



STRAND ON THE GREEN

Conservation Area
Appraisal

November 2018



London Borough
of Hounslow

Foreword

I am pleased to present the Strand on the Green Conservation Area Appraisal. Strand on the Green 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.

The regeneration of the Great West Corridor and Brentford East offers the opportunity to improve the areas surrounding the conservation area through high quality new development and improved public realm.

We hope this document will play a significant role in the future management of Strand on the Green 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 Strand on the Green 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 Spring 2018, and following that consultation it was amended to reflect responses where appropriate. The final version was adopted by the council in October 2018. 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.

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Cover photographs from top to bottom:

The Strand from the River Thames

The Strand from Kew Bridge

Oliver's Island

Kew Railway Bridge

CONTENTS

- 1 Introduction
 - 1.1 What is a conservation area?
 - 1.2 Format of the conservation area appraisal
 - 1.3 Location and context of the conservation area
- 2 Planning context
 - 2.1 National policies
 - 2.2 Regional policies
 - 2.3 Local policies
 - 2.4 Implications of designation
- 3 Historic development of the conservation area
 - 3.1 Historic maps
 - 3.2 Geographic, economic and social features that helped shape the area
- 4 The conservation area and its surroundings
 - 4.1 The surrounding area and the setting of the conservation area
- 5 Character areas
 - 5.1 The Strand
 - 5.2 West
 - 5.3 East
- 6 Recent/new developments and their impact
- 7 Views and focal points
- 8 Open spaces and trees
- 9 Condition of the conservation area, maintenance and alterations
- 10 Regeneration of the Great West Corridor and Brentford East
- 11 SWOT analysis
 - 11.1 Strengths
 - 11.2 Weaknesses
 - 11.3 Opportunities
 - 11.4 Threats
- Appendix 1 Recommendations for further designation
- Appendix 2 Schedule of listed and recorded heritage assets in the conservation area
- Appendix 3 Schedule of properties in the conservation area
- Appendix 4 Further reading, information and websites

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 Strand on the Green Conservation Area was designated on 7 November 1968 and was extended in 2001. It is now proposed that the boundary be further extended. Additional protection to the area includes: nationally and locally listed buildings; Thames Policy Area (river and two blocks inland from waterfront, Local Open Space (recreation ground); Metropolitan Open Land (tideway and Oliver's Island); Site of Importance for Nature Conservation (SINC) (tideway, Oliver's Island and railway corridor); Blue Ribbon Network (river); Architectural Priority Area (river including tideway and Oliver's Island); Advert Special Control Area (waterfront).

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 Strand on the Green 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 regeneration of the Great West Corridor and Brentford East. 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 and context of the conservation area

1.3.1 The Strand on the Green Conservation Area is located in the western 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 at Strand on the Green 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.

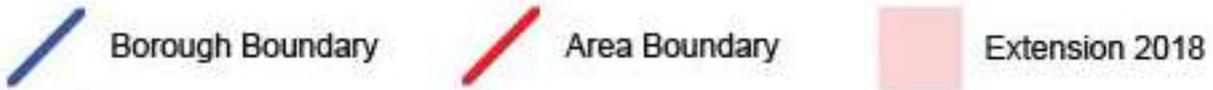
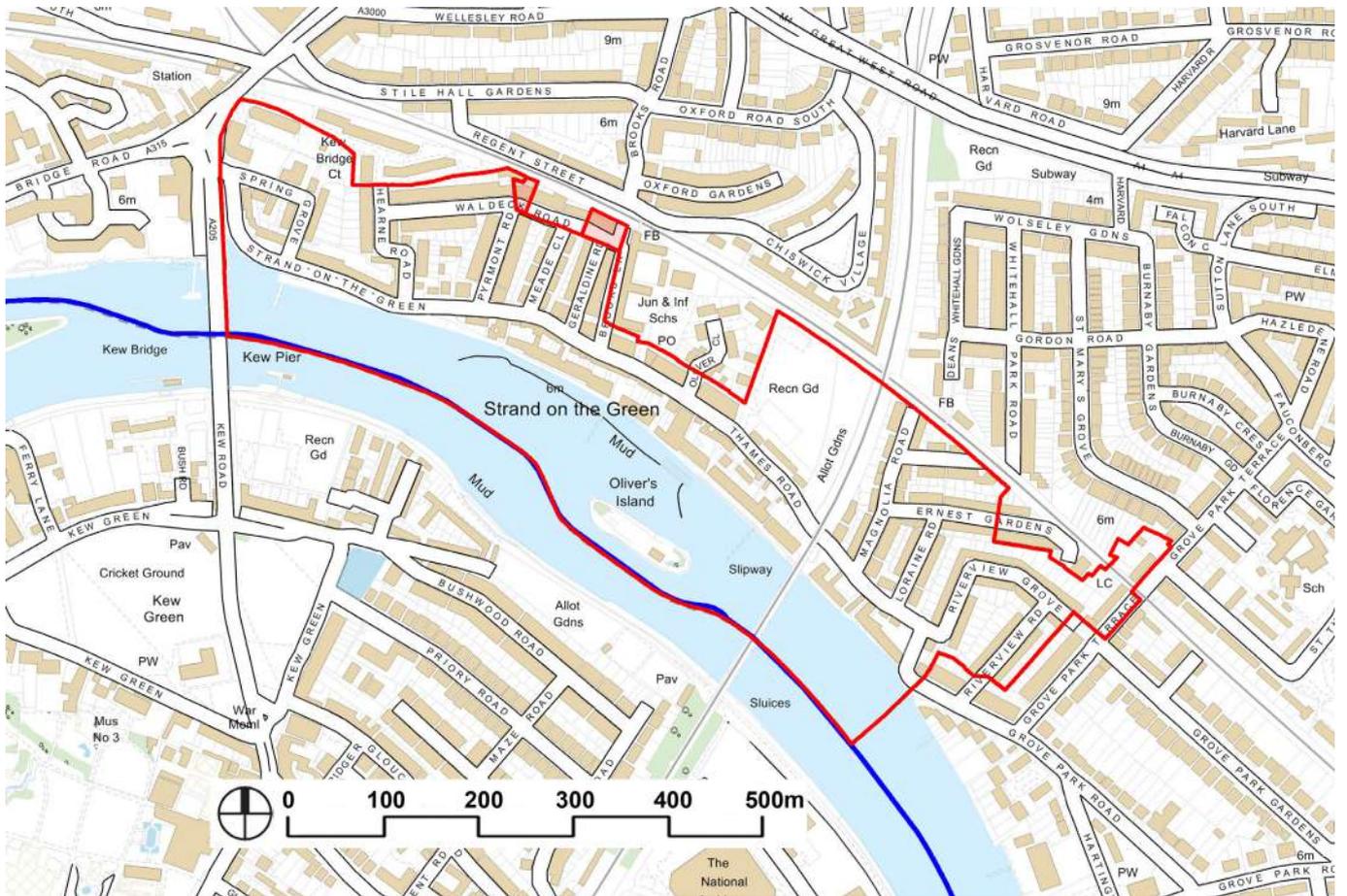
1.3.4 Chiswick as a whole is essentially an amalgamation of a number of distinct villages. It became a popular country retreat, and as part of the suburban growth of London in the late nineteenth and early twentieth centuries the population significantly expanded.

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 Strand on the Green Conservation Area is renowned as a particularly picturesque part of London. A footpath runs along the bank of the river, overlooked by numerous imposing eighteenth century houses and local pubs, and, being a low part of the tideway which has been narrowed with embankments on both banks, is flooded at spring tides; property flooding is rare but has occurred to basements and other storeys before the construction of the Thames Barrier (with acknowledgments to Strand on the Green Association).

1.3.7 The conservation area's special architectural and historic interest lies in its intrinsically tranquil setting beside the water's edge, with fishermen's cottages, boat builders' sheds, public houses, maltings and larger and more elegant private houses added in the late eighteenth century. The conservation area also includes the various modest but attractively detailed Victorian and Edwardian terraced housing that has made use of the former access road to service and industrial buildings to the rear of the riverside plots, and developed on from there. The narrow alleyways and paths between the path and rear road are of great character in their tiny scale and detailed interest. It has a clear new riparian character area from the other side of Kew Bridge (on the Hounslow side) and from the Richmond side of the river with a unique (to the borough) unified scale, grain and grouping of heritage assets, which contrasts with the larger and more varied buildings of Brentford. The overall effect is one of picturesque charm, both from within the area and from advantageous views on the opposite river bank and further down the river towards Barnes, where a variety of individual buildings but of common interest and scale, with narrow lanes and alleys connecting the riverside with Thames Road add to the leisure value of the pub and restaurant destinations.



Strand on the Green 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 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.

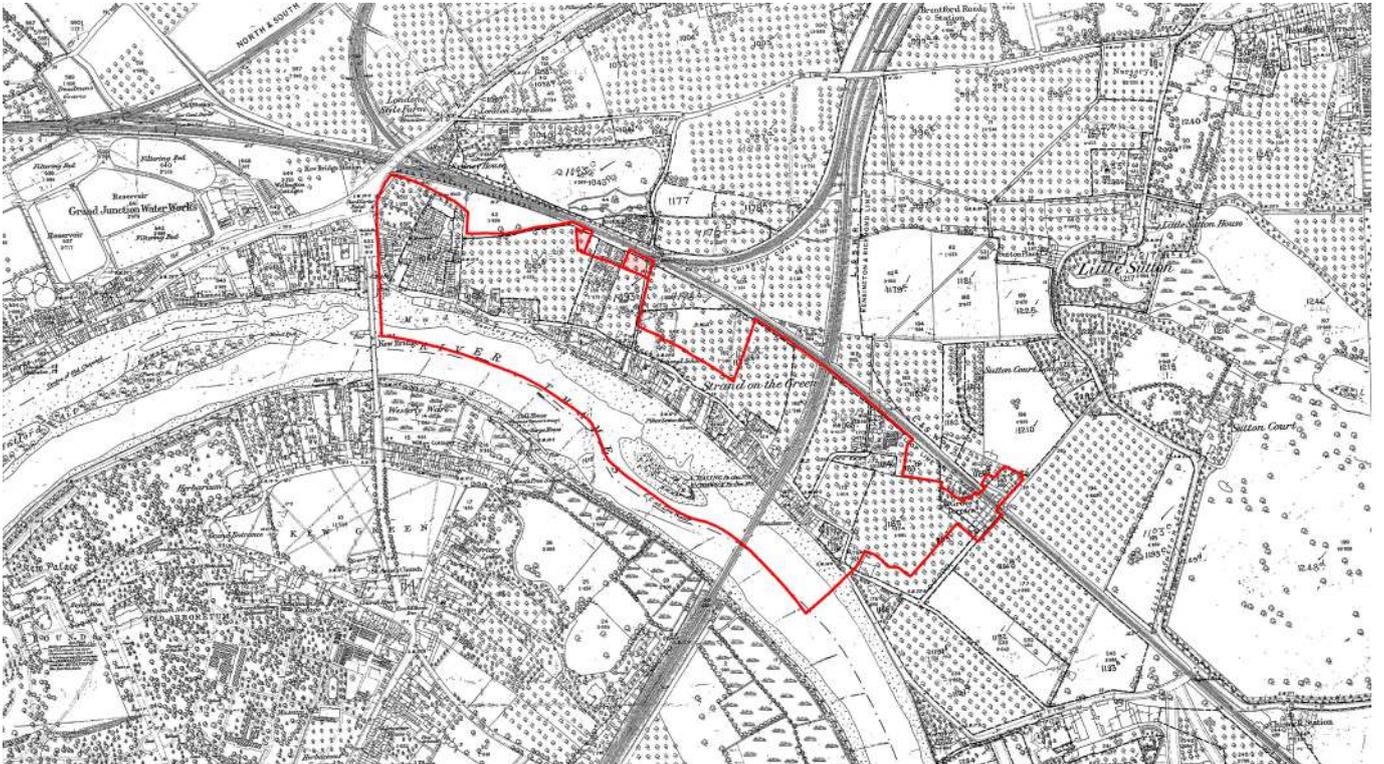
2.4.5 The council has the power, following public consultation, to serve a direction under the planning regulations to bring developments, where planning permission would not normally be required, under planning control. For example, the council could control the replacement of doors and windows, the 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.

2.4.6 It is proposed that two adjustments be made to the conservation area boundary. These take the form of extensions to include two small groups of early twentieth century houses.

