

KEW

Village Planning Guidance

Supplementary Planning Document | July 2014

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I. Introduction

The purpose of this Village Planning Guidance Supplementary Planning Document (SPD) is primarily to establish a vision and planning policy aims for, and assist in defining, maintaining and enhancing the character of, Kew Village, and to provide guidance in this regard. The SPD forms part of the wider Village Plan.

By identifying key features of the village, the SPD clarifies the most important aspects and features that contribute to local character to guide those seeking to make changes to their properties or to develop new properties in the area, as well as being a material conservation in determining planning applications.

The core of this SPD is a series of character area assessments for the component areas of Kew. These character areas have been identified through the similarity of key features that are deemed to define their local character. The assessments establish dominant features and materials as well as an overall description of the street pattern and housing types.

The London Borough of Richmond upon Thames has been divided into a series of smaller village areas. Each village is distinctive in terms of the community, facilities and local character – as are many sub areas within the villages.

The villages of the London Borough Richmond upon Thames are attractive with many listed buildings and conservation areas, the local character of each being unique, recognisable and important to the community and to the aesthetic of the borough as a whole.



Kew Village Planning Guidance SPD area

The boundary for the SPD is based on the Village Plan areas defined by local residents through the 'All-in-One' survey in 2010. In the case of Kew the SPD includes all the Kew Road Conservation Area to avoid it being split between two villages

- taking account of physical and administrative boundaries, including conservation area boundaries to avoid these being split between village areas; and
- how local communities viewed their local areas when asked through the Council's 2010 'All-In-One' survey.

This SPD has been produced by the Council working closely with the community. This has ensured that local residents, businesses and stakeholders have been genuinely involved in defining the important features – as well as the opportunities and threats – that define their local area.

The community was initially involved through:

- Drop in session at St Luke's Church, The Avenue (Nov 30th 2013)
- Resident walkabout around Kew (Dec 1st 2013)
- Online questionnaire (running Nov 30th to Dec 14th 2013)
- Stakeholder and business workshop (Jan 10th 2014, Royal Botanic Gardens Kew)

Following the above, the draft Village Planning Guidance was consulted upon between March 14th and April 7th. Comments could be provided via hard copy questionnaire or online. A drop in session was held on March 22nd at St Anne's Church, Kew Green. Resident and stakeholder comments have been used to develop the final SPD.

The Village Planning Guidance is complementary to the wider Village Plans that have been produced for each village area, which include issues and actions for continual improvement. The SPD fulfils the aim of residents having greater control and influence over planning and development decisions in their local area, being an adopted document under the London Borough of Richmond upon Thames statutory planning policy framework, and linking to the relevant Village Plan.



Consultation events for the Kew Village Planning Guidance SPD



2. Planning Policy and Wider Context

2.1. Planning policy framework

National Planning Policy

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The NPPF is a key part of the government's reforms to make the planning system less complex and more accessible. The framework acts as guidance for local planning authorities and decision-takers, both in drawing up plans and making decisions about planning applications. It must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions.

Regional Planning Policy

At a regional level, the London Plan adopted in 2011 is the overall strategic plan for London setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. This document has been adopted to ensure a longer-term view of London's development is taken when informing decision-making, development and investment.

Policy 4C in the London Plan refers to the Thames Policy Area stating that relevant boroughs, including Richmond,

must designate a Thames Policy Area in their Development Plan Documents. The boroughs must define the boundaries by taking into account: proximity to the Thames, contiguous areas with clear visual links between areas and buildings and the river, specific geographical features, areas and buildings which relate or link to the Thames. Kew Gardens and the River Thames section of Kew are designated in the Thames Policy Area in the London Plan.

Local Planning Policy

The London Borough of Richmond upon Thames current statutory planning policy framework is set out in adopted Plans which make up the Local Plan – being the Core Strategy, adopted in April 2009, and the Development Management Plan, adopted in November 2011. There is an online proposals map and also a range of guidance provided by way of Supplementary Planning Documents (SPDs) and Guidance for the area. This SPD will form part of the planning policy framework upon adoption. There is also a range of evidence base studies that the Council has undertaken which help to guide policy making.

The Council is preparing a Site Allocations Plan (SA Plan), which will include site-specific proposals for the whole borough, other than Twickenham town centre (which is already covered by the Twickenham Area

Action Plan). The SA Plan will become part of the Local Plan when adopted. The site-specific proposals in the SA Plan will look ahead over the next 15 years and be used to set out general principles for development and determine planning applications on these sites. Some SA Plan sites in Kew are included in Section 8 of this document, which goes into more detail on design objectives where appropriate. A full list of the SA Plan sites are provided in Appendix 2.



2.2. Key planning policies

SPDs cannot create new policies but expand on policies set out in higher plans, notably the Core Strategy (CS) and the Development Management Plan (DMP). This SPD relates to a considerable number of higher policies, notably:

CS Policy CP7: Maintaining and Improving the Local Environment

7.B All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued. Proposals will have to illustrate that they:

- (i) are based on an analysis and understanding of the Borough's development patterns, features and views, public transport accessibility and maintaining appropriate levels of amenity;
- (ii) connect positively with their surroundings to create safe and inclusive places through the use of good design principles including layout, form, scale, materials, natural surveillance and orientation, and sustainable construction.

DMP Policy DM DC 1 Design Quality

New development must be of a high architectural and urban design quality based on sustainable design principles. Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context.

In assessing the design quality of a proposal the Council will have regard to the following:

- compatibility with local character including relationship to existing townscape
- frontages, scale, height, massing, proportions and form
- sustainable development and adaptability, subject to aesthetic considerations
- layout and access
- space between buildings and relationship to the public realm
- detailing and materials

Whilst all adopted policies are applicable, those of particular relevance are: (A full list of relevant policies is appended).

CS Policy CP8: Town and Local Centres

Retail and town centre uses will be supported providing that it is appropriate to the role in the hierarchy of the centres, and respects the character, environment and historical interest of the area.

CS Policy CPI 1 River Thames Corridor

The natural and built environment and the unique historic landscape of the River Thames corridor within the Borough will be protected and enhanced.

DMP Policy DM OS 4 Historic Parks, Gardens and Landscapes

Parks and gardens as well as landscapes of special historic interest included in the Register compiled by English Heritage and other historic parks, gardens and landscapes ... (including Royal Botanic Gardens)... will be protected and enhanced.

DMP Policy DM HD 1 Conservation Areas – designation, protection and enhancement

Buildings or parts of buildings, street furniture, trees and other features which make a positive contribution to the character, appearance or significance of the area should be retained.

DMP Policy DM HD 2 Conservation of Listed Buildings and Scheduled Ancient Monuments

Preservation of Listed Buildings of special architectural or historic interest and Ancient Monuments and seek to ensure that they are kept in a good state of repair.

DMP Policy DM HD 3 Buildings of Townscape Merit

Preservation and enhancement of Buildings of Townscape Merit and the Council will use its powers where possible to protect their significance, character and setting.

DMP Policy DM HD 5 World Heritage Site

The Council will work with others, to protect, promote, interpret, sustainably use, conserve and where appropriate enhance the Royal Botanic Gardens Kew World Heritage Site and its setting including the buffer zone by conserving its Outstanding Universal Value, integrity, authenticity and significance.

3. Spatial Context

DMP Policy DM TP 9 Forecourt Parking

The parking of vehicles in existing front gardens will be discouraged, especially where

- this would result in the removal of architectural features such as walls, gates and paving, or of existing trees and other vegetation; or
- where such parking would detract from the streetscape or setting of the property.

Policy DM OS 11 Thames Policy Area

The special character of the Thames Policy Area (TPA), as identified on the Proposals Map, will be protected and enhanced by... ensuring development establishes a relationship with the river and takes full advantage of its location

2.3. Planning Policy Aims

This SPD reinforces the existing planning policy aims which have been established for Kew which seek to achieve the following:

- Maintain and protect the vitality and viability of Kew Gardens Station Parade as a shopping and service centre and the shopping parades at Kew Green and Sandycombe Road; continue to improve the environment at both sides of the Station.
- Ensure local character and historic buildings and features are retained and enhanced, particularly in the conservation areas at Kew Green, Kew Road and Lawn Crescent. Encourage the enhancement of the setting of Kew Palace.
- Work with the Royal Botanic Gardens and other key stakeholders including London Borough of Hounslow to protect the setting of the World Heritage site and the views from Kew generally, and to restore Kew riverfront.
- Maintain and improve residential areas through ensuring changes and extensions to houses are compatible with local character.
- Ensure that new development is appropriate in terms of scale and materials and includes sufficient car parking.

- Prevent an increase in car parking in front gardens where possible through planning control and publicising design guidance.
- Ensure that grass verges, street trees, vegetation and other trees important to the local townscape are retained.
- Reduce the impact of through traffic and congestion. Protect and improve views to the opposite Riverbank, notably Strand on the Green which is one of the most attractive urban views on the River, by making appropriate representations.
- Improve access to the riverside and towpath where opportunities arise, and the attractiveness of the Kew Pier area which is one of the tourist gateways to the Borough.
- Seek to improve health and youth facilities and to improve Kew Library on a larger site (possibly with other community uses) if a suitable opportunity becomes available.
- Provide small parks and children's play space in areas which are beyond walking distance of existing facilities, if opportunities arise.

2.4. Wider Context (Village Plans)

Village Plans have been developed for each of Richmond's 14 villages. Each Village Plan describes a vision for the village area and identifies what the Council will do and what local people can do to achieve the vision together. It sets out the key issues and priorities and provides background information on the village area. The Village Plans are maintained on the Council's website and are updated regularly as works are progressed. They cover a wide range of topics, including matters not within the remit of the SPD.

This Village Planning Guidance SPD forms part of the Village Plan by providing a formal planning policy document which can be used to guide new development that has responded to residents desire to have greater control and influence over planning and development decisions in their local area. The involvement of the local community in the production of the SPD has been essential in ensuring it is a genuine reflection of resident's priorities.

This section covers transport, green spaces, shops and services which are an essential part of the village's character. These are detailed below and, together with its historic assets, are mapped on the following pages.

Facilities in Kew

- Kew Retail Park is a shopping centre providing a wide range of high street names.
- Kew Gardens Station Parade.
- Royal Botanic Gardens Kew including gardens, educational facilities and venues for exhibitions and events.
- Local shopping parades at Kew Green and Sandycombe Road.
- The area has a number of schools and education establishments.
- National Archives.
- St Luke's House education centre provides a range of activities for all ages and includes a hall for local events. Kew Village also contains Kew Studio, a registered educational charity, offering opportunities for artists.
- North Sheen Recreation Ground has benefited from a new pavilion with community room.
- There are currently two GP practices, four dental practices and three pharmacies.
- Several churches.

Connectivity and accessibility

- A range of walking and cycling routes including National Cycle Route 4 (which runs from London to Fishguard in Wales and is part of the National Cycle Network).
- Bus, rail and tube services with a hub at Kew Gardens Station.
- Good quality bus infrastructure.
- Rail and underground connectivity at Kew Gardens Station.
- Boat trips from Kew Pier to London Westminster Pier are available taking approximately an hour and a half each way.

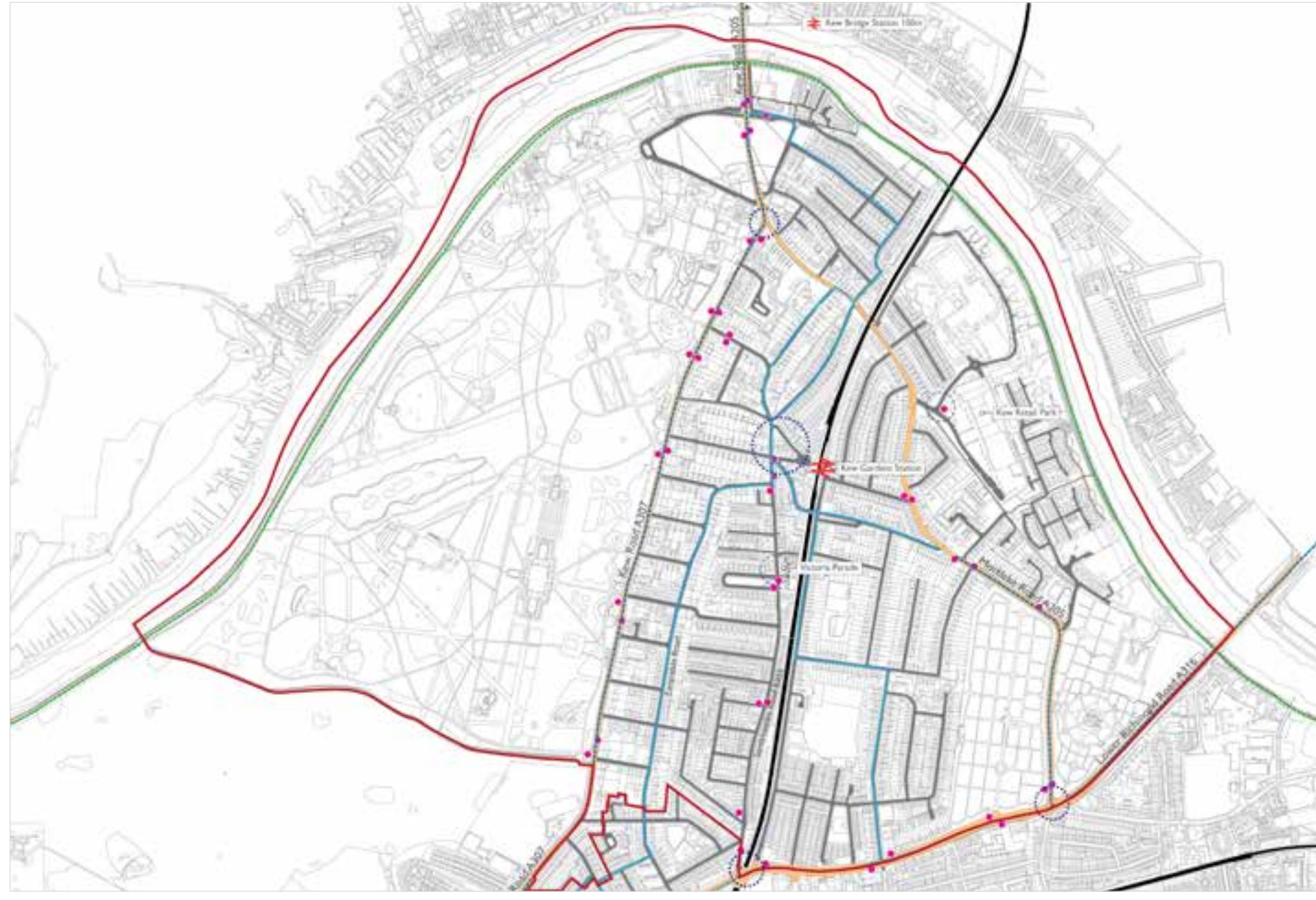
Green Infrastructure

- The Royal Botanic Gardens.
- Kew Green.
- North Sheen Recreation Ground.
- Westerley Ware Recreation Ground with new playground in 2012 and bee hives in 2013.
- North Sheen and Mortlake Cemeteries.
- A number of smaller green spaces.
- Links to the River Thames.
- The River Thames towpath.
- Railway line corridor.

Connectivity and Accessibility in Kew

KEY

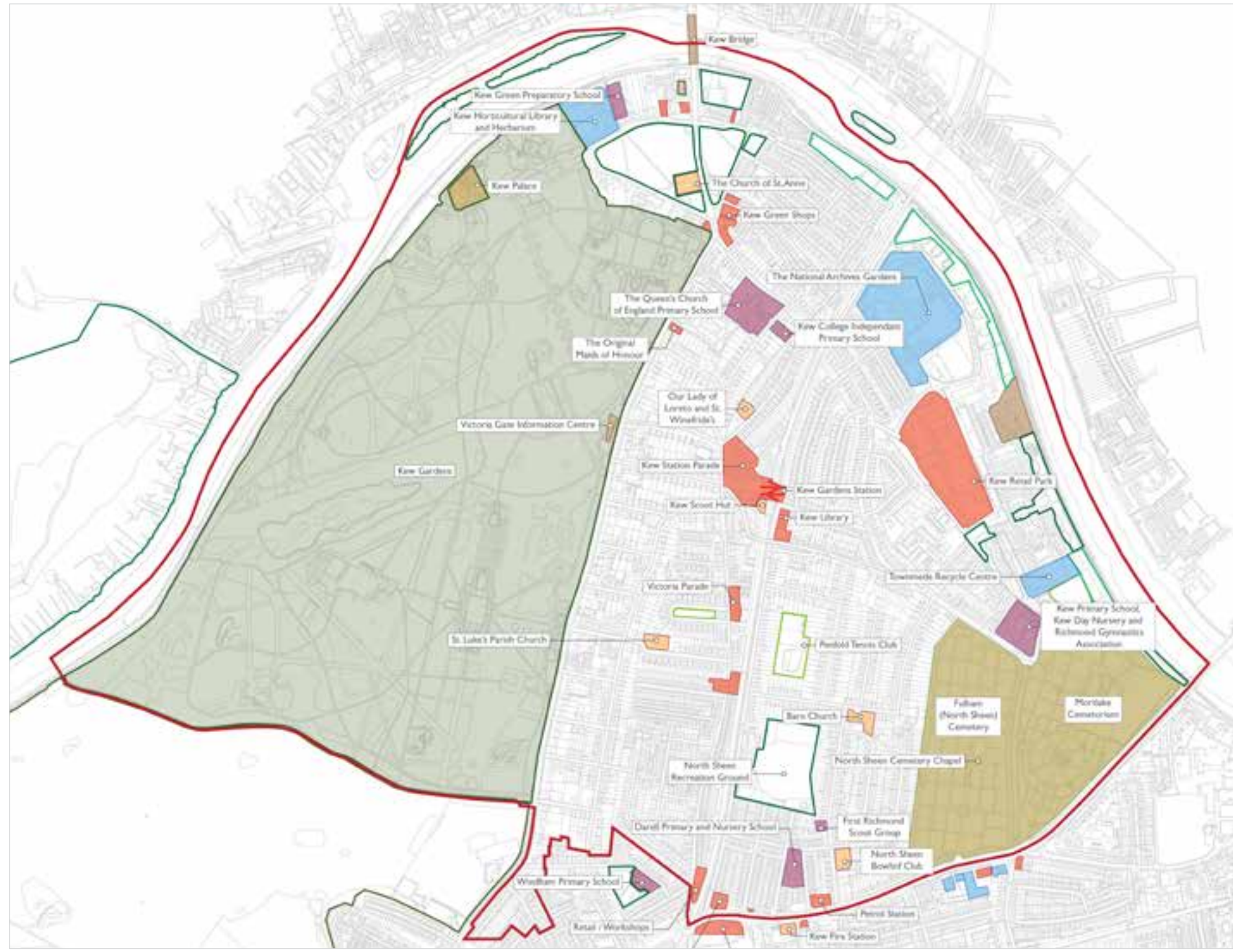
- SPD boundary
- Main road
- Minor road
- Public footpath
- Off road cycle path through green space
- Main road cycle routes
- Quiet cycle route
- Bus stop
- Primary node
- Secondary node
- Railway line
- Railway station



