

Lower Mortlake Road

Introduction

Purpose of the study

The purpose of the Supplementary Planning Guidance is to provide guidance for future development within the Lower Mortlake Road study area, shown on the Guidelines plan, amplifying policies and proposals of the Unitary Development Plan (UDP Policy BLT 12, 6.5516).

The council would like to promote high quality development that is sensitive to, and improves the existing character of the area, which is enhanced by historic buildings, large trees, the Sheendale Road Conservation Area, and other areas of attractive townscape.

Study area

The area covered by the Lower Mortlake Road Supplementary Planning Guidance, shown on the Guideline plan, includes properties to the north of Lower Mortlake Road down to the railway line in the south, and from Manor Road roundabout in the east to the properties bordering the 'Central Richmond, Richmond Green and Riverside Conservation Area' in the West (St. John's Road and Larkfield Road).

Character of the study area

The area has four distinct characters, which overlap and affect each other.

- The vehicular\ pedestrian movement route of Lower Mortlake Road with lots of energy and traffic, incorporating historical residential fabric and more recent medium- rise commercial development
- The historical residential fabric (to the south of and) set back from Lower Mortlake Road, including the Sheendale Road Conservation Area
- More recent high density residential development set back from Lower Mortlake Road
- The more recent warehouse\ light industrial development along the railway line

Policy

Unitary Development Plan

The London Borough of Richmond upon Thames Unitary Development Plan (1996) (UDP) is currently undergoing a review and the inspector's report has been published. Proposed modifications have been approved by Full Council in December 2002 and were placed on deposit on the 3rd January 2003. The modifications have been formally adopted by the Council for development control purposes.

Unitary Development Plan objectives

The main objectives follow, although other Unitary Development Plan policies will also apply.

- To retain the existing mix of uses in the area
- To mitigate the harmful effects of traffic and parking on townscape and amenity, and to encourage cycle and pedestrian routes;
- To ensure a high standard of design in new buildings and in alterations to existing buildings and a sensitivity to their surroundings in terms of site layout, massing, proportions, height, scale, materials and facade character
- To preserve and enhance areas and individual buildings of historic interest, architectural quality and good townscape character, and their settings and retain the distinctive individual character of the area and, to encourage environmentally responsible development

Supplementary Planning Guidance

- A part of the study area is included in the draft Kew Foot Road and Sheendale Road Conservation Area Study

Main issues within the study area

Issues arising from recent and proposed development

- Pressure on the existing mixed uses (UDP policy IMP2)
- Intrusion of 3-4 storey developments that are out of scale, with no break in the streetscape elevation (no set backs in height or break in facade)
- Pressure on the fine grain built fabric predominant in the residential character, and built fabric north of Lower Mortlake Road.

Transport and parking

- The existing cycle lanes are not clearly distinguished, this and the lack of cycle provision along part of the north side of Lower Mortlake Road leads to conflict with the pedestrians
- Increased pressure for on street parking due to an increase in non-residential uses (i.e. commercial)
- Road safety for pedestrians is a key issue along the Lower Mortlake Road
- Limited short term parking provision for customers of the local shops

Townscape

- Lack of a cohesive identity & continuity within the built environment and open environment especially along the southern part of Lower Mortlake Road
- Adverse effect of advertising hoarding and derelict buildings on the townscape

Landscape

- Large sections of the area are in need of tree planting. (Tree Strategy: November 1999 and UDP policy ENV 9)
- Need to improve the landscape maintenance, especially along the A 316

Guidance for further development within the study area

Uses

- The Council will continue to protect employment floor space (UDP policy EMP 4) and key and secondary shopping frontages (UDP policy TC5 and 6), and encourage mixed use where appropriate (UDP policy IMP2). Applications for employment development will be considered against a list of criteria specified in the UDP policy EMPI.

Transport and parking

- Cycling lanes to be separated from pedestrians and made visually distinctive from the pedestrian space. Investigate the potential for continuation of the cycle lane on the north of Lower Mortlake Road. (refer to S.106 concerning financial contributions);
- Due to the increased pressure on street parking relating to increased non-residential uses. Travel plans (UDP policy TRN 3) will also be required with all commercial development planning applications, encouraging the use of green transport (UDP policy STG 11); TfL will be encouraged to review the level of short term parking for customers of shops and if practicable improve level of provision.
- Every effort will be made to remove the bus stand from Dee Road to improve the environmental quality of the area;
- A key issue in the area is the severance effect of the A316. A key aim would be to work with TfL to improve

Heights and Massing of development

Please refer to the Guidelines plan that indicates the two areas of potential change within the Lower Mortlake Road study area (the area to the south of Lower Mortlake Road and the area to the north of the railway line).

