

Conservation Area Designation, amendments and Review

Location: Area approximately within Pope's Avenue, Spencer Road, Wellesley Road and the Railway, Strawberry Hill which includes the following properties:

No.s 1 – 24 (consecutive) Wellesley Court, Pope's Avenue; No.s 1 – 7 (consecutive) Jordan Mews, Pope's Avenue; No.s 12 & 19 – 29 (odd) Pope's Grove; No.s 44 – 46 (consecutive) Pope's Avenue; No.s 2 – 17 (odd) Spencer Road; No.s 1 – 13 (odd) & 2 – 16 (even) Walpole Gardens; Cheddington, Walpole Gardens; Clewly, Walpole Gardens; No.s 1 – 6 (consecutive) Rutland Court, Wellesley Road; Flats 1 – 7 (consecutive), 67 Wellesley Road; No.s 1 – 27 (consecutive) Thurnby Court, Wellesley Road; Strawberry Hill Railway Station, Tower Road; Strawberry Hill Cars, Strawberry Hill Station, Tower Road; Curry Ghar, Strawberry Hill Station, Tower Road; No.s 1 – 6 (Consecutive) Wellesley Parade, Wellesley Road; No.s 1 – 15 (consecutive) Berkley Close, Wellesley Road; No.s 1 – 14 (consecutive) Wentworth Court, Wellesley Road; Walls along front and side boundaries of No.s 1 – 14 (consecutive) Raymount Court, Wellsley Road; Walls along front and side boundaries of 1 – 31 (consecutive) Milton Court, Wellesley Road.

(See Appendix 2)

Date Assessed: April 2018

Adjacent Conservation Area Significance: Pope's Avenue Conservation Area: The conservation area boundary is situated around a small distinctive and cohesive development of largely unspoilt detached and semi-detached villas along Pope's Avenue and Pope's Grove. The dwellings include both earlier and later Victorian villas, demonstrating the evolution of architectural taste in the 19th century and development at a time of the arrival of the railway in 1873 which spurred further development around the Strawberry Hill Station.

Assessment:

Location & Setting	<i>General character and plan form, e.g. linear, compact, dense or dispersed; important views, landmarks, open spaces, uniformity</i>
Comments:	During the early 19 th century, the land surrounding what was to become Strawberry Hill Station, was the Twickenham Common which contained a small number of Gentlemen's villas along Strawberry Hill (renamed Pope's Avenue) overlooking the Common. Pope's Avenue still retains the thin dimensions of the historic laneway along with street trees on either side of the laneway. This open and well vegetated environment has influenced the further phases of development in the area which occurred during the late 19 th century, early 20 th century and late 20 th century periods. Street trees, and well vegetated front gardens and rear gardens, views of which can be gained through the gaps between dwellings is important to the setting of the dwellings within the area. Although the Common is no longer present, around the fringes of this area, lies the golf course and playing fields which continue to contribute to the openness and well vegetated setting of the area. The construction of the Strawberry Hill railway station in 1873 was the precursor to extensive development in the vicinity, firstly occurring in a phase of the late 19 th Century with larger villas and country houses constructed. This was followed by 20 th century development which saw a great deal of experimentation with new materials such as steel, glass and concrete which has influenced a number of

