

INTRODUCTION TO VILLAGE PLANNING GUIDANCE FOR EAST TWICKENHAM

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 Twickenham Village area. This will be a document that the Council considers when deciding on planning applications. Village Planning Guidance can:

- Help to identify 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 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 can I get involved?

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

During May and June 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Draft guidance will be developed over the summer based on your views and a formal (statutory) consultation carried out in September / October 2015 before adoption later in the year.

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 currently underway and later in the year. The Village Planning Guidance will be a dedicated section as part of the Village Plans.



Indicative East Twickenham Village Planning Guidance Study Boundary



Richmond Road



View towards Richmond Bridge

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:

Many of you said congestion is a big issue in East Twickenham.

You told us congestion is caused by rush hour traffic, poor traffic management and large commercial vehicles (lorries and HGVs) using small suburban streets.

You also commented on the volume of traffic using residential roads to avoid congestion on major routes and speeding.

What we have done:

- Planning conditions are being enforced so that building contractors and suppliers have routes to ensure overweight lorries are not unnecessarily in smaller streets.
- New powers to limit road works disruption and congestion caused by utility companies have been put in place. A permit will be required every time works are to be carried out.
- A new link has been installed between the Richmond Road/ St Margarets Road signals and the Park Road pelican crossing to reduce unnecessary delay to traffic.
- The Council sought and gained new powers from the Greater London Authority so that Penalty Charge Notices can be issued to drivers stopping in yellow box junctions. These powers came into force May 2013.
- All school 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:

- The Council is proposing an East Twickenham improvement scheme which will look to improve the traffic flow along Richmond Road by providing inset parking bays, revised bus stop and loading arrangements and improved sight-lines. This scheme will be pursued following the outcome of the investigation at the Richmond Road/St Margarets Road junction.

Pavements

What was said:

Condition of pavements and roads is a key concern for residents, particularly with respect to the hazards this presents for pedestrians particularly the elderly, wheelchair and buggy users.

What we have done:

- Footway repairs in Cambridge Park were completed in 2012. A section of footpath that had previously been subject to standing water after heavy rainfall was resurfaced to solve the issue.
- The Council has made available a specific annual funding pot of £35,000 per village area through the Community Road and Pavement Fund. This is in addition to routine maintenance. Schemes have included:
 - Beresford Avenue
 - Norman Avenue
- New signage and chicanes have been provided along Duck's Walk to allow both pedestrians and cyclists to use the area safely.

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). Significant work to the footpath in Riverdale Gardens is due to commence in September 2015.

Shopping in your local high street and support for local businesses

What was said:

East Twickenham has a strong traders' network which plays a central role in the East Twickenham Village Group. The shops are mainly independent but it has a number of empty shops and charity shops which detract from its vitality.

What we have done:

- Recognising the importance of local small businesses, the Council supports East Twickenham Traders' Network through funding from the Town Centre Opportunities Fund. Representatives from the network attend the Council forum for local traders groups.
- We want to boost the vitality of our high streets by providing small grants to support the efforts of those that want to make use of an empty shop.

What we are going to do:

- Improvements are proposed to the junction of Richmond Road and St Margarets Road. One of the objectives of the East Twickenham improvement scheme, referred to above, is to create a more attractive environment for users.

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

East Twickenham Neighbourhood Association (ETNA)

The East Twickenham Neighbourhood Association (ETNA) centre in East Twickenham is home to a wide range of activities including children's groups, music and art groups, health and fitness classes, self-help groups and classes for older people. ETNA provides facilities to enable community groups to meet in East Twickenham. The centre welcomes people of all ages, backgrounds and interests. For information please see the ETNA Centre website which includes a diary of activities available. www.etnacentre.org

East Twickenham Villages (ETV)

Local Residents' Associations, traders and community groups are working together to make East Twickenham a great place to live, building a sense of community and encouraging people to get involved in what happens in their area. ETV brings these groups together to discuss and take action on local issues, and projects. You can follow the group and find out information about what is happening in the local area and other information of local interest, please visit www.easttwickenham.org

Friends of Cambridge Gardens (FoCG)

The Friends of Cambridge Gardens joined together in 2008 after a successful campaign to prevent part of the space being leased out commercially. Cambridge Gardens has since won a coveted 'Green Flag' acclaiming the work with the Council to produce a top-quality park. FoCG seeks to enhance the Gardens, protecting its beauty, plants and wildlife. They work in partnership with the Council to achieve improved horticulture, good maintenance and a place where people feel safe. They promote biodiversity to support birds, butterflies and bees. Contact them at focg.auth@gmail.com

East Twickenham Centenary Group

The East Twickenham Centenary Group has been established to manage all business and finances to do with 'East Twickenham Village' projects (including the Belgian Refugee Project and future summer fairs). They would like to hear from residents from the East Twickenham Village area that might be interested in joining, or supporting. They were established to provide a platform for a bid to the Heritage Lottery Fund, for a WWI commemoration project. Web: www.easttwickenham.org/

