

INTRODUCTION TO VILLAGE PLANNING

At the end of 2010 Richmond Council sent every household a survey, which asked about the priorities of residents in each local area. We asked what people liked about where they lived and what could be improved. The Council followed this up with a series of village planning events across the borough – these events gave residents the chance to discuss local issues in more detail and find potential solutions, including how the Council and community could take things forward together.

As a result, the Council created 14 Village Plans. Each plan describes a vision for the village area and identifies what the Council will do and what local people can do to achieve the vision together. Since their launch, the plans are continually being developed and updated through the webpages on the Council's website.

The boundaries are not prescriptive; villages overlap and people can choose whichever area they most identify with and contribute to any of the Village Plans. Anyone who lives close to a village area – or who works there or has some other connection – is welcome to make comments about the village plan or get involved in making the area better, even if they do not live within the village plan area as shown here.



Village Planning Events

To get more involved in the Village Planning come along to the following events where you can meet the team and have your say about what is important in your local area:

- Saturday 25 February 2017: Drop-In – 10:00am – 4:00pm, Emmanuel Centre, Church of St James (Radnor Road Entrance) TW1 4JZ
- Sunday 26 February 2017: Strawberry Hill Walkabout 10:30am -12:30pm (meeting outside the Emmanuel Centre)



WHAT YOU SAID SO FAR - AND WHAT HAS BEEN DONE

What were the most mentioned issues set out in the Village Plans and what has been done?

Traffic and Congestion

What you said

- You were concerned about the level of traffic and related problems of congestion, speeding and parking in the area.
- You said congestion was caused by: increased traffic during the rush hour and school run, poorly sequenced traffic lights, ineffective traffic management, too many cars trying to get down narrow streets with dense parking and the continued development of St Mary's University.
- You identified a number of hotspots including: King Street, Cross Deep, the junction at Waldegrave Road/Shacklegate Lane, Strawberry Hill station and Squire's crossroads.
- You pointed out that congestion through King Street, Twickenham is unacceptable on rugby days and it affects traffic in Strawberry Hill.

What we have done

- Placed Radar speed signs in high risk areas to influence driver behaviour. The signs draw attention to local speed restrictions and have resulted in positive changes in driver behaviour.
- We sought and gained new powers from the Greater London Authority in 2013 so that Penalty Charge Notices can be issued to drivers stopping in yellow box junctions.
- All school zig zag marking adjacent school entrances have been reviewed. Enforcement has reduced congestion outside schools at key times and residents benefit from parking during key holiday periods.
- In July 2012 the Council, TfL, the Police, Hounslow Council and the Rugby Football Union (RFU) reviewed the Events Day Traffic Management Plan for Twickenham Stadium. Events days are now staffed by accredited stewards and a new traffic order allows for better management of road closures on the day. Rugby matches are advertised on the RFU and Council websites and social media is also used to communicate dates to residents.

What we are going to do

- Traffic lights are being reviewed by Transport for London and the Council to optimise timings, or consider removal in some circumstances.
- The Council is helping schools with their travel plans to encourage more children to walk/cycle and reduce congestion. Transport for London and the Department for Transport are promoting national initiatives to increase 'walking buses' and other methods of encouraging children to walk/cycle.

Parking

What you said

- You commented on the difficulties you and your visitors have parking outside your homes due to commuters and students parking on residential roads.
- Some of you expressed an interest in parking permits, whilst others wanted to see removal of parking restrictions or changes to the operation of existing CPZs.
- A lack of parking was a particular issue in relation to St Mary's University students and staff parking down residential roads.
- You highlighted that parking enforcement action does not help local businesses.
- You expressed concern that the lack of parking spaces was sending potential shoppers away from local shops.

What we have done

- There is now 30 minutes free parking for residents in any Council run car park or on street pay and display using the Richmond Card.
- Selected yellow lines have been removed to free up more parking spaces. We would like to hear your suggestions of where unnecessary yellow lines could safely be removed.
- We are developing our 'fair parking' approach to include:
 - If a Penalty Charge Notice (PCN) hasn't been issued when a driver returns to their car, they can leave knowing that a PCN will not be served in the post.
 - Greater discretion for considering mitigating circumstances in the appeals procedures.
 - Clearer warnings for suspended bays so they can be more easily identified by drivers.
- All School Keep Clear markings have been reviewed and the times that the restrictions are in force have been amended to only cover school term times.

What we are going to do

The Council will shortly be starting the feasibility work for a parking study for the Strawberry Hill area. This will be followed by an initial consultation with the local community, which it is anticipated will take place in late spring/early summer 2017.

WHAT YOU SAID SO FAR - AND WHAT HAS BEEN DONE

Roads and Pavements

What you said

- You said that the condition of pavements was extremely poor and presented a trip hazard, particularly for the young and elderly. You told us that uneven pavements were caused by tree roots.
- You were also concerned about the state of the roads, the number of potholes, poor quality repairs and some residents commented on the dangers present for cyclists and wanted to see improvements to cycle lanes.
- You said that there is poor drainage leading to flooding and that wet fallen leaves, which are not being cleared, are slippery.

What we have done

- The Council has made available a specific annual funding pot of £35,000 per village area through the Community Road and Pavement Fund. This is in addition to the routine maintenance work being carried out. Roads improved in Strawberry Hill include:

Popes Grove	Radnor Road
Strawberry Hill	Southfield Gardens
Strawberry Hill Close	Strawberry Hill Road
Field End	Strawberry Vale
- A new tree policy has been adopted by the Council. We consider the suitability of trees being planted in each location to reduce the problems that roots cause to pavements. Approximately 400 - 500 trees are changed every year and the Council regularly trials new flexible material for making repairs around trees in order to improve durability and reduce trip hazards.
- Discussions are ongoing with Thames Water, who maintain sewers in the borough, on possible improvements to water storage for Strawberry Vale.
- We have reviewed the Council's Winter Service (gritting/snow clearance) and a revised policy has been developed following public consultation.

OTHER ACTIVITIES

Parks and Gardens

Improvements in Radnor Gardens

Improvements have included the upgrading of the footpaths, creation of a rose garden, new furniture and new trees planted. The bowling green and club house have been refurbished. Sadly, a bronze plaque on the war memorial was stolen in 2011. It was replaced following donations from the local community and the Friends of Radnor Gardens and extra security measures, including CCTV and extra lighting, were put in place by the Council in 2013. Working with the Friends of Radnor Gardens the Council has now installed a new basket swing. A Poppy Meadow was sown in 2015 to commemorate those who lost their lives or who were affected by the First World War.

As part of our Britain in Bloom campaign we worked with Radnor House School on the creation of a vegetable plot within the Garden. The School continues to maintain and use the plot as an educational resource.

