

Royal Borough of Kingston upon Thames
Character Appraisal and
Management Strategy Programme

Park Road Conservation Area

July 2008



If you wish to get in touch with the Council on any issue relating to this document, please contact

Conservation Team,
Directorate of Environmental Services,
Guildhall 2,
Royal Borough of Kingston upon Thames,
High Street,
Kingston upon Thames,
KT1 1EU.

Author: Tony Hall, Conservation Officer,
(early draft by The Paul Drury Partnership).

Telephone: 020 8547 4652

Fax: 020 8547 5363

email: conservation@rbk.kingston.gov.uk

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1.0 Introduction

- 1.1 A conservation area is defined in the Planning (Listed Buildings and Conservation Areas) Act 1990 as “an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”.
- 1.2 This character appraisal defines and records the special architectural and historic interest of Park Road Conservation Area, designated in 1989. It also provides a sound basis for developing proposals for the preservation and enhancement of the area at a later stage. The description of the special character of the area as set out in the published Planning Information Leaflet states it is “An area of fine Victorian houses, and local shops dating from 1890 -1900”. A fuller description of the special character of the area, as set out in the designation report, states “The area proposed ...has a pronounced Victorian character, as 72 out of the 84 properties were built in the second half of the 19th century. In fact 66 of these ...were erected over a limited period, 1870-1886. Despite this, the area has a diverse architectural treatment, because of the involvement of many speculative builders, each responsible for a small group of buildings often in styles and materials quite different from those of buildings on adjoining plots. Within the area, each group of buildings is distinctive, and many are particularly good examples of the architecture of the period”. This description will be reviewed as part of the appraisal.
- 1.3 A leaflet on this conservation area was published as general planning information in February 2002. Other relevant background information includes the original designation documents of March 1989 and the original decision to designate in June 1989.

2.0 Planning policy context

- 2.1 The legal basis for conservation areas is the Planning (Listed Buildings and Conservation Areas) Act 1990. National policy guidance is provided by Planning Policy Guidance (PPG) Note 15 Planning and the Historic Environment and PPG 16 Archaeology and Planning. Local planning authorities are required by government to demonstrate how they are complying with requirements for the designation and protection of conservation areas in Sections 71 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- 2.2 Royal Borough of Kingston upon Thames Unitary Development Plan (UDP, first alteration) contains the Council’s policies and proposals for development, regeneration and land use in the Borough. The Council adopted the UDP on 11 August 2005.

- 2.3 Policies which seek the preservation and enhancement of conservation areas are set out in UDP (Policies BE3 – BE4). Other relevant UDP policies that relate to Conservation Areas are Listed Buildings (BE5-BE7), Buildings of Townscape Merit (BE8) and Areas of Archaeological Significance/ Scheduled Ancient Monuments (BE19-20).
- 2.4 This appraisal should be read in conjunction with the relevant UDP policies and the national planning policy guidance, particularly Planning Policy Guidance Note 15 (PPG 15) Planning and the Historic Environment. The layout and content of this appraisal follows two sets of guidance produced by English Heritage in 2006¹. As recommended in PPG 15, the general presumption should be in favour of retaining buildings which make a positive contribution to the character or appearance of a conservation area.

3.0 Character Analysis

Location and setting

- 3.1 The Park Road conservation area covers 7.2 hectares and is located north-east of Kingston town centre approximately 1km from the Market Place (*Plan 1*). It is close to the perimeter of Richmond Park at its Kingston Gate entrance. The conservation area has at its southern end the busy junction of Kingston Hill, London Road, Park Road, Clifton Road and Manorgate Road (*Plan 2*). Its north-east/south-west axis is Kingston Hill, one of the main approaches to the town centre and an important access route to Kingston Hospital; in addition to its function as a residential neighbourhood, the conservation area therefore acts as setting for this route, and the



Figure 1: View of the Kingston Hill/London Road/Manorgate Road junction - late 19th century watercolour in Kingston Museum's Local Studies Collection

¹ Guidance on the Management of Conservation Areas, Guidance on Conservation Area Appraisals, February 2006

Kingston Hill part of it is highly visible. Norbiton station is a short distance to the east, and the suburban railway line to London Waterloo adjoins the south-west boundary of the conservation area. The land rises gently towards Richmond Park from the southern end of the conservation area, and then more steeply on Kingston Hill.

Historical development

- 3.2 Plan 3: Historic Development shows the approximate dates of origin of the buildings in the conservation area, according to the succession of Ordnance Survey maps from 1860 onwards. Extracts from these OS maps are shown as Figures 4, 5 and 6 on pages 5 and 6. There are now no buildings in the conservation area earlier than the 1860s, but it appears that the area has been settled since about 4500BC. There is evidence of a Middle Stone Age settlement on Coombe Hill² and of farming of the Neolithic period; flint and stone axes from this period have been found on Kingston Hill and in Richmond Park. It is highly likely that there was a late Bronze Age settlement on Kingston Hill a short distance to the north-east of the conservation area, and there is evidence of continuous activity through to the Roman occupation, the hill's attraction for settlement being its freshwater springs, which were exploited in the 16th century to pipe a water supply to Hampton Court.



Figure 2: John Rocque's 1745 map

² Howard, Adrian: A Brief History of Wolverton Avenue (2003)

- 3.3 There are various reports from 1530 through to 1863 of Roman finds in the Coombe Park area³. There is evidence from medieval field names to suggest⁴ a pre-Saxon town of about 500AD on a site immediately to the north-east of the conservation area. From the 9th to the 11th century, Kingston was a local administrative centre of a king's estate; granaries ('beretons') stored grain at the perimeter of the estate, giving the likely origin of the names Norbiton and Surbiton, from North Bereton and South Bereton. In the medieval period, the area was farmed on an open field system, and was later enclosed between the mid-15th and mid-17th centuries. The road over Kingston Hill to London is first shown on a map of 1637 when Richmond Park was enclosed. This historic route was originally a Turnpike Road with a toll gate at the bottom of Kingston Hill. John Rocques' map of 1745 (*Figure 2*) shows a few buildings along London Road and at its junction with 'Comb Lane', with open fields beyond. The situation had not changed greatly by the time of the 1840 tithe map (*Figure 3*), and these field boundaries largely determined the pattern of subsequent development.



Figure 3: Tithe map, 1840

- 3.4 On the 1868 first edition Ordnance Survey map (an extract is shown as *Figure 4*), the area is still mostly rural either side of Kingston Hill, with many large nurseries and orchards. There are some short terraces of small houses just outside the present conservation area, in Elton Road, at Alma Terrace and Bedford Place in Park Road, and in Burnham Street off London Road; all were built by 1871 and still exist, although much altered. There were also some larger houses just north of the junction. Within the conservation area, the area around the junction of Park Road with London

³ Victoria County History: Surrey (Oxford University Press)

⁴ Howard, *ibid*

Road/Kingston Hill is also developed. Nos.196-200 London Road (now demolished) seem to be the earliest houses in the conservation area. The railway appears on this map (although not shown on the extract from this map which appears as *Figure 4*, as it is not within the conservation area) with a station then called 'Norbiton and Kingstons Hill'. The London and South Western Railway Company had opened a link between Kingston and New Malden via Norbiton in 1869, following the opening of Kingston station in 1863. To the south of the railway line, large estates such as Norbiton Park, Norbiton Place and Rock House contrast with the tighter development clustered along London Road.

- 3.5 Speculative development began in earnest shortly after the arrival of the railway. Clifton Road was the first new road to be laid out; 5-15 Clifton Road, 1-13 Park Road, and 17-23 Clifton Road were all complete by 1875. Building on the north side of Kingston Hill began in 1873 and continued into the early 1880s; then to the north, Brunswick Road was laid out and building began in 1885, and a Wesleyan Methodist chapel was built on the southern part of Brunswick Road in 1886. By the later 1880s, most of the main groups of development which now constitute the conservation area had taken place except for Orchard Cottages, which was begun in 1893, and infilling of vacant plots or re-development of earlier buildings, which continued intermittently.

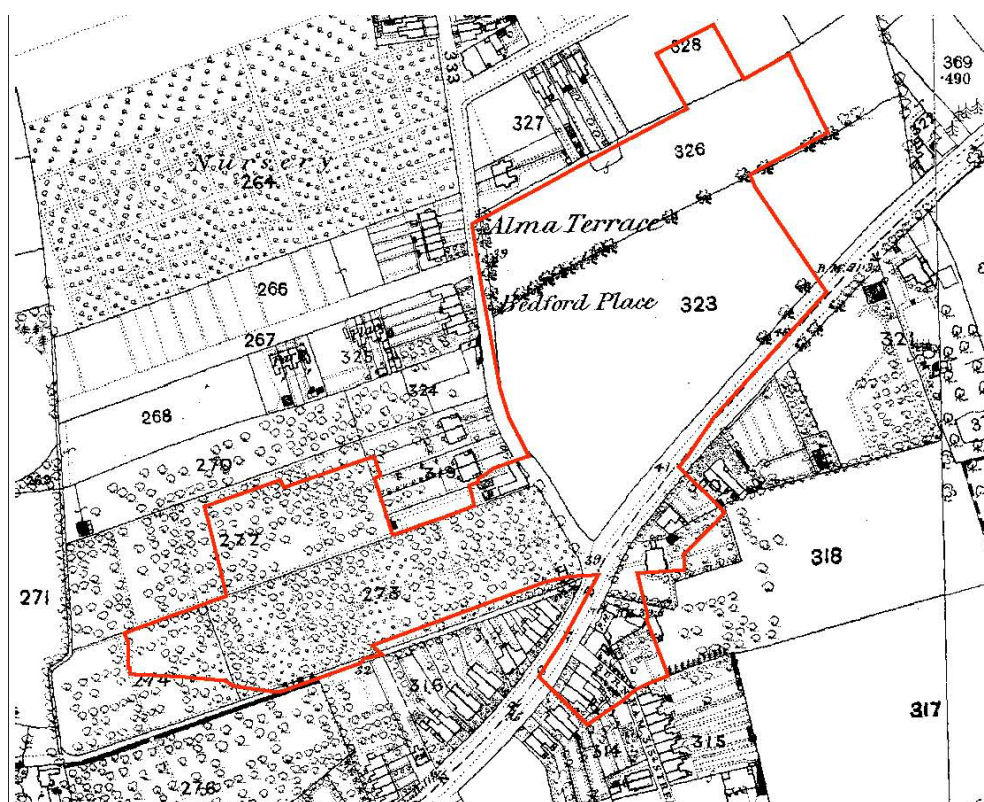


Figure 4: Extract from First Edition Ordnance Survey map, 1868



Figure 5: Extract from Ordnance Survey map, 1898



Figure 6: Extract from Ordnance Survey map, 1913

The last major development was Bank Broadway, 4-16 Kingston Hill, in 1905, replacing a group of 1860s villas on the south side of Kingston Hill. One of these can be seen on the left of the painting in *Figure 1*.