Facilities in Kew

KEY

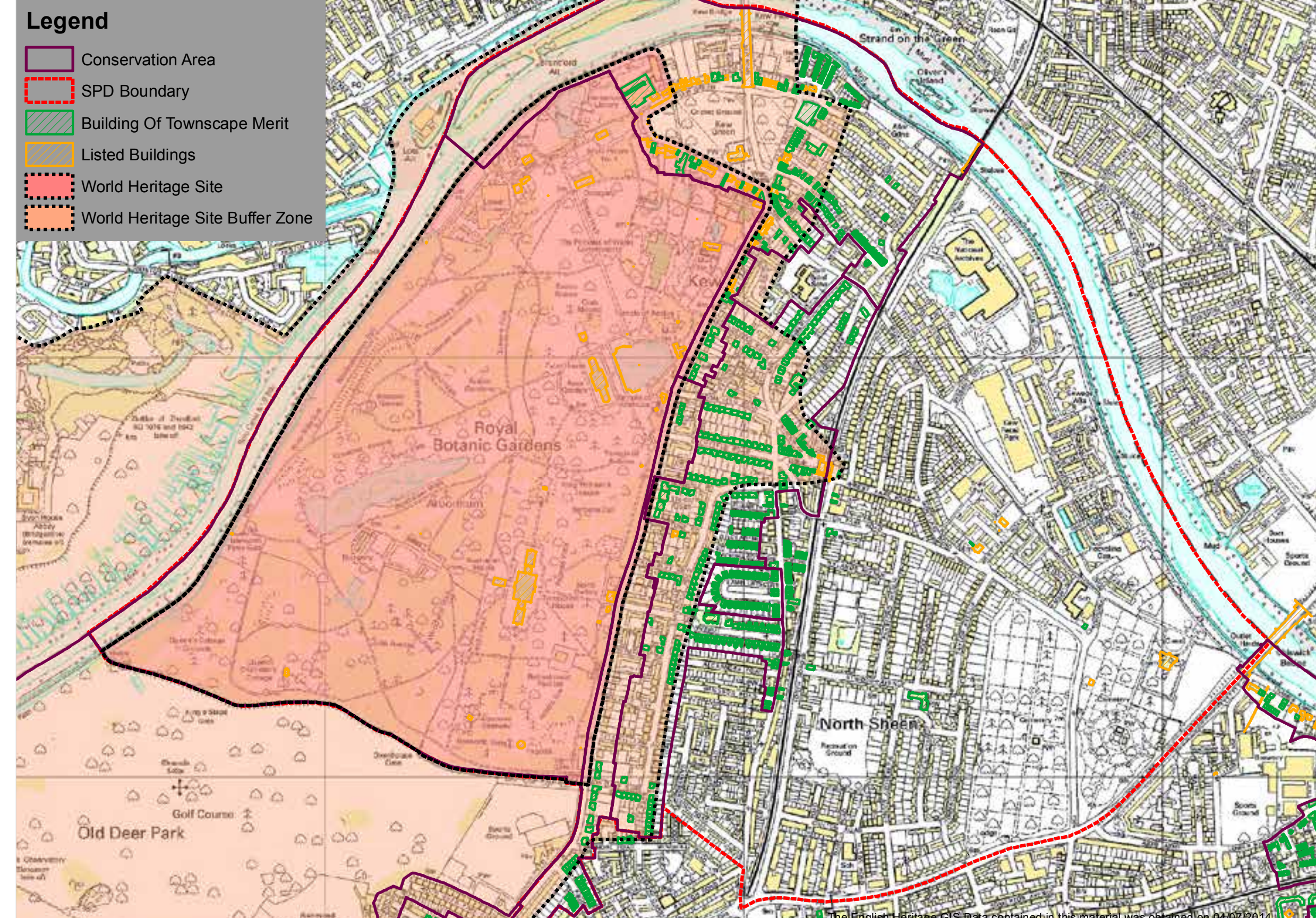
- SPD boundary
- Local Shops, Facilities, Restaurants, Bars and Cafes
- Community Leisure, Tourism
- Schools
- Employment
- Fulham (North Sheen) Cemetery
- Sewage Works / Infrastructure
- Public open space
- Other open land of townscape importance
- Metropolitan open land
- Play ground/Tennis court/Play area
- Kew Gardens



Green Infrastructure in Kew



Historic Assets in Kew



Note that Archaeological Priority Areas are recorded in the Development Management Plan

4. Vision for Kew

The vision for Kew is to maintain its character as a residential area.

Kew is enclosed on two sides by a bend in the River Thames. The river and related towpaths and open spaces are the defining features of the area. Key open areas include the Royal Botanic Gardens - a World Heritage Site - and Kew Green, which forms an important gateway to the Borough.

While Kew Green is fronted by grand Georgian and Victorian homes, to the north east of the Green are terraced cottages which create a more intimate urban character. Houses are more densely arranged in Kew than many other parts of the Borough with shorter set backs and fewer spaces between properties. Tree lined streets are a common feature through much of Kew. There has been major residential development at the Kew Riverside for contemporary apartments and houses in a landscaped setting.

There are conservation areas at Kew Green, Kew Road, Kew Gardens and Lawn Crescent.

The Royal Botanic Gardens is protected open land, as are Kew Green, North Sheen Recreation ground and Mortlake Cemetery.

There is a thriving local shopping centre at Kew Gardens Station and local parades at Kew Green and Sandycombe Road. These local centres are protected by planning policy.

The vision is based on maintaining the character of Kew as an attractive residential area with enhancement of community facilities. The setting for the Royal Botanic Gardens World Heritage site will be maintained and enhanced; Kew Garden Station shopping parade will continue to thrive and provide a shopping and service centre for residents and visitors; Kew Green and Sandycombe Road will continue to provide local shops and services; and the towpath and open spaces and pedestrian links across the railway maintained and enhanced where the opportunity arises.

5. Objectives

The Kew Village Planning Guidance SPD has been developed to meet the following objectives, which correspond to those in the Council's Design Quality SPD.

Identify local character – to identify local character and historic assets for enhancement or protection.

Promote high standards of design - to promote through high quality illustrative material and simple guidance and advice to local residents and businesses.

Development Management – to set design guidelines for householders, developers and the Council (in relation to public realm) to encourage high quality development and if possible avoid the need to refuse development proposals.

Implementation of schemes – to provide advice for householders and businesses that will help them achieve repairs and modernisation which respects local character.

Design Review – to provide a framework for the Council to use in reviewing the effectiveness of planning and other public realm decisions.

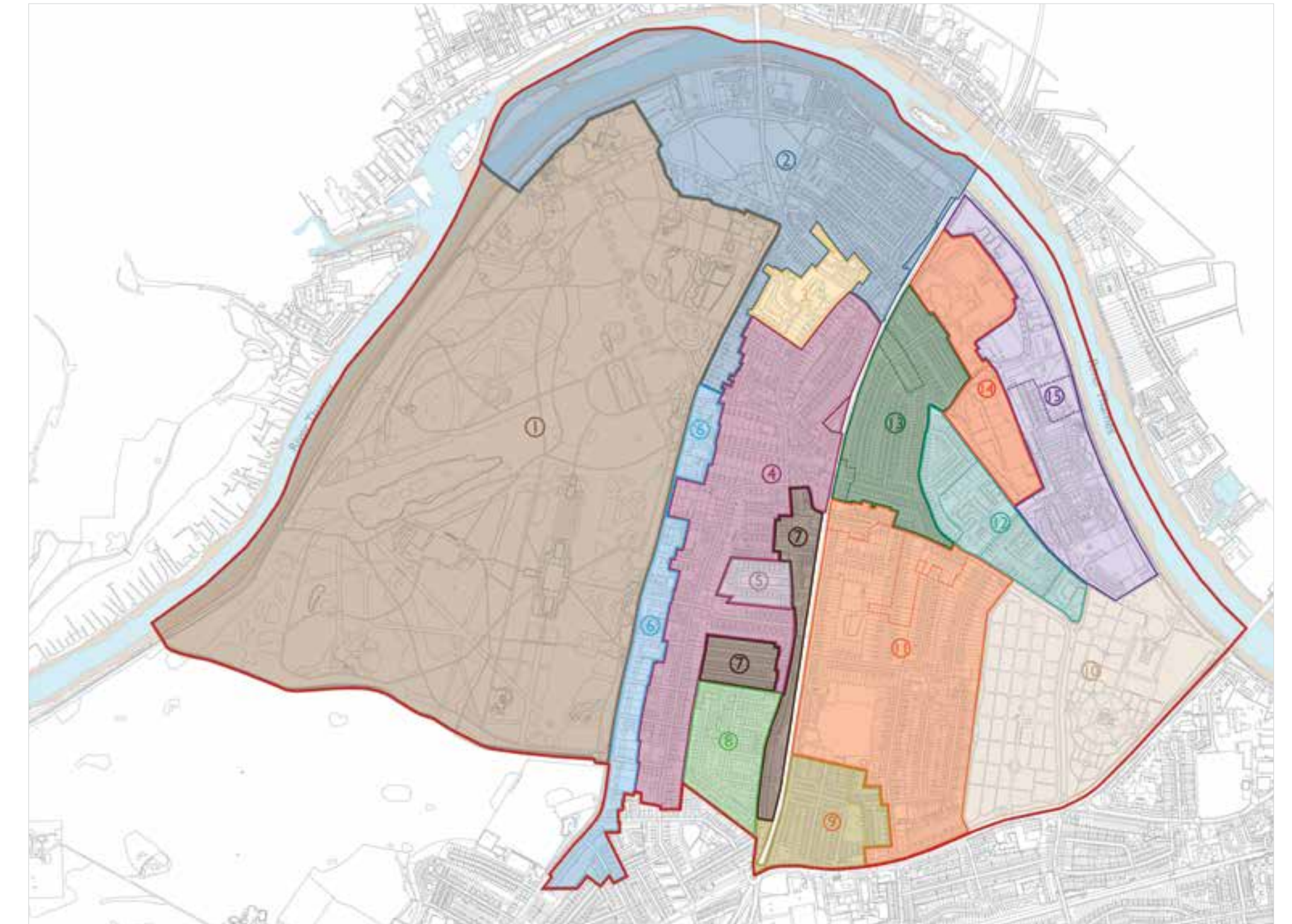
Local Policy Context - to identify those statutory policies (Core Strategy and Development Management Plan) which are essential to addressing local issues. (See paragraph 2.3 above and Appendix 1)

6. Character Area Assessments

The identification of the local character is one of the primary objectives of the SPD.

The character area assessments sub-divide the village into a smaller set of sub areas, some of which are further sub-divided.

Each has been identified by grouping properties with similar characteristics, features and materials which have been identified and captured.



Character Area Plan

Conservation Area I:

Royal Botanic Gardens, Kew

This provides a summary of the main characteristics of the conservation area.

More detailed information can be viewed using the link provided below.

The Royal Botanic Gardens are a significant Royal estate and illustrate significant periods in the art of garden design from the eighteenth to the twentieth century. The Royal Botanic Gardens Kew conservation area is bounded to the north-east by the backs of houses facing Kew Garden, to the east by Kew Road, the south by the Old Deer Park and to the west and north-west by the Thames.

The walls and views created by William Westfield (1840) are key features of the garden, still forming the main avenues and/or sightlines through the gardens. The riverside wall outside the Garden grounds is of great value and forms one of the more remarkable stretches of the 213 mile long Thames Path. The soft landscaping and absence of motor vehicles and buildings, adds to the quality of experience.

The Gardens were inscribed on the list of World Heritage Sites by UNESCO on 3rd July 2003 in recognition of their uninterrupted contribution to botanic and environmental science since 1759. The Royal Botanic Gardens now has its own comprehensive Landscape Master Plan which provides an overall vision for Kew Gardens with long term aims looking forward 30 years. A 'buffer' zone surrounds the Gardens in order to protect its setting.

The main considerations for conservation at the Royal Botanic Gardens are to conserve the outstanding universal values of this UNESCO World Heritage site and to ensure the Gardens are preserved as a unique historical asset. The landscape vision can be defined as conserving and interpreting the layered history of the Gardens in dialogue with a new contemporary layer representing the role of Kew Gardens in the twenty first century.

- Evolved from private estates of Frederick, Prince of Wales, and that of George II and Queen Caroline
- Grade I on the register of parks and Gardens of Special Historic Interest
- Features the landscape designs of Charles Bridgeman, 'Capability' Brown, William Chambers and William Westfield
- Contains 44 listed buildings including Kew Palace, the Temperate House, the Palm House, Queen Charlotte's Cottage and the Japanese Gateway
- Chambers 163ft tall pagoda of 1761 is a focal point of architectural distinction, visible above many trees obscuring the remainder of the otherwise level site
- Enclosed by high quality walls and gates

http://www.richmond.gov.uk/conservation_area_study



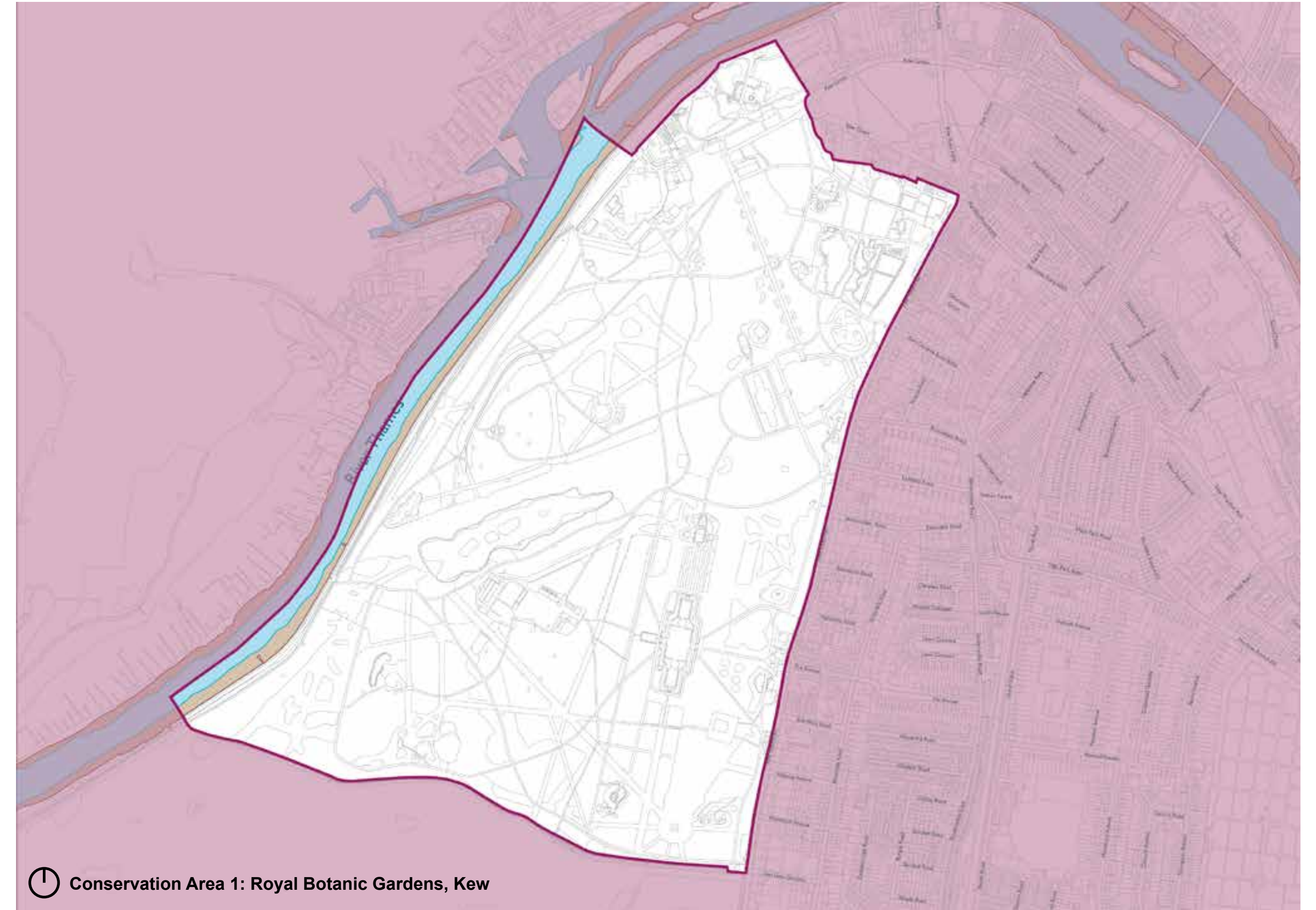
Kew Gardens



The Palm House



The Waterlily House



Conservation Area 2: Kew Green

This provides a summary of the main characteristics of the conservation area.

More detailed information can be viewed using the link provided below.

Character Summary

The boundaries of this area follow those of the conservation area. The character area takes in Kew Green and the buildings that surround it, the river bank to the north, and the residential streets to the east of the Green as far as the railway line, and the northern section of Kew Road. These form four sub-areas. This Character Area is exceptional in the consistent quality of its architecture and open spaces.

The Green is triangular and surrounded by eighteenth and nineteenth-century houses, together with a number of pubs, restaurants and shops. The Church of St Anne (1710-14) and the pond provide focal points for the two segments of this open space, which is bisected by the A205. The western side of the Green generally has a greater concentration of larger, grander houses than the east. The later nineteenth and twentieth-century residential streets to the east of the Green are largely well-maintained and preserved.

Main Characteristics

- Attractive, wide views across Kew Green and along the bend of the river
- High quality groups of eighteenth-century and nineteenth-century buildings
- Green spaces: Kew Green, the park on the east side of Kew Bridge and the riverside
- Tree-lined residential streets

http://www.richmond.gov.uk/conservation_area_study

***The Kew green conservation area study was published in 1994. Elements of the study have been updated in this section.**



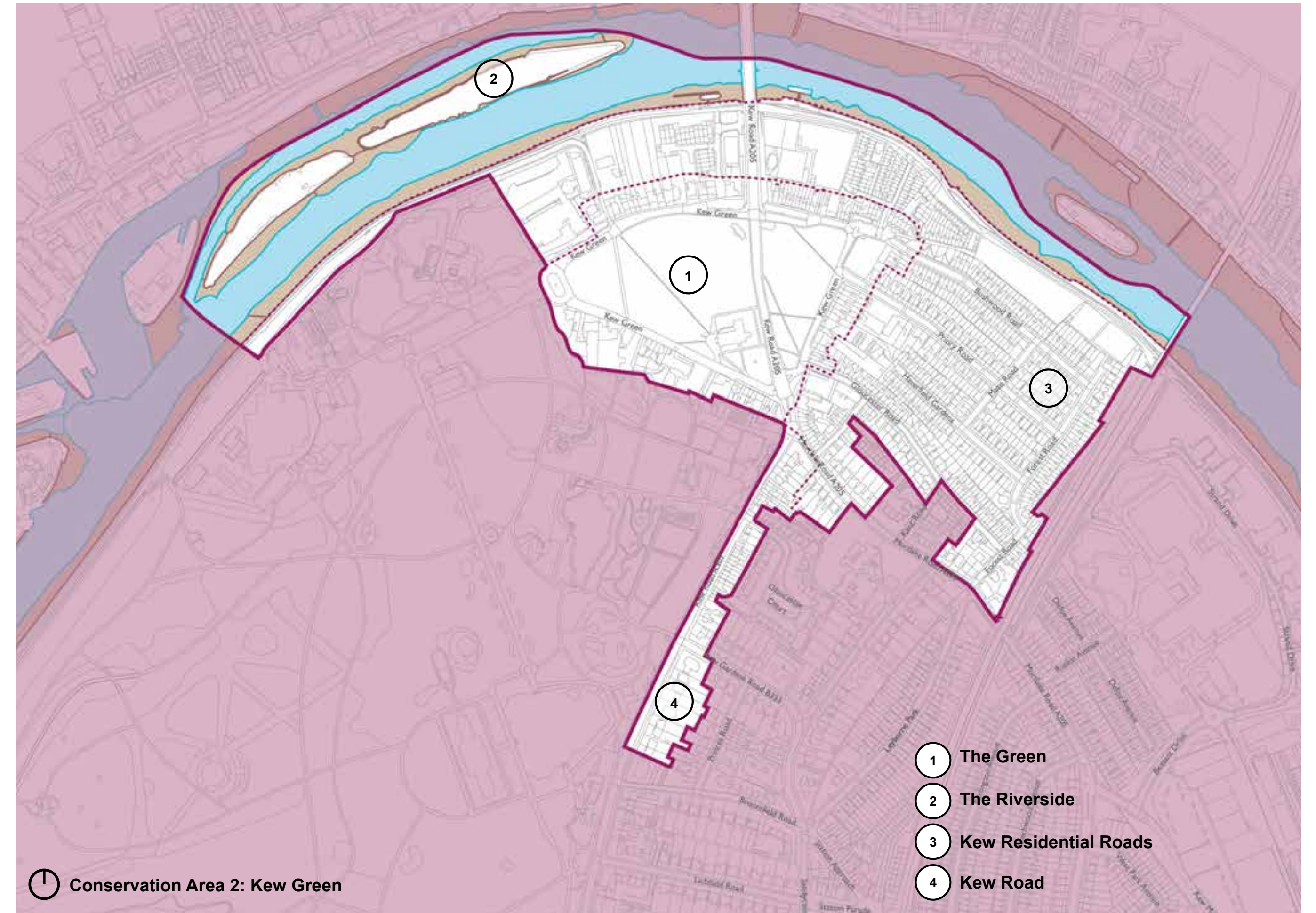
Kew Green



The Coach and Horses Hotel, Kew Green



Kew Bridge



Conservation Area 2: (continued)

Kew Green

This provides a summary of the main characteristics of the conservation area.