Residents Associations

There are two Residents Associations, as follows:

- Morley and Alexandra Road Residents Association (MARRA) whose website can be viewed at www.morleyandalexandra.org.uk
- Twickenham Park Residents Association (TPRA) whose website can be viewed at www.twickenhampark.co.uk



Village Planning Guidance Events

To get more involved in the Village Planning Guidance 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 16 May 2015

Drop-In – 10:00am – 4:00pm

Twickenham Studios

Sunday 17 May 2015

Walkabout 11:00am – 1:00pm

Meeting point – Outside Cambridge Park Bowls Club

DEFINING THE CHARACTER OF EAST TWICKENHAM VILLAGE

The Council has undertaken some initial work on trying to identify the different areas of East Twickenham 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.

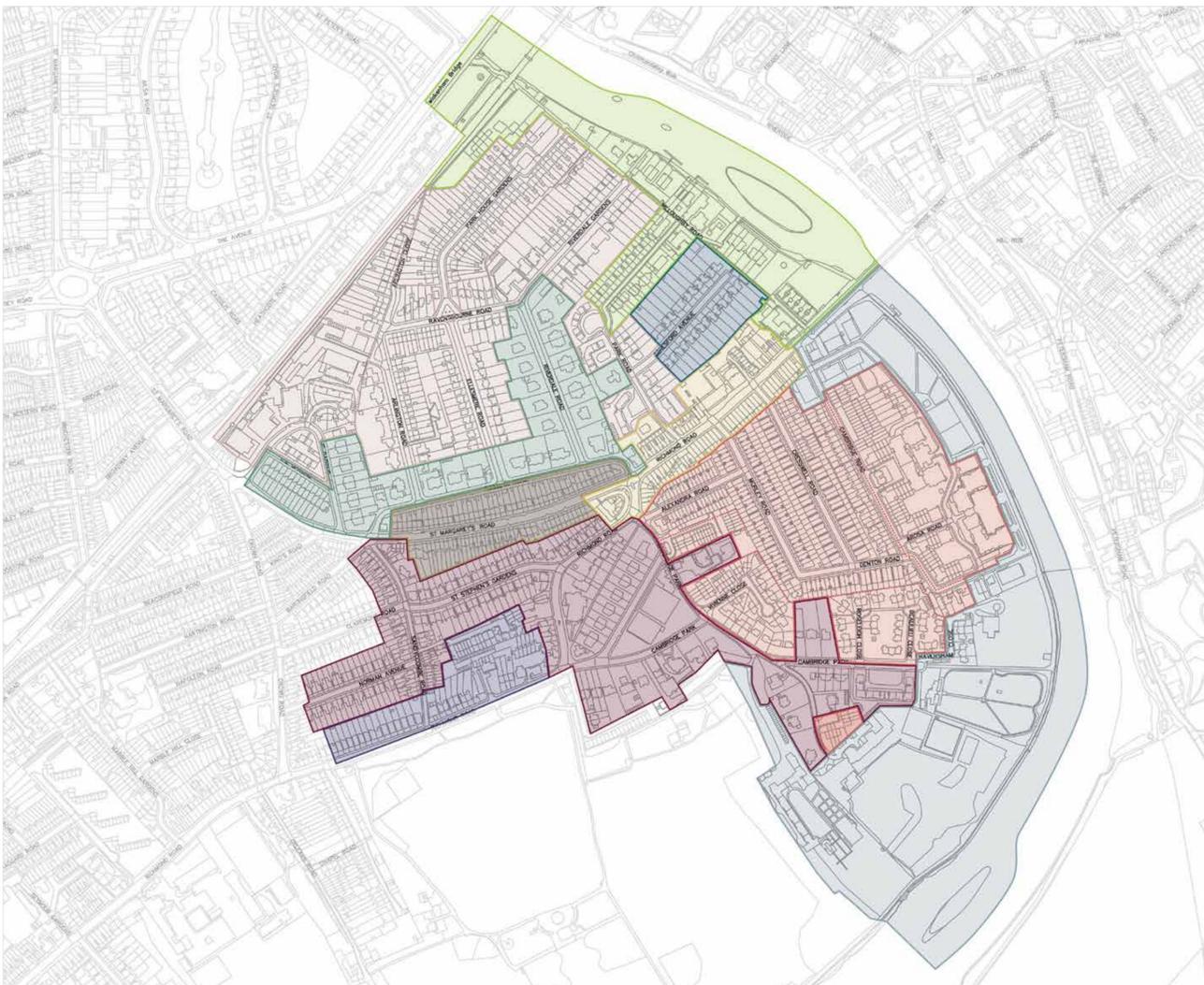
What are the opportunities to enhance your local area?

