



CHURCH ROAD

CONSERVATION AREA NO.85

Consultation Draft, November 2020

Note: Every effort has been made to ensure the accuracy of this document but due to the complexity of conservation areas, it would be impossible to include every facet contributing to the area's special

interest. Therefore, the omission of any feature does not necessarily convey a lack of significance. The Council will continue to assess each development proposal on its own merits, on a site-specific basis. As part of this

process a more detailed and up to date assessment of a particular site and its context is undertaken. This may reveal additional considerations relating to character or appearance which may be of relevance to a particular case.

Introduction

PURPOSE OF THIS DOCUMENT

The principal aims of conservation area appraisals are to:

- Describe the historic and architectural character and appearance of the area which will assist applicants in making successful planning applications and decision makers in assessing planning applications;
- Raise public interest and awareness of the special character of their area;
- Identify the positive features which should be conserved, as well as negative features which indicate scope for future enhancements.

This document has been produced using the guidance set out by Historic England in the 2019 publication titled Understanding Place: Conservation Area Designation, Appraisal and Management, Historic England Advice Note 1 (Second Edition).

This document will be a material consideration when assessing planning applications.

WHAT IS A CONSERVATION AREA?

The statutory definition of a conservation area is an 'area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'. The power to designate conservation areas is given to local authorities through the Planning (Listed Buildings and Conservation Areas) Act, 1990 (Sections 69 to 78).

Once designated, proposals within a conservation area become subject to local conservation policies set out in Chapter 4 of the Council's Local Plan and national policies outlined in part 12 of the National Planning Policy Framework (NPPF). Our overarching duty which is set out in the Act is to preserve and/or enhance the historic or architectural character or appearance of the conservation area.

BUILDINGS OF TOWNSCAPE MERIT

Buildings of Townscape Merit (BTMs) are buildings, groups of buildings or structures of historic or architectural interest, which are locally listed due to their considerable local importance. The policy, as outlined in the Council's Local Plan, sets out a presumption against the demolition of BTMs unless structural evidence has been submitted by the applicant, and independently verified at the cost of the applicant.

Locally specific guidance on design and character is set out in the Council's Buildings of Townscape Merit Supplementary Planning Document (2015), which applicants are expected to follow for any alterations and extensions to existing BTMs, or for any replacement structures.

CONSERVATION AREA APPRAISAL

A conservation area appraisal aims to describe the special historic and architectural character of an area. A conservation area's character is defined by a combination of elements such as architecture, uses, materials and detailing as well as the relationship between buildings and their settings.

