

Conservation Area Designation, amendments and Review

Location: Are area largely confined to Cowley Road and North Warpole Way and incorporating the following properties: No.s 2 - 120 (even) & 61 – 123 (odd) Cowley Road; No.s 3 – 24 (consecutive) North Worple Way.

Date Assessed: January 2018

Assessment:

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| Location & Setting | <i>General character and plan form, e.g. linear, compact, dense or dispersed; important views, landmarks, open spaces, uniformity</i> |
| Comments: | The Cowley Road area combines North Warpole Way and Cowley Road and is a street of speculative terraced dwellings constructed in 1911 according to date stamps throughout the terrace. The street was developed as an aspirational street with more elaborate designs than any of the terraces in the nearby vicinity such as First or Second Avenue. Together with the large amount of street trees and front gardens, the streets have a very high quality townscape which is a positive contribution to the surrounding area. There is also a small section of Victorian railway cottages along North Warpole Way that are older than the surrounding Edwardian development and are of interest, being designated Buildings of Townscape Merit. |
| Historic Development | <i>Stages/ phases of historical development and historic associations (archaeology etc) which may be influencing how the area is experienced.</i> |
| Comments: | Historic plans (Appendix 5) show that the dwellings along Cowley Road and the Cowley Mansion Houses were designed by Charles H. Flack for a J. Horlick. OS Maps (Appendix 4) from 1910 show that the majority of Cowley Road and part of the land facing North Worple Way was vacant with part of the street developed alongside First and Second Avenues. The construction of these dwellings along Cowley Road does have merit in that the buildings were designed in conjunction with the Cowley Mansion Houses, and exemplify a time in social history when the development of gentleman's residences which were in demand as a result of greater prosperity of the early 20 th Century. It was during this time that better wealth, education and living conditions influenced the growth in community as well as with architecture and construction methods. On each of the gables which signify the centre of the 8 groups of terraces, a motif can be seen with a lion over a stalk of barley, which is also present on the Cowley Mansion Houses. Although this motif has not been identified, a search of J.Horlick indicates that there could be a potential linkage to Sir James Horlick, known as the 'Malt Barron,' a pharmacist and creator of the Horlicks Malt Drink Company. Interestingly, James Horlick lived in a manor house in Gloucester called Cowley Manor and was in London at the beginning of the 20 th Century. Both Cowley Road and Cowley Mansions along the High Street share this Cowley name and the motif on the gables of the buildings which show Barley in the background may prove this linkage to the malt company which James Horlick created. An earlier phase of a small group of Victorian Railway cottages is also along North Warpole Way that are of special interest and contribute positively to the historic street scene. . |
| Architectural quality and Built form | <i>Dominant architectural styles, the prevalent types and periods of buildings, their status and essential characteristics, and their relationship to the topography, street pattern and/or the skyline. Also important is their</i> |

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| | <i>authenticity, distinctiveness and uniqueness of materials, design, form, texture, colour etc</i> |
| Comments: | <p>The architectural style in Cowley Road is very different from the immediate area and is readily identifiable. The detailing of the facades with the use of red brick, large Dutch gables and parapets and finials is quite elaborate, and shows a greater sense of grandeur when compared to surrounding streets which are more typical Edwardian construction and design.</p> <p>The use of design and detailing to the facades and materials used does exhibit a high quality design and craftsmanship from the quality of the highly ornamented facades to the elaborate tiled entrances and doors with glass insets. Given the small front gardens which are unable to be used for parking, all of the front boundary walls, although some are not original, are intact.</p> |
| Open Space, Parks and Gardens and Trees | <i>Private and public land, front gardens, trees, hedges and street greenery, parks, civic spaces their sense and contribution to the character and experience of an area.</i> |
| Comments: | As the front gardens are not able to be used for vehicles, the front boundary dwarf walls are intact and are well vegetated adding to the character of the street with the mature street trees which turns the corner to North Warpole Way. |
| Character Zones | <i>Discernible character areas or zones which may reflect the predominant historic character that survives from earlier periods or the original function, class distinctions, design or current uses.</i> |
| Comments: | Not applicable |

Conclusion: The speculative housing development which extends from North Warpole Way to Cowley Mansions represents a high quality homogenous Edwardian development which is mostly intact and is considered to be of special interest. The area still retains the boundary walls and much of the historic detailing which along with a dominant vegetated and leafy nature, is considered to represent an area of special architectural and historic interest. Although this interest is sufficient for designation as a conservation area, there is also the potential association with James Horlick, which would accentuate the significance of this area.

