

INTRODUCTION TO VILLAGE PLANNING GUIDANCE FOR EAST SHEEN

What is Village Planning Guidance?

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

- Identify, with your help, what the 'local character' of your area is and what features need to be retained.
- Help protect and enhance the local character of your area, particularly if it is not a designated 'conservation area'.
- Establish key design principles that new development should respond to.
- The boundary has been based on the Village Plan area to reflect the views of where people live as well as practical considerations to support the local interpretation of planning policy.

How can I get involved?

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

During November and December 2014 residents and businesses are being asked about their vision for the future of their areas, thinking about:

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

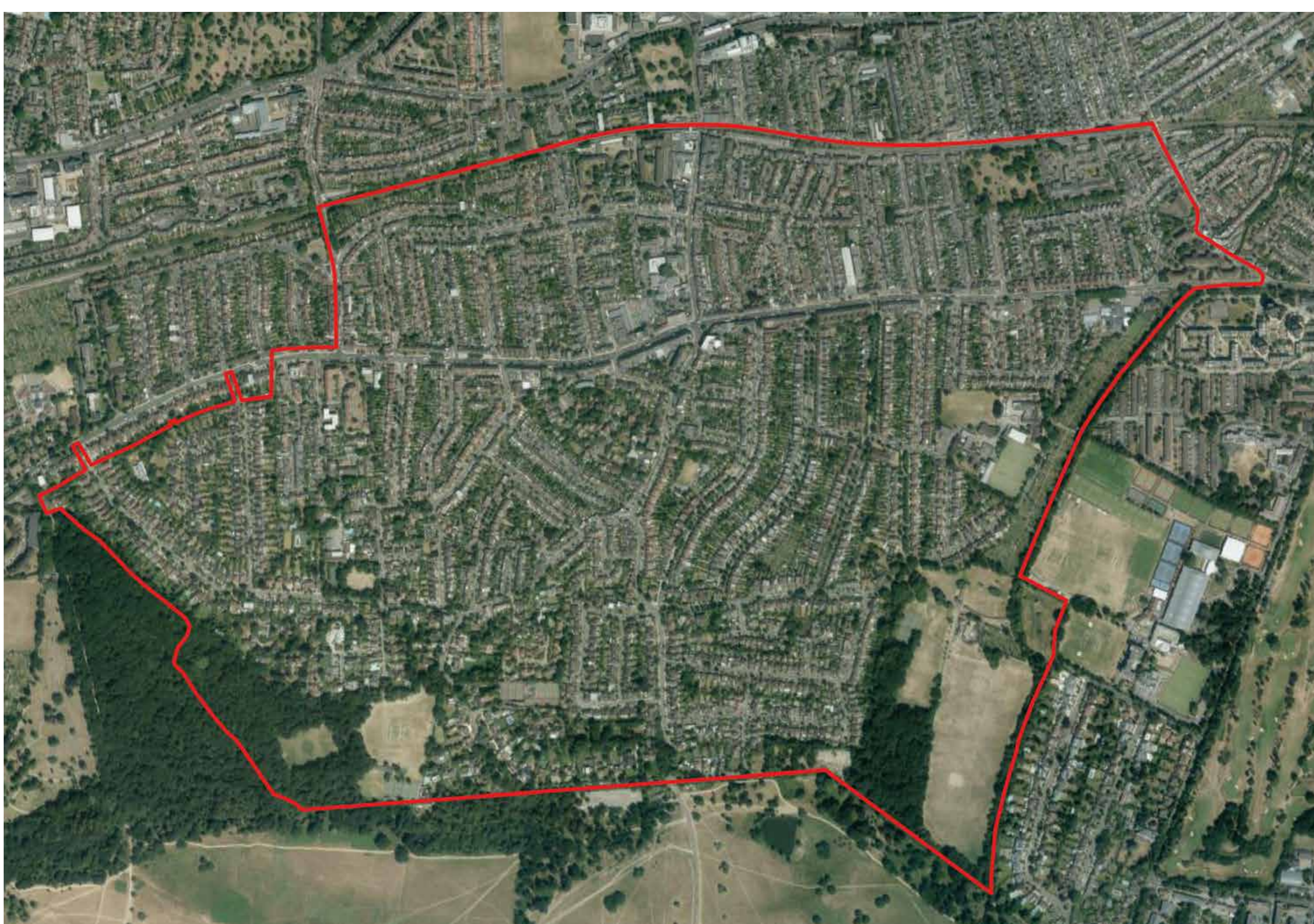
Draft guidance will be developed early in the New Year based on your views and a formal (statutory) consultation carried out in March/April 2015 before adoption later in the year.

How does Village Planning Guidance work?

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

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

The Planning Guidance builds on the 'Village Plans' which were developed from the 2010 'All in One' survey results, and from ongoing consultation, including through the engagement events in November and December 2014. The Village Planning Guidance will be a dedicated section as part of the Village Plans.



Indicative East Sheen Village Planning Guidance Study Boundary



Upper Richmond Road



Upper Richmond Road

WHAT YOU SAID SO FAR - AND WHAT HAS BEEN DONE

What were the most mentioned issues set out in the Village Plans and what has been done?

Traffic and Congestion

What was said:

Nearly half (49%) of respondents identified traffic and/or congestion as being in need of improvement, particularly on the A205, both in terms of speed of traffic and high volumes.

What we have done:

- The Council is working with other boroughs in the South London Partnership, and has used the A205 as a 'case study' to see how Transport for London (TfL) can increase local management of such sections of road.
- TfL carried out a timing review of four key junctions in the borough to ensure they operate effectively, taking current traffic flows into account. Minor timing changes have been undertaken and TfL are currently assessing whether any existing equipment requires upgrading on these four sites. This timing review is aimed at improving traffic flow and reducing congestion.
- The Council has imposed more stringent planning conditions so that building contractors and suppliers have to use specified routes to ensure that overweight lorries avoid smaller streets.
- All zig zag marking adjacent school entrances have been reviewed. Enforcement has reduced congestion outside schools at key times and residents benefit from parking during key holiday periods.

What we are going to do:

- We will press TfL to provide more short term free parking in line with Council policies. We oppose TfL's plans to charge for parking on Upper Richmond Road.
- We will press TfL to improve the co-ordination of road works on the Upper Richmond Road.
- Traffic lights are being reviewed across the Borough by TfL and the Council to optimise timings, or consider removal in some circumstances.

Pavements and Roads

What was said:

That the condition of pavements and roads could be improved and concerns were raised on the hazards this presents for the elderly, the young and for cyclists.

What we have done:

- Made available a specific annual funding pot of £35,000 per village area, in addition to the routine maintenance work being carried out, for works nominated by the public.
- Improved and updated online forms to make it easier to report road and pavement faults.
- Since 2012, improvements have been made to road and/or footways in Portman Avenue, Gordon Avenue, Grosvenor Gardens, Gilpin Avenue, South Worple Way, Vicarage Road and Grosvenor Avenue.

What we are going to do:

We are currently in the third year of a five year highways maintenance capital programme (£5m over 5 years) and an additional £1m capital funding for 2014/15 has been identified.



Grosvenor Avenue



Vicarage Road



Richmond Park Academy, Hertford Avenue

WHAT YOU SAID SO FAR - AND WHAT HAS BEEN DONE

What were the most mentioned issues set out in the Village Plans and what has been done?

Parking

What was said:

Concern over resident parking, particularly the impact of commuter and shopper parking on availability of spaces for residents, as well about the need to improve parking near the high street and Mortlake Station.

What we have done:

- Enhanced the 'fair parking' policy, including improved warnings in bays and discretion at appeal.
- We reduced, on an experimental basis, the hours of operation of the East Sheen Controlled Parking Zone (CPZ) from Mon-Fri 10am to 4.30pm to Mon-Fri 10am to Noon from Monday 18 November 2013.

What we are going to do:

- The Council will review the experimental reduction of the East Sheen CPZ and decide if this change can be made permanent.
- Following representations from the Council, TfL will be converting some redundant loading bays into parking bays in order to help businesses and car parking in the area.

Shopping in your local high street and support for local businesses

What was said:

Concerns about empty shops, the quality of the offer and predominance of supermarkets.

What we have done:

- The Council supports the East Sheen Business and Retailers Association (ESBRA) and one of their projects was the development of the East Sheen Village website.
- Additional funding has also been given to support Christmas and Jubilee festivities and the closure of roads for street parties to connect with major national celebrations has been facilitated.
- The Council has required Waitrose, under its planning policy, to keep its car park available for community use.
- The Council has made available empty shop grants of up to £2000 to help support costs associated with running a temporary shop in an empty unit.
- We proposed 30 minutes free parking outside the shops in Sheen Lane in consultation with shopkeepers. This was not possible due to an objection received from a local business who currently uses the area for loading /unloading.