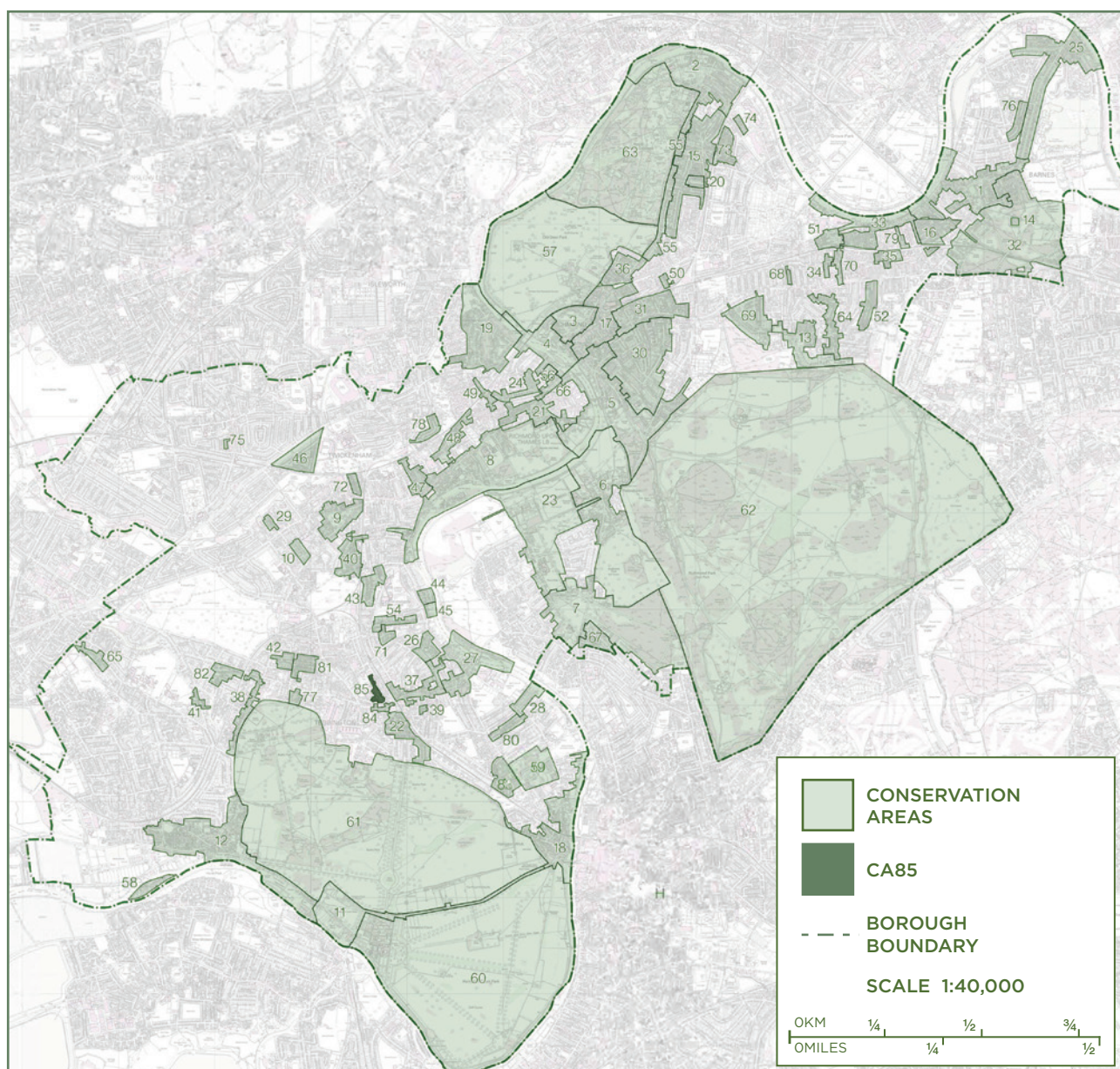
Many other elements contribute to character and appearance such as the placement of buildings within their plots; views and vistas; the relationship between the street and the buildings and the presence of trees and green space.

The conservation area appraisal is an evidence base rather than a planning policy document. This means that it is the main document for recording what is of principal importance in terms of character and appearance of each conservation area.

However, the relevant policies are contained within the Borough's Local Plan, specifically Chapter 4 'Local Character and Design'. Refer to the Council's website for the latest Local Plan.



CONSERVATION AREA APPRAISAL
LONDON BOROUGH OF RICHMOND UPON THAMES



Map showing Richmond Conservation Areas. Conservation Area 85, Church Road, highlighted.

