

# EAST TWICKENHAM

## Village Planning Guidance



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# I. Introduction

**The purpose of this Village Planning Guidance Supplementary Planning Document (SPD) is primarily to establish a vision and planning policy aims for, and assist in defining, maintaining and enhancing the character of, East Twickenham, and to provide guidance in this regard. The SPD forms part of the wider Village Plan.**

**By identifying key features of the village, the SPD clarifies the most important aspects and features that contribute to local character to guide those seeking to make changes to their properties or to develop new properties in the area, as well as being a material consideration in determining planning applications.**

The core of this SPD is a series of character area assessments for the component areas of East Twickenham. These character areas have been identified through the similarity of key features that are deemed to define their individual local character. The assessments establish dominant features and materials as well as an overall description of the street pattern and housing types.

The London Borough of Richmond upon Thames has been divided into a series of smaller village areas. Each village is distinctive in terms of the community, facilities and local character – as are many sub areas within the villages.

The villages of the London Borough Richmond upon Thames are attractive with many listed buildings and conservation areas, the local character of each being unique, recognisable and important to the community and to the aesthetic of the borough as a whole.





The boundary for the SPD is based on:

- a review of how each area's design characteristics can best be grouped;
- taking account of physical and administrative boundaries, including conservation area boundaries to avoid these being split between village areas; and
- how local communities viewed their local areas when asked through the Council's 2010 'All-In-One' survey and subsequent consultations.

This SPD has been produced by the Council working closely with the community. This has ensured that local residents, businesses and stakeholders have been genuinely involved in defining the important features – as well as the opportunities and threats – that define their local area.

The community was initially involved through:

- 'Drop in sessions' held at Twickenham Studios on the 16th May 2015
- A resident walkabout held on the 17th May 2015
- Online questionnaire consultation (from 15th May and 29th June 2015)

### **Wider Context (Village Plans)**

Village Plans have been developed for each of Richmond's 14 villages. Each Village Plan describes a vision for the village area and identifies what the Council will do and what local people can do to achieve the vision together. It sets out the key issues and priorities and provides background information on the village area. The Village Plans are maintained on the Council's website and are updated as works are progressed. They cover a wide range of topics, including matters not within the remit of the SPD.

This Village Planning Guidance SPD forms part of the Village Plan by providing a formal planning policy document which can be used to guide new development that has responded to resident's desire to have greater control and influence over planning and development decisions in their local area. The involvement of the local community in the production of the SPD has been essential in ensuring it is a genuine reflection of residents' priorities.



Resident walkabout



Drop in event

# 2. Planning Policy and Wider Context

## 2.1 Planning Policy Framework

### National Planning Policy

The National Planning Policy Framework (NPPF) set out the Government's planning policies for England and how these are expected to be applied. The NPPF is a key part of the Government's reforms to make the planning system less complex and more accessible. The NPPF provides the context for local planning authorities and decision takers, both when drawing up plans and making decisions about planning applications. It must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions.

### Regional Planning Policy

At a regional level, the London Plan FALP (adopted in 2015) is the overall strategic plan for London setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. This document has been adopted to ensure that a longer-term view of London's development is taken when producing local plans, making planning decisions and investing in infrastructure. Policy 7.29 in the London Plan refers to the Thames Policy Area stating that relevant boroughs, including Richmond, must designate a Thames Policy Area in their

Development Plan Documents. The boroughs must define the boundaries by taking into account proximity to the Thames, contiguous areas with clear visual links between areas and buildings and the river and specific geographical features, areas and buildings which relate or link to the Thames. The River Thames section of East Twickenham is designated in the Thames Policy Area in the London Plan.

### Local Planning Policy

The London Borough of Richmond upon Thames current statutory planning policy framework is set out in adopted Plans including the Core Strategy, adopted in April 2009, and the Development Management Plan, adopted in November 2011. There is an online proposals map and a range of guidance provided through Supplementary Planning Documents (SPDs) and Supplementary Planning Guidance (SPG) for the area. This SPD will form part of the planning policy framework upon adoption and should be read in conjunction with the Council's suite of planning policy and guidance as applicable. There is also a range of evidence base studies that the Council has undertaken which help to guide policy making.

The Council is currently moving forward on allocating larger development sites as part of its Local Plan-making processes.

A larger site in East Twickenham has been identified through consultations undertaken by the Council. This has been assessed in Chapter 8 of this document to establish design objectives should it come forward for development.

Up-to-date information on the Council's Local Plan can be viewed at [http://www.richmond.gov.uk/home/services/planning/planning\\_policy/local\\_plan.htm](http://www.richmond.gov.uk/home/services/planning/planning_policy/local_plan.htm).

## 2.2 Key Planning Policies

SPDs cannot create new policies but expand on policies set out in higher plans, notably the Core Strategy (CS) and the Development Management Plan (DMP). This SPD relates to a considerable number of higher policies, notably:

### DMP Policy DM DC 1 Design Quality

New development must be of a high architectural and urban design quality based on sustainable design principles. Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context.

In assessing the design quality of a proposal the Council will have regard to the following:



- compatibility with local character including relationship to existing townscape
- frontages, scale, height, massing, proportions and form
- sustainable development and adaptability, subject to aesthetic considerations
- layout and access
- space between buildings and relationship to the public realm
- detailing and materials

Whilst all adopted policies are applicable, those of particular relevance are:

#### CS Policy CP7: Maintaining and Improving the Local Environment

All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued. Proposals will have to illustrate that they:

- are based on an analysis and understanding of the Borough's development patterns, features and views, public transport accessibility and maintaining appropriate levels of amenity;
- connect positively with their surroundings to create safe and inclusive places through the use of good design principles including layout, form, scale, materials, natural surveillance

and orientation, and sustainable construction.

#### CS Policy CP8: Town and Local Centres

Retail and town centre uses will be supported providing that it is appropriate to the role in the hierarchy of the centres, and respects the character, environment and historical interest of the area.

#### CS Policy CPI 1 River Thames Corridor

The natural and built environment and the unique historic landscape of the River Thames corridor within the Borough will be protected and enhanced.

#### CS Policy CPI3 Opportunities for All

The Council will work with all relevant agencies to reduce disadvantage, particularly in the most deprived areas of the Borough and for disadvantaged individuals, and ensure that a range of opportunities are provided that can be accessed by all residents.

#### DMP Policy DM OS 4 Historic Parks, Gardens and Landscapes

Parks and gardens as well as landscapes of special historic interest included in the Register compiled by English Heritage and other historic parks, gardens and landscapes will be protected and enhanced.

#### DMP Policy DM HD 1 Conservation Areas – designation, protection and enhancement

Buildings or parts of buildings, street furniture, trees and other features which make a positive contribution to the character, appearance or significance of the area should be retained.

#### DMP Policy DM HD 2 Conservation of Listed Buildings and Scheduled Ancient Monuments

Preservation of Listed Buildings of special architectural or historic interest and Ancient Monuments and seek to ensure that they are kept in a good state of repair.

#### DMP Policy DM HD 3 Buildings of Townscape Merit

Preservation and enhancement of Buildings of Townscape Merit. The Council will use its powers where possible to protect their significance, character and setting.

#### DMP Policy DM TP 9 Forecourt Parking

The parking of vehicles in existing front gardens will be discouraged, especially where:

- this would result in the removal of architectural features such as walls, gates and paving, or of existing trees and other vegetation;
- where such parking would detract from the streetscape or setting of the property; or

- it has an impact on the surrounding environment both in terms of the loss of individual front gardens and in damaging the unity and character of groups of houses and the streetscape in general.

#### Policy DM OS 11 Thames Policy Area

The special character of the Thames Policy Area (TPA), as identified on the Proposals Map, will be protected and enhanced by ensuring development establishes a relationship with the river and takes full advantage of its location.

#### Policy DM DC 7 Shop fronts and shop signs

The Council will resist the removal of shop fronts of architectural or historic interest. The Council will expect proposals for new shop fronts or alterations to existing shop fronts to demonstrate a high quality of design, which complements the original design, proportions, materials and detailing of the shop front, surrounding streetscene and the building of which it forms part.

A wider list of relevant policies can be found in Appendix 1.



## 2.3 Planning Policy Aims

This SPD reinforces the existing planning policy aims which have been established for East Twickenham which seek to achieve the following:

- Protect and enhance the local shopping parades on Richmond Road.
- Ensure local character and historic buildings and features are retained and enhanced particularly in the conservation areas at Twickenham Park, Beresford Avenue, Richmond Road, Cambridge Park, Richmond Hill and Richmond Riverside (East Twickenham side).
- Preserve and enhance the towpath including the Riverside views and the related public open spaces.
- Prevent any increase in unsightly car parking in front gardens where possible through planning powers and through the design guidance.
- Ensure that new development is appropriate in terms of scale and materials and including sufficient car parking.
- Ensure that grass verges, street trees and other vegetation are retained.
- Protect and enhance sites of nature conservation importance.
- Reduce the impact of through traffic and congestion.

# 3. Spatial Context

This section covers transport, green spaces, shops and services which are an essential part of the village's character. These are detailed below and, together with its historic assets, are mapped on the following pages.

## Facilities in East Twickenham

- Shopping is focused along Richmond Road. Residents can also access the shops in St Margarets / Crown Road and central Richmond.
- Twickenham Park Surgery located on Rosslyn Road.
- St Stephens Church on Richmond Road.
- The A3004 and Richmond Road support the majority of employment opportunities in the area.
- Cambridge Park Bowling and Sports Club.
- Richmond Tennis Centre.

## Connectivity and accessibility

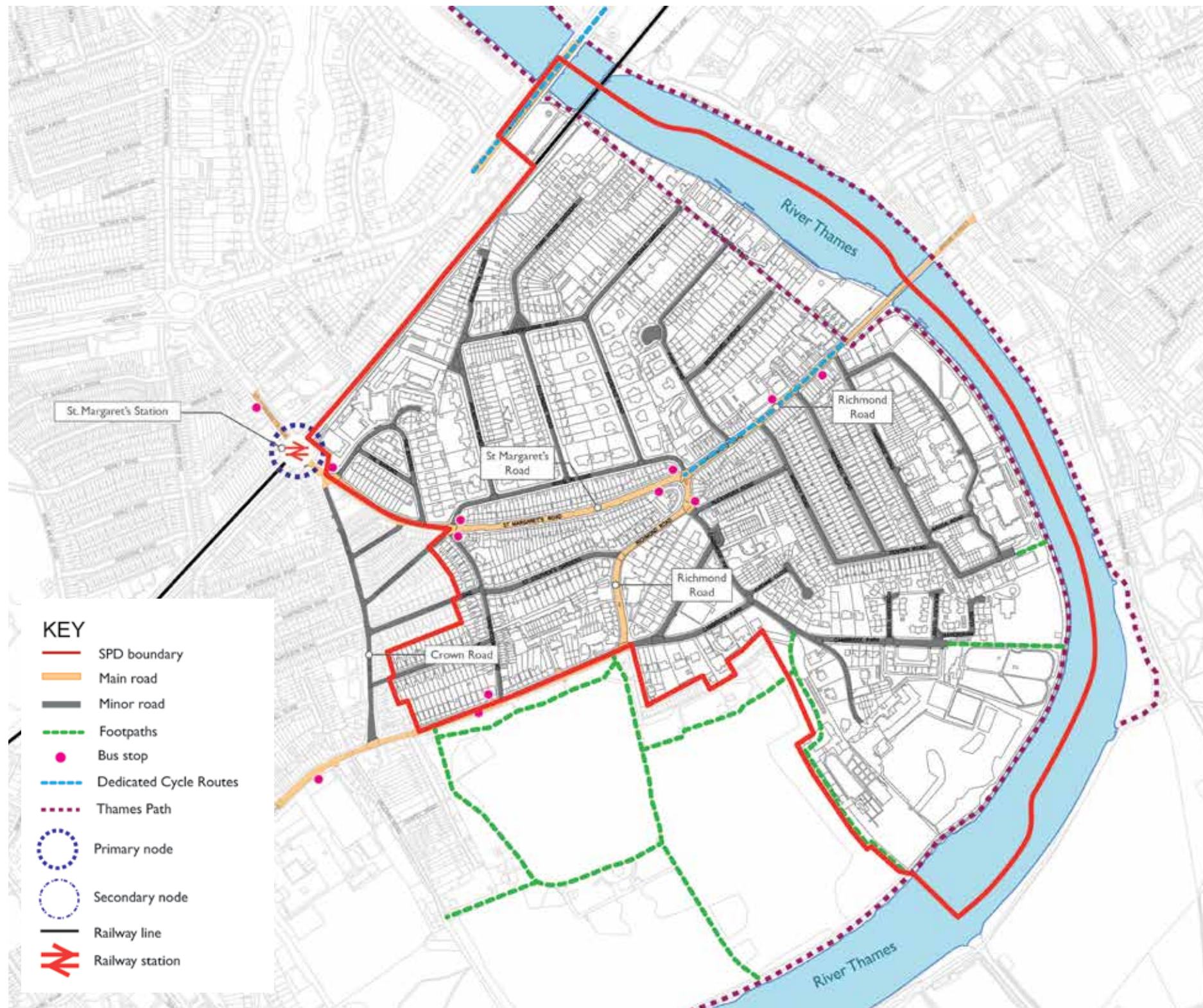
- Rail services at St Margarets Station.
- Main roads running through the area include St Margarets Road which runs past the main station and Richmond Road.
- A number of bus services/stops run along St Margarets Road and Richmond Road.
- A range of cycling routes including the main road cycle routes and quieter routes including some off-road.

## Green Infrastructure

- The river frontage is within protected Metropolitan Open Land.
- Meadow Bank.
- Cambridge Gardens, which has a cafe and is home to the annual East Twickenham Fair. Both are located alongside the river.
- Warren Gardens.
- Duck's Walk and access to the river.

