



# ST JAMES'S AVENUE

## CONSERVATION AREA NO.82

*Adopted February 2021*

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.

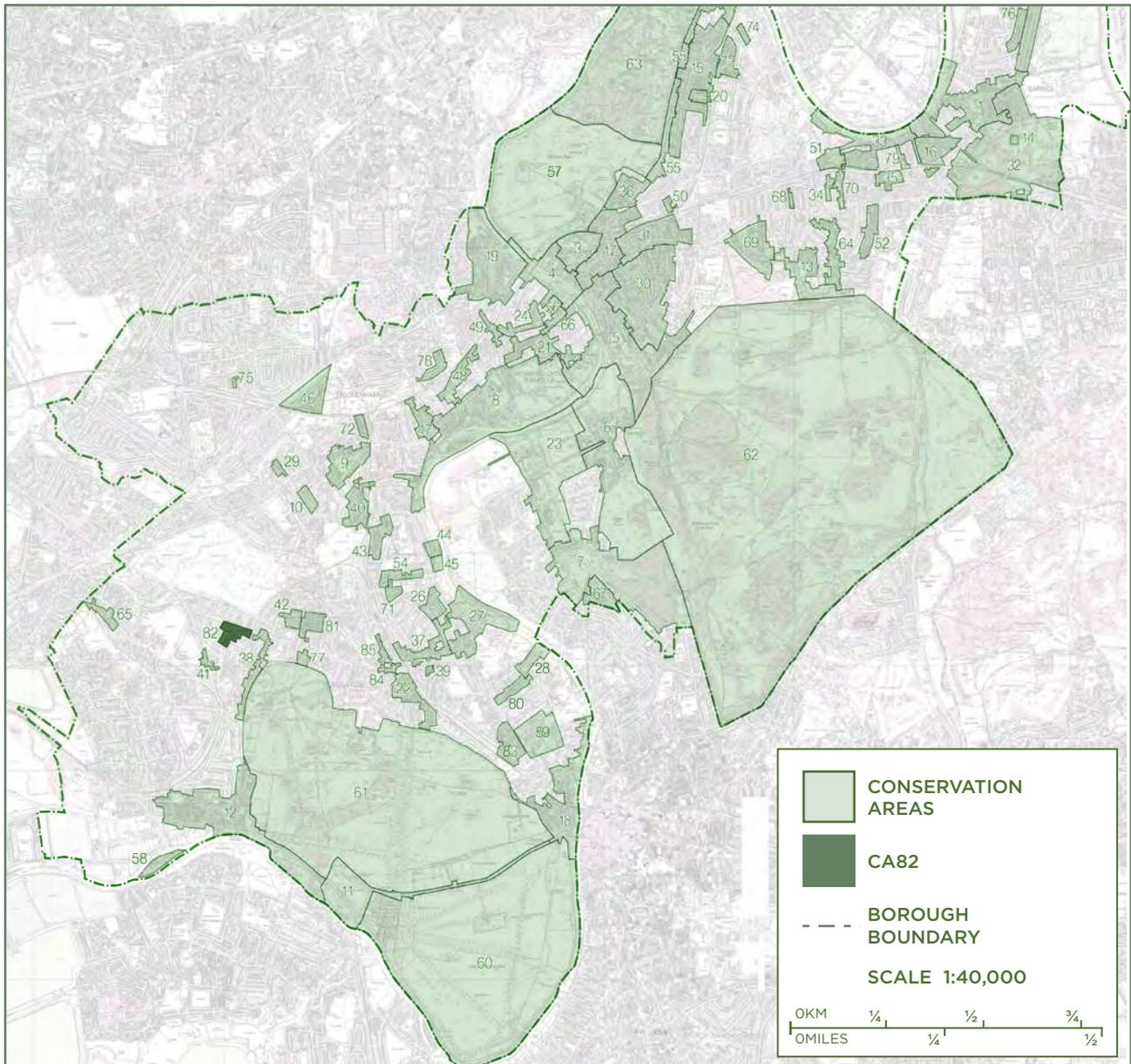
Many other elements contribute to character and appearance such as the placement of buildings within their plots; views and vistas; the relationship between the street and the buildings and the presence of trees and green space.

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 82, St James's Avenue, 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.

- St James's Church is a significant building that has been statutorily designated as a Grade II listed building. Both the church, and its wooded churchyard (with listed war memorial) make a significant contribution to the character of the surrounding streets, creating a focal point and enhancing the green, open feel of the area;
- The setting of the conservation area is significant, with the spire of St James's Church being a prominent feature;
- Examples of large detached and semi-detached houses in Edwardian and Arts and Crafts-inspired style;
- The spacings between houses are generous in this area, allowing for glimpses into well-planted gardens, and adding to the quality of the street;
- Good examples of high-quality detached and semi-detached Edwardian houses on St. James Avenue, as well as smaller Arts and Crafts-style properties dating from the 1930s;
- Examples of original boundary walls of a mock dressed stone;
- The greenery of large landscaped front gardens, mature street trees, and St James's Church churchyard, are all significant and enhance the leafy character of the area.