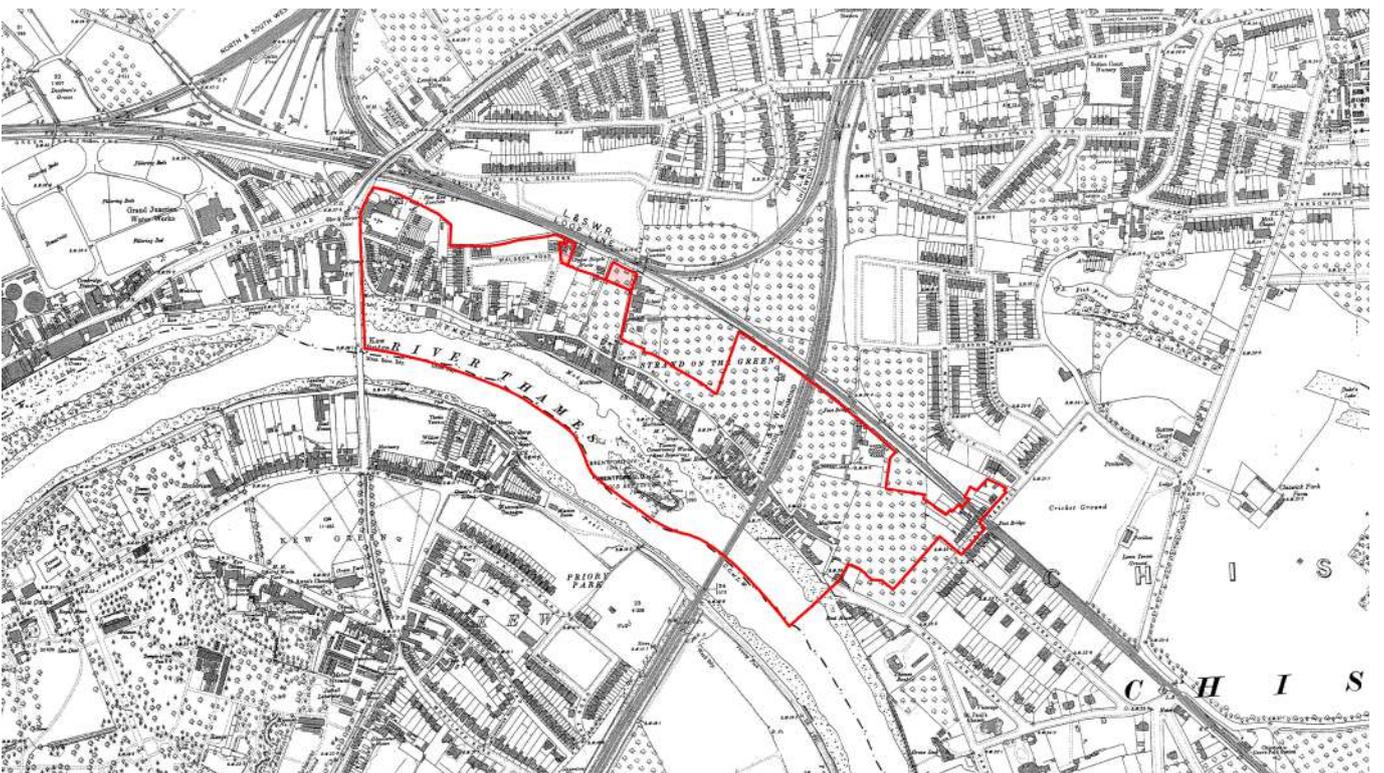
3 Historic development of the area

3.1 Historic maps

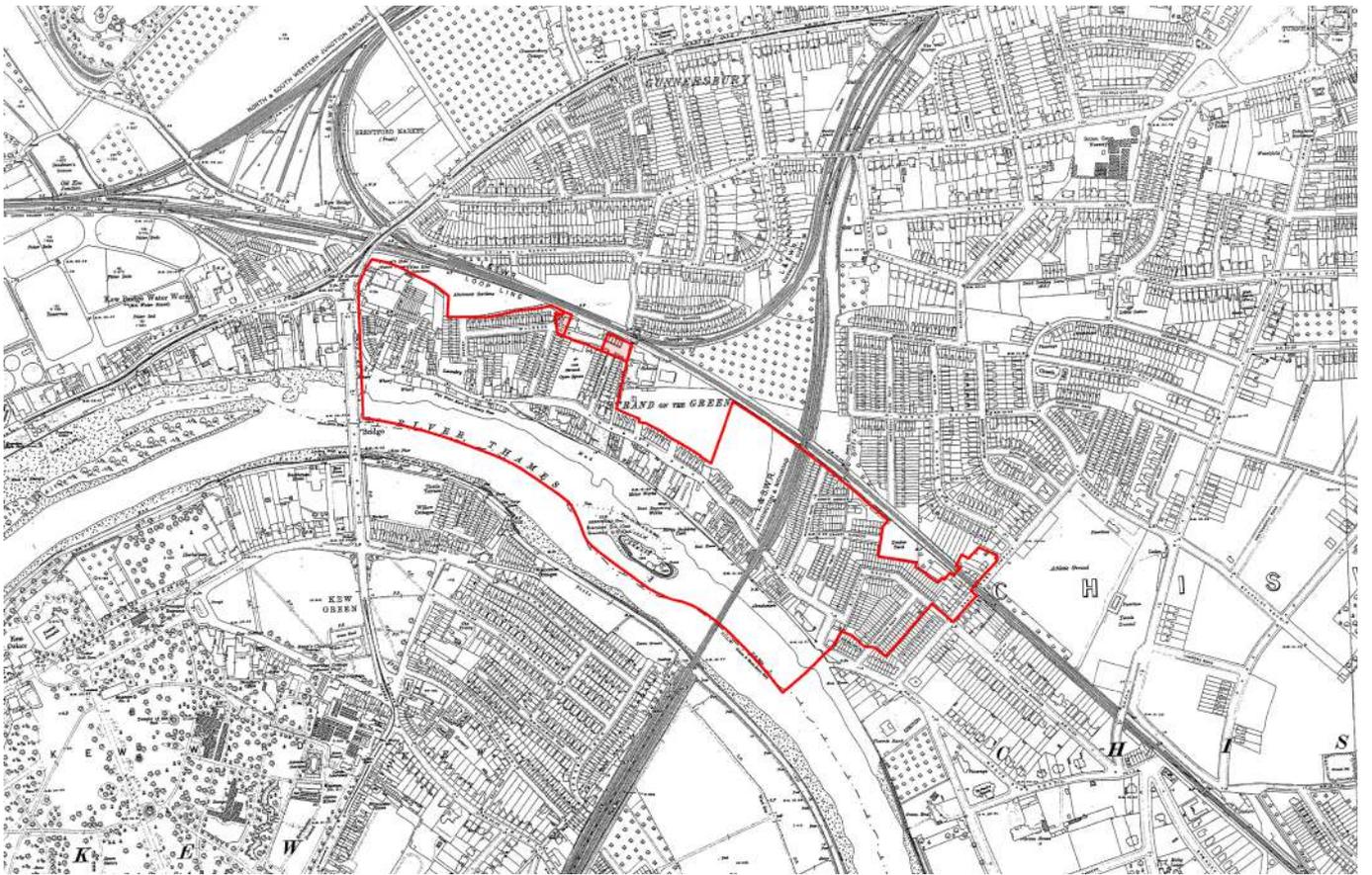
3.1.1 The following maps show how the Strand on the Green area retained its character of a linear riverside settlement with a rural hinterland until the late nineteenth century. By the 1910s much of the hinterland had been developed as housing. Infilling continued throughout the twentieth century, until by the 1980s the only remaining open space was the recreation ground. The conservation area boundary has been superimposed onto the maps to show the area that is being discussed.



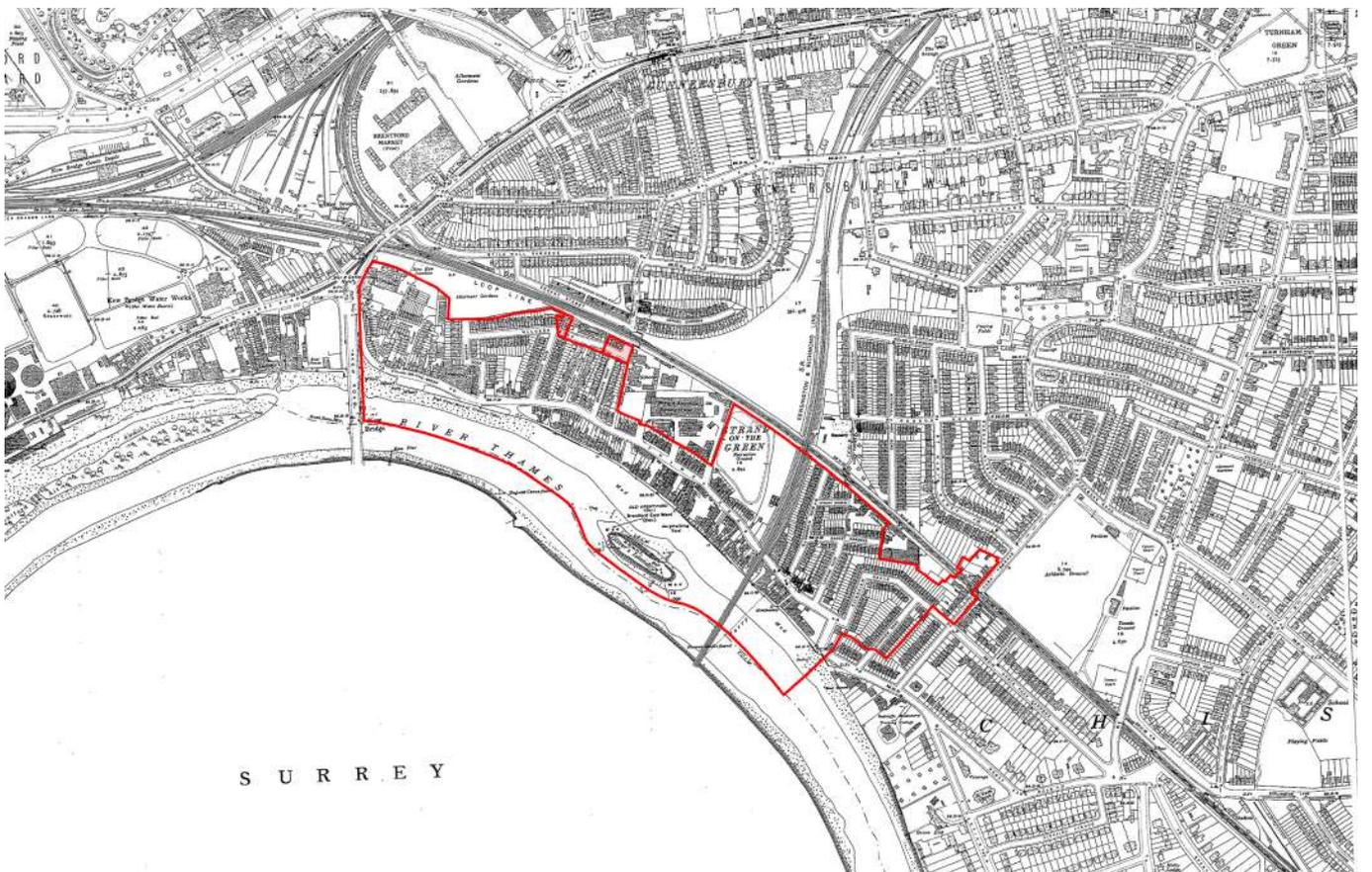
1865 Source: Ordnance Survey County Series



