

RICHMOND AND RICHMOND HILL Village Planning Guidance

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I. Introduction

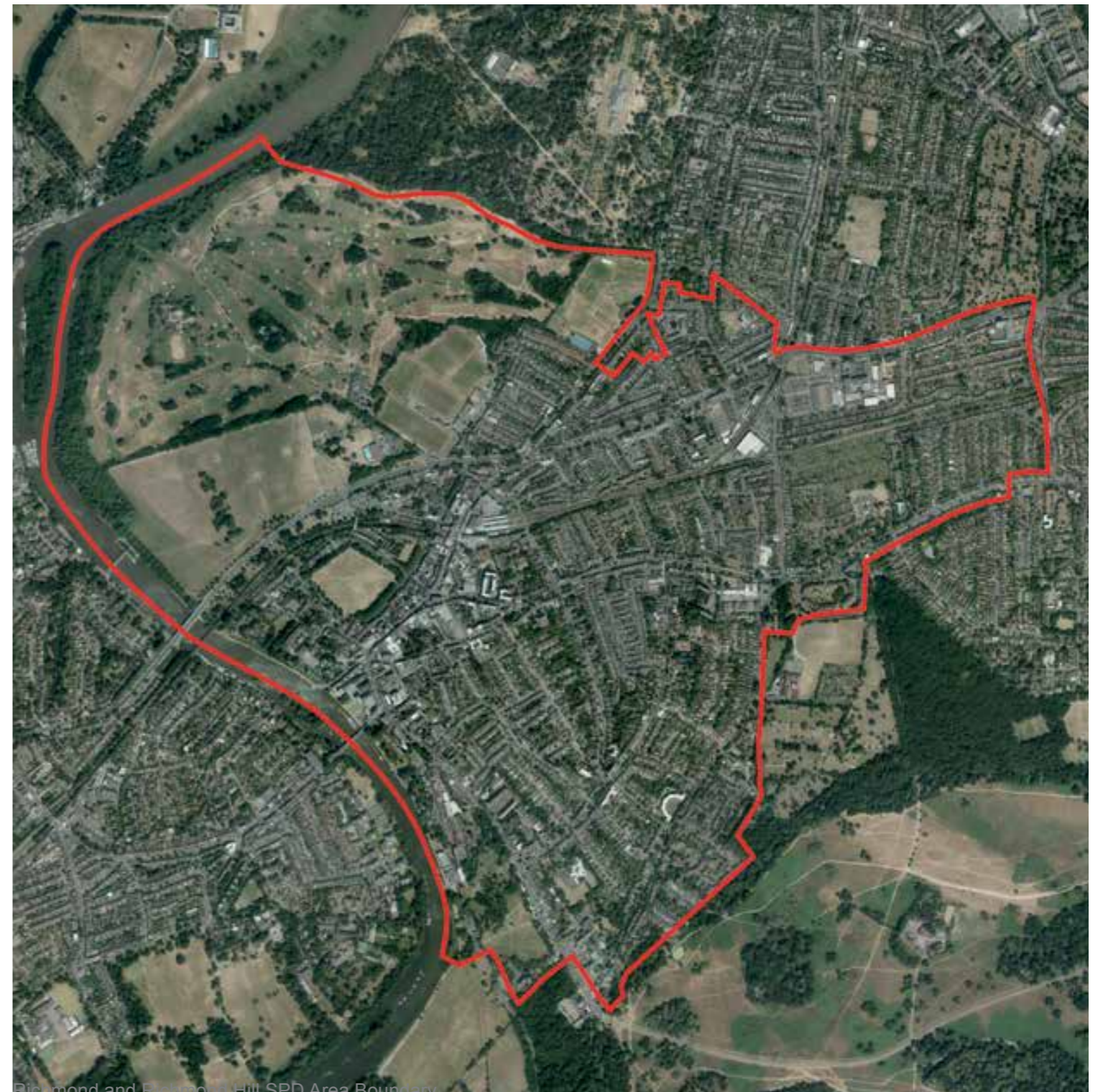
The purpose of this Village Planning Guidance Supplementary Planning Document (SPD) is primarily to establish a vision and planning policy aims for, and assist in defining, maintaining and enhancing the character of Richmond, and to provide guidance in this regard. The SPD forms part of the wider Village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



Richmond and Richmond Hill SPD Area Boundary

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 has been involved through:

- 'Drop in sessions' held at Richmond Adult Community College on the 6th June 2015 and St Matthias Church on the 13th June 2015
- Resident walkabouts held in the morning and afternoon on both the 7th June 2015 and 14th June 2015
- Online questionnaire consultation (running from 15th May to 29th June 2015)

- Stakeholder Workshop (16 July 2015, Richmond Adult Community College)
- Online consultation and questionnaire from 9 October – 20 November 2015 (Statutory consultation)
- 'Drop-In' session at Duke Street Church 7 November 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 residents' 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.

2. Planning Policy and Wider Context

2.1 Planning Policy Framework

National Planning Policy

The National Planning Policy Framework (NPPF) sets 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 through Richmond 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 forms part of the planning policy framework 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.

Some larger sites in Richmond have been identified through consultations undertaken by the Council. Where appropriate sites in Richmond have been assessed in Chapter 8 of this document to establish design objectives should they 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.

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 CPI 3 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 I. 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 referred to above.

2.3 Planning Policy Aims

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

- Improve the range of shops, services and leisure activities in central Richmond and shops in local centres at Friars Stile Road, Sheen Road, Lower Richmond Road, Kew Road and Lower Mortlake Road, particularly independent shops to enhance character and choice.
- Create a high quality public realm to make central Richmond and the local centres more attractive and to support the commercial function.
- Ensure that any expansion and management of entertainment and leisure facilities is sensitive to the amenity of people who live in the centre and the wider functioning of the area.
- Improve cultural and community uses in the centre including bringing the reference and lending libraries together and enhancing The Museum of Richmond.
- Ensure there is sufficient short term car parking to enable Richmond to remain economically buoyant.
- Protect and enhance existing open areas, encouraging appropriate local events and sports facilities and secure improvements to the Old Deer Park.
- Enhance and improve the public realm at Richmond Riverside and Richmond Promenade.
- Protect and preserve the views from Richmond Hill and Richmond Park, maintaining the skyline and ridgeline, and ensuring St Matthias remains the dominant feature.
- Protect and preserve views to the Pagoda in the Kew Gardens World Heritage site and that the Kew Gardens buffer zone is protected and enhanced.
- Protect and preserve trees throughout Richmond with special attention to those in open spaces and along the River Thames.
- Ensure local character, historic buildings, architectural features and archeology are retained and enhanced and that there is not inappropriate replacement of historic features such as windows and doors.
- Ensure new development is appropriate in terms of height, scale and massing and use of architectural features and traditional materials and includes sufficient car parking.
- Ensure that street trees are retained and that forecourt parking does not destroy historic fences, gates and railings.
- Implement environmental improvement schemes such as at the Old Deer Park Car Park, and Richmond Gate.
- Ensure that new shop fronts, advertisements and street furniture visually contribute to the street scene and reinforce the historic character.
- Ensure the redevelopment of the Friars Lane car park site and land to the rear of King Street enhance the Conservation Area.
- In the longer term seek the redevelopment of Richmond Station to provide improved interchange facilities and provide for new uses above the tracks.

3. Spatial Context

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

Facilities in Richmond

- Shopping and retail options in central Richmond and along Sheen Road, Friars Stile Road, Lower Mortlake Road and Kew Road.
- The area supports a variety of sports facilities including 3 rugby clubs, an indoor and outdoor swimming pool, Richmond Cricket Club, Richmond Lawn Tennis Club, an athletics ground and Royal Mid Surrey Golf Club.
- A wide variety of leisure options are available including the Richmond and Orange Tree Theatres, 3 cinemas and the Richmond Riverside walk.
- The area includes 4 primary schools, 1 secondary school, several independent schools, 2 colleges and American International University.
- Richmond synagogue and 9 churches are located in the area including St Matthias', Holy Trinity, St Mary Magdalene and St Thomas Aquinas.
- 5 GP's and 6 dental surgeries (NHS).
- The Museum of Richmond, lending library and reference library.

Connectivity and accessibility

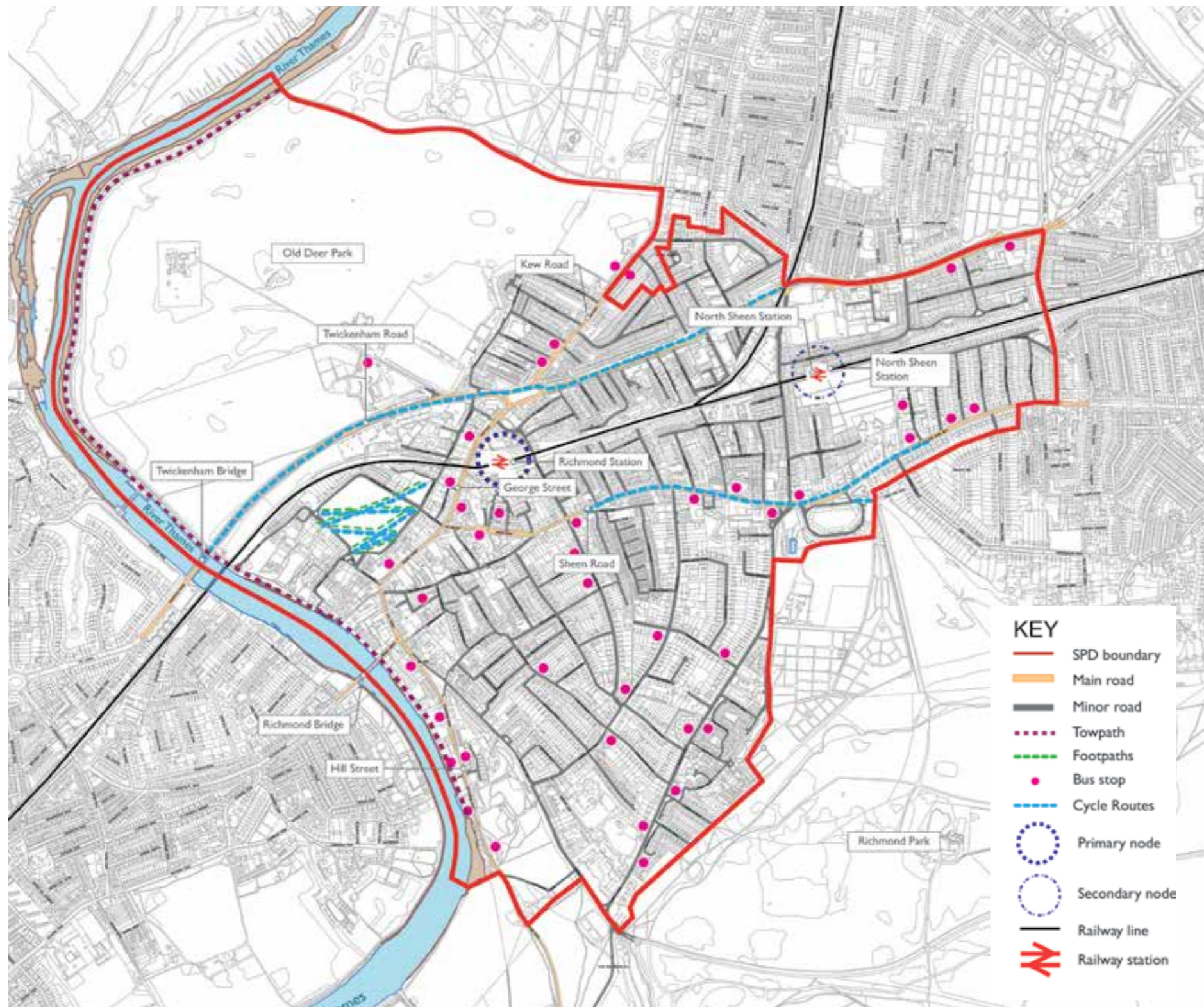
- Two mainline railway services at Richmond Station (which also includes Underground and Overground services) and North Sheen Station.
- Major road infrastructure runs through the area, the A316 running down towards Twickenham Bridge and the A307 running down from Kew Gardens.
- Bus stops along the A305, A307 and A316 provide high levels of access to a range of locations both within and outside of the borough.
- A number of walking and cycling routes.

Green Infrastructure

Richmond benefits from a number of significant green spaces and recreation opportunities including:

- Old Deer Park, Terrace Gardens and Richmond Green, which hosts the annual Richmond May Fair, are key spaces.
- Richmond Park, East Sheen Common, Pesthouse Common and Petersham Common are located adjacent to the Village Plan area.
- Located to the east of North Sheen station is a significant allotment garden behind Holy Trinity Church of England Primary School.
- Asgill House and Trumpeters House are set in an area of Metropolitan Open Land running along the edge of the River Thames.
- A number of attractive green spaces can be found along the banks of the Thames.
- Allotments off Queen's Road and Old Palace Lane.
- East Sheen and Richmond cemeteries.

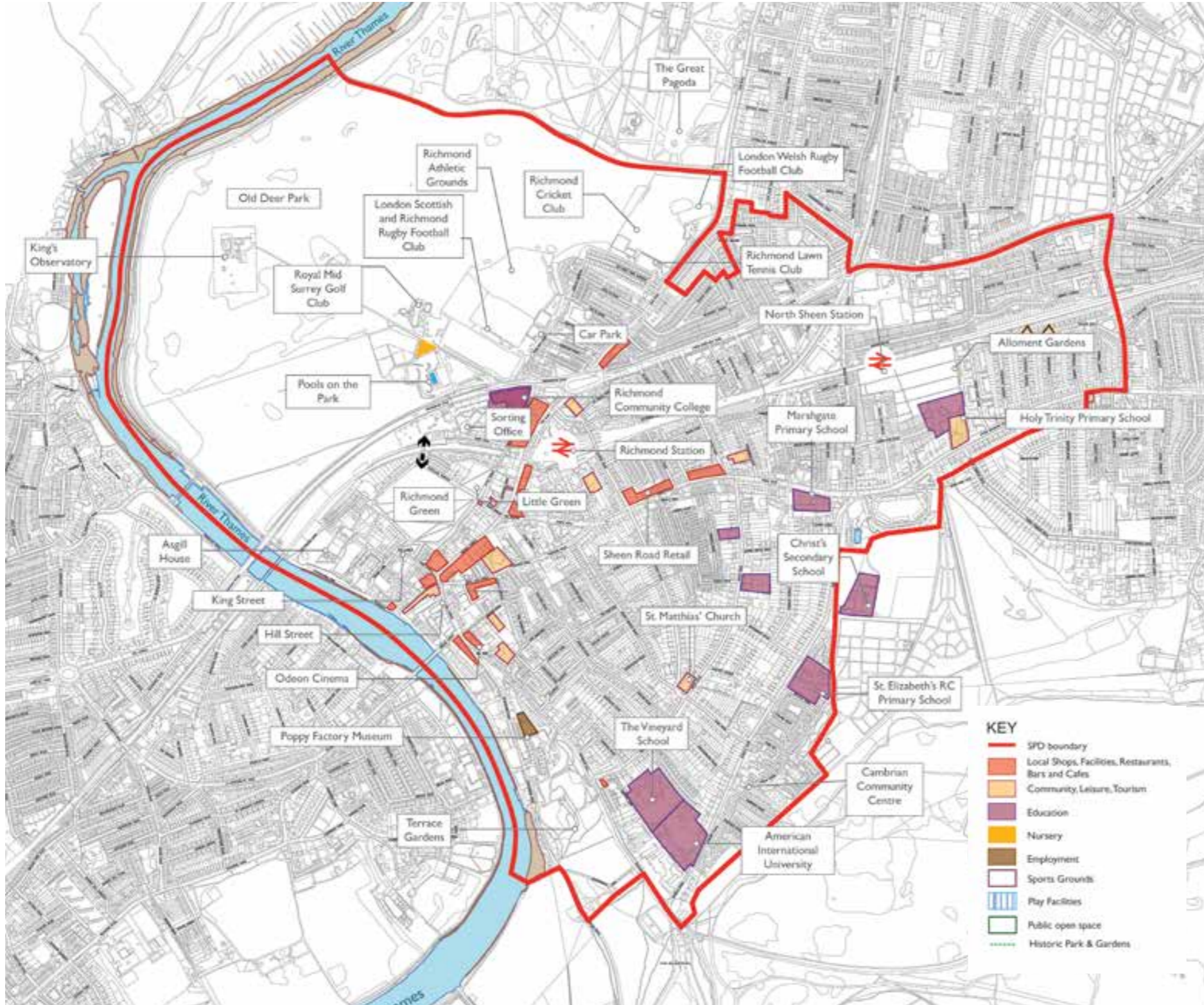
Connectivity and Accessibility in Richmond



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Facilities in Richmond



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Richmond Theatre



United Reformed Church

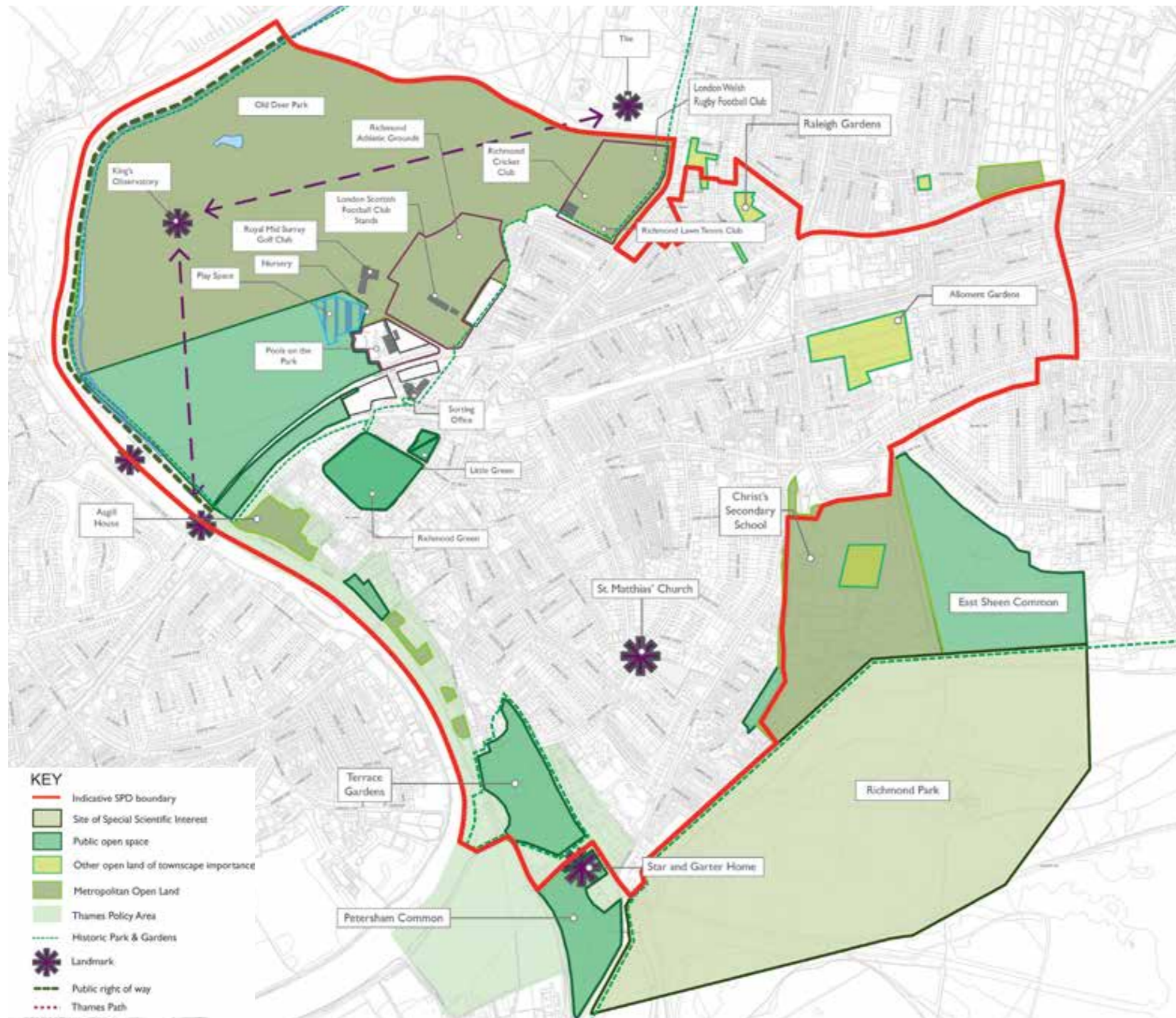


Pools on the Park



Parkshot Medical Practice

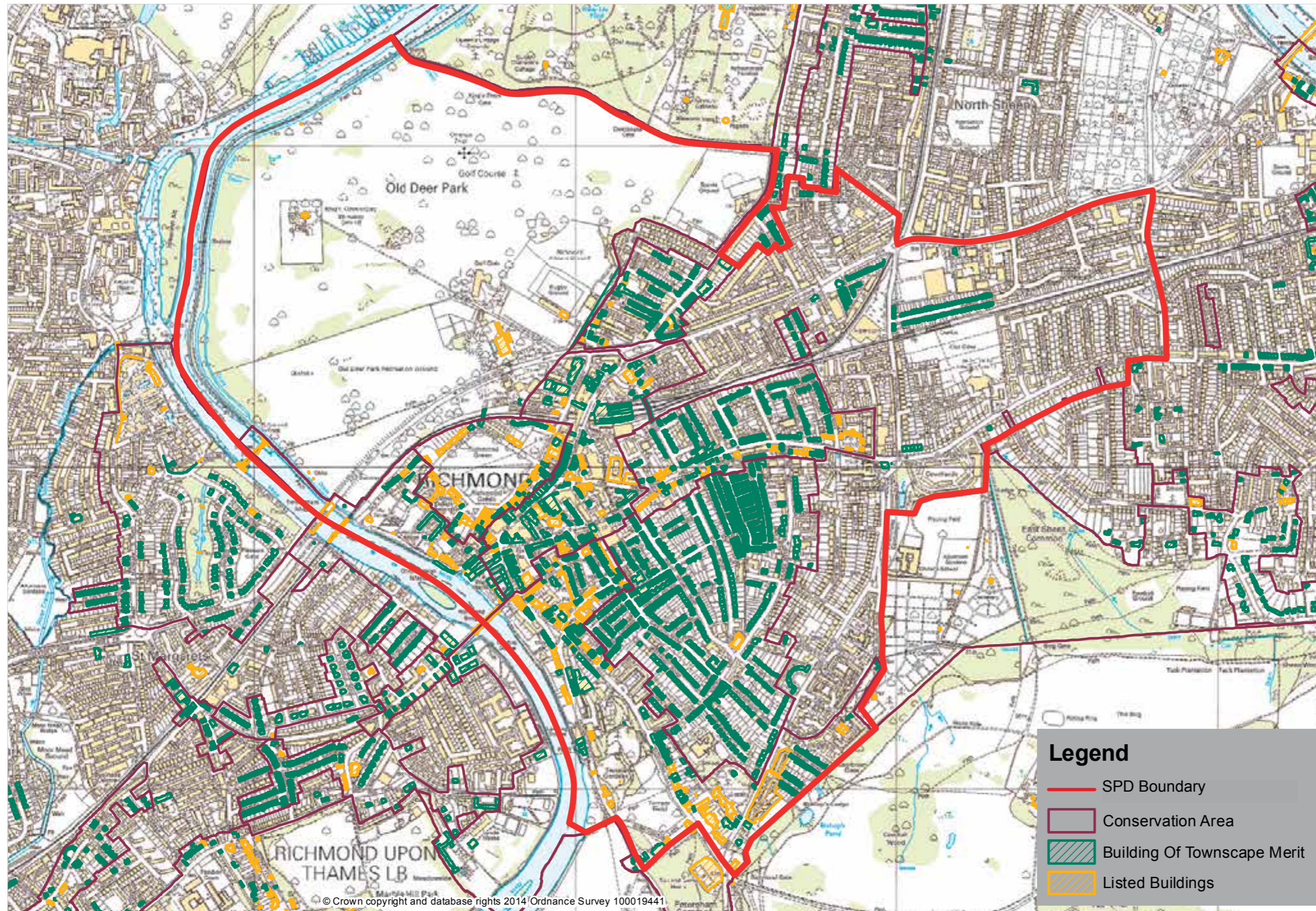
Green Infrastructure in Richmond



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Historic Assets in Richmond



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

Buildings Of Townscape Merit are not designated and are locally listed. Listed Buildings are designated and recognised nationally. Please note that these 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 Richmond

The vision for Richmond and Richmond Hill is to retain and enhance its unique character and create a cultural centre in and around the Old Town Hall and Riverside.

