14 New Malden South

14 New Malden South

Origins and General Character

Until 1836,the area was a stretch of open country, separated from Kingston by Norbiton Common. With the coming of the railway, the centre of the town, now the high street, was called "the Village". The station was opened in 1846, seventeen years before Kingston railway station was built. The first part of the new town to be laid out was the six Groves west of the High Street; Acacia, Chestnut, Elm, Lime, Poplar and Sycamore, planted with trees to match their names. The coming of the Kingston by pass in 1927 accelerated the growth of New Malden, with its population rising from 20,000 in 1928 to 25,000 in 1931. Today New Malden is a thriving District Centre with easy access to the A3 and good rail links.

Land Use

District Centre, residential, commercial and retail

Movement

The Village is bounded by the A3 to the south and the railway line bisects the area. Kingston Road is a major route from the A3 into Kingston.

Built form

The built fabric of the area dates from the coming of the railway station in the mid 1800's. Development spread out from the station with the majority of properties being completed by the end of the Edwardian era. Smaller plots were laid out around the Groves area and immediately south of the railway line, with larger properties occupying sites south of Kingston Road. East of the High Street, substantial, finely detailed Edwardian houses are interspersed with 1930's semi detached and detached properties.

Open space

Beverley Park makes a substantial contribution to the character of the residential roads east of the High Street. As well as the properties in Park View that have direct visual access to the open space, a number of the roads in the area have views terminating in the open aspect of the park. Cambridge Avenue terminates with views into Malden Golf Course which is a site of Nature Conservation Importance. The rest of this site has little impact on the streetscape of the Village being located mostly to the rear of properties. Metropolitan land to the east of Windsor Avenue which incorporates the Hogsmill River, has a significant impact on the character of the area and is a contrast with the suburban character of the surrounding suburban streets.
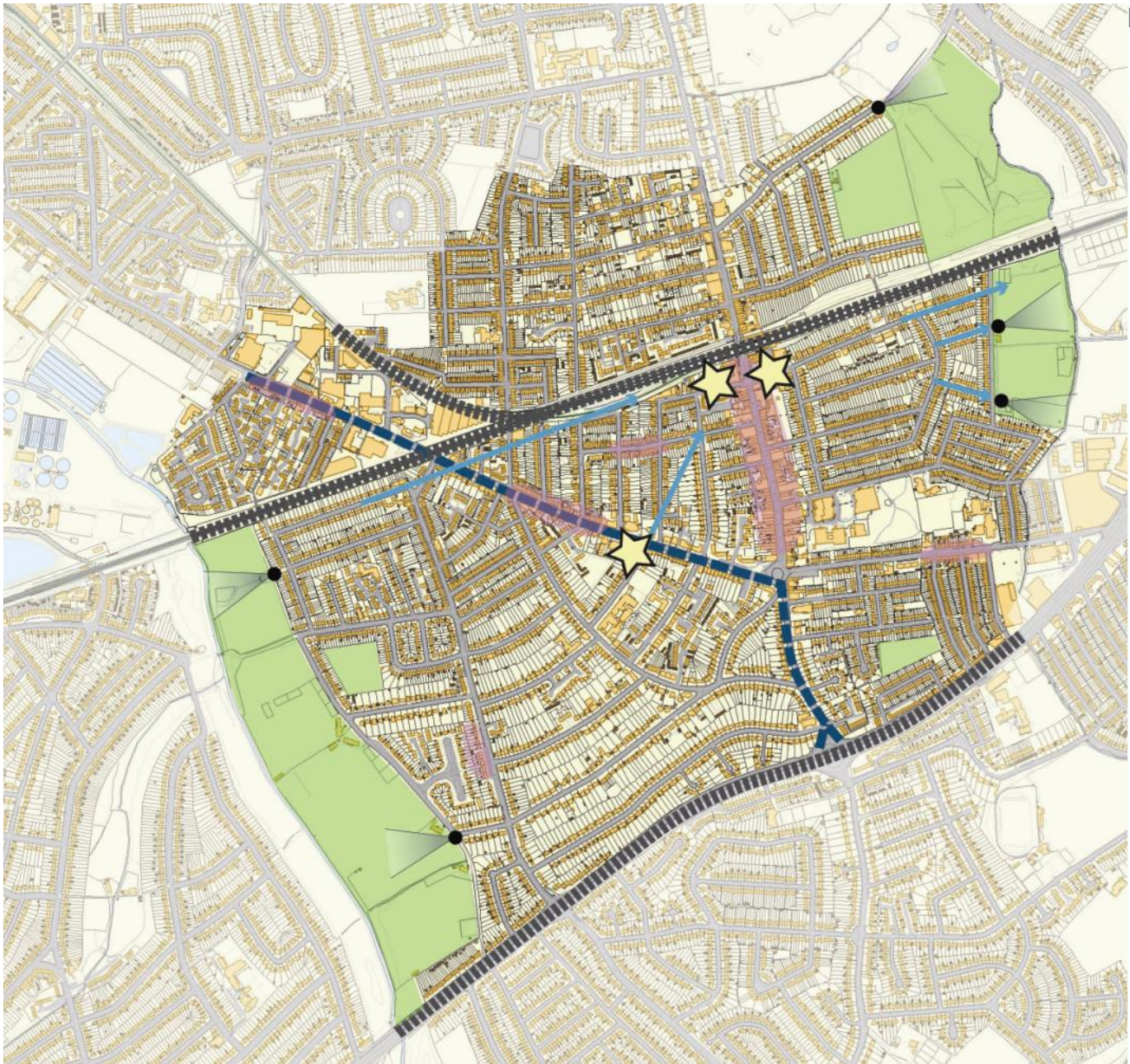

