



# BROAD STREET

## CONSERVATION AREA NO.84

*Adopted February 2021*

Note: Every effort has been made to ensure the accuracy of this document but due to the complexity of conservation areas, it would be impossible to include every facet contributing to the area's special

interest. Therefore, the omission of any feature does not necessarily convey a lack of significance. The Council will continue to assess each development proposal on its own merits, on a site-specific basis. As part of this

process a more detailed and up to date assessment of a particular site and its context is undertaken. This may reveal additional considerations relating to character or appearance which may be of relevance to a particular case.

# Introduction

## PURPOSE OF THIS DOCUMENT

The principal aims of conservation area appraisals are 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 has been produced using the guidance set out by Historic England in the 2019 publication titled Understanding Place: Conservation Area Designation, Appraisal and Management, Historic England Advice Note 1 (Second Edition).

This document will be a material consideration when assessing planning applications.

## WHAT IS A CONSERVATION AREA?

The statutory definition of 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'. The power to designate conservation areas is given to local authorities through the Planning (Listed Buildings and Conservations Areas) Act, 1990 (Sections 69 to 78).

Once designated, proposals within a conservation area become subject to local conservation policies set out in Chapter 4 of the Council's Local Plan and national policies outlined in part 12 of the National Planning Policy Framework (NPPF). Our overarching duty which is set out in the Act is to preserve and/or enhance the historic or architectural character or appearance of the conservation area.

## BUILDINGS OF TOWNSCAPE MERIT

Buildings of Townscape Merit (BTMs) are buildings, groups of buildings or structures of historic or architectural interest, which are locally listed due to their considerable local importance. The policy, as outlined in the Council's Local Plan, sets out a presumption against the demolition of BTMs unless structural evidence has been submitted by the applicant, and independently verified at the cost of the applicant.

Locally specific guidance on design and character is set out in the Council's Buildings of Townscape Merit Supplementary Planning Document (2015), which applicants are expected to follow for any alterations and extensions to existing BTMs, or for any replacement structures.

## CONSERVATION AREA APPRAISAL

A conservation area appraisal aims to describe the special historic and architectural character of an area. A conservation area's character is defined by a combination of elements such as architecture, uses, materials and detailing as well as the relationship between buildings and their settings.

