

Hampton Hill High Street

CONSERVATION

AREA STUDY



LONDON BOROUGH OF
RICHMOND UPON THAMES

Planning, Transport & Client Services Department

Area no.
38

1. Introduction

Hampton Hill lies in the west of the borough, immediately north of the village of Hampton and the River Thames. Hampton Hill High Street is part of the busy A311 which runs in a north/south direction connecting to the major trunk route, the A308, in Hampton. Bushy Park forms the eastern boundary to the village of Hampton Hill. The railway line runs parallel and to the west of the High Street bisecting the present day village. There are railway stations at nearby Fulwell and Hampton.

Policy Context

National

Conservation areas were introduced under the Civic Amenities Act 1967. The definition of a conservation area is "an area of special architectural or historic interest, the character of which it is desirable to preserve or enhance." Hampton Hill High Street was designated as a conservation area 7th September 1982. Section 71 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on local authorities to "formulate and publish proposals for the preservation and enhancement of conservation areas."

This Act provides the legislative base for all conservation related matters. The Town and Country (General Development) Order (GDO 1995) defines the nature of works within conservation areas which require planning consent. Planning Policy Guidance: Planning and the Historic Environment (PPG 15 Sept 1994) provides, in plain English, a full statement of Government policies for the identification and protection of historic buildings, conservation areas and other elements of the historic environment.

Local

The Richmond upon Thames Unitary Development Plan (UDP) sets out local planning policies for the designation, protection and enhancement of conservation areas (ENV 9 and ENV 10). This plan forms the basis for decisions taken by the Council. Copies of the UDP are held in reference sections of local libraries and are available for reference or purchase at the reception on the 2nd floor of the Civic Centre, York Street, Twickenham.

This study has been prepared by the Planning and Building Control Division in consultation with other departments of the Council, and most importantly, in consultation with the local community. By publishing proposals for the preservation and enhancement of the area's character and appearance, the study will take forward relevant policies contained in the UDP, providing a framework for action by the Council, local residents, businesses, developers and statutory bodies. The identification of the area's special

character provides a basis for specific problems to be identified, proposals to be made and for general guidelines and useful advice to be given.

2. History and Development

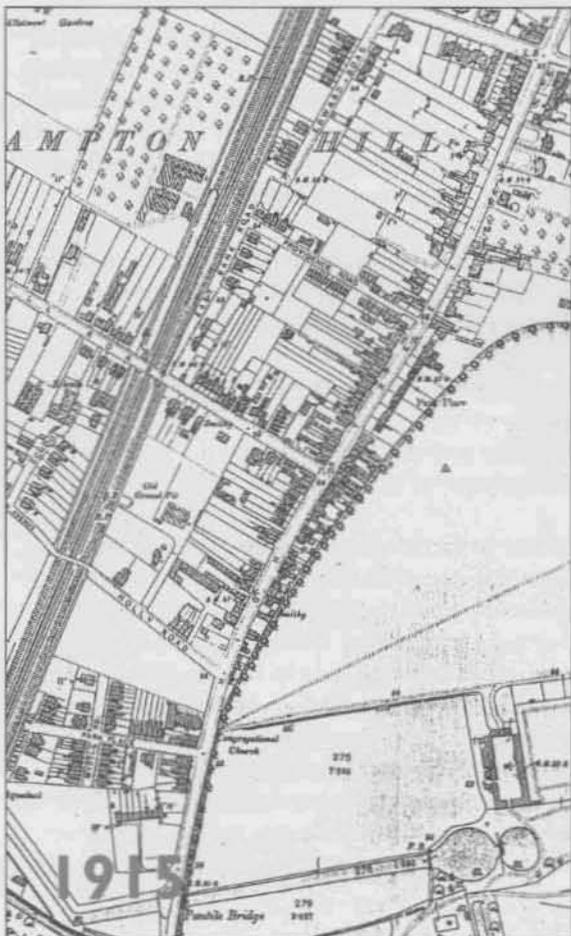
Hampton Hill cannot lay claim to an extensive history, unlike its neighbouring village of Hampton which was already an established settlement in the Saxon period. Hampton Hill only developed as a settlement in its own right at the start of the C19th. Bushy Park was enclosed by Henry II in 1537 for deer coursing. Much of the land enclosed was part of Hampton Common. John Roque's map of 1754 shows the extent of Bushy Park and the location of Upper Lodge, which was built in 1709 by the Earl of Halifax when he became Ranger of the park. Roque's map also shows the Longford River which was excavated in 1639-40, on the orders of Charles I, for the purpose of supplying water to Hampton Court Palace. The river is 12 miles long and 21 feet wide and had a river bed much deeper than today. As well as a changing profile, the river has changed its name, being variously known as The King's, The Queen's, Cardinal's, Wolsey's and the New River!

