ends. Many of the original houses survive in this area, albeit with some later alterations. Whilst the overriding building form remains as single storey, pitched roofed, a few plots have been redeveloped and more permanent materials such as brick and concrete have been introduced which compromises the character. Two storey buildings are the exception and are generally inappropriate. There is a light hearted variety of building design ranging from colonial bungalow to alpine chalet. A palette of pastel colours highlighted with blue seems to be popular giving a summery, nautical character. This character is enhanced by the canoes and dinghies stranded in gardens when not in use. An air of gentle shabbiness pervades the area with the idiosyncratic lean to's and extensions which have evolved over time adding to the eccentricity.

To the north fewer of the original modest single storey houses remain but there are pockets of the same lightweight, nautical character and eccentric personalisation where the earlier houses survive. The boat building sheds and boat houses introduce a larger scale to the water's edge. Their form is powerful, but simple; two storey gable ends rising from the hard surfaces of slipways and docks. Materials and architectural style vary with robust combinations of brick, render, timber weatherboarding and corrugated metal sheeting. The moorings and slipways house a constantly changing collection of river craft creating

Eel Pie Island workshop.



an interesting and active foreground for the buildings. This industrial frontage provides a lively contrast to the leafy character of this stretch of the Thames. The island provides unrivalled views of Twickenham which encapsulate its remaining village character and links to the river.

Many craft / art related small businesses attracted by low rents and unusual surroundings mingle with the boatyards. From amongst the clutter and apparent chaos a real sense of energy emanates. The island houses an interesting cross section of inhabitants forming a slightly Bohemian but close knit community.

Problems and pressures

The most important problems and pressures are listed below and many are echoed in the Thames Landscape Strategy:

- Loss of the river related industry and its associated buildings and equipment.
- Pressure for redevelopment of single storey bungalows, huts and chalets as two storey houses.
- Uncertainty over the future of the existing footbridge.
- Loss of traditional building materials from bungalows and chalets e.g. timber boarding replaced by masonry, lightweight roofs replaced by tiles.
- Exposed appearance of modern town houses on the south side of the island.

The Commercial Centre:

London Road, York St, King St and Church St.

The commercial centre of Twickenham is divided between two conservation areas and is based around the landward former village which evolved into a prosperous C19th town. The village has become little more than scenery on a major traffic route, with pedestrians harassed by noise and fast moving vehicles; the smaller routes which escape to quieter roads and the river are more valuable by contrast. The main commercial streets all open up away from the centre to more pleasant and open views.

King Street and Church Street form the true heart of the town centre, mainly because of their surviving C18th buildings. Church Street is the most attractive with its road and buildings retaining an intimate scale, with varied materials and good quality C19th shopfronts which combining to create welcoming surroundings which encourage specialist shops and the social benefits of cafes and restaurants. The remaining commercial streets retain sufficient buildings from their Victorian and Edwardian heyday to give weight and rhythm to the streetscape and to provide focal points for views.

The overriding impression of the town is of a linear space with no natural focal point or place for people. The fact that the river is hidden from the main through route deprives the centre of potential drama, but on balance, the surprise at discovering the contrasting character of the riverside from the small lanes outweighs this.

Character Appraisal

Church Street curves producing hints of views towards the river along Water Lane and Bell Lane. These combined with the focus of the church tower terminating the eastward view encourage exploration. There is a remarkable variation in design, materials and roofscape and the often excellent C19th shopfronts are interspersed from time to time with gates and alleys leading to back yards and outbuildings. The street makes a satisfying transition from the bustle of King Street to the calm oasis of the church and the adjoining new square.

The part of the town centre which lends itself best to becoming the natural focus, both visually and functionally, is the area at the junction of Water Lane, Church Street and King Street. Apart from Barclays Bank the architecture is undistinguished, but the convergence of routes, the larger multiple shops (including the presence of McDonald's) and the narrow view down to the river make it a natural, but severely limited, gathering place. Currently the small area of public space is unattractive and offers little opportunity to sit or meet because of congestion. Traffic barriers encourage vehicles to speed down Water Lane and the semi-pedestrianised status of Church Street is largely ignored by drivers. Consequently the public space is sliced off from its natural continuation into Church Street.

York Street is a relatively new road, driven through in the 1890's to replace Church Street as the main route out of King Street to Richmond. It is lined by shopfronts set in 2 and 4 storey terraces of mainly Edwardian buildings, which although generally architecturally modest, use the urban design device of turrets, towers and cupolas on corners to act as focus points.

