WHITTON AND HEATHFIELD
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 Whitton and Heathfield 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 Whitton and Heathfield. These character areas have been described through the scrutiny of key features that are deemed to define their local character. The assessments establish dominant features and materials as well as an overall description of the street pattern and housing types.

The boundary for the SPD is based on the Village Plan areas defined by local residents through the ‘All-in-One’ survey in 2010. In the case of Whitton and Heathfield the SPD also includes the Rosecroft Gardens conservation area to avoid this being separated from other areas of related character.

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 local character and these areas form many sub areas within the villages. The villages of the London Borough of Richmond upon Thames are attractive with many listed buildings and conservation areas, the local character of each being unique, recognizable and important to the community and to the aesthetic of the borough as a whole.

The community was initially involved through:

- Drop in session at Whitton Youth Zone, Britannia Lane (Dec 7th 2013)
- Resident walkabout around Whitton (Dec 8th 2013)
- Online questionnaire (running Dec 7th to 20th 2013)
- Stakeholder and business workshop (Jan 9th 2014)

Following the above, the draft Village Planning Guidance was consulted upon between March 14th and April 7th. Comments could be provided via hard copy questionnaire or online. A drop in session was held on March 15th at Whitton Youth Zone, Britannia Lane. Resident and stakeholder comments have been used to develop the final SPD.

The Village Planning Guidance is complementary to the wider Village Plans that have been produced for each village area, which include issues and actions for continual improvement. The SPD fulfils the aim of residents having greater control and influence over planning and development decisions in their local area, being an adopted document under the London Borough of Richmond upon Thames planning policy framework, and linking to the relevant Village Plan.
2. Planning Policy and Wider Context

2.1. Planning policy framework

National Planning Policy Framework (NPPF) sets out the Government’s planning policy for England and those policies that are expected to be applied. The NPPF is a key part of the planning system which sets out the planning system's core principles and rules. The NPPF sets out where development is expected to take place, how to ensure that development is sustainable, and how to make sure that the planning system is fair and more accessible. The NPPF is intended to be read alongside technical guidance and policy statements that are produced by the government. The NPPF is intended to be read alongside technical guidance and policy statements that are produced by the government.

Local Planning Policy

Local Planning Policy Framework (LPPF) sets out the government’s planning policy for London and those policies that are expected to be applied. The LPPF is a key part of the planning system for London which sets out the planning system’s core principles and rules. The LPPF sets out where development is expected to take place, how to ensure that development is sustainable, and how to make sure that the planning system is fair and more accessible. The LPPF is intended to be read alongside technical guidance and policy statements that are produced by the government. The LPPF is intended to be read alongside technical guidance and policy statements that are produced by the government.

2.2. Key planning policies

SPA context covers new policies that expand on policies set out in higher plans, Local Council Strategy (CS) and the Development Management Plan (DMP). This SPA relates to a considerable number of higher policies, notably:

- Character
  - CS Policy CP7: Maintaining and Improving the Local Character
  - CS Policy CP8: Protecting the Local Setting
  - CS Policy CP9: Designing for better places

- Development
  - DMP Policy DM DC 1: Design Quality
  - DMP Policy DM DC 2: Development Character

- Transport
  - Policy DMP DM TP 9: Forecourt Parking

- Housing
  - Policy DMP DM TP 8: Adjoining Residential

- Open spaces
  - Policy DMP DM TP 7: Public open space and children's play space

- High impact developments
  - Policy DMP DM TP 10: Farringdon Park

- Residential areas
  - Policy DMP DM TP 11: Local & green space

- Commercial activities
  - Policy DMP DM TP 12: Local shopping

- Cultural activities
  - Policy DMP DM TP 13: Culture

- Environment
  - Policy DMP DM TP 14: Environment

Other

- Review by the Mayor
  - Review by the Mayor of London

2.3. Planning policy areas

The SPA covers the following planning policy areas which have been established for the Borough of Richmond:}

- Character
  - CS Policy CP7: Maintaining and Improving the Local Character
  - CS Policy CP8: Protecting the Local Setting
  - CS Policy CP9: Designing for better places

- Development
  - DMP Policy DM DC 1: Design Quality
  - DMP Policy DM DC 2: Development Character

- Transport
  - Policy DMP DM TP 9: Forecourt Parking

- Housing
  - Policy DMP DM TP 8: Adjoining Residential

- Open spaces
  - Policy DMP DM TP 7: Public open space and children's play space

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- Commercial activities
  - Policy DMP DM TP 12: Local shopping

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  - Policy DMP DM TP 13: Culture

- Environment
  - Policy DMP DM TP 14: Environment

Other

- Review by the Mayor
  - Review by the Mayor of London
3. Spatial Context

This section covers its 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

- Whitton High Street district shopping centre.
- Three smaller shopping parades, around Hanworth Road, Nelson Road and Powder Mill Lane.
- YHI Farm Business Park.
- Whitton Library and Whitton Roomoner.
- New youth centre along Britannia Lane behind Whitton High Street.
- Whitton Community Centre & Social Club.
- Whitton Sports and Fitness Centre (located at Twickenham Academy).
- Three GP surgeries and the new Whitton Corner Health and Social Care Centre.
- The area has a number of schools.
- Murray Park Hall, located in Murray Park, provides space for community activities.

Green infrastructure

- Murray Park, which has a new skate park, temporary FitPoint and playground equipment.
- Hounslow Heath Open Space and Heathfield Recreation Ground on Powdermill Lane.
- Crane Park is an important green space in the area and includes the Shot Tower which is grade II listed and the only surviving building from the old Hounslow Powder Mills. The Park has recently benefitted from £400k investment from the Mayor of London which saw both sides of the River upgraded.
- Whitton Park is home to a growing hub of sports clubs.

Connectivity and accessibility

- A range of cycling routes including cycleways down the A314 Hanworth Road.
- The London Loop long distance recreational walking route lies on the boundary of the Whitton and Heathfield Village area and runs along the River Crane.
- Bus services - a number of buses serve the area including the 481 from Kingston to West Middlesex Hospital.
- Rail services - Whitton Rail station is on the Hounslow Loop with trains running directly to London Waterloo and Whitton and Rose Riverside. Trains to Reading, Ascot and Bracknell can also be accessed from Whitton via Feltham.

Conservation and heritage

Whitton and Heathfield Village contains one conservation area, Rosecroft Gardens (locally known as the Dene Estate). Kneller Hall is a Grade II Listed Building and there are also a number of Buildings of Townscape Merit which are clustered around the High Street and along Nelson Road and Kedler Road.

Facilities in Whitton and Heathfield
Green Infrastructure in Whitton and Heathfield

Connectivity and Accessibility in Whitton and Heathfield

[Diagram with key showing various elements like green spaces, paths, and cycle routes]

[Images of green spaces and accessibility routes]
Historic Assets in Whitton and Heathfield

Legend
- SPD Boundary
- Conservation Area
- Building Of Townscape Merit
- Listed Buildings

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

The Whitton and Heathfield Village Plan area brings together these two wards, which share a predominance of similar features, most recognisably being 1930s interwar semi-detached terrace housing, along with terraced houses, bungalows and the High Street which is one of the finer examples of 1930s high streets in London and retains many original features. North east of the High Street finds a cluster of historic properties, notably the Grade II Kneller Hall and Kneller Road properties.

The Whitton and Heathfield Village Planning Guidance SPD has been developed to meet the following objectives, which correspond to those in the Council’s Design Quality SPD.

1. Objectives

Whitton has a unique 1930s High Street, whilst the Heathfield area has less of a focus. It is important to protect and reinforce the distinctive character of these areas and ensure the provision of community facilities and transport links. This includes protecting the unique architecture, within both Whitton High Street and in the surrounding residential areas, and encouraging village events such as markets or regular cultural events in the High Street or in other suitable areas such as parks and open spaces.

Further efforts should be made to continue the progress recently made in regenerating the now completed High Street improvements through the Uplift Strategy, including encouraging a greater variety of shops and considering how to promote the evening economy.

Further development opportunities should also be considered in Whitton Station, in collaboration with Network Rail. As a key transport interchange and a vital link to central London, the station is in need of an upgrade, not only to its rail infrastructure but to the station building itself. It is a gateway to Twickenham Stadium and will be an essential part of plans for the Rugby World Cup 2015.

5. Objectives

Develop the vision for Whitton and Heathfield to retain and reinforce the established character of the area.

6. Character Area Assessments

Identify local character – to identify local character and historic assets for enhancement or protection.

Promote high standards of design - through high quality illustrative material and simple guidance and advice to local residents and businesses.

Development Management - to set design guidelines for householders, developers and the Council (in relation to public realm) to encourage high-quality development and if possible avoid the need to refuse development proposals.

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 the Appendix to this document).

Implementation of schemes – to provide advice for householders and businesses that will help them achieve repairs and modernisation which respects local character.

Character area assessments

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

The character area assessment sub-divides the village into a smaller set of sub-areas, some of which are further sub-divided into smaller sectors. Each has been identified by grouping properties with similar characteristics, features and materials which have been identified and captured.
Character Summary

This area takes in Whitton High Street from the railway bridge to the south up to the junction with Nelson Road to the north. Its character remains reasonably intact. The High Street is almost exclusively made up of 1930s parades and has a strong architectural character which is quite distinct from the rest of Whitton.

The High Street is an example of a well-preserved 1930s high street in London. The area was originally planned for housing, however in 1930 new plans were submitted for a parade of 45 shops and businesses to line Percy Road (now known as the High Street). The buildings are generally low-rise – they don’t rise above three storeys – and are almost exclusively in red brick. They display the architectural tastes of the times; Neo-Georgian, vernacular and deco are all identifiable styles.

Architectural landmarks demarcate the High Street at either end with the railway bridge to the south and its contemporary, The Admiral Nelson public house to the north. These are important anchors at either end of the High Street. The station in particular generates important local footfall to the High Street, as does the car park off Library Way. From the northern end of the High Street, The Admiral Nelson, Fourways House, the 1960s development at 16-30 High Street and ‘78 High Street frame the view and sense of arrival from Nelson Road.

