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1. 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.

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.

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 consideration in determining planning applications.

Consultation events for the Kew Village Planning Guidance SPD

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 of 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.

The core of the SPD is a series of character area assessments for the component areas of Kew. These character area assessments 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.

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taking account of physical and administrative boundaries, including conservation area boundaries to avoid these being split between village areas;

how local communities viewed their local areas when asked through the Council’s 2010 ‘All-In-One’ survey.

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.

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 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.
2. Planning Policy and Wider Context

2.1. Planning policy framework

Natural Planning Policy

The National Planning Policy Framework (NPPF) is the key part of the government’s reforms to make the planning system less complex and more inclusive places through the use of good 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 context and characteristics of the site and its surroundings.
(ii) contribute positively, to its surroundings.
(iii) respect existing and adjacent buildings.
(iv) respect the character, appearance or significance of the local area.
(v) take into account the impact on the public realm.

The London Borough of Richmond upon Thames current statutory planning policy framework upon adoption. 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 the area. This SPD will form part of the Council will work with others to designate a Thames Policy Area in the Thames section of Kew are designated in the Thames Policy Area in the London Plan. It must be taken into account in the preparation of local and neighbourhood plans.

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 years. This document has been adopted to ensure a longer-term view of London’s development when informing decision-making. After adoption, it will be referenced in adopted Plans and will be used to set out general principles for the area. This SPD will form part of the London 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 at the SA Plan sites are provided in Appendix 2.

2.2. Key planning policies

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 look for the following:

compatibility with local character including relationship to existing buildings;
forestry, scale, height, massing, proportions and form;
sustainable development and adaptability, subject to design 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 CP7: Maintaining and Improving the Core Strategy

DMP Policy DM HD 1 Design Quality

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

DMP Policy DM HD 2Design Quality

Parks and gardens as well as landscapes of special historic interest are designated in the River Thames Merit and the Council will use its powers where possible to protect their significance, character and setting.

DMP Policy DM HD 3 Design Quality

Buildings of Towner Merit

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

DMP Policy DM HD 4 Historic Parks, Gardens and Landscapes

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

DMP Policy DM HD 5 World Heritage Sites

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

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

Facilities in Kew

Kew Royal Palm 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.

Bus and 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.

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).

A number of smaller green spaces.

Boat trips from Kew Pier to London Westminster Pier are available taking approximately an hour and a half each way.

Green infrastructure


North Sheen Recreation Ground.

Westerly Vale Recreation Ground with new playground in 2012 and bee hives in 2013.

North Sheen and Mortlake Cemeteries.

A number of smaller green spaces.

Kew Green also contains Kew Studio, a registered educational charity, offering opportunities for artists.

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 local community can 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 incorporated 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.

The Village Planning Guidance SPD forms part of the Village Plan by providing a formal planning policy. The SPD should be used to guide new development that has responded to the policies of the plan, providing greater control and influence over planning and development in their defined area. The involvement of the local community in the production of the SPD has been essential in ensuring it is a genuine reflection of residents’ priorities.

DHP Policy DTPP 9 Forecourt Parking

The parking of vehicles in assisting 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 surrounding or setting of the property.

DHP Policy DTPP 11 Thames Polynomials

The special character of the Thames Polynomials (TPs), 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 seeks to achieve the following:

2.4. Wider Context (Village Plans)

■ Maintain and protect the vitality and viability of Kew Gardens Station Parade as a shopping and service centre and the key parade in Kew Green and Sandycombe Road, to continue to improve the environment at both sides of the parade.

■ Ensure local character and historic buildings and features are retained and augmented, 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 riverside.

■ 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.

■ Ensure 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. Proceed 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 views from Kew generally, and to the setting of the World Heritage site.

■ Seek to improve health and youth facilities and to improve Kew Library on a larger site (possibly with other community use) if a suitable opportunity becomes available.

■ Provide small parks and children’s play spaces in areas which are beyond walking distance of existing facilities, if opportunities arise.

