



CHISWICK HIGH ROAD

Conservation Area
Appraisal

October 2021



London Borough
of Hounslow

FOREWORD

I am pleased to present the Chiswick High Road Conservation Area Appraisal. Chiswick High Road is an important part of Chiswick and a valuable part of the heritage of the borough.

This appraisal builds on the original conservation statements for Hounslow's conservation areas and has been reviewed as part of a comprehensive review of Hounslow's conservation area statements.

The purpose of the appraisal is to provide an overview of historic developments and key components that contribute to the special interest. This appraisal will also identify positive and negative contributors as well as opportunities for improvement in order to inform a comprehensive understanding of the conservation area.

We hope this document will play a significant role in the future management of the Chiswick High Road Conservation Area and will be a guide for developers, residents and planners.

Steve Curran

A handwritten signature in black ink, appearing to read 'S. Curran', with a stylized, wavy flourish at the end.

Councillor Steve Curran

Leader of the Council and Cabinet Member for
Corporate Strategy, Planning and Regeneration

EXECUTIVE SUMMARY

Presented here is the Chiswick High Road Conservation Area Appraisal.

The purpose of a conservation area appraisal is to provide an overview of the historic development of the area and to describe the key components that contribute to the special interest of the area.

This appraisal aims 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 will be subject to public consultation in Autumn 2020 and following this consultation it will be amended to reflect responses where appropriate. The council's Spatial Planning Team has an extensive programme for producing or reviewing conservation area appraisals for the 28 conservation areas in the borough, all of which will be subject to consultation. The council is committed to ensuring it manages its heritage assets to the best of its ability.

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Cover photographs from top to bottom:

Chiswick Fire Station, 1891

Turnham Green Terrace, 2020

Packhorse & Talbot Public House, 2020

Chiswick High Road, 2020

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1 Introduction

1.1 What is a conservation area?

- 1.1.1 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. Conservation areas are very much part of the familiar and valued local scene. It is the area that is of special interest because of its overall character, but there may be buildings and features that have a neutral or negative impact on the overall special character and could be changed.
- 1.1.2 The ability to designate areas, rather than individual buildings, first came into being as a result of the Civic Amenities Act of 1967. The special character of these areas does not come from the quality of their buildings alone. The historic layout of roads, paths and boundaries; a particular mix of building uses; characteristic building or paving materials; public and private spaces such as gardens or parks and trees and street furniture can all contribute to the special interest of the area. Conservation area designation gives a much broader protection than the individual listing of buildings, as all features (listed or otherwise) within the area are recognised as part of its character.
- 1.1.3 The first designations tended to be of very obvious groups of buildings, landscapes or small areas of strongly similar architectural design. Later it was seen that larger areas, where less obvious original features such as topography, routes or uses had produced a special character, could benefit from being designated.
- 1.1.4 The Planning (Listed Buildings and Conservation Areas) Act 1990 provides specific protection for buildings and areas of special interest. The council as the local planning authority has a duty (under section 69) to consider which parts of the London Borough of Hounslow are ‘...areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance’ and should be designated as conservation areas.
- 1.1.5 The Chiswick High Road Conservation Area was designated on August 3rd 2015. Additional protection to the area includes: nationally and locally listed buildings and special advert controls.

1.2 Format of the Appraisal

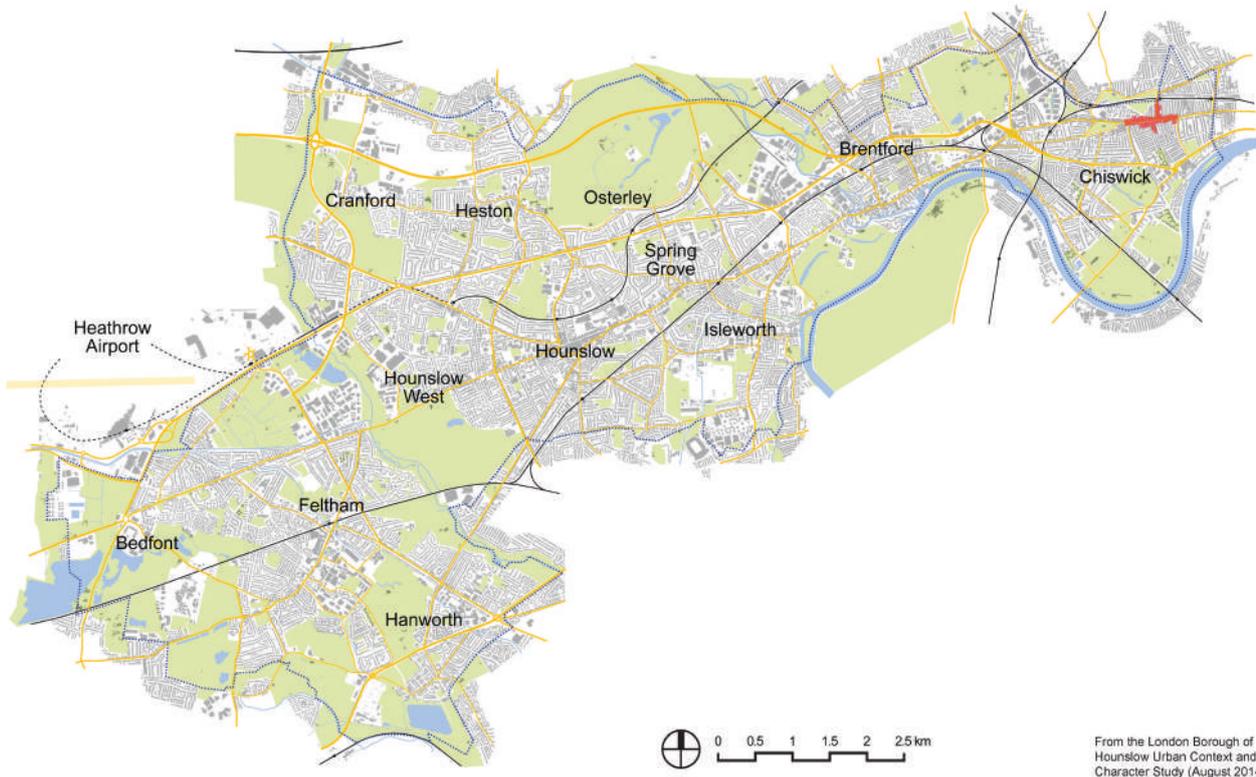
- 1.2.1 This document is an appraisal document as defined by Historic England in its guidance document Conservation Area Designation, Appraisal and Management, Historic England Advice Note 1, May 2016 (originally March 2011).
- 1.2.2 An appraisal document, to quote from the Historic England guidance document, should provide: ‘... greater understanding and articulation of its character which can be used to develop a robust policy framework for planning decisions’. It is intended to form a basis for further work on design guidance and enhancement proposals.
- 1.2.3 The appraisal describes and analyses the particular character of the Chiswick High Road Conservation Area, portraying the unique qualities which make the area special, and providing an analysis of the significance of the area. Once adopted, the appraisal will become a material consideration when determining planning applications.
- 1.2.4 The document is structured as follows: this introduction is followed by an outline of the legislative and policy context (national, regional and local), for the conservation area. Then there is a description of the geographical context and historical development of the conservation area and a description of the buildings within it, the three character areas, together with sections on the condition of the conservation area, recommendations for further designation and future development in Chiswick. A strengths, weaknesses, opportunities and threats (SWOT) analysis is provided, to clarify and summarise the key issues affecting the area. Three appendices are included: a schedule of designated assets; a schedule of properties and further reading, information and websites.