- 3.6 The 1898 map (*Figure 5*) shows this extensive speculative development - the conservation area, like its setting area, is substantially built up with a wide range of sizes of property. The construction of Clifton Road, with Manorgate Road and Station Road which were new links to Norbiton station, created a much larger junction where previously only Park Road joined the London Road/Kingston Hill route. The development in the 1870s of 1-7 Kingston Hill as a post office and shops, and 1-13 Park Road as a parade with flats above, began to establish the area around the junction as a local shopping and commercial area serving the new residential streets. Bank Broadway of 1905 and the addition of 'bungalow' frontages to the earlier group at 196-200 London Road (now demolished) continued this trend, making the junction into an increasingly busy focus of activity.
- 3.7 The 1913 OS map (*Figure 6*) shows few sites for development remaining. Most future change was to be on the basis of re-development of existing buildings, except for 10 and 12 Park Road in 1937, and the 'works' (now car repairs) from the 1950s at the rear of the 14 Park Road. Two mid-20th century developments affecting views out of and within the conservation area have been the re-development and re-location of the public house (formerly The Black Horse, now re-named The Kingston Gate) at the junction of Manorgate Road and London Road in 1966, and the development of 189-201 London Road as a petrol filling station, also in 1966; although this is not in the conservation area, it directly adjoins it. Later 20th century developments in the setting of the conservation area include the townhouses on Kingston Hill; The Farthings at the south east end of Brunswick Road, Audric Close (1982) off Park Road; and Aldous Court in Clifton Road. These all have a neutral-to-negative effect on the setting of the conservation area. The group of properties at Nos. 196-200 London Road was demolished in 2006 following the grant of planning consent for re-development of the site.
- 3.8 The land uses map (*Plan 4*) shows that the pattern of commercial activity at the junction surrounded by distinctive residential groups has survived little altered from the late 19th and early 20th century. With a few properties in use as doctors' surgeries, and a few small garage businesses, the principal residential areas in the conservation area - Kingston Hill, Brunswick Road, and Clifton Road - have retained their integrity without significant interruption by re-development. As late as 1988, the Park Road parade was described in a local newspaper⁵ as one of the busiest secondary shopping roads in Kingston. Food shops such as the baker and butcher have now gone, but the area still provides a range of local services.

⁵ Tim Harrison, 'Suspended in time': Surrey Comet, 18th March 1988

Spatial analysis of the conservation area



View north along Park Road

- 3.09 Perceptions of the conservation area are heavily influenced by the road junction, with its roundabout as a hub and five roads radiating from it. Of these, Kingston Hill is dominant because of its width and incline to the north-east. The scale of buildings and road combine to give a sense of importance to the route. The conservation area marks a subtle boundary between suburban and urban areas; views down the hill are of a complex urban junction, views up are of trees and mature gardens. The distinct residential areas within the conservation area are satellites to this main route, reflecting the pattern of clustering of early development in the first half of the 19th century along the main route to London, and the hinterland developing around it after the railway station opened up the possibility of commuting. Their relative seclusion is in contrast to the busy commercial nature of the junction. Most of the views from the junction are closed or bordered by residential groups, except for the view south along London Road.
- 3.10 Views around the junction are broken apart, in a negative sense, by the open forecourts of the petrol station and public house on either side of London Road. The more intimate and domestic scales of Clifton Road and Burnham Street to which the eye is drawn are a welcome antidote to these amorphous forecourts and to the junction itself, swirling with traffic. Outside the conservation area, the properties on London Road between the filling station and the railway bridge are of similar date to Burnham Street and 196-200 London Road (now demolished); the view south is closed by these and the railway bridge and their scale is an interesting contrast to that of Kingston Hill. The railway bridge is the point at which the major

developments enclosing London Road give way to a more modest scale and an awareness of a range of small scale local neighbourhoods around the main route out of the town centre. The western parts of Clifton Road, Orchard Cottages and Brunswick Road all have a strong sense of enclosure resulting from their separation from main routes, with layouts producing enclosed views, and a close grain of houses in terraces, or narrowly separated pairs.

Definition of character areas

- 3.11 The conservation area divides into four character areas (see *Plan 5*), three of which are primarily residential. *Character area 1*, on the north side of Kingston Hill, has considerable grandeur of scale - a wide road, many trees, and large villas flaunting abundant and often idiosyncratic detail. *Character area 2*, Brunswick Road, is more modest, and the vocabulary of architectural detail more consistent. The 'hammerhead' at its eastern end closing the views east, and the less tightly built southern leg of the road, emphasise the separation from Kingston Hill. *Character area 3*, Clifton Road and Orchard Cottages, includes houses and cottages from the 1870s to 1890s, secluded from the main routes and displaying more varied scale than the previous areas. *Character Area 4* links the three residential areas and forms a commercial focus at the road junction; it includes three parades of shops of differing character.

Buildings just outside the Conservation Area

- 3.12 There are several groups of mid Victorian buildings just outside the existing conservation area, which have been considered for inclusion within the boundary. In particular, Burnham Street has historical and visual affinities with 196-200 London Road (now demolished and redeveloped), as do the buildings behind the single storey showroom frontage at 192-194 London Road, and 179-185 London Road (opposite) with an applied circa 1900 frontage. All these buildings are much altered but form a group that provides an attractive lower-scale element to the junction.
- 3.13 Buildings in Station Road to the south of the existing railway bridge form an attractive group of late 2 storey Victorian terraces, similar to those in Burnham Street to the north. However, the railway embankment forms a major edge and strong linear barrier between major developments on the edge of Kingston Town centre enclosing London Road, and the more modest scale of neighbourhoods including the Park Road Conservation Area to the north. Therefore due to this strong separation, it is considered that the buildings on the south side of Station Road do not form a natural extension to the existing conservation area.
- 3.14 The mid Victorian terraced cottages at Bedford Place and Alma Terrace located on the west side of Park Road, are also of interest. However, at

Bedford Place, Nos 31 and 33 Park Road (at the southern end of the terrace), were demolished in the 1980's and rebuilt in the early 1990's with modern windows and two prominent garage doors at the front. The cottages in the remainder of the terrace have had their exterior brickwork painted, whilst all the original windows and doors have been changed. At Alma Terrace, it would appear that No.53a at the northern end of the terrace was added as an extension to No.53 in the 1970's. Both these properties incorporate insensitive modern horizontal window openings and concrete roof tiles. Similar to Bedford Place the remaining terrace of five cottages have been significantly altered.

3.15 In relation to the wider setting, the cottages at both Bedford Place and Alma Terrace are separated from the conservation area boundary by the busy Park Road. Their character is very different from the distinctive group of detached and semi detached houses in Brunswick Road to the east and both terraces appear to relate more closely with the smaller house types to the north and west of the conservation area. Properties in Audric Close (off Park Road), south of Bedford Place, were built during the 1980s and are not considered to be of sufficient interest to be included within this conservation area. As a result the cottages at both Bedford Place and Alma Terrace do not link with the Victorian terrace to the south at 1-15 Park Road or form a natural extension to the houses in Brunswick Road. Therefore, there is no strong justification for including these cottages in the extended boundary to this conservation area.

Character area 1: Kingston Hill

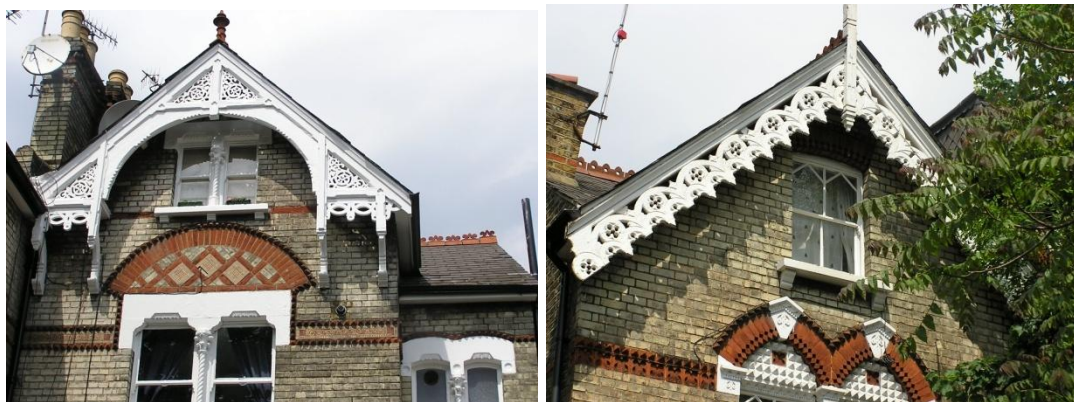


3.16 Land use and activity (see Plan 4)

This is primarily a residential group; the exception is no. 21 Kingston Hill, a medical practice. All the remaining houses except no. 27 are converted to flats. The front gardens are therefore mostly occupied by hard-standings for parking. The importance of Kingston Hill as a traffic and bus route ensures a high level of traffic and activity around bus stops and the pedestrian crossing, with traffic queuing at the junction.

3.17 Architectural character (see Plan 6)

The first group of houses, nos. 9-19, was built in the early 1880s by R.H. Henley, a carpenter of Kingston. They are distinguished by their decorative joinery, matched by elaborate brick detailing. There are two types: the first pair, nos. 9-11, and the third pair, nos. 17-19, are identical in design and the central pair of this group, nos. 13-15, has a different set of features. Nos. 9 and 11, 17 and 19 have ground floor bays with hipped roofs, a central gablet with elaborately fretted bargeboards over three semi-circular arches, and sash windows divided by mullions with narrow fluted columns. The first floor window has paired sashes under pointed arches, with decorative keystones and nail-head decoration to the tympanum, and the same narrow columns



Fine details: gables and window heads at 15 and 17 Kingston Hill

as the ground floor windows. The upper sashes at first and second floors have Gothic glazing patterns and the main gables have carved and fretted bargeboards. All the window and door arches are in elaborately moulded brick, with the outer edges having a nail-head moulding, continued as a string course at first and second floor level. The central pair has a plainer ground floor bay, and the first floor window an elaborate relieving arch, again with nail-head edging, the tympanum of which has diamond patterning and tile insets. All the window and door arches are stone rather than brick, and the distinctive feature of this type is the very elaborate fretted truss set in front of the gable in carved brackets. As pairs, all the houses are modelled asymmetrically, with one main gabled bay to the left of each pair projecting forward, and a smaller gable or hipped bay to the right of each pair.