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Connectivity and Accessibility in Kew

Facilities in 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.

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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 areas 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 modernisations 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.)

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

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
The Royal Botanic Gardens are a significant Royal estate and illustrate significant periods in the art of garden design from the eighteenth to the nineteenth century. The Royal Botanic Gardens Kew conservation area is bounded to the north-east by the backs of houses facing Kew Road, 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 sightlines through the park. The riverine 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.

Conservation Area 1: 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.

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

Conservation Area 1: Royal Botanic Gardens, Kew

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

Conservation Area 1:
Royal Botanic Gardens, Kew
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 taken 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.
Conservation Area 2: (continued)

**Kew Green**

This provides a summary of the main characteristics of the conservation area. More detailed information can be viewed via the link provided below.

**Dominant Materials and Features:**
- Red and stock brick laid to flemish bond
- Porch roofs
- Pantile roofs
- Timber sash windows
- Chimney stacks
- 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, with views of the river and are particularly dramatic looking towards Kew Bridge. The character of the quay 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 garden spaces – a playground, communal greens, an allotment and churchyard. There are also views along the north bank against this stretch of the river which are particularly dramatic looking towards Kew Bridge.

**Residential roads**

- These roads comprise of good-quality surfacing, with mature trees adding greatly to the appearance of the area. Important points of interest and the majority of the buildings are much more apparent.

**The most obvious change is to the backs of the houses that have subsequently been redeveloped as the window jambery is now more reasonably consistent, which could be in part the result of the Article 4 Direction. However, some of the treated lightboxes have been replaced with plain versions on this street.**

Conservation Area Study

- This area takes in the north part of the estate, as it leads up to Kew Green. On the west side is the tall wall and Victoria Avenue entrance to the Royal Botanic Gardens. On the east side a high boundary wall is a major feature. The concrete lampposts cited in the Study (continued)

**Kew Green 20**

- As the Conservation Area Study mentioned, is a break in this consistent line of development. The Original Maids of Honour building, located near Gloucester Court on the east side a high boundary wall and Mature trees. A row of shops is located on the north side of the Parade Road (Mortlake Terrace) a number which contain the original bow windows in seventeenth-century timber frontages.

- The Conservation Area Study notes that much of the jambery on Gloucester Road has been changed. It appears that many of these houses have subsequently been redeveloped as the window jambery is now reasonably consistent, which could be in part the result of the Article 4 Direction. However, some of the treated lightboxes have been replaced with plain versions on this street.

**Dominant Materials and Features:**
- Stock brick
- Timber sash windows
- Decorative bargeboards
- Gables
- Windows
- Parapet roofs
- Gables
- Pitched roofs
- Chimneys
- Engineer-style railings
- Signposts
- Trees
- Ironwork

**The Coach and Horses car park, having now been developed and the car park moved to the rear.**

**The problems and pressures affecting this sub area mentioned in the Conservation Area Study seem to still be relevant except that the Kew Railway has now in good condition.**

**Dominant Materials and Features:**
- Stock brick
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- Windows
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- Gables
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**Proposed Actions**

- To consider the opportunities to improve the environment at Kew Pier.
- To consider widening the current Kew Green. The Kew Green Conservation Area Article 4 Direction 1995.

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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 Queens Church of England Primary School, Kew. The building is single storey with a flat roof and is set back from the road facing a concrete path 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 boundary

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 on 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
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 is a mix of scale and styles, of buildings with many fine traditional shop fronts including the single storey shops next to the station. Station Parade and Station Approach together form a largely 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 levy 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 two storey brick conservation with prominent round headed window openings. Although the public main 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

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

More detailed information can be viewed using the link provided below.
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, 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 balconies
- Rough cast rendered covered awnings
- Boundary brick walls
- Decorative bargeboards
- Street trees

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

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

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

http://www.richmond.gov.uk/conservation-area_study

More detailed information can be viewed using the link provided below.
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 out-of-town 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.