Buildings and shops on the High Street have been developed as long, uninterrupted blocks built to curtilage. Pavements are wide and local shops and business often use their threshold or ‘spill-out’ space for seating and displaying goods. Service vehicle access is located to the rear (off the High Street).

Residential streets have been planned (Tranmere Road, Constance Road and Bridge Way) with tree lined streets creating attractive views from the High Street. At the junction of these streets buildings have angled corners which form an architectural feature. Linking routes to the High Street from the surrounding residential areas provide important access (and local residents report that they often walk to the centre).

From the northern end of the High Street The Admiral: Nelson, Fourways House, the 1960s development at 16-30 High Street and ‘78 High Street frame the view and sense of arrival from Nelson Road.
A public realm scheme on the High Street is currently underway (2014), having started in 2013, and the works are of notably good quality.

The improvements include:

■ Repairing of footways and forecourts to shops or fork stone, with improvement of crossing points.
■ New street lighting scheme (22 columns) in 1930s style to relate to the age of the buildings.
■ New street furniture (seating, litter bins, cycle stands, guard rail replacement etc.)
■ Additional tree planting.

Although unified by their materials, the forms of the buildings are distinctive and add to the character of the High Street. The vernacular-inspired parades with their gables and steeply-pitched tiled roofs have a softening effect opposite the taller, Neo-Georgian elevations with their plastered upper floors. Further north is a more modernist three-storey parade with a sleek balcony on the top floor. Some unsympathetic alterations have been undertaken, particularly in terms of shopfronts, signage and window replacements, which detract from the streetscape and individual style of the parades.

There are some interesting surviving shopfronts (e.g. No.15, HSBC and 78 High Street) a few of which still have their tesserae (mosaic) thresholds. A shopfront improvement scheme is underway. The original distinctive street signs survive and should be retained and restored.

There are two potential areas where development could take place at the northern and southern ends of the High Street - Whitton Station and the area around the car park off Library Way. These are covered in more detail in Section 8.

Dominant Materials and Features

■ Red brick laid to Flemish bond
■ Pitched and hipped roof, clay tile roof
■ Vernacular detailing including timber shutters, timber casements, gables, steeply-pitched clay tile roofs

1930s detailing includes:

■ Concrete dressings
■ Tall timber or metal windows
■ Pilasters
■ Pediments
■ Black granite wall-riser
■ Chrome frames
■ Awning and brackets
■ Reused doorway with black granite park wall cladding and mosaic floor tiling

Character Area 1: (continued)

The High Street
Character Area 2: Hazel Close, Redway Drive and surrounds

Character Summary
To the east of the High Street and south of Wherren Road is a residential area with a distinctive layout of interconnected, curving streets. Hazel Close is almost an oval shape at the centre of Area 2 with concentric streets surrounding it. The urban design of this area appears to have been undertaken comprehensively and is of a style typical for this era. The pattern of development is bold in a manner that originated with the Garden City movement (Whitton grew as a London suburb following the development of Whitton railway station). Streets are ‘organic’ rather than symmetric.

The houses and bungalows at the centre (Hazel Close) are largely detached with a few individual designs that have an Arts and Crafts flavour, as well as a number of well-preserved semi-detached bungalows on The Ridge notable by their half timbering, original boundary walls with iron gates and brickwork. Moving out from Hazel Close, the buildings become more uniform in design and more densely planned as semi-detached pairs and terraces.

Collectively the housing and urban planning of this area constitutes one of the better preserved examples of 1930s development in Whitton, even though changes have happened.

- Buildings are either single storey bungalows or two storey houses.
- Usually semi-detached pairs and rows of housing which have been symmetrically designed. There is a diverse collection of building styles. Styles often alternate in pairs.
- Properties have well-defined boundaries, with front gardens and low boundary walls framing the pavement.
- Consistent building lines.
- There are street trees throughout the area.
- There are rear access roads off a number of streets.

Dominant Materials and Features
- Applied half timbering, red brick and clay tiles. Some instances of pebbledash. A white/light coloured render is sometimes used on the upper storey.
- Double bay windows with red tiles or black and white half timbering.
- Gable, pitched roofs often hipped, chimneys.
- Front gardens, low boundary brick walls.
- White window frames, oriel windows.
- Simple flat roofed canopies to front doors (cantilever).

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Character Area 3:
East of Hall Farm Drive

Character Summary
This area is relatively close in character to Area 2 with its vernacular-inspired housing but is less cohesive as the designs are more varied. The area is composed of a series of streets which run north-south off Kneller Road. The diversity of semi-detached housing styles defines this area’s character. However, whilst diversity exists in terms of design, a consistent palette of complementary materials and tones were originally applied. To the south of the area are a few later c.1970s semi-detached pairs or short terraces. This 1970s housing has less detailing, however they have adopted some 1930s design principles such as the hung tiles on the front elevations.

The rest of the roads are characterised by inter-war housing. On Hall Farm Drive takes the form of short terraces, whilst elsewhere semi-detached pairs predominate. There are some instances of properties on streets from Godfrey Avenue to Kendrey Gardens having undergone a degree of adaptation but changes are in the main to front boundary walls and the conversion of front gardens to car parking. On Hall Farm Drive this is more prevalent. Front boundaries are less well defined. In particular the front walls have been removed to maximise hard standing thus reducing the areas of soft landscaping.

Dominant Materials and Features
- Half-timbering to porches, chimneys.
- Distinctive brickwork, especially on Kendrey Gardens e.g. quoins and arches over recessed doorways.
- Unusual fenestration including roundels and slot windows, oriel windows.
- Views northwards to the grounds of Kneller Hall.

Hall Farm Drive: short, two-storey terraces with central pedimented gables with applied half-timbering. Pitched and hipped roofs with chimney. Brick plinth and pebbledash (different shades or render have more recently been used). Double bay projection. Roundels and slot windows. Brick front boundary walls (to match plinth).

Godfrey Avenue to Kendrey Gardens: semi-detached, two-storey pairs with pitched and hipped roofs and bay/bow windows. A variety of different elevational detailing (needs to be pared). Front gardens with paving and low brick boundary walls.

Red brick, pebbledash/rendering. Clay tiles. Half-timbering to porches, chimneys. Distinctive brickwork, especially on Kendrey Gardens e.g. quoins and arches over recessed doorways. Unusual fenestration including roundels and slot windows, oriel windows. Views northwards to the grounds of Kneller Hall.
Conservation Area 4: Rosecroft Gardens (known locally as the Dene Estate)

This provides a summary of the main characteristics of the conservation area.

More detailed information can be viewed using the link provided below.

http://www.richmond.gov.uk/conservation_area_study

The conservation area is located to the south of Chertsey Road, north of the railway line and bounded to the east by the Duke of Northumberland’s river. It covers all the houses within the estate known locally as the Dene Estate. The conservation area is a distinctive example of a 1930s model housing estate, of semi-detached and detached bungalows set in gardens to front and rear.

The layout of the estate is on a triangular plan. Access is from the Chertsey Road. Rows of bungalows in garden plots to front and rear are set back from their boundaries behind small front gardens, either planted or with hard surfacing. The original treatment of boundary walls was low, stone built with piers.

There are important gaps between buildings, often allowing access to side garages. The bungalows were originally mainly of painted render over brick plinths, with brick surrounds to doorways and a linking band course. The deeper roofscapes and attractive tiles and chimneys contribute to the character of the estate. All the houses have street frontages and are placed symmetrically set back from the street boundaries.

Dominant Materials and Features

- Triangular shaped layout
- Suburban location
- Houses set back behind small, well planted boundary walls and there are important gaps between buildings, often allowing access to side garages
- Bungalows are painted render over brick plinths with brick surrounds to doorways and linking band course
- Deep roofscapes
- Curved bay windows
- Attractive tiles and chimneys

The Rosecroft Gardens Conservation Area no. 46 Summary and Character Appraisal, Management Plan and Article 4(2) Guidance (adopted 18th September 2009) should be referred to.

http://www.richmond.gov.uk/conservation_area_study
Character Area 5: Nelson Road / Warren Road

Character Summary

Area 5 includes sections of Nelson Road (B338) and Warren Road (B341) and is characterised by its function as a key route through Whitton. From the east and from the west there is a sense of arrival (albeit subtle and signage is limited). This route connects to the northern end of Whitton High Street.

The area contains a diverse mix of buildings, styles of architecture and palette of materials from different eras.

The area is predominantly residential but there are pockets of other uses along the route including a parade of local shops and two primary schools.

On the whole, buildings are set back from the property’s front boundary. Many of the houses have an area of hardstanding for car parking at the front. The treatment of front boundaries is varied and the types of materials are mixed (where not removed to provide access for car parking). However, where still in place, boundaries are generally formed by low walls. Street planting is limited.

There are pockets of housing along this route that are noted locally for their history and which have created an interesting and diverse mix of property styles. For example, a row of 5 bungalows on Warren Road (opposite Redway Drive) which are reported to have been built by James Wills for his 5 daughters in the 1920s and blocks of housing that were originally part of Louis Kyess’s property portfolio.

Warren Road

Warren Road comprises mainly of 1930s two storey semi-detached or rows of housing that are set back from the main road. It is predominantly characterised by an art deco style of housing which is assumed to have been built at the same time as both sides of the street have a uniformity of architectural style. Alterations to houses here however, impacted on this sense of unity and created a lack of consistency along the street.

There are a number of front gardens that have been converted to car parking which has created a lack of consistency along the street. Large areas of hard standing have over time diminished the quality of boundaries on this frontage.

There is a small area of open space at the junction of Warren Road and Nelson Road. This is a welcome piece of green space along a main road which positively contributes to a sense of place and arrival in Whitton from the east.
Character Area 5: (continued)

Nelson Road / Warren Road

Dominant Materials and Features
- 1930s art deco style rows with oriel windows, brick band course, pebble dash and red/brown brick
- Low malthoe/brown boundary walls with planting set within front gardens
- Machine-made roof tiles, chimneys
- Tree lined street
- Front gardens converted to car parking

Nelson Road
Nelson Road is predominantly residential. Architectural styles are varied and reflect development during many different parts of the nineteenth and twentieth centuries, but are generally complementary and create an interesting environment. Front boundary treatments vary and lack consistency particularly where properties have converted front gardens to provide parking areas. Scale is consistent at around two storeys.

