

# INTRODUCTION TO VILLAGE PLANNING GUIDANCE FOR KEW

## What is Village Planning Guidance?

London Borough of Richmond upon Thames (LBRuT) wants residents and businesses to help prepare 'Village Planning Guidance' for the Kew Village area. This will be a document that the Council considers when deciding on planning applications. Village Planning Guidance can:

- Help to identify, with your help, what the 'local character' of your area is and what features need to be retained.
- Help protect and enhance the local character of your area, particularly if it is not a designated 'conservation area'.
- Establish key design principles that new development should respond to.
- The boundary has been based on the Village Plan area to reflect the views of where people live. The open parts of the Thames Policy Area (as denoted in purple on the photograph below) will not form part of the guidance as this is already covered by a range of other policies.

## How can I get involved?

There will be two different stages of engagement and consultation before the guidance is adopted.

During November and **December** 2013 residents and businesses are being asked about their vision for the future of their areas, thinking about:

- the local character
- heritage assets
- improvement opportunities for specific sites or areas
- other planning policy or general village plan issues

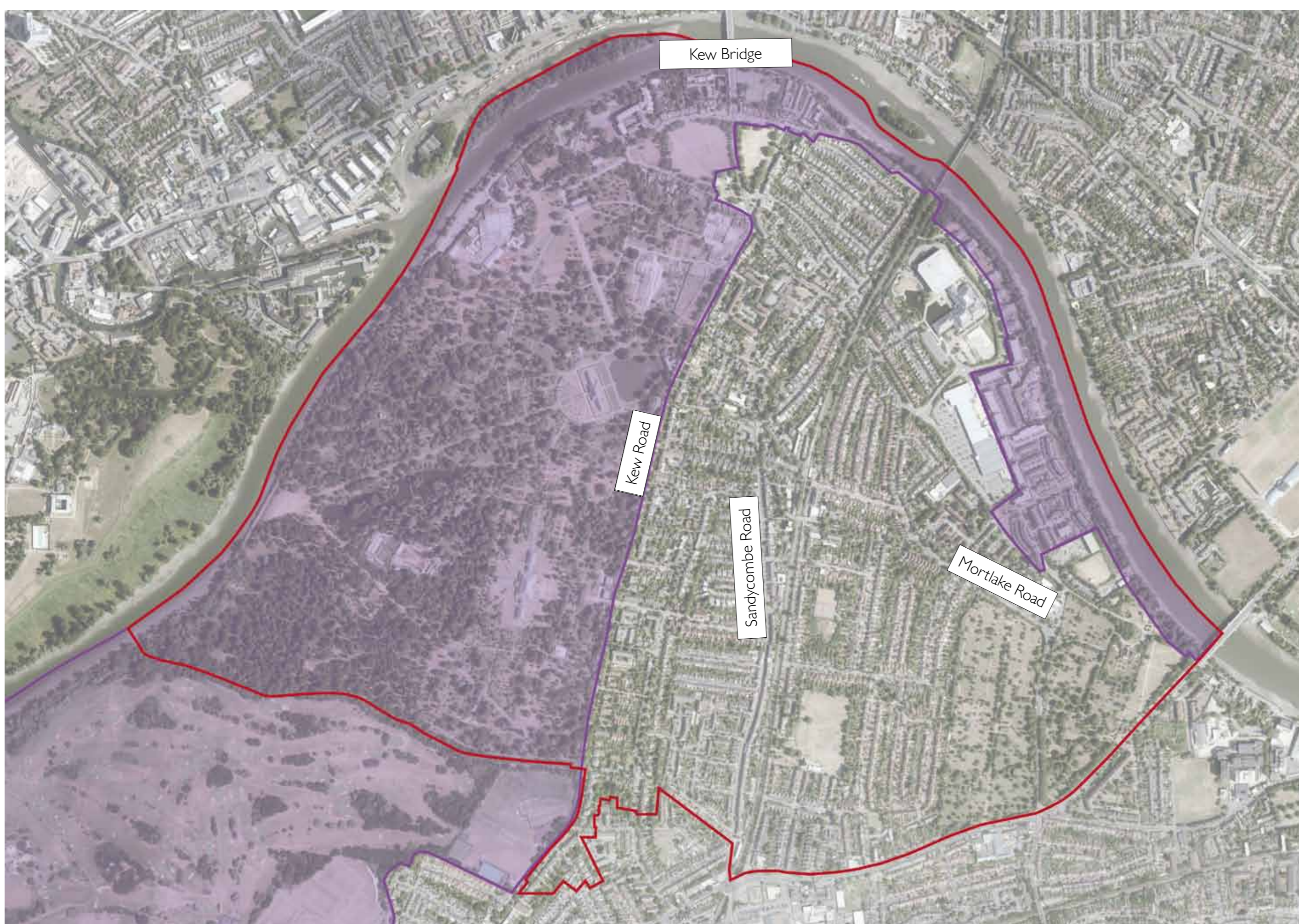
**Spring 2014** - draft guidance will be written after Christmas based on your views and a formal (statutory) consultation carried out in March/April 2014 before adoption.

## How does Village Planning Guidance work?

The Village Planning Guidance will become a formal planning policy 'Supplementary Planning Document' (SPD) which the council will take account of when deciding on planning applications, so it will influence developers and householders in preparing plans and designs. This includes any aspect of changing the physical environment that requires a planning application for built development and other matters such as new street signs, shop fronts, road layouts or cycleways.

## How does the 'Village Planning Guidance' relate to Village Plans?

The Planning Guidance builds on the 'Village Plans' which were developed from the 2010 'All in One' survey results, and from ongoing consultation, proposals or local issues. The Village Planning Guidance will have a dedicated section as part of the Village Plans.



Kew Village Planning Guidance Study Boundary



Station Parade



Station Parade

# WHAT YOU SAID SO FAR - AND WHAT HAS BEEN DONE

The most mentioned issues set out in the Village Plans and what has been done

## Traffic and Congestion

### What was said:

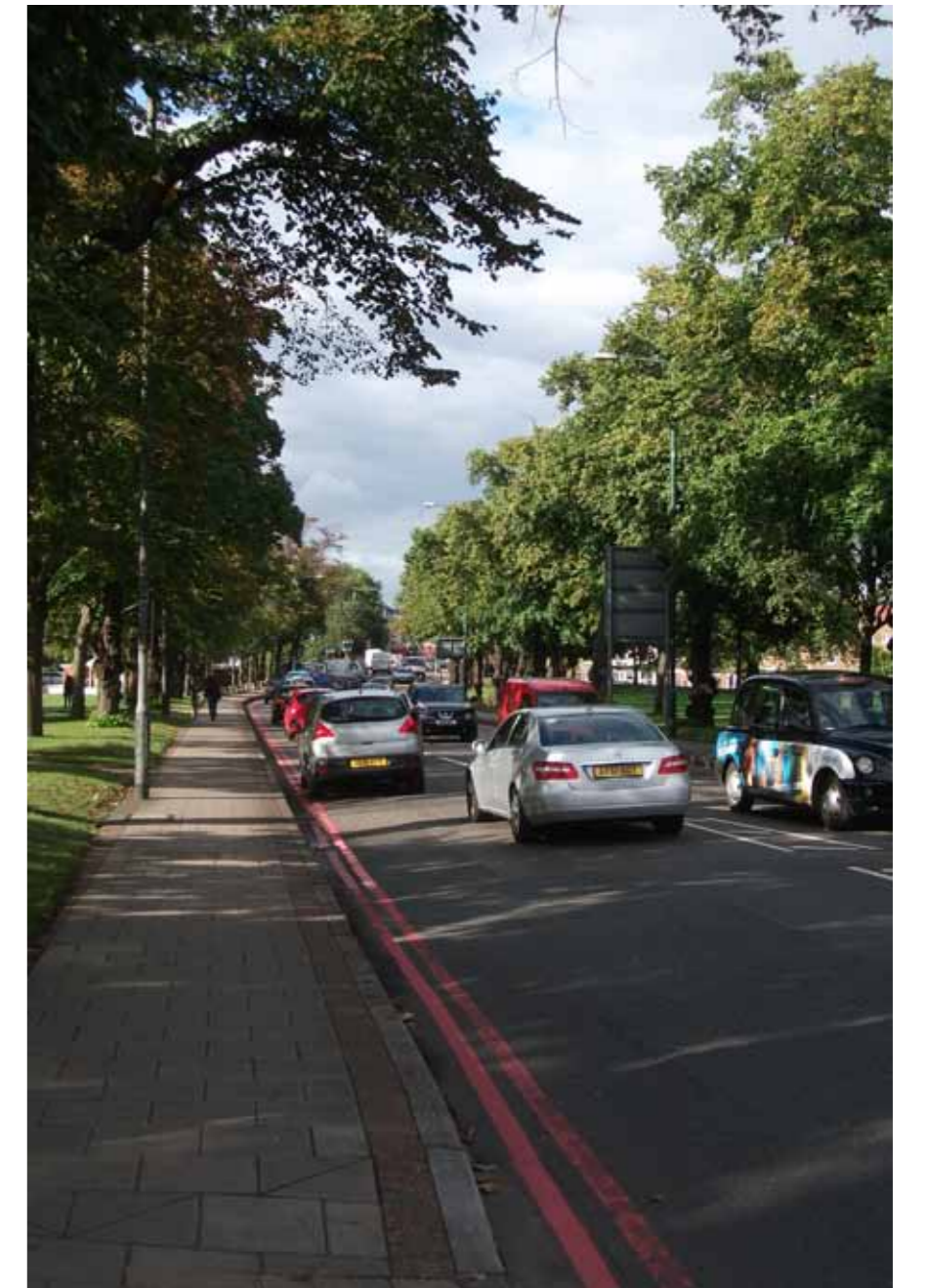
Around four in ten respondents identified traffic and congestion as being in need of improvement, particularly on the A205 (Mortlake Road), A307 (Kew Road) and Sandycombe Road. Many were also concerned about the dangers of speeding traffic and potential developments adding to congestion.

