

CHARACTER APPRAISAL & MANAGEMENT PLAN

Conservation Area – Mallard Place no.44



This character appraisal and management plan was adopted by the council on 13th August 2009 following public consultation.

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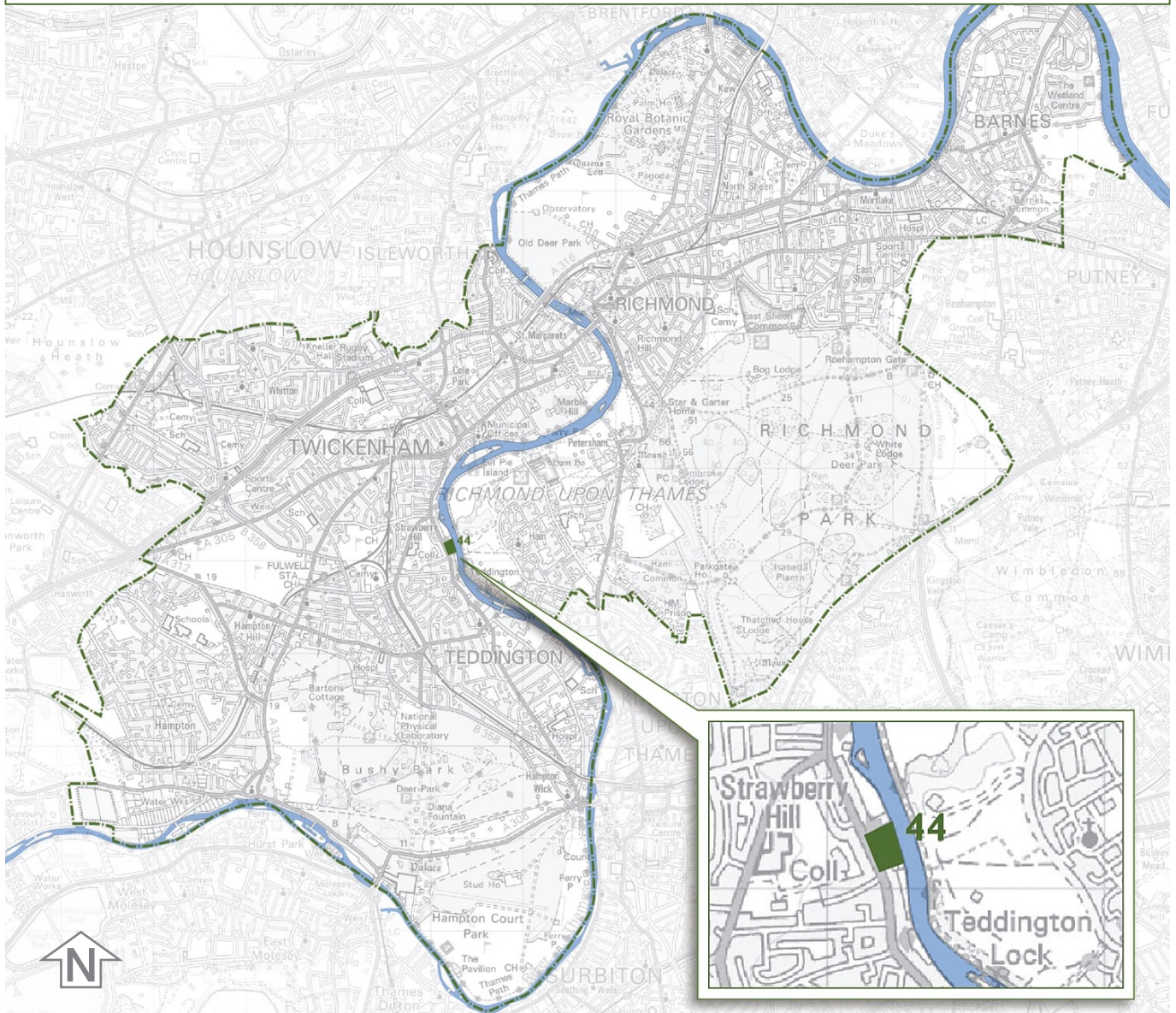
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INTRODUCTION

Mallard Place Conservation Area was designated in 1988 in recognition of the area's special architectural and historic interest. It is one of seventy-two conservation areas in the London Borough of Richmond upon Thames, each of which has a brief Conservation Area Statement to explain the designation and a map showing the area's boundary.