The area includes other uses such as Nelson Primary School and small pockets of local shops and services. Parking for the shops is limited and vehicles tend to park on street or on pavements where they are wide. The secondary shopping parade at 300-322 Nelson Road is of particular architectural interest for its original roof cladding feature in green glazed pantiles. An area of green open space where Nelson Road and Warren Road meet provides a welcome break in the streetscape.

Some properties have converted front gardens to car parking but many maintain an element of planting. Planting is taller in places.

Dominant Materials and Features
- Materials are eclectic and include different coloured brick, pale render, red clay and brown machine-made roof tiles. There is variety in the roof types and elevation treatment.
- The front boundary and curtilage of Nelson Primary School has black iron fencing, brick piers, dwarf wall, brick copings and hedges.
- Properties tend to be set back from the road with front gardens, low brick boundary walls and planting defining the boundaries.
Character Summary

This is the historic core of Whitton and includes a variety of building styles and residential environments. The area contains a number of distinct sub areas which each have a slightly different character from other parts of Whitton. While predominantly residential, this area also contains other land uses such as shops, local businesses, public houses and open spaces. The east side of the area is dominated by the Grade II listed Kneller Hall, which is home to the Royal Military School of Music, and what remains of its park. Immediately to the west of Kneller Hall and Kneller Road and Whitton Dene meet. These are medieval routes and an historic core of buildings marks their crossroads. To the west, the area has been fairly densely developed with houses. Murray Park and the green surrounding the nineteenth-century church of St Philip and St James provide important open green spaces.

Much of the area has been in-filled with inter- and post-war development but Victorian and Edwardian villas and terraces are to be found throughout the area. Kneller Hall can be seen from numerous points, with its scale and stature providing glimpse views from the surrounding areas and treeing vistas.

To the east Chase Bridge primary school has been built and there has been some residential development. A small clutch of historic buildings remain on the junction of Kneller Road and Whitton Dene.

The former chemist’s shop/photographer’s studio is notably attractive. To the south of the crossroads is a late-nineteenth/twentieh century terrace of mock and red brick houses on Seaton Road, though the rest of the residential development around it is 1930s/40s housing in the form of semi-detached pairs and short terraces. As a result of incremental development and infilling the area around Kneller Hall and the crossroads with Nelson Road/Whitton Dene in particular has suffered from piecemeal and less sympathetic development and redevelopment. The site has gradually resulted in a less cohesive and attractive historic core. Buildings of Townscape Merit in this area include the Duke of Cambridge public house, the Triangle Café and The White Hart public house.

Kneller Hall (Grade II listed)

The neo-Jacobean appearance of Kneller Hall almost entirely dates from 1848. It has an impressive front elevation and its ogee cupolas can be glimpsed from the surrounding roads. The brick wall surrounding it borders on the east side of Kneller Road and the trees beyond are visible. A portion of the surviving parkland survives around Kneller Hall.
Dominant Materials and Features

- Views and setting of Kneller Hall
- Mature trees and wide, green verges, plum trees
- Stock and red brick, painted brick, render, slate roofs

East of Murray Park

To the south of the crossroads, to the east of Murray Park are a few streets of 1930s semi-detached houses and short terraces, all with the typical vernacular-inspired detailing. This small area centres on a number of cul-de-sacs. To the west is a small triangle of open space (which is outside the study area) but nevertheless enhances the setting of the houses on Whitton Dene. Whitton Manor Road and Old Manor Drive are narrow with on-street car parking and attractive plum trees. Many of the houses retain their original features. Whilst windows and porches have been changed the streets generally retain a cohesive character as the other core external elements have not been altered.

Dominant Materials and Features

- Red brick (lower ground and up to render), render (limited to upper floors from window sill), clay tiles (on both the roof and hung on the elevations)
- Applied half-timbering
- Pitched roofs and chimneys
- Bay and bow windows and oriel windows with brackets. White windows
- Planted front gardens with dwarf boundary walls
- Narrow streets with on-street car parking and plum trees
- Garages to rear of plots or off a rear access road

Cedar Avenue / Church of St Philip and St James

The green around the Church of St Philip and St James forms an attractive centre to this sub area. It is surrounded by a number of Edwardian developments which characterise the thorough-fares of this sub area. The terrace on the east side of Hounslow Road to the south of the green appears to be a multi-attached Victorian terrace. To the north are Cedar and Colonial Avenues which have both Edwardian houses (semi-detached pairs and short terraces) as well as 1930s houses. Directly to the east of the green is a modern three-storey care home.

Dominant Materials and Features

- The Church of St Philip and St James (classified as a Building of Townscape Merit) and its setting, including green open space in which the building is situated centrally and defined hedgerow boundaries
- Red clay tiles, brick, render, pargeted dado
- Projecting bays
- Timber casements and sashes
- Porches with fretwork detailing
- Half-timbered gables
- Front gardens with low front boundary walls
- Garages and off street parking but with planted front gardens

South of Murray Park

This is a fairly mixed sub area that is more dominated by late inter-war developments than the rest of this area, though Edwardian developments are scattered throughout, especially along Hounslow and Kneller Roads. The houses are largely two-storey and semi-detached pairs on short terraces. The development around Prospect Crescent is generally much more simple detailed than elsewhere in Whitton. Murray Park to the north is what remains of Whitton Dene Estate and attractive, mature trees survive.
Character Summary

This area comprises a large area of predominantly 1930s suburban housing of varying types and styles. The housing is mostly two storey semi-detached, but there is also a wider mix to be found, including packets of detached houses, short rows of terraces and bungalows. The plan form of development has grown more organically than other more formally planned areas of Whitton. The area north of Felsham Road was historically part of the 3rd Duke of Argyll’s estate and park, which has since been developed for housing. Some elements still exist, including a length of moat and cedar trees (near Wills Crescent). Development is then expanded south of Nelson Road.

Constance Road and surrounds

There is consistency to the style of housing on the roads surrounding Constance Road. The houses typify a 1930s style: semi-detached, red clay tiles on a hipped roof with chimney; red/brown brick ground floor/band and pebbledash; double bay frontage with peaked mock-tudor gable and red tile detailing on the bay; an oriel window above the front porch which has a brick detailed archway with keystone. Many of the houses in this area have maintained original features or have more sympathetically undertaken upgrades which are reflected in the quality of the streetscape.

Park Avenue, Rydal Gardens and Runnymede Road

Inspired more heavily by the Arts and Crafts style. Whilst streets are still typically 1930s in plan form, housing along these roads have additional, more intricate and complicated detailing, which include one or more of the following: multiple pitches/steep pitch/mansard style roofs, corner windows, distinctive porches and front doorways on low window bases.

Argyle Avenue and surrounds

The area contains an eclectic mix of 1930s style housing and types including bungalows and 2 storey semi-detached and short terrace rows. The housing along these streets is characterized by a mixture of mature trees and lines of plums which are characteristic of Whitton. Many properties have converted front gardens to car parking, introducing a more varied mix of new boundary materials and is slowly diminishing the quality of the streetscape in some areas. Front garden boundary treatment is of particular note at 245-247 Argyle Avenue and 1-7 and 2-16 on Whitton Way. The 1930s maisonettes located there have art deco, rendered and texture concrete piers to entrance which are mainly intact. Alterations and adaptations are common in this area; some more appropriate than others. In some cases changes, such as new windows, and paint colours have altered the consistency of the materials palette. 1930s properties tended to be designed as pairs or more. In this area, alterations have resulted in a number of mismatching sets.

Coningwood Close and surrounds

1930s maisonettes, located there have an art deco, rendered and texture concrete piers to entrance which are mainly intact. Alterations and adaptations are common in this area: some more appropriate than others. In some cases changes, such as new windows, and paint colours have altered the consistency of the materials palette. 1930s properties tended to be designed as pairs or more. In this area, alterations have resulted in a number of mismatching sets.
West of the High Street

Collingwood Close and surrounds

The area contains a mix of housing types and styles and was evidently developed following the completion of adjacent housing north of Helios Road and east of Hospital Bridge Road and in response to the constraints of the railway line. Collingwood Close is a horseshoe-shaped street and housing is less detailed than other parts of Whitley but does retain low brick boundary walls (in keeping with the housing) and planted front gardens. More recent development has also occurred where infill sites have been found.

Dominant Materials and Features

■ Typical elements include: red or brown brick at ground floor and pebbledash; white windows; bay windows; red clay roof tiles; block rainwater goods.

■ Darker coloured clay or machine-made tiles are common and tend to be used on the simpler, detailed properties, but not exclusively.

■ White/light coloured render would appear to be a common form of renovation works and may not have been original but is sometimes favoured over pebbledash.

■ Most of the houses are set back from the street frontage with a front garden or driveway and typically low brick boundary wall. There are few examples of houses with garages and many have converted front gardens to hard standing for parking.

■ Generally, houses tend to be semi-detached with a double bay frontage, pedimented gable with a hipped roof and chimney. Architectural detailing varies from street to street and there is not necessarily a consistent style, but there is a consistent series of details and elements that together give a sense of coherence. Details include: porches or lean-to’s, oriel windows, detailed brick work on bays, red tiles on bays, detailing on front gables, multiple pitches on roofs.

■ There are examples of houses which reflect the Arts and Crafts and mock-tudor styles.
Character Summary
This area contains a variety of development styles from different areas from the 1930s to the present day and has therefore been divided into various sub areas. The development of this part of Whitton and Heathfield came slightly later than other areas in the village. As a result it is a little more piecemeal and less consistent in terms of house types compared to other areas that were planned and comprehensively developed at the same time. Of note is the dividing infrastructure of the railway line and A314 Hanworth Road. In particular, the Stephenson Road area is a large cul-de-sac enclosed by the railway line, whilst the Edgar Road estate is isolated, being on the west side of Hanworth Road. The recreation area to the west of Hanworth Road is an important local amenity.