	higher density apartment developments around the station that have changed the density and mix of dwellings, but retained the well vegetated setting.
Historic Development	<i>Stages/ phases of historical development and historic associations (archaeology etc) which may be influencing how the area is experienced.</i>
Comments:	<p>Pope's Avenue and Pope's Grove bear the name and relationship to Alexander Pope (1688-1744), a famous English Poet who owned a house at the end of Pope's Grove where it meets the Thames. Other road names which relate to well-known people include Walpole Gardens, named after Horace Walpole, who live in nearby Strawberry Hill House. OS Maps (Appendix 4) as well as the buildings themselves within this area illustrate the changes in building type, fashion, and the importance of a railway station in the development and regeneration of an area. The historic core of the village was around the junction of Pope's Avenue and Pope's Grove where the current conservation area is, where large villas were constructed to overlook the Twickenham Common during the early to mid 19th Century. One such early villa which was constructed at the same time as the dwellings along Pope's Grove is the semi-detached villa of 44-46 Pope's Avenue with a striking ornate chimney which once directly overlooked the Common. When the Strawberry Hill Train Station was introduced in 1873, Twickenham Common immediately adjacent to the train line was subdivided, with the creation of Wellesley Road, Walpole Gardens and Spencer Road. There was a difference in hierarchy within the area with the introduction of Edwardian semi-detached properties along Spencer Road (designated as Buildings of Townscape Merit), and the infilling of plots along Pope's Avenue and Walpole Gardens (designated as buildings of Townscape Merit), which overlooked the West Twickenham Hard Court Tennis Club situated at the junction of Spencer Road and Walpole Gardens. To the south nearer the train station, large country houses set in grounds were positioned along Wellesley Road, the only evidence of these grand houses being the historic dwarf walls and piers which still align the boundaries of Rutland Court, Raymount Court and Milton Court. Interestingly, Milton Court and Thurnby Court retain the names of the former dwellings Thurnby House and Milton House with all of the large dwellings demolished by the 1950s. Before this time at approximately the 1930's, this area around the Strawberry Hill station began to see more modern forms of dwellings in the form of the first two apartment buildings being constructed at Wellesley Court, Pope's Avenue and Berkley Court, Wellesley Road. Both schemes are similar in their form of modern design and materials and are U-shaped with large setbacks and landscaped front gardens with more art and crafts inspired detailing with Crittall windows with large steep hipped roofs with large chimneys. Along with this development, a small row of shops at Wellesley Parade was constructed, which added to the retail offer along this road, with a further solitary post office which is still in situ on the opposite side of the railway line which dates from the 19th century. Along Wellesley Road, the War effort after the 1950s may have triggered the demolition of these larger dwellings at a time when there was an emphasis on delivering homes and reinvesting in society after the Second World War. New forms of architecture were also being introduced and were based upon utilising new materials such as steel, glass and inexpensive materials to facilitate home ownership. Span Developments were one such firm who became renowned delivering a more affordable form of housing, many of which in London are listed of national architectural and historic interest. Architects Eric Lyons and Geoffrey Townsend ran the company and</p>

	<p>designed Thurnby Court, (designated as a Building of Townscape Merit) which embraced this new era of development and vernacular at the time. Eric Lyons also designed Lindin House (now called 'Ajanta') on Walpole Gardens for Geoffrey Townsend's private residence, however it contains a number of alterations and extensions, however maintains some architectural interest through this association with Townsend and Lyons. Other apartment buildings such as Rutland Court, designed by E.S.W. Atherton also embraced the form and appearance with a Span inspired development. Other interesting forms of modern architecture are also present at 45 Pope's Avenue, designed by David Dry and Katharina Halasz, who were also well known architects of the mid-20th century. It was not until the late 20th century when the final major phase of development designed by Colin Bottomley & Assoc for Crest Homes occurred within the area with the closure of the West Twickenham Tennis Club. In its place a residential development was constructed, which although highlights a phase in development is of neutral interest. Another interesting development of the time during the 1980s was No.67 Wellesley Road which embraces a more art-deco inspired design which effectively contributes to the experience of the street scene with dense planting.</p>
Architectural quality and Built form	<p><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 authenticity, distinctiveness and uniqueness of materials, design, form, texture, colour etc</i></p>
Comments:	<p>This particular area contains special interest in that in such a small area, the storey of architectural influence and societal change, fashion and style can be illustrated through the phases of development that this area has experienced. The Georgian and Victorian Villas along Popes Avenue and Pope's Grove have a rather dominant and imposing style as a result of their form, elevation and massing which originally were designed to overlook the Twickenham Common. Elements of the Common still exist to the periphery of the area towards the school playing fields and the golf course to the south of Wellesley Road. Many of the dwellings retain a London brick frontage with timber windows and a slate roof with ornate detailing to the facades, and some larger ornate chimneys such as 44-46 Pope's Avenue. Some dwellings now incorporate rendered facades. The railway station brought more Edwardian development along Spencer Road, which although smaller than the villas on Pope's Avenue and Pope's Grove, still maintain a hierarchy with large forward protruding gables which once overlooked the tennis courts, constructed of the local London Brick with red brick front facades. Although the larger Victorian dwellings along Wellesley Road are no longer in situ, the stone walls which surround the boundaries of more modern developments are important for illustrating this story. The modern phase of development introduces more modern materials such as steel construction with tile hangings and aluminium and Crittall windows, which are evident on the 1930's and 1950's apartment blocks. However in each of the various phases, the landscaped and vegetated setting has been a key determinant in the positioning and layout of dwellings which is a key component of the areas special interest.</p>
Open Space, Parks and Gardens and Trees	<p><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></p>
Comments:	<p>The golf course and playing fields south of Wellesley Road are the remnants of</p>