### What we have done:

- traffic lights are being reviewed across London by TFL including timing changes being implemented around Kew in 2013.
- there are new requirements to ensure that building contractors lorries avoid smaller streets, and to limit road work disruption by utility companies.

### What we are going to do:

With Transport for London, review the need for, and hours of, the bus lanes on the southbound side of Kew Road.



## Pavements and Roads

### What was said:

- that the condition of pavements and roads could be improved. A majority of the concerns related to the poor state of pavements.
- some concerns about the state of the roads and the dangers they present for cyclists.

### What we have done:

- made available a specific annual funding pot of £35,000 per village area in addition to the routine maintenance work being carried out for works nominated by the public.
- improved and updated online forms to make it easier to report road and pavement faults.



## Parking

### What was said:

- that provision of parking could be improved, with many commenting on the fact that there isn't enough parking.
- concerns about controlled parking zones in terms of cost, complexity, enforcement, displacement and impact on businesses.

### What we have done:

- enhanced the 'fair parking' policy, including improved bay warnings and discretion at appeal.
- 30 minutes free parking is now available outside the shops in Kew Road (near its junction with Shaftesbury Road).



## Housing

### What was said:

- provision of housing could be improved - in particular there was a lack of affordable housing for young people, low paid workers and residents with growing families.

### What we have done:

- continued to fund affordable housing (over 230 homes have been provided across the Borough since April 2011).
- seek provision of new affordable homes, or funding towards them, from new developments
- give affordable housing priority to working households and those making a community contribution.



# OPPORTUNITIES TO GET INVOLVED IN YOUR LOCAL AREA

## Community links

Community Links help promote community involvement by keeping local communities informed about what the Council is doing, by building a better understanding of what community activity is already happening, helping identify and promote opportunities for local people to get involved and helping local people and groups find the support they need to take part.

[www.richmond.gov.uk/community\\_links.htm](http://www.richmond.gov.uk/community_links.htm)

## Richmond Action Project

A project supporting residents to take action on local issues that matter to them. The project provides opportunities for residents to take responsibility for improving their local areas, to plan and deliver their own projects and contribute to decision making about what happens locally. Currently being delivered in Whitton and Heathfield, and Kew.

The community-led projects will then be given on-going support, guidance and access to training to help turn their ideas into action.

[www.yourcommunityaction.org](http://www.yourcommunityaction.org)

## Volunteering Richmond

Inspiring and support volunteering across the borough. Contact them to register your interest in volunteering, or to find out what support local groups need from volunteers.

[www.volunteeringrichmond.org.uk](http://www.volunteeringrichmond.org.uk)

## Richmond Council for Voluntary Service Sustainability and Skills Service

The service is designed to support Richmond's community, voluntary and social enterprise sectors with skills and advice to help you thrive and flourish in what you do.

[www.richmondcvsv.org.uk/ssp](http://www.richmondcvsv.org.uk/ssp)

## Civic Pride Fund

The Council's Civic Pride Fund offers small one-off grants of up to £1,000 for individuals and informal groups and up to £5,000 for local not for profit organisation. The fund aims is to enable local people and groups to use their talents and skills to benefit the local community.

[www.richmond.gov.uk/civic\\_pride\\_fund-2](http://www.richmond.gov.uk/civic_pride_fund-2) [www.richmond.gov.uk/civic\\_pride\\_fund-2](http://www.richmond.gov.uk/civic_pride_fund-2)

## Existing projects the community have got involved in / being developed

### Kew Back to Work Project

A local resident is looking to help and support local adults back to work. She is looking for a venue and computers to use, as well as organisations that are able to offer work experience placements, and volunteers to help support in setting up this project in Kew.

If you would like to help please contact Community Links Officer Lynette Lawson-Tyers at [lynette.lawson-tyers@richmond.gov.uk](mailto:lynette.lawson-tyers@richmond.gov.uk).

## Local groups / other opportunities in the area

### The Avenue Club

The Avenue Club is a community hub that provides a social lifeline for older people who want to remain active and get the most out of life. Offering all sorts of activities ranging from Bridge to Tai Chi; Line Dancing to Meditation, the Avenue Club welcomes new members. If you have a good idea for an activity that you would like to put on, or are able to donate some time to helping the club please contact the Avenue Club directly.

[www.avenueclubkew.com](http://www.avenueclubkew.com)

### Kew Scouts

Part of the Richmond District Scouts, Kew Scout group has been around for over 100 Years - 2009 was their centenary year! Comprising of Beavers, Cub Scouts and Scouts they enjoy Summer camps, entering Swimming Galas and Cooking Competitions. Kew Scouts are looking for volunteers to help run the group.

[www.kewscouts.org](http://www.kewscouts.org)

### Kew Neighbourhood Association

Kew Neighbourhood Association aims to provide services and facilities in Kew for the relief of the elderly, the disabled, the mentally or physically handicapped, the sick and the poor, by providing transport to medical appointments and social activities, shopping, befriending, light gardening and other simple tasks. Please contact them directly to request help from them for either yourself or a friend. You may wish to join the helpers and assist in some way.

[www.kna.org.uk](http://www.kna.org.uk)

### Kew Rotary

Kew Rotary Club is a diverse mix of local women and men who meet weekly. There is the opportunity to learn about a varied range of subjects as well as join in various social events, outings, parties and sports. Members raise funds locally and participate in service-orientated projects – mentoring, help for disabled children, local schools and student exchange initiatives. Visitors and partners are always welcome to visit the club and they are always looking for new members. [www.rotary-ribi.org](http://www.rotary-ribi.org)

### Westerly Ware Association

The Westerly Ware Association supports this small but popular park next to Kew Bridge. Since its formation in 1997, the Association has worked with the Council to improve and maintain the park, installing decorative gates, planting trees, shrubs and bulbs, and paying for regular gardening and maintenance. Please contact [westerlywareassociation@hotmail.co.uk](mailto:westerlywareassociation@hotmail.co.uk) for more information.

### The Kew Society

The Kew Society is a registered charity, run by unpaid volunteers, dedicated to enhancing the beauty of Kew and preserving its heritage. It reviews all planning applications in Kew with special regard to architectural heritage and plays an active role in the improvement of local amenities and in organising community events.

[www.kewsociety.org](http://www.kewsociety.org)

# OTHER ISSUES

## Schools and Libraries

The Council seeks first and foremost to provide sufficient places for each year's September intake. Where additional places are needed, they are provided in a strategic manner by expanding schools on a permanent basis.

Kew Library is a small part-time library located in North Road. It provides a wide range of high-quality books, computers, internet services and a programme of reading and learning events.

- The Council has provided an additional 25 forms of reception entry across the borough since 2000. Announcements of additional places for September 2014 entry will be made in due course.
- It has assisted in the enablement of 3 and half forms of entry provided by the two new free schools and the new Catholic Primary School.
- Darell Primary School has been refurbished including provision for children with special educational needs.
- A Community Libraries manager has been appointed.
- Wifi services are being rolled out across the library service.
- In April 2013 Kew Library underwent a new facelift including enhanced lighting and decor.



## Health

There are parts where air pollution from transport is an issue.

There is a continuing pressure on health facilities including GP surgeries.

There are opportunities to increase walking and cycling.

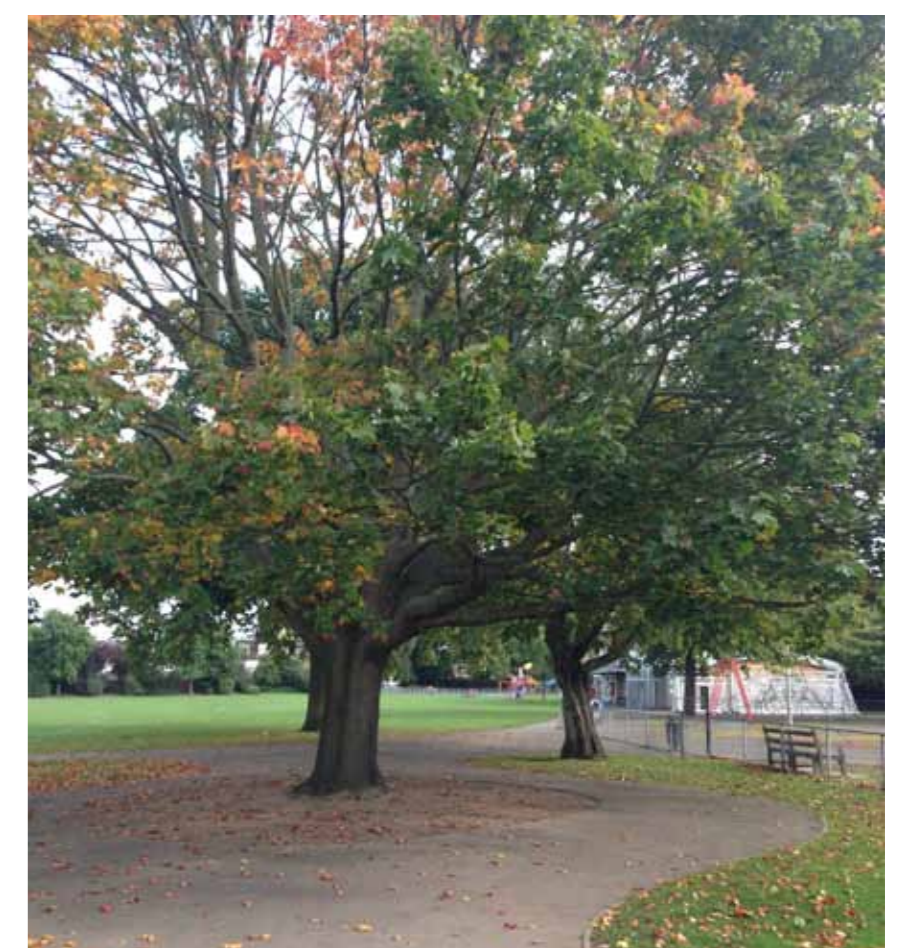
- The Council has prepared an Air Quality Management Plan.
- The Council will encourage the provision of new health uses as part of any development on the former Inland Revenue site
- LiveWell Richmond is a free NHS health improvement service available to anyone over the age of 16 who lives in the borough of Richmond. LiveWell Richmond can help you to work towards living a healthier lifestyle.