The land outside Bushy Park remained largely unchanged throughout the C18th. The only other building, apart from Upper Lodge, in the vicinity of Hampton Hill was a smock (or flock) windmill built in 1785 at the end of what is now Windmill Road. It was built by John Naylor to grind corn and grain for Hampton village. It survived as a working mill until 1863 and was demolished in 1876.

Of major historic importance was the establishment in 1784 of the geodetic base for ordnance i.e. gunnery survey triangulation, under the direction of General Roy, Master of Ordnance. The base line was established and its south east end is marked with a gun barrel set in a small garden in Roy Grove. The base line was eventually used for the principal triangulation of Britain in 1791.

Fundamental changes to the landscape of Hampton Common occurred after 1811 when an Act of Enclosure enabled common land to be portioned out and enclosed. The Common gradually gave way to smallholdings and then to market gardens. A new settlement began to emerge, quite separate from the original riverside village of Hampton, and took the name New Hampton. It continued to expand along the route bordering the Park and by 1848 had become a community sizeable enough to support a variety of shops and businesses.

Hampton Hill High Street



The population expanded rapidly between 1850 and the early 1860's with an influx of hundreds of artisans employed in the construction of the Hampton Waterworks and the Thames Valley Extension railway line. The village was able to boast a large selection of well frequented drinking establishments, most of which were not salubrious. The arrival of the railway gave a new lease of life to the market gardens which could now supply to consumers much further afield. Market gardening activity expanded as a result.

The problems caused by the overspill of this population into "respectable" Hampton brought about the construction of St. James's Church in Hampton Hill which was consecrated in 1863. Due to the nature of the expansion of Hampton Hill much of the housing was of low quality, parts were little more than slums (Providence Row or Road was one of the worst). However, the arrival of Reverend Fitzroy John Fitzwygram as the first vicar of St. James's was to be important for the future well-being of the village. He was the younger son of landed gentry renowned for their work in social reform. He and his equally dedicated wife poured much of their private fortunes into the village fabric; enabling the "miserable hovels" to be replaced with brick cottages at affordable rents (a number of these survive today and are characterised by use of rubble walls faced with thin brick tiles); instituting schools and sports facilities; and encouraging the development of larger villas to bring more wealth to the village. By the time of the Reverend's premature death in 1881 Hampton Hill was well on the way to becoming a self-respecting and self-helping community.

New Hampton officially changed its name to Hampton Hill in 1890 and the landmark tower and spire of St. James's Church were raised in celebration of Queen Victoria's Golden Jubilee. The village continued to expand, at a more restrained pace, into the C20th. It was only in the 1920's that some of the market gardens started to be redeveloped as housing. The High Street was widened in 1910 to accommodate dual track tramways involving the demolition of some buildings.



John Rocque's Map 1734

2. Hampton Hill High Street today

Character Appraisal

The overall form and scale of Hampton Hill High Street has changed very little since the end of C19th. The early settlement pattern of a linear street fronted by properties on narrow plots with long rear gardens is still apparent. The linear character is reinforced by the wall and edge of Bushy Park along the eastern side, and by the railway line to the west. The railway line forms the outer edge of the earliest part of the village.