Recommendation

Create a new conservation area as indicated in Appendix 2.

In order to preserve the historic interest of the street, it is recommended that Article 4 direction be applied to seek planning permission for any works involving change of front facade fenestration, roof and details to front facades, and front boundary walls.

References

Primary References

Photographs taken on 17/07/2017 by John Somers, JS Conservation Management & Town Planning Limited.

Secondary References

Historic England (2016) '*Conservation Area Designation, Appraisal and Management: Historic England Advice Note 1*' Published by Historic England, London.

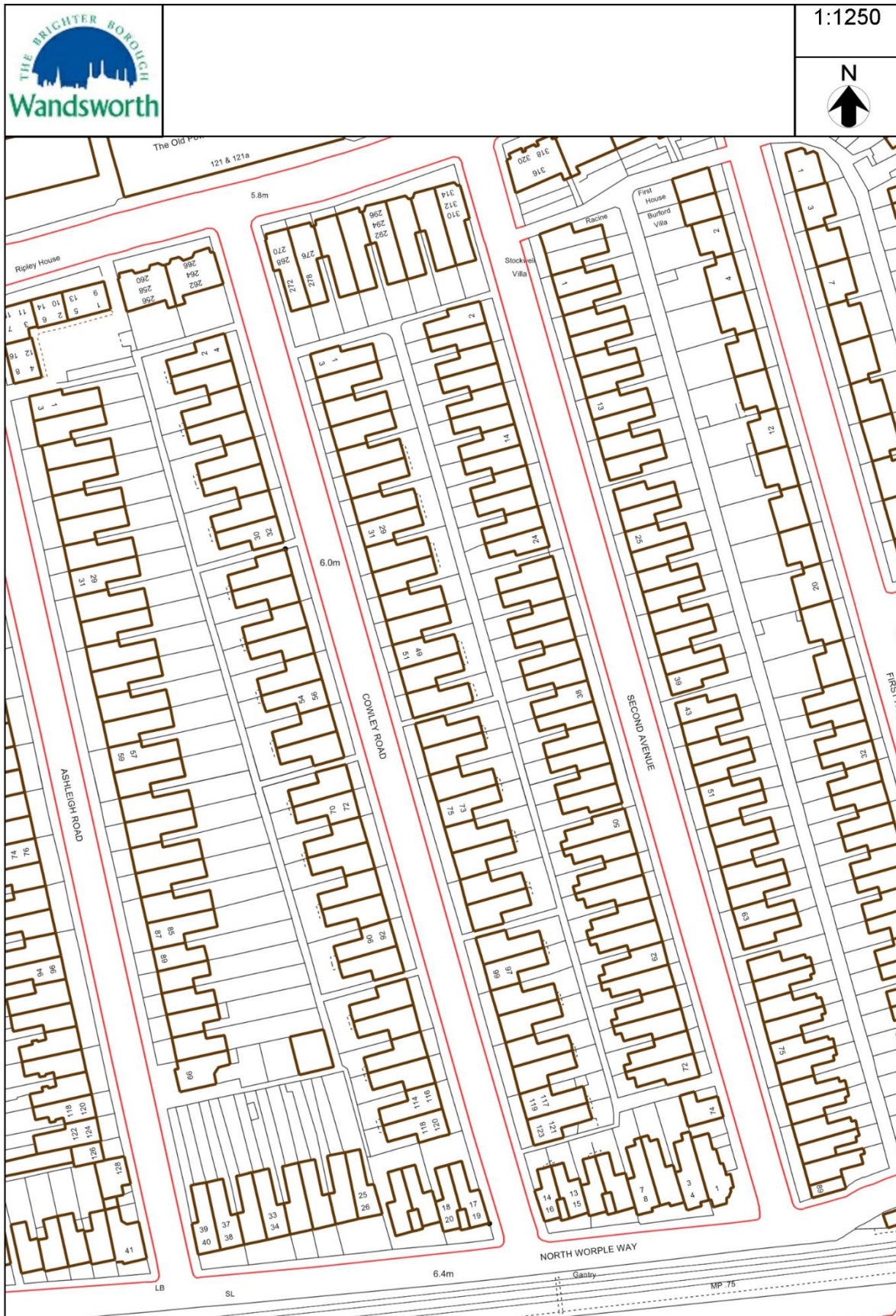
London Borough of Richmond Upon Thames (2016) '*Mortlake Village Plan SPD*' Published by The London Borough of Richmond Upon Thames

