

INTRODUCTION TO VILLAGE PLANNING GUIDANCE FOR ST MARGARETS

What is Village Planning Guidance?

London Borough of Richmond upon Thames (LBRuT) wants residents and businesses to help prepare 'Village Planning Guidance' for the St Margarets 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 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

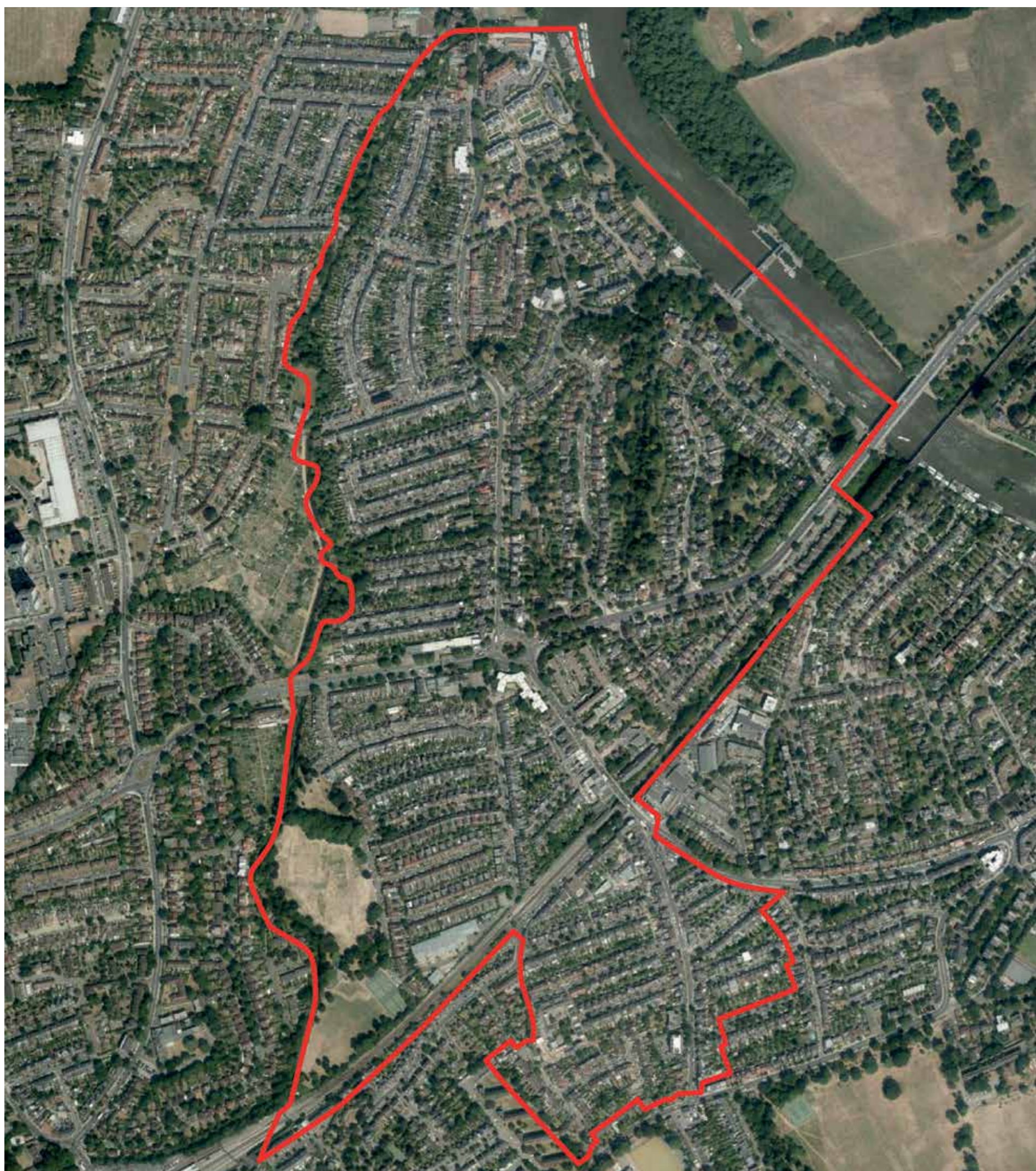
Draft guidance will be developed over the summer based on your views and a formal (statutory) consultation carried out in September / October 2015 before adoption later in the year.

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



Indicative St Margarets Village Planning Guidance Study Boundary



Richmond Lock Footbridge



St Margarets Road



St Stephen's School



St Margarets Medical Practice

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 people said congestion is a big issue in St Margarets. You told us congestion is caused by rush hour traffic, poor traffic management, large commercial vehicles (lorries and HGVs) using small suburban streets and deliveries to shops in Richmond town centre.

You highlighted several problem areas including the A316 and St Margarets roundabout.

You also commented on the volume of traffic using residential roads.