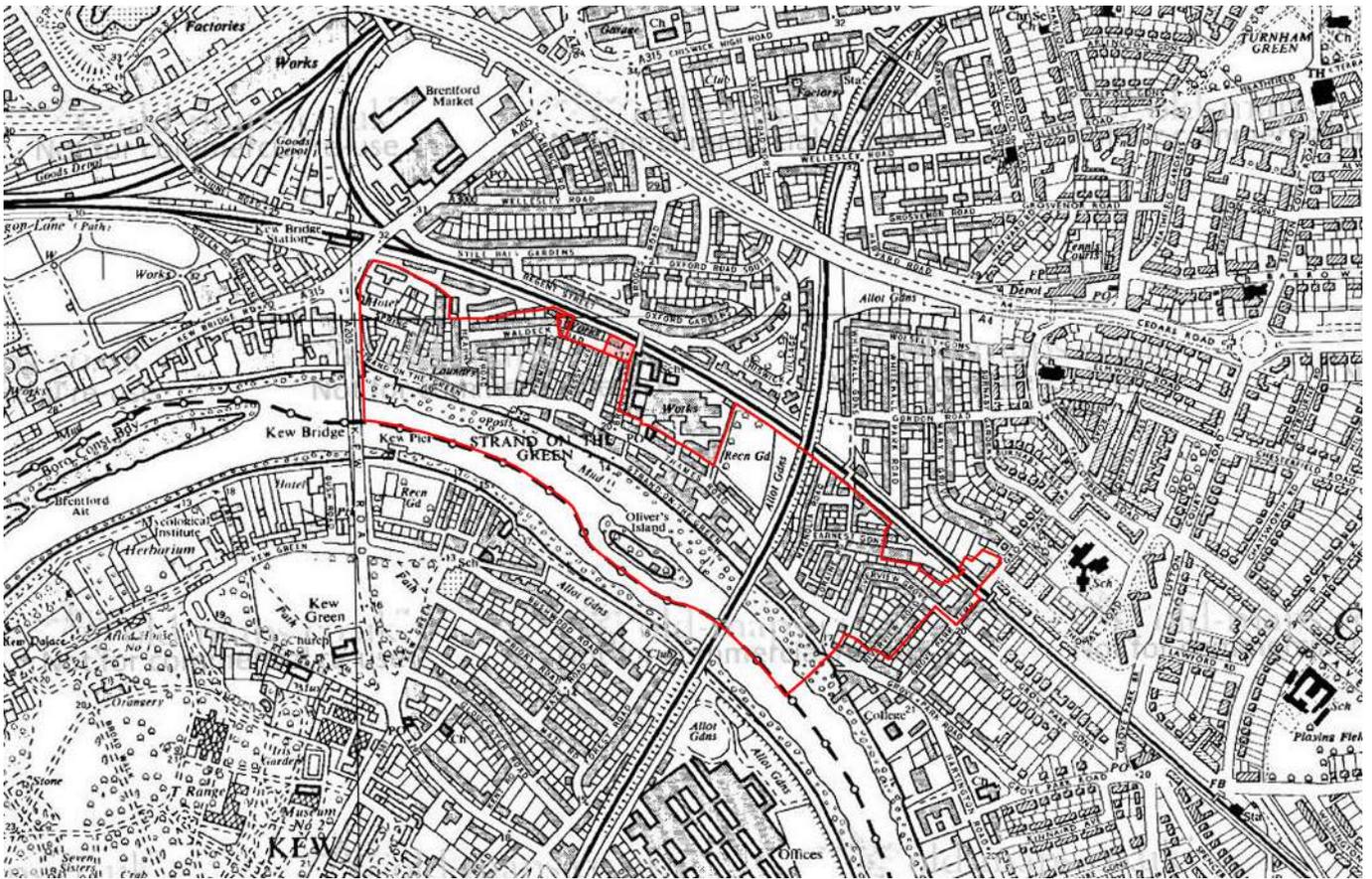
1894 Source: Ordnance Survey County Series



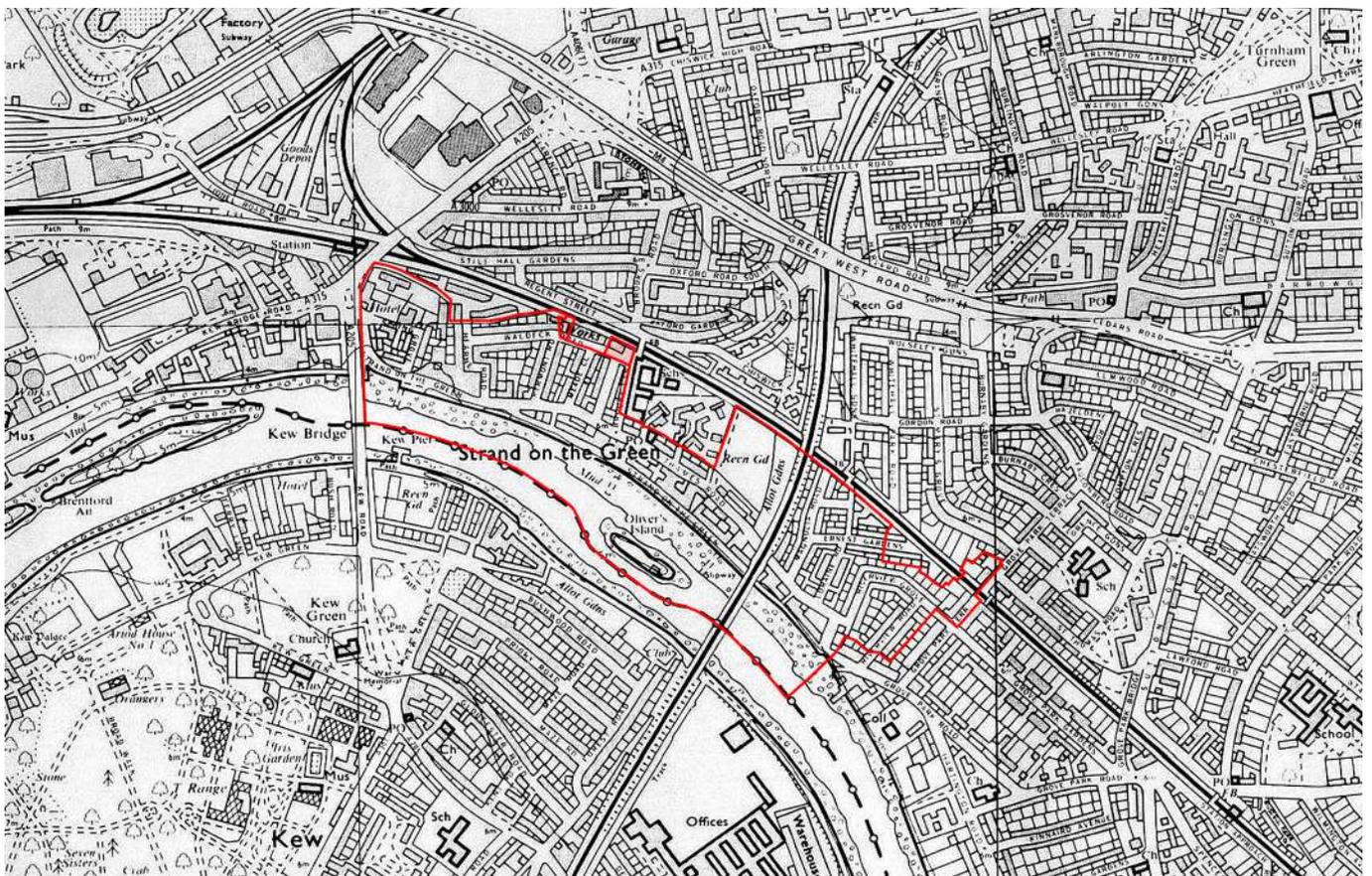
1913 Source: Ordnance Survey County Series



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 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. Nearing the River Thames it gave access to a ferry and from 1759 a bridge over the Thames to Kew. 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. Remaining mid-Victorian villas edged the west end of the High Road near a toll gate which the (former) Gunnersbury Station took over. Chiswick became a desirable place to live, with many individual fine houses and large gardens.

3.2.1.4 To the west, industrial and transport developments escalated after 1820. The water works, with its landmark standpipe tower, was constructed in the late 1830s at Kew Bridge, to supply London's growing suburbs.

3.2.1.5 By 1850, the London and South Western Railway's Hounslow Loop Line brought stations at Chiswick and Kew Bridge, which immediately encouraged housing development.

3.2.1.6 Nearer the High Road, fields and gardens were rapidly developed into layouts in an explosion fuelled by the new railway line in 1850. To the north Bedford Park, a speculative venture, was built between 1875 and 1886, and as the first garden suburb its design was influential.



The Strand and Oliver's Island looking east from Kew Bridge (c1900).



The Strand and Oliver's Island looking east from Kew Bridge (2018).



The Strand with drawdock and Pier House Laundry looking east from Kew Bridge (c1900).



The Strand with former drawdock and former Pier House Laundry looking east from Kew Bridge (2018).

Elsewhere, infill grid layouts were built up in variations of Victorian terraced and semi-detached housing of different size 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.

3.2.1.7 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.

3.2.1.8 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 a desirable area and is therefore under constant pressure for renewal and intensification. It is also adjacent to Brentford, an area of urban renewal and with high land values, meaning Chiswick's historic views often come under threat from an uncharacteristic scale of neighbouring development.

3.2.2 The Strand on the Green area

3.2.2.1 Over 100 human skulls were reportedly found in the river Thames opposite Strand on the Green during the nineteenth century, and although they have since disappeared, dating of other similar river skulls suggests they may have dated from c600 BC. Pottery dating from Roman times has also been found in Strand on the Green. Strand on the Green is first recorded as 'Stronde' in 1353 ('strand' probably means 'shore'). It was called 'Strand Green' in 1593 and 'Strand under Green' in 1760. Almshouses, first built in 1658, remain, though they were replaced by new buildings in 1721-24. It was one of the four villages (Chiswick, Little Sutton, Turnham Green and Strand on the Green) that merged to form the present-day Chiswick.

3.2.2.2 Strand on the Green is a small riverside ribbon development - note the consecutive numbering of buildings - of a village from the eighteenth and early nineteenth centuries. Only a small walkway divides the houses from the river. It began as a fishing settlement, and on



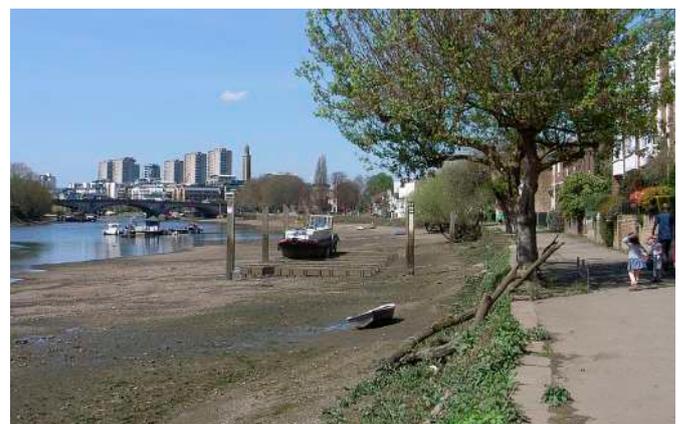
Houses on the Strand including Prospect, Zachary, Carlton and Zoffany Houses (c1950).



Houses on the Strand including Prospect, Zachary, Carlton and Zoffany Houses (2018).



The Strand looking west towards Kew Bridge and the waterworks (c1890).



The Strand looking west towards Kew Bridge and the waterworks (2018).

John Rocque's map (published 1746) is named 'Strand Under Green'. Gradually to the fisherman's cottages, many of which are still remaining, were added boat-builder's sheds and maltings, six public houses; and in consequence of the residence of the Court at Kew, the building of Kew Bridge (in fact a sequence of bridges) and the increasing numbers and importance of the mansions in the immediate neighbourhood, private houses of the 'better class' were built. By the close of the nineteenth century the place had assumed much the appearance it still has today.

3.2.2.3 At the point where Strand on the Green pathway begins, the old road took to the water, and a very narrow alley once known as Back Lane, which was widened and renamed Thames Road, divided the old houses from orchards in their rear and gave an access to them when floods or especially high tides overflowed the terrace. Most of the rear gardens of these properties had utility buildings at the rear in which mews-type building has continued.

3.2.2.4 The opening of Kew Bridge in 1759 (which replaced a ferry on the same spot) and the royal palace at Kew increased the importance and popularity of the area, prompting the building of large houses and the development of small industries along the waterfront. These industries included malt-houses, repair yards, barge-builders and wharves

3.2.2.5 Five malthouses in all were built along the Strand near the wharves so that barley could be loaded into barges for transportation. The industry flourished in the area because the Parish of Chiswick used to produce some of the finest barley in England.

3.2.2.6 By 1860, Strand on the Green also housed one of the largest laundries in London, the Pier House Laundry, whose brick facade is still visible to the left of Cafe Rouge. The laundry eventually closed in 1973. The area began a slow decline in the nineteenth century when the Grand Junction Canal diverted freight traffic to Brentford, and the royal family moved from Kew to Windsor. Strand on the Green has now become a residential area once again, and was described in 1932 as "London's last remaining village". During World War II, 41 houses in Thames Road and Magnolia Road were destroyed and a further 60 were severely damaged when a parachute mine landed on 21 September 1941 (with acknowledgments to Strand on the Green Association).