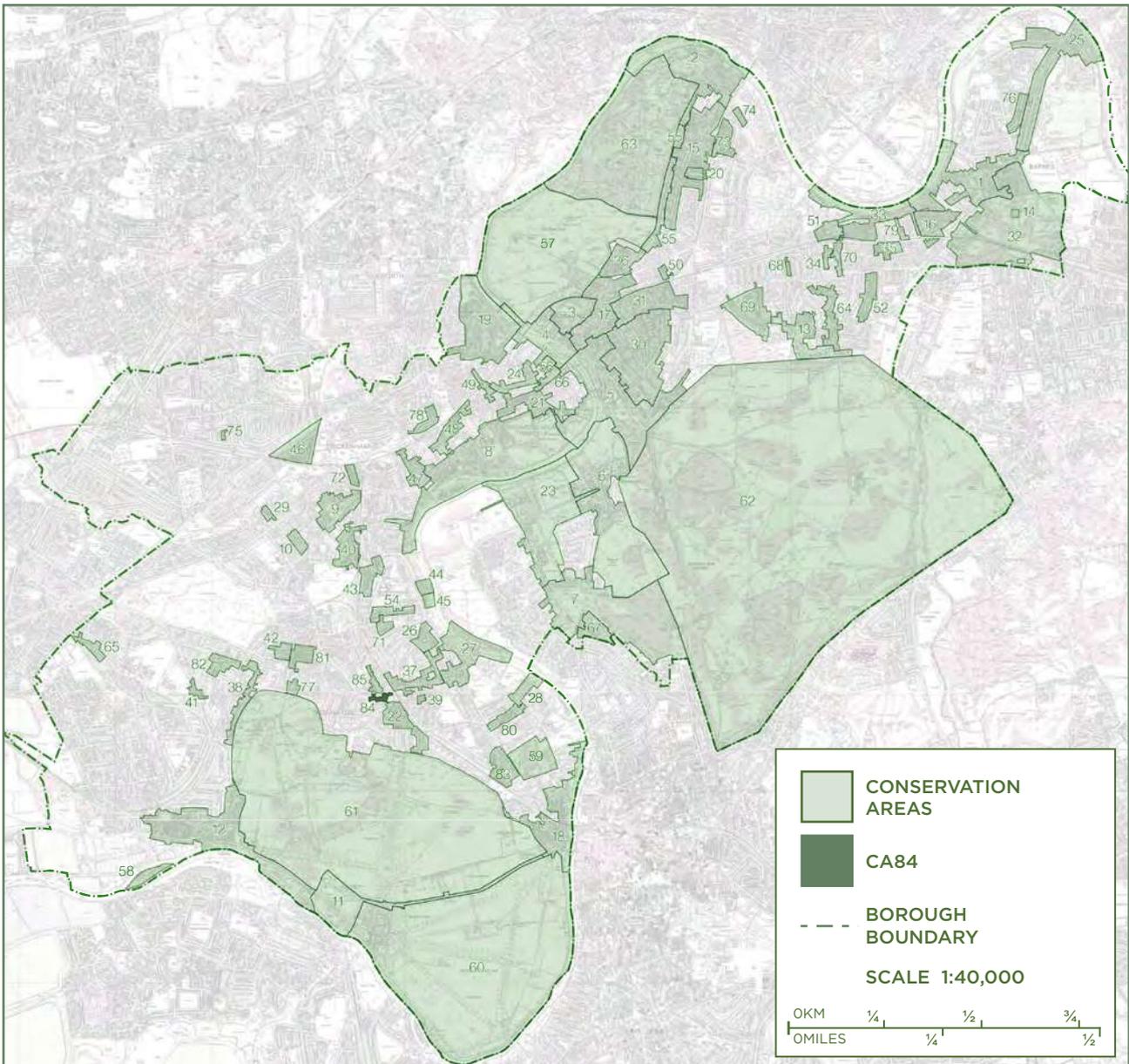
Many other elements contribute to character and appearance such as the placement of buildings within their plots; views and vistas; the relationship between the street and the buildings and the presence of trees and green space.

The conservation area appraisal is an evidence base rather than a planning policy document. This means that it is the main document for recording what is of principal importance in terms of character and appearance of each conservation area.

However, the relevant policies are contained within the Borough's Local Plan, specifically Chapter 4 'Local Character and Design'. Refer to the Council's website for the latest Local Plan.



CONSERVATION AREA APPRAISAL  
LONDON BOROUGH OF RICHMOND UPON THAMES



Map showing Richmond Conservation Areas. Conservation Area 84, Broad Street, highlighted.