More detailed information can be viewed using the link provided below.

The Green

This is the heart of the conservation area and is one of the focal points of Kew. It is an attractive open space including Kew Cricket Club pitch surrounded by an exceptional group of large eighteenth and nineteenth century houses, many of which are listed. The A205 bisects the Green, though the impact of the traffic is partly mitigated by planting, with mature trees adding greatly to the appearance of the area. Important features include St Anne’s Church on Kew Green (west), the pond on Little Green (east), K-6 type telephone box and Queen Elizabeth Gate to the Royal Botanic Gardens.

The Kew Green Conservation Area Study listed several ‘problems and pressures’ which have largely been resolved. There seems to be little in the way of unsympathetic change to front elevations, boundaries and shop fronts now and there are few examples where the front boundaries to properties could be improved. Signage to the river, although not highly visible, is shown on tasteful signposts. The Coach and Horses car park, development site and ‘hoarding around no.6’ are also no longer an issue for the Green having now been developed and the car park moved to the rear.

Dominant Materials and Features:

- Red and stock brick laid to Flemish bond render
- Parapet roofs
- Pitched roofs
- Timber sash windows
- Chimneys
- Planting
- Ironwork including historic metal railings
- Gables

The Riverside

The riverside path provides a green and peaceful aspect to the conservation area.

There are broad views created by the bend in the river which are particularly dramatic looking towards Kew Bridge. The character of the path is quite different on one side of Kew Bridge from the other. The east side is lined by small terraces of nineteenth-century cottages with open spaces - a playground, communal greens, an allotment and a bowls and tennis club. There are also views of the north bank along this stretch and its remarkable group of historic houses. Immediately to the west of the bridge are twentieth-century flats. It is then bordered by Ferry Lane, the new Herbarium and the wall of the Royal Botanic Gardens.

There is an excellent view over the wall of Kew Palace which then gives way to a service entrance to the Gardens and a car park. In summer the trees on Brentford Ait conceal much of the new development opposite on the north bank but in winter the new, high-rise blocks on the north bank are much more apparent.

The Conservation Area Study describes the area around Kew Pier as having poor quality surfacing, seating area, bollards, stanchions and litterbins. The quality of the street furniture along here is now new and smart. The Pier retains a slightly temporary appearance due to a mobile hut. The surfacing along the riverside path is unmade but this is in keeping with its more rural feel. The chicken wire fencing in several places along the east side that separates the path from the allotments and the bowling and tennis club is unattractive. There is now a sign at the Pier informing walkers of local points of interest and the majority of the boundaries to the terraced cottages are in good condition.

There are a few examples where the fronts of the houses have been altered or painted in an unsympathetic way, but the majority are well-preserved and maintained.

The most obvious change is to the backs of Bushwood Road where the roofs have large, box dormers which are out of character with the roof form.

Dominant Materials and Features:

- Stock brick
- Pitched roofs and timber sashes,
- ‘Heritage’-style bollards, railings and lighting
- Gables
- Windows
- Planting

Residential Roads

These roads comprise of good-quality nineteenth and early twentieth-century housing. The different developments all have a distinct character and style. Generally the houses are well-preserved and the groups retain their historic character. The streets are mainly paved with traditional-size concrete paving slabs and are lined with trees. A row of shops is located on the north side of the Mortlake Road (Mortlake Terrace) a number of which retain the original late nineteenth / early twentieth-century timber frontages.

The Conservation Area Study notes that much of the joinery on Gloucester Road

has been changed. It appears that many of these houses have subsequently been restored as the window joinery is now reasonably consistent, which could be as a result of the Article 4 Direction. However, some of the fretted bargeboards have been replaced with plainer versions on this street.

The concrete lampposts cited in the Study have not yet been replaced. Throughout this area a number of unsympathetic changes are apparent; roof lights, dormers, replacement front doors, the removal of original front walls and paths and front garden parking all detract from the character of these streets.

Dominant Materials and Features:

- Gables
- Bay windows
- Front gardens with boundary walls
- Tree-lined streets
- Pitched roofs
- Chimneys
- Porches
- Polychromatic brickwork
- Decorative bargeboards
- Distinctive glazing patterns

- Timber shopfronts on the north side of Mortlake Road to the south of Kew Green

- Views to the green
- Planting
- Ironwork

Kew Road

This area takes in the north part of the road, as it leads up to Kew Green. On the west side is the tall wall and Victoria Gate, Avenue Gate and Lion Gates of the Royal Botanic Gardens. On the east side a high boundary wall and mature vegetation punctuated by a number of gateways and houses dating from the eighteenth and nineteenth centuries, many of them listed. Many of the houses form short terraces or pairs. Gloucester Court, as the Conservation Area Study mentions, is a break in this consistent line of development.

The Original Maids of Honour building located near Gloucester Court on Kew Road is designated as a Building of Townscape Merit and is within the World Heritage Site buffer zone. The Maids of Honour bakery opened on Kew Road in 1887 and is still a well-known bakery today. The building was re-built after suffering

severe bomb damage during the Blitz. The new 1940s building has a distinctive Mock Tudor mix of painted pebbledash, red clay roof tiles, heavy timbering and casement windows. Beyond the Original Maids of Honour tea room the plots become larger and the houses date from the second half of the nineteenth as well as the twentieth century. Most of the houses are set back a short distance from the road behind boundary walls and small front gardens.

The problems and pressures affecting this sub area mentioned in the Conservation Area Study seem to still be relevant except that 276-348 Kew Road are now in good condition.

Dominant Materials and Features

- Tall brick wall of the Royal Botanic Gardens groups of eighteenth and nineteenth-century houses
- Detached, modern houses
- Stock brick
- Pitched roofs
- Timber sash windows
- Gables
- Parapet roofs
- Front gardens
- Ironwork

Proposed Actions

To consider reviewing and potentially widening the current Kew Green Conservation Area Article 4 Direction 1995.

To consider the opportunities to improve the environment at Kew Pier.

Character Area 3: Cumberland Road / Gloucester Court

Character Summary

Area 3 comprises Gloucester Court, a section of Cumberland Road, Mortlake Road, Kent Road and Hanover Close. It is worth noting that the area is surrounded by Kew Gardens Conservation Area and Kew Green Conservation Area. Area 3 is generally twentieth century development.

Gloucester Court

Built in the early 1930s Gloucester Court is a contained courtyard development of predominantly apartments with some housing. Buildings are 2-4 storey. The entrance off Kew Road is framed by an iron gate and two brick archways. The design of this group of buildings is consistent and the central courtyard contributes to a sense of open space and low density development

Dominant Materials and Features:

- White painted render
- Red/brown brick and red clay roof tiles
- Windows, chimney stacks and brickwork are distinctive features

Cumberland Road

This area comprises a section of Cumberland Road (not in the conservation area) and The Queen's Church of England Primary School, Kew. The building is single storey with a flat roof and is set back from the road. Fencing is concrete post and metal wire mesh.

Dominant Materials and Features:

- Front elevation has large areas of glazing
- Wide, white fascia boards
- White horizontal panelled cladding
- Hedgerows and hedgerow trees along the boundaries

Kent Road

The area around Kent Road includes blocks of apartments and housing that range between two-four storeys. Blocks have been developed at different times and materials vary but all were developed in the late twentieth century. They include four storey apartments at Kenmore Close, and Sandstone, a contemporary block of apartments to the rear and two storey, terraced housing on Hanover Close. Blocks are broadly grouped in a semi-courtyard layout. Surface level parking is provided.

Property boundaries are generally not defined by walls/fencing except along Mortlake Road which is defined by dwarf brick walls, hedgerows and hedgerow trees.

Dominant Materials and Features:

- Materials are varied but generally are brick (of different types and colours)
- Apartments have flat roofs/shallow pitched roofs and housing have pitched roofs
- Boundaries are not generally defined (except along Mortlake Road) but spaces are reasonably contained



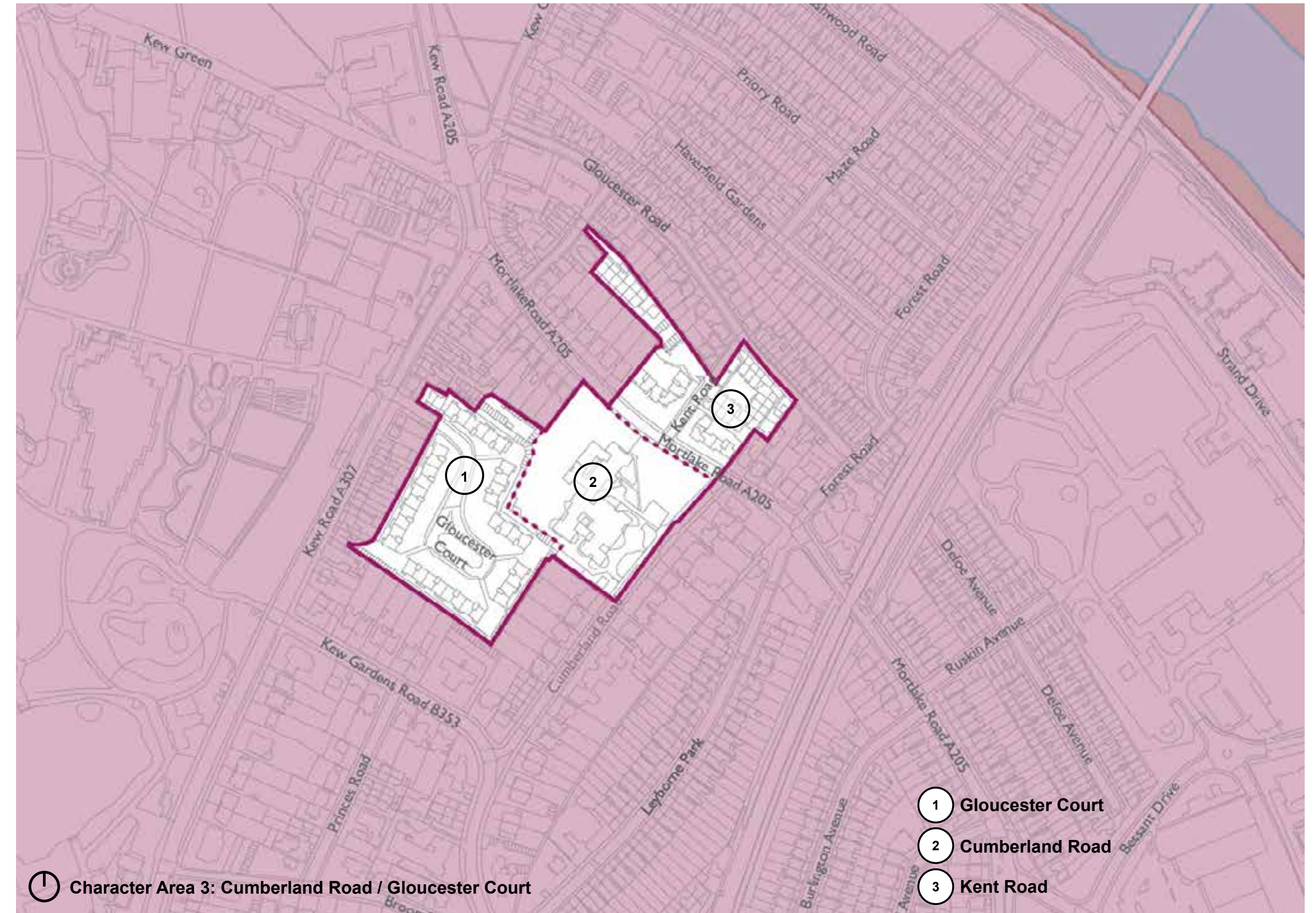
Gloucester Court



The Queen's Church of England Primary School



Kent Road



Character Area 3: Cumberland Road / Gloucester Court

- 1 Gloucester Court
- 2 Cumberland Road
- 3 Kent Road

Conservation Area 4: Kew Gardens

This provides a summary of the main characteristics of the conservation area.

More detailed information can be viewed using the link provided below.

Kew Gardens conservation area lies within suburban Kew around Kew Gardens Station. The development of this area of former fields and market gardens began following the opening of the Station in 1869. The conservation area adjoins Kew Green, Lawn Crescent, Kew Road, and the Royal Botanic Gardens. It is centred on the nineteenth century Grade II listed Kew Garden Station building which is the gateway to the area. The station is surrounded by shops and local amenities. There is an important approach and view from the station along the tree-lined avenue of Lichfield Road, and its large unspoilt detached villas, towards the Victoria Gate of the Royal Botanic Gardens. The area is generally characterised by residential streets of substantial two to two and half storey detached and semi-detached villas set in substantial garden plots with continuous front boundary walls or railings.

Ennerdale Road

The conservation area was extended to include Ennerdale Road in 2004. The north end of the road links onto Sandycombe Road which connects to the railway station. It is made up of Victorian and Edwardian houses standing at three storeys with several infill and replacement developments of flats. The area is predominately residential with fine mature landscapes, formed by a mixture of street trees and planting.

Dominant Materials and Features:

- Red brick
- Bay windows
- Low boundary walls
- Pitched roofs

Station Approach/Station Parade

The shops and cafes of Station Approach and Kew Station Parade form a distinctive and interconnected group of buildings with the station. There are a mix of scale and styles, of buildings with many fine traditional shop fronts including the single storey shop units nearer the station.

Station Parade and Station Approach together form a largely late Victorian shopping area. The curious single storey retail units immediately adjoining the station itself and all the shops in this area are regarded as key or secondary shopping frontages, and the individual properties make a valuable contribution to the character of the Conservation Area, providing levity to an otherwise high density Victorian layout.

Dominant Materials and Features:

- Red brick
- 3 storey buildings
- Archway access to the station
- Victorian building

Kew Station

Kew station is one of the few surviving nineteenth century stations on the North London Line; it is of two storey brick construction with prominent round headed window openings. Although the public realm outside the Station has been improved in recent years consider opportunities to further enhance this 'gateway' area.

Proposed Action

Consider opportunities to enhance the 'gateway' areas at either side of the Station.

http://www.richmond.gov.uk/conservation_area_study



Lichfield Road



Station Approach



Station Approach



1 Conservation Area 4: Kew Gardens

- 1 Ennerdale Road and surrounds
- 2 Station Approach / Station Parade
- 3 Kew Station

Conservation Area 5: Lawn Crescent

This provides a summary of the main characteristics of the conservation area.

More detailed information can be viewed using the link provided below.

Lawn Crescent conservation area is situated west of Sandycombe Road and east of Ennerdale Road. It was designated in recognition of the quality of the estate of houses around the central open space. The crescent was built as a single estate circa 1900, although a few buildings to the north and south appear to be as early as 1892.

Lawn Crescent is formed around an attractive central enclosed garden surrounded by twenty pairs of two storey red brick semi-detached houses. The properties are distinctive because of their shared detailing and the self-contained, and unusual elongated crescent layout with regular sized plots.

The well maintained and tranquil central garden is laid to grass and defined by well-constructed recent perimeter railings. A feature of the crescent is the gaps between the buildings giving glimpses beyond and adding interest at street level.

Dominant Materials and Features:

- Pitched roofs
- Dormer windows
- Shared front entrances
- Three centred brick arches
- Square bay windows
- French windows at first floor accessing onto balconies
- Rough cast rendered covered eaves
- Boundary brick walls
- Decorative bargeboards
- Street trees

http://www.richmond.gov.uk/conservation_area_study



Lawn Crescent




Lawn Crescent



Lawn Green



 Conservation Area 5: Lawn Crescent

Conservation Area 6: Kew Road

This provides a summary of the main characteristics of the conservation area.

More detailed information can be viewed using the link provided below.

The Kew Road Conservation Area links Richmond with the Royal Botanic Gardens. The conservation area includes all buildings fronting Kew Road between Broomfield Road and Christ Church with the exceptions of numbers 234-240 Kew Road.

One of the reasons for the designation was to protect frontage properties opposite the gardens. The area is predominantly residential, with fine, imposing, detached houses in mature gardens interspersed with modern low rise blocks of flats and town houses. Some houses are now used as private schools.

There are some good modern metal and wooden benches to the eastern side of the road.

The surviving houses are Victorian, interspersed by more modern residential flats. The overriding quality of the conservation area stems from the linear relationship between the street frontages and the wall to the Royal Botanic Gardens. This is emphasised by the mature planting in the Royal Botanic Gardens, along the broad footpath and in private gardens.

Dominant Materials and Features:

- Linear nature
- Victorian properties with a wealth of detail, including decorative bargeboards, balustrading and segmental bays
- Prominent chimneystacks
- Decorative bargeboards

http://www.richmond.gov.uk/conservation_area_study



Kew Road



Kew Road



The Original Maids of Honour, Kew Road



 Conservation Area 6: Kew Road

Character Area 7: Sandycombe Road and surrounds

Character Summary

This area takes in two neighbouring sub-areas that have a close architectural relationship with the adjoining parts of Kew Gardens Conservation Area. Windsor and Alexandra Roads are late nineteenth-century residential streets of compact, two-storey terraces that form their own sub area. The other takes in the east side of Sandycombe Road, south of High Park Road, which is lined with houses and shops. These too are modest, two-storey nineteenth-century buildings.

Main Characteristics

- Two-storey, nineteenth-century terraces with pitched roofs, timber sash windows and front gardens.
- The north end of Sandycombe Road has red-brick parades with mansard roofs, decorative glazing with some historic shopfronts.
- The streets are either tarmac or paved with traditionally sized concrete paving slabs and are lined with trees.

Alexandra Road and Windsor Road

The Alexandra Road and Windsor Road area essentially relate to the series of streets above within the Kew Gardens Conservation Area.