AREA MAP OF MALLARD PLACE CONSERVATION AREA



The Council is working to develop more detailed supporting information for each area by adopting Character Appraisals and Management Plans. These documents provide a more comprehensive assessment of an area's character and appearance, and outline specific policies and proposals which we hope will preserve and enhance an area's special interest in future.

The Character Appraisal and Management Plan is also intended to promote a better understanding of why an area is special, and should help to inform the Council and the public when making decisions which may affect that special interest.

CHARACTER APPRAISAL

This Character Appraisal outlines the architectural and historic interest of Mallard Place Conservation Area, which was first designated in 1988. The appraisal also informs the Management Plan and Article 4(2) Guidance for the area which aim to preserve and enhance the area's special interest.

Mallard Place is a distinctive and well-preserved residential estate designed by the influential design partnership of Eric Lyons (1912-80) and Ivor Cunningham (1928-2007), best known for their work for Span Developments Ltd. The estate has been extremely well maintained since its completion in 1984, with the original design and consistent detailing remaining intact within the landscape setting.

DETAILED MAP OF MALLARD PLACE CONSERVATION AREA



KEY

 Conservation Area boundary

 Buildings of Townscape Merit

 Article 4(2) Direction

1. LOCATION AND SETTING

- 1.1 Mallard Place Conservation Area comprises the Mallard Place estate, located on an almost level site by the River Thames in the west of the Borough. The estate is roughly square in outline and has its own distinct character, contained by a group of substantial Victorian riverside villas to the south, by Twentieth Century suburban development to the north, by Strawberry Vale to the west, and the River Thames to the east. Strawberry Vale, running parallel to the river, is a major route for traffic between Teddington and Twickenham.
- 1.2 Set back behind a wide grassy bank at the eastern edge of the estate, a series of terraced houses overlook the Thames, and some properties enjoy private moorings for boats. The distinctive forms of the Mallard Place properties are visible from the towpath on the opposite bank of the Thames, from the wild and heavily wooded landscape of Ham Riverside Lands. Views over the river extend north to the landmark of St. James' School,

with its distinctive tower punctuating the skyline. The wider landscape and extensive river views introduce an attractive and almost semi-rural outlook to the estate.

- 1.3 The grassy bank and adjoining private gardens down to the water's edge, and the river itself, are all designated as Metropolitan Open Land. The river and open space of Ham Riverside Lands to the east is designated as a site of nature importance.

2. HISTORY AND DEVELOPMENT

- 2.1 In the early Nineteenth Century this riverside location had been characterised by the open landscape of the Strawberry Hill estate stretching down to the riverbank, and a group of well-appointed villas along the river edge to the south. A number of these villas survive within the adjoining Strawberry Vale Conservation Area No.45. The most northerly villa of the group, Beacon Lodge, survived into the Twentieth Century, only to be consumed by later riverside industrial uses on this site.



River Thames at the rear of Mallard Place

2.2 Mallard Place was developed from 1977 to 1984 by the Eric Lyons Cunningham Partnership. This was one of the last schemes to be completed by this design practice, best known for their work under Span Developments Ltd. In their earlier collaborations, Span had pioneered a new model of well designed, modern, economical, low-rise housing. This was set within a well planned landscape, intended to foster a sense of community. It revolutionised people's attitudes to speculative housing and featured an innovative resident controlled company set up to manage the landscape, the maintenance and alteration of buildings.

2.3 Parkleys in Ham (1955) and the nearby Fieldend (1960), both conservation areas within the Borough, were other important developments by Span. By the 1980s and the development of Mallard Place, weatherboarding had given way to a somewhat different aesthetic, but the commitment to exceptional standards of planning and design remained as an enduring feature of their work.