Richmond's character derives from its location on the River Thames, its historic built environment and landscape. Historically it was a residence of the English monarchy, and a popular riverside resort and place of entertainment. It was only in 1847 when the railway arrived that Richmond became within commuting distance of central London and substantial housing development took place.

The Richmond village area includes the main commercial centre and historic Green, the open spaces along the riverside including the Quinlan Terry designed Riverside development, Richmond Promenade and the Old Deer Park and the residential areas on Richmond Hill, the area to the east along the Lower Richmond Road and Upper Richmond Road.

Central Richmond is the major shopping centre in the borough comprising a range of good multiple and smaller specialised shops within a high quality environment. It also has a wide range of leisure and entertainment

facilities such as the theatres, Pools on the Park, the Museum of Richmond and numerous public houses and restaurants. There are also local shopping centres at Sheen Road, Friars Stile Road, Kew Road and Lower Mortlake Road.

The aim is that Richmond will continue to be a thriving major centre with convenience and specialist shops, employment, leisure and tourism, cultural and social facilities. The local centres will provide for the day to day needs of residents with an increase in specialist shops to attract visitors. The growth of the evening economy will be carefully managed to ensure the amenity of residents is maintained and the possibility of gaining Purple Flag status will be explored. The character outside the centre although largely residential has a number of offices and other facilities, which will be retained.

The many historic buildings in the area and attractive streets, open areas and riverside will continue to be protected, enhanced and enjoyed by local people and visitors.

5. Objectives

The Richmond and Richmond Hill 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 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

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

- Conservation Area 1: Kew Foot Road
- Character Area 2: The Pagoda Triangle
- Character Area 3: North of Lower Mortlake Road
- Character Area 4: South of Lower Mortlake Road
- Conservation Area 5: Sheendale Road
- Character Area 6: Old Gas Works
- Character Area 7: Between Lower and Upper Richmond Road
- Character Area 8: Kings Farm Avenue and surrounds
- Character Area 9: Queen's Road Estate
- Character Area 10: Queen's Road (west side)
- Conservation Area 11: St Matthias
- Conservation Area 12: Richmond Hill
- Conservation Area 13: Richmond Riverside
- Conservation Area 14: Richmond Green
- Conservation Area 15: Central Richmond
- Conservation Area 16: Sheen Road
- Character Area 17: Old Deer Park Gardens
- Conservation Area 18: Old Deer Park



Character Area Plan

Conservation Area I:

Kew Foot 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

Kew Foot Road Conservation Area (36) lies just to the north of Richmond centre, contained by Old Deer Park to the west, Twickenham Road to the south and Kew Road to the east. It adjoins Central Richmond (17), Old Deer Park (57) and Kew Road (55) Conservation Areas.

The area is densely populated with a mix of houses including those that have been sub-divided and rows of small terraced houses between the grander buildings. Kew Foot Road is a historic route between Richmond and the old ferry crossing at Kew, running alongside the Medieval Old Deer Park of Sheen Palace which is marked by a historic wall along its boundary. The road also contains the Grade II Listed Richmond Royal Hospital, the core of which is mid-eighteenth century. Before becoming a hospital it was home to James Thomson, who wrote the words to 'Rule Britannia.'

There is an interesting mix in the style and scale of houses in this area. The east side of the road is lined by varied groups of brick built terraced houses and cottages of mostly two- and some three-storeys with small front gardens and a mix of boundary treatments. Generally simpler smaller and more tightly packed two-storey terraced cottages characterise the south, with larger more decorated and increasingly semi-detached or detached houses towards the north.

Kew Road is the centre of activity within the Conservation Area. Here this busy road is enclosed by predominantly brick built three-storey terraced buildings lining the back edge of the footway. Street trees and wide pavements and the lively mix of shops and cafes create a somewhat continental atmosphere. Of note is the Art Deco frontage of Caffe Matthiae. To the south there is a more tightly

packed group of small scale two-storey terraced houses along Lower Mortlake Road and Blue Anchor Alley.

Evelyn Terrace is a continuation of Kew Foot Road facing Old Deer Park, lined by terraces of mixed stock brick, flat-fronted two-storey houses. Jocelyn Road consists of larger semi-detached Victorian bay-windowed mixed stock brick semi-detached houses with gauged red headers. The various houses in the road are a mix of two-, three- and four-storey buildings.

Rosedale Road consists of two-storey dwellings, which open directly on to the street. They are flat fronted, of mixed stock brick with timber sash windows with some maintaining architectural features and others suffering as a result in changes of form and tenure. Shaftesbury Road includes attractive early Victorian two-storey mixed stock brick buildings, linked as a terrace in pairs by single storey side porches.

Michel's Row includes a row of terraced cottages designated as Buildings of Townscape Merit. They are an important landmark, partially visible from the main road, from which they are offset at an angle, with shrubbery and lawns to the front enhancing their setting.

Lower Mortlake Road includes some interesting Tudorbethan style houses. No's. 5 and 7 and cottages No's. 9, 11 and 13 are designated as Buildings of Townscape Merit.

Dominant materials and features

Characteristic materials and features include: Historic roads, routes and alleyways complimented by a well-defined urban grain, Victorian housing of various sizes and styles on Kew Foot Road, mixture

of grand Georgian terraces, large detached and semi-detached townhouses and small Victorian artisans' cottages, the eighteenth century Richmond Royal Hospital, Art Deco frontage of Caffe Matthiae.

Threats from development

- Loss of traditional architectural features and materials.
- Loss of front boundary treatments and front gardens.
- Poor condition of pavements and road surfaces could deteriorate further.
- Domination of traffic along Kew Road and Lower Mortlake Road.
- Loss of original and / or high quality shop fronts along Kew Road.
- Office to residential conversions.

Opportunities

- To improve the relationship between Kew Foot Road and Old Deer Park.
- Retain and improve the quality of shop fronts and signage.
- The original block of the Richmond Royal Hospital is Grade II listed and has a strong visual relationship with both the adjacent Old Deer Park Conservation Area and its immediate environs within the Kew Foot Road Conservation Area. Opportunities to improve the setting of the Listed Building should be encouraged.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



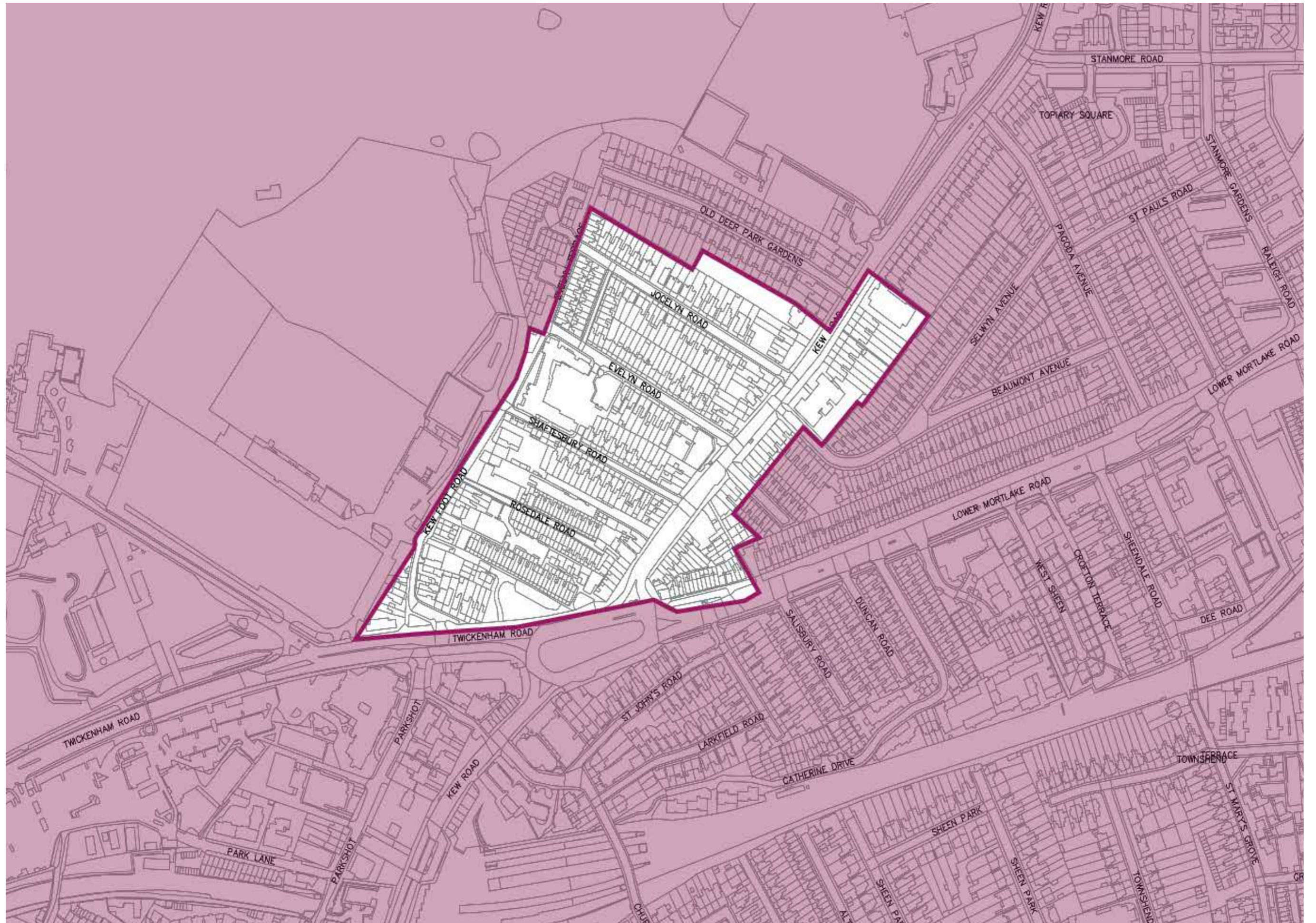
Richmond Royal Hospital



Evelyn Terrace



Michel's Row



Conservation Area 1: Kew Foot Road

Character Area 2:

The Pagoda Triangle

Character Summary

This character area is formed by a triangle of streets: Beaumont Avenue, Selwyn Avenue and Pagoda Avenue. The latter connects Lower Mortlake Road to Kew Road. The area has a consistent character derived from its decorative terrace houses which are two-storeys with subtle variations in architectural style across the area.

The area was formerly the site of a small country house called Pagoda House, which was demolished to allow for the residential development of the area in the 1890s.

The terraces are predominantly of red brick with stucco dressings. The houses also generally have projecting rectangular bays topped by gables, sometimes incorporating applied timbering. Most have decorative terracotta panels under the first-floor windows, nearly all of which have been overpainted in white; whilst this is not original, this creates a consistent appearance.

The houses at the north end of Pagoda Avenue are larger and they relate in scale to those on Kew Road.

All three streets benefit from irregularly spaced street trees, with a high proportion of silver birch.

The houses have front gardens with dwarf walls and gate piers. Some front gardens have been converted to parking spaces, which detracts from the leafy character of the area.

Dominant materials and features

Characteristic materials and features include: Red brick with stucco dressings and applied timbering, open timberwork balconies and porches, dwarf front garden walls, timber sashes and doors, clay tiles, slates, chimneys, bay windows, planted front gardens.

Threats from development

- Off-road parking in front gardens which results in poorly defined boundaries and detracts from the leafy character.
- Overpainting of brick facades. This detracts from the visual character of the area and can also trap moisture within the wall.

Opportunities

- Upgrading the public realm – more appropriate paving and street furniture would enhance the character of the historic streets. Parts of Pagoda Avenue (north end) have been improved with new paving, an approach which could be adopted elsewhere.



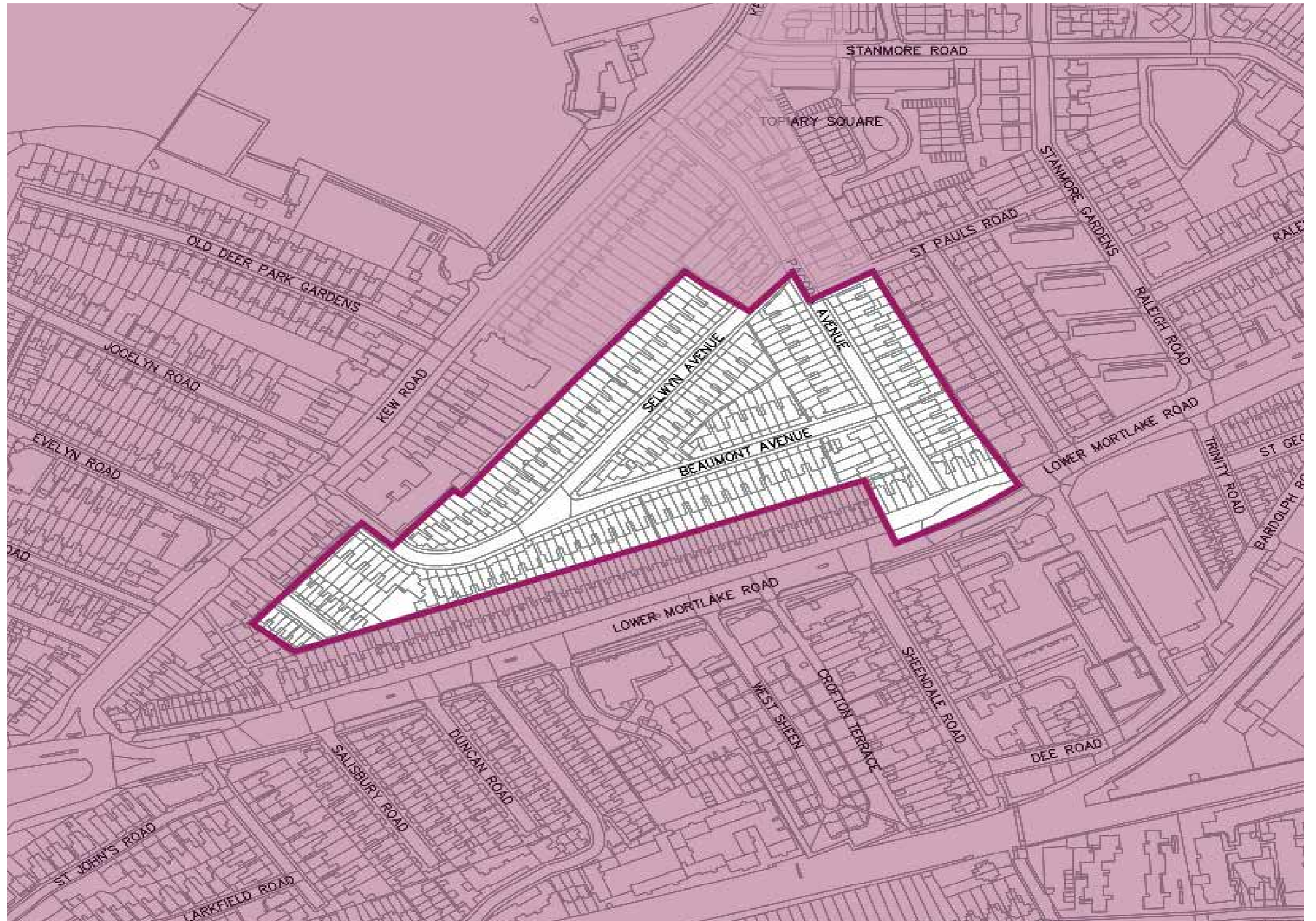
Pagoda Avenue



Selwyn Avenue



Beaumont Terrace



Character Area 2: The Pagoda Triangle

Character Area 3:

North of Lower Mortlake Road

Character Summary

This area is bounded by Lower Mortlake Road to the south and by the Kew Road (55) and Kew Gardens Conservation Areas (63) to the north.

The character of the area is varied. Castlegate and St Paul's Road comprise a formal yet picturesque composition of early twentieth century terrace housing, with street trees of silver birch. The steeply pitched clay tiled roofs are interrupted by gables at intervals. Houses are eclectically treated with materials and features inspired by the Tudor Revival (applied timbering) and Arts and Crafts movements (overhanging eaves with wrought iron brackets, roughcast render walls incorporating decorative brickwork).

Gently curving Stanmore Gardens has a varied character derived from its interwar and later detached and semi-detached houses, some plainly finished in red brick and others with bay windows and hung tiles. Despite the spacious width of the street, some features detract, particularly the tarmac pavements and the conversion of some front gardens to provide car parking. Other front gardens retain their leafy character.

Raleigh Road retains modest but attractive Victorian terrace houses. These are predominately rendered with some stock brick and several red brick properties with stucco dressings. However some of the brick houses have been overpainted. The character is derived from the repetition of canted bay windows and arched doorways. There has been some replacement of sash windows with thicker uPVC windows. Front gardens have dwarf walls with piers. Raleigh Road United Church, which is located on the junction with Stanmore Gardens is a substantial red brick 1950s building, replacing the earlier Church on the site which suffered bomb damage in WWII.

The commercial buildings on Lower Mortlake Road maintain the modest heights of the area. They include a large c. 1930s factory building now converted to offices which retains its steel Crittall-type windows.

In the centre of the area is Windham Nursery School, occupying mid-twentieth century Neo-Georgian buildings with modern additions. It is set in playing fields that provide an open aspect to much of Windham Road, which is otherwise characterised by mid-twentieth century semi-detached houses. These are in brown brick with vernacular forms including gables and prominent chimneys on clay tiled roofs. The same materials are carried through into Braddon Road, with more simply detailed terrace houses.

In the north of the area is Topiary Square, a close of twentieth century housing arranged in three terraces and incorporating car-parking around an island of trees. The houses have rendered ground floors with red brick above and include pedimented doorcases and railings to first-floor windows.

Gainsborough Road (west side) has stuccoed terraces with arched doorways in a plain, well-proportioned style reminiscent of the Hampstead Garden Suburb. However, many of the windows have been replaced, detracting from the coherence of the terraces.

Dominant materials and features

Characteristic materials and features include: Predominately two-story residential properties, stock brick and red brick, render, roughcast render walls with inset decorative brick, timber sash windows, canted bay windows, arched doorways, chimneys, roof slates, clay tiles, low/dwarf walls and street trees.

Finucane Court

This sub-area comprises the housing estate Finucane Court, named after Second World War flying ace 'Paddy' Finucane (1920-42), who grew up nearby in Castlegate. The four blocks of flats have a lush parkland setting with minimal car-parking and incorporating mature trees that survive from the site's use as a recreation ground (see 1896 Ordnance Survey). Each block is built in stock brick, with symmetrical façades facing south that incorporate small curved balconies; the access galleries are on the plainer north side. A low dwarf wall encloses the site, allowing appreciation of the greenery from beyond the estate.

Dominant materials and features

Characteristic materials and features include: Stock brick, timber cladding, steel railings.

Threats from development

- Alterations to front gardens for parking which results in poorly defined boundaries and detracts from the leafy character.
- 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.
- Insensitive redevelopment of commercial buildings.

Opportunities

- Upgrading the public realm - more appropriate paving and street furniture would enhance the character of the historic streets. Stanmore Gardens, in particular, has large expanses of tarmac paving which could be replaced by a higher quality material.