What we have done:

- Planning conditions are being imposed so that building contractors and suppliers have to use specified routes to ensure overweight lorries avoid 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.
- The Council gained new powers to enforce moving traffic offences so that Penalty Charge Notices can be issued to drivers stopping in the yellow box junctions. These powers came into force in May 2013.
- All school zig zag marking adjacent to school entrances have been reviewed. Enforcement has reduced congestion outside schools at key times.
- The Council supported residents concerns about the Transport for London proposal to remove the footbridge over the A316.

What we are going to do:

- Traffic lights are being reviewed across London by Transport for London and the Council to optimise timings, or consider removal in some circumstances. The results of the reviews will be shared with residents through the Community News webpages.
- The Council is approaching Transport for London about improvements to the St Margarets Road roundabout junction.

Pavements

What was said:

Condition of pavements and roads is a key concern for residents. Concerns were raised on the hazards this presents for pedestrians particularly the elderly, the young and for cyclists and motorists.

What we have done:

- 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 the routine maintenance work being carried out. Schemes have included;
 - Normanshurst Drive – Improved road surface
 - Crown Road - Footway repairs
 - Bridge Road - Improvements to road surface and footway repairs
 - Broadway Avenue - Footway repairs
- An additional £1m of capital funding was identified for 2014/15 towards highways maintenance across the borough.

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).



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

Friends of Moormead

The Friends of Moormead support the use of the area for a range of activities including for; football, cricket, for use by St Stephen's School, and as the location for the annual St Margarets Fair.

The Friends have a formal constitution and Committee in the form suggested by London Borough of Richmond upon Thames Council, in order to be consulted as a representative body about proposals for the continuing maintenance of Moormead. The Friends are keen for as many people as possible to get involved to make their views known. Major consultations are voted on by the Friends of Moormead at a general meeting. For more information please visit www.friendsofmoormead.org.uk

Isleworth Promenade

South West London Environment Network (SWLEN) is a charity that enables and empowers people to protect and improve their local environment. They are interested in working with local residents to establish a Friends of Isleworth Promenade. Where parks have friends groups, these tend to get more resources and facilities allocated to them as the friends groups lobby for their park. Having a friends group for Isleworth Promenade could make a real difference.

Local residents don't have to just be from Richmond Borough, Isleworth residents are welcome too. If you would like to be involved in establishing a friends group then please contact the group at info@swlen.org.uk

St Margarets Estate Residents Association

SMERA promote the interests of residents of the St Margarets Estate. More information on their activities is available on smera.moonfruit.com

North St Margarets Residents Association

This Group represents the interests of residents of the North St Margarets area. More information on their activities is available on nsmra.wordpress.com

St Margarets Traders Association (SMTA)

St Margarets Traders association currently represents over 70 local businesses and aims to promote and protect the unique and vibrant St Margarets shopping area. The Association has strong links with local schools and community groups and works with the community to provide family fun and entertainment at the Summer and Christmas Fairs. More information can be viewed at www.mystmargarets.com