## Parks and Open Spaces

Over two thirds of residents have stated that local parks and open spaces in Kew are most important in making it a good place to live included.

- North Sheen Recreation Ground has benefited from a new pavilion with community room.
- Working with the Westerly Ware Association the Council has been improving Westerly Ware Park since 1997.
- A new playground was installed at Westerly Ware Park by the Council in 2012 and May 2013 saw the arrival of Bob's Bees – safely enclosed behind a 4ft enclosure.



# DEFINING THE CHARACTER OF KEW VILLAGE

The Council has undertaken some initial work on trying to identify the different areas of Kew which have a similar character, together with some of their key features. Some of these are based on established conservation areas. These are displayed on the boards so that we can seek your views.

We want to find out what you think the most important features are of your local area - use the boards to find out where this is.

This will help ensure, that the character is maintained and enhanced for the future and that new developments or changes to existing buildings respect the aspects of local character that you think are important.

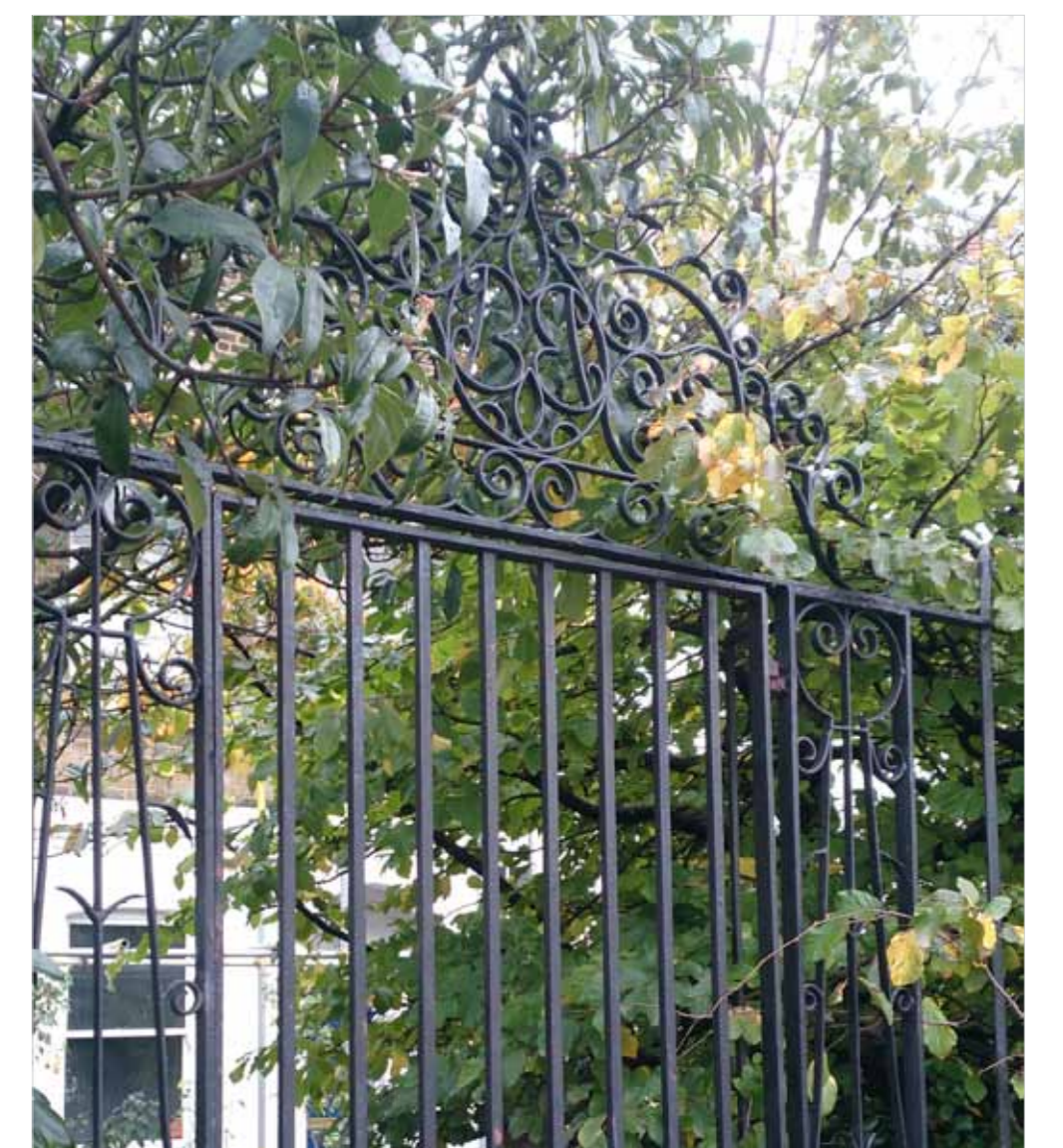
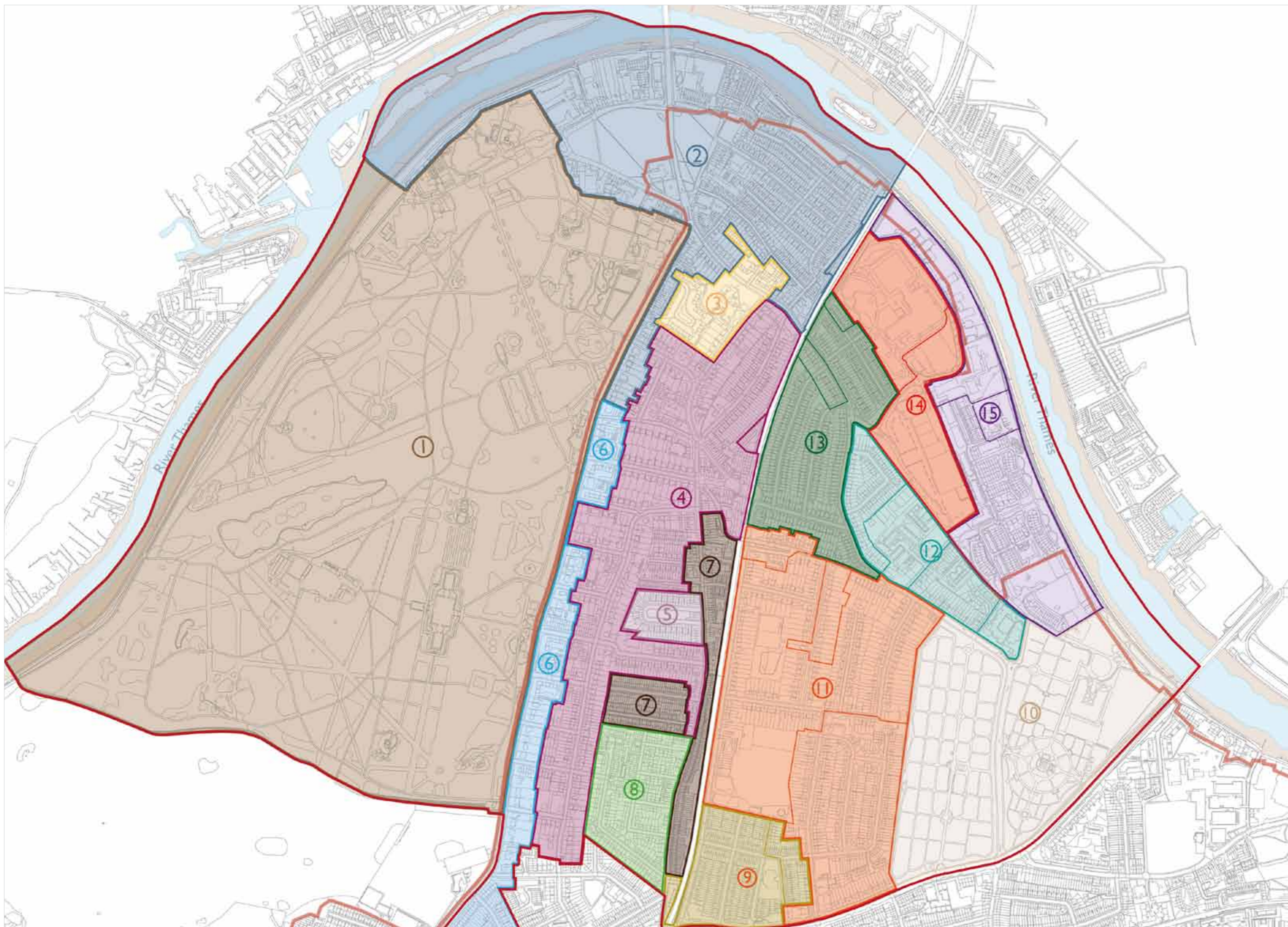
**What are the opportunities to enhance your local area?**

**What do you think the best and most important features are?**

**What are the pressures or problems facing your area?**

The features that you might want to think about could include:

- windows, roofs and chimneys
- building materials and colours
- gardens and green spaces
- street trees and paving
- border walls or railings



