

CHARACTER APPRAISAL & MANAGEMENT PLAN

Conservation Area – Strawberry Hill Road no.43



These character appraisals and management plans were adopted by the council on 12th January 2006 following public consultation.

Conservation areas were introduced in the Civic Amenities Act 1967 and are defined as areas 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 felling or lopping of trees above a certain size.

The objective of a conservation area study is to provide a clearly defined analysis of the character and appearance of the conservation area, defensible on appeal, to assist in development control decisions. Further, to address issues, which have been

identified in the character appraisal process, for the enhancement or preservation of the conservation area. It is hoped that the process of the study and the finished document will stimulate public participation in safeguarding the future of these areas.

This study cannot realistically cover every aspect of quality and the omission of any particular building; feature or space should not be taken to mean that it is not of interest.

ORIGINS AND DEVELOPMENT OF STRAWBERRY HILL ROAD

Strawberry Hill Road was laid out in 1881, and could be said at that time to have symbolically linked the past and the future of the area. At one end was a dairy farm on Waldegrave Road, reflecting the agricultural and horticultural history of the area, and the extensive grounds of Strawberry Hill House. Both were still in the ownership of the Waldegrave

family, although the estate was to be broken up from 1882 following the death of Frances Waldegrave, the owner of Strawberry Hill House, in 1879. At the other end of the road was the new station, opened in 1873, which was to spur on the intensive development of the area in the next 30 years. Building in Strawberry Hill Road took place from 1882, with the east side being the first to be developed. Although plots were all laid out, not all were built on - some were amalgamated with neighbouring plots, and numbers 18 & 20 were not developed until the latter part of the C20. By 1890, most of the present houses had been built. Subsequent changes included the demolition of the former number 42 to form the access to Strawberry Hill Close, a cul-de-sac of houses of the 1970s, and of 21 & 23 to form Mulberry Court. There has been development to the rear of number 3 and numbers 15 & 17. The conversion of some houses into flats has resulted in the building of garages, and there are garages at the rear of number 9 & 11 and next to 36. Number 1, 6a, 18 and 20 form a group of mid C20 houses towards the north end of the road.

FORMER USES

The road was built on agricultural land. As with the rest of Strawberry Hill, the use of land for farming, horticulture and generous private estates meant that development was very sparse until the last quarter of the C19. Unlike Twickenham and Teddington, however, in Strawberry Hill the 'village centre' only arrived in the early C20, the area surrounding the railway station providing a modest focus for commerce and transport.



18 Strawberry Hill Road



26 Strawberry Hill Road

CHARACTER APPRAISAL

LOCATION

Strawberry Hill Road was designated as a Conservation Area on the 14 June 1988. It is a single road at the heart of the Strawberry Hill neighbourhood, linking the Station and Tower Road with Waldegrave Road, one of the two principal routes between Twickenham and Teddington. Plots are bounded on the west by the railway and the footpath following its line, and on the east by the rear gardens of Waldegrave Road and Waldegrave Gardens. Although not administratively recognised as a ward in its own right (it is part of South Twickenham), Strawberry Hill as a neighbourhood has a definite identity because of its association with Strawberry Hill House, its focus on the station of that name, and the substantial numbers of large and impressively-detailed detached late C19 redbrick houses found not only in Strawberry Hill Road but also in Waldegrave Gardens, Waldegrave Park, and Walpole Gardens.

SETTING AND VIEWS

The road's close proximity to the railway is only appreciated in views through occasional gaps, and it is generally invisible until the station buildings come into view at the northern end.



Rear view of station approach from the end of Strawberry Hill Road

On both sides of the road, the view is principally of trees, the undeveloped railway land and the long rear gardens of adjoining roads providing a setting free of buildings. At the northern end, the later residential development of the land between the conservation area boundary and Tower Road provides the immediate setting; but the road relates closely to the group of properties around the station, of which the Post Office (1925) was the first to be built. Bomb damage resulted in some re-building in the 1950's, but the established character of this little local centre, with its parades of shops, local businesses, and unpretentious station buildings, is both distinct from and generally complementary to the conservation area. However, the view from the end of Strawberry Hill Road is straight along the rear station approach, something of an anti-climax. There is an opportunity to enhance the appearance of the wider setting of the station and the terminus of this view. At the southern end of Strawberry Hill Rd, relatively modern houses again form the immediate setting and the view out is of the St. Mary's college complex. There is another public aspect to the conservation area from the footpath alongside the railway land on its western boundary, but this is not much used as a walking route probably because of its seclusion and enclosure by high fences.