- The Council will expect planning applications to take account of the remaining residential character (fine-grained built fabric), and the built fabric within the study area (i.e. along Lower Mortlake Road, and the area to the south of Lower Mortlake Road)

- The Council will resist three - four storey 'large scale' developments and oppose any development or re-development that might be out of scale with the existing surrounding development (UDP policy BLT 11 and BLT 18);
- Proposals with a height of two-storey with a three-storey element will be considered where building elevations are 'broken- up' and the higher element set back to reduce the impact of the façade within the streetscape. 'Break up' the façade and set back floors exceeding two storey, promoting interest and improving the scale.
- Important pedestrian requirements within the streetscape, such as the scale of the development, accessibility, landscaping and ground floor level interest and activity related to crime and public safety are set out in UDP policies BLT 11, 12, 14, 17 and 25.







Townscape and Historic buildings

- Council policies encourage the preservation and enhancement of all listed buildings/ BTM's, whether they are in a conservation area or not. Planning applications, which disregard listed buildings/ BTM's will not be permitted and preference will be given to those applications preserving and enhancing, listed buildings /BTM's (UDP policies STG2, BLT 3);
- It is proposed that The Crown Public House (corner of Victoria Villas and Lower Mortlake Road) should be made a BTM (Building of Townscape Merit) (UDP policy BLT 4);
- The Council will ensure that all planning applications take account of all aspects of the surrounding environment. This includes enhancing and promoting vistas and views especially those identified in the Guidelines plan), encouraging a cohesive identity over the study area and restoring continuity in the built and open environment (UDP policies ENV 1 and 4, BLT 11, 20 and 21).


Landscape

- The Council will encourage tree planting by requiring appropriate planning applications to include a tree- planting plan in the public and private realm (UDP policy ENV 9 and BLT 14). Of special significance is the Victoria Villas area, identified in the Tree Strategy as a 'possible location for additional trees' and priority should be given to native trees where these are appropriate; (Tree Strategy: November 1999)
- The Council will, where appropriate, encourage TPO's, and favour the planting of forest trees over others and seek to retain the existing character of areas of forest tree planting; (UDP policy ENV9 and Tree Strategy: November 1999)
- The Council will continue to manage and maintain street trees and trees on other Council-owned land, to take account of the Tree Strategy; (Tree Strategy: November 1999)
- Creepers and screening shrubs, i.e. Buddleia etc, (which is preferred over painting, especially on the brick walls) should be established along the blank walls of properties backing onto the railway line to deter graffiti and improve the short- medium distant views from the railway line.

Key

-  Lower Mortlake Road study area
-  Conservation area boundary
-  Conservation boundary extension
-  Building of Townscape Merit
-  Proposed Building of Townscape Merit
-  Tree Preservation Order (TPO)