	the Twickenham Common and are part of the significance of this particular areas with the open aspect of land to the fringes of the area contributing the area's special interest. Despite the dwellings throughout the area being from different architectural periods, each of the dwellings maintain a large proportion of vegetation to front and rear gardens, which together with the street trees creates a very positive contribution to the townscape and special character of the area.
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:	The area can be divided into discernible character zones which reflect the historic development of the area. They predominantly consist of a Georgian phase along Pope's Avenue and Pope's Lane; a Victorian phase to the railway and remnants along Wellesley Road, a pre-war modern phase along Wellesley Road and the lower component of Popes Avenue, opposite the railway station; a post war phase along Wellesley Road with modern affordable housing and a later 20 th Century phase with the demolition of the tennis courts.

Conclusion: The area as mentioned above contains a number of elements of special interest which illustrate the story of the development of Strawberry Hill and complement the development and experience of the conservation area known as Pope's Avenue. The area contains a number of construction phases with good quality developments that illustrate development and style in architecture as well as the needs and demands of society. In all phases, the green setting is present and together they form a cohesive whole which would justify being designated as an area of historic character and special interest.

Recommendation as to an extension or new conservation area

It is therefore seen as suitable to extend the Pope's Avenue Conservation Area to the area as described in Appendix 2.

References

Primary References

Photographs taken on 15/03/2018 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.

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London Borough of Richmond upon Thames (2018) 'Strawberry Hill Village Planning Guidance Supplementary Planning Document' Available online at https://www.richmond.gov.uk/media/15400/strawberry_hill_village_planning_guidance_supplementary_planning_document.pdf

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Websites

London Borough of Richmond Upon Thames Local Studies <https://richmond.spydus.co.uk>
Accessed March/April 2018

Borough of Twickenham Local History Society <http://botlhs.co.uk/local-history/>

Pope's Grotto Preservation Trust <https://popesgrotto.org.uk/>

The map shows a residential area in Cambridge, UK, with several streets and buildings. Key features include:

- Streets:** Alpole Road, Spencer Road, Wallpole Gardens, Hill Road, and a road labeled 'GRANGE'.
- Buildings:** A large building complex is highlighted in pink and yellow, with a red line indicating a specific route or boundary. Other buildings are labeled with codes like 'FB', 'LC', and 'PO'.
- Landmarks:** A 'School' is located in the upper left, and a 'Club House' is in the lower right. A 'PO' (Post Office) is also marked.
- Other Labels:** 'ALEXANDER' and 'ORFORD GARDENS' are visible on the right side of the map.

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Scale 1:2,255



Appendix 4: Streetscene photographs



Above: Semi-detached dwellings along Spencer Road



Above: Modern Span Development (Thurnby Court)



Above: School playing fields to the south of Wellesley Road



Above: Span Development along Wellesley Road with well vegetated surrounds overlooking Playing Fields



Above: Historic Victorian Walls of former large dwellings, now surrounding more modern development



Above: 67 Wellesley Road, Example of a modern development with dominant vegetation