There are a number of different sub-areas which can be broadly described as follows:

Edgar Road Estate
The Edgar Road estate was built around the 1960s and includes low, medium and high rise development. The plan form of development is typical of the approach at the time to providing high density housing by building vertically. Buildings/living spaces are separate from open space and car parking. The area includes the single storey Edgar Road Youth and Community Centre and playground. Materials and the design of the external environment are basic and functional.

The medium and high rise buildings have recently undergone improvements and have been re-rendered in bright colours.

Low rise, two-three storey houses have rear gardens with a short, defensible front space and car parking on street.

Dominant Materials and Features
- Terraced houses have buff coloured brick, brown windows, front stoop with timber lean-tos and hipped roofs
- Maisonettes are 5 storey with pale blue, cream and terracotta rendered exteriors, white UPVC windows
- High rise buildings are fifteen storeys with blue rendered exteriors, white UPVC windows

Feltham Triangle Estate
Housing off Stephenson Road, known as the Feltham Triangle Estate, was built in the late twentieth century resembling a Radburn style estate and comprises 2-3 storey rows of housing. There are ample areas of green space, both private and public, and some surface parking. One pedestrian access over the railway exists in addition to the Stephenson Road, the former leading residents toward the Hanworth Road retail parade.

Dominant Materials and Features
- Brick and rendered maisonette blocks with red/brown machine-made concrete roof tiles
- White UPVC windows
- Houses have front projections or canopies, timber panelling, black rain water goods, short, front defensible space, rear gardens and separate car parking usually in a court yard

Hanworth Road area
Hanworth Road is a main road and is in a transitional zone between Whitton and Heathfield. Travelling in a southerly direction from the Nelson Road junction, traditional 1930s terrace houses are identifiable but development styles increasingly change and there are instances of plus IFLs and or infill developments. Architectural styles and materials are eclectic and vary from 1930s style semi-detached houses, rows of terraces, detached houses and bungalows. For the most part these benefit from inter-war features such as tiled roof and ideal/residential frontages and front and rear gardens. The north end of the Conway Road cul-de-sac has some more recent three storey flat blocks and garages.
Character Area 9: Percy Road / Ryecroft Avenue and surrounds

Character Summary

This area is almost entirely composed of inter-war housing with vernacular-inspired detailing presenting many classic and well-preserved examples of the architecture of the period. Most buildings are semi-detached, two-storey houses with garages. There is little evidence of any variation to the standard design through much of the east of the area (east of Ryecroft Avenue). Each house has a front and rear garden and the streets are planted with trees.

Along the Chertsey Road (A316) the semi-detached houses are post-war and much more simply detailed with pitched roofs and elevations faced in brick and either render or timber cladding.

The southern end of Percy Road includes a number of important community buildings including the Twickenham Academy (a rebuilt secondary school which reopened in 2013), the Whitton Community Association and the Whitton Corner Health and Social Care Centre. The church of St Augustine of Canterbury is also located at the southern end of the character area.

West of Ryecroft Avenue housing tends to include some art deco features such as rounded windows.

There are two sub-areas within this character area:

Percy Road, Ryecroft Avenue and surrounds

Sub-area 1 represents most of the character area and almost all semi-detached houses with the occasional detached example. The front elevations of the majority of the houses have brick ground floors, with rendered first floors. They are two bays wide with a projecting bay under a gable. The projecting bays have hung tiles between the first and ground floor windows and the gables have decorative half-timbering. The doors are recessed under semi-elliptical brick arches and have a projecting window at first floor above.

Exceptions to this design include the post-war houses along the Chertsey Road, the Winning Post Public House also on the Chertsey Road and the small brick Methodist Church on Percy Road.

Dominant Materials and Features

- Pitched and hipped roofs with chimneys
- Clay tiles, render, brick, timber windows with leaded lights
- Gables with applied half-timbering
- Front gardens with dwarf walls
- Brick gables
- Street planting

Ashley Drive and surrounds

To the west of Percy Road are a few streets around Ashley Drive and Crabwood Drive which have both the building type described under sub-area 1 as well as a more residential / semi-detached houses. These have been altered so that the original character is less apparent in some cases but there are good examples which retain some original window and flat-roofed porches. These modern and traditional housing types are interspersed alongside one another.

Exceptions to this are the Bishop Perrin Primary School on Hospital Bridge Road which is a single-storey brick building with a slate pitched roof with gables on the sides.

Dominant Materials and Features

- As sub-area 1 but including curving Crittall windows
- Flat-roofed porches
- Pastel colours
Character Area 10: Warburton Road and surrounds

Character Summary
This area lies to the west of Hospital Bridge Road and is characterised by short terraces and semi-detached pairs of largely inter-war, two-storey houses. However, the main Warburton Estate comprises 1930s London County Council style terraced cottages - with vernacular details such as clay roofs and originally casement windows.

The south side of Longford Road and the north side of Powder Mill Lane were completed after the Second World War though stylistically there is little distinction between the two phases.

The following features are noted:

- The buildings are simply designed and detailed, set back from the road behind front gardens, which are in some cases now given over exclusively to car parking and resulting in the loss of the boundary walls.
- A feature of the estate is a series of triangular greens (Warburton Road) planted with trees to create a garden city feel to the estate. Front boundary treatments were originally chestnut picket fencing.
- The terraces are largely rendered at first floor and sometimes at ground floor. In the instances where they are rendered on both floors, they tend to have a brick string course between the two.

The central bays are often finished in red brick (which have decorative elements) with a gable above. Many of the houses in the middle of the terraces have communal passages through to the rear gardens.

Where Springfield Road turns the corner into Cobbett Road the houses look over Heathfield Recreation Ground which borders the development to the east.

The Heathfield Children’s Centre and Heathfield Junior School are also included in this area.

Dominant Materials and Features
- Pitched, hipped roofs with chimneys
- Clay pantiles, render, brick
- Casement windows
- Brick detailing
- Small green spaces, street trees
- Front garden with fences or low boundary wall

42 Character Area 10: Warburton Road and surrounds
Character Area 11:
South of Harvey Road / Hanworth Road Retail Parade

Character Summary
This area extends east of Hanworth Road and south of the railway line towards Power Mill Lane, covering a mix of 1930s semi detached properties and bungalows alongside a range of 1970s and 1980s development and the retail parade along the Hanworth Road and Powder Mill Lane.

Three areas have been identified: Redfern Avenue / Gerard Avenue, with largely intact inter-war stock; the residential area between Harvey Road and Powder Mill Lane, including Lea Close and Heathside with a range of 1970s and 1980s developments and the retail parades on Hanworth Road and Powder Mill Lane.

Redfern Avenue / Gerard Avenue
Along Redfern Avenue the properties are typical 1930s semi detached dwellings with bungalows interspersed. The preservation of original detailing varies on each building. White render, red tiling and bay windows are evident although some buildings, particularly along the east of Redfern Avenue, have more predominant grey render and rounded art deco finishing suggesting later construction. As in other areas, some front gardens and boundary walls have been lost to make way for car parking.

Dominant Materials and Features
■ Pitched roofs
■ Tiles
■ White / grey render

Heathside, Harvey Road and Lea Close
Heathside and Harvey Road comprise a mix of 1930s semi-detached properties along with modern infill. Modern development along Harvey Road and Danlock Close takes cues from the inter-war surroundings including pitched roofs and white paint / render, unlike the Bristol Close development which is less sympathetic in design.

Heathside has a range of styles from well preserved inter-war bungalows and semi-detached properties to a three storey 1970s block of flats. The pavement retains some original paving slabs and strips of tarmac, appearing rather patchwork. Atherley Way and Dunleary Close are 1970s terraces with red brick, the latter with characterful red tiling between first and second floors.

Arden Close and Lea Close are modern two and a half storey developments that have taken some features from the inter-war stock including dormer windows (Arden Close).

Hanworth Road retail parade
The Hanworth Road retail parade has been largely adapted from 1930s semi-detached residential buildings, with flats retained above. The retail frontages are in a state of varying quality and repair, some incorporating security shutters. There is broad conformity to the primary shop fascia in terms of position and size but there are further opportunities to enhance this. The public realm and streetscape appear mixed, with the roadlayout patterns in better condition than the area directly in front of the units. The most southern buildings appear to be of a different construction period and have a less consistent presentation. The public house is further south and has a large outdoor area of recent construction. The building retains traditional features including top windows and a steeply pitched roof.

Dominant Materials and Features
■ Pitched roof
■ Tiles
■ Render
■ Bay windows
■ Low boundary walls
■ Resin bond surfacing
■ Alleys between buildings

Power Mill Lane parade
The Power Mill Lane parade is a terrace of inter-war and modern stock with retail at ground and flats above. There is less conformity in the shop front fascia than on Hanworth Road retail parade, which detracts from its appearance. There is also greater use of extended canopies (of varying types) and pavements, although the frontage is more varied rather than laid out on the north side of the road.
Character Area 12: West of Hanworth Road

Character Summary
This area is particularly diverse, bounded by the Hounslow border, the Hanworth Road and Godfrey Way. Curtis Road and Mill Farm Crescent are more recent, Farm Road being a social housing development. Curtis Road contains Mill Farm Business Park in the western end. To the south west is Little Park, an important green feature with an opportunity for improved access for Richmond Borough residents.

Curtis Road
The north of Curtis Road displays predominantly 1930s terraces alongside some modern terraced units. Towards the south 1930s bungalows are prevalent with typical character of white render, red slate roofs and low boundary walls. The east-west route contains two garages, one red brick, one grey render. There is considerable variation in boundary wall types.

Dominant Materials and Features
■ Pitched roofs
■ Tiles
■ White / grey render
■ Bay windows
■ Low boundary walls
■ Standard brick
■ uPVC windows

Mill Farm Crescent
Mill Farm Crescent presents largely inter-war terraces of varying degree of preservation. Mill Farm Crescent (north) is characterised by ground floor brick and first floor white render with some total conformity. The west side consists of red slate roofs and on the east side grey. Many boundary walls have been lost or altered. Mill Farm Crescent (south) is a wider street with projecting end of terrace units. Development on Hanworth Road is more modern and lacks render.