High Street

Lime Grove

Howard Road

Westbury Road

Key Area Characteristics

- ▬ ▬ ▬ Major movement corridor
- – – – Minor movement corridor
- ▬ ▬ Movement corridor needing enhancement
- ● Area node
- ● Area node needing enhancement
- ● Minor Area node
- ○ Major gateway
- ▨ Major barrier
- ★ Strategic Landmark
- ☆ Local Landmark
- ★ Potential new landmark
- ▰ Green open space
- ▰ Open space in need of improvement
- ● Key views to open space
- ○ Potential new view
- → Significant view to protect

Character Area Types
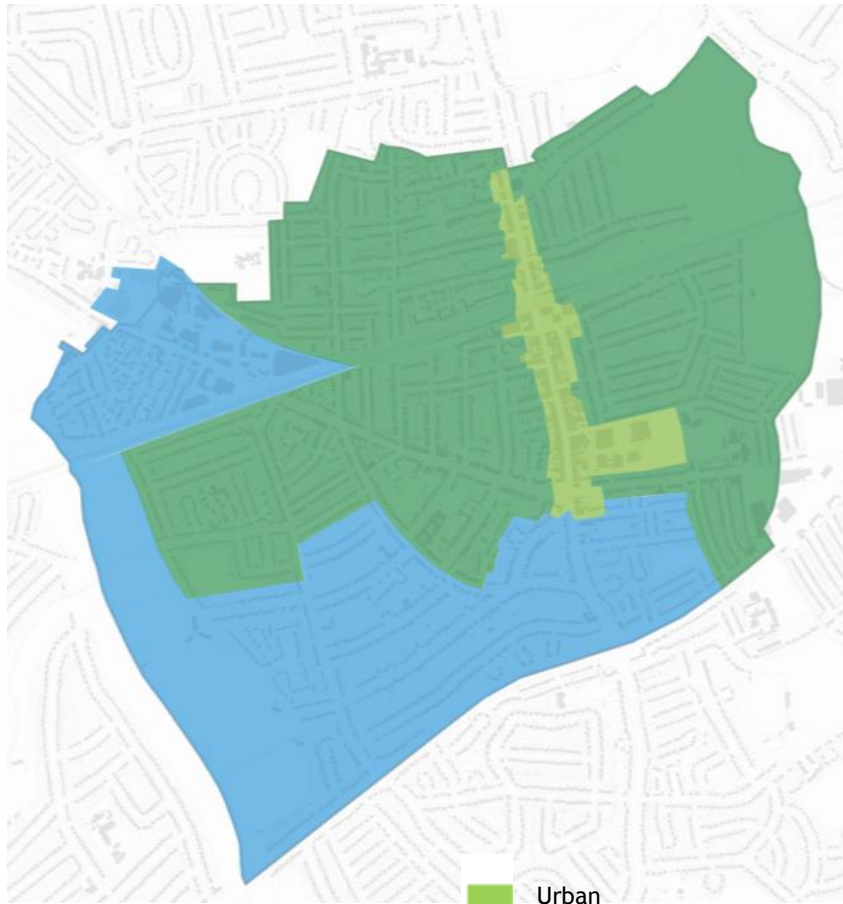
Legend:
- Urban (light green)
- Inner Suburban (green)
- Outer Suburban (light blue)
- Rural / Open (dark teal)