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 Twickenham Character Areas

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THE CHARACTER OF EAST TWICKENHAM



Conservation Area 10: Richmond Riverside (4)

- Richmond Riverside Conservation Area extends between Richmond Bridge and Richmond Lock on both banks of the river (Richmond and Twickenham).
- Contains a range of free standing buildings in a well treed setting which defines the character of Twickenham Bank, with the scale of building reducing as you move away from Richmond Bridge.
- The north end has a rural character, Duck's Walk runs close along the river. The route is enclosed by walls and vegetation with occasional views to houseboats and the River beyond.
- This part of the Conservation Area includes a variety of building styles.



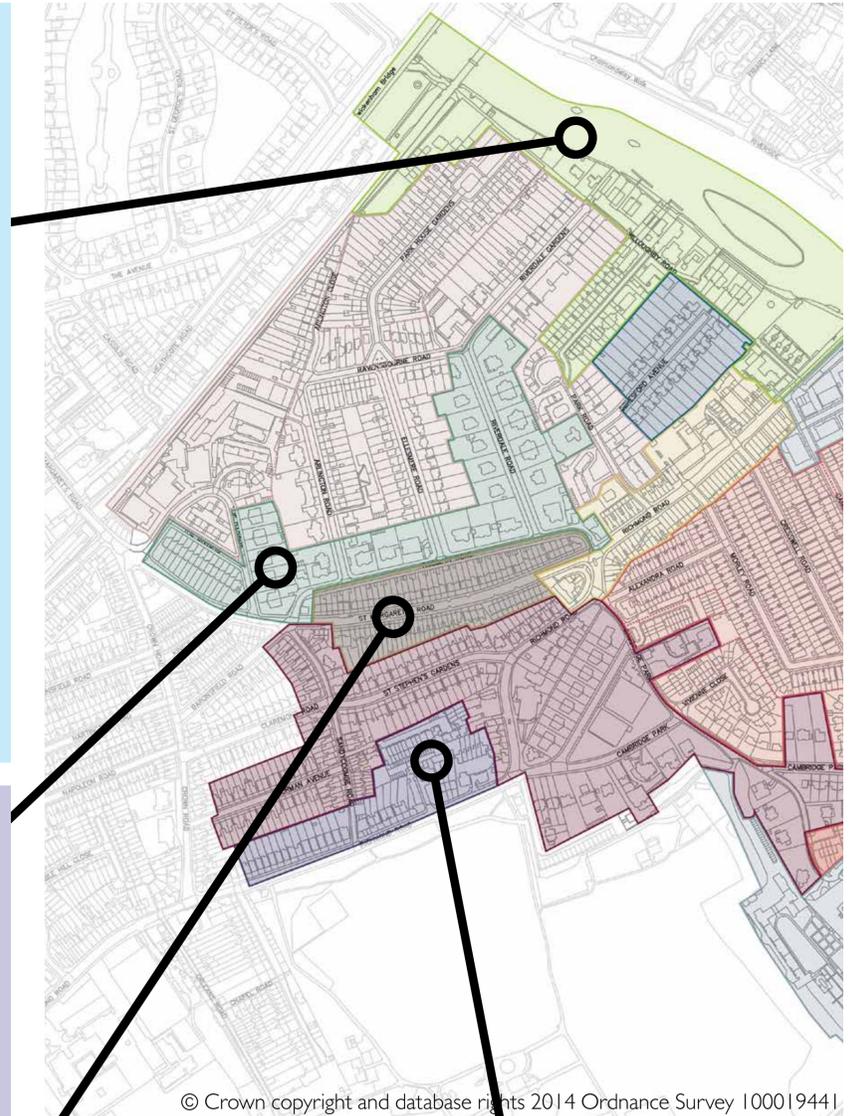
Conservation Area 2: Twickenham Park (24)

- Twickenham Park is situated to the west of St Margarets railway station.
- The area is defined with residential properties set back from the road in large plots with high quality landscaped boundaries.
- The area consists of Victorian Gothic and Italianate properties.
- The houses all feature brickwork of varied colours.



Character Area 8: St Margarets Road

- This is a small character area taking in both north and south sides of St Margarets Road as well as the south of Rosslyn Road.
- On the north side the houses are interwar terraces with curved projecting two-storey bay windows.
- On the south side of the road the terraces are all pre-war and have stucco decoration.
- Materials and features: Red brick, stock brick, stucco, slate, clay tiles, applied half-timbering, timber doors and timber casements with leaded lights, timber sashes, projecting bays, gables, chimneys, dwarf brick front gardens walls, decorative ironwork railings, iron gates, tiled paths, street trees.



