

# MORTLAKE

## 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 Mortlake Village, 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 Mortlake. 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.



Mortlake Village Planning Guidance SPD area

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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 consultation events.

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' session at The Old Power Station on 8th November 2014
- Community walkabout on 23rd November 2014
- Online questionnaire (from 7th November to 19th December 2014)
- Stakeholder workshop (29th January 2015, Sheen Lane Centre)
- Online consultation and questionnaire from 16th February to 23rd March 2015 (Statutory consultation)

- 'Drop-in' session at Sheen Lane Centre on 28th February 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. It 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.



Consultation event for the Mortlake Village Planning Guidance SPD

# 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 in 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 (revised 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, specific geographical features, areas and buildings which relate or link to the Thames. The River Thames section of Mortlake 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 also a range of guidance provided by way of Supplementary Planning Documents (SPDs) and Supplementary Planning Guidance (SPG) for the area. This SPD will form part of the planning policy framework upon adoption. 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 Mortlake have been identified through consultations

undertaken by the Council. Where appropriate sites in Mortlake 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](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:

### 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:

- (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.

#### 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

#### 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.

#### 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; or
- such parking would detract from the streetscape or setting of the property.
- 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.

A wider list of 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 Mortlake Village which seek to achieve the following:

- Redevelopment of the Stag Brewery to achieve the following:
  - i. Provide a comprehensive approach to the development of the site to prevent it being developed in piecemeal fashion.
  - ii. Create a major new green space linking Mortlake Green to the river, including a riverside square and improved access for the existing community focusing on the Maltings and the river.
  - iii. A mix of uses throughout the area to generate vibrancy and local employment and leisure opportunities, including restaurants and cafés, community leisure uses, a museum, boat houses and lower cost units suitable for small businesses, as well as high quality housing.
  - iv. Provide for the reuse of the historic buildings (the Maltings, the former Bottling Building, the Former Hotel Building and the northern and southern walls).
  - v. Provide uses that make the riverside an attractive destination during the day and evening for local people and the wider community, through the provision of a range of activities focused on the Maltings and the riverside such as a museum, cafés, craft centre/studios, community leisure and a riverside square, improvements to the riverside and creation of an riverside amenity area near Bull's Alley.
- vi. Recognise the historic importance of the finish of the Oxford versus Cambridge Boat Race through the provision of a new boathouse or other river-related facilities.
- vii. Achieve high quality, sustainable and inspirational design of both buildings and open space which integrate well with the sites historic setting using differing approaches and materials to avoid a similar approach across the whole site.
- viii. Design to reduce and mitigate any adverse impact on the area, including the transport network and parking.
- ix. Be financially viable and deliverable.
  - Protect isolated shops which are more than 400 metres from East Sheen and White Hart Lane shopping centres to ensure local provision.
  - Protect and enhance Mortlake and Mortlake Green Conservation Areas and other historic buildings and archaeology (the Stag Brewery site contained a Bishops Palace, Cromwell House and various earlier brewery buildings).
  - Maintain the character of the area and ensure new development is appropriate in terms of scale and use of traditional materials.
- New development should not lead to further pressure for on-street parking.
- Encourage space for street markets/ community events
- Undertake environmental improvements at Mortlake Green and Mortlake High Street where there is the potential to narrow the carriageway width.
- Seek relocation for the Avondale Road bus terminus.
- If opportunity arises seek to provide new children's play areas to the east and west of the area which is beyond easy walking distance of the local park.
- Protect and enhance views up, downstream and across the River Thames.

# 3. Spatial Context

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

## Facilities in Mortlake

- White Hart Lane provides a variety of local shops, restaurants and cafes
- The area has two primary schools and two nursery schools
- There are two churches located in the area
- Employment sites are generally located along Mortlake High Street
- There is 1 dental practice within the area

## Connectivity and accessibility

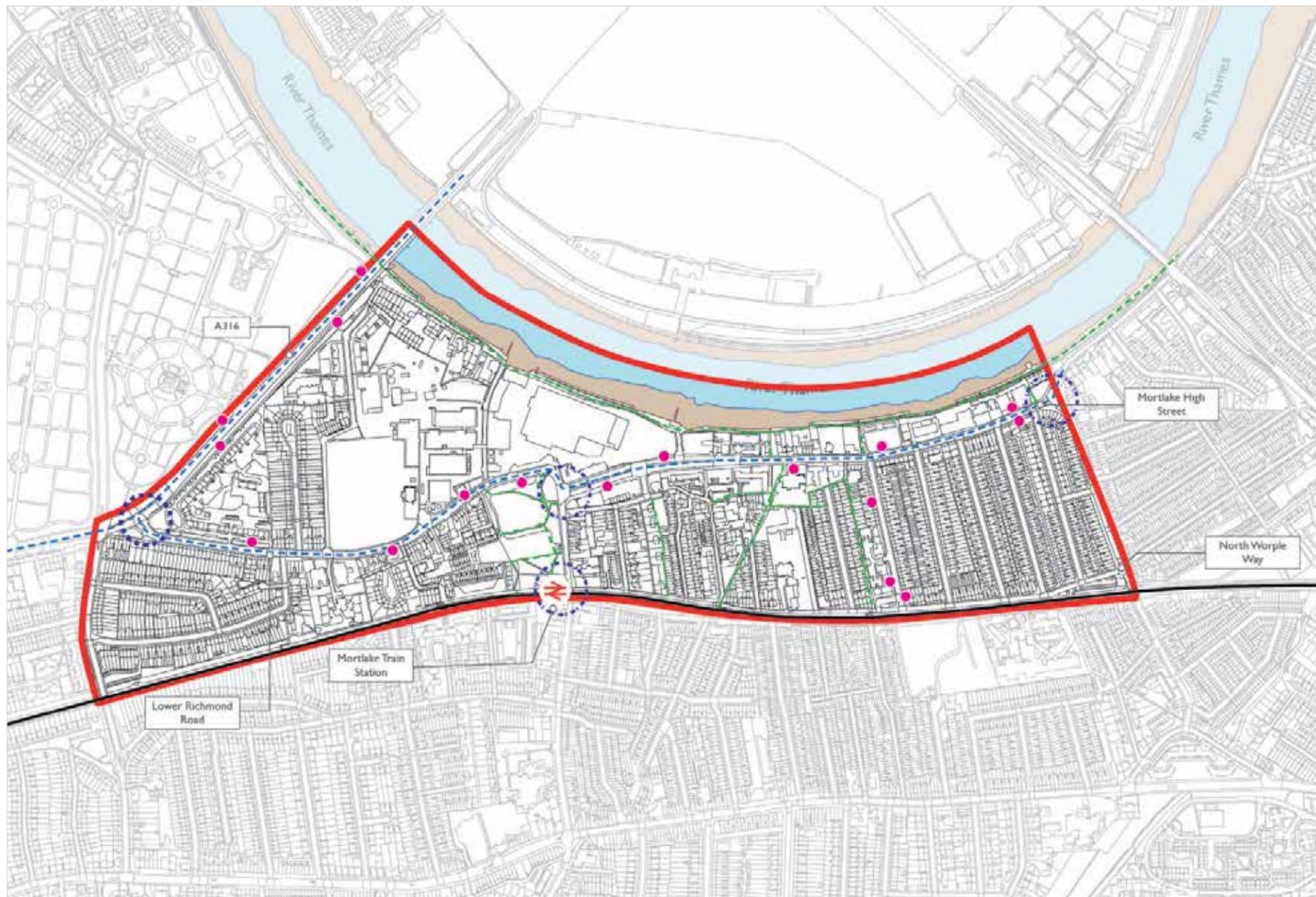
- Rail services at Mortlake Train Station
- Buses operate along the Lower Richmond Road, Mortlake High Street and Avondale Road
- Good quality bus infrastructure
- A range of walking and cycling routes including off road cycle paths, main road cycle routes and quiet cycle routes

## Green Infrastructure

- Mortlake Green
- Watney's Sports Ground
- Jubilee Gardens
- Links to the River Thames and towpath

# Connectivity and Accessibility in Mortlake

- KEY**
-  SPD boundary
  -  Main road
  -  Minor road
  -  Foot path
  -  Cycle routes
  -  Bus stop
  -  Primary node
  -  Secondary node
  -  Railway line
  -  Railway station



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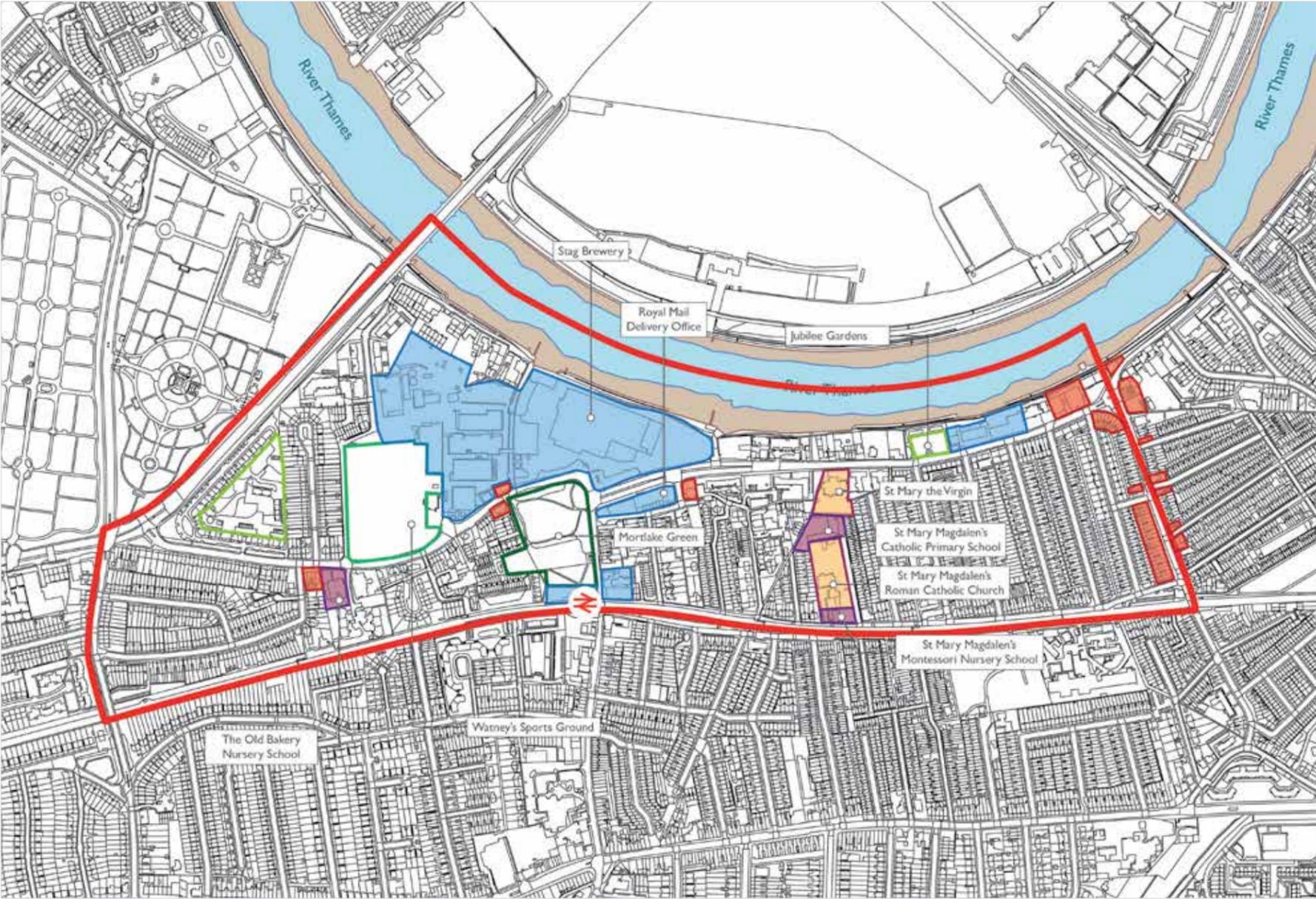


# Facilities in Mortlake

**KEY**

- SPD boundary
- Local Shops, Facilities, Restaurants, Bars and Cafes
- Community, Leisure, Tourism
- Schools
- Employment
- Public open space
- Other open land of townscape importance
- Sports ground

Open space designations are taken from the Council's Adopted Local Plan Proposals Map 2013