- | | | | |
|----------------------------|---------------------------------|------------------------------|--|
| 1. Barnes Green | 23. Ham House | 45. Strawberry Vale | 67. Parkleys Estate (Ham) |
| 2. Kew Green | 24. Twickenham Park | 46. Rosecroft Gardens | 68. Holmesdale Avenue |
| 3. Richmond Green | 25. Castelnau | 47. Queens Road (Twickenham) | 69. Sheen Common Drive |
| 4. Richmond Riverside | 26. The Grove | 48. Amyand Park Road | 70. Sheen Lane (Mortlake) |
| 5. Richmond Hill | 27. Teddington Lock | 49. Crown Road | 71. Fieldend (Twickenham) |
| 6. Petersham | 28. Broom Water | 50. Sheendale Road | 72. Hamilton Road |
| 7. Ham Common | 29. Belmont Road | 51. Mortlake Green | 73. Burlington Avenue and West Park Road |
| 8. Twickenham Riverside | 30. St Matthias | 52. East Sheen Avenue | 74. Defoe and Ruskin Avenue |
| 9. Twickenham Green | 31. Sheen Road | 53. White Hart Lane | 75. Oaklands Estate |
| 10. Trafalgar Road | 32. Barnes Common | 54. Waldegrave Park | 76. Madrid Road |
| 11. Hampton Court Green | 33. Mortlake | 55. Kew Road | 77. Bushy Park Gardens |
| 12. Hampton Village | 34. Model Cottages | 56. Beresford Avenue | 78. Cole Park Road |
| 13. Christ Church Road | 35. Queens Road (Mortlake) | 57. Old Deer Park | 79. Cowley Road |
| 14. Mill Hill | 36. Kew Foot Road | 58. Platt's Eyot | 80. King Edward's Grove |
| 15. Kew Gardens | 37. High Street (Teddington) | 59. Normansfield | 81. Royal Road |
| 16. Thorne Passage | 38. Hight Street (Hampton Hill) | 60. Hampton Court Park | 82. St James's Avenue |
| 17. Central Richmond | 39. Blackmore's Grove | 61. Bushy Park | 83. Wick Road |
| 18. Hampton Wick | 40. Pope's Avenue | 62. Richmond Park | 84. Broad Street |
| 19. St Margarets | 41. Joanna Southcott Chapel | 63. Royal Botanic Gardens | 85. Church Road |
| 20. Lawn Crescent | 42. Mays Road | 64. Sheen Lane (East Sheen) | |
| 21. Cambridge Park | 43. Strawberry Hill Road | 65. Hanworth Road (Hampton) | |
| 22. Park Road (Teddington) | 44. Mallard Place | 66. Richmond Road | |

Statement of Significance

Summary of special architectural and historic interest of conservation area.

- Victorian and Edwardian commercial and residential street which developed around the same time as nearby Broad Street;
- Church Road became an important subsidiary street to Broad Street, with several retail units of a domestic scale, and larger buildings with a periphery service-orientated use to the main high street (Broad Street);
- A hospital and its smaller dispensary buildings are situated in this conservation area and are of historic and architectural value. Both buildings are now converted to housing, but still display original late 19th century architectural features;
- The area includes some buildings with evidence of historic domestic and trade/commercial shared use. An interesting survivor is No.31 Church Road (Building of Townscape Merit) which displays its past use on its façade as the workplace and dwelling of a stonemason;
- Buildings of Townscape Merit include the Teddington Baptist Church (with a unique fully glazed modern extension), the Abercorn public house, and the hospital dispensary building. The variety of building uses, both historic and current, add to the interest and character of the area.



Parade of shops with residential above, set back behind deep forecourts.

Location and Setting

General character and plan form, e.g. linear, compact, dense or dispersed; important views, landmarks, open spaces, uniformity.

The Church Road Conservation Area is predominantly located along Church Road, Elfin Grove and Walpole Crescent, Teddington.

The area represents a Victorian and Edwardian mixed commercial and residential street which developed around the same time as nearby Broad Street.

Church Road became an important subsidiary street to

Broad Street, with several retail units of a domestic scale, and larger buildings with a periphery service-orientated use to the main high street (Broad Street).

The 1899 Kelly's Directory shows that there were over 40 trades operating along Church Road, with houses possibly converting front rooms to trade use. The directory shows that trades ranged from builders, monumental masons, butchers, grocers, undertakers, confectioners, insurance dealers and others. To support these smaller trades and the wider area, public buildings were established

along Church Road, including a police station, hospital and dispensary (off Walpole Road), Working Men's Club, a Baptist Church and Salvation Army.

Church Road is a linear road which terminates at the entrance to the large formally laid-out Teddington Cemetery to the north, and the prominent junction of Broad Street and The Causeway to the south. The area has a more domestic character when compared to Broad Street, with buildings generally being two storeys in height, with the more public buildings being larger and more prominent in the street scene.



Historical Development

Stages/ phases of historical development and historic associations (archaeology etc) which may be influencing how the area is experienced.

