



STAMFORD BROOK

Conservation Area
Appraisal

January 2021



London Borough
of Hounslow

Foreword

I am pleased to present the Stamford Brook Conservation Area Appraisal. The Stamford Brook area 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 also identifies 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 Stamford Brook Conservation Area and will be a guide for developers, residents and planners.

Steve Curran



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

Executive Summary

Presented here is the Stamford Brook 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 was subject to public consultation in Autumn 2019, and following that consultation it was amended to reflect responses where appropriate. The final version was adopted by the council in January 2021. The council's Spatial Planning and Infrastructure 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.

Prepared by:

Spatial Planning Team
Housing, Planning & Communities
London Borough of Hounslow
Hounslow House
7 Bath Road
Hounslow
TW3 3EB

Email address: conservation@hounslow.gov.uk

*Cover photographs from top to bottom:
Ranelagh Gardens, Stamford Brook Avenue
Stamford Brook Common South Side
Pleydell Avenue
Prebend Gardens*

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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. The conservation area as a whole and the buildings/structures and spaces within it are all designated as heritage assets.

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 Stamford Brook Conservation Area was designated on 13 January 1998 and has not been altered or extended since. Additional protection to the area includes: two listed buildings; Local Open Space; registered as Common Land under the Commons Registration Act 1965, the Countryside and Rights of Way Act 2000 and the Commons Act 2006; adjacent to Bedford Park Conservation Area in London Borough of Hounslow and Ravenscourt and Starch Green Conservation Area in London Borough of Hammersmith and Fulham.

1.2 Format of the conservation area 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 Stamford Brook 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, 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.

1.2.5 This appraisal provides an understanding of the significance of the conservation area, by identifying and analysing its principal characteristics. It does not include specific detail about every building and feature within the area, and any omission from the text should not be interpreted as an indication of lesser significance.

1.3 Location, context and summary of the special interest of the conservation area

1.3.1 The Stamford Brook Conservation Area is located in the northeast part of Chiswick, which lies at the extreme eastern end of the borough, approximately 10km from central London. Chiswick is bordered by Brentford to the west, Acton to the north and Hammersmith to the east, with the London Borough of Richmond across the River Thames to the south. The area is relatively flat, sloping gently downhill southwards to the river.

1.3.2 Chiswick is best known for its historic house and gardens, its riverfront walks and pubs and its thriving High Road. The town centre is a major retail, leisure and employment focus.

1.3.3 Chiswick is crossed roughly east-west by various railway lines, Chiswick High Road and the A4 Great West Road, which functions as London's western gateway but is also a major barrier to north-south movement. The area is mostly well-served by public transport.