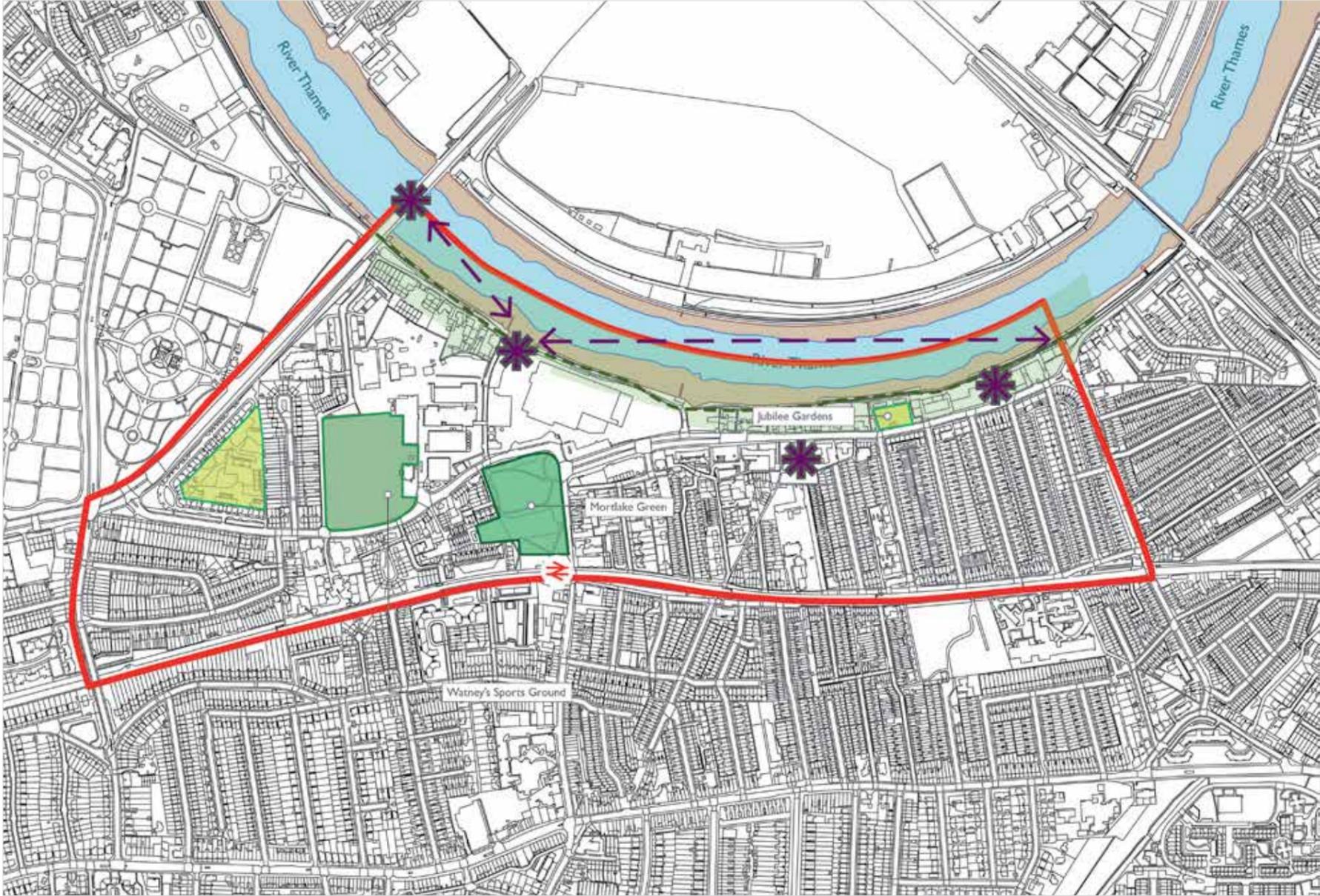
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# Green Infrastructure in Mortlake

**KEY**

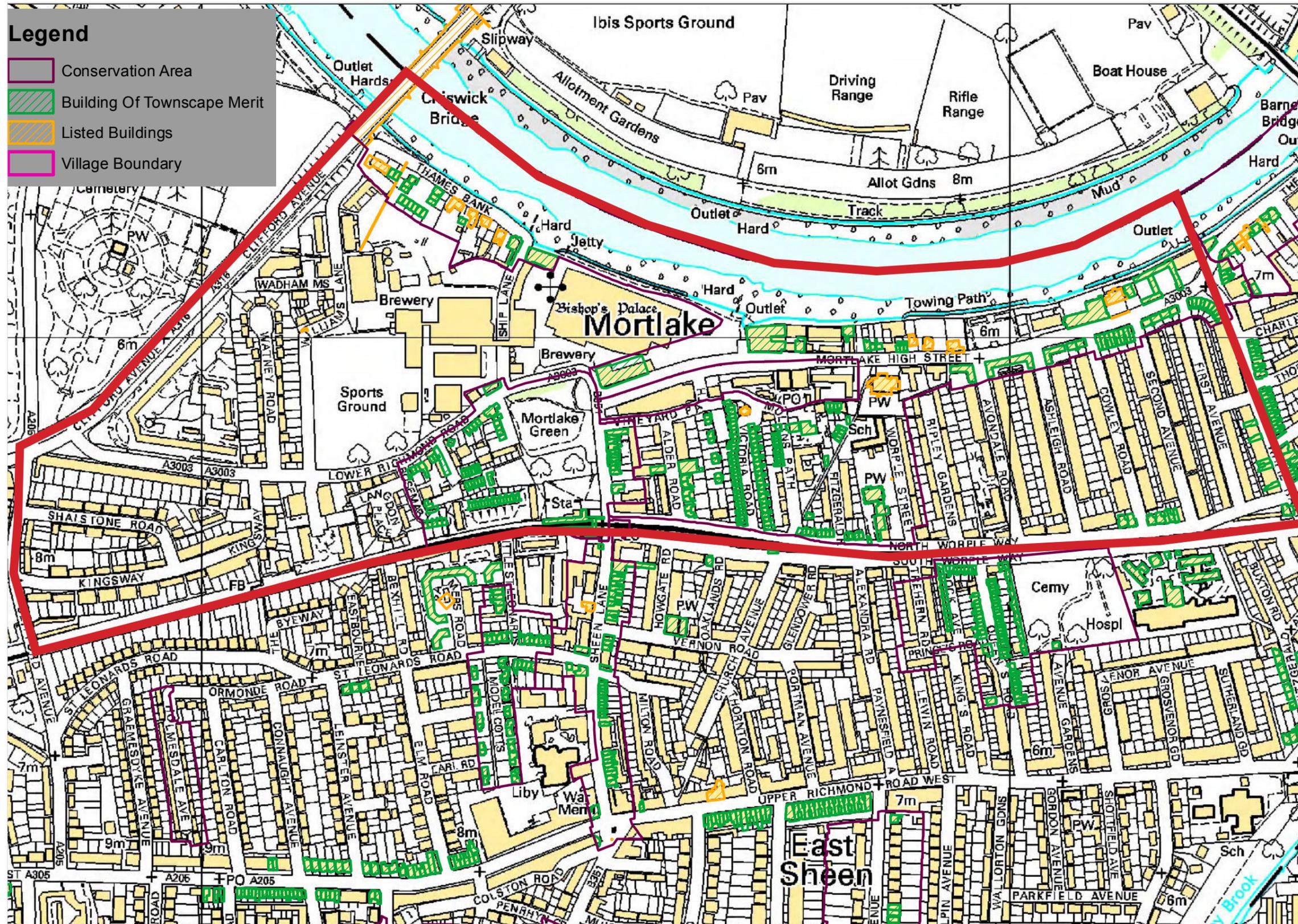
-  SPD boundary
-  Public open space
-  Other open land of townscape importance
-  Sports Ground
-  Thames Policy Area
-  Landmark
-  Vista
-  Public right of way

Open space designations are taken from the Council's Adopted Local Plan Proposals Map 2013



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# Historic Assets in Mortlake



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

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Please note that these designations 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 Mortlake

The vision for Mortlake is to create a new heart to the village by redevelopment of the Stag Brewery site creating a recreational and living quarter and a vibrant link between the village and the riverside.

Mortlake is a historic area on the south bank of the River Thames. Although densely developed the open space along the River, Mortlake Common and the sports fields on the Stag Brewery site provide important green lungs.

The roads to the south of Mortlake High Street are comprised predominantly of residential terraced Victorian streets while to the north the area is dominated by the Stag Brewery site. Mortlake High Street is the historic core and while the residential roads to the south have been subject to very limited change, land along the River has been subject to much change as industrial buildings have been replaced with modern flatted developments. Some of the old industrial buildings such as the former generating station and corporation depot have been converted to small workshops and studios but the north side of Mortlake High Street has been subject to major change.

There are now limited shops and services on Mortlake High Street and residents use East Sheen or White Hart Lane centres.

The vision for Mortlake is based around the redevelopment of the Stag Brewery to provide a new heart to the village through the creation of a recreational and living quarter with a mix of uses to create a vibrant link between the village and the Riverside. It will be designed to reduce and mitigate any adverse impact on the area, including on the transport network and parking, and provide improved functional and physical links to East Sheen centre.

The most important aspect is the creation of a new green space, which will enable the community to enjoy the area's main asset, the River Thames. The green space will be surrounded by high quality traditional buildings providing a mix of uses to create an attractive frontage.

The whole area should be based on a mix of uses to generate vibrancy and local employment and leisure opportunities, including restaurants, cafes, community leisure uses, a museum, boat houses and lower cost units suitable for small businesses. The green space will be the heart of the community and providing open access to the River.

# 5. Objectives

The Mortlake 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 through the submission of proposals that are appropriate for the area

**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 other public realm decisions.

**Local Policy Context** - to identify those statutory policies (Core Strategy and Development Management Plan) which are essential to addressing local issues. (See paragraph 2.3 above and Appendix 1)

# 6. Character Area Assessments

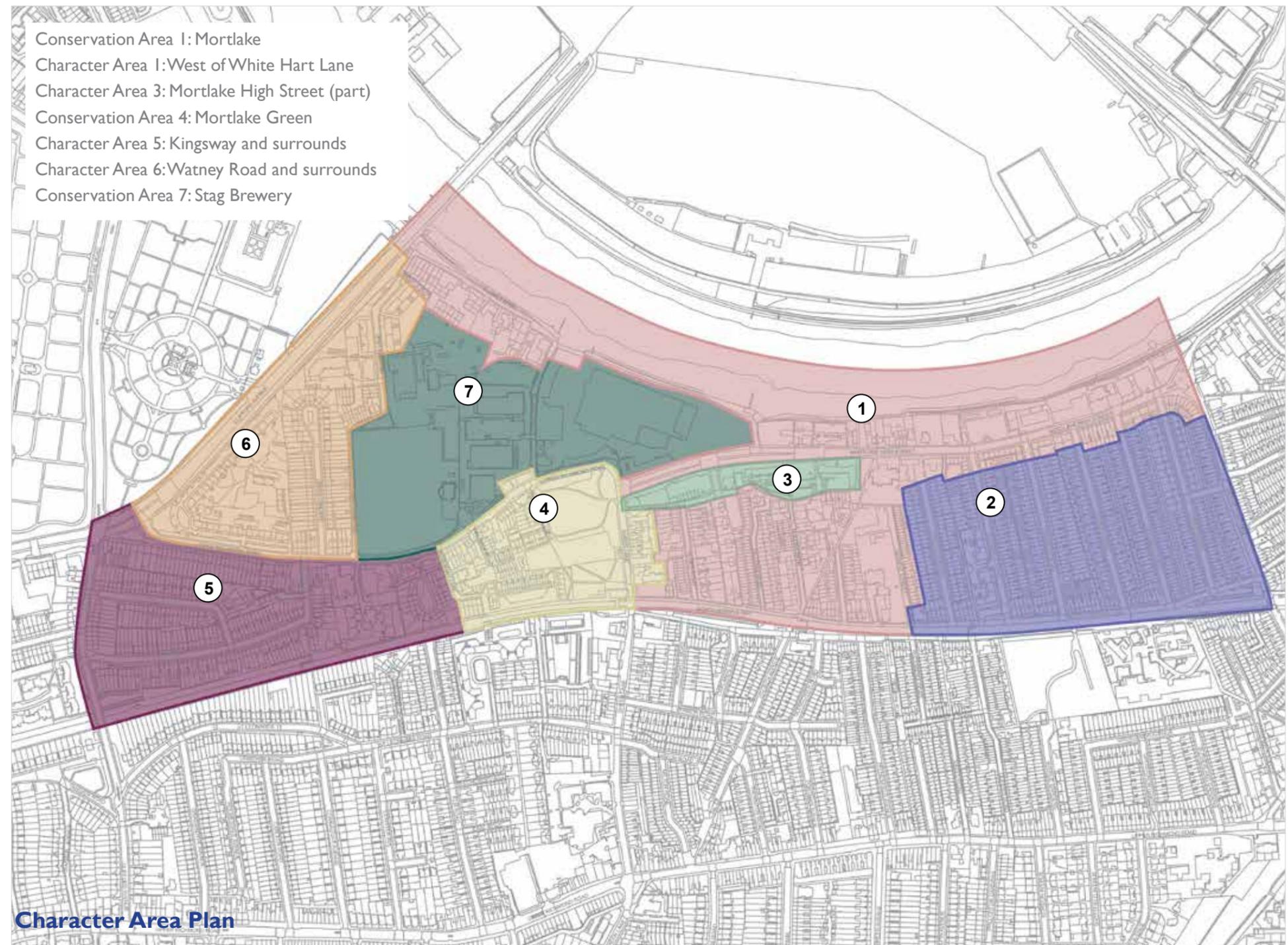
The identification of local character is one of the primary objectives of the SPD.