Character Area Assessment
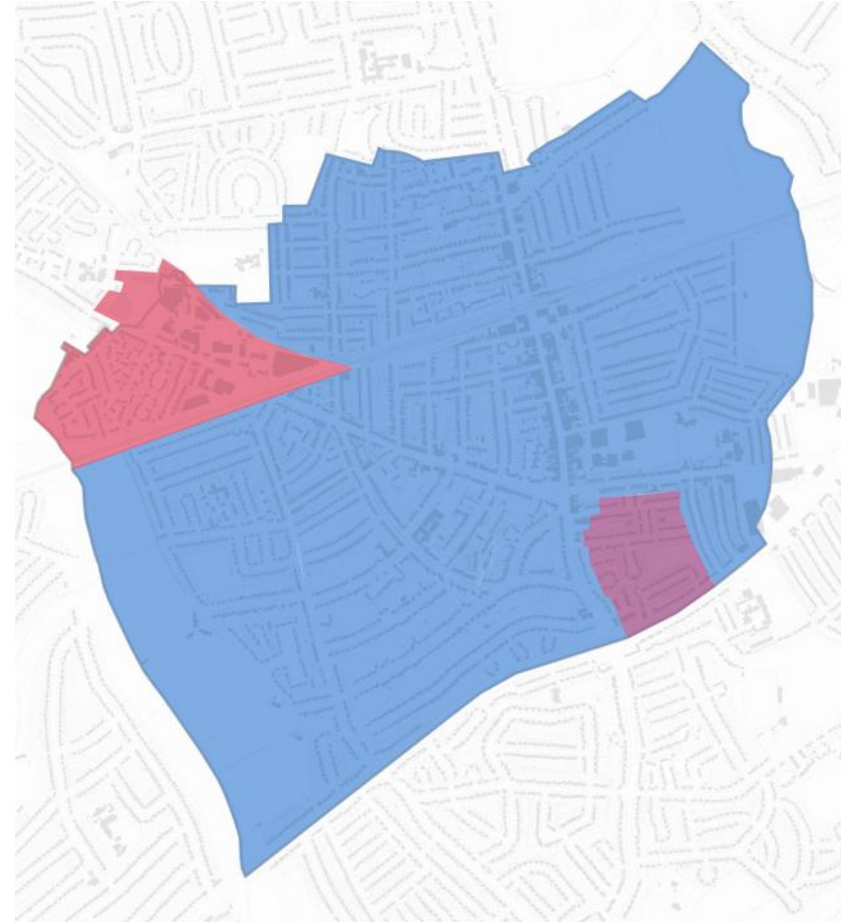
Legend:
- Area of Established High Quality (blue)
- Area with scope to reinforce the existing character (purple)
- Area requiring enhancement to reinforce identity (pink)

Title

DENSITY AREAS

New Malden South

Legend

New Malden South

Density Areas

Rob Dickson
Service Director (Environment and Sustainability)
Environmental Services Directorate
Guildhall 2, Kingston upon Thames, KT1 1EU