They are cul-de-sacs with continuous terraces of small houses. The houses on Windsor Road have bay windows on the ground floor but the road is slightly narrower resulting in smaller front gardens and an absence of street trees unlike Alexandra Road.

Dominant Materials and Features:

- Stock brick
- Timber sashes and front doors
- Bay windows
- Dwarf brick walls
- Front gardens
- Slate roofs
- Bay windows
- Chimneys

East Side of Sandycombe Road

The houses on the east side of Sandycombe Road are of a similar date to Alexandra and Windsor Roads but are on a relatively busy thoroughfare. Some of the ground floors have been converted into shops and many of the front elevations have been painted. North of the car dealership (no. 267) the scale of the buildings becomes slightly larger and purpose-built parades predominate providing a variety to the building heights and rooflines.

The materials of the buildings also change from stock brick frontages to red brick with more detail and embellishment.

In view of the pressure for redevelopment along Sandycombe Road there is a need to ensure that redevelopment proposals are sensitive to local scale and character (including heritage assets), and provide, amongst other things, sufficient parking and amenity space. The Victorian 'Tin Church' has been subject to redevelopment proposals. Redevelopment will only be acceptable if there is a high quality replacement building with replacement recreational space; relocation should be considered subject to there being a suitable site and viability.

Dominant Materials and Features:

- Stock brick
- Timber sashes and front doors
- Dwarf brick walls
- Front gardens
- Slate roofs
- Bay windows
- Chimneys
- Red brick
- Decorative glazing
- Historic shop fronts



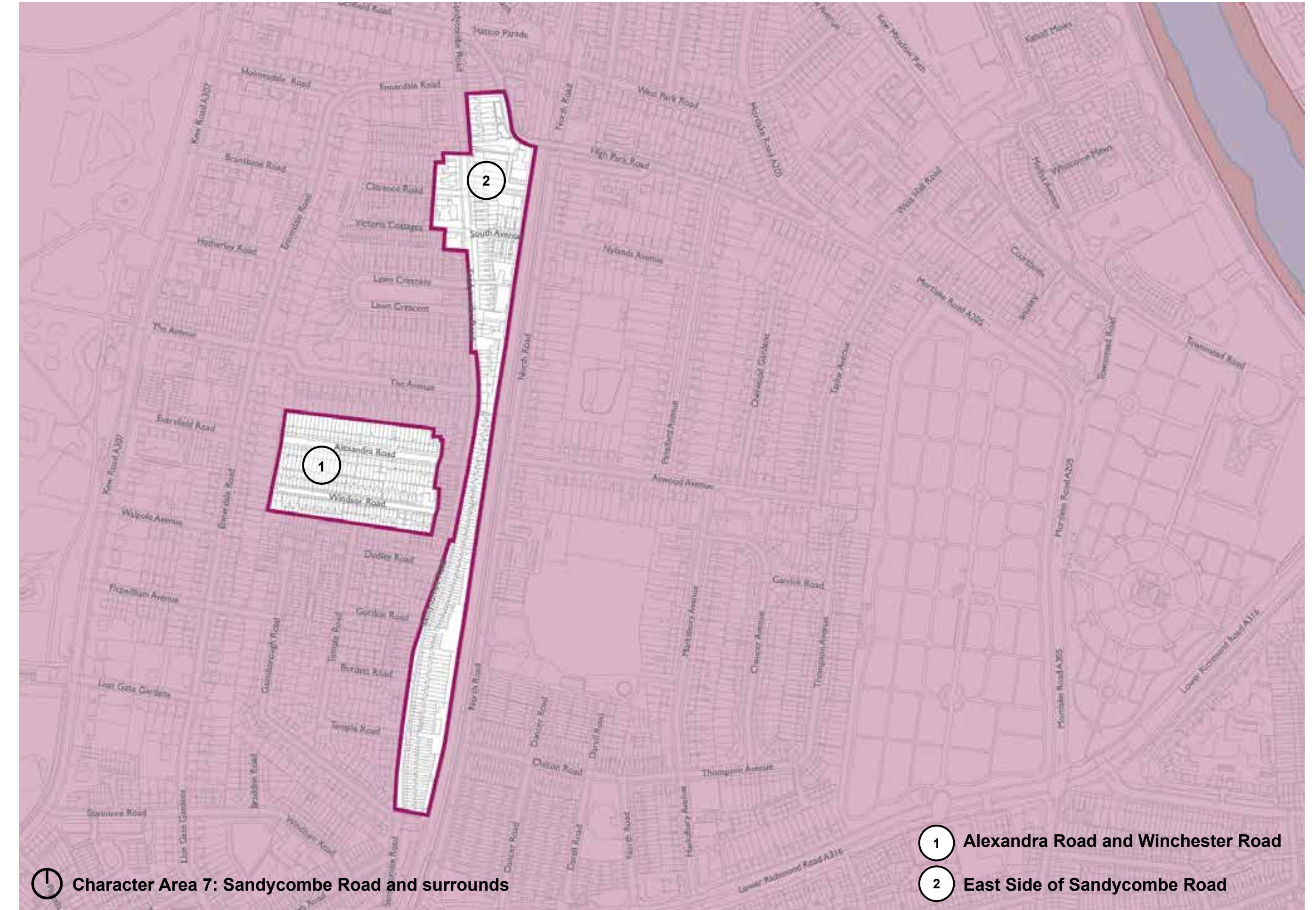
Victoria Parade, Sandycombe Road



Alexandra Road



Victoria Parade, Sandycombe Road



Character Area 7: Sandycombe Road and surrounds

1 Alexandra Road and Winchester Road

2 East Side of Sandycombe Road

Character Area 8:

Gainsborough Road / Temple Road and surrounds

Character Summary

This area includes a number of distinctive housing types that are typically more modern than much of the stock in Kew, ranging from 1970s and 1980s developments to inter war and post war brick terraces, alongside limited examples of period properties along Sandycombe Road. Properties generally have defensible front garden space and streets are treed (with the exception of Sandycombe Road).

Dominant Materials and Features:

- Stock brick
- Render
- Pitched roofs
- Machine-made tiles
- Chimneys
- uPVC windows
- Low boundary walls

Gainsborough Road, Temple Road and Surrounds

The layout of housing along Gainsborough Road has some characteristics of the 'Garden City' concept of planning developed in the inter war period. Streets covering the majority of this area, including Gainsborough Road, Temple Road, Burdett Road, Gordon Road and Dudley Road, are generally designed in rows and materials commonly used include yellow/brown stock brick and pale render, have pitched roofs with machine-made tiles and white uPVC windows.

From street to street the detailing of porches and the brickwork around the entrance to side alleys differ. Front gardens vary in size; some with gardens that have commonly been converted for parking and some with short frontages which are more consistently defined by low, brick boundary walls or hedgerows.

Dominant Materials and Features:

- Garden city characteristics
- Terrace rows
- Young street trees
- Yellow/brown brick and pale render
- Pitched roofs
- Chimneys
- Porches with pitched roofs, street by street differing style of porch
- Low brick walls/hedgerows and defensible space with parking on street

Sandycombe Road

The semi-detached houses in the sub-area on Sandycombe Road form a distinct type from the simple terraces being of late Victorian stock reflecting a design typical of housing across Kew. They have well-preserved frontages with porches and pitched roof gables.

Dominant Materials/Features:

- Red brick; render
- Timber sashes
- Slate roofs
- Porches
- Gables with applied half-timbering and bargeboards
- Front gardens
- Timber front gates

West of Temple Road / North of Gainsborough Road

A more recently developed area is located in the north-western corner of Area 8 comprising two-three and a half storey dense rows of courtyard-style housing. Materials typically consist of red/brown brick, roofs are pitched, windows have white materials.

Some properties have porches with colonnade features. Car parking arrangements vary, including some adjacent but separate courtyards/ garages. Boundary treatments are characteristic of the adjoining roads but are typically higher.

Dominant Materials and Features:

- Red/ brown brick
- Two-three and a half storeys (including sky lights)
- Pitched roofs
- Colonnades and porch roofs
- Staggered build lines along frontage
- Buildings grouped



Dudley Road



Temple Road



Gainsborough Road



Character Area 9:

Chilton Road and surrounds

Character Summary

This character area is strongly defined by neat streets of two-storey, uniform terraces which were already being laid out and built by 1902. Most houses belong to the same development and are terraces of houses which compositionally form pairs with adjoining front doors. The elevations of the houses are restrained, but nevertheless attractive and largely well-preserved. Darell School, built c.1906, and designed in the Queen Anne tradition of London Board Schools, stands within these terraces on Niton Road.

The character area has one sub-area of rendered houses which have bay windows on the ground floor. Along the south edge of North Sheen Recreation Ground are a few short terraces, built slightly later than the rest of the area. These have not been included as a distinct sub-area since they are not experienced as a whole and they integrate well with the surrounding houses.

Main Characteristics

- Ordered streets of terraces and semi-detached two-storey houses
- The houses have gables, timber sashes, pitched roofs and chimneys
- Small front gardens with dwarf, brick walls
- Quiet, tree-lined streets with either tarmac pavements or traditional size concrete paving slabs

North Road, Dancer Road and Darell Road

These roads are characterised by predominantly one type of housing which are largely very well preserved. The houses are terraces built from stock brick with red brick dressings. Compositionally they are pairs with adjacent front doors. Each house has a projecting bay under a gable. They have small front gardens which, being too small for parking, survive as such, even if the boundary walls have been replaced. Adjacent to North Sheen Recreation Ground are short terraces of two-storey houses (with gables at either end). The elevations have brick ground floors and pebbledash, rendered upper floors.

Dominant Materials and Features:

- Stock brick (laid to flemish bond) with red brick dressings
- Gables with decorative bargeboards and fishscale hung-tiles
- Projecting bays
- Chimneys
- Timber, sash windows with decorative glazing

East of Darell Primary School

To the east of the school are a few streets of simple, rendered, single-bay, semi-detached houses.

Dominant Materials and Features:

- Sash windows
- Rendered elevations
- Bay windows
- Pitched roofs with clay tiles

Proposed Actions

- Explore the potential to designate Darell Primary School as a Building of Townscape Merit
- Explore the potential to designate this area as a Conservation Area supported by an Article 4 Direction



Darell Road



Darell Primary and Nursery School



Niton Road



1 Character Area 9: Chilton Road and surrounds

- 1 North Road, Dancer Road and Darell Road
- 2 East of Darell Primary School

Character Area 10:

Mortlake Road / North Sheen Cemetery / Mortlake Crematorium

Character Summary

This character area comprises North Sheen Cemetery and Mortlake Cemetery which together form a significant open space. They form two separate sub areas divided by the A205 which runs north-south between them.

North Sheen Cemetery was opened in c.1909 and is laid out on a grid of paths with formal planting and a Gothic chapel near the centre.

Mortlake Cemetery was opened in 1926 and is also formally planted with grids of paths. Mortlake Crematorium lies in the southern half of Mortlake Cemetery, and is surrounded by hedges. It is a listed building dated from c.1939, designed by Douglas F. Barton. Mortlake Cemetery also contains the listed Hammersmith Memorial to World War II Civilian Dead and an unlisted Gothic chapel.

Both cemeteries have red brick boundary walls and railings with grand entrance gates. The north boundary of North Sheen Cemetery has later railings. The surrounding 'A' roads are busy arterial routes and an unpleasant environment for pedestrians.

North Sheen Cemetery

North Sheen Cemetery is well tended and laid out along a grid of concrete paths. The graves form ordered rows and although not uniform headstones tend to be simple. A range of specimen trees are planted throughout which prevent views from one end to the other, though the general impression is of an open area. The boundaries are more densely planted. In the centre is the picturesque cemetery chapel with a small bell turret.

Dominant Materials and Features:

- Red brick boundary walls with stone dressings and iron railings
- Grand, iron gates
- Planting
- Gothic chapel
- Mature trees
- Stone monuments and graves

Mortlake Cemetery

This has a similar character to North Sheen Cemetery though in places the density of graves seems greater. The same ordered paths and planting characterise the layout but here the paths form a radius south of the crematorium around two chapels. The crematorium is a large, red brick building surrounded by hedges.

There are gabled, red brick entrance lodges by the gates on Clifford Avenue and the South Circular.

Dominant Materials and Features:

- Red brick boundary walls with stone dressings and iron railings
- Grand, iron gates
- Planting
- Well-kept lawn
- Red brick lodges
- Red brick crematorium
- Mature trees
- Stone monuments and graves

Proposed Actions

Explore the potential for the unlisted chapels, lodges, gates and railings to be designated as Buildings of Townscape Merit.



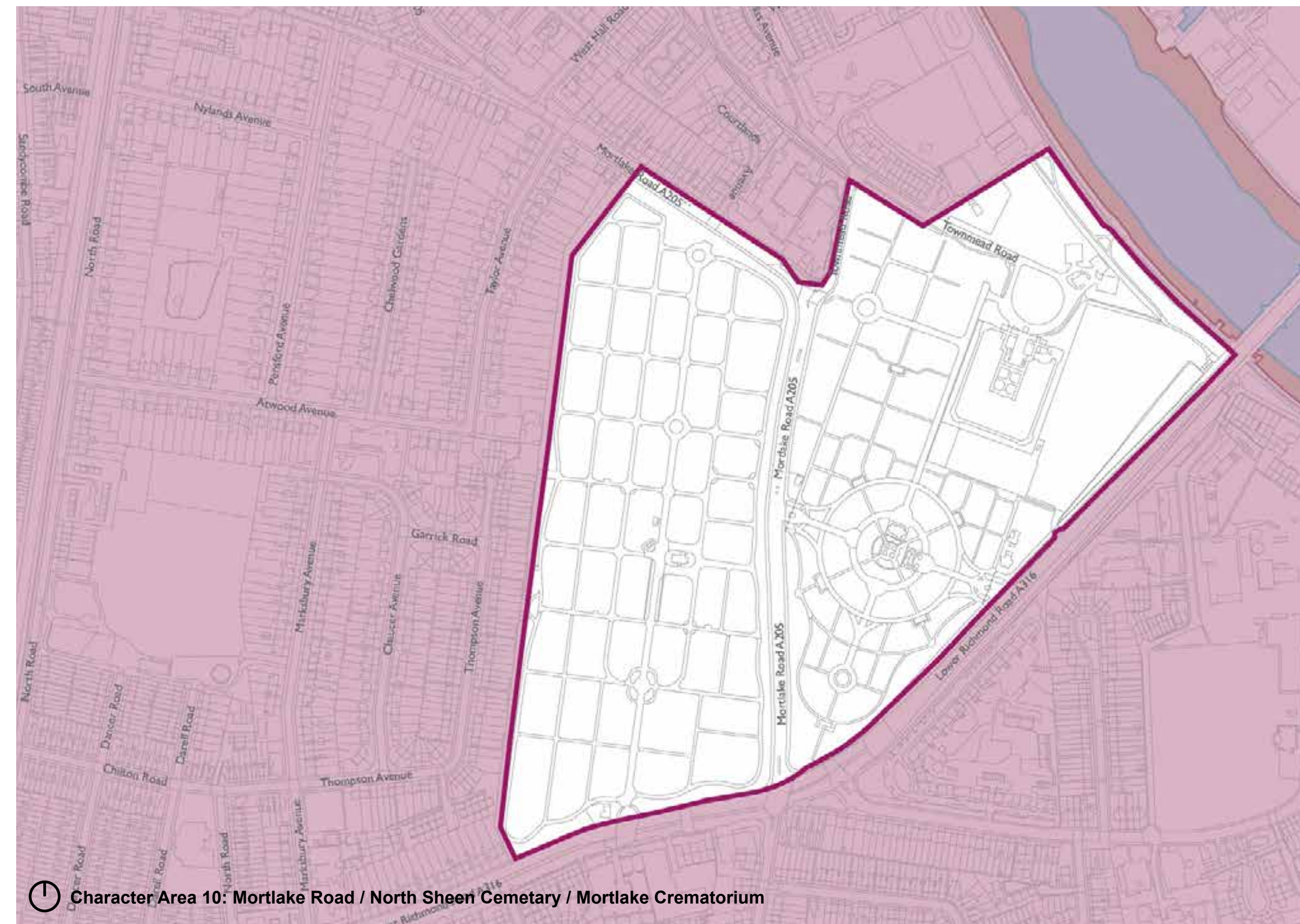
Fulham (North Sheen) Cemetery



Mortlake Cemetery, Mortlake Road



Fulham (North Sheen) Cemetery



Character Area 10: Mortlake Road / North Sheen Cemetery / Mortlake Crematorium

Character Area 11:

Atwood Avenue and surrounds

Character Summary

The majority of the development in this area is two-storey inter-war housing with significant open spaces including the Pensford Tennis Club, Pensford Field and North Sheen Recreation Ground. The area is composed of a number of small developments, each with a subtly distinct character with a wide variety of housing types from bungalows to flats.

There are three sub-areas. The majority of the area is made up of detached and semi-detached pairs of 1930s and '40s houses with vernacular detailing. The south east corner of the character area is denser than the rest and North Road has a number of bungalows. The east side of the north half of Pensford Avenue, which takes the south side of Mortlake Road to the east is its own distinct sub-area of detached red brick houses which were developed in the 1920s. The north west corner is also its own sub-area of blocks of flats and more modern houses.

Around Chaucer Avenue, Atwood Avenue and Taylor Avenue

These streets were all developed around the same time in the 1930s. They are made up from a number of developments with distinctive characteristics.

Broadly, they can be described as low density, residential developments ranging from bungalows to short terraces though most are semi-detached pairs. Vernacular-inspired detailing predominates with half-timbering and gables being common characteristics. The buildings all have front and rear gardens. There are landmarks which provide areas of open space including the North Sheen Bowling Club and the Barn Church of St Philip and All Saints.

Dominant Materials and Features:

- Render
- Brick
- Gables
- Clay tiles on both the roofs and elevations
- Casement windows
- Projecting bays
- Half timbering
- Decorative timber porches
- Dwarf boundary walls

High Park Road

This is a small pocket of modern infill development comprising a number of blocks of flats. On the north side of High Park Road are a series of houses of mixed style including one of a modernist design.

Dominant Materials and Features:

- Blocks of flats
- Stock brick
- Red brick
- Mature street trees
- Render
- Flat roofs
- Pitched roofs

Pensford Avenue / Mortlake Road

The north-eastern half of Pensford Avenue, continuing round to the east on High Park Road is lined by largely detached, red-brick houses. Those on High Park Road date from the early twentieth century.

Dominant Materials and Features:

- Detached, red brick houses
- Gables
- Decorative
- Timber porches
- Decorative brick details
- Timber, sash windows
- Decorative glazing
- Front gardens



Pensford Avenue



Pensford Avenue



Barn Church, Atwood Avenue



Character Area 11: Atwood Avenue and surrounds

- 1 Around Chaucer Avenue, Atwood Avenue and Taylor Avenue
- 2 High Park Road
- 3 Pensford Avenue / Mortlake Road

Character Area 12:

West Hall Road and surrounds

Character Summary

Both the style and age of the buildings are considerably varied in this comparatively small area. The development is predominantly residential but with a modern junior school at its east end. West Hall, an early eighteenth-century house and its lodge are the historic nucleus of this character area.

Both the Hall and the lodge are now listed buildings, their immediate surroundings started to be redeveloped in c. 1930. This long, thin character area is divided into five sub-areas. At the west end is a curving street of 1930s semi-detached houses; adjacent is a 1960s residential development of flats and houses together with the two listed buildings; then more 1930s houses with 1950s terraces behind; then Kew Riverside Primary School.