What we are going to do:

- The Council is working with Transport for London (TfL) to make improvements to East Sheen High Street.
- The Council will look to establish a focal point in the heart of East Sheen village. This will include redeveloping Milestone Green and closing the slip road to make one large raised area. The project could include continuing the joint surface across Sheen Lane and up to Larches Avenue to create a larger cohesive space.

Schools

What was said:

Many commented on the excellent primary schools, but were concerned that they are oversubscribed and that catchment areas are too small.

What we have done:

- Additional places have been made available in the area as part of a shared expansion between Sheen Mount Primary School, Marshgate Primary School and The Vineyard School.
- Thomson House Primary School, a free school, was opened in September 2013. The school serves the Barnes, Mortlake and East Sheen areas.



Sheen Mount Primary School

OPPORTUNITIES TO GET INVOLVED IN YOUR LOCAL AREA

Community Links

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

Mortlake with East Sheen Society - MESS

Mortlake with East Sheen Society exists to preserve and protect all that is best in their community, to improve amenities and to prevent encroachments and developments that might spoil the environment; concentrating on the urban and natural environment and the protection, improvement and development of local amenities.

By monitoring all planning applications and making representations as needed, MESS work with local councillors and provide a forum for residents to make their interests and concerns known. They also arrange social gatherings, lectures, walks and visits to places of interest which provide opportunities for members to meet each other. More information is available at www.mess.org.uk

East Sheen Village website

The official East Sheen Village website is a one stop community website for everything to do with East Sheen news, events, articles about local businesses and a directory of useful information. You can sign up to their newsletters and also follow them on their Facebook and Twitter pages. www.eastsheenvillage.co.uk

The PowerStation

- Rehearsal space and recording studio

The PowerStation has everything that a performer, songwriter, band or producer needs to complete a musical project. The fully equipped rehearsal room has a PA system, drums, amps and instruments; all you need to do is plug in. It also has a state of the art digital recording studio with Logic Pro and Cubase software, fully equipped with outboard and a good collection of microphones.

- Purpose-built sports hall

The large purpose-built sports hall can accommodate football, basketball and badminton, or can be used as an open space for judo or karate, boxing, dance groups, theatres, or a music performance.

- PowerStation Youth Group

There is always lots going on at the PowerStation youth group such as; Art, football, basketball, pool, table tennis and music. Various after school club projects include film and video workshops, hair and beauty, make up and fashion, guitar, drums and vocal tuition, careers advice and homework help. More information is available at www.richmond.gov.uk

Achieving for Children (AfC) Youth Outreach

Youth workers from Achieving for Children are planning a programme of 'outreach' sessions across the Borough, some of which will be delivered from the Yes Bus. These sessions aim to help young people find out about what's available to them in their area, and have a safe, trustworthy adult to talk to.



Village Planning Events

To get more involved in Village Planning come along to the following events where you can meet the team and have your say about what is important in your local area:

Saturday 22 November 2014

Drop-In – 10:00am – 4:00pm

East Sheen Hall (Library complex), 74 Sheen Lane, East Sheen SW14 8LP

Sunday 23 November 2014

Walkabout 2:00pm – 4:30pm

Meeting point – Outside East Sheen Hall (Library complex), 74 Sheen Lane, East Sheen SW14 8LP

OTHER ACTIVITIES

Helping East Sheen businesses to grow and prosper

- The East Sheen Business and Retail Association (ESBRA) receives annual funding through the Town Centre Opportunities Fund.
- We have worked with the East Sheen Business and Retailers Association (ESBRA) to develop the East Sheen Village website.
- Supported ESBRA with their successful 2012 Christmas Pop Up Shop.



Upper Richmond Road

Parks and open spaces

There are a number of parks and open spaces in the area including Richmond Park (a Royal Park), East Sheen Common and Palewell Common (which is a statutory Local Nature Reserve). Local residents said that parks and open spaces were the key features most important to the character of East Sheen.

We have a 3 year Parks Improvement Programme, with a budget of £3m, that has delivered a number of improvements in East Sheen:

- East Sheen Common Entrance has been improved and is now a Site of Metropolitan Importance for Nature Conservation.
- In liaison with local residents, the Royal Parks and the LBRuT Cemetery Team were able to create an open, welcoming entrance to Richmond Park with an improved footpath up to Bog Gate, a popular route for dog walkers, ramblers and residents alike.



Richmond Park

Transport

- We are working with TfL to find another site for the bus terminal, possibly within any future development of the Mortlake brewery site.
- Speed indicator devices have been deployed across the Borough to manage vehicle speeds, the intention is to extend this to six further sites.
- Sheen Road/Richmond Road West, kerb realignment and parking provision. A305 Richmond Road corridor improvements.
- All bus stops on the bus service routes 33 and 371 through Sheen have been surveyed for full accessibility compliance and work is due to start on bringing any failing bus stops up to standard.



Public transport on Upper Richmond Road

DEFINING THE CHARACTER OF EAST SHEEN VILLAGE

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

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

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

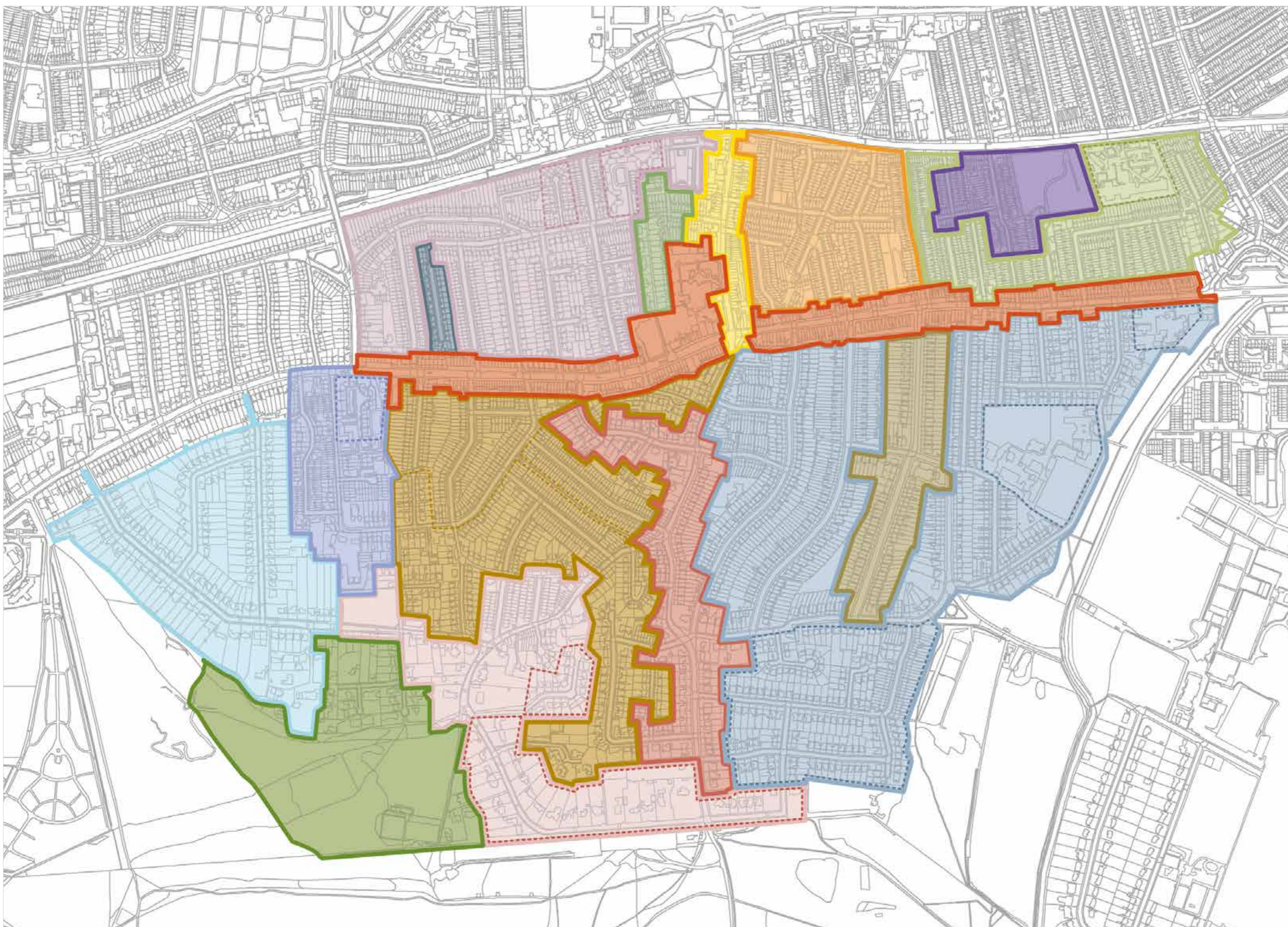
What are the opportunities to enhance your local area?