Websites

London Borough of Richmond Upon Thames Local Studies

<http://www.calmview.eu/Richmond/calmview/> Accessed March/ April 2017

Appendix 1 – OS Map



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Appendix 2: Proposed boundary of Cowley Road conservation area



Proposed new Conservation Area 79 Cowley Road

Civic Centre, 44 York Street
Twickenham TW1 3BZ
Tel: 020 8891 1411
www.richmond.gov.uk

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Scale 1:1,100



Appendix 3: Streetscene photographs



9-24 (consecutive) North Worpole Way



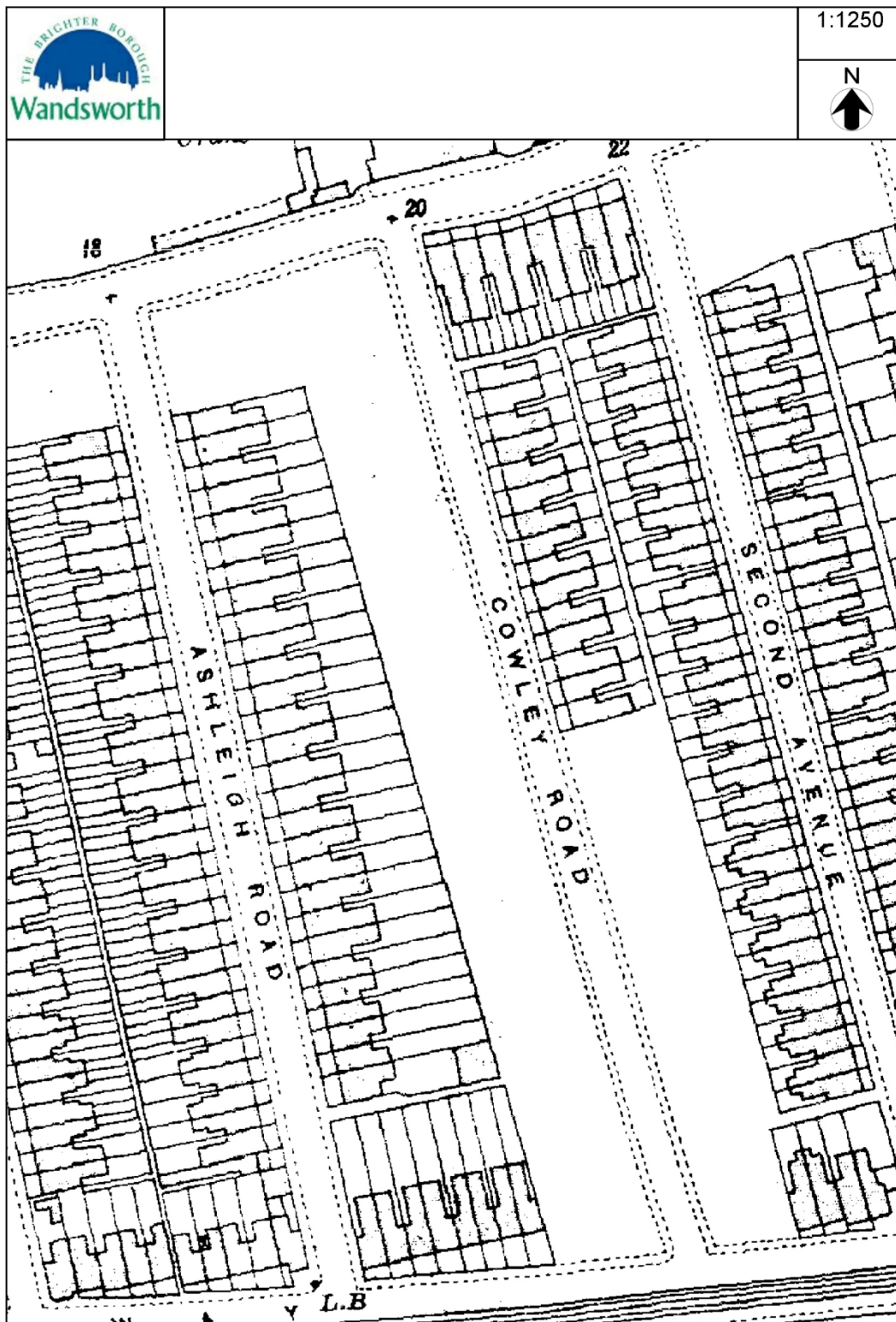






Appendix 4 - Historic OS Maps

1910s

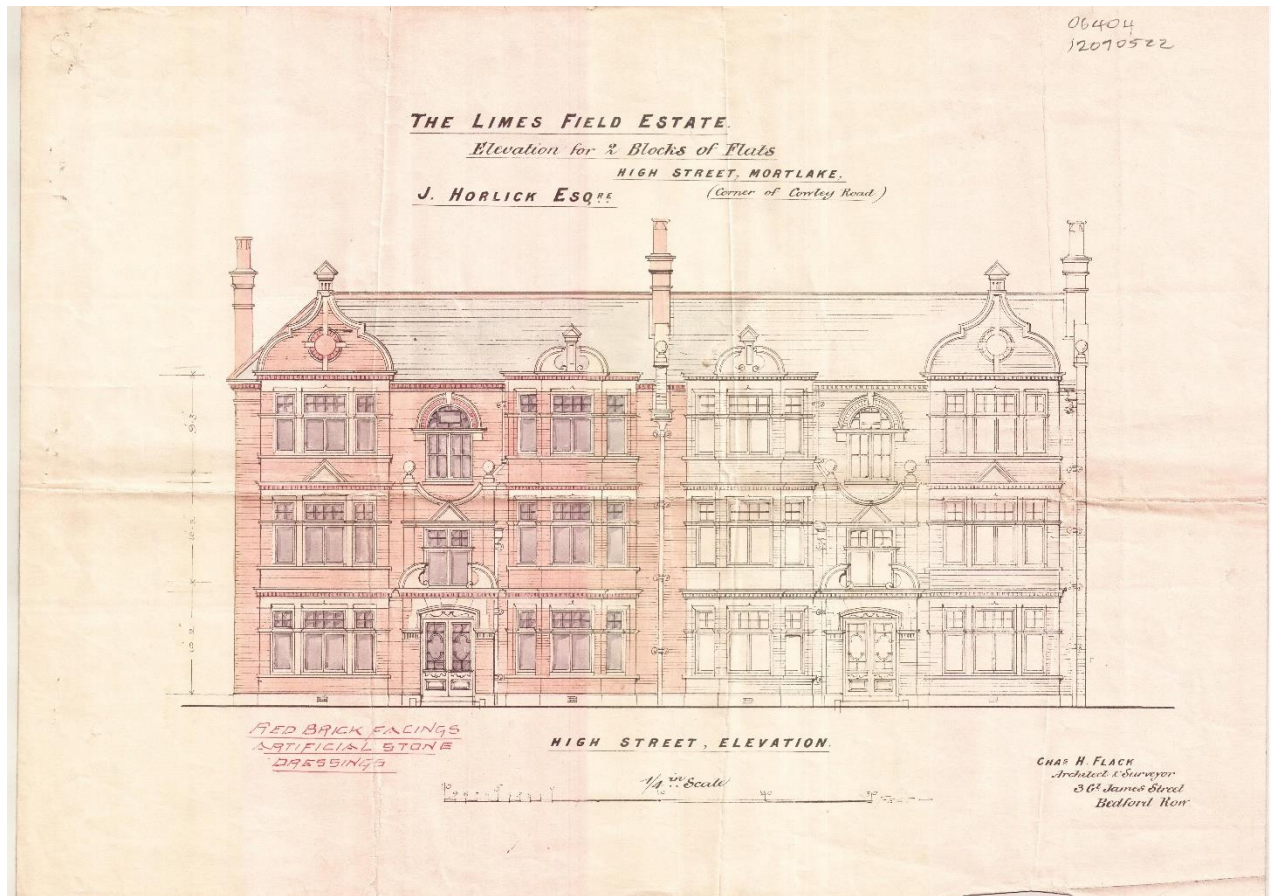


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This is a detailed black and white street map of a residential area in London. The map shows several streets