1.3 Location and Context of the Conservation Area

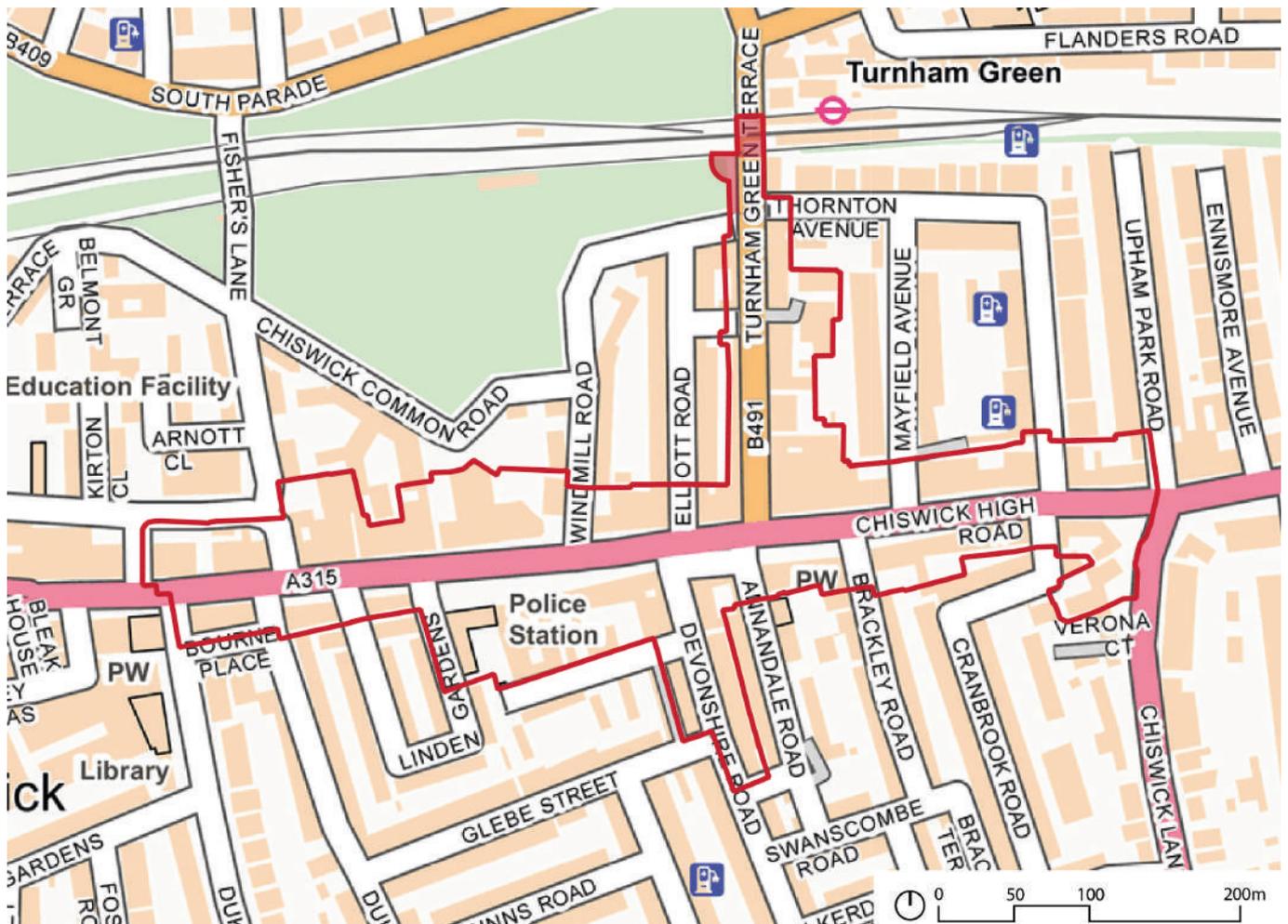
- 1.3.1 Chiswick High Road Conservation Area is located in the east of the London Borough of Hounslow in the west London district of Chiswick. Chiswick is situated next to Brentford to the west, Acton and Ealing to the north and Hammersmith to the east, with Barnes, Sheen, Mortlake and Kew across the by the River Thames.
- 1.3.2 Chiswick High Road follows the route of a Roman Road to the West Country and remained the main highway from London to the west of England until the construction of the A4 in the 1950's. It is one of the Boroughs four town centres and designated a major centre in the London Plan 2011. It is a successful town centre with a mix of chain and independent retailers and a large number of cafes, pubs, and restaurants.
- 1.3.3 The area is well served with public transport. Turnham Green District Line Station is located at the northern edge of the conservation area giving access to the tube network and bus routes into central London and neighbouring areas are plentiful. The M4, M3 and M40 are all within easy driving distance and Heathrow is within close proximity. The High Road itself is an extremely busy road but the wide pavements lined with trees serve as a buffer for pedestrians.
- 1.3.4 Chiswick as a whole is essentially an amalgamation of a number of distinct villages. It became a popular country retreat, and as part of the suburban growth of London in the late nineteenth and early twentieth centuries the population significantly expanded.
- 1.3.5 Today the well-proportioned, tree lined residential streets either side of the High Road, good access to local shops and services together with good transport links make the area a popular place to live.

1.4 Special interest

- 1.4.1 The special interest of the Chiswick High Road Conservation Area lies primarily in its development as a high-quality shopping street in the late 19th and early 20th centuries, and the survival of the buildings from this age. Looking at images of Chiswick High Road dating from around 1900 it is apparent that the High Road has not experienced a high degree of change in the last 100 years or so and the built environment of the High Road remains much the same. It is distinct from the two adjacent conservation areas as Turnham Green focuses on the earlier settlement in around the green and Bedford Park which concentrates on the comprehensive development of the residential suburb. The conservation area also encompasses the commercial premises on Devonshire Road and Turnham Green Terrace. Important characteristics of the conservation area include a strong and consistent parapet line, high quality detailing and use of materials.



Chiswick High Road Conservation Area Location Map



Chiswick High Road Conservation Area Boundary



2 Planning Context

2.1 National policies

2.1.1 Government advice concerning heritage assets is set out in the National Planning Policy Framework (NPPF) (2019). The conservation of heritage assets in a manner appropriate to their significance is a core principle of the NPPF. As conservation areas are defined as designated heritage assets in the NPPF, weight must be given to their conservation and enhancement in the planning process.

2.1.2 Any decisions relating to listed buildings and their settings and conservation areas must address the statutory considerations of the Planning (Listed Buildings and Conservation Areas) Act 1990 (see in particular sections 16, 66 and 72) as well as satisfying the relevant policies within the NPPF and the London Borough of Hounslow Local Plan 2015 (the Local Plan).

2.2 Regional policies

2.2.1 The London Plan (2021), produced by the Greater London Authority, includes relevant policies in Chapter 7. See <https://www.london.gov.uk>

2.3 Local policies

2.3.1 The London Borough of Hounslow Local Plan (2015) includes policies aimed at the protection of the historic environment (policy CC4 Heritage). Other relevant policies include, but are not limited to: Residential Extensions and Alterations (SC7) and Context and Adopted Character (CC1).

2.3.2 Hounslow Council (the council) has produced a Supplementary Planning Document: Residential Extension Guidelines (2017), which is a material consideration in any application concerning extensions to residential dwellings in the conservation area.