Radnor Gardens is now subject to Dog Control Orders.

Strawberry Woods

Strawberry Woods in a new play park which opened in 2016 following a £100,000 investment by the Council. Previously an overgrown area of inaccessible wasteland, it is now a natural woodland play area which includes:

- a trim trail
- climbing features
- sand pit; and
- an outdoor classroom with educational play features which local schools will be able to take advantage of.

It is located off Stanley Road and backs on to Strawberry Hill golf course.

Sport and Recreation

Strawberry Hill Bowling Club will be expanding their facilities following a Civic Pride award of £2,400 from the Council. The award allows the expansion of the Radnor Gardens based club and to increase its appeal to young people, disabled people and older residents. The Civic Pride fund was established to offer support to community schemes.

ST. MARY'S UNIVERSITY

St Mary's University (SMU) was originally established as a catholic teaching college in 1850 and was granted full university title in 2014. Whilst its main campus is based in Strawberry Hill, it also has a site at Teddington Lock. The University currently has around 6000 students. It is one of the largest employers within Richmond borough and supports local employment opportunities, business and education establishments.

In response to the intensely competitive environment for universities in the UK and the increasing standards internationally, the University published in 2016 its 'Vision 2025: St Mary's plan for the future'. This sets out a commitment to invest £100m in its students and staff with the aim of creating a positive and inspiring learning environment that focuses on people and the unique campus in Strawberry Hill. The development of improved facilities for learning and research as well as new accommodation and sports grounds is required to support the future of the University, its students and staff in reaching their full potential. The long-term plan is to increase the student numbers up to 9,000 students by 2031. Development and improvements as well as the increase in student numbers will be taken forward by the University in an incremental way.

To assist the University in achieving its aspirations, in 2016, the Council and St Mary's University agreed to produce in co-operation a development brief (which will be a Supplementary Planning Document – SPD) for the sites within its ownership. This is to ensure that the Council and the local community have a clear understanding of what improvements, upgrades and development needs are required in the next 10-15 years to support the growing demand for university places. Producing jointly a development brief will ensure the University remains a highly regarded, competitive and viable higher education facility in the future as well as a key employer and strategic asset in the borough, which helps to meet future educational needs and supports economic growth in the borough.

Producing a development brief for St Mary's University offers the opportunity to:

- consider the University's estates within the borough in a rational and comprehensive way;
- identify what could reasonably and sustainably be accommodated on its sites;
- set the parameters against which future development would be assessed;
- allow for much greater community engagement than would be possible if the University were to submit a series of individual planning applications; and
- provide a clear framework against which any future planning applications would be considered rather than having to assess planning applications for development proposals in a piecemeal manner.

The process of producing the SPD is in its early stages. To date, early engagement has taken place with statutory consultees, such as Historic England, the Environment Agency, the Mayor of London and Sport England as well as with some local community groups. Ideas for accommodating the future needs of the University are still being considered, but no decisions have been made in terms of the type, location and amount of development on its sites. An informal public consultation is to take place in February/March 2017, where local residents and other interested parties will be able to comment on the initial development ideas for St Mary's University. All comments received will be considered and used to inform the development of the site brief. A formal public consultation on the draft SPD will then take place later in 2017 before it will be adopted by the Council.



The Village Planning Guidance SPD for Strawberry Hill will not exclude the main campus of the University at Strawberry Hill and its environs. However, the Village Planning Guidance SPD will focus on the character and appearance of the site, whereas the development brief for St Mary's University will provide a more fine-grained framework, which will set out the parameters, the amount and type of development that may be feasible, and what issues will need to be managed and addressed to guide any future changes (such as amenity and parking). This is consistent with the approach taken in other Village Planning Guidance SPDs in relation to larger development sites, including, for example, the Stag Brewery and Richmond Station. Any comments and views made as part of the Village Planning engagement work, which are more relevant to the development of the SPD for St Mary's University, will be fed into that work.

OPPORTUNITIES TO GET INVOLVED IN YOUR LOCAL AREA

Strawberry Hill Residents' Association

The Association was formed in 1965 and over the years has campaigned on many subjects from road safety to urging improvements to Strawberry Hill station. It seeks to ensure that Strawberry Hill continues to be a pleasant riverside village. It is a non-political organisation involved in many issues that affect the lives of local people. The Association frequently meets local councillors, council officers and members of local groups to represent the views of residents.

Email: Contact@shra.org.uk 020 8898 1878
Website: <http://www.shra.org.uk/index.html>

Friends of Radnor Gardens

Radnor Gardens is a Public Park lying on the banks of the River Thames. It features beautiful trees including an Indian bean tree, and it is believed that the first weeping willows were planted here. Fishing is permitted with an Environment Agency rod licence, there is a popular bowling club with a well-maintained green, and a cafe which the Friends are keen to see enhanced. The historic importance of the Gardens dates from the mid-18th century when the 4th Earl of Radnor's neighbours were Horace Walpole and Alexander Pope. The summerhouse and the gazebo in the gardens also date from that period.

The Friends of Radnor Gardens make an important contribution to ensuring that the local community benefit from the facilities that the Gardens offer. The aims of the Friends are:

- to provide or assist in the provision of restoration work and improvements to Radnor Gardens; and
- to provide or assist in the provision of recreational and other leisure-time occupations in Radnor Gardens for the inhabitants of Twickenham with the objects of improving their conditions of life.

Email: Friendsofradnorgardens.org.uk
Website: <http://friendsofradnorgardens.org.uk/public/>

Friends of Strawberry Hill

Since their founding in 2000, the Friends have worked to safeguard Strawberry Hill House. The House was created by Horace Walpole in the 18th century, and is internationally famous as Britain's finest example of Georgian Gothic revival architecture. It also inspired the first gothic novel 'The Castle of Otranto'. Strawberry Hill House receives no government subsidy and is independent from larger bodies such as Historic England or the National Trust. The Friends' contribution is, therefore, critical in ensuring that the House continues to flourish.

Email: jane.harris@strawberryhillhouse.org.uk 020 8744 3124
website: <http://www.strawberryhillhouse.org.uk/friends>

Social Media

Strawberry Hill has its own village Facebook page which is administered by the Council's Community Links Team:

<https://www.facebook.com/groups/StrawberryHillVillage/>

This is the social media 'community bulletin board' for Strawberry Hill where you can find out about local events and anyone in the community can post subjects of interest to the village.

Community Connections Richmond (part of Richmond Council for Voluntary Services)

Sustainability & Skills Development: Developing the skills base and sustainability of the voluntary and community sector, and small businesses with a social purpose.

Volunteering Service: Building capacity in voluntary organisations to recruit and retain volunteers and providing a volunteer matching service.