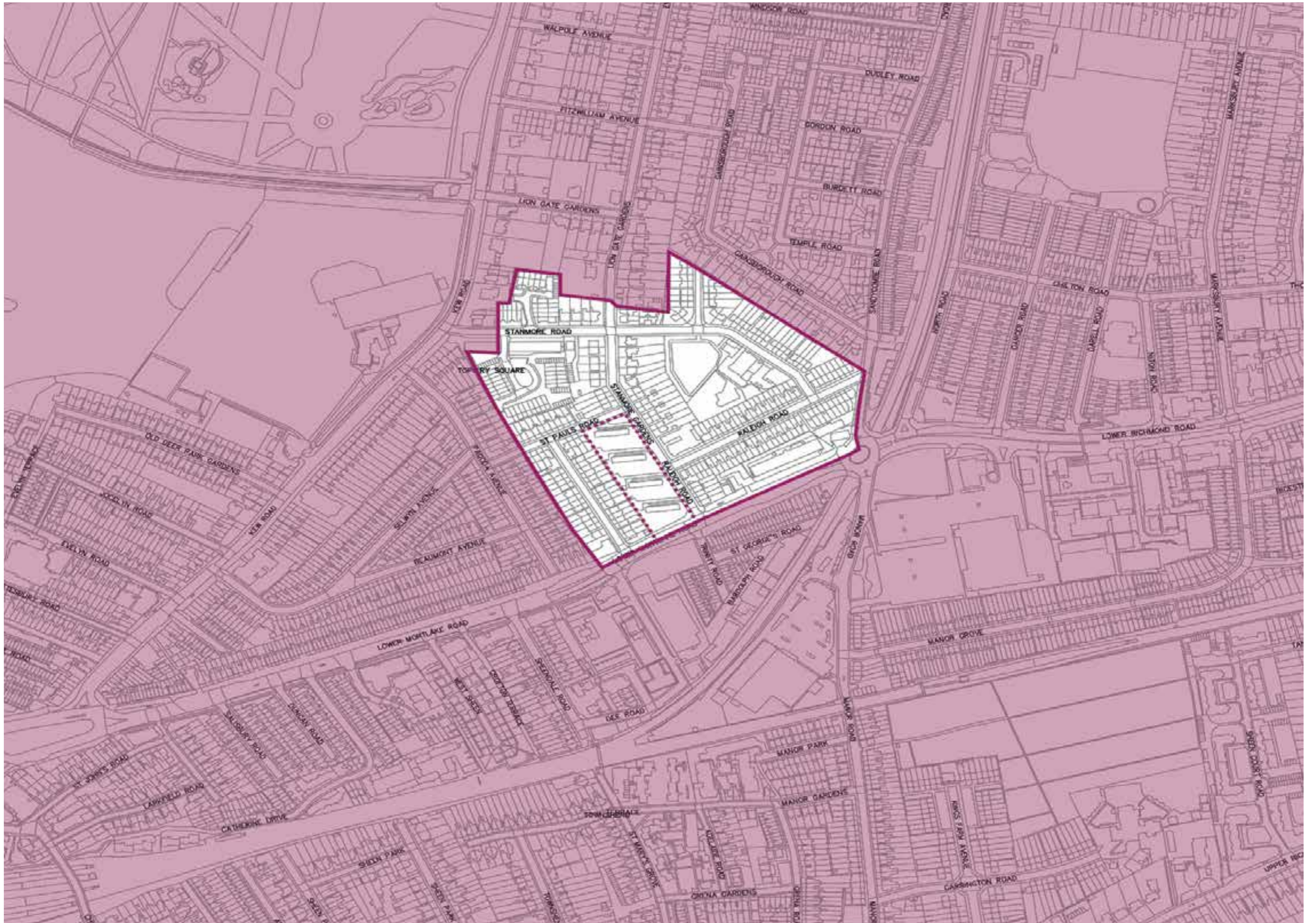
Castlegate



Raleigh Road



Stanmore Gardens



Character Area 3: North of Lower Mortlake Road

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Character Area 4:

South of Lower Mortlake Road

Character Summary

This character area is bounded on the north by the busy A316 (Lower Mortlake Road) and on the south by the Overground, District Line and Richmond to Waterloo railway line and is to an extent isolated as a result. It is an area of mixed character, including modest Victorian and Edwardian terraces, alongside larger-scale twentieth century housing and industrial and commercial buildings.

Salisbury and Duncan Roads have a similar and consistent character derived from their terraces, built c. 1900, with canted bays creating a visual rhythm. They are in red brick with stucco mouldings, including simple yet elegant arched hoods over the doorways. However, on Duncan Road many of the brick façades have been overpainted.

Cedar Terrace is a one-sided street of former workers' cottages, now facing the garden fences opposite. The late-nineteenth century terrace is in stock brick with red brick dressings to the paired arched doorways, which lend a distinctive rhythm. The modest simplicity of the houses is echoed by the low parapet walls to the front gardens (four courses of brickwork), which may originally have supported timber fences, though many have been raised up and had piers added.

The south part of Cedar Terrace and Tersha Street consist of twentieth century houses and flats, irregularly planned around courtyards incorporating car parking. Materials and features are based on traditional housing, including the use of stock brick with red brick dressings, sash windows and hoods over doors.

West Sheen Vale is a cul-de-sac of mid twentieth century housing. It is a formal composition of detached two-storey apartment buildings in brown brick with vernacular features such as hipped tiled

roofs and prominent clay chimneys. However, the original windows have been replaced with thick uPVC windows. The front boundaries are defined by tall hedges.

Fronting Lower Mortlake Road is a series of office buildings and a hotel. These buildings, some dating from c. 2000, are larger in scale than the housing of the area, yet they employ some traditional materials including brick and timber cladding. At the corner with Victoria Villas is an attractive 1930s pub, The Crown, built in the Neo-Georgian style and made picturesque by a steeply pitched tiled roof. It is typical of the work of the Truman Brewery architect A. E. Sewell.

To the east of Sheendale Road (see Sheendale Road Conservation Area), the nineteenth century housing has been replaced by commercial buildings, with the exception of Trinity Cottages, Trinity Road and St George's Road. These terraces of two-storey former workers' cottages are in stock brick, though some have been overpainted. They have paired doorways and sash windows. On St George's Road, there is some variety in the design of front garden walls, including some with timber fences, which may have been the original treatment. These modest terraces are ringed by a variety of office buildings, flats and industrial sheds along Bardolph Road and Victoria Villas. The post-War estate comprising Longs Court and The Towers (eleven-storeys) includes brick in the cladding materials but their planning disrupts the otherwise legible street grid.

Dominant materials and features

Characteristic materials and features include: Stock brick with red brick dressings, or entirely red brick, low front garden walls, timber sashes and doors, clay tiles, slates, chimneys, bay windows, planted front gardens and stucco decoration.

Threats from development

- Overpainting of brick façades. 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.

Opportunities

- Upgrading the public realm – more appropriate paving and street furniture would enhance the character of the historic streets. The street trees on St George's Road impact on the width of the footway, which could be redesigned. Trees could be introduced near the boundaries with the railway for visual and acoustic screening.



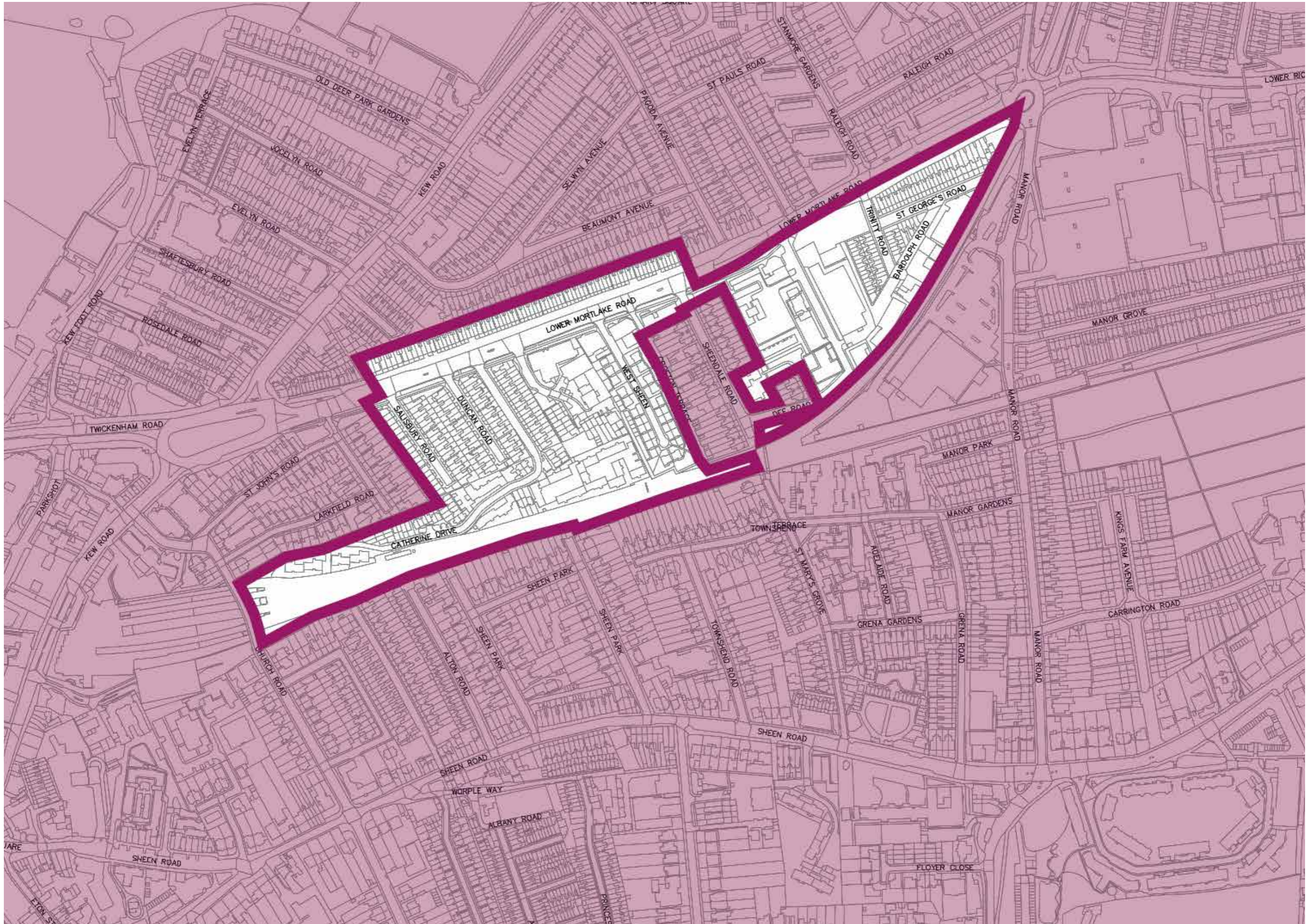
West Sheen Vale



Duncan Road



Trinity Road



Character Area 4: South of Lower Mortlake Road

Conservation Area 5:

Sheendale 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

Sheendale Road Conservation Area (50) lies east of Richmond Centre, between Lower Mortlake Road to the north and the railway line to the south.

The Conservation Area is a small and distinctive development of attractive and largely unspoilt semi-detached miniature villas. This group of houses line Sheendale Road and include a contemporary group of similar villas on Crown Terrace, since isolated from the main group by later twentieth century developments. There is a clear view south along the road created by a regular building line set back behind well planted front gardens and low front boundary walls.

Dominant materials and features

- Mid-nineteenth century semi-detached cottages linked by single storey porches.
- Tightly packed paired villas with consistent scale and character; two storey dwellings with simple yellow stock brick with white key stones and white framed windows or rendered facades.

Threats from development

- Infilling of gaps between buildings and building above single storey porches.
- Loss of traditional architectural features and materials.
- Loss of front boundary treatments and front gardens.
- Lack of coordination and poor quality of pavements.

Opportunities

- Preservation, enhancement and reinstatement of architectural quality and unity.
- Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens.
- Coordination of colour and design and improvement in quality of street furniture and pavements.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



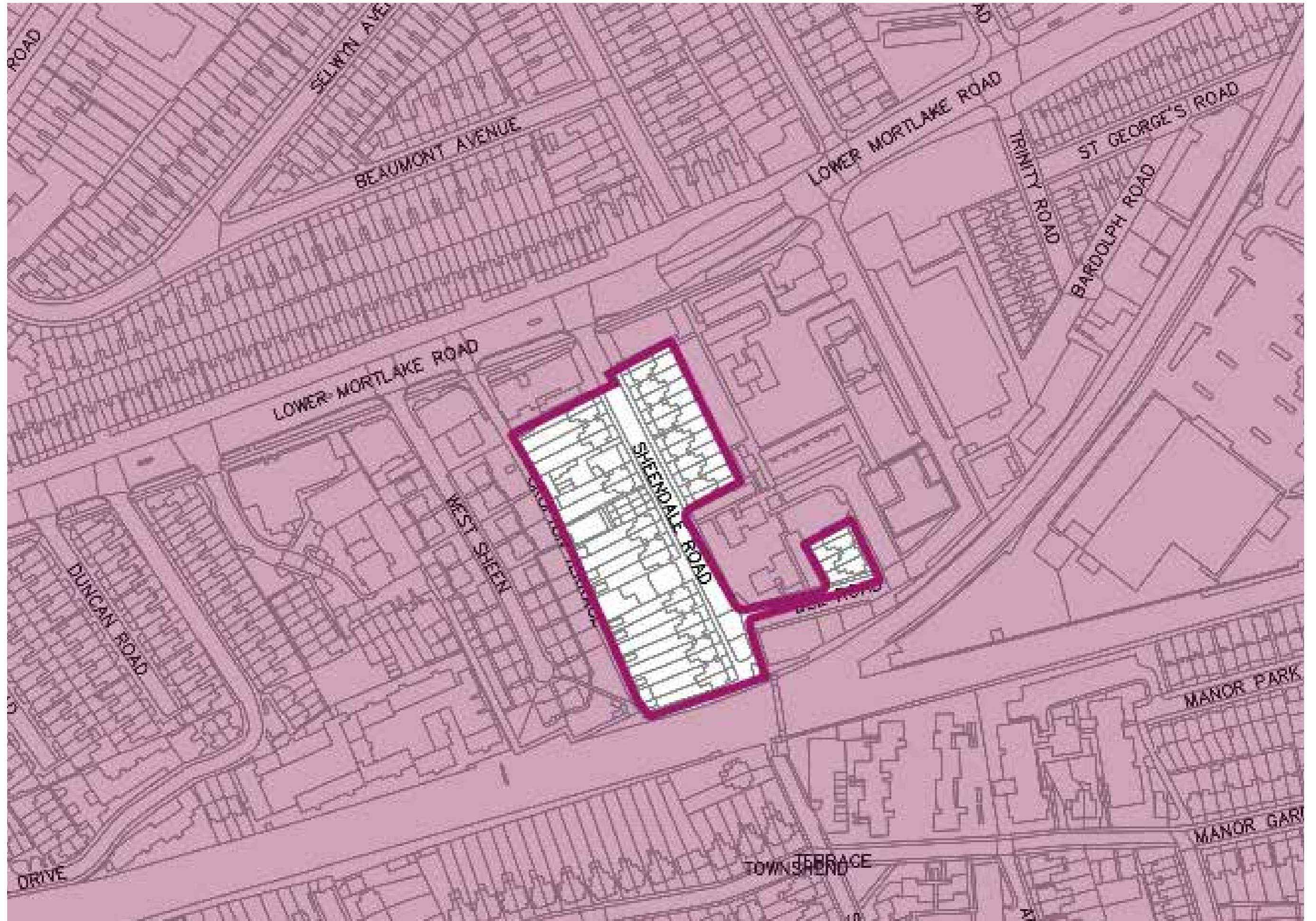
Sheendale Road



Crown Terrace



Sheendale Road



Conservation Area 5: Sheendale Road

Character Area 6:

Old Gas Works

Character Summary

This character area occupies the angle of two busy through routes: Lower Richmond Road and Manor Road. There is no coherent frontage to either road and the whole area has an irregular, adhoc character due to its industrial past.

The north western part of the area was once covered by a gas works. Today the works area is confined to the land nearest the roundabout and is visually low key, except for the tall mesh fencing along the main roads. Much of the area is occupied by a large supermarket of modest height and its associated petrol station and large car park. The large shops on the west side of Manor Road are similarly laid out but have pitched clay tile roofs. Some trees are present in and around the car parks but the character is defined by large expanses of hard surfacing.

The central part of the area has a network of short roads: Orchard, Garden and Market. One two-storey Victorian house (former public house) survives on the corner of Orchard and Lower Richmond Roads, but the overall character is varied due to a mix of light industrial sheds, offices and modern apartment blocks. Cladding is in steel, timber and render. There are some planted beds but few street trees. Also on Garden Road, there is a fire station and its exercise yard.

East of Market Road are further light industrial sheds in brick with metal sheeting and small areas of car parking. On Lower Richmond Road is a small mid twentieth century shopping parade in red brick, with the fire station nearby.

Dominant materials and features

Characteristic materials and features include: Red brick, stock brick, metal cladding, metal windows, planted beds.

Threats from development

- Lack of definition and coherence in street frontages due to loss of terraces and proliferation of small industrial yards and car parks.

Opportunities

- Should redevelopment proposals come forward for appropriate uses there is an opportunity to re-plan and upgrade the public realm. There are also opportunities to achieve improvements to the visual appearance of the area, including when viewed from the A316 Lower Richmond Road. Proposals should demonstrate how they support this opportunity and also how they positively respond to the relationship with adjoining areas, which are primarily residential in character.
- More appropriate paving, street furniture and street trees would enhance the character. Many of the pavements are presently in tarmac which could be replaced with a higher quality material.



Orchard Road



Lower Richmond Road



Lower Richmond Road

Character Area 7:

Between Lower and Upper Richmond Road

Character Summary

This character area is bounded by Lower Richmond Road on the north and Upper Richmond Road on the south. It straddles the railway line which has resulted in a layout of long streets running parallel to the railway. It also means that parts of the area are quiet with little through traffic.

c. 1900 and Interwar Terraces

The west part of Manor Grove is a long, straight street of uniform two-storey terrace housing, built c. 1900. The houses are in stock brick with red brick dressings used decoratively to create flush string courses and panels. The repetition of these limited motifs, along with many street trees and planted front gardens, creates a consistent visual character. This is threatened in places by enlarged or altered porches and by the replacement of sash windows. As the street curves northward, there are terraces of a different character. These are in red brick with pebbledashed upper floors and have projecting gabled bays at intervals.

Lambert Avenue has a picturesque, gently curving layout and was built in 1921 by Barnes Urban District Council. The short terraces have hipped roofs and are mainly in red brick with pebbledashed upper floors. This visual coherence is threatened by a wide variety of replacement windows and some enlargement of porches. There is a central roundabout with trees set in tarmac and a separate semi-circular parking area close to some of the houses.

Bicester Road, Somerton Avenue and Lower Richmond Road have interwar terraces with canted bays. The materials are pebbledash (usually overpainted) with some having red brick on the ground floor. The timber casement windows have multi-paned opening upper lights, a pattern that has

been preserved in some of the uPVC replacements. The planted front gardens are defined by dwarf walls, some on Somerton Avenue retaining their original herringbone brickwork. Bicester Road has very few street trees.

Dominant materials and features

Characteristic materials and features include: Stock brick with decorative red brick dressings, red brick with pebbledashed upper floors, bay windows, gables, timber casement windows, planted front gardens with dwarf walls, street trees, slate roofs, clay tiled roofs

Clifford Avenue and Lower Richmond Road

This sub-area, in the angle of two busy through roads – Clifford Avenue and Lower Richmond Road – has a mixed character. There is a two-storey interwar shopping parade with oriel windows (now with uPVC windows) but otherwise the buildings are larger offices of a more modern aesthetic. They incorporate rear courtyards for vehicle access and are clad in brick or metal with large areas of glazing. There are street trees and the pavement on Lower Richmond Road is bisected by a cycle lane.

Dominant materials and features

Characteristic materials and features include: Brick or metal cladding, large areas of glazing, street trees.

East End of Lambert Avenue

This sub-area at the east end of Lambert Avenue comprises a mid-twentieth century housing estate, planned around three large buildings and including large areas of car parking and smaller areas of greenery with hedges. The buildings are three-storeys high with pitched roofs, in red brick with some white-painted weatherboarding. Projecting



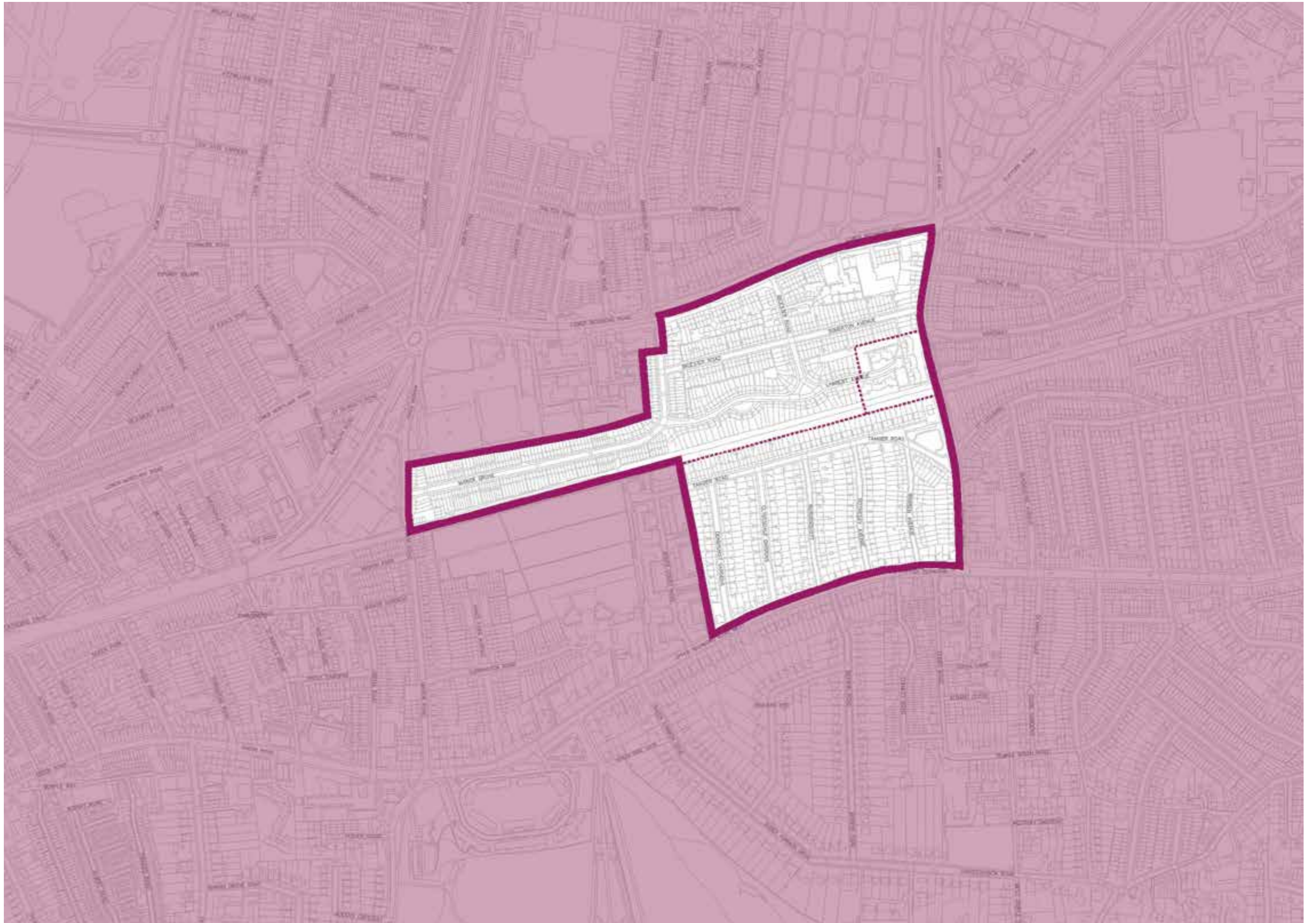
Bicester Road



Lambert Avenue



Manor Grove



Character Area 7: Between Lower and Upper Richmond Road

Character Area 7:

Between Lower and Upper Richmond Road

from the façades are groups of enclosed drying areas, made visually striking by white-painted timber slats set between brick piers. The pavements are of poor quality.

Dominant materials and features

Characteristic materials and features include: Red brick and white-painted weatherboarding or slats, trees and hedges.

Interwar Semi-Detached Housing

This sub-area has a consistent character arising from its regular grid of streets. The buildings are almost entirely interwar semi-detached houses, sharing an overall similarity yet with some differentiation between the streets.