2.3.3 The council has produced a Supplementary Planning Document: Shop Front Design Guidelines (2013), which is a material consideration in any application concerning shop fronts in the conservation area. See <http://www.hounslow.gov.uk>

2.4 Implications of designation

2.4.1 Conservation area designation introduces a number of additional controls on development within the area, which are set out below.

2.4.2 Planning permission will be required for demolition of the following:

- A building with a volume of 115 cubic meters or more
- any gate, fence, wall or other means of enclosure with a height of one metre or more if next to a highway (including a public footpath or bridleway), waterway or open space; or a height of two metres or more elsewhere.

2.4.3 In addition to any Tree Protection Order that may apply to individual trees, all trees in conservation areas are protected under Section 211 of The Town and County Planning Act 1990 (as amended) except those which are dead or dangerous. Anyone proposing to carry out works to a tree in a conservation area must give six weeks' notice of their intention to do so before works begin. This needs to be done by completing the relevant form at www.hounslow.gov.uk

2.4.4 For information on Permitted Development Rights, refer to the Planning Portal (<https://www.planningportal.co.uk>), which is the national home of planning and building regulations information and the national planning application service.

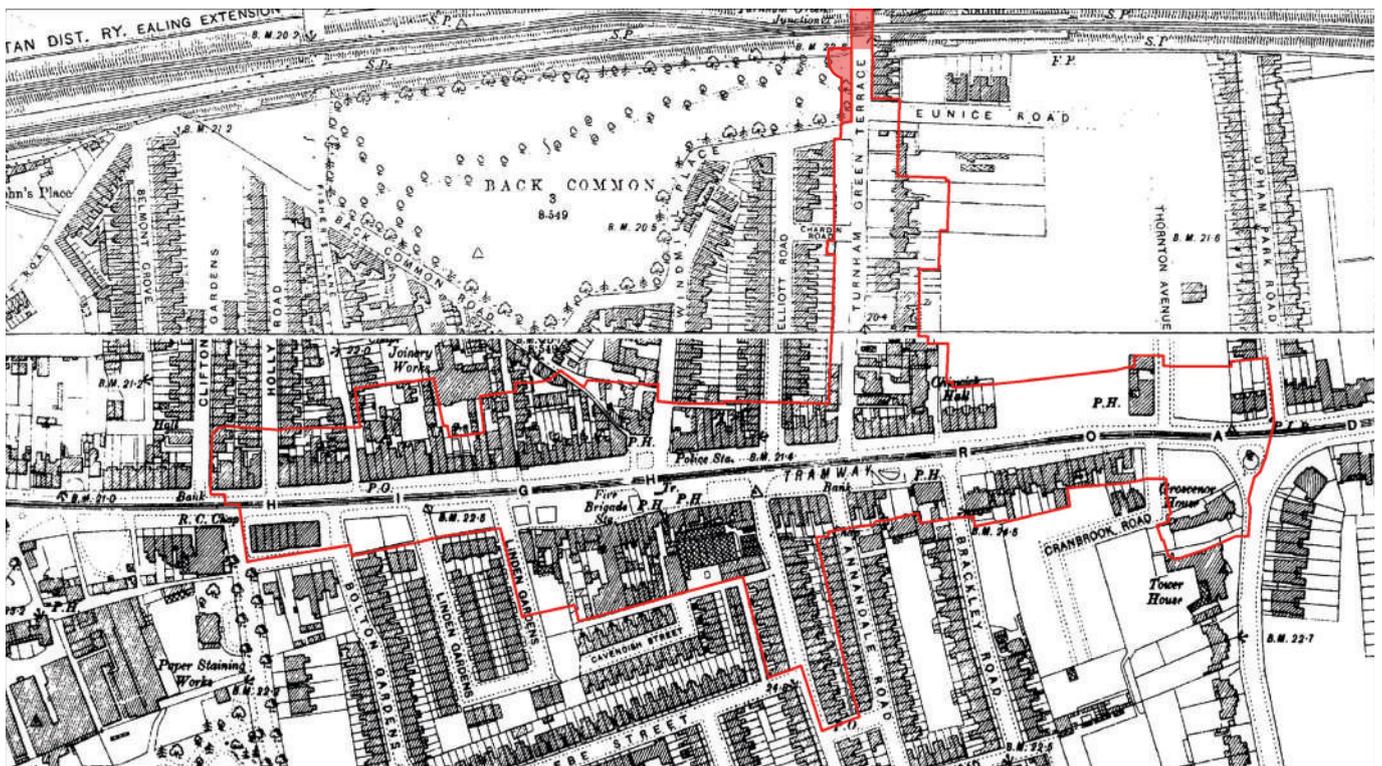
2.4.5 The council has the power, following public consultation, to serve a direction under the planning regulations to bring developments, where planning permission would not normally be required, under planning control. For example, the council could control the replacement of doors and windows, the insertion of new window openings and the alteration of boundary treatments, through the creation of an Article 4 Direction. The purpose of these additional controls is to ensure that the special qualities of an area are not diminished by unsympathetic alterations.

3 Historic Development of the Area

3.1 The following maps clearly show the evolution of the high road from open fields with sporadic development along its route in 1799 to the built-up street that is it today, little has changed since 1913. The Chiswick High Road Conservation Area boundary had been superimposed on to the maps to show the area that is being discussed.



1865 Source: Ordnance Survey County Series



1894 Source: Ordnance Survey County Series



1913 Source: Ordnance Survey County Series



1934 Source: Ordnance Survey County Series

3.2 Geographic, Economic and Social Features that helped shape the area

3.2.1 Chiswick High Road follows the route of a Roman Road from central London to the West Country and was the main highway from London to the west of England until the construction of the A4. It is clear from the 1799 map that it was the only east/ west route from the west into and out of London and therefore an important transport route.

3.2.2 The Battle of Turnham Green took place in this area on 13th November 1642 where the parliamentarian army managed to prevent the advance of the royalists. Although most of the battle field is now covered by urban development, the area now known as Chiswick Common was part of the battle field. Although not within the conservation area, it is adjacent to it.

3.2.3 Today we think of this area as the centre of Chiswick, but before the later 19th century the industrial and administrative centre of Chiswick lay further south, around the parish church of St Nicholas close to the river (Old Chiswick Conservation Area). During the 17th and 18th centuries a number of large houses were built along the road (most of which were demolished either side of the 20th century) but much of the land was given over to market gardens. The road was known as the High Road or Brentford Road in the late 18th century. It remained mainly market gardens with sporadic development including a number of coaching inns until the later part of the 19th century which was when it was renamed Chiswick High Road.

3.2.4 The road became a toll road in 1717 until 1872 when tolls were abolished and was part of the stage coach route to Bath, Exeter and beyond. There were a number of inns along its length that provided travellers with places to stop, many of which remain today, at least by name, as many of the public houses along the High Road were rebuilt in the later part of the 19th and early 20th centuries. The Packhorse and Talbot, now on the corner with Brackley Road, and the Roebuck on the corner with Thornton Avenue, are amongst them and are an important part of the evolution of the conservation area. The Packhorse and Talbot, 145 Chiswick High Road, has existed on the same site since the 17th century, it was the meeting place of the Turnpike Trust between 1764 and 1777 and was mentioned in the 1725 trial of the Highway Man Jonathan Wild.