Kew Character Areas

# THE CHARACTER OF KEW



## 1. Conservation Area: Royal Botanical Gardens, Kew

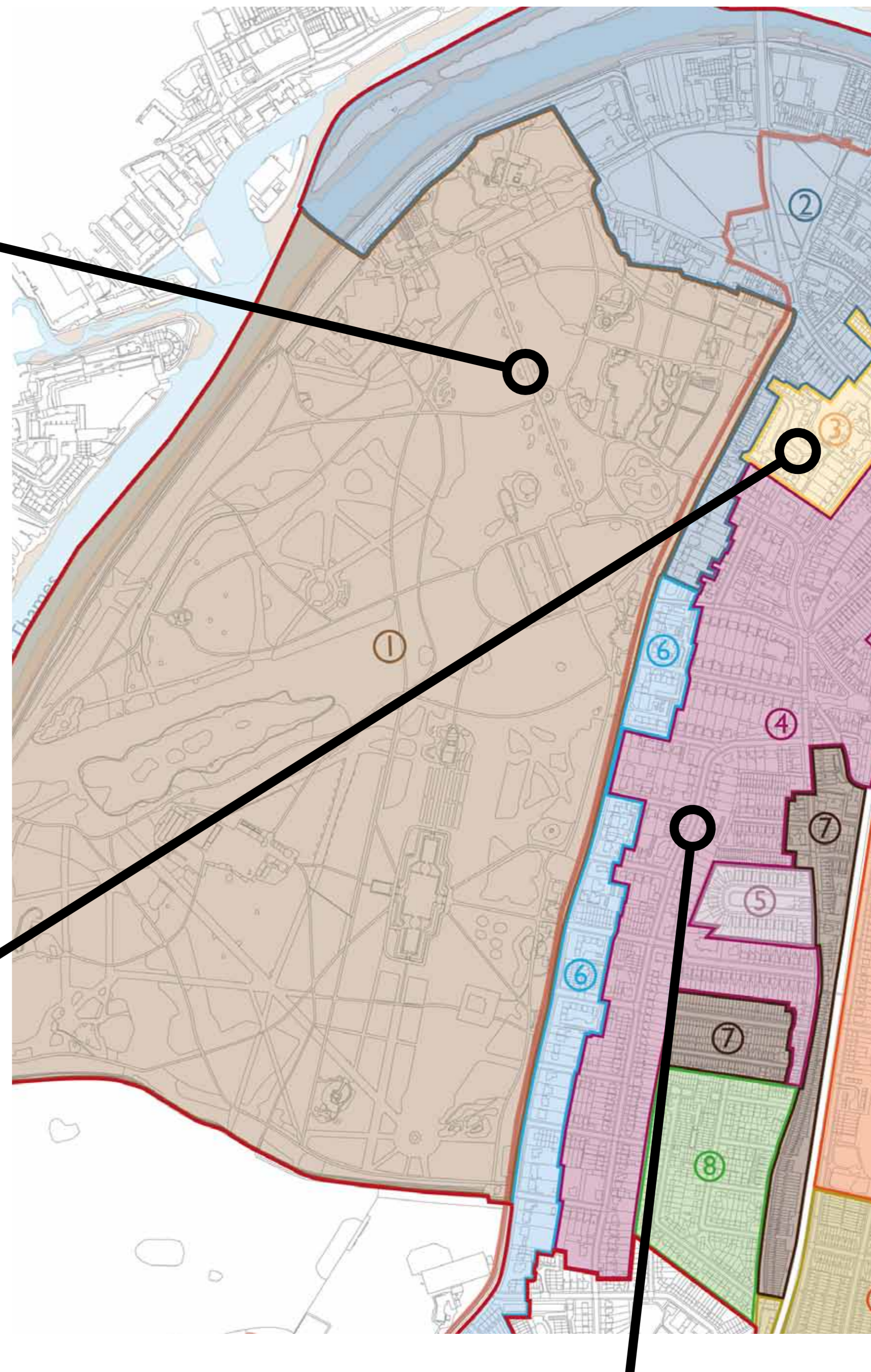
This has been provided for context purposes as it won't be covered in the guidance. See Board 1.

- Kew Gardens is a UNESCO World Heritage Site, which has a 'buffer zone' surrounding it
- There are a number of high-quality listed buildings in the gardens including Kew Palace, the Temperate House, the Palm House, Queen Charlotte's Cottage and William Chambers' 163 ft. tall pagoda.
- The surrounding wall and gates on Kew Road are of excellent quality and a defining feature of the Gardens.
- There are opportunities to improve the river and landscape setting.



## 3. Character Area: Cumberland Road / Gloucester Court

- Built in the early 1930s, comprising 2-4 storey buildings of apartments predominantly.
- Windows, chimney stacks and brick work are distinctive features.
- **Dominant Materials and Features:** white painted render, red/brown brick and red clay roof tiles.

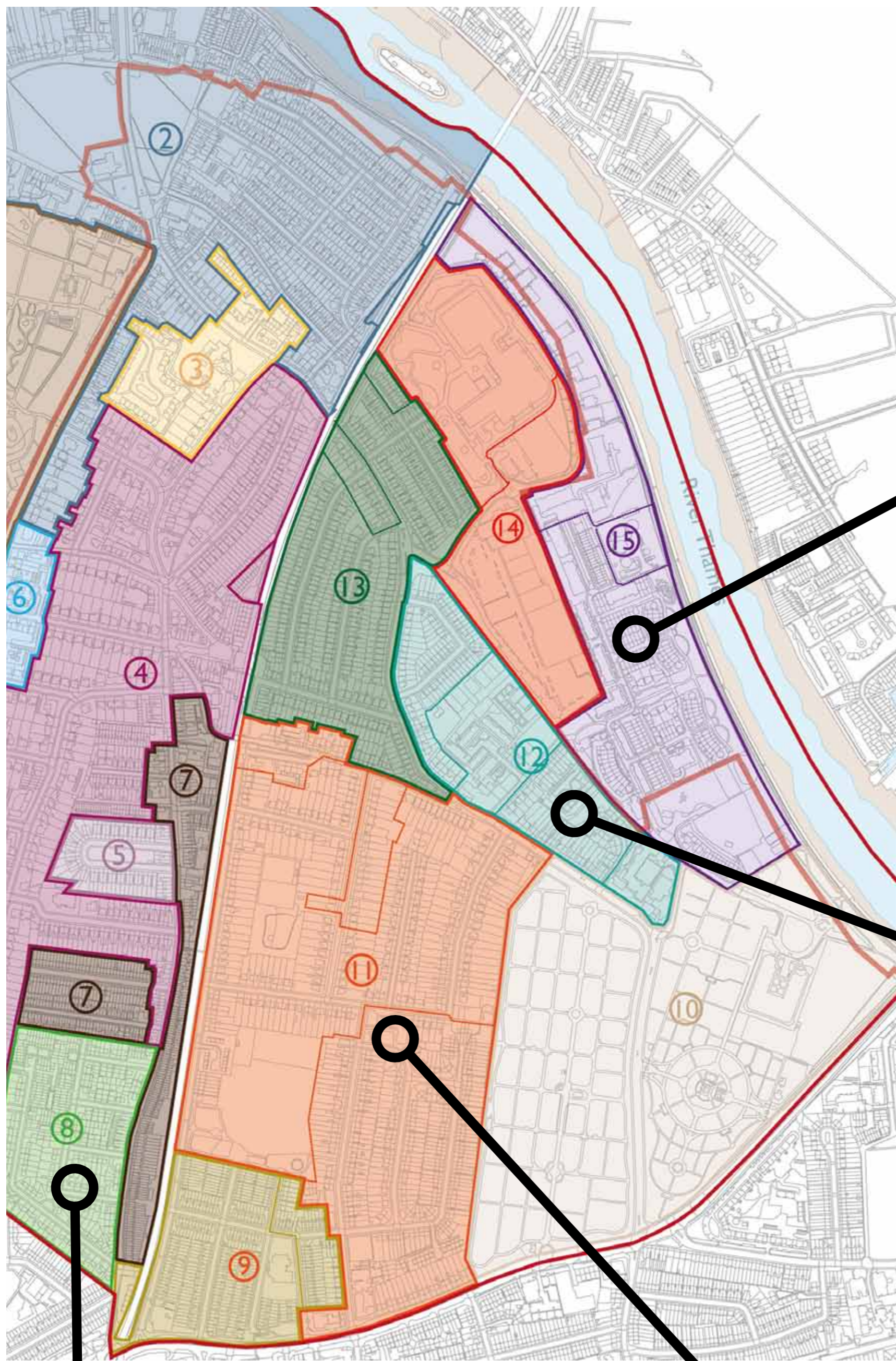


## 4: Conservation Area: Kew Gardens

- The area is predominantly 19th and 20th century residential development.
- The streets around the station are distinct from the rest of the area, being characterised by retail frontages and focussed on the listed station building.
- Fine, mature street trees and planted gardens make this suburban area very green.
- Houses are generally large detached or semi-detached except for the small, earlier terraces off to the west of Sandycombe Road which have a much denser urban grain.



# THE CHARACTER OF KEW



## 15. Character Area: North of Meliss Avenue / Strand Drive

- The area is mainly comprised of areas of redeveloped land for housing in the 21st Century.
- The development is recent with some housing but mostly apartments looking out over the River Thames.
- There are broadly three different styles of contemporary development ranging between 4-storey housing and 5-7 storey apartments.
- The area is distinct in terms of design, form, scale and orientation.
- The area includes the Kew Biothane Plant, which is identified as a potential development site. See Board 14.



## 12. Character Area: West Hall Road and surrounds

- Both the style and age of buildings are very varied in this comparatively small area.
- The 1868 map for the area clearly shows West Hall and West Lodge, which are both now grade II-listed
- The 1894 'Brick Farm' site was redeveloped in the 1970s into low rise flats and houses.
- **Dominant Materials and Features:** Brick; render; clay tiles; timber porches; timber casement windows; chimneys; and timber front doors.