Houses on Denehurst Gardens, Clydesdale Gardens and the west half of Tangier Road have canted or polygonal bays sporting hung tiles and gables. They are in painted pebbledash or render, with some red brick on the ground floors. Where the original casement windows survive, these have a distinctive shape with arched transoms. The houses also have Queen Anne-style timber openwork porches, many of which have been lost to alterations.

Houses on Burdeshott Avenue are a little plainer and in red brick with square bays decorated with quoins; there are similar houses on Lower Richmond Road West, some of which retain their casement windows with leaded lights. Houses on Tangier Road (central part) are rendered with square bays and hung tiles; the similar houses on Rothesay Avenue also have gables. To the east there are short terraces of houses with pairs of broad gables, either in render or red brick

Dominant materials and features

Characteristic materials and features include: Red brick, pebbledash, render, polygonal bays, gables, hung tiles, timber casement windows with arched transoms, timber porches, clay tiled roofs.

Threats from development

- The character of the area suffers from a proliferation of replacement uPVC or metal windows and from altered/enlarged porches, which detract from the unity of the streetscape. In this sub-area many of the attractive timber openwork porches have been lost.

Opportunities

- Upgrading the public realm – higher quality paving and street furniture would enhance the character of the streets. There are opportunities for further street trees on Bicester Road and for further greenery on Lambert Avenue, particularly at its roundabout.



Denehurst Gardens



Tangier Road



Rothesay Avenue

Character Area 8:

Kings Farm Avenue and Surrounds

Character Summary

This character area occupies the angle of two busy through routes: Manor Road and Sheen Road. It is predominantly residential but includes the Manor Road Allotments and Holy Trinity School. The housing is mixed, including terraces and blocks of apartments.

Victorian and Edwardian Housing

Manor Road is a busy traffic route but retains its late Victorian and Edwardian housing. The east side of the road has a consistent rhythm of repeating semi-detached houses built in the late nineteenth century. These are in stock brick with red brick dressings, canted bays and paired arched doorways. The west side is more varied but consists mainly of Edwardian terraces with canted bays. They are in red brick or roughcast render with decorative gables incorporating applied half-timbering and bargeboards. Those toward the north also have oriel windows and timber porches. The front gardens of Manor Road have low brick walls and are planted, except where they have been altered to create car parking. There are no street trees (and little room for them due to narrow pavements). There is a similar mix of housing on Grena Road, which has a quieter character and some well preserved features such as tiled pathways in front gardens.

Sheen Road is a busy traffic route but is wide and noticeably green due to the mature trees surviving in the front gardens of large houses. These are generally detached or semi-detached late Victorian houses, often in stock brick with red brick dressings and with prominent chimneys or gables. Some have been replaced by twentieth century housing blocks, which use similar materials in a modern idiom and are likewise set back behind lush front gardens, bounded by low brick walls with taller piers.

King's Farm Avenue and Carrington Road

King's Farm Avenue and Carrington Road comprise a planned housing estate of short terraces, stepping in and out either side of King's Farm Avenue. The formal, symmetrical layout is barely noticeable on the ground because of variations in the architectural forms (presumably the result of a long construction period, c. 1920s to c. 1950s). There is a consistent scale of two-storeys, broken only by a three-storey block at the end of the Avenue. The houses are either in render, brown brick or stock brick, the earlier ones with canted bays and hung tiles. They have a variety of replacement windows. Front gardens are defined by hedges with small timber gates, though some have been rebuilt with brick walls. At the junctions there are wide grass verges, also with hedges. At the end of Carrington Avenue is Holy Trinity School, a series of low buildings with pitched roofs set in green playing fields that are largely hidden from public view.

Adjacent to the railway and accessed through gates off Manor Road are the Manor Road Allotments, established c. 1840s and reduced in size through later development. They now comprise about 7.5 acres and represent an important reminder of the area's rural past. Typical of many allotment areas, it is largely hidden from view and has the distinctive patchwork grid of greenery, with small sheds and trees along the boundary lines.

East of the allotments is Sheen Court, comprised of six large four-storey apartment blocks straddling a driveway. The buildings are in red brick, simply detailed but well built and retaining some of the original steel casement windows. The complex is entered from Upper Richmond Road West through a handsome and well preserved boundary wall with Art Deco archways which retain fine iron gates and lamps.



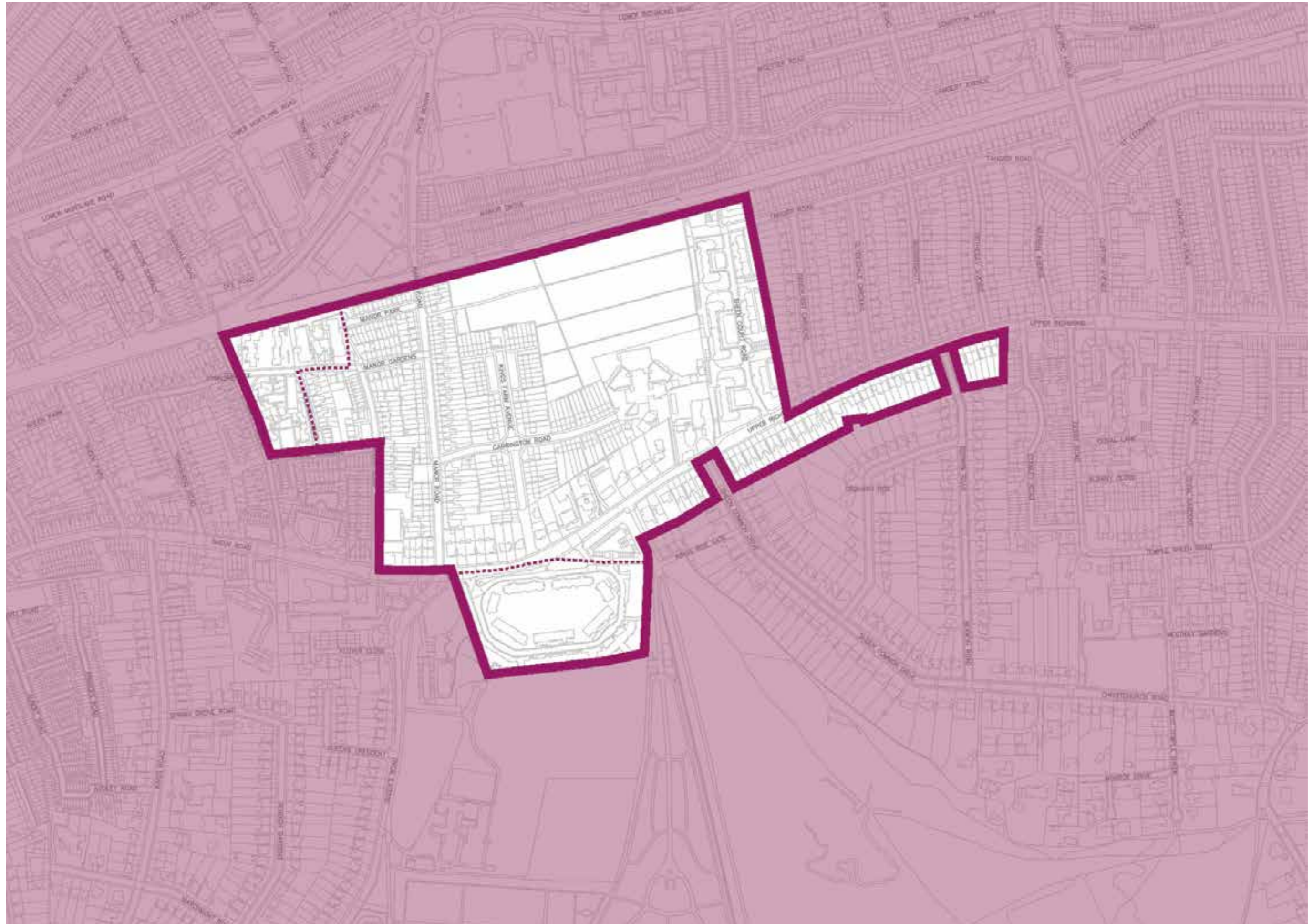
Sheen Court Road from Upper Richmond Road West



Carrington Road



Sheen Road



Character Area 8: Kings Farm Avenue and surrounds

Character Area 8:

Kings Farm Avenue and Surrounds

Dominant materials and features

Characteristic materials and features include: Stock brick with red brick dressings, red brick, roughcast render, gabled bays, hung tiles, timber sash windows, timber or steel casement windows, oriels, timber porches, low brick walls or hedges to planted front gardens, tiled pathways

Townshend Terrace

In this sub-area, at the east end of Townshend Terrace, the original houses have been replaced by mid twentieth century housing blocks, which do not follow a regular street line. They are in a stepped configuration and set amongst lawns, hedges and mature trees. The buildings are of two- or three-storeys, with flat roofs, and are simply finished in brown or grey brick. The original metal casement windows have mostly been replaced by uPVC casements.

Dominant materials and features

Characteristic materials and features include: Brown or grey brick, flat roofs, lawns, hedges and mature trees, casement windows.

Courtlands Estate

This sub-area comprises the Courtlands Estate, built 1937-38. Occupying an 11-acre site, it is among the larger twentieth-century housing estates in the Borough. It is set back from Queen's Road behind lawns and a well-preserved red-brick dwarf wall with stone coping, incorporating lamps at the entrances. The large, detached, four-storey buildings are grouped around an oval driveway. They are in red brick with steep clay-tiled roofs. The blocks most readily visible from Queen's Road are monumentally treated with white-painted concrete balconies flanking projecting partially-glazed stair towers. Many of the original Crittall-style steel windows have been replaced with thicker framed

uPVC windows which detract from the refined simplicity of the elevations. Gardens on the west side incorporate features from Stawell House, previously on the site. These include a lake, mature trees (including the 'Tulip Tree' of record-breaking circumference) and a stone alcove (1762) from Old London Bridge which is not listed (though other examples in Guy's Hospital and Victoria Park are listed as Grade II). The fringes of the site incorporate two original 1930s single-storey garages. The western boundary wall is in stock brick and may relate to Stawell House.

Dominant materials and features

Red brick, white-painted concrete balconies, steep clay-tiled roofs, casement windows (originally steel casements with thinner glazing bars), red-brick or stock-brick boundary walls, mature trees

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.
- The replacement of front garden boundary walls with other designs or materials reduces the ordered uniformity of the streets.

Opportunities

- Upgrading the public realm – higher quality paving and street furniture would enhance the character of the streets.



Courtlands Estate



Townshend Terrace



Manor Road

Character Area 9:

Queen's Road Estate

Character Summary

This area is bordered by the busy Queen's Road to the west and Richmond Park to the east and is therefore an area of contrasts. Much of the area is taken up by the low-rise Queen's Road Estate, which retains many mature trees, around which the housing has been arranged.

The area south of Greville Road comprises the later phases of the Queen's Road Estate (1980s-1990s). It has an informal character, with loosely planned terraces and clusters of housing, irregularly grouped around spacious culs-de-sac. The buildings are set back behind planted beds, interspersed with small car parks. There is a common language of light-brown brick, with dressings of red or dark brown brick and simple vernacular forms including pitched roofs of slate. On Park Hill there are brick staircases and glazed porches. Between Park Hill and Greville Road there are brick pathways (this part of the estate was designed by acclaimed architects Darbourne and Darke but is not in a Conservation Area, whereas their work south of Cambrian Road is). The original timber windows have been replaced by metal windows, many of them painted brown to complement the architecture. In places, the open character of the layout has been altered by the addition of high fencing.

North of Greville Road the character changes due to larger buildings, still kept to a modest height of one- to three-storeys. These include a care home fronting Greville Road, in red brick and stucco, and, further north, St Elizabeth's Roman Catholic School. This is also in red brick and has distinctive hexagonal classrooms with shallow pitched roofs.

Toward the north of the area, the housing around Broadhurst Close is again modern but has elements responding to a more traditional character, consisting of short terraces in brown brick, with arched doorways and pitched roofs. There is a

U-shaped hostel in brown brick with a modern individual character. It displays an irregular roofline and irregularly placed windows including projecting oriels of differing heights (it is comparable to part of the Queen's Road Estate, south of Cambrian Road, which is contained within the Richmond Hill Conservation Area and which is grade II listed). The apex of the site is a triangle of green space with mature trees that, in terms of its character relates strongly to Pesthouse Common.

Dominant materials and features

Characteristic materials and features include: Brown brick with dressings of red or dark brown brick, brick staircases, glazed porches, arched or square-headed doorways, pitched slate roofs, small car parks, brick pathways, metal windows (replacing original timber windows), planted beds, mature trees.

Threats from development

- In parts of the Queen's Road Estate, the open character of the layout has been altered by garden walls and fencing being extended upwards, e.g. in Pyrland Road.



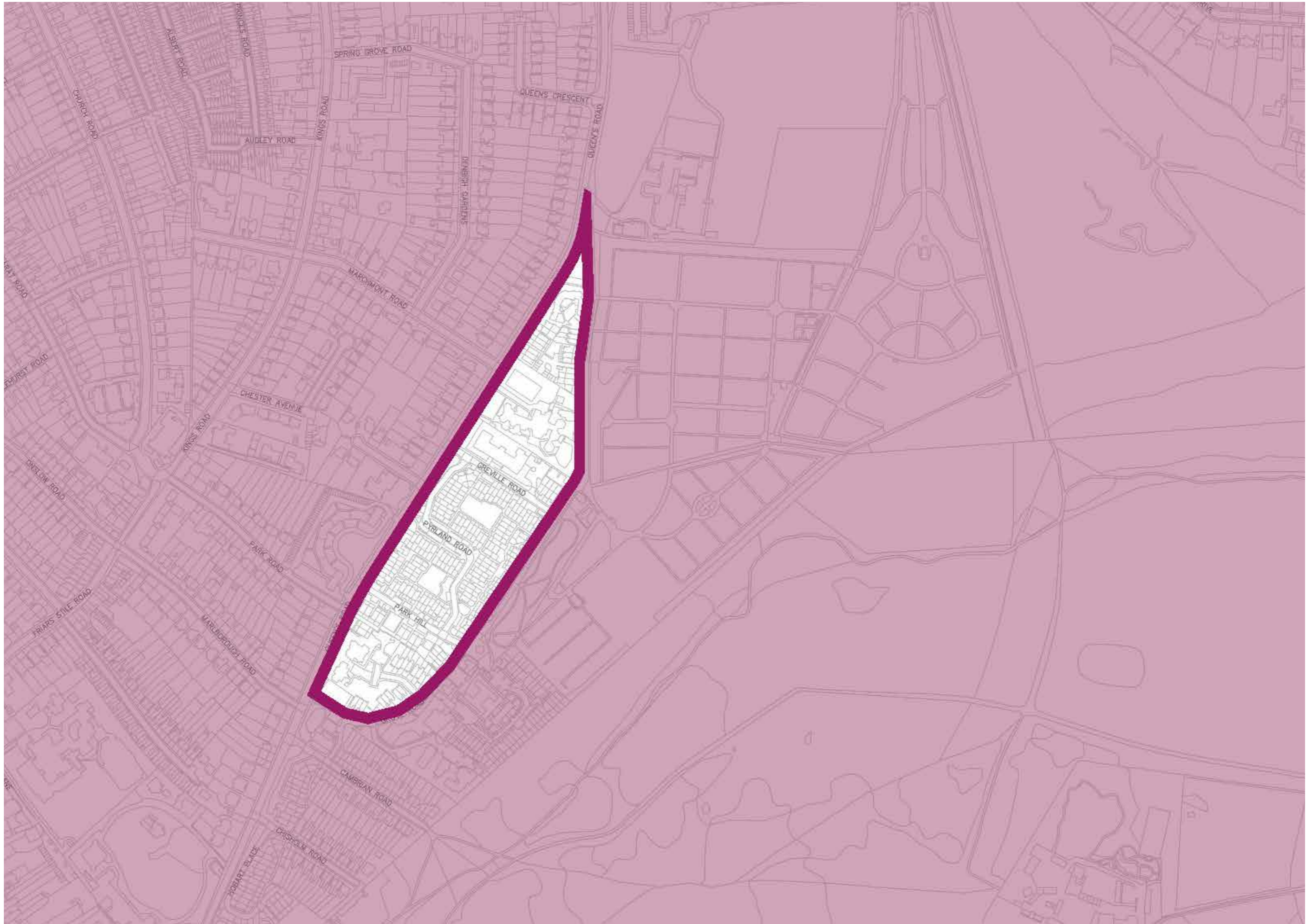
Greville Road



Pyrland Road



Park Hill



Character Area 9: Queen's Road Estate

Character Area 10:

Queen's Road (west side)

Character Summary

This is a gently hilly area on the west side of Queen's Road comprised of relatively wide and leafy streets, typically with large Edwardian or interwar semi-detached houses but also including some later twentieth century housing areas.

Denbigh Gardens and Interwar Period Houses

Denbigh Gardens was laid out c. 1900 with large semi-detached houses occupying the west side, continuing round on the north side of Spring Grove Road and with similar examples on Marchmont Road and Queen's Road. There is variation in these based on a limited palette of materials and motifs. These include high quality red brickwork, with areas of roughcast render (still authentically painted in a stone-based colour in most examples), broad gables with applied timbering and dentilled bargeboards. Where the original windows survive these are high quality timber sashes with multi-paned upper lights, or timber casements for smaller attic windows. The other houses are typically interwar period detached or semi-detached houses, found also on Marchmont Road, Queen's Road and in the nearby cul-de-sacs of Queen's Crescent and Chester Avenue. They are typically in red or brown brick with areas of render and hung tiles and with fine metal casement windows incorporating leaded lights, though some have been replaced with windows of thicker frames and detailing which detract from the character. Chester Avenue has a striking 1930s apartment block with Art Deco windows, most of which have been replaced. Front gardens are generally planted and defined by brick walls with piers, though some have been removed for car parking. There are street trees, including recently planted silver birch.

Dominant Materials and Features

Characteristic materials and features include: Red brick, render, hung tiles, gables, applied timbering, dentilled bargeboards, timber sashes with multi-paned upper lights, metal casement windows incorporating leaded lights, clay tiled roofs, planted front gardens with brick walls with piers, street trees.

Peldon Court

This sub-area, near the busy Sheen Road, is characterised by larger twentieth century buildings. Peldon Court is a late 1950s housing estate set in a winding cul-de-sac with lawns, some mature trees and a car park at the rear. The buildings include two slab blocks of nine-storeys, which is unusually high for the area. They have symmetrical elevations in stock brick, with pink brick and red panels emphasising the stair towers. The metal casement windows have been replaced by uPVC windows with thicker frames and detailing which detract from their character.

To the east is Marshgate Primary School, a series of low red-brick buildings with very little street presence. Entered off Queen's Road is Floyer Close, a cul-de-sac of late twentieth century terraces. These are in red brick or stock brick with render and some traditionally inspired features including pitched roofs and keystones over windows. It is a gated precinct incorporating car parking and is screened from Queen's Road by a tall red brick wall.

Dominant materials and features

Characteristic materials and features include: Stock brick, pink brick, red brick, render, metal balconies.

Queen's Court

This sub-area, adjacent to the busy Queen's Road, includes larger twentieth century buildings. Queen's Court is an unusually large 1930s apartment block, built on a horseshoe plan facing Queen's Road, with generous lawns screened by trees. It is in red brick, with modern styling including curved corners and concrete trim (now painted white) to windows and balconies. The original metal casement windows survive in the stair towers but have otherwise been replaced with windows of thicker frames and detailing which detract from their character. The well preserved boundary wall curves in at the entrances, incorporating circular piers with lamps. Adjacent to Queen's Rise is a late twentieth century gated enclosure of four-storey apartments. These are in brown brick with render, incorporate hipped roofs and simplified classical features including arched windows. Queen's Rise is a quiet cul-de-sac with several detached houses of the Interwar period, in render with hung tiles and clay tile roofs.

Dominant materials and features

Characteristic materials and features include: Red brick, brown brick, render, white-painted concrete trim to windows, curved corners, metal casement windows, hung tiles and clay tile roofs.

Threats from development

- Replacement of historic windows and doors with those of modern materials (uPVC) or designs (thicker sections) that detract from the character of the buildings and wider area.
- Roof dormers and rooflights on front roof slopes which interrupt the regularity of the terraces.
- The replacement of front garden boundary walls with other designs or materials, e.g. for car parking, which reduces the ordered uniformity and green character of the streets.



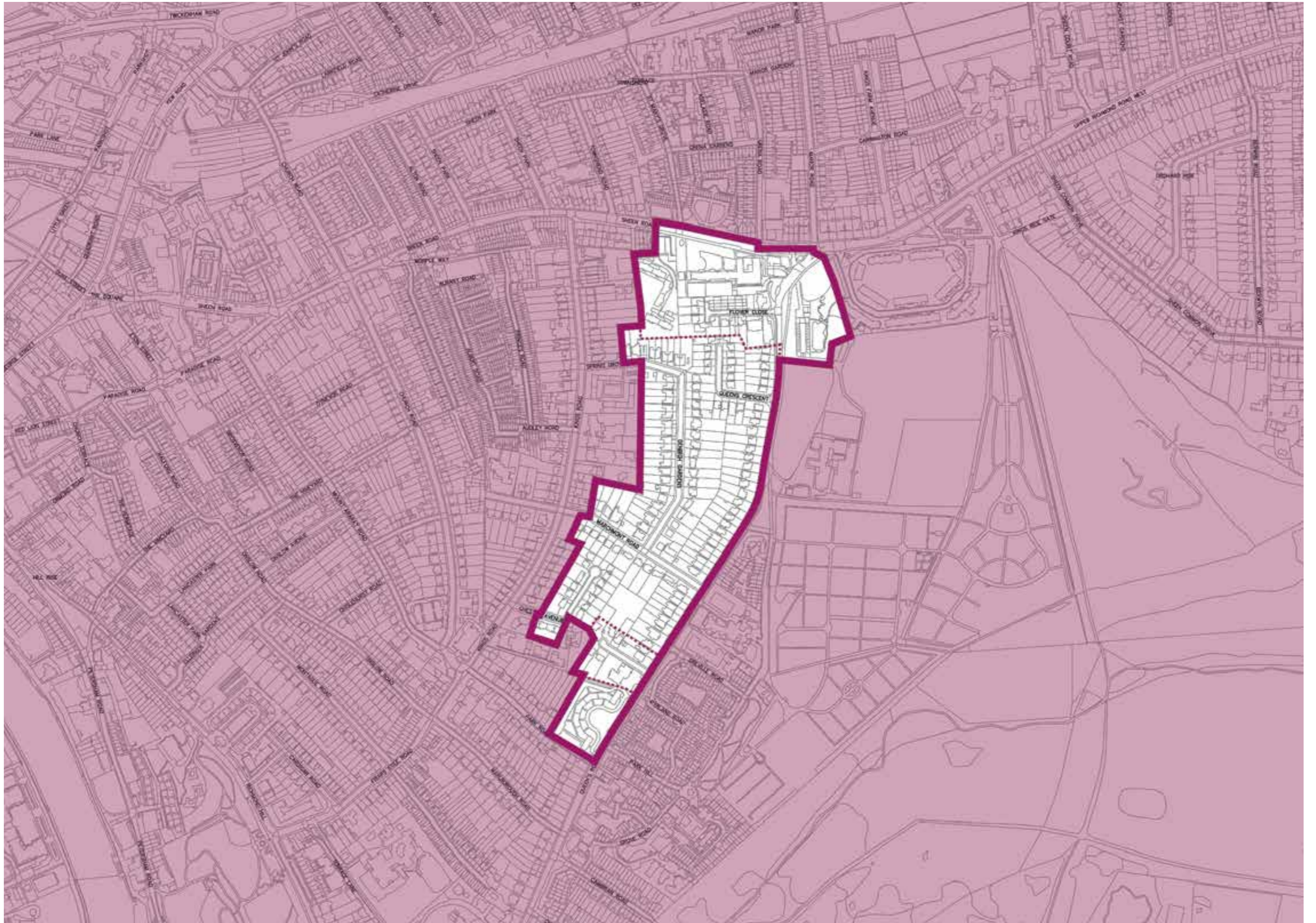
Marchmont Road



Queen's Crescent



Queen's Road



Character Area 10: Queens Road (west side)

Conservation Area II:

St Matthias

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

St Matthias Conservation Area lies on the plateau and northern scarp of Richmond Hill. It lies to the south of Sheen Road, and bounded to the east by Queen's Road. It adjoins Richmond Hill (5) to the west and Sheen Road (31) Conservation Areas to the north.