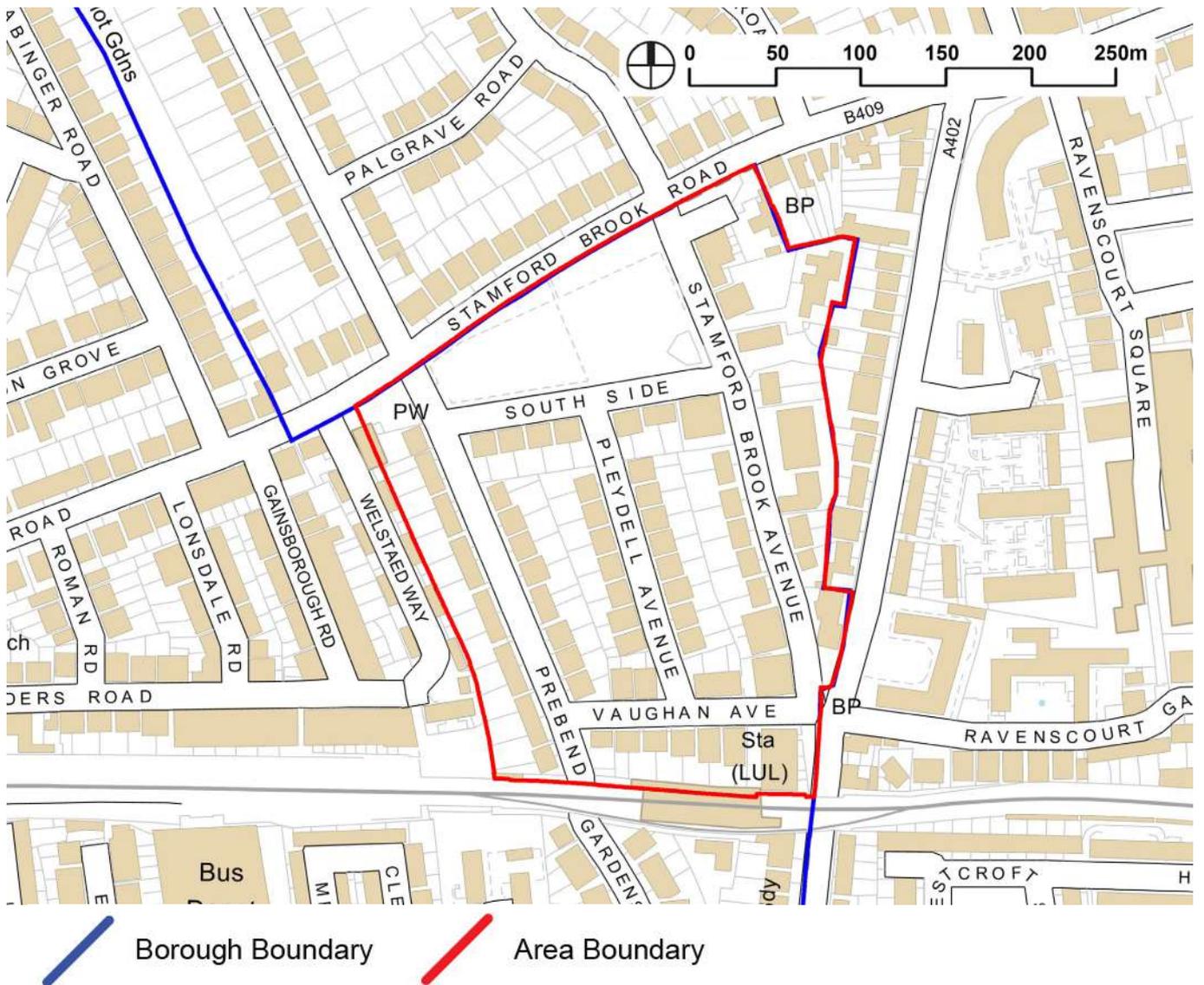
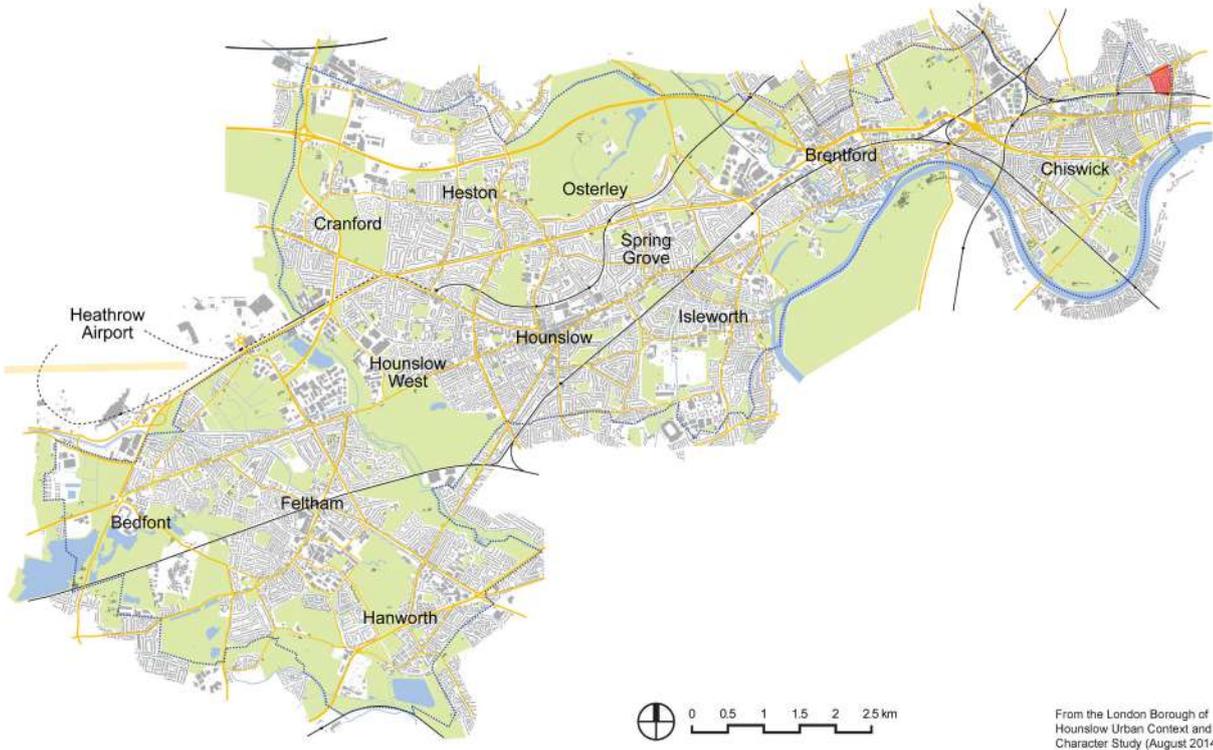
1.3.4 Chiswick as a whole is essentially an amalgamation of a number of distinct villages. It became a popular country retreat, and as part of the suburban growth of London in the late nineteenth and early twentieth centuries the population significantly expanded.

1.3.5 The urban environment is mostly of very high quality with well-proportioned, tree-lined residential streets and a fairly even distribution of local centres and open spaces. The acoustic environment is dominated by aircraft noise and traffic noise when within 50m of the A4, beyond which bird song and general urban ambient sounds take over.

Special Interest

1.3.6 The roughly square Stamford Brook Conservation Area consists of Stamford Brook Common and a grid of streets which features high quality housing dating from around 1900 to the mid-1930s. There are also two Grade II-listed houses from the eighteenth century.

1.3.7 Stamford Brook Common, which is the oldest and most established part of the area, has influenced and characterised the layout and location of the buildings around it. The common was derived from fields and orchards, although near an area marked 'Green' on John Rocque's map of 1746. The special architectural and historic interest of Stamford Brook lies in the buildings surrounding the common and their spatial relationship with it. The common itself is now so overlooked that it has some of the enclosed character of a London square, with railings, grass, paths and some flower beds, albeit much more open and informal, and less densely planted.



Stamford Brook Conservation Area

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) (2012). 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 (2015), produced by the Greater London Authority, includes relevant sections, including: Historic environment and landscapes – policy 7.8 Heritage assets and archaeology; policy 7.9 Heritage-led regeneration; and policy 7.10 World Heritage Sites. 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 (2003), which is a material consideration in any application concerning extensions to residential dwellings in the conservation area. This document is due to be updated.

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 Demolition of an unlisted building within a conservation area will require planning permission.