Pantile Bridge

On approach from Hampton the start of Hampton Hill High Street is clearly marked by the Pantile Bridge which carries the road across the Longford River, and the small "village green" area, complete with a rustic, timber bus shelter, on the corner of the High Street and Uxbridge Road. The low wall on the Park side of the bridge opens up views along the river and of the expanse of Bushy Park beyond. This is the only place in Hampton Hill High Street where such views can be obtained. After crossing the bridge buildings begin to line the road edge and the linear form of the High Street becomes apparent.

On approach from Fulwell the start of the conservation area is much less obvious. The only clue is the transition to the compact and more uniform scale of

the High Street. This transition begins at 165-7 High Street which date from 1827 and are listed. Opposite is 92 High Street a disused engineering works with a polychromatic brick facade to the High Street. At this point the High Street begins to run alongside the boundary wall of Bushy Park, a relationship that continues through the entire conservation area.



Disused engineering works

The rapid expansion of the village in the mid C19th to house a growing artisan population is reflected in the mixture of building styles and the apparent arbitrary relationships between some properties. Although disparate in detail the area is unified through scale, common materials and date. The buildings of the C19th which line the High Street are mainly simple houses, cottages and shops of a modest two storey scale. Facades are usually brick, both yellow stocks and red brick, exposed, rendered or painted. Wooden gates, doors and passages leading to yards and gardens reflect the working origins of the village.

The survival of many shallow pitched, slate roofs and chimneys also adds to the interest of the area. The evolution of the High Street has resulted in many properties developing their front gardens as single storey shop units. Exceptions to the typical scale of the High Street which make a positive contribution as local landmarks include the United Reformed Church, no. 55 (Hampton Hill Dairy) and adjacent shops, and the parade of shops at the northern end of the conservation area. A particularly large scale development dating from 1978 which has a negative visual impact on the High Street are the offices occupying nos. 63-71 (odd).

There are a number of small side streets spaced regularly along the High Street. Their impact on the High Street is minimal because they are narrow, lined with small terraces and cottages and are foreshortened by the existence of the railway cutting. Windmill Road has more impact on the High Street because it is a wider, through road which passes over the railway line connecting to the Uxbridge Road. Its importance as a route is reflected by a wider range of building type and scale including the attractive Arts and Crafts inspired junior school.

Windmill Road meets the High Street approximately half way along its length. The old Hampton Hill Post Office is something of a local landmark being one of a number of important original shop-fronts. The position of this group combined with the fact that the junction occurs approximately half-way along the High Street makes it a central focus.

The Bushy Park boundary provides an almost continuous line of mature trees whose canopies extend above the roof line of the High Street properties. They create a dramatic backdrop and accentuate the linear form of the High Street. The trees provide a tantalising clue to the vast expanse of open parkland beyond. The open character of Bushy Park contrasts sharply with the compact form of the village at its edge. Additional individual trees sited in the long plots behind buildings on the western side of street also make a contribution to the High Street. The true boundary of the Park lies approximately 6-7 feet outside the line of the present walls. This perimeter strip originally formed a Deer Leap, however, over time this strip has been encroached by development and little evidence of it survives today.



View towards old Post Office

Hampton Hill High Street is a busy commercial and residential area. It supports an unusually wide variety of building uses for its size; there are houses, flats, cottages, a church, several public houses, a number of restaurants; newsagents, butchers, bakers, grocers, and more specialist shops selling antiques, joinery supplies, craft materials and bicycles; and other commercial concerns such as a printer, funeral director, offices and a dairy. The High Street will shortly possess a theatre as well! This diversity

creates a colourful environment with plenty of vitality. An entrepreneurial character pervades the area and there is a strong sense of community. These characteristics were also central to the spirit of the village's founders in the 1850's. These qualities have ensured that whilst the outer boundaries of Hampton Hill have changed through more recent development, it still functions as a village.



The Star public house, High Street

Problems and pressures

Shops

- Many good quality original shop-fronts have been altered by removal of features or addition of new, inappropriate details.
- Many shop-fronts have been totally renewed with ill-proportioned and poorly designed modern shop-fronts.
- Excessively bright and obtrusive internal illumination of shop-fronts at night.
- Existing car parks available to shoppers are inadequately sign posted.
- Poor condition of the surfaces of some private shop forecourts.