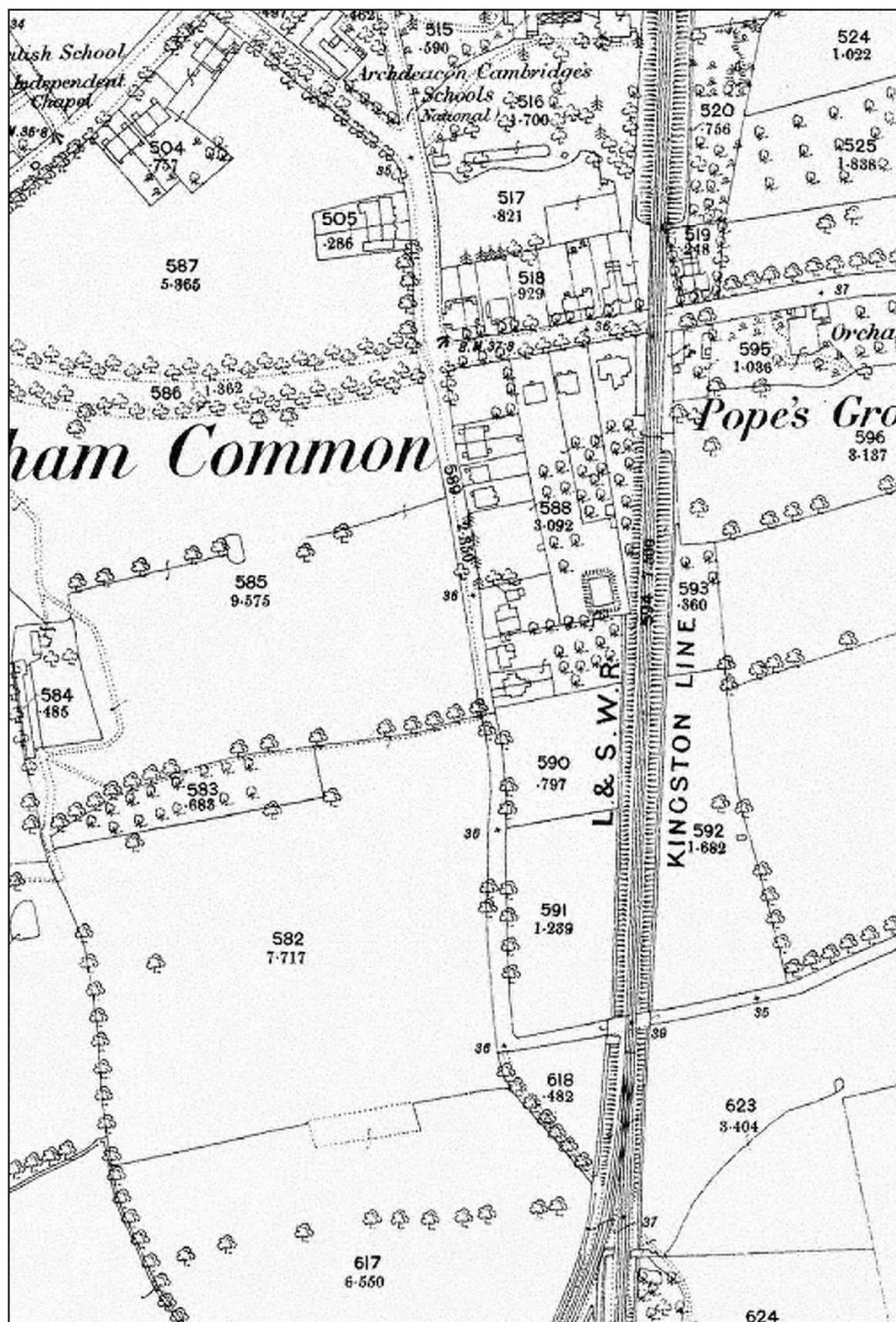
Above: Historic walls of former Victorian houses, now surrounding modern development



Above: Wellesley Court, a 1930's form of development.