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 Country 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

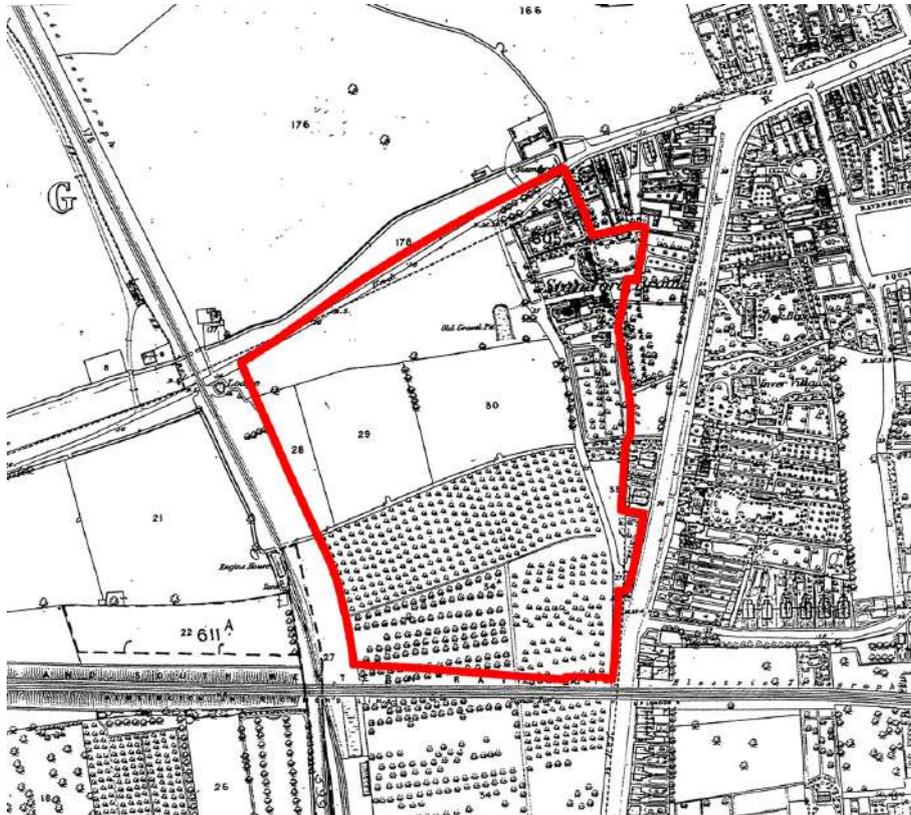
2.4.4 For information on Permitted Development Rights, refer to the Planning Portal (<https://www.planningportal.co.uk>), which is the national home of planning and building regulations information and the national planning application service.

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.

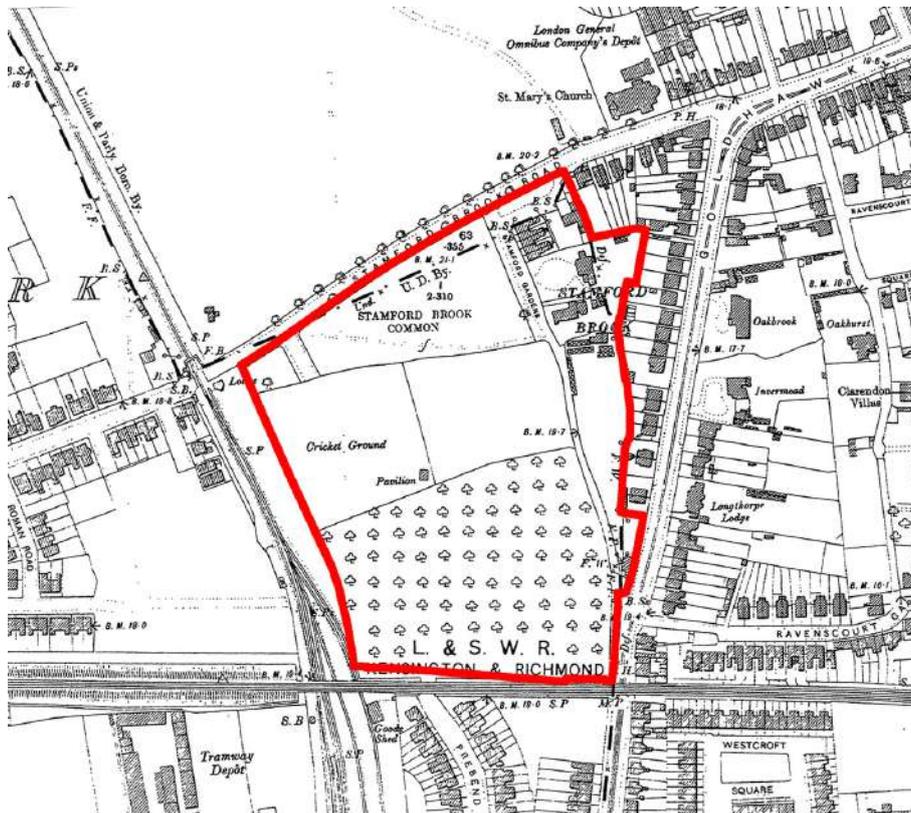
3 Historic development of the area

3.1 Historic maps

3.1.1 The following maps show how the Stamford Brook area developed. The conservation area boundary has been superimposed onto the maps to show the area that is being discussed.