Operator: IK

Date: 05/01/2010

section 14 New Malden South/ page 5
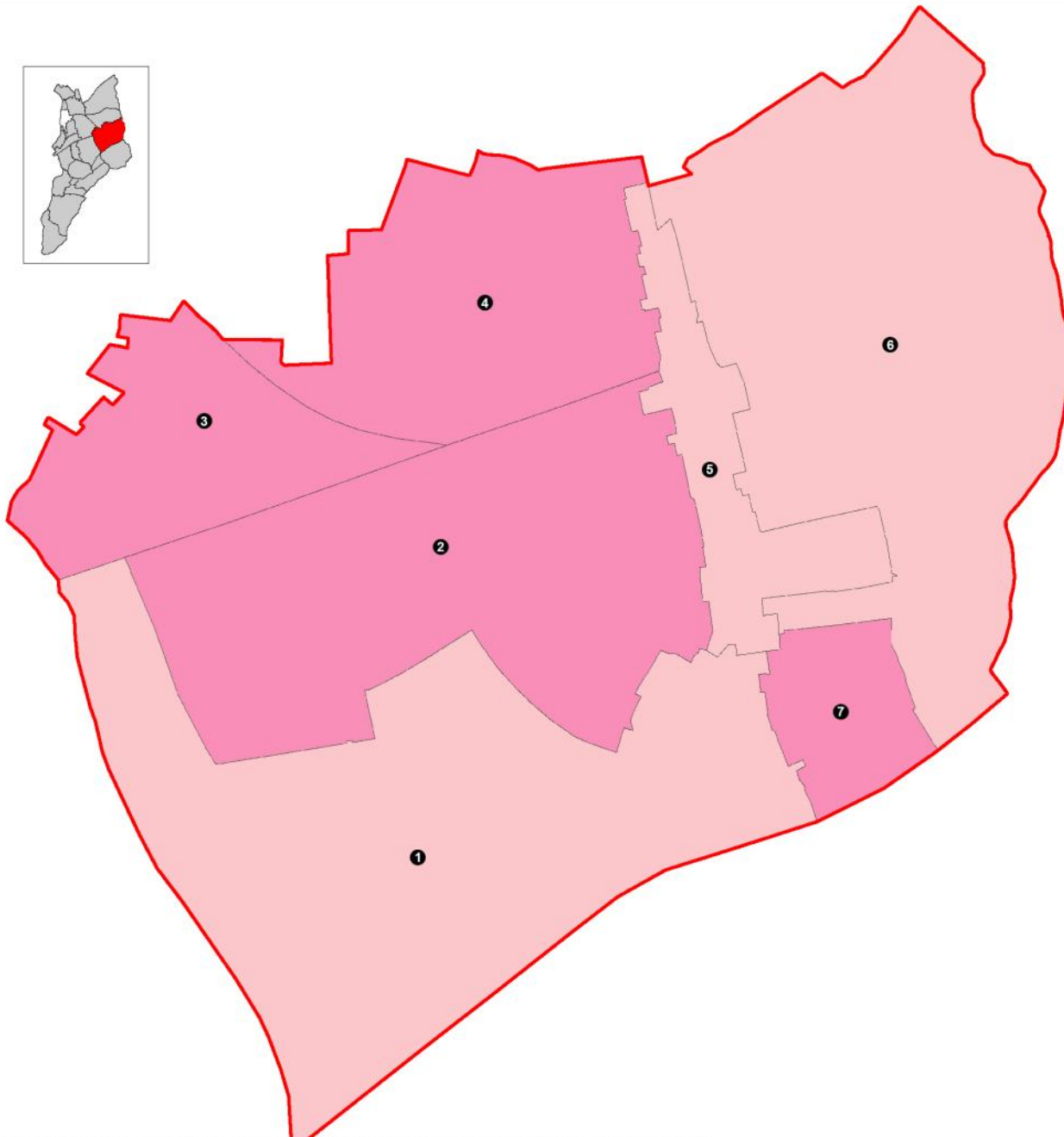
DENSITY AREAS