3.18 The second group, nos.21- 27(odd) were built in 1874 by Edwin Wells, a Kingston builder, following the division of fields on the north side of Kingston Hill into building plots for superior villas in 1873. These are substantial detached villas with three or four storey three-bay frontages, and a projecting gabled bay, in stock brick with slate roofs and red brick or carved stone detailing. They are less elaborately detailed than nos. 9-19, and decoration is limited to lightly incised or carved stone lintels and capitals to bays and porches. No 29, mostly concealed behind tall shrubs and trees, was built in 1894, in red brick with a hexagonal hipped corner bay, and its contrasting appearance forms a visual termination to the group.

3.19 The 1970s houses on the south side of Kingston Hill are barely visible from the road, but outside the conservation area boundary, parts of the old boundary walls and piers from the Victorian villas they replaced are still there, one with an incised name (*below*). These, and the steep ground behind, contribute to the sense of containment of this part of the hill.



Views contained by greenery and old boundary walls, and a gate pier from a villa demolished 30 years ago

3.20 Townscape (see *Plan 7*)

The houses bordering Kingston Hill's north-west side draw themselves up and away from the busy highway, and are shielded by carriage drives and mature garden trees and shrubs. On the south east side, there are the remnants of boundary walls of the large villas that Carlisle Close replaced. The view up and down the hill is therefore enclosed, with buildings barely visible in summer; it opens up as the Bank Broadway shopping parade is reached, although the forecourt of Merityres (nos. 18-22 Kingston Hill) is a negative rather than positive feature. The direct view of the petrol station from this point is also unfortunate, since its glossy red fascias are highlighted by the green approach. The distinction of this area is in the impressive scale and architectural features of nos. 9-29 (odd) Kingston Hill. All these properties make a very positive contribution to the character of the conservation area, and nos. 9-19 are buildings of townscape merit. The area's townscape qualities derive from the topography of the hill and its long views to the road junction, the enclosure of the road by gardens, mature

trees and boundary walls, and the varied skyline of gables and chimney stacks.

3.21 Trees and green spaces

Mature trees and shrubs in front gardens and in rear gardens (and seen as a backdrop or through gaps) are important, and dominate the approach down Kingston Hill. Nos. 21 and 23 each have a tree covered by a tree preservation order in their front gardens. No. 21 includes the more striking and unusual 'Monkey Puzzle' tree. The views through to the back gardens of Kingston Hill properties have a positive effect on Brunswick Road and, even from Park Road, their trees form a backdrop to frontage properties.

3.22 The public realm

Kingston Hill is a heavily used 'A' road and bus route, and the lighting and traffic management requirements are inevitably at odds with the Victorian and Edwardian character of the lower part of the hill on its approach to the road junction. However, street trees are well placed to soften the effect of the traffic near the junction.

Character area 2: Brunswick Road



3.23 Land use and activity

The area is entirely residential except for a doctors' surgery at no. 1 Brunswick Road. The majority of houses are still in single occupation, with most conversions located on the north side of the road. It is a relatively quiet street, with a controlled parking zone, and contrasts with the business and shopping activity of Park Road at its western end.

3.24 Architectural character

Brunswick Road was laid out in 1885 and 26 villas were built by James Robinson of Wimbledon to the designs of Alfred Olley, an architect also of Wimbledon. The street's character derives from the controlled vocabulary of domestic architectural features and well-detailed frontages, which are skilfully adapted to provide corner buildings. The design of the north and south sides of the road is different, although the impression is of a unified style because of the features they have in common – two storey canted bays, red brick, stone dressings. The north side has handed pairs of wide-fronted houses, originally with small gabled dormers, while the south side has narrowly-detached single houses with decorative gables. The outbreak of large dormers on the north side has harmed the architectural character of a number of properties. However, these were all completed in the mid 1980's before the designation of the Park Road Conservation Area.

3.25 At the east end, two matching pairs occupy the corner plots, with angled and steeply-gabled bays at the corners and bays to the side elevations to add modelling. Nos. 21 and 23 is an unusual and interesting pair asymmetrically designed (one large, one small) to look like a single house, with a tall gabled frontage. Boundaries rarely survive, but, where they do, (for example at nos. 17 & 19) they are low brick walls with stone copings and piers, some surmounted by hedges.

3.26 Nos. 22 and 24 Brunswick Road form a new pair of houses, granted permission on 29th September 2003. The design of the street façade of the new building was closely modelled on the existing detached houses on the south side of Brunswick Road. It is of similar proportions and incorporates principal design features found in the existing houses, including square and angled bays and a steeply pitched front gable. However, the new building was set back some 8 metres from the footway to protect the existing trees.



Nos. 21 and 23 Brunswick Road

3.27 Townscape

Brunswick Road is another well-defined residential group, with a very clear architectural character, but with a tighter grain and smaller plots than the houses on Kingston Hill. Both front and rear gardens are very shallow, and

the gaps between houses very narrow. Built in 1885, the street has a hammer-head layout which successfully provides a sense of containment, with views being closed by house frontages on three sides at the east end. The lack of good buildings at its southern connection to Kingston Hill, with a setting of a long garden boundary to no.29 and an amorphous forecourt to The Farthings (a development on the site of the former Methodist church which was demolished in 1959) reinforces the distinctive tightly-built character of Brunswick Road and the considered relationship of its houses to their layout, although this effect has been weakened by the two new houses imitating the style of Brunswick Road. The view towards Kingston Hill is uninteresting, dominated by The Ridings town houses and a dull multi-storey block on Kingston Hill.

3.28 Trees and green spaces

Most front gardens have survived and hedges, shrubs and street trees make a valuable contribution to softening the tunnel effect of the brick elevations to the street - particularly the mature street trees that formally announce the change of direction at the hammer-head, and frame the view east. Rear gardens are shallow and the tree backdrop on the south side is that of the adjoining gardens at Kingston Hill.

3.29 The public realm

Parking control signs are much in evidence and at odds with the street's character, particularly the large sign announcing the controlled zone at the entrance from Kingston Hill. There is relatively little damage to footways from crossovers, but the footways are either of concrete paving slabs or older tarmac surfaces which do not contribute to the area's visual appeal.

Character area 3: Clifton Road and Orchard Cottages



3.30 Land uses and activity

This area is much more mixed than the two other residential character areas, and is not limited to a single type or size of house. It is predominantly residential, with a minority of properties divided into flats. The Norbiton & Dragon public house and a small car wash business are the only non-residential uses. Activity is focused around the Norbiton & Dragon, especially in the summer as it has a large garden next to the street.

3.31 Architectural character

The Norbiton & Dragon (previously the Norbiton Hotel), built in 1870, was the first building in Clifton Road; the group of houses nos. 2-12, of the same date and by the same builder, was the first speculative development in the conservation area to follow the arrival of the railway. There are three pairs to the same plain and well-mannered design, distinguished by pedimented dormers and substantial central stacks to the hipped roofs, which give them a lively profile. Of the six houses, three now have their stock brick facades painted, and nos. 2 and 4 have had slate replaced by concrete tile roofs; front boundaries have mostly disappeared, except at no. 10, in favour of unattractive hard-standings (*see photo at paragraph 5.3*). The Norbiton & Dragon makes a fine corner feature, with not only a higher curved central bay as a focus, but a setting which includes brick boundary walls to its yard, a garden with trees, and a pretty coach house visible over the west wall.

3.32 The terrace nos. 5-15 followed soon after in the early 1870s. The terrace dominates the convex curve of the road; of four storeys including an attic and basement, the houses are in stock brick and flat-fronted, their visual interest coming from their brick detailing; cambered and semi-circular red-brick and stone door and window heads, and an unusual, slightly projecting brick dormer on brick corbels. The terrace is designed as an entity, with hips to either end, and its height and basements give it more of an urban than suburban character. Few boundaries – low brick walls with stone copings – survive, and only nos. 5 and 15 have not converted their basements to garages. The drives, hard-standings and garage doors detract from the terrace's character.



Clifton Road and Orchard Cottages: different scales, similar materials



3.33 Nos. 17-23 Clifton Road, built in 1875, are of a similar scale, but detached. Their distinguishing feature is the first floor window design, a wide segmental or cambered arch with alternating brick and stone bands, and an elaborately turned pillar supporting the porch. Nos. 17, 19 and 23 have unattractive side extensions and nos. 21 and 23 have PVCu windows, which at no. 21 are fitted throughout; those at no. 23 (which is converted to flats) have very poor proportions. The front hard-standings and lack of boundaries once again detract from the townscape.

3.34 Nos. 18, 20 and 22, built in 1898 by architects Macpherson and Bradley of Chelsea, are a departure from the prevailing late-Victorian house-types in the area; they are in red brick rather than stocks, with heavy deep pediments (arched over the windows, triangular at the gable) and both sash and casement fenestration with a keyed oculus in the gables. They form a distinctive group (named *Ethelred*, *Alfraeda* and *Ethelbert* in relief over their windows) and no. 20 retains its original form, including a small brick side extension, in contrast to the unattractive garage and carport of the other two. No 24 is a less unusual design, and the featureless redbrick forecourt has not provided a flattering setting.

3.35 Orchard Cottages, built in 1893/4, is a quiet backwater entirely hidden from Clifton Road, and tucked in next to the railway embankment. The tightly enclosed footpath approach emphasises the contrast in scale between this terrace and the rest of the area. A plain stock-brick terrace, it gains much of its pleasant informal character from its car-free location and picket-fenced front gardens. Since the houses are plain, their windows and doors are their most important features, which means that the many changes to PVCu, inappropriate small-paned bay designs, or infills of the inset porches have a disproportionate effect, as does the painting of the brickwork at no.6. But two properties – nos. 2 and 4 - retain their early form of windows (sashes without horns), and these are valuable survivals.