TOPOGRAPHY AND CHARACTER OF SPACES

The double curve of the road is a distinctive feature of the layout; the houses are seen as constantly changing in their

relationship with each other and with the trees, revealing new aspects of their modelling and profile. There are no open spaces in the road and its spatial quality therefore depends on the relationship between the houses and their plots. The plots are long but narrow; gaps are therefore relatively small, but nevertheless make an important contribution to the character of the road by allowing glimpses of trees in the garden behind, and therefore providing a mainly green backdrop. Where trees are not visible, the profile of the houses stands out against the sky. Larger gaps, as at numbers 36 & 22, provide variety and wider views. Front gardens are also important and the continuous curved building line provides a framework against which the variations of design and detail can be appreciated.

The road and pavements are spacious, but the road acts as a popular short cut avoiding Waldegrave Road and Cross Deep on the route to Twickenham. As the highway is reduced to a single lane by parking on both sides, this causes considerable congestion at the morning rush hour.

ARCHITECTURAL AND HISTORIC CHARACTER

There is a consistent architectural character in the conservation area, with very limited development later than the 1880s and 1890s. All the C19 houses are three-storeys, and detached, with an extensive vocabulary of architectural features and materials; although features are repeated and there is a family resemblance between all the houses, no two houses

are the same. The later development and replacements, while not maintaining the character of the original designs, are generally set in mature gardens that limit the extent to which they detract from the setting. The variations on a theme, described in a later paragraph, combined with the curve of the road, present a constantly changing scene with a consistent character, but without monotony or uniformity.

Key buildings

Because most of the houses are similar, in size and character, the more noticeable buildings are mainly so because of their position rather than their size or style. Number 40 on the south west corner is prominent in the view because its position on the convex bend and the consequent wider spaces around it give more importance to its profile. The elaborate Gothic arched and bracketed gable, and five light segmental bay, add to its effect. Number 33 also gains from its corner position, presenting two facades to the public view; the detail of the elevations is more readily visible here.

Details, materials, colours and textures

Walls are in red brick, with much use of moulded brick for details, such as in architraves, in dentilled and dog-tooth eaves, gables and string-courses, around inset panels, and in chamfered corners to bays. There are terracotta spandrels and recessed panels; there are also panels of tile-hanging. Contrasted with this are stone dressings and white painted joinery, including balconies over bays.



33 Strawberry Hill Road



40 Strawberry Hill Road

Windows are generally white painted timber sashes (a few casements), with the top sash having twelve panes and usually with the top two rows having decorative coloured glazing. Window openings may be cambered, flat, gothic, or segmental arches. Porches are either recessed under an arch, or projecting and constructed in timber with curved braces and brackets. Door openings have narrow glazed side-panels. Chimneys are dramatic and stepped in profile and are an extremely important element of the buildings' profiles.

Landscape, trees and gardens

The mature landscape of private gardens is one of the most distinctive features of the conservation area, providing a setting, a backdrop and a constant variation of patterns of light and shade to complement the architectural character. Key trees give a sense of place and the curve in the road makes front garden trees particularly important in the view. There is a particularly important group of trees at the 'entrance' to the conservation area at its southern end, in the gardens of Numbers. 44, 33 and 35; and at Number 32. Although outside the conservation area, the tree at the front of Number 6 is important in the view towards Tower Road. The band of coniferous hedging across Waldegrave Road on the St Mary's boundary, which closes the view at the southern end of the conservation area, would be improved in the short term by some gaps to give views through, and eventual replacement as recommended in the Council's Tree Strategy.



Single-storey flat-roofed garage blocks adjacent to No 34, Strawberry Hill Road

Also important are the bands of substantial planting along boundaries between properties, and at their rear boundaries on both sides of the road; these are particularly noticeable on an aerial photograph. The existing mix of trees - mainly chestnut and lime - in front gardens is appropriate in scale and form, and the occasional pines are particularly effective. Front gardens are generally well-planted and mature, although there are some exceptions where poor quality black-top and parking prevail. The front boundary treatments are very variable; no original walls or railings remain, but the usual combination of low wall and hedge works well.