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

What are the pressures or problems facing your area?

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

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



East Sheen Character Areas

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THE CHARACTER OF EAST SHEEN

(the numbers in brackets denote the Council's conservation area reference number)



Character Area 3: St Leonards Road / Ormonde Road and surrounds

- Network of quiet, leafy residential streets
- Predominantly semi-detached houses in a wide variety of styles dating largely to the turn of the twentieth-century or shortly thereafter
- Varying Edwardian architectural details with styles ranging from the traditional and simple 'Arts and Crafts' to more restrained designs
- Inter-war housing estate including Grade-II listed communal air raid shelter
- **Dominant materials and features:** patterned tiles, brick arches, steep roof pitches, street trees, brick dwarf walls



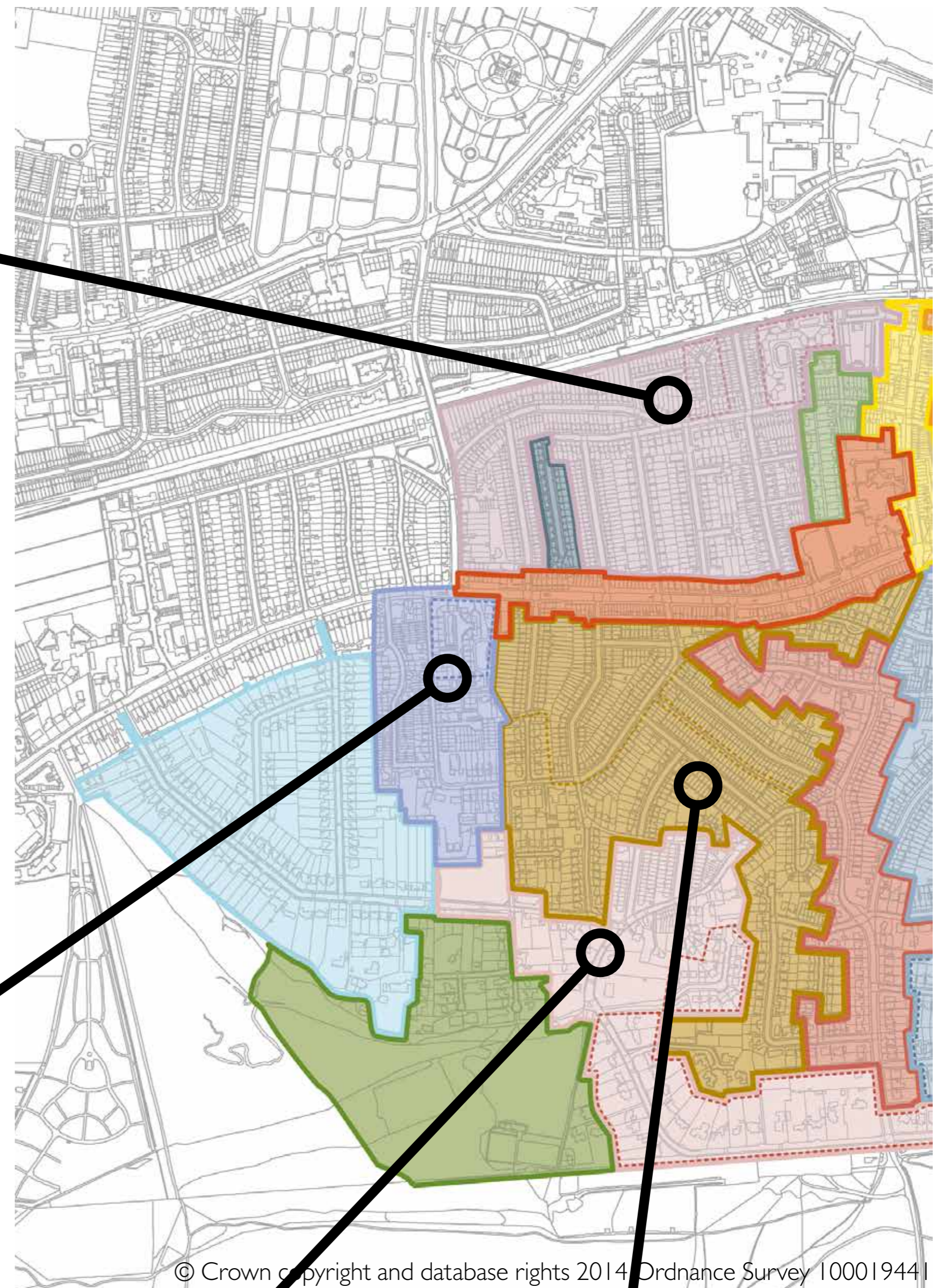
Character Area 16: Stanley Road / Derby Road / Coval Lane

- Predominantly Victorian cottages, interspersed by pockets of Edwardian and post-war developments
- A post-war housing estate is a sub area, with large blocks of flats not in keeping with the small terraces and semi-detached properties
- **Dominant materials and features:** brick, timber sash windows, porches, slate, painted render, brick gate piers with dwarf walls



Conservation Area 13: Christchurch Road (13)

- Distinctive and attractive mature suburban landscape character
- Christchurch Road - exceptional eighteenth-century group at the Eastern gateway to the Conservation Area. Predominantly two storeys in brick and set behind small enclosed front gates
- Fife Road - individually designed large detached houses of two to two and a half storeys set in generous gardens
- Martindale and Spencer Gardens - two storey Edwardian terraced houses with red and painted brick, bay windows, timber sash windows and ornamental porches
- The Mall - Neo-Georgian two storey detached properties with red brick, timber sash windows and white walls