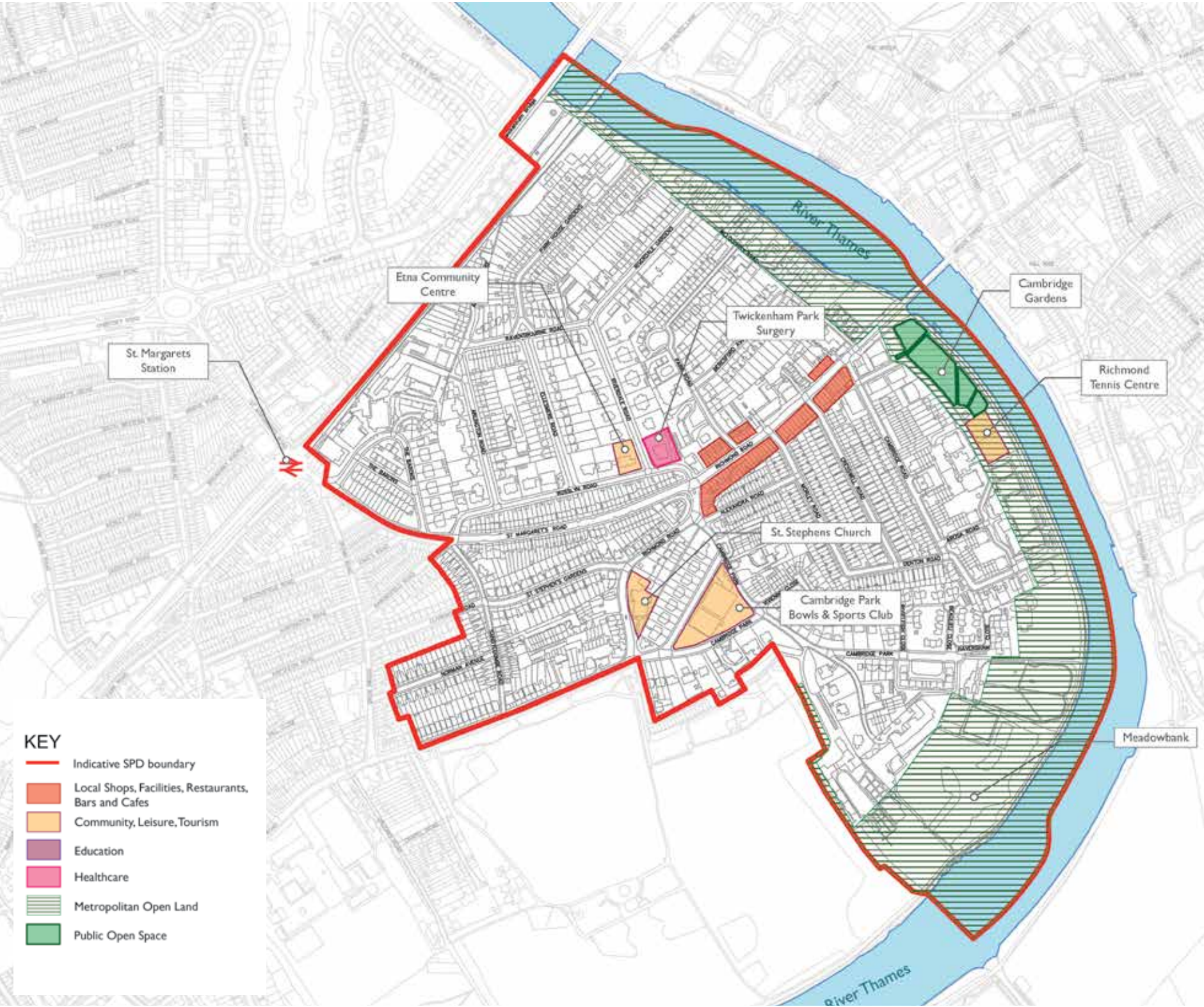


# Connectivity and Accessibility in East Twickenham



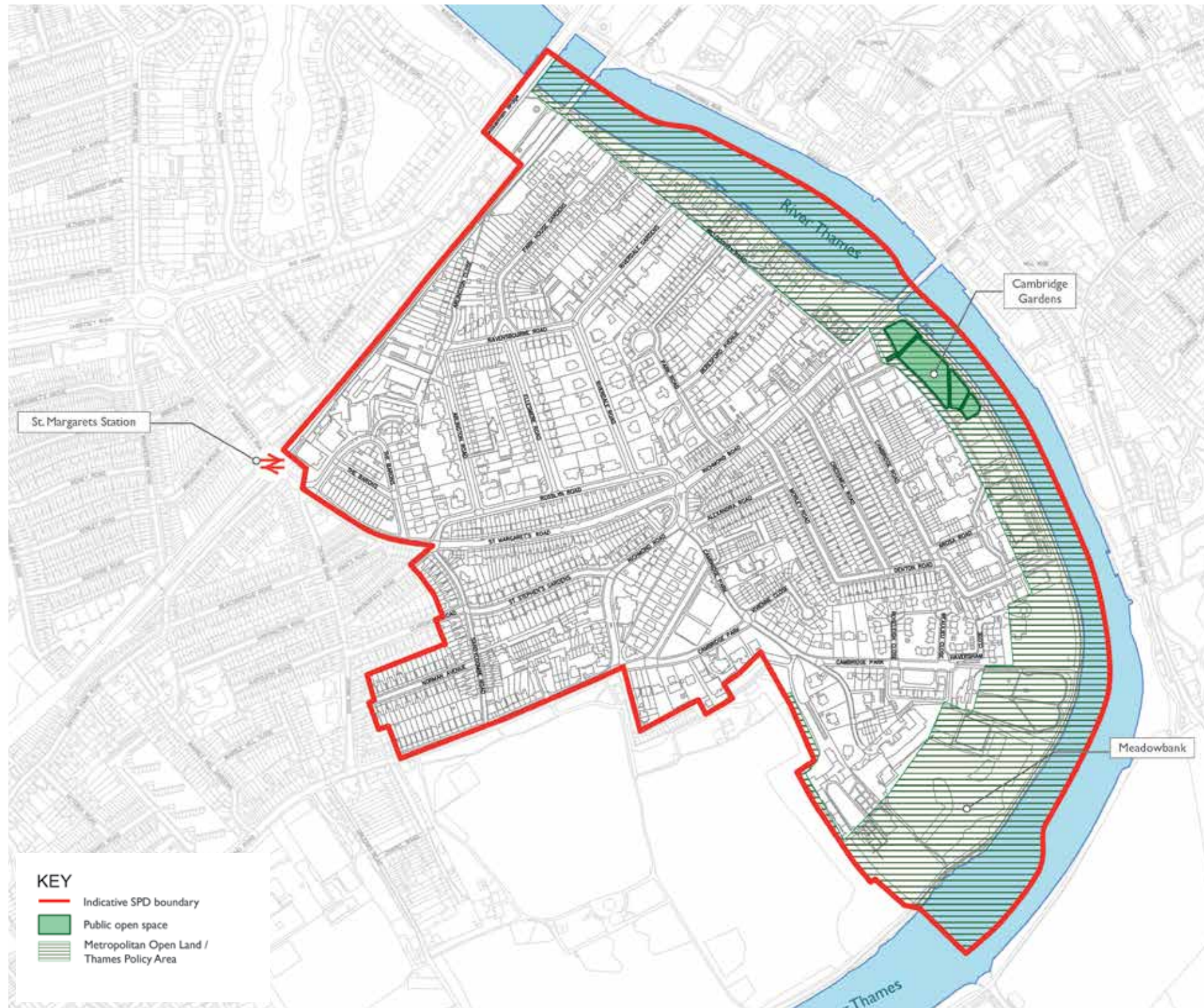


# Facilities in East Twickenham



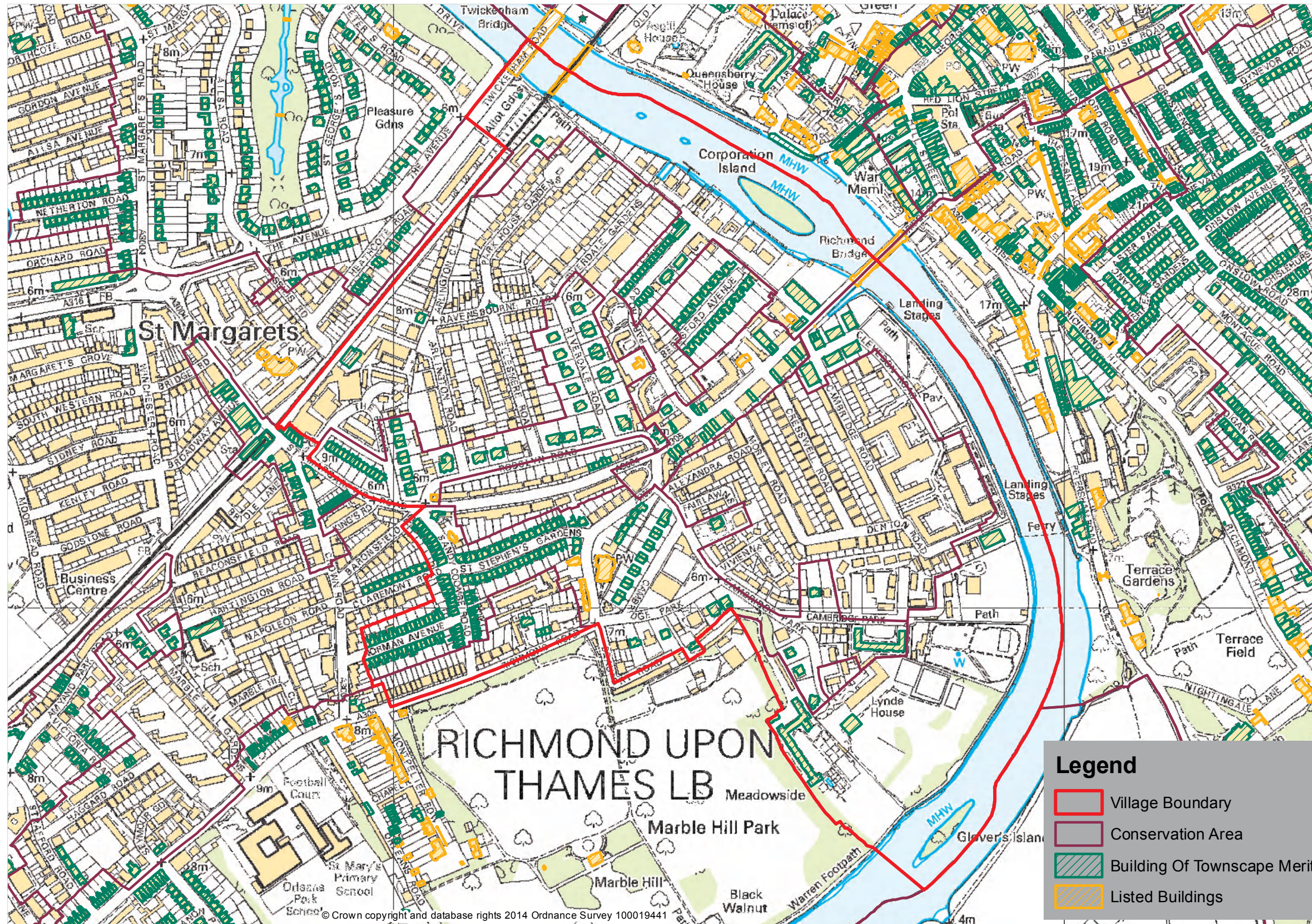


# Green Infrastructure in East Twickenham





# Historic Assets in East Twickenham



Note that Archaeological Priority Areas are recorded in the Development Management Plan.

Please note that these designations are correct at the time of adoption of the SPD. For the most up to date information please see the Council's website.



# 4. Vision for East Twickenham

The vision for East Twickenham is to maintain the attractive residential character and to ensure that the shopping centre continues to thrive.

The area of East Twickenham is located within a bend in the River Thames. The streets around the local shopping centres form a picturesque and leafy landscape containing many fine Victorian and Edwardian villas and interwar homes.

The River and related open spaces at Meadow Bank and Cambridge Gardens are extremely attractive while Richmond Bridge is a historic feature. The towpath generally has a rural character with stunning views.

The local shopping parade in East Twickenham can be found along Richmond Road.

The vision is based on maintaining the character of the area as an attractive residential area; ensuring East Twickenham's shopping centre continues to provide a range of shops and services for residents and visitors; that the towpath and Duck's Walk (which provides a crucial link) and open spaces are maintained and enhanced where opportunity arises.

The Twickenham Studios are important to the character of the area and the Council's economic strategy and the vision is based on the retention of studio use on the site.

The vision recognises the potential for sensitive redevelopment of Ryde House, which is a vacant 1980s office building on the north side of Richmond Road for educational and retail uses

The impact of through traffic will be reduced where possible and parking managed to allow residents to access local facilities and enjoy nearby open areas and the riverside.

# 5. Objectives

The East Twickenham Village Planning Guidance SPD has been developed to meet the following objectives, which correspond to those in the Council's Design Quality SPD.

**Identify local character** – to identify local character and historic assets for enhancement or protection.

**Promote high standards of design** - through high quality illustrative material and simple guidance and advice to local residents and businesses.

**Development Management** – to set design guidelines for householders, developers and the Council (in relation to public realm) to encourage high quality development and, if possible, avoid the need to refuse development proposals.

**Implementation of schemes** – to provide advice for householders and businesses that will help them achieve repairs and modernisation which respects local character and where possible restore original details which have been lost during earlier modifications.

**Design Review** – to provide a framework for the Council to use in reviewing the effectiveness of planning and other public realm decisions.

**Local Policy Context** - to identify those statutory policies (Core Strategy and Development Management Plan) which are essential to addressing local issues.



# 6. Character Area Assessments

The identification of local character is one of the primary objectives of the SPD.

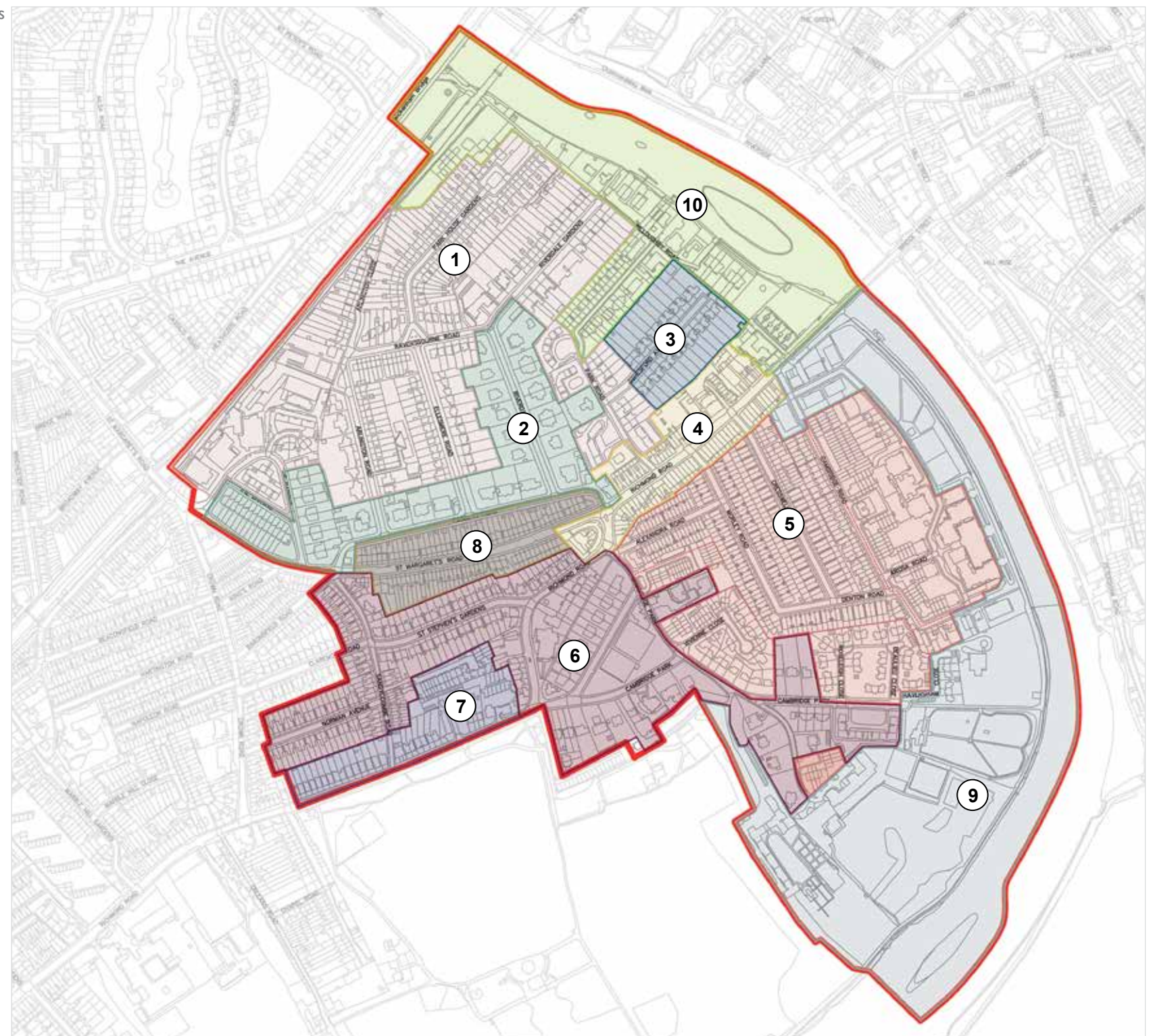
The character area assessments sub-divide the village into a smaller set of sub areas, some of which are further sub-divided.

Each area has been defined by grouping properties where a large proportion have similar characteristics, features and materials. These have been identified and recorded.

A number of the areas included within this Section are adopted Conservation Areas. More information regarding Conservation Areas can be viewed at [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas.htm)

Some areas are the subject of what is known as an Article 4 direction. These remove certain Permitted Development Rights from properties. This means that if you want to extend or alter your home in a way that would normally be allowed under permitted development you will need to apply for planning permission to do so. The fact that permitted development rights have been removed does not automatically mean that planning permission will not be granted, but careful consideration will be given as to the effect that the proposal will have on the character and appearance of the local area. Information on Article 4 Directions can be viewed at [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas/article\\_4\\_directions.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas/article_4_directions.htm)

Character Area 1: Park House Gardens and surrounds  
Conservation Area 2: Twickenham Park  
Conservation Area 3: Beresford Avenue  
Conservation Area 4: Richmond Road  
Character Area 5: South of Richmond Bridge  
Character Area 6: Cambridge Park  
Character Area 7: Richmond Road opposite Marble Hill Park  
Character Area 8: St Margarets Road  
Conservation Area 9: Richmond Hill (East Twickenham side)  
Conservation Area 10: Richmond Riverside (East Twickenham side)



Character Area Plan



# Character Area I:

## Park House Gardens and surrounds

### Character Summary

This area is part of the site of the former Twickenham Park which was developed with houses from the mid-nineteenth century. It is defined partly by the numerous Conservation Areas between the railway line to the north and St Margarets Road to the south. The character area is comprised of Park House Gardens and Riverdale Gardens to the north, Arlington Close, the northern parts of Arlington Road, Ellesmere Road and the loop of The Barons. A spur of the character area also includes the parts of Park Road that have been excluded from the surrounding Conservation Areas (see map).

### Interwar Housing

This sub-area was predominantly developed in the interwar period.

Ellesmere Road consists of large interwar detached houses displaying many of the typical features of this period including applied half-timbered gables and bay windows. The designs of the houses vary and the plots are large and green; although most households appear to use part of their front gardens for parking, they are often planted too, with some sections of the dwarf front walls retained. The pavements are wide and planted with large trees though the paving is a haphazard collection of materials. Parking is permitted on the pavements and on both sides of the road.

This sub-area includes the houses on the south side of Ravensbourne Road between Ellesmere and Arlington Roads. These too are interwar houses but in short terraces with applied half-timbering on the first floors.

The east side of Arlington Road is made up of semi-detached houses of a regular design with inset, round-headed porches and rendered elevations. They appear to have originally had pebble-dash rendered facades which in many cases have been

replaced with stucco. Many of the timber casement windows have been replaced with uPVC. The front boundary walls have not survived as well as those on Ellesmere Road; most front gardens have been fully converted to parking. On the west side are blocks of flats from the first half of the twentieth century. By and large, these are fairly unremarkable but some have attractive Deco detailing. One of these blocks is built of multi-coloured brick and is of an earlier date than the others. The ground floors of the flats are below street level, at the height of a normal basement.

This street also has wide pavements with tree-lined streets, with the perception that they were originally laid out with grass verges that have been subsequently tarmacked over. The pavements here too are a haphazard mixture of materials.

To the north, Arlington Close leads off Arlington Road. On the west side of this junction stands an attractive Victorian house built from gault brick.

Riverdale Gardens was partially developed c.1914 and a number of the large red brick houses at its south west end survive. These are attractive Queen-Anne style buildings constructed in good-quality materials. The remainder of the street consists of semi-detached interwar housing with vernacular-inspired details. There are a few exceptions to these two stylistic groups: two rendered houses, one with green pantiles which is likely to be original, the other much-altered as well as a recently-built bungalow. The plots are large and the street is quite wide with large trees; these streets may originally have had grass verges that have now been tarmacked. Many of the front gardens are now used entirely as parking spaces and the front boundaries have been removed.



Arlington Road

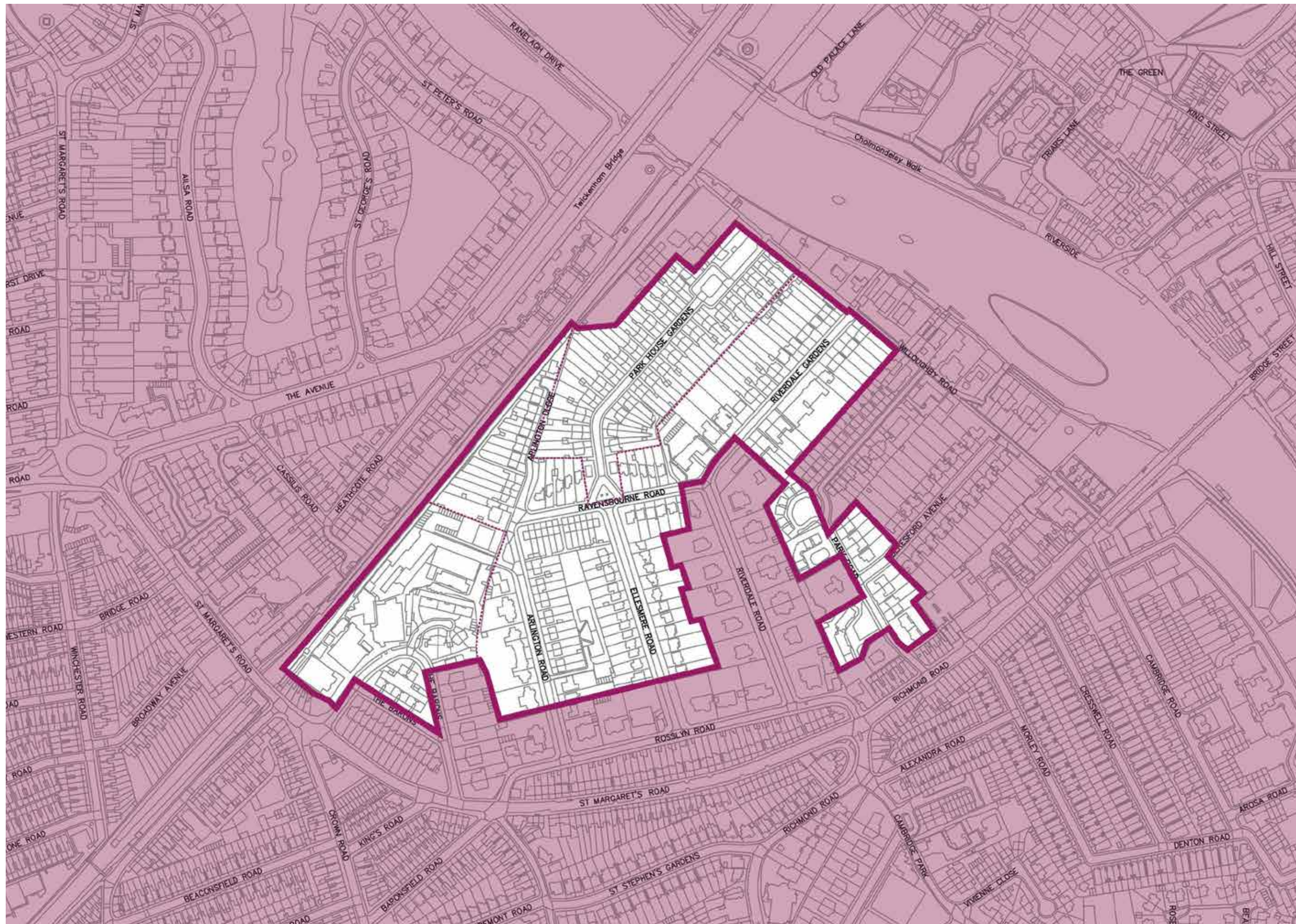


Ellesmere Road



Riverdale Gardens





Character Area 1: Park House Gardens and surrounds



The buildings excluded from the surrounding Conservation Areas and included within this character area are interwar houses and medium-rise blocks of flats from the same period. These flats are set within large plots with generous amenity space.

### Dominant Materials and Features

Characteristic materials and features include: red brick, stock brick, render, pebbledash, clay tiles, applied half-timbering, chimneys, timber doors and timber casements with leaded lights, steel windows, projecting bays, chimneys, dwarf red brick front garden walls, flat roofs, street trees.

### The Barons

This sub-area includes The Barons and the southern end of Arlington Close. Twickenham Studios forms much of the north western boundary of this area, running along the railway line. These are large, warehouse-type structures with a pebbledash wall that runs in front of them along The Barons. At the south end of Arlington Road is a four-story block of flats dating from c.1970s.

The rest of The Barons is made up of three-storey flats, clearly of the same development, constructed c.1930. Kelvin Drive is a small cul-de-sac which leads off The Barons at its north end; it also has flats with their brick facades and pantiled mansards, as well as two stuccoed houses. The flats have retained their character and appear to contain original steel leaded windows and front garden areas.

Despite the industrial character of the Studios, these streets are tree-lined and the warehouses are not prominent in the general streetscape.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, pantiles, steel leaded windows, hung tiles, chimneys, tree-lined streets.

### Park House Gardens

This sub-area is small and comprises a single street. It has a strongly cohesive and distinct architectural character. Park House Gardens runs north east to south west from the River Thames, though it curves southwards at its south western end. The buildings are semi-detached with Art Deco details though they do not appear to have been built until c. 1950s. The original design appears to be hipped pantiled roofs, crittall-type steel windows that curve around the projecting bays and front doors with a distinctive glazing pattern and multiple jambs. One pair is faced in brick, while the others are largely stuccoed; further research is needed to establish whether there was a uniform approach or not.