King Street and London Road are even less cohesive in terms of architectural character. The skeleton of the streetscape is provided by the more important Victorian and Edwardian buildings i.e. the banks, Halifax Building Society, Post Office and Library, and the sound but unexciting 1930's buildings such as the King Street Parade and Police Station. There are some good examples of urban design where attention is drawn to a focus using devices like a corner or a curve e.g. the Halifax Building Society or Barclays Bank. The piecemeal redevelopment and poor quality of some C20th design has lent greater value in townscape terms to the intact parades and groups although they have often regrettably been devalued by poor signage

and shopfronts at ground level. It is possible to spot isolated remnants of original shopfronts along King Street, York Street and London Road.

Apart from the listed buildings, within the commercial centre there are individual buildings and groups which stand out for their quality of detail. The post office, in the narrower part of London Road, built in flamboyant Queen Anne revival style at the turn of the century is surprisingly complex. The library in Garfield Road is still attractive despite some later alterations and an unsympathetic setting. The remarkable Art Deco detailing survives on the facade of the 1930's Seaboard building on the corner of Arragon Road and York Street. The public, or former public buildings and the older banks still have a physical and social anchoring effect on the fabric of the town which should not be under-estimated, balancing the temporary uses and their flimsier trappings which have tended to degrade the centre.

Open space within the town centre is almost non-existent, the exception being the small park between Garfield Road and Katherine Street. The utilitarian character of the streets either side and the poor quality of fixtures and surfaces within the space are a disadvantage. It has potential for better treatment and stronger links to Garfield Road and the car park. In the town centre there are limited numbers of street trees and the potential for more is restricted by the extent of underground services.

Leaving the commercial centre by York Street, the enclosed urban landscape is suddenly broken by the front gardens of York House. Substantial gate piers supporting large decorative iron gates form the start of a formal yew lined vista to York House. From this point eastwards the commercial character of York Street is left behind. Lebanon Court, a purpose built 1920's development of mansion flats, forms fortress like blocks occupying the corner of Sion Road and London Road. Bereft of significant landscaping, either hard or soft, the 4 storey red brick walls rise with little modulation to a large tiled mansard roof. Opposite in contrast, are two terraces of neat Victorian cottages. More generous pavements reduce the impact of the traffic.



Post Office, London Road, Twickenham

Problems and pressures

While traffic is the main problem and economic survival the main pressure, the commercial centre still has much room for improvement within these constraints. The balance is currently against the pedestrian; streets are dominated by functional traffic management signs and barriers which whilst geared to safety have the effect of intimidating pedestrians and encouraging fast moving traffic. Even potentially quieter alternative routes (e.g. from Garfield Road to London Road via the small park) are dominated by parked cars and poor surfacing. An air of poor quality persists in shopfronts and signage. There is nowhere to pause and the emphasis is on passing through the area as quickly as possible, causing a devaluation of the worthwhile and positive features which do exist.

The UDP recognises the high quality of Church Street and contains proposals to pedestrianise it and to create a rear service road to facilitate pedestrianisation (T8 and T9). The only improvement proposed for the commercial centre is the extension of the bus lane (T32). The Vision for Twickenham initiative studied the town centre closely and a series of draft action points has been developed as a result of public consultation through working groups. Many of the action points seek to provide solutions to the problems and pressures identified in this study and at the working groups.

Cross Deep

The Twickenham Riverside Conservation Area extends along the east side of Cross Deep which is busy, carrying large volumes of traffic. The environment for pedestrians is unpleasant, particularly at the junction with King Street which is wide and barren with no trees or vegetation to soften its impact. Since the C18th, houses have tolerated the presence of the road rather than addressing it, because they reap the benefits of large riverside gardens which sweep down to the water's edge. As a result there is little interest on the road side, with Cross Deep House the architectural high point and the tower of the convent the focus for views.

Character Appraisal

The shopping frontage of King Street curves round into Cross Deep as a sweeping parade of 1930's purpose built shops. The parade is of good quality and proportion built in red brick with a simple pitched roof punctuated with gables and sturdy chimneys. The shopfronts are mainly modern replacements which vary enormously in design and quality. Any remaining cohesion is eroded further by a clutter of signage and advertising.

On closer inspection it is revealed that the last bay of the parade has subsumed and adapted the Cross Deep elevation of Poulett Lodge. The lodge dates from the

mid C19th and was originally part of the estate of the large house, itself called Poulett Lodge, which originally occupied the site of Thames Eyot flats. A substantial portion of the lodge remains intact and can be viewed from within the grounds of the flats. It is notable for the decorative stone pediment complete with clock and garlands; a deep stone frieze and cornice are supported by chunky stone brackets. Other remnants of the original house are dotted around the grounds including the impressive gate piers forming the entrance, and the riverside frontage retains stone balustrading, a fine boathouse and a loggia.

