

# Building of Townscape Merit

Assessment of BTM status

16, 18, 20, 22, 24 St Margarets Road,  
Twickenham

Consultation Draft

April 2024

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### **Buildings of Townscape Merit Assessment**

The criteria for deciding whether buildings or structures should be included within the buildings of townscape merit are derived from the Richmond Upon Thames SPD '*Buildings of Townscape Merit*' (2015). The criteria were developed alongside advice from relevant guidance such as the Historic England Advice Note No.7 – Local Heritage Listing.

The criteria to be utilised include:

- *Any building or structure which dates from before 1840.*
- *Later buildings or structures which are considered to be of definite quality and character, including the work of important architects and builders.*

*Particular attention will be paid to buildings which:*

- a) *Have important historic associations, in terms of famous people or events;*
- b) *Illustrates an important aspect of social or economic history or use;*
- c) *Represent an exceptionally good example of a specific and distinctive architectural style;*
- d) *Demonstrate excellence in building craftsmanship, use of materials, technical innovation, architectural features and detailing;*
- e) *Form part of a distinctive and cohesive group of buildings;*
- f) *Retain its original architectural interest and integrity, and not subject to insensitive alterations;*
- g) *Have landmark quality or make a unique and positive contribution to the quality of the townscape or an open space.*

Where a building is to be considered as a potential candidate as a BTM, it has been assessed against the above criteria, the results of which are detailed below.

Address	16, 18, 20, 22, 24 St Margarets Road
Description	<p>These buildings were designated as Buildings of Townscape Merit in September 1988. They are not within a Conservation Area.</p> <p>16-24 St Margarets Road form parts of two early 20<sup>th</sup> century terraces along the northern side of St Margarets Road. They are two storeys in red brick and render with a double-height bow or canted bay window and a projecting gable above the entrance door. The clay tiled roof slope is punctuated by a few rooflights, and stock brick chimneystacks are spaced evenly between properties. All doors and windows are non-original, and many have been replaced with uPVC units. Nos.16-24 are of similar style and condition to the neighbouring properties along St Margarets Road, with no distinguishing features.</p> <p>These terraces were some of the last to be built in the surrounding area, which is characterised by late-19<sup>th</sup> to early 20<sup>th</sup> century residential development. As a group they comprise a stretch of early 20th century suburban development infilling a gap left by the grander Victorian houses to the north and south.</p> <p>16-24 have been subject to unsympathetic alterations and the introduction of unsympathetic modern materials. They have lost their original windows which, on modest, architecturally undistinguished houses such as these, would arguably have been one of their strongest features. These have been replaced with unsympathetic uPVC units with varying glazing patterns and opening types. They have also lost their original doors, and a couple of the porches beneath the projecting gables have been infilled.</p>
Assessment against criteria	<p><b><i>(a) Have important historic associations, in terms of famous people or events.</i></b> These buildings do not have any important historic associations.</p> <p><b><i>(b) Illustrates an important aspect of social or economic history or use.</i></b> These buildings do not illustrate an important aspect of social or economic history.</p> <p><b><i>(c) Represent an exceptionally good example of a specific and distinctive architectural style.</i></b> These buildings do not represent an exceptionally good example of a specific and distinctive architectural style. They are of simple design, forming a typical example of early 20th century residential terraces, in no particular architectural style.</p> <p><b><i>(d) Demonstrate excellence in building craftsmanship, use of materials, technical innovation, architectural features and detailing.</i></b> These buildings do not demonstrate excellence in building craftsmanship or use of materials. They are built in red brick and render with clay tile roofs, all common materials of the period and in the area.</p>

	<p><b><i>(e) Form part of a distinctive and cohesive group of buildings.</i></b> The buildings form part of two terraces along the north side of Richmond Road. The cohesiveness of these terraces has been diminished through the installation of unsympathetic doors and windows, infilling of porches, and painting of front elevations.</p> <p><b><i>(f) Retains its original architectural interest and integrity, and not subject to insensitive alterations.</i></b> These buildings, through unsympathetic alterations, have lost their architectural interest and integrity. They therefore no longer meet this criterion.</p> <p><b><i>(g) Have landmark quality or make a unique and positive contribution to the quality of the townscape or an open space.</i></b> These buildings do not have landmark quality and now make a neutral contribution to the townscape due to the level of alteration. They therefore no longer meet this criterion.</p>
Recommendation	It is proposed to remove the BTM designation from 16, 18, 20, 22, 24 St Margarets Road.