Dominate Materials and Features:

■ Stock brick
■ Timber sashes and front doors
■ Bay windows
■ Dwarf brick walls
■ Front gardens
■ 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 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 embellishments.

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/recreational 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
■ Chimneys
■ Red brick
■ Decorative glazing
■ Historic shop fronts
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 gardens space and streets are lined 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 and Features:
- Red bricks/cement
- Timber sashes
- Stone mullions
- Porches
- Gables with applied half-timbering and bargeboards
- Porches
- 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
- Coloured and porch roofs
- Staggered build lines along frontage
- Buildings grouped
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 doorways. 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.

Main Characteristics
- Ordered rows 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

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

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:
- Sash windows
- Rendered elevations
- Bay windows
- Pitched roofs with clip 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

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
- Pitched roofs with clip 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
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
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
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.

Dominant Materials and Features:
- Red brick boundary walls with stone dressings and iron railings
- Grand, iron gates
- Planting
- Gothic chapel
- Stone monuments and graves

Mortlake Crematorium
Mortlake Crematorium is a large, red brick building surrounded by hedges.

Dominant Materials and Features:
- Red brick boundary walls with stone dressings and iron railings
- Grand, iron gates
- Planting
- Well-lit entrance
- Red brick lodges
- Red brick crematorium
- 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.

There are gabled, red brick entrance lodges by the gates on Clifford Avenue and the South Circular.
Character Area 11: Atwood Avenue and surrounds

Character Summary

This 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 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.

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.

Dominant Materials and Features:

- Render
- Brick
- 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, redbrick houses. Those on High Park Road date from the early twentieth century.

Dominant Materials and Features:

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

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.

Character Summary

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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.

Dominant Materials and Features:

- Render
- Brick
- 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.
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 1950s residential development of flats and houses together with the two listed buildings; then more 1930s houses and 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 is between the two. 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:
- Bricks; 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 a 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
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.

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 tile
- Red brick laid to Flemish bond
- Half timbering
- Decorative timber porches
- Decorative glazing
- Render
- Projecting bays
- Oriel windows

South Side of Mortlake Road
The houses on the south side of Mortlake Road are larger and more distinctively Queen Anne in style with their elongated sashes, rubbed red brick, brick quoins and hipped roofs. Many have been partially rendered.

Dominant Materials and Features:
- Red brick
- Brick detailing including quoins and window surrounds
- Hipped roofs
- Front walls brick rubble (wasters)
- Timber sashes with decorative glazing
- 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 with facades
- 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.

Character Area 13: Burlington Avenue / Beechwood Avenue and surrounds.
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 is the 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.

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 facias
- 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

[Map of Character Area 14: Retail Park and National Archives]
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 extending vertically around cores
- Rounded protruding end units

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

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).
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 existing materials. In the context of historic buildings, it is useful to look at the palette of existing materials. 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.

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 but red and darker coloured red stock brick is common 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 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.

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 look like stone and painted a stone colour. 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 look like stone and painted a stone colour.

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 historically 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 always be repaired. This was not just an aesthetic decision it also protected the timber from the elements. Stripping historic timber and training it is exposed is never a good idea.

Iron

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7. Features and Materials (continued)

Villas
Terraces
Victorian
Georgian
Edwardian
1920s and 30s
Doors
Windows
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 access to the site from the Bassett Drive roundabout.
- A line of trees follows the site boundary along the southern and eastern edge shading 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 Bassett Drive beyond which lies terraced housing with a tree screen. The tree screen is an important feature 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 occupants 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 maximises the impact on the locality and also manages and mitigates the impact of traffic on the local network and junctions.

8. Guidance for Inland Revenue Site

Inland Revenue Site
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 area and “protecting and preserving 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 on 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 apartment all of predominantly few storeys in height.