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](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](http://www.richmond.gov.uk/home/services/planning/conservation_areas/article_4_directions.htm)



Character Area Plan

# Conservation Area I:

## Mortlake

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided.

### Character Summary

The Conservation Area is situated along the south bank of the Thames between Chiswick Bridge and White Hart Lane. It adjoins Barnes Green Conservation Area to the east and Mortlake Green Conservation Area to the west. The Conservation Area was designated in 1982 and extended in 1996.

The historic core is focused around St Mary's Church, a local village landmark, with many fine eighteenth century listed houses on the riverside and High Street. The area was extended to include the remainder of St Mary's Churchyard, Vineyard Path and residential areas in Alder Road, Fitzgerald Road, North Worple Way, and Worple Street. The churchyard to St Mary Magdalene Roman Catholic Church, on North Worple Way, contains the tomb, in the shape of an Arab tent, of Sir Richard Burton, the Victorian explorer.

Alder Road is a residential street which mainly consists of terraced housing with some semi-detached properties. One side of the street comprises a row of neo-Georgian two storey terraced houses.

Victoria Road consists of victorian cottages. On the east side of the road there are deep lawned, and in many cases, plentiful and varied planted front gardens. Cars have access to the front gardens in many cases.

The Conservation Area shares an intimate relationship with the Thames. The High Street follows the flood line with Bull's Alley and Ship Lane having served as access ways to former wharfs on the riverfront.

Along the river frontage, between Chiswick Bridge and Ship Lane, is a particularly fine group of essentially eighteenth century buildings, with at least one dating from the Tudor period. Nineteenth and twentieth century development has respected the style and scale of the group. From Ship Lane to White Hart Lane this riverfront area is of interest in reflecting the industrial history of this part of the Thames. There are exceptional views along the river in both directions.

There are large scale housing developments along the south side of the widened High Street which dominate views from the Chiswick Bank. The village is now separated from the Thames by the widened High Street which is a major traffic through route.

Original architectural details in the area include ground floor bay windows with decorated metalwork, roofs laid in diamond pattern slate, timber bracketed porches and chimneys with corbelled and dentilled brick work.

### Dominant Materials and Features

Key features include: The relationship with the Thames, ground floor bay windows, roofs laid in diamond pattern slate and timber bracketed porches, London stock brick.

### Threats from development

- Development pressure which may harm the balance of the river and landscape-dominated setting, and the obstruction or spoiling of views, skylines and landmarks.
- Loss of traditional architectural features and materials due to unsympathetic alterations.

- Loss of front boundary treatments and front gardens for car parking.
- The dominance of traffic and poor pedestrian safety leading to clutter of signage and street furniture.

### Opportunities

- Improvement and protection of river and landscape setting.
- Promote London stock brick for new development.
- Potential replacement flood defences, and restoration of the towpath and historic passages and further environmental enhancements (as identified in the LBRuT Conservation Area Study and Kew to Chelsea Thames Strategy).
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Retain and enhance front boundary treatments
- Coordination of colour and design and improvement in quality of street furniture and paving.
- Improvement of highway conditions and pedestrian convenience, and rationalisation of existing signage and street furniture.

Conservation Area Statement: [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas/conservation\\_area\\_statements.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm)



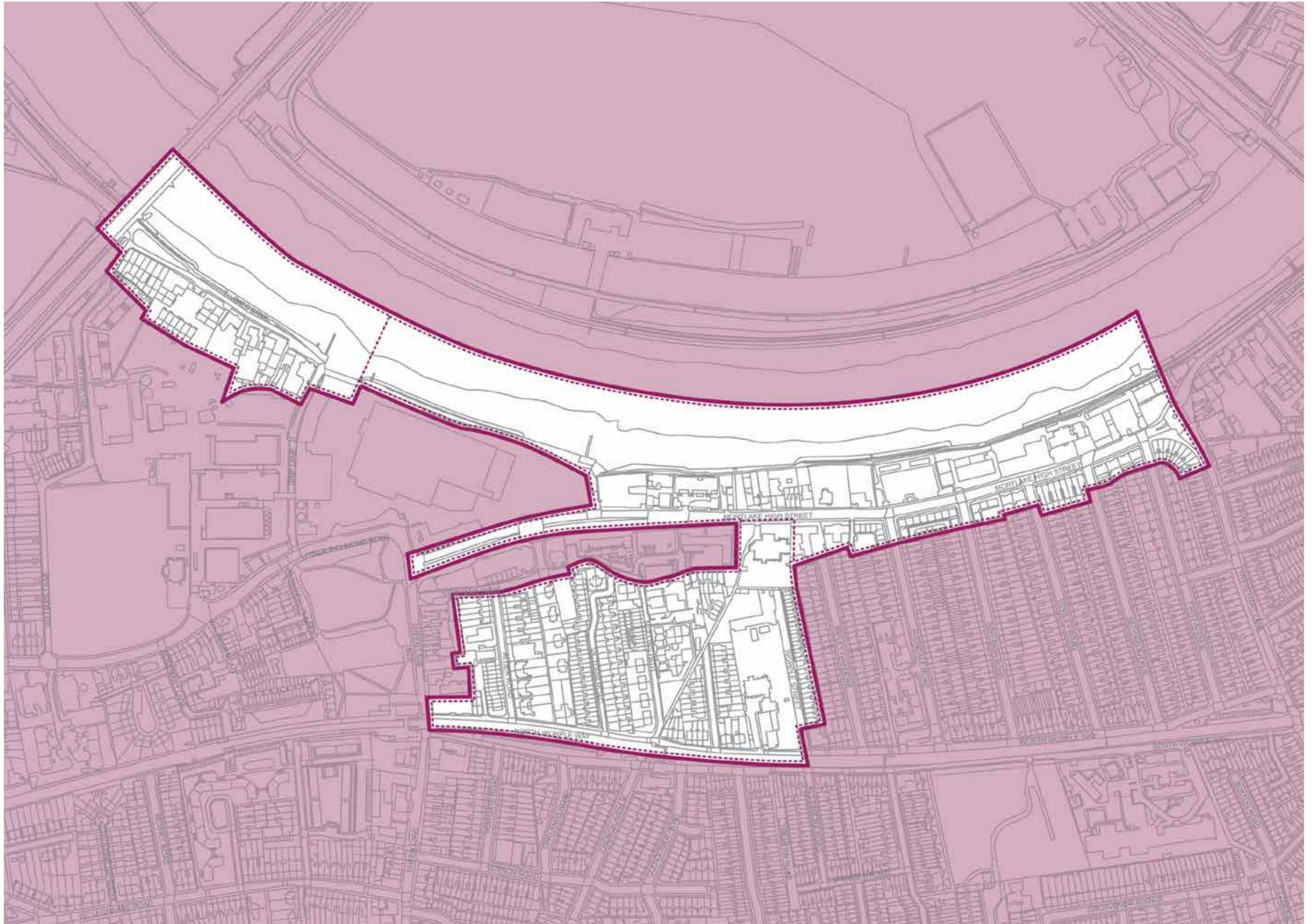
Church Path, view of Fitzgerald Road



Alder Road



Rear of Mortlake High Street



Conservation Area 1: Mortlake

# Character Area 2:

## West of White Hart Lane

### Character Summary

This character area consists of the western side of White Hart Lane and the six parallel streets of Ripley Gardens, Avondale Road, Ashleigh Road, Cowley Road, Second and First Avenue. These are bounded by North Worple Way and railway to the south and Mortlake High Street to the north. Whilst the character area is generally secluded and quiet, some areas such as First Avenue and Second Avenue can suffer from through traffic.

The large mansion blocks at the end of each road which face onto the High Street are part of the Mortlake Conservation Area. However, Cowley Mansions is similar to the particularly impressive collection of Edwardian houses on Cowley Road, with distinctive shaped gables displaying their 1911 date stones. Almost the entire plot was developed in the late nineteenth and early twentieth century, and on the whole developments seem to have followed the existing boundaries to what were predominantly large open fields.

Wide leafy streets are lined with small to medium sized terraced housing, most of which pre-date those on Cowley Road from 1911 and are more restrained. The area also includes a number of alley ways which are now privately gated. They are mostly Edwardian in character and also have eclectic detailing such as applied timbering, although some appear to belong more to the late Victorian trend. Many of the houses on First Avenue have been painted, but are otherwise largely unaltered.

The northern end of White Hart Lane is formed of Edwardian red brick terraces with gabled square double bays, and timber porch canopies. Further south these Edwardian houses give way to a parade of red-brick shops with distinctive gables and white stone dressings, some with well-preserved shop fronts. Many retain original timber sash windows with patterned lights, and have slate roofs, though

irregular rooflights are widespread.

Ripley Gardens is an interwar development and is confined to the site of former allotments at the west side of the character area. These houses are different in character with roughcast render and first floor bow windows, but are also gabled.

There is some recent infill on Avondale Road where the former Mortlake bus depot was located. The bus depot had opened in the early twentieth century originally for horse buses and was closed in 1983. A small area at the southern end of the site has been retained as a turning point for buses. The spur footbridge on North Worple Way, an unusual semi-circular iron structure of 1902, provides an important link from Mortlake to East Sheen.

### Dominant Materials and Features

Key features of the character area include: Red, yellow and painted brick, roughcast render, applied timbering, timber frame windows, timber porches, clay tiled roofs, clay chimneypots, brick gate piers with dwarf walls incorporating railings and fencing, planted front gardens and street trees, original front doors, tiled front paths, retained original walls and garden spaces.

### Threats from development

- The survival of original windows is generally good on most of the streets in this area: further uPVC replacement windows should be discouraged to avoid loss of character which has already happened to some extent on Ripley Gardens.

### Opportunities

- The boundary fence to the railway which runs along North Worple Way, made from concrete panels, could be upgraded to compliment the pleasant streets and spur footbridge, which

might also have more sympathetic parapets reinstated.

- The shaped gable houses on Cowley Road have similar characteristics to the Buildings of Townscape Merit at the end of the street on North Worple Way. Recognition of this should be considered.
- The improvement and protection of the landscape setting, particularly tree planting along heavily based routes

### Ripley Gardens

Ripley Gardens is a tree lined residential street comprising two storey terraced housing with painted brick facades and dwarf brick boundary walls. Many of the windows on the first floor are of a bay design. The properties have tiled roofs and tiled porch canopies and in some cases timber porch struts. This sub area also includes the bus station accessed via Avondale Road.

### Dominant Materials and Features

Terraced two storey houses, painted brick renders and brick dwarf walls.

### Threats from development

- Loss of traditional architectural features
- Inconsistent front gardens and the replacement of original windows with uPVC

### Opportunities

- Preservation, enhancement and reinstatement of architectural quality and unity
- Improvement of public realm setting and treatment, particularly around the bus depot