At the southern end are the surviving gate piers of Twickenham Park Mansion (demolished 1929) which stylistically are of the early nineteenth century with gault brick piers and a cornice of acanthus mouldings. These form a fittingly stylish feature within Park House Gardens.

### Dominant Materials and Features

Characteristic materials and features include: red brick, stucco, steel windows, stepped red brick front walls, doors with vertical lights and glazing bars and chimneys.

### Threats from development

- Replacement of historic windows and doors with those of modern materials (uPVC) or designs that do not follow the original glazing pattern and opening style.

- Off-road parking in front gardens which results in poorly-defined boundaries when front garden walls are removed.

### Opportunities

- Improving the public realm including around Twickenham Studios, footpaths and reinstating grass verges where they have been tarmacked.



The Barons



Park House Gardens



Twickenham Studios





# Conservation Area 2:

## Twickenham Park

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided below.

### Character Summary

The Conservation Area is situated to the east of St Margarets railway station. It adjoins Crown Road (49) Conservation Area to the west, Cambridge Park (21) to the south and Richmond Road (66) to the eastern corner.

The Conservation Area was designated in 1976 and extended in 1982 to include the western area. Twickenham Park Conservation Area (24) extends eastwards to encompass the north side of Rosslyn Road and the whole of Riverdale Road. The area is defined by residential properties set back in large plots, with high quality landscaped boundaries. The houses predominately date back to the 1870s and provide an affluent Victorian middle class row of houses.

Two listed buildings are located within this Conservation Area. Bute Lodge is a Grade II early nineteenth century Regency House which fronts Park Road and Victoria Lodge is a single-storey stucco gate lodge built in the mid-nineteenth century in the form of a Doric Temple.

### The west end of Riverdale Road

The west end of Riverdale Road contains the most prominent architecturally designed homes. They comprise Victorian Gothic style with strong reference to Scottish Baronial Style with multi-coloured brickwork. The rooflines have a number of turrets, finials, gables and chimneys. The houses sit within large grounds set back from the road and demonstrate well-kept walls, hedges and railings. Cedar trees are a prominent feature along Riverdale Road.

The east side of the road is Italianate in style with three pairs of semi-detached houses. A number of these buildings have been converted into flats which have resulted in the loss of garden areas.

### Dominant Materials and Features

Characteristic materials and features include: architecturally designed homes, Victorian Gothic style, multi coloured brickwork, rooflines featuring turrets, finials, gables and chimneys and large grounds.

### Rosslyn Road

The north side is lined with houses of a similar size and features. To the south is a collection of single storey garages and out buildings associated with houses fronting onto St Margarets Road. Rosslyn Road does not offer the grand features of Riverdale Road. The houses are Italianate in style and multi-coloured brickwork is supplemented by the use of white painted stone and window surrounds. Deciduous trees line the road. Most of the houses have been sub-divided and boundary treatments have suffered as the consequence of provision of car parking.

### Dominant Materials and Features

Characteristic materials and features include: single storey garages and outbuildings, Italianate style properties, multi-coloured brickwork, white painted stone windows and deciduous trees.

### The Barons

The Barons is located close to and has synergies with, the Crown Road Conservation Area (see St

Margarets SPD). The properties are similar to the scale and character of those observed in Riverdale and Rosslyn Road. Numbers 15-24 are pairs of semi-detached villas set at four-storeys which are simpler in style to those observed throughout Twickenham Park Conservation Area. Numbers 1-14 form an impressive four-storey terrace. Eaves and bay windows unify the terrace properties. The setting of these terraces has been affected by the removal of gardens for car parking. The rear gardens remain well defined with high brick walls and mature trees.

### Threats from development

- Loss of front gardens in favour of car parking.
- Loss of traditional architectural features and materials.
- Domination of traffic.
- Domination of split properties.

### Opportunities

- Preservation and enhancement of architectural style.
- Retain and protect front garden boundaries.
- Discourages increasing amount of hard standing surfaces.
- Coordinate property designs.

Conservation Area Statement: [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas/conservation\\_area\\_statements.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm)



Riverdale Road

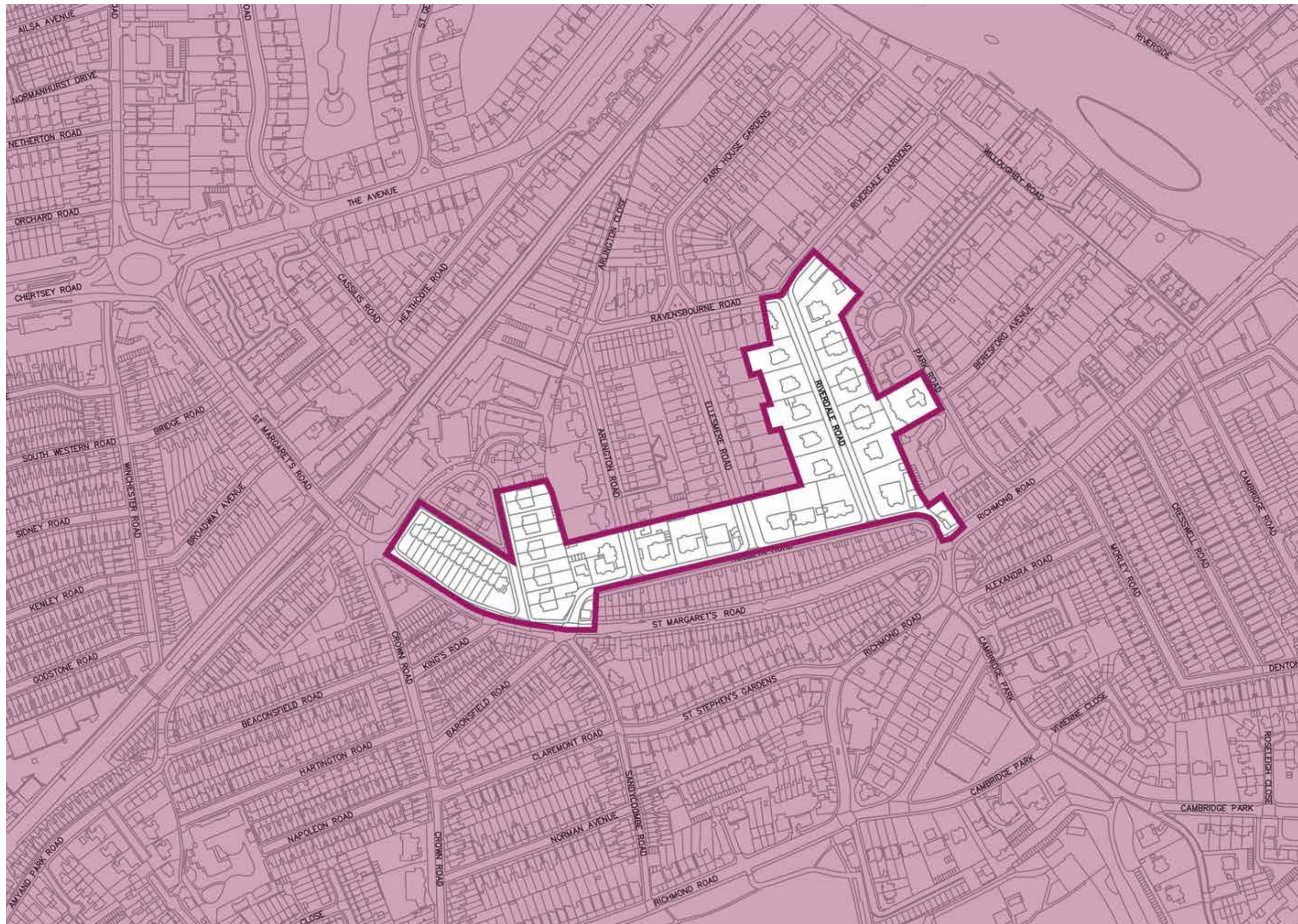


The Barons



Rosslyn Road





Conservation Area 2: Twickenham Park



# Conservation Area 3:

## Beresford Avenue

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided below.

### Character Summary

The Conservation Area is located between Richmond Riverside Conservation Area (4) and Richmond Road Conservation Area (66). The area was designated in 1990.

Beresford Avenue comprises a cul-de-sac development of twenty six semi-detached two storey houses with garages, dating back to the mid-1930s. The International Modern Movement in architecture of the 1920s and 1930s strongly influenced the layout and style of Beresford Avenue. The houses are not uniform but are variations of a style of property. The street itself provides a uniform impression due to the dominant features of the roofs, bays and window forms. House numbers 1 and 3 do not follow this variation. The houses full curve window bays provide a distinctive feature. The curvaceous form and smooth painted surfaces give the houses a clean, bright and modern appearance. The majority of the houses have shallow pitched roofs which are consistent for each pair of houses. Roofs are clad with plain clay or concrete tiles, the hips have bonnet tiles, and there are deep projecting eaves. The chimney stacks are set on the side elevations or centrally and are either rendered or brick according to the principal material of the elevation.

The windows are steel with curved corners set in distinctive curved bays. The elevations of the houses are smooth rendered and painted with the exception of 2, 4, 6 and 8 which are brick. There is a stepped brick detail at the front door which contrasts with the render. Garages are provided as a single storey side extension and have a high parapet with tile coping and timber side hung

doors with a glazed section to each door divided horizontally into two. The front gardens are well planted and the gaps between pairs of houses and the rear gardens are also significant; views of the mature trees and well planted gardens contribute to the spacious character of Beresford Avenue's setting.

### Dominant Material and Features

Characteristic materials and features include: Cul-de-Sac Setting, International Modern Movement architectural influence, uniformed streets, houses vary in style, bay windows, shallow pitch roofs, clad roofs with plain clay or concrete tiles, chimney stacks.

### Threats from development

- Parking Pressures.
- Diminishing property appearance.
- Over development.

### Opportunities

- Preservation and enhancement of the architectural style.
- Restrictions in parking spaces.
- Retention of front boundary treatment and discourage the increase in the amount of hard surfacing in front gardens.
- Coordination of colour and design.

Conservation Area Statement: [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas/conservation\\_area\\_statements.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm)



Beresford Avenue

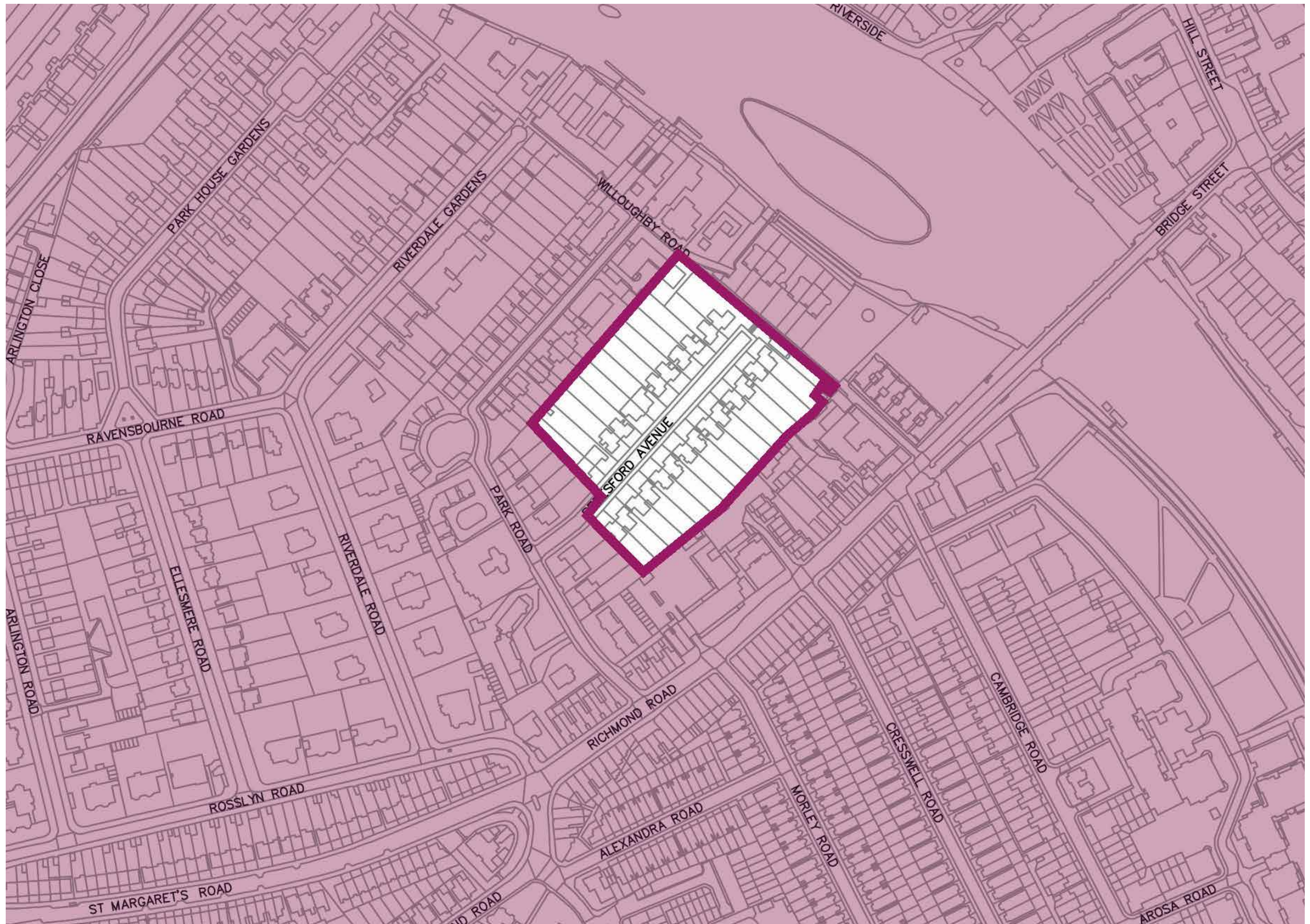


Beresford Avenue



Beresford Avenue





Conservation Area 3: Beresford Avenue



# Conservation Area 4:

## Richmond Road

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided below.

### Character Summary

Richmond Road Conservation Area is located along the commercial stretch of Richmond Road in East Twickenham. This area is surrounded by the Conservation Areas of Beresford Avenue (56), Richmond Hill (5), Richmond Riverside (4).

The Conservation Area was designated in 2003 and forms the busy well planned commercial centre of East Twickenham. There is an important vista along the road towards the bridge, the river and Richmond and then back towards Poplar Court. Architecturally the area is characterised by consistent purpose-built Edwardian shopping parades. These parades are two and a half-storeys in red brick with painted stone lintels and characteristic dormer windows, and retain a good number of original features such as fine traditional shop fronts. A small section of space is created by the recessing of shops 360-364 from the road, and a pair of taller three-storey buildings (numbers 390-392) forms the centrepiece to one of the parades. Variety is provided by an important group of grand Italianate and stuccoed villas on the north side of the road, including Park Lodge and Ryde House which date from the mid-nineteenth century i.e. before the Edwardian developments. The north side includes a former Edwardian Picture Theatre, a 1930s parade and a large modern brick office block.

### Dominant Materials and Features

Characteristic materials and features include: Vista towards the bridge, recessing of shops, Edwardian shopping parades, red brick with painted stone lintels, dormer windows.

### Threats from Development

- Loss of traditional architectural features and materials.
- Lack of coordination in the street scene along Richmond Road.
- Domination of traffic.
- Loss of the original shopfronts.

### Opportunities

- Improvements to the visual appearance of Richmond Road through the redevelopment of Ryde House.
- Comprehensive environmental and highway improvements along Richmond Road.
- Preservation and enhancement of architectural styles.
- Coordination of colour and design.
- Retention of shopfronts.

Conservation Area Statement: [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas/conservation\\_area\\_statements.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm)



Richmond Road

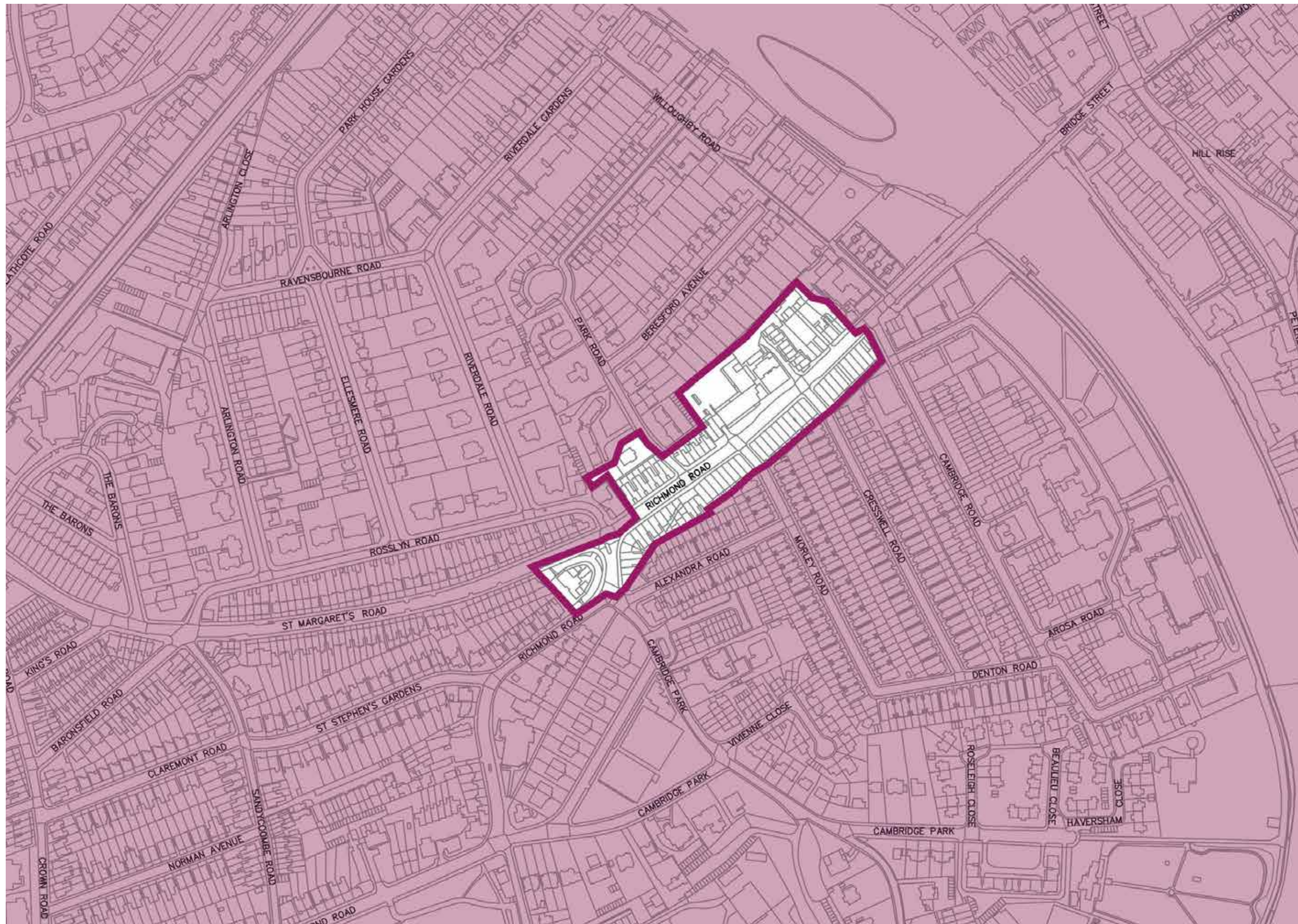


Richmond Road



Richmond Road





Conservation Area 4: Richmond Road



# Character Area 5:

## South of Richmond Bridge

### Character Summary

This character area is bounded by the Conservations Areas of Cambridge Park (21) to its west, Richmond Road (66) to the north and Richmond Hill (5) to its east and south which takes in the riverside area. The A305 (part of Richmond Road) runs to the north of the character area.

The main part of the area consists entirely of terraced streets, of red brick with white detailing and small front gardens originally with low brick walls topped by railings. The consistency and repetition are what make these streets strong examples of unspectacular terraces which provide very desirable accommodation.