New Malden South

Legend

New Malden South

DENSITY

less than 5

5 - 20

21 - 45

46 - 70

more than 70

ID	DENSITY(U/HA)
1	10.45
2	33.7
3	27.84
4	39.49
5	19.09
6	18.36
7	21.7

Rob Dickson
Service Director (Environment and Sustainability)
Environmental Services Directorate
Guildhall 2, Kingston upon Thames, KT1 1EU

Operator: IK

Date: 05/01/2010

N

section 14 New Malden South/ page 6

Bodley Road

Character Areas

1 Thetford Road

An area of generally large plot sizes with wide street proportions and most parking provided on plot. Plots are generally long and relatively wide. Substantial Edwardian properties in Presburg Road, front boundaries generally intact with large front gardens and mature planting. Thetford Road has more mixed age development with substantial Edwardian houses and later small scale in-fill. Proportions are wide and there are many significant individually designed detached houses. Bodley Road again has substantial wide proportions containing largely substantial semi-detached properties dating back to the 1930's. Houses are in a variety of classic 1930's styles, including half timbered details and swept gables. Oxford Crescent has narrower proportions with distinctive 1930's semi-detached properties with dominant tile hung, hipped roofed bays.

Thetford Road

Presburg Road

Thetford Road

Cotsford Avenue

Oxford Crescent

Windsor Avenue

Bazalgette Gardens

South lane, bisected by the A3 in the 1920's, contains a variety of house styles, however, within the section of this road that is within the character area, properties are mostly 1930's semi-detached with 'Tudor' detailed swept gables and 1950's flat fronted semi-detached. The lane has significant landscaped verges and also contains one of the small retail nodes in the Village.

At Windsor Avenue, the character of the area opens out dramatically, with views opening out to the sports ground. The existing close boarded fence currently reduces the amenity value of the open space. Bungalows on Windsor Avenue and Bazelgette Gardens were laid out as a small planned estate in the 1950's.

ISSUES & RECOMMENDATIONS:
• Desire to retain existing historic housing and generous plot proportions and separation.
Character Area Type: Outer Suburban (Density 10 dph) (PTAL 0-4)
Character area Assessment: area of established high quality

2 Franks Avenue
A large area, south of the railway line with generally smaller plot sizes, tighter development and narrower street proportions. Properties closer to the High Street date back to the Victorian and Edwardian era and formed part of the core of the original Village of New Malden. Further out from

Franks avenue

Grayham Road

South Lane

Cambridge Road

Potters Grove

Cleveland Road

Kingston Road

Groveland Way

Kingston Road

Library, Kingston Road

Potters Grove

Centre, west of South Lane, properties date back to the post war era. Green lane has wide proportions and significant grass verges with 1930's semi detached properties and short terraces. Clay pantiles are a significant feature in this area in particular in South Park Grove and Franks Avenue. A distant view of the Apex and CI towers adjacent to the station and distinctive short terraces in an Arts and Crafts style with tile hung dormers and prominent chimneys create a dramatic character.

Kingston Road is a heavily trafficked route with a variety of scale and style of development ranging from individual houses to large blocks of flats and the retail parades adjacent to Albany Road. The Library is a significant local landmark dating back to the 1940's. Graham Road and Albemarle Gardens contain Edwardian terraced and semi-detached properties with a range of characteristic features of the era including tile hanging, roughcast render and leaded panels in windows.

North of Kingston Road, the roads including Cleveland, Cambridge and Montem Roads were laid out as a grid towards the later part of the 19th Century. Development within this area still retains its essentially Victorian and Edwardian character with narrow front gardens and street proportions. Connaught Road has larger plot sizes than its immediate surroundings and contains distinctive bungalows in an Arts and Crafts style with dormer bungalows.

Character Area Type: Inner Suburban (Density 34 dph) (PTAL 2-4)
Character area Assessment: area of established high quality

3   Beresford Road
An area that contrasts strongly with its surroundings in terms of plot size. Immediately west of the railway bridge, buildings vary dramatically in scale and detailing, ranging from large residential blocks up to six stories to smaller scale warehouses in Wellington Crescent and retail units south of Kingston Road.