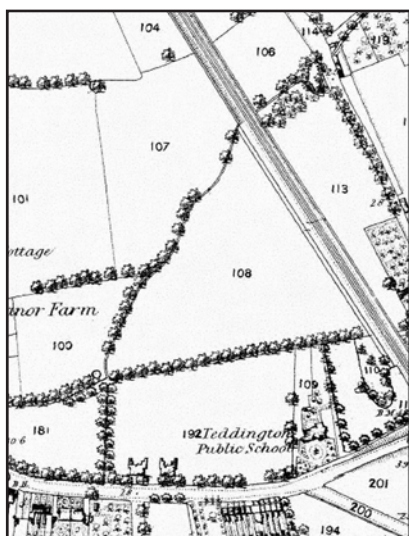
Historic OS maps indicate that Church Road and Walpole Road were constructed in the 1870s. Surrounding streets leading off Church Road and extending to the

railway line were constructed with small tightly knit terraced houses. Two parades of retail units were developed either side of Church Road, The Parade and St. Peter's Parade, all of which still exist today, with further retail units interspersed along the remainder of the road.

Some retail units situated towards Broad Street appear to have been houses which were extended to

include shopfronts towards the end of the 19th century and early 20th century.

There were also purpose-built retail premises constructed at corner locations such as the corner of Sydney Road (formerly Cranmer Road) and Church Road, as well as at the corner of Walpole Road and Church Road.



1860s



1890s



1910s



1930s



1950s

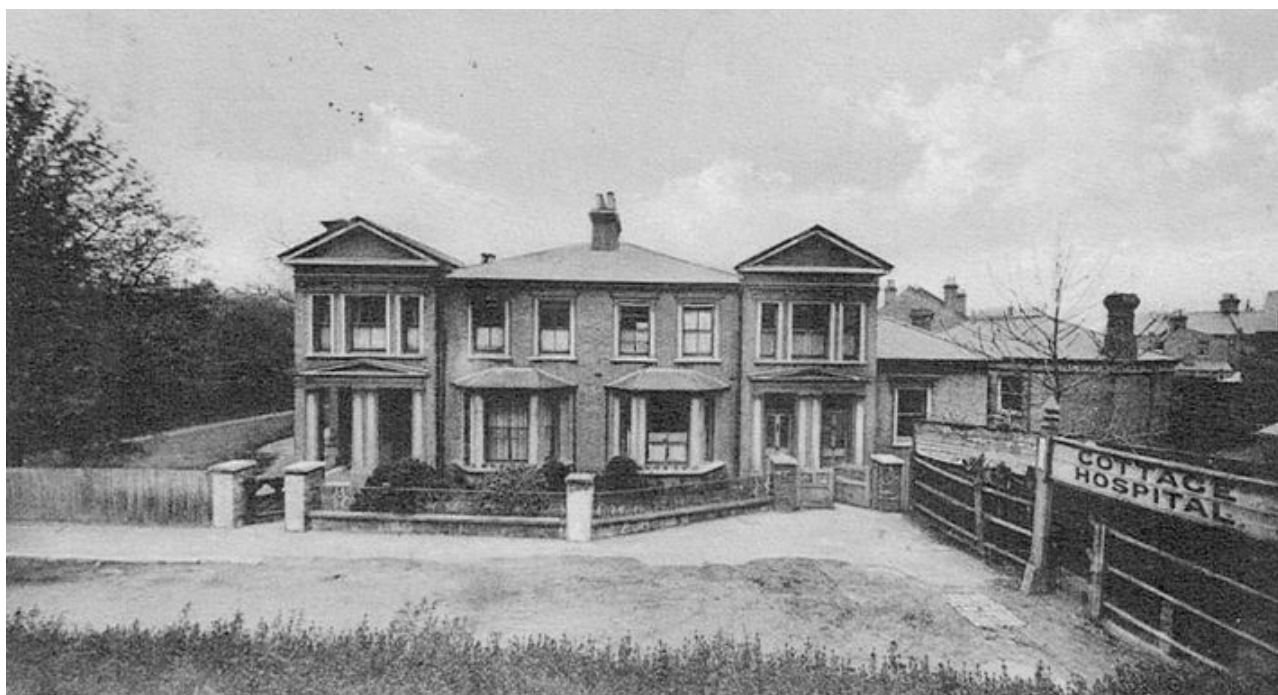
Historical Development

A public house was constructed at the corner of Church Road and Latimer Road and is designated as a Building of Townscape Merit. There are also larger plots where a range of service-based commercial uses were located, such as a police station, Salvation Army and a hospital with detached dispensary.