Fairlawns, the closes - Vivienne, Roseleigh, Beaulieu and Haversham - and Powers Court were built in the latter half of twentieth century and are essentially orientated around Cambridge Park. Whilst not within the Conservation Area, they are more related contextually with Cambridge Park than Character Area 5.

### Alexandra Road, Morley Road, Denton Road and Cresswell Road

At the centre of this sub-area are a number of streets of terrace housing. These houses are relatively well-preserved, though subject to some typical alterations and have attractive tree-lined streets. Alexandra Road, Morley Road, Denton Road and the west side of Cresswell Road were all developed in the late 1800s / early 1900s; the rest of this sub-area dates from c. 1930. The two phases of development are stylistically distinct but the general character of the streets is consistent.

Alexandra Road is characterised by two-storey, red brick terrace houses with stucco decoration around the doors and windows. They are two bays wide, one of which projects. The roofs are covered

in slate with contrasting clay ridge tiles. The front gardens and tiled paths along this road generally survive with their low brick walls.

At first glance the houses on Morley Road are the same as those on Alexandra Road but with timber porches and less stucco decoration. However, each house has a curious squashed bay with access at ground floor to the rear gardens, making them two and half bays wide.

Morley Road becomes Denton Road at its south end and bends eastwards towards the river. The same pattern of houses continues along this road though with a notable number of houses with overpainted brickwork. The south end of Denton Road dog legs again and ends with a slightly disordered building line of largely the same style of houses as the rest of the street. However, there is one unusually tall and thin three-storey building from c. 1960 which has crittall-style steel windows. It seems likely this was built as flats but in acknowledgement of the surrounding Edwardian houses, it has a gable over its front elevation.

The terraces on Cresswell Road are similar to those on Morley and Denton Roads but with decorative timber porches and what appear to be stone dressings (which have almost all been overpainted). The houses at the north end on the east side are later - c. 1930 though with a similar configuration of two-storeys, two bays wide with front gardens but with rendered first floors and projecting ground floors.

The west side of Cambridge Road was developed at about the same time as the north east section on Cresswell Road and similarly has rendered upper floors and projecting brick ground floors. The front gardens of these houses appear to have had low rubble brick walls, many of which have either been removed or replaced.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, stock brick, pebbledash, slate, clay tiles, gables, timber porches, timber doors, timber sash windows, projecting bays, chimneys, dwarf brick front garden walls, tiled paths, dwarf rubble brick front garden walls.

### North end of Cambridge Road

At the north end of Cambridge Road on the east side is a recently-built terrace of five houses with garages at basement level, ramps off the street and walkways to their front doors. To the south are c. 1950s houses, set back from the road behind brick screen walls with their parking areas fronting the road. To the south, the rest of the street is part of the large recently-built development that forms the rest of this sub-area. This is a large gated development made up of a mixture of houses and apartment blocks. The blocks are five and six-storeys tall and their large footprint makes them seem large for the area. Garages are a common feature of their ground floors. Facing Cambridge Road is a mixture of tall railings and garages with parking spaces for the flats above. The ground floors are generally faced in stucco whilst the upper floors are faced in stock or red brick.

Clevedon Road on the east side overlooks Cambridge Gardens (outside the character area) and the river. On this side the flats have prominent balconies to take advantage of its setting.

### Dominant Materials and Features

Characteristic materials and features include: Stock brick, red brick, render, pebbledash, balconies, integral garages, railings, green amenity space.



Cresswell Road

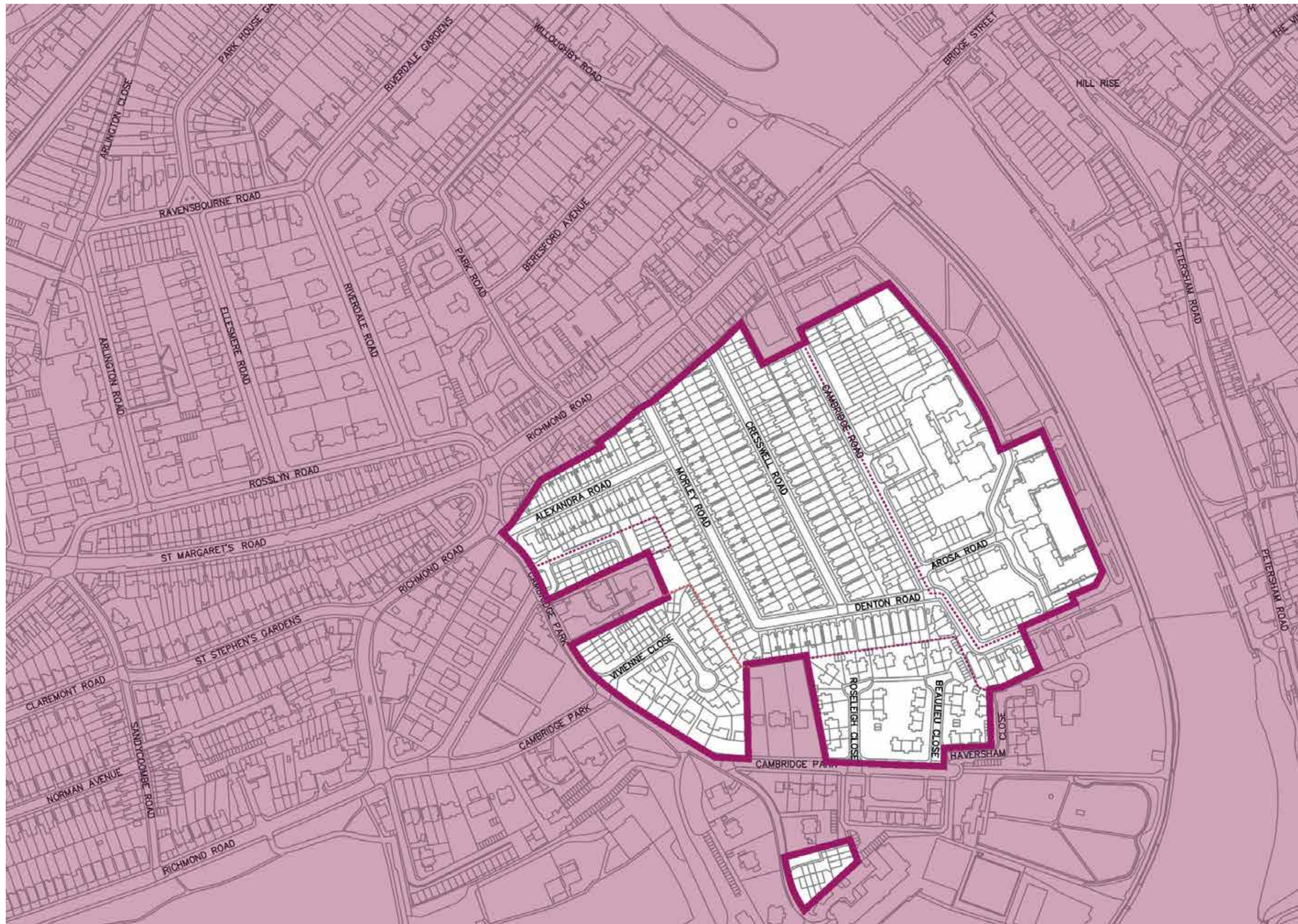


Roseleigh Close



Alexandra Road





Character Area 5: South of Richmond Bridge



# Character Area 5:

## South of Richmond Bridge

### Fairlawns

This sub-area consists of Fairlawns which is a small secluded close of two terraces accessed off Cambridge Park. These terraces appear to have been built c. 1970 and are at right angles to each other. They are three-storeys tall with uPVC weatherboarding and brick piers between each house. The flanks of the terraces are also brick. In front of the houses are parking areas (two strips of concrete seems to be the original treatment).

### Dominant Materials and Features

Characteristic materials and features include: Stock brick, weatherboarding, parking areas in front of the houses.

Whilst not within the Cambridge Park Conservation Area, the layout and form of this sub-area are more related contextually to it, rather than to the terraced character of other parts of this character area.

### Vivienne Close

Vivienne Close is another cul-de-sac off Cambridge Park. The buildings are a range of short terraces and semi-detached two-storey houses. This appears to have been developed in the 1980s. The houses have brick ground floors and hung tiles on the first floors and the windows and doors are now largely uPVC. The ends of the terraces and semi-detached houses have attached garages. The plots are quite spacious and the houses are surrounded by lawn with no prominent boundaries, giving the Close a spacious feel.

This development continues east along Cambridge Park with a number of semi-detached pairs and more recently-built detached houses, though in the same style. These too have large front lawned gardens with space for parking.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, clay tiles, chimneys, garages, planted front gardens.

### Roseleigh Close, Beaulieu Close and Haversham Close

Roseleigh Close, Beaulieu Close and Haversham Close are of a similar date as the buildings on Vivienne Close but are more distinctive due to the green hung tiles that have been used on the projecting two-storey bays of each house. Roseleigh Close and Beaulieu Close are physically linked by a path and form three sides of a square on Cambridge Park. Most of the houses are semi-detached but there are a few terraces of three on Beaulieu and Haversham Close. Their projecting bays with the unusual green emphasis of the tiles and projecting porches give these buildings a distinctive compositional rhythm.

Like the buildings in Vivienne Close they are set apart on large plots with few prominent boundaries giving these closes an attractive, cohesive character.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, projecting bays, green hung tiles, enclosed porches, clay tiles, chimneys, lawned communal space.

### Powers Court

Powers Court, like Fairlawns, is a cul-de-sac of two c.1970s three-storey terraces at right angles to one another. The upper floors are tile hung; the rest of the front facades are clad in white panels and between each house are thin brick piers. The windows are now all in uPVC. Three of the houses have integral garages in their ground floors which is presumably a subsequent alteration. Their porches



Vivienne Close



Haversham Close



Morley Road



are open with one side enclosed with geometric concrete tiles.

The layout has incorporated a mature tree which enhances the ‘leafy’ character of this sub-area. The front gardens have parking areas (concrete) and paths to the front doors.

### **Richmond Bridge Estate**

Located along Clevedon Road, the estate is a partially privatised modern development constructed in the twenty first Century. The estate is founded on a number of large blocks, around four to five storeys, which intend in some ways to mimic the early twentieth Century blocks close to Richmond Bridge, such as Richmond Bridge Mansions, in terms of scale. The estate is a major feature on the riverfront, overlooking the river and buffered slightly by mature greenery surrounding the estate. The blocks are characterised by stock brick, cream render on the ground and top floors, pyramid hip roofs and projecting balconies.

### **Dominant Materials and Features**

Characteristic materials and features include: Hung tiles, stock brick, geometric concrete tiles, concrete,

### **Threats from development**

- Overpainting of brick facades and stone dressings. This detracts from the visual character of the area and can also trap moisture within the wall.
- Replacement of historic windows and doors with those of modern materials (often uPVC) or designs that do not follow the original glazing pattern and opening style.
- Removal of front garden boundaries for off-road parking; this trend threatens the orderly character of the streets.

- Removal of original front garden boundaries and replacement with a different design and/or material. This threatens the regularity of the terraces.

### **Opportunities**

- Improving the public realm - especially the quality of footpaths and reducing potholes/subsidence.



# Conservation Area 6:

## Cambridge Park

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided below.

### Character Summary

Cambridge Park Conservation Area (21) is situated between the north boundary of Marble Hill Park and Richmond Road. It is surrounded by Richmond Riverside (5), Richmond Road (66) and Twickenham Park (24) Conservation Areas.

The area was designated in 1974 but has been extended a number of times. In 1982 the Conservation Area was extended to include Sandycombe Road and in 1988 it was extended to include Norman Avenue. The final extension was in 2001 to include Cambridge Park Court.

### St Stephen's Passage

There are two prominent features to this area; St Stephen's Passage and the Bowling Green. St Stephen's Passage is a short cut through to the corner of Richmond Road leading to Richmond Bridge. There is a narrow strip of land which has dictated the tall, semi-detached villas being built which contain five-storeys. Some of these buildings have been converted to flats which have minimal surrounding land and overlook both Richmond Road and St Stephen's Passage. The majority of these are brick with Italianate detailing featuring strong stucco bays, tripartite windows, eaves brackets and moulded architraves. These tall buildings provide a strong boundary to Richmond Road. The Bowling Green with its mature planted boundary is a key feature within the Conservation Area.

Properties on the opposite side of St Stephen's Passage overlook the Bowling Green, with substantial gardens to the front and rear. The

boundary definition by St Stephen's Passage is clearly defined by strong boundary treatment facing Cambridge Park including hedges, mature trees and brick walls.

To the eastern side of the Bowling Green the buildings are three to four-storeys but are detached double fronted mansions. These plots are spacious with long sweeping drives allowing for mature gardens.

### Dominant Materials and Features

Characteristic materials and features include: Brick with Italianate detailing, strong stucco bays, tripartite windows, eaves brackets and moulded architraves, strong boundaries, Bowling Green.

### St Stephen's Gardens

This is a later development within the Conservation Area and includes St Stephen's Gardens. The houses have been designated Buildings of Townscape Merit. Semi-detached Edwardian properties with features such as gables, handsome porticos, red and white sculptured stone, large balconies, creepers and flowers everywhere. The rich red brick work and strong white features of decorative parapets along with the double height bays provide a striking appearance. Landscaping in the form of creepers and planting are also very evident.

The road is a mixture of Victorian and Edwardian houses of elaborate styles. Turner's House, Sandycombe Lodge, dates back to the 1810-1813 and was originally called Solus Lodge; a listed building. Interesting features within this property



Cambridge Park

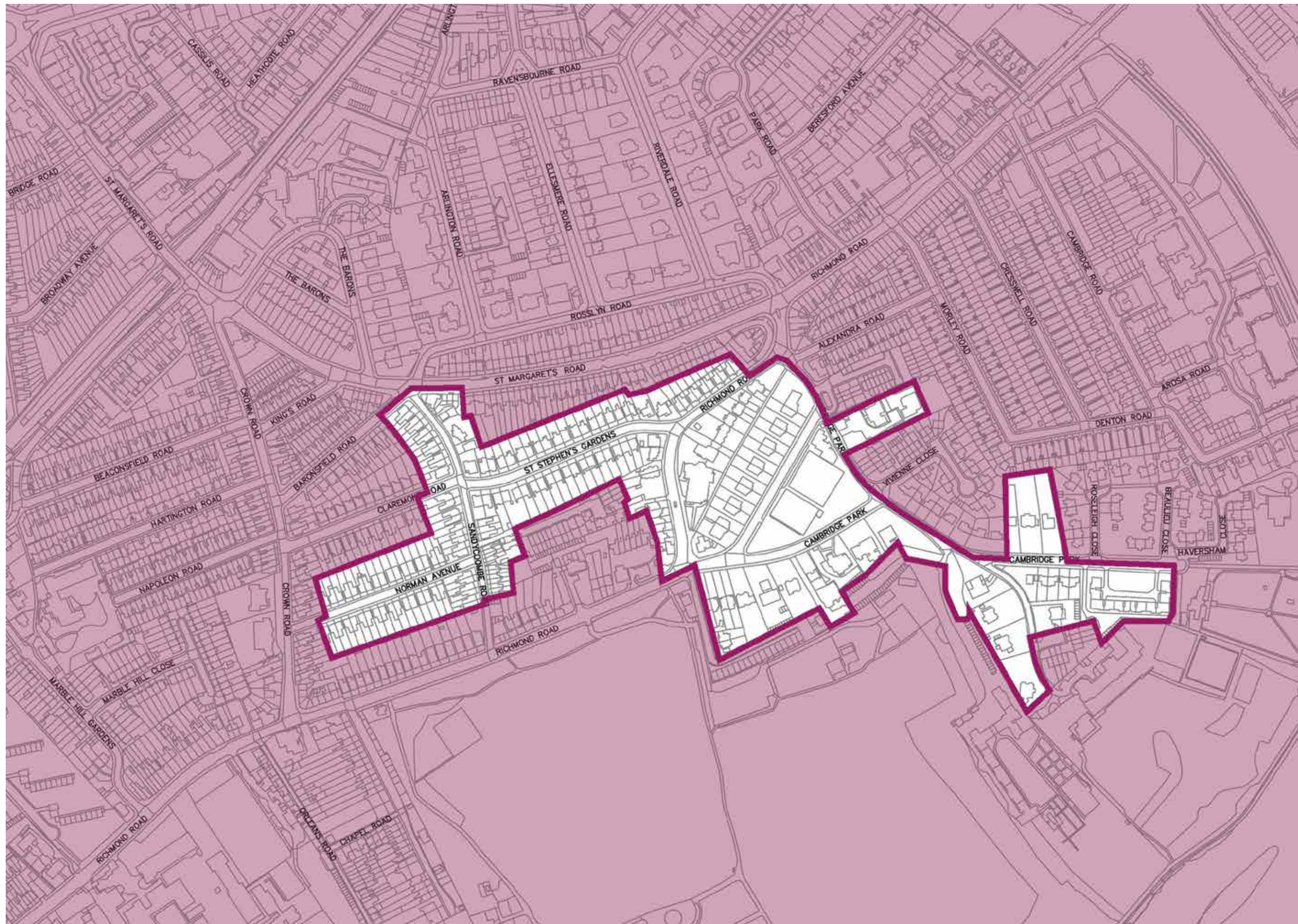


Sandycombe Road



St Stephen's Gardens





Conservation Area 6: Cambridge Park



# Conservation Area 6:

## Cambridge Park

include small balconies and iron detailing and overhanging roofs. The garden holds importance and adds colour to the streetscene.

Properties opposite Turner's House 31-51 Sandycombe Road are all designated Buildings of Townscape Merit and have Edwardian detailing. These properties have a mixture of French and Italian style architecture. Towards the south of Sandycombe Road are smaller cottages which date back to the nineteenth century; all of which have small trellis porches.

### Dominant Materials and Features

Characteristic materials and features include: Semi-detached Edwardian properties, gables, porticos, red and white sculptured stone, large balconies, landscaping.

### Norman Avenue

Norman Avenue dates back to around 1898 and hosts a number of semi-detached properties similar to St Stephen's Gardens. The properties here have red brick frontages with gable ends, slate roofs and terracotta string courses.

### Dominant Materials and Features

Characteristic materials and features include: Semi-detached properties, red brick frontages, gable ends, slate roofs and terracotta string courses.

### Richmond Road/ St Stephen's Church

Richmond Road provides an important route through the Conservation Area. Richmond Road has high quality red brick detailing with gables and forms a landmark group of properties.

Built in 1874 St Stephen's Church dominates this area. An additional extension was undertaken in 1907 and is now prominent to the Conservation

Area. The entrance to the church is covered in timber and is an inviting corner feature, set at an angle with the ability to welcome people from Richmond Road.

### Dominant Materials and Features

Characteristic materials and features include: High Quality red brick detailing with gables, landmark properties, Church dominates surroundings.

### Threats from Development

- Loss of traditional architectural features.
- Loss of front gardens due to car parking pressures.
- Lack of coordination in street furniture.
- Unsympathetic development.

### Opportunities

- Preservation and enhancement of architectural style.
- Retain and enhance front boundary treatment.
- Improve the street furniture.
- Improve pedestrian facilities.

Conservation Area Statement: [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas/conservation\\_area\\_statements.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm)



Norman Avenue



St Stephen's Church



Richmond Road







# Character Area 7:

## Richmond Road opposite Marble Hill Park

### Character Summary

This character area takes in the section of Richmond Road that faces Marble Hill Park, running along its north side. It also includes Henrietta Court and Gibson Mews which form a cul-de-sac off Richmond Road, and part of Dorchester Mews to the north. To the north and east is Cambridge Park Conservation Area (21).

Between Sandycombe Road and Crown Road are a series of closely-built detached houses from c. 1914. These consist of two similar designs; the majority are two bays wide with a bay window at ground floor and an inset doorway with a round-headed porch with a decorative brick and flanking columns. The ground floors are red brick, while the first floors are pebbledashed (these have been subsequently overpainted). The roofs are pitched with clay tiles and each has a large front-facing dormer. There are eight houses of a slightly different design at the east end, with a gable over one of the bays incorporating applied half timbering. The position of their front doors is not uniform; a couple have elaborate timber porches which are used as balconies for the first floor. These houses have small front gardens, set behind low stock brick walls, some of these gardens have been converted to provide parking.