Springfield Place

Kingston Road

Beresford Road

Dunbar Road

Kingston Road

Wellingston Crescent

Beresford Road

Willow Road

Poplar Grove

This part of the character area has no defined building line or consistent building style with development creating a fragmented character. South of Kingston Road, development is more domestic in scale with residential roads off Kingston Road terminating in cul-de-sacs at the edge of the railway to the south.

Dunbar Road is domestic in scale on its northern side with a row of Victorian and Edwardian, semi detached properties. The contemporary design of the Kingspark Business Centre, built in the 1970's, on the southern side, contrasts strongly in terms of scale, massing and detailed design. Beresford Road contains consistently detailed Edwardian terraces, terminating in a group of mature trees on the railway embankment. The road has a quiet residential atmosphere, contrasting strongly with the scale of buildings and activity in the surrounding roads. With the exception of some Victorian properties in California Road and a group of 1950's flat fronted, tile hung, semi detached properties in Willow Road, the rest of the area consists of residential development completed in the 1980's and 90's laid out as an informal, open plan cul-de-sac layout. Properties are predominantly two storey houses with some blocks of flats rising to three storeys.

There is a small area node within this area on Kingston Road. Completed just after the war, the purpose built retail parade suffers from forecourt parking which hinders pedestrian activity.

ISSUES:
- Forecourt parking on Kingston Road

Character Area Type: Outer Suburban (Density 28 dph) (PTAL 1b-2)
Character area Assessment: area requiring enhancement to reinforce identity

4   Chestnut Grove

Grid layout of roads laid out as part of the early establishment of New Malden in the mid 19th century. The Groves were named after the trees that were planted along them. Plots were laid out as the roads were established, but their development was a much longer process. By the end of the 19th century, many plots had been developed with a variety of Victorian villas and semi-detached

Lime Grove

Acacia Grove

Acacia Grove

Elm Road

Elm Road

Acacia Grove

cottages. By the end of the Edwardian era, small pockets of consistently designed housing became established with a notable example on the corner of Poplar Grove and Lime Grove with richly detailed terraces with typical Edwardian detailing including red brick, rough cast render and Tudor detailed gables. The remaining plots were developed in a piecemeal fashion in a variety of styles up to the current day. The area has a generally domestic, small scale character.

Today, the area has a distinctive character that is defined by the strong road layout and the earlier buildings that are spread out throughout the area. Building lines and heights in some areas vary, as do building details, ranging from hips to gables, bays to flat fronts and ornate to plain. All landscape is contained within front gardens, and front boundaries are retained or lost according to depth of front garden.

ISSSUES:

• On-street parking

Character Area Type: Inner Suburban (Density 39 dph) (PTAL 1a-3)
Character area Assessment: area of established high quality

5   High Street

This area contains the core of the retail centre which grew following the arrival of the station. Development began at its northern end as small units adjacent to what was then known as Coombe and Malden Station. The High Street extended over Norbiton Common, south to the open fields of Malden. By the end of the 19th century, semi detached villas occupied plots at the southern end of the High Street and a drinking fountain was located where the roundabout is today.

Around the 1960's, allotments south of Blagdon Road began to be developed as the Cock's Crescent area, which today contains buildings of a variety of scale and massing ranging from the low rise Malden Centre and resource centres to the seven storey Blagdon Road car park. The area is fragmented, and dominated by vehicles.

High Street

High Street

High Street

High Street

Fountain

Coombe Road

Cocks crescent

Coombe Road

High Street

The High Street today contains many well detailed parades with terracotta mouldings dating back to the early part of the 20th Century. As well as purpose built parades, retail frontages were added to the houses at the southern end of the road and the High Street was completed. Later infill development has created a more horizontal emphasis in some areas, ignoring the vertical plot divisions.