The Strand and Oliver's Island looking west towards Kew Bridge and the waterworks (c1890).



The Strand and Oliver's Island looking west towards Kew Bridge and the waterworks (2018).

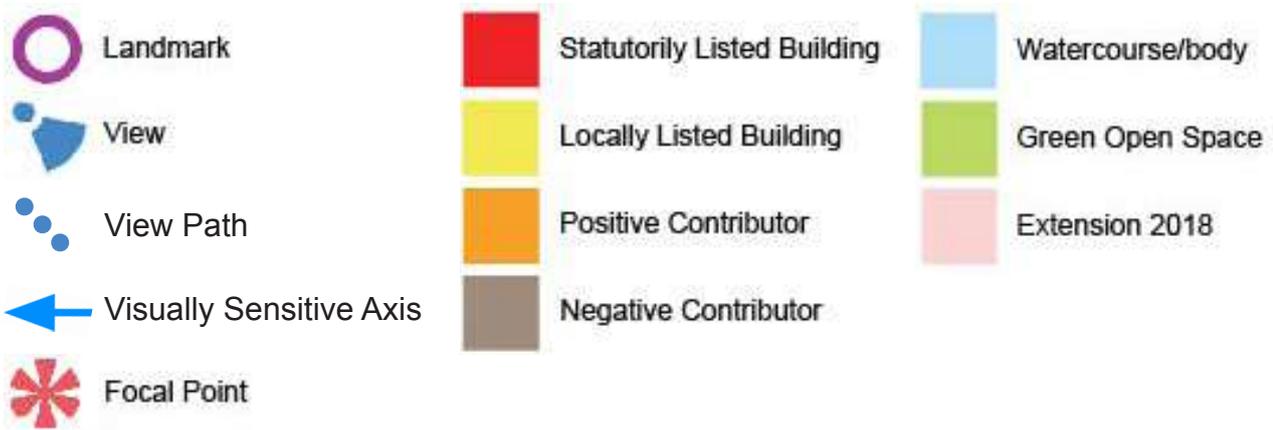
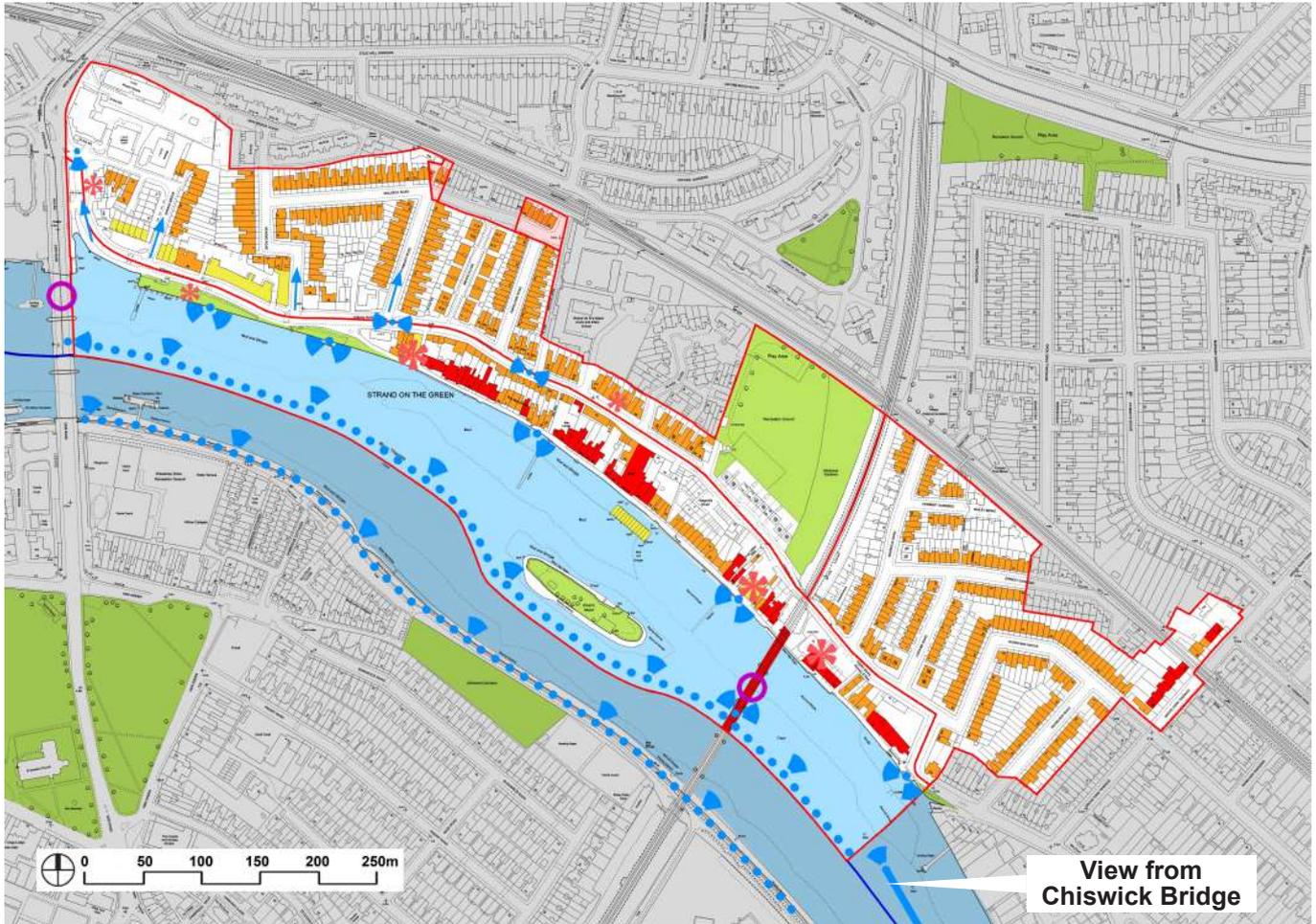


The Strand with Kew Railway Bridge, The Bulls Head and Bull Cottages looking west (c1900).



The Strand with Kew Railway Bridge, The Bull's Head, and Bull Cottages looking west (2018).

4 The conservation area and its surroundings



Strand on the Green Conservation Area

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 comprises an eighteenth and nineteenth century riverside village ribbon development with later residential behind. The conservation area's surroundings comprise:

4.1.2 To the immediate north, is a primarily residential area flanking Wellesley Road from Turnham Green Common to Kew Bridge Station, consisting mostly of mid to late nineteenth century two to three storey semi-detached and terraced houses.

4.1.3 To the east, Grove Park, a residential area with a local shopping parade, a local park and some small community uses.

4.1.4 To the south, across the River Thames, Kew and Kew Green.

4.1.5 To the west, a mix of old and new, from the large scale industrial buildings of London Water and Steam Museum, with its landmark tower and associated Victorian houses, to high-rise twenty-first century urban renaissance mixed use developments.

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

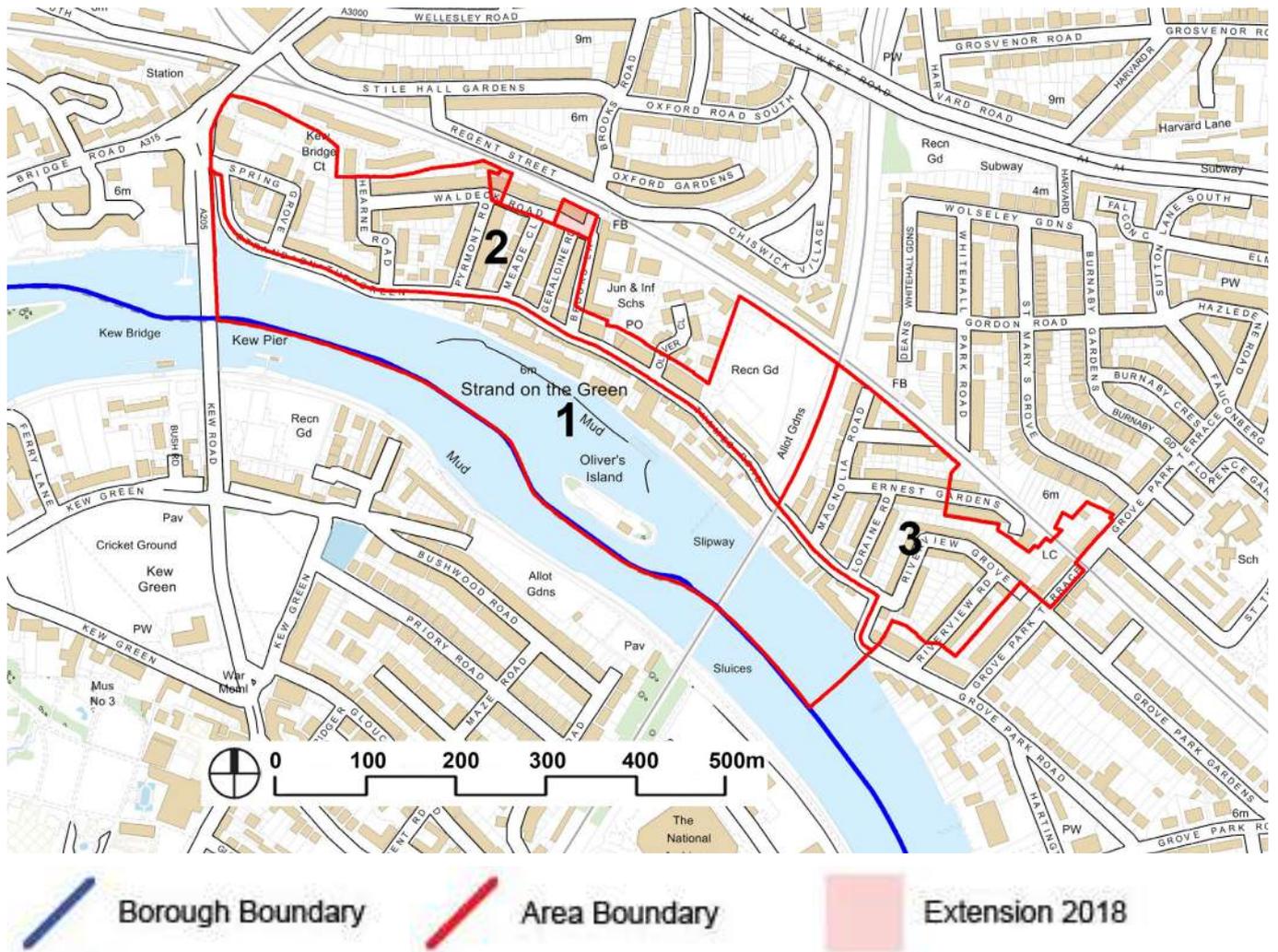
5 Character areas

The conservation area comprises three distinct character areas. For reference purposes, these are numbered roughly from west to east.