3. CHARACTER AND APPEARANCE

3.1 Mallard Place is a complex and distinctive residential estate set off the busy Strawberry Vale, and pleasantly situated on the bank of the River Thames. This is a high density group of two courtyard blocks of flats at the centre of the site, and rows of terraced houses along the northern and southern edge of the site and along the riverside. Buildings address Strawberry Vale, their impact softened by trees, shrubs and a mix of red brick walls and hedges forming a strong boundary to the street. This boundary treatment helps to integrate this development with the character of adjoining houses along this road and contributes to the suburban character of the wider area.

3.2 Groups of terraced houses form a stepped building line to the riverside, the design taking full advantage of this attractive location. Between these groups access can be gained to the grassy bank; these gaps also allow views out to the sky and trees to the east, suggesting the rewarding views to be gained from the water's edge itself.

3.3 These buildings are two or three storeys in height, set over garages or undercroft parking, their forms broken up by a varied height and roofline. This reduces the apparent scale of these complex buildings and provides much visual interest and contrast. Buildings are faced in a consistent palette of materials, including deep red brick with recessed pointing, orange tile hanging and distinctive steeply pitched orange pantile roofs with strongly expressed gable ends. Regular rows of timber windows in a mix of shapes and sizes, exposed concrete

supports to external stairways, undercroft parking, and projecting balconies with decorated timber balustrades, all add interest to the architecture of this estate.

3.4 The elaborate design and bold use of colour marked a departure from the more utilitarian appearance of earlier Span schemes. Mallard Place is also a denser and more luxurious development than its earlier cousins. It has a character that is very much of its time, perhaps even moving towards a more post-modern style. Buildings remain remarkably unaltered from the original design.

3.5 Vehicles are contained at the centre of the estate, in garages or sheltered parking areas. This allows generous areas of shared landscape and private gardens with mature trees along the perimeter and riverside edge of the estate. The picturesque landscape setting, original quality hard and soft landscape, lighting and signage together with a well conceived relationship of buildings and spaces are an important part of the original design and character of the estate.

3.6 The successful design of the estate, together with the effective operation of the residents' society has helped to foster a strong sense of community. There is an important network of shared spaces, including two attractively designed and intimate courtyards enclosed by flats, within the estate. This offers a positive experience of routes and views between these spaces, particularly enjoyable for the pedestrian as each space has an individual character. The landscape design, trees and shrubbery within the estate successfully soften the high density nature of this development, and provide important amenity areas for residents, including a shared swimming pool for the estate.

3.7 Mallard Place survives as an exceptionally well planned and well preserved example of speculative residential development of the period. The estate won a Civic Trust Award in 1983 followed by a Housing Award in 1985. In 2005, Mallard Place was selected by the Department for Communities and Local Government Place for an Historic Award, an example of a place that was progressive at the time of its construction and has since broadened its appeal by becoming a classic.

4. CHARACTER PALETTE

4.1 Though by no means comprehensive, the images on the following page provide a visual reference to the conservation area's general appearance; its typical forms, materials and colours.



Orange tile hanging decorates the buildings.



The impact of buildings is softened by trees and shrubs.



Exposed concrete supports add interest to the architecture of the building.



The estate is characterised by projecting balconies with decorated timber balustrades.



The design of Mallard Place includes the bold use of colour.



The varied form and height of rooflines visually break up their impact.

MANAGEMENT PLAN

This Management Plan outlines how we intend to preserve and enhance the character and appearance of the conservation area in future. The Council has a duty to formulate and publish these proposals under the Planning (Listed Buildings and Conservation Areas) Act 1990.

Mallard Place Conservation Area is unusual in having a strong residents' management company, which has proved very effective in maintaining the high quality of the estate's environment over many years. The proposals set out in this management plan are intended to reinforce (not replicate) the work of the management company and the guidelines and practices already in place.

Please note the following proposals include suggested environmental improvements, some of which may fall outside the Council's control. Limits on the Council's resources may also mean proposals for which it is responsible may take longer than is desirable to implement.

