

Kew Foot Road Conservation Area 36

Designation

Conservation area designated:
07.09.1982

Location

OS Sheets: 1875

Kew Foot Road conservation area lies just to the North of Richmond centre, contained by Old Deer Park to the West, Twickenham Road to the South and Kew Road to the East. It adjoins Central Richmond (17), Old Deer Park (57) and Kew Road (55) conservation areas.

History and Development

Kew Foot Road is an historic route between Richmond and the old ferry crossing at Kew, running alongside the Medieval Old Deer Park of Shene Palace. Development along this road began in the 18th century with a number of grand townhouses and cottages. Kew Road was formed in the late 18th century as a new route between these two centres. An area of residential streets grew up from the mid 19th century onwards between the old and new roads, with the expansion of Richmond northwards.

Character

Kew Foot Road conservation area is a distinctive and well defined area containing an eclectic mix of building types and uses such as residential, commercial and institutional. This area can be divided into two distinct character areas.

Kew Foot Road

Kew Foot Road is predominantly residential and generally more peaceful and of a smaller scale than the parallel Kew Road. The attractive character of this area is enhanced by the wider setting of and views into the adjoining open space of Old Deer Park. The East side of this road is lined by varied groups of brick built terraced houses and cottages of mostly two and some three storeys with small front gardens and a mix of boundaries. These buildings face the historic park boundary wall enclosing this road. The varied broken roofscape of these buildings provides a distinctive skyline to the road and park edge. Key buildings include fine 18th century Royal Hospital, and an exceptional trio of early 18th century townhouses (nos.19-23). At the South end is a distinctive composite group of modest two storey 18th and 19th century cottages enclosing an informal open space and tree group. The cottages on St John's Grove are generally unspoilt and set behind well planted front gardens and walls. By comparison those cottages at the start of Kew Foot Road display a greater variety of styles, and include a distinctive pair of Gothick cottages (nos.12-14). Charming terraces of Victorian houses and cottages traverse the area between Kew Road and Kew Foot Road. These houses predominantly have brick or rendered facades under slate roofs, and occupy small garden plots with or without modest enclosed front gardens to the street. There is an interesting mix in the style and scale of houses in this area. Generally simpler smaller and more tightly packed two storey terraced cottages characterise the South, with larger more decorated and increasingly semi-detached or detached houses towards the North. The small tightly packed terrace of cottages along Michel's Row is a particularly prominent group within the area.

Kew Road

Kew Road is the centre of activity within the conservation area. Here this busy road is enclosed by predominantly brick built three storey terraced buildings lining the back edge of the footway. Here street trees and wide pavements and the lively mix of shops and cafes create a somewhat continental atmosphere. Importantly there remain many traditional shopfronts, including the exceptional Art Deco frontage of Cafe Matthiae. To the South there is a more tightly packed group of small scale two storey terraced houses along Lower Mortlake Road and Blue Anchor Alley. Key buildings include the Old Fire Station and Christ Church.

Problems and Pressures

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

Opportunity for Enhancement

- Preservation, enhancement and reinstatement of architectural quality and unity
- Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens
- Coordination of colour and design and improvement in quality of street furniture and flooring
- Improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture
- Retain and improve the quality of shopfronts and advertisement
- Areas identified for environmental improvement include: Perseverance Place, Environs of Royal Hospital, No.88 Kew Road

Scale: N.T.S.

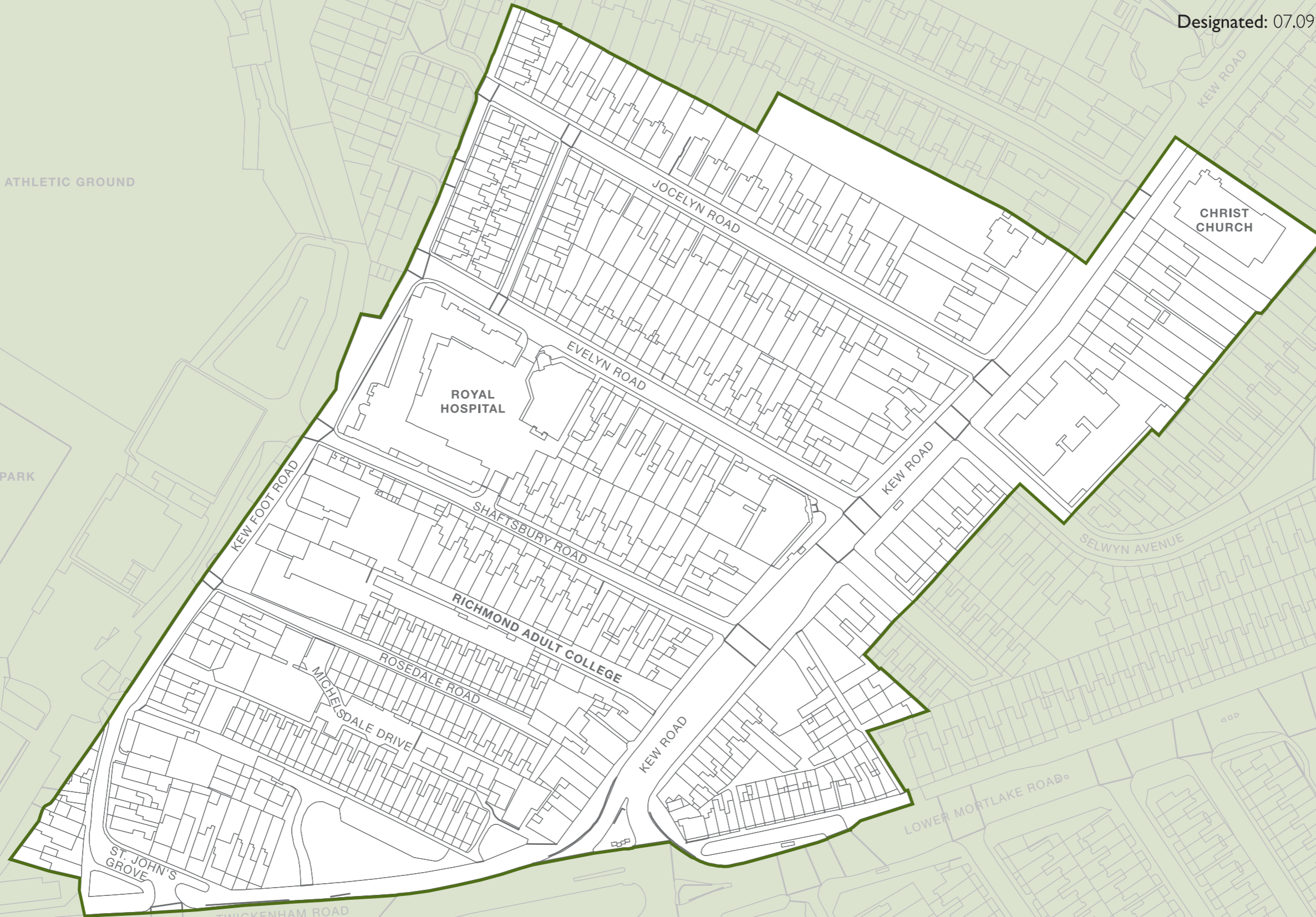


**CONSERVATION AREA No.36
KEW FOOT ROAD**

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RICHMOND ATHLETIC GROUND

OLD DEER PARK



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