The hospital was originally situated on Elfin Grove, having

been converted from residential (then known as the 'Elfin Villas') in 1875. The original buildings were donated by Thomas Chappell, a local businessman who owned businesses in piano manufacturing and music publishing. In 1883, land was purchased by Thomas Chappell to the rear of the hospital fronting Walpole Crescent (No.11), and a small dispensary was built as the population of Teddington grew.

Other service-based locations along the street, such as the St Paul and St. Peter Church, stood on the corner of Church Road and Broad Street; the building was demolished and relocated to the opposite side of Church Road during the 1970s.



The Teddington and Hampton Wick Cottage Hospital, established in 1875, with dispensary behind, built in 1883. (Source: Richmond Local Studies Archive)



The Teddington and Hampton Wick Cottage Hospital, established in 1875. (Source: Richmond Local Studies Archive)



Willoughby Hotel, 59 Church Road, bombed in November 1940 (Source: <https://pubshistory.com/Middlesex/Teddington/WilloughbyHotel.shtml>).

Historical Development

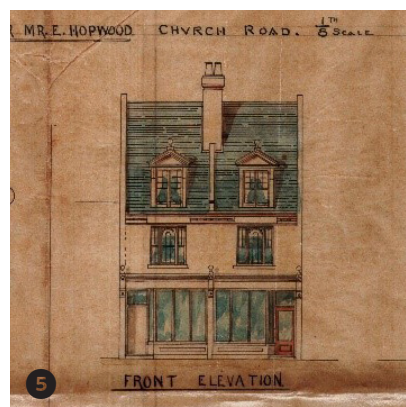
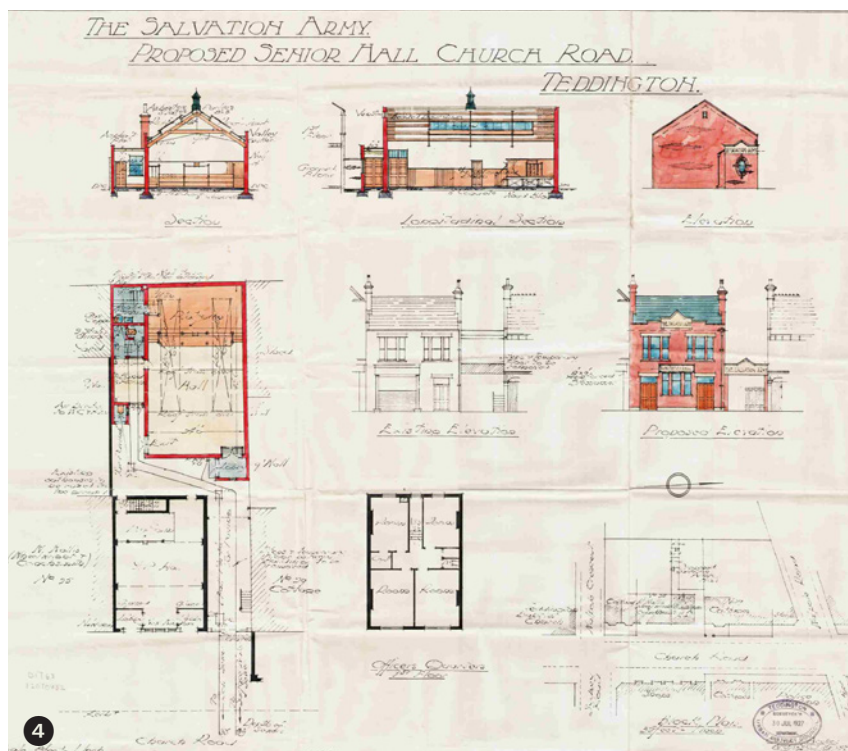
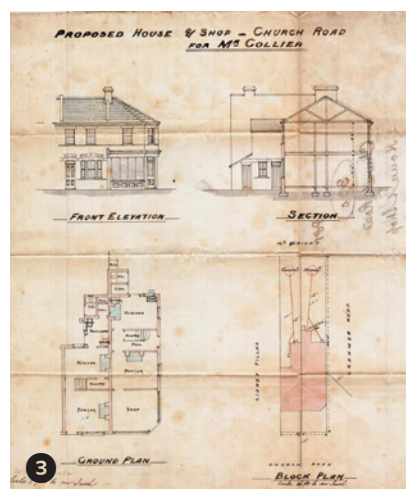
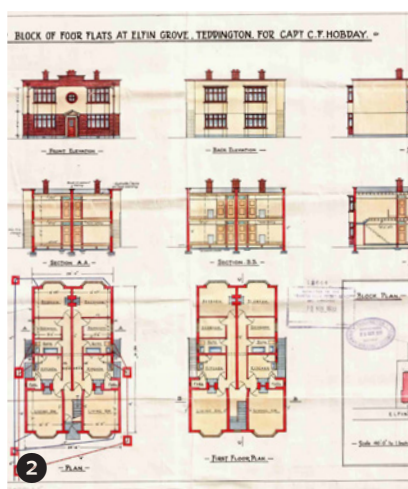
Only a gate pier from the original church now remains on Church Road.