## 8. Character Area: Gainsborough Road / Temple Road and surrounds

- Typically 1930s and 1940s brick terraces though there is a development of semi-detached pairs of earlier housing between Burdett and Gordon Roads.
- There is a more modern development of houses west of Temple Road.
- Generally generous front gardens and tree lined streets.
- **Dominant Materials and Features:** Stock brick; pitched roofs; machine-made tiles; chimneys; u-PVC windows.



## 11. Character Area: North of the A316

- The majority of the development in this area is 2-storey inter-war housing with significant open spaces including; the Pensford Tennis Club, Pensford Field and North Sheen Recreation Ground.
- North of Atwood Avenue the houses are frequently detached with some areas of large semi-detached houses and pockets of modern infill and mixed style.
  - South of Atwood Avenue short terraces dominate with the exception of the houses on Marksbury Avenue.
  - **Dominant Materials and Features:** Render; brick; gables; clay tiles on both the roofs and elevations; casement windows; projecting bays; half timbering; decorative timber porches, dwarf boundary walls.



# THE CHARACTER OF KEW



## 2. Conservation Area: Kew Green

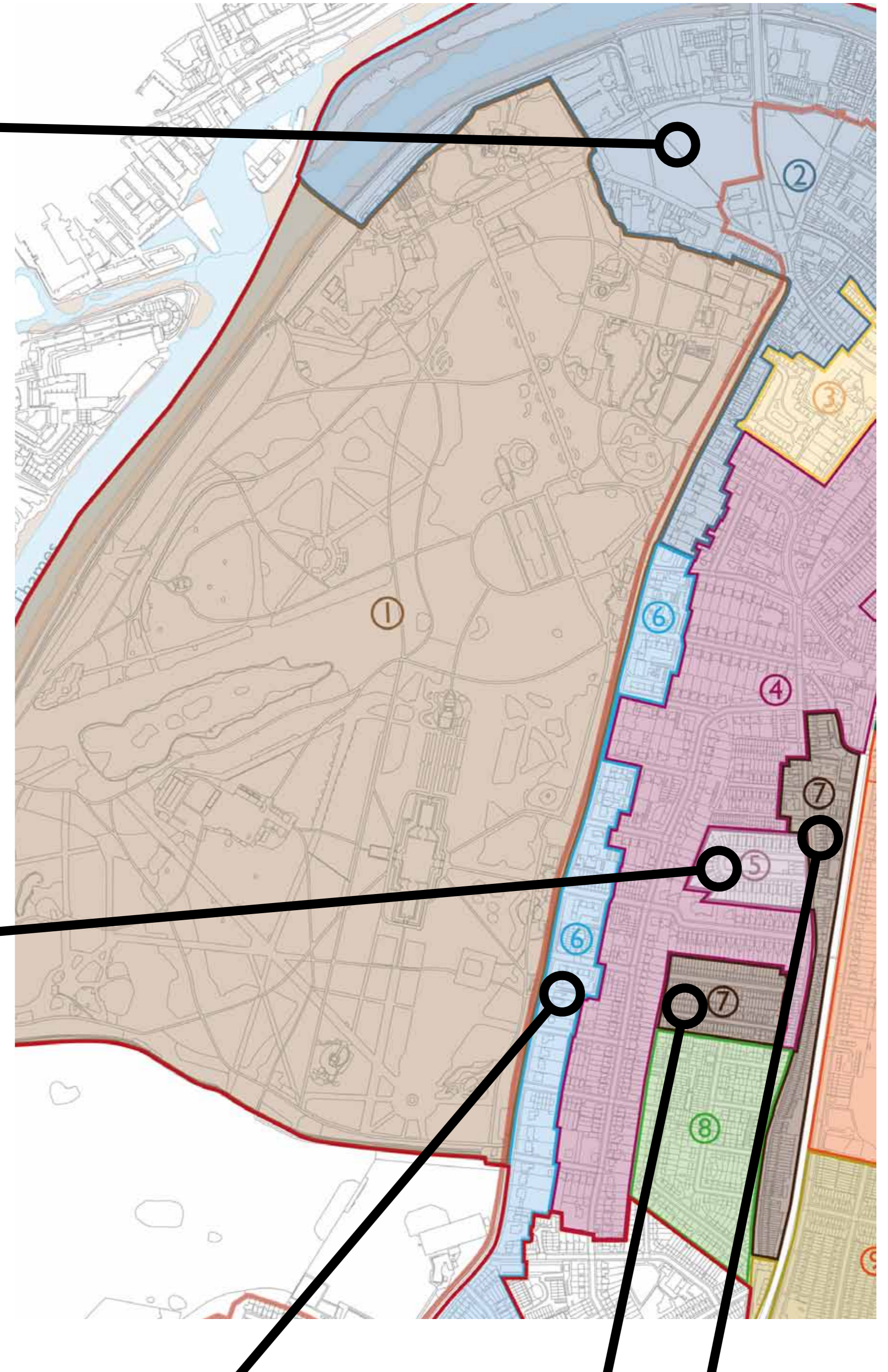
- The boundaries of this area follow those of the conservation area except that they extend up to the railway line.
- The Green is surrounded by large 18th and 19th century houses, many of which are listed.
- Important features include St Anne's Church on Kew Green (west), the pond on Little Green (east) and Queen Elizabeth Gate to the Royal Botanical Gardens.
- Residential roads are composed of good-quality 19th century housing which are generally well-preserved and retain their historic character.
- Kew Road (north): on the east are houses dating from the 18th and 19th centuries, many of them listed.

## 5. Conservation Area: Lawn Crescent

- The Crescent is composed of 20 pairs of uniform unspoilt late 18th century semi-detached 2-storey red brick houses located around a central enclosed garden.
- A feature of the crescent is the gaps between the buildings giving glimpses beyond the area.
- The Crescent was built as a single estate c. 1900, although a few buildings to the north and south appear as 1892.
- Dominant Materials and Features Boundary brick walls, street trees, slate mansard roofs with dormer windows and decorative bargeboards, entrances recessed under brick arches, square bay windows, timber windows, front doors and French doors.

## 6. Conservation Area: Kew Road

- The conservation area includes nearly all buildings fronting Kew Gardens Road and Royal Botanic Gardens between Broomfield Road and Christ Church Road.
- Kew Road is predominantly residential with fine, imposing, detached houses set in mature gardens, interspersed with modern low rise blocks of flats and town houses.
- There are some wrought iron and wooden benches located to the eastern side of the road.



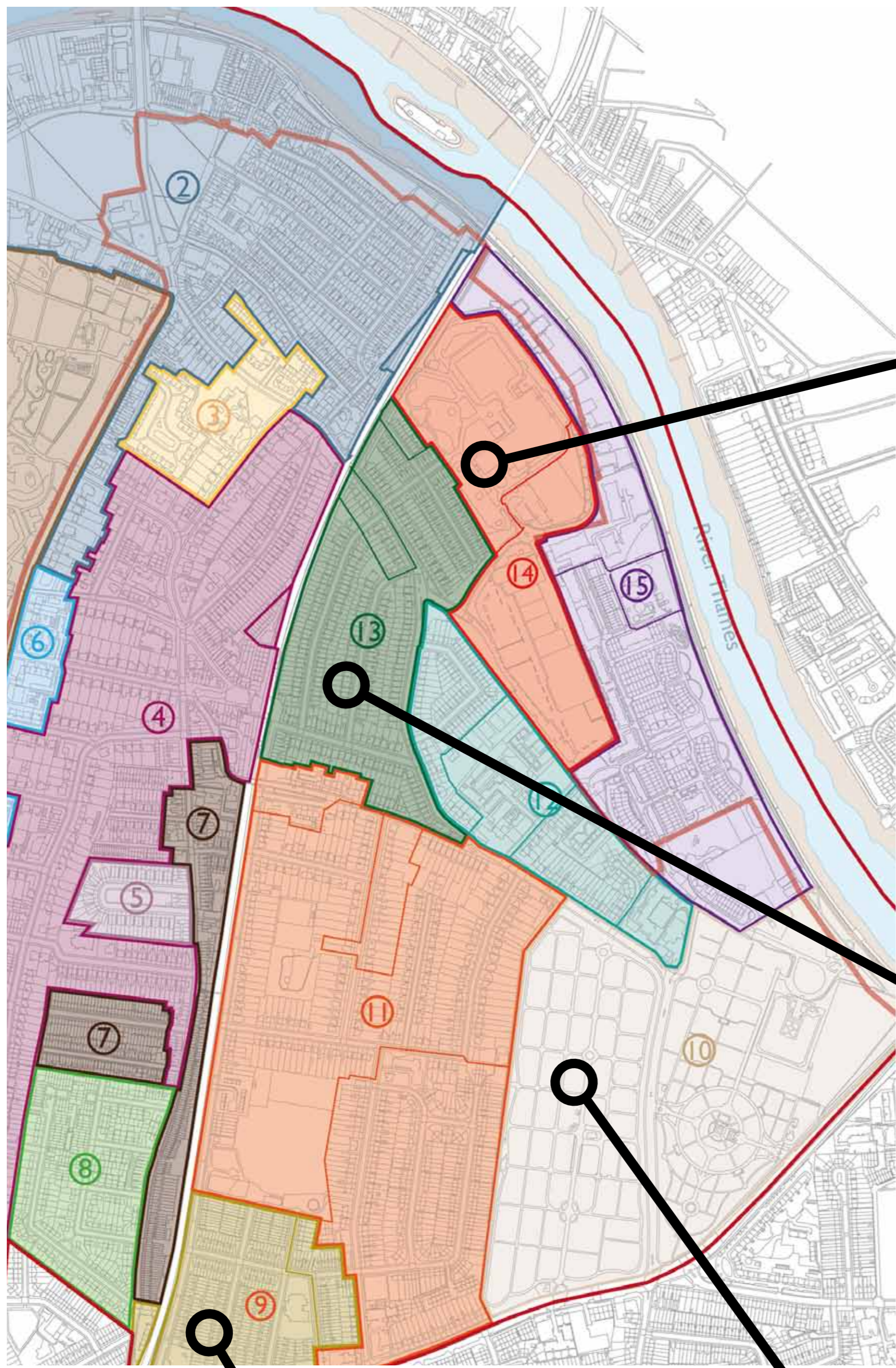
## 7. Character Area: Sandycombe Road and surrounds

- 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 present on Alexandra Road.
- Houses on the east side of Sandycombe Road are 19th century. Some ground floors have been converted into shops, many of the houses have been painted. At the north end there are predominantly red brick purpose-built parades.
- **Dominant Materials and Features:** Stock brick; timber sashes; dwarf brick walls; slate roofs; bay windows; chimneys.