1. MALLARD PLACE MANAGEMENT COMPANY

- 1.1 The high quality environment in Mallard Place Conservation Area can largely be attributed to the residents of the estate, working together through a management company.
- 1.2 Each household on the estate is an equal shareholder in the company which is run by an elected Board of Directors, and that this form of management has been very successful in maintaining the special architectural and historic interest of the estate and the quality of its communal gardens.
- 1.3 The estate is governed by a series of covenants. In addition to any works granted permission by the council, permission must also be sought from the residents' management company for works which alter the external appearance of the houses.
- 1.4 The Council recognise the vital role of the Mallard Place Management Company, and believe the Character Appraisal and Management Plan should support the company's efforts in maintaining the character and appearance of the estate.

2. CONSERVATION AREA BOUNDARY

- 2.1 The existing conservation area boundary was defined in June 1988, at the time of the initial designation. Mallard Place remains distinct from surrounding development

and we therefore believe the character of the estate is accurately reflected in the existing conservation area boundary.

3. BUILDINGS OF TOWNSCAPE MERIT

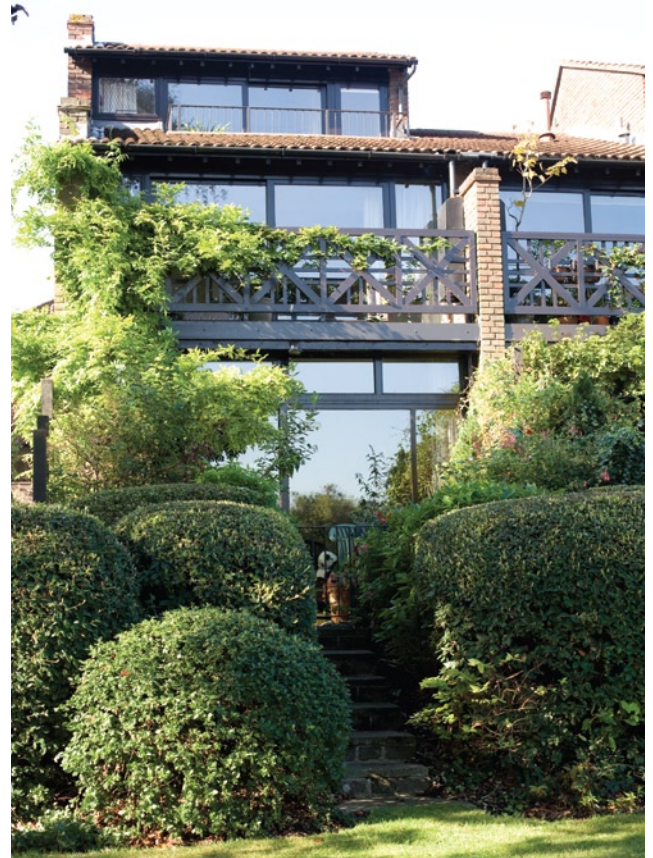
- 3.1 The Council's list of Buildings of Townscape Merit was first compiled in 1982, and now includes around 8,000 entries. The local list provides a way of recognising those buildings which, though not meeting the criteria for statutory listing, nevertheless contribute to the character and appearance of the borough through their architectural or historic interest. While non-statutory, BTM status is a material consideration in the determination of applications for planning permission and conservation area consent.
- 3.2 Buildings of Townscape Merit are designated against the criteria outlined in the Supplementary Planning Guidance. For buildings constructed after 1939, the criteria suggests inclusion on the list will be appropriate for buildings which are not statutorily listed, but nevertheless represent 'exceptionally good examples of the architectural output of the period and/or are the work of principal architects'. We believe the properties at Mallard Place meet this criterion.
- 3.3 The following buildings are included on the local list of Buildings of Townscape Merit:
 - 51-77 (odds) Strawberry Vale, Twickenham
 - 1-81 (inclusive) and 83-97 (odds) Mallard Place, Twickenham