3.36 Townscape

The townscape at the bend of Clifton Road provides a satisfying sense of

enclosure, although it has to fight against the unsympathetic expanse of tarmac at the junction. The substantial, but plain, frontages of nos. 5-17 close the vista and face the sturdy curved frontage of the Norbiton & Dragon public house, with a narrow pathway to Orchard Cottages leading off at the corner. The view into the Norbiton & Dragon's garden is an asset to the street. The townscape of the eastern part of Clifton Road is weakened by its proximity to the Total petrol station forecourt and the car parking area to the medical centre, which between them have destroyed the containment of the street.

3.37 Trees and green spaces

Because of the prevalence of car parking in front gardens, planting in private front gardens does not make a major contribution to the character of Clifton Road; where there are trees and hedges, they are often dark and dense specimens used as a barrier, as in some front gardens at nos. 5-15, so that the few more moderately sized examples are a welcome foil to the houses. The small and often overfilled front gardens at Orchard Cottages contribute to the enclosed and informal character, as does the overgrown embankment.

3.38 The public realm

Street furniture creates a complex jumble of sign, bins, machines and notices at the entrance to Orchard Cottages. However, the historic horse trough, opposite No. 5 Clifton Road, still survives on the edge of the footway. The concrete post and plank fence newly installed on the Orchard Cottages approach path boundary is not a material of sufficient quality for a conservation area and has a dismal and utilitarian effect, as well as reducing security by completely enclosing the path and reducing overlooking in the car park.



Clifton Road: sign collection and cross-over patchwork effect

3.39 A further issue is the intrusiveness of the width of the road and junction at this bend in Clifton Road, which is bounded by buildings of good architectural quality – the Norbiton & Dragon and nos. 5-15 Clifton Road.

The tarmac and road markings dominate the view. Crossovers in concrete are often poorly executed and give the footway a patchwork appearance. In some locations, the earlier granite setts at crossovers can still be seen under concrete or tarmac, suggesting that re-instatement could be considered.

Character area 4: the commercial centre at the junction



3.40 Land use and activity

This area is at the heart of the conservation area and acts as a focus for the three other character areas, which have a predominantly residential character. It includes the lower part of Park Road, with its terrace of shops, the shopping parade Bank Broadway on Kingston Hill, and the small group of shops at nos. 196-200 London Road (now demolished) next to the Kingston Gate public house. *Plan 4: Land uses* shows that the predominant use is retail or business use at ground floor, with ancillary uses or flats over. Historically this area has (since the construction of Station Road and Manorgate Road created the extended junction) provided shops and services for the residential neighbourhoods nearby. The Park Road and Kingston Hill parades were purpose-built, but at 196-200 London Road (now demolished) 'bungalow' frontages were added early in the 20th century to 1860s houses. There are local services, such as a veterinary surgery and car repair workshop at Park Road. These small businesses, sometimes on backland sites, are an important component of the character of the area, reinforcing its variety and vitality despite their sometimes untidy appearance.

Architectural character

3.41 *London Road*

Properties at 192-194 and 179-185 London Road (opposite), together with Burnham Street all have historical and visual affinities with 196-200 London Road, (now demolished) and provide an attractive lower-scale element to this junction.

3.42 The three properties at nos.196-200 London Road (now demolished) were until their demolition in 2006 the oldest surviving development within the existing conservation area boundary, (See *Figure 8*). They appear on the first edition OS map (*Figure 4*) with the houses in Burnham Street, a terrace on London Road's west side and two terraces in Park Road. In the mid 19th century, the only other development in the conservation area was a group of large houses - demolished to build Bank Broadway - at the foot of Kingston Hill. Nos.196 -200 were therefore rare survivors of the initial clustering of housing development adjacent to the principal route out of Kingston, before the arrival of the railway and the expansion of the junction. They provided a reminder that the commercial centre of Kingston is linked with a smaller scale residential hinterland. In 1905, the front gardens were filled in with single storey shops. The main range was unified by its steep hipped roof, and many stacks survived; these and the mono-pitch rear extensions, also with stacks, gave a well-modelled skyline. Nos. 196 and 198 retained their original shop-fronts, with slender frames and inset doors. No 200 had a modern flat shop-front, but all three retained their entablature and consoles and had modest fascias. Despite the loss of traditional sash windows to PVCu to front and rear at nos. 198 and 200, the terrace retained a good sense of its original form.

3.43 The present Kingston Gate public house, built in 1966, replaced (on a set-back building line) an older public house, the Black Horse, shown on the first edition OS map (*Figure 4*) and contemporary pictures, fronting directly onto London Road until 1966 (see *Figure 1, page 2 and Figure 8, page 24*). The new siting resulted in a parking forecourt, which has weakened the enclosure of the junction. The present public house is bland mock-Georgian, which, in combination with its car-park, has a negative impact.

3.44 *Park Road*

The terrace with shops at the south end of Park Road, nos.1-13 (*below*) was the earliest purpose-built shopping parade at the junction, built in the early 1870s. The shop-fronts remain free of the standard designs and fascias of national multiples, but most are either neglected, or badly altered. The terrace's distinctive character and the survival of much of its detailing is recognised in the designation of 1-13 as buildings of townscape merit, and its two upper storeys of large plain sash windows with moulded stucco survive with the majority unaltered, although nos. 1 and 11 have PVCu replacement windows whose materials and design spoil the consistency of the terrace. The shop frontages, with the exception of no.1, retain their



dentilled cornices, most retain their console brackets too, and some their pilasters and plinths. The shop fronts themselves have suffered, but the continuity of the cornices is a welcome survival and visually contains the many changes.

3.45 No 1 (Classic Cleaners) is perhaps the worst offender, and the most significant, because of its prominent corner position. All the entablature has been lost and there are no stall-risers or subdivision of the windows, and an unattractive flat sheet fascia has been applied. No.3 (The Barber's Cabin) has a poor quality deep sheet fascia. No.5 (Picture Framing) has a modern timber replica flat front in traditional style. No 7 is an ad hoc assemblage of aluminium frame and plastic panels, but retains its original entablature. No. 9 (Spirits on the Park) is a well-restored shop-front retaining the inset doors to the shop and side entrance. No 11 (Buvan's Stores) has an aluminium front and poor modern fascia with relief lettering and a fixed canopy; its two projecting bright red Coca Cola advertising signs at first floor level are totally inappropriate. No. 13 (C.Fletcher, not in current use) retains its entablature complete, although the shop-front has been changed to an undistinguished and featureless stained timber version. No.15 is currently undergoing reconstruction, but is an 1870 rebuilding of an earlier house. Only no.9 retains its early form entirely. The upper floors are characterised by lack of maintenance to window frames and paintwork.

3.46 The east side of Park Road has a less distinctive architectural and townscape character, but still retains many buildings which make a positive contribution. All are lower in height than those on the west side, allowing the shopping parade to predominate. Weko House, (no. 2 Park Road), built in 1981, has poorly proportioned aluminium windows and no modelling to its elevation; as a building, it has a negative impact. Nos. 4 and 6, built in 1894 to the design of Kingston architect, Arthur Windybank, demonstrate the

value of retaining original brickwork and a front garden with a boundary wall (as no.6 has), compared to no. 4 which has painted elevations and a car parking area with metal posts, all of which detract from the townscape. No. 8 was built in 1885; now a veterinary surgery, it has a functional hard-standing, but benefits from the neighbouring garden setting of nos. 10 and 12, a small 1937 apartment block by architects Williams & Pettett of Epsom. This has a neutral effect as a building, but its garden makes a positive contribution, and the modest height and hipped roof allows a view of the trees in the gardens of Kingston Hill behind. Number 14, of 1882, retains its character despite the garage business behind, and the low profile of the works means it has minimal impact. Small local facilities such as this are part of the vitality of this area where differing uses co-exist. The conservation area boundary excludes the west side of this part of the road, but the small greengrocer's shop (Porters) on the corner of Elton Road has a highly positive effect on the view out of the conservation area along Park Road and west along Brunswick Road, reinforcing the atmosphere of a local centre on a busy road.

3.47 Kingston Hill

No.1-3 Kingston Hill is a 1928 design by Frederick Wheeler of Holborn and was built as a replacement for an earlier, more assertive, 3 storey building with a post office as its ground floor, seen in *Figure 7* below. Numbers 5 and 7 Kingston Hill are masked by a well-placed tree, which softens the very bland façade treatment and intrusive red brick extension; the original version of this building is seen in the painting above and dates from 1874.



Figure 7: Watercolour (undated) from Kingston Museum showing the previous buildings at 1-3 Kingston Hill

3.48 Across the road, the shopping parade Bank Broadway at nos. 4-16 Kingston Hill is much grander in scale and architectural conception than that at Park Road. It was designed by W. Wallis Baldwin of Lincoln's Inn Fields, and is dated at 1905 by the decorative inscription in the gable of no.14. The front elevation of the group is asymmetric, and the blank north end elevation and prominent gable with decorative plaque on the unit second from the end suggest strongly that it may have been intended to extend the parade into the adjoining site.



3.49 The group has an imposing presence and elegantly slender proportions, and its three storeys are topped by a slate mansard roof with tall plain stacks. White stone string courses, quoins, keystones and window surrounds in the two taller gables contrast crisply with the red brick elevations, and there are steep gables to the second storey whose looped copings add a light and playful element, echoing the cambered first floor window heads, the aprons below the second storey windows and the scrolled pediments at the first and sixth bays. The first floor windows are a distinctive feature, tall and elegant; unfortunately, no. 12 has had PVCu units installed, whose bland finish and lack of modelling in frames and glazing bars detract from the architectural quality. No. 2, now Barclays Bank, was built in 1904 (as the London & South Western Bank) by architect John Bethell of Liverpool Street. Its two storey oriel windows provide a good visual focus in longer views across the junction. The adjoining building, no.1 Manorgate Road, (outside the conservation area) makes a disappointing neighbour, with bland metal windows and unattractive fascia; it would be advisable in view of this property's important and visible position at the junction next to the much higher quality parade, to extend the conservation area boundary to include no. 1 so that there can be better control over future change.

3.50 The shop fronts vary in quality, and none of the original frontages has survived. Barclays Bank's bland stone fascia brings the two distinctive buildings nos. 2 and 4 together in an unfortunate alliance at ground level, particularly damaging because the ground floor was rebuilt in 1966 in dark brick banded with aluminium windows. This treatment removes any visual

interest at street level, and the lack of modelling in the fascia deadens the frontage further, resulting in a negative effect on the conservation area.