Email: action@richmondcvcs.org.uk
020 8843 7945
Website: <http://www.richmondcvcs.org.uk/communityconnectionsrichmond>

MOVING AROUND STRAWBERRY HILL

WHAT IS ON OFFER?

- Strawberry Hill station at the centre of Strawberry Hill village provides access to the mainline rail network.
- The key main roads serving the area are the A310 linking south to Kingston and north to central Twickenham, and the A311 Hampton Road running along the western edge of the area.
- Bus services are focused along these two main routes (routes 290, 267, 281 and R70 along Hampton Road and R68 along Cross Deep/Strawberry Vale) with a further route running along Waldegrave Road (route 33).
- A path exists along the River Thames at Radnor Gardens, however much of the river edge in Strawberry Hill is inaccessible to the public.
- There are currently no dedicated cycling routes through Strawberry Hill. However, there are on-road Local Cycle Network routes along Cross Deep / Strawberry Vale.

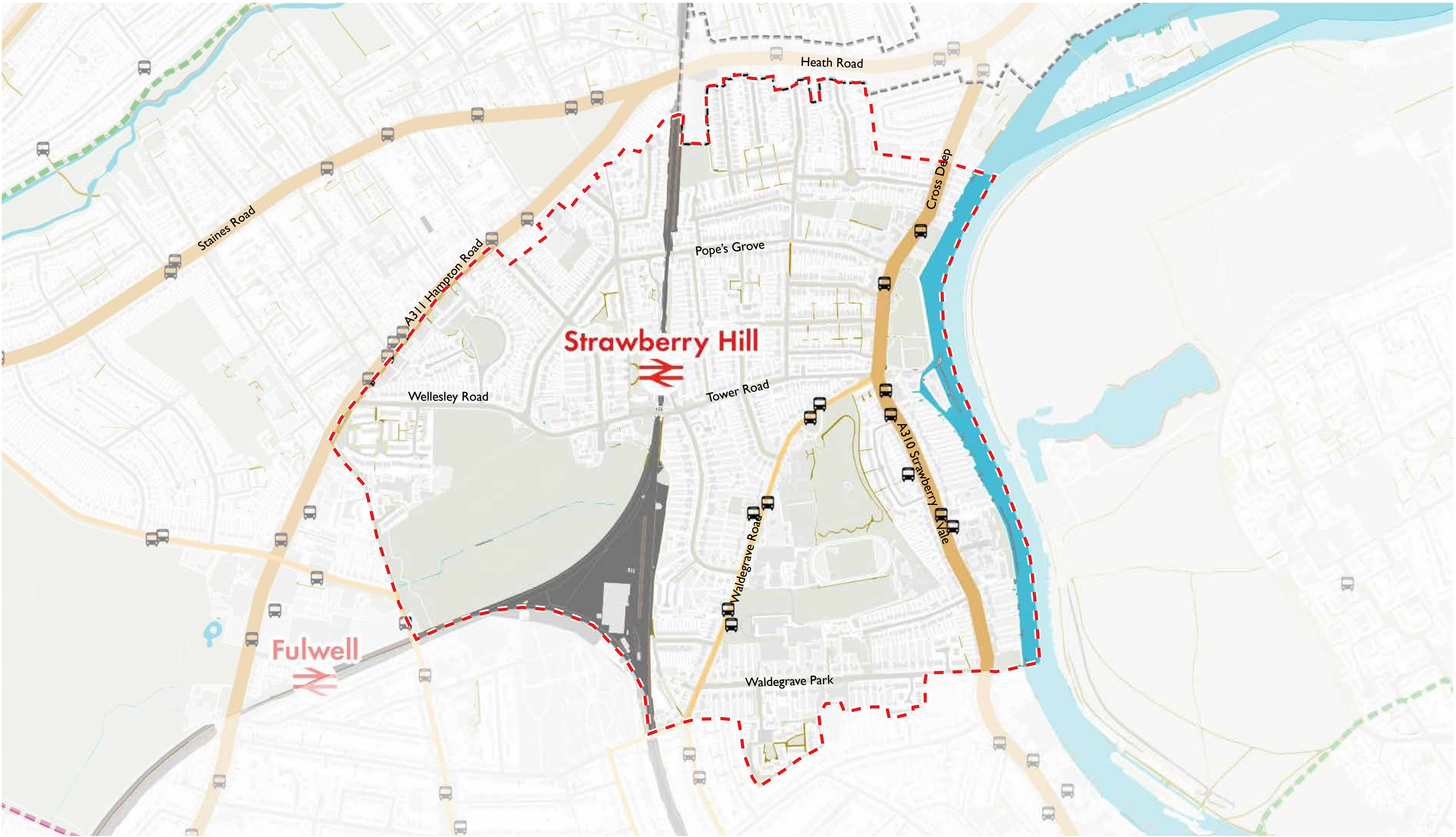
What are the opportunities to improve the way in which residents move around the area?

Are there particular areas of pavement, streets or walking routes that need to be enhanced through maintenance, better design, lighting or improved crossing points?

What else could be done to encourage walking and cycling?

Do cycle routes and cycle parking need to be improved? If so, where?

Are there ways in which public transport could be improved?



- Key**
- Village Plan study area
 - Twickenham Action Area Plan
 - Rail station
 - Bus stop
 - Dedicated cycle route
 - Main road
 - Local road
 - Minor road



SHOPS, SCHOOLS, HEALTH AND OTHER FACILITIES IN STRAWBERRY HILL

WHAT IS ON OFFER?

- The main focus for local shops is around Strawberry Hill station on Wellesley Road and Tower Road. In addition, central Twickenham offers a wide variety of shops and services for the residents of Strawberry Hill.
- Schools in the area include St. James Catholic Primary School and the Archdeacon Cambridge's Church of England Primary School. There are also several independent schools.
- The area is home to St. Mary's University.
- Healthcare facilities within the area are primarily local doctor and dentist surgeries. The nearest walk-in NHS health centre and hospital is just to the south of the area in Teddington.
- Radnor Gardens is the main public open space in the area. It offers a riverside park, children's play area, bowling green and cafe. St. Mary's University has a wide range of sporting facilities which are used by local sports clubs. Strawberry Hill golf course is also within the area.
- Local churches in Strawberry Hill include the Church of St. James.
- The area is home to the world famous Strawberry Hill House and Pope's Grotto.

What are your views on facilities and shopping in the Strawberry Hill area?

Do shop frontages need to be improved?

Is there a need to improve community facilities including health, or provide more leisure, arts and cultural facilities?



