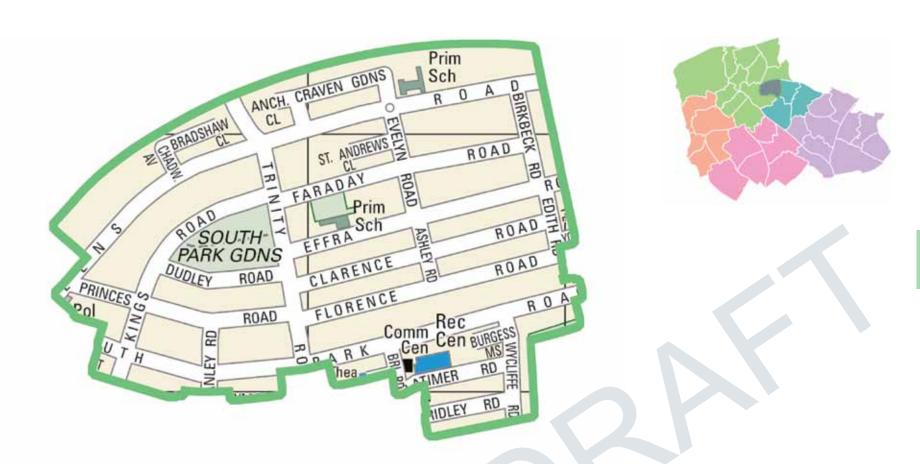
Wimbledon Sub Area Neighbourhoods



35 Queens Road

Origins and General Character

This neighbourhood is a quiet tree lined residential enclave to the northeast of Wimbledon town centre. The town centre is directly adjacent to the western boundary, the railway line defines the northern boundary; Haydons Road delineates the western boundary and The Broadway forms part of the southern boundary. South Park Gardens is the focal point around which is a concentric series of roads. A large part of this neighbourhood is in the South Park Gardens conservation area which is a good example of a picturesque late Victorian layout around a landscaped garden.

The area was rural until the late Victorian period when it was heavily developed. Prior to this, it was part of Cowdrey Farm and there were a number of large houses and estates to the south of this area outside the neighbourhood boundary. Cowdrey farm first appeared in the fifteenth century as Butlers Farm and in the reign of George I was given the name of its current farmer William Cowdrey. The name Cowdrey remained attached despite being subsequently managed by leading farmers such as George Heydon and Benjamin Paterson. Its fields covering 340 acres north of the

Broadway from Haydons Road to the main line railway were part of the Bond Hopkins estate, which was sold off for redevelopment in 1872. The estate comprised of Cowdrey farm, Cowdrey house and Durnsfords Lodge. Farm buildings were pulled down and streets laid out. Ordnance survey maps from 1865 show the area as farmland subdivided into fields some of which were tree lined.

From the late 1850's within twenty vears, as Wimbledon became a railway junction, a new suburb sprang up. In the 1880's development of the area was rapid with the appearance of houses along Wycliffe, Latimer, Ridley and Clarence Road. Roads were laid out for further development along Faraday, Evelyn, Queens, Birkbeck and Effra Road. The area was developed as a middle class suburb. there is a gradual transition from the larger houses near the town centre to more modest houses in proximity to Haydons Road which were predominantly developed as working class homes. By 1916, the area was densely developed with residential houses. The neighbourhood was affected by heavy bombing during World War II due to its strategic location adjacent to the railway, as a result the character of some streets is

fragmented due to later infill development.

Built Form

A key feature of the built form in this neighbourhood is the curvature of a series of roads around South Park Gardens, which is visible on the map opposite as the large shield shaped void. In proximity to the park, to the west of the neighbourhood there are predominantly larger semi detached houses whilst there are terraces of smaller houses to the east of the neighbourhood, which are laid out in a grid like form typical of Victorian residential development. The uniform street pattern to the east is in contrast to the wider curved streets to the west such as Queens Road and Kings Road. The blocks of terraced and semi detached houses are punctuated by a number of larger blocks such as school buildings, a leisure centre and a sheltered housing block. Along the northern boundary on Queens Road is a long rectangular block, which is a former Victorian railway depot converted for residential use.