Chiswick High Road, Nos. 110-122 (c.1950)



Chiswick High Road, Nos. 110-122 (2020)



The Packhorse & Talbot, High Road (c.1890)



The Packhorse and Talbot, High Road (2020)

- 3.2.5 The road was lit by gas in 1841 but in the 1860s open country still separated the three settlements at Old Chiswick, Turnham Green and Hammersmith. Turnham Green Railway Station was opened in 1869. The historic maps show a huge increase in building along the high road after this date. After the First World War there was little room for building in the area, where almost all the market gardens had vanished and the existing commons had been preserved for recreation. The ribbon development became extensive and the open character became lost.
- 3.2.6 The Chiswick High Road Conservation Area concentrates on the retail frontage that developed in the late 19th and early 20th centuries along the main road following the arrival of the railway and the development of the residential suburbs at Bedford Park, The Glebe Estate and The Grove Estate. The terraces remain relatively intact with few modern infill additions and, almost without exception, have retail on the ground floor with residential above. There are a few remnants of earlier Georgian buildings and a number of later infill additions but, the large majority of the buildings were built in the late 19th or early 20th century.
- 3.2.7 The first sizeable housing development designed to provide homes for the burgeoning working population was Chiswick New Town (between what is now the A4 and Fraser Street), started in 1821.
- 3.2.8 The historic maps show the development of the area really started to take off in the 1880s with the 1865 OS map showing market gardens and the 1894 map a more built up street frontage.
- 3.2.9 This rapid expansion of the area was fuelled by the new railway line. The Glebe estate was built (1868-1901) as simple self-contained terraced housing for artizan workers and Bedford Park (1874-1900) was deliberately aesthetic in design and mostly semidetached. The huge increase in the population of the area brought about the commercial development of the High Road.
- 3.2.10 The urban form of the area has changed little since the early 20th century. There is a consistency of scale throughout the conservation area with runs of three storey terraces, the majority of which retain their original detailing. The terraces are terminated with well detailed parapets or various types of gables and there is a strong consistent plot width and rhythm throughout the conservation area. Brick is the dominant building material, with stuccos dressing and detailing.



Chiswick High Road with Fire Station (2020)



Chiswick High Road with Fire Station (2020)



Chiswick High Road Market (1925)



Chiswick High Road Market (2020)

4 The Conservation Area and its Surroundings



- | | | | |
|---|---------------|--|------------------------------|
|  | Area Boundary |  | 2021 Extension |
|  | Landmark |  | Statutorily Listed Buildings |
|  | View |  | Locally Listed Building |
|  | Focal Point |  | Negative Contributor |
| | |  | Positive Contributor |
| | |  | Green Space |

4.1 The Surrounding Area and the Setting of the Conservation Area

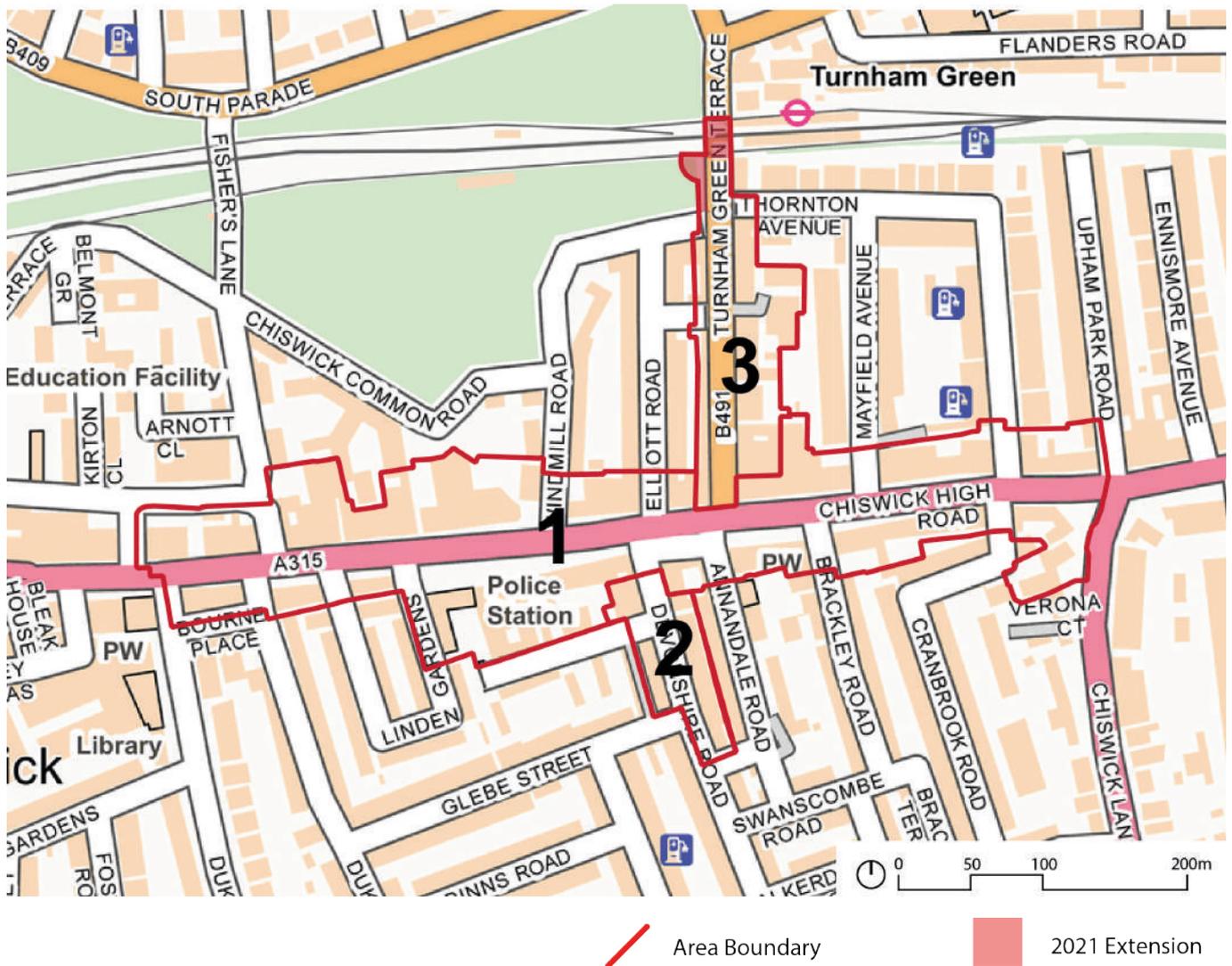
- 4.1.1 The Chiswick High Road Conservation Area is one of a number of conservation areas designated in Chiswick, each have their own distinct character and amalgamate to form the historic area of Chiswick that is well known. Turnham Green Conservation Area is immediately adjacent to the conservation area and concentrates on the historic village of Turnham Green, one of three settlements on this part of the road out of London' The original village of Chiswick situated on the banks of the river to the south of the High Road is also designated as the Old Chiswick Conservation Area. Bedford Park, to the north, is probably the best known and best preserved later Victorian suburb in outer London.
- 4.1.2 The conservation area boundary is drawn at the junction of Chiswick High Road with Chiswick residential terraces set back from the high road. Chiswick High Road Conservation Area centres on the commercial and shopping buildings developed in the late 19th early 20th century.

5 Character Areas

5.0.1 Despite covering a small space, the conservation area can be split into three distinct character areas.

1. Chiswick High Road
2. Devonshire Road
3. Turnham Green Terrace

5.0.2 The following map illustrates the locations of the three character areas.



5.1 Character Area 1: Chiswick High Road



5.1 Chiswick High Road Character Area

5.1.1 As already discussed there was sporadic development and market gardens along the High Road outside the main settlements of Turnham Green and Hammersmith until the later 19th century. Today the High Road is defined by wide pavements with mature trees giving it a leafy spacious feeling, the buildings lining the road are predominantly three storeys with commercial on the ground floor and residential above.