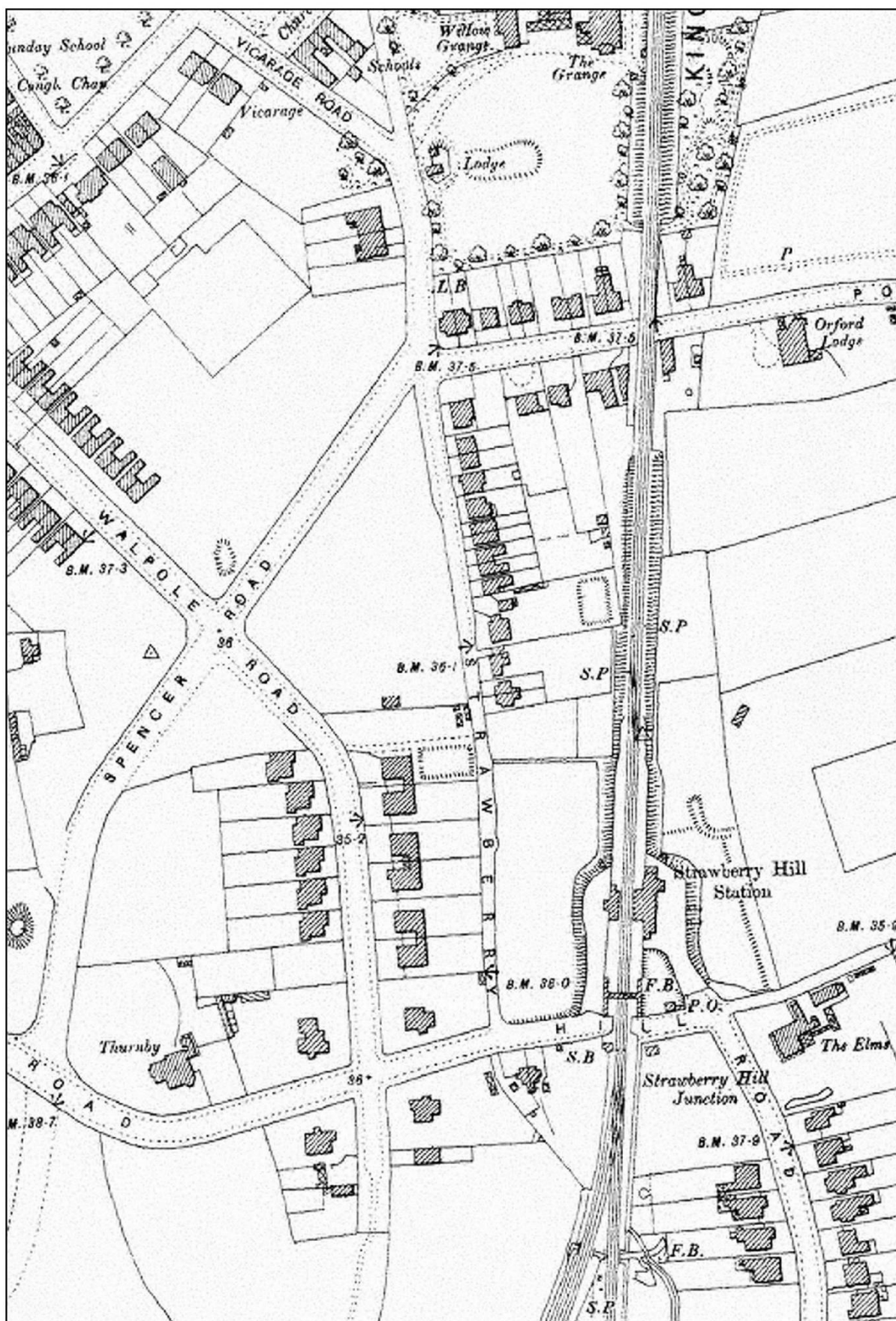
Appendix 4 - Historic OS Maps

1870s



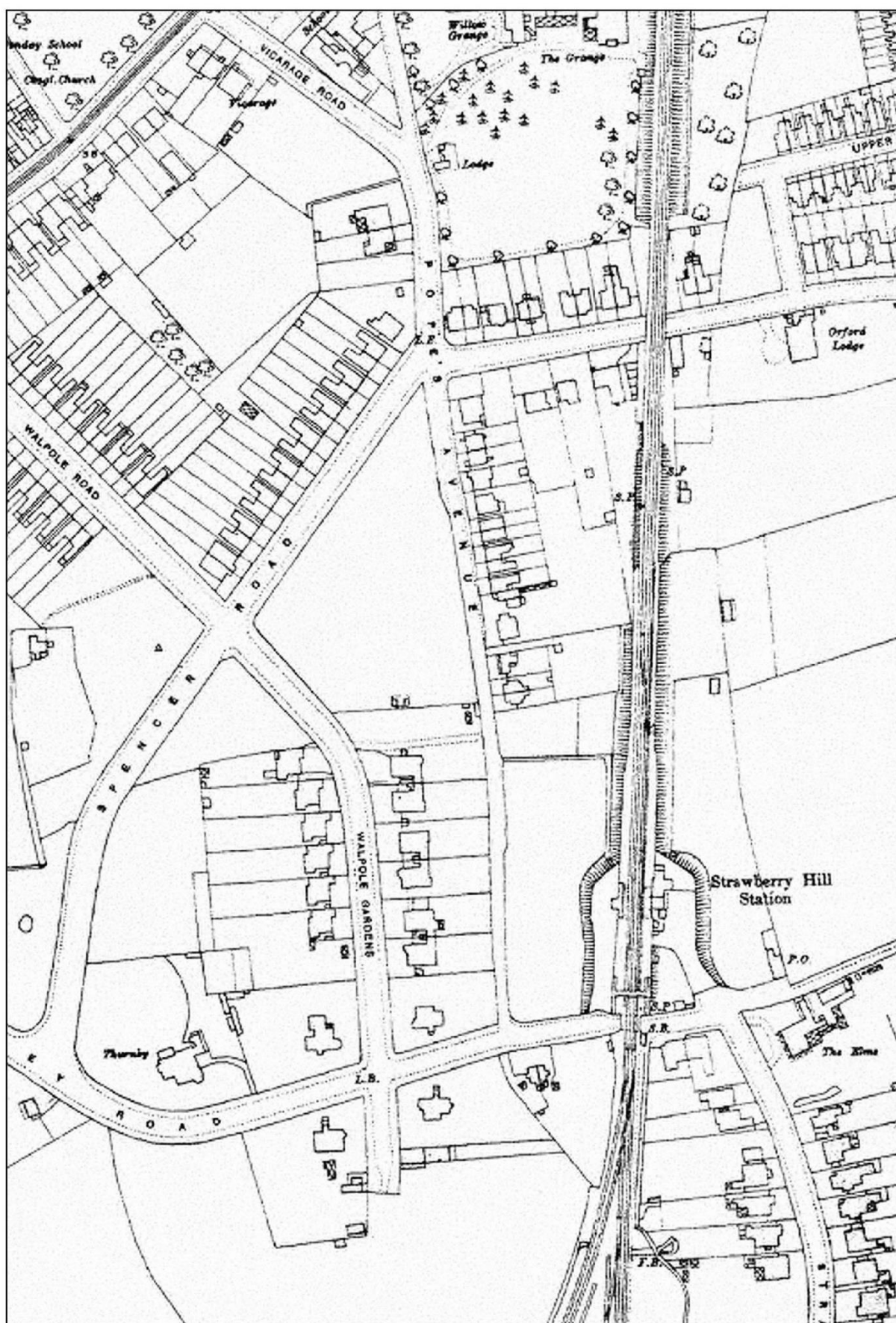
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1890s