Houses consist mainly of two and three storey semi-detach villas or two storey-terraced houses set back from the road with predominantly small front



Geometric tile paving on Princes Road

gardens. The area was developed rapidly therefore many of the houses are of the same period and display similar architectural motifs however there are pockets of later infill. Throughout the area a mixture of London stock and red brick is in use. particularly yellow London stock with red brick decorative courses and or render decoration around doors and windows. Houses are pitched roof with half or double bays, front gable projections, recessed porches with square or arched entrance, originally sash windows however many have been Oreplaced and brickwork has been painted over. A recurring motif is

central decorative brick feature on double bays. In the northeast of the neighbourhood houses display additional decoration such as red tile hangings and timber beam decoration on front gable.

Houses within South Park Gardens conservation area generally have more distinctive decorative features than those outside. These include patterned tile paths, recessed front doors with tile reveals to the recesses and decorative stained glass panels to the front doors and entrance screens. Other distinctive features include contrasting coloured brick courses and door and window

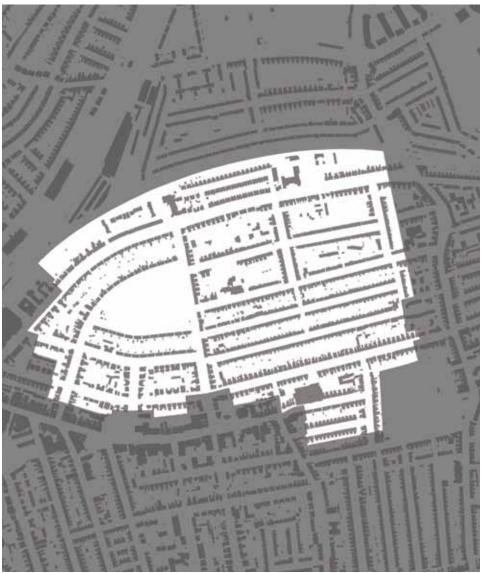
surrounds, decorative finials and ridge tiles to the roofs, and patterned barge boards on the gable ends.

Land Use

The predominant use is residential throughout. There are two large primary schools, Holy Trinity primary school located on Effra Road and The Priory primary school located on Queens Road. On Latimer Road former Victorian public baths have been converted for use as a leisure centre. There is also a number of small offices located in the area such as those behind The Priory school and Burgess Mews which is a 2 storey development of small self contained offices.

Movement

Trinity Road acts as gateway into the neighbourhood feeding traffic from The Broadway into the neighbourhood. Like Queens Road, Trinity Road is a through road and provides a particularly useful shortcut between major traffic routes. It connects The Broadway to Gap Road, which is one of the few routes across this part of the London to Wimbledon railway line and connects Tooting to the east with Wimbledon Park in the west. Trinity Road is narrower than Queens Road and is dominated by the considerable



Merton borough character study: 35 Queens Road Road Local Neighbourhood

amount of traffic using it. Attempts have been made to slow traffic by creating a chicane arrangement. The features required to achieve this also tend to dominate the streetscape.

Queens Road is a minor movement corridor which forms a secondary gateway into the neighbourhood. It is local distributor road and as such is a busy traffic corridor connecting Wimbledon town centre with Haydons Road, the A218, which leads from Merton to Sumerstown. However it operates as a one way system at the town centre end which restricts traffic flow from the centre. Bus route 200 operates along Queens Road which links the area to Mitcham. Many of the roads within the neighbourhood operate as one way streets such Stanley Road and Kings Road whilst access from Queens Road is forbidden on South Park Road and Princes Road.

The neighbourhood is in close proximity to Wimbledon station which provides rail links to central London and beyond, in addition bus routes along The Broadway provide links across southwest London.

Open Space

South Park Gardens is a triangular shaped Victorian garden, laid out in a Beaux Arts style often characterised by symmetrical shapes and spaces. It is 2.4 hectares in size and located just off the Broadway in central Wimbledon. It is bordered by Trinity, Dudley and Kings Roads and lies within the South Park Gardens Conservation Area. The Gardens have recently been included in the English Heritage Register of Parks and Gardens of Special Interest as Grade II.

