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Supplementary Planning Guidance on Redevelopment of Employment Land along Lower Richmond Road

Introduction

This guidance is to outline the approach the Council expects developers to take in relation to redevelopment in the area between Lower Richmond Road and Manor Grove comprising Orchard Road, Garden Road, and Market Road. The area is shown on the map

National and regional planning policy

Plans and guidance of particular relevance to this area is included within:-

PPS1: Creating Sustainable Communities

PPS3: Housing

PPG4: Industry

PPG13: Transport

The London Plan and alterations

The South Sub-region Regional Development Framework

The key principles encapsulated in the national and strategic guidance of relevance to the Site are as follows:-

- Integral to sustainable development is the provision of opportunities for local employment, promotion of social inclusion, access to facilities and services and sustaining the local economy.
- Development should be on previously developed land with good transport links;
- Richmond is one of those boroughs within the GLA's "restrictive transfer" category encouraged to adopt a particularly restrictive approach to the transfer of industrial sites to other uses.

Council policy

The planning regime has a responsibility to ensure that there is provision of opportunities for local employment and ensure that suitable locations are available for industrial, commercial, retail, public sector (e.g. health and education) tourism and leisure developments, so that the economy can prosper. Research has shown that there is a persuasive case to protect employment sites in the borough and evidence of increased future needs for employment land^{1 2}.

The Borough is primarily residential in character, but historically there has been a range of industrial activities including engineering, transport and manufacturing. The Council will provide, in support of economic strategies, a positive planning framework for sustainable economic growth to support efficient, competitive and innovative business, commercial and industrial sectors. The Council will seek to ensure that the siting of business, industrial, and storage premises does not harm the character or visual appearance of an area, the amenities of adjoining occupiers or the character, appearance or setting of a listed building.

Whilst all UDP policies apply, attention is drawn to the Council's policies for:-

¹ GLA Economics (2006) *Borough Employment Projections to 2026*; Working Paper 18, GLA, London.

² URS (2006) *LB of Richmond upon Thames Employment Land Study*, [Employment Land Study \(June 2006\) - London Borough of Richmond upon Thames](#)

Employment and Economic Activity

- Council policy for employment and economic activity is set out in Chapter 9 of the LB Richmond upon Thames UDP First Review, adopted 2005.

Built environment.

- Matters relating to the design quality of spaces and buildings are covered in detail in policies BLT 11 and BLT14. From the early stages of a project, the need to provide adequate accessibility and designing out crime are covered in BLT12 and BLT17 respectively.

Design quality and sustainable construction practices will be key considerations of any development on this site. All proposals must be sympathetic to the scale and character of the surrounding built fabric. Proposals within the area will also be considered in the context of current SPG, including (but not exclusively limited to):

Redevelopment of potentially contaminated sites;
Design Quality
Sustainable Construction Checklist;
Security by Design,
Public Space Design Guide, etc.

Site analysis

- The area is bounded to the North by the A316, to the West by Sainsbury's supermarket and abuts rear gardens of houses to the South and East (in Manor Grove).
- Is well located being just off the main trunk road, the A316 Lower Richmond Road. This is a main arterial road within SW London and is dual carriageway with gaps for U turns.
- Medium rise commercial development is situated on both sides of Lower Richmond Road
- Vehicles can access the site without passing along residential roads.
- Is well located in relation to public transport facilities. In fact many industrial activities have relatively low trip generation. Buses stop nearby and there are a choice of travel modes other than the car for staff.
- Provides sufficient space for operational parking and turning space for larger goods vehicles.
- Provides lower cost industrial and business accommodation suitable for small, start up or lower value industrial and business uses important to the local economy.
- Contributes to local employment objectives and local economic diversity.
- Potentially may meet demand for new or emerging industry such as waste, energy or recycling in line with London Plan policy.
- The area is predominantly in warehouse /light industrial land uses

Site Opportunities

1. Good communication links via Lower Richmond Road and nearby North Sheen railway station
2. Direct access to main arterial road, the A316.
3. Residential fabric borders the site, situated to the south and east along Manor Grove and is not accessed through the site.
4. The area has potential to meet demonstrable strategic long-term demand for warehousing, industrial and business development;
5. It offers potential for the in-situ expansion of existing businesses;
6. Offers potential for the provision of small industrial and business units serving local needs in one area, where there is little alternative provision in the borough.
7. Offers potential for 24-hour working and for separating detrimental uses from the neighbours, particularly residential.
8. Offers potential for activities within the site that would not be suitable elsewhere due to the proximity of residential premises.

Planning policy

The Council considers that in view of the special features of the site set out above it should be retained for a mix of employment uses. It presents an opportunity for improving the physical environment, amelioration of potential environmental problems, landscaping and screening to create a high quality business park that meets modern local needs. This is a locally important site that generates opportunities for business, industrial and storage and distribution uses, which any proposal should address.

Any redevelopment scheme must:

- accord with planning policy requirements
- Address site constraints and maximise potential for industrial, warehousing and employment uses
- Be viable and commercially deliverable.

The area defined in the boundary of the map shall be retained in employment use, i.e. B1(c) light industry, B2 general industrial, B8 storage and some employment generating sui generis³ uses. Any proposal should not diminish the competitive offer (maintaining lower cost capacity) for different types of local commercial occupier. The provisions of **UDP policies STG8 and EMP4** will be rigorously applied. .