1865 Source: Ordnance Survey County Series



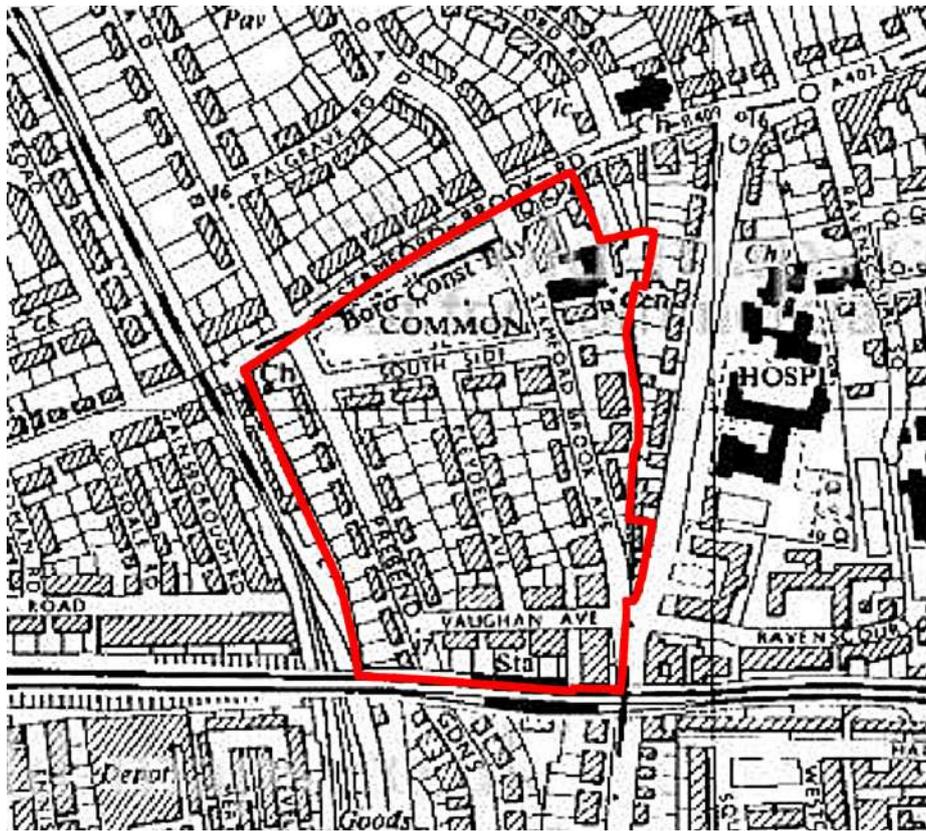
1894 Source: Ordnance Survey County Series



1913 Source: Ordnance Survey County Series



1934 Source: Ordnance Survey County Series



1965 Source: Ordnance Survey Plan



1980 Source: Ordnance Survey Plan

3.2 Geographic, economic and social features that helped shape the area

3.2.1 The Chiswick area

3.2.1.1 Chiswick as a whole has experienced occupation since prehistoric times, resulting in the designation of Archaeological Priority Areas, but its place-name, meaning cheese farm, is Anglo- Saxon. Two roads, one Roman and one older, now essentially Chiswick High Road and Wellesley Road, crossed the north of the parish, converging across a wide stretch of common land, and later became the major road from London to the West. The Thames provided easy transport for rural industries like malting and brewing and supported watermen, boat-builders and fishing families.

3.2.1.2 Villages grew up by the river at Old Chiswick and Strand on the Green. Ribbon development along the main road the saw the growth of a third village at Turnham Green. This became the administrative centre with the town hall in the nineteenth century, and is now the main shopping area. Between the villages lay a number of mansions with pleasure gardens and parks.

3.2.1.3 The main road became increasingly important in the eighteenth century as a major coaching route, becoming Chiswick High Road. Existing roads had a fringe of Georgian, early and mid-Victorian buildings, although many High Road properties were cleared for late nineteenth century widening for trams. Chiswick became a desirable place to live, with many individual fine houses and large gardens.

3.2.1.4 By 1850, the London and South Western Railway's (L&SWR) Hounslow Loop Line brought stations at Chiswick and Kew Bridge, which immediately encouraged housing development. By the 1860s L&SWR had established a line to Richmond, bringing a station at Turnham Green.

3.2.1.5 Nearer the High Road, fields and gardens were rapidly developed into housing layouts in an explosion fuelled by the new railway lines. To the northeast, Bedford Park, a speculative venture, was built between 1875 and 1886, and as the first garden suburb its design was influential. Elsewhere, infill grid layouts were built up in variations of Victorian terraced and semi-detached housing of different sizes and spacing to suit a variety of needs and incomes. The population of Chiswick grew almost tenfold during the nineteenth century, reaching 29,809 in 1901.

3.2.1.6 The Great West Road, later designated the A4, opened in 1925 as a bypass for Brentford. It attracted, for their time, high technology industries in factory buildings with important Art Deco facades facing the road. Nick-named the Golden Mile, it was extended across Chiswick in the mid 1950s, crossing Chiswick High Road at Chiswick roundabout. The widened A4 road and roundabouts, particularly after the 1960s flyover added M4 traffic, physically and perceptually severed Chiswick into north and south.

3.2.1.7 More recent development has been infill between railway lines; replacement of former buildings and land used for commercial and municipal activities with office buildings in the built up areas and housing on the edges of open land; and continuing subdivision of larger house plots. Chiswick remains an area of high appeal and is therefore under constant pressure for renewal and intensification.

3.2.2 The Stamford Brook area

3.2.2.1 The neighbourhood of Stamford Brook began as a remote hamlet on the edge of Turnham Green, one of the four ancient villages that would go onto make up modern Chiswick, (the others being Sutton, Strand-On-The-Green, and Old Chiswick itself).