- |                            |                                 |                              |  |
|----------------------------|---------------------------------|------------------------------|--|
| 1. Barnes Green            | 23. Ham House                   | 45. Strawberry Vale          | 67. Parkleys Estate (Ham)                |
| 2. Kew Green               | 24. Twickenham Park             | 46. Rosecroft Gardens        | 68. Holmesdale Avenue                    |
| 3. Richmond Green          | 25. Castelnau                   | 47. Queens Road (Twickenham) | 69. Sheen Common Drive                   |
| 4. Richmond Riverside      | 26. The Grove                   | 48. Amyand Park Road         | 70. Sheen Lane (Mortlake)                |
| 5. Richmond Hill           | 27. Teddington Lock             | 49. Crown Road               | 71. Fieldend (Twickenham)                |
| 6. Petersham               | 28. Broom Water                 | 50. Sheendale Road           | 72. Hamilton Road                        |
| 7. Ham Common              | 29. Belmont Road                | 51. Mortlake Green           | 73. Burlington Avenue and West Park Road |
| 8. Twickenham Riverside    | 30. St Matthias                 | 52. East Sheen Avenue        | 74. Defoe and Ruskin Avenue              |
| 9. Twickenham Green        | 31. Sheen Road                  | 53. White Hart Lane          | 75. Oaklands Estate                      |
| 10. Trafalgar Road         | 32. Barnes Common               | 54. Waldegrave Park          | 76. Madrid Road                          |
| 11. Hampton Court Green    | 33. Mortlake                    | 55. Kew Road                 | 77. Bushy Park Gardens                   |
| 12. Hampton Village        | 34. Model Cottages              | 56. Beresford Avenue         | 78. Cole Park Road                       |
| 13. Christ Church Road     | 35. Queens Road (Mortlake)      | 57. Old Deer Park            | 79. Cowley Road                          |
| 14. Mill Hill              | 36. Kew Foot Road               | 58. Platt's Eyot             | 80. King Edward's Grove                  |
| 15. Kew Gardens            | 37. High Street (Teddington)    | 59. Normansfield             | 81. Royal Road                           |
| 16. Thorne Passage         | 38. Hight Street (Hampton Hill) | 60. Hampton Court Park       | 82. St James's Avenue                    |
| 17. Central Richmond       | 39. Blackmore's Grove           | 61. Bushy Park               | 83. Wick Road                            |
| 18. Hampton Wick           | 40. Pope's Avenue               | 62. Richmond Park            | 84. Broad Street                         |
| 19. St Margarets           | 41. Joanna Southcott Chapel     | 63. Royal Botanic Gardens    | 85. Church Road                          |
| 20. Lawn Crescent          | 42. Mays Road                   | 64. Sheen Lane (East Sheen)  |  |
| 21. Cambridge Park         | 43. Strawberry Hill Road        | 65. Hanworth Road (Hampton)  |  |
| 22. Park Road (Teddington) | 44. Mallard Place               | 66. Richmond Road            |  |

# Statement of Significance

## Summary of special architectural and historic interest of conservation area.

- An example of a Victorian and Edwardian High Street which developed along a historic thoroughfare leading into the settlement of Teddington;
- Buildings along Broad Street and The Causeway appear to have had purpose-built shopfronts, some of which are still original, with pilasters, cornices, fascia boards and corbels remaining;
- Historic fabric remains in the conservation area including a hospital which has been converted to flats, public school walls, and a war memorial at the corner of Church Road and Broad Street;
- Along Broad Street are a variety of examples of shopfronts, with a majority having well-preserved fascia boards, pilasters and corbelling. Detailing on the upper floors is generally more intact, with some buildings retaining historic glazing and roof forms;
- At the curved corner of Park Road and Broad Street lies a prominent landmark building with interesting original architectural features including double height oriel bay windows, a faceted turret with original slate roofing and an original curved glass shopfront with timber detailing;
- The area also contains an interesting example of adaptive re-use whereby former brick public toilets have been converted into office space, with the building's form as a public convenience still distinguishable through its fenestration, adding to the historic character, form and function of buildings along the street;
- A Modernist church, which is modest in size and addresses the corner in the execution of its design, sits at the distinctive junction with Church Road, adding further interest to the area, even though it is not entirely congruent with the surrounding Victorian and Edwardian character.



*Shopping parade with central turret and bay providing a focal point facing the railway bridge.*

# Location and Setting

General character and plan form, e.g. linear, compact, dense or dispersed; important views, landmarks, open spaces, uniformity.

The Broad Street Conservation Area is located along Broad Street, The Causeway and associated rear lanes in Teddington.

The area represents a predominantly Victorian and Edwardian High Street which developed along a historic thoroughfare leading into the settlement of Teddington that in turn developed on the opposite side of the railway line. Although there was early development along Broad Street, such as the church of SS Peter & Paul (1864) and a group of boarding

houses (called the American houses – see images in ‘Historical Development’ section), now both demolished, the current commercial street developed as a separate entity to Teddington High Street which was first developed in the Georgian period.

The railway bridge at the approach to Broad Street is the highest topographical point in the area, with views down the street of the buildings following the curve of the road. Buildings step down the hill from the railway bridge and prominent landmark buildings can be seen at the junctions of Broad Street/Park Road, and at The Causeway/Broad Street.