Development principles
Development and design principles for the site 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 site.
- 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 metropolitan path and from across the river.
- The connectivity of the area should be enhanced, allowing permeability from the river and to adjoining areas.
- Provide 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.
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 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 Bank 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
- Stall/door
- Mullions and transoms framing the shopfront and the door
- The number of the building is integral to the design

Positive features:
- Decorative tiles on pilasters and console brackets
- Timber fascia
- Fascia signage limited to size of fascia/height of console brackets

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 cannot 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.

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).
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 shops on the end of nineteenth/early twentieth century retain their original features most notably the timber elements of transoms, mullions and stall risers that frame the window, 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.

Positive features:
- High, panelled stall risers
- Solid panels on the doors are at the same height as the stall riser
- 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 moulings which fit to the size of the console brackets
- Facia is also carried in line with console brackets.
11. Forecourt Parking

Forecourt Parking

The Council has an existing Supplementary Planning Document (SPD) covering Front Garden and Other Off Street Parking. SORDP (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 Guidance.

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, particularly in a village where houses are not able to have garages in greater demand for car parking spaces. This is particularly seen in Kew as in other areas of Richmond where there is insufficient on and off street parking.

When houses are not able to have garages the SPD is seeking to ensure it is provided in a sensitive way. It is important to consider that additional front garden parking would significantly reduce congestion.

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. The 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 (DMP) generally discourages front garden parking because of impact on appearance of the street and loss of vegetation and biodiversity. This is reflected in Para 3.3 of the SPD. When forecourt parking is unavoidable the SPD is seeking to ensure it is provided in a sensitive way. It is important to consider that additional forecourt parking would significantly reduce congestion.

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 Dillah 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 and, therefore, it is important for them to be retained at frontage 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 or hedge an opening should be made good at both ends to match existing materials and details.

Front garden parking can often be an important aspect of the amenity (and amenity should be avoided if possible. Should there be no alternative the following are key considerations:

- **Retention of existing features**
  - The 2006 SPD for details.
- **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 soakaway 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 re-planting and / or replacing some planting in as generous manner as possible helps to improve the area’s character, support biodiversity, screen vehicles and create a more pleasant natural environment by absorbing local exhaust fumes.

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63

10.A  The Borough’s green belt, metropolitan

20.A  Encouraging the enhancement of

CP14 Housing

20.C  Directing new local to the Borough’s
town centres or other areas highly
accessible by public transport.

CP15 Fishing

20.D  Requiring accommodation and facilities

CP20 Environment

20.E  Enhancing the environment in areas

CP6 Town and Local Centres

20.B  Promoting sustainable transport for

CPD Visitors and Tourist

20.F  The Council will improve the local

CP7 Health and Well-being

20.G  Health and well-being in the Borough

CPD10 Open Land and Parks

20.H  Proposals will be processed and

CP17 Other Open Land

20.I  The Council will support the sustainable

CP14 Design

20.J  The density of residential proposals

CP11 Other Open Land of Townscape

20.K  The proposed use retains a “shop-like”

CP16 Other Open Land

20.L  Provisions for development will be

CP17 Health and Well-being

20.M  “Shop-like” appearance with an active

CP26 Secondary Retail Frontages

20.N  Non-retail proposals will be acceptable in

CPD5 Heritage

20.O  The special character of the areas

CPD6 Other Open Land

20.P  The Council will protect and improve the

CPD7 Neighbourhood Centres and Areas of

20.Q  Development should improve and maintain

CPD8 Other Open Land

20.R  The Council will consider the special

CPD9 Other Open Land

20.S  Other open areas of townscape

CPD10 Neighbourhood Centres and Areas of

20.T  Generally, retail frontages should be

CPD11 Other Open Land

20.U  It is important and all new development

CPD12 Other Open Land

20.V  Proposals for development will be

CPD14 Housing

20.W  Such facilities should be in sustainable

CPD15 Mixed Use

20.X  The Council will require appropriate

CPD16 Other Open Land

20.Y  Facilities should contribute towards a

CPD17 Other Open Land

20.Z  Facilities should encourage and promote

Appendix 1: Relevant Policies and Guidance

Policies that the SPD will support:

17.A  Housing Standards & Types

1.D  The density of residential proposals

1.A  The existing buildings and areas in the

LBRuT LDF Core Strategy (April 2009)

Appendix 1: Relevant Policies and Guidance

will have to illustrate that they:

CP7-Maintaining and Improving the Local

will be brought forward through the Development

CP27-Maintaining and Improving the Local

will be maximised.