Present and original ground floor frontage at 2 Kingston Hill (photo of 1906 from Local Studies Collection)

Nos. 6-8 (Café Rouge) is a standardised 'traditional' shop-front typical of chain café-bars with their glazed and timber panelled frontages. Its effect is neutral - it adds no distinction and does nothing to complement the building.

3.51 No 10 (New Devi Tandoori) has exotic applied arches on a marble tile front; the materials (including the plastic fascia) are inappropriate and the effect is negative, although at least lively. No. 12 (Domino's Pizza) is generally recessive and neutral despite its unpleasant standard plastic fascia, and the proportions are traditional. No. 14 (Ayudya) is another exotic frontage, this time more intrusive because of its fixed textured canopy. No. 16 (Serenity) is simply cheap and nasty; a thin plastic board fascia with no frame and a dark stained timber shop-front, and the fascia cornice has been removed. Despite their generally negative or neutral quality, most of these frontages do at least still benefit from the retained pilasters and consoles that divide them, and only no. 16 has an over-deep fascia and no cornice.

3.52 Townscape character

The size of the road junction emphasised even more by the large forecourts of the Total petrol station and the Kingston Gate public house, contrasts with the enclosed streets which act as spokes to the hub of the junction. Kingston Hill and Park Road are both more tightly enclosed by terraces as they approach the junction. The Total forecourt replaced a corner building to Clifton Road, which would have had a similarly enclosing effect. There are good views across the junction into the residential areas; from Clifton Road to Burnham Street, from London Road up Kingston Hill, from London Road and Manorgate Road up Park Road, and from Kingston Hill to the bend where Clifton Road turns north. Each group of buildings at the junction relates well to its adjoining residential area in scale and style – Bank Broadway matches the height and degree of architectural decoration of 9-19 Kingston Hill, 1-13 Park Road relates to the more modest Clifton Road, and

196-200 London Road (now demolished) to the 2 storey terrace at Burnham Street and its London Road neighbours, outside the boundary. Barclays Bank is a focal point, and opposite, the former Westminster Bank at 1-3 Kingston Hill has no visible interaction with the street as it is now converted to residential use, with access from Park Road. On the London Road/Kingston Hill route, the railway bridge over London Road and then the diffusion of routes at the junction marks a detachment from the urban influence of Kingston town centre, and a switch to an area of local shops and businesses. However, the open forecourts at the Total petrol station and the Kingston Gate are detrimental to the townscape and out of sympathy with the predominant grain of development, and they extend the area occupied by cars.



Figure 8: Top: Kingston Gate public house and Burnham Street, before demolition of 196-200 London Road in October 2006. Below: A view from the same point in 1964, in a painting by Michael Cryer from the Brill Collection, Kingston Museum. All the buildings except the furthest in the picture (194 London Road) have since been demolished.

3.53 The public realm

Safety requirements may require the roundabout to be highly visible, but diagonal stripes do little for the townscape and the traffic barriers are no more than severely functional, giving an unattractive approach to the road

crossing. The issues of signage and surfacing are present here as in the three residential areas, but the primary problem is the traffic, and the visual dominance of cars in the Kingston Gate forecourt and petrol station. Footways are generally patched tarmac - a new paving scheme in front of Fratelli's in Park Road is outside the conservation area. The ramp and barriers to the pedestrian crossing at the south-west end of Kingston Hill do not complement the buildings behind them. However, the location of street trees at the junction is excellent and helps greatly to soften the effect of traffic.

4.0 Assessment of special interest

4.1 The assessment of Park Road Conservation Area shows there to be a number of interesting and important features which contribute to the special character of the area, and which therefore require enhancement and preservation. A summary of these features is presented below.

4.2 Key Features of special character and appearance of the Park Road Conservation Area

Historic interest

- The area incorporates an historic route to London along Kingston Hill and London Road. The route was originally a Turnpike Road with a toll gate at the junction of Manorgate Road and London Road.
- The area has a generally high quality of Victorian suburban residential and commercial development. The majority of buildings make a positive contribution to the character of the area and retain most of their original form and good quality architectural features and details.

Character/Land use

- There has been a retail and commercial area around the road junction since the late 19th century, and this survives as a local centre forming a clear character area within the conservation area, with two groups of shops of distinctive character.
- Two of the three groups of houses referred to above are closely related in scale and character to two of the shopping parades in the conservation area – nos 9-19 Kingston Hill to Bank Broadway, and nos 1-13 Park Road to Clifton Road. The third shopping group, nos 196-200 London Road, (now redeveloped) formerly related in scale and date to Burnham Street, which is at present outside the conservation area, but merits inclusion.

Architectural interest

- The area has a range of house types and sizes that fall into three well-

defined groups, with their own distinct architectural and townscape characteristics at Kingston Hill, Brunswick Road and Clifton Road/Orchard Terrace. The groups also relate to each other to give an overall visual character to the conservation area, through their limited palette of building materials: stock brick and red brick, with stone detailing and slate roofs. All three groups have distinctive features particular to the group.

- The architectural vocabulary throughout the area has been adapted to make a feature of corner buildings, for both domestic and commercial properties. The junction has a good selection of these.

Townscape features

- The railway bridge at London Road marks a clear transition from the urban influence of Kingston town centre, with large scale development, to a smaller scale, more local and suburban setting. The group nos 196-200 (now redeveloped) and its neighbours formerly announced this change, which is visibly continued at Park Road with its local shops and Kingston Hill with its greener environment and trees.
- The junction formed by Kingston Hill, London Road and Park Road is an important focal point/ place within the conservation area, containing key landmark buildings which act as points of reference and contribute to its legibility.
- The close grain and mature trees and greenery mean that back gardens are often as important as front gardens in the street scene, especially when they are seen from another street at right angles, or as a backdrop to other houses. The gaps between properties contribute to this effect, and are also important in maintaining the distinct massing of individual houses.

Summary of Character

- 4.3 Park Road Conservation Area forms an early residential and commercial suburb of Kingston Town Centre dating from the mid 19th century, which incorporates the historic London to Portsmouth route. It contains fine Victorian houses and survives as a local centre with two groups of shops of distinctive character around its key road junction.

5.0 Management Strategy Programme

- 5.1 A set of indicators are set out below to take forward the character analysis, from which further decision making and priorities can be set. The assessment of positive and negative effects, help determine the urgency of moving forward the work of a management strategy. The management

strategy would contain ideas and proposals for the further preservation and enhancement of the conservation area.

5.2 Assets of Park Road Conservation Area (Positives)

- (i) The topography of Kingston Hill provides a dramatic approach to the town centre.
- (ii) Nos. 9-29 Kingston Hill form a high-quality group, whose massing, scale and long plots complement the width of the road and the long views down the hill.
- (iii) The high standard of materials and detailing in nos. 9-29 Kingston Hill creates a visually varied townscape.
- (iv) The mature front gardens and trees along Kingston Hill provide a green setting to the road, which emphasises the change from an urban to suburban environment, and the boundaries to the northern properties and to the east side of the road provide definition and a sense of enclosure to the road.
- (v) Brunswick Road has a clearly defined group of good quality late Victorian houses, whose vocabulary of features and details has been flexibly used to create a varied townscape with a good sense of enclosure.
- (vi) Red brick is used consistently and unifies Brunswick Road.
- (vii) Street trees along Brunswick Road are very important, softening the closely-packed frontages of the houses and reinforcing the sense of enclosure at the east end.
- (viii) There is a range of house types and sizes along Clifton Road and at Orchard Cottages, given a family resemblance by their stock brick elevations with red-brick detailing and simple fenestration.
- (ix) Although close to the junction, Clifton Road and (particularly) Orchard Cottages have a relatively secluded residential character.
- (x) The curved frontage of the Norbiton & Dragon, with its garden and outbuildings, forms an excellent focus for Clifton Road, complemented by the tall well-detailed terrace of houses opposite at 7-17 Clifton Road.
- (xi) The junction with Park Road, London Road and Kingston Hill is a mixed-use area retaining the sense of a local centre, with most of the shops individually owned. The junction on this important route has been a local retail and commercial centre since the late 19th century, and the groups of shops together create a varied architectural scene.
- (xii) The railway bridge over London Road marks a transition on this route between the urban area of major development influenced by Kingston town centre to the south west, and the neighbourhoods of more modest scale and suburban character to the north east.
- (xiii) The conservation area boundary adjoins Burnham Street and nos. 192-194 London Road, and nos. 179-185 London Road, which are of

similar date and scale and formed a group with nos. 196-200 London Road (now demolished) when seen from Park Road and the junction.

5.3 The extent of loss, intrusion and damage to the Conservation Area (Negatives)

- (i) Widespread loss of enclosure from the removal of front boundaries and gardens to car parking, with poor quality hard-standings. These forecourts and the lack of boundaries detract from the high standard of design and detailing of the properties, and are detrimental to the character of the conservation area. In particular, no. 17 Kingston Hill has a particularly unattractive parking area. The boundary walls on the east side of Kingston Hill have been badly treated with intermittent replacement sections in different materials. Nos. 6, 9, 11 and 29 Brunswick Road suffer from bleak hard-standings, which bring vehicles into uncomfortable prominence against the houses because the gardens are shallow. Generally, the property boundaries have not retained their integrity; there are too many different walls and fences. Clifton Road shares with the rest of the conservation area the detrimental effect of parking in front gardens and loss of boundaries.



Damage: intrusive parking at 17 Kingston Hill; hard-standings at 2-12 Clifton Rd

- (ii) The loss of traditional windows and doors as they are replaced with PVCu of non-traditional proportions is a limited problem so far, but one which could become more of a threat. In particular, no. 29 Kingston Hill has PVCu windows to the top floor flat (which unfortunately is the only part of the house visible above trees). No. 17A Brunswick Road has small bland PVCu windows and door and a featureless side elevation, which spoils the view towards the end of the road; no. 18A has inappropriate small-pane casements and a PVCu door, and both sit uneasily with their host buildings. In Clifton Road there are still-isolated, but ominous, examples of intrusive PVCu windows in good quality Victorian houses. No. 23 has a new rear extension, but the side windows (below) are in PVCu and have poor and inappropriate proportions and design. However, currently planning permission is only

required for these alterations where the properties are divided into flats.