3.2.2.2 Stamford Brook takes its name from a tributary of the Thames, formed of three streams from Acton and Wormwood Scrubs which met in the Ravenscourt Park area and then crossed King Street in Hammersmith before flowing into the Thames. A ditch also crossed the old Roman road out of London (now Stamford Brook Road) at a point just west of St Mary's church and then ran along the boundary line between the parishes of Chiswick & Hammersmith to the Thames at Chiswick Eyot. This partly forms the eastern boundary of the conservation area, hence its irregularity.

3.2.2.3 The name Stamford comes from an ancient 'stoney ford' which crossed the brook at King Street in Hammersmith. The various watercourses were covered by 1900 and converted to sewage pipes. Today there are no sections of the Stamford Brook above ground.

3.2.2.4 By the sixteenth century it was an area of fields and orchards, with only a few cottages facing a green. As London grew, Stamford Brook became the location for a series of large country houses to the east of the area, overlooking the common. By the eighteenth century, four large houses dominated this part of Stamford Brook, including survivors The Brook and Stamford Brook House.

3.2.2.5 Grade II listed Stamford Brook House is an attractive mansion dating from the eighteenth century. It was the home of the Frere family, (originally owners of sugar plantations in Barbados) and then the MacGregor family. Archibald MacGregor was art master at the Crystal Palace School of Art, and Mrs MacGregor was a suffragette who founded a local infant welfare centre and was a friend of William Morris, helping with his social welfare activities.

3.2.2.6 The Brook, also listed Grade II, was the residence for over 40 years of Lucien Pissarro, a French Impressionist painter and son of better-known Camille Pissarro, who made paintings of neighbouring Bedford Park.

3.2.2.7 The area was part of the prebendal manor estate and came into the hands of the Ecclesiastical Commissioners in 1882. In 1898 the architect and surveyor J A Gill Knight obtained a lease of about 12 acres south of the common to build blocks of mansion flats and semi-detached houses, aimed at comfortably-off middle class families and tenants. However, the new development was not as successful as expected, partly because the Stamford Brook railway station was not opened until 1912, and so the development of the area was not completed until after World War I. The railway and its station border the south of the conservation area. Goldhawk Road roughly follows the line of the original river down as far as Chiswick High Road.

3.2.2.8 The development around and facing the common has occurred in three main phases. The first of these was the development of the two listed buildings; the second the four storey Victorian flats at the end of Stamford Brook Avenue and the three and four storey mansion blocks built between 1901 and 1905; and the third the two storey semi-detached and short terraced houses built between 1907 and 1933.

4 The conservation area and its surroundings

4.1 The surrounding area and the setting of the conservation area

4.1.1 The conservation area itself is a small, primarily residential area off the south side of Stamford Brook Road, consisting mostly of early twentieth century two storey houses with some up to five storey mansion blocks, focused on a common. The conservation area's surroundings comprise:

4.1.2 To the northwest, part of Bedford Park, a late nineteenth century Arts & Crafts-style Garden Suburb residential estate and another conservation area.

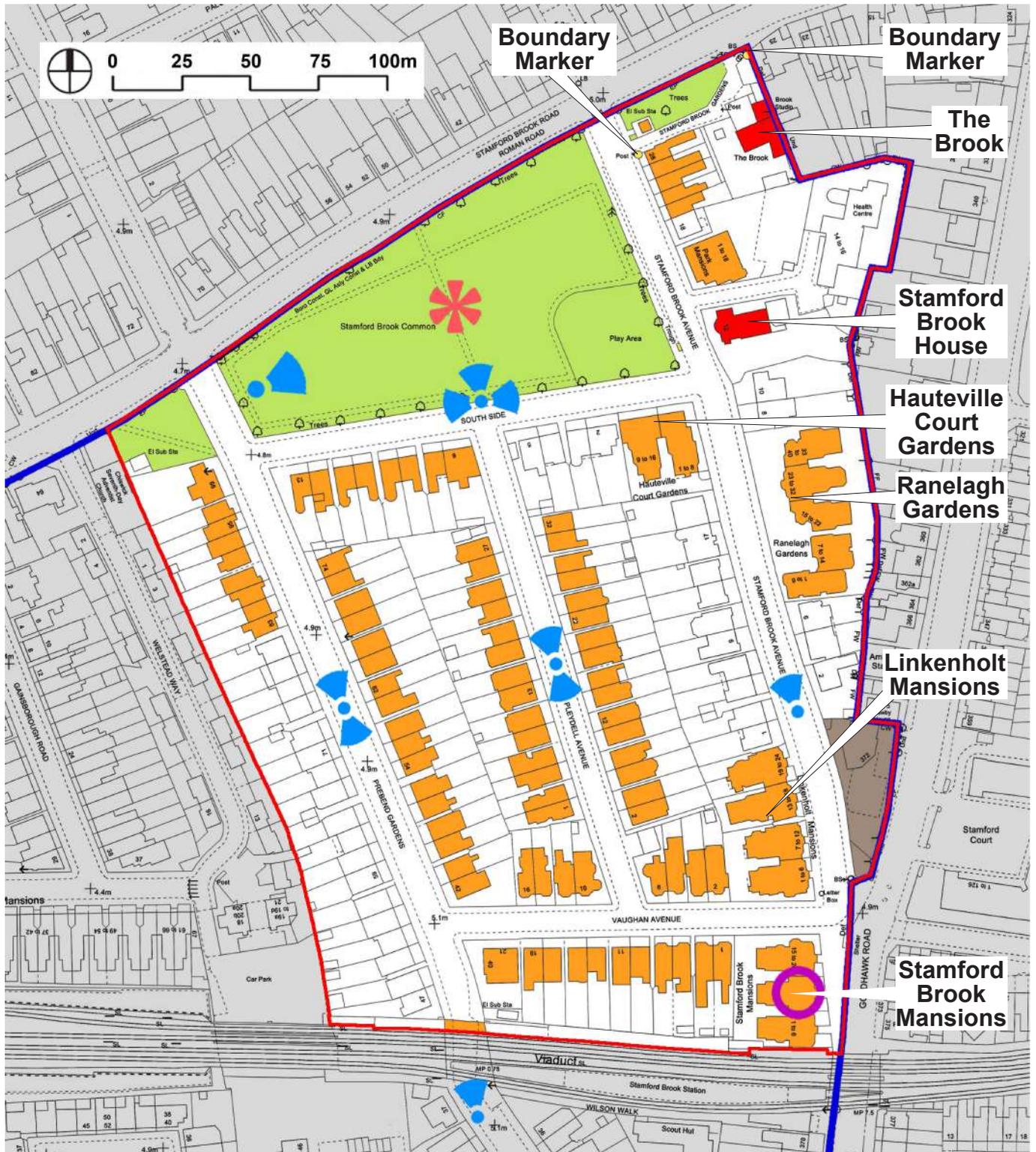
4.1.3 To the southwest, the commercial stretch of Chiswick High Road, the open space of Turnham Green Common and the residential area of Turnham Green.