CP28-Maintaining and Improving the Local

2.A  Existing buildings and areas in the

will be supported providing that it is

CP29-Maintaining and Improving the Local

will be taken into account to assess the density of

CP30-Maintaining and Improving the Local

will create jobs, maintain or enhance

CP31-Maintaining and Improving the Local

will be identified, which will be brought

CP32-Maintaining and Improving the Local

will be taken account of when assessing appropriate

design principles including layout, form, scale, material,
natural surfaces and orientation, and land uses.

CP33-Maintaining and Improving the Local

will not significantly expand it.

CP34-Maintaining and Improving the Local

will be safeguarded and for larger facilities may be identified in

CP35-Maintaining and Improving the Local

will be protected and...
Contribution to the local character
Immediate or longer views into
Value for biodiversity and nature
Openness of the designated other open land
When considering developments on sites
Encouraged where appropriate.
Improvement and enhancement of the
Openness and character of other open land
The explanatory text is relevant to the SPD
will be taken into account.

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From the Proposals Map but
Mature trees. The designated areas
Are shown on the Proposals Map but
School playing fields, cemeteries,
Public and private sports grounds,
Importance (OOLTI) can include
Defining OOLTI:
Criteria are taken into account in
Areas of high density development and
Areas of high quality design and
Areas of high quality design and
Improved and enhanced open spaces
Openness and character of other open land
 llegible.

HO 3 'Backland Development' also
'infill development' and Policy DM
Areas valued by residents as open spaces
or metropolitan open land, act as

Policy DM 3 Conservation of Listed Buildings
and buildings of townscape merit
The Council will seek to conserve
The Council will seek to conserve
Policy DM 3 Conservation of Listed Buildings
and buildings of townscape merit
The Council will seek to conserve

Policy DM 4 Historic Parks,

Policy DM 4 Historic Parks,

2.1 The Royal Botanic Gardens Kew
referred to. In addition Kew
Gardens, Kew referred to. In addition Kew
Gardens and Landscapes

Policy DM HD 7 Views and Vistas
The Council will seek to protect the quality
of views illustrated on the Proposals Map
It will also seek opportunities to create
structural views and vistas, and where
appropriate, improve any that have been

Policy DM HD 1 Existing Housing
(including conversions, reversions, and

Policy DM HD 3 World Heritage Site
This site has an Outstanding Universal Value,
"The High Street of the World Heritage Site
The High Street of the World Heritage Site
HBO 3 ‘Backland Development’ also

Bridging Development sites with

Policy DM HD 5 World Heritage Site
This site has an Outstanding Universal Value,
Contact the high standard of the original building.

Policy DM HD 1* World Heritage Site
This site has an Outstanding Universal Value,
Contact the high standard of the original building.

Policy DM HD 1 Existing Housing
(including conversions, reversions, and

Policy DM HD 5 World Heritage Site
This site has an Outstanding Universal Value,
Contact the high standard of the original building.

Policy DM HD 1 Existing Housing
(including conversions, reversions, and

Policy DM HD 5 World Heritage Site
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Contact the high standard of the original building.

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Contact the high standard of the original building.

Policy DM HD 1 Existing Housing
(including conversions, reversions, and

Policy DM HD 5 World Heritage Site
This site has an Outstanding Universal Value,
Contact the high standard of the original building.