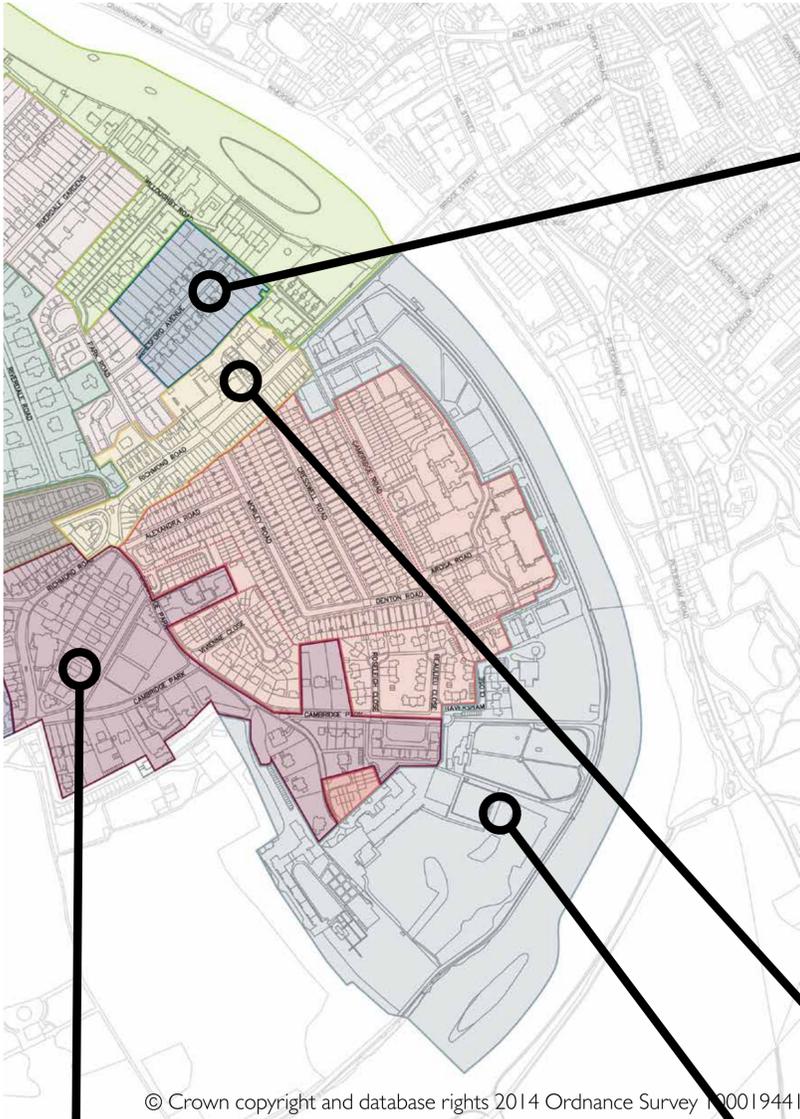
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Character Area 7: Richmond Road opposite Marble Hill Park

- The area covers Richmond Road facing Marble Hill Park including Henrietta Court and Gibson Mews which form a cul-de-sac off Richmond Road, and part of Dorchester Mews to the north.
- Between Sandycombe Road and Crown Road are a group of shops and then a series of closely-built detached houses from c. 1914.
- East of Sandycombe Road is a recently-built red brick three-storey block of flats and then three pairs of Interwar semi-detached houses.
- A number of gated communities including Henrietta Court and Gibson Mews are accessed from Richmond Road. Dorchester Mews is made up of three-storey houses and flats.



THE CHARACTER OF EAST TWICKENHAM



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Conservation Area 3: Beresford Avenue (56)

- Beresford Avenue is located to the east of Twickenham.
- The Conservation Area comprises an exceptional cul-de-sac setting with a uniform appearance.
- Twenty six semi-detached two storey houses with garages built in the 1930s to a largely uniformed design.
- The houses have full curved bay windows, shallow pitched roof and chimney stacks.



Conservation Area 4: Richmond Road (66)

- Richmond Road Conservation Area is located along the commercial stretch of Richmond Road in East Twickenham.
- It covers an important vista along the road towards the bridge.
- Architecturally the area is characterised by consistent purpose built Edwardian shopping parades.
- Buildings are predominantly two to two and half-storey's in red brick with characteristic dormer windows.



Conservation Area 6: Cambridge Park (21)

- Cambridge Park Conservation Area is situated between the north boundary of Marble Hill Park and Richmond Road.
- Hosts two prominent features of St Stephen's Passage and the Bowling Green.
- The properties are predominantly semi-detached and Edwardian with some Italianate style architecture.
- The majority of properties are high quality red brick.