East of Sandycombe Road is a recently-built red brick three-storey block of flats and three pairs of prewar semi-detached houses. The houses display the familiar features of this era, with applied half-timbering, gables and casement windows. To the east of them is Yelverton Lodge, reputedly with an eighteenth century hunting lodge at its core; it has been subsequently altered and extended. It is two-storeys tall, with a carriage arch at its west end and a nineteenth century veranda. The windows have unusual architraves and are multi-paned casements with upper spandrels. It is set back from the road behind a long lawn; unfortunately on its west side

a red brick block was constructed in the 1950s which detracts from its setting.

Henrietta Court and Gibson Mews form a gated community accessed from Richmond Road, on the east side of Yelverton Lodge. Fronting onto the road is a block of three-storey flats. On Gibson Mews is a terrace of six houses, each of two bays with a mansard roof; these are all in stock brick with red brick details.

To the north is Dorchester Mews, another recently-built gated development of three-storey houses and flats leading off Sandycombe Road. These have rendered and stock brick elevations with pitched, slate roofs. The space in front of the flats and in the courtyard at the end of the Mews is used for parking.

The Richmond Road is a busy traffic thoroughfare but the views over Marble Hill Park make this character area feel green and spacious.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, stock brick, pebbledash, slate, clay tiles, applied half-timbering, gables, timber porches, balconies, timber doors, timber casements, timber sash windows, projecting bays, chimneys, dwarf brick front gardens walls.

### Threats from development

- Overpainting of brick facades. This detracts from the visual character of the area and can also trap moisture within the wall.
- Replacement of historic windows and doors with those of modern materials (uPVC) or designs that do not follow the original glazing pattern and opening style.

- Removal of front garden boundaries for off-road parking; this trend threatens the orderly character of the streets.

### Opportunities

- Improving the public realm – especially street furniture and footpaths.



Richmond Road

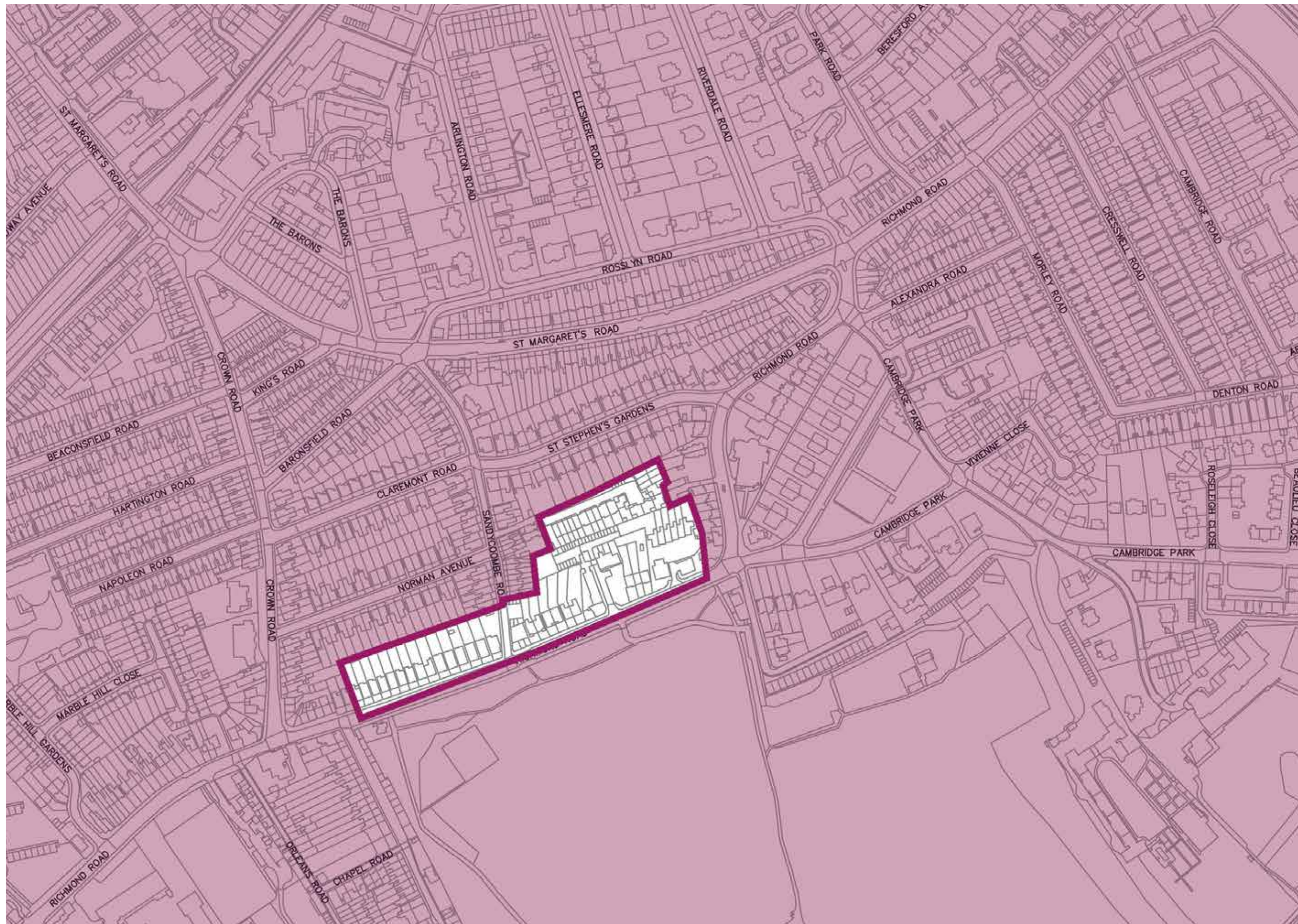


Richmond Road



Richmond Road





Character Area 7: Richmond Road opposite Marble Hill Park



# Character Area 8:

## St Margarets Road

### Character Summary

This is a small character area taking in both north and south sides of St Margarets Road along the section that has not been designated a Conservation Area, south of Rosslyn Road.

The buildings along this stretch of road were all built as houses, though some have been converted to flats.

On the north side the houses are interwar terraces (usually six houses in a terrace). Each are two bays wide; one has a curved projecting two-storey bay with a gable above and the other has a projecting bay at first floor, over-hanging the door and forming a porch. These houses have applied half-timbering on the first floor elevations and red brick ground floors. Many have been altered with uPVC windows, rooflights and infilled porches. Although the general configuration of the houses is the same on this side of the road, there are small variations, for example in the design of the applied half-timbering. The houses have front gardens which are generally planted; none have been converted to provide parking. Most have low red brick walls of varying age.

On the south side of the road the houses are of five different designs. The terraces at the east and west ends are Victorian and were developed by 1898. The others are later but are shown on the 1915 OS map. The terrace at the east end is red brick with stucco decoration. These houses are three-storeys tall plus a raised basement, the top storey is a mansard roof. They also have projecting two-storey bays. A couple retain their original low walls with ironwork railings on top as well as their iron gates, the preservation of which should be encouraged.

Working eastwards, the next terrace is more decorative. Also in red brick, these houses have

shaped gables, stucco quoins and decorative panels between the ground and first floors. The surviving sashes also have decorative glazing bars. Adjacent, the terrace is simpler and stylistically belongs to the early twentieth century. These houses have pebble-dashed first floors, simple, triangular gables and again, decorative glazing bars. They also display simple brick detailing around the doors and ground floor windows. Next to this terrace are three stepped houses, forming a short terrace of a slightly eccentric design with gables with Venetian windows and bargeboards.

At the west end is a long Victorian terrace comprised of stock brick over three-storeys and raised basements. The stucco decoration is similar to the other Victorian terrace in this character area. Many of these houses retain their original boundary treatment: low walls with iron railings on top. Some tiled paths also survive.

This road is a busy thoroughfare but owing to the greenery of the front gardens and street trees and the consistency of the building line, the character along this stretch has an attractive regularity and 'leafy' quality.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, stock brick, stucco, slate, clay tiles, applied half-timbering, timber doors and timber casements with leaded lights, timber sash windows, projecting bays, gables, chimneys, dwarf brick front garden walls, decorative ironwork railings, iron gates, tiled paths, street trees.

### Threats from development

- Overpainting of brick facades. This detracts from the visual character of the area and can also trap moisture within the wall.
- Replacement of historic windows and doors

with those of modern materials (uPVC) or designs that do not follow the original glazing pattern and opening style.

- Removal of front garden boundaries and replacement with different design/material. This undermines the regularity of the terraces and results in a loss of decorative detail.

### Opportunities

- Improving the public realm – street furniture and the footpaths.



St Magarets Road

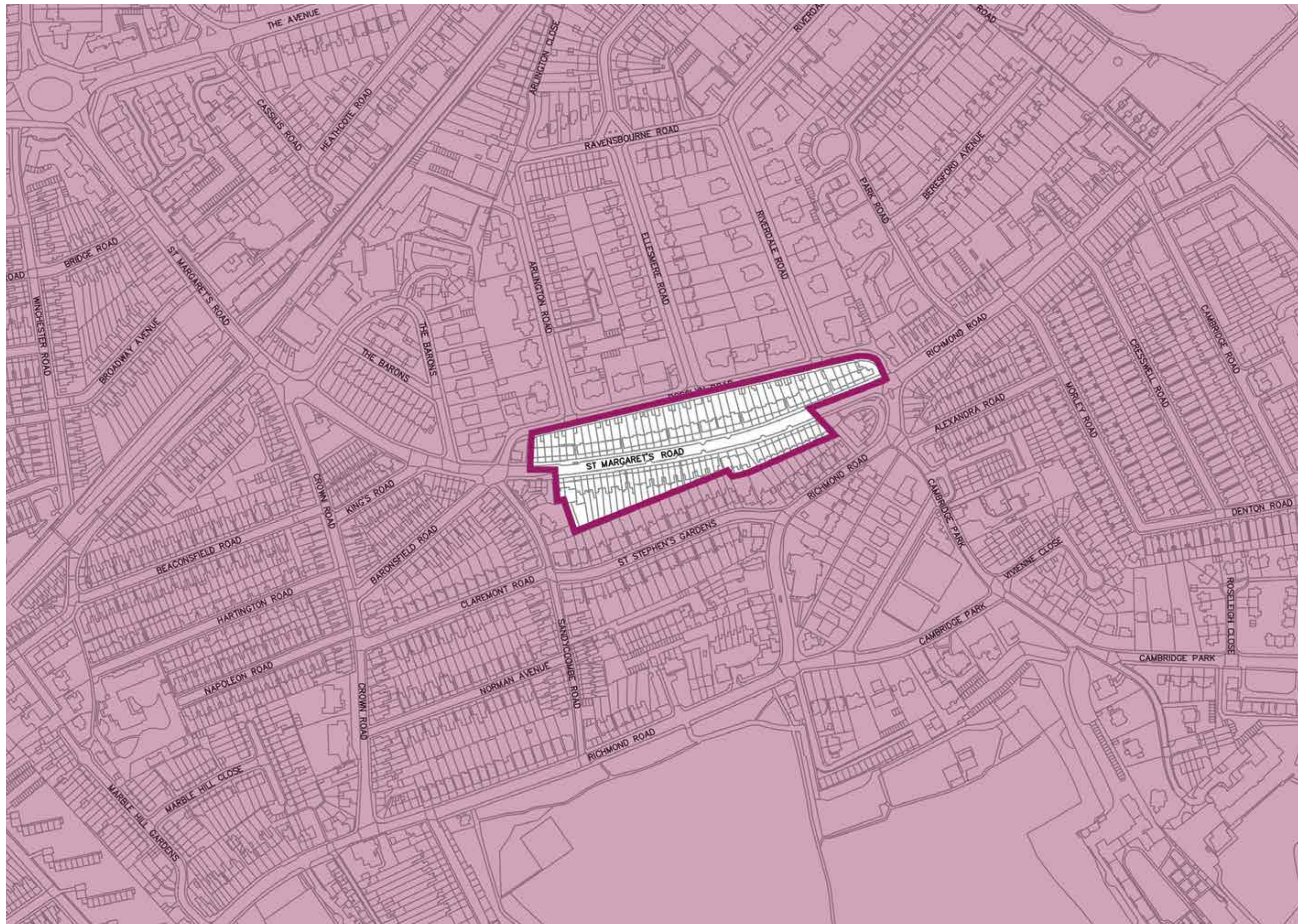


St Magarets Road



St Magarets Road





Character Area 8: St Margarets Road



# Conservation Area 9:

## Richmond Hill (East Twickenham side)

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided below.

### Character Summary

The Twickenham Bank is an open landscape of large gardens, trees and spaces, reinforcing the rural character of the wider area and offering a transition between Richmond, on the opposite bank and Marble Hill Park. The area includes exceptional views of Richmond Hill, its landscape setting and key landmarks including the Star & Garter Home, Richmond Bridge and Glover's Island.

The Conservation Area covers a number of roads including Denton Road, which is a narrow and well defined street enclosed by vegetation.

Haversham Close has a number of post war semi-detached houses with ample front gardens which contribute to the rural character of the area.

Clevedon Road includes a number of private modern blocks of flats, with prominent views of the river, alongside semi-detached post war housing. These are all set back from Cambridge Gardens, which is an area of open space with key community functions and strong views to the Richmond bank.

A small section of Richmond Road is included in the Conservation Area, including properties with roofs with distinctive turrets, set off by a magnificent plane tree on the approach to the towpath.

### Dominant Materials and Features

Characteristic materials and features include: Views to key surrounding landmarks, rural setting with high quality vegetation, The Meadowbank, distinctive turrets.

### Threats from development

- Disrupting the balance of the river and landscape-dominated setting, including the potential obstruction or spoiling of views.
- Loss of traditional architectural features and materials due to unsympathetic alterations.

### Opportunities

- Improvement and protection of the river and landscape setting.
- Improvements to Warren Gardens.
- Preservation and enhancement of the architectural style.
- Retain and enhance front boundary.
- Coordination of colour and improvement of highways conditions and pedestrian convenience, and rationalisation of and improvements to signage and street furniture.

This character summary only accounts for the Conservation Area located in East Twickenham. For the character summary of the Richmond Bank, see the Conservation Area 12 in the Richmond and Richmond Hill Village Planning Guidance Booklet.

Conservation Area Statement: [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas/conservation\\_area\\_statements.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm)

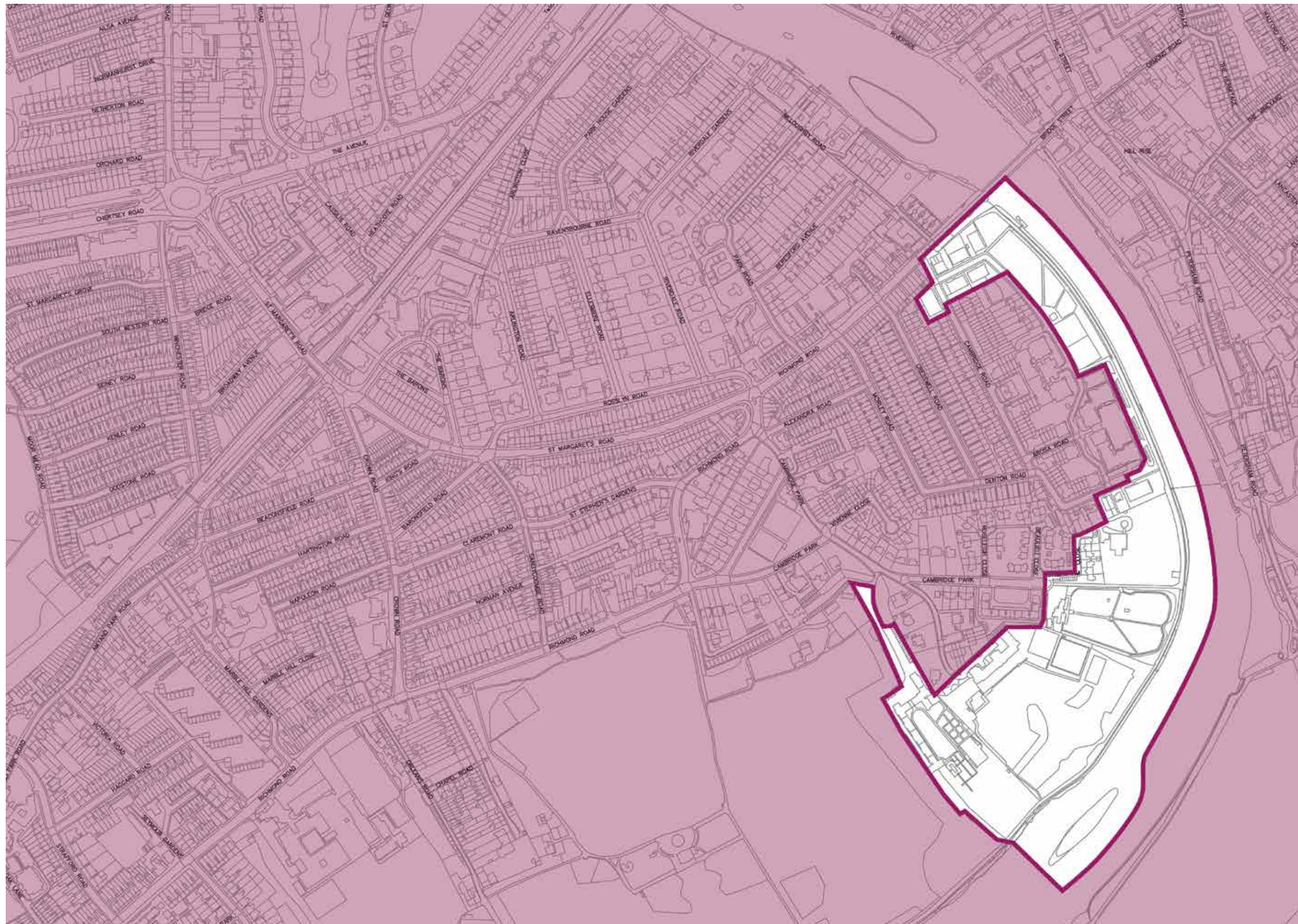


View from Cambridge Gardens



Haversham Close





Conservation Area 9: Richmond Hill



# Conservation Area 10:

## Richmond Riverside (East Twickenham side)

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided below.

### Character Summary

The East Twickenham bank of the Conservation Area extends along the whole frontage between Richmond and Twickenham Bridges and encompasses Park Road which extends into the interior of East Twickenham. The area is in close proximity to St Margarets (19) and Beresford Avenue (56) Conservation Areas.

The Twickenham river frontage has remained essentially rural in character with the nineteenth century grid layout of roads of Park House Gardens, Riverdale Gardens and Park Road stopping short of the river on the line of Willoughby Road and Duck's Walk. The area is defined by free standing buildings in a well treed setting and the scale of buildings reduces as you move away from Richmond Bridge.

Park Road contains good examples of ornate Victorian houses and some early back-to-back dwellings. The street is well provided with mature trees particularly on the west side and north end. The street has a good sense of enclosure and is an area of distinct high quality townscape.

Willoughby Road and Duck's Walk are primarily pedestrian, forming part of the river path and offer occasional views of the river between housing and gardens. Willoughby Road includes the red brick mansion block of, Richmond Bridge Mansions; which is the most dominant built element on this part of the Twickenham bank. The north end has a more rural character, with Duck's Walk running close along the river. The route is enclosed by walls and vegetation with occasional views to houseboats and the River beyond.

### Dominant Materials and Features

Characteristic materials and features include: Free standing buildings of varying scales, green and well treed bank, ornate Victorian housing, Willoughby House.

### Threats from development

- Development pressure which may harm the balance of the river and landscape dominated setting; obstructing views and landmarks.
- Loss of traditional architecture features and materials due to unsympathetic alterations.

### Opportunities

- Improvement and protection of river and landscape setting.
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Continue the careful coordination of colour and design and improvement in quality of street furniture and flooring, including improvements to space in front of development along Richmond Riverside.

This character summary only accounts for the Conservation Area located in East Twickenham. For the character summary of the Richmond Bank, see Conservation Area 13 in the Richmond and Richmond Hill Village Planning Guidance Booklet.

