

## **Central Richmond Conservation Area 17**

### **Designation**

Conservation area designated:  
14.01.1969

Conservation area extended  
05.07.1977  
14.06.1988  
17.01.2000  
23.09.2003  
07.11.2005.

### **Location**

*OS Sheets:* 1874, 1875

The conservation area lies to the south east of Richmond Green, centred on George Street and the Quadrant. It adjoins a number of other surrounding conservation areas.

### **History and Development**

It is the site of the former village centre associated with the long established Royal Manor House and known to have existed as early as 1350. The Tudor Palace at Shene was sited to take advantage of the extraordinary quality of the local landscape with hill and river. On an important coaching route to London, the area has repeatedly been redeveloped although the original street pattern survives. Most of the 18<sup>th</sup> century buildings of George Street, the Quadrant and Sheen Road were replaced piecemeal by mid to late 19<sup>th</sup> and early 20<sup>th</sup> century commercial architecture providing shops for the needs of the expanded local community after the arrival of the railway.

### **Character**

This is mainly a commercial shopping area and the townscape is noteworthy for its variety, with a consistently high quality and many exuberant individual buildings. There are also residential areas of mainly terraced development.

The former Owen Owen store, no. 39 George Street, no.3 The Square, nos. 1-18 and no. 28 (The South Western Hotel) The Quadrant are all late Victorian buildings which make valuable contributions to the character of the town centre. The Dome Building with its zinc fishscale tiled roof is a most important focal point at the junction at the east end of George Street. The Art Deco Odeon cinema, Dickens and Jones and the Christian Science Church occupy key positions. The use of a variety of materials, including red and yellow facing brick, stucco, both decorative and plain, and stone facing are evenly distributed throughout the area.

Building heights vary from two to five storeys and roof treatments vary. In general, the greatest virtue and benefit of the existing townscape is that no one building dominates and that the larger buildings do not spoil the appearance of the centre, although the scale of modern office buildings to the west end of Paradise Road is unsympathetic to the churchyard area and St. James Cottages.

Shop-fronts are generally high quality with a notable group at 1-6 Sheen Road. Multiple store frontages are generally sub-divided or disguised as small units and overall relate well to their parent buildings in terms of style and proportion. Colour is successfully employed in enlivening the townscape.

The area is threaded by several small lanes leading into the historic Richmond that lies behind the 19<sup>th</sup> century commercial redevelopment. These lanes, Brewer's Lane, Golden Court, Waterloo Place, Church Court, Victoria Place, Mitre Court and the Market Passage, provide a refuge from traffic and are spaces of a more intimate nature.

The churchyard enclosure of St. Mary's contains the Church Walk buildings whose scale relates to the Church, providing contrast to the commercial frontages on the east side of George Street, as does the Green to its west.

The 1980s 'Richmond Riverside' is a set piece of classical revival architecture on Hill Street with mainly retail uses at street level which compliment the 19<sup>th</sup> century commercial frontages of shops and restaurants on the opposite side of the road.

Church Terrace and Parkshot contain important groups of early 18<sup>th</sup> century brick terraced houses providing a record of the scale and quality of detail previously seen throughout the area. The conservation area extends to the north beyond the Railway Station to include the Victorian townhouses in Larkfield Road and St. Johns Road which remain in residential use.

### **Problems and Pressures**

- Development pressure which may harm the balance of views, skylines and landmarks
- Loss of traditional architectural features and materials due to unsympathetic alterations
- Lack of coordination and poor quality of street furniture and flooring
- Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture
- Loss of original or quality shopfronts and unsympathetic alterations and advertisement

### **Opportunity for Enhancement**

- Improvement and protection of its setting
- Preservation, enhancement and reinstatement of architectural quality and unity
- Coordination of colour and design and improvement in quality of street furniture and flooring
- Improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture – build on success of projects such as Lower George Street.
- Retain and improve the quality of shopfronts and advertisement
- Areas identified for environmental improvement include: Railway station forecourt, The Quadrant and George Street

Scale: N.T.S.