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 2014

Drop-In – 10:00am – 4:00pm

Twickenham Studios

Sunday 17 May 2015

Walkabout 2:00pm – 4:00pm

Meeting point – Outside Twickenham Studios

DEFINING THE CHARACTER OF ST MARGARETS VILLAGE

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

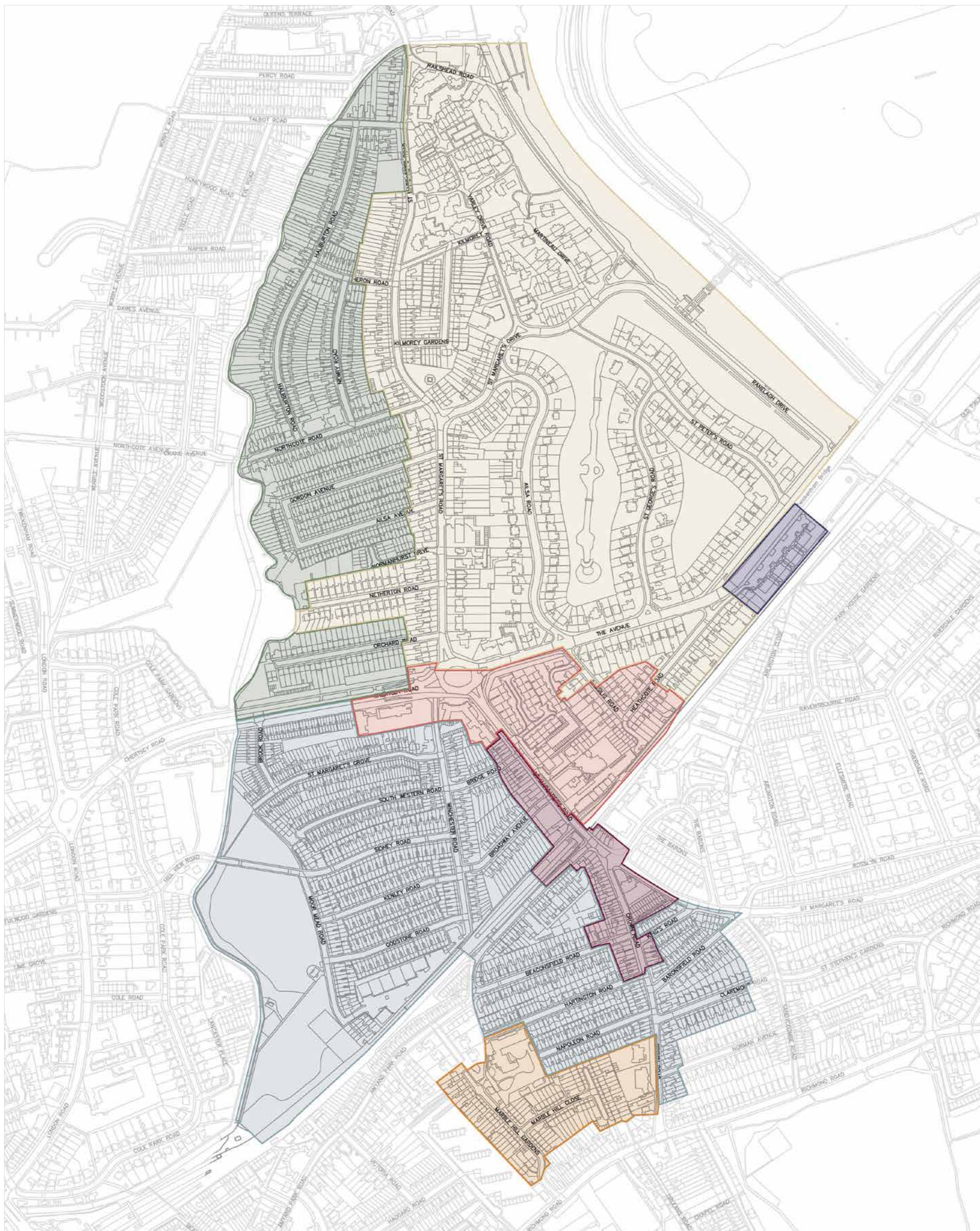
What are the opportunities to enhance your local area?

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



St Margarets Character Areas

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THE CHARACTER OF ST MARGARETS



Character Area 7: East of the River Crane

- The area east of the River Crane and north of the Chertsey Road is largely made up of modest Victorian and Edwardian terraces built from stock and red brick.
- The northern section of the area is made up from a few streets of charming Victorian and Edwardian terraces.
- Gordon Avenue and Ailsa Avenue are terraces of two-storey houses with cohesive character.
- Normanhurst Drive includes a small close of three-storey houses with integral garages.
- Orchard Road was developed by 1915 and again, is made up of two-storey terraces, predominantly red brick, giving the street a unified character.



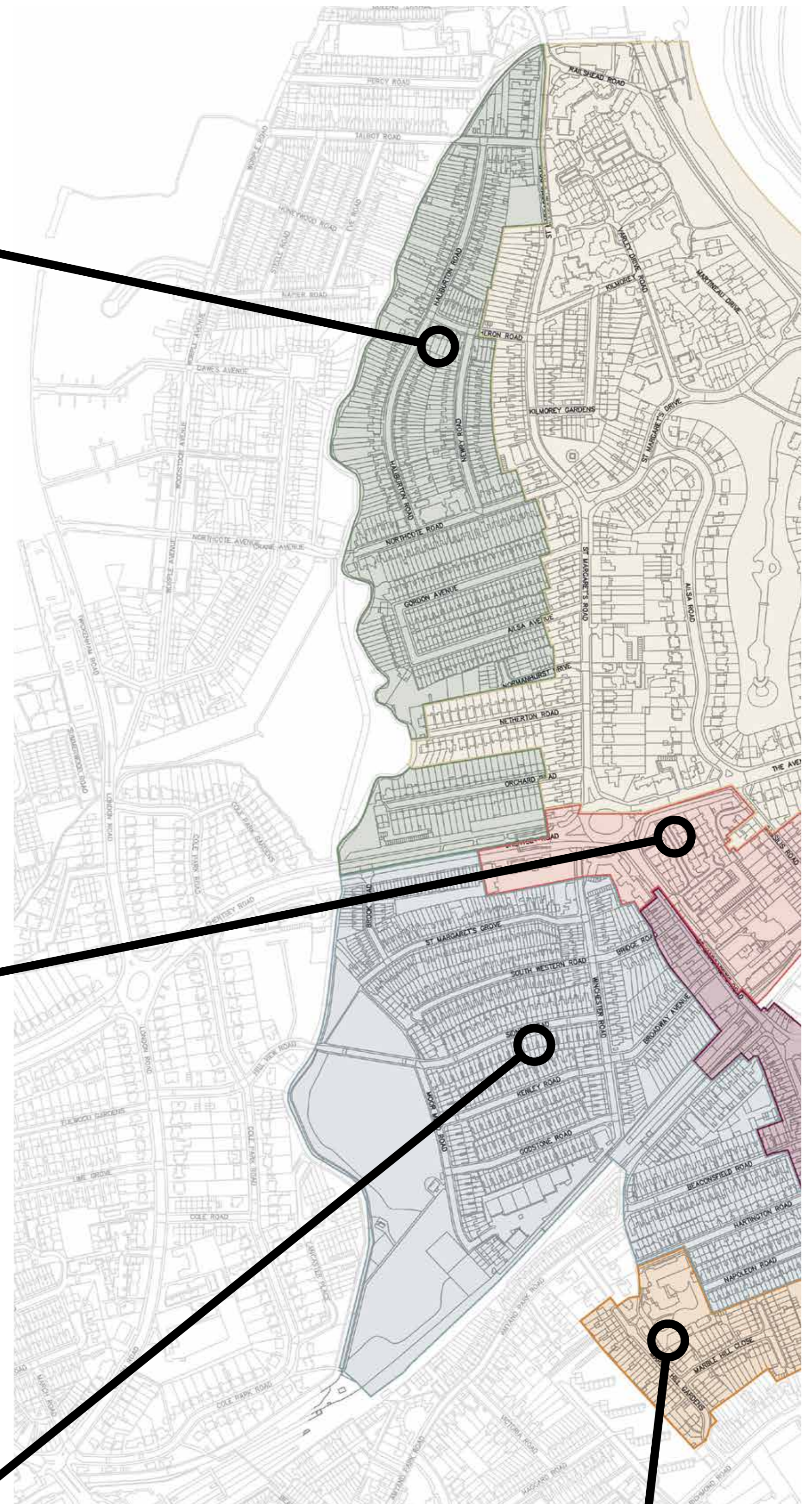
Character Area 3: The junction of the A316 and St Margarets Road