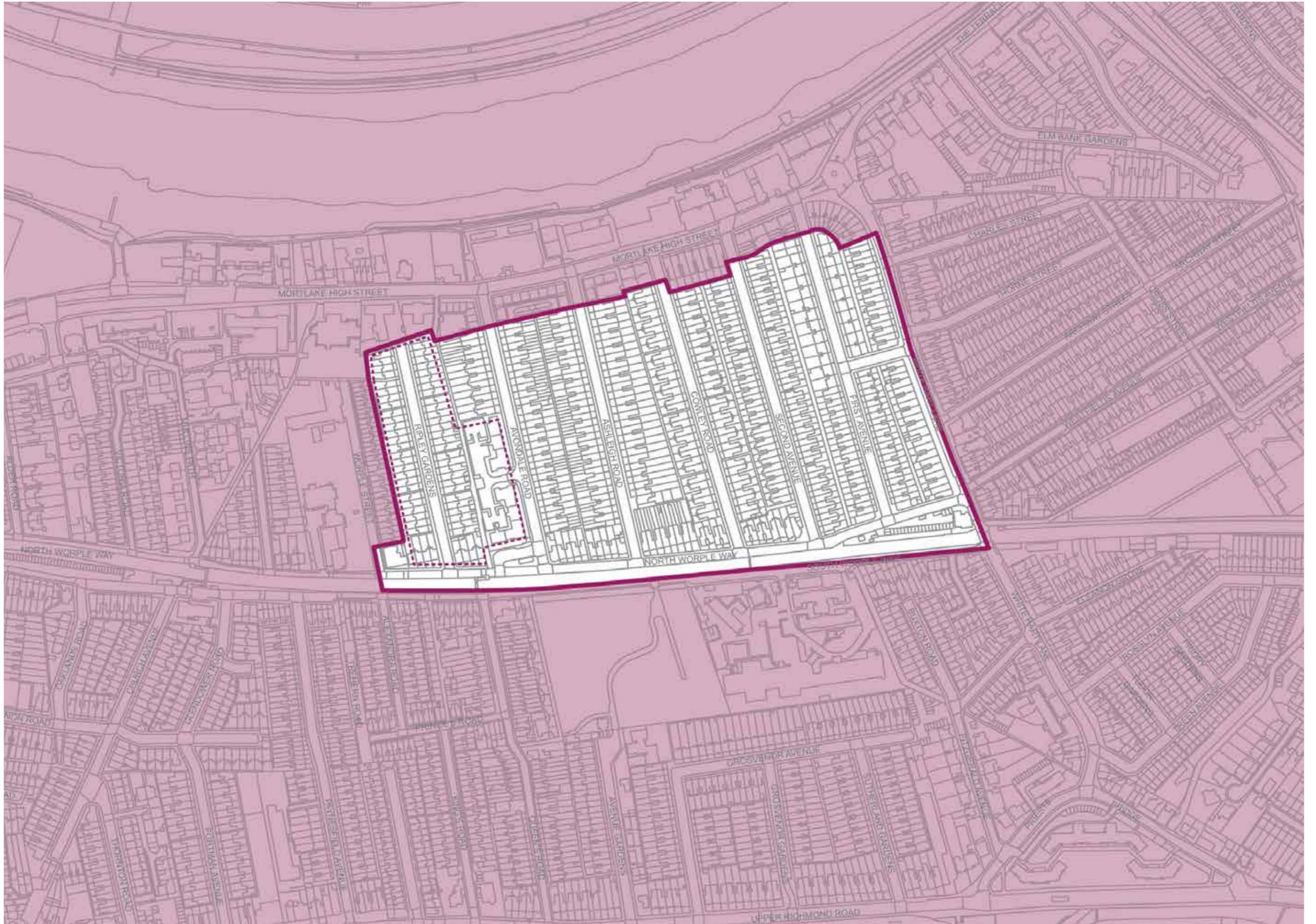
Avondale Road



First Avenue



Ripley Gardens



Character Area 2: West of White Hart Lane

# Character Area 3:

## Mortlake High Street (part)

### Character Summary

This character area occupies a small section of Mortlake High Street, between Mortlake Green and the Grade II\* listed St Mary's Parish Church, on the southern side of the road. It is therefore somewhat of an island, surrounded by Mortlake Conservation Area on three sides and Mortlake Green Conservation Area to the west. Development occurred when the High Street was widened in the 1960s, erasing the last of Mortlake's ancient settlement pattern.

The three large post WWII blocks of flats closest to the church show some consistency with each other, but the modern developments at the end of the high street are less sympathetic, with a high rise block and the Royal Mail depot which is of lower quality.

To some extent these buildings detract from significant aspects of Mortlake Conservation Area, with its listed buildings and Buildings of Townscape Merit in close proximity. This is flagged up in the Conservation Area Study, which states that the development is 'seen as banal and out of scale with adjacent streets'.

### Dominant Materials and Features

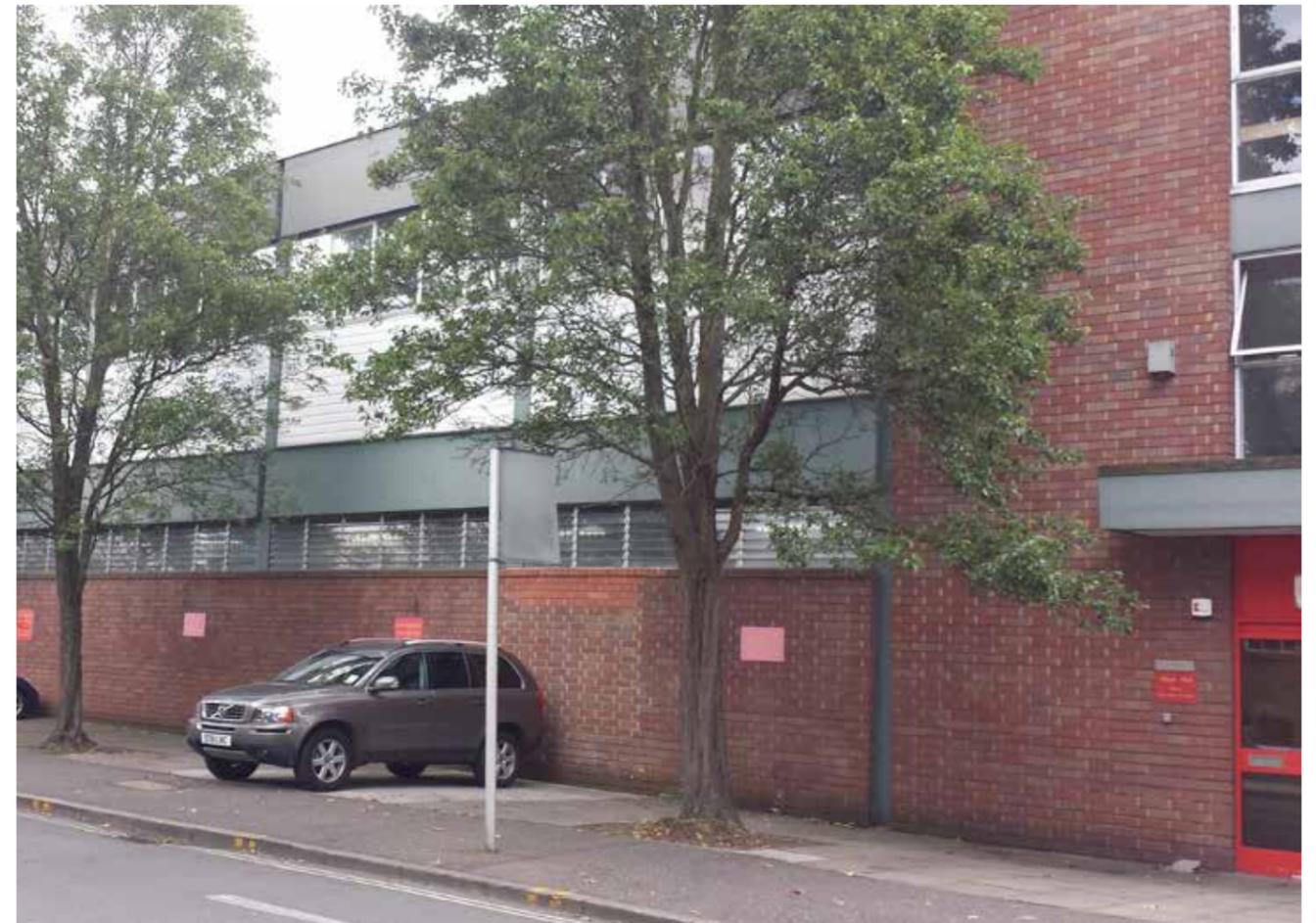
Key features of the area include: Red brick, unsympathetic uPVC windows, two four storey buildings, street trees.

### Threats from development

- The potential for future developments to be unsympathetic to the surrounding townscape.
- Inappropriate window treatments.

### Opportunities

- Where future redevelopment in the area occurs, proposals should seek to respond to and reinforce the key characteristics of the surrounding Conservation Areas, reflecting the need to take account of their setting.



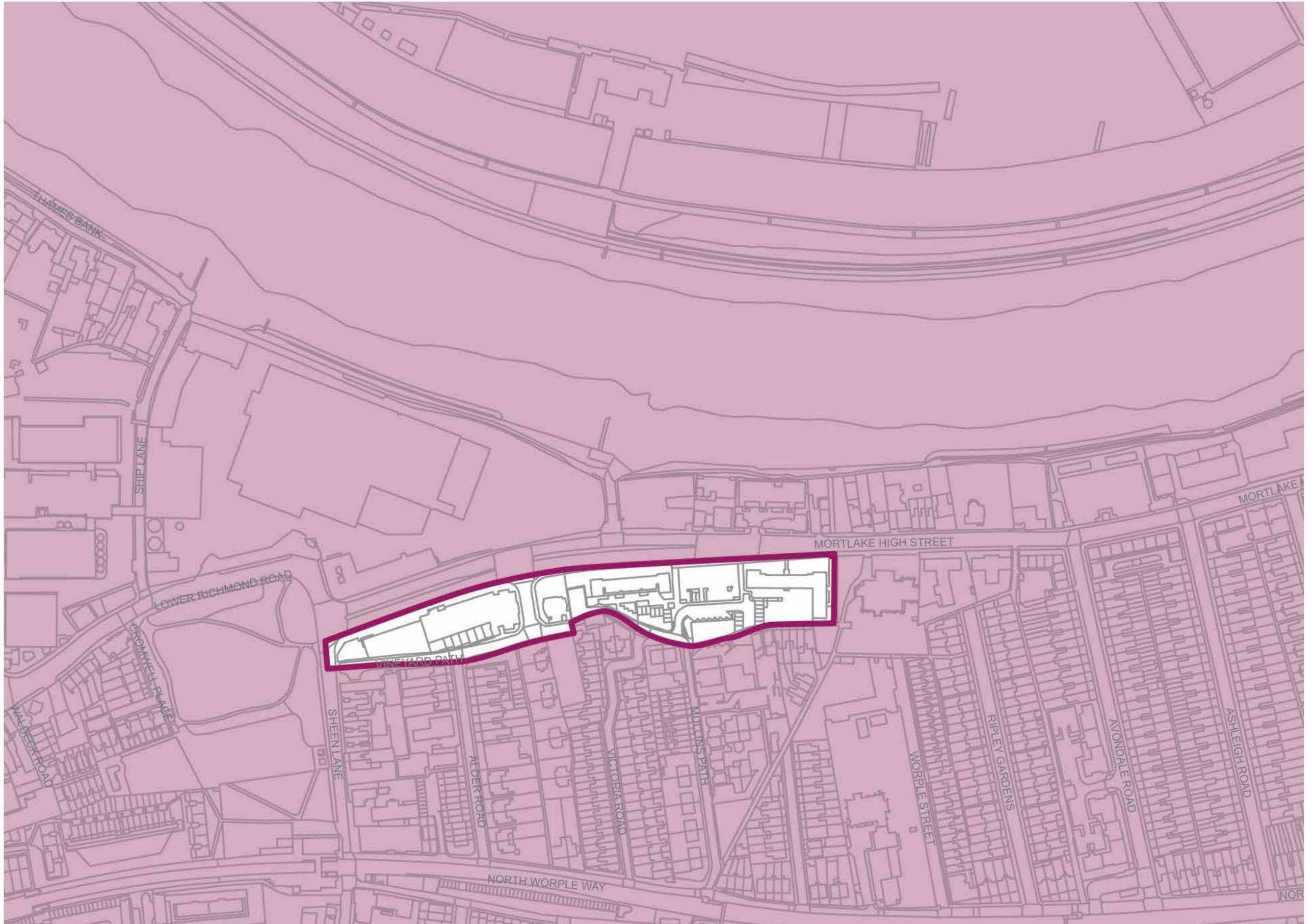
Royal Mail Delivery Office: Potential development site



High Street



High Street



Character Area 3: Mortlake High Street (part)

# Conservation Area 4:

## Mortlake Green

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided.

### Character Summary

The Conservation Area is bound by the railway line, Lower Richmond Road, Sheen Lane and Rosemary Lane. It is worth noting that it adjoins Mortlake Conservation Area and Sheen Lane Conservation Area. The Conservation Area was designated in 1988 and extended in 1998.

The Conservation Area is perceived as three sub-areas: The Green and the buildings forming its boundary; Lower Richmond Road; and the area of grouped terraced housing to the west of The Green, dominated by Rosemary Gardens. The area is visible from the railway and Lower Richmond Road.

### The Green

The Green provides a buffer between the heavy traffic on Lower Richmond Road and Sheen Lane. The Green provides an informal space with two groups of Buildings of Townscape Merit: 11-27 Sheen Lane including the Railway Tavern and number 27 Sheen Lane with its rendered bands and good brick detailing. The Green is predominantly a grassed area of informal nature with a children's play area and a hard surfaced recreational area. The Green is screened in parts by mature trees. Development around The Green is characterised by three or four storey late-nineteenth century terraced properties of a robust utilitarian character.

### Dominant Materials and Features

Key features include: Informal space, Victorian and Edwardian buildings, terraced properties of three or four storey, rendered bands.

### Lower Richmond Road

Lower Richmond Road is formed of two and three storey brick terraced houses and the Brewery buildings which dominate the road to the north. The two pubs on opposite sides of the road form a gateway to The Green.

### Dominant Materials and Features

Key features include: Two and three storey, terraced houses and Brewery buildings.

### West of the Green

Woodbine Cottage, Eton Lodge and Rosemary Terrace form an attractive group of buildings. The area behind Rosemary Terrace includes an unattractive block of flats. Rosemary Gardens includes an architecturally distinctive long terrace known as Rosemary Cottages, designed as pairs of houses, a central block with raised ridge, tall brick chimneys and paired sash windows, offset by a communal garden which adjoins the railway embankment. It also includes 2 blocks of flats built in the 1930s. Mortlake Station, characterised by its traditional brick and timber detailing and modest scale, forms a visually satisfying partnership with Rosemary Gardens.

### Dominant Materials and Features

- Terraced properties, tall brick chimneys, sash windows and communal gardens.