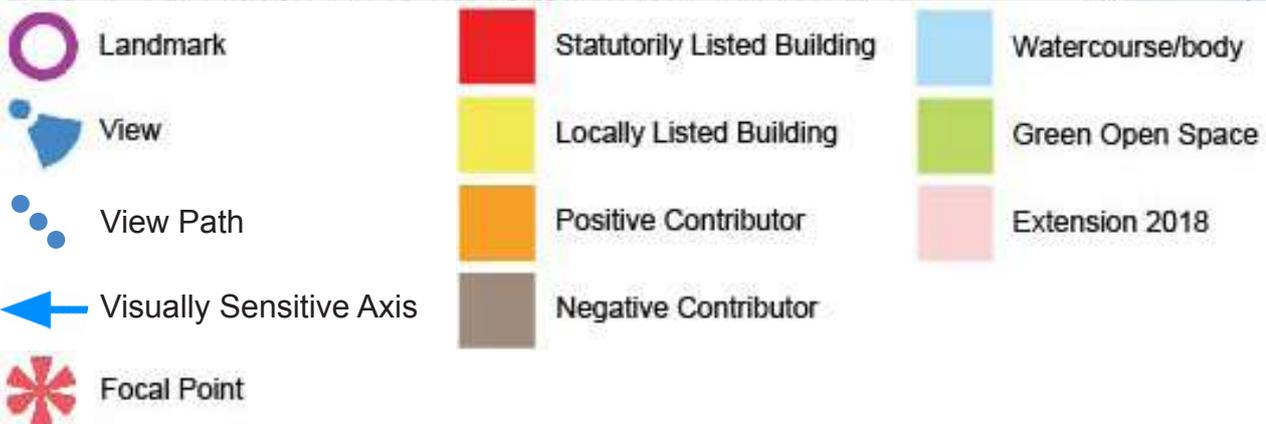
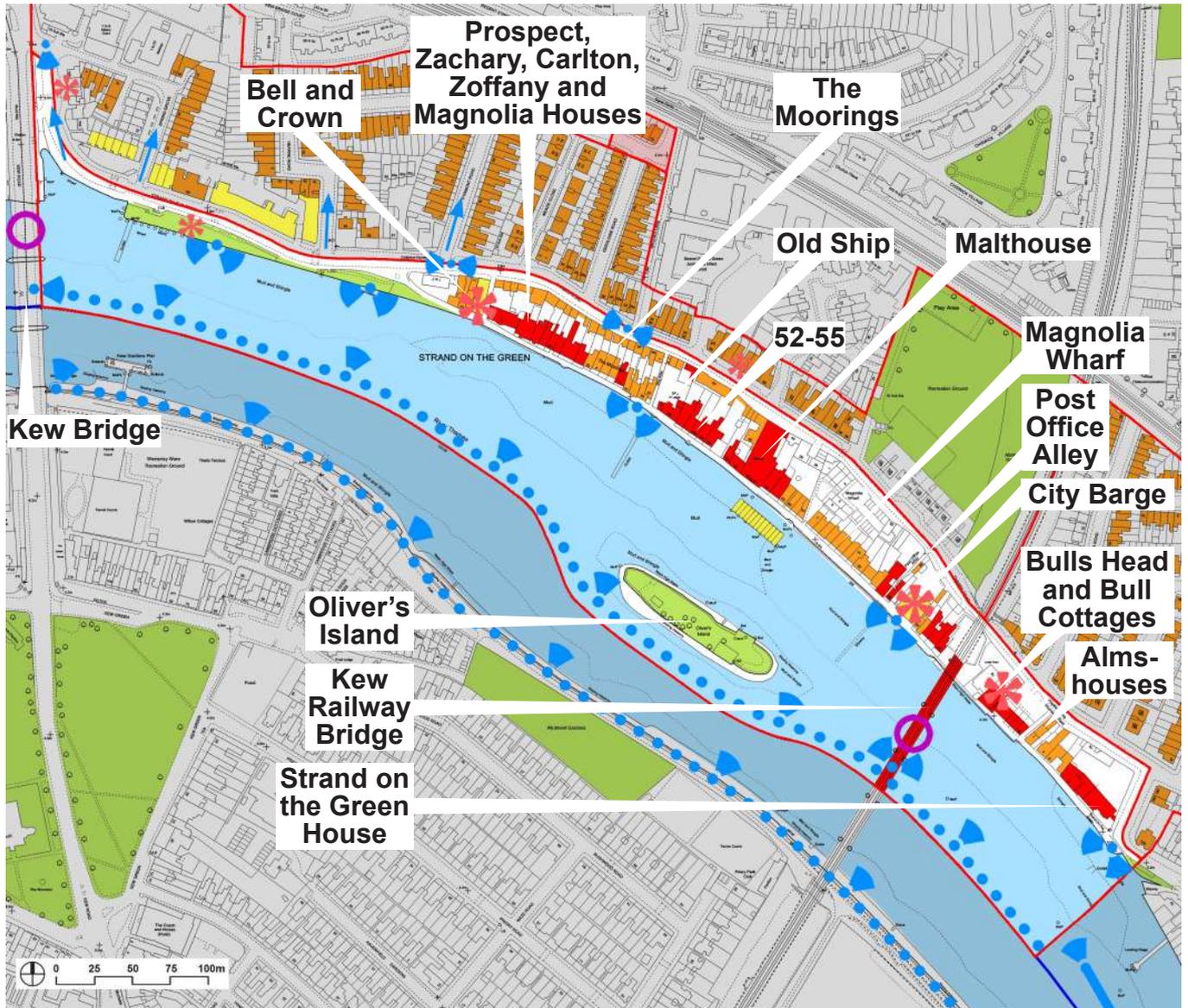
The character areas are:

1. The Strand
2. West
3. East

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



5.1 Character area 1: The Strand



5.1 The Strand character area

5.1.1 This character area consists of the historic linear settlement between the riverbank and present-day Thames Road, along with the strip of open space facing the river to the west. Strand on the Green gives its name to the street-cum-pathway that stretches the entire length of the conservation area from Kew Bridge in the west to Grove Park Road in the east. It is essentially a half kilometre long curve of houses of irregular heights sizes and colours fronting the Thames. Some are white with many gables, others are of brick indicating former gentility or the whitewashed cottages of fisherman. Many of the larger houses are clothed in wisteria and magnolia, and have a flight of stone steps leading to the river. Strand on the Green is similar in date and character to Chiswick Mall but less dignified. There follows information on individual buildings, groups of buildings and features from west to east.

5.1.2 The Bell and Crown. The picturesque house at 75, part of which formed the Bell and Crown public house, is pre-Georgian in date. By the Bell and Crown was a narrow turning, which, according to Crutchley's map of 1824, crossed Back Lane and led up to Wellesley Road and was probably the way by which Kew Ferry was reached from Turnham Green. This lane is the only trace of that route and the walls record the heights reached of the tides. The present public house was built in 1907 and had a small shop embedded in it, originally a butcher. It is well detailed in the Arts and Craft style with original metal windows and tall chimneys.



75 and the Bell and Crown, Strand on the Green.



Prospect House, Strand on the Green.



66-70 Strand on the Green.



Zoffany and Magnolia Houses, Strand on the Green.

5.1.3 65-71. Prospect House at 71 is late eighteenth century with a bay window of three stories and attractive balconies. Then beyond this (68-69) comes a group of flat-faced three storey houses of the mid-Georgian period, some with later stucco and others in brick with double-hung sashes. Zoffany House (65, Grade II*) is circa 1704 and named after the painter who lived there. It has brown brick and red dressings. Magnolia House (Grade II) is eighteenth century and is well preserved with original windows and doors

5.1.4 The Moorings. A charming informal group of five houses erected in 1930 for a group of people known as the Cottage Craftsmen and based on architectural designs drawn up by an Eton drawing master. They are slightly set back and have been carefully designed using second hand brick and shaped gables. Adjoining the above group is Compass House (Grade II), which is late eighteenth century, gable-fronted Dutch House and two picturesque cottages.

5.1.5 The former Ship public house. The Ship public house (Grade II) was next to this, converted to a house in 1910. It was a well-established public house operating since the beginning of the eighteenth century. Adjoining it is Ship Cottage (Grade II), the oldest building on the Strand dating from 1694 and forming an interesting group. Ship Alley is where a small brook came down from the land behind, the terrace being carried over by a small bridge.

5.1.6 52-55. This impressive terrace of five Georgian three storey town houses (Grade II) built in the 1790s is very grand and has an unusual façade in white Suffolk brick. A Barrister, Edward Sykes built it on the site of the former River House and lived in 52.



The Moorings, Strand on the Green.



Compass and Dutch Houses and cottages, Strand on the Green.



The former Ship public house, Strand on the Green.



52-55, Strand on the Green.

5.1.7 The Malthouse. 49 and 50 are two modest houses (Grade II) built of brick of the early nineteenth century with original details, arched doorways and fanlight. 46 and 47 was originally an malthouse with an impressive pitched roof and ornamental metal windows. This is the only reminder of the former uses along the Strand and retains this appearance. 44 (Navigator's Cottage) and 45 (Picton House) are another pair of listed eighteenth century houses in brown brick with two storeys sash windows; 45 has an attractive fanlight.

5.1.8 33-40. Magnolia Wharf is a development of 14 houses built on the site of an old barge works belonging to the Steam Navigation Company in 1964. What is noticeable is the use of London stock brick and careful detailing in keeping with the heights and general scale of the area. Numbers 23-29 were built to replace bomb damage between the 1960s. They blend in well with the surroundings, with careful use of brick and traditional materials, and have interesting roof designs.

5.1.9 Post Office Alley. An alley that forms a link between the path and Thames Road. 29 to the left used be the Post Office, then a café and now a private home, hence the rather confused appearance. 28, formally Moffat Cottage, is of two storeys with a balcony that was added by the former resident Florence Anderson, illustrator of the children's books between 1910 and 1935.

5.1.10 The City Barge. Another historic pub dating back to the fifteenth century and most recently refurbished circa 2015. It too suffered bomb damage during World War II and what remains of the original pub can still be seen at the lower level. The houses to the left also suffered bomb damage and this is evident in the later rebuilding. The buildings were repaired rather than rebuilt and they retain much of their integrity with the surrounding area.



45-50 Strand on the Green, with former malthouse at centre.



Magnolia Wharf, Strand on the Green.



Courtyard, Magnolia Wharf, Strand on the Green.



The City Barge and 20-24, Strand on the Green.

5.1.11 23. A bold infill of shuttered concrete and glass, it is well detailed, having the correct scale for the area. It was built in 1966 for Lephias Howard of the Temperance Seven Jazz Band and designed by Timothy Rendle.

5.1.12 Kew Railway Bridge (Grade II). Designed in 1864 by W R Galbraith and opened in 1869, it is a lattice girder bridge supported on four pairs of iron piers in three stages, with a round base carrying four engaged columns and, above track level, a tabernacle with an arched roof carried on paired columns framing an elaborate cast iron screen. At the Strand end there is a red brick section with stone dressings and arched entrances with stone bands and pilasters. By the railway crossing is what remains of a group of eighteenth century houses.

5.1.13 The Bulls Head public house and Bull Cottages 10-14 (inclusive). The Bulls Head (Grade II) used to be a meeting place where arrangements for crews and cargoes were made. It has an early eighteenth century core and is built mostly of brick with an original pantile roof. There are later additions but it mostly retains its original character. The cottages (Grade II) to the right were also built in the early eighteenth century. These were restored in 1967 because the high tides had damaged them.

5.1.14 Almshouses. The almshouses, Hopkins Morris Cottages, were built as a terrace of six one-roomed homes for the poor in the seventeenth century. They face an alleyway linking the Strand and Thames Road called Grove Row, which originally led to a malthouse. They were refurbished in 1933 as three two-roomed homes. The buildings are an attractive feature within the area being of a modest scale and pleasingly detailed with tall chimneys. After this there is also a Neo-Georgian 1930s pair of houses with two wings and open loggia to the roof.



Kew Railway Bridge, Strand on the Green.



The Bulls Head public house, Strand on the Green.



The Bulls Head public house and Bull Cottages, Strand on the Green.



Hopkins Morris Cottages, Strand on the Green.

5.1.15 Strand on the Green House. Strand on the Green House and 2 & 3 are eighteenth century and somewhat altered. Strand on the Green House (Grade II) at 1 is double fronted with notable balcony railings. There is also a massive two storey timber-clad bay window. 2 and 3 are more domestic and have been stuccoed. The garden wall of 1 has been pierced to provide openings where a house was built in the garden in the late 1950s.

5.1.16 At this point the path finishes and there is a tarmac pathway and Victorian drinking fountain, which marks the end of Strand on the Green and the start of Grove Park Road (Grove Park Conservation Area). On the banks at one time grew osier beds. Osiers were used for making baskets for market garden produce.

5.1.17 The south side of Thames Road. This street has an interesting and varied character mainly determined by the variety of uses, as it contains the rear of the properties that face the Strand. It therefore contains small outbuildings or mews dating from different periods, garden walls and small housing mostly of two storeys.

5.1.18 Oliver's Island is included in the conservation area. It is heavily wooded and adds considerably to the picturesque charm of the riverside scene.



Strand on the Green House and 2 & 3, Strand on the Green.



Tarmac pathway and Victorian drinking fountain, Strand on the Green.