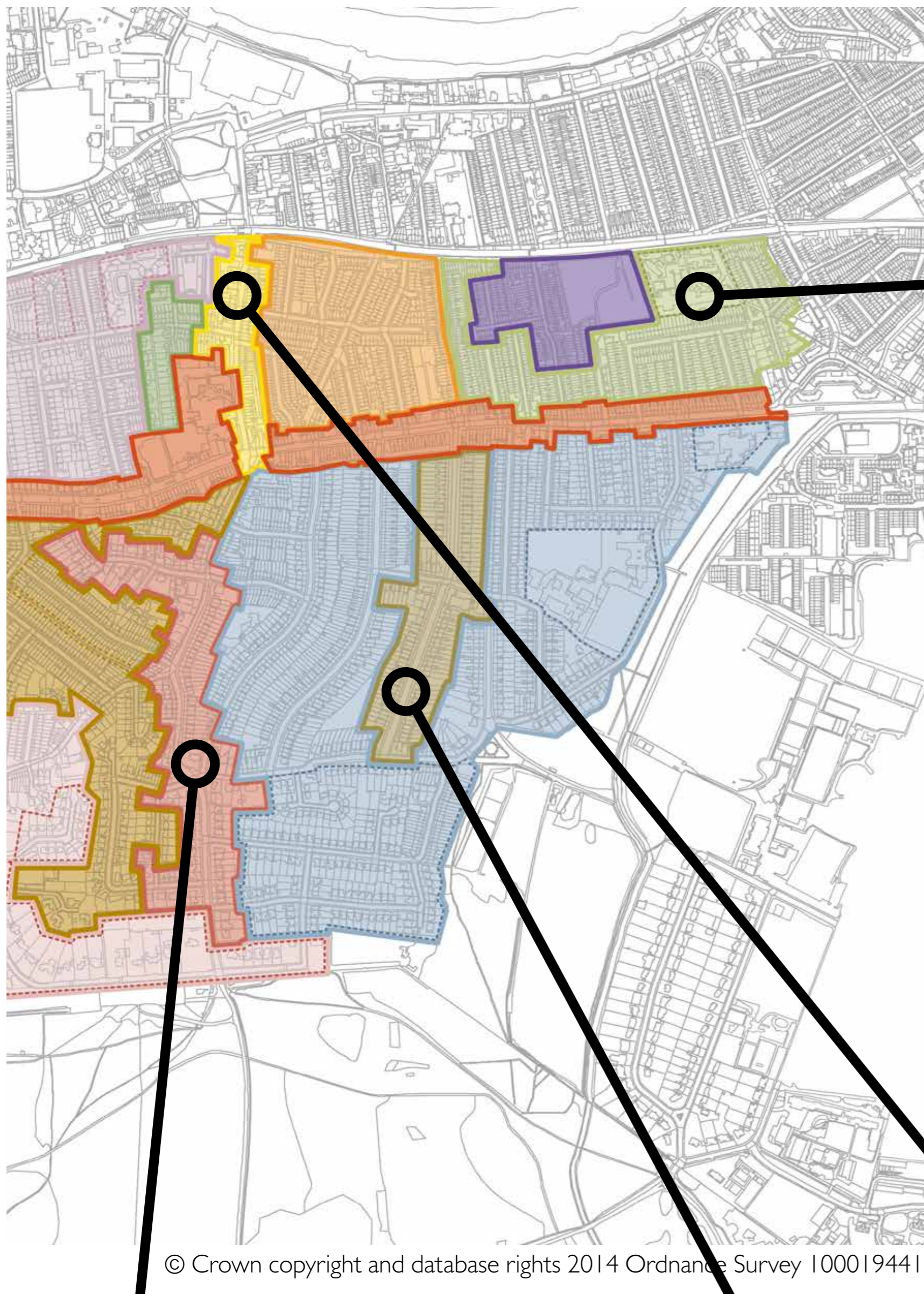


Character Area 12: Temple Sheen Road / Palmerston Road / York Avenue

- Leafy and gently winding residential streets
- Two storey, bow-fronted houses from the Edwardian period. Uniformity is strong, notably on Palmerston Road, despite occasional inter-war infill
- Inter-war development predominantly south of Temple Sheen Road, generally good quality – good architectural coherence on Observatory Road with twin porches and bow fronted houses
- 'Arts and Crafts' detailing including ornamental porches and timbered gables
- **Dominant materials and features:** brick, rough cast render, hung tiles, gables, applied timbering, ornamental porches, clay chimneys, steep roof pitches, brick gate piers with dwarf walls incorporating railings



THE CHARACTER OF EAST SHEEN



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Character Area 8: Grosvenor Avenue / West of Alexandra Road

- Residential streets developed in the late nineteenth and early twentieth century
- Includes the former Barnes Isolation Hospital, built in the late nineteenth-century being a Building of Townscape Merit, with an extension in 2001
- On the whole, streets in the area are coherent in scale and architectural detailing, although in some cases inter and post-war infill detracts from this
- **Dominant Materials and Features:** red and yellow brick, render, applied timbering, bay windows, clay-tiled roofs, clay chimneys, brick gate piers with dwarf walls incorporating railings, planted front gardens and street trees



Conservation Area 5: Sheen Lane (Mortlake) (70)

- Sheen Lane is an ancient route that connects Mortlake village on the riverside and the market town of Kingston, beyond Richmond Park. The majority of the buildings that line the road date from the mid nineteenth-century onwards, being a commercial / residential mix, and are associated with the opening of Mortlake Station.
- Mid nineteenth-century station, and the later waiting room to the south, form a distinctive and historic group of buildings
- **Dominant materials and features:** Mix of late nineteenth century shops and cottages, two and three storey buildings, narrow plots, diversity of building facades and roofscapes, red and yellow brick



Conservation Area 11: Sheen Lane (East Sheen) (64)

- The Conservation Area lies north of the East Sheen Gate of Richmond Park and adjoins the northern boundary of the Christchurch Road Conservation Area
- Detached and semi-detached residential properties dating from 1900-1935 in distinct groups
- The cohesiveness comes from the linear feel of buildings of similar height, interrupted by key focal buildings of different styles and heights all fronting the ancient highway of Sheen Lane
- The area is well landscaped, with mature trees in front and back gardens providing a positive contribution to the townscape and front gardens containing a variety of trees, shrubs and hedges
- **Dominant materials and features:** semi-detached two story houses, gables, applied timbering, red and brown brick, hung tiles, planted front gardens



Conservation Area 10: East Sheen Avenue (52)

- Developed as a distinctive part of the suburban expansion of East Sheen from the late nineteenth-century into the Edwardian period
- Predominantly large semi-detached houses lining a wide avenue of mature trees on the gentle slope between the busy Upper Richmond Road and Vicarage Road
- Architectural mix of Edwardian styles from Tudor Gothic with projecting half-timbered gables to properties influenced by the Raj with an Eastern domed feature at eaves level
- Houses are set in large garden plots with spaces between buildings and well planted front gardens defined by boundary walls, fences and hedges to the road, all contributing to the pleasant suburban character of this area



THE CHARACTER OF EAST SHEEN



Conservation Area 2: Holmesdale Avenue (68)

- Forms a distinctive part of the wider suburban residential development of East Sheen. Holmesdale Avenue was laid out as a speculative housing estate from 1909
- The Conservation Area is an exceptional and attractive group of houses set in a secluded cul-de-sac
- Alternating pattern of either gabled or half hipped roof and alternating use of red brick or roughcast render to front walls
- The houses are remarkably unspoilt, retaining many original architectural features such as decorative brickwork including panels of herringbone, brick arches, stained glass and distinctive porthole windows



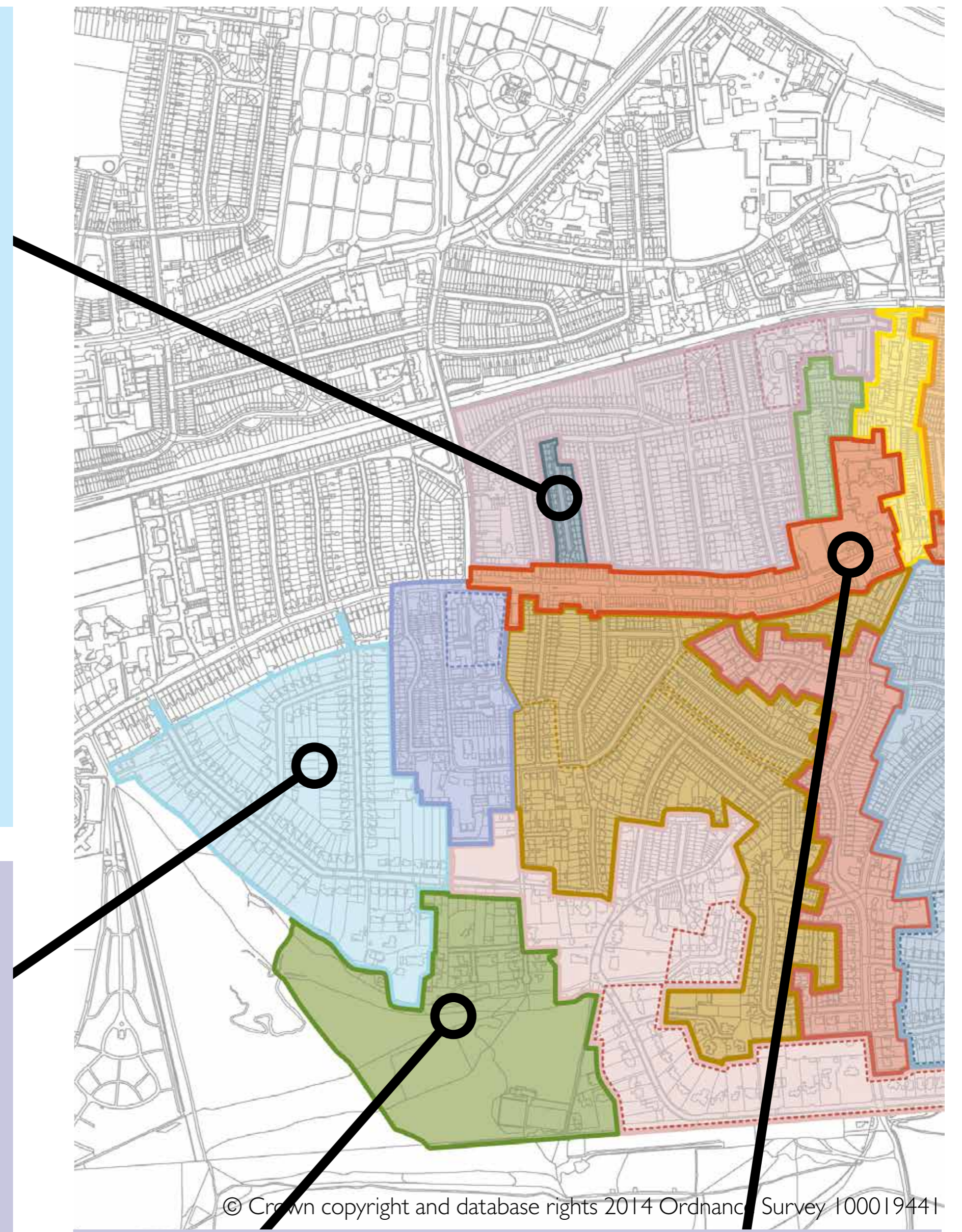
Conservation Area 15: Sheen Common Drive (68)