MANAGEMENT PLAN

NEGATIVE FACTORS

The small size of the conservation area, its relatively unaltered character, and the type of property (all large private houses, with many in single ownership) ensure that there are few elements detracting from its high quality. Those buildings that are less than consistent with the general standard are mainly the single-storey flat-roofed garage blocks, which have been inserted at the side or rear of plots. Those adjacent to No 34 are particularly noticeable because of the wide gap here, and would benefit from some screen planting. Here the current balance of built development and rear garden setting is important to the character of the area

and should not be compromised. The profile of buildings, and the relationship and spaces between them, should not be compromised by extensions to buildings, which substantially alter the present balance, or by removal of features, which contribute to the characteristic profiles, particularly chimneystacks. The front boundary treatments, which are very varied, tend to be inconsistent with the general architectural character and some are of poor quality or non-existent. The replacement of low boundary walls and fences with higher boundary walls should be resisted. An increase in the amount of hard-surfacing for car parking in front gardens should also be resisted in order to protect the setting of the houses and the leafy character of the road.

The nature of the prospect northwards, directly into the less-than-attractive commercial areas to the east of the station, is a distinctly negative factor.

Various items in the public domain are not consistent with the character of the architecture and spaces, particularly the concrete lamp columns, traffic sign columns and varied footway surfaces and crossovers. Because there is limited public space, there is scope for only minor improvements by the Council. However, minor change over a long period to the materials and features which give the houses and their setting its special interest can erode the character of the area, and it is important that special attention is given to authentic materials and detailing when maintenance or improvement is carried out.

PROPOSALS

It is proposed to extend the Conservation Area to include Nos. 1-31 (odds) and 2-20 (evens) Waldegrave Gardens, and Nos. 291 and 293 Waldegrave Road:

The majority of the houses on Waldegrave Gardens are contemporary with the development of Strawberry Hill Road. They share a similar character as a collection of unspoilt grand two to two-and-a-half storey detached and semi-detached houses in red brick with rich detailing in terracotta and moulded brick, timber windows and some porches and balconies, varied roofscapes in clay tile and tall brick chimneystacks, within a setting of substantial mature gardens presenting brick boundary walls to an attractive curving treed avenue. The majority of these houses are designated as BTMs, form a cohesive architectural group and like Strawberry Hill Road are clearly distinguished from later surrounding development.

The following proposals are intended to cover action by the Council, owners, and potential developers, and principally cover situations where work is intended to take place so that an appropriate design and choice of materials can be made.



Footpath following the line of the railway






Wellesley Parade

- Propose environmental improvements to the wider setting of Strawberry Hill Station, outside the conservation area, including the introduction of new hard surfacing, tree planting and seating to Wellesley Parade, and investigating opportunities to rationalise the existing clutter of signage and street furniture at the rear station approach.
- Approaches are to be made to Network Rail to secure improvements to the appearance of the station and to improve the setting of the station generally.
- Propose replace concrete lamp-columns with painted steel, improved surfacing to crossovers, and paint traffic-sign posts a dark colour, preferably dark green. Keep pavements as traditional slab paving, and improve black-top verges with sealed gravel finish.
- Where replacement of large trees in private gardens is necessary, this should be with similarly scaled species. The existing density of planting on all boundaries should be retained.
- Consider planting trees at the strip of land to the south east of Strawberry Hill Close and on the land adjacent to No 34 Strawberry Hill Road near the garage block.

STRAWBERRY HILL ROAD



KEY

-  Conservation Area boundary
-  Conservation Area extension
-  Buildings of Townscape Merit

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The photograph on the front cover is of 24-28 Strawberry Hill Road

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Civic Centre 44 York Street
Twickenham TW1 3BZ

website: www.richmond.gov.uk

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:

Farsi

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

Arabic

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।

Punjabi

LONDON BOROUGH OF RICHMOND UPON THAMES

Environment Directorate
2nd Floor Civic Centre
44 York Street Twickenham
Middlesex TW1 3BZ

Tel: 020 8891 1411
Minicom: 020 8891 6001

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