*Mature street trees and in the churchyard surrounding St James's Church create a leafy, green environment.*

# Location and Setting

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

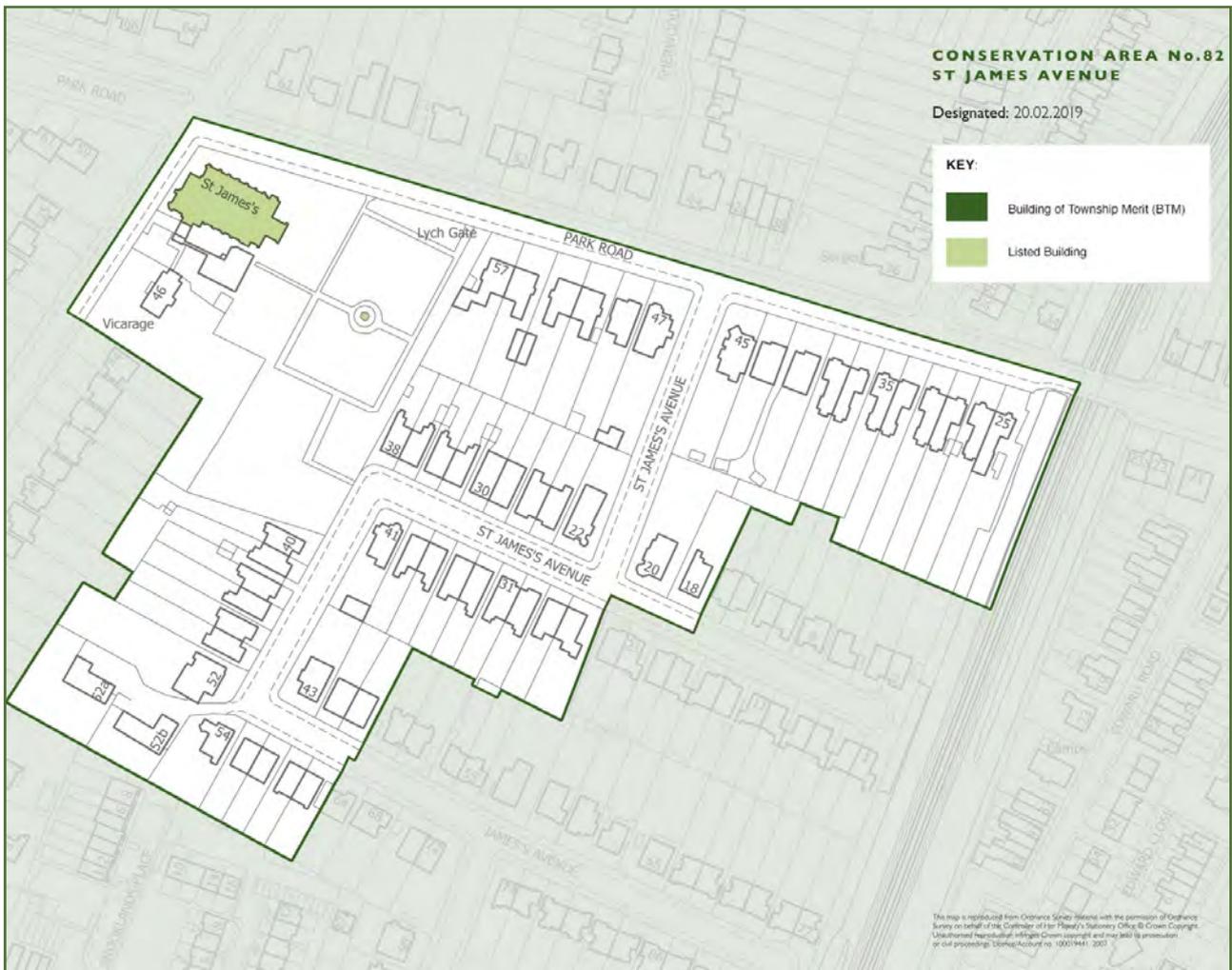
The St James's Avenue area is dominated by the spire of St James's Church which can be

seen from several view points within St James's Avenue and the surrounding area.

The buildings which make up the wider area, including Park Road, have large detached and semi-detached houses. These are predominantly of Edwardian and Arts and Crafts-inspired design, with a spaciousness

between dwellings which affords views through to greenspace in well planted rear gardens.