5.1.2 Although the majority of the buildings date from the late 19th century there are pockets of earlier development still visible. The conservation area includes two Grade II listed buildings and a number of locally listed buildings on the High Road which is testament to the high-quality detailing and survival of original features. A number of former civic buildings are located along this stretch of the High Road, including a former fire station and former police station, both of which have now been converted. There is a long history of coaching inns along the road and today Chiswick High Road is well known for its bars and restaurants, a number of the public houses have stood on the same spot since the 17th century, albeit now rebuilt.

5.1.3 The scale and height of the buildings along the High Road are fairly consistent throughout the high street with some variation. Some buildings, such as the former fire station, are landmarks on the High Road and are of a slightly larger scale befitting their former roles. The large mature trees that line the majority of the high road and wide pavement are important features of the conservation area. The proportion of the buildings is important in streetscape terms, the consistent three storey height, regular fenestration pattern, strong parapet line and plot widths work together to provide a regular rhythm and buildings that do not overbear the pedestrian.



Chiswick High Road, southern elevation / Nos. 97-105



Chiswick High Road, northern elevation / Nos. 204-194

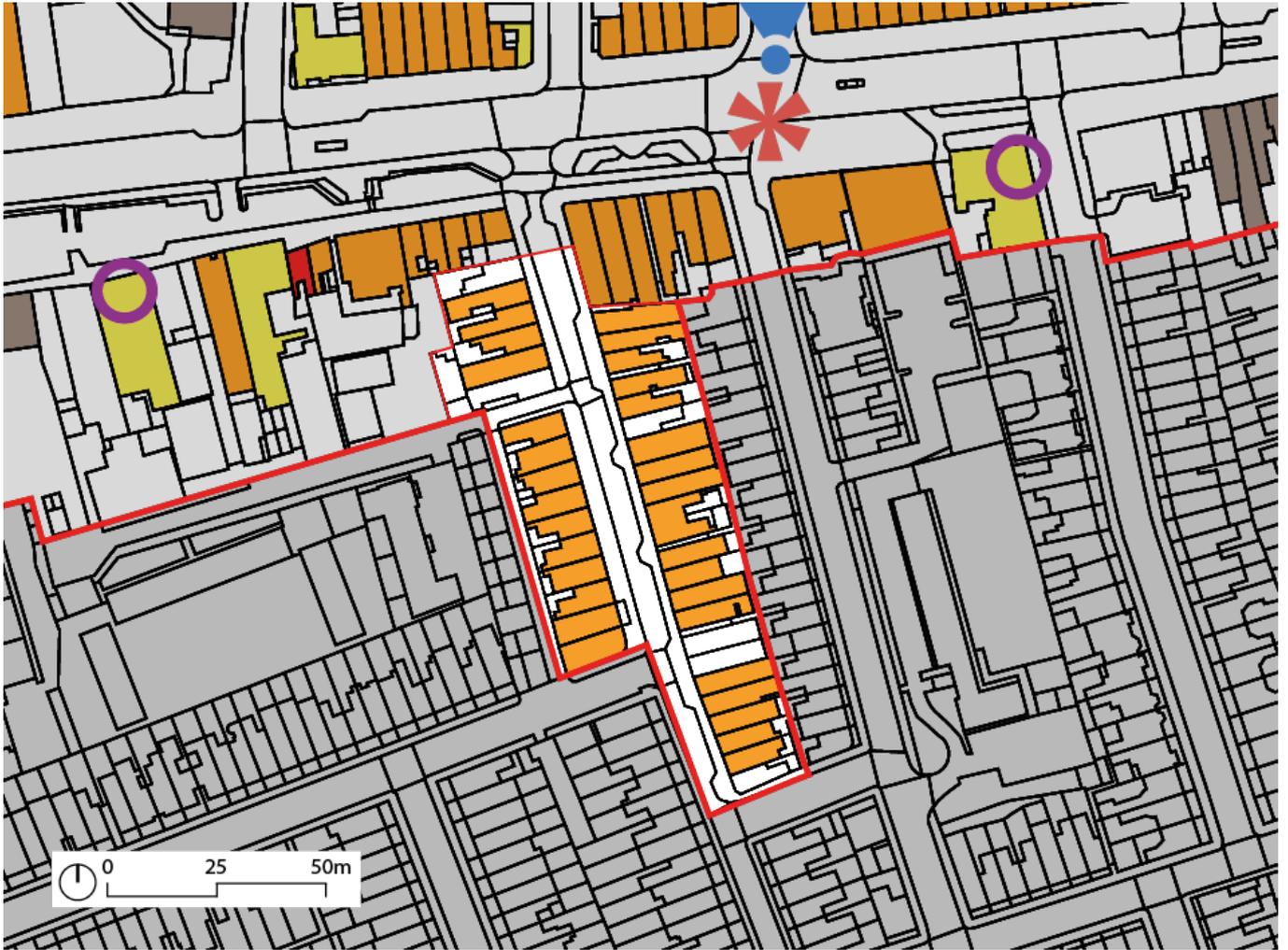


Chiswick High Road, northern elevation / Nos. 266-256



Chiswick High Road, southern elevation / Nos. 213-225

5.2 Character Area 2: Devonshire Road



- | | | | |
|---|---------------|--|------------------------------|
|  | Area Boundary |  | 2021 Extension |
|  | Landmark |  | Statutorily Listed Buildings |
|  | View |  | Locally Listed Building |
|  | Focal Point |  | Positive Contributor |
| | |  | Negative Contributor |
| | |  | Green Space |

5.2 Devonshire Road Character Area

5.2.1 The 1865 map shows a road leading off Chiswick High Road to market gardens and fields, Devonshire Road itself does not appear as a road name until the 1894 map as part of the grid laid out as the Glebe Estate. The more commercial part of Devonshire Road has been included in the conservation area. This area is predominately two-storey buildings with shops on the ground floor and accommodation above.

5.2.2 It is secondary street to the High Road with two storey buildings and smaller plot widths but has been included in the conservation area as an important part of the economic growth of this part of the High Road. The original high-quality detailing remains on many of the buildings as do the original pilasters and corbels separating the shops, although the original shop fronts have all disappeared. The shopping street has a consistent character with good quality shop fronts and signage.