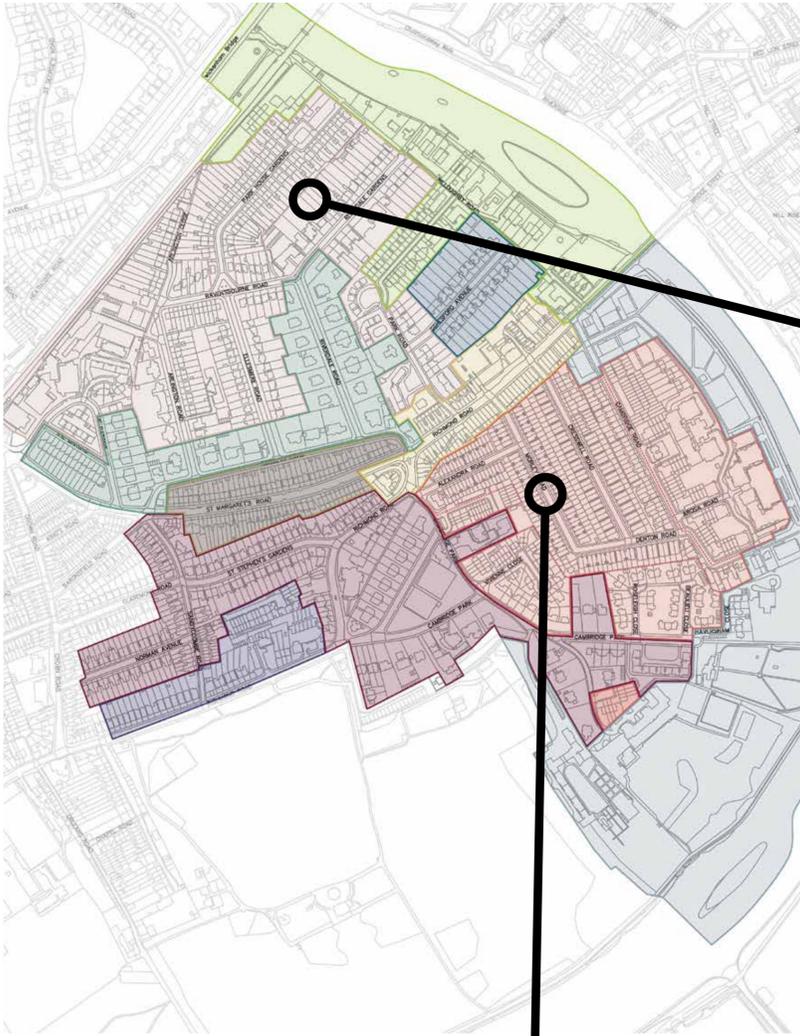


Conservation Area 9: Richmond Hill (5)

- The Conservation Area spans the open landscape on both banks of the Thames south of Richmond town centre including the townscape along Richmond Hill, as far as Richmond Gate.
- The Twickenham bank on the south side of the Thames is more rural, narrow and enclosed by vegetation.
- Behind the towpath the character of the buildings are variable and often hidden by landscaping. Meadowside and Cambridge Park in particular contain an important belt of mature trees.
- There are key strategic views from the riverfront to surrounding landmarks including the Star & Garter Home, Richmond Bridge and Glover's Island.



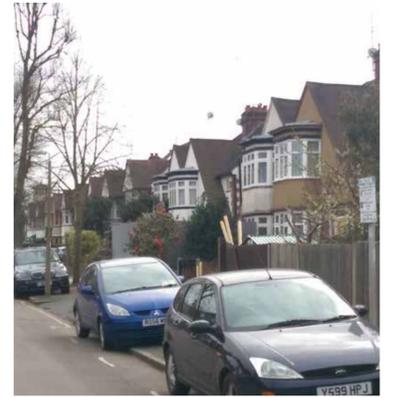
THE CHARACTER OF EAST TWICKENHAM



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Character Area 1:

- Part of the former Twickenham Park site which was developed with houses from the mid-nineteenth century, defined by Conservation Areas near the railway line and St Margarets Road.
- Ellesmere Road consists of large interwar detached houses including applied half-timbered gables and bay windows.
- Ravensbourne Road is also predominantly interwar housing but in short terraces with applied half-timbering on the first floors.
- Arlington Road is made up of semi-detached houses of a regular design with inset, round-headed porches and rendered elevations.
- Twickenham Studios borders the railway line to the north and The Barons is made up of three storey flats all built in the 1930's.
- Riverdale Gardens was partially developed c.1914 and a number of the large red brick houses in Queen-Anne style at its south west end survive.
- Park House Gardens runs north east to south west from the River and bends southwards. It is made up of semi-detached housing with Art Deco details though they do not appear to have been built until c. 1950s.