### Threats from development

- Loss of traditional architectural features.
- Potential harm to the landscape setting from insensitive development.

- Loss of front boundary treatments and front gardens for parking.

### Opportunities

- Improvement and protection of the landscape setting of The Green.
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Potential improvement to public realm along the route to Mortlake Station.
- Improvement of highway conditions.
- Retention and enhancement of front boundary treatments.
- 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](http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm)



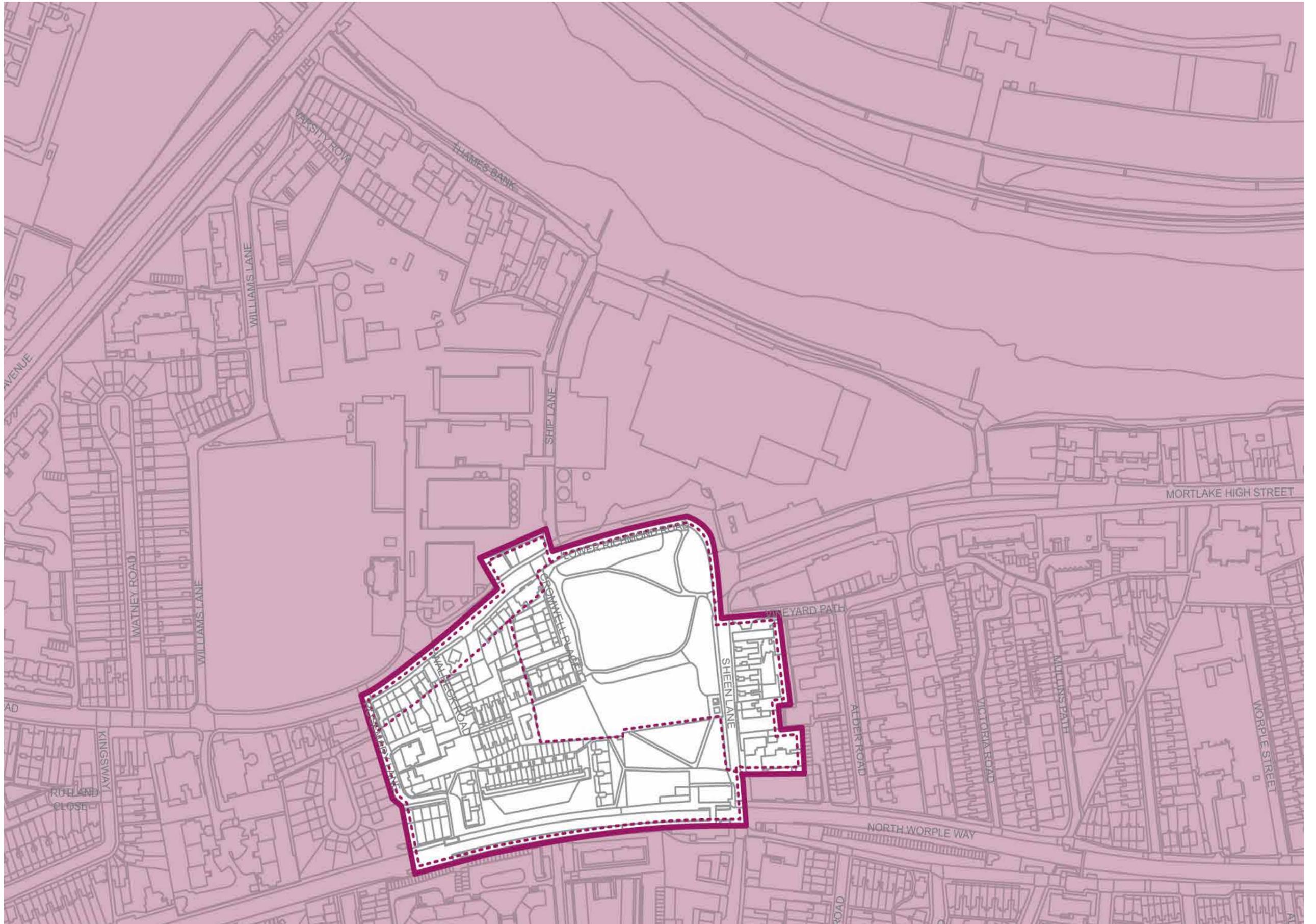
Rosemary Terrace



The Green



Lower Richmond Road (east)



Conservation Area 4: Mortlake Green

# Character Area 5:

## Kingsway and surrounds

### Character Summary

This character area consists of several housing developments to the south of Lower Richmond Road, which is one of the main thoroughfares into Mortlake. It is predominantly a residential area, although there are also a few shops and a day care centre.

To the south of Lower Richmond Road, below Watney's Sports Ground, is a secluded inter-war cul-de-sac, Langdon Place. These are semi-detached brick houses with a rendered second storey; many have been painted and have replacement windows. Garden boundaries are also inconsistent and around half are planted – the rest are either paved or driveways. This is separated from the main road by several late-nineteenth century semi-detached houses which are the oldest properties in this character area, along with a small post WWII block of flats.

The large area to the west is an Edwardian composition between Lower Richmond Road and the railway. It includes the 1906 County Council school, now a day care and pre-school centre. The streets are quiet and leafy with Edwardian terraces and semi-detached properties of varying styles and dates, but generally have eclectic or Arts and Crafts detailing. Many properties on Kingsway and Lower Richmond Road have distinct rendered gables with a stencil design, but otherwise the streets are less consistent in style including their front garden boundaries; in some cases wooden fencing or railings have replaced dwarf walls.

Kingsdown Parade is a brick Edwardian building with a cupola, housing a row of shops on Lower Richmond Road. None of the original shop fronts survive. There is also some post WWII infill at Rutland Close and Hanson Close which are again secluded and not particularly visible.

### Dominant Materials and Features

Key features include: Red and painted brick, roughcast render, applied timbering, timber frame windows, timber porches, clay tiled roofs, clay chimneypots, brick gate piers with dwarf walls incorporating railings and fencing, planted front gardens and street trees.

### Threats from development

- Further replacement with uPVC should be discouraged to prevent loss of character.
- The preservation of front gardens should be encouraged.
- Roof materials should be consistent with originals and skylights kept to a minimum where possible.

### Opportunities

- A more managed approach to parking is needed in Langdon Place as cars are informally parked on the raised pavement in the centre, which could be better used.
- Recognition of the quality of the 1906 school should be considered.



Kingsway



Lower Richmond Road



# Character Area 6:

## Watney Road and surrounds

### Character Summary

This residential area comprises four separate housing developments to the north of Lower Richmond Road, between Clifford Avenue and Stag (Mortlake) Brewery. The most clearly defined boundary is Clifford Avenue (A316), an arterial road built in the 1930s along with Chiswick Bridge to relieve the traffic congestion of West London. It was a completely new route and it was this, along with the history and development of the brewery, which are responsible for the piecemeal nature of this area.

The earliest housing built here is Watney Road, off Lower Richmond Road, and its name indicates it was built for workers of Stag (Mortlake) Brewery, acquired by James Watney & Co. in 1889. This is a wide street of Edwardian semi-detached houses with roughcast render and gables. It seems that WWI might have interrupted development as the road culminates in an interwar cul-de-sac of housing.

Immediately west of here is Chertsey Court, a good example of a London County Council housing estate built in the 1930s, probably in conjunction with the A316 which is also known as Great Chertsey Road. It is well planned and contained, with a large open space in the centre surrounded by four and five storey blocks of flats around the perimeter.

Above Watney Road is the recently completed Wadham Mews, which is another well contained housing development on Williams Lane, a historic and quiet thoroughfare. This area had been The Brewery's Sports and Social Club and had two bowling greens and tennis courts which were used by employees of the adjacent Stag (Mortlake) Brewery until 1991. At the original entrance to this site are the fine seventeenth century Grade II listed gate piers. The gate piers were the entrance gates

to Cromwell House, situated about 40 metres to the east, which was demolished in 1857. The gates were moved to their current location in 1961 by the Brewery where they now form the entrance to one of the new properties at Wadham Mews.

Further north along Williams Lane are several post-war blocks of flats built in the 1950s and 60s which border Mortlake Conservation Area and the Grade II-listed garden wall, formerly of Riverside House.

Without exception, the properties are on substantial plots which are mostly planted with grass and trees. Many houses or flats look over large expanses of undeveloped land such as Mortlake Cemetery or the Brewery's Sports Ground. This makes the area feel quite open in comparison with some of the more dense developments in Mortlake, despite not looking out over the river.

### Dominant Materials and Features

Key features include: Red and yellow brick, render, railings, unsympathetic white uPVC windows, roughcast render, clay tiles, welsh slate and open spaces.

### Threats from development

- The houses of Watney Road have mostly lost their original windows, uPVC replacements should be avoided, in the rest of the area to avoid further loss of character.

### Opportunities

- This area will benefit from any future development of the Stag (Mortlake) Brewery site allocation. See character area 7.



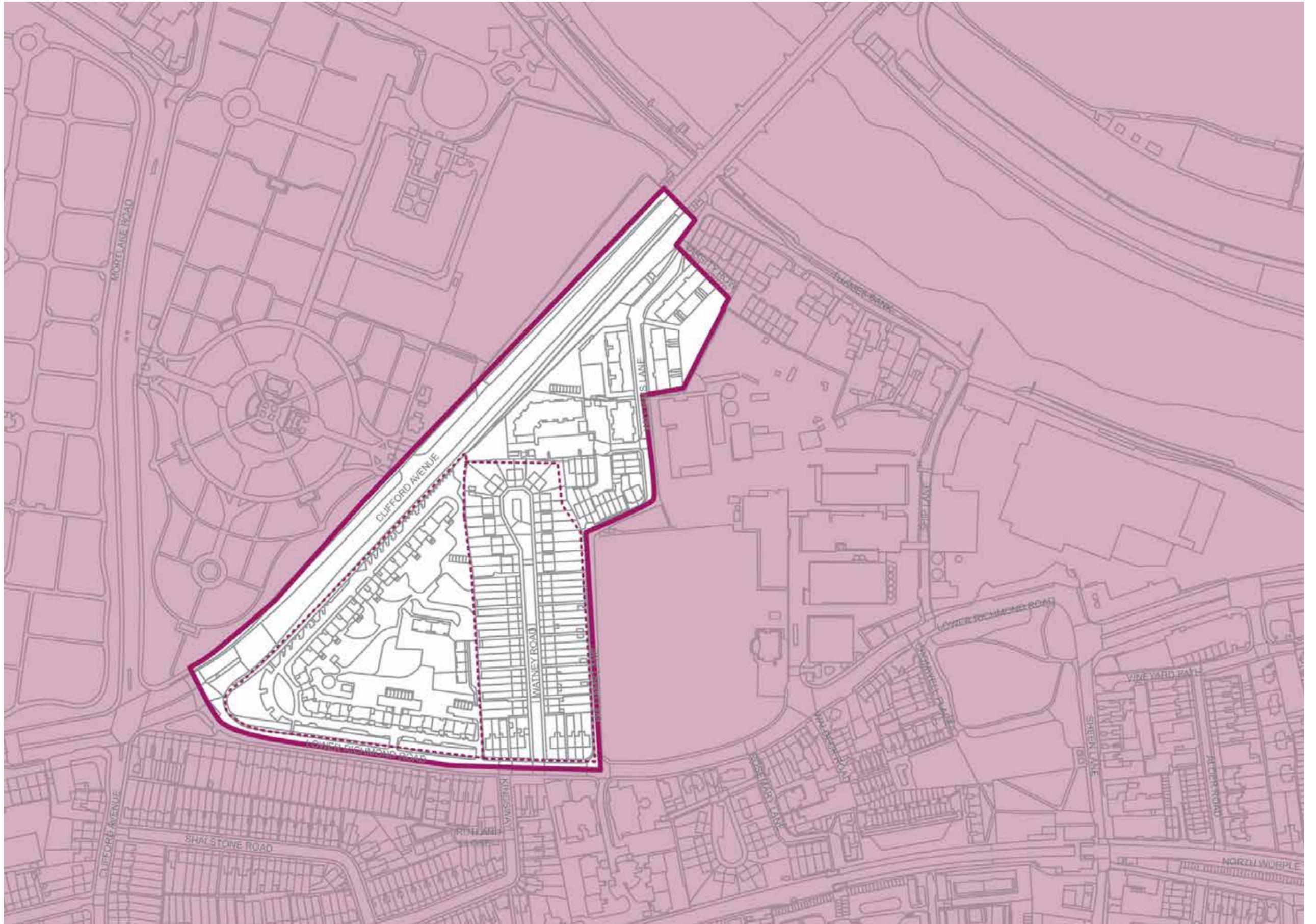
Chertsey Court



Watney Road



Williams Lane



Character Area 6: Watney Road and surrounds

# Character Area 7:

## Stag (Mortlake) Brewery

### Character Summary

The Council has already completed and adopted a Supplementary Planning Document for this area which sets out principles for the redevelopment of the Brewery, should it become available. This section reflects the content of that document.