The leafy character is enhanced further by the expansive sense of openness, with large mature trees seen along streets and at the end of long views.



# Historical Development

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

The area predominantly comprises speculative housing development, similar to those which saw Hampton Hill expand during the early years of the 20th century. The area can be divided into three main building phases. The oldest phase is around the St James's Church (Grade II),

which originally stood in an isolated position on the outskirts of Hampton Hill from the mid 19th century. The tower and spire of the church were added in the late 19th century, which is likely to have been around the same time as the development of the adjacent Vicarage.

A nursery and allotments behind the church were developed in the 19th century, when larger dwellings were also built along Park Road. St James's Avenue was originally a

road leading from both Park Road and Windmill Road with a C-shape to the centre; it was developed with larger detached and semi-detached houses constructed in an Edwardian-inspired design.

The ends of the C-Shape were extended east during the 1930s, ending in circular cul-de-sacs with more Arts and Crafts-inspired houses, but of more modest status than the original dwellings making up this area.



1890s



1910s

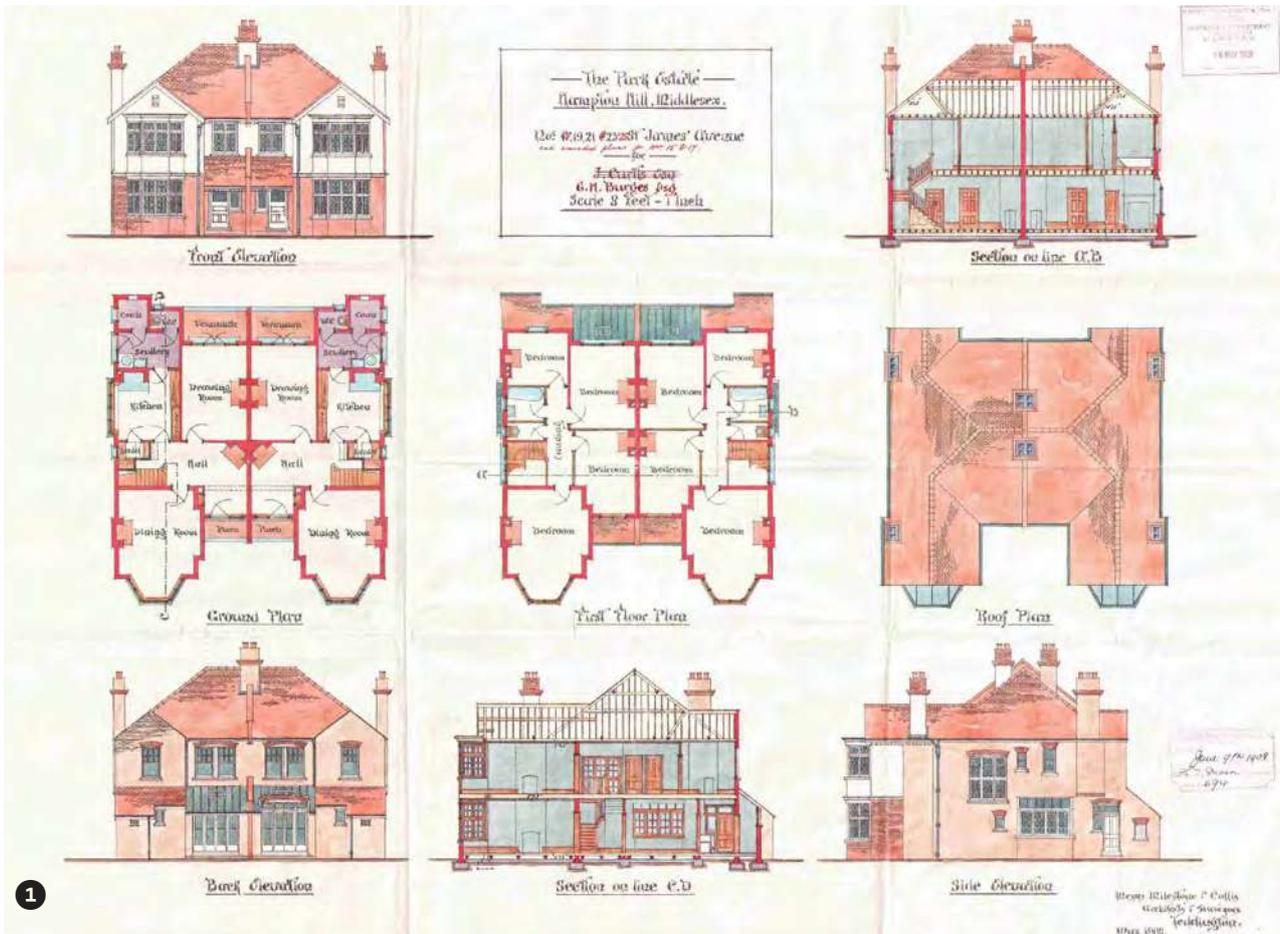


1930s



1950s

# Historical Development



1. Nos 15-25, St James's Avenue, 1908.  
(Source: <https://richmond.spydus.co.uk>)

2. St James's Avenue dwellings, 1930s.  
(Source: <https://richmond.spydus.co.uk>)

# 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.)

St James's Church is a dominant building in the area and its spire can be seen in surrounding long distance views, particularly from Park Road and St James's Avenue. The listed church with churchyard, the latter containing a listed war memorial, provides a green edge to one side of the area, with the mature vegetation from the railway line providing a green backdrop to the other side of the area. This also contributes to the streets

terminating in pleasant views, which, together with mature street trees, well-planted front and rear gardens, enhance the character of the area.

Much of the estate is constructed using local mixed London stock brick, but with front façades clad in pebbledash and render. However, some houses also have rendered side elevations. Corner sites are interesting, as the houses feature corner turrets.



*St James's Church.*



*Pair of semi-detached houses with original detailing and materials*



*Streetscape with St James's Church spire in background; corner house with landmark turret and finial matching one on opposite corner.*



*Houses with decorative timber entrance porches and stone boundary walls facing entrance to St James's Avenue.*

# Architectural Quality & Built Form

Park Road also has larger dwellings set within spacious and landscaped gardens, providing the edge to the St James's Estate.

The 1930s dwellings along the extended C-shape part of the road are of a later date than the main development. However, they do have similar proportions, scale and massing to the earlier Edwardian houses but are not as refined.