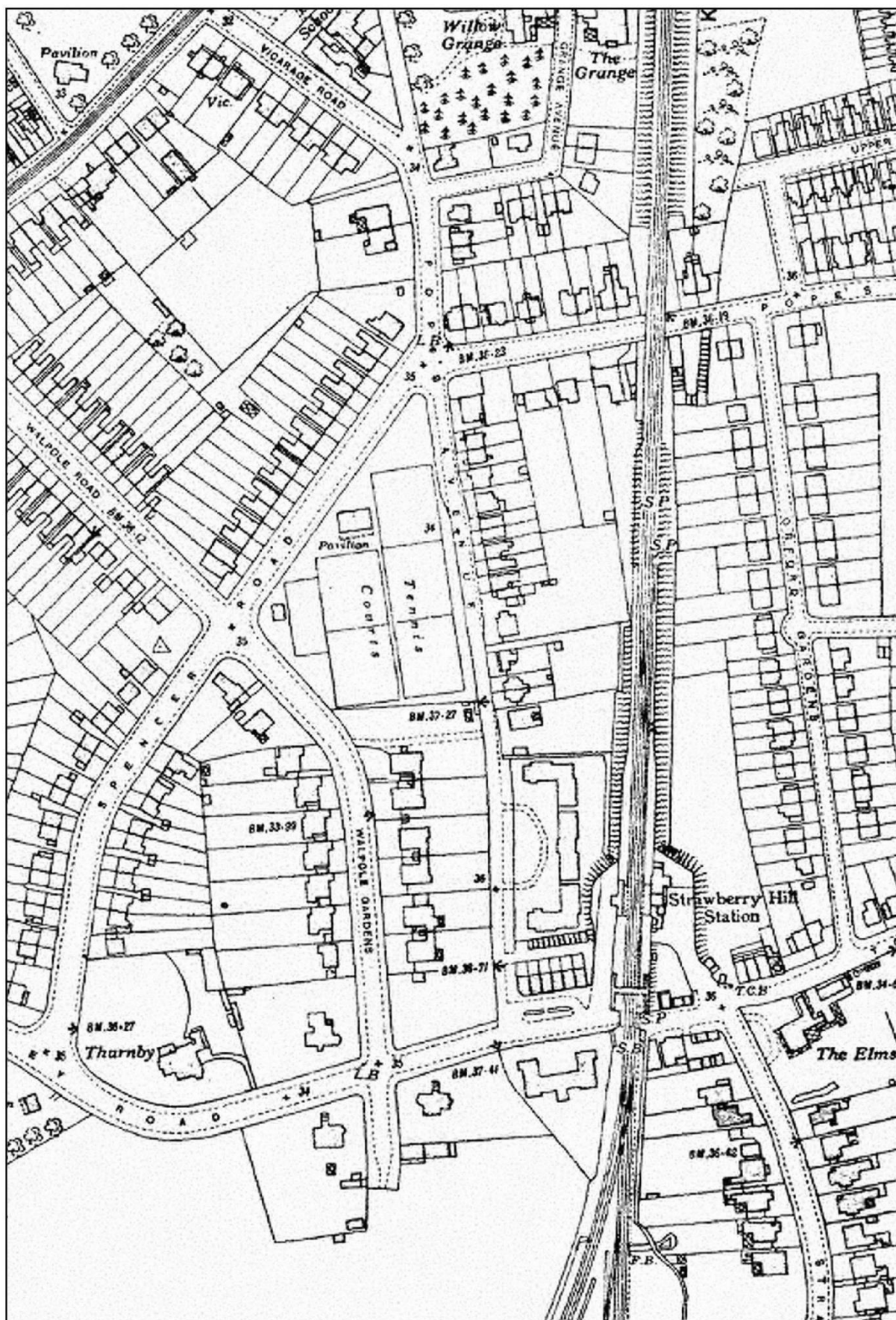
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1910s