South Park Gardens was laid out in the late 1800s. By 1898 the park was partly surrounded by housing; the OS map for 1916 shows completed housing development and the gardens laid out with perimeter shrubberies, serpentine paths, scattered trees, a drinking fountain and a bandstand. A series of circular features remain linked by asphalt paths, with a straight east/west path across the centre. The beds were sumptuously planted with roses and annual bedding plants. These historic and horticultural features have helped make it a well used and popular green space in the densely populated area of Wimbledon.

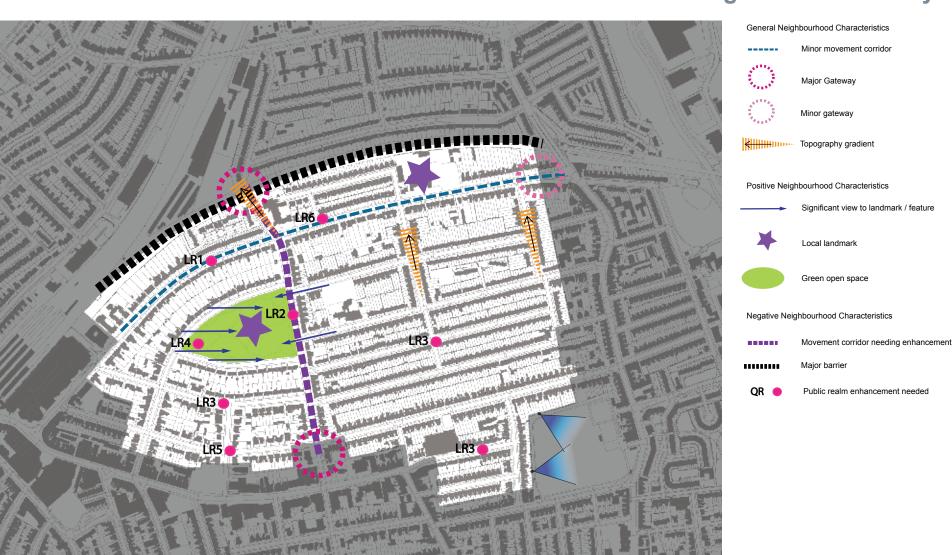
It has recently been restored through

a series of projects which were completed in 2009. The perimeter fencing was replaced in 2007 with replica cast iron railings, designed to match the originals. The restoration of the Gardens included replacing all the pathways, installing new seats and bins, the creation of a flexible performance space and restoring the fountain.