Key

- Village Plan study area
- Twickenham Action Area Plan
- Local shops, facilities, restaurants, bars and cafes
- Community, leisure, culture and tourism
- Education
- Employment
- Healthcare



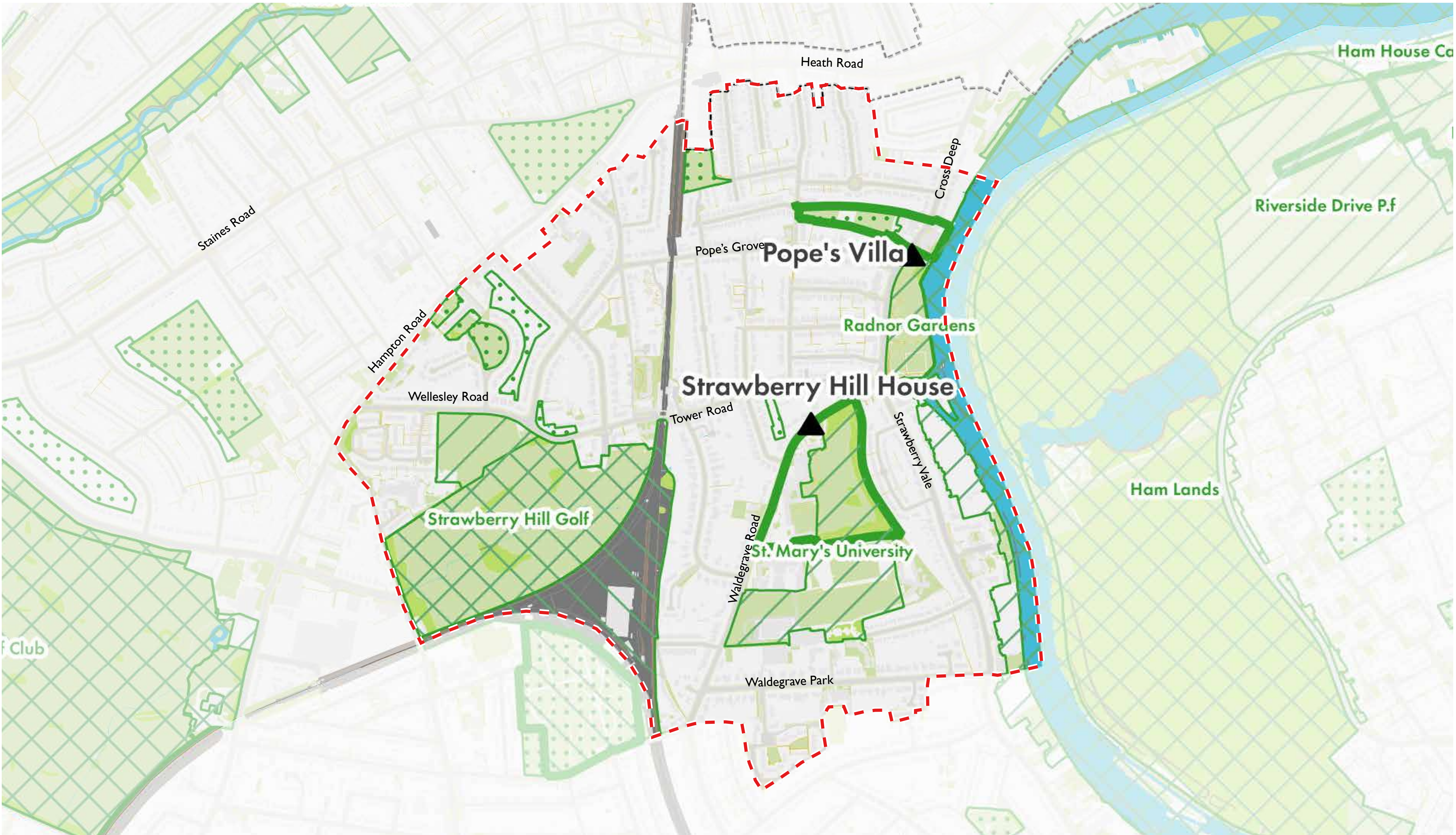
GREEN SPACES IN STRAWBERRY HILL

- Radnor Gardens forms the main public open space and also provides the main section of publicly accessible waterside along this stretch of the River Thames. The gardens of Strawberry Hill House are open 7 days a week and accessible free of charge, and form an important green lung in the heart of the area.
- Play areas are located at Radnor Gardens and Wellesley Road.
- St. Mary’s University Grounds represent a large green space in the area.
- The green corridor along the rail line provides a useful wildlife corridor, linking a range of spaces including Strawberry Hill golf course and Heath Gardens allotments.
- Strawberry Woods is a newly created natural woodland play area.

How can green spaces in Strawberry Hill be improved?

Are additional facilities such as play areas, pitches or benches needed to encourage greater use of green spaces?

Is there a need to review the management and maintenance of any green spaces?



Key

- Village Plan study area
- Twickenham Action Area Plan
- Metropolitan Open Land
- Other Open Land of Townscape Importance
- Historic Parks and Gardens
- Other Site of Nature Importance
- Landmark



INTRODUCTION TO VILLAGE PLANNING GUIDANCE FOR STRAWBERRY HILL

The Council wants residents and businesses to help prepare 'Village Planning Guidance' for the Strawberry Hill Village area. This will be a document that the Council considers when deciding on planning applications. Village Planning Guidance can:

- Help to identify what the 'local character' of your area is and what features need to be retained.
- Help maintain and enhance the local character of your area, particularly if it is not a designated 'Conservation Area'.
- Establish key design principles that new development should respond to.

The boundary has been based on the Village Plan area to reflect the views of where people live, as well as practical considerations to support the local interpretation of planning policy, including how the boundaries of Conservation Areas are defined. In the case of the Strawberry Hill Village Planning Guidance, the area to be covered does not include St. Catherine's School and Cross Deep, including Radnor Gardens. This is because these areas lie within the Twickenham Riverside Conservation Area, the vast majority of which lies within the Twickenham Village Plan area. From a Planning perspective it would be inappropriate to divide the Conservation Area across two Village Planning Guidance documents and so these areas will be included within the Twickenham Village Planning Guidance, which is also being consulted on. This is consistent with the approach taken in other Village Plan areas. This does not change the area covered by the Strawberry Hill Village Plan, and does not prevent residents from Strawberry Hill making comments on these areas.

How can I get involved?

There will be two different stages of engagement and consultation before the guidance is adopted.

During February and March 2017 residents and businesses are being asked about their vision for the future of their areas, thinking about:

- the local character
- heritage assets
- improvement opportunities for specific sites or areas
- other planning policy or general village plan issues

Draft guidance will then be developed based on your views and a formal (statutory) consultation will be carried out in Summer/Autumn 2017 before the guidance is adopted.