Main Characteristics

- A range of residential development from detached, two-storey houses to low rise blocks of flats
- Tree-lined streets

West Park Avenue

This street curves in a loop to meet the Mortlake Road at either end. The frontage on Mortlake Road in between was developed at the same time in c. 1930 with

semi-detached houses forming a triangle of development.

Dominant Materials and Features:

- Brick; render
- Clay tiles
- Timber porches
- Timber casement windows
- Chimneys
- Timber front doors.

Brick Farm Close

The 1868 map for the area clearly shows West Hall and West Lodge, which both still survive and are now Grade II-listed. 'Brick Farm' which is also shown on the 1894 map of the area survives in the name of Brick Farm Close. This site was redeveloped in the 1960s into low rise flats and houses.

Dominant Materials and Features:

- Red brick
- Four storey
- Clay tiles
- Pitched roofs
- Chimneys
- uPVC windows

West Hall Road / Courtlands Avenue

This sub-area takes in Courtlands Avenue

excluding the school, the east side of West Hall Road and the north side of Mortlake Road in between. Almost all the buildings are well preserved 1930s semi-detached houses or short post war terraces (Courtlands Avenue) except for a modern block of flats and their garages in the centre.

Dominant Materials and Features:

- Brick; render
- Clay tiles
- Timber porches
- Timber casement windows
- Chimneys
- Gables
- Bay windows and timber front doors

Kew Riverside Primary School

At the east end of this area is Kew Riverside Primary School which is a modern building set back from the road and screened by foliage.

Dominant Materials and Features:

- Timber and metal cladding
- Timber windows
- Planted boundaries with railings



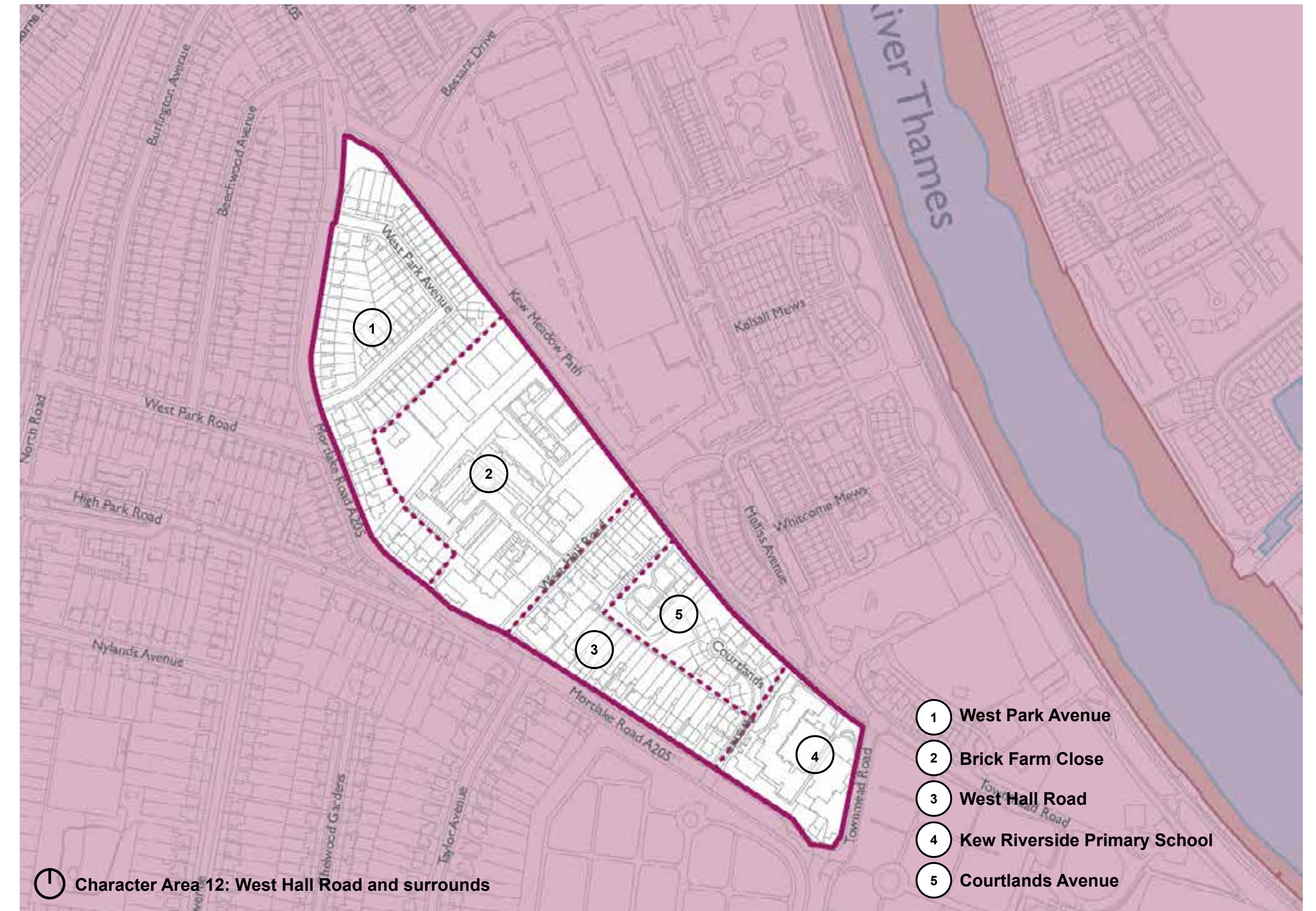
West Hall Road



West Hall, West Hall Road



Brick Farm Close



① Character Area 12: West Hall Road and surrounds

- ① West Park Avenue
- ② Brick Farm Close
- ③ West Hall Road
- ④ Kew Riverside Primary School
- ⑤ Courtlands Avenue

Character Area 13:

Burlington Avenue / Beechwood Avenue and surrounds

Character Summary

This area is composed almost exclusively of early twentieth-century, semi-detached houses. It was one of the first areas of speculative development on the east side of the railway line in Kew. The streets are densely built-up on either side though the pavements on both sides, which are laid with concrete paving stones, are lined with trees. The houses are all two storey with pitched roofs, small front gardens and larger rear gardens. Their elevations are typical of good-quality suburban development of this period with numerous details that enliven the character of these streets. The joinery is particularly notable.

There are two sub-areas that display different characteristics from the remainder of the area. Around the east side of Kew Gardens Station is a pedestrianised area surrounded by cafes and shops creating a positive arrival from the station. The other sub-area is on the south side of Mortlake Road with a group of handsome, large houses, all red brick and all slightly earlier than the majority of the housing in this area.

The Avenues

This covers the vast majority of the character area, excluding the two sub-areas discussed below. The area has a remarkably consistent and attractive character, defined by long streets of closely-built houses and semi-detached pairs. The regularity of height, plot-size and variety of palette of materials and design defines the streets. The houses

display multiple variations of detail but the decorative porches, glazing and gables stand out. All houses are two-storeys with pitched roofs. A reasonable number of the original doors, windows and roof coverings survive but many have already been changed to the detriment of the area. The multiple street trees make this area particularly leafy.

Main Characteristics

- Regular rhythm of two-storey houses and plots creates a sense of order.
- Lively, well-preserved front elevations.
- Planted front gardens with boundary walls.

Dominant Materials and Features:

- Clay tiles
- Red brick laid to flemish bond
- Half timbering
- Decorative timber porches
- Decorative glazing
- Render
- Projecting bays
- Oriel windows
- Stained glass
- Gables, often with bargeboards
- Pitched roofs
- Chimneys
- Front gardens and boundary walls
- Tree lined streets

South Side of Mortlake Road

The houses on the south side of Mortlake

are larger and more distinctly Queen Anne in style with their elongated sashes, rubbed red bricks, brick quins and hipped roofs. Many have been partially rendered.

Dominant Materials and Features:

- Red brick
- Brick detailing including quins and window surrounds
- Hipped roofs
- Front walls brick rubble (wasters)
- Timber sashes infill
- Planted front gardens
- Front garden boundary walls
- Tree lined streets

Surrounding Kew Gardens Station

The area around the station and its listed c.1912 footbridge forms an attractive open space with a curving parade of single-storey shops.

Dominant Materials and Features:

- Single-storey shops and huts
- Two storey parade with decorative gables
- Timber sashes with decorative glazing
- Timber fascias
- Front gardens and boundary walls
- Tree lined streets

Proposed action

Explore the potential for designating a Conservation Area supported by an Article 4 Direction.



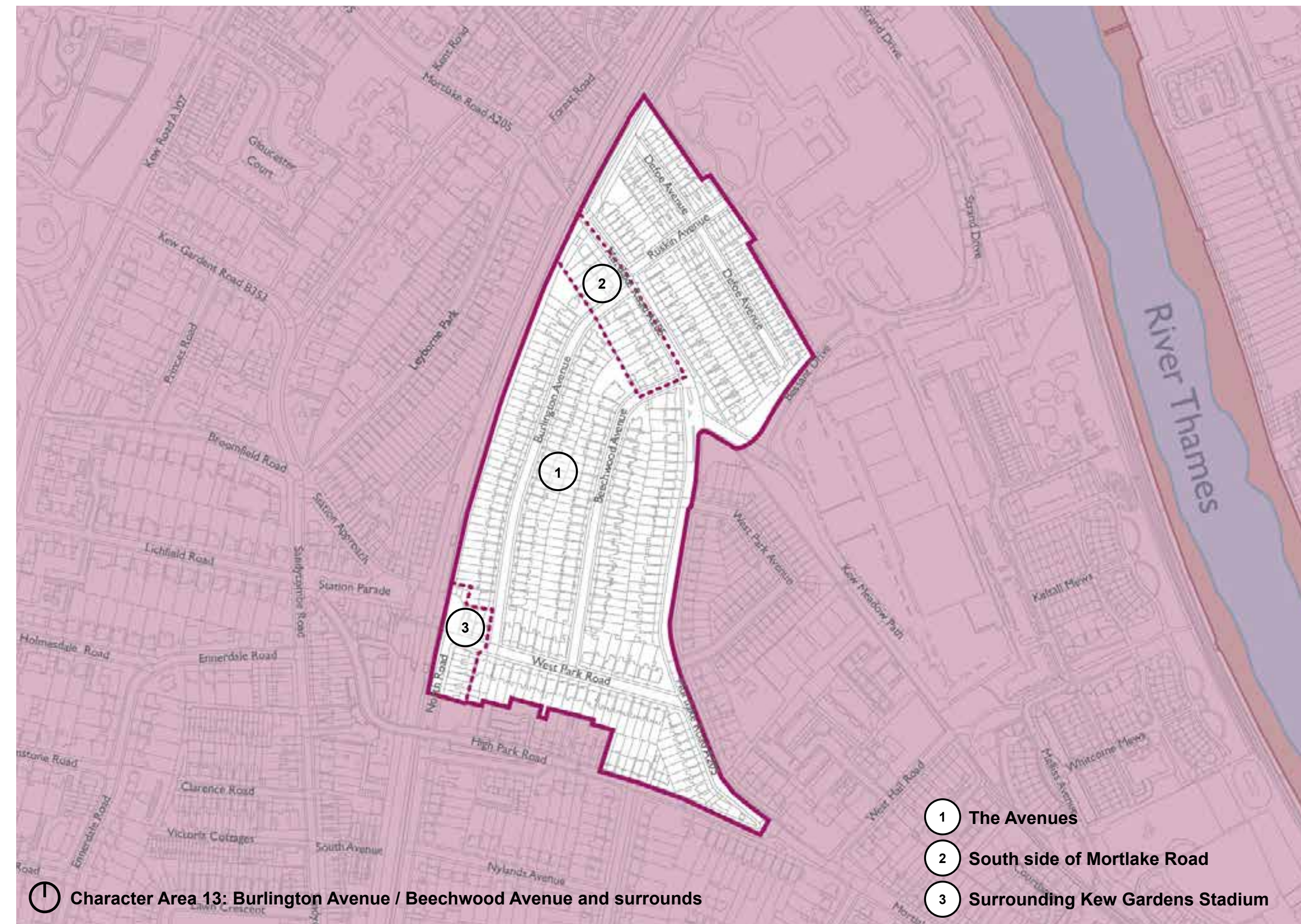
Mortlake Road



Kew Gardens Station, West Park Road



Burlington Avenue



Character Area 13: Burlington Avenue / Beechwood Avenue and surrounds

- 1 The Avenues
- 2 South side of Mortlake Road
- 3 Surrounding Kew Gardens Stadium

Character Area 14:

Retail Park and National Archives

Character Summary

All development in this area is from the post World War II period. The southern area is a modern retail park with surface parking. To the north is the National Archives. Kew Retail Park

To the south is a modern retail park built in the 1990s with large format stores including Marks & Spencer, Gap, Mothercare, TK Maxx, Next and Boots. There is a 567 space surface car park.

The building design is modern and conforming. The area is well screened with planting on all sides, although less so to the east. The tree screen is an important feature in terms of providing 'amenity screening' between the retail park and the adjoining residential properties.

Dominant Materials and Features:

- Contemporary design
- Blue shop canopies
- Occasional brick fascias
- Glass

National Archives

To the north lies the National Archives (previously the Public Records Office). The National Archives is the official archive and publisher for the UK government, for England and Wales. The collection of over 11 million historical government and public records is one of the largest in the world with documents dating back over 1,000 years.

The building was opened in 1977 on a former war hospital site and is surrounded by balancing lakes and gardens which are publicly accessible. It is a striking modernist design predominantly of glass and concrete rising some four to five storeys.

Dominant Materials and Features:

- Modernist design
- Concrete
- Glazing
- Landscaped



National Archives



Kew Retail Park



National Archive, Bessant Drive



Character Area 14: Retail Park and National Archives

- 1 National Archives
- 2 Kew Retail Park

Character Area 15:

North of Melliss Avenue / Strand Drive

Character Summary

A riverside area running along the southern River Thames bank of predominantly twenty-first century residential development, being primarily apartments surrounded by open space together with some terraced housing. The area is distinct in terms of design, form, scale and orientation. It also contains the former Inland Revenue sorting office site which is anticipated to come forward for development (See Section 8).

Strand Drive

The area is mainly comprised of land redeveloped for apartments in the twenty-first century. The development takes advantage of the riverside location with apartments in a range of modern styles seeking to capture river views. Strand Drive itself is access only. Heights rise to six and seven storeys in places.

Dominant features and materials:

- Protruding windows
- uPVC
- Pale brick
- Flat roofs and upper floor balconies
- Semi private garden / green space
- Ground floor painted white / pastel

Kelsall Mews / Whitcome Mews

This area is accessed from Townmead Road / Melliss Avenue leading to a series of residential cul-de-sacs (although there is walking access to the riverfront).

Terraced houses around Whitcome Mews and Kelsall Mews are of a mock Georgian style, with first floor balconies with canopies, dormer windows and slate tiling. Semi private gardens are well kept.

Dominant features and materials:

- uPVC
- Black painted wooden doors, black drain pipes
- White / pastel painted
- Slate roofs
- Dormer windows
- First floor covered balconies
- Semi private garden / green space

The apartments in Melliss Avenue are more contemporary and the style is broadly similar to that of Strand Drive. Inset frontages allow for railed balconies in some instances. End apartments tend to be rounded and protruding. Heights range from four storey housing to five-seven storey apartments.

Dominant features and materials:

- Protruding windows
- uPVC
- Pale brick
- Balconies protruding / inset
- Semi private garden / green space
- Ground floor painted white / pastel extending vertically around cores
- Rounded protruding end units

The area includes the Kew Biothane Plant, which is identified as a potential development site off Melliss Avenue (See Section 9).

The southern portion of the area includes the Townmead Road Re-use & Recycling Centre alongside playing pitches and allotments.

Former Inland Revenue sorting office

The character area also includes the former Inland Revenue sorting office site on Bessant Drive which is identified as a potential development site (See Section 8).



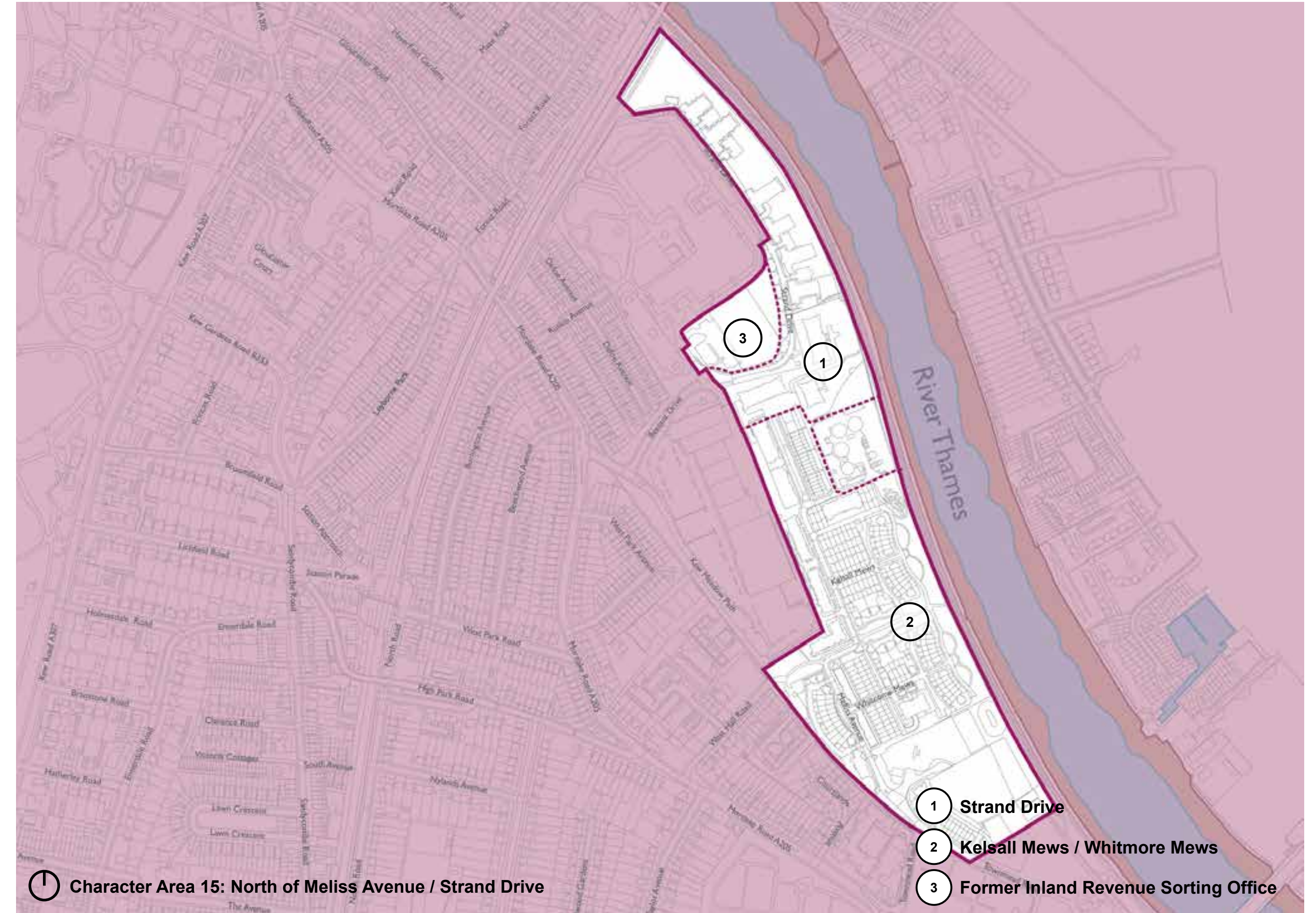
Melliss Avenue



Greenlink Walk



Strand Drive



7. Features and Materials

Materials are a large part of what defines the character of an area. They vary depending on when and where a building was constructed. Even for buildings of the same period, the subtle differences in construction materials can be what distinguishes buildings in one part of the country from another, contributing to local distinctiveness.