4. ARTICLE 4(2) DIRECTIONS

- 4.1 Conservation Area designation does not, in itself, introduce any greater level of statutory control over minor works to properties, such as the demolition of original features, the replacement of windows and doors with uPVC, the loss of garden walls or pebble-dashing. Such works are normally 'permitted development' for homeowners and no application for planning permission is required, despite the impact these works can often have on the appearance of an individual property and its contribution to the wider conservation area.
- 4.2 In order to control these minor, but cumulatively harmful changes, the Council would normally issue an Article 4(2) Direction, withdrawing some or all of the permitted development rights for a specified group of properties. A range of works, such as the introduction of uPVC windows, would then require a planning application, allowing the local authority and local

residents to consider whether such works would be acceptable in terms of their impact on a property or the character of an area.

- 4.3 Mallard Place is a special case for an Article 4(2) Direction, because minor works of this kind are already controlled by the residents' management company. Like all Span estates, Mallard Place was intended to be a self-regulating community, with residents caring for their own shared environment. An Article 4(2) Direction may therefore seem to add an unnecessary level of control over property alterations.
- 4.4 On the other hand Mallard Place is important to the wider community, as part of the borough's rich architectural legacy. The Council has a responsibility to reflect that wider public interest and ensure adequate statutory measures are in place to protect the estate from harmful changes.
- 4.5 On balance, the Council considers an Article 4(2) Direction is an appropriate measure at Mallard Place, which would support the existing systems of control through the residents' management company, and provide a 'safety net' in the event that the current management structure or policies changed in future.



Original brown painted timber windows

4.6 An Article 4(2) Direction covers the following properties:

- 71-97 (odd nos.) Mallard Place Twickenham TW1 4TQ
- 66-80 (even nos.) Mallard Place Twickenham TW1 4TQ
- 69-77 (odd nos.) Strawberry Vale Twickenham TW1 4SJ

4.7 Article 4(2) Directions only restrict permitted development rights on those parts of properties which face a highway, waterway or public open space, other than chimneys which are covered whatever their position.

5. ARTICLE 4(2) GUIDANCE

5.1 The following guidance has been designed for Mallard Place to inform development that has been brought under the control of Article 4 (2) Directions. This guidance does not pre-judge any planning application.

5.2 **Doors** – Original doors are brown painted timber containing a glazed vertical strip, simple door handle, escutcheon plate, and letter box. Replacement, reinstatement or repair to these doors should be on a like for like basis.

5.3 **Windows** – Original windows in this development were originally brown painted timber. These should be retained or replaced on a like for like basis. Any other alteration, including new double glazing, will require permission.



Original brown painted timber door

5.4 Facade – The original wall treatment is hanging orange tile and exposed red brick. This finish should be retained, reinstated and repaired on a like for like basis.

The enlargement of a property, hardsurfacing, or provision of an enclosure that is visible from the highway will unbalance the regularity of the development. As such, permission will be required for these developments.

5.5 Roof – Any change to the roof form that fronts a highway will require permission. Orange pantiles in their current detailing, should be retained, reinstated and repaired on a like for like basis.

5.6 Porches – Porches are not an original feature within this development, and therefore would be an inappropriate addition which would require permission.

5.7 Boundary treatments – Brick walls, hedging, translucent plastic sheet panelling and iron railings are the original boundary treatments and should be retained or reinstated to match original.

5.8 External paintwork – The painting of window frames, external timber balustrades, external staircases, garage doors, exposed concrete flank walls and any area that is currently painted, on a like for like basis, will not require permission.

External painting in areas that are not currently painted in colours other than existing would be inappropriate and would require permission.

6. LANDSCAPE, VIEWS AND VISTAS

6.1 The landscape and planting of the estate is well maintained and protected by numerous Tree Preservation Orders. It is, however, important that overgrown and inappropriate trees and shrubs are controlled in order to preserve important views and spaces within the estate and to protect the original landscape design.