South Park Gardens

Neighbourhood Analysis



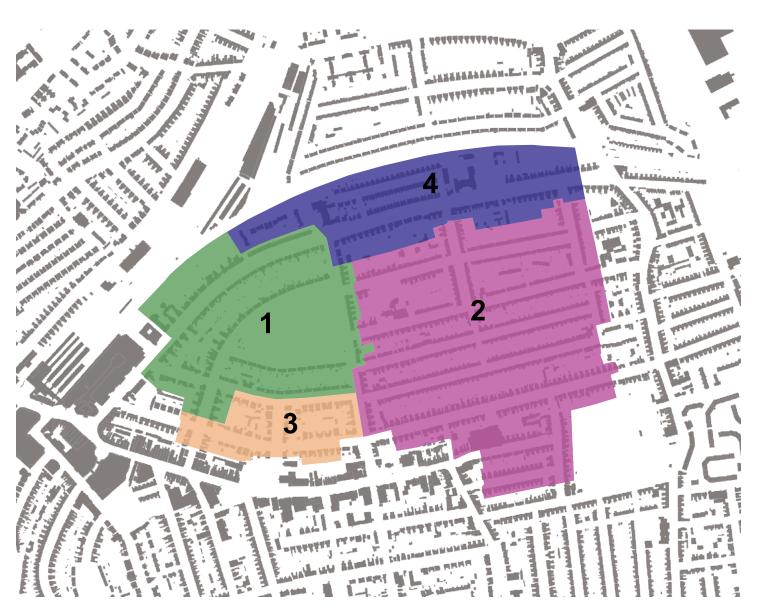
Heritage Assets

Heritage map to be added at later stage

7

Queens Road Local Neighbourhood

Character Areas

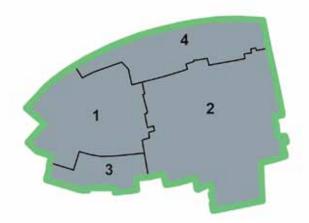


- South Park Gardens
- 2 Effra Road
- 3 Stanley Road
- 4 Queens Road

9

Queens Road Local Neighbourhood

Character Areas Assessment, Issues and Guidance



1 South Park Gardens Character Area

Assessment

This character area comprises the South Park Gardens Conservation Area and is situated immediately to the east of Wimbledon town centre and consists of a concentric series of roads laid out around an area of public gardens which gives its name to the conservation area. The roads included in the conservation area comprise Dudley Road, part of Trinity Road and King's Road, on the south, east and north-west sides of South Park Gardens, and beyond them, the western part of Queen's Road, to the north-west, and parts of Princes Road, to the south.

For detailed analysis this character area assessment should be read in conjunction with the South Park Gardens Conservation Area appraisal The area forms a good example of a picturesque late Victorian layout around a landscaped garden namely South Park Gardens which is the focal point of the area. It is characterised by the series of roads which sweep around the shield like shape of South Park Gardens.

The properties are not of a uniform design and do not all date from the same time however they all have certain basic features in common. The built form is typically 2-3 storey

semi-detached villas with some longer terraces in Trinity Road, set back from the road with small front garden areas behind brick boundary walls, and brick piers with decorative pedimented stone cappings which would originally have supported decorative metal railings. Characteristic features include patterned tiled paths, recessed front doors with tile reveals to the recesses and decorative stained glass panels to the front doors and entrance screens. Other distinctive features include contrasting coloured brick courses and door and window surrounds, decorative finials and ridge tiles to the roofs, and patterned barge boards on the gable ends. The mature trees and shrubs in private gardens together with the park vegetation create a leafy environment which enhances the properties and public realm.

Criteria Based Assessment

The qualitative attributes of each character area are assessed by using the following criteria:

Identity **Urban Layout** Movement **Architectural Interest Built Form Public Realm Trees** Landscape **Features**

Economic Vitality

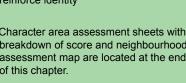
Each criteria point is scored according to whether the contribution made to the character area is good, moderate or poor. The total score defines whether an area is an:

- 1) Area of established high quality
- 2) Area with scope to reinforce the existing character
- 3) Area requiring enhancement to reinforce identity

Character area assessment sheets with breakdown of score and neighbourhood assessment map are located at the end of this chapter.

Overall Score: 95

Area type:





Kings Road

1 South Park Gardens Character Area

Issues & Guidance



Dudley Road



Traditional lamp post on Dudley Road



Princes Road



Princes Road



Kings Road

Enhancement Project

QR1: Reinstate Victorian lampposts on Queens Road.

QR2: Enhance traffic calming measures Trinity Road.

QR3: Reinstate grass verges throughout neighbourhood.

QR4: Replace South Park Gardens outbuildings.

Issues

Public Realm:

- Paving; tarmac which has replaced original paving slabs in places, fragmented finish in places.
- Loss of front boundary and gardens detracts from the area.
- Unattractive traffic calming measures on Trinity Road.
- Original Victorian lampposts are not evident on Queens Road and loss of grass verges throughout.

Built Form:

- Changes to original materials such as replacement windows, roof tiles and installation of rooflights eroding character of original properties.
- Group of outbuildings in the south-west corner of the Gardens, which are unattractive and poorly maintained.

Guidance

Public Realm:

- Replace modern lamp posts with suitable Victorian style lamp post.
- Upgrade the public realm by improving design of traffic calming measures.
- Look at opportunities to maintain paving and reinstate grass verges.