- The core is formed by an estate of detached two storey houses built on open land in the period 1925-1932
- Well maintained landscaped verges between the footways and Berwyn Road and Sheen Common Drive
- Dominant materials include red plain roof tiles, red/brown bricks, pebbledash, render, tile hanging, casement windows and half-timbered first floors



Character Area 14: Monroe Drive and surrounds

- Secluded residential streets, playing fields and woodland
- Aside from a large Victorian house on Monroe Drive, development is primarily post-war
- Houses are small to medium detached properties of two storeys and as they are set back from the road, often partly hidden from view, the lack of architectural coherence is not so apparent
- **Dominant materials and features:** Two to three storey detached houses, brick, clay tiles, brick dwarf walls, trees, large plots, front gardens

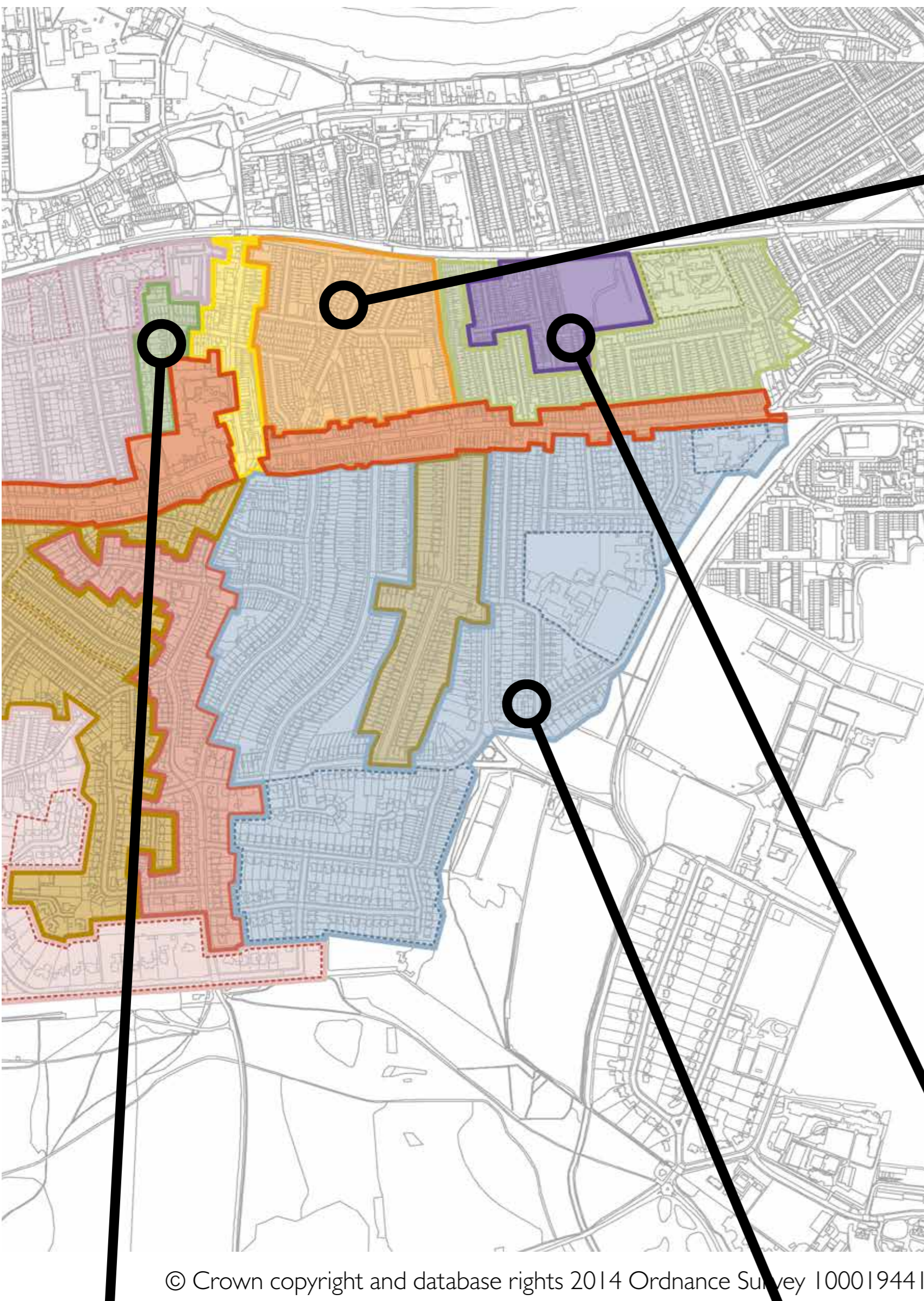


Character Area 1: Upper Richmond Road

- Long high street with mixed building use and heavy traffic
- The area is split in the middle by Sheen Lane (Mortlake) Conservation Area. East of here are predominantly Edwardian parades and mansion blocks with shop fronts at street level
- To the west are phases of post war infill, late nineteenth-century properties, and Edwardian parades. Although there is not consistency along the frontage, there are distinct large uninterrupted blocks
- Many Buildings of Townscape Merit reflect the architectural quality of the area
- The Grade II-listed Hare and Hounds pub dates from the early nineteenth-century being all that remains of the earlier high street
- Shop front quality varies but is generally good



THE CHARACTER OF EAST SHEEN



Character Area 6: Church Avenue / Vernon Road

- Small residential streets off Vernon Road and Church Avenue
- Church Avenue a fragment of the ancient Church Path, which connected the Mortlake and East Sheen villages before it was interrupted by the Railway in 1846
- Aside from a few Victorian houses that border Sheen Lane and some post-war infill, the wide leafy streets are all Edwardian
- 'Arts and Crafts' inspired architectural detailing, such as applied timbering and gables with stencil designs, such as those found on Glendower Road
- Includes the former Congregational Church, recently converted to a school, built in 1902 and a Building of Townscape Merit



Conservation Area 7: Queens Road (Mortlake) (35)

- Has a good example of a Victorian cemetery with fine mature trees
- The character of the area is determined by its long streets of terraced cottages
- Queens Road's original architectural character was of simple slate roofed houses however many have had features added which has affected the area's consistency
- The small shops opposite the Queens Arms provide points of interest
- **Dominant materials and features include:** sash windows with red brick flat arches and doors with red brick round arches; pairs of houses share a chimney stack



Conservation Area 4: Model Cottages (34)

- The Conservation Area runs north and south from St Leonards Road, and includes Model Cottages, houses on St Leonards Road and its northern extension Little St Leonards Road. It adjoins Sheen Lane (Mortlake) Conservation Area
- Mid nineteenth-century two storey villas set back from an informal, almost rural path, with large tended front gardens
- Streets to the north contain imposing Victorian terraces of three and four storeys in stucco or stock brick
- The houses are paired under a shallow hipped slate roof, are of two storeys and symmetrically designed with a set back side wing containing the entrance door



Character Area 9: Palewell Park and surrounds

- Large area of leafy and gently winding residential streets. Edwardian houses in the northern part of the area are generally bow-fronted with gables, establishing a rhythm that is made picturesque by curving and slightly hilly streets
- Houses on the straighter streets to the south of Vicarage Road and east of Gilpin Avenue date predominantly from the Interwar period and are less eclectic in appearance, but still employ gabled or bowed fronts. Eclectic detailing including ornamental porches and timbered gables
- Contemporary church and school buildings



MOVING AROUND EAST SHEEN VILLAGE

WHAT IS ON OFFER IN EAST SHEEN?