Access to the site

The site enjoys the benefit of two access points from the northern boundary along the A316, Lower Richmond Road. Additional access points into the site should not be considered.

Existing public transport facilities in the area are relatively good with bus stops along Lower Richmond Road and North Sheen railway station nearby in Manor Road. Travel plans (UDP policy TRN3) will be required with development proposals

³ e.g. builder's yards, car/vehicle hire businesses, etc

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encouraging the use of green transport (UDP policy STG11). Developers should follow the car parking standards as set out in the UDP Appendix A, and provision be made for cycle parking, and safe pedestrian and cycle routes.

Design

The Council will expect planning applications to take account of the built fabric surrounding the study area, i.e. along Manor Grove and Lower Richmond Road (STG2 & BLT11). Buildings abutting the residential fabric must not be higher than the surrounding housing. Any development or redevelopment that might be out of scale with the character of the area will be opposed (BLT16 & 18). Higher than two storey building elevations should be set back to reduce their impact and intrusion within the streetscape.

Secure by Design principles may assist in reducing opportunities for crime and the fear of crime. Measures relating to crime and security will need to be considered from the outset to form an integral part of the design proposals rather than be considered as add-ons at a later date (BLT17).

Landscape

The area is defined as one proposed for tree planting on the UDP Proposals Map, (policy ENV9 and BLT 14) and the Council will encourage tree planting and screening particularly of native trees where these are appropriate.

Sustainability

The Council will expect development to comply with its Sustainable Design Checklist.

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Supplementary Planning Document on redevelopment of employment land along Lower Richmond Road

Sustainability Appraisal

Legal requirements

Under the Planning and Compulsory Purchase Act 2004, sustainability appraisal (SA) is mandatory for Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). The SA will incorporate the requirements of the Strategic Environmental Assessment Directive through the carrying out of a single appraisal process.

In order to check that the objectives of this draft Supplementary Planning Document are in accordance with sustainability principles they have been tested for compatibility with the Council's Draft SA objectives (See Table 1). A draft framework for assessing possible sustainability implications is set out in the Draft Sustainability Scoping Report. For more information please use the following link:

http://www.richmond.gov.uk/home/environment/planning/local_development_framework/sustainability_appraisal_ldf.htm

The strategy for Lower Richmond Road takes account of these SA objectives and the Council will require the submission of further detailed information and studies as set out in the SPD in support of an application for planning permission.

Table 1: Appraisal of SPD against Draft SA objectives (Objectives taken from the Draft Sustainability Appraisal Scoping Report)		
		impact of SPD
E N V I R O N M E N T A L	1) To promote sustainable waste management, including reducing waste and waste disposal, promoting recovery, reuse and recycling.	=
	2) To make the most efficient use of land and to reduce contamination and safeguard soil quantity and quality.	+
	3) Reduce air and noise pollution, including greenhouse gases, and ensure air quality improves.	+/-
	4) Minimise congestion and pollution by reducing the need to travel, encourage alternatives to the car and making best use of existing transport infrastructure.	+
	5) To maintain or where possible improve water quality, conserve water and reduce the risk of and from flooding.	=
	6) To promote sustainable energy use through improved energy efficiency reduced energy use and increased use of renewable energy.	=
	7) Conserve and enhance biodiversity avoiding irreversible losses, through responsible management of key wildlife sites, connecting and other areas.	=
	8) Promote high quality places, spaces and buildings & conserve and enhance the landscape and townscape character of the borough including historical features for the benefit of both residents and visitors	=
	9) to make best use of previously developed land and existing buildings, encouraging sustainable construction practices	+
S O C I A L	10) to provide new housing opportunities and sufficient affordable housing that meets local needs.	=
	11) to create and maintain safer, more secure and more cohesive communities.	+
	12) To facilitate the improved health and well-being of the population, including enabling people to stay independent and ensuring access to those health, education, sport, leisure and recreation facilities and services that are required.	=
E C O N O M I C	13) To increase the vitality and viability of existing town centres local centres and parades.	=
	14) To promote and encourage a buoyant and diverse economy that will provide sustainable economic growth.	++
	15) provide appropriate commercial development opportunities to meet the needs of the local and sub-regional economy.	++

key to potential impacts:

+ positive **=** neutral or no impact

+/- both positive & negative impacts

Environmental Considerations

Retaining the site in industrial use may allow for future waste management activities if need be. Compliance with the Council's policies for the built environment and our own *Sustainable Construction Checklist* will include provision for recycling and waste reduction. All proposals should be of the highest quality –See Design Quality SPD.

Conservation and enhancement of biodiversity and sustainable energy use are key components of the Sustainable Construction Checklist

Traffic will not pass through residential streets, bringing benefits of increased road safety, reduced vehicle noise, congestion and pollution near people's homes.

Social

Secure by Design principles may assist in reducing opportunities for crime and the fear of crime, creating a safer and more secure environment. Retaining and encouraging the provision of a mixture of industrial, storage and distribution uses maintains variety in the local economy and diversity in local jobs and services.

Economic

The preservation of the area for start up and cheaper accommodation for local businesses will provide commercial development opportunities to met some of the needs of local and regional sub economy and help to encourage a buoyant and diverse economy.