Buildings are predominately three storeys in height and retain several historic lanes interspersed between buildings, continuing to the main rear lane which runs behind properties fronting Broad Street and The Causeway. Some longer gardens with workshops still survive, illustrating the historic form, function and relationship between lanes, workshops and rear external spaces of properties.

Buildings along Broad Street and The Causeway appear to have had purpose-built shopfronts, some of which are still original, with pilasters, cornices, fascia boards and corbels remaining, whilst others are more modern, with relatively sympathetic elements.



# Historical Development

Stages/ phases of historical development and historic associations (archaeology etc) which may be influencing how the area is experienced.

Historic OS maps show that Broad Street and The Causeway (formerly Wolsey Road) already existed during the mid-19th century but were largely undeveloped except for the prominent junction with The Causeway, Broad Street and

Church Road. Development at this junction consisted of a public school, SS Peter & Paul Church (which was designed by prominent Gothic Revival architect G.E Street), a group of boarding houses called the 'American Houses' (at 52-58 Broad Street), and a Town Hall at the junction of Middle Lane and The Causeway.

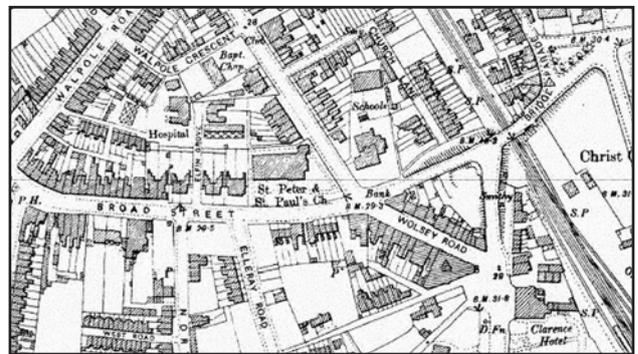
Only the hospital (now converted to housing), historic walls from the

public school along the Broad Street boundary, and a single historic pier of the church wall along Church Road remain. A war memorial also stands at the corner of Church Road and Broad Street commemorating WWI and WWII.

Larger dwellings with formal gardens, such as Ellera House (demolished in the 19th century) also existed on Broad Street.



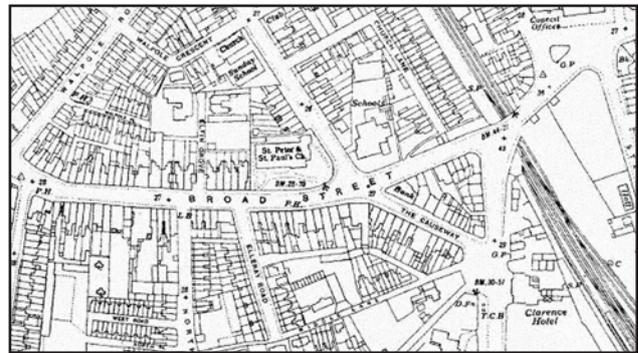
1860s



1890s



1910s



1930s



1950s

# Historical Development

By the early 20th century The Causeway and Broad Street were largely developed, with purpose-built, smaller individual shops. Some of the buildings were built in groups which have the same detailing, such as No.s 36-42 & 46-50 (even); and 4-14 (even) The Causeway, creating symmetry along the commercial street.

During the mid to late 20th century the area underwent a significant amount of regeneration and redevelopment. A former department store was demolished and replaced with a supermarket, with apartment buildings constructed along Broad Street eroding the historic streetscape. Also during this time, the church of SS Peter & Paul was demolished,

leaving only a historic pier, and a new church of Modernist design was erected, adding interest to the important junction of Broad Street, Church Road and The Causeway.



The 'American Buildings' at 52-58 Broad Street circa 1890 (now demolished) (Source: Richmond Local Archives).



SS Peter & Paul Church circa 1890 (now demolished) (Source: Richmond Local Archives).



Broad Street, Teddington circa 1910 (Source: Richmond Local Archives).