- Rail services at Mortlake Train Station
- Several bus stops located along Upper Richmond Road
- Good quality bus infrastructure
- A range of walking and cycling routes including off road cycle paths, main road cycle routes and quiet cycle routes

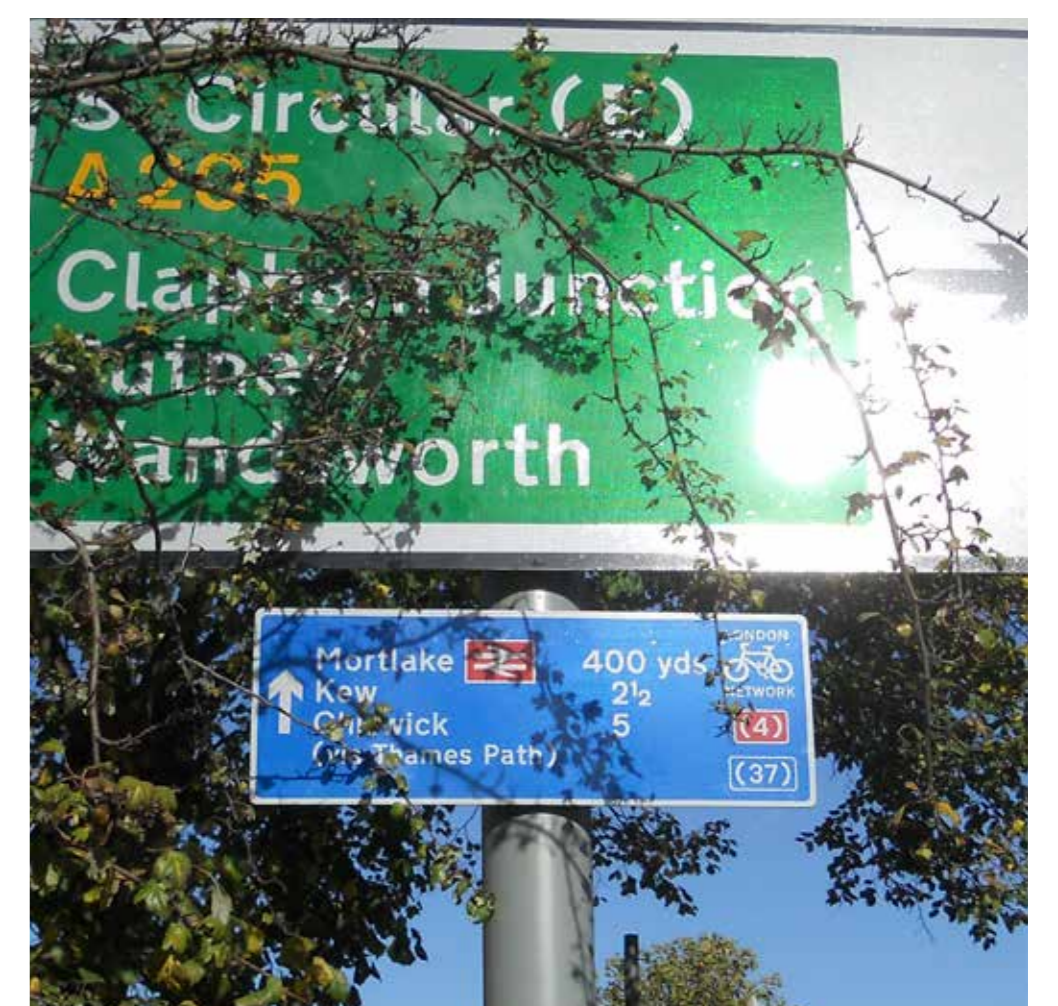
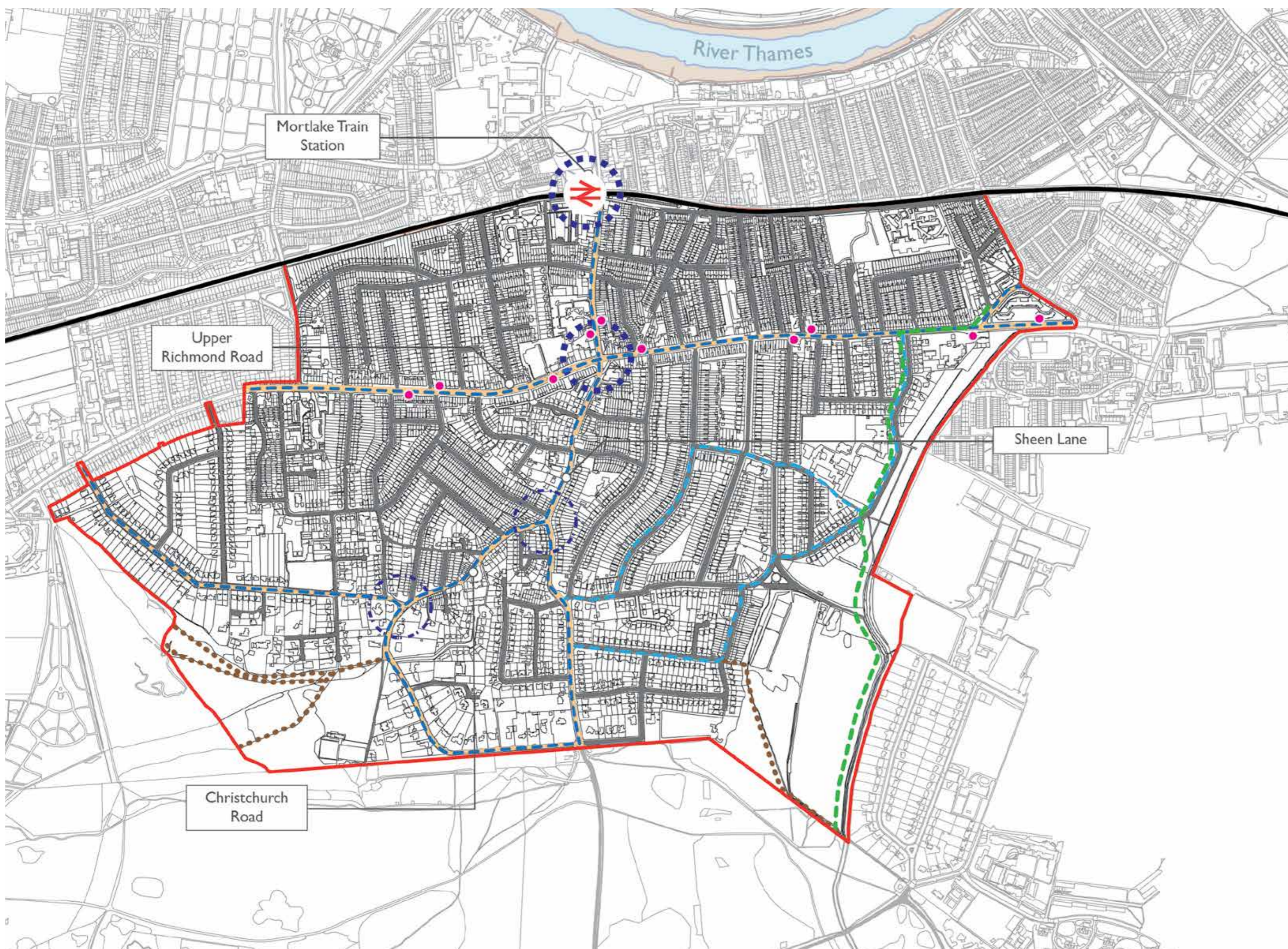
What are the opportunities to improve the way in which residents move around East Sheen?

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

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

Are there any roads where heavy goods vehicles over dominate?

What else could be done to encourage walking and cycling?



KEY

- SPD boundary
- Main road
- Minor road
- - - Public footpath
- - - Off road cycle path through green space
- - - Main road cycle routes
- - - Quiet cycle route
- Bus stop
- Primary node
- Secondary node
- Railway line
- ➔ Railway station

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SHOPS, SCHOOLS, HEALTH AND OTHER FACILITIES IN EAST SHEEN

WHAT IS ON OFFER IN EAST SHEEN?