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1930s



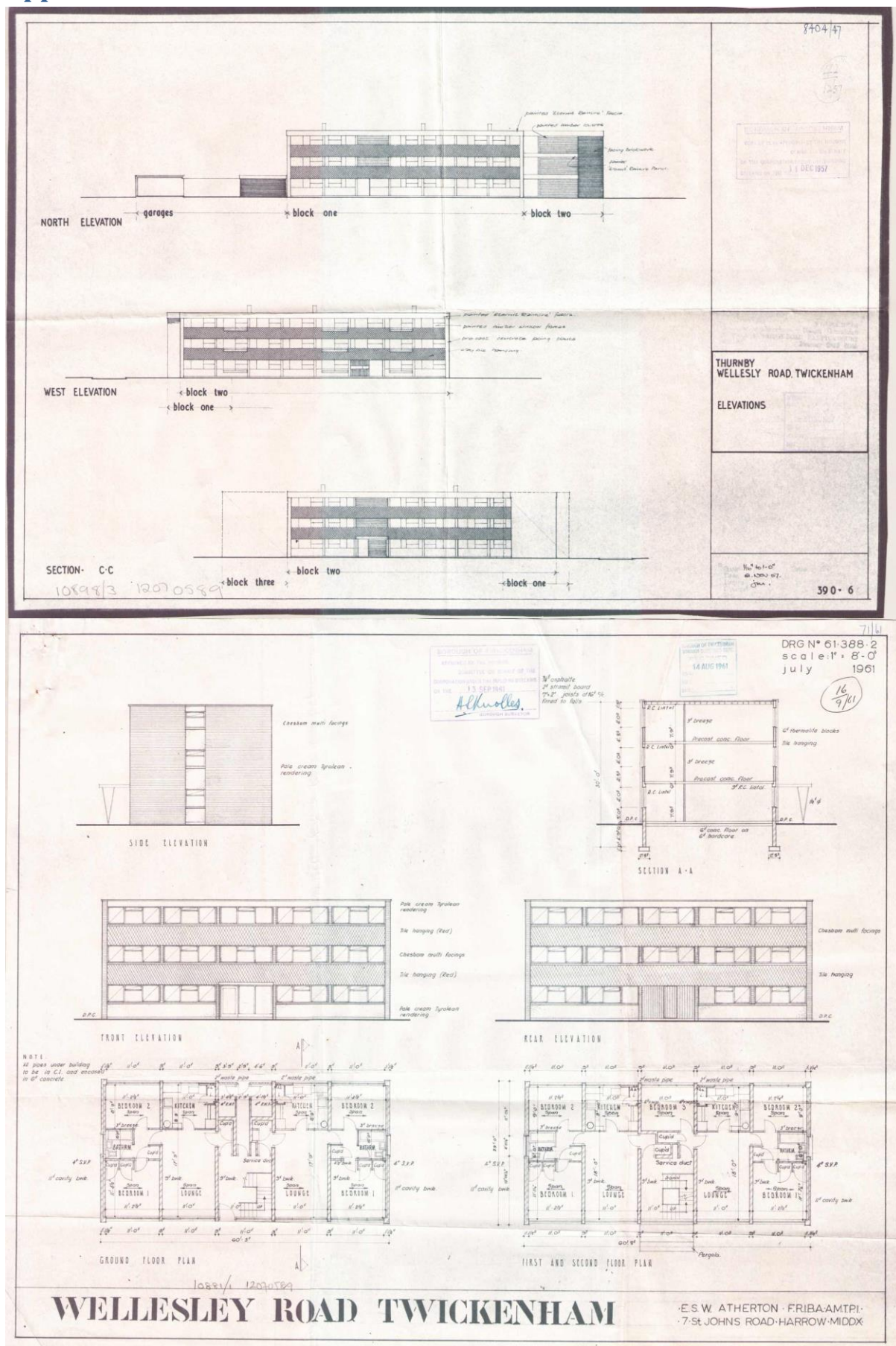
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1950s