The area was largely fields with a few large eighteenth century dwellings until the mid-nineteenth century. The arrival of the London and South Western Railway led to substantial development in the form of new streets and high class villas. This included a mix of mid and late Victorian building styles, helping to maintain the high quality townscape. The building styles are noticeably different, ranging, for example, from the three-storey grandeur of the villas to the interesting brick detailing and symmetry of terrace cottages. Dwellings are mostly set back from the road and many have retained their front gardens which form an important feature throughout the Conservation Area.

Church Road, Mount Ararat and Kings Road

Church Road, Mount Ararat Road and Kings Road were developed between the 1860s and 1880s; these major roads run between the heart of Richmond up towards the Church of St Matthias, which is a key landmark in the area and which was designed by renowned architect George Gilbert Scott. The road is comprised mainly of large semi-detached or detached three storey dwellings. The majority of properties are in excellent condition, maintaining much of their original

Victorian features, although Church Road displays some variety with a number of 20th Century developments. These main routes support a number of secondary streets such as The Vineyard and Dynevor Road which include a number of high quality examples of buildings from that era.

Dominant materials and features

Characteristic materials and features include: Church of St. Matthias, variety of mid and late Victorian buildings, cantered bay windows, open basements, dwellings set back, retained front gardens and a variety of boundary treatments.

Park Road, Marlborough Road

Running down the back slope of the hill towards Richmond Park, Park Road, Marlborough Road and Queen's Road support a variety of scales of development, with Queen's Road and the lower end of Marlborough Road bounded by red brick Victorian detached dwellings, alongside two-storey domestic scale dwellings at the north end of Park Road. Park Road itself is a well-defined open streetscape, with setback frontages lined with mature trees and semi-detached three-storey properties. Spaces between semi-detached properties along Marlborough Road and Park Road form an important part of the street pattern and rhythm.

Dominant materials and features

Characteristic materials and features include: Edwardian and Victorian buildings, white cornerstone detailing, gable ended three-storey townhouses, open basements, dwellings set back, painted and exposed boundary walls and high



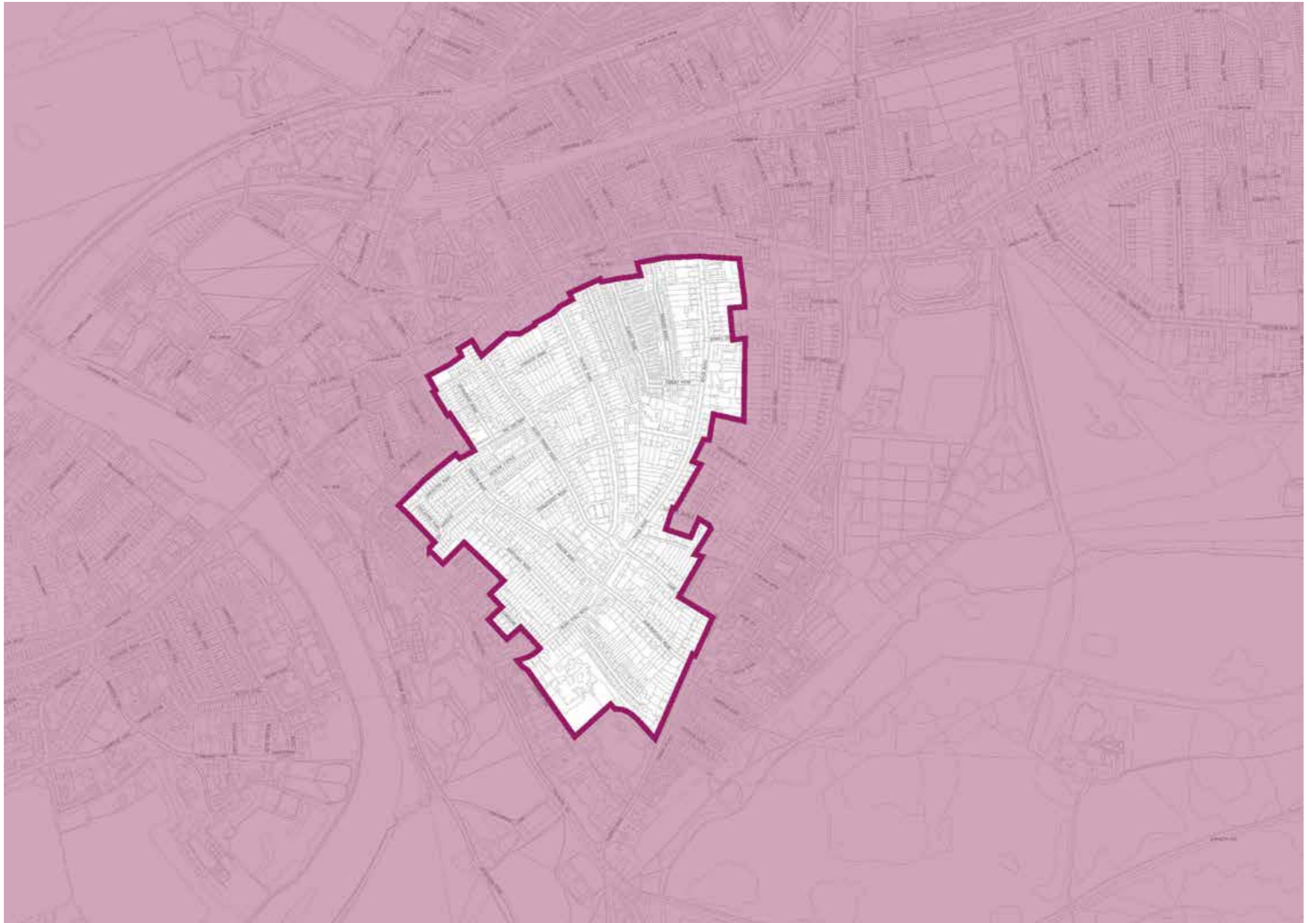
Church Road



Kings Road



Friars Stile Road



Conservation Area 11: St Matthias

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quality townscape.

The Alberts (comprising Albert Road, Houblon Road, Albany Terrace, Audley Road, Princes Road and side roads)

The Alberts was developed in the 1870's and is characterised by high density two-storey terraced housing with slate roofs, located on narrow streets. The Alberts include terraces with a variety of window detailing along with many different approaches to boundary treatments. Introduction of green walls (Hyde Road) adds to the area's unique detailing and intimate feel. This has developed into a strong sense of community which has led to resident based initiatives such as finding the funding for, and working in partnership with the Council, to reintroduce historic street lights into the area. The Alberts generally has a number of exemplary examples of period development and includes a late Victorian school building, on Princes Road, which is still in use for education purposes. Houblon Road for example has seen very little change. However, the incremental introduction of inappropriate features including satellite dishes, rear roof dormer windows (which can be viewed from the street), uPVC windows and unsympathetic replacement doors, has the potential to impact adversely on the character of the area.

Albany Passage is one of the oldest pedestrian paths in Richmond, which is important for local residents and an interesting feature. It would greatly benefit from a new Breedon gravel surface.

Dominant materials and features

Characteristic materials and features include: Tight two-storey terraces, exposed yellow stock and

painted brick, detailing above entrances, short front gardens painted railing, sash windows, retained chimney stacks, traditional street lighting.

Friar Stile Road

Friar Stile Road has a mix of residential and commercial uses. The road has retained its village atmosphere and intimacy, which is in contrast to the grand vistas from Richmond Hill to the south west. The small shopping parade is centred between Rosemont Road and Marlborough Road junctions and the area contains several interesting shopfronts. The rear gardens of Cardigan and Montague Road make a contribution to the street scene and provide greenery.

Rosemont Road has similar three-storey Victorian semi-detached houses to the likes of Mount Arrat Road with distinctive spacing between. Alongside these are two-storey houses with painted corner stones and black painted bay windows.

Set behind Friar Stile Road, the area also incorporates the Vineyard School. This was original established in the Vineyard Chapel but relocated in 1977 to its current site.

Dominant materials and features

Characteristic materials and features include: ornate Edwardian and Victorian townhouses, dutch gables, gable ended parade of shops, turrets, rendered balustrades, set back properties with retained front gardens, dwarf walls with iron railings and hedging.

Threats from development

- Development pressure which results in

potential obstruction and spoiling of views to key landmarks and impacts on the skylines.

- Loss of rear garden space.
- Loss of traditional architectural features.
- Loss of front boundary treatments and front gardens.
- Reduced quality of public realm, including design and materials.
- Domination of traffic.
- Loss of original and / or high quality shop fronts.
- Infill development leading to altered or lost original street patterns.
- The impact of satellite dishes in prominent locations and use of uPVC windows on the character of the area.

Opportunities

- Preservation and enhancement of the architectural style.
- Retain and enhance front boundary treatments and discourage increases in the amount of hard surfacing in front gardens.
- Coordination of colour and design and improvement in quality of street furniture and pavements.
- Improvement of highways conditions and cycling and pedestrian convenience, and rationalisation of existing signage and street furniture.
- Retain and improve the quality of shop fronts and signage.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm

Conservation Area 12:

Richmond Hill (Richmond 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

Richmond Hill Conservation Area spans the river to include the open landscape on both banks of the Thames south of Richmond centre, and rises up to include the townscape along Richmond Hill, overlooking the river as far as Richmond Gate, which leads into Richmond Park. The Conservation Area is almost entirely surrounded by other Conservation Areas towards Richmond, Petersham and Twickenham.

The Conservation Area is a distinctive and well defined area containing a variety of building types and mix of uses such as residential, commercial, educational, institutional and public open space. The Conservation Area can be divided into a number of distinct character areas, although the whole Conservation Area is unified by its relationship to Richmond Hill and its views and connections.

The riverside and accompanying landscape provide a distinct rural setting to the eighteenth and nineteenth century townscape of Richmond Hill. O'Higgins Square, adjacent to Richmond Bridge, is named after Chilean General Bernardo O'Higgins and a bronze bust of him is located there. He was one of the foremost leaders in the Chilean struggle for independence and head of Chile's first permanent national government, who lived and studied in Richmond in his late teens.

The natural curve of the river offers exceptional views to and from Richmond Hill and central Richmond. The Richmond, Petersham and Ham Open Spaces Act (1902) prevents development of the land on and below Richmond Hill in order

to protect the unique and distinctive views that it provides to the west and south. 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 and Marble Hill Park.

Richmond Hill is characterised by the exceptional quality of its eighteenth century architecture, and its distinctive groups of fine later Regency and Victorian housing, historically overlooking the river landscape from the hillside above with traditional narrow colourful shop fronts that characterise Hill Rise. Along Petersham Road fine groups and individual houses from the eighteenth and nineteenth century address the Thames, affording views to the river from the road. Peterham Road also hosts a local landmark in the very distinct Royal British Legion Poppy Factory building, set back behind the existing Richmond Brewery facade that has been retained.

The townscape is unified by the general use of face brickwork in a limited palette of colours. The repetition of similar architectural features, windows and materials, and their scale and proportions, further draws the character of these buildings together.

The Vineyard is the most intensely developed part of the Conservation Area, being close to the centre of Richmond. The area formed the next phase of development on from the mediaeval core of Richmond. The eighteenth and nineteenth century townscape still follows the ancient field pattern of this area. The building scale is generally two to three storeys in a mix of styles, retaining many



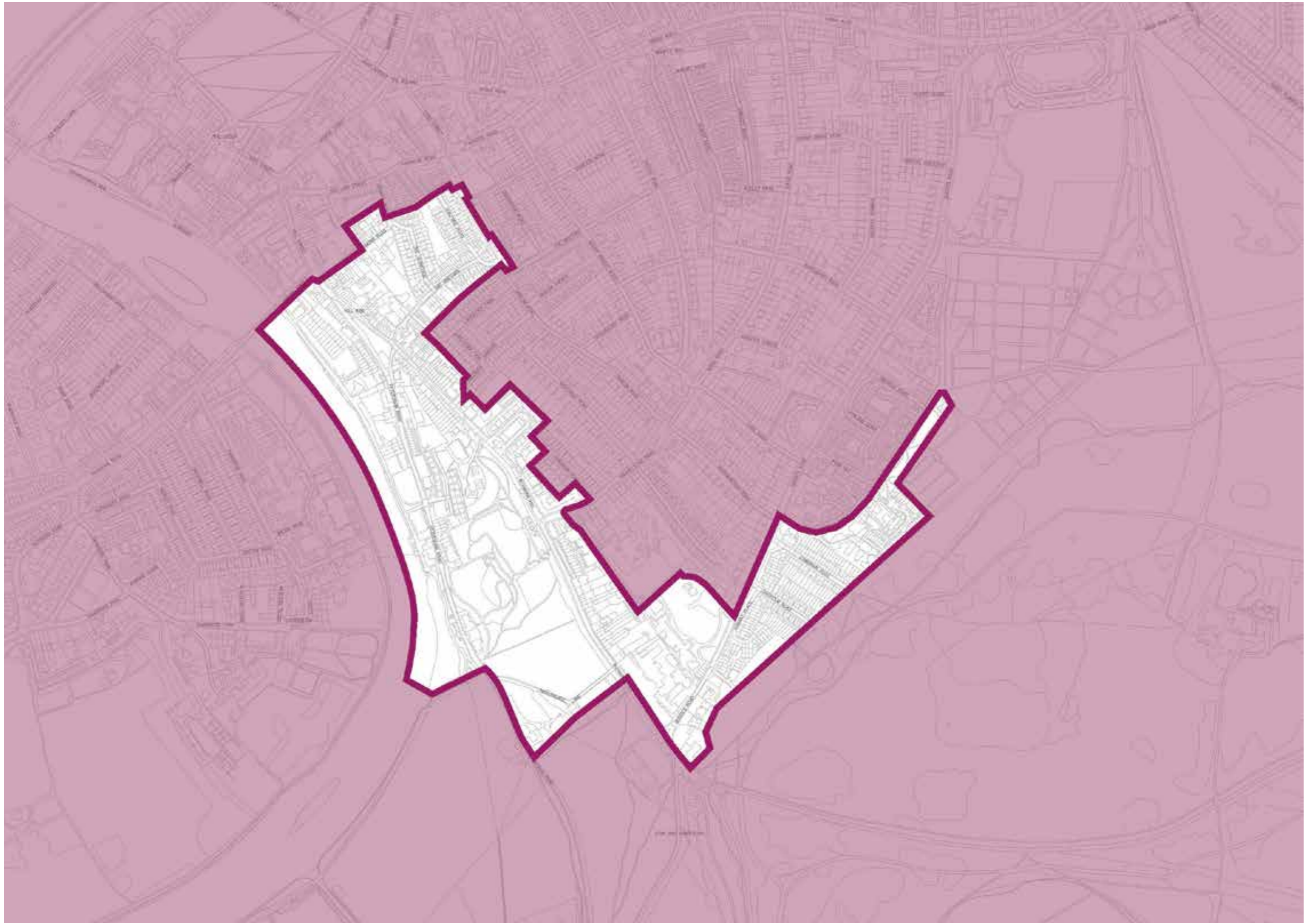
Richmond Hill



Richmond Hill



Richmond Hill



traditional materials and windows.

Phase I of the Queens Road Estate, a unique collection of Grade II listed buildings, was developed between 1971 and 1983 and encompasses Hobart and Reynolds Place. The area is defined by inventive and dynamic housing design that uses a repeated palette of forms and units. The phase is consciously laid out, with a tight network of varied and well thought out blocks, carefully placed covered walkways and intimate spaces all set in a well-integrated landscape setting. Much of the housing in the area remains unaltered and preserved in keeping with its listing. However, elements of the landscaping have been poorly maintained and are showing signs of deterioration. The entrance into Cambrian Road is framed on its north side by the Cambrian Community Centre, Caplan and Dickson House complex, the later of which houses a range of artists studios/workshops.

Queen's Road also hosts the American International University, which is set in attractive well maintained grounds, the original college was founded on these grounds in 1843.

Dominant materials and features

Characteristic materials and features include: Eighteenth century buildings Downe House, Ancaster House, Wick House and The Wick on the Hill, protected view from the Terrace on Richmond Hill, modern Queen's Road estate, decorative iron railings for front boundaries or tall boundary walls closer to the top of the hill, eighteenth and nineteenth century dwellings along Petersham Road, views to key surrounding landmarks.

Threats from development

- Development pressure which may harm the balance of the river and landscape-dominated setting, and the obstruction or spoiling of views.
- Loss of traditional architectural features and materials due to unsympathetic alterations.
- Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture
- Loss of original or quality shop fronts.
- Loss of green spaces and vistas.
- Telecommunications equipment and roof plant on prominent rooftops.
- Increase in parking paraphernalia.

Opportunities

- Improvement and protection of river and landscape setting.
- Preservation and enhancement of the architectural style
- Retain and enhance front boundaries
- Coordination of colour and materials.
- Improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture.
- Retain and improve the quality of shopfronts and signage.

This character summary only accounts for the Conservation Area located in Richmond. For the character summary of the Twickenham Bank see Conservation Area 9 in the East Twickenham Village Planning Guidance Booklet.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm

Conservation Area 13:

Richmond Riverside (Richmond 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

Richmond Riverside Conservation Area extends between Richmond Bridge and Richmond Lock, and across the river onto the Middlesex bank. It is surrounded by a number of other Conservation Areas including: Richmond Green (3), Old Deer Park (57), Central Richmond (17) and Richmond Hill (5).

The development of this Conservation Area was dictated by its close proximity to the river. The area includes buildings of a classical pedigree, Asgill House and Trumpeters' House (both Grade I Listed) being of particular note, exploiting their riverside location. The Conservation Area is also home to a number of eighteenth and nineteenth century houses of merit including St Helena Terrace, a group of three-storey houses with boat houses beneath their approach terrace. Richmond Bridge (1777), which connects the two banks of the Conservation Area is Grade I listed and was originally constructed in the late eighteenth century but remodelled in the early twentieth century to cope with increasing car traffic.

The Conservation Area has considerable archaeological interest, containing most of the remains of the Tudor Palace of Sheen between Old Palace Lane and Friars Lane. There is also infill residential development from the twentieth century including Queensbury house.

The Riverside

The Riverside is a defining element of the area, with the River Thames running between Twickenham and Richmond including the prominent features of Corporation Island, Richmond Bridge, Lock and Sluices and Twickenham Bridge which are both Grade II* listed structures. The townscape is of international renown with important listed and non-listed buildings. The most prominent part of the riverside, close to Richmond Bridge, is a redevelopment designed by Quinlan Terry and constructed in 1988. This integrated the existing listed buildings of Palm Court and Heron House emulating the original grand Georgian and Victorian architectural styles.

As part of this development public open space was created, formed by a well maintained stepped riverside terrace, located along the river frontage; it emphasises the river as an open space and has created a well used and attractive public space, which has been enhanced by the improvements to the wide paved area in front of it. The scale and grandeur of buildings, both residential and commercial, along the frontage gradually decreases, becoming more domestic in scale, as you move away from Richmond Bridge.

The interior

Beyond the built frontage along the river bank, Cholmondeley Walk houses a number of properties with evident classical, Edwardian and Arts and Crafts architectural details.

Whittaker Avenue offers views that open up to the River, the Bridge and the mansion blocks. The origin



Richmond Riverfront



Water Lane



Richmond Riverfront



Conservation Area 13: Richmond Riverside

Conservation Area 13:

Richmond Riverside (Richmond side)

of the name is Sir John Whittaker Ellis, the first mayor of the Borough of Richmond.

This street is lined on both sides by large, impressive buildings of mixed renaissance architectural styles and classical facades. The Avenue includes The Old Town Hall (home to The Museum of Richmond), which was constructed in 1893 and provides a strong sense of enclosure and contrast between the street and the internal courtyards of Heron Square and Whittaker Place. The Hall was built on land donated by Sir John Whittaker Ellis.

Water Lane has an industrial character due to the narrowness of the streets and tall buildings lining it. The curve of the street ensures a continually changing visual experience. Of note are the warehouses at the bottom of the street, with no. 18 providing definition to the end of the street and acts as a local landmark.

Friars Lane has the most diverse townscape character of those linking the centre to the river. There is a wide mix of building styles and scales. Buildings of note include Queensberry House and The Retreat, where high walls and mature trees give a sense of enclosure.

Old Palace Lane is more rural in character and has a strong sense of enclosure due to its meandering and narrow nature. Old Palace Yard is a quiet and secluded open space of high townscape and architectural quality.

Dominant materials and features

Characteristic materials and features include: Stucco and red brick frontages, narrow lanes and alleyways, back-to-back dwellings, mansard roofs, six over six sash windows, dormer windows and prominent white corner stones.

Threats from development

- Development pressure which may harm the balance of the river and landscape dominated setting, as well as obstruction of views, skylines and landmarks.
- Loss of traditional architectural features and materials due to unsympathetic alterations.
- Pressure from commercial development for signage and visual clutter in key locations.

Opportunities

- Improvement and protection of river and landscape setting.
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Continuation of the careful coordination of colour, design and improvement in quality of street furniture and pavements.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm

This character summary only accounts for the Conservation Area located in Richmond. For the character summary of the Twickenham Bank see the Conservation Area 10 in the East Twickenham Village Planning Guidance Booklet.