PVCu windows at 29 Kingston Hill and window pick-and-mix at 23 Clifton Road

- iii) Pressure for loft conversions resulting in inappropriately large dormers. On the north side of Brunswick Road, there have been ugly and apparently contagious outbreaks of large dormers; nos. 9 and 11 are particularly unpleasant, with three separate dormers crammed together on each property; no.15 has a single continuous dormer across the whole roof. The rear view from Park Road is equally dire, with the row of long flat-roofed dormers completely distorting the rear profiles of the houses.



The corner gable in Brunswick Road is charming, but the dormer additions down the road are disastrous

- iv) The use of poor quality standard designs for shop-fronts and fascias, PVCu in upper floor windows and of intrusive signage. The poor quality of shop-fronts lets down Bank Broadway, Park Road and London Road at street level, and the PVCu windows at 1 and 11 Park Road, 12 Bank Broadway, and 200 London Road (now demolished) detract from their architectural character. Projecting signs add insult to injury, and hoardings on 1 and 15 Park Road, and 200 London Road

(now demolished) are inappropriate to the character of the conservation area.



Park Road suffers from inappropriate shop-fronts, and upper floors in poor condition

- (v) The under-use of upper floors and lack of maintenance in more marginal shops is evident at Park Road, which may be suffering from lack of convenient parking and lack of demand. Nos.1-13 Park Road are, with few exceptions, in poor condition (the condition of the fabric of no.7 is a particular cause for concern, with its upper floors used as ancillary storage).

- (vi) Poor quality development, intrusive forecourts, low quality street furniture and footway surfaces in the public realm. The townscape in Brunswick Road has suffered some loss of quality at the eastern end, where both nos. 17 and 18, on opposing sides of the road, have had large additions built in their former rear gardens, forming poorly designed new units with sizeable parking areas. Through gaps between the houses on the north side of Brunswick Road, the commercial buildings at no. 16 Park Road make a poor prospect. From Park Road, the surgery building no.1 makes an unattractive 'gateway' to the conservation area, with low-quality fencing, no planting, and a selection of functional street furniture. In Clifton Road, two developments outside the conservation area detract from its setting; - the car park on the south side of Clifton Road, and Aldous Court. The tarmac forecourt to the Kingston Gate public house has a negative effect on views. Outside the conservation area, the Total petrol filling station on the other side of the road provides an inappropriate setting for this group, as does the Citroen frontage at nos. 192-194 London Road.



The Kingston Gate forecourt is unsightly, both in scale and in detail

5.4 Examples of recent development completed/approved, or refused

Recent proposals in the conservation area include the demolition of the existing buildings at 196 – 200 London Road and redevelopment to provide a three storey building of mixed use comprising A1 (retail), parking, cycle stands and bin store on ground floor, B1 (offices) at rear of first floor and residential on first and second floors to provide 7 x 2 –bed and 2 x 1 – bedroom flats.

- 5.5 In 2004 permission was granted for alterations to 15 Park Road, to include the erection of an extension to first floor and the installation of windows in roof to facilitate a loft conversion to create shops on ground floor; 2 x two bed flats & 3 x 1 bed flats with parking and cycle store. Completed in 2006.
- 5.6 In 2003 permission was refused for the demolition of 14 and 14a Clifton Road and the erection of a two storey building with rooms in roof to provide 3 x 2 bed and 2 x 1 bedroom flats and a two storey building to the rear to provide 1 x 2 bedroom house with raised amenity deck with parking beneath

Problems and pressures

5.7 Character Area 1: Kingston Hill

This part of the conservation area has been subject to relatively little change in terms of the building fabric, but many front gardens have been spoiled by poor surfaces and lack of boundaries. The boundary walls to mid 19th century villas on the east side of Kingston Hill are, however, important in containing and focusing the view down the hill, but are excluded from the conservation area and therefore not protected. The area suffers from heavy traffic on the hill, and inevitably from traffic management and parking measures, whose hardware is unsympathetic.

5.8 Character Area 2: Brunswick Road

There is little opportunity for extensions because of the shallow gardens, so there is evident pressure to extend upwards with attic enlargements. Much

damage has already been done to roofs under permitted development, although some has been done with planning consent. Pressure for off-street parking has led to the creation of hard-standings in small front gardens; this seriously affects the streetscape, as effective screening is not possible.



Hard-standings and unsympathetic extensions have affected the townscape quality

5.9 Character Area 3: Clifton Road and Orchard Cottages

Demand for off-street parking spaces has resulted in loss of front gardens and intrusive signing and road marking in Clifton Road. The (so far) isolated examples of PVCu replacement windows could proliferate. The quality of public realm finishes, fixtures and management does not match that of the architecture or take account of the conservation area's character.

5.10 Character Area 4: The commercial centre at the junction

Poor quality shopfronts and PVCu windows above shops are detrimental to the architectural character of the buildings; it appears that enforcement action is not being taken on the latter. The poor condition and disuse of some shops detracts from the streetscape. The difficulty of parking may contribute to this. The setting of the character area has deteriorated due to the creation of forecourts and the removal of original building lines. The quality of street furniture and signs does not appear to take account of the conservation area's character and appearance. No. 1 and 2 Manorgate Road are very bland buildings with badly proportioned windows; they need to be brought within the conservation area to provide better control over future change or redevelopment.

Potential for new development

5.11 The following buildings have been identified as having a negative effect on the conservation area (see *Plan 6*), and therefore offer the possibility of beneficial re-development. The first two are outside the existing boundary, but are within the proposed conservation area extensions (see *Plan 7*). *Plan 6* also identifies other buildings with a negative or neutral effect, but in these

cases either the building is small, or is unlikely to become due for re-development in the medium term future.

5.12 *Total petrol filling station, junction of Clifton Road and London Road.*

The building and its forecourt both have a negative effect; the design is crude and the space amorphous, providing a weak frontage opposite the Clifton Road houses. Any design brief for the site should include a requirement to re-instate this frontage, matching the prevailing scale of houses in character area 4 and providing a distinctive design to turn the corner.

5.13 *Merityres, 18-22 Kingston Hill*

This is a key site in the view down Kingston Hill. In the event of re-development, consideration could be given to providing guidance for completing (by matching in scale and proportion rather than in detail) the parade of shops which appears to have been intended for continuation.

5.14 *Kingston Gate public house*

The building itself has a neutral-to-negative effect, but its siting and the unattractive expanse of forecourt have a negative effect on the townscape. In the event of re-development, a reduction of this forecourt to improve the visual enclosure of this important junction, or a use other than car parking, would benefit the townscape.

5.15 *2 Park Road (Weko House)*

The design is crude and its elevations lack modelling; the front mixes bland aluminium windows with a pastiche doorcase. Its height is appropriate to the street, however, and the characteristic lower roofline of this side of the street, common to all the buildings, should be retained in any re-development.

Opportunities for enhancement

5.16 The building character analysis and townscape analysis (*Plans 6 and 7*), has identified a number of areas concerning the built and non built environment where there is the potential to improve the character of the Conservation Area.

5.17 The loss of building quality due to incremental change to windows, doors, shop-fronts and boundary treatments of the individual Victorian and early Edwardian buildings in the conservation area, could be addressed through a combination of means as appropriate for each group of buildings:

- the application of existing policy BE3 to cover replacement with non-traditional materials and designs of doors and windows in buildings without permitted development rights, since these are material changes which affect the character or appearance of the area;

- amplifying policy BE3 to make it more specific with regard to alterations, and preparing supplementary design guidance for the whole conservation area to complement the policy, particularly specifying in what circumstances replacement joinery can be in non-traditional materials where PD rights do not exist;
- applying further control through Article 4(2) directions, accompanied by site-specific design guidance;
- ensuring that unauthorised work to traditional joinery is the subject of a retrospective planning application, and taking enforcement action if necessary;
- encouraging co-ordinated enhancement schemes for shop-fronts, in line with the council's existing supplementary planning guidance, supplemented by site-specific guidance.

5.18 The problems and pressures identified at paragraphs 5.9-5.12 have raised a number of public realm issues relating to highways, footways, traffic and parking management and signage, for which the Council is responsible. Throughout the conservation area the quality of signage, road marking and surfaces is not appropriate to the conservation area designation and could be improved. Their impact is particularly unfortunate in residential streets. Footway surfaces, street furniture and signage are poor, and a reduction in the area of carriageway, better surfaces and a reduction in parking posts would complement the buildings. Discussions will need to be held with Highways and Transport officers regarding an appropriate programme to address the problems identified in each of the character area analyses

5.19 The general condition and appearance of the terrace at 3-13 Park Road does not match its architectural quality. Enforcement of unauthorised upper window installations and site specific guidance on design, finishes and suitable joinery suppliers could encourage more owners to install good quality replacements.

5.20 Shopfronts at 2-16 Kingston Hill (Bank Broadway) - The shopfronts in this group do not do justice to the overall quality of the buildings as seen at the upper floors, as described in the character analysis.

5.21 There are various smaller individual properties which have been identified on Map 6 as potentially benefiting from enhancement, but realistically will only be capable of improvement if they change hands and planning applications are made. Nos 23 Clifton Road, 14 Clifton Road, 9 and 11 Brunswick Road, and 179 London Road (in the proposed extension area) are examples of properties which have lost substantial amounts of their character through unsympathetic change.

