

Kew Road Conservation Area 55

Designation

Conservation area designated:
20.09.1988

Conservation area extended:
23.09.2003

Location

OS Sheets: 1875, 1876

Kew Road conservation area lies within suburban Kew, stretched along the East side of Kew Road between Richmond and Kew centres. It is contained to the West by the boundary of the Royal Botanic Gardens and the Old deer Park. It adjoins Kew Gardens (15) to the East, Royal Botanic Gardens (63) to the West, Kew Foot Road (36) to the South and Kew Green conservation areas (2) to the North.

History and Development

The residential development of the historic route of Kew Road began in the later 19th century, with large villas taking advantage of the views of the nearby 18th century gardens. Subsequent development of Edwardian terraced houses and later 20th century blocks of flats and houses along this road.

Character

Kew Road conservation area provides the important built edge of the Royal Botanic Gardens to its East, contributing to the enclosure of this historic landscape. The key characteristic of this area is the strong linear relationship between the consistent building line, front boundary walls and piers, and the historic boundary wall of the Royal Botanic Gardens, all enclosing the route of Kew Road. There is an important sequence of views North and South along the road and also views over the high wall into the gardens. The mature planting of front gardens, street trees along the broad footway and the trees and landscape of the Royal Botanic Gardens provide a cohesive attractive leafy suburban character to this area. The road is lined with a number of fine imposing Victorian villas interspersed with larger modern blocks of flats and houses, of generally three to four storeys. These buildings are set in large garden plots with generous spaces between, contributing to the suburban character. Towards Richmond the road is lined with more tightly packed terraced and semi-detached Edwardian houses. There is a contrast between the vertical emphasis of the older Victorian houses with rich detailing such as decorated bargeboards, bay windows and balustrading, and the generally less sympathetic plainer modern blocks with a heavier horizontal emphasis. The varied and broken roofscape of the older buildings, enlivened by the prominent gables and chimneystacks, provides an important and distinctive skyline to the gardens and the road.

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

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

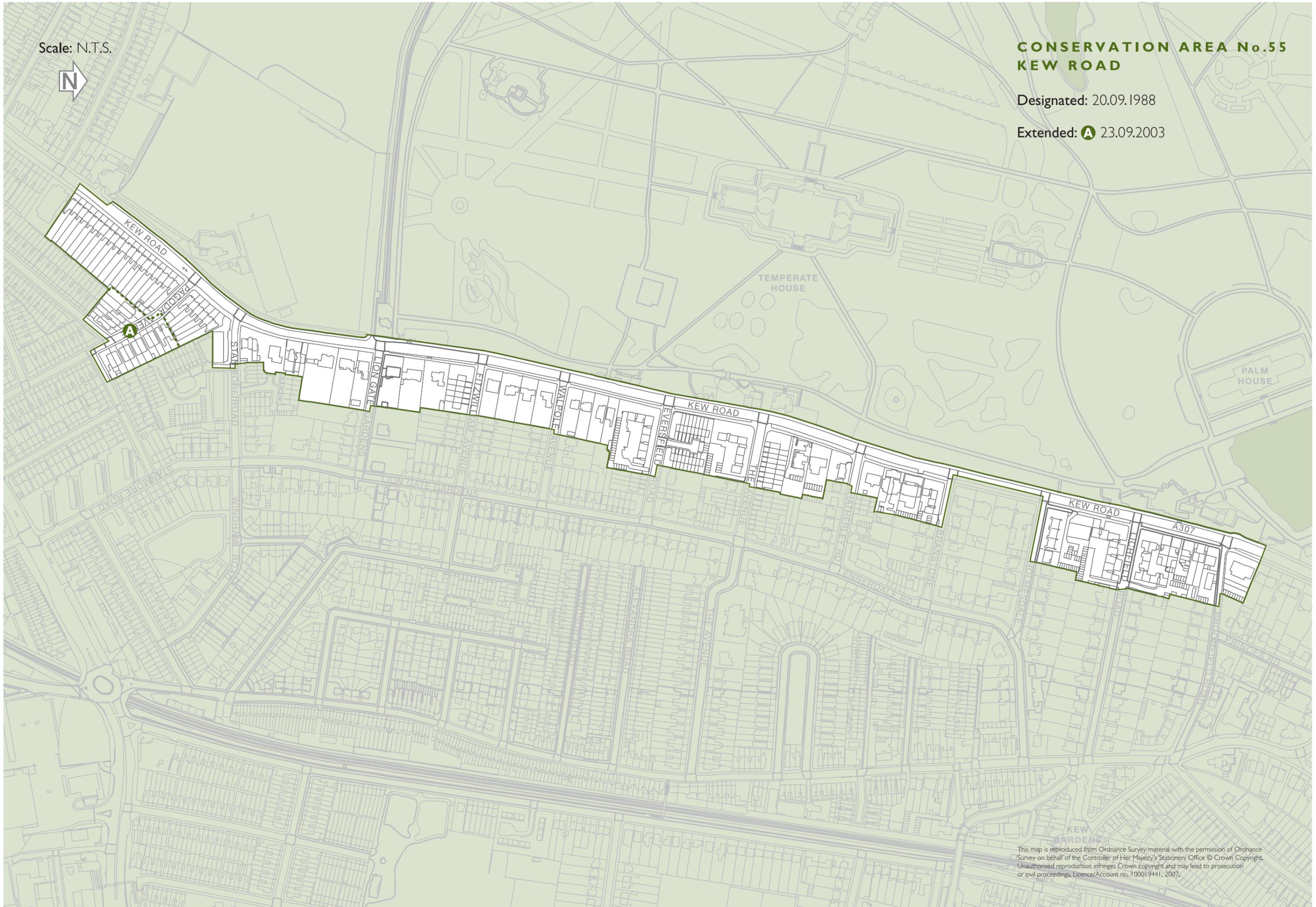
Scale: N.T.S.



**CONSERVATION AREA No.55
KEW ROAD**

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