Dominant Materials and Features
■ Pitched roofs
■ Tiles
■ Upper floor render
■ Bay windows

Farm Road
Farm Road is a four storey social housing estate bordering Crane Park. It is in good condition of 1990s build and set out in a linear ‘U’ shape around grassed open space with areas of surface parking.

Corfe Close
Farm Road leads to the cul-de-sac of Corfe Close. This recent, off grid developments of three and four storey flats and maisonettes. Corfe Close / Carisbrooke Close has a children’s play area. The flats and maisonettes along Corfe Close follow the curve of the road.
Character Area 13: Waverley Avenue / Lyndhurst Avenue and surrounds

Character Summary

This area covers a fairly large grid of parallel and perpendicular residential streets. The buildings are inter-war / post war semi-detached pairs of either bungalows or two-storey houses, seemingly interspersed at random. Many have retained original features creating a strong sense of character whilst being differentiated by individual detailing. Particularly noteworthy are half timbering, projecting bays and gable details. The plans are generous, resulting in many of the buildings having been extended to the side. All have front and back gardens, though many of the frontages are now used exclusively for parking. The pavements are laid with concrete paviours and tarmac, and planted with trees, many of which are mature. The continuation and appearance of boundary walls varies.

There are no distinct areas where the urban grain changes but there is an open green triangle at the north-east end of Ellerman Avenue.

The area borders Crane Park to the south which follows the course of the River Crane and is a valuable asset for the whole of the village in amenity and ecological terms. This area is wooded with the notable Shot Tower, which is grade II listed and the only surviving building from the old Hounslow Powder Mills.

Heathfield Recreation Ground lies to the north of Powder Mills Lane.

Dominant Materials and Features

- Brick, render, clay tiles, applied half-timbering
- Pitched, hipped roofs with chimney stacks
- Gables, projecting bays, oriel windows
- Timber windows, with high-level emphasized (queen) transoms
- Front gardens with short boundary walls, garages
- Space, planting
The traditional mock-Tudor and Arts and Crafts styles were often blended with vernacular motifs to create a melting pot of traditional rural character with a touch of contemporary influence. The 1930s style is an ‘old meets new’ design approach; a response to an acute housing shortage. This was the age when millions of people moved from one part of the country from another, and it is always advisable to ask for samples that you can look at on site and compare with the palette of render colours and materials used in Whitton. Bricks were also often well-designed. In Whitton, brick is used as a facing material on front elevations. Most often, it is the correct materials is important for any replacement or renovation to existing buildings. Even for a building was constructed. It is important to consider neighbouring properties in the same area. Sourcing materials is very important, as it achieves good thermal insulation whilst preserving the character of the building. Stone is not a common feature of residential properties in Whitton and Heathfield. It does, however appear on the High Street as detailing in the Neo-Georgian style blocks. Stone dressings can be repaired rather than replaced as a well-maintained house is usually also worth more. Timber was commonly used for doors, windows, frames, eaves, lintels and bargeboards. Applied half-timbering (usually painted black in the twentieth century) is also a common feature of the Mock-Tudor style, particularly strong among houses such as Brioll Grade II listed timber was not at that time as a result of the architectural character and is easily lost. Many of the new developments discarded brick and pebbledash housing remain. Throughout the twentieth century painting pebbledash was particularly fashionable at the time. Pebble-dash was particularly fashionable at the time. Many of the houses in Whitton were originally built using pebbledash which was applied on the first floor elevation (above the brick). Wood double-glazing should always be considered if replacement is necessary. When repairing windows and front gates and boundary walls had decorative stained glass in the doors and windows and front gates and boundary walls. Stone dressings can be repaired rather than replaced as a well-maintained house is usually also worth more. Timber was commonly used for doors, windows, frames, eaves, lintels and bargeboards.

Materials are a large part of what defines the character of an area. They vary depending on when and where a building was constructed. Even when buildings of the same period, the subtle differences in construction materials can be what distinguishes buildings in one part of the country from another, contributing to local distinctiveness.

Whitehall rapidly expanded from the 1930s in response to an acute housing shortage. This was the age when millions of people moved from one part of the country to another, and it was predominantly developed during one period. Thus the character of the area is typical of this era developed during one period of large scale development the materials used are consistent across the area. Whitton was developed during one period of long scale development. The materials used are consistent across the area.

Materials

Brick is a common material found throughout Whitton. In Whitton, brick is used as a facing material on front elevations. Most often, it is found on the ground floor section of a building – as a plinth or up to the top of the window. Brick is also used decoratively, for example, around arched doorways or herringbone brickwork panels. Importantly, the same brick was also used to construct a low boundary wall in keeping with the houses and to clearly define the property boundaries. The brick bond (the pattern in which it is laid) is significant and adds to the subtle character of an area. Much historic brickwork is laid in Flemish bond (and this is the case on Whitton High Street) but it is important that any reinstatements or repairs are carefully followed whatever brick the building is constructed in.

Pebble-dash was particularly fashionable at the beginning of the twentieth century. Many of the houses in Whitton were originally built using pebbledash which was applied on the first floor elevation (above the brick). Many good examples of such reinstatement and pebbledash housing remain. Throughout the twentieth century painting pebbledash was particularly fashionable. Painted render tends to be white or applying a smoother render became fashionable. Painted render tends to be white (or different shades of white). This method has been more successful when adjoining semi-detached houses (terraced rows or even semi-detached under the same ownership) and the same colour palette. When choosing to paint pebbledash or render, it is important to consider neighbouring properties; the adjoining semi-detached properties. It is advisable to advise for samples that you can look at on site and compare with the palette of render colours on your street.

Timber

Timber is never a good idea. Many of the houses in the High Street are part of the tenement blocks which are part of the area. Whitton houses have driveways with garages. What we now have front and rear gardens and occasionally semi-detached, 3 bedroom houses with a typically rectangular layout. Houses is two storeys, semi-detached, with a local High Street and railway station and was predominantly developed during one period. The materials used are consistent across the area.

Materials and style

Crafts styles were often blended with twentieth century Modernists design and construction techniques. Rosecraft Gardens was a remarkable example of where modern design enhanced the building style with modernised and improved housing. New designs are also an important part of what defines the character of an area. Much historic brickwork is laid in Flemish bond (and this is the case on Whitton High Street) but it is important that any reinstatements or repairs are carefully followed whatever brick the building is constructed in.
Features

The 1930s houses of Whitton display a wide variety of distinctive features. It is these features that define the character of each semi-detached (pair), terrace row or even an entire street. The materials and features of each distinctive house work together; collectively they create an attractive and consistent street scene. There are examples in Whitton where this consistency of character is retained and where the alterations, adaptation and upgrading of properties which have been made have been undertaken with care and consideration.

The photographs in this section illustrate the variety of features and detailing found in Whitton.

Extensions and Alterations

It is inevitable that homes need maintenance and homeowners desire to adapt their properties to suit their changing needs. This guidance is aimed at informing and encouraging those seeking to make changes to consider types of materials, features and design proposals that would be appropriate, in keeping with the character of Whitton and acceptable should a planning application be required. Advice from a council officer should be sought as permission may be required.

Some key considerations when thinking about adding an extension to or adapting your home are:

- Semi-detached houses were typically designed as a pair – the features and materials usually mirror the adjoining property. The same principle applies to terrace rows. The houses tend to be symmetrical and so roof shapes, chimneys, bay projections, windows, doors and porches tend to match. The points below should assist in considering how to manage this matter.
- Consider what elements of the house are visible from the street. Side or upper storey extensions normally work best when they are set back from the front elevation (a subtle, sometimes minimal, step back from the front building line can be enough).
- Consider the size of an extension and whether it is too large (or too small) in proportion to the house and its features. Overbearing or oversized extensions that are out of keeping with the scale and proportions of surrounding properties would not generally be considered appropriate.
- Building additions shouldn’t look out of place, with a variety of distinctive features to be keeping with the existing houses. The design build and use of semi-detached houses will continue common practice in today’s construction industry. For example, there is a number of good examples of porch extensions/ replacements which are comfortable, because they have adopted suitable building lines and have chosen suitable materials with the scale and proportions of the existing property. Additions that do not sit in need to detract from the property and street.
- Avoid removing distinctive, decorative features and replacing them with plain features, for example, replacing oriel windows with plain windows, replacing oriel windows with flat windows or rendering/painting over decorative brick panels or tiles.
- Building additions shouldn’t look out of place and should seek to be in keeping with the existing house. The design, build and use of materials in Whitton are still common practice in today’s construction industry. For example, there are a number of good examples of porch extensions/replacements which sit comfortably, because they have adopted suitable building lines and have chosen suitable materials that tie in with the house and neighbouring properties. Additions that do not sit in need to detract from the property and street.
- Avoid applying half-timbering to the underside of the roof.
- Retaining, maintaining and repairing original features is encouraged. However, if this is not practical, try to choose replacement materials that maintain the character of your property. For example, try to avoid UPVC windows as these are often unattractive in design, but if using them look for narrow and equally sized white frames with top openings.
- Pitched and hipped roofs are common roof types. This may need to be kept in mind when making changes to properties which are not typically found in Whitton, with the exception of garages which often have a simple, gabled or lean-to form.

Guidance on front gardens/forecourts is provided in Section 10. The annotated photographs on the adjacent page and overleaf provide a guide to typical 1930s features and materials.
7. Features and Materials (continued)

Windows / replacement window material and style

Where possible all original features of inter war properties including windows of metal or wood should be retained and maintained. It is acknowledged that in some cases it is necessary or deemed desirable to replace original windows with plastic or uPVC glazing / double glazing. In these cases the following advice is provided:

■ If choosing uPVC, owners should look to replace the size, look and proportions of original openings.
■ 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. Very thick frames not only look chunky but reduce light into the room. Outer frame thickness should not be excessive.
■ Where possible use raised rather than ‘flat’ inserted glazing bars.
■ Leaded light windows add much character to a building and the street. Stained glass should be retained and incorporated where possible. Secondary glazing can be an effective alternative to window replacement.