- Retain front boundary and garden landscape features.
- All alterations to properties to be informed by the original detailing and materials.
- Retain original doors, fanlights, entrance tiles and windows if present.
- Roof lights should be situated on the rear elevation of houses.
- Replace outbuildings in Gardens with appropriate buildings which enhance the careful landscaping of the remainder of the park.

2 Effra Road Character Area

Assessment

This area of terraces or semi detached Victorian residential development is located to the west of the neighbourhood. Despite proximity to Wimbledon town centre, it is a relatively quiet tree lined area where the streets are characterised by grid layout of typically uniform houses.

The built form is two storeys in either red or yellow London stock brick with modest decoration. Houses are pitched roof set back from the road with shallow front garden and boundary wall. The architectural features of some terraces differ slightly however there are recurring motifs throughout the area such as modest render decoration, decorative brick courses, shallow square double bay or angled bay windows, recessed front porches with fanlights above front door and raised gables. Some of the properties particularly along South Park Road display more ornate render embellishment such as classically inspired pilasters, carved brickwork decorative bargeboards and ridge tiles. Towards the northwest of the area there are streets of Victorian housing such as on the top Evelyn Road and on Birkbeck Road where there is gradual transition to more modest architectural features however the terraces share the grid like form.

These terraces have brick ground floor with upper floor rendered, pitched roof with front gable projection detail over double bay with red tile hangings a number with canopy porch across front elevation.

There is a great deal of architectural rhythm in this area due to the uniformity of the streets and recurring motifs however the character is broken in places by the addition of porches and painting over of brickwork. The character of this area is enhanced by the established trees lining each street which have a positive effect on the pedestrian environment. Many of the private gardens have established trees and shrubs which contribute to the leafy character of the area.

Criteria Based Assessment

The qualitative attributes of each character area are assessed by using the following criteria:

Identity
Urban Layout
Movement
Architectural Interest
Built Form
Public Realm
Trees
Landscape
Features
Economic Vitality

Each criteria point is scored according to whether the contribution made to the character area is good, moderate or poor. The total score defines whether an area is an:

- 1) Area of established high quality
- 2) Area with scope to reinforce the existing character
- 3) Area requiring enhancement to reinforce identity

Character area assessment sheets with breakdown of score and neighbourhood assessment map are located at the end of this chapter.

Overall Score: 70

Area type:

Area with scope to reinforce the existing character



Clarence Road

2 Effra Road Character Area

Issues & Guidance



Faraday Road



Evelyn Road



South Park Road



Trees and garden shrubs along Latimer Road

Enhancement Project

QR2: Enhance traffic calming measures on Trinity Road.

Issues

Public Realm:

- Paving; tarmac which has replaced original paving slabs in places, fragmented finish in places.
- Loss of front boundary or garden in places which detracts from the area.
- Variety of boundary treatment interrupts architectural rhythm.
- Unattractive traffic calming measures on Trinity Road.
- Loss of grass verges.

Built Form:

- Changes to original materials such as replacement windows, roof tiles, painting over of brickwork, addition of porches and installation of rooflights eroding character of original properties.
- Some unsympathetic infill which breaks architectural rhythm particularly on Wycliffe Road.

Guidance

Public Realm:

- Retain front boundaries where they still remain and if creating a front garden parking space, incorporate planting and retain as much of the boundary as possible.
- Upgrade the public realm by improving design of traffic calming measures.
- Look at opportunities to maintain paving and reinstate grass verges.

- All alterations to properties to be informed by the original detailing and materials.
- New developments should be creatively designed to be sympathetic in terms of massing, materials and details to the older properties in the area.

3 Stanley Road Character Area

This area is defined by its broken character; there is variety in plot size. housing type, building height and architectural quality. Many of the buildings are detached and set back from the road therefore do not contribute to the streetscape. There is a proliferation of post war infill development most of which is of poor architectural quality and dominates the street scene. Infill ranges from a bungalow, 2 storey semi detached row of houses to blocks of 3 storey flats. The infill houses are typically 2 store simple red brick with hipped roof and rounded double bay with red tile hangings. The blocks of flats are basic flat roof structures of yellow or red brick some with simple casement window either red tile hangings or timber sections on elevations.