Conservation Area 14:

Richmond Green

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 Green Conservation Area is situated adjacent to Central Richmond and to the south of the A316 and Old Deer Park. It is enclosed by a number of surrounding Conservation Areas including: Richmond Riverside (4) to the west, Old Deer Park (57) to the north and Central Richmond (17) to the south and the east. This Conservation Area was designated in 1969 and was extended in 2005.

There are three distinct elements that form Richmond Green; the main part of The Green, the smaller and secluded Little Green to the north east, and the small urban square in front of Old Palace Terrace to the south west.

Throughout the Conservation Area there is a variety of housing typologies ranging from historic Tudor buildings, late seventeenth and early eighteenth century terraces, mid-nineteenth century villas and some post-war development. The buildings are predominantly formed of two- and three-storeys.

Dominant materials and features

Characteristic materials and features include: Brown and red brick townhouses, front basement areas, railings and entrance steps, tiled roofs, dormer windows, parapets or eaves cornices, bay windows, narrow alleyways, gables.

Richmond Green

The Green contains two public houses on the south east side. A number of the houses in this area are now used as offices which gives a

commercial as well as a residential character.

A key element of the character of the south west frontage is the differing visual experiences along the road due to the divergent building lines, garden sizes and tree cover. The most dominant element in the frontage is the Maids of Honour Row which is an eighteenth century terrace forming the centre piece for this part of The Green. This area also contains the last remaining buildings from Richmond Palace including The Gatehouse and The Wardrobe which are of significant historical and archaeological importance.

The south west side is dominated by Pembroke Villas comprising five pairs of semi-detached villas in Italianate style. Many front boundary walls have been lost or altered unsympathetically to accommodate car parking spaces which is an issue for the entire Conservation Area.

The north east side of The Green contains the least amount of historic character and contains the most recent buildings generally forming modern three-storey town houses and uncharacteristic high front garden walls.

Little Green

The Little Green is less formal than The Green and has a more intimate character. The south east side of Little Green comprises public buildings rather than shops and offices. The buildings are more monumental in appearance and have an individual character unlike the buildings on The Green.



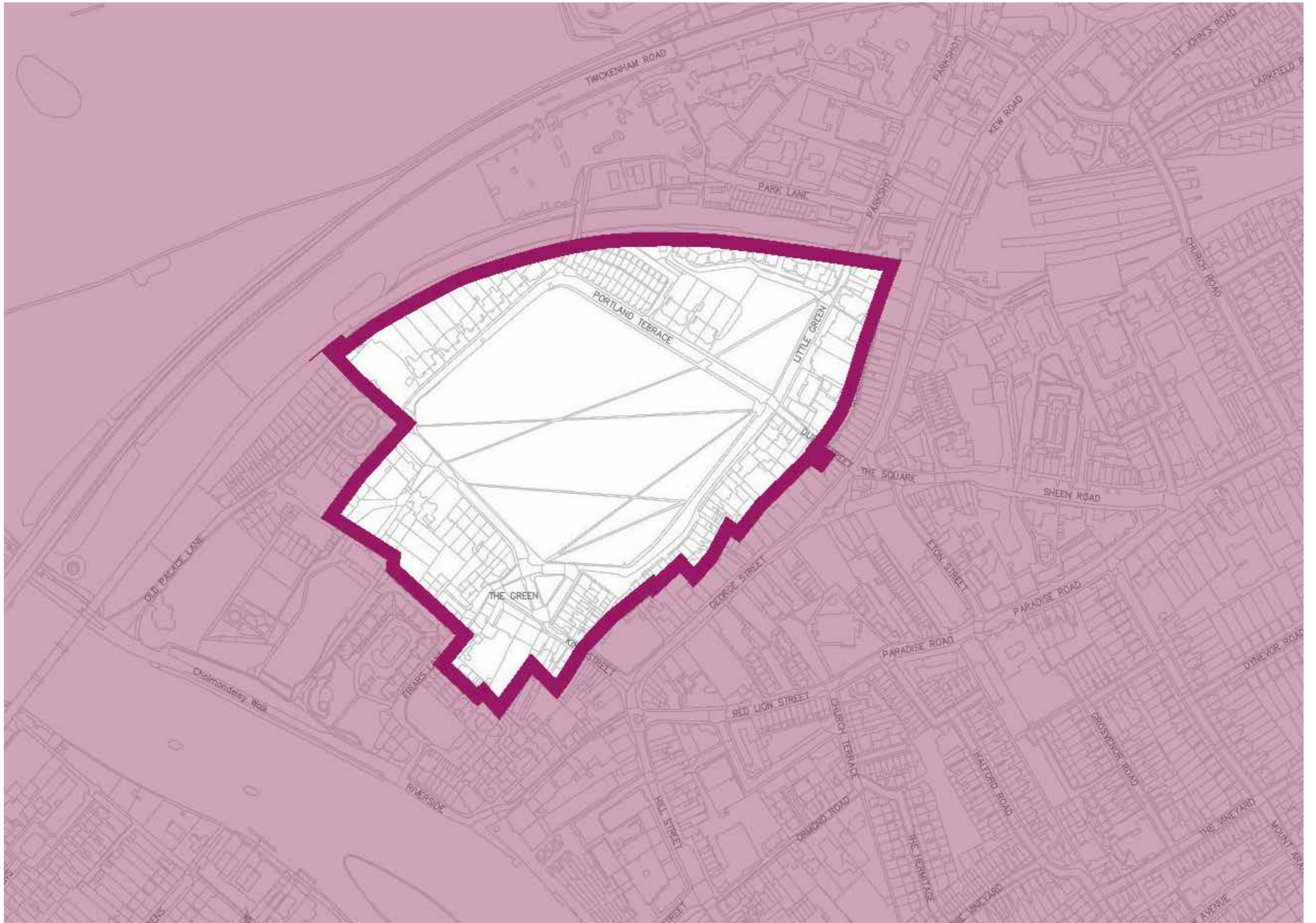
Richmond Green



Richmond Green



Old Palace Terrace



Conservation Area 14: Richmond Green

Conservation Area 14:

Richmond Green

The United Reformed Church is one of the most prominent buildings on the Little Green comprising an imposing Gothic building with two large lancet windows and thick buttresses ending in pinnacles.

Other key buildings of note:

- Duke Street office building with distinctive decorative stucco and portico;
- Onslow Hall;
- Richmond Theatre;
- The Library; and
- Three distinctive listed town houses on the north-east side of Little Green.

Old Palace Square

The small square in front of Old Palace Terrace has the character of a small intimate urban square. However, the character has deteriorated through the increased use of the road by traffic and parked cars.

The south east and south west sides of the square are characterised by terraces of listed town houses creating a high quality townscape and forming a strong urban edge.

Threats from development

- Development pressure which may harm the balance of the landscape, views, skylines and landmarks.
- Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture.
- Loss of original or quality shop fronts and unsympathetic alterations and signage.

Opportunities

- Improvement and protection of landscape views, skylines and landmarks.
- Improvement of highway conditions and pedestrian convenience, and rationalisation of existing signage and street furniture.
- Retain and improve the quality of shop fronts and signage.
- Areas identified for environmental improvement include the view along Quadrant Road to the rear of the shops and to the historic drinking fountain and its setting.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



Little Green



Richmond Theatre



Little Green

Conservation Area 15:

Central Richmond

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

Central Richmond Conservation Area (17) is situated to the south east of Richmond Green. It is surrounded by a number of other Conservation Areas, Sheen Road (31), Richmond Green (3), Kew Foot Road (36), St Matthias (30) and Richmond Hill (5). The Central Richmond Conservation Area was designated in 1969 and was further extended in 1977, 1988, 2000, 2003 and 2005.

This is a predominantly commercial shopping area and the townscape is noteworthy for its variety, which is of a consistently high quality, with many exuberant individual buildings. There are also residential areas of mainly terraced housing alongside several late Victorian buildings which make valuable contributions to the character of the centre. The area also contains a number of historic alleyways.

There are three distinct character areas within the Conservation Area: the main shopping core consisting of Hill Street, George Street, The Quadrant and Kew Road; Parkshot which gives access to Richmond Green; and the edge of centre streets comprising Sheen Road, Paradise Road and Red Lion Street.

George Street, The Quadrant and Kew Road

There are several areas noted for their contribution to the Conservation Area; Richmond Bridge and its setting, George Street, The Quadrant and Kew Road. The junction of Hill Street, Bridge Street and Hill Rise marks a strong gateway into the centre, contrasting strongly with the open

aspect of the river. The junction is defined by the prominent high quality buildings at 1 Hill Rise, Bridge House and the listed Art Deco Odeon cinema. George Street is enclosed at both ends of the road by distinctive buildings. The Dome Building is undoubtedly the most distinctive building on this road and in the centre. It is classical in style with a large fish scaled dome and cupola and no. 39 George Street is noted for its ornate Dutch gable.

Within the Quadrant there are two spaces, the station forecourt and the Square which have become the centres of activity on the street. The Quadrant (nos. 1-18) is a good example of confident Victorian commercial architecture and forms a purpose built parade which strongly defines the curve of the street. There are three public houses of note in Kew Road; Duke of York, Orange Tree and Bull and Bush.

Dominant materials and features

Characteristic materials and features include: Gables, distinctive mixture of brick, stone and render, nineteenth century stock brick buildings, red bricks, white stucco bands, gable ties, original shop fronts.



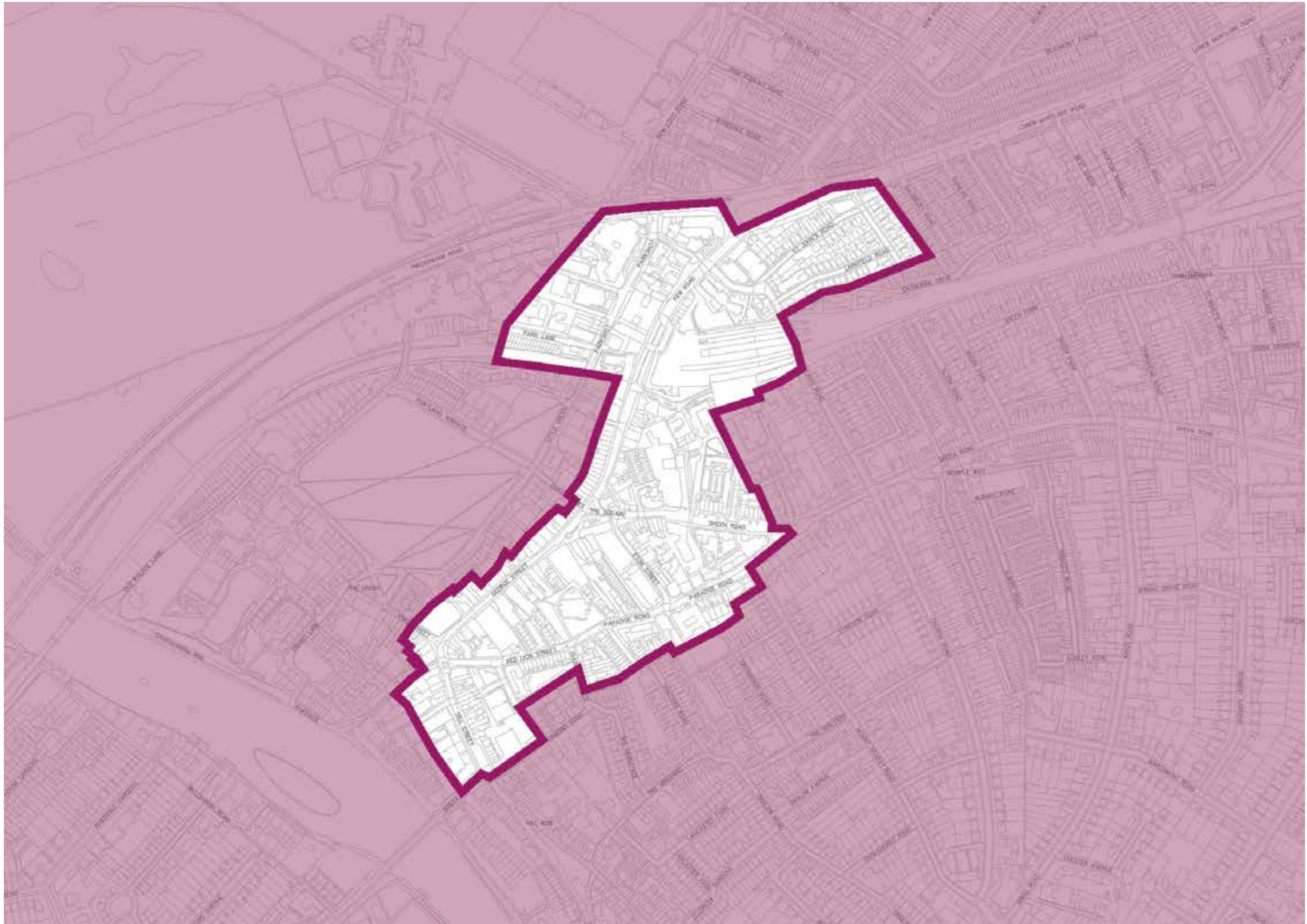
Richmond Railway Station



The Quadrant



Old town hall



Conservation Area 15: Central Richmond

Conservation Area 15:

Central Richmond

Parkshot

Parkshot was originally the lane which ran between the Green and alongside the edge of the gardens of the Palace. Parkshot contains important groups of early eighteenth century brick terraced houses providing a record of the scale and quality of detail previously seen throughout the area. Key buildings of note include: the contemporary design of the Magistrates Court; eighteenth century listed townhouses; and the statuesque main building to Richmond Adult Community College.

Dominant materials and features

Characteristic materials and features include: Red bricks, high iron railings, mature lime trees.

Red Lion Street, Paradise Road and Sheen Road

There are three prominent roads within this area; Red Lion Street, Paradise Road and Sheen Road. The entrance to Red Lion Street is framed by the impressive curved corner buildings at 1 George Street and 2-6 (even) Hill Street. The red brick old Police Station and the terrace of shops at nos. 10-32 Red Lion Street present a positive and lively aspect to the street. Of the four residential blocks on Sheen Road, the two Art Deco blocks on the north side forming Lichfield Court are the most distinctive. The eastern end of Paradise Road has the most coherent building form in comparison to other streets in this area. St Mary Magdalene Church, which was built in the early sixteenth century, together with its grounds, are an important feature along Paradise Road,

Dominant materials and features

Characteristic materials and features include: Mature trees, stepped eaves line, chimneys, stepped parapets, original shop fronts, pale yellow brick, stucco bays

Threats from development

- Development pressure which may harm the balance of views, skylines and landmarks particularly from inappropriately tall building heights.
- Loss of traditional architectural features and materials due to unsympathetic alterations, particularly considering modern development along The Quadrant.
- Lack of coordination and poor quality of street furniture and pavements.
- Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture.
- Loss of original or quality shopfronts and unsympathetic alterations and signage.
- Unattractive appearance of solid steel shutters used for retail units.

Opportunities

- Improvement and protection of its setting.
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Coordination of colour and design leading to improvement in street furniture and paving.
- Improvement of highways conditions and pedestrian convenience and rationalisation of existing signage and street furniture – build on success of projects such as Lower George Street.
- Environmental improvements to alleyways.

- Retain and improve the quality of shopfronts and advertisement.
- The restoration of painted or rendered facades to brick should be encouraged.
- Cleaning of the Richmond Station Art Deco facade.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



St Mary Magdalene Church



Parkshot Medical Practice



Richmond Magistrates Court

Conservation Area 16:

Sheen 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

The Conservation Area includes Sheen Road and the area to the north bounded by the railway line. It adjoins Richmond Hill (5), Central Richmond (17) and St Matthias (30) Conservation Areas to the south and west.

The area has two distinct elements, the development along Sheen Road which includes a large number of buildings from the eighteenth and early to mid-nineteenth centuries and the later residential terraces and semi-detached houses running up to the railway line to the north.

Sheen Road forms part of the linear development which links Richmond and East Sheen. This is a mixed area with small shops and businesses interspersed with residential use. It holds a concentration of listed buildings in the area and these mostly date from the eighteenth century. Hickeys Almshouses and Houblons Almshouses are key listed buildings which were built in the mid-nineteenth century. They both have courtyards that form a quiet enclave for residents away from the busy main road.

Houses are mostly set in gardens with mature trees and a strong frontage is maintained by the buildings or boundary walls defining the back of pavement. The traditional shop fronts that remain are important features.

The area to the north of Sheen Road is characterised by rows of large terraced and semi-detached late Victorian houses sometimes with attractively detailed brickwork and slate roofs.

There are a number of distinctive semi-detached terraces on Sheen Terrace, Dunstable Road, Townshend Terrace, Townshend Road, St Mary's Grove and Sydney Road. Alton Road, Sheen Park, Dunstable Road and Church Road all provide attractive tree lined views up from Sheen Road towards the railway line.

Dominant materials and features

Characteristic materials and features include: eighteenth and nineteenth century buildings, semi-detached and terraced properties, listed buildings and courtyards, strong views supported by mature greenery.

Threats from development

- Loss of architectural features and materials.
- Changes to traditional layouts and frontage.
- Domination of traffic and poor pedestrian environment.
- Loss of original or quality shop fronts along Sheen Road.

Opportunities

- Preservation and enhancement of the architectural style.
- Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens.
- Coordination of colour and design.
- Mitigation of impact of traffic and improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture.

- Improve shopping frontages by encouraging consistency and a return to original signage designs.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



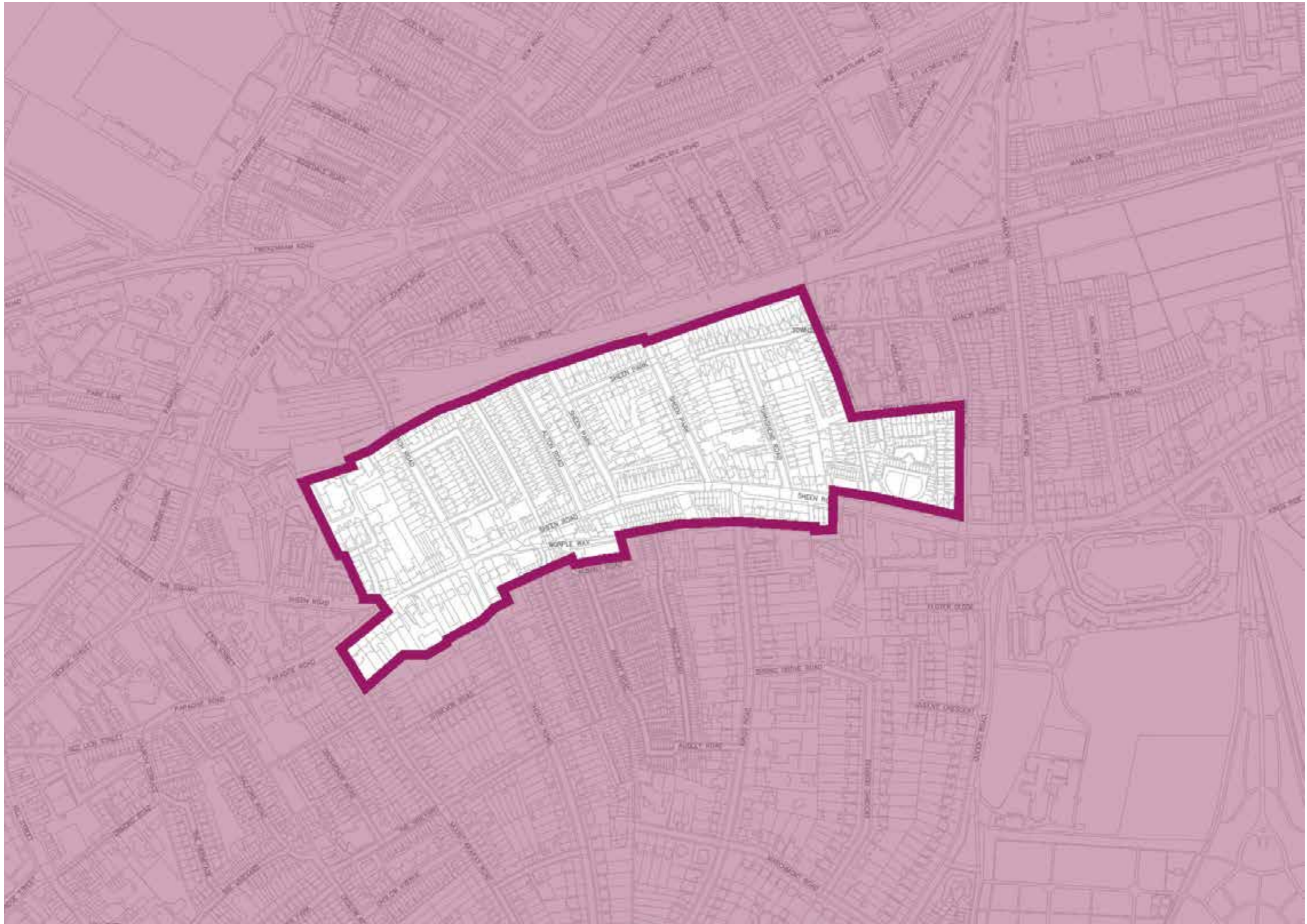
Sheen Road



Townshend Terrace



Sheen Road



Conservation Area 16: Sheen Road

Character Area 17:

Old Deer Park Gardens

Character Summary

This character area is adjacent to the Old Deer Park and adjoins the Kew Foot Road Conservation Area. It comprises Old Deer Park Gardens, with its regular terraces, together with Tower Rise and Lenton Rise which have shorter housing blocks arranged informally.

The entrance to Old Deer Park Gardens is flanked by two interwar semi-detached pairs of houses fronting Kew Road. They are in red brick with hung tiles, canted bays, oriel windows and entrance canopies on carved brackets.

Old Deer Park Gardens has semi-detached housing, closely spaced so as to resemble terraces. It is predominantly matching housing of the Edwardian period. These generally have red brick to ground floors and roughcast render above, decorated by white-painted applied timbering. Other features include canted bays, deeply projecting gables incorporating hung tiles or applied timbering, oriel windows and elaborate openwork timber porches in the Queen Anne Revival style. Front gardens are defined by dwarf walls with stone copings, though some have been altered, raised or had piers added, detracting from the character. The timber casement windows have been replaced in uPVC and other materials, though often following the original glazing pattern. A few pairs at the west end of the street are different being 1920s in appearance, again with roughcast render over red brick but with decoration confined to terracotta diamonds set into the square bay windows. Old Deer Park Gardens is gently curved, with picturesque views eastward toward the former church on Kew Road. There are no street trees but the front gardens are generally planted.