■ Thin profile double glazed glass is available that can be fitted into existing circular frames. This can be a way of upgrading the sound and insulation performance of windows without the need for total replacement.
■ If your neighbour has recently done a good job of undertaking some maintenance or has replaced windows, roofs, fascia boards or soffits, for example and has done so in a way that is in keeping with the character of the property why not ask them what materials they used and where they sourced them from?

1. The frames and openings do not reflect their historic configuration or opening as sash windows.
2. Original sash windows replaced with inappropriately configured uPVC frames with excessively chunky opening casements rather than sashes.
3. Original windows replaced with inappropriate frames that include a fixed triangular pane at the top that detracts from the gothic arched form of the window – losing all of the architectural detailing and style of the original.
4. Whilst the sashes would benefit from raised glazing bars, considerable effort has gone to replicate the original sash windows, including the addition of ‘horns’ on the underside of each top sash.
5. Replacement of original sash windows with top hung uPVC frames and internal glazing bars diminishes the character of the windows and the building. By having the opening window at the bottom it also turns upside down the traditional visual hierarchy of the windows.
7. Features and Materials (continued)

Whitton's 1930s and inter-war period housing

Examples of housing developed in the late 20th century in Whitton

Adaptation and Extensions

As a general rule don’t…..

1930's Housing Features

- As a general rule don’t extend your house with development that is dominating or out of scale. Try and retain roof lines and shape (e.g. by keeping a pitch roof).

- Don’t remove boundary walls at the front of your house. If replacing or maintaining boundaries try to match the brick with your house.

- Adaptation to this property has used matching bricks and maintained the brick plinth with render above. The front boundary wall is in keeping.

- Chose replacement windows, soffits, barge boards, gutterings, roof tiles and doors that complement your house style. Think about mortar when re-pointing brick work.

- Use of red brick, render and symmetrical elements (Shelburne Drive)

- Single storey bungalows with deep projections, brick plinth and matching boundary walls

- Original features have been maintained including painted joinery

- Flat or pitched canopies (on brackets). The example is a flat canopy over a door with side lights

- Detached housing (with alternating designs)

- Glazing with Deco sunbeam motif

- Arts and Crafts style, multiple pitched roofs, tile detail on a pitched gable, bow window. This pair of adjoining properties have white painted render

- Brick arched doorway

- Red brick and applied half-timbering with oriel window and side lights

- Patterned brick panels and applied half-timbering (usually painted black)

- Warm coloured pebbledash, white windows frames with clean lines

- Oriel windows

- Tree lined streets and planted gardens

- A good example of a rear extension which is in keeping with the style of the original dwelling

- Don’t extend your house with development that is dominating or out of scale. Try and retain roof lines and shape (e.g. by keeping a pitch roof)

- Arts and Crafts inspired design

- A garage extension, replacement windows and restoration work have been sympathetically undertaken

- Don’t remove boundary walls at the front of your house. If replacing or maintaining boundaries try to match the brick with your house

- Red brick and pebbledash with red hung tiles on bay projections (this property is also a good example of a well integrated extension)

- The adaptation to this property has used matching bricks and maintained the brick plinth with render above. The front boundary wall is in keeping.

- Chose replacement windows, soffits, barge boards, gutterings, roof tiles and doors that complement your house style. Think about mortar when re-pointing brick work.
History
Whitton High Street developed in the 1930s and many of the original buildings remain with the character reasonably intact. There are limited development opportunities but some are identified in the emerging Local Plan Site Allocations Plan (noted below).

Whitton is in the west of the Borough being a medium size food store within the High Street as well as small-scale convenience, non-food shopping and a number of local independents which serve the local community. There are community and educational facilities here, but relatively few offices compared to other centres. The station is in the main street and is a key gateway.

Policy
The Core Strategy establishes Whitton as a district centre which has an important role in meeting local needs. The strategy is to maintain the retailing and employment base functions.

Special Policy CS8 states that “Whitton Town centre should maintain and reinforce its role and maintain the level of service uses, encourage other use of a scale appropriate to a district centre. Increase the amount of parking when considering a retail scheme.”

Spatial Policy CS8 states that “Whitton Town centre should maintain and reinforce its role and maintain the level of service uses, encourage other use of a scale appropriate to a district centre. Increase the amount of parking when considering a retail scheme.”

Development Management Plan Policy DM TC1 – Larger Town Centres – “To maintain and improve the town centres, the Council will require appropriate development to take place within the identified Whitton Town Centre boundary.”

The four sites identified within the emerging Site Allocations Plan document are located within the Whitton Town Centre Boundary. These sites are identified for a mixed range of uses as follows:

**WT 1 Whitton Library Nelson Road, Whitton**
Proposal: If library relocated, residential, including affordable units.

**WT 2 Iceland Store, 26-30 High Street, Whitton**
Proposal: A comprehensive redevelopment for mixed town centre uses to include residential including affordable residential, retail, services and possibly a new Library, parking and servicing.

**WT 3 Kneller Hall Telephone Exchange, Ashdale Road, Whitton**
Proposal: Residential, including affordable residential units

**WT 4 Whitton Station, High Street, Whitton**
Interchange improvements

Spatial Consideration and Development Principles

North of the High Street (Telephone Exchange, 26-30 High Street, Whitton Library)

The design and development of the northern section of the High Street should be considered comprehensively in order to contribute positively to the function of this area. The surrounding context and local uses will need to be considered. Whilst the sites identified may be developed independently, best practice urban design principles need to be applied in order to ensure the proposed developments address the functional and design needs of this part of the High Street.

These are considered in turn on the following pages.

8. Guidance for Development Sites

**Whitton Library**

The existing Whitton Library is a single storey development on a narrow, linear plot off Library Way. The building is situated immediately adjacent to two storey residential properties and single storey garages and is adjacent to the rear servicing areas of retail units on the High Street. It is also located adjacent to the only car park in the town centre. To the rear of the building are public toilets. Pedestrian access to the High Street is via a alley next to the Lidl store.

In terms of specific features, the side elevation is poor and uninviting. The front entrance and elevation on Nelson Road does however add some interest with a circular shape and brick finish. The public realm has been recently improved.

Development Principles:

- The building should address and enhance the Nelson Road frontage. The development should improve the aspect and streetscape on Library Way.
- Appropriate boundary treatments should be included and where possible the public realm enhanced.
- Respect the residential amenity of neighbouring properties.
- Consider adjacent uses and mitigation, including the service area and car park.
- Development should be in context with the surrounding residential properties.
- The site should not be overdeveloped in terms of scale and massing.
- Access is to be maintained along Library Way. This should ensure a high quality of presentation and contribute to the quality of the streetscape.

**WT1: Kneller Hall Telephone Exchange**

**WT2: Whitton ‘block’ library**

**WT3: Iceland**
Development Principles:

- The building should be set back from the road (excluding the Shopfronts SPD 2010) or should not reduce the distances to the neighbouring residential elevations.

- The design and appearance should be attractive, safe and welcoming.

- The existing site is different in style from the rest of the High Street having been developed in the latter part of the twentieth century with a flat roof and an alternative approach to the façade design. The building is two storeys although the front elevation only has openings at ground level. The block is located on a gently curve in the street which means that it is visible from the northern gateway (from Nelson Road). Whilst this building’s style is of its time, the height, eaves line and articulation (combined) are out of keeping with the surrounding buildings.

- Buildings immediately adjacent to the site have a typically 1930s and art deco vernacular. They gently curve in the street which means that it is visible from the north.

- The site is located on Ashdale Road and is currently occupied by a telephone exchange. The surrounding area is predominantly residential. To the rear of the site is a car park off Library Way. There is no access between the site and the car park. Ashdale Close is at a slightly lower level than Tranmere Road. The scale height and mass of the telephone exchange is larger than surrounding residential buildings. The telephone exchange is not commercial on Ashdale Road (which is generally set back two storey residential houses). The telephone exchange is higher at the rear and screening up to four storeys.

- The building should be set back from the road (excluding the Shopfronts SPD 2010) or should not reduce the distances to the neighbouring residential elevations.

- The design and appearance should be attractive, safe and welcoming.

- The station is an important gateway and anchor at the southern end of the High Street and generates important footfall for shops and businesses. The station is also regularly used by visitors travelling to Twickenham Stadium.

- The existing site is different in style from the rest of the High Street having been developed in the latter part of the twentieth century with a flat roof and an alternative approach to the façade design. The building is two storeys although the front elevation only has openings at ground level. The block is located on a gently curve in the street which means that it is visible from the northern gateway (from Nelson Road). Whilst this building’s style is of its time, the height, eaves line and articulation (combined) are out of keeping with the surrounding buildings.

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- The building should be set back from the road (excluding the Shopfronts SPD 2010) or should not reduce the distances to the neighbouring residential elevations.

- The design and appearance should be attractive, safe and welcoming.

- The station is an important gateway and anchor at the southern end of the High Street and generates important footfall for shops and businesses. The station is also regularly used by visitors travelling to Twickenham Stadium.

Development Principles:

- Respect the residential amenity of neighbouring properties.

- Development should address Ashdale Road and should be no greater than (or approximately equivalent to) the existing building height on the frontage.

- The development should maintain the height, eaves line and articulation of the existing building (which is set back from curtilage) or should not reduce the distances to the neighbouring residential elevations.

- Development should be a minimum of two storeys and could be up to four storeys (but no greater than the highest point/ridge line of the telephone exchange). The building should be in an appropriate design.

- The design and appearance should be in keeping and enhance, not detract from, the vision.

- The design and appearance should be consistent with the visual guidance provided in the document and local planning policy (including the Shopfronts SPD 2010).

- The design and appearance should contribute to the visual character of Whitton.

- The design and appearance should be attractive, safe and welcoming.

- The existing site is different in style from the rest of the High Street having been developed in the latter part of the twentieth century with a flat roof and an alternative approach to the façade design. The building is two storeys although the front elevation only has openings at ground level. The block is located on a gently curve in the street which means that it is visible from the northern gateway (from Nelson Road). Whilst this building’s style is of its time, the height, eaves line and articulation (combined) are out of keeping with the surrounding buildings.