The site is located in the north east of the Borough and is bound by the River Thames to the north, Lower Richmond Road and Mortlake High Street to the south, Williams Lane to the west and is divided into two parts by Ship Lane. The site enjoys over 300 metres of riverside frontage.

The site is split into two parts either side of Ship Lane. The site occupies a long, roughly triangular-shaped site to the west of Mortlake village centre. The site has a number of large modern structures associated with the brewing process. These are utilitarian in appearance and highly visible from the surrounding area.

The exceptions to the large modern structures are three historic buildings which fall within the Mortlake Conservation Area. These are known as the former bottling building, the Maltings building and the former hotel building.

### Maltings Building

The Maltings building sits at the junction of Ship Lane and the Thames towpath. It was built in 1902 and comprises an eight storey and nine storey building constructed on a rectangular footprint in London stock brick, parallel to the towpath.

The building is an important landmark identified on the Council's list of Buildings of Townscape Merit and contributes to the significance of the Conservation Area.

### Dominant Materials and Features

Key features of note include: Eight and nine storey building, rectangular footprint in London stock

brick, Building of Townscape Merit and contribution to the Conservation Area.

### Former Bottling Building

The former Bottling building was constructed in 1869. The building is made of London stock brick and rises to three storeys. There is a rendered area on the south elevation which reads "1869 Mortlake Brewery". The building retains the cast iron columns and basement ground and first floor which hold up arched painted brick ceilings.

The building is of local historic and architectural importance mainly due to the façade and is considered to make a contribution to the significance of the Conservation Area.

### Dominant Materials and Features

Key features include: Stock brick, three storey building, cast iron columns, historic and architectural importance.

### Former Hotel Building

The building appears to date from the late-nineteenth century. The site is situated at the junction of Lower Richmond Road and Mortlake High Street and follows the curve of the road. The building is plain and a typical Victorian brick structure. The building contributes to the significance of the Conservation Area and to framing Mortlake Green.

### Dominant Materials and Features

Plain and typical Victorian brick structure.

### Northern and Southern Boundary Structures

The boundary to the north comprises five different sections and separates the brewery site and the public towpath. The boundary structure to the east nearest Bull Alleys is mostly formed from the surviving river facing elevations of the old brewery

buildings, which are now demolished. The boundary of the High Street to the south is largely historic although there are some additions in modern brick.

The boundary structures are considered to contribute, in varying degrees, to the significance of Mortlake Conservation Area.

### Dominant Materials and Features

Separates the brewery site and the public towpath.

### Threats from development

- Development pressure which may harm the balance of the landscape and river setting, and the obstruction or spoiling of views, skylines and landmarks particularly associated with Mortlake's industrial heritage and riverside infrastructure.
- Loss of traditional architectural features and materials due to unsympathetic alternations.
- Dominance of traffic and poor pedestrian safety leading to clutter of signage and street furniture.

### Opportunities

- The opportunity to significantly enhance the unique character and appearance of the area, particularly the riverfront, through high quality development.
- Improvement and protection of landscape and river setting.
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Enhancement of the Mortlake Conservation Area.

The site is the subject of a Supplementary Planning Document (SPD) which can be viewed at: [www.richmond.gov.uk/stag\\_brewery\\_2010-2.pdf](http://www.richmond.gov.uk/stag_brewery_2010-2.pdf)



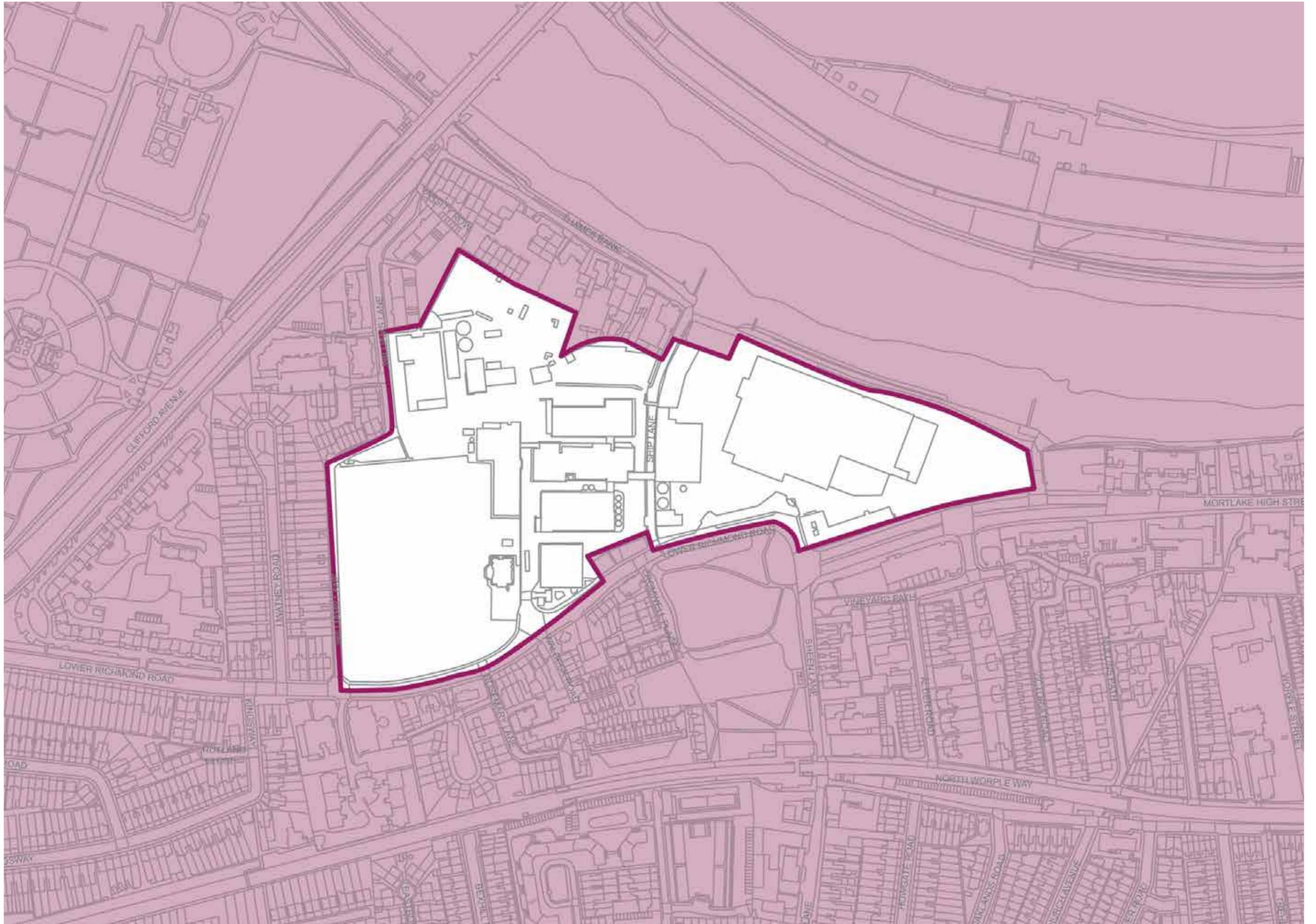
Stag Brewery



Stag Brewery



Stag Brewery



Character Area 7: Stag Brewery

# 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.**

Guidance here supplements the Council's range of existing Supplementary Planning Documents and Guidance which can be found at [https://www.richmond.gov.uk/supplementary\\_planning\\_documents\\_and\\_guidance](https://www.richmond.gov.uk/supplementary_planning_documents_and_guidance)

## Materials

Though largely developed in the early twentieth century, Mortlake has a variety of surviving historic buildings that vary in scale, age and character. Through the eighteenth and nineteenth, even 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](http://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 to imitate 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.

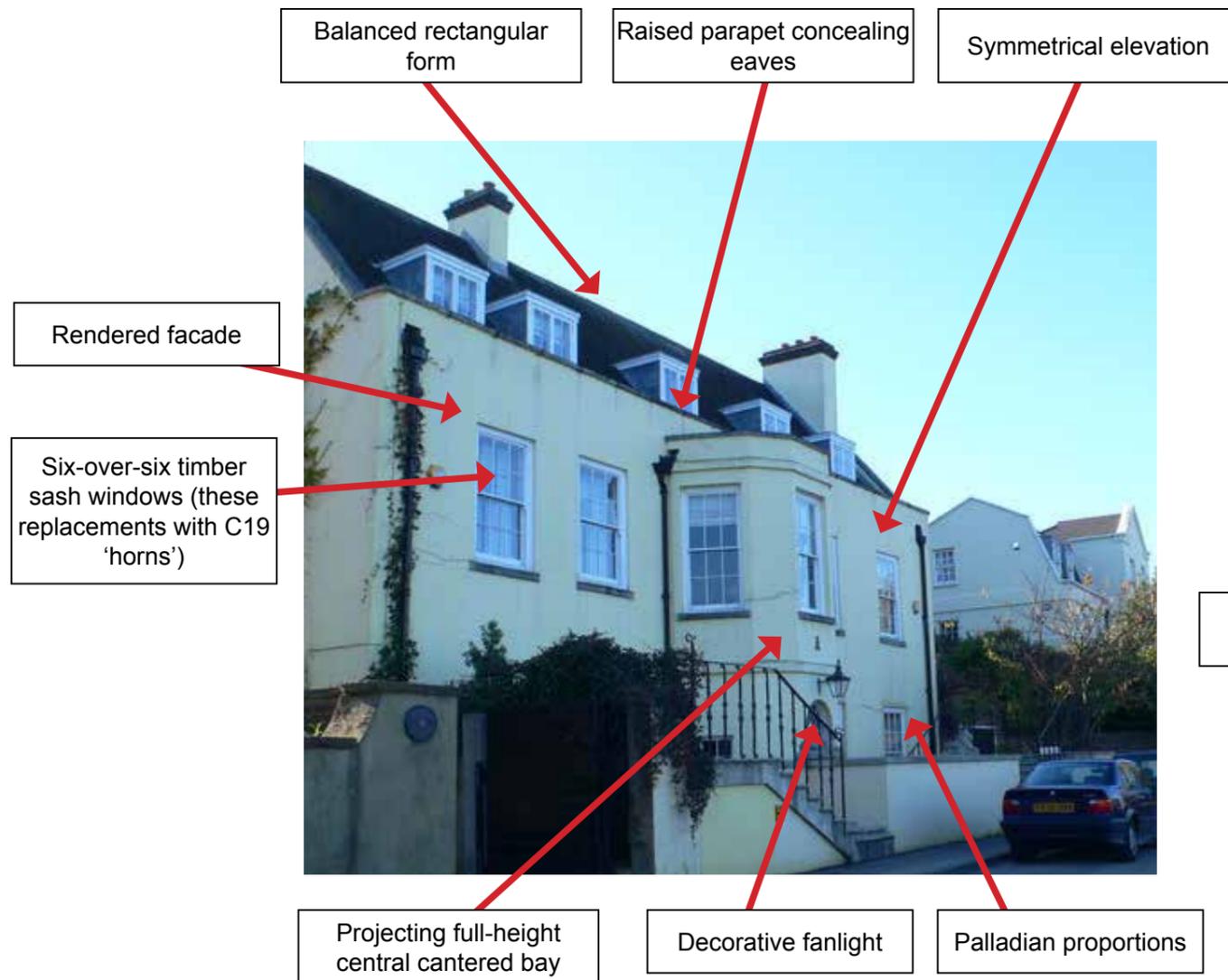
Much of Mortlake riverside was developed with the large houses of the gentry during the eighteenth century, but a lot of these are now lost. Thames Bank House, Thames Cottage, Tudor Lodge and Leyden House on Thames Bank and 115, 117 and 119 Mortlake

High Street are all listed Georgian houses in Mortlake. Variable in form, these houses all share simple, typically symmetrical elevations in brick with large six-over-six sash windows, typical of the period. Several also conceal their eaves behind raised parapets.