running parallel to each other, including Ashleigh Road, Cowlley Road, Second Avenue, and First Avenue. The streets are lined with numerous small, rectangular buildings, likely terraced houses. The map also shows a large area labeled 'Omnibus Depot' on the left side. The map is oriented with North at the top. A scale bar is located at the bottom right, indicating a distance of 100 feet. The map is labeled with 'TOWN' in large letters across the center. Other labels include 'ASHLEIGH ROAD', 'COWLEY ROAD', 'SECOND AVENUE', 'FIRST AVENUE', 'LIMES FIELD ROAD', 'W. H. A. S. T. E. H.', 'S. P.', 'E. P.', 'W. A. Y.', 'T. C. H.', 'S. M. 21', 'S. M. 22', 'S. M. 23', 'S. M. 24', 'S. M. 25', 'S. M. 26', 'S. M. 27', 'S. M. 28', 'S. M. 29', 'S. M. 30', 'S. M. 31', 'S. M. 32', 'S. M. 33', 'S. M. 34', 'S. M. 35', 'S. M. 36', 'S. M. 37', 'S. M. 38', 'S. M. 39', 'S. M. 40', 'S. M. 41', 'S. M. 42', 'S. M. 43', 'S. M. 44', 'S. M. 45', 'S. M. 46', 'S. M. 47', 'S. M. 48', 'S. M. 49', 'S. M. 50', 'S. M. 51', 'S. M. 52', 'S. M. 53', 'S. M. 54', 'S. M. 55', 'S. M. 56', 'S. M. 57', 'S. M. 58', 'S. M. 59', 'S. M. 60', 'S. M. 61', 'S. M. 62', 'S. M. 63', 'S. M. 64', 'S. M. 65', 'S. M. 66', 'S. M. 67', 'S. M. 68', 'S. M. 69', 'S. M. 70', 'S. M. 71', 'S. M. 72', 'S. M. 73', 'S. M. 74', 'S. M. 75', 'S. M. 76', 'S. M. 77', 'S. M. 78', 'S. M. 79', 'S. M. 80', 'S. M. 81', 'S. M. 82', 'S. M. 83', 'S. M. 84', 'S. M. 85', 'S. M. 86', 'S. M. 87', 'S. M. 88', 'S. M. 89', 'S. M. 90', 'S. M. 91', 'S. M. 92', 'S. M. 93', 'S. M. 94', 'S. M. 95', 'S. M. 96', 'S. M. 97', 'S. M. 98', 'S. M. 99', 'S. M. 100'. The map is a reproduction of a historical document, likely a street directory or a map from the early 20th century.