Character Area 5:

- Bounded by Cambridge Park Conservation Area to its west, Richmond Road Conservation Area to the north and Richmond Hill Conservation Area to its east and south which takes in the riverside area.
- Alexandra Road, Morley Road, Denton Road and the west side of Cresswell Road were all developed c. 1914; the rest of this sub-area dates from c. 1930.
- At the north end of Cambridge Road on the east side is a recently-built terrace of five houses with garages at basement level.
- Fairlawns is a small secluded close of two terraces accessed off Cambridge Park.
- Vivenne Close cul-de-sac off Cambridge Park includes a range of 1980s short terraces and semi-detached housing.
- Roseleigh Close, Beaulieu Close and Haversham Close were also built in the 1980s and are widely spaced on large plots that are attractive with a cohesive character.
- Powers Court is a cul-de-sac of two c.1970s three-storey terraces, set in a landscaped area with mature trees that enhance the character of the area.



MOVING AROUND EAST TWICKENHAM VILLAGE

WHAT IS ON OFFER IN EAST TWICKENHAM?

- 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 main road cycle routes and quieter routes including some off-road.

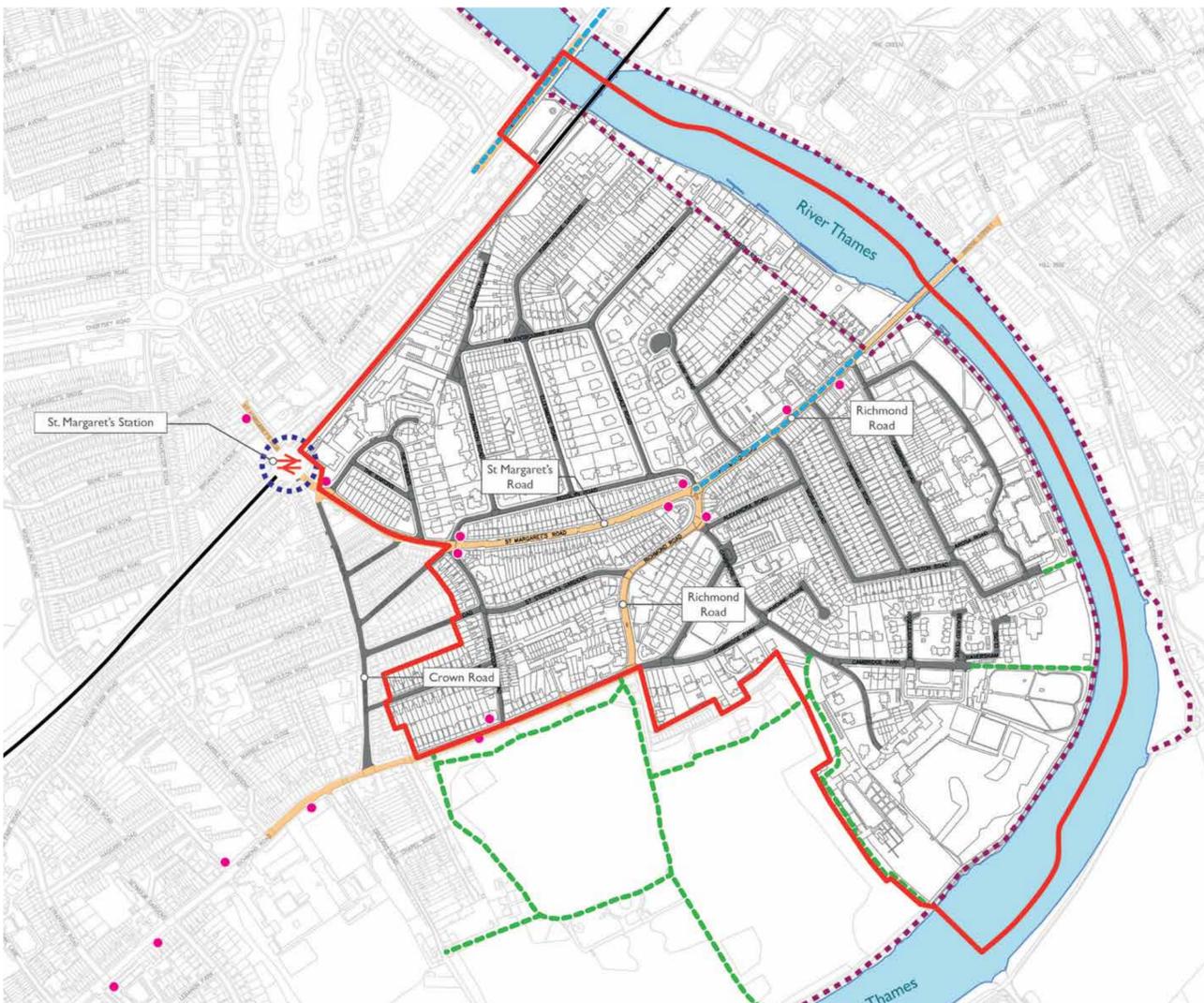
What are the opportunities to improve the way in which residents move around East Twickenham?