There is little remaining of the original Victorian development in this area apart from a number of pairs which are yellow London stock with red decorative brick courses and render decoration. There is a pocket of large semi-detached gabled pairs. These houses are 3 storeys and display distinctive motifs; two pairs are yellow London stock brick with red brick decorative courses. They have double bays with a herring bone brick decorative feature on bays. To the right

of the street two pairs have gables which are raised on front elevation, materials used are red brick with modest render decoration around windows, doors and at the corners of the house. They have distinctive pointed arch render decoration above first floor windows with herring bone decorative brick work.

Criteria Based Assessment

The qualitative attributes of each character area are assessed by using the following criteria:

Identity
Urban Layout
Movement
Architectural Interest
Built Form
Public Realm
Trees
Landscape
Features
Economic Vitality

Each criteria point is scored according to whether the contribution made to the character area is good, moderate or poor. The total score defines whether an area is an:

- 1) Area of established high quality
- 2) Area with scope to reinforce the existing character
- 3) Area requiring enhancement to reinforce identity

Character area assessment sheets with breakdown of score and neighbourhood assessment map are located at the end of this chapter.

Overall Score: 50

Area type:

Area requiring enhancement to reinforce identity



Stanley Road

3 Stanley Road Character Area

Issues & Guidance



Post war medium rise flats Stanley Road



Semi detached suburban housing South Park Road



Differing architectural style and finish on Stanley Road



Bungalow on South Park Road with residential apartments on The Broadway in the background



Void in building line along South Park Road

Enhancement Project

QR5: Introduce tree planting on South Park Road.

Issues

Public Realm:

- Paving; tarmac which has replaced original paving slabs in places, fragmented finish in places.
- · Loss of grass verges and lack of tree planting on streets
- · Loss of front boundary and gardens in places.
- Variety of boundary treatment interrupts architectural rhythm.

Built Form:

- Built form does not contribute to streetscape due to setback and breaks in building line.
- Poor architectural quality of medium rise flat blocks.

Guidance

Public Realm:

- · Retain front boundaries where they still remain and if creating a front garden parking space, incorporate planting and retain as much of the boundary as possible.
- Introduce street tree planting and reinstate grass verges.
- · Maintenance of paving slabs required.

- Improve architectural quality of flat blocks when opportunity arises.
- New developments should be creatively designed to be sympathetic in terms of massing, materials and details to the older properties in the wider area.

4 Queens Road Character Area

Assessment

This area is characterised by the wide sweeping Queens Road and proximity to the railway. The area lies just outside the South Park Gardens conservation area, the wide junction of Queens Road and Trinity Road forms a natural break which is reinforced by the modern housing development on the north east corner of the junction and by the modern semi-detached houses at the north end of Trinity Road.

The 2 storey houses at the north end of Trinity Road which are post-war infill development and are modest in appearance in red brick with hipped roof, red tile hangings, some with double bay and basic fenestration. The predominant built form on Queens road ranges from 2-4 storey late Victorian semi-detached houses or terraces on quite large plots which are set back from the road with relatively deep front gardens behind boundary walls. There are pockets of uniformity however for the most part houses vary along this road. There are recurring motifs which create a sense of character such as front gables details with timber beam decoration on gable or facade and red tile hangings across double angled or square bays. There is a variety of materials used on elevations ranging from red or yellow brickwork, painted brick, render or

pebble dash. There are also pairs of gabled house which have raised front gables and large dormer windows which are yellow brick with red brick decorative courses and ground floor tiled projection with recessed arched porch. Running parallel to Craven Gardens there are Arts and Crafts style pairs with timber beam decoration on façade, canopy porch with decorative timber frame, oriel windows, decorative bargeboard, facades rendered or pebble dashed, some with brick on ground floor and render on uppers. subdivided window panels. These motifs are also evident in Craven Gardens. A prominent building on Queens Road is The Priory primary school which is a large 4 storey Victorian building set back from road featuring stepped gabled elevations in vellow brick with red brick decorative courses.