Policy DM HD 1 Existing Housing
(including conversions, reversions, and

Policy DM HD 5 World Heritage Site
This site has an Outstanding Universal Value,
This would result in the removal of where such parking would detract from sustainable development and adaptability, where the width of the proposed entrance frontages, scale, height, massing, compatibility with local character detailing and materials,...

For any proposed area of impervious pavement should be minimised and soft landscaping maximised.

The Council will have regard to the special character of the Thames Policy Area and the character, individuality and character, including the foreshore other than in exceptional circumstances, which may include where it is...
3. New development and schemes improve the safety and security of the pedestrian environment where appropriate.

Relevant SPDs/SPGs
- Design Quality SPD (Adopted Feb 2006).
- Shopfronts SPD March 2010.
- Small and Medium Housing Sites SPD Feb 2006.

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 amenity and public spaces.

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

Appendix 2: Street names character/conservation area

<table>
<thead>
<tr>
<th>Street</th>
<th>Character Area</th>
<th>Conservation Area</th>
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<tbody>
<tr>
<td>Eversfield Road</td>
<td>Eversfield Estate</td>
<td>Fitzwilliam Ave</td>
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<tr>
<td>Ennerdale Road</td>
<td>Eversfield Estate</td>
<td>Eversfield Road</td>
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<tr>
<td>Elizabeth Cottages</td>
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<td>Eversfield Road</td>
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<td>Dudley Road</td>
<td>Eversfield Estate</td>
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<td>Defoe Avenue</td>
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<td>Dancer Road</td>
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<td>Eversfield Road</td>
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<td>Cumberland Road</td>
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<td>Cumberland Road</td>
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<td>Courtlands Avenue</td>
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<td>Clarence Road</td>
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<td>Chelwood Gardens</td>
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<td>Burlington Avenue</td>
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<td>Burdett Road</td>
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<td>Burdett Road</td>
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<td>Broomfield Road</td>
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<td>Broomfield Road</td>
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<td>Brick Farm Close</td>
<td>Eversfield Estate</td>
<td>Brick Farm Close</td>
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<td>Blake Mews</td>
<td>Eversfield Estate</td>
<td>Blake Mews</td>
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<td>Beechwood Avenue</td>
<td>Eversfield Estate</td>
<td>Beechwood Avenue</td>
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<td>Barker Close</td>
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<td>Atwood Avenue</td>
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<td>Atwood Avenue</td>
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<td>Alexandra Road</td>
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<td>Shepherds Way</td>
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<td>Shepherds Way</td>
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<td>St. Mark’s Way</td>
<td>Eversfield Estate</td>
<td>St. Mark’s Way</td>
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<td>St. George’s Park</td>
<td>Eversfield Estate</td>
<td>St. George’s Park</td>
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<tr>
<td>St. George’s Place</td>
<td>Eversfield Estate</td>
<td>St. George’s Place</td>
</tr>
<tr>
<td>St. James’s Park</td>
<td>Fitzwilliam Ave</td>
<td>St. James’s Park</td>
</tr>
</tbody>
</table>

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

6. protecting and improving access points to the River Thames, its foreshore and Thames Path, including paths, cycle routes, facilities for launching boats, slips, steps etc. and encouraging opening up access points to the public, both for pedestrians and boats;

7. requiring public access as part of new developments alongside and to the River Thames, including for pedestrians, boats and cyclists, where appropriate;

8. increasing access to and awareness of the river including from the new car parks.

Policy DMTP 6 Walking and the Pedestrian Environment

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

1. New development and schemes protect, maintain and where appropriate, improve the existing pedestrian infrastructure, including the Rights of Way network;

2. New development does not adversely impact on the pedestrian environment and provide appropriate pedestrian access (see Policy DMTP 3 Enhancing Transport Links).
Appendix 3: Site Allocations Plan - sites in Kew

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, re-vegetation 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, 1-17 Station Avenue, Kew
Proposed designation as Key Employment Site

E KW 6 Marlborough Trading Estate, Mortlake Road, Kew
Proposed designation as Key Employment Site