Conservation Area Statement: [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas/conservation\\_area\\_statements.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm)



Willoughby Road



Willoughby Road



Duck's Walk





Conservation Area 10: Richmond Riverside



# 7. Features and Materials

**The architectural features and palette of materials used in the construction and decoration of buildings are a large part of what makes up the character of an area. They vary depending on when and where a building was constructed. Even for buildings of the same period, subtle differences in construction materials can be what distinguish buildings in one part of the country from another, contributing to local distinctiveness.**

## Materials

East Twickenham includes a variety of distinct areas of character from a variety of periods, supporting a variety of materials and features. Through the eighteenth, nineteenth and even into the early twentieth century, a palette of similar materials predominates in house building. Using the correct materials (such as stock and red brick, clay tiles, slate and timber) is important for any repairs, alterations or extensions to existing buildings but also should be a consideration for any new development if it is to respect the context and character of the area. This is also important as traditional materials allow a building to 'breathe' (allow air to circulate and the materials to both absorb water when it rains and subsequently dry out). Using modern, impervious materials can trap water and cause damp. Sourcing materials is very important, and it is always advisable to ask for samples that you can look at on site and compare with the palette of existing materials. In the context of historic buildings it is useful to look at the directory of specialist professionals on [www.buildingconservation.com](http://www.buildingconservation.com).

## Features

**Victorian:** The Victorian period (1837-1901) saw an explosion of different styles and technological innovation. House building increased at a great rate to deal with the surge in population. The terraced house continued as the most popular and proliferate form of housing but mansion blocks of flats became increasingly common in London through the nineteenth century for all classes of people. Whilst Classicism retained a strong foothold through Queen Victoria's reign and the simple, brick terraced house persisted, particularly as the most basic form of housing, the Gothic Revival is most commonly associated with this period and was popular as a way of enlivening houses. Brick was still the basic load-bearing material for most buildings during this period though decorative coloured elements became more popular. Renders and ornament (the latter usually made from artificial stone) also became more widespread.

The area around St Margarets Road and Richmond Road is predominantly Victorian. St Margarets Road contains terraces with a variety of different styles, notably at the east end which are red brick with stucco decoration, three-storeys high with raised basements and the top storeys with mansard roofs. Similar terraces can be found at the west end of the street where these have retained their original boundary treatments with low walls and iron railings atop.

Park Road (north) contains good examples of ornate Victorian houses and some early back-to-back dwellings. To the north, Arlington Close hosts an attractive standalone Victorian house on the west side built from gault brick flanked by both post-war and interwar development. Riverdale Road contains the most prominent architecturally designed homes; they are Victorian Gothic in style with strong reference to Scottish Baronial Style with multi-coloured brickwork.

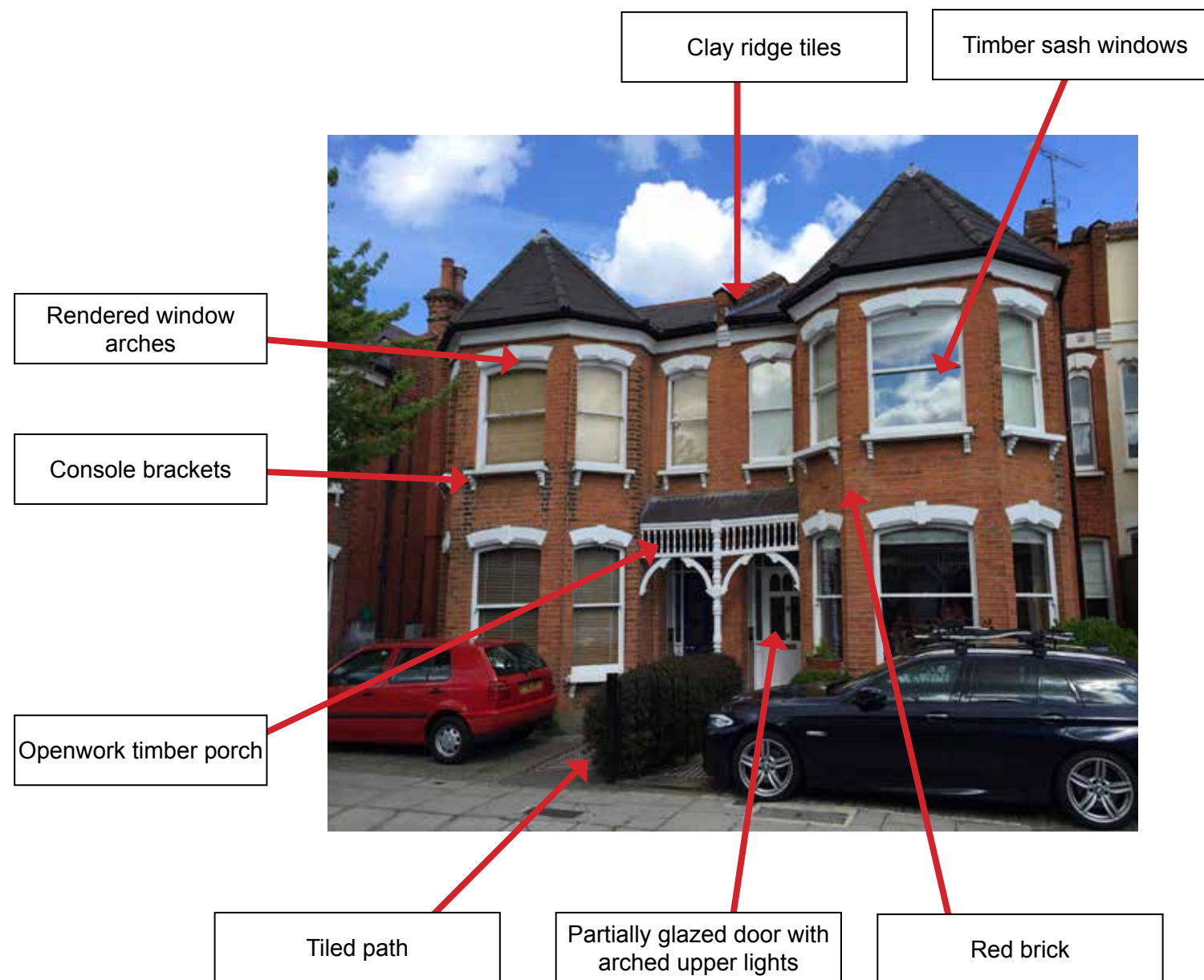
**Edwardian and Late Victorian:** The Edwardian period was a high point in traditional construction and late-Victorian architecture is often indistinguishable from that of this period. The architecture of this period confidently mixes features from numerous styles which can be found across East Twickenham. Richmond Road is characterised by purpose built Edwardian shopping parades which are two and a half storeys of red brick with painted stone lintels and characteristic dormer windows, which also retain their fine traditional shop fronts.

St Stephens Gardens includes semi-detached Edwardian properties with features such as gables, handsome porticos, red and white sculptured stone, large balconies, creepers and flowers.

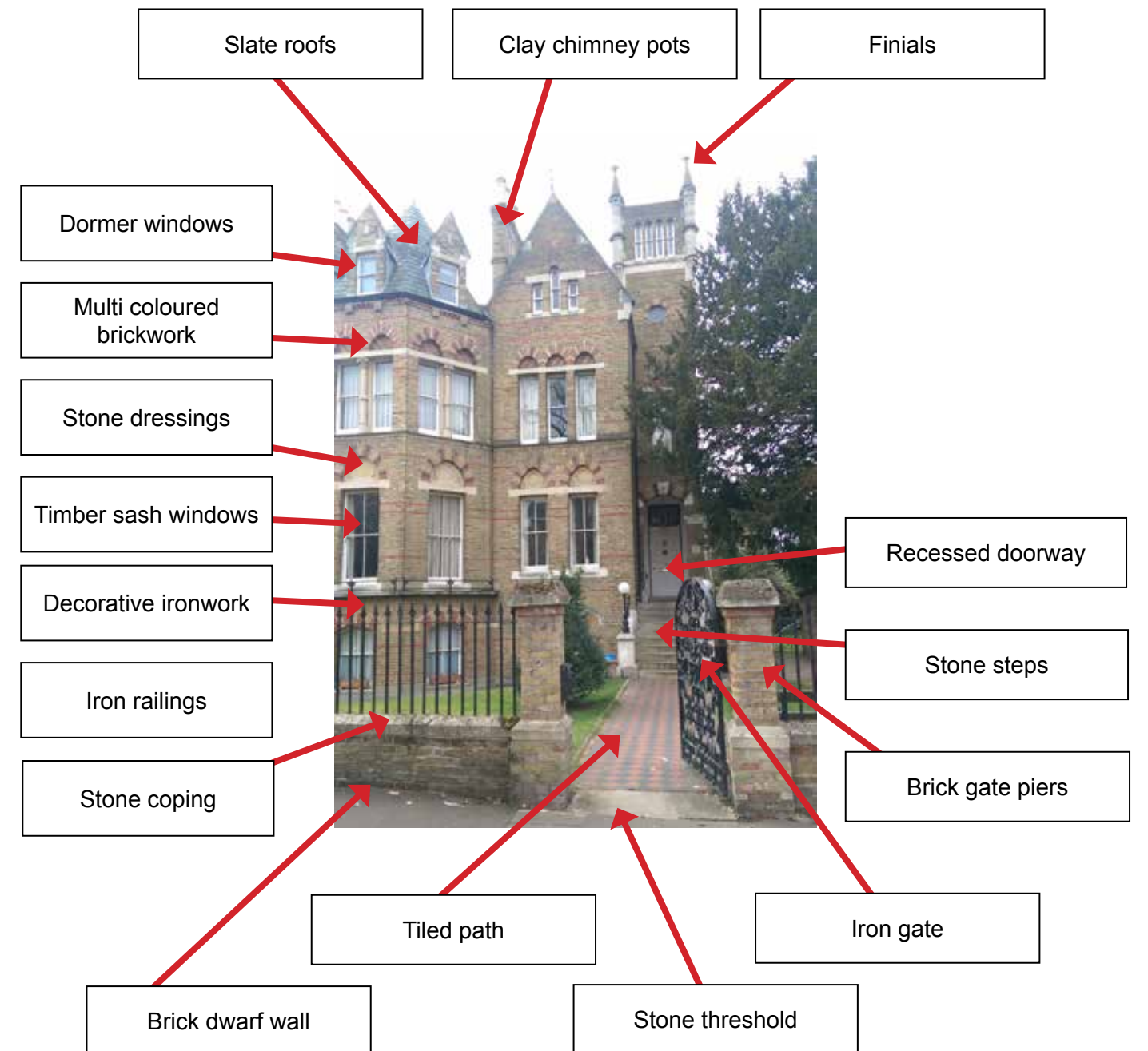
Arlington Road has a number of large blocks of flats and the notable Trevelyan House, which has been constructed using multi-coloured brick and includes some ornate



## VICTORIAN



## EDWARDIAN





# 7. Features and Materials (continued)

details including string courses and decorative architraves around the buildings' many windows.

Morley Road and Cresswell Road both host attractive and well maintained runs of semi-detached Late Victorian houses. Morley Road is defined by angled bay windows with turreted gables, distinctive windows cornices and the majority retain their detailed timber porches. Further west, Sandycombe Road hosts an attractive curved row of Edwardian semi-detached properties, with both angled and projecting bays and a variety of window detailing, balustrades and stained glass. One set in particular hosts interesting circular dormer windows emerging from projected gables.

**Interwar housing:** Throughout the area interwar housing defines key routes and tributary roads. The vernacular semi-detached houses that became popular pre-WWI became regularised into the standardised designs of the 'Mock-Tudor semi'. Along the northern side of St Margarets Road, terraces of this type line the main road. Each are two bays wide; one has a curved projecting two-storey bay with a gable above and the other has a projecting bay at first floor, over-hanging the door and forming a porch. These are set back from the road and contribute to the openness and views along the road.

There are a number of other examples including Ellesmere Road which consists of

large interwar detached houses displaying many of the typical features of this period, such as applied half-timbered gables and bay windows. Beresford Avenue comprises a cul-de-sac heavily influenced in layout and design by the International Modern Movement of the 1920s and 30s and is part of the Conservation Area due to the level of preservation and conformity of style.

Park House Gardens is another strong example of interwar architecture including crittall windows with curved bays. Towards the east end of the street there is a more pronounced art deco influence including pastel coloured painting and circular porthole windows.

**Post war (60s and 70s):** A radical shift away from the traditional styles of the past century occurred with Modernism and a new attitude to architecture and place-making. Blocks of flats were seen as the ideal solution to increasing density though the regular terraced house and low rise blocks of flats and maisonettes persisted.

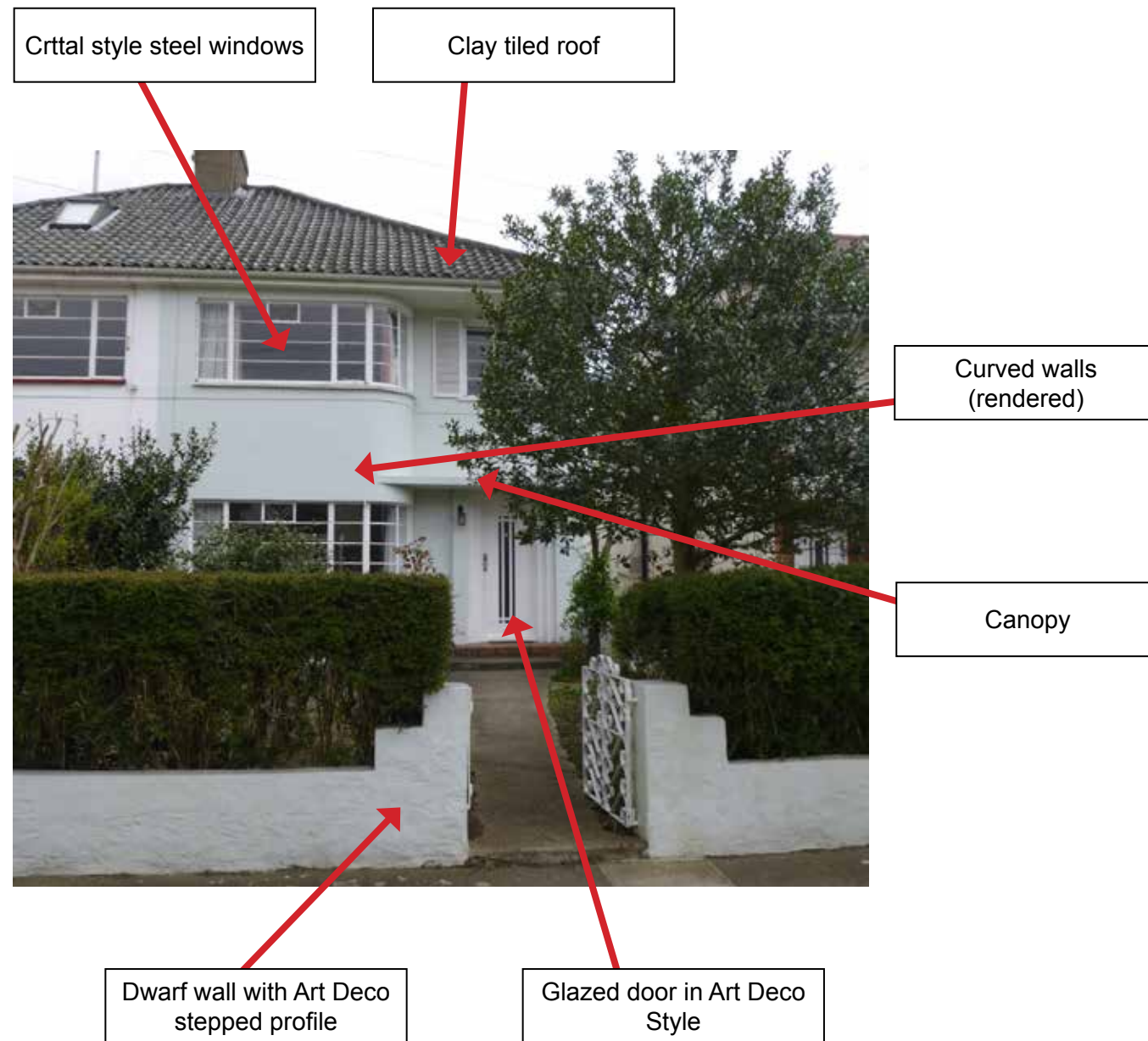
Examples of post-war development are limited to a number of tributary roads along Cambridge Park, including Vivenne and Haversham Close which include cantered bays with hung tiles set against red stock bricks. These are set on generally attractive roads with mature trees and ample front gardens, particularly Haversham Close.

They can also be found in an extremely desirable location, looking out over the river. Clevedon Road hosts a row of semi-detached houses with hung tiles, painted first floor brick and large front gardens, the majority maintaining mature trees. These properties back onto Cambridge Road with set-back garages with interesting lattice brick work.

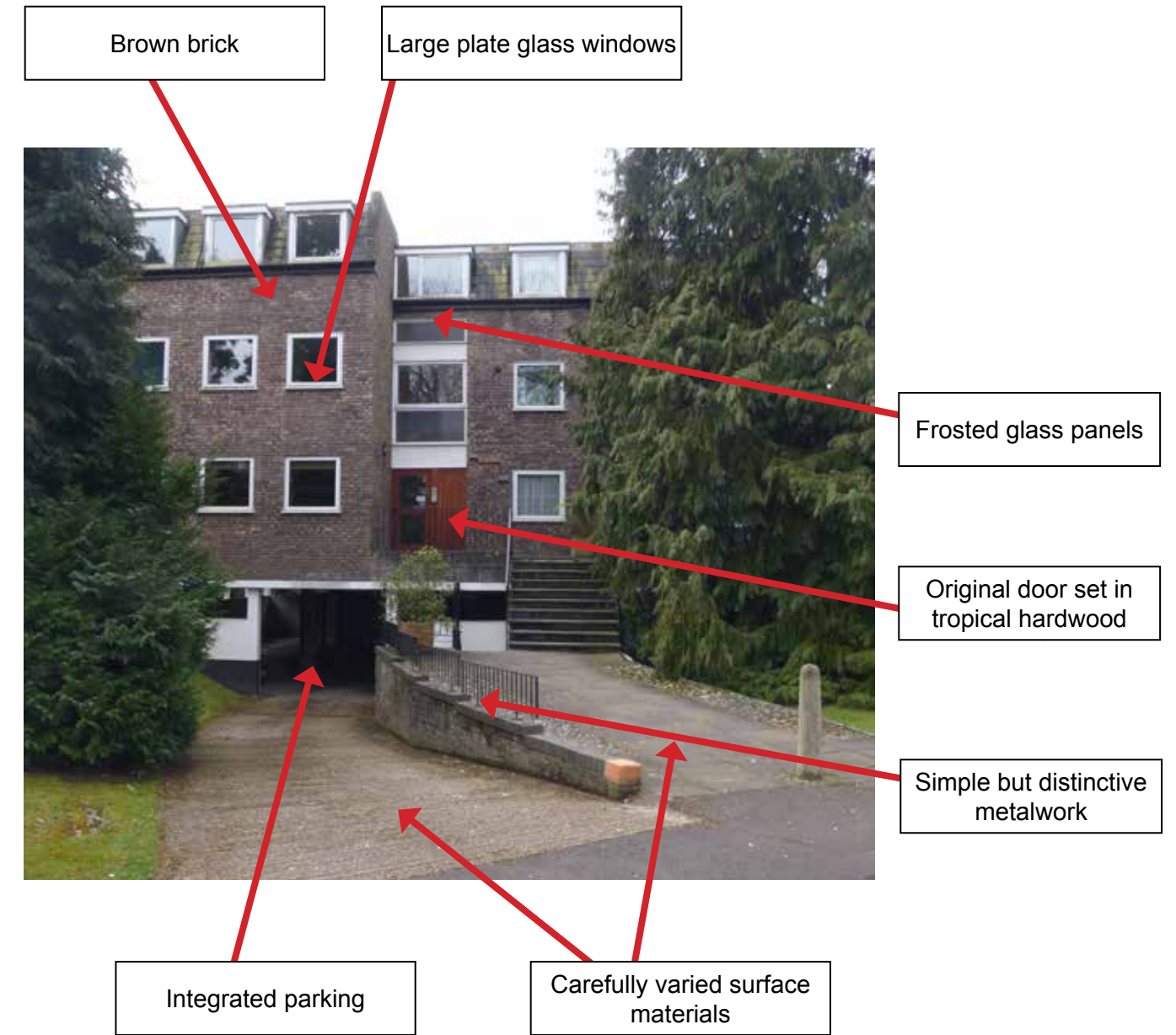
**Contemporary:** Recent development less rigorously conforms to a particular style or ethos. Higher density developments are more common as the pressure on land is greater. Given the local context, modern development is fairly limited within the East Twickenham area. Clevedon Road and Cambridge Road host examples of modern housing and apartments. The development on Clevedon Road includes a gated community of large four to five storey blocks of flats with stock brick, cream render on the ground and top floors, pyramid hip roofs and ample balconies; they overlook the river and are buffered by mature greenery.