Buildings along the High Street follow a regular building line up to the edge of the pavement with the exception of the area around the former Council Offices which date back to the beginning of the 20th Century and are now part of the Waitrose development. At the railway line, the High Street turns into Coombe Road and the development pattern becomes more varied with a dramatic change in building scale marked by the two towers. Space at the bottom of the towers opens up from the back of the pavement and the area opens out becoming more fragmented. In this area the retail parades are smaller scale but development with larger footprints such as the telephone exchange dominate the northern part of the area.

Character Area Type: Urban (Density 19 dph) (PTAL 3-4)
Character area Assessment: area of established high quality

6   Howard Road
A large residential area east of the High Street, bounded by open space and Beverley Brook to the east. Formal street layout with generally larger plots to the north of the area in Cambridge and Alric Avenues, with smaller plots in the roads around Burlington Road. The area contains large numbers of well detailed Edwardian properties particularly in the Kings Avenue area, with later properties, built in the 1920's fronting Beverley Park.

To the south of the area around Burlington Road, Queens Road and George Road distinctive

Queens Road

Park View

Howard Road

Beverley Road

Cambridge Avenue

Burlington Road

Alric Avenue

Egmont Road

Beverley Park

groups of Edwardian terraced properties create a strong, cohesive character. The distinctive gable ends and two-storey bays create a strong rhythm along the streets and front boundaries remain. Toward the southern end of these roads, later semi detached properties dating back to the 1930's open out the proportions of the street with flat frontages and larger set backs from the road. Burlington Road has a busy, more mixed character, containing one of the small Village nodes. Properties are late Victorian with later 1930's short terraces at the western end. North of Burlington Road, properties are more varied with well detailed Edwardian housing in Beverley and Blagdon Road, with Egmont and Egerton Road developed in the 1930's with tile hung gables and clay pantiles. Howard Road contains groups of distinctive Edwardian half timbered houses. Beverley Park has a significant impact on the character of the area, creating contrast with the formal road lay-out. The area contains a comprehensive range of distinctive Edwardian details interspersed with 1930's properties and limited later infill.

Character Area Type: Inner suburban (Density 18dph) (PTAL 0-3)
Character area Assessment: area of established high quality

7   Cavendish Road

Consistent area of post war short terraces with square bay and gable topped bay features. Grid and cul-de-sac layout with a quasi "home zone" highway layout having significant impact on the pavement and street character. Whilst some aspects such as trees and planting design appear coherent, most front boundaries and gardens have been lost to on-plot parking. There is a disparity between the character of the early C20th houses with retained front garden car-parks, the footway retained on its former line, and the home zone language of street furniture deployed in a linear way. Woodfield Gardens retains its traditional highway layout. Welbeck Close; small cul-de-sac laid out in 1930's with consistent semi detached properties with arched link set around central landscaped mini roundabout.

Character Area Type: Outer Suburban (Density 32dph) (PTAL 0-4)
Character area Assessment: area with scope to reinforce existing character

Welbeck Close

Cavendish Road

Cavendish Road

Cavendish Road

Chatsworth gardens

Area 01: Thetford Road

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)
Clearly identifiable "edges" that distinguish it from the surrounding development	■		
Strong street pattern or road layout with well defined public spaces		■	
Building and street layout that is easy to find your way around with good connections to the surrounding streets	■		
Area containing buildings of architectural or historic interest	■		
Buildings with cohesive scale, massing and details	■		
High quality public realm and or generally consistent boundary treatments		■	
Significant trees or shrubs that make a positive contribution to the identity of the area	■		
Green open spaces or riverside areas that make a positive contribution to the identity of the area	■		
Topography, significant views or landmarks that contribute to the experience of being within the area	■		
Area with few vacant or underused sites which affect the character	■		
Criteria score	80	10	0
Character Area total score	90		

Area 02: Franks Avenue

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)
Clearly identifiable "edges" that distinguish it from the surrounding development		■	
Strong street pattern or road layout with well defined public spaces	■		
Building and street layout that is easy to find your way around with good connections to the surrounding streets	■		
Area containing buildings of architectural or historic interest	■		
Buildings with cohesive scale, massing and details	■		
High quality public realm and or generally consistent boundary treatments		■	
Significant trees or shrubs that make a positive contribution to the identity of the area		■	
Green open spaces or riverside areas that make a positive contribution to the identity of the area		■	
Topography, significant views or landmarks that contribute to the experience of being within the area	■		
Area with few vacant or underused sites which affect the character	■		
Criteria score	60	20	0
Character Area total score	80		