During the late 19th century, non-conformist religions were also generating interest, which brought about the construction of the Baptist Chapel on Church Road in 1894, and the later addition of a Sunday school. The church was designed by prominent non-conformist church architect

John Wills, who designed several non-conformist churches, now recognised as being of national architectural and historic interest.

No. 31 Church Road, a Building of Townscape Merit, is an interesting building demonstrating a business attached to a house, with the façade decoration advertising the trade of the stonemason who lived and worked at the premises.

During the Second World War, buildings along Church Road were damaged by bombing, including houses and number 59 Church Road - the Willoughby Hotel. This site has since been redeveloped for the St. Mary's and St. Peter's Church of England School and the Gresham House apartment complex.



1. Teddington Baptist Church.
2. Development within the grounds of the former hospital (now demolished).
3. Proposed Shop, corner of Sydney Road (Cranmer Road) and Church Road.
4. Salvation Army Hall Extension works.
5. 5-7 Walpole Road.

(Source: Richmond Local Studies Archive)

Architectural Quality & Built Form

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.)

Although historically the area included numerous service- use buildings, only a few remain in

operation including the Salvation Army, the Baptist Church and the Abercorn public house. None of the original shopfronts on corner locations exist; however, the remaining original architectural detailing still enables the reading of these historic uses today, despite their residential conversion. An example of such detailing is present on the Teddington Working Men's Club where the keystone above the central door has the letters 'TWC.'

An interesting survivor is No.31 Church Road which was being used by C.H. Moss Monumental Stone Mason in 1883.

The building is constructed in brick with highly decorative carved stonework around the fenestration demonstrating the artistry of the Stonemason's business, and carriageway entrance which would have led to the workshop to the rear, showing a domestication in use.



Houses along Church Road.



Pair of semi-detached houses on Church Road with canted bays and central name plaque.



Remaining pier from original St. Peter and St. Paul Church (now demolished).



Teddington Baptist Church with glazed infill extension.

Architectural Quality & Built Form

The majority of houses in the area are two storeys in height, and constructed of London mixed-stock brick with red brick detailing, with some façades having been painted over.

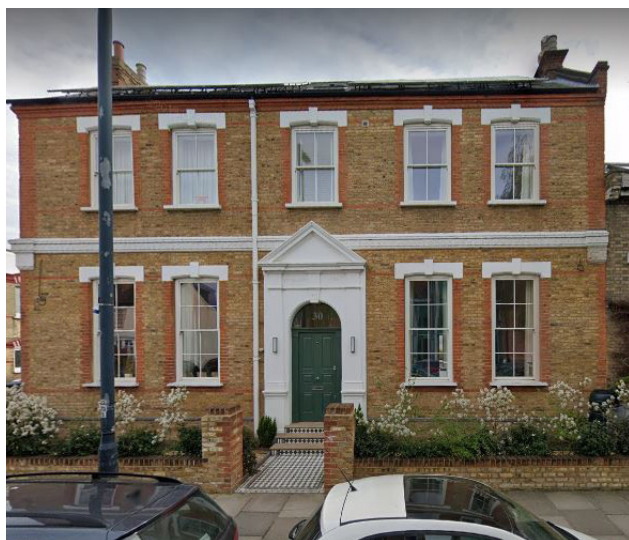
Towards the Broad Street end, several properties have a shopfront at ground floor, although a number are later additions. Some early examples are retained with inset doorways to the side of the

shopfront, and separate entrances to the first floor residential accommodation.