- Between St Margarets Conservation Area and Crown Road Conservation Area to the north east and south west.
- A mixed area of infill housing from the mid-twentieth century with detached houses and flats.
- Nicol Close is a c.1980 development of three-storey houses with elevations of a mixed palette.
- Cassilis Road is formed of interwar houses which have generous front gardens with dwarf brick walls.



Character Area 5: South of the Chertsey Road

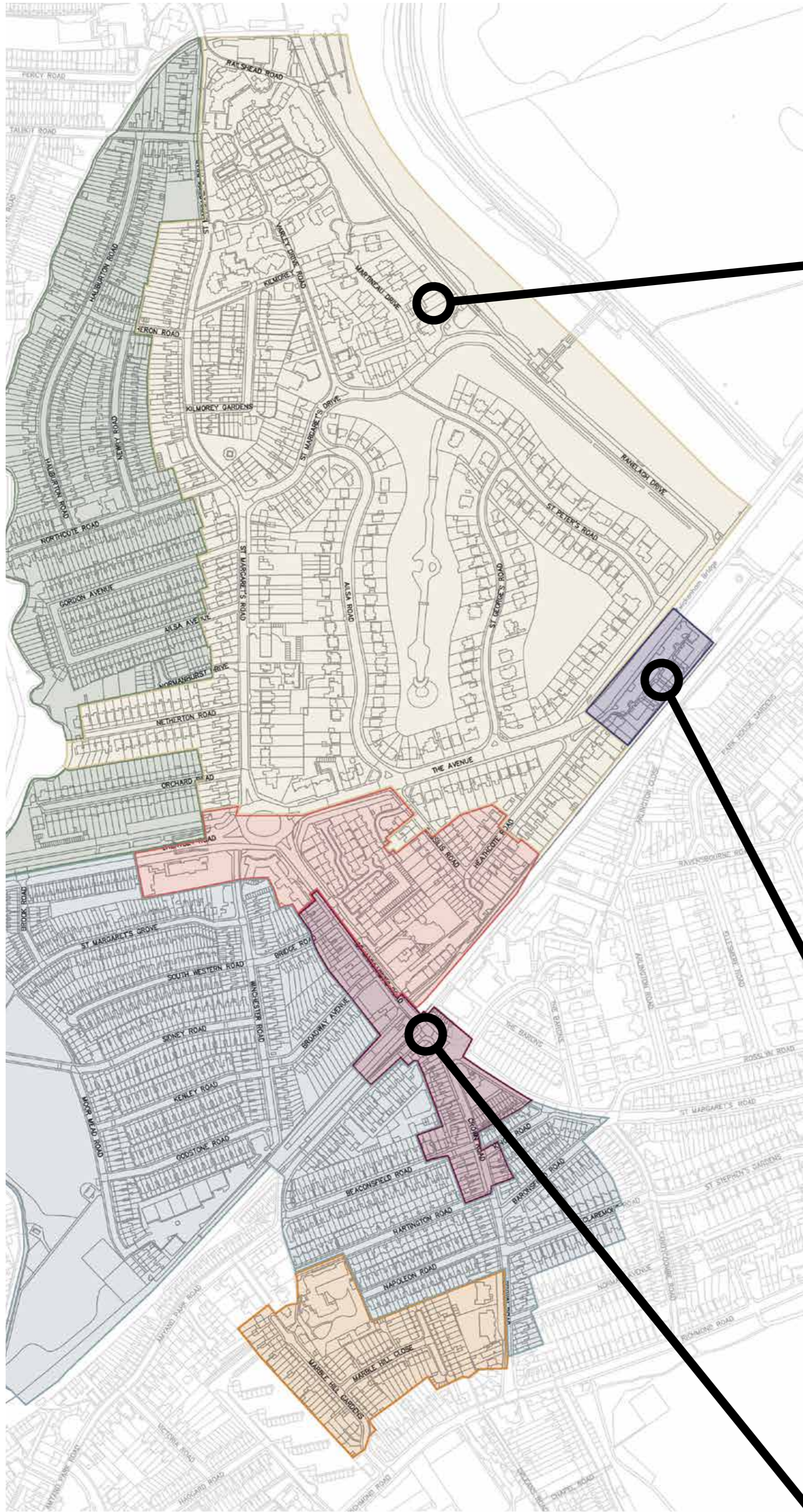
- The area straddles the railway line south of Drummonds Place and takes in the streets on its south side, around the southern end of Crown Road Conservation Area.
- Dominated by streets of Victorian and Edwardian terraces built from stock and red brick varying in scale and detail.
- Sidney, Kenley and Godstone Roads with Winchester and Moormead Roads have decorative terraces, with stucco, red brick and half-timbered gables.
- St Margarets business park is a gated area of recently-built warehouses, accessed from either end of Drummonds Place.
- Beaconsfield, Napoleon, Hartington and Claremont Road all have large terraces built at the end of the nineteenth century.