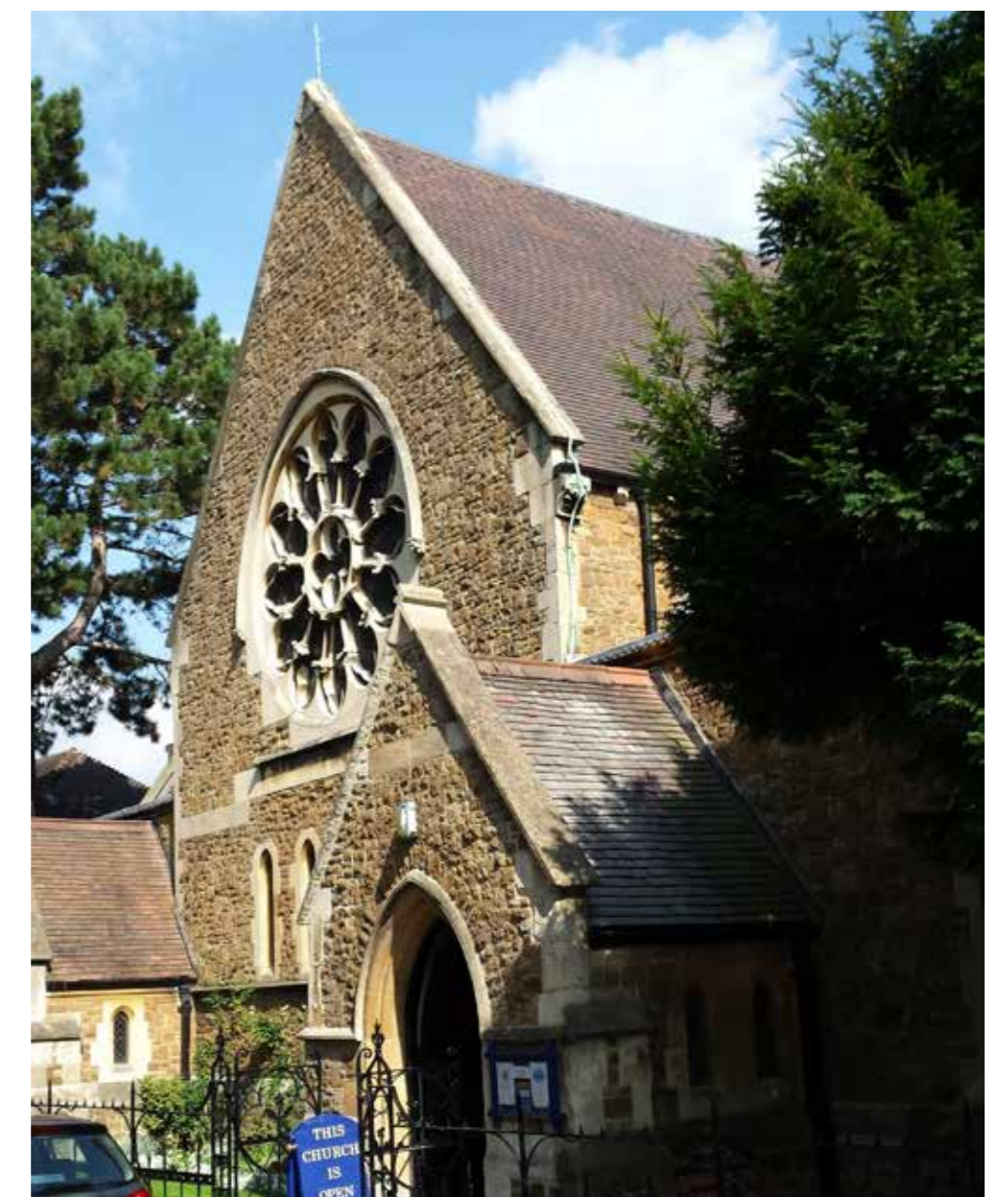
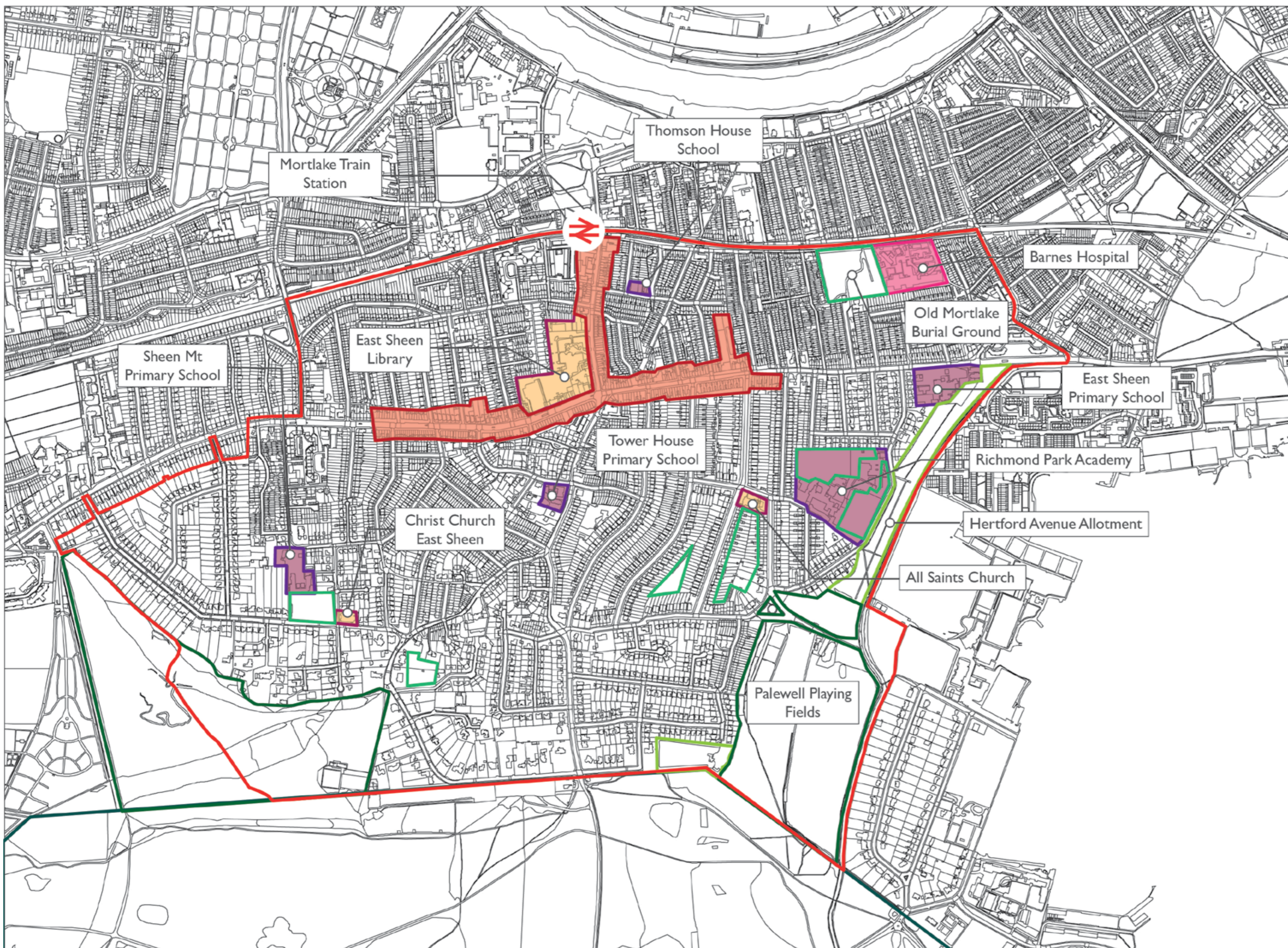
- There is a wide range of local shops, restaurants and facilities along Sheen Lane and Upper Richmond Road.
- East Sheen Library and Sheen Lane Community Centre are located in the central hub of East Sheen
- The area has four primary schools and one secondary school
- There are two churches located in the area
- There is one hospital, three GP practices, four pharmacies and three dental practices
- Employment areas are generally located along Upper Richmond Road and Sheen Lane

What are your views on facilities and shopping in East Sheen?

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

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

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



KEY	
—	SPD boundary
	Local Shops, Facilities, Restaurants, Bars and Cafes
	Community, Leisure, Tourism
	Schools
	Old Mortlake Burial Ground
	Hospital
	Public open space
	Other open land of townscape importance
	Metropolitan open land
	Richmond Park

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GREEN SPACES IN EAST SHEEN

WHAT IS ON OFFER IN EAST SHEEN?