Aerial Photograph showing the Village Planning Guidance area

How does Village Planning Guidance work?

The Village Planning Guidance will become a formal planning policy 'Supplementary Planning Document' (SPD) which the Council will take account of when deciding on planning applications, so it will influence developers and householders in preparing plans and designs. This includes any aspect of changing the physical environment that requires a planning application for built development and other matters such as new street signs, shop fronts, road layouts or cycleways.

How does the 'Village Planning Guidance' relate to Village Plans?

The Planning Guidance builds on the 'Village Plans' which were developed from the 2010 'All in One' survey results, and from ongoing consultation, including through the engagement events currently underway and later in the year. The Village Planning Guidance will be a dedicated section as part of the Village Plans.

DEFINING THE CHARACTER OF STRAWBERRY HILL VILLAGE

The Council has undertaken some initial work on trying to identify the different areas of Strawberry Hill which have a similar character, together with some of their key features. Some of these are based on established Conservation Areas. These are displayed on the boards so that we can seek your views.

We want to find out what you think the most important features are of your local area - use the boards to find out where this is.

This will help ensure that the character is maintained and enhanced for the future and that new developments or changes to existing buildings respect the aspects of local character that you think are important.

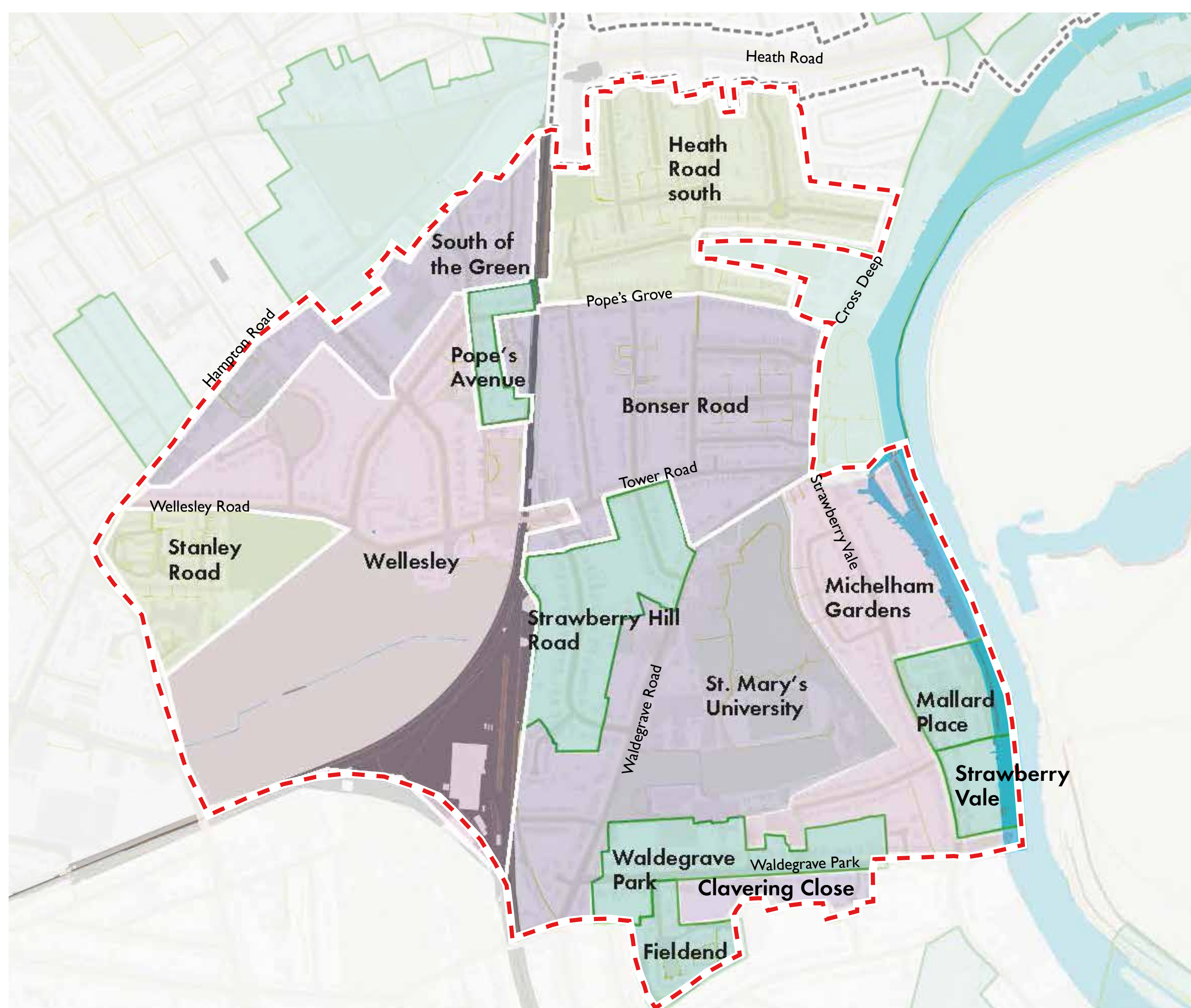
What are the opportunities to enhance your local area?

What do you think the best and most important features are?

What are the pressures or problems facing your area?

The features that you might want to think about could include:

- windows, roofs and chimneys
- building materials and colours
- gardens and green spaces
- street trees and paving
- boundary walls, railings or hedges
- building heights and sizes
- building ages
- architectural styles