The school is directly adjacent to playing field which forms a void in the building line along the road. The trees along the street and planting in front gardens contribute to character of the road and enhance the pedestrian environment. Modern buildings such as Bradshaw Close are modest interpretations of the surrounding buildings with use of similar materials, front gable motif and basic fenestration.

Criteria Based Assessment

The qualitative attributes of each character area are assessed by using the following criteria:

Identity
Urban Layout
Movement
Architectural Interest
Built Form
Public Realm
Trees
Landscape
Features

Economic Vitality

Each criteria point is scored according to whether the contribution made to the character area is good, moderate or poor. The total score defines whether an area is an:

- 1) Area of established high quality
- 2) Area with scope to reinforce the existing character
- 3) Area requiring enhancement to reinforce identity

Character area assessment sheets with breakdown of score and neighbourhood assessment map are located at the end of this chapter.

Overall Score: 60

Area type:

Area with scope to reinforce existing character



Craven Gardens

4 Queens Road Character Area

Issues & Guidance



Queens Road



Priory Primary school Queen Road



Queens Road



Queens Road



Queens Road

Enhancement Project

QR6: Enhance traffic calming measures on Queens Road.

Issues

Public Realm:

- Loss of front boundary and paving over of front garden specifically on Queen Road
- Variety of boundary treatment interrupts architectural rhythm.
- · Loss of grass verges and lack of tree planting
- Unattractive traffic calming measures on Queens Road.

Built Form:

- Changes to original materials such as replacement windows, roof tiles painting over of brickwork and installation of rooflights eroding character of original properties.
- Infill development which does not contribute to the area.

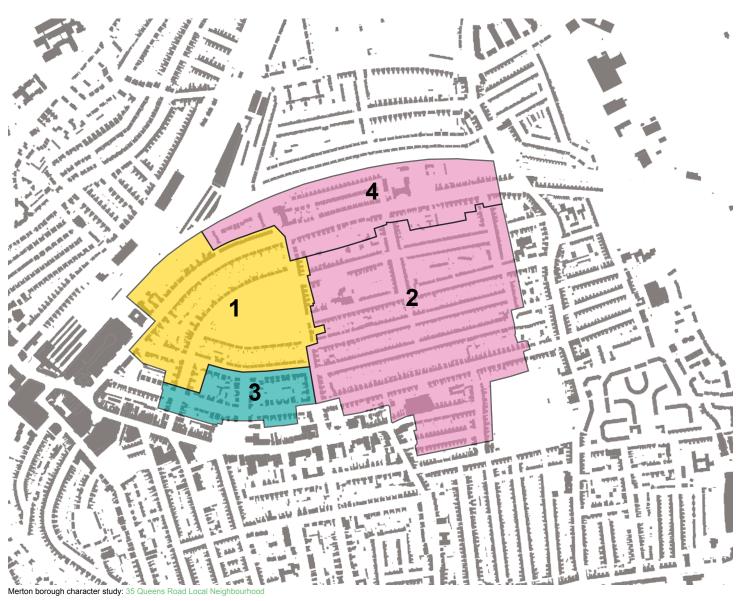
Guidance

Public Realm:

- Retain front boundaries where they still remain and if creating a front garden parking space, incorporate planting and retain as much of the boundary as possible.
- Upgrade the public realm by improving design of traffic calming measures.
- Introduce street tree planting and reinstate grass verges.
- Maintenance of paving slabs required.

- All alterations to properties to be informed by the original detailing and materials.
- New developments should be creatively designed to be sympathetic in terms of massing, materials and details to the older properties in the area.
- Roof lights should be situated on the rear elevation of houses.