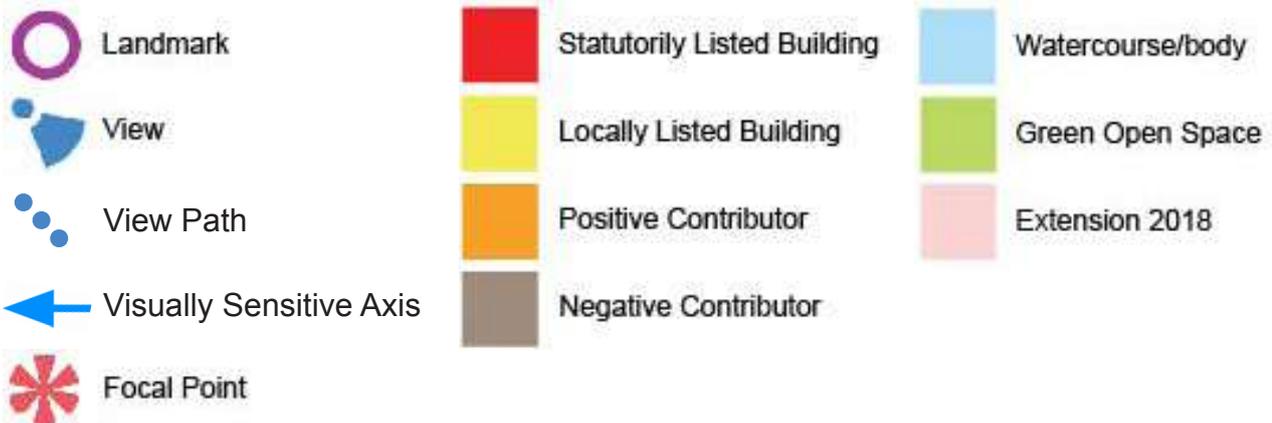
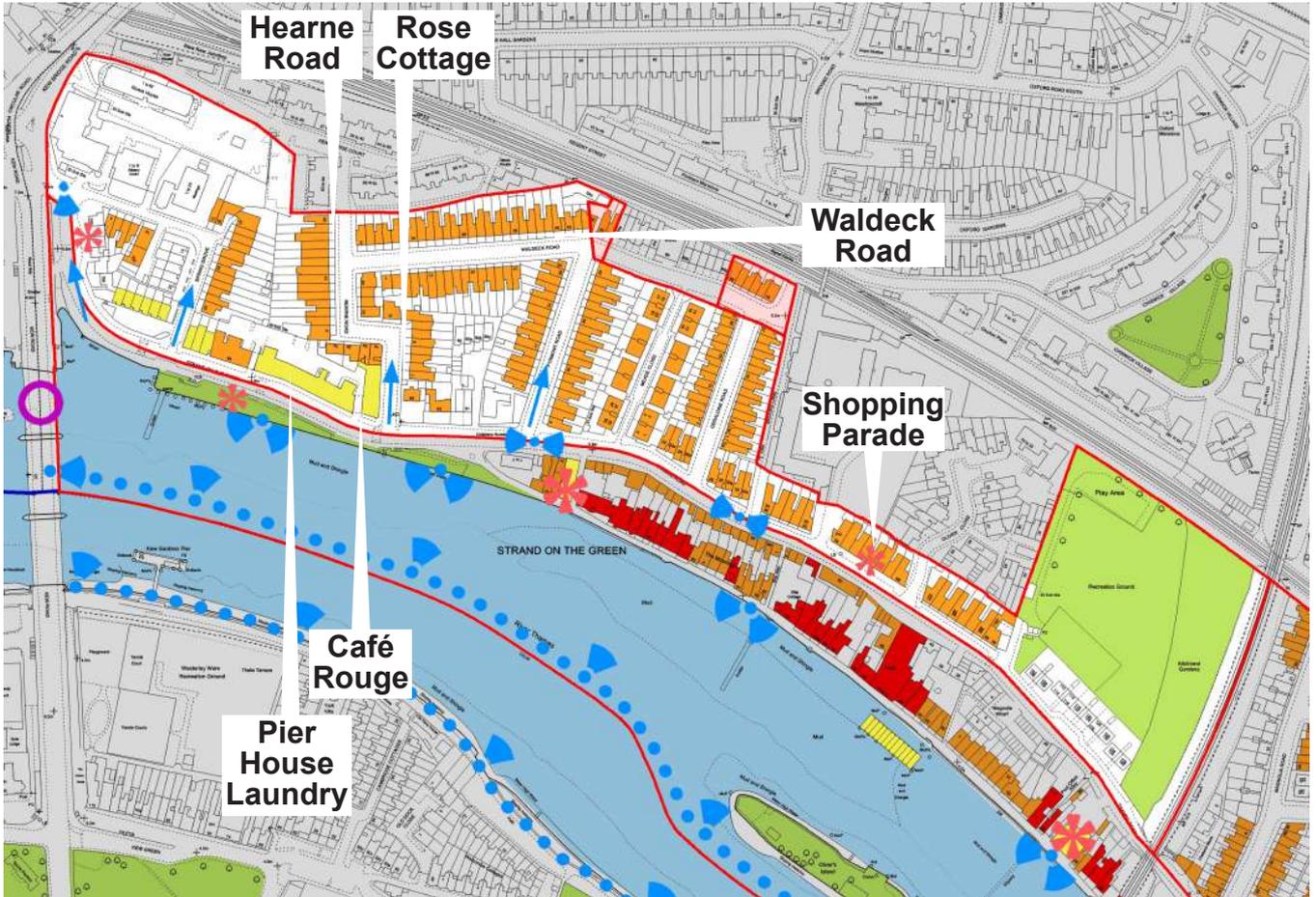


Thames Road south side, rear of Strand on the Green.



Oliver's Island with Strand on the Green in the background.

5.2 Character area 2: West



5.2 West character area

5.2.1 This character area includes the late nineteenth century terraced housing that developed around the riverside development. The terraces are modest and were built to house those working in the surrounding industries. Also included is the north side of vehicular Strand on the Green near Kew Bridge; the north side of Thames Road west of the Overground/District railway line; and the recently refurbished Strand on the Green Recreation Ground.

5.2.2 Many of the streets between Thames Road and the railway line were developed as terraced housing in the late nineteenth century and display a wide variety of Victorian details. Hearne, Waldeck and Pymont Roads were planned in 1882 by EH Roberts for Thomas Hearne of Waltham Cross. Hearne Road was the first to be developed.

5.2.3 Strand on the Green north side. The Star and Garter has been virtually rebuilt but retains its Tudor appearance. The approach street to the riverside contains nineteenth and twentieth century development mostly of small scale. Pier House Laundry built in 1905 has a good frontage and although used as offices retains some of its commercial character. Next, the former Steam Packet public house, now Café Rouge, has a more continental ambiance. Rose Cottage is a pretty double fronted cottage with attractive bay windows.

5.2.4 The north side of Thames Road. As well as some late nineteenth century house, this street contains various shops that were built to serve the surrounding nineteenth century residential streets.

5.2.5 Hearne Road. The great majority of the houses on this street were built circa 1885. 1A and 2A were approved as shops in the late 1880s. 2B and 2C are 1980s additions built on the site of Piers House Laundry Company. White rendered and double gable-fronted 17 provides an attractive end to the vista to the south leg of the street.

5.2.6 Waldeck Road. 2-10 (even) were constructed in the late 1880s. 1-11 (odd), 12-34, and 36-46 (even) were built at the turn of the century. 58 was built as a house and stable.



95-97 Strand on the Green.



Former Pier House Laundry, Strand on the Green.



Café Rouge, Strand on the Green.



Rose Cottage, Strand on the Green.

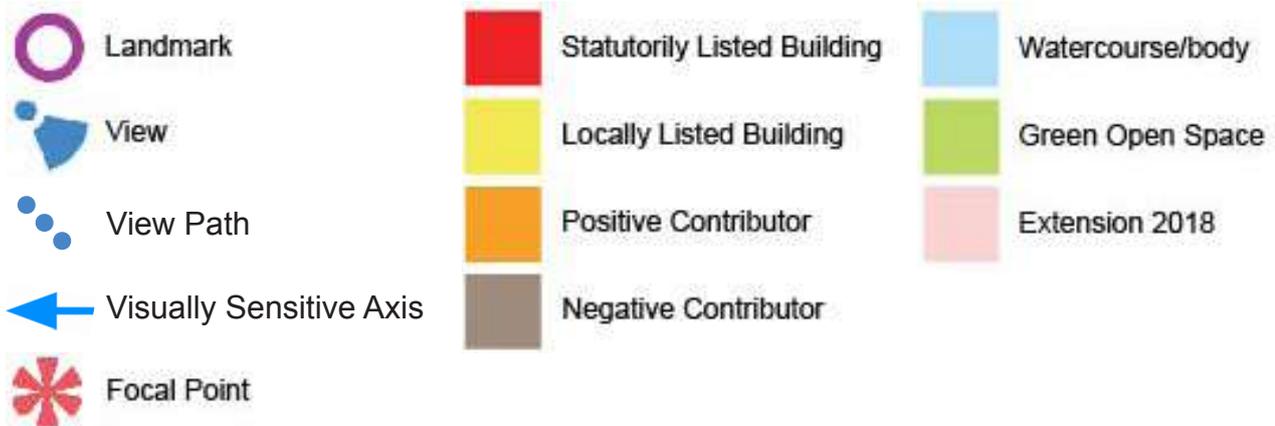


South leg of Hearne Road.



North side of Waldeck Road.

5.3 Character area 3: East



5.3 East character area

5.3.1 This character area includes the early twentieth century terraced housing that developed around the riverside development, east of the Richmond railway line.

5.3.2 Magnolia Road, Herbert Gardens and Ernest Gardens were developed at the turn of the century on what was the Pooles Estate, Chiswick. Ernest Gardens and Herbert Gardens were linked by Dean's Lane, which ran through what is now the Riverview Estate. The buildings were to be erected by GH Bailey and EW Fry. Later buildings were described to be by Bailey for Fry.

5.3.3 Magnolia Road. This street was approved in 1903 for the Larger London Land Company Ltd of Magnolia House, Thames Road, Chiswick. These are two storey buildings and most retain original features.

5.3.4 Ernest Gardens. This street was laid out at the turn of century and was completed by 1911. Numbers 48 and 49 were designed by Bailey for Fry.

5.3.5 Riverview Road and Riverview Grove. The Riverview Estate had been orchards until it was developed in 1904 by the firm Mackintosh and Newman. The estate consists of two streets of continuous two storey terraces, featuring porches and full height box bays with gables and mostly brick red hanging tiles. Many retain original windows and doors.

5.3.6 Lorraine Road features opposing terraces of early twentieth century half-house style maisonettes, in London stock brick with red brick dressings.

5.3.7 52-70 Grove Park Terrace. These Grade II listed Georgian buildings were present before the construction of the railway. They were originally known as The Terrace, Strand on the Green. It is considered that historically these buildings were part of Strand on the Green. Half of the terrace was severed from the rest of The Terrace, when the railway was built. 64 and 66 are recent replicas. They form an attractive Georgian Townhouse group, restrained in nature, but with original features.



52-62 Grove Park Terrace.



64-70 Grove Park Terrace.



Former perfume factory, Chadwick Mews, Thames Road.



Thames Road end of Magnolia Road.



Half-house style maisonettes, Lorraine Road.

6 Recent/new developments and their impact

6.1 The built-out nature of the conservation area offers little scope for new development other than refurbishments and conversions of existing buildings.

6.2 The only major recent development has been a four storey apartment building on Spring Grove, at the northwest end of the conservation area, where the taller, more massive and larger footprint buildings are concentrated. It is adjacent to, and echoes the materials of, the converted and mostly rebuilt former Star and Garter public house.

6.3 In the heart of the conservation area, the south side of Thames Road has seen and will probably continue to see refurbishments, conversions and extensions of existing buildings, with the occasional entire redevelopment. Mostly sensitively designed, none have had a detrimental effect on the streetscape, even contributing to its varied and mews-like character.



The former Star and Garter public house, Kew Bridge Road, converted to office use in the 1980s and more recently to residential.



Four storey apartment building on Spring Grove, adjacent to the former Star and Garter public house.

7 Key views, local views and focal points

7.1 The most important views are those of the half kilometre curve of the Strand itself from Kew Bridge and the opposite riverbank; and along the Strand, with either Kew Bridge or the railway bridge in the middle to far distance. Both of these groups of views, and therefore the setting and appearance of the conservation area, have been and continue to be compromised by tall building developments to the west.



Panoramic view from the south side of the river of the entire riverfront from Kew Bridge to Oliver's Island and Kew Railway Bridge.