THE CHARACTER OF STRAWBERRY HILL VILLAGE



Character Area 1: South of the Green

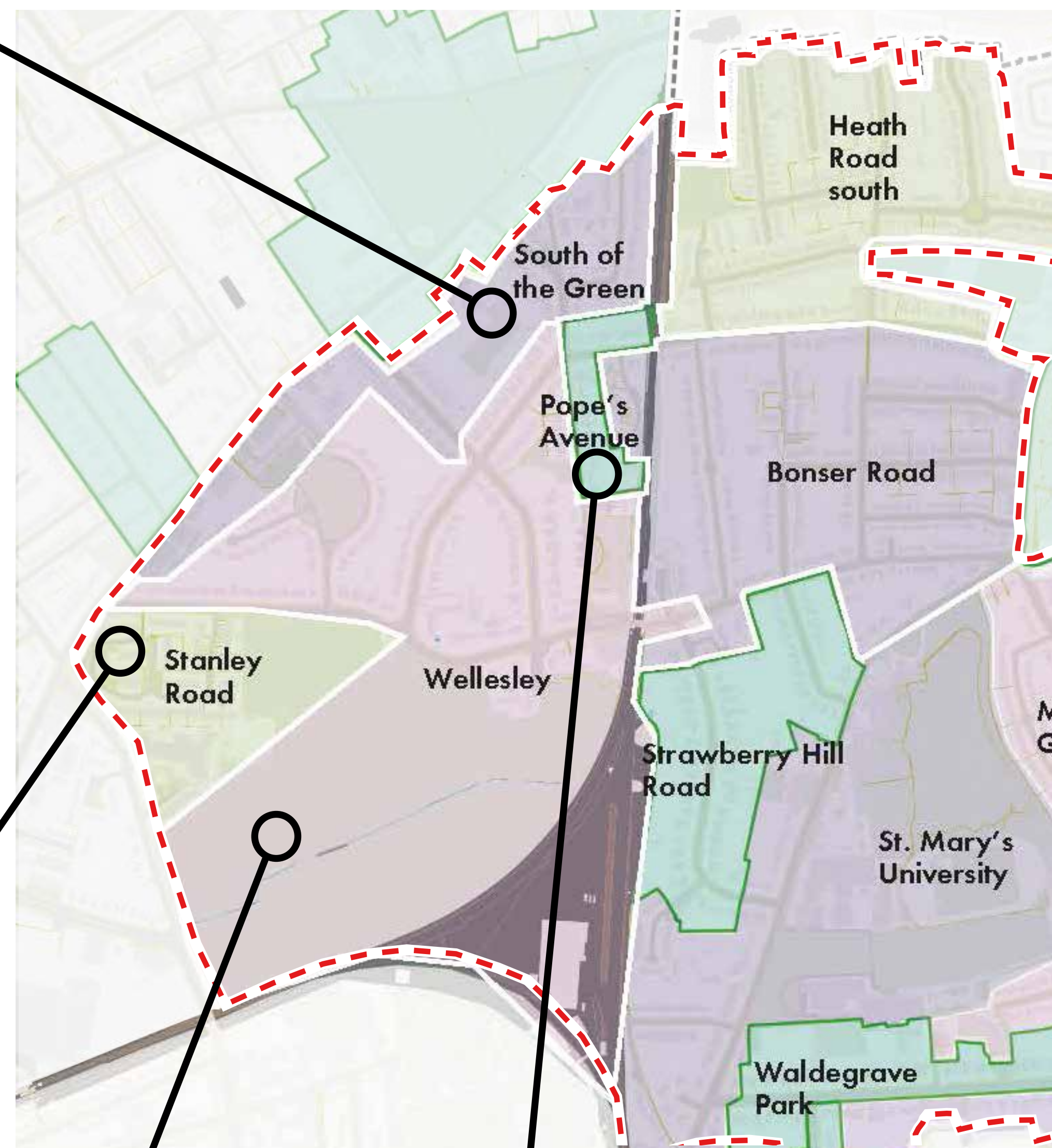
- This character area is to the south of Twickenham Green and encompasses Vicarage Road, the north end of Pope's Avenue, Grange Avenue, parts of Walpole Road, and the southern side of Hampton Road.
- Originally developed in the Victorian era, this area has seen significant redevelopment and now includes a variety of building types and styles from original late 19th Century houses on Walpole Road to modern apartment blocks such as Gifford Lodge on Pope's Avenue.
- The area has maintained strong street patterns whilst the interior of blocks have been redeveloped. Many properties enjoy pleasant views north across Twickenham Green.
- Dominant materials and features include red brick, London stock brick and render, street trees and front gardens.

Character Area 2: Stanley Road

- The character area is bounded by Hampton Road, with Stanley Road to the west, and Wellesley Road to the north with Strawberry Hill golf course forming its eastern edge. It was formerly home to Wellesley House, which was built c.1850.
- The Fortescue Park residential cul-de-sac dates from the 1970s. It is enclosed and intimate, fostering a strong identity with bespoke three-storey town houses. The area also includes St. James Catholic Primary School and grounds, a modern new school development with distinctive curved forms.
- Dominant materials and features include brown brick, distinctive curved door canopies and entrances at first floor.

Character Area 3: Wellesley

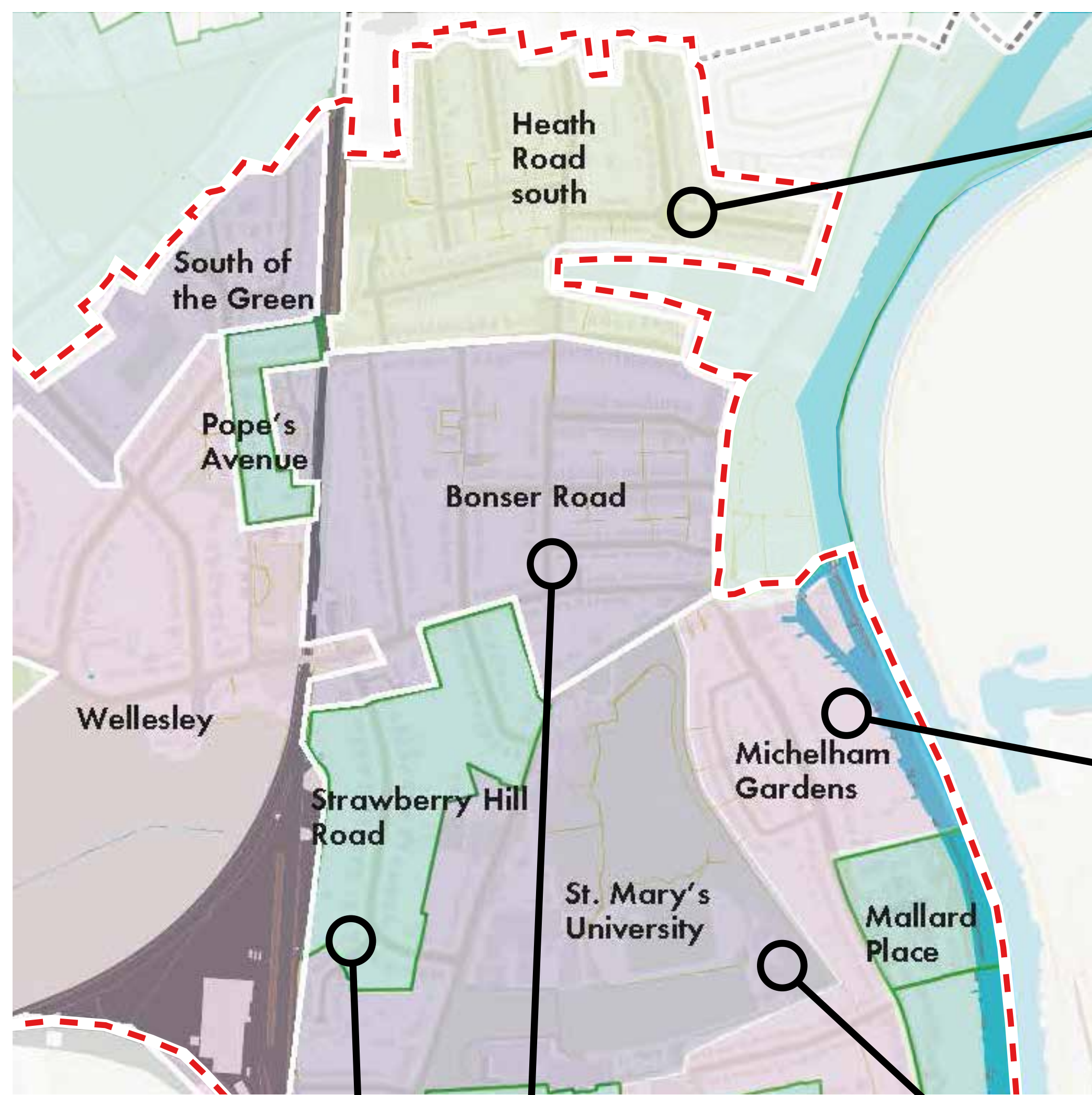
- The character area encompasses Strawberry Hill golf course to the south, Wellesley Crescent, Spencer Road, Walpole Gardens, Strawberry Hill station and surrounds.
- The residential area ranges from late Victorian to inter-war streets. Each street has a strong frontage but varies between Victorian terraces and villas and inter-war semi-detached and detached houses. Wellesley Crescent encloses a green space at its centre.
- The golf course comprises 27 acres of open grassland and trees, and remains largely unchanged since it opened in 1900.
- Modern development with retail at ground and residential above characterise the buildings around the station, although the original Victorian post office building still exists.
- The station building is a Building of Townscape Merit.
- Dominant materials and features include red brick, London stock brick, red tiling and stucco.