In an area like Kew, where so many historic buildings survive, certain materials predominate. Using the correct materials is important for any repairs, alterations or extensions to existing buildings but also for any new development if it is to respect the context and character of the area.

Sourcing materials is very important, and it is always advisable to ask for samples that you can look at on site and compare with the palette of existing materials. In the context of historic buildings it is useful to look at the directory of specialist professionals on www.buildingconservation.com

Brickwork

The most common material found throughout Kew, and indeed London, is brick. Stock brick is the pale yellow-cream brick that was produced locally in the south east and was used throughout London but red and darker coloured stock brick is common too and was particularly popular later in the nineteenth and early-twentieth century. The brick bond (that is the pattern in which it is laid) is significant and adds to the subtle character of an area. Much historic brickwork is laid in Flemish bond but it is important that any extensions or repairs carefully follow whatever bond the building is constructed in.

Render

Sometimes brickwork is covered in a hard render, known as stucco. This would often just be on certain parts of the exterior, for instance the ground floor, and was originally intended to imitate the appearance of stone. Although external renders are usually very hardwearing they do need maintenance to prevent wear and water ingress and where the render is suitable to take it, should always be painted. However, it is important to be aware that some renders include pigments and are not intended to be painted.

Timber

Timber is the other common material found throughout Kew. Doors and window frames are most obviously constructed from timber but so are eaves, lintels and bargeboards. The timber would have usually been softwood but historic softwood is often of a much better quality than today's softwood and should always be repaired where possible by a joiner rather than replaced. Timber would have been painted: This was not just an aesthetic decision, it also protected the timber from the elements. Stripping historic timber and leaving it exposed is never a good idea.

Artificial Stone

Artificial stone was used in the nineteenth century for architectural details these; like stucco, were intended to look like stone and painted a stone colour.

Iron

Iron is another common material found in eighteenth and nineteenth-century architecture. Wrought iron was usually for decorative castings like balustrades and railings and was always painted. Cast iron was used for rainwater goods like downpipes and gutters. Steel came in late in the nineteenth-century and is most commonly found in Crittall windows from the first of half of the twentieth century. Maintaining the paintwork of iron and steel is essential to their longevity.

The annotated photographs on the opposite page provide a guide to typical Victorian features and materials.

There are a number of websites that provide more detailed technical information as follows:

<http://www.spab.org.uk/advice/technical-qas/>

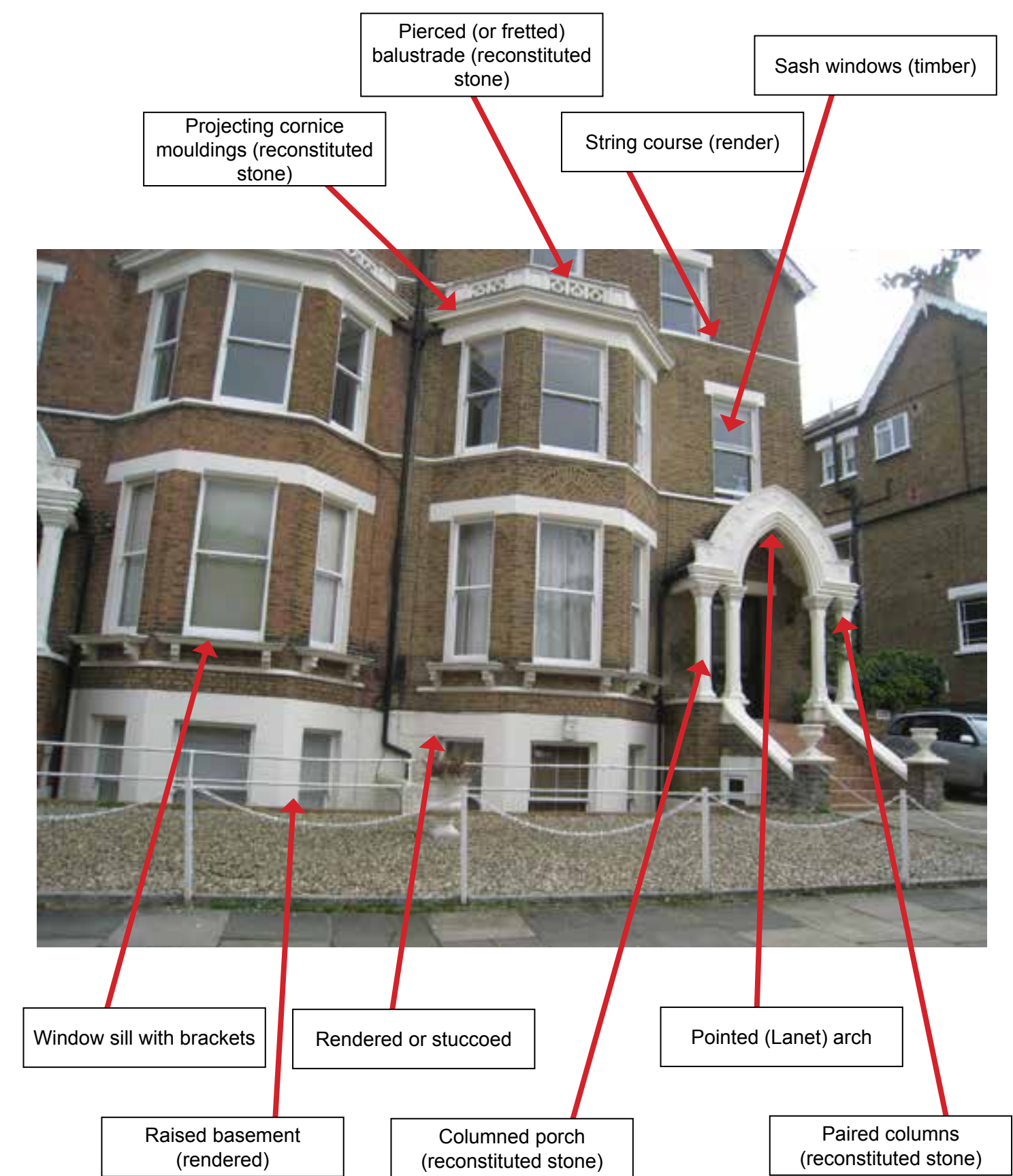
The Society for the Protection of Ancient Buildings provides technical advice on matters such as brickwork/ lime/ windows

<http://www.buildinglimesforum.org.uk/about-lime> Advice about the use of Lime in buildings.

<https://www.english-heritage.org.uk/your-home/making-changes-your-property/> Aimed at people who want to make changes to or maintain an older home.. Includes specific advice on matters such as altering windows/ doors, renewing a roof, and extending properties.

<http://www.lookingatbuildings.org.uk/index.html> Created by the Pevsner Architectural Guides this website provide an introduction to architecture with information about building types, architectural styles and construction materials.

www.victoriansociety.org.uk/publications Short guides on how to care for the Victorian home.



7. Features and Materials (continued)

Villas



Terraces



Georgian



Victorian



Edwardian



1920s and 30s



Doors



Windows



8. Guidance for Inland Revenue Site

Introduction

This site has been identified for inclusion within the Council's emerging Site Allocation Plan (SA Plan) for: **'mixed uses to include residential, including affordable units, employment, community and/or health uses'**.

A full list of proposed SA Plan sites in Kew is set out in Appendix 2

History

This former Inland Revenue sorting office was demolished in 2009 and had been vacant for several years previously. A planning application in 2009 for 111 flats with ancillary uses and care home was refused permission in 2009 and dismissed at appeal in 2010. Refusal reasons included excessive bulk, height and density.

Context

Policy

In planning terms, the previous use of the site did not fall into any specified Use Class. Constraints relating to the site include the currently poor Public Transport Accessibility Level (PTAL) Level 1a and the site's risk to flooding in Flood Zone 2 'Medium Probability'.

Spatial

This section will help to guide the design and layout of any future development on the site.

- The site has been cleared and is overgrown and surrounded by fencing.
- It appears to be in temporary use with part of the site laid out as a car park (in a reasonable condition) but there is a notice saying it is not in use as a car park for the National Archives (directing to visitor parking opposite) and access is restricted.
- Access and egress to the site is from the Bessant Drive roundabout.
- A line of trees follows the site boundary along the southern and eastern edge shielding the site from view.
- The site is located within an area of mixed-use, with a number of substantial buildings in the vicinity.
- The National Archives facilities are located immediately to the north of the site.
- The site is bound to the east by Kew Riverside Park / Strand Drive with a number of five storey flatted residential buildings situated along the River Thames.

- To the west the site boundary follows Bessant Drive beyond which lies terraced housing with a tree screen. The tree screen is an important feature in terms of providing 'amenity screening' between the retail park and the adjoining residential.
- To the south of the site is Kew Retail Park and flatted residential properties.

Development principles

Development and design principles for the uses as set out in the SA Plan are based on past officer and inspector reports relating to planning applications for the site, as well as the need to deliver high quality design and reinforce the high quality character of the area.

- Delivers a high quality architecture and aesthetic which is anticipated to be a response to the adjacent residential plots (Kew Riverside) but also pay tribute to the historical character of Kew, drawing on high quality materials and achieving excellent design.
- The bulk, massing, height and density should respond to the established rhythm of the immediate residential context (Kew Riverside), being a maximum of five storeys.
- Should provide a suitable response and acknowledgement to the important National Archives building and surrounding grounds.
- Views from residential properties to the east and south should be considered and development should not have a detrimental impact on the visual amenity nor sunlight and daylight on the surrounding residential properties.
- There should be appropriate amenity space for the number of occupiers within the development site, including children's play space, and delivers areas of green and landscaped open space to enhance the biodiversity of the area.
- Provides an appropriate parking solution which minimises the impact on the locality and also manages and mitigates the impact of traffic on the local network and junctions.

Inland Revenue Site



KEY	
[Light Grey Box]	Public Realm
[Dark Grey Box]	Terraced housing
[Light Blue Box]	Flatted development
[Red Box]	Retail outlet
[Blue Box]	The National Archives
[Black Box]	Car park
[Green Box]	Open space
[Brown Box]	Hardstanding
[Orange Box]	Commercial
[Dashed Green Line]	Metropolitan Open Land
[Yellow Box]	Feature public realm space
[Yellow Box with Green Border]	Landscaped feature
[Light Blue Box]	Water feature
[Blue Box]	River Thames
[Green Circle]	Street tree
[Green Line]	Hedgerow
[Wavy Purple Line]	Active frontage
[Wavy Blue Line]	Non-active frontage
[Red Star]	Barrier to movement
[Green Arrow]	Public footpath
[Blue Arrow]	Pedestrian link
[Red Arrow]	Existing access
[Blue Arrow]	Interspersed views of the river
[Pink Circle]	Bus stop
[Red Outline]	Development site
[Orange Box]	Developable area:

9. Guidance for Biothane Site

Introduction

This site has been identified for inclusion within the Council's emerging Site Allocation Plan (SA Plan) for: **'mixed uses to include residential, including affordable units, and open space'**

A full list of proposed SA Plan sites in Kew is set out in Appendix 2.

History

The Thames Water owned Biothane Plant is anticipated to be surplus to requirements in the future. There are a number of tanks, structures and small buildings over the site. When the former Kew Sewage Treatment works was redeveloped, this Biothane plant remained.

Context

Policy

Around half the development site is designated as Metropolitan Open Land which should be 'protected and retained' (Policy DM OS 2).

The site lies within the Thames Policy Area (Policy DM OS 11). The policy includes "ensuring development protects the individuality and character... of the river" and "protecting and promoting the history and heritage of the river".

Spatial

This section will help to guide the design and layout of any future development on the site.

- The site is situated with the River Thames to the east and residential properties to the south, north and west.
- It is fringed by public open space to the east representing the public footpath that runs along the Thames bank.
- Views to the east over the Thames and the far bank are striking, although the edge of the site is well treed.
- The site is screened by planted trees.

- There is a development of 3-4 storey housing between Cedar House and Maple House to the west of the site (the gardens lie east toward the site, with the houses fronting to the west) otherwise the site is surrounded by developments of flats and apartments all of predominantly five storeys in height.

Development principles

Development and design principles for the site uses as in proposal site description take account of the immediate context and from the relevant policies, including the Thames Policy Area (Policy DM OS 11) and the MOL policy.

- Preserve and enhance the Metropolitan Open Land as part of the character of the area.
- Deliver a high quality architecture and aesthetic which is anticipated to be a response to the adjacent plots but also pay tribute to the historical character of Kew, drawing on high quality materials and achieving excellent design.
- The bulk, massing, height and density should respond to the established rhythm of the local area and minimise visual impact on properties of Melliss Avenue.

- Views from buildings to the north and south should be considered.
- Open green areas should be appropriately landscaped, respecting the site's location and enhancing local biodiversity.
- Sensitive consideration should be given to the view into the site from the riverside path and from across the river.
- The connectivity of the area should be enhanced, allowing permeability from the river and to adjoining areas.
- Providing high quality open green space that responds to the adjoining areas and makes the most of the river environment.
- Provide sufficient parking for residents, in line with policy, and minimise the use and visual impact of parking.

Biothane Site



KEY	
[Grey square]	Public Realm
[Dark grey square]	Terraced housing
[Light blue square]	Flatted development
[Red square]	Retail outlet
[Blue square]	The National Archives
[Brown square]	Car park
[Green square]	Open space
[Tan square]	Hardstanding
[Yellow square]	Commercial
[Dashed green line]	Metropolitan Open Land
[Yellow square with grid]	Feature public realm space
[Yellow square with wavy lines]	Landscaped feature
[Light blue square]	Water feature
[Blue square]	River Thames
[Green circle]	Street tree
[Green line]	Hedgerow
[Wavy purple line]	Active frontage
[Wavy blue line]	Non-active frontage
[Red star]	Barrier to movement
[Dashed green arrow]	Public footpath
[Blue diamond]	Pedestrian link
[Red arrow]	Existing access
[Dashed blue arrow]	Interspersed views of the river
[Red dot]	Bus stop
[Red square]	Development site
[Orange square]	Developable area:

10. Shop Front Guidance

Introduction

The Council has an adopted supplementary planning document (SPD) for shopfronts (March 2010). The SPD sets out the policy context for when planning permission and listed building consent is needed for new shopfronts and gives borough-wide guidance. Planning permission is invariably needed for replacement shopfronts and advertisement consent may be needed for new signage. This Village Planning Guidance SPD should be read in conjunction with the 2010 SPD which includes general rules such as 'do retain and reuse existing high quality shopfronts' and 'don't propose internally illuminated box signage, large fascia or projecting signs.' (See the 2010 SPD for more information on signage, canopies and consents).

This document provides area-specific advice for the shops around Kew Gardens Station and on Sandycombe Road. It does not replace or substitute the existing SPD on shopfronts but provides additional advice.

This guidance is intended to help inform owners which particular features of shopfronts are in keeping with historic shops and are therefore more likely to receive planning permission. Historic shopfronts enhance the character of an area and their retention is encouraged by the Council, especially in conservation areas. Proposals for shopfronts should usually be in keeping with the historic character of the buildings.

Station Approach and Station Parade

These streets are within the Kew Gardens Conservation Area and special attention will be paid by the Council to preserving and enhancing its historic character. The area around the station has a very cohesive character, the shopping parades were developed at the turn of the twentieth century and as a result the shopfronts would have largely been timber with a traditional composition (see the SPD on shopfronts). The group value of a parade is important and consistency in the design of the shopfronts should be considered when any changes are proposed. Aspects of design like the height of the stallrisers and position of the doors should ideally be consistent along a parade.

Station Approach

The shopfronts on the three storey parade on Station Approach have largely been replaced and there is now an opportunity for more appropriate reinstatements that relate to the architecture and reintroduce some consistency of design at ground floor level. The pilasters and console brackets are still there and should be used as a guide for the position and size of the fascia signage. The fascia should be at the same level as the console brackets and certainly not extend below them.

The single storey shops further up Station Approach towards the station are the oldest in the area and in some cases have timber shopfronts which relate well to the area as a whole.

Station Parade

Station Parade has a mixture of new and old shopfronts. Several of the units have more elaborate frontages at ground floor which enhance the character of the area. These were not necessarily intended to display goods and their ground floor elevations reflect this. One of the units of Barclays is an example of this with its elaborate terracotta ground floor. The classical stone front on the south side of Station Parade is also a very high-quality historic frontage.

Station Parade retains a number of pilasters with decorative glazed tiles. These were clearly a feature of this parade when it was built and should be retained and restored. As above, the size of the console brackets should be a guide to the size of the fascias.

There are several good examples in this area which can be looked to for appropriate features and materials:



Positive features:

- Timber frame
- Recessed doorway
- Stallriser
- Mullions and transoms framing the shopfront and the door
- The number of the building is integral to the design



Positive features:

- Timber shopfront
- Panelled stallriser
- Transoms and mullions
- Canvas awning
- Recessed doorway
- Brass door furniture

10. Shop Front Guidance (continued)

North Road

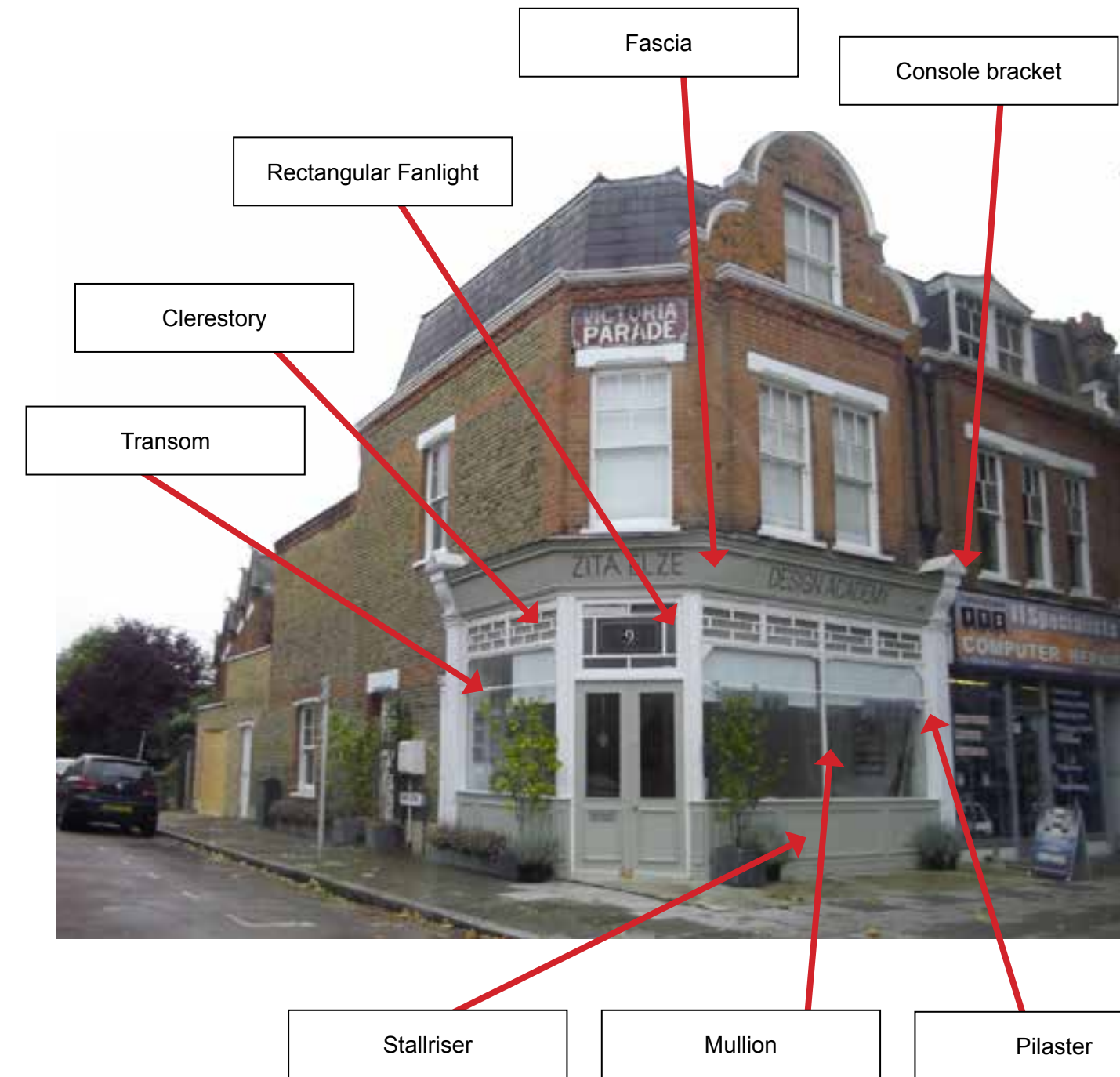
A parade of shops is located on the north end of North Road to the east of Kew Gardens Station. The pilasters, console brackets and fascias are largely original and number 105 retains original exposed brickwork (painted). Other features have generally been lost although there is broad conformity in terms of the fascia boards and signage size.