Looking south along Devonshire Road, eastern elevation



Looking south along Devonshire Road, western elevation

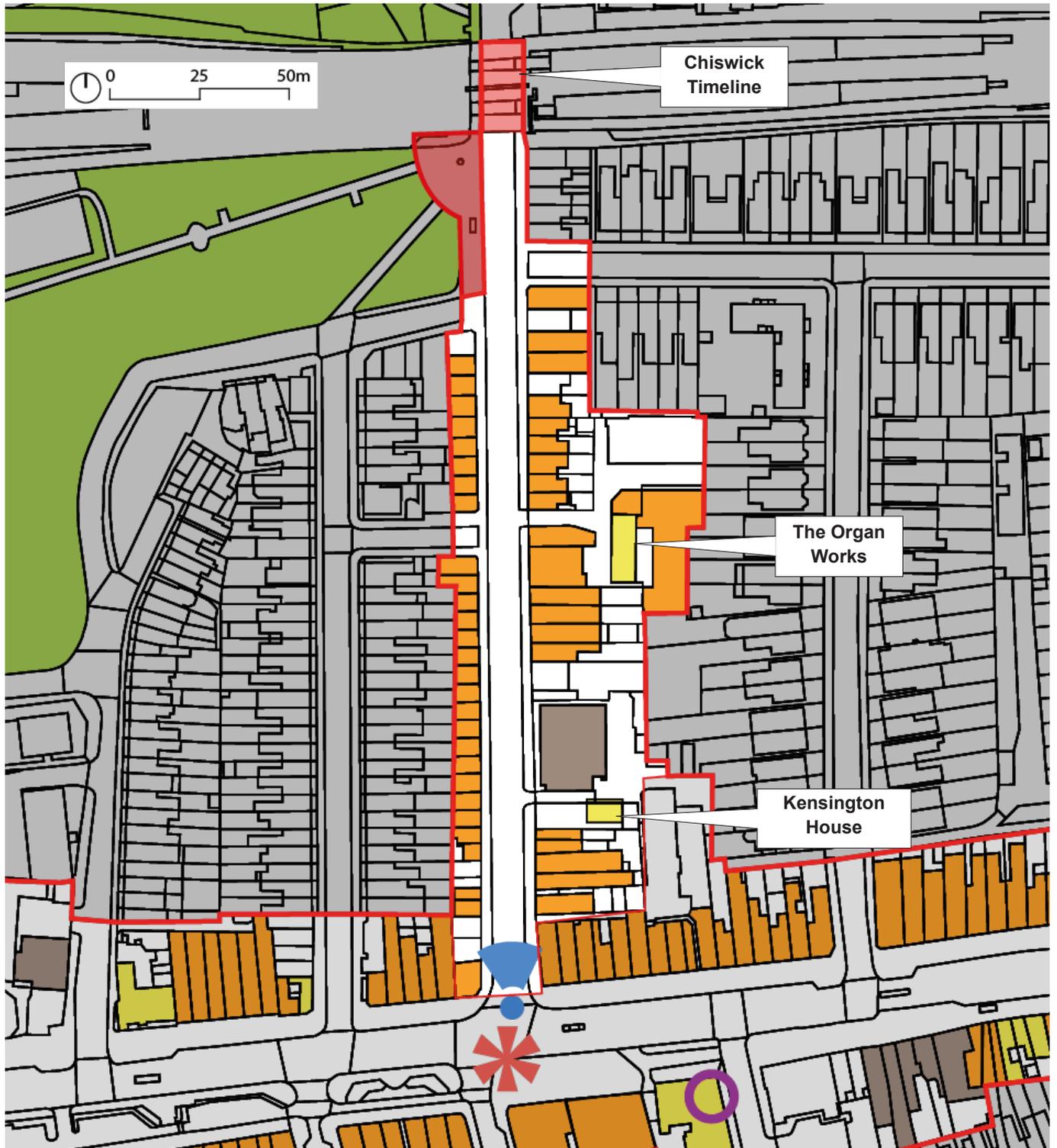


Devonshire Road, western elevation



Devonshire Road, eastern elevation

5.2 Character Area 3: Turnham Green Terrace



5.3 Turnham Green Terrace

5.3.1 Turnham Green Terrace leads from the High Road to Turnham Green Railway Station and it is an important route that acts as a gateway to Chiswick. There is greater variation of the scale of buildings along Turnham Green Terrace, ranging from single storey shops to four storey terraces. Its character differs also from that of both the High Road and Devonshire Road as it is not of a consistent scale on both sides of the road. On the west side there is an interesting terrace of single storey shops, many of which have attractive, if not necessarily original, shopfronts. The unique row of single storey shops adds greatly to the character of the conservation area. Originally the east side of the road was larger detached properties, of which only one remains at the rear of 12 Turnham Green Terrace.

5.3.2 The conservation area has been extended to include the area under the underground railway and part of Chiswick Back Common including a handsome fountain and recently improved landscaping. This area has been improved by a community initiative to celebrate Chiswick's history by the installation of maps on the sides of the embankment.

5.3.3 The buildings in this character area are high quality and retain many original details, as is commonly seen throughout the conservation area.



Turnham Green Terrace Mews



Turnham Green Terrace, eastern elevation



Turnham Green Terrace, eastern elevation



Turnham Green Terrace, western elevation



Chiswick Time Line, beneath the railway bridge

6 Urban Structure, Activities and Uses

- 6.1 Study of the urban structure reveals that the area has changed little since its expansion in the late 19th century. In fact, the main roads in the area, Chiswick High Road, Chiswick Lane and Turnham Green Terrace are all early routes and marked on Thomas Milne's map of Chiswick from 1799. By 1843 what would become Devonshire Road appears and the railway running parallel with the High Road is shown by 1865, although the areas surrounding the High Road are still fields with market gardens. The railway fuelled expansion of the suburbs with the Glebe Estate (1868-1901) and Bedford Park (1877-1900) springing up on the edges of the conservation area. By 1884 the urban structure is fairly similar to what we see today with only a few empty plots fronting the High Road. Turn of the century photographs show the wide pavements and tree lined streets that exist today.
- 6.2 The London Borough of Hounslow Urban Context and Character Study (2014) describes the of the area and states that "building quality and consistency are generally high". The buildings within the conservation area are predominantly late 19th or early 20th century, three storey brick buildings with stucco or stone dressings. There are many similarities to the buildings in the conservation area including consistent building materials, height and plot width but there is a great variety in the detail of particular terraces which overall produce a high quality cohesive late 19th century development
- 6.3 The proportion of the buildings is important in streetscape terms, the consistent three storey height, regular fenestration pattern, strong parapet line and plot widths work together to provide a regular rhythm and buildings that do not overbear the pedestrian. Devonshire Road is two storeys indicating its secondary shopping street position but all the above characteristics are also displayed in its terraces. The existing building heights works well with the width of the streets with the taller building on Chiswick High Road and lesser building on adjoining roads. Proposals for new development within the area should respect this established scale.
- 6.4 Turnham Green Terrace has a slightly different character again, with characterful single storey shops forming one half of the road. Shop fronts, canopies and signs play an important role in the streetscape of the conservation area.
- 6.5 Nearly all of the buildings in the conservation area have retail on their ground floors. Shop fronts, canopies and signs play an important role in the streetscape of the conservation area. Whilst the majority of original shop fronts have been replaced there is high survival of the pilasters and corbels. Care must be taken when replacing shop fronts to ensure that proportions of the fascia boards are correct, and that replacement shop fronts and signage are appropriate. There are a number of original late 19th century shop fronts which should be preserved as far as possible. Any alterations to shop fronts, or new shop fronts should be in conformity with Hounslow's shop front guidance.
- 6.6 A number of historic pedestrian routes remain in the conservation area: Linden Passage behind 213-229 CHR, Bourne Place running behind Chatsworth Lodge, Bond Street running between 244-246 CHR to Chiswick Common Road and Windmill Passage running adjacent to 216 CHR to Chiswick Common Road.
- 6.7 Chiswick High Road is now the commercial heart of Chiswick, it is well known in west London for its independent shops and pleasant cafes, bars and restaurants. The conservation area is a lively and vibrant place.

7 Recent/new developments and their impact

- 7.1 The built-up nature of the conservation area has meant that most recent development takes the form of infills at the rear to create flats or roof extensions.
- 7.2 Some notable new developments include the Metro Bank building, which replaced a filling station, and while it is of a distinctly modern design it respects the scale and proportion of the conservation area.
- 7.3 The coronavirus crisis may yet affect the viability and vacancy rate of pubs, restaurants and shop and lead to new uses and proposals for potentially vacant buildings.
- 7.4 The upgrading of street furniture and the commercial desire to advertise also affect the area and must be managed carefully.