# Historical Development



1. Original shopfront along Broad Street circa 1910 (Source: Richmond Local Archives)

2. Broad Street circa 1960s (Source: Richmond Local Archives)

3. Broad Street circa 1980s (Source: Richmond Local Archives).

# Architectural Quality & Built Form

Dominant architectural styles, the prevalent types and periods of buildings, their status and essential characteristics, and their relationship to the topography, street pattern and/or the skyline. Also important is their authenticity, distinctiveness and uniqueness of materials, design, form, texture, colour etc.)

Many of the current buildings date from the later Victorian and Edwardian periods, with many

buildings along The Causeway and Broad Street being brick fronted.

At the curved corner of Park Road and Broad Street lies a prominent landmark building which follows the curve of the street. The central portion of the façade is emphasised by a double height oriel bay window which ends in a faceted turret and finial with decorative original slate roof. However, original timber sash windows have been replaced with unsympathetic uPVC frames. The building shopfront appears to be

largely original and maintains the curved glazed frontage with a timber stall riser, slender pilasters and large corbels framing the fascia board. Stone banding and fenestration surrounds add contrast to the red brick façade and define the vertical and horizontal elements of the elevation.

Nearby, a former brick-built public toilet block has been converted into office space, but the building's form as a public convenience can still be experienced through its



View from the railway bridge towards Broad Street and Park Road with corner parade.



Brick wall to railway bridge approach where Broad Street and the High Street meet.



Parade of shops with offices and residential above. Shopfronts are defined by large projecting corbels and tiled pilasters, while floors above feature a symmetrical arrangement of double height projecting bays beneath bracketed gables and flanked by dormer windows.



Former public toilet block now converted to offices with additional windows.

# Architectural Quality & Built Form

fenestration, adding to the historic character, form and function of buildings along the street.

The building on the corner of The Causeway and Broad Street is stone-fronted and stands on another prominent junction. It is Neoclassical in design, having been constructed as a bank in the late 19th century. The bank's main entrance was through a Doric porch located on the ground floor of the chamfered façade facade, which

is now blocked. Other features of the stone elevations include a rusticated base, pedimented windows to the first floor, and smaller rectangular windows to the second floor with a dentil cornice below a balustraded raised parapet.

Opposite the former bank is a terrace of properties, numbers 2 to 14 The Causeway, which is a symmetrical development of purpose-built retail units on the ground floor and two symmetrical

floors above. No.14 has retained the original shopfront, consisting of a central opening, timber stall riser and thin pilasters to each side of the doorway which in turn form three curved timber frames. The shopfront is framed as a whole by large pilasters with corbel brackets above, which rise to the first level and are surmounted by a spiked plinth bearing ball finial.



*Broad Street buildings leading up to the railway bridge.*



*Broad Street and the Causeway intersection, with stone fronted former bank building and good quality late Victorian buildings along the Causeway.*



*SS Peter & Paul Church forms a contrasting focal point with its Modernist features at the intersection in Broad Street.*



*War memorial commemorating the First and Second World Wars.*

## Architectural Quality & Built Form

These unusual ball finials are repeated along the terraces facing The Causeway, with the remaining units having modern timber shopfronts, which differ in design and materials from the original details of No.14.

A Modernist church, which is modest in size and with a design which addresses its corner site, sits at the distinctive junction with Church Road. This building adds further interest to the area, even

though it is not entirely congruent with the surrounding Victorian and Edwardian character. Teddington House sits on the opposite corner, replacing the church of SS Peter & Paul. Both properties have surviving fragments of earlier development – the War Memorial and a surviving Gothic pillar.

Along the remainder of Broad Street is a variety of shopfronts, some more historically sympathetic than others, with a majority having well-

preserved fascia boards, pilasters and corbelling. Detailing to upper floors is generally more intact, with some buildings retaining historic glazing and roof forms.

A number of single-storey front extensions and project from the dwellings behind are situated at numbers 47-57 (odd) and are Buildings of Townscape Merit.