# CONSERVATION AREA No.17 CENTRAL RICHMOND

Designated: 14.09.1969

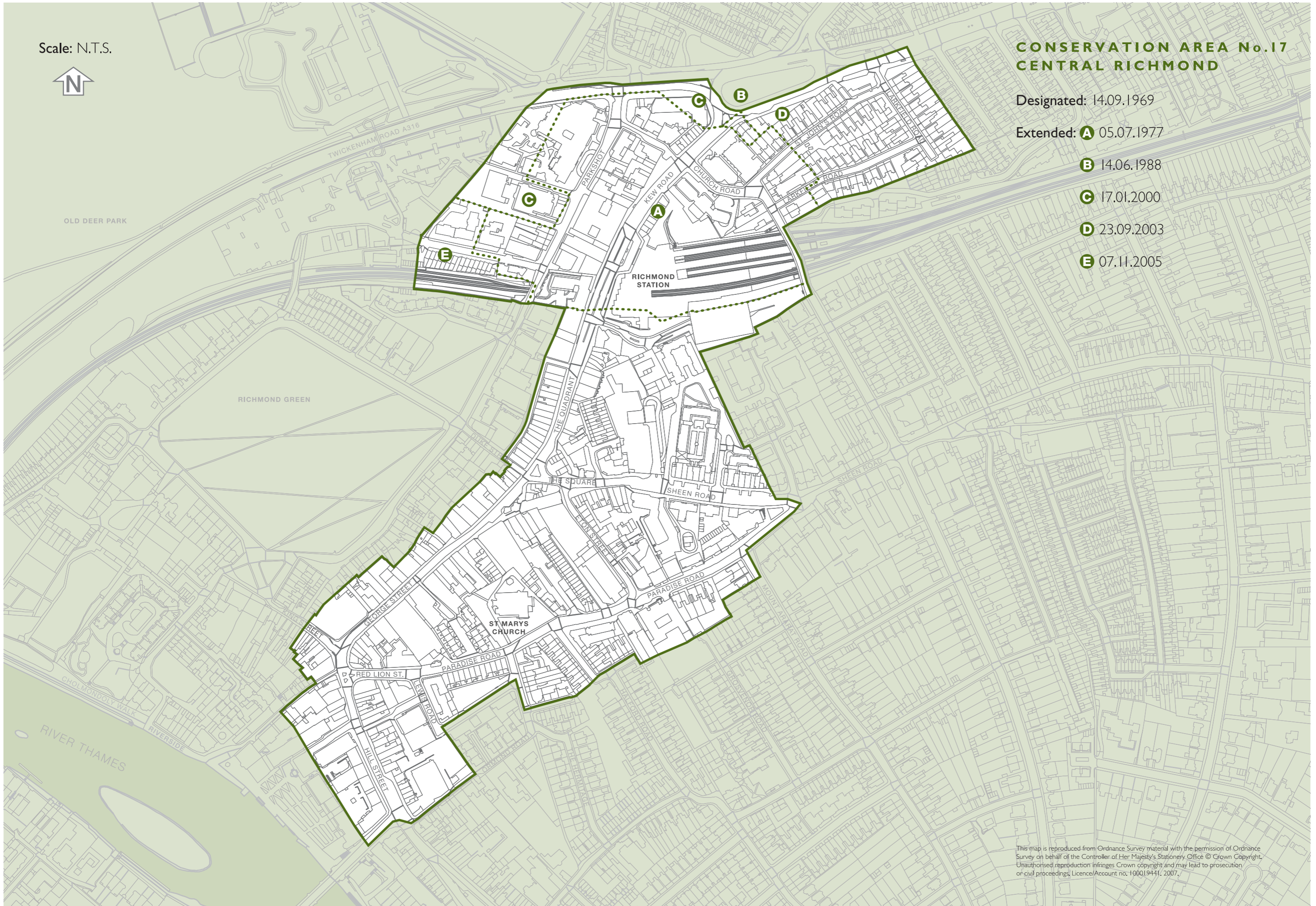
Extended: **A** 05.07.1977

**B** 14.06.1988

**C** 17.01.2000

**D** 23.09.2003

**E** 07.11.2005



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