## INTERWAR



## POSTWAR





# 7. Features and Materials (continued)

## Windows

Windows are key features in all the buildings in East Twickenham irrespective of the construction period. The location of the windows, their proportions, the number of glazing bars, the use of coloured glass, or the presence of old glass and the decorative treatment around the windows, all give each building its special character. The diversity of window types across the area add to its character and reinforce the distinctiveness of the different styles. Therefore if houses or flats have original windows they should be restored or, if necessary, replaced like with like. Along with the promotion of character, sustainable materials should also be prioritised, promoting the use of environmentally friendly materials and also improving the energy efficiency of buildings.

### Timber windows:

- Historic timber windows are made from more durable timber than modern, softwood timber. Repairing them is therefore often a more durable as well as sustainable option.
- Timber windows were always meant to be painted to protect them from the elements. Keeping them painted will help prevent them from rotting. If maintained, they can last indefinitely.

### Window details:

- Original leaded lights can add character to the street and be an important aspect of the design of the buildings. If the original windows have leaded lights they should be replicated.
- Stained glass should be retained or incorporated in replacement windows.

### Double-glazing and thermal efficiency:

Improving the thermal efficiency of historic windows is a common reason for replacing them with double-glazing. If you are considering replacing your timber windows with uPVC bear in mind that the embodied energy lost by disposing of your windows and replacing them with uPVC, which have a limited life-expectancy, can be less sustainable than repairing them or installing secondary glazing. Traditional internal shutters are also a very effective means of improving thermal efficiency so if your property once had shutters, restoring them can be a sensible option.

There are a number of options to consider if the installation of double-glazing is pursued:

- Have existing windows adapted by inserting an additional pane of acoustic glass within the existing frame. This is only really possible with unlisted buildings with deep window profiles.

- Timber double-glazing is now a good option with improving technology that can achieve very slim window profiles that compare with Victorian and Edwardian single-glazing.
- Thin profile double glazed acoustic glass is available that can be fitted into existing timber frames. This can be a way of upgrading the sound and insulation performance of windows without the need for total replacement.
- Install secondary glazing which is very effective in improving thermal and sound insulation. They can often be removed in the summer months when less needed.

uPVC is often considered as it is seen as a cheaper option than most timber double-glazed units. However, it is not authentic and generally cannot achieve the same detailed mouldings or appearance and is therefore discouraged. If you feel that this is your only option you should bear in mind:

- the materials, design, proportions and the means of opening (sash/casement) of the existing windows and try to faithfully replicate them;
- the proportions of the glazing bars should replicate those on the original windows;
- glazing bars should be integral to the structure of the window and not applied to the outside of the glass and should be raised rather than flat;

- top-hung casements are not a good substitute for sliding sashes.





Timber casement window in a Victorian House



Crittall-style casement steel window in an interwar house



Timber panelled door with fanlight over in a Victorian porch



Timber panelled double doors in a Victorian house



Timber panelled doors with decorative lights in an Edwardian house



Timber sash window in a c. 1900 house



Timber sash window in a Victorian house



Timber panelled door in a c. 1900 mansion block



Crittall-style casement steel window in an interwar house



# 7. Features and Materials (continued)

Victorian



Late Victorian / Edwardian



Interwar





Post War



Contemporary





# 8. Guidance for Development Sites

**This section provides design objectives and guidance on larger sites that have been put identified for development through consultations undertaken by the Council should a planning application be submitted. The following site is considered:**

## **Ryde House, East Twickenham**

Proposal: Retail and education

The site lies on the northern side of Richmond Road and is situated between Ryde Place and Park Road. The site adjoins a Grade II listed building, Old Ryde House. The site has not been actively used since 2006 and before this time was occupied as offices, two retail units and two flats with car parking to the rear.

Any proposal for this site should:

- Consider the proposed educational and retail uses for the site.
- Respect the Conservation Area and respect the mix of architectural character, from the late Edwardian parades along Richmond Road to the regency style of Old Ryde House.
- Give due consideration to the style, setting and context of the Grade II listed building, Old Ryde House – ensuring that the buildings character and views from Richmond Road are not compromised by any new development.
- Typical storeys along the road do not exceed three storeys and any proposals should respect this scale.
- Take into account Richmond Road's role as a key transport node and route through East Twickenham, ensuring that additional traffic or treatments do not compromise the flow of traffic along the

road.

- Maintain the mature trees along the public frontage.





**I: Ryde House, East Twickenham**



# 9. Shop Front Guidance

The Council has an adopted general guide to shopfront design (Shopfront Supplementary Planning Document (SPD), March 2010). This guidance does not replace the SPD but provides area-specific information on the design and character of the shopfronts in East Twickenham to inform owners and developers regarding alterations and replacements. The Borough's shopfront SPD sets out the policy context for when planning permission and listed building consent is needed for new shopfronts and gives borough-wide guidance. Planning permission is invariably needed for replacement shopfronts and advertisement consent may be needed for new signage. This Village Planning Guidance SPD should be read in conjunction with the 2010 SPD.

East Twickenham has a number of historic shopping parades and some surviving examples of historic shopfronts. These should be preserved and, where architectural details are missing, they should ideally be replaced. As a general rule, shopfronts and alterations proposed to them should respect the character, overall design and materials of the host building.

Parades were often built with the same shopfronts along one entire frontage, with pilaster detailing between the shops being an important element. Over time many get replaced and the uniformity of the parades is undermined. Sometimes the replacement

shopfronts have value for the quality of their design, craftsmanship or historic value and should be retained. Often however, the replacement shopfronts lack aesthetic value and are installed without consideration for how they will affect the appearance of the whole parade and street. For example, neon lights can be inappropriate and vinyl signs in windows can impact on the street scene and discourage shoppers by reducing visibility into premises. When considering alterations to a shopfront or its replacement consideration should be given to:

- The appearance of the host building as a whole and the designs of the adjacent shopfronts where these reflect the original shopfront character for the area.
- Uniformity: where a parade historically had identical shopfronts, reinstating the same appropriate design and materials where the replacements are poor quality can help create a more attractive street.
- If there are identical surviving historic shopfronts in a parade these may well be the original historic design. Therefore replicating them in place of low-quality modern shopfronts should be explored.

Within a parade or building there are often two or more good examples of shopfronts which should be retained and sometimes the subtle differences in detail will enhance the character of the area. However, the

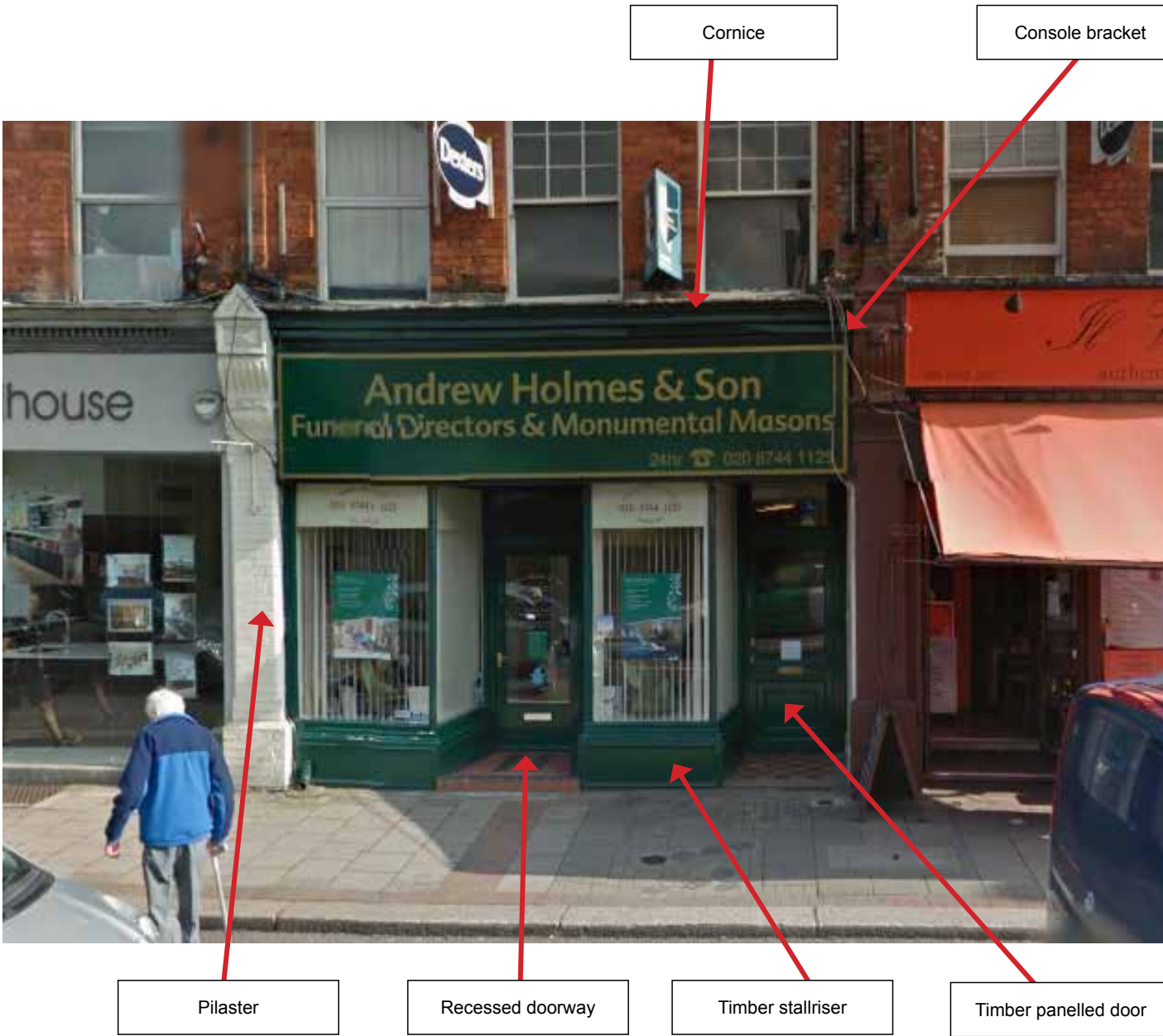
basic structure and features of traditional shopfronts (as identified in the Shopfront SPD) are usually present and should be conformed to.

## Shutters

Security shutters are not a traditional feature of shopfronts and do not, as a rule, enhance their character. Roller shutters, when lowered, can create an unattractive environment. If considered necessary, metal lattice-type shutters on the inside of the shop window provide the necessary security whilst not dramatically changing the appearance of the shop front. The other alternative is traditional timber shutters that are fitted over the shop window on the outside.



Typical key features to shop fronts





# 9. Shop Front Guidance (continued)

The following area has been identified as significant in terms of protection and enhancement:

## Richmond Road

The east end of Richmond Road in East Twickenham was developed with shopping parades in the first half of the twentieth century. The majority are late-Edwardian, three storeys and built in red brick. The ground floors are invariably still commercial premises and the two storeys of flats above appear to often be in this original use, though some are probably now offices.

The continued use over the past 100 years of the ground floor shops means there are very few historic shopfronts left and the uniformity of these parades has been eroded. Most of the parades incorporated access to the flats above within each shopfront. Both doors would have been recessed with tiled thresholds. Most seem to have had a central, shop door and a side door to the flats. However, several of the parades had doors to the upstairs flats between every two shopfronts, such as 355 to 369 Richmond Road. These residential entrances had grander doorcases with stucco pediments.

One of the other common features along this stretch of shops is the pilasters which survive between the shopfronts. These have red-brown glazed tiles on the shafts and console brackets above. As

discussed in the Shopfront SPD, the console brackets indicate how large the fascias of the shopfronts should be. These should generally be smaller than the height of the console brackets and the fascias should not project in front of them. In many instances the tiles have been painted. Consideration should be given to carefully removing the paint to reveal the glazed tiles underneath.

Please refer to the Shopfront SPD for information about the characteristics of historic shopfronts that are referred to in the following descriptions.

## Key examples

As mentioned above, there are few historic shopfronts left on these parades. Of these, there are a number that incorporate original elements and configuration that would have been uniform along each parade. Some of the more likely candidates are described in this section:

No. 412 Richmond Road is most likely to be an original shopfront. Both Nos. 412 and 414 Richmond Road have their original doors to the flats above, though the door at No. 414 has been brought forward and is flush with the front of the unit.

Positive features: recessed entrances; timber (probably original) doors; panelled stallrisers; thin glazing bars; proportionately-sized fascia

No. 378 also has an original and certainly historic shopfront. The configuration is very similar to that at No. 412 with two recessed entrances.



Residential doorway between 359 and 361 Richmond Road



No. 412 Richmond Road



No. 378 Richmond Road



Positive features: recessed entrances; timber doors; panelled stallrisers; thin glazing bars.

#### Other good examples

Other good, traditional shopfronts that would be worthy of retention are: No. 368 Richmond Road and No. 418 also has a notable historic shopfront.

Positive features: recessed entrances; timber doors; panelled stallrisers; thin glazing bars; timber fascia; decorative ventilation grill.

No. 275 belongs to a 1930s parade and benefits from a contemporary shopfront and possibly contemporary signage on the fascia.

Positive features: tiled stallriser; thin glazing bars; textured glass in upper lights; recessed doorway; tessellated threshold; Deco pilasters.



A good example of a reverse painted gilded glass fascia, set at an incline with a dentiled cornice. Large plate glass shopfront with surviving glazed tiled pilasters with console brackets



No. 418 Richmond Road



No. 275 Richmond Road



No. 371 Richmond Road



# 10. Forecourt Parking

The Council has an existing Supplementary Planning Document (SPD) covering ‘Front Garden and Other Off Street Parking Standards’ (adopted September 2006). This document provides detailed advice on the legal and design issues when creating a parking area in your front garden and access to it from the highway. This Village Planning Guidance should be read in conjunction with the council's existing SPD, providing specific guidance for East Twickenham.

In East Twickenham, increases in population and car ownership have resulted in greater demand for car parking spaces. Where houses are not able to have garages or where there is insufficient on and off street parking this can lead to increased demand for front garden parking. Conversion of front gardens for car parking can adversely impact on the appearance of an area and detract from its overall character if undertaken without careful consideration.

## Planning Permission

In some cases alterations to front gardens fall within the terms of ‘permitted development’, in which case planning approval is not required and therefore the Council has little or no control over the creation of forecourt parking. You will not normally need planning permission, outside of a Conservation Area if a new or replacement driveway of any size uses permeable (or porous) surfacing which allows water to drain through, such as permeable concrete block paving or porous

asphalt, or by directing rainfall to a lawn or border to drain naturally.

If the surface to be covered is more than five square metres planning permission will be needed for laying traditional, impermeable driveways. It is important to note that in Conservation Areas, planning permission is required for demolition of boundary walls, fences and railings over 1m in height. Article 4(2) Directions can also restrict the removal of structures such as those that would be required to allow access for parking (see the 2006 SPD for details).

The Council's Development Management Plan (Policy DMTP 9) generally discourages front garden parking because of the impact on the appearance of the street and loss of vegetation and biodiversity. When forecourt parking is proposed, this SPD seeks to ensure it is provided in a sympathetic way. It is generally considered that additional forecourt parking does not significantly reduce parking congestion.

## Important features in East Twickenham

Many front gardens and frontage features in East Twickenham contribute significantly to the overall character of the area and local street scene both within and outside of the Conservation Areas. These include brick gate piers, dwarf walls incorporating railings or hedges, planted front gardens and a very high number of street trees.

## Boundary Walls

Boundary walls are perhaps the most important and defining feature of a street scene, and their preservation and uniformity adds considerably to an area's character. They enclose front gardens and define public and private space. Low walls create this space without reducing visibility. Conforming traditional brick types and brickwork along a street is an important characteristic.

A large proportion of housing within the East Twickenham area included boundary walls as part of their original form with some fine examples present along Ellesmere Road, where the majority of the original interwar features being retained. The same can be said along Riverdale Road, which includes original boundary walls supported by a variety of hedging and iron railings. Around the 1930s three storey flats on The Barons, a small neat dwarf wall forms the boundary, containing a very attractive and well-kept green space that contributes to the character of the road.

However, due to parking demand it is notable across East Twickenham and all village planning areas that many front gardens have been paved to accommodate some parking. This is notable on Cresswell and Morley Road to the south of Richmond Road.

## Fencing

Picket fencing, both stained wood and painted white, can be found occasionally, notably on the western end of Riverdale Gardens and along St Stephens Gardens. This is not common in East Twickenham and is generally not in keeping with the area's character.

## Iron railings and gates

Iron railings (and gates) feature on some houses in East Twickenham. In this area they are mostly associated with more contemporary developments, particularly along Clevedon Road. More traditional railings typically are embedded into a lower boundary wall, enclosing the front garden whilst keeping visual obstruction to a minimum.

Examples can be found across the whole area, including Denton and Morley Road, with these being a later addition. On the eastern end of St Margarets Road, the Victorian Terraces have maintained more traditional examples, where dwarf walls include incorporated railings. One of the finest examples in the area can be found along Riverdale Road, where large Victorian houses sitting in large plots are defined by attractive ornate railings supported by dwarf walls.



## Hedges

Hedges enclose front gardens and define public and private space. They provide an attractive green feature to the streetscape therefore it is important for them to be retained as frontage features, either on their own or in combination with walls or railings. There are many instances of hedges in East Twickenham. Commonly they are added above a dwarf wall to provide additional screening – there are many examples of this including along Alexander Road. Trevelyan House on Arlington Road also includes a particularly attractive example of hedging in combination with a dwarf wall.

## Guidance on front garden parking

The following key considerations should be made where residents feel an imperative to replace front gardens with car parking:

## Retention of existing features

The general aim of any design for car parking in front gardens should be to retain as much of the existing features as is practical – such as existing walls, railings or hedging. Where an opening has to be made in an existing wall, railing or fence, it should be made good at both ends to match existing materials and details, and should be no more than a car-width wide.

## Enclosure

Retaining a form of enclosure to front gardens and forecourts is an essential part of retaining local character and maintaining the street scene. Partial loss of existing structures is inevitable to allow vehicle access but some structure should be retained. Inward opening gates help to complete a defensible line.

## Permeability

The base and finished surface should be laid at a slight gradient and be of a permeable material, to allow the satisfactory drainage and absorption of rainwater. Water should not drain from the property onto the footway. A length of drain or soak-away may be required at the site boundary to prevent this or a connection to a surface water sewer can be established with the agreement of the Water Authority. Loose gravel should be avoided.

## Green features

Loss of existing green space may be inevitable however retaining and / or replacing some planting in a generous manner may help to maintain the area's character, screen vehicles and create a more pleasant natural environment by absorbing local exhaust fumes.



Fencing, Riverdale Gardens



Boundary wall, Beresford Avenue



Hedges, Arlington Road



Iron railings, Riverdale Road



# Appendix I: Relevant Policies and Guidance

It should be noted that all adopted policies and guidance should be assessed for their relevance in respect of individual planning applications, not just those listed below.

## **LBRuT LDF Core Strategy (April 2009)**

Main policies that the SPD will support:

### **CP7: Maintaining and Improving the Local Environment**

- 7.A Existing buildings and areas in the Borough of recognised high quality and historic interest will be protected from inappropriate development and enhanced sensitively, and opportunities will be taken to improve areas of poorer environmental quality, including within the areas of relative disadvantage of Castlenau, Ham, Hampton Nurserylands, Heathfield and Mortlake.
- 7.B All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued. Proposals will have to illustrate that they:
- (i) are based on an analysis and understanding of the Borough's development patterns, features and views, public transport accessibility and maintaining appropriate levels of amenity;
  - (ii) connect positively with their surroundings to create safe and inclusive places through the use of good design principles including

layout, form, scale, materials, natural surveillance and orientation, and sustainable construction.

### **CP8: Town and Local Centres**

- 8.A The Borough's town and local centres have an important role, providing shops, services, employment opportunities, housing and being a focus for community life.