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- The design and appearance should be attractive, safe and welcoming.

- Public realm improvements should be high quality and be in keeping with the public realm improvements undertaken along the High Street.

- The station is an important gateway and anchor at the southern end of the High Street and generates important footfall for shops and businesses. The station is also regularly used by visitors travelling to Twickenham Stadium.

Development Principles:

- The station should positively contribute to the sense of arrival in Whitton. The entrance should be attractive, safe and welcoming.

- Should this area be redeveloped the visual guidance provided in the document should be complied with.

- Development should respond to its surroundings.

- The design and appearance should be attractive, safe and welcoming.

- Public realm improvements should be high quality and be in keeping with the public realm improvements undertaken along the High Street.

- The station should be accessible for all users and demonstrate best practice in terms of access and inclusivity with the provision of public toilets.

- Development should address the High Street and the ground floor should be active.

- The development should maintain the height, eaves line and articulation of the existing building (which is set back from curtilage) or should not reduce the distances to the neighbouring residential elevations.
9. Shop Front Guidance

Introduction

The Council has adopted Supplementary Planning Guidance (SPG) for Shopfronts (2010). This SPD sets out the policy context when planning permission and listed building consent is needed for new shop units and advertisements. 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 which includes general rules such as "do retain and reuse existing high quality shopfronts" and "don't propose internally illuminated signage, large fascias or projecting signs" (see the 2010 SPD for more information on signage, canopies and consents).

This document provides area-specific advice for the shops around Whitton and Whitton High Street. It does not replace or substitute the existing SPD on shopfronts but provides additional advice relevant to the character of Whitton and Heathfield Village area.

This Village Planning Guidance is intended to help inform owners what features of shopfronts are in keeping with the 1930s character of Whitton and Heathfield and the High Street. Good quality and attractive shopfronts enhance the character of an area and their retention is encouraged by the Council.

Proposals for shopfronts should usually be in keeping with the historic character of the buildings and this guidance encourages the retention, reinstatement and enhancement of original 1930s shopfronts. On shopfronts where replacement or adaptations are proposed (particularly to shopfronts that have already changed from the original 1930s style) this guidance requires new proposals to support the vision for Whitton and the 1930s character of the High Street as well as promoting good quality shopfronts in the round.

Whitton High Street

Whitton High Street has a strongly unified character. It was developed in the 1930s and built as a shopping street and focus for the newly expanding community. The parades display the different architectural styles that were popular at the time including Neo-Georgian, English vernacular and even Modernism.

It is a distinct area, anchored at either end by the 1930s railway bridge to the south and the Admiral Nelson public house to the north. Unsurprisingly, numerous small changes to the buildings including the replacement of shopfronts and windows but their overall character survives and is collectively worthy of preservation.

Whitton High Street was developed comprehensively over a single period. As a result, it is not only the individual shopfronts that are important but also how they work collectively.

Photos, drawings and therefore shopfront styles, are generally consistent. Where shops occupy multiple plots i.e. internally the shop has been made larger externally, shopfronts maintain the division between units i.e. the pilasters which separated units are still there. This is an important feature as it creates rhythm along the street and stops large expanses of blank walls or windows which would not be characteristic of Whitton.

The Council has recently invested in a shopfront improvement scheme which has restored some shopfronts in a style in keeping with the original 1930s character. Shopfronts, including their signage and canopies play a significant role in creating an attractive place that people choose to visit and live. Maintaining and enhancing shop frontages will deliver longer-term benefits and contribute to the quality and status of the High Street.
The framing and essential components of shopfronts were the same as they had been in the Victorian and Edwardian periods but were far more simple. The frames became much more slender and would often have been timber, chrome or steel. They would usually have had the overall structure of a stallriser and clerestory and recessed door that many modern shopfronts lack.

Typical 1930s shopfront features:
- Recessed doorways/entrances.
- Tiled detailing in the threshold and marble and mosaic used for lobby floors; black and white geometric tiles also favoured.
- Stallrisers (with examples of dark granite).
- Pilasters (important for subdividing units).
- Simple, slender frames. Original examples include chrome frame detailing.
- Black and white/cream was popular with deco shopfronts.
- Deco style decorative detailing to windows and doors in particular.
- Chamfered or rounded corner windows.
- Canopies (inset match the signage).

9. Shop Front Guidance (continued)

Shopfront signage:

Shopfront signage can have a significant impact on the appearance of the individual units as well as retail parades and high streets as a whole. The borough-wide 2010 SPD covers useful guidance on signage referencing size, materials and illumination. Typical features of 1930s signage are noted here with examples pictured on the following pages:

- Inspired by Art deco designs.
- Bold and clear letters/typography often all capital.
- Typefaces include Bank Gothic, Lisan – Norwood, Rider Tall, Ostrich Sans Rounded.
- Tend towards black and white or pastiche colours.
- Fascia signages limited to size of fascia/height of columns.
### 10. Forecourt Parking

#### Front Garden Parking

The Council has an existing Supplementary Planning Document (SPD) covering Front Gardens and Other Off Street Parking Standards (published September 2006). This document provides detailed advice on the legal and design issues when creating a car parking area in your front garden and access to it from the highway. The Whitton and Heathfield Village Planning Guidelines SPD draws upon the 2006 SPD, providing updated information and making specific recommendations for Whitton and Heathfield Village. It is important that the 2006 SPD is read in conjunction with the guidance below. It is also advised to refer to the London Borough of Richmond upon Thames Supplementary Planning Document on "Design Quality" and the Council’s "Public Standards" (adopted September 2006). This document provides detailed advice on the legal requirements and making specification recommendations for front gardens to parking in a manner that has significantly to the overall character of the area and local street scene. These include:

- **Boundary walls**: Boundary walls 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.
- **Low brick boundary walls**: Low brick boundary walls are the original main wall. Examples of this can be found along Albemarle Avenue. Low brick walls should be defined with a brick pillar several bricks above the upper vertical layer. Endpoints are defined with a brickwork along a street is an important characteristic.
- **Conforming traditional brick types and brickwork along a street**: Low brick boundary walls are the original main wall. Examples of this can be found along Albemarle Avenue. Low brick walls should be defined with a brick pillar several bricks above the upper vertical layer. Endpoints are defined with a brickwork along a street is an important characteristic.
- **Concrete and brickwork**: Concrete and brickwork should be used to create this space without reducing visibility.
- **Iron railings and gates**: Iron railings and gates are a traditional feature in Whitton and Heathfield contribute significantly to the overall character of the area and local street scene. These include:
  - **Close, Melrose Close and Wills Crescent to Lyndhurst Avenue (Heathfield) and Hazel Avenue (Whitton)**: Examples of this can be found in some streets. Typically railings and detailing can be found on Chestnut Avenue, Seaton Close, Hazel Close and Mayfair Avenue.
  - **Iron gates and railings**: Iron railings and gates are a traditional feature in Whitton and Heathfield.
- **Important features in Whitton and Heathfield**: Many front gardens and frontage features have resulted in greater demand for parking. In some instances works under permitted development may be undertaken irrespective of parking – extending the 2006 SPD to include these considerations should be retained as much as is practical – such as existing walls, railings or hedging. Where an opening has to be made in an existing wall, the opening has to be made in a manner that helps to maintain the area character, screen planting in as generous a manner as possible, help to absorb local exhaust fumes and create a more pleasant natural environment.
- **Permeability**: The base and finished surface should be laid at a slight gradient and be of permeable materials to allow the satisfactory drainage and absorption of rainwater. Water should drain from the property onto the driveway. A length of drain or soak-away may be required at the site boundary to prevent this or a new soak-away may be required at the site boundary to prevent this or a new soak-away.
- **Fencing**: Fencing 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, the opening has to be made in a manner that helps to maintain the area character, screen planting in as generous a manner as possible, help to absorb local exhaust fumes and create a more pleasant natural environment.
- **Retention of existing features**: The general aim of any design for car parking in front gardens should be retained as much as the existing features are practical – such as existing walls, railings or hedging. Where an opening has to be made in an existing wall, the opening has to be made in a manner that helps to maintain the area character, screen planting in as generous a manner as possible, help to absorb local exhaust fumes and create a more pleasant natural environment.
- **Private and public spaces**: Low walls define public and private space. Low walls help to create this space without reducing visibility. Conforming traditional brick types and brickwork along a street is an important characteristic.
- **Iron gates and railings**: Iron railings and gates are a traditional feature in Whitton and Heathfield.
- **Permeability**: The base and finished surface should be laid at a slight gradient and be of permeable materials to allow the satisfactory drainage and absorption of rainwater.
- **Fencing**: Fencing 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, the opening has to be made in a manner that helps to maintain the area character, screen planting in as generous a manner as possible, help to absorb local exhaust fumes and create a more pleasant natural environment.
CP7: Maintaining and Improving the support:
Main policies that the SPD will support (2009)
LBRuT LDF Core Strategy (April 2009).

Appendix 1: Relevant Policies and Guidance

- CP14 Housing
  - Housing Standards & Types
    - 14.D. The density of residential proposals should take into account the need to reach the maximum potential of use compatible with local context, while respecting the quality, character and amenity of established neighbourhoods and facilities provided by the SPD policies. The Plan considered that densities in 2009 should be in the range of 28–32.

- CP10: Open Land and Parks
  - 10.A. The Borough’s green belt, metropolitan open land and other open land of townscape importance will be protected and improved for biodiversity, sport and leisure purposes.

- CP17 Health and Well-being
  - 17.A. Health and well-being in the Borough are identified in Core Policy 13, an immediate need for primary health care facilities (especially doctor’s surgeries) which have been identified in Key Richmond, Whitton and Hanworth. For larger facilities (Bupa and West Wickham), please refer to ‘Retail and town centre uses’.

Proposals that contribute towards a suitable mix of uses will be approved, provided the PhD and other policies, including the London Plan, are met. The introduction of retail (or retail related uses), whichever the main objective, will be allowed for a healthy dialogue for key industrial uses and such proposals will be accepted.