Office development, Turnham Green Terrace Mews



Chiswick High Road, Nos. 235-243

8 Key Views, Local Views and Focal Points

- 8.1 The main views in the conservation area are through the High Road, these views are characterised by mature trees, wide pavements and buildings of a human scale. These is a feeling of spaciousness, enhanced by the greenery and high-quality buildings.
- 8.2 The main focal point of the conservation area is the junction with Turnham Green Terrace, which is also marked by a statue of Hogarth set within a small public square. Lesser focal points are provided by other significant buildings, such as public houses and former civic buildings.
- 8.3 Appendix C: Views Assessment of the local plan reviews identified the view down Chiswick High Road as an important view.



Statue of William Hogarth, Chiswick High Road



Looking east along Chiswick High Road outside No. 270



The Roebuck, Chiswick High Road, Northern Elevation



Looking north on Turnham Green Terrace

9 Open Spaces and Trees

- 9.1 Chiswick High Road is characterised by its wide, tree lined pavements. The trees that line the road are an essential part of the character of the conservation area and help to buffer pedestrians from busy traffic on the main road.
- 9.2 The open space created by the splayed corner with Chiswick Lane at the eastern entrance to the conservation area is important in framing views into the conservation area and also acts as a place for people to sit and rest in the busy high street environment. This area could be improved by improved seating and planting.
- 9.3 In the middle of the conservation area the High Road steps back and what was once a market area is now a car park, which now also hosts markets.
- 9.4 Chiswick Common sits at the edge of the conservation area on the western side of Turnham Green Terrace, whilst not within the conservation area it is an important open space and provides a green lung for those that live and work on or nearby to Chiswick High Road.



Public square at the corner of Chiswick High Road and Chiswick Lane, looking north



Wide, tree-lined pavements on Chiswick High Road buffer pedestrians from the road and provide space for people to rest.

10 Condition of the conservation area, maintenance and alterations

- 10.1 The condition of the conservation area is good to very good throughout: this includes the maintenance of buildings, structures, public realm, highway and green spaces.
- 10.2 Vegetation should not be allowed to grow on building fabric (buildings, walls, other structures) or grown close to it. This will help avoid damage to the fabric, either by roots growing into or on the surface, or holding damp next to the fabric. Vegetation growing on building fabric should be appropriately killed, allowed to dry, carefully removed and made good to match existing.
- 10.3 Windows and doors are key features in any building's character, and the retention and reinstatement of historic windows and doors is encouraged. In particular, the use of UPVC for windows and doors is not recommended. UPVC windows and doors cannot visually replicate historic timber they are not maintenance-free, they can be difficult, if not impossible, to repair, they are unsustainable as most end up in landfills, their production produces harmful chemicals and they are usually more expensive in terms of the lifetime of the windows. Historic timber windows can often be repaired, rather than replaced, and in terms of lifetime cost, are usually better value.
- 10.5 Regular maintenance is encouraged to protect the historic fabric of a building. Undertaking a programme of regular maintenance may help to prevent costly repairs in the future.
- 10.6 New developments should preserve and enhance the quality of the conservation area and should be in keeping with the general character of the conservation area. Poor quality new developments can harm the integrity of the conservation area.
- 10.7 For advice on residential extensions, the current document that should be referred to is: London Borough of Hounslow – Residential Extension Guidelines 2017.
- 10.8 All alterations to statutory listed buildings and structures are assessed on a case by case basis. It should be noted that statutory listing covers the whole building/structure, internally and externally (all fabric), settings and curtilage (including curtilage structures). Many early listing descriptions were brief and often only noted features that could be seen from the public realm. The absence of description of other parts of buildings/structures, settings and curtilage should not be assumed to indicate that these elements are either not covered by the listing or are not of significance. Apart from small, like for like essential repairs, the majority of alterations require granting of listed building consent.

11 Future development in Chiswick

- 11.1 There are ambitious plans for schemes in the masterplanned Opportunity Area of the central and eastern parts of Brentford. Development uses will include elements of residential, commercial, community and public realm schemes and will potentially include tall buildings. These sites are outside the conservation area boundary but will have an impact on the wider character of Chiswick and their effect on the conservation area should be considered. The planned approach to heights and massing detailed in other local plan documents will aid in the aspiration for heritage-led regeneration in the area, resulting in heritage and new development influencing each other and creating a harmonious environment where neither is stifled.
- 11.2 It is not impossible for Brentford and this largely residential area of Chiswick to co-exist, with new developments in the former largely respecting the latter's character. Many developments have achieved this, notably the St George Kew Bridge development. Despite such recent successes in this area, the successful relationship between old and new in this area can still come under pressure from inappropriate development.
- 11.3 However, it is important to note that this is a conservation area adjacent to an Opportunity Area in a World and Mega City (and the largest city in a wholly European country). There will be inevitable tension between the areas, and pragmatic decision-making in accordance with the NPPF (which states great weight should be given to an asset's conservation and the more important the asset, the greater the weight should be) and its Paragraphs 195 (public benefits outweighing substantial harm) and 196 (public benefits outweighing less than substantial harm) have had to be made and may be made again in the future. A relevant example is the Brentford Football Club development whose height has caused some harm in some limited areas of adjacent conservation areas. However, the overall character of those areas remains intact despite the harm, and this harm is convincingly outweighed by substantial public benefit.
- 11.4 Nonetheless, it should be noted that such cases should be rare, given the council's proposed Guide Heights Framework for tall buildings and they will be the exception and not the rule. The bar for public benefits to exceed heritage harm is rightly set high and very hard to reach, particularly where such development also impacts on Kew Gardens World Heritage Site. Development should not seek to use public benefits as an excuse for unimaginative consideration of planning context, but rather demonstrate exceptional and innovative heritage-respecting design, which also provides significant public benefit.

12 SWOT Analysis

12.1 The Chiswick High Road Conservation Area is notable for its core of later 19th century buildings, the majority of the buildings included within the conservation areas boundary make a positive contribution to it and together form an interesting and historic streetscape. However, a number of negative features have impacted on the quality of the historic environment.

12.2 This appraisal should be used as the starting point for further guidance for development in the area. It could be expanded in the future to include a management plan, which would give more specific design guidance. In the meantime, a SWOT analysis is provided.

12.3 The SWOT analysis below summarises the main issues within the conservation area and could provide the basis of a management plan in the future. Points are not made in any order of priority.

12.4 Strengths

- Busy and vibrant high street
- Wide tree lined pavements
- Survival of high-quality original detailing
- Strong parapet line
- High quality architecture
- Mostly consistent building line

12.5 Weaknesses

- Some poor advertisements
- Some poor shop fronts
- Traffic and congestion

12.6 Opportunities

- Improvement of public realm
- Creation of public open space in the former market area
- Improvement to some poor-quality shop fronts
- Opportunities for public art and planting
- Street decluttering
- Removal of estate agent boards

12.7 Threats

- Inappropriate shop front replacement
- New development which does not respect the prevailing heights
- Advertisement banners
- Empty shop units
- Roof extensions
- Removal of original details
- Economic pressures may threaten the single storey shops on Turnham Green
- Demolition of buildings which make a positive contribution to the character of the area
- Air conditioning units and telecoms equipment in inappropriate locations.