Conservation Area 4: Pope's Avenue

- This conservation area is to the south of Twickenham Green and to the north of Strawberry Hill Station, the railway line forming its eastern boundary.
- It is a residential area characterised by villas built from the mid 19th century onwards.
- The distinctive detached and semi-detached villas are set in substantial mature garden plots with well planted front gardens and consistent boundary walls to the street.
- Dominant materials and features include stucco or brick façades, slate roofs, cornices, street trees and generous gardens.

THE CHARACTER OF STRAWBERRY HILL VILLAGE



Character Area 7: Heath Road south

- The character area takes in the residential streets south of Heath Road and north of Pope's Grove.
- The area was developed through the late Victorian and inter-war periods and has a strong rectilinear street pattern.
- Heath Gardens was the first street to be developed and is an attractively detailed Victorian terraced street. Cross Deep Gardens and Tennyson Avenue came later in the inter-war period with a range of semi-detached styles.
- Dominant materials and features include red brick, London stock brick with red detailing, stucco, terracotta/slate tiles and bay windows.



Character Area 8: Michelham Gardens

- This character area is on the east side of Strawberry Hill, and includes Michelham Gardens, Clive Road, houses along Strawberry Vale and Hawkesley Close off Waldegrave Park.
- The area's character is influenced by its location adjacent to the river and along the busy Strawberry Vale, connecting Teddington with Twickenham.
- The majority of the area was developed in the inter-war period as residential streets with semi-detached and short terraced properties.
- Dominant materials and features include red brick, stucco, tudorbethan style features, bay windows, mature street trees and front gardens.



Character Area 9: St. Mary's University

- This character area includes the buildings and associated grounds of St. Mary's University, and also encompasses the housing along Waldegrave Road to the west, and the residential areas of Southfield Gardens and Strawberry Hill Close.
- The original college was developed in the 1920s. It has a strong campus character with large open playing fields.
- Horace Walpole's gothic castle is located to the north of the area within a historic park and garden and is a Grade I listed building.
- Outside the university, the streets are predominantly residential roads with detached properties dating from the late Victorian and inter-war period.
- Dominant materials and features include red brick, London stock brick and red detailing, bay windows, large front gardens, strong boundary wall treatments and large open playing fields.



Character Area 5: Bonser Road

- This character area covers the central area of housing in Strawberry Hill south of Pope's Grove and east of the railway line and includes the former grounds of Cross Deep House.
- The housing dates mainly from the inter-war period and is either semi-detached or short terraced blocks. Older Victorian/Edwardian terraced streets are found in the eastern half including Holmes Road and Bonser Road.
- The streets are rectilinear and the larger street blocks include large gardens.
- Dominant materials and features include red brick, brown brick, single/double bay windows, slate roofs, street trees, white stucco and some 'tudorbethan' style features.

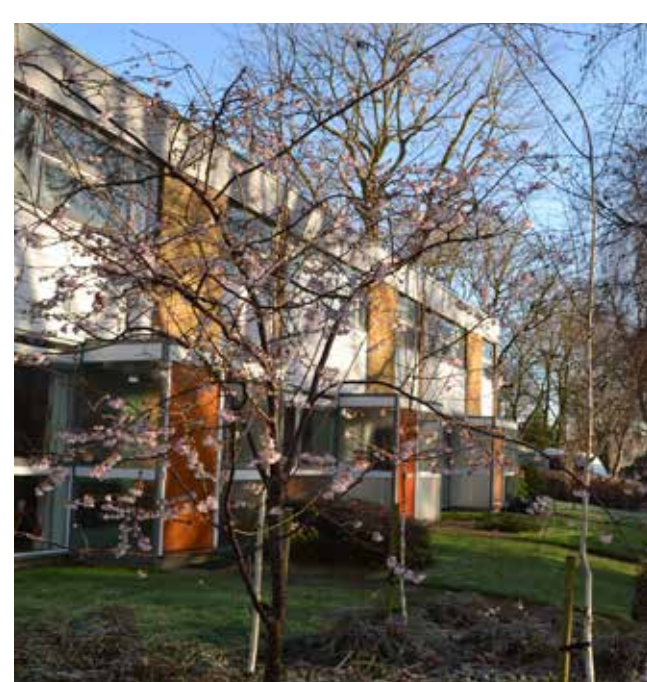


Conservation Area 6: Strawberry Hill Road

- The conservation area encompasses both Strawberry Hill Road and Waldegrave Gardens, connecting Tower Road and Strawberry Hill Station with Waldegrave Road.
- The gently curved treed avenues are lined with two and a half storey late Victorian houses set in generous garden plots and are generously spaced.
- During the 20th century, a number of houses were demolished and redeveloped as modern blocks of flats and culs-de-sac with later infill development.
- Dominant materials and features include red brick with varied detailing in terracotta, tile hanging, stone and brick, bay windows, balconies, porches and steeply gabled tile roofs.