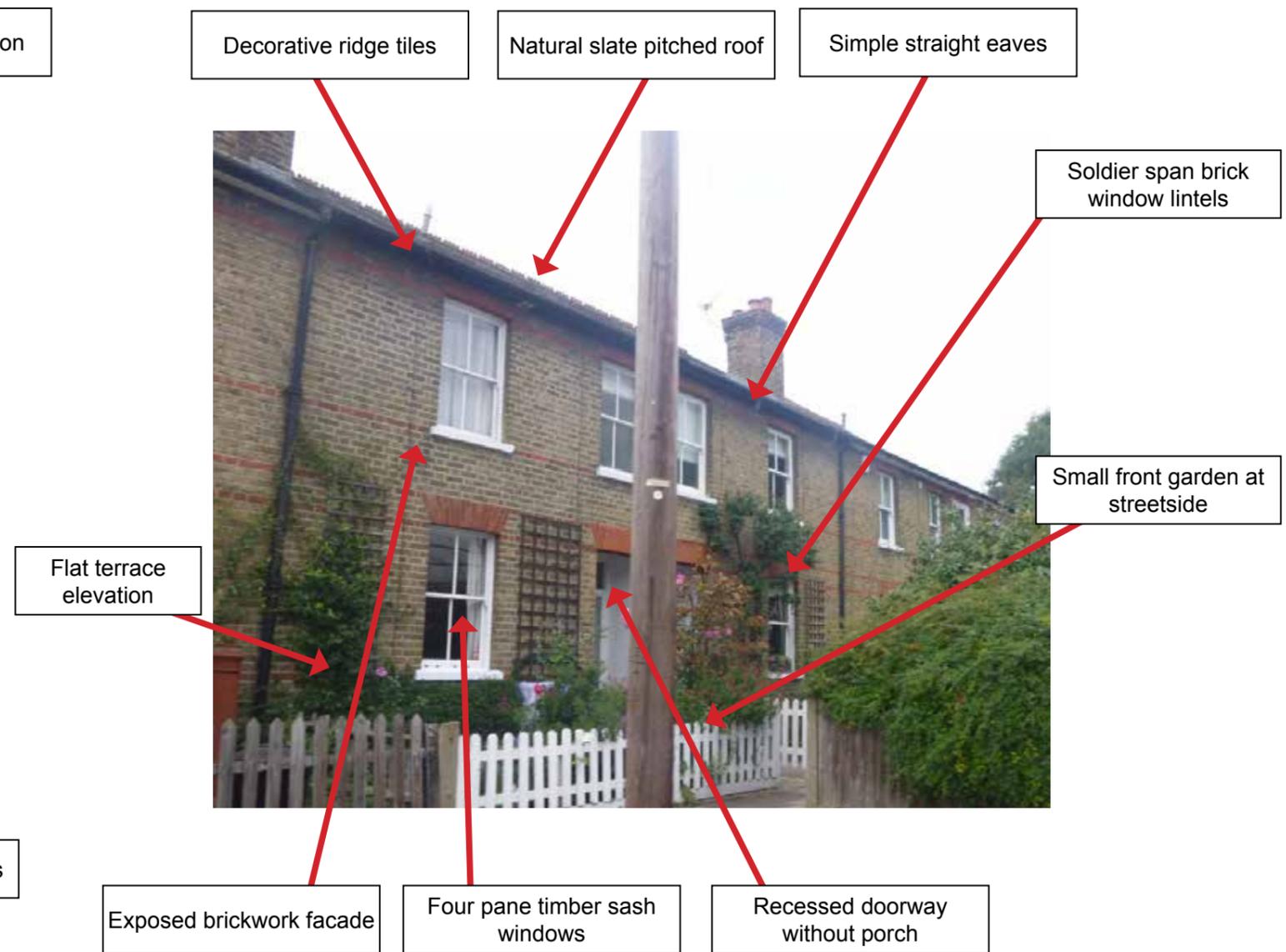
**Victorian:** The Victorian period (1837-1901) saw an explosion of different styles and technological innovation. House building increased at a great rate to deal with the surge in population. The terraced house continued as the most popular and proliferate form of housing but mansion blocks of flats became increasingly common in London through the nineteenth century. 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 more commonly associated with this period and was popular as a way of enlivening houses. Brick was still a basic load-bearing material for most buildings during this period though decorative use of colour became more popular. Renders and ornamentation (the latter usually made from artificial stone or terracotta) also became more widespread.

In Mortlake, the streets of terrace housing between the High Street and the railway line began to be laid-out in the mid-Victorian period. At the top and bottom of Victoria Road are two storey Victorian terrace cottages, in simple brickwork without

## GEORGIAN



## VICTORIAN



# 7. Features and Materials (continued)

decorative detailing. Most of these houses have four-pane sash windows, though a minority have bow or canted bay windows on the ground floor, and simple straight eaves beneath a natural slate roof. Beyond Mortlake Green, three and four storey mid-Victorian townhouses stand in terraces around Rosemary Lane and Rosemary Terrace, showing small variations in, for instance, the shape of the reveals to their four-pane sash windows.

There are only a few elaborately decorative Victorian buildings in Mortlake, but later terraces in the streets around Church Path used projecting canted bay windows, and decorative details in a Classical style of artificial stone window jambs or timber porch screens, as seen on Fitzgerald Road and Avondale Road. Development in eastern Mortlake remained limited until the turn of the twentieth century. The White Hart pub was built at the end of the Victorian period and mixes Victorian stylistic influences to create a grand building which anticipated the Edwardian housing to follow nearby.

**Edwardian:** The architecture of the Edwardian period was a high point in traditional construction; it confidently mixes features from numerous styles and late-Victorian architecture is often indistinguishable from that of this period. 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.

A great deal of building happened in Mortlake at the turn of the twentieth century, with Kingsway, Shalstone Road and plots on Lower Richmond Road all laid out at this time. The first houses built had details with much that is familiar from late-Victorian decoration elsewhere. Some of these houses mix architectural influences in a very idiosyncratic manner: notably the decorative aesthetic movement-influenced pargetting, moulded Gothic Revival fascia to the pointed gables and Arts and Crafts timber and render details on the paired terrace houses of Lower Richmond Road near Clifford Avenue. Further east on Lower Richmond Road, the Old School Bakery building shows an Arts and Crafts influence with its low tiled eaves and steeply pitched roofs. This influence, more than others from the Victorian period, persisted into the inter-war period, as did construction in this part of Mortlake.

Later in the Edwardian period, terrace houses on the streets newly laid-out between White Hart Lane and Tinderbox Alley still used eclectic and sometimes flamboyant decoration: the paired-terrace houses on Cowley Road have Dutch gables and ball finials in emulation of architectural fashion at the turn of the eighteenth century. The twin doors in their recessed porches gave access

to two flats, and these shared houses mark a significant innovation in suburban housing form.

**Interwar housing:** The vernacular semi-detached houses that became popular pre-WWI became regularised into standardised semi-detached designs. Houses on Watney Place mix influences in a more restrained way than Edwardian housebuilders did, contrasting render at the upper levels with exposed brick below, bow windows with square bays, and adding tile and timber around the porch and roof.

This style predominates but Art Deco was often used as an alternative style and though less common is often present in the details. Also, although often faced with traditional materials building technology had changed. In the windows and proportions of the apartment block between Rosemary Terrace and the Rosemary Gardens almshouses, a Deco influence is clear; moreover its scale shows the way housing form was altered by the technological innovation of steel frames, encouraged by a Post-war shortage of brick.

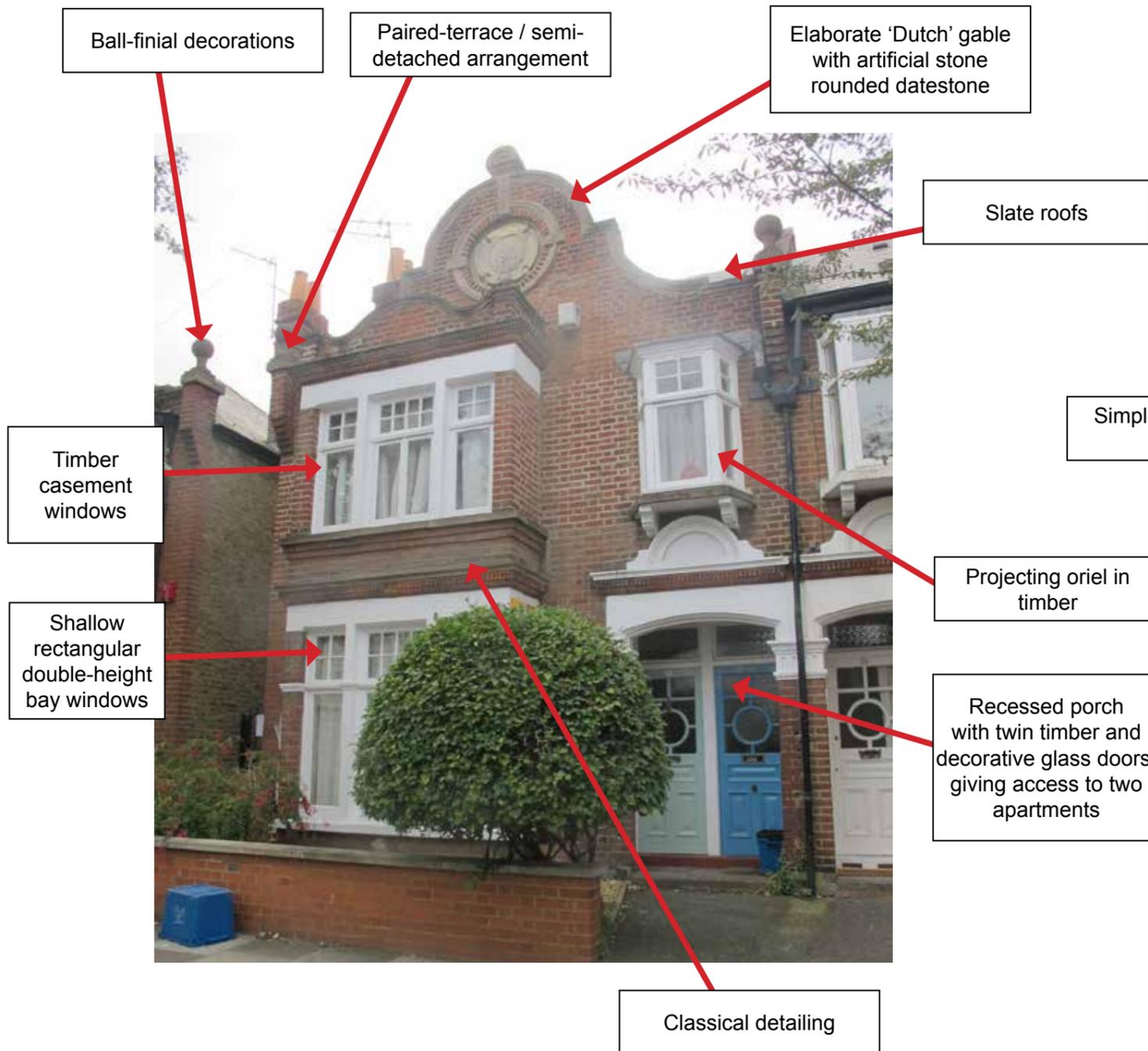
**Post-war (the 1960s and 70s):** A radical shift away from the traditional styles of the past century occurred with Modernism and a new attitude to architecture and place-making. Blocks of flats were seen as the ideal solution to increasing density though regular terraced housing and low rise blocks of flats and maisonettes persisted. Concrete

was more widely used and a new stripped-down aesthetic distinguishes this period from others.

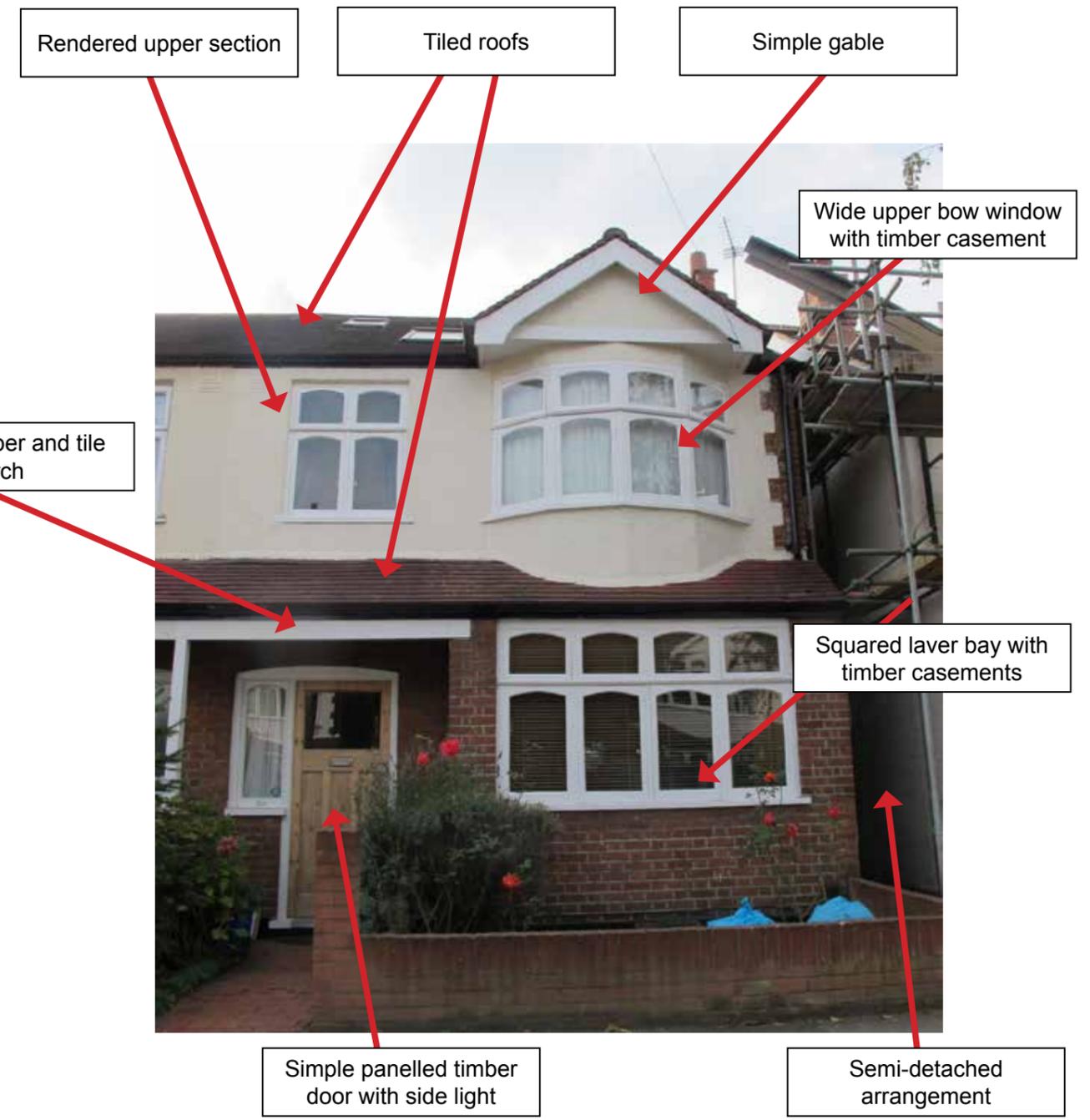
At the top of Watney Place, a close of restrained semi-detached houses modestly mixes Classical and Modernist styles. Similar in-fill cottages around Church Path maintain traditional pitched-tile roofs and add larger gardens than their neighbouring Victorian terrace properties. On Clifford Avenue, very large apartment blocks develop this inter-war form with a more monumental, Modernist style.