Tower Rise and Lenton Rise form a modern enclave of two short cul-de-sacs, built on the site of the old Royal Laundry. They comprise informally arranged

short terraces giving a uniform appearance. They are clad in high quality red brickwork, raised over white-painted basements incorporating the front doors and garages. They include traditionally inspired features such as curved railings, sash windows (mostly replaced) and modillion eaves corncicing. Part of the character comes from the distinctive treatment of surfaces, which includes flint in the driveways and red brick for the entry ways. There are low red-brick walls and, in the centre of the estate, a single mature tree incorporated into a small roundabout.

Dominant materials and features

Characteristic materials and features include: Red brick and render; white-painted applied timbering, canted bays, deeply projecting gables incorporating hung tiles or applied timbering, oriel windows, openwork timber porches, terracotta diamonds, timber casement or sash windows, front gardens with low red brick walls and stone copings, flint and red-brick paving to driveways.

Threats from development

- Replacement of historic windows and doors with those of thicker section (e.g. in uPVC) or differing patterns that do not follow the original design and opening style.
- Alterations to boundary walls of front gardens, reducing the coherence of the impressively uniform character.
- Alterations to building roof line, including dormers and the distinctive gables that define the road.

Opportunities:

- Improve the pavement and road condition.



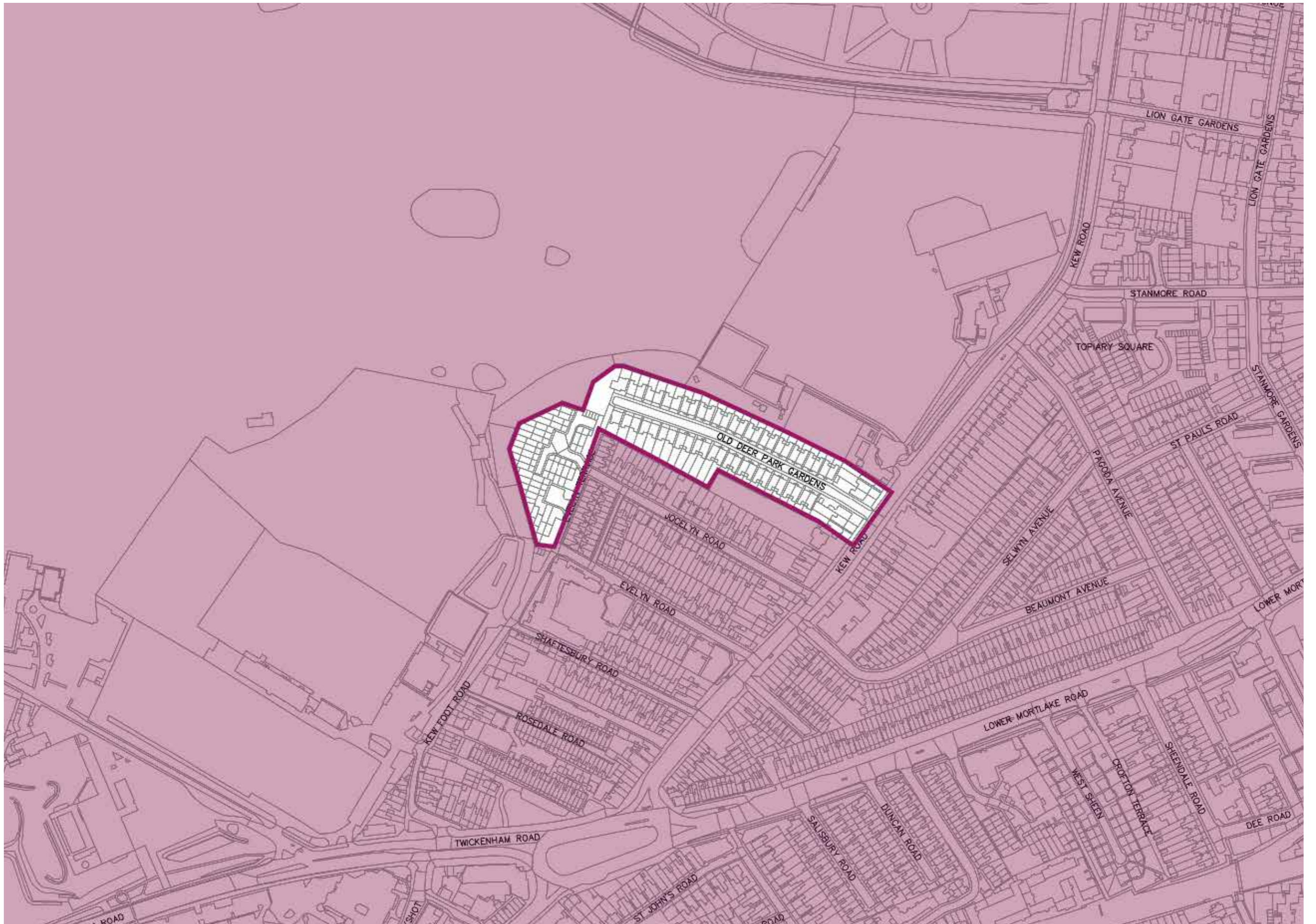
Old Deer Park Gardens



Old Deer Park Gardens



Old Deer Park Gardens



Character Area 17: Old Deer Park Gardens

Conservation Area 18:

Old Deer 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 along the River Thames which borders the east and west and is bounded to the south by Richmond and to the north by the Royal Botanic Gardens Kew. It adjoins a number of Conservation Areas: Royal Botanic Gardens Kew (63), Richmond Riverside (4), Richmond Green (3), Central Richmond (17), Kew Foot Road (36) and Kew Road (55).

The area was formally part of the Royal Gardens and Park of the Tudor Palace of Sheen. The area is of archaeological importance and contains the fifteenth century Shene Charterhouse which is a scheduled ancient monument. The park was separated from the Royal Botanic Gardens in the eighteenth century.

Old Deer Park was designated a Conservation Area in 1990 and extended in 2005 to include a small strip of land that borders the Thames to the south west and an area north of the railway line. The Park has Metropolitan Open Land status except for two sections used by the Royal Mail and the community / voluntary sector and the Pools on the Park swimming pool complex. The riverside boundary and hedgerow between the recreation ground and the golf course is defined as an 'other Site of Nature Importance'.

The park is Grade I listed on the register of Historic Parks and Gardens. The area is well defined and an extensive area of open space.

The Park's main function is for recreational purposes, and includes a golf course, rugby, football

and cricket pitches, grandstands, swimming pools contained within a 1960s leisure complex, tennis courts and a car park area.

The Kew Observatory, which is located within the Park, is a Grade I listed building by Sir William Chambers. There are three obelisks, or meridian markers, listed Grade II.

The area currently used as car and lorry parking was formally part of the parkland and some mature trees remain in this location. The car park does not accord with the character of the wider park. The car park is surrounded by a number of small buildings which are used by voluntary associations. A key issue arising at this location is the boundary maintenance and inadequate means of rubbish disposal.

The swimming pool was built in 1967, is set within a landscaped area with many fine trees located around the boundary and is Grade II listed.

The athletic ground is used by a number of sports clubs with the primary use being for rugby. There is a concrete grandstand which restricts views to the wider Old Deer Park.

Longer views across the Old Deer Park have been obscured by tree planting within the golf course. A number of sports clubs use the sports grounds, clubhouse and storage facilities. The hedgerow, ha-ha and railings along Kew Road are included in the sports ground lease.

The golf course is located to the north of the park and covers a substantial area, fronting onto the



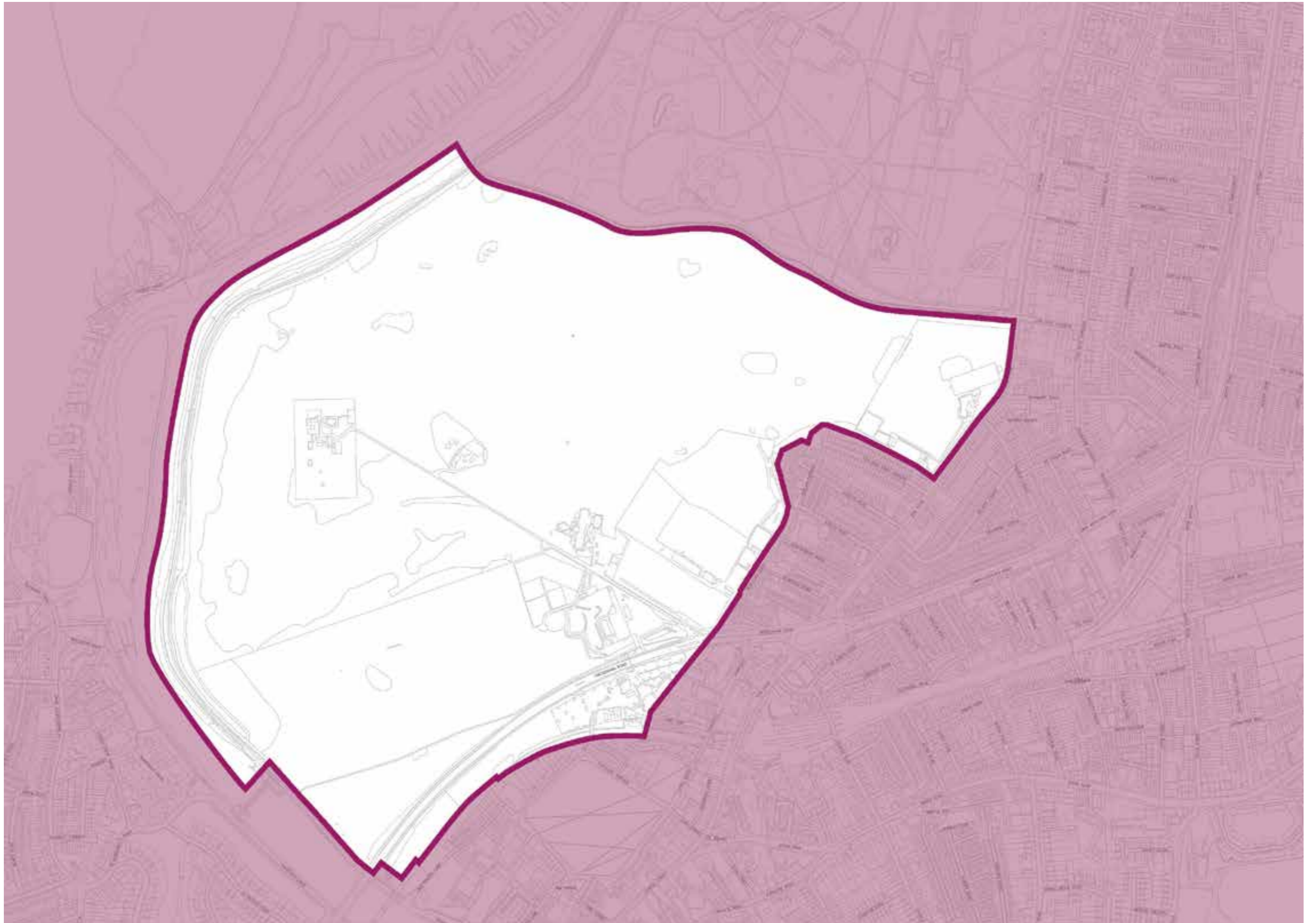
Old Deer Park recreation area



Pools on the Park



Old Deer Park play area



Conservation Area 18: Old Deer Park

Conservation Area 18:

Old Deer Park

River Thames. The golf course is separated from the wider recreation area by a strong belt of trees. Shene Charterhouse, which is a Scheduled Ancient Monument, is located within the grounds of the golf course.

Dominant materials and features

Characteristic materials and features include: relationship with the Thames, heritage designations, landscape setting, sporting/recreational facilities.

Threats from development

- Development pressure which may harm the balance of the river and landscape setting including from sports and recreational uses.

Opportunities

- Improvement and protection of river and landscape setting and important views including between The Kings Observatory and the Meridian Obelisks.
- Preservation and enhancement of architectural quality.
- Improvement of recreational facilities.
- Improvement of community facilities.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



Richmond Athletic Ground



Old Deer Park



Pools on the Park

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

Richmond and Richmond Hill are made up of a wide variety of historic buildings that define the character of the area. Through the eighteenth, nineteenth, into the early twentieth century, a palette of similar materials predominated 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

Features

Georgian: The term 'Georgian' usually covers buildings constructed between 1714 and 1837, during which time there were numerous stylistic developments. As a general rule however houses conform to a Classically-derived idea of proportion which dictated how an elevation should be arranged. The most important floor, with the grandest rooms, was the first floor (the piano nobile) which externally was expressed with the tallest windows. The height of the windows decreases from the first floor to the top of the house. In the early eighteenth century the construction of the terrace house as we know it today became widespread through London. Houses were flat-fronted (rather than jettied), constructed from brick, with the main decorative emphasis on the front door and windows (see subsection on windows). Later in the eighteenth and early nineteenth century, render and stucco painted in imitation of stone was commonly applied to the exterior or part of the exterior of houses. With the innovation of Coade Stone in the second half of the eighteenth century decorative elements around doors and windows became more common.

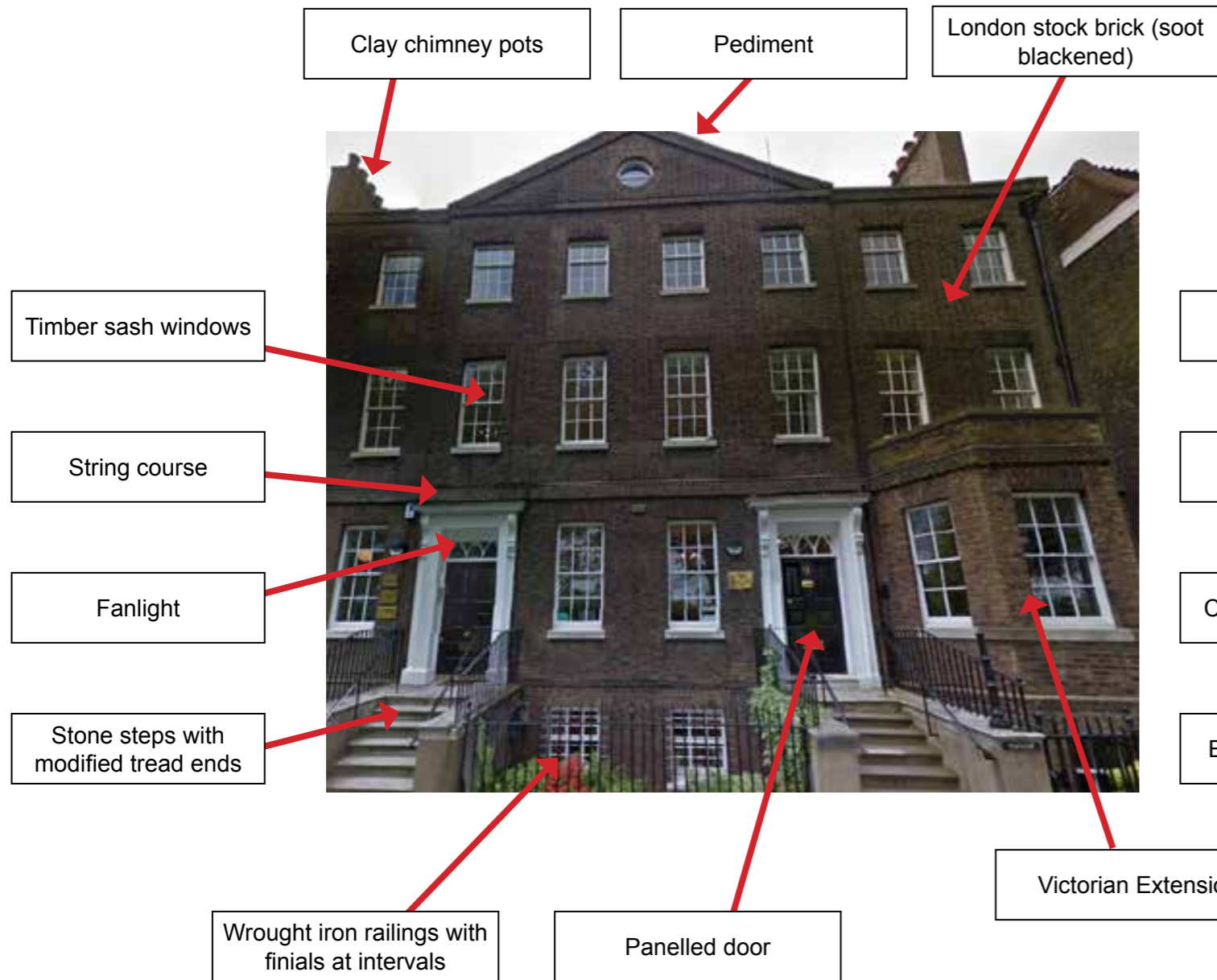
Georgian buildings play a key role in the character of Richmond, particularly the riverfront which is characterised by Georgian and Victorian architectural styles.

Richmond Green is bordered by a number of impressive Georgian town houses. These include simple and elegant designs, predominantly red brick, some with white render and traditional six-over-six sash windows complete with front basement areas, railings and entrance steps directly abutting the pavement.

Another stand out building from this period can be found on Kew Foot Road being a standalone substantial three storey Georgian building looking out onto Old Deer Park. The building is dominated by white render with a large columned porch.

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 detailing became more popular. Renders and ornament (the latter

GEORGIAN



VICTORIAN



7. Features and Materials (continued)

usually made from artificial stone) also become more widespread.

Richmond hosts a wide array of quality Victorian housing of all scales, styles and forms, from terraced mews to large detached villas. This is typified along Mount Ararat Road, Church Road and Friar Stiles Road which host an array of mid and late Victorian buildings, including notable three storey red brick townhouses. The building styles are noticeably different ranging from large detached villas to the interesting brick detailing and symmetry of terrace cottages.

The Quadrant in the town centre hosts a variety of examples of confident Victorian commercial architecture amongst styles from other periods. The Quadrant helps to form a purpose built parade which strongly defines the curve of the street.

Sheen Road includes a variety of detached or semi-detached late Victorian houses, often in stock brick with red brick dressings and with prominent chimneys or gables. These are set in a noticeably green setting with mature trees surviving in the front gardens. Raleigh Road and Bardoph Road include other good examples of attractive Victorian terrace houses with either red brick or render, with stucco dressings.

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. The work of Norman Shaw and the Arts and Crafts movement had a profound effect on house-design that was to dominate for decades to come with features of vernacular architecture becoming much more common.

Edwardian Housing can be found across much of the area. Old Deer Park Gardens has a number of semi-detached houses from the Edwardian period which include red brick to ground floors and roughcast render above as well as decorated by white-painted applied timbering.

Sheen Road and Manor Road are both busy traffic routes. Manor Road retains its late Victorian and Edwardian housing, with the east side consisting of mainly Edwardian terraces with canted bays. Sheen Road is comprised of generally detached or semi-detached late Victorian houses, often in stock brick with red brick dressings and with prominent chimneys or gables.

Other notable housing includes the area beyond the built frontage of the river bank, including Cholmondeley Walk, which hosts classical, Edwardian and Arts and Crafts architectural elements.

Interwar housing: Interwar housing can be found across the Richmond area.

The vernacular semi-detached houses that became popular pre-WWI became regularised into the standardised designs of the 'Mock-Tudor semi'. The western end of Queen's Road includes a range of good examples including some on its side roads such as Marchmont Road and along Denbigh Gardens. These are defined by strong timber laden gables, with detailing on bargeboards and bay windows.

Stanmore Gardens, located north of Lower Mortlake Road has a varied character derived from its interwar and later detached and semi-detached houses, some plainly finished in red brick and others with bay windows and hung tiles.

Courtlands along Sheen Road is a good example of interwar flatted development, defined in particular by curved painted white protruding balconies.

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. Portland Terrace is one of the few examples of post war housing in the heart of Richmond; the terrace looks out across Richmond Green, comprising simple two-storey terraces with shallow tiled roofs and well defined boundary walls.

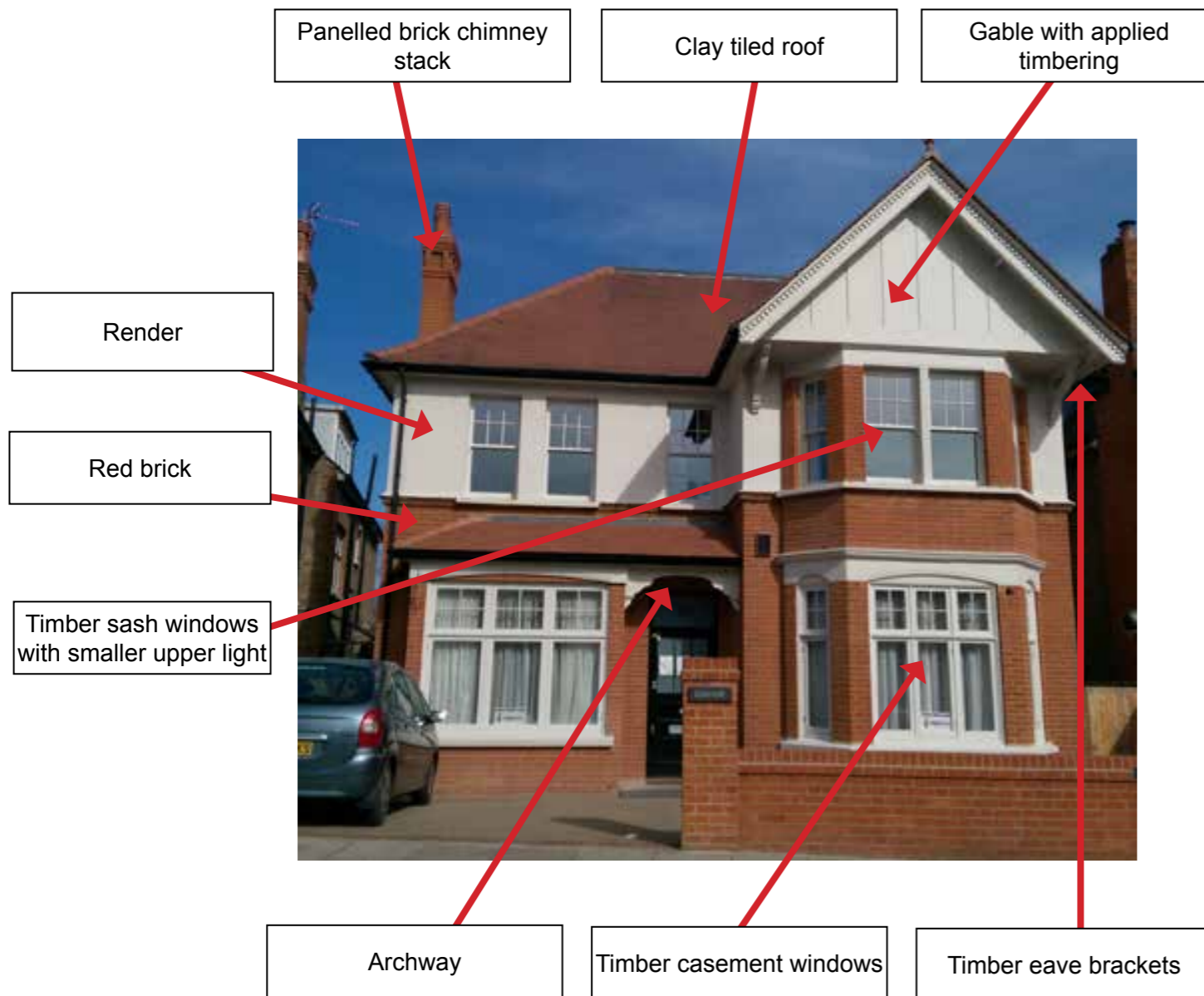
A number of estates can be found around the area including Victoria Villas, which uses brick in the cladding materials; however the layout disrupts the otherwise legible street grid. The same can be said for other estates such as those on St Mary's Grove.