4.1.4 To the south, across the railway line, prewar houses give way to early interwar semis and short terraces south of Chiswick High Road. Beyond is Old Chiswick, the remnants of a Georgian village on the River Thames.

4.1.5 To the east, is the large and varied Ravenscourt and Starch Green Conservation Area in the London Borough of Hammersmith and Fulham.

4.1.6 Further information on the wider context can be found in the Chiswick section of the London Borough of Hounslow Urban Context and Character Study (2014).

4.2 The character of the conservation area



Stamford Brook Conservation Area

4.2.1 The particular character of Stamford Brook Conservation Area arises mainly from Stamford Brook Common and the many interesting buildings placed around and in the locality of it. The common, being the oldest and most established part of the area, has itself influenced and characterised the layout and location of the buildings around it.

4.2.2 Stamford Brook Common itself is trapezoidal in shape, widening to the east. It is quite open, with trees at its boundaries, and the surrounding streets extend the space visually. The tall trees surrounding the open space both enhance the character of the common and focus views of the it from all of the streets within the boundaries of the conservation area. Busy Stamford Brook Road borders the north side of the common. This and the line of houses on the north side of the road are outside the borough.

4.2.3 Grade II-listed The Brook on Stamford Brook Road was described by Nikolaus Pevsner as a 'rare detached Georgian cottage'. Set well back from the road, the Stamford Brook stream flowed along its eastern side and this formed the boundary between Chiswick and Hammersmith. The main house dates to the late seventeenth century and was originally two dwellings. It was timber framed but bricked over by its occupier William Blackmore in the eighteenth century. In 1901 when the house and garden were in a ruinous state, Hussey let The Brook to Lucien and Esther Pissarro with the stipulation that they carry out immediate repairs.



Grade II-listed The Brook, Stamford Brook Road.



Grade II-listed Stamford Brook House, Stamford Brook Avenue.



Stamford Brook Mansions, Goldhawk Road.



Linkenholt Mansions, Stamford Brook Avenue.



Linkenholt Mansions, Stamford Brook Avenue.



Ranelagh Gardens south block, Stamford Brook Avenue.



Ranelagh Gardens north block, Stamford Brook Avenue.



Park Mansions, Stamford Brook Avenue.

4.2.4 On Stamford Brook Avenue, Grade II-listed Stamford Brook House and wall faces onto the common, though severed from it by what is now a street and by its own hedged boundary. This attractive Georgian house was the first large house in Stamford Brook. It was built about 1743 by Thomas Patterson and between 1795 and about 1865 it was home to the Frere family. It is two storeys in height, in brown brick with a central bow on the front elevation.

4.2.5 The mansion blocks arguably provide the area with its most unusual features and certainly dominate. The blocks all have balconies of some form and original sash windows. Some of the blocks offer views and glimpses of the sides and rear of the buildings from adjoining streets. These are often surprisingly detailed, some featuring wrought iron balconies running the height of each block.

4.2.6 Ranelagh Gardens and Hauteville Court Gardens frame the views along Stamford Brook Avenue towards the common, while from the western half of the common the blocks can be seen through and over the trees. The original design also sought to ensure that the blocks related to the scale of their surroundings. Only the central section of the north block of the Ranelagh Gardens group reaches five storeys, the flanking sections being of four storeys. The south block is of four and then three storeys. The group is asymmetrical, suggesting that the original plan was for another four-to-three storey block to the north, where a later single semi-detached pair of houses now stands.



Hauteville Court Gardens, corner of Stamford Brook Avenue and Stamford Brook Common South Side.



Hauteville Court Gardens, Stamford Brook Avenue.



Arts and Crafts-style electricity sub-station, Stamford Brook Avenue.



Stamford Brook Avenue west side.



Stamford Brook Avenue east side.



Stamford Brook Common South Side.



Vaughan Avenue south side.



Vaughan Avenue north side.

4.2.7 At the south end of Stamford Brook Avenue, at the junction with Goldhawk Road, are Linkenholt Mansions and Stamford Brook Mansions, which share several design elements yet remain distinct from one another.