Retail and town centre uses will be supported providing that it is appropriate to the role in the hierarchy of the centres, and respects the character, environment and historical interest of the area. It should be of an appropriate scale for the size of the centre and not adversely impact on the vitality and viability of any existing centre. Out of town retail development is not usually considered appropriate in this Borough in line with The London Plan consolidated with Alterations since 2004.

The Council will improve the local environment to provide centres which are comfortable, attractive and safe for all users. The historic environment and river frontage will be protected.

### **CPI4 Housing Standards & Types**

- 14.D The density of residential proposals should take into account the need to achieve the maximum intensity of use

compatible with local context, while respecting the quality, character and amenity of established neighbourhoods and environmental and ecological policies. The London Plan consolidated with Alterations since 2004 Density Matrix and other policies will be taken into account to assess the density of proposals.

### **CP20 Visitors and Tourism**

The Council will support the sustainable growth of the tourist industry, for the benefit of the local area by:

- 20.A Encouraging the enhancement of existing tourist attractions, such as Kew Gardens, Hampton Court Palace, Ham House and the River, including sport stadia particularly those of RFU and Harlequins;
- 20.B Promoting sustainable transport for tourists to and within the borough, including the passenger services along the Thames;
- 20.C Directing new hotels to the Borough's town centres or other areas highly accessible by public transport;
- 20.D Requiring accommodation and facilities to be accessible to all;
- 20.E Enhancing the environment in areas leading to and around tourist destinations.

Other relevant policies:

### **CPI0: Open Land and Parks**

The open environment will be protected and enhanced. In particular:

- 10.A The Borough's green belt, metropolitan open land and other open land of townscape importance, World Heritage Site (Royal Botanic Gardens, Kew), land on the Register of Parks and Gardens of Special Historic Interest, green chains and green corridors will be safeguarded and improved for biodiversity, sport and recreation and heritage, and for visual reasons.
- 10.B A number of additional areas of open land of townscape importance will be identified, which will be brought forward through the Development Allocations DPD.

### **CPI7 Health and Well-being**

- 17.A Health and well-being in the Borough is important and all new development should encourage and promote healthier communities and places.
- 17.B The provision of new or improved facilities for health and social care and other facilities will be supported. Such facilities should be in sustainable locations and accessible to all and priority will be given to those in areas of relative deprivation which



are identified in Core Policy 13, an immediate need for primary health care facilities (especially doctor's surgeries) has been identified in Kew, Richmond, Whitton and Ham. Sites for larger facilities may be identified in the Site Allocations DPD.

17.C A pattern of land use and facilities will be promoted to encourage walking, cycling, and leisure and recreation and play facilities to provide for a healthy lifestyle for all, including provisions for open and play space within new development as appropriate.

17.D Existing health, social care, leisure and recreation provision will be retained where these continue to meet or can be adapted to meet residents' needs. Land will be safeguarded for such uses where available, and the potential of re-using or redeveloping existing sites will be maximised.

## **LBRuT LDF Development Management Plan (November 2011)**

Main policies that the SPDs will support:

### **Policy DMTC 1 Larger Town Centres**

To maintain and improve the town centres, the Council will require appropriate development to take place within the identified Town Centre Boundaries of the five maintown centres. These are Richmond, the major centre, and the four district centres – Twickenham, East Sheen, Teddington and Whitton.

Proposals that contribute towards a suitable mix of uses will be approved, provided that they are appropriate to the function, character and scale of the centre. Acceptable town centre uses could include retail (if within or well related to designated frontages), business, leisure, tourism, community uses, health and residential development compatible with other development in the town centre.

Proposals will be acceptable within the Town Centre Boundaries if they:

- (f) Maintain or enhance the amount of active frontage, subject to Policy DMTC 3 'Retail Frontages'.
- (h) Respect and enhance the heritage, character and local distinctiveness of the centre.

### **Policy DMTC 2 Local and Neighbourhood Centres and Areas of Mixed Use**

The Council will protect and improve the provision of day-to-day goods and services in the local and neighbourhood centres of the borough (See Policy DMTC 3 'Retail Frontages'). These centres are often designated as Areas of Mixed Use and are thus seen as appropriate for a mix of uses that meet primarily local needs.

Proposals for development will be acceptable in the smaller centres if they:

- (c) Respect and enhance the heritage, character and local distinctiveness of the centre, whilst making the most efficient use of land.
- (d) Include overall improvements and enhancements of the small centres; or modernise outmoded premises.

Development should improve and maintain commercial provision in the smaller centres, without significantly expanding it.

### **Policy DMTC 3 Retail Frontages**

#### **B Secondary Retail Frontages**

Non-retail proposals will be acceptable in the secondary shopping frontages only if:

- (b) The proposed use retains a "shop-like" appearance with an active frontage and will not have a detrimental visual impact on the shop-front and respect the

heritage and character of the centre.

### **Policy DM OS 3 Other Open Land of Townscape Importance**

Other open areas that are of townscape importance will be protected and enhanced in open use.

It will be recognised that there may be exceptional cases where appropriate development is acceptable. The following criteria must be taken into account when assessing appropriate development:

1. It must be linked to the functional use of the Other Open Land of Townscape Importance; or
2. It can only be a replacement or minor extension of existing built facilities;
3. In addition to 1. or 2., it does not harm the character and openness of the open land.

Improvement and enhancement of the openness and character of other open land and measures to open up views into and out of designated other open land will be encouraged where appropriate.

When considering developments on sites outside designated other open land, any possible visual impacts on the character and openness of the designated other open land will be taken into account.

The explanatory text is relevant to the SPD as set out below:



4.1.6 Other Open Land of Townscape Importance (OOLTI) can include public and private sports grounds, school playing fields, cemeteries, allotments, private gardens, areas of vegetation such as street verges and mature trees. The designated areas are shown on the Proposals Map but there will also be other areas which could be considered as being of local value to the area and townscape which merit protection.

4.1.7 In some parts of the borough, open areas, including larger blocks of back gardens, which are not extensive enough to be defined as green belt or metropolitan open land, act as pockets of greenery of local rather than London-wide significance. Many of these are of townscape importance, contributing to the local character and are valued by residents as open spaces in the built up area. Policy DM HO 2 'Infill Development' and Policy DM HO 3 'Backland Development' also recognise the importance of gardens, which will be considered as greenfield sites. Green oases are particularly important and will be protected in areas of high density development and town centres.

4.1.8 OOLTI should be predominantly open or natural in character. The following criteria are taken into account in defining OOLTI:

- Contribution to the local character and/or street scene, by virtue of its size, position and quality.
- Value to local people for its presence and openness.
- Immediate or longer views into and out of the site, including from surrounding properties.
- Value for biodiversity and nature conservation.
- Note that the criteria are qualitative and not all need to be met.

#### Policy DM OS 4 Historic Parks, Gardens and Landscapes

Parks and gardens as well as landscapes of special historic interest included in the Register compiled by English Heritage and other historic parks, gardens and landscapes referred to in para 4.1.11 below, will be protected and enhanced. Proposals which have an adverse effect on the settings, views, and vistas to and from historic parks and gardens, will not be permitted.

#### Policy DM HD 1 Conservation Areas – designation, protection and enhancement

The Council will continue to protect areas of special significance by designating Conservation Areas and extensions to existing Conservation Areas using the criteria as set out in PPS 5 and as advised by English Heritage.

The Council will prepare a Conservation

Area Appraisal and Management Plan for each Conservation area, these will be used as a basis when determining proposals within or where it would affect the setting of, Conservation Areas together with other policy guidance.

Buildings or parts of buildings, street furniture, trees and other features which make a positive contribution to the character, appearance or significance of the area should be retained. New development (or redevelopment) or other proposals should conserve and enhance the character and appearance of the area.

#### Policy DM HD 2 Conservation of Listed Buildings and Scheduled Ancient Monuments

The Council will require the preservation of Listed Buildings of special architectural or historic interest and Ancient Monuments and seek to ensure that they are kept in a good state of repair by the following means:

1. consent would only be granted for the demolition of Grade II Listed Buildings in exceptional circumstances and for Grade II\* and Grade I Listed Buildings in wholly exceptional circumstances following a thorough assessment of their significance;
2. retention of the original use for which the listed building was built is preferred. Other uses will only be considered where the change of use can be justified, and where it can be proven that the original use cannot be sustained;
3. alterations and extensions including

partial demolitions should be based on an accurate understanding of the significance of the asset including the structure, and respect the architectural character, historic fabric and detailing of the original building. With alterations, the Council will normally insist on the retention of the original structure, features, material and plan form or features that contribute to the significance of the asset. With repairs, the Council will expect retention and repair, rather than replacement of the structure, features, and materials of the building which contribute to its architectural and historic interest; and will require the use of appropriate traditional materials and techniques;

4. using its legal powers to take steps to secure the repair of Listed Buildings, where appropriate;
5. protecting the setting of Ancient Monuments and Listed Buildings where proposals could have an impact;
6. taking a practical approach towards the alteration of Listed Buildings to comply with the Disability Discrimination Act 2005 and subsequent amendments, provided that the building's special interest is not harmed, using English Heritage advice as a basis.

#### Policy DM HD 3 Buildings of Townscape Merit

The Council will seek to ensure and encourage the preservation and enhancement of Buildings of Townscape



Merit and will use its powers where possible to protect their significance, character and setting, by the following means:

1. consent will not normally be granted for the demolition of Buildings of Townscape Merit;
2. alterations and extensions should be based on an accurate understanding of the significance of the asset including the structure, and respect the architectural character, and detailing of the original building. The structure, features, and materials of the building which contribute to its architectural and historic interest should be retained or restored with appropriate traditional materials and techniques;
3. any proposals should protect and enhance the setting of Buildings of Townscape Merit;
4. taking a practical approach towards the alteration of Buildings of Townscape Merit to comply with the Disability Discrimination Act 2005 and subsequent amendments, provided that the building's special interest is not harmed, using English Heritage advice as a basis.

#### **Policy DM HD 7 Views and Vistas**

The Council will seek to protect the quality of views indicated on the Proposals Map. It will also seek opportunities to create

attractive new views and vistas and, where appropriate, improve any that have been obscured.

#### **Policy DM HO 1 Existing Housing (including conversions, reversions, and non self-contained accommodation)**

Existing housing should be retained. Redevelopment of existing housing should normally only take place where:

1. it has first been demonstrated that the existing housing is incapable of improvement or conversion to a satisfactory standard to provide an equivalent scheme; and if this is the case:
2. the proposal improves the long-term sustainability of buildings on the site; and
3. the proposal does not have an adverse impact on local character; and
4. the proposal provides a reasonable standard of accommodation, including accessible design, as set out in Policy DM HO 4 'Housing Mix and Standards' and other policies.

#### **Policy DM HO 2 Infill Development**

All infill development must reflect the character of the surrounding area and protect the amenity of neighbours. In considering applications for infill development the following factors will be taken into account:

1. Plot width - plots must be of sufficient

width to allow a dwelling(s) to be sited with adequate separation between dwellings;

2. Spacing between dwelling - new dwellings must have similar spacing between buildings to any established spacing in the street;
3. Height - dwelling height should reflect the height of existing buildings;
4. Materials - where materials on existing dwellings are similar, new dwellings should reflect those materials;
5. Architectural details - new dwellings should incorporate or reflect traditional architectural features;
6. Trees, shrubs and wildlife habitats- features important to character, appearance or wildlife must be retained or re-provided;
7. Impact on neighbours - including loss of privacy to homes or gardens.

#### **Policy DM HO 3 Backland Development**

There will be a presumption against loss of back gardens due to the need to maintain local character, amenity space and biodiversity. In exceptional cases where it is considered that a limited scale of backland development may be acceptable it should not have a significantly adverse impact upon the following:

1. Garden land – rear garden land which contributes either individually or as part

of a larger swathe of green space to amenity of residents or provides wildlife habitats must be retained;

2. Impact on neighbours – privacy of existing homes and gardens must be maintained and unacceptable light spillage avoided;
3. Vehicular access or car parking – these must not have an adverse impact on neighbours in terms of visual impact, noise or light. Access roads between dwellings and unnecessarily long access roads will not normally be acceptable;
4. Mass and scale of development on backland sites must be more intimate in scale and lower than frontage properties;
5. Trees, shrubs and wildlife habitats– features important to character, appearance or wildlife must be retained or re-provided.

#### **Policy DM TP 8 Off Street Parking - Retention and New Provision**

Developments, redevelopments, conversions and extensions will have to demonstrate that the new scheme provides an appropriate level of off street parking to avoid an unacceptable impact on on-street parking conditions and local traffic conditions.

A set of maximum car parking standards and minimum cycle parking standards are set out in Appendix Four - Parking Standards 'Appendix Four - Parking



Standards ‘for all types of development, these take into account bus, rail and tube accessibility as well as local highway and traffic conditions including demand for on-street parking. These standards will be expected to be met, unless it can be shown that in proposing levels of parking applicants can demonstrate that there would be no adverse impact on the area in terms of street scene or on street parking.

**Policy DM TP 9 Forecourt Parking**

The parking of vehicles in existing front gardens will be discouraged, especially where

- this would result in the removal of architectural features such as walls, gates and paving, or of existing trees and other vegetation; or,
- where such parking would detract from the streetscape or setting of the property; or,
- where the use of the access would create a road or pedestrian safety problem; or
- where the width of the proposed entrance will be greater than the width of a normal driveway.

For any proposal the area of impermeable paving should be minimised and soft landscaping maximised.

The Council will seek to restrict permitted development rights for forecourt parking through Article 4 directions, where important townscape or surface water

flooding issues exist. The Council will have regard to the impact of forecourt parking in considering proposals to extend or convert existing residential property.

**Policy DM DC 1 Design Quality**

New development must be of a high architectural and urban design quality based on sustainable design principles.

Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context.

In assessing the design quality of a proposal the Council will have regard to the following:

- compatibility with local character including relationship to existing townscape and
- frontages, scale, height, massing, proportions and form
- sustainable development and adaptability, subject to aesthetic considerations
- layout and access
- space between buildings and relationship to the public realm
- detailing and materials

**Policy DM DC 7 Shop fronts and shop signs**

The Council will resist the removal of shop fronts of architectural or historic interest.

The Council will expect proposals for new shop fronts or alterations to existing shop fronts to demonstrate a high quality of design, which complements the original design, proportions, materials and detailing of the shop front, surrounding streetscene and the building of which it forms part.

Blinds, canopies or shutters where acceptable in principle must be appropriate to the character of the shop-front and its setting; external security grilles will not normally be permitted; in sensitive areas, rigid and gloss finish blinds will generally be unacceptable;

Signage and illumination to shop fronts must demonstrate a high quality of design, which complements the character and materials of the shop front and surrounding streetscene, and does not compromise public safety. Large illuminated fascias will not normally be permitted, even if these are in the “house style” of a particular store.

New shop fronts must be designed to allow equal access for all users, and can incorporate flood protection measures where appropriate. Proposals should take account of the Councils SPD on Shop fronts and Shop Signs.

The Council will welcome proposals from groups of shops to add character to the street scene by the use of harmonious high quality design, colours and materials for their shop fronts.

**Other relevant policies**

**Policy DM OS 2 Metropolitan Open Land**

The borough’s Metropolitan Open Land will be protected and retained in predominately open use. Appropriate uses include public and private open spaces and playing fields, open recreation and sport, biodiversity including rivers and bodies of water and open community uses including allotments and cemeteries.

It will be recognised that there may be exceptional cases where appropriate development such as small scale structures is acceptable, but only if it:

1. Does not harm the character and openness of the metropolitan open land; and
2. Is linked to the functional use of the Metropolitan Open Land or supports outdoor open space uses; or
3. Is for essential utility infrastructure and facilities, for which it needs to be demonstrated that no alternative locations are available and that they do not have any adverse impacts on the character and openness of the metropolitan open land.

Improvement and enhancement of the openness and character of the Metropolitan Open Land and measures to reduce visual impacts will be encouraged where appropriate.



When considering developments on sites outside Metropolitan Open Land, any possible visual impacts on the character and openness of the Metropolitan Open Land will be taken into account.

#### Policy DM OS 11 Thames Policy Area

The special character of the Thames Policy Area (TPA), as identified on the Proposals Map, will be protected and enhanced by:

1. ensuring development protects the individuality and character, including the views and vistas, of the river and the identified individual reaches;
2. discouraging land infill and development which encroaches into the river and its foreshore other than in exceptional circumstances, which may include where necessary for the construction of river dependent structures such as bridges, tunnels, jetties, piers, slipways etc.;
3. ensuring development establishes a relationship with the river and takes full advantage of its location, addressing the river as a frontage, opening up views and access to it and taking account of the changed perspective with tides;
4. encouraging development which includes a mixture of uses, including uses which enable the public to enjoy the riverside, especially at ground level in buildings fronting the river;
5. protecting and promoting the history and heritage of the river, including

landscape features, historic buildings, important structures and archaeological resources associated with the river and ensuring new development incorporates existing features;

6. protecting and improving existing access points to the River Thames, its foreshore and Thames Path, including paths, cycle routes, facilities for launching boats, slipways, stairs etc. and encouraging opening up existing access points to the public, both for pedestrians and boats;
7. requiring public access as part of new developments alongside and to the River Thames, including for pedestrians, boats and cyclists, where appropriate;
8. increasing access to and awareness of the river including from the town centres.

#### Policy DM TP 6 Walking and the Pedestrian Environment

To protect, maintain and improve the pedestrian environment, the Council will ensure that:-

1. New development and schemes protect, maintain and, where appropriate, improve the existing pedestrian infrastructure, including the Rights of Way network.
2. New development does not adversely impact on the pedestrian environment and provides appropriate

pedestrian access (see Policy DM TP 3 'Enhancing Transport Links').

3. New development and schemes improve the safety and security of the pedestrian environment where appropriate.

#### Policy DM TP 7 Cycling

To maintain and improve conditions for cyclists, the Council will ensure that new development or schemes do not adversely impact on the cycling network or cyclists and provide appropriate cycle access and sufficient, secure cycle parking facilities, see Policy DM TP 3 'Enhancing Transport Links' and Policy DM TP 8 'Off Street Parking - Retention and New Provision'.

#### Relevant SPDs/SPGs

- Design Quality SPD Adopted Feb 2006 [www.richmond.gov.uk/spd\\_design\\_quality\\_doc\\_lowres-2.pdf](http://www.richmond.gov.uk/spd_design_quality_doc_lowres-2.pdf)
- Front Gardens and other Off-street Parking Standards SPD Sept 2006 [www.richmond.gov.uk/spg\\_supplementary\\_planning\\_guidance\\_draft\\_approved.pdf](http://www.richmond.gov.uk/spg_supplementary_planning_guidance_draft_approved.pdf)
- Residential Development Standards March 2010 [www.richmond.gov.uk/spd\\_residential\\_development\\_standards\\_2010\\_final\\_version\\_30\\_11\\_10.pdf](http://www.richmond.gov.uk/spd_residential_development_standards_2010_final_version_30_11_10.pdf)
- Shopfronts SPD March 2010 [www.richmond.gov.uk/cg\\_shopfronts\\_cal\\_lr.pdf](http://www.richmond.gov.uk/cg_shopfronts_cal_lr.pdf)

- Small and Medium Housing Sites SPD Feb 2006 [www.richmond.gov.uk/spd\\_small\\_and\\_medium\\_housing\\_sites.pdf](http://www.richmond.gov.uk/spd_small_and_medium_housing_sites.pdf)
- Design Guidelines Leaflets 3 and 4: House Extensions and External Alterations. Adopted Sept 2002. Reformatted with minor updates July 2005. Based on UDP policies [www.richmond.gov.uk/a4\\_houseext\\_design\\_web\\_adpt-2.pdf](http://www.richmond.gov.uk/a4_houseext_design_web_adpt-2.pdf)
- Design Guidelines leaflet 11: Shopfront Security. First published 1997 and Reformatted with minor updates July 2005. Based on UDP policies [www.richmond.gov.uk/shopsfront\\_security.pdf](http://www.richmond.gov.uk/shopsfront_security.pdf)

Also of relevance is the Council's 'Public Space Design Guide' (Jan 2006). The overall aim is to provide guidance to help deliver the goal of improved streetscene and public spaces. [www.richmond.gov.uk/public\\_space\\_design\\_guide](http://www.richmond.gov.uk/public_space_design_guide)

Thames Landscape Strategy (2012 refresh). This can be viewed at [www.thameslandscape-strategy.org.uk](http://www.thameslandscape-strategy.org.uk)