A cluster of tall trees around this entrance, along the boundary of the neighbouring property, and within the grounds of Cross Deep form an important green focus in views along the road. The steeply pitched red plain tile roofs of The Cottage are prominent from Cross Deep. Cross Deep house is set well back, a surprising survival behind its high walls. It dates from the late C17th or early C18th and has unusual Gothic sash windows which were probably introduced in direct response to the influence of Strawberry Hill. Decorative wrought iron gates, overthrow and piers provide visual interest at street level.

The view south along Cross Deep is dominated by the pagoda roofed tower of the former St Catherine's Convent. This landmark forms a key focal point in long distance views from as far as Petersham Meadow. The tea merchant's house to which the tower belongs has now been subsumed by the less interesting buildings of the convent. Between Cross Deep house and the Convent the character becomes distinctly C20th suburban. There are no street trees, no view of the river and the road is dominated by the red surface of the bus lane.

The importance of Radnor Gardens to the streetscape cannot be over estimated. Approached in either direction from Cross Deep, the sudden appearance of such a substantial green space is uplifting in itself but soon overshadowed by the sight of the River Thames itself. Radnor Gardens is the only place between Ferry Road (Teddington) and Richmond Bridge where the river can be clearly seen from the main road. The levels are distinctive (the gardens once formed an island), the steep fall giving an extra dimension and impact to the view from the road.

The gardens are on the site of the former Radnor House and its grounds, and are well used by local residents. The branches of the trees drape over a roughly surfaced riverside path which is encroached by wild vegetation from the foreshore creating a rural character. From the water's edge there is an amazing variety of views; to Ham with the Star and Garter in the far distance; downstream past Cross Deep to Eel

Summary

The Council will strictly apply Unitary Development Plan policies, and as opportunities arise, pursue the detailed proposals listed in the study in order to preserve or, where possible, enhance the special interest of the conservation area.

Buildings of Townscape Merit

The Schedule of Buildings of Townscape Merit is a local list introduced in 1982, compiled to recognise the value of those buildings which make a positive contribution to the streetscape but have not been included on the statutory list of buildings of architectural and historic interest. It is hoped that by drawing attention to the historic, architectural and townscape interest of such buildings, owners, developers and others will regard them more carefully when considering any proposals for alteration, extension or replacement. In a conservation area permission will not normally be given for the demolition of Buildings of Townscape Merit (BTM's).

Residential property

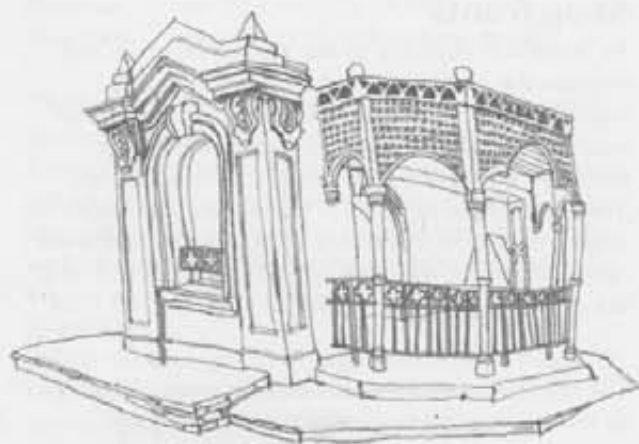
What the Council can do:

The Council is able to control new development through its powers under the planning acts. There is a range of guidance leaflets available on development requiring planning permission. If you are in any doubt about the need to obtain permission for intended works, you should contact the Planning and Building Control Department at the Civic Centre.

Where a particularly good group of single dwellings would suffer if work, exempt from planning permission, were to be carried out (e.g. changing windows, demolition of front boundary walls etc.) then the Council may apply an Article 4(2) Direction after consultation with the owners. Such Directions mean that certain permitted development rights, as specified within the Direction, are removed and owners must then apply for permission to carry out the intended works.



The Embankment, Twickenham.



Gazebo, Radnor Gardens.

Pie Island and Twickenham Riverside; upstream past Swan Island and its colourful collection of boats, past trees towards Teddington.

The gardens are pleasant and municipal in character, the remnants of Radnor House, an C18th Gothic polygonal summer house and a picturesque stuccoed gazebo provide islands of quality and architectural interest. These two buildings have been jointly restored by The Friends of Radnor Gardens and the Council.