Character Area 6: South end of Crown Road

- A small corner to the south west of St Margarets, north of Marble Hill Park. It takes in most of Marble Hill Gardens and all of Marble Hill Close, Orleans Primary School to the north and a small section of Crown Road (A8004) at its south end.
- Short two-storey terraces of 1930s housing are found on Marble Hill Gardens and Marble Hill Close
- Crown Road has a mix of housing types including detached c.1930s houses, a large block of flats in a neo-Georgian style as well as a Victorian Shop.
- The Edwardian Orleans Primary School is found on Hartington Road, with its original front doors and sash windows.

THE CHARACTER OF ST MARGARETS



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Conservation Area 1: St Margarets(21)

- The Conservation Area is situated to the west of Twickenham Bridge and straddles the Chertsey Road.
- Key buildings and structures include Gordon House (Grade II*), Richmond Lock footbridge (Grade II*) and Twickenham Bridge (Grade II*).
- Displays grandiose detached villas in a mixture of styles, many Gothic and Italianate within spacious plots.
- Richmond Lock development (2000s) contains a mixture of traditional style detached houses, town houses, villas and apartments.
- Buildings are largely brick, varying colours including gault, yellow and red. There are many mature gardens and green space.



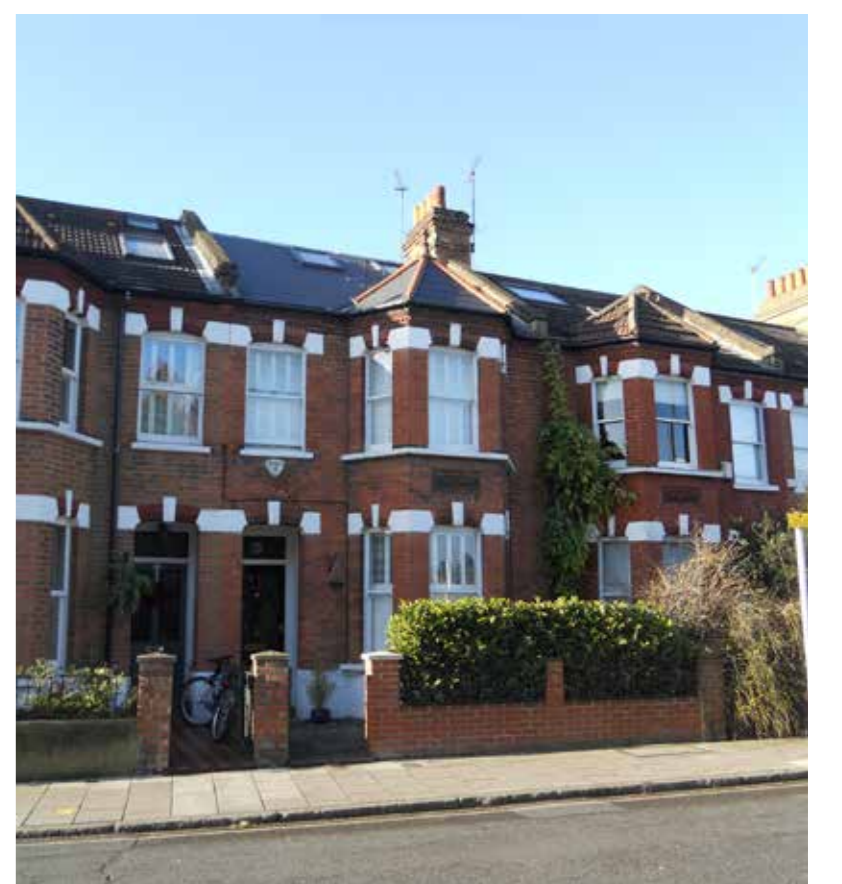
Character Area 2: The Avenue

- A group of recently-built apartments and a semi-detached pair of Interwar houses between the railway line and the A316 on Heathcote Road.
- Four blocks of flats on the site, each two and three storey shielded by parking and planting areas.
- The south west area has a semi-detached pair of two-storey interwar houses.
- Materials and features: Red and stock brick, render, weather boarding, uPVC windows, clay roof tiles, hung clay tiles.