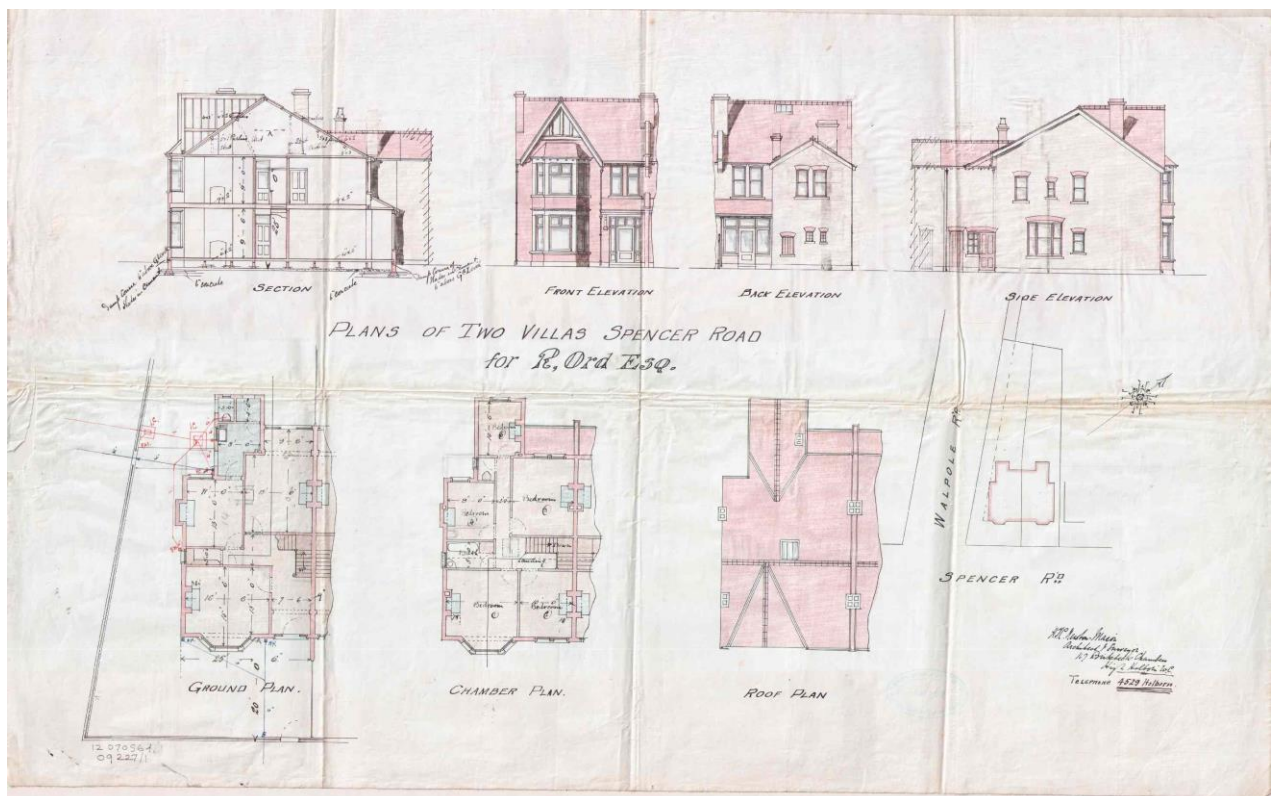


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Appendix 5: Historic Plans



Above: Examples of Modern developments along Wellesley Road



Above: Plans of semi detached dwellings along Spencer Road



Above: Plans of the 1930s Wellesley Court Development, Pope's Avenue.