Problems and pressures

The main problem in Cross Deep is the negative impact of the road particularly at the junction with King Street. In the past the pedestrian has been given lower priority than the motor vehicle and the environment has suffered accordingly. The appearance of this area has also been damaged by the degradation in quality of shopfronts. The UDP has identified Radnor Gardens as an area which would benefit from additional tree planting and Cross Deep forms part of the route of the proposed Thames Path, Hampton to Barnes (R20). The warehouse (former garage) on Cross Deep unfortunately dominates views out from Radnor Gardens.

Detailed Proposals

for the preservation or enhancement of the character of the conservation areas.

For the study to be successful **everyone** involved in property ownership, tenancy and management in both the public and private sector needs to contribute to achieving the implementation of the detailed proposals. Many proposals fall outside of the Council's control and it should be noted that current financial constraints on the Council mean that proposals for which it is responsible may take longer than is desirable to implement.

The detailed proposals are listed on the proposals map accompanying this publication.

This approach is considered to be necessary for the properties in the study area identified in the Proposals section and illustrated on the Proposals Map. Detailed guidance will be published with this study to assist owners of properties covered by this Article 4(2) Direction.

What residents can do:

Under present legislation, residents are entitled to carry out some minor works to their houses as "permitted development". This freedom places a great responsibility on owners to consider the overall quality of the street and the area when considering alterations to their property. There is plenty of opportunity to preserve or enhance the character of the conservation area by paying attention to small details on houses. Without care even apparently minor alterations accumulating over time can degrade the quality of the area. Examples of this type of change are replacement of original windows with aluminium or PVCu versions or the painting of one house within a brick built terrace.

What constitutes "permitted development" can be a complex matter and residents should contact the Council in the first instance if in any doubt. Importantly, local residents and local groups, in particular, can help preserve or enhance the conservation area by helping to record original features and passing on useful information about local crafts people and suppliers of local materials.

When considering undertaking works which do require planning permission, the best approach is still to contact the Planning and Building Control Department for advice. Of particular concern are proposals for dormer windows and extensions, both of which can have a negative impact on the street scene. In this context it should be noted that rear elevations are also often visible from the public domain. Of equal impact is the breaking down of front boundaries and the destruction or adaptation of front gardens for car parking. Supplementary planning guidance is also available on these subjects from the Council.



Church Street

Shop fronts

An important objective of this study is to retain and improve the quality of shopfronts within the conservation area. As part of a number of measures intended to promote their survival, discretionary shopfront grants may be available from the Council. These grants are suitable for those wishing to repair an original shopfront or replace an existing ill considered newer shopfront with a design more sympathetic to the character of the conservation area.

The following shopfronts are of sufficient architectural or historic interest to justify their retention and applications for their replacement will normally be refused:-

London Road	nos. 1 (Halifax Building Society)& 27
York Street	nos. 3, 4, 21, 31, 34, 40, 42
Richmond Road	nos. 19, 58, 62, 64, 135, 187
Church Street	nos. 12, 13, 14, 22, 24, 25, 27, 40-47 (inc.)

It is proposed that those shopfronts listed above which are not currently listed or included on the Schedule of Buildings of Townscape Merit should be added to the Schedule. Therefore, the following shopfronts will be added to the Schedule:-

London Road	nos. 1, 27
York Street	nos. 34, 40, 42
Richmond Road	nos. 19, 58-72 (even), 135, 187
Church Street	nos. 27

The following are shop fronts of sufficient quality to justify restoration of missing features and alteration of minor features as opposed to wholesale replacement of the entire front:-

London Road	nos. 2, 4, 8, 10, 16, 18, 26a, 28, 9, 19?, 21, 25, 25a
York Street	nos. 8, 36, 38, 7, 23, 29, 37, 39, 41, 55, 57, 59
Richmond Road	nos. 60, 68, 70, 72, 15, 183, 185, 189, 191, 193
Church Street	nos. 23, 26, 28, 31, 32, 34, 35, 37, 38, 38a
King Street	nos. 7, 11, 15, 17, 33
Water Lane	nos. 1, 2, 3
Cross Deep	nos. 35, 37, 39, 41, 43, 45, 51, 59 (King Street Parade)

The shopfronts listed below are more recent and are of poor design and inappropriate materials and proposals for their replacement would be welcomed. The objective is not to produce a slavish reproduction of a Victorian shopfront but to avoid a strident conflict between the old and new frontages and to create a street streetscape of some interest and continuity. Designs which respect the proportions and materials originally typical to the group will be sought.