Area 03: Beresford Road

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)
Clearly identifiable "edges" that distinguish it from the surrounding development	■		
Strong street pattern or road layout with well defined public spaces		■	
Building and street layout that is easy to find your way around with good connections to the surrounding streets			■
Area containing buildings of architectural or historic interest		■	
Buildings with cohesive scale, massing and details		■	
High quality public realm and or generally consistent boundary treatments			■
Significant trees or shrubs that make a positive contribution to the identity of the area		■	
Green open spaces or riverside areas that make a positive contribution to the identity of the area		■	
Topography, significant views or landmarks that contribute to the experience of being within the area			■
Area with few vacant or underused sites which affect the character			■
Criteria score	10	25	0
Character Area total score	35		

Area 04: Chestnut Grove

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)
Clearly identifiable "edges" that distinguish it from the surrounding development	■		
Strong street pattern or road layout with well defined public spaces	■		
Building and street layout that is easy to find your way around with good connections to the surrounding streets	■		
Area containing buildings of architectural or historic interest		■	
Buildings with cohesive scale, massing and details	■		
High quality public realm and or generally consistent boundary treatments		■	
Significant trees or shrubs that make a positive contribution to the identity of the area	■		
Green open spaces or riverside areas that make a positive contribution to the identity of the area	■		
Topography, significant views or landmarks that contribute to the experience of being within the area		■	
Area with few vacant or underused sites which affect the character	■		
Criteria score	70	15	0
Character Area total score	85		

Area 05: High Street

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)
Clearly identifiable "edges" that distinguish it from the surrounding development	■		
Strong street pattern or road layout with well defined public spaces	■		
Building and street layout that is easy to find your way around with good connections to the surrounding streets	■		
Area containing buildings of architectural or historic interest		■	
Buildings with cohesive scale, massing and details		■	
High quality public realm and or generally consistent boundary treatments	■		
Significant trees or shrubs that make a positive contribution to the identity of the area		■	
Green open spaces or riverside areas that make a positive contribution to the identity of the area		■	
Topography, significant views or landmarks that contribute to the experience of being within the area	■		
Area with few vacant or underused sites which affect the character	■		
Criteria score	60	20	0
Character Area total score	80		

Area 06: Howard Road

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)
Clearly identifiable "edges" that distinguish it from the surrounding development		■	
Strong street pattern or road layout with well defined public spaces	■		
Building and street layout that is easy to find your way around with good connections to the surrounding streets	■		
Area containing buildings of architectural or historic interest		■	
Buildings with cohesive scale, massing and details	■		
High quality public realm and or generally consistent boundary treatments		■	
Significant trees or shrubs that make a positive contribution to the identity of the area	■		
Green open spaces or riverside areas that make a positive contribution to the identity of the area	■		
Topography, significant views or landmarks that contribute to the experience of being within the area	■		
Area with few vacant or underused sites which affect the character	■		
Criteria score	70	15	0
Character Area total score	85		

Area 07:Cavendish Road

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)
Clearly identifiable "edges" that distinguish it from the surrounding development	■		
Strong street pattern or road layout with well defined public spaces		■	
Building and street layout that is easy to find your way around with good connections to the surrounding streets	■		
Area containing buildings of architectural or historic interest			■
Buildings with cohesive scale, massing and details	■		
High quality public realm and or generally consistent boundary treatments		■	
Significant trees or shrubs that make a positive contribution to the identity of the area	■		
Green open spaces or riverside areas that make a positive contribution to the identity of the area			■
Topography, significant views or landmarks that contribute to the experience of being within the area	■		
Area with few vacant or underused sites which affect the character	■		
Criteria score	60	10	0
Character Area total score	70		