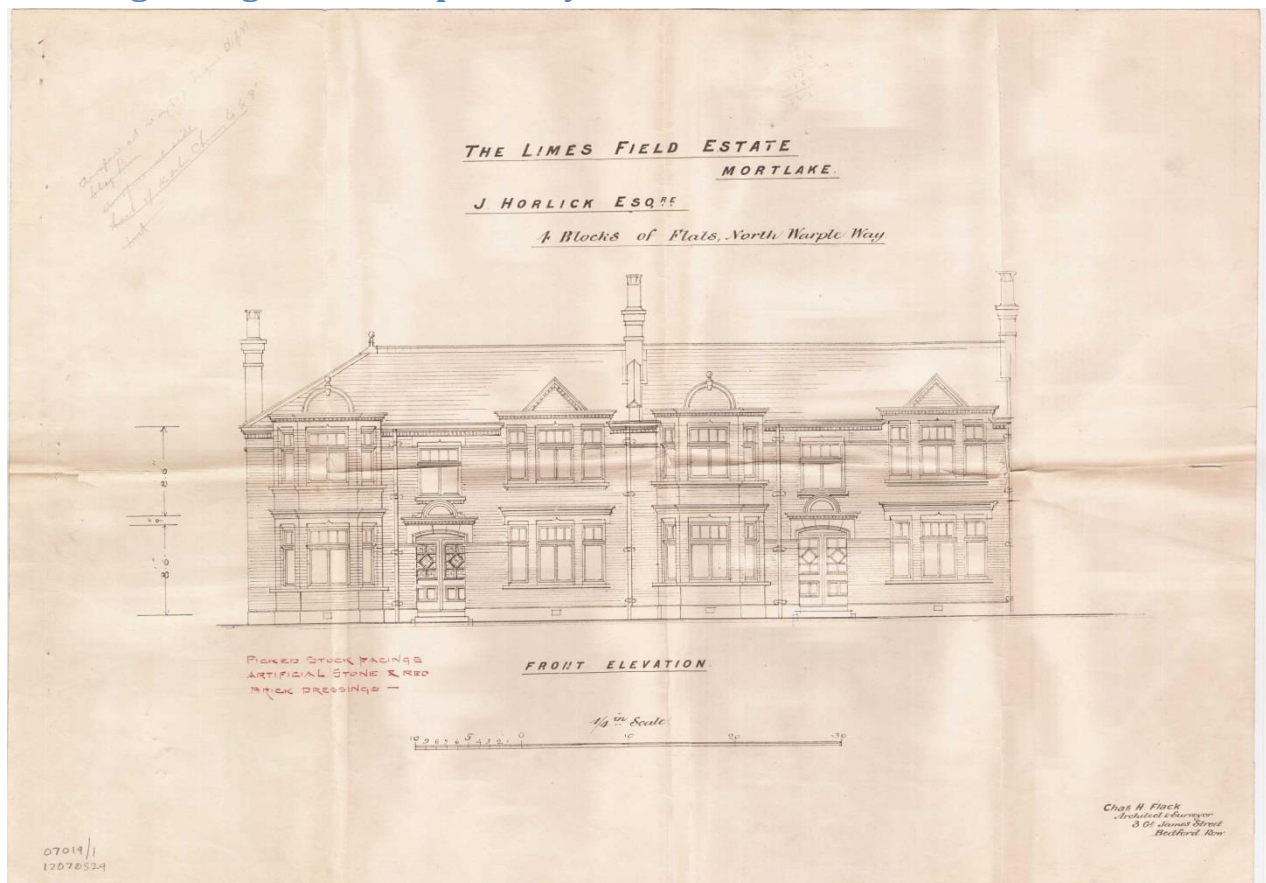
Appendix 5 – Historic plans

Cowley Mansions



Source: <https://richmond.spydus.co.uk>

Dwellings along North Warpole Way



Source: <https://richmond.spydus.co.uk>