# Building of Townscape Merit

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354 Richmond Road, Twickenham

Consultation Draft

April 2024

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### **Buildings of Townscape Merit Assessment**

The criteria for deciding whether buildings or structures should be included within the buildings of townscape merit are derived from the Richmond Upon Thames SPD '*Buildings of Townscape Merit*' (2015). The criteria were developed alongside advice from relevant guidance such as the Historic England Advice Note No.7 – Local Heritage Listing.

The criteria to be utilised include:

- *Any building or structure which dates from before 1840.*
- *Later buildings or structures which are considered to be of definite quality and character, including the work of important architects and builders.*

*Particular attention will be paid to buildings which:*

- h) *Have important historic associations, in terms of famous people or events;*
- i) *Illustrates an important aspect of social or economic history or use;*
- j) *Represent an exceptionally good example of a specific and distinctive architectural style;*
- k) *Demonstrate excellence in building craftsmanship, use of materials, technical innovation, architectural features and detailing;*
- l) *Form part of a distinctive and cohesive group of buildings;*
- m) *Retain its original architectural interest and integrity, and not subject to insensitive alterations;*
- n) *Have landmark quality or make a unique and positive contribution to the quality of the townscape or an open space.*

Where a building is to be considered as a potential candidate as a BTM, it has been assessed against the above criteria, the results of which are detailed below.

Address	354 Richmond Road
Description	<p>This building lies within the Richmond Road East Twickenham Conservation Area, designated by the London Borough of Richmond upon Thames in September 2003.</p> <p>It was designated as a Building of Townscape Merit in January 1991.</p> <p>354 Richmond Road is an early 20<sup>th</sup> century shop unit with residential accommodation above. It is three storeys, in red brick with a slate mansard roof and dormer. It is situated on the southern side of Richmond Road and forms part of one of the original Edwardian shopping parades which define the character of the area. These were constructed during a period of intense development between 1897 and 1908, transforming Richmond Road from a predominantly rural area to a more densely developed suburb.</p> <p>354 has been subject to unsympathetic alteration and the introduction of unsympathetic modern materials. The original sash windows have been replaced with uPVC units with top-opening casements. All original shopfront features apart from the pilasters and corbels have been lost. The shopfront itself is of a very poor design, with an overly large plastic fascia, aluminium door, and modern signage. The excessively bright colour draws the eye to these detracting features.</p> <p>The designation of individual shop units along the parade, prior to the designation of the Conservation Area, implies they were designated based on the individual quality of the shopfront rather than the townscape quality of the wider parade. An approved planning application dated 04/07/1991 for works including “new shopfront” suggests that the original shopfront was removed shortly after designation as a BTM.</p>
Assessment against criteria	<p><b><i>(a) Have important historic associations, in terms of famous people or events.</i></b> The building does not have any important historic associations.</p> <p><b><i>(b) Illustrates an important aspect of social or economic history or use.</i></b> The building does not illustrate an important aspect of social or economic history or use.</p> <p><b><i>(c) Represent an exceptionally good example of a specific and distinctive architectural style.</i></b> The building does not represent an exceptionally good example of a specific and distinctive architectural style. It is a typical Edwardian shop, built in no particular architectural style.</p> <p><b><i>(d) Demonstrate excellence in building craftsmanship, use of materials, technical innovation, architectural features and detailing.</i></b> The building does not demonstrate excellence in building craftsmanship or use of material. It is in red brick with a slate roof, both very common materials in the area.</p>



	<p><b><i>(e) Form part of a distinctive and cohesive group of buildings.</i></b> The building forms part of the wider parade of Edwardian shops along the south side of Richmond Road.</p> <p><b><i>(f) Retains its original architectural interest and integrity, and not subject to insensitive alterations.</i></b> The building has been subject to unsympathetic alterations to the shopfront and windows, resulting in the loss of architectural interest and integrity. It therefore no longer meets this criterion.</p> <p><b><i>(g) Have landmark quality or make a unique and positive contribution to the quality of the townscape or an open space.</i></b> The building does not have landmark quality and now makes a neutral contribution to the townscape due to the level of alteration. It therefore no longer meets this criterion.</p>
Recommendation	It is proposed to remove the BTM designation from 354 Richmond Road. However, it will remain within the Conservation Area.