Conservation Area 4: Crown Road (49)

- Crown Road Conservation Area is situated around St Margarets railway station.
- The railway station is the prominent focal point with the surrounding areas being primarily shopping and commercial facilities.
- Buildings in St Margarets Road and Crown Road host Dutch gables which add to the profile of the properties
- Uniformed and active frontages including shops, restaurants and cafes many which date back to the late 1880s and include a number of original shopfronts, terracotta panels and swags.
- Materials and features: Red brick, slate roof and stucco Italianate style.



MOVING AROUND ST MARGARETS VILLAGE

WHAT IS ON OFFER IN ST MARGARETS?

- Rail services at St Margarets Station.
- A good range of bus services run primarily along St Margarets Road.
- A dedicated cycle route runs up the A316 towards St Margarets Roundabout along with routes along the Thames.

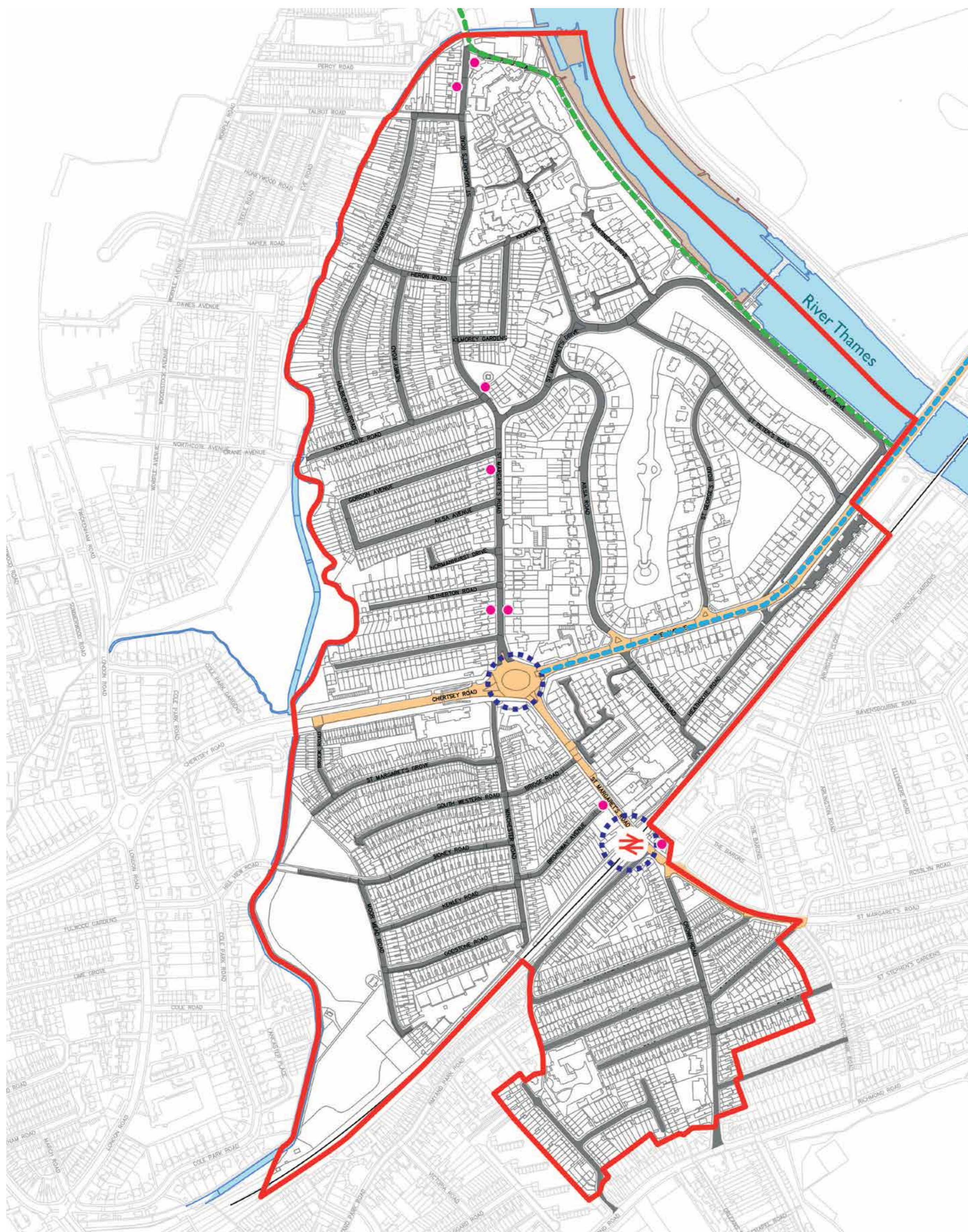
What are the opportunities to improve the way in which residents move around St Margarets?