*Broad Street looking towards intersection of Elleray Road with shopfronts set forward of the buildings behind.*



*Buildings of Townscape Merit showing historic dwellings behind with single storey shopfront extensions to the front.*

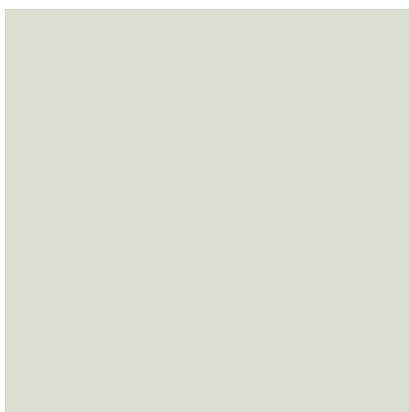


*Edwardian parade with stepped shopfronts which address the sloped approach to the railway bridge.*



*Building on Broad Street with altered ground floor shopfronts and detailed brick facade above.*

# Architectural Details



# Open Space, Parks, Garden & Trees

Private and public land, front gardens, trees, hedges and street greenery, parks, civic spaces their sense and contribution to the character and experience of an area.

The streetscene suffers from a lack of street trees; however recent development along Broad Street has introduced some additional street planting and wider footpaths.

One large solitary tree stands behind the church at the junction of Broad Street and Church Road, making a positive contribution to the character of the street.



*Streetscape along Broad Street with street trees on one side.*



*Intersection of the Broad Street, The Causeway and Church Road.*

# Management Plan

## PROBLEMS AND PRESSURES

- Loss of traditional architectural features and materials due to unsympathetic alterations and extensions;
- Poor signage and excessive illumination. Loss of original or quality shopfronts and unsympathetic alterations and advertisements such as disproportionate signage, excessive illumination, loss of detailing such as plinths, pilasters, inset doorways etc; and inappropriate placement of ATM machines;
- Poor-quality and disproportionate roof additions;
- Use of poor-quality products in building works such as uPVC, roofing felt and GRP products.

## OPPORTUNITIES FOR ENHANCEMENT AND RECOMMENDATIONS

- Preservation, enhancement and reinstatement of architectural quality and unity that is preferably based upon historic evidence;
- Seek the retention and reinstatement of proportionate historic shopfront details and address the use of inappropriate lighting;
- Coordination of colour, design, and improvement in quality of street furniture, paving and lighting which is based upon historic evidence and style;
- Improvement of highways conditions and pedestrian crossings, and rationalisation of existing signage and street furniture;
- Seek to encourage good-quality and proportionate design and better-quality materials that are sympathetic to the period and style of the building;
- Builder's yard entrance on bridge: opportunity for improvement- a reduced scale of advertising display would be beneficial.

### Streetscene:

- Retain granite kerbs and channels;
- Lamp and signpost columns finish to be green-black;
- These and other measures should accord with the guidance in the Public Space Design Guide.

# References and contributions

Text prepared by John Somers  
JS Conservation Management  
and Town Planning Ltd. in  
conjunction with LB Richmond  
Urban Design and Conservation.

All site photographs by J Somers  
and LB Richmond Council.

## REFERENCES

Historic England (2019)  
***'Conservation Area Designation,  
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London Borough of Richmond Upon  
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<https://richmond.spydus.co.uk>

Accessed March/April 2018

British History Online:  
[https://www.british-history.ac.uk/  
vch/middx/vol3/pp66-69#fnn47](https://www.british-history.ac.uk/vch/middx/vol3/pp66-69#fnn47)

Teddington Parish History  
[https://www.teddingtonparish.org/  
about-us/history/](https://www.teddingtonparish.org/about-us/history/)



## LONDON BOROUGH OF RICHMOND UPON THAMES

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and Conservation

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### Farsi

اگر در فهمیدن این نشریه مشکلی دارید لطفاً به میز پذیرش  
در آدرس قید شده در زیر مراجعه نمایید تا ترتیب ترجمه  
تلفنی برایتان فراهم آورده شود:

### Arabic

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

### Punjabi

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।

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