# THE CHARACTER OF KEW



**14. Character Area: Retail Park and National Archives**

- To the south, modern retail park with large format stores including Marks & Spencer, Next, Boots and large car park.
- To the north, the National Archives, the government's official archive, opened in 1977 on a former war hospital site.
- The area includes the former Inland Revenue site which is identified as a potential development site. See Board 14.



**13. Character Area: Burlington Avenue / Beechwood Avenue and surrounds**

- Composed of Edwardian semi-detached houses and tree lined streets.
- The houses are 2-storey with pitched roofs, small front gardens and larger rear gardens.
- **Dominant Materials and Features:** Clay tiles (both as a roof covering and on projecting bays); decorative brickwork; pebbledash render; decorative timber porches; decorative window joinery; stained glass; gables, often with bargeboards; chimneys; and dwarf boundary walls.



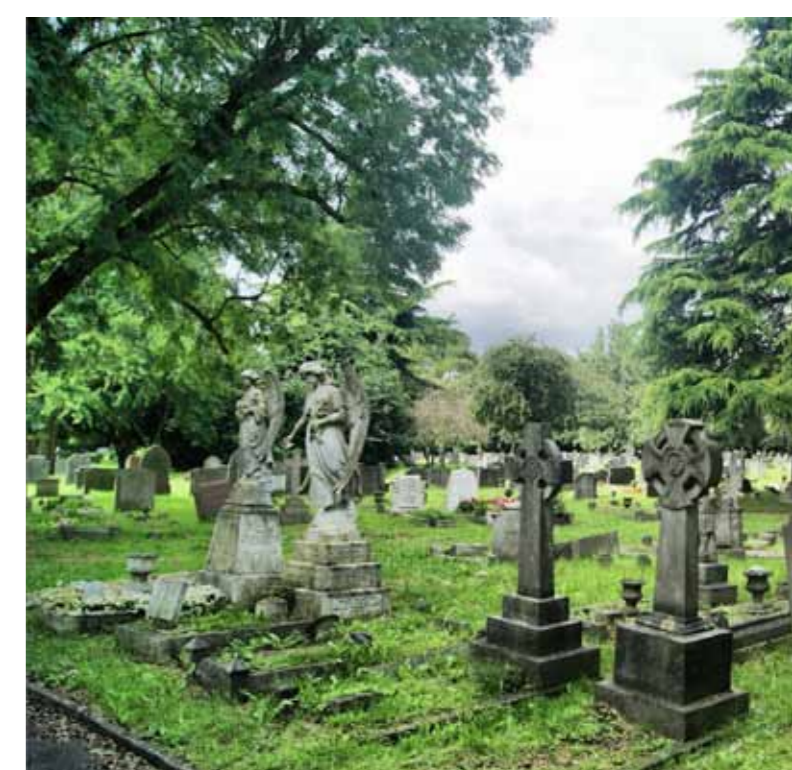
**9. Character Area: Chilton Road and surrounds**

- Neat streets of uniform terraces which were being built by 1902, attractive and largely well-preserved. Darell School, built c.1906, stands within these terraces on Niton Road.
- To the north and east of the area are slightly later houses that complete the streets which had initially been laid out.
- **Dominant Materials and Features:** Stock brick with red brick dressings; gables and hung-tiles; projecting bays chimneys; and large timber sash windows.



**10. Character Area: Mortlake Road / North Sheen Cemetery / Mortlake Cemetery**

- Comprises North Sheen Cemetery and Mortlake Crematorium (and its cemetery) which together form a significant open space.
- North Sheen Cemetery is laid out with a grid of paths with a chapel near the centre.
- Mortlake Crematorium is a listed building dated to c.1939.
- **Dominant Materials and Features:** Red brick boundary walls with stone dressings and iron railings; iron gates; red brick buildings; mature trees; stone monuments and graves.



# KEW STATION PARADE

- Kew Gardens Station Parade is an excellent and attractive small local centre with a wide range of shops, including restaurants and bars, food retail, services, and parking, serving both residents and visitors to the Royal Botanic Gardens.
- The centre extends to the east side of the station.
- It is a designated conservation area 'Kew Gardens Conservation Area'.
- The parade is home to the monthly Kew Community market.
- The recently refurbished public library in North Road provides an important local service.

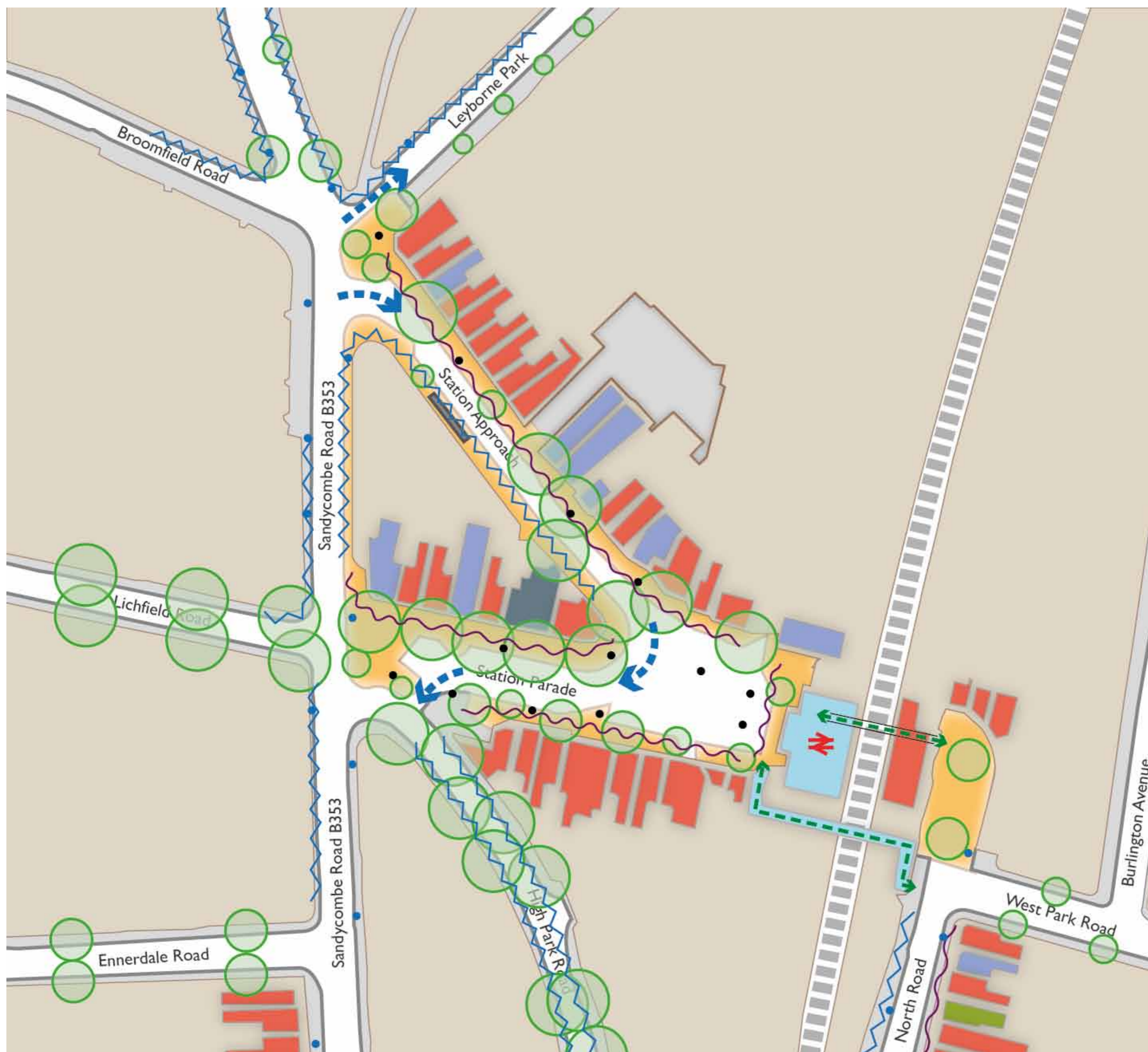
**Are there opportunities to improve the overall Kew Station Parade environment?**

**Which are the best features of the area and is enough being done to protect them, such as shopfronts or architecture?**

**Could we enhance public spaces or amenities such as benches and pavements?**

**Is the parking management adequate?**

**Do we have the right balance between shops and other uses such as restaurants to meet local needs?**



## KEY

- Enhanced public realm
- Property curtilage
- Shop / small business
- Cafe, restaurant, bar
- Bank
- Public library
- Listed building
- Street tree
- Active frontage
- Non-active frontage
- One-way traffic route
- Railway line
- Railway station
- Feature lamp posts
- Non-feature lamp posts
- Pedestrian route
- Rubbish bins / recycling

# MOVING AROUND KEW VILLAGE

- A range of walking and cycling routes including National Cycle Route 4.
- Bus, rail and tube services with a hub at Kew Gardens Station.
- Good quality bus infrastructure.
- Rail and underground connectivity at Kew Gardens Station.
- Ongoing review of bus lane operational hours on the southbound side of Kew Road.