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 overly dominate?

What else could be done to encourage walking and cycling?



KEY

- SPD boundary
- Main road
- Minor road
- - - Footpaths
- Bus stop
- - - Dedicated Cycle Routes
- Primary node
- Secondary node
- Railway line
- ➔ Railway station

SHOPS, SCHOOLS, HEALTH AND OTHER FACILITIES IN ST MARGARETS

WHAT IS ON OFFER IN ST MARGARETS?

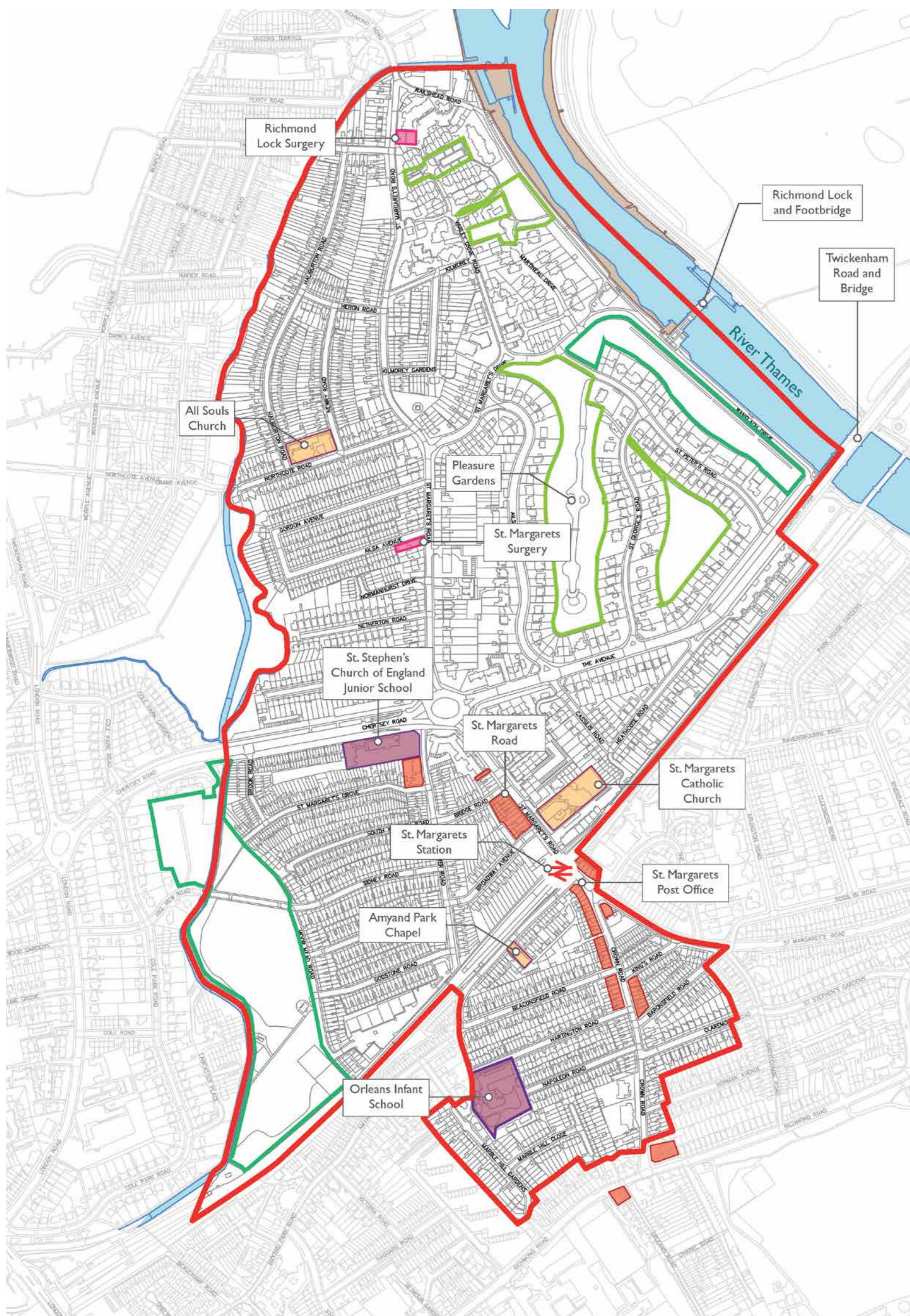
- Retail and employment opportunities are focused around St Margarets Road and Station.
- Twickenham Academy, St Stephens Junior School and Rambert School of Ballet and Dance.
- Local Churches include All Souls Church, St Margarets Catholic Church and Amyand Park Chapel.
- Two medical services (doctors, dentists) are located on St Margarets Road.