4.2.8 The houses in Vaughan Avenue provide a buffer between the elevated railway line and the houses to the north. The houses at the eastern end of the street are more unusual being of three storeys rather than two. The houses vary considerably in design.

4.2.9 The houses in Pleydell Avenue were built shortly after Vaughan Avenue, with the first two pairs displaying similar architectural attributes. The houses on the western side are larger with prominent and decorative gables, decorative roof tiles and original windows. Other houses are more conventional, but the general nature of the street is Edwardian in effect.

4.2.10 Prebend Gardens derives its name from Chiswick's Prebendal Manor, a small estate supporting one prebend or priest at St Paul's Cathedral. Prebend Gardens is composed of two storey terraces of four houses on the western side and mostly two storey semis on the eastern. The houses at the north end of the eastern side continue the features of Pleydell Avenue with large decorative roofs, gables and perforated tiles. These features are replicated in the smaller terraces opposite. The remainder were built in the 1920s and are plainer but nevertheless retain the integrity of their original design.

4.2.11 On Stamford Brook Common South Side there are two storey semi-detached houses, which relate well to the common, which they overlook. To the west of the junction with Pleydell Avenue the houses have prominent half-timbered gables, each built of brick with a rendered first floor, and finished with a decorated timber porch.



Pleydell Avenue east side.



Pleydell Avenue west side.



Pleydell Avenue west side.



Prebend Gardens west side.



Prebend Gardens east side.

5 Recent/new developments and their impact

5.1 The built-up nature of the conservation area has meant that there is very little scope for development beyond the refurbishment, renovation and extension of existing buildings and improvements to public realm.



Rear/side extension to Grade II-listed Stamford Brook House.



New seating, Stamford Brook Common.

6.1 The key views in the conservation area are those to be had of and across Stamford Brook Common, particular from the narrower west side to the buildings on the east side, and northwards to Stamford Brook Road.

6.2 More local views consist of the street-enclosed and tree-lined vistas along the north-south streets of Stamford Brook Avenue, Pleydell Avenue and Prebend Gardens.

6.3 Of particular note is the glimpse of Prebend Gardens to be had through the arch of the railway bridge, which acts as a gateway to the conservation area.

6.4 The only focal point of the conservation area is the common itself and, in particular, its popular children's play area at the southeast corner.



View east from west side of Stamford Brook Common.



View east along Stamford Brook Common South Side.



View north along Prebend Gardens terminating with Stamford Brook Common.



View south along Pleydell Avenue terminating with Stamford Brook Common.



View into conservation area from Prebend Gardens south of the railway bridge.



The focal point of the children's play area, Stamford Brook Common..

7 Open spaces and trees

7.1 Stamford Brook Common is a designated Local Open Space.

7.2 The conservation area benefits significantly from the high quality open space of Stamford Brook Common with its a very pleasant open green character and large numbers of mature trees. In addition there are two small green open spaces to the north east and north west of the common, both of which contribute positively to the area.

7.3 In common with the townscape of Chiswick as a whole, street and garden trees are a major feature of and make a positive contribution to the built-up part of the conservation area.

7.4 As well as providing a positive visual impact, the open green spaces are also beneficial for the environment and ecology.



Stamford Brook Common from South Side with Stamford Brook Road (outside conservation area) in background.



Trees lining the southern perimeter of Stamford Brook Common.



Small open space to west of Stamford Brook Common.



Small open space to east of Stamford Brook Common.

8 Condition of the conservation area, maintenance and alterations

8.1 The vast majority of the buildings in the conservation area are in good to very good condition. Furthermore, boundary and front space treatments are also in fair to very good condition, the shallowness of the front spaces, particularly those of the earlier houses, making them unsuitable for conversion to parking.

8.2 The only feature which can be considered a detractor is the filling station and its immediate surrounds, at the southeast edge of the area.

8.3 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.

8.4 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.

8.5 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.

8.6 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.

8.7 For advice on residential extensions, the current document that should be referred to is: London Borough of Hounslow – Residential Extension Guidelines 2017.

8.8 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.



Carriageway, footway, boundaries and front spaces, Pleydell Avenue.



Filling station and its immediate surrounds.

9 Future development in Chiswick

9.1 The Stamford Brook Conservation Area sits some distance away from the main Opportunity Areas in the borough, and it is unlikely to be impacted by the development in Great West Corridor.

9.2 The conservation area could be affected by works in the adjacent London Borough of Hammersmith and Fulham (LBHF), although the adjacent Ravenscourt and Starch Green Conservation Area Appraisal and LBHF policy on tall buildings policy would, by default, protect Stamford Brook.

10 Strengths/Weaknesses/Opportunities/Threats (SWOT) Analysis

The Stamford Brook Conservation Area is notable for the relationship between the common, the listed buildings, mansion blocks and family housing, which gives the area an elegant Edwardian character. The scale and character have survived because the buildings have not had obtrusive extensions, and alterations have been kept to a minimum with most front gardens being retained. However, a number of negative features have impacted on the quality of the historic environment, many of which would be reversible.

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.

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.

10.1 Strengths

- The large high quality green open space of Stamford Brook Common.
- Views into and out of the common.
- The retention of the majority of the boundary treatments in the conservation area.
- High quality mix of housing, including semi-detached properties and mansion blocks which add to the character of the area.
- Spaces between houses.
- Many houses retain original features such as doors and windows.

10.2 Weaknesses

- The heavily trafficked environment on Stamford Brook Road.
- The filling station and poor quality public realm surrounding it.
- Poorly placed TV aerials.