7.2 The following views are considered vital to the character, appearance and appreciation of the significance of the conservation area:

- Interior Views:
 - Thames Road – View through to the rear of the properties on the Strand are important.
 - Thames Road – Mews-like character to rear of many Strand properties.
 - Thames Road – Retail use and shop-fronts add variety.
- Exterior Views- Important local views (as recognised in the Thames Strategy) are:
 - Strand on the Green and Oliver’s Island from Kew Bridge.
 - Strand on the Green from Kew Railway Bridge.
 - Strand on the Green from the Kew Tow Path- as a continuous unfolding view.
- Longer views:
 - The view from Kew Bridge downstream to Strand on the Green, Oliver’s Island, Kew Railway Bridge and the Kew Tow Path is identified as an Important Local Prospect in the Thames Strategy) as are:
 - The view from Strand on the Green and Grove Park to the wooded Tow Path on the opposite bank.
 - The view from Strand on the Green at Kew Railway Bridge downstream to Chiswick Bridge.
 - The view from Chiswick Bridge upstream to the tower of the Steam Museum at Brentford, Grove Park and the Kew Tow Path



View east from Kew Bridge.



View west from Kew Railway Bridge.



View west along the Strand towards Kew Bridge.



View east along the Strand towards Kew Railway Bridge.

7.3 All of the buildings which are either listed and/or important to the character and appearance of the conservation area can be seen in the perhaps the most important (panoramic) view, which is from the south side of the river. This is therefore a particularly vital view which is key to the special interest of the conservation area (and the wider Thames landscape), with a carefully effectively designed composition of river, historic waterfront and uninterrupted sky. It is unique in the Borough and in the Thames landscape, as it represents the first element of the transition stage of the river frontage (and is therefore the gateway site and view) between the Arcadian stretch of the Thames (which ends at Kew) and the metropolitan centre of the capital which dominates between Chelsea and Tower Bridge.

7.4 Internal views mostly take the form of street-enclosed vistas of which there are many, characterised by a combination of the avenue-effect of street trees, gentle curves in the building line and vista-terminating buildings either within or outside the conservation area.

7.3 Streets which are oriented in the direction of areas subject to major developments, particularly involving tall buildings, constitute visually sensitive axes. Though the views along these axes may not be character-defining they are of considerable visual importance to the integrity of the overall character of the area.

7.5 The main focal points of the conservation area are the three surviving public houses, which can be overwhelmingly busy on fine evenings, with customers enjoying the atmosphere and views along the Strand. Lesser focal points include the two short shopping parades and green open space overlooking the river to the west.

7.6 The photos illustrate the character of views and focal points within the conservation area. See also photos in 3.2 Geographic, economic and social features that helped shape the area.



Panoramic view from the south side of houses on the Strand west of Oliver's Island.



Panoramic view from the south side of houses on the Strand east of Oliver's Island.



Small c1900 shopping parade on Thames Road.



The green at the western end of the Strand, a popular seasonal workers' lunch destination.

8 Open spaces and trees

8.1 The only designated Local Open Space in the conservation area is Strand on the Green Recreation Ground, which underwent refurbishment in the mid 2010s.

8.2 The most important open space is the River Thames with its associated features, which vary from hour to hour and season to season. Most of the conservation area lies within the Thames Policy Area, a London-wide designation under the Thames 2100 plan. The river itself is part of the Blue Ribbon network, which the Local Plan seeks to protect and enhance. The foreshore and Oliver's Island are designated Metropolitan Open Land under the London Plan.

8.3 In common with the townscape of Chiswick as a whole, trees are an important feature of the conservation area. The Strand itself is lined sporadically with trees, some partly submerged, and street trees make a positive contribution to the residential areas of the hinterland. The tree-shaded green at the western end of the Strand is a popular seasonal workers' lunch destination.

8.4 As well as providing a positive visual impact, the open green and blue spaces are also beneficial for the environment and ecology. All of the river and the railway corridor are designated Sites of Importance for Nature Conservation (SINC).



The extensive Thames foreshore at low tide.



Tree-covered Oliver's Island at low tide.



Characterful mature tree on the Strand, usually partly submerged.



Street trees on Riverview Road.

9 Condition of the conservation area, maintenance and alterations

9.1 The condition of the conservation area is mostly good throughout: this includes the maintenance of buildings, structures, public realm, highway, green and blue spaces. Strand on the Green Recreation Ground underwent refurbishment in the mid 2010s.

9.2 The highway and public realm condition to the immediate east at Kew Bridge create a hostile environment.

9.3 There is an ongoing risk of losing shops on the parade on Thames Road to residential use.

9.4 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.

9.5 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.

9.6 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.

9.7 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.

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

9.9 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.

10 Regeneration of the Great West Corridor and Brentford East

10.1 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.

10.2 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.

10.3 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.

10.4 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.

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

The Strand on the Green Conservation Area is notable for its particularly picturesque use of and setting beside the water's edge, and the views from and of it. 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.

11.1 Strengths

- A unique (to the borough) historic fishing village waterfront, with later stylish town houses adjacent to more commercial areas, but with an attractive and biodiverse island in the foreground, which provides a natural contrast to the architecture, emphasizing the historic rural past of this area of the river. The form and treatment of the river wall, for example the presence of steps, timber fendering, ladders and grab chains, all contribute to the overall quality of the view. A clear new riparian character area from the other side of Kew Bridge (on the Hounslow side) and from the Richmond side of the river with a unified scale and grain, which contrasts with larger and more varied buildings of Brentford.
- The sequence of grand Georgian houses alongside smaller cottages, many with Dutch gables and shutters, combine with the old riverside pubs along the river at Strand on the Green to create one of the most important historic and architectural unembanked waterfronts and clusters of listed buildings between Kew and Chelsea.
- A unique stranded interconnected layout:
 - Strand on the Green's special interest lies in its use of and setting beside the water's edge, with fishermen's cottages, boat builders' sheds, public houses, maltings and larger and more elegant private houses added in the late eighteenth century.
 - The conservation area also includes the various modest but attractively detailed Victorian and Edwardian terraced housing that has made use of the former access road to service and industrial buildings to the rear of the riverside plots, and developed on from there.
 - The narrow alleyways and paths between the river path and rear road are a characterful element of the area in their tiny scale and detailed interest. Bell Alley and Grove Row have recently been re-signposted because of their significance.
 - The overall effect is one of picturesque charm, where a variety of individual buildings but of common interest and scale, with narrow lanes and alleys connecting the riverside with Thames Road add to the leisure value of the pub and restaurant destinations.
- Interior Views:
 - Thames Road – View through to the rear of the properties on the Strand are important.
 - Thames Road – Mews-like character to rear of many Strand properties.
 - Thames Road – Retail use and shop-fronts add variety.
- Exterior Views- Important local views (as recognised in the Thames Strategy) are:
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 - The view from Strand on the Green and Grove Park to the wooded Tow Path on the opposite bank.
 - The view from Strand on the Green at Kew Railway Bridge downstream to Chiswick Bridge.
 - The view from Chiswick Bridge upstream to the tower of the Steam Museum at Brentford, Grove Park and the Kew Tow Path
- Preservation of original features and scale.

11.2 Weaknesses

- The western gateway to the conservation area, at the junction of Strand on the Green and Kew Bridge, is compromised by the hostile pedestrian and vehicular environment created by extreme traffic use and influence of through vehicles, stopping buses and directional interchanges on pedestrians, plus visual and noise pollution.
- The 'rat-run' status of Strand on the Green and Thames Road along with intense on-street parking. The latter has been ameliorated by CPZ introduction, but the public realm does not wholly enhance the setting of the conservation area.
- Surrounding nineteenth and twentieth century streets: large dormers can be obtrusive.
- Views from the river often fail to be considered in the design of development both within and outside the conservation area.
- It is important that the richness, diversity and beauty of this historical waterfront is respected. In particular, this requires the protection of its setting, skyline and backdrop from intrusive development. This has generally been the case but the skyline of Strand on the Green is broken in on and intruded upon by the BSI Tower at Gunnersbury, with the potential for the consented Citadel scheme to be finished and have the same impact and this should not be replicated.
- Infills and extensions resulting in loss of integrity of layout, loss of character and loss of architectural quality.
- Poor shopfronts and loss of shops to residential.
- Out of character street furniture.

11.3 Opportunities

- Give special consideration to impact of taller buildings on the character of the area. While new development sites within the area are limited, any further new buildings within or around the area should respect the setting of the historic buildings and landscapes, which will help to reflect and retain the historic character and uses of the area.
- There are opportunities to introduce further design concepts which draw together the built form with the open spaces and river aspect to create a sense of place.
- To sustain sensitively handled river-related uses such as moorings, river crossing or drop-off points (noting potential to conflict with issues of high landscape value).
- Special attention should be given to the properties fronting the riverside walk.
- Maintain and increase river-side trees and vegetative planting in the flood defences (where allowed) to soften their appearance.
- Special consideration of hard landscaping details and quality.
- To improve the existing slipway near Kew Bridge.
- Opening up of Kew Bridge arches to allow pedestrian access into Kew Bridge Conservation Area and improve riverside access.
- Introduction of an improved road junction with Kew Bridge including rationalised pedestrian crossing.
- Pedestrian links could be further augmented with a pedestrian bridge along the railway bridge.
- Such greater pedestrian interconnectivity could lead to the creation of an integrated river area and cultural Arcadian and Water/Industrial Thames Quarter (see London Plan which requires councils to identify and promote new or enhance existing, locally distinct clusters of cultural facilities, venues and related uses defined as Cultural Quarters, especially where they can provide an anchor for local regeneration and town centre renewal). The quarter could include Kew Bridge, Strand on the Green and landscapes over the river in Kew.
- Improvements to shop fronts and streetscape.
- Removal of inappropriate advertisement hoardings.
- Potential for new buildings of Local Townscape Character.
- There are always opportunities to reinforce the distinctive architectural character of the Conservation Area through an informed understanding of distinctive building forms and types, features and materials. The superficial echoing of historic features in new buildings should be avoided.
- Retention or reinstatement of original detailing, using replacements of authentic and sympathetic design and materials.
- A tree quality and condition survey, additional tree planting and good tree maintenance.
- Historic street furniture, such as lamp posts should be retained and carefully repaired, if required.
- Renewal/addition of interpretive signage, including greater explanation of the history and ecology of

Oliver's Island.

- Repair and restoration of river wall.
- Improvement of the riverside public realm.
- All of these points would present opportunities to improve the Kew Garden Buffer Zone, which sits partly in the area.

11.4 Threats

- Given the now limited number of development sites within the area, most threats arise from outside the area.
- A poorly planned backdrop to the wider area through a failure to get current draft local plan reviews adopted and through appeal decisions approving inappropriately tall and bulky buildings will put the character and appearance of this conservation at risk of significant loss and harm. The skyline is especially vulnerable to inappropriate change. Special consideration to the impact of taller buildings on the character should be paramount.
- Views into and out of the conservation area should be carefully considered, as well as how the conservation area's special interest is viewed from exterior views particularly from Kew Bridge and on the Richmond side of the river. Recent development proposals have especially failed to fully appreciate the impact of tall buildings on the view of the conservation area from the south side of the river.
- Smaller scale lateral developments such as the proposed beach and marina, unless carefully executed have the potential to harm the riparian nature of this largely residential conservation area.
- Development on the south side of the river and impact on setting.
- Loss of trees along boundaries, in rear gardens and along the riverside.
- Potential and actual loss of shops to residential uses.
- Introduction of, or intensification of mews buildings at the rear of plots through rebuilds and extensions, subdivision and re-use of buildings as flats; resulting on the inside of walls in loss of space, trees and greenery, and perforation or loss of walls (some very old) to introduce accommodation and allow further parking.
- Infill and extensions resulting in loss of integrity of layout, loss of character and loss of architectural quality.
- Additional parking on forecourts rather than in (converted) garages and sheds
- Commercial viability versus high residential land-values.
- Traffic and parking conflicts: commercial, leisure and residential.
- Loss of picturesque charm (diversity and original detail) through standardised extensions, mono-culture and over-development.
- Extension of the area to include properties already extended through full permitted development rights, may lead to conflicts of demand.
- Insensitive repair/restoration work or replacement of architectural features (e.g. windows and doors) to historically and architecturally significant buildings.
- Use of UPVC for fenestration. UPVC is aesthetically an unattractive material that detracts from the amenity value of the conservation area and is not suitable for use within it. It may have a short lifespan compared to traditional materials (timber and metal) and may be a poor financial investment. It is environmentally harmful as it is a non-sustainable material and it cannot be recycled.
- Inappropriate scale and character of roof, side and rear extensions, to maintain quality, skylines and sympathetic treatment.
- Loss of chimney stacks and their pots, leading to an erosion of characterful roofscapes.
- Loss of group character through unsympathetic alterations, such as overpainting of features such as timber elements and fenestration.
- Loss of group character, such as the replacement of roof coverings that fail to respect established materials.
- Loss of front walls.