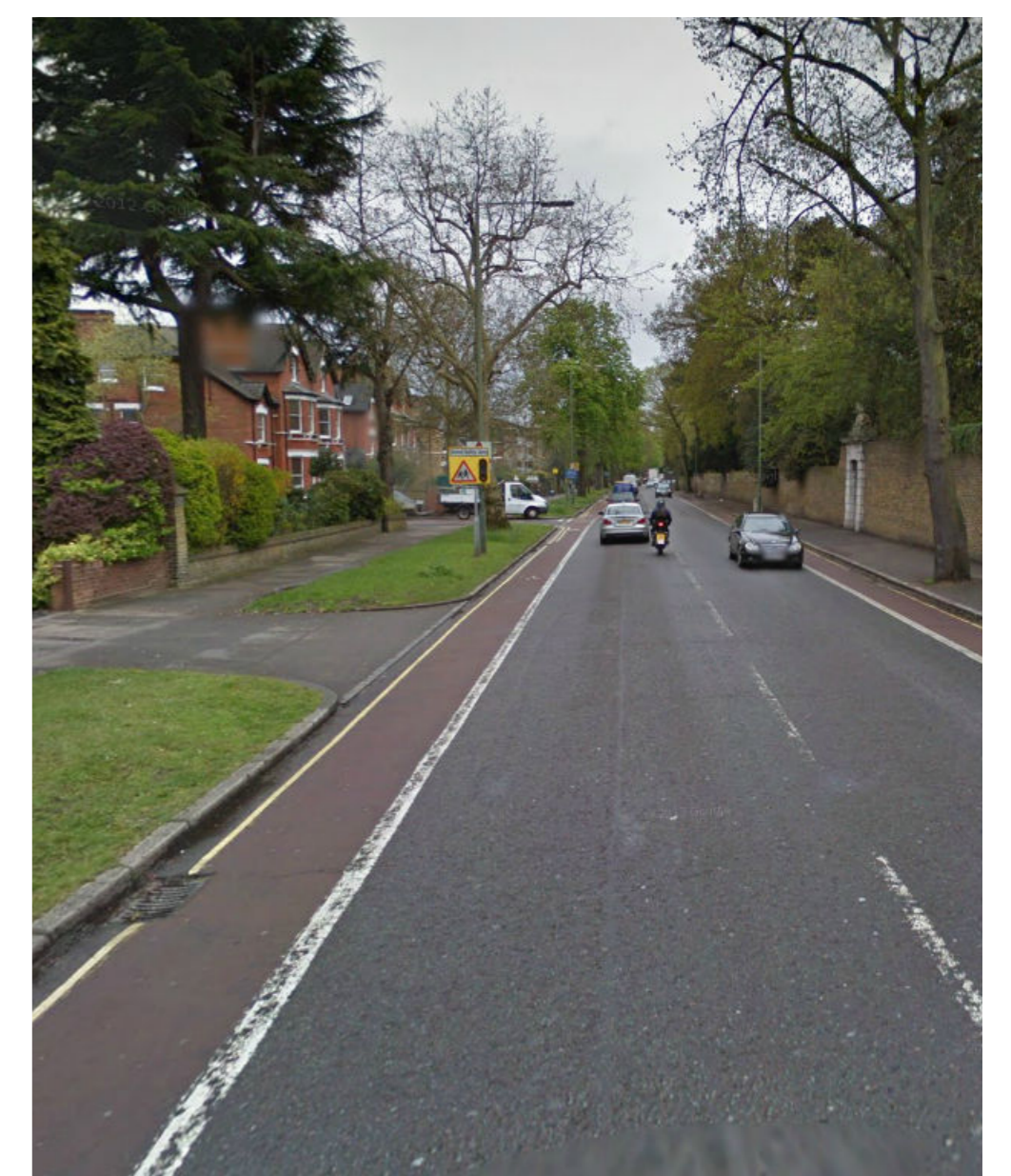
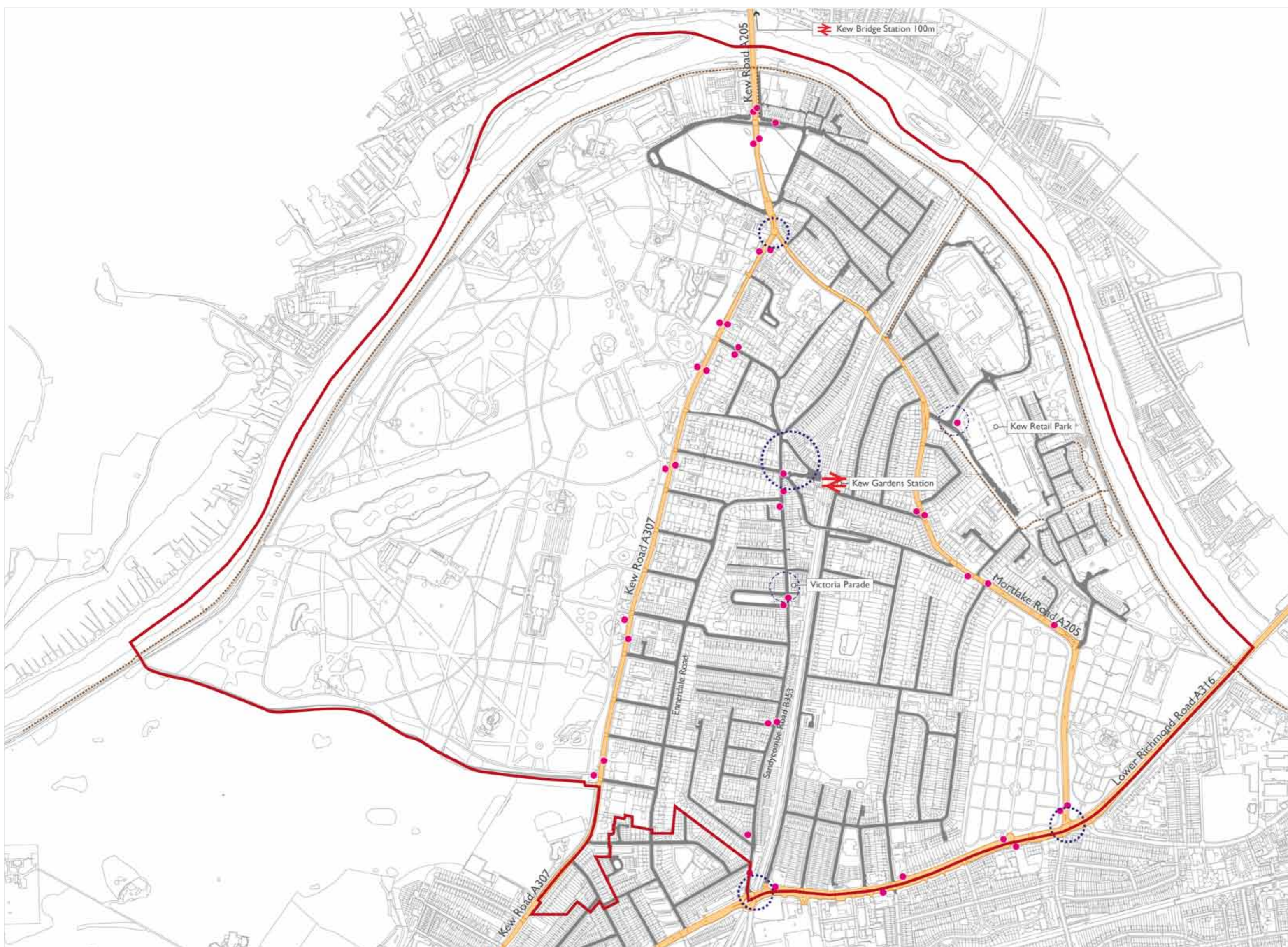
**What are the opportunities to improve the way in which residents move around Kew?**

**Which cycle routes need to be improved or are there opportunities for new routes?**

**Are there particular areas of pavement, streets or walking routes that need to be enhanced through maintenance, better design or lighting?**

**Are there any roads where heavy goods vehicles over dominate?**

**What else could be done to encourage walking and cycling?**



KEY	
	Study Area
	Main road
	Minor road
	Public footpath
	Bus stop
	Primary node
	Secondary node
	Railway line
	Railway station