10.3 Opportunities

- The area is very tightly knit with no obvious potential other than for repair and small, rear extensions.
- Improve the area around the filling station.
- Retention or reinstatement of original detailing, using replacements of authentic and sympathetic design and materials.
- Retain strong front boundaries and resist the creation of any new crossovers, to avoid vehicular access and car parking.

10.4 Threats

- Very high property values because of its good location, leading to desire to extend into backland.
- Enlargement of buildings by roof extensions, which can affect overall heights and skylines.
- Potential development in Hammersmith & Fulham which might affect the conservation area.
- Dormers are very visible and should be carefully considered.
- The flats are visible landmarks because of their height and rooflines and alterations to these buildings should be in keeping.
- Loss of original features such as doors and windows.
- Loss of spaces between buildings.
- Loss of boundary walls, especially for crossovers.
- Insensitive replacement of original boundary walls.
- Loss of group character through unsympathetic alterations, such as overpainting of features such as timber elements and fenestration.
- Loss of group character through the use of inappropriate materials, such as the replacement of roof coverings.

10.5 Management plan

This appraisal should be used as the starting point for further guidance for development in the area. A Management Plan could be developed in future to provide more specific design guidance, and to identify specific projects required to improve and enhance the conservation area.

Appendix 1 Recommendations for further designation

There should be a comprehensive survey of the conservation area 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. As of 2016, the council has set aside funding to programme this work in the near future, with the assistance of local amenity groups and residents. 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.
- Commercial buildings such as shopping parades.

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

Statutorily listed buildings		Grade of listing
Stamford Brook Road	The Brook	II
Stamford Brook Avenue	Stamford Brook House and Wall	II
Locally listed buildings		
Stamford Brook Avenue	Cattle Trough	
Stamford Brook Avenue	Boundary Marker adjacent to Stamford Brook Common	
Stamford Brook Road	Boundary Marker	

Local open space

Stamford Brook Common

Other designations

See 1.1.5 above.

Designation information resources

To check the designation of buildings and places within the borough of Hounslow, visit www.hounslow.gov.uk. Enter 'local plan' in the search box, select the first listed option, then scroll down to the 'interactive policies map'. Then enter the address in the search box, which will come up with a map and key with all current designations.

To find listing descriptions of a wide range of national designated buildings and places, visit www.heritagegateway.org.uk. This website allows you to cross-search over 60 resources, offering local and national information relating to England's heritage.

Appendix 3: Schedule of properties in the conservation area

1-20 STAMFORD BROOK MANSIONS, GOLDHAWK ROAD W6 0XA
SHELL UK, 372 GOLDHAWK ROAD W6 0XF

1-32 PLEYDELL AVENUE W6 0XX

42-74 (even) PREBEND GARDENS W6 0XU
47-99 (odd) PREBEND GARDENS W6 0XT

2-13 SOUTH SIDE W6 0XY
HAUTEVILLE COURT GARDENS, SOUTH SIDE W6 0YF

1-7 (odd) STAMFORD BROOK AVENUE W6 0YB
9-19 (odd) STAMFORD BROOK AVENUE W6 0YB
2-28 (even) STAMFORD BROOK AVENUE W6 0YD
PARK MANSIONS, STAMFORD BROOK AVENUE W6 0YD
RANELAGH GARDENS, STAMFORD BROOK AVENUE W6 0YE
LINKENHOLT MANSIONS, STAMFORD BROOK AVENUE W6 0YA
HAUTEVILLE COURT GARDENS, STAMFORD BROOK AVENUE W6 0YF
NHS PROPERTY SERVICES LTD, 14-16 STAMFORD BROOK AVENUE W6 0YD

THE BROOK STUDIO, STAMFORD BROOK ROAD W6 0XJ
THE BROOK, 27 STAMFORD BROOK ROAD W6 0XJ

1-21 VAUGHAN AVENUE W6 0XS

Appendix 4: Further reading, information and websites

London Borough of Hounslow – contact details

London Borough of Hounslow
Hounslow House
7 Bath Road
Hounslow
TW3 3EB

Tel: 020 8583 2000 (all general enquiries)
020 8583 5555 (environment, street services and planning)

Website: www.hounslow.gov.uk

London Borough of Hounslow – useful contacts

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

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

To raise concerns on street trees and the maintenance of public green spaces
contact Lampton Greenspace 360 via 020 8583 2000

London Borough of Hounslow Local Plan and design guidance:

London Borough of Hounslow Local Plan (2015)

London Borough of Hounslow Urban Context and Character Study (2014) for Chiswick

London Borough of Hounslow: Shopfront Design Guidelines (2013)

London Borough of Hounslow: Residential Extension Guidelines (2017)

Publications and sources of information on Chiswick & Stamford Brook:

Stamford Brook Residents' Association:
<https://www.stamfordbrookresidentsassociation.org.uk/>

Brentford and Chiswick Local History Society: <http://brentfordandchiswicklhs.org.uk/>

Chiswick Past; Clegg, Gillian (1995)

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

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

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-older-buildings/maintenance-plans-for-older-buildings/>

<https://historicengland.org.uk/advice/technical-advice/buildings/maintenance-and-repair-of-older-buildings/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 Georgian Group is the conservation organisation for the preservation of historic buildings and planned landscapes of c.1700 - 1840 in England and Wales.

The Georgian Group
6 Fitzroy Square
London W1T 5DX
Tel: 020 7529 8920
Email: office@georgiangroup.org.uk
Website: <https://georgiangroup.org.uk>

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

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

The Twentieth Century Society
70 Cowcross Street
London EC1M 6EJ
Tel: 020 7250 3857
Email: coordinator@c20society.org.uk
Website: <https://c20society.org.uk/>

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