



a Improve highway conditions and pedestrian convenience
(UDP policies: ENV 27 and 34, TRN 4, 6, 7, 16, 18 and 21)

- 1 Redesign junction of Crown Road and St. Margaret's Road to improve ability of pedestrians to cross in conjunction with this investigate feasibility of entry treatment combined with environmental improvements.
- 2 Propose that the following road junctions are subject to entry treatments in conjunction with environmental improvements where possible:
 - i. Amyand Park Road / St. Margaret's Road
 - ii. Rosslyn Park Road / St. Margaret's Road (both junctions)
 - iii. The Barons / St. Margaret's Road (both junctions)
- 3 New short term parking where introduced should be Pay and Display rather than meters.
- 4 Investigate rationalisation of parking signage, remove any excess and limit the visual impact of the remainder as much as possible.

b Environmental Improvements
(UDP policies: ENV 1, 2, 5, 29, 30, 31, 32, 33, STG 8, SHP 6 and 7)

- 1 Collaborate with Railtrack in order to:
 - i. seek removal of existing canopy and replacement with a more appropriate design which incorporates high quality external lighting.
 - ii. seek removal of unpainted, external, metal security grilles from kiosk fronts and replacement with some of more appropriate design. Seek improvement in kiosk shop-front design.
 - iii. seek removal of hoardings around station boundary and replacement with more appropriate treatment e.g. planting and/or fencing.
- 2 Encourage St. Margaret's public house to improve the boundary treatment around car park in association with a tree planting scheme.
- 3 Investigate removal of large hoarding on gable end of Park Cottages.
- 4 Seek removal of surplus, inappropriate signage above and around shop-fronts.
- 5 Improve setting of Victoria Lodge and encourage replacement of inappropriate railings to boundary.
- 6 Improve design and appearance of seating area adjacent to wall of Twickenham Film Studios on junction of St. Margaret's Road and The Barons.
- 7 Improve appearance of recycling centre in St. Margaret's public house car park.

c Improve and protect landscape setting within conservation areas
(UDP policies: ENV 8, 10 and 37)

- 1 Investigate potential sites for street tree planting as follows:
 - i. The Barons (taking into account the need for pavement parking in this area)
 - ii. St. Margaret's Road outside Twickenham Film Studios (work in conjunction with the Studios to develop other enhancement schemes where possible)
 - iii. Along pavement of shops 125-165 (odd) St. Margaret's Road.
- 2 Investigate the possibility of developing a surface detail for pavement parking using different paving materials suitable for use within a conservation area.
- 3 Encourage Twickenham Film Studios to plant climbing plants/creepers to cover gable wall of no. 116 St. Margaret's Road.

d Co-ordinate design & improve quality of street furniture within the conservation areas
(UDP policies: ENV 5 and 34)

- 1 Seek to introduce a cohesive range of street furniture for use within the conservation areas to reinforce their character. This will be done in accordance with the Street Design Guide published by the London Borough of Richmond upon Thames.
- 2 Improve public seating area adjacent to Sussex Close on St. Margaret's Road.
- 3 Replace concrete post and metal rail fence to pavement adjacent to embankment on St. Margaret's Road with a treatment more suitable for a conservation area.
- 4 Consider introduction of a specific "St. Margaret's" colour for use on all street furniture within the Crown Road conservation area to assist in creation of a stronger identity for the area.
- 5 Remove large precast concrete bollards on pavement edge near Victoria Lodge, if necessary replace with bollards of more appropriate design.

e Ensure architectural quality and unity is preserved, enhanced and reinstated where necessary
(UDP policies: ENV 10, 11, 13, 21, 30, 31, 32. Para 13.31(7))

- 1 Publish additional guidance on garage design associated with rear boundaries in order to encourage improvements in appearance of the south side of Rosslyn Road. Propose Article 4(2) Direction for nos. 1-13 Park Cottages. (Further information contained within section 5 of the study).
- 2 Retain important shop-fronts and encourage re-instatement of more appropriate shop-fronts as identified within the study. Grants may be available.
- 3 Resist new proposals for car parking within front gardens. Seek improvements to existing poorly designed forecourts and boundary treatments and seek reinstatement of original treatments where possible. Grants and loans may be available.
- 4 Propose that the following be designated as Buildings of Townscape Merit:
 - nos. 116-126 (even) St. Margaret's Rd
 - nos. 109-111 (odd) St. Margaret's Rd
 - nos. 6-10 (even) Crown Road
 - nos. 14-16 (even) Crown Road
- 5 Encourage reinstatement of gable to 116 St. Margaret's Road.

f Other

- 1 Extend Crown Road Conservation Area to include nos. 34-48 (even) and 35-43 (odd) Crown Road which are equal to the rest of Crown Road in terms of architectural interest and are the last group of shops before the residential section of Crown Road

KEY

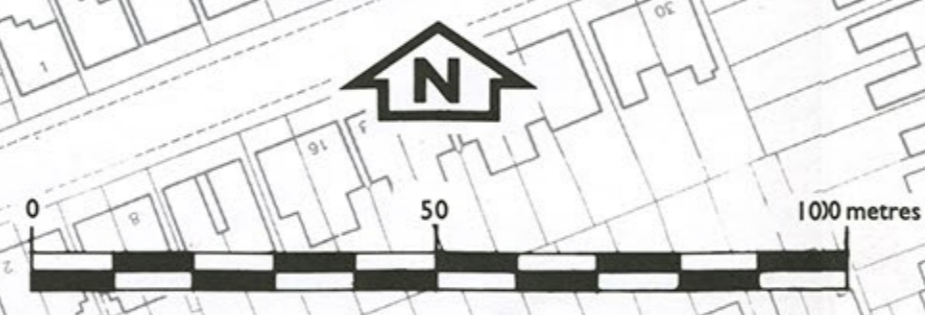
- Boundary of conservation area
- Extension to conservation area

UDP PROPOSALS

- Area of mixed use
- Area poorly provided with public open space
- Key shopping frontage
- Secondary shopping frontage
- Location which would benefit from environmental improvement

OTHER DESIGNATION

- Listed Building
- Building of Townscape Merit (BTM)
- Article 4(2) Direction
- Junction improvement / entry treatment
- Area identified for environmental improvement
- Potential tree planting site
- Shop-front worthy of retention
- Shop-front in need of improvement



nos. 133-135(odd) St. Margaret's Road



no. 1 Rosslyn Road

Conservation Area Proposals

This map & key summarise the proposals
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.