# SHOPS, SCHOOLS, HEALTH AND OTHER FACILITIES IN KEW

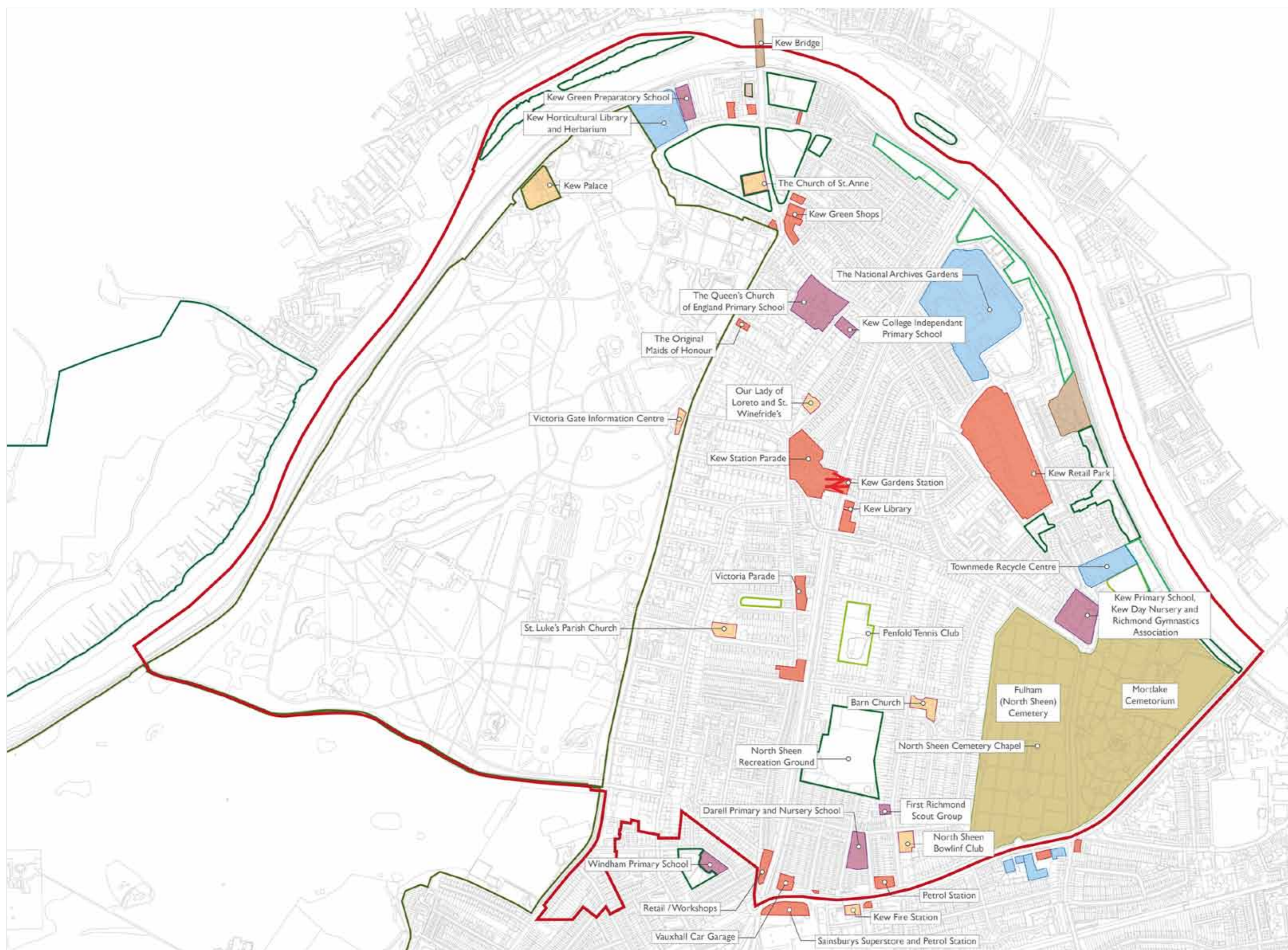
- Kew Retail Park is a shopping centre providing a wide range of high street names.
- Kew Gardens Station Parade: SEE SEPARATE BOARD
- There are also local parades at Kew Green and Sandycombe Road.
- The area has a number of schools and education establishments in the area.
- St Luke's House education centre provides a range of activities for all ages and includes a hall for local events. Kew Village also contains Kew Studio, a registered educational charity, offering opportunities for artists.
- North Sheen Recreation Ground has benefited from a new pavilion with community room.
- There are two GPs, two dentists and three pharmacies.

**What are your views on facilities and shopping in Kew?**

**Are there shopping areas that need to be improved, either shop frontages or improved public areas outside shops?**

**Are there areas of empty shops that are no longer needed, or areas where more shops are required?**

**Is there a need to improve community facilities including health, or provide more leisure, arts and cultural facilities?**



KEY	
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<span style="background-color: #f08080; display: inline-block; width: 15px; height: 10px;"></span>	Local Shops, Facilities, Restaurants, Bars and Cafes
<span style="background-color: #ffcc99; display: inline-block; width: 15px; height: 10px;"></span>	Community, Leisure, Tourism
<span style="background-color: #d8bfd8; display: inline-block; width: 15px; height: 10px;"></span>	Schools
<span style="background-color: #add8e6; display: inline-block; width: 15px; height: 10px;"></span>	Employment
<span style="background-color: #c0c0c0; display: inline-block; width: 15px; height: 10px;"></span>	Fulham (North Sheen) Cemetery
<span style="background-color: #a9a9a9; display: inline-block; width: 15px; height: 10px;"></span>	Sewage Works / Infrastructure
<span style="border: 1px solid green; display: inline-block; width: 15px; height: 10px;"></span>	Public open space
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<span style="border: 1px solid blue; display: inline-block; width: 15px; height: 10px;"></span>	Metropolitan open land
<span style="background-color: #e0e0e0; display: inline-block; width: 15px; height: 10px;"></span>	Play ground/Tennis court/Play area

# GREEN SPACES IN KEW VILLAGE

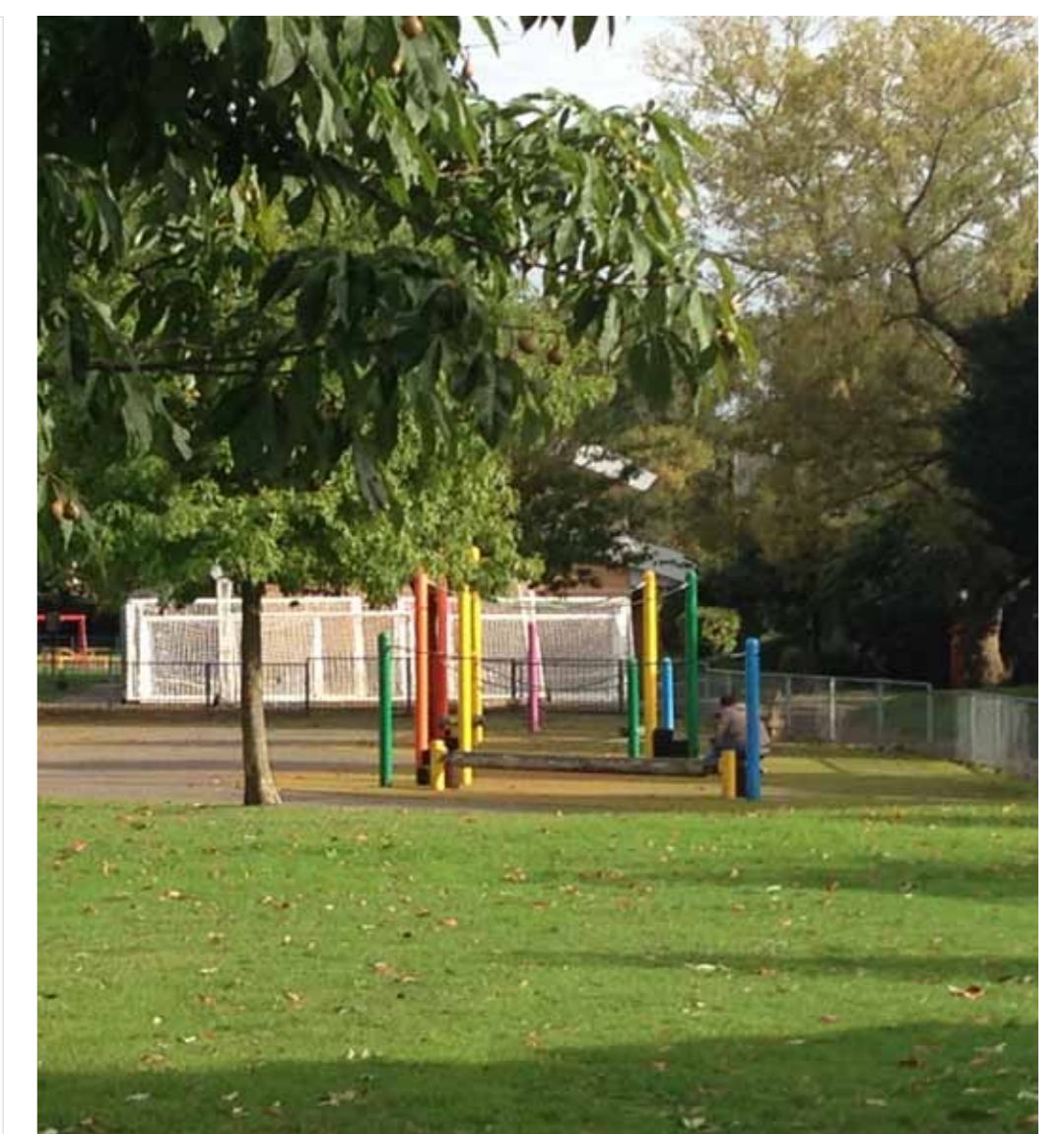
## WHAT IS ON OFFER IN KEW?

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

**How can the council continue to improve green spaces in Kew?**

**Are additional facilities such as play areas, pitches or benches needed to encourage greater use of green spaces?**

**Is there a need to review the management and maintenance of any green spaces?**



**KEY**

- Study Area
- Public open space
- Historic park and garden
- Other open land of townscape importance
- Metropolitan open land
- Play ground/Tennis court/Play area
- Landmark
- Scheduled ancient monument
- Vista
- Public right of way
- Thames Policy Area

# PLANNING POLICY AND LARGER SITES IN KEW

## Planning Policy

The Council already has two adopted planning policy documents for use when assessing proposals for new development and changes of use. These are called the 'Core Strategy' and the 'Development Management Plan'. There is also a series of more detailed guidance, on a variety of topics, that the Council has produced. The Village Planning Guidance will complement and provide more local detail for applying these policies.

A new plan, which will allocate larger sites for development, change or protection is being prepared. This is called the Site Allocations Plan. An initial consultation on this has just closed and responses are being considered before finalising the plan next year.

A list of the proposed sites in Kew is set out in the adjacent box for information. We would be interested to hear your views on the design and appearance of the sites and any features that you think are important.

**Do you feel there should be any other guidelines for the development of these sites?**

### **KW 1 Former Inland Revenue, Ruskin Avenue, Kew**

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

### **KW 2 Kew Gardens car park, Kew**

Proposal: Relocate car park, restoration of existing parking area

### **KW 3 Kew Biothane Plant, Mellis Avenue, Kew**

Proposal: Residential, including affordable units, open space

### **E KW 4 Sandycombe Centre, Sandycombe Road, Kew**

Proposed designation as Key Employment Site

### **E KW 5 Blake Mews, 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