Boundary Review

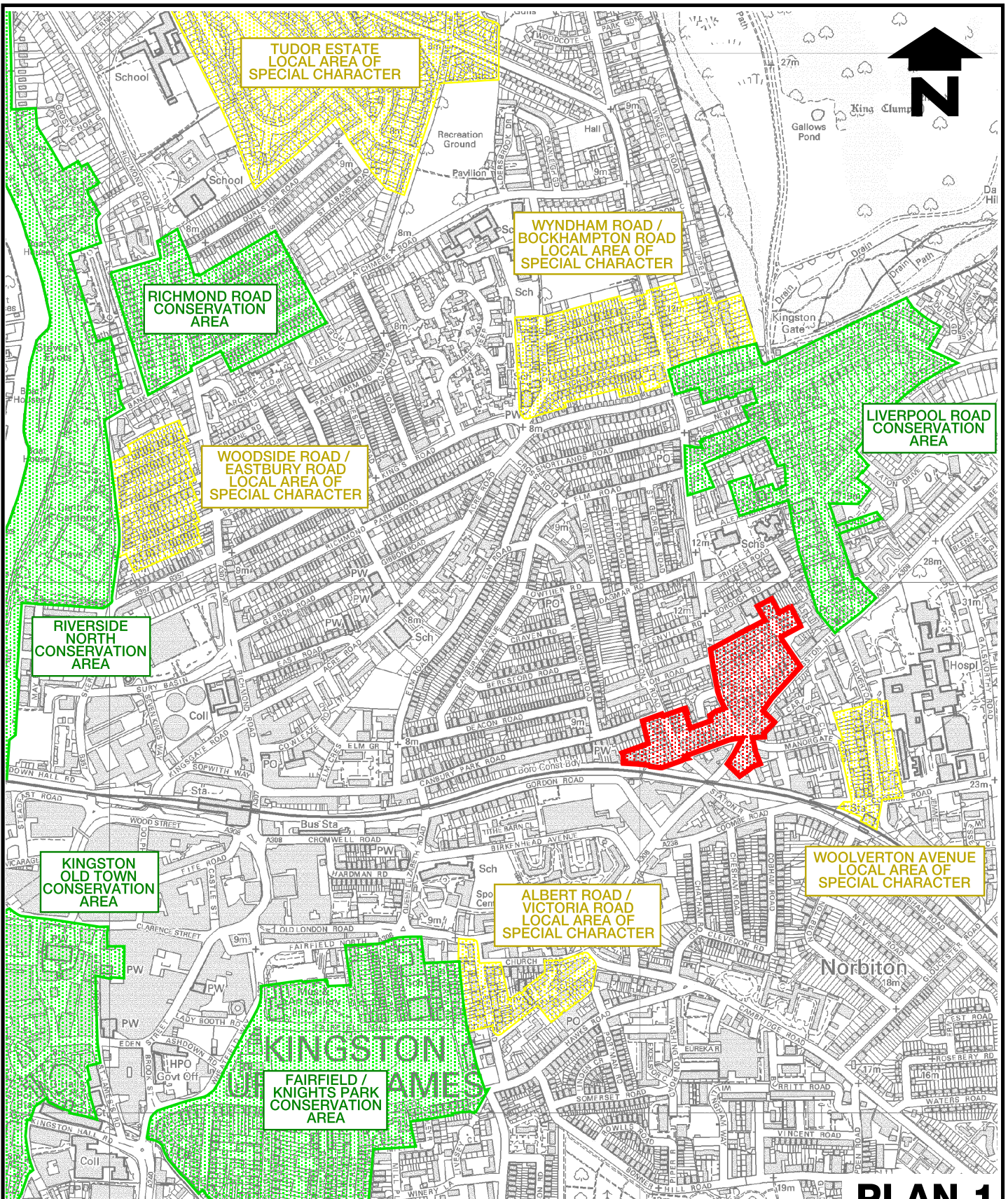
- 5.22 A significant issue for the conservation area is its present lack of recognition of the historical and visual importance of building groups nearby and outside the conservation area, of similar mid 19th century date. This has resulted in a lack of cohesion at the southern end of the conservation area, with the group at 192-200 London Road (196-200 now demolished with conservation area consent) being isolated south of the junction, when in historical and visual terms it formed a group with other buildings of similar scale and date nearby, which have been described in para. 3.41-3.42. By extending Character Area 4 as shown on Plan 7, this would reinforce the integrity of the commercial centre to the conservation area and recognise its potential for improvement. Therefore, it is suggested that the boundary at the southern end be extended to include all the properties in Burnham Street, 192-200 London Road, 179 - 201 London Road and 1-4 Clifton Road. Their inclusion in the conservation area would help to protect them from further detrimental change.
- 5.23 Due to the tightly defined boundaries of the conservation area, some groups of good quality buildings directly face areas of poor townscape quality, which have been excluded. These areas include buildings which have a negative impact (identified on Plan 6), and impinge directly on the conservation area rather than falling within its boundaries. They provide potential for new development as indicated in paragraphs 5.11-5.15. Therefore it would be appropriate to extend the conservation area to include the Total Petrol Station so that a better townscape for this central part of the conservation area, particularly for Clifton Road, could be established.
- 5.24 At Kingston Hill, the Merityres site has a detrimental effect on the entrance to the conservation area and its inclusion would help to ensure a high standard for any future development.
- 5.25 No 1 and 2 Manorgate Road are bland buildings in an important position at a focal point, and should be brought within the conservation area to provide better control of change or re-development.

6.0 Conclusions/Way Forward

- 6.1 The assessment of the positive and negative indicators above concludes that the majority of buildings in the area make a positive contribution to the conservation area. They have retained most of their original form and good quality architectural features and details. However, the loss of front boundaries to provide off street car parking, the replacement of traditional windows and doors with PVCu, inappropriately large dormers and poor quality shopfronts has led to an erosion of special character. As a result

Park Road Conservation Area would probably be graded as 3/4 for programming, on a scale of 1 (not important) – 5 (very important).

- 6.2 The Management Strategy, which will form part of Stage 2, will allow the Council to take a more proactive role in ensuring that the character of the conservation area is preserved and enhanced. In particular the Council will be in a position to consider the application of Article 4 Directions and Section 215 Notices in order to help any further deterioration within the Conservation Area. They would also be able to add further Buildings of Townscape Merit (BTMs) to its schedule as part of the Local Development Framework (LDF). Stage 2 would provide an opportunity to produce generic guidance for many of the conservation areas particularly in relation to acceptable forms of front hard standings, landscaping and boundary treatment, replacement joinery, extensions and roof alterations. The strategy should also cover improvements/enhancement of the public realm to address issues of signage, footway surfaces and street furniture. The Management Strategy will commence after all 26 Conservation Area Appraisals have been completed.
- 6.3 A review of the boundary concludes that there is a strong case to extend the southern boundary of the conservation area to include all the properties in Burnham Street, 192-200 and 179-201 London Road, the Total Petrol Station on London Road, the Merityres site on Kingston Hill and 1 and 2 Manorgate Road. This would reinforce the integrity of the commercial centre to the conservation area and help to form a more cohesive Character Area 4.



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PLAN 1



PARK ROAD CONSERVATION AREA

CONTEXT

 OTHER LOCAL CONSERVATION AREAS

 PARK ROAD CONSERVATION AREA

 LOCAL AREAS OF SPECIAL CHARACTER

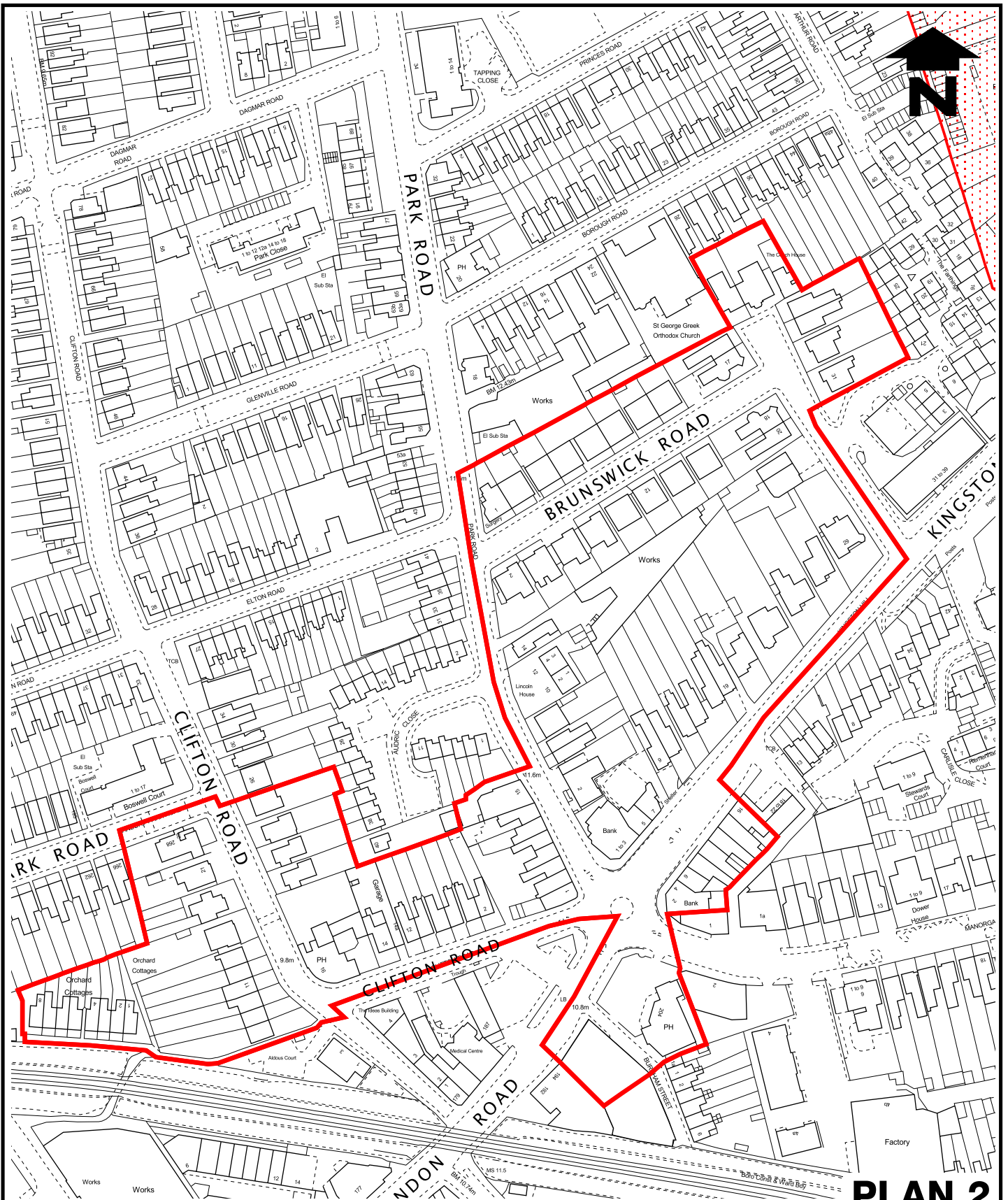
Directorate of Environmental Services,
Guildhall 2, Kingston upon Thames,
Surrey KT1 1EU.

