

Kew Gardens (formerly Lichfield Road) Conservation Area 15

Designation

Conservation area designated:

14.01.1969

Conservation area extended:

07.09.1982

14.06.1988

26.10.1998

27.04.2004

09.02.2017

Location

Kew Gardens conservation area lies within suburban Kew around Kew Gardens Station. It is located South of Kew Green and North of Richmond Centre, between the railway line to the East and the Royal Botanic Gardens and Old Deer Park along Kew Road to the West. It adjoins Kew Green (2), Lawn Crescent (20), Kew Road (55) and Royal Botanic Gardens Kew (63) conservation areas.

History and Development

The development of this area of former fields and market gardens began following the opening of Kew Gardens Station in 1869, also built to cater for the increasing number of visitors to the nearby Royal Botanic Gardens. Most of the suburban houses around the station date from the 1870s-90s. Kings and Station Parades were built in the Edwardian period at the same time as further residential development on Leyborne Park and Ennerdale Road and again in the interwar period. Some modern infill and replacement development of blocks of flats and houses has occurred in modern times.

Character

Kew Gardens conservation area is centred on the historic listed Kew Gardens Station building. This provides the gateway to this area and the Royal Botanic Gardens, and is the busy focus of activity here. There is an important approach and view from the station along the treed avenue of Lichfield Road, with its large unspoilt detached villas, towards the Victoria Gate of the gardens. The environs of the station provide shopping for residents and visitors with further parades along Sandycombe Road. The shops and cafes of Station Approach and Parade form a distinctive and cohesive group of buildings with the station. The eclectic mix of scale and style, and many fine traditional shopfronts including some remarkable single storey shop units nearer the station spill out onto the wide tree lined pavements to create an enjoyable continental atmosphere. The area is generally characterised by residential streets of substantial two to two and a half storey detached and semi-detached villas set in substantial garden plots with continuous front boundary walls or railings to the street. The mature planting of front gardens and street trees contribute to the pleasant leafy suburban character of this area. Houses are united by the predominant use of red or yellow stock brick and timber sliding sash windows, and a variety of exuberant detailing such as decorative bargeboards, terracotta panels, ironwork, bay windows and porches. There is a distinctive roofscape of prominent gables with finials and ridgetiles, turrets and brick chimneystacks. Off Sandycombe Road the modest closely packed terraced or semi-detached two storey cottages of Clarence Road, Elisabeth and Victoria Cottages provide a contrast to the larger scale suburban surroundings. Many of these brick or rendered cottages are unspoilt and all lie behind well-planted small front gardens and boundary treatments. Other key buildings in this area include St Luke's Church, Our Lady of Loreto Catholic Church and the historic Leyborne Lodge. Between Station Avenue and the railway line is an important group of early 20th century industrial buildings, which was the site of the invention of artificial silk or viscose and later rayon.

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: Environs of Kew Gardens Station, Station Approach, Royal Parade.

Village Planning Guidance SPD

The adopted Village Planning Guidance SPD for Kew also sets out potential opportunities for enhancement of this area as well as threats and development pressures to the area. The Village Planning Guidance SPD is available for download on the Council's website at www.richmond.gov.uk/supplementary_planning_documents_and_guidance.htm

Scale: N.T.S.



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