11.5 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
- Institutional buildings such as places of worship
- Commercial buildings such as public houses
- Characterful historic features such as cobbled areas

A review could be carried out to identify and designate areas as Local Open Space, including waterways and green areas.

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

Statutorily listed buildings		Grade of listing
Strand on the Green	71	II
Strand on the Green	70 & 70A	II
Strand on the Green	Carlton House	II
Strand on the Green	66 & 67	II
Strand on the Green	Zoffany House	II*
Strand on the Green	Magnolia House	II
Strand on the Green	Compass House	II
Thames Road	Ships Cottage	II
Strand on the Green	Old Ship House	II
Strand on the Green	Clayton House, Mucklow House, Naylor House, Oliver House & River House	II
Strand on the Green	50	II
Strand on the Green	49	II
Strand on the Green	Picton House	II
Strand on the Green	Wistaria House	II
Strand on the Green	46 & 47	II
Strand on the Green	28 & 29	II
Strand on the Green	20-22	II
Strand on the Green	Kew Railway Bridge	II
Strand on the Green	The Bulls Head Public House	II
Strand on the Green	10-14	II
Strand on the Green	Eight Lamposts on the Embankment	II
Strand on the Green	3	II
Strand on the Green	2	II
Strand on the Green	Strand on the Green House	II
Grove Park Terrace	52 & 54	II

Grove Park Terrace	56	II
Grove Park Terrace	Garden Wall and Gateposts	II
Grove Park Terrace	68 & 70	II

Locally listed buildings

Strand on the Green	95-97	
Strand on the Green	98-103	
Strand on the Green	The Bell and Crown	
Strand on the Green	The City Barge (27)	
Strand on the Green	Drinking Fountain	
Strand on the Green	Former Pier House Laundry	(86-93)
Strand on the Green	Steam Packet Public House	(85)
The Thames	Timber Grid	

Local open space

Strand on the Green Recreation Ground

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

1-11 Bailey Mews W4 3PZ	13 Loraine Road W4 3QT
1-49 Ernest Gardens W4 3QU	14 Loraine Road W4 3QT
Oakdale, Ernest Gardens W4 3QU	14A Loraine Road W4 3QT
Parkhouse, Ernest Gardens W4 3QU	15 Loraine Road W4 3QT
1 Geraldine Road W4 3PA	16 Loraine Road W4 3QT
1A-C Geraldine Road W4 3PA	16A Loraine Road W4 3QT
2 Geraldine Road W4 3PA	17-19 Loraine Road W4 3QT
3 Geraldine Road W4 3PA	17A Loraine Road W4 3QT
3A-C Geraldine Road W4 3PA	18 Loraine Road W4 3QT
4-29 Geraldine Road W4 3PA	18A Loraine Road W4 3QT
109 Grove Park Road W4 3QD	19A Loraine Road W4 3QT
109A Grove Park Road W4 3QD	20 Loraine Road W4 3QT
52-70 (even) Grove Park Terrace W4 3QE	20A Loraine Road W4 3QT
70A Grove Park Terrace W4 3JL	21 Loraine Road W4 3QT
1 Hearne Road W4 3NJ	23 Loraine Road W4 3QT
1A Hearne Road W4 3NJ	1 Magnolia Road W4 3QY
2 Hearne Road W4 3NJ	1A Magnolia Road W4 3QY
2A-C Hearne Road W4 3NJ	2-64 Magnolia Road W4 3QY
3-15 Hearne Road W4 3NJ	1-32 Meade Close W4 3NT
Ground & First Floor Flats, 16 Hearne Road W4 3NJ	1-32, Meade Close W4 3NT
17-28 Hearne Road W4 3NJ	1 Pymont Road W4 3NR
1-10 Herbert Gardens W4 3RD	Ground & First Floor Flats, 3 Pymont Road W4 3NR
Flats 1- 62, Rivers House, Aitman Drive, Kew Bridge Road TW8 0ES	4 Pymont Road W4 3NR
Flat 1, 2 Kew Bridge Road, TW8 0FA	4A Pymont Road W4 3NR
Flat 1A, 2 Kew Bridge Road TW8 0FA	5-7 Pymont Road W4 3NR
Flats 2-23, 2 KEW BRIDGE ROAD TW8 0FA	Ground & First Floor Flats, 8 Pymont Road W4 3NR
1A Loraine Road W4 3QT	9-32 Pymont Road W4 3NR
2 Loraine Road W4 3QT	Flats 1 & 2, 34 Pymont Road W4 3NR
2A Loraine Road W4 3QT	36 Pymont Road W4 3NR
3 Loraine Road W4 3QT	Ground & First Floor Flats, 38 Pymont Road W4 3NR
3A Loraine Road W4 3QT	40 Pymont Road W4 3NR
4 Loraine Road W4 3QT	St Pauls Hall, Pymont Road W4 3NS
4A Loraine Road W4 3QT	1-87 Riverview Grove W4 3QL
5 Loraine Road W4 3QT	1-34 Riverview Grove W4 3QH
5A Loraine Road W4 3QT	1 Ship Alley W4 3PT
6 Loraine Road W4 3QT	2 Ship Alley W4 3PT
6A Loraine Road W4 3QT	Office Adjacent to 1 Spring Grove W4 3NH
7 Loraine Road W4 3QT	1-13 The Maltings, Spring Grove W4 3NH
7A Loraine Road W4 3QT	4-16 (even) Spring Grove W4 3NH
8 Loraine Road W4 3QT	12A Spring Grove W4 3NH
8A Loraine Road W4 3QT	17-23 Spring Grove W4 3NH
9 Loraine Road W4 3QT	25 Spring Grove W4 3NH
9A Loraine Road W4 3QT	27 Spring Grove W4 3NH
10 Loraine Road W4 3QT	29 Spring Grove W4 3NH
10A Loraine Road W4 3QT	Ground Floor Flat, 31 Spring Grove W4 3NH
11 Loraine Road W4 3QT	33-43 (odd) Spring Grove W4 3NH
12 Loraine Road W4 3QT	Flat 1, Albany Court, Spring Grove W4 3BF
12A Loraine Road W4 3QT	Flat 1A, Albany Court, Spring Grove W4 3BF
	Flat 1B, Albany Court, Spring Grove W4 3BF
	Flats 2-9, Albany Court, Spring Grove W4 3BF

- 2 Strand School Approach W4 3RN
 1-3 Hopkin Morris Homes, Strand on the Green W4 3PJ
 1-5 Kew Bridge Arches, Strand on the Green W4 3NG
 1-14 Magnolia Wharf, Strand on the Green W4 3NY
 1-4 The Moorings, Strand on the Green W4 3PG
 1-5 Strand on the Green W4 3PQ
 7 Strand on the Green W4 3PQ
 11 Strand on the Green W4 3PQ
 12 Strand on the Green W4 3PQ
 20-24 Strand on the Green W4 3PH
 28-32 Strand on the Green W4 3PH
 38-50 Strand on the Green W4 3PB
 52 Strand on the Green W4 3PD
 53 Strand on the Green W4 3PD
 53A Strand on the Green W4 3PD
 54-57 Strand on the Green W4 3PD
 59 Strand on the Green W4 3PE
 60 Strand on the Green W4 3PE
 63-71 Strand on the Green W4 3PF
 75 Strand on the Green W4 3PF
 80 Strand on the Green W4 3PU
 80A-C Strand on the Green W4 3PU
 81 Strand on the Green W4 3PU
 81A Strand on the Green W4 3PU
 82 Strand on the Green W4 3PU
 82A Strand on the Green W4 3PU
 83 Strand on the Green W4 3PU
 84 Strand on the Green W4 3PU
 94-107 Strand on the Green W4 3NN
 Cafe Rouge, 85 Strand on the Green W4 3NN
 Compass House, 61 Strand on the Green W4 3PE
 Flats 1-6, Loretta Wharf, 18-19 Strand on the Green W4 3PN
 Flat at 85 Strand on the Green W4 3NN
 Flat, The Bulls Head, Strand on the Green W4 3PQ
 Flat, The City Barge, 27 Strand on the Green W4 3PH
 Kew Railway Bridge, 18 Strand on the Green W4 3PN
 Nought, Strand on the Green W4 3PQ
 Oregano Pizzeria, 108 Strand on the Green W4 3NQ
 Pier House, 86-93 Strand on the Green W4 3NN
 Strand Cafe, 109 Strand on the Green W4 3NQ
 The Bell and Crown, 72 Strand on the Green W4 3PF
 The Bulls Head, Strand on the Green W4 3PQ
 The City Barge, 27 Strand on the Green W4 3PH

 1-5 Chadwick Mews, Thames Road W4 3QX
 1-7 (odd) Thames Road W4 3PL
 11 Thames Road W4 3PL
 24 Thames Road W4 3RJ
 24A-C Thames Road W4 3RJ
 26 Thames Road W4 3RJ
 26 A-C Thames Road W4 3RJ
 28 Thames Road W4 3RJ

 28A Thames Road W4 3RJ
 28B Thames Road W4 3RJ
 30A-D Thames Road W4 3RJ
 32 Thames Road W4 3RJ
 32A-C Thames Road W4 3RJ
 34-48 (even) Thames Road W4 3RE
 The Dutch House, 47 Thames Road W4 3PL
 49 Thames Road W4 3PL
 49A Thames Road W4 3PL
 50 Thames Road W4 3RE
 52 Thames Road W4 3RE
 53 Thames Road W4 3PP
 53A Thames Road W4 3PP
 53B Thames Road W4 3PP
 54A Thames Road W4 3RE
 55 Thames Road W4 3PR
 55A Thames Road W4 3PR
 56A Thames Road W4 3RE
 58A Thames Road W4 3RE
 59 Thames Road W4 3PR
 62 Thames Road W4 3RE
 64A Thames Road W4 3RE
 64B Thames Road W4 3RE
 First Floor Flat, 66 Thames Road W4 3RE
 68A Thames Road W4 3RE
 70-78 (even) Thames Road W4 3RE
 79 Thames Road W4 3RE
 80-98 Thames Road W4 3RE
 98A Thames Road W4 3RE
 100-140 (even) Thames Road W4 3RE
 160 Thames Road W4 3QS
 164A Thames Road W4 3QS
 164-188 Thames Road W4 3QS
 Annies, 162 Thames Road W4 3QS
 Cascade, 66 Thames Road W4 3RE
 Flats 1 & 2, 166 Thames Road CHISWICK, W4 3QS
 Post Office, 54 Thames Road W4 3RE
 Ship Cottage, Thames Road W4 3PP
 St Food and Wine, 56 Thames Road W4 3RE
 The Coffee Traveller, 58 Thames Road W4 3RE
 Strand on the Green Dental Practice, 60 Thames Road W4 3RE
 Thames, 64 Thames Road W4 3RE
 Mosaic, 68 Thames Road W4 3RE

 1-33 (odd) Waldeck Road W4 3NL
 2-58 (even) Waldeck Road W4 3NP
 Flat at 48 Waldeck Road W4 3NP
 58A Waldeck Road W4 3NP
 60 Waldeck Road W4 3NU
 62 Waldeck Road W4 3NU
 64A-F Waldeck Road W4 3NU
 66 Waldeck Road W4 3NU
 66A-G Waldeck Road W4 3NU
 68 Waldeck Road W4 3NU
 70-78 Waldeck Road W4 3NU

Appendix 4: Further reading, information and websites

London Borough of Hounslow – contact details

London Borough of Hounslow
Civic Centre
Lampton Road
Hounslow TW3 4DN

Note: In 2019, the Civic Centre is due to be relocated to another site in Hounslow.

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 email addresses

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 Carillion, the council's contractor. To contact Carillion tel. 0845 456 2796 or email:
Hounslow.info@carillionservices.co.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 Chiswick and Brentford

London Borough of Hounslow: Shopfront Design Guidelines (2013)

London Borough of Hounslow: Residential Extension Guidelines (2017)

London Borough of Hounslow Great West Corridor Local Plan Review Draft (2017)

London Borough of Hounslow Brentford East Supplementary Planning Document Draft (2017)

Publications and sources of information on Strand on the Green and West Chiswick:

Strand on the Green Association: <http://www.strandonthegreen.org.uk/>

West Chiswick & Gunnersbury Society: <https://westchiswickgs.org/>

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: London3: 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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Current photos: London Borough of Hounslow