Contemporary: There is a variety of more modern development across the area, including some infill and some more substantial estates. Recent development less rigorously conforms to a particular style or ethos. Higher density developments are more common as the pressure on land is greater.

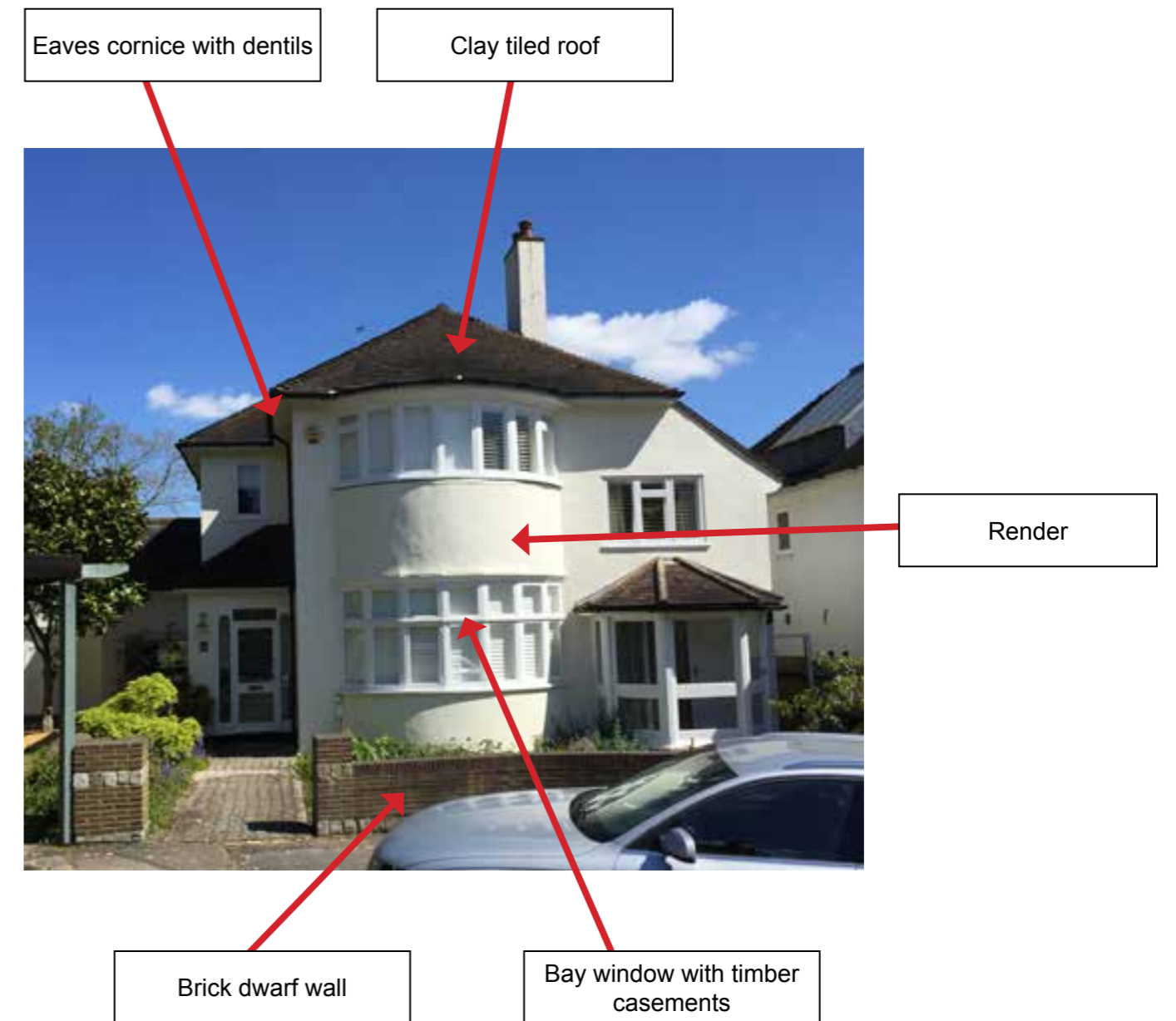
The Queen's Road Estate (1980s and 1990s) is a low rise estate with mature trees that help to maintain a natural setting. Greville Road provides the best examples, with light-brown brick and dressings of red or dark brown brick as well as simple vernacular forms that include pitched roofs of slate.

Along The Quadrant there are a number of infill developments from the 1980s onward which detract from the overall quality of Richmond town centre. A very modern development can be found in the old gas works area along Orchard Road, with a simple stock brick, larger angular windows and flat roof.

EDWARDIAN



INTERWAR



7. Features and Materials (continued)

Windows

Windows are key features in all the buildings in Richmond 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, through 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 if repairing them is not possible.
- 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 glass within the existing frame to improve sound and thermal insulation. 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 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 sash with side lights in a Victorian house



Timber sashes in a Victorian turret



Panelled door with fanlight in a modern house



Timber panelled doors in a Victorian house



Two-panelled timber door with curved fanlight, classical pilasters and



Timber casement windows with leaded lights in a twentieth century house



Timber casement with mullion and Queen Anne style transom in a Victorian house



Georgian doorway with simple white painted columns and lintel framing the entrance

7. Features and Materials (continued)

Georgian



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 sites are considered:

Richmond Station and above track, Richmond

Potential allocation: Redevelopment of station and concourse to further improve transport interchange uses to include retail, business, community, leisure, entertainment and residential, including affordable units.

The site lies in the heart of Richmond and as such needs to consider the following alongside the Richmond Station Planning Brief:

- Provide a new transport interchange for trains and other forms of transport, as well as improving facilities for pedestrians as well as cyclists, buses, rail and some vehicular access.
- Recognition that the 1930s station entrance is a Building of Townscape Merit and its important as a key gateway into Richmond.
- Balance the mixture of uses including retail, leisure and business uses whilst appropriately respecting the character and scale of the surrounding area.
- Consider the policy context for the site, which includes Central Richmond Conservation Area.

The adopted planning brief for Richmond Station can be viewed at http://www.richmond.gov.uk/richmond_station_planning_brief.pdf

Friars Lane Car Park, Richmond

Potential allocation: Residential – Redevelopment for residential use will enhance the conservation area and improve the amenities of residents.

The site is currently a poorly maintained open ground floor car park within Richmond Riverside Conservation Area. The car park is surrounded by a variety of well-maintained historic buildings, including Georgian terraces, late Victorian townhouses and Queensbury House, a stunning 1930s Mansion block.

Any development proposal here would need to:

- Respect the scale and variety of character within the surrounding area, considering local and adjacent building heights, including two storey terraces and a four storey block of flats, to ensure new developments blend in appropriately.
- Enhance the conservation area as a whole, including Georgian and Victorian buildings, through high quality design and materials.
- Take account of the potential transport accessibility and impact of proposed uses on the site on adjoining properties.
- Respect the surrounding residential community, accounting for the potential environmental impact, including potential sound, light and air pollution.

The adopted planning brief for Friars Lane Car Park can be viewed at http://www.richmond.gov.uk/friar_s_lane_planning_brief.pdf



1: Richmond Station and above track, Richmond

2: Friars Lane Car Park, Richmond

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 that SPD but provides area-specific information on the design and character of the shopfronts in Richmond and Richmond Hill 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.

Richmond and Richmond Hill have many 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 their length. Over time many get replaced and the uniformity of the parades is undermined. In some cases, replacement shopfronts add or retain a value as part of a street scene, through their design quality, craftsmanship or historic value

and therefore should be retained. Often however, the replacement shopfronts lack aesthetic value and are installed without due consideration of the impact their appearance will have on 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 proposing 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 different 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 and hostile 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)

Central Richmond

Unlike other smaller parades of shops in the Village Plan area, the volume of retail units in the centre along with the wide variety of styles and periods of construction, have led to an inconsistency of frontages that are detrimental to the overall character of the area. This poses a distinct challenge when managing the quality and retention of historic shop fronts. No singular distinct style or period is apparent throughout the centre and idealisation of a single type is not appropriate. Accordingly the Council's Shopfronts SPD (2010) is particularly relevant when considering shopfront alterations in central Richmond. The key principles of the Shopfront SPD are articulated here in the context of central Richmond.

General Guidance

The following principles intend to outline the approach that needs to be considered when maintaining, altering or fitting new shop fronts. The guidance does not intend to inhibit design or variety but ensure that all existing features and character are given due consideration. The key considerations are promoting:

- The retention and reuse of existing high quality shopfronts and replacing poor quality with good new design,
- use of traditional materials,
- external illumination.

Avoiding:

- removal of high quality shopfronts of architectural or historic interest,
- fixing external roller shutters and shutter boxes,
- use of aluminium and plastic materials, and
- internally illuminated box signage, large fascias or projecting signs.

Local Character

In order to maintain the quality of shopfronts in the centre, owners should be looking to retain any surviving features which give the building visual interest and individual distinctiveness and can often help attract custom. A good example of a fully retained shopfront can be found at 55-56 George Street/A305, a jewellery shop set in an Edwardian Tudorbethan style building, which has maintained its period features. This includes sensitive and in-keeping fascia design with no associated lighting, original timber mullions, transoms, high quality stone stallrisers, fan and transom lights and a traditional canopy with original style awnings.

The new and existing shopfronts should not be considered in isolation and it is important to consider how shopfronts relate to the character of the street as a whole. The effect of proportions, materials and detailing should relate to

and compliment surrounding shops and buildings. Proposals for shopfronts should respect the design of the building into which they are fitted, its architectural character, age, scale, form and materials. An example where this has not been embodied can be seen at 12 George Street/A305. A substantial plot with a grey granite frontage and additional branded fascia along with a building entrance and window display that do not compliment the architectural design of the late Georgian building it occupies; nor does its fascia design reflect and respect the scale of neighbouring properties. A fine example of respecting the character of the local area whilst standing out on the street can be found at 12 The Quadrant. The building maintains all of its original shopfront in great detail including attractive consoles, distinctive shallow stall risers and subtle signage amongst other features.

Signage and Canopies

Well-designed signage contributes to the character of retail premises, and brings visual interest to shopping streets. But poorly sited, over-sized or inappropriately designed and illuminated fascia signs can have a significant detrimental impact on the appearance of an area. In central Richmond there is a lack of consistency in the size, height and style of fascia boards (for example along George Street) which detracts from the overall appearance of the retail offer. Positive examples along



Hill Street



The Square

the parade tend to use traditional materials such as timber with matt paint finishing and steer away from plastics or aluminium based signage, as well as avoiding excessively bold and oversized typeface.

Retractable canopies and blinds can add liveliness to the street. The retention of blind boxes in historic contexts is appropriate. Where blinds are to be newly fitted they should form an integral part of the shopfront design, with blind boxes being designed as part of the fascias. 56-58 George Street again provides an excellent example of a traditional canopy with original style awnings. Both 12 and 13 The Quadrant are examples of more modern approaches to remain in-keeping and do not disturb the overall appearance of the fascia or overall look of the shop frontage.

Security and accessibility features

Shopfront security should not be allowed to compromise the visual appearance of buildings or the character of the wider streetscene. Wherever possible, there should be level access between the pavement and the shop. If a change in level is unavoidable, a non-slip ramp is preferred to steps, which can sometimes be set into a recessed entrance doorway.

Planning Permission

Central Richmond's Conservation Area status is such that engagement with the Council is strongly advised and planning permission is required before you make changes to

a shopfront. If it is deemed that a specific shopfront is in a Conservation Area and makes a positive contribution to the area this will be a material consideration.

Where a change of use is being sought along a parade of retail units, clear consideration needs to be shown for the implications of the proposed use, whether residential or other non-retail use, as any change of this type will have design implications for the entire street. Where such change of use is considered acceptable, attention should be given as to whether a shop-like appearance is retained, or whether an appropriate and sympathetic alternative design solution is possible.

Local Listings

The whole of central Richmond is contained within the Central Richmond Conservation Area. A number of buildings are listed or identified as Buildings of Townscape Merit.

9. Shop Front Guidance (continued)

Sheen Road

The central section of Sheen Road incorporates several shopping parades, found between Church Road in the west and Sheen Park in the east. They fall into two main categories: plain mid nineteenth-century terraces in stock brick, and, near Sheen Park, a decorative Edwardian parade in red brick (Nos. 106-132). They are nearly all still in use as shops or small restaurants, often with the two upper storeys in residential use as originally designed.

Periodic refurbishment over the past 100 years or so of the ground floor shops means there are very few historic shopfronts left and the quality and uniformity has been eroded. Most of the parades incorporated access to the flats above through a door within each shopfront. In the Edwardian parade (Nos. 106-132), both doors appear to have been recessed with mosaic thresholds. The earlier stock brick terraces to the west may never have been uniform in design, but would typically have displayed a range of individually designed timber shopfronts.

The red-brick Edwardian parade retains pilasters supporting console brackets between each shop; they are made visually striking by the use of dark green faience (glazed terracotta). These pilasters have been compromised in places by the addition of signage or alarms; consideration should be given to locating these elsewhere

in order to preserve the pilasters. As discussed in the Shopfront SPD, the console brackets indicate how large the fascias of the shopfronts should be: generally smaller than the height of the console brackets and the fascias should not project forward of them. Please refer to the Shopfront SPD for information about the characteristics of historic shopfronts that are referred to in the following descriptions.

Key examples

There are few historic shopfronts left on these parades. Some of the more likely examples are described in this section:

No. 122 is perhaps the best preserved of the historic shopfronts as it retains its fascia board with scroll detail at either end (though not the original doors). Its appearance is however impacted by the covering up of the glazing from inside the property. Nos. 114, 116 and 120a also appear to be close to the original design (Nos. 120a and No. 114 both retain an original door to the upper floors).

Positive features: Recessed entrances; stallrisers; thin glazing bars; original fascia with scroll decoration

Other notable examples

Other good, traditional shopfronts that are worthy of retention or careful upgrade include No. 88.

Positive features: Recessed entrances; timber doors; panelled stallrisers; arched windows with thin glazing bars; inclined timber fascia; iron railing.

Nos. 90 and 92 have unremarkable shopfronts but do retain the same upper railing found at No. 88, which makes a positive contribution.



No. 122



No. 88



Sheen Road

Red Lion Street

The street includes a fairly traditional and well maintained parade of shops in the heart of Richmond. A highlight would be 20 Red Lion Street, which includes positive features such as: Panelled stallriser; curved windows with thin glazing bars; roundel feature in upper window; recessed doorways; black and white chequered tiled threshold; iron railing

Friars Stile Road

There are a few shopping parades and some individual shops on Friars Stile Road, between Marlborough Road in the east and Richmond Hill in the west. They are generally late nineteenth-century rows in stock brick with decorative details in stucco to the upper floors. The shops are nearly all still in use and some of the upper floors are in residential use, which is likely to have been the original use.

The parades on Friars Stile Road lack uniformity in the shop design and it is not clear to what extent they had matching shopfronts. Periodic upgrade of most of the shopfronts has left only a few examples retaining recognisably historic or high quality elements.

Key examples

This section identifies shopfronts that make a positive contribution and appear to be relatively intact, i.e. they retain a high proportion of their 'original' design elements:

No. 54 is characteristic of many traditional shopfronts in being entirely glazed except for the stallriser.

Positive features: arched windows with thin glazing bars; glazed door with side lights; panelled stallriser; recessed entrance; well proportioned fascia.

No. 40 is a symmetrical design, perhaps of the late nineteenth century and retaining distinctive windows with curved corner details.

Positive Features: Recessed entrance; windows with thin glazing bars and curved corner details; panelled stallriser; pilaster; well proportioned fascia.

No. 36 appears to have been built separately from the adjacent parade. It is a traditional 'corner shop', occupying a corner site with the entrance on the angle and glazing on both sides.

Positive features: Panelled stallriser; panelled pilasters; windows with thin glazing bars and curved corner details (return elevation only); well proportioned timber fascia

Other notable examples

This section identifies other examples that have clearly been altered yet retain historic elements that make a positive contribution.

No. 2a at the western end of the road, stands out due to its glazed tiles, which are present on the stallriser and on the lower parts of

adjacent walls. These high quality tiles are likely to date from relatively early on in the history of the parade. The recessed entrance is also seen on the adjacent shopfront.

Positive features: Recessed entrance; tiled threshold; glazed tiles to walls; timber fascia with dentil cornice; moulded timber glazing bars

No. 52 is likely to have been altered because the upper and lower window mullions do not align, yet it represents a high quality design of c. 1900, incorporating a decorative tiled stallriser and twin recessed entrance.

Positive features: tiled stallriser; stone steps; recessed entrances; moulded timber glazing bars; leaded upper lights.



Friars Stile Shopping Parade



No. 52



No. 54

9. Shop Front Guidance (continued)

Kew and Lower Mortlake Roads

There are several parades and individual shops toward the western end of Kew Road. They generally date from the mid to late nineteenth century and are faced in stock or red brick, often with stucco dressings. Nearly all are of three storeys, with accommodation on the upper floors. The ground floors are nearly all still in use as shops. Most of the shopfronts are flush with the building line and retain their pilasters supporting console brackets between the shops. The shopfronts themselves are much altered and there is only one example of a well preserved historic shopfront.

There are two matching parades on Lower Mortlake Road, found on either side of Pagoda Avenue. These late nineteenth-century buildings are in stock brick with red brick dressings. The shops project forward from the terraces and the two corner shops each have an angle entrance, creating a symmetrical composition. The shops are all still in use and the upper floors appear to be in residential use, which is likely to have been the original use. The flats are generally accessed through a side door. The parades retain their pilasters supporting console brackets between each shop but are otherwise poorly preserved.

Lower Mortlake Road: the matching parades were designed to form a symmetrical

composition at the entrance to Pagoda Avenue.

Key examples

This section identifies one exceptional shopfront that makes a positive contribution and is relatively intact, i.e. it retains a high proportion of its 'original' design elements:

Nos. 76-84 Kew Road are listed Grade II for their well-preserved and high quality Art Deco shopfronts, installed in the 1930s for Matthiae's Café and Bakery (their Vitrolite fascia board has been re-installed at parapet level).

Positive features: Recessed entrances; polished granite stall risers; chrome edging to glazing bars; upper windows of sunburst design with coloured and frosted glass and painted lettering; double doors with fluted wooden surround; canopy with fluted chrome trim

Other notable examples

This section identifies one other example that displays historic elements and therefore may be worthy of preservation and/or careful upgrade.

No. 109 Kew Road appears to have been rebuilt, but in a traditional style, and may have been based to some extent on the previous shopfront (although the fascia is not to traditional proportions).

Positive features: panelled stallriser; recessed entrance; panelled doors; moulded timber glazing bars; clerestorey glazing with smaller lights.



No. 109 Kew Road



Nos. 76-84 Kew 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. Council Policy DM TP 9 also establishes the principle approach to Forecourt Parking, notably that it will be discouraged.

The Richmond and Richmond Hill Village Planning Guidance SPD draws upon the 2006 SPD, providing updated and specific information for Richmond and Richmond Hill. It is important that the 2006 SPD is read in conjunction with the guidance below. It is also advised to refer to the Council's Supplementary Planning Document on 'Design Quality' and 'Public Space Design Guide'.

In Richmond and Richmond Hill, as in other areas of the Borough and across London as a whole, 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 individually and cumulatively adversely impact on the appearance of an area and detract from its overall character if undertaken without careful consideration.

The Council is keen that where front garden parking does occur, it is done in the best possible way, by following guidance given in this and the 2006 SPD.

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 DM TP 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 as it results in a loss of on-street parking.

Important features in Richmond and Richmond Hill

Many front gardens and frontage features in Richmond 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.

Kings Road includes an array of housing from different periods with a variety of different types of boundary wall ranging from brick built, to hedges and railings. Marchmont Road supports one of the most consistent runs of

maintained boundary walls in the area, with very few lost to provide car parking spaces. Like Kings Road they include a variety of approaches.

A noteworthy example of unique boundary wall design being retained can be found along Clydesdale Gardens; No 5 and No 11 includes a spray of randomly arranged brickwork that provides an interesting break from the traditional interwar design.

Fencing

Picket fencing, both stained wood and painted white, can be found occasionally, often replacing lost brick boundary walls. This is not common in Richmond and generally not in keeping with the area's character with the exception of some of the terraced roads such as Princes Road, Jocelyn Road and Albert Road. In addition a number of good examples can be found on St George's Road where there is some variety in the design of front garden walls with some including timber fences, both standing alongside and atop a dwarf boundary wall.

Iron railings and gates

Eighteenth and nineteenth century iron railings (and gates) are a traditional feature found at some of Richmond's houses. Typically these 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 much of Richmond Hill with good examples on Kings Road, Queen's Road and Cambrian Road where there are instances of dwarf walls incorporating railings.

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 instances of hedges in Richmond often where a hedge has been added above a dwarf wall to provide further screening. There are a few examples including a number of established hedges along Marchmont Road and a fine example on the Courtland Estate (including a long dwarf wall with well-maintained hedges), which help to create a well-defined boundary along Sheen Road.

Guidance on front garden parking

The following key considerations should be made where residents do 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 of 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. For the above reasons the gap in the boundary should not exceed that needed for the passage of a car. This also reduces the loss of parking space in the road outside.

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 as generous a manner as possible helps to maintain the area's character, screen vehicles and create a more pleasant natural environment by absorbing local exhaust fumes.



Hedging, Houlbon Road



Iron railings, Queen's Road



Boundary wall, Clydesdale Gardens

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
- Front Gardens and other Off-street Parking Standards SPD Sept 2006 www.richmond.gov.uk/spg_supplementary_planning_guidance_draft_approved.pdf
- Residential Development Standards March 2010 www.richmond.gov.uk/spd_residential_development_standards_march_2010.pdf

[development_standards_2010_final_version_30_11_10.pdf](http://www.richmond.gov.uk/spd_development_standards_2010_final_version_30_11_10.pdf)

- Shopfronts SPD March 2010 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
- 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
- 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

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

Thames Landscape Strategy (2012 refresh). This can be viewed at www.thameslandscape-strategy.org.uk