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
	Footpaths
	Bus stop
	Dedicated Cycle Routes
	Thames Path
	Primary node
	Secondary node
	Railway line
	Railway station

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SHOPS, SCHOOLS, HEALTH AND OTHER FACILITIES IN EAST TWICKENHAM

WHAT IS ON OFFER IN EAST TWICKENHAM?

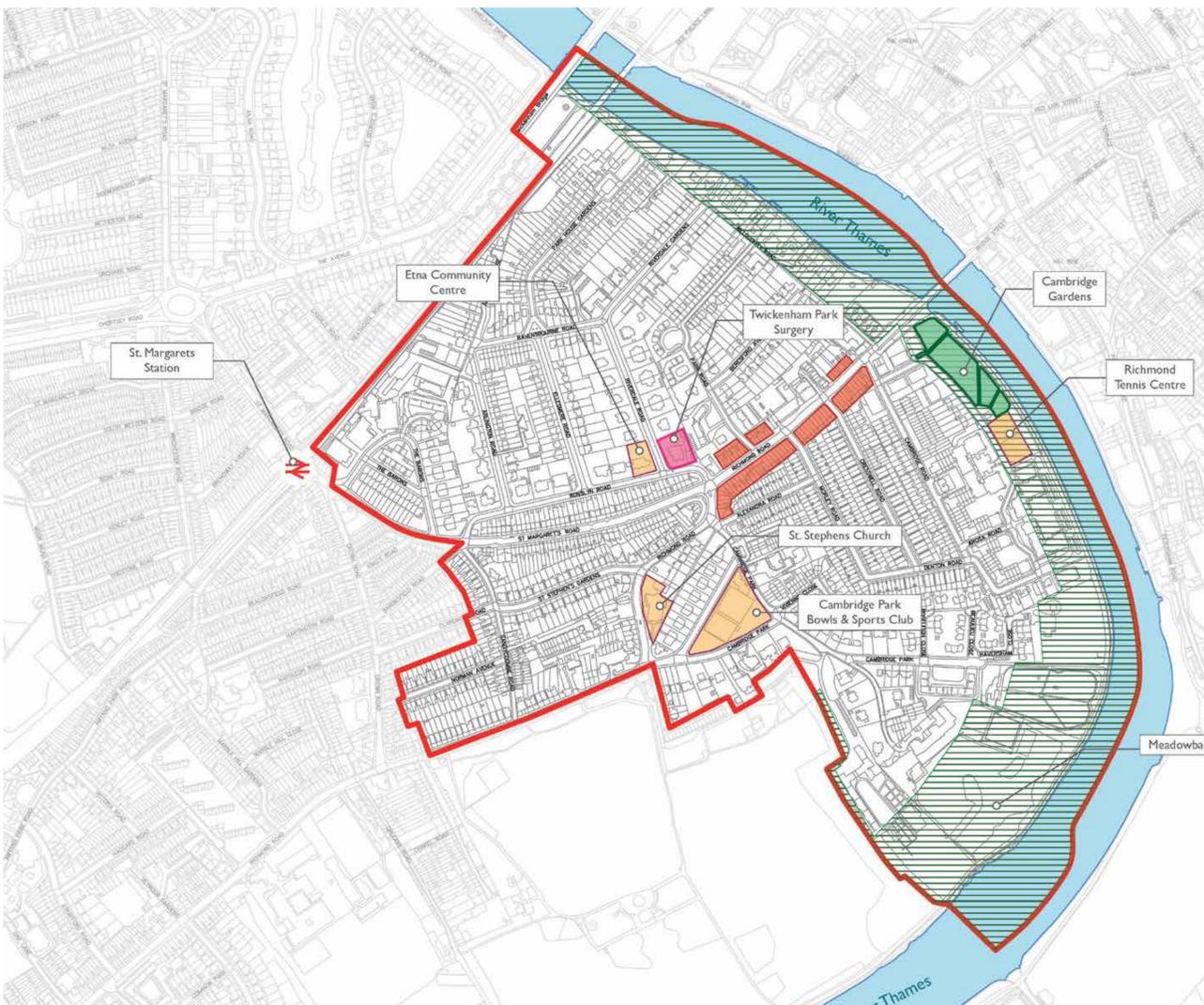
- Shopping is focused around St Margarets Station and along Richmond Road.
- Twickenham Park Surgery located on Rosslyn Road.
- St Stephens Church on Richmond Road.
- The A3004 and Richmond Road support the majority of employment opportunities in the area.

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

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	
	Indicative SPD boundary
	Local Shops, Facilities, Restaurants, Bars and Cafes
	Community, Leisure, Tourism
	Education
	Healthcare
	Metropolitan open land
	Public Open Space

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GREEN SPACES IN EAST TWICKENHAM

WHAT IS ON OFFER IN EAST TWICKENHAM?