Mortlake Terrace

Mortlake Terrace covers a parade of shops on the north side of Mortlake Road just to the south of Kew Green. A number of these end of nineteenth / early twentieth century retain their original features most notably being the timber elements of transoms, mullions and stallrisers that frame the windows, recessed doorways, fascias, console brackets and pilasters. Some inter war and art deco influences are notable. One unit has introduced canopies that break the traditional frontage. There is some indication of a high turnover of tenants although this may be partly influenced by the restricted public realm and high traffic flow, however vacancies are short term and the frontages make an important contribution to the conservation area and residential amenity.

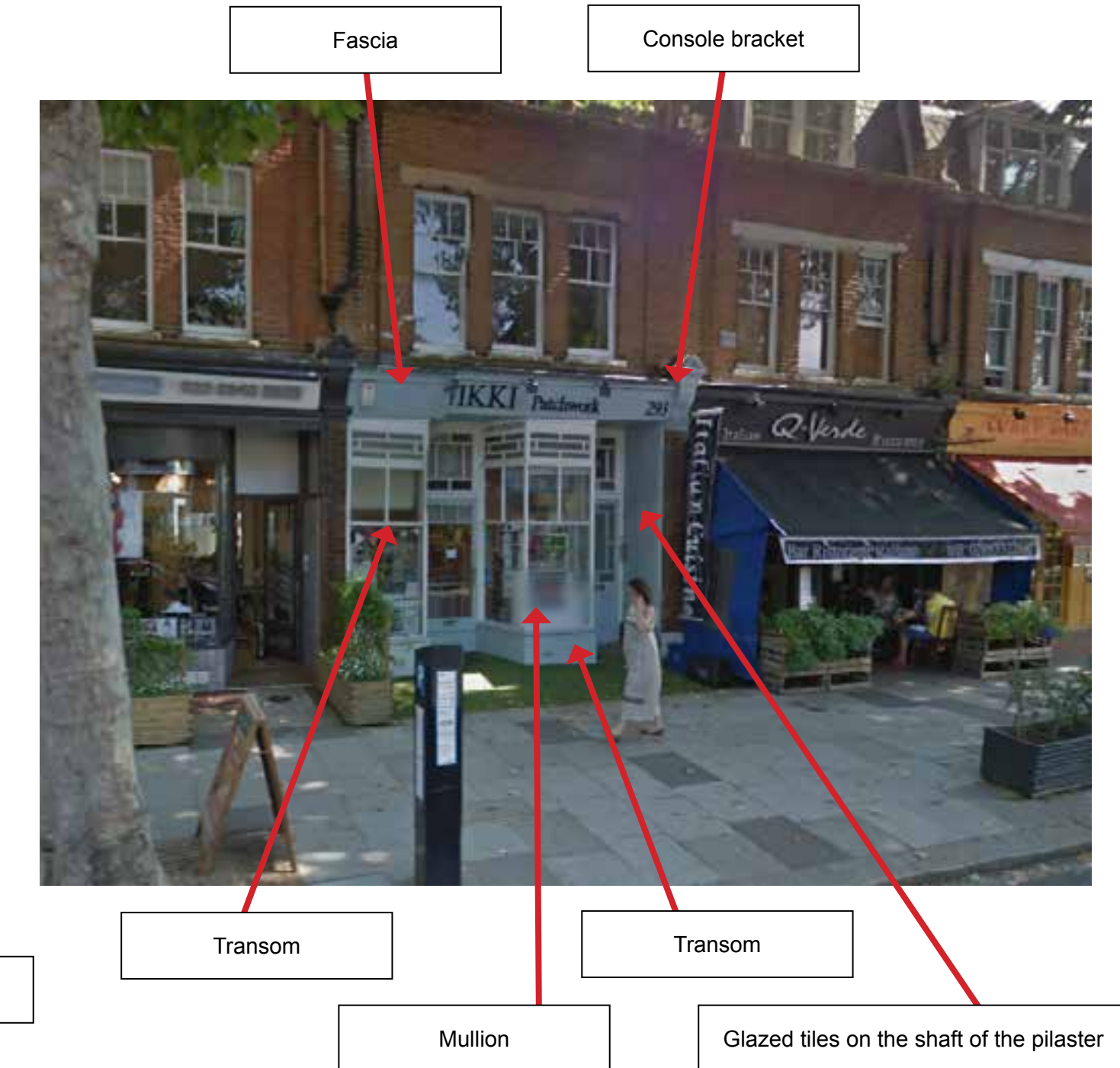


Kew Shops



Positive features:

- High, paneled stallriser
- Solid panels on the doors are at the same height as the stallriser
- Decorative fanlight with stained glass with the number of the shop included in the design
- Mullions and transoms with decorative detailing



- Clerestory with patterned glazing bars and stained glass
- Pilasters with console brackets
- Timber fascia with mouldings which fits to the size of the console brackets.
- Fascia is also canted in line with console brackets.

11. Forecourt Parking

Front Garden Parking

The Council has an existing Supplementary Planning Document (SPD) covering 'Front Garden and Other Off Street Parking Standards' (adopted September 2006). This document provides detailed advice on the legal and design issues when creating a parking area in your front garden and access to it from the highway.

The Kew Village Planning Guidance SPD draws upon the 2006 SPD, providing updated and specific information for Kew Village. It is important that the 2006 SPD is read in conjunction with the guidance below. It is also advised to refer to the Council's Supplementary Planning Document on 'Design Quality' and 'Public Space Design Guide'.

In Kew, as in other areas of Richmond and across London as a whole, increases in population and car ownership have resulted in greater demand for car parking spaces. Where houses are not able to have garages or where there is insufficient on and off street parking this can lead to increased demand for front garden parking.

Conversion of front gardens for car parking can adversely impact on the appearance of an area and detract from its overall character if undertaken without careful consideration. The Council is keen that where front garden parking is necessary, it is done in the best possible way.

In many cases alterations to front gardens fall within the terms of 'permitted development', in which case planning approval is not required and therefore the Council has little or no control over the creation of forecourt parking. This guidance can assist those considering works under permitted development. Planning permission from the Council is required in some instances (see the 2006 SPD for details).

The Development Management Plan (DMTP 9) generally discourages front garden parking because of impact on appearance of the street and loss of vegetation and biodiversity. This is reflected in Para 2.3 of the SPD. When forecourt parking is unavoidable the SPD is seeking to ensure it is provided in a sympathetic way. It is not considered that additional forecourt parking would significantly reduce congestion.

Important features in Kew

Many front gardens and frontage features in Kew contribute significantly to the overall character of the area and local street scene.

These include:

■ Boundary walls

Boundary walls enclose front gardens and define public and private space. Low walls create this space without reducing visibility. Conforming traditional brick types and brickwork along a street is an important characteristic. Many Kew streets retain their original brickwork which dates back to the nineteenth century.

■ Fencing

Picket fencing, both stained wood and painted white, can be found in some of Kew's streets, such as Alexandra Road (replacing lost brick boundary walls). This is a classic decorative 'village' feature which creates a boundary whilst minimising visual obstruction.

■ Railings

Eighteenth and nineteenth century iron railings (and gates) are a traditional feature found at some of Kew's houses. Typically these are embedded into a lower boundary wall, enclosing the front garden whilst keeping visual obstruction to a minimum. Examples can be found on Defoe Avenue, Priory Road and Bushwood Road, amongst others.

■ Hedges

Hedges enclose front gardens and define public and private space. They provide an attractive green feature to the streetscape therefore it is important for them to be retained as frontage features.

Guidance on front garden parking

Front garden parking can often have an adverse impact on the environment and should be avoided if possible. Should there be no alternative the following are key considerations:

■ Retention of existing features

The general aim of any design for parking in front gardens should be to retain as much of the existing features as is practical – such as existing walls, fences, railings or hedging. Where an opening has to be made in an existing wall, railing or fence, it should be made good at both ends to match existing materials and details.

■ Enclosure

Retaining a form of enclosure of front gardens and forecourts is an essential part of retaining local character and maintaining the street scene. Partial loss of existing structures is inevitable to allow vehicle access but some structure should be retained. Inward opening gates help to complete a defensible line.

■ Permeability

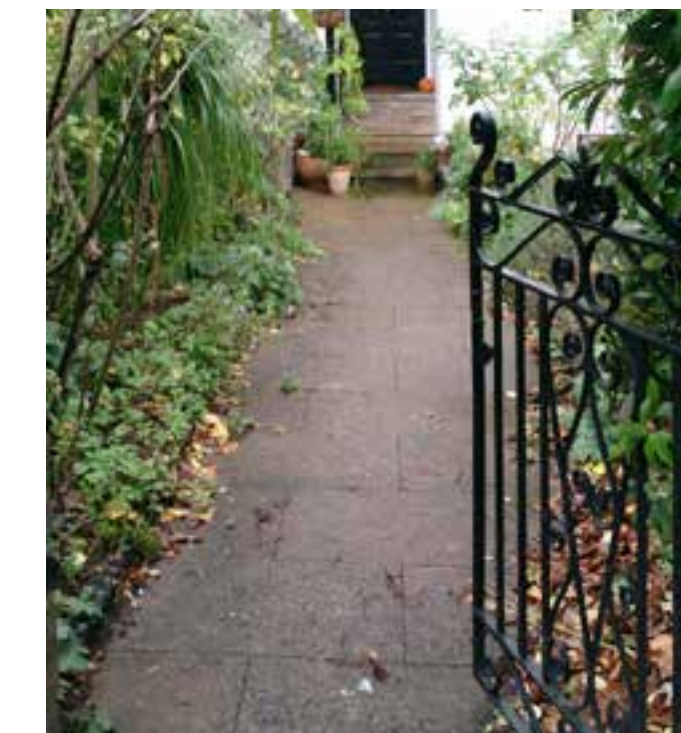
The base and finished surface should be laid at a slight gradient and be of a permeable material, to allow the satisfactory drainage and absorption of rainwater. Water should drain from the property onto the footway. A length of drain or soak-away may be required at the site boundary to prevent this or a connection to a surface water sewer can be established with the agreement of the Water Authority.

■ Green features

Loss of existing green space may be inevitable however retaining and / or replacing some planting in as generous manner as possible helps to maintain the area's character, support biodiversity, screen vehicles and create a more pleasant natural environment by absorbing local exhaust fumes.



Boundary wall



Railings



Picket Fencing



Green features

Appendix I: Relevant Policies and Guidance

LBRuT LDF Core Strategy (April 2009)

Main policies that the SPD will support:

CP7: Maintaining and Improving the Local Environment

7.A Existing buildings and areas in the Borough of recognised high quality and historic interest will be protected from inappropriate development and enhanced sensitively, and opportunities will be taken to improve areas of poorer environmental quality, including within the areas of relative disadvantage of Castlenau, Ham, Hampton Nurserylands, Heathfield and Mortlake.

7.B All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued. Proposals will have to illustrate that they:

- (i) are based on an analysis and understanding of the Borough's development patterns, features and views, public transport accessibility and maintaining appropriate levels of amenity;
- (ii) connect positively with their surroundings to create safe and inclusive places through the use

of good design principles including layout, form, scale, materials, natural surveillance and orientation, and sustainable construction.

CP8: Town and Local Centres

8.A The Borough's town and local centres have an important role, providing shops, services, employment opportunities, housing and being a focus for community life.

Retail and town centre uses will be supported providing that it is appropriate to the role in the hierarchy of the centres, and respects the character, environment and historical interest of the area. It should be of an appropriate scale for the size of the centre and not adversely impact on the vitality and viability of any existing centre. Out of town retail development is not usually considered appropriate in this Borough in line with The London Plan consolidated with Alterations since 2004.

The Council will improve the local environment to provide centres which are comfortable, attractive and safe for all users. The historic environment and river frontage will be protected.

CPI4 Housing

Housing Standards & Types

14.D The density of residential proposals should take into account the need to achieve the maximum intensity of use compatible with local context, while respecting the quality, character and amenity of established neighbourhoods and environmental and ecological policies. The London Plan consolidated with Alterations since 2004 Density Matrix and other policies will be taken into account to assess the density of proposals.

CP20 Visitors and Tourism

The Council will support the sustainable growth of the tourist industry, for the benefit of the local area by:

- 20.A Encouraging the enhancement of existing tourist attractions, such as Kew Gardens, Hampton Court Palace, Ham House and the River, including sport stadia particularly those of RFU and Harlequins;
- 20.B Promoting sustainable transport for tourists to and within the borough, including the passenger services along the Thames;
- 20.C Directing new hotels to the Borough's town centres or other areas highly accessible by public transport;

20.D Requiring accommodation and facilities to be accessible to all;

20.E Enhancing the environment in areas leading to and around tourist destinations.

Other relevant policies:

CPI0: Open Land and Parks

The open environment will be protected and enhanced. In particular:

10.A The Borough's green belt, metropolitan open land and other open land of townscape importance, World Heritage Site (Royal Botanic Gardens, Kew), land on the Register of Parks and Gardens of Special Historic Interest, green chains and green corridors will be safeguarded and improved for biodiversity, sport and recreation and heritage, and for visual reasons.

10.B A number of additional areas of open land of townscape importance will be identified, which will be brought forward through the Development Allocations DPD.

CPI I River Thames Corridor

11.A The natural and built environment and the unique historic landscape of the River Thames corridor within the Borough will be protected and

enhanced, and the special character of the different reaches identified in the Thames Strategy and the Thames Landscape Strategy respected.

CPI7 Health and Well-being

17.A Health and well-being in the Borough is important and all new development should encourage and promote healthier communities and places.

17.B The provision of new or improved facilities for health and social care and other facilities will be supported. Such facilities should be in sustainable locations and accessible to all and priority will be given to those in areas of relative deprivation which are identified in Core Policy 13, an immediate need for primary health care facilities (especially doctor's surgeries) has been identified in Kew, Richmond, Whitton and Ham. Sites for larger facilities may be identified in the Site Allocations DPD.

17.C A pattern of land use and facilities will be promoted to encourage walking, cycling, and leisure and recreation and play facilities to provide for a healthy lifestyle for all, including provisions for open and play space within new development as appropriate.

17.D Existing health, social care, leisure and recreation provision will be retained

where these continue to meet or can be adapted to meet residents' needs. Land will be safeguarded for such uses where available, and the potential of re-using or redeveloping existing sites will be maximised.

LBRuT LDF Development Management Plan (November 2011)

Main policies that the SPDs will support

Policy DM TC 1 Larger Town Centres

To maintain and improve the town centres, the Council will require appropriate development to take place within the identified Town Centre Boundaries of the five maintown centres. These are Richmond, the major centre, and the four district centres – Twickenham, East Sheen, Teddington and Whitton.

Proposals that contribute towards a suitable mix of uses will be approved, provided that they are appropriate to the function, character and scale of the centre. Acceptable town centre uses could include retail (if within or well related to designated frontages), business, leisure, tourism, community uses, health and residential development compatible with other development in the town centre.

Proposals will be acceptable within the Town Centre Boundaries if they:

- (f) Maintain or enhance the amount of active frontage, subject to Policy DM TC 3 'Retail Frontages'.
- (h) Respect and enhance the heritage, character and local distinctiveness of the centre.

Policy DM TC 2 Local and Neighbourhood Centres and Areas of Mixed Use

The Council will protect and improve the provision of day-to-day goods and services in the local and neighbourhood centres of the borough (See Policy DM TC 3 'Retail Frontages'). These centres are often designated as Areas of Mixed Use and are thus seen as appropriate for a mix of uses that meet primarily local needs.

Proposals for development will be acceptable in the smaller centres if they:

- (c) Respect and enhance the heritage, character and local distinctiveness of the centre, whilst making the most efficient use of land.
- (d) Include overall improvements and enhancements of the small centres; or modernise outmoded premises.

Development should improve and maintain commercial provision in the smaller centres, without significantly expanding it.

Policy DM TC 3 Retail Frontages

B Secondary Retail Frontages

Non-retail proposals will be acceptable in the secondary shopping frontages only if:

- (b) The proposed use retains a "shop-like" appearance with an active frontage and will not have a detrimental visual impact on the shop-front and respect the heritage and character of the centre

Policy DM OS 3 Other Open Land of Townscape Importance

Other open areas that are of townscape importance will be protected and enhanced in open use.

It will be recognised that there may be exceptional cases where appropriate development is acceptable. The following criteria must be taken into account when assessing appropriate development:

1. It must be linked to the functional use of the Other Open Land of Townscape Importance; or
2. It can only be a replacement or minor

extension of existing built facilities;

- In addition to 1. or 2., it does not harm the character and openness of the open land.

Improvement and enhancement of the openness and character of other open land and measures to open up views into and out of designated other open land will be encouraged where appropriate.

When considering developments on sites outside designated other open land, any possible visual impacts on the character and openness of the designated other open land will be taken into account.

The explanatory text is relevant to the SPD as set out below:

- Other Open Land of Townscape Importance (OOLTI) can include public and private sports grounds, school playing fields, cemeteries, allotments, private gardens, areas of vegetation such as street verges and mature trees. The designated areas are shown on the Proposals Map but there will also be other areas which could be considered as being of local value to the area and townscape which merit protection.
 - In some parts of the borough, open areas, including larger blocks of back

gardens, which are not extensive enough to be defined as green belt or metropolitan open land, act as pockets of greenery of local rather than London-wide significance. Many of these are of townscape importance, contributing to the local character and are valued by residents as open spaces in the built up area. Policy DM HO 2 'Infill Development' and Policy DM HO 3 'Backland Development' also recognise the importance of gardens, which will be considered as greenfield sites. Green oases are particularly important and will be protected in areas of high density development and town centres.