- CP12 River Crane Corridor
  - 12.A. The Council will improve the strategic corridor to provide an attractive open space with improvements to the surrounding developments in line with the Local Plan. The corridor will improve the environment and access, and provide opportunities for the enhancement and development of key tourist destinations.

- CP18 Open Land and Parks
  - Open Land and Parks
    - 18.A. The Borough’s town and local centres will be protected and enhanced in particular:
      - 18.A. The Borough’s green light, metropolitan open land and other open land of townscape importance, World Heritage Site, Special Historic Groups, green and greens belts will be safeguarded and improved for biodiversity, sport and recreation, and for visual reasons.
      - 18.B. Promoting sustainable transport for tourists and residents that use public spaces and amenities.

- CP20 Visitors and Tourism
  - Visitors and Tourism
    - 20.A. Encouraging the enhancement of existing tourist attractions such as Key Richmond, West Wickham, and the River Crane will be provided. The Council will improve the environment and access, and provide opportunities for the enhancement and development of key tourist destinations.

- CP15: River and Flood defence
  - River and Flood defence
    - 15.A. The Council will improve the strategic corridor to provide an attractive open space with improvements to the surrounding developments in line with the Local Plan. The corridor will improve the environment and access, and provide opportunities for the enhancement and development of key tourist destinations.
4.1.7 In some parts of the borough, open

areas, including larger blocks of back

gardens, which are not extensive

trees and other features which make a positive

contribution to the local character

importance, and are valued

buildings or parts of buildings, street furniture,

improvement of the
to the local character and are valued

other proposals should conserve and enhance

for biodiversity and nature

and openness.

Policy DM HO 2 Backland

The Council will ensure to protect areas of

significant landscape and architectural

features such as walls, gates

planning and development

character or setting, by the

The Council will prepare a Conservation

basis.

3. Houses, shrubs and wildlife habitats

landscape maximised.

Policy DM HO 1 Existing Housing

Assessment and planning

4.1.6 Other Open Land of Townscape

improvement or conversion to a
dwellings are similar, new dwellings should

impact on neighbours – privacy of existing

character or quality of the area.

atmospheric pollution, or

dwellings should be

treating their powers where possible to

these should be retained or restored with appropriate

touchstone, by virtue of its

character, appearance or

be redeveloped.

Policy HD M 2 Conservation Areas

contribute to the local character

and use, and be valued

buildings to any established spacing in the

height – dwelling height should reflect the

be split, and this is in

be retained or restored with appropriate

the Council will take into

No. 2.

impact on local character;

Infill development should

height, position and quality.

Framework

character and setting when the

significant landscape and architecture

4.1.5 Buildings of Townscape Merit

Contribution to the local character

importance, and the setting of

character of areas which would be

parking.

Policy HD M 3 Conservation Areas

as a set of maximum car parking standards and

south of the Borough on

and measures to open up views into and

where the use of the access would create a

minimum standards, provided that

as a touchstone, by virtue of its

then take into account in

be adapted to their

development and town centres.

and non-self-contained accommodation

of the area

be removed or reduced.

be brought into line with

and urban features.

and measured to open up views into and

be considered as greenfield sites. Green

be adapted to their

as greenfield sites. Green

keynote importance to character, appearance or

Development and Townscape Merit

improvement or conversion to a

planning and development

be retained or restored with appropriate

be retained or restored with appropriate

be reduced.

be retained as far as

be retained or restored with appropriate

be extended to

be retained or restored with appropriate

improvement or conversion to a

be extended to

be retained or restored with appropriate

and standards of accommodation, including

improvement or conversion to a

be extended to

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be extended to
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 surrounding area based on a thorough understanding of the site and 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 public realm
- parking, access, 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

The Council will welcome proposals for development rights for forecourt parking through Article 4 directions, where important environmental or surface water flooding issues exist. The Council will be guided in its decision by proposals to extend or convert existing formal residential property.

Policy DM DC 2 Shopfronts SPD March 2010
The Council will remove the disposal of shop fronts of architectural or historic interest.

The Council will express proposals for new shop fronts or alterations to existing shopfronts 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.

Shopfronts SPD March 2010

The Council will seek to restrict permitted uses to the following:

- uses which are available and that they do not have any adverse impacts on the character and openness of the metropolitan open land;
- proposed uses which are appropriate to the shop front, surrounding streetscene and the building of which it forms part.

New shop fronts must be designed to allow the public realm to remain clear of obstacles and does not compromise public safety.

Signage and illumination to shop fronts must demonstrate a high quality of design, which complements the character and materials of the shop front and its setting; external security grilles will not normally be permitted in sensitive areas, rigid and glass flood lights will generally be unacceptable.

Policy DM 4 Integration of different types of transport and interchange Framework
Developments will be expected to improve the quality and connectivity of transport interchanges of any scale, particularly in terms of:

- Opportunities for interchange between different types of transport through the provision of appropriate facilities and good information.
- Ease of access to interchange points (e.g. parking bays) by various types of transport.
- Transport facilities which are well laid out and show access to a wide range of users (e.g. light and with accessible lifts or ramps).
- Attractive and welcoming environment – well designed civic spaces, sun and rain shelter, high quality and well maintained hard and soft landscape.
- Provide signage, including maps – e.g. good lighting, CCTV, ticket barriers.

Policy DTP 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 provide appropriate pedestrian access (see Policy DTP 3 Enhancing Transport Links). There will be a presumption in favour of pedestrian access in sensitive areas.
3. New development and schemes improve the accessibility and security of the pedestrian environment where appropriate.

Policy DTP 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 DTP 3 Enhancing Transport Links and Policy DTP 9 Off Street Parking, Reuse and New Provision.

Relevant SPDs/SPGs:

- Design Quality SPD Adopted Feb 2006
- Front Gardens and other Off-Metres Parking Standards SPD Sept 2006
- Residential Development Standards SPD March 2010
- Shopfronts SPD March 2010
- Street and Public Open Space Use SPD Feb 2006

The overall aim of the document is to provide guidance to help deliver the goal of improved streetscene and public spaces.
Appendix 2: Street names character/conservation area
<table>
<thead>
<tr>
<th>Street</th>
<th>Number</th>
<th>Surrounding Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pauline Crescent</td>
<td>9</td>
<td>Percy Road / Ryecroft Avenue and surrounds</td>
</tr>
<tr>
<td>Pembridge Avenue</td>
<td>13</td>
<td>Waverley Avenue / Lyndhurst Avenue and surrounds</td>
</tr>
<tr>
<td>Percy Road</td>
<td>9</td>
<td>Percy Road / Ryecroft Avenue and surrounds</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Warburton Road and surrounds</td>
</tr>
<tr>
<td>Powder Mill Lane</td>
<td>11</td>
<td>South of Harvey Road / Hanworth Road Retail Parade</td>
</tr>
<tr>
<td>Prospect Crescent</td>
<td>6</td>
<td>Kneller Road / Hounslow Road and surrounds</td>
</tr>
<tr>
<td>Redfern Avenue</td>
<td>11</td>
<td>South of Harvey Road / Hanworth Road Retail Parade</td>
</tr>
<tr>
<td>Redway Drive</td>
<td>2</td>
<td>Hazel Close, Redway Drive and surrounds</td>
</tr>
<tr>
<td>Rodney Road</td>
<td>7</td>
<td>West of the High Street</td>
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<tr>
<td>Rosebine Avenue</td>
<td>4</td>
<td>4 Rosecroft Gardens</td>
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<tr>
<td>Rosecroft Gardens</td>
<td>4</td>
<td>4 Rosecroft Gardens</td>
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<tr>
<td>Ross Road</td>
<td>9</td>
<td>Percy Road / Ryecroft Avenue and surrounds</td>
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<tr>
<td>Runnymede Close</td>
<td>7</td>
<td>West of the High Street</td>
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<tr>
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<td>West of the High Street</td>
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<tr>
<td>Ryecroft Avenue</td>
<td>9</td>
<td>Percy Road / Ryecroft Avenue and surrounds</td>
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<tr>
<td>Seaton Close</td>
<td>6</td>
<td>Kneller Road / Hounslow Road and surrounds</td>
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<tr>
<td>Seaton Road</td>
<td>6</td>
<td>Kneller Road / Hounslow Road and surrounds</td>
</tr>
<tr>
<td>Shelburne Drive</td>
<td>8</td>
<td>Edgar Road / Conway Road / Stephenson Road</td>
</tr>
<tr>
<td>Sheringham Avenue</td>
<td>13</td>
<td>Waverley Avenue / Lyndhurst Avenue and surrounds</td>
</tr>
<tr>
<td>Shire Mews</td>
<td>6</td>
<td>Kneller Road / Hounslow Road and surrounds</td>
</tr>
<tr>
<td>Short Way</td>
<td>2</td>
<td>Hazel Close, Redway Drive and surrounds</td>
</tr>
<tr>
<td>Simpson Road</td>
<td>8</td>
<td>Edgar Road / Conway Road / Stephenson Road</td>
</tr>
<tr>
<td>Springfield Road</td>
<td>10</td>
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</tr>
<tr>
<td>St Vincent Road</td>
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</tr>
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<tr>
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<td>Percy Road / Ryecroft Avenue and surrounds</td>
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<td>Telford Road</td>
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<td>Edgar Road / Conway Road / Stephenson Road</td>
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<td>The Ridge</td>
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<td>Tranmere Road</td>
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<tr>
<td>Vicarage Road</td>
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<td>Kneller Road / Hounslow Road and surrounds</td>
</tr>
<tr>
<td>Villiers Avenue</td>
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<td>Waverley Avenue / Lyndhurst Avenue and surrounds</td>
</tr>
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<tr>
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<td>Warburton Road and surrounds</td>
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<td>Warren Road</td>
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<tr>
<td>Waverley Avenue</td>
<td>13</td>
<td>Waverley Avenue / Lyndhurst Avenue and surrounds</td>
</tr>
<tr>
<td>Whitting Dene</td>
<td>6</td>
<td>Kneller Road / Hounslow Road and surrounds</td>
</tr>
<tr>
<td>Whitting Manor Road</td>
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<tr>
<td>Woodlaw Crescent</td>
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<tr>
<td>Wyndham Crescent</td>
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