Eyesores/problem sites

- Large advertising hoardings adjacent to Star public house are detrimental to the High Street and Bushy Park.
- The modern production methods of the Unigate Dairy cause noise pollution and traffic servicing the dairy causes disturbance to local residents.
- The appearance and massive scale of Park Gate Court and the petrol filling station on the street front are unattractive and do not enhance the adjacent conservation area.
- The lane which provides access into northern pedestrian gate into Bushy Park and the vehicle exit from the car park is shabby and uninviting.
- The appearance of the recycling centres sited adjacent to Park Gate Court and the Star public house have deteriorated as the centres have expanded.

- 62 High Street is vacant and falling into disrepair.

Surfaces and Street furniture

- Seating area adjacent to Star public house against the Bushy Park boundary is unattractive and unwelcoming.
- The galvanised bollards on the corner of Windmill Road and the High Street are unattractive.
- The small amounts of existing planting in the High Street could be improved.
- Existing seating area outside no. 66 High Street requires improvements.
- Surfacing and appearance of car park to rear of Park Gate Court are poor.
- Existing boundary to printing works occupying 7-19 High Street should be improved to enhance setting of the building which is already a BTM.

Residential

- There has been increasing use of inappropriately designed replacement windows.
- There is loss of front boundary definition, sometimes due to front garden parking.

Traffic

- Noise pollution and vibration caused by large lorries accessing the business park via Holly Road.
- Conflicting parking needs of residents, shoppers, businesses and local employees.
- Pedestrian crossing can be difficult in the northern section of the conservation area.

Action

As described in earlier sections, Hampton Hill High Street continues to have a strong identity although over time incremental minor alterations and additions have weakened the special character in places. However, this character can be reinstated and reinforced and responsibility for this rests not only with the Council but with the local community, who through sensitive improvement to homes, shops and commercial property can also contribute.



Poor quality of pedestrian access into Bushy Park

4. Detailed Proposals

for enhancement or preservation of the character of the conservation area.

The detailed proposals are illustrated on the separate Conservation Area Proposals sheet which accompanies this document.

Many proposals fall outside of the Council's control and it should be noted that current financial constraints on the Council mean that proposals for which it is responsible may take longer than is desirable to implement.



Proposals B1 and B2 refer to this area outside no. 66 High Street

5. Summary

The proposals generated by this study affect the following :-

1. **Public areas** including parks, gardens, highways and paths usually owned by the Council or other statutory bodies.
2. **Private houses.** Some alterations may require planning permission and are therefore ultimately controlled by the Council but some alterations will be classed as "permitted development" and will be under the control of the householder.

3. **Commercial sites** particularly those which are perceived to be eyesores and which may offer opportunity for major change or redevelopment.

For the study to be successful everyone involved in property ownership, tenancy and management in both the public and private sector needs to contribute to achieving the proposals. The Council will strictly apply Unitary Development Plan policies and also the detailed proposals listed in the study in order to preserve or, where possible, enhance the special interest of the conservation area.

Buildings of Townscape Merit

These were first introduced by the Council 1982 and included some buildings which used to be listed as Grade III. The Schedule of Buildings of Townscape Merit is a local list, compiled to recognise the value of those buildings which make a positive contribution to the streetscape but have not been identified on the statutory list of buildings of architectural or historic interest. It is hoped that by drawing attention to the historic, architectural and townscape interest of such buildings, owners and others will regard them more carefully when considering any proposals for alteration, extension or replacement. In the conservation area permission will not normally be granted for the demolition of a Building of Townscape Merit (BTM).

Residential property

What the Council can do:

The Council is able to control new development through its powers under the planning acts and is always willing to give advice to those who want to undertake new work. There is a range of guidance leaflets available on development requiring planning permission. If you are in any doubt about the need to obtain permission for intended works, you should contact the Planning and Building Control Division at the Civic Centre.



