**Christchurch Road Conservation Area 13**

**Designation**

Conservation area designated:
14.01.1969

Conservation area extended:
07.09.1982
14.06.1988
10.05.2002

**Location**

*OS Sheets: 1974, 2074*

Christchurch Road conservation area lies within East Sheen, between Richmond to the west and Mortlake centres to the North. It is contained by Richmond Park to the South and later suburban development to the North. It adjoins Sheen Common Drive (69) to the West and Sheen Lane (East Sheen) (64) conservation areas to the East.

**History and Development**

The Medieval hamlet of East Sheen was centred on both Milestone Green down the hill and Christchurch Road near the ancient The Plough PH up the hill. An important cluster of 18th century buildings survives in this area including the listed Percy Lodge dating from 1740. Following the opening of the nearby Mortlake Station in 1846 large Victorian villas in their own grounds were developed in this area. The listed Christ Church was designed by Blomfield and completed in 1864. Spencer Gardens and Martindale were developed in the Edwardian period as the area became increasingly suburbanised and many of the older villas and gardens were lost. Between the Wars the development of large detached houses along Fife Road took place. The Mall estate was built in 1924 by Robert Atkinson in the grounds of Percy Lodge. Some infill development has continued through the 20th century until the present day.

**Character**

Christchurch Road conservation area is a well-defined predominately residential area centred on the historic core of East Sheen, surrounded by mainly later suburban development. The conservation area can be divided into a number of distinct character areas, although the whole area is unified by its distinctive and attractive mature suburban landscape character.

*Christchurch Road*

This forms the historic centre of the area. The key buildings of The Plough PH, Percy Lodge and the neighbouring terraced cottages form an exceptional 18th century group at the Eastern gateway to the conservation area. These historic cottages are of a varied character, predominately two storeys in brick and set behind small enclosed front gardens. Nos.29-41 are a later unspoilt terrace of matching cottages of stock brick with plain tile roofs and small gables and porches. They are set behind front gardens with low paling fences. They also contribute to the distinctive rural village character of this area. To the West the architectural character changes with fine large two to two and a half storeys individually designed Victorian brick houses set in large gardens with mature trees and well defined boundaries to the street. Christ Church is a key landmark, its prominent square tower rising above the smaller scale of the surrounding houses. The grounds of Sheen Mount Primary School is an important area of open space with many mature trees. The group of Christ Church, Victoria Inn and lodge form the North and West entrance to the area.
**Fife Road**
Fife Road is an exceptional street of quality individually designed large detached houses of two to two and a half storeys set in generous gardens with spaces between buildings and well defined by fences, hedges and walls. Both gardens and the street are well planted with mature trees. The character of this area is comparable with the West end of Christchurch Road. The wider setting of the park and commons to the South further contributes to the pleasant leafy suburban character of the area.

**Martindale and Spencer Gardens**
These are distinctive roads of unspoilt two storey Edwardian terraced houses of brick and tile with either gable ends or parapet features. They are set behind small well-planted front gardens and varied boundary treatments to the street.

**The Mall**
The Mall estate is an attractive secluded cul-de-sac of consistently designed Neo-Georgian two storey detached and semi-detached houses of red brick, pantile roofs and timber sliding sash windows. They are set in large garden plots with mature trees and distinctive low fences and wide grass verges to the road, contributing to the sylvan character of this area.

**Problems and Pressures**
- Loss of traditional architectural features and materials due to unsympathetic alterations
- Loss of front boundary treatments and front gardens for car parking
- Lack of coordination and poor quality of street furniture and flooring
- Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture

**Opportunity for Enhancement**
- Preservation, enhancement and reinstatement of architectural quality and unity
- Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens
- Coordination of colour and design and improvement in quality of street furniture and flooring
- Improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture
- Areas identified for environmental improvement include: Fife road Entrance to East Sheen Common, North end of The Mall, Well Lane North end of Spencer Gardens.