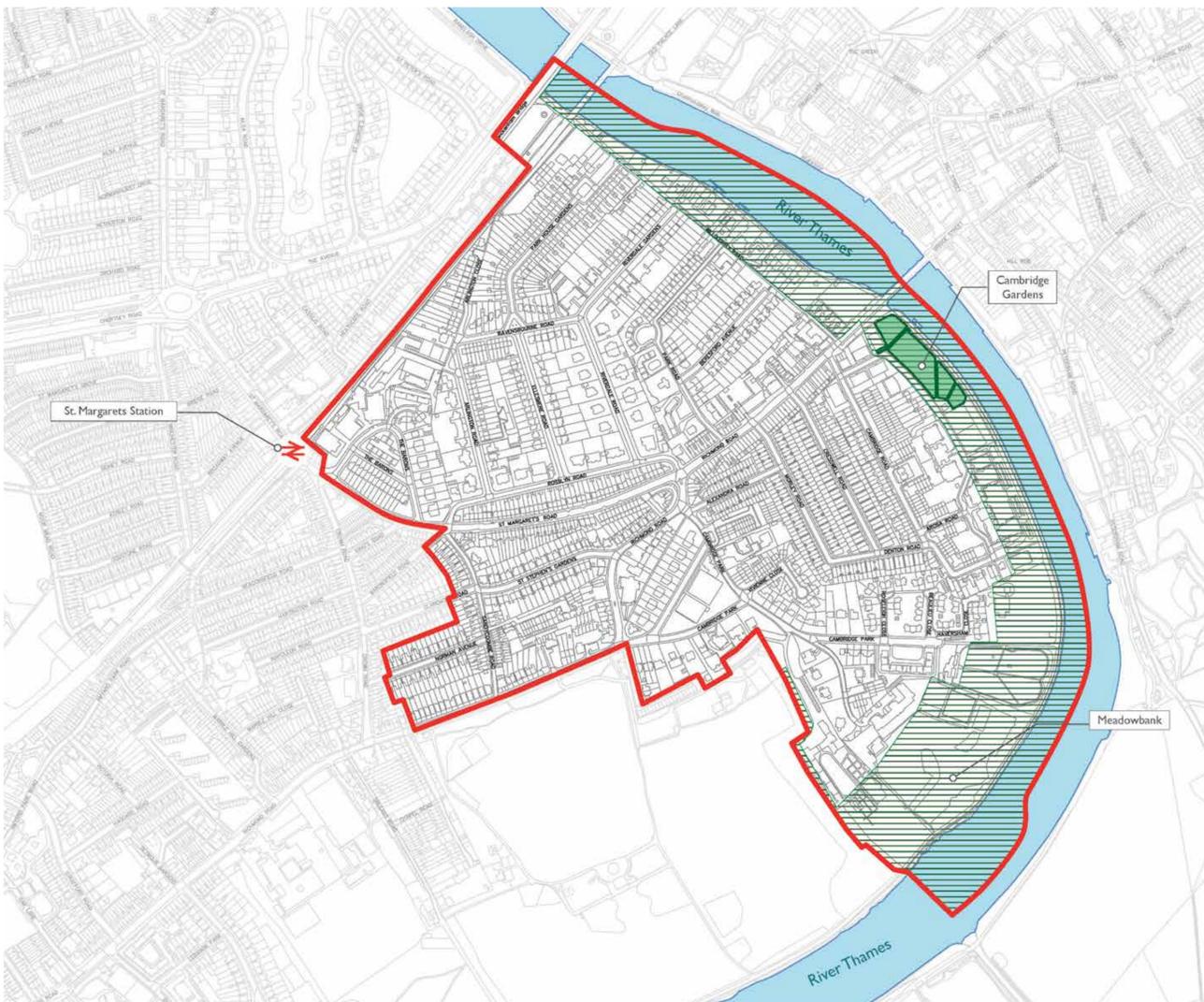
There are a number of green spaces in the area including:

- Meadow Bank and Cambridge Gardens, which has a cafe and is home to the annual East Twickenham Fair. Both are located alongside the river within protected open land.
- Cambridge Park Bowling and Sports Club.
- Richmond Tennis Centre.

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

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

- Indicative SPD boundary
- Public open space
- ▨ Metropolitan open land / Thames Policy Area

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PLANNING POLICY AND LARGER SITES IN EAST TWICKENHAM

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 Twickenham is set out opposite for information.

We would welcome your thoughts on the design and appearance of any development that may come forward on the Ryde House site to inform the SPD Matters relating to the uses on the site, including access and parking, will be considered as part of any planning application.

E SM 3 Twickenham Film Studios/Arlington Works, Arlington Road, St Margarets

Proposed: Designation as Key Employment Site

SM 5 Ryde House, East Twickenham

Proposed: Retail and Education