Many properties retain original timber-framed windows, but unsympathetic uPVC window and door replacements can also be seen in this area, with some houses also displaying side roof extensions.

The original boundary walls are of a mock dressed stone, and many examples are still intact. The houses are set within spacious front and rear gardens.

Views of rear garden planting can be appreciated through visual gaps between buildings; and make a positive contribution to the character and appearance of the area.



*House designs feature stone boundary walls with timber gates and hedges, gables and double storey bay windows.*



*The spire of St. James's Church can be seen from within the estate.*

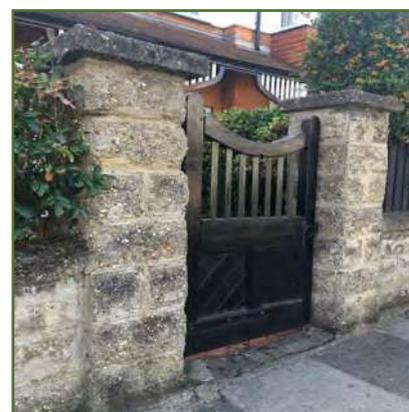


*House featuring elements which respond to corner site at entrance to St James's Avenue.*



*House with decorative half timbering and bargeboard details.*

# 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.

Given the larger scale massing, and grain of the area, the dwellings are set back from the street and have landscaped front gardens which add to the leafy character, along with the street trees. Many mature trees are

within and on the outskirts of the area, particularly along the railway which runs to the east. There is also a large amount of vegetation within the churchyard of St James's Church.



*St James's Church with churchyard in foreground.*



*Street trees, boundary hedges and gardens define Park Road.*



*Mature street trees and front garden planting add to the green vista towards the railway line.*

# Management Plan

## PROBLEMS AND PRESSURES

- Loss of traditional architectural features and materials, and loss of visual gap due to unsympathetic alterations and extensions;
- Loss of boundary walls and garden space in residential areas for hard standing, front lightwells and vehicular parking 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 reinstallation of boundary treatment and front garden planting alongside planning applications for refurbishment and seek that any lightwells are placed to the side and rear of properties and that hard standing is reduced;
- Preservation of visual gaps between properties;
- Coordination of colour and design and improvement in quality of street furniture and paving;
- 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;
- Ensure gaps between buildings are maintained, ensure views to the church spire are kept open etc.

## Streetscene:

- Retain/ relay traditional paving slabs (ASP) and granite kerbs/ channels;
- Lamp and signpost columns should be repainted green-black;
- Other measures should accord with the guidance in the Public Space Design Guide.

# References and contributions

Text prepared by John Somers  
JS Conservation Management  
and Town Planning Ltd. in  
conjunction with LB Richmond  
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All site photographs by J Somers  
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## REFERENCES

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## WEBSITES

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calmview/Accessed March/  
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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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