Date: **JAN. 2008**

Ref: **REVIEW**

Scale: **1/10,000**

Dwg No: **08/001/B**



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PLAN 2



PARK ROAD CONSERVATION AREA LOCATION PLAN

- PARK ROAD CONSERVATION AREA - DESIGNATED 14/6/1989
- ADJACENT LIVERPOOL ROAD CONSERVATION AREA

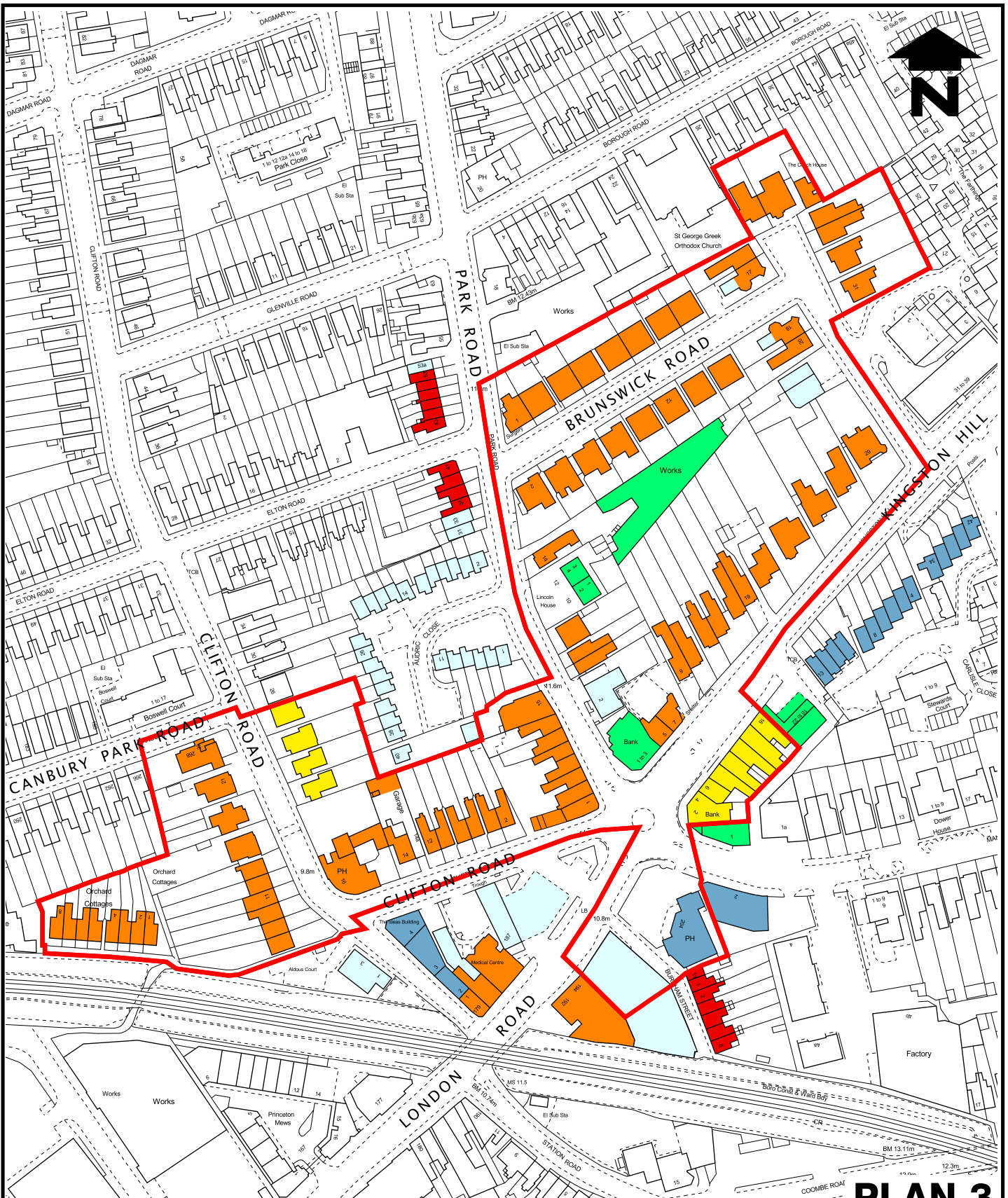
Directorate of Environmental Services,
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Surrey KT1 1EU.

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Scale: **1/2,000**

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PLAN 3



PARK ROAD CONSERVATION AREA HISTORIC DEVELOPMENT

- PRE-1868**
- 1868-1896**
- 1897-1913**
- 1935-1955**
- 1956-1978**
- POST 1978**

Source : O.S. Maps 1865 - 1932 and Planning Records post 1947

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PLAN 4



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PARK ROAD CONSERVATION AREA LAND USE

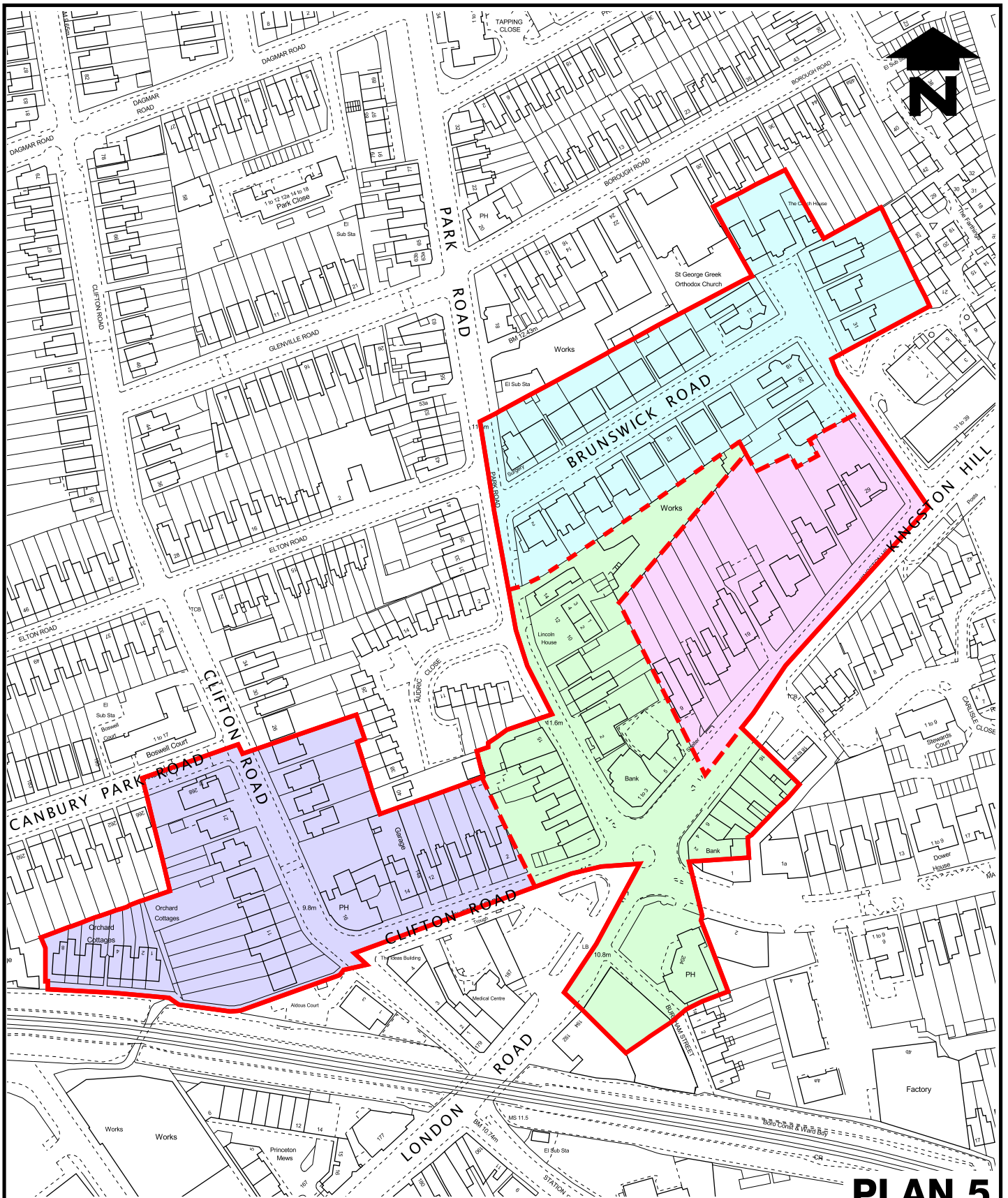
RESIDENTIAL :

- SINGLE FAMILY DWELLING
- FLATS / MULTIPLE OCCUPANCY

- OFFICE OR LIGHT INDUSTRY
- SHOP OR RESTAURANT / PH
- SHOP OR RESTAURANT / PH WITH RESIDENTIAL OVER
- SHOP OR RESTAURANT WITH ANCILLARY OVER

Summer 2006

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PLAN 5



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PARK ROAD CONSERVATION AREA CHARACTER AREAS

 **CONSERVATION AREA**
 **CHARACTER AREA BOUNDARY**

-  **1. KINGSTON HILL**
-  **2. BRUNSWICK ROAD**
-  **3. CLIFTON ROAD & ORCHARD COTTAGES**
-  **4. THE COMMERCIAL CENTRE**

Date: **JAN. 2008**

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Scale: **1/2,000**

Dwg No: **08/005/B**



PARK ROAD CONSERVATION AREA

BUILDING CHARACTER ANALYSIS

- BUILDING MAKING A POSITIVE CONTRIBUTION
- NEUTRAL BUILDING
- BUILDING WITH A NEGATIVE IMPACT ON THE AREA
- TRADITIONAL SHOPFRONT
- CONSERVATION AREA
- CHARACTER AREA BOUNDARY



PLAN 6a

Date: MARCH 2008	Ref: REVIEW
Scale: 1/1,500	Dwg No: 08/006/B

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PARK ROAD CONSERVATION AREA

TOWNSCAPE ANALYSIS

- CONSERVATION AREA
- CHARACTER AREA BOUNDARY
- GREEN SPACE WITH PUBLIC VIEW
- GREEN SPACE WITH LIMITED PUBLIC VIEW
- GOOD VIEW
- POOR VIEW
- FOCAL POINT / PLACE
- ✱ LANDMARKS
- LISTED BUILDINGS
- BUILDINGS OF TOWNSCAPE MERIT
- RECOMMENDED BTM'S
- STREET TREES
- TREE PRESERVATION ORDERS
- LOSS OF BOUNDARY TREATMENT
- SPACE WITH A NEGATIVE IMPACT ON AREA
- i INFORMATION BOARD
- CONSERVATION AREA BOUNDARY - PROPOSED EXTENSION



PLAN 7a

Date: MARCH 2008	Ref: REVIEW
Scale: 1/1,500	Dwg No: 08/007/B

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