Appendix 1 Recommendations for further designation

The local list was updated in 2019, and should be periodically updated for further designation of buildings, structures and places that are of local importance to be added to the borough's Local List of Buildings of Townscape Interest. The process will include consultation before formal adoption by the council.

The process for local listing will adopt the advice provided by Historic England. Local Heritage Listing: Historic England Advice Note 7 (published 11 May 2016) Historic England's website (<https://historicengland.org.uk>) notes that:

Local lists play an essential role in building and reinforcing a sense of local character and distinctiveness in the historic environment, as part of the wider range of designation. They enable the significance of any building or site on the list (in its own right and as a contributor to the local planning authority's wider strategic planning objectives), to be better taken into account in planning applications affecting the building or site or its setting.

Potential candidates for local listing and designation could include a variety of buildings and structures. These do not have to be limited to early historic buildings and structures: twentieth and twenty-first century development of architectural merit could also be included.

Possible inclusions on the local list could be, but are not limited to, the following:

- Good quality housing throughout the conservation area.
- Structures associated with transport, such as bridges.
- Characterful historic features such as cobbled areas.
- Institutional buildings such as places of worship.
- Commercial buildings such as public houses.

Appendix 2: Schedule of listed and recorded heritage assets in the conservation area

| <i>Statutory Listed Buildings</i> | <i>Address</i> | <i>Grade of Listing</i> |
|-----------------------------------|--|-------------------------|
| Chiswick High Road | 183 | II |
| Chiswick Lane | 2 | II |
| | | |
| <i>Locally Listed Buildings</i> | <i>Address</i> | |
| Annandale Road | Chiswick Baptist Church | |
| Chiswick Back Common | The Fountain | |
| Chiswick High Road | The Roebuck | |
| Chiswick High Road | 111-113 | |
| Chiswick High Road | The Packhorse and Talbot | |
| Chiswick High Road | Hogarth Statue at Junction of Turnham Green Terrace and Chiswick High Road | |
| Chiswick High Road | 194 | |
| Chiswick High Road | 210-212 (Former Police Station) | |
| Chiswick High Road | 185 (George IV Public House) | |
| Chiswick High Road | 197-199 (Old Fire Station) | |
| Chiswick High Road | 254- 280 (excluding 276 and 278) | |
| Chiswick High Road | Post box outside 276 CHR | |
| Turnham Green Terrace | 4 | |
| Turnham Green Terrace | The Organ Works | |
| Turnham Green Terrace | 12 | |
| Turnham Green Terrace | Chiswick Timeline | |

Appendix 3: Schedule of properties in the conservation area

104-310 (even), Chiswick High Road

79-249 (odd), Chiswick High Road

2, Chiswick Lane

2-46 (even), Devonshire Road

1-19 (odd), Devonshire Road

2A, Holly Road

Swan Business Centre, Fishers Lane

2-90 (even), Turnham Green Terrace

1-63 (odd), Turnham Green Terrace

Appendix 4: Further reading, information and websites

London Borough of Hounslow – contact details

London Borough of Hounslow
 Hounslow House
 7 Bath Road
 TW3 3EB
 Tel: 020 8583 2000 (all general enquiries)
 Website: www.hounslow.gov.uk

London Borough of Hounslow – useful email addresses

To make comments on planning applications: planningcomments@hounslow.gov.uk

To report suspected breaches of planning controls: planningenforcement@hounslow.gov.uk

London Borough of Hounslow Local Plan and design guidance:

London Borough of Hounslow Local Plan (2015)

London Borough of Hounslow Urban Context and Character Studies (2014) for Osterley and Spring Grove

London Borough of Hounslow: Shopfront Design Guidelines (2013)

London Borough of Hounslow: Residential Extension Guidelines (2017)

Publications and sources of information on Isleworth:

National Heritage List for England (NHLE): <https://www.historicengland.org.uk/listing/the-list/>

British History Online: <http://www.british-history.ac.uk>

History of Spring Grove: http://sgra-isleworth.org/history_of_spring_grove.html

History of Spring Grove, Gillian Morris, 1983

Spring Grove House: A History, Peter Rowlands, 2001

Other sources of planning information and guidance:

Planning Portal

The Planning Portal is the national home of planning and building regulations, information and the national planning application service. Includes extensive information on householder permitted development rights. See: <https://www.planningportal.co.uk/>

Historic England guidance

Historic England is the public body that looks after England's historic environment. It has published a very large number of reports providing guidance on a wide range of issues. Some of the advice is also useful for more recent buildings, too. Some examples of published guidance are listed below: to find others, visit the Historic England website.

Historic England Customer Service Department

Telephone: 0370 333 0607

Textphone: 0800 015 0516

Email: customers@HistoricEngland.org.uk

Website: <https://historicengland.org.uk/advice>

Conservation Area Designation, Appraisal and Management: Historic England advice note 1 (2016)

Local Heritage Listing: Historic England advice note 7 (2016)

Traditional Windows: their care, repair and upgrading (2015)

Research into the Thermal Performance of Traditional Windows (2009)

<https://historicengland.org.uk/advice/your-home/making-changes-your-property/types-of-work/alter-my-windows/>

Energy Efficiency and Historic Buildings: Draught-proofing windows and doors (2016)

Energy Efficiency and Historic Buildings - Application of Part L of the Building Regulations to historic and traditionally constructed buildings (2011)

Graffiti on historic buildings and monuments - Methods of removal and prevention (1999)

The Society for the Protection of Ancient Buildings (SPAB)

SPAB was founded by William Morris in 1877 to counteract the highly destructive 'restoration' of medieval buildings being practised by many Victorian architects. Today it is the largest, oldest and most technically expert national pressure group fighting to save old buildings from decay, demolition and damage. SPAB runs courses for professionals and home owners. It publishes a wide range of advisory publications.

SPAB

37 Spital Square, London, E1 6DY

Tel 020 7377 1644

Fax 020 7247 5296

Email: info@spab.org.uk

Website: <http://www.spab.org.uk>

Advice on the maintenance and repair of buildings

A STITCH IN TIME: Maintaining Your Property Makes Good Sense and Saves Money

(2002). This is a very useful and practical document, packed with good advice.

<http://ihbc.org.uk/stitch/Stitch%20in%20Time.pdf>

<https://historicengland.org.uk/advice/your-home>

<https://historicengland.org.uk/advice/technical-advice/buildings/maintenance-and-repair-of-olderbuildings/maintenance-plans-for-older-buildings/>

<https://historicengland.org.uk/advice/technical-advice/buildings/maintenance-and-repair-of-olderbuildings/principles-of-repair-for-historic-buildings/>

<http://www.spab.org.uk/>

Other publications, websites and organisations

The Buildings of England: Pevsner Architectural Guides: London 3: North West (1991)

London Borough of Hounslow Local Studies Service (presently located at the Feltham and Chiswick Libraries): www.hounslow.info/libraries/local-history-archives

Hounslow and District History Society: www.hounslowhistory.org.uk

The Victorian Society- The Victorian Society campaigns for the preservation of Victorian and Edwardian buildings in England and Wales.

1 Priory Gardens

London W4 1TT

Tel: 020 8994 1019

Email: admin@victoriansociety.org.uk

Website: <http://www.victoriansociety.org.uk/>

The Twentieth Century Society- The Twentieth Century Society campaigns for the preservation of the best twentieth century architecture since 1914 in Britain.

70 Cowcross Street

London EC1M 6EJ

Tel: 020 7250 3857

Email: coordinator@c20society.org.uk

Website: <https://c20society.org.uk/>

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Current photos: London Borough of Hounslow