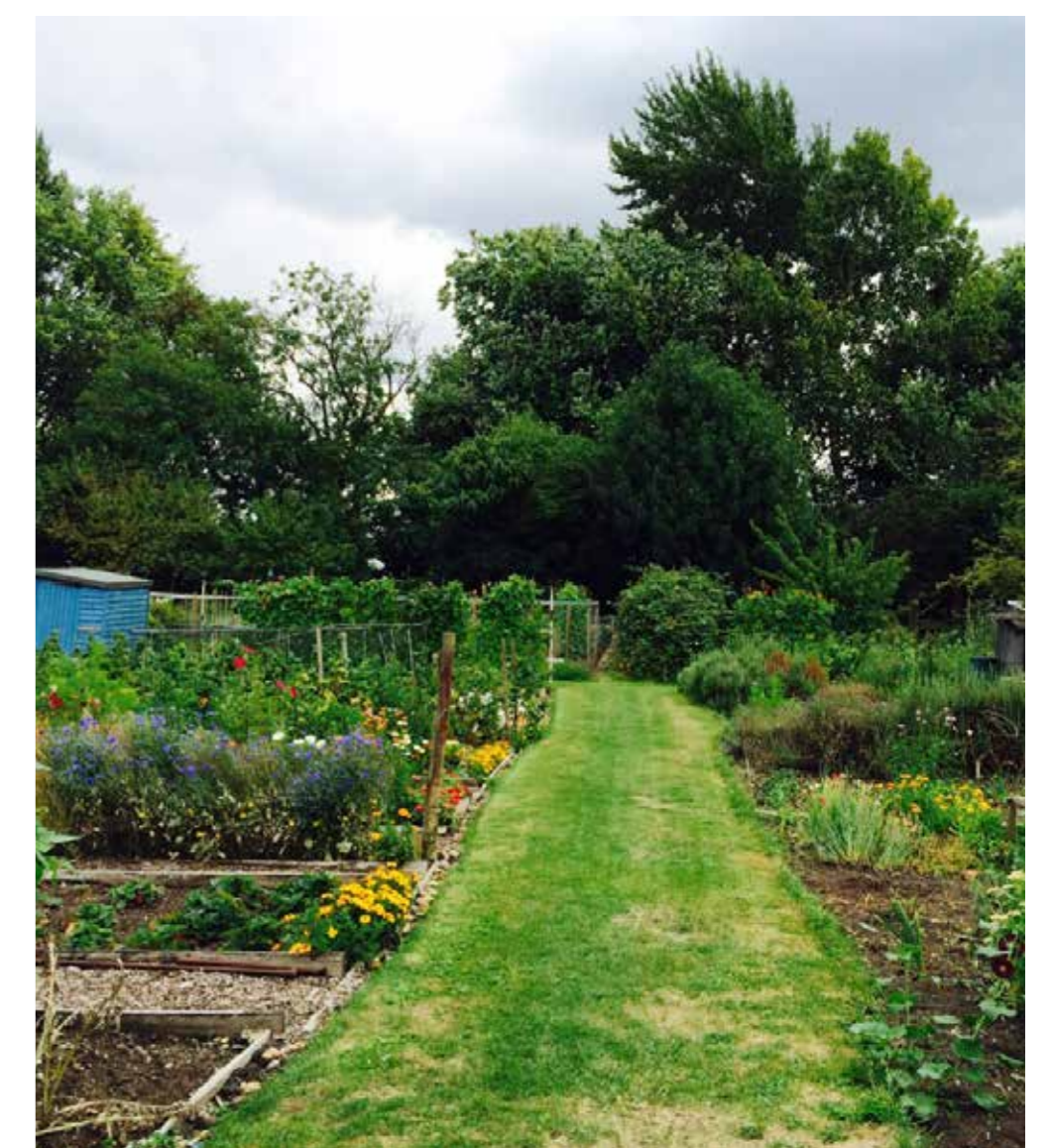
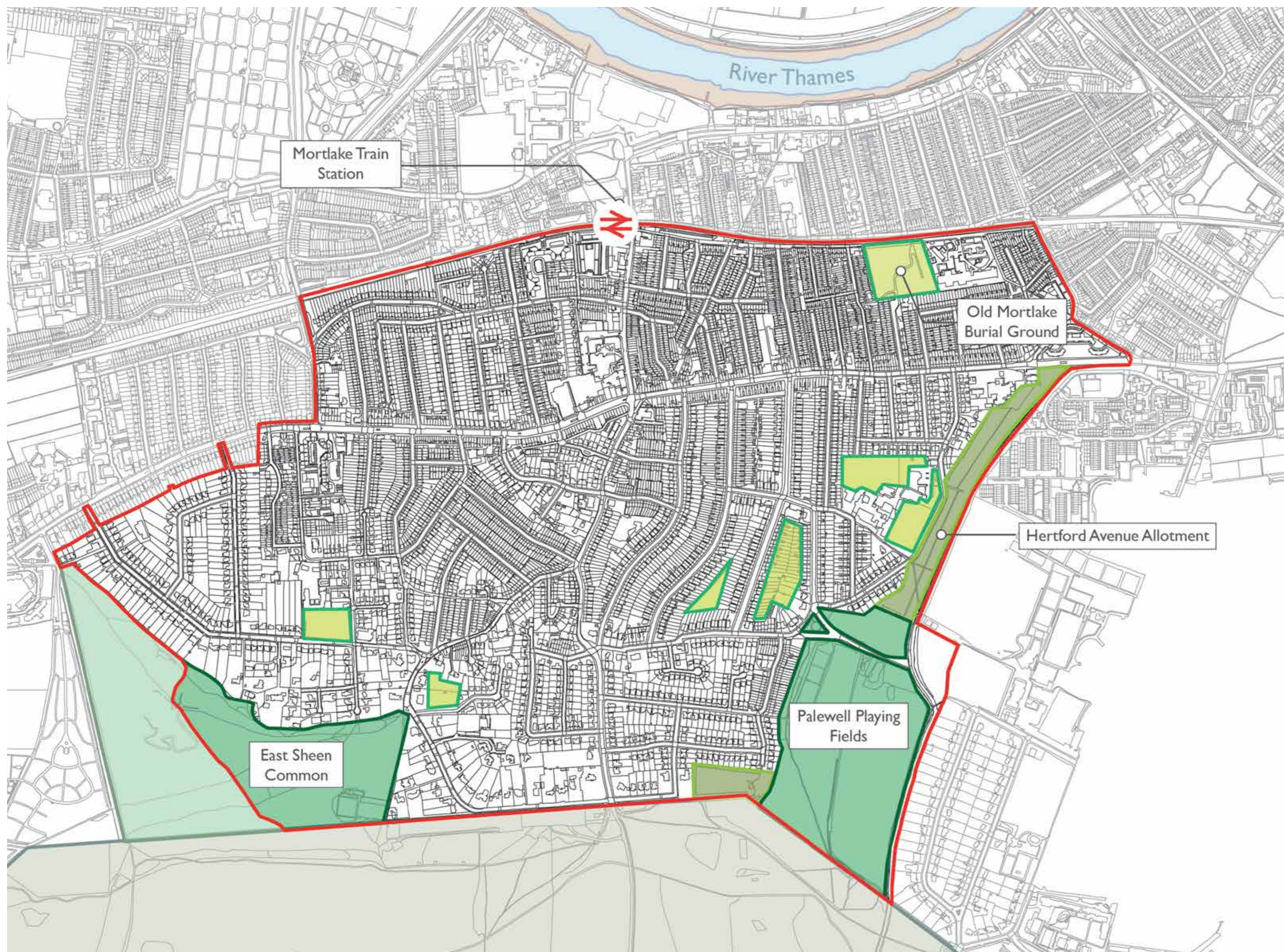
There are a number of green spaces in the area such as:

- Hertford Avenue Allotments
- Palewell Playing Fields
- East Sheen Common
- Old Mortlake Burial Ground
- Richmond Park adjoins East Sheen Village to the south

How can the Council continue to improve green spaces in East Sheen?

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

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



KEY	
	SPD boundary
	Public open space
	Other open land of townscape importance
	Metropolitan open land
	Richmond Park

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PLANNING POLICY AND LARGER SITES IN EAST SHEEN

Planning Policy

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

A new plan, which will allocate larger sites for development, change or protection, is being prepared. This is called the Site Allocations Plan. The Council is currently considering the range of responses received before moving forward with the Plan.

A list of the proposed sites in East Sheen is set out opposite for information.

If these sites come forward for planning permission we would be interested to hear your views on the design and appearance of the sites and any features that you think are important.

EM 3 Mortlake Station, Sheen lane, East Sheen

Proposal: Station and interchange improvements

EM 5 166-176 Upper Richmond Road and Telephone Exchange to rear, East Sheen

Proposal: Redevelopment for mixed uses to include residential, including affordable, employment or primary school

BA 2 Barnes Hospital, South Worple Way, Barnes

Proposal: Subject to the site being declared as surplus, future uses to be a mixed use development to include residential, including affordable units and social infrastructure. Social infrastructure to include extra-care housing for older adults (including communal facilities), education facilities and, subject to the Mental Health Trust Strategy, community health facilities. Land uses subject to satisfactory transport impact assessment.