- OOLTI should be predominantly open or natural in character. The following criteria are taken into account in defining OOLTI:

- Contribution to the local character and/or street scene, by virtue of its size, position and quality.
- Value to local people for its presence and openness.
- Immediate or longer views into and out of the site, including from surrounding properties.
- Value for biodiversity and nature conservation.
- Note that the criteria are qualitative

and not all need to be met.

Policy DM OS 4 Historic Parks, Gardens and Landscapes

Parks and gardens as well as landscapes of special historic interest included in the Register compiled by English Heritage and other historic parks, gardens and landscapes referred to in para 4.1.11 below, will be protected and enhanced. Proposals which have an adverse effect on the settings, views, and vistas to and from historic parks and gardens, will not be permitted. Royal Botanic Gardens, Kew referred to. In addition Kew Green is referred to as an area which could be included on the English Heritage register of historic parks and gardens and which merits protection and enhancement.

Policy DM HD 1 Conservation Areas – designation, protection and enhancement

The Council will continue to protect areas of special significance by designating Conservation Areas and extensions to existing Conservation Areas using the criteria as set out in PPS 5 and as advised by English Heritage.

The Council will prepare a Conservation Area Appraisal and Management Plan for each Conservation area, these will be used as a basis when determining proposals

within or where it would affect the setting of, Conservation Areas together with other policy guidance.

Buildings or parts of buildings, street furniture, trees and other features which make a positive contribution to the character, appearance or significance of the area should be retained. New development (or redevelopment) or other proposals should conserve and enhance the character and appearance of the area.

Policy DM HD 2 Conservation of Listed Buildings and Scheduled Ancient Monuments

The Council will require the preservation of Listed Buildings of special architectural or historic interest and Ancient Monuments and seek to ensure that they are kept in a good state of repair by the following means:

- consent would only be granted for the demolition of Grade II Listed Buildings in exceptional circumstances and for Grade II* and Grade I Listed Buildings in wholly exceptional circumstances following a thorough assessment of their significance;
- retention of the original use for which the listed building was built is preferred. Other uses will only be considered where the change of use can be justified, and where it can be proven that the original use cannot be sustained;

- alterations and extensions including partial demolitions should be based on an accurate understanding of the significance of the asset including the structure, and respect the architectural character, historic fabric and detailing of the original building. With alterations, the Council will normally insist on the retention of the original structure, features, material and plan form or features that contribute to the significance of the asset. With repairs, the Council will expect retention and repair, rather than replacement of the structure, features, and materials of the building which contribute to its architectural and historic interest; and will require the use of appropriate traditional materials and techniques;
- using its legal powers to take steps to secure the repair of Listed Buildings, where appropriate;
- protecting the setting of Ancient Monuments and Listed Buildings where proposals could have an impact;
- taking a practical approach towards the alteration of Listed Buildings to comply with the Disability Discrimination Act 2005 and subsequent amendments, provided that the building's special interest is not harmed, using English Heritage advice as a basis.

Policy DM HD 3 Buildings of Townscape Merit

The Council will seek to ensure and encourage the preservation and enhancement of Buildings of Townscape Merit and will use its powers where possible to protect their significance, character and setting, by the following means:

- consent will not normally be granted for the demolition of Buildings of Townscape Merit;
- alterations and extensions should be based on an accurate understanding of the significance of the asset including the structure, and respect the architectural character, and detailing of the original building. The structure, features, and materials of the building which contribute to its architectural and historic interest should be retained or restored with appropriate traditional materials and techniques;
- any proposals should protect and enhance the setting of Buildings of Townscape Merit;
- taking a practical approach towards the alteration of Buildings of Townscape Merit to comply with the Disability Discrimination Act 2005 and subsequent amendments, provided that the building's special interest is not harmed, using English Heritage advice as a basis.

Policy DM HD 5 World Heritage Site

The Council will work with others, to protect, promote, interpret, sustainably use, conserve and where appropriate enhance the Royal Botanic Gardens Kew World Heritage Site and its setting including the buffer zone by conserving its Outstanding Universal Value, integrity, authenticity and significance. Development proposals should not cause adverse impact to the World Heritage Site or its setting that would compromise its Outstanding Universal Value, integrity, authenticity and significance, and give appropriate weight to the World Heritage Site Management Plan.

Explanatory Text

4.3.21 The Royal Botanic Gardens Kew was inscribed on the UNESCO World Heritage Site List in 2003, in recognition of its outstanding and internationally significant universal value. In accordance with Planning Policy Statement 5: Planning for the Historic Environment (2010), the outstanding international importance of the World Heritage Site is a key material consideration to be taken into account by the Council when determining planning applications and listed building consents. The site should be protected for the benefit of future generations and

development proposals affecting the site or its buffer zone will require careful scrutiny for their likely effect on the site or its setting.

Policy DM HD 7 Views and Vistas

The Council will seek to protect the quality of views indicated on the Proposals Map. It will also seek opportunities to create attractive new views and vistas and, where appropriate, improve any that have been obscured.

Policy DM HO 1 Existing Housing (including conversions, reversions, and non self-contained accommodation)

Existing housing should be retained. Redevelopment of existing housing should normally only take place where:

- it has first been demonstrated that the existing housing is incapable of improvement or conversion to a satisfactory standard to provide an equivalent scheme; and if this is the case:
- the proposal improves the long-term sustainability of buildings on the site; and
- the proposal does not have an adverse impact on local character; and
- the proposal provides a reasonable standard of accommodation, including accessible design, as set out in Policy DM

HO 4 'Housing Mix and Standards' and other policies.

Policy DM HO 2 Infill Development

All infill development must reflect the character of the surrounding area and protect the amenity of neighbours. In considering applications for infill development the following factors will be taken into account:

1. Plot width - plots must be sufficient width to allow a dwelling(s) to be sited with adequate separation between dwellings;
2. Spacing between dwelling - new dwellings must have similar spacing between buildings to any established spacing in the street;
3. Height - dwelling height should reflect the height of existing buildings;
4. Materials - where materials on existing dwellings are similar, new dwellings should reflect those materials;
5. Architectural details - new dwellings should incorporate or reflect traditional architectural features;
6. Trees, shrubs and wildlife habitats - features important to character, appearance or wildlife must be retained or re-provided;
7. Impact on neighbours - including loss of privacy to homes or gardens.

Policy DM HO 3 Backland Development

There will be a presumption against loss of back gardens due to the need to maintain local character, amenity space and biodiversity. In exceptional cases where it is considered that a limited scale of backland development may be acceptable it should not have a significantly adverse impact upon the following:

1. Garden land – rear garden land which contributes either individually or as part of a larger swathe of green space to amenity of residents or provides wildlife habitats must be retained;
2. Impact on neighbours – privacy of existing homes and gardens must be maintained and unacceptable light spillage avoided;
3. Vehicular access or car parking – these must not have an adverse impact on neighbours in terms of visual impact, noise or light. Access roads between dwellings and unnecessarily long access roads will not normally be acceptable;
4. Mass and scale of development on backland sites must be more intimate in scale and lower than frontage properties;
5. Trees, shrubs and wildlife habitats – features important to character, appearance or wildlife must be retained or re-provided.

Policy DM TP 8 Off Street Parking - Retention and New Provision

Developments, redevelopments, conversions and extensions will have to demonstrate that the new scheme provides an appropriate level of off street parking to avoid an unacceptable impact on on-street parking conditions and local traffic conditions.

A set of maximum car parking standards and minimum cycle parking standards are set out in Appendix Four - Parking Standards 'Appendix Four - Parking Standards' for all types of development, these take into account bus, rail and tube accessibility as well as local highway and traffic conditions including demand for on-street parking. These standards will be expected to be met, unless it can be shown that in proposing levels of parking applicants can demonstrate that there would be no adverse impact on the area in terms of street scene or on-street parking.

Policy DM TP 9 Forecourt Parking

The parking of vehicles in existing front gardens will be discouraged, especially where

- this would result in the removal of architectural features such as walls, gates and paving, or of existing trees and other vegetation; or,
- where such parking would detract from

the streetscape or setting of the property; or,

- where the use of the access would create a road or pedestrian safety problem; or
- where the width of the proposed entrance will be greater than the width of a normal driveway.

For any proposal the area of impermeable paving should be minimised and soft landscaping maximised.

The Council will seek to restrict permitted development rights for forecourt parking through Article 4 directions, where important townscape or surface water flooding issues exist. The Council will have regard to the impact of forecourt parking in considering proposals to extend or convert existing residential property.

Policy DM DC 1 Design Quality

New development must be of a high architectural and urban design quality based on sustainable design principles.

Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context.

In assessing the design quality of a proposal the Council will have regard to the following:

- compatibility with local character including relationship to existing townscape and
- frontages, scale, height, massing, proportions and form
- sustainable development and adaptability, subject to aesthetic considerations
- layout and access
- space between buildings and relationship to the public realm
- detailing and materials

Policy DM DC 7 Shop fronts and shop signs

The Council will resist the removal of shop fronts of architectural or historic interest.

The Council will expect proposals for new shop fronts or alterations to existing shop fronts to demonstrate a high quality of design, which complements the original design, proportions, materials and detailing of the shop front, surrounding streetscene and the building of which it forms part.

Blinds, canopies or shutters where acceptable in principle must be appropriate

to the character of the shop-front and its setting; external security grilles will not normally be permitted; in sensitive areas, rigid and gloss finish blinds will generally be unacceptable;

Signage and illumination to shop fronts must demonstrate a high quality of design, which complements the character and materials of the shop front and surrounding streetscene, and does not compromise public safety. Large illuminated fascias will not normally be permitted, even if these are in the "house style" of a particular store.

New shop fronts must be designed to allow equal access for all users, and can incorporate flood protection measures where appropriate. Proposals should take account of the Councils SPD on Shop fronts and Shop Signs.

The Council will welcome proposals from groups of shops to add character to the street scene by the use of harmonious high quality design, colours and materials for their shop fronts.

Other relevant policies

Policy DM OS 2 Metropolitan Open Land

The borough's Metropolitan Open Land will be protected and retained in predominately

open use. Appropriate uses include public and private open spaces and playing fields, open recreation and sport, biodiversity including rivers and bodies of water and open community uses including allotments and cemeteries.

It will be recognised that there may be exceptional cases where appropriate development such as small scale structures is acceptable, but only if it:

1. Does not harm the character and openness of the metropolitan open land; and
2. Is linked to the functional use of the Metropolitan Open Land or supports outdoor open space uses; or
3. Is for essential utility infrastructure and facilities, for which it needs to be demonstrated that no alternative locations are available and that they do not have any adverse impacts on the character and openness of the metropolitan open land.

Improvement and enhancement of the openness and character of the Metropolitan Open Land and measures to reduce visual impacts will be encouraged where appropriate.

When considering developments on sites outside Metropolitan Open Land, any

possible visual impacts on the character and openness of the Metropolitan Open Land will be taken into account.

Policy DM OS 11 Thames Policy Area

The special character of the Thames Policy Area (TPA), as identified on the Proposals Map, will be protected and enhanced by:

1. ensuring development protects the individuality and character, including the views and vistas, of the river and the identified individual reaches;
2. discouraging land infill and development which encroaches into the river and its foreshore other than in exceptional circumstances, which may include where necessary for the construction of river dependent structures such as bridges, tunnels, jetties, piers, slipways etc.;
3. ensuring development establishes a relationship with the river and takes full advantage of its location, addressing the river as a frontage, opening up views and access to it and taking account of the changed perspective with tides;
4. encouraging development which includes a mixture of uses, including uses which enable the public to enjoy the riverside, especially at ground level in buildings fronting the river;
5. protecting and promoting the history and heritage of the river, including

Appendix 2: Street names character/conservation area

landscape features, historic buildings, important structures and archaeological resources associated with the river and ensuring new development incorporates existing features;

- protecting and improving existing access points to the River Thames, its foreshore and Thames Path, including paths, cycle routes, facilities for launching boats, slipways, stairs etc. and encouraging opening up existing access points to the public, both for pedestrians and boats;
- requiring public access as part of new developments alongside and to the River Thames, including for pedestrians, boats and cyclists, where appropriate;
- increasing access to and awareness of the river including from the town centres.

Policy DM TP 6 Walking and the Pedestrian Environment

To protect, maintain and improve the pedestrian environment, the Council will ensure that:-

- New development and schemes protect, maintain and, where appropriate, improve the existing pedestrian infrastructure, including the Rights of Way network.
- New development does not adversely impact on the pedestrian environment and provides appropriate pedestrian access (see Policy DM TP 3 'Enhancing Transport Links').

- New development and schemes improve the safety and security of the pedestrian environment where appropriate.

Policy DM TP 7 Cycling

To maintain and improve conditions for cyclists, the Council will ensure that new development or schemes do not adversely impact on the cycling network or cyclists and provide appropriate cycle access and sufficient, secure cycle parking facilities, see Policy DM TP 3 'Enhancing Transport Links' and Policy DM TP 8 'Off Street Parking - Retention and New Provision'.

Relevant SPDs/SPGs

- Design Quality SPD Adopted Feb 2006
- Front Gardens and other Off-street Parking Standards SPD Sept 2006
- Residential Development Standards March 2010
- Shopfronts SPD March 2010
- Small and Medium Housing Sites SPD Feb 2006
- Design Guidelines Leaflets 3 and 4: House Extensions and External Alterations. Adopted Sept 2002. Reformatted with minor updates July 2005. Based on UDP policies
- Design Guidelines leaflet 11: Shopfront Security. First published 1997 and Reformatted with minor updates July 2005. Based on UDP policies

Also of relevance is the Council's 'Public Space Design Guide' (Jan 2006). The overall aim is to provide guidance to help deliver the goal of improved streetscene and public spaces.

Thames Landscape Strategy (2012 refresh). This can be viewed at www.thames-landscape-strategy.org.uk

Street	Character Area	Conservation Area	
Alexandra Road	7	Sandycombe Road and Surrounds	
Atwood Avenue	11	North of the A316	
Barker Close	15	North of the A316	
Beechwood Avenue	13	Burlington Avenue and Surrounds	
Blake Mews		4	Kew Garden
Branstone Road		4	Kew Garden
		6	Kew Road
Brick Farm Close	12	West Hall Road	
Broomfield Road		4	Kew Garden
		6	Kew Road
Burdett Road	8	Gainsborough Road/ Temple Road	
Burlington Avenue	13	Burlington Avenue and Surrounds	
Bush Road		2	Kew Green
Bushwood Road		2	Kew Green
Cambridge Cottages		2	Kew Green
Cambridge Road		2	Kew Green
Chaucer Avenue	11	North of the A316	
Chelwood Gardens	11	North of the A316	
Chilton Road	9	Chilton Road and Surrounds	
Clarence Road		4	Kew Gardens
Courtlands Avenue	12	West Hall Road and Surrounds	
Cumberland Road	3	Cumberland Road/ Gloucester Court	
		4	Kew Gardens
Dancer Road	9	Chilton Road and Surrounds	
Darell Road	9	Chilton Road and Surrounds	
Defoe Avenue	13	Burlington Avenue and Surrounds	
Dudley Road	8	Gainsborough Road/ Temple Road	
Elizabeth Cottages		4	Kew Gardens
Ennerdale Road		4	Kew Gardens
Eversfield Road		4	Kew Garden
		6	Kew Road
		4	Kew Garden
Fitzwilliam Ave		4	Kew Garden
		6	Kew Road

Forest Road			2	Kew Green
Gainsborough Road	8	Gainsborough Road/ Temple Road		
Garrick Road	11	North of the A316		
Gloucester Road			2	Kew Green
Gordon Road	8	Gainsborough Road/ Temple Road		
Greenlink Walk	15	North of Mellis Avenue		
Hatherley Road			4	Kew Gardens
Haverfield Gardens			2	Kew Green
Hester Terrace	9	Chiltern Road and Surrounds		
High Park Road	11	North of the A316		
Holmesdale Road			4	Kew Gardens
Kelsall Mews	15	North of Mellis Avenue		
Kenmore Close	3	Cumberland Road/ Gloucester Court		
Kent Road	3	Cumberland Road/ Gloucester Court		
Kew Gardens Road			4	Kew Garden
Kew Green			2	Kew Green
Kew Meadows Path	14	Retail Park		
Kew Road			2	Kew Green
Lawn Crescent			5	Lawn Crescent
Layton Place			4	Kew Gardens
Leyborne Park			4	Kew Gardens
Lichfield Road			4	Kew Garden
			6	Kew Road
Lindley Place			4	Kew Gardens
Lion Gate Gardens			4	Kew Garden
			6	Kew Road
Lonsdale Mews			4	Kew Gardens
Lower Richmond Road	9	Chilton Road and Surrounds.		
	10	Mortlake Road/ North Sheen Cemetery		
	11	North of the A315		
Marksbury Avenue	11	North of the A316		
Maze Road			2	Kew Green
Mellis Avenue	15	North of Mellis Avenue		

Appendix 3: Site Allocations Plan - sites in Kew

Mortlake Road	3	Cumberland Road/ Gloucester Court. Mortlake Road	2	Kew Green
	10	Mortlake Road/ North Sheen Cemetery		
	13	Burlington Avenue/ Beechwood Avenue and Surrounds		
Niton Road	9	Clifton Road and Surrounds		
North Avenue	3	Cumberland Road/ Gloucester Court		
North Road	9	Clifton Road and Surrounds		
	11	North of the A316.		
	13	Burlington Avenue/ Beechwood Avenue and Surrounds		
Nylands Avenue	11	North of the A316		
Old Dock Close			2	Kew Green
Pagoda Avenue			6	Kew Road
Paxton Close			6	Kew Road
Pensford Avenue	11	North of the A316		
Princes Road			4	Kew Gardens
Priory Road			2	Kew Green
Riverside			2	Kew Green
Royal Parade			4	Kew Gardens
Ruskin Avenue	13	Burlington Avenue and Surrounds		
Sandycombe Road	7	Sandycombe Road and Surrounds.	4	Kew Gardens
	8	Gainsborough Road/ Temple Road		
Station Approach			4	Kew Gardens
Stanmore Road			6	Kew Road
Station Parade			4	Kew Gardens
Strand Drive	15	North of Mellis Avenue/ Strand Drive		
Taylor Avenue	11	North of the A316		
Temple Road	8	Gainsborough Road and Temple Road		
The Avenue			4	Kew Gardens
			6	Kew Road
Thompson Avenue	11	North of the A316		

Townmead Road	10	Mortlake Road/ North Sheen Cemetery		
Victoria Cottages			4	Kew Gardens
Walpole Avenue			4	Kew Gardens
			6	Kew Road
Watcombe Cottages			2	Kew Gardens
West Hall Road	12	West Hall Road and Surrounds		
West Park Avenue	12	West Hall Road and Surrounds		
West Park Road	13	Burlington Avenue/ Beechwood Avenue and Surrounds		
Whitcome Mews	15	North of Mellis Avenue		
Windsor Road	7	Sandycombe Road and Surrounds		
Woodman Mews	15	North of Mellis Avenue		

KW 1 Former Inland Revenue, Bessant Drive, Kew

Proposal: Mixed uses to include residential, including affordable units, employment, community and/or health uses

KW 2 Kew Gardens car park, Kew

Proposal: Relocate car park, restoration of existing parking area

KW 3 Kew Biothane Plant, Mellis Avenue, Kew

Proposal: Residential, including affordable units, open space

E KW 4 Sandycombe Centre, Sandycombe Road, Kew

Proposed designation as Key Employment Site

E KW 5 Blake Mews, I-17 Station Avenue, Kew

Proposed designation as Key Employment Site

E KW 6 Marlborough Trading Estate, Mortlake Road, Kew

Proposed designation as Key Employment Site