What are your views on facilities and shopping in St Margarets?

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
- Other open land of townscape importance
- Metropolitan open land

GREEN SPACES IN ST MARGARETS

WHAT IS ON OFFER IN ST MARGARETS?

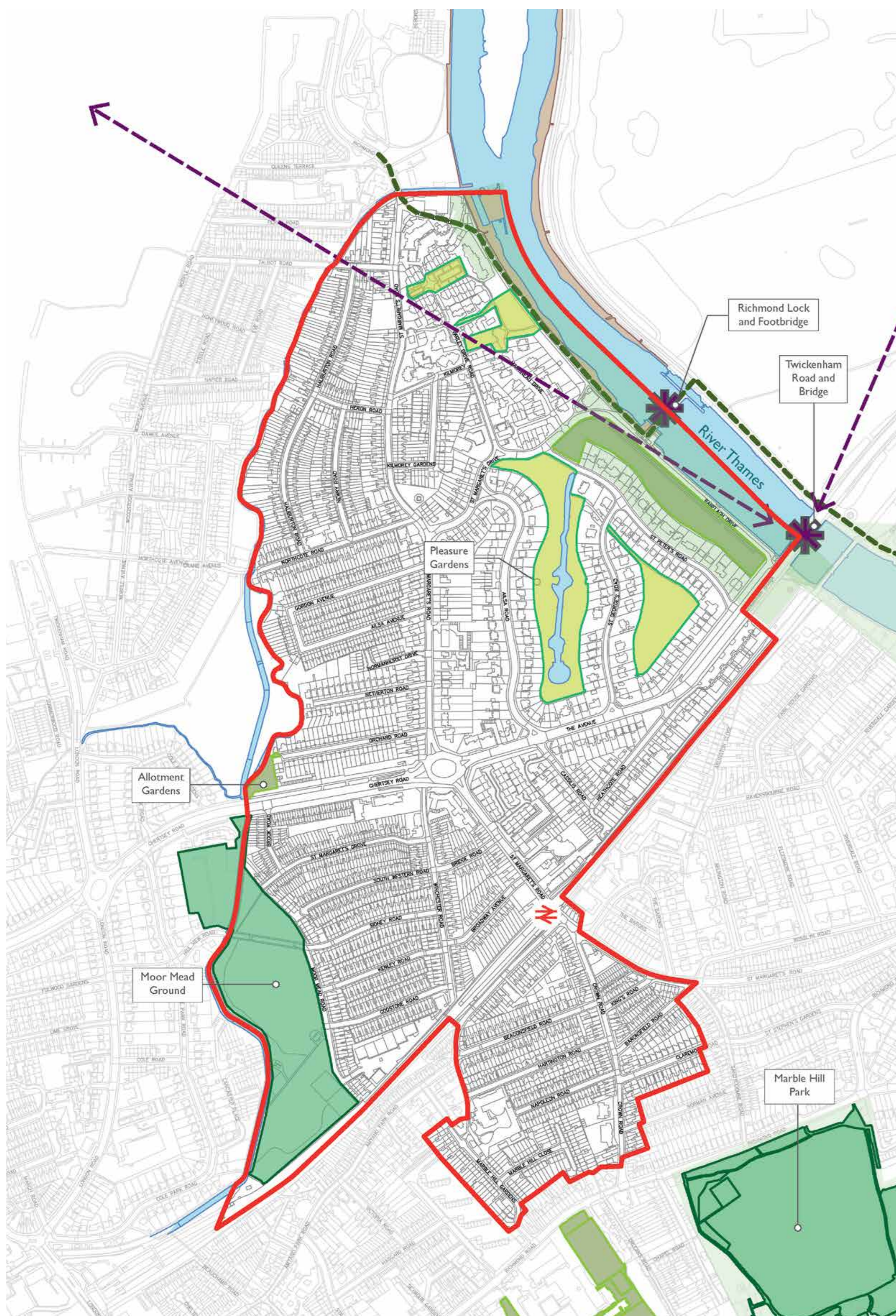
There are a number of green spaces in the area:

- The Pleasure Gardens (access for local residents only).
- Moormead and Bandy Recreation Ground provides a large green space with opportunities for sports activities, it also hosts the annual St Margarets Fair.
- A number of green spaces along the river frontage have excellent views to Twickenham Bridge.
- Allotment gardens are located off Chertsey Road.

How can the Council continue to improve green spaces in St Margarets?

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?



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PLANNING POLICY AND LARGER SITES IN ST MARGARETS

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 St Margarets is set out below for information.

E SM 1 St Margarets Business Centre, Winchester Road, St Margarets

Proposed designation as Key Employment Site.

E SM 2 Waterside Business Centre, Railshead Road, St Margarets

Proposed designation as Key Employment Site.

SM 4 St Margarets Station, St Margarets Road, St Margarets

Proposal: Station and interchange improvements.