A Fitzwygram cottage in Cross Street

Where a particularly good group of single dwellings would suffer if work, exempt from planning permission, were to be carried out (e.g. changing windows,

demolition of front boundary walls etc.) then the Council may apply an Article 4(2) Direction after consultation with the owners. Such Directions mean that certain permitted development rights, as specified within the Direction, are removed and owners must then apply for permission to carry out the intended works.

This approach is considered to be necessary in the Hampton Hill Conservation Area, for nos. 91-93 (odd) High Street. Detailed guidance will be published with this study to assist owners of properties covered by these Article 4(2) Directions.



Nos. 91-93 High Street

What residents can do:

Under present legislation, residents are entitled to carry out certain minor works to their houses as "permitted development" i.e. no planning permission is required. This freedom places a great responsibility on owners to consider the overall quality of the street and the area when considering alterations to their property. There is plenty of opportunity to preserve or enhance the character of the conservation area by paying attention to small details on houses. Without care even apparently minor alterations accumulating over time can degrade the quality of the area, their cumulative effect having a major impact. Examples of this type of change are replacement of original windows with aluminium or PVCu versions or the painting of one house within a brick terrace.

What constitutes "permitted development" can be a complex matter and residents should contact the Council in the first instance if in any doubt. Importantly, local residents and local groups, in particular, can help preserve or enhance the conservation area by helping to record original features and passing on useful information about local crafts people and suppliers of local materials.

When considering undertaking works which do require planning permission, the best approach is still to contact the Planning and Building Control Division for advice. Of particular concern are proposals for

dormer windows and extensions, both of which can have a negative impact on the street scene. In this context it should be noted that rear elevations are also often visible from the public domain. Of equal impact is the breaking down of front boundaries and the destruction or adaptation of front gardens for car parking. Supplementary guidance is also available on these subjects from the Council.

Shop fronts

An important objective of this study is to retain and improve the quality of shop-fronts within the Hampton Hill High Street conservation area. As part of a number of measures intended to promote their survival, discretionary shop-front grants may be available from the Council. These grants are suitable for those wishing to repair an original shop-front or replace an existing ill considered newer shop-front with a design more sympathetic to the character of the conservation area.

Hampton Hill has a variety of building styles and shop-fronts, including some very poor modern and replacement shop-fronts and also much indifferent signage. There are many near complete original shop-fronts surviving in the High Street and many others retain a large proportion of original features. In order to improve the appearance of the shopping area and therefore help to encourage increased patronage, every effort should be made to raise the standard of design for shop-fronts; demands for speed and cheapness in shop fitting should not result in harsh materials, lack of detail, standard fascias, inappropriate blinds, inappropriate illumination and poorly modelled fronts.



Shop-fronts in need of improvement

The following High Street shop-fronts are of sufficient architectural or historic interest to justify their retention and applications for their replacement will normally be refused:-

no. 5
no. 25
no. 37
no. 41
no. 43
nos. 77-79
no. 32
no. 36
no. 40
no. 42
no. 131

Those High Street shop-fronts listed below not already designated as Buildings of Townscape Merit will be designated as such :-

no. 5
no. 40
no. 25
no. 42
no. 37
nos. 77-79
no. 41
no. 43



Shop-fronts which retain some original features

The following are areas where groups of High Street shop-fronts are of a sufficient quality to justify restoration of missing features and alteration of minor features, as opposed to wholesale replacement of the front.

no. 3	no. 10
no. 12	no. 27
no. 33	no. 34
no. 35	no. 35
no. 52	no. 54
no. 55	no. 56
no. 58	no. 60
no. 64	no. 75
no. 101	no. 107
no. 135	no. 135