**Recent development:** Recent development less rigorously conforms to a particular style or ethos. Higher density developments are more common as the pressure on land is greater. Within sensitive historic areas like Mortlake riverside, there is usually an attempt to refer to its context with traditional facing materials and detail: the development off Williams Lane uses a neo-Georgian style, presumably taken from the Grade-II\* listed Cromwell House gates nearby.

## EDWARDIAN



## INTERWAR HOUSING



# 7. Features and Materials (continued)

Georgian



Victorian



Late Victorian



Edwardian



**Interwar**



**Post war**



# 7. Features and Materials (continued)

## Windows

Windows are key features in all the buildings in Mortlake 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. If houses or flats have original windows they should therefore be restored or, if necessary, replaced like with like. Along with the promotion of character, sustainable materials should also be prioritised, promoting 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;
- 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 acoustic glass within the existing frame. 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 generally 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;
- If the original windows have sash openings, then avoid top-hung casements as these often do not replicate the look or proportion of the original windows.
- Glazing bars should be kept as narrow as possible to replicate original details, should be integral to the structure of the

window and not applied to the outside of the glass and 'raised' rather than flat;

- Very thick frames not only look chunky, but reduce light into the room. Outer frame thickness should not be excessive.



Georgian six-over-six sash windows, set flush with the façade in rectangular brick reveals



Round-headed Victorian Classical sash windows: to the left and arched upper sash has multiple panes; to the right, likely original sashes have been replaced with casements



Victorian four-pane sash windows with flat artificial stone lintel



Later Victorian single-pane sash windows in reveals with a very shallow brick arch lintel



Late-Victorian hybrid sash windows in a canted bay with Classical-moulded reveals, the upper sash containing an arcade motif of shaped panes framed in fine timber girdles



Edwardian hybrid sash windows in a square bay, the upper sash containing nine regular lights



Edwardian sash windows with arch motif in the upper pane, and narrow margin hybrid sashes to either side, set in a simple brick reveal



Edwardian Queen Anne-style timber casement windows with a multi-pane transom light, set in a projecting square bay



Edwardian timber oriel window with casement opening



Inter-war timber bow window with casement openings and arched apertures



Art deco-influenced metal-framed windows with casement openings; many of those to the left and right have been replaced with uPVC window in differing styles, those at the highest level retaining the greatest sense of the original design



Post-war uPVC windows with different casement openings

# 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 they come forward for development. The following sites are considered:**

## **Bus Station, Avondale Road**

- Potential allocation – Subject to the re-provision of the bus facilities either on or in the vicinity of the Stag Brewery site or elsewhere, residential development, including affordable units.
- The Mortlake bus depot opened in the early twentieth century on Avondale Road but closed in 1983, replaced by infill housing. A small area at the southern end of the road is retained as a turning point for buses. Site developments should consider:
  - Responding to the architecture of the locality, which is predominately Edwardian housing
  - The heights of adjacent and surrounding housing

## **Mortlake And Barnes Delivery Office, 2-12 Mortlake High Street, Mortlake**

- Potential allocation - Should the site become surplus to requirements a mixed use scheme with employment and residential uses, including affordable units.
- The Mortlake and Barnes Delivery Office is located on the southern side of Mortlake High Street. It is something of an island, not in keeping with its surroundings which include Mortlake Conservation Area on three sides and Mortlake Green Conversation Area to the west. Site developments should consider:
  - The importance of creating a positive active frontage to Mortlake High Street
  - The future redevelopment of the Stag Brewery site
  - The special context of the site which includes Mortlake Conservation Area on three sides, Mortlake Green Conservation Area and the Grade II\* Listed St Mary's Parish Church
  - Density, layout and height of buildings to be in keeping with, and add to, the positivity of the character of the area

**The Stag Brewery is also a site allocation but it has not been considered here given it is the subject of a Supplementary Planning Document which was adopted in July 2011. The document can be viewed at [www.richmond.gov.uk/stag\\_brewery\\_2010-2.pdf](http://www.richmond.gov.uk/stag_brewery_2010-2.pdf)**



1. Bus Station, Avondale Road
2. Mortlake And Barnes Delivery Office, 2-12 Mortlake High Street, Mortlake
3. The Stag Brewery is also a site allocation but it has not been considered here given it is the subject of a Supplementary Planning Document which was adopted in July 2011.

# 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 Mortlake 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.

Mortlake has several 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. Sometimes the replacement shopfronts have value for the quality of their design, craftsmanship or historic value and should be retained. Often

however, the replacement shopfronts lack aesthetic value and are installed without consideration for how they will affect the appearance of the whole parade and street.

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 an original high quality shopfront character
- 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 a couple of identical surviving historic shopfronts in a parade these may well be the original historic design, and 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 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)

## White Hart Lane (west side)

White Hart Lane is a shopping street that runs north-south and leads off the junction with Mortlake High Street and The Terrace at its north end. At this junction there are a few shops that front onto Mortlake High Street but which will be dealt with under this section as they form part of the same shopping area. Historic maps appear to indicate that the properties along the western side of White Hart Lane were built at around the same time as the residential roads of First and Second Avenue within the 'West of White Hart Lane' Character Area (No.2).

West side: At Nos. 1-10 The Broadway is a Victorian parade that curves along the west side of the junction between Mortlake High Street and White Hart Lane. Between the shops are fluted pilasters which should be retained. No. 10 has an attractive timber shopfront with a recessed double entrance access to both the shop and flats above (possibly the original configuration) and No. 6 also has a good timber shopfront.

### Positive Features (No 6 The Broadway):

Panelled stallriser; panelled double doors; pilasters; timber fascia; recessed entrance.

West side: There is a long two storey Victorian parade of shops at Nos. 36-78 with

flats above. Most of the shopfronts have the same surviving ionic pilasters which suggests the parade originally had the same shopfront all the way along. No.70 and No. 66 have the best surviving examples. Both shops have two recessed entrances on either side of the shop window; one to the flat above and one into the shop. The flat entrances have flanking ionic pilasters. Both entrances have tiled thresholds on No. 70. Different elements from the original configuration survive on each frontage along the parade and in each case where original details survive they should be retained.

### Positive Features (No 66 White Hart Lane):

stallriser; ionic pilasters; recessed entrances; timber mullions; panelled door with fanlight; 4-panelled door; timber fascia.

### Positive features (No 70 White Hart Lane):

Stallriser; ionic pilasters; recessed entrances; iron mullions; panelled door with fanlight; tiled threshold.

## Opportunities for improvement exist on White Hart Lane by addressing:

- Excessive signage
- Over-sized fascias
- Aluminium fascias
- Aluminium shopfronts
- Box hanging signs
- Internally illuminated signage



No. 6 The Broadway



No.66 White Hart Lane



No. 70 White Hart Lane



# 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.**

The Mortlake Village Planning Guidance SPD draws upon the 2006 SPD, providing updated and specific information for East Sheen. 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 Mortlake, as in other areas of Richmond 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. Although this generally the case, in Mortlake the tight street layout and shallow front gardens mean that it is rarely possible to convert front gardens for parking and in fact Victoria Road (east) is one of the few areas where this has been possible.

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 the 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 rainwater 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 DMTP 9) generally discourages front garden parking because of the impact on the appearance of the street and loss of vegetation and biodiversity.

It is generally considered that additional forecourt parking would not significantly reduce parking congestion.

## Important features in Mortlake

Many front gardens and frontage features in Mortlake contribute significantly to the overall character of the area and local street scene both within and outside of the Conservation Areas. These include brick dwarf walls incorporating railings or hedges, planted front gardens and a 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.

Cowley Road and the Avenues (First and Second) have perhaps the best examples of original brick walls, up to 10 bricks high and stone capped, occasionally painted white. For the above reasons the gap in the boundary wall should not exceed that needed for the passage of a car. This also reduces the loss of parking space in the road outside.

## Fencing

Picket fencing, both stained wood and painted white, can be found occasionally on Mortlake streets, although this is generally not in keeping with the area's character. The exception to this is Victoria Road (west) where virtually all brick walls have been lost (and in fact may never have entirely been in place) being replaced with picket fencing, a combination of white painted and natural stained wood.

## Iron railings and gates

Eighteenth and nineteenth century iron railings are a traditional feature of early twentieth century housing but are not particularly common in Mortlake with the exception of Avondale Road (west). Typically these are embedded into a lower boundary wall, enclosing the front garden whilst keeping visual obstruction to a minimum. Wrought iron gates are more common and there are examples dotted around Mortlake.

## 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 Mortlake. In many cases a hedge has been added above a dwarf wall to provide further screening – there are examples of this on the Avenues as shown below and also in Kingsway/Shalstone Road although the heights tend to be irregular. Maintained and conforming hedges create an attractive street scene.

## 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 as much as possible of the structure should be retained. Inward opening gates help to complete a defensible line.

## 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 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. Use of 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 character, screen vehicles and create a more pleasant natural environment by absorbing local exhaust fumes.



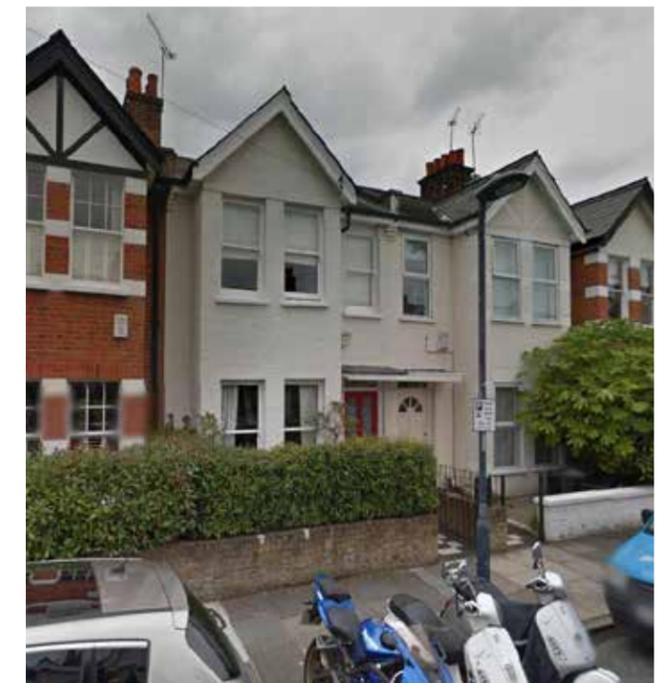
Front garden - Cowley Road



Fencing - Victoria Road



Hedges - First Avenue



Low boundary wall - Second Avenue

# 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.

### CP14 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:

### CP10: 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.

### CP11 River Thames Corridor

- 11.A The natural and built environment and the unique historic landscape of the River Thames corridor within the Borough will be protected and enhanced, and the special character of the different reaches identified in the Thames Strategy and the Thames Landscape Strategy respected.

### CP17 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 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
- Front Gardens and other Off-street Parking Standards SPD Sept 2006
- Residential Development Standards March 2010
- Shopfronts SPD March 2010
- Small and Medium Housing Sites SPD Feb 2006
- Design Guidelines Leaflets 3 and 4: House Extensions and External Alterations. Adopted Sept 2002. Reformatted with minor updates July 2005. Based on UDP policies
- Design Guidelines leaflet 11: Shopfront Security. First published 1997 and Reformatted with minor updates July

2005. Based on UDP policies

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.

Thames Landscape Strategy (2012 refresh). This can be viewed at [www.thameslandscape-strategy.org.uk](http://www.thameslandscape-strategy.org.uk)