6.2 All trees in Conservation Areas with a stem diameter over 75mm as measured 1.5m above the ground have a degree of protection. Certain works to these trees require a six week period of notice to be given to the Council. This period allows the Council to decide whether or not the tree should be protected with a Tree Preservation Order. Works to trees already covered by a Tree Preservation Order (TPO) must receive consent before any works are undertaken.

6.3 In general, the presumption will be in favour of retaining trees as a valued part of the setting of the conservation

area. At Mallard Place, the landscape setting has particular significance in terms of the overall character of the conservation area.

6.4 The Council will support proposals that ensure the protection of the original landscape design of the estate, including the retention of original hard landscape design, signage, lighting and other street furniture, and the ongoing management of existing trees and shrubs.

6.5 The Council will support proposals that encourage the protection of important trees and groups of trees and which seek to replace any inappropriate planting.

7. ARCHITECTURE AND TOWNSCAPE

7.1 The estate is not currently under threat from inappropriate alterations to properties, due to the collaborative efforts of individual homeowners and the effectiveness of the residents' management company.

7.2 The loss of original materials and detailing or inappropriate alterations would, however, have an immediate and highly detrimental impact on the overall character and appearance of the estate.

7.3 The Council will support proposals which protect and enhance the original architectural quality and unity of the estate.

8. STREETScape AND ACCESSIBILITY

8.1 Much of the original hard and soft landscape design, signage, lighting and other street furniture at Mallard Place has been well looked after over the years by the residents' management company.

8.2 The estate itself remains private and it is therefore unlikely that any works will be undertaken by the Council in relation to road and pavement improvements, signage or lighting within Mallard Place. Works along Strawberry Vale should take account of the character of the estate as set out in the appraisal.

8.3 Works, including Highways, undertaken by the Council which may affect the appearance of the estate must be based on a proper understanding of the conservation area's character as set out in the appraisal.

9. PHOTOGRAPHIC RECORD

9.1 As change occurs at Mallard place over time, the Council consider it important to monitor how that change is affecting the character and appearance of the area,

so that policies can be updated to address any new issues and ensure both the appraisal and management plan are up-to-date.

- 9.2 A dated photographic record of the area would be particularly useful in providing an important baseline for measuring change in the appearance of the area and the physical condition of the buildings.
- 9.3 The photographic record could be helpful to any enforcement action which may be required, as action can only be taken where there is evidence that unauthorised works have been undertaken within the previous four years.
- 9.4 It is recommend that the ongoing residents' management company undertakes a detailed and dated photographic record of the Conservation Area.

10. ENFORCEMENT ACTION

- 10.1 There may be times where unauthorised works are undertaken, which compromise the character and appearance of the conservation area and undermine other efforts to improve the quality of the environment in the longer term. In these cases, enforcement action may be the only way to undo any harm which has resulted.
- 10.2 The Council will take enforcement action against unauthorised works which harm the character and appearance of the conservation area.

LONDON BOROUGH OF RICHMOND UPON THAMES

Environment Directorate
2nd Floor Civic Centre
44 York Street Twickenham
Middlesex TW1 3BZ

Tel: 020 8891 1411
Minicom: 020 8891 6001

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or minicom 020 8831 6001

Civic Centre, 44 York Street
Twickenham TW1 3BZ

www.richmond.gov.uk

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تلفنی برایتان فراهم آورده شود:

Farsi

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

Arabic

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਪਰਚੇ ਨੂੰ ਸਮਝਣ ਵਿਚ ਮੁਸ਼ਕਲ ਪੇਸ਼ ਆਉਂਦੀ ਹੈ ਤਾਂ ਹੇਠਾਂ
ਦਿੱਤੇ ਗਏ ਪਤੇ ਉੱਪਰ ਰਿਸੈਪਸ਼ਨ 'ਤੇ ਆਓ ਜਿੱਥੇ ਅਸੀਂ ਟੈਲੀਫੋਨ ਤੇ ਗੱਲਬਾਤ
ਕਰਨ ਲਈ ਇੰਟਰਪ੍ਰਿਟਰ ਦਾ ਪ੍ਰਬੰਧ ਕਰ ਸਕਦੇ ਹਾਂ।

Punjabi