There are also larger sites along Church Road, developed with larger buildings which are typically associated with their more service-based uses. More sizeable residential properties exist behind the Baptist Church at the entrance to Walpole Crescent, along with a pair of semi-detached cottages and

Dene Cottage, featuring a gabled roof and decorative plasterwork to the front façade.

At 11 Walpole Crescent is the hospital dispensary. Built in 1883, it is a small single-storey hipped roof building with large chimney stacks to either side. The building has the much earlier hospital behind which is more classical in its styling and dates from before 1875 when it was converted from residential use.



30 Church Road with central pedimented porch detail.



No.31 Church Rd with carriageway and decorative façade detail, including lettering, which indicates the former use of the building.



Nos. 32-34 Church Road with decorative arch and surviving corbel detailing.



Former shop premises on the corner of Church Road and Walpole Road with decorative fascia, eaves and parapet detail.

Architectural Quality & Built Form

Opposite the hospital are a couple of high-quality semi-detached houses that further enhance the character of the area and the hospital's setting.

Most of Church Road and Walpole Crescent are paved, which, along with recently planted Silver Birch trees contribute positive to the streetscape and character.

The street has a number of street trees along with residential front gardens combine to form a pleasant aspect. In residential streets, views east to the vegetation along the railway line, in addition to the street trees, adds character to the area. Street lighting is quite utilitarian and poor in appearance. Remaining shop signage is largely in proportion to frontages.



No.s 68-74 Abercorn Road; evidence of former shopfronts with only 74 remaining.



Abercorn Arms public house.



Dene Cottage with symmetrical composition and central name plaque, 1896.



1883 former hospital dispensary on Walpole Crescent (Building of Townscape Merit)

Architectural Details



Open Space, Parks, Garden & Trees

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.

The streets have a good number of street trees which add positively to the street scene, along with planted front gardens of residential properties.

Along residential streets, views east to the vegetation along the railway line, in addition to street trees, adds character to the area.



Street scene showing mature trees along Church Road.



Street scene showing mature trees, front gardens and spaces outside cafes and restaurants for alfresco dining.

Management Plan

PROBLEMS AND PRESSURES

- Loss of traditional architectural features and materials due to unsympathetic alterations and extensions;
- Poor signage and excessive illumination. Loss of original or quality shopfronts and unsympathetic alterations and advertisements such as disproportionate signage; excessive illumination, loss of detailing such as plinths, pilasters, inset doorways, fascias etc;
- Loss of boundary walls and garden space in residential areas for hard standing, vehicular parking, front lightwells and hard surfacing;
- Lack of coordination and poor quality of street furniture and paving;
- Poor quality and disproportionate roof additions;
- Use of poor-quality products in building works such as uPVC, roofing felt and GRP products.

OPPORTUNITIES FOR ENHANCEMENT AND RECOMMENDATIONS

- Preservation, enhancement and reinstatement of architectural quality and unity that is preferably based upon historic evidence;
- Seek the retention and reinstatement of proportionate historic shopfront details which are preferably based upon historic evidence and discourage the use of inappropriate lighting;
- Seek the reinstallation of front garden planting alongside planning applications for refurbishment and ensure that any lightwells are placed to the side and rear of properties and that hard standing is reduced;
- Coordination of colour and design and improvement in the quality of street furniture, paving and lighting which is based upon historic evidence and style;
- Improvement of highways conditions and pedestrian crossings, and rationalisation of existing signage and street furniture;
- Seek to encourage good quality and proportionate design and better-quality materials that are sympathetic to the period and style of the building.

Street Scene:

- Retain/ relay traditional paving slabs (ASP) and granite kerbs/ channels;
- Lamp and signpost columns should be repainted green-black;
- Consider lighting more appropriate to the scale of the conservation area;
- Retain distinctive granite drainage channels;
- These and other measures should accord with the guidance in the Public Space Design Guide;
- There is an opportunity to improve the open area to the front of the church, in particular in relation to improving street furniture and paving here.

References and contributions

Text prepared by John Somers
JS Conservation Management
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All site photographs by J Somers
and LB Richmond Council.

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Farsi

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:

Arabic

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

Punjabi

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।

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