UDP Designation

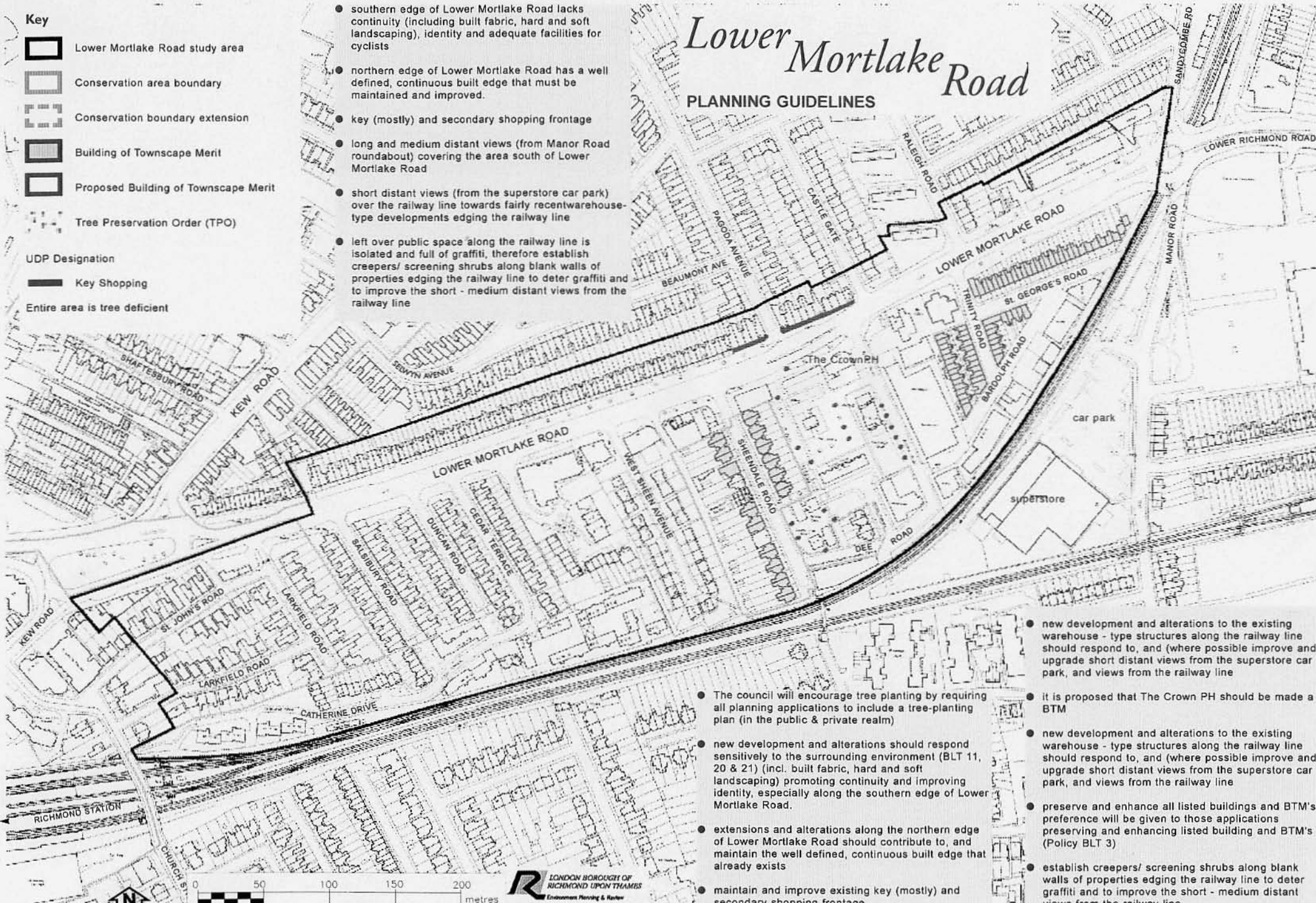
-  Key Shopping

Entire area is tree deficient

- southern edge of Lower Mortlake Road lacks continuity (including built fabric, hard and soft landscaping), identity and adequate facilities for cyclists
- northern edge of Lower Mortlake Road has a well defined, continuous built edge that must be maintained and improved.
- key (mostly) and secondary shopping frontage
- long and medium distant views (from Manor Road roundabout) covering the area south of Lower Mortlake Road
- short distant views (from the superstore car park) over the railway line towards fairly recent warehouse-type developments edging the railway line
- left over public space along the railway line is isolated and full of graffiti, therefore establish creepers/ screening shrubs along blank walls of properties edging the railway line to deter graffiti and to improve the short - medium distant views from the railway line

Lower Mortlake Road

PLANNING GUIDELINES



- new development and alterations to the existing warehouse - type structures along the railway line should respond to, and (where possible improve and upgrade short distant views from the superstore car park, and views from the railway line
- it is proposed that The Crown PH should be made a BTM
- new development and alterations to the existing warehouse - type structures along the railway line should respond to, and (where possible improve and upgrade short distant views from the superstore car park, and views from the railway line
- preserve and enhance all listed buildings and BTM's, preference will be given to those applications preserving and enhancing listed building and BTM's (Policy BLT 3)
- establish creepers/ screening shrubs along blank walls of properties edging the railway line to deter graffiti and to improve the short - medium distant views from the railway line
- The council will encourage tree planting by requiring all planning applications to include a tree-planting plan (in the public & private realm)
- new development and alterations should respond sensitively to the surrounding environment (BLT 11, 20 & 21) (incl. built fabric, hard and soft landscaping) promoting continuity and improving identity, especially along the southern edge of Lower Mortlake Road.
- extensions and alterations along the northern edge of Lower Mortlake Road should contribute to, and maintain the well defined, continuous built edge that already exists
- maintain and improve existing key (mostly) and secondary shopping frontage