Character Area Assessment



- 1 South Park Gardens
- 2 Effra Road
- 3 Stanley Road
- 4 Queens Road
 - Area of established high quality
 - Area with scope to reinforce existing character
 - Area requiring enhancement to reinforce identity

1 South Park Gardens Character Area				
Character Area Assessment Criteria	Good: Makes a significant Contribution (Value of 10)	Moderate: Makes some direct contribution (Value of 5)	Poor: Does not contribute (Value of 0)	
Identity: Clearly identifiable edges that distinguish the area from the surrounding development				
Urban Layout: Strong street pattern or road layout with well defined public spaces				
Movement: Building and street layout that is easy to find your way around with good connections to the surrounding streets				
Architectural Interest: Area containing buildings of architectural or historic interest				
Built form: Buildings with cohesive scale, massing and details				
Public Realm: High quality public realm and or generally consistent boundary treatments				
Trees: Significant trees or shrubs that make a positive contribution to the identity of the area				
Landscape: Green open spaces or riverside areas that make a positive contribution to the identity of the area				
Features: Topography, significant views or landmarks that contribute to the experience of being within the area				
Economic Vitality: Area with few vacant or underused sites which affect the character				
Criteria Score	90	05		
Character Area Total Score	95			

2 Effra Road Character Area				
Character Area Assessment Criteria	Good: Makes a significant Contribution (Value of 10)	Moderate: Makes some direct contribution (Value of 5)	Poor: Does not contribute (Value of 0)	
Identity: Clearly identifiable edges that distinguish the area from the surrounding development				
Urban Layout: Strong street pattern or road layout with well defined public spaces				
Movement: Building and street layout that is easy to find your way around with good connections to the surrounding streets				
Architectural Interest: Area containing buildings of architectural or historic interest				
Built form: Buildings with cohesive scale, massing and details				
Public Realm: High quality public realm and or generally consistent boundary treatments				
Trees: Significant trees or shrubs that make a positive contribution to the identity of the area				
Landscape: Green open spaces or riverside areas that make a positive contribution to the identity of the area				
Features: Topography, significant views or landmarks that contribute to the experience of being within the area				
Economic Vitality: Area with few vacant or underused sites which affect the character				
Criteria Score	60	10		
Character Area Total Score	70			

3 Stanley Road Character Area			
Character Area Assessment Criteria	Good: Makes a significant Contribution (Value of 10)	Moderate: Makes some direct contribution (Value of 5)	Poor: Does not contribute (Value of 0)
Identity: Clearly identifiable edges that distinguish the area from the surrounding development			
Urban Layout: Strong street pattern or road layout with well defined public spaces			
Movement: Building and street layout that is easy to find your way around with good connections to the surrounding streets			
Architectural Interest: Area containing buildings of architectural or historic interest			
Built form: Buildings with cohesive scale, massing and details			
Public Realm: High quality public realm and or generally consistent boundary treatments			
Trees: Significant trees or shrubs that make a positive contribution to the identity of the area			
Landscape: Green open spaces or riverside areas that make a positive contribution to the identity of the area			
Features: Topography, significant views or landmarks that contribute to the experience of being within the area			
Economic Vitality: Area with few vacant or underused sites which affect the character			
Criteria Score	30	20	
Character Area Total Score	50		

4 Queens Road Character Area			
Character Area Assessment Criteria	Good: Makes a significant Contribution (Value of 10)	Moderate: Makes some direct contribution (Value of 5)	Poor: Does not contribute (Value of 0)
Identity: Clearly identifiable edges that distinguish the area from the surrounding development			
Urban Layout: Strong street pattern or road layout with well defined public spaces			
Movement: Building and street layout that is easy to find your way around with good connections to the surrounding streets			
Architectural Interest: Area containing buildings of architectural or historic interest			
Built form: Buildings with cohesive scale, massing and details			
Public Realm: High quality public realm and or generally consistent boundary treatments			
Trees: Significant trees or shrubs that make a positive contribution to the identity of the area			
Landscape: Green open spaces or riverside areas that make a positive contribution to the identity of the area			
Features: Topography, significant views or landmarks that contribute to the experience of being within the area			
Economic Vitality : Area with few vacant or underused sites which affect the character			
Criteria Score	30	30	
Character Area Total Score	60		