London Road	nos. 12, 14, 22, 3, 5, 7, 17, 23
York Street	nos. 10, 14, 16, 18, 20, 22, 24, 30, 32, 32a, 5, 9, 11-19 (odd), 25, 27, 43, 45, 47
Richmond Road	nos. 66, 17, 59, 61, 63, 67
Church Street	nos. 19, 20, 21, 33

The Council will publish separate and more detailed guidance for shop fronts within the Twickenham Riverside and Queen's Road conservation area, which will be issued to shopkeepers and also available on application. This will assist in negotiations on planning applications and guide owners and tenants concerning repairs or minor alterations not requiring planning permission.

Whilst the appearance of shop fronts is vital to the character of an area other factors such as traffic movement, parking arrangements, environmental quality, local support and the economic situation all contribute towards the creation of a successful shopping area. Other proposals made within this study are intended to enhance the appearance of the shopping area.

Landscaping and Planting

Trees above a certain size in conservation areas which are not already subject to a Tree Preservation Order, are protected automatically by the requirement that six weeks notice must be given to the Council before any proposed work is carried out e.g. lopping or felling. This requirement applies to trees with a trunk diameter greater than 75mm at a point measured 1.5 m above ground level. The Council has published a number of planning information leaflets regarding landscaping which are available free of charge from the Planning Reception at the Civic Centre.

Implementation

The Council will implement those proposals under its control as opportunities arise and when funds become available and will give advice on grants and action that can be taken by other groups and individuals. The Council will monitor the effectiveness of Article 4(2) Directions and the uptake of grants and will review the progress of enhancement proposals on a regular basis.



Eel Pie Island, Workshop.

Acknowledgements

The co-operation and input of all individuals and organisations who took part in the consultation process for this study is gratefully acknowledged by the London Borough of Richmond upon Thames.

The illustrations used in this study were produced by James Openshaw, Jasper Goodall and Joy Cuff for the London Borough of Richmond upon Thames.

This Study was approved by the Council's Planning and Transport Committee on 24th March 1997. The proposals for new Building of Townscape Merit and Article 4(2) Direction have now been implemented.

Other Publications

The London Borough of Richmond upon Thames has also published the following information.

Planning Information Leaflets

- no. 1 Conservation Areas
- no. 2 Listed Buildings
- no. 3 Historic Buildings
- no. 4 Historic Buildings: Maintenance and Repair
- no. 5 Trees: Legislation and Procedure
- no. 6 Buildings of Townscape Merit

Design Guidance Leaflets

- no. 1 Design Guidelines for Shopfronts and Shopsigns
- no. 2 Design Guidelines for Car Parking in Front Gardens
- no. 3 Design Guidelines for External Alterations to Houses
- no. 4 Design Guidelines for House Extensions
- no. 5 Trees: Landscape Design, Planting and Care
- no. 6 Design Guidelines for Small Housing Sites
- no. 8 Design Guidelines: Wildlife in Gardens
- no. 9 Design Guidelines for Nature Conservation & Development
- no. 10 Security by Design
- no. 11 Design Guidelines for Shopfront Security

Conservation Area Studies

Area 1	Barnes Green
Area 2	Kew Green
Area 8 & 47	Twickenham Riverside & Queen's Road (Twickenham)
Area 9	Twickenham Green
Area 10	Trafalgar Road
Area 11	Hampton Court Green
Area 12	Hampton Village
Area 18	Hampton Wick
Area 25	Castelnau, Barnes
Areas 27 & 37	Teddington Lock & High Street Teddington
Areas 30 & 31	St. Matthias & Sheen Road
Areas 33,35 & 51	Mortlake, Mortlake Green & Queen's Road (Mortlake)
Area 38	Hampton Hill High Street
Areas 49 & 24	Crown Road & Twickenham Park, (St. Margaret's)
Area 57	Old Deer Park

Article 4 Guidance

- Barnes Green Study:
 - The Lion Houses
- Hampton Wick Study:
 - 10-11 (even) Lower Teddington Road,
 - 75-79 (odd) High Street,
 - 52-58 (even) & 60-70 (even) Park Road.
- Crown Road & Twickenham Park Study:
 - 1-13 Park Cottages.
- Castelnau Study:
 - 1-7 Castelnau Row.
- Hampton Hill Study:
 - 91-93 High Street.

Shopfront Guidance

- Barnes Green Study: Shopfronts, Policies & Guidance
- Hampton Wick: Shopfront Guidance
- Crown Road Study: Shopfront Guidance
- Castelnau: Shopfront Guidance
- Hampton Hill Study: Shopfront Guidance
- Queen's Road & Twickenham Riverside: Shopfront Guidance

These leaflets and documents are available from the Planning & Building Control reception on the 2nd floor of the Civic Centre

LONDON BOROUGH OF RICHMOND UPON THAMES

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