The High Street shop-fronts listed below are more recent and are of poor design and inappropriate materials, and proposals for their total replacement would be welcomed. The objective is not to produce a slavish reproduction of a Victorian shop-front but to avoid a strident conflict between the new and old frontages and to create a streetscape with some interest and continuity. Designs which respect the proportions and materials originally typical to the group will be sought:-

no. 18	no. 20
no. 24	no. 26
no. 28	no. 30
no. 31	no. 39
no. 44	no. 48
no. 50	no. 52
no. 57	no. 59
no. 61	no. 62
no. 73	no. 103
no. 105	no. 109
no. 111	no. 139
no. 141	no. 143
no. 151	no. 153

The Council will publish separate and more detailed guidance for shop-fronts within the Hampton Hill High Street Conservation Area, which will be issued to shopkeepers and will be also available on application. This will assist in negotiations on planning applications and guide owners and tenants concerning repairs or minor alterations not requiring planning permission.

Whilst the appearance of shop-fronts is vital to the character of an area other factors such as traffic movement, parking arrangements, amenity area, local support and the economic situation all contribute towards the maintenance and improvement of a successful shopping area. Other proposals made within this study are intended to enhance the appearance and encourage greater use of the shopping area.

Landscaping and Planting

In the absence of public open space, private gardens both front and rear, have a significant role to play in the character of this conservation area. Rear gardens frequently provide the only views of uninterrupted semi-natural habitat. There will be a presumption against backland development unless it can be demonstrated that there would be no significant detrimental effect on amenity and the quality of the local environment.

Trees in conservation areas which are not already subject to a Tree Preservation Order, are protected automatically by the legal requirement that six weeks notice must be given to the Council before any proposed work is carried out e.g. lopping or felling.

Implementation

This study contains wide ranging proposals intended to preserve or enhance the character of the Hampton Hill High Street Conservation Area. The Council will implement those proposals under its control as and when appropriate funds become available and will give advice on grants and action that can be taken by other groups and individuals

The Council will monitor the effectiveness of Article 4 (2) Directions and the up-take of grants and will review the progress of enhancement proposals on a regular basis.

Acknowledgements

The cover illustration, the drawing below and those of the old post office and the Star public house were produced by James Openshaw for the London Borough of Richmond upon Thames.



Hampton Hill Dairy

Other publications

The London Borough of Richmond upon Thames has also published the following information.

Planning Information Leaflets

- no. 1 Conservation Areas
- no. 2 Listed Buildings
- no. 3 Historic Buildings
- no. 4 Historic Buildings: Maintenance and Repair
- no. 5 Trees: Legislation and Procedure
- no. 6 Buildings of Townscape Merit

Design Guidance Leaflets

- no. 1 Design Guidelines for Shop-fronts and Shopsigns
- no. 2 Design Guidelines for Car Parking in Front Gardens
- no. 3 Design Guidelines for External Alterations to Houses
- no. 4 Design Guidelines for House Extensions
- no. 5 Trees: Landscape Design, Planting and Care
- no. 6 Guidelines for Small Housing Sites
- no. 7 Guidelines for the Siting of Satellite Dishes and other Communications Apparatus
- no. 8 Design Guidelines: Wildlife in Gardens
- no. 9 Design Guidelines for nature Conservation and Development
- no. 10 Security by Design

Conservation Area Studies

- Area 1: Barnes Green
- Area 2: Kew Green
- Area 9: Twickenham Green
- Area 10: Trafalgar Road
- Area 11: Hampton Court Green
- Area 12: Hampton Village
- Area 18: Hampton Wick
- Area 25: Castelnau, Barnes*
- Areas 27 & 37: Teddington Lock and High Street, Teddington
- Areas 30 & 31: St. Matthias and Sheen Road
- Area 38: Hampton Hill High Street*
- Areas 49 & 24: Crown Road and Twickenham Park, St. Margaret's*
- Area 57: Old Deer Park

Article 4 Guidance

- Barnes Green Study: The Lion Houses
- Hampton Wick Study: 10-12(even) Lower Teddington Road, 75-79(odd) High Street, 52-58(even) and 60-70(even) Park Road.*
- Crown Road and Twickenham Park Study: nos. 1-13 Park Cottages*
- Castelnau Study: nos. 1-7 Castelnau Row*
- Hampton Hill Study: 91-93 High Street*