THE CHARACTER OF STRAWBERRY HILL VILLAGE



Conservation Area 10: Waldegrave Park

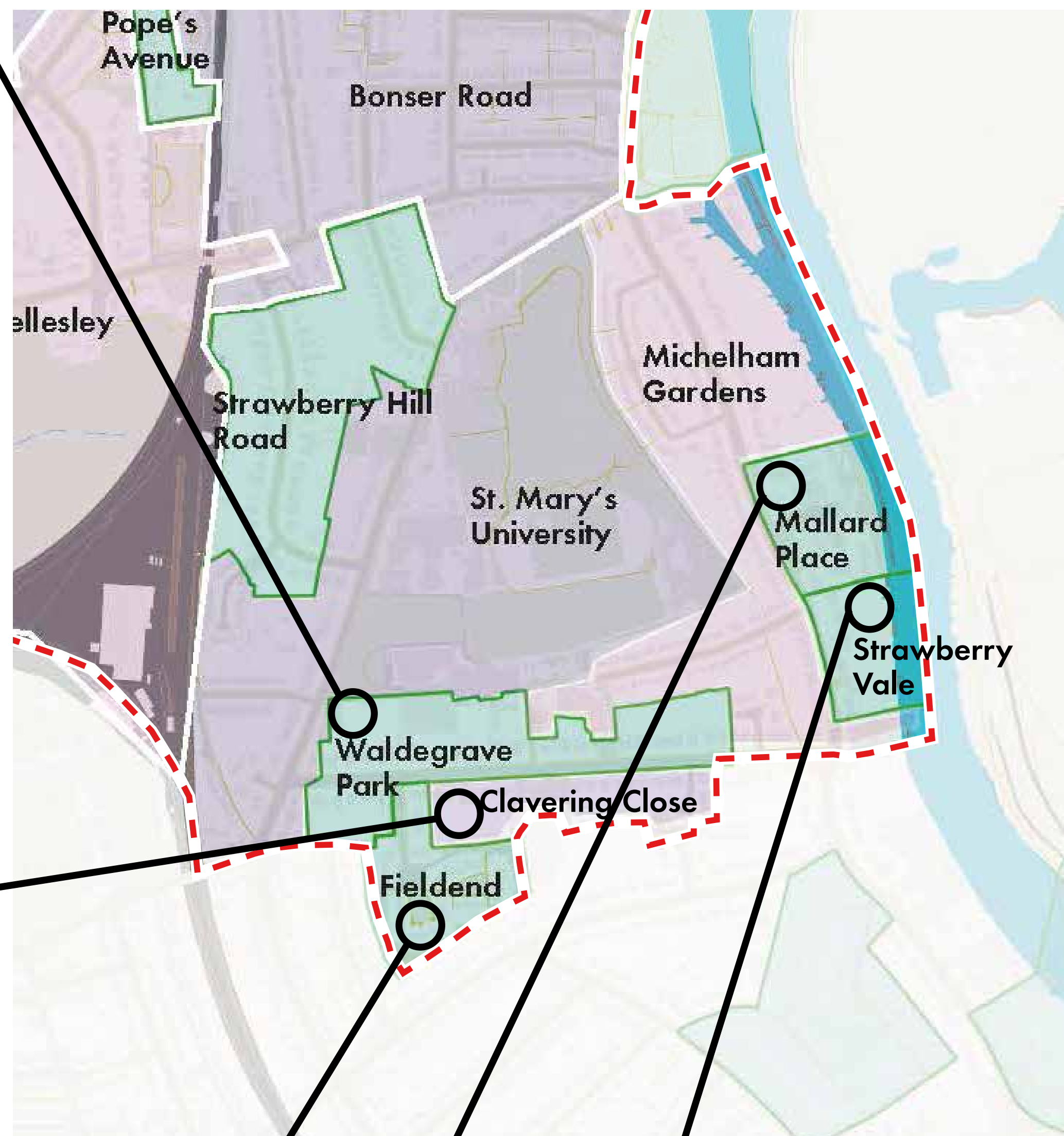
- Designated as a conservation area in 1988, Waldegrave Park is a wide and straight Victorian residential avenue.
- The area was developed in the late 19th Century on land which was originally part of the Strawberry Hill estate.
- The road's spaciousness and abundance of trees are in contrast to the two busy roads on either side, and distinguishes the road as an impressive avenue.
- The houses are generous detached properties with large garden plots.
- Dominant materials and features include red brick, terracotta and tiles, stone surrounds, white-painted window frames and timber balconies, large ground floor bays, gabled eaves with dentilled brick detailing and large front gardens.

Character Area 11: Clavering Close

- The character area includes the buildings along the southern edge of Waldegrave Park that are outside of the Waldegrave Park Conservation Area, and Clavering Close.
- Development here is of varying style, contrasting with the unified detached Victorian houses further down the avenue in the Conservation Area. The properties are all closer to the pavement edge with less generous gardens.
- The southern side of Waldegrave Park is characterised by educational uses and Newland House School is located here.
- Dominant materials and features include red brick, bay windows and street / front garden trees.

Conservation Area 12: Fieldend

- The conservation area is located on the south side of Waldegrave Park and comprises 51 houses set within five acres of landscaped gardens.
- The cohesive Fieldend residential estate was developed in 1960-61 by Span Development Ltd. It is an exceptional example of early 1960s speculative housing designed by Eric Lyons.
- Span developments are characterised by well-designed, economical low-rise housing, that aims to foster a sense of community in their layout. This estate is arranged in both straight and staggered rows integrated with the landscape.
- Dominant materials and features include mature communal gardens, shiplap boarding-clad houses with stock brick exteriors and fully glazed front porches.



Conservation Area 13: Mallard Place

- Mallard Place is a cluster of townhouses and flats to the west of the River Thames, on the eastern side of Strawberry Vale and to the north of Strawberry Vale Conservation Area. The well-preserved estate was developed from 1977 to 1984 and opens out onto the river bank.
- It was the last project to be built by the partnership that had created Span Development Ltd. The picturesque riverside setting and the well conceived relationship of buildings and spaces is an important characteristic of this enclave.
- Dominant materials and features include deep red brick with recessed pointing, orange clay tile hanging, steep pantile roofs and projecting balconies with decorated balustrades.

Conservation Area 14: Strawberry Vale

- The area encompasses the houses to the east of Strawberry Vale adjoining the River Thames and to the south of Mallard Place.
- The housing was developed on former riverside meadows from the mid 19th century onwards and is characterised by tightly grouped, predominantly large, detached or semi-detached Victorian riverside houses.
- The urban character of the frontage to Strawberry Vale is in contrast to the more informal and picturesque riverside setting.
- Dominant materials and features include strong boundary treatments, long rear garden plots and boathouses / landing stages.